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CHICAGO AND FIELD'S

**Prepared especially
for the convenience
and information of
VISITORS TO CHICAGO**

With the compliments of
MARSHALL FIELD & COMPANY

CHIC
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WORLD
A N
FIELD

Compact Inf
for Visitors

MARSHALL FIELD
MAIN RETAIL
State, Washington, Rand
CHICAG

**INFORMATION
FOR
VISITORS**

● *Information Bureau*, where you can get full information about Chicago, places of interest, etc. Third Floor, North Room, State Street Building. Telephone State 1000, Local 378.

● *Travel Bureau*, schedules, rates and reservations, and all travel information. Third Floor.

● *Personal Service Bureau*. Supplies experts who shop for or with customers; handles communications between friends; gives information about Chicago. Parcels checked nearby. Sight-seeing motor-bus tickets. Telephone State 1000, Local 400.

First Floor, South, State St., near entrance at Washington St.

CHICAGO
THE
WORLD'S FAIR
AND
FIELD'S

Compact Information
for Visitors, 1934

MARSHALL FIELD & COMPANY
MAIN RETAIL STORE
State, Washington, Randolph and Wabash
CHICAGO

INFORMATION FOR VISITORS

Visitors' Bureau. To receive out-of-town visitors and arrange special courtesies and accommodations. Interpreters without charge. First floor, south room, State street. Telephone State 1000, Local 790.

Information Bureau, where you can get full information about Chicago, places of interest, etc. Third floor, north room, State street building. Telephone State 1000, Local 378.

Store Tours Bureau—With waiting room. Here groups form for escorted tours through the store with guides. Third floor, south room, State street building. Telephone State 1000, Local 794.

Travel Bureau, schedules, rates and reservations, and all travel information. Third floor, north room, State street. Telephone State 1000, Local 716.

Personal Service Bureau. Supplies experts who shop for or with customers; handles communications between friends; gives information about Chicago. Parcels checked nearby. Sightseeing motor-bus tickets. First floor, south, State street, near entrance at Washington street. Telephone State 1000, Local 400.

CHICAGO, THE WORLD'S FAIR, AND FIELD'S

CHICAGO

Cooperating with A Century of Progress Exposition, 1934, are a number of Chicago's permanent institutions, all of which are to be considered "a part of the Chicago World's Fair" in that they welcome visitors and have made special preparations to entertain them. It has been the plan of the Exposition authorities not to duplicate the exhibits of these institutions. Included are:

Field Museum of Natural History—In Grant Park at 12th street. Open daily, including Sunday, 9 a. m. to 6 p. m. Free Thursday, Saturday and Sunday. Other days 25 cents. School children free.

John G. Shedd Aquarium—In Grant Park near the Field Museum. The world's largest aquarium. Open daily, including Sunday, 9 a. m. to 5 p. m. Free Thursday, Saturday and Sunday. Other days, 25 cents. Children free at all times.

Art Institute of Chicago—Michigan avenue at Adams street. Official fine arts exhibit of A Century of Progress. Open daily, 9 a. m. to 5:30 p. m.; Sundays, 9 a. m. to 9 p. m. Admission to World's Fair collection of paintings and sculpture, 25 cents. To all other collections, free.

Adler Planetarium—Within Exposition grounds. Hourly demonstrations. Admission 25 cents; children same—under 5 years not admitted to demonstrations.

Soldier Field—Near Field Museum, between 14th and 16th streets. Various scheduled events.

Museum of Science and Industry—In Jackson Park, at 57th street. Central portion, opened July 1,

1933, including famous coal mine exhibit. Open daily, including Sunday, 10 a. m. to 6 p. m. General admission free. To tour the coal mines, adults, 25 cents; children, 10 cents.

Chicago Historical Society—Library and Museum. In Lincoln Park at North avenue and Clark street. Open daily, 9:30 a. m. to 5 p. m.; Sundays, 1 to 6 p. m. Free Monday, Wednesday and Friday. Other days, 25 cents. Children free.

Oriental Institute—(University of Chicago.) Director, Dr. James H. Breasted. Archeological findings. Open daily, 10 a. m. to 5 p. m.; Sundays, 11 a. m. to 5 p. m. Admission free.

Chicago Academy of Sciences—In Lincoln Park at Clark and Center streets. A museum of natural history, featuring interesting specimens of the Chicago area. Open daily, 9 a.m. to 5 p.m.; Sundays, 1 to 5 p.m. Admission free.

OTHER POINTS OF INTEREST IN OR NEAR CHICAGO

The Merchandise Mart—Main entrance at 222 North Bank drive, facing the Chicago river. World's largest building. Total floor area more than 4,000,000 square feet, the approximate equivalent of 93 acres. Daily tours, 10 a. m., 11 a. m., 2 p. m. and 3 p. m.

Board of Trade—Jackson boulevard and LaSalle street. Tower, 44 stories. Observatory, 25 cents.

Chicago Public Library—Washington street and Michigan avenue. Approximately 1,683,000 volumes, including the branches.

