GARDEN AND FLOWER SHOW

HORTICULTURAL BUILDING

A CENTURY OF PROGRESS

CHICAGO 1933

SOUVENIR BOOK ◆ TWENTY-FIVE CENTS

"A garden is a poem come to life and dramatized in all the glamour and eloquence of Nature's finest talent."

VIEW FACING EXHIBITION HALL FROM ITALIAN FORMAL GARDEN

By Charles Fiore.

HORTICULTURE

A CENTURY OF PROGRESS INTERNATIONAL EXPOSITION

CHICAGO • ILLINOIS • U. S. A.

1 9 3 3

"Nature has glorified the romance of the sky and the earth and given us her flower gardens."

FOREWORD

LIFE minus its aesthetic values would be barren indeed. Though we may often forget the fact, beauty is as essential for our well-being and happiness as are food and shelter and clothing. Fortunately, beauty appears in many forms—in music, in painting, in sculpture, in literature, and in a thousand glories of Nature. Not only are we moved at twilight by the rose colors of the western sky, or by the sparkling stars that sprinkle the vault of heaven at night, but deep in our beings there is a love for growing things, for living objects that in graceful forms and lovely colors and with sweet odors spring miraculously from the warm bosom of the soil. Even a single blossom, growing in a clay pot on a window sill, has opened to a weary soul a glimpse of heaven.

In the exhibition of A Century of Progress, there is an unparalleled display of the advancements in architecture and the triumphs of science, not only in their physical forms but also in their varied application to the arts of living. But these things do not compass man's interests or entirely cover the fields of notable progress.

The Horticultural and Floricultural Exhibition measures up to the very high levels attained by science, invention, engineering and industry as exemplified at A Century of Progress International Exposition. This great exhibition is dedicated to the Horticultural Industry in all its branches.

Here have been gathered the choicest blossoms, finest trees, shrubs and accessories, weaving them together into a delightful picture designed to give you something to take away with you as an enduring possession, that intangible something, not of leaf nor of bud, but the infinite happiness which comes in an association of these things. If it shall have added this to your life, if it shall give you enjoyment and inspiration, then our efforts shall not have been in vain and the objective and ideals of this Exhibition shall remain monumental to its accomplishment.

"Not so much a fair Narcissis or a lovely Rose,
But a silken, perfumed something that just grows."

HORTICULTURAL EXHIBITION

AND

GARDEN AND FLOWER SHOW

AT

A CENTURY OF PROGRESS

INTERNATIONAL EXPOSITION

May 27th to November 1st

1933

Located at

SOUTH END—NORTHERLY ISLAND

An Exhibition featuring the products and creations of
Leaders in the Horticultural field

Operated in cooperation with the

HORTICULTURAL INDUSTRY

By

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"Trees were among the earliest companions of man and they have ever remained his steadfast friends."

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Special Editorial material by ..... REBECCA ANTHONY
Assistant Editor ..... HARRIET KEATING
Printed by ..... LINCOLN PRINTING COMPANY
Photographs by ..... KAUFMAN & FABRY CO.

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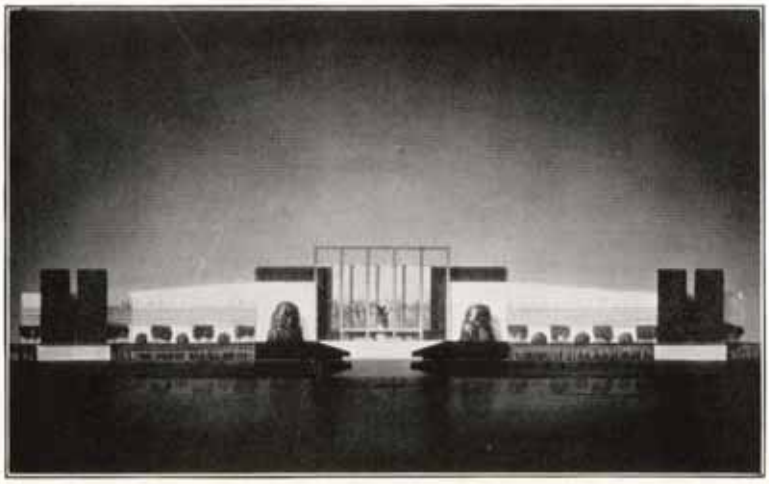

HORTICULTURAL BUILDING AT A CENTURY OF PROGRESS

"Like so many precious jewels, Summer has studded the hillside with her most brilliant blossoms."

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"Old fashioned gardens whispering tell
Of things remembered, things loved well."

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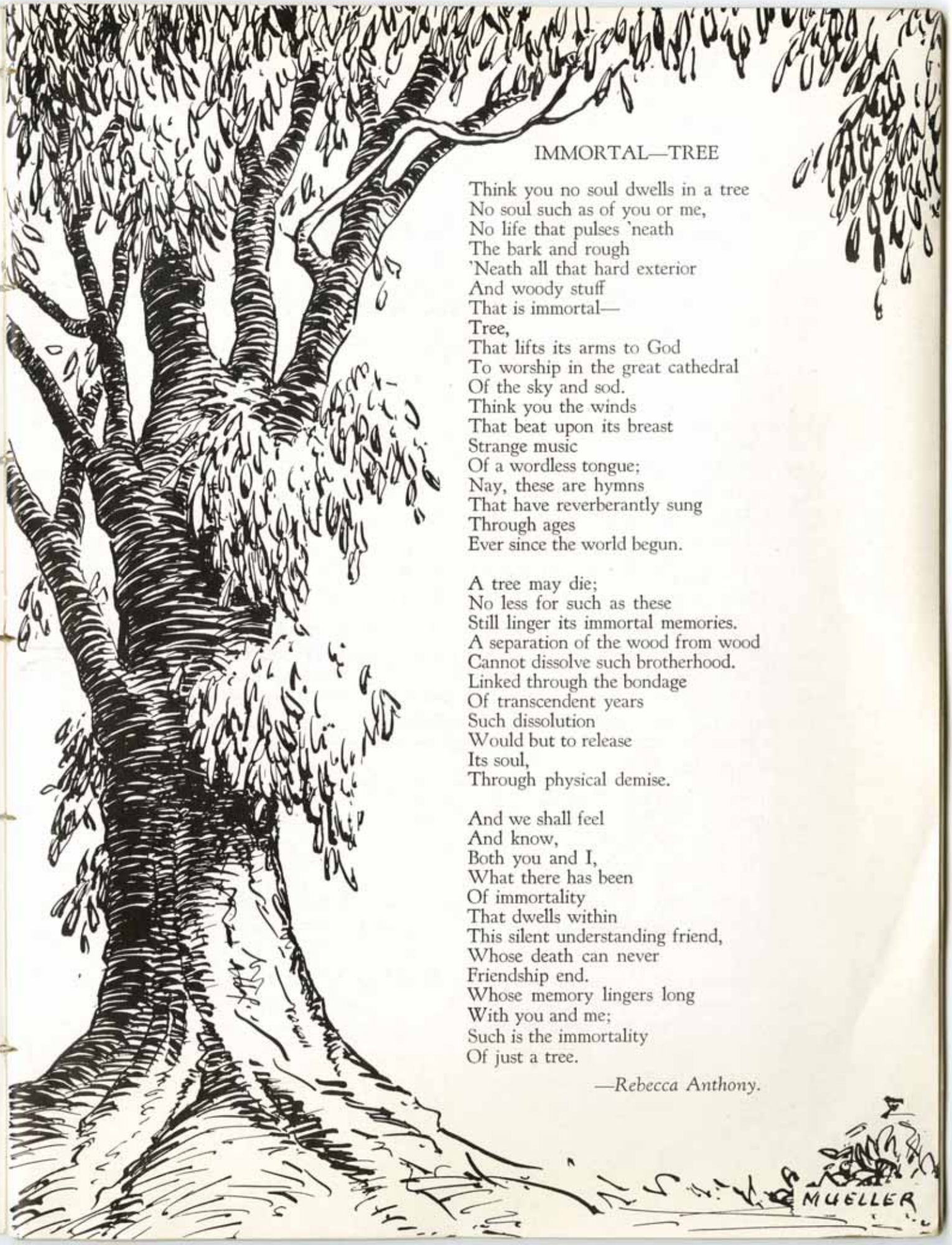

IMMORTAL—TREE

Think you no soul dwells in a tree
No soul such as of you or me,
No life that pulses 'neath
The bark and rough
'Neath all that hard exterior
And woody stuff
That is immortal—
Tree,
That lifts its arms to God
To worship in the great cathedral
Of the sky and sod.
Think you the winds
That beat upon its breast
Strange music
Of a wordless tongue;
Nay, these are hymns
That have reverberantly sung
Through ages
Ever since the world begun.

A tree may die;
No less for such as these
Still linger its immortal memories.
A separation of the wood from wood
Cannot dissolve such brotherhood.
Linked through the bondage
Of transcendent years
Such dissolution
Would but to release
Its soul,
Through physical demise.

And we shall feel
And know,
Both you and I,
What there has been
Of immortality
That dwells within
This silent understanding friend,
Whose death can never
Friendship end.
Whose memory lingers long
With you and me;
Such is the immortality
Of just a tree.

—*Rebecca Anthony.*

"He who builds a garden builds also a sanctuary of profound and exquisite worship."

HORTICULTURAL EXHIBITION

AND

GARDEN AND FLOWER SHOW

•

IN every World exposition, Horticulture has been one of the most popular and interesting of the major attractions. A Century of Progress Exposition, recognizing the importance of this industry and its cultural value to every community, set aside for this feature one of the outstanding locations in the Fair grounds. Over five acres of ground have been developed for the purpose and Horticulture's delightful setting is supplemented by an impressive structure housing the exhibits.

The Horticultural and Floricultural Exhibition, including a continuous Garden and Flower Show, consists of an interior division and an exterior division.

Extensive Exhibition space has been provided in the Horticultural Hall, wherein special weekly flower shows will be held. Every convenience and facility to properly stage these shows has been provided, so that the changes may be made without interruption. The special exhibits will cover the entire range of flower displays from the earlier shows featuring Irises and Peonies to the closing period of the Exposition when a special chrysanthemum show will be featured. Each of these shows will present its own spectacular beauty in a complete new setting.

An entirely new note in display is the scenic settings staged in diorama form in the main Diorama Hall. Here you will see a glamorous tropical scene and other alluring bits of natural beauty. A special group of these dioramas has been set aside to demonstrate the practical use of flowers in interior decoration.

The gardens on the exterior cover every type and kind, from the strictly formal to the naturalistic. A large terrace, overlooking the gardens, will prove a welcome rendezvous for tired visitors.

Each garden will be maintained at its best throughout the period of the Exposition. Seasonal changes will be made so that at all times each will present a perfect picture. The beauty of the entire spectacle will be one that will leave a lasting impression and serve as a real education in gardening and landscaping.

