

# MAINE STATE LEGISLATURE

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# NINETY-SEVENTH LEGISLATURE

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**Legislative Document**

**No. 1198**

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H. P. 837

House of Representatives, February 23, 1955

Referred to the Committee on Liquor Control, sent up for concurrence and ordered printed by direction of the House.

HARVEY R. PEASE, Clerk

Presented by Mr. Roundy of Portland.

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## STATE OF MAINE

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IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
FIFTY-FIVE

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### MEMORIAL

To the Honorable Senate and House of Representatives of the United States  
of America in Congress Assembled

JOINT RESOLUTION MEMORIALIZING CONGRESS TO PASS  
LEGISLATION OUTLAWING ALCOHOLIC BEVERAGE  
ADVERTISING OVER THE AIR

We, your Memorialists, the Senate and House of Representatives of the State of Maine in the Ninety-Seventh Legislative Session assembled, most respectfully present and petition your Honorable Body as follows:

Whereas, the American public has been unjustifiably imposed upon by the promoters of the sale of beer and wine by the invasion of their homes (over the air) to advertise such beverages; to imply that they are healthful and beneficial, and to market them to members of the family of all ages; and

Whereas, the rights of states to control such advertising are being nullified in this way; and

Whereas, the air is an element that has been recognized as the property of the American people as a whole, giving the Congress of the United States full powers to impose any conditions they deem proper on the granting of a license for its use, now, therefore, be it

**Resolved:** That we, your Memorialists, recommend to the Congress of the United States enactment of appropriate legislation to bar the use of the air waves to all advertising of alcoholic beverages; and be it further

**Resolved:** That a copy of this Memorial, duly authenticated by the Secretary of State, be immediately transmitted by the Secretary of State, by registered

mail, to the Senate and House of Representatives in Congress, to the members of the said Senate and House of Representatives from this State, and to the presiding officers for each of the Legislatures in the several States.