

SENATE AMENDMENTS TO SENATE BILL 306

By COMMITTEE ON JUDICIARY

May 24

1 On page 1 of the printed bill, line 2, delete “471.410” and insert “471.750”.

2 Delete lines 4 through 30 and delete page 2 and insert:

3 “**SECTION 1.** ORS 471.750 is amended to read:

4 “471.750. (1) The Oregon Liquor Control Commission shall establish such stores and warehouses
5 in such places in the state as in its judgment are required by public convenience or necessity, for
6 the sale of spirituous liquors, wines and other alcoholic liquors containing over five percent alcohol
7 by volume, in sealed containers for consumption off the premises. It shall keep on hand in such
8 stores or warehouses such quantities and kinds of alcoholic liquors as are reasonably required to
9 supply the public demand. Any person qualified to purchase such liquors from the commission has
10 the right to present to the commission, or at any of its stores, an application for any kind or brand
11 of alcoholic liquor which the person may desire and which may be manufactured or obtainable in
12 any place in the United States, and the commission shall obtain such liquor and sell it to the ap-
13 plicant. No such store shall be established in any county or incorporated city of this state where a
14 local prohibitory law is in effect. The commission shall adopt rules governing advertising by stores
15 operated by the commission. The commission may appoint agents in the sale of said liquor under
16 such agreement as the commission may negotiate with said agents or their representative.

17 “(2) Rules relating to advertising adopted by the commission under subsection (1) of this section
18 shall allow signs and displays within its stores for the purpose of supplying consumer information
19 to customers, including but not limited to discounts, sales and other specials. Commission discretion
20 with respect to those signs and displays shall be limited to regulation of the content, size, number
21 per brand, type and duration of the sign or display. Signs and displays may be supplied by man-
22 ufacturers, wholesalers or distributors, and may bear the name of a particular distillery, supplier
23 or brand of liquor. The use of signs and displays shall be optional with the agent appointed by the
24 commission. [*In no event shall signs or displays authorized by the commission be placed in positions
25 within the store where the sign or display would be readily visible from outside of the store.*].”

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