

MAINE STATE LEGISLATURE

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N I N E T Y - S E V E N T H L E G I S L A T U R E

Legislative Document

No. 195

H. P. 190

House of Representatives, January 26, 1955.

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

HARVEY R. PEASE, Clerk.

Presented by Mr. Charles of Portland.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
FIFTY-FIVE

**AN ACT Regulating Advertising Relative to Sale or Offering for Sale of
Merchandise, Commodities and Service.**

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

R. S., c. 133, § 29-A, additional. Chapter 133 of the revised statutes is hereby amended by adding thereto a new section to be numbered 29-A to read as follows:

'Sec. 29-A. Advertising merchandise for sale. Any person, firm or corporation offering for sale merchandise, commodities or service by making, publishing, disseminating, circulating or placing before the public within this State in any manner, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, sign, billboard, bill circular, pamphlet or letter, photography, motion picture, radio, loudspeaker, television, telephone, telegraph, or in any other way an advertisement of merchandise, commodities or service, as part of a plan or scheme with the intent, design or purpose not to sell the merchandise, commodities or service so advertised at the price stated therein, or otherwise communicated, or with intent not to sell the merchandise, commodities or service so advertised, may be enjoined from such advertising, and shall be punished by a fine of not more than \$500.'