SOUVENIR MAP
OF
A CENTURY OF PROGRESS EXPOSITION GROUNDS
AND
CHICAGO LOOP DISTRICT

Prepared for the convenience of those attending the Annual Conference of the AMERICAN LIBRARY ASSOCIATION October 16-21, 1933, and of the SPECIAL LIBRARIES ASSOCIATION October 16-18, 1933, Chicago, Illinois

Compliments of
Rand McNally & Company
536 S. Clark Street
Chicago, Illinois
Points of Interest in Chicago

Now that you are here, see all of Chicago.

CHICAGO is proud of its A CENTURY OF PROGRESS... not only for its physical growth, but for its cultural and intellectual advancement as well. While you're here, see all of this beautiful city... enjoy its marvelous attractions, social facilities, amusements and places of particular interest. Below are a few of the outstanding places in Chicago that you should not miss.

Academy of Sciences and Museum of Natural History. In Lincoln Park at Center and N. Clark stn. Open year days from 9 a.m. to 5 p.m. Tuesdays, Wednesdays, and Fridays at 30 cents. Other days free.

Art Institute, Michigan Avenue at the foot of East Adams Street. Official Department of Fine Arts, A Century of Progress Exhibition. Open year days 9 a.m. to 5 p.m. Admission free.

Aquarium. The Shedd Aquarium, Grant Park at the foot of Roosevelt rd. (extended), open every day, 10 a.m. to 5 p.m. Admission free.

Bathing Beaches. Public bathing beaches are situated along the shore of Lake Michigan at many points. Among the most frequented are the Oak Street, Michigan Avenue, Clifton Beach, Riggs Park (Touhy Ave.), Diversey Street, Jackson Park, 79th Street, and 95th Street Beaches, located at the foot of the streets named.

Buckingham Fountain, one of the largest and most beautiful fountains in the world, located in Grant Park at foot of E. Congress st.

Forest Preserve District of Cook County, comprised of nearly 32,000 acres of natural forest, extends from Deer Grove in the northwest corner of Cook County to Chicago Heights in the south, including the valleys of the Des Plaines River, North Branch of the Chicago River, and Salt Creek. Has facilities for picnics and camping parties, rec- ball, tennis, and golf.

The Carillon Tower, Hall of Science.
IT IS WITH PLEASURE THAT RAND McNALLY & COMPANY, WHOSE HEADQUARTERS OFFICES AND PLANT ARE LOCATED IN YOUR 1933 CONVENTION CITY, EXTENDS TO YOU A HEARTY WELCOME AND INVITES YOU TO ACQUAINT YOURSELF MORE FULLY WITH ITS PUBLICATIONS AND PRODUCTS. AT BOOKS C-5, EXHIBITION HALL, YOU WILL FIND MANY THINGS OF SPECIAL INTEREST TO YOU, AS A LIBRARIAN.

FOR MORE THAN THREE-QUARTERS OF THIS “CENTURY OF PROGRESS,” RAND McNALLY HAS STOOD FOR “QUALITY PRODUCTS.” IT HAS SERVED HOMES, SCHOOLS, AND LIBRARIES WITH DEPENDABLE GEOGRAPHICAL MATERIAL AND CHILDREN’S BOOKS, AND WITH THE POPULAR MAGAZINE FOR CHILDREN, CHICAGO.

MAPS, GLOBES, AND ATLAS

IN THE COMPLETE SELECTION OF POLITICAL, PHYSICAL, HISTORICAL, ECONOMIC, AND OTHER MAPS, AVAILABLE IN ALL SIZES AND PRICES, THERE ARE MAPS WHICH EXACTLY MEET YOUR LIBRARY’S NEEDS. IN ADDITION TO REGIONAL MAPS, THERE IS THE UNUSUAL DIAMONDTIC GRAPHS OF WORLD HISTORY, WHICH IS BOTH FASCINATING AND ENDLESSLY INSTRUCTIVE. AND THERE ARE DECORATIVE LITERARY MAPS, ADMIRABLY SUITABLE FOR LIBRARY WALL USE.

HOW ESSENTIAL MODERN WORLD AFFAIRS HAVE MADE THE GLOBE! IT IS NEEDED FOR CONSULTATION IN EVERY DEPARTMENT—REFERENCE, PERIODICAL, THE CHILDREN’S ROOM. RAND McNALLY GLOBES, WHATSOEVER THE SIZE OR STYLE, CAN BE RELIED ON FOR ACCURACY, DURABILITY, AND ATTRACTIVE APPEARANCE.

