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# WORLD'S FAIR

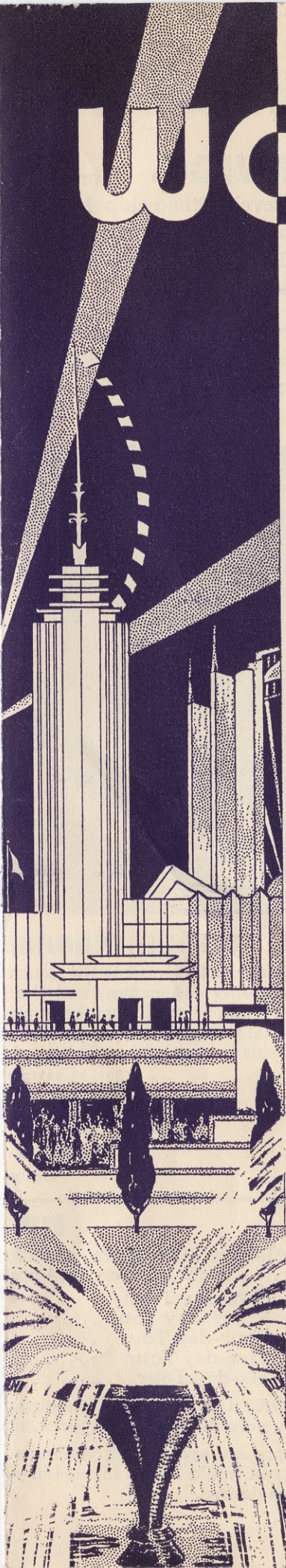


*All Expense Tours*  
**In Chicago**

*For*

EXCURSION PARTIES  
SPECIAL GROUPS  
PARTY ORGANIZERS

AMERICAN EXPRESS COMPANY



# ALL-EXPENSE TOURS IN CHICAGO-FOR EXCURSION PARTIES-SPECIAL GROUPS-PARTY ORGANIZERS

## SPECIMEN TWO-DAY TOUR

Including the following items:

### FIRST DAY:

1. American Express courier attending to all details of service.
2. Transfer of passenger and hand baggage from station to hotel.
3. Services of American Express courier in rooming party at hotel and distribution of hand baggage.
4. Wonder Tour of World's Fair in unique observation coaches with guide-lecturer.
5. Souvenir ticket to World's Fair, including admission to outstanding concession.
6. Dinner at choice of popular restaurants at World's Fair.
7. Transfer from World's Fair to hotel.
8. Lodging with private bath at hotel.

### SECOND DAY:

9. Breakfast at hotel.
10. Gray Line Grand Sight-seeing Tour of Chicago, including the "Loop," north and south side of city, terminating at World's Fair.
11. Admission ticket to World's Fair.
12. Transfer from World's Fair to hotel.
13. Dinner at hotel.
14. Services of American Express courier to attend to details of departure.
15. Transfer of passenger and hand baggage from hotel to station.

## SPECIMEN THREE-DAY TOUR

Including the following items:

### FIRST DAY:

1. American Express courier attending to all details of service.
2. Transfer of passenger and hand baggage from station to hotel.
3. Services of American Express courier in rooming party at hotel and distribution of hand baggage.
4. Wonder Tour of World's Fair in unique observation coaches with guide-lecturer.
5. Souvenir ticket to World's Fair, including admission to outstanding concession.
6. Dinner at choice of popular restaurants at World's Fair.
7. Transfer from World's Fair to hotel.
8. Lodging with private bath at hotel.

### SECOND DAY:

9. Breakfast at hotel.
10. Gray Line Grand Sight-seeing Tour of Chicago, including the "Loop," north and south side of city, terminating at World's Fair.
11. Admission ticket to World's Fair.
12. Dinner at choice of popular restaurants at World's Fair.
13. Transfer from World's Fair to Roosevelt Line pier.
14. Twilight Lake Cruise viewing beautiful illumination of World's Fair and Chicago's sky line.
15. Transfer from Roosevelt Line pier to hotel.
16. Lodging with private bath at hotel.

### THIRD DAY:

17. Breakfast at hotel.
18. Transfer from hotel to World's Fair.
19. Admission ticket to World's Fair.
20. Transfer from World's Fair to hotel.
21. Dinner at hotel.
22. Services of American Express courier to attend to details of departure.
23. Transfer of passenger and hand baggage from hotel to station.

## A REMARKABLE SERVICE.

Through special arrangements with Chicago Hotels, the Gray Line Sight-seeing Company, Transfer Companies, the Roosevelt Steamship Line and Restaurants within the World's Fair, the American Express is in a position to offer, at very low rates, a most attractive service for visitors to the Exposition, especially designed for—EXCURSION PARTIES—SPECIAL GROUPS—PARTY ORGANIZERS. This service, because it is so economical, so complete, and so convenient for selling agents as well as purchasers, should greatly stimulate travel to the Exposition in 1934.

