

of the buildings to achieve lovely, glowing hues; neon tubing to cover a wall with the illusion of solid luminous color, or to outline a gigantic pattern; reflections of shimmering light thrown upon a building, to create ever changing images—of rising flames, great cascades of water, and a myriad other magic pictures all done with mirrors and equally simple tricks, but tremendously mysterious and beautiful.

The whole fair will be a blaze of color at night. Even now, the Hall of Science tower is all aglow after dark, a sort of lantern leading a community of workers toward a goal already sighted.

Behind the long white fence that marks off the exposition territory, there is already much to see with comfortable transportation afforded for a tour of inspection. More than three miles of lake front are being landscaped into one huge park. Islands have been made, parallel with the shore, forming a lagoon. A bridge connects with Northerly Island, site of the Adler Planetarium, Chicago's astronomical museum, and there are bridges at intervals for access to the other buildings being erected on the islands. Soldier Field, the great outdoor stadium, is also included within the fair grounds, with the Shedd Aquarium and the Field Museum adjacent to the north entrance: three splendid tributes to the architecture of another civilization.

Standing between the simple classicism of the one group and the modern simplicity of the other, Fort Dearborn faces the old and the new, as gallantly holding its own as it did in bygone days.



Closeup  
View  
Hall  
of  
Science

## The World's Fair Briefly

The Chicago Century of Progress Exposition will be opened on time, June 1, 1933.

It is amply financed, notwithstanding business conditions. Nearly three hundred premier industries have contracted for almost four and a half million dollars worth of space, and have paid about half the purchase price. A ten million dollar bond issue, subscribed by leading Chicago citizens, is providing advance funds. Concession contracts total \$4,500,000. The United States Government has appropriated \$1,000,000 for its buildings and displays; foreign governments will spend millions more.

Many buildings are enclosed and roofed over, including the Administration Building, Agricultural Building, Travel and Transport Building, Hall of Science, Old Fort Dearborn, the Lincoln Group, Electrical Group, and first three pavilions of the General Exhibit Group. The Industrial Buildings, Dairy Building and Hall of States will be ready shortly—to say nothing of many smaller edifices.

Those who now enter the grounds for a preview see something absolutely new in architectural, decorative and lighting effects. When the entire scene is complete, it will combine beauty and utility, and demonstrate how necessary the beautiful is in modern construction and merchandising. Everything will be up-to-the-minute, so far as final processes are concerned. The mass effects will be arresting in their modernity, and the loveliness of the ensemble cannot fail to allure.

Someone has said the Fair of '33 will be the epic of the inventor. Another calls it the poetry of processes.

More particulars in an illustrated folder, to be issued by the Santa Fe early in 1933.

AND McNALLY & COMPANY, CHICAGO Reprinted 11-15-32 40M

ADVANCE ANNOUNCEMENT

CHICAGO  
WORLD'S FAIR  
1933



Will open  
on time  
June 1<sup>st</sup>  
1933

# 1833-1933

(Reprinted from Autumn Number of "Fashions of the Hour"  
—Marshall Field & Co., Chicago)

By 1833, the settlement at Fort Dearborn, where the Chicago River flowed into Lake Michigan, had grown to the proportions of a thriving village, and was incorporated as a town, which was known as Chicago.

In 1927, a group of Chicago's loyal citizens met and started the wheels in motion for a great celebration in recognition of the city's one hundredth birthday, six years thence. Out of the discussion among these few men, were decided the basic ideas for a unique international exposition to take place in Chicago during 1933. The indomitable spirit that had made the second largest city in America flourish where once a besieged fort had stood, deserved commemoration.

They named the fair A Century of Progress.

Their reason was two-fold. As they reviewed the century that will end next year, they realized that it marked not merely the tremendous growth of their city, but also the greatest forward march of science and industry the world has ever known. For the years of Chicago's development closely parallel a spectacular advancement in every field of scientific endeavor.

While Chicago spread rapidly, north and south of the river, along the lake front, Pasteur was making startling discoveries about bacteria, miraculously eliminating the harmful germs from milk with one hand while he encour-

aged the presence of a friendlier kind to improve beer, with the other.

The industrial revolution was rapidly transforming England with a dizzy succession of machines to do work that men had always done by hand. Steam was being harnessed, and lightning chained to make wheels go faster and lights burn brighter.

