THE NEW WORLD'S FAIR of 1934

A CENTURY OF PROGRESS
INTERNATIONAL EXPOSITION
CHICAGO
MAY 26 TO OCTOBER 31
1934
The NEW and THRILLING STORY of the GREAT WORLD’S FAIR of 1933

A Century of Progress International Exposition will open its gates in Chicago, May 24, with the gigantic spectacle to many visitors entirely new.

New buildings, more than a dozen picturesque foreign village huts, transplanted to the shore of Lake Michigan from the mysterious east and from ancient times, unique water speci- men built up from the legions, genuine additions to the scien- tific and industrial exhibits, a new Midway built along the blase board on the lake's edge, every service on the Exposi- tion grounds enlarged and improved. The World's Fair of 1933 will cover a different place to those who saw it last year.

All the scientific marvels which fascinated visitors but ever so slighted and rebuffed. They show the amazing changes that have been made by the advance of knowledge in a hun- dred years.

With this immense educational spectacle is a huge carnival of entertainments, sports, games, and music.

The World's Fair of 1933

Three miles of Exposition grounds on the lake shore close to the center of downtown Chicago, more than eighty buildings and spectacular features, some of these gigantic propor- tions, eighty-four miles of fence exhibits, constitute the new Fair of 1933.

Surrounding the North Entrance to the Exposition are three great, permanent scientific institutions—the Field Museum of Natural History, the World's Aquarium, and the Adler Planet-arium. Soldier Field seats 12,000 people and is one of the world's largest stadiums.

The situation of the Exposition grounds is unique and salutary. Swung by Lake Michigan, it is an ideal spot of enjoyment and recreation.

The Exposition Plan

Science is the fundamental keynote. In the vast, picturesque array of astounding examples of the new architecture, the Hall of Science, one of the most remarkable creations on earth today, creative time frame of floor space for basic science exhibits. Their purpose is to make plain to the millions ex- tremely how science has solved the torch of man.

In the discipline of Biology, Geology, Chemistry, and Medi- cine, we see laboratories at work. The organization of life developing from the simple cell to its highest organization in man-himself, the transformation of substances, the structure of the earth and of the organic and human body and the evolution of the animal and vegetable in the science of biology. In the Physics and Mathe- matics building, we see the study of the laws of nature. In the same way by moving exhibits and illuminated by apparatus in actual and animated processes being carried on before your eyes.

The New Methods of Exhibits at the World's Fair

The method in the new exhibit plan of the World's Fair is to show the progress of the different fields of science and industry, to exhibit the operations of science and the use of science for pur- poseful purposes.

You see the original substances that are the basis of prod- ucts, you see how they are produced and transformed, then you see, in the immense series of industrial exhibits, manufac- ture and processes in action. Turning these marvelous new discoveries of science into the things we use. Made while you watch are motor vehicles, silk stockings, dresses, cigars, electric light tubes, nest pits and tuxedos. You see shirts, socks, automobiles being assembled, all being refined into its many products besides garments. The list is too long for more than an indication of its extent.

In the great Electrical group of the building, you learn the history of the telephone, radio, cable, electric power and refrigerants. The purpose of these exhibits is to show the science of the modern world. Here, you see the nuclear, the scientific growing of farm pro- ducts, the scientific uses of vegetable, fish and meat foods, the new methods of packing and distribution shown in the Agricultural Building. With it is a great show of modern farm machinery.

Huge Transportation Exhibits

The story of transportation is highlighted in the Travel and Transportation Building. Multistoried steamers, streamlined cars, motor buses, and automobile exhibition are shown with a fascinating, historical exhibition of ancient methods of transport. "Wings of a Century," the outstanding pavement-motor of transporta- tion, makes the story alive with the greatest collection of historic vehicles ever assembled and an army of horses and

trucks. The enormous, essential service of railroad transportation is shown by a gigantic spread of huge modern locomotives, cars and trains, exhibiting the new cars, the new facilities, speed and safety of railway travel today. Glittering, sterilized refrigeration cars and pressed ex- press cars show the latest modern equipment for fast rail shipment.

Background of the immense pastures of man's achievements is given by the Social Science exhibits. We see man's beginnings on this planet and see the continent from the Arctic Circle to the Tropics. In the Social Science Building the story is brought up to date with three illustrious and decorative exhibits of the adjustment of the individual and the family to life in the Industrial Age. The organizations that work for education, peace and order are shown in exhibit with the forces of good and opposition and of crime.

U. S. Government and Sates

Across the exhibition lagoon stand the three great prize places of the United States Government Building in which the national government organizes to show us what it is doing for us as individuals. We see the vast permit projects of the many engineers, the history of the road and of the railroad, the widespread oil-refining organization of the De- partment of Justice, the Post Office Department, and the many other services to every citizen under the Stars and Stripes.

The U. S. Government Building is the keynote of the widespread quadrangle of the State Building for the separate exhibitions of the different states.

Enchanted Island

The play spot for children is Enchanted Island at the World's Fair. Here are the Magic Mountains, the Magic Maze, the miniature railroad, the pony rides, the auto rides, the Children's Theater, the skis, the swing, the gondola, the pirate grounds, the log flume restaurant for little ones and two other exciting attractions that will give the children at the Fair memories that will last all their lives. Clean, wholesome fun and beautiful surroundings make this one of the most desirable and safe places on earth where children may be left all day to be happy under the watchful care of trained attendants.

The Foreign Villages

A huge New Attraction of the World's Fair of 1933

No one earth has ever known such a series of strange, picturesque villages from far foreign lands and from beyond the foreign villages of the World's Fair of 1933.

