



**June 1st, 1946. Jim White looked the oldest...
He bought the beer.**

If you looked old enough, nobody questioned your age. And for years, underage drinking was ignored.

But times change...and for the better. Questioning age is the server's responsibility and proving age is the customer's.

At Anheuser-Busch, we want young adults to make informed decisions about drinking. This is why we support SADD-Students Against Driving Drunk. We believe in this approach and the various elements of our Operation A.L.E.R.T. program.

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

For more information on SADD and the Operation A.L.E.R.T. programs, contact your local Anheuser-Busch wholesaler or write to:

Operation A.L.E.R.T.
Anheuser-Busch, Inc.
One Busch Place
St. Louis, Missouri 63118

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

