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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.

public information campaigns
drinking drivers
alcohol

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Distribution Statement

139
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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

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CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>I - Print Materials</td>
<td>1</td>
</tr>
<tr>
<td>II - Television Materials</td>
<td>55</td>
</tr>
<tr>
<td>III - Radio Materials</td>
<td>67</td>
</tr>
<tr>
<td>IV - Movies/ A-V Presentations</td>
<td>77</td>
</tr>
<tr>
<td>V - Materials Sources</td>
<td>83</td>
</tr>
<tr>
<td>VI - Articles and Reports</td>
<td>91</td>
</tr>
<tr>
<td>Organization and Author Index</td>
<td>111</td>
</tr>
<tr>
<td>Subject Index</td>
<td>129</td>
</tr>
</tbody>
</table>

*Note: Items in ITALICS are new to this edition of the Catalog.*
Addiction Research Foundation of Ontario, Toronto

Pamphlet
38979 But everybody knows...myths about drinking and driving. 1977. 23 p. Color. (6 3/4 x 9).
Discusses 10 basic myths about alcohol and the way it affects driving ability.

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

Aetna Life and Casualty, Hartford, Conn.

Pamphlet
18934 Under the influence...behind the wheel. (1972). 8 p. Color. (3 1/2 x 9).
Discusses experiment with drinking and driving volunteers.
General information on drinking and driving with BAC chart.

AID, Lansing, Mich.

Pamphlets
26949 I am the driver. 1974. 4 p. (5 1/2 x 8).
Cartoon illustrated, provides four responsible alternatives to driving drunk.
26950 I am the driver. How do you rate? Check your score. 1974. 6 p. (4 x 9).
Fifteen multiple choice questions and answers on drinking and driving.

Alaska Highway Safety Planning Agency, Anchorage

Pamphlet
75620 It’s an easy decision...when you know Alaska’s law. 1985. 5 p.
Explanation of state DWI laws.

Posters
75621 Drinking drivers are murder on Alaska’s streets. 1985. color. 16x20.
Photograph of tricycle smashed by automobile.
75622 Spirits can dampen graduation. 1985. color. 16x20.
Close-up of mortar-board on ground next to beer bottle.

Bumper Sticker
75623 Drunk driving is breaking Alaska’s heart. 1985. color.

Albany County Traffic Safety Board, STOP DWI Program, N.Y.

Pamphlet
75315 Friends don’t let friends drive drunk. 1984. 2 p. (3 1/2 x 8 1/4).
Envelope stuffer - tips for hosting a responsible party.
Poster
75331 Don't drive drunk New Years eve. 1984. black & white. (8 1/2 x 11).
Telephone number for safe-ride free taxi.


Pamphlets
General information on drinking and driving. Explanation of Michigan drunk driving law, the provisions and penalties.

Poster
49732 How do you say no to drunk driving? Give us your ideas!! 1982. 1 p. color. (11 x 17).
Cartoon illustrated. Promotes "Say No to Drunk Driving" campaign.

Bumper Sticker
49733 Say no to drunk driving. Have a happy holiday season.

Promotional Gimmick
49734 Say no to drunk driving. Have a happy holiday season. 1982. 1 p. (Coasters.)

Alcohol Safe Driving Program, Philadelphia, Pa.

Pamphlets
Looseleaf folder announcing 1979 SOBER poster contest for 10-12th graders. Folder includes general information on drinking and driving.

Posters
Illustration of car swerving on roadway.


Alcohol Safe Driving Program, Reading, Pa.

Pamphlets
31223 If you are driving, take it easy. (1975). 2 p. black & white. (3 1/4 x 5 1/2).
General discussion of drinking and driving emphasising affects of alcohol.

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

Bus Card

Bumper Sticker
Promotional Gimmicks
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. (4 1/2 x 8 1/2). Presents facts on the effects of alcohol on driving and offers alternatives to drinking and driving.

*This Center has a complete collection of ASAP materials from the period 1970-1975. A list of those materials will be provided upon request.

Alcohol Safety Action Project--Lawrence, Ks.
Pamphlet
49461 Responsible drinking is a must in Kansas. 1978. 6 p. (3 3/4 x 8 1/2). General information on drinking and driving including BAC chart, and what can be done to solve the problem.

Alcohol Safety Action Project--Virginia, Richmond
Pamphlets
39216 It's free. Life of the party pack. 1978. 7 p. color. (8 x 8). Packet targeted toward party hosts on how to hold a safe party. Includes recipes for non-alcoholic drinks, hors d'oeuvre, and suggestions for party games.
35319 Virginia's favorite drug is her most popular killer. [Revised edition.] 1976. 8 p. color. (3 3/4 x 8 1/2). General information on alcohol, drinking and driving, and VASAP.

Posters
49238 Being the life of the party can be dead serious. (1981). 1 p. black & white. (12 x 19). Photograph of male teenager in driver's seat holding driver's license out for police officer.

Promotional Gimmick
35322 Don't be a reckless drinker. Know your limit. (1977). 3 p. (Blood alcohol chart.)
Allstate Insurance Companies, Northbrook, Ill.

**Pamphlets**


75125 Allstate drunk driver advocacy - arresting police agency pickup of permanent driver licenses from drivers failing or refusing drunk driving BAC tests. 1 Sept 1983. 2 p. (8 1/2 x 11). Detailed information on drivers license statute reforms regulating alcohol related license withdrawals.

75169 The war against drunk driving. Believe me, you can make a difference. May 1983. 7 p. (8 1/2 x 11). Article reprinted from 50 Plus magazine on drinking and driving.

75126 Allstate drunk driver advocacy - return the minimum legal drinking age to 21, by one year elevations. This graduated change won't affect those under 21 who already have been given the legal privilege. 15 Jan 1983. 1 p. (8 1/2 x 11). Allstate position statement on raising minimum drinking age to 21 years.

75124 Allstate drunk driver advocacy - strengthen existing drunk driving laws from "presumptive level" to "illegal per se" statutes, making it an offense to drive or otherwise be in control of a motor vehicle with an 0.10% or greater blood alcohol concentration (BAC). 12 Jan 1983. 1 p. (8 1/2 x 11). Detailed information on "illegal per se" statutes.

75123 Drinking, driving, drugs - a deadly combination. How do we stop our teens? (1983). 4 p. (3 1/2 x 8 1/2). Information on two 16mm films on teenage drinking and driving.

75127 Estimated amount of 80 proof liquor needed [sic] to reach approximate given levels of alcohol in the blood. (1983). 2 p. (8 1/2 x 11). Two charts (empty stomach/full stomach) illustrating estimated amount of 80 proof liquor needed to reach given levels of BAC, considering body weight and amount of liquor consumed in one hour.


**Print Ads**

75128 Estimated amount of 80 proof liquor needed to reach approximate given levels of alcohol in the blood. (1983). 1 p. Print ad to accompany pamphlet 75127 above.
Happy New Year: by the time 1971 ends, the drunk driver will have killed 35,000 of us. (1970). 1 p. black & white.
Explanation of Allstate's advocacy position of DUI enforcement and education. Promotes Allstate's booklet "The Drunk Driver May Kill You".

American Academy of Pediatrics, Elk Grove Village, Ill.

Pamphlets
Discussion of teenage drinking and driving, prevention programs, seat belt use, delayed licensing, and suggestions for parents.

75614 Make every ride a safe ride. 1985. 64 p. Looseleaf folder.
Kit containing samples of AAP material dealing with teenage drinking and driving. Includes 4 brochures, price list, resource list, and fact sheets.

American Automobile Association, Washington, D.C.

Pamphlets
Information on alcohol related accidents. Advocates raising drinking age.

Explanation of AAA Starting Early education program. Provides general alcohol/traffic safety information and explains the importance of beginning education early.

Address presented by Dr. James L. Malfetti, Director, Safety Research and Education Project, Teachers College, Columbia University, at AAA Traffic Safety Workshop, November, 1979.

49757 Alcohol. 1978. 7 p. (Produced by Channing L. Bete Company.) Color. (5 1/2 x 8).
Cartoon illustrated, detailed information on drinking and driving.

49225 One drink can be too many. 1975. 8 p. Color. (4 x 9).
General information on drinking and driving.

31458 If you drive...what about drinking: 1975. 40 p.
Instructional package designed as teaching aid for high schools, driver education, and adult education programs. Includes 16 overhead transparencies.

49138 Alcohol, vision and driving. 1975. 6 p. color. (4 x 9).
Detailed information on how alcohol affects vision.

News Release
75483 AAA delegates adopt policy endorsing police checkpoints. 16 May 1985. 2 p.
Bumper Sticker

Promotional Gimmicks
26167 DWI demonstration glasses. (1971). (Designed to simulate blurred vision.)
26322 The sober facts from AAA. n.d. 1 p. (Restaurant placemat.)


Promotional Gimmick

Pamphlet
Brochure promoting alcohol education program targeted toward junior high students.
49625 Drunk driving: is there an answer? 1982. 4 p. black & white. (8 1/2 x 11).
Detailed information on drunk driving including: deterring DUI, intervention and rehabilitation, and prevention.

American Council on Alcohol Problems, Washington, D.C.
Pamphlet
38702 Half drunk drivers are dangerous, too! (1977). 4 p. black & white. (8 1/2 x 11).
Article discussing DUI including why alcohol impairs driving ability.

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. black & white. (5 1/2 x 8 1/2).
General information targeted toward teenagers on drinking and driving. Provides nine situations designed to provoke thoughts on DUI.

American Motorcyclist Association, Westerville, Ohio
Pamphlet
Folder including poster and print ad with C.H.I.P.S. star Bruce Penhall, press release, newsletter, and brochure. Materials promote sober use of motorcycles.

American Public Health Association, Washington, D.C.
Pamphlet
Tips on how to make social events safer, including drinking and driving.
American Red Cross, Washington, D.C.

Poster
75503 Some tips for good hosts. 1985. 1 p. color. 11x17. Produced by Great Alternatives.
Tips for hosting a good and safe party.

Anheuser-Busch, Inc., St. Louis, Mo.

Pamphlets
75049 Know when to say when. 1983. 6 p. Color. (2 1/2 x 3 1/2).
Distributed by Anheuser-Busch for Florida residents. Includes information on Florida DUI laws and BAC chart.
75050 Know when to say when. 1983. 2 p. color. (2 1/2 x 3 1/2).
BAC chart plus tips for safe, responsible drinking.
Message about responsible drinking, Anheuser-Busch "Know When To Say When" education program, and other DUI projects.
75053 Know when to say when - a campaign to promote responsible drinking. 1983. 4 p. color. (8 1/2 x 11).
Explanation of Anheuser-Busch "Know When To Say When" campaign with photographs and descriptions of on- and off-premise point of sale materials.

Promotional Gimmick
75229 Eat, drink and be careful! Know when to say when. 1983. 1 p. color. Restaurant tent card.


Pamphlets
Cartoon illustrated discussion of traffic safety including seat belt use and DUI.
Rowan and Martin discuss traffic safety including DUI.

Automobile Club of Michigan, Dearborn

Pamphlet
Brief discussion of drinking and driving; tips for party hosts, recipes, BAC, and DUI laws information.
49765 Michigan's new drinking and driving laws. What could happen to you! 1983. 6 p. black & white. (4 1/2 x 8 1/2).
Explanation of Michigan's drunk driving law, arrest process, and penalties. Also provides brief overview of DUI problem.

Poster
49240 Alcohol education center. First...a friend...then a host. (1980). 1 p. color. (12 x 47).
Tips for hosting a responsible drinking party.
Promotional Gimmick

Automobile Club of Southern California, Public Safety Department, Los Angeles
Poster
35296 Don't risk it! Loss of license. 1976. 1 p. color. (12 x 18 1/2).
Illustrations reminding drivers that drinking and driving can mean loss of license.

Avanti Technologies, Meadville, Pa.
Pamphlet
39202 Under the influence. 1978. 5 p. (3 3/4 x 8 1/2).
General discussion of alcohol and driving, including BAC chart.

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. (8 1/2 x 11).
Brief discussion of drunk driving as a portion of the problem of alcoholism.

Bacardi Imports, Inc., Miami, Fla.
Print Ad
Photograph of bottle caps of Bacardi rum mixers and steering wheel.
Poster
Companion piece to print ad 26697 above.

Beam, James B., Distilling Company, Clermont, Ky.
Print Ads
35231-35236 If you're going to have one too many, don't make it this one. 1976. 1 p. color. (8 1/2 x 11).
Series of six print ads for Beam's Choice bourbon whiskey, encourages moderate use of alcohol.
Bell County Citizens DWI Task Force, Tex.

Pamphlet
Information on Bell County DWI Task Force.

Pamphlets
75340  How alcohol and drugs affect your driving skills.  1984.  15 p.
Cartoons illustrate alcohol/drug physiological effects on driving.
49635  What everyone should know about alcohol and health.  1982.
15 p.  color.  (5 1/2 x 8).
Cartoon illustrated, provides detailed information on alcohol and health, including brief information on drinking and driving.
31082  Let's get the problem drinker off our highways.  1974.
15 p.  color.  (5 1/2 x 8).
Cartoon illustrated, provides detailed information on drinking and driving and community ASAP programs.

Blue Cross Blue Shield of Greater New York
Pamphlet
75302  Think before you drink.  1984.  8 p.  (3 3/4 x 8 1/2).
General information on drunk driving.

Bumper Sticker
49634  Facts about drinking and driving that could save your life...  July 1982.  4 p.  (3 1/2 x 8 1/2).
General information on drunk driving, including eight life saving suggestions.

Boy Scouts of America, Inc., Fairfield County Council, Norwalk, Conn.
Pamphlet
(5 1/2 x 8 1/2).
Booklet designed to provide information on how to establish an Explorer's Safe Ride program.

British Columbia Ministry of the Attorney General, Vancouver
Pamphlets
Discusses drinking attitudes and social drinking.
49471  Learn to know your limit - it could save your life.  1981.
1 p.  (3 1/2 x 7 1/2).
General information on drunk driving including BAC chart.
49473  You hold the key.  Help us stop drinking drivers.  1981.
8 p.  color.  (4 x 9).
General information on drinking and driving.  Advocates community/employer involvement in the solution.
Discussion of how alcohol impairs driving.

Public enemy number one. Drinking drivers and the law. 1981. 8 p. color. (4 x 9).
General information on drinking and driving. Discussion of drunk driving laws and penalties.

Drinking and driving...some sober facts. (1979). 2 p. color. (3 3/4 x 9).
Detailed information on drinking and driving including BAC chart.

Promotional Gimmick

Do you need one more drink? 1981. (litter bag).

Broome County STOP DWI Program, N.Y.

Posters

Play it safe! And consider this: the money you'll spend for a cab ride home is a lot better than the $250 to $500 fine you'll pay if you're caught for drunk driving! 1984. color.
Penalties of getting caught driving drunk.

Drinking buddies don't let drinking buddies drive drunk. Play it safe! 1984. color.
Don't let friend drive drunk.

You don't have to be convicted of drunk driving in court to get fined or have your license suspended! 1984. color.
Penalties for drunk driving.

So who's counting? You should be. Play it safe - know your limits! 1984. color.
Blood alcohol concentrations explained.

STOP DWI. The penalties for drunk driving. The stakes are high when you gamble with drinking and driving! 1984. color.
Penalties for drunk driving and laws explained.

California Highway Patrol, Sacramento

Pamphlets

Enough! 1980. 1 p. color. (3 x 5 1/2).
Stuffer - international sign prohibiting drinking and driving.


Promotional Gimmick

Happy driving. (1980). (Restaurant placemat.)

DUI. Will you be next... (1980). (Matchbox.)

DUI. Will you be next? (1980). (Matchbox.)

Enough!! 1980. (Coaster.)

Haven't we had enough? 1980. (Eyeglass lens cleaners.)

Enough!! Californians won't tolerate it. 1980. 1 p. (Card to be placed on rearview mirror.)

Enough!! Californians won't tolerate it. 1980. 1 p. (Three versions of paycheck stuffers.)
California Highway Patrol reminds you... Enough!!
Californiaans won't tolerate it. 1980. (Car litterbag.)

Drinking and driving is a... gamble. You lose! (1979).

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

Let's get the drunk off the road. 1977. (Cocktail napkin.)

Posters

Enough!! 1980. 1 p. color. (9 x 12).
International sign prohibiting drinking and driving.

To all this we say... enough!! 1980. 1 p. black & white. (12 x 18).
California DUI statistics.

Drinking and driving is a ... gamble. You lose! (1979).
1 p. black & white.
Photograph of billboard.

The highway patrol needs you assistance. Help us get the drinking driver off the road. 1977. 1 p. color. (5 1/2 x 8).
Phone number for motorists to call to report drunk drivers.

Bumper Stickers

Enough!! 1980.
Drinking and driving is a... gamble. You lose! (1979).

California Traffic Safety Foundation, San Francisco

Pamphlet

"Impaired consent" is not a lady's smile! n.d. 6 p. (3 3/4 x 8 1/2).
Questions and answers on California implied consent law.

Canada, Health and Welfare Canada, Ottawa

Pamphlet

Looseleaf folder containing information on Operation Lifestyle, a program on sensible alcohol use. Text in French.

Canada Safety Council, Ottawa

Pamphlets

Information on drinking and driving.

French version of 75261.

Discussion of drugs and driving. Includes chart describing drugs, side affects, and affects when combined with alcohol. Text in English and French.

Stuffer - Tips for safe driving including seat belt use and DUI. Text in French and English.

Si vous prenez le voland apres avoir bu... [If you drive after drinking...] (1972). 8 p. (4 x 8 1/2).
General information on drinking and driving including BAC chart. French text version of 18204.

Stuffer - Information on Canadian drunk driving laws.

18204 If you drive after drinking. n.d. 8 p. (4 x 8 1/2).
See 31053.

Print Ads

75268 If you drive after drinking... then here are some things to consider. 1983. black & white.
Discusses penalties for drunk driving.

75267 On entretient des mythes envers l'alcool et la conduite. [People have myths about alcohol and driving.] 1984. black & white. (8 1/2 x 11).

31321 If you drive after drinking... know when to say when. (1975). 1 p. black & white. (8 1/2 x 11).
Advocates time as only cure for that "one too many".

31322 Your guests should enjoy the party. Even when it's over. (1975). 1 p. black & white. (8 1/2 x 11).
Tips for hosting a responsible party.

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.)


Canada, Transport Canada, Ottawa
Pamphlet

35316 Drinking, driving and the law. (1976). 10 p. (3 1/4 x 8 1/2).
Detailed information on Canadian drunk driving laws. Text in English and French.

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

39264 Smashed. The magazine on drinking-and-driving. 1978. 35 p. color. (5 1/2 x 7 1/2).
Articles on alcohol and driving.

Canadian Department of Transportation and Communication, Toronto, Ontario
Poster

Illustration of automobile and cocktail glass.

Chautauqua County Council on Alcoholism, Jamestown, N.Y.
Pamphlet

75307 A safe spring! A guide for parents and teens. 1984. 12 p. (7 x 8).
Information for parents and teens on drinking and driving.
Childress Buick, Phoenix, Ariz.

**Print Ad**
35252 Friends don't let friends drive drunk. 1976. 1 p. black & white. (8 1/2 x 11).
Photograph of George Childress. Text encourages driving friends home during holiday season.

Citizens Against Alcohol Related Traffic Accidents (CARTA), Spokane, Wash.

**Pamphlet**
49610 Don't drink and drive! 1982. 3 p. (3 1/4 x 8 1/2).
Information on drunk driving in Spokane County with recommendations for solving the problem.

**Bumper Stickers**
49608 If you drive don't drink - drink don't drive. 1982.
49609 Don't drink and drive! 1982.

**Promotional Gimmicks**
49606 [CARTA]. 1982. (Note: Dashboard stickers.)
49607 CARTA. 1982. (Note: Lapel pin.)

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. (3 3/4 x 6 1/2).
Information on drinking and driving, particularly among young drivers, from Senator William Hathaway, Chairman, Senate Subcommittee on Alcohol and Narcotics. BAC chart provided.

Coast Guard, Washington, D.C.

