

DUO GRAPHIC

Magazine

Vol. 3

No. 4



APPLICATION FOR HEALTH INSURANCE

I herewith enclose \$2.00 and apply for insurance in the
ILLINOIS TRAVELING MEN'S HEALTH ASSOCIATION

- 1 Name in full? _____ Age? _____
Are you a male white person? _____ Weight? _____ Height? _____
- 2 Where born: Town? _____ State? _____ Date? _____ Year? _____
- 3 Address where notices of assessments and mail are to be sent: Street and Number? _____
Town? _____ State? _____
- 4 Name and location of firm represented by you? _____
Town? _____ State? _____
- 5 What is your occupation? _____
suffering with or from any of the foregoing diseases, explain fully. _____
- 6 Do you now hold or have you ever held a Health Policy in this Association? If so, give policy number. _____
- 7 Is your eyesight impaired? If so, how? _____
- 8 Is your hearing in either ear impaired? If so, to what extent? _____
- 9 Have you any physical deformity or are you crippled in any way? _____
- 10 What sickness or disease have you had within the past five years? Give the dates. _____
- 11 What is the general condition of your health? _____
- 12 Have you ever had any of the following diseases: Rheumatism, Varicose Veins, Varicocele, Epilepsy, Fits, Syphilis, Mental Infirmities, Heart Disease, Paralysis, Erysipelas, Ulcers, Fainting Spells, Kidney Trouble, Lumbago or Lane Back, Bladder Trouble, Venereal Diseases, Asthma, Bronchitis, Tuberculosis, Diabetes, Peritonitis, Pleurisy, Locomotor Ataxia, Piles, Hemorrhoids, Rectal Fistula, Rectal Abscess, Gall Stones or Gall Bladder Diseases, Fistula in Ano, Malaria, Typhoid, Ulcers of Stomach, Dysentery, Tonsilitis, Appendicitis?
If you never have had any of the foregoing diseases answer NO. If you have had or are now
- 13 Have you ever undergone a surgical operation? If so, when and for what condition was the operation performed? _____
- 14 Have you ever had any sickness or disabling condition other than already specified in this application? If so, give particulars. _____
- 15 How many times have you received indemnity for sickness? Give the name of each company, amounts received and dates. _____
- 16 What health insurance do you now carry? Give name of each company and amount carried. _____
- 17 Has this or any other health, life or accident association or company ever cancelled your insurance, membership, requested you to resign, rejected your application or refused to reinstate you? _____
- 18 Do you warrant the above statements to be true? _____
- 19 Do you agree that this application shall be the basis of the Contract of Insurance between you and the said association? _____

Date _____ Signature _____

Recommended by _____ No. _____

EVERY QUESTION MUST BE ANSWERED

UNCHANGING STABILITY

BY R. A. CAVENAUGH

One year before the opening of the Columbian exposition, Chicago's first great world's fair in 1893, thirty traveling salesmen met in Chicago one week-end and organized the Illinois Commercial Men's Association for their mutual protection.

The development of this insurance company has been as phenomenal as has the progress of the world in the past forty years. Today over a hundred and forty thousand men from widely varied businesses and professions are included in the I. C. M. A. Since the Illinois Traveling Men's Health Association was organized in 1911, most of them also have become members of this mutual protective body.

Born at a time when the depreciation in the value of silver had brought on an acute economic situation, the I. C. M. A. has weathered several "depressions," emerging from all of them with its financial stability unshaken and its high standards of prompt service unimpaired.

When I took over the management of the young association in 1896, hotel fires and train wrecks were the chief hazards menacing those who traveled. In those days the automobile was unknown to most people. The radio was the dream of a few "fanatics." Those with weak nerves who attended the Columbian Exposition shunned the giant novel Ferris wheel.

Today there will be a far smaller percentage who fear to indulge in the skyride, for this generation has become inured to hazards. The rush of modern living, typified in the motion expressed in A Century of Progress exhibits, has caused an increasing number of men to seek protection from the hazards of accidents and ill-health through the I. C. M. A. and the I. T. M. H. A. By consistently affording such protection at the lowest possible cost, both the I. C. M. A. and the I. T. M. H. A. have merited the confidence of the public. This confidence among members—the associations use no agents—is responsible for the associations' growth.

There is every indication that these associations, bulwarks of stability through good times and bad, will continue to grow. We invite every man to fortify himself for the wonderful years which this great Century of Progress Exposition indicates are ahead, by taking advantage of the protection now enjoyed by hundreds of thousands in the I. C. M. A. and the I. T. M. H. A.

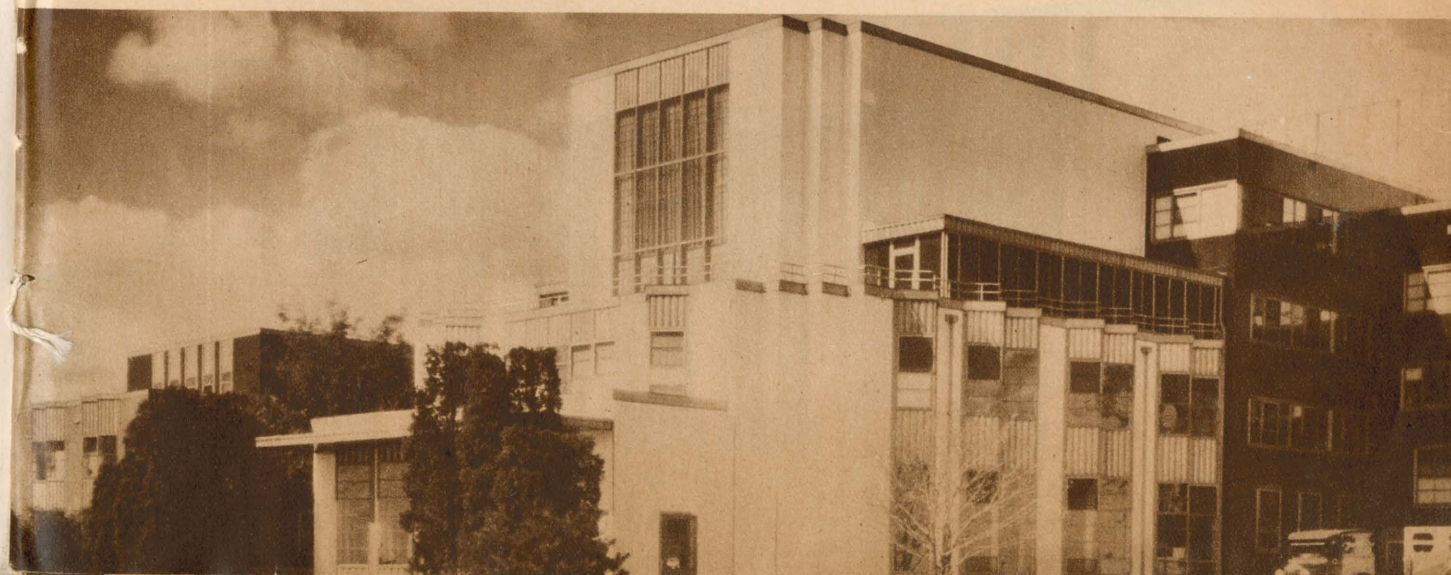


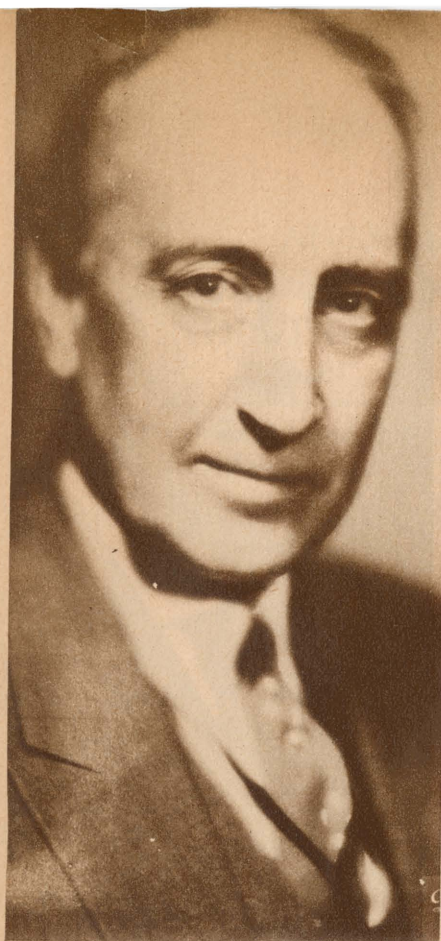
R. A. CAVENAUGH

secretary and treasurer under whose guidance I. C. M. A. and I. T. M. H. A. have become leaders.

Administration building, headquarters of A Century of Progress. The steel frame is bolted together, covered with asbestos wall-board, and insulated with old newspapers and corn stalks ground into pulp.

THE DUO GRAPHIC MAGAZINE PUBLISHED BY THE ILLINOIS COMMERCIAL MEN'S ASSOCIATION VOL. 3 NO. 4 COPYRIGHT 1933





RUFUS C. DAWES
who has directed the vast project of dramatizing
100 years of progress.

AHEAD

BY RUFUS C. DAWES

An exposition does not, as a rule, undertake to bring new things. What an exposition does is to shorten the period between the laboratory experiment and the common use of new inventions. Every successful exposition has been followed by the immediate introduction, not by the discovery, of something that is adjustable to the needs of men.

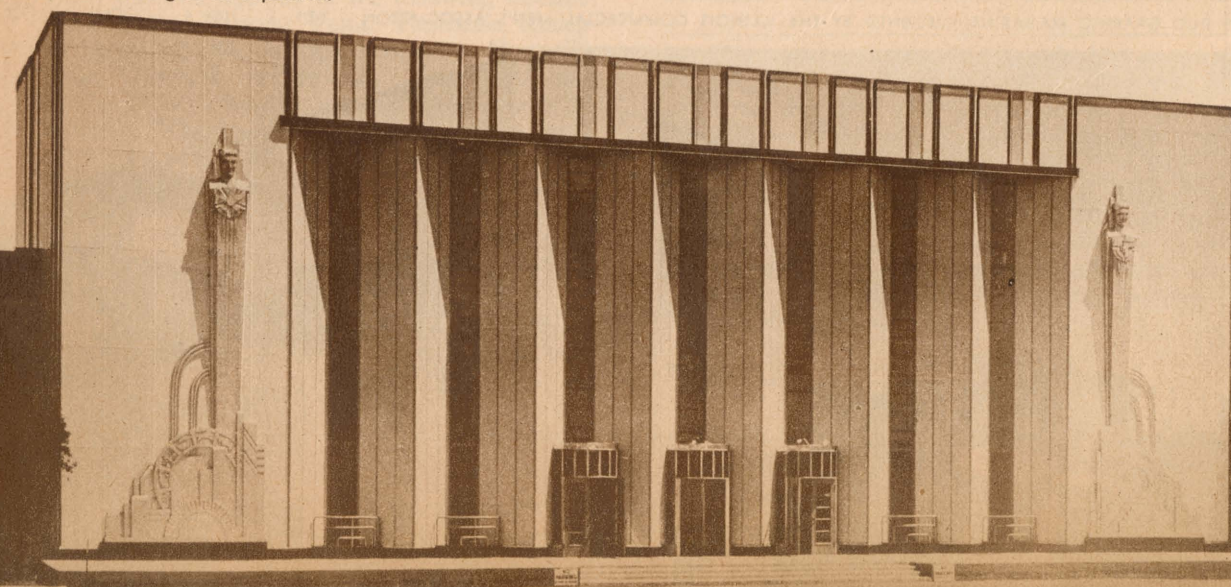
If, in going to A Century of Progress, you should lift your eyes to see that magnificent and classical building, the Field Museum, you would notice that those beautiful windows which so charm your sense of beauty have all been covered with boards, at great expense. No modern museums will ever be erected again with windows to provide for the free admission of the outside light and air. They will be lighted artificially so as to have a control of the light and have it exactly the same at all times, and they will be ventilated artificially so as to have the air clean and thus keep the specimens free from dirt.

