



## "Here's lookin' at you, kid."

That's how Bogie toasted Bergman in "Casablanca" — that unforgettable 1943 movie.

Picture yourself in a similar setting. The two of you in a crowded, dimly lit bar or restaurant . . . but you only have eyes for each other. They're playing "your song." You give your best Bogart impression of "Here's lookin' at you, kid" and have a few drinks.

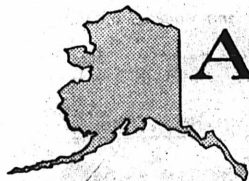
*Stop right there.*

A few drinks is the key to this romantic setting.

Too much liquor can take the romance out of any situation. Don't spoil that special mood. People should recognize the value of moderation in any social gathering.

Moderation can help you enjoy life more . . . as time goes by.

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.



# ALASKA DISTRIBUTORS Co.

IMPORTERS AND WHOLESALERS OF LIQUORS, WINES AND BEERS SINCE 1934