

Original sponsor: Rules Committee by  
Request of the Governor

Offered: 2/8/77  
Referred: Rules

1 IN THE HOUSE

BY THE COMMERCE COMMITTEE

2 CS FOR HOUSE BILL NO. 105

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 TENTH LEGISLATURE - FIRST SESSION

5 A BILL

6 For an Act entitled: "An Act relating to advertising by businesses and  
7 professions."

8 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:

9 \* Section 1. AS 08.02 is amended by adding a new section to read:

10 Sec. 08.02.020. PROFESSIONAL ADVERTISING. After the effective  
11 date of this Act, it is unlawful for a professional association, trade  
12 association, occupational or professional licensing agency, or any other  
13 governmental agency to adopt, implement, or enforce, or attempt to  
14 adopt, implement, or enforce, any prohibition of truthful advertising  
15 including publication of fees and prices. However, this section does  
16 not prohibit an association or agency from setting reasonable standards  
17 or establishing reasonable requirements pertaining to advertising by an  
18 occupation or profession within its jurisdiction.

19 \* Sec. 2. AS 08.36.310(8), (13), (14), (17), and (24); AS 08.64.380(3)(D);  
20 AS 08.71.170(5) and (6); and AS 08.80.420(b) are repealed.

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