

Introduced: 1/24/79
Referred: Commerce and
Judiciary

1 IN THE HOUSE

BY THE RULES COMMITTEE BY
REQUEST OF THE GOVERNOR

2 HOUSE BILL NO. 46

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 ELEVENTH 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
13 other governmental agency to adopt, implement, or enforce, or attempt
14 to 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 to which licensing functions
17 have been delegated by statute from setting reasonable standards or
18 establishing reasonable requirements pertaining to advertising by an
19 occupation or profession within its jurisdiction.

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21 AS 08.71.170(5) and (6); and AS 08.80.420(b) are repealed.

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