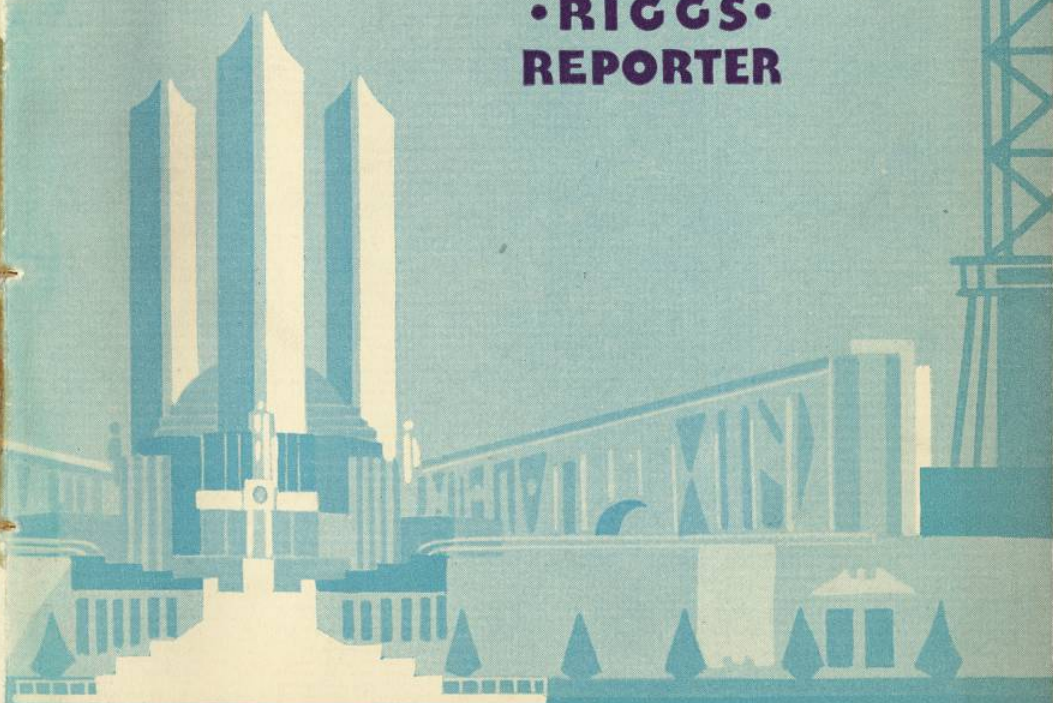


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Seeing

**A CENTURY  
OF PROGRESS**

WITH THE  
•RIGGS•  
REPORTER



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**A CENTURY  
OF PROGRESS**

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## WELCOME . . .

We're glad that you came to Chicago and that you're going to see "A Century of Progress." We know that your visit is going to be worthwhile and it is our earnest desire to make your stay as pleasant and happy as it can be.

For that purpose, our whole organization is at your service to take care of any details, to make any arrangements or to counsel and advise you in any way that you desire. Even this booklet has been designed expressly for you, and we believe that you'll find it an invaluable aid in touring the Fair and a worthwhile memento and reminder of what you saw during your days in "the land of tomorrow."

The entire Riggs organization extends greetings, best wishes for a pleasant visit, and voices again their earnest desire to be of service to you.

### RIGGS OPTICAL COMPANY

## The World's Greatest Show! A CENTURY OF PROGRESS EXPOSITION

At Chicago

May 27th to November 1st, 1933

**Y**OU'RE going to like this Fair, there's no doubt about it. When you saw Ringling Brothers' and Barnum and Bailey's Circus, you didn't see "the greatest show on earth" because those boys were nothing compared to President Rufus S. Dawes and his crowd, who have constructed their ultra modern buildings on their own made shores of Lake Michigan and are all set for a five months' stand.

They have accomplished a real feat, this World's Fair crowd, and this exposition will go down in history as one of the most outstanding achievements of this modern age.

When you enter the gates for the first time you will be awestruck and amazed at the stupendity of it all. You will be, perhaps shocked at the modern architecture, or bewildered by the variety of bright colors, but when you leave, your impressions of the hours spent and sights seen will all blend into one word—marvelous—and you'll go back home with a feeling of admiration—admiration for the world at large and the quotation, "what man hath wrought," will lodge in your mind forever more.

You'll find at the Fair everything your mind desires. On the one hand science beckons to serious interest, and on the other fun and carnival crook inviting fingers. Things of the inner spirit offer opportunity for quiet contemplation, and sports and recreation sound their constant tocsins. Industry in numberless phases depicts its story of progress and of power, and art and music hold sway in supreme expression. Everyone can find fulfillment of his every desire.

To see the Century of Progress in its entirety, it is said, would take you 40 days, spending eight hours a day. Unfortunately, however, for most of us business beckons and the object is to see as much and the most interesting parts of the Fair in a moderate length of time.

Thus it is the thought of this booklet to give you a guide through the grounds pointing out everything and making special note of the things you should see, both educational and otherwise. We hope you like its informal manner. We hope that you'll keep it as a memento of your trip, and as a reminder that Roco Service knows no limit.



## HOW TO GET TO THE WORLD'S FAIR

from Any Place in the Loop, or  
The Merchandise Mart, Chicago

**Buses:** No. 26 from Jackson Boulevard between State and Michigan directly to the north entrance. Fare: 10 cents.

**Street Car:** Take any Broadway car (except No. 1) going south on Wabash Avenue. This will take you directly to the 18th or 23rd Street entrances. 22nd Street cars go into the same entrances. Fare: 7 cents.

**Elevated:** All south bound elevated trains (except around the loop trains) stop at Roosevelt Road—the World's Fair Station. It's a short walk from there to Michigan Avenue, passing the Illinois Central Station, over the tracks and on the ramp into the Fair Grounds. Fare: 10 cents.

**Speed Boat:** Leave approximately every 15 minutes from Merchandise Mart and Michigan Avenue Bridge, for 12th Street entrance. Fare: 50 cents.

**Illinois Central:** Leave from Randolph or Van Buren Street Stations. (Any south bound train). Get off at Central Station and Roosevelt Road—up on the bridge and across the tracks to the ramp into the Fair Grounds. Fare: 10 cents.

**Taxicab:** Any Yellow or Checker Cab direct to the north entrance. Fare from Palmer House approximately 65 cents. From Merchandise Mart 95 cents.

**Auto Parking:** Parking field along west side of Fair, bordering outer drive. Charge 50c for four hours; 75c all day.



## WHAT TO SEE AT THE FAIR

### Educational and Scientific

On the way to the north entrance, which is about 12th Street, the first building on our right is

**The Field Museum:** While this is a permanent Chicago Museum it might well be included in things to see at the Fair. It contains most wonderful and valuable collections pertaining to Natural History, gathered from the four corners of the world. Open daily 9:00 a.m. to 5:00 p.m. Admission is free Thursdays, Saturdays and Sundays. Other days 25 cents.

Next on our left we see the

**John G. Shedd Aquarium:** A \$3,000,000 gift to the City of Chicago from the late Mr. Shedd. The building contains 132 permanent wall tanks, a pool arranged as a semi-tropical swamp, museum of rare preserved fish, and other interesting exhibits. Open during Fair hours.

Now, on to the gates of the Fair. Pass through them and you enter a different world—amazing, awe-inspiring, and wonderful. Take a loop in your belt and be sure your shoes are comfortable for we're off on a long walk. What's that circular shaped dome building across the bridge and way out on the tip of Northerly Island?

