

## Serial Number 1942/343



**THE PRACTISING OPTICIANS REGULATIONS 1942**

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C. L. N. NEWALL, Governor-General.

**ORDER IN COUNCIL.**

At the Government House at Wellington, this 23rd day of  
December, 1942.

Present :

HIS EXCELLENCY THE GOVERNOR-GENERAL IN COUNCIL.

PURSUANT to the Opticians Act, 1928, His Excellency the Governor-General, acting by and with the advice and consent of the Executive Council and on the recommendation of the Opticians Board, doth hereby make the following regulations.

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**REGULATIONS.**

**1.** These regulations may be cited as the Practising Opticians Regulations 1942.

**2.** These regulations shall come into force on the 1st day of January, 1943.

**3.** No optician shall advertise that he gives free consultations or undertakes free sight-testing, or that he gives or purports to give discounts or extended time for payment, or uses or purports to use credits, cash order, or time-payment systems.

**4.** No optician shall, either personally or by an agent, undertake house-to-house canvassing or any other form of personal canvassing for business.

**5.** No optician shall advertise his calling, services, or wares in a misleading manner or in terms of extravagant description or in a manner directly or indirectly depreciatory of the wares or services of any other person or of other persons in general.

**6.** No optician shall display or cause or suffer to be displayed any notice or advertising-matter or illuminated advertisement relating to his calling, services, or wares by means of any poster, or upon any building, hoarding, or other erection, or in or upon any vehicle :

Provided that this regulation shall not apply to any notice or advertising-matter or illuminated advertisement which in the case of an illuminated advertisement does not involve optical projection and which is of a permanent character and which is affixed to or forms part of either—

(a) A building wherein the optician carries on his calling of an optician ; or

(b) A vehicle which constitutes his premises and wherein the optician carries on his calling of an optician.

7. No optician shall include or cause or suffer to be included in any notice or advertisement relating to his calling, services, or wares as an optician any reference to any other business, calling, or profession carried on by such optician :

Provided that this regulation shall not forbid the exhibition in or upon the interior or exterior of any premises where he carries on business of separate notices or advertisements relating respectively to his calling, services, or wares as an optician and to any other business, calling, or profession carried on by him.

8. No optician shall in any notice or advertisement relating to his calling, services, or wares as an optician use or cause or suffer to be used in reference to himself any description or any abbreviation of a description or any alphabetical letters except a description of himself as a registered optician or any regularly accepted abbreviation of that description, and except such description or abbreviation of a description as may from time to time be authorized for use, whether generally or particularly, by a resolution of the Opticians Board approved by the Minister, notice of the terms of which is published in the *Gazette* under the hand of the Minister :

Provided that any such authorization may, by resolution approved and notified as aforesaid, be at any time withdrawn.

9. Any person committing a breach of these regulations shall be liable to a fine not exceeding £20.

C. A. JEFFERY,  
Clerk of the Executive Council.

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Issued under the authority of the Regulations Act, 1936.  
Date of notification in *Gazette* : 23rd day of December, 1942.  
These regulations are administered in the Health Department.