

VISIT  
The Brunswick-Balke-Collender Co.

EXHIBIT  
GENERAL EXHIBITS BUILDING  
Second Floor—North End,  
18th Street Entrance

*Brunswick*

WORLD'S FAIR

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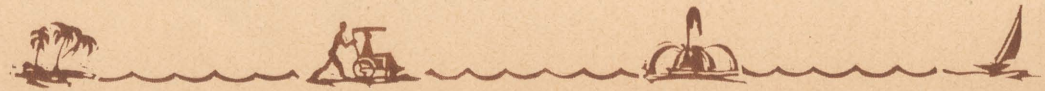




## GLIMPSES OF THE ROMANCE OF A MODERN BUSINESS

Be our guest at another World's Fair. Let us visit a spectacle replete with surprises; crammed with amazing facts. Would you like to know the fascinating story of ivory? Did you ever hear about trees that are blessed before they are sent on their long journey to civilization? Does the satiny sheen of mahogany intrigue your imagination? Are you interested in cloth that is

**1** mowed like a lawn? Have you ever glimpsed a South American rubber plantation?  
**2** This is the thrilling array of wonders to which you are invited. What we shall see constitutes one of the most romantic stories of modern business.  
**3**  
**4** The gates are open. Here is our guide. Let us enter the BRUNSWICK World's Fair.



# White Gold OF BLACK SLAVE DAYS



*IVORY*... A word that conjures up vivid scenes of adventure in far-away places. Ivory, for which men have been enslaved and Oriental potentates have waged bitter and bloody wars. History affords no more romantic tales than ancient ivory lore.

Now, of course, the picture has changed. Ivory finds its way into the channels of commerce under beneficent control. Few people know where and how it is secured. The facts are illuminating. We are with our guide at an exhibit of elephant tusks. He calls our attention to a specimen in his hands.

"Here, ladies and gentlemen," he says, "is an elephant tusk valued at \$500! The animal was not slain to secure it. Where did it come from?"

"Today the most dependable and

largest source of ivory is the dark continent of Africa. Here jungle natives search for certain areas where once great herds of these gigantic beasts lived, fed, fought and died. Some of the skeletons are literally mined out of the earth, where they have been buried for many years.

"The tusks are carried to the coast where they are exchanged for salt, merchandise and gold, and are then shipped to the docks of the East India Company on the River Thames. London is the world market for all elephant tusk ivory, no matter



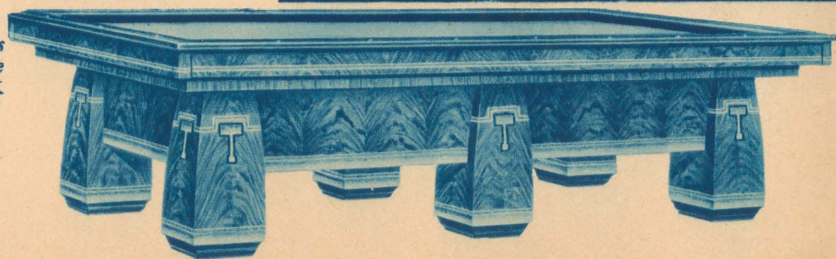
## WHITE GOLD OF BLACK SLAVE DAYS—Continued

where it originates. Almost every incoming ship from the Orient brings its quota of 'white gold.' A limited percentage of the supply originates in India, Ceylon and Borneo, where wild elephants are exterminated under government supervision because of their depredations.

"Each consignment of ivory is weighed, marked with the symbol of the shipper, classified as to quality and piled with its particular assortment. Every three months the accumulations are sold at auction. Principal buyers come from United States, Great Britain and Germany.

"Tusks destined for billiard balls command the highest price. The average yield is from four to five balls, as only a small part from each tusk can be used. Cutting is done by skilled workmen, guided by the eye alone. No machine capable of turning out spherical ivory balls has ever been invented."

