

1 affords an excellent opportunity to insure that the State
2 government will act to protect the consumer, and this very
3 proposal might well represent a much needed "Consumers'
4 Bill of Rights."

5 Just what sharp practices must be combated on
6 behalf of the consumer? Initially, it should be observed
7 that packages in the more than 30,000 supermarkets through-
8 out the country, and, more particularly the hundreds of
9 supermarkets in Maryland do not, on the whole, reflect
10 simple, direct, accurate and visible information as to the
11 nature and quantity of the packages contents, including the
12 various ingredients therein. For instance, one finds such
13 vital information as weight and contents tucked away every-
14 where on the package except one agreed upon place where a
15 person might find it automatically. Or one finds the use
16 of size designations that have no actual relation to quanti-
17 ty in order to gain competitive advantage.

18 Thus, one manufacturer's king size is another
19 manufacturer's large size; a simple quart is labeled
20 "extra large quart"; or a pint is labeled "giant half-
21 quart." In toothpaste packages, the smallest size is