**Bumper Sticker**

Colorado Division of Highway Safety, Denver

**Pamphlets**
General information on drunk driving in Colorado. Detailed information on DUI arrest procedure and the role of the Colorado Division of Highway Safety.

Information on drunk driving in Colorado and the Alcohol-Driving Countermeasures Office.

Detailed information on criminal and administrative sanctions for convictions of DUI (Driving Under the Influence) and DWAI (Driving While Ability Impaired).

39006 With apologies to Mark Twain... (1977). 4 p. (3 1/2 x 8 1/2).
Brief discussion of traffic safety issues in Colorado including DUI.

**Promotional Gimmick**
31120 A can of beer might hit the spot... (1974). (Reversible coaster.)

Commercial Union Assurance Companies, Boston, Mass.

Print Ad
39355 One little reason you should never drive drunk. 1979. 1 p. black & white. (8 1/2 x 11).
Photograph of boy with bicycle. Text discusses drunk driving.

Connecticut Office of Highway Safety, Wethersfield

Posters
75619 Friends don't let friends drive drunk. 1985. color.
75242 Friends don't let friends drive drunk. 1984. color. (21 x 24).
International symbol for DUI.
75250 Before you drink that one for the road...think about the chaser. 1984. black & white.
Police enforcement theme.
49716 Friends don't let friends drive drunk. 1982. 1 p. color.
(13 x 18).
49717 Friends don't let friends drive drunk. Be a true friend.... 1982. 1 p. color. (15 x 22).
49049 Friends don't let friends drive drunk - a billboard editorial. 1980. 1 p. black & white.
Photograph of billboard.

Bumper Stickers
49715 Friends don't let friends drive drunk. 1982. 1 p.

Promotional Gimmick
75291 Friends don't let friends drive drunk. 1984. 67 p.
Sponsored by NHTSA. Litter bag containing pamphlets and blood alcohol calculator.
49048 Friends don't let friends drive drunk. 1980. (Cocktail napkin.)

Continental Insurance Companies, New York, N.Y.

Print Ads
26014 Which one of these drivers should lose his license? (1971). 2 p. black & white. (8 1/2 x 11).
Photograph of well-dressed, middle-aged man and a young man with long hair and sports car.
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. (12 x 29).
Photograph of wrecked car being towed. Text discusses highway safety hazards including drunk driving.
18169 Win your own chauffeured limousine. n.d. 1 p. black & white. (16 1/2 x 22).
Photograph of hearse and driver. Text gives "contest rules", nine points of wreckless driving.
Country Companies, Bloomington, Ill.
Pamphlet
49470 Alcohol and the driver. May 1981. 12 p. color. (5 1/2 x 8).
General information on drinking and driving. Also briefly addresses drugged driving.

Delaware Office of Highway Safety, Dover
Pamphlet
Stuffer - Information on drunk driving, myths and facts, and BAC chart.

Bumper Stickers
49248 Your friend for life. 1981. color.

Promotional Gimmick

Delaware State Police, Dover
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.)

Distilled Spirits Council of the United States, Inc., Washington, D.C.
Pamphlets
Booklet describing different types of liquor. Brief discussion of issue of drinking and driving, BAC chart, and alcohol content.

Collection of DISCUS print ads (1972-1978) on responsible driving.

Explanation and development of the "Know Your Limit" campaign.

(Co-produced by Education Commission of the States, Denver, Colo. and National Football League, New York, N.Y.)
Offers suggestions and guidelines for teenagers to make winning decisions.

Print Ads
NOTE: the following 14 print ads are part of an educational campaign (1972-1978) to promote responsible drinking.

38991 Anyone who can't walk a straight line can't drive one. (1978). 1 p. black & white.

38994 A safe way to find out how much liquor you can hold. (1978). 1 p. black & white.
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.)

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.)

Drinking: when your weight counts. 1976. 1 p. black & white.

The donut. It can do more for a drinker than a pot of coffee. 1976. 1 p. black & white.

If you're going to drink and drive, drink at a safe speed. 1976. 1 p. black & white.

The sober truth of drinking and driving. 1975. 1 p. black & white.

There's another limit you should know: your own. 1974. 1 p. black & white.


If you can't stop drinking, don't start driving. 1973. 1 p. black & white.

The hostess who pours the mostest is a poor hostess. 1972. 1 p. black & white.

If you can't stop drinking. 1972. 1 p. black & white.


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

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

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

Do It Now Foundation, Phoenix, Ariz.

Substance use and safety: alcohol and other drugs. 1979. 2 p. (3 3/4 x 8 1/2). Discussion of the use of alcohol, "downers", amphetamines, and marijuana while driving.

Essex County STOP DWI Program, N.Y.

STOP DWI - Essex County. 1984. 8 p. (5 1/2 x 8 1/2). Brief information on drunk driving in Essex County, Stop DWI Program, and DUI penalties.
Etobicoke Safety Council, Ontario (Canada)

Pamphlets
38941 RIDE. A program to reduce impaired driving in Etobicoke. 1977. 8p.
General information on drinking and driving, the Canadian DUI law, breath testing, and suggestions for hosting a responsible party.

Florida Governor's Highway Safety Commission, Tallahassee

Pamphlet
39329 Before the party; after the party. (1979). 2 p. (8 1/2 x 11).
Offers six suggestions for getting friends who have had too much to drink home safely.

39358 Drinking affects your driving sooner than you think. (1979). 2 p. color. (4 x 8 1/2).
General information on how quickly alcohol affects a drinker, implied consent, and penalties for DUI. Also provides BAC chart.

Poster
39415 Drinking affects your driving sooner than you think. (1979). 1 p. color. (13 x 17 1/2).
Text briefly discusses how quickly alcohol impairs driving ability.

Print Ads
Series of cartoon illustrated spots on drunk/drugged driving. Spanish text version of 35429-35432.

Series of cartoon illustrated spots on drunk/drugged driving.

Series of seven cartoon illustrated ads on drunk/drugged driving. (31417, 31418, 30532 in Spanish).

Series of eight photograph ads on drunk driving.

Promotional Gimmicks

38928 A safe route to follow. 1978. 26 p. (Calendar.)

Good Samaritan Hospital of Schuylkill County, Pottsville, Pa.

Promotional Gimmick

Great Britain Ministry of Transport, London (England)

Print Ads
Four similar ads addressing the problem of drunk driving and what happens to the drunk driver.
Bus Cards/ Transit Advertising

Outlines penalties for DUI convictions and compares alcohol content of beer and liquor.

Guam Office of Highway Safety, Agana

Posters

44434  Excessive drinking and driving don't mix, know your limit. (1980). 1 p. color. (17 x 22).
Illustration of steering wheel, speed limit sign, liquor bottle, beer can, and bottle of pills. Also provides BAC chart.

39361  Alcohol and driving don't mix. (1979). 1 p. color. (9 1/2 x 18).
Illustration of wrecked car, liquor bottle, and bottle of pills.

Hawaii State Judiciary, Division of Driver Education, Honolulu

Pamphlets

Describes use of police roadblocks.

75474  Drunk driving - the drunk driving experience. 1984. 6 p.
Lists penalties for drunk driving.

75478  After having one too many...what can I do? 1984. 2 p.
Options for potential drinking drivers.

Print Ad

Describes law; include blood alcohol chart.

Poster

75480  It's a crime...the way some people drink and drive. 1984.
1 p. color.

Promotional Gimmick

75481  It's a crime...the way some people drink and drive. 1984.
Litterbag.

Health Education Foundation, Washington, D.C.

Pamphlet

Discussion of drunk driving problem. Offers suggestions for changing societal attitudes about alcohol.

Highway Users Federation, Washington, D.C.

Pamphlets

Detailed information on drunk driving.
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. (5 1/2 x 8 1/2).
Briefly describes penalties for DUI.

**Poster**

35193 Nobody likes striped sunshine. If you drink don't drive! 1976. 1 p. color. (13 x 20).
Directed toward vacationers. Text explains penalties for DUI conviction in South Carolina. Also gives general information on drunk driving.

Illinois Governor's Official Traffic Safety Coordinating Committee, Springfield

**Print Ads**

18200-18201, 20687 [Drink/drive calculator]. n.d. 1 p. black & white.
Three similar ads with coupon to send for free drink/drive calculator.
18202 That 'last drink' could cost the most! n.d. 1 p. black & white.
Brief ad on drunk driving.

Illinois Secretary of State, Springfield

**Pamphlet**

49347 Taking aim at the no. 1 killer on the highways: Illinois' new drunk driving law. 1981. 6 p. (3 1/2 x 8).
Detailed information on Illinois DUI law.
75152 DUI. 70 died today. The costs of driving under the influence. March 1983. 6 p. (3 1/2 x 8).
Information in Illinois DUI law, penalties, and costs.

Illinois State Department of Transportation, Springfield

**Promotional Gimmick**

49346 Drink/drive calculator. 1981. (Blood alcohol calculator.)

Indiana Governor's Traffic Safety Program, Indianapolis

**Pamphlet**

Brief information on drunk driving and its penalties in Indiana. Also gives drunk driving quiz with eight true/false questions.

**Promotional Gimmick**

39349 Drink/drive calculator. (1979). ("Spin wheel").


**Print Ad**

18227 Remember you've still got to drive home. n.d. 1 p. black & white.
Photograph of two parties in apartment building, taken from outside looking in.
Insurance Corporations of British Columbia, Vancouver

Spiral bound outline of steps to be taken by high school students in initiating and/or supplementing a local traffic safety program.

Insurance Information Institute, New York, N.Y.

Discusses responsibilities of bartenders and liquor licensees.
49755  Drunk driving: a killer we can stop. Feb 1983. 13 p. (3 3/4 x 8 1/2).
Detailed information on what individuals can do to stop drunk drivers. Includes resource list.

Print Ads
75486  Do something about drunk driving. 1984. 1 p. black & white.
Encourages social intervention.
75487  Drunk driving in America. 1984. 1 p. black & white.
Lists state legal drinking ages and some state drunk driving measures.

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

Pamphlets
06411  A07 Insurance Institute for Highway Safety...to prevent harm. 1978. 108 p.
Detailed information on IIHS research projects.

News Release
75610  New device to catch drunk drivers proves effective. 28 May 1985. 4 p.
Use of passive alcohol sensor in detecting impaired drivers.

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

Pamphlet
Tips for hosting a responsible party. Includes recipes for hor d'ouvres and non-alcoholic drinks.

Iowa [State] Governor's Highway Safety Office, Des Moines

Print Ads
Two similar ads on drinking and driving.
49235  If you weigh 150 lbs., this much beer is enough to make you legally drunk. (1981). 1 p. black & white.
Describes drinking limits and weight. Provides BAC chart.
49236  Say "no" to Iowa's blood alcohol test and you'll do your future driving from the back seat. (1981). 1 p. black & white.
Junior League of Spokane, Wash.

Pamphlet
35065 How to be a good host. A guide to responsible drinking. (1975). 16 p. (5 x 8). (Originally produced by Florida Department of Health and Rehabilitation Services, Mental Health Program Office, Alcohol Rehabilitation Program.) Detailed information on how to be a good/responsible host.

Kansas Department of Transportation, Topeka

Pamphlet

Kemper Insurance Group, Long Grove, Ill.

Pamphlets
35031 The way to go. K.A. Rouse. 1976. 16 p. (5 x 8 1/4). Detailed information on drinking and driving, how alcohol affects the body, implied consent laws, and defensive driving principles.
26278 The roadside breath tester could save countless lives every year. 1973. 15 p. (Co-produced by NHTSA.) Detailed information on roadside breath tests, arrest procedures, and BAC levels.

Kent Drinking Driver Task Force, Wash.

Pamphlets
75599 The key to great holiday parties is yours free! 1985. 2 p. Suggestions to party hosts for insuring safe holiday parties.
75603 Do something about it! 1985. 5 p. Discussion of impact of drinking and driving in Kent County and role of Task Force.
75447 Arrested for DWI. What now? Offender's pamphlet. April 1985. 8 p. Given to those arrested for DWI.
75445 This year, 23,000 people will be killed in alcohol related auto accidents. Here's how you can...do something about it! 1985. 6 p. Suggests community involvement against drunk driving.

Posters
75600 Drinking and driving can get you in the end. 1985. Bus card. Line drawing of head-on car crash.
75601 Drunk driving can ruin your complexion. 1985. Line drawing of skeleton driving car.

Promotional Gimmicks
75602 Teenagers, just one DWI and you've lost your license. 1985. Draft book cover.
75604 Buckle-up pledge. 1985. Pledge card (pledge not to drink and driving and to buckle up seat belts.)
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.)

King Kullen Grocery Company, Inc., Westbury, N.Y.

Promotional Gimmick
75002 None for the road. Don't drink and drive! (1983). Note: Grocery bag.


Pamphlets
35338 The preventable crime. OWI. Operating while under the influence. (1977). 15 p. color. (5 1/2 x 8 1/2). Statistics and information on drunk driving in Lafayette County, Louisiana.
35343 Three Louisiana laws you should know if you drive or drink and drive. (1977). 6 p. (3 3/4 x 8 1/2). Information on Louisiana's implied consent habitual offender and financial responsibility DUI laws.

Poster

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. (16 x 20). Photograph of man and woman in bar.

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.)

Licensed Beverage Industries SEE Distilled Spirits Council of the United States

Los Angeles Police Department, Calif.

Pamphlet

22
Promotes good driving habits including sober driving; available in English, Spanish, Chinese, Japanese, and Korean.

Louisiana Department of Public Safety, Baton Rouge

**Pamphlet**


**Poster**


Maine Highway Safety Committee, Augusta

**Pamphlet**


**Poster**

49526 Friends... for life. 1982. 1 p. color. (17 x 22). Cartoon illustration of dog preventing a drunk master, dressed in graduation cap and gown, from getting into automobile.

Marine Corps, Washington, D.C.

**Pamphlet**


**Poster**


Maryland State Police, Pikesville

**Pamphlet**

75033 Drinking and driving is a deadly combination. (1983). 4 p. (4 x 9). Designed specifically for distribution at sobriety checkpoints. Provides information on Maryland checkpoints, DUI, and BAC chart. Includes seven question survey card to be returned to Maryland State Police.


49839 People who drive drunk in Maryland probably won't be driving much longer. 1982. 2 p. black & white. (3 3/4 x 8 1/2).
Stuffer - Provides information on what happens to individuals arrested for DUI, BAC chart, and questions and answers on alcohol.

Posters
49842 People who drive drunk in Maryland probably won't be driving much longer. 1982. 1 p. black & white. (17 1/2 x 22 1/2).
Photograph of man's hands cuffed behind his back. Provides BAC chart.
Photograph of Cindi and Laura Lamb.

Bumper Stickers

Promotional Gimmicks
49841 Yield to common sense: 1. use your seat belt; 2. obey the speed limit; 3. don't drive drunk. 1982. (Litter bag.)
39327 Operation Yellow Jacket. Yield to common sense. (1979). (Litter bag.)

Massachusetts Governor's Highway Safety Bureau, Boston
Poster
75631 Seat belts. Best defense against the drunk driver. 1986. 10 3/4 x 16 1/2.

Media Group, Ltd. Grand Rapids, Michigan
Pamphlet
75134 It's a deadly combination. 1983. 1 p. black & white. (17 x 22).
Photograph of spilled cocktail and car keys.

Metropolitan Area Safety Council of Minnesota, Minneapolis
Pamphlet
Explains Minnesota "baggie bill", a proposed law requiring DUI suspects to take a breath test.

Michigan Interfaith Council on Alcohol Problems, Lansing
Promotional Gimmick
75591 Say no to drunk driving. 1985. color. Stickers.

Michigan Licensed Beverage Association, Lansing
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 Office of Highway Safety Planning, Lansing
Pamphlet
Brief discussion of drunk driving in Michigan. Discusses effects of DUI arrest; embarrassment, inconvenience, expense, criminal charges.

75612 Project graduation: friends for life. May 1985. 24 p. Discusses Project Graduation, a campaign promoting alcohol- and drug-free celebrations during graduation season. Discusses how to involve school, students, and community; gives party ideas; ideas for fundraising and media participation.


Bumper Sticker
75035 A lot of teenagers are dying for a drink. 1984. color.

Michigan Traffic Safety Information Council, Lansing
Pamphlet

Middlesex County Bureau of Traffic Safety Coordination, New Brunswick, N.J.
Pamphlet
49364 Instant sermons. 1981. 1 p. (8 1/2 x 11). Fourteen traffic safety points including seat belts and DUI.

Promotional Gimmicks
49363 The party's over. Friends don't let friends drive drunk. 1981. 1 p. (Bookmark.)

Minnesota Department of Public Health, St. Paul
Pamphlet
18848 For those who drink, drive, or do both. n.d. 6 p. (3 3/4 x 8 1/2). Questions and answers on Minnesota's drunk driving laws.

Minnesota Department of Public Safety, St. Paul
Pamphlets
39252 How much do you know about getting smashed? 1979. 8 p. (5 1/2 x 8 1/2).
Twenty multiple choice questions on drinking and driving. Specifically designed for young drivers. Includes accident photographs.

39253 *In Minnesota we care. Let's keep the drinker driver out of the driver's seat!* 1979. 2 p. (4 x 8 1/2).
Stuffer - Brief information on drunk driving. Provides list of free materials on DUI.

39254 *The drinker's guide to driving.* 1979. 8 p. (4 x 8 1/2).
Cartoon illustrated information on drinking and driving, penalties for DUI conviction, BAC chart, and drugged driving.

35310 *What are you going to do about drunk driving?* (1976).
1 p. (3 x 7 3/4).
Stuffer - Briefly discusses an individual's responsibility in solving the drunk driving problem.

**Poster**
39256 *In Minnesota we care. Let's keep the drinker out of the driver's seat!* 1979. 1 p. color. (11 x 13 1/2).
Map of Minnesota with illustration of hands giving car keys to someone else.

**Promotional Gimmicks**
49467 *Drink/drive calculator.* 1981.
39255 *No thanks I'm driving.* 1979. 1 p. (Lapel button.)
39433 *In Minnesota we care.* (1979). 1 p. (Placemat.)

**Mississippi Governor's Highway Safety Program, Jackson**

Stuffer - Ten traffic tips including DUI and seat belt use. Also provides BAC chart.

Targeted toward judicial professionals; provides information on the Alcohol Related Traffic Offender Program.

**Missouri Division of Highway Safety, Kansas City**


**Pamphlets**
Discusses local deterrent program.

**Posters**
49617-49619 *[Drunk driving].* 1982. 1 p.
Three cartoon illustrated posters on DUI.
Mothers Against Drunk Driving, Ann Arbor, Mich.

Pamphlet
49458 Introduction: Mothers Against Drunk Drivers. 1981. 1 p. (8 1/2 x 11).
Brief information on MADD with volunteer form.

Bumper Sticker
49459 Drunk drivers kill 70 people a day... Are you next? - Join M.A.D.D. 1981.

Mothers Against Drunk Driving, Hurst, Tex.

Pamphlet
75649 Arrive alive when you drive. 1985. 4 p.
Discussion of drunk driving problems, MADD's objectives, hints for entertaining without alcohol.

Targeted toward parents whose children are the victims of drunk drivers. Discusses grieving process and suggestions for coping.

Discussion of how children grieve and cope with a family death. Includes suggestions for parents.

Twenty-five articles in victim's "bill of rights." Discusses what a victim of a drunk driver should be entitled to.

75041 9 things you can do to help MADD. Get drunk drivers off the streets now! (1983). 8 p. color. (3 1/2 x 8 1/2).
Nine suggestions for individuals who want to combat the drunk driver.

75042 That's why we're MADD. Death caused by drunk drivers is the only socially acceptable form of homicide. (1983). 6 p. (3 3/4 x 8 1/2).
Information on MADD and drunk driving. Also provides membership form.

Information to victims of drunk driving on what to expect as a victim, what can be done, community resources, and MADD.

49231 Don't let your child be a victim.... (1981). 5 p. (4 3/4 x 8 1/2).
Information on MADD and drunk driving.

Bumper Sticker
75039 When you've had enough, join MADD: Mothers Against Drunk Drivers. (1983). color.

Promotional Gimmick

Mothers Against Drunk Driving, Indianapolis, Ind.

