

# MAINE STATE LEGISLATURE

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ONE HUNDRED AND SEVENTH LEGISLATURE

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Legislative Document

No. 1068

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H. P. 893

House of Representatives, March 13, 1975

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

EDWIN H. PERT, Clerk

Presented by Mr. LaPointe of Portland.

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STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SEVENTY-FIVE

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AN ACT to Permit the Advertising of Prescription Eyeglasses and Other  
Optical Devices.

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

Sec. 1. 32 MRSA § 2445, first sentence, as enacted by PL 1973, c. 788, § 156, is amended to read:

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 prescription of optometrists or physicians by newspaper, radio, window display, television, telephone directory display advertisement or any other means of advertisement; 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.~~

Sec. 2. 32 MRSA § 2445, 3rd sentence, as enacted by PL 1973, c. 788, § 156, is repealed and the following enacted in place thereof:

Nothing in this section shall prohibit the advertisement or sale of eyeglasses, spectacles, lenses, frames, mountings, prisms or any other optical appliances or devices whether commonly included in the prescription of optometrists or physicians or not by means of advertisement.

Sec. 3. 32 MRSA § 2445, 2nd ¶, as enacted by PL 1973, c. 788, § 156, is repealed.

STATEMENT OF FACT

This Act removes the prohibition on advertising the sale of prescription eyeglasses and other optical devices.