

SECOND REGULAR SESSION

HOUSE BILL NO. 2424

99TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE ANDERS.

6357H.011

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To amend chapter 407, RSMo, by adding thereto one new section relating to advertising practices.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Chapter 407, RSMo, is amended by adding thereto one new section, to be
2 known as section 407.313, to read as follows:

2 **407.313. No grocery store shall advertise a discounted price for a product on a sign**
2 **displayed on a store shelf unless the stipulations of the discount, if any, are displayed on**
3 **the same sign in an equal font size.**

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EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.