Pamphlet
Information on MADD and drunk driving. Provides membership form and petition to Indiana Governor to establish a State Task Force.
Mothers Against Drunk Drivers, Linn County Chapter, Cedar Rapids, Iowa  
Pamphlet  
Fact sheet on DUI statistics.

Pamphlet  
Information on drunk driving including BAC chart.

Narcotic Educational Foundation of America, Los Angeles  
Pamphlet  
49325 Drugs and the automotive age. 1981. 6 p. (3 3/4 x 8 1/2).  
Detailed information on drugged driving.

Nassau County Department of Drug and Alcohol Addiction, Mineola, N.Y.  
Poster  
75301 This popular high school sport killed and maimed thousands of students last year. Friends don't let friends drive drunk. SADD. 1984. color. (11 x 17).  
Promotes Students Against Drunk Driving.

Nassau County Traffic Safety Board, Mineola, N.Y.  
Pamphlet  
20 clues for identifying drunk drivers.

Cartoon illustrations provide detailed information on drinking and driving.

75010 Stop DWI. The driver was drunk. (1983). 4 p. (4 x 8 1/4).  
Information on drunk driving including NY state laws and penalties.

Bumper Sticker  

National Commission Against Drunk Driving, Washington, D.C.  
Pamphlet  
75282 National Commission Against Drunk Driving. The public is united in demanding solutions - no one is in favor of drunk driving, not even drunk drivers. 1984. 4 p. (5 1/2 x 8 1/2).  
Brief summary of Commission's funding and implementation plan.

75314 STOP-DWI in New York State - an anti-drunk driving program.  
1984. 6 p. (8 1/2 x 11).  
Newsletter describing program.
National Congress of Parents and Teachers, Chicago, Ill.

Pamphlet
35086 How to talk to your teenager about drinking and driving. 1975. 16 p. (3 1/2 x 8). (Co-produced by NHTSA.) Illustrated information on teenage drinking and driving.

Posters


Poster

Bus Card

Bumper Stickers

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.)

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

Pamphlets
75269 How much do you know about drinking and driving? A self evaluation for teenagers. July 1983. 16 p. (8 1/2 x 8 1/2). Questions designed for teenagers to evaluate how much they know about drinking and driving.
49357 Three ways to keep a friend.... 1981. 6 p. color. (5 3/4 x 7). Three illustrated alternatives to letting a friend drive drunk.
A message to our friends: your personal decision. 1980. 8 p. (4 x 9).
Detailed information on drinking and driving, common myths, how to help, and BAC chart.

A message to my patients. 1979. 8 p. (4 x 9).
Discusses alcohol, including drinking and driving, as a major health problem.

So you really want to do something about the drunk driver? 1979. 8 p. color. (6 x 9).
Detailed and illustrated information on drunk driving. Provides suggestions to help stop drunk driving.

Only one for the road. (1977). 11 p. (6 x 9). (Sponsored by NHTSA.)
Detailed information on drunk driving including information on: affects of drinking, legal limits, and hints for party hosts.

An activist's guide for curbing the drunk driver. 1977. 21 p. (9 x 11 1/2).
Detailed information on drunk driving. Provides suggestions to individuals, parents, employees, and employers on how to help solve the drunk driving problem.

How to talk to your teenager about drinking and driving. 1975. 16 p. (3 1/2 x 8). (Co-produced by National Council on Alcoholism, New York, N.Y.)
Information to parents on teenage drinking and driving.

Presentence investigation. A brief guide to court-related problem drinker driver identification. (1974). 6 p. (3 1/2 x 8). (Subject is HSRI.)
Information on presentence investigation.

Suggestions for hosting a responsible party and six suggestions for getting drunk friends home.

The roadside breath tester could save countless lives every year. 1973. 15 p. (5 1/4 x 8 1/4). (Co-produced by Kemper Insurance, Long Grove, Ill.)
Detailed information with photographs on roadside breath testing.

Print Ads

Friends don't let friends drive drunk. 1982. 1 p. black & white.
Three illustrated alternatives to letting friends drive drunk.

[Teens drinking and driving]. 1976. 1 p. black & white.
Two similar ads with photographs of teenagers in cars drinking. Text discusses teenage drinking and driving.

10 minutes ago everyone drank to Harry's health. 1975. 1 p. black & white. (8 1/2 x 11).
Aimed at physicians to encourage involvement in DUI issue.

[Drunk driving]. 1975. 1 p. black & white.
Two similar ads with photographs of auto crashes. Text discusses drunk driving.
Posters
75122 It's getting tough for drunk drivers. 1984. color. (20 1/2 x 24).
Directed toward teenagers. Drunk driving video game.
75147 Wouldn't it be a pain...to lose your driver's license?? It's getting tough for drunk drivers. 1984. color. (24 x 24).
Directed toward teenagers. Photograph of boy and girl at drive-in without a car.
75151 Want to change your lifestyle? It's easy, lose your driver's license. It's getting tough for drunk drivers. 1984. color. (24 x 24).
Directed toward adults. Photograph of businessman in suit riding in the back of a pick-up truck.
49361 Friends don't let friends drive drunk. 1982. 1 p. color. (13 1/2 x 18).
Three illustrated alternatives to letting friends drive drunk.
31348 This popular high school sport killed and maimed thousands of students last year. (1975). 1 p. color. (18 x 22).
Directed toward teenagers. Illustration of varsity letter, beer can, and automobile.

Bus Card

Bumper Sticker
39164 Operation CARE. 1978. 1 p. color.

Promotional Gimmicks
44208 Operation CARE. 1978. 2 p. (Tent table card.)

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

Pamphlets
Targeted toward teenagers. Outlines 12 action plans to educate teenagers about alcohol.
49614 Talking to your teenager about drinking and driving. 1981. 7 p. (5 1/2 x 8 1/4).
Directed to parents of teenagers. Discusses the problem of teenager drinking and driving.

Poster
49615 Play it smart. Don't drink and drive. Traffic accidents are the leading cause of death among teenagers... 1982. 1 p. color. (19 x 27).
Photograph of rear light streaks on roadway. Passenger asks driver if he is able to drive.

Bumper Sticker
26668 You've got to know when to say when. (1973). 1 p. color.
Drugs and driving. Why take the risk? 1984. 4 p. Hazards of combining alcohol or other drugs and driving.

Yield the keys when driving. 1985. 6 p. Looseleaf folder. "Starter kit" for restaurant, tavern, or business which promotes giving keys to sober friends after drinking. Includes lapel buttons, window decal, BAC calculator, and membership application.


The designated driver - being a friend. 1984. 4 p. Suggests designating a non-drinker to drive home at holiday functions.


Drinking and accidents - the choice is yours. 1977. 12 p. (3 3/4 x 8). General information on drinking and driving.

Series of four ads sarcastically explaining the benefits of drunk drivers.

Brief text on drinking and driving.

Collection of illustrated posters on drinking and driving.
Nebraska Highway Safety Program, Hastings

**Pamphlets**
- 38985 Drinking, driving and you. 1977. 5 p. (3 3/4 x 8 1/2). General information on drinking and driving including BAC levels.

**Print Ad**

**Bumper Sticker**
- 49254 Thinking drivers don't... (1981). 1 p. color.

Nebraska Highway Safety Program, Lincoln.

**Pamphlet**
- 49462 Drunk drivers hurt people. Be REDDI. 1981. 4 p. color. (3 3/4 x 8 1/2). Information and phone numbers for Nebraska REDDI program (Report Every Drunk Driver Immediately).

**Poster**

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. Photograph of war memorial.

- 39208 Breakfast in bed is a lousy way to spend the holiday. Slow up. Sober up. Buckle up. 1978. 1 p. black & white. Photograph of woman in hospital bed.

- 39209 Don't be a turkey behind the wheel. Slow up. Buckle up. Sober up. 1978. 1 p. black & white. Cartoon illustration of turkey driving car with backseat filled with beer cans.

New Canaan Safe Rides Explorer Post 966, Conn.

**Pamphlet**

New Hampshire Highway Safety Agency, Concord

**Print Ads**
- 39332 So you just got your license... 1979. 1 p. black & white. (various sizes). Collection of ads promoting sober driving among new drivers.

- 44145 Dad never missed a game. Now he'll never see another. 1979. 1 p. black & white. Photograph of young boy at baseball field. Text explains that the boy's father was killed by a drunk driver.
(Various sizes).
Collection of print ads on highway safety including DUI and
55 mph.

Bumper Sticker
39331 If you booze it you lose it.

New Jersey State Division of Motor Vehicles, Trenton

Pamphlet
(3 1/4 x 6).
General information on drinking and driving in New Jersey.
Includes information on New Jersey DUI law and BAC chart.

Promotional Gimmick

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
Brief information on drunk driving. Explains two-stage
communication campaign and includes reduced copies of print
ads and radio scripts.

Print Ads
Series of five ads from Slob campaign on drinking and
driving.
31218, 31220 [The law is tough on drinkers who drive. It just
Two similar ads describing Australian DUI law.

New York City Department of Transportation, N.Y.

Promotional Gimmicks
75251 Stop DWI. Drive sober.... 1984. 26 p. Litter bag
containing posters, bumper stickers, rulers, cocktail
napkins, match book, and other items.
75019 Drive sober...stop DWI. Drunk driving can cost you your
license...or worse, a trip to the morgue. 1983. Note:
Litter bag.

New York City STOP-DWI Program, N.Y.

Pamphlet
75313 Friends don't let friends drive drunk. Drive sober...STOP
DWI. 1984. 2 p.
Brief program information.
75324 New York City is tough on drunk drivers! Drive
sober...STOP DWI. 1984. 2 p. (4 1/4 x 5 1/2).
Penalties for conviction of DWAI and DUI.
New York State Department of Motor Vehicles, Albany

Pamphlets

75311 You and the drinking driving laws. Aug 1984. 8 p. (3 1/2 x 8 1/2).
Questions and answers on state DUI laws.

75285 The drinking driver program and you. Drinking and driving
don't mix. Feb 1984. 4 p. (3 1/2 x 8 1/2).
Information on state program.

Three similar pamphlets with brief information on drunk/drugged driving.

39265 Drunk. The New York State Drinking Driver Program - can
you live without it? 1978. 1 p. (5 1/2 x 8 1/2).
Information on NY state Drinking Driver Program.

39428 A program for drinking drivers written for judges,
maestros, prosecutors. 1979. 6 p. (5 x 7).
Targeted toward judicial professionals. Provides
explanation of Drinking Driver Program.

Posters

49630 When you're taking certain medicines, even one drink can be
too much. 1982. 1 p. color. (11 x 17).
Text on mixing drugs with alcohol and drugged driving.

35281 The alcohol in just 2 or 3 drinks... 1976. 1 p. color.
(11 x 17).
Discusses affects of alcohol on driving ability.

35277 Medicines can affect driving. 1975. 1 p. color.
(11 x 17).
Word of caution on drugged driving.

35279 It doesn't take many. 1975. 1 p. color. (11 x 17). (Co-
produced by New York State Liquor Authority and New York
State Traffic Safety Council.)
Illustration of car crashed into giant martini glass.

Print Ads

49629 A special message about drinking and driving for everyone
who drives. If you need it, call a special hot line
number. 1982. 1 p. black & white.
Text encourages calling for a ride or giving a ride.

Bumper Sticker

49628 Stop DWI. Drive sober. 1982.

News Releases

75464 You and the drinking driver laws. 8 May 1985. 2 p.
For young adults; discusses new drunk driving laws.

75343 Comprehensive report reveals STOP-DWI laws work. 2 April
1985. 3 p.
Summary findings show fatality reductions due to STOP-DWI
Program.

Promotional Gimmicks

49611 Play it safe. Know how much alcohol you can handle before
you decide to drive. 1982. 2 p.

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.)

35

New York State Division of Alcoholism and Alcohol Abuse, Albany

Pamphlets

New York State Senate, Albany

Pamphlet

New York State STOP DWI Coordinators Association, Syracuse

Pamphlet
75338 New York State STOP DWI Coordinators Association Newsletter. 1984. 6 p. (8 1/2 x 11). Newsletter issue provides overview of program.

North Carolina Governor's Highway Safety Program, Raleigh

Pamphlet
75234 Operation RADD: Report All Drinking Drivers! Drinking drivers kill people. Let's get them off our roads! 1984. 6 p. (3 3/4 x 8 1/2). Discusses Operation RADD and provides telephone numbers for all N.C. counties for people to use to report drunk drivers.
49339 Drinking drivers are everybody's business! Get concerned! 1981. 6 p. (4 x 8 1/2). Discusses drunk driving in North Carolina and the costs of DUI conviction.

Print Ads
49337 Drinking drivers are everybody's business. Get concerned! 1981. 1 p. black & white.
44142 Friends don't let friends drive drunk. (1979). 1 p. black & white. Illustration of red nosed reindeer (drunk) handing keys to scolding Santa Claus.

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.)
Print Ads

31097 Labour Day weekend: tragedy or fun? It all depends on you. 1973. 1 p. black & white.
Shattered photograph of family. Text discusses highway safety, including DUI.

31098 Before you refresh your body with holiday spirits, let us refresh your memory. 1973. 1 p. black & white.
Detailed information on Nova Scotia and Criminal Code of Canada's provisions for drunk driving. Also provides BAC chart.

Information on breath testers and drunk driving in Canada.

Posters

31186-31187 [You may have to drive but you don't have to drink]. (1974). 1 p. black & white. (19 x 25).
(Co-produced by Nova Scotia Commission on Drug Dependency, Halifax.)
Two similar posters discouraging drinking and driving.

Ohio Department of Highway Safety, Columbus

Pamphlets

38698 Ohio's implied consent law. 1977. 4 p. (5 1/2 x 8 1/2).
General information on Ohio's implied consent law.

General information on highway safety including DUI and seat belt/child restraint use.

Ohio Insurance Institute, Columbus

Pamphlet

Brief information on drunk driving in Ohio.

Print Ads

31468 Don't expect a drunk to do anything about drunk driving. (1975). 1 p. black & white. (12 x 19).
Photograph of drunk behind the wheel. Text discussing drunk driving problem.

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.
Brief information on drunk driving problem. Provides coupon to be clipped and mailed urging stronger penalties and enforcement.

Oklahoma Highway Safety Office, Oklahoma City

Pamphlet

Information on Oklahoma DUI laws and penalties. Also provides BAC chart and myth/facts on drunk driving.

Curriculum on drinking and driving geared toward 15-21 year age group.


Print Ads

If you drink and drive...the deck is stacked against you! (1976). 1 p. (Co-produced by Oklahoma Highway Patrol, Oklahoma City.) Brief information on BAC levels.

It's the season to be jolly...not dead. (1976). 1 p. black & white. Christmas season ad on drinking and driving.

But it's only 3.2 beer! (1976). 1 p. black & white. Brief information on alcohol content of beer.


Posters


Promotional Gimmick


Driving after drinking is dangerous! (1976). (Blood alcohol chart.)

Oklahoma Students for Responsible Driving Poster

Tomorrow: be a part of it - don't drink and drive. (1983). color. (10 x 20). Illustration of international sign prohibiting drinking and driving.

Bumper Sticker

Tomorrow: be a part of it - don't drink and drive. (1983). color.

Oneida County STOP DWI Program, Utica, N.Y.

Pamphlet

For the drinking driver in Oneida County...the party's over! Stop DWI. Play it safe, don't become a statistic. 1984. 6 p. (3 3/4 x 8 1/2). Brief information on STOP DWI Program, penalties, and BAC levels.

Ontario County STOP-DWI Program, N.Y.

Pamphlet

How to protect yourself from a drunk driver. 1984. 4 p. (8 1/2 x 11).
Encourages seat belt use as protection against drunk drivers, and provides clues for identifying drunk drivers.

Update on program activities.

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. (3 x 7 1/4).
Stuffer - Information on penalties for conviction of DUI.

Posters
31070-31071 [Holiday party survival]. 1973. 1 p. color. (Co-produced by Addiction Research Foundation, Toronto.)
Two similar posters with hints on how to survive holiday parties.
Two similar posters advocating safety during holiday parties.

Promotional Gimmick
31081 How are you going to get home safely from holiday parties? 1973. 1 p. color. Note: resturant placemat.

Ontario Trucking Association, Rexdale (Canada)

Pamphlet
Targeted toward truck drivers. Advertisement for "mobile billboards" on highway safety, including seat belts and DUI.

Orange County Trauma Society, Orange, Calif.

Pamphlet
Explanation of Staying Alive education program, designed to make students aware of dangers of drinking and driving.

Oregon Traffic Safety Commission, Salem

Pamphlets
75529 If you drink and drive, the least you'll lose is your license. 1985. 6 p.
Brief explanation of Oregon DUI law. Includes BAC chart.
Folder including materials for corporate traffic safety program.

Posters
75625 Oregon's tough new law. 1985. 11x14.
Explanation of DUI law.
75626 The drinking driver's guide to great hotels. 1985. 11x14.
Jail, hospital, and graveyard.

Call before a friend really blows it. 1985.
Encourages friends stopping friends from driving drunk.

Paramedics Against Drunk Drivers, Winter Park, Fla.

Pamphlet

Brief information on PADD.

PARKIT (Prevent Alcohol Related Killings and Injuries in Tompkins County), Ithaca, N.Y.

Pamphlets

Kit contains general information on PARKIT.

Pelham/Parents/People United for Community Health (PUNCH), N.Y.

Pamphlets

75013 Drinking/driving/drugs. Feb 1983. 2 p. color. (4 x 9).
Facts and questions and answers on drinking and driving.

Pennsylvania Bureau of Traffic Safety, Harrisburg

Pamphlets

44081 Drugged drivers: what can a pill do to your driving reactions? (1978). 2 p. (3 1/2 x 8 1/2).
Brief discussion of the use of medication with driving.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Pamphlets

Information with illustrations on drunk driving. Includes tips for party hosts and parents.

Tips for hosts on how to make a drinking party safe. Includes recipes for hor d'ouvres and non-alcoholic drinks.

Information to parents on teenage drinking and driving.

Print Ads

Two similar ads promoting safe driving habits: speed limits, sober driving, and seat belt use.

39196 He needs your help. 1978. 1 p. black & white.
Advocates taking care of friends who drink too much. Coupon for free party guide provided.

Posters

39323 At equal BACs, do they all get equal treatment? (1979). 1 p. black & white. (11 1/2 x 15).
Photograph of businessman, housewife, and laborer at bar.

Photograph of teenage boy in car holding beer bottle with baby bottle nipple attached.

**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**


Series of 68 questions which measure the teenager's attitudes and knowledge of drinking and driving.

**Poster**

39326 I'm OK, you're wasted. (1979). 1 p. color. (11 x 16 1/2).

Cartoon illustration of friend driving drunk friend home.

Pepsico, Inc., Purchase, N.Y.

**Bumper Sticker**

35218 If you must drink and drive...drink Pepsi! 1976. 1 p. color.


**Pamphlet**


Information on Arizona DUI laws.


Tips on how to host a responsible drinking party. Including recipes for hor d'ouvres and non-alcoholic drinks.

49335 Check list for traffic survival. 1981. 4 p. (4 x 9).

Several points to insure safe driving including DUI and seat belt use.

Playboy Enterprises, Inc., New York, N.Y.

**Pamphlet**

75239 In the public spirit. 1984. 4 p. Pocket folder containing Playboy news release explaining commitment to Stop DWI cause. Print ad, promotional gimmicks, bumper stickers, and poster also included.

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. (14 x 18).

Cartoon illustration of family in car on Fourth of July outing.
Potters Industries, Inc., Hasbrouck Heights, N.J.

Pamphlet 75632 The visual link of prevention. 1984. 7 p. Flyer and brochure promoting film regarding use of pavement edge marking as preventor of drunk driving accidents.

Preferred Risk Mutual Insurance Company, West Des Moines, Iowa


Public Affairs Committee, Inc., New York, N.Y.

Pamphlet 49612 Teenagers and alcohol: patterns and dangers. J. Saltman. 1983. 29 p. (5 x 7). Detailed information on teenage drinking, including DUI.

Puerto Rico Commission for Transit Safety, San Juan


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. Illustration of death character mixing liquor and gasoline into a beaker.