This Garden and Flower Show will prove a source of inspiration and joy to all who see it and will serve as a monument to a great industry.

"It matters not if artist's care
Has placed each flower of different hue;
It isn't how the garden's built
It's what the flowers say to you."

SPECIAL FLOWER SHOW SCHEDULE

These special shows will be staged in the main Exhibition Hall located at the right of the main entrance, at the south end of the Horticultural Building.

May 27th to June 8th inclusive	—Tulips, Iris, Snapdragons, Orchids, etc.
June 9th to 15th inclusive	—Peonies; American Peony Society
June 16th to 20th inclusive	—California Flower Festival
June 21st to 24th inclusive	—Peonies; American Peony Society
June 25th to 30th inclusive	—Pasadena Rose Tournament
July 1st to 7th inclusive	—Illinois Federation of Women's Clubs (Garden Departments); Delphiniums, Larkspurs, Lilies, Perennials
July 8th to 14th inclusive	—Garden and Flower Paintings; sculpture and flower arrangement; Chicago Galleries Association
July 15th to 21st inclusive	—Gladiolus Show
July 22nd to 28th inclusive	—Cacti and Succulent Plants; Cactus and Succulent Society of America
July 29th to Aug. 4th inclusive	—Lilies, Hollyhocks, Hardy Phlox
Aug. 5th to 11th inclusive	—Water Lilies, Water Plants, Fish, Exotics, Southern Calif Nurserymen's Ass'n.
Aug. 12th to 18th inclusive	—Gladiolus; Illinois Gladiolus Society
Aug. 19th to 25th inclusive	—Garden Club Week—Asters, Zinnias
Aug. 26th to Sept. 1st inclusive	—Floral Industries Show
Sept. 2nd and 3rd inclusive	—Wisconsin Gladiolus Society
Sept. 4th to 8th inclusive	—Autumn Flower Show
Sept. 9th to 15th inclusive	—Vegetables, Fruits, Nuts
Sept. 16th to 22nd inclusive	—Dahlias; Central States Dahlia Society
Sept. 23rd to 29th inclusive	—Roses
Sept. 30th to Oct. 6th inclusive	—California Chrysanthemums
Oct. 7th to 13th inclusive	—Carnations, Foliage and Flowering Plants
Oct. 14th to 20th inclusive	—Orchids and Lily of the Valley
Oct. 21st to Nov. 1st inclusive	—Chrysanthemums

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SPECIAL CLASSES FOR GARDEN CLUBS AND PRIVATE AND PROFESSIONAL GROWERS WILL BE FEATURED WITH EACH SHOW

This schedule is subject to change without notice. However, a complete flower show will be staged in the event a change of plan is made necessary.

"I think the angels when they light
The stars, the flowers of heaven, at night;
Let wee tots of the city peep
Into His garden while they sleep."

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"I like to think at twilight among His lilies tall,
He walks, but loves the smallest flower of them all."

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ENTRIES FOR SPECIAL SHOW—JULY 1st to 7th

UNITS: District 1-2-3-6-7-9-10

Corner Sec. Highland Park, Forest Preserve (Conservation), Third District (Edgemere Woman's Club). Gardens and floral arrangement: Mr. and Mrs. Kennecott, Chicago Woman's Club, Forest & Garden Department; Englewood Woman's Club, Joliet, Sherman Park Neighborhood House, Chicago Lawn, South Side Catholic Woman's Club, Palos Park Woman's Club, Mr. and Mrs. George Ward, Orland Park Woman's Club, Evanston Friends of Council, 6th District, 7th District, Woman's Ideal Club, Deerfield Woman's Club, Gray's Lake Clearing Woman's Club, Evergreen Florists, Soukel's Nursery, Beverly Juniors, Gresham Woman's Club, Chesterfield Woman's Club.

HOSTESSES FOR SPECIAL WEEK

MRS. WALLACE B. COMBS, *Chairman*

Sat. July 1st—PRESIDENT'S DAY - - - - - Mrs. Wm. F. Farrell and Mrs. Mary Wall
Sun. July 2nd—PAST PRESIDENT'S DAY - - Mrs. W. Seymour and Mrs. J. M. Fowler
Mon. July 3rd—GARDEN DAY - - - - - - Mrs. Chas. Caldwell and Mrs. W. B. Combs
Tues. July 4th—CITIZENSHIP DAY - - - - Mrs. C. Dargan and Mrs. R. Hoadley
Wed. July 5th—CONSERVATION DAY - - Miss Z. L. Gray and Mrs. W. Hermsdorf
Thurs. July 6th—ART DAY - - - - - - - Mrs. A. Cole and Mrs. A. Johnson
Fri. July 7th—AMERICAN HOME DAY - - Mrs. P. Carter and Mrs. W. Seymour

"To some they are scientific marvels, to others a decoration, but to me they are a beautiful and an endless song—these flowers."

SPECIAL EXHIBITS

NORTH EXHIBITION HALL

FOLIAGE GARDEN AND FOUNTAIN EXHIBITED BY THE COMMISSIONERS OF LINCOLN PARK

ALFRED D. PLAMONDON....*President* WILLIAM BLAEZING.....*Chief Florist*

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SPECIAL FEATURES

IN THE HORTICULTURAL BUILDING SCENIC DIORAMA SETTINGS

NUMBER	TITLE	SPONSORED BY
1.	A Tropical Garden	West Chicago Park Commissioners
2.	Maxwell House	General Foods Corporation
3.	Indiana Dunes Landscape	Gary Yard & Garden Club
4.	The Loggia	Charles Fiore
5.	Ferns of the United States	Kathryn E. Boydston
6.	The Desert	T. R. Schroeder
7.	A Door-way Court Garden	A. F. Amling Company
8.	A Mountain Stream	Clarence Stauffer
9.	A Period Interior	Grant's Art Galleries
10.	Living Room	Mandel Brothers
11.	Sun Room	Mandel Brothers
12.	Dining Room	Mandel Brothers
13.	Old English Interior	John A. Colby & Sons
14.	A Sculpture Garden	Waukesha Garden Studios
16.	Suwanee River Cabin	Garden Club of Morgan Park

GARDEN FEATURES

These are staged on the exterior of the Horticultural Building. Entrance to the garden section is through the North Hall.

NUMBER	TITLE	SPONSORED BY
1.	A Naturalistic Hillside Garden	Clarence Stauffer
2.	Rock Garden	William Oman Nursery Co.
3.	A Hillside Garden	Joliet Groups
4.	California Hacienda	Associated California Nurseries
5.	A Mid-Victorian Petunia Garden	Richard Diener, California
6.	Water Garden	William Tricker, Inc.
7.	Naturalistic Rock Garden	Thomas J. Lynch, Inc.
8.	Nature's Boudoir	Men's Garden Club of Chicago
9.	Family Garden Corner	Elmhurst Park District
10.	A Modern Garden	Men's Garden Club of Aurora
11.	Abraham Lincoln's Indiana Home in 1820	Men's Garden Club of Fort Wayne
12-A.	An Italian Historical Garden	Charles Fiore
-B.	A Garden in Japanese Style	Charles Fiore
-C.	An Informal Planting	Charles Fiore
13.	An Authentic Japanese Garden	Fleming Landscape Co.
14.	A Formal Garden	Park District of Oak Park
15.	An English Garden	James Norris Estate
16-A.	Garden of Succulents and Annuals and A Small Formal Garden	Pearson-Daniels Company, Inc.
17.	A Garden Arrangement	Commissioners of Lincoln Park
18.	A Summer Garden	Vaughan's Seed Store
19.	An Illinois Apple Tree Garden	Kenneth Wright Bangs, dedicated to the Illinois Federation of Women's Clubs
20.	A Bit of Forest Preserve	Forest Preserve District of Cook County
21.	Rose Gardens	Inter State Nurseries
22	Harmony in Nature	C. F. Leaf Company
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GARDEN DEPARTMENT:
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"An infinite source of pleasure your garden will be a manifold investment."

INFORMATION CONCERNING EXHIBITION

On pages following are shown dioramas and gardens on exhibition in the Horticultural Building. The detailed information concerning these exhibits as given below will be of interest.

THE LOGGIA

Exhibited by Charles Fiore, Prairie View, Illinois.

MAXWELL HOUSE

Exhibited by Maxwell House Coffee, General Foods Corporation. Arranged by Leone Barrett, Kenilworth, Illinois. S. S. Beman, Architect, Chicago, Illinois.

A TROPICAL GARDEN

Exhibited by The West Chicago Park Commissioners; Harry Joseph, President; August Koch, Chief Horticulturist.

A MOUNTAIN STREAM

Designed and arranged by John A. Servas, Clarence A. Stauffer, Cooperating.

THE DESERT

Exhibited by T. R. Schroeder, Chicago, Illinois.

A DOOR-WAY COURT GARDEN

Exhibited by A. F. Amling Company, Maywood, Illinois. Garden design by Kenneth W. Bangs, Landscape Architect, Arlington Heights, Illinois.

A PERIOD INTERIOR

Exhibited by Grant's Art Galleries, Chicago, Illinois.

LIVING ROOM

Furnishings by Mandel Brothers, Chicago, Illinois.

SUN ROOM

Furnishings by Mandel Brothers, Chicago, Illinois.

DINING ROOM

Furnishings by Mandel Brothers, Chicago, Illinois.

OLD ENGLISH INTERIOR

Furnishings by John A. Colby & Sons, Chicago, Illinois.

A SCULPTURE GARDEN

Exhibited by Waukesha Garden Studios, Waukesha, Wisconsin.

INDIANA DUNES LANDSCAPE

Exhibited by Gary Yard & Garden Club; Mrs. J. A. Patterson, Chairman; Tom Warrillow, Designer. Sponsored by the Honorable R. O. Johnson, Mayor of Gary, Indiana.

SUWANEE RIVER CABIN

Sponsored by Garden Club of Morgan Park, Illinois. Created by Olive Bohn Fischer.

THE OLD MILL GARDEN

Exhibited by Clarence A. Stauffer and Brothers, Hammond, Indiana, and Cooperators. This "World's Fair Garden" was designed and supervised by Charles O. Speicher, Landscape Architect of South Bend, Indiana, builder of many beautiful gardens and estates.

ROCK GARDEN

Exhibited by Wm. Oman Nursery Co., Prairie View, Illinois.

AN INFORMAL GARDEN

Exhibited by Thomas J. Lynch, Inc., Winnetka, Illinois.

CALIFORNIA HACIENDA

Exhibited by Associated California Nurseries, Mr. Charles G. Davis of San Leandro, California, director.

A HILLSIDE GARDEN

Exhibited by Joliet Floral and Garden Club, The Garden Department of the Woman's Club, The Park Board of Joliet, Illinois

A MID-VICTORIAN PETUNIA GARDEN

Exhibited by Richard Diener, Oxnard, California. Garden design by Kenneth Wright Bangs, Landscape Architect, Arlington Heights, Illinois.

