

MAINE STATE LEGISLATURE

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ONE HUNDRED AND SIXTH LEGISLATURE

Legislative Document

No. 1671

H. P. 1284

House of Representatives, March 28, 1973

Referred to the Committee on Liquor Control. Sent up for concurrence and ordered printed.

E. LOUISE LINCOLN, Clerk

Presented by Mr. Farnham of Hampden.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-THREE

AN ACT Prohibiting Liquor Advertising.

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

R. S., T. 28, §§ 307, 308 and 309, additional. Title 28 of the Revised Statutes is amended by adding 3 new sections to read as follows:

§ 307. Out-of-door advertising

All outdoor advertising of alcoholic beverages within the State is prohibited, provided further that all advertising of alcoholic beverages within the State, within the medium of billboards, is prohibited except the Bureau of Alcoholic Beverages may permit the use of outdoor signs no more than 6" x 24" to indicate that alcoholic beverages are available by a licensee.

§ 308. Printed advertising

No holder of a manufacturer's permit, wholesaler's license, retail license, restaurant or tavern license shall advertise in any manner or form, and no alcoholic beverages shall be advertised, either directly or indirectly, in any booklet, program, program book, year book, magazine, newspaper, periodical, brochure, circular or other similar publication published by, for or in behalf of, any religious, fraternal, educational, patriotic, social or civic group, or any on-sale or off-sale permittee or any group thereof, nor shall any holder of a manufacturer's permit, wholesaler's or retailer's license or a certificate of approval through any control, ownership, interlocking ownership, interlocking directors, or otherwise, advertise or cause any manner or form of advertising to be inserted in such publications.

§ 309. Advertising on radio and television

All advertising of alcoholic beverages in the State of Maine is prohibited on radio and television.

STATEMENT OF FACT

The purpose of this bill is reflected in the title.