

STATE OF MAINE

KENNEBEC, S.S.

SUPERIOR COURT

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)	
In Re LaVerdiere's)	ASSURANCE OF
Drug Stores)	VOLUNTARY DISCONTINUANCE
)	
)	

Pursuant to the provisions of the Maine Revised Statutes Annotated, Title 5, Sections 206-212, James S. Erwin, Attorney General of the State of Maine caused an investigation to be made into the method and manner of advertising and pricing of goods, offered for retail sale by LaVerdiere's Drug Stores, herein after called LaVerdieres, a duly organized Maine corporation having a usual and principal place of business at Waterville, Maine.

Whereas LaVerdieres has represented to the consumers of the State of Maine, through advertising and pricing, that LaVerdieres has offered for sale "drugs" and "medicines" at discount prices, and such practice was questioned by the Attorney General as not being in accordance with the requirements of 5, M.R.S.A., §207; and

Whereas LaVerdieres has also represented through advertising and pricing, that LaVerdieres has offered for sale goods and merchandise at discount prices, and such practice was questioned by the Attorney General as not being in accordance with the requirements of 5, M.R.S.A., §207.

LaVerdieres hereby advises the Attorney General that,

these matters having been brought to their attention, they have taken steps to insure that in the future their practices will be in accordance with 5, M.R.S.A., §207, and in accordance with the Federal Trade Commission's Guides Against Deceptive Pricing, which has been adopted by the Attorney General in accordance with 5, M.R.S.A., §207.

LaVerdieres hereby assures the Attorney General that, from and after January 1, 1972, it will not undertake any of the following practices:

1] Representing in advertising that goods and merchandise may be purchased for a specified price, or at a saving, or a reduced price when such is not the fact.

2] Representing in advertising that a price is a list price or catalogue price, unless there is a list or catalogue so establishing said price, in the local geographic area.

3] Representing in advertising that a price is a regular price, unless the price is in fact the price regularly charged by the principle outlets in the local geographic trade area.

4] Representing in advertising that a price is a former price, when such price is not the price at which merchandise has been openly and actively offered for sale to the public on a regular basis, for a reasonable substantial period of time, honestly and in good faith, in the recent regular course of business, and

5] Misrepresenting in any manner, the amount of savings available to purchasers or prospective purchasers of LaVerdieres merchandise at retail.

LaVerdieres further assures the Attorney General that, they will remove all signs and posters which advertise discount "drugs" or "medicines," and that they will post at the prescription drug counter of each LaVerdiere's Store, a notice inviting purchasers or prospective purchasers of prescription drugs to request the price in advance of any prescription sale.

LaVerdieres further understands that full and adequate records are to be maintained, which disclose the facts upon which any savings claims, including former price, retail price, and comparable value claims are based, and from which the validity of such claims can be determined.

It is understood that this Assurance is for settlement purposes only and does not constitute an admission by LaVerdieres, that the aforesaid questioned practices are unlawful or fail to meet the requirements of 5, M.R.S.A., §207 or the aforesaid Guides.

It is further understood that this Assurance does not in any way bind or obligate the Attorney General as to his action in the instant matter, and that upon being advised that this Assurance has been accepted by the Attorney General, the Assurance will be widely distributed to all operating divisions of LaVerdieres.

It is also further understood that LaVerdieres will pay the Attorney General two hundred (\$200) dollars for costs of this investigation, in accordance with 5, M.R.S.A., §210.

It is also further understood that 90 days from the effective date hereof, LaVerdieres will file with the Attorney General a report of compliance herewith showing steps actually taken to comply herewith.

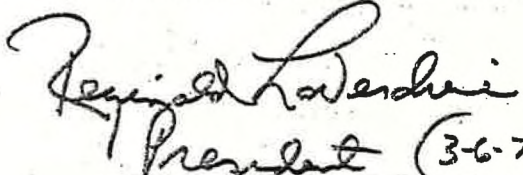
DATED: March 6, 1972.

JAMES S. ERWIN
ATTORNEY GENERAL
STATE OF MAINE

LaVERDIERE'S DRUG STORES

by: 

P. J. Perrino, Jr.
Assistant Attorney General
Consumer Protection Division


President (3-6-72)

Duly authorized to execute
this Assurance of Voluntary
Discontinuance