

HOUSE . . . . . No. 1339

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By Mr. Davoren of Milford, petition of the Mass. State Automobile Dealers Association, Inc., for legislation to regulate the advertising of prices of automobiles by dealers. Mercantile Affairs.

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**The Commonwealth of Massachusetts**

In the Year One Thousand Nine Hundred and Sixty-Four.

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AN ACT REGULATING THE ADVERTISING OF AUTOMOBILE PRICES BY  
AUTOMOBILE DEALERS.

*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 266 of the General Laws is amended by inserting a
- 2 new section therein as follows: —
- 3 *Section 92B. Automobile Dealers; Advertising Practices;*
- 4 *Penalty.* Whoever, being engaged in the business of selling new
- 5 or used motor vehicles at retail, advertises for sale a new motor
- 6 vehicle of the manufacturer's most recent model year prior to
- 7 July one in said year at a price below that suggested by the
- 8 manufacturer thereof, shall be punished by a fine of not less
- 9 than one hundred dollars nor more than five hundred dollars.

