

1 THE CHAIRMAN: You may proceed.

2 DELEGATE FINCH: This recommendation basically
3 states that the protection and education of the people of
4 the State is essential against unfair trade and financial
5 practices, and that these shall continue to be the concern
6 of the State.

7 In the past few decades, retail selling of con-
8 sumer goods has undergone a type of revolution. Whereas,
9 formerly, one would go to the neighborhood store and buy
10 products directly from the clerk; today, one goes to the
11 supermarket and shops alone along double aisles crowded
12 with, oftentimes, up to 8,000 items. The knowledgeable
13 clerk is no longer there to explain and advocate the better
14 buys, and the shopper must rely, more than ever before, on
15 the label or package of the products.

16 Deception in labelling and packaging makes the
17 task of the consumer-shopper very arduous today. What the
18 consumer needs and wants is a reasonable degree of compara-
19 bility between competing goods so that he can make informed
20 choices between various products.

21 This recommendation seeks to insure that the