

1-1-1938

## Advertising Sale Of Liquor

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File: 1938-a-1

THE BOARD OF DIRECTORS OF THE NATIONAL ASSOCIATION OF  
ADVERTISING SALES OF LIQUOR  
HAS THE HONOR TO ANNOUNCE THAT IT HAS ADOPTED THE  
FOLLOWING RESOLUTIONS AT ITS MEETING HELD AT  
NEW YORK CITY ON THE 15TH DAY OF MARCH 1938  
RESOLVED THAT THE NATIONAL ASSOCIATION OF  
ADVERTISING SALES OF LIQUOR SHALL BE  
ORGANIZED AS A CORPORATION UNDER THE  
LAWS OF THE STATE OF NEW YORK  
AND THAT THE BOARD OF DIRECTORS SHALL  
HAVE THE HONOR TO CONSTITUTE THE  
INCORPORATING DOCUMENTS AND TO  
SIGN THE SAME AND TO TAKE ALL SUCH  
OTHER NECESSARY STEPS TO  
CARRY OUT THE PURPOSES OF THIS  
RESOLUTION AND TO SIGN SUCH  
OTHER NECESSARY DOCUMENTS  
AS MAY BE REQUIRED BY THE  
LAWS OF THE STATE OF NEW YORK  
AND TO TAKE ALL SUCH OTHER  
NECESSARY STEPS TO CARRY  
OUT THE PURPOSES OF THIS  
RESOLUTION

ADVERTISING SALE OF LIQUOR

FILED  
MARCH 15 1938  
NEW YORK

## INITIATIVE MEASURE TO BE SUBMITTED DIRECTLY TO THE ELECTORS

The undersigned registered and qualified electors of the State of California hereby propose a law to be enacted by the people of the State of California, as follows:

AN ACT to prohibit the advertising of alcoholic beverages in any circular, handbill, price list, signboard, billboard, bulletin, or radio, and providing a penalty for the violation thereof.

STATE OF CALIFORNIA,  
COUNTY (or City and County)  
of.....

} ss.

TO THE HONORABLE, THE SECRETARY OF STATE  
OF THE STATE OF CALIFORNIA:

We, the undersigned registered and qualified electors of the State of California, residents of the County (or City and County) of

.....,  
present to the Secretary of State this petition and hereby propose and request that an initiative measure be submitted to the electors of the State of California, for their adoption or rejection at the next succeeding general election, or at any special election called by the Governor prior to such general election.

The Attorney General has entitled and summarized the chief purpose and points of said proposed measure as follows:

**ADVERTISING SALE OF LIQUOR. Initiative.**  
Prohibits street window or show window displays of alcoholic beverages or containers bearing labels or brands thereof. Prohibits advertising alcoholic beverages for sale or gift by circular, handbill, price list, sign, signboard, billboard, bulletin or radio; permits printed price list posted within licensed premises and one exterior sign of limited size not advertising any certain brand of alcoholic beverage. Declares no advertisement of alcoholic beverages shall contain picture or other representation of woman or youthful person, or matter tending to encourage use thereof by minors or suggesting any alcoholic beverage contains health-promoting, beneficial or tonic-giving values.

The proposed measure is here set forth in full as follows:

Section 1. No person, firm, or corporation shall display in any street window or show window alcoholic beverages or any package, bottle, or container bearing the label or brand of any alcoholic beverage.

Section 2. No person, firm, or corporation shall either directly or indirectly advertise any alcoholic beverage for sale or gift in any circular, handbill, or price list, or on any sign, signboard, billboard, bulletin, or by radio; provided, however, that a printed price list posted within the building on licensed premises, and one exterior sign not advertising any certain brand of alcoholic beverage and not

(OVER)