

**ASSEMBLY, No. 388**

**STATE OF NEW JERSEY**

INTRODUCED MARCH 26, 1956

~~INTRODUCED MARCH 10, 1956~~

By Mr. SALSBURG

Referred to Committee on Revision and Amendment of Laws

AN ACT concerning the sale of alcoholic beverages in certain cases, and supplementing chapter 1 of Title 33 of the Revised Statutes.

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

1 1. For the purposes of this act, the following phrases shall be deemed  
2 to have the meanings herein given to them:

3 (a) **Foreign person**—a person resident in or incorporated under the laws  
4 of any State other than the State of New Jersey.

5 (b) **Resident person**—a person resident in or incorporated under the  
6 laws of the State of New Jersey.

1 2. No foreign person holding a Class B license in this State shall sell  
2 or distribute alcoholic beverages directly to any retail licensee within this  
3 State unless a resident person is permitted to sell and distribute alcoholic  
4 beverages directly to all persons licensed to sell the same at retail in the  
5 State or nation in which such foreign person is resident or incorporated on  
6 the same terms and conditions as such foreign person enjoys such privilege  
7 in such State or nation.

1 3. The provisions of this act shall not apply to any foreign person  
2 holding a Class B license who also holds a Class A license.

1 4. If, in the opinion of the director, privileges conferred by any Class  
2 B license, whether held by a resident person or a foreign person, are being

3 used to circumvent or evade the provisions of this act, the director may re-  
4 voke such Class B license, or suspend the same until such time as the holder  
5 thereof satisfies the director that such license, or the privileges conferred  
6 thereby, will not be used to circumvent or evade the provisions of this act.

1 5. The Director of Alcoholic Beverage Control shall, in accordance with  
2 R. S. 33:1-39, make and promulgate such rules and regulations with respect  
3 to sales by licensees selling to consumers relative to the following subjects  
4 as will assist in properly supervising the alcoholic beverage industry, pre-  
5 venting discrimination in the alcoholic beverage industry and promoting  
6 temperance:

7 (a) Gifts of things of value in connection with or as an inducement to  
8 the purchase of malt alcoholic beverages.

9 (b) Combination sales of malt alcoholic beverages of different brands, of  
10 different manufacturers, of different names or trade names, or combination  
11 sales of any alcoholic beverages and other merchandise,

12 (c) Publication and maintenance of prices at which malt alcoholic bev-  
13 erages may be sold within recognized trading areas or below which malt  
14 alcoholic beverages may not be sold within such areas.

1 6. Nothing in this act shall be deemed to limit or restrict any of the pow-  
2 ers conferred upon the said director by the chapter to which this act is a  
3 supplement or by any other law.

1 7. This act shall take effect July 1, 1956.

---

#### STATEMENT

The sale of alcoholic beverages is unusually susceptible to abuse, with re-  
sulting danger to the general public and should be strictly supervised and reg-  
ulated to prevent undue stimulation of public demand. This bill will eliminate  
discriminatory practices now present in the alcoholic beverage industry ad-  
versely affecting the New Jersey licensees, and will enable them to compete on  
equal terms among themselves, and with out-of-State and foreign licensees.

This bill will minimize the social and moral problems presently with us and will eliminate the inequities and unfair trade practices now prevalent. This bill is also in effect, reciprocal legislation, which will permit foreign persons only those privileges in this State which are permitted to residents of this State in various other States.