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Final Report

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U.S. Department of Transportation
National Highway Traffic Safety
Administration

Alcohol/Safety Public Information Materials Catalog

Number 5

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Highway Safety Research Institute
The University of Michigan
Ann Arbor, Michigan 48109

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Technical Report Documentation Page

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16. Abstract The Alcohol/Safety Public Information Materials Catalog is designed for use by persons developing public information programs on alcohol and highway safety. It lists materials produced for campaigns along with journal articles and reports describing and evaluating such programs. Materials and reports listed in the catalog may be borrowed free of charge.					
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METRIC CONVERSION FACTORS

Approximate Conversions to Metric Measures

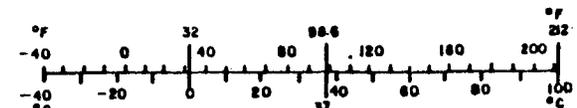
Symbol	When You Know	Multiply by	To Find	Symbol
LENGTH				
in	inches	*2.5	centimeters	cm
ft	feet	30	centimeters	cm
yd	yards	0.9	meters	m
mi	miles	1.6	kilometers	km
AREA				
in ²	square inches	6.5	square centimeters	cm ²
ft ²	square feet	0.09	square meters	m ²
yd ²	square yards	0.8	square meters	m ²
mi ²	square miles	2.6	square kilometers	km ²
	acres	0.4	hectares	ha
MASS (weight)				
oz	ounces	28	grams	g
lb	pounds	0.45	kilograms	kg
	short tons (2000 lb)	0.9	tonnes	t
VOLUME				
tsp	teaspoons	5	milliliters	ml
Tbsp	tablespoons	15	milliliters	ml
fl oz	fluid ounces	30	milliliters	ml
c	cups	0.24	liters	l
pt	pints	0.47	liters	l
qt	quarts	0.96	liters	l
gal	gallons	3.8	liters	l
ft ³	cubic feet	0.03	cubic meters	m ³
yd ³	cubic yards	0.76	cubic meters	m ³
TEMPERATURE (exact)				
°F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	°C

* 1 in = 2.54 (exactly). For other exact conversions and more detailed tables, see NBS Misc. Publ. 286, Units of Weights and Measures, Price \$2.25, SD Catalog No. C13.10.286.



Approximate Conversions from Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
LENGTH				
mm	millimeters	0.04	inches	in
cm	centimeters	0.4	inches	in
m	meters	3.3	feet	ft
m	meters	1.1	yards	yd
km	kilometers	0.6	miles	mi
AREA				
cm ²	square centimeters	0.16	square inches	in ²
m ²	square meters	1.2	square yards	yd ²
km ²	square kilometers	0.4	square miles	mi ²
ha	hectares (10,000 m ²)	2.6	acres	
MASS (weight)				
g	grams	0.035	ounces	oz
kg	kilograms	2.2	pounds	lb
t	tonnes (1000 kg)	1.1	short tons	
VOLUME				
ml	milliliters	0.03	fluid ounces	fl oz
l	liters	2.1	pints	pt
l	liters	1.06	quarts	qt
l	liters	0.26	gallons	gal
m ³	cubic meters	35	cubic feet	ft ³
m ³	cubic meters	1.3	cubic yards	yd ³
TEMPERATURE (exact)				
°C	Celsius temperature	9/5 (then add 32)	Fahrenheit temperature	°F



PREFACE

The purpose of the Public Information Materials Center is to foster coordination of public information campaigns and to encourage cooperation among agencies planning campaigns on safety-related subjects. The collection is primarily intended to aid in the design of public education programs by making available materials produced for previous campaigns.

We encourage those about to embark on a new program to use this unique Center to see what other organizations have created. Use of the collection should help prevent errors made in the past and also encourage more widespread use of innovative and effective ideas. Users are encouraged to contribute materials to this collection and to refer others to us.

This collection serves also as a general resource in the highway safety/public information area. Materials available for loan include those produced for public information campaigns as well as research reports, evaluative and survey reports, and journal articles.

INTRODUCTION

I. STRUCTURE OF THE CATALOG

- A. Promotional Materials (page 1)
Part I contains promotional materials. Items are arranged by type of material and prefaced by a subject index.
- B. Articles and reports (page 118)
Part II lists articles and reports and is arranged by title. Organization, author, and subject indexes begin on page 181.

II. PROCEDURES FOR BORROWING MATERIALS

(Note: Because we have only single copies of most items, materials loaned must be returned. We can refer you to original sources and, in some cases, can provide photocopies.)

- A. By Number
To indicate the materials you wish to borrow, send a list of the numbers found to the left of each item to the Public Information Materials Center, Highway Safety Research Institute, University of Michigan, Ann Arbor, Michigan 48109. Requests may also be phoned in to Ann Grimm at 313/764-2171.
- B. By Subject
If you want to obtain materials on a specific subject or for a specific audience, briefly describe the subject or audience, sending the description to the above address.
- C. By Type of Material
Requests may also be made for a specific type of material -- posters, radio spots, etc. Since many subjects are represented in these groups, indicate the subject as well. You will then be sent a representative sample of materials.

III. MATERIALS CENTER SERVICES AND PROCEDURES

- A. Loan Period
Items are loaned, free of charge, for three weeks. They may be renewed, provided no one else has requested them. Renewal requests should be mailed or phoned in in advance of the due date.
- B. Literature Searches
Literature searches on specific topics can be done. Describe your search request as concisely as possible. You will be sent a list of items found in the main HSRI library.
- C. Referral
If we do not have the information you request, we will attempt to refer you to an appropriate source.

D. Costs

Services are free; borrowers of materials pay only return postage and insurance. However, if any item is damaged or lost, you are expected to pay for its replacement.

E. COPYRIGHTED MATERIALS

Many items listed in this catalog have been copyrighted. Should you wish to reproduce any item for your organization, the sponsor of the material must be contacted before doing so. Names and addresses for contacts within organizations will be provided on request.

IV. REQUESTS FOR BORROWER

A. Condition of Materials

Please keep the materials in good condition. Access to films and tapes should be limited to persons experienced in the use of audio-visual equipment.

B. Returning Materials

When items are sent to you, a note will be included indicating the manner in which they should be returned. FILMS AND TAPES MUST BE INSURED!

PART I -- PROMOTIONAL MATERIALS

SUBJECT INDEXES

Fifteen broad subject categories have been defined. Organizations which have produced materials pertinent to those subjects are listed under that heading. You can then refer to those organizations, listed alphabetically, in the materials section.

Subjects:

Alcoholism, the Disease (Medical Aspect)
Alternatives to Drunk Driving (Stay Overnight, Take Taxi)
Drugs Other Than Alcohol
Industrial/Organizational Alcoholism (Recognition, Treatment Programs)
Legal Aspect (License Sanctions, Court Referral, Police Enforcement)
Minority Groups (Spanish-speaking People, Blacks)
Need for Public Support of Countermeasures
Physiological Impairment (Vision, Coordination)
Presentation of General Information (Descriptive Pamphlets, Annual Reports)
Licensed Beverage Industries
Recognition of Problem Drinking/Alcoholism (By Self, Others)
Responsible Drinking/ Know Your Limits (Host/Hostess Responsibility)
Social Drinking
Threat (of Arrest, of Death, of Penalties)
Treatment (Psychological, Medical)
Young People

ALCOHOLISM, THE DISEASE

Alaska Native Commission on Alcoholism and Drug Abuse
ASAP--Boston
ASAP--Washtenaw County
American Council on Alcohol Problems
Canada, Health and Welfare Canada
Colorado Division of Highway Safety
Health, Education, and Welfare Department
Louisiana County Board of Supervisors
Metropolitan Life Insurance Company
Michigan Federation of Safety Organizations
National Congress of Parents and Teachers
National Council on Alcoholism (and all branches)
NIAAA
United States Jaycees, Operation Threshold
West Texas Council on Alcoholism
West Virginia Department of Mental Health, Division of Alcoholism
Wisconsin Clearinghouse for Alcohol and Other Drug Information

ALTERNATIVES TO DRUNK DRIVING

Alcohol-Driving Countermeasures
Alcohol Safe Driving Program, Reading

ASAP--Columbia
ASAP--Nassau County
ASAP--New Hampshire
ASAP--Washtenaw County
ASAP--Wichita
American Automobile Association, New Mexico Division
Automobile Club of Michigan
Centre Hotels
Childress Buick
Citizens for Highway Safety
Great Britain Department of the Environment
Lafayette Alcohol-Traffic Action Program
Licensed Beverage Industries
Minnesota Department of Public Safety
NHTSA
Ontario Ministry of Transportation and Communications
Pennsylvania Governor's Traffic Safety Council
Pepsico
West Virginia Governor's Highway Safety Administration
Wisconsin University

DRUGS OTHER THAN ALCOHOL

Addiction Research Foundation
ASAP--Columbia
ASAP--New Hampshire
ASAP--Washtenaw County
Alcoholism and Drug Addiction Research Foundation
American Insurance Association, Engineering and Safety Department
American National Red Cross
Bete, Channing L., Company
Canada Safety Council
Connecticut State Alcohol Council
Florida Governor's Highway Safety Commission
Great Britain Department of the Environment
Missouri Department of Mental Health
New York State Department of Motor Vehicles
Pennsylvania Bureau of Traffic Safety
South Carolina Commission on Alcohol and Drug Abuse
South Carolina State Highway Department
United States Jaycees, Operation Threshold
Virginia Highway Safety Division
Wisconsin Division of Highway Safety Coordination

INDUSTRIAL/ORGANIZATIONAL ALCOHOLISM

ASAP--Columbia
Distilled Spirits Council of the United States
National Clearinghouse for Alcohol Information
NHTSA

LEGAL ASPECT

ASAP--Boston

ASAP--Columbia
ASAP--Delaware
ASAP--Hennepin County
ASAP--Idaho
ASAP--Indianapolis
ASAP--Kansas City
ASAP--Lincoln
ASAP--New Hampshire
ASAP--Oklahoma
ASAP--San Antonio
ASAP--Seattle-King County
ASAP--Sioux City
ASAP--South Dakota
ASAP--Utah
ASAP--Wichita
Allstate Insurance Companies
American Medical Association, Committee on Medico-Legal Problems
Baltimore Area Council on Alcoholism
California Highway Patrol
Canada, Transport Canada
Chicago Traffic Court
Colorado Division of Highway Safety
Columbia Broadcasting System, News Department
Fayette County Alcohol Intensified Enforcement Program
Germany
Great Britain Ministry of Transport
Highway Users Federation
Illinois Governor's Traffic Safety Coordinating Committee
Indiana Traffic Safety Council
Insurance Bureau of Canada
Iowa State Governor's Highway Safety Office
Kemper Insurance Group
Kentucky Department of Public Safety
Kentucky State Police
Lafayette Alcohol-Traffic Action Program
Maryland State Police
Michigan Licensed Beverage Association
Michigan State Police
Minnesota Department of Public Safety
Missouri Division of Highway Safety
NHTSA
Nebraska Highway Safety Program
Nevada Office of Traffic Safety
New Hampshire Highway Safety Agency
New Mexico Traffic Safety Commission
New South Wales Department of Motor Transport, Traffic Accident Research
Unit
North Carolina Governor's Highway Safety Program
Ohio Department of Highway Safety
Ohio Insurance Institute
Oklahoma Highway Safety Office
Ontario Ministry of Transportation and Communications
RIDE: Reduced Impaired Driving Everywhere in Metro Toronto
Royal Canadian Mounted Police

Saint Louis County Police Department
Saskatchewan Transportation Agency
Smith and Wesson
Traffic Safety Association of Detroit
Traffic Safety for Michigan
Transportation Department
Travelers Insurance Company
Vermont Department of Mental Health, Project CRASH
West Virginia Governor's Highway Safety Administration
Wisconsin Division of Motor Vehicles
Wisconsin Governor's Highway Safety Coordinator's Office

MINORITY GROUPS

Al-Anon Family Group Headquarters, Inc.
Alaska Native Commission on Alcoholism and Drug Abuse
ASAP--Columbus
ASAP--Phoenix
ASAP--Puerto Rico
ASAP--San Antonio
ASAP--Tampa
Alcohol Traffic Safety Program--Albuquerque
American Automobile Association
Canada, Transport Canada
Comite National contre l'Alcoolisme
Florida Governor's Highway Safety Commission
Illinois Conference of Women Leaders for Traffic Safety
Lafayette Alcohol-Traffic Action Program
Licensed Beverage Industries
National Association of Women Highway Safety Leaders
National Council on Alcoholism
National Council on Alcoholism, Alaska Region
NHTSA
NIAAA
La Prevention Routiere
Puerto Rico Commission for Transit Safety
Puerto Rico Department of Public Works
United States Jaycees, Operation Threshold
Wisconsin Governor's Highway Safety Coordinator's Office

NEED FOR PUBLIC SUPPORT OF COUNTERMEASURES

ASAP--Baltimore
ASAP--Hennepin County
ASAP--Indianapolis
Allstate Insurance Company
American Automobile Association
Cornell University, Department of Psychology
NHTSA
State Farm Mutual Automobile Insurance Company
Washington State Patrol

PHYSIOLOGICAL IMPAIRMENT

Federal/state government agency materials:

ASAP--Central Texas
ASAP--Charlotte-Mecklenburg
ASAP--Columbia
ASAP--Denver
ASAP--Fairfax
ASAP--Hennepin County
ASAP--Indianapolis
ASAP--New Hampshire
ASAP--Oklahoma City
ASAP--Oregon
ASAP--San Antonio
ASAP--Seattle
ASAP--Utah
ASAP--Washtenaw County
ASAP--Wichita
Arizona Highway Department
Colorado Division of Highway Safety
Comite National contre l'Alcoolisme
District of Columbia Department of Motor Vehicles
Fayette County Alcohol Intensified Enforcement Program
Florida Governor's Highway Safety Commission
Great Britain Department of the Environment
Great Britain Health Education Council
Great Britain Ministry of Transport
Health, Education and Welfare Department
Illinois Traffic Safety Commission
Kentucky State Department of Public Safety
Kentucky State Police
Michigan Department of Public Health
Middlesex County Bureau of Traffic Safety Coordination
Minnesota Department of Public Health
Nassau County Traffic Safety Board
NHTSA
NIAAA
Nebraska Highway Safety Program
New South Wales, Department of Motor Transport, Traffic Accident
Research Unit
New York State Department of Motor Vehicles
Nova Scotia Department of Highways
Oklahoma Highway Safety Office
Oregon Department of Transportation, Motor Vehicle Division
South Carolina Commission on Alcohol and Drug Abuse
South Carolina State Highway Department
South Dakota State Highway Patrol
Texas Governor's Office of Traffic Safety
Traffic Representatives of Arizona's Governor Youth Council
Utah Department of Public Safety
Virginia Highway Safety Division
Wisconsin Division of Motor Vehicles, Bureau of Highway Safety Promotion

Private organization materials:

Aetna Life and Casualty
AID

American Automobile Association
AAA, Foundation for Traffic Safety
American Insurance Association, Engineering and Safety Department
American Medical Association
American Optometric Association
Auto Dealers Traffic Safety Council
Automobile Club of Michigan
Avanti Technologies
Bacardi Imports, Inc.
Canada Safety Council
Center for Safety Education
Continental Insurance Companies
Distilled Spirits Council of the United States
General Motors Corporation
General Motors Corporation, Chevrolet Motor Division
Highway Users Federation
Insurance Bureau of Canada
Insurance Company of North America
Insurance Information Institute
Kentucky Association of Insurance Agents
Licensed Beverage Industries
Metropolitan Life Insurance Company
Michigan Alcohol Education Foundation
National Council on Alcoholism
National Council of Catholic Women
National Extension of Homemakers Council
National Public Services Research Institute
National Safety Council
Pilot Club International
La Prevention Routiere
Rutgers Center of Alcohol Studies
Seagrams Distillers Company
Traffic Safety Association of Detroit
Travelers Insurance Companies
United States Jaycees, Operation Threshold
Utah Alcoholism Foundation
West Texas Council on Alcoholism
WWJ Stations

PRESENTATION OF GENERAL INFORMATION

Federal/state agency material:
Alaska Native Commission on Alcoholism and Drug Abuse
Alcohol, Drug Abuse and Mental Health Administration
ASAP--Baltimore
ASAP--Boston
ASAP--Central Texas
ASAP--Cincinnati
ASAP--Columbia
ASAP--Columbus
ASAP--Cumberland-York Counties
ASAP--Delaware
ASAP--Denver
ASAP--Fairfax

ASAP--Hennepin County
ASAP--Indianapolis
ASAP--Kansas City
ASAP--Lincoln
ASAP--Nassau County
ASAP--New Hampshire
ASAP--New Orleans
ASAP--Oregon
ASAP--Phoenix
Florida Governor's Highway Safety Commission
Great Britain Department of the Environment
Great Britain Ministry of Transport
Guam Office of Highway Safety
Indiana Department of Mental Health, Division of Addiction Services
Lafayette Alcohol-Traffic Action Program
National Council on Alcoholism, Alaska Region
New Brunswick Department of Provincial Secretary
New Jersey State Division of Motor Vehicles, Alcohol Countermeasures
Project
North Carolina Governor's Highway Safety Program
Ohio Department of Highway Safety
South Dakota State Highway Patrol
Vermont Department of Mental Health, Project CRASH
Washtenaw County Health Department

Private organization materials:

American Automobile Association, Foundation for Traffic Safety
American Insurance Association, Engineering and Safety Department
Distilled Spirits Council of the United States
Etobicoke Safety Council
Ford Motor Company
Insurance Company of North America
Insurance Institute for Highway Safety
Licensed Beverage Industries
Ontario Trucking Association
Preferred Risk Mutual Insurance Company
Rochester Drug and Alcohol Council
Spenco Corporation
Spenco Medical Corporation
United States Jaycees, Operation Threshold
Wine Institute

RECOGNITION OF PROBLEM DRINKING/ALCOHOLISM

ASAP--Nassau County
ASAP--Wichita
Baltimore Area Council on Alcoholism
Florida Governor's Highway Safety Commission
National Council on Alcoholism
NHTSA
NIAAA
West Texas Council on Alcoholism

RESPONSIBLE DRINKING/KNOW YOUR LIMITS

Alcohol Countermeasures Program
Alcohol Safe Driving Program, Philadelphia
ASAP--Baltimore
ASAP--Cincinnati
ASAP--Columbia
ASAP--Dallas
ASAP--Delaware
ASAP--Denver
ASAP--Fairfax
ASAP--Hennepin County
ASAP--Indianapolis
ASAP--Lincoln
ASAP--Los Angeles
ASAP--Marathon-Sheboygan
ASAP--New Hampshire
ASAP--New Orleans
ASAP--Oklahoma
ASAP--Oregon
ASAP--Puerto Rico
ASAP--South Dakota
ASAP--Utah
ASAP--Virginia
ASAP--Wichita
Arizona Governor's Highway Safety Coordinator
Beam, James B., Distilling Company
Canada Safety Council
Citizens for Highway Safety
Connecticut State Department of Motor Vehicles
Dimension Films
Distilled Spirits Council of the United States
Florida Governor's Highway Safety Commission
Good Samaritan Hospital of Schuylkill County
Guam Office of Highway Safety
Iowa State Governor's Highway Safety Commission
Junior League of Spokane
Lancaster County Beverage Association
Licensed Beverage Industries
Michigan Licensed Beverage Association
National Council on Alcoholism, Delaware Valley
NIAAA
National Safety Council
New York State Bureau of Alcoholism
North Carolina Department of Motor Vehicles
Ohio Department of Highway Safety
Pennsylvania Governor's Council on Drug and Alcohol Abuse
Phillips, Ed., and Sons
Racine Council on Alcoholism/ Racine County Safety Council
Richmond Bureau of Police
Seagram Distillers Company
United States Jaycees, Operation Threshold
Vermont Department of Mental Health, Project CRASH
Virginia Highway Safety Division
Washington Traffic Safety Commission
Wisconsin University

Wyoming Governor's Office of Highway Safety

SOCIAL DRINKING

Addiction Research Foundation
Aetna Life and Casualty
Alcohol Safe Driving Program
ASAP-Charlotte-Mecklenburg
ASAP--Columbia
ASAP--Columbus
ASAP--Florence
ASAP--Indianapolis
ASAP--Lincoln
ASAP--Nassau County
ASAP--Phoenix
ASAP--Sioux City
ASAP--Tampa
ASAP--Washtenaw County
ASAP--Wichita
Allstate Insurance Companies
American Automobile Association
American Public Health Association
Automobile Club of Michigan
Bacardi Imports, Inc.
Canada Safety Council
Citizens for Highway Safety
Colorado Coordinator of Highway Safety
Connecticut Office of Highway Safety
Connecticut State Alcohol Council
Continental Insurance Companies
Dimension Films
Distilled Spirits Council of the United States
Florida Governor's Highway Safety Commission
Great Britain Department of the Environment
Great Britain Ministry of Transport
Kansas Department of Transportation
Licensed Beverage Industries
Massachusetts Department of Public Health, Division of Alcoholism
Nassau County Traffic Safety Board
NHTSA
NIAAA
National Safety Council
New Brunswick Department of Provincial Secretary
North Carolina Governor's Highway Safety Program
Ontario Ministry of Health
Ontario Ministry of Transportation and Communications
Pennsylvania Governor's Traffic Safety Council
Phillips, Ed., and Sons
Seagram Distillers Company
State Farm Mutual Automobile Insurance Company
Texas Governor's Office of Traffic Safety
Traffic Safety Association of Detroit
United States Jaycees, Operation Threshold
Utah Highway Safety Office

Victorian Foundation on Alcoholism and Drug Dependence
West Texas Council on Alcoholism
Wisconsin Division of Highway Safety Coordination
Wisconsin Governor's Highway Safety Coordinator's Office

THREAT

ASAP--Boston
ASAP--Charlotte
ASAP--Columbia
ASAP--Columbus
ASAP--Delaware
ASAP--Hennepin County
ASAP--Indianapolis
ASAP--Kansas City
ASAP--Los Angeles
ASAP--Nassau County
ASAP--New Hampshire
ASAP--Oregon
ASAP--San Antonio
ASAP--Tampa
ASAP--Wichita
Allstate Insurance Companies
California Highway Patrol
Canadian Department of Transportation and Communications
Commercial Union Assurance Companies
Continental Insurance Company
Cornell University, Department of Psychology
District of Columbia Department of Motor Vehicles
Florida Governor's Highway Safety Commission
Horry County Commission on Alcohol
Kentucky Association of Insurance Agents
Kentucky State Police
Liberty Mutual Insurance Company
NHTSA
National Safety Council
Needham, Harper and Steers, Inc.
Ohio Department of Highway Safety
Ohio Insurance Institute
Saint Louis County Police Department

TREATMENT

Al-Anon Family Group Headquarters, Inc.
Alaska Native Commission on Alcoholism and Drug Abuse
Alcohol, Drug Abuse and Mental Health Administration
ASAP--Los Angeles
ASAP--Phoenix
ASAP--South Dakota
Alcohol Traffic Safety Program--Albuquerque
Alcohol Traffic Safety Program--Orange County
Allstate Insurance Companies
Ayerst Laboratories
Boston Committee on Alcoholism

Columbia Broadcasting System, News Department
Kemper Insurance Group
Lynnville
National Council on Alcoholism, New York
NCA, Alaska Region
NHTSA
NIAAA
New York State Department of Motor Vehicles
West Virginia Department of Mental Health, Division of Alcoholism

YOUNG PEOPLE

Advertising Analysis, Inc.
ASAP--Baltimore
ASAP--Columbia
ASAP--Hennepin County
ASAP--Nassau County
ASAP--Oklahoma
ASAP--Phoenix
ASAP--San Antonio
ASAP--Sioux City
ASAP--Washtenaw County
ASAP--Wichita
American Automobile Association, Traffic Engineering and Safety
Department
American Medical Association
Delaware State Police
Distilled Spirits Council of the United States
Licensed Beverage Industries
Michigan Department of Public Health
National Congress of Parents and Teachers
NHTSA
NIAAA
Nebraska Highway Safety Program
New Hampshire Highway Safety Agency
Ohio Department of Highway Safety
Pennsylvania Youth Traffic Safety Council
Preferred Risk Mutual Insurance Company
Seagram Distillers Company
Storer Broadcasting Company
Utah Highway Safety Office
Virginia Highway Safety Division

PART I

PROMOTIONAL MATERIALS -- ALCOHOL

Addiction Research Foundation of Ontario, Toronto

Pamphlet

38979 But everybody knows...myths about drinking and driving.
1977. 23 p.

Audiotape

38965 Drinking-driving countermeasure program. P. Ennis, anncr.
(1977). 24 min. cassette. (Special radio program.)

Promotional Gimmick

31080 A holiday party survival guide. 1973. 2 p. (Blood
alcohol chart.)

Advertising Analysis, Inc., Chicago, Ill.

Print Ad

26072 "But for the grace of God, there's my kid!" 1972. 1 p.
black & white.

Aetna Life and Casualty, Hartford, Conn.

Pamphlet

18934 Under the influence...behind the wheel. (1972). 8 p.

Videotape

44036 Under the influence. (1977). 30 min. videocassette.
color. (Features Peggy Cass, Kevin McCarthy, Charles
Livingston.)

AID, Lansing, Mich.

Pamphlets

26949 I am the driver. 1974. 4 p.

26950 I am the driver. How do you rate? Check your score.
1974. 6 p.

Alaska Native Commission on Alcoholism and Drug Abuse,
Anchorage, Alaska

Pamphlet

35145 The Alaska public education project. (1976). 12 p.

Alaska Native Commission on Alcoholism and Drug Abuse/ National
Council on Alcoholism, Alaska Region, Anchorage

Pamphlets

35146 What does it mean to be drunk? (1976). 26 p.

35147 What does it mean to be drunk? [Qanuguvvauna itpa
immagluginiq?] (1976). 26 p. (Note: text in English and
in Inupiaq.)

35148 What does it mean to be drunk? [Qaillun ayunqellra
taangiq-saraq?] (1976). 26 p. (Note: text in English
and in Yupik.)

Posters

- 35157 One drink too many can last a lifetime. His lifetime. (1976). 1 p. black & white.
35158 You can beat alcoholism...it's worth it! The sooner the easier. (1976). 1 p. black & white.
35159 Our children need answers...not problems. (1976). 1 p. black & white.
35160 The typical alcoholic Alaskan. (1976). 1 p. color.
35161 Don't be afraid...ask for help. (1976). 1 p. black & white.
35162 Why do we drink? (1976). 1 p. color.
35163 Ten terrific hangover cures. (1976). 1 p. color.

Al-Anon Family Group Headquarters, Inc., New York, N.Y.

Television Spot

- 26574 Mother. (1973). 10 sec. 16mm. color. (Subject is Alateen, New York.)

Television Script

- 26575 See television spot 26574 above for description.

Alcohol Countermeasures Program, Columbus, Ohio

Promotional Gimmick

- 31326 Know your limit. n.d. 2 p. (Blood alcohol chart.)

Alcohol-Driving Countermeasures Program, Denver, Colo.

Promotional Gimmicks

- 31119 Be a life saver: drive the heavy drinker home yourself. 1974. 2 p. (Blood alcohol chart.)
31120 A can of beer might hit the spot... 1974. (Reversible coaster.)

Alcohol Safe Driving Program, Philadelphia, Pa./ Alcoholism Council of Delaware County, Philadelphia, Pa./ Bucks County Council on Alcoholism, Pa./ Chester County Council on Addictive Diseases, Pa./ National Council on Alcoholism, Delaware Valley Area, Philadelphia, Pa./ United States Jaycees, Philadelphia Chapter, Pa.

Pamphlets

- 35167 Bottoms up. S.O.B.E.R. Slow on the bottle. Enjoy the road. 1976. 11 p. (Looseleaf folder.)
35169 1976 SOBER campaign activities. 1976. 2 p.

Posters

- 44175 Stay on course. Don't drink and drive. (1979). 1 p. color.
35166 Bottoms up. S.O.B.E.R. Slow on the bottle. Enjoy the road. 1976. 1 p. black & white.

Alcohol Safe Driving Program, Reading, Pa.

Pamphlets

- 31221 Dear hostess lady...this is how to keep the life of the party alive. (1975). 6 p. (Includes party recipes.)
31222 Drunk drivers can kill you unless... (1975). 12 p.
31223 If you are driving, take it easy. (1975). 2 p.

Poster

35165 Friends don't let friends...drive drunk! 1976. 1 p. color. (Photograph of free-standing poster exhibit.)

Bus Card

31319 Friends don't let friends drive drunk. (1975). 1 p. color.

Bumper Sticker

31314 Friends don't let friends drive drunk. (1975). 1 p.

Promotional Gimmicks

31313 Who's driving home? (1975). 1 p. (Placard for use in bars.)

31315 Friends don't let friends drive drunk. (1975). 1 p. (Placard for use in bars, liquor stores, etc. Includes tear-off leaflet.)

Alcohol Safe Driving Program, Williamsport, Pa.

Pamphlet

39413 Did you know... (1979). 2 p.

Alcohol Safety Action Project--Baltimore, Md.

Pamphlets

26690 Questions for use in a community survey to be conducted in conjunction with the 1973 ASAP panel special. 1973. 4 p. (Produced by Maryland Center for Public Broadcasting, Owings Mills.)

26765 An outrage of unspeakable proportions! (1973). 2 p.

26276 Project background. (1972). 2 p.

35413 Press kit. 1972. 29 p.

18599 Alcohol Safety Action Project fact sheet--public information. (1971). 2 p.

Television Scripts

18773 No joke. (1973). 1 p.

26691 Kids. 1973. 1 p.

18772 No joke. (1972). 1 p.

Promotional Gimmick

26693 Be a responsible driver after drinking. n.d. 2 p. (Blood alcohol chart.) (Co-produced by Maryland Alcohol Highway Safety Project, Baltimore; Sponsored by Licensed Beverage Distributors of Maryland, Baltimore/ Maryland State Licensed Beverage Association/ Metropolitan Baltimore Licensed Beverage Association, Baltimore/ National United Licensees Beverage Association, Washington, D.C./ Baltimore Area Council on Alcoholism, Md.)

Alcohol Safety Action Project--Boston, Mass.

Pamphlets

26805 Operation DIRE (Driver Improvement Rehabilitation Education of the Abusive Drinking Driver.) (1973). 50 p. approx. (Produced by National Extension Homemakers Council, Vicksburg, Miss.)

18667 Press kit. (1971). 13 p.

A02 The Boston ASAP program: fact sheet. 1972. 3 p.

A03 This is ASAP/ Boston. 1972. 6 p.

News Release

- 18667 A01 The Boston Alcohol Safety Action Project is an integrated program developed to deal with problem drinkers. 1972. 3 p. (Included as part of 18667 above.)

Bus Card

- 35422 Today your friendly neighbor may kill you. (1973). 1 p. black & white.

Television Spots

- 35436 Beach. (1974). 60 sec. 16mm. color.
35437 Backyard. (1974). 60 sec. 16mm. color.

Radio Spots

- 35455 Life is a thread. (1973). 60 sec. 7 1/2 ips.
35456 One more for the road. (1973). 60 sec. 7 1/2 ips.
35457 Mr. Morgan. (1973). 60 sec. 7 1/2 ips.
35458 Daddy. (1973). 60 sec. 7 1/2 ips.
35459 We kill more. (1973). 60 sec. 7 1/2 ips.
35460 We kill more. (1973). 60 sec. 7 1/2 ips. (Version 2.)
35461 Emily. (1973). 60 sec. 7 1/2 ips.
35462 Susanna. (1973). 60 sec. 1 1/2 ips.

Bumper Sticker

- 31362 Drunk drivers are murder. (1975). 1 p. (Co-produced by United States Jaycees, Boston Chapter, Mass.)

Promotional Gimmicks

- 31347 Stop the drunk driver (before he stops YOU). (1975). 1 p. color. (Placard for displaying free BAC cards.)
26455 Drink-o-graph. 1971. 2 p. (Blood alcohol calculator.)

Alcohol Safety Action Project--Central Texas, Belton

Pamphlet

- 26401 A defensive driving course. 1973. 4 p. (Co-produced by Texas Safety Association, Austin.)

Promotional Gimmicks

- 26406 The Alcohol Safety Action Project is saving lives in Central Texas. (1973). 2 p. (Cocktail napkin.)
26423 Drive friendly, it's the Texas way. (1973). (Book cover.)
26405 Alcohol detector. 1971. 2 p. (Slide graph.)

Alcohol Safety Action Project--Charlotte-Mecklenburg, Charlotte, N.C.

Pamphlets

- 35408 The party giver's guide. (1973). 8 p.
18010 Let's keep our friends alive. (1971). 4 p. (Includes a blood alcohol chart, slide graph, and bumper sticker.)

Print Ad (also posters; available as slides)

- 18017 People who drink and drive are going to learn their lesson. (1971). 1 p. black & white.
18018 The last thing you need is a lot of dry talk about drinking and driving. (1971). 1 p. black & white.
18019 Do you think the 'somebody' who ought to do something about drinking and driving is 'somebody' else? (1971). 1 p. black & white.
18020 Read a brown bag today. (1971). 1 p. black & white.
18021 We're not out to stop bad breath. (1971). 1 p. black & white.

- 18022 Alcohol is only dangerous when you drink enough to become dangerous to yourself. (1971). 1 p. black & white.
- 18023 How many people will somebody's cocktail party kill tonight? (1971). 1 p. black & white.
- 18024 Maybe the best gift you can give a friend is a ride home. (1971). 1 p. black & white.
- 18025 Now businessmen can stick up for what they believe. (1971). 1 p. black & white.
- 18026 How much are drinking driver accidents up this year? (1971). 1 p. black & white.
- 18027 Remember last New Year's? (1971). 1 p. black & white.
- 18028 Remember New Year's day? (1971). 1 p. black & white.
- 18029 What do you do when your buddy's had a few too many and he wants to make like Batman? (1971). 1 p. black & white.
- 18030 What's the best time to run into a drunk? (1971). 1 p. black & white.
- 18031 Since January 1, here's what we've done for you. (1971). 1 p. black & white.
- 18032 24 new ways to help keep our friends alive. (1971). 1 p. black & white.
- 18033 Let's keep ourselves alive, too. (1971). 1 p. black & white.
- 18034 Gosh! It's great to be alive today. (1971). 1 p. black & white.
- 18035 A toast to Labor Day. (1971). 1 p. black & white.

Television Spots

- 18012 Badges. (1971). 30 sec. 16mm. color.
- 18013 Clock. (1971). 45 sec. 16mm. color.
- 18014 Squeeze. (1971). 45 sec. 16mm. color.
- 18015 Beer. (1971). 60 sec. 16mm. color.
- 18016 Items. (1971). 60 sec. 16mm. color.

Storyboards

- 18036-18040 See television spots 18012-18016 above for descriptions.

Promotional Gimmick

- 18011 Let's keep our friends alive. (1971). (Brown liquor store bag.)

Alcohol Safety Action Project--Cincinnati, Ohio

Pamphlets

- 26275 "All I had was a couple of beers." (1972). 2 p.
- 35394 Facts on alcohol and traffic safety. 1972. 3 p.

