

CHICAGO—  
THE  
WORLD'S FAIR  
AND  
FIELD'S

Condensed information prepared  
especially for the convenience  
of visitors to Chicago . . . during  
the summer of 1933

With the compliments of  
**MARSHALL FIELD & COMPANY**

## CHICAGO

Cooperating with A Century of Progress Exposition are a number of Chicago's permanent institutions, all of which, whether directly related or not, are to be considered "a part of the Chicago World's Fair," in that they welcome visitors and have made special preparations to entertain them. It has been the plan of the Exposition authorities not to duplicate the exhibits so well covered by these institutions. Included are:

**Field Museum of Natural History**—In Grant Park at 12th Street. Open daily, including Sunday, 9 A. M. to 7 P. M. Free Thursday, Saturday and Sunday. Other days 25 cents. School children free at all times.

**John G. Shedd Aquarium**—The world's largest aquarium. Open daily, including Sunday, 10 A. M. to 10 P. M. Free Thursday, Saturday and Sunday. Other days, 25 cents. Children free at all times.

**Art Institute of Chicago**—Michigan Avenue at Adams Street. Official fine arts exhibit of A Century of Progress. Open daily, including Sunday, 9 A. M. Admission to World's Fair collection, 25 cents. To all other collections, free.

**Adler Planetarium**—Within Exposition Grounds. Hourly demonstrations. Admission 25 cents, children same. Children under 5 years not admitted to demonstrations.

**Soldier Field**—Within the Exposition Grounds. Various scheduled events.

**Museum of Science and Industry**—In Jackson Park, at 57th Street. Central portion, opened July 1, 1933, including famous coal mine exhibit. Open daily, including Sunday, 10 A. M. to 6 P. M. General admission free. A charge of 25 cents to tour the coal mines.

**Chicago Historical Society**—Library and Museum. In Lincoln Park. Open 9:30 A. M. to 5 P. M. Opens Sunday at 12:30. Free Monday, Wednesday and Friday. Other days, 25 cents. Children free.

**Oriental Institute**—(University of Chicago.) Director, Dr. James H. Breasted. Archeological findings. Open 10 A. M. to 5:30 P. M. Open Sunday at 11 A. M. Admission free.

## OTHER POINTS OF INTEREST IN CHICAGO

**The Merchandise Mart**—Main entrance at 222 North Bank Drive, facing the Chicago river. World's largest building. Total floor area more than 4,000,000 square feet, approximately equivalent to 93 acres. Daily tours, 10 A. M., 11 A. M., 2 P. M. and 3 P. M.

**Board of Trade**—Jackson Boulevard and La Salle Street. Tower, 44 stories. Observatory, 25 cents.

**Chicago Public Library**—Washington Street and Michigan Avenue. 1,682,910 volumes, including branches.

**John Crerar Library**—Randolph Street and Michigan Avenue. Reference library on scientific subjects.

**Newberry Library**—Clark Street and Walton Place. History, Literature and Humanities. Reference.

**Union Stock Yards**—Entrance Halsted and 43rd Streets. Trips every twenty minutes from 8:30 A. M. to 11 A. M. and from 12:30 to 2:45 P. M., except Saturday afternoons and holidays. Trip takes about 70 minutes.

**Hull House**—Halsted and Polk Streets.

**Chicago Stadium**—1800 West Madison Street. Where conventions are held.

**Zoological Gardens**—In Lincoln Park, open daily. Admission free.

**Navy Pier**—Lake Michigan, foot of Grand Avenue.

**University of Chicago**—Campus at 59th Street and University Avenue, Midway.

**Northwestern University**—Evanston. In Chicago, McKinlock Memorial Campus, East Chicago Avenue, near the lake.

**Buckingham Fountain**—Grant Park, opposite Congress Street. Major displays, May 21 to September 10: Wednesdays and Saturdays, 1 to 2 P. M. and 9 to 10 P. M.; Sundays and holidays, 3 to 5 P. M. and 9 to 10 P. M.

