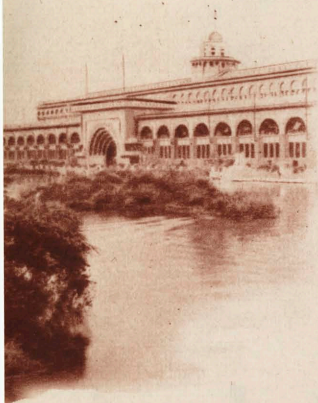


Brunswick
ESTABLISHED 1845
HIGHLIGHTS

1893-1933



Transportation Building 1893

HERE is a little volume of reminiscences—a few contrasting pages from past and present. In them we have tried to recall familiar scenes and at the same time sketch the corresponding progress of a great institution: The Brunswick-Balke-Collender Co. . . .

YOU WILL REMEMBER that the “Golden Doorway” was the marvel of the Fair in ’93, in exactly the same manner the “Breathing Dome” of ’33 draws the crowds to the Travel and Transport Building . . .

HENRY FORD was finishing his first gasoline-engine contrivance out of a gas-pipe cylinder, a wooden fly-wheel and assorted odds and ends—it ran! It stopped when the first nut dropped off the first bolt of the car that was to have a million progeny . . . now look at them!

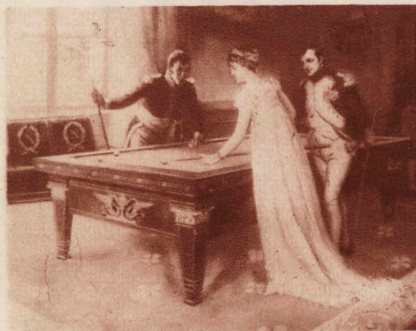
IT WAS THREE YEARS before this that the first “modern” liner was launched—the Teutonic—whose record crossing time was 5 days, 16 hours, 31 minutes, which compares favorably with the Europa’s record crossing of today in 4 days and 21 hours . . .

AND TWO YEARS LATER the first American war-ship Indiana was put into service . . . now we have the vest-pocket cruisers of Kiel . . .

THIS ADVERTISEMENT appeared in the Daily Columbian of Tuesday, May 2, 1893 (special World’s Fair newspaper):

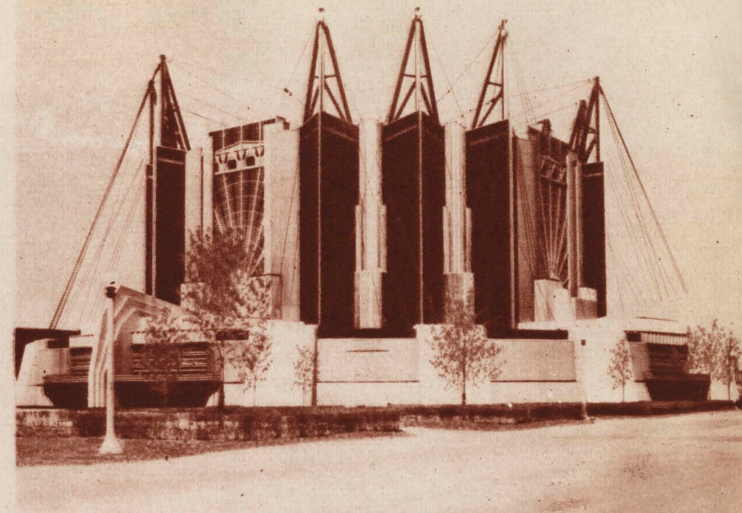
FOR THOSE WHO RIDE
(two-horse vehicles)

Between RR depots.....	\$1.00
Not exceeding 1 mile.....	\$1.00
Rate for 1 hour.....	\$2.00
Per day.....	\$8.00

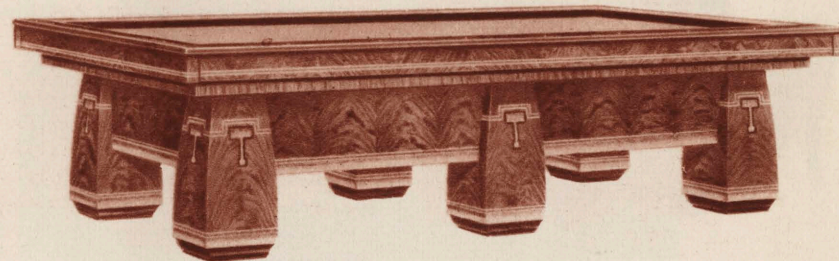


. . . . even Napoleon played billiards to forget the cares of state and found in this delightful game complete relaxation.

