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ASSOCIATION OF NATIONAL ADVERTISERS, INC.
1725 K STREET, N.W. WASHINGTON, D.C. 20006

SAMUEL THURM
SENIOR VICE PRESIDENT—WASHINGTON



AMERICAN ADVERTISING
FEDERATION

Daniel Jaffe
Senior Vice President—
Government Relations

1400 K Street N.W.
Suite 1000
Washington, D.C. 20005
(202) 898-0089

Beer and Wine Industry Girds for Battle As Campaign to Ban Ads Gathers Steam

By ROBERT FRIEDMAN

Staff Reporter of THE WALL STREET JOURNAL

The beery television testimonials of former athletes Marv Throneberry, John Madden and Billy Martin notwithstanding, this year may not be Miller time.

If a coalition fighting alcohol abuse has its way, the famed drinking buddies' carefully scripted banter will never again reach American television screens. Nor will dozens of other beer and wine commercials—about \$750 million of advertising a year—that have become an integral part of the electronic landscape.

Remote as the prospect of a ban is thought to be, the coalition has mounted a strong offensive that is being taken seriously by the alcoholic-beverage industry. The coalition, spearheaded by the Washington-based Center for Science in the Public Interest, includes such organizations as the 5.5 million-member National Parent-Teacher Association, the United Methodist Church and the National Council on Alcoholism.

The coalition has asked the Federal Trade Commission to investigate the industry's advertising practices. Under the banner of Project Smart (Stop Marketing Alcohol on Radio and Television), the coalition says it has gathered 600,000 signatures from people demanding that Congress either ban such advertising on the airwaves or allow equal time for counter-messages on the dangers of alcohol.

Senate to Hold Hearings

Official Washington has seized on the issue. The Senate will hold hearings early next month to examine whether drinking is treated glamorously on TV. The Treasury Department's Bureau of Alcohol, Tobacco and Firearms is about to propose new regulations on the appearance of athletes in beer and wine commercials.

Even the White House has warned brewers and vintners to stop messages that appeal to underage drinkers. Carlton Turner, special assistant to the President on drug abuse policy, says, "If the industry doesn't clean up its approach, it will have a legislative solution crammed down its throat."

Though most people involved in the issue believe an outright ban on beer and wine commercials is unlikely, it wouldn't be unprecedented. Cigarette commercials were forced off the air 15 years ago, and Shaun Sheehan, a spokesman for the National Association of Broadcasters says, "the scar tissue is still thick." This time, says the organization's president, Edward Fritts, fighting a ban is "our number one priority."

Determined to head off government regulation, nervous broadcasters and beverage-industry officials have begun their own sort of temperance campaign. Besides tightening standards for beer and wine commercials, the networks are running more public-service announcements about the hazards of driving drunk and are reducing gratuitous alcohol consumption on prime-time programs. Beverage manufacturers and wholesalers are revamping marketing strategies while feverishly lobbying in Washington. "We've been quiet too long," says Joe Huggins, a Houston distributor and chairman of the National Beer Wholesalers Association, which recently earmarked \$500,000 for a broad lobbying effort that includes fighting a ban.

NBC has strengthened its standards for beer and wine commercials, while CBS and ABC say they are more stringently applying existing standards. NBC, for example, recently rejected a wine commercial that featured break dancing and a Michael Jackson lookalike because of its blatant appeal to youth. "There's a heightened awareness around here with respect to younger audiences," says Richard Gitter, NBC's vice president of broadcast standards.

Last year Adolph Coors Co. pulled an ad for its light beer that contained the refrain, "beer after beer." Ben Mason, Coors's director of alcohol issues, says the Colorado brewer recognized that the message "could be interpreted as encouraging excessive use."

Similarly, the U.S. Brewers Association has revised its voluntary ad code, cautioning members not to include scenes of inebriation or to denigrate academic study in advertisements. And the Wine Institute, a trade association representing 490 California growers, bars the use of athletes and other youth heroes from wine ads.

The cleanup campaign leaves industry critics unimpressed. "Every ad for alcohol is an ad for drinking," says Michael Jacobson, executive director of Center for Science in the Public Interest. "We are concerned with the most innocuous ads, and we won't stop until something permanent is obtained."

Some of Mr. Jacobson's adversaries call him a "Neo-Prohibitionist," a modern-day Carry Nation who wants to put the alcoholic-beverage industry out of business. But Mr. Jacobson, a 41-year-old former microbiologist who enjoys a beer now and then, says he turned activist after learning the public-health hazards of alcohol abuse. Government statistics show that over 25,000 traffic deaths a year and half of all homicides are alcohol-related.

"No one is seeking to reinstate Prohibition," says George Hacker, the center's director for alcohol policies. "We are talking about reevaluating the role of alcohol in society."

There is little scientific evidence directly linking advertising of alcoholic beverages with increased consumption. One scholar who recently reviewed research in the field wrote that it contained "a stunning array of conflicting conclusions." But Mr. Jacobson and other critics believe the industry wouldn't spend so much on advertising if it weren't bringing in new customers.

Consumption Has Risen

Increased spending on beer and wine advertising over the past decade has coincided with a significant rise in consumption. Between 1975 and 1983, brewers' broadcast outlays increased nearly fivefold to \$599.1 million, while per-capita beer consumption in terms of volume rose about 14%. Wine consumption rose 35% during that period, as broadcast advertising expenditures tripled. Meanwhile, consumption of hard liquor—which distillers voluntarily refrain from advertising on TV or radio—has declined.

Industry officials insist they advertise mainly to enhance market share, not to convert new drinkers or encourage greater consumption. They point out that beer and wine sales have been flat over the past two or three years, despite significant increases in advertising budgets.

"The idea of an ad ban is a hoax on the American public," says a Miller Brewing Co. spokesman. "There's simply no connection between advertising and abusive consumption."

For Ryne Duren, a former New York Yankee hurler who now does an occasional pitch for Project Smart, the issue is more emotional. Mr. Duren, a recovered alcoholic, believes the use of retired athletes in beer commercials is irresponsible. "There's nothing more powerful than watching Dad's heroes," he says. One ad he finds particularly offensive is the Miller Lite spot featuring Billy Martin, who has admitted having a drinking problem.

Tom Landry, the Dallas Cowboys' coach, is equally opposed to beer ads. But he concedes the difficulty of tackling the beer industry head-on. "It carries much of pro football," he says. Nearly 20% of television sports advertising revenues, and 4% of all TV ad revenues, come from beer and wine commercials.

The First Amendment poses another obstacle. The ban on broadcast advertising of cigarettes was upheld by the courts in 1971. But since a 1975 Supreme Court decision struck down a Virginia ban on abortion advertising, so-called commercial speech has increasingly come under the umbrella of the First Amendment.

