



The AMERICAN ISSUE

THE QUARTERLY NEWS MAGAZINE OF THE AMERICAN COUNCIL ON ALCOHOL PROBLEMS

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No. 2

TO DEAL WITH ALCOHOL PROBLEMS . . .

FOCUS ON ADVERTISING!!

DOES ALCOHOLIC BEVERAGE ADVERTISING . . .

Lead young people to become "hooked"?

Create delusions that the "good life" requires drinking?

Restrict the media? . . . and freedom of information?

Contribute to social problems? . . . increase our tax burden?

IF SO, WHAT CAN WE DO ABOUT IT? . . .

INSIST ON WARNINGS ON LABELS AND IN ADVERTISING

Possible regulations by the Bureau of Alcohol, Tobacco and Firearms. Or by law.

PREVENT ADVERTISERS FROM HAVING TAX ADVANTAGES

Progress of the Brown bill (H. R. 167).

BAN GIVING OF FREE DRINKS AS ADVERTISING GIMMICK

The Bennett bill (H. R. 136) to ban free drinks on airplanes.

READ DETAILS ON ALL THIS—AND MORE—INSIDE THIS ISSUE !!

EDITORIAL

ALCOHOL ADVERTISING— ITS FOCUS AND IMPACT

If we were to believe the manufacturers of alcoholic beverages, we would become convinced that all they intend in their mammoth advertising campaigns is to switch drinkers from one brand to another. But a careful study of the alcohol advertisements that flood the media convinces us that their intentions go far beyond that. One state government leader in the field of alcohol concerns quite some time ago contended that the ads were focused toward three groups—women, blacks and youth. Consistent with his view, the purpose could be clearly seen as a carefully studied effort to persuade persons in these groups to begin drinking and to drink more. Undoubtedly these groups were seen as vulnerable and therefore could be exploited aggressively.

Evidence to support our view was presented by Rep. George E. Brown (Dem., Calif.) when in 1977 he again introduced his bill to make the cost of alcoholic beverage advertising non-deductible in computing net income for tax purposes. In a statement inserted in the Congressional Record he summarized two industry marketing handbooks as proof that there is a deliberate effort "to create a psychological link" between positive feelings about happy occasions and the use of alcohol. He said:

"The stated purpose of much of this advertising is to increase the frequency of alcohol use by encouraging the regular consumption of alcohol until the purchase of alcoholic beverages becomes a part of the household budgeting process.

"The books bemoan the fact that the U. S. ranked behind many countries in rates of alcohol consumption, but saw ways to 'correct' the situation using the subtle persuasion of advertising."

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He said he had withheld the source of the handbooks at the request of the publishers, "who feared they would be misunderstood. I had no trouble understanding the material, and was very upset," he stated.

Rep. Brown further said that the industry strategy is based on the assumption that the young person's alcoholic beverage habits will change as he gets older. He singled out a section of one of the handbooks which stressed the successes that had been achieved in selling vodka and rum to 18 to 34 year old blacks. He reported:

"The urban black customer is described in these handbooks as 'the thirsty customer who spends 25% more on alcoholic beverages than whites.'"

In 1976 Dr. Ernest Noble, Director of the National Institute on Alcohol Abuse and Alcoholism, expressed concern before a U. S. Senate Subcommittee on Alcoholism about what he called the "unknown effect" of liquor ads on the young, the poor, the alienated and the underprivileged. He said:

"My fear is that the appeals in beverage alcohol ads offer an instant solution to complex social problems, and those who grasp at this solution certainly run a high risk of adopting attitudes that may result in problem drinking behavior."

At that same hearing, William N. Plymat, Sr., ACAP's Executive Director, then a member of the Iowa State Senate, charged that the liquor industry was pursuing an advertising policy calculated to increase alcoholism. He said some ads induce youth to start drinking at an early age. He said:

"I am speaking about the advertising . . . that suggests that a young person cannot have a successful social relationship with a person of the other sex without alcohol."

Later, William N. Plymat, Jr., wrote a detailed article questioning a federally financed study involving \$1,636,674.00, which wound up suggesting there was little merit in limits on hours of sale, age limits, dram shop laws, license limitations, taxation and price controls. In his article which appeared in a publication of ACAP and which was inserted in the Congressional Record by Rep. George E. Brown, he said:

"The ultimate travesty in this series of indefensible positions is the conclusion of the Task Force relative to liquor advertising:

' . . . there is insufficient data to indicate that the advertising of alcoholic beverages has either positive or negative effects on drinking behavior.'

