



SHEDD AQUARIUM

USE THE *Front Door*

WHEN YOU ENTER THE FAIR

NORTHERLY GATE  
12 TH. ST. ENTRANCE



FIELD MUSEUM

1934



A CENTURY  
OF PROGRESS  
CHICAGO

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*



### 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.

... 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 institutions, 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).



*LAKE MICHIGAN*

**B/G INN**  
IN THE  
SEARS BLDG.

**ADLER PLANETARIUM**

**SHEDD AQUARIUM**

**FIELD MUSEUM**

**LAGOON**

**LAGOON THEATRE**

**GENERAL EXHIBITS**

**AMERICAN RADIATOR**

**CHRYSLER**

**FORD**

**GENERAL MOTORS**

**LAKE MICHIGAN**

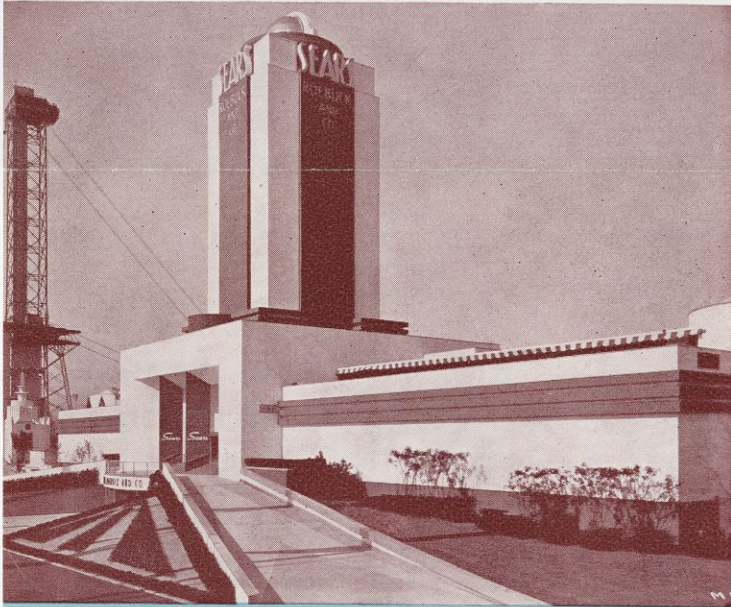
**PARKING SPACE**

© 1934 B/G S. S. Inc.

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

Official Registration Desk . . . Free Information Bureau (with general tour information) . . . Free Check Room . . . Telegraph and Telephone Offices . . . Free Rest Room and Comfort Facilities . . . Lounge on the Mezzanine and Roof Terrace.