John Crerar Library—Randolph street and Michigan avenue. Reference library on scientific subjects, including the medical sciences.

Newberry Library—Clark street and Walton place. History, literature and humanities. Reference.

Union Stock Yards—Entrance Halsted and 43rd streets. Trips every twenty minutes from 8:30 a. m. to 11 a. m. and from 12:30 to 2:45 p. m., except Saturday afternoons and holidays. Trip takes about 70 minutes.

Hull House—Halsted and Polk streets. One of the most famous social settlement centers in the world. Founded by Miss Jane Addams.

Chicago Stadium—1800 West Madison street. Where conventions are held.

Chicago Zoological Gardens—172 acres in Cook county forest preserve at Brookfield, near Riverside. Picturesque scenes, natural habitats, and numerous specimens.

Zoological Gardens—In Lincoln Park, open daily. An extensive and varied collection.

Navy Pier—Lake Michigan, foot of Grand avenue.

University of Chicago—Campus at 59th street and University avenue, Midway.

Northwestern University—Evanston. In Chicago, McKinlock Memorial Campus, East Chicago avenue, near the lake.

Buckingham Fountain—Grant Park, opposite Congress street. Major displays: Wednesdays, 1 to 2 p. m. and 9 to 10 p. m.; Sundays and holidays, 3 to 5 p. m. and 9 to 10 p. m.

Elks' National Memorial Building—Lake View avenue and Diversey parkway. Mural panels, symbolic statues, masterpieces of art.

Chicago Municipal Airport—63rd street and Cicero avenue. Probably the leading center of aeronautical activity in the United States.

PRINCIPAL PARKS

Lincoln Park—776 acres; north, on lake shore; zoological gardens; aquarium; aviary; statuary, including St. Gaudens' famed Lincoln.

Jackson Park—543 acres; south lake shore. Museum of Science and Industry, nearing completion; site of World's Columbian Exposition, 1893.

Washington Park—371 acres; south. Lorado Taft's "Fountain of Time"; conservatory; new armory of the 124th Field Artillery.

Garfield Park—188 acres; west; famous for its conservatory, the largest in the United States.

Humboldt Park—206 acres; west; sunken gardens; statue of Leif Eriksen.

Grant Park—303 acres; central, lake shore. Art Institute, Shedd Aquarium, Field Museum, Buckingham Fountain; World's Fair grounds adjoining at 12th street, south end of park.

Many smaller parks, forest preserves, and playgrounds. Total park areas in Chicago, 7,328 acres.

PRINCIPAL BOULEVARDS

Boulevards and park driveways in Chicago, 227 miles. Among the principal boulevards are: Michigan, Grand, Drexel, Hyde Park, Garfield, Midway Plaisance; South Shore; Washington, Western avenue, Jackson, Independence; Lake Shore drive and Sheridan road.

BATHING BEACHES

A number of bathing beaches of large size, and scores of smaller street-end ones, stretch along the lake shore. The principal beaches are: Rogers Park, Fifty-first street, Jackson Park, Rainbow, and Rocky Ledge.

THEATERS

See daily newspapers for current attractions at Chicago's numerous theaters. Information and tickets at Marshall Field & Company's Theater Ticket Bureau.

RAILWAY STATIONS AND SCHEDULES

Full information in regard to railroads and train schedules may be had free on request at Marshall

Field & Company's Travel Bureau, third floor; Illinois Central Station, Michigan avenue and Roosevelt road; Dearborn Station, Dearborn and Polk streets; Grand Central Station, Harrison and Wells streets; LaSalle Street Station, LaSalle and Van Buren streets; Northwestern Terminal, Canal and Madison streets; Union Station, Canal and Jackson streets.

LAKE TRANSPORTATION

Current information on request at our Travel Bureau, third floor; or see daily papers.

INTERURBAN LINES

Chicago, Aurora and Elgin, 310 S. Wells street; Chicago, North Shore & Milwaukee, Adams and Wabash; South Shore Line, Randolph street near Michigan avenue. For other lines inquire at our Information Bureau.

FOREST PRESERVES

The forest preserve district of Cook county now has a total area of approximately 32,644 acres, consisting of natural forest, rivers and lakes, playing fields, recreational centers, zoological gardens and botanical preserves.

PRINCIPAL MONUMENTS

In Lincoln Park—Beethoven, Goethe, Grant, Lincoln, Shakespeare, Swedenborg.

In Washington Park—Fountain of Time.

In Jackson Park—Statue of the Republic.

In Garfield Park—Lincoln, Robert Burns.

In Humboldt Park—Leif Eriksen.

In Grant Park—Lincoln, Logan, Pasteur, Great Lakes, Theodore Thomas, Columbus.

LEADING HOTELS, CENTRAL

Auditorium, Bismarck, Blackstone, Brevoort, Congress, Drake, Fort Dearborn, Great Northern, LaSalle, Morrison, Palmer House, Sherman, Stevens. Many important hotels are located on the North

Side and the South Side, some distance from the central section.

