Get your Palmer House Combination Book of Souvenir World's Fair Tickets

$365 Fair Ground Value for $250

One General Admission and Eleven Leading Concessions

"You don't want to miss them!"

A Century of Progress
1833 International Exposition Chicago 1933
SAVE Time! Save Money!
SEE the Fair by a Planned Tour
BUY Palmer House Ticket Books

The average person, whether from Chicago, Atlanta, New York or Spokane, is bewildered when he passes through the turnstiles of the World's Fair. He faces the somewhat confusing task of selecting the outstanding exhibits and amusements.

The Palmer House, after a careful study of the main features requiring an admission fee, has compiled a souvenir ticket book that solves this problem for you. This book includes one general admission to the Exposition, admissions to eleven of the leading concessions and a convenient indexed map of the entire grounds. This convenient, attractive, money-saving ticket book is offered by the Palmer House through a special arrangement made with the Exposition officials prior to the opening of the Fair. By using this book, it is possible to save both time and money and to enjoy the real worthwhile attractions of this—"the greatest show of all time."

Here Is Your Planned Tour of the High-lights of the World's Fair as Covered by the Palmer House Ticket Book:

1. SKY RIDE or OBSERVATION TOWER—A supreme thrill! See the Fair from the highest point in Chicago, or ride the famous rocket car.
2. LAGOON BOAT RIDE—Glide across smooth waters of the lagoon. A romance of Venice. See the glorious colors of the Fair buildings at night.
3. WINGS OF A CENTURY—PAEGANT OF TRANSPORTATION—A superbly presented pageant of the romance of American transportation, from Indians to Airplanes.
4. AMERICAN INDIAN PAGEANT—A thrilling spectacle of the plains and mountains—the first Americans on parade. Five tribes live the legend and lore that was America before the white man came.
5. LINCOLN GROUP—The immortal Lincoln is recalled in a stirring, authentic exhibit. Follow his career in a series of fascinating exhibits.
6. FORT DEARBORN—Chicago at its beginning. A marvelous reconstruction of this historic fort—complete in every detail.
7. SEMINOLE INDIAN VILLAGE—A primitive people on display, living as they live today in Florida’s swamps. Also a heart-chilling wrestling match between a native and a vicious alligator, and a death-defying fire dive from a 100-foot ladder.
8. LION MOTOR ARENA—An outstanding breath-catching thrill. Whirling at a fantastic speed, the side of a bowl-shaped arena, a beautiful lady court death with a lion at her side.
9. PANTHEON DE LA GUERRE—A mighty panorama of the World War—402 feet long and 45 feet high. The work of 28 artists, containing 6,000 figures.
10. STREETS OF PARIS—Countless thrills of Continental Europe. Gay cabarets, sidewalk cafes, bars, everything that you expect of Gay Paree.
11. HOLLYWOOD—The world’s entertainment center, transported for World’s Fair visitors. Rub elbows with screen stars, watch pictures in the making.

How You Save Money with the Palmer House Ticket Book @ $2.50

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Fair Ground Price</th>
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<tbody>
<tr>
<td>Admission Ticket to Fair Grounds</td>
<td>$0.50</td>
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<tr>
<td>Lagoon Boat Ride</td>
<td>$0.40</td>
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<tr>
<td>Wings Of A Century</td>
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<tr>
<td>American Indian Pageant</td>
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<td>Lincoln Group</td>
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<td>Seminole Indian Village</td>
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<td>Lion Motor Arena</td>
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<td>Streets of Paris</td>
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<td>Hollywood</td>
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TOTAL $4.10

On the basis of daytime prices, the face value of this book is $3.65. Evening prices for the same attractions total $4.10.

The tickets are good any time during the duration of A Century of Progress. They are transferable.

For over 60 years the Palmer House has been the center of Chicago's social and business activity. Throughout every period of its history this great hotel has manifested its wholehearted desire to support Chicago and serve Chicago people. We invite you to visit our wonderful restaurants, the magnificent Central Lobby, the many fine Palmer House Shops.

Listen to Floyd Gibbons, the Headline Hunter, for the Palmer House. WLS Tuesday, Thursday, Sunday evenings at 7:45 Chicago Daylight Time.

Use this coupon when writing and mail to PALMER HOUSE, Chicago.

Enclosed find ____ for which mail me ____
World's Fair Ticket Books @ $2.50 per book.

Name __________________________
Street __________________________
City ____________________________ State __________________________
Please print name plainly.