

"INVOICE," "BILL," "STATEMENT," OR "REMINDER," TO CREATE AN IMPRESSION OF EXISTING OBLIGATION WHEN THERE IS NONE, OR OTHER LANGUAGE TO MISLEAD ANY PERSON IN RELATING TO ANY SOUGHT AFTER COMMERCIAL TRANSACTION.

(b) The term "merchandise" means any objects, wares, goods, commodities, intangibles, or real estate.

(c) The term "service" means building repair and improvement services, ~~home nursing and other~~ sub-professional services, the repair of automobiles, television sets, and other similar commodities and the services, and the repair or installation of plumbing, heating, electrical or mechanical devices.

(d) The term "person" means any natural person or his legal representative, partnership, corporation (domestic or foreign), company, trust, business entity or association, and any agent, employee, salesman, partner, officer, director, member, stockholder, associate, trustee, or ~~cestui-que~~ CESTUI-QUE trust thereof.

(e) The term "sale" includes any sale, offer for sale or attempt to sell any merchandise for cash or credit or any service or offer for service as it relates to any person, edifice or equipment.

#### 21.

The act, use or employment by any person of any deception, fraud, false pretense, false promise, misrepresentation, or the concealment, suppression, or omission of any material fact with intent that others rely upon such concealment, suppression or omission, in connection with the sale or advertisement of any merchandise, or service whether or not any person has in fact been misled, deceived or damaged thereby, is declared to be an unlawful practice; provided, however, that nothing herein contained shall apply to the owner or publisher of newspapers, magazines, publications or printed matter wherein such advertisement appears, or to the owner or operator of a radio or television station which disseminates such advertisement when the owner, publisher or operator has no knowledge of the intent, design or purpose of the advertiser; and provided, further, that nothing herein contained shall apply to any advertisement which is subject to and complies with the rules and regulations of, and the statutes administered by the Federal Trade Commission.

#### 22.

When it appears to the Attorney General or when it has been duly verified before the Attorney General, that a person has engaged in, is engaging in or is about to engage in any practice declared to be unlawful under the provisions of this act or when in the opinion of the Attorney General it would be in the public interest that an investigation should be made to determine whether in fact a person has engaged in, is engaging in or is about to engage in such practice, he may:

(a) Require such person to file on such forms as he may prescribe a statement of report under oath in writing stipulating all the facts and circumstances concerning the sale or advertisement of such merchandise or service.