PRINCIPAL CLUBS, CENTRAL

Chicago Athletic, Chicago, Chicago Woman's, Hamilton, Illinois Athletic, Illinois Woman's Athletic, Covenant, Standard, Union League, University, Woman's City.

CHICAGO SKYSCRAPERS

American Furniture Mart, Board of Trade, Builders, Burnham, Capitol, Carbide and Carbon, Central Trust, Chicago Temple, Continental Illinois, Daily News, Eitel Group, Field, Foreman, Conway Building, Hotel Sherman, One La Salle, La Salle-Wacker, London Guarantee, Masonic Temple, Mather Tower, Merchandise Mart, Morrison Hotel, Palmolive, Palmer House, Pittsfield, Pure Oil, Steuben, Stevens Hotel, Tribune Tower, Medinah, Twenty North Wacker Drive, Wrigley, Willoughby Tower.

FREIGHT TUNNELS

Sixty-three miles of tunnels, underlying nearly all the streets in the central business district of Chicago, connect the freight terminals of the railroads with commercial houses.

THE NEW POST OFFICE BUILDING

At Canal and Van Buren streets is the new \$21,000,000 post office building, the largest and most complete post office workshop in the world, with a floor area of about 50 acres. Facilities are provided to handle 30 to 40 million letters during a 24-hour period, and half a million sacks of second, third and fourth-class matter.

POPULATION OF CHICAGO

The Federal Census of 1930 gives Chicago's population as 3,376,438. Within a radius of 40 miles of Chicago are some 538 cities, towns, villages and places known as Metropolitan Chicago, or Chicagoland; 1930 population, Federal Census, 4,364,755.

WORLD'S FAIR

Title—A Century of Progress International Exposition, Chicago, 1934. Popularly called the Chicago World's Fair.

Occasion—One hundred years of progress since 1833, when Chicago was incorporated as a town.

Theme—Progress through science and its application to industry and civilization.

Location—Along the lake, 12th street to 36th street, including part of Burnham Park and all of Northerly Island. Adjoins Grant Park in which are located important institutions which are cooperating with the Exposition.

Time—The Exposition extends from May 26 to October 31, 1934. Gates open daily at 9 a. m.; Sundays and national holidays, 12th and 18th street gates open at 8 a. m. Exhibits open at 10 a. m. and close at 10 p. m.

Admission—General admission, 50 cents; children under 12 years, 25 cents; children under 3 years, in arms, free.

Entrances to the Exposition Grounds:

12TH STREET—(North Entrance to Exposition Grounds.)

14TH STREET—(Near North Entrance to Soldier Field, Court of Honor, Sears Roebuck Building, Illinois Host Building, Administration Building, Swedish Pavilion, Czechoslovakian Pavilion, Italian Pavilion, Avenue of Flags, Lagoon Theater, A Century of Progress Fountain.)

16TH STREET—(Near South Entrance to Soldier Field, Sky Ride, Lama Temple, Hall of Science. Cross 16th street bridge to States Building, U. S. Government Building, Foods Building, International Harvester Hall, Holland Dutch Village,

Streets of Shanghai, French Pavilion, Grecian Pavilion, Midway, Planetarium.)

18TH STREET—(Near Chinese Pavilion, Swiss Village, Hall of Science, General Exhibits Building, Hall of Religion.)

23RD STREET—(Near Belgian Village, Firestone, Byrd's Ship, Oasis, Hawaiian Village, Streets of Paris. Cross Swift bridge to Hollywood, Mexican Village, Horticultural Building, Enchanted Island, Electrical Building, Western Union Hall, Social Science Hall.)

27TH STREET, by elevated footbridge—(Near Fort Dearborn, Black Forest Village, Irish Village, Midget Village, English Village, Colonial Village, Spanish Village, Tunisian Village, Italian Village.)

31ST STREET—(Near Maya Temple, Chrysler, Ford, General Motors, Haeger Pottery, Home Planning Hall, Frigidaire House, Pal-Waukec Airport.)

35TH STREET—(Near Travel and Transport, Standard Oil Show, Wings of a Century, Goodyear Field and Sightseeing Dirigible Balloons, International Egg Laying Contest.)

36TH STREET—(South Entrance to Exposition Grounds.)

Transportation—From the business district to the Exposition grounds use Illinois Central Electric Trains, Motor Coaches, Surface Lines, Elevated Lines, Taxicabs, Automobiles.

Bridges over Lagoons—At 12th street, 16th street and 23rd street.

Institutions (Cooperating with the Exposition)—The Field Museum of Natural History, the John G. Shedd Aquarium, the Art Institute of Chicago, the Adler Planetarium, the Museum of Science and Industry.

Principal Buildings—The Hall of Science, Travel and Transport, General Exhibits, Electrical, Social Science Hall, Home and Industrial Arts, Home

Planning Hall, Foods and Agriculture, Federal Building, States Building, General Motors, Chrysler, Ford, Firestone, Sears Roebuck, Illinois Host, Lama Temple, Maya Temple, Hall of Religion.