Is man going along for another 2,500 years, adopting these old models which today have suddenly, by reason of science and invention, become almost useless to meet man's purpose? Will he continue to want to see these models of so-called classical buildings when he knows that he must find other types of buildings to serve the purposes of man in this modern age?

Like all international expositions, the occasion for A Century of Progress is primarily historic. It celebrates an event of world-wide interest—the completion of the first hundred years of the existence of the city of Chicago. It is a time to compare the conditions under which men lived a hundred years ago and the conditions, hard as they may seem to be, which surround us today. Any such comparison affords at once the basis of a celebration.

When you consider what man has accomplished within that century, you realize the necessity of a great celebration in which all the world will participate. Man has made more progress in this century in adjusting himself to a comfortable relation to his physical world than in any preceding century. Now there has appeared suddenly the conviction that it is possible for him, having overcome the physical obstacles against which he struggled so long, to overcome all the obstacles in the way of a better life.

Entrance to Administration building. Through these doors Mr. Dawes has passed daily as chief executive of the world's greatest exposition.



I'll Tell You
Why This
INSURANCE



COSTS SO LITTLE!

Any business man wants to know "How much does it cost to do business?" If the cost of getting business is high—then the price of the article itself must be correspondingly high.

Now, the Illinois Commercial Men's Association conducts its business on the *lowest* possible operating cost, and it passes these benefits on to its policy-holders. This Association was organized in 1892 by a group of men who wanted insurance protection at actual cost. They were able to do this by keeping

their overhead down to a minimum. They employed no agents, they had no stockholders. Thus they saved the cost of commissions and dividends. They issued insurance without medical examination—thus saving the doctors' fees. For forty-one years this organization has been conducted on these same economical principles. During that time the Association has paid to policy-holders or their beneficiaries over \$25,000,000.00. And during all this time its insurance protection has been issued at actual cost.

Nowhere else can you get more generous Accident Protection for such a low price. Application fee only \$2.00, estimated annual cost only \$12.00.

ACCIDENT BENEFIT

Illinois Commercial Men's Association

In case of accidental death	\$5,000.00
Accidental loss of both hands or both feet	5,000.00
Accidental loss of both eyes	5,000.00
Accidental loss of 1 entire hand and 1 entire foot	5,000.00
Accidental loss of 1 entire hand or 1 entire foot	2,500.00
Accidental loss of one eye	1,250.00
Weekly Indemnity for 104 wks., total loss of time	25.00
Weekly Indemnity for 8 wks., partial loss of time	12.50

HEALTH BENEFIT

Illinois Traveling Men's Health Association

Confining Illness	
Weekly Indemnity for 104 weeks	25.00
Non-Confining Illness	
Weekly Indemnity for 8 weeks	10.00

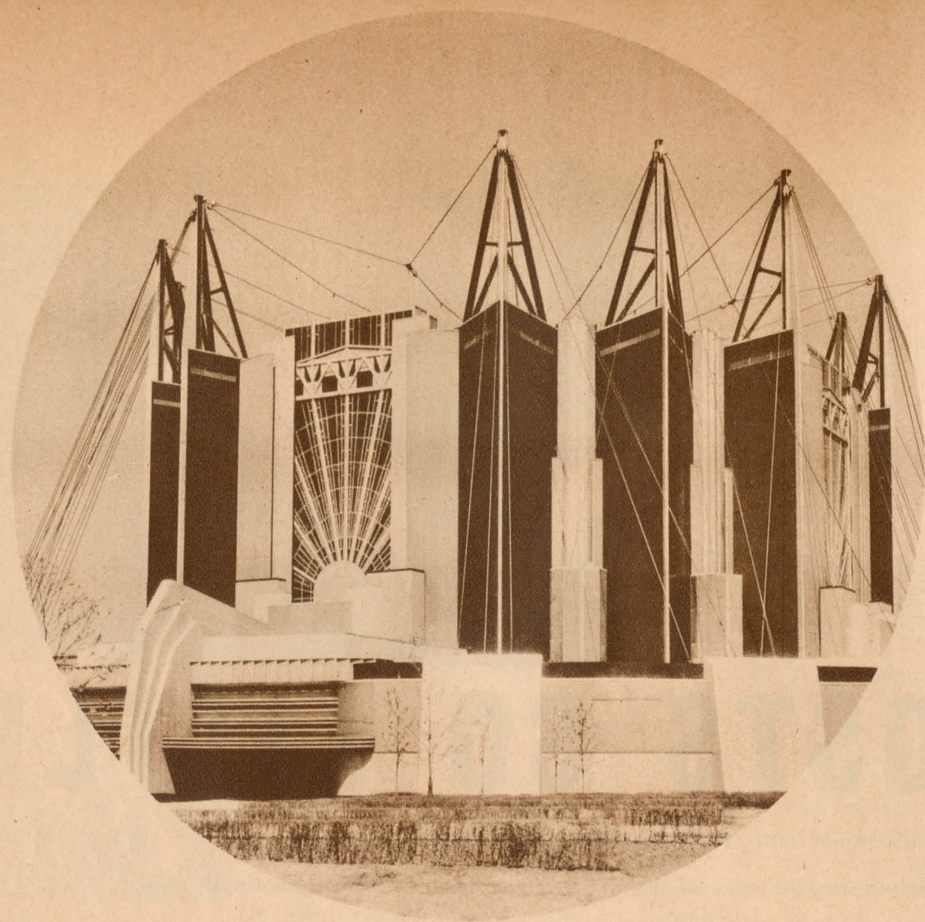
Mail applications today to R. A. Cavanaugh, Sec'y & Treas.

Illinois Commercial Men's Association

Illinois Traveling Men's Health Association

332 SOUTH MICHIGAN AVENUE + CHICAGO, ILLINOIS

Why not fill out the application blank on the inside cover of this magazine — now?



NEW STYLES FOR NEW MATERIALS

The architecture of A Century of Progress is the first intimation the visitor has of the originality of this great world's fair.

The innovations which the buildings represent have not been caused by an effort to secure novelty or stunt effects. The smooth, broad surfaces are without windows because steady, controllable electric lighting is much more satisfactory for exhibits, as mechanical ventilation is more comfortable for visitors. Just as the dome of the transportation building is suspended in order to give greater unobstructed exhibit space, so the architecture of

other buildings is designed to fit the materials used and the purpose of the structure.

Since the life of the exposition will be only 150 days, the architects built for temporary use and not for permanence. Nevertheless the economical materials pre-fabricated in shops and factories, which are utilized in most of the buildings, undoubtedly point the way to new construction methods.

Color and light, too, will have a new significance as the handmaidens of architecture in the building era which will follow this fair.

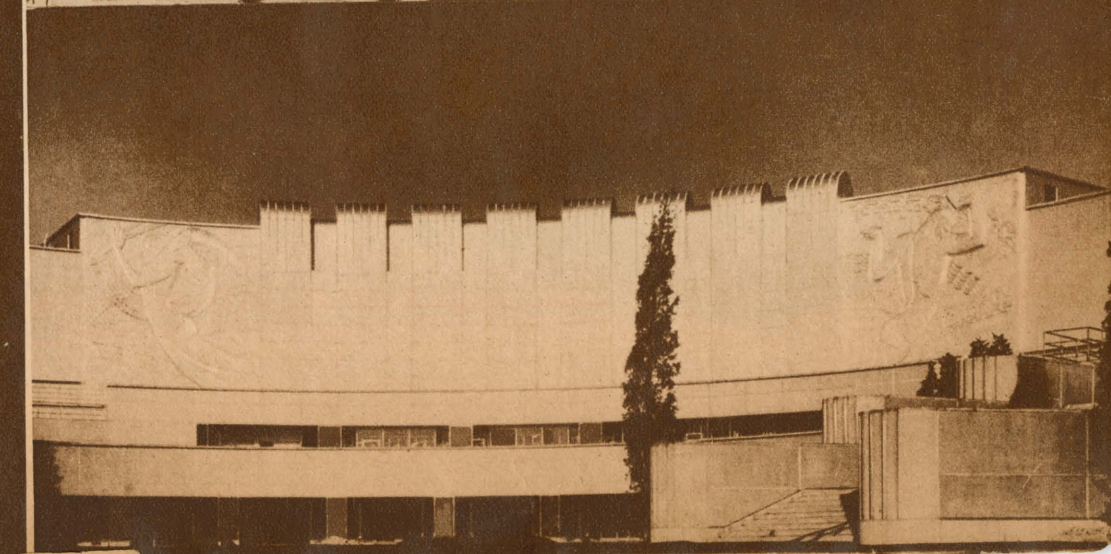
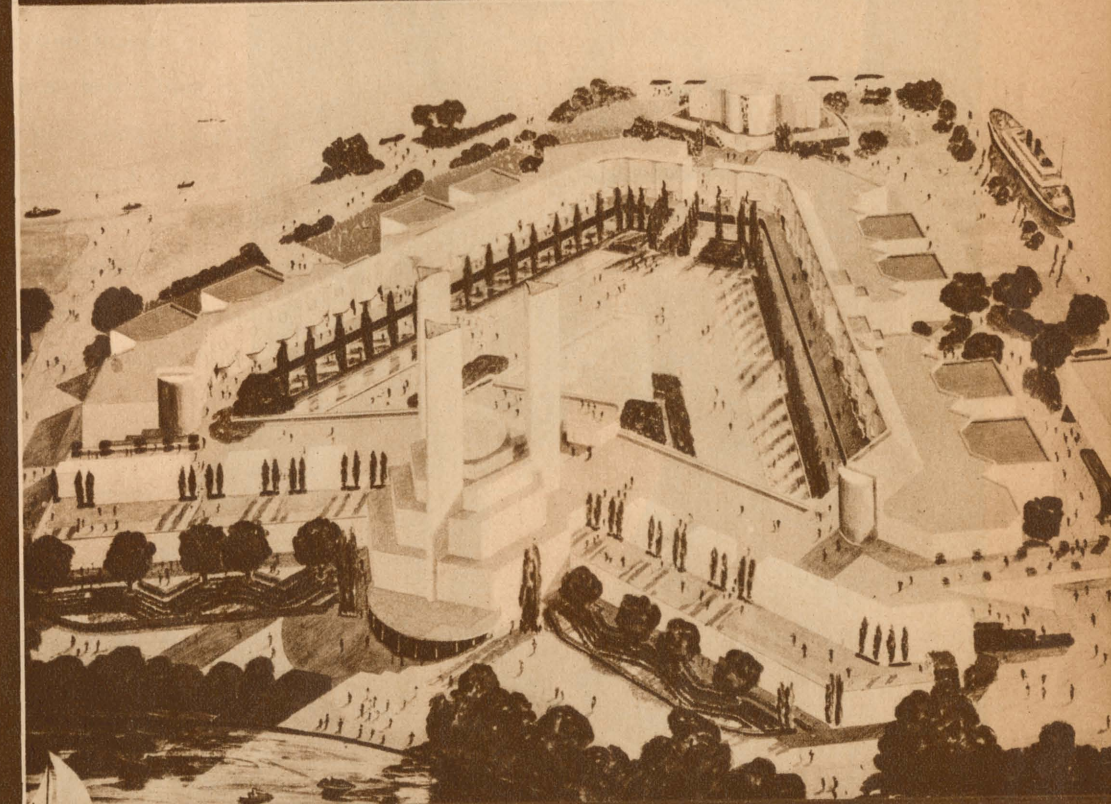
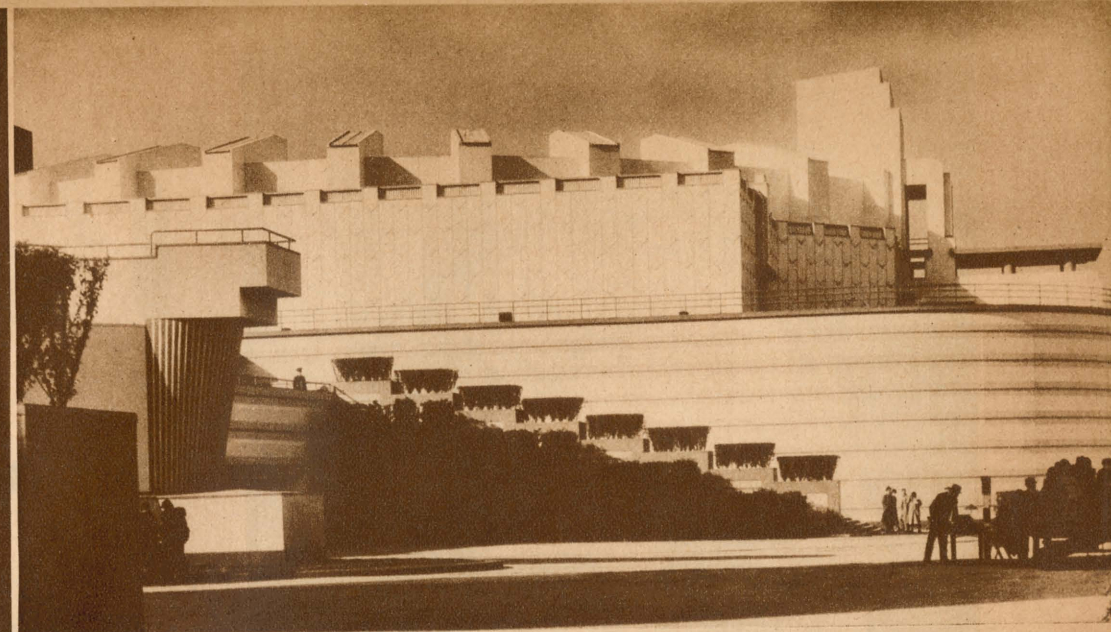
UPPER LEFT. THE "SKY-HUNG" DOME OF THE TRAVEL AND TRANSPORT BUILDING IS THE FIRST EXTENSIVE ARCHITECTURAL APPLICATION OF THE PRINCIPLE OF THE SUSPENSION BRIDGE.