Remove Intoxicated Drivers, Schenectady, N.Y.

Pamphlet 75528 Will you be the next victim of the drunk driver? RID says: we can change the odds. 1985. 6 p. Brief introduction to RID organization. Includes membership information.
Red Cross SEE American Red Cross

Rensselaer County STOP DWI Program, Troy, N.Y.
Pamphlet
75315 Drinking drivers...your luck could take a turn for the worse! 1984. 4 p. (4 x 9).
Brief information on DWI penalties.

Rhode Island Governor's Office of Highway Safety, Providence
Pamphlet
Explanation of state DUI laws.

RIDE: Reduce Impaired Driving Everywhere in Metro Toronto, Ontario (Canada)
Pamphlet
Brief information on RIDE Phase II program, drinking and driving, and DUI laws and penalties.

Rockland County S.T.O.P.-D.W.I. Project, New City, N.Y.
Pamphlet
75318 STOP DWI. Remember, friends don't let friends drive drunk. 1984. 2 p. (3 x 5).
BAC information.
75320 ABC's of drinking and driving. Facts about America's no. 1 safety problem. 1984. 16 p. (5 1/2 x 8).
Cartoon illustrations provide detailed information on drinking and driving.
75325 Learn about drinking and driving. 1984. 16 p. (5 1/4 x 8 1/4).
Cartoon illustrations with detailed information on drunk driving.
75326 The booze information handbook for teens. 19 April 1983. 20 p. (4 x 7 1/2).
Detailed information on teenage drinking, include DUI.

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. (3 1/2 x 8 1/2).
Cartoon illustrations describe what happens to individuals convicted of DUI. Also provides BAC chart. Text in French and English.

Saskatchewan Safety Council, Regina (Canada)
Promotional Gimmick
Saskatchewan Transportation Agency, Regina (Canada)

Pamphlet
39352 Saskatchewan's new impaired driver control program. 1979. 2 p. (3 1/2 x 8 1/2).
General information on drinking and driving including Saskatchewan DUI laws, educational programs and BAC chart.

Seagram, Joseph E. & Sons, Company, New York, N.Y.

Print Ads
Collection of Seagram ads which advocate moderate drinking.
Magazine insert providing eight multiple choice questions and answers about alcohol equivalence and BAC.
39418 Were you an accessory to this crime? 1979. 1 p. black & white.
Photograph of shattered windshield. Text discusses the responsibilities of individuals in solving the drunk driving problem.
38929 Your guest is trying to tell you something. Please listen. 1977. 1 p. black & white.
Photograph of hand covering cocktail glass. Text discusses how to be a good host by not pushing drinks.
Tips to party hosts on how to get drunk guests home safely.
31486 Of all the good advice Seagram has ever offered to partygivers, we think this is the best yet. (1975). 1 p. color.
Tips on how to host a responsible drinking party. Includes recipes for hor d'ouvers and non-alcoholic drinks.
Text discusses the myth of coffee's sobering powers.
26340 I can drive when I drink. 1973. 1 p. color.
Handwriting samples taken at various stages of a party illustrate alcohol's affect on coordination.

Poster
75156 You have to look up to a man who never drinks when he drives. (1983). color. (21 x 33).
Illustration of Santa Claus driving sleigh off roof top.

Smith and Wesson, Springfield, Mass.

Print Ads
49045 Get drunks off the road. 1980. 1 p. color.
Manufacturer's advertisement for breathalyzer.

Snohomish County Drinking Driver Countermeasure Program, Wash.

Pamphlet
General information on social drinking and driving.
South Carolina Commission on Alcohol and Drug Abuse, Columbia

Posters
49427 Drive straight. 1981. 1 p. color. (11 x 14).
44200 Too often it's the people who don't drink who get smashed. (1979). 1 p. black & white. (18 x 24).
  Photograph of accident scene, police officer talks to young man with ambulance in background.

Print Ads
49426 Drive straight. 1981. 1 p. black & white.
  Series of three ads. (Various sizes).
49252 Guess who Jerry Burns ran into after the party? (1980). 1 p. black & white.
  Photograph of police officer talking to young man at the scene of an accident.
  Photograph of flipped automobile. Text discusses drunk/dragged driving among young drivers.
44202 The deadliest weapon is usually loaded. (1979). 1 p. black & white.
  Photograph of drunk behind the wheel. Text encourages people who drink to let someone else drive.

Bumper Sticker
44197 Too often it's the people who don't drink who get smashed. (1979). 1 p. color.

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 Law Enforcement Officers Association

Print Ad
  Photograph of teenagers at party drinking beer.

Poster
  Photograph of teenagers at party drinking beer.

South Dakota State Highway Patrol, Pierre

Pamphlet
18453 What is "mobat" breath testing? Who will be tested? n.d. 1 p. (5 1/2 x 8 1/2).
  Information on Mobat breath test.

Promotional Gimmicks
18454 Percent of alcohol in blood. n.d. 1 p. (Blood alcohol chart.)
Storer Broadcasting Company, Miami, Fla.

**Print Ads**

31364 A lot of teenagers are dying for a drink. (1975). 2 p.  
black & white. (11 1/2 x 17).  
Photograph of police officer pulling young man from wrecked car. Text discusses teenage drinking and driving.

Students Against Driving Drunk, Marlboro, Mass.

**Pamphlet**

Contract to be signed by teenager and parent agreeing to call for sober rides.

75068 If we dream it, it can be done. (1983). 6 p. (5 x 8 3/4).  
General information on SADD including SADD contract and how to start a SADD program.

General information on SADD.

Students Against Driving Drunk, Georgia Southern College Chapter, Statesboro

**Pamphlet**

4 p. (8 1/2 x 11).  
Suggestions to parents on hosting responsible teenage parties.

Suffolk County Stop-D.W.I. Program, Hauppauge, N.Y.

**Pamphlet**

75310 Last year in Suffolk County, over 10,000 people were arrested for drunk driving. 1984. 6 p. (3 1/4 x 8 1/2).  
DUI statistics and penalties.

75016 Last year in Suffolk County, over 9000 people were arrested for drunk driving. (1983). 6 p. color. (3 3/4 x 8 1/2).  
General information on drunk driving, DUI laws, and penalties in Suffolk County.

**Poster**

75001 Stop DWI before it stops you dead! Don't drink and drive. 1983. color. (10 1/2 x 17).  
Photograph of automobile crashed into tree.

**Bumper Sticker**

75015 Stop DWI. Suffolk is tough on drunk drivers. (1983). color.

**Promotional Gimmick**

75253 Stop DWI. County of Suffolk. 1984. color. Dry transfer sticker.

Texas Alcohol Narcotics Education, Inc., Dallas

**Pamphlet**
- **26767** Alcohol...or highway safety? L.R. Curtis. 1975. 47 p. color. (5 1/2 x 8 1/4).
  Cartoon illustrated information on alcohol and highway safety including: alcohol affects, BAC levels, and DUI laws.

Texas Governor's Traffic Safety Program, Austin

**Pamphlet**
- **18876** The drunk driving test: introductory remarks. n.d. 7 p. (7 x 7).
  Companion piece to movie, "Drunk Driving Experiment in San Antonio". (See Movie Section 18679).

**Print Ads**
- **38947** That last drink cost me my driver's license and over $2,000. 1977. 1 p. black & white.
  Brief text discusses costs of DUI conviction.
- **38976** This couple is about to see something they've never seen before. 1977. 1 p. black & white.
  Photograph of couple. Brief text on drunk driving.
- **35305** What are the facts on holiday driving hazards? Read what the pros have to say. (1976). 1 p. black & white.
  Questions and answers on highway safety, including DUI.
- **35306** Show him the way to go home. (1976). 1 p. black & white.
  Photograph of friend putting drunk friend into taxi.
- **35307** Drinking drivers are losing their heads. (1976). 1 p. black & white.
  Photograph of broken windshield taken from driver's seat.
- **35308** Drinking and driving will really get you into things. (1976). 1 p. black & white.
  Photograph of ambulance attendants putting accident victim into ambulance.
- **35309** Don't tell us you can drive holding that much liquor. (1976). 1 p. black & white.
  Photograph of man getting into car holding several cocktails.

Tioga County S.T.O.P. D.W.I., Oswego, N.Y.

**Poster**
- **75332** You're not driving me home 'til you're sober! Make sure your driver is sober before you get in the car. 1984.
  color. (8 1/2 x 14).
  Photograph of horse in harness.

Tompkins County STOP-DWI Program, Ithaca, N.Y.

**Pamphlet**
- **75322** Think before you drink and drive. STOP DWI - Tompkins County. 1984. 4 p. (5 1/2 x 8 1/2).
  Brief program description.
- **75323** Directory of speakers, services and material resources on alcohol, drugs, drinking and driving in Tompkins County. 1984. 21 p. (5 1/2 x 8 1/2).
  Directory of people, etc. involved in local program.
Traffic Improvement Association of Oakland County, Bloomfield Hills, Mich.

Pamphlet
75249 If you're ready to do something about drunk drivers.... 1984. 4 p. (3 3/4 x 8 1/2).
Information on REDDI (Report Every Drunk Driver Immediately) program in Oakland County.

Brief information on drunk driving in Oakland County.

Posters
49455-49456 [The party's over in Oakland County]. 1982. 1 p. black & white. (15 x 22).
Two similar posters on the increased effort (enforcement and judicial) to decrease drunk driving in Oakland County.

49326-49327 [The party's over in Oakland County]. 1981. 1 p. black & white. (15 x 22).
Two similar posters on the increased effort (enforcement and judicial) to decrease drunk driving in Oakland County.


Pamphlet

Posters
35498 In the past year 20,658 drivers flunked the breath test. (1975). 1 p. color. (34 x 22 1/2).
35499 Drinking drivers. Point ten is now the law. (1974). 1 p. color. (34 x 22 1/2).

Promotional Gimmick

Traffic Safety Association of Michigan, Detroit

Pamphlet
Tips for parents of new drivers. Includes discussion of general safe driving techniques, DUI, and use of seat belts.

Travelers Insurance Company, Hartford, Conn.

Print Ad
39001 Is putting drunk drivers behind bars the only way to teach them a lesson? (1978). 1 p. black & white.
Photograph of man in jail cell. Text advocates revoking licenses of individuals convicted of DUI.
United Services Automobile Association, San Antonio, Tex.

Pamphlet
75516 Special report: teenagers and driving. 1984. 8 p. Reprint of Aide article discussing teenage drinking and driving.

75170 Striking back at the drinking driver. 1983. 5 p. (8 1/2 x 11). Reprint of article from Aide, 1983, on the new efforts to strike back at the drinking driver.

Poster

Utah Alcoholism Foundation, Salt Lake City

Pamphlet
26743 Drinking and driving. Common questions and answers on the problem. n.d. 4 p. (4 1/2 x 9). Answers to common questions on drinking and driving.

Utah Highway Safety Office, Salt Lake City

Bumper Sticker

Valley Stream Subaru, N.Y.

Bumper Sticker

Videsupra, New Canaan, Conn.

Pamphlet

Virginia Division of Motor Vehicles, Richmond

Pamphlet
75062 It couldn't happen to me. May 1984. 8 p. (3 1/2 x 8 1/4). Photographs of Virginians killed by drunk drivers. Information on how to identify and report drunk drivers.

Virginia Highway Safety Division, Richmond

Pamphlets
38926 The medicine that's good for you may not be good for your driving. 1977. 2 p. (3 x 6). (Co-produced by Virginia Department of Mental Health and Mental Retardation, Virginia Pharmaceutical Association, and Virginia Academy of Family Physicians.) Stuffer - Information on drugs and driving.

26707 How much is too much? Safe drivers know. n.d. 6 p. (3 3/4 x 8 1/2). Information on Virginia's legal BAC limit.
Print Ads

38923 Too many Virginians are getting flowers for Christmas. 1977. 1 p. black & white. Photograph of funeral arrangement.


Poster

(available as a slide)

18207 I kin driff ash good ash n'body. n.d. 1 p. black & white. Close-up photograph of intoxicated man.

Washington State Patrol, Olympia

Pamphlet

44377 Jenny and Angie survived... 1980. 2 p. color. (4 x 9). Provides information on how to identify drunk drivers and phone numbers throughout the state to report them.

Poster

44378 Jenny and Angie survived... 1980. 1 p. color. (17 x 22). Photograph of two girls and wrecked pick-up truck. Space provided for local phone number to report drunk drivers.

Washington Traffic Safety Commission, Olympia

Pamphlets

75594 What you should know about the Washington State drunk driving laws...they're tough. 1985. 6 p. Discussion and explanation of state DUI laws.

75595 Let's live it up...responsibly. 1985. 12 p. Booklet for party host to ensure safe parties. Includes recipes, coasters, designated driver stickers, and family contract.

75596 Family safe driving contract. 1985. 1 p. Parents and teenagers agree to call for ride after drinking.

75597 The key to great holiday parties in yours free! 1985. 25 p. Looseleaf folder. Kit includes designated driver stickers, tips for party hosts, and brochures promoting sober driving.


75605 Como ahorrar dinero y evitar problemas. 1985. 6 p. Spanish discussion of drinking and driving, use of seat belts and car seats.

Poster

75618 Causa y efecto. 1985. color. 17x22 1/2. Illustration of beer, wine, liquor, and traffic crash; in Spanish.

75444 Last year's vacation was: flurried, hurried and worried. 1985. 14 p. General information on drunk driving.

75457 How to spot a drunk driver. 1984. 2 p. Describes what to look for and how to report a drunk driver.
Promotional Gimmicks


75443 *Drive Washington friendly this summer.* 1985. 34 p. Includes trashbag, lotto game, and travel guide.

75448 *The key to great holiday parties is yours free!* 1984. 17 p. Packet contains pamphlets and dashboard stickers.


75459 *Please don't buy it for kids!* 1984. Sticker.

Washtenaw County Health Department, Ann Arbor, Mich.

Pamphlet

75540 *The kids are out tonight, are they driving o.k.?* New drivers: a parent's guide. 1985. 6 p. Co-produced by Traffic Safety Association of Michigan, Detroit. Suggestions for parents of teenagers apt to drink and drive.

West Virginia Governor's Highway Safety Administration, Wheeling

Promotional Gimmicks

35268 *You drive...and keep the life of the party alive!* (1976). 1 p. color. (Television station identification tag.)

35269 *Have a safe and sober 4th!* (1976.) 1 p. (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.)

Will Rogers Institute, White Plains, N.Y.

Bumper Sticker

75304 *Stay alive - don't drink and drive.* 1984. color.

Wisconsin Clearinghouse for Alcohol and Other Drug Information, Madison

Pamphlet

38513 *Responsible drinking party ideas.* 1977. 23 p. Looseleaf folder including: tips on how to host a responsible drinking party and recipes for non-alcoholic drinks.

Wisconsin Department of Transportation, Madison

Pamphlet


Wisconsin Division of Highway Safety Coordination, Madison

**Pamphlets**

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Year</th>
<th>Pages</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>35219</td>
<td>The three wise persons.</td>
<td>1976</td>
<td>3 p.</td>
<td>(3 3/4 x 8 1/2)</td>
</tr>
<tr>
<td>31400</td>
<td>Safe winter &quot;holiday hopes and helps.&quot;</td>
<td>1975</td>
<td>2 p.</td>
<td>(3 3/4 x 8 1/2)</td>
</tr>
<tr>
<td>31185</td>
<td>Are you giving a party?</td>
<td>1974</td>
<td>2 p.</td>
<td>(3 3/4 x 8 1/2)</td>
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<tr>
<td>18195</td>
<td>How many drinks make an accident? What's the difference a drug makes?</td>
<td>n.d.</td>
<td>4 p.</td>
<td>(3 3/4 x 8 1/2)</td>
</tr>
<tr>
<td>31330</td>
<td>When you drive in Wisconsin it is implied you consent to a chemical test if arrested for drunk driving.</td>
<td>1976</td>
<td>1 p.</td>
<td>color (7 x 11)</td>
</tr>
<tr>
<td>49255</td>
<td>Predictions - your future.</td>
<td>1979</td>
<td>4 p.</td>
<td>(3 3/4 x 8 1/2)</td>
</tr>
<tr>
<td>39245</td>
<td>Wisconsin arrests drunk drivers. What does this sign mean to you?</td>
<td>1978</td>
<td>6 p.</td>
<td>color (3 3/4 x 8 1/2)</td>
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<tr>
<td>38730</td>
<td>Save a life for Christmas.</td>
<td>1977</td>
<td>3 p.</td>
<td>(3 3/4 x 8 1/2)</td>
</tr>
<tr>
<td>3517</td>
<td>How much can you drink--and still drive?</td>
<td>n.d.</td>
<td>2 p.</td>
<td>(Blood alcohol chart.)</td>
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**Poster**

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<th>Number</th>
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</thead>
<tbody>
<tr>
<td>35330</td>
<td>When you drive in Wisconsin it is implied you consent to a chemical test if arrested for drunk driving.</td>
<td>1976</td>
<td>1 p.</td>
<td>color (7 x 11)</td>
</tr>
</tbody>
</table>

**Promotional Gimmick**

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<tr>
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<tbody>
<tr>
<td>18212</td>
<td>How much can you drink--and still drive?</td>
<td>n.d.</td>
<td>2 p.</td>
<td>(Blood alcohol chart.)</td>
</tr>
</tbody>
</table>

Wisconsin [Governor's] Office of Highway Safety, Madison

**Pamphlets**

<table>
<thead>
<tr>
<th>Number</th>
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<th>Year</th>
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<tbody>
<tr>
<td>49255</td>
<td>Predictions - your future.</td>
<td>1979</td>
<td>4 p.</td>
<td>(3 3/4 x 8 1/2)</td>
</tr>
<tr>
<td>39245</td>
<td>Wisconsin arrests drunk drivers. What does this sign mean to you?</td>
<td>1978</td>
<td>6 p.</td>
<td>color (3 3/4 x 8 1/2)</td>
</tr>
<tr>
<td>38730</td>
<td>Save a life for Christmas.</td>
<td>1977</td>
<td>3 p.</td>
<td>(3 3/4 x 8 1/2)</td>
</tr>
</tbody>
</table>

**Print Ad**

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<th>Title</th>
<th>Year</th>
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<tbody>
<tr>
<td>35317</td>
<td>Your teenagers need to know about drinking and driving. You need to know how to tell them.</td>
<td>1976</td>
<td>1 p.</td>
<td>black &amp; white (8 1/2 x 12)</td>
</tr>
</tbody>
</table>

**Posters**

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<th>Title</th>
<th>Year</th>
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<tbody>
<tr>
<td>39333</td>
<td>Drive with C.A.R.E.</td>
<td>1979</td>
<td>1 p.</td>
<td>color</td>
</tr>
<tr>
<td>38740</td>
<td>Highway happiness is no accident.</td>
<td>1975</td>
<td>1 p.</td>
<td>color (8 1/2 x 11)</td>
</tr>
</tbody>
</table>

**Promotional Gimmicks**

<table>
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<tr>
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<th>Year</th>
<th>Pages</th>
<th>Size</th>
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<tbody>
<tr>
<td>31329</td>
<td>Highway happiness is no accident.</td>
<td>1975</td>
<td>2 p.</td>
<td>(Restaurant table card.)</td>
</tr>
<tr>
<td>35336</td>
<td>Take two! They're good for you. Watch out for 3, or sad you'd be.</td>
<td>1975</td>
<td>1 p.</td>
<td>color (Restaurant placemat.)</td>
</tr>
</tbody>
</table>
Know your limits. Chart for responsible people who may sometimes drive after drinking. n.d. 2 p. (Blood alcohol chart.)
PART II

TELEVISION MATERIALS

Alaska State Troopers, Anchorage

**Television Spot**

75567 *Broken heart (drunk driving).* 1986. 60 sec. videocassette. Consequences of drunk driving.

Alcohol Safety Action Project--Virginia, Richmond

**Television Spots**

49266 Dangerous stunt. 1981. 30 sec. 16mm. and videocassette. color. Discussion of deadly stunts, including drinking and driving.