Villages—A number of villages depict various phases of the industrial, social or cultural life typical of many communities in many lands—a distinctive feature of the 1934 Fair. These villages include:

The Belgian Village, Black Forest Village, Irish Village, Merrie England Village, Old Colonial Village, Spanish Village, Tunisian Village, Oasis, Italian Village, Streets of Paris, Mexican Village, Swiss Village, Holland Dutch Village, Streets of Shanghai, Midget Village, Hawaiian Village.

Other Concessions—In addition to these villages, other noteworthy concessions include:

The Sky Ride, Horticulture and Floriculture Area, Enchanted Island, Hollywood, Ripley's "Believe It or Not," Flying Turns (Novelty Ride), Admiral Byrd's Polar Ship, Infant Incubators, Pantheon de la Guerre, Fort Dearborn Replica, Lincoln Group, Old Heidelberg Inn, Haeger Potteries, Lama Temple, Wings of a Century (Pageant of Transportation), World's Fair Greyhound Lines.

There are also scores of concessions devoted to the sale of wares and services, foods, novelties, amusements, and the like.

Foreign Exhibits—These exhibits, displayed either in separate pavilions or as individual units in other buildings, lend added interest to the customs and folk ways so admirably portrayed in the villages. Taken together, these foreign villages and foreign exhibits are a fascinating substitute for a trip around the world.

Literature and Souvenirs—Various books and booklets, illustrating and describing the Exposition, as well as souvenirs of various kinds, are on sale at the grounds, in our store and throughout Chicago.

TRANSPORTATION

To the Exposition grounds, from the central business district of Chicago, and elsewhere.

Illinois Central Electric Suburban Service—

Take trains at Randolph street station (nearest to the store), or Van Buren street station, just across Michigan avenue. Stations at World's Fair gates: 12th street, 18th street, 23rd street, 31st street and 35th street. Fare 10 cents after 9 a. m. daily. Children 5 years of age and under 12 years, 5 cents.

Rapid Transit (Elevated) Lines—Free bus service for "L" passengers between Cermak road (22nd street) station and 23rd street viaduct entrance to the World's Fair. Take "L" train at any Loop station, transferring if necessary to South Side train for Cermak road station. Exposition grounds may also be reached from Roosevelt road (12th street) and 18th street "L" stations. City-wide unlimited-ride weekly "L" pass, \$1.25; Sunday-holiday pass good for adult bearer and two children under 12 years, 25 cents. Cash fares: adults, 10 cents; children 7 to 12 years, 3 cents; children under 7 years, free with paying adult.

Surface Lines—Street cars on Wabash avenue (Broadway line), on State street, Madison street, Cermak road and Wentworth avenue with front black-and-white sign, "World's Fair Direct," go to the 23rd and 18th street gates. Clark street, Roosevelt road and 14th-16th street lines with front black-and-white sign, "World's Fair Direct," go direct to the 14th street gate (Court of Honor). The 31st and 35th street gates are reached by Stony Island avenue and Cottage Grove Through Routes Nos. 1, 4 and 5; these lines run on Wabash avenue and display the black-and-white sign, "35th and 31st Fair Gates." Fare, 7 cents; children 7 to 12 years, 3 cents; under 7 years, if accompanied by paying passenger, free. Free transfers are issued to permit passengers to reach any part of the city for one fare.

Motor Coach Lines—No. 29, going east on Randolph street (at Field's), carries passengers direct to Exposition grounds, 12th street entrance; No. 31, going east on Washington street (at Field's) and alternating between the 12th street entrance and the various side entrances, also carries passengers direct to Exposition grounds. Other busses at convenient points in the loop. Fare, 10 cents; children, under 12 years, 5 cents.

Taxicabs—Meter rates, first third mile, 15 cents; each additional two-thirds mile, 10 cents. Five cents charge for each extra passenger. From the store to the Exposition grounds at 16th street entrance, about 55 cents to 65 cents. Taxicabs also available at or near 12th street, 18th street, 23rd street and south entrances to Exposition grounds.

Automobiles—Private automobiles are not admitted to the Exposition grounds. They may pause near entrances to discharge or take on passengers, but may not wait. Parking spaces, near Exposition grounds, between 16th street and 26th street. Other parking spaces on west side of Illinois Central tracks, between 12th street and Oakwood boulevard, and at south end of Exposition grounds. Automobiles cross Illinois Central tracks at 11th street, 23rd street, 31st street, and Oakwood boulevard.

Boats—At frequent intervals, passenger boats leave the Chicago river at Michigan avenue, and carry passengers direct to the Exposition grounds. Also from the Navy Pier and other points.

Aircraft—Air passengers landing at the Municipal Airport may take amphibian planes to the Exposition grounds, landing south of General Motors Building, near 31st street.

Pedestrians—One may walk across the Illinois Central tracks at 11th street, 18th street, 23rd street, 31st street, 35th street, and Oakwood boulevard.

