

# MAINE STATE LEGISLATURE

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# ONE HUNDRED AND SECOND LEGISLATURE

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**Legislative Document**

**No. 1208**

H. P. 898

House of Representatives, February 11, 1965

Referred to Committee on Sea and Shore Fisheries. Sent up for concurrence and ordered printed.

JEROME G. PLANTE, Clerk

Presented by Mr. Richardson of Stonington.

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## STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SIXTY-FIVE

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### AN ACT Relating to the Merchandising of Maine Sardines.

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

**Sec. 1. R. S., T. 36, § 4699, sub-§ 2, ¶ A, amended.** Paragraph A of subsection 2 of section 4699 of Title 36 of the Revised Statutes is amended to read as follows:

'A. For the purpose of merchandising and advertising Maine sardines for food, under the direction of the Maine Sardine Council with the advice and cooperation of the Commissioner of Economic Development "Merchandising" and "advertising" shall include, among other activities, the purchase of Maine sardines by the Maine Sardine Council through the State Purchasing Agent on a competitive sealed bid basis, and the distribution of such sardines by the council for promotional purposes, to develop and expand foreign markets, to obtain effective distribution and consumer exposure and to create and maintain consumer acceptance and demand. Such distribution may be at less than the cost of such sardines to the council where reasonably necessary, in the judgment of the council, to accomplish the merchandising and advertising of Maine sardines, and the council may give advertising and promotional allowances for the purposes of promoting the advertising and resale of Maine sardines.'

**Sec. 2. P. L., 1963, c. 338, §§ 2, 3, repealed.** Sections 2 and 3 of chapter 338 of the public laws of 1963 are repealed.