The court has spelled out a four-part test to determine whether advertising restrictions are constitutional. But last term, the justices ducked the issue of whether two state bans on alcoholic-beverage advertising met their test.

Constitutional issues aside, the heated battle is already leaving its imprint on television. Alcoholism has become a frequent theme on such prime-time programs as "Hill Street Blues," "Cheers," and "St. Elsewhere." And drinking on programs such as "Dallas," "Matt Houston," and "Magnum P.I." has moderated.

"I like the attitude I see in the media today," says Kenneth Eaton, an expert in alcohol abuse who helped NBC revise its broadcast standards last summer. But he adds, "It's unfortunate it had to come from fright."

Brewing Issue: Beer Promotions in College Pubs And at Concerts and Athletic Events Spark Debate

Continued From First Page

newspaper, and the University of Massachusetts at Amherst is rejecting distributors' offers to co-sponsor concerts. "We recommend that all beer advertising be taken out of student newspapers and sporting events," says William J. McCord, the director of South Carolina's Commission on Alcohol and Drug Abuse.

Colleges also are drafting rules for beer promotions. The Inter-Association Task Force on Alcohol Issues, made up of several national associations involved in student affairs, in 1983 called on brewers to rid their promotions of sexism, stop emphasizing heavy drinking and to support campus alcohol-education programs.

Anheuser-Busch, Heileman, Coors and Stroh Brewery Co. drafted their own guidelines for their distributors, patterned after the task force's. Alan Easton, Miller's vice president of corporate affairs, says the company leans on its distributors to stick to the guidelines, but he concedes that policing is difficult, especially in bars near campuses. "The promotions we tell them they shouldn't be doing are exactly the things they feel are necessary to attract the young crowd," he says.

Brewers increasingly also are helping finance so-called responsible-drinking programs on campuses. Anheuser-Busch recently opened an informational campaign called "Know When to Say When" that stresses moderation. Since 1976, Miller has contributed \$500,000 to an alcohol-abuse program with chapters on 180 campuses.

But that is a small fraction of what the industry spends to promote beer, so critics charge that brewers merely are trying to

head off tougher regulation. Indeed, in a bulletin to its 750 Miller distributors last March, Leonard J. Goldstein, the sales vice president, cautioned that obeying campus marketing guidelines "is critical to preserving our ability to conduct business in the important college market."

Brewers have promoted on campus for decades, of course. Anheuser-Busch's Mr. Roarty began his career with the brewer as a University of Detroit campus representative in 1953. But promotional efforts became more aggressive in the early 1970s, when the states began to lower the drinking age and brewers generally adopted advanced marketing techniques. "It was about that time the companies started to support intramurals, campus unions, dances and parties," recalls Gary North, the University of Illinois vice chancellor of student affairs.

Now, for example, Moosehead beer, which is imported from Canada by All Brand Importers Inc., provides Boston University's 500-member ski club with Moosehead merchandise and beer at cost, says James Harrington, the club's vice president. The distributor also offers the club use of a Moose costume. "If we have a club meeting, we can have someone standing around in the costume," Mr. Harrington says.

The industry provides a promotional blitz for spring break, too. Together with tourism officials in Florida and other spring-break destinations, brewers offer promotional trips and beach concerts. Miller runs recycling campaigns on Fort Lauderdale Beach, trading Miller merchandise and free calls home for empties and rubbish. Anheuser-Busch grabs stu-

dents' attention along routes to spring-break destinations with coffee-break stops. "Students can pull in, enjoy a cup of coffee and a doughnut and call home," says Mr. Roarty. "No alcoholic beverages are served."

At scores of campuses, brewers help promote athletics. Compliments of Anheuser-Busch, Boston College gave out 1,000 pompons and 5,000 bandannas—with the Bud logo and the college's eagle mascot—at two football games last year.

Sara Groden, the college's director of sports promotions, says she also negotiated about \$15,000 of promotions from Anheuser-Busch to support sports that lack the high profile of basketball and football. The brewer "will give away things that we can't afford" and help attract crowds, Miss Groden says. Also, "the coaches will send those things out to recruits," which "makes the sport look real important," she says.

Campus representatives are the brewers' direct link to campus activities, and Miller employs 120 of them. Heileman and Anheuser-Busch employ even more. Boston College's Mr. Marrocco is one of 14 students who promote Miller at major Boston-area colleges, including Harvard, Tufts, Boston University and Northeastern. For \$50 a week, Mr. Marrocco peddles Miller brands to fraternities, dormitories and student-activities directors and also monitors the competition.

Mr. Marrocco has helped Miller book two promotional nights at the campus pub, where manager Michael O'Brien allows one such promotional night a week. They "keep giving us promotional stuff" like painters' caps and T-shirts that draw students to the pub, he says. (The giveaways are tax-deductible for brewers.)

Not all brewers' promotions are welcome. Boston College's student government, which runs student activities on a budget of \$275,000, is torn over whether to accept Miller's co-sponsorship of a campus concert. Some members "see it as student government promoting alcohol," says Jeffrey Thielman, the president. But a large concert costs about \$20,000, so having a co-sponsor is appealing, he says.

Still, administrators don't like the idea. "I'm concerned about institutionalizing alcohol," says Carole Wegman, the college's director of student programs and resources and she opposes Miller's support.

Similarly, at Southern Illinois University, Anheuser-Busch's \$40,000 "Busch Shootout" basketball tournament caused considerable opposition last school year. The many Anheuser-Busch posters and other merchandise made the basketball arena look like a bar, says Mr. McKillip, the psychology professor who opposes beer promotions. "Universities are in a bind because they have athletic programs beyond their budgets," he says. "So they are willing to take any money they can." But the opposition has caused Busch to pull out of the shootout promotion this year.

Miller's promotion of a rock concert on the campus also caused a furor, especially a 20-foot-tall inflated replica of a beer bottle that hovered above the campus. "That was simply more than we felt we could engage in," says Bruce Swinburn, the college's vice president of student affairs. But Miller does still support some student activities, he says.

Beer advertising in student newspapers also draws criticism. At the University of Minnesota, the Minnesota Daily "accepts a lot of ads from bars that literally say skip your class and come and drink," says James Rothenberger, a public-health professor.

His file of ads that he finds offensive includes one for Grandma's Saloon & Deli that shows a man and woman amid bacchanalian revelry. Its message: "Because some nights you don't feel like studying. Or is it most nights?" A large Miller ad shows a student dashing from his dorm-room desk as a radio blares, "Repeating . . . due to a computer foul-up, finals week will be postponed." In the foreground are a bottle and a mug of Miller and the familiar "Welcome to Miller Time" slogan.