FIELD'S

The Main Retail Store of Marshall Field & Company includes the Main Store and The Store for Men. The ground area is approximately $1\frac{1}{4}$ city blocks. The Store for Men is in the 20-story Annex building. These two stores, together with the Basement Store, house more than 200 selling sections.

Facts of interest to visitors include the following:

Employees—The number of employees in the retail store has varied from 9,000 to 13,800.

Area Used for Retail Business—The total floor area used for retail purposes in Chicago is 2,914,031 square feet, or approximately 67 acres.

Suburban Stores—Suburban Branch stores, in close cooperation with the Main Retail store, are located in Evanston and Oak Park, each occupying a building a block long, five stories and basement; and in Lake Forest, a smaller branch store is devoted to women's and children's apparel.

Main Building—The Main building occupies an entire city block. It is of steel construction, faced with gray granite, marble and terra cotta; 13 stories and 3 basements. Extreme height above street level, 219 feet 2 inches; depth below street level, 43 feet 4 inches.

The Store for Men—The Store for Men occupies the first 6 floors and the 3 basements of a 20-story building, southwest corner Washington street and Wabash avenue.

The Basement Store—The Basement, really a complete store in itself, is the largest basement retail store in the world and occupies, on one floor level, approximately $1\frac{1}{4}$ city blocks. It carries practically all lines of merchandise carried on the upper floors but in a lower and less expensive price range, has its own corps of buyers and houses 77 different selling sections.

Sections, Workrooms and Studios—The workrooms and studios, located in the main store, create new and exclusive products from original designs, execute orders received from all parts of the country, and in many other ways supplement the merchandising activities of the store's selling sections. The number of people employed in these workrooms varies with the seasons, but has run as high as 1,400.

Elevators—The 55 passenger elevators have a traveling capacity of nearly 500 miles daily, or a distance almost as great as from London to Paris and return. On an average business day, they have carried as many as 150,000 people.

Escalators—Two complete systems, one carrying passengers up and the other down, operating from the basement to the ninth floor, State street building, have a rated capacity of 8,000 passengers an hour and an actual capacity, under intensive use, of 10,500 passengers an hour, or the equivalent of 30 elevators.

Boilers—They have a capacity of 3,550 horsepower and consume 20,000 tons of coal annually.

Pumps—Great pumps supply 1,000,000 gallons of water daily. The volume of pure washed air furnished the ventilating system totals 600,000 cubic feet a minute.

Fire Protection—About 100 miles of piping supply 35,000 automatic sprinklers with an unlimited amount of water. The store also maintains an organized fire department of about 250 men.

Electric Light and Power—About 13,000,000 kilowatt hours of current are consumed annually, or enough to light a residential city of more than 40,000 population.

Ice Machines—They have a capacity of 175 tons daily, and supply refrigeration for fur storage vaults, drinking fountains and tea room kitchens.

Carpeted Floors—About 54 miles of carpet, 27 inches wide, are laid in the store.

Laundry—This laundry has handled approximately 35,000 pieces daily, including towels and linens. The service is for store purposes only. Thirteenth floor.

Boxes and Bags—Approximately 7,000,000 merchandise bags, 6,000,000 boxes, 500,000 pounds of wrapping paper, 1,500,000 pounds of excelsior and 85,000 pounds of twine are used in a normal year for wrapping and packing customers' purchases.

Wedding Gifts—About 100,000 white boxes, 400,000 pounds of white shredded paper, 25,000 reams of white tissue paper, and 30,000 yards of white ribbon are required in a normal year for wrapping and packing wedding and other special-occasion gifts.

Motor Delivery Service—The motors deliver merchandise as far north as Waukegan, as far south as Gary, Indiana, and as far west as West Chicago.

Telephone Exchange—This exchange, State 1000, is one of the largest private boards operated anywhere. On many occasions it has handled an average of 70 calls a minute; the record number of calls for one day exceeds 40,000. Third floor.

Cold Dry-Air Storage Vaults—These vaults, kept at a temperature below freezing, house and protect 40,000 pieces valued by their owners at \$8,000,000. Placed end to end, the racks upon which these furs, fur rugs and fur robes, draperies and other articles are hung, would stretch a total distance of 3½ miles. Office, twelfth floor.

Tiffany Mosaic Dome—This dome, one of the largest glass mosaics ever constructed, contains approximately 1,600,000 pieces and is said to be the first dome ever built of iridescent glass. First and fifth floors, south rotunda, State.

Model Furnished Apartments—The new Modern Apartment, the new Tradition Town Apartment, and a series of model furnished rooms, displaying the

latest in furnishings and interior decorations, are on exposition throughout the year. Eighth floor.

The Chintz House—The Chintz House, a large room with chintz curtains at the homelike windows, displays hundreds of patterns of colorful chintz on rolls in open cases. Ninth floor.

Tea and Grill Rooms—The six tea and grill rooms, with a total seating capacity of 2,500, occupy 112,511 square feet of floor space, or an area larger than a city block. The record number served in one day is 13,155. Seventh floor.

