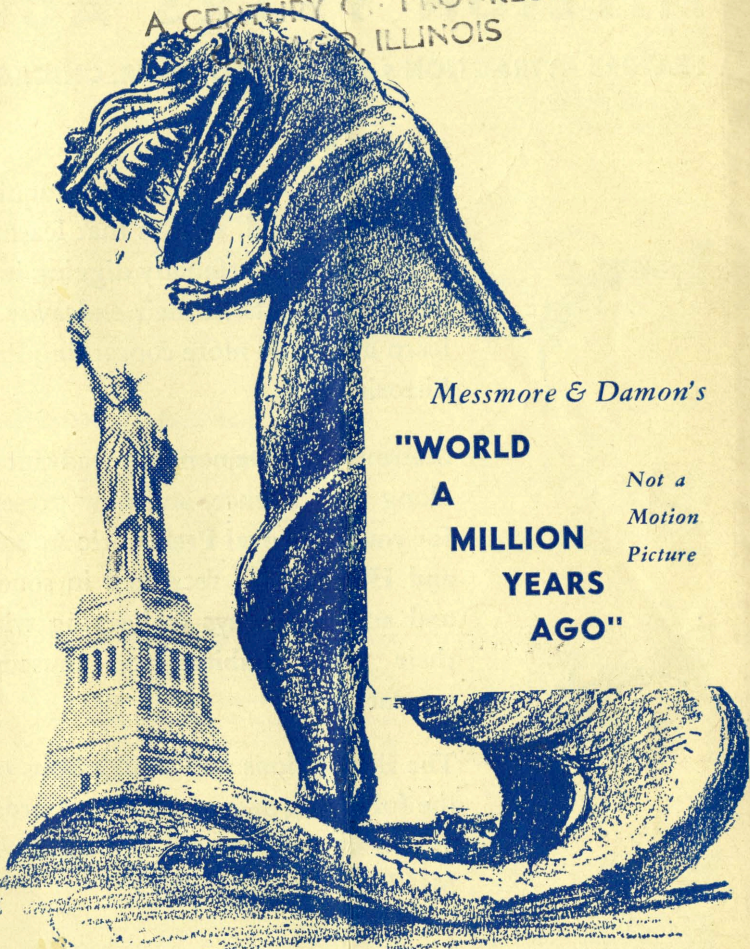


VICTORY 7053  
DOWN THE LOST RIVER THROUGH THE  
WORLD A MILLION YEARS AGO, INC.  
NEW BEACH MIDWAY  
A CENTURY OF PROGRESS  
CHICAGO, ILLINOIS

2B



*Messmore & Damon's*

**"WORLD**

**A**

**MILLION**

**YEARS**

**AGO"**

*Not a  
Motion  
Picture*

Messmore & Damon's

# The World a MILLION YEARS AGO

FEATURE ATTRACTION • THE WORLD'S FAIR, CHICAGO

*M*an is naturally an inquisitive being—and, so it is that learned scientists are continually digging into the earth's strata in their endeavor to learn more and more concerning Prehistoric Life.

Messmore & Damon have advanced along with science, and now present for your approval Prehistoric Animal and Human Life recreated in sound and action—always in keeping with their actual habitat and museum measurements.

The illustrations and descriptions on the following pages are in exact order as you meet them at the WORLD A MILLION YEARS AGO.



Messmore & Damon's

## "WORLD A MILLION YEARS AGO"

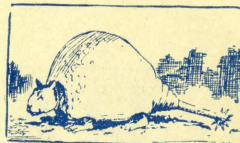
### DIMETRODON . . . Permian Period

The larger of the two Permian Reptiles here depicted is the Dimetrodon, which lived in Texas. His length was about eight feet, height four feet. The smaller reptile is a Varanops—about four feet long.



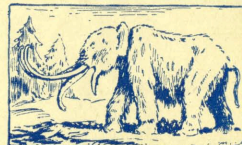
### GLYPTODON . . . Pleistocene Period

This progenitor of the modern Armadillo lived in South America and attained a height of four feet to the top of his back. He was a vegetarian and his great body shell served as protection against the attack of other animals.



### MAMMOTH . . . Pleistocene Period

Mammoth is the Russian name for an extinct species of gigantic elephant. The Mammoth shown in this exhibit is an Imperial Mammoth. Fossils discovered in Texas indicate that this animal grew to a height of over thirteen feet and weighed over 40,000 pounds.



### WOOLLY RHINOCEROS . Eocene Period

This ancestor of the modern day African Rhinoceros inhabited the colder parts of Europe and North America during the Eocene Period. It received its name from the thick woolly blanket which covered its body.

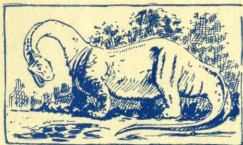


### CAVE BEAR . . . Great Glacial Period

This creature lived in caves throughout Europe and North America. He possessed a thick, coarse coat to protect him from the climate, and his ability to live in caves assisted him materially in living through the cold winters.



