

MAINE STATE LEGISLATURE

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ACTS AND RESOLVES

AS PASSED BY THE

Ninety-seventh Legislature

OF THE

STATE OF MAINE

Published by the Director of Legislative Research in accordance with subsection VI of section 27 of chapter 10 of the Revised Statutes of 1954.

KENNEBEC JOURNAL
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1955

PUBLIC LAWS
OF THE
STATE OF MAINE

As Passed by the Ninety-seventh Legislature

1955

'Sec. 29. **Fraudulent advertising.** Any person, firm, corporation or association who, with intent to sell or in anywise 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, handbill, poster, sign, billboard, bill, circular, ~~label~~ pamphlet or letter, photograph, motion picture, radio, loud speaker, television, telephone, telegraph, 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~~ or is intended or designed 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.

The provisions of this section shall not apply to any radio station, publisher of a newspaper, magazine or other publication, or any other established and recognized advertising media, or printer who publishes or prints said advertisement 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.'

Effective August 20, 1955

Chapter 55

AN ACT Relating to Compensation of Members of the Board of Registration in Medicine.

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

R. S., c. 66, § 1, amended. The 2nd paragraph of section 1 of chapter 66 of the revised statutes is hereby amended to read as follows:

'Members of said Board shall receive annual salaries of ~~\$100~~ \$300 each, except the secretary, who shall receive ~~\$300~~ \$500 a year; in addition each member shall receive necessary traveling expenses in attending the meetings of the Board. Extra compensation for each day actually spent in investigation or prosecution of complaints and cases under the provisions of section 6 shall be allowed to each member of the Board actually engaged therein. Provided that if the fees to be collected under the provisions of section 3 are insufficient to pay the salaries and expenses provided by this section, the members of said Board shall be entitled to only a pro rata payment for salary in any year in which such fees are insufficient.'

Effective August 20, 1955