ONLY FINEST MATERIALS USED IN CONSTRUCTION



. . . . larger than the dome of St. Peters or the Washington capitol is the “sky-hung” dome of the Travel and Transport Building and between it and the Transportation Building of ’93 stands an age of change. Brunswick has maintained its uncontested leadership from that day to this.



. . . . today the world-famous “Monarch” Billiard Cushion supplied on Brunswick Billiard Tables promotes rapid, accurate play. Homes, clubs, hotels and recreation centers specify Brunswick Billiard Tables because they are longer-lived and afford the kind of “championship play” that experts always have associated with Brunswick.

A WORLD FAMOUS NAME IN BILLIARD EQUIPMENT



Electrical Building 1893

MARK TWAIN'S BOOKS were at the height of their popularity and his sayings were widely quoted in the manner of our ever-present Will Rogers . . .

DIME NOVELS bore lush titles: "Deadwood Dick's Defense" and "The Gambler Pirate," while the villain hissed: "Hold, Captain Forrester, or you die!"

THE STAGE was brilliant with Richard Mansfield playing in "The Black Crook," Julia Marlowe was Rosalind in "As You Like It," Joseph Jefferson was beginning "Rip Van Winkle" and Ethel Barrymore (yes, the Empress of today's "Rasputin") was appearing in "Trelawney of the Wells" . . .

STEPHEN FOSTER was writing "The Old Folks at Home," "Old Black Joe," and "Massa's In the Cold, Cold Ground" . . .

"GENTLEMAN JIM" CORBETT was at the zenith of a career which ended with his defeat in a 14 round fight with "Bob" Fitzsimmons . . .

. . . THIRTEEN YEARS LATER at Kitty Hawk, North Carolina, the Wright brothers wobbled into the air for the first sustained flight with a heavier-than-air machine—today's exhibit of aircraft forms one of the most interesting features of the Century of Progress . . .

AND HERE was the song that wowed them:

*Daisy, Daisy, give me your answer true,
I'm half crazy, all for the love of you!*

It won't be a stylish marriage,

I can't afford a carriage,

But you'll look sweet

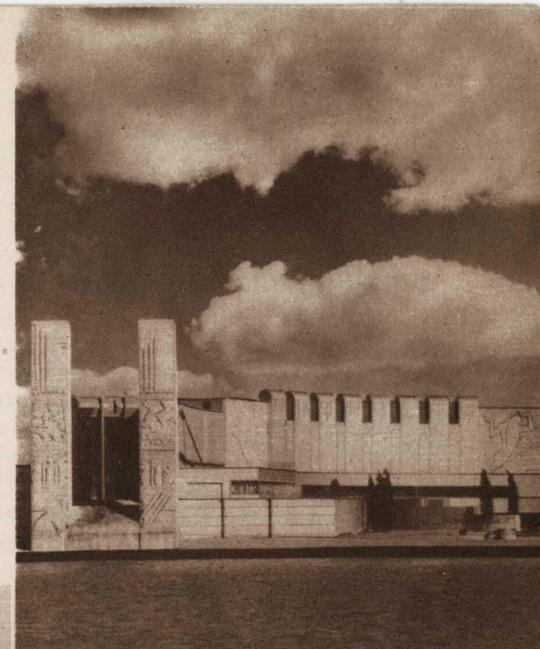
Upon the seat

Of a bicycle built for two!

REMEMBER IT?

. . . even then Brunswick was a leader in the manufacture of Billiard equipment for wholesome, healthful recreation and most every home "den" boasted a game table.

. . . hanging gardens, electric cascades and fountains, gilded pylons and terraces are bathed in the light of the Electrical Building which looks down upon many World's Fair buildings where Brunswick Beer Service Fixtures are installed.



. . . today the Brunswick Junior Playmate and the standard Brunswick Billiard Table may be found in thousands of homes where billiards are played for family recreation and exercise. The Junior Playmates are genuine Brunswick Pocket Billiard Tables, solidly and compactly built, and are sold by leading department, hardware, and sporting goods stores everywhere.