**The Adler Planetarium:** This is the only institution of its kind in the country. Its museum contains many items of historical interest and instruments to illustrate the modern methods of observing the sky. Open during Fair hours.

We'll save that 'till later and continue our walk. The first building we pass on the left is

**The Administration Building:** (Admittance on business only). The headquarters of the Exposition. This building houses all the important executives and departments. It strikes the keynote for the entire architectural plan of the Fair and it is here that far reaching experiments were made in the unusual lighting and color effects





which you see all around you at night. In the main entrance hall is the world's largest photo mural—a view of the Exposition. Another of the interesting sights in this building is the trustees' room which is famous for its modern simplicity, and long, wedge shaped board of directors' table. This is most unique in that its tapering design enables each guest to see all others at the table.

Continuing from the Administration Building we walk down the colorful Avenue of Flags—where you will pass other people from every corner of the earth promenading. But wait, what's this, this tall building without any windows, on the right?

**Sears Roebuck Building:** This building features a huge lighted depressed map of the United States showing various sources of supply. Here, too, the story of the evolution of merchandising is told by means of attractive dioramas. Animated displays of this company's products are also on exhibition. A children's playground, rest rooms, restaurant, and service rooms are other features you will find here.

Behind the Sears Roebuck Building and stretching for a block to the south is the famous

**Soldiers' Field Stadium:** This huge "U" shaped bowl seats over 100,000 people. Football games, festivals and other spectacular events are staged here. There will probably be some event every evening during the entire duration of the Fair.

As we leave the Sears Roebuck Building our eye wanders across the lagoon, and we see the beautiful Federal Building with its three massive towers; the Agricultural Building and others. We keep straight ahead, however, and we'll save the island for later. Next in line is

**The Illinois Host Building:** Here the State of Illinois offers its welcome to the world. Arranged inside, for the specific purpose of hospitality, are rest rooms, lounges, and an auditorium. Three rooms in this building are devoted to an unusual showing of the life of Abraham Lincoln.

The next building on our right is

**Swedish Pavilion:** This exhibit exemplifies the revival of home industries in Sweden. On display are examples of modern and ap-



plied art, rugs, upholstery, clothes, furniture, and beautiful glassware from the famous factory at Orrefors.

And right next door to Sweden is

**Czecho-Slovakian Pavilion:** This building houses a display of products of the various industries of Czecho-Slovakia.

Across the street the Italian flag flutters proudly in the breeze. Here is where Italy bids welcome to the world.

**Italian Pavilion:** Symbolically prophetic of the flight of 24 planes from Rome to Chicago in June, this building is in the shape of a giant airplane. It houses many exhibits, telling the story of Italy's contribution to progress. Also many novelties are on sale here, including Italian art work, jewelry, etc. If you like Italian food, there's a restaurant right behind this pavilion.

We could walk right straight ahead and up the ramp into the Hall of Science, standing right ahead of us magnificent in its splendor—but let's wait a bit—there are several other things to be seen around on the right. First we pass under the lofty cables of

**The Sky Ride:** Designated as the supreme thrill of 1933, you may ride rocket cars between the two towers, or you may go to the observation tower, which is 62 stories or 628 feet high. The elevators rise and descend at the rate of 700 feet per minute. The view from the top is exceptional on clear days and in addition to a bird's eye view of the Fair, you may see Chicago and perhaps parts of Wisconsin and Indiana. (Fare to observation platform 40c; Fare for rocket car ride 40c one way, 30c return).

**The Bendix Lama Temple:** This is an exact copy of the original Golden Pavilion of Jehol which was built in 1767 at the summer home of the Manchu Emperors. The double decked roof of this building is covered with \$25,000 worth of gold leaf. Inside are countless treasures from China of the 18th Century. (Admission 25c).

We walk down the road to the right for a minute—it looks like we're coming to





**The Japanese Pavilion:** Built in typical Japanese style, these buildings house fine examples of Japanese china, embroideries, silk work, and Japanese handicraft. Process of making silk, from silk worm to thread, is also shown and a typical Japanese tea house, with colorful waitresses in their native costume feature part of this exhibit. Also some very valuable pearls are on display.

We're out on the road again and the railroad car you see on the other side is the St. Paul Chapel Car. This is sent around the country by the Catholic Extension Society and has seen years of service. Retracing our steps a bit—what's this? Yes it is—strange as it might seem, in spite of all the battles that have been going on in the Orient, right next door to Japan we find

**The Chinese Pavilion:** A replica of a walled village of China, this features an invaluable carved jade representation of a Chinese Temple of seven stories, as well as priceless treasures of porcelain, silks, rugs, ivories, furniture, et cetera, and specimens of cave deposits, where was found the Pekin Man, who lived 500,000 years ago. A theatre is also here, and a typical Chinese restaurant where you may eat your favorite dish to your heart's content is in the rear.

Retracing our steps a bit now we're ready for the biggest treat so far—the spectacular Hall of Science. We cross the road and enter the building. To do this correctly let's save the main level for later and do the ground floor now. So we pass the ramp and turn left down the aisle.

**The Hall of Science:** One of the most interesting and educational of all the buildings at the Fair—a veritable domain of scientific wonders. In this beautiful hall are the exhibits which illustrate the things that men are now thinking about in various branches of learning known as fine sciences.

The Hall of Science is built on two levels and covers an area of more than eight acres. It is particularly beautiful at night when its exterior is modernly illuminated with the new gaseous tubes developed at the Fair. Its attractive tower houses the Deagon Carillon which is used for concert purposes every few hours during the day and evening.

To carefully inspect all exhibits in the Hall of Science would take days, but we'll try and take a walk through and point out exactly



where each type of exhibit may be found so that you may spend more time studying those things which are of direct interest to you.

The level we are now on houses all exhibits pertaining to medicine and the industrial applications of science. Strolling around on this level we pass some most interesting exhibits—first, Bausch and Lomb. Here may be found, in addition to a complete and interesting display of ophthalmic products, the other remarkable scientific precision instruments which they make: range finders, microscopes, instruments for measuring the strength and texture of cloth, crime detection appliances, a huge condensor for airfield searchlights, and the largest model of a microscope in the world. All of these stand in silent tribute to the fact that Bausch and Lomb truly live up to their slogan, "To Greater Vision Through Optical Science."

After looking over the B. & L. exhibit, we pass along the hall and see "The Transparent Man". This, by means of a transparent man, shows where every organ of the body is located and a lecturer points out the interesting features. Other exhibits on this level, which should not be missed, are:

The Union Carbide & Carbon Company

The medicinal displays of the various Universities

Burroughs, Welcome & Company—showing research work in tropics

Petrolagar—picture of "The Doctor"

Dental exhibits

Passing up to the main level of this building we find in the north wing the basic sciences of physics, geology, and mathematics exhibited. Here you may see how sound travels; the wonders of the photo electric cell, how light waves travel, etc. In the south wing are various biological and chemical exhibits.

In the Great Hall are two large exhibits which are worth viewing. First, the gondola in which Auguste Picard ascended into the stratosphere last year, and the steel sphere in which Wm. Beebe descended one-half mile below the surface of the ocean. A huge globe of the world is also shown here. An interesting exhibit is a model oil refinery showing how crude oil is refined to give off its various by-products. The story of rubber is also told by interesting dioramas.





