

A CENTURY OF PROGRESS EXPOSITION

CHICAGO 1933



TRAVEL BY TRAIN

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The MILWAUKEE ROAD



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THE first Chicago World's Fair—"The World's Columbian Exposition"—held in 1893 was a fitting climax to the series of more or less impressive World's Fairs which had preceded it in various cities of the old and new world.

For 40 years The Columbian Exposition has remained unequalled for sheer loveliness of architectural expression and for the scope and variety of its exhibits of material and artistic progress assembled from all parts of the world.

As the 1893 Fair may be said to have marked the close of the period extending from the dim beginnings of the race to the final conquest by man of his material environment—so the 1933 Fair while portraying A CENTURY OF PROGRESS, marvelous progress though it was, will in time prove to have been but a prophetic glimpse of man's even greater future conquests in the realm of scientific achievement as applied to his intellectual and spiritual as well as physical well-being.

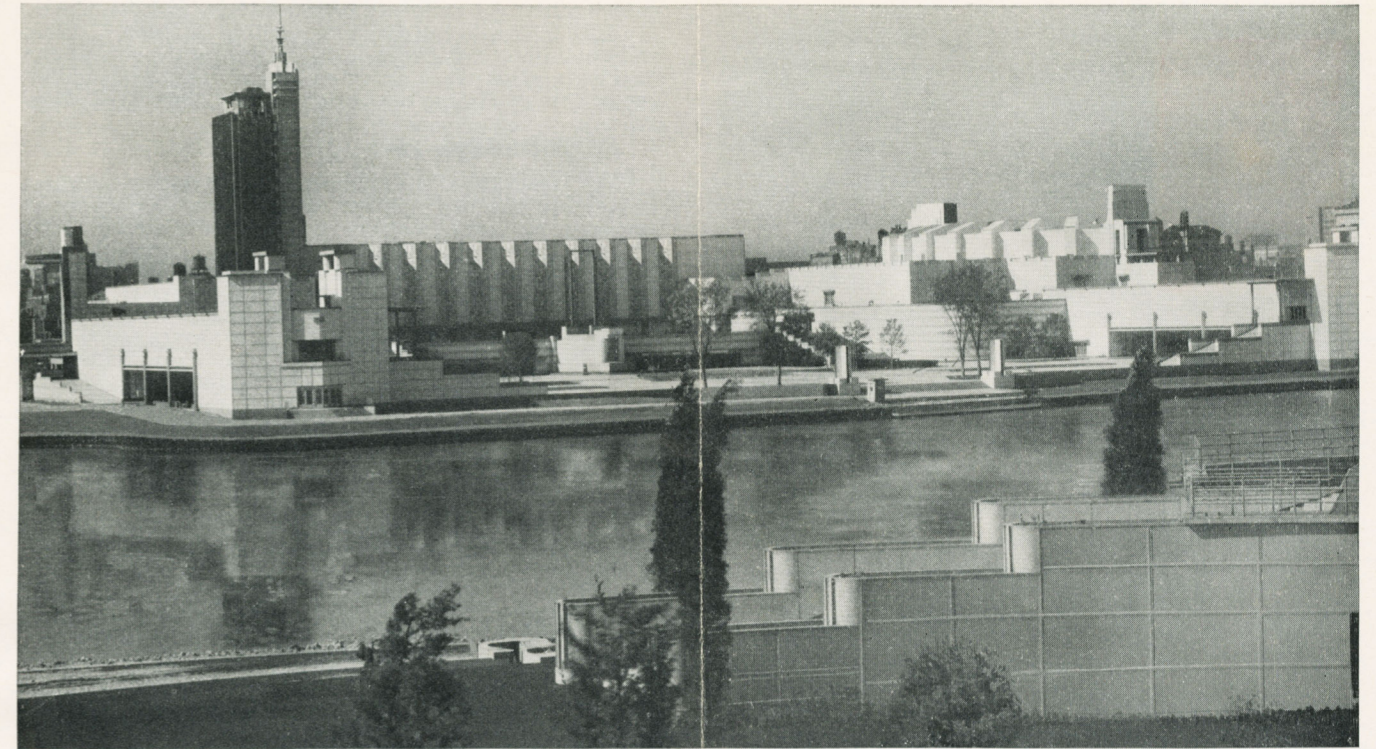
No such exposition has ever been possible before, none has ever been attempted, and it is fitting that it should be held in Chicago, the only city in the world which may be said to have dramatized the history of the human race within its own confines during the short space of 100 years—truly, "A Century of Progress" for Chicago.

Curiously enough the inception, rise and development of America's great railroad system coincides almost exactly with the same 100 years and thus its history typifies and illustrates the same "Century of Progress" in the field of railroad transportation.

The railroads of America have ever been pioneers in adopting every latest device to improve their service and today stand preeminent in the field of transportation for security, convenience, comfort, luxury and speed. And this is equally true whether one travels by coach or Pullman.

● *And now the railroads offer to the public unusually low round-trip fares to Chicago from all parts of the country in order that all may come and see the marvels of this spectacular climax of a century of scientific progress.*

TRAVEL BY TRAIN TO THE WORLD'S FAIR



● *Mirrored in the Lagoon are the tower and the majestic court of the Hall of Science.*



VENTURE—The curtain rises on one of the most enthralling dramas ever produced by man.

It is a masterful, colorful panoramic creation, painted with sure, broad strokes. It is an activated presentation of human achievement during the past century, together with glimpses of the future, both near and distant.

It is a scene of life, with its constant striving for comfort, convenience and happiness; a vivid and dynamic visualization of man's endeavor in all its countless aspects; a drama depicting the power of the human mind to conquer the elements—nature's forces—and to harness them for the benefit of mankind.

Just as Chicago took root and grew to imposing size and beauty, near the river's mouth, so, too, on the nearby lake shore and island there have sprung up giants of architectural beauty, unfamiliar in form, unique in conception, arrangement and decoration. These massive structures typify the very es-

sence and purpose of A CENTURY OF PROGRESS EXPOSITION—the World's Fair of 1933. New ideas, new ideals, new discoveries, new applications, new methods of exhibiting, new uses of coloring and illumination; every mass and every detail exemplifies progress.

In contrast with the majestic buildings—the major units of the Exposition—there nestle among them the smaller but no less important contributions of other civilizations, dwellings and communities of foreign peoples and of aborigines; temples of the Orient; modern housing exhibitions; amusement places of thrills, pastimes, music, talkies, dancing, the drama, a fairyland for children—and so on ad infinitum.

The setting of A CENTURY OF PROGRESS is ideal. What could be more so: the shore of a great lake, fronting the business, hotel and theater area of a metropolis which is the hub of the Middle West and center of all its activities; its maze of railroads stretching to the four corners of the land.

CHICAGO — JUNE 1 — NOVEMBER 1, 1933



Administration Building, executive headquarters of the Exposition.

PURPOSES OF THE EXPOSITION

Inspiration of A CENTURY OF PROGRESS is found in the fact that the year 1933 marks the centennial of Chicago. Coincident with its birth as a municipality, there began man's greatest forward movement in the fields of invention and scientific achievement. In the hundred years that mark Chicago's span of life, amazing changes have been wrought by science in its application to industry.

So, A CENTURY OF PROGRESS is both a birthday celebration and a World's Fair designed to tell the complete story of scientific discoveries, inventions emanating from them and their use in manufacture, as well as their application to the needs of society.

