

TABLE 7.3 Attitudinal Statements Used by Hovland, Harvey, and Sherif (1957)

1. Since alcohol is the curse of mankind, the sale and use of alcohol, including light beer, should be completely abolished.
2. Since alcohol is the main cause of corruption in public life, lawlessness, and immoral acts, its sale and use should be prohibited.
3. Since it is hard to stop at a reasonable moderation point in the use of alcohol, it is safer to discourage its use.
4. Alcohol should not be sold or used except as a remedy for snake bites, cramps, colds, fainting, and other aches and pains.
5. The arguments in favor and against the sale of alcohol are nearly equal.
6. The sale of alcohol should be so regulated that it is available in limited quantities for special occasions.
7. The sale and use of alcohol should be permitted with proper state controls, so that the revenue from taxation may be used for the betterment of schools, highways, and other state institutions.
8. Since prohibition is a major cause of corruption in public life, lawlessness, immoral acts, and juvenile delinquency, the sale and use of alcohol should be legalized.
9. It has become evident that man cannot get along without alcohol; therefore, there should be no restriction whatsoever on its sale and use.