

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL
No. 2807 Session of
1992

INTRODUCED BY SALOOM, MICOZZIE, JAROLIN, KENNEY AND CIVERA,
JUNE 3, 1992

REFERRED TO COMMITTEE ON LIQUOR CONTROL, JUNE 3, 1992

AN ACT

1 Amending the act of April 12, 1951 (P.L.90, No.21), entitled, as
2 reenacted, "An act relating to alcoholic liquors, alcohol and
3 malt and brewed beverages; amending, revising, consolidating
4 and 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 licensee advertisements.

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

20 Section 1. Section 493(19) and (20)(i) of the act of April
21 12, 1951 (P.L.90, No.21), known as the Liquor Code, reenacted
22 and amended June 29, 1987 (P.L.32, No.14), are amended to read:

23 Section 493. Unlawful Acts Relative to Liquor, Malt and
24 Brewed Beverages and Licensees.--The term "licensee," when used
25 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, advertising any brand of liquor or
12 malt or brewed beverage, and it shall be likewise unlawful for
13 any manufacturer, distributor or importing distributor, to
14 permit the display of any sign which advertises [either] his
15 products [or himself] on any lot of ground on which such
16 licensed premises are situate, or on any building of which such
17 licensed premises are a part[.], but nothing shall prohibit the
18 use of the trade name of that manufacturer, distributor or
19 importing distributor.

20 (20) (i) Retail Liquor and Retail Malt or Brewed Beverages
21 Licensee's Inside Advertisements. For any retail liquor or
22 retail malt or brewed beverages licensee, to display or permit
23 the display in the show window or doorways of his licensed
24 premises, any placard or sign advertising the brands of liquor
25 or malt or brewed beverages [produced by any one], regardless of
26 manufacturer, if the total display area of any such placard or
27 sign advertising the products of any [one manufacturer] brand
28 exceeds three hundred square inches. Nothing herein shall
29 prohibit a licensee from displaying inside his licensed premises
30 point of sale displays advertising brand names of products sold

1 by him, other than a window or door display: Provided, That the
2 total cost of all such point of sale advertising matter relating
3 to any one brand [of any one manufacturer] shall not exceed the
4 sum of seventy dollars (\$70) at any one time, and no single
5 piece of advertising shall exceed a cost of thirty-five dollars
6 (\$35). All such advertising material, including the window and
7 door signs, may be furnished by a manufacturer, distributor or
8 importing distributor. The restrictions on advertising set forth
9 in subclause (ii) and in clauses (20.1) and (20.2) shall also
10 apply to this subclause.

11 * * *

12 Section 2. This act shall take effect immediately.