Miller's Mr. Easton says the brewer pulled the ad after it ran in several college newspapers. "It got out there, and it probably shouldn't have," he says. But he defends an ad for Miller's Löwenbrau brand that Mr. Rothenberger of Minnesota also found disturbing. The ad shows two roommates helping a third student study, with an inset of the trio and two women drinking at a bar afterward. Mr. Easton concedes, "There's a very thin line between doing appealing, impactful ads and intruding on the purpose of student life."

In some promotions, however, the line isn't all that thin. Miller once offered to have its six-member sky-diving team, called the Six Pack, bail out of a plane, land at a Boston College football game wearing uniforms with the Miller logo, and deliver the game ball to the referee. Not to be outdone, Anheuser-Busch proposed throwing can openers with the Bud logo into the stands.

Boston College declined both offers.

Brewing Issue

Controversy Is Rising Over Beer Promotions On College Campuses

Brewers Back Pub Giveaways,
Rock Concerts, Athletics;
Is Abuse Promoted Too?

Turning the Gym Into a Bar

By JOHNNIE L. ROBERTS

Staff Reporter of THE WALL STREET JOURNAL

BOSTON—Boston College, "Welcome to Miller Time!"

It is a special night at the campus pub. The waitresses wear Miller beer T-shirts. A Miller banner hangs on a wall. Miller posters are raffled off. Miller beer, at 75 cents a mug, flows from the 30 kegs on tap.

Joseph N. Marrocco, a Boston College senior and Miller's campus representative, combs the throng of about 700 students. Although Budweiser, Stroh's and other beers will have their own promotions later in the year, it was a heady feat for Miller to be first in line. "Miller will be in their heads the next time they go out to buy beer," the 21-year-old Mr. Marrocco says of his fellow students.

Promotional nights are only part of a \$15 million to \$20 million marketing effort that brewers and beer distributors yearly pour into the \$33 billion campus-consumer market. Philip Morris Inc.'s Miller Brewing Co. unit and Anheuser-Busch Inc. sponsor rock concerts. Adolph Coors Co. organizes turtle races on as many as 50 campuses. Brewers support intramural sports, intercollegiate athletics, student philanthropic activities and ski clubs. They place more than \$2 million of campus newspaper advertisements.

'Part of Mainstream'

"We are part of the mainstream of activities," says Michael Roarty, Anheuser-Busch's executive vice president and marketing director.

But controversy is brewing over pitching beer to college students. College officials complain that some promotions—including wet-T-shirt contests featuring brasless women and chug-a-lug drinking contests—are in poor taste. Moreover, as many as 90% of students drink, making alcohol the most pervasive problem on many campuses.

The catalyst for the concern about beer promotions, though, is the recent national law requiring states to raise the drinking age to 21 by 1986 to avoid losing federal highway funds. The higher age, which 31 states either already enforce or will enforce soon, in effect outlaws drinking by many of the nation's 12.5 million undergraduate and graduate students.

Generally, however, campus beer promotions continue, even in states that have raised the drinking age. The campus is a crucial battleground for brands trying to capture lifetime fans. "Brand preferences for beer and other consumer products are developed from age 18 to 24," says David Lewenz, G. Heileman Brewing Co.'s manager of young-adult marketing. Winning market shares is all the more crucial now, because sales are declining in the \$12 billion beer industry.

A Right to Advertise?

Because as many as 60% of college students legally may drink, says Mr. Roarty of Anheuser-Busch, "we think we have a right to advertise to those people." Heileman's Mr. Lewenz adds, "What we say is that when you come of legal age, we hope that you purchase our product."

Most universities allow the promotions, citing traditions of openness and a responsibility to help students deal with alcohol. But colleges clearly have a problem.

"In a free-enterprise system, people are free to promote and advertise products that aren't outright harmful," says Stephen Nelson, Dartmouth College's director of student activities. Yet, he wonders, with students at an age when heaviest drinking occurs, "are we heightening that vulnerability?"

Heavy drinking has long been implicated in vandalism, bad grades and occasional student deaths. Of 1,563 students responding to a survey last spring, more than half were heavy beer drinkers, consuming five or more beers a week, says Cass Communications Inc., an advertising representative for college newspapers.

Effect on Students

John McKillip, a psychology professor at Southern Illinois University, says his research shows that a fifth of the university's 20,000 students test poorly or skip class at least once a month because of heavy drinking. Colleges that allow or participate in beer promotions, he says, are "like hospitals running ads for cigarettes in their in-house publications."

Then, too, colleges worry about the liability they may face when drinking students harm themselves or others. Delaware Valley College of Science and Agriculture recently was cleared of liability in a case that resulted from a highway accident involving a student who had been drinking at a sophomore-class picnic. But such cases are causing concern among college administrators, according to the National Association of College and University Attorneys.

"Practically every university is encountering alcohol abuse," says the Rev. Edward J. Hanrahan, the dean of students at Boston College, a Jesuit institution with 12,500 students. "We are looking to see if the promotions are contributing to abuse."

Some colleges already have concluded that they are. The University of South Carolina is banning beer ads in the student

Please Turn to Page 18, Column 1

20 DEC 1984

American Association of Advertising Agencies Inc., 666 Third Avenue, New York, N.Y. 10017 • (212) 682-2500

File Alcohol + ADV.

December 18, 1984

Dr. Carleton Turner
The White House
Room 220
Washington, D.C. 20500

Dear Dr. Turner:

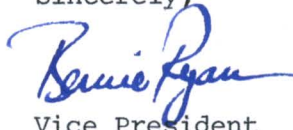
Following up on your meeting last week with Len Matthews and John O'Toole (the meeting I landed just in time to miss), we want to invite you to join us as lunch guest speaker at the next meeting of the Steering Committee of our Government Relations Committee.

This will be at our offices at 1899 L Street, NW, Suite 700, on Wednesday, January 30, 1985. We would expect you at about 12:15.

This will be a small group. The committee is eight members, and staff attendance will bring the total to 12 or 14 in the room. Our thought is to ask you to speak informally on the White House viewpoint on the issue of alcohol beverage advertising and legislation.

Such a meeting with this vitally-interested group would give us all a chance for a valuable exchange of information and ideas. We hope you'll be able to be with us.

Sincerely,



Vice President
Public Affairs

Bernard Ryan, Jr./mil

Dear Bernie:
Thanks so much for inviting me to visit and have lunch with you and your colleagues. I found the discussions rewarding and refreshing. work toward a
Come see me sometime and lets together
positive solution to a mutual challenge



THE WHITE HOUSE

WASHINGTON

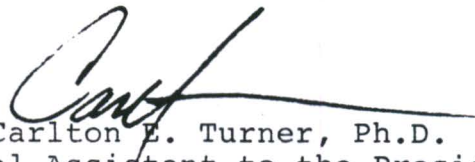
February 1, 1985

Dear Howard:

Good luck in your endeavor to solve the problems associated with alcohol advertising.

