

**STATE OF NEW YORK  
LIQUOR AUTHORITY**

(Series 1969)  
Bulletin #424-a  
February 14, 1969

(Supplements  
Bulletin #424  
Issued 3/15/67)

TO: ALL PACKAGE STORE LICENSEES  
SUBJECT: MISLEADING AND DECEPTIVE ADVERTISEMENTS

Bulletin #424, issued March 15, 1967, in part, sets forth the Authority's view point that advertisements which tend to promote the belief that multiple package stores are being operated as a liquor store chain, or are jointly operated or owned by the same interest are misleading, deceptive and contrary to public interest.

In this connection, the Authority will not approve or renew a license bearing a corporate or trade name which identifies with an advertising group, nor will it approve or renew a brand label registration bearing a name similar to that of an advertising group or on which the private brand owner identifies himself by a corporate or trade name considered objectionable under this standard.

Licensees who utilize interior or exterior signs identifying themselves with an advertising group must insure that such displays contain in prominent lettering a statement clearly indicating the store is not one of a chain and that it does not share common ownership or joint operation with any other store.

STATE LIQUOR AUTHORITY



D. S. Hostetter  
Chairman