

Sept 24, 2005
State Senator Jerry Apa
137 Grand Ave
Lead, SD 57754

Will H. Foster, Chief
Regulation and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
ATTN: Notice No. 41
P.O. Box 14412
Washington, DC 2004-4412

Dear Sir,

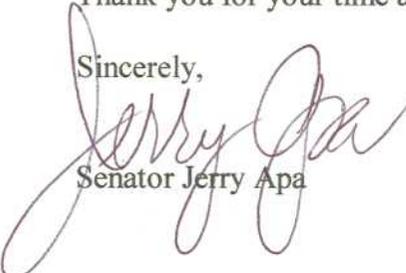
As a restaurant and bar owner with twenty eight years in the retail business, I would strongly oppose the effort to include serving size on label panels. While the majority of beer brands are packaged in twelve ounce cans or bottles, the serving size of an alcohol drink can usually vary from three quarters of an ounce to two ounces.

I believe this to be an ill conceived idea that will not only cause problems for individual state liquor boards and commissions; it will do nothing but confuse the buying public.

Please do not support this endeavor.

Thank you for your time and consideration this matter.

Sincerely,


Senator Jerry Apa