### 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 Bilt" 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

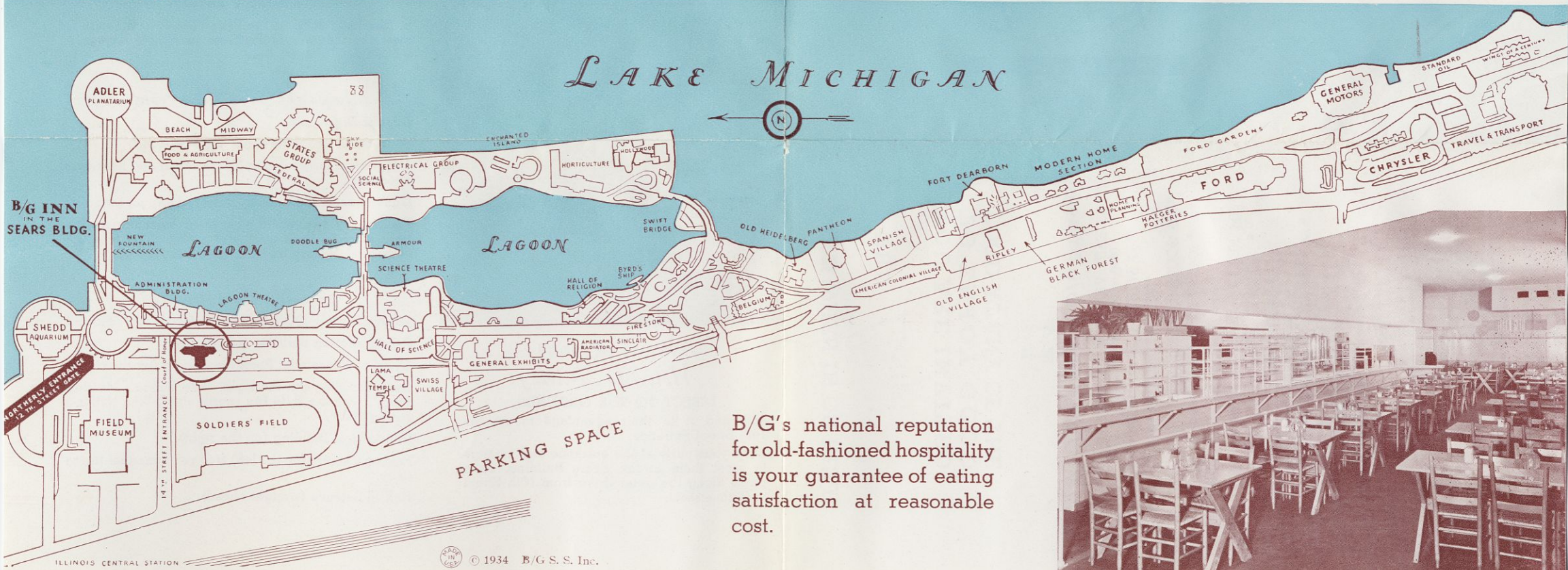
Here you will find a selection of delicious foods which lend themselves in tempting variety to the summer season. Among the specialties are individual chicken pies (that are all chicken) and homelike pastry baked fresh daily in our own ovens.

### Unique Sandwich Bar

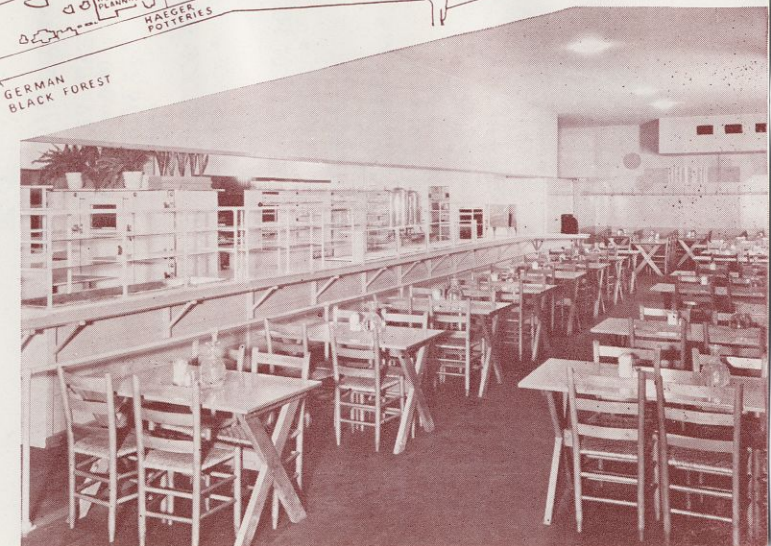
ON THE ROOF TERRACE

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.



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



... AND WHEN IN OR NEAR

THE

*Loop*

YOU ARE INVITED  
TO ENJOY GOOD  
FOOD AT ANY OF THE

11

following B/G locations in CHICAGO

- 63 EAST VAN BUREN STREET  
(Buckingham Building)
- 77 WEST JACKSON BLVD.
  - 67 EAST ADAMS STREET
- 109 SOUTH CLARK STREET
- 104 SOUTH DEARBORN STREET
  - 154 WEST WASHINGTON ST.
- 134 NORTH DEARBORN STREET
- 174 WEST RANDOLPH STREET
  - 230 NORTH MICHIGAN AVE.  
(Carbide and Carbon Buildings)
- 640 NORTH MICHIGAN AVENUE  
and the

B/G EATING INN

Lake Park and Harper Avenues at 51st Street



*Serving*  
Breakfast  
Luncheon  
Dinner  
After Theatre