WATER GARDEN

Exhibited by William Tricker, Inc., Independence, Ohio, and Saddle River, New Jersey.

A MODERN GARDEN

Exhibited by Men's Garden Club of Aurora, Illinois.

SEMI-FORMAL GARDEN

Exhibited by Men's Garden Club of Chicago, Illinois.

THE FAMILY GARDEN CORNER

Exhibited by The Elmhurst Park District, Elmhurst, Illinois.

ABRAHAM LINCOLN'S INDIANA HOME IN 1820

Exhibited by Men's Garden Club of Fort Wayne, Indiana. Sponsored by the Lincoln National Life Insurance Company.

"I do not like to think of yesterday, but to-morrow, not of petals scattered on the ground, but of bursting blossoms, raising their little faces to the blue of heaven."

FERNS OF THE UNITED STATES

Exhibited by Kathryn E. Boydston, Chicago, Illinois, American Fern Society Cooperating.

FLOWER AND FOLIAGE DISPLAY.

Exhibited by the Commissioners of the South Parks, Chicago, Illinois, Edward J. Kelly, President; Robert E. Moore, Landscape Architect; Herman Benthey, Landscape Gardener.

A GARDEN IN JAPANESE STYLE

Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

AN ITALIAN HISTORICAL GARDEN

Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

ITALIAN FORMAL GARDEN

Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

AN INFORMAL PLANTING

Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

AN AUTHENTIC JAPANESE GARDEN

Exhibited by Fleming Landscape Co., Joliet, Illinois.

A FORMAL GARDEN

Exhibited by Park District of Oak Park, Illinois, Col A. D. Rehm, President; Gustaf A. Lindberg, Superintendent and Secretary.

GARDEN OF SUCCULENTS AND ANNUALS AND A SMALL FORMAL GARDEN

Exhibited by Pearson-Daniels Co., Inc., Chicago, Illinois.

A GARDEN ARRANGEMENT

Exhibited by Commissioners of Lincoln Park, Chicago, Illinois, A. D. Plamondon, President.

AN ENGLISH GARDEN

Exhibited by James Norris Estate. Garden Planting by Robert McLaren, Superintendent. Garden design by Kenneth Wright Bangs, Landscape Architect, Arlington Heights, Illinois. Urn by courtesy of American Terra Cotta Company, Chicago, Illinois.

A MODERN FLOWER GARDEN

Exhibited by Vaughan's Seed Store, Chicago, Illinois. Garden Design by Kenneth Wright Bangs, Landscape Architect, Arlington Heights, Illinois.

AN APPLE TREE GARDEN

Designed, Planted and Exhibited by Kenneth Wright Bangs, Landscape Architect, Arlington Heights, Illinois. Plant material furnished by Arlington Landscape Service, Inc., Arlington Heights, Illinois. Garden Dedicated to the Illinois Federation of Women's Clubs, Mrs. Viola Farrell, President.

A BIT OF FOREST PRESERVE

Exhibited by Forest Preserve District of Cook County, Illinois; Emmett Whealan, President; Charles G. Sauers, General Superintendent. Arranged by Arthur Koresgard.

A CENTURY OF PROGRESS ROSE GARDEN

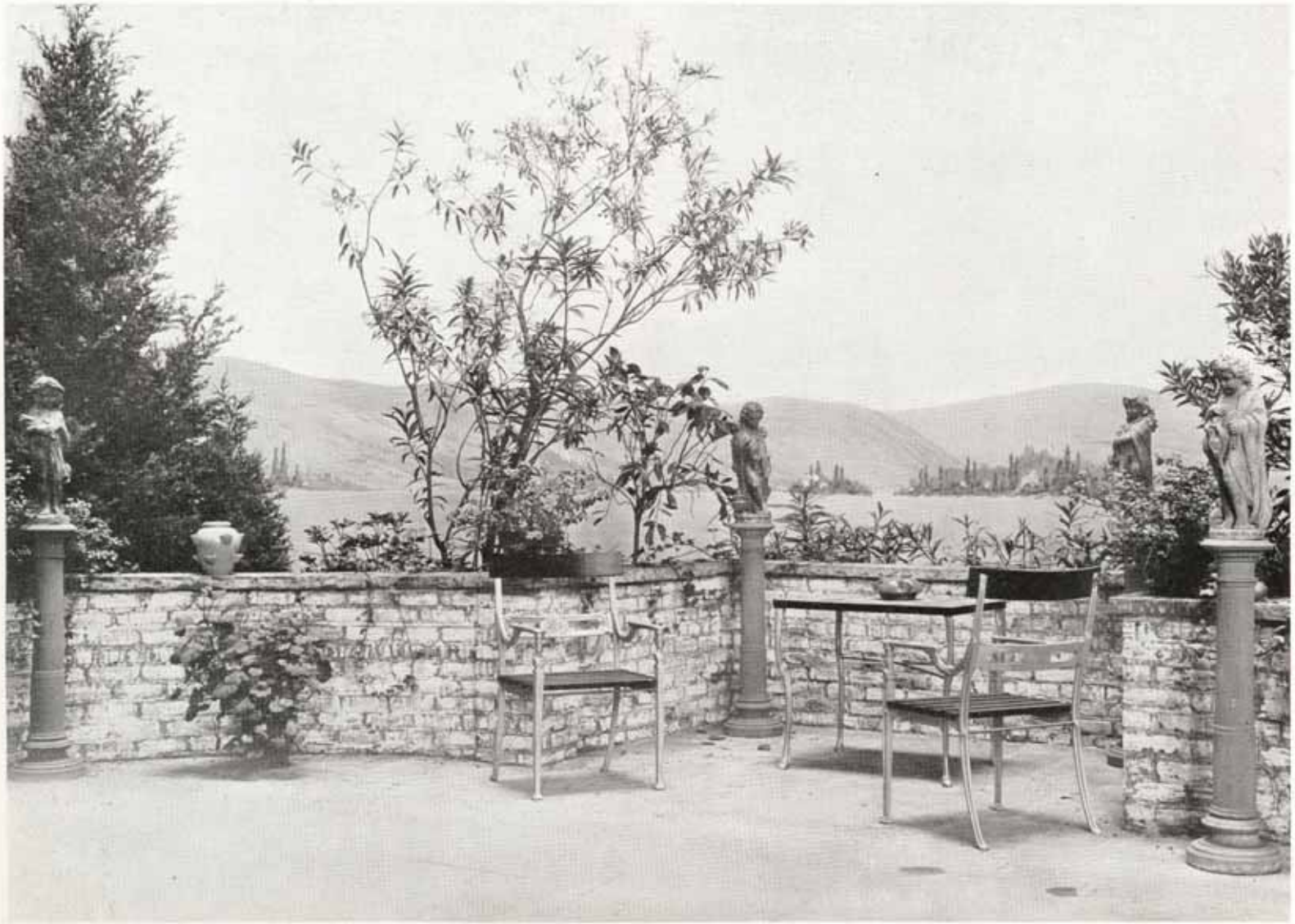
Exhibited by Inter-State Nurseries, Hamburg, Iowa; Charles N. Evans, Rosarian.

HARMONY IN NATURE

Exhibited by C. F. Leaf Company and John R. Gunderson & Co. Rocks furnished by Henry C. Arch & Son, Forest Park, Ill., and M. L. Towsley, Kansas City, Missouri. Ferns by W. A. Toole, Baraboo, Wisconsin. Fowl and Deer by Wallace Evans Game Farm, St. Charles, Illinois.