RAND McNALLY ATLAS NEED NO INTRODUCTION TO LIBRARIANS. WHETHER YOUR NEED IS FOR A GENERAL ATLAS FOR THE LIBRARY’S CASUAL PATRONS, OR FOR A DESCRIPTIVE ATLAS FOR TRAVELERS, OR FOR SOME SPECIFIC TYPE OF ATLAS FOR OTHER CLASSES OF USERS, RAND McNALLY CAN SUPPLY YOUR NEED.

JUVENILE PUBLICATIONS

MANY OF THE RAND McNALLY BOOKS FOR CHILDREN ARE ON ALL LIBRARY “FIRST-PURCHASE” LISTS: THE REAL HISTORY: THE PIED PIPER, ILLUSTRATED BY HOPE DUNLAP; THE BUNBUNTE BUNNIES; THE SMALL CHILDREN’S GARDEN OF VERSES, AND THE LARGE ACCIPITON FOR CHILDE, ILLUSTRATED BY MILO WINTER. NOT TO MENTION THE BELOVED WINDERMERE SERIES AND ITS EIGHTEEN TIME-TESTED TITLES, MANY OF WHICH (AS WELL AS MANY OTHER TITLES, OF COURSE) ARE APPROVED FOR LIBRARY PURCHASE BY THE A. L. A. BOOKLIST. LIBRARY VIEWPOINTS ARE CARED FOR IN THE SELECTION, ILLUSTRATING, AND EDITING OF NEW BOOKS, AS WELL AS IN THEIR PRINTING AND BINDING. A TRAINED CHILDREN’S LIBRARIAN IS ON THE PUBLICATION-DIVISION STAFF, AND LIBRARY REACTIONS TO NEW BOOK PROJECTS ARE EAGERLY SOUGHT.

IN ADDITION TO THE SO-CALLED “TRADE” BOOKS, THERE ARE EDUCATIONAL BOOKS—TEXTBOOKS, SUPPLEMENTARY READERS, BOOKS FOR TEACHERS AND FOR HOME STUDY. VERY MANY OF THESE BOOKS ARE BEING BUILT CONSTANTLY ON SCIENTIFIC BASIS, WHERE THEY ARE FOUND AS INDISPENSABLE AS IN THE CLASSROOM.

LAST, BUT NOT LEAST, WE MENTION THE MONTHLY MAGAZINE, CHICAGO, WHICH APPEALS TO LIBRARIANS BECAUSE OF THE NOTABLE ARTISTS AND AUTHORS WHO CONTRIBUTE TO IT, AND BECAUSE OF THE MERIT OF ITS INFORMATIVE ARTICLES AND SPECIAL FEATURES.

BECAUSE IT IS A RAND McNALLY AIM TO BECOME INCREASINGLY HELPFUL TO LIBRARIES, LIBRARY PROBLEMS BROUGHT UP—INDEXING, BIDDING, MAP PLACING, ATLAS ORDERING, RIDDING DIFFICULTIES, GLOBE REPLACEMENTS, AND COUNTLESS OTHER PROBLEMS—ARE SERIOUSLY CONSIDERED IN EDITORIAL AND PRODUCTION DEPARTMENTS. EVERY BRANCH OF RAND McNALLY SERVICE IS AT YOUR DISPOSAL, READY AND ANXIOUS TO HELP YOU AT ALL TIMES IN EVERY POSSIBLE WAY.
RAND McNALLY books for children are on all library “first-purchase” lists: The Real Mother Goose, The Pied Piper, illustrated by Hope Dunlap; The Sunbonnet Babies; the small Child’s Garden of Verses, and the large Aesop for Children, illustrated by Milo Winter. Not to mention the beloved Windermere Series with its eighteen time-tested titles, many of which (as well as many other titles, of course) are approved for library purchase by the A. L. A. Booklist. Library viewpoints are carefully considered in the selection, illustrating, and editing of new books, as well as in their printing and binding. A trained children’s librarian is on the publishing-division staff, and library reactions to new book projects are eagerly sought.

In addition to the so-called “trade” books, there are educational books—textbooks, supplementary readers, books for teachers and for home study. Very many of these books are being bought constantly by libraries, where they are found as indispensable as in the classroom.

Last, but not least, we mention the monthly magazine, Child Life, which appeals to librarians because of the notable authors and artists who contribute to it, and because of the merit of its informative articles and special features.

Because it is a RAND McNALLY aim to become increasingly helpful to libraries, library problems—book selection and budgeting, map placing, atlas ordering, rebinding difficulties, globe replacements, and countless other problems—are seriously considered in editorial and production departments. Every branch of RAND McNALLY service is at your disposal, ready and anxious to help you at all times in every possible way.

70TH—C-5—EXHIBITION HALL

Jrison Streets, where you may see maps, globes, and books in the making. minute information regarding new publications.