

# MAINE STATE LEGISLATURE

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Legislative Document

No. 326

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S. P. 138

In Senate, February 4, 1953.

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

CHESTER T. WINSLOW, Secretary.

Presented by Senator Tabb of Kennebec.

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STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
FIFTY-THREE

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**AN ACT Relating to Billboard Advertising of Liquor in Dry Municipalities.**

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

**R. S., c. 57, § 59, amended.** Section 59 of chapter 57 of the revised statutes, as amended, is hereby further amended to read as follows :

'**Sec. 59. Advertising of liquor.** No advertising of liquor within the state shall be permitted except in such form as may be specifically authorized by the commission, provided that radio, billboards, signs, newspapers, magazines and periodicals may carry advertising subject to the regulations of the commission; **provided, however, that no billboards advertising any type of alcoholic beverages by brand names may be located in any municipality which has voted in any particular local option election against the sale of all types of alcoholic liquor while such vote remains in effect.** No picture or other form of representation of the state house shall be used or displayed for the advertising of liquor.'