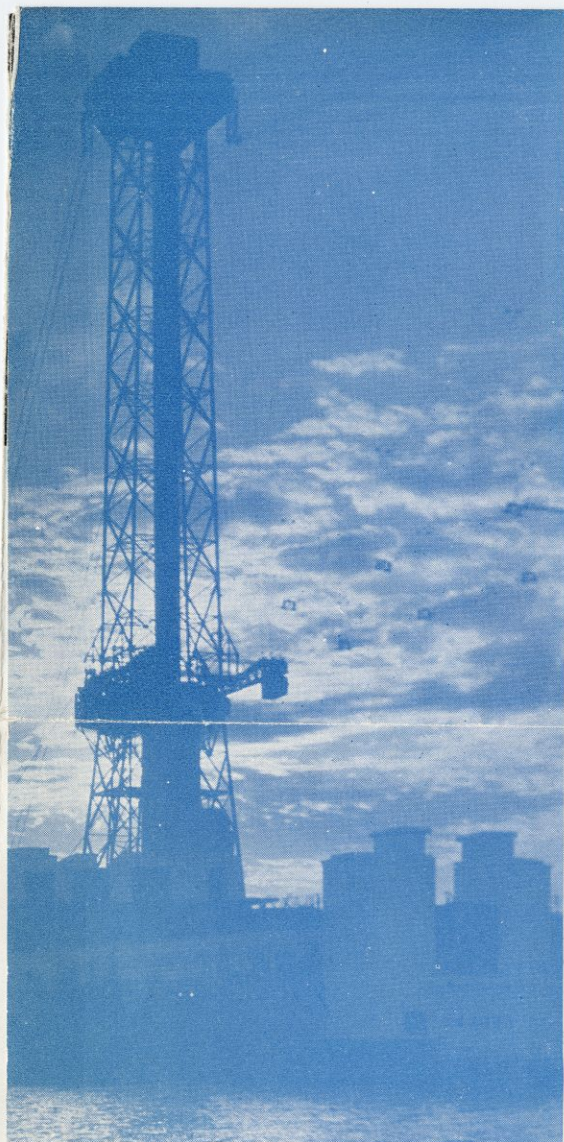


Another LA SALLE WEEK

in Chicago and at A
Century of Progress
for

206

Members and Friends of
LaSalle Extension University



6 *Glorious Days* in CHICAGO and at the GREATER WORLD'S FAIR

It was all so successful last summer that we had to do it again this year! So, co-operating with the Travel Exchange, Inc., of Chicago, as we did before, we have arranged to offer all LaSalle members and their friends another splendid week of gala enjoyment—six full days of sightseeing and entertainment, from July 16 to 21, inclusive.

And as before, we're putting our guests up at the famous Medinah Athletic Club for rooms and meals—we've planned tours around the World's Third Largest City (we call it Chicago) and through A Century of Progress Exposition grounds—trips to landmarks of beauty and interest—shopping tours—a moonlight steamer cruise on Lake Michigan—three complete days at the Exposition itself and surrounding attractions—an extra day to spend in diversions and jauntings of your own . . . in short, a program of which we assume all the details and you enjoy all the delights!

And just think what a carefree week that insures you! No reservations to (try to) make at overcrowded hotels—no weary waiting to get into packed restaurants—no extra expenses you hadn't figured on—none of those things that always spoil the pleasure you're after! Trained guides look after everything *for* you; and if there were no World's Fair at all, you would still find Chicago's towering skyscrapers, glorious parks and imposing stores, its fascinating museums, universities, churches, clubs, theaters, and drives, in themselves providing a world of interest and activity every minute.

We are only too happy to bring our LaSalle members and friends together again at this still-finer-than-ever Exposition, and wait eagerly to welcome you at your University. We will not only see you on the opening day, but co-operate all week with your official host, the Travel Exchange, to make this LaSalle Week the most memorable and enjoyable experience you have ever known!