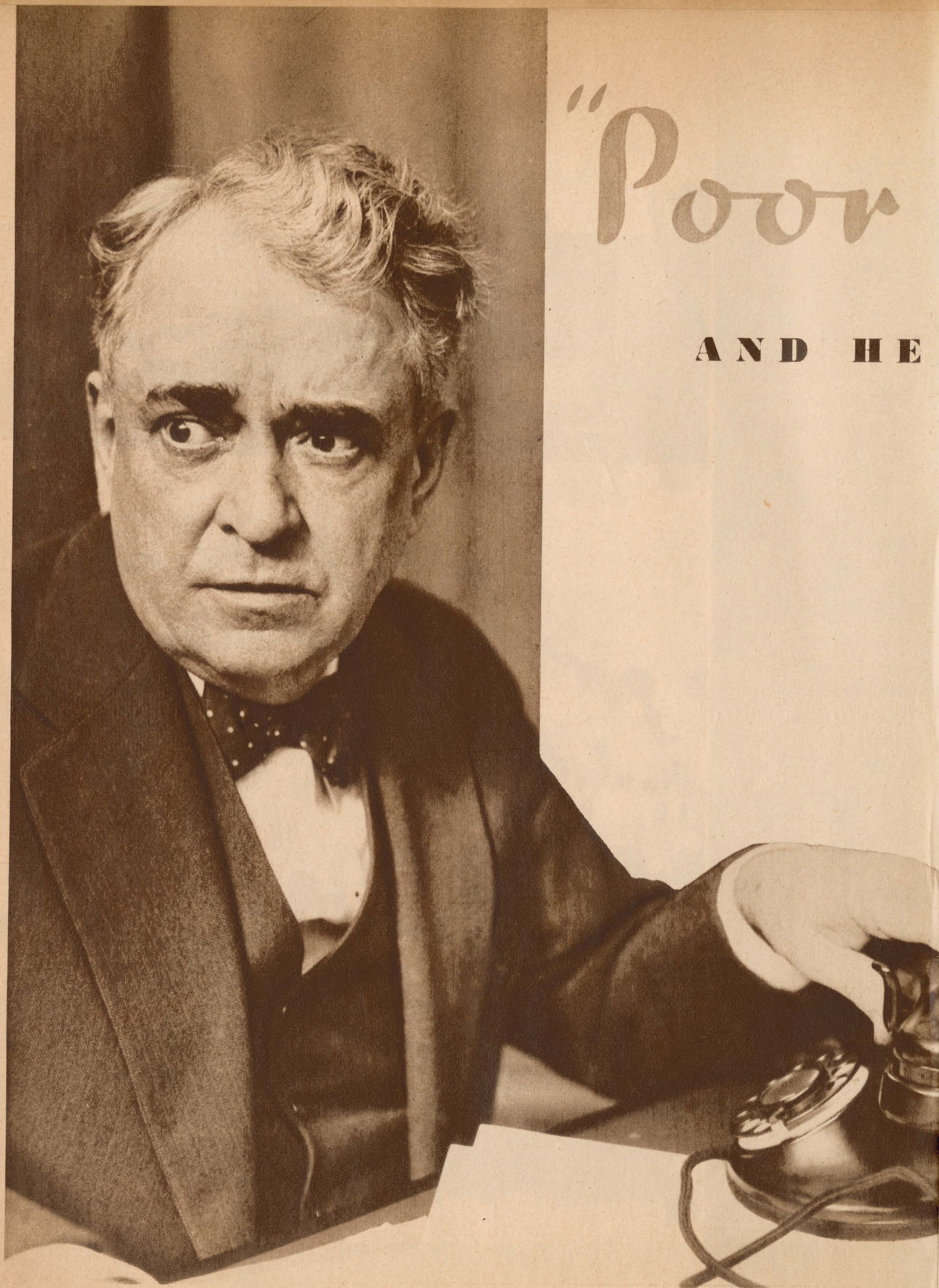
UPPER RIGHT. WITHIN THE GREAT COURT OF THE HALL OF SCIENCE IS THE SPEAKER'S ROSTRUM (EXTREME LEFT) WHERE MULTITUDES GATHERED FOR GALA OCCASIONS ARE ADDRESSED.

LOOKING DOWN ON THE HALL OF STATES (THE ADJOINING SIDES) AND THE FEDERAL BUILDING (CENTER) WHICH SYMBOLIZE THE ESSENTIAL UNITY OF STATE AND FEDERAL GOVERNMENTS.

LEFT. ELECTRICITY, THE POTENT FORCE BACK OF MODERN PROGRESS, IS DRAMATIZED IN THIS GROUP OF ELECTRICAL BUILDINGS, WHICH INCLUDES RADIO AND COMMUNICATIONS.

BOTTOM RIGHT. "LIGHT" (LEFT) AND "ENERGY" (RIGHT) DOMINATE THE SEMI-CIRCULAR ELECTRICAL BUILDING, WHICH IS EMBELLISHED WITH HANGING GARDENS, GILDED PYLONS AND PAVED TERRACES.





"Poor

Jim!

AND HE WAS MY BEST FRIEND!

"Friend after friend departs, Who hath not lost a friend?"

JAMES MONTGOMERY

Supposing today—you were to receive a call that YOUR best friend had met with a fatal accident. How shocked you'd be! And even in your grief you'd think—"His wife and child—what's going to happen to them?" Friend though you are, you can't shoulder the responsibility of caring for his loved ones. But you can do better than that—you can explain to your friend that \$2.00 each will secure for him the generous protection of a policy in the I. C. M. A. and I. T. M. H. A. Explain to him that this insurance is offered at actual cost, and is possible because the ICMA and ITMHA are mutual companies, employ no agents and have no stockholders. Hence, excessive overhead due to commissions and dividends is entirely eliminated. Why not do this favor for your best friend today? Hand him the application blanks on the inside cover of this magazine. And if sickness or accident should overtake him, you will remember the words of the sage: "He is my friend that helpeth me—not he that pitieth me!"

BENEFITS

Accident

ILLINOIS COMMERCIAL MEN'S ASSOCIATION

In case of accidental death	\$5,000.00
Accidental loss of both hands or both feet	5,000.00
Accidental loss of both eyes	5,000.00
Accidental loss of one entire hand and one entire foot	5,000.00
Accidental loss of one entire hand or one entire foot	2,500.00
Accidental loss of one eye	1,250.00
Weekly Indemnity for 104 weeks, total loss of time	25.00
Weekly Indemnity for 26 weeks, partial loss of time	12.50

Health

ILLINOIS TRAVELING MEN'S HEALTH ASSOCIATION

Confining Illness	
Weekly Indemnity for 104 weeks	\$25.00
Non-Confining Illness	
Weekly Indemnity for 8 weeks	10.00

No Medical Examination Necessary

On the inside covers of this magazine you will find the convenient form for obtaining this protection.

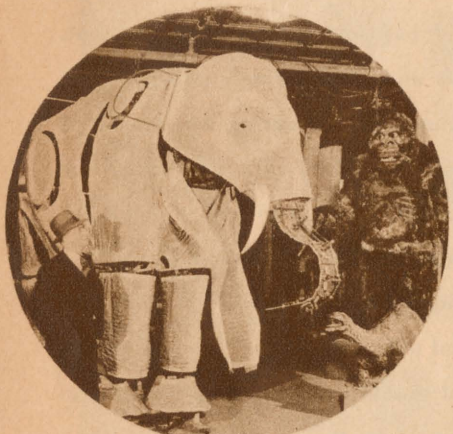
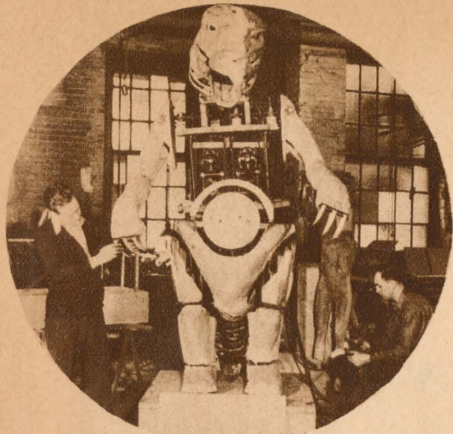
Mail your applications today to R. A. CAVENAUGH, Sec'y and Treas.

ILLINOIS COMMERCIAL MEN'S ASSOCIATION
ILLINOIS TRAVELING MEN'S HEALTH ASSOCIATION

332 SOUTH MICHIGAN AVENUE + CHICAGO, ILLINOIS

REMEMBER

when your friend's application is accepted, you will receive an "Award of Service." See page 12 for rules and illustrations of awards.



Many motors were installed in this giant ground sloth to impart life-like action for "The World A Million Years Ago."

The platyheledon, shovel-jawed elephant of the ice age, also helps to make "The World A Million Years Ago" a live, animated spectacle

Constructing the model refinery which explains with motion the development of the petroleum industry.

MOTION TELLS THE STORY

How the world of science and industry works is answered at A Century of Progress. It offers the dramatization of the scientific discoveries that have provided the world, in one short century, with new means of transportation and communication, new methods of manufacturing, new weapons for fighting disease, new comforts and living conditions that were undreamed of a hundred years ago.

Instead of seeing row on row of static exhibits, as fairs in the past have presented, visitors to Chicago's 1933 exposition witness the processes of fabrication of clothing and other materials on machines that have almost human skill. They see how electrical devices are manufactured and how they work. They see steel in the making and learn how foods are frozen for preservation.

How drops of water happen to be round; how molecules arrange themselves into crystals; how sound waves are produced and travel through the air; how gas and steam engines operate; how the world's raw materials—air, water, minerals, cellulose, rubber and oil—have been utilized for man's benefit; these and countless other scientific explanations are made simple and graphic through this new style of exhibits.