Here, then, are depicted in easily understandable displays and in countless ways, new and improved transportation facilities, new methods of communication, new processes of manufacturing, new weapons for fighting disease and new products which make our lives more comfortable, healthful and safe.

Here on a three-mile stretch of lake shore, reaching from 12th to 39th Streets, and including an island of some 80 acres, stands this portrayal of man's marvelous

contributions to enlightenment, welfare and happiness. A CENTURY OF PROGRESS, opening on June 1, 1933, and continuing for five months, is the focal point of the world's interest. It is expected that at least fifty million people will visit the Exposition during those 150 days.

IMPOSING PERMANENT BUILDINGS

It is June, 1933. Let's enter one of the many gateways—say, the one at 12th Street, which is the most northerly entrance. Assume that we have already seen the huge permanent buildings of Grant Park—the Art Institute, with its famous collections of world masterpieces in art and sculpture; the Field Museum of Natural History, one of the world's finest scientific institutions; the Shedd Aquarium, in which there is almost every kind of marine life on exhibition; the Adler Planetarium, in which the universe in its constellations of stars and planets moves across the heavens; Soldier Field, the enormous stadium in which great athletic events are held.

All these imposing structures testify to Chicago's love of knowledge and culture. The Planetarium and Soldier



The towers of the Federal Building dominate the triangular Court of States.

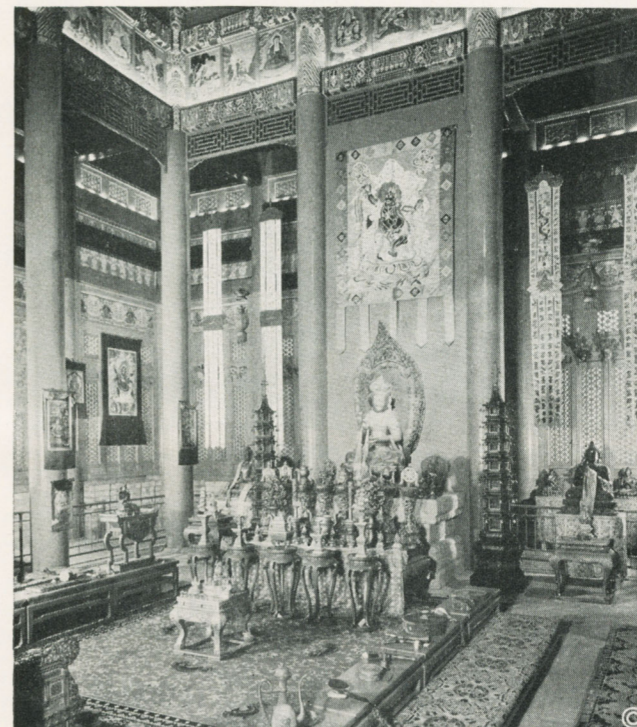
Field are both inside the Fair grounds. The others are nearby and are important adjuncts to the Exposition.

WORLD'S CHILDREN SEEK ENTERTAINMENT

Within the World's Fair grounds are thousands of men, women and children eagerly expectant of the thrills that soon will be theirs.

Here we rub elbows with Eastern potentates, East Indians, Turks, American Indians, Arabs, Europeans, Asiatics, Afrikanders, Australians, natives of islands of the seven seas—a bizarre mingling of peoples, quizzing the guides, boarding sight-seeing motors, wheel chairs, lake craft, or walking—all with a common purpose—to view the wonders of A CENTURY OF PROGRESS.

Bands are playing, a gorgeous and exotic pageant is moving in this or that direction, the carnival spirit prevails—the world's children are at play.



Bizarre, colorful designs characterize the Golden Pavilion of Jehol, housing treasures from the Lama temples of China.

A mighty host is seeking amusement, pleasure, enlightenment, adventure into the realms of serious thought—they have come for entertainment, to "see the wheels go 'round"—possibly in the "show me" attitude, but more than willing to be shown.

They will learn with awe how the wild forces of nature have been subjected to man's will. They will see the results of scientific research transformed into odd devices, concoctions—and what not—which they can readily understand.

SIGHTS IN INFINITE VARIETY

They stroll from the Chinese Temple—the Golden Pavilion of Jehol, into Abraham Lincoln's log cabin birthplace; or from a reproduced Hollywood to an elaborate temple erected by princes of India.

If fancy so dictates, the visitors may wander through a medieval village of Belgium, or the garden of a Chinese gentleman, or the streets of a Japanese community; or see African Pigmies in their transplanted native habitat.

International sports draw devotees to Soldier Field or the lagoon. Festivals of music, presented by notable artists, enthrall the music lovers. The Midway attracts the interest of those that prefer excitement and the more daring kinds of enjoyment.

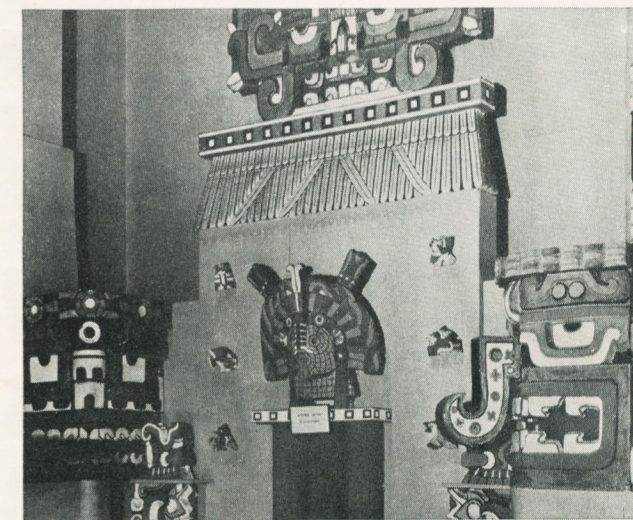
Excursions on the lagoon and lake, by steamer, speed boat, launch, gondola, or other water craft, will give a different perspective of the buildings and their embellishments, as well as a thrill or a restful respite from more active sight-seeing.

More serious-minded visitors will explore the phenomena of science, pure and applied; the products of manufacture and the processes used; the masterpieces of art and other handicraft. They will visit the Hall of Religion, and the many departments of the World's Fair devoted to social work and educational pursuits, these helpfully portrayed by exhibits, dioramas, lectures, moving pictures, radio and other means.

PROVISION FOR REFRESHMENT AND COMFORT

Refreshment must not be neglected. For the inner man there are alluring repasts by American and foreign chefs. Indian curries, Mexican frijoles, French delicacies, German dishes—whatever the dictates of individual taste may be—the food of the world is placed before the multitude, on A CENTURY OF PROGRESS tables. It may be had in pretentious or characteristic restaurants, in tea gardens, at lunch counters, sandwich and barbecue stands.

Ample provision has been made for the rest, comfort and convenience of the visitors. There are 50,000 chairs and benches in addition to boats and rolling conveyances.



Weird designs and bright coloring ornament the reproduced Maya Temple in Yucatan, portraying the earliest civilization of America.



The beauties of architectural treatment are exemplified by the Electrical Building and its "Water Gate."

SPECTACULAR ILLUMINATION AT NIGHT

At night the World's Fair is a veritable fairyland. Never has there been so gorgeous a spectacle of illumination. It baffles description. Multi-colored lights bathe the buildings in mellow tints and an ever-changing series of patterns and picturesque scenes. Illuminated cascades, tinted geysers, flaming pylons, dancing and scintillating colors, shadow areas, metallic jewels of high reflected candle power, enchanting gardens glowing in iridescent colors, flashing search-lights of great power throwing colors on natural and man-made clouds. These and more mystical lighting effects make nights of spectacular beauty.

