

# HOUSE . . . . No. 191

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By Messrs. Bradley of Somerville and Asiaf of Brockton, petition of John George Asiaf and G. Edward Bradley for prohibiting females from advertising alcoholic beverages on radio broadcasts or telecasts. Mercantile Affairs.

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## The Commonwealth of Massachusetts

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

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### AN ACT PROHIBITING FEMALES FROM ADVERTISING ALCOHOLIC BEVERAGES ON BROADCASTS OR TELECASTS.

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

- 1 Chapter 272 of the General Laws is hereby amended
- 2 by adding after section 102 the following section: —
- 3 *Section 103.* Whoever shall employ a female to ad-
- 4 vertise alcoholic beverages on any broadcast or telecast,
- 5 when both the advertisement and the broadcast or tele-
- 6 cast originate from within the commonwealth, shall be
- 7 punished by a fine not exceeding one thousand dollars.