We pause for a minute now and go out on the veranda to look across the lagoon and view the domain of wonders, which comes into our sight — don't get too anxious — we'll see more of that later. Come, come, you're not tired already, are you? We aren't half way yet, so let's be on with our trip. We'll leave the Hall of Science by the south ramp and walk down into the

### General Exhibits Group: Pavilion No. 1 — Steel and Oil:

(If time is short and you are in a hurry, keep to the lower level of the General Exhibits Group. The most interesting exhibits will be found here). We immediately walk to the lower level after passing the exhibit of Brunswick, Balke & Collender, which looks like old times and we come to a mammoth mural depicting the steel industry. Interesting sights here are: the story of the making of steel, told step by step in five interesting dioramas; a model coal breaker; tool and machinery displays; a relief map showing oil pipe lines.

We leave Building No. 1 for a breath of air and looking across the road to the east we see

**The Time and Fortune Building:** Of course, you can immediately recognize this by its huge covers of Time (featuring the portrait of President Roosevelt) and Fortune. This building is of particular interest to college women, because the Women's College Board maintains headquarters here. Also an information bureau for girls' schools is located here.

A bit refreshed from being out of doors we retrace our steps back into

### The General Exhibits Group: Building No. 2 —

**Graphic Arts:** Here is where printing, engraving, paper and kindred lines come into their own. The rare Guttenberg Press is located here along with a copy of the famed original Guttenberg Bible, valued at more than \$100,000. In this building is unfolded the evolution of printing, engraving and allied arts from the day of Guttenberg to the present use of giant high speed multi-color presses. Gulf Gasoline have an interesting display of motors; and you may sit in the cockpit of an airplane and capture all the accompanying sensations.



### General Exhibits: Building No. 3 — Office Equipment:

Here the development of business efficiency is strikingly portrayed. You may see all types of modern office equipment and find portrayed the evolution of business methods throughout the nation by means of historical displays. Some of the machines here are uncanny in their almost human ability to do things. You may operate some of them yourself if you so desire.

### General Exhibits: Building No. 4 —

**Jewelry and Cosmetics:** Here is housed the spectacular exhibit of the combined international diamond industries. Here you may see the famous Nassak diamond valued at \$500,000. You may also see a diamond mine in operation. Ipana Tooth Paste is manufactured before your eyes and various cosmetics are exhibited.

### General Exhibits: Building No. 5 — Apparel Arts:

You may watch shirts being made by 30 high speed machines and see a diorama of how preshrinking is accomplished. A hosiery exhibit shows the process of making fine silk stockings on a machine which makes 24 pairs at one time. Also on the upper level you may see in miniature all costumes of the world's most famous women throughout the ages. Displays showing how various fabrics are made are most interesting, too.

Leaving the General Exhibits Group, and back into the open again, we eye with envy the Jinrikishas being pulled by college boys, or the wheel chairs, but we are determined to see this Fair on our own feet — so let's continue. Looking back a bit to the left we see

**The Christian Science Monitor Building:** Here is exhibited a complete display of this international newspaper, as well as other Christian Science literature. Also there is a typical Christian Science Reading Room as found in many cities.

A cool spot is in our path. Let's stop for a drink. Here's how! A bit refreshed we look right across the road. There is a beautiful building with wording over the door, "Righteousness Exalteth A Nation," and we find that it's





**The Hall of Religion:** Here is told the story of the advancement of mankind through religion. Within, in addition to exhibits and murals depicting all religions this building has a "Chapel of Meditation" where people of all faiths may find quiet communion. On display in this building is one of the rarest relics of Christianity—the silver Chalice of Antioch, which has an inestimable value placed upon it.

Continuing our journey we walk further south along the roadway and pass

**The American Radiator and Standard Sanitary Company's Exhibit:** A beautiful garden of tall trees and shrubbery surrounds a reflecting pool. You may rest in this quiet spot if you wish. Then investigating the two buildings you will find one to contain an artificial weather making plant and kindred exhibits, and the second building which shows the latest development in bathroom design and sanitary plumbing.

Well, what's this we see up the hill a bit and to our right—a Dinosaur? Right! It's the

**Sinclair Prehistoric Exhibit:** Here are prehistoric animals of all kinds. They move and utter strange sounds, and give you an idea of the strange animals that roamed over your back yard years ago. Also, inside a huge boulder, there is an exhibit of the Sinclair Oil Company's products.

We leave the Sinclair group and view an attractive building further to the south on the hill. This is the

**Firestone Building:** Wherein we see an ultra modern tire factory, finely equipped, embodying the latest methods of manufacture and actually producing Firestone automobile tires. That's the way your tires are made and tested for endurance. That is, if you ride on Firestones.

From here we go out on the veranda of the building and stand for a minute looking at



**Byrd's Polar Ship "City of New York":** Here is the historical boat that carried Admiral Byrd on his adventurous trip to the South Pole. This exhibits various souvenirs from this famous exploration trip. (Admission 25c).

Walking down the steps and on our way again we pass

**"The World a Million Years Ago":** Inside of this are examples of prehistoric creatures that would in flesh terrify the bravest man. Here are portrayed all of the prehistoric men animated. Also all the animals that roamed the earth millions of years ago. They all seem to be alive, breathing, uttering strange cries and moving. (Admission 25c).

Next on our line of travel is

**The Havoline Thermometer:** Records at all times the temperature as it exists in Chicago. In the building beneath this thermometer is the exhibit of the Indian Refining Company, which consists of oil refining equipment and products. Here you may see what keeps your motor running smoothly and why.

Across the street with spacious windows is

**The Store of Tomorrow:** Here are salesrooms of Henry C. Lytton's Sons (Clothing Store) which feature all nationally advertised brands of clothing in a most modern setting. If you desire to send home a necktie—Miss America of 1929 will wait on you!

Now we are at the crossroads and we can do one of three things:

- 1.—Go over to Northerly Island.
- 2.—Take in the Midway.
- 3.—Continue south for more educational views.

This guide does the last mentioned but if you wish to do the first now, turn to page 24, or the second, turn to page 28. Otherwise, let's keep going, and pass up those "Incubator Babies," and Paris for a while. The first building on the right is





**The General Cigar Company:** A modern plant where cigars are made for your observation. (It's cool in here).

Now we pass the back walls of the Streets of Paris on our left (see Page 30), and Morocco on our right (see Page 29). And then on our left we see an arena with a revolving stage.

**The A & P Carnival:** A nice place to rest and cool off, Tony Sarg's Marionettes every few hours, and a fine orchestra for tea dancing in the afternoon—no charge to come in and see the show—pay for what you eat only.

Out on the road again we pass the back of the Belgian Village (see Page 28). And further along a beautiful little

**Alpine Garden:** A spot of old Switzerland right in the heart of the Fair Grounds. Very attractive.

Now we pass through the Midway, (see Page 28), and it's a temptation not to take heed to some of the barkers. But on we go to

**Old Fort Dearborn:** This is the first Chicago settlement, an exact reproduction in every detail of the original Fort, which was built in 1803. Note the flag flying. It carries 15 stars for the States of 1812. If you care to enter Fort Dearborn you can spend hours looking at maps and records and relics from the Old Fort. There is quite an exhibit of all the things that went to make a home out of some of the buildings in Old Fort Dearborn.

Next door is

**The Lincoln Group:** In this stockade are five buildings each of which mark an epoch in the upward struggle of Abraham Lincoln. There is the tiny one room cabin near Hodgenville, Kentucky, where he was born. Then there is the second home which was located on Pigeon Creek in Indiana. Then the little store in Salem, Illinois, where Lincoln read law, and many of the books that broadened his eager mind. Then you see the Rutledge Tavern, where he wooed and won Ann Rutledge. (Incidentally, delicious food is served here, too). And last, the Wigwam where Abraham Lincoln, following his memorable struggles with Douglas, emerged as candidate for the



Presidency of the United States. All but the Wigwam are actual reproductions, in size and furnishings, of the structures themselves. Contained in these buildings you will find many mementos of Lincoln's career.

