

MAINE STATE LEGISLATURE

The following document is provided by the
LAW AND LEGISLATIVE DIGITAL LIBRARY
at the Maine State Law and Legislative Reference Library
<http://legislature.maine.gov/lawlib>



Reproduced from scanned originals with text recognition applied
(searchable text may contain some errors and/or omissions)

NEW DRAFT OF H. P. 191—L. D. 202

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. 1407

H. P. 1220

House of Representatives, April 1, 1953

Reported by Mrs. Christie from the Committee on Liquor Control and printed under Joint Rules No. 10.

HARVEY R. PEASE, Clerk

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, 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, **television**, billboards, signs, newspapers, magazines and periodicals may carry advertising subject to the regulations of the commission. No picture or other form of representation of the state house shall be used or displayed for the advertising of liquor.’