

HOUSE BILL NO. 215

INTRODUCED BY MILES, MARKS, HALLIGAN, GRADY, MAZUREK

IN THE HOUSE

January 16, 1985	Introduced and referred to Committee on Business and Labor.
January 31, 1985	Committee recommend bill do pass. Report adopted. Bill printed and placed on members' desks.
February 2, 1985	Second reading, do pass. Considered correctly engrossed.
February 4, 1985	Third reading, passed. Ayes, 94; Noes, 6. Transmitted to Senate.

IN THE SENATE

February 7, 1985	Introduced and referred to Committee on Business and Industry.
March 6, 1985	Committee recommend bill be concurred in as amended. Report adopted.
March 8, 1985	Second reading, concurred in.
March 11, 1985	Third reading, concurred in. Ayes, 48; Noes, 1. Returned to House with amendments.

IN THE HOUSE

March 12, 1985

Received from Senate.

March 15, 1985

Second reading, amendments
concurrent in.

March 18, 1985

Third reading, amendments
concurrent in.

Sent to enrolling.

Reported correctly enrolled.

1 HOUSE BILL NO. 215
 2 INTRODUCTION BY Miles Mark Halbyan Drabj Magul

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 4 A BILL FOR AN ACT ENTITLED: "AN ACT TO ALLOW A SPECIFIC
 5 BEER TO BE ADVERTISED ON THE EXTERIOR OF A RETAIL LICENSEE'S
 6 PREMISES FOR UP TO 10 DAYS; AMENDING SECTION 16-3-244, MCA."

7
 8 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:

9 Section 1. Section 16-3-244, MCA, is amended to read:

10 "16-3-244. Beer advertising limitations. It shall be
 11 lawful to advertise beer containing not more than 7% of
 12 alcohol by weight, as defined and regulated, subject to the
 13 restrictions on brewers contained in 16-3-241 of this code
 14 and subject to the following restrictions on retailers. No
 15 retail licensee shall display or permit to be displayed on
 16 the exterior portion or surface of such retailer's place of
 17 business or on the exterior portion or surface of any
 18 building of which said place of business is a part or on any
 19 premises adjacent thereto, whether any of such premises be
 20 owned or leased by the retailer, any sign, poster, or
 21 advertisement bearing the name, brand name, trade name,
 22 trademark, or other designation indicating the manufacturer,
 23 brewer, wholesaler, or place of manufacture of any beer
 24 whatsoever, unless it is on a marquee, board, or other
 25 space used for temporary advertisements and is not displayed

1 for more than 10 days."

2 NEW SECTION. Section 2. Extension of authority. Any
 3 existing authority of the department of revenue to make
 4 rules on the subject of the provisions of this act is
 5 extended to the provisions of this act.

-End-



APPROVED BY COMM. ON
BUSINESS AND LABOR

1 HOUSE BILL NO. 215
2 INTRODUCED BY Miles Mark Halpin, Brady Rayburn

3
4 A BILL FOR AN ACT ENTITLED: "AN ACT TO ALLOW A SPECIFIC
5 BEER TO BE ADVERTISED ON THE EXTERIOR OF A RETAIL LICENSEE'S
6 PREMISES FOR UP TO 10 DAYS; AMENDING SECTION 16-3-244, MCA."

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11 lawful to advertise beer containing not more than 7% of
12 alcohol by weight, as defined and regulated, subject to the
13 restrictions on brewers contained in 16-3-241 of this code
14 and subject to the following restrictions on retailers. No
15 retail licensee shall display or permit to be displayed on
16 the exterior portion or surface of such retailer's place of
17 business or on the exterior portion or surface of any
18 building of which said place of business is a part or on any
19 premises adjacent thereto, whether any of such premises be
20 owned or leased by the retailer, any sign, poster, or
21 advertisement bearing the name, brand name, trade name,
22 trademark, or other designation indicating the manufacturer,
23 brewer, wholesaler, or place of manufacture of any beer
24 whatsoever, unless it is on a marquee, board, or other
25 space used for temporary advertisements and is not displayed

1 for more than 10 days."