**Television Spots**

49401 Plan ahead. 1978. 30 sec. videocassette. color. Animated illustrations of alternatives to driving while impaired.

38973-38975 First a friend, then a host campaign. 1977. 16mm. color. Series of three spots (30, 30, 60 sec.) Suggestions on how to host a responsible drinking party.

26341-26350 Sure, Mac, sure. (1971). 16mm. color. Series of 10-60 sec. spots. Characters learn the myths of staying or getting sober.

American College of Surgeons, Chicago, Ill.

**Television Spot**

75384 Drinking and driving II. 1984. 60 sec. videocassette. General information on drinking and driving.

Auburn University, Ala.

**Television Spot**


Automobile Club of Michigan, Dearborn

**Television Spots**

35254 Milk for the road. Bring 'em back alive. (1974). 10 sec. 16mm. color. Series of three spots (60, 30, 10 sec.) Young boy talks to fellow kids about safe driving techniques including seat belt use and drinking and driving.
26755 Bring 'em back alive. The party's over. 1971. 30 sec. 16mm. color.
Tips for hosting a responsible drinking party.

California Highway Patrol, Sacramento
Television Spots
75645 Public service spots. 1985. 10 min. approx.
Series of 16 spots on various subjects including DUI arrest procedures, teenage drinking, commencement drinking and driving, correct child restraint use.
49852 Drunk arrest. 1979. 30 sec. videocassette. color.
Officer arresting DVI suspect.
49853 Party scene. 1979. 30 sec. videocassette. color.
Man refuses drink because he's driving home. Cut to wife welcoming man home. In another scene the same man accepts drink. Cut to man in jail cell.

Canada Safety Council, Ottawa
Television Spots
35208 Time to sober. (1975). 60 sec. 16mm. color.
Animated story of character "Charlie" who knows only time can sober.
18158 If you drive after drinking. 1971. 60 sec. 16mm. color.
Discussion of DVI arrest and trial process.
Storyboard
18159 See television spot 18158 above for description.

Canada, Transport Canada, Ottawa
Television Spots
49267-49268, 49272-49273 [Canadian drunk driving laws]. 1977.
16mm. color.
Four similar spots (30, 30, 60, 60 sec.) Explanation of Canada's drunk driving laws.

Connecticut Office of Highway Safety, Wethersfield
Television Spot
videocassette.
Woman leaving bar attempts to drive. Announcer discusses drinking and driving.

Connecticut State Alcohol Council, Hartford
Storyboard
35265 Drinking, driving, and drugs. 1976. 1 p. 4 frames.
color. (Slides attached; Co-produced by Connecticut Safety Commission and Connecticut Pharmaceutical Association.)
Animated visuals. Copy discusses the use of alcohol and prescribed or over-the-counter drugs and driving. Written for holiday season.

Dimension Films, Los Angeles, Calif.
Television Spots
color. videocassette.
Series of three spots (30 sec.) Sports heroes, Vida Blue, Burt Hooton, and Bill Russell, encourage young drivers not to drink and drive.

Series of six 30 sec. spots. Television stars talk to young drivers about drinking and driving.

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

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

39227-39228 [Responsible drinking]. 1978. 16mm. color.
Two 60 sec. spots using football stars Drew Pearson and Rocky Bleier to talk to teenagers about alcohol.

38695-38696 [Responsible drinking.] 1977. 16mm. color.
Two 60 sec. spots using football stars Fran Tarkenton and Walter Payton to talk to teenagers about alcohol.

Florida Governor's Highway Safety Commission, Tallahassee

Television Spot
Sheriff Higgins talks about drinking and driving.

Great Britain Ministry of Transport, London (England)

Television Scripts
39171-39173 [Think before you drink and drive]. 1977. 1 p.
Three scripts on drinking and driving.

Honolulu Police Department, Hawaii

Television Spots
Dangers and consequences of drinking and driving.

Aimed at military personnel.

Discusses social drinking and subsequent driving.

75412 "It's too late" - Lisa Gallo. 1984. 30 sec. videocassette.
Victim discusses accident resulting from drunk driving.

75413 University of Hawaii Volleyball Wahines. 1984. 30 sec. videocassette.
Team makes pitch against drunk driving; aimed at young drinkers.

75414 "George" - victim. 1984. 30 sec. videocassette.
Victim describes his accident.

Police Chief stands in junkyard to make point about drunk driving.
Idaho Department of Transportation, Office of Highway Safety, Boise

Television Spots
44011-44013 Alcohol and driving don't mix. 1979. videocassette. color.
Series of three 10 sec. spots. Friends don't let friends drive drunk.

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

Television Scripts
39344-39346 Holiday party. 1978. 3 p.
Three scripts for spots providing tips for hosting a responsible drinking party.

Iowa [State] Governor's Highway Safety Office, Des Moines

Television Spots
49904 Slider. Don't discover your drinking limits by accidents. 1983. 30 sec. videocassette. color.
Two friends at bar drinking beer. Announcer discusses amounts of alcohol needed to impair driving.
Series of three spots (30, 20, 10 sec.). Young man convicted of DUI talks about the penalties.
49256-49258 Never made it. 1981. videocassette. color.
Series of three spots (30, 20, 10 sec.) Mother tucking daughter into bed. Father never makes it home.
Series of three spots (30, 20, 10 sec.) Tow truck driver discusses the toll of drunk drivers in Iowa.
49070 Don't discover your drinking limits by accident. Wanna bet. 1980. 30 sec. color. videocassette.
Beer can thrown from passing car. Announcer encourages finding rides for friends.
49071-49072 Know when to say when. 1980. videocassette. color.
Two similar spots (10, 20 sec.) Encourages teenagers to know their alcohol limit.
39480 License. 1979. 30 sec. videocassette. color.
Explains Iowa implied consent law.
39481-39483 [Know your limit]. 1979. videocassette. color.
Series of three similar spots (30, 10, 10 sec.) promoting responsible drinking by knowing your own limit.

Television Scripts
49302 Don't discover your drinking limits by accident. That face - alternate. 1980. 60 sec. 7 1/2 ips.
44167-44170 See television spots 39480-39483 above for descriptions.

Iowa State Department of Public Safety, Des Moines

Television Spots
49259-49260 Know when to say when: jail. 1979. videocassette. color.
Two spots (30, 10 sec.); young man arrested and processed for drunk driving.
49261-49263 Know when to say when: rider. 1979. videocassette. color.
Series of three spots (30, 10, 10 sec.). Man rides home in taxi after losing driver's license.

Kentucky Association of Insurance Agents, Frankfort
Television Spot
18242 Life will go on without you. [Blinders.] n.d. 60 sec. 16mm. color.
Man creates effects of alcohol by blurring vision, wearing blinders, and putting weights on feet then attempts to drive.
Storyboard
18243 See television spot 18242 above for description.

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. videocassette. color.
J. B. Hall, Jack Givens, and Rick Robey discuss defensive driving including seat belt use and DUI.
Foster Brooks discusses drinking and driving.

Maryland State Police, Pikesville
Television Spots
49899 Governor Huges. [1982]. 30 sec. videocassette. color.
Governor Harry Huges discusses Maryland's new DUI laws and enforcement efforts.
Maryland State Trooper explains arrest process of DUI suspects.
49901 Lone Ranger. [1982]. 30 sec. videocassette. color.
Car weaving down the road followed by police cars with flashing lights to the Lone Ranger theme.

Massachusetts Governor's Highway Safety Bureau, Boston
Television Spot
Yearbook pictures of people killed in alcohol related traffic accidents. Announcer gives Massachusetts statistics.

Metropolitan Safety Council
Television Spot
Explains alcohol equivalency of beer, wine, and distilled spirits; addresses unwillingness of television to air Seagram spots on same subject.

Missouri Division of Highway Safety, Jefferson City
Television Spots
75372 Slider. 1984. 30 sec. videocassette.
Aimed at young male drinkers; takes place in bar. Clio Award winner.

75373 New law. 30 sec. videocassette.
Two 30-sec. versions aimed at young males describing tough new law which includes license suspensions.

For young adults and young social drinkers.

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

Television Spots

75197 It's getting tough for drunk drivers. 1984. videocassette.
Collection of spots on "get tough" DUI policies. Two feature Taurean Blacque, 4 are animated.

NOTE: The following 16 spots are part of the "Friends Don't Let Friends Drive Drunk" campaign.

Animated tips for keeping drinking friends alive.

Testimony of woman whose family was killed by a drunk driver and then formed community group.

49122 Mime friends. 1980. 30 sec. 16mm. color.
Pantomime illustration of friends don't let friends drive drunk.

49276 Drinking/driving. Christmas/holiday. 1980. 30 sec. 16mm. color.

39221 Drinking/driving. Disco. 1979. 30 sec. 16mm. color.
Friends at disco offer a ride to another friend who has had too much to drink.

39315 Star friends. 1979. 30 sec. 16mm. color. [Also available on videocassette.]
Characters and cantina scene from Star Wars.

39148 Bringing Dad home. Christmas promo. 1978. 30 sec. 16mm. color.
Father gets a ride home from the office Christmas party after drinking too much.

Friends don't let Tony drive drunk.

35273 Vignettes. 1977. 30 sec. 16mm. color.
People practice telling friends not to drive drunk.

35274 Husband and wife. 1977. 60 sec. 16mm. color.
Wife persuades drunk husband to let her drive.

35090-35091 Sleeping man. 1976. 16mm. color.
Two spots (60, 30 sec.) of friends driving drunk friends home.

31267-31268 Bartender. 1975. 16mm. color.
Two spots (60, 30 sec.) After putting a drunk customer into a taxi the bartender discusses drinking and driving.

31269-31270 Teddy. 1975. 16mm. color.
Teddy spends the night at a friend's house after drinking too much.

Storyboards

75232 It's getting tough for drunk drivers. 1984. 1 p. color.
See television spot 75197 above for information.
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.

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

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

Television Spots
49403 Saturday night. (1982). 30 sec. color. videocassette. Appeals to teenage driver. Young driver with wrecked car attempts to explain to his father.

National Safety Council, Chicago, Ill.

Television Spots
35255, 26057 [Stunt drivers]. 16mm. color. Two similar 60 sec. spots (1974, 1972). Provides information on drunk driving using professional stunt drivers.
18410, 26974-26975 Scream bloody murder. P. Lee, ann. 1970. 16mm. color. Series of three classic spots (60, 30, 10 sec.) Point of view of driver, weaving car down the roadway. Announcer (Peggy Lee) sarcastically explains all the drunk driver has done.

Storyboard
18411 See television spot 18410 above for description. (Black & white.)

New York State Department of Motor Vehicles, Albany

Television Spots
49854-49855 Softball. 1982. videocassette. color. Two spots (30, 20 sec.) Friends get together for softball, but drinking less because of New York DUI laws.
49859-49860 Lone Ranger. 1982. videocassette. color. Two spots (30, 20 sec.) Weaving car comes over a hill followed by six police cars with flashing lights to the Lone Ranger theme.
49862 Happy hour. 1982. 30 sec. videocassette. color. Woman drinking at bar during happy hour. Cut to woman standing before a judge for DUI arrest.
49863 Bowling. 1982. 30 sec. videocassette. color.
Bowling buddies drinking. Announcer explains New York State's DUI laws.


Drinking driver program. Foster Brooks. 1979. color. videocassette. Two spots (30, 10 sec.) Foster Brooks takes a taxi cab after drinking too much.

Drinking driver program. Henry Winkler. 1979. color. videocassette. Two spots (30, 10 sec.) Henry Winkler discusses drinking and driving. Appeals to younger driver.

Television Scripts

See television spots 39272, 39274-39275 above for descriptions.

Scripts for two spots (10, 20 sec.) Tips for hosting a responsible holiday party.

Discusses New York penalties for conviction of DUI.

North Carolina Governor's Highway Safety Program, Raleigh

Television Spots

The note. 1984. 30 sec. color. videocassette. Message on drinking and driving. Encourages giving rides or calling a taxi for party-goers who have had too much to drink.

North Carolina statistics on drinking and driving designed for holiday season.

Tips for hosting a responsible drinking party during the holidays.

Illustration of red nosed (drunk) Rudolf giving keys to a scolding Santa Claus. (No audio).

Comparison of alcohol content of beer, wine, and liquor.

Television Scripts

Collection of four television/radio scripts on drinking and driving during holiday season.


Ohio Department of Health, Alcohol Testing Program, Columbus

Television Spots

Know your limit. 1981. videocassette. color. Two spots (30 sec.). Robert Urich and Rose Marie talk about drinking and driving. Provides information for BAC chart.

Defensive driving. 1981. videocassette. color.
Two spots (30 sec.). Fred Grandy and Debby Boone discuss the Ohio Defensive Driving program.

Ohio Department of Highway Safety, Columbus

Television Spots
75490 SADD. 1985. 60 sec. videocassette. About Students Against Drunk Driving.
75491 Janet Guthrie. 1985. 60 sec. videocassette. Race car driver talks about DUI.
75379 Special holiday message. 30 sec. videocassette. Director of Ohio Department of Highway Safety presents holiday message on drinking and driving.
39304 Young driver. (1979). 60 sec. 16mm. color. Addresses drinking and driving among young drivers.
44333 It’s gonna cost you a bundle. 1979. 60 sec. 16mm. color. Break down of the costs of being convicted of DUI.

Oklahoma Highway Safety Office, Oklahoma City

Television Script

Television Spots

Oregon Traffic Safety Commission, Salem

Television Spots
75646 DUI. 1985. 3 min. approx. Contains several spots on Oregon's drunk driving laws.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Television Spots
39137–39139, 39145 [Traffic safety]. 1978. 16mm. color. Four similar 30 sec. spots discussing traffic safety including seat belt use, DUI, and speed limit.

Television Scripts
39140–39142, 39147 See television spots 39137–39139, 39145 above for descriptions.

Pennsylvania Youth Traffic Safety Council, Harrisburg

Television Spots
39313 Andy. (1979). 60 sec. 16mm. color. Young girl talks about highway safety.
38953–38954 Sounds. 1978. 16mm. color. Two spots (60, 30 sec.) Teenage boy promotes "Sounds of Seat Belts", "Sounds of Sober" and "Sounds of Speed Limit" record offers.
44334 AM/FM. 1978. 30 sec. 16mm. color. Disc jockeys promote highway safety including seat belt use, drinking and driving, and 55 mph speed limit.
Television Scripts
39013-39014 See television spots 38953-38954 above for descriptions.

Sacramento Police Department, Calif.
Television Spots
75492 Holiday messages on drunk driving. 1984. videocassette. Various messages on holiday DUI.

Saint Louis County Police Department, Clayton, Mo.
Television Spots
49395-49396 Drink and it's your business, drive and it's ours. (1979). videocassette. color. Two spots (30 sec.). Discussion of drinking and driving.
Television Scripts
44454 Do you know what happens when you get arrested for drunk driving in St. Louis County? 1978. 1 p. Discussion of DUI arrest process in St. Louis County.

San Diego Police Department, Calif.
Television Spots

Seagram, Joseph E. & Sons, Company, New York, N.Y.
Television Spot
75643 Drivers manual; alcohol equivalency. 1985. 60 sec. Explanation of equivalency of one drink each of beer, wine, and distilled spirits. Tape also contains 30 sec. spot.

South Carolina Commission on Alcohol and Drug Abuse, Columbia
Television Spots
49081 Jail. 1980. 30 sec. color. videocassette. Arrest and processing of drunk driver through the eyes of the suspect.
49082 Alcohol and drug abuse. Over the counter drugs. 1980. 30 sec. color. videocassette. State trooper discusses effects of over-the-counter drugs on driving ability.
39307 Too often it's the people who don't drink who get smashed - Debbie. [film version]. (1979). 30 sec. 16mm and videocassette color.
Films of seven-year-old girl killed by drunk driver. Announcer emphasizes that even a few drinks can impair a driver.

Too often it's the people who don't drink who get smashed - best friend. (1979). 30 sec. 16mm. and videocassette. color. Young man discusses how he lost his driver's license and best friend in a DUI accident.

Storyboards
49422-49423 Drive straight. (Version 1: women.) (Version 2: men.) 1981. 8 frames. black & white. Two 30 sec. spots. Animated testimony from teenagers who should have let their friends drive.

South Dakota State Highway Patrol, Pierre
Television Script
18514 Last year 12 pesons died on South Dakota's roads over the long Labor Day weekend: drive South Dakota sober. R.F. Kneip, anncr. n.d. 1 p. Script for 30 sec. spot. Governor Richard Kneip gives driving safety tips, including DUI, for Labor day weekend.

Tennessee Highway Patrol, Nashville
Television Spot

Texas Governor's Traffic Safety Program, Austin
Television Spot
18470 Sometimes driving friendly means not driving at all. n.d. 60 sec. 16mm. color. Drunk couple leaving party, getting into car, and driving away.

Storyboard
18471 See television spot 18470 above for description.

Traffic Improvement Association of Oakland County, Bloomfield Hills, Mich.
Television Spot

Utah Highway Safety Office, Salt Lake City
Television Spot
Virginia Highway Safety Division, Richmond

Television Spots
49088 Know before you go. 1980. 30 sec. color. videocassette.
Scenes of automobile graveyard. Announcer discusses
effects of prescribed and over-the-counter medication on
driving ability.

Washington Traffic Safety Commission, Olympia

Television Spots
75406 Give and let live. Nov 1984. 4 min. total. videocassette.
Fourteen separate spots, some featuring Dave Brown of the
Seattle Seahawks. Emphasis is on humor and compassion.
Series of six 60 sec. spots. Testimonials from the
families of victims of drunk drivers.

West Virginia Governor's Highway Safety Administration, Wheeling

Television Spot
16mm. and videocassette. color.
Governor Rockefeller discusses drinking and driving in West
Virginia.

Wisconsin Department of Transportation, Madison

Television Spot
Young driver in jail cell. Cut to still frames of
wheelchairs, automobile crashes, and injured bodies.

Wisconsin Office of Highway Safety, Madison

Television Spots
75394-75399 Sobering consequences: teen/jail; you can lose your
license; employee interview; teen loss of license; jail;
teen drugs and driving. 1984. 30 sec. each.
videocassette.
All aimed at young drinking drivers; emphasizes new strict
laws which include jail terms and loss of license.
License revocation for drunk driving.
75401 Commencement. 1984. 30 sec. videocassette.
To traditional commencement theme, shows newspaper
headlines concerning teen drunk driving accidents.
Drunk in bar speaks in anger about not being able to drive;
pull back to show he's in wheelchair because of drunk
driving accident.
75403 Jennifer. 1984. 60 sec. videocassette.
Young husband in hospital in wheelchair laments loss of his
wife in his drunk driving accident.
PART III

RADIO MATERIALS

Alcohol Safety Action Project--Virginia, Richmond

Radio Spots
49304-49306 Sometimes the life of the party is in your hands. 1980. 7 1/2 ips.
Three spots (30, 10, 30 sec.) Directed toward women whose dates/husbands have had too much to drink. Encourages taking away keys.

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

Radio Spots
39088-39089 Half drunk drivers are dangerous, too. 1977. 33 1/3 rpm.
Two similar spots discuss how small amounts of alcohol can impair driving ability.
39093 Half drunk drivers are dangerous, too. Live announcer. 1977. 4 min. 25 sec. 33 1/3 rpm.
Radio announcer drinks two beers and discusses how alcohol impairs driving ability.

Radio Scripts
Two live announcer scripts discussing effects of alcohol on driving ability.

Automobile Club of Michigan, Dearborn

Radio Spots
26756 New Year's holiday safety message. (Version 1.) 1972. 30 sec. 7 1/2 ips.
Tips to young drivers for safe holiday drinking and driving.
26757 New Year's holiday safety message. (Version 2.) 1972. 30 sec. 7 1/2 ips.
Tips for safe late night/holiday party drinking and driving.

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

Canada Safety Council, Ottawa

Radio Spots
Tips on how to host a responsible drinking party.
Myths and facts about sobering up.
18162 Driver. (1971). 60 sec. 7 1/2 ips.
Brief message on penalties (social and legal) of DUI.
Information on breath tests and BAC levels.
General information on drunk driving.
Holiday spot urging friends to watch out for other friends.

Radio Scripts
18308 See radio spots 18160-18165 above for descriptions.

