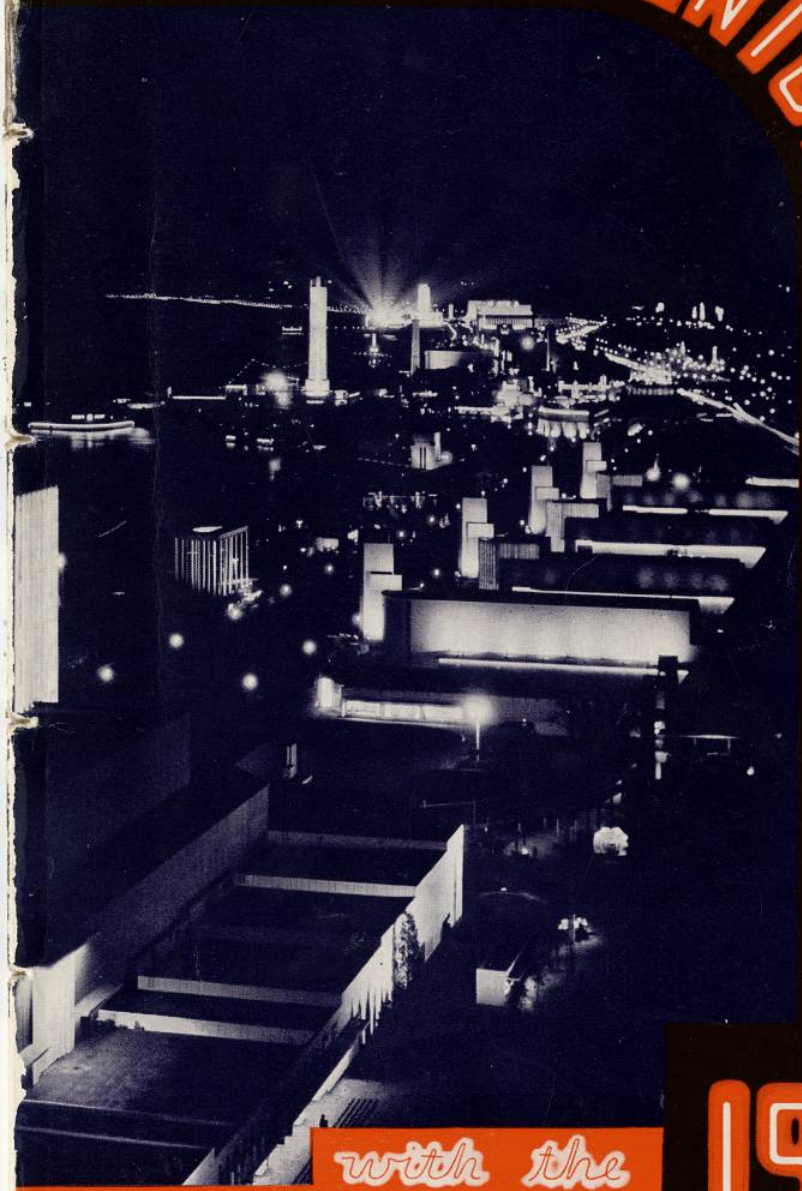
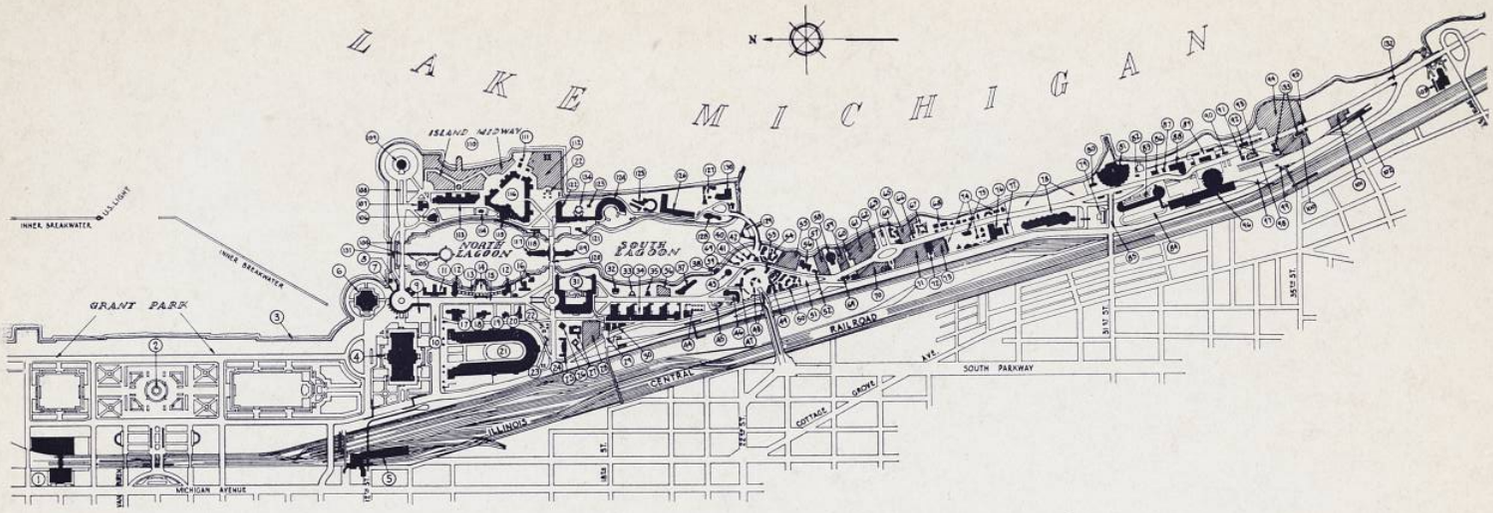
SEEING A CENTURY OF PROGRESS