And behind that you may visit a cabin erected in tribute to Father Jacques Marquette, who came by boat down the south banks of the Chicago River to Lake Michigan in 1673.

After we have seen the Lincoln group we pass further along the roadway and come to the Home and Industrial Arts group. The first building on our right is the

**Kohler Company's Building:** This looks over the Dahlia Garden with a colorful story of this firm's contribution to the betterment of living conditions. A long colonnade with lounge chairs provides a comfortable place to rest.

Next door to the Kohler Company and set back from the road are

**Southern Cypress Manufacturers:** A mountain lodge where the interesting story of the many uses of Cypress is told.

**Johns-Manville:** This building features a giant mural painted on asbestos-cement panels, and a colorful exhibit of asbestos products.

**Crane Company:** Animated displays showing developments of valves, piping, etc. They maintain an advisory service to answer questions on bathroom plumbing and remodeling.

Further along the roadway on the right and left we pass various types of "houses of tomorrow," most of which undertake to illustrate in a modern way, to the family of limited means, the use of prefabricated building units, new materials, and new methods of construction. First on the left.

**Masonite House:** Built entirely of Masonite with two bedrooms and baths, living room with 12-foot ceiling and large windows, den on second floor, and a modern roof garden. The walls of one of the bedrooms are covered with broad-loom cellophane with hangings of knitted cellophane. Cost \$7,500.00.





Second on the left,

**Rostone House:** Built of Rostone, a building material composed of limestone and shale. Available in any color. Material is pre-fabricated in standard sizes. All living quarters are on the first floor of this house. Cost \$6,000.00.

Third on the left,

**Lumber Industries House:** Features pitched roof. Walls and ceilings paneled with various woods achieving unique designs and demonstrating logical uses of lumber. Cost \$4,500.00.

Fourth on the right,

**Design for Living House:** Features two stories including there-in a large living room, commodious dining room, library, two bedrooms, bath, and a third story roof garden which occupies the full length of the house. Cost \$4,000.00.

Right behind "Design for Living",

**General Houses Inc., House:** All steel, frameless house with nothing made at site except the concrete piers. The steel chassis was set in place, and the panels bolted on to form a complete shell; then the roof panels were bolted on, windows and doors installed, and the house ready for paint. Cost \$4,500.00.

Fifth on the left,

**Brick Manufacturers' House:** Built of brick throughout, it is held together by steel rods through the masonry. Cost of this home is \$4,500.00.

Sixth on the right,

**Armco and Ferro Enamel House:** This is unique in that it is frameless, no structural steel being used. The walls are box like units, factory fabricated, house high and welded at the factory in various widths. The exterior is panels of vitreous enamel iron, nailed on with belyx. Cost \$4,500.00.



Behind the Armco House,

**Good Housekeeping-Stransteel House:** Steel frame of modern design. Exterior is enamel finished steel backed with Haydite and fastened with nails. Cost \$7,900.00.

Seventh on the left,

**The Glass Block Building:** Made entirely of multi-colored glass blocks, which are semi-transparent, and approximately the size of ordinary paving bricks. This was made by the Owens-Illinois Glass Company and houses an exhibit of garden equipment and furniture, new and unusual flowers of the James W. Owen Nurseries.

Eighth on the left,

**Florida Tropical House:** Built to meet the requirements of people with larger means than the average—featuring a two story living room. This is designed for climates approximating that of Florida.

Ninth on the left,

**House of Tomorrow:** (10 cents admission). A circular glass house, incorporating possible indications of what the future may bring in housing. The house is built around a central mast which contains all utilities. The exterior walls are of clear glass, and there are no windows. The ventilation is all by filtered, washed, heated, or cooled air, recirculated every ten minutes. Illumination is all indirect. No closets, but movable wardrobes are used. In addition to a garage there is an airplane hangar on the ground floor. Cost is approximately the same as the other model houses.

Last on the right,

**W. & J. Sloane House:** Designed to display elaborate interior decoration. Garden in rear is sponsored by Garden Clubs of America.

**Home Planning Hall:** These exhibits are devoted to presentation of heating, plumbing, air conditioning, refrigeration, home equip-





ment, household appliances and building materials. If you are planning a new home in the near future it might be well to stop in here and look over the latest developments in the various appliances which can ease the burden of household drudgery.

Adjoining the Home Planning Hall, we see the

**Gas Industries Hall:** The exhibits showing the growth of the gas industry for heating, cooking, refrigeration, and other uses. Here also are interesting models showing how natural gas is obtained and manufactured gas produced.

Passing this and further along the road we walk through a typical Army Camp. This is located on both sides of the road and houses several regiments of the regular Army during the entire length of the Fair.

After walking amid this forest of tents we come to some large Totem Poles which mark the home of the first people that inhabited the United States.

**The Indian Village:** There are five tribes of Indians living here during the Fair; each one have their own particular type of home. They give their ceremonial dances several times during the day.

We stroll among these colorful people and their homes, and then climb a long flight of steps up to the

**Mayan Temple:** This is an exact copy of a building in far away Yucatan that is at least ten centuries old and representative of the 2,000 or more year old civilization of the Mayans. Inside the temple are various exhibits and pieces of art showing the civilization of these ancients.

We retrace our steps a bit, walk out to the roadway, passing part of the Chrysler exhibit, and see, straight ahead, the huge tower of the

**General Motors Building:** In addition to housing models of all the General Motors automobiles, the central feature of this building is a complete automobile assembly plant, where you may witness the assembly of Chevrolet automobiles. If you are in the market for a new automobile you may select the material for your car as it enters the door; follow its process along the assembly line; get in and drive it off at the other side of the room. Beautiful dioramas are another feature of this magnificent edifice.



We stop at the veranda of the General Motors' Building for a minute and watch a beautiful amphibian plane rise up off the lake and carry passengers for a sight seeing trip of the Fair (price \$3.00 for 25 mile ride). Across the road and a bit south of the General Motors Building is the

**Chrysler Building:** In the circular show room of this building are displayed the latest models of Chrysler made automobiles, together with many cross sections of motors and various demonstrations. The ramp connecting this portion of the building with a display room at the south end offers an excellent vantage point for viewing the strenuous tests which are given autos on the proving grounds. If you like, you may ride in a Chrysler car around this track, too.

However, we have a lot more to see, so we don't stop for the ride but rather continue across the ramp into the

**Travel and Transportation Building:** Here on view are the results of a Century of Progress in transportation. Many interesting and spectacular exhibits are here, mostly on the lower level, so, upon entering the building, we walk down the stairway and see first the Cord Corporation's exhibit, which features a huge map of the United States, showing this Company's air lines and also by clever lighting effects portraying nightfall as it sweeps across the country. Airplanes and motors are also on view.

Passing along further we come to the Associated Manufacturers of Safety Glass Display. Beyond that is the Texaco Exhibit, which features its Fire Chief Gas, and still further along a member of the Canadian Royal Mounted Police, in his colorful uniform, stands guard over the exhibit of his country.

We don't walk up the ramp, nor do we take the escalator, but continue down the East corridor passing the Pennsylvania Railroad exhibit which features a cab of a locomotive. You may get in this and see just exactly how the engineer ran the train upon which you rode to Chicago. Walking along further we pass the Baltimore and Ohio Exhibit, the paramount feature of which is a diorama whose figures move and voices talk. This depicts the laying of the corner stone which marked the birth of our railroad systems. Also the Illinois Central Railroad displays an illuminated section of a globe showing the routes they serve. The Pullman Company and several tank car companies have interesting exhibits.





