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sell their product, but we have to compete if we're going to save lives. We have to compete if we're going to save money for our state. I think it is so important that we commit this very small amount to the public health of our youth, to the public health of the entire community of the state of Nebraska. Please, please look at the facts and make your decision based on that, based on the lives of your children, and of your children's children,...

SENATOR ENGEL PRESIDING

SENATOR ENGEL: One minute.

SENATOR BYARS: ...of the people in this state that we have the obligation to serve, and support the Bromm amendment. Thank you, Mr. Chairman.

SENATOR ENGEL: Next speaker, Senator Beutler.

SENATOR BEUTLER: Senator Engel, members of the Legislature, I just wanted to speak briefly in support of the Bromm amendment. I must admit to a little bit of hesitancy in the past on these tobacco prevention programs; not because I don't want to prevent tobacco smoking, but because I know that good advertising can be very effective and bad advertising can be a lot of money down a rat hole. But, you know, when you stop to think about it and you look at history and experience, and you ask yourself, how did the cigarette people develop this vast market that they developed? Well, they developed it by developing a cheap product and they developed it by spending an enormous amount of money on advertising, effective advertising, the Marlboro Man, and Joe Camel, and a whole bunch of others. So if we're going to turn that around, we're going to have to use the same to deal with the same factors. Instead of having cheap cigarettes, they're going to have to be more expensive. Instead of having a lot of advertising for the product, we're going to have to have a lot of advertising against the product. And so I have to overcome, and I think you do, too, if you have this hesitancy, the fact that it's possible that some of the advertising may not be so effective. Advertising, advertising public information, that's how they got all those people to smoke cigarettes, and in