

# MAINE STATE LEGISLATURE

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ONE HUNDRED AND SIXTH LEGISLATURE

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Legislative Document

No. 1885

H. P. 1460

House of Representatives, April 26, 1973

Approved by a Majority of the Committee on Reference of Bills pursuant to Joint Rule No. 10. Referred to the Committee on Transportation. Sent up for concurrence and ordered printed.

E. LOUISE LINCOLN, Clerk

Presented by Mr. Strout of Corinth.

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STATE OF MAINE

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IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SEVENTY-THREE

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AN ACT Relating to Illuminated Advertisements on Motor Vehicles.

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

R. S., T. 29, § 1374, additional. Title 29 of the Revised Statutes is amended by adding a new section 1374 to read as follows:

§ 1374. Advertisements on motor vehicles

No person, firm or corporation shall operate or cause to be operated on public highways and streets any motor vehicle to which is affixed any advertisement as defined in Title 32, section 2712 that is illuminated. Any advertisement affixed to a motor vehicle which identifies the manufacturer, seller, owner or user by name or the business activity of the owner or user is exempt from the application of this section, if the advertisement is not illuminated.

STATEMENT OF FACT

The purpose of this bill is to prohibit certain illuminated advertisements on motor vehicles.