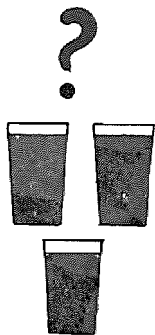




## WHAT IS MODERATION?



## THE PROBLEM OF MODERATION

Moderation has been advocated as a solution of the "evils" attendant upon excessive drinking. Moderation, however, is an extremely vague term when applied to the use of alcoholic beverages. It cannot be defined in terms of amount consumed since the same consumption under similar conditions does not have the same effect on all individuals, nor does the same amount of alcohol consumed by the same individual under different conditions have the same effect on that individual. It cannot be defined in terms of expenditures since all people cannot equally afford to spend the same proportion of their incomes on alcohol. What would be moderation in the amount consumed or in the amount expended by one individual might conceivably be regarded as excessive for another. The most serious aspect of moderation is that too often alcoholic beverages used in small amounts lead to excess. The potential alcoholic is in danger the moment he takes his first drink and, to date, there is no means of predicting which of those who start drinking will become alcoholics. Moderation is a solution which has many potential hazards. The safest policy is ABSTINENCE.