

MAINE STATE LEGISLATURE

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SEVENTY-EIGHTH LEGISLATURE

SENATE

NO. 10

In Senate, Jan. 17, 1917.

Laid on table for printing on motion of Mr. Bartlett of Kennebec, pending reference to the committee on Temperance and one thousand copies ordered printed. Sent down for concurrence.

W. E. LAWRY, Secretary.

STATE OF MAINE

IN THE YEAR OF OUR LORD ONE THOUSAND NINE
HUNDRED AND SEVENTEEN

AN ACT to further promote temperance and suppress the evils of intemperance; to prevent the advertisement of or solicitation of orders for alcoholic, spirituous, vinous or malt liquors, such as brandy, whiskey, wine, rum, gin, beer and other intoxicating liquors and beverages, and other liquors and beverages prohibited by the laws of Maine to be manufactured, sold or otherwise disposed of in this state; to provide for the removal of such advertisements in defined cases; to prevent the circulation of price lists, order blanks, or other matter for the purpose of inducing or securing orders for said

liquors, bitters and drinks, or any of them; and to provide for the prevention of the continuation and repetition of the acts hereby made unlawful; and to prescribe remedies, procedure, penalties and punishment.

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

Section 1. Whereas it is the public policy of this state to
2 discourage the use and consumption of prohibited liquors
3 and beverages, and to secure the strict enforcement of the
4 law against the manufacture, sale, keeping for sale, or other
5 disposition thereof within this state; that is to say, alcoholic,
6 spirituous, vinous or malt liquors, such as brandy, whiskey,
7 rum, gin, beer, ale and porter, and other intoxicating liquors
8 and beverages, and all other liquors, liquids and beverages
9 prohibited by the laws of Maine to be manufactured, sold or
10 otherwise disposed of in the state. Therefore it is hereby
11 made unlawful, (1) to advertise upon any street car, rail-
12 road car or other vehicle of transportation, or at any public
13 place or resort, or upon any sign or bill board, or by circu-
14 lars, posters, price lists, newspapers, periodicals or otherwise
15 within this state, said liquors and beverages, or any of them,
16 or to advertise the manufacture, sale, keeping for sale or
17 furnishing of any of them, or the person from whom or the
18 firm or corporation from which, or the place where, or the
19 price at which, or the method by which the same or any of
20 them may be obtained; (2) to circulate, publish, sell, offer
21 for sale, or expose for sale any newspaper, periodical or

22 other written or printed matter in which any advertisement
23 in this section specified shall appear, or to permit any sign,
24 or bill board, containing such advertisement to remain upon
25 one's premises; or to circulate any price lists, order blanks or
26 other matter for the purpose of inducing or securing orders
27 for such liquors, liquids and beverages, or any of them, no
28 matter where located. Any sheriff, deputy-sheriff, constable
29 or police officer is authorized to remove any such advertise-
30 ment from any sign, bill board, or other public place when it
31 comes to his notice, and shall do so upon demand of any
32 citizen.

Sect. 2. That any advertisement or notice containing the
2 picture of a brewery, distillery, bottle, keg, barrel, or box, or
3 other receptacle represented as containing any of said
4 liquors or beverages, or designed to serve as an advertise-
5 ment thereof, shall be within the inhibition of Section 1.

Sect. 3. That where and when any violation of any of the
2 provisions of Section 1 of this act shall have occurred, the
3 continuation or repetition of the unlawful act or any of like
4 kind by the offending person, firm or corporation, may be
5 prevented by a writ of injunction issued out of a court of
6 equity upon a bill filed in the name of the State of Maine
7 by the State Attorney General, or by any county attorney in
8 the county, or by any citizen or citizens of the county, in
9 which the offense has been committed; and all rules of
10 evidence, practice and procedure that pertain to courts of
11 equity generally in this state may be invoked and applied, as

12 well as the rules and practice prescribed for bills in equity to
13 abate liquor nuisances, as far as the same are adaptable. All
14 persons, whether agents, servants or officers of corporations,
15 or agents or servants of individuals aiding or abetting in the
16 commission of the offense, may be made parties defendant to
17 such bills.

Sect. 4. That any violation of any provision of Section 1
2 of this act shall be punishable by a fine of not less than fifty
3 nor more than five hundred dollars, to which may be added
4 imprisonment in the county jail for not more than six
5 months.

Sect. 5. That since this act has a broader field of operation
2 than section 45 of chapter 29 of the Revised Statutes of 1905
3 (being section 8 of chapter 366 of the Laws of Maine of
4 1885) said section is hereby expressly repealed.