What does the Task Force mean by 'drinking behavior'? Obviously, it would be impossible to correlate advertising with the drinking behavior of any one person, but projected to the entire population, the fortunes spent on advertising by brewers and distillers has a profound effect on collective drinking behavior.

"No industry spends nearly a half-billion dollars a year on advertising without a good idea of the value received. Liquor ads are so lucrative to magazines, newspapers, and broadcasters that the liquor industry has been able to exert substantial control over the media's reporting of news related to alcohol problems. In the case of one major distiller, should the publisher of a newspaper place a news item about any alcohol problem on the same page with an ad, a second free placement is requested. This is obvious intimidation. The threatened loss of revenue,

F.T.C. FAILS TO ACT ON ALCOHOLIC BEVERAGE ADVERTISING

even covertly implied, is enough to exert tremendous pressure on all media, with the result that the American people erroneously believe alcohol problems to be less significant now than in previous decades. Public attention has not been focused on alcohol problems in proportion to their importance, and advertising by the liquor industry is partly responsible for that state of affairs. The fact that the Report did not document these well known facts suggests that the Task Force was either manipulated by the liquor industry or simply failed to meet its responsibility.

"Freedom to advertise is commonly limited by law for the protection of the consumer, and should be in those cases where the product being merchandised has the potential to be manifestly destructive. There is no democratic precept that requires the freedom to portray dangerous materials as wholesome and beneficial products."

At this point many readers may ask the question: "Why don't we outlaw all alcoholic beverage advertising?" Congress has jurisdiction over interstate commerce (between the states) while the states have jurisdiction over intrastate commerce (within the states). Congress would have to pass a law banning such advertising in interstate commerce, and then in turn the states would have to ban advertising within their boundaries. Thus, for total prohibition of advertising we would need a federal law and 50 state laws. The opposition from the advertising community, the alcoholic beverage industry, and the media which profit from this advertising would be overwhelming. Thus, this is not a viable answer.

This leaves us with the Brown bill (described in this issue) to put a damper on the volume of such advertising; the possibility of regulatory action by the Bureau of Alcohol, Tobacco and Firearms; and finally, the hope that a law to require specific warnings in advertising will be passed by Congress, with many states passing similar laws. There will be opposition to such actions, too. But the Brown bill does not prohibit advertising, and warnings do not either. These are less severe approaches. The power of the opposition has a good chance of being overcome by people expressing their views to administrative officials and to legislators, and by the leadership of many conscientious legislators who feel that something constructive must be done.

We hope our readers will study the contents of this issue and in turn write letters to the administrative agencies, to Congressmen, and state legislators, urging action; and we hope they will also write letters to editors of newspapers, which will increase public attention and concern.

WRITE FOR EXTRA COPIES OF THIS ISSUE! YOUR HELP IS NEEDED!!

You can help spread the word about the important developments reported in this Issue by sending a Dollar to The American Council on Alcohol Problems at the Office of the Executive Director—6955 University Avenue, Des Moines, Iowa, 50311. You will then receive immediately by return first class mail three copies of this issue which in turn you can deliver to leading ministers and laymen in your area with the suggestion that they read the issue and then in turn write to their Representative to urge support and co-sponsorship of the important bills described in this Issue.

For more than two years ACAP has been urging the FTC to act to require affirmative disclosures in alcoholic beverage advertising. The Federal Trade Commission Act defines "false advertisement" and says that an advertisement is to be considered "false" not only if it misleads directly, but also if it fails to reveal facts material to consequences which may result from the use of the product advertised. It seems clear that the alcoholic beverage advertising we see everywhere does not reveal facts about consequences which can result from use and abuse of beer, wine, whisky, etc. It is reasonable to assume, therefore, that the FTC should require certain affirmative disclosures or warnings to be included in advertising.

It is proper information for the public to receive, considering the dangers we all know exist in the use of alcohol. The FTC has taken an interest in sugar on the kiddies' cornflakes, and considered whether Listerine kills cold germs, and questioned a multitude of other advertised products, yet it has not taken action with regard to alcoholic beverage advertising. Meanwhile, alcohol continues to kill people all over this country, and is expensively advertised without revealing "consequences which may result" (the exact requirement of the FTC act).

