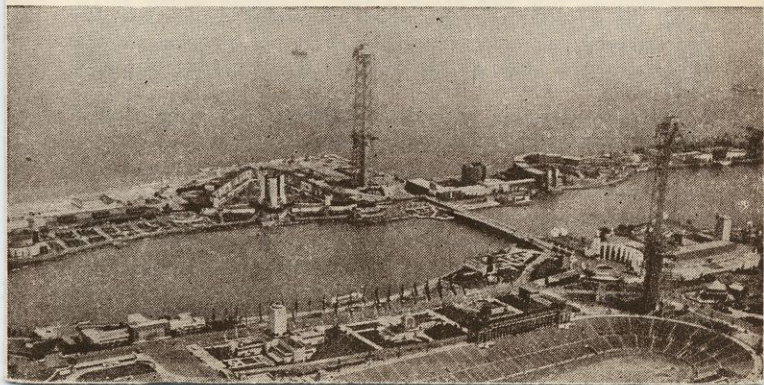




THE NEW ^{11A}
**WORLD'S
FAIR**
of 1934



A CENTURY OF
.. PROGRESS ..
INTERNATIONAL
.. EXPOSITION ..
CHICAGO
MAY 26 TO
OCTOBER 31
1 9 3 4





The NEW and THRILLING STORY of the GREATER WORLD'S FAIR of 1934

A Century of Progress International Exposition will open its gates in Chicago, May 26, with the gigantic spectacle in many respects entirely new.

New buildings, more than a dozen picturesque foreign villages, transplanted to the shore of Lake Michigan from the mysterious east and from ancient times, unique water spectacles built out over the lagoons, great additions to the scientific and industrial exhibits, a new Midway built along the island beach on the lake side, every spectacle on the Exposition grounds enlarged and improved, the World's Fair of 1934 will seem a different place to those who saw it last year.

All the scientific miracles which fascinated visitors last year are retained and enlarged. They show the amazing changes that have been made by the advance of knowledge in a hundred years.

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

The World's Fair of 1934

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 them of gigantic proportions, eighty-four miles of free exhibits, constitute the new Fair of 1934.

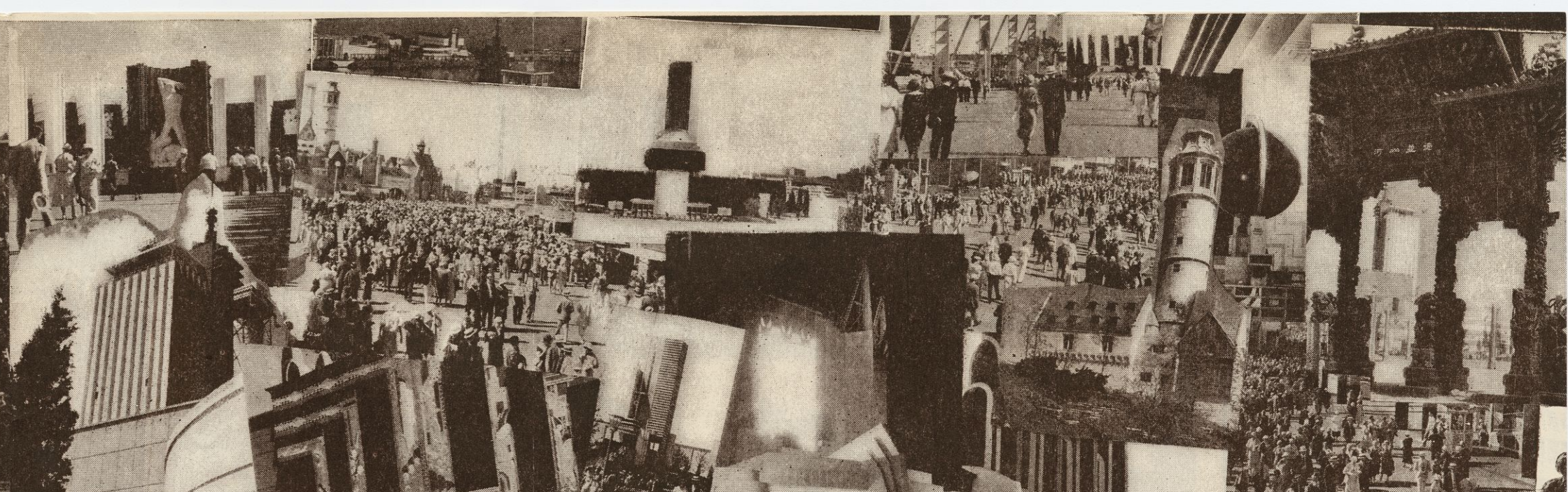
Surrounding the North Entrance to the Exposition are three great, permanent scientific institutions—the Field Museum of Natural History, the Shedd Aquarium, and the Adler Planetarium. Soldier Field seats 120,000 people and is one of the world's largest stadiums.

