

MAINE STATE LEGISLATURE

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NEW DRAFT OF S. P. 138—L. D. 326

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. 843

S. P. 343

In Senate, February 18, 1953

Reported by Senator Boucher of Androscoggin from the Committee on Liquor Control, and printed under Joint Rules No. 10.

CHESTER T. WINSLOW, Secretary

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
FIFTY-THREE

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

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; and provided further, that said commission may make reasonable regulations restricting the advertising of any type of alcoholic beverages by brand names in any municipality which has voted in any particular local option election against the sale of all types of alcoholic liquor during the period when such sales are prohibited. No picture or other form of representation of the state house shall be used or displayed for the advertising of liquor.'