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Collection: Turner, Carlton E.: Files
Folder Title: Alcohol Advertising with OJJDP
[Office of Juvenile Justice and Delinquency
Program], 10/09/1984 – 2:00 pm
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of problems but they can be avoided. Everyone wants to protect
my turf - They do not know I am pushing behind the scenes.

DOT, Mac, Bud Miller, Phil McGuire, Tom Parker, Jim Wooten, Al J. Ford
Charley - Public Affairs - DEA.

A (Kohv)
Adv
File

31 DEC 1984 (202) 737-5880

2040

Joseph E. Seagram & Sons, Inc.

1201 PENNSYLVANIA AVENUE, N.W. • SUITE 220
WASHINGTON, D.C. 20004

Note TO
Tom People

December 26, 1984

The Honorable Carlton E. Turner
Executive Secretary of Drug Abuse Council
The White House Office
220 Old Executive Office Building
Washington, D.C. 20500

Dear Dr. Turner:

Ever since the repeal of prohibition in 1933, Joseph E. Seagram & Sons, Inc. has expressed its concern that its products are best consumed in moderation. In 1934 we launched a national moderation advertising campaign, which has been in effect for half a century, with the message: "WE WHO MAKE WHISKEY SAY: 'DRINK MODERATELY'." In 1935, the Company first warned that: "DRINKING AND DRIVING DO NOT MIX."

In the past year, our moderation ads have received particular acclaim from consumers and professionals as we underscore the fact that 12 ounces of beer, 5 ounces of wine, and 1½ ounces of spirits -- standard servings -- all contain the same amount of alcohol and consequently have exactly the same intoxicating effect. Ultimately, moderation depends on the actions of informed and responsible citizens.

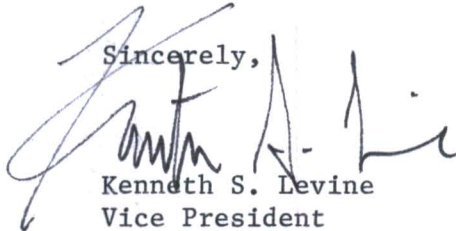
The newest of our moderation ads: "DON'T LET YOUR GLASSES BLUR YOUR VISION," is attached. It will appear in more than 35 million newspapers and magazines such as The Washington Post, The New York Times, The Wall Street Journal, USA Today, The Chicago Tribune, The Los Angeles Times and many other newspapers and magazines, over the

December 26, 1984
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New Year's holiday to inform consumers of beverage alcohol that there is no drink of moderation -- only a practice of moderation.

Best wishes to you and your family for a healthy and prosperous New Year.

Sincerely,

A handwritten signature in black ink, appearing to read "Ken S. Levine", written in a cursive style.

Kenneth S. Levine
Vice President
Governmental Affairs

KSL/wkc

Don't let your glasses blur your vision.



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Whether a glass holds 12 ounces of beer, 5 ounces of wine, or 1¼ ounces of spirits, the alcohol content is the same. It's important to know this because the size and shape of a glass can give people a distorted impression of how much alcohol they're actually drinking.

So when you're in the mood to celebrate, remember how much alcohol is in your glass and that moderation always keeps things in focus.

Have a safe and Happy New Year.
The House of Seagram