

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 the *Beer or Malt Beverage* 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:*

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

(B) *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:*

(C) *The cost of installation of such materials does not exceed that which is usual and customary in that particular locality.*

Materials and labor may be furnished by a brandowner for the custom manufacture of an advertising display not exceeding Fifteen Dollars (\$15.00) which is temporary in nature and has no other utilitarian value. No manufacturer or non-resident dealer or brandowner shall undertake any plan or design which directly or indirectly results in the purchase of advertising materials or supplies or advertising services by any wholesale or retail licensee; neither shall a wholesale or retail licensee participate directly or indirectly in any transaction in which he pays for or shares in the cost for any of the value of the advertising materials, supplies, services, or mailing expenses utilized to promote a brandowner's products; nothing contained herein is intended to prevent a wholesale licensee from furnishing brandowners, as defined herein, with display materials