The situation of the Exposition grounds is unique and matchless. Swept by lake breezes, 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, contains nine acres of floor space for basic science exhibits. Their purpose is to make plain to the millions exactly how science has served the needs of man.

In the divisions of Biology, Geology, Chemistry, and Medicine, are seen laboratories at work, the organization of life developing from the simple cell to its highest organization in man himself, the transmutation of substances, the structure of the earth and of the animal and human body and the new discoveries in the science of healing. In the Physics and Mathematics sections the applications of powers are shown in the same way by moving exhibits and illustrated by apparatus in action and actual processes being carried on before your eyes.



The New Methods of Exhibits at the World's Fair

The method in the entire exhibits plan of the World's Fair is to show, as far as possible, in demonstrations in action, the operations of science and the use of science for practical purposes.

You see the original substances that are the basis of products, you see how they are produced and transformed, then you see, in the immense series of industrial exhibits, machinery and processes in action, turning these marvelous new discoveries of science into the things we use. Made while you watch are automobile tires, silk stockings, dresses, cigars, electric light tubes, tooth paste and tubes. You see electric welding, automobiles being assembled, oil being refined into its many products besides gasoline. The list is too long for more than an indication of its extent.

In the great Electrical group of giant buildings you learn the secrets of operation of the telephone, radio, cable, electric refrigerator, dishwasher, vacuum cleaner, electric cooking, and of all the facilities that are the servants of the modern home.

How we get our food, the scientific growing of farm products, the scientific uses of vegetable, fish and meat foods, the new methods of packing and distribution are shown in the Agricultural Building. With it is a great show of modern farm machinery.

Huge Transportation Exhibits

The story of transportation is dramatized in the Travel and Transport Building. Multi-motored airplanes, stream-lined trains, and motor transportation are shown with a fascinating historical exhibition of ancient methods of transport. "Wings of a Century," the absorbing pageant-spectacle of transportation, makes the story alive with the greatest collection of historic vehicles ever assembled and an army of horses and

actors. The enormous, essential service of railroad transportation to civilization is shown by a gigantic parade of huge modern locomotives, cars and trains, exhibiting the new luxuries, the new facilities, speed and safety of railway travel today. Glittering, sterilized refrigerator cars and armored express cars show the latest modern equipment for fast rail shipment.

Background of the immense portrayal of man's achievements is given by the Social Science exhibits. We see man's beginnings on this planet and on this continent from the Arctic Circle to the Tropics. In the Social Science Building the story is brought up to date with vivid illustrations and demonstrations of the adjustment of the individual and the family to life in the Industrial Age. The organizations that work for education, peace and social unity are shown in combat with the forces of greed and oppression and of crime.

U. S. Government and States

Across the shimmering lagoons stand the three great pylon towers of the United States Government Building in which the national government spreads out before us all that it is doing for us as individuals. We see the vast peace-time projects of the army engineers, the history of the navy and of the marine corps, the widespread crime-fighting organization of the Department 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 keystone of the

widespread quadrangle of the States Building for the separate exhibitions of the different states.

