THE
WHY-
WHAT-
and
WHEN
of
A Century
of
Progress
INTERNATIONAL
EXPOSITION

Chicago 1933
The Golden Pavilion of Irelad, one of the Findal Examples of Oceanic Lime Architecture

The Golden Pavilion of Irelad...
Every possible means of providing comfortable and economical living quarters for out-of-town visitors have been put into practice. The Chicago Association of Commerce estimates that the city’s hotels can accommodate 400,000 guests a day. The Exposition’s information bureau will refer to approved agencies inquiries about lodgings in private homes, clubs and semi-private institutions. Hotel rates will not be advanced, according to an announcement by the Chicago Hotel Association. Certified tourist camps are conveniently located to furnish clean, comfortable quarters for motorists.

**Admission Charges Extremely Moderate**

Every effort is being made to keep all expenses within the means of the people who come.

Admission to the Exposition, which will be open Sunday as well as during the week, will be 50 cents for adults and 25 cents for children. This will include entrance to all exhibit buildings and areas, approximately sixty in number. Other expenses in seeing the Fair will depend on the desires of the individual. The fares from tourist camps to the Exposition grounds will be nominal, as will the fares by taxi-cab, motor bus, elevated or surface lines from hotels or rooming places.

Standard Oil Company will maintain a Personal Service Bureau on the ground floor of its building at 910 South Michigan Avenue, for the comfort and convenience of the motoring public. In addition, every one of its stations scattered throughout the Middle-West will become an information bureau, in a network comprising all of its stations, and direct travelers to suitable and reasonably-priced garages, parking lots, as well as hotel, lodging and boarding accommodations, each within its respective territory. Standard Oil Company Road Maps of individual states, as well as of Chicago, will be free for the asking.

**Standard Oil’s Novel Exhibit**

The upper part of the dome of the Travel and Transport Building, said to be the largest dome in the world, will be employed by the Standard Oil Company for its show of motion pictures and musical entertainment.

The walls are the screens on which motion pictures and color effects will be projected from a huge Standard Oil Red Crown.

A motion picture company has been at work for several months preparing the sound films which are to be used. One will tell by dramatized steps the story of oil’s use from early times to the present, and will picture the stages through which oil passes today between well and actual use. Another film will show the hundreds of ways in which oil now literally smooths the way for all business and commerce.

In striving to make the show unique, the sponsors have sought out advanced thinkers in the arts involved and given them free rein to apply new ideas. Electrical wizards have taxed their brains to provide a display of lighting and color effects in the red crown and on the walls of the dome that will astonish all who see it. Ida Paula Lustgarten, a talented composer, is writing special and unusual music which is to provide the prelude and background for the drama of oil.

The whole show is to run only twenty to twenty-five minutes, but those minutes, a statement from Standard Oil promises, will be packed with thrills for the millions who will watch it from the floor or the “royal gallery” of the great dome.