

Reported Recommending.....  
Ind. Postponed.....  
Passed House.....  
Failed to Pass House.....  
Passed Senate.....  
Failed to Pass Senate.....

**House File 111**

January 22, 1943.  
Public Health.

By KNUDSON, COLBURN and HAWKINS.

## **A BILL FOR**

An Act to amend chapter one hundred fifteen (115), Code of Iowa, 1939, to regulate advertising of professional services, eyeglass or spectacle lenses, and spectacle frames or mountings, by persons, firms or corporations, or licensees, under Title VIII of the 1939 Code of Iowa.

*Be It Enacted by the General Assembly of the State of Iowa:*

1 Section 1. Chapter one hundred fifteen (115), Title  
2 VIII Code 1939, is hereby amended by adding thereto the following  
3 sections:

4 (a) "It shall be unlawful for any person, firm or corporation,  
5 or any licensee under this Title, engaged in prescribing,  
6 manufacturing, selling or supplying eyeglass or spectacle lenses  
7 or complete eyeglasses or spectacles including lenses, to advertise  
8 directly or indirectly, by any means whatsoever, free professional  
9 service or examination, or to advertise, directly or indirectly,  
10 by any means whatsoever, any definite or indefinite amount as a  
11 price for eyeglass or spectacle lenses or complete eyeglasses  
12 or spectacles including lenses, either alone or in conjunction  
13 with professional services, or to advertise by any means whatsoever,  
14 professional services or eyeglass or spectacle lenses or complete  
15 eyeglasses or spectacles including lenses or any part thereof by

16 use of special inducements such as special sale, reduced prices,  
17 lowest prices, for a limited time only, or words of similar import  
18 or meaning, or to advertise by use of printed matter, spectacle  
19 frames or mountings or parts thereof at a stated price unless  
20 the words "lenses not included" are printed as prominently as  
21 the figures quoting the price and in type at least one-half  
22 the size of such figures.

23 (b) For the purposes of this act, the term lenses shall  
24 not be construed to include eyeglasses or spectacles without  
25 focal powers, whether clear or colored. The term advertise  
26 shall not be construed to include displays in stores with  
27 price tags or counter cards offering ready-made spectacles  
28 or eyeglasses for sale."

29 (c) If any section, clause, sentence, or phrase of this  
30 act is for any reason held to be unconstitutional or invalid,  
31 such decision shall not affect the validity of the remaining  
32 portions of this act. The legislature hereby declares that  
33 it would have passed this act and each section, clause, sentence,  
34 or phrase hereof, irrespective of whether any one or more of  
35 the sections, clauses, sentences, or phrases be declared  
36 unconstitutional.

37 (d) This act being deemed of immediate importance shall  
38 be in full force and effect from and after its passage and  
39 publication in the Ottumwa Daily Courier, a newspaper published  
40 at Ottumwa, Iowa, and the Charles City Daily Press, a newspaper  
41 published at Charles City, Iowa.

EXPLANATION OF H. F. 111

The purpose of this proposed law is to prohibit the use of false and misleading statements in advertising by professionals or lay persons engaged in prescribing or supplying spectacle lenses or complete spectacles including lenses. This proposed law is designed to safeguard the public health.