

BEER CIGS
VIDEO FOOD

WHEN MOTORING
GO WITH A GOOD SPIRIT.



BANQUET
WHISKY

A TRADITION OF HORSEPOWER



Junior Johnson and Terry Labonte. The 1987 Budweiser. NASCAR team.

PLEASE RECYCLE OUR ALUMINUM BOTTLES AND CANS. BUDWEISER IS A REGISTERED TRADEMARK OF ANHEUSER-BUSCH, INC., ST. LOUIS, MO.



GANNETT OUTDOOR

Please
Drink
Safely



Coors
BEER

B
A
R

1654

THE

patrick



THINK!
WHEN YOU DRINK



Miller Brewing Co., Milwaukee, WI



SCORE AND WIN A BUD BOWL PIN

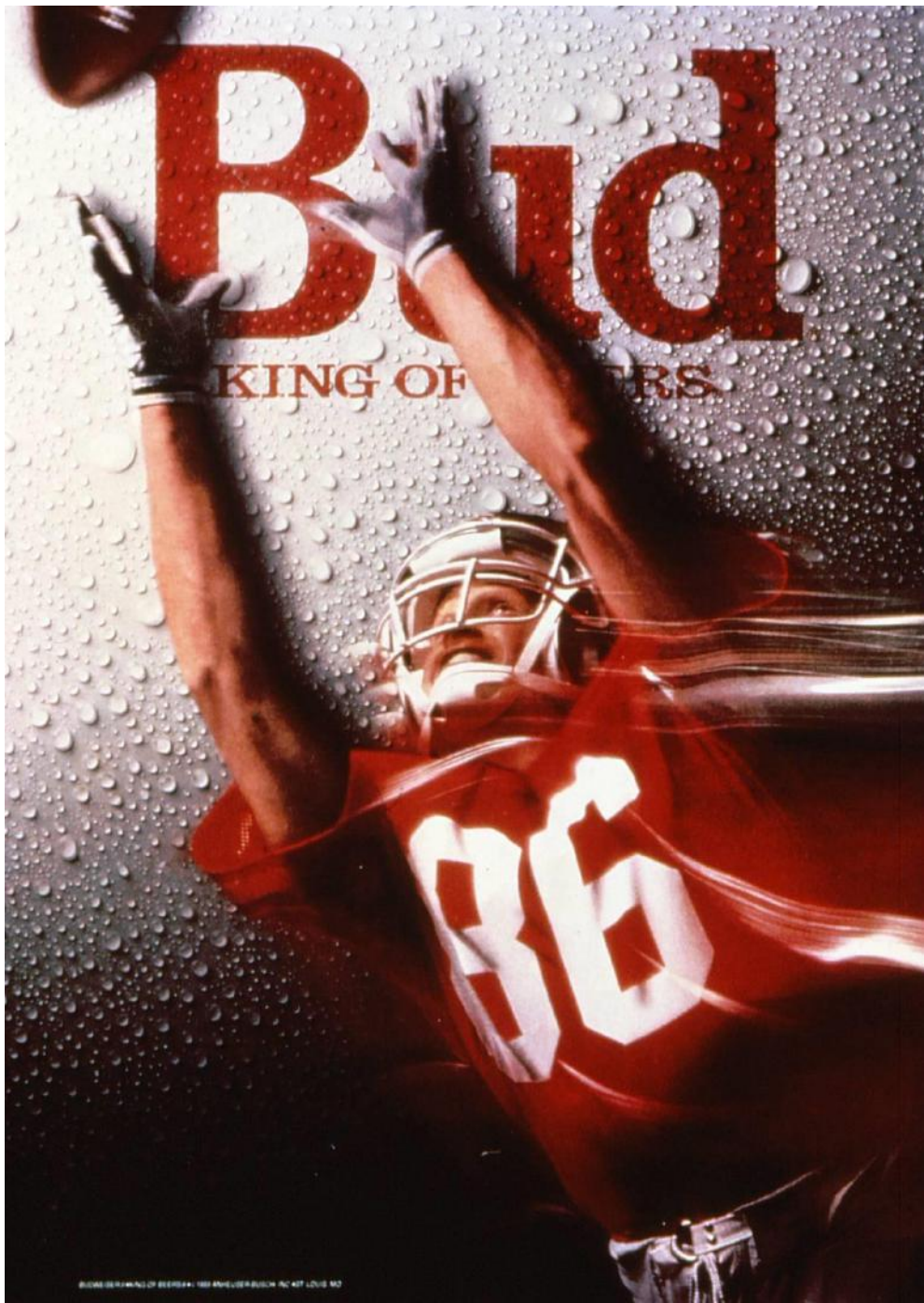


THIS TIME IT'S WAR

O F F I C I A L

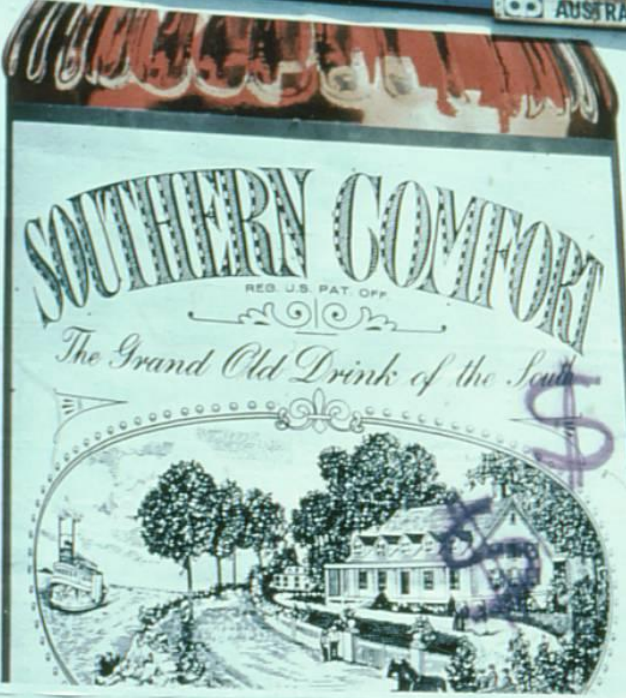
S C O R E C A R D

A N D P R O G R A M



BUDWEISER KING OF BEERS® 100% BREWED IN ST. LOUIS, MO. © 2004 BUDWEISER-BUICK INC. ST. LOUIS, MO.

AUSTRALIAN POSTERS



IT TASTES LIKE

LUMMPY

LIVER

BUG UP

National Genius
simplest of them all



The Liver Bullet.



WASH DC
D.C.

IS YOUR LIVER SHOT YET?

America's favorite couple

Seven and Seven have been going together for over 40 years. For a perfect marriage, just pour 1½ oz. Seagram's 7 over ice in a tall glass, fill with 7UR and enjoy our quality in moderation.

Seagram's 7 Crown
Where quality drinks begin.



SEVEN OF SEVEN™ THE UNCLE AND NUN ARE TRADEMARKS IDENTIFYING THE PRODUCT OF THE SEVEN-UP COMPANY ©1979 THE SEVEN-UP COMPANY

SEAGRAM DISTILLERS CO., N.Y.C.
AMERICAN WHISKEY—A BLEND. 50 PROOF.



Love at first sip.

Delicious Bacardi rum and icy cold Coke. They've been winning smiles since the turn of the century. And today this refreshing pair is America's favorite. Ahhh Bacardi and Coke, a taste you'll love sip, after sip, after sip.

BACARDI rum. The mixable one. Made in Puerto Rico.

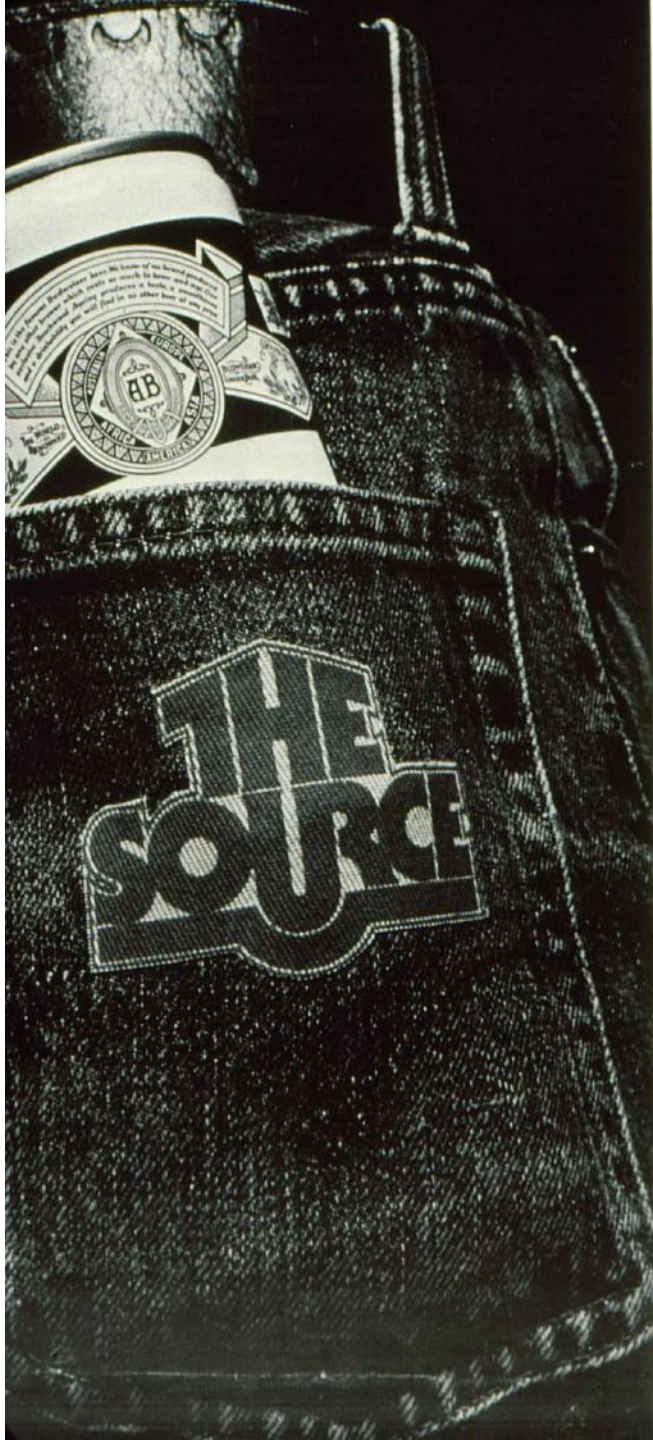
FOR A FREE 16-PAGE COLOR CATALOG OF OUR BOTTLES & GIFT COLLECTION, WRITE TO BACARDI RUM BOUTIQUE, 305 N.W. 7TH ST., MIAMI, FL 33136. BACARDI AND THE BAT DEVICE ARE REGISTERED TRADEMARKS OF BACARDI & COMPANY LIMITED, 19182 BACARDI IMPORTS, INC., MIAMI, FL, RUM 80 PROOF. COCA-COLA AND "COKE" ARE REGISTERED TRADEMARKS WHICH IDENTIFY THE SAME PRODUCT OF THE COCA-COLA COMPANY.



