Another LA SALLE WEEK
in Chicago and at A Century of Progress
for Members and Friends of
LaSalle Extension University
6 Glorious Days in CHICAGO and at the GREATER WORLD'S FAIR

It was all so successful last summer that we had to do it again this year! So, co-operating with the Travel Exchange, Inc., of Chicago, as we did before, we have arranged to offer all LaSalle members and their friends another splendid week of gala enjoyment—six full days of sightseeing and entertainment, from July 16 to 21, inclusive.

And as before, we're putting our guests up at the famous Medinah Athletic Club for rooms and meals—we've planned tours around the World's Third Largest City (we call it Chicago) and through A Century of Progress Exposition grounds—trips to landmarks of beauty and interest—shopping tours—a moonlight steamer cruise on Lake Michigan—three complete days at the Exposition itself and surrounding attractions—an extra day to spend in diversions and jauntings of your own ... in short, a program of which we assume all the details and you enjoy all the delights!

And just think what a carefree week that insures you! No reservations to (try to) make at overcrowded hotels—no weary waiting to get into crowded restaurants—no extra expenses you hadn't figured on—none of those things that always spoil the pleasure you're after! Trained guides look after every-thing for you; and if there were no World's Fair at all, you would still find Chicago's towering skyscrapers, glorious parks and imposing stores, its fascinating museums, universities, churches, clubs, theaters, and drives, in themselves providing a world of interest and activity every minute.

We are only too happy to bring our LaSalle members and friends together again at this still-finer-than-ever Exposition, and wait eagerly to welcome you at your University. We will not only see you on the opening day, but cooperate all week with your official host, the Travel Exchange, to make this LaSalle Week the most memorable and enjoyable experience you have ever known!

This wonderful week, sponsored by LaSalle Extension University, will again be under the direction of the Travel Exchange, Inc., of Chicago. This Bureau will assume all responsibility and manage all details.

Owing to the limitations imposed by several of the institutions involved in the six-day program, the Travel Exchange can accept reservations only from Caucasians.
Again
LA SALLE
offers...

What LA SALLE Has Arranged for You

JULY 16 to 21, 1934

WEDNESDAY

Breakfast at the Club.
Your choice of two alternatives for the day:
(1) Spend the day at A Century of Progress, with a visit to the
Mary Katherine Doll; Lunch at the Casino de Alex.
and a trip to Liberty Island, followed by a signaling at the Fair.
(2) A morning visit to the Chicago Stock Exchange; A trip through
Marshall Field & Company, the most patronized department
store in the world; Luncheon in the famous Westin Court
Room in the hotel. Afternoon, a trip through the Chicago Art
Institute.
Dinner and dancing at "Chas. Pears," Chicago's most famous
night club.

THURSDAY

Breakfast at the Club.
9:30 A.M. Leave the Club by motor coach. A guided tour through
the Field Museum of Natural History (the largest marble building
in the world) and the Shedd Aquarium. Remainder of the forenoon
at the Fair.
1:00 P.M. Luncheon at the Victor Vienna Restaurant.
Afternoon at the Fair with trip to the Old English Village.
In the late afternoon visit the Italian Village.
7:00 P.M. Dinner in Ernie Young's restaurant in the Italian Village
with music and an elaborate floor show.
Evening at A Century of Progress, with transportation provided
back to the Club.

FRIDAY

Breakfast at the Club.
9:30 A.M. Leave once more for A Century of Progress by Grey Line
motor coach.
Tunnie's ("The Land of the Bedouins") and the Streets of Shanghai.
1:00 P.M. Luncheon at picturesque Old Heidelberg, probably
the best known of World's Fair restaurants.
Late afternoon return to the Club.
7:00 P.M. La Salle Extension University banquet in the Grand Ball
Room of the Club, followed by dancing, and
A Midnight Splash party in the beautiful natatorium of the Club.

SATURDAY

Breakfast at the Club.
Both forenoon and afternoon free for shopping, for other individual
diversions, and for preparations for leaving.
Luncheon will be furnished at the Club, or, if you prefer it, still another
admission to A Century of Progress, with admission also to Old
Port Dearborn or the Luna Temple.
Rooms must be vacated by six o'clock in the evening, unless individual
arrangements are made to remain additional nights at the Club.