with the

RIGGS REPORTER

1934



1. ART INSTITUTE
2. BUCKINGHAM FOUNTAIN
3. AMPHIBIAN RAMP
4. FIELD MUSEUM
5. ILLINOIS CENTRAL STATION
6. SHEDD AQUARIUM
7. NORTH ENTRANCE
8. EITEL'S ROTISSERIE
9. RAPID TRANSIT TERMINAL
10. COURT OF HONOR
11. ADMINISTRATION BUILDING
12. THOMPSON'S RESTAURANTS
13. GRANDSTAND
14. BANDSTAND & STAGE
15. AVENUE OF FLAGS
16. ITALIAN PAV. & RESTAURANT
17. SEARS ROEBUCK BUILDING
18. ILLINOIS HOST HOUSE
19. SWEDISH PAVILION
20. CZECHO-SLOVAKIAN PAVILION
21. SOLDIER FIELD
22. SKYRIDE
23. ST. PAUL'S CHAPEL
24. 16TH STREET ENTRANCE
25. JAPANESE PAVILION
26. BENDIX LAMA TEMPLE
27. CHINESE PAV. & RESTAURANT
28. SWISS VILLAGE
29. 18TH ST. ENTRANCE
30. SERVICE BUILDINGS
31. HALL OF SCIENCE
32. TIME & FOURTUNE BUILDING
33. CACTUS PERGOLA
34. GENERAL EXHIBITS BUILDING
35. CHRISTIAN SCIENCE MONITOR
36. GOOD HOUSEKEEPING
37. HALL OF RELIGION
38. BYRD'S SHIP
39. THE HUB-HENRY C. LYTTON & SONS
40. DOUGHNUT MACHINE CORP.
41. HAVOLINE THERMOMETER
42. INFANT INCUBATOR
43. AQUATIC SPORTS
44. AMERICAN RAD. & STAND. SANITARY
45. SINCLAIR EXHIBIT
46. FIRESTONE BUILDING
47. WALGREEN'S STORE
48. 23RD ST. ENTRANCE
49. THE OASIS
50. BELGIAN VILLAGE
51. ALPINE GARDEN
52. HUNGARIAN BAZAAR
53. GENERAL CIGAR CO.
54. STREETS OF PARIS
55. HAWAIIAN GARDENS
56. OLD HEIDELBERG INN
57. ITALIAN VILLAGE
58. PANTHEON DE LA GUERRE
59. TUNISIAN VILLAGE
60. SPANISH RESTAURANT
61. SPANISH VILLAGE
62. EDWARDS RANCHO
63. FLYING TURNS
64. MIDGET VILLAGE
65. IRISH VILLAGE
66. DESAIBLE CABIN
67. FORT DEARBORN
68. LINCOLN GROUP
69. CROWN FOOD
70. AMERICAN COLONIAL VILLAGE
71. OLD ENGLISH VILLAGE
72. RIPLEYS-BELIEVE IT OR NOT
73. BLACK FOREST VILLAGE
74. HOME & INDUSTRIAL ARTS GROUP
KOHLER BUILDING
SOUTHERN CYPRESS HOUSE
JOHNS-MANVILLE
CRANE CO.
STRAN-STEEL HOUSES
ARMCO FERRO ENAMEL HOUSE
GENERAL HOUSES INC.
MASONITE HOUSE
ROSTONE-INC. HOUSE
LUMBER HOUSE
COMMON BRICK HOUSE
OWENS ILLINOIS GLASS CO.
FLORIDA HOUSE
HOUSE OF TOMORROW
AMERICAN LEGION HOUSE
75. VICTOR VIENNA RESTAURANT
76. HOME PLANNING HALL
77. THE HALLER POTTERIES-INC.
78. FORD MOTORS
79. MAYAN GROUP
80. FRIGIDAIRE HOUSE
81. GENERAL MOTORS BUILDING
82. PALWAUKEE AIRPORT
83. CHRYSLER BUILDING
84. CHRYSLER TRACK
85. 31ST STREET ENTRANCE
86. CASINO DE ALEX
87. TELEVISION SHOW
88. STANDARD OIL BUILDING
89. WINGS OF A CENTURY
90. WILSON & CO. SHOW TEAM
91. WHITING CORP. & NASH MOTOR BLDG.
92. BROOKHILL LABORATORIES
93. CHI. & NORTHWESTERN R.R.
94. GOODYEAR LANDING FIELD
95. SOUTH ENTRANCE
96. TRAVEL & TRANSPORT BLDG.
97. MACHINERY DEMONSTRATION
98. OUTDOOR RAILWAY TRAINS
99. 35TH ST. ENTRANCE
100. POULTRY SHOW
101. GREYHOUND SERVICE STATION
102. RECEIVING STATION
103. 35TH ST. PUMPING STATION
104. PLANETARIUM BRIDGES
105. FOUNTAIN
106. WONDER BAKERY
107. PERSON'S EXHIBITS
108. TERRAZZO PROMENADE
109. ADLER PLANETARIUM
110. ISLAND MIDWAY
AUTO SCOOTER
CAROUSEL
CYCLONE COASTER
DUTCH VILLAGE
FERRIS WHEELS
FLEA CIRCUS
KING SOLOMONS TEMPLE
BEACH MIDWAY RESTAURANT
MOTORDROME
NIGHT CLUB
RIDE OF THE CENTURY
SHOOTING GALLERY
SWANEE RIVER BOYS
STREETS OF SHANGHAI
THE WORLD BENEATH
THE BUG RIDE
TRIP DOWN THE LOST RIVER
THE CATAPULT
WINSTON RACERS
116. ISLAND MIDWAY (CONTINUED)
ANIMAL FAIR
111. SOCIAL AGENCIES
112. U.S. MILITARY CAMP
113. AGRICULTURAL GROUP
114. FISH BAR
115. FEDERAL BUILDING
116. STATES GROUP
117. THE DOODLEBUG
118. SCHLITZ GARDEN CAFE
119. ARMOUR BUILDING
120. SCIENCE BRIDGE
121. WORLD IN MINIATURE
122. SOCIAL SCIENCE BUILDING
123. CRYSTAL HOUSE
124. ELECTRICAL GROUP
125. ENCHANTED ISLAND
126. HORTICULTURAL BUILDING
127. MEXICAN VILLAGE
128. RESTAURANT
129. SWIFT BRIDGE & BAND STAND
130. HOLLYWOOD
131. SEARCHLIGHT BANK
132. SOUTH APPROACH
133. FARM HOME GROUP
FEDERAL HOMES
UNIVERSAL HOUSE CORP.
CROWELL PUB. CO.
134. WESTERN UNION HALL

Seeing A CENTURY OF PROGRESS

WITH THE •RIGGS• REPORTER

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So You're Going to see the Fair

And we're happy to have the opportunity of welcoming you to Chicago and our general offices. We want you to have a good time and to that end we'll do anything possible to make this visit a never to be forgotten one.

You'll find this guide book a handy accessory to seeing everything worthwhile at the Fair—and you'll find in our organization a group of alert people whose sole aim is to satisfy your every requirement. Everyone, from the boys in your "home" office to those here in our "home" office join in hoping that you have a real trip and in reminding you again that we are always at your service.

RIGGS OPTICAL COMPANY

THE 1934 CENTURY OF PROGRESS
AT CHICAGO
May 26th to November 1st, 1934

OUR MODEST ATTEMPT at a guide book for the 1933 World's Fair was greeted with such enthusiasm by our friends, that popular demand has prompted us to again try our hand as the "Baedeker" of this great exposition, the 1934 Century of Progress.

While last year's Fair was truly a stupendous enterprise, packed full of interesting, educational and dramatic things, it is not exaggerating to say that this year the officials, exhibitors and concessionaires have eclipsed their previous efforts in an endeavor to make the 1934 World's Fair better than ever. Of course to those of you who were here last year, the novelty of an entirely new exposition is missing, but as amazed as you were with the architecture and colors then, just so pleased will you be with them this year. A year has made the ultra modern buildings merely modern, and the bizarre, but slightly subdued colors are smart. Particularly will you marvel at the night illumination, for never before in history have special gaseous lighting, neon tubing, electric bulbs and fireworks been combined to present such a spectacular display.

That you will enjoy this 1934 World's Fair is a foregone conclusion and it is our hope that your visit will be made even more pleasant by this, your special guide—"The Riggs Reporter."

HOW TO GET TO THE WORLD'S FAIR

The World's Fair is located on man made land bordering Lake Michigan. It is approximately three miles long — running from 12th Street south to 35th Street, bordered on the west by the famous outer drive and on the east by Lake Michigan.

It is made quickly accessible by all forms of transportation as follows:

Buses: The following buses go to the North Entrance (12th Street) No. 28 (from Union Station) No. 29 (from Northwestern Station) Nos. 47, 60; the following touch all entrances: Nos. 17, 18. Fare is 10 cents.

