

MAINE STATE LEGISLATURE

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NINETY - EIGHTH LEGISLATURE

Legislative Document

No. 853

H. P. 606

House of Representatives, February 19, 1957.

Referred to Committee on Judiciary. Sent up for concurrence and 750 copies ordered printed.

HARVEY R. PEASE, Clerk.

Presented by Mr. Bruce of Buxton.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
FIFTY-SEVEN

AN ACT Prohibiting Television Advertising of Alcoholic Beverages.

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

R. S., c. 61, § 55, amended. Section 55 of chapter 61 of the Revised Statutes is hereby amended to read as follows:

'Sec. 55. 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. Radio, television~~ billboards, signs, newspapers, magazines and periodicals may carry advertising subject to the regulations of the Commission; ~~and provided further, that said. 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.

Because television so much more graphically portrays the products advertised, it is further provided that all advertising of liquor or alcoholic beverages within the State of Maine through the medium of television is prohibited.'