In addition, the brilliant and colorful illumination of the sky-scraping buildings of the downtown district of Chicago enhance and gloriously supplement the illumination of the World's Fair itself. Again, the resplendent Buckingham Fountain in Grant Park adds its enchanting beauty to the ensemble.

ARCHITECTURE IS MODERN

Of all the unique features of the Exposition, the architecture of its major buildings is perhaps the most interesting. It is extremely modern. The structures are windowless, making possible unusual interior decorating and illuminating effects and constant control of ventilation.

Planes and surfaces, rather than intricate detail, are depended upon for character and effectiveness. This calls for color as decorative motifs instead of cut-up surfaces and superimposed embellishments such as have been used in world's fair buildings of the past.

Outstanding examples of this new architecture are the Hall of Science, the buildings of the Electrical Group, the Travel and Transport Building, the Agricultural Building, the Social Science Building and the General Exhibits Building, although the same general motif is carried out in such groups as the Hall of States, fronted by the Federal Building, and the structures of individual industries.

HALL OF SCIENCE AN OUTSTANDING EXAMPLE

The great Hall of Science may really be considered the nucleus of the Exposition, because the achievements of science constitute the main theme of the Fair. It stands in prominent position a little south of the Administration Building, with its tower rising 176 feet and brilliantly illuminated in the evening. It is a vast and most impressive structure, fringing the lagoon.

A spacious interior courtyard, picturesque terraces, ramps, pylons and balconies make the complete picture one of graceful sublimity and grandeur. From the tower come the mellow tones of the carillon which marks the passing hours and entertains with a variety of melodies.

DISCOVERIES OF SCIENCE PORTRAYED

In the Hall of Science, the story of the epochal discoveries of science which have helped to make our world a better place in which to live, are unfolded in dramatic and astounding ways. Co-operation—over a period of years—of the most renowned scientists of this country,

has made feasible the most fascinating exhibition of scientific achievement it is possible to conceive.

Physics, chemistry, mathematics, biology, geology and astronomy and their contributions to human progress are presented. How drops of water happen to be round, how molecules arrange themselves into crystals, how sound waves are produced and transmitted through the air, how the chemist has developed the world's raw materials—air, water, coal, cellulose, rubber and oil for man's benefit—these and scores of other interesting stories are told and easily understood.

TRAVEL AND TRANSPORT EXHIBITS

Another building which vies with the Hall of Science in popular interest, is the Travel and Transport Building. It is entirely different from any other structure. Its dome is a most unique departure in construction practice.

Instead of being supported from below, the roof is suspended by cables attached to twelve huge steel towers ranged in a circle. The interior, with a clear diameter of 206 feet, and approximating the height of a twelve-story building, is a large, unobstructed arena which is ideal for the exhibits of unusual size—such as locomotives.

The exhibition hall of the Travel and Transport Building is 1,000 feet long, windowless and two stories in height. In both the dome and the hall are exhibits showing man's progress through the ages, in transporting himself and his belongings from place to place.

On the walls of the dome, seventy-five feet above the floor and completely encircling it, is a series of screens on which is projected a cyclorama picturing the story of transportation. In the arena are examples of all sorts of antique vehicles—coaches, engines, and so on—shown in apposition to modern equipment.

In the exhibition hall are a large number of appliances designed for the furtherance of safety, speed, comfort and convenience of travel by rail. The United States government presents data and paraphernalia from its departments having to do with transportation.

Adjoining the Travel and Transport Building are a variety of related exhibits. Here are American de luxe passenger trains alongside the "Royal Scot" of Great Britain, earliest and latest types of locomotives, tank cars, refrigerator cars, cranes, switching devices and signal systems—not "still" exhibits, but imbued with motion, in operation, or being demonstrated.

In a manner calculated to interest and entertain the general public, the Travel and Transport exhibition presents every phase of railroad transportation and the vital part it has played in the growth and development of America.

COLORFUL TRANSPORTATION PAGEANT

The exhibits are supplemented by a marvelous show, consisting largely of pageantry, performed daily in a huge open-air theater on the lake front opposite the Travel and Transport Building.

A triple stage is devised to give the pageant a most realistic setting. On the fore stage, 250 feet long, will be a standard railroad track and a full width highway. The inner stage, where most of the drama will be per-

formed, will be equipped with two revolving platforms, each 30 feet in diameter. At the rear, the stage for water craft opens into Lake Michigan, the lake itself forming the backdrop.

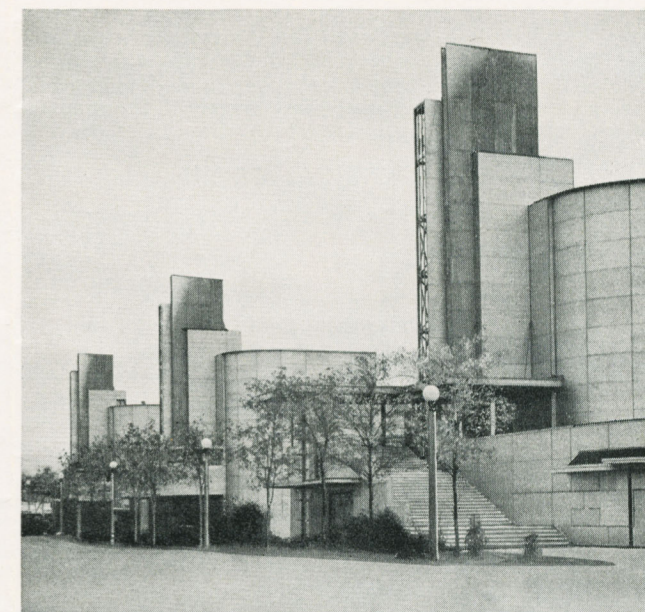
Upon the highway observers will witness a procession of Indian travois, and the creaky lumbering wagons of a century ago; stage coaches, post-chaises, Conestoga and other forms of freighting wagons, prairie schooners and the like. In the later development of the pageant, the broad highway becomes the pathway of recent kinds of transportation, leading up to the most modern railroad equipment. Hundreds of performers assist in this enactment of a century of progress in transportation.

FEDERAL BUILDING AND COURT OF STATES

Across the lagoon from the Hall of Science, we see this magnificent group. Congress appropriated one million dollars for the Government Building and exhibits. The various departments have displays exemplifying their functions and accomplishments. Activities of the army and navy are especially comprehensive and well presented.

On two sides of a triangular court, in a continuous structure, is the assembly of exhibits of the States of the Union, aptly visualizing their individual attractions—scenic and commercial. Their progress in agriculture, mining, manufacturing, business, transportation, and improvement projects are disclosed.

Illinois, the home state, is host to notables of America and other countries. It has a separate building, elsewhere in the World's Fair grounds.



In the five pavilions of the General Exhibits Building are shown countless products in process of manufacture.



In the Agricultural Building a new kind of agricultural show interests both farmer and city dweller.

FOREIGN PARTICIPATION

The nations of the world have their important part in A CENTURY OF PROGRESS. The countries of Europe, Asia, the Far East, the South and Central Americas, and the islands of the seas, have highly diverting exhibits.

The foreign-born people of America and citizens of foreign antecedents will contribute largely to the program of events related to foreign representation.

THE ELECTRICAL GROUP

On Northerly Island we view this glorious architectural triumph. It comprises the Communications Building and the Electrical Building, the former being square in shape and the latter a three-quarter circular building surrounding a court and rising from a series of terraces. Back of this court is an exhibition hall sixty feet high and five hundred feet long.

