

1 expression to assure that existing protective law in this
2 area will be continued and expanded.

3 Every citizen must be guaranteed a real opportunity
4 to protect himself against the deceptive representations of
5 persons who would take his money without giving reasonably
6 fair returns.

7 After consideration by the committee as to the
8 meaning of the terms in the article, the recommended language
9 was set forth to mean that the General Assembly is given
10 a broad mandate to do those things listed in the article.
11 The word "Education" on line 6 is included to make clear
12 that the state's duty is not discharged solely by restric-
13 ting or punishing unethical dealers after the fact, but must
14 also include substantial efforts to assist the public in
15 recognizing an improper transaction before the fact.

16 The word "unfair" on line 7 is chosen to encom-
17 pass not only the concepts of dishonest, dishonorable, de-
18 ceptive or unethical, but also bargaining advantages aris-
19 ing from special knowledge available to the trade but not
20 to the general public.

21 The word "business" on line 7 also is intended