Promotional Gimmick

- 26594 Know your limit. How much is too much? (1973). 2 p. (Blood alcohol chart.)

Alcohol Safety Action Project--Columbia, S.C.

Pamphlets

- 35184 You don't have to be drunk to be DUI. Drugs count! 1976. 4 p.
- 31394 South Carolina's implied consent law. 1975. 6 p.
- 26996 Eat, drink, and be merry; hangover cures and other recipes. (1974). 47 p.

- 31056 Alcohol school activity planner. (1974). 27 p. (High school events calendar.)
- 31057 A night with Ethyl. (1974). 5 p.
- 26851 Breathalyzer fact sheet. 1973. 8 p.
- 26852 [Alcohol/highway safety.] Total, Vol. 4, No. 3, July-Sept. 1973, pp. 1-28.
- 18869 Which way to go? (1972). 6 p.
- 18874 Facts about ASAP. (1972). 5 p.
- 26179 From alcohol to people. (1972). 12 p. (Produced by Mid-Carolina Council on Alcoholism, Columbia, S.C.)
- 26303 Alcohol traffic safety week: September 24-October 1, 1972. 1972. 38 p. (Collection of newspaper articles concerning alcohol traffic safety week and celebrity visit of Dana Andrews.)
- 26305 Hints for the hostess. (1972). 2 p.
- 26306 The same-old-problem with a not-so same-old-solution. (1972). 13 p.
- 26307 First annual summary. 1972. 14 p.
- 26304 Laws affecting minors in South Carolina. n.d. 4 p. (Co-produced by Mid-Carolina Council on Alcoholism, Columbia, S.C.)

Posters

- 35134 You don't have to be drunk to be DUI, drugs count. (1976). 1 p. color.
- 31317 Forecast for drinking drivers. (1975). 1 p. color.
- 31318 Busted! DUI. What a hassle! (1975). 1 p. black & white.
- 31129 A night with Ethyl. 1974. 1 p. color.
- 31190 Drunk driving blues got me all messed up. (1974). 1 p. color.
- 26855 What a way to end the party...drunk driving. (1973). 1 p. black & white.
- 31168 DUI is a bummer. (1973). (Color slide of a bulletin board.)
- 26310 If you must drink and drive...stir carefully. (1972). 1 p. color.
- 26311 DUI is a bummer. (1972). 1 p. color.

Television Spots

- 35213 Interview. 1976. 30 sec. 16mm. color.
- 35214 Housewife. 1976. 30 sec. 16mm. color.
- 31241 Drunk driving blues. (1974). 60 sec. 16mm. color.
- 31242 Drunk driving blues. (1974). 30 sec. 16mm. color.
- 26926 What a way to end the party, drunk driving. 1973. 60 sec. 16mm. color.
- 26927 What a way to end the party, drunk driving. 1973. 30 sec. 16mm. color.
- 26928 What a way to end the party, drunk driving. 1973. 20 sec. 16mm. color.
- 35442 Children. D. Andrews, anncr. 1972. 60 sec. 16mm. color.
- 35443 Children. D. Andrews, anncr. 1972. 30 sec. 16mm. color.
- 35444 Children. D. Andrews, anncr. 1972. 20 sec. 16mm. color.
- 35445 Columbia visit. D. Andrews, anncr. 1972. 60 sec. 16mm. color.

Storyboard

31149 Drunk driving blues. 1974. 4 p. 13 frames. black & white.

Television Scripts

31429 A little "help" from our friends. (1975). 1 p.
31430 Forecast for drinking drivers. 1975. 1 p.
31431 ASAP alert. 1975. 1 p.
31432 DUI what a hassle. 1975. 2 p.
31000 Poker. 1974. 4 p.
31001 Brother. 1974. 3 p.
31427 Time sure passes when you're having fun. 1974. 1 p.
31428 The Alcohol Safety Action Program isn't an excuse for the police to make an arrest. 1974. 1 p.
26313 DUI is a bummer--boy. 1973. 1 p.
26314 DUI is a bummer--girl. 1973. 1 p.
26834-26836 See television spots 26926-26928 above for descriptions.
26837 Beach. 1973. 3 p.
26838 Beach. 1973. 2 p.
26839 Beach. 1973. 2 p.
26840 Backyard. 1973. 3 p.
26841 Backyard. 1973. 2 p.
26842 Backyard. 1973. 2 p.
31009 Tomorrow is in your hands--pleasant things. 1973. 2 p.
31010 Tomorrow is in your hands--statistics. 1973. 2 p.
31011 Tomorrow is in your hands--boy and girl. 1973. 2 p.
26354 Children. D. Andrews, anncr. 1972. 1 p.
26355 Children. D. Andrews, anncr. 1972. 1 p.
26356 Children. D. Andrews, anncr. 1972. 1 p.
26357 Columbia visit. D. Andrews, anncr. 1972. 1 p.

Radio Spots

35209 Police officer. 1976. 30 sec. 7 1/2 ips.
35210 Housewife. 1976. 30 sec. 7 1/2 ips.
35211 Bowling alley. 1976. 30 sec. 7 1/2 ips.
35212 Interview. 1976. 30 sec. 7 1/2 ips.
35087 Forecast for drinking drivers. 1975. 60 sec. 7 1/2 ips. (Version 1.)
35088 Forecast for drinking drivers. 1975. 60 sec. 7 1/2 ips. (Version 2.)
35089 Forecast for drinking drivers. 1975. 60 sec. 7 1/2 ips. (Version 3.)
31146 Drunk driving blues. 1974. 60 sec. 7 1/2 ips.
26864 What a way to end the party. 1973. 60 sec. 7 1/2 ips.
26865 What a way to end the party. 1973. 30 sec. 7 1/2 ips.
26866 What a way to end the party. 1973. 20 sec. 7 1/2 ips.
35478 Tomorrow is in your hands--boy and girl. 1973. 60 sec. 7 1/2 ips.
35479 Tomorrow is in your hands--statistics. 1973. 60 sec. 7 1/2 ips.
35480 Tomorrow is in your hands--pleasant things. 1973. 60 sec. 7 1/2 ips.
35481 Christmas promo; drinking/driving. 1972. 30 sec. 7 1/2 ips.

Radio Scripts

- 31433 Let a sober friend drive. 1975. 1 p.
31434 A better way to get home. 1975. 1 p.
31435-31437 See radio spots 35087-35089 above for descriptions.
31438 After the drinks, who will be driving home? (1975). 1 p.
31439 Sounds like fun...and it can be...for the responsible drinker. (1975). 1 p.
31440 There were almost a thousand traffic fatalities in the state last year. (1975). 1 p.
31145 See radio spot 31146 above for description.
31060 Breathalyzer demonstration at State Fair. P. Dietzel, anncr. 1974. 1 p.
31061 ASAP rehabilitation. T. Hall, anncr. 1974. 1 p.
31138 Responsible drinking-driving spot. 1974. 1 p.
31139 Responsible drinking-driving spot. 1974. 1 p.
31140 Responsible drinking-driving spot. 1974. 1 p.
31141 Responsible drinking-driving spot. 1974. 1 p.
31142 Responsible drinking-driving spot. 1974. 1 p.
31143 Responsible drinking-driving spot. 1974. 1 p.
31144 Responsible drinking spot. M. Swanson, anncr. 1974. 1 p.
26822 This is the time of year many people are having parties. C. Weagly. 1973. 1 p.
26823 You know, during the holidays many people drink too much. C. Weagly. 1973. 1 p.
26824 If your guests drink alcoholic beverages, they should know their limit. 1973. 1 p.
26825 If you drink alcoholic beverages, you should know your limit. 1973. 1 p.
26826 Anyone who drinks should know how much they can drink and still be a responsible driver. 1973. 1 p.
26827 I'll look pretty for Daddy tonight. 1973. 1 p.
26828 His name was Mr. Morgan. 1973. 1 p.
26829 One more for the road. 1973. 1 p.
26830 Life is a thread. 1973. 1 p.
26832 No one wants to spend tomorrow as a statistic. C. Weagly. 1973. 1 p.
26833 The next time you get in your car to take a trip...look around. C. Weagly. 1973. 1 p.
26870-26872 See radio spots 26864-26866 above for descriptions.
26315 Parents and teen DUI. S. Munzell, anncr. 1973. 1 p.
26316 DUI is a bummer. S. Munzell, anncr. 1973. 1 p.
31002 Tomorrow is in your hands--statistics. 1973. 1 p.
31003 Tomorrow is in your hands--look around. 1973. 1 p.
31004 Tomorrow is in your hands--pleasant things. 1973. 1 p.
31005 Tomorrow is in your hands--statistics. 1973. 1 p.
31006 Tomorrow is in your hands--boy and girl. 1973. 1 p.
31007 Tomorrow is in your hands--when you take the wheel. 1973. 1 p.
31008 Tomorrow is in your hands--important things. 1973. 1 p.
31169 Christmas promo; drinking/driving. 1972. 1 p.

Movie

- 26980 Will he make it? F. Blair, anncr. 1973. 20 min. 16mm. color. (Co-produced by South Carolina Commission on Alcoholism, Columbia.)

News Releases

- 31154 Columbia Alcohol Safety Action Project newspaper articles and news releases. October-December 1974. 1975. 100 p.
- 31399 South Carolina experienced a 13 per cent decrease in deaths...for the first six months of 1975. 1975. 5 p.
- 26998 Physical effects of alcohol. 1974. 2 p.
- 26999 Remarks by Governor John C. West at Alcohol Safety Action Program, Richland County and South Carolina Commission on Alcoholism annual luncheon. J.C. West. 1974. 6 p.
- 31014 Columbia Alcohol Safety Action Project newspaper articles and news releases: January-June 1974. 1974. 200 p. approx.
- 31062 Ever spent the night with Ethyl? 1974. 3 p.
- 31063 Comments on Insurance Institute [for Highway Safety] report. 1974. 4 p. (Subject is IIHS, Washington, D.C.)
- 31064 ASAP sponsors "Ethyl" campaign. 1974. 3 p.
- 31065 Bars assist ASAP. 1974. 2 p.
- 31150 Increased risk of accident after drinking and costs resulting from drunk-driving arrests and accidents for use with "The Drunk-Driving Blues Got Me All Messed Up" campaign. 1974. 3 p.
- 31151 Progress reports on ASAP--Richland County activities: fatal accident report; rehabilitation progress report; BAC averages for arrests; non-fatal accident survey; PIE impact analysis. 1974. 10 p.
- 31152 ASAP backs up campaign claims. 1974. 3 p.
- 31153 ASAP unfolds holiday drinking campaign. 1974. 2 p.
- 26843 "DUI is a bummer" stocking stuffers. 1973. 2 p.
- 26844 Statistics of ASAP breathalyzer demonstration. 1973. 2 p.
- 26846 Youths speak up. 1973. 2 p.
- 26847 Free ASAP napkins for holiday season. 1973. 1 p.
- 26848 Alcohol Safety Action Project (ASAP). 1973. 6 p.
- 26849 Responsible entertaining workshop to be held. 1973. 2 p.
- 26850 Breathalyzer on display at State Fair. 1973. 1 p.
- 26997 Important message for your church bulletin. M.E. McDuffie. (1973). 1 p.

Magazine Articles

- 31059 "A Night with Ethyl" shows hazards of drinking and driving. Columbia Medical Society Magazine, (1974). 3 p. [Reprint.]
- 36732 Drinking and driving--a new approach. M. Hughes. California Highway, March 1973, pp. 8-9, 17. [Reprint.]

Newspaper Articles

- 31066 Public information and education materials. 13th quarter. July 1, 1974-September 30, 1974. 1974. 62 p.
- 26819 Collection of newspaper articles about the Columbia ASAP. (1973). 25 p.

Bumper Stickers

- 39425 Friends don't let friends drive drunk. 1979. 1 p. color.
- 35185 You don't have to be drunk to be DUI. Drugs count! 1976. 1 p. color.
- 26995 Driving under the influence kills. (1974). 1 p. color.
- 31188 Don't sing me your drunk driving blues! (1974). 1 p. color.
- 26312 DUI is a bummer. (1973). 1 p. color.

- 26821 What a way to end the party, drunk driving. (1973). 1 p. color.
- 18870 Richland Alcohol Safety Action Project. (1972). 1 p. color.
- 18871 He's immune to just about everything except problem drinker-drivers. (1972). 1 p. color.

Promotional Gimmicks

- 39424 If you drive a car, you could save your friend's life. 1979. (Matchbook.)
- 39261 If you can drive a car, you could save your friend's life. 1978. (Matchbook.)
- 31058 A night with Ethyl. (1974). (Matchbook.)
- 31130 A night with Ethyl. 1974. 1 p. (Table display; holds pamphlets of the same title.)
- 31131 ASAP BAC stick. 1974. (Imprinted yardstick.)
- 31189 Drunk driver blues...in S.C. an average accident costs \$2,115.88. (1974). (Ice scraper.)
- 26853 Rules on alcoholic beverages. (1973). 2 p.
- 26854 You've got tomorrow in your hands. (1973). 2 p. (Cocktail napkin.)
- 26856 DUI is a bummer. (1973). (Jacket patch.)
- 26906 You've got tomorrow in your hands. Why spoil it by driving under-the-influence? (1973). 1 p. (Litter bag.)
- 18865 He's immune to polio, tetanus, whooping cough, measles, mumps, diphtheria...just about everything except problem drinkers-drivers. (1972). 2 p. (Tent card for restaurant tables.)
- 18866 Information you should know before applying for license renewal. (1972). 2 p. (Questions and answers on drunk driving laws.)
- 18867 Chart for responsible people who may sometimes drive after drinking. (1972). 2 p. (Produced by the Racine County Safety Council, Wisconsin.)
- 18868 Blood-alcohol calculator. (1972). 2 p.
- 26308 The Alcohol Safety Action Project--Richland County wants your opinion of this phrase: DUI is a bummer because _____. (1972). 2 p. (Contest for high school students to complete the phrase.)
- 26309 Know your limit. (1972). 1 p. (Blood alcohol chart.)

Alcohol Safety Action Project--Columbus, Ga.

Pamphlets

- 26174 Our problem...the deadly few! (1973). 8 p.
- 26403 The 'implied consent' contract you have made with the State of Georgia. (1973). 5 p.
- 26404 A split second too late. (1973). 4 p.
- 18842 ASAP: a human approach to a human problem. (1972). 6 p.
- 18843 Is this you? (1972). 6 p. (Co-produced by Columbus Jaycees, Columbus Police Department, Fort Benning Safety Office and Georgia State Provosts Marshall's Office, and sponsored by Tom's Foods, Ltd., Ga.)

Poster

- 31049 Having an affair? For an occasion of any size, pick up your free ASAP Party Pack here. (1974). 1 p.

Radio Script

- 18853 Getting drunks off the streets and highways is a goal hardly anyone would disagree with. 1972. 2 p.

Newspaper Article

- 18854 A collection of newspaper articles about the Alcohol Safety Action Project of Columbus, Georgia, Jan 1971-Oct 1972. 1972. 72 p.

Promotional Gimmicks

- 26921 Columbus ASAP party pack. (1974). (Includes matches, swizzle sticks, napkins, coasters, blood alcohol charts, and pamphlet with recipes.)
- 26165 Point-o-five. Where it all begins to happen. (1973). 2 p. (Cocktail napkin.)
- 26166 Point-o-five. Where it all begins to happen. (1973). 2 p. (Liquor store bottle bag.)
- 26421 If you're going to drink and drive, be smart! Use this chart! (1973). 2 p. (Blood alcohol chart.)
- 18913 Point-o-five: where it all starts to happen. (1972). 4 p. (Tent card for restaurant tables.)
- 18914 BAC calculator. (1972). 2 p.

Alcohol Safety Action Project--Cumberland-York Counties, Portland, Me.

Pamphlets

- 26282 This is A.S.A.P. in Maine. Revised edition. 1973. 8 p.
- 26210 Safety tips for turnpike travel. (1972). (Co-produced by Maine Turnpike Authority, Augusta and Maine State Police, Augusta.)
- 26281 Project: danger. What is it? (1972). 2 p.

Promotional Gimmick

- 26209 B-4-U drive i-cator. (1972). 2 p. (Blood alcohol chart.)

Alcohol Safety Action Project--Dallas, Tex.

Promotional Gimmick

- 31226 Chart for responsible people who may sometimes drive after drinking. (1974). 2 p. (Blood alcohol chart.)

Alcohol Safety Action Project--Delaware, Dover

Pamphlets

- 31110 The Morning News, Evening Journal party guide. 1974. 8 p. (Note: includes party recipes.)
- 31111 What we think we know...can hurt us. 1974. 8 p.
- 18932 Delaware Alcohol Safety Action Project. 1972. 38 p.
- A01 A bold new step forward. 1972. 8 p.
- A02 Alcohol safety units; judicial; medical and social services coordination; education and re-education; licensing and registration; legislative and regulatory; public information and education. 1972. 4 p.
- A03 ASAP materials. 1972. 2 p.

Slide Presentation

- 35414 ASAP slide presentation: what is ASAP? (1972). cassette.
(No slides available.)

Print Ads

- 18932 A04 Why 'alcohol' safety patrols? 1972. 1 p. black & white.
A05 By the time you finish this newspaper, a drunk driver will have killed someone. 1972. 1 p. black & white.

Poster

- 26419 Do you know your drinking/driving limit? Delaware ASAP warning; don't drive if you are past your limit. (1973). 1 p. color. (Co-produced by Delaware Retail Liquor Dealers Association/ Delaware Restaurant Association.)

Radio Scripts

- 31112 More than 45% of all highway fatalities in Delaware are alcohol-related. 1974. 1 p.
31113 The penalties for driving while intoxicated in Delaware are harsh. 1974. 1 p.
31114 In the first six months of this year, there were 46 highway fatalities in Delaware and 24 of them involved alcohol. 1974. 1 p.
31115 It's the evening rush hour, everyone trying to get home. 1974. 1 p.
31116 In the time it takes to read a story to a child...someone in America will be killed in a car accident. 1974. 1 p.
31117 Driving while intoxicated is a disease that affects children. 1974. 1 p.
31118 Driving while intoxicated is for losers. 1974. 1 p.
18932 A06 Janie. (Contemporary sound.) 1972. 1 p.

Promotional Gimmicks

- 26418 Do you know your drinking/driving limit? (1973). 2 p. (Blood alcohol chart; Co-produced by Delaware Retail Liquor Dealers Association, Dover/ Delaware Alcoholic Beverage Wholesalers Association, Dover/ Delaware Restaurant Association, Dover.)
18932 A07 Delaware ASAP logo. 1972. 1 p.
A08 Delaware ASAP countermeasures symbols. 1972. 1 p.
A09 Delaware ASAP countermeasures photos. What is Delaware ASAP? 1972. 1 p.
26241 It's a fact. Take a folder, learn how ASAP in Delaware is aimed at reducing alcohol-related crashes. (1972). 1 p. (Table display.)

Alcohol Safety Action Project--Denver, Colo.

Pamphlets

- 26797 Drink/drive demonstration. 1973. 4 p.
26798 Drink/drive demonstration information sheet. 1973. 2 p.
18041 DASAP presents: A Snort History, a six-minute motion picture. 1971. 2 p. (Promotional leaflet about the film.)

Television Spots

- 26513 Car. 1973. 50 sec. 16mm. color. (Cartoon.)
26514 Roman. 1973. 40 sec. 16mm. color. (Cartoon.)
26515 Bike. 1973. 30 sec. 16mm. color. (Cartoon.)

Storyboard

26585 A snort history. 1971. 2 p. 16 frames. black & white.

Television Scripts

26516-26518 See television spots 26513-26515 above for descriptions.

Radio Spots

- 26510 Count your drinks. 1973. 30 sec. cassette.
26511 Count your drinks. 1973. 60 sec. cassette.
26512 Count your drinks, Johnny. 1973. 60 sec. cassette.
26861 Holiday driving. 1973. 60 sec. cassette. (Co-produced by Colorado Coordinator of Highway Safety, Denver; Version 1.)
26862 Holiday driving. 1973. 60 sec. cassette. (Co-produced by Colorado Coordinator of Highway Safety, Denver; Version 2.)
26863 Holiday driving. 1973. 60 sec. cassette. (Co-produced by Colorado Coordinator of Highway Safety, Denver; Version 3.)

Radio Scripts

26524-26526 See radio spots 26510-26512 above for descriptions.
26873-26875 See radio spots 26861-26863 above for descriptions.

Movies

- 31088 How soon is too soon? 1973. 3 min. 16mm. color. (Produced by Denver University, Department of Mass Communications, Colo.; Sponsored jointly by ASAP and NHTSA.)
31089 What's your excuse? 1973. 6 min. 16mm. color. (Produced by Denver University; Sponsored jointly by ASAP and NHTSA.)
31090 On your mark. 1973. 5 min. 16mm. color. (Produced by Denver University; Sponsored jointly by ASAP and NHTSA.)
18042 A snort history. 1971. 6 min. 40 sec. 16mm. color.

Alcohol Safety Action Project--Fairfax, Va.

Pamphlets

- 26226 The Virginia alcohol safety program. Draft report. 1973. 12 p.
26227 The Virginia alcohol safety program (VASAP): guidelines for proposal development. 1973. 9 p.
18044 The problem drinker is the problem. ASAP is here to solve it. 1972. 8 p.
18777 The ASAP speakers bureau speaking out to get the problem drinker off the highway. 1972. 4 p.
18778 The problem drinker is the problem. ASAP is here to solve it. 1972. 4 p.
18043 The Fairfax Alcohol Safety Action Project; spearheading a national community effort to get the problem drinkers off our highways. n.d. 10 p.

Radio Spots

- 38969 Julie. 1975. 60 sec. 7 1/2 ips.
38970 Flying. 1975. 60 sec. 7 1/2 ips.

Bumper Sticker

- 26224 Don't be a reckless driver. Know your limit. (1973). 1 p. color.

Promotional Gimmicks

- 26398 How many can you drink and still drive safely? Find your answer here. Take one. (1973). 1 p. (Table display designed to hold ASAP blood alcohol charts.)
- 26422 Thank you. (1973). (Card used to thank people who participated in ASAP roadside survey; Co-produced by Falls Church Police Department, Va.)
- 26223 Don't be a reckless drinker. Know your limit. (1972). 2 p. (Blood alcohol chart.)

Alcohol Safety Action Project--Florence, S.C.

Pamphlet

- 31397 Holiday cheer. Party hints. (1975). 2 p.

Poster

- 31398 Holiday cheer. (1975). 1 p. color.

Promotional Gimmicks

- 31395 DUI spoils holiday cheer. (1975). (Cocktail napkin.)
- 31396 I am the driver. (1975). (Lapel pin.)

Alcohol Safety Action Project--Hennepin County, Minneapolis, Minn.

Pamphlets

- 35295 ASAP: a sobering influence on drunk drivers. 1977. 10 p.
- 38930 Take the drunken driver off the property taxpayer's back. 1977. 3 p.
- 35227 Law enforcement officer's calendar. 76-77. 1976. 78 p.
- 31106 New directions. 1974. 12 p.
- 18819 One of every fifteen cars is driven by a problem drinker. n.d. 10 p.

Radio Scripts

- 31457, 31475, 35007, 35043, 35092-35095, 35127, 35183, 35216-35217 Hennepin County ASAP radio announcements. 1976. 12 vol.
- 31445-31456 Hennepin County ASAP radio announcements. 1975. 12 vol.
- 18795-18818 Hennepin County ASAP radio announcements. 1972. 24 p. (Series of 24 scripts.)

Special Radio Program

- 26973 The death dimension: BAC point one zero. B. Napier/ J. Nash; 1973. 74 min. cassette. (Produced by WCCO Radio, Minneapolis, Minn.; Subjects are C. Livingston/ F. Lowery/ H.L. Boche.)

Script

- 18820 The problem drinker and American highways. (1972). 16 p. (Speakers bureau script.)

News Release

- 28358 Reduction of drinking age increases youth DWI arrests. 1973. 4 p.

Promotional Gimmicks

- 35098 Blood alcohol chart. (1976). 2 p.
- 18990 Hennepin County Alcohol Safety Action Project. 1973. 2 p. (1973 wall calendar.)
- 26790 1974. (1973). (Desk calendar.)
- 18045 Where do you stand. Where do you fall? 1971. (Blood alcohol chart.)

Alcohol Safety Action Project--Idaho, Boise

Print Ads

- 35345 These figures are averages only! (1975). 1 p. black & white.
35346 It's a fact! (1975). 1 p. black & white.
35347 What's a B.A.C.? (1975). 1 p. black & white.

Poster

- 35348 Anyone can win! 500 first prizes each month. (1975). 1 p. color.

Alcohol Safety Action Project--Indianapolis, Ind.

Pamphlets

- 26788 Know your limit. (1973). 6 p.
26857 Dear hostess lady, next time I come over, make me be good. (1973). 8 p.
26094 Business and industry kit. (1972). 58 p.
A01 Focus on ASAP. 6 p.
A02 Statement of policy. 3 p.
A03 For those who drink and drive. 6 p.
A04 Exploding the myths about alcoholism. 6 p. (Produced by Indiana Blue Cross and Blue Shield, Indianapolis.)
A06 ASAP film library. 2 p. (List of films available on loan from ASAP.)
35397 Who's a problem drinker? (1972). 6 p.
35398 Somehow, they wish they could do more. A report for the legal profession and concerned citizens from ASAP. (1972). 9 p.
18823 Agency services for alcoholism. (1971). 4 p.
18046 Alcohol Safety Action Project. n.d. 13 p.

Radio Spots

- 35447 Last year in Indianapolis, there were 661 alcohol-related property damage accidents. 1973. 60 sec. 7 1/2 ips.
35448 If you stood on the corner of 38th and Sherman you'd probably see a drunk driver every 28 seconds. 1973. 60 sec. 7 1/2 ips.
35449 If you weigh 160 pounds and have 6 drinks in 2 hours, don't drive. 1973. 60 sec. 7 1/2 ips.
35450 Janie. (1973). 60 sec. 7 1/2 ips.
35453 Has there ever been a time when you didn't remember driving home? E. McMahon, anncr. 1973. 30 sec. 7 1/2 ips.
35454 A responsible drinker knows when he can drive, and when he can't--he doesn't. E. McMahon, anncr. 1973. 30 sec. 7 1/2 ips.
35446 This is Indianapolis at Christmas time. Busy. Full of cheer. W. Churchill, anncr. 1972. 30 sec. 7 1/2 ips.
35451 The Christmas spirit means one thing to you, and something else to a problem drinker. D. Andrews, anncr. 1972. 30 sec. 7 1/2 ips.
35452 Police report that 4 out of 5 traffic deaths in Indianapolis last December involved drunk drivers. D. Andrews, anncr. 1972. 30 sec. 7 1/2 ips.

Print Ads

- 26172 Yes, you can help get the problem drinking-driver off the road. (1973). 1 p. black & white.
- 26173 Yes, you can help get the problem drinking-driver off the road. (1973). 1 p. black & white.
- 26439 Traffic deaths. News we could do without. 1973. 1 p. black & white.
- 26440 If you drive in Indianapolis you should know and understand the facts. 1973. 1 p. black & white.
- 26444 The Alcohol Safety Action Project is out to get the problem drinking-driver off the road. 1973. 2 p. black & white.
- 26448 He's doing something for ASAP. 1973. 1 p. black & white.
- 26451 ASAP says: thank you for doing something. 1973. 1 p. black & white.
- 26081 Before you drink that one for the road, think about the chaser. (1972). 1 p. black & white. (Sponsored by Indianapolis Power and Light, Ind.)
- 26082 That last drink for the road could help you crash the next party. (1972). 1 p. black & white. (Sponsored by Indianapolis Power and Light, Ind.)
- 26094 A10 Do something. (1972). 1 p.

Television Scripts

- 31162 Know your limit. 1974. 1 p.
- 26433 The city of Indianapolis is well into its ASAP program. R.E. Lugar, anncr. 1973. 1 p.
- 26434 In basketball, you have to be aware of constantly changing situations. G. McGinnis, anncr. 1973. 1 p.
- 26435 Last year 19 thousand people died in automobile accidents involving drinking drivers. 1973. 1 p.
- 26441 I'll be driving the McLaren Offy Special in this year's 500 mile race. J. Leonard, anncr. 1973. 1 p.
- 26442 I'd like to recommend some good reading. F. McKinney, Jr., anncr. 1973. 1 p.
- 26445 This is our new Save-Unit van. D. Elmore, anncr. 1973. 1 p.
- 26449 For the past three years, ASAP has been working to do something about the problem drinking-driver. J. Lindsay, anncr. 1973. 1 p.
- 31163 Has there ever been a time when you didn't remember driving home? E. McMahon, anncr. 1973. 1 p.
- 31164 A responsible drinker knows when he can drive, and when he can't--he doesn't. E. McMahon, anncr. 1973. 1 p.
- 26009 The Christmas spirit means one thing to you, and something else to a problem drinker. D. Andrews, anncr. 1972. 1 p.
- 26010 Police report that 4 out of 5 traffic deaths in Indianapolis last December involved drunk drivers. D. Andrews, anncr. 1972. 1 p.
- 26126 This is Indianapolis at Christmas time. W. Churchill, anncr. 1972. 1 p.
- 31161 It's Christmas. And around Indianapolis, like every other city, there's cheer and celebration. D. Andrews, anncr. 1972. 1 p.

Radio Scripts

- 26436 Here's a tip from the ASAP people. 1973. 1 p.
- 26437 Nationally, 50% of all traffic deaths are alcohol-related. L. Sherman, anncr. 1973. 1 p.
- 26438 We all need to understand the seriousness of alcohol abuse behind the wheel. W. Cramer, anncr. 1973. 1 p.
- 26443 The Alcohol Safety Action Project has a new brochure called "Know Your Limits." M. Ahern, anncr. 1973. 1 p.
- 26446 ASAP refers convicted drunk drivers to our facility. A. Larson, anncr. 1973. 1 p.
- 26447 December is the deadliest month for alcohol-related accidents. 1973. 1 p.
- 26450 It's Christmas in Indianapolis. 1973. 1 p.
- 26586 Last year in Indianapolis, there were 661 alcohol-related property damage accidents. 1973. 1 p. (Sponsored by 3M, St. Paul and WIBC Radio, Indianapolis.)
- 26587 If you stood on the corner of 38th and Sherman you'd probably see a drunk driver every 28 seconds. 1973. 1 p.
- 26588 If you weigh 160 pounds and have 5 drinks in 2 hours, don't drive. 1973. 1 p. (Sponsored by 3M, St. Paul and WIBC Radio, Indianapolis.)

News Releases

- 26094 A08 Is alcohol and driving a problem? (1972). 1 p.
- 26094 A09 What's that ASAP all about? (1972). 3 p.

Editorial

- 26400 Getting the facts on drinking and driving. 1973. 1 p. (Produced by WRTV Stations, Indianapolis.)

Promotional Gimmick

- 35396 Blood-alco chart. (1973). 2 p.

Alcohol Safety Action Project--Kansas City, Mo.:

Pamphlets

- 35356 Your rights in the municipal court of Kansas City, Missouri. (1975). 3 p. (Co-produced by Kansas City Municipal Court.)
- 26225 ASAP programs available to any group. (1972). 2 p. (List of films available from the Kansas City ASAP.)
- 26230 What's happening with people. (1972). 9 p.
- 26231 The special alcohol safety schools. T. Reno. (1972). 3 p.
- 18047 Alcohol Safety Action Project, Kansas City, Missouri. 1971. 10 p.

Television Spot

- 35441 They got Louie. B. Gordon, anncr. 1973. 60 sec. 16mm. color.

Print Ads

- 26234 There's a machine that could save your life. N. Archibald. (1972). 1 p. black & white.
- 26235 Drunk drivers come in all shapes and sizes. B. Cousy. (1972). 1 p. black & white.
- 26236 There's a machine that could save your life. R. Nelson. (1972). 1 p. black & white.
- 26237 On an average night in Kansas City, statistics show you could meet a drunk driver every four minutes. L. Dawson. (1972). 1 p. black & white.

- 26238 Drunk drivers come in all shapes and sizes. E. Kirkpatrick. (1972). 1 p. black & white.
 26239 You can be on TV tonight. C. Rojas. (1972). 1 p. black & white.

Television Scripts

- 26284 On an average night in Kansas City. L. Dawson. (1972). 1 p.
 26285 Drunk drivers come in all shapes and sizes. E. Kirkpatrick. (1972). 1 p.
 26286 This machine can save your life. R. Nelson. (1972). 1 p.
 26287 You can be on TV tonight. C. Rojas. (1972). 1 p.

Radio Spots

- 26259 On an average night in Kansas City. L. Dawson, anncr. 1972. 30 sec. cassette.
 26260 [Simulated telephone call.] J. Higgins, anncr. 1972. 30 sec. cassette.
 26261 They got Louie. B. Gordon, anncr. 1972. 30 sec. cassette.

Radio Scripts

- 26272-26274 See radio spots 26259-26261 above for descriptions.

News Releases

- 26228 Summary of fatal crashes--Kansas City, Missouri, 1971 and 1972. (1972). 1 p.
 26229 1972 overview. T. Reno. (1972). 4 p.

Promotional Gimmicks

- 26232 Alcohol Safety Action Project quiz. (1972). 1 p.
 26233 If somebody told you to check your BAC, would it hurt your feelings? (1972). 2 p.

Alcohol Safety Action Project--Lincoln, Neb.

Pamphlets

- 26783 Lincoln's approach to the drunk driver problem...tough, but reasonable! (1973). 6 p.
 26144 Speakers bureau. (1972). 21 p. (Includes a biographical sketch for each speaker.)
 18048 Lincoln's approach to the drunk driver problem...tough, but reasonable! n.d. 8 p.

Print Ads

- 26902 Drunk driving is a no limit game. Know your limit. N. Archibald. (1973). 1 p. black & white.
 26903 Drunk drivers come in all shapes and sizes. B. Cousy. (1973). 1 p. black & white.

Radio Scripts

- 26812 Don't be a host who equates excessive drinking with hospitality. D. Lietner, anncr. (1973). 1 p.
 26813 Don't be a host who equates excessive drinking with hospitality. B. Adams, anncr. (1973). 1 p.
 26814 Don't be a host who equates excessive drinking with hospitality. J. Shelly, anncr. (1973). 1 p.
 26815 Don't be a host who equates excessive drinking with hospitality. W. Giles, anncr. (1973). 1 p.
 26831 Drunk drivers come in all shapes and sizes. (1973). 1 p.
 26845 Drunk driving is a no limit game. Know your limit. N. Archibald, anncr. (1973). 1 p.

Script

26816 Slide presentation: the drinking driver. n.d. 6 p. (Does not include slides.)

Bus Card

18831 Drunk driving is a no limit game...know your limit. n.d. 1 p. color.

Promotional Gimmicks

- 31170 Know the law. (1974). 2 p. (Blood alcohol chart; Sponsored by Lancaster County Beverage Association, Lincoln, Neb.)
- 26321 What's your A.Q. (alcohol quotient)? (1973). 1 p. (Litter bag.)
- 26230 Your could be dead wrong. (1972). 2 p. (Restaurant table card.)
- 18821 Why should I know my A.Q.? Because I like the odds! (1971). (Bottle cap.)
- 18321 How to test your own blood alcohol level. n.d. (Balloon test.)

