

# MAINE STATE LEGISLATURE

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SEVENTY-SEVENTH LEGISLATURE

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HOUSE

NO. 42

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*In House of Representatives, Jan. 29, 1915.*

*Ordered, That five hundred copies be printed, and that the same be referred to the Committee on Legal Affairs.*

*Committee on Reference.*

*Presented by Mr. Thombs of Lincoln.*

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STATE OF MAINE

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IN THE YEAR OF OUR LORD ONE THOUSAND NINE  
HUNDRED AND FIFTEEN

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AN ACT relative to Untrue and Misleading Advertisements.

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

Any person, firm, corporation or association who, with  
2 intent to sell or in any wise dispose of merchandise, se-  
3 curities, service, or anything offered by such person, firm,  
4 corporation or association, directly or indirectly, to the  
5 public for sale or distribution, or with intent to increase  
6 the consumption thereof, or to induce the public in any  
7 manner to enter into any obligations relating thereto, or to  
8 acquire title thereto, or any interest therein, makes, pub-  
9 lishes, disseminates, circulates, or places before the public,

10 or causes, directly or indirectly, to be made, published, dis-  
11 seminated, circulated or placed before the public, in a news-  
12 paper or other publication, or in the form of a book, notice,  
13 handbill, poster, bill, circular, pamphlet, or letter, or in  
14 any other way, an advertisement of any sort regarding mer-  
15 chandise, securities, service, or anything so offered to the  
16 public, which advertisement contains any assertion, repre-  
17 sentation or statement of fact which is untrue, deceptive or  
18 misleading, shall be punished by a fine of not less than  
19 twenty dollars nor more than one thousand dollars, or by  
20 imprisonment for not less than thirty days nor more than  
21 two years, or by both such fine and imprisonment.