

ASSEMBLY, No. 1002

STATE OF NEW JERSEY

212th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2006 SESSION

Sponsored by:

Assemblyman VINCENT PRIETO

District 32 (Bergen and Hudson)

Assemblyman JAMES W. HOLZAPFEL

District 10 (Monmouth and Ocean)

Co-Sponsored by:

Assemblymen Connors and Rumpf

SYNOPSIS

Requires certain advertising disclosures by certain funeral establishments.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel



1 AN ACT concerning certain advertising by certain funeral
2 establishments and supplementing chapter 7 of Title 45 of the
3 Revised Statutes.

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

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8 1. As used in this act:

9 "Advertisement" means any attempt, direct or indirect, by
10 publication, dissemination, circulation or broadcast through the
11 public media to induce any person to purchase or enter into an
12 agreement to accept mortuary or funeral services or merchandise,
13 including, but not limited to, business cards when business cards are
14 used as copy in an advertisement or are published, disseminated,
15 circulated or broadcast in the public media.

16 "Public media" means newspapers, magazines, periodicals,
17 professional journals, telephone directories, circulars, handbills,
18 flyers, letters, billboards, aerial displays, signs, television, radio,
19 internet and any other similar item, document, publication or device
20 used to communicate to the general public or to a specific group.

21
22 2. If a registered mortuary or funeral establishment is not wholly
23 owned by the licensed practitioner of mortuary science or funeral
24 director, or the members of his family, operating out of the
25 mortuary or funeral establishment, then the mortuary or funeral
26 establishment, when identifying the firm name in advertisements
27 and posting of signs, shall conspicuously indicate its source of
28 ownership.

29
30 3. This act shall take effect on the first day of the fourth month
31 following enactment.

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STATEMENT

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36 This bill provides that if a registered mortuary or funeral
37 establishment is not wholly owned by the licensed practitioner of
38 mortuary science or funeral director, or the members of his family,
39 operating out of the mortuary or funeral establishment, then the
40 mortuary or funeral establishment, when identifying the firm name
41 in advertisements and posting of signs, shall conspicuously indicate
42 its source of ownership.