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Towers

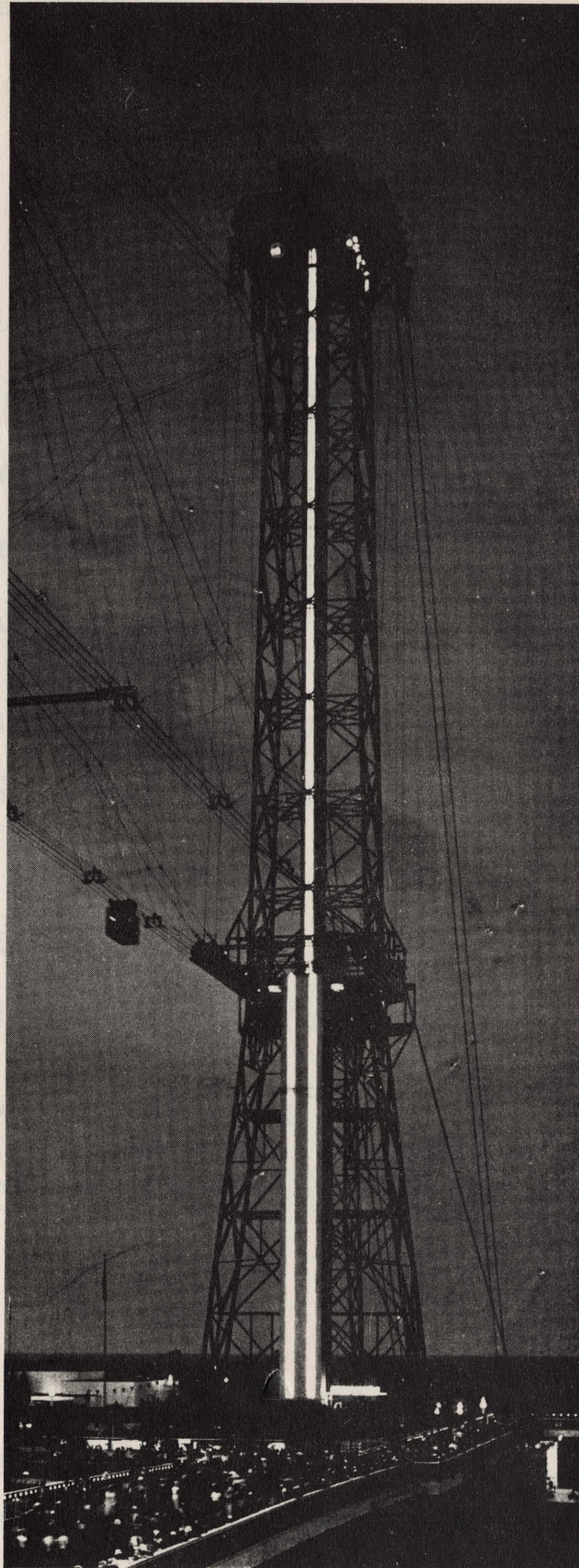
Eiffel Tower, erected for the Paris exposition in 1889, has become the landmark of one of the most famous cities in the world. A perpetual proof that man considers it a great recreative luxury to look down at his world from the highest pinnacle.

RECENTLY another monument has been built to this natural longing for high places. The twin towers of the Skyride at the Chicago Century of Progress.

But this Skyride has a more lasting interest than its broad and sweeping view from on high and its ride in the rocket cars. For the Skyride towers are served by the very latest type of Otis signal-control elevator. And the "jewel case" of this marvelous vertical conveyance has been thrown open to the public.

Daily, thousands of people are visiting the elevator control rooms at the upper level of the towers. They are getting their first glimpse at the powerful lifting machinery and the scientifically remarkable controlling devices of a truly modern elevator. At the selector or mechanical memory as it relays its stop-signal messages. At all the behind-the-curtain features which make it possible for people to get up and down in safety and comfort.

These people are bringing back a newly crystallized conception of vertical transportation. A more vivid knowledge of its importance to ease and joy of living. They will tell you the modern Otis elevator is the culmination of elevator development in a century of progress.