GENERAL VIEW OF DIORAMA HALL

GENERAL VIEW OF SOUTH EXHIBITION HALL

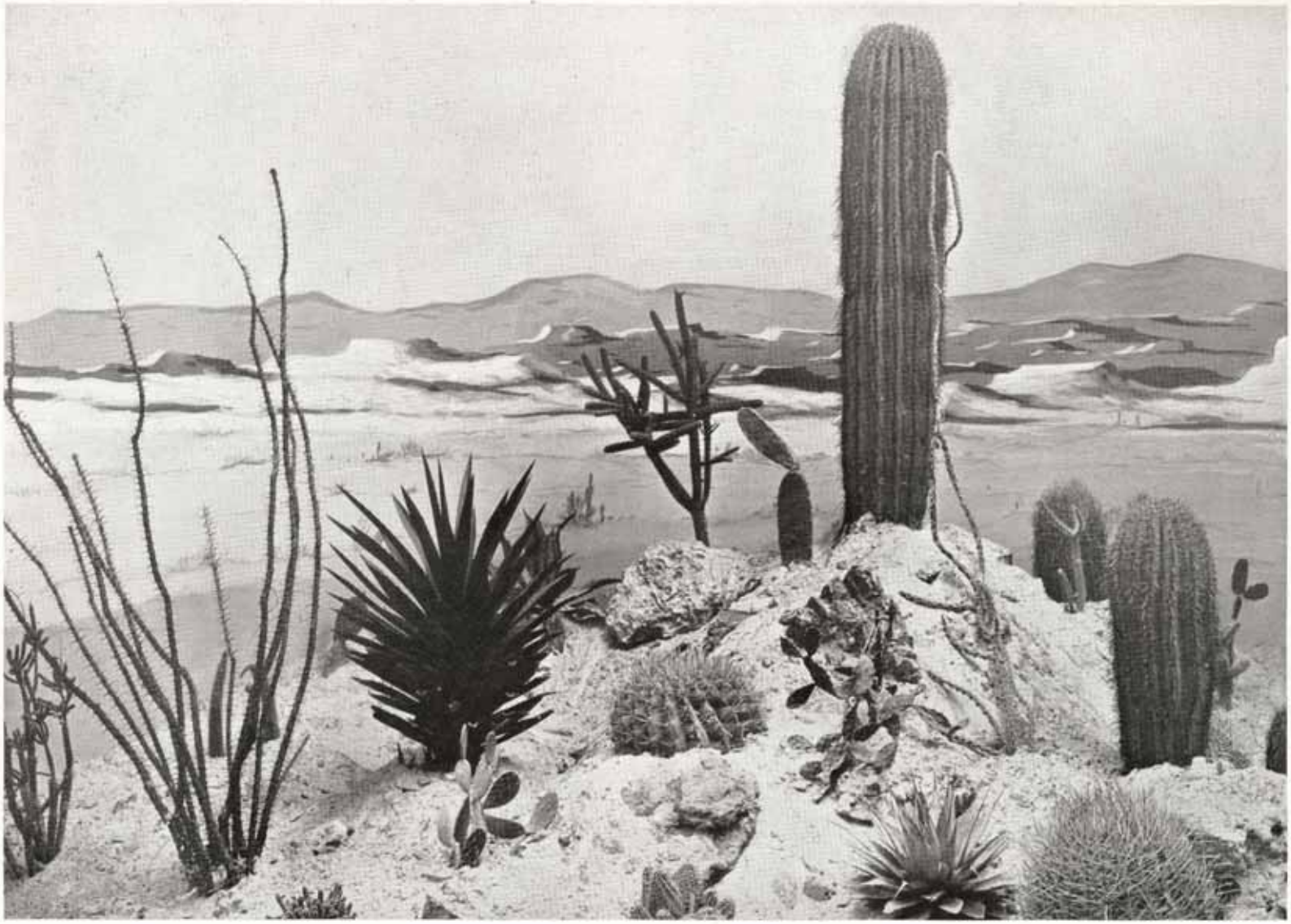


THE LOGGIA

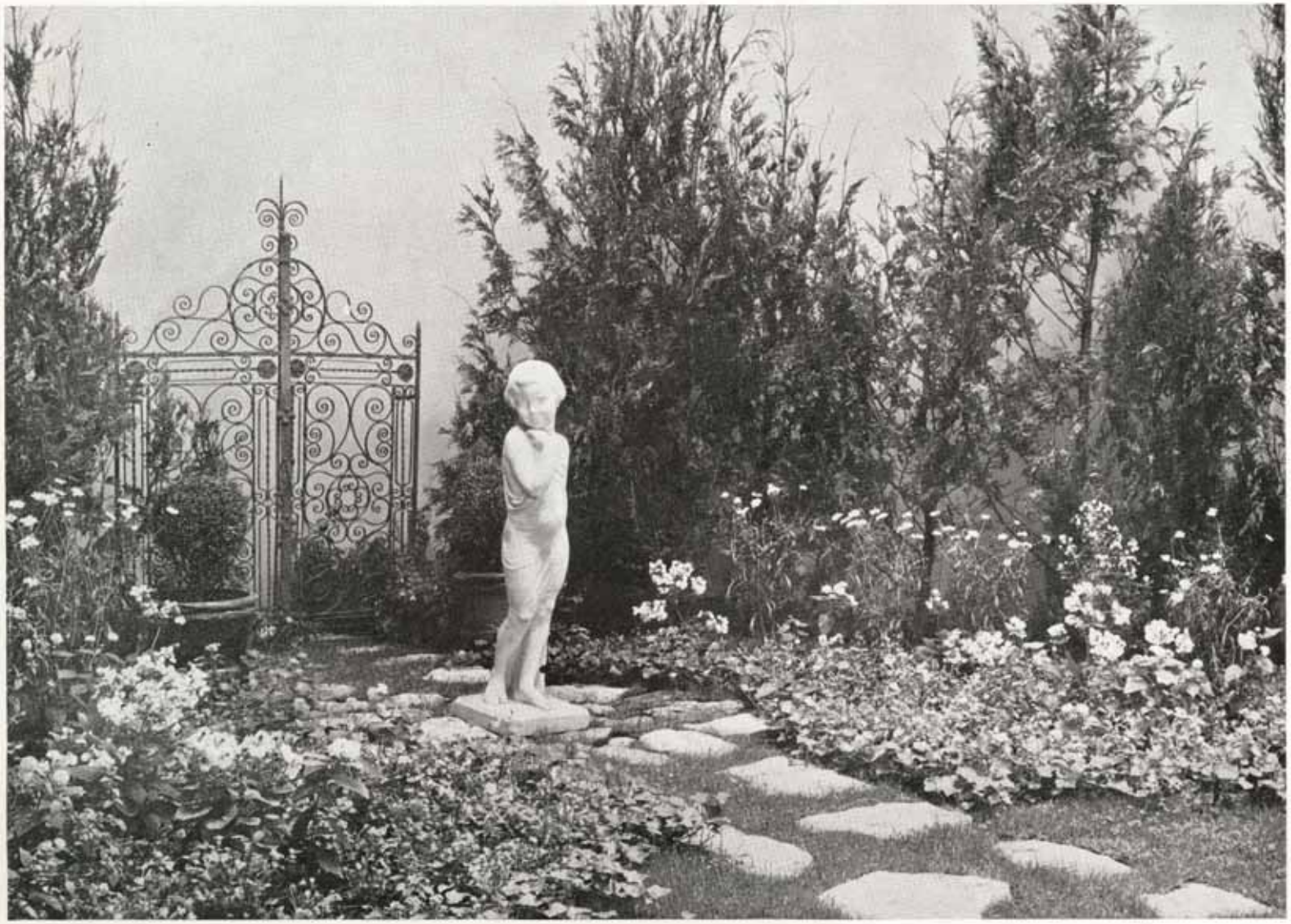
MAXWELL HOUSE

A TROPICAL GARDEN

A MOUNTAIN STREAM



THE DESERT



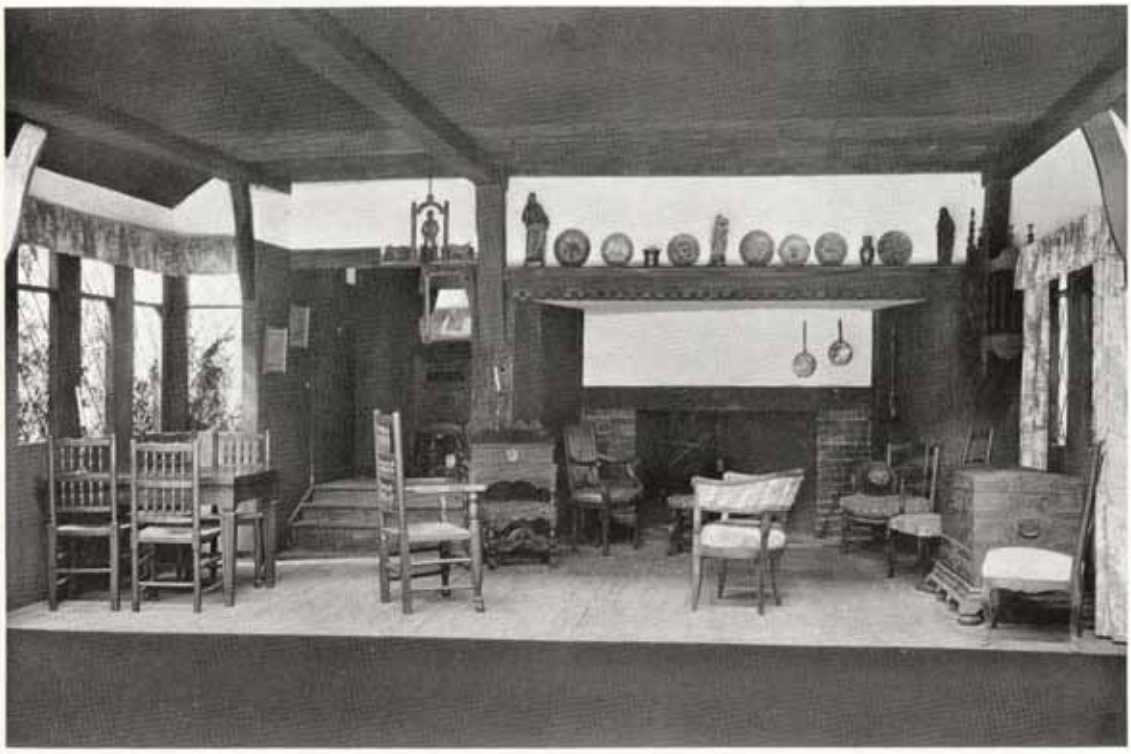
A DOOR-WAY COURT GARDEN

A PERIOD INTERIOR

LIVING ROOM

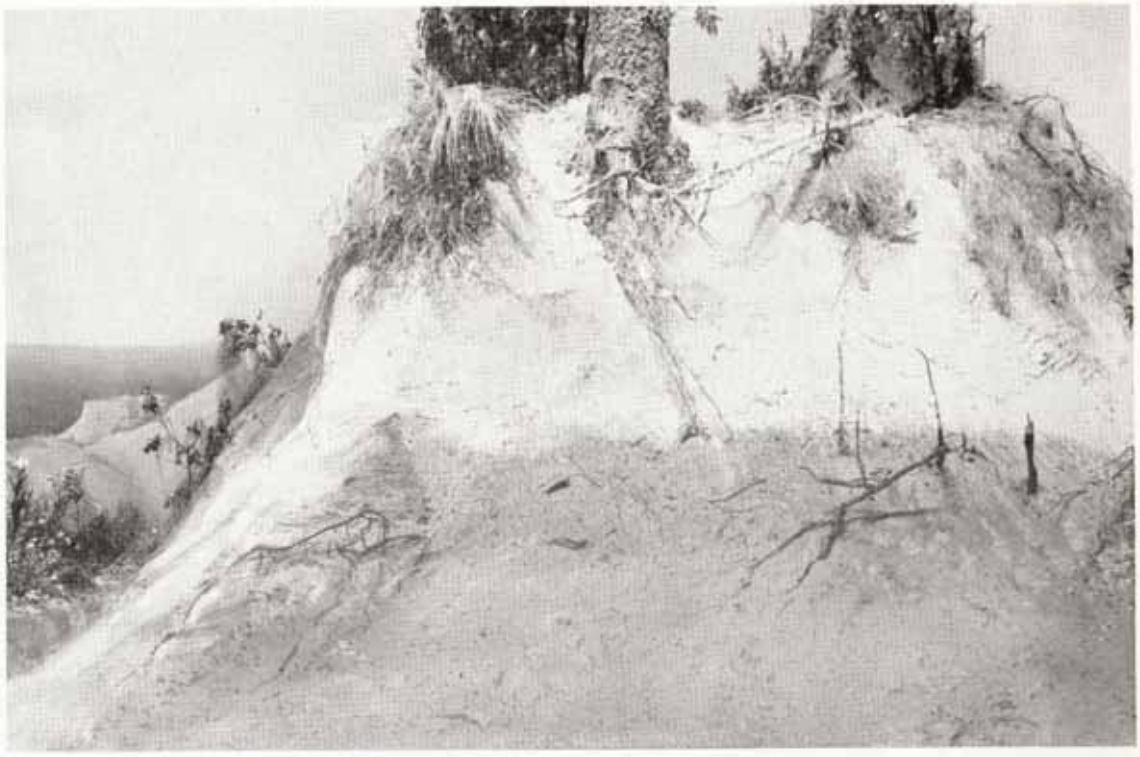
SUN ROOM

DINING ROOM

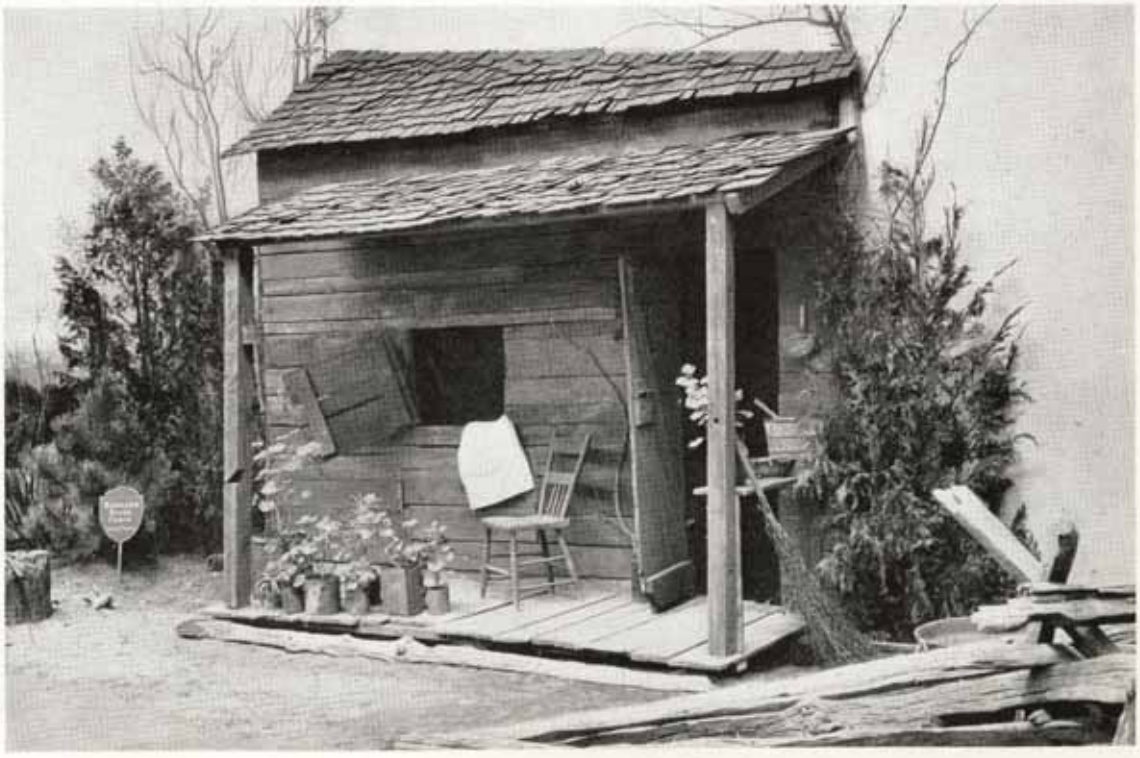


OLD ENGLISH INTERIOR

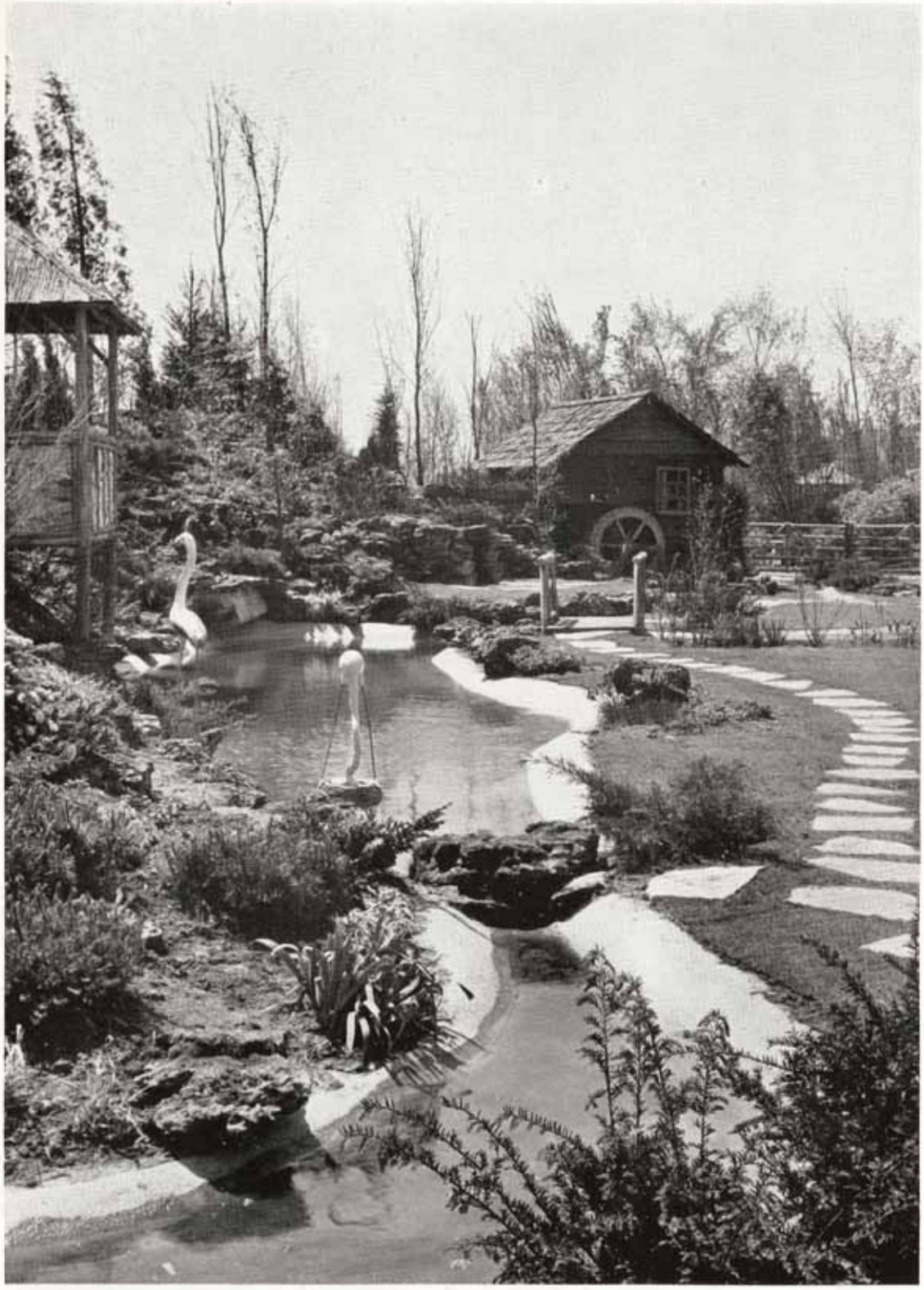
A SCULPTURE GARDEN



INDIANA DUNES LANDSCAPE



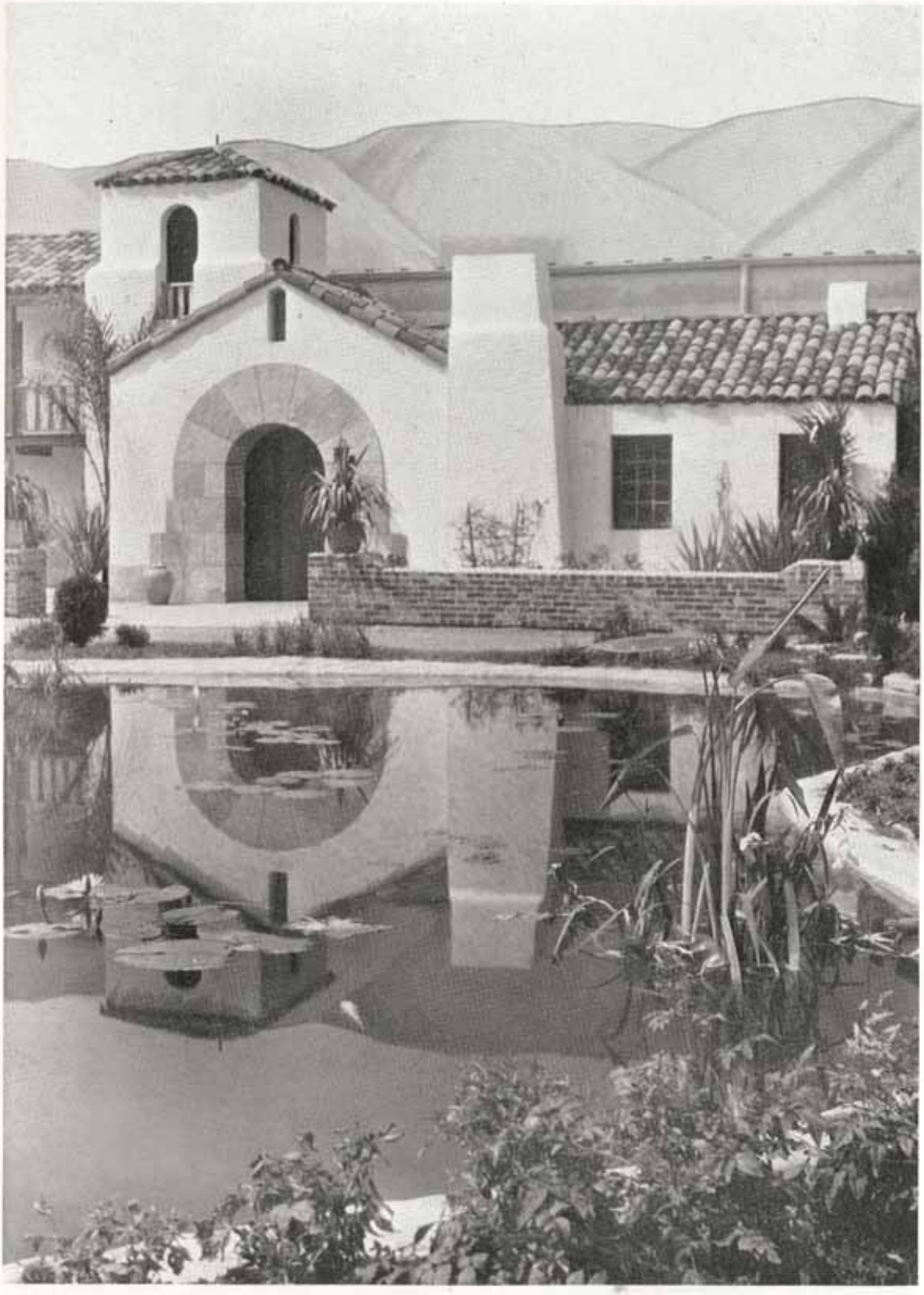
SUWANEE RIVER CABIN



THE OLD MILL GARDEN

ROCK GARDEN

AN INFORMAL GARDEN



CALIFORNIA HACIENDA

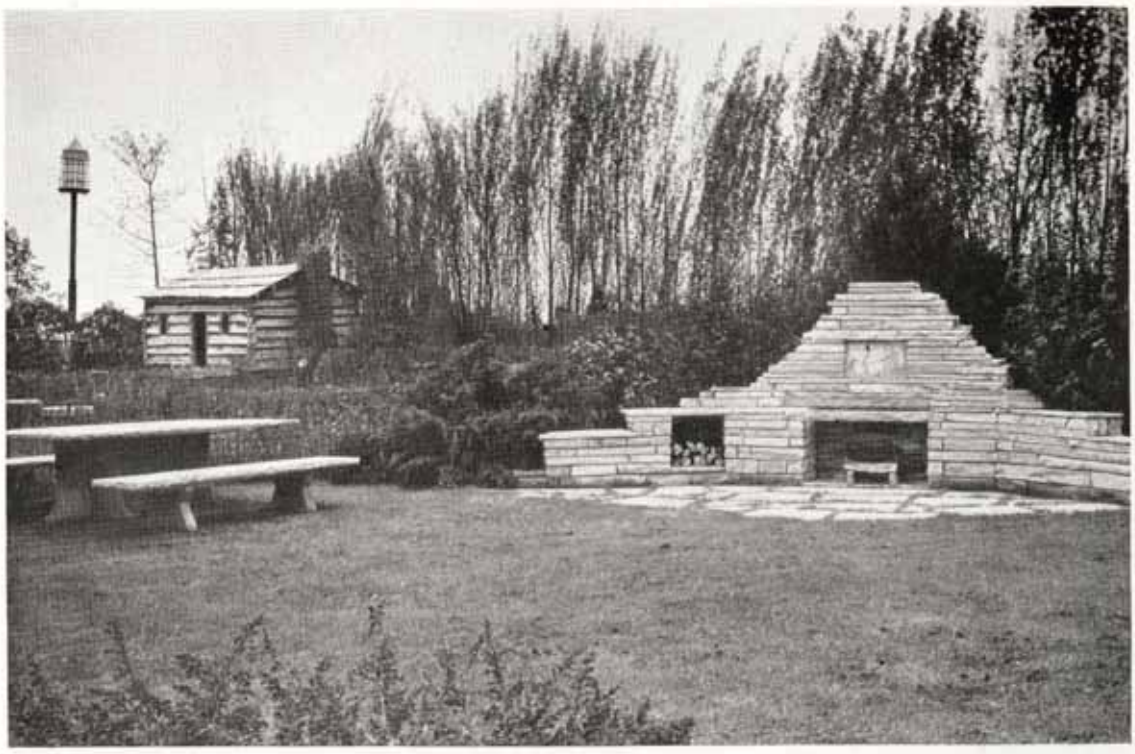
A HILLSIDE GARDEN

A MID-VICTORIAN PETUNIA GARDEN

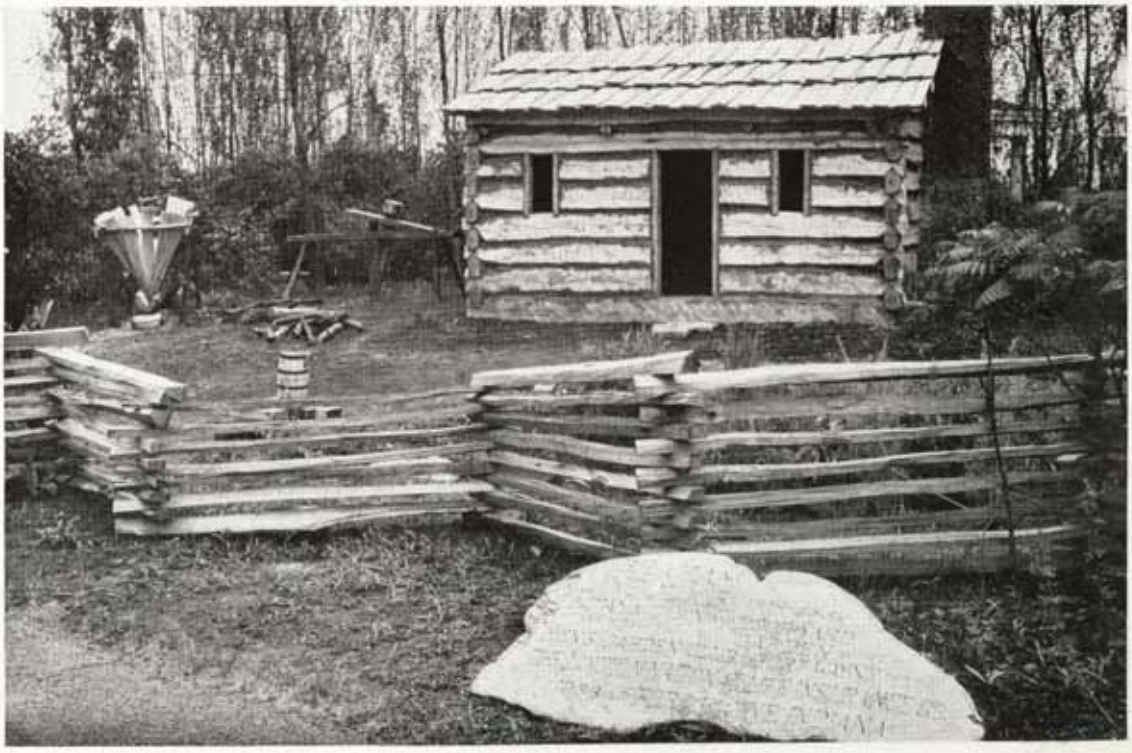
WATER GARDEN

A MODERN GARDEN

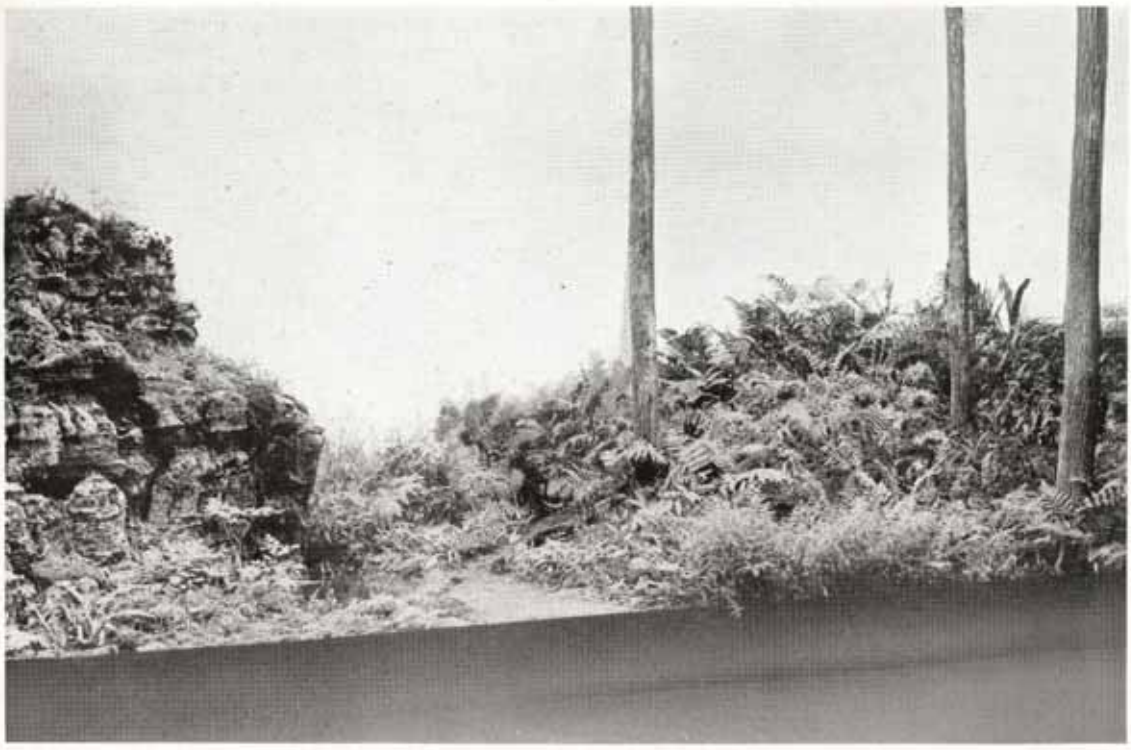
SEMI-FORMAL GARDEN



THE FAMILY GARDEN CORNER



ABRAHAM LINCOLN'S INDIANA HOME IN 1820



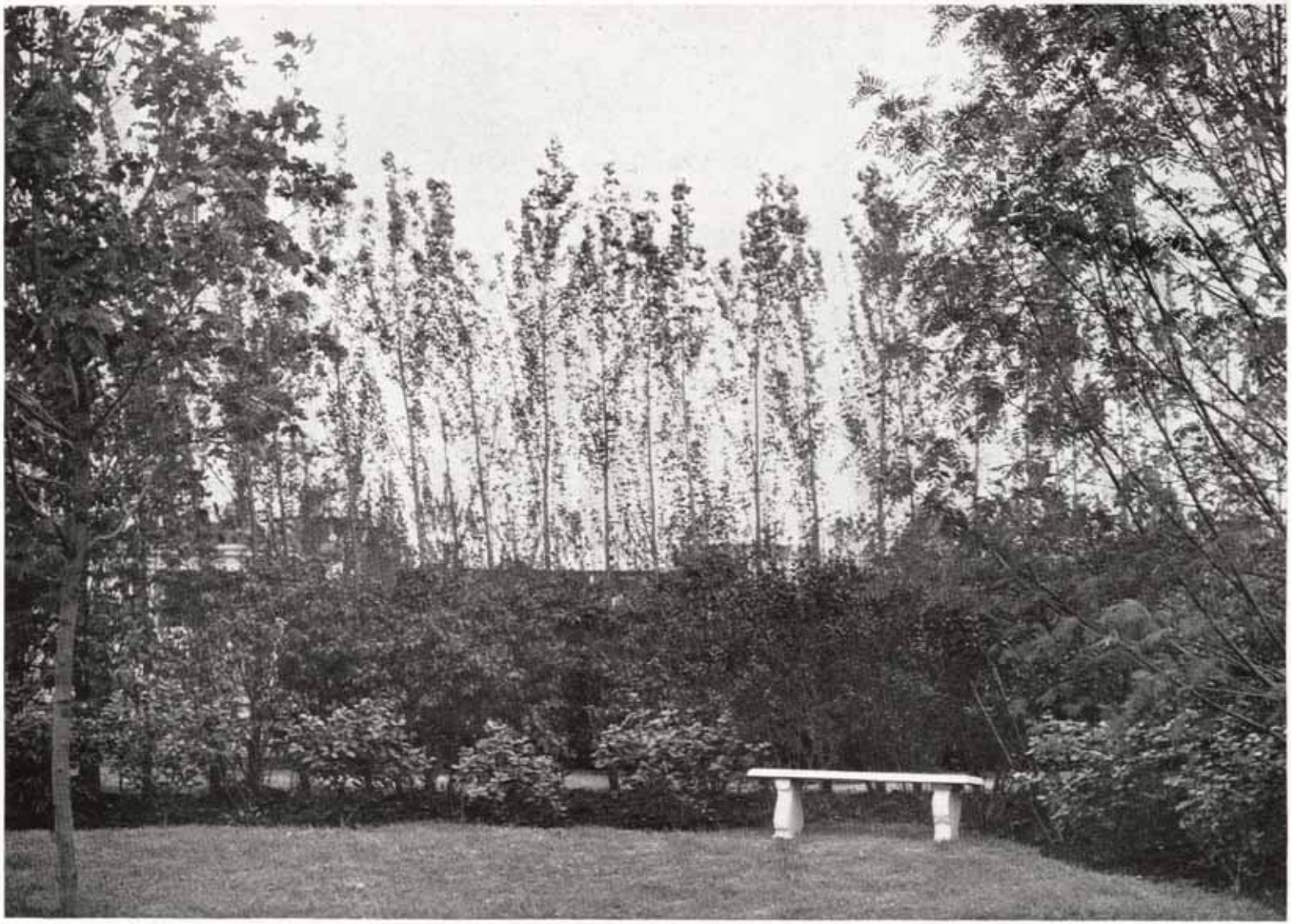
FERNS OF THE UNITED STATES

FLOWER AND FOLIAGE DISPLAY

A GARDEN IN JAPANESE STYLE

AN ITALIAN HISTORICAL GARDEN

ITALIAN FORMAL GARDEN



AN INFORMAL PLANTING

AN AUTHENTIC JAPANESE GARDEN

A FORMAL GARDEN

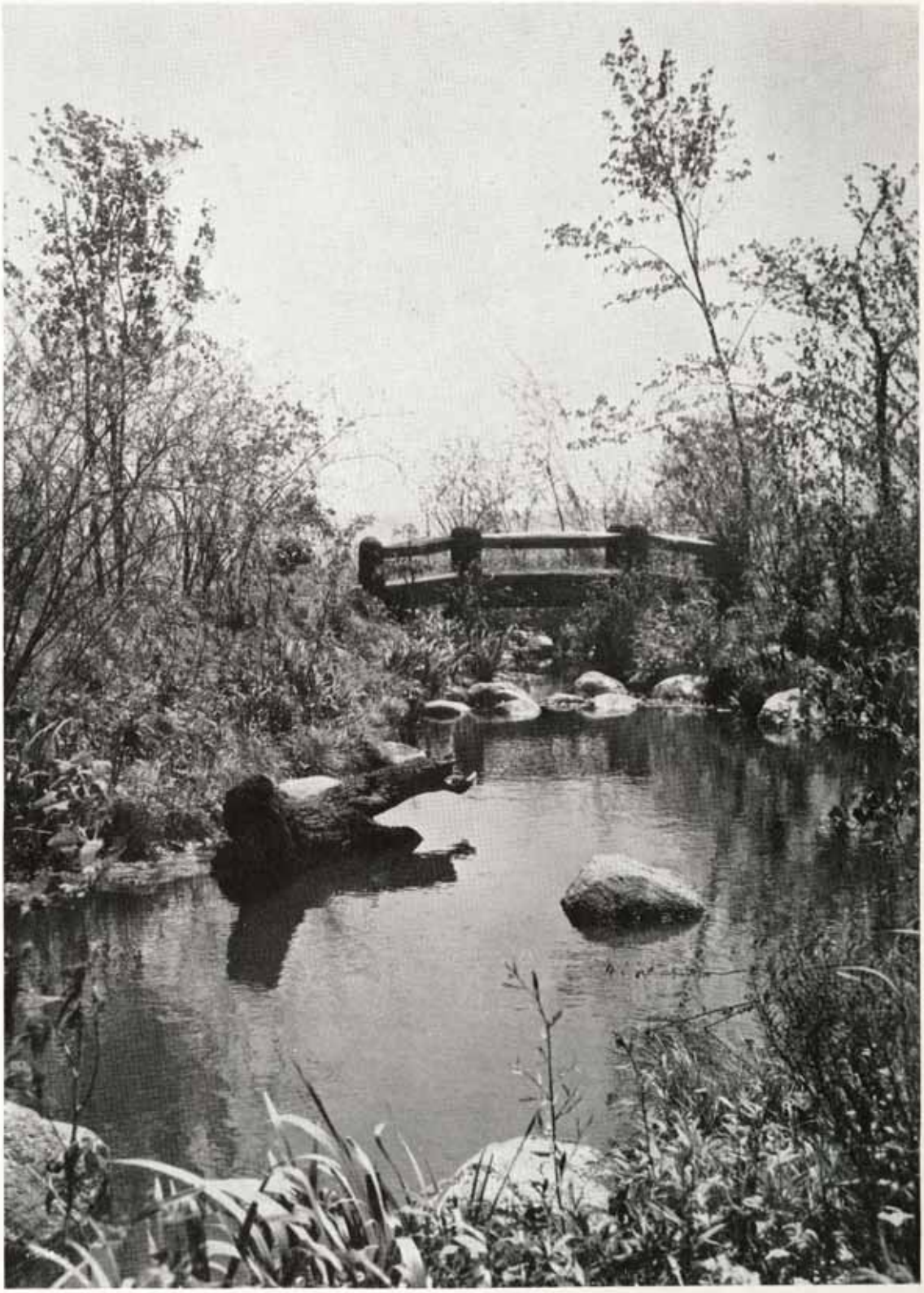
A GARDEN OF SUCCULENTS AND ANNUALS
AND A SMALL FORMAL GARDEN

A GARDEN ARRANGEMENT

AN ENGLISH GARDEN

A MODERN FLOWER GARDEN

AN APPLE TREE GARDEN



A BIT OF FOREST PRESERVE

A CENTURY OF PROGRESS ROSE GARDEN

HARMONY IN NATURE

