

# HOUSE . . . . No. 517

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By Mr. Cappucci of Boston, petition of Frank M. Leonardi and another for legislation to regulate advertising in connection with the occupation of hairdressing. Public Health.

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## The Commonwealth of Massachusetts

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In the Year One Thousand Nine Hundred and Forty-Eight.

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### AN ACT REGULATING ADVERTISING IN CONNECTION WITH THE OCCUPATION OF HAIRDRESSING.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1 Chapter 112 of the General Laws is hereby amended  
2 by inserting after section 87JJ the following new sec-  
3 tion: —

4 *Section 87KK.* No registered hairdresser, opera-  
5 tor, or individual, or group of individuals or corpora-  
6 tions, shall include, or permit or cause to be included,  
7 in any newspaper, radio, display sign or other manner  
8 of advertising, any written or spoken words or state-  
9 ments of a character tending to deceive or mislead  
10 the public, or claiming superiority or the performance  
11 of services in a superior manner, or any such state-  
12 ment concerning any medicine, chemical, material or  
13 process directly or indirectly connected with the occu-  
14 pation of hairdressing, or shall make or set forth any

15 promises, guarantees, offers, inducements, representa-  
16 tions, statements or rewards of a character tending to  
17 influence, persuade or induce persons to seek, employ  
18 or patronize his business, service, advice or products;  
19 provided, that, notwithstanding the foregoing, a per-  
20 son subject to this section may (1) use and distribute  
21 personal business cards setting forth his name, or the  
22 name of a duly registered hairdressing establishment,  
23 his title, address or addresses, telephone number or  
24 numbers and office hours, and, if he, or such estab-  
25 lishment, limits his or its practice to a specialty, con-  
26 taining a statement of such specialty; (2) use and  
27 distribute personal business cards or other notices  
28 announcing his change of place of business, or his  
29 entrance into, absence from or return to business;  
30 (3) issue personal appointment cards to his patrons,  
31 stating thereon the time and place of appointment  
32 and containing any statements hereinbefore author-  
33 ized to be set forth in his personal business cards;  
34 (4) display his name, or the name of such establish-  
35 ment, and any such authorized statements, by means  
36 of a sign or signs at his place of business, or upon the  
37 windows thereof, or upon a door plate or in a build-  
38 ing directory, so called, thereat; and (5) insert his  
39 name, or the name of such establishment, and any  
40 such authorized statements in the public print, in the  
41 form of advertisements or notices not more than one  
42 column in width nor more than ten inches in depth,  
43 or the equivalent thereof. Any person violating any  
44 of the provisions of this section shall be punished by  
45 a fine of not more than one thousand dollars.