Here's What You Get for $49.50
1. Half of one double room with private bath at Medinah
Athletic Club, from Monday morning until Saturday afternoon.
2. All meals from Monday night until Saturday afternoon. When
not specified otherwise in the itinerary, meals will be at the
Club.
3. All sightseeing and other features described in the itinerary,
including admission fees, transportation, guides, lectures, etc.,
whenever necessary.
4. Services of tour managers throughout the week.
5. All necessary tips, i.e., those normally expected in connection
with the services provided.

You will take care of your own transportation to and from Chicago and of purely
personal items such as laundry, theaters, special meals or beverages, etc.

How You Arrange for the Week

The number that we can accommodate at the Medinah Athletic Club is, of course,
limited. We therefore suggest you decide on your trip, the earlier the better. Advise
us accordingly, and reserve your advance reservation deposit of $15.00 per person.
The balance of $44.50 you pay on the morning of Monday, July 16, as you register
at the Travel Exchange service desk in the Medinah Athletic Club lobby. If you find,
later, that it won't be possible to make the trip, your $15.00 will be refunded
—if you ask for it before July 9.

Wives or husbands of La Salle members are cordially invited on the same basis as
members—and up to the limit of our accommodations we shall also grant the
same privileges to your friends. Be sure to send the initial deposit with each name
and reservation. Advance notice of any change in plans will be sent you promptly.
Mail your $15.00 deposit to Elm G. Morton, La Salle Extension University, 4151 S.
Michigan Avenue, Chicago, and tell us it is for your La Salle Week reservation.
What Members Say Who Came Last Year...

"The daily schedule was so excellently planned that every day was filled with joy and definitely beyond my expectations...Hotel accommodations...were the best and meals were always the best..." "Out of the hundred miles of my life. The most complete and well-dressed programs imaginable with just enough variety. I am deeply grateful for the personal attention and concern that I was given. I, after a long day, felt completely refreshed. I will certainly be with you again this summer." "The feast we have ever spent. Experiencing programs as interestingly planned and so capably handled that we all felt it was perfect." "Never have I spent six days in such a wonderful location. Cannot go back again this year." "I am still wondering how you managed to give us so much for so small a price. You money's worth of good food and fine facilities." "Discovering Weyer's Fine wine with a great number of people I found that they had been the best and also the most complete." "The Lalique Week in 1932 was better than I expected. Don't be surprised if you see me again this year." "Why and beyond anything we had anticipated. Everything advertised was furnished, and many extras that we would not attempt to list them." "I had such a glorious time that I am coming again this year." "The people were just as wonderful as the old friends...Enthusiastic and thrilling things we did!" "Most enjoyable vacation I ever spent. I am coming again..." "It is taken in Detroit, I returned with an unforgettable memory of unforgettable friends...friends throughout the whole United States." Monday

Arrests at the Midtown Athletic Club and get settled in your room. Visit the Observation Gallery on the 40th floor. Get your observation point for the city of Chicago from a bird's eye view. Have a visit to the Chicago Art Institute and the famous 360 degree view from the Art Institute. For lunch, visit the famous Parisian Restaurant. Afternoon at the Fair to the trip to the old English Village. In the late afternoon visit the Italian Village. 7:00 P.M. Dinner at the famous Young restaurant in the Italian Village with music and an elegant dinner show. Evening at a Century of Progress, with transportation provided back to the Club. Tuesday

Breakfast at the Club. 9:00 A.M. Louper the Club by motor coach. A guided tour through the Fair buildings of the Century of Progress shows all the marvels held in this greatest outdoor display of human ingenuity. 10:00 A.M. Arrival at the famous Louisville University, where a stop at a stop is made. Return to the hotel at 1:00 P.M. 3:00 P.M. Dinner at the Club. 5:30 P.M. "Three-hour sightseeing trip to Lake Michigan on the lake. Cruise through the picturesque harbors and beaches. Entrance ticket will be included in the cost of the trip. "Tuesday

What LaSALLE Has Arranged for You

July 16 to 21, 1934

WEDNESDAY

Breakfast at the Club. School year's two alternatives for the day:
1. Spend the day at a Century of Progress, with a visit to the famous Louisville University, and lunch at the famous Midtown Athletic Club. 2. A trip through Mitchell Field & Company, the most majestic department store in the world. Lunching in the famous Eastwood Rooms of the store. Afternoon, a trip through the Chicago Art Institute. Dinner and dancing at "Chez Paree," Chicago's most famous night club.