All-Expense Tours *in Chicago* can be arranged for any duration. We offer as a suggestion specimen itineraries of two, three, four, five and six-day tours . . . these were the most popular in 1933. These tours are merely typical of what can be arranged. Tours of modified character can be arranged for *lower rates* per person, to meet the desires of any special party.

## SPECIMEN FOUR-DAY TOUR

Including the following items:

### FIRST DAY:

1. American Express courier attending to all details of service.
2. Transfer of passenger and hand baggage from station to hotel.
3. Services of American Express courier in rooming party at hotel and distribution of hand baggage.
4. Wonder Tour of World's Fair in unique observation coaches with guide-lecturer.
5. Souvenir ticket to World's Fair, including admission to outstanding concession.
6. Dinner at choice of popular restaurants at World's Fair.
7. Transfer from World's Fair to hotel.
8. Lodging with private bath at hotel.

### SECOND DAY:

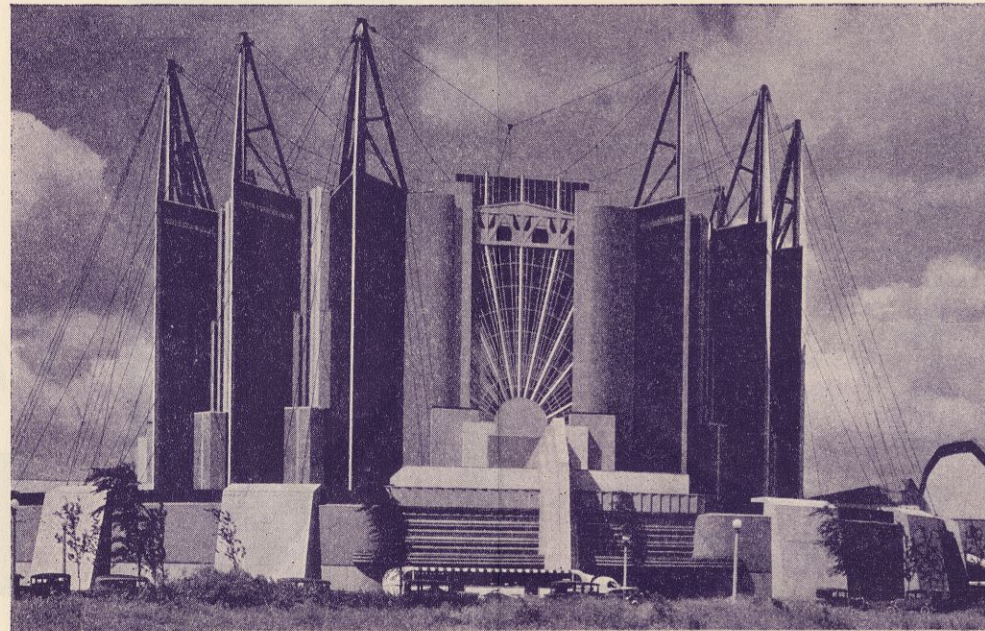
9. Breakfast at hotel.
10. Gray Line Grand Sight-seeing Tour of Chicago, including the "Loop," north and south side of city, terminating at World's Fair.
11. Admission ticket to World's Fair.
12. Dinner at choice of popular restaurants at World's Fair.
13. Transfer from World's Fair to Roosevelt Line pier.
14. Twilight Lake Cruise viewing beautiful illumination of World's Fair and Chicago's sky line.
15. Transfer from Roosevelt Line pier to hotel.
16. Lodging with private bath at hotel.

### THIRD DAY:

17. Breakfast at hotel.
18. Transfer from hotel to World's Fair.
19. Admission ticket to World's Fair.
20. Transfer from World's Fair to hotel.
21. Dinner at hotel.
22. Gray Line Night Life Tour of Chicago, including Chinatown, Ghetto, etc.
23. Lodging with private bath at hotel.

### FOURTH DAY:

24. Breakfast at hotel.
25. Transfer from hotel to World's Fair.
26. Admission ticket to World's Fair.
27. Transfer from World's Fair to hotel.
28. Dinner at hotel.
29. Services of American Express courier to attend to details of departure.
30. Transfer of passenger and hand baggage from hotel to station.