For a 12.5% off coupon, please call 1-800-4-A-BUD. One Budweiser can per household. © 1987. Budweiser Breweries, Inc. All rights reserved. Budweiser is a registered trademark of Anheuser-Busch, Inc. Dog & One Lunch Place St. Louis, MO 63118.

For a 17" x 24"





When Budweiser, Brewed Up A Plan To Capture Young Tastebuds They Came To The Source.

So do a lot of other advertisers who have good things to sell to young spenders. Like motorcycles. Soft-drinks. Automobiles. Soap. Movies. Sound equipment. Blue jeans. Magazines. You name it.

Why The Source? Because we rank first among radio networks with the highest average audience of 18-34 year olds.* Plus the highest concentration of 18-34 listeners. A nice "no-fat" 81%.** More good stuff. We've got 24 of the top 25 markets. And many of America's highest ranking contemporary radio stations. More stations, in fact, that rank #1, #2 or #3 among adults 18-34 than any other radio network.***

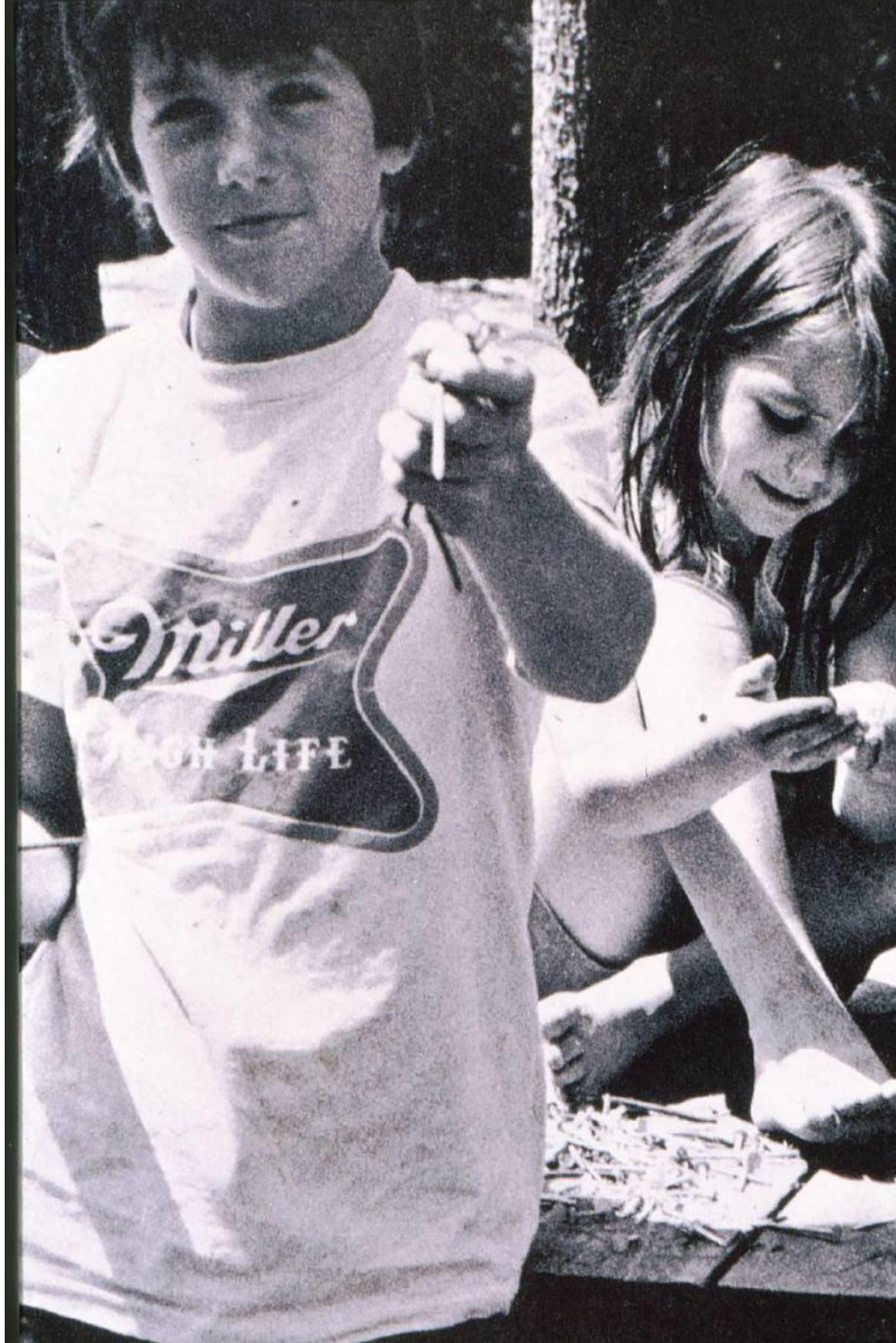
From hard news to hard rock The Source has programming 18-34 year-old men and women can relate to. Rock concerts. Special features ranging from comedy and gossip to making it and making do. Plus 2-minute newscasts fed 24 hours a day.

Looking for the fountain of youth? Write to: The Source, 30 Rockefeller Plaza, Section 404SS, New York, NY, 10020 or call (212) 664-3986.

**THE
SOURCE**

NBC Radio's Young Adult Network

*Based on RADAR, 22, Fall 1980 Report, Volume 2 (Audiences to Cleared Programs plus Commercial Exposures), Adults 18-34, Monday-Friday 6AM-12 Midnight, Average Audience per Broadcast.
**18-34 as Percent of 18+.
***Based on Arbitron Radio, October, November 1980 (or most recent report), 176 Metro Survey Areas, Monday-Sunday 6AM-12 Midnight, Average Quarter-Hour Estimates, Adults 18-34.





**First
Interstate**
Bank

DOORS
259

Coors LIGHT



UNIVERSITY OF
WYOMING

patrick

UH

COUGAR FOOTBALL

High Flying, Electrifying

TICKETS

749-7366

Bud Dry
BEER








No
*GLASS CONTAINERS
*MULTIPLE BEVERAGES
*MUGS, CANS, BOTTLES
*HOT ITEMS PERMITTED
IN OUTDOOR PLAZA ONLY

ALCOHOL
LARGE SIGNS
CROWDS

KILLER
Lite
It's no pushing a...

KILLED
Lite
DRUG
It's no pushing a...

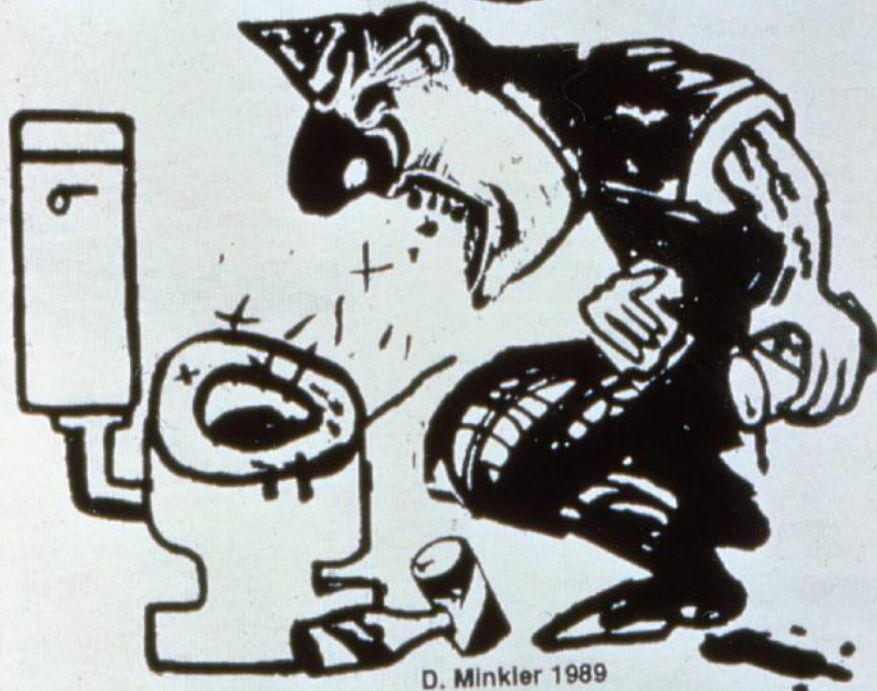


A photograph of a man in a construction setting. He is wearing a brown hard hat, a dark blue quilted jacket, and a plaid shirt. He is looking upwards and to the left, with a cigarette in his mouth. The background shows wooden scaffolding against a bright sky.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Killer time

They're pushing a
DRUG



D. Minkler 1989

We're grabbing a
POTTY

"I'm Having a Party For Some Very Special Texans on September 2, 1989"



Please help me raise \$1,000,000 for Texas Special Olympics. Send a Donation to:

**We're Having a Party
Texas Special Olympics
11442 N. Interstate 35
Austin, Texas 78753**

Lite
BEER

We're having a

PARTY!