Street Car: The following entrances may be reached by street car, 14th Street, 18th Street, and 23rd Street. Cars running to these gates may be identified by the black and white signs on the front which read "World's Fair Direct." Fare is 7 cents.

Elevated: From the north all south bound trains (except those going "around the Loop") stop at Roosevelt Road, "The World's Fair Station." From the south, all north bound trains stop there also. From this station special buses offer free transportation to the 23rd Street entrance. Elevated fare is 10 cents.

Speed Boats: There is speed boat service about every fifteen minutes from the Merchandise Mart or the Michigan Avenue Bridge to the 12th Street entrance. Fare is 50 cents.

Illinois Central: Suburban trains offer fast electric service to stations but a step from 12th, 18th, 23rd, 31st and 35th Street gates. In the Loop, board these trains at Randolph and Michigan or Van Buren and Michigan stations. Fare is 10 cents.

Taxicab: Yellow and Checker Taxicabs offer fast transportation to all entrances. Rate is 15 cents for first one-third of mile and 10 cents for each additional two-thirds of a mile plus 5 cents for each extra passenger.

Auto Parking: There is a convenient parking station along the west side of the Fair from 18th to 35th Streets. Also one at the extreme south end of the Fair. Charge is 50 cents for all day parking.

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TRANSPORTATION IN AND AROUND THE WORLD'S FAIR

Buses: Greyhound buses run from the north to the south end of the Fair grounds. Fare is 10 cents. Special buses leaving the north entrance (12th Street) make a non-stop tour of the grounds until noon. Fare for the trip is 50 cents.

Roller Chairs: These chairs are allowed in most buildings. Fare is 50 cents per person for 30 minutes and 25 cents per person for each additional 15 minutes. Special taxi service is available at 20 cents per person for ten minutes.

Jinrikishas: These, too, may enter most of the buildings. Fare is 60 cents for 30 minutes and 30 cents for each additional 15 minutes.

Motor Boats: For taxi service between landings, the fare is 10 cents. For a round trip of the Lagoon the fare is 25 cents.

Gondolas: From old Venice these gondolas have come to take you riding around the Lagoon. Fare is 50 cents per hour for each passenger.

SEEING THE 1934 FAIR

It is doubtless true, that never before have there been so many interesting and educational things gathered together for exhibition purposes as there are in this 1934 World's Fair. To see everything in its entirety would take approximately three hundred and twenty hours, or forty full days — and a great deal of walking. Thus it is the purpose of this guide to point out the most interesting sights, so that you may choose those things that interest you most for intense study, leaving the rest for casual observation.

For simplicity our guide begins at the North Entrance — 12th Street. He will continue south to 35th Street, pointing out each thing of interest along the way.

Before entering the gates there are two buildings which every Chicago visitor should at some time see. However, inasmuch as they are permanent and always open for exhibition, they may be saved until after the Fair. While they border the Fair grounds, they are not directly a part of the Century of Progress. These buildings are — first on the right:

The Field Museum of Natural History: This contains unusual and valuable collections gathered from the four corners of the world. It is an education in itself to see the interesting natural history exhibits in this, one of the world's finest museums. Open daily 9:00 A.M. to 5:00 P.M. Admission is free Thursdays, Saturdays and Sundays. Other days 25 cents.

On the left just before entering the gates is the

John G. Shedd Aquarium: A $3,000,000 gift to the City of Chicago from the late Mr. Shedd. This 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, if you are wearing comfortable shoes, have your ticket in your hand, we'll be off for the trip of a lifetime. On the way we'll expose ourselves to education that leading universities have made possible; to sights that large industries have endowed, and we'll visit typical spots in at least fifteen foreign countries — all without crossing an ocean too!

Proceeding due south from the 12th Street Gate we pass on the left the 12th Street Bridge that leads to the Planetarium. You'll see that later, so let's go on to 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 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, which is most unique in that it enables each guest to see the others.

Directly in front of the Administration Building is the Court of Honor, where visiting officials and parades make formal entry and pass in review. Continuing south from the Administration Building, we start to walk down the Avenue of Flags which is one of the most colorful promenades of the whole Exposition. On the right the first building is the

Sears Roebuck Building: The architecture of this building marks it as the forerunner of the modern department store of tomorrow. It has no windows, but air conditioning equipment keeps the temperature constant and the air fresh; electricity provides artificial illumination that is adequate and constant. The features of this building are as follows: a huge animated map of the United States showing various sources of supply and points of distribution; attractive dioramas which show the evolution of merchandising; a talking moving picture; a talking radio robot that cleverly demonstrates the newest in radio — the "pre selector;" animated displays which show this company's products as well as test them. In addition there are rest rooms, a children's playroom, a restaurant and other facilities for your convenience. In the garden adjoining, a Sears Roebuck built, equipped and furnished bungalow is on exhibition.

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 during the fall and summer months.

Proceeding down the Avenue of Flags we pass on the left the

Lagoon Theatre: Here are 8,000 free seats where one may sit and rest while watching free entertainment of all kinds. The daily program is posted outside the entrance. Restaurants are on each side of the grandstand.

At this point it is difficult to keep our eye from wandering off to the East where we can see the massive towers of the Federal Group; the Agricultural Building; and the new Midway; but before we go over there let's look at 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 one of the most comprehensive Abraham Lincoln exhibits ever gathered together.

The next building on our right is the

Swedish Pavilion: This exhibit, prepared by the Swedish Arts and Crafts Association, exemplifies the revival of home industries in Sweden. On display are examples of modern and applied art, ceramics, pewter, textiles, rugs, furniture and beautiful glassware.

Directly across the street is an exhibit that is well worth seeing. This is the

Venetian Glass Factory: Glass blowers from old Venice carry on the manufacturing that has made them famous the world over. See the attractive pieces of glassware made right before your eyes. It's most interesting. (Admission 10 cents).

Next door the Italian flag flutters proudly in the breeze. Here is where Italy plays host.

Italian Pavilion: Originally built in the shape of a giant airplane (to commemorate the flight of twenty-four planes from Rome to Chicago last year) two large additions have been made this year. A beautiful and dramatic mural portrays the government's control of transportation; their activities in other fields of endeavor. The beauty and historic spots of Italy are also shown and novelties from Italy may be purchased here. The official Italian Restaurant and wine exhibit are in an adjoining building.

On the west side of the street, across from Italy, is the

Czecho-Slovakian Pavilion: In this building the Czecho-Slovakian Manufacturers' Association exhibits fine Bohemian glass, jewelry, chinaware, linens, embroideries, wearing apparel and other articles of their manufacture. The celebrated health resorts are here publicized too. An art exhibit is sponsored by the Bohemian Arts Club of Chicago and various wares are also on sale. The Czecho-Slovakian restaurant is located next door.

From here we could walk straight ahead, up the ramp into the Hall of Science, standing directly 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, it remains one of the outstanding engineering works of the century. You may ride rocket cars between the two towers (1,850 feet apart) 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 23 karat gold leaf. Inside are countless treasures from China of the 18th Century. (Admission 25 cents).

This year there is no necessity for walking east to see the Japanese building, part of which is this year called "The Oriental Palace", but from the corner you can see

The St. Paul Chapel Car: This is across the street from the Japanese building. It is the exhibit of the Catholic Extension Society, which since 1915 has sent it on annual tours to isolated parts of the country.