Thousands of elephant tusks are required annually for the manufacture of BRUNSWICK billiard balls.



Not until the development of BRUNSWICK Monarch billiard cushions, did the game of billiards become an exact science. The mixture of rubber used in their compounding gives exactly the right resiliency to produce geometrically accurate rebound angles. The formula is secret and has never been mastered by imitators . . . today this world-famous "Monarch" Billiard Cushion supplied on BRUNSWICK Billiard Tables promotes rapid, accurate play. Homes, clubs, hotels and recreation centers specify BRUNSWICK Billiard Tables because they are longer-lived and afford "championship play" that experts always have associated with BRUNSWICK.



... today the BRUNSWICK Junior playmate and the standard BRUNSWICK Billiard Table may be found in thousands of homes where billiards are played for family recreation and exercise.

## CLOTH that is Mowed like a Lawn



CARDING AND SPINNING,  
BURRING AND HUXING,  
FELTING AND FULLING,  
NAPPING AND GIGGING,  
DRESSING AND BEAMING.

Do these words sound like some queer unknown nursery jingle? Repeat them fast and you can almost hear the throb of machinery.

Let us follow our guide into a factory where billiard cloth is woven and we will hear these words repeated again and again. They are terms applied to a few of the many steps followed in the making of a fabric which is looked upon as the highest accomplishment of the weavers' art.

"It may surprise you to know," we are told, "that though billiards is a game whose origin is lost in antiquity, our own America is among the producers of the world's finest billiard cloth. This fact is vouched for by no less authority than the United States Department of Commerce, Bureau of Standards.

"Billiard cloth is in reality nothing more than a wool lawn of microscopic fineness over which the ivory balls must roll with the least amount of resistance and distortion.

"The beginning of billiard cloth is the finest domestic and Australian wools. These are first converted into yarn and then woven into flannel, which is the foundation of our crop of wool grass. Here we come to the process which requires long experience and the skill of master craftsmen.

"The cloth now goes to an ingenious machine which consists of rows of cockle burrs, set into slats on large revolving drums. When the flannel is applied to them a thick woolen 'lawn' is raised, completely concealing the weave.

"Next we must cut our crop of grass. This is done in a shearing machine with revolving knives similar to a lawn mower. The result is a beautiful smooth, closely cropped surface with every fiber of equal length."

BRUNSWICK is one of the world's largest consumers of billiard cloth, both domestic and imported. All professional championship tournaments and match games of importance are played on BRUNSWICK Tables equipped with BRUNSWICK Billiard Cloth.





A BRUNSWICK installation for the Homewood Restaurant, 605 Diversey Parkway, Chicago, Ill., consisting of a 33½-foot Arcadian Walnut front counter, Cathedral finish. Mahogany top, 6-inch Black Presdwood base, 36-foot Arcadian back counter, Ribbon Walnut, Birch top, Mahogany finish. The beautiful Arcadian top frame, as shown, lends atmosphere to the establishment. The workboard, coil boxes, set up racks and ice storage sections—all under front counter—are arranged for efficient and speedy service.

Almost a hundred years of BRUNSWICK tradition finds subtle expression in Service Fixtures, which are more than fine materials fabricated by master craftsmen. The establishment with Brunswick equipment radiates a spirit of friendly hospitality, inviting ease and leisurely good living. In addition to Service Fixtures and equipment up to any length, BRUNSWICK manufactures basement storage coolers, refrigerated back counter sections, mechanically cooled workboard sections in various lengths, salad display and storage units, cocktail wagons, restaurant back counter equipment, tables, chairs, settees, novelty boxes, coil boxes, workboards, etc., etc.

BRUNSWICK equipment is especially designed to meet every local condition, every personal preference, every interior treatment and every public appeal. Your problems of arrangement may be confidently entrusted to your own Architect or designer, or to BRUNSWICK'S Architectural Advisory Bureau. Our architectural service is free should you care to make use of it.