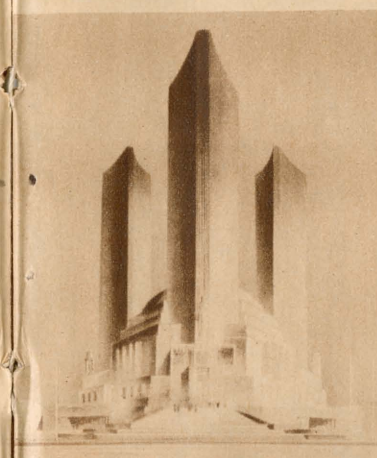
Motion and dramatization characterize everything about A Century of Progress exposition and mark it as unique among all the world's fairs of the past.



Without the aid of metal tools or machinery, the Mayans of Yucatan built this Nunnery quadrangle many hundred years ago.



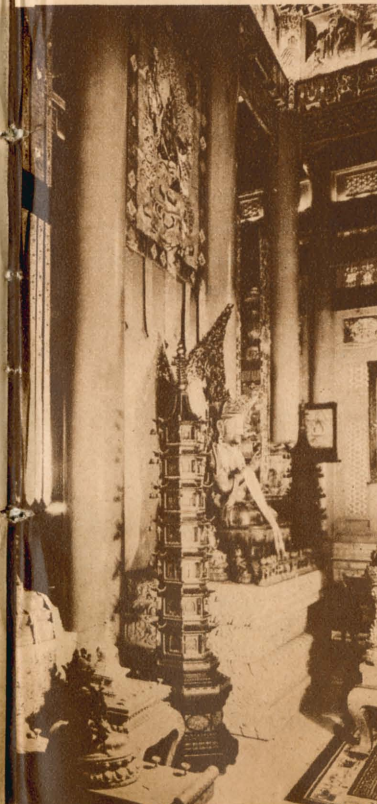
Hall of Religion, modern yet ecclesiastic in atmosphere, with its stained glass windows and its tower.



Three fluted towers of the Federal building symbolize the three branches of government—executive, legislative and judicial.



Replica of the Golden Pavilion of Jehol, celebrated Chinese Lama temple, which was constructed in China and shipped here in 28,000 pieces. The roof is covered with gold leaf.



Interior of the Golden Pavilion which houses priceless treasures.

YARDSTICKS TO MEASURE PROGRESS

The progress of the last century takes on a new significance when measured against the slow development of past ages. Therefore the social and exact sciences have united to present yard sticks by which progress may be gauged.

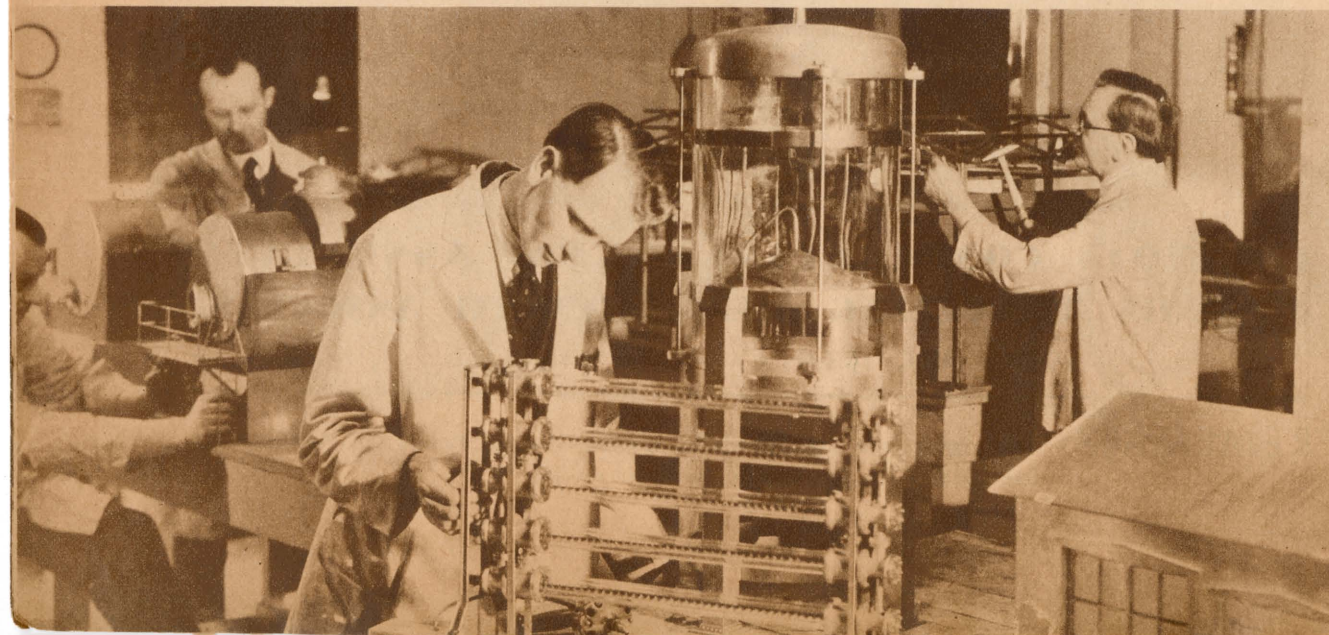
Part of this measurement is dramatized in exhibits which show "the world a million years ago." Huge, prehistoric monsters come to life again through the aid of skillful reconstructions and electric motors.

The earliest development of civilization on this continent, that of the Mayans, is recalled through reproduction of the Nunnery quadrangle of Uxmal, Yucatan. The Mayans had a mathematical system based on zero 1,000 years before our Mediterranean ancestors. Most spectacular of the exhibits from foreign countries is the famous Chinese temple, the Golden Pavilion of Jehol which is filled with ancient treasures.

Religious relics of priceless value are housed in the beautiful modern Hall of Religion, where many faiths are uniting to tell the story of the influence of religion on the world's development.

Geologists present a time clock which ticks off in seconds the millions of years that have gone toward producing this earth as it is today. They show also how oil which now is gushing out to aid this machine age has been forming in the earth for centuries.

The great building of the states and federal government indicates the culmination of these ages in a stable background for the progress of the century.





OUR HOSTS

In all the astounding development of the past century, nothing has been more phenomenal than the growth of Chicago from a village of 350 persons in a muddy swamp on the banks of a sluggish river, to the position of fourth largest city in the world. Here today seventy-five nationalities live together in harmony. The city has developed the world's greatest park system. Situated at the crossroads of the nation, it is the railroad and airway center of the country.

In the Lincoln group is this replica of the Great Emancipator's birthplace in Hodgenville, Ky. Logs and timbers in this cabin are more than 100 years old.

Where Fort Dearborn (cross indicates location) was the only structure early in the nineteenth century, the London Guaranty building stands today among towering associates. Below is the replica of the old fort reconstructed on the exposition grounds.

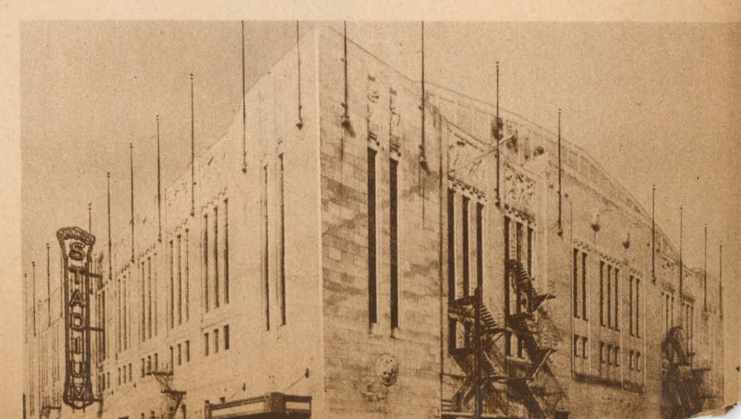
Where Fort Dearborn marked the first settlement, towering skyscrapers now rise. The old fort, finally destroyed in 1871, has been rebuilt in faithful likeness within the exposition grounds. Here visitors will be able to compare the life lived 100 years ago with the scientific marvels which make up life today.

Near Fort Dearborn is the Lincoln group reproducing the birthplace of Illinois' great citizen and other buildings that figured in his life. Among them is the Wigwam where the Great Emancipator was nominated for the Presidency, a building which looks primitive indeed when contrasted with Chicago Stadium in West Madison street in which Lincoln's latest successor was nominated last summer.

Relics from the life of Lincoln are presented in the buildings, among them the bed on which the President died and which belongs to the Chicago Historical Society. The entire exhibit stands in vivid contrast with the twentieth century life about it.

Abraham Lincoln was nominated for the Presidency in this building, the "Wigwam," in 1860. It, too, is part of the Lincoln group.

In this giant structure in West Madison street, 25,000 persons cheered the nomination of President Franklin D. Roosevelt.



"AWARDS OF SERVICE" TO MEMBERS

Golf Balls



Here is your chance to play golf all summer at our expense. Three Wilson Medalist Golf Balls are given FREE to members of I. C. M. A. or I. T. M. H. A. for sending in just one new accepted application in either the I. C. M. A. or the I. T. M. H. A. A wonderful offer for both you and your friends. The Medalist has distance—lots of it—built in accuracy that holds it steadily on the line in the direction in which it is sent and a tough cover with the ability to absorb plenty of punishment. Careful testing and checking in each step of construction assures uniformity. Official U.S.G.A. size and weight. They are packed three to a cellophane package and that is the way we're handing them out—three at a time. Act now and get your golf balls NOW.

Razor Blades



Choose the blades you use. Three packages of Razor Blades (5 blades in each package) will be given to members for sending in only one new accepted application in either the I. C. M. A. or the I. T. M. H. A. Take your choice—Probak, Gillette, or the Auto-Strop. No limit to the number of blades you can secure: 3 packages with each accepted application. When your friends learn that they can receive accident or health insurance protection at actual cost, they will be delighted to fill out the application blanks appearing on the inside covers of this magazine. For each new accepted application you send in, we will send you FREE three packages of the razor blades you choose.

HOW TO GET "AWARDS OF SERVICE"

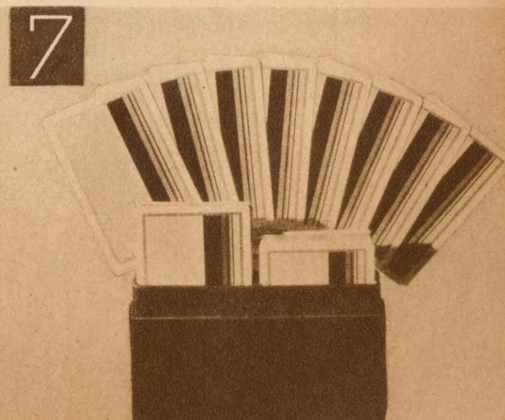
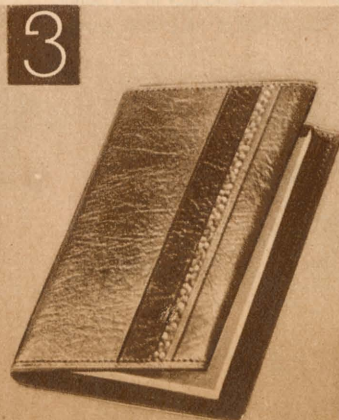
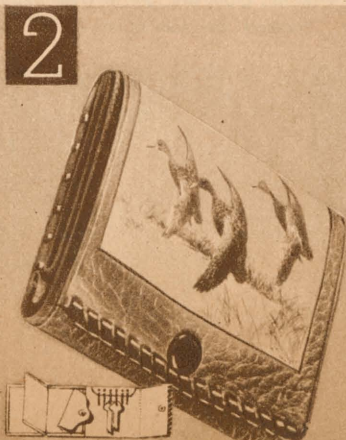
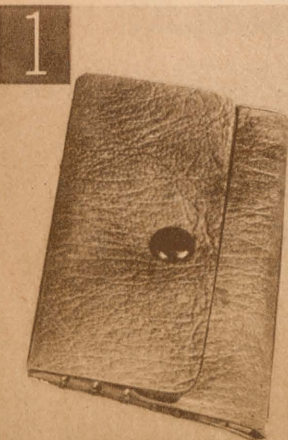
1. This key case is yours absolutely free for sending in just one new accepted application in either the I. C. M. A. or the I. T. M. H. A. It is made of genuine hand-tooled Mission Cowhide.
2. This special etched keycase has a beautiful etching on the cover, and also contains three celluloid covered compartments for cards. Makes a wonderful gift. Free with only 2 new accepted applications.
3. Convenient to carry — not bulky. This Mission leather memorandum pad also contains a pocket for business cards and two celluloid covered openings for cards, etc. For only two new accepted applications.
4. The pocket letter file for carrying loose papers, cards, and memoranda. Made of Mission leather, hand-tooled and colored. For only 2 new accepted applications.
5. This billfold is of genuine full weight, hand-stained, hand-tooled Mission cowhide leather. A combination card case as well. For only one new accepted application.
6. This deluxe billfold, hand-tooled, hand-laced, Mission leather, will be sent to you FREE for only two new accepted applications, in either the I. C. M. A. or the I. T. M. H. A.
7. It costs you nothing to keep fresh, clean playing cards always on hand. One new accepted application brings you one deck; two new accepted applications, the double set.