Continuing south past the Bendix Temple we come to the

Chinese Pavilion: A replica of an old walled village of China, this exhibit features a priceless carved jade representation of a seven story Chinese Temple. It is fifty-one inches tall and took more than sixteen years to carve. Other examples of Chinese art and craftmanship are on display here, as well as an elaborate carved teakwood gate which stands just outside the Pavilion. In this building there is also a theatre where performances are given by native artists, and a typical Chinese Restaurant.

Past this and further south on the right is the first of the countless foreign villages which are an important feature of this year's Fair. This is the

Swiss Village: With its painted background of mountains, you are immediately transplanted to a small Alpine Village. The buildings are reproductions of typical parts of a Swiss city and the colorful native costumes add a realistic touch. Yodelers and dancers in the village square entertain at frequent intervals. There is also a Swiss Restaurant. (Admission is 25 cents).

Retracing our steps a bit we're ready for the Fair's most outstanding building — the spectacular

Hall of Science: Entering the west entrance on the ground level, we immediately find ourselves in the medical exhibits. Before looking at them, however, consider the Hall of Science itself. It is probably the most interesting and educational building in the Fair — a veritable domain of scientific wonders. It has been built on two levels in the shape of a huge letter "U", and it 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. The attractive tower at the southwest end houses the Deagon Carillon which is used for concert purposes every few hours during the day and evening.

It would take weeks to really absorb everything in the Hall of Science, and if you are interested in concentrating on the Scientific Exhibits, it is suggested that you purchase The Handbook of the Basic Science Exhibits which is on sale at all information booths.

At the present time we are on the main level and there are three outstanding exhibits here which should not be missed. The first of these is the Loyola Medical School's display of the various stages of the human embryo. Also here on view

are actual cross sections of the human body. Another display quite different in nature, is a diorama of a famous painting — "The Doctor." The third outstanding exhibit on this level is that of "The Transparent Man." This is life size and there is only one other like it in the world. The skin is of transparent Cellon and all the organs of the body are in place. They are illuminated and described in turn, so that you may see at a glance just where each organ is located. On this level there are many other interesting industrial and scientific displays. On the ramps at the east of the building there are also additional medical displays.

One of the outstanding features of the upper level is the Great Hall. Here on display is the gondola in which Piccard made the first ascent into the Stratosphere — also the skeleton of the gondola with which the same feat was attempted at the Fair last year.

At the north end of the Great Hall is "The Clock of Ages." This, by means of a clock dial shows the advancing geologic periods. At the south end is the Periodic Table of the Elements, which shows the ninety-three known elements that make up matter. Another interesting sight here is the model oil refinery.

The north wing (upper level) of the Hall of Science houses the exhibits pertaining to Geology, Mathematics and Physics. Here you may see how oil is drilled; coal mined; Einstein's theory of relativity explained by means of a series of exhibits; photo electric cells; how sound travels; how light waves travel, etc.

The Chemical and Biological exhibits are housed in the south wing (upper level). Here is the story of Elements; the story of Evolution.

Before leaving the Hall of Science, step out in the court, which is between the north and south wing of the building (upper level). Here you may look down upon the outdoor Science Theatre. Different acts of scientific interest are presented to 10,000 persons at a time in this unique theatre.

We leave the Hall of Science by the south entrance and pass on the left

The Time and Fortune Building: This may be recognized immediately by the huge magazine covers which form a part of this attractive building. Inside you will find an air

cooled reading room where magazines from all over the world are on file. If you are tired, here is a pleasant place to rest.

Immediately across the street from Time and Fortune is the General Exhibits Group where American Industry is on view. If your time is limited, it is best to keep to the lower level of these buildings for the most interesting exhibits are located on the main floor.

General Exhibits — Building One: Here the Simmons Company has on display twelve modern and most attractively furnished bedrooms. Here, too, you may see machinery that makes Beautyrest Mattresses. The American Can Company presents a gigantic display of canned goods and makes toy banks for souvenirs.

General Exhibits — Building Two: Printing, engraving and the graphic arts come into their own. An actually working reconstruction of Johannes Gutenberg's original printing press is on view. You can see printing done as it was in 1438. Also on display here is the famed original Gutenberg Bible, valued at more than $100,000. Contrast all of this to the modern printing equipment and literature on display. You may see how rugs are woven or how various types of motors operate. Or you may sit in an airplane cockpit or a racing car and with a moving picture racing before your eyes, receive all the sensations and thrills of driving such machines.

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

General Exhibits — Building Four: On display in this building is the spectacular $5,000,000 exhibit of the combined international diamond industries. Included in the diamonds on display are the 128.5 karat Tiffany diamond and the 42 karat perfect blue diamond which at one time belonged to Emperor Maximillian of Mexico.

A South American diamond mine is in operation. To view it you enter an elevator and have the illusion of descending into the bowels of the earth, where you see the typical blue

clay in which diamonds are found. And "The Streets of Amsterdam" portray diamond cutting and polishing. (Admission 25 cents).

It's quite a jump from diamonds to toothpaste, but in this building you may also see Ipana toothpaste being manufactured and packaged.

General Exhibits — Building Five: You may watch shirts being made by the thirty high speed machines or a fashion show of silver foxes. On the upper level is a display showing in miniature, all the costumes of the world's most famous women throughout the ages.

Leaving the General Exhibits Group, and out on the walk again, we eye with envy the Jinrikishas and Wheel Chairs, but aren't we going to see this Fair on our own feet? In our walk through the General Exhibits we have passed the

Christian Science Monitor Building: Here is exhibited the complete story of this international newspaper. An air cooled reading room occupies a large portion of this building.

Upon emerging from the south end of the General Exhibits Building Five, directly across the street is 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. For a small admission fee, you may also see a miniature carving in Mother of Pearl of "The Last Supper." It is 200 years old and most delicate in detail.

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

The American Radiator & 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 exhibit of air conditioning,

heating and ventilating and the other 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 your back yard years ago. Also, in the cave, there is an exhibit of the Sinclair Company's products.

We leave the Sinclair Exhibit, walking further south to the

Firestone Building: One of the most colorful as well as interesting sights of the Fair, are the Singing Fountains located in front of this building. At night as these fountains play, they change color in harmony with the synchronous music. Inside is an ultra modern tire factory, finely equipped, embodying the latest methods of manufacture and actually producing Firestone automobile tires from raw materials to the finished product. Clever displays with living models tell the story of the evolution of the tire; the strength of batteries and brake linings.

We leave the Firestone Building, around the corner south and in front of us is

Byrd's Polar Ship "City of New York": Here is the historical barque that carried Admiral Byrd and his crew of eighty-two men on his adventurous first trip to the South Pole. In addition to a scale reproduction of Little America, there is also on display various relics of that famous trip. (Admission 25 cents).

On the main road again and walking south we pass along the way

Neptune's Follies: A fancy diving exhibition viewed from a moving platform. (Admission 25 cents).

Now we are abreast of the huge thermometer which has been in sight almost since we began our travels. It's the

Havoline Thermometer: This 277 foot high thermometer is the largest and only one of its kind in the world. It records accurately the temperature as it exists in Chicago. In the building beneath the thermometer are a lounge and the exhibit of the Texas Company.

