

Missouri

413.105. Misrepresentation of quantity or price prohibited. — A person commits the crime of false or misleading advertising if, in connection with the promotion of the sale of, or to increase the consumption of any commodity or service, sold, offered, exposed or advertised for sale, rent or lease by weight, measure or count, he or she recklessly makes or causes to be made any statement or representation which is false, calculated to, or tends to mislead or in any way deceive a person.

413.155. Packages containing random weights to state price per single unit of weight. — In addition to the declarations required by section [413.145](#), any package being one of a lot containing random weights of the same commodity, at the time it is offered or exposed for sale at retail, shall bear on the outside of the package a plain and conspicuous declaration of the price per kilogram or pound and the total selling price of the package.

413.165. Advertising packaged commodity stating retail price, quantity also required on package — dual declaration, requirement. — A representation or an advertisement for the sale of a commodity by weight, measure or count, whether packaged or unpackaged, which states the retail price, shall also contain a clear and conspicuous declaration of the quantity in terms of weight, measure or count, to include any size or dimension designation. Where a dual declaration is required, only the declaration that sets forth the quantity in terms of the largest whole unit with any remainder expressed in fractions of weight or measure required by law or regulation to appear on the package need appear in the advertisement.