

MAINE STATE LEGISLATURE

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

Legislative Document

No. 202

H. P. 191

House of Representatives, January 28, 1953.

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

HARVEY R. PEASE, Clerk.

Presented by Mr. Christie of Presque Isle.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
FIFTY-THREE

AN ACT Regulating Liquor Advertising.

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R. S., c. 57, § 59, repealed and replaced. Section 59 of chapter 57 of the revised statutes, as amended, is hereby repealed and the following enacted in place thereof :

‘Sec. 59. Advertising of liquor; penalty. 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. Liquor advertising on radio or television originating in this state or broadcast or telecast by radio or television 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 or television program of the advertiser, but such radio or television 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, television, 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.'