

# MAINE STATE LEGISLATURE

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**LAWS**  
**OF THE**  
**STATE OF MAINE**

**AS PASSED BY THE**  
**ONE HUNDRED AND TWENTY-FIRST LEGISLATURE**

**FIRST SPECIAL SESSION**  
**August 21, 2003 to August 22, 2003**

**The General Effective Date For**  
**First Special Session**  
**Non-Emergency Laws Is**  
**November 22, 2003**

**SECOND REGULAR SESSION**  
**January 7, 2004 to January 30, 2004**

**The General Effective Date For**  
**Second Regular Session**  
**Non-Emergency Laws Is**  
**April 30, 2004**

**SECOND SPECIAL SESSION**  
**February 3, 2004 to April 30, 2004**

**The General Effective Date For**  
**Second Special Session**  
**Non-Emergency Laws Is**  
**July 30, 2004**

**PUBLISHED BY THE REVISOR OF STATUTES**  
**IN ACCORDANCE WITH MAINE REVISED STATUTES ANNOTATED,**  
**TITLE 3, SECTION 163-A, SUBSECTION 4.**

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**Penmor Lithographers**  
**Lewiston, Maine**  
**2004**

**Emergency clause.** In view of the emergency cited in the preamble, this Act takes effect when approved.

Effective April 14, 2004.

**CHAPTER 647**

**S.P. 643 - L.D. 1711**

**An Act Concerning Advertising of Business Names in Telephone Directories**

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

**Sec. 1. 10 MRSA c. 206-C** is enacted to read:

**CHAPTER 206-C**

**MISREPRESENTATION OF BUSINESS NAMES**

**§1250-L. Locale misrepresentation**

**1. General prohibition.** Except as provided in subsection 2, a business offering consumer goods for sale in this State may not advertise or cause to be listed in a telephone directory a business name that:

A. Is intentionally designed to misrepresent where the business is located or operating; or

B. Falsely identifies the business as being located or operating in the area covered by the telephone directory.

Each day a violation continues constitutes a separate offense until all numbers listed in the directory or advertisement in association with the prohibited business name are disabled so that calls to the numbers do not in any way connect callers to the business.

**2. Exceptions.** Subsection 1 does not apply to:

A. A telephone service provider or the publisher or distributor of a telephone service directory, unless the conduct proscribed by subsection 1 is on behalf of that telephone service provider, publisher or distributor; or

B. Any foreign corporation, the stock of which is traded on a national stock exchange and that has gross annual revenues in excess of \$100,000,000.

**3. Violation.** A person who violates this section commits a civil violation for which a fine of not less than \$500 nor more than \$1,000 may be adjudged.

See title page for effective date.

**CHAPTER 648**

**H.P. 1445 - L.D. 1945**

**An Act To Encourage the Future of Maine's Dairy Industry**

**Emergency preamble.** Whereas, Acts of the Legislature do not become effective until 90 days after adjournment unless enacted as emergencies; and

**Whereas,** volatility of prices paid to milk producers jeopardizes the viability of the Maine dairy industry; and

**Whereas,** the Maine dairy industry is essential to the State's rural economy and communities and generates business activity and preserves open space; and

**Whereas,** the stabilization of the dairy industry during temporary price drops constitutes a public purpose and an appropriate expenditure of state revenues; and

**Whereas,** in the judgment of the Legislature, these facts create an emergency within the meaning of the Constitution of Maine and require the following legislation as immediately necessary for the preservation of the public peace, health and safety; now, therefore,

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

**Sec. 1. 7 MRSA §2953, 2nd ¶,** as repealed and replaced by PL 1975, c. 517, §2, is amended to read:

Not less than once every 3 years, the commission shall conduct independent studies of the economics and practices of the milk industry in order to assist the commission in establishing minimum prices. The studies must include the compilation of cost data for farms at 3 different levels of production.

**Sec. 2. 7 MRSA §§3153-B and 3153-C** are enacted to read:

**§3153-B. Dairy stabilization**

**1. Definitions.** As used in this section, unless the context otherwise indicates, the following terms have the following meanings.

A. "Annual production" means the total quantity of milk produced in a 12-month period beginning June 1st and ending May 31st of the next calendar year. Total quantity is expressed in hundred-weight.