

Introduced: 3/14/77  
Referred: Commerce

1 IN THE HOUSE

BY MCKINNON

2 HOUSE BILL NO. 346 am

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 certain occupations  
7 or professions."

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

9 \* Section 1. AS 08.71 is amended by adding a new section to read:

10 Sec. 08.71.055. ADVERTISING. After the effective date of this  
11 Act, it is unlawful for the board to adopt, implement or enforce, or  
12 attempt to adopt, implement or enforce, a prohibition of the truthful  
13 advertisement of fees and prices for the sale of prescription eyeglasses,  
14 spectacles or lenses. However, this section does not prohibit the board  
15 from setting reasonable standards or establishing reasonable requirements  
16 pertaining to advertising by an occupation or profession within its  
17 jurisdiction.

18 \* Sec. 2. AS 08.72 is amended by adding a new section to read:

19 Sec. 08.72.245. ADVERTISING. After the effective date of this  
20 Act, it is unlawful for the board to adopt, implement or enforce, or  
21 attempt to adopt, implement or enforce, a prohibition of the truthful  
22 advertisement of fees and prices for the sale of prescription eyeglasses,  
23 spectacles or lenses. However, this section does not prohibit the board  
24 from setting reasonable standards or establishing reasonable requirements  
25 pertaining to advertising by an occupation or profession within its  
26 jurisdiction.

27 \* Sec. 3. AS 08.80 is amended by adding a new section to read:

28 Sec. 08.80.045. ADVERTISING. After the effective date of this  
29 Act, it is unlawful for the board to adopt, implement or enforce, or

1 attempt to adopt, implement or enforce, a prohibition of the truthful  
2 advertisement of prices for prescription drugs. However, this section  
3 does not prohibit the board from setting reasonable standards or estab-  
4 lishing reasonable requirements pertaining to advertising by an occupa-  
5 tion or profession within its jurisdiction.

6 \* Sec. 4. AS 08.02 is amended by adding a new section to read:

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

16 \* Sec. 5. AS 08.71.170(6) and AS 08.80.420(b) are repealed.  
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