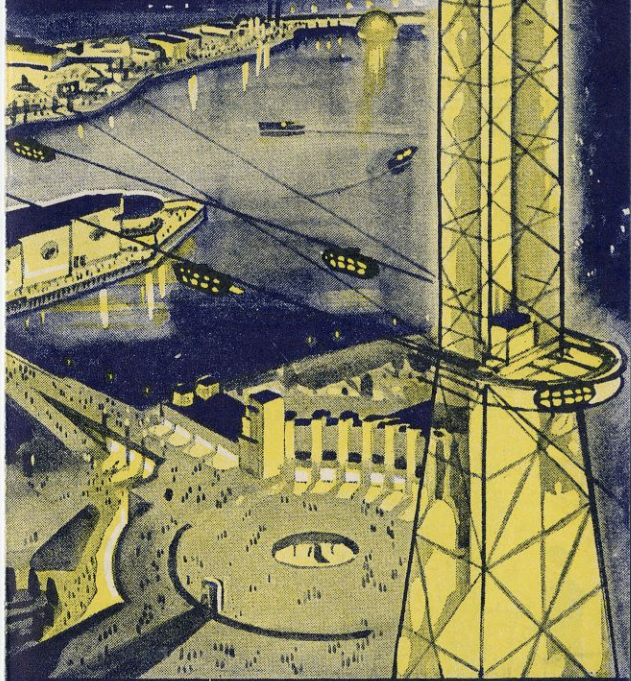


See the  
**WORLD'S FAIR**  
*first*  
**FROM THE AIR**



**SKY-RIDE** *TOWERS  
AND RIDE*

# The Man-Made Mountain Tops ....THE SKY-RIDE



Visit the Sky-Ride Towers *first of all!* Plan your World's Fair visit from these vantage points, with all the gorgeous panorama of the Fair spread out before you.

Towering far above Chicago's tallest buildings, the big, safe observation rooms atop these twin observatories, 628 feet high, command a majestic view of the glittering, colorful Fair, the great sprawling city and the wide blue lake.

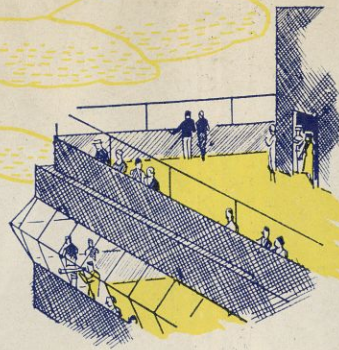
Dim and mysterious in the distance, glimpses are caught of the far off hills and spires of *four states*. Elevators, so smooth in operation that there is no sensation of speed, cover the distance from ground to tip-top in *less than a minute*. Distance between towers, 1850 feet—the second longest span of its kind in the world.

Every detail of the World's Fair is clearly visible, while the enormous height reduces the whole entrancing scene to an animated miniature. Gaily decorated umbrellas over the tables of an outdoor cafe look like clusters of lovely

flowers, the great buildings are doll houses of amazing perfection and beauty, the autos crawl along like tiny beetles, far below. Because of the great span of the Sky-Ride, the view from each tower is vastly different. Visit both. You will be well repaid!



At night the view from the Sky-Ride is magically changed, the entire Fair glowing in brilliant colors like some enchanted scene straight out of the Arabian Nights, circled by the myriad twinkling lights of the city, with the far-flung, mysterious dusk of the distances beyond.



Traveling the 1850-foot span between the towers, the Observation Cars operate day and night, at the 219-foot level, each with its load of sightseers. Here is a ride that is different from any you ever enjoyed before, on cars moving high in air across the very center of the World's Fair's picturesque panorama, on suspension cables—a new and distinctly thrilling type of locomotion.

## The Premier Builders of The Country Built the Sky-Ride:

Great Lakes Dredge &  
Dock Co.  
104 S. Michigan Ave.  
Chicago, Illinois

Otis Elevator Company  
600 W. Jackson Blvd.  
Chicago, Illinois

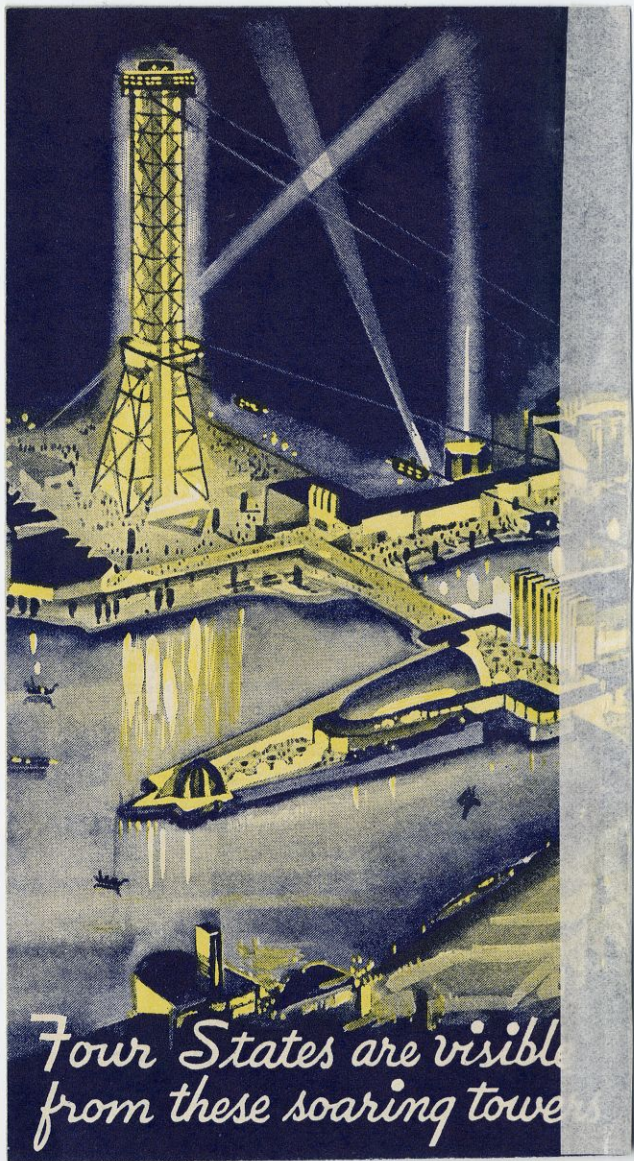
Inland Steel Company  
38 S. Dearborn St.  
Chicago, Illinois

John A. Roebling's Sons Co.  
Trenton, New Jersey

Mississippi Valley Structural Steel Co.  
20 North Wacker Drive  
Chicago, Illinois

VISIT THE SKY-RIDE . . . FIRST

A CENTURY OF PROGRESS  
1833 - CHICAGO - 1934



*Four States are visible  
from these soaring towers*