

1 IN THE SENATE

BY RULES COMMITTEE
BY REQUEST OF THE GOVERNOR

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SENATE BILL NO. 281

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IN THE LEGISLATURE OF THE STATE OF ALASKA

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SECOND LEGISLATURE - SECOND SESSION

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A BILL

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For an Act entitled: "An Act relating to the regulation of
7 unfair and deceptive practices in the
8 advertising and sale of civil defense
9 aids."

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BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:

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Section 1. A "civil defense aid" is any product, service,
structure or improvement which is intended for use by civilians
as a protection against any consequence of an attack by a
foreign power on the United States of America and includes
protective shelters or improvements.

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Sec. 2. The State Director of Civil Defense may promulgate
regulations under the Alaska Administrative Procedures Act de-
fining fair standards in the advertising and sale of civil
defense aids and shall prohibit unfair or deceptive practices.

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Sec. 3. Regulations promulgated by the State Director of
Civil Defense shall prohibit the following practices:

A. exaggerated or misleading claims of protection afforded
by shelters,

B. the use of misleading pictures,

C. the use of deceptive pricing practices,

D. the use of guarantees in such a manner as to constitute
a misrepresentation,

E. representations of endorsement by a governmental agency,

F. any unfair or deceptive practice.

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Sec. 4. Installment or credit purchase plans for civil defense aids shall include a clear statement of any financial terms including a statement of annual simple interest.

Sec. 5. Any person, firm, association or corporation or any agent, officer, employee or member thereof, who violates any provision of this Act or any regulation promulgated by the State Director of Civil Defense under this Act shall be punished by a fine not to exceed \$500 or imprisonment for not longer than six months; or in the alternative shall be subject to a civil penalty not to exceed \$5,000.

Sec. 6. The Attorney General will prosecute any legal action on behalf of the State Director of Civil Defense.