Men's Grill—The service is exclusively for men. The furnishings are mahogany and leather, the dome and fountain are by Tiffany. The seating capacity, including the party rooms and booths, is 800. The Store for Men, sixth floor.

Employees' Cafeteria and Lunchroom—The seating capacity is 800; the average number served daily, 4,000; the record number for one day, the annual Thanksgiving dinner, 6,303. The service is for employees only. Twelfth floor.

Library and Reading Room—To encourage the wider reading of good books and magazines, the Employees' Library has 7,000 volumes, about 1,000 of which are deposited by the Chicago Public Library. Twelfth floor.

Employees' Rest Rooms—Rest rooms are provided for the use of men and women employees during the luncheon and rest periods. Newspapers and writing materials are always available. Twelfth floor.

Medical Bureau—The physicians and registered nurses give all applicants a preliminary examination, consult employees regarding illness and treatment, and examine all employees who return after an illness. Twelfth floor.

First Aid Room—It is completely equipped and is in charge of a nurse competent to act until a physician can be summoned. Third floor.

Visitors' Bureau—To receive out-of-town visitors and arrange special courtesies and accommodations. Interpreters are furnished without charge. First floor, south room, State street building. Telephone State 1000, Local 790.

Store Tours—Here, in these new quarters, visitors and others gather to tour the store. Groups of convenient size are organized and the tours are conducted daily by experienced guides. Third floor, south room, State. Telephone State 1000, Local 794.

Check Desks—Here customers and visitors may check packages, umbrellas, wraps and other articles which they do not wish to carry. First floor.

Taxicab Station—Holden court near Washington street, South Wabash avenue building.

A Modern Parking Service—This service, through an arrangement with the Central Chicago Garages, Inc., is provided for the store's customers. First floor, north, Wabash.

Personal Service Bureau—This bureau handles communications between friends; transfers messages to chauffeurs; answers inquiries regarding points of interest in the city; sells travelers cheques, express money orders, street car fare tokens, postage stamps and tickets for local sightseeing tours; and supplies experienced people who shop for or with customers. First floor.

Information Bureau—Here one may obtain information regarding events in the store, places of interest in or near Chicago, sightseeing tours of the city, or suburban train service; buy theater tickets, travelers cheques, express money orders and street car fare tokens; make appointments, leave messages for friends, or secure the services of experienced people to shop for or with customers. Third floor.

Telegraph Offices—Here messages, greetings, congratulations, money orders, radiograms, and other

communications may be sent by cable or telegram to any part of the world. Third floor.

Waiting Rooms—These spacious rooms, for men and women, are supplied with writing desks, comfortable armchairs, commodious settees and directories. Third floor.

Travel Bureau—Gives specific information on all matters pertaining to travel; plans trips to all parts of the world; makes reservations for ocean travel, lake excursions, airplanes, railroads, and cruises of long or short duration; offers suggestions on hotels and pleasure resorts; and sells motor bus tickets to out-of-town points. Third floor.

Personal Shopping Bureau—This bureau receives and fills mail orders from every state in the Union and from many foreign countries. It also has a 20-position order table for receiving and filling orders by telephone. Twelfth floor.

Mail, Express and Parcel Post Desks—Here one may buy stamps, mail letters, purchase American Express Company money orders (foreign and domestic), and send packages by express or parcel post to any part of the world. Third floor and basement.

Window Displays—The 65 display windows, changing with the seasons, present a panorama of color in artistry, fabric and fashion, and have won renown the world over for the beauty and uniqueness of their decorations. They exhibit the smartest in apparel and in the accessories of dress, as well as those lovely things that go to refine or equip the home. Placed end to end, these windows would require a frontage of more than a quarter of a mile.

Choral Society—Organized in 1907, the Marshall Field & Company Choral Society has become a creditable force in Chicago musical life, and a force equally potent for good in the store. Its concerts have won the commendation of press and public. The chorus consists of about 200 employees.

HISTORICAL NOTES

The Retail Store of Marshall Field & Company dates from 1852. At that time Potter Palmer opened a store in Chicago, which in 1865 was purchased by Marshall Field and Levi Z. Leiter. The firm was at first styled Field, Palmer & Leiter; two years later (1867) it became Field, Leiter & Company, and so continued until 1881, when upon the retirement of Mr. Leiter it became Marshall Field & Company.

Marshall Field was born on a farm near Conway, Mass., August 18, 1834, and came to Chicago in 1856. He died January 16, 1906.

John G. Shedd, who succeeded Mr. Field as president of the company, in 1906, died October 22, 1926.

James Simpson became president of the company January 1, 1923; chairman, 1930; resigned, 1932.

John McKinlay became president of the company February 13, 1930.

1868. Field, Leiter & Company, wholesale and retail, moved from Lake street into a new 6-story and basement building, northeast corner of State and Washington streets.

1871, October 9. The new store building was swept away by the great fire. The business was resumed, shortly afterwards, in the street car barns at State and Twentieth streets.

