

# MAINE STATE LEGISLATURE

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(New Draft of H.P. 67, L.D. 73)  
(New Title)

FIRST REGULAR SESSION

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ONE HUNDRED AND ELEVENTH LEGISLATURE

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Legislative Document

No. 747

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H.P. 621

House of Representatives, February 16, 1983

Reported by Representative Macomber from the Committee on  
Transportation and printed under Joint Rule No. 2.

EDWIN H. PERT, Clerk

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STATE OF MAINE

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IN THE YEAR OF OUR LORD  
NINETEEN HUNDRED AND EIGHTY-THREE

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AN ACT to Permit the Use of Illuminated  
Signs on Motor Trucks, Semitrailers and  
Truck Tractors.

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

29 MRSA §1374, as amended by PL 1979, c. 127,  
§167, is repealed and the following enacted in its  
place:

§1374. Advertisements on motor vehicles

No person, firm or corporation may operate or  
cause to be operated on public highways and streets  
any motor vehicle to which is affixed any advertise-  
ment that is illuminated, except as provided in this  
section.

1        For purposes of vehicle identification, in addition to the provisions of section 1403, any motor truck, truck tractor or semitrailer may display an illuminated sign in accordance with rules adopted by the Commissioner of Public Safety according to the Maine Administrative Procedure Act, Title 5, chapter 375. Among any other standards that the Commissioner of Public Safety deems necessary to protect the welfare and safety of the general public, the following standards shall be included in the rules.

11        1. Information on sign. Any illuminated sign displayed on a truck tractor, semitrailer or motor truck shall bear the name or name and address of the owner of the vehicle, the lessee of the vehicle or the firm or corporation for which the operator is transporting property or goods. The Commissioner of Public Safety may authorize an illuminated sign to identify the cargo in transit.

19        2. Location of sign. Illuminated signs shall be displayed as follows.

21            A. On truck tractors, the illuminated sign shall be placed on the wind deflector on the roof of the truck tractor.

24            B. On a semitrailer, the illuminated sign shall be placed on the front portion of the semitrailer.

27            C. On a motor truck, the illuminated sign shall be placed on the front portion of the storage compartment above and behind that part of the vehicle referred to as the "cab."

31        3. Types of lights prohibited. Any illuminated sign authorized by this section shall not be lighted by a flashing, blinking or neon light.

34        4. Form, size and light of sign. Any illuminated sign shall be in a form, size and light so as not to distract or impair the vision of the operator of any other vehicle approaching, next to or departing from the motor vehicle with the illuminated sign.

