

29

The Greatest of Free Shows



THE NEW WORLD'S FAIR OF 1934



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One aspect of A Century of Progress Exposition deserves more attention, we think, than it has had. The official publicity of the Fair has not advertised it, probably because it might be resented by concessionaires, although, we believe, the concessions would be benefited rather than injured by its advertisement. We refer to the extraordinary range and quality of entertainment available to the visitor for the price of his entrance ticket.

Many of us are likely to take for granted and without reflection the wealth of entertainment and instruction available to every one who has passed the turnstiles. We think the physical beauty of the Fair by day, and especially by night, is in itself the richest return ever obtained in any such experience. One need not enter a building at the Fair to be thrilled by the beauty of its incomparable location on the lake shore, by the interesting forms of its buildings, the taste, harmony, and brilliance of the coloring designed by the gifted young architect, Shepard Vogelgesang, and the magical lighting at night. Twice the electricity used last year is given to the Fair of this year, and with the color possibilities of Neon lights fully exploited the scene after sundown is unforgettable.

When we pass to the special features available without charge to all visitors the list is too long for the limits of an editorial. For our higher tastes and interests there are two of the

leading symphony organizations of the country giving concerts under eminent conductors twice daily, the Chicago Symphony, provided by Swift & Co. at the delightful location on the bridge overlooking the lagoon, and the Detroit orchestra, brought by Mr. Ford for the open air theater in the lake, opposite the great Ford building. There are band concerts by visiting bands, this week that of the 48th regiment of Highlanders of Toronto, Canada, which is adding so much to the brightness of the scene during its week's visit. There is the magnificent fountain with its lovely play of color and changing form, and there are some of the best fireworks ever seen in Chicago. For other entertainment the management has provided its own open air theater on the lagoon, where it offers its own amusing circus and excellent programs of acrobatic and water sports. The management has also been considerate in providing seats everywhere throughout the grounds and especially in convenient and pleasant locations where the panorama of the Fair may be viewed at leisure. The convenience and comfort of movement, the perfect organization and operation of the Fair is, in fact, one of its most noteworthy characteristics. Needless to say the courtesy and efficiency of the personnel, so much remarked last year, is repeated on the same high level.

This is for our entertainment of the best sort. But A Century of Progress has also achieved in an unforgettable way its main purpose of celebrating the achievements of the greatest epoch of scientific and industrial accomplishments in the history of mankind. In the Hall of Science may be seen exhibits and demonstrations most skilfully devised to illustrate and explain for the benefit of the general public, both the young and the adult, the chief discoveries and phenomena

in the basic sciences, in electricity and radio-activity, in physics, in chemistry, in medicine, and public health. The Electricity building, across the lagoon, houses an extraordinary assembly of exhibits in the practical application of electricity and radio to our modern needs. The General Exhibits building, the buildings devoted to agriculture and horticulture, to the social sciences, all open to the visitor an extraordinarily vivid, intelligible, and impressive panorama of the progress of our time.

These are in the Fair buildings, but private enterprise also has brought its achievements for display. A visit to the astonishing exhibition of the Ford company is in itself worth a journey across the continent, and with the exhibits of General Motors and Chrysler in their beautiful buildings, of tire manufacture in the tasteful and effective presentation of the Firestone company, of the Nash Motor, and other important exhibits in manufacture and merchandise, from Sears-Roebuck on the north to Goodyear on the south, there is offered to the visitor a volume of information and a general picture of the rich heritage a century of science and free enterprise has created for us and for posterity.

We do not disparage the many offerings of the private concessionaires, which provide for entertainment in great varieties and at reasonable and sometimes no more than nominal prices. The villages especially are a novel feature, giving much of the flavor of foreign scenes. No previous exposition has developed this pleasant combination of entertainment and instruction. But what especially deserves emphasis is the wealth of knowledge and delight available to all who enter the Exposition grounds. We think no such bargain has ever been offered the American public.