

39:3.33.2

LEGISLATIVE HISTORY CHECKLIST
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(Motor vehicle license plates--
"Garden State")

NJSA: 39:3-33.2

LAWS OF: 1954 **CHAPTER:** 221

BILL NO: A454

SPONSOR(S): Haines

DATE INTRODUCED: May 24, 1954

COMMITTEE: **ASSEMBLY:** Highways
SENATE: ---

AMENDED DURING PASSAGE: No

DATE OF PASSAGE: **ASSEMBLY:** June 10, 1954 Over-ridden 11-22-54
SENATE: June 21, 1954 Over-ridden 12-6-54

DATE OF APPROVAL: August 2, 1954

FOLLOWING STATEMENTS ARE ATTACHED IF AVAILABLE:

SPONSOR STATEMENT: Yes

COMMITTEE STATEMENT: **ASSEMBLY:** No
SENATE: No

FISCAL NOTE: No

VETO MESSAGE: Yes

MESSAGE ON SIGNING: No

FOLLOWING WERE PRINTED:

REPORTS: No

HEARINGS: No

KBG:pp

ASSEMBLY, No. 454

STATE OF NEW JERSEY

INTRODUCED MAY 24, 1954

By Mr. HAINES

Referred to Committee on Highways, Transportation and Public Utilities

AN ACT concerning motor vehicles, and supplementing article 2 of chapter 3
of Title 39 of the Revised Statutes.

1 BE IT ENACTED *by the Senate and General Assembly of the State of New*
2 *Jersey:*

1 1. The Director of the Division of Motor Vehicles in the Department of
2 Law and Public Safety shall, upon the occasion of the next and each subse-
3 quent general issue of passenger car motor vehicle registration license plates,
4 cause to be imprinted thereon in addition to other markings which he shall
5 prescribe, the words "Garden State."

1 2. This act shall take effect immediately.

STATEMENT

This bill is identical to a bill passed by the 1953 Legislature and vetoed by the Governor. The veto message stated the present size of New Jersey license plates did not afford space for the legend.

In April of 1956 there will be a general re-issue of motor vehicle license plates and it is anticipated they will be larger than the present plates in conformity with recommendations of the Interstate Traffic Code.

Preparation of the 1956 licenses will commence at the end of this year.

STATE OF NEW JERSEY
Executive Department

August 1, 1954

ASSEMBLY BILL NO. 454

To the General Assembly:

I am returning herewith, without my approval, Assembly Bill No. 454, for the following reasons:

This bill provides that the Director of the Division of Motor Vehicles shall, upon the occasion of the next and each subsequent general issue of passenger car motor vehicle registration license plates, cause to be imprinted thereon the words "Garden State".

A bill similar to this was vetoed by Governor Driscoll in 1953. He said "the registration plate itself, moreover, is an important legal device evidencing compliance with the laws of the State of New Jersey and it should be confined to that purpose without the detraction of any mottoes or phrases". Governor Driscoll's point of view might be refuted if there existed either an official basis for the designation of New Jersey as "Garden State" or if the gardening or farming industry was the overwhelmingly predominant feature of the State's economy. I refer, for example, to the designation on the Wisconsin license plates of that state as "America's Dairyland".

My investigation discloses that there is no official recognition of the slogan "Garden State" as an identification of the State of New Jersey. It is, moreover, obvious that New Jersey's place in the economy and life of the nation is today attributable to its preeminence in many fields, in addition to its acknowledged high standing in agricultural pursuits. Statistically, only 2.4 percent of our workers are employed on farms while 97.6 per cent are engaged in non-agricultural occupations. New Jersey is noted for its great strides in manufacturing,

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mining, commerce, construction, power, transportation, shipping, merchandising, fishing and recreation, as well as in agriculture. I do not believe that the average citizen of New Jersey regards his state as more peculiarly identifiable with gardening or farming than any of its other industries or occupations. Indeed many of our people regard the state as preeminently a residential community.

For the reasons set forth hereinabove, I cannot concur in the view that such justifiable purpose is served by the bill in question as would outweigh the obvious disadvantage of reducing the space on the metal license plates available for the official registration designation.

Accordingly, I am constrained to return Assembly Bill No. 454 without my approval.

Respectfully,

ROBERT R. M. MUR

GOVERNOR

(S.E.L.)

Attest:

ROBERT J. BERNHARDT

Secretary to the Governor