

By Mr. Poirier of North Attleborough, petition of Kevin Poirier and others for legislation to prohibit the use of certain persons in the advertising of tobacco products and alcoholic beverages. Commerce and Labor.

The Commonwealth of Massachusetts

—
In the Year One Thousand Nine Hundred and Ninety-Six.
—

AN ACT PROHIBITING THE USE OF CERTAIN PERSONS IN TOBACCO AND ALCOHOLIC BEVERAGES ADVERTISING.

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 270 of the General Laws is hereby amended by adding
2 the following two sections:—

3 Section 23. Whoever, either with knowledge that a person is
4 under eighteen years of age or while in possession of such facts
5 that he should have reason to know that such person is under
6 eighteen years of age solicits, employs or uses such person to
7 pose or be exhibited for the purpose of representation in any
8 visual material advertising the sale of tobacco products shall be
9 punished by imprisonment in a jail or house of correction for
10 a term of not more than two and one-half years or by a fine of
11 not more than one thousand dollars or by both such fine and
12 imprisonment.

13 Section 24. Whoever, either with knowledge that a person is
14 under twenty-one years of age or while in possession of such
15 facts that he should have reason to know that such person is
16 under twenty-one years of age solicits, employs or uses such
17 person to pose or be exhibited for the purpose of representation in
18 any visual material advertising the sale of alcoholic beverages
19 shall be punished by imprisonment in a jail or house of correction
20 for a term of not more than two and one-half years or by a fine
21 of not more than one thousand dollars or by both such fine or
22 imprisonment.

