What It Will Cost YOU to See

Chicago's New 1934 World's Fair

Opens May 26
**LAST YEAR'S AVERAGE FAIR VISITOR SPENT ONLY $1.17**

- after buying an admission ticket. This included food, entertainment and transportation

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**What Will It Cost You?**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admission to Fair</td>
<td>50c</td>
</tr>
<tr>
<td>Children</td>
<td>25c</td>
</tr>
</tbody>
</table>

(Children admitted to Grounds and all concessions for 5c on Children's Days)

All important exhibit buildings—Hall of Science, Travel and Transport, General Exhibits, Electrical, Motor Exhibits, Foreign Country Exhibits and almost 100 others. Admission FREE.

50 sideshows in Fair Grounds - 5c to 25c

**SCIENCE YOU WILL UNDERSTAND**

**WORLD FAMOUS BEACHES**

**BOARD WALKS ON THE SHORES OF LAKE MICHIGAN**

**WATER CARNIVALS**

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**You Can Enjoy Chicago, Too!**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day's ride across Lake Michigan</td>
<td>$1.00</td>
</tr>
<tr>
<td>Sightseeing trip around Chicago</td>
<td>$1.50-2.50</td>
</tr>
<tr>
<td>Theatre (5c to $2.50)</td>
<td></td>
</tr>
<tr>
<td>Movies (15c to 75c)</td>
<td></td>
</tr>
<tr>
<td>Baseball (Cubs or White Sox) 50c</td>
<td>$1.00, $1.50</td>
</tr>
<tr>
<td>Golf (175 sporty courses)</td>
<td></td>
</tr>
<tr>
<td>Clubs' daily fees range from 50c</td>
<td>$1.00-2.50 each week</td>
</tr>
<tr>
<td>round trip</td>
<td></td>
</tr>
<tr>
<td>Streetcar, elevated and bus lines, all over Chicago</td>
<td>7c to 10c</td>
</tr>
<tr>
<td>Taxi fare—10c each 2/3 mile and 5c each 1/3 mile (no charge for extra passengers)</td>
<td></td>
</tr>
</tbody>
</table>

Hotel and dining room rates elsewhere in this folder.

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**AVENUE OF FLAGS**

KAUFMANN/FABRY PHOTOS

It's a New Fair with all the best features of the old—

**THIS** is not the same World's Fair that 22,500,000 persons saw last year. This is a NEW exposition, one that will offer more entertainment, enjoyment and education than you ever dreamed of at a lower cost than you would think possible. Yet, all the important basic exhibits are back enlarged and improved.

**YOU** won't recognize the place this year. New colors. New lighting, more spectacular than ever. New buildings, scores of them. New exhibits, new free features, many more than last year.

**JUST** think—a whole street of foreign villages, patterned after the Belgian Village that was the talk of the world in 1933. Make your own world tour in a day. See Morocco, Italy, France. Ice skate in a German Black Forest Village (even if it's summer in Chicago). Watch them make cheese in Switzerland and beer in Bavaria. Thrill to the click of Spanish castanets and the clatter of Dutch wooden shoes. Chat with Samuel Johnson in the Cheshire Cheese Inn of Old England and eavesdrop on John Alden and his Priscilla in Colonial America.

**THERE** will be much more for you to wonder at. A new $1,500,000 motor exhibit covering eleven acres with intriguing displays and restful gardens. New lagoon theatres offering the best of music, opera and other entertainment FREE. Special events and celebrations—new spectacles every day.

**YOU** can take streetcar, bus, boat, interurban or automobile to various gates. You can walk from the heart of Chicago to the Fair in twenty minutes or ride in five or six. Buses will take you anywhere in the Fair Grounds for ten cents. Parking space for your car within walking distance.

**BEST** of all, so much of the new Fair is FREE. Eighty-four miles of free exhibits. Free shows and concerts. Free sporting events. Free parks and picnic grounds. FREE rest rooms everywhere this year.

**IT'S A NEW DEAL IN EXPOSITIONS.**

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**CHICAGO IS AN EXPOSITION IN ITSELF.** In the World's Fair you will behold the greatest mass spectacle of all time with a background hailed as one of the wonder cities of modern civilization. Where a frontier blockhouse braved imposing Lake Michigan a short hundred years ago, you will find a towering wall of skyscrapers bordering the famous Loop. The doors will be wide open to you at the Adler Planetarium—the greatest demonstration of the workings of the universe on the Western hemisphere—at the Field Museum of Natural History, the Chicago Historical Society, the ever interesting Shedd Aquarium, the internationally known Stock Yards, the Rosenwald Industrial Museum, the Board of Trade, the Chicago Stock Exchange, the Great Lakes Naval Training Station, Fort Sheridan, and at Northwestern, Chicago and Loyola Universities.

And, while you are about it, see for yourself why in the great stores that line State Street and in its thoroughly complete wholesale establishments, Chicago is hailed as the mercantile center of the nation, equipped to offer you the best in market facilities. All in all, you will find Chicago a city that likes strangers and knows how to welcome them.
For New Thrills, Rest and Sightseeing

Take a Trip of Delight

on the ever friendly waters of

LAKE MICHIGAN

Glorious Happy Hours Afloat

The Million Dollar Pleasure Steamship "Roosevelt"

To St. Joseph-Benton Harbor Daily - 10 A.M.

60 MILES RIDE ACROSS THE LAKE

2 hours for swimming, sightseeing in Michigan’s

Beautiful Resort Cities

RETURN 4 P.M.

Almost every visitor takes this famous trip

Round Trip $1.00

Every Evening — Sightseeing Cruise

Viewing Chicago’s brilliant skyline and panorama of

several miles

Illuminated World's Fair grounds

A BEAUTIFUL SPECTACLE TO BEHOLD

LEAVE 9:15 P.M. BACK 11:45 P.M.

" Feast Your Eyes — Rest Your Feet"

Round Trip $1.00

Trips By Other Ships

ALONG SHORE TRIPS — JACKSON AND OTHER PARKS

CRUISES FOR A FEW HOURS TO SEVERAL DAYS

BOATS—FROM AND TO WORLD’S FAIR

Write A. K. Greenebaum

Passenger Traffic Manager

CHICAGO ROOSEVELT STEAMSHIP LINES

DOCKS — MICHIGAN AVENUE BRIDGE

ADJACENT TO 333 N. MICHIGAN AVENUE

Telephone Franklin 5851
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