

# HOUSE . . . . No. 953

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By Mr. Mirsky of Boston, petition of Wilfred S. Mirsky and another that advertising in trade publications be exempt from regulation by the Alcoholic Beverages Control Commission. Legal Affairs.

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## The Commonwealth of Massachusetts

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In the Year One Thousand Nine Hundred and Fifty-Two.

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### AN ACT TO EXEMPT ADVERTISING IN TRADE PUBLICATIONS FROM REGULATION BY THE ALCOHOLIC BEVERAGES CONTROL COMMISSION.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1 Section 24 of chapter 138 of the General Laws, as  
2 most recently amended by section 13 of chapter 542  
3 of the acts of 1943, is hereby further amended by  
4 inserting after the word "beverages", in line 12, the  
5 following words:—except such advertising as ap-  
6 pears in publications which are circulated to the  
7 liquor trade and not to the general public,—so as  
8 to read as follows:—*Section 24.* The commission  
9 shall, with the approval of the governor and council,  
10 make regulations not inconsistent with the provisions  
11 of this chapter for clarifying, carrying out, enforcing  
12 and preventing violation of, all and any of its pro-  
13 visions; for inspection of the premises and method of  
14 carrying on the business of any licensee; for insuring  
15 the purity, and penalizing the adulteration, or in

16 any way changing the quality or content, of any  
17 alcoholic beverage; for the proper and orderly con-  
18 duct of the licensed business; for establishing maxi-  
19 mum prices chargeable by licensees under this chapter,  
20 and regulating all advertising of alcoholic beverages,  
21 except such advertising as appears in publications  
22 which are circulated to the liquor trade and not to  
23 the general public; and shall, with like approval,  
24 make regulations governing the labelling of packages  
25 of alcoholic beverages as to their ingredients and the  
26 respective quantities thereof. Every such regulation,  
27 when so approved, shall be printed in full in one issue  
28 of some newspaper of general circulation published  
29 on the same day in each of the cities of Boston, New  
30 Bedford, Lowell, Worcester, Springfield and Pitts-  
31 field, and copies of such regulations shall be furnished  
32 to each licensee. Fourteen days from and after the  
33 date of such publication, any such regulation made  
34 and approved as aforesaid shall have the force and  
35 effect of law unless and until amended or annulled  
36 by the commission, with the approval of the governor  
37 and council.

38 The commission shall, at least annually on or before  
39 December thirty-first of each year, publish in a con-  
40 venient pamphlet form all regulations then in force,  
41 and shall, upon request, furnish a copy of such pam-  
42 phlets to any licensee authorized under the provisions  
43 of this chapter to sell alcoholic beverages.