The closest they have come to any real action has been to set up a research project, with two other federal agencies, asking a university group to study the effects of alcoholic beverage advertising and make a report at a later date, which would seem to have the effect of once again "passing the buck." The news story which reported the research project stated that advice would be sought from some advertising groups, and one wonders if personnel of those groups which sell advertising could be truly objective on this subject, considering the volume of dollars spent on advertising by the industry. An FTC staff person made the statement that under the FTC law "prompt action" was limited, and that it might well be a few years before that agency could do anything of real substance. The law itself seems clear, offering we believe no bar to "prompt action". So that it may be better understood, we think it well to quote here the exact wording of that law:

"Section 15 of the Federal Trade Commission Act:
"(a) (1) The term 'false advertisement' means an advertisement, other than labeling, which is misleading in a material respect; and in determining whether any advertisement is misleading, there shall be taken into account (among other things) not only representations made or suggested by statement, word, design, device, sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity to which the advertisement relates under the conditions prescribed in said advertisement, or under such conditions as are customary or usual . . ."

Meanwhile, another federal agency, the Bureau of Alcohol, Tobacco and Firearms, has taken certain action, which we report next.

BUREAU OF ALCOHOL, TOBACCO AND FIREARMS INVITED PUBLIC COMMENTS

The Bureau of Alcohol, Tobacco and Firearms has joint jurisdiction with the FTC on alcoholic beverage advertising. In addition, it has exclusive jurisdiction on labels on alcoholic beverages.

On November 21, 1978, the Bureau put out a call in the Federal Register requesting "input from the public with comments" on the subject of "updating and revising the sections of regulations dealing with the advertising of wine, distilled spirits, and malt beverages, the specific regulations dealing with the labeling requirements for wine, distilled spirits, and malt beverages which correspond to the advertising requirements. . . ."

They set January 22, 1979 as the deadline for filing written responses. A few days before this deadline an extension of time to March 23d was announced.

On January 18th ACAP sent a submission to the Bureau consisting of a four-page letter with various attachments to demonstrate dangers inherent in the use of alcohol. The letter set forth four specific warnings believed to be desirable for insertion in alcoholic beverage advertising and on labels of beverages containing alcohol.

This submission was sent by certified mail to the Washington post office box designated by the Bureau in its notice. To insure receipt of this submission by the Bureau before the deadline, a copy was also sent by express mail direct to Thomas B. Bussey, the official in charge of handling matters with regard to submission. By telephone he acknowledged to ACAP's Executive Director, William N. Plymat, that ACAP's submission was received by him by January 22d. However, when the certified mail receipt came back it showed that the letter directed according to Bureau instructions had not been picked up until February 12th.

On February 8th the Bureau of Alcohol, Tobacco and Firearms announced that it would push a national education program before considering a requirement for warning labels on alcoholic beverages. It said it would use warning labels on beer, wine and liquor bottles if the education program failed to make the public aware of the problem.

Assistant Treasury Secretary Richard Davis said that such labels might be premature because the problem was not fully understood. He said: "Scientific evidence establishes clearly that the offspring of women who drink heavily during pregnancy could suffer mental and physical defects known as the fetal alcohol syndrome". But he said scientists disagreed on the effects of more moderate drinking or one-time heavy drinking.

He indicated that the new education program would involve Federal agencies, the alcohol industry and service groups concerned with birth defects.

In June, 1977, the National Institute on Alcohol Abuse and Alcoholism warned that pregnant women taking more than two mixed drinks a day risked giving birth to deformed or retarded children.

It appears from this that the Bureau made a decision to rule out label warnings before the arrival of the deadline for receiving public comments which it itself had set (March 23d). Some feel that the Bureau was only concerned to indicate that it would not adopt any regulations on the fetal alcohol syndrome at this time, but that the door remains open for other possible warnings on labels, and for possible regulations and perhaps warnings

in advertising. We noticed the objections by leaders in the alcohol trade to any warnings on labels. And this fast action by the Bureau has caused many to conclude that the leaders in the alcoholic beverage industry were very active in talking to the Bureau officials, and managed to get the ear of the Bureau before diligent citizens preparing and filing comments had a chance to have their submissions considered. We hope that our submission with suggestions, as well as those from other concerned members of the public we know have been and will be made, will be given careful consideration before final actions are taken.