Alcohol Safety Action Project--Los Angeles, Calif.

Pamphlets

- 31297 What Los Angeles has done about drinking/driving. (1975). 10 p.
- 31426 ASAP roadside survey. (1975). 4 p. (Leaflet given to participants.)
- 26492 Drinking drivers are problem drivers. They need help. (1972). 4 p. (Co-produced by Alcohol Traffic Safety Project--Orange County, Westminster, Calif.; Includes a poster.)

Poster

26503 Alcohol helpline can help. (1973). 1 p. black & white. (Co-produced by Alcohol Traffic Safety Project--Orange County.)

Print Ads

- 31298 A lot of drunk drivers never become repeat offenders. (1975). 1 p. black & white.
- 31299 Some drunk drivers aren't found on the road. (1975). 1 p. black & white.
- 31413 Not every drinker is lucky enough to get a hangover. (1975). 1 p. black & white.
- 31414 It's easier to convict a drunk driver after he's been shot. 1974. 2 p. black & white.

Television Spots

- 31409 Morning after. 1975. 30 sec. 16mm. color.
- 31411 Pool hall. 1975. 30 sec. 16mm. color.

Television Scripts

35434-35435 See television spots 31409 and 31411 above for descriptions.

Radio Spots

- 35466 Blame it all on me. 1975. 60 sec. 7 1/2 ips. (2 versions.)
- 35467 A good time. 1975. 60 sec. 7 1/2 ips. (2 versions.)
- 35468 Ended on a freeway. 1975. 60 sec. 7 1/2 ips. (2 versions.)

- 35463 Help. 1974. 60 sec. 7 1/2 ips. (4 versions.)
- 35464 Sir Toby. 1974. 60 sec. 7 1/2 ips. (2 versions.)
- 35465 Party. 1974. 60 sec. 7 1/2 ips. (2 versions.)
- 26504 The breath-a-lyzer blues. C. Cavendish, anncr. (1972).
2 min. 17 sec. 45 rpm.

Radio Scripts

- 31402 Blame it all on me. 1975. 1 p.
- 31403 Ended on the freeway. 1975. 1 p.
- 31405 Good host. 1975. 1 p.
- 31407 A good time. 1975. 1 p.
- 31404 Good host. 1974. 1 p.
- 31406 A good time. 1974. 1 p.
- 31408 Help. 1974. 1 p.
- 31412 Sir Toby. 1974. 1 p.
- 26505 See radio spot 26504 above for description.

Promotional Gimmick

- 31416 Blood alcohol estimation chart. (1975). 2 p.

Alcohol Safety Action Project--Marathon-Sheboygan, Madison, Wisc.

Pamphlets

- 35401 Guides for the holiday hostess. (1972). 6 p.
- 35402 Can I drink and drive with responsible moderation? (1972).
2 p.
- 35403 How much is too much? 1972. 3 p.
- 35404 How can we stop drunk driving in our community? (1972).
5 p.
- 35405 Programs for groups. 1972. 6 p.
- 18050 Alcohol Safety Action Program, Sheboygan, Wisc. 1971. 4 p.

Print Ad

- 18301 One driver in every fifty is drunk. Why? n.d. 1 p. black
& white.

Posters

- 35399 Drunk driving is involved in most fatal crashes. (1972).
1 p. black & white.
- 35400 How much is too much? (1970). 1 p. color.

Alcohol Safety Action Project--Nassau County, Mineola, N.Y.

Print Ads (also available as slides)

- 18065 He's no problem drinker, he's my best friend. (1971). 1 p.
- 18066 Those eyes. That nose. The hair. Clues to the problem
drinker. (1971). 1 p. black & white.
- 18067 My son Robbie couldn't be a problem drinker. (1971). 1 p.
black & white.
- 18068 My wife, a problem drinker? (1971). 1 p. black & white.
- 18069 Note the clever disguise of the problem drinker. (1971).
1 p. black & white.
- 18070 The problem drinker. You'd know that face anywhere.
(1971). 1 p. black & white.

Bus Cards (also available as slides)

- 18062 My wife, a problem drinker? (1971). 1 p. black & white.
- 18063 My son Robbie couldn't be a problem drinker. (1971). 1 p.
black & white.
- 18064 He's no problem drinker, he's my best friend. (1971). 1 p.
black & white.

Poster

- 26606 Drunk driving chemical tests now are tougher. (1973). 1 p. color. (Co-produced by Nassau County Traffic Safety Board, Mineola, N.Y.)

Television Spot

- 18052 Problem drinker driver. 1971. 60 sec. 16mm. color.

Television Script

- 26722 She may be your wife. 1972. 1 p.

Storyboard

- 18053 See television spot 18052 above for description.

Radio Spots

- (NOTE: The following 15 radio spots were co-produced by Nassau County Traffic Safety Board, Mineola, N.Y.)
- 26621 Right here in Nassau County. (1973). 60 sec. 7 1/2 ips.
- 26622 The voice you are about to hear. (1973). 60 sec. 7 1/2 ips.
- 26628 I just wanted to thank you for bringing me home from the office party last night. (1973). 60 sec. 7 1/2 ips. (2 spots using different announcers.)
- 26629 Life is a thread. (1973). 30 sec. 7 1/2 ips.
- 26630 One more for the road. (1973). 30 sec. 7 1/2 ips.
- 26631 We kill more. (1973). 30 sec. 7 1/2 ips.
- 26632 Emily. (1973). 7 1/2 ips.
- 26633 Susanna. (1973). 30 sec. 7 1/2 ips.
- 26636 Janie. (1973). 4 1/2 min. 7 1/2 ips. (Series of 9 identical spots using various announcers.)
- 26637 Did a friend ever offer you a ride home from the party? (1973). 30 sec. 7 1/2 ips.
- 26624 Ever wonder how you got home from the party? 1972. 15 sec. 7 1/2 ips.
- 26625 Did anyone ever refuse a ride home with you? 1972. 15 sec. 7 1/2 ips.
- 26626 During this holiday season, many people will die in traffic accidents. 1972. 30 sec. 7 1/2 ips.
- 26627 I make it a point to drive only when I'm sober. 1972. 20 sec. 7 1/2 ips.
- 26628 Ever have to tell your wife it was just a bit of holiday cheer with the boys? 1972. 20 sec. 7 1/2 ips.
- 18054 Bridge game. 1971. 60 sec. 7 1/2 ips.
- 18055 Westbury drive-in. 1971. 60 sec. 7 1/2 ips.
- 18056 Familiar places you've seen so many times. 1971. 60 sec. 7 1/2 ips.
- 18057 Harold's Pub. 1971. 60 sec. 7 1/2 ips.
- 26639 Ever have one drink for the road? n.d. 15 sec. 7 1/2 ips. (Co-produced by Nassau County Traffic Safety Board, Mineola, N.Y.)
- 26640 Going to stop by the tavern for a few with the boys? n.d. 20 sec. 7 1/2 ips. (Co-produced by Nassau County Traffic Safety Board, Mineola, N.Y.)

Radio Scripts

- 26610 Tige Andrews tour. T. Andrews, anncr. (1973). 1 p.
- 26611 Tige Andrews tour. T. Andrews, anncr. (1973). 1 p.
- 26723 In the time it takes to read a story to a child. 1972. 1 p. (Subject is NHTSA; Version 1.)

- 26724 In the time it takes to read a story to a child. 1972.
1 p. (Subject is NHTSA; Version 2.)
- 26725 A lot of people think you have to be crazy to drive a race
car. 1972. 1 p. (Subject is NHTSA; Version 1.)
- 26726 A lot of people think you have to be crazy to drive a race
car. 1972. 1 p. (Subject is NHTSA; Version 2.)
- 26727 There are more American people killed by drunk drivers each
year than in all the years of the Vietnam war. 1972. 1 p.
(Subject is NHTSA.)
- 26728 On an average day, on an average American highway, one out
of fifty drivers is drunk. 1972. 1 p. (Subject is
NHTSA.)
- 18058-18061 See radio spots 18054-18057 above for descriptions.
(NOTE: The following 25 radio scripts were co-produced by Nassau
County Traffic Safety Board, Mineola, N.Y.)
- 26607 See radio spot 26621 above for description.
- 26609 See radio spot 26636 above for description.
- 26634-26635 See radio spots 26637-26638 above for descriptions.
- 26717-26721 See radio spots 26629-26633 above for descriptions.
- 26023 See radio spot 26624 above for description.
- 26026 See radio spot 26626 above for description.
- 26623 See radio spot 26625 above for description.
- 26038 See radio spot 26639 above for description.
- 26040 See radio spot 26640 above for description.

Alcohol Safety Action Project--Nassau County SEE ALSO Nassau
County Traffic Safety Board, Mineola, N.Y.

Alcohol Safety Action Project--New Hampshire, Concord

Pamphlets

- 35424 Retail liquor price list. 1974. 38 p. (Produced by New
Hampshire Liquor Commission; released by ASAP.)
- 26412 State of New Hampshire Alcohol Safety Action Project of the
Program on Alcohol and Drug Abuse. (1973). 9 p.

Posters

- 35425 Graduation bracelets. (1974). 1 p. black & white.
- 35426 The case of the three drunk drivers. (1974). 1 p. black
& white.
- 35427 Driver's seat. (1974). 1 p. black & white.
- 35428 Janie. In memoriam. 1950-1973. (1973). 1 p. black &
white.
- 18740 We're not after drinkers. We're after drunks. (1972).
1 p. black & white.
- 26424 Humbug! If we catch you driving home drunk from a holiday
party, don't count on our Christmas spirit to keep you out
of jail. (1972). 1 p. black & white.
- 26425 Here's what a little whiskey can do to that nice quiet kid.
(1972). 1 p. black & white.
- 26426 Hey fella, want to get your name in the papers? (1972).
1 p. black & white.
- 26427 It takes more than the police to stop drunk drivers.
(1972). 1 p. black & white.

Radio Spots

- 35477 Give me the car keesh... 1974. 60 sec. 7 1/2 ips.
- 35473 Janie. 1973. 60 sec. 7 1/2 ips.
- 35475 Prom and graduation. 1973. 60 sec. 7 1/2 ips.
- 35476 It takes more than police officers. 1973. 60 sec.
7 1/2 ips.
- 35471 Very nice man. 1972. 60 sec. 7 1/2 ips.
- 35472 Janie. 1972. 60 sec. 7 1/2 ips.
- 35474 Humbug! 1972. 60 sec. 7 1/2 ips.

Bumper Sticker

- 38731 D.W.I. is a bummer. (1974). 1 p. color.

Promotional Gimmicks

- 35135 So...who's driving home? (1976). 1 p. (Wallet card.)
- 26901 Know your limits. Chart for responsible people who may sometimes drive after drinking. n.d. 2 p. (Blood alcohol chart; Co-produced by AAA, New Hampshire Division, Concord/ New Hampshire State Liquor Commission, Concord/ New Hampshire Highway Safety Agency, Concord.)

Alcohol Safety Action Project--New Orleans, La.

Pamphlets

- 26020 ASAP: a new answer to the drinking driver. (1972). 16 p.
- 18073 The driver's guide to drinking. 1970. 14 p. (Includes a balloon test and a blood alcohol chart.)

Radio Spot

- 26358 James Brown A.S.A.P. J. Brown, anncr. 1972. 60 sec.
7 1/2 ips.

Radio Scripts

- 31360 Fourth of July--drunk driving. 1975. 1 p.
- 31361 Fourth of July--drunk driving. 1975. 1 p. (Version 2.)
- 26024 Ever have to tell your wife it was just a bit of holiday cheer with the boys? 1972. 1 p.
- 26025 I make it a point to drive only when I'm sober. 1972. 1 p.
- 26539 See radio spot 26358 above for description.
- 26039 Have you ever been seriously injured in a traffic accident? n.d. 1 p.
- 26041 Ever thought you should have driven your friend home? n.d. 1 p.
- 26042 Know someone who always has more than he can handle? n.d. 1 p.
- 26043 Were you involved in a serious accident last night? n.d. 1 p.
- 26044 Ever thought you were lucky to have avoided that accident? n.d. 1 p.
- 26045 Did anyone ever refuse to drive home with you? n.d. 1 p.
- 26046 Ever wonder how you got home from the party? n.d. 1 p.
- 26074 Going to the bridge club this afternoon? n.d. 1 p.

Newspaper Articles

- 18071 A collection of newspaper articles about the New Orleans Alcohol Safety Action Project. 1972. 17 p.
- 18747 A collection of newspaper articles about the New Orleans Alcohol Safety Action Project. 1972. 33 p.

Movie

18051 Problem drinker driver. 1971. 5 min. 16mm. color.

Bumper Stickers

26604 Stop the drunk driver. (1973). 1 p. color.

26786 Tippy? Take a tip...take a taxi. (1973). 1 p. color.

35406 I never drive over .05 BAC. (1972). 1 p. color.

Promotional Gimmicks

26413 Stop the drunk driver slaughter. (1973). (Shirt pocket pencil and pen holder.)

26414 Stop the drunk driver slaughter. (1973). (Plastic shopping bag.)

26429 Stop the drunk driver slaughter. (1973). (Key ring.)

26605 Stop the drunk driver slaughter. (1973). (Cocktail napkin.)

18746 How much can you drink and still drive safely? (1972). 2 p. (Proposed bar napkin; not distributed.)

26019 Safe drinking dial. (1972). 2 p.

26021 Pride builds New Orleans. (1972). 2 p. (Litter bag.)

26420 Self-tester for the drinking driver. (1972). (Blood alcohol calculator.)

35407 Can I drink/drive with responsible moderation? 1972. 2 p. (Blood alcohol chart.)

18745 Self-tester for the drinking driver. (1971). 6 p. (Blood alcohol chart.)

26050 Intox-i-cator; alcohol influence guide. 1971. 1 p. (Blood alcohol calculator.)

18072 Drinking and highway safety. Bar barometer. n.d. 2 p. (Blood alcohol chart.)

26048 Check your alcohol reading with...drink-o-meter. n.d. (Blood alcohol testing device produced by Luckey Laboratories, San Bernadino, Calif.)

Alcohol Safety Action Project--Oklahoma City, Okla.

Pamphlets

31165 The drunk driver: our greatest threat. (1974). 4 p.

35033 Alcohol information kit. (1974). 80 p.

26417 In Oklahoma City, one of every 12 cars is driven by a person impaired by alcohol. (1973). 10 p.

Print Ads

35136 "But officer..." (1976). 1 p. black & white.

35137 Your teenagers need to know about drinking and driving. You need to know how to tell them. (1976). 1 p. black & white.

35138 You can go to prison for murder, rape, armed robbery and drinking too much and driving. (1976). 1 p. black & white.

35139 Some people have all the answers...all the wrong answers. (1976). 1 p. black & white.

Poster

31349 It's a dangerous game. You better know the odds. (1975). 1 p. color.

Television Spots

- 39076 More than six thousand drinking drivers will be arrested this year in Oklahoma City. 1976. 30 sec. color. videocassette.
- 39077 More than 6,000 drinking drivers will be arrested this year in Oklahoma City. 1976. 30 sec. color. videocassette.
- 39078 Six thousand drinking drivers will be arrested this year here in Oklahoma City. 1976. 60 sec. color. videocassette.
- 39079 Six thousand drinking drivers will be arrested this year in Oklahoma City. 1976. 60 sec. color. videocassette.

Audiotape of Television Spots

- 39080-38083 See television spots 39076-39079 above for descriptions.

Television Scripts

- 35076 Six thousand drinking drivers will be arrested this year here in Oklahoma City. 1976. 1 p.
- 35077 Six thousand drinking drivers will be arrested this year in Oklahoma City. 1976. 1 p.
- 35078 More than six thousand drinking drivers will be arrested this year in Oklahoma City. 1976. 1 p.
- 35079 More than six thousand drinking drivers will be arrested this year in Oklahoma City. 1976. 1 p.
- 35359 Better job. 1974. 1 p.
- 35360 People who drink too much and drive. 1974. 1 p.
- 35361 The problem of excessive drinking and driving. 1974. 2 p.
- 35362 We've cut our casualties. 1974. 2 p.
- 35366 There's a killer on the loose. 1974. 1 p.
- 35367 Maybe one drink won't make a difference. 1974. 1 p.
- 35368 ASAP countermeasures. 1974. 1 p.
- 35387 We have a problem in Oklahoma City...people who drink too much and drive. 1974. 1 p.
- 35388 Better job. 1974. 1 p.
- 35389 We've cut our casualties. 1974. 2 p.
- 35390 The problem of excessive drinking and driving. 1974. 1 p.
- 35363 Know the law...learn your limit. 1972. 1 p.
- 35364 Chemical test. 1972. 1 p.
- 35365 Comic? 1972. 1 p.

Radio Spots

- 31487 Know when to stop. (1974). 60 sec. cassette.
- 31488 The party's over. (1974). 60 sec. cassette.
- 31489 Know when to stop. (1974). 30 sec. cassette.
- 31490 A dead stop. (1974). 30 sec. cassette.
- 31491 Janie. (1974). 60 sec. cassette.
- 31492 You better know the law. (1974). 60 sec. cassette.
- 31493 Implied consent. (1974). 50 sec. cassette.
- 31494 Scoring points. (1974). 60 sec. cassette.
- 31495 Know the law. (1974). 60 sec. cassette.
- 31496 Know the odds. (1974). 30 sec. cassette.
- 31497 A dangerous game. (1974). 30 sec. cassette.
- 31498 Implied consent. (1974). 30 sec. cassette.

Radio Scripts

- 35069 This year, Oklahoma City police will arrest more than six thousand drinking drivers. 1976. 1 p.
- 35070 This year, more than 6,000 drinking drivers will be arrested in Oklahoma City. 1976. 1 p.
- 35071 This year Oklahoma City police will arrest more than 6,000 drinking drivers. 1976. 1 p.
- 35072 This year Oklahoma City police will arrest more than 6,000 drinking drivers. 1976. 1 p.
- 35073 This year, Oklahoma City police will arrest more than 6,000 drinking drivers. 1976. 1 p.
- 35074 This year, more than 6,000 drinking drivers will be arrested here in Oklahoma City. 1976. 1 p.
- 35075 This year more than 6,000 drinking drivers will be arrested here in Oklahoma City. 1976. 1 p.
- 35017-35028 See radio spots 31487-31498 above for descriptions.
- 35369 I just take an occasional drink. 1974. 1 p.
- 35370 The story of a drinking driver. 1974. 1 p.
- 35371 Her liquor was as lethal as a knife. 1974. 1 p.
- 35372 It's a cold and tired day. 1974. 1 p.
- 35373 You watched and stood there silent. 1974. 1 p.
- 35374 It was a nice party. 1974. 1 p.
- 35375 Specially trained policemen work around the clock to keep drinking-drivers off Oklahoma City streets. 1974. 1 p.
- 35376 He thinks he's the best driver in the world. 1974. 1 p.
- 35377 Innocent victim. 1974. 1 p.
- 35378 Find the solution. 1974. 1 p.
- 35379 Something happened. 1974. 1 p.
- 35380 We're having a beer bust, want to come? 1974. 1 p.
- 35381 I am drunk - literally loop-legged drunk! 1974. 1 p.
- 35382 If you drink and drive you'd better know your limits. 1974. 1 p.
- 35383 Some people figure a little wine is good for the blood. 1974. 1 p.
- 35384 Some people think beer cannot get you drunk. 1974. 1 p.
- 35385 Some people figure a little wine is good for the blood. 1974. 1 p.
- 35386 There's a lot of tragedy in this world we can't do anything about. 1974. 2 p.

Alcohol Safety Action Project--Oregon, Portland

Pamphlets

- 26218 Oregon Alcohol Safety Action Project. (1973). 18 p.
(Collection of newspaper articles published in Oregon Journal between Oct 1972 and Feb 1973.)
- 26220 A nightmare become real. (1973). 15 p.
- 18780 Read this. It could save your life. (1972). 5 p.
- 26219 An ASAP fable: the story of Happy Harry. (1972). 6 p.

Television Spots

- 18784 Antabuse. 1972. 60 sec. 16mm. color.
- 18785 Roadside survey. 1972. 60 sec. 16mm. color.
- 18786 Accident. 1972. 60 sec. 16mm. color.
- 18646 Could this be you? 1971. 30 sec. 16mm. color.
(Cartoon.)

18647 Your life may depend on how much somebody else drinks.
1971. 30 sec. 16mm. color.

Television Scripts

18787-18789 See television spots 18784-18786 above for descriptions.

Storyboards

18080-18081 See television spots 18646-18647 above for descriptions.

Radio Spots

- 18653 Portland used to be a great town to live in if you were a drunk driver. 1972. 60 sec. 7 1/2 ips.
- 18654 It's a funny thing--whenever there's a campaign against drunken drivers, some of us start feeling a bit uneasy. 1972. 60 sec. 7 1/2 ips.
- 18655 Fifty-seven Portlanders died in 1971 traffic accidents. W. Milner, anncr. 1972. 60 sec. 7 1/2 ips.
- 18656 Last year in Portland, nine people died in one tragic accident caused by a problem drinker-driver. K. McCord, anncr. 1972. 60 sec. 7 1/2 ips.
- 18657 Did you know a small group of irresponsible drinking-drivers cause half of our highway deaths? M. Milner, anncr. 1972. 60 sec. 7 1/2 ips.
- 18658 This is Kent McCord of Adam-12. K. McCord, anncr. 1972. 60 sec. 7 1/2 ips.
- 18648 Who gets killed when drinking drivers lose control? 1971. 60 sec. 7 1/2 ips.
- 18649 Pouring one drink. 1971. 60 sec. 7 1/2 ips.
- 18650 Your life depends on how much 'the other guy' drinks. 1971. 60 sec. 7 1/2 ips.
- 18651 If the driver of that car has had more than two average drinks in the last hour...he's risking your life on the streets. 1971. 60 sec. 7 1/2 ips.
- 18652 Every day, over 100 of your neighbors are administered a unique drug that can cause sudden and severe illness. 1971. 60 sec. 7 1/2 ips.

Radio Scripts

18076-18079, 18659-18665 See radio spots 18648-18658 above for descriptions.

Newspaper Article

18075 Sobering up takes time. Be smart: keep good old drunken Charlie off the road. J. Williams. The Oregonian Forum, 24 Jan 1972, p. 19.

Promotional Gimmick

18666 Be safe, know your drinking limit. 1975. (Blood alcohol chart.)

Alcohol Safety Action Project--Phoenix, Ariz.

Pamphlets

- 35051 Bicentennial promotional pamphlet. 1976. 96 p. (Folder containing several pamphlets.)
- 35130 You and your friends. 139 questions about alcohol and other drugs... 1976. 51 p.
- 35226 Friends don't let friends drive drunk. 1976. 13 p. (Looseleaf folder.)

- 31334 Who has a problem? (1975). 2 p.
 31341 Moving the liquid mountain. You can do it...if you try!
 (1975). 4 p.
 31342 Together we can deal with the drunk driver. (1975). 4 p.
 31345 A guide to help YOU deal with special needs. If you or
 anyone you know is in need of services or alcohol-related
 help...please read on. (1975). 6 p.
 26795 Know thy limits. The ASAP 'be my guest' party planner.
 1974. 6 p.
 26986 Certificate: investment in youth. (1974). 4 p.
 26501 ASAP and TRAGYC present a special drink-in demonstration.
 1973. 4 p. (Co-produced by Traffic Representatives of
 Arizona's Governor Youth Council, Phoenix.)
 26565 You said it! (1973). 4 p. (Excerpts from ASAP high
 school survey.)
 26907 Highlights. A knowledge and opinion survey of Phoenix high
 school students about drinking and driving. (1973). 5 p.
 28674 Almanac of alcohol facts for the driver who drinks, and for
 anyone else who's interested. (1973). 12 p.
 18084 Put the lid on drunk drivers. (1972). 5 p.
 18689 The Phoenix Alcohol Safety Action Project represents a
 series of countermeasure activities designed to reduce
 alcohol-related traffic accidents. (1972). 4 p.
 18986 Stop! (1972). 10 p.
 18083 City of Phoenix Alcohol Safety Action Project: a summary.
 n.d. 5 p.

Print Ad

- 31351 Nivel de alcohol en la sangre en persona de 150 libras de
 peso, despues de beber con el estomago vacio. [Level of
 alcohol in the blood of a person weighing 150 pounds, after
 drinking on an empty stomach.] (1975). 1 p. black &
 white.

Posters

- 31441 Friends don't let friends drive drunk. 1975. 1 p. black
 & white.
 26962 You: a rock musical look at alcohol, automobiles and
 people. (1974). 1 p. color.
 26978 You: the new rock musical... (1974). 1 p. color.
 18991 Thank you for helping me... (1972). 1 p. black & white.
 18992 Chairs. (1972). 1 p. black & white.
 26557 Today the guy in the next car may kill you. (1972). 1 p.
 black & white.

Television Scripts

- 18680 Put the lid on drunk drivers. 1972. 1 p.

Radio Scripts

- 31337 Feel all alone...no one that you can trust to talk to?
 1975. 1 p.
 31338 Have a crisis...emergency or a problem? 1975. 1 p.
 31444 Holiday season. 1975. 1 p.
 18681 Special enforcement squad patrolling the Phoenix streets.
 1972. 1 p.
 18682 The objective of the new Alcohol Safety Action Project is
 fewer accidents and fatalities. 1972. 1 p.

- 18683 Surveys show that one of the next 50 motorists coming your way is drunk. 1972. 1 p.
- 18684 Now there is help on the other end of the line if alcohol is creating a problem in your life. 1972. 1 p.
- 18685 The crisis intervention program. 1972. 1 p.
- 18686 Alcohol problems? Let's talk it over. 1972. 1 p.

Scripts

- 31339 DWI volunteer probation program slide presentation. You've got a friend. 1975. 11 p. (Slides not included.)
- 31340 The key. A slide program for PACT orientation. 1975. 12 p. (Slides not included.)
- 26130 And now the news... 1972. 10 p. (Slide presentation script; slides not included.)

Newspaper Articles

- 26500 Driving test tougher after a few drinks. B. Bartak; Arizona Republic, 27 June 1973, pp. B1-B2, C2. (Subject is also Traffic Representatives of Arizona's Governor Youth Council, Phoenix; Includes six short articles from selected newspapers throughout the U.S.)
- 18082 Phoenix Alcohol Safety Action Project in print. 1972. 14 p.
- 18690 Drinking drivers: moving the liquid mountain. R. Shumway; Arizona Republic, 9 July 1972. 1 p.

Flow Chart

- 18691 DWI flow chart. (1972). 1 p.

News Release

- 35249 PACT success, study finds. 1977. 5 p.
- 31335 Young people's 'car and alcohol' kit planned. 1975. 2 p.
- 31443 Phoenix ASAP holiday program centers on 'Friends Don't Let Friends Drive Drunk' theme. 1975. 4 p.

Promotional Gimmicks

- 35131 I don't understand Ethyl, kids these days all they think about is getting drunk. (1976). 1 p. (Litter bag.)
- 35132 Friends don't let friends drive drunk. (1976). (Key chain.)
- 35355 Know thy limits. (1976). (Lapel pin.)
- 31473 Drink/drive indicator. (1975). 2 p. (Blood alcohol chart.)
- 18085 You can help put the lid on drunk drivers. (1972). 2 p.
- 18687 Alcohol problems? Let's talk it over! (1972). 1 p. (Wallet-sized card with phone number of the Crisis Intervention Program.)
- 18688 Alcohol problems? Let's talk it over! (1972). 1 p. (Sticker with phone number of the Crisis Intervention Program.)

Alcohol Safety Action Project--Pulaski County, Little Rock, Ark.

Pamphlets

- 26222 Alcohol: facts, myths, and fictions. 1973. 14 p.
- 18619 A person dies on the road every 19 minutes. Thanks to drunk drivers. (1972). 6 p.

Bumper Sticker

18087 The way to go. n.d. color.

Promotional Gimmick

26221 Drink/drive calculator. 1971.

Alcohol Safety Action Project--Puerto Rico, San Juan

Pamphlets

- 35323 Cuidado...hombre peligroso al volante! [Watch out...dangerous man at the wheel!] (1975). 4 p.
35324 Fiesta guia para la buena anfitriona. Recetas, consejos, ideas. [Party guide for a good hostess. Recipes, advice, ideas.] (1975). 8 p.

Storyboards

- 35415 Los Perez se consideran unos anfitriones A numero uno. [The Perez' are number one hosts.] 1975. 1 p. 12 frames. black & white. (English translation attached.)
35417 Don Pepe es un buen padre de familia. [Don Pepe is a good family man.] 1975. 1 p. 12 frames. black & white. (English translation attached.)
35418 Alma de la fiesta. [Life of the party.] 1975. 1 p. 8 frames. black & white. (English translation attached.)

Radio Spots

- 35469 Janie. (Spanish language.) (1973). 60 sec. 7 1/2 ips.
35470 Daddy. (Spanish language.) (1973). 60 sec. 7 1/2 ips.

Radio Scripts

- 35419 Conozca su limite! [Know your limit!] 1975. 1 p. (English translation attached.)
35420 Que entiende usted por beber licor socialmente? [What do you understand by "social drinking?"] 1975. 2 p.
35421 Se dio usted tragos antes de guiar? [Have you had too much to drink?] 1975. 2 p. (English translation attached.)

Promotional Gimmick

- 35332 Cuanto es demasiado? Sepa cuando un trago puede hacerle dano. [How much is too much? Know when one drink can harm you.] (1976). 2 p. (Blood alcohol chart.)

Alcohol Safety Action Project--Richland County, Columbia, S.C.

SEE Alcohol Safety Action Project--Columbia, S.C.

Alcohol Safety Action Project--San Antonio, Tex.

Pamphlets

- 35066 Minors, drinking/driving and the laws of Texas. 1975. 2 p.
26991 What happens now? (1974). 8 p.
26509 Drunk driving is a San Antonio problem. 1973. 4 p.
18891 San Antonio Alcohol Safety Action Project. (1972). 8 p.
18890 ABC's of drinking and driving. 1971. 15 p.

Print Ads

- 31336 D.W.I. jewelry. (1975). 1 p. black & white.
35196 D.W.I. jewelry. (1975). 1 p. black & white.

Posters

- 31350 D.W.I. jewelry. (1975). 1 p. color.
26407 Drunk drivers in Bexar County this year cost citizens \$14,000,000. (1973). 1 p. black & white.

- 26507 Choferes borrachos, el ano pasado en el condado de Bexar ellos costaron a los ciudadanos \$14,000,000.00. [Drunk drivers in Bexar County last year cost citizens \$14,000,000.00.] (1973). 1 p. color.
- 26508 Drunk drivers in Bexar County last year cost citizens \$14,000,000. (1973). 1 p. black & white.
- 26914 Time is the only thing that will sober you up! (1973). 1 p. color.
- 26915 A six pack or a few drinks on an empty stomach plus fancy wheels and fast driving adds up to lots of bread! (1973). 1 p. color.

Television Spot

- 31091 D.W. Eyer. 1974. 60 sec. 16mm. color.

Television Script

- 35120 DWI jewelry. 1975. 2 p.

Radio Spots

- 35482 Drivers who drink to excess and drive are dangerous. K. McCord, anncr. (1973). 60 sec. 7 1/2 ips.
- 35483 His high-beam headlights are blaring in your eyes, and he won't dim them. Drivers who drink too much and drive are dangerous. M. Milner, anncr. (1973). 60 sec. 7 1/2 ips.
- 35484 Here's something to think about from the San Antonio Alcohol Safety Action Project. Drivers who drink too much and drive are dangerous. K. McCord, anncr. (1973). 60 sec. 7 1/2 ips.
- 35485 Drivers who drink excessively and drive are dangerous. M. Milner, anncr. 60 sec. 7 1/2 ips.
- 35486 Anna. (1973). 60 sec. 7 1/2 ips.
- 35487 You watched. (1973). 60 sec. 7 1/2 ips.
- 35488 Cold and tired day. D. Warwicke, anncr. (1973). 60 sec. 7 1/2 ips.
- 35489 Better check it out. (1973). 60 sec. 7 1/2 ips.
- 35490 Who's gonna take the blame? (1973). 60 sec. 7 1/2 ips.

Radio Scripts

- 26370 Like most guys (or gals), I want to do my thing in life. (1973). 1 p.
- 26371 I'm on the football team. 1973. 1 p.
- 26372 I'm on the football team. I'm one of the many guys that are concerned about San Antonio's drunk driving problem. 1973. 1 p.
- 26373 San Antonio has a problem that really concerns me. 1973. 1 p.
- 26374 Drivers who drink to excess are dangerous. M. Milner, anncr. (1973). 1 p.
- 26375 Drivers who drink to excess and drive are dangerous. K. McCord, anncr. 1973. 1 p.
- 26376 His high-beam headlights are glaring in your eyes. M. Milner, anncr. 1973. 1 p.
- 26377 Here's something to think about from the San Antonio Alcohol Safety Action Project. K. McCord, anncr. 1973. 1 p.
- 26378 Drivers who drink excessively and drive are dangerous. M. Milner, anncr. 1973. 1 p.

- 26379 En el tiempo que se tarda en leer un cuento a un niño, alguna persona en los Estados Unidos morirá en un accidente automovilístico. [In the time it takes to read a story to a child, someone in America will be killed in a car accident.] R. Montalban, anncr. 1973. 1 p.
- 26380 Muchas personas piensan que tiene que estar loco para manejar un automóvil de carreras. [A lot of people think you have to be crazy to drive a race car.] R. Montalban, anncr. 1973. 1 p.
- 26381 On an average weekend evening on a San Antonio street one out of 8 drivers is drunk. R. Montalban, anncr. 1975. 1 p.
- 26382 There are more American people killed by drunk drivers every year than in all the years of the Viet Nam war. R. Montalban, anncr. 1973. 1 p.
- 26383 Sometimes we take things for granted. N. Brennan, anncr. 1973. 1 p.
- 26384 Nobody says you can't have a good time. N. Brennan, anncr. 1973. 1 p.
- 26385 It's a pity, but right here in the Alamo City we have a problem, a drinking problem. N. Brennan, anncr. 1973. 1 p.

Alcohol Safety Action Project--Seattle-King County, Olympia, Wash.

Pamphlet

- 18922 The problem drinker: he's your problem when he drives. (1972). 2 p.

Television Spots

- 18925 Highway. D. Andrews, anncr. 1972. 20 sec. 16mm. color.
- 35438 Freeway. D. Andrews, anncr. (1972). 60 sec. 16mm. color.
- 35439 Freeway. D. Andrews, anncr. (1972). 30 sec. 16mm. color.

Television Script

- 35354 Help the problem drinker driver. D. Andrews, anncr. 1972. 2 p.

