

Confidential

LIQUOR INDUSTRY LETTER

Circulated Privately to Businessmen Engaged in Distributing or Retailing Liquors

★

June 20, 1944

Dear Sir:

How will Invasion affect liquor business? It does and it will, you can be sure of that. News sources in Washington state that men whose guesses should be right expect Germany to quit in November. Indications of Hitler's defeat and the end of the European war will probably be reflected in changes here before November.

This would mean tapering off of war production in September. With less war production, less industrial alcohol will be required. Germany's defeat would cut requirements of alcohol possibly in half, maybe more. With cutbacks definitely expected in September, every reason exists to point toward an early resumption of making distilled beverage alcohol by Fall.

When and if more whiskey is made available before Christmas: Distillers will probably release mostly new whiskey. Reserves and aging will make it necessary to hold much back, but quantities for your trade will be available.

Price ceilings will remain in effect for some time. Many lower priced brands may reappear on market. Competition for business among dealers will grow. Be like old days. Dealers who have been courteous to trade, who have established goodwill through fair distribution, will get the business. Any who have forced purchases of rum, gin and other merchandise will find that their business has disappeared overnight. Many poorly managed liquor stores will fold up. In present sellers' market, which may only have a few months to go, anyone can run a store. But not every dealer will be smart enough to use present conditions to build a future for himself and his business.

Another indication of possible renewal in manufacture of beverage alcohol -- is found in a news report which states that this week WPB expects to inaugurate a program for using not less than a million bushels of rye in industrial alcohol production. "The idea is to relieve pressure at Chicago and other terminal points."

Unless our Army experiences SERIOUS REVERSES in Europe, more whiskey can reasonably be expected. The Government has huge reserves of alcohol ... will necessarily cut down requirements as soon as possible to avoid over-supply.

Until Victory is certain distillers will continue to ration available whiskey to wholesalers. Don't plan on more whiskey too soon. But, hold and build trade for next Fall or Winter when you may have plenty to sell.

Drys are your biggest danger NOW. Before soldiers get home they will try to build up feeling against liquor and liquor outlets. They will over-emphasize every violation. In particular they will try to cash in on few sales being made to minors. Watch for snooping by rabid Dry advocates in a misguided effort to catch violations which they will report to authorities. Authorities, police departments, don't want it, but can't help themselves. Fanatical citizens of any kind cause trouble for authorities, they don't know their business ... interfere with recognized law enforcement.

United Drys set goal as "total abstinence for the individual and legal prohibition by the State." By unanimous vote, the Colorado Conference of the Methodist Church went on record Saturday, June 17, as being "unalterably opposed to any form of State monopoly in the liquor business." The Conference's stand was made known when it adopted a report of its temperance committee. "We urge every church to set up a fearless temperance committee which will be ready to act when a state-wide movement is initiated for any constructive legislation presented to our legislature," the statement of the Conference said further.

Methodists and United Drys will stick together. "We shall be ready to stand with the newly created 'United Drys' of Colorado in the fight for temperance legislation, looking forward toward the ultimate prohibition of the liquor business." A report on "liquor traffic" made by the recent general Conference of the Church was adopted. The report called upon churches (in general) to take the lead in fighting for temperance legislation. The Conference ended Sunday with the appointment of Ministers for the next year.

Look for Dry Legislation this Fall. The professional "converter" is never satisfied until he is telling someone how to live. Usually having little power in the management of his own life and little in the way of financial success, respected only by his own sect, if at all, he busies himself in condemning his fellow man. The

fanatical Dry is like the dandelion in your lawn: He contributes nothing to its beauty, but is continually trying to raise his head above the grass and spread his undesirable seed among the privileged clover so that the lawn may someday blossom forth in the yellow hue of his kind. Only by consistent and careful watching can you keep them down.

Every violation is fertile soil on which the Drys can start a growth of propaganda unfavorable to the Industry. Stories lose nothing in the re-telling. Even a technical violation of a law by a store operator or a tavern keeper can be exaggerated into a major crime. That's why we constantly remind you of your "on the spot" situation. Ours is one Industry that must operate according to the letter of the law.

Number of short-sighted violators is on the decline. Serving minors, major problem of tavern operators, still ranks high as an Industry problem. We urge you again to avoid this practice. Go the limit ... insist on knowing that everyone you serve is over twenty-one years of age. If they look like they are under twenty-five question them about their age. You can tell by their answers whether or not they are being truthful. Usually they will show you a driver's license. Be polite but firm. It won't lose business for you. In fact, it will help your business and help the entire Industry. Here, again, are the few simple practices you need to perform to protect your business.

1. Don't serve a minor, or a party in which there are minors.
2. Don't serve people that are intoxicated or becoming so. Any old time bartender can tell you how to know when a person is becoming drunk. YOU SHOULD KNOW.
3. Close your place of business on time. Closing hour violations will lead to other troubles.
4. If you operate a package store don't force the sale of merchandise. Don't ask a customer to buy other goods before he can receive whiskey.

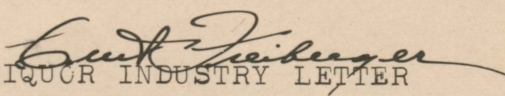
State and City authorities are pleased with the reduction in the number of violations. The few violators, in most cases irresponsible people who don't deserve a license, have caused trouble. The majority of dealers value their license, have children of their own whom they wish to protect and raise to decent citizenship. Most dealers, wholesalers, and the enforcement authorities recognize the necessity for revoking the license of a man who is bringing the whole Industry under the blanket criticism of the public.

The sale and consumption of alcoholic beverages is a privilege. No one in the Industry wants that privilege abused or taken away. It's a part of the Four Freedoms in America for a man to live his own life and to worship (and believe) according to his own conscience. But, with freedom goes duty. We in this Industry feel that it is our duty to maintain order, avoid price and law violations, and to run our business like any other legitimate enterprise without interference. We can avoid interference only so long as we avoid public disdain of our Industry.

Denver's Blood Bank receives real contribution from wholesalers. Over 100 employees among eight Denver wholesale firms are making regular donations of their blood to the Red Cross. Organized into a group effort sometime ago, this patriotic service to the men at the front represents one more example of this Industry's cooperation with war programs.

War Bonds will again be bought far beyond quota requirements. Indications are that the Industry will over-subscribe its quota. Every last man in the Liquor Industry is buying "more than before". Be sure to do your share. Every dollar we put into bonds now means a minute or an hour sooner that our boys will be home.

Yours very truly,


LIQUOR INDUSTRY LETTER
P. O. BOX 2250
DENVER, 1, COLORADO

No Quotations. No Copying. May Not Be Reprinted.

The entire preparation, printing and mailing cost of these letters is being defrayed by the following Colorado business firms:

E. J. CAMPBELL WHOLESALE LIQUOR CO.,
DENVER
A. CARBONE COMPANY, DENVER
CARRICK COMPANY, COLORADO SPRINGS
COLORADO ALCOHOL COMPANY, DENVER
COLORADO BEVERAGE CO., DENVER



MIDWEST LIQUOR CO., DENVER
M. OCCHIATO MERC. CO., PUEBLO
POMEROY & POMEROY, STERLING
REULER-LEWIN & CO., DENVER
C. D. SMITH DRUG CO., GRAND JUNCTION
WESTERN DISTRIBUTING CO., DENVER