Now, we pass into a huge building which offers a striking departure in architecture. For the first time in history a dome has been constructed on a principle of a suspension bridge. The dominating exhibit in this building is a mammoth crown, surmounting a pillar from which four projection machines show motion pictures upon a screen 30 feet high around the wall. This 630 feet of screen forms a stage for the story in filmed detail of the essential contributions of oil, to the powering and lubricating of transportation. You may see old No. 9, the first sleeping car ever built, and then contrast this with the new all aluminum Pullman, or the earliest railroad engine in the country. Also in this building are exhibits showing the great growth aviation has made since its comparatively recent birth; the first Curtiss Plane may be contrasted with the new United Air Lines ship. Speed boats and covered wagons are also on display here.

South of the Travel and Transportation Building is an outdoor area for exhibit. You can see one of the fastest and most luxurious trains in all of Europe, "The Flying Scot," on the other side of which stands the gigantic Chicago, Burlington & Quincy locomotive and complete train. Also the air conditioned cars of the Baltimore & Ohio's Capitol Limited. Behind this you might see a farm tractor crawling about a two acre field, controlled entirely by radio, or look ahead and see

**The Tower of Value:** Nash Motors Exhibit featuring automobiles moving up and down by means of an elevator.

Coming back to the road we look back in the direction from which we came and see

**The Air Show:** Here famous planes that have made history are on display. Also in addition to every type of airship, a complete history of aviation is given. (Admission 25c).

Right across the road from where we're standing (in front of the Travel and Transportation Building) we see an alluring attraction,

**Wings of a Century:** (Admission 40c). Here you may watch the dramatization of a Century of Progress in transportation. On a triple stage in an outdoor theatre, 200 actors, 70 horses, 7 trail wagons, 10 trains and the largest collection of historical vehicles ever to be used, operating under their own power, put on this marvelous presentation.



In the comfortable grandstand with Lake Michigan for a back drop you may review the battles with Indians, frontier fights, and the history of the winning of the west. Show lasts one hour and a half.

We're not through yet so we continue down the road and pass a group of

**Model Chicken Houses:** Here you may see an international egg laying contest as the principle feature.

Next on our right is

**Domestic Animal Show:** An exhibition of rare and unusual varieties of domestic and wild land and water fowl.

On the left is

**Goodyear Landing Field:** Where for \$3.00 the Goodyear blimps, Reliance or Puritan, will take you up in the air for a trip around the grounds.

Across the road is

**Days of '49:** (See Page 29).

We're almost at the south end of the Fair now but along the road we see

**101 Ranch:** Famous Circus Show, featuring wild riding cowboys and girls and a Wild West Show.

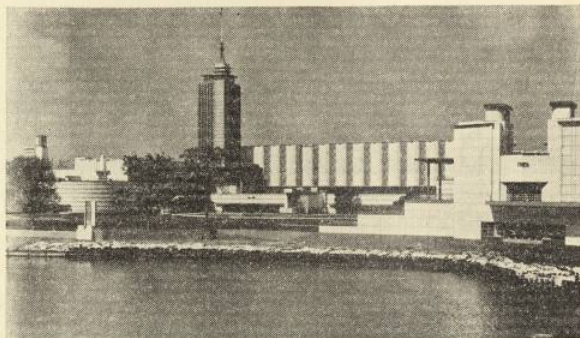
**Old Mexico:** (See Page 29).

**Dante's Inferno:** An amusement feature based upon the famous book by Dante.

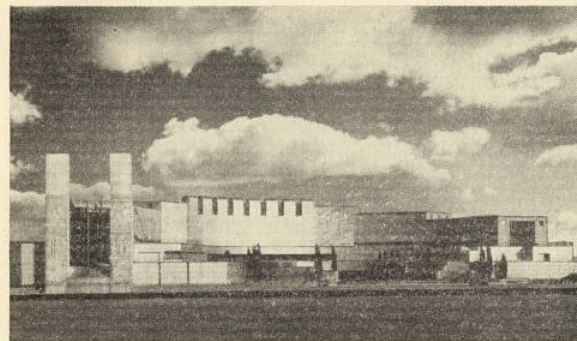
Now we're at the south end. It's a long trip back to Twenty-third Street where we take up our sights again. We'll take the bus trip back — on one of those big Greyhounds that you've seen driving around the Fair Grounds.



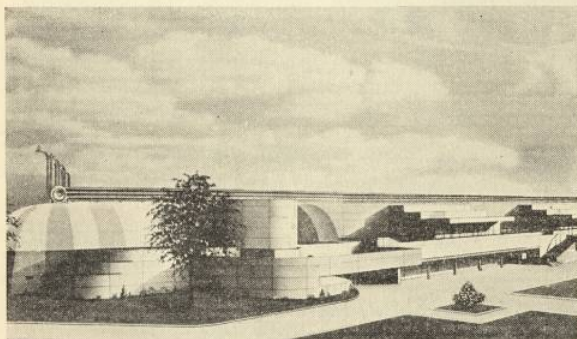




Looking across the lagoon to the Court of the Hall of Science.



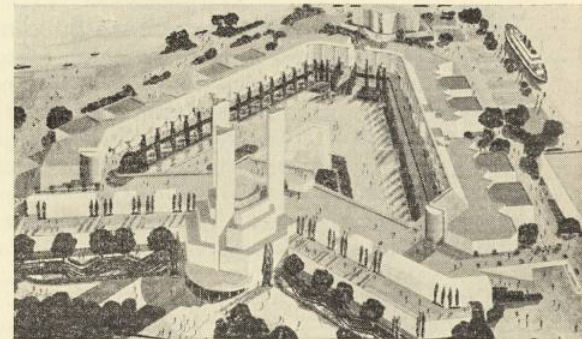
The Electrical Building with its masterful towers guarding the water gate.



The long colorful Agricultural Building.



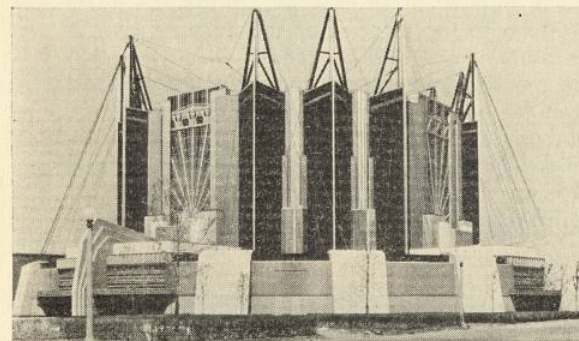
"The Land of Tomorrow," a bird's eye view of the World's Fair.



A view of the massive and beautiful Federal Group.



Huge frieze above entrance to the Communications Building.



Travel and Transportation Building with its "breathing dome."



## NORTHERLY ISLAND

Crossing the Twenty-third Street Bridge to Northerly Island, a completely man made piece of land, we pass many interesting shops. Here you may purchase souvenirs to take home or have your picture taken against a World's Fair building background. It's nice and cool crossing the lagoon and on our way to the electrical group, one of the most interesting features, we pass Spoor's Spectalum (see Page 30) and Hollywood (see Page 29). Along our way we find too that some of King Tut's descendants have constructed their building on this island.