It is our hope that a common goal can be set and met. Best regards,

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. Howard Bell
American Advertising Federation
1400 K Street, N.W., Suite 1000
Washington, D.C. 20005

THE WHITE HOUSE

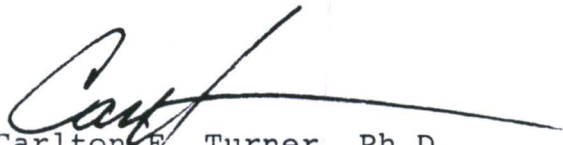
WASHINGTON

February 1, 1985

Dear Dan:

Thank you for sharing ideas with me. You know my position. Hopefully, we can come to a logical conclusion. Best regards,

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. Daniel Jaffe
Senior Vice President
American Advertising Federation
1400 K Street N.W., Suite 1000
Washington, D.C. 20005

THE WHITE HOUSE

WASHINGTON

February 1, 1985

Dear Mr. Abbott:

Thank you for taking the time to discuss advertising issues with me.

We all have a common goal: preventing alcohol use by young people. Together, we can do what needs to be done. Hopefully, all those concerned will pull together for the common goal.

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. Lee Abbott
Nabisco Brands
USA
East Hanover, New Jersey 07936

THE WHITE HOUSE

WASHINGTON

February 1, 1985

Dear Sam:

It was good meeting and discussing advertising issues with you. I enjoyed the informal lunch and look forward to seeing you again before long.

Regards,

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for drug Abuse Policy

Mr. Samuel Thurm
Senior Vice President
Association of National Advertisers, Inc.
1725 K Street, N.W.
Washington, D.C. 20006

COPY

December 17, 1984

Dear Mr. O'Toole:

Your views and concerns over public response to beer advertising were appreciated. We share a common goal in wanting to protect corporate rights to advertise.

Without some corporations accepting responsibility, however, I believe legislative initiatives may need to be used to correct what many perceive as irresponsible advertising.

I have enclosed a copy of "The 1984 Federal Strategy for the Prevention of Drug Abuse and Drug Trafficking." It puts forth the Administration policy and has been accepted by the President.

Once again, thank you and if we can be of any assistance, do not hesitate to call. Regards,

Sincerely,

Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. John E. O'Toole
Chairman of the Board
Foote, Cone & Belding
101 Park Avenue
New York, New York 10178

COPY

December 17, 1984

Dear Mr. Matthews:

Thank you for sharing your ideas with me regarding beer advertising. Public response to these commercials is becoming more vocal. Hopefully all concerned parties can make changes. I hope desired results can be obtained without legislation.

Enclosed is a copy of the Federal Strategy. I am sure you will find it interesting as it sets the Administration policy and has been accepted by the President.

Best regards,

Sincerely,

Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. Leonard S. Matthews, President
American Association of Advertising
Agencies, Inc.
666 Third Avenue
New York, New York 10017

Burson-Marsteller

Washington

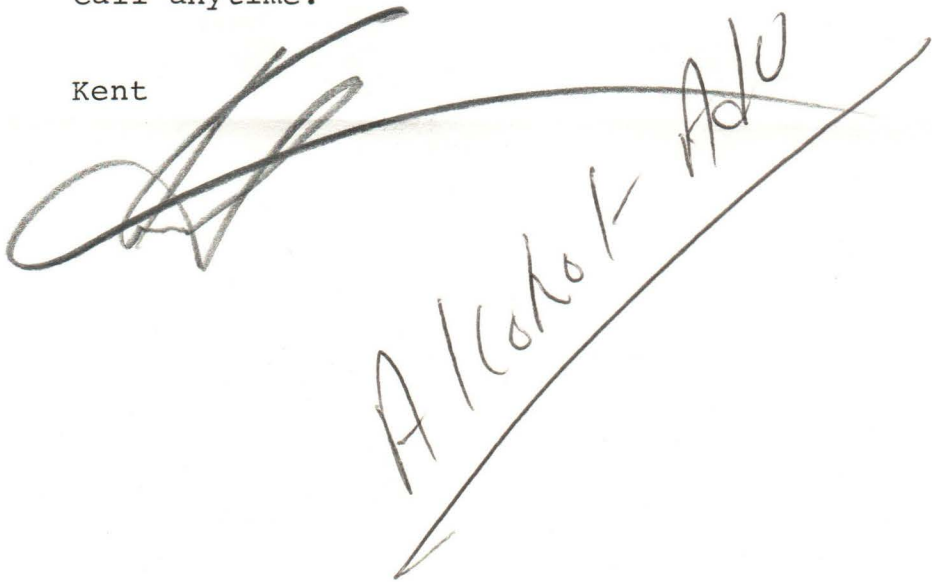
SUE:

Enclosed is Ad Age article in question.

I have also enclosed a couple more articles
from Monday's issue.

Call anytime!

Kent



A handwritten signature, possibly 'Kent', is written over a large, sweeping horizontal line. Below this line, the words 'Alcohol-Ad' are written in a cursive, handwritten style.

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Prairie View, IL 60069 312/634-2600
VANCE PUBLISHING CORPORATION

Johnson lotion finally rolls out

By LAURIE FREEMAN

RACINE, Wis.—After delays marked by an agency change, S.C. Johnson & Son is finally introducing Curel, its entry into the therapeutic skincare lotion market.

TV spots, themed "New Curel: The lotion that ends dry skin," broke last week, with 50¢-off coupon support to follow in Oct. 14 Sunday newspaper supplements (AA, Oct. 1).

An estimated \$10 million in advertising accompanies Johnson's nationwide launch of the product into the \$440 million hand and body lotion category. But that entry has been stymied by the company's apparent hesitation to bring Curel out of test markets and make definite ad commitments.

Curel was scheduled to make its national debut at the end of June. But the company could not decide how to divide up advertising chores, sources indicate.

Post, Cone & Belting Communications, Chicago, which handles the company's Johnson Wax account placed Curel test-market ads in Portland, Me., and Tucson, Ariz., on an assignment basis in 1983. Creative work for Curel was done by Chicago free lancer Walter Perls, who specializes in new-products consulting.

Johnson is using Mr. Perls' creative work for Curel's national launch. However, J. Walter Thompson USA, Chicago, is doing media placement. Neither Johnson

nor FCB would comment on the agency change.

In its ads, Curel positions itself specifically against Keri lotion. Direct comparisons are made with Keri, and Johnson claims that "in blind-label testing, seven out of 10 consumers preferred Curel" to other skincare products.