Doctors were administering anesthetics and performing aseptic operations for the first time. Darwin's Origin of Species set the world topsy turvy, and the first locomotive engine was sounding the knell of the pony express.

A century of progress, indeed. Chicago is proud to invite the world to join her in celebrating that centennial, beginning next June first.

"A Century of Progress follows no pattern of former fairs. It is attempting to adjust an International Exposition to modern conditions." These are the words of Mr. Rufus Dawes, president of the exposition. He might as accurately have said that the fair succeeds in adapting modern conditions to an international exposition. For in that adaptation the fair has already achieved its greatest triumph. The exhibits to be held within the buildings will be an exciting panorama of the last hundred years. The fair itself is the dramatic epitome of today.

The buildings, intended only for the 150 days' duration of the fair, are an expression of today's flexible architecture. Builders are avoiding the great piling of stone on stone, ponderous and expensive. They are using the many composition materials available today which were undreamed of during



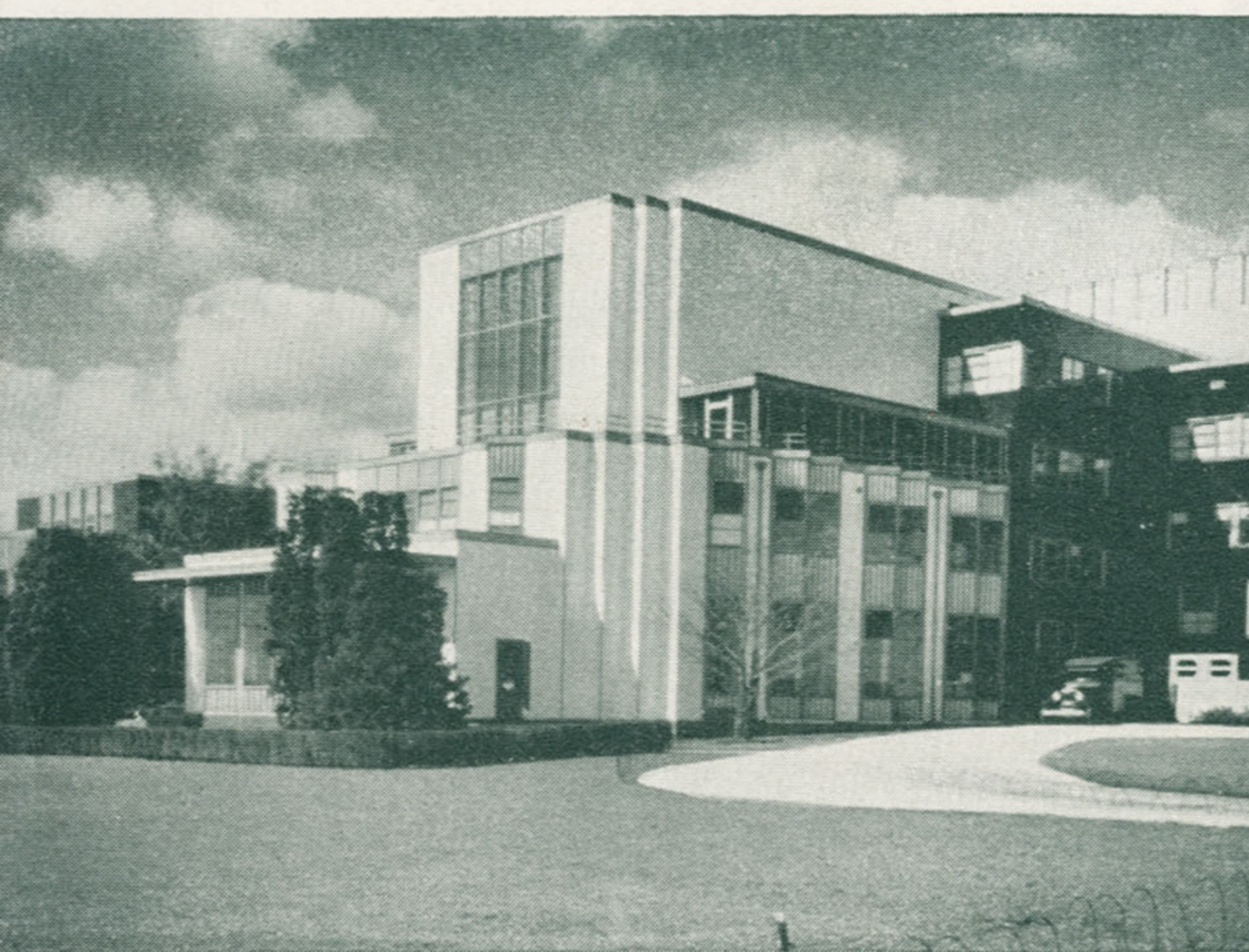
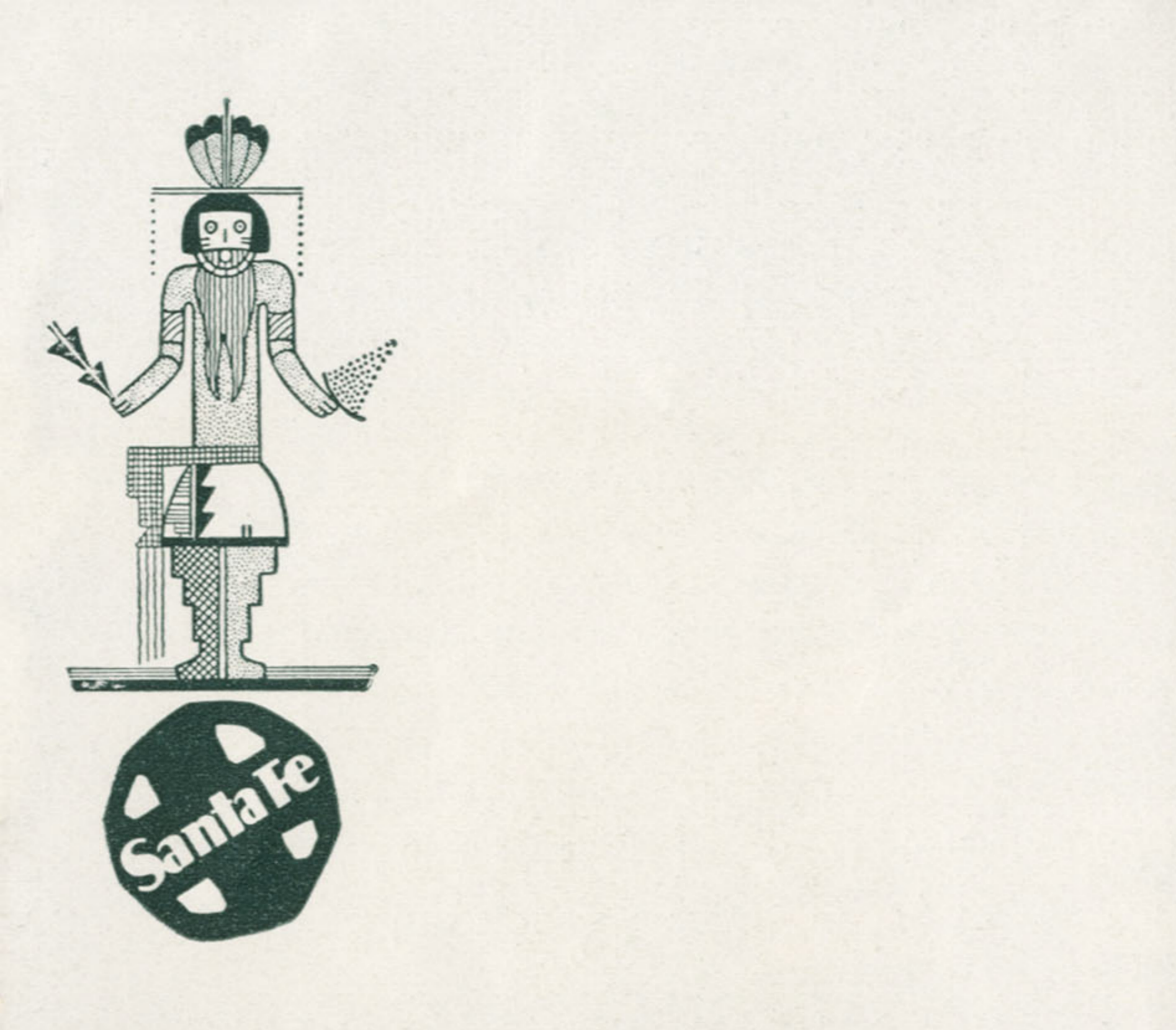
Replica  
of Old  
Fort  
Dearborn

Chicago's last fair; materials that are light of weight and easily manipulated.