Sculpturing, hanging gardens, gay colors, spectacular illumination, fountains, steel trees and unique landscaping are some of the strikingly beautiful features of this scene.

Inside the buildings is unfolded the narrative of electricity and its role in the drama of progress. As most of its applications are identified with recent years, the showing has the lure of adventure into the unknown, and contact with mysterious forces enslaved by science for man's use.

Secrets heretofore confined to the experimental laboratory are revealed. For instance, out of the seclusion of the scientist's sanctum sanctorum have come these miracles: the thyatron organ—the size of a piano, but com-

bing the range, volume and musical quality of pipe organ and calliope; the fever machine—a device for increasing temperatures at will in fighting disease; communication of sound over light beams; the sodium lamp.

Scores of other marvels, never witnessed by the public, receive their premiere at Chicago's 1933 World's Fair. Lectures and demonstrations of the wonder of electrical science will be continuously presented according to schedule.

AGRICULTURAL AND DAIRY EXHIBITS

In the immense Agricultural Building, just south of the Adler Planetarium, the nation's basic industry has an exhibition different in character from traditional agricultural shows. These displays of the farming and allied industries are of interest to both farmer and city dweller.

Exhibits show the origin and evolution of crops and explain the food value of products of the soil, both for humans and animals. The development of farm marketing is exemplified. Improvement of farm equipment is demonstrated. Ancient and obsolete devices are shown in contrast with modern ones.

The live stock and meat industry presents a cooperative exhibit depicting epoch-making developments in the industry in the past century. The many steps employed in the processing and handling of meats are seen, including the strict United States Government inspection, the careful regulation of cooling temperatures, and the exactions of packing, loading and shipping.

America's three billion dollar dairy industry sponsors an exhibit in the Dairy Building near the Agricultural show. Magnitude of the industry, its service to humanity,

and the relation of its products to a healthful diet, are the main themes of this exhibition.

Milk in various forms—ice cream, cheese, butter and by-products—are shown in ways that illustrate the progress of the dairy industry, made largely through the application of science to its methods of production and handling.

GENERAL EXHIBITS GROUP

Five pavilions comprise this group, separated by spacious courts in which landscaped pools mirror the reflection of the buildings. They are devoted to mineral, graphic arts, jewelry, office equipment, furniture and other industries.

As the name of the group implies, here may be seen a vast collection of products and demonstrations of processes not directly identified with other World's Fair major classifications.

Instead of merely seeing inanimate displays of precious jewels, we enter a reproduced mine and witness the recovery of gems from the earth; next the work of shaping, polishing and setting the jewels. Another feature of the Jewelry Pavilion exhibit is a showing of exact imitations of famous stones, including the Kohinoor, the Hope, and the Star of India diamonds.

We learn in a pseudo steel plant, how blast furnaces convert raw ore into steel. What appears to be molten metal flows from the furnaces at regular intervals. Huge banks of open hearth furnaces and Bessemer converters are in operation.

Uses of steel in modern civilization are made plain. Structural, industrial, home utility, transportation and agricultural adaptations of steel are shown.

The petroleum industry explains where and why oil occurs in the earth, and demonstrates the many processes required before its varied and innumerable products reach the ultimate consumer.

Thus the world's industries enlighten and entertain with graphic, animated exhibits.

OTHER MAJOR UNITS

There is the Hall of Horticulture, with its charming flora of many lands and its neighboring acres of ever changing gardens; the Hall of Social Science, devoted to anthropology, psychology, sociology, economics and political science, as well as to demonstrations of practical uplift work; the Home and Industrial Arts show, with its fine examples of modern housing, home conveniences and labor-saving devices; also the separate and imposing buildings of a number of individual manufacturers; and the Administration Building, where the affairs and operations of the World's Fair are supervised.

All are equally compelling, in both architecture and content.

GOLDEN PAVILION OF JEHOL

This unique reproduction of a famous Lama temple, a reminder of the old Manchu dynasty, was copied in minute detail in China, shipped overseas and re-assembled on the grounds of the Exposition.

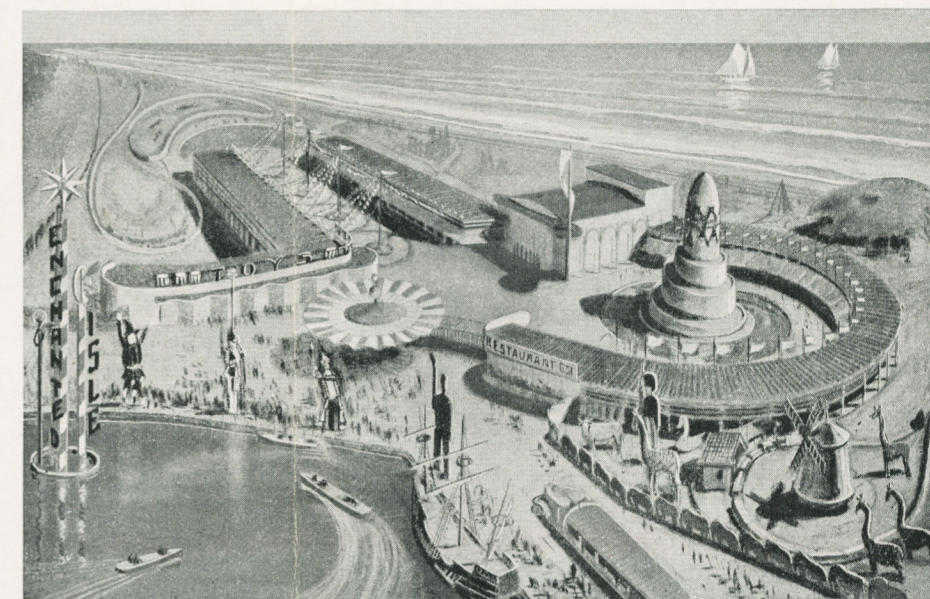
The Golden Pavilion of Jehol is a marvelous creation in red lacquer and gold, with double-decked roof covered with 25,000 copper shingles finished in pure leaf gold. Twenty-eight thousand pieces of wood, from cornices to columns, make up this structure, the duplicate of what is said to be China's finest Lama temple.

Inside is a priceless collection of Chinese and Buddhist treasures, including hundreds of Lama robes and masks, musical instruments, statues of Buddha, prayer wheels, altars and idols.