2 NEW SECTION. Section 2. Extension of authority. Any
3 existing authority of the department of revenue to make
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5 extended to the provisions of this act.

-End-

1 HOUSE BILL NO. 215
 2 INTRODUCED BY Miles Mark Halley-Draft/Original
 3

4 A BILL FOR AN ACT ENTITLED: "AN ACT TO ALLOW A SPECIFIC
 5 BEER TO BE ADVERTISED ON THE EXTERIOR OF A RETAIL LICENSEE'S
 6 PREMISES FOR UP TO 10 DAYS; AMENDING SECTION 16-3-244, MCA."
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8 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:

9 Section 1. Section 16-3-244, MCA, is amended to read:

10 "16-3-244. Beer advertising limitations. It shall be
 11 lawful to advertise beer containing not more than 7% of
 12 alcohol by weight, as defined and regulated, subject to the
 13 restrictions on brewers contained in 16-3-241 of this code
 14 and subject to the following restrictions on retailers. No
 15 retail licensee shall display or permit to be displayed on
 16 the exterior portion or surface of such retailer's place of
 17 business or on the exterior portion or surface of any
 18 building of which said place of business is a part or on any
 19 premises adjacent thereto, whether any of such premises be
 20 owned or leased by the retailer, any sign, poster, or
 21 advertisement bearing the name, brand name, trade name,
 22 trademark, or other designation indicating the manufacturer,
 23 brewer, wholesaler, or place of manufacture of any beer
 24 whatsoever, unless it is on a marquee, board, or other
 25 space used for temporary advertisements and is not displayed

1 for more than 10 days."

2 NEW SECTION. Section 2. Extension of authority. Any
 3 existing authority of the department of revenue to make
 4 rules on the subject of the provisions of this act is
 5 extended to the provisions of this act.

-End-



SENATE

MARCH 6

19 85

MR. PRESIDENT

We, your committee on BUSINESS & INDUSTRY

having had under consideration HOUSE BILL No. 215

third reading copy (blue) color

ALLOW TEMPORARY BEER ADS ON EXTERIOR OF RETAILERS' PREMISES (Williams)

Respectfully report as follows: That HOUSE BILL No. 215

be amended as follows:

- 1. Page 2, line 1. Following: "days" Insert: "per display period"

AND AS AMENDED

BE CONCURRED IN

~~XXXXXX~~

~~XXXXXXXXXX~~

Mike Halligan

Mike Halligan

Chairman.

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 2 INTRODUCED BY MILES, MARKS, HALLIGAN, GRADY, MAZUREK
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 6 PREMISES FOR UP TO 10 DAYS; AMENDING SECTION 16-3-244, MCA."

7
 8 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:
 9 Section 1. Section 16-3-244, MCA, is amended to read:
 10 "16-3-244. Beer advertising limitations. It shall be
 11 lawful to advertise beer containing not more than 7½ of
 12 alcohol by weight, as defined and regulated, subject to the
 13 restrictions on brewers contained in 16-3-241 of this code
 14 and subject to the following restrictions on retailers. No
 15 retail licensee shall display or permit to be displayed on
 16 the exterior portion or surface of such retailer's place of
 17 business or on the exterior portion or surface of any
 18 building of which said place of business is a part or on any
 19 premises adjacent thereto, whether any of such premises be
 20 owned or leased by the retailer, any sign, poster, or
 21 advertisement bearing the name, brand name, trade name,
 22 trademark, or other designation indicating the manufacturer,
 23 brewer, wholesaler, or place of manufacture of any beer
 24 whatsoever, unless it is on a marquee, board, or other
 25 space used for temporary advertisements and is not displayed

1 for more than 10 days PER DISPLAY PERIOD."
 2 NEW SECTION. Section 2. Extension of authority. Any
 3 existing authority of the department of revenue to make
 4 rules on the subject of the provisions of this act is
 5 extended to the provisions of this act.

-End-

REFERENCE BILL