Enchanted Island

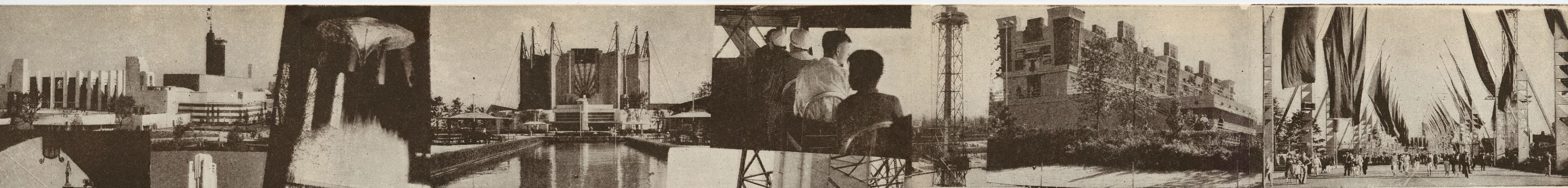
The play spot for children is Enchanted Island at the World's Fair. Here are the Magic Mountain, the Magic Maze, the miniature railroad, the pony rides, the auto rides, the Children's Theatre, the slides, the swings, the games, the picnic grounds, the hygienic restaurant for little ones and two score other attractions that will give the children at the Fair memories that will last all their lives. Clean, wholesome fun and healthful amusement make this one of the most desirable and safest 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 1934

Nowhere on earth has ever been assembled such a series of strange, picturesque villages from far foreign lands and from long-ago as the foreign villages at the World's Fair of 1934.

There are the Italian Village with its leaning tower, the Swiss Village at the foot of the Alps, the "Schwarzwaldler Dorf"—the German Black Forest Village, the Tunisian Village, the Saharan "Oasis," the Spanish Village with its ancient castles, the Old English Village where we see, among other historic shrines, the home of George Washington's ancestors, the American Colonial Village and the Irish Village with its background of Lake Killarney.



THE NEW ^{11A}
WORLD'S FAIR
of 1934

84 MILES OF EXHIBITS
Three Miles of Exposition Grounds

- Administration Building
- Agricultural Building
- Agricultural Machinery Hall
- American Colonial Village
- Aquatic Grand Stand
- Armco Ferro Enamel House
- Avenue of Flags
- Belgian Village
- Black Forest Village
- Cactus Pergola
- Chapel Car "St. Paul"
- Christian Science Monitor Building
- Chrysler Building
- Common Brick House
- Court of States
- Crane Company
- Czecho-Slovakian Pavilion
- Desable Cabin
- Edwards Rancho
- Electrical Building
- Enchanted Island
- Firestone Building
- Flying Turns
- Ford Building
- Fort Dearborn
- General Cigar Co. Building
- General Exhibits Group—Four towers, and great hall.
- General Houses, Inc.
- General Motors Building
- Goodyear Landing Field
- 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.
- Palwaukee Airport
- Planetarium Bridge
- Poultry Show
- Rialto Bridge
- Science Bridge
- Science Court
- Sears-Roebuck Building
- Sinclair Dinosaurs
- Sky Ride
- Southern Cypress House
- South Lagoon Pavilion and Musical Promenade
- Spanish Restaurant
- Spanish Village
- Stran-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

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 free 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 comfort stations 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 posted to guide the motorist. Tourist camp accommodations are abundant. Rooms for rent and hotels are in plenty with high class accommodations at every style and price. Parking space near the grounds is abundant.

Railroads, bus lines and steamships are making attractive special rates 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 reserve in advance such accommodations as you wish at the price you wish to pay, with assurance that you will find them satisfactory.

The easiest vacation to take, one that will cost but little, and one that will pay dividends throughout their lives to young and old is a trip to the new World's Fair of 1934.

Carnival of Outdoor Sports

Again this year the World's Fair will be the scene of athletic sports and recreations by land and water. The lagoons are to be the scene of swimming and diving championships in which the most famous stars will compete. Track and field sports will bring together great teams and individual stars in a series of meets throughout the Fair.

