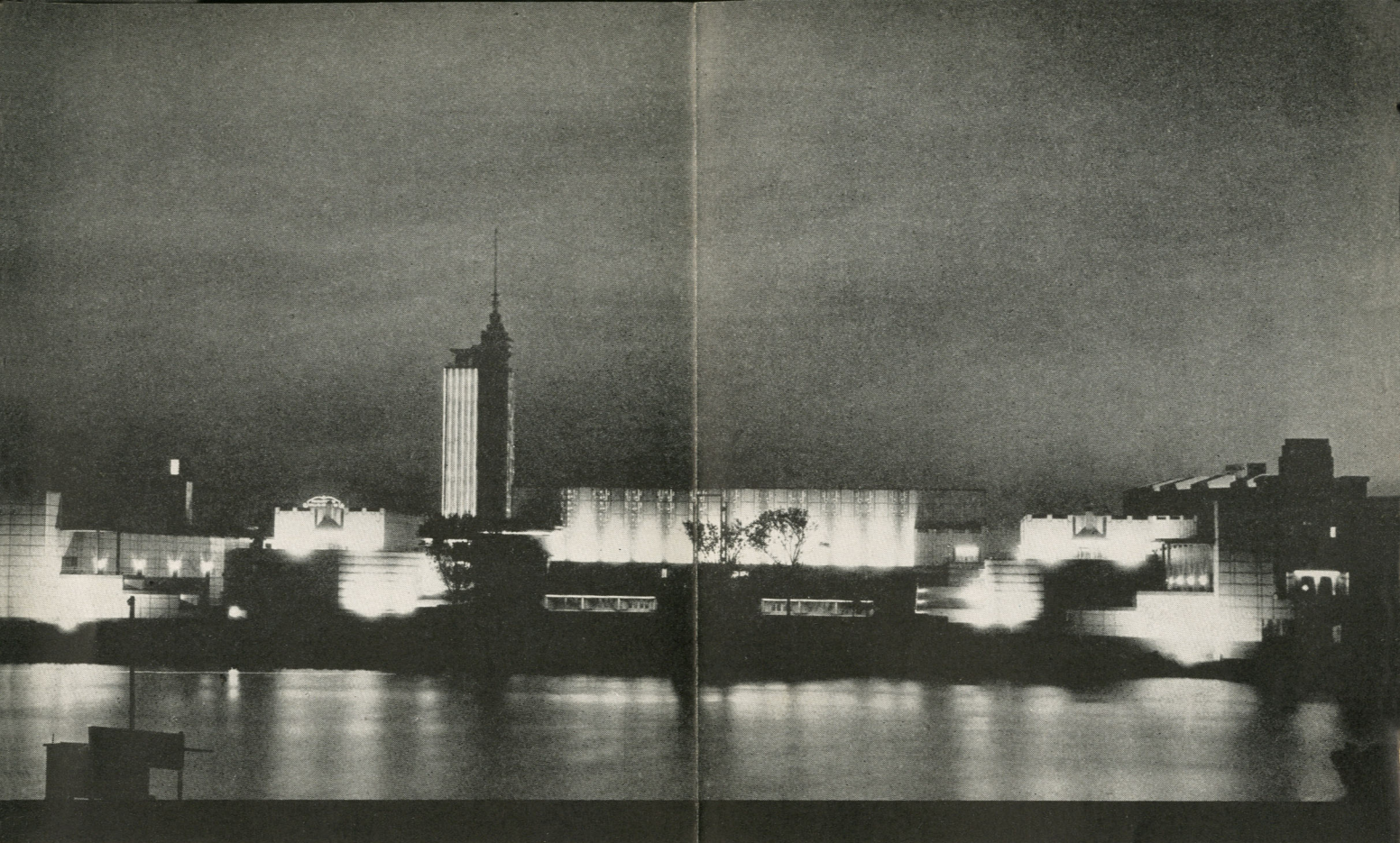




**WORLD'S FAIR**  
CHICAGO, JUNE 1 TO NOVEMBER 1  
**Southern Pacific**



*Night view of the Hall of Science. The tower is illuminated with neon tubes in a mysterious blue and rose color and contains in its top a set of carillon chimes.*

