

Exempted

SENATE FILE **2248**
BY COMMITTEE ON HUMAN RESOURCES
(Approved 598)
(SUCCESSOR TO SSB 2195)

FILED FEB 7 1990

Passed Senate, Date 2/22/90 (p.675) Passed House, Date 3/12/90 (P.1002)
Vote: Ayes 47 Nays 0 Vote: Ayes 89 Nays 0
Approved March 27, 1990

A BILL FOR

1 An Act relating to certain advertising by a hearing aid dealer.
2 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

SENATE FILE 2248

S-5162

1 Amend Senate File 2248 as follows:
2 1. Page 1, by striking lines 4 through 10, and inserting
3 the following:
4 "NEW PARAGRAPH. s. Failure to place in an advertisement,
5 if an advertisement does not include the words "hearing aid"
6 in the title of the business which is advertising, the
7 qualifying words in the same size type, "for the purpose
8 of fitting, selection, adaption, and sale of
9 hearing aids". However, the qualifying words are not
10 required if the advertisement includes the words, "hearing
11 test", "hearing evaluation", "free hearing test", "free
12 hearing evaluation", "hearing measurement", or "free hearing
13 measurement", and the title of the business which is
14 advertising appears in the advertisement
15 and includes the words "hearing aid"."

VC 2248

By RAY TAYLOR
ELAINE SZYMONIAK
BEVERLY A. HANNON

Adopted 2/22 (p.675)
S-5162 FILED FEBRUARY 21, 1990

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10/15/90

1 Section 1. Section 154A.24, subsection 3, Code 1989, is
2 amended by adding the following new paragraph after paragraph
3 r and relettering the subsequent paragraph:

4 NEW PARAGRAPH. s. Failure to place in an advertisement,
5 which advertises hearing tests, or free hearing tests, or
6 hearing measurement, or free hearing measurement for the
7 purpose of determining whether a hearing aid will assist
8 hearing, the qualifying words in the same size type "for the
9 purpose of fitting, selection, adaption, and sale of the
10 hearing aids".

11 EXPLANATION

12 The bill requires hearing aid dealers to include in their
13 advertising disclaimer when offering hearing tests that the
14 tests are for the purpose of fitting, selection, adaption, and
15 sale of hearing aids.

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9 However, the qualifying words are not required if the
10 advertisement includes the words, "hearing test", "hearing
11 evaluation", "free hearing test", "free hearing evaluation",
12 "hearing measurement", or "free hearing measurement", and the
13 title of the business which is advertising appears in the
14 advertisement and includes the words "hearing aid".

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HANNON, CH.
HORN
TINSMAN

SSB 2195
HUMAN RESOURCES

SENATE FILE 2248
BY (PROPOSED COMMITTEE ON
HUMAN RESOURCES BILL
BY CHAIRPERSON HANNON)

Passed Senate, Date _____ Passed House, Date _____
Vote: Ayes _____ Nays _____ Vote: Ayes _____ Nays _____
Approved _____

A BILL FOR

1 An Act relating to certain advertising by a hearing aid dealer.
2 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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title of the business which is advertising appears in the advertisement and includes the words "hearing aid".

SENATE FILE 2248

AN ACT

RELATING TO CERTAIN ADVERTISING BY A HEARING AID DEALER.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

Section 1. Section 154A.24, subsection 3, Code 1989, is amended by adding the following new paragraph after paragraph c and relettering the subsequent paragraph:

NEW PARAGRAPH. s. Failure to place in an advertisement, if an advertisement does not include the words "hearing aid" in the title of the business which is advertising, the qualifying words in the same size type, "for the purpose of fitting, selection, adaption, and sale of hearing aids". However, the qualifying words are not required if the advertisement includes the words, "hearing test", "hearing evaluation", "free hearing test", "free hearing evaluation", "hearing measurement", or "free hearing measurement", and the

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JO ANN ZIMMERMAN
President of the Senate

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DONALD D. AVENSON
Speaker of the House

I hereby certify that this bill originated in the Senate and is known as Senate File 2248, Seventy-third General Assembly.

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JOHN F. DWYER
Secretary of the Senate
Approved March 27, 1990

.....
TERRY E. BRANSTAD
Governor

SF 2248