

MAINE STATE LEGISLATURE

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New Draft of: H. P. 754, L. D. 973

ONE HUNDRED AND SIXTH LEGISLATURE

Legislative Document

No. 1870

H. P. 1450

House of Representatives, April 19, 1973

Reported by Majority of the Committee on Public Utilities and printed under Joint Rules No. 18.

E. LOUISE LINCOLN, Clerk

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-THREE

AN ACT Relating to Utility Promotion and Advertising Expenses.

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

R. S., T. 35, § 51-A, additional. Title 35 of the Revised Statutes is amended by adding a new section 51-A to read as follows:

§ 51-A. Sales promotion and sales advertising expenses of electrical companies

In determining the revenue requirements of any electrical company under section 51, the commission shall not consider any sales promotion or sales advertising expenses which are not just and reasonable and which are not beneficial to the customers of the company as well as to the company. In no event in such determination shall the commission consider an electrical company's advertising expenses when such expenses exceed 2% of gross revenues of the electrical company. For purposes of this section advertising expenses shall mean the total of the company's expenses for sales promotion, sales advertising and advertising which has as its primary objective the enhancement of the company's image. The burden of proof shall be on the company to establish that such expenses are allowable under this section.