## ● A CENTURY OF PROGRESS

**F**ORTY years ago, Chicago opened the Columbian Exposition in the midst of a real depression. Twenty-four hours before the opening, no one knew whether the sheriff or the trustees would do the opening. Yet that exposition was the most successful ever held. More than 28,000,000 people came to see it. There is no doubt who will open the Century of Progress Exposition this summer, or when it will open. It has been carefully planned, carefully built and conservatively financed through three of the most trying years in the history of this country. And it will be opened at 9 a. m. on June 1, not by the sheriff, or by

the trustees, but by a beam of light that left the star *Arcturus* during the Columbian Exposition forty years ago.

A Century of Progress was built for two reasons—to celebrate the hundredth anniversary of the founding of Chicago, and to dramatize and interpret the most amazing hundred years of progress in the history of mankind—a century absolutely without precedent. And so this World's Fair has no precedent. It will present ideas new not only in America but in the world as well. Nothing like it has ever been done before, nothing even remotely resembling it.

Other world's fairs borrowed their architecture from Europe. They were done in the antique manner. This

one looks to the future. Its buildings are daringly modern in design and color. And they are built of modern materials, instead of the flimsy wood and plaster used in former expositions.

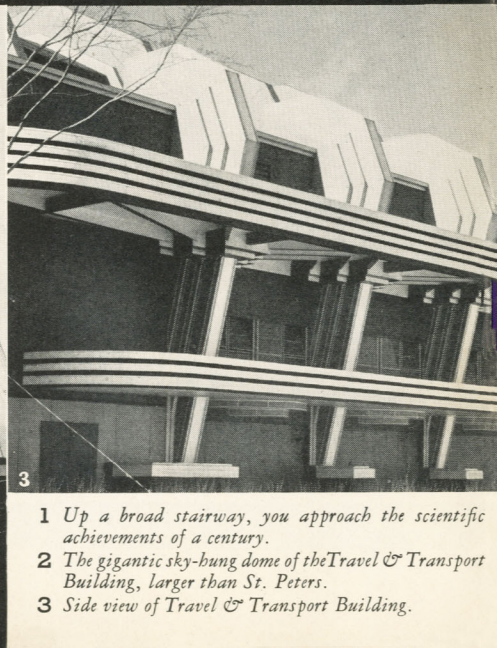
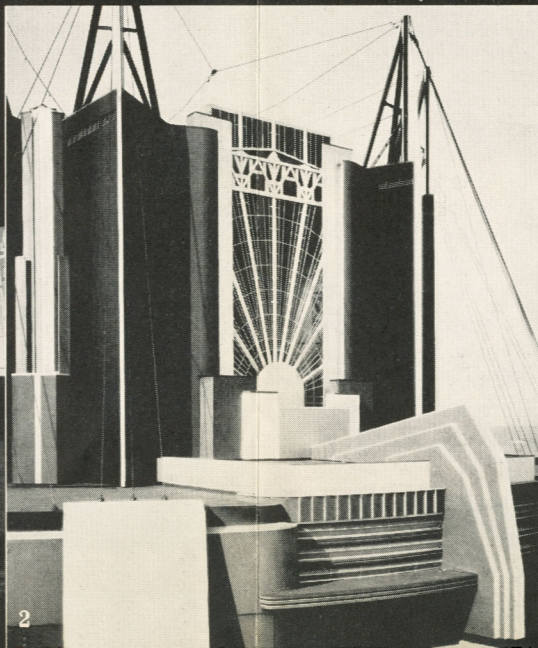
The exhibitors in A Century of Progress will not be content to merely show you their products. They will show you how these products are made. An automobile manufacturer, for example, has spent over a million dollars on its building. In this building they will take ingots of raw steel, process them into parts before your eyes and assemble them into automobiles which you may purchase and drive off the grounds if you so desire. If you wonder how any article is manufactured, your curiosity will be satisfied in this World's Fair. Nearly every state in the Union and every country in the world will be represented. Hollywood will be transplanted from California, so you will be able to peep behind the scenes and see how moving pictures are made. The finest dance orchestras in America will be there. Water-front restaurants, bathing beaches, athletic and sporting events will offer endless opportunities for relaxation.