LASALLE EXTENSION UNIVERSITY • CHICAGO

This wonderful week, sponsored by LaSalle Extension University, will again be under the direction of the Travel Exchange, Inc., of Chicago. This Bureau will assume all responsibility and manage all details.

Owing to the limitations imposed by several of the institutions involved in the six-day program, the Travel Exchange can accept reservations only from Caucasians.



Again LASALLE offers...



The Medinah Athletic Club (Michigan Boulevard at Illinois Street, Chicago), one of the most distinctive and palatial clubs in the world. Towering 42 stories above Michigan Boulevard, overlooking Lake Michigan, containing swimming pools, gymnasiums, tennis courts, game rooms, marvelous restaurants, this beautiful Club will be your luxurious home for five nights and six days.

What LASALLE Has Arranged *for You*

JULY 16 to 21, 1934

WEDNESDAY

Breakfast at the Club.

Your choice of two alternatives for the day:

- (1) Spend the day at A Century of Progress, with a visit to the snowy Schwartzwald Dorf. Lunch at the Casino de Alex. Afternoon free for individual sightseeing at the Fair.
- (2) A morning visit to the Chicago Stock Exchange. A trip through Marshall Field & Company, the most patrician department store in the world. Luncheon in the famous Wedgwood Room of this store. Afternoon, a trip through the Chicago Art Institute.

Dinner and dancing at "Chez Paree," Chicago's most famous night club.

THURSDAY

Breakfast at the Club.

9:30 A.M. Leave the Club by motor coach. A guided tour through the Field Museum of Natural History (the largest marble building in the world) and the Shedd Aquarium. Remainder of the forenoon at the Fair.

1:00 P.M. Luncheon at the Victor Vienna Restaurant.

Afternoon at the Fair with trip to the Old English Village.

In the late afternoon visit the Italian Village.

7:00 P.M. Dinner in Ernie Young's restaurant in the Italian Village with music and an elaborate floor show.

Evening at A Century of Progress, with transportation provided back to the Club.

FRIDAY

Breakfast at the Club.

9:30 A.M. Leave once more for A Century of Progress by Grey Line motor coach.

Tunisia ("The Land of the Bedouins") and the Streets of Shanghai.

1:00 P.M. Luncheon at picturesque Old Heidelberg, probably the best known of World's Fair restaurants.

Late afternoon return to the Club.

7:00 P.M. LaSalle Extension University banquet in the Grand Ball Room of the Club, followed by dancing, and

A Midnight Splash Party in the beautiful natatorium of the Club.