## YOUR INQUIRIES ARE INVITED

This leaflet merely presents the general plan of the service offered. The Tours outlined are only suggestions, and the rates are based on the services as listed. In other words, our service can be made to conform with the special requirements of any special group or party organizer. Tell us what Chicago services you would like to include in your tour. Please address your inquiries to

B. E. WHITE, Manager  
Domestic Travel—Central Division  
AMERICAN EXPRESS COMPANY  
58 E. Washington Street  
Chicago, Ill.

## RATES

The "All-Expense" rate per person for members of group movements, including all the services in the tours outlined here, is as follows:

Two-day Tour . . . . .	\$ 8.00
Three-day Tour . . . . .	12.35
Four-day Tour . . . . .	16.90
Five-day Tour . . . . .	20.75
Six-day Tour . . . . .	24.95

**IMPORTANT:** Tours of modified character can be arranged for lower rates per person, according to the requirements of any special party or group.

Let us prepare and furnish you with a special itinerary based on the "Chicago Services" you would like to include in your tour . . . Prices vary in accordance with the services desired.

## SPECIMEN SIX-DAY TOUR

Including the following items:

### FIRST DAY:

1. American Express courier attending to all details of service.
2. Transfer of passenger and hand baggage from station to hotel.
3. Services of American Express courier in rooming party at hotel and distribution of hand baggage.
4. Wonder Tour of World's Fair in unique observation coaches with guide-lecturer.
5. Souvenir ticket to World's Fair, including admission to outstanding concession.
6. Dinner at choice of popular restaurants at World's Fair.
7. Transfer from World's Fair to hotel.
8. Lodging with private bath at hotel.

### SECOND DAY:

9. Breakfast at hotel.
10. Gray Line Grand Sight-seeing Tour of Chicago, including the "Loop," north and south side of city, terminating at World's Fair.
11. Admission ticket to World's Fair.
12. Dinner at choice of popular restaurants at World's Fair.
13. Transfer from World's Fair to Roosevelt Line pier.
14. Twilight Lake Cruise viewing beautiful illumination of World's Fair and Chicago's sky line.
15. Transfer from Roosevelt Line pier to hotel.
16. Lodging with private bath at hotel.

### THIRD DAY:

17. Breakfast at hotel.
18. Transfer from hotel to World's Fair.
19. Admission ticket to World's Fair.
20. Transfer from World's Fair to hotel.
21. Dinner at hotel.
22. Gray Line Night Life Tour of Chicago including Chinatown, Ghetto, etc.
23. Lodging with private bath at hotel.

### FOURTH DAY:

24. Breakfast at hotel.
25. Transfer from hotel to Roosevelt Line pier.
26. All-day 120-mile Cruise on Lake Michigan, visiting St. Joseph, Mich., a delightful resort on the eastern shore.
27. Dinner on steamer.
28. Transfer from Roosevelt Line pier to hotel.
29. Lodging with private bath at hotel.

### FIFTH DAY:

30. Breakfast at hotel.
31. Tour of Marshall Field's (World's Greatest Department Store).
32. Reserved seat at Major League baseball game.
33. Dinner at famous Terrace Garden or College Inn.
34. Lodging with private bath at hotel.

### SIXTH DAY:

35. Breakfast at hotel.  
(Day free for Independent action)
36. Dinner at hotel.
37. Services of American Express courier to attend to details of departure.
38. Transfer of passenger and hand baggage from hotel to station.

## SPECIMEN FIVE-DAY TOUR

Including the following items:

### FIRST DAY:

1. American Express courier attending to all details of service.
2. Transfer of passenger and hand baggage from station to hotel.
3. Services of American Express courier in rooming party at hotel and distribution of hand baggage.
4. Wonder Tour of World's Fair in unique observation coaches with guide-lecturer.
5. Souvenir ticket to World's Fair, including admission to outstanding concession.
6. Dinner, choice of World's Fair restaurants.
7. Transfer from World's Fair to hotel.
8. Lodging with private bath at hotel.

### SECOND DAY:

9. Breakfast at hotel.
10. Gray Line Grand Sight-seeing Tour of Chicago, including the "Loop," north and south side, terminating at World's Fair.
11. Admission ticket to World's Fair.
12. Dinner, choice of World's Fair restaurants.
13. Transfer from World's Fair to Roosevelt Line pier.
14. Twilight Lake Cruise viewing beautiful illumination of World's Fair and Chicago's sky line.
15. Transfer from Roosevelt Line pier to hotel.
16. Lodging with private bath at hotel.

### THIRD DAY:

17. Breakfast at hotel.
18. Transfer from hotel to World's Fair.
19. Admission ticket to World's Fair.
20. Transfer from World's Fair to hotel.
21. Dinner at hotel.
22. Gray Line Night Life Tour of Chicago including Chinatown, Ghetto, etc.
23. Lodging with private bath at hotel.

