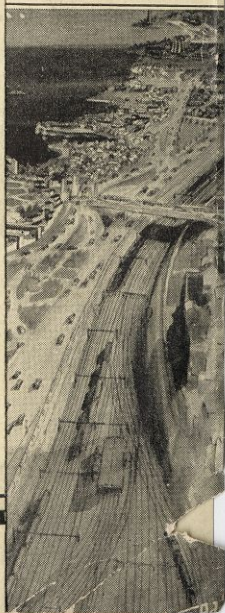




C
H
I
C
A
G
O



BEALE
WORLD'S FAIR
TOURS



VISIT THE WORLD'S FAIR

... THE WORLD'S BIGGEST SHOW

Under the Auspices of BEALE TOURS . . .

THE WORLD'S FAIR in 1934 at Chicago! Great as was A Century of Progress in 1933, the promoters of the Exposition this year have gone much further, not only by bringing "SEE AMERICA NOW" to Chicago, but likewise very much of Europe and other parts of the world.

In view of the fact that this year is America's opportunity to see some of the world at home, due to the unfavorable U. S. dollar exchange rate abroad, Beale Tours, Incorporated, again offers the same standardized, personal service as last year and at rates which do not include heavy overhead office expenses and costly advertising.

Before leaving home, our guests will not only have definite hotel accommodations but will know what hotel they are to use while in Chicago. On arrival in the city, each and every visitor is met by a personal representative from our office and of course transferred in taxicabs to the hotel and from the hotel. Groups large enough to fill a bus will be so transferred.

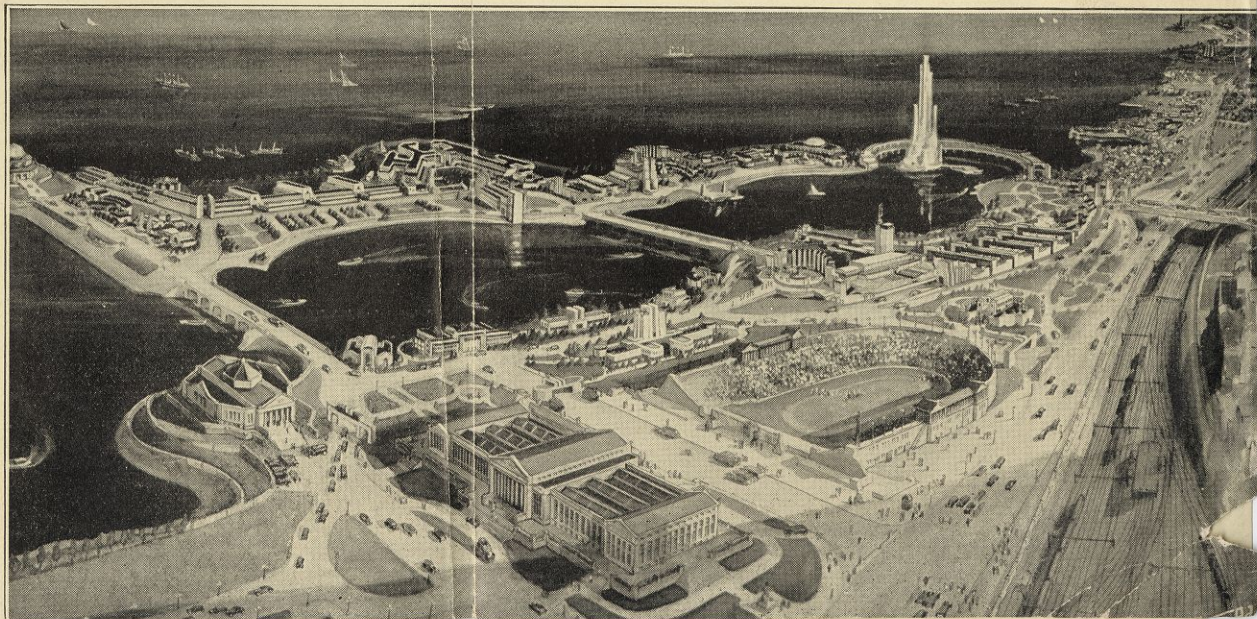
As our contract with, and obligation to our clients begins on arrival in Chicago, the matter of transportation is entirely in the hands of the visitor. As we are wholly free of any such alliance, it naturally follows that our service obtains equally for all, regardless of the methods employed in getting here. Bookings may be made direct by mailing in the attached coupon, or through any authorized railroad, steamship or travel agent.