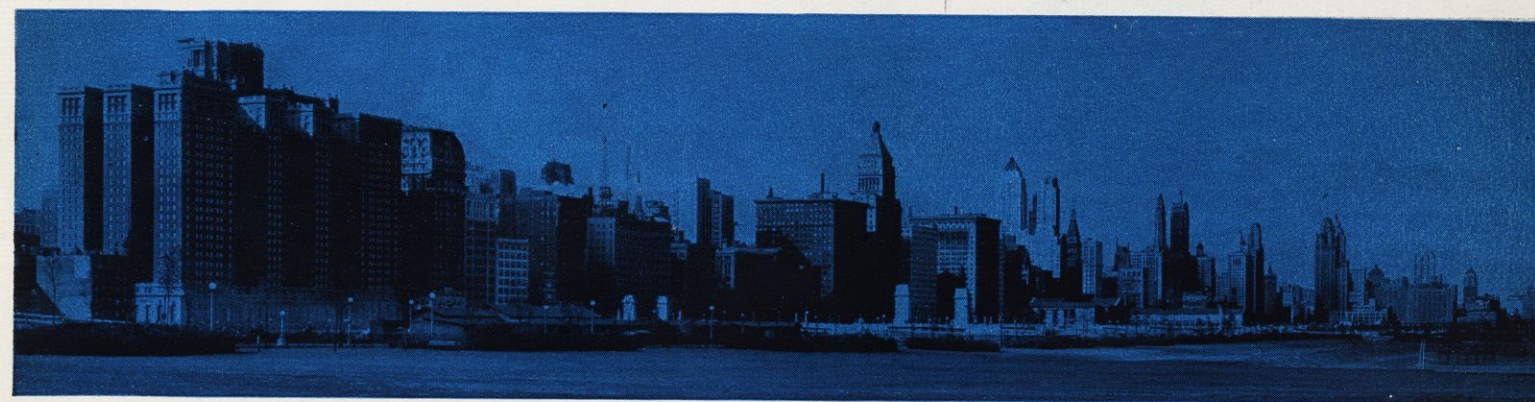
SATURDAY

Breakfast at the Club.

Both forenoon and afternoon free for shopping, for other individual diversion, and for preparations for leaving.

Lunch will be furnished at the Club, or, if you prefer it, still another admission to A Century of Progress, with admission also to Old Fort Dearborn or the Lama Temple.

Rooms must be vacated by six o'clock in the evening, unless individual arrangements are made to remain additional nights at the Club.



This Is the Magnificent Array of Towers You Will See from the Deck of Your Steamer, on Monday Evening, July 16

Here's What You Get for \$49.50

1. Half of one double room with private bath at Medinah Athletic Club, from Monday morning to Saturday afternoon.
2. All meals from Monday noon until Saturday afternoon. When not specified otherwise in the itinerary, meals will be at the Club.
3. All sightseeing and other features described in the itinerary, including admission fees, transportation, guides, lectures, etc., whenever necessary.
4. Services of tour managers throughout the week.
5. All necessary tips—i.e., those normally expected in connection with the services provided.

You will take care of your own transportation to and from Chicago and of purely personal items such as laundry, theaters, special meals or beverages, etc.



How You Arrange for the Week

The number that we can accommodate at the Medinah Athletic Club is, of course, limited. We therefore suggest you decide on your trip, the earlier the better. Advise us accordingly, and inclose your advance reservation deposit of \$5.00 per person. The balance of \$44.50 you pay on the morning of Monday, July 16, as you register at the Travel Exchange service desk in the Medinah Athletic Club lobby. If you find, later, that it won't be possible to make the trip, your \$5.00 will be refunded—if you ask for it before July 9.

Wives or husbands of LaSalle members are cordially invited on the same basis as members—and up to the limit of our accommodations we shall also grant the same privileges to your friends. Be sure to send the initial deposit with each name and reservation. A receipt and further information will then be sent you promptly. Mail your \$5.00 deposit to Elon G. Borton, LaSalle Extension University, 4101 So. Michigan Avenue, Chicago, and tell us it is for your LaSalle Week reservation.



What Members Say Who Came Last Year...

"The daily schedules were so excellently planned that every day was filled with joys and thrills beyond my expectations. . . . Hotel accommodations were of the finest and meals were always the best."

"One of the happiest weeks of my life. The most complete and well-directed programs imaginable with just enough variety. I am deeply grateful for this happy memory. If I can possibly arrange it, I will certainly be with you again this summer."

"The finest week we have ever spent. Entire program so beautifully planned and so capably handled that to us it was perfect."

"Never have I spent six days in such a wonderful fashion. Count on me again this year."

"I am still wondering how you managed to give us so much for so small a price. Best money's worth of well-spent and fun-filled vacation."

"In discussing World's Fair tours with a great number of people I found that ours had been the best and also the most complete."

"The LaSalle Week in 1933 was better than you promised. Don't be surprised if you see me again this year."