Meanwhile consideration is being given to bills which have been or may be introduced in Congress to mandate label warnings and other matters concerning advertising of alcoholic beverages.

SENATOR STROM THURMOND FILES A BILL TO REQUIRE WARNINGS

On February 9th, the day after the Bureau announced it would not take immediate action to require warning labels, Senator Strom Thurmond (Dem., S.C.) filed his bill (S. 427) to require a warning label on liquor bottles. His bill requires:

"It shall be unlawful to sell or ship or deliver for sale or shipment, or otherwise introduce in interstate commerce or foreign commerce, or receive therein, or to remove from customs custody for consumption, any bottle containing a beverage having more than 24 per centum of alcohol by volume, unless the label of such bottle contains the following statement: 'Caution: consumption of alcoholic beverages may be hazardous to your health, may be habit forming, and may cause serious birth defects when consumed during pregnancy.' Such statement shall be located in a conspicuous good legible type in contrast by typography, layout, or color with other printed matter on the label."

Senator Thurmond had introduced this same bill in previous sessions of Congress, except that this new bill includes the portion: ". . . and may cause serious birth defects when consumed during pregnancy." His previous bills had been co-sponsored by Senators Dole (Rep., Kansas), Hatch (Rep., Utah), Hatfield (Rep., Oregon), Leahy (Dem., Vermont), and Randolph (Dem., West Virginia). We are informed there were no co-sponsors on the present bill at the time of introduction.

The Thurmond bill, we believe, is a step in the right direction, but does fall short of what ACAP has been seeking by way of more specific warnings. It applies only to beverages having 24% alcohol by volume, thus exempting beer, wine and any other beverage with less than 24% alcohol.

Alcohol consumed in beer, wine, and other alcoholic beverages with a content less than 24% is just as dangerous to health (for pregnant women as well as others), just as habit forming, and just as potent in causing alcoholism, birth defects, etc., as are those with a higher content.

Mr. H. David Archibald, Vice Chairman of the Addiction Research Foundation, the Ontario Government agency dealing with alcoholism and other alcohol problems, is a

noted authority on the subject of alcohol consumption by reason of his research. He has made the statement:

"In recent months we have been hearing a good deal about the advisability of instituting differential taxation to encourage 'drinks of moderation.' This is based on the theory that beer drinkers are less prone to alcoholism. This however is simply not borne out in a vast number of studies, and in fact, in countries such as Australia, Czechoslovakia, West Germany, and in some parts of Ontario, beer is the principal and sometimes exclusive beverage used by many alcoholics.

"It is not the type of alcoholic beverage, but the total consumption of absolute alcohol that really matters."

Before he filed his bill, ACAP urged Senator Thurmond to include in his new bill the specific warnings we have urged on the FTC and the Bureau of Alcohol, Tobacco and Firearms. A legislative aide has advised his decision was to file a bill containing as much as he believed could be hoped for at this time. It is possible that an amendment could be presented and adopted to make the warnings applicable to all alcoholic beverages.

WARNINGS IN ALCOHOLIC BEVERAGE ADS MAY REQUIRE PASSAGE OF A LAW

Although ACAP on January 18th filed with the Bureau of Alcohol, Tobacco and Firearms, a four-page letter with several attachments, urging specific warnings in alcoholic beverage ads, it now appears that such a requirement by the Bureau will not be forthcoming soon. Their February 8th announcement indicated they would hold up on label warnings until after they had carried on some sort of an educational campaign. This may take a long time and suggests that action by that Bureau can not be hoped for in the near future.

Senator Strom Thurmond's bill is a first step in a right direction, but leaves much to be desired. ACAP has been in contact with members of Congress, urging the introduction of a bill to require the warnings we have suggested in all alcoholic beverage ads. The warnings we suggest are as follows:

(1) CONSUMPTION OF ALCOHOLIC BEVERAGES CAN LEAD TO PSYCHOLOGICAL DEPENDENCE AND PHYSICAL ADDICTION.

(2) HEAVY, RAPID CONSUMPTION OF ALCOHOLIC BEVERAGES CAN RESULT IN DEATH.

(3) SMALL AMOUNTS OF ALCOHOL CAN IMPAIR THE ABILITY TO OPERATE AUTOMOBILES AND OTHER MACHINERY.