Citizens for Highway Safety, Washington, D.C.

Radio Spots
38766-38767 Know your limits. 1977. 30 sec. cassette.
(Sponsored by DISCUS and NHTSA.)
J. Claybrook and R. Peet discuss drinking and driving.
38768 Holiday driving tips. J. Robards, anncr. 1977. 27 sec. cassette. (Sponsored by DISCUS and NHTSA.)
Provides tips on highway safety including DUI.

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

Colorado Division of Highway Safety, Denver

Radio Spots
Pat Bartrum provides a brief message on drinking and driving.
26861-26863 Holiday driving. 1973. 60 sec. each. cassette. (3 versions; Co-produced by ASAP--Denver, Colo.)
Three spots with song promoting safe drinking and driving during the holiday season.

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

Connecticut State Alcohol Council, Hartford

Radio Scripts
Series of eight holiday season scripts providing reminder that over-the-counter medications and alcohol can impair driving ability.

Fayette County Alcohol Intensified Enforcement Program, Richmond, Ky.

Radio Scripts
Series of six 30 sec. scripts on drinking and driving including: BAC levels, breath testing, myths for sobering, and DUI penalties.

General Motors Corporation, Detroit, Mich.

Radio Spot
49303 Convicted drunk. 1973. 60 sec. 7 1/2 ips.
Chronic drunk driver talks about his DUI record and the accident that killed a young boy.

Idaho Department of Transportation, Office of Highway Safety, Boise

Radio Spots
Two spots (40, 30 sec.). Song, “Three for the Road”, advocating speed limits, seat belt use, and sober driving.
44348-44349 Tomorrow is in your hands. (1979). 30 sec. 7 1/2 ips.
Two similar spots. Song, "Tomorrow is in Your Hands", advocating speed limits, seat belts, and sober driving.

Tippin' the bottle. (1979). 25 sec. 7 1/2 ips.

Festus Hagen of Gunsmoke talks about drinking and driving.

Illinois Department of Transportation, Springfield

Radio Scripts
Two scripts for radio spots (30, 60 sec.) Announcer discusses drunk driving death rate. Promotes seat belts as the best protection against the drunk driver.

Indiana State Police Department, Indianapolis

Radio Spot
Bob Harke, professional race car driver, gives tips for safe driving including not drinking and driving.

Insurance Information Institute, New York, N.Y.

Radio Spots
Two spots (60, 30 sec.) providing testimony from a man involved in DUI accident.

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

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

Radio Scripts
39343 Holiday drinking. 1978. 2 p.
Script for 30 sec. spot providing message on holiday drinking and driving.

Iowa [State] Governor's Highway Safety Office, Des Moines

Radio Spots
49302 Don't discover your drinking limits by accident. That face. 1980. 60 sec. 7 1/2 ips.
Announcer encourages people who have had too much to drink to let someone else drive.

44260 Could lose. 1979. 30 sec. 7 1/2 ips.
Information on Iowa implied consent law.

44261 150 pounds. 1979. 30 sec. 7 1/2 ips.
Information on BAC levels.

44262 Drink slowly. 1979. 10 sec. 7 1/2 ips.
Recommendations for safe drinking.

44263 Arrested. 1979. 10 sec. 7 1/2 ips.
Information on Iowa implied consent law.

49296-49297 Know when to say when. 1979. 7 1/2 ips.
Two spots (30, 10 sec.) providing Iowa statistics on DUI arrests.

49298-49299 Know when to say when. 1979. 7 1/2 ips.
Two spots (30, 10 sec.) providing information on Iowa implied consent law.
Radio Scripts
44165 Implied consent; know your limits. 1979. 4 p. (Series of 4 radio scripts.)

National Congress of Parents and Teachers, Chicago, Ill.

Radio Spots
39105-39110 The first to do it. 1977. 60 sec. 33 1/2 rpm. Collection of six spots on teenage drinking including DUI. Dick Orkin and Bert Berdis announcers.

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

Radio Spots
75194 It's getting tough for drunk drivers. Version A. 1984. 30 sec. 7 1/2 ips. Announcer discusses penalties of DUI.
75195 It's getting tough for drunk drivers. Version B. 1984. 30 sec. 7 1/2 ips. Man convicted of DUI discusses "get tough" penalties of DUI.
NOTE: The following 7 spots are part of the "Friends Don't Let Friends Drive Drunk" campaign.
49908-49910 Friends don't let friends drive drunk! 1982. cassette. Four similar spots (10, 30, 30, 30 sec.) offering three suggestions for keeping a drunk friend from driving.
31258-31259 Teddy. 1975. 7 1/2 ips. Two spots (60, 30 sec.) Teddy spends the night at a friend's house after drinking too much.
31260-31261 Bartender. 1975. 7 1/2 ips. Two spots (60, 30 sec.) Bartender discusses drinking and driving.
31262 Mr. Adams. 1975. 60 sec. 7 1/2 ips. Song - "He's only drinking beer".
31263 Flying. 1975. 60 sec. 7 1/2 ips. Directed toward younger drivers. Song about drinking and driving.
31264 Julie. 1975. 60 sec. 7 1/2 ips. Directed toward younger drivers. Young man discusses DUI accident that disabled his girlfriend.
39070-39072 [Songs.] 1975. 60 sec. 7 1/2 ips. Three similar spots featuring contemporary songs directed toward young drivers, promotes sober driving.

Radio Scripts
75196 It's getting tough for drunk drivers. 1984. 4 p. Note: Four live announcer scripts on "get tough" approach to drunk drivers.
49912 Friends don't let friends drive drunk! 1982. 6 p. (Series of 6 scripts.)
31271-31277 See radio spots 31258-31264 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

Script
35005 See special radio program 35004 above for description.

Nebraska Highway Safety Program, Hastings
Radio Spots
44293, 44296 Youth drunk driving. (1979). 30 sec. 7 1/2 ips. Two similar radio spots. Teenagers discuss drinking and driving.

Radio/Television Scripts

Nebraska Highway Safety Program, Lincoln.
Radio Script

Nevada Office of Traffic Safety, Carson City
Radio Script
39118 On Memorial Day weekend, we remember and honor our war dead. 1978. 1 p. Brief message on number of people killed in automobile crashes.

New Brunswick Department of Provincial Secretary, Fredericton (Canada)
Radio Scripts
26295-26301 This year make it none for the road. 1972. 1 p. Series of seven scripts on drinking and driving during the holiday season.

New Jersey State Division of Motor Vehicles, Trenton
Radio Spots
49678-49681 [Graduation season]. 1982. 7 1/2 ips. Series of four ads targeted toward young drivers. Provides brief cautionary messages on drinking and driving.

Radio Scripts
49682-49685 See radio spots 49678-49681 above for descriptions.

New South Wales Department of Motor Transport, Traffic Accident Research Unit, Sydney (Australia)
Radio Scripts
31202-31203 Six middies of beer in one hour. 1974. 1 p. Two scripts for radio spots discussing BAC levels.
31204-31207 The law is tough on drinkers who drive. 1974. 1 p.
Four similar scripts for radio spots providing information on the penalties of DUI.

Series of four radio scripts on Slob (people who drink and drive). Part of two-pronged education program.

New York State Department of Motor Vehicles, Albany

Radio Scripts
49695 See radio spot 49694 below for description.
Live announcer script on New York penalties for DUI.
35299 One too many. 1976. 1 p.
Script for 10 sec. live announcer spot reminding listeners not to drink and drive during holiday season.
Two live announcer scripts providing tips for hosting safe holiday parties.

Radio Spot
49694 Sugar Ray Leonard on drunk driving. 1982. 30 sec. 7 1/2 ips.
Sugar Ray Leonard discusses drunk driving among young drivers and New York DUI laws.

North Carolina Governor's Highway Safety Program, Raleigh

Radio Spots
Two spots (29, 9 sec.). Edwin Guy, Governor's Highway Safety Program, talks about drunk driving and enforcement.
44480-44485 Working for safety. 1980. 7 1/2 ips.
Series of radio programs discussing highway safety issues in detail. Issues include: seat belts, DUI, speed limits, and motorcycles.
44216 Alcohol equivalence. 1979. 10 sec. cassette. (Also available as 7 1/2 ips.)
Reminder of alcohol content in beer, wine, and liquor.
44217-44219 Responsible hosting. 1979. 30 sec. cassette. (Also available as 7 1/2 ips.)
Tips for hosting a responsible drinking party during holiday seasons.
44220-44221 Friends don't let friends drive drunk. 1979. 30 sec. cassette. (Also available as 7 1/2 ips.)
Two similar ads for holiday season.

Radio Scripts
44491 Abbreviated radio scripts. See radio spots 44480-44485 for descriptions. 13 p.
44139 Alcohol. 1979. 3 p.
Series of five scripts on drinking and driving during the holiday season.
39213-39214 [Alcohol and driving.] 1978.
Two series (6 scripts and 5 scripts) on drinking and driving during the holiday season.
Nova Scotia Department of Highways, Halifax (Canada)
Radio Scripts
Four scripts for radio spots reminding listeners not to
drink and drive.

Ohio Department of Highway Safety, Columbus
Radio Spots
44248 Friends. 1979. 30 sec. 7 1/2 ips.
Suggestions for dealing with a friend who drinks and
drives.
44249 Lose license. 1979. 30 sec. 7 1/2 ips.
Directed toward young drivers. Game show host describes
different ways in which young drivers can lose their
drivers licenses, including DUI.
44251 Drunk driving. 1979. 30 sec. 7 1/2 ips.
Message directed toward young (drinking age) drivers on
DUI.
44264-44270 [Costs of DUI conviction]. (1979). 30 sec. 7 1/2
ips.
Seven similar ads on the costs incurred by someone
convicted of DUI.
39143 Drunk driving. 1978. 30 sec. 7 1/2 ips.
Directed toward young drivers. General information on
drinking and driving and the high price of DUI conviction.

Ontario Ministry of Transportation and Communications, Downsview
(Canada)
Radio Scripts
31132-31137 How would you like... 1974. 1 p.
Series of six live announcer scripts. Satirical look at
the results of drinking and driving. Targeted toward
holiday season.

Pennsylvania Governor's Traffic Safety Council, Harrisburg
Radio Spots
49109 Tomorrow is in your hands. Don't mix drinking and driving.
1978. 60 sec. 7 1/2 ips.
Song, "Tomorrow Is In Your Hands". Provides information on
drinking and driving.
49110-49111 Three for the road. 1978. 7 1/2 ips.
Two spots (30, 60 sec.) advocating speed limits, seat belt
use, and sober driving.

Pennsylvania Youth Traffic Safety Council, Harrisburg
Radio Spots
38955 Sounds. 1978. 30 sec. 7 1/2 ips.
Record offer featuring "The Sounds of Seat Belts" and "The
Sounds of Sober Driving".
38956-38958 [Songs.] 1978. 60 sec. 7 1/2 ips.
Three similar spots featuring contemporary songs directed
toward young drivers which promote sober driving.
49112-49118 Three for the road. 1978. 30 sec. 7 1/2 ips.
Series of seven spots promoting seat belts, sober driving, and 55 mph speed limit.

Richmond Bureau of Police, Va.

**Radio Spots**

**Radio Scripts**
31278-31279 See radio spots 31265-31266 above for descriptions.

Saint Louis County Police Department, Clayton, Mo.

**Radio Spots**
49671-49673 Drink and it's your business; drive and it's ours. 1979. 30 sec. 7 1/2 ips. Series of three ads providing general information on drunk driving.
49674 Drunk driver. 1980. 60 sec. 7 1/2 ips. Man arrested for DUI talks about drunk driving.
49675 Police officer. 1980. 60 sec. 7 1/2 ips. St. Louis County police officer talks about DUI arrest process.

**Radio Scripts**
44455-44457 See radio spots 49671-49675 above for descriptions.

South Carolina Commission on Alcohol and Drug Abuse, Columbia

**Radio Spots**
44239 Debbie. 1979. 30 sec. 7 1/2 ips. Story of seven year old girl killed by drunk driver.
44240 Grave. 1979. 30 sec. 7 1/2 ips. Young man talks about DUI accident that killed his best friend.
44241 Car race. 1979. 30 sec. 7 1/2 ips. Directed toward young drivers. Relates message that drinking and driving is dangerous not fun.
44242 Jail. 1979. 30 sec. 7 1/2 ips. Discussion of DUI arrest process.
44243 Drugs and driving. 1979. 30 sec. 7 1/2 ips. Discusses use of marijuana, alcohol, or other drugs while driving.
44244 Preached to. 1979. 30 sec. 7 1/2 ips. Brief message on drunk/drugged driving.
44245 Highway patrol - drugs. 1979. 30 sec. 7 1/2 ips. Cautionary message on drugged driving.
44246 One out of four. 1979. 30 sec. 7 1/2 ips. Brief message on number of drunk/drugged drivers and BAC levels.
44247 Ethnic spot. 1979. 30 sec. 7 1/2 ips. Young black drivers discuss the dangers of drinking and driving.

**Radio Scripts**
49424 Stop now. 1981. 1 p.
49425 Sorry to spoil your fun. 1981. 1 p.
44205 See radio spots 44241-44244 above for descriptions.
South Dakota State Highway Patrol, Pierre

**Radio Scripts**

18510  Labor Day safety program. n.d. 1 p.
Suggested script interview of patrolman on highway safety during labor day weekend.

18511-18513  [Drinking and driving.] n.d. 1 p.
Three scripts providing brief reminder to listeners not to drink and drive.

Texas Governor's Traffic Safety Program, Austin

**Radio Spots**

18520-18530  Drive Friendly. n.d. 30 sec. 45 rpm.
Collection of eleven spots using R. Adair, C. Channing, F. Young, T. Stafford, D. Rather, and J.C. Riley to discuss highway safety including seat belt use and DUI.

**Radio Scripts**

18532-18541  See radio spots 18520-18530 above for descriptions.

Texas State Department of Highways and Public Transportation, Austin

**Radio Spots**

49370  Don't drive if you're drunk. 1980. 30 sec. 7 1/2 ips.
Song for holiday season reminding listeners not to drink and drive.

49371  Don't drive if you're drunk. 1980. 105 sec. 7 1/2 ips.
1950's style song telling listeners not to drink and drive.

Traffic Improvement Association, Oakland County, Michigan

**Radio Spots**

49676-49677  It's 2 o'clock in the morning. 1980. 7 1/2 ips.
Two spots (60, 30 sec.) discussing drunk driving and Oakland County enforcement programs.

United States Brewers Association, Washington, D.C.

**Radio Spots**

49620-49622  Think twice about drinking and driving. K. McNichol, announcer. 1982. 7 1/2 ips.
Series of three spots (60, 30, 10 sec.). Kristy McNichol talks to teenagers about drinking and driving.

**Radio Script**

49623  See radio spots 49620-49622 above for descriptions.

Utah Highway Safety Office, Salt Lake City

**Radio Spots**

NOTE: The following 5 radio spots are recorded on videocassette.

39487-39488  [Drinking and driving]. 1979. 30 sec.
Two similar spots providing brief message on DUI.

39489-39491  Youth. 1979. 30 sec.
Three similar radio spots. Teenagers discuss teenage drinking and driving.

Virginia Highway Safety Division, Richmond

**Radio Spots**

Message discusses how alcohol affects driver's reaction time.

49686-49688 VASAP quizzes. April 1978. 30 sec. 7 1/2 ips.
Game show format provides information on Virginia implied consent law, BAC levels, and penalties for DUI conviction.

38971-38972 Drugs and driving. 1977. 7 1/2 ips.
Two spots (60, 30 sec.) on drugs and driving.

Washington State Patrol, Olympia
Radio Scripts
Two scripts (30, 60 sec.) briefly discussing 55 mph speed limit and drinking and driving.

Washington Traffic Safety Commission, Olympia
Radio Spots
49702-49704 [Testimonials]. Nov 1982. 60 sec. 7 1/2 ips.
Series of three spots providing testimony from families of DUI victims.

49705-49708 [Testimonials]. Nov 1982. 30 sec. 7 1/2 ips.
Series of four spots providing testimony from families of DUI victims.

49709-49712 Booze and kids. Aug 1982. 7 1/2 ips.
Series of four ads (60, 30, 60, 30 sec.) Provides statistics on teenage fatalities and injuries due to drinking and driving. Designed to dissuade people from buying alcohol for minors.

44304-44306 [Drinking and driving]. 1976. 60 sec. 7 1/2 ips.
Three similar spots (60, 60, 30 sec.) providing brief reminder not to drink and drive.

Wisconsin [Governor's] Office of Highway Safety, Madison
Radio Spots
49288-49295 Having a holiday party? Friends don't let friends drive drunk. 1981. 7 1/2 ips.
Series of 8 spots promoting safe holiday drinking and a reminder that medications can impair driving ability.

49665 Drinking driver. April 1978. 58 sec. 7 1/2 ips.
Highway Safety Coordinator, Don Gerhman talks about what can happen to the drunk driver.

49667-49670 [Acting Governor Schreiber]. 1978. 28 sec. 7 1/2 ips.
Four similar ads. Schreiber discusses drinking and driving including Wisconsin implied consent law and tips for hosting a responsible drinking party.
PART IV

MOVIES AND A-V PRESENTATIONS

Aetna Life and Casualty, Hartford, Conn.

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

American Automobile Association, Washington, D.C.

Slides


Movies
75463 Just another Friday night. 1984. 15 min. videocassette. On youth drinking and driving; for high school audiences and youth groups.
26867 Drink, drive, rationalize. (1973). 25 min. approx. 16mm. color. Humorous approach to illustrate myths and half-truths surrounding drinking patterns and attitudes. For all age groups.
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.) Description of Phoenix program for those arrested for DWI. Emphasis on personal involvement in attempt to aid individuals in understanding their own situation and assuming responsibility for changing their behavior. Adult audiences.

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

Audio-Visual Presentation
18597-8, 19024 A01 The decision is yours: alcohol and driving. 1971. 3 3/4 ips. 93 frame filmstrip. script. Presentation aimed at teenagers to encourage them to make their own decisions about drinking.

California Highway Patrol, Sacramento

Movie
35240 License to kill. 1973. 15 min. 16mm. color. Legal procedures outlined from arrest through sanctioning. Explains implied consent law. Adult audiences.
Canada, Transport Canada, Ottawa

Audio-Visual Presentation

35315 Drinking, driving, and the law. 1977. 106 slides. audio cassette. script. (Co-produced by Ontario Department of Transport, Road and Motor Vehicle Traffic Safety.) Provides detailed information on drinking in Canada including BAC levels, laws, penalties, effects of alcohol.

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

Script

26752 Sixty minutes. DWI. 1973. 8 p. Mike Wallace and Morley Safer investigate the DUI problem using case examples of DUI in Florida. Describes that state's DWI counterattack program. Class participants discuss their attitudes and beliefs about drinking and driving.

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

Movie

49050 Until I get caught. Excerpts. 1979. 20 min. 16mm. color. (Also available on videocassette.) Excerpts from the 60-minute film. Describes community programs to counteract drunk drivers. Interviews people in social drinking settings. Discusses consequences of drunk driving. Excellent film originally used on public television during holiday season. Shortened and distributed by NHTSA. For high school through adult audiences.

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

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.) Format is the same as for the television quiz show. Questions and answers concern alcohol abuse. Audience is junior or senior high or alcohol education class.

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.) Provides basic information on drinking, how it affects drinkers, BAC levels, DUI laws, and local statistics.

**Movie** 26943  
C.R.A.S.H. (Countermeasures Related to Alcohol and Safety on the Highway). 17 frames. black & white. Analysis of individuals arrested for DUI and sentenced to Vermont CRASH program. Good for those who are or should be in counseling for drinking problems.

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.) Study of ten drivers from various age groups who combine drinking and driving, including their comments as to their driving ability before and after drinking. Film also describes purpose of NHTSA's alcohol countermeasures program. Middle and young age groups. Especially good for those interested in physiological effects of alcohol.

18775 Drinking drivers. n.d. 12 min. 16mm. color. Controlled experiment on driver impairment at .15% BAL. Three drivers on different driving courses. For adults concerned with physical impairment after drinking.

