

HOUSE No. 993

Bill accompanying the petition of B. Liebenstein relative to false or misleading advertisements concerning real estate. Joint Judiciary. January 19.

The Commonwealth of Massachusetts.

In the Year One Thousand Nine Hundred and Fourteen.

AN ACT

To prohibit False or Misleading Advertisements in Relation to Real Estate.

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

1 Any person, firm, corporation or association, or any
2 employee thereof, who in a newspaper, circular, circular
3 or form letter, or other publication, publishes or circulates
4 in any language, in this state, knowingly makes or dis-
5 seminates any statement, assertion or fact, knowing the
6 same to be false, concerning the extent, location, owner-
7 ship, title or other characteristic, quality or attribute of
8 any real estate located in this state or elsewhere, or the
9 motive or purpose of the sale of such real estate, or con-
10 cerning the offer of prizes, rewards, distinctions, pre-
11 miums or reductions conferred on account of the solving

12 of any puzzle or the signing of any coupon or ticket, or
13 by any other method intended to give the appearance of
14 an offer advantageous to the purchaser, which is untrue
15 and calculated to mislead, or who advertises to sell, barter
16 or exchange any real estate by means of prizes, rewards or
17 distinctions, or by any puzzle method, is guilty of a mis-
18 demeanor, and shall be fined not less than fifty dollars or
19 more than five hundred dollars, or imprisonment for not
20 more than one year, or by both fine and imprisonment.
21 Nothing contained in this act shall apply to a sale of
22 real estate at public auction conducted by an auctioneer
23 duly licensed by any city or town.