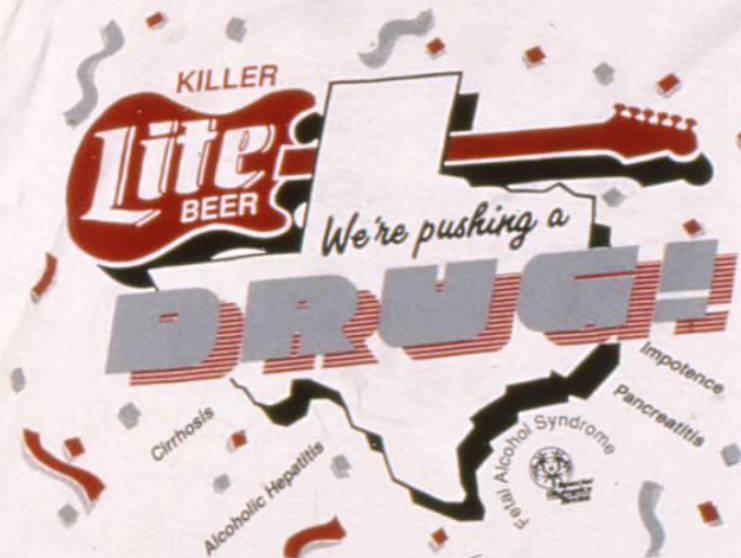
TO BENEFIT



*Special
Olympics
Texas*







50% ALCOHOL
BOTTLES
DANGER
BOTTLES
BOTTLES

KILLER
Lite
BEER

We're pushing a

DRUG

Cirrhosis

Alcoholic Hepatitis

Fetal Alcohol Syndrome

Pancreatitis

Impotence







Being Black in America: A Real Picture

My buddy... my dad.

There's a special bond between a father and a son. Something that has to do with heritage, history, and keeping a family name alive.

A father shapes a son in a special way because he not only gives him life, he passes on dreams.

This cultural heritage, passed down through generations, has greatly enriched American culture.

In recognizing this, Anheuser-Busch is committed to supporting organizations across the country which contribute toward the progress of their community.

A real picture of being Black in America includes all of us. By appreciating the importance of the dreams and aspirations of all, we take an important step toward making this nation a strong family.

**Building a future in partnership
with the community.**

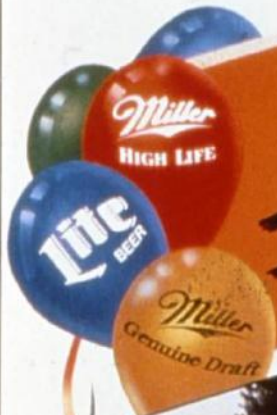


ANHEUSER-BUSCH COMPANIES

Anheuser-Busch Companies is the parent company of Anheuser-Busch, Inc. owners of Bushmills, Michelob, Michelob Light, Budweiser Light, Natural Light, Busch, I.A.S., Michelob Classic Dark beer and King Cobra Premium Multi-Layer®.

PHOTOGRAPHED BY JOHN PINDERHUGHES
For the last fifteen years, Mr. Pinderhughes has pursued a successful career as both a commercial and fine arts photographer. He is based in New York.





Bring your Family Together



In recognition of Black History Month, Miller Brewing Company would like to bring families together for a reunion and celebration of family heritage. Where legal, Miller will provide five lucky families with \$5000 toward a 1990 family reunion. Return the attached entry form or look for details wherever Miller High Life, Miller Lite, or Miller Genuine Draft is sold.

Celebrate your family's heritage!

(PLEASE PRINT)

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ BIRTHDATE _____ SEX (M|F) _____

Mail to: Family Reunion Sweepstakes, P.O. Box 82086, St. Paul, MN 55182

OFFICIAL SWEEPSTAKES RULES

1. No purchase necessary.
2. To enter, complete this entry form and mail to: Family Reunion Sweepstakes, P.O. Box 82086, St. Paul, MN 55182. You may enter as often as you like, but each entry must be mailed separately. No copies or mechanical reproductions will be accepted. All entries must be received no later than March 31, 1990. The prize drawing will be held on or about March 31, 1990. Winners will be notified by mail.
3. Five Family Reunion Sweepstakes winners will each receive a \$5000 check made out to the winning party for use in conducting a family reunion. At least one winner each will be picked from Los Angeles, Chicago, Atlanta, and Detroit. One other "at large" winner will be chosen from the entire field of entries.
4. Entry is restricted to persons of legal drinking age at the time of entry in the state where they reside. Employees of Miller Brewing Company, its distributors, agencies, retailers, and their families are not eligible. This sweepstakes is void where prohibited by law. All federal, state and local laws and regulations apply. The odds of winning a prize are dependent upon the total number of entries received. Prize winners may be required to sign and return an affidavit of eligibility within 14 days of notification. In the event of non-compliance with this time period, an alternative winner will be selected. Prizes will be awarded no later than June 30, 1990.
5. For a list of prize winners, send a stamped, self-addressed envelope to: Family Reunion Winners List, P.O. Box 82086, St. Paul, MN 55182. Winners list requests must be received no later than March 31, 1990. Winner's lists will be mailed no later than June 30, 1990.
6. By acceptance of prize, winner agrees to the use of his/her likeness for promotional purposes without further compensation. Winners agree that Miller Brewing Company, Carlsberg Promotion Group and their respective agencies or employees will have no liability for any injuries, losses or damages caused by or resulting from acceptance, possession, or use of any prize.



Miller Brewing Co., Milw., WI



PROUD SPONSOR
U.S. OLYMPIC
TRAINING CENTERS





Doc

Doctors Ought to Care

INFLUENCES

- **Peers**
- **Parents**
- **Propaganda**

If you go beyond your limit, please don't drive.

“Phone Home”



This message brought to you by your friends at



Father's Day Specials!

Chivas Regal Scotch
750 Milliliter Bottle

Vons Sale Price 19.99
Less Mfg. Instant Coupon Below -5.00
With Coupon You Pay Only... **14.99**

SAVE UP TO \$5.00 Instantly

FROM THIS STORE WHEN YOU PURCHASE

CHIVAS REGAL

750ML, 1 Ltr or 1.76L Size
Limit 1 Coupon Per Family. Effective June 20 thru June 28, 1993.



Henry Weinhard's Beer

Original, Light or Ale
12 Pack
12 Ounce Bottles

Vons Sale Price 4.99 +CRV
Less Mfg. Mail-in Rebate In Store -1.50
After Rebate You Pay Only... **3.49** +CRV



Bacardi Rum

Light or Dark
750 Milliliter Btl.

Vons Sale Price 7.99
Vons Coupon -2.00

Your Pay Only... **5.99**

Bacardi Rum Light or Dark 750 Milliliter Bottle **2.00 OFF**

VONS

COUPON = 32503

VONS

Limit 1 Item Per Coupon. Limit 1 Coupon Per Family. Effective June 20 thru June 28, 1993.



Cuervo Margarita Cocktails

Assorted Flavors
4 Pack
200 Milliliter Bottles

Vons Sale Price 4.99 +CRV
Less Mfg. Instant Coupon In Store -.50
With Coupon You Pay Only... **4.49** +CRV

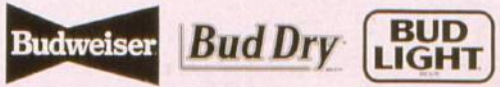


Items Below Available at Vons

MAKE THIS HALLOWEEN MORE CHILLING WITH BUD, BUD DRY[™] AND BUD LIGHT.[®]



Pick-up 12-packs of specially priced Bud, Bud Dry and Bud Light at the "Fright Night" display area in your favorite store.





THE GHOUL OF YOUR DREAMS IS BACK!

Are you ready for the sweetest Halloween treat you've had in years? Then get ready, because Elvira, Mistress of the Dark, is back for Coors Light...and she's better than ever!

October is an important month, accounting for nearly 10 percent of your total year's beer sales. And studies confirm displays can increase sales by a monstrous 244 percent! By displaying the Coors Light Elvira Halloween point-of-sale, you can make this Halloween a night to remember! Coors Light has everything you need to make your store the one-stop Halloween party center!

