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
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.

Reproduction of Advertisement in
AMERICAN ARCHITECT, JULY, 1933.
ARCHITECTURE, JULY, 1933.
PENCIL POINTS, JULY, 1933.
ARCHITECTURAL RECORD, JULY, 1933.
ARCHITECT & ENGINEER, AUGUST, 1933.
THE ELEVATOR COMPANY

Invites you to view its new elevator machine,

Come now, in explanation of the top of

each tower of the Skyscraper in Chicago.

You are also invited to inspect a

new type of high-speed elevator now

in operation at the Foreign and Union

department of the same city in the

Kane House.

We believe you will find here a

new type of efficient connection of vertical

communication.