

# HOUSE . . . . . No. 2768

By Mr. MacLean of Fairhaven, petition of William Q. MacLean, Jr., for legislation to prohibit the advertising of the price of alcoholic beverages outside of licensed premises. 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 24 of chapter 138 is hereby amended by adding the  
2 following sentence:—

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

