

HOUSE No. 2621

By Mr. Vellucci of Cambridge, petition of Peter A. Vellucci, John A. Businger and Janet W. O'Brien that direct mail advertisement solicitations be required to indicate a clear statement of the intent of such advertisements. Commerce and Labor.

The Commonwealth of Massachusetts

In the Year One Thousand Nine Hundred and Ninety-Two.

AN ACT REQUIRING DIRECT MAIL SOLICITATIONS TO STATE CLEARLY THEIR NATURE.

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

1 SECTION 1. Section 91B of chapter 266, as appearing in the
2 1988 Official Edition, is hereby amended by adding the following
3 section: —

4 Section 91C. Any person offering for sale merchandise or
5 services who publishes or causes to be published and distributes
6 through the mail an advertisement which looks on its face like
7 a bill, shall be required to state clearly on the outside of the
8 envelope and at the top of said advertisement, in boldface 36 point
9 type, "This is an advertisement, you are under no obligation to
10 buy."

1 SECTION 2. Any person found to be in violation of the above
2 section shall be punished by a fine of not less than one thousand
3 dollars and not more than one thousand five hundred dollars.

