

MAINE STATE LEGISLATURE

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EIGHTY - SEVENTH LEGISLATURE

Legislative Document

No. 176

H. P. 603

House of Representatives, January 29, 1935.

Referred to Committee on Maine Publicity and 500 copies ordered printed. Sent up for concurrence.

HARVEY R. PEASE, Clerk.

Presented by Mr. Findlen of Fort Fairfield.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
THIRTY-FIVE

RESOLVE, Making Appropriation for the Advertising of Maine Farm Products and to Increase the Demand for and the Consumption of the Same.

Appropriation for advertising of Maine farm products. Resolved: That the sum of \$50,000, be and hereby is appropriated for the fiscal year ending June 30, 1936; and \$50,000 for the year ending June 30, 1937, for the purpose of advertising the agricultural commodities of the state, their excellence, volume and availability, with a view to stimulating increased demand and consumption throughout the country and abroad, and to secure a more profitable return to producers. Said funds shall be expended under the direction of the commissioner of agriculture, and all plans, contracts and agreements to be approved by the governor and council.

STATEMENT OF FACTS

The agricultural commodities of Maine now go into competition with highly advertised products of other states and countries and our basic industry suffers thereby.

Idaho appropriates for the current year one hundred thousand dollars for advertising potatoes alone. New York has created a fund reaching well toward a half million dollars for the purpose of increasing the demand for milk. Western fruit is highly advertised and a campaign of paid publicity for all agricultural products is sweeping the country. Maine must go with the van in this procession if we are to keep our place in the markets of the land and the attention of the consuming public.

For this purpose this Resolve is proposed.