**Elks' Memorial**—Lake View Avenue and Diversey Parkway.

## PRINCIPAL PARKS

*Lincoln Park*—776 acres; north, on lake shore; zoological gardens; aquarium; aviary; statuary, including St. Gaudens' famed Lincoln.

*Jackson Park*—543 acres; south, lake shore. Museum of Science and Industry, nearing completion; site of World's Columbian Exposition, 1893.

*Washington Park*—371 acres; south; Lorado Taft's "Fountain of Time."

*Garfield Park*—188 acres; west; famous for its conservatory.

*Grant Park*—303 acres; central, lake shore. Art Institute, Shedd Aquarium, Field Museum, Buckingham Fountain; World's Fair Grounds adjoining at 12th Street, south end of park.

Many smaller parks, forest preserves, and playgrounds. Total park areas, 7,328 acres.

## PRINCIPAL BOULEVARDS

Boulevards and drives in Chicago, included in the Chicago Plan, 191 miles: Michigan, Grand, Drexel, Hyde Park, Garfield, Midway Plaisance; South Shore; Washington, Western Avenue, Jackson, Independence; Lake Shore Drive and Sheridan Road.

## BATHING BEACHES

A number of bathing beaches of large size, and scores of smaller street-end ones, stretch along the lake shore. The principal beaches are: Clarendon, Fifty-first Street, Jackson Park, Rocky Ledge, Rogers Park and Rainbow.

## THEATRES

See daily newspapers for current attractions at Chicago's numerous theatres. Information and tickets at Marshall Field & Company's Theatre Ticket Bureau.

## RAILWAY STATIONS AND SCHEDULES

Full information in regard to railroads and train schedules may be had free on request at Marshall Field & Company's Travel Bureau. Illinois Central Station, Michigan Avenue and Roosevelt Road; Dearborn Station, Dearborn and Polk Streets; Grand Central Station, Harrison and Wells

Streets; La Salle Street Station, LaSalle and Van Buren; Northwestern Terminal, Canal and Madison; Union Station, Canal and Jackson.

## LAKE TRANSPORTATION

Current information on request at Travel Bureau, or see daily papers.

## INTERURBAN LINES

Chicago, Aurora and Elgin, 310 S. Wells Street; Chicago, North Shore & Milwaukee, Adams and Wabash; South Shore Line, Randolph Street near Michigan Avenue. For other lines inquire at Information Bureau.

## FOREST PRESERVES

In Cook County, including Chicago, there are 26,250 acres of natural forest, in which 4,900 acres will be devoted to recreational centers; 1,750 acres to rivers and lakes; 1,400 acres to golf links; and 700 acres to zoological gardens and botanical preserves.

## PRINCIPAL MONUMENTS

*In Lincoln Park*—Beethoven, Goethe, Grant, Lincoln, Shakespeare, Swedenborg.

*In Washington Park*—Fountain of Time.

*In Jackson Park*—Statue of the Republic.

*In Grant Park*—Lincoln, Logan, Pasteur, Great Lakes, Theodore Thomas.

## LEADING HOTELS, CENTRAL

Auditorium, Bismarck, Blackstone, Brevoort, Congress, Drake, Fort Dearborn, Great Northern, La Salle, Morrison, Palmer House, Sherman, Stevens. Many important hotels are located on the North Side and the South Side, some distance from the central section.

## PRINCIPAL CLUBS, CENTRAL

Chicago Athletic, Chicago, Chicago Woman's, Hamilton, Illinois Athletic, Illinois Woman's Athletic, Midland, Standard, Steuben, Union League, University, Woman's City.

