

**DEPARTMENT OF FOOD AND AGRICULTURE**

A.G. KAWAMURA, Secretary

Division of Measurement Standards  
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**DMS NOTICE**

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February 15, 2007

Discard: 1-1-08

TO WEIGHTS AND MEASURES OFFICIALS

**Subject: VISA U.S.A. Operating Regulations**

It has come to our attention that VISA merchants who post an advertising sign at their service stations, that states "CREDIT", are in violation of VISA U.S.A.'s Operating Procedures Guide; Operating Regulation Section 1.8. VISA has notified merchants who accept VISA that they must "change the word 'CREDIT' on signage 'to standard/regular/or nothing', in order to avoid a \$5,000 fine."

It was explained to VISA representatives that the term "CREDIT" is not mandated but generally used when dual pricing occurs for cash and credit card sales. CA Business and Professions Code, Section 13532(c) requires words of explanation (condition of sale) to be posted if the same grade of fuel is being sold at more than one price. Furthermore, the terms "regular" and "full price" could be confused with the grade of fuel or method of sale (i.e., full service charge). Using no explanatory words at all, does not comply with the law.

Any questions or comments can be directed to Cindy Mough, Program Supervisor, at (916) 229-3050 or by email at [cmough@cdfa.ca.gov](mailto:cmough@cdfa.ca.gov).

Sincerely,

A handwritten signature in cursive script that reads "Dennis R. Johannes".

Dennis R. Johannes  
Director

cc: Ed Williams, Director, County Liaison Office