**Egyptian Pavilion:** Here is a magnificent collection of Egyptian art. Novelties are also on sale.

We continue our walk along the edge of the lagoon and looking across to the other side a beautiful panorama is presented, of the buildings which we have already described. But now we come to

**The Horticulture and Floriculture Building:** (Admission 25c). Wherein is displayed the finest collection of greens and growing plants ever gathered together, there being more than a million varieties of flowers. An old Italian garden with its ancient playing fountains presents a beautiful spectacle and gardeners and florists have used real trees, real flowers, and real brooks to present scene after scene in dioramic fashion. Concealed skylights flood the flowers with sunlight or when needed the blossoms are bathed in ultra violet rays from lamps.

Refreshed by the beauty just admired, we continue our walk coming to one of the biggest attractions for children at the Fair.

**The Enchanted Island:** Five acres of land have been set aside here for the sole purpose of amusing the children (and those grown-ups who can still feel the thrill of make believe). Inside the gates are all types of rides, similar to those found on the midway, only in miniature. There's a mountain, guarded by giants, which the children can slide down; a mechanical zoo; and a miniature railroad which takes the children for a ride around the Enchanted Island. There are marionette shows and a theatre, in fact every conceivable thing to please and delight the hearts of the children. Trained attendants amuse children while parents go away to other parts of the Fair and it's a spot that no one will ever forget.



From here we could follow the roadway around to the right but inasmuch as there is nothing to see there, we'll continue along the lagoon coming to the beautiful massive

**Electrical Building:** Wherein are housed exhibits of the servant that has transformed the world—electricity. Note the fountain in the court of this building. This is particularly beautiful at night when different colors are disseminated from it. Walking up the steps at our right, we enter the balcony and very presently come to the largest diorama in the world, which tells a most thrilling and inspiring story. This depicts the route and use of electricity from its generation to its varied service of dispelling darkness, driving machines, and serving households myriad ways, made possible by hydro-electric transmission. Passing further along the balcony look across to the beautiful circular murals depicting the various uses of electricity. Other displays on the balcony show how light is used for window display and decorative purposes. But wait a minute, what is this we see ahead of us? A Snellen chart moving very rapidly. This exhibit is called "The Science of Seeing" and contains three parts, two of which will be of most interest to you. The first, "Speed of Vision", shows very clearly how more light allows one to see more rapidly and accurately. The second, a most practical demonstration which shows how glare reduces visual efficiency. Further along the balcony we see where Bausch and Lomb have contributed to progress again with a light measuring instrument. Other exhibits here show the applications of electricity and power, heat, and light in industry. We are at the end of the balcony now, so let's go downstairs and see what's in this General Electric House of Magic. If you wish to enter this little theatre you will see tricks, done with electricity which would put Thurston or Carver to shame, and you will understand why the pure science of today is the applied science of tomorrow. This lasts for 30 minutes. Further along the main level is the Westinghouse exhibit featuring a section of the World's largest water wheel generator, which is revolving under a glass floor. Models of great ocean liners are paired with an open model of electrical equipment used to propel such liners. A huge transformer is also on view here.

For the first time in our trip we are going to retrace our steps a bit and walk back through the main level of the Electrical Building looking at some of the sights which we might have missed. At the end of the hall we climb the steps again and turning right enter





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**The Communications Buildings:** Which has as its paramount feature the exhibits of the Bell Telephone Company. On the upper level you may see how your dial telephone works. Also, if you want to telephone back home, fill out a blank at the Information Desk, and if you draw the lucky number you will be able to talk to some of your home folks with the compliments of the Bell Telephone Company. There is another interesting exhibit here showing how speech is inverted on trans-oceanic calls. Also you may see and hear an acoustical illusion which is most intriguing. Downstairs in the Communications Building are located the exhibits of the Western Union Telegraph Company, the Postal, and the various radio organizations. A magic answer board that answers any questions about telegraphic service is another interesting feature. Also you may see how cables are laid under the sea; how pictures are transmitted by telegraph; how ships at sea are guided by radio, and numerous other interesting and educational sights.

Let's leave the Communication Building for a minute and walk across the road to the

**Edison Memorial:** This houses exhibits setting forth the many evidences of Edison's inventive genius and their effects upon the world. It is a striking monument to the wonderful things that this man did for humanity.

On our way again and we go into the

**Hall of Social Science:** As you enter the ground floor of this building you are attracted by a visual story of the American family. This depicts the evolution of an American family from the time they came as early settlers until today, where they live in a modern city apartment with all its luxuries. A common city dump is another interesting exhibit which graphically explains how the path of civilization is charted. Then you may contrast this with a section of a cave taken from Europe that reveals records of 50,000 years ago. Also many schools and colleges have space in this building.

Out in the open air again the exhibit of the Dominican Republic is passed. This is a model of the Columbus Memorial Light which will be erected in that country very shortly. Looking to the east a bit we see a Boy Scout encampment where a troupe of Scouts will be housed during the entire length of the World's Fair. Continuing our walk we see the huge pillars of



**The Federal Building:** This is the building for which Congress made appropriations to house, develop, and maintain the story of government activities. In this huge building with its beautiful dome are housed the exhibits of ten departments of the government. They tell of their activities and achievements. Paramount among them are the United States Navy, Department of Commerce, War Department, Department of Justice, and Post Office Department. Behind this building in V-shape is the States Building, with its court of States. Here are housed the various exhibits of the States in the Union, each one depicting that for which it is famous. Altogether this Federal group is one of the most interesting and imposing sights of the whole Fair, and when you leave, you will marvel at the prowess of our government.

Continuing our trip. What's this we see, an Orange Grove? Yes, a part of Florida transplanted and flourishing around

**The Agricultural Building:** Covering a gross area of 95,115 feet, this long building houses exhibits which present the story of foods, their production, preservation and their distribution, told by dioramas, moving models and actual processes. You may see a favorite cereal being made, or a soft drink being bottled. Salt is brought up from a model mine. Coffee and tea are prepared before your eyes. A biscuit company maintains model kitchens. A miniature brewery shows how beer is made; and you may see the evolution of a primitive and old fashioned cookery to a great commercial kitchen. The livestock and meat industry is also located here telling a colorful story of their progress. In the south wing, the State of Illinois presents a story of middle western farming and demonstrates what is carried on by the State to promote the industry. Here also is a dynamic exhibit showing how the soy bean is converted into more than 50 uses to feed man and beast.

The International Harvester Company houses all of their farm machinery in the north wing of this building.

We're almost through with the Island now, but looking over to the lake we look upon Jantzen Beach (see Page 29) and after our trip is finished perhaps we'll stop back here for a swim. But let's go on to the





**Dairy Building:** The outstanding feature of this building is "The Color Organ." This is an instrument designed to play with color as musical instruments play with sounds, and in a darkened amphitheater with the "color music" for accompaniment, a spectacle is presented in several episodes showing the march of civilization westward and the story of the dairy industry. After eight minutes of this, go into the Industry Hall and see one of the most interesting models yet, that of a mechanical reproduction of a cow, which shows the animal as a chemical laboratory manufacturing milk. Also you may see the story of the distribution of milk—from farmer to consumer.

We leave the Dairy Building by the north entrance and pass on our way to the bridge, the Adler Planetarium (see Page 5) and

**The Polish Pavilion:** This houses an interesting exhibit of industry and works of art from that nation.

That's all for Northerly Island. Let's have some amusement now. We're going to take in the Midway.



## OUTSTANDING AMUSEMENT ATTRACTIONS AT THE FAIR

**Battle of Gettysburg:** A circular painting depicting that famous battle. Each soldier is shown in action. It's well worth 40c.