There are the Italian Village with its leaning tower, the Swiss Village at the foot of the Alps, the "Chimney-pot Doll"—the German Black Forest Village, the Tunisian Village, the Nogalas "Ostal", the Spanish Village with its ar- citecturally, the Old English Village where sea, among other historic shrines, the house of George Washington's con- occurs, the American Colonial Village and the Irish Village with its backdrop of Lake Michigan.
Visitors will see the 12,000-foot-long Midway and a new Street of Paris, with a wharaboue portrayal of old Marseille. On the Midway will be "The Streets of Shanghai," a slice of the swelling China Coast.

The New Midway

Along Northerly Island's lake shore beach, a personal carnival of sights, excitements and novelties of fantasy entertainment and amusement is the new Midway. The charm of the little dome, the blue of orange music, the foreign streets, the whir of the breathtaking skyline rides, the incredible days, the scenery, the magic and the possible unforgettable tingle of the Midway are here. The wind and gray fancies of last year have been retained and many new ones added.

The Sky Ride

Starting above the leaves is the imposing electric track, 114 feet above, and the steel web of the towers of the Sky Ride, 452 feet high, the highest mainland structure west of the Atlantic Coast. A ride above the Fair in the best-shaped car, or a visit to the observation platform of the tower tips, is a memorable experience—a view of the great Fair spread out below you in a scene that cannot be matched on earth.

Central of Outdoor Sports

Again this year the World's Fair will be the scene of athletic sports and recreations by land and water. The former are to be the scene of swimming and diving championships in which the most talented stars compete. Track and field sports will bring together great massed and individual stars in a series of meets throughout the Fair. The latter will be a Carnival of Yachting in America. New pier, plinths and piers steps are built over the water. The great new spectacles will include under-water illumination.

Music

Free musical entertainment of the highest class will be a feature of this year's Fair. Free musical programs are continuous. Concerts by famous orchestras, bands and choirs will be heard. There will be gala operatic performances and appearances of celebrated musical stars of the stage, dancers and artists of the radio.

Art

A short distance from the Exposition in Great Park, is the Art Institute of Chicago. The Centennial of Progress art exposition in the vast galleries of the Art Institute last year was the greatest show of ancient and modern painting, prints, and sculpture that had been gathered in this country up to that time, and attracted more than 1,000,000 visitors. The art exhibits of this year will be both larger and more comprehensive, including a multitude of new works and of priceless loans from abroad.

Eating Places at the Fair

An array of restaurants and cafes of every kind, appealing to every taste and purse, will cater to visitors. There are fine picnic grounds. Sandwich stands are convenient in every part of the Exposition grounds where a substantial meal with tea, coffee, milk or fruit drinks may be enjoyed at minimum cost. All the refreshment stands have been taken over by the management this year and will be free.

Accessibility of the Fair

Chicago is a central point of the national transportation system, by rail, by highway, by water and by air. Fourteen major motor highways enter Chicago and will be pointed to guide the motorist. Tourist map accommodations are abun- dant. Rooms for rent and hotel are in plenty with high class, moderate and cheap styled types at all prices. Parking space near the grounds is abundant. Railroads, bus lines and airplanes are making attractive special runs for trips to the World's Fair. They will be able to inform you or put you in touch with approved sources of information through which you may receive in advance such reconnaissances as you wish at the price you wish to pay, with assurance that you will find them satisfactory.

The content is to take one that will cost less little, and one that will pay dividends throughout their lives to young and old is a trip to the new World's Fair of 1933.
84 MILES
OF EXHIBITS

Three Miles of Exposition Grounds

Hall of Science
Hall of Social Science
Horticultural Building
Home and Industrial
Arts Group
Home Planning Hall
Infant Incubator
Irish Village
Island Pier
Italian Pavilion
Italian Village
Japanese Pavilion
Kohler Building
Lama Temple of Jehol
Lincoln Group
Lumber House
Machinery Demonstration Area
Masonite House
Mayan Group
Midget Village
Midway, The New
Miller High-Life Fish Bar
North Lagoon Opera and Concert Stage
North Lagoon Pavilion
Oasis Village
Old English Village
Old Heidelberg Inn
Outdoor Horticultural Gardens
Outdoor Railway
Trains
Owens-Illinois Glass Co.
Pulwamakee Airport
Planterarium Bridge
Poultry Show
Rialto Bridge
Science Bridge
Science Court
Sears-Rowebuck Building
Sinclair Dinosaurs
Sky Ride
Southern Cypress House
South Lagoon Pavilion and Musical
Promenade
Spanish Restaurant
Spanish Village
States Building
Steel House
Streets of Paris
Swiss Village
Terrazzo Promenade
Texas Company 220-
foot Thermometer
Transportation Dome
Travel and Transport
Building
Tunisian Village
United States Encampment
United States Government Building
Victor Vienna Restaurant
Wonder Bakery
Wings of a Century—
Outdoor pageant
In Exposition Grounds
or surrounding them:
The Art Institute
Adler Planetarium
Field Museum
Shedd Aquarium
Soldier Field

Beaches—sunshine—shade—continual free music and entertainment—free
comfort facilities everywhere—picnic grounds—courtesy—service—the
inland sea—sparkling lagoons—miracles of scenery and illumination—the
new and greater World's Fair of 1933.

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THE SUNHORSE-WARNER PRINTING COMPANY, 319 WEST JACKSON, CHICAGO FORM P.D.43