

INSURANCE COMPANIES AUTHORIZED TO DO BUSINESS IN THIS STATE, AND BROKERS LICENSED BY THE STATE [[OF MARYLAND]], CHRISTIAN SCIENCE PRACTITIONERS, LAND SURVEYORS AND PROPERTY LINE SURVEYORS, OPTOMETRISTS, PHYSICAL THERAPISTS, PODIATRISTS, REAL ESTATE BROKERS AND SALESMEN AND MEDICAL AND DENTAL PRACTITIONERS ENGAGING IN THEIR RESPECTIVE PROFESSIONAL ENDEAVORS, AND MERCHANTS REGULATED BY THE PUBLIC SERVICE COMMISSION.

(2) ANY TELEVISION OR RADIO BROADCASTING STATION OR TO ANY PUBLISHER OR PRINTER OF A NEWSPAPER, MAGAZINE, OR OTHER FORM OF PRINTED ADVERTISING WHO BROADCASTS, PUBLISHES OR PRINTS AN ADVERTISEMENT WHICH VIOLATES THIS SUBHEADING [[EXCEPT INSOFAR AS SUCH STATION OR PUBLISHER]] UNLESS THE STATION, PUBLISHER, OR PRINTER ENGAGES IN A DECEPTIVE OR UNCONSCIONABLE PRACTICE IN THE SALE OR OFFERING FOR SALE OF ITS OWN GOODS OR SERVICES OR HAS KNOWLEDGE [[OF THE ADVERTISING BEING]] THAT THE ADVERTISING IS IN VIOLATION OF THIS SUBHEADING.

(B) THE PROVISIONS OF THIS SUBHEADING SHALL BE ENFORCED BY ALL AGENCIES OF THE STATE [[OF MARYLAND.]]

21.

[[THE PROVISIONS OF THIS SUBHEADING ARE INTENDED TO BE MINIMUM STANDARDS FOR THE PROTECTION OF CONSUMERS IN THE STATE, AND IF BALTIMORE CITY, ANY COUNTY OR MUNICIPALITY, OR ANY AGENCY CREATED THEREUNDER, ADOPTS BY ORDINANCE, RESOLUTION, LAW, REGULATION OR SIMILAR MEANS, MORE STRICT PROVISIONS OR STANDARDS NOT TOTALLY INCONSISTENT WITH THE STANDARDS CONTAINED IN THIS SUBHEADING, THEN THAT ORDINANCE, RESOLUTION, LAW, REGULATION OR SIMILAR MEANS SHALL PREVAIL.]]

(A) THIS SUBHEADING IS INTENDED TO PROVIDE MINIMUM STANDARDS FOR THE PROTECTION OF CONSUMERS IN THE STATE.

(B) ANY COUNTY, MUNICIPALITY, OR BALTIMORE CITY, OR ITS AGENCY MAY ADOPT MORE STRINGENT PROVISIONS NOT INCONSISTENT WITH THE PROVISIONS IN THIS SUBHEADING.

SECTION 5. AND BE IT FURTHER ENACTED, That Section 22A of Article 83 - Sales and Notices, of the Annotated Code of Maryland (1969 Replacement Volume and 1973 Supplement) be and it is hereby repealed.

SECTION 6. AND BE IT FURTHER ENACTED, That this Act shall take effect July 1, 1974.