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

**Movie** 18600  
Drivin' and drinkin'. n.d. 13 min. 57 sec. 16mm. color. (Produced in cooperation with the National Safety Council, Chicago, Ill.) Directed at teenagers as motivation for them to learn about hazards of driving and drinking. Emphasizes that alcohol, as a depressant, should be separated from driving.

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.) Classic depiction of effects of alcohol on various driving skills. Uses professional racing drivers. For high school through adult audiences.

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.) Effects of alcohol and drug/alcohol interaction depicted through driver performance tests. Of particular concern is human reaction time. For high school through adult audiences.

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

**Movie** 75475  
When teenagers drive. 1985. 12 min. videocassette. Provides suggestions for young people concerning safety belt use and alternatives to driving after drinking.
Iowa [State] Governor's Highway Safety Office, Des Moines

**Slide/Tape Presentation**

49902 Arrest of a drunk driver. 1978. 12 min. 38 slides. cassette. Details of what happens when arrested for drunk driving in Iowa.

Kemper Insurance Group, Long Grove, Ill.

**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.) Demonstration of the breathalizer as a deterrent to drunk driving. Describes the importance of eliminating the guesswork on the part of patrolmen as to whether a person is drunk or has another medical impairment. For adults and police.

Maryland State Police, Pikesville

**Special Television Program**

49392 The drinking driver problem. You're under arrest. 1982. 15 min. approx. videocassette. color. (Produced by CBS News, New York, N.Y.; Segment of "60 Minutes"). Procedures one goes through when arrested for drunk driving. Actual footage from arrests, booking, etc.

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

**Special Television Program**

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

**Slides**

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

**Movie**

49903 Such a beautiful day. 1972. 15 min. 16mm. color. (Co-produced by Alcohol Safety Action Project--Baltimore.)

**Slide/Tape Program**


National Safety Council, Chicago, Ill.

**Movie**

39279 Social drinking: fun - fatal. 1974. 15 min. 16mm. color. Problems of combining social drinking atmosphere with driving. For high school through adult audiences.

North Carolina Governor's Highway Safety Program, Raleigh

**Slide/Tape Presentation**

75367 Sad song. 1985. 70 slides. cassette. For high school audiences; discusses youth and drinking and driving.

80
Ohio Department of Highway Safety, Columbus
Audio-Visual Presentation
49002-49004 "Think twice" - DWI slide program. 1979. 113 color slides; 19 min. 20 sec. cassette; 14 p. script. Brief information on drinking and driving includes discussion of BAC levels, levels of impairment, and penalties for DUI conviction. Provides scenario of "happy hour" drinker who is convicted of DUI.

Texas Governor's Traffic Safety Program, Austin
Movie
18679 Drunk driving experiment in San Antonio. n.d. 7 1/2 min. 16mm. color. Experiment at San Antonio race track, using professional race drivers, to measure driving capabilities at .10%. Responses, reflexes, and written abilities are tested. For adult audiences.
PART V

MATERIALS SOURCES

Addiction Research Foundation, 33 Russell St., Toronto, Ont. M5S2S1, Canada
Aetna Life and Casualty, 151 Farmington Ave., Hartford, Conn. 06156
Alaska State Troopers, Box 6618 Annex, Anchorage, Alaska
Alcohol Safety Action Project, 2449 Iowa, Suite G., Lawrence, Ks. 66044
Alcohol Safety Action Project, 2300 W. Broad, Richmond, Va. 23269
Allstate Insurance Companies, Allstate Plaza F-3, Northbrook, Ill. 60062
American Academy of Pediatrics, Box 927, Elk Grove Village, Ill. 60007
American Automobile Association, 8111 Gatehouse Rd., Falls Church, Va. 22042
American Automobile Association, Bancroft Auto Club, 290 Park Ave., Worcester, Mass. 01609
American Automobile Association, Foundation for Traffic Safety, 2990 Telestar Court, Ste. 100, Falls Church, Va. 22042
American College of Surgeons, 55 E. Erie, Chicago, Ill. 60611
American Driver and Traffic Safety Education Association, 1201 16th St., N.W., Washington, D.C. 20036
American Motorcyclist Association, Box 141, Westerville, Ohio 43081
American Public Health Association, 1015 15th st., N.W., Washington, D.C. 20005
American Red Cross, 17th Between D & E, N.W., Washington, D.C. 20006
Anheuser-Busch, Inc., One Busch Place, St. Louis, Mo. 63118
Auto Dealers Traffic Safety Council, 1776 Massachusetts Ave., Washington, D.C. 20036
Automobile Club of Michigan, 1 Auto Club Drive, Dearborn, Mich. 48126
Automobile Club of Southern California, Public Safety Department, 2601 S. Figueroa, Los Angeles, Calif. 90007
Avanti Technologies, Meadville, Pa. 16335
Ayerst Laboratories, 685 Third Ave., New York, N.Y. 10017
Bacardi Imports, Inc., Miami, Fla.
Beam, James B., Distilling Company, 500 N. Michigan Avenue, Chicago, Ill. 60611
Bell County Citizens DWI Task Force, Tex.
Bete, Channing L., Company, South Deerfield, Mass. 01373
Blue Cross Blue Shield of Greater New York, 622 Third Ave., New York, N.Y. 10017
Boy Scouts of America, Inc., Fairfield County Council, 362 Main Ave., Norwalk, Conn. 06851-1597
British Columbia Ministry of the Attorney General, Parliament Bldg., Vancouver, B.C. V8V 4S6, Canada
California Highway Patrol, P.O. Box 898, Sacramento, Calif. 95804
Canada, Health and Welfare Canada, Brooke Claxton Bldg., Ottawa, Ont.
Springfield, IL 62764
Illinois Governor's Official Traffic Safety Coordinating Committee
DOT Adm. Bldg., 2300 S. Dirksen Pkwy, Springfield, IL 62764
Illinois Secretary of State, 213 State Capitol, Springfield, IL 62756
Illinois State Department of Transportation, 2300 S. Dirksen Pkwy, Springfield, IL 62764
Indiana Governor's Traffic Safety Program, 801 State Office Bldg, 100 N. Senate St., Indianapolis, IN 46204
Indiana State Police Department, 301 State Office Bldg., 100 N. Senate Ave., Indianapolis, IN 46204
Insurance Bureau of Canada, 13th Floor, 181 University Ave., Toronto, Ontario, Canada M5H 3M7
Insurance Corporation of North America, 1600 Arch St., Philadelphia, PA 19103
Insurance Corporations of British Columbia, Box 11131, Royal Centre, 1055 W. Georgia St., Vancouver, B.C. Canada V6E 3R4
Insurance Information Institute, 110 William St., New York, NY 10038
Insurance Institute for Highway Safety, Watergate 600, Washington, D.C. 20037
Iowa Department of Substance Abuse, 202 Insurance Exchange Bldg., 505 5th Ave., Des Moines, IA 50319
Iowa State Department of Public Safety, 523 E. 12th St., Des Moines, IA 50319
Iowa (State) Governor's Highway Safety Office, Capitol Annex, 523 E. 12th St., Des Moines, IA 50319
Junior League of Spokane, West 807 Sprague ST., Spokane, WA 99210
Kansas Department of Transportation, State Office Bldg., 915 Harrison St., Topeka, KS 66612
Kemper Insurance Company, Route 22, Long Grove, IL 60049
Kent Drinking Driver Task Force, 200 Fourth Ave. S., Kent, Wash. 98032
Kentucky Association of Insurance Agents - contact address below
Kentucky Office of Highway Safety Planning, State Police Headquarters, 919 Versailles Rd, Frankfort, KY 40601
Kentucky Traffic Safety Coordinating Committee, State Police Headquarters, 919 Versailles Rd., Frankfort, KY 40601
King Kullen Grocery Company, 1194 Prospect Ave., Westbury, NY 11590
Lafayette Alcohol-Traffic Action Program, University of Southwestern Louisiana, E. University Ave., Lafayette, La. 70504
Los Angeles Police Department, Box 30158, Los Angeles, Calif. 90030
Louisiana Department of Public Health, 755 Riverside N., Baton Rouge, LA 70821
Maine Highway Safety Committee, State House, Station 42, Augusta, ME 04333
Marine Corps, Department of the Navy, Washington, D.C. 20380
Maryland State Police, State Police Hqtrs., Pikesville, MD 21208
Massachusetts Governor's Highway Safety Bureau, 2104 Leverett Saltonstall State Office Bldg., 101 Cambridge ST., Boston, MA 02202
Media Group, Ltd., 2215 29th St., Grand Rapids, MI 49508
Metropolitan Area Safety Council of Minnesota, 412 WCCO Bldg., 625 2nd Ave., South, Minneapolis, MN 55402
Michigan Interfaith Council on Alcohol Problems, Box 10212, Lansing, Mich. 48901
Michigan Licensed Beverage Association, 534 S. Walnut St., Lansing, MI 48933
Ave., Albany, NY 12210
New York State Senate, 321 Senate Chamber, State Capitol, Albany, NY 12247
North Carolina Governor's Highway Safety Program, 215 E. Lane St., Raleigh, NC 27601
North Carolina State Department of Motor Vehicles, Motor Vehicles Bldg., 1100 New Bern Ave., Raleigh, NC 27697
North Dakota State Highway Department, 600 E. Boulevard Ave., Bismarck, N.D. 58505-0700
Nova Scotia Department of Highways, Province House, Halifax, Nova Scotia, Canada
Ohio Department of Health, Alcohol Testing Program, 170 N. High St., Columbus, OH 43216
Ohio Department of Highway Safety, 240 Parsons Ave., Columbus, OH 43205
Ohio Insurance Institute, P.O. Box 7167, Columbus, OH 43205
Oklahoma Highway Safety Office, Dept. of Transportation Bldg., 200 N.E. 21st St., Oklahoma City, OK 73105
Oklahoma Students for Responsible Drinking - contact address above
Ontario Ministry of Transportation and Communications, 1201 Wilson Ave., Downsview, Ontario M3M 1J8 Canada
Ontario Trucking Association, 555 Dixon Rd., Rexdale, Ontario M9W 1H8, Canada
Orange County Trauma Society, 321 N. Rampart, Orange, Calif. 92668
Oregon Traffic Safety Commission, 400 State Library Bldg., Salem, Ore. 97310
Paramedics Against Drunk Driving, 2808 Amsden Rd., Winter Park, FL 32792
PARKIT (Prevent Alcohol Related Killings and Injuries in Tompkins County), 4 Highland Park Lane, Ithaca, NY 14850
Pelham/Parents/People United for Community Health (PUNCH), P.O. Box 9, Pelham, NY 10803
Pennsylvania Bureau of Traffic Safety, 1200 Transportation & Safety Bldg., Commonwealth Ave. & Forster St., Harrisburg, PA 17120
Pennsylvania Governor's Traffic Safety Council, 1200 Transportation & Safety Bldg., Commonwealth Ave. & Forster St., Harrisburg, PA 17120
Pennsylvania Youth Traffic Safety Council, 1200 Transportation & Safety Bldg., Commonwealth Ave. & Forster St., Harrisburg, PA 17120
PepsiCo, Inc. Purchase, NY 10577
Phoenix Traffic Safety Coordination Office, 114 W. Adams, Phoenix, AZ 85003
Playboy Enterprises, Inc., 747 Third Ave., New York, NY 10017
Postal Service, 475 L'Enfant Plaza West, S.W. Washington, D.C. 20260
Potters Industries, 377 Route 17, Hasbrouck Heights, N.J. 07604
Preferred Risk Mutual Insurance Company, 1111 Ashworth Rd., Des Moines, IA 50265
Public Affairs Committee, Inc., 381 Park Ave. S, New York, NY 10016
Puerto Rico Commission for Transit Safety, P.O. Box 51, San Juan, Puerto Rico, 00936
Puerto Rico Department of Public Works, San Juan, Puerto Rico 00901
REACT International, Inc., 3653 Woodhead Dr., Northbrook, IL 60062
Remove Intoxicated Drivers, Box 520, Schenectady, N.Y. 12301
Rhode Island Governor's Office of Highway Safety, 345 Harris Ave., Providence, R.I. 02909
Richmond Bureau of Police, 7700 Midlothian Turnpike, U.S. Rte. 60, Richmond, VA 23261-7472
RIDE: Reduce Impaired Driving Everywhere in Metro Toronto, 4143 Dundas St. West, Toronto, Ontario M8X 1X2 Canada
Royal Canadian Mounted Police, Ottawa, Ontario K1A OR2 Canada
Sacramento Police Department, 813 Sixth St., Sacramento, Calif. 95814
Saint Louis County Police Department, 7900 Forsyth Blvd., Dlayton, MO 63105
San Diego Police Department, Calif. 92101
Saskatchewan Safety Council, 2149 Albert St., Regina, Saskatchewan S4P 2V1 Canada
Saskatchewan Transportation Agency, 4th Floor, T.D. Bank Bldg., 1914 Hamilton St., Regina, Saskatchewan S4P 4V4 Canada
Seagram, Joseph E. & Sons, Company, 375 Park Ave., New York, NY 10022
Smith and Wesson, 2100 Roosevelt Ave., Springfield, MA 01101
South Carolina Commission on Alcohol and Drug Abuse, 3700 Forest Dr., Columbia, SC 29204
South Carolina Law Enforcement Officers Association, Edgar A. Braun Bldg., 1205 Pendleton St., Columbia, SC 29201
South Dakota State Highway Patrol, State Capitol, 500 E. Capitol Ave., SD 57501
Storer Broadcasting Company, 1200 Biscayne Blvd., Miami, FL 33942
Students Against Driving Drunk, Corbin Plaza, Marlboro, Mass. 01752
Students Against Driving Drunk, Georgia Southern College Chapter, Landrum Center, Box 10745, Statesboro, GA 30460-0022
Suffolk County Stop-D.W.I. Program, H. Lee Dennison Bldg., Hauppauge, NY 11788
Tennessee Highway Patrol, 1228 Andrew Jackson State Office Bldg., 500 Deaderick ST., Nashville, TN 37219
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Texas Governor's Traffic Safety Program, Dewitt C. Greer Bldg., 11th & Brazos Sts., Austin, TX 78701
Texas State Department of Highways and Public Transportation, Dewitt C. Greer Bldgs., 11th & Brazos Sts., Austin, TX 78701
Traffic Improvement Association of Oakland County, 2510 S. Telegraph Rd., Bloomfield Hills, MI 48013
Traffic Safety Association of Detroit, 122 South Grand Ave., Lansing, MI 48933
Travelers Insurance Company, 700 Main St., Hartford, CT 06100
United Services Automobile Association, 9800 Fredricksburg at IH 10 & Huebner, San Antonio, TX 78229
United States Brewers Association, 4507 Blagden, NW, Washington, D.C. 20011
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Utah Highway Safety Office, DOT/Public Safety Bldg., 3rd Floor, S., 4501 S. 27th West, Salt Lake City, Utah 84119
Videsupra, P. O. Box 1325, New Canaan, CT 06840
Virginia Division of Motor Vehicles, 2300 W. Broad St., Richmond, VA 23269
Virginia Highway Safety Division, 2300 W. Broad St., Richmond, VA 23269
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Washington Traffic Safety Commission, 1000 S. Cherry, Olympia, WA 98504
Washtenaw County Health Department, 4101 Washtenaw, Ann Arbor, MI. 48104
West Virginia Governor's Highway Safety Administration, 5790A MacCorkle
Ave., SE, Charleston, WV 25305
Wisconsin Clearinghouse for Alcohol and Other Drug Information, 434
Wilson Street State Office Bldg., 1 W. Wilson St., Madison, WI 53707
Wisconsin Department of Transportation, 120B Hill Farms State Office
Bldg., 4802 Sheboygan Ave., Madison, WI 53707
Wisconsin Division of Highway Safety Coordination, 933 Hill Farms State
Office Bldg., 4802 Sheboygan Ave., Madison, WI 53707
Office Bldg., 4802 Sheboygan Ave., Madison, WI 53707
Wyoming Governor's Office of Highway Safety, 5300 Bishop Blvd.,
Cheyenne, WY 82002
PART VI

JOURNAL ARTICLES AND REPORTS


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<table>
<thead>
<tr>
<th>ID</th>
<th>Title</th>
<th>Author(s)</th>
<th>Publisher/Creator</th>
<th>Year</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>39416</td>
<td>Minnesota alcohol and traffic safety program.</td>
<td>Minnesota Department of Public Safety. (1978)</td>
<td></td>
<td>1978</td>
<td>61</td>
</tr>
<tr>
<td>4931.1</td>
<td>New York State Governor's Alcohol and Highway Safety Task Force. A new drinking driver communications program.</td>
<td>New York State Division of Alcoholism and Alcohol Abuse, Albany. (1980)</td>
<td>125</td>
<td>approx.</td>
<td>125</td>
</tr>
<tr>
<td>17328</td>
<td>NIAAA information interchange. Proceedings.</td>
<td>NIAAA.</td>
<td>(1972)</td>
<td>1972</td>
<td>24</td>
</tr>
<tr>
<td>51003</td>
<td>&quot;Nine months and no results; how do these TV commercials grab you?&quot;</td>
<td>Autosafe, Vol. 1, No. 2, September 1972, pp. 18-20.</td>
<td></td>
<td>1972</td>
<td>18-20</td>
</tr>
</tbody>
</table>


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PART II AUTHOR AND ORGANIZATION INDEX TO
JOURNAL ARTICLES AND REPORTS -- ALCOHOL

Note: Index entries are followed by item number and catalog page number.

