

22

STANDARD OIL EXHIBIT



LEIF

DRIVE



WORLD'S FAIR



1934

June 15, 1934

To Stockholders:

The second year of A Century of Progress Exposition has opened auspiciously with all the best features of last year retained and many new attractions added. There are more than eighty buildings and installations, some of gigantic proportions.

While scientific, industrial, and commercial exhibits retain their prominence, entertainment features have been enhanced. The enormous success of the Belgian Village last year has given rise to a dozen or so new creations of similar nature. There are the Italian Village with its leaning tower, the Swiss Village at the foot of the Alps, Black Forest, Dutch, Tunisian, Saharan, Spanish, Old English, American Colonial, and Irish Villages. The new Streets of Paris is advertised as a "wholesome portrayal of old Montmartre." The Streets of Shanghai pictures a slice of the swarming China Coast. The Midway, carnival of amusement, has moved to Northerly Island.

Music is more abundant, with both the Detroit and Chicago symphony orchestras as main attractions.

Once more entirely adequate provisions have been made to handle motor traffic so that visitors can drive to the very gates



PHOTOMONTAGE BY UNDERWOOD AND UNDERWOOD

of the Exposition if they choose. Plenty of parking space is available near the grounds. On every one of the fourteen major highways leading into Chicago visitors driving to the Fair will find Red Crown stations ready to give them the best obtainable service.

Standard Oil's show is attracting much attention. In a great amphitheater near the Travel and Transport Building, 2,500 visitors at a time are able to see the unusual trained animal demonstration of "live power." More thousands pass through the animal hall between performances to see the menagerie at close range.

The Standard Oil Service Bureau is again open at 910 South Michigan. Stockholders are invited to use its facilities and also to register, if they care to do so, in the visitors' room of the company's building at the Fair.

Edward G. Aurbach
President

A.D.7004