Additionally, a 30-second television commercial and 60-second radio spot will remind your customers to stock up on The Silver Bullet for their Halloween festivities.

So get ready for your sweet Halloween treat...plan now to stock up on Coors Light, Original Coors and Coors Extra Gold this October. Contact your Coors representative for more details.



It's The Fright Beer Now!

© 1991 Coors Brewing Company, Golden, Colorado 80401. A Brand of Five Quality Beers Since 1873. 500004





UNIVERSAL
MONSTERS

HALLOWEEN IS

Miller

MILLER BREWING COMPANY
REMINDS YOU TO PLEASE
THINK
BEFORE YOU
DRINK

TM © 1991 Universal City Studios, Inc.
90-892718A



Budweiser

MONSTER
PARTY

Bud Dry
COLD & TOASTED
BUD DRY
DRAPE

Bud
KING OF BEERS
Budweiser
KING OF BEERS
Brewed from original all natural process using the
finest hops, rice and best barley malt
Schlitz-Brewery, Inc. St. Louis, Mo.

BUD LIGHT
BUD LIGHT
BEER



Lite

BEER

MILLER BREWING COMPANY
REMEMBER YOU TO PLEASE

THINK
WHEN YOU
DRINK

MILLER BREWING CO., MILWAUKEE, WI 53188-0001



© 1990 Anheuser-Busch Inc., Brewers of Budweiser, Bud Light, and Bud Dry Beer, St. Louis, Mo, USA • Item No. 030-512-90

Cheddar Cheese **3.99**
 2 Pound Baby Loaf
 Save 2.30

.09
 Save .10

Gourmet Cat Food **2.00**
 Selected Varieties 13 Ounce Can
 Save .26 on 2



Halloween Party Favorites!

MORE BUY

Popov Vodka **7.99**

1.75 Liter Bottle
 Save 1.50 Each

Coors Beer **5.17**
 Regular or Light 12 Pack-12 Ounce Cans
 PLUS CA REDEMPTION VALUE

- MORE BUY** Bartles & Jaymes Wine Coolers **2.59**
 Premium, Blush, Tropical or Berry-4 Pack/12 Oz. Bottles
- MORE BUY** Sutter Home White Zinfandel **3.29**
 750 Milliliter Bottle
- MORE BUY** Seagram's V.O. Canadian Whisky **7.99**
 750 Milliliter Bottle
- MORE BUY** Beefeater Imported Gin **10.99**
 750 Milliliter Bottle
- MORE BUY** Scoresby Scotch **11.99**
 1.75 Liter Bottle
- MORE BUY** Almaden White Zinfandel **3.99**
 Sauvignon Blanc or White Grenache-1.5 Liter Bottle

Doc



Coors LIGHT.

QUEEN of HALLOWEEN

JENNY McCARTHY

1997

YOU COULD BE JENNY'S KING

\$ 6.99

12 PACK

Jenny McCarthy





Coors LIGHT
QUEEN OF HALLOWEEN
JENNY MCCARTHY
19 97

YOU COULD BE JENNY'S KING

\$ 6.99
12 PACK

Coors LIGHT
Jenny McCarthy

Coors LIGHT

Coors LIGHT

Coors LIGHT

Coors LIGHT

Coors LIGHT

Coors LIGHT





Coors LIGHT
THE OFFICIAL BEER OF
HALLOWEEN



**ALCOHOL IS A
CRASH DIET**

RESTAURANT

**K NOW WH EN
TO
SAY WHEN**

MILLER BREWING REMINDS YOU TO:

**PLEASE THINK WHEN
YOU DRINK**

TM



ARE YOU MAN ENOUGH TO DRINK LESS THAN THE REST OF THE BOYS?

Some people think the more a man can drink, the more of a man he is. However, it usually works the other way around.

Men who drink to build up their egos, end up putting themselves down.

The guy who claims he can drink everyone under the table looks pretty low. Especially if he gets there.

The hero who thinks it's macho to drink like a fish is regarded by sensible people as an animal.

That's why we, the people who make and sell distilled spirits, urge you to use our products with common sense. If you choose to drink, drink responsibly.

A real man has the strength to say no when he's had enough.

*Distilled Spirits Council of the U.S. (DISCUS),
1300 Pennsylvania Building, Washington, D.C. 20004*

**IT'S PEOPLE WHO GIVE DRINKING
A BAD NAME.**

FRIENDS

**KNOW WHEN
TO
SAY WHEN**
Budweiser



STAY ALIVE
DON'T DRINK
AND DRIVE

Alabama American Association of State Troopers



**Your guest is trying to tell you something.
Please listen.**

The good host serves more than food and drink. He serves his guest.
By giving him his attention. By making him feel comfortable. By
listening to what he wants...and doesn't want.

Next time your guest decides he's had enough, be a good enough host
to take him at his word...or his sign. He'll think better of you for it.

Seagram
Distillers Company.

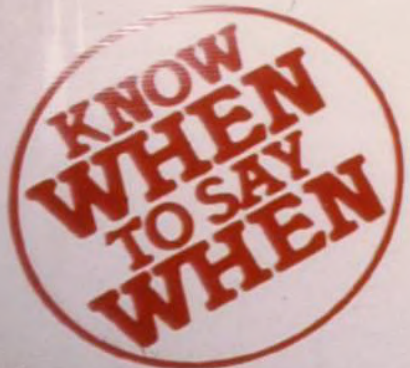
Budweiser
KING OF BEERS



BUD CONCESSIONS

F R I E N D S

KNOW WHEN TO SAY
WHEN



Budweiser



Enjoy.

AND KNOW WHEN
TO SAY WHEN.



 A Message From Anheuser-Busch

1134 BARNETT OUTDOOR

 **Please Don't
Drink & Drive**

amco
AUTOMOBILE INSURANCE

OUTDOOR SYSTEMS



Budweiser
KING OF BEERS.

HOWL
FOR A BUD
⚡

Take The Lead

Bud
LINE OF BEERS

**Be A
Designated
Driver** 

**friends
don't let friends
drive drunk.**



U.S. Department of
Transportation



**DRINK
SAFELY**

PLEASE



**DRINK
SAFELY**

Thank You

It's Spring Break So...



Don't get wrecked. If you're not
sober — or you're not sure —
let someone else do the driving



National Headquarters
150 Paularino Ave., Suite 190
Costa Mesa, CA 92626
1-800-441-2337

Beer Drinkers of America is a non-profit
consumer membership organization
open only to persons over the age of 21.

**TEENAGE
DRINKING
DOWN**

45%

**THANKS, PARENTS, FOR
TALKING TO YOUR KIDS.**

WE ALL MAKE A DIFFERENCE.

Budweiser

© 2004 Anheuser-Busch, Inc. www.budweiser.com

**Please Don't
Drink & Drive**

amco
AUTO INSURANCE

The billboard features a man in a tuxedo on the right side, gesturing towards the text. On the left, there is a graphic of a car with a red circle and a diagonal slash over it, indicating a prohibition. The background of the billboard is a light blue sky with white clouds.

