

THE *clipsheet*

NEWS LETTER FOR EDITORS

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November 15, 1957

Sports are a natural

BREWERS TRY PUBLIC RELATIONS

TO INCREASE BEER SALES

Brewers are pushing hard in their search for new customers to stop the downward trend in beer consumption. And sports is a natural in the all out effort to sell more beer through "public relations."

National Bohemian Beer is now going into high schools with a basketball clinic. Pressuring the Detroit Board of Education into reversing a long standing policy against renting school facilities for commercial enterprises, National Bo will conduct clinics for teenagers in the gymnasiums of five high schools in the Motor City. The proposal to rent the gyms was made by Bill Veeck, onetime owner of the Cleveland Indians, and a promoter for National Bo.

"I don't think this is good," said Edward Larimore, president of the Detroit Scholastic Coaches Association. "They tell us students should learn to live by the golden rule, and then they go out and approve brewery sponsorship of such clinics. If the Board thinks these clinics are good, then it should provide the sponsorship."

Coaches As Contacts

One of the latest gimmicks is Pabst's attempt to use football coaches as contacts on college campuses. First the coach gets a complimentary case of "some of the fine product produced by Pabst Brewing Company." Then comes a letter from Harvey Harman of Pabst telling the coach that the free case was "my way of letting you know that I am being retained by Pabst to do a public relations job for them among college students."

- more -

IT'S A FACT

ALCOHOL
OUTLETS

CHURCHES



443,057

305,449

THERE ARE MORE
ALCOHOL OUTLETS THAN
CHURCHES IN THE UNITED
STATES.

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One of these letters went to Earl Craven, head football coach at Taylor University in Indiana. His reply brought Pabst no pleasure. Said Crave :

"I am thoroughly acquainted with the fact that college students represent a very large area of patronage to your industry, and obviously the bulk of your future business is this generation. The only area in which I can express my admiration for your industry is in the fact that you leave no stone unturned to propagandize your product.

"My greatest disgust is in the fact that it is virtually impossible for me to view a sporting event on my television set with my children without having to sit through a well-planned appeal from you to them to get mixed up in the heart aches and moral decay you are inviting them into. I am further very much disappointed that you chose my position as an athletic coach on this campus to make contact with the young people here."

Players For Pitchmen

Miller Brewing Company is putting three Milwaukee Braves to work as special sports promotion representatives for the company. Named by Miller are Henry Aaron, the Braves star outfielder, Bob Trowbridge, Milwaukee hurler, and Joe Taylor, property manager and assistant trainer.

From now until February, the three Braves will travel the United States for Miller. Besides making appearances before athletic, church, civic and social groups, they will show sports films from Miller's library.

Some Say No

In direct contrast, two universities acted last week to divorce sports and drinking. In Baton Rouge, officials of Louisiana State University warned fans that the University's ban on drinking at football games would be strictly enforced. Law enforcement officers said persons observed drinking would be warned first and then removed from the stadium if they caused a disturbance.

The University of Pennsylvania has announced that no one will be allowed to drink liquor at home football games. And no one under the influence of liquor will be allowed in the stadium. The ban is actually enforcement of a long-standing regulation.

And 1000 fans toting liquor or beer to a recent Baltimore Colts game were turned back by police. Ten more inside the stadium were arrested on charges of disorderly conduct or drunkenness.

MISCELLANY

In Milwaukee, it was a costly World Series victory. The city spent about \$4000 to sweep away beer cans and other litter left by fans celebrating the Braves' victory over the Yanks.

Thinking of a hot toddy to ward off Asian flu? It won't help a bit, according to the Surgeon General of the United States. Says Dr. Leroy E. Burney, "I would know of no therapeutic reasons for giving alcohol during the attack, either for prevention or for treatment."