You can secure any one or all of the "Awards of Service" shown on this page by sending in the necessary number of accepted applications.

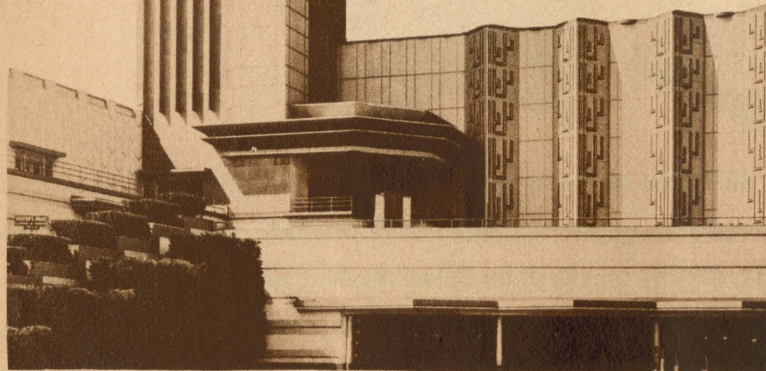
These "Awards of Service" are made to members for recommending new members, so be sure to sign your

name and policy number as a recommender on the applications you send in. Any application counts as one — whether it is in the I. C. M. A. or the I. T. M. H. A.

Sign up your best friends today. Specify the awards you desire.

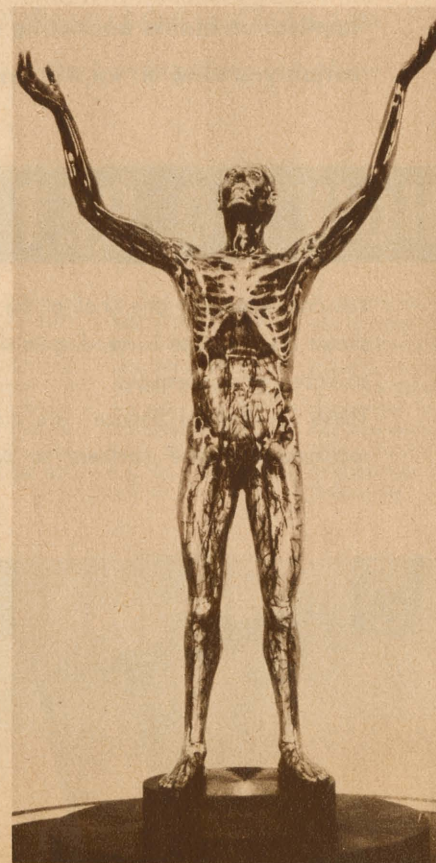


SCIENCE AND INVENTION



From this carillon tower of the Hall of Science, chimes proclaim the time of day, while within the building man's scientific achievement during 100 years is passing in dramatic review.

Functions of various organs of the body are displayed by this transparent man, whose blood circulates, heart beats and lungs expand and contract.



Where great expositions in the past took an event as the basis of celebration, Chicago's Century of Progress is the demonstration of a vital theorem. This theorem is that industry, manufacture and commerce depend almost immediately upon the pure sciences. The purpose of the exposition is to present science as a great international achievement, a unified body of truth. Consequently the contribution of science and invention to human progress is the theme of the entire exposition. It is fitting that the exhibits of biology, medicine, geology, physics and chemistry are housed in the most impressive building on the exposition grounds.

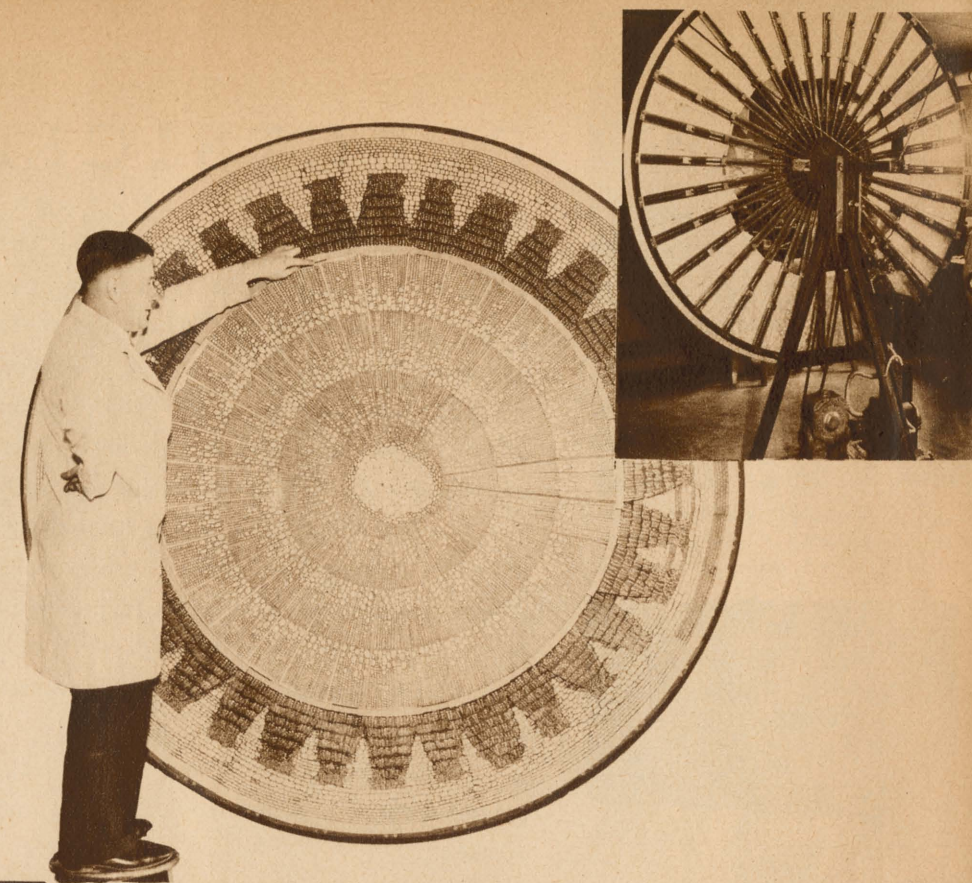
These are presented with the same dramatization which characterizes the entire fair. Mathematics and physics become living, dramatic explanations rather than obscure sciences, as scholars have produced visual, moving exhibits to explain nature's mysteries.

The visitor learns how the chemist has produced ammonia and nitric acid for the preparation of medicines, explosives and

The two pictures to the right illustrate the growth in the cross section of a twig. The picture in the upper right hand corner shows the mechanism which causes the illusion of growth and the lower picture shows the effect created by the mechanism. Within a few minutes the observer sees how a tree grows throughout a year.

Major Chester L. Fordney of the United States Marine Corps explains to Edith Creedon that the ellipsograph is simple mathematics when you see how it works. Below.

Within this gigantic Hall of Science the magic of the modern world is displayed and explained. At night it has the appearance of a brilliantly illuminated metal and glass creation. Bottom of page.

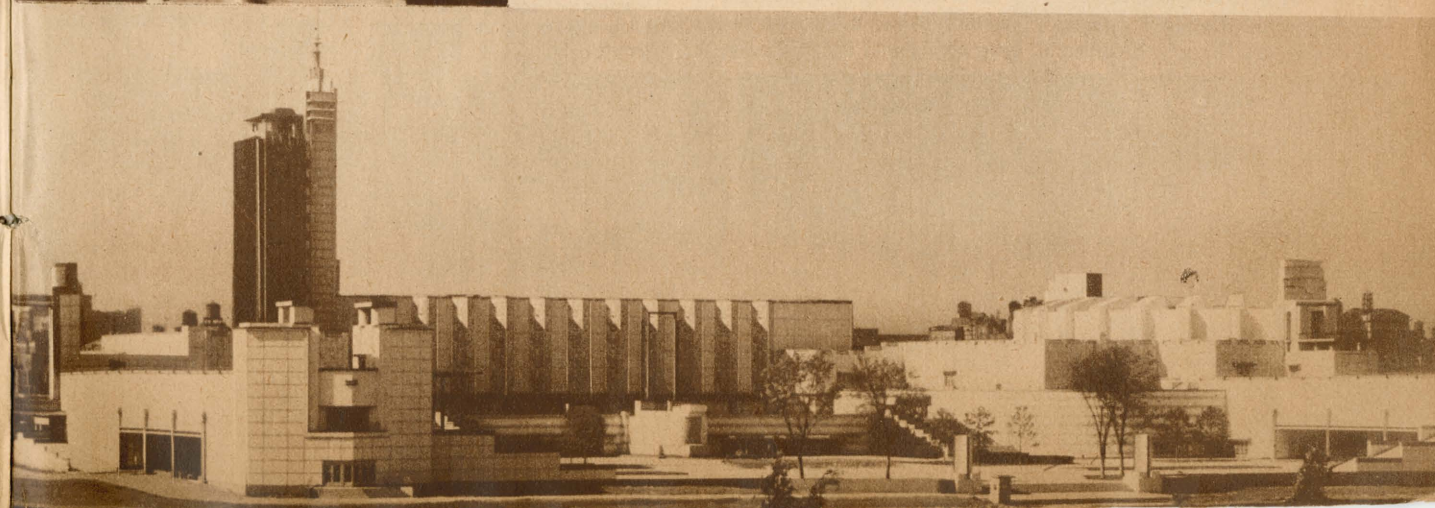


fertilizers; how he has revolutionized manufacturing with the processes he has developed for transforming matter.

The origin and growth of the earth through hundreds of millions of years pass before the visitor's eyes as he watches for a few minutes.

The "transparent man" enables the visitor to study human anatomy as though he possessed x-ray eyes.

Science will cease to be regarded as a dull subject for drowsy schoolrooms by those who venture into the Hall of Science.



ELECTRICITY KEEPS THE WHEELS TURNING

No one discovery has had such far-reaching effect on the progress of the past century as the application of electricity. In 1876 the telegraph constituted almost the only use of this latent power. Then came in rapid succession the telephone, electrically propelled transportation on rail, road and air, and the radio, in addition to a revolution of industry. Space and distance were annihilated as the wheels of commerce were speeded to unprecedented activity.

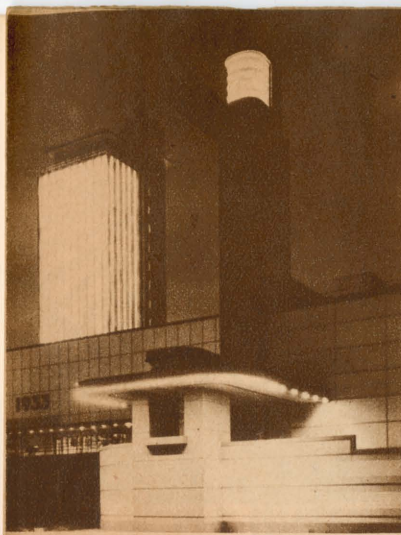
The incandescent bulb was a novelty at the Columbian exposition in 1893. This year hundreds of miles of neon tubes have been added to millions of concealed bulbs to produce lighting effects never seen before. Cascades and shifting patterns of colored light transform exteriors as well as interiors. These new uses of illumination will have a profound influence on the future.