Across the street on the right is

The Hub Store of Tomorrow: A view into the merchandising methods of 1944. A complete line of men's and women's clothing is for sale here.

Twenty-third Street, where we find ourselves at the present time, is practically the heart of the Fair grounds. From here there are two routes open to us — we can either continue directly south or we can cross the 23rd Street Bridge (The Swift Bridge of Service) and see Northerly Island and the splendid exhibits on view there. This guide does the former, but if you'd like to see the Island first, turn to page 28 and proceed from there.

Incubator Babies: Here on view are premature living babies, which are being nourished to normalcy by means of incubators. This exhibit is purely scientific and is managed by one of the country's leading pediatricians. (Admission 25 cents).

Further along on the left is the back entrance to the famous

Streets of Paris: Last year the talk of the Exposition, the 1934 Streets of Paris bids fair to again lure more people than any other concession. Cleverly designed and decorated, bars, restaurants and pseudo risque peep shows occupy most of Paris. There is free dancing in the Square. Excellent vaudeville and diving exhibitions may be viewed at regular hours during the day. If you haven't seen this, it's worth the admission charge for a few minutes tour of the Montmartre at the Fair. It's better at night, too. (Admission 25 cents).

Across the street from Paris is the exhibit of

The General Cigar Company: A model cigar factory producing 10,000 cigars a day, is on view in this building. (It's air cooled in here — and very comfortable on warm days).

Continuing south we pass on our right

The Oasis: A psuedo Mediterranean Village. This consists mostly of shops and merchants from north-Africa. A free vaudeville performance is given during the day and evening. (Admission 25 cents).

On the left is

Hawaii: An open air restaurant with entertainment and dancing.

Belgian Village: One of the best and most faithful of the village reproductions. Here are replicas of the famous gate of Ostend, the Church of St. Nicholas and other famous and picturesque buildings of old Belgian towns. Here, too, is a miniature of one of Brussel's famous statue fountainettes. Cobbled streets, colorful costumes and entertaining folk dances all go to make this a sight that should not be missed. (Admission 25 cents).

Out on the road again we find ourselves walking along the Street of Villages, passing first the "Life" Exhibit, then Old Heidelberg Inn and an Alpine Garden. On the left is

Hungary: Exhibiting and selling wares from that country.

The Italian Village: This contains reproductions of famous Italian buildings such as the Leaning Tower of Bologna, the Campanile of San Gimigano, the colorful fountains from Lake Como and the ruins of the Temple of Apollo. Native costumes and examples of Italian handicraft are also to be seen here. (Admission 25 cents).

The Pantheon De La Guerre: This is well worth seeing. It is a gigantic panorama of the World War which shows against a faithful background of war ravaged France and Belgium, 6,000 individuals whose names were well-known during the war. Twenty-eight nations are represented. It took one hundred and thirty artists, five years to complete this painting. (Admission 25 cents)

Tunisian Village: Another north-African Village. This concession has imported some natives to give the place color, but it contains for the most part small shops where various kinds of trinkets from that part of the world may be purchased. (Admission 25 cents).

Spanish Village: This is one of the larger villages. A typically Spanish Street scene greets you on the inside and as you walk around you will get the illusion that you really are in Spain. There is a patio, wherein a fountain plays, and other typical Spanish spots. Free entertainment is given in the court. (Admission 25 cents).

Colonial Village: This is one of the best of the new villages. Inside are reproductions of the following: Mt. Vernon, The Old North Church; Washington's Birthplace; A Pilgrim Settlement with the homes of Miles Standish, Priscilla and John Alden; the Old State House; the Village Smithy; and Betsy Ross exhibit. A smartly drilled and dressed drum and bugle corps parades on the village green. There is also free entertainment. This is well worth visiting for a little while. (Admission 25 cents).

The Midget City: Here live over a hundred of the smallest people in the world, in their own miniature city. Each one performs his duty in carrying on the business and government of the city. Free performances by professional midget actors are given in the open air theatre. (Admission 25 cents).

Old England: This will gain fame for "The Old Globe Theatre" which is inside and where Shakespearean plays are given. The Old Curiosity Shop; Cheshire Cheese Inn which Samuel Johnson frequented; and other well known old English spots are reproduced. India is represented in a large exhibit and there are many typically English shops. (Admission 25 cents).

Irish Village: Containing many reproductions of well known historic Irish spots such as the ancient Arch of Claddagh of the City of Galway; Gateway Derry of Donegal; the Celtic Cross of Monasterboice; Tara Hall; this will attract many who claim the Emerald Isle as their ancestral home. (Admission 25 cents).

De Saible Cabin: This is a reproduction of the first Chicago building erected in 1779 by Jean Saible, a native of Santo Domingo.

Immediately across the street is one of the Exposition's most talked of side shows. It is

· caricaturisms ·

nelson fall '34

Ripley's Odditorium: Here you may see in the flesh, many of the strange "Believe It or Nots" that have mystified the world. Included in this year's presentation are the ossified living man and woman; the little girl with four legs and three arms; the human pin cushion; and about twenty other equally strange attractions. (Admission 40 cents).

Old Fort Dearborn: This is an exact reproduction of the first Chicago settlement, 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 an extensive exhibit of all the things that went to make a home in some of the buildings of Old Fort Dearborn. (Admission 25 cents).

Next in our path of travel is the

Black Forest Village: This is another of the Villages that you should not miss. Enter here and you walk from summer to winter in thirty seconds. Air conditioning makes this spot cooler, and the snow banked high on the roofs, icicles hanging from the buildings and a huge background of mountains all add to the illusion of winter. Quaint German buildings and native costumes are in abundance. The fancy ice skating exhibitions which are given here hourly lend an interesting and entertaining touch that will not soon be forgotten. (Admission 25 cents).

Directly opposite this village 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. You may see 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. (Admission 10 cents).

The Bowery: Here is where the gay nineties are brought to life. Tony Pastor's Opera House presents the Floradora Girls and other old time vaudeville; the Police Court; Chuck Conner's Saloon and other typical New York spots of the early nineties are reproduced. (Admission 25 cents).

Let's stop a minute for reconnoitering! In the last mile we've gone through eleven different villages. We'll say that this 1934 Fair is like a trip abroad — and a lot cheaper, too! We've seen all the foreign atmosphere of the mainland, so now let's think about home and homes for we are at the Home Planning group which starts on the right with the

Kohler Building: With its long colonnade overlooking the Dahlia Garden, this building provides a cool comfortable place to rest. Inside are shown the many contributions this company has made to the betterment of living conditions. A mural shows the source of raw materials.

On the left and opposite the Kohler Building is the

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.

South of Kohler and set considerably back from the road is

Southern Cypress Cabin: A charming mountain lodge where is told in an interesting manner, the many uses of Cypress.

Johns-Manville Building: The main feature of this building is a giant modern mural, painted on asbestos cement panels. On display is a complete exhibit of asbestos.

Now 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 (a wood product) with two bedrooms and bath, living room with 12-

foot ceiling and large windows, den on second floor, and a modern roof garden. Cost $7,500.00.

Second on the left,

Rostone House: This is built of Rostone, a building material composed of limestone and shale. Available in any color. Material is prefabricated in standard sizes. All living quarters are on the first floor except the master bedroom which opens on the roof. Cost $6,000.00.

