A CENTURY OF PROGRESS

1833  1933

COME!

CHICAGO WORLD'S FAIR

JUNE FIRST TO NOV. FIRST 1933

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The General Exhibits Group shown at the right is made up of a series of pavilions, each of which will house the displays of a different branch of industry. The pavilions will be brilliantly colored, and at night they will be illuminated by thousands of flood lights and a bit of fairyland facing the lagoon formed by Northernly Island and Lake Michigan.

The "big thrill" of Chicago's 1933 World's Fair, the $2,000,000 Sky Ride, is previewed below. On this rocket car suspended by cables from two giant steel towers will carry visitors for an aerial ride 200 feet above the ground. The tower stands on the mainland, the other on North-riley Island. In 1889 a tautrope to observation rooms more than 600 feet above the lake. From the high-wire atop the observation tower the eagle eye may view the swill of Chicago's busy life, the sand dunes of Indiana, and the shores of Michigan across the blue lake.

Fort Dearborn, forerunner of the mighty Chicago of today, is fantastically reproduced in concrete, iron, and glass, and is open to the public. Situated on the western point of a peninsula, the old air of settlers, officers’ quarters, commandant’s quarters, and powder magazine, all within a walled enclosure enclosed by a massive log gate. The exhibits within the buildings give a faithful picture of the original Fort Dearborn. Here are major pieces, books, relics, early Indian clothing, and furnishings, soldiers’ cabins, a Union flag, and a number of documents, maps, and books. The original was built in 1762 by the British, summer capital of the Northwest territory.

Twelve tall spires form the striking north facade to the Hall of Science, pictured below. In the play of the night lights it looks like a brilliantly illuminated metal and glass crecian, rising from colored terraces. Within this great hall, 750 by 500 feet, are the exhibits of modern invention. The Hall of Science is the heart of the fair, and the marvelous story told so graphically, yet so simply, that even the child may understand.

China's art and culture of the eighteenth century are strikingly presented at Chicago's 1933 World's Fair in the Golden Temple of Shand, The throne of the Emperor of China, and the very throne, is pictured above. The Fair's representation of the Golden Pavilion arrived in Chicago in 20,000 pieces, each piece numbered in Chinese. It has been standing for months, during which time the 3,000 boxes and fragments, were salved, an American army uniform, and all manner of household equipment used by those earliest Chinese.

Agriculture's miraculous progress in the last century will be presented in vivid fashion in the building seen above. Across the lagoon, this structure on Northernly Island has a peculiar resemblance to piano machinery. The building is 700 feet long, 200 feet wide, rising to the ground, and the long horizontal line above the full length of the roof, suggests moving machinery belts or caterpillar chains. The illusion is one, since machinery agriculture has made more progress since 1833 than in all the previous ages of history.

Gilded pillars sculptured with bas reliefs symbolizing electricity's magic powers guard the model Electrical Building mounted at the foot. The pillars, housing gas, will light the way if they are lit at night, present a striking picture. Within this semi-circular creation of the architect's skill, Chicago's 1933 World's Fair will portray the wondrous advances of the last century in the generation, distribution, and utilization of electricity. The building stands on North-riley Island.
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Two Facts about the Exposition

The Enchanted Island, shown to the right, is constructed on a five-acre tract just south of the Electrical Building. Amusement devices, breathtaking rides, brilliant and multi-colored illumination, thrift providing attractions and deities that will make the Pacific-oriented generation green with envy. The island will feature a magic mountain, miniature railroad, children's theatre, magic midgets, puppet shows, trained animals and clowns.

The Federal Building, at a cost of $20,000,000, will open on April 30th. It will be the largest exhibition building to date. The building commands the V-shaped entrance to the Court of States. The building will be of modern design and will be a showplace of the future. It will be one of the most prominent features of the Exposition. The building will have a seating capacity of 20,000 people. The building will be used for meetings, concerts, and other events.

The Exposition will be open from April 30th to November 1st. It will be open from 10:00 a.m. to 10:00 p.m. daily. The Exposition will feature exhibits from all over the world. The exhibits will be housed in the various buildings and structures on the Exposition grounds. The Exposition will be a place of entertainment and education for all ages.
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