Most prominent feature of the Fair is the sky-ride, a cable railway supported between two great steel towers more than six hundred feet high. Between these towers will speed rocket cars, giving visitors a glorious panorama of the Fair grounds.

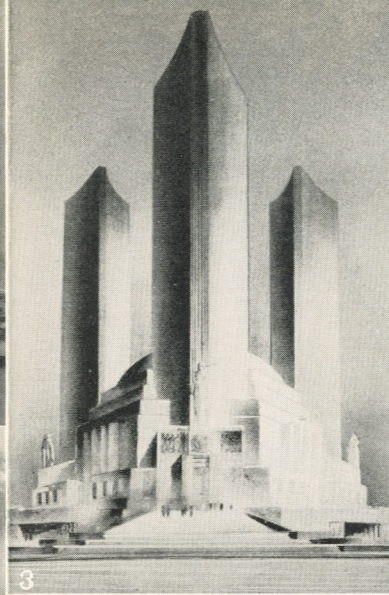
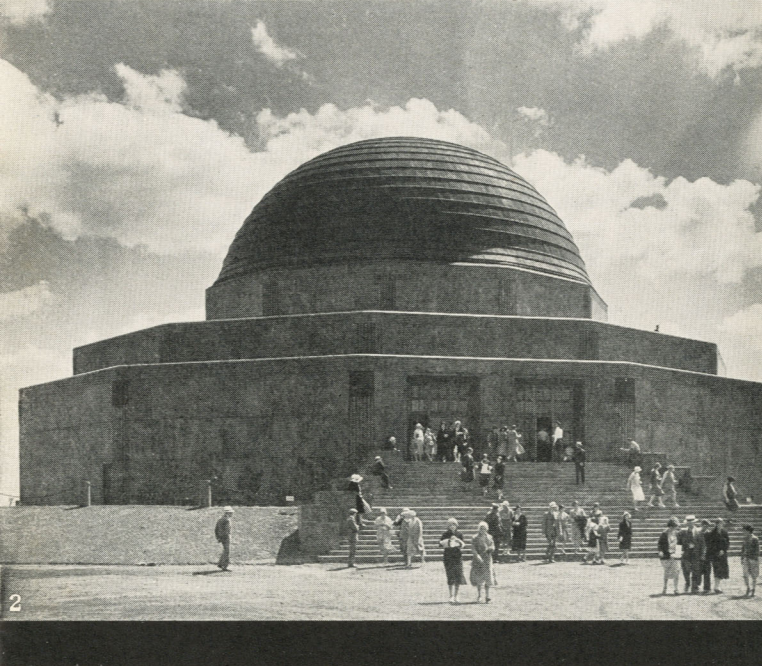
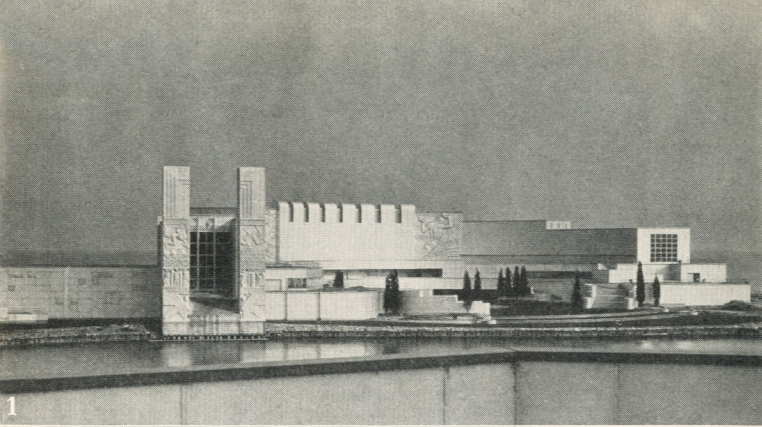
Because electric light has played such an important part in the past century, this World's Fair will utilize to the fullest the beauties of neon and incandescent lighting. Many of the buildings are windowless and lighted night and day by concealed lights. At night, the entire Fair grounds will glow with an ever-changing symphony of colored lights—a sight that alone is worth coming to Chicago to see.