VIEW OF NORTH EXHIBITION HALL

FLOWER MARKERS

used in Rose Garden and other locations throughout the Garden and Flower Show are presented through the courtesy of

Peerless Marker Co.

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National **Eezy Wear Gloves**

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GARDEN and HOME UTILITY Wear!

All-Leather . . . Dirt-Proof
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Of extremely soft, pliable leather which gives almost *bare-hand freedom* with *all-leather protection* against dirt, scuffing, scratches, stains, infection. Worn for gardening, housework, painting, yard, basement, garage. Outwear 6 pairs of ordinary fabric gloves; can be washed regularly.

At department stores (Notions, House Furnishings), better seed and hardware stores, or send us 75c. "Small", "Medium", "Large" sizes for women; "Medium", "Large" for men.

KREMESKIN — Beauty-Utility GLOVES, of special cream-treated lambskin which *softens, whitens* the hands while protecting them. For motoring and golf as well as garden and household wear. At toilet or glove counters, or send $1. Sizes, "Small", "Medium", "Large".

VISIT BOOTH 12, Horticultural Building, Chicago Century of Progress and try on a pair of these new and unusual gloves. See also our new garden ensemble—gloves, smock and hat to match. . . . Made only by

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BUILT FOR

A CENTURY OF PROGRESS

