

MAINE STATE LEGISLATURE

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New Draft of: H. P. 1284, L. D. 1671

ONE HUNDRED AND SIXTH LEGISLATURE

Legislative Document

No. 2005

H. P. 1577

House of Representatives, June 6, 1973

Reported by Minority of the Committee on Liquor Control and printed under Joint Rules No. 18.

E. LOUISE LINCOLN, Clerk

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 advertising of alcoholic beverages by use of billboards is prohibited, except that billboards advertising dining facilities may indicate on the sign that alcoholic beverages are available.

§ 308. Printed advertising

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 person in the State.

§ 309. Advertising on radio and television

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