THURSDAY

Breakfast at the Club. 9:00 A.M. Louper the Club by motor coach. A guided tour through the Fair buildings of the Century of Progress shows all the marvels held in this greatest outdoor display of human ingenuity. 10:00 A.M. Arrival at the famous Louisville University, where a stop at a stop is made. Return to the hotel at 1:00 P.M. 3:00 P.M. Dinner at the Club. 5:30 P.M. "Three-hour sightseeing trip to Lake Michigan on the lake. Cruise through the picturesque harbors and beaches. Entrance ticket will be included in the cost of the trip. "

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SATURDAY

Breakfast at the Club. Both sessions and afternoons free for shopping, for other individual interest, and for preparations for leaving. Lunch will be furnished at the Club. Or if you prefer in good weather will have another Saturday at the Century of Progress with admission also to Old Port Department of the North Tower. Rooms must be vacated by six o'clock in the evening, unless individual arrangements are made. All reservations will be made in the Club. How You Arrange for the Week

Here's What You Get for $49.50

1. Hall of one double room with private bath at Midtown Athletic Club, from Monday morning to Saturday afternoon. 2. All meals from Monday noon until Saturday afternoon. When not specified otherwise in the itinerary, meals will be at the Club. 3. All sightseeing and other features described in the itinerary, including admission fees, transportation, guides, lectures, etc., whenever necessary. 4. Services of tour managers throughout the week. 5. All necessary tips —i.e., those normally expected in connection with the services provided. You will take care of your own transportation to and from Chicago and of personal items such as laundry, telephone, special meals or beverages, etc.
Glorious Days in CHICAGO and at the GREATER WORLD'S FAIR

It was all so successful last summer that we had to do it again this year! So, re-arranging with the Travel Exchange, Inc. of Chicago, as we did before, we have arranged to offer all LaSalle members and their friends another splendid week of gala enjoyment—six full days of sightseeing and entertainment, from July 18 to 23, inclusive.

And as before, we're putting our guests up at the famous Meadow Athletic Club for rooms and meals—we've planned tours around the World's Third Largest City (we call it Chicago) and through A Century of Progress Exhibition grounds—trips to landmarks of beauty and interest—shopping tours—a moonlight steamer cruise on Lake Michigan—three complete days at the Exposition itself and surrounding attractions—an extra day to spend in diversions and jauntings of your own . . . . in short, a program of which we assume all the details and you enjoy all the delights!

And just think what a carefree week that insures you! No reservations to (try to) make at overcrowded hotels—no wary waiting to get into packed restaurants—no extra expenses you hadn't figured on—none of these things that always spoil the pleasure you're after! Trained guides look after everything for you; and if there were no World's Fair at all, you would still find Chicago's towering skyscrapers, glorious parks and imposing stores, its fascinating museums, universities, churches, clubs, theaters, and drives, in themselves providing a world of interest and activity every minute.

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LA SALLE EXTENSION UNIVERSITY • CHICAGO

Thousands of Things to See and Do!

But lack of space and inadequacy of language to do this subject justice suggest that you can only do a satisfactory job of describing our plans and arrangements by actually participating in it. It will prove to be one of the most exciting and agreeable as well as one of the most illuminating and instructive educational experiences which normal one rarely sees, may never see, may never realize. And this last consideration becomes so possible and real that waiting but three days more keeps you at one glance! And only three days of July 18 to 23 will fill all these 66 days of July 18 to 23 with all these.
Thousands of Things to See and Do!

But lack of space and inadequacy of language to do this subject justice suggest that you can only truly appreciate this splendid “LaSalle Week” event by actually participating in it. It will prove to be one of the few occasions of your whole lifetime which warrant any sacrifice, any rearrangement of plans, necessary to make the expectation a reality! And thanks to LaSalle, the financial consideration becomes so possible and simple that nothing but illness need keep you or any of your friends from guesting with LaSalle during these six days of July 16 to 21 next!

ABOVE—Something you’ll recall to your last day of life is the “Wings of a Century” pageant of transportation, staged more effectively this year than ever! How your great-great-grandfather probably traveled is glimpsed in the camera shot here.

LEFT—Quaint old-world villages, with their appeal of curious costume, romantic architecture, and unruffled serenity, offer many a restful moment for body and spirit amid the Exposition bustle all roundabout.