

MAINE STATE LEGISLATURE

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122nd MAINE LEGISLATURE

FIRST REGULAR SESSION-2005

Legislative Document

No. 164

H.P. 115

House of Representatives, January 13, 2005

An Act To Amend the Laws Governing Signs at Service Stations

Reference to the Committee on Business, Research and Economic Development suggested and ordered printed.

Millicent M. MacFarland
MILLICENT M. MacFARLAND
Clerk

Presented by Representative BRYANT-DESCHENES of Turner.
Cosponsored by Senator DAMON of Hancock and
Representative: McKENNEY of Cumberland.

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

4 **Sec. 1. 10 MRSA §1661** is amended to read:

6 **§1661. Deception as to price prohibited**

8 Every retail dealer in internal combustion engine fuel
10 advertising the price of such engine fuel on any sign shall
12 include in the price shown on such sign all taxes imposed with
14 respect to the manufacture or sale of the motor fuel offered for
16 sale, and every such sign shall must either contain a statement
18 of the taxes included in said price, or, without specifying the
20 amount thereof, shall must state that such taxes are included in
said price. All figures, including fractions, upon said signs,
other than figures and fractions used in any price computing
mechanism constituting a part of any pump or dispensing device,
shall must be of the same size. A digital or electronic sign
that otherwise satisfies the requirements of this section is in
compliance with this section.

22 **Sec. 2. 10 MRSA §1661-B, sub-§1**, as enacted by PL 1989, c. 83,
§2, is amended to read:

24 **1. Posting required.** A retail seller of fuel to be used by
26 vehicles on public highways shall post the price on each pump of
the fuel available at that pump by a sign no less than 64 square
28 inches and in a manner that is clearly visible to a driver
approaching the pump. On multi-grade pumps, the posted price
shall must be for the lowest priced unleaded regular gasoline.
30 The sign should indicate the difference in price for
full-service, mini-service and self-service if more than one
32 grade of service is available at that pump. A digital or
electronic sign that otherwise satisfies the requirements of this
34 section is in compliance with this section.

36 **SUMMARY**

38 This bill allows retail sellers of gasoline to use digital
40 or electronic signs to post price information for gasoline.