London—

Beer-swilling Britons face a sobering prospect: an unhappy hour. In early 2005, a group representing about half of the country’s pubs and bars said it will curb Happy Hour offers and other deals that encourage irresponsible drinking.

Pub owners can continue to host and advertise Happy Hours, as long as they don’t spur people to drink too much, too quickly.

For example, certain offers that invite customers to drink for free after paying a cover charge, for example, will be out. The move follows governments attempts to curb excessive drinking, which are believed to be involved in much of the crime and violence in English cities. Binge drinking, especially on the weekend, is one aspect of social disorder that the British government is attempting to tackle currently.

Many blame Britain’s culture of binge drinking on the 11 p.m. closing time, which prompts many to guzzle alcohol as fast as possible before close.

Under laws that took effect in November 2005, pubs and bars will be allowed to open and close any time they like. If you previously indicated you would be interested in participating in future studies, we may be sending you more information soon.
**Does Advertising Work?**

The clues below consist of 15 Beer and Cigarette slogans, logos, and spokespeople. Good Luck! (Answers at bottom pg. 2)

1. Great Taste, Less Filling  
2. Come to where the flavor is  
3. Head for the mountains  
4. I love you, man  
5. A silly millimeter longer  
6. Silver Bullet  
7. 33  
8. Willie the Penguin  
9. Light beer for a heavy world  
10. You never forget your first girl  
11. You’ve come a long way baby  
12. Billie Dee Williams  
13. XX  
14. Least bitter beer in America  
15. You can’t take the country out of...

A. Virginia Slims  
B. Amstel Light  
C. Rolling Rock  
D. Miller Lite  
E. Colt .45  
F. Bud Light  
G. Keystone Light  
H. Marlboro  
I. Busch  
J. Dos Equis  
K. Salem  
L. St. Pauli Girl  
M. Chesterfield 101’s  
N. Coors Light  
O. Kool

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**Lost Mug? Broken Keychain? Dead Pen?**

If you have lost or broken any of the gifts you’ve received from the CSDP, or did not initially receive them, we’ll gladly send you more! Just email us at socdrink@uchicago.edu with your name and current address and let us know what you need.

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**Questions? Suggestions? Contact us!**

Email: socdrink@uchicago.edu  
Web: http://socialdrinkingproject.uchicago.edu  
Telephone: (773) 834-2295  
Follow-Up: 1-866-662-2046