## CHICAGO SKYSCRAPERS

American Furniture Mart, Board of Trade, Builders, Burnham, Capitol, Carbide and Carbon, Central Trust, Chicago Temple, Continental Illinois, Daily News, Eitel Group, Field, Foreman, Hotel La Salle, Hotel Sherman, One La Salle, La Salle-Wacker, London Guarantee, Masonic Temple, Mather Tower, Merchandise Mart, Midland Club, Morrison Hotel, Palmolive, Palmer House, Pittsfield, Pure Oil, Steuben Club, Stevens Hotel, Tribune Tower, Twenty North Wacker Drive, Wrigley, Willoughby Tower.

## FREIGHT TUNNELS

Underlying nearly all the streets in the central business district of Chicago are sixty miles of tunnels connecting the freight terminals of the railroads with commercial houses.

## THE NEW POST OFFICE BUILDING

Recently opened at Canal and Van Buren Streets is the new \$21,000,000 post office building, the largest and most complete post office workshop in the world with a floor area of about 50 acres.

## POPULATION OF CHICAGO

The Federal Census of 1930 gives Chicago's population as 3,376,438. Within a radius of 40 miles of Chicago are some 538 cities, towns, villages and places known as Metropolitan Chicago, or Chicagoland; 1930 population, Federal Census, 4,364,755.

## WORLD'S FAIR

**Title**—A Century of Progress International Exposition, Chicago, 1933. Popularly called the Chicago World's Fair.

**Occasion**—One hundred years of progress since 1833, when Chicago was incorporated as a town.

**Theme**—Progress through Science and its application to industry and civilization.

**Location**—Along the lake, 12th Street to 39th Street, including part of Burnham Park and Northerly Island. Adjoins Grant Park in which are located certain institutions related to the Exposition.

**Time**—The Exposition extends from May 27 to November 1, 1933. Gates open 10 A. M., closing 12 P. M.

**Admission**—General admission, 50 cents; children under 12 years, 25 cents; children under 3 years, in arms, free.

### **Entrances to the Exposition Grounds:**

12TH STREET—(Near Field Museum.)

18TH STREET—(Near Hall of Science, General Exhibits Group, Japan, Sky Ride, south entrance to Soldier Field.)

23RD STREET—(Near Circular Bridge; China, Religion, Firestone, India. Cross lagoon to Hollywood, Horticulture, Enchanted Island.)

31ST STREET—(Near Maya Temple, Chrysler, General Motors, Indian Village, Air Show.)

35TH STREET—(Near Travel and Transport, Grandstand for Travel Pageant, Poultry Show, Goodyear Zeppelin.)

39TH STREET—(South entrance to Exposition Grounds.)

**Transportation**—From the business district to the Exposition grounds use Illinois Central electric trains, Motor coaches, Surface lines, Elevated lines, Taxicabs, Automobiles.

**Bridges over Lagoons**—At 12th Street, 16th Street and 23rd Street.

**Institutions** (Related to the Exposition)—The Field Museum of Natural History, The John G. Shedd Aquarium, The Art Institute of Chicago, The Adler Planetarium, The Museum of Science and Industry.

**Principal Buildings**—The Hall of Science, Travel and Transport, General Exhibits Group, Electrical, Communications, Hall of Social Science, Home and Industrial Arts, Home Planning Hall, Agricultural Group, Federal Building, Hall of States, General Motors, Chrysler, Firestone,

Sears-Roebuck, American Radiator, Illinois Host, Edison Memorial, Chinese Lama Temple, Maya Building, Hall of Religion.

**Foreign Exhibits**—Many foreign nations are officially participating in the Fair or are represented by some phase of their industrial, social or cultural life.

**Concessions**—Among the numerous concessions on the grounds may be specially mentioned: The Sky Ride, Enchanted Island, Garden and Flower Show, Hollywood, The Lincoln Group, Old Fort Dearborn, Bathing Beach, Admiral Byrd's Polar Ship, Belgian Village, Carter's Magic Show, '49 Mining Camp, Plantation Show, Alligator Show, Seminole Indians, Flying Turns (Novelty Ride), Burton Holmes' Motion Picture Studio, Domestic Animal Show, Infant Incubators, Oriental Village, Midget Village, Spanish Village, Streets of Paris, Ukrainian Pavilion, Show Boat Melodramas, Sight Seeing Boats in Lagoon, Pantheon de la Guerre, Battle of Gettysburg, Dirigibles, Ripley's Believe-It-or-Not, Rodeo, Golf Tournament, Roller Coaster, Gorilla Villa Show, Airplane Rides, Marine Exhibit, Lion Motor Drome, Observation Balloon, Spoor's Spectaculum.