A REPUTATION FOR DEPENDABLE MERCHANDISE OVER THREE QUARTERS OF A CENTURY OF LEADERSHIP



Machinery Hall 1893

AT THIS TIME Alexander Graham Bell opened telephonic communication between New York and Chicago on the first 1000-mile circuit—the same circuit now used for “piped” radio network programs that feature Amos ‘n’ Andy and Fire Chief Ed Wynn . . .

DID YOU KNOW that the first night-opening of the World’s Fair in ‘93 was delayed until May 8th because of lack of sufficient electric power

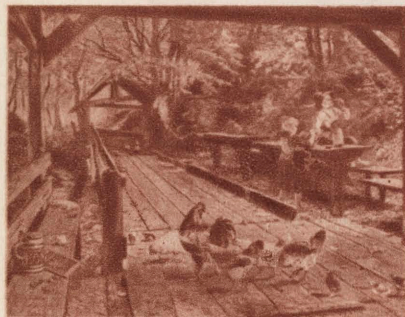
IT WAS ONE YEAR from this time that an obscure gentleman by the name of Jenkins gave the first public motion picture show down in Richmond, Indiana and started an industry for Hollywood-in-the-orange-groves

AT THIS TIME doctors had not heard of insulin in their battle against diabetes and the heroic Gorgas had yet to demonstrate that malaria could be eradicated from any portion of the earth by the simple pouring of oil on larvae-infested ponds

IT WAS NOT KNOWN that typhoid and cholera germs came from unclean water and milk and vaccination for diphtheria was unknown

SEVEN YEARS LATER there still was only one telephone to 66 people and no one had heard of long-distance transmission of photographs by wire

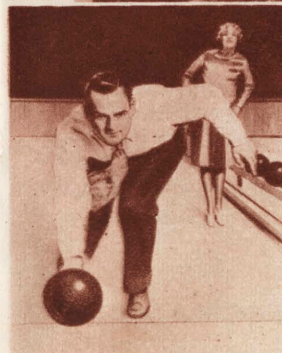
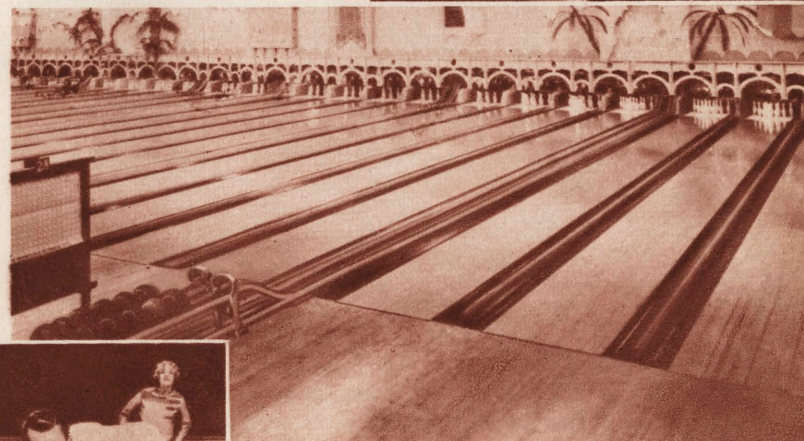
. . . BEST SELLERS of this period included: “Janice Meredith” by Paul Leicester Ford, “When Knighthood Was In Flower” by Charles Major, “David Harum” by Edward Noyes Westcott, “Richard Carvel” by Winston Churchill and many other books by American authors



. . . . bowling always has been associated with clean, body-building recreation for men, women and children. Best proof of its popularity lies in the steady increase of bowling facilities all over the country.

MAKERS OF BOWLING EQUIPMENT USED BY MILLIONS

. . . . carillon tower of the Hall of Science stands at one corner of a three-acre court with fountains, pools and flower gardens, a monument to man’s scientific achievement during the past 100 years. When you recall that the history of The Brunswick-Balke-Collender Co. extends over a period of 89 years it is easy to understand the soundness of Brunswick leadership.



