SKY-RIDE

UNIQUE — SPECTACULAR
Night Lighting Features
Designed and Supplied by
CURTIS LIGHTING, INC.

and Steinman, Designers

D'Esposito, Consulting Engineer

of modern illuminants

engineer
OBSERVATION LEVEL
Lighting in observation is arranged for maximum seeing comfort. Lamps with their X-Ray Reflectors cannot be seen—they are hidden in the ceiling and are shaded by control rings to prevent light spilling about the room.
Auxiliary units automatically and instantly flood the room with light in case of emergency.

FACTS
Lamps—5,950
Sockets—5,950
Wire—30 miles of copper wire
Energy—Enough to light 500 homes
X-Ray Reflectors and Floodlighting Units—705

THE BUILDERS OF
SKY-RIDE
AT CHICAGO'S
WORLD'S FAIR

FOUR STATES WILL BE VISIBLE FROM THIS ELEVATION

Lighting of the SHAFTS and ROCKET CARS
Dazzling white shafts of light rise from the base and carry the eye to full height of the tower.
From any angle as far as the towers can be seen, the up-and-down movements of "high-rise" elevators are indicated by brilliant spots of light moving behind special prism glass windows.

THE ROCKET CAR itself has dim lights under the seats which do not interfere with the observation view.
Another system of light floods the cars with brilliance at the loading platforms.

All lighting effects for the SKY-RIDE were designed by the Engineers of CURTIS LIGHTING, INC., and installed under their supervision.

Curtis Lighting is also used throughout the General Motors Bldg., Administration Bldg., Air Show, The Hub Store, etc., and in scores of exhibits throughout the Fair such as Enchanted Island, World a Million Years Ago, various state exhibits, etc.
Curtis Engineers built the wonderful Clock of Ages.

SKY-RIDE

Besides lighting spectacular structures such as Sky-Ride, we specialize in lighting—stores—show windows—offices—public buildings—churches—banks—auditoriums—homes—etc.
Good lighting returns greatest results per dollar expended.
Now is the time to bring YOUR lighting up to date.

CURTIS ENGINEERS
Curtis Lighting, Inc.………………Chicago
1123 W. Jackson Blvd.………………MONroe 6484
Curtis Lighting of N. Y. …………New York
230 Park Avenue………………Vanderbilt 3-8040
Curtis Lighting of Canada………..Toronto
260 Richmond St., W.………………Waverly 2339
Baltimore…………………………T. H. Bailey, Jr
Boston…………………………H. L. Nicol
Chattanooga…………………………H. O. Bourkard
Cincinnati…………………………J. W. Morrison
Dallas…………………………F. H. Simmer
Denver…………………………P. A. Douden
Detroit…………………………J. M. Kirkin
Kansas City…………………………W. H. White
Los Angeles…………………………T. A. Estling
Miami…………………………W. J. Mulhall
Milwaukee…………………………J. E. Lauderdale
Minneapolis…………………………H. S. Davis
Montreal…………………………D. M. Jones—W. W. Timmins
New Orleans…………………………E. C. Bosser
Philadelphia…………………………P. H. Blackburn—F. M. Pyle
Pittsburgh…………………………L. W. Margison
Rocheiter…………………………C. B. Pate
St. Louis…………………………H. J. Martin
San Francisco…………………………R. D. Myers
Seattle…………………………W. K. Turner

For Over Seas
Curtis Lighting—Europe (S. A.)
Antwerp (Hemixem) Belgium

CURTIS LIGHTING EQUIPMENT MAY BE SECURED FROM YOUR REGULAR ELECTRICAL SUPPLY MAN—ANYWHERE
Amazing rocket car ride suspended in mid-air. Unforgettable view from the highest structures in Chicago.

Supreme thrill of A Century of Progress International Exposition, June 1 to November, 1933, Chicago.

“This structure will open a new era in engineering” Robinson and Steinman, Designers
“Sky-Ride will live forever as a monument to a new principle” Joshua D’Esposito, Consulting Engineer
“The application of light on the Sky-Ride indicates the adaptability of modern illuminants to special conditions” J. L. Stair, Illuminating Engineer
Supreme thrill of A Century of Progress International Exposition, June 1 to November, 1933, Chicago.

When a new era in engineering” Robinson described it as a monument to a new principle” Joshua Meister of the New York Times said that the new lighting design on the Sky-Ride indicates the adaptability and practicality of this new idea under special conditions” J. L. Stair, Illuminating Engineering