Agricultural Building on Northerly Island. This modernistic structure—shaped somewhat like a three-toothed key is 628 feet long and 108 feet wide

Other Century of Progress Buildings, Exhibits, and Concessions now completed or under construction:

Atlas Brewing Company
16th St. Bridge
American Gas Association
Bryant Heating & Mfg. Co.
Coca-Cola Company
Century Dairy Exhibits
Dairy Building
Diamond Mine
Foreign Bazaar
Geological Exhibits
Horticultural Building
Home Planning Hall
International Harvester Co.
Iron Fireman
Institute of American Meat Packers
Kohler Company Building
Kalamazoo Vegetable Parchment Co.
Manz Kitchenette
National Pressure Cooker Co.
Pure Oil Company
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Quaker Oats Company
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United States Government Animated Map
University of Illinois Addition to Agricultural Building

BY

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SWAIN NELSON & SONS CO.

Contribution to

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Girls' Cabin
Polish Pavilion
Sky Ride, West
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Byrd's Ship

Hall of Science

Landscape Contractors for

Hall of Science
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Hall of Religion
12th St. Bridge W.
Grandstand
Fort Dearborn
Concession

Hundreds of large trees and evergreens, thousands of shrubs and flowers have been brought from SWAIN NELSON'S NURSERIES to beautify the grounds of A CENTURY OF PROGRESS.

