

# MAINE STATE LEGISLATURE

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**Legislative Document**

**No. 582**

H. P. 1023

House of Representatives, February 9, 1951.

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

HARVEY R. PEASE, Clerk.

Presented by Mr. Brown of Robbinston.

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STATE OF MAINE

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IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
FIFTY-ONE

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**AN ACT Regulating Liquor Advertising.**

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

**R. S., c. 57, § 59, repealed and replaced.** Section 59 of chapter 57 of the revised statutes is hereby repealed and the following enacted in place thereof:

**‘Sec. 59. Advertising of liquor regulated, penalty for violation. No advertising of liquor within the state shall be permitted except in such form as may be specifically authorized by the commission. Liquor advertising copy shall be submitted to the commission in advance of publication. Liquor advertising copy shall be limited to a portrayal of the bottle of liquor with the trademark of the advertiser without any other illustrative matter, and may include in the text of the copy a notation of the price of the liquor, the name and address of the manufacturer of the liquor, the brand-name of the liquor, the trade mark of the liquor, but no more than that may be included in the advertising copy. Radio liquor advertising originating in this state or broadcast by radio stations in this state shall present no more than the name of the advertiser, the brand-name of the product, and a statement of sponsorship of the radio program of the advertiser, but such radio advertising shall not present any sporting event as sponsored by any liquor ad-**

vertiser, nor shall the liquor advertising be timed so as to give the suggestion of sponsorship of a sporting event by a liquor advertiser. This section shall apply to radio, billboards, signs; and to newspapers, periodicals, pamphlets, handbills and cards printed, published or circulated within the state, and shall be enforced by the commission by exclusion of liquor advertised in violation of this section from sale within this state for a period of 30 days for each such offense, after a hearing and finding of fact by the commission, and each publication of advertising in violation of this section shall be deemed a separate offense for the purposes of this section. The commission may adopt such rules, requirements and regulations not inconsistent with this section, as may be necessary for the enforcement of this section.'