In developing our 1934 WORLD'S FAIR programs, we have based our offerings on a travel experience covering a quarter of a century, and by reason of this we know quite well what the average person wants and should have on a visit of this kind. Owing to the fact that many who were with us last year will again return, we have omitted city sightseeing items which are optional and can be arranged through our representatives easily and far more satisfactorily on arrival.

WRITE US OR SEE AGENT FOR OUR 1934 WORLD'S FAIR FLYER



C
H
I
C
A
G
O



YOU WHO ARE COMING TO THE FAIR

Beale Tours, Incorporated, in its World's Fair promotional activity in Chicago this summer, realizes that the most satisfactory service which can be accorded is a continued co-operation with the visitor on his arrival, during his stay and up to and including his departure.

Various methods of transportation logically function in their capacity as common carriers only but are not, by virtue of their intended purpose, in position to interpret Chicago and its great Fair as is an agency which, by reason of a wider range of experience and closer personal contact, better understands WHY people travel and HOW they should be entertained.

Beale Tours, Incorporated, has wisely selected the Hotel Sherman chain of hotels as the Chicago home of its guests during the summer. This system is so favorably known for its able management, modern equipment and unexcelled service that it is an enviable recommendation to be identified with such an institution at any time. For the tours herein named, we are featuring the **AMBASSADORS**. In case of capacity bookings, like accommodations will be arranged elsewhere.

Important as are one's accommodations, there is vastly more to a visit to Chicago and its Exposition than merely supplying hotel service or furnishing admission tickets to the grounds. The average visitor has two objectives, namely, to see the city and to profitably enjoy the Fair. **Beale Tours** undertake to meet this need in a most co-operative manner.

During the spring and summer of 1935, **Beale Tours, Inc.**, will operate a Grand Tour Around the World, via the Dollar Steamship Line, and will include an optional side trip to that part of Europe seldom covered by the inexperienced traveler or agency.

YOU WHO ARE IN CHICAGO

1 9 3 4 World's Fair Programs 1 9 3 4

2 DAYS:

Including transfers to and from railway station with one suitcase and overnight bag; two days and one night at the hotel with one breakfast, basis two to a room with bath; two admissions to the Exposition with two outstanding concessions; one personally conducted trip through the grounds with guide.

RATE: Coming in groups of four (4) or more.....\$6.60 Each
Coming individually or less than four.....\$7.10 Each

3 DAYS:

Including transfers to and from railway station with one suitcase and overnight bag; three days and two nights at the hotel with two breakfasts, basis two to a room with bath; three admissions to the Exposition; "A TRIP THROUGH EUROPE at A CENTURY OF PROGRESS", including six concessions to Foreign Villages, with lecturer.

RATE: Coming in groups of four (4) or more.....\$ 9.85 Each
Coming individually or less than four.....\$10.80 Each

4 DAYS:

Including transfers to and from railway stations with one suitcase and overnight bag; four days and three nights at the hotel with three breakfasts, basis two to a room with bath; four admissions to the Exposition; "A TRIP THROUGH EUROPE at A CENTURY OF PROGRESS", including six concessions to Foreign Villages, with lecturer; one night at Chicago Theatre (any evening desired).

