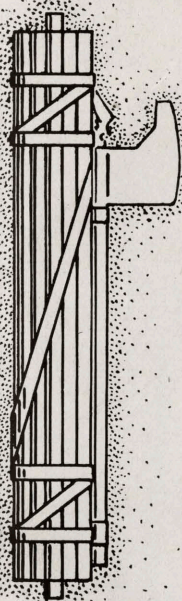


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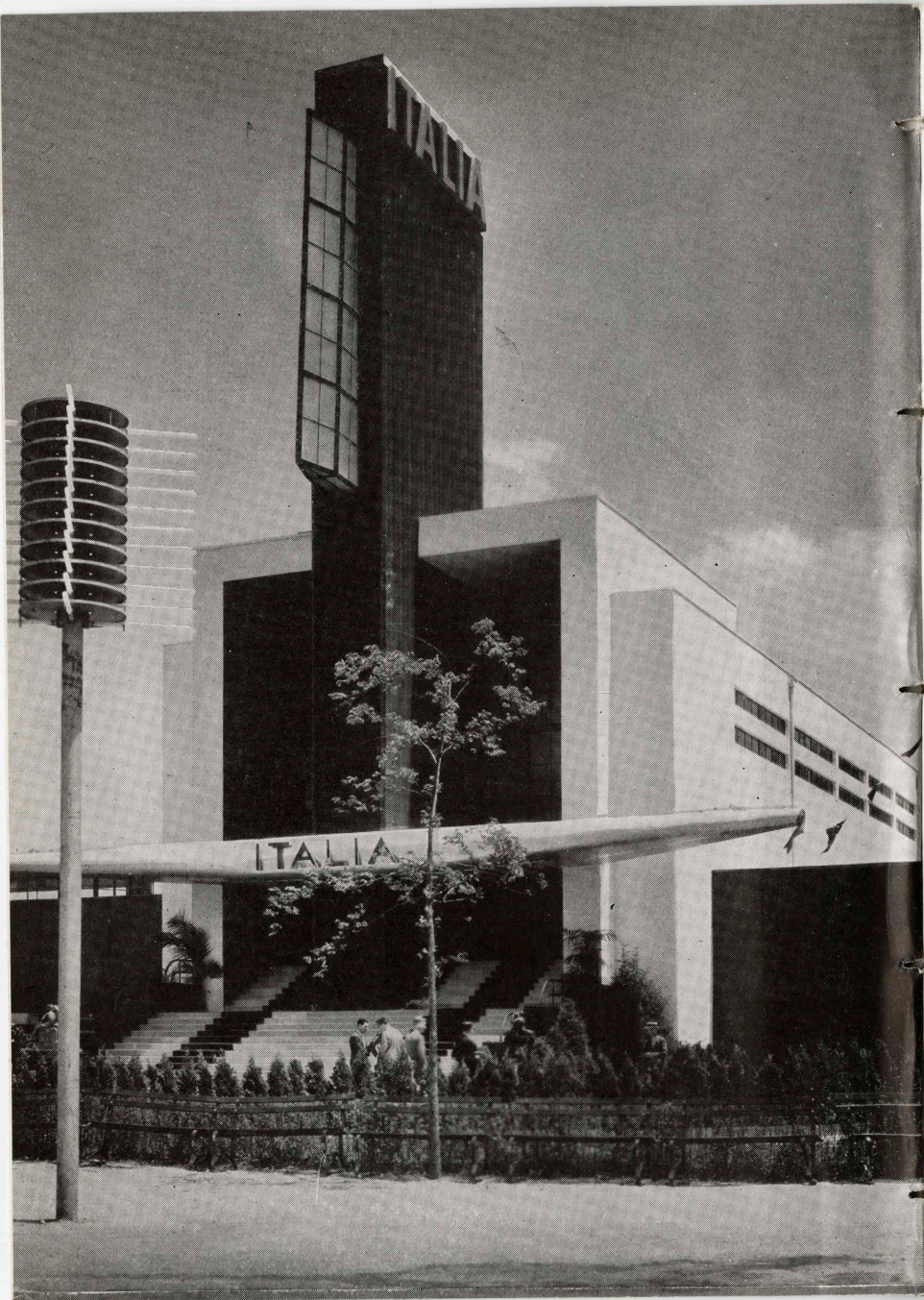
The
**ITALIAN
PAVILION**

