

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL

No. 2187 Session of
1982

INTRODUCED BY WACHOB, JANUARY 26, 1982

REFERRED TO COMMITTEE ON LIQUOR CONTROL, JANUARY 26, 1982

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 further providing for the distribution and display of certain
18 promotional items by manufacturers to licensees.

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

21 Section 1. The act of April 12, 1951 (P.L.90, No.21), known
22 as the "Liquor Code," is amended by adding a section to read:

23 Section 443.1. Promotional Items.--(a) No licensee shall
24 install or permit to be installed any electrically operated
25 signs or devices, lithographs, framed pictures, cardboard

1 displays, statuettes, plaques, placards, streamers or similar
2 items advertising brand names and intended for interior display
3 on the licensed premises until he has submitted detailed
4 information to the board on forms provided by the board, and
5 obtained board approval. No single piece of advertising shall
6 exceed a cost of twenty-five dollars (\$25), and such signs shall
7 carry a serial or model number permanently affixed to the
8 display for identification purposes. A photograph or sketch of
9 the display shall accompany the application form.

10 (b) Where the approved sign, as described in subsection (a)
11 is of maximum value no background material may be used in
12 conjunction with the installation. Where the approved display
13 piece is of less than the maximum value, the combined cost of
14 the piece of advertising and background or decoration may not
15 exceed twenty-five dollars (\$25).

16 (c) Pursuant to the "Liquor Code" the total cost of all such
17 point-of-sale advertising matter relating to products of any one
18 manufacturer shall not exceed the sum of fifty dollars (\$50).

19 Section 2. This act shall take effect immediately.