

keep it free for those situations where we think it should be legitimate. My difficulty is this, that a mechanism that's structured that way is unlikely to be successful. The monitoring of the coupons, the monitoring of the two-block limit around youth club houses and schools, come on, who's going to do that? That's not really an effective scheme for organization. The monitoring of the samples, it's left at this point to catching them after it's been done and using the criminal system to punish through sanctions. I think that's a "cows out of the barn" kind of approach. It seems to me...thank you, "horses out of the barn", Frank, I appreciate the agricultural correction on your part. In other words, it's a post hoc attempt to sanction wrongs once they've occurred and the problem is that the system constructs a pretty involved series of wrongs that somebody is going to have to sit out there and monitor to catch the mistakes that are made and it's just bloody unlikely. It's just not going to happen. It's so complex and so structured that it really doesn't work. What you can't do, I don't think, is construct a bill that gets at the evil of youth and only youth and have much chance of success at keeping free samples out of their hands. So the problem becomes, do we have a bill that's too weak because it's post hoc, it uses criminal sanctions, it involves a lot of oversight and structure that I don't think is going to really be there, which is the amendment, or one that, frankly, is too strong, covers the evil but also transactions you and I might agree make at least some amount of sense and that is that adults be free to receive free samples? Under normal circumstances, in the transactions of goods I would pick the former, pick one that's too weak, identify the evil, catch the evil, punish the evil and the evil only. But in the area of alcohol and in the area of tobacco, I think it's fair to reverse that presumption, and it's fair to say if it takes banning free samples for adults to get a legitimate system that will ban free samples for kids, I have to take a few of the doves with the crows, I will outlaw both of them at the same time. If I have to choose, I want a workable system that stops free samples rather than the complex structure in the DBS amendment. Now, do we allow promotions to be regulated in this fashion? Sure, we do. Can't advertise liquor on TV. They can't...I mean, they can, but they can't drink it. We have warnings on packages. We don't allow, for example, "freefers" in bars anymore so that you can get actually alcohol at a nominal rate to entice people in.

SPEAKER BARRETT: Thirty seconds.