

# MAINE STATE LEGISLATURE

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(New Title)  
New Draft of : H. P. 1050, L. D. 1517

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ONE HUNDRED AND FIRST LEGISLATURE

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Legislative Document

No. 1543

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H. P. 1076

House of Representatives, May 1, 1963

Reported by Mr. Coulthard from Committee on Agriculture. Printed under Joint Rules No. 10.

HARVEY R. PEASE, Clerk

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STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SIXTY-THREE

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AN ACT Clarifying the Labeling of Packaged Food.

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

**Sec. 1. R. S., c. 32-A, § 26, amended.** The 3rd paragraph from the end of section 26 of chapter 32-A of the Revised Statutes, as amended by section 3 of chapter 142 of the public laws of 1963, is further amended to read as follows :

'Neither the qualifying term "when packed," or words of similar import, nor any term qualifying a unit of weight, measure or count, such as "jumbo," "giant," "full" or the like, that tends to exaggerate the amount of the commodity shall be used in connection with the declaration required by subsection I, or in the advertisement of a commodity **other than when used as a part of the tradename of the commodity.** The term "advertisement" means all representation disseminated in any manner or by any means, other than by labeling, for the purpose of inducing, or which are likely to induce, directly or indirectly, the purchase of the commodity. Under subsection I, the state sealer shall, by regulation, establish reasonable variations or tolerances to be allowed, exemptions as to small packages, and exemptions as to commodities put up in variable weights or sizes for sale to the consumer intact and either customarily not sold as individual units or customarily weighed or measured at time of sale to the consumer.'

**Sec. 2. R. S., c. 32-A, § 26, amended.** The next to the last paragraph of section 26 of chapter 32-A of the Revised Statutes, as enacted by section 3 of chapter 142 of the public laws of 1963, is repealed as follows :

~~'All information required by this section to appear on a package shall be~~

prominent, definite and plain, and shall be conspicuous as to size and style of letters and numbers as to color of letters and numbers in contrast to color of background. Such information shall appear on the principal display panel of the package. Any required information that is either in hand lettering or hand script shall be entirely clear and equal to printing in legibility.'

**Sec. 3. Effective date.** This act shall become effective 91 days after the adjournment of the Legislature.