

# MAINE STATE LEGISLATURE

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ACTS AND RESOLVES  
AS PASSED BY THE  
Eighty-ninth and Ninetieth  
Legislatures

OF THE  
STATE OF MAINE

From April 21, 1939 to April 26, 1941  
AND MISCELLANEOUS STATE PAPERS

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Published by the Revisor of Statutes in accordance  
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KENNEBEC JOURNAL  
AUGUSTA, MAINE  
1941

PROPERTY OF THE  
STATE OF MAINE  
NOT TO BE SOLD

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**PUBLIC LAWS**

OF THE

**STATE OF MAINE**

As Passed by the Ninetieth Legislature

**1941**

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## Chapter 290

### AN ACT to Prevent Fraudulent Advertising.

*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, 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, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact, which is untrue, and designed to be 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 or printer, who publishes or prints said advertisements without actual knowledge of its falsity. The fact of the publishing or printing of such advertisement shall not be prima facie evidence of such actual knowledge of falsity.

Approved April 25, 1941

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## Chapter 291

### AN ACT Relating to the Parole Board.

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

P. L., 1939, c. 223, § 7, amended. The 1st paragraph of section 7 of chapter 223 of the public laws of 1939 is hereby repealed and the following enacted in place thereof:

‘There shall be a parole board in the department of institutional service consisting of the commissioner of institutional service and any 2 persons appointed by the governor. The members appointed by the governor shall be paid their expenses and shall receive compensation at the rate of \$5 per