## Trees that are Blessed

Our guide pauses before the photograph of a giant log. He relates a little story of a big tree... a veritable monarch that required centuries to mature. The biography of this particular tree is the strange history of Circassian walnut, one of the handsomest and scarcest of rare woods from which fine veneer is made.

"It happens," our guide relates, "that the log pictured here is a prize specimen selected for its great size and superb graining. It was found in a sparsely settled village of Circassia, a wild country north and west of the Caucasus mountains of Russia. This remote section is the world's only source of genuine Circassian walnut.

"Getting these logs out of the country and to the sea is a difficult and dangerous undertaking. Roads are few and almost impassable. The natives are more primitive in their mode of living than was our American Indian. It is a task that requires patience and determination.

"The Russian peasants feel a deep and sentimental regard for their walnut trees. This can be better understood when we know that the crop of nuts from a single tree is sufficient to support a family for months. Frequently they express their attachment in a solemn religious ceremony.

"When our venerable grandfather of a tree was felled, a Greek priest was called, who blessed it during pauses on the way out to civilization. It was a farewell benediction inspired by affection for an honored friend."

Circassian walnut goes into the making of specially designed BRUNSWICK service fixtures. Master craftsmen exercise patient skill in matching grains. They handle such veneers with extreme care, for they are almost worth their weight in gold.

On the opposite page is a typical BRUNSWICK service fixture installation which reflects the glowing beauty of our own native selected walnut wood.

*When especially ordered circassian walnut is only one of scores of beautiful and costly woods from every section of the world, used in building BRUNSWICK service fixtures.*

# A Straight Game PLAYED ON THE "BIAS"

Let us roll back the curtain of the centuries and visit Merrie Olde England in the year 1299. We find ourselves on the outskirts of Southampton, a quaint village where picturesque townspeople are gathered about a smooth greensward. Everyone is intent upon a contest. Excitement is high. We are spectators at one of the earliest recorded games of bowls.

We quaff a magic potion and are back in Chicago at the BRUNSWICK World's Fair. Our guide is calling attention to a smooth green, almost identical with the one we viewed on our journey into the past. It is a modern bowling green, and he is talking about bowls, one of the oldest and now the very newest of popular sports.

"The Dutch brought bowls to New Amsterdam in 1725," we hear. "A few enthusiasts here and there followed their hobby for 190 years. Thus the game was kept alive in America, until finally in 1915 the American Lawn Bowling Association was organized.

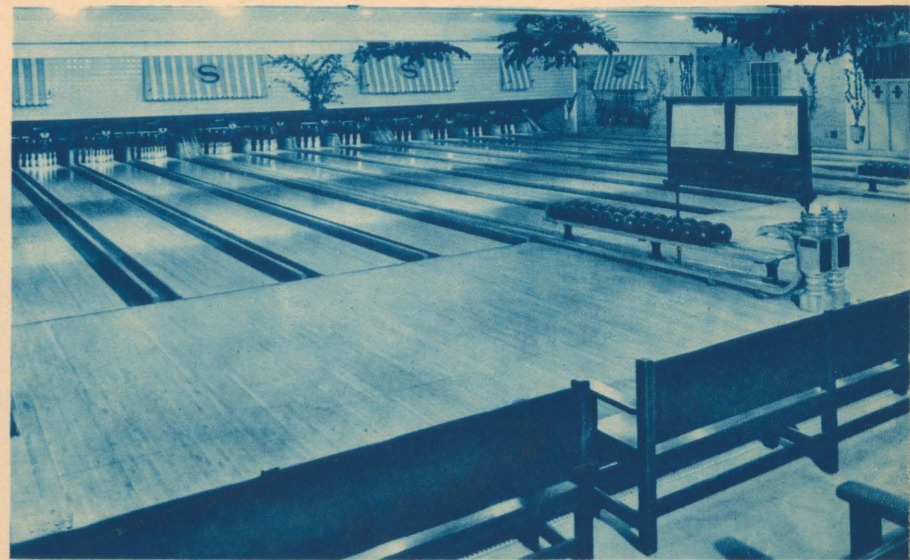
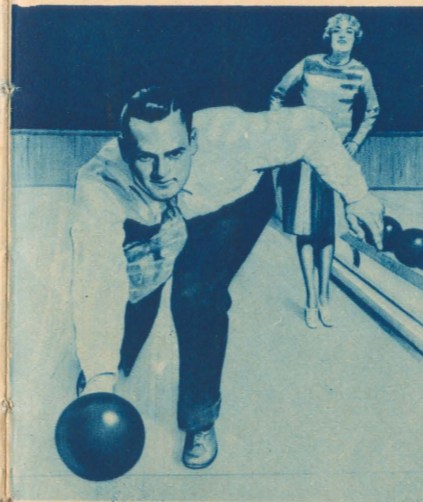
"Since then, lawn bowling, great, great ancestor of the modern bowling alley, has grown rapidly in pop-