This organization, some two years ago, was the first to be called in for planting the grounds about the Administration Building. Later, the materials for the Hall of Science were furnished. Since then, over one-half of all plantings planted by A CENTURY OF PROGRESS have been furnished by SWAIN NELSON'S.

SWAIN NELSON & SONS CO. have almost a Century of Progress of their own, for back in 1856, over seventy-five years ago, this Company was founded. Many of the outstanding landscape projects throughout the central west, both large and small, have been carried out by them.

With four hundred acres of the choicest plant materials, experienced landscape engineers and gardeners at your disposal, your landscape development can be entrusted to them.

Write or call—

SWAIN NELSON & SONS CO.

Landscape Gardeners since 1856

Glenview, Illinois

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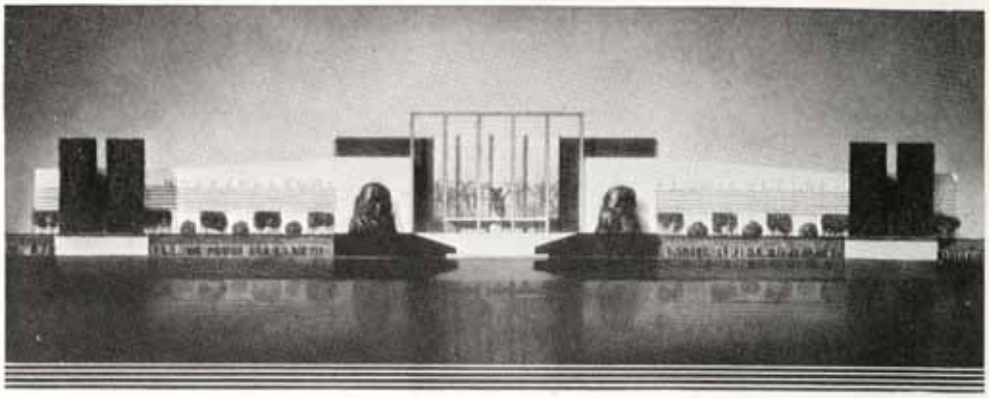
(Chicago's Garden Suburb)

Glenview 87 or 88



Horticultural Gardens Fed with VIGORO

Thousands of visitors to inspect them daily! Garden enthusiasts from the world over! No wonder the exhibitors in the horticultural division of A Century of Progress spared neither time nor expense so that their gardens might approach perfection. It's important, too, that the beauty of these lovely gardens be maintained during the entire exhibition period. Those in charge know the value of proper plant feeding. It is natural, therefore, that Vigoro, the Complete Plant Food, should be selected for use on the exhibition gardens.

