

365.500 Use of word wholesaler in business name, regulations.

No person engaged in selling goods, wares or merchandise to individual consumers, shall incorporate in his business name or otherwise use in describing his business, the word wholesaler or any synonym therefor unless the person is in fact engaged in the wholesale business in addition to his business of selling goods, wares or merchandise to individual consumers. Where a person is engaged in wholesaling, and is in addition engaged in making sales to individual consumers, he shall not advertise, represent or imply, directly or indirectly, in connection with sales to individual consumers, that the selling price is other than a retail price unless the sale is for resale.

History: Created 1966 Ky. Acts ch. 204, sec. 3