The lagoons will be a Carnival of Venice transported to America. New piers, plaisances and opera stages are built over the water. The great new spectacle will include underwater 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 choruses 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 Grant Park, is the Art Institute of Chicago.

The Century 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 1,500,000 visitors. The art exhibition this year will be both larger and more comprehensive, including a multitude of new works and of priceless loans from abroad.

The New Midway

Along Northerly Island's lake shore beach, a perpetual carnival of thrills, excitements and novelties of fantastic entertainment and amusement is the new Midway. The thump of the kettle drums, the blare of strange music, the foreign scents, the whiz of the breath-taking thrill rides, the incredible shows, the mysteries, the magic and the peculiar unforgettable tingle of the Midway are here. The tried and proved favorite shows of last year have been retained and many new ones added.

The Sky Ride

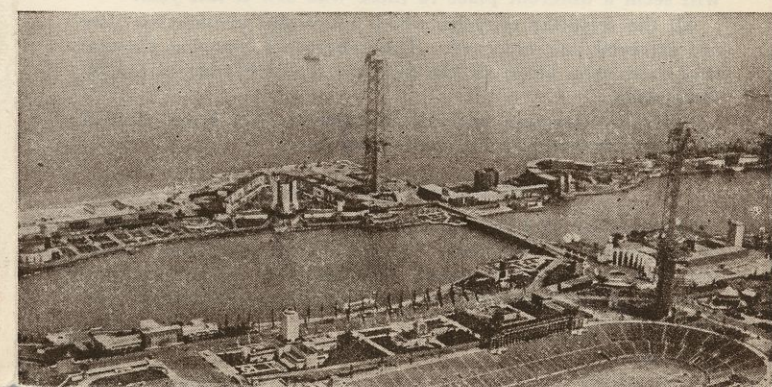
Soaring above the lagoons is the aerial cable track, 210 feet overhead, and the steel web of the towers of the Sky Ride, 628 feet high, the highest man-made structures west of the Atlantic Coast. A ride above the Fair in the boat-shaped cars, or a visit to the observation platforms at the tower tops, is a memorable experience—a view of the great Fair spread out below you in a scene that cannot be matched on earth.

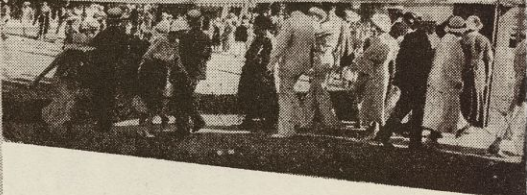
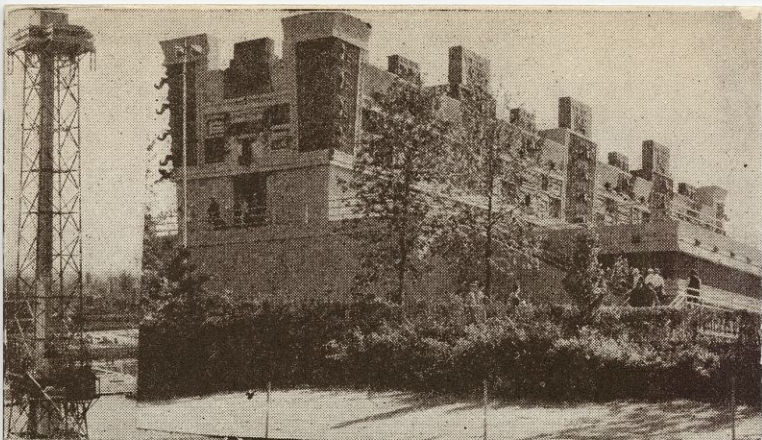
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THE GUNTHORP-WARREN PRINTING COMPANY, 210 WEST JACKSON, CHICAGO FORM P.D.43



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 Electrical Building
 Enchanted Island
 Firestone Building
 Flying Turns
 Ford Building
 Fort Dearborn
 General Cigar Co.
 General Exhibits Group—Four towers, and great hall.
 General Houses, Inc.
 General Motors Building
 Goodyear Landing
 Field

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
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 Science Court
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 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 1934.

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