Radio Scripts

- 18926 Get the problem drinker off the road. (1972). 1 p.
- 18927 There are more Americans killed by drunk drivers every year than in all the years of the Viet Nam war. (1972). 1 p.
- 18928 Every ten minutes an American is killed in a car accident. (1972). 1 p.
- 18929 One out of every 50 American drivers is drunk...most of them problem drinkers. (1972). 1 p.
- 18930 One out of every 50 American drivers is drunk...maybe even alcoholic. (1972). 1 p.
- 35349 On an average day, on an average American highway, one out of 50 drivers is drunk. 1972. 1 p.
- 35350 There are more American people killed by drunk drivers every year than in all the years of the Viet Nam war. 1972. 1 p.
- 35351 A lot of people think you have to be crazy to drive a race car. 1972. 1 p.

- 35352 In the time it takes to read a story to a child...someone in America will be killed in a car accident. 1972. 1 p.
- 35353 A lot of people think you have to be crazy to drive a race car 150 miles an hour. 1972. 1 p.

Alcohol Safety Action Project--Sioux City, Iowa

Pamphlets

- 31124 Don't run down your friends. Know your BAC. 1974. 4 p.
- 31125 Alcohol Safety Action Project--Sioux City-Woodbury County. Approved as a demonstration project for the State of Iowa. 1974. 7 p.
- 31126 ASAP impact. A report to the people. 1974. 6 p.
- 26409 School for drinking drivers. As mandated chapter 321B.15, code of Iowa. (1973). 4 p.
- 26410 Juvenile alcohol school. (1973). 4 p. (Sponsored by Siouxland Council on Alcoholism, Sioux City, Iowa and Sioux City Juvenile Court, Iowa.)
- 26411 Behavior modification school. (1973). 4 p. (Sponsored by Siouxland Council on Alcoholism, Sioux City, Iowa.)
- 26511 Have a good time, make it an occasion to remember...not one to try to forget. (1973). 3 p. (Includes detachable blood alcohol chart.)
- 26703 The court service officers and pre-sentence investigation. (1973). 8 p.
- 26058 Press kit. (1972). 12 p.
A02 75% of all traffic deaths in Sioux City were in accidents involving alcohol during 1970. (1972). 8 p.

Print Ad

- 31127 Don't run down your friends. Know your BAC. 1974. 1 p. black & white. (Includes blood alcohol chart.)

Poster

- 26552 Hotline help--free. (1973). 1 p. color. (Co-produced by Siouxland Hotline, Inc., Sioux City, Iowa.)

Television Spots

- 31243 Sculptor. Help us help you. (1974). 60 sec. 16mm. color.
- 31244 Don't run down your friends. Know your BAC. (1974). 60 sec. 16mm. color.
- 35440 Drinking driver talking blues. 1974. 60 sec. 16mm. color.
- 26053 Holiday. (1972). 60 sec. 16mm. color.
- 26059 Holiday. (1972). 30 sec. 16mm. color.
- 26060 Holiday. (1972). 10 sec. 16mm. color.
- 26061 Mercedes McCambridge. M. McCambridge, anncr. (1972). 60 sec. 16mm. color.
- 26062 Mercedes McCambridge. M. McCambridge, anncr. (1972). 30 sec. 16mm. color.

Radio Spot

- 35491 Drinking driver talking blues. 1974. 60 sec. 7 1/2 ips.

Radio Scripts

- 31182 Drinking driver talking blues. 1974. 1 p.
- 31183 Sculptor. 1973. 1 p.

Bumper Sticker

31123 Don't run down your friends. Know your BAC. 1974. color.

Promotional Gimmicks

31122 I won't run down my friends. I know my BAC. 1974. (Visor-aid to attach to automobile sun-visor.)

26058 A01 Iowa license registration numbers, by county. (1972). 2 p.

Alcohol Safety Action Project--South Dakota, Pierre

Pamphlets

26528 Tell it like it is. (1973). 8 p.

26803 Old geezer and young boozier. (1973). 4 p. (Draft copy for pretest.)

26804 SA:ASAP evaluation sheet for pretest of "Old Geezer and Young Boozier." (1973). 1 p.

18767 Problem drinker driver classes. 1972. 4 p.

18768 Some do's and don'ts of getting smashed. 1972. 4 p.

18769 A breathalyzer? 1972. 4 p.

18088 Fatalities 1970. 1971. 16 p.

Bumper Sticker

18770 Drive South Dakota sober. (1972). 1 p. color.

Promotional Gimmicks

26428 Drive neighborly. Know safe, and legal drink limits. (1973). (Key ring.)

18771 Drive South Dakota sober. (1972). 2 p. (Blood alcohol chart.)

18092 "New" South Dakota presumptive limit law. (1971). 1 p.

18093 "New" South Dakota implied consent law. (1971). 1 p.

18089 Drive South Dakota sober. n.d. (Blood alcohol chart inside matchbook.)

18090 The problem 56,400 fatalities. n.d. (Chart indicating alcohol involved fatalities.)

18091 Blood alcohol above 0.10% and fatal accidents. Evidence that a person with blood alcohol over .15% is a serious problem drinker. n.d. (Two blood alcohol charts.)

31330 Wallet drink guide--not guarantee. n.d. 2 p. (Blood alcohol chart.)

Alcohol Safety Action Project--Tampa, Fla.

Pamphlets

35409 DWI, auto insurance...and you! 1975. 3 p.

35410 Now what? 1975. 2 p.

35411 Ahora que? [Now what?] 1975. 2 p.

26584 Drunk driving is deadly; your job--to stop it! 1973. 5 p.

26793 Here's to a successful party. ASAP party pack. (1973). 6 p.

18094 What's a person like me doing at a place like this? 1972. 6 p.

18095 Answering those questions on the problem drinker-driver may help solve the problem. 1972. 4 p.

18864 You'll be the death of me yet! If you're a drunken driver. (1972). 15 p.

Poster

35412 Friends don't let friends drive drunk. (1976). 1 p. color. (Photograph of billboard.)

Television Scripts

18897-18900 During the holiday season, be a thoughtful host. 1972. 1 p. each. (4 versions.)

Radio Scripts

18892-18896 Can you help keep the drunk driver off the road during the holidays? 1972. 1 p. each. (5 versions.)

Newspaper Articles

18098 112 arrests in 5 nights. "Drink? Don't drive" now more than slogan. Tampa Tribune, 13 March 1972, 1 p.

18097 "Adam-12" team after drinking drivers. Tampa Tribune, 17 March 1972, 1 p.

Promotional Gimmicks

26731 Drunk driving is deadly. (1973). (Litter bag.)

18822 Get involved with the Greater Tampa Alcohol Safety Action Project. 1972. 2 p. (Blood alcohol chart.)

18936 The AID line. (1972). 1 p. (Telephone number for information on problem drinker-drivers.)

18096 The AID line. n.d. 1 p. (Telephone number for information on problem drinker-drivers.)

Alcohol Safety Action Project--Utah, Salt Lake City

Pamphlets

35029 Drinking drivers get away with murder. And what we're doing about it! (1976). 12 p. (Co-produced by Utah Department of Public Safety and NHTSA.)

35050 Quiz to help you evaluate your chances of having an accident. 1975. 2 p. (Sent to 25,000 people with highest number of points or with DUI citations.)

31160 Party guide. (1974). 8 p. (Includes party recipes.)

31178 Utah ASAP. (1974). 20 p.

26078 Blood alcohol concentration and driving ability. (1972). 16 p.

Bumper Stickers

35047 Rolling? Don't get stoned. (1975). 1 p. black & white.

35048 Drinking drivers unite. (1975). 1 p. black & white.

35049 This driver has not been drinking. (1975). 1 p. black & white.

31180 Alcohol is a crash diet. (1974). 1 p. black & white.

Promotional Gimmicks

31179 Know your limit. (1974). 2 p. (Blood alcohol chart.)

26079 One for the road? (1972). 2 p. (Blood alcohol calculator.)

Alcohol Safety Action Project--Vermont, Waterbury SEE
Vermont Department of Mental Health, Project CRASH, Waterbury

Alcohol Safety Action Project--Virginia, Richmond

Pamphlets

39216 It's free. Life of the party pack. 1978. 7 p.

35321 DUI arrest...what happens next? (1977). 6 p.

35253 Virginia's favorite drug is her most popular killer. 1976.
8 p.

35319 Virginia's favorite drug is her most popular killer.
[Second edition.] 1976. 8 p.

Television Spot

38966 Alcohol Safety Action Program news release. 1977. 60 sec.
16mm. color.

Promotional Gimmick

35322 Don't be a reckless drinker. Know your limit. (1977).
3 p. (Blood alcohol chart.)

Alcohol Safety Action Project--Washtenaw County, Ann Arbor, Mich.

Pamphlets

26075 Can we help?

26175 Reaching and teaching the young drinking-driver. 1972.
88 p.

26176 Speakers kit. 1972. 38 p. (Includes speakers bureau
scripts.)

26177 Physician's alcoholism information packet. 1972. 95 p.

16154 Problem drinker, deadly driver. (1971). 12 p.

Print Ad

18836 What's so special about this police car? 1971. 1 p. black
& white.

Radio Scripts

18709 More than 30 people were killed in drunken driving crashes.
1972. 1 p.

18710 Nothing but time will sober you up. 1972. 1 p.

18711 Don't ride with a driver who's had too much to drink.
1972. 1 p.

18712 If you're with someone who's had too much to drink, call
him a cab. 1972. 1 p.

18713 If you're with someone who's had too much to drink, don't
let him drive home. 1972. 1 p.

18714 Are you a friendly bartender? 1972. 1 p.

18715 Drunk driving arrests are going up. 1972. 1 p.

18716 When you pick up party supplies, don't forget the cheese.
1972. 1 p.

18717 What's the difference between a social drinker and a
problem drinker? 1972. 1 p.

18718 Two thirds of the drivers at fault in drunken driving
crashes are serious problem drinkers. 1972. 1 p.

18719 Half of the 67 people killed in Washtenaw County last year
were in drinking driving crashes. 1972. 1 p.

Special Radio Program

26080 Drinking, drugs, and driving. 1972. 70 min. cassette.
(Produced by WNZR-FM, Saline, Mich.)

Script

26071 Script for slide presentation on Washtenaw ASAP. 1973.
5 p. (Slides not included.)

Movie

18852 Guilty victim. 1972. 23 min. 16mm. color. (Produced by
Ferguson Films, Ann Arbor, Mich.)

Promotional Gimmick

- 18692 Your drink/drive prescription. (1972). 2 p. (Personalized blood alcohol chart.)

Alcohol Safety Action Project--Wichita, Kan.

Pamphlets

- 31166 Who's in the driver's seat? (1974). 6 p.
26530 What is it and what can it do for your client? (1973).
4 p.
26736 Here's to a successful party. ASAP party pack. (1973).
6 p. (Includes party recipes.)
26737 Just this once...don't act like an adult. (1973). 8 p.
26773 Alternatives in treating the problem drinker-driver.
(1973). 12 p.
26190 Profile of a killer. (1972). 6 p.
26202 ASAP: what it is and what it can do for your client.
(1972). 4 p.
26191 Kansas unsafe driving acts killed 780 in 1969. (1970).
4 p. (Produced by Kansas State Safety Department, Topeka.)

Script

- 35358 One out of every five drinkers you just met out there on
the road had been drinking. (1972). (Slide presentation
script; slides not included.)

Bumper Sticker

- 35357 Warning: drunk drivers are hazardous to your health.
(1973). 1 p. black & white.

Print Ads

- 26242 Hosting a party where alcohol will be served? (1973).
1 p. black & white.
26243 Problem drinkers--not social drinkers--cause at least 2/3
of traffic accidents involving alcohol. (1973). 1 p.
black & white.
26244 Only 7% of all drivers are problem drinkers. (1973). 1 p.
black & white.
26245 America's 112 million drivers and 95 million drinkers
result in 55,000 highway deaths each year. (1973). 1 p.
black & white.
26246 One of 30 cars on Wichita streets is driven by a drunken
driver. (1973). 1 p. black & white.
26247 Traffic fatalities in the U.S. exceed 55,000 every year.
(1973). 1 p. black & white.
26248 Biggest menace on the highway is the problem drinker.
(1973). 1 p. black & white.
26249 Such famous 'remedies' as black coffee, cold showers, fresh
air, and exercise have NO effect on sobering a drinker.
(1973). 1 p. black & white.
26250 Blood alcohol concentration (BAC) of .10% is the
presumptive level of intoxication in 42 states, including
Kansas. (1973). 1 p. black & white.
26251 Sobering fact: alcohol is a factor in 1/2 of all highway
fatalities. (1973). 1 p. black & white.
26252 Sobering fact: excessive drinking is America's no. 1
traffic safety problem. (1973). 1 p. black & white.

- 26253 The problem drinker. He's your problem when he drives. (1973). 1 p. black & white.
- 26254 If you know you are going to be driving, THINK, don't drink. (1973). 1 p. black & white.
- 26196 The problem drinker. You'd know that face anywhere. (1972). 1 p. black & white.
- 26197 My son Robbie couldn't be a problem drinker. (1972). 1 p. black & white.
- 26198 He's no problem drinker. He's my best friend. (1972). 1 p. black & white.
- 26199 By the time you finish this magazine, a drunk driver will have killed someone. (1972). 1 p. black & white.
- 26200 One out of fifty cars on the road is driven by a drunk driver. (1972). 1 p. black & white.
- 26201 Today your friendly neighbor may kill you. (1972). 1 p. black & white.

Bus Card

- 26529 Know your drinking and driving limit! (1973). 1 p. black & white. (Miniature copy, actual size 11" x 29".)

Radio Spots

- 35492 Hosting a party these holidays? 1972. 30 sec. 7 1/2 ips.
- 35493 Going to lots of holiday parties? 1972. 30 sec. 7 1/2 ips.
- 35494 The holidays often mean good times with good friends. 1972. 30 sec. 7 1/2 ips.
- 35495 The sounds of the holidays. 1972. 30 sec. 7 1/2 ips.
- 35496 When the corks fly and the good times start, give some thought to you and your friends getting home safely. 1972. 30 sec. 7 1/2 ips.

Radio Scripts

- 26542 More teenagers die every year from car accidents. B. Anderson, anncr. 1973. 1 p.
- 26543 In our teens we have some of the best reaction times we'll ever have. P. Bowers, anncr. 1973. 1 p.
- 26544 In some states, one-half of the teenage drivers killed in car wrecks had blood alcohol concentrations above point one zero. B. Anderson, anncr. 1973. 1 p.
- 26545 One side of drinking is attractive. B. Anderson, anncr. 1973. 1 p.
- 26546 What do you say to a friend who has been drinking too much? P. Bowers, anncr. 1973. 1 p.
- 26547 One side of drinking is attractive. B. Rhodes, anncr. 1973. 1 p.
- 26548 What do you say to a friend who has been drinking too much? D. Stolz, anncr. 1973. 1 p.
- 26549 Most of us have a friend who brags that he can drive better after a few drinks. D. Stolz, anncr. 1973. 1 p.
- 26537 Hosting a party these holidays? 1972. 1 p.
- 26538 Going to lots of holiday parties? 1972. 1 p.
- 26539 The holidays often mean good times with good friends. 1972. 1 p.
- 26540 The sounds of the holidays. 1972. 1 p.

- 26541 When the corks fly and the good times start, give some thought to you and your friends getting home safely. 1972. 1 p.

News Releases

- 26192 Fact sheet: Alcohol Safety Action Project (ASAP). (1972). 1 p.
26193 Driving behavior of drinker drivers. (1972). 1 p.
26195 Alcohol test--true or false? (1972). 1 p.
26203 Staying sober. (1972). 1 p.
26204 Quotable quotes. (1972). 4 p.

Editorials

- 26531 Doing two things at once can be difficult. M.F. Silverman. (1973). 1 p.
26532 111 million Americans are licensed to drive. M.F. Silverman. (1973). 1 p.
26533 Next time you take your car out of the garage in the evening, count the first four cars. One of those drivers has been drinking. M.F. Silverman. (1973). 1 p.
26534 Ever stop and tip a couple after work? M.F. Silverman. (1973). 1 p.
26535 Did you ever hear that "lining the stomach" would prevent you from becoming intoxicated? M.F. Silverman. (1973). 1 p.
26536 Every weekend hundreds of Sedgewick County residents put the lives of their friends and neighbors in danger. M.F. Silverman. (1973). 1 p.

Promotional Gimmicks

- 26194 Turn off traffic accidents. (1972). (Blood alcohol calculator and key chain.)
35391 Don't short change yourself by drinking and driving. (1972). (Change purse.)
35392 Drinking and driving is dumb! (1972). (Key ring.)
35393 50% of all traffic deaths are related. (1972). (Matchbook.)

Alcohol Traffic Safety Program--Albuquerque-Bernalillo Counties, Albuquerque, N.M.

Pamphlets

- 35395 Did you know...? (1975). 2 p.
26957 DWI, what now? (1974). 5 p.
26958 The smashed driver; an introductory pamphlet for educators on alcohol and traffic safety. D.D. Thompson. (1974). 4 p.
26415 Drinking/driving laws affecting minors. (1973). 6 p.
26012 Invitation to tragedy. (1972). 16 p.
26217 Lo que debe saber toso conductor de vehiculos sobre la ley de consentimiento implicito de Nueve Mexico. [What all drivers must know about New Mexico's implied consent law.] J. Rosenthal. 1972. 6 p. (Co-produced by Department of Transportation, Washington, D.C.)

Print Ad

- 26084 En el tiempo que usted lea esta revista, un borrach havra matado a alguien en la caretera. [By the time you finish this magazine, a drunk driver will have killed someone.] (1972). 1 p. black & white.

Poster

- 26216 What's the big killer of chicks and guys in this country? (1972). 1 p. black & white. (Photograph of color poster.)

Radio Spots

- 26465 It's a fact that alcohol increases a person's self confidence. B. Unser, anncr. 1975. 40 sec. 7 1/2 ips.
26466 Alcohol helps cause at least 50% of all traffic fatalities. B. Unser, anncr. 1975. 40 sec. 7 1/2 ips.
26463 Sometimes it seems that we are helpless. B. Unser, anncr. 1973. 40 sec. 7 1/2 ips.
26464 Do you think of yourself as a good driver. B. Unser, anncr. 1973. 40 sec. 7 1/2 ips.
26467 How would you like to be known as a lousy driver? B. Unser, anncr. 1973. 40 sec. 7 1/2 ips.

Radio Scripts

- 26476-26480 See radio spots 26463-26467 above for descriptions.

Promotional Gimmicks

- 26215 Alcohol is the most serious traffic problem in America. (1972). 2 p. (Card was used to thank people for their participation in the alcohol traffic safety survey.)
26294 Who is the number 1 killer? (1972). 2 p. (Contains blood alcohol chart.)
26293 Self-tester for the drinking driver. (1971). (Disposable BAC testing device.)

Alcohol Traffic Safety Project--Orange County, Westminster, Calif.

Pamphlet

- 26492 Drinking drivers are problem drivers. They need help. (1973). 4 p. (Co-produced by Alcohol Safety Action Project--Los Angeles, Calif.; Includes a poster.)

Poster

- 26503 Alcohol helpline can help. (1973). 1 p. black & white. (Co-produced by Alcohol Safety Action Project--Los Angeles, Calif.)

Alcoholism and Drug Addiction Research Foundation of Ontario,
Toronto (Canada)

Pamphlets

- 18776 It's best to know about alcohol. 1971. 31 p. (Sponsored by National Alcoholic Beverage Control Association, Washington, D.C.; Cartoon format.)
35010 Drugs and people. About unhealthy dependence. 1964. 31 p.

Allstate Insurance Companies, Northbrook, Ill.

Pamphlets

- 14786 Curing the alcoholic driver; a community program. D. Costa. (1970). 16 p. (Digest of the Conference on Community Response to Alcoholism and Highway Crashes.)

- 26100 Driving: our good hands working to make it better. (1970). 24 p.
- 18118 The drunk driver may kill you. (1969). 15 p.
- 18119 Drunk drivers and highway safety. (1969). 13 p.
- 18120 In many states drunk driving is still legal. n.d. 8 p.
- 18964 Put your A.Q. where your I.Q. is! n.d. 5 p.
- 26944 Help stop the traffic slaughter. n.d. 5 p.

Print Ads/ Posters (also available as slides)

- 18142 Happy New Year: by the time 1971 ends, the drunk driver will have killed 35,000 of us. (1970). 1 p. black & white.
- 18131 One of the next 50 drivers coming your way is drunk [day]. (1969). 1 p. black & white.
- 18132 He killed 'em at the party. (1969). 1 p. black & white.
- 18133 The drunk driver. Know him and you'll fear him. (1969). 1 p. black & white.
- 18134 Every time you get behind the wheel; it's you against the drunk! (1969). 1 p. black & white.
- 18135 One of the next 50 drivers coming your way is drunk [night]. (1969). 1 p. black & white.
- 18136 You have the green light. (1969). 1 p. black & white.
- 18137 The drunk driver adds \$240 a year to your cost of living. (1969). 1 p. black & white.
- 18138 He's learning to drive and learning to drink. (1969). 1 p. black & white.
- 18139 In South Dakota, 'drunk driving' is still legal. (1969). 1 p. black & white.
- 18140 2 ways to keep the drunk driver from killing you. (1969). 1 p. black & white.
- 18141 The drunk driver will kill 673 of us this week. (1969). 1 p. black & white.
- 18143 Know your enemies. (1969). 1 p. black & white.
- 18302 He's drunk. Here he comes over to your side. (1969). 1 p. black & white.
- 18824 In Michigan 'drunk driving' is still a major menace. (1969). 1 p. black & white.

Television Spots

- 18125 Crusade against drunk drivers. (1970). 60 sec. 16mm. black & white.
- 18123 One of the next 50 drivers coming your way is drunk. (1969). 60 sec. 16mm. black & white.
- 18124 25,000 Americans killed in drunk driving crashes last year. (1969). 60 sec. 16mm. black & white.
- 18126 Interview about the new British Road Safety Act of 1967. (1969). 60 sec. 16mm. black & white.

Storyboards

- 18127-18130 See televisions spots 18123-18126 above for descriptions.
- 18542 The breath test for drunk drivers: how it works. 1970. 15 frames. black & white.
- 18543 The drunk driver--drawing the line. 1969. 15 frames. black & white.

American Association of Motor Vehicle Administrators, Washington, D.C.

Pamphlet

- 31257 Screening for driver limitation--review manual. R.N. Pierron. 1973. 52 p. (Co-produced by American Medical Association, Chicago, Ill.; Sponsored by Automotive Safety Foundation, Washington, D.C.)

American Automobile Association, Washington, D.C.

Pamphlets

- 31458 If you drive...what about drinking: 1975. 40 p. (Includes 16 overhead transparencies.)
- 26170 Bibliography of AAA DWI counterattack materials and aids. 1973. 4 p.
- 26169 Films available for DWI courses. 1972. 3 p.
- 18117 Alcohol, vision and driving. 1971. 6 p.
- 18309 Driving while intoxicated counterattack: a practical community action approach to the drunk driver problem...through AAA motor clubs. (1970). 54 p.
Includes the following pamphlets:
- A01 Rehabilitation of the drunken driver: a corrective course for persons convicted of driving under the influence of alcohol. 4 p.
- A02 DWI Phoenix. 6 p. (Promotional leaflet for the film.)
- A03 DWI counterattack: AAA club guide to establishing a practical community action program against driving while intoxicated. 8 p.
- A04 Fact sheet on driving while intoxicated. 4 p.
- 18145 One drunk (can be) too many. n.d. 8 p.

Radio Program

- 26168 DWI Phoenix five pre-arrest histories. (1971). 17 min. cassette.

Slides

- 26171 DWI Phoenix slide presentation. (1971). 22 slides. color.

News Releases

- 18309 A05 "Red flags" of creeping alcoholism cited in new drinking driver program. (1970). 3 p.
- A06 New educational program for the drunken driver introduced. (1970). 2 p.
- A07 Drunk driver education plan introduced. (1970). 3 p.
- A08 AAA film on Phoenix program for drinking drivers now available.

Feature Article

- 18309 A10 A Mexican-American learns about drinking, driving--and himself. (1970). 3 p.

Newspaper Article

- 18309 A09 Zeroing in on the drunk driver dilemma. (1970). 2 p.

Bumper Sticker

- 26331 Drinking blurs vision. (1972). 1 p. color.

Promotional Gimmicks

- 26167 DWI demonstration glasses. (1971). (Designed to simulate blurred vision.)

26322 The sober facts from AAA. n.d. 1 p. (Restaurant placemat.)

American Automobile Association, Foundation for Traffic Safety,
Washington, D.C.

Pamphlets

- 39155 Senior adults, traffic safety and alcohol. (1977). 8 p.
26787 Drink, drive, rationalize. (1973). 14 p.
26327 What happens in high-speed auto smash? n.d. 2 p.
(Produced by Madigan Army Hospital, Tacoma, Wash.)

Television Spots

- 38973 First a friend, then a host campaign. Dinner and drink.
1977. 30 sec. 16mm. color.
38974 First a friend, then a host campaign. Home bartender's
guide. 1977. 30 sec. 16mm. color.
38975 First a friend, then a host campaign. Hostess plans food
and drinks. 1977. 60 sec. 16mm. color.
26341 Sure, Mac, sure. Food. (1971). 60 sec. 16mm. color.
26342 Sure, Mac, sure. Wait. (1971). 60 sec. 16mm. color.
26343 Sure, Mac, sure. Limit. (1971). 60 sec. 16mm. color.
26344 Sure, Mac, sure. Coffee. (1971). 60 sec. 16mm. color.
26345 Sure, Mac, sure. Punch. (1971). 60 sec. 16mm. color.
26346 Sure, Mac, sure. Lady. (1971). 60 sec. 16mm. color.
26347 Sure, Mac, sure. Pro. (1971). 60 sec. 16mm. color.
26348 Sure, Mac, sure. Size. (1971). 60 sec. 16mm. color.
26349 Sure, Mac, sure. Beer. (1971). 60 sec. 16mm. color.
26350 Sure, Mac, sure. Sweat. (1971). 60 sec. 16mm. color.

Movies

- 26867 Drink, drive, rationalize. (1973). 25 min. approx. 16mm.
color.
26133 DWI Phoenix. E. Stewart, narrator. (1971). 27 1/2 min.
16mm. color. (Includes a statement by the AAA Foundation
for Traffic Safety on alcohol and highway safety.)

Newspaper Article

- 26325 Alcohol causes half of nation's road deaths. J. Brody. New
York Times (reprint), 6 April 1969, 2 p.

American Automobile Association, New Mexico Division, Albuquerque

Poster

- 35221 Had too much to drink...don't drive. Call dial-a-
ride...for a free taxi ride home. 1976. 1 p. color.

American Automobile Association, Traffic Engineering and Safety
Department, Falls Church, Va.

Pamphlet

- 35220 You...alcohol and driving. 1975. 54 p. (Sponsored by
NHTSA.)

American Automobile Association, Wisconsin Division, Madison

Pamphlet

- 31254 The sober facts. The history of group dynamics traffic
safety schools in Wisconsin. 1974. 12 p.

American Council on Alcohol Problems, Washington, D.C.

Pamphlets

- 38700 Alcoholism: a big disease. (1977). 2 p.
38701 America's worst drug? (1977). 2 p.
38702 Half drunk drivers are dangerous, too! (1977). 4 p.

Radio Spots

- 39088 Half drunk drivers are dangerous, too. Bartender. 1977.
60 sec. 33 1/3 rpm.
39089 Half drunk drivers are dangerous, too. 30% off. 1977.
2 min. 33 1/3 rpm.
39090 Alcoholism is a really big disease. Uncle Earnie. 1977.
60 sec. 33 1/3 rpm.
39091 Alcoholism is a really big disease. Expert boozer. 1977.
60 sec. 33 1/3 rpm.
39092 Alcohol is a dangerous drug. Gramps. 1977. 1 min.
23 sec. 33 1/3 rpm.
39093 Half drunk drivers are dangerous, too. Live announcer.
1977. 4 min. 25 sec. 33 1/3 rpm.

Radio Scripts

- 39098 On radio and TV you hear a lot about the big diseases.
1977. 1 p.
39099 Alcoholism is a big disease. 1977. 1 p.
39100 Alcoholism is the third leading cause of death. 1977. 1 p.
39101 For every heroin addict there are forty alcohol addicts.
1977. 1 p.
39102 Parents with teenage children worry about their kids using
drugs. 1977. 1 p.
39103 Everyone knows that drunk drivers are dangerous. 1977.
1 p.
39104 Everyone knows that drunk drivers are dangerous. 1977.
1 p.

American Driver and Traffic Safety Education Association,
Washington, D.C.

Pamphlet

- 27807 People do drink and drive; a guide to personal decisions.
1973. 25 p.

Audiotape

- 18597 The decision is yours: alcohol and driving. 1971.
3 3/4 ips. (Accompanies filmstrip 18598 below.)

Script

- 19024 A01 See audiotape 18597 above for description.

Filmstrip

- 18598 The decision is yours: alcohol and driving. 1971.
93 frames. color. (Sponsored by NHTSA; See accompanying
audiotape 18597 above.)

American Insurance Association, Engineering and Safety Department,
New York, N.Y.

Pamphlet

- 26366 Drinking, driving, drugs. 1966. 5 p.

American Medical Association, Chicago, Ill.

Pamphlets

- 31257 Screening for driver limitation--review manual. R.N. Pierron. 1975. 52 p. (Co-produced by AAMVA, Washington, D.C.; Sponsored by Automotive Safety Foundation, Washington, D.C.)
- 18146 Drinking and driving. 1971. 11 p.
- 26088 Night driving: double trouble. 1967. 2 p.
- 26090 Are you fit to drive? 1965. 6 p.

Poster

- 26091 Sometimes alcohol takes over. n.d. 1 p. color.

Promotional Gimmick

- 18148 Alcohol education chart. n.d. 1 p.

American Medical Association, Committee on Medical Aspects of Automobile Injuries and Deaths, Chicago, Ill.

Pamphlet

- 35009 Are you fit to drive? n.d. 15 p. (Co-produced by Center for Safety Education, New York, N.Y.)

American Medical Association, Committee on Medico-legal Problems, Chicago, Ill.

Pamphlets

- 28481 Breath/alcohol tests; currently available devices for quantitative measurement and field collection. 1972. 42 p.
- 18976 Test your A.Q. n.d. 4 p.

American National Red Cross, Washington, D.C.

Pamphlet

- 18447 Drugs and their abuse. 1971. 14 p.

American Optometric Association, St. Louis, Mo.

Pamphlets

- 18988 Open your eyes to vision in highway safety. (1971). 16 p.
- 18989 Driving tips for senior citizens. (1971). 8 p.
- 18149 I didn't see. 1970. 12 p.

American Public Health Association, Washington, D.C.

Pamphlet

- 35141 Healthier social hours. (1976). 6 p.

Arizona Governor's Highway Safety Coordinator, Phoenix

Promotional Gimmick

- 26900 Know your limits. Chart for responsible people who may sometimes drive after drinking. n.d. 2 p. (Blood alcohol chart; Co-produced by Arizona Department of Public Safety, Phoenix/ Arizona Department of Liquor Licenses and Control, Phoenix/ Arizona Retail Licensed Beverage Association, Phoenix/ Arizona Wholesale Beer and Liquor Association, Phoenix.)

Arizona Highway Department, Phoenix

Pamphlets

- 18310 Hidden ingredients. Arizona Safety Sad-istics, Feb 1972, pp. 1-7.
18150 [Drinking and driving.] Arizona Safety Sad-istics, Feb 1971, pp. 1-6.

Auto Dealers Traffic Safety Council, Washington, D.C.

Pamphlets

- 26332 Who me? Demonstrate safety? 1972. 8 p.
26289 Drive for safety with Dan and Dick. D. Rowan/ D. Martin. (1972). 6 p.
26290 How to get publicity for your traffic safety activities. (1972). 4 p.
26288 Dealer/community traffic safety ideas. (1971). 4 p.

Automobile Club of Michigan

Television Spots

- 35254 Milk for the road. Bring 'em back alive. (1974). 10 sec. 16mm. color.
26755 Bring 'em back alive. The party's over. 1971. 30 sec. 16mm. color.

Radio Spots

- 26756 New Year's holiday safety message. 1972. 30 sec. 7 1/2 ips.
26757 New Year's holiday safety message. 1972. 30 sec. 7 1/2 ips.

Radio Scripts

- 26868-26869 See radio spots 26756-26757 above for descriptions.

Promotional Gimmick

- 18151 Blood-alcohol calculator. 1971.

Automobile Club of Southern California, Public Safety Department, Los Angeles

Poster

- 35296 Don't risk it! Loss of license. 1976. 1 p. color.

Avanti Technologies, Meadville, Pa.

Pamphlet

- 39202 Under the influence. 1978. 5 p.

Bumper Stickers

- 39247 Boozers are losers. 1979. 1 p. color.
39203 Alcohol is a dangerous drug. 1978. 1 p. color.
39204 Drink and drive won't rationalize. 1978. 1 p. color.
39205 Make one for the road milk. 1978. 1 p. color.
39206 One for the road is not a safety belt. 1978. 1 p. black & white.
39207 When drinking don't drive. When driving don't drink. 1978. 1 p. color.

Ayerst Laboratories, New York, N.Y.

Print Ad

35142 One for the road. 1976. 2 p. black & white.

Bacardi Imports, Inc., Miami, Fla.

Print Ad

26697 Bacardi rum mixes with everything. Except driving. (1973). 1 p. color.

Baltimore Area Council on Alcoholism, Md.

Pamphlet

26765 An outrage of unspeakable proportions! (1973). 2 p. (Subject is ASAP--Baltimore, Md.)

Print Ad

26646 One of these people is an alcoholic (and YOU might be, too). (1972). 1 p. black & white. (Co-sponsored by Kennecot Refining Corporation, Anne Arundel County, Md.)

Beam, James B., Distilling Company, Clermont, Ky.

Print Ads

- 35235 If you're going to have one too many, don't make it this one. 1976. 1 p. color.
- 35236 It took 70,128 hours to make it right. Please don't use it wrong. 1976. 1 p. black & white.
- 35233 Don't lean on it. 1971. 1 p. black & white.
- 35234 It's not for solving problems. It's for celebrating solutions. 1971. 1 p. black & white.
- 35231 If you drink to forget your problems, you have another one. n.d. 1 p. black & white.
- 35232 A lot of guys would be a lot better off getting neckties for Father's Day. n.d. 1 p. black & white.

Bete, Channing L., Company, Greenfield, Mass.

Pamphlets

- 31082 Let's get the problem drinker off our highways. 1974. 15 p.
- 18285 ABC's of drinking and driving: facts about America's no. 1 safety problem. 1971. 15 p.
- 35015 Drugs and you. 1969. 15 p.

Boston Committee on Alcoholism, Mass.

Promotional Gimmicks

- 35181 The key to safety is in your hands. 1976. 1 p. (Restaurant placemat.)
- 26667 If you drive after drinking... (1972). 1 p. color. (Restaurant placemat.)
- 31052 Blood-alcohol chart. For use before driving. (1972). 4 p.

British Columbia Ministry of the Attorney General

Pamphlet

- 39328 Drinking and driving...some sober facts. (1979). 2 p.