In the electrical building, moving exhibits demonstrate how this powerful force is generated, controlled and applied to a wide variety of uses.

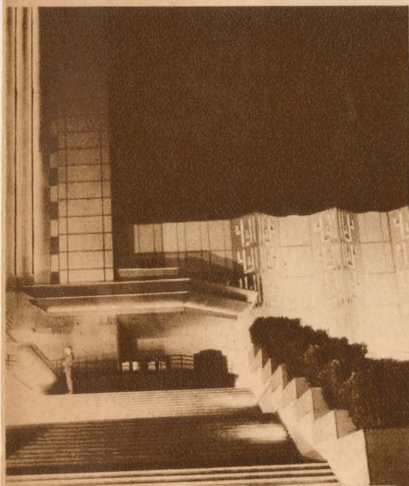
The radio building houses broadcasting studios whose programs can be heard throughout the world.

The only individual honored with a memorial at A Century of Progress is Thomas Alva Edison, "the wizard of Menlo Park," who with his dogged patience, subtle insight and creative imagination was more responsible than any other one factor for the strides made in the past few years. Thrown upon the world at the age of 15 with little book learning but with an insatiable craving for knowledge, he rose to a place among the world's greatest men.

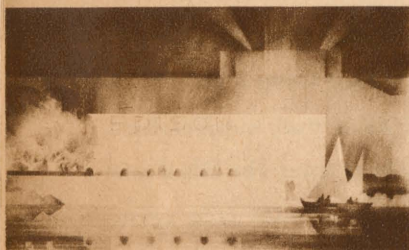
Everything about this world's fair is a testimonial to his genius. The movement, the color, the light, the thrill of progress are the heritage he has left to the world.



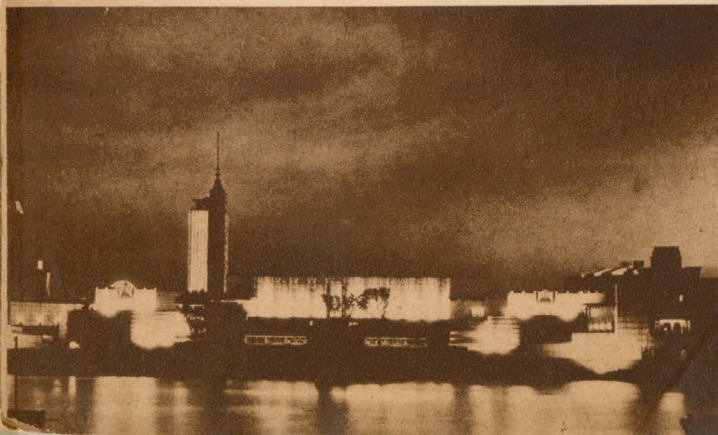
Concealed neon illumination makes the south view of the Hall of Science a captivating night scene.



Close-up night view of the base of the 176 foot tower of the Hall of Science.

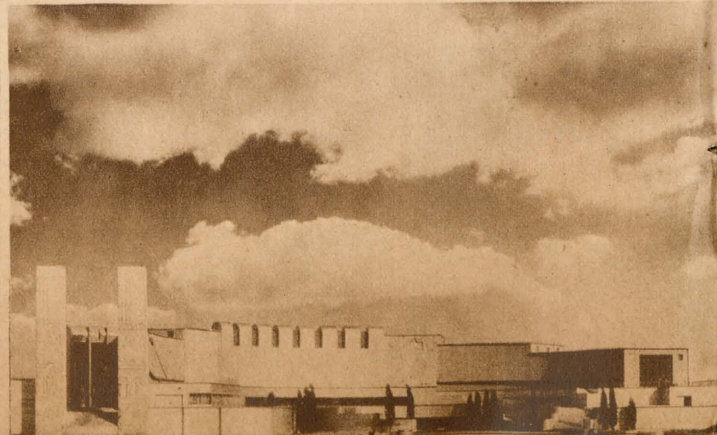


Thomas A. Edison memorial building, outside of which is a reproduction of his Orange, N.J. garden.

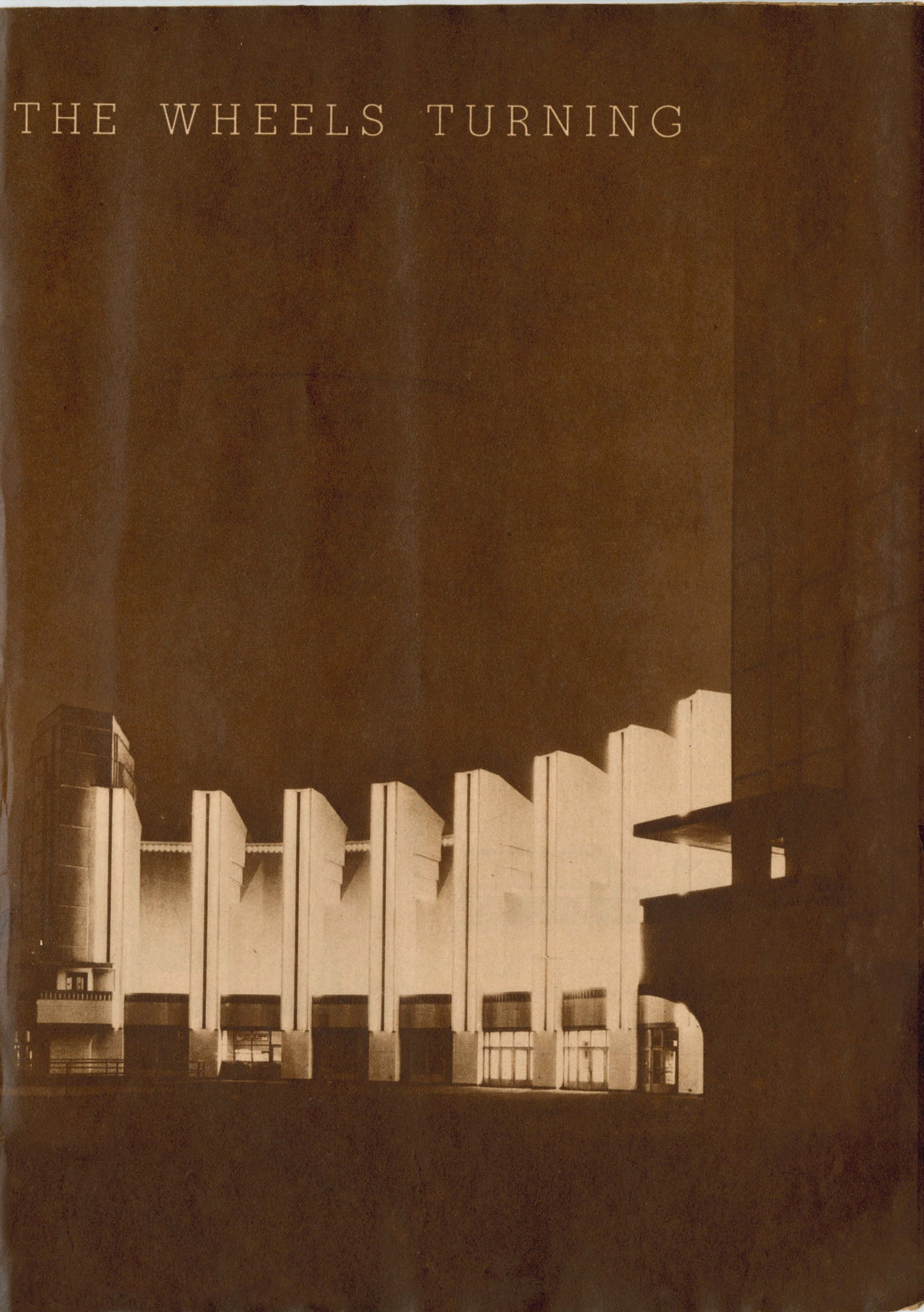


Hall of Science at night; seen from across the lagoon on which it fronts, is a symphony of light and color.

Facing the Hall of Science is the Electrical building, on the east side of the lagoon, adding its brilliant lighting effects to the gorgeous panorama.



Night view of the circular terrace at the north of the Hall of Science. Concealed gaseous tubes light the huge pylons.



The Pageant of Transportation theatre unfolds the story of transport development on land, water, and air. Lake Michigan is the "backdrop" of this giant outdoor theatre.

TODAY TRANSPORTATION MEANS COMFORT AND SPEED

From sections of the country where 100 years ago their ancestors poked along behind covered wagons, thousands of men and women are rushing toward Chicago today in high speed vehicles. The story of these changes in transportation is one of strong contrasts, vividly portrayed in exhibits and pageantry.

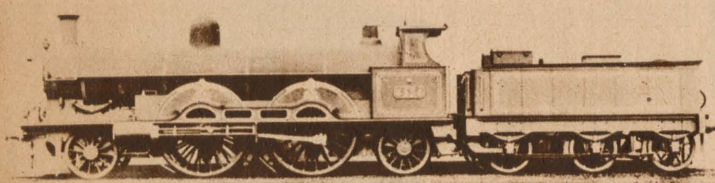
In the spectacular Transportation building the conquest of space is traced from the first crude wagons, through stage coach and early locomotive to the mightiest modern electric engine. England has sent the Royal Scot, its fastest locomotive—to add to the exhibit of America's finest railroad equipment. A tiny pioneer airplane vies for interest with the latest model speedy, multi-motored passenger transport plane.

The automobile industry provides one of the absorbing exhibits of the fair by erecting a

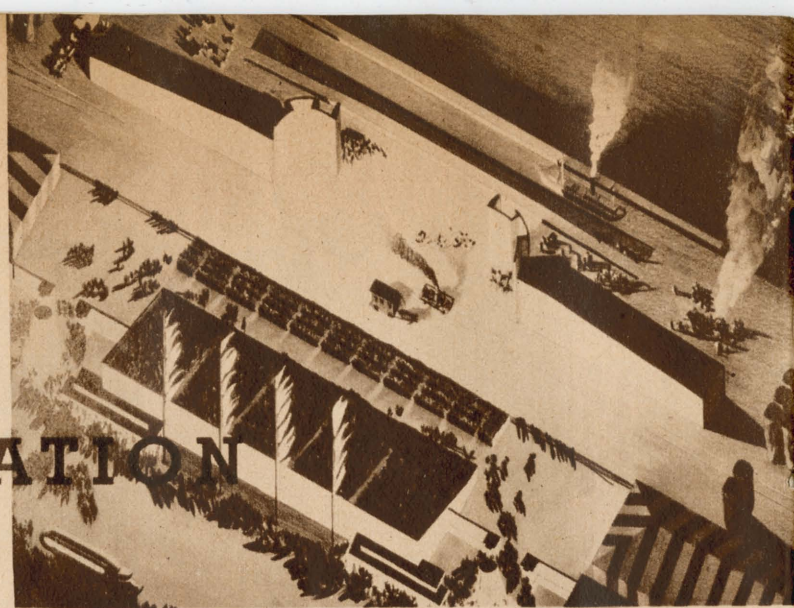
factory on the grounds where cars are turned out from start to finish before the visitor's eyes. One may follow the process from the first and purchase the car to drive home, completely equipped, as it leaves this factory.

Tires at the rate of one every ten minutes are turned out in a nearby tire factory so visitors may see the process from crude rubber to vulcanizing, inspection and wrapping.

To complete this story a great Pageant of Transportation is being staged south of the Transportation building, presenting on a giant stage with Lake Michigan as a back drop, the six major epochs in land, air and water transportation in America. The cast includes an historic array of wagons, locomotives, steamships, airplanes, from the crude equipment of 100 years ago to the mammoth, air-conditioned trains and planes of today.