Here is how Mr. Harvey Wiley Corbett, Chairman of the Fair Architectural Commission, describes the illumination in an article in the CALIFORNIA MONTHLY:

*Imagine yourself on a quiet summer evening, seated comfortably in an elevated, open restaurant, enjoying a perfect supper prepared by a capable chef, and looking out over the vast extent of the Fair grounds with the twinkling lights reflected in the long lagoon. From an unseen source a voice comes through the air announcing that in a few minutes the symphony of light will start to play. At a given moment, the normal lights of the Fair begin to dim, and then under control of a light director occupying a position similar to that of the leader of a great orchestra, the illumination of the entire Fair grounds performs its grand symphony of light. Such a performance the world has never yet seen, and it will symbolize more effectively than any other single feature the magnificent achievements of this Century of Progress.*



- 1 Up a broad stairway, you approach the scientific achievements of a century.
- 2 The gigantic sky-hung dome of the Travel & Transport Building, larger than St. Peter's.
- 3 Side view of Travel & Transport Building.



- 1 *The Electrical Building, fronting Lake Michigan, will dramatize the history of electricity, which has contributed more than any other single influence to this Century of Progress.*
- 2 *The Adler Planetarium gives you a ringside seat under the heavens in miniature.*
- 3 *Towers of the Federal Building, dominating the Court of States. Brilliant with light at night, the Fair will be no less brilliant by day, as color has been liberally used in designing its buildings.*
- 4 *Sculptured pylons of the Hall of Science.*
- 5 *The 176-foot carillon tower of the Hall of Science.*

## WHAT YOU'LL SEE

**A**N ENCHANTED CITY rising from 424 man-made acres on the shore of Lake Michigan . . . a twenty-million-dollar city recording the progress in the arts, science and industry during the most amazing hundred years in all history . . . an Exposition following no precedents but setting many.

The animated exhibits of more than 300 manufacturers. The Hall of Science . . . the Electrical Group . . . Admiral Byrd's polar ship, the *City of New York* . . . The Lincoln Group, containing replicas of the buildings that figured in the life of Abraham Lincoln.

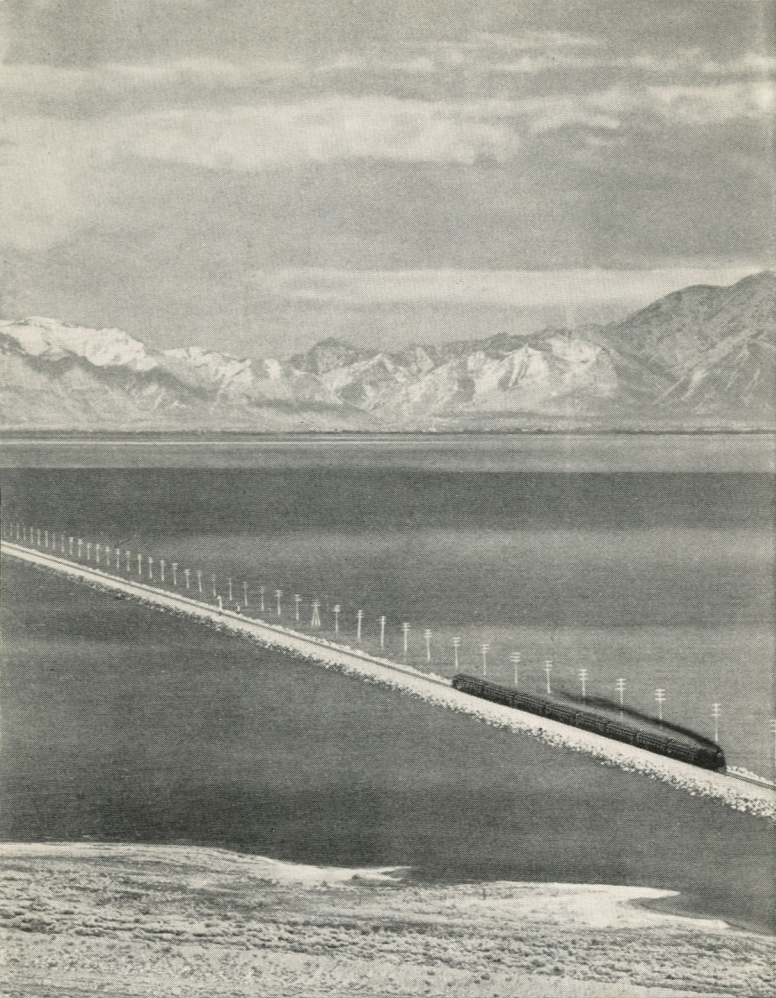
The Enchanted Island, a playland for children and