RATE: Coming in groups of four (4) or more.....\$13.90 Each
Coming individually or less than four.....\$15.25 Each

5 DAYS:

Including transfers to and from railway stations with one suitcase and overnight bag; five days and four nights at the hotel with four breakfasts, basis two to a room with bath; five admissions to the Exposition; "A TRIP THROUGH EUROPE at A CENTURY OF PROGRESS", including six concessions to Foreign Villages, with lecturer; one cruise on Lake Michigan; one evening dinner at the College Inn, Sherman Hotel, with five act floor show.

RATE: Coming in groups of four (4) or more.....\$18.50 Each
Coming individually or less than four.....\$19.85 Each

All Tours Include Personally Conducted Trips Through Marshall Field & Co.

BEALE TOURS, Inc.
176 West Adams Street, Chicago, Ill.

RESERVATION COUPON

Date.....
Enclosed is \$....., at \$2.50 per person, to apply on 1934 BEALE WORLD'S FAIR TOURS as follows: Tour desired, number.....day; Number in party.....; Date and hour of arrival.....; Will arrive via.....railroad, bus, or automobile; Balance sent one week before arrival. This payment guarantees tour accommodations as stated herein.

Names..... Addresses.....
.....
.....

YOU WHO ARE AT THE EXPOSITION

While a big part of America and her unique contributions to humanity in general will be at the FAIR this summer, a most attractive addition has been made in bringing Europe and other parts of the world to the Exposition. Regardless of the fallacious statement that it is inexpensive to travel abroad this year, the fact remains it is so, due to the disparity in exchange values. The truth is, it is all but prohibitive.

However, one of the great features at the Fair this summer will be a TRIP THROUGH EUROPE at A CENTURY OF PROGRESS, included in our three, four and five days tours and comprises six (6) of the best and most outstanding foreign concessions. This part of our program will be under the supervision of William M. Beale who has traveled through these countries so represented for the past quarter of a century. A lecturer of actual foreign experience will accompany each party.

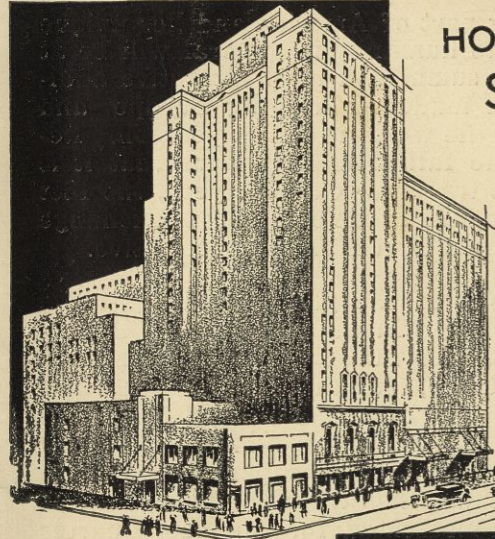
There are many new exhibitors this year over last and those of the 1933 Exposition have enlarged their displays to an astounding degree. For example, the Ford Motor Company million and a half dollar exhibit will startle the world in a coming together of this kind. Chicago is offering the greatest opportunity that history has ever known.

Our guests are urged to consult Beale Tour guides, representative at our hotel or the office for any sightseeing program, lake cruise or for any authentic information whatsoever. We are here to help the visitor from beginning to end and in this we shall not fail.

Consult us for domestic tours, Alaska and Europe. Round trip Cabin Class to Europe from \$170.00 and up. If interested in Alaska-Yellowstone, write for folders.

BEALE TOURS, Inc.
176 W. ADAMS ST.
CHICAGO
Telephone Randolph 1770

IN CHICAGO



HOTEL SHERMAN

1700 Rooms
1700 Baths

Home of the
COLLEGE
INN

RANDOLPH · CLARK
LAKE · LA SALLE

In the quiet, residential district, just a few minutes North of Chicago's Loop, are the 300 room Hotel Ambassador, and the 400 room Ambassador East — two blocks from Lake Michigan and three blocks from Lincoln Park. . . . One block from the surface lines, and two blocks from the Michigan Boulevard buses, a maximum of transportation is afforded. Access to A Century of Progress may be had via Michigan Boulevard and the outer drive.