ularity and retained its own identity. This is the one game that knows no limitations of sex or age. Bowls, like golf, keeps its devotees in the open air under the most favorable conditions. It induces health and happy associations.

"A curious feature of bowls is that it is played with balls out of balance. They are biased, or heavier on one side than on the other. It requires practice and skill to roll them as the player desires. That is the fascination of the game."

BRUNSWICK, as a proponent of clean, healthful recreation, became interested in bowls and out of many years' experience, a better bowl (ball) than had ever been known was produced. It is made of Mineralite, which never warps or cracks. This new bowl has proved a powerful stimulus to the game.

Bowling On The Green is an ideal adjunct of the golf club. It may be played equally well at night under electric lights. Clubs, municipalities and organizations are invited to write for information regarding Mineralite lawn bowls and dimensions for building a lawn bowling green.



*Bowling has won well earned popularity as a clean, body-building recreation for men, women and children. The finest bowling alleys in every major city of America, bear the name of BRUNSWICK. Millions of feet of selected hard maple are utilized in their manufacture annually. The BRUNSWICK development of bowling alleys and equipment together with competition produced by league and tournament play have made bowling one of our national indoor games, with millions of participants and followers, both men and women in all sections of the United States and abroad.*

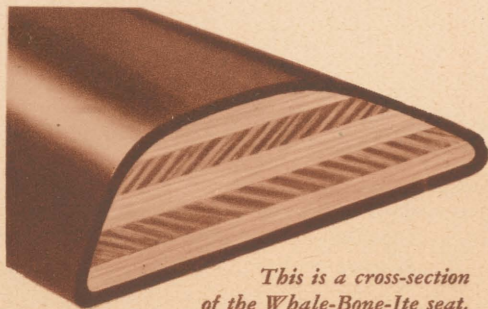
*The BRUNSWICK "Red Crown" select A. B. C. Ten pin, of thoroughly air-seasoned and kiln dried maple, is the choice of millions of bowlers. They produce high scores.*

## BOWLING ON THE GREEN OR LAWN BOWLING



*Mineralite Regulation Bowling Balls—The ball that gets the pins—The choice of all bowlers. The Mineralite is the perfect ball—perfect in weight, balance, size and grip and it is almost everlasting. That is why bowlers demand it. Furthermore, it is the regulation ball, conforming to the specifications of all organized bowling associations. Finger holes and grip bored to fit the hand. We supply any grip or pitch desired without extra charge. Furnished in Black or mottled colors.*