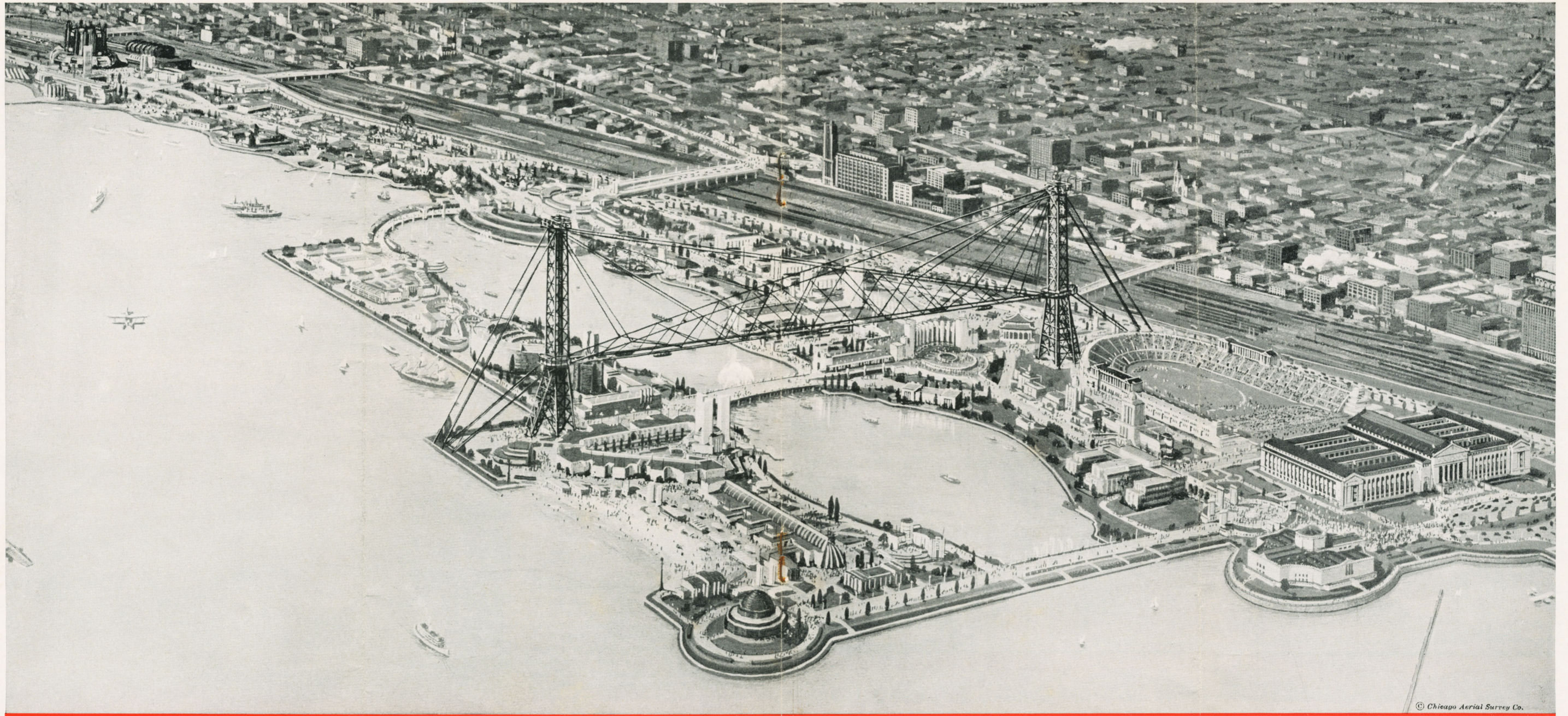
MAYA TEMPLE RESTORED

Students and lovers of archeology find plenty to interest them in the Maya Temple—the famous Nunnery of Uxmal in Yucatan, restored to its pristine glory of a thousand years ago—faithfully reproduced from authentic data and with casts made from the actual ruins. Its decorative elements and coloring are bizarre and extremely fascinating.

It represents the achievements of an early civilization and is the best example of pre-European culture in the Western Hemisphere. The original was built by Central American Indians, and it equalled structures of the classic age of Greece.



On The Enchanted Island entertainment and special attention are provided for children.



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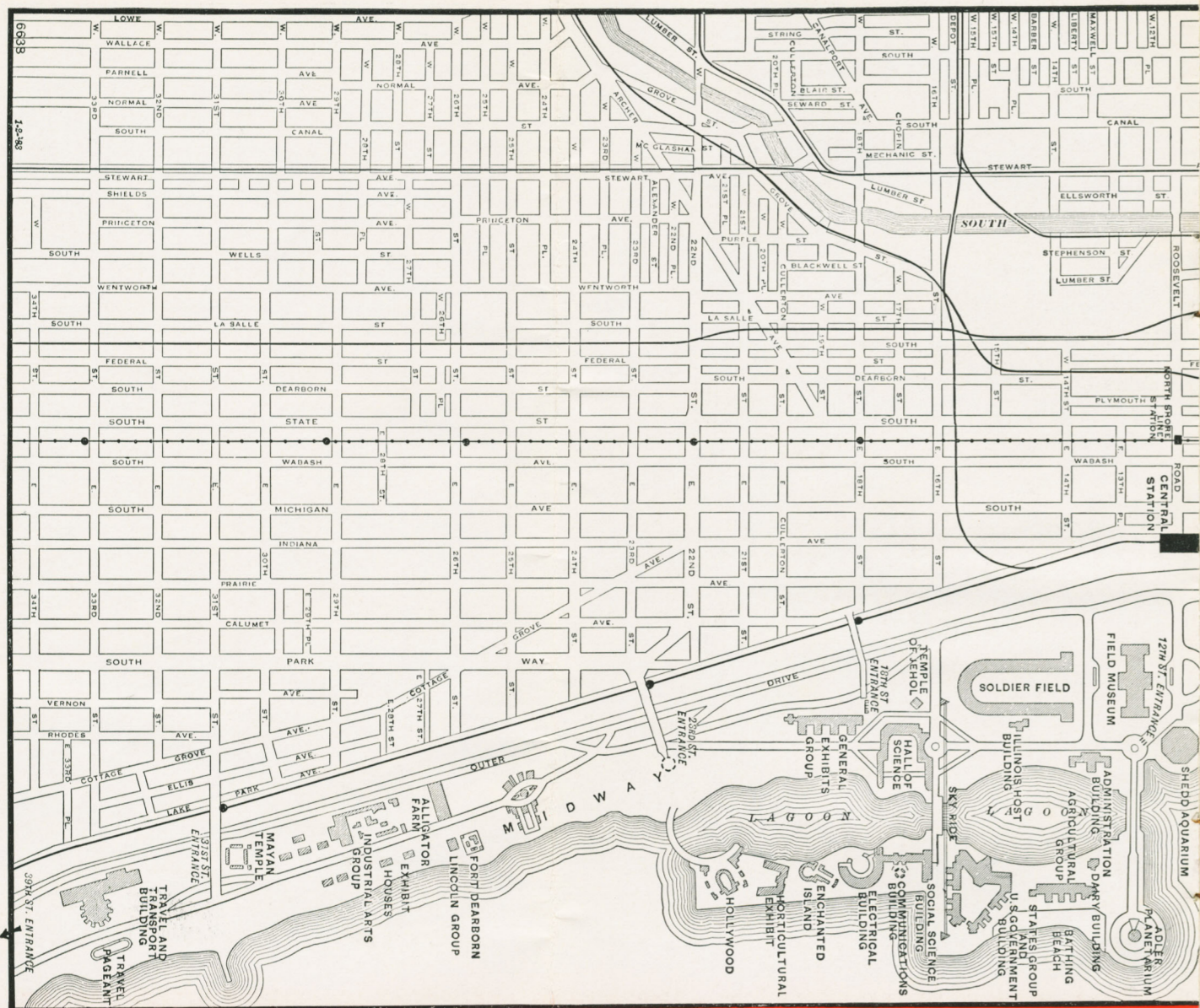
A CENTURY OF PROGRESS EXPOSITION · CHICAGO · 1933

**TRAVEL
BY TRAIN**

**SWIFT - COMFORTABLE
SAFE - CONVENIENT**

AERIAL VIEW

VIEW of A Century of Progress Exposition with the towers and halls and pavilions rising beside the azure waters of Lake Michigan. This wonder city, tinted in gay and expressive colors and scintillating at night in a series of ever-shifting and spectacular illumination effects, is a fairyland of gaiety, fascination and charm. At the extreme left is the Travel and Transport building. Fringing the shores of the lake and the lagoons are other spacious and unique Exposition buildings housing marvelous exhibits and features that will attract people of all ages.