Home gardeners, too, know what Vigoro will do. Everywhere you hear them saying, "More beautiful than ever!" speaking of their lawns, flowers, shrubs, and trees. Year after year they see the beauty of their homes enhanced through the regular use of Vigoro.

Vigoro is a complete plant food, scientifically made to supply all plant life with the nourishment it needs for finest growth. It's the modern, 20th century plant food used by home gardeners everywhere. You, too, may know the satisfaction of greater gardening success! Just feed everything you grow with Vigoro, according to the simple directions which accompany each bag or package. Vigoro is a product of Swift & Company, whose reputation assures your satisfaction.

The Garden Treasure Box!

To help make your gardening more enjoyable and successful, Swift & Company, through your gardening supply dealer, is offering the Garden Treasure Box for 25c with a purchase of Vigoro. This gardening aid presents, in handy card-index form, essential information on over 800 widely used plants. Just the information you need in planning and executing the beautification of your home grounds. Inspect it at your dealer's!

Vigoro Spreaders are mighty handy garden implements. They apply Vigoro and grass seed evenly and quickly, assuring a velvety-green lawn. Ask your dealer to show them to you. A size for every need.

Swift & Company
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VIGORO
Complete plant food

For Lawns, Flowers, Vegetables, Shrubs, and Trees

The Positive Protection of Fence

Visitors at the Horticultural Exhibition of the Century of Progress will observe that the exhibit gardens are enclosed most effectively with a chain link fence made and erected by Pittsburgh Steel Company.

This is the type of fence that is used so extensively for enclosing large estates, as well as many public and industrial properties such as swimming pools, athletic fields, parks, reservoirs, airports, factories, play grounds, etc.

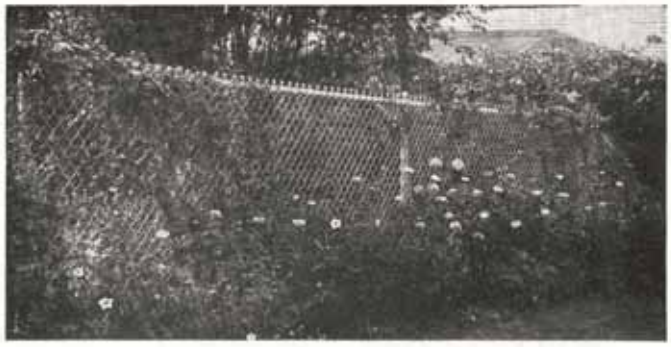
You can imagine the difficulties of trespassing that would be experienced here if the grounds were not fenced. In some degree this parallels the experience of every property. In these days of growing disrespect of property rights, every home, estate and exposed property needs the positive protection of fencing.

In many respects the protection of the Horticultural Exhibit Gardens is simpler than that of private gardens, estates and other properties. Here we need control merely of pedestrian traffic which is already under general supervision. A fence for your property must also keep out dogs and other animals, prowlers and malicious trespassers, guide the newsboy, grocer boy and milk man to the walks, afford a safe place for the children to play and enhance the appearance of the property.

You will observe that an effort has been made to beautify the fence boundary of the Exhibit gardens by means of plantings on and near the fence. Obviously it has not been possible to cover the fence with foliage nor to grow beautiful, flowering vines such as roses, clematis and bittersweet that can, after two or three years of growth, make fences such a beautiful part of the landscape.

In this connection many landscape architects have recently been discovering the multitudinous possibilities of fences. A wire fence immediately gives protection and establishes boundary lines. If subsequent privacy is desired by means of heavy plantings of shrubs the fence is still there to keep out dogs and intruders. On the other hand, particularly where space is limited, vines and flowers on the fence give the same much desired privacy in the nature of a thin garden wall, permitting more space for lawn and garden features.

The chain link fence enclosing our Exhibit Gardens is only one of several constructions in Pittsburgh Steel Company's lines. The Company offers the chain link design in heights from three to twelve feet or more; also other types of fence such as the Ornamental Lawn Fence enclosing our tea terrace, and farm and poultry fences.



Pittsburgh Chain-Link Fence

Dignified Protection

for

Homes **Estates**

Playgrounds

Athletic Fields

Parks **Cemeteries**

Reservoirs **Airports**

Zoological Gardens

Factories **Storage Yards**

Tennis Courts

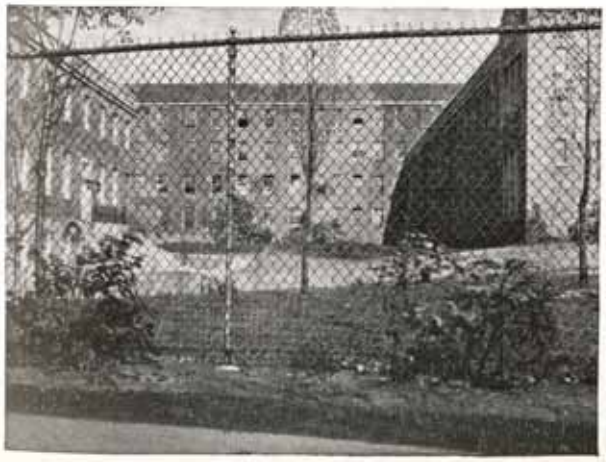
The chain link fence enclosing the gardens of the Horticultural Exhibition is representative of the character of materials and construction employed in all Pittsburgh Chain Link Fences. There is a type of Pittsburgh Fence for every enclosure.

In addition to its Chain Link Fences, Pittsburgh Steel Company manufactures fences for every purpose, farm, poultry, garden and lawn. "Pittsburgh" fences and poultry fabrics may be seen at the Egg Laying Contest of the Century of Progress. Write for catalogues and information.

Complete Erection Service Everywhere

Pittsburgh Steel Company

Pittsburgh, Pa.



GRANT'S ART GALLERIES

25 and 27 South Wabash Avenue

extend greetings to the visitors to A Century of Progress Exposition and invite them to visit their Galleries, where a full display of exquisite and objects, both antique and modern, are constantly on display.

We have specialized for the last forty years in the selling of fine art objects from all parts of the world, both at Auction and at private sale. The exhibition in the Horticultural Building necessarily is but a small sample of the things we have. At the present time we have an exhibitor in our galleries of furniture, silver, oil paintings, rugs, etc. from the following estates:

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(1) A section of curbing and stake.
(2) Typical installation.
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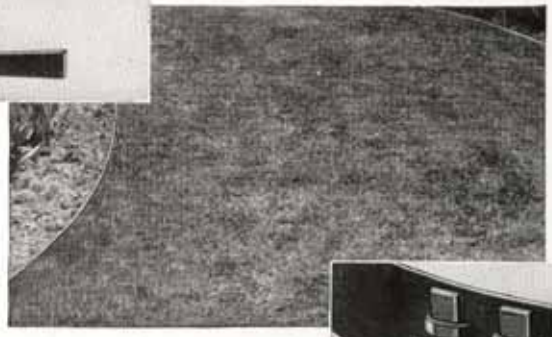

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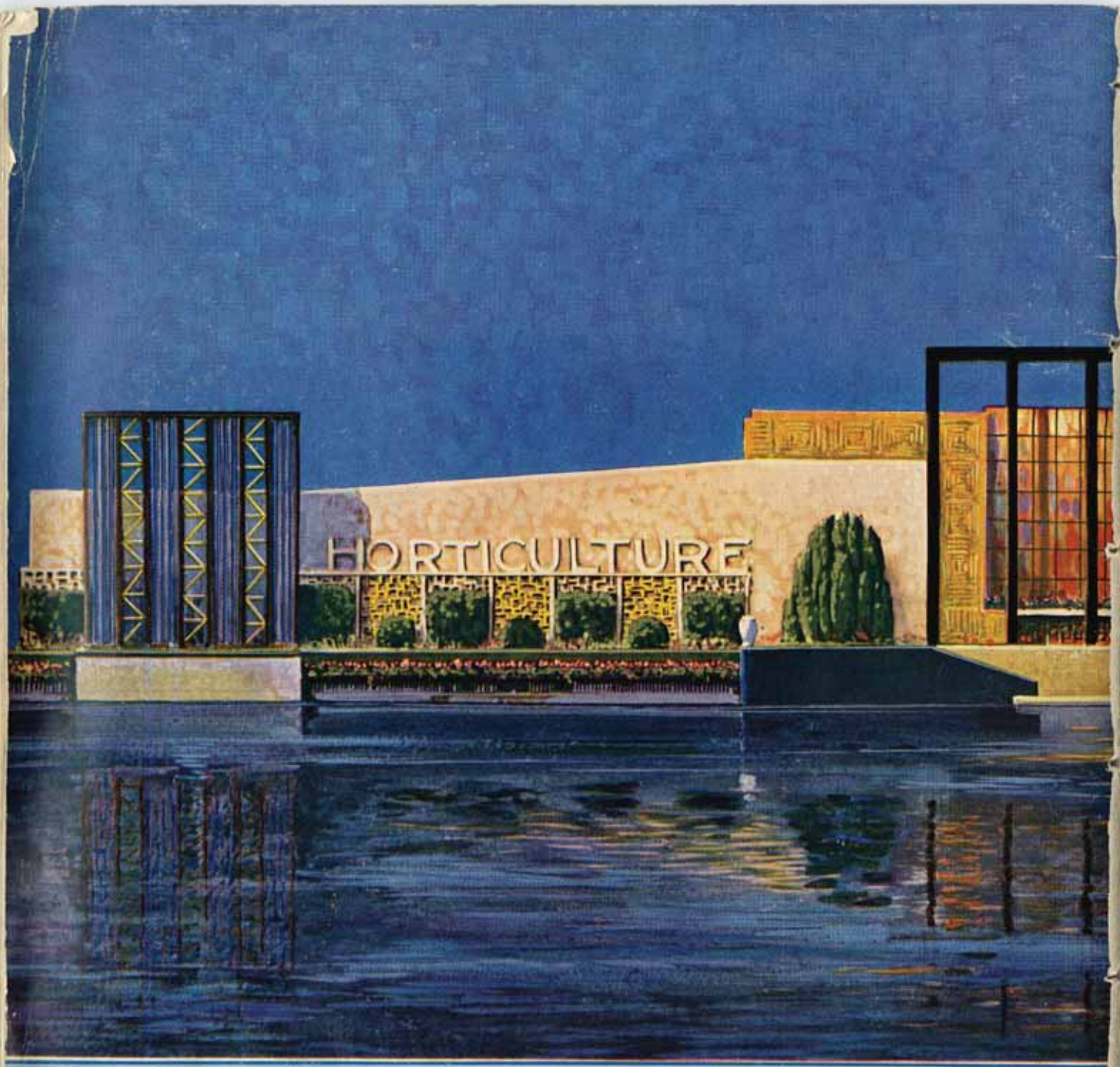

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