California Highway Patrol, Sacramento

Movie

35240 License to kill. 1973. 15 min. 16mm. color.

Promotional Gimmick

38732 Let's get the drunk off the road. Dial operator, ask for ZE12000. (1977). 1 p. (Cocktail napkin.)

California Traffic Safety Foundation, San Francisco

Pamphlet

18155 "Implied consent" is not a lady's smile! n.d. 6 p.

Canada, Health and Welfare Canada, Ottawa

Pamphlet

38507 Dialogue on drinking. 1976. 77 p. (Looseleaf folder.)

Canada Safety Council, Ottawa

Pamphlets

39000 Drugs and driving. (1978). 10 p. (Note: Pamphlet is in English and French.)

38532 10 steps to safe driving. (1976). 2 p.

31053 Si vous prenez le volant apres avoir bu... [If you drive after drinking...] (1972). 8 p.

26694 You and the law on drinking and driving. (1971). 2 p.

18204 If you drive after drinking. n.d. 8 p.

Print Ads

31321 If you drive after drinking...know when to say when. (1975). 1 p. black & white.

31322 Your guests should enjoy the party. Even when it's over. (1975). 1 p. black & white.

18157 If you drive after drinking...then here are some things to consider. n.d. 1 p. black & white.

Television Spots

35208 Time to sober. (1975). 60 sec. 16mm. color.

18158 If you drive after drinking. 1971. 60 sec. 16mm. color.

Storyboard

18159 See television spot 18158 above for description.

Radio Spots

18160 Host. (1971). 30 sec. 7 1/2 ips.

18161 Superstitions. (1971). 45 sec. 7 1/2 ips.

18162 Driver. (1971). 60 sec. 7 1/2 ips.

18163 Breathalyzer. (1971). 30 sec. 7 1/2 ips.

18164 Social drinker. (1971). 30 sec. 7 1/2 ips.

18165 Festive. (1971). 30 sec. 7 1/2 ips.

Radio Scripts

18303-18308 See radio spots 18160-18165 above for descriptions.

Promotional Gimmicks

35181 The key to safety is in your hands. 1976. 1 p. (Restaurant placemat.)

26667 If you drive after drinking... (1972). 1 p. color.

31052 Blood-alcohol chart. For use before driving. (1972). 4 p.

Canada, Transport Canada, Ottawa

Pamphlet

35316 Drinking, driving and the law. (1976). 10 p. (Pamphlet is in English and French.)

Slide Program

35315 Drinking, driving, and the law. 1977. 106 slides and audio cassette. (Co-produced by Ontario Department of Transport, Road and Motor Vehicle Traffic Safety; See description of script 35314 below.)

Script

35314 Drinking, driving and the law. 1977. 14 p. (Script for slide program 35315 described above.)

Canada, Transport Canada, Road and Motor Vehicle Traffic Safety Branch, Ottawa, Ontario

Pamphlet

39264 Smashed. The magazine on drinking-and-driving. 1978. 35 p.

Canadian Department of Transportation and Communication, Toronto, Ontario

Poster

18156 No! (1971). 1 p. color.

Center for Safety Education, New York, N.Y.

Pamphlet

35009 Are you fit to drive? n.d. 15 p. (Co-produced by American Medical Association, Committee on Medical Aspects of Automobile Injuries and Deaths, Chicago, Ill.)

Centre Hotels, London (England)

Pamphlet

18587 Enjoy a really care-free night out. n.d. 2 p.

Chicago Traffic Court, Ill.

Feature Articles

18223 Drunken driving. 1971. 1 p. (Subject is R.K. Berg.)
18224 Chicago's Traffic Court has been conducting an experiment of sending drinking drivers to jail for a mandatory seven-day sentence. R.K. Berg. (1971). 2 p.

Childress Buick, Phoenix, Ariz.

Print Ad

35252 Friends don't let friends drive drunk. 1976. 1 p. black & white.

Citizens for Highway Safety, Washington, D.C.

Pamphlet

35223 Give a gift of life to a friend or loved one this holiday season. W. Hathaway. 1976. 6 p.

Radio Spots

38766 Know your limits. J. Claybrook, anncr. 1977. 30 sec. cassette. (Sponsored by DISCUS and NHTSA.)

- 38767 Know your limits. R. Peet, anncr. 1977. 30 sec. cassette. (Sponsored by DISCUS and NHTSA.)
38768 Holiday driving tips. J. Robards, anncr. 1977. 27 sec. cassette. (Sponsored by DISCUS and NHTSA.)

Radio Scripts

- 38761-38763 See radio spots 38766-38768 above for descriptions.

News Release

- 38771 "Gift of Life" holiday season campaign launched. 1977. 2 p. (Subjects are NHTSA and DISCUS.)

Colorado Alcohol-Driving Countermeasures Program, Denver

Pamphlet

- 44444 Still the biggest problem. (1980). 2 p.

Colorado Coordinator of Highway Safety, Denver

Radio Spots

- 26861-26863 Holiday driving. 1973. 60 sec. each. cassette. (3 versions; Co-produced by ASAP--Denver, Colo.)

Radio Scripts

- 26873-26875 See radio spots 26861-26863 above for descriptions.

Colorado Division of Highway Safety, Denver

Pamphlets

- 35320 What's being done about Colorado's drinking drivers? (1977). 6 p.
39005 Criminal and administrative adjudication for the alcohol-related traffic offense. (1977). 6 p.
39006 With apologies to Mark Twain... (1977). 4 p.

Radio Spots

- 44300 Alcohol awareness week. (1979). 30 sec. 7 1/2 ips.
44301 Alcohol awareness week. (1979). 30 sec. 7 1/2 ips.
44302 One for the road. (1979). 30 sec. 7 1/2 ips.
44303 Stop the tragedy. (1979). 30 sec. 7 1/2 ips.

Promotional Gimmick

- 39330 Colorado blood/alcohol concentration calculator. (1979).

Columbia Broadcasting System, News Department, New York, N.Y.

Script

- 26752 Sixty minutes. DWI. 1973. 8 p.

Comite National Contre l'Alcoolisme, Paris (France)

Pamphlet

- 18850 Priorite a la sobriete. [Sobriety is the priority.] 1972. 4 p. (French language pamphlet.)

Poster

- 18851 A 110 kmh le conducteur alcoolise s'arrete trop tard; sobre...a temps. [At 110 km/h the drunk driver stops too late; sober...on time.] n.d. 1 p. color. (French language poster.)

Commercial Union Assurance Companies, Boston, Mass.

Print Ad

39355 One little reason you should never drive drunk. 1979. 1 p.
black & white.

Connecticut Office of Highway Safety, Wethersfield

Poster

49049 Friends don't let friends drive drunk - a billboard
editorial. 1980. 1 p. black & white. (Photograph of
billboard.)

News Release

49047 Friends don't let friends drive drunk. 1980. 2 p.

Promotional Gimmick

49048 Friends don't let friends drive drunk. 1980. (Cocktail
napkin.)

Connecticut State Alcohol Council, Hartford

Radio Scripts

35256 Dangers of drinking and driving. N. Douglas, anncr. 1976.
1 p.

35257 Happy holiday season. N. Douglas, anncr. 1976. 1 p.

35258 Drinking can be deadly. 1976. 1 p.

35259 Beware of mixing drugs. 1976. 1 p.

35260 Toast to your holiday health. 1976. 1 p.

35261 Drinking and driving is unsafe. E. Grasso, anncr. 1976.
1 p.

35262 Holiday safety reminder. J. Wolfson, anncr. 1976. 1 p.

35263 Safe holiday season. J. Wolfson, anncr. 1976. 1 p.

Storyboard

35265 Drinking, driving, and drugs. 1976. 1 p. 4 frames.
color. (Slides attached; Co-produced by Connecticut Safety
Commission and Connecticut Pharmaceutical Association.)

Connecticut State Department of Motor Vehicles, Wethersfield

Promotional Gimmick

35264 Chart for responsible people who may sometimes drive after
drinking. (1975). 2 p. (Co-produced by Connecticut
Safety Commission and Wine and Spirits Wholesalers of
Connecticut.)

Continental Insurance Companies, New York, N.Y.

Pamphlets

18826 Not everyone should drive: an action kit. (1969). 82 p.

Print Ads

26014 Which one of these drivers should lose his license?
(1971). 2 p. black & white.

26016 If every drunk, crazy and incompetent driver were taken off
the road, thousands would still be killed on the highways
in 1970. (1970). 2 p. black & white.

18169 Win your own chauffeured limousine. n.d. 1 p. black &
white.

18170 I've had a driver's license for 10 years. n.d. 1 p. black
& white.

- 18171 How to beat the drunk driving laws. n.d. 1 p. black & white.
- 26015 Are you prepared to die behind the wheel New Year's Eve? n.d. 1 p. black & white.

Cornell University, Department of Psychology, Ithaca, N.Y.

Movie

- 49050 Until I get caught. Excerpts. 1979. 20 min. 16mm. color.

Council on Alcohol Related Problems, Belfast (Ireland)

Pamphlet

- 39350 Alcohol and drugs do not mix: a reminder to the physician to remind the patient. (1979). 2 p.

Poster

- 39351 Learn the hard way? Be informed alcohol and drugs do not mix. (1979). 1 p. color.

Delaware State Police, Dover

Pamphlet

- 39337 Some honest facts about drinking for teenagers. (1978). 11 p.

Promotional Gimmick

- 39417 Both agree; give the most precious gift of this holiday, the gift of life; drive safely. (1979). 1 p. color. (Placemat.) (Co-produced by Delaware Office of Highway Safety, Dover.)

Dimension Films, Los Angeles, Calif.

Television Spots

- 49058 Drinking drivers. Party pooper. Vida Blue (Giants). 1979. 30 sec. color. videocassette.
- 49059 Drinking drivers. Michael Ansara. 1979. 30 sec. color. videocassette.
- 49060 Drinking drivers. Ron Howard. 1979. 30 sec. color. videocassette.
- 49061 Drinking drivers. Donna Pescow. 1979. 30 sec. color. videocassette.
- 49062 Drinking drivers. Party pooper. Burt Hooton. (Dodgers). 1979. 30 sec. color. videocassette.
- 49063 Drinking drivers. Danny de la Paz. 1979. 30 sec. color. videocassette.
- 49064 Drinking drivers. Party pooper. Bill Russell. (Dodgers). 1979. 30 sec. color. videocassette.
- 49065 Drinking drivers. Cindy Williams. 1979. 30 sec. color. video videocassette.
- 49066 Drinking drivers. Penny Marshall. 1979. 30 sec. color. videocassette.

Distilled Spirits Council of the United States, Inc., Washington, D.C.

Pamphlets

- 18516 Facts book. The beverage industry: public attitudes and economic patterns. Various years through 1980.

- 39430 If you choose to drink, drink responsibly. Sixth edition. 1979. 36 p.
- 39122 Know your limits. A sound approach to safe driving. Third edition. 1978. 16 p.
- 39259 Winning decisions. T.C. Schmidt, Rhode Island Education Commission, Providence. 1978. 5 p. (Co-produced by Education Commission of the States, Denver, Colo. and National Football League, New York, N.Y.)
- 35171 It's the call that counts. No one answer to teenage decisions about alcohol. (1976). 15 p. (Co-produced by Education Commission of the States and National Football League.)
- 29423 No one answer: a close look at teenage drinking. Second edition. 1975. 15 p.
- 31289 Statistics. Public attitudes and economic patterns. (1975). 7 p.
- 35063 A discussion leader's guide to Hollywood Squares. Beverage alcohol: use and misuse. G.G. Milgram. 1975. 28 p. (Produced by Rutgers Center of Alcohol Studies, New Brunswick, N.J.; Sponsored by DISCUS and National Alcoholic Beverage Control Association, Washington, D.C./ National Conference of State Liquor Administrators/ Joint Commission of States to Study Alcoholic Beverage Laws, Bethesda, Md.)
- 35067 If you choose to drink, drink responsibly. Fourth edition. 1975. 24 p.

Print Ads

- 38991 Anyone who can't walk a straight line can't drive one. (1978). 1 p. black & white.
- 38992 Are you man enough to drink less than the rest of the boys? (1978). 1 p. black & white.
- 38993 Nobody ever woke up regretting having had one too few. (1978). 1 p. black & white.
- 38994 A safe way to find out how much liquor you can hold. (1978). 1 p. black & white.
- 39257 Make a responsible decision about drinking and you're a winner in the biggest game of all...life. R. Bleier. 1978. 1 p. black & white. (Co-produced by Education Commission of the States and National Football League.)
- 39258 Make a responsible decision about drinking and you're a winner in the biggest game of all...life. D. Pearson. 1978. 1 p. black & white. (Co-produced by Education Commission of the States and National Football League.)
- 35129 Before he made history, he made whiskey. 1976. 1 p. black & white.
- 35175 Drinking: when your weight counts. 1976. 1 p. black & white.
- 35176 The sober truth about teenage drinking. 1976. 1 p. black & white.
- 35177 The donut. It can do more for a drinker than a pot of coffee. 1976. 1 p. black & white.
- 35237 If you're going to drink and drive, drink at a safe speed. 1976. 1 p. black & white.
- 31293 How many minutes in a cocktail party? 1975. 1 p. black & white.

- 31294 Are their best friends their worst enemies? 1975. 1 p. black & white.
- 31295 Under new management: alcoholism in industry. 1975. 1 p. black & white.
- 31296 The sober truth of drinking and driving. 1975. 1 p. black & white.
- 31084 It's all right to offer someone a drink. It's all wrong to insist. 1974. 1 p. black & white.
- 31085 Maybe you never spoke to him about drinking. But you've told him plenty. 1974. 1 p. black & white.
- 31086 What's the best way to enjoy a drink? Slowly. 1974. 1 p. black & white.
- 31087 There's another limit you should know: your own. 1974. 1 p. black & white.

Television Spots (Co-produced by Education Commission of the States and National Football League)

- 39227 Responsible drinking. D. Pearson. 1978. 60 sec. 16mm. color.
- 39228 Responsible drinking. R. Bleier. 1978. 60 sec. 16mm. color.
- 38695 [Responsible drinking.] F. Tarkenton, anncr. 1977. 60 sec. 16mm. color.
- 38696 [Responsible drinking.] W. Payton, anncr. 1977. 60 sec. 16mm. color.
- 35203 Fran Tarkenton. 1976. 30 sec. 16mm. color.
- 35204 Little boy. 1976. 30 sec. 16mm. color.

Storyboard

- 35238 See television spot 35203 above for description.

Movie

- 31333 Hollywood squares. Alcohol special. P. Marshall, anncr. 1975. 27 min. 16mm. color. (Co-produced by National Alcoholic Beverage Association, Washington, D.C./ Rutgers Center of Alcohol Studies, New Brunswick, N.J./ National Conference of State Liquor Administrators/Joint Commission of States to Study Alcoholic Beverage Laws, Bethesda, Md.)

Poster

- 35170 You've got to know how to call it. (1976). 1 p. color. (Co-produced by Education Commission of the States, Denver, Colo. and National Football League, New York, N.Y.)

News Releases

- 38508 Education campaign for responsible decisions about the use of alcoholic beverages. 1977. 2 p.
- 35123 Joint project to assist alcoholics and their families. 1976. 2 p. (Subject is National Council on Alcoholism, New York, N.Y.)
- 26976 Remedial approaches to the abusive drinking and driving problem. 1974. 4 p.

Distilled Spirits Council of the United States SEE ALSO Licensed Beverage Industries (former name)

District of Columbia Department of Motor Vehicles, Washington, D.C.

Posters (also available as slides)

18209 You've been drinking and driving? n.d. 1 p. color.

18210 Drunk drivers go to jail. n.d. 1 p. color.

Promotional Gimmick

18172 Has alcohol affected your driving ability? Blood alcohol chart. 1964. 2 p.

Do It Now Foundation, Phoenix, Ariz.

Pamphlet

39419 Substance use and safety: alcohol and other drugs. 1979. 2 p.

Etobicoke Safety Council, Ontario (Canada)

Pamphlets

38939 Preliminary statistics on the effectiveness of Etobicoke's R.I.D.E. program. 1977. 3 p.

38941 RIDE. A program to reduce impaired driving in Etobicoke. 1977. 8p.

Fayette County Alcohol Intensified Enforcement Program, Richmond, Ky.

Storyboard

35046 One for the road. A. Singer, anncr. 1974. 5 p. 17 frames. black & white. (Abridged script for 28-minute videotape presentation.)

Radio Scripts

35037 Beer vs. whiskey. 1974. 1 p.

35038 Breathalyzer. 1974. 1 p.

35039 It's no picnic. 1974. 1 p.

35040 Kentucky's limit. J. Sullivan, anncr. 1974. 1 p.

35041 Rumor. 1974. 1 p.

35042 What's a drink? 1974. 1 p.

Florida Governor's Highway Safety Commission, Tallahassee

Pamphlet

39329 Before the party; after the party. (1979). 2 p.

39358 Drinking affects your driving sooner than you think. (1979). 2 p.

26739 The road runner will. How about you? (1972). 6 p.

Poster

39415 Drinking affects your driving sooner than you think. (1979). 1 p. color.

Print Ads

35283 Preocupese! Hay remedios que matan. [Give a darn! The cure can be a killer.] (1976). 1 p. black & white.

35284 Preocupese! No invite al desastre! [Give a darn! Don't fuel-up for disaster!] (1976). 1 p. black & white.

35285 Preocupese! No invite al desastre! [Give a darn! Don't fuel-up for disaster!] (1976). 1 p. black & white.

35286 Preocupese! No es tanto como se sienta. [Give a darn! It's not all in how you feel. (1976). 1 p. black & white.

- 35429 Give a darn...it's not all in how you feel. (1976). 1 p. black & white.
- 35430 Give a darn...don't fuel up for disaster! (1976). 1 p. black & white.
- 35431 Give a darn...don't fuel up for disaster! (1976). 1 p. black & white.
- 35432 Give a darn...the cure can be a killer. (1976). 1 p. black & white.
- 31417 Los anti-bajos. [The ups and downs.] (1975). 1 p. black & white.
- 31418 Pregunte a su doctor. [Ask your doctor.] (1975). 1 p. black & white.
- 31419 The "ups and downs." (1975). 1 p. black & white.
- 31420 Ask your doctor. (1975). 1 p. black & white.
- 31421 What's your score? (1975). 1 p. black & white.
- 31422 Before you have one for the road, remember us Dad. (1975). 1 p. black & white.
- 31423 These are the last bars for drunk drivers. (1975). 1 p. black & white.
- 31424 There's a very thin line between a "social" drinker and a drunk driver. (1975). 1 p. black & white.
- 35032 Cual es su puntuacion? [What's your score?] 1975. 1 p. black & white.
- 26581 Special! The super deluxe model. (1973). 1 p. black & white.
- 26933 Games people play...on the highway. (1973). 1 p. black & white.
- 26934 Before you have one for the road, think of me, Dad. (1973). 1 p. black & white.
- 26935 Before you have one for the road, think of us, Dad. (1973). 1 p. black & white.
- 26936 I lost my job over that last drink. (1973). 1 p. black & white.
- 26937 Games people play. (1973). 1 p. black & white.
- 26938 Get your head together about traffic safety. (1973). 1 p. black & white.
- 26939 There's a thin line between a social drinker and a drunk driver. (1973). 1 p. black & white.
- 26940 Who's buying the drinks? (1973). 1 p. black & white.

Television Spot

- 35215 Arrive alive - alcohol. J. Higgins, anncr. (1975). 30 sec. 16mm. color.

Promotional Gimmicks

- 39357 Drink chart card. (1979). 1 p.
- 38928 A safe route to follow. 1978. 26 p. (Calendar.)
- 18183 Arrive alive. 1972. (Small sticker in form of license plate.)
- 18184 Arrive alive. 1972. (Lapel pin.)

Ford Motor Company, Dearborn, Mich.

Pamphlet

- 18618 Quick facts: vehicle safety and your automobile. 1970. 4 p.

Print Ad

18873 Ford Motor Company supports no-fault automobile liability insurance. Here's why. 1972. 1 p. black & white.

Movie

26943 C.R.A.S.H. [Countermeasures Related to Alcohol and Safety on the Highways.] 1973. 25 min. 16mm. color. (Subject is Vermont Department of Mental Health, Project CRASH, Waterbury.)

General Motors Corporation, Detroit, Mich.

Movies

26931 The drinking driver. K. McCord, narrator. 1974. 26 min. 16mm. color. (Subjects are ASAP--Kansas City, Mo. and Central Missouri State College, Safety Center, Warrensburg.)

18875 Drinking drivers. n.d. 12 min. 16mm. color.

General Motors Corporation, Chevrolet Motor Division, Detroit, Mich.

Pamphlet

18601 Drinking and driving: teacher's guide. n.d. 4 p. (Guide to movie 18600 below.)

Movie

18600 Drivin' and drinkin'. n.d. 13 min. 57 sec. 16mm. color. (Produced in cooperation with the National Safety Council, Chicago, Ill.)

Germany (FR)

Poster

35267 Alkohol + autofahren = gefangnis. [Alcohol + driving = jail.] (1976). 1 p. color. (Photograph of large poster.)

Good Samaritan Hospital of Schuylkill County, Pottsville, Pa.

Promotional Gimmick

49038 Drink/drive calculator. 1980.

Great Britain Department of the Environment, London (England)

Posters

18174 Don't ask a man to drink and drive--he's got too much to lose (whiskey). 1971. 1 p. black & white.

18175 Don't ask a man to drink and drive--he's got too much to lose (beer). 1971. 1 p. black & white.

18313 Some drugs can be dangerous for motorists. 1971. 1 p. color.

18173 Don't be afraid to say no! 1970. 1 p. color.

18176 Don't ask a man to drink and drive--he's got too much to lose (beer). 1966. 1 p. color.

18177 Don't ask a man to drink and drive (street). 1966. 1 p. color.

18178 Don't ask a man to drink and drive. n.d. 1 p. black & white.

Television Scripts

- 18167 Good times. 1967. 1 p.
- 18182 Get the facts. 1967. 1 p.
- 18231 Lock it up. 1967. 1 p.
- 18260 Can you tell. 1967. 1 p.
- 18272 Take a taxi. 1967. 1 p.
- 18280 Office party. 1967. 1 p.
- 18281 Salesman. 1967. 1 p.
- 18441 Leave the car. 1967. 1 p.
- 18495 Sun lounge. 1967. 1 p.

News Release

- 39168 Drinking and driving - Blennerhassett report published. 1976. 2 p.

Great Britain Health Education Council

Print Ad

- 39336 If you drive too much there's one part that every beer can reach. (1979). 1 p. black & white.

Great Britain Ministry of Transport, London (England)

Print Ads

- 39178 What do we do with the drunken driver? Think before you drink before you drive. 1977. 1 p. black & white.
- 39179 It doesn't take much to give you a ten year hangover. 1977. 1 p. black & white.
- 39180 The more you drink the less chance you have of getting a hangover. 1977. 1 p. black & white.
- 39181 Half a pint of beer is as strong as a scotch. So it doesn't take much to blow it. 1977. 1 p. black & white.

Bus Cards/ Transit Advertising

- 39176 What do we do with the drunken driver? Think before you drink before you drive. 1977. 1 p. color.
- 39177 Drivers: half a pint of beer is as strong as a scotch. Think before you drink before you drive. 1977. 1 p. color.

Television Scripts

- 39171 What do we do. 1977. 1 p.
- 39172 The difference. 1977. 1 p.
- 39173 Look out Mike. 1977. 1 p.
- 18179 Spirits revised. 1971. 1 p.
- 18180 Beer revised. 1971. 1 p.
- 18181 Drink and drive. 1970. 1 p.

News Releases

- 39170 Minister launches major new drinking and driving campaign. 1977. 3 p.
- 18721 Transport minister launches drink and drive publicity campaign. B. Castle. 1967. 4 p. (Subject is Road Safety Act of 1967.)

Guam Office of Highway Safety, Agana

Posters

- 44434 Excessive drinking and driving don't mix, know your limit. (1980). 1 p. color.
- 39361 Alcohol and driving don't mix. (1979). 1 p. color.

Health, Education and Welfare Department, Washington, D.C.

Pamphlets

- 26328 Alcohol and accidents. 1970. 2 p.
26329 A wait guide to prevent accidental injuries. 1970. 1 p.

News Release

- 18193 National advertising campaign on alcoholism is launched.
1972. 2 p.

Highway Users Federation for Safety and Mobility, Washington, D.C.

Pamphlets

- 26990 Getting the drunks off the road. (1974). 6 p.
17573 Alcohol and the driving task. H.L. McDonald. 1971. 12 p.
(Sponsored by Automotive Safety Foundation, Washington,
D.C.)
18857 70 proof. 1971. 7 p.
26291 Alcohol...medicines--and driving. 1970. 2 p.

Magazine Articles

- 18144 Intoxication levels and intoxication tests. Highway Safety
Legislation, No. 5, 22 June 1972, pp. 7-8.
18100 On a national level 50 per cent of all fatal accidents
involve drinking drivers. Highway Safety Legislation,
No. 3, 3 April 1972, p. 1.
18197 Arizona lowers the presumed intoxication level from .15 to
.10 per cent blood alcohol content. Highway Safety
Legislation, No. 2, 21 Feb 1972, p. 1.

Horry County Commission on Alcohol and Drug Abuse, Conway, S.C.

Horry County Council on Alcohol and Drug Abuse, Myrtle Beach, S.C.

Georgetown County Commission on Alcohol and Drug Abuse, S.C.

Print Ad

- 35194 Nobody likes striped sunshine. If you drink don't drive!
1976. 1 p. color.

Poster

- 35193 Nobody likes striped sunshine. If you drink don't drive!
1976. 1 p. color.

Idaho Department of Transportation, Office of Highway Safety, Boise

Radio Spots

- 44346 Three for the road. (1979). 40 sec. 7 1/2 ips.
44347 Three for the road. (1979). 30 sec. 7 1/2 ips.
44348 Tomorrow is in your hands. (1979). 30 sec. 7 1/2 ips.
44349 Look ahead. Tomorrow is in your hands. (1979). 30 sec.
7 1/2 ips.
44351 Tippin' the bottle. (1979). 25 sec. 7 1/2 ips. (Features
Festus Hagen of Gunsmoke.)

Television Spots

- 44011 Alcohol and driving don't mix. 1979. 10 sec.
videocassette. color.
44012 Alcohol and driving don't mix. 1979. 10 sec.
videocassette. color.
44013 Alcohol and driving don't mix. 1979. 10 sec.
videocassette. color.

Illinois Conference of Women Leaders for Traffic Safety, Springfield

Pamphlet

18198 Why should Illinois women care about an implied consent law? n.d. 6 p.

Promotional Gimmick

18199 Eliminate drunk drivers from our highways: support an implied consent law for Illinois. n.d. (Litter bag.)

Illinois Governor's Official Traffic Safety Coordinating Committee, Springfield

Pamphlet

39422 "Implied consent." 1979. 2 p.

Print Ads

18200 Send for a free drink/drive calculator. n.d. 1 p. black & white.

18201 Help increase highway fatalities? n.d. 1 p. black & white.

18202 That 'last drink' could cost the most! n.d. 1 p. black & white.

26087 Support drunk driving? n.d. 1 p. black & white.

Television Scripts

18213 Drunks are funny. 1971. 1 p.

18214 Calculator promo. 1971. 1 p.

18215 Super driver. 1971. 1 p.

18216 One for the road. 1971. 1 p.

Promotional Gimmick

18225 Drink/drive calculator. 1971.

Illinois Traffic Safety Commission, Springfield

Radio Spots

18217 If you've just had one more for the road, look out! n.d. 30 sec.

18218 Just one more drink for the road could cost you your car. n.d. 10 sec.

18219 Research shows that after a certain number of drinks, a driver is actually 25 times more likely to have an accident. n.d. 30 sec.

18220 Did you know that drinking was involved in over 25,000 traffic deaths in our country last year? n.d. 30 sec.

18221 Are you ever in a situation where you have to drive after having a drink? n.d. 10 sec.

18222 Learn how drinking changes your driving. n.d. 10 sec.

Radio Scripts

18501-18506 See radio spots 18217-18222 above for descriptions.

Indiana Department of Mental Health, Division of Addiction Services, Indianapolis

Pamphlet

35080 Indiana alcohol countermeasures projects. Progress report. 1976. 36 p. (Sponsored by Indiana Department of Traffic Safety and Vehicle Inspection, Indianapolis.)

Indiana Governor's Traffic Safety Program, Indianapolis

Pamphlet

39348 Friends don't let friends drive drunk. (1979). 2 p.

Indiana State Police Department, Indianapolis

Radio Spot

44274 Operation CARE. (1979). 10 sec. 7 1/2 ips.

Indiana Traffic Safety Council, Indianapolis

Pamphlet

35304 Indiana's new "implied consent" law. (1972). 6 p. (Co-produced by Indiana State Police Department, Indianapolis.)

Insurance Bureau of Canada

Movies

35085 Point zero eight. 1978. 30 min. 16mm. black & white. (Co-produced by Automobile Insurance Council and Center of Forensic Sciences, Ontario.)

18405 High way to die. 1975. 30 min. 16mm. color. (Co-produced by National Research Council, Ontario/ Ontario Ministry of Transportation and Communications, Toronto/ Ontario Provincial Police, Toronto.)

Insurance Company of North America, Philadelphia, Pa.

Print Ad

18227 Remember you've still got to drive home. n.d. 1 p. black & white.

Storyboard

18226 Wonder why your car insurance costs so much? 1971. 15 frames. black & white.

Insurance Information Institute, New York, N.Y.

Radio Spots

26257 Drunk driving. 1973. 60 sec. 33 1/3 rpm.

26258 Drunk driving. 1973. 30 sec. 33 1/3 rpm.

Radio Scripts

26270-26271 See radio spots 26257-26258 above for descriptions.

Insurance Institute for Highway Safety, Washington, D.C.

Pamphlets

06411 A06 Insurance Institute for Highway Safety...to prevent harm. 1975. 84 p.

19044 An introduction to the management and programs of the Insurance Institute for Highway Safety. 1972. 50 p.

09408 The shocking facts about drinking and driving. Popular Science (reprint), Vol. 194, No. 5, May 1969, pp. 78-81, 212-213.

26095 National highway safety standards. n.d. 49 p. (Includes a section discussing each standard.)

26365 What you can do about drinking and driving. n.d. 3 p.

Iowa Department of Substance Abuse, Des Moines/ Iowa Substance Abuse Information Center, Grand Rapids

Pamphlet

39342 Holiday party hosting guide. (1978). 15 p.

Iowa State Department of Public Safety, Des Moines

Radio Spots

44260 Could lose. 1979. 30 sec. 7 1/2 ips.

Iowa State Governor's Highway Safety Office, Des Moines

Television Spots

49070 Don't discover your drinking limits by accident. Wanna bet. 1980. 30 sec. color. videocassette.

49071 Know when to say when. Wrong. 1980. 10 sec. color. videocassette.

49072 Know when to say when. Jail/wrong. 1980. 20 sec. color. videocassette.

39480 License. 1979. 30 sec. videocassette. color.

Radio Spots

44261 150 pounds. 1979. 30 sec. 7 1/2 ips.

44262 Drink slowly. 1979. 10 sec. 7 1/2 ips.

44263 Arrested. 1979. 10 sec. 7 1/2 ips.

Junior League of Spokane, Wash.

Pamphlet

35065 How to be a good host. A guide to responsible drinking. (1975). 16 p. (Produced by Florida Department of Health and Rehabilitation Services, Mental Health Program Office, Alcohol Rehabilitation Program, Jacksonville.)

Kansas Department of Transportation, Topeka

Pamphlet

38997 The olde keg party fable. (1976). 6 p.

Kansas State Highway Commission, Safety Department, Topeka

Pamphlet

18233 Accidents involving drinking drivers. 1971. 7 p.

Kemper Insurance Group, Long Grove, Ill.

Pamphlets

35031 The way to go. K.A. Rouse. 1976. 16 p.

35331 Alcohol + autos = accidents. 1976. 24 p.

26278 The roadside breath tester could save countless lives every year. 1973. 15 p. (Co-produced by NHTSA.)

Print Ads

18235 \$2,000,000,000 hangover. n.d. 1 p. black & white.

18236 Family on-the-rocks! n.d. 1 p. black & white.

Scripts

26519 The roadside breath tester. 1973. 2 p. (Co-sponsored by DOT; script for four minute film.)

26766 Roadside breath tester. 1973. 10 p. (Script for slide presentation.)

Movie

26576 The roadside breath tester. 1973. 4 min. color. (Co-sponsored by DOT.)

News Releases

- 31366 The biggest drug ring in the country is an American institution, the cocktail party. 1975. 3 p.
31367 The majority of adults drive. The majority of adults drink. 1975. 2 p.
26452 Roadside breath testers. S. Fine. 1973. 3 p. (Subject is DOT.)

Kentucky Association of Insurance Agents, Frankfort

Television Spot

18242 Life will go on without you. [Blinders.] n.d. 60 sec. 16mm. color.

Storyboard

18243 See television spot 18242 above for description.

Kentucky Department of Public Safety, Frankfort

Pamphlets

- 18241 If you drink and drive--what implied consent means to you. (1969). 6 p.
18240 What to do when involved in an automobile accident. n.d. 6 p.

Feature Article

18244 Sampling of feature articles released by Kentucky Department of Public Safety to Kentucky newspapers as traffic safety reminders. 1969. 14 p.

Kentucky Office of Highway Safety Planning, Frankfort

Television Spots

- 49097 Drive to stay alive. It's a whole different ball game. Joe B. Hall. 1980. 60 sec. color. videocassette.
49078 Alcohol. Foster Brooks. 1980. 30 sec. color. videocassette.

Kentucky State Police, Frankfort

Print Ads

- 18245 Is this really worth all that? n.d. 1 p. black & white.
18246 What's the hurry? Your funeral or someone else's? n.d. 1 p. black & white.
18247 Watching the road might be dull. n.d. 1 p. black & white.
18248 A bad 'brake' here can led to a worse break. n.d. 1 p. black & white.
18250 Sharing the road makes good sense. n.d. 1 p. black & white.
18251 Tailgating won't get you home faster. n.d. 1 p. black & white.
18252 Labor Day weekend is just around the corner. n.d. 1 p. black & white.
18253 S-T-O-P means 'stop' in a dozen languages. One is English. n.d. 1 p. black & white.

- 18254 Passing on a curve is a little like drawing to an inside straight at a Saturday night poker game. n.d. 1 p. black & white.

Kentucky Traffic Safety Coordinating Committee, Frankfort

Promotional Gimmick

- 18255 Failing the test is throwing away your driving license for a full six months. n.d. 1 p. (Pocket-sized card explaining Kentucky's breath testing law.)

Lafayette Alcohol-Traffic Action Program, La.

Pamphlets

- 35338 The preventable crime. OWI. Operating while under the influence. (1977). 15 p.
35339 LATAP. The Lafayette Alcohol-Traffic Action Program. (1977). 15 p.
35342 Student guide to LATAP's alcohol education program. (1977). 6 p.
35343 Three Louisiana laws you should know if you drive or drink and drive. (1977). 6 p.

