



It's a Fact!

Your Best Bet in Beer Is Pabst Blue Ribbon . . . "33 to 1"—33 Fine Brews Blended to Make One Great Beer!

And What's More.....

Here are some important facts about Pabst you will want to know—

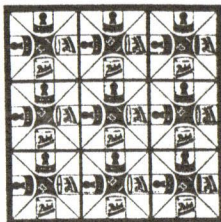
1. Pabst has been brewing highest quality beer continuously for **97 years**.
2. Pabst was the **first** American brewery to introduce and maintain an imported strain of European lager yeast.
3. Pabst was the **first** brewery to introduce canned beer nationwide—and recently introduced a brewery-packed, Handy-Six can carton.
4. Pabst **alone** of all American breweries completely processes all its own grains, both barley and corn.
5. Pabst maintains a staff of **28 scientists** to insure complete control of all steps in making Blue Ribbon beer.

First in the Homes of America — and the Largest Selling American Beer in the Rest of the World!



DIRECTIONS for "33 to 1" PUZZLE

The experts say it's "33 to 1" you can't solve it in fifteen minutes! Are they right? Try it and see how quickly you can put it together!



(Diagram A)

To solve the puzzle, arrange the 9 pieces in 3 rows of 3 each to make a perfect square (as in diagram A) matching top and bottom of the cans so that only one color surrounds the complete can. For example, if the color red surrounds the bottom of a can, red must also surround the matching top of the can.

When the puzzle is solved, it will show 12 complete cans of beer within areas of matching colors.

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