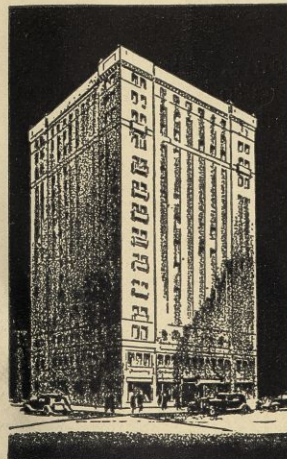
THE AMBASSADOR AND AMBASSADOR EAST



1300 NORTH
STATE PARKWAY

FORT DEARBORN HOTEL

Chicago's most popular
Moderate Priced Hotel
OPPOSITE LA SALLE STATION



These Hotels
Owned and Operated by
HOTEL SHERMAN COMPANY

ERNEST BYFIELD, Pres
ALBERT H. BYFIELD, Vice Pres
FRANK W. BERING, Vice Pres. & Genl. Mgr



BEALE WORLD'S FAIR TOURS

VISIT THE WORLD'S FAIR

. . . THE WORLD'S BIGGEST SHOW

Under the Auspices of BEALE TOURS . . .



THE WORLD'S FAIR in 1934 at Chicago! Great as was A Century of Progress in 1933, the promoters of the Exposition this year have gone much further, not only by bringing "SEE AMERICA NOW" to Chicago, but likewise very much of Europe and other parts of the world.

In view of the fact that this year is America's opportunity to see some of the world at home, due to the unfavorable U. S. dollar exchange rate abroad, Beale Tours, Incorporated, again offers the same standardized, personal service as last year and at rates which do not include heavy overhead office expenses and costly advertising.

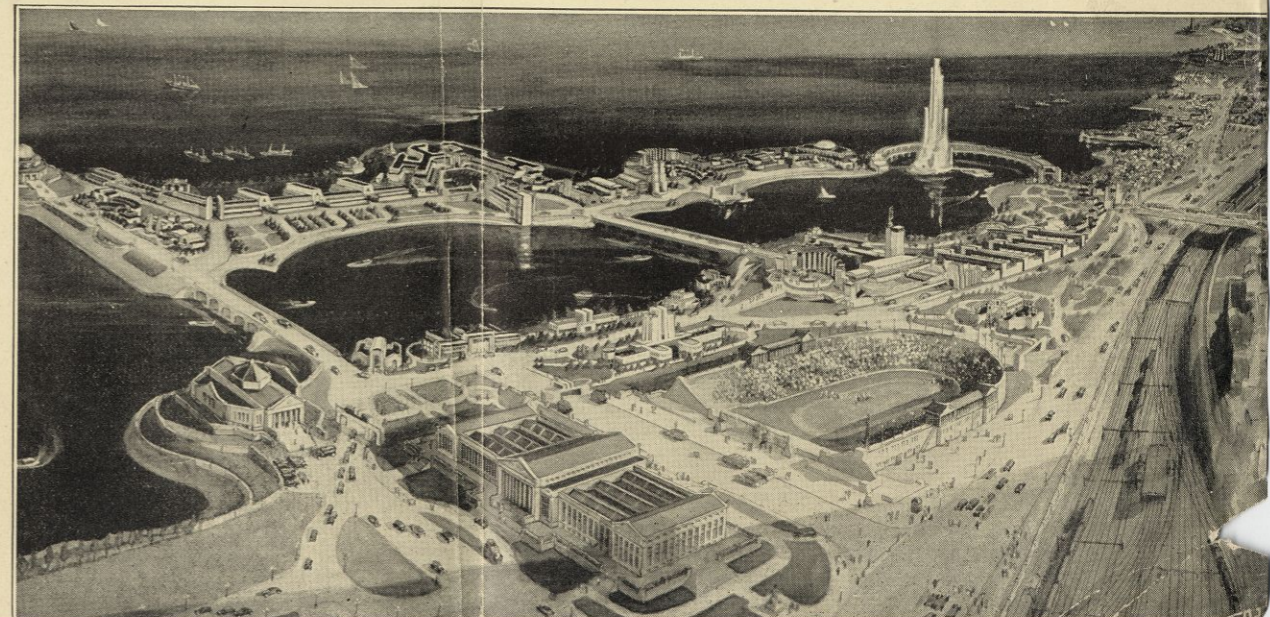
Before leaving home, our guests will not only have definite hotel accommodations but will know what hotel they are to use while in Chicago. On arrival in the city, each and every visitor is met by a personal representative from our office and of course transferred in taxicabs to the hotel and from the hotel. Groups large enough to fill a bus will be so transferred.

