



JON S. CORZINE
Governor

New Jersey Office of the Attorney General

Division of Consumer Affairs
Office of Weights and Measures

MEMORANDUM



ANNE MILGRAM
Attorney General

LAWRENCE DEMARZ
Acting Director

Mailing Address:
1261 Route 1&9 South
Avenel, NJ 07001-164
(732) 815-4840
FAX: (732) 382-5298

TO: All State, County and Municipal Weights & Measures Personnel

FROM: Louis E. Greenleaf, State Superintendent

DATE: May 14, 2008

SUBJECT: Cash and Credit -- Dual Pricing

Please be advised that if a retail gasoline station is offering dual pricing, they have the following two options for posting the price on the street marquee:

1. Posting the credit price only for all grades of gasoline.
2. If the station chooses to post the cash price on the street marquee they must post the cash and credit price for each grade of gas. The station can post both cash and credit pricing for each grade of fuel provided there is adequate room on the sign. The words cash and credit shall not be less than one half the size of the price per gallon as stated in N.J.A.C. 18:19-2.6 b.

For example, on a three line marquee the sign may look like the following:

REGULAR UNLEADED	
CASH	\$2.89
CREDIT	\$2.95

REGULAR CASH	\$2.89
REGULAR CREDIT	\$2.95
DIESEL CREDIT	\$3.50

No other grades of fuel may be displayed.

The exception to this is when a station offers diesel fuel in addition to gas. The station can post the credit price of the diesel fuel, providing there is insufficient space for the cash price.

Any station failing to comply will be in violation of N.J.S.A. 56:6-2.4. The penalty as stated in N.J.S.A. 56:6-3 not more than \$1,500.00 for the first offense and the stations license shall be suspended for not less than five days nor more than thirty days.

* All other Weights & Measures Laws relating to the posting of price signs on the pump still need to be in compliance