

Licensees," to permit, and increase the dollar amount certain brandowners of alcoholic beverages other than Beer and Malt Beverages may under certain conditions give, loan, or furnish certain signs or displays to retailers, to specify the dollar amount of materials and labor certain brandowners may furnish for the custom manufacture of such displays and the furnishing by wholesalers of signs, posters, and display installation services, under certain conditions, and to reduce the penalty for violation of this section.

SECTION 1. *Be it enacted by the General Assembly of Maryland, That Section 110 of Article 2B of the Annotated Code of Maryland, (1968 Replacement Volume), title "Alcoholic Beverages," subtitle "Restrictions Upon Licensees," be and it is hereby repealed and re-enacted, with amendments, to read as follows:*

110.

It shall be unlawful for any holder of a manufacturer's or wholesaler's license, or any one connected with the business of such holder, or any [other] distiller, *non-resident Dealer*, brewer, rectifier, blender or bottler [.] of alcoholic beverages to have any financial interest in the premises upon or in which any alcoholic beverage is sold at retail by any licensee, or in any business conducted by such licensee; and it shall also be unlawful for any such person or any one connected with his, its or their business, to lend any money or other thing of value, or make any gift or to offer any gratuity to any retail dealer, and it shall also be unlawful for any [such person] brewer or beer wholesaler to furnish any sign, display or other form of advertisement of any value in excess of five dollars (\$5.00), advertising beer or malt beverage the products of a particular [manufacturer or] wholesaler[, distiller,] or brewer[, rectifier, blender or bottler,] to the holder of any retail license issued under the provisions of this article; and, except as [above] provided herein, no retail dealer shall accept, receive or make use of any money, gift, sign or display furnished by any manufacturer or wholesaler, or any distiller, brewer, rectifier, *non-resident dealer*, blender or bottler, or become indebted to any such person except for the purchase of alcoholic beverages [.] and allied products purchased for resale. It shall also be unlawful for any manufacturer, distiller, *non-resident dealer*, rectifier, blender or bottler, or wholesaler of alcoholic beverages other than beer and malt beverages to furnish any sign, display or other form of advertisement of value except as hereinafter provided. Signs, posters, placards, devices, graphic displays, bearing advertising matter or any other forms of advertising for use in windows or elsewhere on a retail liquor establishment may be given or furnished to a retailer by a brandowner who is engaged in the business as a distiller, *non-resident dealer*, rectifier, blender, bottler or wholesaler of alcoholic beverages other than beer and malt beverages provided:

(1) *The utilitarian value is secondary and only incidental to the value as an advertisement, and provided:*

(2) *The total value of any such item furnished by any such above brandowner for each of its individual brands for use in any one retail establishment at any one time does not exceed the sum of Fifteen Dollars (\$15.00) for each individual brand, and provided:*