

ceptively shaped packages, involves the use of various containers of shapes, sizes, and dimensional proportions which give an exaggerated impression of the quantity within. This is common in potato chip packaging for example.

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

Another phase of this problem is the practice of letting air occupy a significant part of the container. This prevalent practice is known as "slack fill" or "slack". Non-functional air space creates the appearance of more bulk than actually exists, and the consumer pays product prices for nothing but air. The detergent industry engages in this practice.

A final phase of this particular problem is the "cents off" promotion. "Cents off" labels do not provide the meaningful price information they propose to and, in fact, are not price guides at all. Rather, they serve merely as promotional devices designed to make the buyer believe he is being offered a bargain, when, actually, bargains cannot be determined without price comparisons. One product might trumpet "6 cents off the regular price." What is the "regular price" for such a product is not clear or really determinable at all.

Another problem which stymies the consumer-shopper is the lack of uniform, reasonable, appropriate weight standards to facilitate comparative shopping: Which is the better buy—two 6¾ ounce cans of tuna fish for 63 cents, or one 9¼ can for forty-three cents?

There are seventy-one quantities of potato chips under three and a half pounds. How would one make a price comparison without a slide rule?

THE CHAIRMAN: Delegate Finch, the Chair does not like to interrupt you. We are not under debate schedule, and under the rules you have, if you choose to take it, 15 minutes to speak.

The Chair suggests to you, however, that you have already lost the attention of the Committee of the Whole, and you would gain your point much better by bringing your remarks to a speedy conclusion.

DELEGATE FINCH: The above recommendation concerned consumer goods but it is not confined to goods—it relates to disclosure of factors surrounding credit transactions and the purchase of services. These areas are equally vital, even though they

are not as prone to advertising mediums as are consumer goods. Requiring disclosure in these areas to protect the purchaser does not violate any methods of competition as might be claimed in the highly competitive consumer market; it merely makes honesty a reality and gives the average man a decent opportunity to secure a fair deal when he seeks a loan or purchases a service.

The above, then, are but some of the problems facing the consumer-shopper. This recommendation merely endorses the idea that the State should act to protect the consumer and require full and meaningful disclosure to accomplish this end. Such an endorsement, written into the new constitution, will serve the public interest by, in effect, endorsing the enforcement of honesty and endorsing the protection of the consumer with respect to the goods he buys.

Thank you.

THE CHAIRMAN: Are you ready for the question?

(Call for the question.)

The question arises on the approval of Committee Recommendation GP-4. A vote Aye is a vote in favor of the Committee Recommendation. A vote No is a vote against. Please ring the quorum bell.

Cast your vote.

Has every delegate voted? Does any delegate desire to change his vote?

(There was no response.)

The Clerk will record the vote.

There being 69 votes in the affirmative and 60 in the negative, the motion carries. Committee Recommendation GP-4 is adopted.

The next item on the calendar is Committee Report EB-1. This is not Committee Recommendation EB-1, but Committee Report EB-1.

We will proceed under Debate Schedule No. 5.

The Chair calls on Delegate Morgan to present the Committee Report.

DELEGATE MORGAN: Mr. Chairman.

THE CHAIRMAN: Delegate Morgan.

DELEGATE MORGAN: Ladies and gentlemen of the Committee of the Whole: The Committee on the Executive Branch has the honor to submit its recommendation as to what should, and what should not be