

MAINE STATE LEGISLATURE

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ONE HUNDRED AND EIGHTH LEGISLATURE

Legislative Document

No. 738

S. P. 240

In Senate, March 8, 1977

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

MAY M. ROSS, Secretary

Presented by Senator Danton of York.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-SEVEN

AN ACT Relating to Signs of License over Alcoholic Beverage Stores.

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

28 MRSA § 306 is amended to read:

§ 306. Advertising signs

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~~ 5 outside ~~sign signs~~, the fact that the licensee has for sale any liquor, or 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.

No licensee shall display from the inside of any licensed premises where it may be seen from the outside any electrically lighted ~~sign signs~~ advertising the fact that the licensee has for sale any liquor, unless the total area of such ~~sign signs~~ does not exceed 750 square inches, and no licensee shall display more than ~~one~~ 5 such ~~sign signs~~ from within any one window.

STATEMENT OF FACT

The purpose of this bill is to increase the number of advertising signs which can be displayed from one to 5.