1872, March 4. The wholesale moved into its new building at Madison and Market streets.

1873, October 9. The retail returned to its former location, occupying the new building at State and Washington streets.

1877, November 14. The new retail building was burned to the ground.

1879, April 28. The retail business, having been carried on in temporary quarters, moved into the

new building erected on the old site, State and Washington streets. The business grew rapidly. Adjacent buildings were acquired, new buildings were erected and, in 1914, the North Wabash avenue building, the last in the series, marked the complete occupation of the entire city block.

1887, June 20. The new wholesale building, Adams and Wells streets, was opened for business.

1905-10. Marshall Field & Company acquired extensive interests in mills and factories.

1914, March 26. The Store for Men, Washington and Wabash, was opened for business.

1917. Marshall Field & Company was reorganized.

1923, December 29. Rothschild's department store, State, Jackson, VanBuren and Wabash, was acquired, and the business was thereafter operated as The Davis Company. On June 1, 1934, the name was changed to The Davis Store.

1925. The retail store buildings were bought from the Field estate and the land leased for 99 years.

1927. Marshall Field & Company celebrated the 75th anniversary of the institution.

1928, September 1. Marshall Field & Company began construction of The Merchandise Mart.

1928, September 8. Lake Forest store was opened.

1928, September 15. Evanston Store opened in a leased space. New building for Evanston Store was opened November 23, 1929.

1929, June 14. Frederick & Nelson's department store, Seattle, Washington, was acquired.

1929, October 19. West Suburban Store at Oak Park was opened.

1930, August 6. Formal opening of the wholesale in The Merchandise Mart, 222 North Bank Drive.

THE ART INSTITUTE OF CHICAGO

Official Century of Progress Exhibition
of the Fine Arts

Michigan Avenue at Adams Street

For the period of the World's Fair the Art Institute, cooperating with A Century of Progress, has assembled an important selection of one thousand masterpieces of painting and sculpture from the world's greatest collections.

The value of this Exhibition approximates \$75,000,000.

This special World's Fair collection is exhibited on the second floor. Admission, 25c.

In addition to this collection, throughout the remainder of the building, may be seen, without charge, the extensive permanent collections of the Art Institute.

Other Features Include:

Print Galleries, Contemporary Sculpture, Egyptian Department, Classical Antiquities, Children's Museum, Blackstone Hall with Art Institute School Exhibition, Ryerson Library, Burnham Library of Architecture, Gunsaulus Collection of Wedgwood, Rosenwald Glassware, Period Rooms, Oriental Art Department, Japanese Prints, Decorative Art Department, Shaw Architectural Gallery, Persian Room. Cafeteria, tea room, soda fountain.

Gallery Tours and Guides

Gallery tours for children, summer classes, daily lectures in Fullerton Hall. Information at the desk.
Open daily, 9 a. m. to 5:30 p. m.; Sundays, 9 a. m. to 9 p. m.

Stores, Offices, Mills and Factories of MARSHALL FIELD & COMPANY

Executive Offices: The Merchandise Mart, Chicago

RETAIL STORES

Main Retail Store, Chicago—State, Washington, Randolph, Wabash.

The Davis Store, Chicago—State, Jackson, Van Buren, Wabash.

Evanston Store, Evanston, Ill.—Church Street and Sherman Avenue.

West Suburban Store, Oak Park, Ill.—Lake Street and Harlem Avenue.

Lake Forest Store, Lake Forest, Ill.—Bank Lane at Market Square.

The Frederick & Nelson Store—Seattle, Wash.

WHOLESALE DIVISION

Chicago—In The Merchandise Mart, 222 North Bank Drive.

New York—Madison Avenue at 35th Street.

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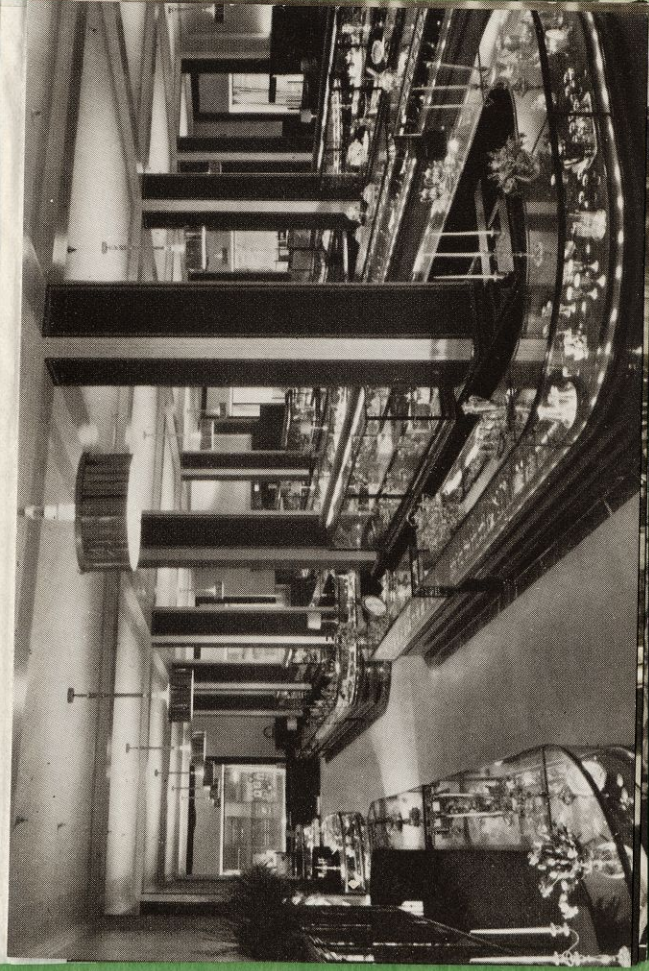


