

By Mr. Demers of Chicopee, petition of Richard H. Demers relative to requiring certain commercial establishments to display packaged commodities in a certain manner for the purpose of facilitating price comparisons. Commerce and Labor.

The Commonwealth of Massachusetts

In the Year One Thousand Nine Hundred and Seventy-Five.

AN ACT TO FACILITATE PRICE COMPARISONS.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 Section 29 of chapter 98 of the General Laws is hereby
2 amended by adding after section 29 a new section 29A:—

3 *Section 29A. Price Comparison.*

4 (a) "Packaged commodity" means any food, drug, device or
5 cosmetic and any other article, product or commodity of any
6 kind or class which is customarily necessary or used for
7 personal, family or household use and offered for sale at retail in
8 a box, jar, bag, can or other container.

9 (b) To facilitate price comparisons by customers and to
10 minimize confusion, all packaged commodities which have the
11 same or similar contents shall, except for temporary
12 promotional displays, be displayed together either vertically or
13 horizontally irrespective of brands, in descending order of size.

14 (c) The director shall, at his discretion, order a public hearing
15 pursuant to promulgating further regulations for the enforce-
16 ment of this section.

