

§1203. Exceptions

This chapter shall not apply with respect to advertising or offering to sell, or selling, at retail or at wholesale, as the case may be, if done:

1. **Isolated transaction.** In an isolated transaction and not in the usual course of business;
2. **Clearance sales.** Where merchandise is sold in bona fide clearance sales, if advertised or offered for sale as such or marked and sold as such, or where merchandise is marked down in an effort to sell the same after bona fide efforts to sell the same prior to such markdown;
3. **Perishable merchandise.** Where perishable merchandise must be sold promptly in order to forestall loss;
4. **Imperfect or damaged merchandise.** Where merchandise is imperfect or damaged or its sale is being discontinued, if advertised or offered for sale as such or marked and sold as such;
5. **Final liquidation of business.** Where merchandise is advertised or offered for sale or sold upon the final liquidation of any business;
6. **Charitable purposes.** Where merchandise is advertised or offered for sale or sold for charitable purposes or to relief agencies;
7. **Sold to State, political subdivisions.** Where merchandise is sold on contract to any department, board or commission of the State or of any political subdivision thereof, or to any institution maintained thereby;
8. **Price in good faith to meet competition.** Where the price of merchandise is made in good faith to meet legal competition;
9. **Order of court.** Where merchandise is advertised or offered for sale or sold by any fiduciary or other officer acting under the order or direction of any court.

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