MARSHALL FIELD & COMPANY, CHICAGO
Main Retail Store

STATE STREET ENTRANCE, showing
the famous Monoliths, one of the
landmarks of Chicago's famous retail
thoroughfare.

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MARSHALL FIELD & COMPANY, CHICAGO

Main Retail Store

THE JEWELRY SECTION, First Floor,
South Wabash Avenue Building, in-
cluding Diamonds and Diamond Jew-
elry, other precious stones, Watches,
Sterling Silver—a very extensive col-
lection.

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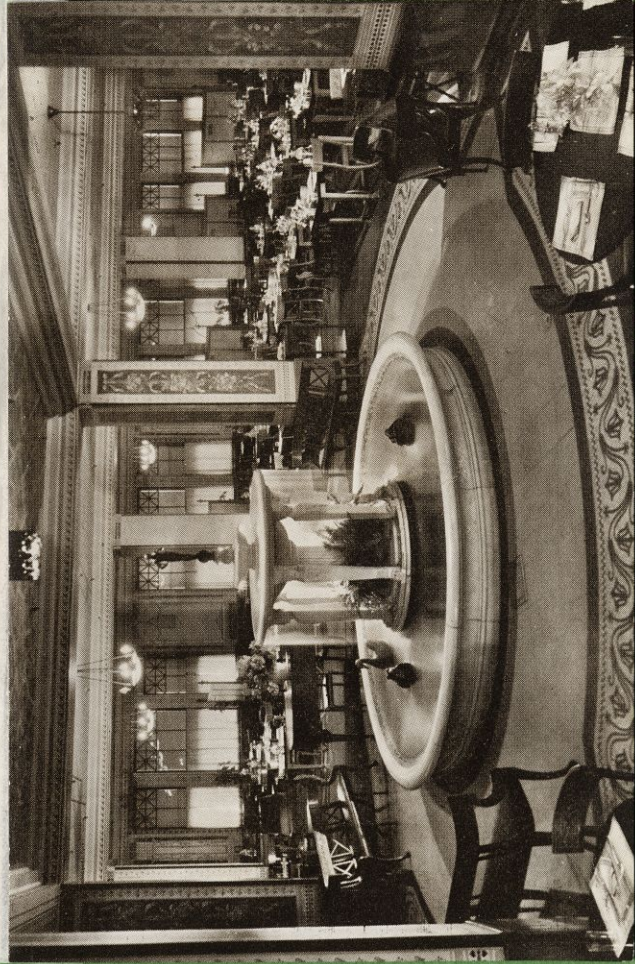
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MARSHALL FIELD & COMPANY, CHICAGO
Main Retail Store

THE STORE FOR MEN—across Washington Street from the Main Retail Store—presents a superlative collection of men's apparel and furnishings. Here also is the club-like Men's Grill.

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MARSHALL FIELD & COMPANY, CHICAGO
Main Retail Store

NARCISSUS FOUNTAIN ROOM,
North Wabash Avenue Building,
Seventh Floor, one of the six Tea and
Grill Rooms that occupy most of the en-
tire floor, nearly a city block in area.

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INFORMATION FOR VISITORS

● **Information Bureau**, where you can get full information about Chicago, places of interest, etc. Third Floor, North Room, State Street Building. Telephone State 1000, Local 378.

● **Travel Bureau**, schedules, rates and reservations, and all travel information. Third Floor.

● **Personal Service Bureau**. Supplies experts who shop for or with customers; handles communications between friends; gives information about Chicago. Parcels checked nearby. Sight-seeing motor-bus tickets. Telephone State 1000, Local 400.

First Floor, South, State St., near entrance at Washington St.

MARSHALL FIELD & COMPANY, CHICAGO

Main Retail Store

ORIENTAL RUG SECTION, Third Floor, South Wabash Avenue Building. One of the most comprehensive collections of fine Oriental rugs in America, with many superlative specimens.

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Main Business Center Known as **THE LOOP**

The black squares indicate, (1) Marshall Field & Company's Main Retail Store, (2) The Store for Men, (3) The Merchandise Mart (Marshall Field & Company's Wholesale Store), (4) The Federal Building. Black line indicates the Elevated Railway.