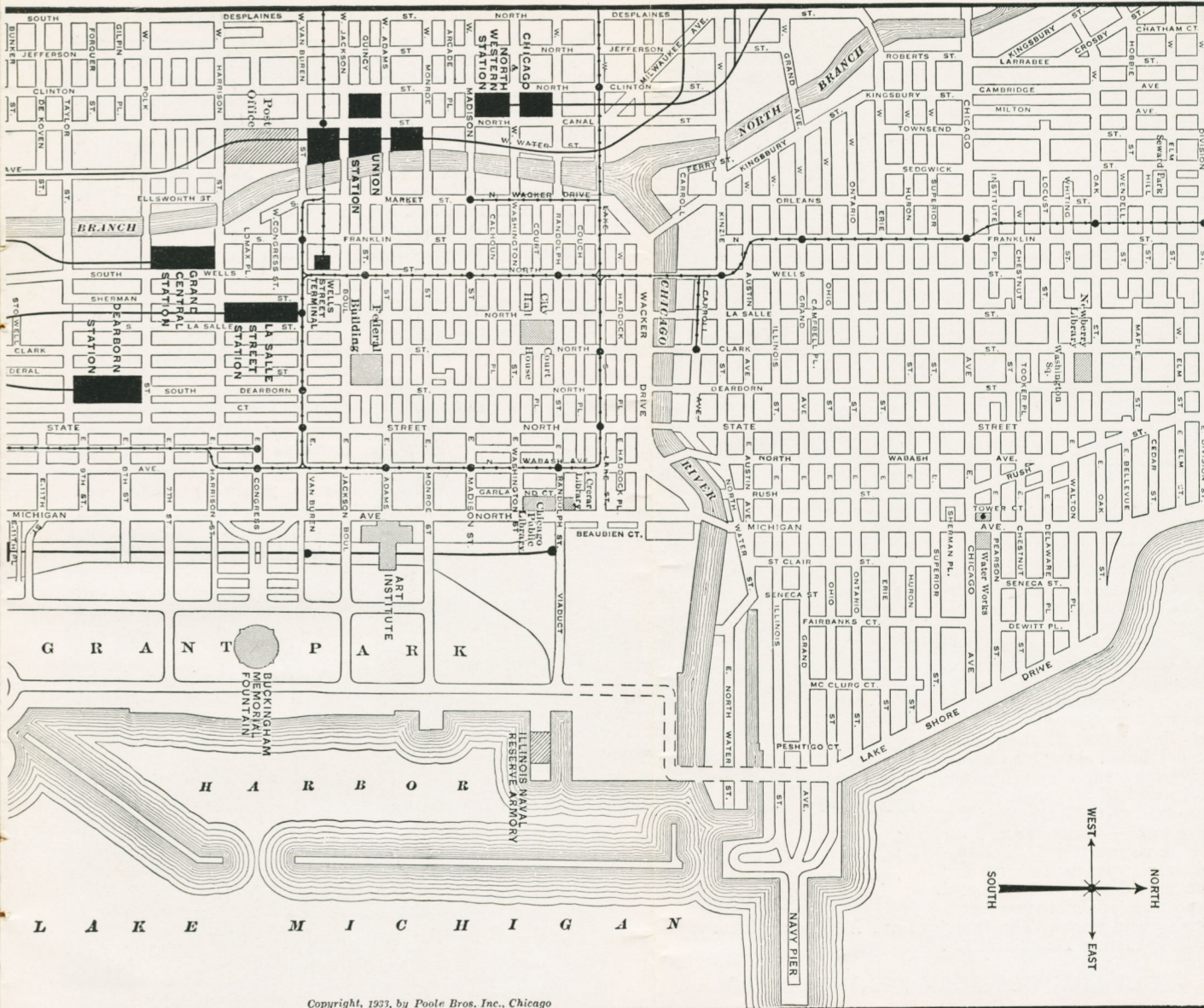
THIS map shows the location of all railroad terminals and their relation to the downtown hotel, theatre and shopping district which the World's Fair adjoins.

Chicago and its large suburban area is adequately served by various forms of transportation including railroads, elevated lines, street cars, motor coaches and taxicabs. Ample direct service is thereby afforded to all of the five entrances to the Exposition.

Convenient and comfortable modes of transportation have been arranged within the grounds including sight-seeing buses moving on both high and low-speed routes, electric and push chairs, also fleets of gondolas, speed boats and other craft.

TRAVEL BY TRAIN

SWIFT
COMFORTABLE
SAFE
CONVENIENT



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CHICAGO RAILROAD PASSENGER TERMINALS

CENTRAL STATION

Big Four Route
Chesapeake & Ohio
Illinois Central
Michigan Central
South Shore Line

CHICAGO & NORTH WESTERN STATION

Chicago & North Western

DEARBORN STATION

Chicago & Eastern Illinois
Chicago & Western Indiana
Erie
Grand Trunk
Monon Route
Santa Fe System
Wabash

GRAND CENTRAL STATION

Baltimore & Ohio
Chicago Great Western
Pere Marquette
Soo Line

LA SALLE ST. STATION

New York Central
Nickel Plate Road
Rock Island Lines

NORTH SHORE STATION

North Shore Line

UNION STATION

Alton Railroad
Burlington Route
Milwaukee Road
Pennsylvania Railroad

WELLS ST. TERMINAL

Chicago Aurora & Elgin



A dip in Lake Michigan is a diversion offered visitors.

LINCOLN GROUP OF GREAT INTEREST

Here are exact reproductions of the log-cabin birthplace of the Great Emancipator in Hodgenville, Ky., of his boyhood home in Indiana; the Lincoln-Berry store at New Salem, Ill., where the young rail splitter sold calico and molasses, learned of Robert Burns and Shakespeare, and studied law; the Rutledge Tavern, where Lincoln met and had his tragic courtship with Ann Rutledge; the Wigwam—that rambling frame convention hall where Lincoln was nominated for the presidency in 1860; and reproductions of rooms in his Springfield home. The interiors are fitted and decorated with authentic Lincoln relics.

OLD FORT DEARBORN RECONSTRUCTED

On the lake shore, only a few hundred yards from where the historic Fort Dearborn massacre actually occurred, stands a perfect facsimile of Old Fort Dearborn, as it appeared when fired by Indians soon after the massacre. The original specifications used in its reconstruction were obtained from the War Department.

Its block houses, barracks, and other buildings are furnished in pioneer fashion. Priceless curios, obtained from historical societies, the federal government and private individuals, imbue the place with an atmosphere of the Old Fort, when it and a few modest buildings outside the stockade were all that was Chicago in the early 1800's.

ENCHANTED ISLAND FOR CHILDREN

In the glorification of man's progress, the welfare and enjoyment of the children have not been overlooked. To them "The Enchanted Island" means more than a world of scientific achievement. Here is a magic mountain, a tiny railroad winding its way over strange lands, through weird caves and along the shore of a boundless ocean; a children's theater, in which are magic, midgets, puppet shows, trained animals, and clowns. Here, too, are the latest playground and amusement devices for the little folks, a restaurant and a nursery, all especially for them.