Third on the left,

Lumber Industries House: This features a pitched roof. Walls and ceilings are paneled with various woods achieving unique designs and demonstrating logical uses of lumber. Cost $4,500.00.

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.

Directly across from this attractive dwelling is the

Porcelain Enamel Steel 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 consists of panels of vitreous enamel iron, nailed on with belyx. Cost $4,500.00. In the rear there is an attractive guest house.

Behind this is the

Stansteel-Irwin House: Steel frame of modern design. Exterior is enamel finished steel backed with Haydite and fastened with nails. Cost $7,900.00.

Crane Company Building: Your eye is first attracted to this exhibit by the giant 45 foot shower bath, which pours hundreds of gallons of water daily into a pool. On display are antique models of plumbing fixtures as well as modern examples of bathroom fittings.

Home Planning Hall: These exhibits are devoted to the presentation of facts and ideas for those planning a home.

Heating, plumbing, air conditioning, refrigeration, home equipment, household appliances and building materials are on display here in abundance. Tests for durability and wearing qualities of various products are made as well as functional demonstrations given.

Adjoining Home Planning Hall is the

Gas Industries Hall: The application of gas in its many uses for the home is extensively portrayed in this group of exhibits. Model kitchens, heating plants and refrigerators are demonstrated in detail.

Opposite Home Planning Hall is

The Glass Block Building: Built 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 the glassware products made by this company.

Florida Tropical House: This is built to meet the requirements of people with greater means than the average. It features a two story living room. This is designed for climates approximating that of Florida.

House of Tomorrow: 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 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. (Admission 10 cents).

The last building in this group is on the right. It's the

Haeger Pottery Exhibit: Here you may see Pottery primitively made by Indians or modernly manufactured by machinery. The use of pottery for decorative purposes is also exhibited. (Admission to factory 10 cents).

Having thus more clearly defined the "Dream Home" of our minds, we continue our walk south coming to one of the bright spots of the new Fair and the largest of the new buildings,

The Ford Building: We enter from the north into what is known as Industries Hall, noticing first a huge relief map showing supply and distribution. Here you may see fabricated many of the parts which make up Ford automobiles, as well as interesting exhibits which show the strength and durability of this car.

In the huge rotunda of this building is an exhibit showing the development of wheeled vehicles from the earliest chariots to the modern car of today. In the center of the rotunda and open to the sky is a giant revolving globe which shows the location of Ford plants all over the world.

The south wing is occupied by a museum which contains Ford's first workshop and other relics. An interesting farm exhibit is in the rear of this, showing how, by use of the Soy Bean, a closer relationship between agriculture and industry may be developed.

Across from the Ford building is the beautiful Ford Garden where you may sit and listen to concerts by the Detroit Symphony Orchestra. If you like, you may also ride in a Ford car through the park on a roadway which reproduces nineteen sections of world famous roads.

South of the Ford Building and standing alone on a hill is the

Maya Temple: This is an exact reproduction of a section of the Nunnery of Uxmal in far away Yucatan. The original building is reputed to be at least ten centuries old and representative of the 2,000 or more year old civilization of the Mayans. Inside the Temple are relics of the life of the lost civilization of America.

If you visit the Maya Temple, walk east again and back to the General Motors Building. If you are still on the road continue south to the

Frigidaire Home: This is completely air conditioned and mechanized for a minimum of work.

General Motors Building: In addition to displaying models of all General Motors automobiles, in a most attractive setting, the central feature of this exhibit is a complete automobile assembly line, where you may watch this procedure as employed in the manufacture of Chevrolet automobiles. Step by step you see one of these cars take form, until finally it is completed and driven off under its own power at the end of the line.

Contributions that this Company has made to automobile progress are also on display in this, one of the most interesting buildings in the Exposition.

Directly across from General Motors and in a beautiful setting is the

Chrysler Building: In the circular showroom of this building are displayed the latest models of Chrysler made automobiles, together with many demonstrations of a Chrysler Motor's power and stamina. You may see automobile parts made, or you may stop in the movie theatre to view some current events. Perhaps the most interesting part of this exhibit is the huge outdoor track where strenuous tests are given cars under the trained eye of Barney Oldfield. Ride, if you wish, in one of the new Chryslers.

Next in our line of travel, and we enter it by the connecting ramp from the Chrysler Building, is the

Travel and Transportation Building: Here on view are the results of a Century of Progress in transportation. Many interesting and spectacular exhibits are on the lower level, so, upon entering the building, we walk down the stairway and see first the Associated Manufacturers of Safety Glass Display. Beyond that is the Hupmobile exhibit, which features its aerodynamic automobile, and still further along the Studebaker Company exhibits the largest automobile ever built, inside of which is a motion picture theatre, telling their story of motor car manufacturing.

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 the 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 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 it serves. The Pullman Company and several tank car companies have interesting exhibits as well as the Chicago & Northwestern Railroad.

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, leaving a floor space entirely free from obstruction. Here you may see transportation history; old No. 9, the first sleeping car ever built, contrasted with the new all aluminum Pullman; and one of the earliest railroad engines in this country. In this building are exhibits showing the great growth aviation has made since its comparatively recent birth.

You may go through one of United Air Line's new multi-motored transcontinental planes; see one of the Navy's fast fighting seaplanes, a covered wagon and an early stage coach; a modern fire engine; the largest electric engine in the world and the pilot house of a modern steamship.

On the tracks behind this building are new modern trains. Most interesting among them are the new Union Pacific and new Burlington Streamlined trains. The body of the former is made of aluminum, while the later is of stainless steel. Both are the last word in modern speedy transportation.

On the second floor, at the south end of the Travel and Transportation Building is

The Sportsman's Show: Here is an exhibit that will warm the cockles of every true Sportsman's heart. All types of sport equipment are on view and sport contests of various types are scheduled during the summer.

On the roadway east of the Travel and Transportation building is one of the most interesting and thrilling of the free performances given at the Fair, it is

Red Crown Cage of Fury: Allan King, wild animal trainer, puts 30 savage lions and tigers through their paces at the same time in one cage. These performances are scheduled four or five times during the day and signify the Standard Oil Company's slogan "Live Power." You may, if you like, inspect these ferocious animals at close range, for the building behind the cage is their summer home.

Along the roadway again and still going south we pass the open air theatre in which is enacted three times daily

The Wings of a Century: This dramatic pageant, portraying the development of transportation in the United

States, should not be missed. On a triple stage, with Lake Michigan as a backdrop, 200 actors, 70 horses, 7 trail wagons, 10 trains and the largest collection of historical vehicles ever to be used, each operating under its own power, are used in presenting this remarkable show. From the early trappers to the modern transcontinental train, you watch the history of transportation unfold before your very eyes. Be sure and see this before you leave the 1934 Exposition. (Admission 40 cents).

On the right is

The Tower of Value: An endless chain of automobiles, moving up and down in this strange tower, constitute the Nash Motor Company's contribution to the Fair.

If you are interested in Farms and Farming, you'll enjoy the exhibits at this, the south end of the Fair grounds. First we pass

Wilson 6 Horse Team: Here is housed the prize winning six horse team of Clydesdales which appears in Wings of a Century.

Brookhill Dairy: This is a model dairy, constructed of hollow glass building blocks, which minimize temperature changes and allow light to enter.

