USE THE Front Door
WHEN YOU ENTER THE FAIR

Enjoy B/G Food and Hospitality
at the B/G Inn . . . SEARS BUILDING

Between the 12th and 14th St. entrances just across from the Administration Building
START YOUR SIGHTSEEING
here

... AND YOU WILL ENJOY
MORE VIVID IMPRESSIONS
OF THE WORLD'S FAIR

Northerly Gate
12TH STREET ENTRANCE
is "the front door" to the Fair. Visitors who desire to
view the Century of Progress in logical sequence
will do well to enter here.

Advantages of Using "the Front Door"
Nearest Downtown.
Main motor coach terminal and taxi stand.
Convenient to street cars (Clark Street and Roosevelt
Road lines).
Convenient to the Illinois Central passenger terminal.
Flanked by two world renowned scientific insti-
tutions, each in itself worthy of a visit, Field Museum
of Natural History and the Shedd Aquarium.

Inside the Grounds
PROCEEDING DOWN THE AVENUE OF FLAGS
Administration Building (on the left).
Court of Honor with Reviewing Stand (on the right).
Sears Building (on the right) "the Nation's Meeting
Place" with the B/G Inn (north wing) "the Nation's
Eating Place."
Illinois Host Building (on the right).
Lagoon Theatre (on the left) free performances thrice
daily.
Hall of Science (straight ahead).

Avenue of Flags
Motorists Driving
DIRECT TO THE GROUNDS,
will find it to their advantage to use the
14th Street Entrance.
Drop your party at the entrance and arrange
to meet them at the Sears Building. Auto
parks along the outer drive from 16th Street
to 28th Street.
B/G's national reputation for old-fashioned hospitality is your guarantee of eating satisfaction at reasonable cost.
Ready to Serve You Again

Once more these two nationally known organizations, Sears, Roebuck and Co. and B/G Sandwich Shops Inc., have joined hands to provide facilities of food and hospitality to World’s Fair visitors. Again we say “Welcome. Welcome to the Greater World’s Fair of 1934.”

Sears Building

“THE NATION’S MEETING PLACE”

One of the most beautiful of all the exposition palaces is the World’s Fair building of Sears, Roebuck and Co. conforming in brilliant style to the modern architectural theme of “A Century of Progress.” The unique facilities provided here for the comfort of visitors insure that the Sears Building will again serve as “the nation’s meeting place.”

Facilities and Conveniences


Exhibits of Unusual Interest

Mammoth Relief Map of the United States with scenes in action . . . Series of Dioramas depicting typical scenes in American life.

Hall of Magic Mirrors revealing progress in the American standard of living.

Gallery of Photographs entered in Sears’ Most Beautiful Baby Contest. (Beginning August 1st.) $40,000 in prizes.

Sears’ “Honor Bill” Home (materials and furnishings by Sears, Roebuck & Co.).

The B/G Inn

“THE NATION’S EATING PLACE”

The B/G unit in the north wing of the Sears Building is known as the B/G Inn (with a seating capacity of about 300 guests) and is operated by the B/G organization according to B/G standards. Although operated on the serve-self principle, the same policy of offering quality food in a homelike atmosphere of real hospitality is maintained.

Modern Dining Room

CAFETERIA SERVICE

Here you will find a selection of delicious foods which lend themselves in tempting variety to the summer season. Among the specialties are individual chicken pies (that are all chicken) and homelike pastryl baked fresh daily in our own ovens.

Unique Sandwich Bar

ON THE ROOF TERRACE

Light lunches and refreshments are served on the roof terrace. (From here one of the most delightful panoramic views of the whole exposition is to be had.) Service is a la carte, permitting individual selections appealing to every taste and appetite at reasonable prices.

Enjoy B/G food and hospitality at the B/G Inn in the Sears Building—you’ll be among friends.

Lake Michigan

B/G’s national reputation for old-fashioned hospitality is your guarantee of eating satisfaction at reasonable cost.
Good Food

B/C EATING INN

Lake Park and Harper Avenues at Dill Street

640 North Michigan Avenue
634 North Dearborn Street
67 South Adams Street
67 West Jackson Blvd.

and the

230 North Michigan Avenue
114 West Randolph Street
104 South Dearborn Street
109 South Clark Street

Following B/C locations in Chicago

II

Food at any of the

To enjoy good

You are invited

The Loop

... and where in or near