Keri, marketed by Westwood Pharmaceuticals, Buffalo, and Vaseline Intensive Care, from Greenwich, Conn.-based Chesebrough-Pond's, are the leaders in the therapeutic skincare lotions segment.

Therapeutic lotions account for 40% of over-all skin-lotion sales, Johnson noted.

Mr. Perls also helped launch Johnson's Agree shampoo and conditioner line and created the company's Soft Sense tv spots. FCB, however, is the agency of record for Soft Sense, the No. 3 brand in the estimated \$250 million cosmetics segment of the category.

Curel is being promoted as the lotion that "delivers extra effective moisturizing that, with regular use, ends the problem of dry skin," said Gregory Schutz, new-products manager in Johnson's personal care division. Curel contains petrolatum, which slows moisture evaporation, and glycerine, which adds moisture to the skin, Mr. Schutz said. Curel lotion comes in two sizes, a 6-oz. bottle, retailing for \$2.79, and a 10-oz. size for \$3.99. A 3-oz. Curel cream in a tube is priced at \$1.99. #

Brady's Bunch

Good news for those of us who thought civilization died just a little bit when they closed down **Abercrombie & Fitch** in New York. A new, smallish A&F shop is opening at South Street Seaport. The festivities take place Thursday evening, black tie or sparse grey hackle.

Mondale and Reagan cigars, costing a buck apiece, will be sold tomorrow in Grand Central Station in a sort of instant popularity poll. Having tried the cigars (one of each, with the candidate's face on the band), I can pronounce them excellent. Which is more than I can do for the candidates.

Boys' Life magazine informs us 54% of its subscribers own their own personal computers. What the hell is happening to teen agers these days? Doesn't anyone shoot pool or go out with girls anymore? When I was a subscriber to *Boys' Life* you were considered comfortably off if you had a penknife.

Tolman Geffs, a very smart guy who lives out in Newport Beach, Cal., and intends to stay right there, has launched his new how-to magazine, *Personal Investor*. **Priscilla Meyer** from *Forbes* and Jack Egan from *New York* will edit it for Geffs, who also owns and runs *Registered Representative* mag. The preview issue on my desk is promising. It says it will not only teach me how to read the *Wall Street Journal* "like a pro" but how to fold it.

The Sierra Club magazine's endorsement of **Mondale** carries a full color photo of Fritz fishing for walleye pike.

Great cover on the current *Forbes*, a monkey in a three-piece suit, standing in front of a blackboard. Coverline: "These days everyone's a financial planner."



McEnroe



Murdoch



Garner

Livingston Taylor, "Sweet Baby James" Taylor's kid brother, thinks MTV has opened the way for more music on television. His new syndicated weekly show, "This Week's Music," made its debut last week in the top 30 markets. Liv says he's confident even Bruce Springsteen will do the show.

Earl Blackwell, creator of *Celebrity Service* and well known New York man-about-town, is ailing. Earl's the very nearly constant companion of syndicated fashion columnist Eugenia Sheppard. The two also collaborated on a couple of novels, one a best seller.

Charles Dickens would be appalled. The Pussycat Theater on Broadway is marqueeing a new porn film: "Great Expectations."

Britt Ekland has a good line in her new book, "Sensual Beauty." Britt, now 41, says women "can't go wrong with red nails and black lingerie."

Jane Gilchrist sent me the new (1985) *Sports Illustrated* swimsuit calendar and I'm still in something of a state of shock. Those girls make **Christie Brinkley** look anorexic.

Great Tom Shales interview with **Jim Garner** in the *Washington Post's* "Style" section. Garner's comments about Universal Pictures, with whom he's in litigation over profits or lack of same from "The Rockford Files": "They're a bunch of crooks... the Mafia's not as big as these people... they can do it with a pencil."

Keep the evening of Oct. 30 open if you're going to be in New York. All the top sportscasters are hosting a dinner at the Waldorf, raising money for something called "War-on-drugs." Slated to be there, **Bill Buckley**, **Elizabeth Taylor**, **John McEnroe**, **Donald Trump**, **Jack Kemp**, **Andy Warhol** and **Leroy Neiman**. What Warhol has to do with sport eludes me, but still...

Us magazine looking much better.

Los Angeles sources tell me another newspaper isn't what **Rupert Murdoch** is shopping for out there but a movie studio.

Hollywood just "roasted" *Herald-Examiner* columnist **Jim Bacon**. A couple of years ago they held a testimonial dinner for him and everyone showed up but Bacon.

A new UCLA psychiatric study says artists, writers and poets are 35 times more likely to be nuts than the general population. Makes sense.

Vassar grads stick together. **Meryl Streep**, who shies away from the usual Hollywood publicity mills, cooperated with **Diana Maychick** for a new bio coming out next month from St. Martin's Press. When not doing books about Vassar girls, Miss Maychick writes entertainment for the *New York Post*.

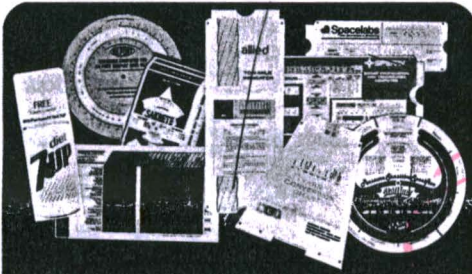
John V.R. Bull, ombudsman at the *Philadelphia Inquirer*, told a newspaper features council meeting in Chicago that newspapers lose 83% of the libel cases that go to juries while manufacturers lose only 38% and doctors only 33% of analogous jury trials.

By James Brady

Look for James Brady's essays in Thursday's ADVERTISING AGE.

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Gail
CT

Reagan adviser opposes booze-ad ban

Alcohol + Adv

Reminder
CT
you wanted
to call Virginia
Ed

By STEVEN W. COLFORD

WASHINGTON—President Reagan's consumer affairs adviser says she doesn't think beer and wine advertising should be banned from radio and tv.

The comments, made last week by Virginia Knauer, special adviser to the President and head of the U.S. Office of Consumer Affairs, came as alcoholic beverage marketers escalated their battle with consumer groups lobbying to force those ads off the air.

"I don't think there would be any effect if they banned wine and beer ads," Ms. Knauer said. "There is a ban on hard-liquor advertising and it hasn't reduced consumption."

Ms. Knauer's comments came in an interview with ADVERTISING AGE at the kickoff of another anti-drunken-driving campaign. It marked the first time an administration official took sides in the controversy.

Her remarks also might tend to defuse fears within the alcohol and advertising industries that the Department of Justice is setting up for the kill.