Goodyear Exhibit: The blimps Puritan and Reliance leave this field for sight seeing trips around the Fair. (Fare is $3.00).

International Egg Laying Contest: In model hen houses, prize winning hens compete for the egg laying championship of the Fair.

The Model Farm House: With private living quarters on the second floor and working rooms on the ground level, this is what future farm homes will copy.

If we had walked in a straight line, from the north entrance, we would have gone three miles, so if you are tired you have a justifiable cause. Now that we are at the south end of the Fair, we have covered most of the mainland, so all that's left is Northerly Island — which offers almost again as much as we have already seen. The best and fastest way of returning to 23rd Street, from which point we take up our journey, is one of the large Greyhound buses that you have seen driving around the grounds. Here it is — all aboard!

NORTHERLY ISLAND

Off again for some more thrilling sights, we take up our journey at 23rd Street. This time we pass the front of "Streets of Paris", and with a glance at "the longest gangplank in the world" we continue to the

Swift Bridge of Service: This is one of the best of the new attractions at the 1934 Fair. In a huge shell on the lagoon, the Chicago Symphony orchestra plays to 1,700 people seated in the comfortable grandstand. On the bridge are the various exhibits of Swift and Company. You may look into a laboratory and watch tests being made; see how beef is packed; or you may be entertained by a small marionette theatre.

Finishing our journey across the bridge the first building we pass on the right is

Hollywood: Here, in a large theatre, you may watch a group of actors from Hollywood make movies. A night club adds merriment to the surroundings. (Admission 25 cents).

Next on the right is still another of the foreign villages, it is the

Mexican Village: You cannot mistake this attractive spot for anything but Mexico. The buildings and surroundings are typical of that neighboring country. Native Mexicans in abundance frequent this colorful street; dance in one of the two squares. Shops sell Mexican handiwork. (Admission 25 cents).

Leaving Mexico, we pass on the left, the Casino and on the right last year's Egyptian Pavilion. We continue our walk north along the shore of the beautiful lagoon, coming to the

Horticultural Building: If you are interested in flowers and gardening, by all means visit this building. Inside are beautiful dioramas showing typical garden and wild life scenes of various countries. Waterfalls and bubbling brooks combined with realistic looking backgrounds make these exhibits outstanding from an artistic point of view. Behind the building an area of four acres is devoted to a garden and flower show that is most unusual. Every conceivable type

of garden is shown with flowers in full bloom. In this area with Lake Michigan as a background and the beautiful landscaping all about, you feel transplanted into a fairyland of flowers. This is one of the most beautiful sights of the Fair. (Admission 25 cents).

Next in our line of travel is

Enchanted Island: Built expressly for the kiddies (aged 6 to 60) here is a land of make believe that will delight all who visit it. Inside the gates are all kinds of miniature rides, safe but thrilling to the youngsters. Adventure Land, with the three little pigs and many picture book characters come to life, the Magic Mountain, a children's theatre, a miniature railroad and all conceivable types of attractions to please the children are here. Trained attendants will care for the children while parents go away to other parts of the Fair. (Admission children 10 cents and children of children free).

Continuing our walk along the Lagoon we come to another of the spectacular Fair buildings. It is the

Electrical Building: Here are the exhibits which demonstrate many interesting and almost unbelievable things about the servant that has transformed the world — electricity. Before entering the building let's look at the fountain in the center of the court. This is particularly beautiful at night when, bathed in changing lights, the fountain gushes forth in all its splendor.

We enter the electrical building by walking up the stairway at our right. This leads to the balcony from which we can look down on the main level and have a bird's eye view of the more prominent exhibits. Of particular interest on the balcony is the Westinghouse Robot which goes through his various antics, including the smoking of a cigarette, for your benefit. Another interesting exhibit here is the largest diorama in the world. This depicts the route and use of electricity in a city from its generation to its varied service of dispelling darkness, driving machines and serving households. Further along the balcony we may look at some unusual circular murals which picture the many uses of electricity. Other exhibits on this level are devoted to the story of home appliances and the use of electricity for proper lighting.

At the end of the balcony we walk down stairs and find ourselves right in front of the General Electric House of Magic.

This is one of the most interesting of all the Fair exhibits. Inside the small theatre you may watch electric magic that is almost unbelievable. A thirty minute performance, this is well worth seeing — and it's with the compliments of the General Electric Company.

Further along the lower level are more General Electric exhibits and the Westinghouse displays, one of which features a section of the world's largest water wheel generator revolving under a glass floor. Home appliances such as sewing machines, electric mixers, dishwashers and clothes washers are also exhibited in abundance. You could spend many hours browsing around this interesting building and still not see everything that it offers.

In the northern part of the electrical building on the upper level is a large exhibit of the Kelvinator Company. On the lower floor are exhibits of two broadcasting companies. A small factory makes radio tubes or you may watch the finest radio receivers being made. You may see sound translated into light or have a record made of your voice.

Adjoining the Electrical Building and entered from the main level is the

Western Union Hall: Here you may delve into the mystery of telegraphic communication, see how several messages may be sent over one wire at the same time; how a message from London is transmitted and received in New York without a second's delay. The evolution of telegraphy may be traced through the models of old instruments on display.

Across from Western Union Hall is the exhibit of

Miniature Rooms: This consists of an unusual display of 24 miniature rooms, each completely furnished and decorated. If you are interested in interior decoration or a kindred hobby, be sure and see these rooms. (Admission 25 cents).

Adjoining Western Union Hall, and entered from it, is the

Hall of Social Science: On the ground floor of this building are many interesting as well as educational exhibits dealing with the social sciences. The American family is visualized in its evolution from early settlement until today. The cross section of a common city dump graphically explains

how the path of civilization may be charted. Contrast this to the section of a European cave which reveals records of 50,000 years ago. Education is depicted in its various phases and many schools and colleges exhibit in this building.

As we leave the Hall of Social Science, we can look west across the 18th Street bridge to the

Armour Exhibit: Inside is told Armour's story of meat packing, and how their products are distributed throughout the United States. In a glass enclosure, a number of girls cut and pack dried beef, showing exactly how it is done in the packing plant.

Across from this building is the exhibit of

Hiram Walker & Sons: This features the model of a modern distillery as well as a bottling plant in actual operation. Here miniature bottles of liquor are filled and packed. On the lower level is the Canadian Club Cafe — one of the better restaurants at the Fair.

From the 18th Street bridge we can look north and see the most spectacular fountain in the world. It is

The Century of Progress Fountain: If at all possible, see this unusual water display at night, for the myriad of colored lights that are in and around the fountain make it a never to be forgotten sight. If you are interested in statistics, this is the largest fountain in the world. It is 670 feet long and through its outlets flow 68,000 gallons of water a minute — enough to serve a city of a million inhabitants.

East of the Hall of Science is the

Army, Navy and Marine Corps Area: Here are housed a hundred men from each branch of the war service. They live in a model camp; act as escorts for parades and visiting notables.

Now we are ready for a real treat. It's the building just north of the Hall of Social Science and its three huge pillars mark it as the

Federal Building: Governmental activity is here unfolded before your eyes. The function and duties of ten departments are exhibited. The Post Office shows how it tracks down

swindlers or bandits who interfere with the mail. The Departments of Agriculture, Labor, Interior, Commerce, War, have fascinating exhibits which portray their activities in a striking manner. Don't miss this building as it's one of the most interesting of all.