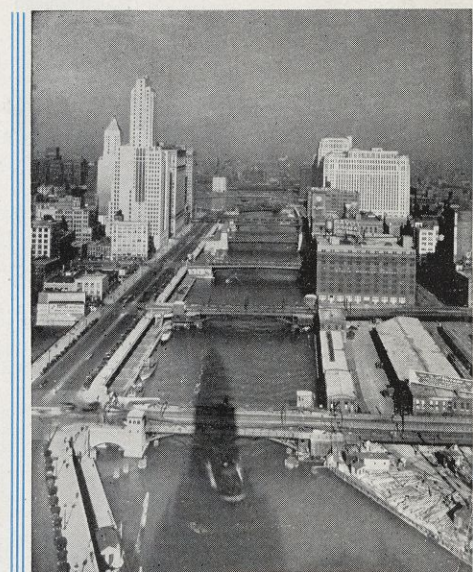
"Way and beyond anything we had anticipated. . . . Everything advertised was furnished, and so many extras that we would not attempt to list them."

"I had such a glorious time that I am coming again this year."

"The people I met seemed like old friends. . . . Exciting and thrilling things we did."

"Most enjoyable vacation I ever spent. I am coming again."

"I went to Chicago alone. I returned with unforgettable memories of unforgettable friends. . . . friends throughout the whole United States."



MONDAY

Arrive at the Medinah Athletic Club and get settled in your room.

Visit the Observation Gallery on the 42d floor (the highest observation point in the city) for a bird's-eye view of Chicago, Lake Michigan, and the Fair.

10:30 A.M. Leave for sightseeing trip around the city of Chicago. A fifty-mile drive by motor coach through the principal streets and boulevards, parks and parkways, the business section, the university region, the impressive automobile thoroughfare along the lake.

12:30 P.M. Special LaSalle luncheon at the internationally famous South Shore Country Club. Greetings by President Chapline. After luncheon proceed to the buildings of LaSalle Extension University, where a stop of an hour is made.

Return in the afternoon to the Club.

6:30 P.M. Dinner at the Club.

8:30 P.M. Three-hour moonlight trip on Lake Michigan on the S.S. "Roosevelt," with orchestra and dancing. Enjoy the most beautiful view of A Century of Progress—its night illumination as seen from the lake.

TUESDAY

Breakfast at the Club.

9:30 A.M. Leave the Club for the Grey Line "Wonder Tour" of A Century of Progress, in a Greyhound Superbus over the three and a half miles of the Fair. Stops will be made at the more outstanding exhibits and explanations made by specially trained guides.

12:00 Noon. A visit to the beautiful Horticultural Building with its great flower display. Luncheon in the restaurant facing the rose garden.

During the afternoon a visit to the quaint Dutch Village on the lake shore.

6:30 P.M. A ceremonial Javanese dinner—a "Rysttafel"—in the Dutch East Indian building.

Evening at A Century of Progress. No attempt will be made to keep the party together, but transportation to the Club will be furnished whenever you wish to return.

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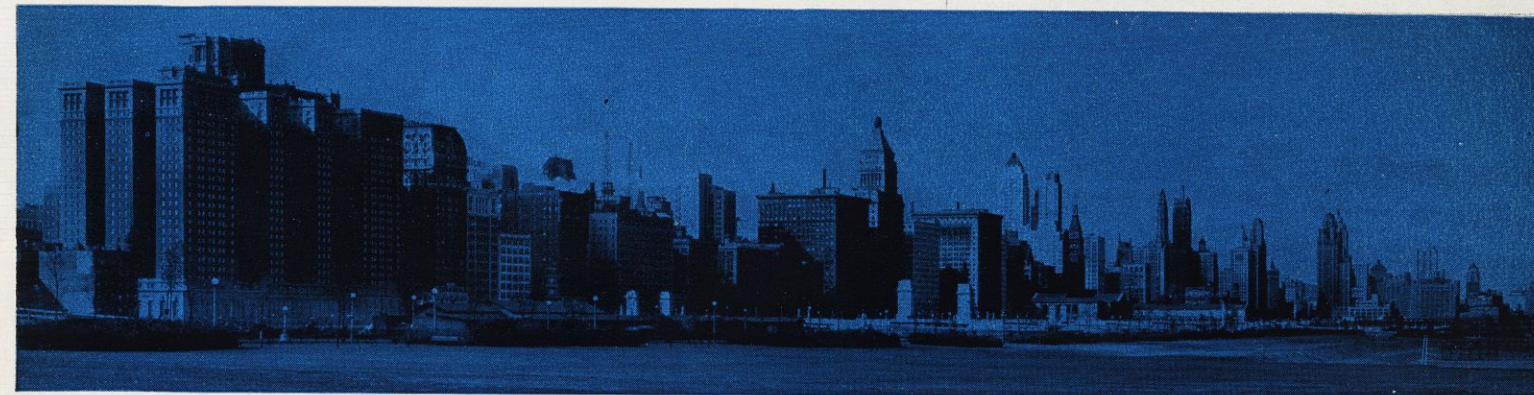
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Members and Friends of

