

# MAINE STATE LEGISLATURE

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# EIGHTY-THIRD LEGISLATURE

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**House Document**

**No. 339**

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H. P. 1038                      House of Representatives, Mar. 8, 1927.

Referred to Committee on Judiciary and 500 copies ordered printed. Sent up for concurrence.

CLYDE R. CHAPMAN, Clerk.

Presented by Mr. Hale of Portland.

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## STATE OF MAINE

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IN THE YEAR OF OUR LORD ONE THOUSAND NINE  
HUNDRED AND TWENTY-SEVEN

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AN ACT to Regulate Advertising.

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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, securi-  
3 ties, service or anything offered by such person, firm, cor-  
4 poration or association directly or indirectly, to the public  
5 for sale or distribution, or with intent to increase the con-  
6 sumption thereof, or to induce the public in any manner to  
7 enter into any obligation relating thereto, or to acquire title  
8 thereto or any interest therein, makes, publishes, dissemi-  
9 ates, circulates or places before the public or causes directly  
10 or indirectly, to be made, published, disseminated, circu-  
11 lated, or placed before the public in this state, 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 any  
14 other way, an advertisement of any sort regarding merchan-  
15 dise, securities, service or anything so offered to the public  
16 which advertisement contains any assertion, representation or  
17 statement of fact which is untrue, deceptive or misleading,  
18 and which such person, firm, corporation or association  
19 knew, or might on reasonable investigation have ascertained  
20 to be untrue, deceptive or misleading, shall be guilty of  
21 misdemeanor and punishable by a fine of not over one hun-  
22 dred dollars or thirty days in jail or both.