

MAINE STATE LEGISLATURE

The following document is provided by the
LAW AND LEGISLATIVE DIGITAL LIBRARY
at the Maine State Law and Legislative Reference Library
<http://legislature.maine.gov/lawlib>



Reproduced from scanned originals with text recognition applied
(searchable text may contain some errors and/or omissions)

NEW DRAFT.

SEVENTY-SIXTH LEGISLATURE

SENATE

NO. 322

In Senate, Feb. 17, 1913.

*Reported by Senator Bailey from Committee on Legal Affairs
and ordered printed under joint rules.*

W. E. LAWRY, Secretary.

STATE OF MAINE

IN THE YEAR OF OUR LORD ONE THOUSAND NINE
HUNDRED AND THIRTEEN.

AN ACT relative to Untrue and Misleading Advertisements.

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

Section 1. Any person, firm, corporation or association
2 who, with intent to sell or in any wise dispose of merchand-
3 ise, securities, service, or anything offered by such person,
4 firm, corporation or association, directly or indirectly, to the
5 public for sale or distribution, or with intent to increase the
6 consumption thereof, or to induce the public in any manner
7 to enter into any obligation relating thereto, or to acquire
8 title thereto, or any interest therein, makes, publishes, dis-
9 seminate, circulates, or places before the public, or causes,
10 directly or indirectly, to be made, published, disseminated,

11 circulated, or placed before the public, in a newspaper or
12 other publication, or in the form of a book, notice, hand-
13 bill, poster, bill, circular, pamphlet, or letter, or in any other
14 way, an advertisement of any sort regarding merchandise,
15 securities, service, or anything so offered to the public,
16 which advertisement contains any assertion, representation
17 or statement of fact which is untrue, deceptive or mislead-
18 ing, shall be punished by a fine of not less than twenty dol-
19 lars nor more than one thousand dollars, or by imprison-
20 ment for not less than thirty days nor more than two years,
21 or by both such fine and imprisonment.