Poster

- 35344 Bottoms up! (1977). 1 p. color.

Bumper Sticker

- 35341 Help a friend stay alive! When he's been drinking, don't let him drive. (1977). color.

Promotional Gimmick

- 35340 Safe drinking dial. (1977). (Blood alcohol calculator.)

Lancaster County Beverage Association, Lincoln, Neb.

Poster

- 31172 If you're driving, we want you to know your limit. (1974). 1 p. color.

Promotional Gimmicks

- 31170 Know the law. (1974). 2 p. (Blood alcohol chart; Produced by ASAP--Lincoln.)
31171 If you're driving, we want you to know your limit. (1974). 2 p. (Restaurant table card.)

Liberty Mutual Insurance Company, Boston, Mass.

Pamphlet

- 26352 The lives you save... Liberty Lines, Spring 1973, pp. 1-2.

Licensed Beverage Industries, New York, N.Y.

Pamphlets

- 26942 Moonshine. Formula for fraud...and slow death. 1974. 25 p.
26794 Know your limits. 1973. 4 p.
26879 Know your limits. A sound approach to safe driving. 1973. 12 p.
28755 If you choose to drink, drink responsibly. Second edition. 1973. 20 p.
18902 Accurate and unbiased information about alcoholic beverage is essential to the total education of youth. 1972. 70 p.

- 26000 Telling it like it is; distilled spirits industry's perspective on alcohol and highway safety. T. Donovan. (1972). 10 p.
- 18263 Alcohol and highway safety: industry policy in perspective. (1971). 8 p.
- 18264 Alcohol and highway safety: questions and answers. (1971). 8 p.
- 26330 New approaches to persistent problems: LBI's supportive participation in programs to reduce problems of alcohol abuse. (1971). 16 p. (Subjects are North Conway Institute, Boston, and North American Association of Alcoholism Programs, Washington, D.C.).
- 18262 Some facts about drinking and traffic safety. 1969. 12 p.
- 26001 Women's view of alcoholic beverages and the social scene. B. Abell, A. Dahl, A. Stevens, M.K. Bacon, E. Lambert. (1969). 15 p.
- 18997 Liquor and tradition. (1968). 16 p.
- 18998 To your health. (1968). 15 p.
- 18999 Public attitudes and your business. (1968). 10 p.
- 26002 An important new dimension in industry public relations. (1967). 16 p.

Print Ads

- 26364 Know your limits. (1973). 1 p. black & white.
- 26669 Know when to say when. 1973. 1 p. black & white.
- 26670 You're old enough to drink. But are you mature enough? 1973. 1 p. black & white.
- 26671 Your guests should enjoy the party. Even when it's over. 1973. 1 p. black & white.
- 26672 If you can't stop drinking, don't start driving. 1973. 1 p.
- 18256 What you owe your guests. 1972. 1 p. black & white.
- 18257 Best thing to mix with liquor is common sense. 1972. 1 p. black & white.
- 18693 The hostess who pours the mostest is a poor hostess. 1972. 1 p. black & white.
- 18883 One American custom that has never changed. 1972. 1 p. black & white.
- 18884 If you can't stop drinking. 1972. 1 p. black & white.
- 18859 Not everyone should drink. 1972. 1 p. black & white.
- 31107 The liquor industry vs. the drunk driver. 1970. 1 p. black & white.
- 18257 The dangerous minority: alcoholics who drive. n.d. 1 p. black & white.
- 18258 The liquor industry vs. the drunk driver. n.d. 1 p. black & white.
- 18259 Let's get the drunken driving problem into focus. n.d. 1 p. black & white.

News Releases

- 26353 A summary of public and industry reaction of LBI's 1972 advertisements on responsible drinking. P.F. Gavaghan and D.H. Cameron. 1973. 3 p.
- 26619 The vast majority of Americans today uphold the basic human right to drink moderately. P.F. Gavaghan. 1973. 3 p.

Promotional Gimmick

26796 Know your limits. Chart for responsible people who may sometimes drive after drinking. n.d. 2 p. (Blood alcohol chart.)

Misc.

18885 Licensed Beverage Industries 1972 media schedule. 1972. 2 p. (Prepared by Marsteller, Inc., New York, N.Y.)

Licensed Beverage Industries, Women's Division, New York, N.Y.

Pamphlet

18959 No one answer: a closer look at teenage drinking. n.d. 12 p.

Licensed Beverage Industries SEE ALSO Distilled Spirits Council of the United States

Los Angeles County Board of Supervisors, Los Angeles, Calif.

Pamphlet

35433 Alcoholism. Everybody's problem. (1976). 20 p. (Co-produced by Los Angeles County Commission on Alcoholism.)

Maryland State Police, Pikesville

News Release

35246 State police start Operation Yellow Jacket; speeders and drinking drivers are target. 1977. 5 p.

Promotional Gimmick

39327 Operation Yellow Jacket. Yield to common sense. (1979). (Litter bag.)

Massachusetts Department of Public Health, Division of Alcoholism, Boston

Pamphlet

26454 A guide to sensible drinking; take it or leave it! (1969). 6 p.

Metropolitan Area Safety Council of Minnesota, Minneapolis

Pamphlet

31155 What does the baggie bill do? (1974). 3 p.

Metropolitan Life Insurance Company, New York, N.Y.

Pamphlets

18271 Your health and your driving. 1968. 16 p.

18270 Health of the driver. 1967. 20 p.

18273 Alcoholism. 1967. 8 p.

Michigan Alcohol Education Foundation, Lansing

Pamphlets

18274 When Ethyl takes the wheel... 1965. 16 p.

18282 Alcohol and accidents. n.d. 8 p.

Michigan Council on Alcohol Problems, Lansing

Pamphlets

18276 A reasonable reply to a \$3 million question. n.d. 8 p.

Michigan Department of Public Health, Lansing

Pamphlet

16623 Drinking and driving. Michigan's Health, Vol. 59, No. 3, Fall 1971, 8 p.

18278 Drunks don't belong in jail. H. Jackson. Concern, 15 November 1968, 5 p.

18279 Teenage drinking and driving. T.K. Flaum. 1964. 4 p.

18282 Alcohol and accidents. n.d. 8 p.

Michigan Federation of Safety Organizations, Lansing

Pamphlet

26096 It's not use but abuse. (1969). 8 p. (Co-produced by Michigan Women for Highway Safety, Lansing and Michigan State Office of Highway Safety Planning, Lansing; Sponsored by Allstate Foundation, Northbrook, Ill.)

Michigan Licensed Beverage Association, Lansing

Posters/ Bumper Stickers

38512 Age of majority kit. (1972). 9 p. color. (Contains several posters and bumper stickers.)

Promotional Gimmick

31324 Know your limits. Chart for responsible people who may sometimes drive after drinking. n.d. 2 p. (Blood alcohol chart.)

Michigan State Police, East Lansing

Pamphlet

44406 Operation C.A.R.E. 1980. 2 p. (Co-produced by Michigan State Office of Highway Safety Planning, East Lansing and NHTSA.)

Middlesex County Bureau of Traffic Safety Coordination,
New Brunswick, N.J.

Promotional Gimmick

26363 To whom it may concern: a motorist's prayer. A.A. Bass. (1973). 1 p.

Minnesota Department of Public Health, St. Paul

Pamphlets

19380 The alcohol-impaired driver and highway crashes; assessment report. 1970. 88 p.

18848 For those who drink, drive, or do both. n.d. 6 p.

Minnesota Department of Public Safety, St. Paul

Pamphlets

39252 How much do you know about getting smashed? 1979. 8 p.

39253 In Minnesota we care. Let's keep the drinker driver out of the driver's seat! 1979. 2 p.

39254 The drinker's guide to driving. 1979. 8 p.

35310 What are you going to do about drunk driving? (1976).
1 p.

35311 Those who drink, drive lose...it's the law. 1976. 6 p.
Poster

39256 In Minnesota we care. Let's keep the drinker out of the
driver's seat! 1979. 1 p. color.

Promotional Gimmicks

39255 No thanks I'm driving. 1979. 1 p. (Lapel button.)

39433 In Minnesota we care. (1979). 1 p. (Placemat.)

Missouri Department of Mental Health, Jefferson City

Pamphlet

39359 Alcohol and drugs don't mix with driving. (1979). 2 p.

Bumper Sticker

39360 Alcohol and drugs don't mix. 1979. 1 p. color.

Missouri Division of Highway Safety, Kansas City

Pamphlets

38995 Traffic safety tips. (1977). 2 p.

38999 Municipal and magistrate judges handbook for administration
of the Missouri traffic law systems plan. (1977). 16 p.

Promotional Gimmick

38996 Drink/drive calculator. Drive alert. (1977). 1 p.

Nassau County Traffic Safety Board, Mineola, N.Y.

Pamphlet

26049 The problem drinker who drives. n.d. 6 p. (Sponsored by
NHTSA.)

Radio Scripts

26022 Did anyone ever refuse a ride home with you? 1972. 1 p.

26027 This holiday be a friend. 1971. 1 p.

26028 This year, make an old year's resolution. 1971. 1 p.

26029 If you drink, don't drive. 1971. 1 p.

26030 The holiday season is happy only if you can look forward to
another. 1971. 1 p.

26031 Great party, just great. 1971. 1 p.

26032 Put alcohol in a driver. 1971. 1 p.

26033 Drinking and driving don't mix. 1971. 1 p.

26034 Alcohol and gas-line don't mix. 1971. 1 p.

26035 Right here in Nassau County. n.d. 1 p.

26036 The voice you are about to hear. n.d. 1 p.

Promotional Gimmicks

26047 Today is the first day of the rest of your life. n.d. (Key
chain.)

26051 Nassau County works toward the safer highway helping the
problem drinker-driver help himself. n.d. 1 p.
(Restaurant placemat.)

National Association of Blue Shield Plans, Washington, D.C.

Print Ad

31201 Too many kids find that the best time to smoke dope is when
their parents are out getting drunk. (1974). 1 p. black
& white.

National Association of Women Highway Safety Leaders, Ocala, Fla.

Pamphlets

- 18284 Why a National Association of Women Highway Safety Leaders?
n.d. 4 p.
18286 Priority: funds for traffic safety. n.d. 3 p.
18287 Priority: expanded driver education. n.d. 4 p.
11995 Drinking-driver control. n.d. 5 p.

National Clearinghouse for Alcohol Information, Rockville, Md.

Pamphlet

- 31104 Teaching about drinking. 1974. 10 p.

National Congress of Parents and Teachers, Chicago, Ill.

Pamphlets

- 35086 How to talk to your teenager about drinking and driving.
1975. 16 p. (Co-produced by NHTSA.)
26951 No one answer. Suggestions for alcohol education
activities for PTAs, schools, communities, and youth.
1974. 7 p.
26952 Alcohol: a family affair. 1974. 6 p.

Radio Spots

- 39105 The first to do it. Bird house. D. Orkin and B. Berdis,
anncrs. 1977. 60 sec. 33 1/3 rpm.
39106 The first to do it. British brothers. D. Orkin and
B. Berdis, anncrs. 1977. 60 sec. 33 1/3 rpm.
39107 The first to do it. Brick wall. D. Orkin and B. Berdis,
anncrs. 1977. 60 sec. 33 1/3 rpm.
39108 The first to do it. Car eater. D. Orkin and B. Berdis,
anncrs. 1977. 60 sec. 33 1/3 rpm.
39109 The first to do it. British brothers. D. Orkin and
B. Berdis, anncrs. 1977. 60 sec. 33 1/3 rpm.
39110 The first to do it. Teddy bear. D. Orkin and B. Berdis,
anncrs. 1977. 60 sec. 33 1/3 rpm.

National Council on Alcoholism, New York, N.Y.

Pamphlets

- 31320 A message to my patients. (1975). 4 p. (Co-produced by
NHTSA.)
26984 Drinking, drugs, and driving. C.R. Self, Sr. and
F.A. Seixas. 1973. 13 p.
31181 Almost all you ever wanted to know about alcoholism...but
didn't know who to ask. R.L. Hammond. 1973. 20 p.
(Produced by AID, Lansing, Mich.)

Print Ads

- 26123 Are you an alcoholic? Who cares? 1972. 1 p. black &
white.
26124 Can you spare the price of a drink? 1972. 1 p. black &
white.
26085 The silent treatment is the worst treatment for the disease
of alcoholism. 1971. 1 p. black & white. (Version 1.)
26086 The silent treatment is the worst treatment for the disease
of alcoholism. 1971. 1 p. black & white. (Version 2.)

Television Spots

- 35204 Little boy. 1976. 30 sec. 16mm. color. (Co-produced by DISCUS.)
26101 Man in bar. 1972. 60 sec. 16mm. color.
26102 Man in bar. 1972. 30 sec. 16mm. color.
26103 Alcoholism--who cares? 1972. 30 sec. 16mm. color.
26178 Number one. 1972. 60 sec. 16mm. color. (Co-produced by NIAAA.)
18289 Boy-girl. 1971. 60 sec. 16mm. color.

Storyboard

- 18290 See television spot 18289 above for description.

Radio Spots

- 26104 The typical alcoholic American. 1973. 30 sec. 7 1/2 ips. (Co-produced by NIAAA.)
26105 Some of your best friends are alcoholic. 1973. 60 sec. 7 1/2 ips. (Co-produced by NIAAA.)
26106 Some of your best friends are alcoholic. 1973. 30 sec. 7 1/2 ips. (Co-produced by NIAAA.)
26107 Cocktail conversation. 1973. 60 sec. 7 1/2 ips. (Co-produced by NIAAA.)
26115 Who cares? 1973. 30 sec. 33 1/3 rpm.
26116 Your wife is an alcoholic. 1973. 30 sec. 33 1/3 rpm.
26112 Mercedes McCambridge. M. McCambridge, anncr. 1972. 60 sec. 33 1/3 rpm.
26113 Mercedes McCambridge. M. McCambridge, anncr. 1972. 30 sec. 33 1/3 rpm.
26114 Jack Lemmon. J. Lemmon, anncr. 1972. 30 sec. 33 1/3 rpm.
18291 The silent treatment. 1971. 60 sec. 33 1/3 rpm.
18292 Progress. 1971. 60 sec. 33 1/3 rpm.
18508 The silent treatment. 1971. 30 sec. 33 1/3 rpm.
18509 Progress. 1971. 30 sec. 33 1/3 rpm.

Radio Scripts

- 26108-26111 See radio spots 26104-26107 above for descriptions.
26117-26118 See radio spots 26115-26116 above for descriptions.
26119 Who cares? 1973. 1 p.
26120 It's nice to relax and have a drink or two. 1972. 1 p.
26121 It's nice to relax and have a drink or two. 1972. 1 p.
26127-26129 See radio spots 26112-26114 above for descriptions.
18228-18229 See radio spots 18291-18292 above for descriptions.

National Council on Alcoholism, Alaska Region, Anchorage

Pamphlets

- 26704 I'm Marie. I'm a native. I'm an alcoholic. 1972. 16 p.
26705 A way out. 1972. 16 p.

National Council on Alcoholism, Alaska Region, Anchorage SEE ALSO Alaska Native Commission on Alcoholism and Drug Abuse, Anchorage

National Council on Alcoholism, Delaware Valley, Philadelphia, Pa./ United States Jaycees, Philadelphia Chapter, Pa.

Pamphlet

- 31357 You don't have to be an alcoholic to die like one.
S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975).
1 p.

Poster

31359 Bottoms up. S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). 1 p. black & white.

Bus Card

31356 S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). 1 p.

Bumper Stickers

31354 S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). 1 p. color.

31355 S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). 1 p. color.

Promotional Gimmicks

31352 S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). (Matchbook.)

31353 S.O.B.E.R. (1975). (Lapel pin.)

31358 Drinking and highway safety. S.O.B.E.R. Slow on the bottle. Enjoy the road. (1975). 1 p. (Blood alcohol chart.)

National Council of Catholic Women, Washington, D.C.

Pamphlet

18288 Drunken driving has got to go: an action program. n.d. 4 p.

National Extension Homemakers Council, Vicksburg, Miss.

Pamphlets

26805 Operation DIRE (Driver Improvement Rehabilitation Education of the Abusive Drinking Driver). (1973). 50 p. (Looseleaf folder; Sponsored by ASAP--Boston, Mass.)

18296 Stop the drunk driver. n.d. 10 p.

National Highway Traffic Safety Administration, Washington, D.C.

Pamphlets

44399 A message to our friends: your personal decision. 1980. 8 p.

44338 A message to my patients. [Revised edition.] 1979. 2 p.

49046 So you really want to do something about the drunk driver? 1979. 8 p.

38856 An activist's guide for curbing the drunk driver. 1977. 21 p.

35172 Company policy can save lives. Draft report. 1976. 7 p.

35173 How Americans die. Draft report. 1976. 7 p.

35174 Media policy can save lives: a plea to communicators. Draft report. 1976. 8 p.

31300 The alcohol crash story. News media guide. 1975. 17 p.

35086 How to talk to your teenager about drinking and driving. 1975. 16 p. (Co-produced by National Council on Alcoholism, New York, N.Y.)

31184 Presentence investigation. A brief guide to court-related problem drinker driver identification. (1974). 6 p. (Subject is HSRI.)

31224 How to keep the life of the party alive. (1974). 4 p. (Includes party recipes.)

- 26278 The roadside breath tester could save countless lives every year. 1973. 15 p. (Co-produced by Kemper Insurance, Long Grove, Ill.)
- 26279 First aid for the drunken driver begins in your office. 1973. 11 p.
- 26280 The problem. 1973. 16 p. (Includes a list of the ASAPs and the Governor's Highway Safety Representatives.)
- 26520 The drinking driver and the police. (1973). 9 p.
- 26521 The drinking driver and the courts. (1973). 12 p.
- 26522 The national alcohol countermeasures program. Revised edition. 1973. 12 p.
- 26769 Young Americans: drinking, driving, dying. 1973. 9 p.
- 26770 The problem drinker and you. 1973. 15 p.
- 29717 Handbook for the alcohol countermeasures program. 1973. 48 p. (Produced by Council of Presidents of Women's National Organizations.)
- 26523 Read before driving. 1972. 8 p.
- 18299 Alcohol safety countermeasures program. 1971. 12 p.

Print Ads

- 35081 Every year, thousands of high school students die laughing. (1976). 1 p. black & white.
- 35082 Stop a drunk driver in your waiting room. (1976). 1 p. black & white.
- 35096 Thousands of high school students are learning how to die. 1976. 1 p. black & white.
- 31290 10 minutes ago everyone drank to Harry's health. 1975. 1 p. black & white. (Aimed at physicians.)
- 31291 The party's over. 1975. 1 p. black & white.
- 31292 Silence is deadly. 1975. 1 p. black & white.
- 31044 10 minutes of your time could save a friend's life. (1974). 1 p. black & white.
- 31045 For ten cents you could save a friend's life. (1974). 1 p. black & white.
- 31046 If you can drive a car, you could save your husband's life. (1974). 1 p. black & white.
- 31047 For ten cents you could save a friend's life. (1974). 1 p. black & white.
- 31048 Save a friend's life for \$2.25. (1974). 1 p. black & white.
- 26909 Smashed. (1973). 1 p. black & white.
- 26910 His gastritis can help you save his life. (1973). 1 p. black & white.
- 26911 When would you rather deal with a problem drinker? At the party? After the party? (1973). 1 p. black & white.
- 26912 The life of the party is dead. (1973). 1 p. black & white.
- 26913 When a problem drinker drives, it's your problem. (1973). 1 p. black & white.
- 18121 One out of fifty cars on the road is driven by a drunk driver. 1972. 1 p. black & white.
- 18122 His drinking problem is nothing compared to his driving problem. 1972. 1 p. black & white.
- 18322 Today your friendly neighbor may kill you. 1972. 1 p. black & white.

- 18323 By the time you finish this magazine, a drunk driver will have killed someone. 1972. 1 p. black & white.
- 18324 By the time you finish this newspaper, a drunk driver will have killed someone. 1972. 1 p. black & white.
- 26065 It's better to meet a problem drinker in your office than on the road. (1972). 1 p. black & white. (Version 1.)
- 26066 It's better to meet a problem drinker in your office than on the road. (1972). 1 p. black & white. (Version 2.)
- 26067 More people die because of drunk driving than murder. (1972). 1 p. black & white.
- 26068 Most drunk drivers are more than drunk. (1972). 1 p. black & white.
- 26069 This coupon could save your life. (1972). 1 p. black & white.
- 26070 Will the problem drinker you saw today kill anyone you know tonight. (1972). 1 p. black & white.

Posters

- 39160 Operation CARE. 1978. 1 p. color.
- 31348 This popular high school sport killed and maimed thousands of students last year. (1975). 1 p. color.

Bus Card

- 31121 A drinking problem could kill him. 1974. 1 p. black & white.

Television Spots

- 49122 Mime friends. 1980. 30 sec. 16mm. color.
- 39221 Drinking/driving. Disco. 1979. 30 sec. 16mm. color.
- 39315 Star friends. 1979. 30 sec. 16mm. color.
- 39148 Bringing Dad home. Christmas promo. 1978. 30 sec. 16mm. color.
- 35273 Vignettes. 1977. 30 sec. 16mm. color.
- 35274 Husband and wife. 1977. 60 sec. 16mm. color.
- 35090 Sleeping man. 1976. 60 sec. 16mm. color.
- 35091 Sleeping man. 1976. 30 sec. 16mm. color.
- 31267 Bartender. 1975. 60 sec. 16mm. color.
- 31268 Bartender. 1975. 30 sec. 16mm. color.
- 31269 Teddy. 1975. 60 sec. 16mm. color.
- 31270 Teddy. 1975. 30 sec. 16mm. color.
- 31018 Painting class. 1974. 60 sec. 16mm. color.
- 31019 Frantic family. 1974. 60 sec. 16mm. color.
- 31020 Painting class. 1974. 30 sec. 16mm. color.
- 31021 Frantic family. 1974. 30 sec. 16mm. color.
- 26457 Backyard. 1973. 20 sec. 16mm. color.
- 26458 Backyard. 1973. 30 sec. 16mm. color.
- 26459 Backyard. 1973. 60 sec. 16mm. color.
- 26460 Beach. 1973. 20 sec. 16mm. color.
- 26461 Beach. 1973. 30 sec. 16mm. color.
- 26462 Beach. 1973. 60 sec. 16mm. color.
- 26966 Poker. 1973. 60 sec. 16mm. color.
- 26967 Brother. 1973. 60 sec. 16mm. color.
- 26984 Drunk driver. F. Wilson, anncr. (1973). 60 sec. 16mm. color.
- 26985 Drunk driver. J. Benny, anncr. (1973). 60 sec. 16mm. color.
- 18348 Highway. D. Andrews, anncr. 1972. 60 sec. 16mm. color.

18349 Freeway. D. Andrews, anncr. 1972. 60 sec. 16mm. color.
 18584 Highway. D. Andrews, anncr. 1972. 30 sec. 16mm. color.
 18585 Highway. D. Andrews, anncr. 1972. 10 sec. 16mm. color.
 18586 Freeway. D. Andrews, anncr. 1972. 30 sec. 16mm. color.
 18345 One more for the road. n.d. 60 sec. 16mm. color.
 18346 Animation. n.d. 60 sec. 16mm. color. (Cartoon.)
 18347 Joe Hardy. n.d. 60 sec. 16mm. color.
 18583 Animation. n.d. 30 sec. 16mm. color.

Storyboards

39340 See television spot 39315 above for description.
 35275-35276 See television spots 35273-35274 above for descriptions.
 35068 See television spot 35090 above for description.
 31280-31281 See television spots 31267 & 31269 above for descriptions.
 31022-31023 See television spots 31019 & 31018 above for descriptions.
 26145 See television spot 26462 above for description.
 26148 See television spot 26459 above for description.
 26774 Drunk driver. B. Hope, anncr. (1973). 1 p. 12 frames. black & white.
 26775-26776 See television spots 26984-26985 above for descriptions.
 26916-26917 See television spots 26966-26967 above for descriptions.
 18340-18344 See television spots 18345-18346, 18348-18349 above for descriptions.

Television Scripts

39149, 39220 See television spots 39148, 39221 above for descriptions.

Special Television Program

44037 Public information programs. 1979. 30 min. videocassette. color. (Features J. Claybrook and D. Fee.)

Radio Spots

31258 Teddy. 1975. 60 sec. 7 1/2 ips.
 31259 Teddy. 1975. 30 sec. 7 1/2 ips.
 31260 Bartender. 1975. 60 sec. 7 1/2 ips.
 31261 Bartender. 1975. 30 sec. 7 1/2 ips.
 31262 Mr. Adams. 1975. 60 sec. 7 1/2 ips.
 31263 Flying. 1975. 60 sec. 7 1/2 ips.
 31264 Julie. 1975. 60 sec. 7 1/2 ips.
 39070 Friends. (Youth audience.) 1975. 60 sec. 7 1/2 ips.
 39071 Brothers and sisters. (Youth audience.) 1975. 60 sec. 7 1/2 ips.
 39072 Tom. (Youth audience.) 1975. 60 sec. 7 1/2 ips.
 31024 Friends. (Contemporary; youth audience.) 1974. 60 sec. 7 1/2 ips.
 31025 Friends. (Easy listening; youth audience.) 1974. 60 sec. 7 1/2 ips.
 31026 Brothers and sisters. (Youth audience.) 1974. 60 sec. 7 1/2 ips.
 31027 Tom. (Youth audience.) 1974. 60 sec. 7 1/2 ips.
 31032 Friends. (Contemporary; general audience.) 1974. 60 sec. 7 1/2 ips.

- 31033 Friends. (Easy listening; general audience.) 1974.
60 sec. 7 1/2 ips.
- 31034 Painting class. 1974. 60 sec. 7 1/2 ips.
- 31035 Painting class. 1974. 30 sec. 7 1/2 ips.
- 31036 Frantic family. 1974. 60 sec. 7 1/2 ips.
- 31037 Frantic family. 1974. 30 sec. 7 1/2 ips.
- 26262 We kill more. (Youth audience.) 1973. 60 sec. 7 1/2 ips.
- 26263 Cathy. (Youth audience.) 1973. 60 sec. 7 1/2 ips.
- 26264 Emily. (Youth audience.) 1973. 60 sec. 7 1/2 ips.
- 26265 Susanna. (Youth audience.) 1973. 60 sec. 7 1/2 ips.
- 26266 Life is a thread. 1973. 60 sec. 7 1/2 ips.
- 26267 One more for the road. 1973. 60 sec. 7 1/2 ips.
- 26268 Mr. Morgan. 1973. 60 sec. 7 1/2 ips.
- 26269 Daddy. 1973. 60 sec. 7 1/2 ips.
- 26968 Drunk driver. B. Hope, anncr. (1973). 60 sec. 7 1/2 ips.
- 26969 Drunk driver. B. Hope, anncr. (1973). 30 sec. 7 1/2 ips.
- 26970 Drunk driver. J. Benny, anncr. (1973). 60 sec.
7 1/2 ips.
- 26971 Drunk driver. F. Wilson, anncr. (1973). 60 sec.
7 1/2 ips.
- 26972 Drunk driver. F. Wilson, anncr. (1973). 30 sec.
7 1/2 ips.
- 18325 Very nice man. 1972. 60 sec. 7 1/2 ips.
- 18326 Cold and tired day. 1972. 60 sec. 7 1/2 ips.
- 18327 Janie. 1972. 60 sec. 7 1/2 ips.
- 18328 Highway. D. Andrews, anncr. 1972. 60 sec. 7 1/2 ips.
- 18329 Freeway. D. Andrews, anncr. 1972. 60 sec. 7 1/2 ips.
- 18903 Cold and tired day. (Black sound.) (1972). 60 sec.
7 1/2 ips.
- 18904 He's a very nice man. (Black sound.) (1972). 60 sec.
7 1/2 ips.
- 18905 Cold and tired day. (Spanish language.) (1972). 60 sec.
7 1/2 ips.
- 18906 Janie. (Spanish language.) (1972). 60 sec. 7 1/2 ips.

Radio Scripts

- 31271-31277 See radio spots 31258-31264 above for descriptions.
- 31028-31031, 31038-31043 See radio spots 31024-31027, 31032-31037
above for descriptions.
- 26151-26154, 26205-26206, 26255-26256 See radio spots 26262-26269
above for descriptions.
- 26155 On an average day, on an average American highway, one out
of 50 drivers is drunk. 1973. 1 p.
- 26156 There are more American people killed by drunk drivers
every year than in all the years of the Viet Nam war.
1973. 1 p.
- 26157 In the time it takes to read a story to a child, someone in
America will be killed in a car accident. 1973. 1 p.
- 26158 A lot of people think you have to be crazy to drive a race
car 150 miles an hour. 1973. 1 p.
- 26159 A lot of people think you have to be crazy to drive a race
car 150 miles an hour. 1973. 1 p.
- 26160 In the time it takes to read a story to a child, someone in
America will be killed by a drunk driver. 1973. 1 p.
- 26777-26781 See radio spots 26968-26972 above for descriptions.

- 26782 Cold and tired day. D. Warwicke, anncr. (1973). 1 p.
 26918 Tito. (1973). 1 p. (English and Spanish versions included.)
 26919 You watched. (1973). 1 p. (English and Spanish versions included.)
 26920 Who's gonna take the blame. (1973). 1 p.
 26921 Cold and tired day. D. Warwicke, anncr. (1973). 1 p.
 26922 Better check it out. (1973). 1 p.
 26923 Brother. (1973). 1 p.
 26924 You watched. (1973). 1 p.
 26925 Anna. (1973). 1 p.
 18330-18334 See radio spots 18325-18329 above for descriptions.
 18335 A lot of people think you have to be crazy to drive a race car 150 miles an hour. 1972. 1 p.
 18336 There are more American people killed by drunk drivers every year than in all the years of the Viet Nam war. 1972. 1 p.
 18337 A lot of people think you have to be crazy to drive a race car. 1972. 1 p.
 18338 On an average day, on an average American highway, one out of 50 drivers is drunk. 1972. 1 p.
 18339 In the time it takes to read a story to a child...someone in America will be killed in a car accident. 1972. 1 p.
 18907-18910 See radio spots 18903-18906 above for descriptions.

Phonodisc

- 31231 Songs of the road. (1975). 27 min. 47 sec. 33 1/3 rpm. (Popular songs intermixed with NHTSA commercials on drunk driving; Also on cassette.)

Special Radio Program

- 35004 Investment strategy. First aid for the ailing doctor. Message on drinking and driving. 1973. 2 min. 35 sec. cassette. (Produced by Management Forum, New York, N.Y.)

Script

- 35005 See special radio program 35004 above for description.

Slides

- 26017 Public education program for alcohol safety countermeasures. (1971). 20 slides. 35mm. color.

News Releases

- 18009 Appointment of Dr. Robert F. Borckenstein as a consultant. 1972. 2 p.
 18049 National information-education campaign on the drunken driver announced. 1972. 3 p.
 18074 National Council on Alcoholism has joined the federal government's campaign on drunk-driving. 1972. 2 p.
 18086 Citing the need for beginning drivers to understand the dangers of alcohol abuse and driving. 1972. 2 p.
 18166 Los Angeles contract to combat the drinking-driving problem. 1972. 2 p.
 18230 Sioux City contract to war against the drinking driver. 1972. 2 p.
 18581 Campaign aimed at drunk drivers shows promise of success. 1972. 2 p.
 18779 Breath testing of drinking drivers is being intensified. 1972. 2 p.

Map

18300 [Map showing location of the Alcohol Safety Action Projects.] n.d. 1 p.

Bumper Sticker

39164 Operation CARE. 1978. 1 p. color.

Promotional Gimmicks

39161 Operation CARE. 1978. 2 p. (Tent table card.)

26908 Form for review of NHTSA alcohol safety public education campaign. (1973). 1 p.

National Institute on Alcohol Abuse and Alcoholism, Rockville, Md.

Pamphlets

35099 Drinking etiquette. For those who drink and those who don't! 1976. 13 p.

35225 The whole college catalog about drinking. A guide to alcohol abuse prevention. 1976. 129 p.

31479 Here's looking at you: the drinking American. M. Sandmaier, ed. 1975. 16 p. (Subjects are D. Van Dyke and M. Mead.)

31225 How to help. What you can do to help your community help alcoholic people. 1974. 16 p.

26784 The best public service campaign of the year...but is it doing any good? 1973. 23 p. (Co-produced by Grey-North Advertising, Inc., Chicago; Includes public service advertisements.)

26954 Someone close drinks too much. 1973. 15 p.

Posters

35337 Salud...salud? [To your health...well maybe not.] (1977). 1 p. color.

39184 I have to keep myself in top condition. Alcohol can't help me there physically, mentally. 1977. 1 p. black & white.

39185 My baby will be strong...healthy. Why take any chances? Consider before drinking alcohol. 1977. 1 p. black & white.

39186 Look, I can't go home drunk. What kind of example would that be? 1977. 1 p. black & white.

39187 Look, school's already hard enough. Why would I want to get drunk and make it worse? 1977. 1 p. black & white.

39188 "We can march, run or crawl to freedom, but we cannot stagger to freedom." Rev. J. Jackson. 1977. 1 p. black & white.

26665 The typical alcoholic American. (1973). 1 p. color.

26666 If you drink a lot of beer, you drink a lot. (1973). 1 p. color.

Print Ads

18261 If you need a drink to be social, that's not social drinking. 1972. 1 p. black & white.

18363 Ten terrific hangover cures. 1972. 1 p. black & white.

18364 Alcohol is a drug. 1972. 1 p. color.

18365 If you need a drink to be social, that's not social drinking. 1972. 1 p. black & white. (White on black.)

18366 Good old Harry, the neighborhood pusher. 1972. 1 p. black & white.

18367 What kind of drinker are you? 1972. 1 p. black & white.

- 18368 If you drink while you do the ironing, send the ironing out. 1972. 1 p. black & white.
- 18369 Fred can really hold his liquor. Too bad for Fred. 1972. 1 p. black & white.
- 18370 Steve and Martha make wicked martinis. How can you get off Steve and Martha's guest list? 1972. 1 p. black & white.

Television Spots

- 35205 Caution. 1976. 30 sec. 16mm. color.
- 35206 Jack. 1976. 60 sec. 16mm. color.
- 35207 A little drinking problem. 1976. 30 sec. 16mm. color.
- 39120 Quiz. 1976. 30 sec. 16mm. color.
- 31245 Cocktail party. (1975). 60 sec. 16mm. color.
- 31246 Deprived. (1975). 60 sec. 16mm. color.
- 31247 The morning after. (1975). 30 sec. 16mm. color.
- 31248 Cure. (1975). 30 sec. 16mm. color.
- 31249 Drinking too much. (Spanish language.) (1975). 20 sec. 16mm. color.
- 31250 Drinking too much. (Black.) (1975). 20 sec. 16mm. color.
- 31251 Drinking too much. (1975). 20 sec. 16mm. color.
- 31252 Drinking too much. (1975). 10 sec. 16mm. color.
- 31301 What is a drink? A. Carney, anncr. 1975. 60 sec. 16mm. color.
- 26360 Funny drunks. (1973). 30 sec. 16mm. color.
- 26361 The plague. (1973). 30 sec. 16mm. color.
- 26641 Drunk tank. (1973). 30 sec. 16mm. color.
- 26642 Typical alcoholic. (1973). 30 sec. 16mm. color.
- 26643 Typical alcoholic. (1973). 60 sec. 16mm. color.
- 26644 It's only beer. (1973). 10 sec. 16mm. color.
- 26645 Your child. (1973). 10 sec. 16mm. color.
- 18393 National drinking game. 1972. 60 sec. 16mm. color.
- 18394 Bill and Helen. 1972. 60 sec. 16mm. color.
- 18395 Good old Harry. 1972. 60 sec. 16mm. color.
- 18396 Good old Harry. 1972. 30 sec. 16mm. color.
- 18397 Social drinker. 1972. 10 sec. 16mm. black & white.
- 26178 Number one. 1972. 60 sec. 16mm. color. (Co-sponsored by NCA.)

