

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL

No. 493

Session of
1973

INTRODUCED BY SALVATORE, CHECCHIO AND PERRI, FEBRUARY 26, 1973

REFERRED TO COMMITTEE ON LIQUOR CONTROL, FEBRUARY 26, 1973

AN ACT

1 Amending the act of April 12, 1951 (P.L.90, No.21), entitled "An
2 act relating to alcoholic liquors, alcohol and malt and
3 brewed beverages; amending, revising, consolidating and
4 changing the laws relating thereto; regulating and
5 restricting the manufacture, purchase, sale, possession,
6 consumption, importation, transportation, furnishing, holding
7 in bond, holding in storage, traffic in and use of alcoholic
8 liquors, alcohol and malt and brewed beverages and the
9 persons engaged or employed therein; defining the powers and
10 duties of the Pennsylvania Liquor Control Board; providing
11 for the establishment and operation of State liquor stores,
12 for the payment of certain license fees to the respective
13 municipalities and townships, for the abatement of certain
14 nuisances and, in certain cases, for search and seizure
15 without warrant; prescribing penalties and forfeitures;
16 providing for local option, and repealing existing laws,"
17 authorizing certain advertising accompanying the promotion of
18 cleanliness or the improvement of the ecology of the
19 environment.

20 The General Assembly of the Commonwealth of Pennsylvania
21 hereby enacts as follows:

22 Section 1. Clauses (19) and (20) of section 493, act of
23 April 12, 1951 (P.L.90, No.21), known as the "Liquor Code," are
24 amended to read:

25 Section 493. Unlawful Acts Relative to Liquor, Malt and
26 Brewed Beverages and Licensees.--The term "licensee," when used
27 in this section, shall mean those persons licensed under the

1 provisions of Article IV, unless the context clearly indicates
2 otherwise.

3 It shall be unlawful--

4 * * *

5 (19) Licensee's Outside Advertisements. For any retail
6 liquor licensee or any retail dispenser, distributor or
7 importing distributor, to display in any manner whatsoever on
8 the outside of his licensed premises, or on any lot of ground on
9 which the licensed premises are situate, or on any building of
10 which the licensed premises are a part, a sign of any kind,
11 printed, painted or electric, other than one promoting
12 cleanliness or improvement of the ecology of the environment,
13 advertising any brand of liquor or malt or brewed beverage, and
14 it shall be likewise unlawful for any manufacture, distributor
15 or importing distributor, to permit the display of any sign
16 which advertises either his products or himself on any lot of
17 ground on which such licensed premises are situate, or on any
18 building of which such licensed premises are a part, other than
19 one promoting cleanliness or improvement of the ecology of the
20 environment.

21 (20) Retail Liquor and Retail Malt or Brewed Beverages
22 Licensee's Inside Advertisements. For any retail liquor or
23 retail malt or brewed beverages licensee, to display or permit
24 the display in the show window or doorways of his licensed
25 premises, any placard or sign, other than one promoting
26 cleanliness or improvement of the ecology of the environment,
27 advertising the brands of liquor or malt or brewed beverages
28 produced by any one manufacturer, if the total display area of
29 any such placard or sign advertising the products of any one
30 manufacturer exceeds three hundred square inches. Nothing herein

1 shall prohibit a licensee from displaying inside his licensed
2 premises point of sale displays advertising brand names of
3 products sold by him, other than a window or door display:
4 Provided, That the total cost of all such point of sale
5 advertising matter relating to products of any one manufacturer,
6 other than that promoting cleanliness or improvement of the
7 ecology of the environment, shall not exceed the sum of twenty
8 dollars (\$20) at any one time, and no single piece of
9 advertising, other than one promoting cleanliness or improvement
10 of the ecology of the environment, shall exceed a cost of ten
11 dollars (\$10). All such advertising material, including the
12 window and door signs, may be furnished by a manufacturer,
13 distributor or importing distributor.

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