A CENTURY OF PROGRESS
1933

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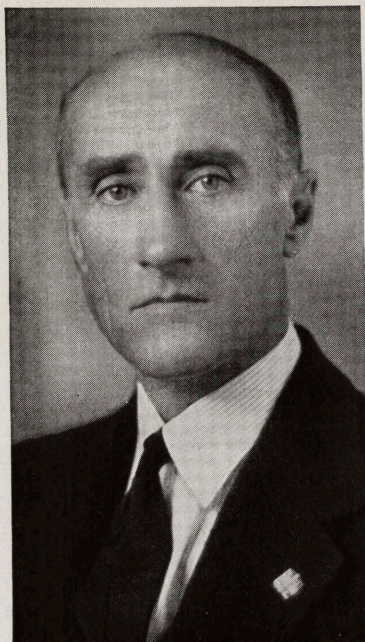
FOREWORD

This booklet has been prepared to assist you on your tour of the Italian Pavilion and to give you a clearer understanding of the meaning and purpose of each feature of the exhibit.

Italy, as you no doubt know, has a more significant background than any country of the western world. For years it has been the Mecca of the student, the teacher and the world tourist. The pilgrims of the Middle Ages gave the first example of travel en masse. With the progress of time Italy attracted not only the pilgrims of faith but the pilgrims of art, fashion, beauty, health and romance as well. All roads led to Rome.

With this thought in mind, the Italian Pavilion was planned to tell the story of Italy to the World's Fair visitor. In the Pavilion you will find vestiges of ancient Rome, the splendor of Renaissance Italy and the history making progress of modern Italy, through the period of unification; the World War and under the masterful leadership of Premier Mussolini.

May we suggest that you begin your tour of the Italian Pavilion at the right entrance to the balcony and from that point let us guide your study of the exhibits. Any additional information you may seek will be gladly furnished at the Italian State Tourist Department bureau, located in the south alcove of the main auditorium.



Prince Ludovico Potenziani
*Royal Italian Commissioner to
A Century of Progress*

WELCOME



On behalf of the Italian Government it is my pleasure to welcome you to the Italian Pavilion, Italy's official exhibit at the A Century of Progress Exposition.

For centuries Italy has played a most prominent role in the progress of the world, and it is only fitting, therefore, that Italy participate in this momentous exposition which portrays the progress of the past 100 years.

As a result, our exhibit is attuned to the progression of events in Italy during the last century, with particular emphasis

on the achievements of the last ten years under the leadership of Premier Benito Mussolini.

We know the exhibit in the Italian Pavilion will give you a clearer understanding of Italy and its purpose, and we are deeply grateful for the interest the World's Fair visitor is showing in our project.

We want you to visit with us again for we are planning additional features for your edification and entertainment.

Prince L. Potenziani

A CENTURY OF PROGRESS

As you enter the balcony of the main auditorium of the Italian Pavilion, Italy immediately offers you a striking example of A Century of Progress.

On the upper wall to your right you see a map of Italy in 1833, showing the disrupted political state of the Italian Peninsula at that time, a condition which gave rise to continual warfare throughout the country and placed a heavy burden on the march of progress. This political confusion was corrected completely in 1870, when Italy was unified into one great nation under the leadership of King Victor Emmanuel II.

Following the unification, reclamation projects were undertaken immediately. This work placed Italy among the leading nations of the world by the time of the World War, and work done since the War, under the leadership of Mussolini and the wholehearted cooperation of the Italian people, has made Italy one of the most modern—if not the most modern—countries in Europe. A map showing Italy unified is located directly across the balcony on the north wall of the Pavilion.

Symbols of this political, social and economic progress greet you on the balcony, where you find a bronze bust of Victor Emmanuel III, present King of Italy and enthusiastic sponsor of its progress, and Premier Benito Mussolini, universally regarded as the outstanding figure of this generation.