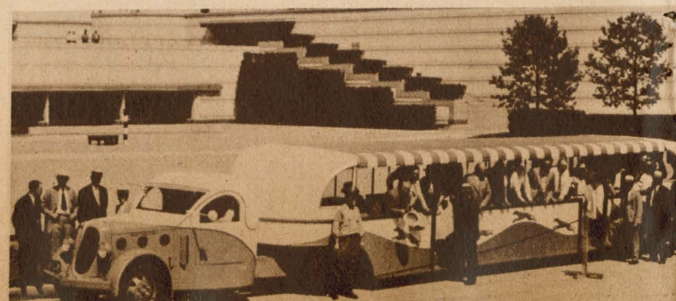


The London Midland and Scottish Corporation sent Queen Empress (above) to the Chicago exposition, in 1892. Now its pride is Royal Scot, the world's fastest train, on exhibit at A Century of Progress.



One of the automobile manufacturers' buildings, where cars are made while you wait.

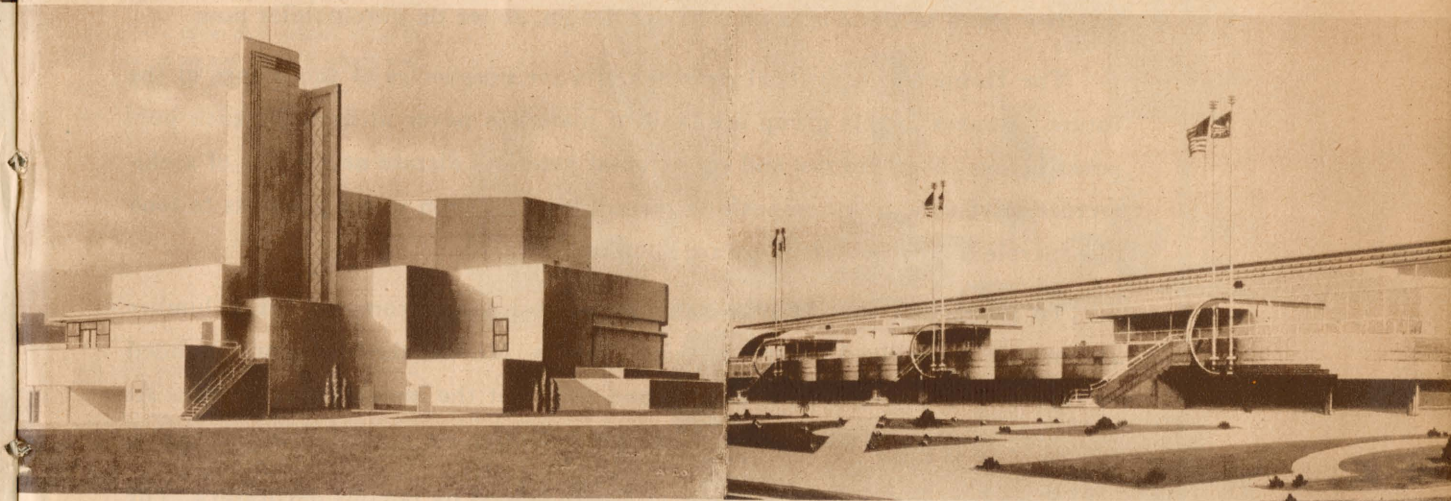
Today's transportation contrasts this huge bus with the crude stage coach of 1893.



FEEDING THE WORLD

From cattle range to rib roast, from garden to tin can, and from pasture to milk bottle, the business of feeding the world has changed as startlingly as everything else in the past century. A few short decades ago each group of people ate largely the foods produced in their particular corner of the earth. Now the whole world is everyone's larder.

Fresh meats and vegetables at all seasons, sea food for inland areas, and a tremendous variety of delicacies are now accessible to all because of modern refrigeration, transportation and canning methods.



Dairy building, cubistically modified oval in shape, houses exhibits displaying the evolution of dairying methods during 100 years.

In this, the Agricultural building, meat packers and food manufacturers show how the contents of the family market basket have changed—and why.

Dioramas—pictures in three dimensions—visualize the widely separated sources of the world's food supply today.

Packers will present graphically the processing of meat, one-fifth of the world's supply being marketed through Chicago's stockyards.

Foods that the modern man and woman take for granted, such as rolled oats, canned vegetables and fruits, refined sugar and other things unknown to our ancestors are prepared as the visitor watches. How quick freezing is done, and chocolate is made; how cereal beverages are manufactured and bottled; how foods are preserved through canning—all these and many more processes pertaining to foods make up the hundreds of exhibits which fill the Agricultural and Dairy buildings.

The milk exhibit dramatizes the effect of various kinds of milk and by-products of milk upon health. Indeed, the whole story of the relation between health and food is emphasized.

Recognition of this relation, almost as much as the increase in variety and accessibility of foods, is the story of this past century's progress in feeding the world more wholesomely and more appetizingly.

HOW WE WILL LIVE TOMORROW

It is a far cry from the hewn log birthplace of Abraham Lincoln to the pre-fabricated home of today, yet both of them are a part of A Century of Progress.

Our ancestors worked long weeks procuring logs, shaping them and laboriously fashioning a home. Our children will walk into a show room, select a house, see it erected by a crew of men in a few days and then probably be ready in a few years to trade it in on a newer design, as we do automobiles now.

The Home and Industrial Arts exhibits are prophecies of the homes of the future. Houses in this group are built of materials never utilized for such purposes before. Steel frames and sheet metal exteriors dictate new styles of architecture. Even the new composition materials made from waste products to look like marble follow the trend toward simplicity.

To prove that the old materials are not outmoded, common brick, lumber and marble are utilized in three striking designs. Most of the homes are intended to represent the maximum in beauty and utility at the lowest possible cost. At least one concern is ready now for mass production on a pre-fabricated model.

The exteriors of these homes have been planned by famous decorators. The houses are equipped with the latest improvements in labor-saving devices. Some are air-conditioned to retain a comfortable temperature the year round.

The Home Planning hall shows in detail the newest developments in all phases of home building. This section of the exposition is sure to exert a profound effect on the trend of home building in the future, because it is being demonstrated that low cost homes can be comfortable, attractive and conveniently equipped.

George Frederick Keck, Chicago architect, designed this twelve-sided house of glass and steel. It has no windows but affords housing for both an airplane (left) and an automobile (right).

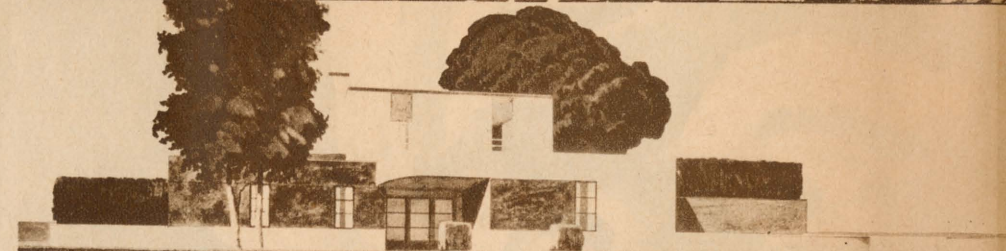
Built entirely of sheet metal, with panels of Vitreous enameled sheet metal for the exterior, this seven room house designed by Robert Smith, Jr. brings new ideas in construction.

John C. B. Moore calls this, his creation, "Design for Living" house. It is modern Viennese in design, combining maximum of space with minimum of materials. (To the right.)

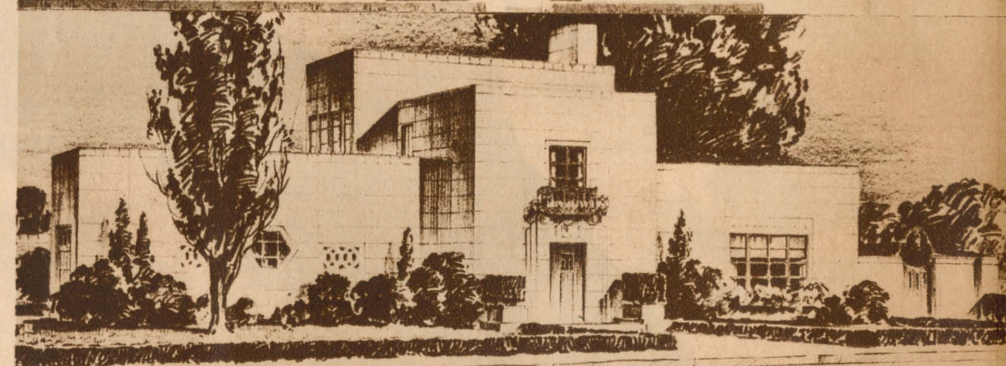
Lumber adopts the modern style in this small house designed by Ernest Grunsfeld, Chicago.



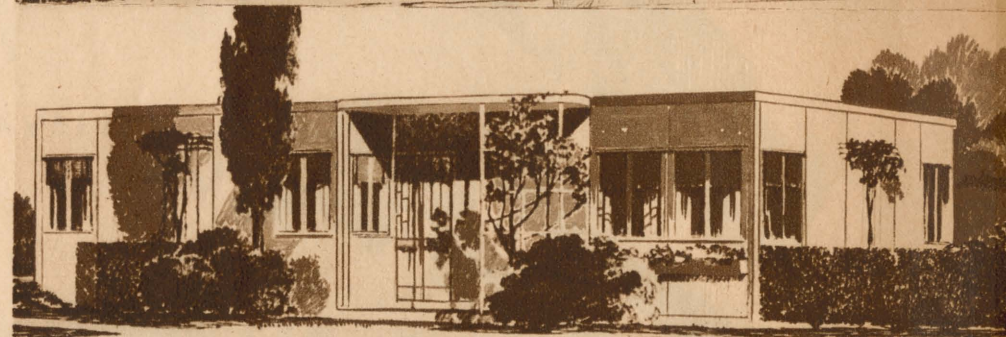
Masonite in colors is the material for this four-room bungalow designed by Frazier and Raftery of Chicago. The sun room is the second story.



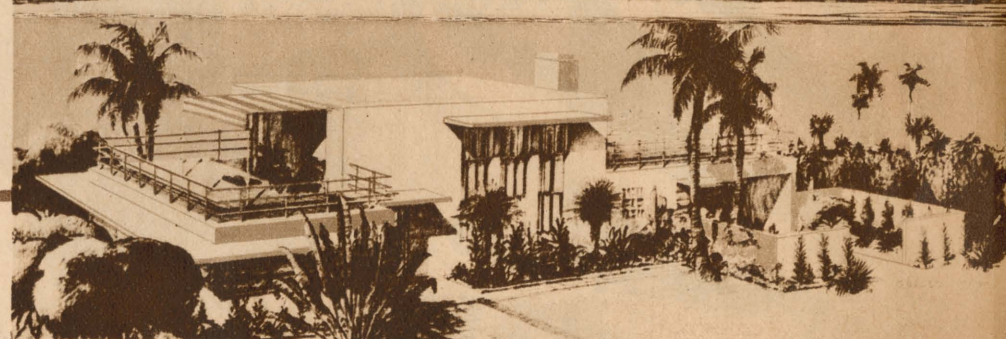
Another new material is rostone, made of limestone waste and shale. It has an elegant marble appearance in this comfortable house by Walter Scholer.



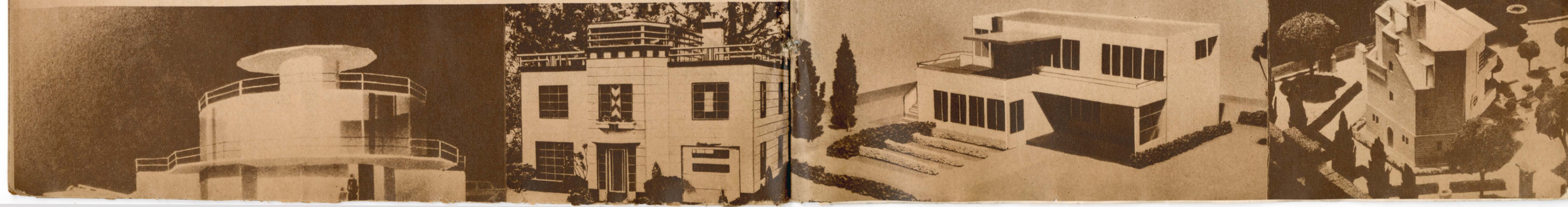
Now the average family can select a home such as this in a show-room, have it erected by a small crew of men within a few days, and pay for it on time. Howard T. Fisher, architect



The Florida house, designed by Robert Law Wild, is suitable for a warm climate. It is constructed on a grander scale than the other homes.