**Literature and Souvenirs**—Various books and booklets, illustrating and describing the Exposition, are on general sale at the grounds and throughout Chicago.

## TRANSPORTATION

To the Exposition Grounds, from the central business district of Chicago, and elsewhere.

**Illinois Central Electric Suburban Service**—Take trains at Randolph Street Station, or Van Buren Street Station, just across Michigan Avenue. (Nearest to the Store, Randolph Street.) Stations at World's Fair gates: 12th Street, 18th Street, 23rd Street, 31st Street, 35th Street and 39th Street. Fare 10 cents after 9 A. M. daily. Children 5 years of age and under 12 years, 5 cents.

**Elevated Lines**—Take trains at any Loop station and, when necessary, transfer to South Side lines (ask trainman). Get off either at 12th Street (World's Fair Station), or 18th Street Station, or 22nd Street Station (Cermak Road). A few blocks to walk to Exposition entrances. Fare on Elevated, 10 cents; children 7 to 12 years, 3 cents; under

7 years, with paying adult, free. Special round-trip family rate in effect during period of World's Fair (consult "L" ticket agent).

**Surface Lines**—Surface cars on Cermak Road (22nd Street) and Broadway cars on Wabash Avenue, crossing the Illinois Central tracks at 23rd Street, carry passengers direct to the 23rd and 18th Street entrances to the Exposition Grounds. Surface cars on Roosevelt Road (12th Street), 18th Street, 31st Street, 35th Street, and 39th Street carry passengers to points near the Exposition Grounds. Fare, 7 cents; children 7 to 12 years, 3 cents; under 7 years, if accompanied by paying passenger, free. Transfers are granted as long as the passenger is traveling in the same general direction.

**Motor Coach Lines**—Busses passing Randolph Street (at Field's) go direct to 12th Street entrance at Exposition Grounds. Other busses at convenient points in the Loop. Fare, 10 cents; children under 12 years, 5 cents.

**Taxicabs**—Meter rates, first quarter mile, 20 cents; each additional half mile, 10 cents. No charge for extra passengers up to five persons. From the Store to the Exposition at 16th Street stand, about 80 cents to 90 cents. Other taxicab stands at 23rd Street and 39th Street, near Exposition entrances.

**Automobiles**—Private automobiles are not admitted to the Exposition Grounds. They may pause near entrances to discharge or take on passengers, but may not wait. Parking spaces, near Exposition Grounds, between 16th Street and 26th Street. Other parking spaces on west side of Illinois Central tracks, between 12th Street and Oakwood Boulevard, and at south end of Exposition Grounds. Automobiles cross Illinois Central tracks at 11th Street, 23rd Street, 31st Street, and Oakwood Boulevard.

**Boats**—At about 10 minute intervals, passenger boats leave the Chicago River at the Wrigley Building dock, near Michigan Avenue, and carry passengers direct to the Exposition Grounds. Fare quoted at dock.

**Aircraft**—Air passengers landing at the Municipal Airport may take special planes to the Exposition Grounds, landing south of General Motors Building, near 31st Street.

**Pedestrians**—One may walk across the Illinois Central tracks at 11th Street, 18th Street, 23rd Street, 31st Street, 35th Street, and Oakwood Boulevard.

## FIELD'S

The Main Retail Store of Marshall Field & Company includes the Main Store and the Store for Men. The ground area is  $1\frac{1}{4}$  city blocks. The Store for Men is in the 20-story Annex building. These stores, including the basement, house 212 selling sections.