Justice's office of juvenile justice and delinquency prevention has convened a series of meetings for alcohol advertisers, media representatives, business and consumer

groups to review what various interests are doing to combat alcohol and drug abuse among children, and what might be done.

The ban-the-ads movement has enlisted support of such groups as the National Parent-Teachers Assn. and the Consumer Federation of America.

Ms. Knauer was on hand for an announcement by the National Licensed Beverage Assn. of a joint nationwide campaign, called Techniques of Alcohol Management, to educate bartenders and servers on how to recognize and cope with potential drunken drivers. The campaign began about a year ago in Michigan, and now is going national.

Ms. Knauer appeared on the podium at the news conference with NLBA officials and representatives of Detroit-based Stroh Brewery, TAM's corporate sponsor.

She hailed the TAM program as an example of how industry is "taking a leadership role in combating many marketplace problems and social ills."

In her comments to AD AGE, Ms. Knauer said the growing national fixation with health and diet suggests a turning away from alcohol abuse and other overindulgences. "Raising the consumer's consciousness on moderate use is the way to do it," she said. #

Sent Issues Alert &
Presidential Quotes
on 12/3/84

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RT ALTER

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on Page 100)

Alcohol advertisers fear more U.S. control

By STEVEN W. COLFORD

WASHINGTON—Is the federal government laying the groundwork for a more active role in controlling the promotion and availability of alcoholic beverages?

This fear appears to be growing among a select group of alcohol beverage marketers and media executives who attended a Department of Justice conference here on juvenile alcohol abuse.

Ad industry representatives who attended the closed two-day workshop last week were less suspicious, but they were nevertheless perplexed by what the department wanted to accomplish. It invited more than 40 groups to discuss what can be done to stem juvenile abuse of alcohol and drugs.

The inclusion of illegal drugs as a discussion topic also left a bad taste in the mouths of many attendees, sources said. They disagreed with contentions by department officials that alcohol use, or abuse, is the first step down the path to drug abuse and addiction. First Lady Nancy Reagan has been involved in a number of activities aimed at curbing drug abuse.

Another sore point was the exclusion—inadvertent, the department said—of the Advertising Council, the industry's public service arm, from the meeting.

The session's list of invitees reads like a Who's Who in the world of alcohol advertising: Adolph Coors Co., Anheuser-Busch, Miller Brewing, U.S. Brewers Assn., Distilled Spirits Council, Assn. of National Advertisers, American Assn. of Advertising Agencies, Advertising Federation of America, U.S. Chamber of Commerce, American Newspaper Publishers Assn., American Council on Alcoholism, National Conference of State Legislators, Television Bureau of Advertising, ABC, CBS and NBC. Interspersed among them were some interested but not officially invited groups, including the Center for Science in the Public Interest, one of the bigger thorns in the saddles of alcohol advertisers.

Several attendees agreed to discuss the session only if their identities were not disclosed.

A representative of a media group said James Wooton, deputy administrator at Justice, through veiled suggestions, conveyed the impression that the federal government was prepared to take a tougher stand on what might be permitted in alcohol ads if the assembled groups were unable to reach a consensus on how to attack the problem of juvenile alcohol abuse.

Even more incensed by the meeting's tone was an

(Continued on Page 100)

Highlights

Services assigned its advertising to Foote, Cone & Belding, Chicago, it did a shrewd thing: Pearle gathered the agency's personnel and offered a champagne toast to FCB for its role in the company's increased sales. See Page 4.

FORUM

Cabbage Patch Kids need tender loving care—and a line on the family budget, writes Nancy

and a sponge that absorbs cooking oil and grease. See Page 58.

The French are bringing a new retail concept to the U.S. when Bigg's, a single-level, self-service "hypermarket," selling a wide range of low-price products, opens in Cincinnati. See Page 60.

Canadian advertisers are up in arms over the flood of U.S. ads appearing on Canadian tv screens coast to coast. The ads are popping up on U.S. cable program services that have been on the

Landau hoists Dittler over ABC as top creditor

By ROBERT RAISSMAN

NEW YORK—Robert Landau Associates last week revised its list of creditors in a petition for reorganization under federal bankruptcy rules. It dropped ABC as its biggest

Mr. Lazarus resigned his post at ABC two weeks ago after an internal investigation of ABC's dealings with RLA, an advertising/sports marketing company (AA, Oct. 1). Mr. Lazarus resigned over a contract squabble, ABC said.

Soap and burgers: McDonald's and Procter & Gamble are teaming up in the St. Louis area, offering a free Big Mac in return for proofs of purchase from three P&G products. The print, newspaper, radio and tv campaign broke Oct. 7 via Stolz Advertising, St. Louis.

McDonald's local tie 3 P&G

By LOR

St. Louis—Two giant marketers—Procter & Gamble and McDonald's—have joined forces for a

The area's 100 McDonald's franchisees are offering free Big Macs for customers who bring in a redemption certificate with three proofs of purchase from Cheer detergent, Ivory soap and Crest toothpaste. The offer is being supported by newspaper, radio and tv advertising run-



... , Dennis Sharpen Focus

By MARK LIFF

To support its contention that the nation is better off now than during the Carter-Mondale administration, the Reagan-Bush '84 campaign rolled out spots last week that spotlight "average" Americans who were out of work four years ago but who now are gainfully employed.

The Democrats, meanwhile, rolled out the heavy artillery Oct. 5, breaking a network tv spot that links President Reagan and Rev. Jerry Falwell, founder of the Moral Majority.

The spot, called "Invitation," depicts an American family that receives an invitation to join the Republican party.

It describes the policies of the Republicans—as seen by the Democrats—including a secret war in Central America, opposition by the Supreme Court to abortion and opposition to a verifiable nuclear

freeze, according to Judy Press Brenner, media director for the Mondale-Ferraro campaign.

"It's fairly rhetorical," Ms. Press Brenner said. The spot, which runs through the middle of this week, ends with the tag: "Think about that."

The Republican spots are part of a Reagan campaign effort to fine-tune the media focus as the reelection drive pushes into its final four weeks.

As Walter Carey, exec vp-chief operating officer of the Tuesday Team, sees it, "It's a unique wrinkle—more reportage."

Mr. Carey said the 30-second spots have "more thinking into production" than some previous efforts.

The Tuesday Team, which is mapping the latest strategy and handling the campaign's advertising, also broke five-minute spots featuring President Reagan speaking to viewers from the Oval Office

of the White House. These spots show the President discussing basic issues and "how he sees the choices to be made," Mr. Carey said.

The concept apparently is consistent with what was detailed by other Tuesday Team officials in previous interviews with ADVERTISING AGE. These officials said Mr. Reagan would focus on individual issues, stressing the achievements of his administration.