Storyboards

- 31305 What is a drink. A. Carney, anncr. (1975). 1 p. 15 frames. black & white.
- 31306 The morning after. (1975). 1 p. 12 frames. black & white.
- 31307 The cure. (1975). 12 frames. black & white.
- 31308 Deprived. (1975). 15 frames. black & white.
- 31309 Cocktail party. (1975). 1 p. 15 frames. black & white.
- 31310 Drink too much. (Black.) (1975). 1 p. 9 frames. black & white.
- 31311 Drink too much. (1975). 1 p. 5 frames. black & white.
- 31312 Drink too much. (1975). 1 p. 9 frames. black & white.
- 31102 Getting drunk. 1974. 1 p. 15 frames. black & white.
- 26336 The plague. 1973. 1 p. 15 frames. black & white.
- 26337 See television spot 26361 above for description.
- 26338 Funny drunks. 1973. 1 p. 15 frames. black & white.
- 26339 See television spot 26360 above for description.

26656-26660 See television spots 26641-26645 above for description.

18398-18402 See television spots 18393-18397 above for description.

Television Script

26122 See television spot 26178 above for description.

Radio Spots

- 39057 The cure. 1976. 60 sec. 7 1/2 ips.
39058 Don't be polite. 1976. 60 sec. 7 1/2 ips.
39059 Quiz. 1976. 60 sec. 7 1/2 ips.
39060 Rude. 1976. 60 sec. 7 1/2 ips.
39061 How to say no. 1976. 60 sec. 7 1/2 ips.
39062 What is a drunk? 1976. 60 sec. 7 1/2 ips.
39063 The cure. 1976. 30 sec. 7 1/2 ips.
39064 Don't be polite. 1976. 30 sec. 7 1/2 ips.
39065 It's your problem. 1976. 30 sec. 7 1/2 ips.
39066 One for the rug. 1976. 30 sec. 7 1/2 ips.
39067 Drink too much. 1976. 20 sec. 7 1/2 ips.
39068 It's your problem. (Spanish language.) 1976. 30 sec.
7 1/2 ips.
39069 Drink too much. (Spanish language.) 1976. 20 sec.
7 1/2 ips.
31232 Bill and Helen. (1974). 60 sec. 7 1/2 ips.
31233 Don't be polite. (1974). 60 sec. 7 1/2 ips.
31234 Typical alcoholic. (1974). 60 sec. 7 1/2 ips.
31235 Don't be polite. (1974). 30 sec. 7 1/2 ips.
31236 Typical alcoholic. (1974). 30 sec. 7 1/2 ips.
31237 Treatable disease. (1974). 20 sec. 7 1/2 ips.
31238 Your child. (1974). 10 sec. 7 1/2 ips.
31239 Getting drunk. (1974). 10 sec. 7 1/2 ips.
31240 Typical alcoholic. (1974). 10 sec. 7 1/2 ips.
NOTE: The following 4 spots were co-produced by NCA.
26104 The typical alcoholic American. 1973. 30 sec. 7 1/2 ips.
26105 Some of your best friends are alcoholic. 1973. 60 sec.
7 1/2 ips.
26106 Some of your best friends are alcoholic. 1973. 30 sec.
7 1/2 ips.
26107 Cocktail conversation. 1973. 60 sec. 7 1/2 ips.
18371 Good old Harry. 1972. 60 sec. 7 1/2 ips.
18372 Social drinker. M. Chafetz, anncr. 1972. 60 sec.
7 1/2 ips.
18373 Steve and Martha. 1972. 60 sec. 7 1/2 ips.
18374 One more for the rug. 1972. 30 sec. 7 1/2 ips.
18375 Social drinker. 1972. 30 sec. 7 1/2 ips.
18376 Social drinker. H. Bernardi, anncr. 1972. 10 sec.
7 1/2 ips. (Version 1.)
18377 Social drinker. 1972. 10 sec. 7 1/2 ips. (Version 2.)
18378 Social drinker. (Black.) H. Bernardi, anncr. 10 sec.
7 1/2 ips. (Version 3.)
18379 Social drinker. H. Bernardi, anncr. 1972. 10 sec.
7 1/2 ips. (Version 4.)
18380 Social drinker. (Spanish language.) 1973. 10 sec.
7 1/2 ips.
18381 Ten popular hangover cures. 1972. 10 sec. 7 1/2 ips.

- 26097 The plague. L.J. Cobb, anncr. 1972. 60 sec. 7 1/2 ips.
26098 The plague. L.J. Cobb, anncr. 1972. 30 sec. 7 1/2 ips.

Radio Scripts

- 35100-35112 See radio spots 39057-39069 above for descriptions.
31103 If you drink a lot of beer. Some of your best friends are alcoholics. The typical alcoholic American. 9,000,000 Americans have drinking problems. 1974. 1 p. (Series of 4 live announcer radio scripts for use with local identification.)
26076-26077 See radio spots 26097-26098 above for descriptions.
26108-26111 See radio spots 26104-26107 above for descriptions.
26647 Bill and Helen. (1973). 1 p.
26648 Don't be polite. (1973). 1 p.
26649 Don't be polite. (1973). 1 p.
26650 Your child. (1973). 1 p.
26651 Getting drunk. (1973). 1 p.
26652 Treatable disease. (1973). 1 p.
26653 Typical alcoholic. (1973). 1 p.
26654 Typical alcoholic. (1973). 1 p.
26655 Typical alcoholic. (1973). 1 p.

Bumper Sticker

- 26668 You've got to know when to say when. (1973). 1 p. color.

Promotional Gimmick

- 18362 If you need a drink to be social, that's not social drinking. 1971. (Badge.)

National Public Services Research Institute, Alexandria, Va.

Pamphlet

- 35333 Only one for the road. (1977). 11 p. (Sponsored by NHTSA.)

National Safety Council, Chicago, Ill.

Pamphlets

- 18405 The driver's guide to drinking. 1970. 12 p.
18403 Getting the alcohol story to the people. n.d. 8 p.

Print Ads

- 18295 Grease up your steering wheel and try making a quick turn. 1970. 1 p. black & white.
18406 Drunk drivers bring families together. 1970. 1 p. black & white.
18407 The drunk driver. He helps to eliminate the overcrowding in our classrooms. 1970. 1 p. black & white.
18408 Drunk drivers add color to our highways. 1970. 1 p. black & white.
18409 Let's hear it for the drunks. 1970. 1 p. black & white.
18497 Close your eyes and pretend you're driving a car. 1970. 1 p. black & white.
18594 Too many drivers who drink often get carried away. 1970. 1 p. black & white.
18595 Try hitting your brakes wearing swim fins. 1970. 1 p. black & white.

Movie

39279 Social drinking: fun - fatal. 1974. 15 min. 16mm. color.

Posters

- 35293 Booze mixes with everything except driving. (1976). 1 p. color.
35294 Drunk drivers get carried away. (1976). 1 p. color.
35113 One more drink...could be one too many. (1975). 1 p. color.
35114 You lose! (1975). 1 p. color.
35255 Don't clown around. (1974). 60 sec. 16mm. color.
26716 You lose! (1973). 1 p. color.
18568 You dull your driving judgment with each drink. n.d. 1 p. color.
18569 Holiday spoiler--alcohol impairs driving. n.d. 1 p. color.
18570 Whatever the occasion remember--alcohol impairs your driving. n.d. 1 p. color.
18571 Drinking impairs your driving. n.d. 1 p. color.
18572 Alcohol dulls your senses. n.d. 1 p. color.
18573 No. 1 driver problem--alcohol. n.d. 1 p. color.
18574 Walking or driving--alcohol impairs judgment. n.d. 1 p. color.
18575 Trouble + trouble = double trouble. n.d. 1 p. color.
18576 First a friend, then a host--send them home sober. n.d. 1 p. color.
18596 Whatever the occasion, alcohol impairs your driving. n.d. 1 p. color.

Television Spots

- 26057 Drunk driving. (1972). 60 sec. 16mm. color. (Produced by National Television News, Woodland Hills, Calif.)
18410 Scream bloody murder. P. Lee, anncr. 1970. 60 sec. 16mm. color.
26974 Scream bloody murder. P. Lee, anncr. 1970. 30 sec. 16mm. color.
26975 Scream bloody murder. P. Lee, anncr. 1970. 10 sec. 16mm. color.

Storyboard

- 18411 See television spot 18410 above for description. (Black & white.)

Radio Spots

- 18412 How many? 1970. 60 sec. 33 1/3 rpm.
18413 List. 1970. 60 sec. 33 1/3 rpm.
18414 How many? 1970. 30 sec. 33 1/3 rpm. (Version 1.)
18415 List. 1970. 30 sec. 33 1/3 rpm.
18416 How many? 1970. 20 sec. 33 1/3 rpm.
18417 List. 1970. 20 sec. 33 1/3 rpm.
18418 How many? 1970. 10 sec. 33 1/3 rpm.
18419 How many? 1970. 30 sec. 33 1/3 rpm. (Version 2.)
18420 What to do. 1970. 30 sec. 33 1/3 rpm.

Radio Scripts

- 18577 An American tragedy: Mrs. John W. Martin. 1971. 60 sec. (Unreleased.)

- 18578 An American tragedy: Mrs. Allan Fuller. 1971. 30 sec.
(Unreleased.)
- 18421-18426 See radio spots 18412-18415, 18417, 18419 above for descriptions.
- 18427 List. 1970. 1 p.
- 18428 List. 1970. 1 p.
- 18429 Do something. 1970. 1 p.
- 18579 Help a drunk driver. 1970. 1 p.

News Releases

- 26140 Alcohol and highway accidents. 1970. 3 p.
- 26141 National Safety Council urges support for traffic campaigns. 1970. 3 p.
- 26142 Fact sheet--the drinking driver. (1970). 2 p.

Promotional Gimmicks

- 18580 Safe driving calendar. 1972. 12 p.
- 18148 Alcohol education chart. n.d. 1 p.

Nebraska Highway Safety Program, Hastings

Pamphlets

- 39156 Operation CARE. 1978. 32 p. (Loose-leaf folder of materials prepared for Operation CARE.)
- 38985 Drinking, driving and you. 1977. 5 p.
- 26802 An assault on drunk drivers. n.d. 12 p. (Loose-leaf folder.)

Radio Spots

- 44293 Youth drunk driving. (1979). 30 sec. 7 1/2 ips.
- 44296 Alcohol and driving don't mix. (1979). 30 sec. 7 1/2 ips.

Radio/ Television Scripts

- 39157 Operation CARE. 1978. 8 p. (Series of radio and television scripts.)

News Releases

- 38980 Alcohol and driving. 1977. 2 p.
- 38981 Federal highway safety funds released for court alcohol program in Gage County. 1977. 1 p.
- 38982 Alcohol and the drinking driver. 1977. 1 p.

Needham, Harper and Steers, Inc., Chicago, Ill.

News Release

- 26139 The drunk driver is the biggest single problem on American streets and highways. 1970. 3 p. (Subjects are Advertising Council, New York, N.Y. and National Safety Council, Chicago, Ill.; Describes the "Scream Bloody Murder" campaign.)

Nevada Office of Traffic Safety, Carson City

Print Ads

- 39117 Traffic accidents have killed more people than all wars combined. Sober up. Buckle up. Slow up. 1978. 1 p. black & white.
- 39208 Breakfast in bed is a lousy way to spend the holiday. Slow up. Sober up. Buckle up. 1978. 1 p. black & white.
- 39209 Don't be a turkey behind the wheel. Slow up. Buckle up. Sober up. 1978. 1 p. black & white.

Radio Script

39118 On Memorial Day weekend, we remember and honor our war dead. 1978. 1 p.

New Brunswick Department of Provincial Secretary, Fredericton (Canada)

Radio Scripts

[Note: Series of scripts titled "This year make it none for the road."]

26295 Bicycle. 1972. 1 p.
26296 Christmas morning. 1972. 1 p.
26297 Lose your cool. 1972. 1 p.
26298 Christmas morning. 1972. 1 p.
26299 Party time. 1972. 1 p.
26300 Morning after. 1972. 1 p.
26301 Happy new year. 1972. 1 p.

New Hampshire Highway Safety Agency, Concord

Print Ads

39332 So you just got your license... 1979. 1 p. black & white.
44145 Dad never missed a game. Now he'll never see another. 1979. 1 p. black & white.
44146 Operation Stop Death. 1979. 1 p. black & white. (Series of 13 print ads.)
44147 Operation Stop Death. 1979. 1 p. black & white. (Series of 13 print ads.)

Bumper Sticker

39331 If you booze it you lose it.

New Hampshire Traffic Safety Commission, Concord

Pamphlet

18431 The drunk driver: what we can do now to get him off the road. n.d. 6 p.

New Jersey State Division of Motor Vehicles, Alcohol Countermeasures Project, Trenton

Pamphlet

26858 How to become a better drinker. (1973). 10 p.

Promotional Gimmick

26859 Point-zero-five. (1973). 2 p. (Blood alcohol chart.)

New Mexico Traffic Safety Commission, Santa Fe

Pamphlet

39325 Protect your license; don't drink and drive. (1979). 4 p.

New South Wales Department of Motor Transport, Traffic Accident Research Unit, Sydney (Australia)

Pamphlet

31217 Slob: a man who drinks 6 middies or more in an hour and then attempts to drive. (1974). 4 p. (Includes print advertisements and radio scripts from campaign.)

Print Ads

- 31212 Slob. (1974). 1 p.
- 31213 Some of your best friends are slobs. (1974). 1 p. black & white.
- 31214 Slob. (1974). 1 p. black & white.
- 31215 Up and coming slobs. (1974). 1 p. black & white.
- 31216 Slob rule. (1974). 1 p. black & white.
- 31218 Six middies for the experience of a lifetime. (1974). 1 p. black & white.
- 31219 The law is tough on drinkers who drive. It just isn't worth it. (1974). 1 p. black & white.
- 31220 Would it have happened if I'd been sober? (1974). 1 p. black & white.

Radio Scripts

- 31202 Did you know that as little as six middies of beer in one hour...could bring the amount of alcohol in your blood to .08%? (1974). 1 p.
- 31203 .08% is the figure to remember if you've had around six middies in one hour...and you're still driving your car. (1974). 1 p.
- 31204 The law is tough on drinkers who drive. (1974). 1 p.
- 31205 Would you breathe into this bag, please sir? (1974). 1 p.
- 31206 If you've had around six middies...remember this: any alcohol affects the ability to drive well. (1974). 1 p.
- 31207 This week in Sydney, 235 people were convicted of driving under the influence of alcohol. (1974). 1 p.
- 31208 Slob rule. (1974). 1 p.
- 31209 Slob. (1974). 1 p.
- 31210 Some of your best friends are slobs. (1974). 1 p.
- 31211 Slob stories. (1974). 1 p.

New York State Bureau of Alcoholism, Albany

Television Spots

- 18432 How much is too much? 1968. 60 sec. 16mm. color.
- 18433 How much is too much? 1968. 20 sec. 16mm. color.

Storyboard

- 18434 See television spot 18432 above for description. (Black & white.)

New York State Department of Motor Vehicles, Albany

Pamphlets

- 39265 Drunk. The New York State Drinking Driver Program - can you live without it? 1979. 1 p.
- 39428 A program for drinking drivers written for judges, magistrates, prosecutors. 1979. 6 p.
- 35224 The alcohol in just 2 or 3 drinks... 1976. 2 p.
- 35064 It doesn't take many. Live and learn safety tips. 1975. 2 p.
- 35278 Medicines can affect driving. 1975. 2 p.
- 35280 The New York State drinking driver program. 1975. 2 p.

Posters

- 35281 The alcohol in just 2 or 3 drinks... 1976. 1 p. color.
- 35277 Medicines can affect driving. 1975. 1 p. color.

- 35279 It doesn't take many. 1975. 1 p. color. (Co-produced by New York State Liquor Authority and New York State Traffic Safety Council.)
- 35013 If you are driving take it easy. 1967. 1 p. color. (Co-produced by New York State Department of Mental Hygiene, Division of Alcoholism, Albany.)
- 35012 Here's how alcohol affects your vision. 1966. 1 p. color. (Co-produced by New York State Department of Mental Hygiene, Division of Alcoholism, Albany.)

Television Spots

- 39272 Drinking driver program. Foster Brooks. 1979. 30 sec. color. videocassette.
- 39273 Drinking driver program. Foster Brooks. 1979. 10 sec. color. videocassette.
- 39274 Drinking driver program. Henry Winkler. 1979. 30 sec. color. videocassette.
- 39275 Drinking driver program. Henry Winkler. 1979. 10 sec. color. videocassette.

Television Scripts

- 39269-39271 See television spots 39272, 39274-39275 above for descriptions.
- 35300 Sobering up time. 1976. 1 p.

Radio Scripts

- 35298 Motor vehicle fines hiked. 1976. 1 p.
- 35299 One too many. 1976. 1 p.
- 35301 Sobering up time. 1976. 1 p.
- 35302 End up with food. 1976. 1 p.

Print Ad

- 18439 Will a couple of alcoholic drinks affect your vision? n.d. 2 p. black & white.

News Releases

- 39268 Drinking driver program. Three-year study. 1979. 2 p.
- 18438 An increasing number of drunk drivers will get a sobering education. 1971. 4 p.
- 18436 An open letter to the drivers of New York State. V.L. Tofany. n.d. 1 p.
- 18437 The drinking driver. n.d. 2 p.

Promotional Gimmicks

- 39266 If you love NY, don't drink and drive. 1979. 1 p. (Cocktail napkin.)
- 39267 If you love NY, don't drink and drive. 1979. 2 p. (Blood alcohol chart.)
- 26602 Driver rehabilitation program certificate of completion. (1972). 1 p. (Co-produced by Nassau County Traffic Safety Board, Mineola, N.Y.)

New York State Department of Motor Vehicles, Division of Safety Program
Coordination, Albany

Pamphlet

- 39339 The New York State drinking driver program -- can you live without it? 1978. 2 p.

Promotional Gimmick

39338 If you [love] NY don't drink and drive. 1978. 1 p. (Blood alcohol chart.)

North Carolina Governor's Highway Safety Program, Raleigh

Television Spots

44029 You're the other guy. 1979. 30 sec. videocassette. color.
44030 Tips for hosting. 1979. 20 sec. videocassette. color.
44031 Santa and Rudolf. 1979. 10 sec. videocassette. color.
44032 Companion. 1979. 20 sec. videocassette. color.

Radio Spots

44480 Working for safety. Col. Edwin C. Guy, work of GHSP. 1980. 60 sec. 7 1/2 ips.
44481 Working for safety. Dr. Katherine W. Klein, N.C. drivers' attitudes. 1980. 60 sec. 7 1/2 ips.
44484 Working for safety. Dr. Arthur McBay, alcohol and accidents. 1980. 60 sec. 7 1/2 ips.
44485 Working for safety. Pete Martin, DUI offender program. 1980. 60 sec. 7 1/2 ips.
44216 Alcohol equivalence. 1979. 10 sec. cassette.
44217 Responsible hosting. 1979. 30 sec. cassette.
44218 Drinking and holiday safety. 1979. 30 sec. cassette.
44219 Responsible hosting tips. 1979. 30 sec. cassette.
44220 The other guy. 1979. 30 sec. cassette.
44221 The best gift. 1979. 10 sec. cassette.
44254 Alcohol equivalencies. (1979). 10 sec. 7 1/2 ips.
44255 Responsible hosting. (1979). 30 sec. 7 1/2 ips.
44256 Drinking and holiday safety. (1979). 30 sec. 7 1/2 ips.
44257 Responsible hosting tips. (1979). 30 sec. 7 1/2 ips.
44258 Other guy. (1979). 30 sec. 7 1/2 ips.
44259 Best gift. (1979). 10 sec. 7 1/2 ips.

Television Scripts

44138 [Alcohol PSA's.] 1979. 8 p.

Radio Scripts

44491 Working for safety. Abbreviated radio scripts. 1980. 13 p. (Series of 13 scripts.)
44139 Alcohol. 1979. 3 p. (Series of 5 scripts.)
39213 Alcohol and driving. 1978. 6 p. (Series of 6 scripts.)
39214 Speed limit, alcohol, and safety belts. 1978. 5 p. (Series of 5 scripts.)

Print Ad

44142 Friends don't let friends drive drunk. (1979). 1 p. black & white.

News Release

44137 Responsible hosting during holidays. 1979. 3 p.

Promotional Gimmick

39215 Governor's highway safety program. 1978. 1 p. color. (Photograph of large standing display.)

North Carolina State Department of Motor Vehicles, Raleigh

Promotional Gimmick

- 31328 Know your limits. Chart of approximate blood alcohol percentage. n.d. 3 p. (Blood alcohol chart.)

Nova Scotia Department of Highways, Halifax (Canada)

Radio Scripts

- 31092 Drive home. 1973. 1 p.
31093 Late night. 1973. 1 p.
31094 Late night. 1973. 1 p.
31095 Sunday night. 1973. 1 p.
31096 Highway safety. 1973. 1 p.

Print Ads

- 31097 Labour Day weekend: tragedy or fun? It all depends on you. 1973. 1 p. black & white.
31098 Before you refresh your body with holiday spirits, let us refresh your memory. 1973. 1 p. black & white.
31099 One way or another we have to face up to the problem of drinking and driving. 1973. 1 p. black & white.
31100 Don't let "bad breath" ruin your festive season. 1973. 1 p. black & white.

Posters

- 31186 Your friendly host can kill you with kindness. (1974). 1 p. black & white. (Co-produced by Nova Scotia Commission on Drug Dependency, Halifax.)
31187 There are many ways to celebrate. This isn't one of them. (1974). 1 p. black & white. (Co-produced by Nova Scotia Commission on Drug Dependency, Halifax.)

Ohio Department of Highway Safety, Columbus

Pamphlets

- 38698 Ohio's implied consent law. 1977. 4 p.
38699 What you can do for highway safety. (1976). 6 p.

Television Spots

- 39304 Young driver. (1979). 60 sec. 16mm. color.
44333 It's gonna cost you a bundle. 1979. 60 sec. 16mm. color.

Radio Spots

- 44248 Friends. 1979. 30 sec. 7 1/2 ips.
44249 Lose license. 1979. 30 sec. 7 1/2 ips.
44251 Drunk driving. 1979. 30 sec. 7 1/2 ips.
44264 Habit. (1979). 30 sec. 7 1/2 ips.
44265 Reasons. (1979). 30 sec. 7 1/2 ips.
44266 It's gonna cost you a bundle. (1979). 60 sec. 7 1/2 ips.
44267 Learning things the hard way. (1979). 30 sec. 7 1/2 ips.
44268 Bank balance. (1979). 30 sec. 7 1/2 ips.
44269 Alcohol impaired driver. (1979). 30 sec. 7 1/2 ips.
44270 Think twice. (1979). 30 sec. 7 1/2 ips.
39143 Drunk driving. 1978. 30 sec. 7 1/2 ips.

Slide/Tape Program with Accompanying Script

- 49002-49004 "Think twice" - DWI slide program. 1979. 113 color slides; 19 min. 20 sec. cassette; 14 p. script.

Ohio Insurance Institute, Columbus

Pamphlet

31470 The worst of the bad guys. (1974). 2 p.

Print Ads

- 31468 Don't expect a drunk to do anything about drunk driving. (1975). 1 p. black & white.
- 31465 Tough new driving law and how it affects you. (1972). 1 p. black & white.
- 31466 The bloody record of one Ohio driver. (1972). 1 p. black & white.
- 31467 By Pennsylvania law, you are presumed to be a drunk driver after drinking this much whiskey in an hour's time. In Ohio, it's this much. Do they know something we don't know? (1972). 1 p. black & white.
- 31469 Dead drunk. Last year more than 55,000 people died on the nation's highways. Over half of them killed by drunk drivers. Had enough? n.d. 1 p. black & white.

Oklahoma Highway Safety Office, Oklahoma City

Pamphlet

35291 Summary of alcohol-related traffic laws. (1976). 4 p.

Print Ads

- 35287 If you drink and drive...the deck is stacked against you! (1976). 1 p. (Co-produced by Oklahoma Highway Patrol, Oklahoma City.)
- 35288 It's the season to be jolly...not dead. (1976). 1 p. black & white.
- 35289 But it's only 3.2 beer! (1976). 1 p. black & white.
- 35290 Drinking drivers kill themselves and others! (1976). 1 p. black & white.

Television Script

38697 Governor's representative. (1976). 1 p.

Promotional Gimmick

35292 Driving after drinking is dangerous! (1976). (Blood alcohol chart.)

Ontario Ministry of Health, Ottawa (Canada)

Pamphlet

39287 Mix a little thinking with your drinking. 1976. 6 p.

Ontario Ministry of Transportation and Communications, Downsview (Canada)

Pamphlets

- 38942 Drinking and driving can cost you money and put you in jail in Ontario. 1977. 2 p.
- 31132 How would you like a big increase in your insurance rates for the new year? 1974. 1 p.
- 31133 How would you like 30 days in jail as a Christmas present? 1974. 1 p.
- 31134 How would you like to give your lawyer a holiday bonus this year? 1974. 1 p.
- 31135 How would you like turkey through a tube on the 25th? 1974. 1 p.

- 31136 How would you like to own a piece of Canada--six feet deep? 1974. 1 p.
- 31137 How would you like 30 days free room and board? 1974. 1 p.
- 31074 Drinking and driving. 1973. 1 p.
- 31075 Drinking and driving. 1973. 1 p.
- 31076 Drinking and driving. 1973. 1 p.
- 31077 Drinking and driving. 1973. 1 p.

Posters

- 31070 The holiday party survival game. 1973. 1 p. color. (Co-produced by Addiction Research Foundation, Toronto.)
- 31071 The holiday party survival game. You can win. 1973. 1 p. black & white. (Co-produced by Addiction Research Foundation, Toronto.)
- 31078 How are you going to get home from holiday parties? 1973. 1 p. color.
- 31079 Fa la la la la...la la la...crash. When you drink, leave the car at home. 1973. 1 p. color.
- 31081 How are you going to get home safely from holiday parties? 1973. 1 p. color.

News Releases

- 31072 Can a concentrated educational program...reduce the holiday roll of traffic accidents, injuries, and arrests for impairment? 1973. 2 p.
- 31073 A holiday party survival guide. 1973. 10 p.

Promotional Gimmick

- 31080 A holiday party survival guide. 1973. 2 p. (Modified blood alcohol chart. Co-produced by Addiction Research Foundation, Toronto.)

Ontario Trucking Association, Rexdale (Canada)

Pamphlet

- 38922 "Mobile billboard" safety promotion campaign. 1977. 6 p.

Oregon Department of Transportation, Motor Vehicle Division, Salem

Pamphlet

- 36553 What a driver needs to know about drinking. (1972). 2 p.

Pennsylvania Bureau of Traffic Safety, Harrisburg

Pamphlet

- 44081 Drugged drivers: what can a pill do to your driving reactions? (1978). 2 p.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Pamphlets

- 39010 Drinking and driving. A guide for prevention. (1978). 18 p.
- 39011 Keep the life of the party alive! A guide for hosts and hostesses. (1978). 5 p.

Print Ads

- 39191 And, stick to the speed limit. 1978. 1 p. black & white.
- 39192 It is all part of a lifestyle. 1978. 1 p. black & white.
- 39196 He needs your help. 1978. 1 p. black & white.

Posters

- 39323 At equal BACs, do they all get equal treatment? (1979).
1 p. black & white.
39324 Bust 'em, don't baby 'em. (1979). 1 p. black & white.
39009 The party's over. The .10 influence. 1978. 1 p. color.

Radio Spots

- 49109 Tomorrow is in your hands. Don't mix drinking and driving.
1978. 60 sec. 7 1/2 ips.
49110 Three for the road. The safe way to travel. 1978. 30 sec.
7 1/2 ips.
49111 Three for the road. Precautions against accidents. 1978.
60 sec. 7 1/2 ips.

Television Spots

- 39137 Recipe. 1978. 30 sec. 16mm. color.
39138 Safety lifestyle. 1978. 30 sec. 16mm. color.
39139 Simple rules. 1978. 30 sec. 16mm. color.
39145 Spell traffic safety. 1978. 30 sec. 16mm. color.

Television Scripts

- 39140-39142, 39147 See television spots 39137-39139, 39145 above
for descriptions.

News Release

- 39008 The party's over. The .10 influence. 1978. 1 p.

Bumper Sticker

- 31316 You've got to know when to say when. (1974). 1 p. color.
(Co-produced by United States Jaycees, Pennsylvania
Chapter.)

Promotional Gimmick

- 31327 Know when to say when... n.d. 2 p. (Blood alcohol
chart.)

Pennsylvania Youth Traffic Safety Council, Harrisburg

Pamphlet

- 39012 Teenage self-test. Drinking and driving. How do you
score? 1978. 14 p.

Television Spots

- 39309 Sounds of life. (1979). 60 sec. 16mm. color.
39310 Sounds of life. (1979). 60 sec. 16mm. color.
39313 Andy. (1979). 60 sec. 16mm. color.
38953 Sounds. 1978. 60 sec. 16mm. color.
38954 Sounds. 1978. 30 sec. 16mm. color.
44334 AM/FM. 1978. 30 sec. 16mm. color.

Television Scripts

- 39013-39014 See television spots 38953-38954 above for
descriptions.

Radio Spots

- 38955 Sounds. 1978. 30 sec. 7 1/2 ips.
38956 Friends. 1978. 60 sec. 7 1/2 ips.
38957 Brothers and sisters. 1978. 60 sec. 7 1/2 ips.
38958 Tom. 1978. 60 sec. 7 1/2 ips.
49112 Three for the road. 55 saves lives. 1978. 30 sec.
7 1/2 ips.
49113 Three for the road. Friends don't let friends drive drunk.
1978. 30 sec. 7 1/2 ips.

- 49114 Three for the road. Slow down to the speed limit. 1978.
30 sec. 7 1/2 ips.
- 49115 Three for the road. Take care of your friends. 1978.
30 sec. 7 1/2 ips.
- 49116 Three for the road. To keep us all together. 1978.
30 sec. 7 1/2 ips.
- 49117 Three for the road. Don't believe in myths. 1978. 30 sec.
7 1/2 ips.
- 49118 Three for the road. Number one killer. 1978. 60 sec.
7 1/2 ips.

Poster

- 39326 I'm OK, you're wasted. (1979). 1 p. color.

Pepsico, Inc., Purchase, N.Y.

Bumper Sticker

- 35218 If you must drink and drive...drink Pepsi! 1976. 1 p.
color.

Phillips, Ed, and Sons, Company, Minneapolis, Minn.

Radio Spots

- 39073 Toast: to your health. 1976. 30 sec. cassette.
- 39074 Toast: here's looking at you, kid. 1976. 30 sec.
cassette.
- 39075 Importance of moderation in drinking. 1976. 30 sec.
cassette.

Print Ads

- 35178 Thoughts after reading the morning paper... 1976. 1 p.
black & white.
- 35179 "Here's looking at you, kid." 1976. 1 p. black & white.
- 35180 The world's most popular toast. 1976. 1 p. black &
white.

Pilot Club International, Macon, Ga.

Pamphlet

- 18444 Proof positive. The facts on drinking, drugs and driving.
n.d. 12 p.

Preferred Risk Mutual Insurance Company, Des Moines, Iowa

Pamphlets

- 35188 What should a driver training instructor teach about
drinking and driving? W.N. Plymat. 1975. 4 p.
- 28391 Liquor sales and traffic deaths in Iowa. W.N. Plymat. n.d.
16 p.

Print Ads

- 35189 When Sally arrived at the party everyone said she was
devastating. Driving home she proved it. 1976. 1 p.
black & white.
- 35190 The unsuspected traffic menace--the "drinking driver."
1975. 1 p. black & white.
- 35191 Johnny is the victim of an epidemic...the greatestcrippler
and killer in the nation--it's called drinking. 1975. 1 p.
black & white.
- 35192 A lot of teenagers are dying for a drink. 1975. 1 p.
black & white.

Postal Service, Washington, D.C.

Poster

35297 Go fourth without a fifth. If you drink, don't drive--if you drive don't drink. (1976). 1 p. color.

La Prevention Routiere, Paris (France)

Poster

35282 [Drinking and driving.] (1971). 1 p. color.

Pamphlets

18517 L'alcool au volant. [Alcohol and driving.] n.d. 45 p.

18518 L'accident n'est pas toujours accidental. [The accident isn't always accidental.] n.d. 16 p.

Puerto Rico Commission for Transit Safety, San Juan

Poster

35303 Su proximo trago puede ser fatal. Cuantos tragos vale su vida? [Your next drink could be fatal. How many drinks is your life worth?] (1976). 1 p. color.

Puerto Rico Department of Public Works, San Juan

Poster (also available as a slide)

18445 La formula fatal. [The fatal formula.] n.d. 1 p. color.

Racine Council on Alcoholism, Wisc./Racine County Safety Council, Wisc.

Promotional Gimmick

26720 Chart for responsible people who may sometimes drive after drinking. n.d. 2 p. (Sponsored by Wisconsin Attorney General's Office, Licensing Department, Madison/ Wisconsin Governor's Highway Safety Coordinator's Office, Madison/ North Dakota Dealers Association, Bismarck/ North Dakota Beer Wholesalers Association, Bismarck/ North Dakota Liquor Wholesalers Association, Bismarck.)

Red Cross SEE American National Red Cross

Richmond Bureau of Police, Va.

Pamphlet

26791 Everybody makes mistakes. (1973). 6 p.

Radio Spots

31265 Everybody makes mistakes. 1973. 30 sec. cassette.

31266 Everybody makes mistakes. 1973. 30 sec. cassette.

Radio Scripts

31278-31279 See radio spots 31265-31266 above for descriptions.

RIDE: Reduce Impaired Driving Everywhere in Metro Toronto, Ontario (Canada)

Pamphlet

39427 RIDE phase II: Reduce Impaired Driving Everywhere in Metro Toronto. (1979). 2 p.

News Release

39426 R I D E goes metro-wide today. 1979. 5 p.

Rochester Drug and Alcohol Council, N.Y.