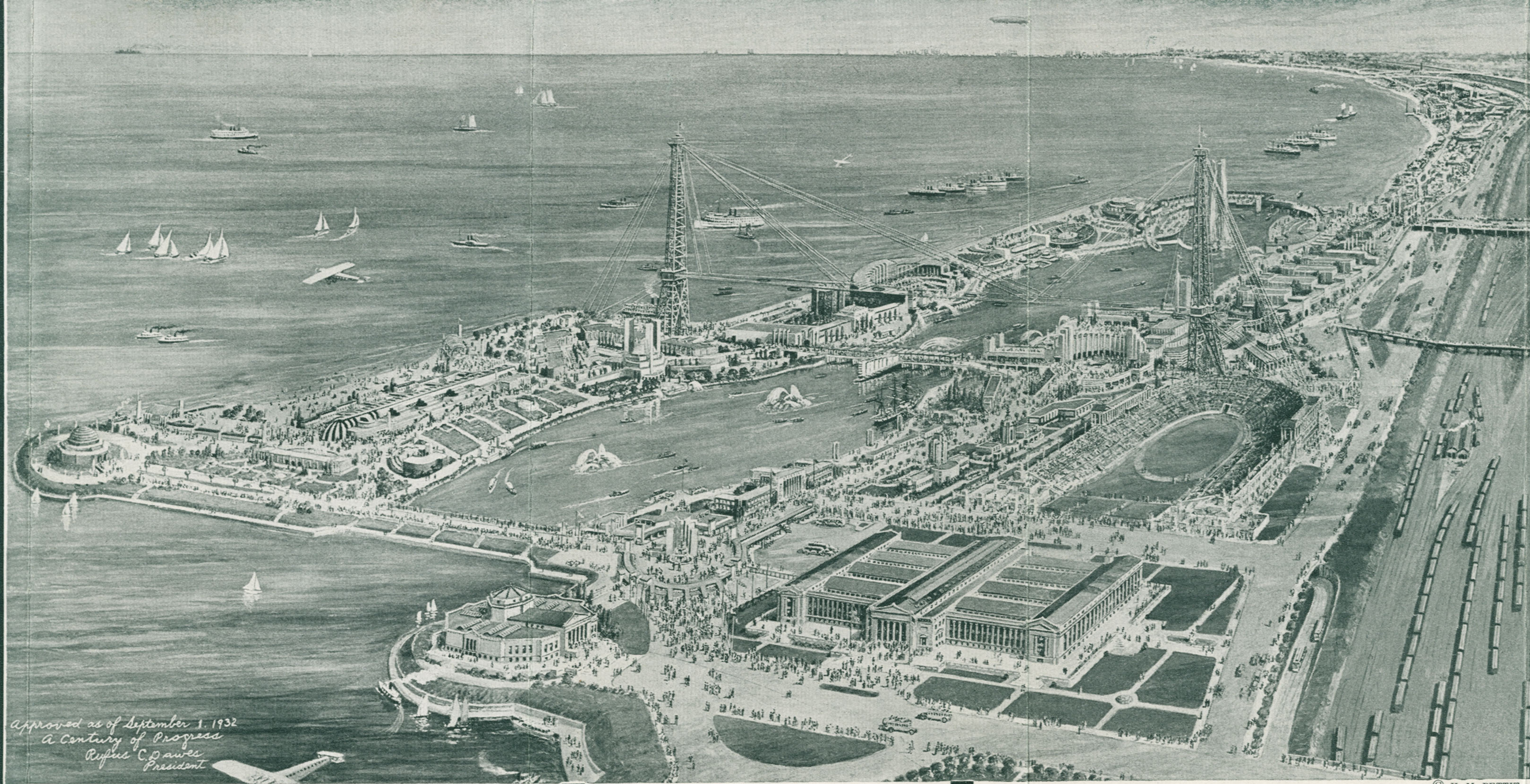
The matter of decoration is in the truly utilitarian spirit of the day. Paint, the essential finish to preserve these buildings from the weather, is being applied decoratively, replacing the ornate façades of the stone age. The planning of color schemes is under the general supervision of Joseph Urban, architect, and one of America's foremost designers. Much consideration has been given to the fair as a unit, yet the problem of each building has been interestingly solved according to its own needs, by use of a combination of colors that will most dramatically complement the spirit of the structure.

