

MAINE STATE LEGISLATURE

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E I G H T Y - N I N T H L E G I S L A T U R E

Legislative Document

No. 1135

H. P. 2166

House of Representatives, April 5, 1939.

Reported from Committee on Temperance.

HARVEY R. PEASE, Clerk.

S T A T E O F M A I N E

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
THIRTY-NINE

AN ACT Relating to Advertising Liquor, Malt Liquor, Wines and Spirits.

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

P. L., 1937, c. 235, § 12-D, amended. Section 12-D of chapter 235 of the public laws of 1937 is hereby amended by inserting the following paragraphs at the beginning of said section:

‘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, malt liquor, wine or spirits, or any brand of such liquor, malt liquor, wine, or spirits, or the price at which liquor, malt liquors, wine, or spirits are sold by the licensee, or display on the outside of any licensed premises any advertisement which would indicate any reference whatsoever to liquors, malt liquors, wine or spirits.

No licensee shall be permitted to display from the inside of any licensed premises where the same may be seen from the outside any electrically lighted sign advertising the fact that the licensee has for sale any liquor, malt liquor, wine or spirits unless the total area of such sign shall not exceed 750 square inches and no licensee shall display more than one such sign from within any one window.