The Democrats' effort seems intent on changing the perception of Mr. Mondale and molding him more in the Kennedy image.

"He's Kennedy-esque in that he cares about people; he wants to touch them and respond to their questions," Ms. Press Brenner said.

The spots thus depict Mr. Mondale and the "magic when he hits the crowd," she added.

The campaign also intends to continue airing its five-minute spots, she said. #

Lamb hops to Bu

CHICAGO—With the playoffs for the Miller High Life account about to begin, Leo Burnett USA has added a veteran pitcher to its staff.

David Lamb, named group creative director only two weeks ago at Needham Harper Worldwide here, has jumped teams and today joins Burnett as a creative director.

At Needham, Mr. Lamb handled Anheuser-Busch's Bud Light and Busch beer. His Bud Light work earned him Clios in 1982 and '83, and two Gold Lion awards at this year's Cannes festival.

Mr. Lamb was an assistant creative director at Burnett between 1972 and 1976 before moving to Backer & Spielvogel, High Life's current agency. He joined Needham as a creative director in 1980.

Curt Olson will succeed Mr. Lamb on the A-B accounts, Needham said. Mr. Olson also just switched teams, moving from Burnett, where he was vp-creative director, to Needham as creative director.

Mr. Lamb is action immediate Miller Brewing game. Presentations are set for Nov.

Other teams' account are Backer & Spielvogel, N W Ayer, Jc McGrath, and Thompson USA.

Alcohol

(Continued from Page 2)

alcohol industry representative who said it was run by "neo-Prohibitionists" who had "all the earmarks of wanting to control the availability of alcohol.

"The impression was very adroitly created that somehow media has an adverse effect on youth," he said.

"They even wanted us to approve as a national policy abstinence for anyone below 21 years old," he added.

Advertising groups that attended felt the government was not point-

ing any fingers at them yet, but said the agendaless meeting left participants wondering what the department wanted to achieve.

"They want a commitment from everyone to work together to try to come up with a solution," one advertising industry official said, "but they also seemed oblivious to what we already have been doing with public service programs and the like."

Another advertising industry official jumped on the government's attempt to "lump together" alcohol and illegal drugs, and to come up with one "silver bullet" answer.

"They were trying to suggest that the later in life self-initiated drinking starts, the less likely it is

to lead to alcohol abuse," he said. "There was a lot of disagreement on that idea."

The Justice Department declined to discuss the meeting, however it did release a brief statement saying the forum was arranged "for the discussion of ways in which society's resources can be effectively directed to the problem of substance abuse by adolescents."

A steering committee from last week's meeting is scheduled to meet again Oct. 29, and the Justice Department plans three more sessions—one for health groups, another for consumer/citizen organizations and a third for businesses that have implemented employee alcohol programs. #

Crawford

(Continued from Page 2)

"Live from the Met."

His communications-related goals for his new job will include exploring ways to reduce ticket subscription marketing costs and increase revenues through videocassette sales.

That's about where the resem-

so that we will have a sound financial base year in and year out.

"There is a definite opportunity to reduce expenses in the way we warehouse, the way we put productions on stage."

Last year was the Met's centennial, and the organization operated in the red as it celebrated.

It expanded its repertoire of 20th-Century works and large-scale productions. But for its fiscal year ended July 31, the opera lost

Met's total revenues.

And the Met's 2,000 employees, many of whom are parttime, contrast with BBDO's work force of double that number worldwide.

Mr. Crawford is no stranger to fund-raising, having spent his first four years after graduating from the Wharton School of Finance & Commerce raising funds while on the staff of the University of Pennsylvania before starting his advertising career in 1958.

Schmetterer named for Havas/Marst

By STEWART ALTER

Havas Conseil Marsteller, the new \$500 million agency formed as a joint venture between Young & Rubicam and Eurocom S.A. (AA, Sept. 27), has reached into the ranks of Scali, McCabe, Sloves for its president.

Robert Schmetterer, who will become president of the merged agency, set to start business Jan. 1, has spent 13 years at Scali, the last four as managing director and chief operating officer of the New York office.

Scali, a subsidiary of Ogilvy & Mather International, was close to forming its own link with Eurocom's Univas, but that deal fell through (AA, Jan. 14).

However, the decision to hire Mr. Schmetterer is said not to have had anything to do with those negotiations.

"He was involved in those nego-

tiations to a certain degree, but not to a major degree," said agency president Ed McCabe.

Mr. Schmetterer, who was not available for comment, was quoted in a press release as trying to put the meani can-French par spective.

"There is a lot about 'Eurostyle' the 41-year-old mostly about gra talk has missed t agency will hav opportunity and ch the strengths, the cial vision of each we are involved."

SRI finds support for beer, wine ads

By SCOTT HUME

While consumers give beer and wine marketers a narrow vote of confidence on the question of continued tv advertising, they overwhelmingly agree that advertising for cigarettes and liquor should not be on tv.

According to a December survey by SRI Research Center, Lincoln, Neb., most respondents expressing an opinion believe beer and wine advertising should continue to be permitted on tv.

But those majorities are slim, especially regarding beer ads, and the hot issue of banning beer and wine spots may get hotter.

Of a nationally projectable sample of 1,253 adults, 49% said beer commercials should continue to be permitted on tv. Another 43% said such ads should be banned from the airwaves, while the remainder had no opinion.

That opinions on alcoholic beverage advertising should be so closely divided may not come as a surprise to the beer marketers, network executives, regulatory commissioners and legislators who have been deluged with arguments for and against a ban.

But equally significant, said SRI

research analyst Bob Nielsen, is the relatively low percentage of the sample that had no opinion. Battle lines have been drawn.

Consumers viewed wine advertising slightly more charitably. Fully 50% of the sample said it should be allowed to continue on tv, while 41% said it should not and

Sen. Paula Hawkins is slated to begin hearings of the Senate alcoholism and drug abuse subcommittee. See Page 71. "Make sure the brewery sparkles." An editorial on Page 12.

8% had no opinion.

Beer's heaviest-user groups were the staunchest defenders of its advertising. Males were more likely to permit it than were females. Among respondents between the ages of 18 and 24, 65% were for continued advertising, 31% against. Only 33% of those 65 or older favor a continuation and 52% oppose it.

"Age 45 seems to be the break point in opinions on beer," Mr. Nielsen said.

Interestingly, support for continued beer commercials rises with
(Continued on Page 71)

Advertising Age
January 14, 1985

Beer ban

(Continued from Page 4)

income, and respondents in the North Central states are the most supportive.

In addition to mounting concerns about alcohol abuse and drunken driving, the substantial support for the federal ban on cigarette advertising and the voluntary ban on hard liquor spots on tv may be a factor in the opposition to beer and wine ads.

