

that he had in Judiciary, is we take out the criminal sanction here. In other words, if it's a big, big fraud, and you just had a one \$2,000 penalty, it becomes the cost of doing business. And what we want to do is prevent that from becoming a cost of business and take out each individual violation and act. In other words, I think these tubes, I suppose I should hesitate to mention the name of the product that you have so eloquently endorsed, but these tubes were only worth about 29, 30 dollars apiece, is that correct?

SENATOR LANDIS: (Mike not activated immediately.) ...of \$29.95, and the identity of the cream, for those of you who are taking notes and want to rush to the druggist to see if it's there, is Virilene, Virilene.

SENATOR KRISTENSEN: And, Senator Landis, we do thank you for bringing a sample of that to Judiciary Committee for us to see. The size of my feet went from an eight and a half to a 13 almost overnight. And I (laughter) thank you for bringing this. And, in all sincerity, I think it is a valid amendment and one that we should adopt. Thank you.

SPEAKER BARRETT: Senator Abboud.

SENATOR ABOUD: Yes, Mr. President. Senator Landis, would you yield to a question?

SPEAKER BARRETT: Senator Landis.

SENATOR ABOUD: Senator Landis, in order for this civil action to take place, do they have to receive notice?

SENATOR LANDIS: Yes, they do in that the...in the request for the temporary restraining order it is a rule of the court that they ask the notice be given. That's prior to the cause of action itself. Secondly, even in the cause of action, if you proceeded that far, there is notice requirement in the grant...in the subpoena, if you will, of the summons, if you will, to come to court. And all during this time the voluntary assurance option exists for the merchant.

SENATOR ABOUD: Could you run through a scenario for me. You talked about use of the subpoena as notice, let's say...could you just give an example of what you mean by notice, is it a certified letter, or is it just a subpoena, or what?