Print Ad

26561 Boy, was I smashed! (1972). 1 p. black & white.

Royal Canadian Mounted Police, Regina, Saskatchewan

Pamphlet

39356 After the party you could sleep at our place; apres la fete, vous risquez de passer la nuit chez nous. (1979).
2 p.

Rutgers Center for Alcohol Studies, New Brunswick, N.J.

Promotional Gimmick

18954 Alco-calculator; an educational instrument. 1972. 2 p.

Safeco Insurance, Seattle, Wash.

Print Ad

18844 I say get-tough laws against drunk drivers violate individual rights. 1972. 2 p. black & white.

Safety Through Action to Enlist Support (STATES)

Pamphlets

18311 STATES: a call to action. n.d. 8 p.

18468 Alcohol in relation to safety: a call to action. n.d.
6 p.

Saint Louis County Police Department, Clayton, Mo.

Television Scripts

44454 Do you know what happens when you get arrested for drunk driving in St. Louis County? 1978. 1 p.

Radio Scripts

44455 In highway roulette there are no winners. 1978. 1 p.

44456 I had to prove I could still drive. 1978. 1 p.

44457 My wife's car was hit yesterday by a drunk driver. 1978.
1 p.

44458 Every week I arrest people for drunk driving. 1978. 1 p.

Saskatchewan Safety Council, Regina (Canada)

Promotional Gimmicks

39353 Blood-alcohol chart. 1979. 1 p.

18187 Blood-alcohol chart. n.d. 2 p.

Saskatchewan Transportation Agency, Regina (Canada)

Pamphlet

39352 Saskatchewan's new impaired driver control program. 1979.
2 p.

Seagram Distillers Company, New York, N.Y.

Print Ads

39418 Were you an accessory to this crime? 1979. 1 p. black & white.

38929 Your guest is trying to tell you something. Please listen. 1977. 1 p. black & white.

31481 How to keep the life of the party alive. (1975). 1 p. color.

- 31482 How much should you drink. (1975). 1 p. color.
- 31483 Caution. Do not mix. (1975). 1 p. color.
- 31484 No, thanks. I've had enough. (1975). 1 p. color.
- 31485 Daniel Rodier. Scholarship student. Dedicated to becoming a marine biologist. Will he make it? (1975). 1 p. color.
- 31486 Of all the good advice Seagram has ever offered to partygivers, we think this is the best yet. (1975). 1 p. color.
- 26905 Don't expect miracles from a cup of coffee. (1974). 1 p. black & white.
- 26340 I can drive when I drink. 1973. 1 p. color.
- 26762 I can't drink. (1973). 1 p. black & white.
- 18469 Moderation messages by Seagram. (1971). 56 p. (Booklet containing 55 different print ads issued between 1934 and 1970.)

News Releases

- 26959 Don't expect miracles from a cup of coffee. 1973. 2 p.
- 26960 I can drive when I drink. 1973. 2 p.
- 26961 I can't drink. 1973. 2 p.

Smith and Wesson, Springfield, Mass.

Print Ads

- 49045 Get drunks off the road. 1980. 1 p. color.

South Carolina Commission on Alcohol and Drug Abuse, Columbia

Pamphlets

- 39354 Too often it's the people who don't drink who get smashed. (1979). 2 p.
- 44195 The eagle flies on Friday. (1979). 2 p.
- 44196 Options: alternatives for women. (1979). 2 p.

Television Spots

- 49080 Car race. 1980. 30 sec. color. videocassette.
- 49081 Jail. 1980. 30 sec. color. videocassette.
- 49082 Alcohol and drug abuse. Over the counter drugs. 1980. 30 sec. color. videocassette.
- 49083 Alcohol and drug abuse. Too often... 1980. 30 sec. color. videocassette.
- 39307 Too often it's the people who don't drink who get smashed - Debbie. (1979). 30 sec. 16mm. color.
- 39308 Too often it's the people who don't drink who get smashed - best friend. (1979). 30 sec. 16mm. color.

Radio Spots

- 44239 Debbie. 1979. 30 sec. 7 1/2 ips.
- 44240 Grave. 1979. 30 sec. 7 1/2 ips.
- 44241 Car race. 1979. 30 sec. 7 1/2 ips.
- 44242 Jail. 1979. 30 sec. 7 1/2 ips.
- 44243 Drugs and driving. 1979. 30 sec. 7 1/2 ips.
- 44244 Preached to. 1979. 30 sec. 7 1/2 ips.
- 44245 Highway patrol - drugs. 1979. 30 sec. 7 1/2 ips.
- 44246 One out of four. 1979. 30 sec. 7 1/2 ips.
- 44247 Ethnic spot. 1979. 30 sec. 7 1/2 ips.

Radio Script

44205 [Driving under the influence of alcohol or drugs.] (1979).
4 p.

Poster

44200 Too often it's the people who don't drink who get smashed.
(1979). 1 p. black & white.

Print Ads

44201 Bottoms up. (1979). 1 p. black & white.

44202 The deadliest weapon is usually loaded. (1979). 1 p.
black & white.

Bumper Sticker

44197 Too often it's the people who don't drink who get smashed.
(1979). 1 p. color.

News Releases

44203 Drug users subject to DUI arrest. (1979). 3 p.

44204 Common drugs can impair driving ability. (1979). 2 p.

44206 Don't let 'one for the road' spoil holidays. (1979). 2 p.

44207 Breathalyzer determines 'under the influence.' (1979).
2 p.

Promotional Gimmicks

44198 Too often it's the people who don't drink who get smashed.
(1979). (Cocktail napkin.)

44199 Too often it's the people who don't drink who get smashed.
(1979). (Placemat.)

South Carolina State Division of Administration, Columbia

News Release

26965 South Carolina has been honored as one of the top five
states in the nation for the excellence of its highway
safety informational program. J.C. West. 1974. 2 p.

South Carolina State Highway Department, Columbia

Pamphlets

26733 Driving, drinking, and drugs. 1971. 4 p.

26734 South Carolina's implied consent law. 1970. 6 p.

South Dakota State Highway Patrol, Pierre

Pamphlet

18453 What is "mobat" breath testing? Who will be tested? n.d.
1 p.

Television Spot

18514 Last year 12 persons died on South Dakota's roads over the
long Labor Day weekend: drive South Dakota sober. R.F.
Kneip, anncr. n.d. 1 p.

Radio Scripts

18510 Labor Day safety program. n.d. 1 p.

18511 When you are at the wheel of an automobile there is no such
thing as "a little bit drunk." n.d. 1 p.

18512 Good judgement dissolves in alcohol. n.d. 1 p.

18513 Last Labor Day weekend 12 people died on South Dakota's
highways: drive South Dakota sober. Gov. R.F. Kneip,
anncr. n.d. 1 p.

Promotional Gimmicks

- 18454 Percent of alcohol in blood. n.d. 1 p. (Blood alcohol chart.)
18455 Blood-alcohol chart. n.d. 1 p.

Spenco Corporation, Salt Lake City, Utah

Promotional Gimmick

- 26941 Battle booze button book. W.R. Spenco. 1970. 6 p. (Peel off button designs and master button.)

Spenco Medical Corporation, Waco, Tex.

Promotional Gimmick

- 26772 Stop: dial a drink. 1971. 2 p. (Oversized blood alcohol calculator.)

State Farm Mutual Automobile Insurance Company, Bloomington, Ill.

Pamphlets

- 18879 State Farm is giving drunk drivers a detour. (1972). 6 p. (Collection of print ads featuring the A.S.A.P.s.)
18887 Counter attack. (1972). 15 p.

Print Ads (many available as slides)

- 18462 Vermont is tossing a party for drunk drivers. 1972. 1 p. black & white.
18464 Ypsilanti is sending drunk drivers to a couples club. 1972. 1 p. black & white.
18465 Sheboygan is giving drunk drivers a chaser. 1972. 1 p. black & white.
18467 Charlotte is giving drunk drivers a lift. 1972. 1 p. black & white.
18886 Together, we can save 5000 Americans from the drunk driver every year. (1972). 1 p. black & white. (Statement by J. Volpe.)
18459 Is drunk driving "legal" in your state? 1971. 1 p. black & white.
18460 Portland is putting drunk drivers on drugs. 1971. 1 p. black & white.
26318 The anti-social drinker. (1971). 1 p. black & white.
26319 The anti-social drinker; he'll drive until he kills. (1971). 1 p. black & white.
18196 The anti-social drinker: let's look at it from his side. 1970. 1 p. black & white.
18446 The anti-social drinker: he'll drive until he kills. 1970. 1 p. black & white.
18461 The anti-social drinker: he'll drive until he kills, if we let him. 1970. 1 p. black & white.
26595 The American driving ace. (1969). 1 p. black & white.
26597 It would be bad enough if drunk drivers only killed themselves. (1969). 1 p. black & white.
18456 Denver is putting drunk drivers on TV. n.d. 1 p. black & white.
18457 Seattle is sending drunk drivers to a resort. n.d. 1 p. black & white.
18458 According to the law in many of our states... n.d. 1 p. black & white.

- 18463 In many states, it's harder to become legally drunk than it is to become dead drunk. n.d. 1 p. black & white.
- 18466 In Finland, drunk drivers get to build airports--by hand. n.d. 1 p. black & white.

Script

- 18888 Drunk driving; what does it cost? (1972). 11 p.

Storer Broadcasting Company, Miami, Fla.

Print Ads

- 35239 Alcoholism. It's why half a million teenagers end up on the rocks. 1977. 2 p. black & white.
- 31364 A lot of teenagers are dying for a drink. (1975). 2 p. black & white.

Texas Alcohol Narcotics Education, Inc., Dallas

Pamphlets

- 26767 Alcohol...or highway safety? L.R. Curtis. 1975. 47 p.
- 26768 Alcohol: servant...or master? L.R. Curtis. 1972. 72 p.

Texas Governor's Traffic Safety Program, Austin

Pamphlet

- 18876 The drunk driving test: introductory remarks. n.d. 7 p. (Accompanies the movie 18679 below.)

Television Spot

- 18470 Sometimes driving friendly means not driving at all. n.d. 60 sec. 16mm. color.

Storyboard

- 18471 See television spot 18470 above for description.

Radio Spots

- 18520 Take advantage of those safety devices. R. Adair, anncr. n.d. 30 sec. 45 rpm.
- 18521 Avoid drinking and driving. R. Adair, anncr. n.d. 30 sec. 45 rpm.
- 18522 Driving on a busy expressway doesn't allow for relaxation. C. Channing, anncr. n.d. 30 sec. 45 rpm.
- 18523 In Texas that friendly attitude exists on streets and highways. C. Channing, anncr. n.d. 30 sec. 45 rpm.
- 18524 One of the things I like about Texas is the friendliness of the drivers. F. Young, anncr. n.d. 30 sec. 45 rpm. (Version 1.)
- 18525 One of the things I like about Texas is the friendliness of the drivers. F. Young, anncr. n.d. 30 sec. 45 rpm. (Version 2.)
- 18526 Each year thousands of persons die needlessly because of carelessness. T. Stafford, anncr. n.d. 30 sec. 45 rpm.
- 18527 Keep your car in safe operating condition. T. Stafford, anncr. n.d. 30 sec. 45 rpm.
- 18528 Drive friendly means letting the other guy go first. D. Rather, anncr. n.d. 30 sec. 45 rpm.
- 18529 It's just as important to drive friendly in a small town or county area as it is in a big city. J.C. Riley, anncr. n.d. 30 sec. 45 rpm.
- 18530 The unfriendly driver. J.C. Riley, anncr. n.d. 30 sec. 45 rpm.

Radio Scripts

18531-18541 See radio spots 18520-18530 above for descriptions.

Movie

18679 Drunk driving experiment in San Antonio. n.d. 7 1/2 min.
16mm. color.

Print Ads

- 38947 That last drink cost me my driver's license and over \$2,000. 1977. 1 p. black & white.
38976 This couple is about to see something they've never seen before. 1977. 1 p. black & white.
35305 What are the facts on holiday driving hazards? Read what the pros have to say. (1976). 1 p. black & white.
35306 Show him the way to go home. (1976). 1 p. black & white.
35307 Drinking drivers are losing their heads. (1976). 1 p. black & white.
35308 Drinking and driving will really get you into things. (1976). 1 p. black & white.
35309 Don't tell us you can drive holding that much liquor. (1976). 1 p. black & white.

Traffic Representatives of Arizona's Governor Youth Council
(TRAGYC), Phoenix

Pamphlet

26501 ASAP and TRAGYC present a special drink-in demonstration. 1973. 4 p. (Co-produced by ASAP--Phoenix, Ariz.)

Newspaper Articles

26500 Driving test tougher after a few drinks. B. Bartak. Arizona Republic, 27 June 1973, 4 p. (Subject is also ASAP--Phoenix, Ariz.; includes six short articles from selected newspapers throughout the U.S.)

Traffic Safety Association of Detroit, Mich.

Pamphlet

26992 Drinking and driving facts and fiction: for the young driver and those not so young. (1974). 10 p. (Co-produced by Detroit Police Department, Mich. and Michigan State Office of Highway Safety Planning, Lansing.)

Radio Scripts

- 18472 There's a new set of standards starting now for those who drink and drive. J. Bowyer, anncr. 1971. 1 p.
18473 Because of Michigan's new point 10 law... J. Bowyer, anncr. 1971. 1 p.
18474 The problem of the drinking driver is traffic safety's most critical. J. Kirwan, anncr. 1971. 1 p.
18475 In my experience on the bench, the new point 10 law sets more realistic standards. J. Kirwan, anncr. 1971. 1 p.
18476 Michigan's new point ten law affects all persons who drink and drive. W.C. Hague, anncr. 1971. 1 p.
18477 Michigan's new point ten law means that anybody who drinks and then drives has more reason now than ever to make sure he is sober. W.C. Hague, anncr. 1971. 1 p.
18478 Michigan's new point 10 law applies to all persons who drink and then drive. A.C. Wood, anncr. 1971. 1 p.

- 18479 Under Michigan's new point ten law, it takes fewer drinks to put you in traffic court. A.C. Wood, anncr. 1971. 1 p.
- 18480 The new point ten law establishes more realistic standards. H. Wetherell, anncr. 1971. 1 p.
- 18481 A safe rule for drinking drivers to stay under point 10 is -- allow one hour for each drink. H. Wetherell, anncr. 1971. 1 p.
- 18482 Traffic safety authorities almost universally agree that the drinking driver is the greatest hazard on our streets and highways. W. Lucas, anncr. 1971. 1 p.
- 18483 Our road patrols in Wayne County have been directed to be doubly alert now that Michigan has the new point 10 law for drinking drivers. W. Lucas, anncr. 1971. 1 p.
- 18484 Michigan's new point ten law means that a driver can now be considered under the influence at a level of point 10 per cent blood-alcohol. J. Nichols, anncr. 1971. 1 p.
- 18485 Under Michigan's new point ten law, drivers who drink who want to stay out of trouble should be drinking less. J. Nichols, anncr. 1971. 1 p.
- 18486 Drivers consent to a breath test. 1971. 1 p.
- 18487 Detroit police are patrolling the streets for drunk drivers. 1971. 1 p.
- 18488 How much can a person drink without impairing his driving ability? 1971. 1 p.
- 18489 The holiday season is a time of many parties and the parties often include a drink or two. 1971. 1 p.
- 18490 How much can a person drink before it impairs his driving ability? 1971. 1 p.
- 18491 A driver is deemed to have given his consent for a chemical test for intoxication. 1971. 1 p.
- 18492 Detroit police have been directed to be on the alert for drunk drivers during the holiday season. 1971. 1 p.
- 18493 A lot of people think they can drink more than they actually can before it impairs their driving ability. 1971. 1 p.

Posters

- 35497 Your license suspended. Would you drink to that? (1976). 1 p. color.
- 35498 In the past year 20,658 drivers flunked the breath test. (1975). 1 p. color.
- 35499 Drinking drivers. Point ten is now the law. (1974). 1 p. color.

Promotional Gimmick

- 31017 Slide rule for drinking drivers. (1974). 2 p. (Co-produced by Detroit Police Department, Mich. and Michigan State Office of Highway Safety Planning, Lansing.)

Traffic Safety for Michigan, Lansing

Pamphlet

- 39219 If you drink and drive - implied consent. (1972). 6 p.

Promotional Gimmick

- 18494 New "point ten" law tougher on drinking drivers. 1972. 2 p. (Blood alcohol chart.)

Transportation Department, Washington, D.C.

Script

26519 The roadside breath tester. 1973. 2 p. (Co-sponsored by Kemper Insurance Group, Long Grove, Ill.)

Movie

26576 The roadside breath tester. 1973. 4 min. 16mm. color. (Co-produced by Kemper Insurance Group.)

News Release

26452 Roadside breath testers. S. Fine. 1973. 3 p. (Produced by Kemper Insurance Group; Subject is D.O.T.)

Promotional Gimmick

18148 Alcohol education chart. n.d. 1 p.

Travelers Insurance Company, Hartford, Conn.

Pamphlets

28472 Speed kills! 1973. 20 p.

19246 Death by ounces. 1972. 20 p. (Subjects are HSRI and IHS.)

18496 The voice behind the wheel. 1971. 13 p.

13576 Alcoholocaust; the Travelers 1969 book of street and highway accident data. (1969). 29 p.

Print Ad

39001 Is putting drunk drivers behind bars the only way to teach them a lesson? (1978). 1 p. black & white.

United States Jaycees, Operation Threshold, Tulsa, Okla.

Pamphlets

31282 All in the family. 1975. 46 p.

31283 All in the family. Chairman's guide. 1975. 20 p.

31462 Mitos sobre la bebida. Una excursion a traves de tradiciones y costumbres, fantasias, palabrerias y falsedades. [Drinking myths. A guided tour through folklore, fantasy, humbug, and hogwash.] 1975. 22 p. (Sponsored by NIAAA.)

26953 Drinking myths. A guided tour through folklore, fantasy, humbug, and hogwash. 1974. 22 p. (Sponsored by NIAAA.)

31156 Social drinking: for people who drink and people who don't. (1974). 16 p.

31200 The first grassroots manual on the prevention on alcohol problems. Issues, attitudes, action programs. 1974. 55 p.

26955 What is responsible drinking? (For those who drink and those who don't.) (1973). 3 p.

Print Ads

31464 Threshold, responsible drinking. Print media kit with reproducible camera-ready materials. (1975). 36 p.

31158 Drinking myths: one set camera ready prints for your newsletter, bulletin, magazine, newspaper, poster, brochure, flyer, pamphlet, insert, etc. 1974. 7 p.

Posters

31463 How to be a good host and hostess. If you're going to serve liquor, here are some ideas... (1975). 1 p. color. (Sponsored by NIAAA.)

31157 How to be a good host and hostess. (1974). 1 p. black & white.

- 31159 Threshold: responsible drinking, the United States Jaycees. (1974). 1 p. color.
- 26182 Guess who's got the biggest one of all? 1973. 1 p. color.
- 26183 We're giving money away for booze. 1973. 1 p. color.
- 26184 Drink: "Provokes the desire, but it takes away the performance." 1973. 1 p. color.
- 26390 Old wives' tales to the contrary, you cannot sober up by drinking black coffee, taking a cold shower, or breathing pure oxygen. (1973). 1 p. color.
- 26391 Many people on Skid Row are not alcoholics or even heavy drinkers. (1973). 1 p. color.
- 26392 The new Jaycee direction. (1973). 1 p. color.
- 26393 9,000,000 vs. 250,000. (1973). 1 p. color.
- 26394 Follower or leader? (1973). 1 p. color.
- 26395 Drinking is OK--Jaycees are OK. (1973). 1 p. color.
- 26396 Drug abuse prevention is tackling alcohol first. (1973). 1 p. color.

Utah Alcoholism Foundation, Salt Lake City

Pamphlets

- 26742 Of cars and people. n.d. 12 p.
- 26743 Drinking and driving. Common questions and answers on the problem. n.d. 4 p.
- 26744 What is your liquor stop signal? n.d. 4 p.

Utah Department of Public Safety, Salt Lake City

Pamphlet

- 16382 The drinking driver. N. Knight, B.L. Neff, R. Taylor. 1971. 89 p. (Sponsored by NHTSA.)

Utah Highway Safety Office, Salt Lake City

Television Spot

- 39484 Drunk driver. 1979. 30 sec. videocassette. color.

Radio Spots

- 39487 Hangover. 1979. 30 sec. videocassette.
- 39488 You drink and drive. 1979. 30 sec. videocassette.
- 39489 Youth. 1979. 30 sec. videocassette.
- 39490 Youth. 1979. 30 sec. videocassette.
- 39491 Youth drinking. 1979. 30 sec. videocassette.

Bumper Sticker

- 35248 Buckle up. Slow down. Go sober. 1976. 1 p. color.

Promotional Gimmick

- 35247 Do something so simple, but important. Buckle up. Slow down. Go sober. 1976. 2 p.

Vermont Department of Mental Health, Project CRASH, Waterbury

Pamphlets

- 26402 Project CRASH. (1973). 8 p.
- 35423 Five drinking drivers. (1973). 6 p. (Brochure describing a film not listed in this catalog.)

Television Scripts

- 31388 Know your limits. 1973. 2 p.
- 31389 Boy. 1973. 2 p.
- 31390 Night out with the boys. 1973. 2 p.

- 31391 Job. 1973. 2 p.
- 31392 Poker. 1973. 3 p.
- 31385 Hitchhiker. 1972. 2 p.
- 31386 Beer toss. 1972. 1 p.
- 31387 Walking. 1972. 1 p.

Radio Scripts

- 31378 Holiday fun. 1973. 1 p.
- 31379 The heat is on. 1973. 1 p.
- 31380 Cost of DWI. 1973. 1 p.
- 31381 Personal limit. 1973. 1 p.
- 31382 Survey results. 1973. 1 p.
- 31383 How to enjoy yourself. 1973. 1 p.
- 31384 New Vermont law. 1973. 1 p.
- 31369 Beer take-out. 1972. 1 p.
- 31370 Getting caught. 1972. 1 p.
- 31371 DWI is up. 1972. 1 p.
- 31372 Trooper Toss. 1972. 1 p.
- 31373 Walking. 1972. 1 p.
- 31374 He's your brother. 1972. 1 p.
- 31375 Waiting. 1972. 1 p.
- 31376 Bottle. 1972. 1 p.
- 31377 You're not going to believe. 1972. 1 p.

Victorian Foundation on Alcoholism and Drug Dependence,
Melbourne (Australia)

Posters

- 35241 Mixers or on their own. 1976. 1 p. color.
- 35242 It's not everybody's cup of tea...offer a choice. 1976.
1 p. color.
- 35243 If the shouting gets too much...shout no. 1976. 1 p.
color.
- 35244 Grabbing a bite to drink? 1976. 1 p. color.
- 35245 They're still covering up for Fred and his drinking. 1976.
1 p. color.

Virginia Highway Safety Division, Richmond

Pamphlets

- 38926 The medicine that's good for you may not be good for your
driving. 1977. 2 p. (Co-produced by Virginia Department
of Mental Health and Mental Retardation, Virginia
Pharmaceutical Association, and Virginia Academy of Family
Physicians.)
- 26706 Teenagers, drugs and driving. 1971. 2 p.
- 26707 How much is too much? Safe drivers know. n.d. 6 p.

Print Ads

- 38923 Too many Virginians are getting flowers for Christmas.
1977. 1 p. black & white.
- 38924 Give your family what they've always wanted for Christmas.
You. 1977. 1 p. black & white.

Radio Spots

- 44254 Thanksgiving. (1979). 30 sec. 7 1/2 ips.
- 38971 Drugs and driving. 1977. 60 sec. 7 1/2 ips.
- 38972 Drugs and driving. 1977. 30 sec. 7 1/2 ips.
- 44252 This is a test. 1977. 60 sec. 7 1/2 ips.

- 44253 This is a test. 1977. 30 sec. 7 1/2 ips.
Poster (also available as a slide)
18207 I kin'drife ash good ash n'body. n.d. 1 p. black & white.

Television Spots

- 49088 Know before you go. 1980. 30 sec. color. videocassette.
18203 Salesville, Virginia. n.d. 60 sec. 16mm. color.
18205 Cars' conversation. n.d. 60 sec. 16mm. color.
18206 Have you ever thought about what it would be like to lose your license? n.d. 60 sec. 16mm. color.
18208 United States amateur golf champion Lannie Watkins. L. Watkins, anncr. n.d. 60 sec. 16mm. color.

Storyboards

- 18498-18500, 18507 See television spots 18203, 18205-18206, 18208 above for descriptions.

Walker, Hiram, and Sons, Inc., Peoria, Ill.

Print Ad

- 35230 The purpose of most bourbon ads is to get you to drink more bourbon. The purpose of this one is to get you to drink less. 1976. 1 p. black & white.

Washington State Patrol, Olympia

Pamphlet

- 44377 Jenny and Angie survived... 1980. 2 p.

Poster

- 44378 Jenny and Angie survived... 1980. 1 p.

Washington Traffic Safety Commission, Olympia

Radio Spots

- 44304 Scout master. 1976. 60 sec. 7 1/2 ips.
44305 Yellowstone vacation. 1976. 60 sec. 7 1/2 ips.
44306 Beach cabin. 1976. 30 sec. 7 1/2 ips.

Washtenaw County Health Department, Ann Arbor, Mich.

Radio Spots

- 26468 False courage. 1973. 40 sec. cassette.
26469 Getting drunks off the road. 1973. 75 sec. cassette.
26470 Problem drinkers who drive. 1973. 37 sec. cassette.
26471 The threat of jail. 1973. 40 sec. cassette.
26472 100 m.p.h. through Chelsea. 1973. 55 sec. cassette.
26473 Getting drunks off the road. 1973. 45 sec. cassette.
26574 Drinking fatalities. 1973. 45 sec. cassette.
26475 What will stop you from killing me? 1973. 40 sec. cassette.

Radio Scripts

- 26481-26488 See radio spots 26468-26475 above for descriptions.

West Texas Council on Alcoholism, El Paso

Radio Scripts

- 26882 Alcoholism. 1973. 3 p. (Series of short radio scripts.)
26883 If you need a drink to be social. 1973. 1 p.
26884 Who is contributing to the drunk driver problem? 1973. 1 p.

- 26885 The Council along with law enforcement officials urge you not to get behind the wheel if you're under the influence. 1973. 1 p.
- 26886 Drive defensively this week-end. 1973. 1 p.
- 26887 Just like little bees everybody is going to be buzzing around from place to place. 1973. 1 p.
- 26888 Keep your own nose clean. 1973. 1 p.
- 26889 Ethyl (alcohol that is) affects driving skills. 1973. 1 p.
- 26890 If you can't stop drinking. 1973. 1 p.
- 26891 Let's talk about the Happy Hour. 1973. 1 p.
- 26892 Here's a myth about drinking--a little drinking doesn't affect your driving. 1973. 1 p.
- 26893 Drunk driving is an El Paso problem. 1973. 1 p.
- 26894 You've heard that old saying--if you drink, don't drive and if you drive don't drink. 1973. 1 p.
- 26895 The old saying that a few drinks make a better driver out of you isn't true. 1973. 1 p.
- 26896 I am a DWI teacher. 1973. 1 p.
- 26897 Make this Labor Day weekend a happy weekend. 1973. 1 p.
- 26898 How much alcohol is too much? 1973. 1 p.

Newspaper Articles

- 26880 Alcoholism information week. A seven-part series. El Paso Times, 1973, 19 p.
- 26881 Alcoholism information week. A five-part series. El Paso Times, 1973, 10 p.

West Virginia Department of Mental Health, Division of Alcoholism,
Charleston

Pamphlets

- 26710 Alcohol education: a guide for the teacher. R.F. Mathison and R.E. Washington. 1969. 53 p. (Co-produced by Mental Health Foundation of West Virginia, Charleston.)
- 26711 How to help a problem drinker. 1962. 4 p.
- 26714 Prevention of alcoholism begins in the home. N.L. Kelly. Inventory, 1954, 6 p.
- 26713 Not everybody in West Virginia but many people...need the services of the Alcoholism Program of West Virginia. n.d. 6 p.
- 26715 Why people drink. n.d. 8 p.
- 26717 A guide to moderation in drinking and not drinking. n.d. 4 p.

West Virginia Governor's Highway Safety Administration, Wheeling

Television Spot

- 39303 Drinking/driving. W. Rockefeller, anncr. 1978. 30 sec. 16mm. color.

Promotional Gimmicks

- 35268 You drive...and keep the life of the party alive! (1976). 1 p. color. (Television station identification tag.)
- 35270 The cost of a cab ride could save your friend's life! (1976). 1 p. color. (Television station identification tag.)
- 35271 Friends don't let friends drive drunk. (1976). 1 p. color. (Television station identification tag.)

- 35272 Make your next party a safe one! (1976). 1 p. color.
(Television station identification tag.)

Wine Institute, San Francisco, Calif.

Pamphlets

- 31368 California. Wine land of America. (1975). 52 p.
(Looseleaf folder.)
31401 The story of wine and its uses. A non-technical guide to
wine. 1975. 48 p.
31363 Wine on campus. Preventive education integrated into the
lives of people. (1974). 4 p.

Wisconsin Clearinghouse for Alcohol and Other Drug Information, Madison

Pamphlet

- 38513 Responsible drinking party ideas. 1977. 23 p. (Looseleaf
folder.)

Wisconsin Division of Highway Safety Coordination, Madison

Pamphlets

- 35219 The three wise persons. 1976. 3 p.
31400 Safe winter "holiday hopes and helps." 1975. 2 p.
31185 Are you giving a party? (1974). 2 p.
18195 How many drinks make an accident? What's the difference a
drug makes? n.d. 4 p.

Poster

- 35330 When you drive in Wisconsin it is implied you consent to a
chemical test if arrested for drunk driving. (1976). 1 p.
color.

Promotional Gimmick

- 18212 How much can you drink---and still drive? n.d. 2 p.
(Blood alcohol chart.)

Wisconsin Division of Motor Vehicles, Madison

Radio Scripts

- 18590 Implied consent. 1970. 3 p.
18591 More on implied consent. 1970. 3 p.

Wisconsin Division of Motor Vehicles, Bureau of Highway Safety
Promotion, Milwaukee

Pamphlet

- 26754 The driver had been drinking. H.A. Heise. Home and
Highway, n.d., 3 p. (Sponsored by Allstate Insurance
Companies.)

Wisconsin Governor's Highway Safety Coordinator's Office, Madison

Pamphlets

- 39210 Keep your holiday happy. 1978. 4 p.
39245 Wisconsin arrests drunk drivers. What does this sign mean
to you? 1978. 6 p.
38730 Save a life for Christmas. 1977. 3 p.
35318 Are you interested in reducing chances of getting hurt in a
traffic accident by 75 per cent? (1976). 6 p.

Posters

- 39242 Wisconsin arrests drunk drivers. 1979. 1 p. color.
39333 Drive with C.A.R.E. 1979. 1 p. color.
38740 Highway happiness is no accident. (1975). 1 p. color.

Radio Spots

- 44224 Elephants. 1979. 30 sec. cassette.
44225 Memorial Day. 1979. 30 sec. cassette.
44226 Seymour. 1979. 30 sec. cassette.

Promotional Gimmicks

- 31329 Highway happiness is no accident. (1975). 2 p.
(Restaurant table card.)
35336 Take two! They're good for you. Watch out for 3, or sad
you'd be. (1975). 1 p. color. (Restaurant placemat.)

Wisconsin University, Eau Claire

Pamphlets

- 38932 Alcohol information. 1977. 6 p.
38936 Drinking myths. 1977. 2 p.

Posters

- 38933 What can you do with \$1.60 besides buy a six pack? 1977.
1 p. color.
38934 Drunk is dumb. 1977. 1 p. color.
38935 What's there to do besides drink? Lots. 1977. 1 p.
color.

Promotional Gimmicks

- 38937 Drink responsibly. 1977. (Lapel pin.)
38938 Drunk is dumb. 1977. (Lapel pin.)

WOAI Television, San Antonio, Tex.

Editorial

- 26453 What most people don't know. E.V. Cheviot. 1972. 1 p.

WQED Public Television Station, Pittsburgh, Pa.

News Releases

- 31068 Drink, drank, drunk. 1974. 5 p.
31069 Drink, drank, drunk. Public television talks to
alcoholics' families. 1974. 2 p.

WWJ Stations, Detroit, Mich.

Editorial

- 26292 Drunk drivers. D.F. DeGroot, anncr. 1973. 1 p.

Wyoming Governor's Office of Highway Safety, Cheyenne

Promotional Gimmick

- 31325 Know your limits. Chart for responsible people who may
sometimes drive after drinking. n.d. 2 p. (Blood alcohol
chart.)

PART II

JOURNAL ARTICLES AND REPORTS -- ALCOHOL

- 31302 "18 or 21--new data for legal drinking age debate." Alcohol Abstracts, August 1975, 2 p. (Subjects: R. Zylman, R.L. Douglass, Insurance Institute for Highway Safety.)
- 39414 55 mph speed limit and drunk driving advertising awareness study. Lord, Sullivan and Yoder Advertising, Inc. 28 December 1979. 198 p. (Sponsored by Iowa State Department of Public Safety and Iowa State Governor's Highway Safety Office.)
- 29340 1971 and 1973 Alcohol Safety Action Project surveys: Washtenaw and Jackson County voluntary organizations. M.M. Chapman and A.C. Wolfe. HSRI. October 1973. 37 p. (Sponsored by Alcohol Safety Action Project--Washtenaw County, Ann Arbor and NHTSA.)
- 29343 1971 and 1973 Alcohol Safety Action Project surveys: Washtenaw County attorneys. M.M. Chapman and A.C. Wolfe. HSRI. October 1973. 33 p. (Sponsored by Alcohol Safety Action Project--Washtenaw County, Ann Arbor and NHTSA.)
- 29342 1971 and 1973 Alcohol Safety Action Project surveys: Washtenaw County general public. A.C. Wolfe and M.M. Chapman. HSRI. November 1973. 101 p. (Sponsored by Alcohol Safety Action Project--Washtenaw County and NHTSA).
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- 29341 1971 and 1973 Alcohol Safety Action Project surveys: Washtenaw County physicians. M.M. Chapman and A.C. Wolfe. HSRI. October 1973. 39 p. (Sponsored by Alcohol Safety Action Project--Washtenaw County, Ann Arbor and NHTSA.)
- 36711 "The 1974 drinking and driving campaign." New Zealand Ministry of Transport, Wellington. New Zealand Road Safety, Vol. 23, No. 1, December 1975, pp. 12-14.
- 44719 The 1975 drinking-driving publicity campaign. W.A. Perkins. New Zealand Ministry of Transport, Wellington. (1979). 75 p.

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- 41601 1978 survey of public perceptions on highway safety. Teknekron, Inc., Washington, D.C. November 1978. 95 p. (Sponsored by NHTSA).
- 38510 Adolescent alcohol education. Proceedings of the region III conference held 5-6 February 1975, Lancaster, Pa. Distilled Spirits Council of the United States. 1975. 84 p. (Sponsored by National Council on Alcoholism.)
- A01 "Education and the mass media in the reduction of alcohol problems." H.T. Blane. Pittsburgh University. Pp. 37-53. (Sponsored by NIAAA.)
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