Facts of interest to visitors include the following:

**Employees**—The number of employees in the retail store has varied from 9,000 to 13,800.

**Area Used for Retail Business**—The total floor area used for retail purposes is 2,914,031 square feet, or approximately 67 acres.

**Suburban Stores**—Suburban Branch stores, in close cooperation with the Main Retail Store, are located in Evanston and Oak Park, each occupying a building a block long, five stories and basement; and in Lake Forest, a smaller branch store is devoted to women's and children's apparel.

**Main Building**—The Main building occupies an entire city block. It is of steel construction, faced with gray granite, marble and terra cotta; 13 stories and 3 basements. Extreme height above street level, 219 feet 2 inches; depth below street level, 43 feet 4 inches.

**The Store for Men**—The Store for Men occupies the first 6 floors and the 3 basements of a 20-story building, southwest corner Washington street and Wabash avenue.

**The Basement Store**—The Basement, really a complete store in itself, is the largest basement retail store in the world and occupies, on one floor level, approximately  $1\frac{1}{4}$  city blocks. It carries practically all lines of merchandise carried on the upper floors, but in a lower and less expensive price range; it has its own corps of buyers and houses 71 different selling sections.

**Sections, Workrooms and Studios**—The workrooms and studios, located in the main store, create new and exclusive products from original designs, execute orders received from all parts of the country, and in many other ways supplement the merchandising activities of the store's selling sections. The number of people employed in these

workrooms varies with the seasons, but has run as high as 1,400.

**Elevators**—The 68 passenger elevators have a traveling capacity of more than 600 miles daily, or a distance greater than that from London to Paris and return; and, on an average business day, they have carried as many as 200,000 people.

**Pneumatic Tubes**—About 25 miles of pneumatic tubes convey 4,000 carriers, sent on errands of service, to practically every part of the building.

**Boilers**—They have a capacity of 3,550 horsepower and consume 20,000 tons of coal annually.

**Pumps**—Great pumps supply 2,000,000 gallons of water daily. The volume of pure washed air furnished the ventilating system totals 800,000 cubic feet a minute.

**Fire Protection**—About 100 miles of piping supply 35,000 automatic sprinklers with an unlimited amount of water. The store also maintains an organized fire department of 250 men.

**Electric Light and Power**—About 13,000,000 kilowatt hours of current are consumed annually, or enough to light a residential city of more than 40,000 population.

**Ice Machines**—They have a capacity of 175 tons daily, and supply refrigeration for fur storage vaults, drinking fountains and tea room kitchens.

**Carpeted Floors**—About 54 miles of carpet, 27 inches wide, are laid in the store.

**Laundry**—This laundry has handled approximately 35,000 pieces daily, including towels and linens. The service is for store purposes only. Thirteenth floor.

**Boxes and Bags**—Approximately 7,000,000 merchandise bags, 6,000,000 boxes, 500,000 pounds of wrapping paper, 1,500,000 pounds of excelsior and 85,000 pounds of twine are used in a normal year for wrapping and packing customers' purchases.

**Wedding Gifts**—About 100,000 white boxes, 400,000 pounds of white shredded paper, 25,000 reams of white tissue paper, and 30,000 yards of white ribbon are required in a normal year for wrapping and packing wedding and other special-occasion gifts.

**Motor Delivery Service**—The motors deliver merchandise as far north as Waukegan, as far south as Gary, Indiana, and as far west as West Chicago.

**Telephone Exchange**—This exchange, State 1000, is one of the largest private boards operated anywhere. It consists of a 20-position switchboard on the third floor, a 20-position order table on the twelfth floor, and 9 auxiliary boards in various parts of the building, as well as a special order table for adjustments and the like. On many occasions, this private board has handled an average of 70 calls a minute; the record number of calls for one day exceeds 40,000. There are 100 incoming trunk lines, 40 outgoing trunk lines, 20 suburban lines, 20 trunk lines to the wholesale, and about 900 main store extensions.