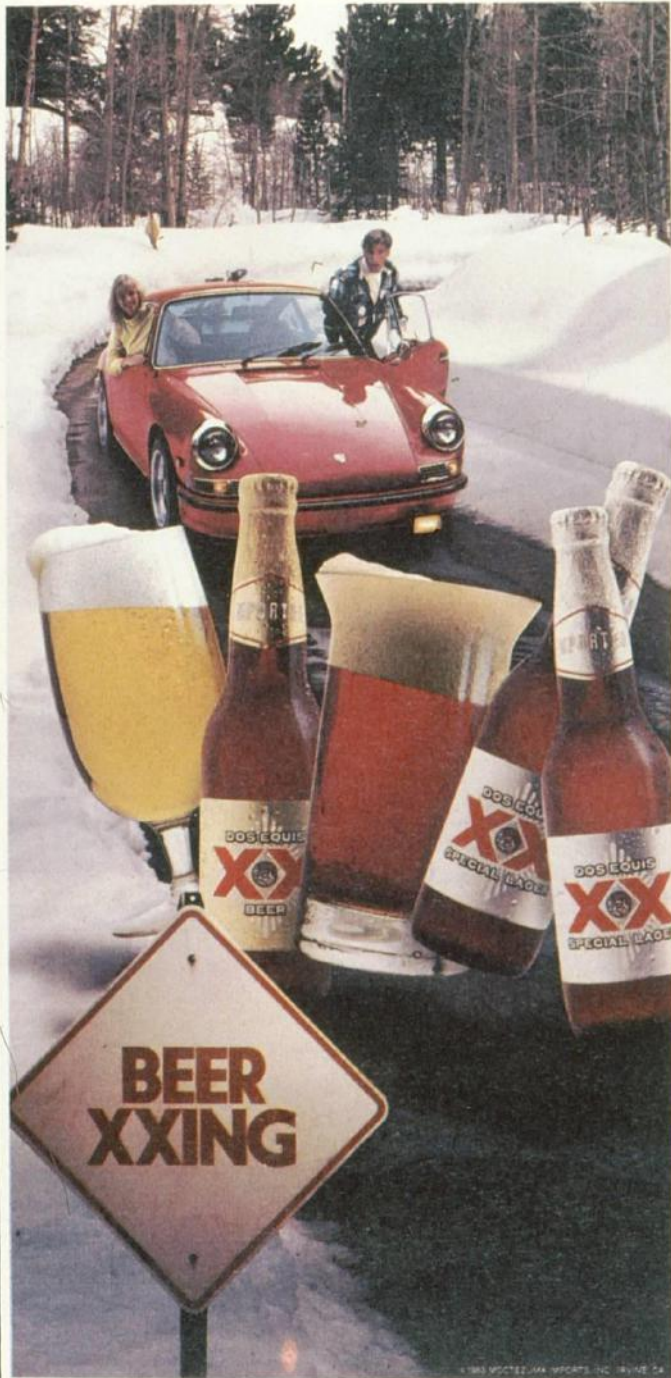
OUTDOOR SYSTEMS



CUTTY SARK



NAEGELE



the best of Supercross **COORS EXTRA GOLD**
SUPER CHALLENGE



1990 COORS EXTRA GOLD SUPER CHALLENGE EVENTS
 PART OF THE CAMEL SUPERCROSS SERIES

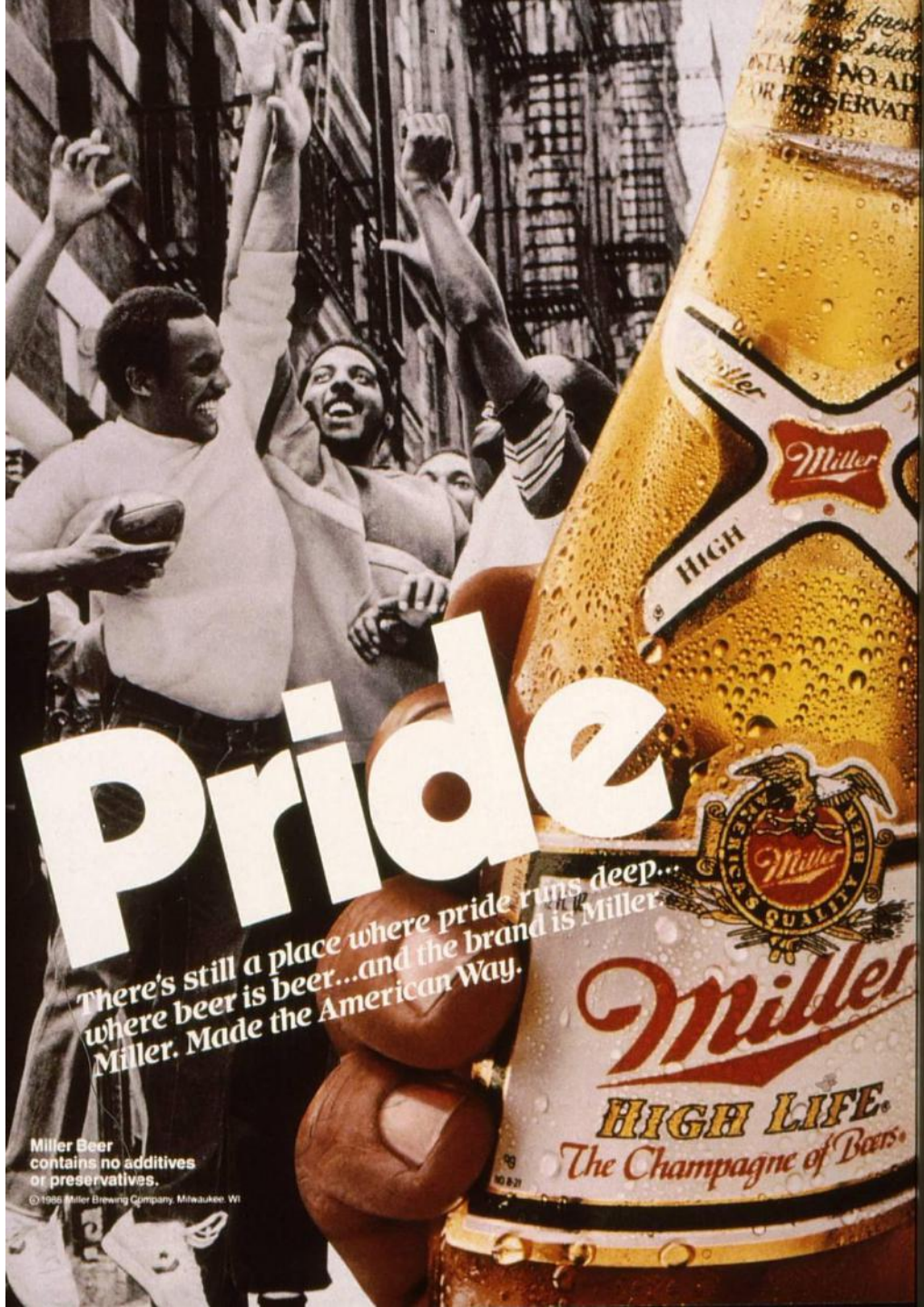
DATE/FACILITY	DATE/FACILITY
JAN. 27 ANAHEIM STADIUM	APR. 21 & 22 SILVERDOME
FEB. 3 ASTRODOME	APR. 28 TAMPA STADIUM
FEB. 10 JACK MURPHY STADIUM	MAY 12 CHARLOTTE MEMORIAL STADIUM
FEB. 17 KINGDOME	MAY 19 GIANTS STADIUM
FEB. 24 FULTON COUNTY STADIUM	JUNE 2 SULLIVAN STADIUM
MAR. 17 SILVER BOWL	JUNE 10 OKLAHOMA CITY FAIRGROUNDS
MAR. 24 ROSE BOWL	JUNE 16 SPARTAN STADIUM
APR. 7 TEXAS STADIUM	JUNE 23 L.A. COLISEUM

DON'T MISS ALL EVENTS ON ESPN! CHECK YOUR LOCAL LISTINGS

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Pride

There's still a place where pride runs deep...
where beer is beer...and the brand is Miller.
Miller. Made the American Way.

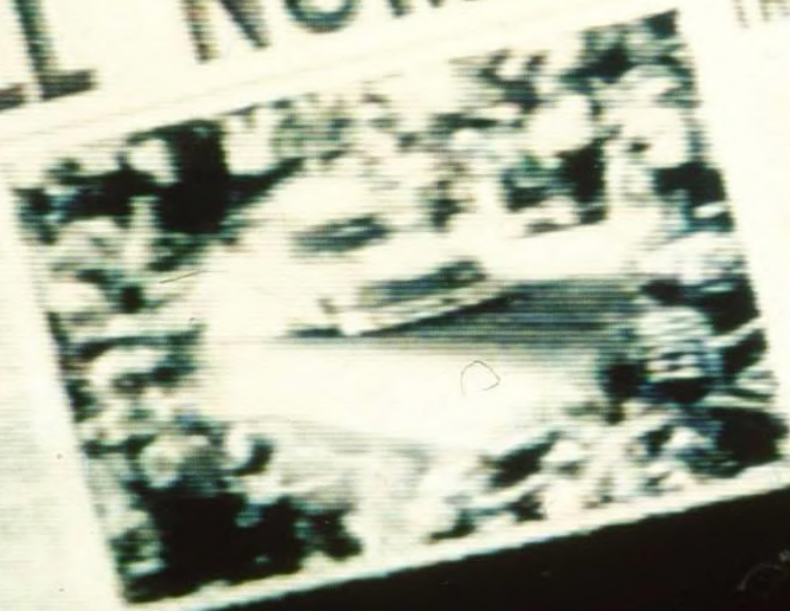
Miller Beer
contains no additives
or preservatives.

© 1986 Miller Brewing Company, Milwaukee, WI

The Daily Chronicle

BUDWEISER KING STILL NUMBER ONE!

THE KING RUNS 260



Continued
Page 4

KILLER
Lite
BEER

We're pushing a

DARROW

Cirrhosis

Alcoholic Hepatitis

Fetal Alcohol Syndrome

Impotence

Pancreatitis





Americas Priorities*



*According to Madison Avenue

Doc



COMMUNITY HEALTH MOBILE

Sponsored By

Budweiser

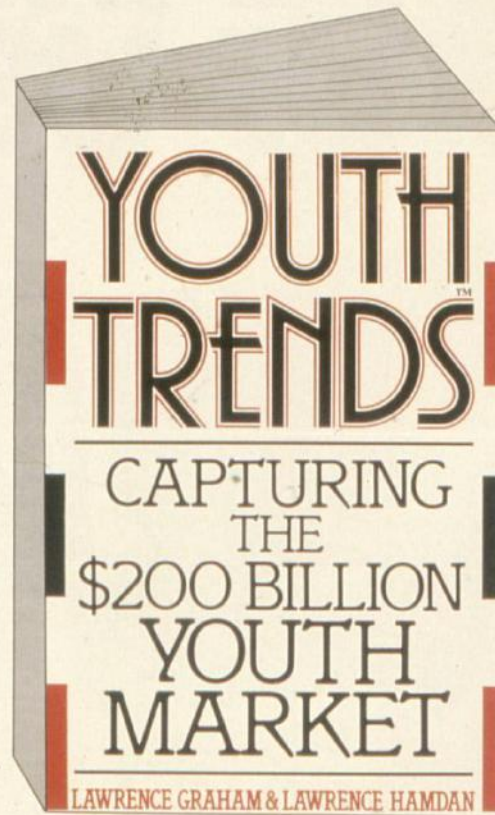
NAACP

"We Care"



"It is essential to communicate believably to youth because they are the future of all companies."

Leslie Zeifman
VP/Associate Publisher
Rolling Stone



Fifty million American consumers — ranging in age from 13 to 25 — possess a discretionary income of more than \$200 billion a year. Every retailer and manufacturer must take this vital marketplace seriously to remain competitive.