**Belgian Village:** (Admission 25c). The most elaborate and picturesque exhibition on the midway. A hundred year old Belgian village built right in the midst of the Fairgrounds. Quaint houses, weather beaten shops, an old church, a typical town square and some nice restaurants are all part of this attraction. Folk dances are given every hour, and it's a sight that you should be sure and see.



**Days of '49:** (South side of grounds). A replica of a typical mining camp town that sprung up during the rush for gold. Dance halls, saloons, gambling joints and Forty-niners are in abundance here in their own atmosphere. (Admission 10c).

**Hollywood:** A large sound lot, a glass enclosed stage and a large open air theatre where movies are taken and radio broadcasting is carried on, are features to be found here. A dance orchestra plays in attractive surroundings and a revue is staged every few hours during the day. Leo, the famous MGM lion, is on exhibition here and various shops sell whatever you'd like to buy. (Admission 40c).

**Incubator Babies:** Premature babies kept alive and nourished to normal weight by means of incubators. (Admission 25c).

**Jantzen Beach:** A miniature Atlantic City with boardwalk, amusements and a sand beach.

**Midget Village:** Guarded by two giants—here live a group of 50 midgets in a city built to their measure. (Admission 25c).

**Morocco:** A walled in city with these colorful people in their own costumes, selling knick-knacks and other things from their country.

**Old Mexico:** (South end of grounds). Consisting of museums, shops, cafes, and a ballroom, illustrative of life in Mexico.

**Oriental Village:** Containing shops, bazaars, fortune tellers, as well as fakers, and everything that is necessary to make up a far eastern atmosphere.

**Palace of Living Wonders:** Greatest collection of human freaks ever gathered together. (Admission 25c).





**Pantheon De La Guerre:** Well worth seeing. A gigantic panorama of the World War which shows against a faithful background of war ravaged France and Belgium, 42 miles of it, 6000 individuals whose names were great in war time. Twenty-eight nations are represented and it took 130 artists about 5 years to complete it. (Admission 40c).

**Ripley's Believe It or Not Odditorium:** Containing in flesh and blood many of the strange "believe it or not" that you have seen in your newspapers. (Admission 40c).

**Show Boat:** An authentic replica of the famous old Cotton Blossom wherein old time melodramas are played every afternoon and evening.

**Spoor's Spectalum:** A huge moving picture screen featuring a life like reproduction of Niagara Falls. (Admission 25c).

**Streets of Paris:** You shouldn't miss this one. A small replica of the Paris Latin quarter in the heart of the Fair. Cafes, restaurants, and some pseudo risque sideshows are featured. Excellent diving exhibitions and plenty of atmosphere in this spot. (Admission 25c, then spend whatever you like inside).

**Submarine:** S-49. An ex-navy submarine intact so that you may see how they work and what these underwater craft look like inside. (Admission 40c).



## TRANSPORTATION AROUND THE FAIR GROUNDS

### Bus:

Stations located every few blocks throughout the grounds. In the morning only, you may take a sight-seeing trip around the grounds in one of these big Greyhounds (Fare 50c); straight transportation 10c; round trip with stop over privileges 25c.

### Boat:

Boat docks located at convenient spots around the lagoon. Pleasant, cool trip lasting about twenty minutes. Fare 50c.

### Gondola:

From dear old Venice these boats have come with their gondoliers. Fare 75c for 15 minutes.

### Wheel Chair:

Depots conveniently located around the grounds. Fare \$1.00 per hour. These chairs are privileged to be taken in most all the buildings.

### Jinrikishas:

Conveniently located depots around the grounds. Fare \$1.00 per hour. May be taken into all buildings.



## INTERESTING FACTS ABOUT THE FAIR

This is the first World's Fair that has not depended on the tax-payer for financial support — that it is financed through a \$10,000,000 bond issue subscribed by private citizens.

Great industries have invested more than \$5,000,000 in exhibit space in the various Exposition buildings or in special buildings.

A water pumping system with a capacity of 28,000,000 gallons a day supplies the Fair grounds with water.





## HERE IS WHAT TO SEE IN CHICAGO

Naturally, your first interest in Chicago this summer is the Century of Progress, and you should see as much of that as possible. If you've plenty of time, however, and you want to take a look around the great city of Chicago, the following are a few of the most interesting places that you should see:

### MUSEUMS

**Academy of Science:** Lincoln Park at Clark and Center Sts. A noted museum of natural history, including the Children's Science Library. Open week days, 9:00 a.m. to 5:00 p.m., and on Sundays, 1:00 p.m. to 5:00 p.m.

**Art Institute:** Michigan Blvd. at Adams St. Houses the official Century of Progress Fine Arts Exhibitions. Admission charge of 25 cents per person made to Exhibition of Painting and Sculpture on the second floor. Free exhibitions include A Century of Progress Exhibition of Etchings, Engravings and Lithographs; the Egyptian Department; the Period Rooms; the many galleries of Oriental Art; and the Antiquarian Collection. Open week days from 9:00 a.m. to 5:30 p.m. Sundays, 9:00 a.m. to 8:00 p.m.

**Chicago Historical Society:** Lincoln Park. New building just opened, which contains interesting exhibits connected with the history of Chicago and Illinois. Open from 9:30 a.m. to 4:30 p.m. on week days, and from 1:00 p.m. to 5:00 p.m. on Sundays. Admission free on Mondays, Wednesdays and Fridays 25c other days.

**Museum of Science and Industry:** In Jackson Park, at the foot of 57th Street. During the World's Columbian Exposition this was the Fine Arts Building. It is now being rebuilt and when completed will be used as a Museum which will show the development of all forms of industry from the beginning to the present day.



**Oriental Institute:** 58th Street and University Avenue. Devoted to the civilization of the ancient Near East. Much of the material collected by Dr. Breasted's expeditions. Open to visitors on week days from 10:00 to 5:30. From 11:00 to 5:30 on Sundays. No admission charge.

### LIBRARIES

**Chicago Public Library:** Washington St., Michigan Ave., and Randolph St. The Library contains more than 1,000,000 volumes. In it is located the Grand Army Memorial Hall with an interesting collection of relics and portraits.

**John Crerar Library:** 86 East Randolph Street. Distinguished scientific library. Open to the public daily, except Sunday, from 9:00 a.m. to 6:00 p.m.

**Newberry Library:** Walton Place, between Dearborn and Clark Streets. This library has many ancient manuscripts, rare volumes in fine bindings, and is especially rich in works dealing with the humanities. Open to the public 9:00 a.m. to 9:45 p.m. daily except Sundays and holidays.

### PARKS

**Grant Park:** East of Michigan Avenue, from Randolph Street south to Roosevelt Road. Site of Buckingham Fountain, Shedd Aquarium, Field Museum and Soldier Field.

**Lincoln Park:** Stretches along the lake shore from North Avenue to Diversey Parkway with some recreational facilities located farther north. Some of the attractions are: zoo, aquarium, aviary, Museum of Natural History, Chicago Historical Society, boating on the lagoons, gun club, golf course.

**Jackson Park:** South side of the city. Scene of 1893 World's Fair. Numerous facilities for sports including golf, tennis and swimming.





**Washington Park:** Also on the South Side. Facilities for the less well known sports; field hockey, croquet, bowling, etc.

**Garfield Park:** West Side. Best known conservatory in the city located here.

## UNIVERSITIES

**University of Chicago:** Between 57th and 59th Street, along the Midway Plaisance. This is one of the greatest universities in the world. Founded by a grant of land from Stephen A. Douglas and endowed by John D. Rockefeller. Among the buildings worthy of a visit are the University Chapel, Billings Memorial Hospital, the Eckart Laboratory, the Oriental Institute and International House. Guides will be furnished without cost upon application a day in advance to the Information Office or the President's Office at the University.