**Cold Dry-Air Storage Vaults**—These vaults, kept at a temperature below freezing, house and protect 40,000 pieces valued by their owners at \$12,000,000. Placed end to end, the racks upon which these furs, fur rugs and fur robes, draperies and other articles are hung would stretch a total distance of 3½ miles. Office, twelfth floor.

**Tiffany Mosaic Dome**—This dome, constructed of Tiffany favrile glass, is believed to be the largest piece of glass mosaic in the world, and is the first dome ever built of iridescent glass.

**Model Furnished Rooms**—The new Modern House, the new Tradition Town Apartment, and a series of model furnished rooms, displaying the latest in furnishings and interior decorations, are on exposition throughout the year. The new Budget House, of special interest to those seeking ideas, suggests various charming ways of furnishing and decorating a home at moderate cost. Eighth floor.

**The Chintz House**—The Chintz House, a large room with chintz curtains at the homelike windows, displays hundreds of patterns of colorful chintz on rolls in open cases. Ninth floor.

**Tea and Grill Rooms**—The six tea and grill rooms, with a total seating capacity of 2,500, occupy 112,511 square feet of floor space, or an area larger than a city block. The average number served daily is about 6,000. Seventh floor.

**Men's Grill**—The service is exclusively for men. The furnishings are mahogany and leather, the dome and fountain are by Tiffany. The seating capacity, including the party rooms and booths, is 800. The Store for Men, sixth floor.

**Employes' Cafeteria and Lunchroom**—The seating capacity is 800; the average number served daily, 4,000; the record number for one day, the annual Thanksgiving dinner, 6,303. The service is for employes only. Twelfth floor.

**Library and Reading Room**—To encourage the wider reading of good books and magazines, the Employes' Library has a selection of 7,000 volumes, about 1,000 of which are deposited by the Chicago Public Library.

**Employes' Rest Rooms**—Rest rooms are provided for the use of men and women employes during the luncheon and rest periods. Newspapers and writing materials are always available.

**Medical Bureau**—The physicians and registered nurses give all applicants a preliminary examination, consult employes regarding illness and treatment, and examine all employes who return after an illness.

**First Aid Room**—It is completely equipped and is in charge of a nurse competent to act until a physician can be summoned. Third floor.

**Visitors' Bureau**—To receive out-of-town visitors and arrange special courtesies and accommodations. Interpreters furnished without charge. First Floor, South, State. Telephone, State 1000, Local 793.

**Check Desks**—Here customers and visitors may check packages, umbrellas, wraps and other articles which they do not wish to carry. First floor.

**Taxicab Station**—Holden court near Washington street.

**A Modern Parking Service**—This service, through an arrangement with the Central Chicago Garages, Inc., has been provided for the store's customers.

**Personal Service Bureau**—This bureau handles communications between friends; transfers messages to chauffeurs; answers inquiries regarding points of interest in the city; sells traveler's checks, express money orders, street car fare tokens, postage stamps and tickets for local sight-

seeing tours; and in many other ways assists customers and visitors. First floor.

**Information Bureau**—Here one may obtain information regarding events in the store, places of interest in or near Chicago, sight-seeing tours of the city, or suburban train service; buy theatre tickets, traveler's checks, express money orders and street car fare tokens; make appointments or leave messages for friends; join a group to tour the store; or send a telegram to any part of the world. Third floor.

**Waiting Rooms**—These spacious rooms, for men and women, are supplied with writing desks, comfortable arm-chairs, commodious settees and directories. Third floor.

**Travel Bureau—American Express Service**—This bureau plans trips to all parts of the world; furnishes information regarding ocean travel, passports and railroad schedules; and sells motor bus tickets to out-of-town points. Third floor.

**Personal Shopping Bureau**—This bureau not only receives mail orders and inquiries from every state in the Union and from many foreign countries but has general supervision of all orders received by telephone. Twelfth floor.