AAA
28023, 93
AAA, Foundation for Traffic Safety
33298, 98
35900, 98
AAMVA
19574, 94
Abrams, L.
38506, 102
Abt Associates
37806, 110
38505, 97
38506, 102
Addiction Research Foundation
30496, 97
34287, 99
35121, 101
43486, 106
Advertising Association
17912, 107
Advertising Council
26143, 103
51043, 107
Alcohol Highway Safety Project--Wayne County
35706, 94
Alcohol Safe Driving Program, Philadelphia
37160, 94
Alcohol Safe Driving Program, Reading
32921, 93
37160, 94
Alcohol Safety Action Project--Boston
18782, 95
Alcohol Safety Action Project--Columbia
18872, 107
26399, 98
30339, 93
30788, 95
31012, 105
31013, 110
31175, 100
Alcohol Safety Action Project--Columbus
18748, 105
18751, 95
Alcohol Safety Action Project--Denver
28550, 104

Alcohol Safety Action Project--Fairfax
33217, 109
37491, 109
37492, 109

Alcohol Safety Action Project--Hennepin County
18099, 101
28601, 94
30950, 94
31365, 101
38358, 94

Alcohol Safety Action Project--Indianapolis
26369, 102

Alcohol Safety Action Project--Kansas City
28387, 102

Alcohol Safety Action Project--Los Angeles
33315, 95
33390, 106

Alcohol Safety Action Project--Marathon-Sheboygan
28602, 99

Alcohol Safety Action Project--Nassau County
26052, 104
26163, 105

Alcohol Safety Action Project--New Orleans
18752, 103

Alcohol Safety Action Project--Oklahoma City
49501, 100

Alcohol Safety Action Project--Oregon
18783, 103

Alcohol Safety Action Project--Phoenix
18781, 103
30339, 93
31343, 103
35617, 92
36292, 94
36298, 92

Alcohol Safety Action Project--San Antonio
35706, 94

Alcohol Safety Action Project--Sioux City
31128, 97

Alcohol Safety Action Project--South Dakota
26283, 107
30706, 94

Alcohol Safety Action Project--Tampa
30567, 98
30586, 102
31747, 93

Alcohol Safety Action Project--Washtenaw County
26136, 106
32719, 105

American Bar Association
42356, 96
42357, 96
American Medical Association
32921, 93
Anderson, M.D.
44443, 101
Anderson, T.E.
48125, 104
Andrichuk, G.C.
45010, 104
Ansvar International Insurance Company
30482, 106
Appenzeller, G.W.
30788, 95
Ashburn, S.
35678, 110
Ault, M.
38506, 102
Australian Medical Association
72493, 99
Australian Royal Prince Alfred Hospital
72493, 99
Automated Services, Inc.
45428, 91
Babor, T.F.
39129, 100
Baker, S.P.
70576, 99
Balog, J.N.
47964, 100
Beitel, G.A.
28387, 102
Berger, R.J.
45428, 91
Best, J.B.
72493, 99
Black, S.
30788, 95
Blane, H.T.
38510 A01, 98
Blount, W.R.
30567, 98
30586, 102
Breed, W.
39421, 102
Brooke, P.
53236, 108
Brown, I.D.R.
33099, 98
Burnett, Leo, Company, Research Department
26930, 95
Burroughs, M.
18611, 107
Cake, L.J.  
33099, 98  
California Association for Safety Education  
37160, 94  
California Council on Alcohol Problems  
37160, 94  
California Polytechnic State University  
39182, 104  
California State Department of Education  
37160, 94  
California University, San Diego  
42879, 108  
Canada Safety Council  
28603, 98  
29040, 93  
35706, 94  
Canada, Health and Welfare Canada, Non-Medical Use of Drugs Directorate  
39542, 92  
39557, 104  
Canadian Ministry of Transport, Road Safety Branch  
28603, 98  
Children's Television Workshop  
33580, 93  
Citizens for Safe Drivers  
49497, 95  
Clay, T.R.  
38292, 94  
Coberg, R.L.  
75104, 97  
Collard, D.  
39557, 104  
Colorado Division of Highway Safety  
39003, 91  
Columbia University, Teachers College  
33298, 98  
Compton, R.P.  
48125, 104  
48758, 109  
Connecticut Pharmaceutical Association  
35266, 109  
Connecticut Safety Commission  
35266, 109  
Connecticut State Alcohol Council  
35266, 109  
Consumer Dynamics  
75359, 98  
Cotton, R.D.  
75167, 101  
Cousins, L.S.  
50316, 95  
Crain and Associates, Inc.  
49478, 100  
Creative Associates  
70747, 104
Croke, J.A.
33390, 106
37219, 106
Cseszko, J.
30950, 94

Davis, E.G.
54682, 95
DeCarolis, L.R.
39277, 102
DeFoe, J.R.
39421, 102
Deitrick, S.
48917, 102
DeMeo, A.G.
33298, 98
Disney, K.
75104, 97

Distilled Spirits Council of the United States
30339, 93
30768, 108
31747, 93
32921, 93
33580, 93
35706, 94
37160, 94

Douglass, R.L.
29694, 105
30768, 108
31302, 91
35988, 108
37980, 92
39500, 96
Drews, K.
70747, 104
Dreyer, C.B.
35750, 108
35751, 108

Easterling, M.G.
35617, 92
38298, 92
Eastman Kodak
49010, 103
Edwards, H.L.
42356, 96
Ellingstad, V.S.
26283, 107
30706, 94
Elliott, B.J.
44869, 97
Engle, R.E.
48125, 104
48758, 109
Ervin, D.  
38424, 97  
Essex County STOP DWI Program  
75329, 99  
Etobicoke Safety Council  
38940, 107

Farmer, P.J.  
28603, 98

Faucette, B.E.  
37806, 110

Fee, D.  
34276, 93

Feild, T.  
48917, 102

Fell, J.C.  
47575, 92

Finn, P.  
38505, 97  
38506, 102

Fleischer, G.A.  
17243, 100

Fleming, A.  
71693, 108

Florida Bureau of Highway Safety  
45010, 104

Flowers, L.  
28437, 104

Foster, S.L.  
75104, 97

Freedman, J.A.  
37980, 92  
39500, 96

Freedman, K.  
33238, 97  
36734, 105  
43574, 107

General Accounting Office  
41647, 97

General Motors Corporation  
30339, 93

Germann, C.  
53184, 104

Glauz, W.D.  
28387, 102

Golden, S.  
48626, 101

Goldspiel, S.  
42356, 96

Goodstadt, M.S.  
34287, 99

Greenberg, I.  
39129, 100
Grey Advertising, Inc.
26135, 92
31626, 95
31627, 96
33580, 93
36064, 106
36065, 106
Griep, D.J.
50166, 104
Griffin, M.
49914, 101
Grimm, A.C.
19835, 106
29695, 105
30768, 108
Grover, L.A.
36424, 97
Hales, G.
36424, 97
Harris, Louis and Associates, Inc.
28599, 105
Hartnett, J.J.
51130, 99
Harvard Medical School
39129, 100
Haskins, J.B.
11272, 99
17893, 100
18829, 100
Hawkins, T.E.
35750, 108
35751, 108
Health and Human Services Department
75356, 101
Henderson, M.
33238, 97
36734, 105
Hersey, J.J.
48917, 102
HEW, Office of Education
38505, 97
38506, 102
Highway Safety Research Center
75359, 98
HSRI
19835, 106
35988, 108
39500, 96
HSRI, Public Communication Project
28023, 93
29040, 93
29694, 105
29695, 105
30139, 109
30339, 93
30768, 108
31747, 93
32921, 93
33580, 93
35706, 94
37160, 94
HSRI, Systems Analysis Division
37980, 92
Huddleston, J.
38424, 97
Hurst, P.M.
44726, 105

Indiana University, Institute for Research in Public Safety
42356, 96
42357, 96
Insurance Institute for Highway Safety
31302, 91
71693, 108
Iowa State Department of Public Safety
39414, 91
Iowa State Governor's Highway Safety Office
39414, 91

Jacobson, A.
37806, 110
Johns Hopkins University
70576, 99
Johnson, J.S.
51130, 99
Johnston, P.A.
29694, 105

Kappa Systems
48917, 102
Ken Collins Associates
32921, 93
Ketron, Inc.
47964, 100
49914, 101
Killeen, K.J.
75329, 99
Knipper, A.
35678, 110
Krenek, R.F.
35750, 108
35751, 108
Kuehnle, J.C.
39129, 100

L'Hoste, J.
17931, 107
Lawson, J.
38505, 97
38506, 102
Leury, D.A.
47964, 100
Licensed Beverage Industries
26930, 95
28023, 93
29040, 93
Lightner, C.
54682, 95
Lockett, D.W.
70747, 104
Logan, A.B.
42356, 96
Long Beach General Hospital
38949, 101
Looney, M.A.
39182, 104
Lord, Sullivan and Yoder Advertising, Inc.
39414, 91
Lubman, M.V.
51130, 99
Luery, D.
49914, 101
Lynn, C.W.
37491, 109
37492, 109
Malfetti, J.L.
23159, 107
32298, 98
Martin Marietta Corporation
16096, 106
Martin, S.T.
38424, 97
Maryland State Police
44808, 106
75167, 101
McCabe, P.A.
47964, 100
49914, 101
McCord, M.
38424, 97
McGlynn, B.M.
34368, 95
McGrath, E.A.
33298, 98
McIntyre, D.M.
42357, 96
McLean Hospital
39129, 100
McPherson, K.
35678, 110
Mendelson, J.H.  
39129, 100  
Michigan Council on Alcohol Problems  
31747, 93  
Michigan Department of Public Health, Office of Substance Abuse Services  
35706, 94  
37980, 92  
39500, 96  
Michigan University, Department of Journalism  
33580, 93  
Michigan University, School of Public Health  
19835, 106  
Mid-America Research Institute  
75359, 98  
Midwest Research Institute  
28387, 102  
Miles, D.M.  
38292, 94  
Milgram, G.G.  
31255, 96  
Miller, E.B.  
33315, 95  
33390, 106  
Minnesota Commission on Alcohol Problems  
28601, 94  
Minnesota Department of Public Safety  
30950, 94  
38358, 94  
39248, 93  
39416, 103  
Minnesota University, School of Public Health  
38358, 94  
Mississippi State University, Social Science Research Center  
34368, 95  
Missouri Division of Highway Safety  
44459, 97  
44460, 99  
Morey, S.  
72493, 99  
Morris, J.P.  
17912, 107  

Nassau County Traffic Safety Board  
26052, 104  
26163, 105  
National Council on Alcoholism  
33580, 93  
National Council on Alcoholism, Alaska Region  
37160, 94  
National Council on Alcoholism, Greater Detroit Area  
35706, 94  
National Public Services Research Institute  
35678, 110  
44808, 106
National Safety Council
18611, 107
26143, 103
51043, 107
National Transportation Safety Board
70445, 107
Nebraska Highway Safety Program, Lincoln
49463, 91
Neff, E.J.
35617, 92
38298, 92
New Jersey Office of Highway Safety
49244, 103
New South Wales Department of Motor Transport
33238, 97
36734, 105
43574, 107
New York State Division of Alcoholism and Alcohol Abuse
49311, 103
New York State Governor's Alcohol and Highway Safety Task Force
47318, 98
New York State Senate
71823, 108
New Zealand Ministry of Transport
36711, 91
44719, 91
44726, 105
NHTSA
16096, 106
26135, 92
28023, 93
28387, 102
28437, 104
28550, 104
28601, 94
29040, 93
29694, 105
29695, 105
30339, 93
30788, 95
30950, 94
31626, 95
31627, 96
31747, 93
32921, 93
33217, 109
33315, 95
33580, 93
33615, 106
34276, 93
35706, 94
36064, 106
36065, 106
37160, 94
37219, 106
37491, 109
37492, 109
38298, 92
38358, 94
41601, 91
42356, 96
42357, 96
42395, 102
43298, 91
44466, 108
45189, 96
45839, 105
47575, 92
48125, 104
48129, 100
48552, 91
48626, 101
48705, 110
48758, 109
49232, 91
70434, 98
70576, 99
70745, 101
70747, 104
70774, 108
70941, 102
72277, 97
75356, 101
75357, 96
75358, 96
75359, 98
75360, 100
75362, 109
75633, 103
NHTSA, Center for Mass Communications on Highway Safety
53236, 108
NHTSA, Office of Alcohol Countermeasures
26283, 107
28602, 99
29291, 92
29378, 92
30075, 92
30259, 92
30567, 98
30586, 102
31012, 105
31175, 100
75361, 100
NHTSA, Office of Driver and Pedestrian Programs
30706, 94
32719, 105
33732, 93
35617, 92

122
NHTSA, Office of State Program Assistance
45428, 91
46163, 96
NIAAA
17328, 103
28023, 93
28599, 105
29040, 93
31626, 95
31627, 96
32921, 93
38510 A01, 98
39182, 104
39421, 102
44466, 108
48917, 102
Northwestern University, Traffic Institute
75359, 98
Novelli, W.D.
49435, 109
Oklahoma Highway Safety Office
75104, 97
Onder, J.J.
49631, 101
70434, 98
75357, 96
75358, 96
75362, 109
Ontario Ministry of Transportation and Communications
30496, 97
31747, 93
Organization for Economic Cooperation and Development
17931, 107
30139, 109
31472, 102
Overend, R.B.
55118, 110
Page-Valin, L.
39557, 104
Palmer, J.A.
42356, 96
Partansky, J.
38949, 101
Pennsylvania Department of Transportation
39007, 103
Pennsylvania Governor's Traffic Safety Council
39007, 103
Perkins, W.A.
44719, 91
Persinger, G.S.  
45428, 91  
Phillips, D.P.  
42879, 108  
Pittsburgh University  
38510 A01, 98  
Planek, T.W.  
28445, 109  
Planning and Human Systems, Inc.  
33615, 106  
Porter, Novelli and Associates  
49435, 109  
President's Commission on Drunk Driving  
48903, 104  
Probst, J.C.  
48917, 102  
Professional Management Associates  
49631, 101  
70434, 98  
75357, 96  
75358, 96  
75360, 100  
75362, 109  
Ptaszek, M.A.  
75168, 97  
Public Communication Resources, Inc.  
46163, 96  
49631, 101  
Queen's University  
30563 A01, 101  
33099, 98  
33310 A81, 99  
Rattiner, J.L.  
70576, 99  
Reznik, R.  
72493, 99  
Riley, T.J.  
19090, 102  
19091, 104  
28437, 104  
33219, 110  
Robinson, E.A.R.  
29694, 105  
Romslo, F.  
30950, 94  
38358, 94  
Rosen, S.D.  
30950, 94  
38358, 94  
Rothman, J.  
43574, 107
Sagona, P.L.
    31472, 102
Sands, D.A.
    38424, 97
Sarner, N.
    75113, 109
Schenley Industries, Inc.
    26930, 95
Scientific Analysis Corporation
    39421, 102
Scrimgeour, G.J.
    35750, 108
    35751, 108
    42356, 96
Senate, 94th Congress
    35133, 102
Sheppard, D.
    17931, 107
Sheppard, H.H.
    30586, 102
Simpson, H.M.
    39557, 104
Smart, R.G.
    34287, 99
    35121, 103
Smith, T.J.
    33217, 109
Snyder, M.B.
    48125, 104
South Carolina Commission on Alcohol and Drug Abuse
    33580, 93
South Carolina Commission on Alcoholism
    31012, 105
South Carolina Pharmaceutical Association
    35186, 110
South Carolina University, Traffic and Transportation Center
    30788, 95
    31012, 105
    31175, 100
South Dakota University, Human Factors Psychology Laboratory
    26283, 107
    30706, 94
South Florida University
    30567, 98
    30586, 102
Southwest Research Institute
    35750, 108
    35751, 108
Spolander, K.
    17681, 99
    31472, 102
St. Louis County Police Department
    44459, 97
    44460, 99
St. Nicholas' Hospital
75634, 107
Stafford, J.L.
31393, 101
Strads, D.
49144, 91
Stroh, C.M.
28603, 98
Struckman, D.L.
26283, 107
Swinehart, J.W.
19835, 106
30667, 106
30768, 108
31304, 96
46163, 96
49631, 101
Tampa Police Department
45010, 104
Teknekron Research, Inc.
43298, 91
Teknekron, Inc.
37219, 106
41601, 91
Temple, M.G.
47964, 100
Teret, S.P.
70576, 99
Texas Education Agency
38424, 97
Texas Office of Traffic Safety
38424, 97
Texas University, Center for Advanced Transportation Studies
38424, 97
Theologus, G.C.
48917, 102
Thomas, R.W.
45010, 104
Thorley, A.
75634, 107
Tomey, K.
38506, 102
Traffic Improvement Association of Oakland County
49499, 92
Traffic Injury Research Foundation
39557, 104
Transportation Department
30139, 109
31393, 101
35750, 108
35751, 108
Transportation Safety Institute
39277, 102
Travers, E.M.
44726, 105
Trinity Oaks Hospital
44443, 101
Trinkoff, A.M.
70576, 99

University of Southern California
17243, 100
UniWorld Group, Inc.
49232, 91

Vermont Department of Mental Health, Project CRASH
19090, 102
19091, 104
28437, 104
33219, 110

Virginia Highway and Transportation Research Council
33217, 109
37491, 109
37492, 109

Virginia Highway Safety Division
33217, 109
37491, 109
37492, 109

Vogt, J.
28550, 104

Wadleigh, P.M.
35988, 108

Waller, J.A.
28437, 104
33219, 110

Warren, R.A.
39557, 104

Washtenaw County Sheriff's Department
75168, 97

WCPX-TV
75113, 109

Webb, P.
49478, 100

Western Ontario University
39542, 92
43486, 106

Whitehead, P.C.
39542, 92
43486, 106

Wilde, G.J.S.
17931, 107
28399 A01, 108
30563 A01, 101
31472, 102
33099, 98
33310 A81, 99
50316, 95
Williams, J.D.
31012, 105
31175, 100
Williams, R.A.
50316, 95
Wind, G.
17931, 107
Wine Institute
37160, 94
Wisconsin University, Institute of Governmental Affairs
28602, 99
Wolf, E.
75360, 100
Wood, R.
33238, 97
Worden, J.K.
19090, 102
19091, 104
28437, 104
33219, 110
Wyatt, B.M.
26143, 103
Wyoming State Highway Department
53184, 104
Wyron, R.C.
70747, 104

Zwonechek, F. E.
49463, 91
Zylman, R.
31302, 91
SUBJECT INDEX TO
JOURNAL ARTICLES AND REPORTS -- ALCOHOL

Note: Index entries are followed by item number and catalog page number.

ACCIDENT PATTERNS/ DRINKING AND DRIVING
41647, 97
47575, 92
75361, 100

ADVERTISING/ MEDIA
18829, 100
23159, 107
26135, 92
26143, 103
31304, 96
35133, 102
39421, 102
44466, 108
44869, 97
47964, 100
48129, 100
49010, 103
49232, 91
49435, 109
49631, 101
49914, 101
51043, 107
51130, 99
55118, 110
70434, 98
75356, 101
75362, 109

ATTITUDES
26930, 95
28599, 105
39182, 104
41601, 91
42879, 108
43298, 91
44726, 105
45189, 96
45428, 91
50316, 95
75329, 99

BIBLIOGRAPHIES/ LITERATURE REVIEWS
34368, 95
35988, 108
38949, 101

DRINKING AGE
31302, 91
34287, 99
37980, 92
39542, 92
39557, 104
72277, 97

DRUGS OTHER THAN ALCOHOL
30667, 106
35186, 110
49144, 91
75633, 103

EDUCATION/ PREVENTION
33298, 98
35678, 110
37806, 110
38424, 97
38510 A01, 98
48705, 110
49497, 95
70576, 99
70745, 101
70747, 104
75104, 97
75357, 96
75358, 96
75360, 100
75634, 107

ENFORCEMENT (POLICE)
31393, 101
44459, 97
44460, 99
48125, 104
48758, 109
48903, 104
49478, 100
49499, 92
49501, 100
70445, 107
70941, 102
75359, 98

JUDICIAL AND LEGAL SYSTEMS (LEGISLATION)
42356, 96
42357, 96
47318, 98
70445, 107

PROGRAM EVALUATION
16096, 106
17243, 100
17681, 99
17893, 100
17912, 107
17931, 107
19574, 94
19835, 106
24460, 99
28387, 102
28599, 105
28601, 94
28602, 99
28603, 98
29694, 105
29695, 105
30563 A01, 101
30586, 102
30706, 94
30768, 108
30788, 95
30950, 94
31012, 105
31013, 110
31175, 100
31472, 102
33099, 98
33219, 110
33238, 97
33315, 95
35266, 109
35988, 108
36064, 106
36065, 106
37219, 106
38292, 94
38358, 94
39129, 100
39182, 104
48917, 102
49329, 95
49463, 91
49478, 100
49499, 92
51003, 103
53184, 104
54494, 107
71823, 108
72493, 99

PROGRAM PLANNING/ CAMPAIGN PLANS
11272, 99
17328, 103
18099, 101
18611, 107
18748, 105
18751, 95

131
<table>
<thead>
<tr>
<th>SURVEYS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>26011, 102</td>
<td></td>
</tr>
<tr>
<td>26283, 107</td>
<td></td>
</tr>
<tr>
<td>33217, 109</td>
<td></td>
</tr>
<tr>
<td>33390, 106</td>
<td></td>
</tr>
<tr>
<td>37491, 109</td>
<td></td>
</tr>
<tr>
<td>37492, 109</td>
<td></td>
</tr>
<tr>
<td>43298, 91</td>
<td></td>
</tr>
<tr>
<td>45428, 91</td>
<td></td>
</tr>
<tr>
<td>75329, 99</td>
<td></td>
</tr>
<tr>
<td>TREATMENT/ REHABILITATION</td>
<td></td>
</tr>
<tr>
<td>28550, 104</td>
<td></td>
</tr>
<tr>
<td>YOUTH</td>
<td></td>
</tr>
<tr>
<td>35121, 103</td>
<td></td>
</tr>
<tr>
<td>35678, 110</td>
<td></td>
</tr>
<tr>
<td>37806, 110</td>
<td></td>
</tr>
<tr>
<td>38505, 97</td>
<td></td>
</tr>
<tr>
<td>38506, 102</td>
<td></td>
</tr>
<tr>
<td>39182, 104</td>
<td></td>
</tr>
<tr>
<td>39500, 96</td>
<td></td>
</tr>
<tr>
<td>48552, 91</td>
<td></td>
</tr>
<tr>
<td>48917, 102</td>
<td></td>
</tr>
<tr>
<td>55118, 110</td>
<td></td>
</tr>
<tr>
<td>71693, 108</td>
<td></td>
</tr>
<tr>
<td>75104, 97</td>
<td></td>
</tr>
</tbody>
</table>