

By Mr. MacLean of Fairhaven, petition of William Q. MacLean, Jr., for legislation to prohibit discrimination in price in the sale of alcoholic beverages. Government Regulations.

The Commonwealth of Massachusetts

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

AN ACT FURTHER REGULATING THE SALE 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 25A of Chapter 138 of the General Laws as most
2 recently amended by chapter 494 of the Acts of 1971 is hereby
3 further amended by inserting after the first paragraph of said
4 section the following paragraphs:—

5 It shall be unlawful for any licensee under this chapter
6 knowingly to induce or receive a discrimination in price with
7 respect to the sale of alcoholic beverages which is prohibited by
8 this section.

9 It shall be unlawful for any licensee under this chapter to pay or
10 contract for the payment of anything of value to or for the benefit
11 of any purchaser from such licensee as compensation or in
12 consideration for any services or facilities furnished by or through
13 such purchaser in connection with the sale of any alcoholic
14 beverages sold by such licensee unless such payment or
15 consideration is available on proportionally equal terms to all
16 other purchasers from such licensee.

17 It shall be unlawful for any licensee to discriminate in favor of a
18 purchaser to whom it sells against other purchasers of alcoholic
19 beverages from said licensee by contracting to furnish or
20 furnishing, or by contributing to the furnishing of, any services or
21 facilities connected with the sale or offering for sale of any
22 alcoholic beverages so purchased upon terms not accorded to all
23 purchasers in proportionally equal terms.