### FOURTH DAY:

24. Breakfast at hotel.
25. Transfer from hotel to Roosevelt Line pier.
26. All-day 120-mile Cruise on Lake Michigan, visiting delightful St. Joseph, Mich.
27. Dinner on steamer.
28. Transfer from Roosevelt Line pier to hotel.
29. Lodging with private bath at hotel.

### FIFTH DAY:

30. Breakfast at hotel.
31. Transfer from hotel to World's Fair.
32. Admission ticket to World's Fair.
33. Transfer from World's Fair to hotel.
34. Services of American Express courier to attend to details of departure.
35. Transfer of passenger and hand baggage from hotel to station.

# Reasons Why You Should Use American Express Service

## A RESPONSIBLE CONCERN

The American Express Company is known throughout the world as a responsible concern rendering dependable service.

## UNEQUALED EXPERIENCE

During the 1933 World's Fair the American Express Company served 100,000 persons and operated tours for all principal railroads and some 500 organizers . . . more by far than all other Chicago agencies combined. The benefit of this experience goes to those organizers who take advantage of our service in 1934.

## MAINTAIN YOUR IDENTITY

Your tour, if serviced by the American Express Company in Chicago, remains your tour in name and fact. You or your representative may manage the tour and contact your clients from start to finish. It remains, in your clients' minds, your tour throughout.

## UNIFORMED REPRESENTATIVES ASSIST

Our uniformed representatives meet your party upon arrival in Chicago, to relieve you of all station detail. They attend to luggage and escort the party to the hotel.

## SERVICE BUREAU IN ALL TERMINALS

An American Express bureau, staffed by specially trained uniformed representatives, is maintained at each Chicago railroad terminal to supplement our service to organizers and expedite the securing of tickets, information, etc., thus saving your passengers much precious time. These bureaus are open during all train arrival hours, and are of special benefit to organizers unable to accompany their group.

## GUARANTEED HOTEL ACCOMMODATIONS

Our long-established working arrangements with all Chicago hotels permits us to offer a varied choice of accommodations at the most attractive prices. We guarantee your hotel accommodations, thus insuring your clients against disappointment.

## REPRESENTATIVES IN HOTELS

Uniformed American Express representatives occupying desks in the lobbies of the principal hotels will be at your service. They greet you on arrival, attend to the distribution of baggage and rooming of guests. They are on hand to give out information, supervise sight-seeing arrivals and departures, and lend assistance whenever it is required. They afford you as an organizer a most convenient official contact with the American Express Company. The most trivial details are attended to as quickly and competently as vital emergencies.

## INDIVIDUAL CHOICE OF RESTAURANTS

Each member of your party will be provided with individual meal coupons which will be honored at all restaurants within the World's Fair Grounds and in all hotel dining rooms. Tour members may eat alone or in groups whenever and wherever they choose, dining here today and there tomorrow, enjoying the cuisine of many countries.

## SIGHT-SEEING AND GUIDES

A complete sight-seeing program covering the city, its environs, and the Fair Grounds is offered your clients. Tours are accompanied by expert guide-lecturers. Day and night trips on Lake Michigan are also offered.

## RATES ARE FAVORABLE

Important to you is the matter of rates. Our vast experience in handling mass travel movements, our simplified methods and tremendous volume of business, giving us an enormous buying power, combine to permit us to handle your tour at lower cost than you would pay were you purchasing direct. And when you deal with the American Express Company you receive many services which are not available through any other source. Thus we say buy from the American Express Company and buy wisely.

## WE INSURE YOUR PROFIT

We guarantee operation of your tour in Chicago, in accordance with your specifications, at a fixed price, thereby eliminating all risk of loss of profit due to unforeseen or uncontrollable circumstances. Our plan enables you to operate profitably and with entire freedom from those unexpected and unfigured expenses that frequently eat up profits.

By contracting with us your profit is assured. *In no other way can the extent of your profit be guaranteed; no other way even guarantees you a profit at all.*

## HANDLING SMALL PARTIES PROFITABLY

Organizers frequently find, after expending much labor and money, that they have a party too small to conduct without loss to themselves, yet feel duty bound to carry out the tour which friends and others have joined. In such cases our service in Chicago permits the complete fulfillment of the organizer's obligation to his clients.

## A UNIQUE SERVICE

Only the American Express Company offers such complete, dependable service. Uniformed representatives at the train, in all terminals, and in the principal hotels . . . guaranteed hotel accommodations . . . independent travel service . . . the privilege of using all or any part of the service . . . low prices. Take advantage of this truly unique service and increase your profits!



*American Express  
Travel Service*

# DEVOTE ALL YOUR TIME TO SALES!

Let us assume all responsibility for operation of your tours in Chicago. Write us today.