(4) ALCOHOLIC BEVERAGES ARE AVAILABLE FOR PURCHASE ONLY BY PERSONS OF THE LEGAL DRINKING AGE ESTABLISHED IN EACH STATE.

Our next issue will report on developments, hopefully that a bill has been introduced in Congress, the names of co-sponsors, and the chances for a public committee hearing.

BROWN'S LATEST CONGRESSIONAL RECORD REMARKS

On February 15th Geo. E. Brown, Jr. introduced into the Congressional Record another statement on his bill, H. R. 167. A complete copy can be obtained by writing ACAP. Here are excerpts we think of special interest:

"The fact that the alcohol industry spends \$500 million a year to advertise its products, and the total cost to the United States of alcoholism in terms of job time lost, decreased productivity, health care costs, etc., is \$4 billion, suggests to me a pressing need to reduce the ranks of the more than 10 million Americans who are problem drinkers.

"But problem drinkers are made, not born. An individual's attitudes are generally shaped by an influential adult, peers, and increasingly the mass media. We must become much more concerned about how alcohol media advertising is perceived by young people.

"Psychology Today magazine, in an effort to boost its alcohol industry advertising revenue, placed its own advertisement aimed at liquor marketers in the 1978 Wine Marketing Handbook. The ad stressed the magazine's youthful audience, and said:

"They're 18 to 34 years old. And they've got the new power. You can see it in the way they live. Young and successful, they're the kind of people who are first to make new drinks popular. And start new trends."

"If we could be certain that alcohol manufacturers would exercise conscientious discretion, there would be little need for my bill. The liquor industry should be capable of making intelligent decisions about what aspects of their advertising campaigns affect the consumer in a negative fashion. However, the possibility of oversight is ever-present.

"For example, several years ago, Hublein Inc. had to scrap its advertising campaign for "Kickers," a 30 proof pop-flavored product being marketed in 6.8 ounce milk bottle-shaped containers. The campaign depicted teenagers in the advertisements as well as used knee patches, pop art posters, and T-shirts as promotional gimmicks.

"The product itself was advertised as:

"The new drink that's putting cocktails out to pasture.

"Drink variations included the Strawberry Sparkler, the Banana Blitz, and the Mocha Kicker.

"Members of a special committee of the board of the Alcohol and Drug Problems Association registered a formal complaint to the Distilled Spirits Council of the United States and Hublein voluntarily agreed to withdraw the entire "Kickers" campaign.

"The ADPA committee report said:

"The campaign in our view appealed to an illegal underage market.

"The committee's concern was justified by the fact that over the past 10 years the average age at which young people have their first drink has decreased from 13.6 years to 12.9 years of age.

"A survey conducted at the University of Wisconsin showed that students drink more each year they go to college in order to have fun, and avoid stress. In addition, many show the symptoms of alcoholism without admitting the disease.

"As the Psychology Today advertisement said, the under-35's are the trend-setters. I think it would be a terrible mistake to permit this group to become the primary practitioners of a habit which leads inevitably to a decline in physical, mental, and emotional health."

THE BROWN BILL NEEDS CO-SPONSORS

As this Issue goes to press, the following Representatives have already become co-sponsors of the Brown Bill, H.R. 167: Edward P. Beard (R.I.); Augustus Hawkins (Calif.); George Danielson (Calif.); Don Edwards (Calif.); James C. Corman (Calif.); Bob Stump (Ariz.); Austin J. Murphy (Pa.); Robert S. Walker (Pa.); David Emery (Maine); Claude Pepper (Fla.); Gunn McKay (Utah); John Conyers (Mich.); William M. Brodhead (Mich.); G. Wm. Whitehurst (Va.); Richard L. Ottinger (N.Y.); Frederick Richmond (N.Y.); James H. Scheuer (N.Y.); Tennyson Guyer (Ohio); Joel Pritchard (Wash.); Robert McClory (Ill.); Keith Sebelius (Kans.); Neal Smith (Iowa); Richardson Preyer (N. C.); Robert F. Drinan (Mass.).

If your representative is not listed here, you can help by (1) writing your representative, suggesting the Geo. Brown bill be read, as well as his Congressional Record statements of Feb. 5th and 15th and his "Dear Colleague" letter of Feb. 7th and (2) urging his or her name be added to the Brown proposal as a co-sponsor. Then ask that you be advised if such action is taken.