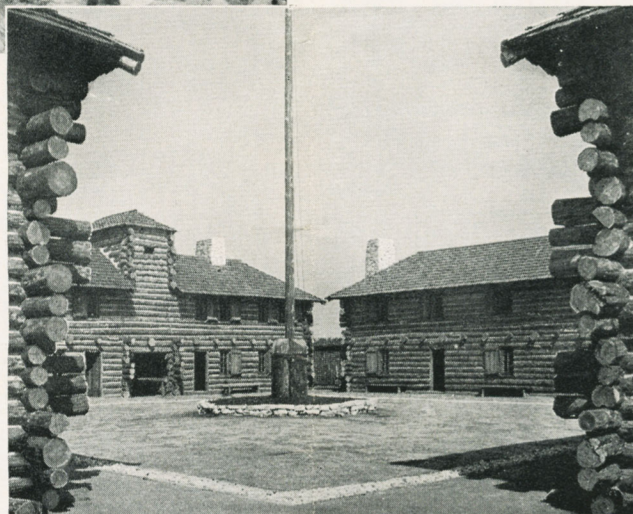
"The Enchanted Island" is a safe place for parents and guardians to leave youngsters while viewing the wonders of the Exposition.

AMUSEMENT ATTRACTIONS—THRILLS A-PLENTY

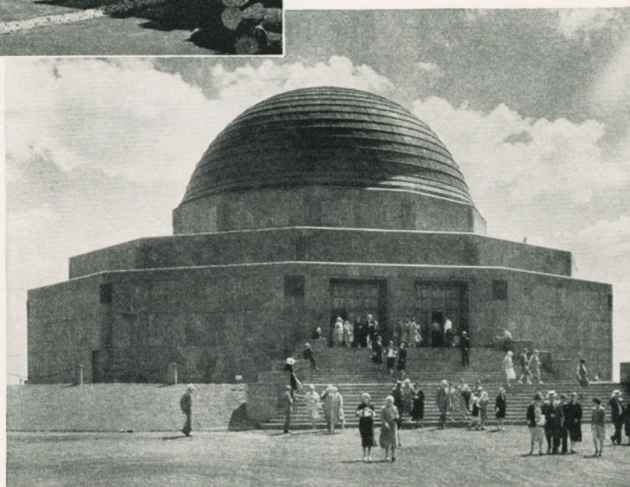
A transplanted Hollywood presents "Hollywood Bowl," for athletic and other events; a broadcasting studio; "Malibu Pool" and bathing beauties; "lots" with sets of famous motion picture productions; and offering such features as movies in the making, screen tests for aspiring youth, personal appearances of stars, and visits of celebrities.

Admiral Byrd's South Pole ship, "The City of New York," is in the lagoon. Below decks is a museum of relics of Byrd's Antarctic explorations.

Spanning the lagoon is the spectacular "Sky Ride." Just as the Ferris Wheel was the sensation of the Columbian



Typifying Chicago's early history is Old Fort Dearborn, reproduced from the original specifications.



The universe, in all its mysterious grandeur, passes in review under the dome of the Adler Planetarium.

Exposition of 1893, so this new giant is the outstanding thrill of the 1933 World's Fair. Two steel towers, 600 feet high, are connected at the 200-foot level by cables which carry eight rocket cars a distance of 2,000 feet. Colored steam is discharged in the wake of the cars, giving the appearance of rocket propulsion. The towers and the cars are vividly illuminated at night. Observation platforms are at the tops of the towers, served by high-speed elevators.

For **The Midway**—so officially designated—the world has been searched for novel entertainment. Here, then, the sheer fun loving and thrill seeking visitor may find new and startling adventures. Among the attractions are the villages of aborigines of our own and remote lands, wrestling alligators, breath-taking slides and rides, besides novelties that provide excitement and fun for all. A modernly equipped bathing beach resort on the sandy shores of Lake Michigan entices people who enjoy swimming and water sports.

BIG PROGRAM OF SPORTS

In Soldier Field and the lagoon are held major events in out-door sports and international athletic contests. On the program are championship boxing exhibitions, inter-



Within the lofty walls of the Field Museum are thousands of exhibits related to Natural History.



Watchful lions guard the art treasures of the Exposition in the Art Institute on Michigan Boulevard.

national track meets, games of all sorts, boat races, swimming and diving contests, and, later in the season, big collegiate football games. The stadium has a seating capacity of more than one hundred thousand.

FESTIVALS OF MUSIC

The world's celebrated vocalists and instrumentalists will contribute their talents to the feast of music during the World's Fair. Famous bands, orchestras and choruses are to offer what will constitute a continuous performance of music par excellence. Visitors are seldom out of hearing range of music of some sort—bands, carillon, orchestras, organs, radio, and so on, all adding their share to constant entertainment. Locally organized singing societies and choruses, with eminent conductors, have an important part in the great musical festival.

SPECIAL CARE OF VISITORS

Every possible means of providing comfortable and economical living quarters for out-of-town visitors have been cultivated by the World's Fair management, ably assisted by local agencies.

Hotel and other housing accommodations for over 500,000 guests daily are available in Chicago at prices to suit every purse.

ADMISSION CHARGES AND HOURS

The Exposition will be open from 10:00 a.m. to midnight, daily, including Sundays and Holidays.

Admission to the World's Fair grounds during the period of the Exposition is fifty cents for adults, twenty-five cents for children under twelve years of age. Entrance fees to special attractions are nominal.

CHICAGO—THE IDEAL VACATION CITY

Chicago alone is worthy of a visit. To the stranger it is a city of marvels and enchantment. To its familiars the city is one of tremendous growth, power, industry and stupendous accomplishments.

Chicago's reputation as a vacation city is well merited. Situated on Lake Michigan, it enjoys an exhilarating climate.

There are many miles of lake front lined with sandy beaches and beautiful drives. Eight thousand acres within the city are devoted to public parks; and there are hundreds of playgrounds and places for varied recreation. There are ninety public golf courses in or close to the city, and scores of private golf and country clubs; also polo fields, big league and other baseball parks; 130 miles of boulevards; many miles of bridle paths; yacht basins and boat harbors; zoological gardens, gorgeous horticultural displays—all affording outdoor enjoyment and healthful recreation.

Chicago is a city of striking architecture, of beautiful residences and comfortable homes, immense hotels, scores of attractive shops and restaurants, great department stores, many libraries, schools, universities, and thousands of churches.

The Museum of Science and Industry founded by Julius Rosenwald, housed in the remodeled Fine Arts Building of the Columbian Exposition of 1893, is closely related

to the purpose of A CENTURY OF PROGRESS. It is anticipated that the Museum will install and maintain permanently many of the industrial and scientific exhibits of the 1933 World's Fair. The building was the masterpiece of the Columbian Exposition and is indeed a beautiful example of classic architecture.

One of Chicago's far famed institutions is the Union Stock Yards, the largest in the world. Its huge packing houses and hundreds of acres of stock pens are always of interest to Chicago's constant stream of visitors. The International Live Stock Exposition and Horse Show, held annually at the Union Stock Yards draws spectators and exhibits from many parts of the world.

Chicago is noted as an admirable convention city, and has provided many fine buildings which are particularly adapted to conventions and other large gatherings, where many thousands of people may be seated.

For indoor entertainment there are some four hundred theaters offering drama, comedy, musical shows, or talking pictures. Its cinema and dancing palaces are of surpassing size and beauty. Night clubs and cafes add to the city's gaiety.

Chicago is amply equipped to act as host to the millions of people who are expected to visit this city during the five months—June 1 to November 1, 1933—when the World's Fair is in progress. Extensive preparations far in advance have insured provision for housing and feeding the multitude, which, for only a short period, is added to the city's own 3,500,000 population.

