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## Greed Behind Liquor Effort

THE liquor and beer industries now take an estimated \$250 million a year out of the pockets of Oklahomans.

Like the alcoholics their products generate, manufacturers, distributors and retailers want more.

The liquor interests are not spending the big money they are laying out in the campaign to pass State Question 515 just out of civic pride and because they want state laws to be enforced. They expect to get their money back many times over.

The liquor industry is like other businesses in that it is looking for new customers, especially young people, repeat sales and higher margins of profit.

The liquor business is different from others in that the effects its products have on its customers are detrimental, instead of beneficial. The more money a customer spends at the liquor store, the worse off he becomes.

"Increased drinking does not create new wealth," says R. Dulaney Barrett, chairperson for the United Methodist Board of Church and Society. "It merely diverts dollars into human eroding expenditures."

The organization sponsoring Question 515, Fair Alcohol Control Today (FACT), continues to insist that its effort is not to increase sales, that more places selling more liquor more openly will not increase the amount consumed, and that open saloons will not "automatically" result in more drunken drivers.

Remember when the wets were

claiming that repeal of prohibition would stop bootlegging, increase respect for the law, raise tax money to support schools, and that all they wanted was package liquor stores?

It turned out that they wanted a lot more and that their promises failed to deliver the benefits claimed. Promoters of Question 515 call their organization FACT, but opponents have produced a lot more "facts" about liquor and they're all bad.

"It isn't necessary to tell lies to make the liquor business look bad," says Charles L. Graves, president of the Baptist General Convention of Oklahoma. "All that is necessary is to tell the truth about it. That's bad enough."

Trade publications of the liquor industry present quite a different story from the slyly pious "moderation" ads distillers run in general publications. Their trade ads are sincere.

In the industry trade magazines, ads glibly discuss the "extra sale," "promote after-dinner drinks," "get the repeat business and extra profits," and "new drinks, new uses, new business." One ad observed: "They won't order a second steak, but they can and will order a second drink, and that's where your profit lies."

The whole theme is more drinking, more sales, more profits, but nothing is said of the fact that such profits come at the cost of untold human suffering, broken families, ruined health, increased crime and more traffic deaths and injuries.