BENNETT BILL TACKLES "FREE DRINK" ADVERTISING GIMMICK

When the airlines became substantially de-regulated under an act of Congress, there were expressions from many and by at least one member of the Civil Aeronautics Board, that they would stop their advertising promotion gimmick of free drinks and drinking price specials as a device to get business. It was contended that when price competition came into operation, "frills" would be phased out, and the airlines would compete on special fares, etc. But it has not happened.

On some flights United Airlines has offered a 6.3 oz. bottle of wine (12½% alcohol) for \$1.50 with all the free refills a passenger will request. In one Chicago-Washington UA flight, three men were observed consuming three refills after the original bottle. They consumed 25.2 ounces of 12½% wine in a flight of a little over an hour and a half in a pressurized plane. It is believed that such passengers would be unfit to drive cars safely on arrival in Washington. The vice president of a competitor of United Airlines said they felt it necessary to meet the UA offer, while saying also they wished the practice would end, calling it "an unnecessary expense."

In the last Congress Rep. Charles E. Bennett (Dem., Florida) introduced a bill to prohibit any airline from offering passengers free alcoholic beverages or tobacco. His bill has been re-introduced in the 1979 Congress and is now H. R. 136. You may wish to write your own Representative urging his or her co-sponsorship of this proposal. It is hoped favorable committee consideration will result in a public hearing and ultimate passage.

BOOZE, BUCKS, BAMBOOZLE, AND YOU!

That's the title of a new book dealing with propaganda vs. facts regarding alcohol. The author is Ross J. McLennan, Director of Sooner (Oklahoma) Alcohol-Narcotics Education since 1959. A Methodist clergyman, he attended Taylor U., Northwestern U., and Garrett Theological Seminary. All the bits of seductive propaganda about alcohol, beer and wine are illustrated; also misleading propaganda about laws, rights, taxes, prevention, rehabilitation and the Prohibition Era. The alcohol connection with cancer, the brain, child abuse, hypoglycemia, birth defects, accidents and crime are discussed. Most startling perhaps is the revelation of other non-addictive products and businesses which are manufactured or owned by liquor conglomerates. Paperback, 143 pages, \$2.95. Order from Ross J. McLennan, 101 N. E. 23d St., Oklahoma City, Oklahoma, 73105.

MAGAZINE REPORTS ON TOBACCO ADVERTISING EFFECTS ON MEDIA

A very interesting investigative magazine "MOTHER JONES" published in California in its January 1979 issue carried a detailed article on the tobacco industry. This publication received national attention when it exposed the danger of the Pinto gas tank. It tells the story of the success of the tobacco industry and presents a great deal of important information about the smoking problem. It carried a list of members of Congress who had received campaign contributions from the Tobacco People's Public Affairs Committee.

Of interest to our readers is what was said about the effects of tobacco advertising, since alcohol advertising has the same effects. They spoke of a possible ban on cigarette advertising which they said had already been adopted in Italy, Iceland, Finland, Sweden and Norway, then said:

The evidence that such a ban would lead to an immediate drop in consumption is not yet clear, but one thing it surely would lead to is far more vigorous coverage of smoking's dangers by newspapers and magazines—which have reaped about \$800 million growth of tobacco advertising in the eight years since cigarettes left the airwaves. (In an average year, for instance, TV Guide carries \$20 million worth of cigarette advertising; Time, \$15 million; and Playboy, \$12 million. Parade magazine, the Sunday newspaper supplement, gets a whopping 80 percent of its ad revenue from tobacco.) Without this financial tie, major magazines other than Reader's Digest, the New Yorker, The Washington Monthly and Good Housekeeping (the only four that do not accept cigarette ads) might open their pages to the in-depth coverage of cigarette hazards they have thus far avoided. A survey a year ago by the Columbia Journalism Review failed to find a single comprehensive article about the dangers of smoking in the previous seven years in any major national magazine accepting cigarette advertising.

Needless to say "MOTHER JONES" carries no tobacco advertising. The magazine was named for the pioneer socialist Mary Harris "Mother" Jones (1830-1930) who was one of the great orators of her day. It is published by Mark Dowie at 625 Third St., San Francisco, California, 94107, price per copy \$1.50. You may wish to write for a

copy of the January issue or a reprint of the article, if it is available. Introductory 1 year subscription, \$8.88.

