

[Act No. 2333, February 26, 1914]

AN ACT RELATIVE TO UNTRUE, DECEPTIVE, AND MISLEADING ADVERTISEMENTS.

By authority of the United States, be it enacted by the Philippine Legislature, that:

SECTION 1. Any person, firm, corporation, or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public in the Philippine Islands, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation, or statement of fact which is intentionally untrue, deceptive, or misleading, shall be guilty of a misdemeanor, and shall be punished by a fine penalty, of not to exceed six hundred pesos, or six months' imprisonment, or by both such fine and imprisonment in the discretion of the court, for each offense.

SEC. 2. All Acts and ordinances and parts thereof inconsistent with this Act are hereby repealed.

SEC. 3. This Act shall take effect July first, nineteen hundred and fourteen.

Enacted, February 26, 1914.



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