Most of the buildings are entirely without windows, an arrangement doubly advantageous. It means that exhibits are lighted artificially, giving wider scope in the arrangement of effective lighting and eliminating the variable element of sunshine. Externally, the windowless expanses of wall offer opportunity for brilliant design in the application of color. There are endless variations, based on the use of warm colors on southern exposures, cooler colors for northern exposures, with neutral gray, white, black, gold or silver for east and west elevations. This method of decoration not only enhances the looks of each building, but gives that gala quality of carnival which is the very spirit of a fair.

Visually, the fair will be equally festive at night, due to the unusual outdoor illumination devices. There will be colored electric lights applied to contrasting colored walls



Administration Building

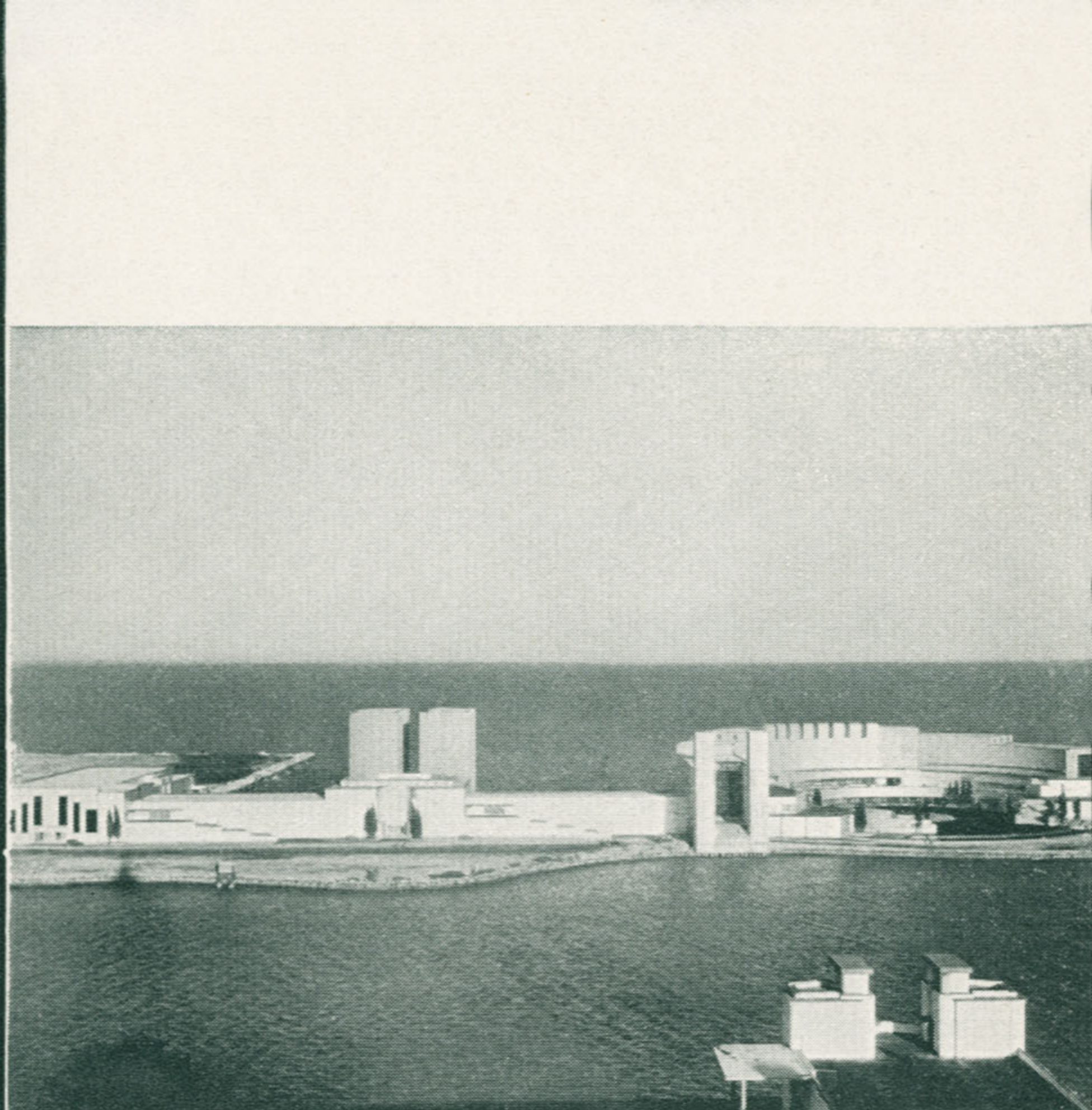


*Approved as of September 1, 1932  
A Century of Progress  
Rufus C. Dawes  
President*

