

56:8-2.2

August 20, 1969

Legislative Notes on R.S. 56:8-2.2, 2.3 ¹ *copy*
(False advertising)

Unfair Advertising and Packaging Study Commission created by
ACR 2 of 1968.

Introduced Jan. 15th by Azzolina.

Passed in Assembly.

Passed in Senate.

No statement.

No report issued to date by this commission.

L. 1969, Chapter 131 - A702

Introduced March 24, 1969 by Aikins and others.

No statement.

Not amended. *during passage.*

For background see:

974.90 N.J. Commission to Study Unfair Advertising.

A244

1962

Meeting . . . held Mar. 9, 1962. Trenton, 1962.

We located the following clippings:

5/13/69 "Bill Hits Crooked Bait Advertising" - Asbury Park Press.

5/13/69 "Senate Acts On Ad Bill" - Newark Evening News.

5/20/69 "False Advertising" - Newark Evening News.

V.F. - - N.J. - - Advertising.

JH/rb

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ASSEMBLY CONCURRENT RESOLUTION No. 2

STATE OF NEW JERSEY

INTRODUCED JANUARY 15, 1968

By Assemblyman AZZOLINA

Referred to Committee on Commerce, Industry and Professions

A CONCURRENT RESOLUTION creating a commission to be known as the Unfair Advertising and Packaging Study Commission to study advertising and packaging practices which are unfair to consumers and to ethical business, and prescribing its powers and duties.

1 WHEREAS, In recent years certain advertising and packaging prac-
2 tices reportedly have been used to deceive the public by the use of
3 deceptively shaped packages, misleading pictures, confusing or
4 meaningless adjectives, inappropriate size or quantity markings,
5 and promotional techniques that promise nonexistent savings;
6 and

7 WHEREAS, All advertising and packaging of products ought to pro-
8 vide simple, direct, accurate, and visible information as to the
9 nature of the product; and

10 WHEREAS, Improper advertising and packaging place ethical busi-
11 ness at a competitive disadvantage and mislead the buying public;
12 and

13 WHEREAS, Such practices have a deleterious effect on the economic
14 well-being of the State and its citizens; now, therefore,

1 BE IT RESOLVED *by the General Assembly of the State of New*
2 *Jersey (the Senate concurring):*

1 1. There is hereby created a commission to be known as the Unfair
2 Advertising and Packaging Study Commission. The commission
3 shall consist of 3 members of the Senate, no more than 2 of whom
4 shall be of the same political party, who shall be appointed by the
5 President of the Senate; 3 members of the General Assembly, no
6 more than 2 of whom shall be of the same political party, who shall
7 be appointed by the Speaker of the General Assembly, and 4 citizens
8 of the State, 2 of whom shall be appointed by the President of the
9 Senate and 2 by the Speaker of the General Assembly, who shall be
10 chosen without regard to political affiliation, and shall serve without

11 compensation. Vacancies in the membership of the commission shall
12 be filled in the same manner as the original appointments were
13 made.

1 2. The commission shall organize as soon as may be after the
2 appointment of its members and shall select a chairman from among
3 its members and a secretary who need not be a member of the com-
4 mission.

1 3. It shall be the duty of said commission to make a study of
2 advertising practices in all media subject to the jurisdiction of the
3 State, and packaging practices for products sold to the public in the
4 State and to formulate and prepare a legislative program to protect
5 the public and ethical business from unfair, misleading and decep-
6 tive advertising and packaging practices.

1 4. The commission shall be entitled to call to its assistance and
2 avail itself of the services of such employees of any State, county or
3 municipal department, board, bureau, commission or agency as it
4 may require and as may be available to it for said purpose, and to
5 employ such stenographic and clerical assistants and incur such
6 traveling and other miscellaneous expenses as it may deem neces-
7 sary, in order to perform its duties, and as may be within the limits
8 of funds appropriated or otherwise made available to it for said
9 purposes.

1 5. The commission shall have all the powers provided by the
2 provisions of chapter 13 of Title 52 of the Revised Statutes.

1 6. The commission may meet and hold hearings at such place or
2 places as it shall designate during the sessions or recesses of the
3 Legislature and shall report its findings and recommendations to
4 the Legislature, accompanying the same with any legislative bills
5 which it may desire to recommend for adoption by the Legislature.

CHAPTER 131 LAWS OF N. J. 1969

APPROVED 7/2/69

ASSEMBLY, No. 702

STATE OF NEW JERSEY

INTRODUCED MARCH 24, 1969

By Assemblymen AIKINS, MABIE, BROWN, W. L. SMITH
and AZZOLINA

Referred to Committee on Commerce, Industry and Professions

A SUPPLEMENT to "An act concerning consumer fraud, its prevention, and providing penalties therefor," P. L. 1960, c. 39, approved June 9, 1960 (C. 56:8-1 et seq.).

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

1 1. The advertisement of merchandise as part of a plan or scheme
2 not to sell the item or service so advertised or not to sell the same
3 at the advertised price is an unlawful practice and a violation of
4 the act to which this act is a supplement.

1 2. The notification to any person by any means, as a part of an
2 advertising plan or scheme, that he has won a prize and requiring
3 him to do any act, purchase any other item or submit to a sales
4 promotion effort is an unlawful practice and a violation of the act
5 to which this act is a supplement.

1 3. This act shall take effect 90 days after enactment.