YOUTHTRENDS offers specific strategies for targeting today's big spending young adult market with detailed case histories from such innovative companies as GENERAL MOTORS, SWATCH, AMERICAN EXPRESS, BENETTON and COLGATE-PALMOLIVE.

In addition, special sections highlight:

- The ten most common mistakes in youth advertising
- The best and worst ad campaigns
- The effective use of music, humor and sex in ads

YOUTHTRENDS is the quintessential handbook for any marketer who wishes to penetrate this lucrative market. Hailed by top marketers and advertising executives alike, YOUTHTRENDS belongs in the hands and on the shelves of executives from all business disciplines.

"The youth market must be 'The Holy Grail' to most advertisers either because it is a critical market today or because it is critical to have young people predisposed to purchasing the product in the future."

Burt Manning
Chairman/CEO
J. Walter Thompson

"We... appeal to the broader audience through the eyes of youth. We put a youthful mindset on the product, emphasizing vitality, excitement, and being on the cutting edge."

Roger Enrico
President
Pepsi-Cola, USA

YOUTHTRENDS (St. Martin's Press, 282 pgs.) includes 200 interviews with C.E.O.s and other high-level executives of major corporations and ad agencies. It is available in all major bookstores.

Heralded by Fortune magazine and Advertising Age for their marketing advice, LAWRENCE GRAHAM, 23, (Harvard Law, '88) and LAWRENCE HAMDAN, 24, (Harvard Business, Harvard Law, '89) are cofounders of FLYE.R.S. Services Inc., which advises corporate clients on how to target the 13 to 25 year-old market. Their monthly newsletter is available by calling (617)868-6229.

FOR ALL THOSE BOTTLES SHE GAVE YOU.



Don't forget, May 8 is Mother's Day.
To send a gift of Baileys anywhere in the U.S., call 800-528-6148.
In Arizona, call 957-4923. Void where prohibited.
GIVE BAILEYS. THE TASTE OF MAGIC.

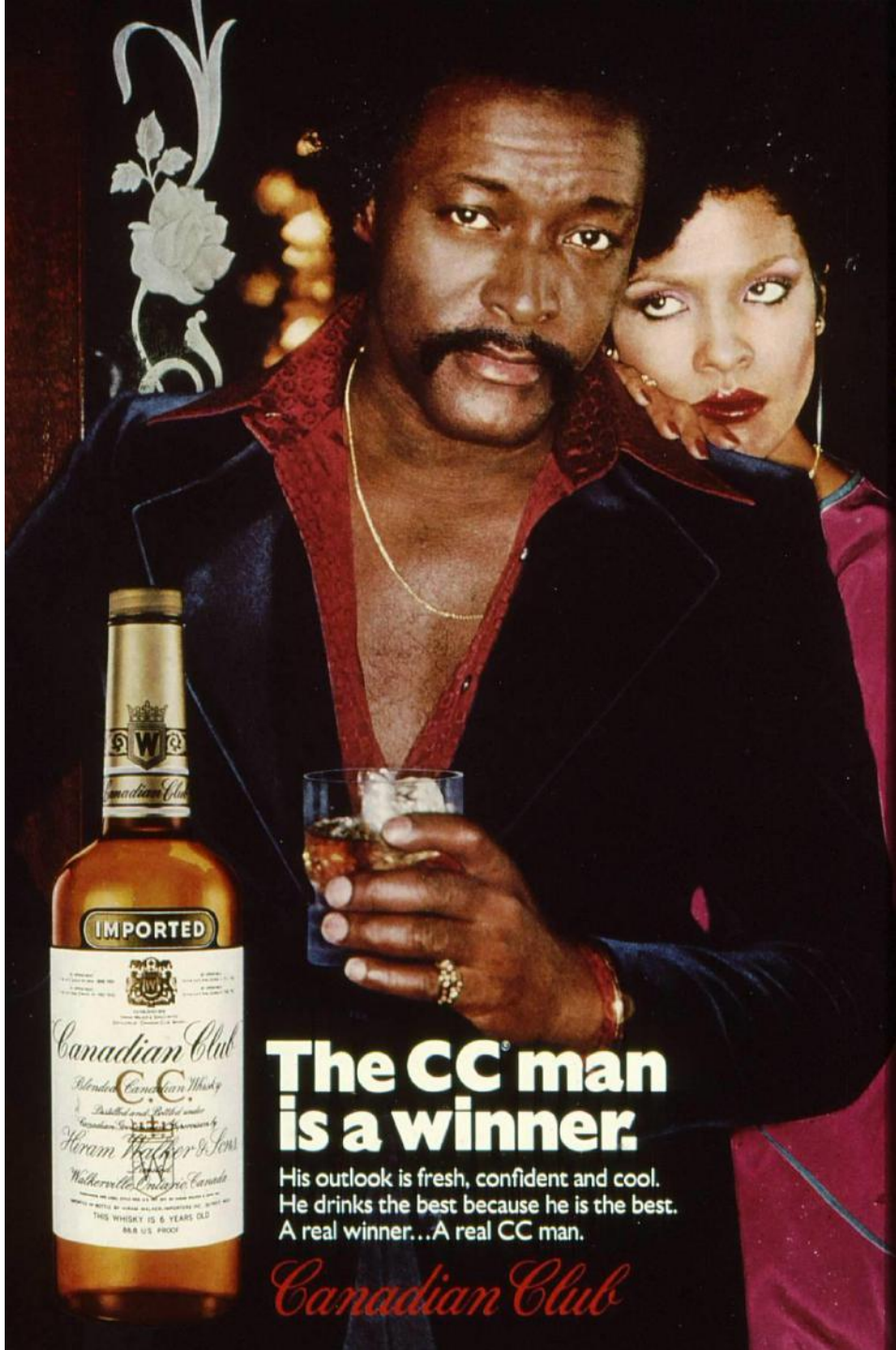
Imported by The Puddington Corporation, New York, N.Y. 34 Proof © 2003



Happy
Mother's
Day
Mom







The CC man is a winner.

His outlook is fresh, confident and cool.
He drinks the best because he is the best.
A real winner...A real CC man.

Canadian Club

DON'T THINK

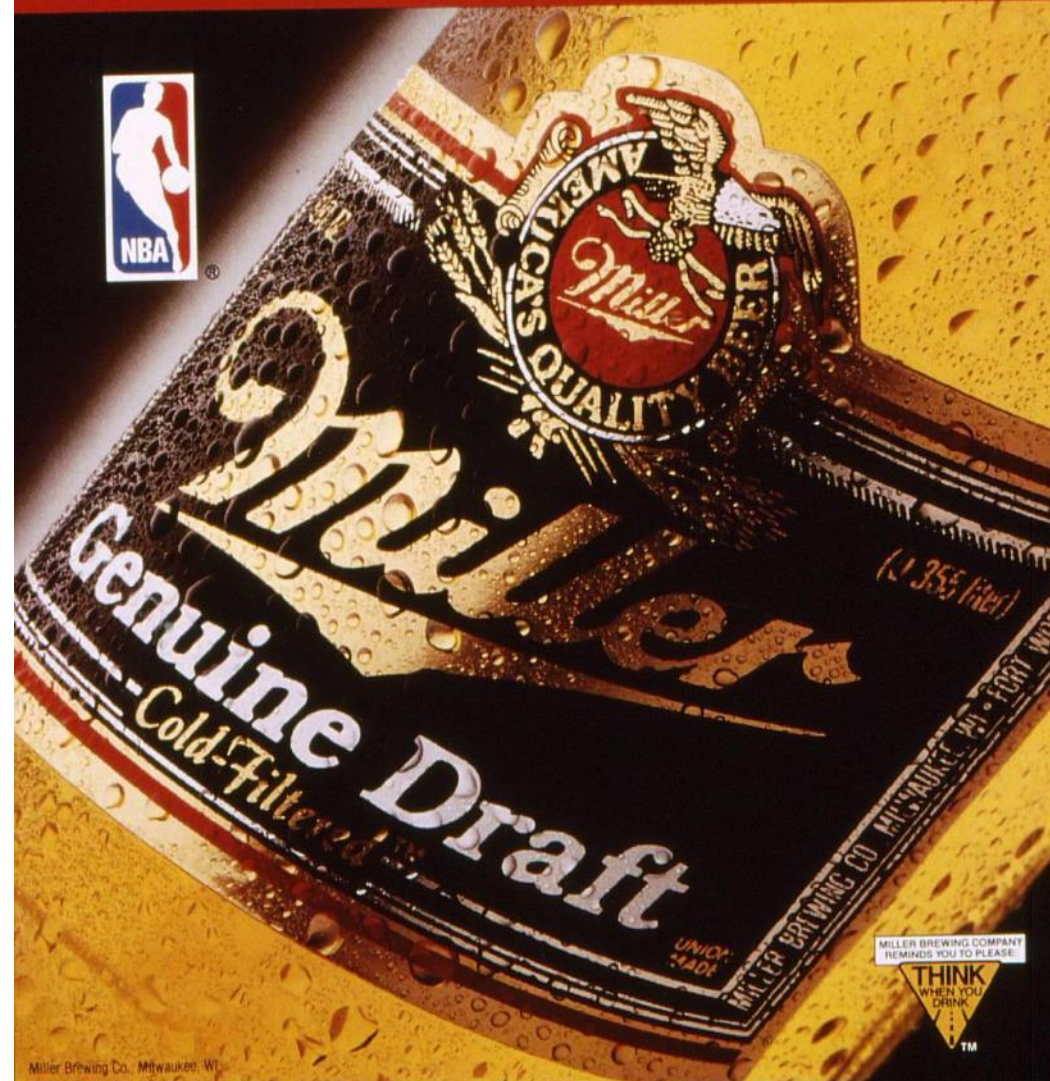
GREAT MINDS



DRINK
AKE

JUST DRINK

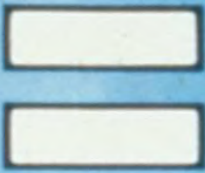
#1 DRAFT CHOICE OF NBA FANS



MILLER BREWING COMPANY
REMINDS YOU TO PLEASE:



Miller Brewing Co., Milwaukee, WI



PARTY

OUTDOOR SYSTEMS

Doc

Michelob Light for the Winners.
A rich, smooth taste you can compare to any beer you like.

