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TWELFTH STREET ENTRANCE. View east south of the entrance, with the horse stand at left, the gardens and huge pylons framing the entry way to an amazing display of beauty, mental stimulation and entertainment. Science and industry, music, unique exhibits and attractions, fun and carnivals beckon the visitor to this world of wonder. Vastness of all ages as they pass through the gates can seek their separate ways and find fulfillment of their wishes.
THE ADMINISTRATION BUILDING, a novel illustration of the use of straight lines and horizontal planes in architecture. It is the headquarters of A Century of Progress staff. The white, central portion of the building stands out in striking contrast to the north and south wings which are painted in the new blue-red color. The North Lagoon stretches behind. The building fronts on the Court of Honor.
THE AVENUE OF FLAGS. Visitors entering the 12th Street entrance get a memorable first view with the famous and inspiring spectacle stretching before them from the Administration Building, to widely white and laced with tassel of the Hall of Science. Gay green flags fly from great maypole colored flagstaff on both sides of the avenue. For the millions of visitors who view it, an unforgettable vista reveals itself.
The Sears Roebuck Building, which looms like a bright jewel at the head of the Avenue of Flags, has been newly decorated in a glorious red contrasting with the snowiest of whites. Within the building scores of intriguing new exhibits, as well as outstanding features repeated from 1933, entertain and fascinate the visitors. Many conveniences for the comfort and service of visitors are provided.
THE ILLINOIS HOST BUILDING, snowy white and gold, facing the Avenue of Flags. Here is gathered one of the most collections of Lincolniana ever assembled in one place. There are letters and some papers which Lincoln wrote by hand, many Lincoln relics and interesting historical documents. A lecture theatre, museum and rest room are in the building. The Lincoln room includes an exact reproduction of the parlor in his Springfield home.
ITALIA, the official building of the Italian Government with its impressive entrance under a sweeping glass airplane wing. It houses extensive exhibits illustrating the progress of Italy. The progress of Italian industries are shown. Many Italian products are displayed. Around the main rotunda is a vast and dramatic mural painting depicting the Government's control of all transportation facilities by land, water and air.
THE SKY RIDE looking down from the West Tower on the Armour & Company's exhibit building (left) and the Hormel exhibit and Canadian Club exhibit (right). With its two 638-foot towers, lofty observation platforms, and observation cars traveling on an aerial cable suspended 200 feet above the lava flow between the towers, the Sky Ride is a splendid attraction at A Century of Progress Exposition.
THE HALL OF SCIENCE, center-piece of the Exposition's exhibits scheme, is spacious interior courtyard housing the open-air Science Theatre, picturesque ramps and terraces and Curling tower make it a place of enchantment. Within this vast building exhibits of six major fields of science, Mathematics, Geology, Biology, Chemistry, Physics and Medicine are shown. Here occurred exhibits, discourses and demonstrations of the progress of science, and its contributions to man's advancement.
THE BENQIX LAMA TEMPLE is an exact reproduction of the original Golden Pavilion of Jehol, built for the Manchu Emperor of China in 1677 and made available to Chicago by Vincent Bendix. Twenty-eight thousand pieces of wood make up the unique Lamas structure. It is crowned with a double-decked roof covered with copper symbols finished in pure leaf gold. Inside is a priceless collection of Buddhist treasures and religious objects.
**NIGHT PANORAMA OF THE FAIR** in its captivating beauty. Vivid contrasts and the blending of color and light produce a symphony of fascinating effects. In the foreground is the Hall of Science. Across the lagoon is the Electrical Building and part of Northerly Island. This picture of light and color glimmers in charming hues in the night promises to usher in a new era in illumination.
THE GENERAL EXHIBITS GROUP. This comb-shaped structure lying just south of the Hall of Science includes five pavillons separated by spacious courts in which landscaped pools mirror the reflection of the buildings. Here are found a multitude of exhibits showing the activities and developments of the industrial world: oil and steel, textiles, jewelry, business machines, the graphic arts, diamonds, fire and many others.
THE HALL OF RELIGION, where the story of man's worship of God is told. A number of denominations are represented by impressive exhibits portraying their religious activities, their charities, educational work and humanitarian effort. Here also are found sacred works of art, including precious oil paintings, carvings, antique treasures, cups and sacred relics. This building is entirely modern in its architectural concept, but thoroughly ecclesiastical in its effect.
THE FIRESTONE BUILDING, enlarged and expanded for 1933, from paintings by Philip Loebard. Here amid lights, gardens, and fountains, the World's Fair visitors learn how tires are made, and how the use of rubber products is being increasingly widened. The most modern type of tire factory is in full operation, and the complete story of rubber from the raw materials gathered in African plantations to the finished product is told.
SCENE IN THE STREET OF VILLAGES. Here villages typical of a number of different countries beckon the visitor. There are historic reproductions, scenic spots, bright cotxes, literary altars, old churches and shops with craftsmen demonstrating their art. There are men and women in their picturesque national costumes. Music and folk dancing lend gaiety and charm. The foods and delicacies of many nations offer a gastronomic treat to the visitor.
HOME PLANNING HALL, where exhibits which are direct answers to the wishes of modern home-planners, are in constant demonstration. This building is part of the Home and Industrial Arts Group, which includes a group of completely furnished, finished and equipped homes, and of exhibit buildings of producers of equipment essential in the home. An extensive exhibit devoted to the story of the use of gas in the home is shown.