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people based on the size of it, couldn't you just as easily help increase the jackpot by lowering the take that the retailers get, let that go into the jackpot; the jackpot becoming larger would lure in a greater number of people, the volume of sales would be greater, and even though your percentage of the take is smaller, the absolute amount that you receive is greater because of the volume? Wouldn't that be possible?

SENATOR JANSSEN: That would be possible, Senator Chambers, but on the other hand, part of this, what we're...with the increase in the percentage,...

SENATOR SCHIMEK: One minute.

SENATOR JANSSEN: ...I believe that you're going to see the retailers do a little more advertising, in-store advertising on their own promotion, and promotion of the lottery tickets, the scratch-offs.

SENATOR CHAMBERS: And they are promoting the lottery when they do that to get more people to buy more tickets.

SENATOR JANSSEN: That's right.

SENATOR CHAMBERS: And you think that's a positive good for society? Society is better based on the number of lottery tickets they buy, do you agree?

SENATOR JANSSEN: I won't deny the fact that that, Senator Chambers, that promoting...promotion is part of retail business and...

SENATOR CHAMBERS: No, I'm asking you, is it your principle that you're stating here is that the more lottery tickets that are sold the better off society becomes?

SENATOR JANSSEN: There'll be more winners, if that is considered better the society, make more people happy, would be...

SENATOR CHAMBERS: No, what do you consider, because I know you to be a somewhat...