

# MAINE STATE LEGISLATURE

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ONE HUNDRED AND SIXTH LEGISLATURE

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Legislative Document

No. 1381

H. P. 1057

House of Representatives, March 7, 1973

Referred to the Committee on Business Legislation. Sent up for concurrence and ordered printed.

E. LOUISE LINCOLN, Clerk

Presented by Mrs. Baker of Orrington.

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STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SEVENTY-THREE

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**AN ACT** Relating to Deceptive Price Comparison Advertising  
under Uniform Deceptive Trade Practices Act.

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

R. S., T. 10, § 1212, sub-§ 1, ¶ M, additional. Subsection 1 of section 1212 of Title 10 of the Revised Statutes, as enacted by chapter 503 of the public laws of 1969, is amended by adding a new paragraph M to read as follows:

M. States directly or indirectly, in any advertisement, a price comparison between his advertised price and any other price for the same item being advertised, unless he can establish that such other price is the bona fide price at which he has made a substantial number of sales of the same item in the same trading area within the 30-day period immediately preceding the date the advertisement is stated, or the price at which a substantial number of sales of the same item have been made in the same trading area within the 30-day period immediately preceding the date the advertisement is stated.

STATEMENT OF FACT

The purpose of this bill is to prohibit deceptive price comparison advertising as stated in the title of the bill by prohibiting in an advertisement for the sale of products to the general public any price comparison to any other price unless the seller can establish that such price comparison was based upon his own bona fide price or the actual price at which a substantial number of sales were made of the same item in the same trade area within 30 days immediately preceding the advertisement.