

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

SKY-RIDE

X-Ray Reflectors

X-Ray Projectors

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.



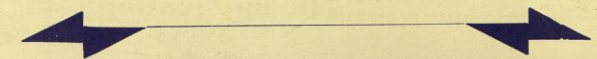
CURTIS ENGINEERS

- 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 I. M. Kirlin
- Kansas City W. H. White
- Los Angeles T. A. Esling
- Miami W. J. Mulhall
- Milwaukee J. E. Lauderdale
- Minneapolis H. S. Davis
- Montreal D. M. Jones—W. Timmins
- New Orleans E. C. Bossler
- Philadelphia P. R. Blackburn—F. M. Pyle
- Pittsburgh L. W. Margison
- Rochester 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



FOUR STATES WILL
BE VISIBLE FROM
THIS ELEVATION

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.

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.

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

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.

ONE OF THE
TOWERS
628 FEET HIGH

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

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.

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“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,
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