Situated at the crossroads of the country's travel and commerce, Chicago is fortunate as regards transportation facilities. It is the meeting point of many railroads, which radiate in every direction. It is upon these railroads that millions of World's Fair visitors will choose to travel, because they afford the utmost degree of safety, combined with speed and comfort.

Railroad patrons arrive rested and refreshed for their venture into the realms of spectacular and enlightening wonders, as exemplified by A CENTURY OF PROGRESS, and for their explorations of Chicago—Vacation City.



Buckingham Fountain, in Grant Park near the Exposition, is one of Chicago's most fascinating spectacles.

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famous Trains to and from Chicago.

Within the memory of those who came to Chicago's "World's Fair" in '93, The Milwaukee Road remains the transportation leader. Time has accentuated this railroad's leadership, brought improved service and widened the scope of its activities, now embracing a far-flung transcontinental system. Today, 11,200 miles of perfectly equipped railroad tie the great states of the West to Chicago and the 1933 "A Century of Progress."

The Milwaukee Road has been no small contributor to "A Century of Progress," its many achievements justify its title, "the pioneer in modern railroading."

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Look for The Milwaukee Road electrification exhibit and Travel Headquarters in the Travel and Transport Building at A Century of Progress.

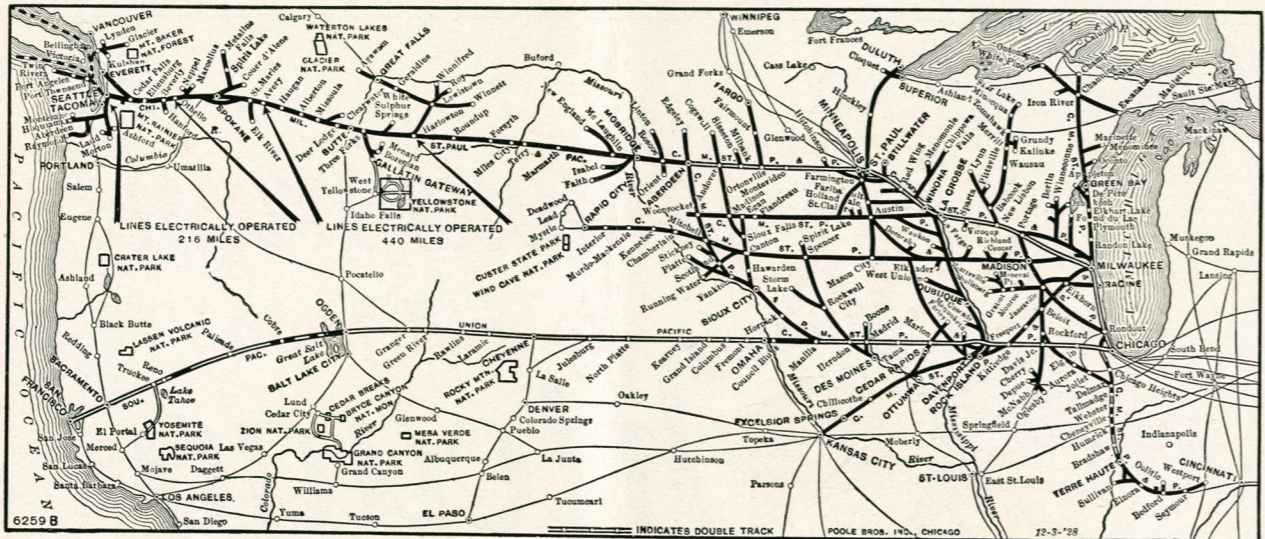
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CHICAGO—JUNE 1—NOVEMBER 1, 1933



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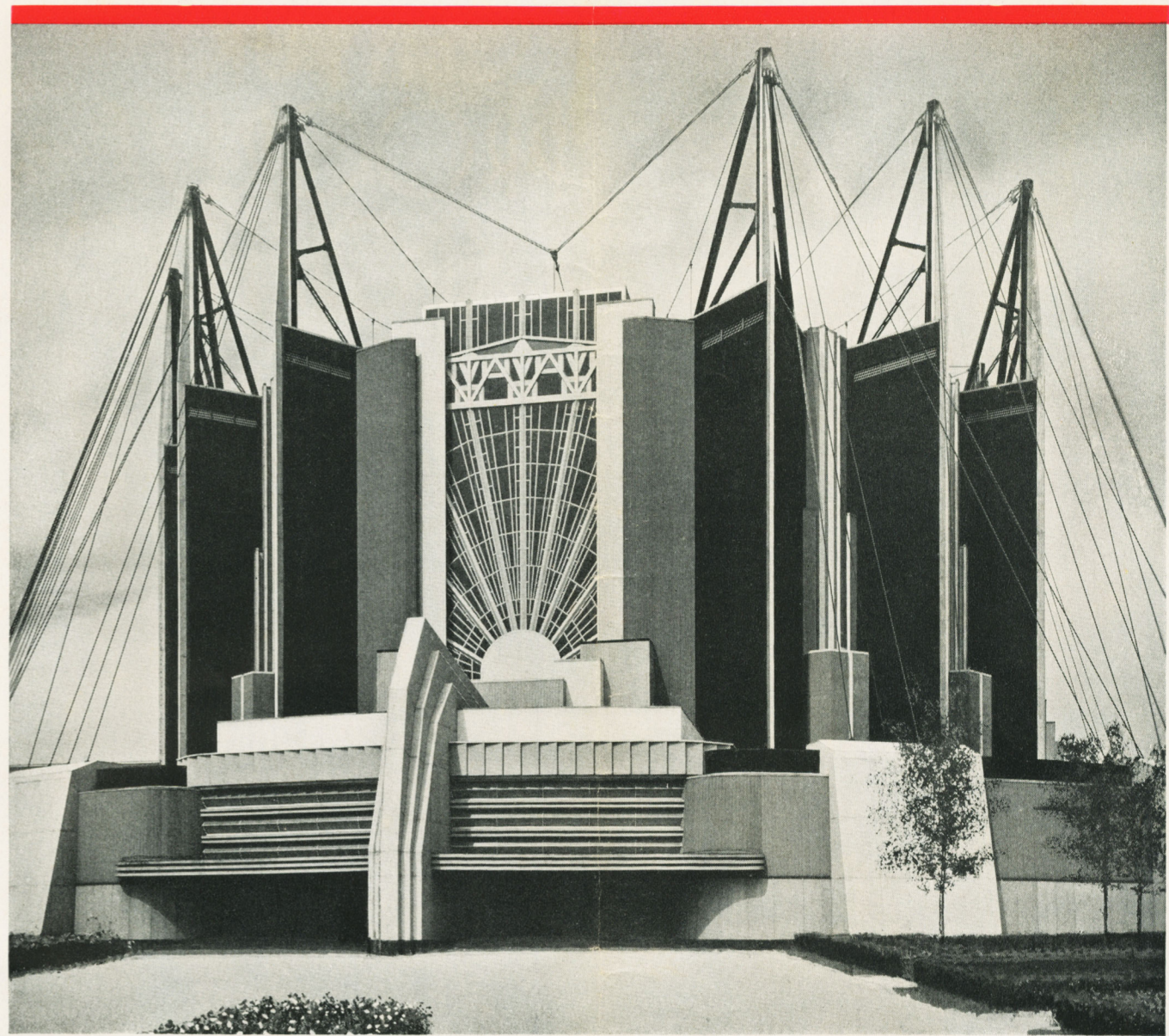
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