Congress outlawed cigarette tv and radio advertising more than a decade ago, and distillers and broadcasters have adopted voluntary policies to keep liquor ads off

the airwaves.

In the SRI sample, only 27% believed cigarettes should be allowed to advertise on tv; 66% favored continued prohibition. One-third of the sample favors permitting commercials for distilled spirits, while 60% do not want to see them on the air.

Beer and wine marketers argue that their products not only are legally sold, but are not harmful when consumed in moderation. As such, they say, advertising for their products should not be barred. However, the depth of support for the elimination of tv advertising for cigarettes and liquor, also legally sold products, may lessen the persuasiveness of the beer and wine marketers' stance.#

Liquor ads under fire in Georgia

ATLANTA—A new battlefield in the war to ban alcohol advertising opens today. A Georgia state legislator is introducing a bill to prohibit virtually all print and electronic ads for liquor in the state.

Georgia is believed to be the first state in which legislation banning alcohol advertising has been introduced, though legislatures in at least three other states—Massachusetts, Pennsylvania and Rhode Island—have adopted or are considering resolutions asking for national legislation (*see related story on Page 71*).

Rep. Rudolph Johnson said only magazine and cable alcohol advertising will be spared by his bill. Mr. Johnson claims his proposal enjoys broad legislative support and is certain to pass because of the public's heightened awareness of drunken driving and alcohol abuse by teen agers.

Viewpoint: Editorial

Make sure the brewery sparkles

Beer and wine advertising on tv looks to be the issue of 1985. The dreaded word "ban" has been hurled around rather recklessly, and we see 1969 all over again.

That, you'll remember, was when the issue of cigaret advertising on tv and radio was really smoking on Capitol Hill. Could 1985 possibly turn out to be another 1969 as regards the right to advertise? Both houses of Congress have put the matter on their agendas for early consideration, though advertising is just one aspect of their over-all concern with alcohol abuse and drunk drivers.

It's troubling to see a statement in these pages late in '84, attributed to the Assn. of National Advertisers leadership, expressing concern about "any precedent" that threatens the right to advertise a lawfully sold product, for the precedent is there—an unfair, unsound and, in the end, not very effective law passed by the U.S. Congress in March, 1970, and upheld by the U.S. Supreme Court in April, 1972.

Given that latter fact, it's also a little disturbing to read about a law "expert" assuring a December gathering of the American Advertising Federation that the odds were "pretty good" a possible ban on alcoholic beverage ads would be held unconstitutional by the High Court. That could cause advertising people to let up, resting assured. All involved industry elements must be working hard against the eventuality.

Some positive steps have been taken by the National Assn. of Broadcasters, the tv networks, the AAF and others. The brewing industry, through the U.S. Brewers Assn., is active in

educational programs as well. But while this newspaper will always speak out for that industry's due access to the broadcast media, it doesn't believe promotional practices that play into the hands of those seeking a ban should continue.

At a meeting last fall, an official of the federal Bureau of Alcohol, Tobacco & Firearms took issue with brewery-sponsored activities like "wet t-shirt contests and chug-a-lug competitions on college campuses." Of course campus chug-a-lugs will never stop, but industry support of them must; a requirement that beer wholesalers ask the college first is not enough. For a beer brand to sponsor excessive drinking by young people is unconscionable, and particularly ill-advised given the public hearings that soon will be going on in Washington. Also inadvisable: Beer commercials about runners starting a run. Questionable marketing tactics are now more questionable than ever.

History is not to be ignored, and for that reason we decided to dig through the ADVERTISING AGE archives on the cigaret ad ban case, for whatever illumination they may provide.

In 1969, a number of proposals were made from within the industry to defuse the threat of an outright cigaret broadcast ad ban, but they were rejected outright in a "stand-pat" position by the then-more-powerful and important NAB. Former U.S. Sen. Frank Moss at that time opined that the industry might have avoided further government action if it had shown evidence of a willingness to self-regulate. Such a willingness should be as clear as pure spring water this time around.

Congress to hear CSPI

By STEVEN W. COLFORD

WASHINGTON—The leading nemesis of beer and wine advertising on tv, the Center for Science in the Public Interest, gets its moment in the congressional sun next month—much to the chagrin of alcohol advertisers.

Although the expected presence of the CSPI at the Feb. 7 hearing of the Senate alcoholism and drug abuse subcommittee comes as no surprise, it nevertheless disappoints some in the alcohol and advertising industries who would prefer to cross verbal swords with less harsh critics.

But even though the subcommittee has not drawn up an official

witness list, it was expected that representatives of the various alcohol industries, advertising groups, networks and media would get the opportunity to testify before the panel, chaired by Sen. Paula Hawkins (R., Fla.).

Although her attitude toward beer and wine advertising on tv is officially undetermined, Sen. Hawkins has expressed concern that alcohol advertising is particularly threatening to youngsters.

She also has said that youngsters naturally move from alcohol to narcotics—an association repugnant to alcohol interests, who emphasize the difference between a legal product that can be abused and an illegal substance.

Because of the volume of dollars involved—more than \$700 million for tv and radio in 1984—the alcohol advertising issue has become the top priority at the National Assn. of Broadcasters, American Advertising Federation, U.S. Brewers Assn. and virtually all other interested groups.

Neither side holds conclusive evidence, but the pro-advertising side is expected to flood the Senate panel in a sea of statistics from Scandinavia and countries where alcohol advertising is prohibited, but where alcohol consumption and alcoholism remain high.

Beer, wine and advertising interests also will cite the decline in U.S. alcohol consumption and in-

voke their First Amendment right to commercial free speech—an argument that Mike Jacobson, the CSPI's director, has labeled a "red herring."

On the other side of the fence, the CSPI, based on history, will rely on the conclusions of a 1981 study by two Michigan State University researchers who said advertising increases consumption 10% and prompts alcohol abuse.

The CSPI also is expected to try to shift the burden of proof onto the industry and argue that beer and wine advertisers should be forced to show their advertising and marketing methods do not promote alcohol abuse, especially among teen agers.

The Federal Trade Commission, another potential witness at the

Hawkins hearings, has not responded to the CSPI's 1983 petition for a commission-ordered ban on beer and wine ads on tv.

Chairman James Miller III last week said he did not expect to have a response before the Feb. 7 hearing, but would be able to "articulate" the FTC's position if called to testify.

Mr. Miller, who sees more problems with beer ads than with those for wine, also hinted that the FTC will reject the CSPI request for an industrywide ban.

He said the FTC's unfair practices authority could not serve as the legal basis for industry rule-making but could, like its deceptive practices authority, be used for a case-by-case review of beer and wine ads. #