**Mail, Express and Parcel Post Desks**—Here one may buy stamps, mail letters, purchase American Express Company money orders (foreign and domestic), and send packages by express or parcel post to any part of the world. Third floor and basement passageway to the Store for Men.

**Window Displays**—The 67 display windows, changing with the seasons, present a panorama of color in artistry, fabric and fashion, and have won renown the world over for the beauty and uniqueness of their decorations. They exhibit the smartest in apparel and in the accessories of dress, as well as those lovely things that go to refine or equip the home. Placed end to end, these windows would require a frontage of 1,400 feet, or more than a quarter of a mile.

**Choral Society**—Organized in 1907, the Marshall Field & Company Choral Society has become a creditable force in Chicago musical life, and a force equally potent for good in the store. Its concerts have won the commendation of press and public. The chorus consists of about 200 employees.

## HISTORICAL NOTES

The Retail Store of Marshall Field & Company dates from 1852. At that time Potter Palmer opened a store in Chicago, which in 1865 was purchased by Marshall Field and Levi Z. Leiter. The firm was at first styled Field, Palmer & Leiter; two years later (1867) it became Field, Leiter & Company, and so continued until 1881, when upon the retirement of Mr. Leiter it became Marshall Field & Company, and has continued so ever since.

The present buildings were erected as follows: South Wabash, 1893; North and Middle State, 1902; Middle Wabash, 1906; South State, 1907; North Wabash, 1914; Store for Men, Annex Building, 1914.

Marshall Field was born near Conway, Mass., August 18, 1834. He died January 16, 1906.

John G. Shedd, who succeeded Mr. Field as president of the Company, in 1906, died October 22, 1926.

James Simpson became president of the company January 1, 1923; chairman, 1930; resigned, 1932.

John McKinlay became president February 13, 1930.

1923, December 29. Rothschild's department store, State, Jackson, Van Buren and Wabash, was acquired, and the business was thereafter operated as The Davis Company.

1927. Marshall Field & Company celebrated the 75th anniversary of the institution, dating from the opening of the store of Potter Palmer in 1852.

1928, September 1. Marshall Field & Company began construction of The Merchandise Mart.

1929, September 15. Evanston Store opened in a leased space. New building for Evanston Store was opened November 23, 1929.

1929, October 19. West Suburban Store at Oak Park was opened.

1929, June 14. Frederick & Nelson's department store, Seattle, was acquired.

1930, August 6. Formal opening of the Wholesale store in the Merchandise Mart.



# THE ART INSTITUTE OF CHICAGO

## Official Century of Progress Exhibition of the Fine Arts

MICHIGAN AVENUE AT ADAMS STREET

For the period of the World's Fair the Art Institute, co-operating with A Century of Progress, has assembled the greatest and most important collection of masterpieces yet to be shown in America. Thirty-one art museums and two hundred private collectors have contributed their most valued treasures. There are about 800 paintings, some of which are now exhibited for the first time in America. There are over 300 water colors, 135 pieces of sculpture, and 300 etchings and engravings.

The value of this Exhibition approximates \$75,000,000.

This special World's Fair collection is exhibited on the Second Floor. Admission, 25c.

In addition to this collection, throughout the remainder of the buildings, may be seen, without charge, the extensive permanent collections of the Art Institute.

### *Other Features Include:*

Print Galleries, Contemporary Sculpture, Egyptian Department, Classical Antiquities, Children's Museum, Blackstone Hall with Art Institute School Exhibition, Ryerson Library, Burnham Library of Architecture, Gunsaulus Collection of Wedgwood, Rosenwald Glassware, Period Rooms, Oriental Art Department, Japanese Prints, Decorative Art Department, Shaw Architectural Gallery, Persian Room. Cafeteria, tea room, soda fountain.

### *Gallery Tours and Guides*

Gallery tours for children, summer classes, daily lectures in Fullerton Hall. Information at the desk.

Open daily, including Sunday, at 9 A. M.