



General Assembly

January Session, 2003

**Raised Bill No. 1110**

LCO No. 4129

Referred to Committee on General Law

Introduced by:  
(GL)

**AN ACT REQUIRING THE DISCLOSURE OF SINGLE ITEM PRICES IN  
RETAIL SALES ADVERTISEMENTS.**

Be it enacted by the Senate and House of Representatives in General  
Assembly convened:

- 1 Section 1. (NEW) (*Effective October 1, 2003*) Whenever a consumer  
2 commodity is advertised in a manner that offers a consumer a free  
3 item of such commodity if the consumer purchases such commodity,  
4 the single item price of the commodity shall be prominently displayed  
5 in such advertisement. For the purposes of this section, "consumer  
6 commodity" means any goods, merchandise or produce offered for  
7 retail sale.

This act shall take effect as follows:	
Section 1	<i>October 1, 2003</i>

***Statement of Purpose:***

To require the disclosure of the single item price of consumer goods in  
"buy one, get one free" advertisements.

*[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline,  
except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is  
not underlined.]*