. . . . the finest bowling alleys made bear the name of Brunswick for only the best material and maple is used. The workmanship of alleys and Brunswick Mineralite Bowling Balls assures a fast game and high scores. The Brunswick “Red Neck” Select A.B.C. Ten Pin is made of select kiln dried maple and is the choice of millions:



United States Government
Building 1893

FOR THE FIRST TIME since the Civil War, 1893 found the President and both houses Democratic—a situation comparable to that of the present administration at the opening of the Century of Progress Exposition

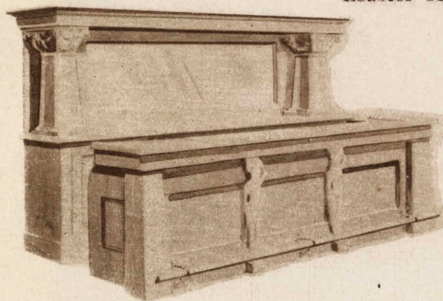
IT WAS in March of 1893 that W. W. Astor opened the magnificent \$5,000,000 Hotel Waldorf in New York City and provided a meeting place for notables the world over you will recall the Waldorf-Astoria of more recent days

THREE YEARS from this time William Jennings Bryan made his famous "Cross of Gold" speech at the Democratic Convention in Chicago in which he said: "You shall not press down upon the brow of labor this crown of thorns—you shall not crucify mankind on a cross of gold!"

THREE YEARS LATER a group of obscure prospectors found gold in the Yukon, and the United States purchased the whole of Alaska from Russia for a fraction of its later discovered value

AND FIVE YEARS later the cry: "Remember the Maine!" echoed from the land in protest against the disaster of the Maine which was sunk with a loss of 266 seamen in Havana harbor

. . . **TWO SCIENTISTS**, by name MacArthur and Forrest, discovered the cyanide process of extracting gold from low grade ore in the same year Bryan first took public office—and their discovery, by increasing the output of gold, helped to frustrate Bryan later in his political career for "free and unlimited" coinage of silver



. . . . in those halcyon days Brunswick was the recognized leader in the design of fine bar fixtures, as this brass-railed, mirrored and stained-glass bar of the nineties affirms

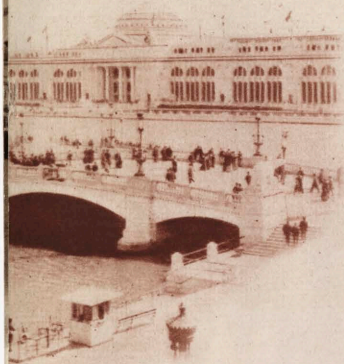
BRUNSWICK OFFICES LOCATED IN PRINCIPAL CITIES

. . . . *executive, legislative and judicial branches of government are represented in the three fluted towers of the Federal Building. The modern lines and simplicity of the design are reminiscent of the beautiful simplicity of modern Brunswick Service Fixtures.*



. . . . modern Brunswick Service Fixtures are again the favorite Beer Dispensing units in leading clubs, hotels, restaurants and elsewhere. Finely polished wood panels have taken the place of the mirrors, beverages are served at palatable temperatures by ice or mechanical refrigeration. And again Brunswick has equipment of every nature, from coil boxes, novelty boxes of low price, up to 80-foot (or larger) fixtures designed for the finest installations. Free architectural service for your problems of arrangement.

WORLD'S LARGEST MANUFACTURER OF BEER SERVICE EQUIPMENT



Agriculture Building 1893

IT WAS the Infanta Eulalie who shocked America of the nineties with her gown of soft spun glass of 2,500,000 threads weighing only one pound—but it was her cigarettes which shocked us even more that, you will remember, was in '93

"THROW HIM DOWN, McCLUSKEY" was being sung by Maggie Cline and "Slide, Kelley, Slide" was a parlor recitation for every young elocutionist

A TRIP TO EUROPE, first-class, in those days cost only \$50 and everyone of any consequence had railroad passes

THE FLORADORA SEXTETTE became famous and Madame Modjeska, Sarah Bernhardt, Lillian Russell and Virginia Harned were as famous as Garbo, Ann Harding, Katharine Cornell and Lynn Fontanne today

