

Initiative Measure No. 194

OFFICIAL BALLOT TITLE

Restricting Television Alcoholic Beverage Advertising.

AN ACT To prohibit television advertising of alcoholic beverages between the hours of 8 a. m. and 10 p. m.; declaring the use, sale and advertising of such beverages to be a matter of public policy; providing penalties for the violation of this act and repealing all acts in conflict therewith.

Be it enacted by the People of the State of Washington:

SECTION 1. The people of the State of Washington declare, as a matter of public policy, that the sale and use of liquor in this state, as expressed in the laws relating to and regulating the same, are not to be unlimited but are to be strictly controlled to protect the public generally, and minors particularly, to the end that the exercise of the privilege to sell or use liquor be not a source of inducement to the youth of the state; and further, that it is not the intention of the people to permit the unlimited advertising of liquors, and the conditioning of youth thereby to the acceptance of the use of liquor as a normal or desirable social custom.

SEC. 2. There is added to chapter 62, Laws of 1933 extraordinary session (Title 66, RCW), a new section to be known as section 43a, to read as follows:

No manufacturer, importer, wholesaler, retailer, or licensee of liquor or any representative thereof subject to the jurisdiction of the board shall broadcast or cause to be broadcast by means of television,

any advertisement of liquor on any day between the hours of 8:00 a. m. and 10:00 p. m. thereof.

Any person who violates the provisions of this section shall be subject to revocation of his license and to the penalties prescribed in section 93, chapter 62, Laws of 1933 extraordinary session as amended by section 16, chapter 174, Laws of 1935 (RCW 66.44.180), and the board shall notify the manufacturer, importer, wholesaler, retailer, or licensee, or any representative thereof, subject to the jurisdiction of the board, from whom the board or licensee has made purchases and apprise them that such advertising is in violation of sections 1 and 2 of this act and that, until the act is complied with, the board will not make or permit further purchases from them.

SECTION 3. All acts or parts thereof in conflict herewith are hereby repealed. The provisions of this act are to be severable, and if any section, subdivision, sentence, clause, phrase, or word of this act shall be held to be unconstitutional or invalid, such decision shall not affect the validity of the remaining portion of the act.

STATE OF WASHINGTON—ss.

Filed in the office of the Secretary of State March 26, 1954.

EARL COE,
Secretary of State.

ARGUMENT FOR INITIATIVE MEASURE NO. 194

The issues involved in Initiative Measure 194 are simple, and can be outlined briefly. Spokesmen for the alcoholic beverage interests have openly declared their intentions, through advertising, of inducing teen-agers and younger children to eventually become users of alcoholic beverages.

They have used many devices to arouse the interest of youngsters, even to the point of attempting recently to market in the State of Washington, a beverage of low alcoholic content which could be purchased by children.

Television is the most effective mass advertising media ever devised because it appeals to the eye as well as to the ear, thus creating a dual impact. As a technique for indoctrinating the younger generation, the beverage interests have exploited the Walt Disney type of animated cartoons. The public is, of course, thoroughly familiar with the broad application of this advertising technique by beer and wine companies.

In judging the merits of the issues involved in Initiative Measure 194, the voter should keep in mind that there is no way in which the sponsors of the measure can gain financial profit or reward, regardless of the outcome at the polls. In contrast, the opposition is prompted **only** by personal financial gain quite apart from the important humanitarian consideration involved, and in spite of the tremendous social damage such audio-visual advertising can do.

The voter should also be wary of the efforts that will be made to distract his attention from the real issue at stake: **"Are we going to continue to allow television advertising of liquor products in our homes during the hours that children are viewing?"**

Major efforts will be made to confuse the voters by claiming that this is a step toward prohibition. This measure **does not prohibit** but rather regulates the hours which the alcoholic beverage interests may employ for advertising. They will charge that it is discriminatory. It is not discriminatory but it is in keeping with the fact that the liquor business has been declared by the U. S. Supreme Court to be fraught with dangers demanding special regulations to safeguard the public welfare. They will further charge that it violates the principles of freedom of speech. It does not violate freedom of speech for it does not regulate the television industry but merely extends regulations which already govern the advertising practices of the liquor interests.

It is important to observe that those who oppose Initiative Measure 194 will not debate the real issues involved, which are, alcoholism, juvenile delinquency, broken homes and abandoned children.

WASHINGTON TEMPERANCE ASSOCIATION
5131 Arcade Building
Seattle 1, Wash.



STATE OF WASHINGTON—ss.

Filed in the office of the Secretary of State August 20, 1954.

EARL COE, Secretary of State.

"CENSORED"



MEN AND WOMEN AGAINST PROHIBITION

STATE OF WASHINGTON—ss.

Filed in the Office of the Secretary of State August 16, 1954.

EARL COE,
Secretary of State

ARGUMENT AGAINST INITIATIVE MEASURE NO. 194

194 IS DISCRIMINATORY

Advertising is an integral part of sales. If it is legal to sell any product it should be legal to advertise it. To say— "You can sell this, but you must not advertise it;" —or "You can advertise this, but not advertise something else," is the rankest kind of discrimination, contrary to every principle of fairness.

"CREEPING PROHIBITION"

It is quite plain that the ultimate aim of the Temperance Association is Complete Prohibition again. The same tactics are being tried elsewhere in the U.S.—the "creeping Prohibition" idea. Bills to prohibit alcoholic beverage advertising have been several times introduced in Congress and failed. A similar attempt failed of passage in the recent Michigan Legislature. Oregon in 1950 defeated a similar measure on advertising (a Portland newspaper called it "Prohibition by indirection").

Here in Washington the Prohibitionists have been tireless in their efforts. In 1948 the Washington Temperance Association sponsored Initiative 13, which would have prohibited the sale of beer and wine anywhere except in state liquor stores. The people overwhelmingly voted it down.

In May, 1954, the Executive Director of the Temperance Association sent a letter to his membership about Initiative 194 in which he said:

" . . . If we succeed other restrictions (we have been told) will be imposed by the Liquor Control Board."

(The Liquor Board, we understand, has repudiated this statement.)

PRESSURE ON THE LEGISLATURE

To further illustrate how the Temperance Association is attempting to move, step by step, in the direction of Prohibition, another letter from the Association—this time to members of the Legislature—said:

"Also we would like to ban the sale of fortified wine in the state. I am enclosing a suggestive bill which somebody may want to rewrite and put through the Legislature."

Remember how the Prohibitionists in their heyday dominated not only state legislatures, but successive Congresses?

Creeping Prohibition again! One step at a time.

THE BROADCASTING INDUSTRY ACCEPTS ITS RESPONSIBILITY

The broadcasting industry has shown its desire to regulate itself in the public interest. No radio or TV station will accept hard liquor advertising, anywhere in the United States.

How much better to have this kind of self-regulation than to resort to passing another law to regulate people's personal habits!

TV COMMITTEE—WASHINGTON STATE ASSOCIATION OF BROADCASTERS

STATE OF WASHINGTON—ss

Filed in the Office of the Secretary of State August 16, 1954.

EARL COE,
Secretary of State.