

1 often marked "large."

2 Another problem which plagues the consumer is
3 the pervasive presence, on supermarket shelves, of decep-
4 tively shaped boxes, misleading pictures, and promotional
5 gimmicks that promise nonexistent savings. The former
6 part of the problem, deceptively shaped packages, involves
7 the use of various containers of shapes, sizes, and dimen-
8 sional proportions which give an exaggerated impression of
9 the quantity within. This is common in potato chip packag-
10 ing for example.

11 Further, plastic jars of hair pomade often look
12 as if they would hold two ounces but, because of hollow
13 sides and a hollow bottom, actually hold only one ounce.

14 Another phase of this problem is the practice
15 of letting air occupy a significant part of the container.
16 This prevalent practice is known as "slack fill" or "slack".
17 Nonfunctional air space creates the appearance of more
18 bulk than actually exists, and the consumer pays product
19 prices for nothing but air. The detergent industry plys
20 this practice.

21 A final phase of this particular problem is