



CHAPTER 75
ARTICLE 1 - GENERAL PROVISIONS

N.C.G.S. § 75-34.

Representation of being specially selected.

SOURCE General Statutes of North Carolina, as published by the General Assembly	LAST AMENDMENT IN THIS TEXT c. 879, s. 1 — first act in the lineage	RETRIEVED 21 September 2026, 01:24 UTC	SOURCE FINGERPRINT 6dfcd63c2121e8203b5c7d03 - 30d1f1030f4830061170d8a9 - 691a05dfc6e4ae64
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No person, firm or corporation engaged in commerce shall represent that any other person, firm or corporation has been specially selected in connection with the sale or lease or solicitation for sale or lease of any goods, property, or service, unless all of the following conditions are met:

The selection process is designed to reach a particular type or particular types of person, firm or corporation;

The selection process uses a source other than telephone directories, city directories, tax listings, voter registration records, purchased mailing lists, or similar common sources of names;

No more than ten percent (10%) of those considered are selected.

The use of any language that has a tendency to lead a reasonable person to believe he has been specially selected, including but not limited to "carefully selected" and "you have been chosen," shall be considered a representation of the type governed by this selection [section].

END OF SECTION TEXT

APPARATUS FOLLOWS — DERIVED, NOT ENACTED

APPARATUS I
1 ACT

Amendment lineage

The State prints this history as a single parenthetical at the foot of the section. It is reproduced verbatim in the colophon and unpacked below in order of enactment.

1				1979	1980
TICK HEIGHT = ACTS IN THAT YEAR				DASHED = RECODIFICATION, NOT AMENDMENT	
Nº	YEAR	ACT	CHARACTER		

01

1979

c. 879, s. 1

ENACTED

APPARATUS III

Citation

FULL SECTION

N.C. Gen. Stat. § 75-34 (1979).

Pinpoint keys are set in the left margin of the text rather than line numbers: subsection designators are stable across editions and paper sizes, line numbers are not.

COLOPHON

Provenance

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HISTORY PARENTHETICAL, AS PRINTED BY THE STATE
(1979, c. 879, s. 1.)

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NORTH CAROLINA LAW — STATUTE EXPORT, FORMAT V1