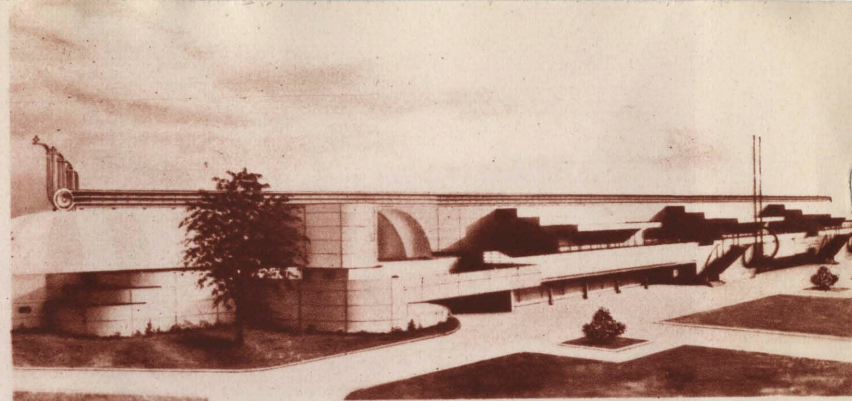
IT WAS THE DAY of big gold watch chains, paper collars were giving way to celluloid and detachable cuffs were the choice of the well-dressed man

. . . CHARLES DANA GIBSON came into popularity in the nineties and set the manners for a whole generation with his "Gibson Girl" drawings—E. W. Kemble was drawing his famous "coons" of the Old South—Frederic Remington was putting genuine cowboys against an authentic background—Maxfield Parrish was beginning his career as a popular colorist—and Howard Pyle was establishing a school of illustrators with his vigorous portrayals of early American life

. . . BILL NYE was the popular humorist of the period whose racy humor was a forerunner of Chic Sale and his well known "Specialist" of today

. . . . this was before the American home thought in terms of bathroom equipment and of the necessity of a toilet seat which would be both sanitary and attractive.

THE NAME BRUNSWICK ASSURES CUSTOMER SATISFACTION

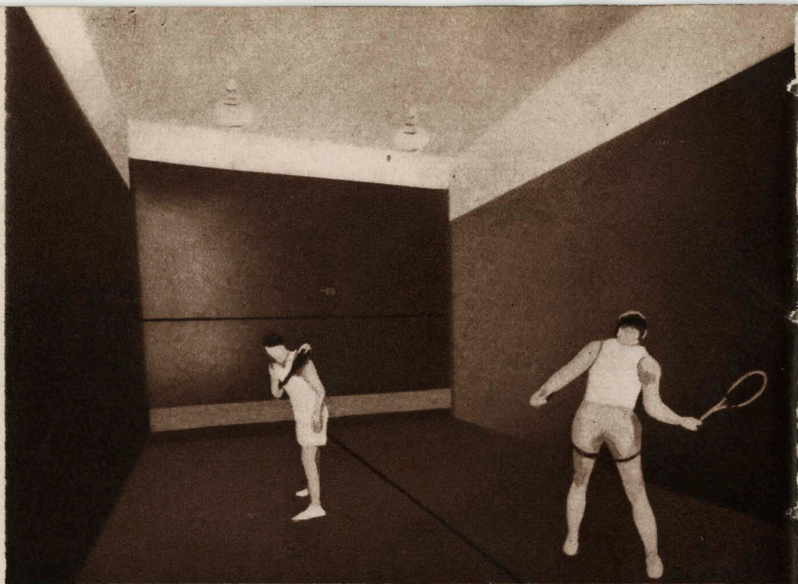


. . . . on Northerly Island stands the Agriculture Building with complete displays of agricultural machinery and farm implements—which recalls Brunswick's care in the selection of its wood, kiln drying and finishing it for the manufacture of every piece of equipment.



. . . . then Brunswick developed the famous Whale-Bone-Ite Seat which is accepted as a standard of sanitation in building equipment today and whose superiority is proven by many lesser imitations.

IMITATED BUT NEVER EQUALLED IN WORKMANSHIP



Brunswick Regulation Squash Tennis and Regulation Squash Racquet Courts are the product of an expert working with selected woods of absolute uniformity in finish and quality. They are built "board-by-board" on the premises—giving this fastest of all indoor sports a five-surface coverage of regulation speed. Walter Kinsella, retired undefeated Professional Squash Tennis Champion, is director of this division and will be pleased to consult with anyone desiring Squash Tennis or Squash Racquet Court specifications. The largest and finest installations in American colleges, clubs and homes are by Brunswick.

THE BRUNSWICK-BALKE-COLLENDER CO.
GENERAL OFFICES 623-633 SO. WABASH AVENUE, CHICAGO, ILL.
Branches in Principal Cities of the United States, Canada and Mexico
