

# DO YOU KNOW WHEN TO SAY WHEN?

Every day, good people all across America enjoy the refreshment of a cold beer or alcoholic beverage. And they do it with good sense.



But, there'll always be a few who don't know the meaning of moderation.

To help educate these people, Anheuser-Busch and your local distributor are proud to have developed "KNOW WHEN TO SAY WHEN." A national campaign to promote greater awareness of the responsibilities associated with drinking.

Anheuser-Busch is proud of the product we brew and sell. We know having a drink in moderation is part of a normal lifestyle for millions of Americans. All it takes is to know when to say when. Because you're the cutoff man.

**OPERATION  
A.L.E.R.T.**



This message brought to you from your friends  
at Nevada Beverage Company and the Yellin'  
Rebel.