

# MAINE STATE LEGISLATURE

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N I N E T I E T H            L E G I S L A T U R E

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**Legislative Document**

**No. 662**

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S. P. 345

In Senate, February 11, 1941.

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

ROYDEN V. BROWN, Secretary.

Presented by Senator Hildreth of Cumberland by request.

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**STATE OF MAINE**

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IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
FORTY-ONE

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**AN ACT to Prevent Fraudulent Advertising.**

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

**Sec. 1. Fraudulent advertising constitutes misdemeanor.** Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper or other publication, or in the form of a book, notice, hand-bill, poster, bill, circular, label, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact, which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

**Sec. 2. Exemptions.** This act shall not apply to any radio station, publisher of a newspaper, magazine or other publication who publishes

said advertisement in good faith without knowledge of its false, deceptive or misleading character.