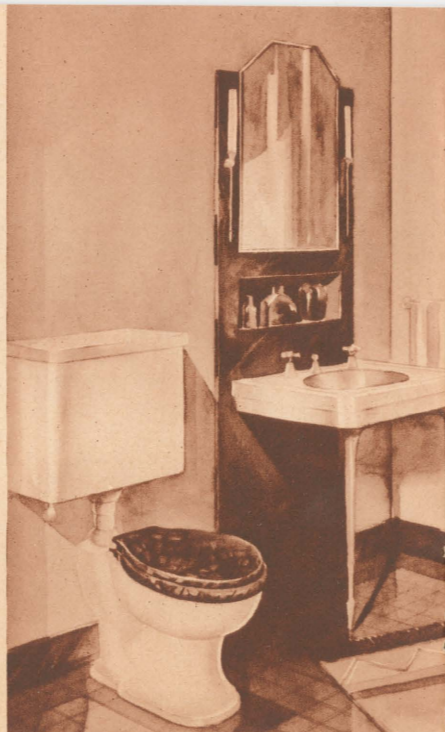
It remained for BRUNSWICK to bring the ultimate of beauty and practical utility to the American bath room in the famous Whale-Bone-Ite seat. This scientifically constructed accessory is built up from a core of laminated wood, with the grains running at right angles to each other. Tremendous strength results. This core is finally sealed within a thick shell of Whale-Bone-Ite, a patented BRUNSWICK compound of satin smoothness and diamond hardness.



*This is a cross-section of the Whale-Bone-Ite seat.*

*The Whale-Bone-Ite seat has stood the test of time in the world's most famous buildings and alone offers insurance which only experience of years of usage can underwrite.*

*Because of the preference for seats in colors THE BRUNSWICK-BALKE-COLENDER CO. have collaborated with the Du Pont Company in furnishing seats in a variety of colors, both in plain and Mother of Pearl. For further details apply to your Master Plumber.*



## Columbus

## and the Leaping Spheres



The discoverer of a new continent gazed with astonishment. His sailors were filled with superstitious fear. What were those mysterious black spheres that leaped with magic quickness when they struck the ground?

This was one of the sights that greeted Columbus when he landed in South America after his second voyage of exploration. He did not know it, but he was the first white man to witness nature's phenomenon—RUBBER !!

Three hundred years elapsed before this curious substance found its first commercial application. It was put on the end of lead pencils and used as an eraser, or rubber. The inventor called it "India rubber" and it bears the same name today.

From that humble beginning in the service of man, rubber has earned its place as one of the most useful materials in the arts, science and industry.

"Here is a sheet of pure crepe rubber."

Our guide holds up for inspection a gelatinous mass of pale straw color. "It was produced on a modern rubber plantation, of which there are now thousands in South America, the Malayan Peninsula, Ceylon and the Dutch East Indies. Today 93% of the world's rubber supply is cultivated like grain or cotton. Yet only at the beginning of the

present century the bulk of commercial rubber was collected in Amazon jungles by descendants of the natives who amazed Columbus . . . and harvested by the same crude methods.



*Tremendous quantities of the finest plantation rubber are used in the manufacture of BRUNSWICK "Monarch" billiard table cushions. The "Monarch" has been the cushion of champions since 1857!*

# One of the Fastest of All Games ... SQUASH!

Our own native American woods, with a fine tradition all their own, are utilized in the building of BRUNSWICK Regulation Squash Tennis and Regulation Squash Racquet Courts, which are the preferred installation in colleges, clubs and homes. They are built board-by-board on the premises, giving this fastest of all indoor sports a five surface coverage of exactly the right speed. The cost of a complete BRUNSWICK regulation court is not high. One or more will be an asset to your college, club or home, yielding enjoyment and healthful recreation. Detailed information about costs, measurements or rules of play for either Squash Racquets or Squash Tennis may be obtained by addressing

**THE BRUNSWICK-BALKE-COLLENDER CO.**

*Established 1845*

**GENERAL OFFICES**

**623-633 SO. WABASH AVENUE, CHICAGO, ILL.**

*Branches in Principal Cities of the United States, Canada and Mexico*



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