

HOUSE No. 3101

By Mr. Chmura of Ludlow, petition of Steve T. Chmura for legislation to regulate the price advertising of alcoholic beverages. Government Regulations.

The Commonwealth of Massachusetts

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

AN ACT REGULATING THE PRICE ADVERTISING OF ALCOHOLIC BEVERAGES.

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 is hereby amended by adding the
2 following sentence:— All price advertising of alcoholic
3 beverages appearing outside of the licensed premises is
4 prohibited except such material as is visible from inside the
5 licensed premises and such advertising as appears in publications
6 which are generally circulated to licensees under this chapter and
7 not to the general public, or price advertising placed by the
8 brand owner in publications circulated to the general public.

IN SENATE, FEBRUARY 21, 1907.

REPORT OF THE

COMMISSIONERS OF THE LAND OFFICE

IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE, FEBRUARY 21, 1907.