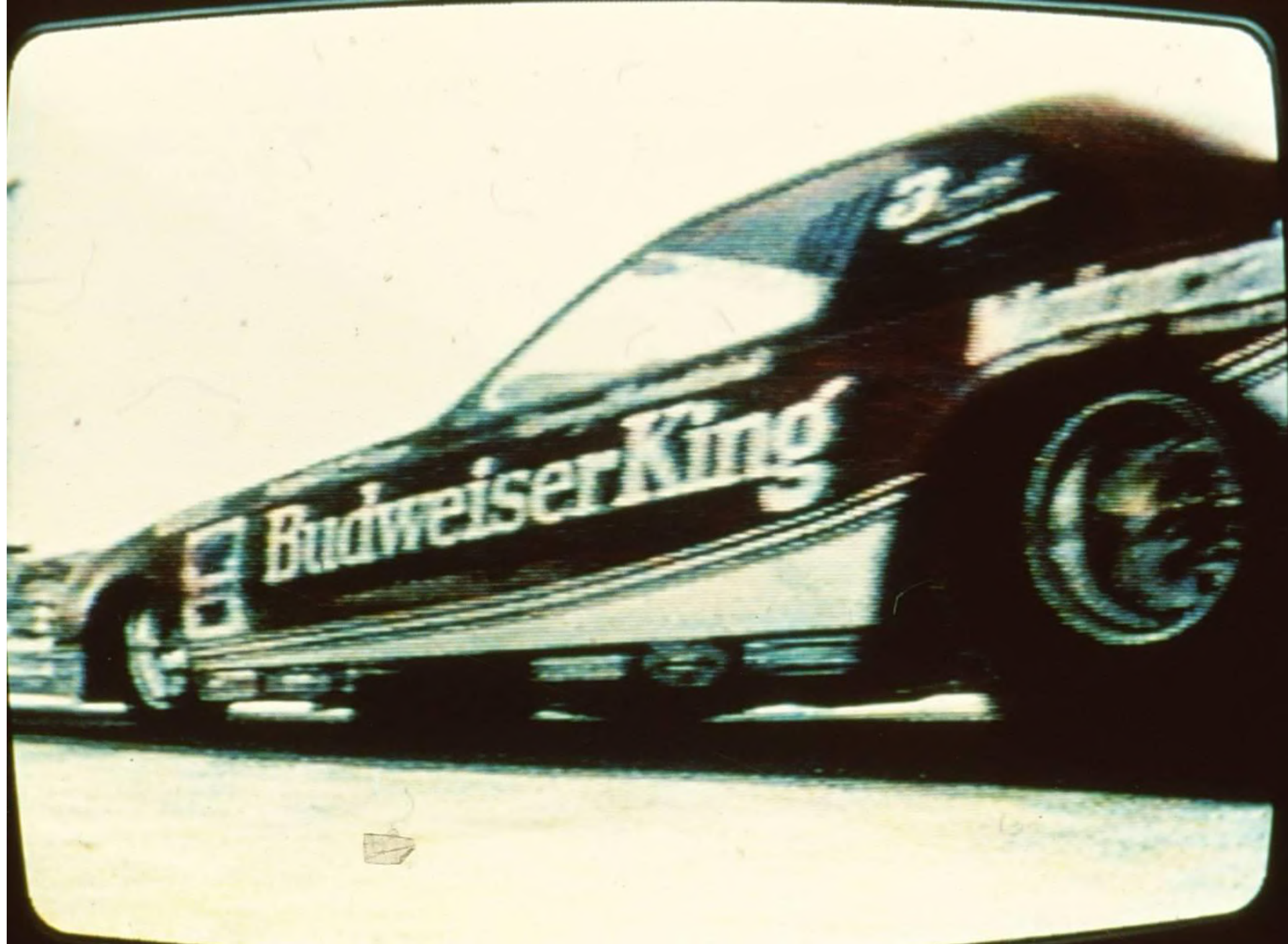


ANHEUSER-BUSCH, INC. ST. LOUIS, MO.

**PULLING
TOGETHER**



**IN THE FIGHT
AGAINST
MUSCULAR
DYSTROPHY**





Coors.

Wellness
Center





COLT 45 WILL HELP PUT MANY STUDENTS THROUGH COLLEGE

When you buy Colt 45 in February, we'll make a donation to the United Negro College Fund.

Right now the UNCF is helping over 45,000 young adults get a decent college education. An education that's helping turn out leaders for our communities and our country.

And here's your chance to help. For every Colt 45 you buy in February, Heileman Brewing Company, brewers of Colt 45 Malt Liquor, and their participating wholesalers will make a contribution to the United Negro College Fund.

So while you're satisfying your own thirst, you'll be helping to satisfy a young person's thirst for knowledge.



Colt 45

The power of Colt 45
It works every time

Seven & Seven. Sounds so good you can taste it.

Seagram's 7 and 7UP® over lots of ice. Crisp. Icy. Delightful.
And if you think it sounds good, wait until you taste it. Enjoy our quality in moderation.



SEAGRAM DISTILLERS CO., NYC. AMERICAN WHISKEY - A BLEND. 40% ALC/VOL (80 PROOF).
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Seagram's 7 Crown
Where quality drinks begin.

Announcing the Miller Lite NFL Player of the Year Award



There's the best... then there's the rest.

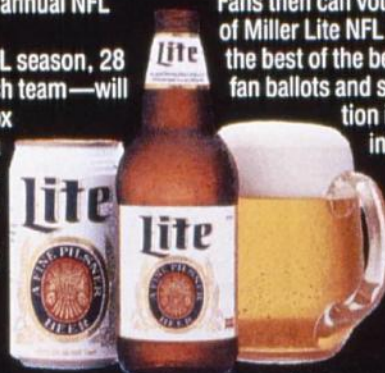
To honor that distinction among NFL players, Miller Lite is sponsoring an extensive new award program, culminating in the naming of an annual NFL Player of the Year.

Every week of the NFL season, 28 players—one from each team—will be selected by press box media. A special media panel then will select a national Miller Lite NFL Player of the Week, who will be announced every Wednesday in *USA Today* sports.

At the end of the regular season, six Miller Lite NFL Player of the Year candidates will be chosen from among the 16 national NFL Player of the Week winners.

Fans then can vote for their choice of Miller Lite NFL Player of the Year—the best of the best. Look for special fan ballots and sweepstakes information in *USA Today* later in the season.

Miller Lite NFL Player of the Year: Only one will win!



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and other popular brands sold here

Winston
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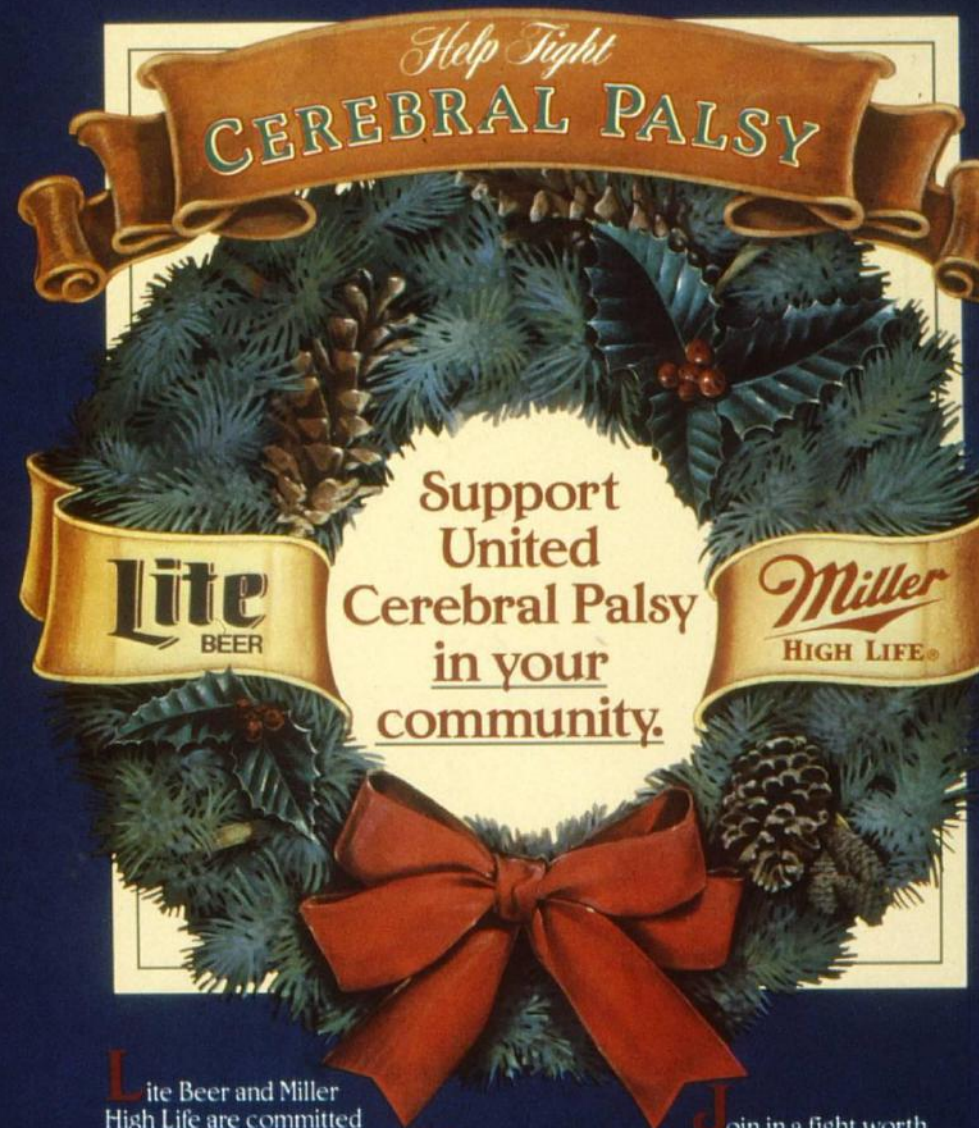
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TO
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CAMPUS PARTY STORE
Campus Party Store
Say "Fun Shaun Fun"







