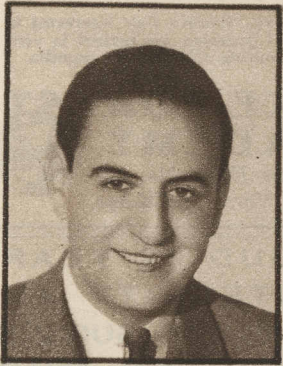


Make the PABST BLUE RIBBON CASINO YOUR HEADQUARTERS AT THE FAIR

*Dine and dance with
Four Famous Orchestras*



BEN BERNIE
and all the lads



GUY LOMBARDO
and his Royal Canadians



BUDDY ROGERS
and his Hollywood Music



TOM GERUN
and his Californians

COOLED by the refreshing breezes of Lake Michigan, you can enjoy the utmost in luxury, entertainment and cuisine at the Pabst Blue Ribbon Casino, the largest and smartest restaurant in the grounds. Located at the very center of activity, this gay, colorful spot will be the rendezvous of famous stage, screen and radio stars. Every important personage who visits the exposition will be its guest.

The enclosed casino, with a seating capacity of 1000, offers dining, dancing, a glamorous floor show and a complete fashion parade featuring thirty of the most beautiful mannequins of New York and Chicago. The open air gardens accommodate 2500, with a canopy covered dance floor and a board walk bordering the lagoon.

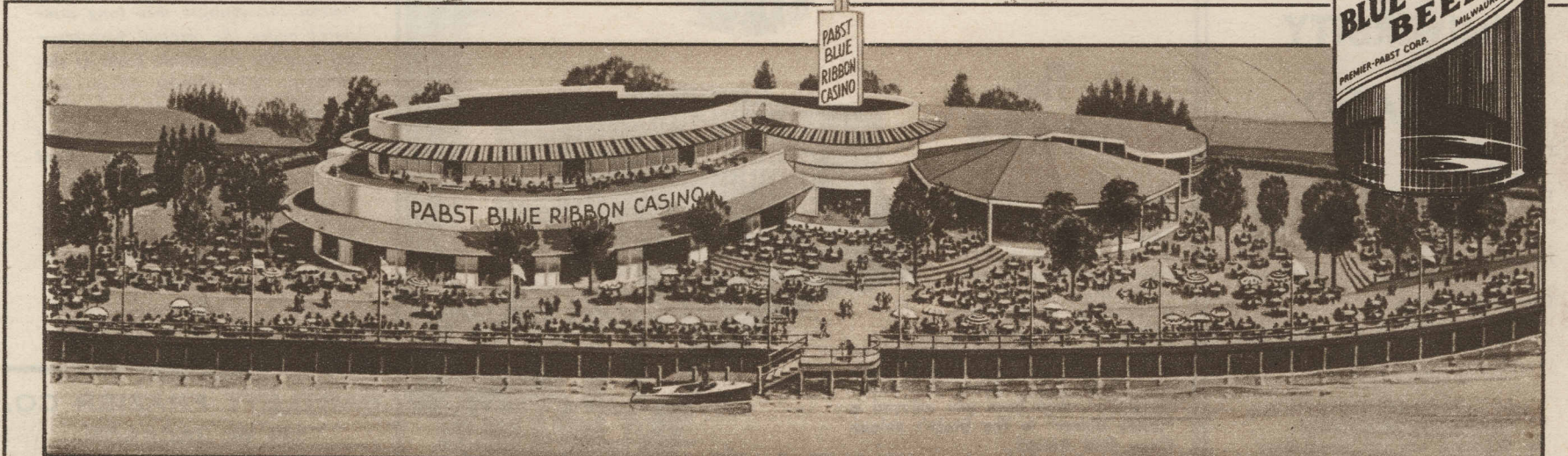
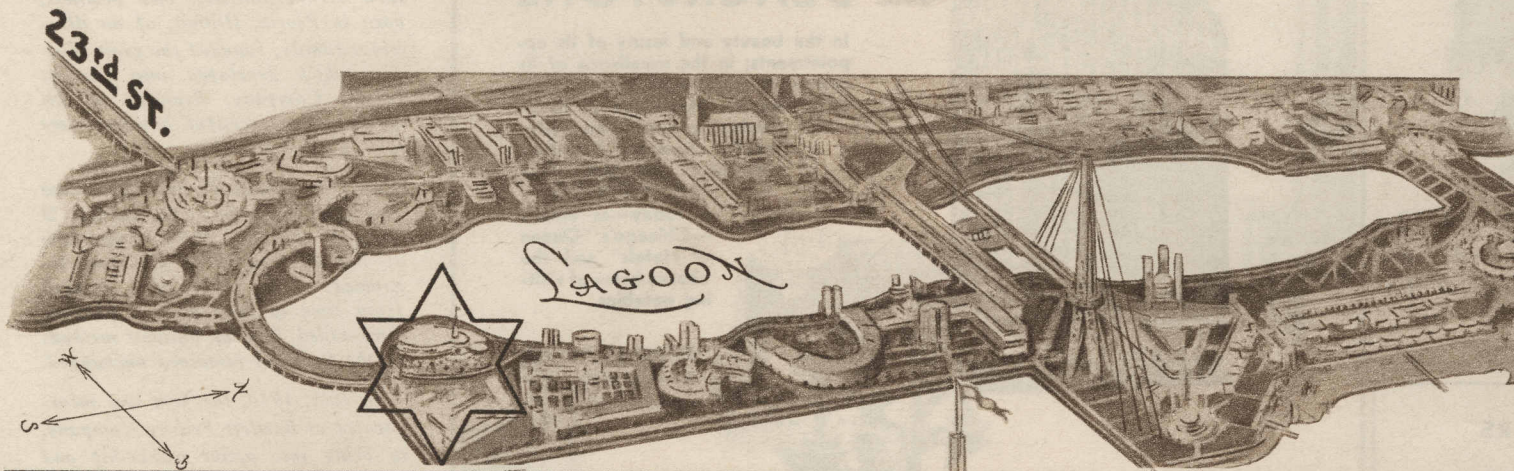
Four famous dance orchestras play from noon until closing from a circular revolving platform, providing music for guests

both in the casino and in the gardens. The famous Pabst Blue Ribbon radio program, featuring Ben Bernie and all the lads, will be broadcast direct from the Blue Ribbon Casino every Tuesday night.

The operation of the Pabst Blue Ribbon Casino is directed by the famous College Inn management—your assurance of the finest food and service. Luncheon, tea, dinner and supper are served in both the gardens and the casino, where the nation's favorite quality beer, Pabst Blue Ribbon, as well as other Pabst beverages and Pabst-ett, is served. The colorful Blue Ribbon Bar, located in the gardens, provides still another place of refreshment.

You are invited to make Pabst Blue Ribbon Casino your headquarters—your meeting place at the fair. Easily reached by bus or boat, and but a short walk from the important buildings.

Located on the southern end of Northberly Island, just across the Concourse Bridge at 23rd St. Easily reached by bus or boat, and but a short walk from the important buildings.



A CENTURY OF PROGRESS EXPOSITION