

# MAINE STATE LEGISLATURE

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ONE HUNDRED AND THIRD LEGISLATURE

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**Legislative Document**

**No. 490**

H. P. 342

House of Representatives, February 1, 1967

Referred to Committee on Appropriations and Financial Affairs. Sent up for concurrence and ordered printed.

BERTHA W. JOHNSON, Clerk

Presented by Mr. Farrington of China.

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**STATE OF MAINE**

IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SIXTY-SEVEN

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**AN ACT Relating to Advertising and Promotion of Tourism into the New  
England Region.**

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

**Sec. 1. R. S., T. 10, § 551, sub-§ 2-A, additional.** Section 551 of Title 10 of the Revised Statutes is amended by adding a new subsection 2-A, to read as follows:

**2-A. Tourism into the New England Region.** Participate with the other New England States in the advertising and promotion of tourism into the New England Region from beyond the several borders of the New England States; share equally in the costs of the advertising and promotion of New England as a region.

**A.** Advertising may include space in acceptable media, time on radio or television.

**B.** Promotion may include joint participation in travel folders, shows and exhibits, releases, photographic layouts, motion picture films.

(1) Neither such joint advertising nor promotion must include any or all of the items listed in paragraphs A and B, nor be limited to the items listed.

**C.** A committee composed of the 6 travel promotion directors of the 6 New England States shall meet and confer at intervals on the proper and reasonable expenditure of the annual appropriations made by the states involved.

**Sec. 2. Appropriation.** There is appropriated from the General Fund the sum of \$25,000 for the fiscal year ending June 30, 1968 and the sum of \$25,000 for the fiscal year ending June 30, 1969 to carry out the purposes of this Act.