In January, 1977, Advertising Age reported the publications that were liquor advertising revenue leaders in 1976 through November of that year. Out of its total of \$98,-840,151, Newsweek had 12% in liquor ad revenue (\$12,-273,616). The percentages reported by some other magazines were: Time, 8%; Sports Illustrated, 11%; Playboy, 21%; Penthouse, 20%; Psychology Today, 18%; and The New Yorker, 11%.

Sometime ago Time and Newsweek refused to carry full-page paid advertisements dealing with alcohol dangers, which were offered by Preferred Risk Mutual Insurance Company of Des Moines, Iowa, which were intended especially to warn youths and motorists.

Close ties, and sometimes joint ownership, between alcohol and cigarette producers, and their community of interests are now becoming well known. Ross J. McLennan's book "BOOZE, BUCKS, BAMBOOZLE, AND YOU!" (see box elsewhere in this issue) reports that American Brands which owns "Jim Beam" Distilling Co., and makes other liquors as well, also manufactures Lucky Strike Cigarettes and five other cigarettes as well; that Liggett and Myers makes L & M and Chesterfield cigarettes and other brands of tobacco, as well as J & B Scotch Whiskey and several other kinds of liquor; and that Phillip Morris which makes several cigarettes also owns Miller Highlife Beer.

ALCOHOL PROBLEM GREATER THAN CANCER SAYS DR. ERNEST P. NOBLE

On January 21st Dr. Ernest P. Noble, until recently head of the National Institute on Alcohol Abuse and Alcoholism, spoke to meetings in Topeka, Kansas, arranged by Rev. Richard T. Taylor, Jr., President of ACAP and head of Kansas For Life At Its Best. Dr. Noble also appeared on a half-hour TV interview on WIBW-TV in Topeka. The Topeka Capital-Journal reported on his talk with a special feature article by Leslie Champlin, Health Writer for the paper. A portion of the article follows:

"Laws that chip away at alcohol regulation augment an increasing liquor problem in the United States. That was the word Saturday from Dr. Ernest Noble, immediate past president of the Institute on Alcohol Abuse and Alcoholism. . . .

"Noble said lawmakers should refuse passage of legislation that will make alcohol more available to the public. Though innocuous by themselves, he said, such laws combine to potentially increase the nation's alcohol problem, which already 'is really the third major health problem in the United States, behind heart disease and cancer,' Noble said. 'In terms of its prevasiveness, alcohol is worse, when you think of the traffic deaths, child abuse and crime, which heart disease and cancer don't affect.'

"THE BEST IN BEVERAGES"

17 page booklet of recipes—hot and cold drinks for everyday and special occasions. For each one you wish send two 15¢ stamps to ACAP, 6955 University Ave., Des Moines, Iowa 50311.

"'If the stuff is more available, people will begin to use it and they begin to use more of it,' Noble said. 'Then abuse comes. It's a chain of things. Since Prohibition was lifted, Americans' use of alcohol has reached an all-time high.'

"'If it's more available and cheaper, chances are you'll buy it. And the price of alcohol compared to personal income is lower today than it was a few years ago,' Noble said. 'But all the laws seem to go toward more liberalization.'

"'We need to reverse that trend, the whole attitude (toward alcohol), the whole legal system.' Reversing the trend to which Noble referred includes educating all segments of society.

"'It's going to come about by society's knowing that alcohol—the drug that it is—is causing harm. Alcohol is still seen by many people as 'not a' drug. People tend to isolate their thinking. They think alcoholism is only a skid row phenomena. But that's the end stage.'

"'In its third special report to Congress, the Department of Health, Education and Welfare said research indicated that alcohol consumption may be related to cancer, especially of the mouth, tongue, pharynx and larynx.

"'It's even higher than cigarette smoking,' Noble said of the relationship. 'And newer disorders are being found where alcohol is implicated.'

"'The age of persons suffering from alcohol-related problems has dropped from 40s to late 30s, Noble said. Even more alarming he added, is the higher incidence of juvenile drinking. 'Children are drinking at an earlier age, more often, in greater amounts and getting into more problems with alcohol. The youth problem is serious.'"

ARE YOU A NEW ASSOCIATE MEMBER OF ACAP?