## "WORLD A MILLION YEARS AGO"



### AMPHIBIOUS DINOSAUR BRONTOSAURUS . . . *Jurassic Period*

This gigantic creature was the largest that ever roamed the earth. It attained a length of ninety feet and weighed 80,000 pounds. It lived in the swamps and feasted on rank water weeds.



### SABRE TOOTH TIGER . *Pliocene Period*

A forefather of the present-day Tiger Family, but much larger in size and heavier boned; with two very sharp tusks and a short tail. A bitter enemy of early man.



### TRICERATOPS . . . *Cretaceous Period*

A species of Vegetarian Dinosaur, equipped by nature with an armored skin and three horns for protection against the attacks of his vicious meat-eating relatives. The only vulnerable spot on his body was immediately behind his hood—where the vertebrae were the least protected.



### PTERODACTYL . . . *Jurassic Period*

It was in the Jurassic Period that the smaller reptiles were forced to take refuge in trees. And so it was that the development from Reptile Life to Bird Life commenced; the legs of the reptiles gradually becoming wings. The Pterodactyl was the largest bird that ever learned to fly, with a spread of twenty feet from tip to tip of wing.

## "WORLD A MILLION YEARS AGO"

### TYRANNOSAURUS REX . . . *Latter Jurassic-Cretaceous Period*

This King of the Lizard Family was the mightiest and most destructive of all animals, reaching a length of forty-seven feet and standing eighteen to twenty feet high. You can see a magnificent skeleton of a Tyrannosaurus at the American Museum of Natural History, New York.



### GROUND SLOTH . . . *Pliocene Period*

Ancestor of the present-day South American Sloth. This strange beast was one of the most peculiar animals that lived during the Pliocene Period. It had enormous hindquarters on which it stood, while its short forearms were used to uproot trees, which in due course were used for food.



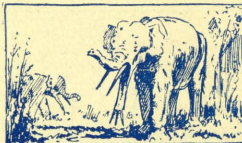
### TRILOPHODON . . . *Pliocene Period*

This monster was a forefather of the elephant of the present day. He lived in South Dakota. Note the three pointed teeth on the long lower jaw.



### PLATYBELODON . . . *Pliocene Period*

This Pre-historic Shovel-Jawed Elephant lived in the Eastern Gobi Desert. In the year 1930 the fossilized remains of some twenty of these creatures were uncovered in what had been an ancient feeding place in Mongolia.



## "WORLD A MILLION YEARS AGO"



### JAVA APE MAN . . . *Middle Pleistocene*

This progenitor of modern man once roamed the thickets of Java. So far beyond the discovery of a fossilized skull, one bone and a few teeth, we have only imagination to draw on for a mental picture of this creature.



### PILTOWN MAN . . . *Lower Pleistocene*

He received this name because fragments of his skull were discovered at Piltown, England in 1911 and 1912.



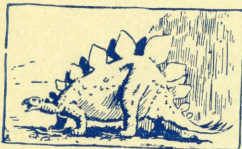
### NEANDERTHAL MAN . . . *Glacial Period*

Through discoveries of numerous fossilized skulls and skeletons, scientists have discovered that he was of stocky build, five feet, four inches to five feet, six inches tall, with stooping shoulders, broad face and low forehead.



### CRO-MAGNON MAN

Inhabitant of Europe about 25,000 years B.C. Essentially like modern man in body structure and intellect. A race of warriors, hunters, painters and sculptors.



### STEGOSAURUS . . . *Jurassic Period*

This most unusual armored Dinosaur possessed two brains — one in his head which weighed two and one-half ounces; the other in his hind quarters weighing considerably less. His height over-all was seven and one-half feet.

# The World a MILLION YEARS AGO

## FACTS OF INTEREST

Messmore & Damon created their first Prehistoric Monster—a gigantic Brontosaurus in 1919; at a cost of over \$30,000. They required over 12 months to complete it, and were the first to show these animals (inside and outside) for exhibition purposes.

The 40 Animated-Vocalized Prehistoric Animals and Beings at THE WORLD A MILLION YEARS AGO were over ten years in process of being perfected, at a cost of over \$200,000.

Over 1,500,000 people viewed this exhibit at THE WORLD'S FAIR—CHICAGO, where it was one of the outstanding attractions; being publicized in newspapers, motion pictures, radio and magazines throughout the world.

**FEATURE ATTRACTION • THE WORLD'S FAIR, CHICAGO**





*Now: Continuous*

# WARNER BROS. THEATRE

B'way & 51st St. - N. Y.

DOWN THE LOST RIVER THROUGH THE

WORLD AT A TIME. 15c

ADULTS - NEW BEACH MIDWAY 25c

A CENTURY OF PROGRESS 35c  
CHICAGO, ILLINOIS