

# MAINE STATE LEGISLATURE

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ONE HUNDRED AND SEVENTH LEGISLATURE

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Legislative Document

No. 1194

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H. P. 955

House of Representatives, March 20, 1975

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

EDWIN H. PERT, Clerk

Presented by Mr. Jensen of Portland.

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STATE OF MAINE

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IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SEVENTY-FIVE

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**AN ACT to Prohibit Certain Liquor Advertising Signs on the Premises of  
Retail Liquor Licensees.**

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

28 MRSA § 306, 1st ¶ is amended to read:

No person, except a wholesaler or manufacturer, shall advertise or permit to be advertised on the outside of any licensed premises, or on any building, ground or premises under his control, contiguous or adjacent to the licensed premises, by more than one outside sign, the fact that the licensee has for sale any liquor ~~or~~. **No such person shall advertise or permit to be advertised on such premises, building or ground, any brand of such liquor, or the price at which liquor is sold by the licensee, or display on the outside of any licensed premises any other advertisement which would indicate any reference whatsoever to liquor.**

STATEMENT OF FACT

This bill prohibits retail liquor licensees from having any sign advertising and brand of liquor or the price at which liquor is sold on his premises, building or ground.