

Sec. 13. If, after the establishment of a liquor store or stores in a municipality under the provisions of this Act, a county election is called pursuant to G. S. 18-61 and a majority of the votes cast at such election shall be for county liquor stores, then within six months following establishment of and opening of any county liquor control stores, the municipal control board shall close the municipal stores and shall thereafter cease to operate the same. During the six months period, the municipal control board shall dispose of all alcoholic beverages on hand, all fixtures, and all other property in the hands and under the control of the municipal control board and convert the same into money and shall, after making a true and faithful accounting, turn all money in its hands over to the general fund of the municipality. Subsequent to the closing of the said municipal stores, as herein provided, the municipality shall be entitled to a share of the net profits of the county liquor stores, which share shall be the same percentage of total net profits of the county stores as the population of the municipality is of the total population of the county.

Sec. 14. All laws and clauses of laws in conflict with this Act are hereby repealed.

Sec. 15. This Act shall be in full force and effect from and after its ratification.

In the General Assembly read three times and ratified, this the 16th day of June, 1969.

S. B. 515

CHAPTER 833

AN ACT TO AMEND CHAPTER 75 OF THE GENERAL STATUTES TO PROVIDE CIVIL REMEDIES AGAINST UNFAIR METHODS OF COMPETITION AND UNFAIR OR DECEPTIVE ACTS OR PRACTICES IN TRADE OR COMMERCE.

The General Assembly of North Carolina do enact:

Section 1. G. S. Chapter 75, as the same appears in the 1965 Replacement Volume 2C of the General Statutes, is hereby amended as follows:

(a) By changing the chapter title from "Monopolies and Trusts" to "Monopolies, Trusts and Consumer Protection."

(b) By adding a new section thereto immediately following G. S. 75-1, to be designated as G. S. 75-1.1 and to read as follows:

"G. S. 75-1.1. *Methods of competition, acts and practices regulated; legislative policy.* (a) Unfair methods of competition and unfair or deceptive acts or practices in the conduct of any trade or commerce are hereby declared unlawful. (b) The purpose of this Section is to declare, and to provide civil legal means to maintain, ethical standards of dealings between persons engaged in business, and between persons engaged in business and the consuming public within this State, to the end that good faith and fair dealings between buyers and sellers at all levels of commerce be had in this State. (c) Nothing in this Section shall apply to acts done by the publisher, owner, agent, or employee of a newspaper, periodical or radio or television station, or other advertising medium in the publication or dissemination of an advertisement, when the owner, agent or employee did not have knowledge of the false, misleading or deceptive character of the advertisement and when the newspaper, periodical or radio or television station, or other advertising medium did not have a direct financial interest in the sale or distribution of the advertised product or service. (d) Any party claiming to be exempt from the provisions of this Section shall have the burden of proof with respect to such claim."