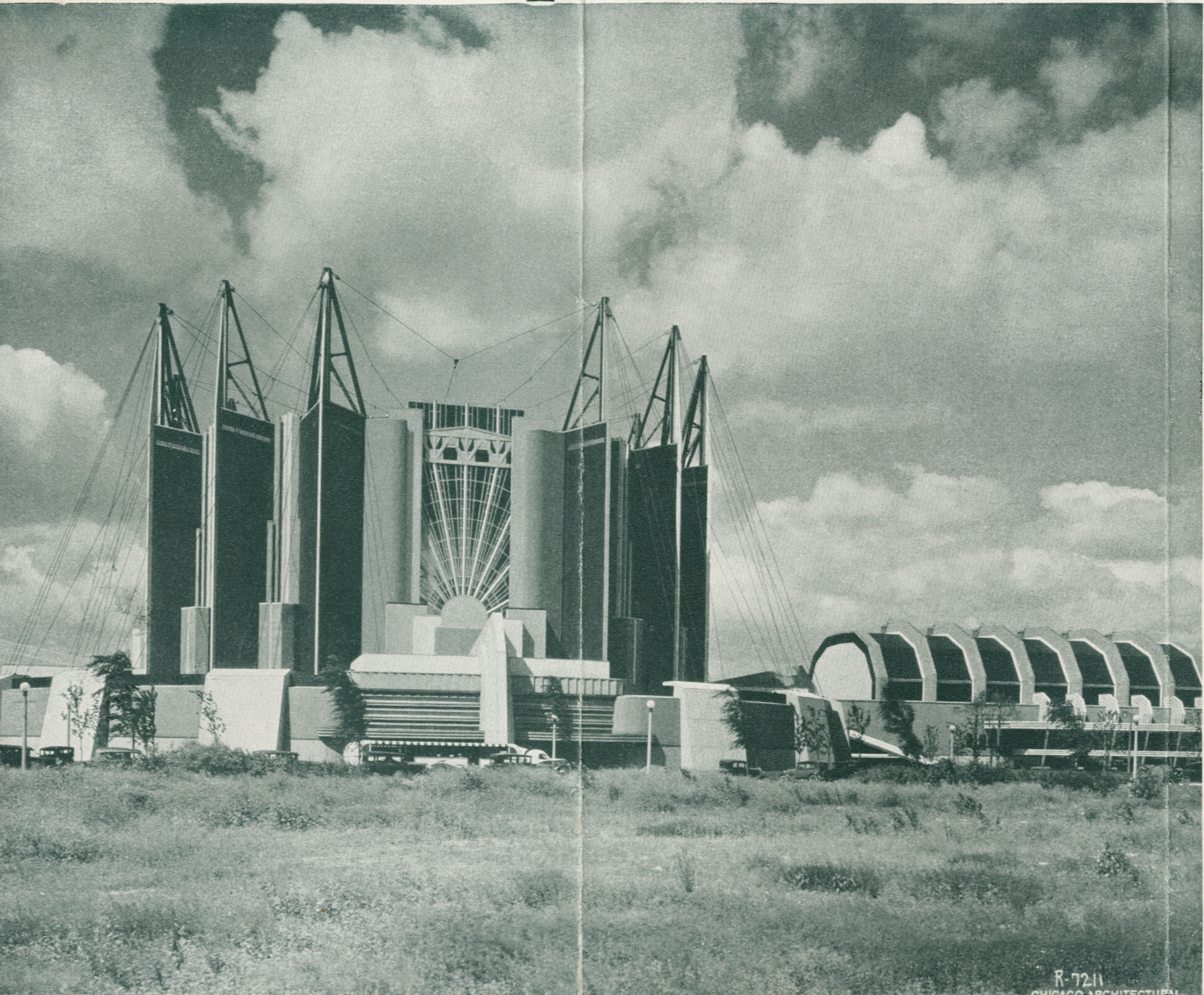
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Travel and Transport Building ↓

Hall of Science ↓



The Electrical Group



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Dearborn Station, the Santa Fe Chicago terminal, is in the Loop section, within a short distance of north entrance to the World's Fair grounds.

Plan now to come to Chicago next summer or early fall. And be sure to allow enough time to see the big show as it should be viewed.

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