As our contract with, and obligation to our clients begins on arrival in Chicago, the matter of transportation is entirely in the hands of the visitor. As we are wholly free of any such alliance, it naturally follows that our service obtains equally for all, regardless of the methods employed in getting here. Bookings may be made direct by mailing in the attached coupon, or through any authorized railroad, steamship or travel agent.

In developing our 1934 WORLD'S FAIR programs, we have based our offerings on a travel experience covering a quarter of a century, and by reason of this we know quite well what the average person wants and should have on a visit of this kind. Owing to the fact that many who were with us last year will again return, we have omitted city sightseeing items which are optional and can be arranged through our representatives easily and far more satisfactorily on arrival.

WRITE US OR SEE AGENT FOR OUR 1934 WORLD'S FAIR FLYER

C
H
I
C
A
G
O



IN CHICAGO



HOTEL SHERMAN

1700 Rooms

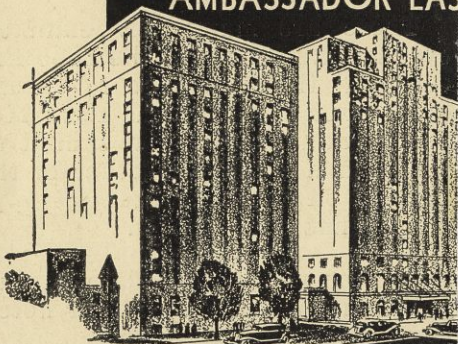
1700 Baths

Home of the
COLLEGE
INN

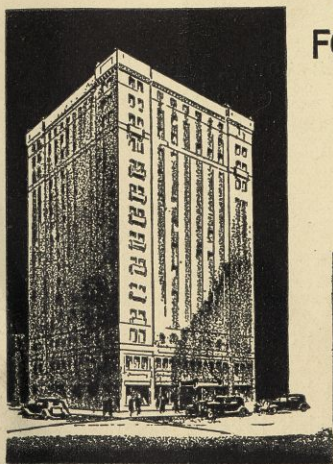
RANDOLPH · CLARK
LAKE · LA SALLE

In the quiet, residential district, just a few minutes North of Chicago's Loop, are the 300 room Hotel Ambassador, and the 400 room Ambassador East — two blocks from Lake Michigan and three blocks from Lincoln Park. . . . One block from the surface lines, and two blocks from the Michigan Boulevard busses, a maximum of transportation is afforded. Access to A Century of Progress may be had via Michigan Boulevard and the outer drive.

THE AMBASSADOR AND AMBASSADOR EAST



1300 NORTH
STATE PARKWAY



FORT DEARBORN HOTEL

Chicago's most popular
Moderate Priced Hotel

OPPOSITE LA SALLE STATION

These Hotels
Owned and Operated by
HOTEL SHERMAN COMPANY

ERNEST BYFIELD, *Pres*

ALBERT H. BYFIELD, *Vice Pres*

FRANK W. BERING, *Vice Pres. & Genl. Mgr*