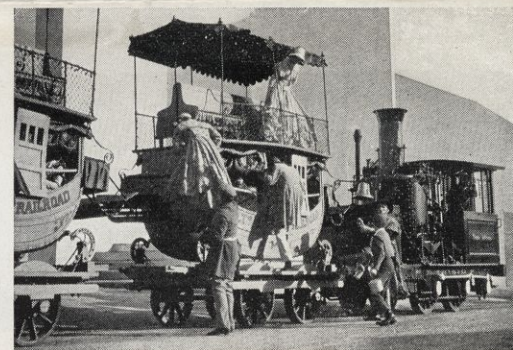
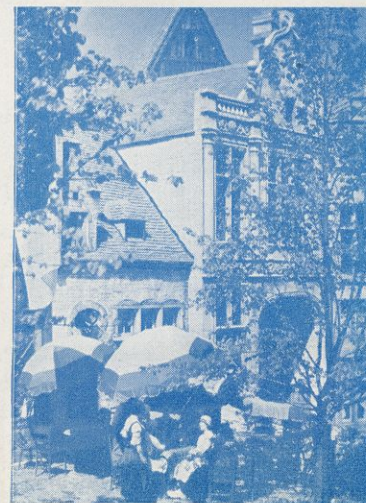
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LA SALLE WEEK
Another



Thousands of Things to See and Do!

But lack of space and inadequacy of language to do this subject justice suggest that you can only truly appreciate this splendid "LaSalle Week" event by actually participating in it. It will prove to be one of the few occasions of your whole lifetime which warrant any sacrifice, any rearrangement of plans, necessary to make the expectation a reality! And thanks to LaSalle, the financial consideration becomes so possible and simple that nothing but illness need keep you or any of your friends from guesting with LaSalle during these six days of July 16 to 21 next!



ABOVE—Something you'll recall to your last day of life is the "Wings of a Century" pageant of transportation, staged more effectively this year than ever! How your great-great-grandfather probably traveled is glimpsed in the camera shot here.

LEFT—Quaint old-world villages, with their appeal of curious costume, romantic architecture, and unruffled serenity, offer many a restful moment for body and spirit amid the Exposition bustle all roundabout.



As seen from the air, the huge horseshoe at right represents the Electrical Group, and just in front lie the bright blue waters of the Lake. Only a portion, this, of your playground for this summer!

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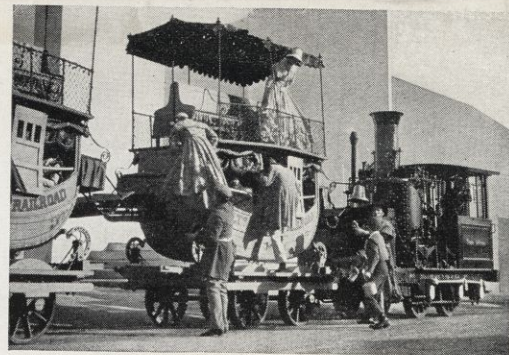


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