

kind of haberdasher or dresser that would be appropriate if you were going to dress the legislators based on how they really see us? Herb Tarlek (Phonetic), Herb Tarlek (phonetic) of WKRP, his polyester suits were made out of automobile seat covers that you got from the used car salesman dealer. That's what they think, and Herb Tarlek (phonetic) was a philosopher. He made one of the most profound statements I ever heard made by a human being, bar none, from Aristotle right on up to the present. He said, in advertising, bad taste sells. That's profound, and that's true. An ads person has to look at reality and deal with people where they are, and that's why they have these tasteless, idiotic, insulting advertisements because they know the level on which people operate when they get ready to spend their money, and the only purpose for advertising is to get your money out of your pocket. So when it comes to this gambling, these people who make you think there's a pot of gold at the end of the rainbow, know that you know that is not true, but they know there is an element of greed in people. They know that in the most hopeless you find the greatest opportunity for exploitation based on the very depth of their hopelessness. You know what they say, I have lost so much already that even though I have a pittance left, I really have nothing significant to lose. If I lose this also, I'm not that much worse off than I was before I lost it, but if I make that desperate wager, I just might hit, knowing they are not going to hit. The thing that lets you know they are not going to hit, when they put that last silver dollar or quarter or whatever they put in the slot machine and pull the arm of that bandit and it gobbles up what they had and laughs at them, you don't see them kick the stuffing out of the machine because they expected to lose. They bet, they roll the dice, they turn over the card, and they expect to lose. These casinos expect you to lose.

SENATOR CROSBY: One minute.

SENATOR CHAMBERS: Do you know that whether you're rolling the dice, turning over the cards, or playing the slot machines, if you win a certain amount of money, there are security people who will come to you and want to question you because you're not suppose to win? And if you win, then they are going to question you and examine how you did it because the games are rigged so you are not supposed to win like that. And they will ask you for identification when you win, but they don't ask you for identification before you come there and lose your money. Watch