

# MAINE STATE LEGISLATURE

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ONE HUNDRED AND FIFTH LEGISLATURE

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**Legislative Document**

**No. 741**

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H. P. 565

House of Representatives, February 10, 1971

Referred to Committee on Health and Institutional Services. Sent up for concurrence and ordered printed.

BERTHA W. JOHNSON, Clerk

Presented by Mr. Gill of South Portland.

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STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SEVENTY-ONE

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**AN ACT Relating to Solicitation of Eye Services and Appliances.**

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Be it enacted by the People of the State of Maine, as follows:

**R. S., T. 32, § 2455, amended.** The first sentence of section 2455 of Title 32 of the Revised Statutes, as enacted by chapter 256 of the public laws of 1969, is amended to read as follows:

It shall be unlawful for any person, firm, partnership, company or corporation to solicit eye examinations or visual services, or to advertise the sale of eyeglasses, spectacles, lenses, frames, mountings, prisms or any other optical appliances or devices commonly included in the prescriptions of optometrists or physicians by newspaper, radio, window display, television, telephone directly display advertisement or any other means of advertisement **in any manner which would be fraudulent, deceptive or misleading**; or to use any method or means of baiting ~~persuading or enticing~~ the public into buying eyeglasses, spectacles, lenses, frames, mountings, prisms or other optical appliances or devices for visual correction.

STATEMENT OF FACT

The purpose of this bill is to clarify the law relating to solicitation of eye services and appliances as it applies to advertisements.