

ASSEMBLY, No. 2578

STATE OF NEW JERSEY

INTRODUCED DECEMBER 16, 1996

By Assemblymen WISNIEWSKI and ZISA

1 ANACT concerning advertisements of merchandise and supplementing  
2 P.L.1960, c.39 (C.56:8-1 et seq.).

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4 **BE IT ENACTED** by the Senate and General Assembly of the State  
5 of New Jersey:

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7 1. It shall be an unlawful practice for any person to advertise  
8 merchandise for sale without providing in that advertisement the  
9 address and the telephone number of the person advertising the  
10 merchandise.

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12 2. This act shall take effect on the 60th day following enactment.

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STATEMENT

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17 This bill provides that it is an unlawful practice under the consumer  
18 fraud law, P.L.1960, c.39 (C.56:8-1 et seq.), for any person to  
19 advertise merchandise for sale without providing in that advertisement  
20 the address and the telephone number of the person advertising the  
21 merchandise.

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23 Violators are subject to the penalties set forth in the consumer fraud  
24 law. These penalties may include a fine of no more than \$7,500 for a  
25 first offense and no more than \$15,000 for any subsequent offense. In  
26 addition, the Attorney General is authorized to seek and obtain in a  
27 summary action an injunction prohibiting any violator from continuing  
28 to engage in the unlawful practice.

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32 Requires advertisements of merchandise to include the addresses and  
33 telephone numbers of those businesses advertising the merchandise.