



It's a nasty way to get your name in the paper.

You'll find it very hard to live with . . . to say nothing of its devastating effect on your spouse, your kids, your boss, your neighbors, your fellow employees.

Fortunately, it's never happened to you.

But if you ever drove home drunk from a party — *and made it* — you were just plain lucky!

You weren't stopped by a policeman, you didn't lose your license to drive, you didn't end up in a jail cell, you didn't smash your car into a telephone pole, you didn't hit another car, you didn't injure anyone, you didn't kill anybody.

What if your luck runs out next time?

The odds are against you: 55-60% of all fatal accidents involve drunken driving.

More people are arrested for drunken driving on Friday night from 10:00 p.m. to 3:00 a.m. than any other time of the week. Saturday night is almost as dangerous.

Think of that the next time you get behind the wheel of your car after having had one too many.

Most likely this message does not apply to you; but save it anyway. It may come in handy when you are trying to convince a tipsy friend to let you drive him home or take a cab or spend the night.

Moderation is the mark of maturity. Having the good sense not to drive when you have had one too many is the mark of supreme wisdom.

If you can think of anyone who could use a little guidance on moderation, send for our booklet, "Know Your Limits." It includes the latest information on this subject, and it's free for the writing. Alaska Distributors Co., P.O. Box 4-1598, Anchorage, Alaska 99509.



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