If so we want to extend to you a special welcome. Your help will make it possible for us to increase and extend our activities. You undoubtedly have already received our previous first quarter edition of THE AMERICAN ISSUE and you will receive others issued this year. Your help will make it possible for us to increase our supply of educational materials to large numbers of students and teachers who are constantly asking for free materials from us which we promptly supply.

We hope you will urge your friends to follow your leadership and become Associate Members. The cost is \$15.00 a year. Any reader who is not yet an Associate Member can become so if they support our activities and send us a remittance for \$15.00.

GIVE A SUBSCRIPTION

A subscription to THE AMERICAN ISSUE is a nice gift idea. For your pastor, teacher, relative or friend. Send \$2.00 with name and address to ACAP, 6955 University Ave., Des Moines, Iowa, 50311. Gift card will be mailed, along with other items of interest.

NEWS BRIEFS

In the 1979 unicameral legislature of Nebraska, Senator Ralph D. Kelly has again introduced his bill to raise the legal drinking age from 19 to 21 and managed to have the bill numbered L. 221. Seventy-five individual organizations have pledged support. U. of Nebraska football coach Tom Osborne gave his personal endorsement. The Executive Committee of the Nebraska Association of Secondary School Principals, having more than 300 members, has endorsed it also.

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In Illinois a state-wide poll was conducted recently on community issues. The majority of the 9900 residents responding considered drug abuse the No. 1 problem and alcohol abuse the No. 2 problem facing that state.

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Former Utah Senator Frank E. Moss has been retained as a Washington representative of the National Association of Alcoholism Treatment Programs (NAATP). He is the first former Congressman to represent alcoholism field interests on an official basis.

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The Christian Science Monitor recently carried a series of very informative articles on Russia and its people by David K. Willis, a staff correspondent. At one point he said:

"And everywhere in the press and in private conversation, alcoholism is seen as a national menace. Colorless, potent vodka, however, remains freely available.

"Alcoholism is a poison that causes tremendous harm," warned a professor in a central newspaper last year. 'Already doctors are not surprised to encounter 13 and 14 year old alcoholics—both boys and girls.' Losses to industry in the Georgian Republic alone were estimated at 200 million rubles (\$303 million) every year—and the country has 15 republics in all.

"A Jew thrown into a light-offenders prison for 15 days after a demonstration later told me that most of the 60 prisoners who passed through his holding cell had been committed by their wives after coming home drunk."

OTHER CURRENT HOUSE BILLS OF INTEREST

Representative Jonathan B. Bingham (Dem., N. Y.) has introduced H. R. 149 to amend the income tax law to deny the deduction for amounts paid or incurred to advertise certain products which are sold with required health warnings. This applies to any product containing tobacco, and also certain foods, cosmetics and non-prescription drugs. It applies if the product is required to have a statement on the label "that such product (or anything contained in such product) is, or may be, hazardous to the health of the user." If the bill of Senator Strom Thurmond or any similar label warning bill were passed (and this bill were passed also), it would immediately achieve the objective of the Brown bill indirectly.

Representative Robert F. Drinan (Dem., Mass.) has introduced legislation to strengthen the cigarette warning label, protect the rights of nonsmokers, and allow the Food and Drug Administration to regulate tobacco products. He has also introduced a bill to increase the cigarette excise tax (H.R. 1843). He urges co-sponsorship of these bills. He is also a co-sponsor of the Brown bill, H. R. 167.

Representative Barber B. Conable, Jr. (Rep., N. Y.) has introduced a bill to permit all taxpayers to deduct charitable contributions when they use the standard deduction provision, which normally ends that possible support for such organizations. He is a member of the Ways and Means Committee.

Suggestion: Write to Representatives Jonathan B. Bingham, Robert F. Drinan, and Barber B. Conable, Jr. asking for a copy of their bills and then in turn send them to your own Representative urging support and offer of co-sponsorship of these bills.

A LEGACY TO THE YOUTH OF TOMORROW

A portion of the funds which ACAP uses to work for the alcohol-free way of life has come from bequests in wills. A legacy you create today in your will may greatly benefit the coming generation. Remember the "AMERICAN COUNCIL ON ALCOHOL PROBLEMS, Inc., 119 Constitution Ave., N.E., Washington, D. C. 20002."

American Council on Alcohol Problems, Inc.
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