Spread in V shape behind the Federal Building is

The States Building: Surrounding a court where concerts and other free entertainment are given, are the various State Exhibits. Each State presents that for which it is famous and an hour or more spent in browsing around these exhibits will be most enjoyable.

Now let's walk back to the Lagoon, saving the Midway for later. If we continue north we will come to the

Foods Building: Covering a gross area of 95,115 feet, this long building houses exhibits which present the story of foods, their production, preservation and distribution. Dioramas, moving models and actual model factories show in detail the many interesting things connected with this vital industry. You may watch a favorite cereal being made; or a soft drink being bottled. Salt is brought up from a model mine, mayonnaise is made; home preserved foods are displayed. In an adjoining building Wilson and Company slice, wrap and pack bacon. In the south wing, the State of Illinois presents its story of agriculture and what it is doing to make life easier for the farmer. In the north end of the building the International Harvester Company displays all of their modern farm equipment.

We leave the food building by the west entrance and walk north again to the

Wonder Bakery Building: Here is a complete bakery, where the Continental Baking Company demonstrates how its bread is made, baked and packaged.

East of the Bakery Building is the

Brewery Exhibits Building: On the lower level is a large restaurant, while upstairs are many exhibits showing the various processes used in the making of beer.

The unusual granite building with the circular dome is the

Adler Planetarium: This is a permanent Chicago institution and the only one of its kind in the country. Hourly lecures and demonstrations are given which show the motion of the sky, sun, moon and planets the world over. The museum here contains many astronomical instruments of great historical interest.

Now that we are through with the more serious side of the Fair and if there's still time, we can take in some of the more interesting of the Midway attractions. The Midway this year runs south along the lake front from the Planetarium to the Hall of States. The outstanding attractions are:

Dutch Village: With its large windmill, canal and picturesque Dutch buildings, this truly is a spot in old Holland. Boys and girls in native costume dance in the village square; craftsmen ply their trade in small shops. (Admission 25 cents).

Streets of Shanghai: This consists mainly of shops, which offer the "tourist" all kinds of Chinese merchandise. Natives in costume and typical Chinese architecture lend atmosphere to this village which is guarded by two high Pagoda towers.

Frank Buck's Jungle Camp: Here and quite alive are many of the animals Frank Buck has captured on his trips into the jungles. Huge deadly poisonous snakes, lions, gorillas and hundreds of monkeys inhabit this remarkable village. It's quite safe though — most of them are behind bars. (Admission 25 cents).

Down Lost River: In a boat you penetrate the wilderness of the world a million years ago, where huge prehistoric beasts growl and lurch at you. (Admission 25 cents).

Another City Celebrates its Century of Progress

War Clouds were hanging over the Great Lakes; guns were about to boom on Lake Ontario; the United States was at war with Great Britain, when a hardy pioneer, Hamlet Scrantom by name, moved into a log cabin standing close to the banks of the Genesee River. Little did he realize that he was the first inhabitant of a future metropolis; that some day the very spot on which he was living would form the hub about which would revolve a great city.

Because Hamlet Scrantom had shown rare discretion in his choice of a home, from that humble beginning arose the city of Rochester, which this year is observing its hundredth anniversary with a gala celebration lasting the entire summer.

Not unmindful of the fact that industry is the greatest contributor to growth, this year Rochestarians are also paying homage to their two greatest industrial organizations, Eastman Kodak Company and the Bausch & Lomb Optical Company. More than any others, these two companies and the individuals behind them have been instrumental in the physical as well as cultural growth of Rochester.

To be compared to Hamlet Scrantom, the Rochester pioneer, is John

A short short story of that City on the banks of the Genesee, and the Industry that contributed to its progress.

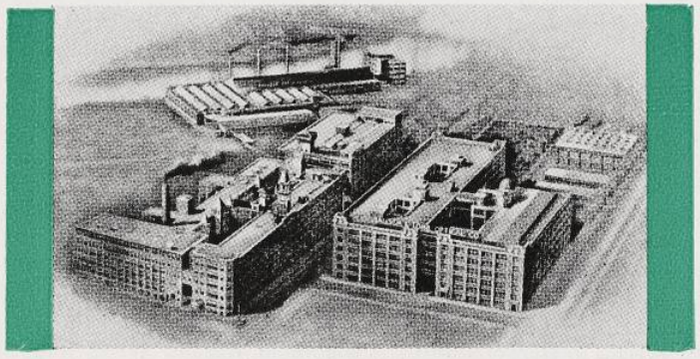
Jacob Bausch, the optical pioneer and founder of the organization that has made Rochester the optical center of America. It was in 1853 when Mr. Bausch, an immigrant youth, first established himself in the optical business in Rochester. He had learned the art of making frames and grinding lenses in Germany and although other fields of endeavor offered more secure income, Mr. Bausch leaned toward his first love — the art of making spectacles for his first real business venture. To say that he encountered hardships in his enterprise would be putting it mildly. Everything seemed to be against him. The market for spectacles was small; his capital was a great deal smaller and time and time again obstacles were thrown in his path which the majority of men would have acknowledged in defeat. No man of little courage, Mr. Bausch fought on. He took Henry Lomb into partnership and together they pooled their resources and brains in an endeavor to kindle flames of prosperity from the lukewarm coals of this infant business. The Civil War came, and while Henry Lomb was fighting with Grant, John Bausch was experimenting with hard rubber spectacle frames. (They had always been made with horn). The idea was practical and thereby came first success — in a very moderate way.

But even then real prosperity was slow in coming and it was not until 1890 that the business afforded Mr. Bausch and his partner even a small profit.

By working with great scientists; devoting a large part of their resources to research, the business grew . . . and branched out into the fields of science and industry. During the World War, Bausch & Lomb was called on to supply the Allies with all their optical needs. Showing the remarkable courage and perseverance that characterized that organization from the very beginning, the company developed, with unheard of speed, formulae for optical glass and certain instruments (formerly made only in Germany) which were a necessity in winning the war.

Today Bausch & Lomb stands as a leader in the field of optics — masters of light. In the huge twenty-six acre plant, over three thousand specially trained craftsmen carry on that fine old tradition of making the finest lenses of all kinds; the most perfect precision instruments; the best spectacle frames and mountings.

This summer in commemoration of the Rochester Centennial, this unusual factory will be open to all visitors. Guests will be shown the intricacies coincident with the task of bending light, the delicacy of making fine optical glass, the huge plant which stands as a monument to the names of John J. Bausch and Henry Lomb — optical pioneers.



Where the finest lenses, microscopes, binoculars and other precision instruments are made — the Bausch & Lomb plant.

● A wise old sage it was, who whenever consulted about the standing of an individual replied in words now so oft repeated — "Know him by the company he keeps." . . . Such old world philosophy most certainly holds true in today's business life. Particularly can you judge a house by the calibre of the products it promotes, because shoddy merchandise usually infers shoddy work and service. Whereas quite definitely, quality products mean quality craftsmanship . . . That's why Riggs have always been so careful in selecting the products that are sold over our name. We know that our employees do things in only one way —the best. We know that only the best products are worthy of that type work. . . . So we say, know us by the company we keep. Orthogon, Panoptik, and Soft-Lite Lenses. Loxit and other Bausch & Lomb mountings and frames.

Riggs Optical Company