OTIS ELEVATOR COMPANY

Reproduction of Advertisement in
 TIME, JULY 31, 1933
 LITERARY DIGEST, AUGUST 5, 1933
 FORTUNE, SEPTEMBER, 1933

OTIS ELEVATOR COMPANY, NEW YORK

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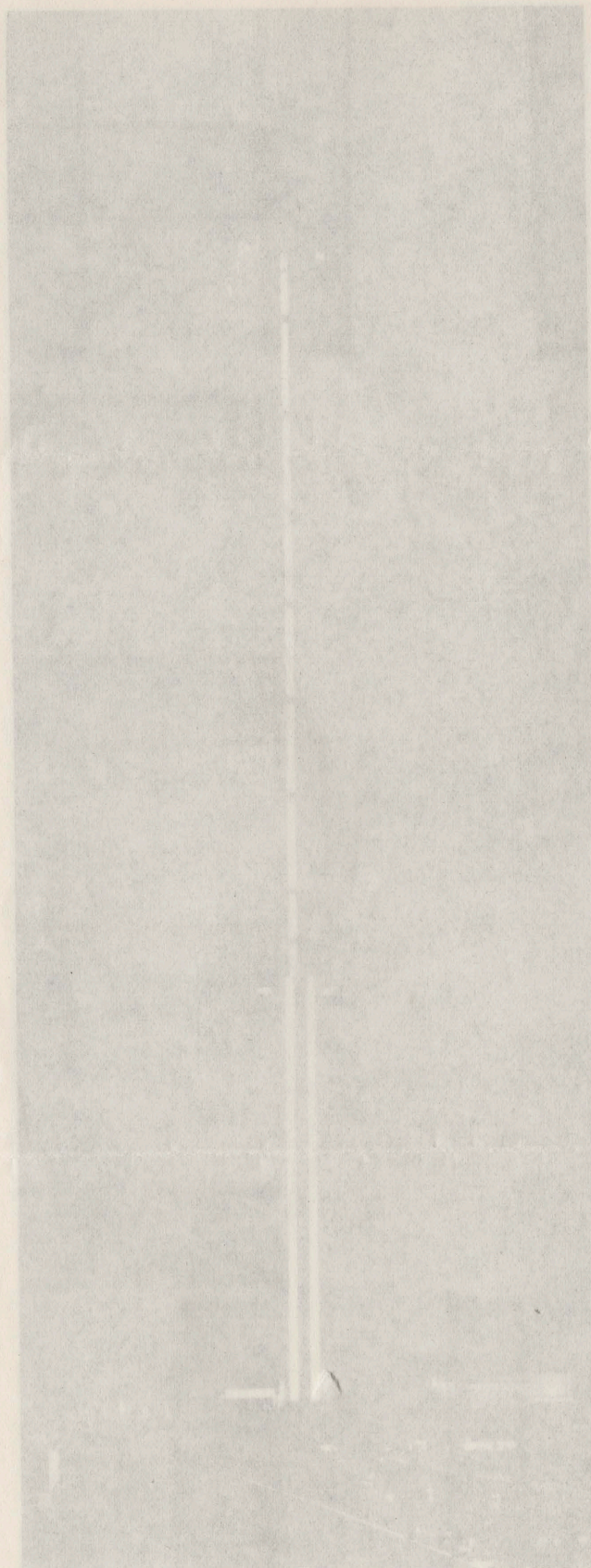
Effel Tower, erected for the Paris exposition in 1889, has become the landmark of one of the most famous cities in the world. A few years ago, that man considers it a great scientific luxury to look down at his world from the highest pinnacle.

RECENTLY another monument has been built to this natural longing for high places. The twin towers of the Skyride at the Chicago Century of Progress.

But this Skyride has a more lasting interest than its broad and sweeping view from on high and its ride in the tower cars. For the Skyride towers are served by the very latest type of Otis single-car and double-car "jerk cars" of this new design. Vertical conveyance has been thrown open to the public.

Daily, thousands of people are visiting the elevator control rooms at the upper level of the towers. They are getting their first glimpse of the powerful lifting mechanism, and the substantially comfortable controlling device of a truly modern elevator. At the selector or mechanical room, as it is called, its stop-signal mechanism. At the behind-the-curtain for those which make it possible for people to get up and down in safety and comfort. These people are bringing back a newly crystallized conception of vertical transportation. A more vivid knowledge of its importance to ease and joy of life. They will tell you the modern Otis elevator is the culmination of elevator development in a century of progress.

OTIS ELEVATOR COMPANY



OTIS ELEVATOR COMPANY
invites you to visit its elevator machine rooms now on exhibition at the top of each tower of the SKYRIDE at A Century of Progress, Chicago.

You are also invited to inspect a new type of high-speed escalator now in operation at the Travel and Transport Building at the south end of the Fair. This is its first showing in America.

We believe you will bring back a newly crystallized conception of vertical transportation.

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ARCHITECTURAL RECORD, JULY, 1933. ARCHITECT & ENGINEER, AUGUST, 1933.

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