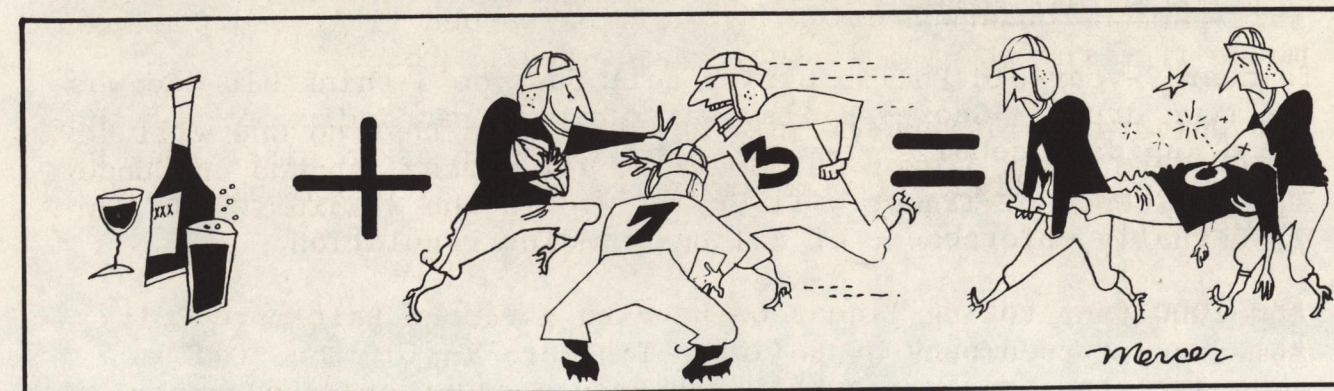
In Pennsylvania, excessive drinking was the chief cause of parole violations, according to the Pennsylvania Parole Board. A total of 1,549 parolees went back to prison from 1952 to 1957 and the violation of the rule against drinking was given as the cause in 804 cases (52 per cent of the total). Says the Board rule: "The excessive use of alcoholic beverages has contributed more to failures on parole than all other causes combined; therefore, it is wise to avoid all alcoholic beverages." Board Chairman Paul Gernert pointed out that while parolees seldom are returned for violation of one rule, drinking usually contributed to other failings such as loss of jobs or arrests for minor offenses.

At Fordham University, a regular course for social workers dealing with alcoholics is being offered in the School of Social Service. The lectures will cover legal, moral and medical aspects, women alcoholics and the extent of the problem in the U.S. Taking the course are case workers representing hospitals, courts, welfare agencies and probation offices, as well as students working for degrees.

In California, a new law requires courts to impose both a minimum five-day jail sentence and a minimum fine of \$250 on any driver convicted a second time of drinking and driving. The law also prohibits the court from granting probation or suspending sentence in such cases.

SIMPLE 'RITHMETIC

by Mercer



MISCELLANY (continued)

In St. Louis, Trans World Airlines is making it easier for their customers to get high, even before leaving the ground. Since liquor-by-the-drink is prohibited at Lambert-St. Louis field, TWA's new Ambassador Club will tag bottles for members of the Ambassador Club around the world and hold them until needed. Thirsty wayfarers will have to mix their own, though.

In Cuyahoga County (Cleveland), Ohio, 52 per cent of pedestrians killed in traffic accidents in 1956 had alcohol in their systems, compared to 31 per cent in 1955, according to Coroner Samuel R. Gerber. Among drivers killed 48 per cent had been drinking against 37 per cent in 1955. Among passengers killed, 75 per cent had been drinking, against 21 per cent the previous year.

Beer and stout are good for something, after all. In his column "How to Keep Well," Dr. Theodore R. Van Dellen reports that "The housefly's liking for beer or stout is of practical importance because these beverages can be added to poison to make them more attractive."

WHAT NEXT?

"Here's your bottle, what's your trouble?" may soon be the bartender's standard greeting.

Bartenders, according to a California Department of Public Health official, can be as useful in mental health work as professional psychiatrists. In fact, the doctor thinks the bartender might be in a better position than minister, teacher or lawyer to dispense helpful advice. Seems he helps people unload their troubles by listening to them talk them out.

Of course, the doctor isn't worried about whether they exchange one load for another.

HOW'S THAT AGAIN?

To hear 9-year-old Philip Billey tell it, you'd think his dad was the town drunk. George Billey was recently named director of the Grand Rapids alcoholism center. Philip, when asked his father's occupation, replied: "My father is the chief alcoholic in Grand Rapids."