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§14–104.

The seller shall disclose the total price or unit price, as the case may be, for each item in the following manner:

(1) If the item is visible conspicuously to the consumer, by attachment of a stamp, tag, or label:

- (i) Directly on the item or its package; or
- (ii) Directly adjacent to the item or on the shelf on which the item is displayed; or

(2) If the item is not visible conspicuously to the consumer or if the stamp, tag, or label would not be visible conspicuously to the consumer, by a sign or list which contains the price information and is visible conspicuously to the consumer.

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