**Northwestern University:** McKinlock Campus, Chicago Avenue and Lake Shore Drive. These buildings include the medical, dental, law and commercial schools, and Passavant Hospital.

**Dearborn Observatory:** Northwestern University Campus. Evanston. Erected in 1888 through the generosity of James B. Hobbs, a trustee of the university. Open to the public on Thursday nights.

## FOREIGN DISTRICTS

**Chinatown:** 22nd Street and Wentworth Avenue. A district devoted to wholesale and retail shops and other business and social projects of the Chinese. The Chinese Merchandise Mart with its unusual imported wares should be visited.

**The Ghetto:** The district along Maxwell Street between Halsted and Jefferson Streets. The market is typical of Russian Jewish customs. It is closed on Saturdays, the Jewish Sabbath.



## SPOTS OF HISTORICAL INTEREST

**Haymarket Square:** Randolph Street between Desplaines and Halsted Streets. This large market for truck garden produce was the scene of the anarchist riot in 1886.

**The Site of Fort Dearborn:** This fort was the first permanent settlement of white men in Chicago. The site is now occupied by the London Guarantee and Accident Building at Michigan Boulevard and Wacker Drive. In the wall of the building is a tablet marking the spot where the stockade stood.

**The Water Tower:** Chicago Avenue and Michigan Boulevard. The only remaining landmark, north of the Chicago River, of the early city that was destroyed by fire in 1871. This is one of Chicago's really historic edifices.

## BUSINESS AND INDUSTRY

**American Furniture Mart:** Lake Shore Drive at Erie Street. Devoted exclusively to furniture and furniture display. Radio Station WCFL is located in this building and is open to visitors all day and all evening.

**The Board of Trade:** Jackson Boulevard and LaSalle Street. A new 44-story building which occupies the site of the old Board of Trade building at the head of Chicago's great financial thoroughfare. The trading floor, where grain, cotton and securities are handled, is more modern and perfect in its mechanical facilities than any other exchange in the world.

**Chicago Municipal Airport:** 63rd Street and Cicero Avenue. One of the nation's finest airports and the scene of the greatest aeronautical activity in the United States.





## NIGHT CLUBS

- Blackhawk Restaurant:** Randolph and Wabash. Good for dinner or lunch, too. Also Hal Kemp and his orchestra and floor show in attractive surroundings. Good food reasonably priced.
- Cafe de Alex:** 80 West Randolph Street. Orchestra and floor show.
- Canton Tea Garden:** Van Buren and Wabash. Chinese restaurant. Husk O'Hare's Orchestra and floor show.
- Chez Paree:** Fairbanks Court and Ontario. One of the better night clubs with Harry Richman, or Helen Morgan, orchestra and floor show.
- Club Royale:** Wabash between Van Buren and Congress. Good floor show and music.
- Grand Terrace:** Oakwood and South Parkway; black and tan cabaret — good music.
- The Schnitzelbank:** 1023 North State Street. German atmosphere, beer, food and music.

## SURBURBAN NIGHT CLUBS

- The Dells:** Morton Grove. One of the best suburban clubs. Excellent music by Guy Lombardo or Ted Lewis, and good floor show.
- The Lincoln Tavern:** Morton Grove. Ted Weem's orchestra in a pleasant environment in the country.



## Villa Venice:

Milwaukee Avenue at Des Plaines River. One of the country's outstanding cafes. Featuring the most elaborate revue in town in a real show place. Gondoliers take you for a ride on the Des Plaines River.

## HOTEL CAFES

### Congress:

Michigan at Congress. Joseph Urban Room, very beautiful, featuring Vincent Lopez. Hawaiian Room nice, too.

### Drake:

Michigan Avenue at Oak Street. Clyde McCoy and orchestra in Summer Garden Room.

### Edgewater Beach:

5500 Sheridan Road. The Beach walk is something to see. Dance in open air along the lake in gorgeous surroundings. Mark Fisher and orchestra.

### La Salle:

Madison and LaSalle. Only roof garden in loop. Johnny Hamp and orchestra playing in "The Hangar".

### Morrison Hotel:

Clark and Madison. Tropical Terrace Garden is bit of Hawaiian atmosphere in Chicago. Don Irwin and orchestra.

### Palmer House:

Monroe and Wabash. Empire Room is most attractive, and dancing by Veloz and Yolanda is talk of Chicago. Richard Cole and orchestra.

### Sherman Hotel:

Clark and Randolph. Famous College Inn featuring the Old Maestro, Ben Bernie; Buddy Rogers and floor show.

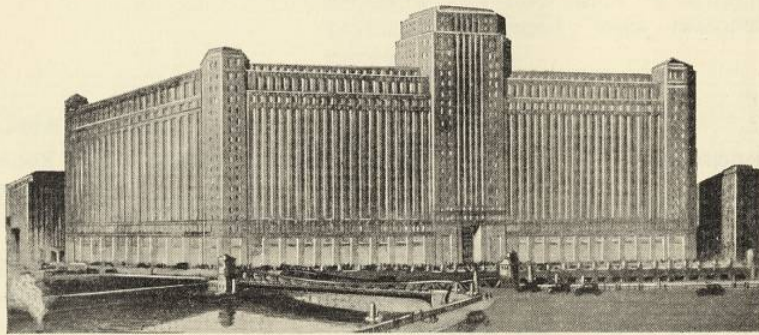
### Stevens Hotel:

Michigan at 7th. Boulevard Room, featuring Charlie Agnew and singing orchestra.





## THE MERCHANDISE MART



Home of General Offices of Riggs Optical Company

It was quite fitting several years ago, when this the largest building in the world was completed, that one of the country's larger optical organizations should make its home here. These new offices were something of a contrast too, to the small modest office that housed the Riggs organization in Omaha some twenty-five years ago, when imbued with the ideas as to what a real optical service should be, the founders of this company started in business.

Well might it be said that since that time, the Riggs Optical Company have crowded a Century of Progress into twenty-five years, for its growth has been marked by progress in every possible way to assure that the best service and quality conceivable be given to its customers.

The result has been that today the Riggs organization with 70 conveniently located offices stands ready to serve you quality products, with a personnel trained and equipped to do things in only one way—the best.



## INTERESTING FACTS ABOUT THE MERCHANDISE MART

On the 18th and 19th floors are located the modern studios of the National Broadcasting Company—the largest in the world. Trips are conducted through their studios during the day, but at night admission is by ticket only.



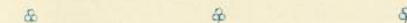
The total area of the Merchandise Mart is 4,023,400 square feet or equivalent to 93 acres. It would take an office building 215 stories high built in a plot 125 by 150 feet to equal this.



The passenger elevators in the building travel 400 miles a day, while the freight elevators have a capacity equal to handling 52 Ford Coupes in a single load.



Fifteen thousand people inhabit this building eight hours a day while the traffic in elevators is about 40,000.



The concrete required to build the Merchandise Mart would cover a full city block, four feet deep, while the caissons under the building if placed end to end would reach from Michigan Avenue south to 75th Street.



Sight seeing trips are conducted through the building at 11:00 a.m. and 3:00 p.m. every day.





Our minds were made up to that some years ago and that is why the Riggs Optical Company stresses the importance of quality, not alone in its own organization, but to you, our customers, whom we sincerely believe will find adherence to a strict code of quality more worthwhile.

# RIGGS OPTICAL COMPANY

## LOG OF MY TRIP

Date \_\_\_\_\_



I SHOULD REMEMBER