grown-ups . . . the spectacular Sky-ride . . . An observation balloon carrying passengers 1,000 feet in the air for a birdseye view of the City of Chicago and the Fair grounds . . . a replica of the Golden Pavilion of Jehol.

The Agricultural Building . . . The Dairy Building . . . a replica of historic Fort Dearborn . . . the Adler Planetarium, a miniature reproduction of the heavens . . . the Edison Memorial . . . the Shedd Aquarium . . . the Travel and Transport Building . . . Hollywood.

The General Exhibits Building . . . the Federal and States Building . . . model homes of the future . . . the Maya Temple . . . and so on. A complete list of the attractions of A Century of Progress would take many pages.





Crossing Great Salt Lake on our OVERLAND ROUTE

### GO ON ONE ROUTE, RETURN ON ANOTHER

At the low summer fares from May 15 to October 15, you can go straight East and back, seeing the same scenery both ways. Or you can make the trip of a lifetime by going East on one of our Four Great Routes and returning on another for not 1¢ more fare, except that from points south of San Francisco, Lathrop and Niles it costs a little more to include the Pacific Northwest in your trip. For example, the extra charge from Fresno is \$2.72, from Los Angeles \$9.45.

Choose from famous trains: "San Francisco Overland Limited," "Cascade," "Sunset Limited," "Golden State Limited," and many others speeding daily over our Four Great Routes to the East. Remember, *there is no extra fare on any Southern Pacific train.*

## WHAT IT WILL COST

**T**O SEE this World's Fair will cost about what you can afford to spend. Not for many years has Southern Pacific offered such a variety of low fares to Chicago and other eastern cities. Of course, if your destination is some city east of Chicago, you can easily include the World's Fair in your trip, for tickets carry stopover privileges. No matter what ticket you finally decide to buy, our wide choice of routes and trains will give you *more scenic miles* for your money. By going east on one of our routes and returning on another, you double the enjoyment of your trip.

Extraordinary economic conditions call for a new deal in rail fares. Between May 15 and October 15, we will offer four low fares to Chicago, ranging from a \$60.50 coach roundtrip to the \$90.30 season roundtrip. These fares will be in effect from most Pacific Coast points with proportionately lower fares from points inland.

We quote below the rates that will be in effect to Chicago. If your destination is some other eastern city, please remember that proportionately low fares will be in effect to *all eastern cities.*

In connection with our first class 21-day roundtrip to Chicago and other mid-western cities, the Pullman Company



# \$60<sup>50</sup>

ROUNDTRIP

21-day limit. Good only in coaches or chair cars. At the left is a scene in one of Southern Pacific's reclining chair cars. The backs of the seats can be adjusted to any angle.

will offer a 25% reduction in Pullman roundtrips. These reductions apply on Standard Pullman accommodations only.

