

MAINE STATE LEGISLATURE

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1 SECOND REGULAR SESSION
2

3 ONE HUNDRED AND TWELFTH LEGISLATURE
4

5 Legislative Document

No. 1881

6
7 H.P. 1344

House of Representatives, January 16, 1986

8 Approved for introduction by a majority of the Legislative Council
pursuant to Joint Rule 26.

9 Reference to the Committee on Business and Commerce suggested and
ordered printed.

10 EDWIN H. PERT, Clerk

Presented by Representative Duffy of Bangor.

Cosponsored by Representative Ruhlin of Brewer, Representative Swazey
of Bucksport and Representative Stevens of Bangor.

11
12 STATE OF MAINE
13

14 IN THE YEAR OF OUR LORD
15 NINETEEN HUNDRED AND EIGHTY-SIX
16

17 AN ACT to Increase Truth in Advertising.
18

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

21 10 MRSA c. 206-A is enacted to read:

22 CHAPTER 206-A

23 TRUTH IN ADVERTISING

24 §1231. Truth in advertising origin of items

25 1. Advertising country of origin of items. The
26 advertising in print of any specific item required by
27 federal law to be labeled or marked with the country
28 or countries of origin must be in conformity with the
29 labeling or marking requirements of that federal law
30 or the regulations adopted under that federal law.

31 2. Application. This section does not apply to:

1 A. Any item which has a manufacturer's suggested
2 retail price of less than \$20;

3 B. Any item which has been used, other than in
4 demonstration by the seller, before being adver-
5 tised; or

6 C. Any seller who advertises in this State, but
7 does not have a retail business in this State
8 where purchasers may buy the advertised items.

9 3. Penalty. Any person who does not comply with
10 this section commits a civil violation for which a
11 forfeiture not to exceed \$100 may be adjudged.

12 STATEMENT OF FACT

13 The purpose of this bill is to increase truth in
14 advertising by requiring sellers to include the ori-
15 gin of the products they advertise in their adver-
16 tisements. This applies only to items which federal
17 law requires to be labeled with the country or coun-
18 tries of origin. Several federal laws require such
19 labeling. Among them are the Wool Products Labeling
20 Act, the Fur Products Labeling Act, the Textile Fiber
21 Products Identification Act and the Tariff Act of
22 1930, including any amendments. Items which have
23 manufacturer's suggested retail prices of less than
24 \$20 are not included under this bill.

25 Sellers who advertise in this State, but do not
26 operate any store or outlet in this State are exempt
27 from these requirements. Mail order catalogs from
28 sellers located outside of this State are not af-
29 fected.

30 A person who advertises an item without complying
31 with this section by omitting the name of one or more
32 countries required to be listed or by falsely listing
33 one or more countries commits a civil violation and
34 may be fined up to \$100.

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