Showing how artistic and interesting common brick may be. There isn't a square corner in any room. Andrew Rebori is the designer. (To the extreme right.)





IF WE ONLY
EACH OF US

COULD *look into the Future*
WOULD ACT AT ONCE

More often than not—sickness strikes without warning. Pneumonia, Heart Disease—and other serious illnesses, are frightfully sudden in their onslaught. And when they come, it's too late then to cry "I can't AFFORD to be laid up!" Too late to regret that you didn't protect yourself against loss of earnings. NOW is the time to make this provision. A Health Policy in the ITMHA gives you the broadest possible protection at the lowest possible cost. Read WHY on Page 3—and then make out your application blank.

BENEFITS

ILLINOIS TRAVELING MEN'S HEALTH ASSOCIATION

HEALTH

Confining Illness Weekly Indemnity for 104 weeks	\$25.00
Non-confining Illness Weekly Indemnity for 8 weeks	\$10.00

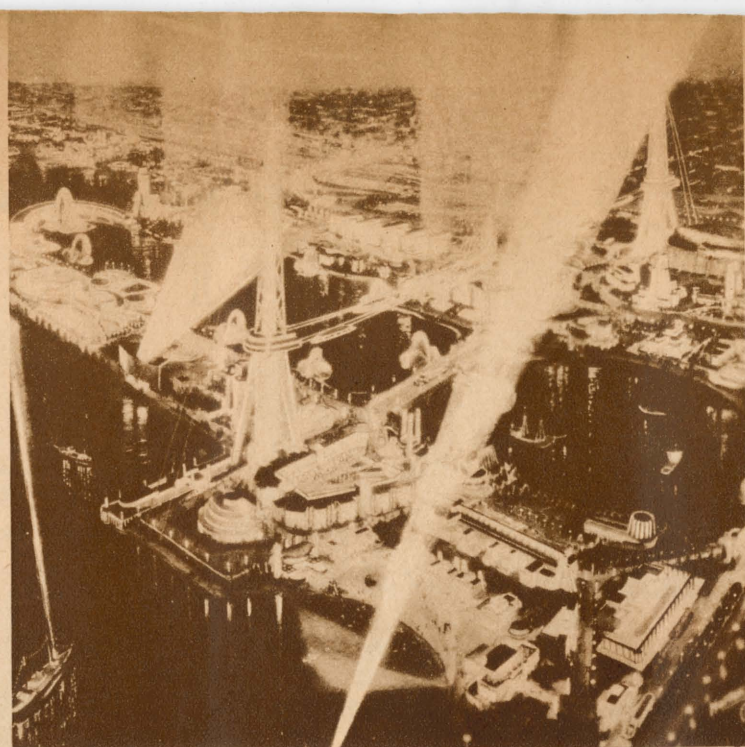
Just \$2.00 pays your application fee. There's no red tape—no medical examination. You do not have to travel to be eligible.

*Just mail your blank TODAY to
R. A. CAVENAUGH, Secy. & Treas.*

ILLINOIS TRAVELING MEN'S HEALTH ASSOCIATION

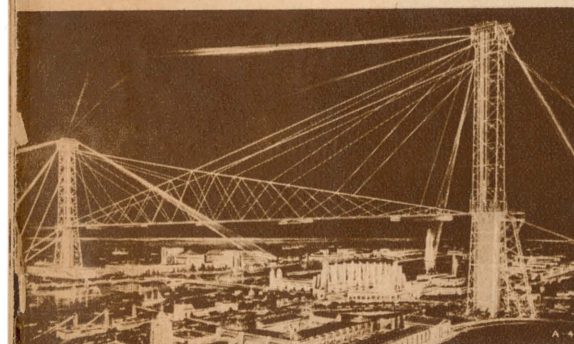
332 SOUTH MICHIGAN AVENUE, CHICAGO, ILLINOIS

A Century of Progress, though marvelous by day, presents an unforgettable picture of brilliance, joy and color by night.

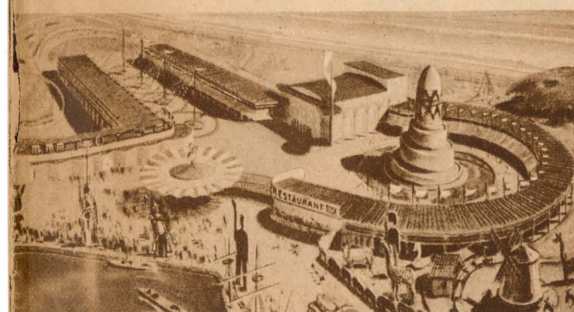


The skyride has two steel towers 625 feet high and 1,850 feet apart. Rocket cars travel between the towers on cables.

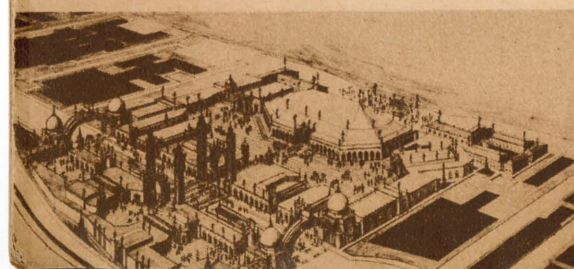
CARNIVAL



The Enchanted Island, where children - old and young - find the fairyland of their dreams.



The oriental village is as mysterious and complex as the orient which inspired it. Here variety of amusement abounds.



Though the pleasure ground of A Century of Progress has been called the Midway Plaisance, just as was the amusement section of the Columbian exposition, it caters to a much more sophisticated public. Motion pictures have familiarized every village with the strange and amusing sights of the world. But the carnival spirit never grows old and it is prevalent throughout the exposition grounds.

The Ferris wheel, supreme thrill of 1893, is replaced by the skyride—two tall steel towers between which rocket cars travel on cables. The observation platforms atop these towers afford a view of the hills of Wisconsin and the dunes of Indiana.

The Oriental village reconstructs the life of Egypt, Turkey, Syria, and Arabia, and an African village does the same for that part of the world. "Paris" is a reproduction of the sidewalk cafes and shops of the famous capital of fashion. Restaurants bring the menus of foreign lands.

There are freak shows and fakirs; ballyhoo and magic; snakes and a midget village; Admiral Richard E. Byrd's "City of New York" on which he went to the south pole, with some of the original crew aboard to explain the relics; a dance ship and plenty of thrilling rides.

For children there is the Enchanted Island, five acres of wonderland. It contains, among other things, a magic mountain down which to slide; a toy shop that would surprise even Santa Claus; marbles being made in a house built of marbles; a real miniature train on which to ride; a bazar with children's handwrought things from all over the world; heroic figures out of story book land; and a nursery where children may be left with safety.

The crowds of 1933 do not gape as those of 1833 undoubtedly would have done over such an assortment of entertainment, but they obviously enjoy themselves.

Photos by Kaufman & Fabry

ILLINOIS COMMERCIAL MEN'S ASSOCIATION



332 SOUTH MICHIGAN AVENUE, COR. VAN BUREN STREET

ADDRESS ALL COMMUNICATIONS TO
R. A. CAVENAUUGH, SEC'Y-TREAS.
CHICAGO

PHONES HARRISON 4400-1-2-3-4

ILLINOIS TRAVELING MEN'S HEALTH ASSOCIATION



Dear Sir:-

The Century of Progress illustrates the great improvements made in science during the past century, but in spite of the strides made by science accidents and sickness still occur. Statistics show that in the United States one person is killed every five minutes and one injured every three seconds; that each person suffers at least once a year from a disabling illness and that the average male worker loses from seven to nine days of employment.

The statistics prove that you need both accident insurance protection and health insurance protection. Naturally you want to obtain the protection at the lowest possible cost. Our Associations are able to offer you this protection at the lowest possible cost because of our mutual plan and method of operation. Over 400,000 men have taken advantage of this method of obtaining their protection at actual cost since 1892.

We are able to offer you so much protection at a low cost because our growth is obtained through the recommendations of satisfied policyholders. We employ no agents, have no stockholders and maintain no branch offices. Therefore, do not have to pay commissions, dividends, etc., and thus save these costs for our members.

Accidents and sickness strike when we least expect them. You need good protection and we offer it to you at actual cost. Fill out and send in the applications you will find on the inside covers of this magazine today.

Very truly yours,

R. A. Cavenaugh
Sec'y-Treas.

P.S. - You do not have to travel to be eligible, as we now take all Preferred Risks.

APPLICATION FOR ACCIDENT INSURANCE

I herewith enclose \$2.00 and apply for insurance in the
ILLINOIS COMMERCIAL MEN'S ASSOCIATION

- 1 Name in full? _____ Age? _____
Are you a male white person? _____ Weight? _____ Height? _____
- 2 Where born: Town? _____ State? _____ Date? _____ Year? _____
- 3 Address where notices of assessments and mail are to be sent: Street and Number? _____
Town? _____ State? _____
- 4 Name and location of firm represented by you? _____
Town? _____ State? _____
- 5 Business of firm? _____
- 6 Do you personally install or deliver goods? _____
- 7 Are you now or were you **EVER** a policy holder in this Association? If so, give policy number. _____
- 16 What **ACCIDENT** insurance do you now carry? Give name of each company and amount carried. _____
- 8 What is the general condition of your health? _____
- 9 In what capacity do you represent your firm? State fully the duties of your occupation. _____
- 10 Have you any other occupation? If so, what? _____
- 11 Is your eyesight impaired? _____
If so, how? _____
What percentage of vision remains in each eye? _____
Right? _____ Left? _____
- 12 Is your hearing in either ear impaired? If so, to what extent? _____
- 13 Have you any physical deformity or are you crippled in any way? _____
- 14 Have you ever had Floating Cartilage in Knee Joint, Varicose Veins, Epilepsy, Fits, Syphilis, Mental Infirmities, Heart Disease, Paralysis, Erysipelas, Ulcers, Fainting Spells, Rheumatism, Tuberculosis, Diabetes or Hernia? If so, which? Describe fully. _____
- 15 How many times have you received indemnity for an accident? Give name of each company, amounts received and dates. _____
- 17 Has this or any other accident, life or health association or company ever cancelled your insurance or membership, requested you to resign, rejected your application or refused to carry you as an insurance risk? _____
- 18 Should you be accidentally killed outright or die within ninety days as the result of bodily injury or injuries received through accidental means, to whom do you wish your death loss paid? (BE SURE to write the given name and address of beneficiary in full.) _____
- 19 Do you hereby warrant each and every answer to the foregoing questions to be true? _____
- 20 Do you agree that this application shall be the basis of the contract of insurance between yourself and said association? _____
- 21 Do you agree that the depositing or cashing by said association of any check, draft, money-order or any other form of remittance accompanying this application shall not be considered or constitute an acceptance of this application? _____

Date _____ Signature _____

Recommended by _____ No. _____

EVERY QUESTION MUST BE ANSWERED

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Date _____ Signature _____

Recommended by _____ No. _____

EVERY QUESTION MUST BE ANSWERED

Protect Yourself

With Accident and Health Insurance
at Actual Cost

●

The Illinois Commercial Men's Association and the Illinois Traveling Men's Health Association have no agents or stockholders and therefore do not have to pay commissions or dividends. Our members save these high costs and receive the broadest possible protection at the lowest possible cost.

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Fill out the applications which you will find on the inside of the front and back cover of this magazine and mail them at once to:

R. A. CAVENAUGH

Secretary-Treasurer

332 South Michigan Ave.

CHICAGO, ILLINOIS

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Just \$2.00 will pay your application fee.

YOU DO NOT HAVE TO TRAVEL TO BE ELIGIBLE