Southern Pacific's new "Meal Select" dining car service was an instantaneous hit. You can now enjoy a complete luncheon or dinner on any S. P. diner for 80c to \$1.25, and these prices include soup, salad, entree, vegetables, bread and butter, beverage and dessert. Breakfasts range from 50c to 90c. Nothing has been done to lower the standard of service. Only the prices are changed.

The hotels in Chicago have agreed that their regular scale of rates will apply during the Fair. Single rooms with bath will range from \$1.50 up and double rooms from \$2.50 up per day. Meals will cost about what they do here.

It is impossible to put down any figure and say, "That's what you will spend in Chicago." But here are a few items of expense to help you figure out the cost of your World's Fair trip:

Hotel . . . . .	\$1.50 per day and up
Admission to Fair . . . . .	50c
50 sideshows in Fair Grounds, admission . . . . .	10c to 25c
Sightseeing trip around Chicago . . . . .	\$1.50 and \$2.00
Theatre . . . . .	\$1.00 to \$2.50
Movies . . . . .	50c afternoons, 75c evenings
Baseball (Cubs or White Sox) . . . . .	50c, \$1.00, \$1.50
Day's ride on Lake Michigan, roundtrip . . . . .	\$1.00
Street Car, Elevated and Bus Lines all over Chicago . . . . .	7c to 10c

Taxicab fare, 25c for first quarter mile, 10c each additional half mile. No charge for extra passengers.

Golf—175 attractive courses. Green fee \$1 and \$2 week days, \$2 and \$5 on Sundays.

The Chicago Association of Commerce estimates that one person can spend a very busy and exciting week in Chicago for \$42.75, though of course it can be done for less.

All expense and club tours will be operated by various travel organizations and information on these tours is available at all Southern Pacific offices.

If you wish to ask any questions about the World's Fair or the cost of the trip, any of our agents will be glad to answer them. They will also appreciate the opportunity to help you plan your itinerary, arrange for your reservations, check your baggage, etc.

If an S. P. agency is not convenient, write to one of the following men, addressing your letter to the one nearest you:

*E. W. Clapp, 65 Market St., San Francisco, California*  
*C. L. McFaul, Pacific Electric Bldg., Los Angeles, Cal.*  
*J. A. Ormandy, 705 Pacific Bldg., Portland, Oregon*

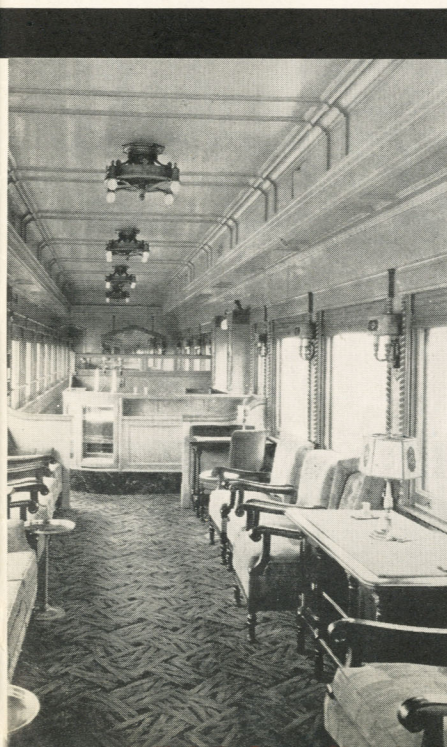
They will gladly answer your questions and, if you wish, plan your itinerary for you. Mention the time you plan to leave, the time you have for the trip, what accommodations you desire, the places you wish to see en route, etc.



**\$70<sup>50</sup>**

**ROUNDTRIP**

21-day limit. Good in Pullman tourist sleeping cars. Tourist berths are the same size as regular Pullman berths, and cost about half as much (illustration of tourist lower at left).



**\$80<sup>50</sup>**

**ROUNDTRIP**

21-day limit. Good on all trains in Standard Pullmans.

**\$90<sup>30</sup>**

**ROUNDTRIP**

Return limit October 31. Good on all trains in all classes of accommodations.







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