Help Fight
CEREBRAL PALSY

Support
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in your
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Lite
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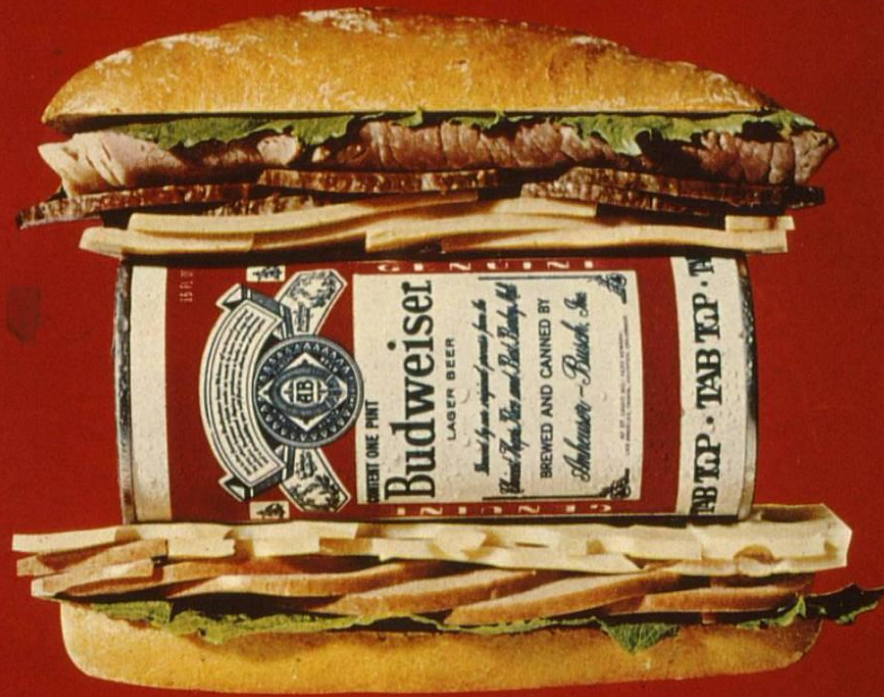
Lite Beer and Miller High Life are committed to fighting Cerebral Palsy. This holiday season we are making a cash donation to United Cerebral Palsy for each case of Lite and Miller High Life sold.

You can show your support for this worthwhile effort by displaying plenty of Miller High Life and Lite.

Join in a fight worth fighting.



MILLER BREWING CO. MILWAUKEE, WI

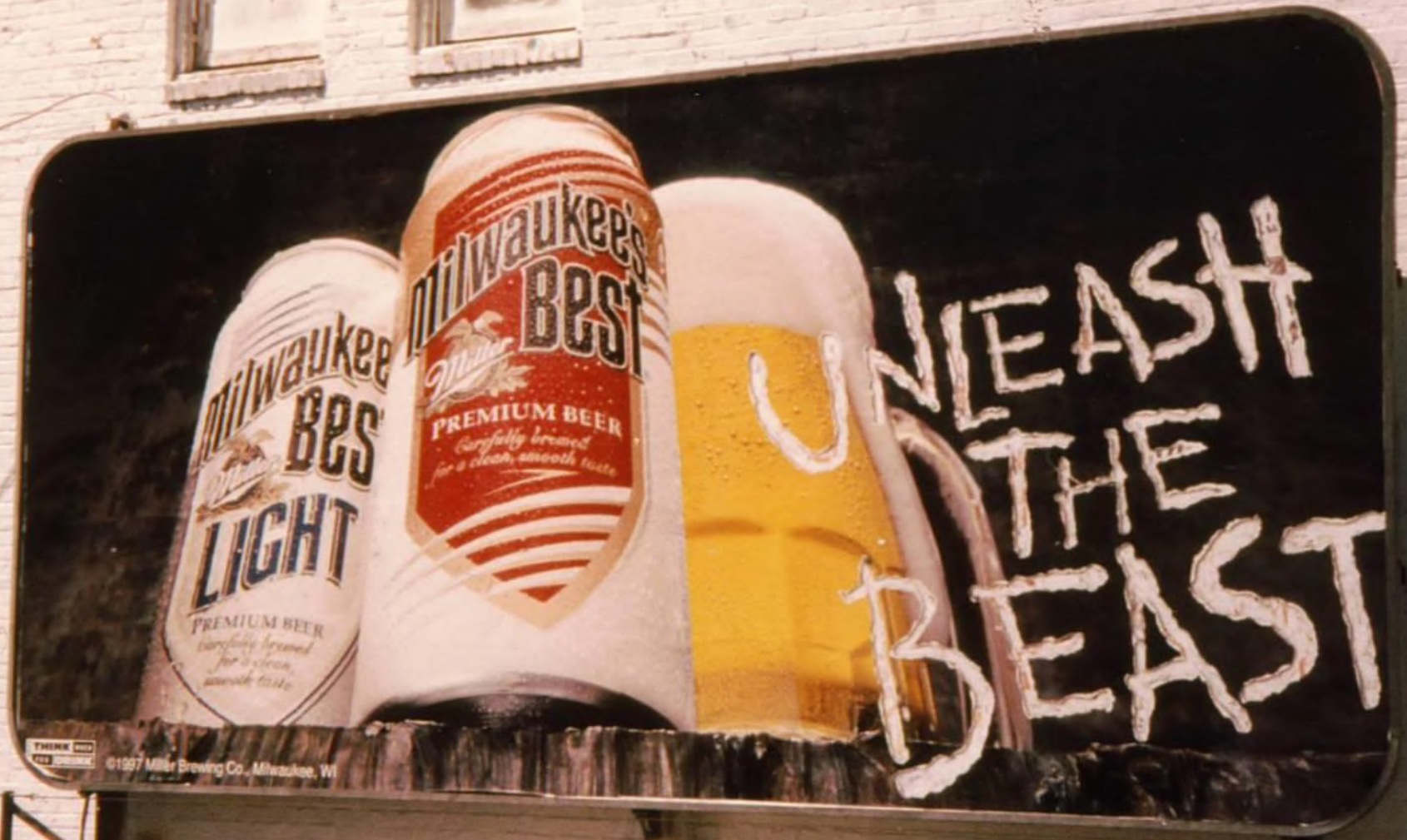


The Great American Hero for the Great American Hero.

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Budweiser is the King of Beers.

(But you know that.)



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PREMIUM BEER
*Carefully brewed
for a clean,
smooth taste.*

Milwaukee's
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PREMIUM BEER
*Carefully brewed
for a clean,
smooth taste.*



UNLEASH
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BEAST

THINK
KODAK
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tion," said Phillips. "Our position is so clear, so firm and so just that they can't dispute it."

An emergency plan called for the American League to appoint seven new crew chiefs (six Triple-A umpires in addition to Hendry) and for the National League to name six (five from the AAA

Major League Umpires Association.

"My heart is with the umpires, but Mr. Phillips advised me that I must fulfill a 10-day termination period as provided for in the contract," Pryor explained.

"I will provide services (to the National League) up to April 16 only because the Major League

League staff for 17 full seasons.

"THAT WAS strictly a financial decision, but I've spent four sleepless nights since then and I finally decided about six o'clock this morning (April 7) that I couldn't go on like this for 162 games, having people call me a scab and other names."

Will this chain of events affect

late Warren Giles, then president of the N.L.

Forman, an N.L. umpire from 1961 through 1964, joined the replacement umps to call balls and strikes just as he did when the Major League Umpires Association went on a one-day strike last August 25. He now is a sales representative for a brewery.

American leagues insisted their positions had not changed. Attorney Phillips, who earlier had expressed hope of resuming negotiations, said on April 6 that no talks were scheduled.

Their last head-to-head negotiating occurred on March 24.

"If they're waiting for me to call them," Phillips said, "they will have a very long wait."



TIME OUT.

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Canada at its best.

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