

MAINE STATE LEGISLATURE

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ONE HUNDRED AND SIXTH LEGISLATURE

Legislative Document

No. 1227

H. P. 930

House of Representatives, March 1, 1973

Referred to Committee on Health and Institutional Services. Sent up for concurrence and ordered printed.

E. LOUISE LINCOLN, Clerk

Presented by Mr. McKernan of Bangor.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-THREE

AN ACT Relating to the Prohibition of the Advertising of Drug Prices.

Be it enacted by the People of the State of Maine, as follows:

R. S., T. 32, § 2851, sub-§ 1, amended. Subsection 1 of section 2851 of Title 32 of the Revised Statutes is amended to read as follows:

1. **Rules and regulations.** To make such rules and regulations ~~not inconsistent with the laws of the State~~ as may be necessary for the regulation and practice of the profession of pharmacy and the lawful performance of its duties but which are neither inconsistent with the laws of the State nor prohibit or unreasonably restrict the advertising of drug prices;

STATEMENT OF FACT

The purpose of this bill is to prevent rules and regulations which prohibit the advertising of drug prices. The effect of the rules and regulations are that the druggist cannot advertise the price of a prescription drug even though he is prohibited by law from selling the drug except upon the prescription of a physician. This bill is intended to encourage competition in prescription drug pricing and to provide consumers with the opportunity to compare the price of prescription drugs before delivery.