IL DUCE

From your strategic position on the balcony you can fancy yourself entering Rome at the rear of the auditorium where the huge profile portrait of Mussolini dominates the Italian Pavilion. In the portrait of Il Duce you will recognize the force, intelligence, administrative genius and inspiration behind every modern Italian undertaking. And as the famous consular roads spread out from Rome to all parts of the Italian Peninsula behind the portrait, so, too, do Mussolini's courage and spirit radiate throughout Italy.

"Roma Caput Mundi," your Latin will remind you, is Rome, Capital of the World, a slogan coming down to us from the glory of ancient Rome. It has a particular significance today in regard to the Roman Catholic Church; as a living link between the ancient and modern world, and as a center of culture, arts and science.

The Roman numerals "XI" are emblematic of the eleven years of Fascism, the mother of modern Italy.

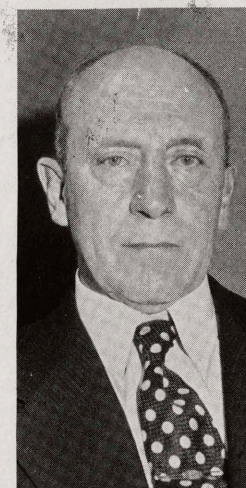
The fascist emblem, a cluster of rods bound together and surmounted with an ax-head, is the bond of modern Italy. This emblem in ancient Rome was a symbol of power, law, order, justice and supreme authority. Premier Mussolini revived it as an emblem for the Fascist party, with the same significance it held in ancient Rome. Duly admitted members of the party proudly wear the Fascist emblem.

MODERN ITALY

Modern Italy is portrayed for you in the murals along the upper wall of the auditorium, where maps and statis-

tics explain briefly what Italy has done in the eleven years of Fascism, particularly.

First, you will find on the south wall a tribute to the genius of Marconi, noted Italian inventor-scientist and father of radio. This giant radio tower pictured here, flashing messages to the world, is a monument to Marconi's contribution to modern science, an achievement of which Italy is justly proud. The map to the left of the radio tower portrays for you the world-wide ramifications of the Italian merchant marine, which had its inception in ancient times, flourished at the beginning of the modern era, and finds itself today one of the most completely equipped in the world. The reputation of the Italian shipping lines is such that no further inducements are needed to popularize it. The power and safety of the ships, where the very latest improvements in naval engineering are allied to the utmost perfection and comfort as regards accommodation, carefully chosen crews and stewards, are some of the factors which assure this popularity. Fascist Italy has not missed one opportunity to retain and increase it. The merchant service now has a total tonnage in excess of two million tons, while there has been a marked improvement in passenger service, not only as regards speed, but also in everything that can



Commander Luigi Ranieri
General Director of
Italian Pavilion

render a trip comfortable, easy and yet not too costly.

Moving along on our tour of the Italian Pavilion we find maps outlining the aerial and road communication



General Italo Balbo
*Italian Minister of
Aviation*

of Italy. To the modern Italian, aviation and progress are synonymous. Every great Italian city has its own airport. Many airlines are now in operation. Flying in "Sunny Italy" has proved very popular and "Sunny Italy" means something to the air-minded traveler, inasmuch as the weather is generally fair. Airways in Italy are popular with the business man because they afford quick and reliable transportation over the mountainous country, while the traveler takes to the air to see the scenic splendor of Italy from a bird's-eye view.

In recent years, due to the untiring efforts of Mussolini, Italy has completed a network of modern motor highways that compares favorably with any in the world. Good roads have been a tradition in Italy since the time when the mighty legions of the Caesars were able to move with quick dispatch to all parts of the Empire over the remarkable consular roads. Those of you who traveled through Italy ten years ago would hardly believe your eyes today. There is no mud, no dust, no dangerous hills, no unduly narrow curves—all these defects have disappeared under a tremendous road-building

program. To date approximately 13,000 miles of roads have been improved, allowing fast, safe and comfortable motor travel to all parts of the peninsula. There is no speed limit on these highways and seventy miles an hour is not an uncommon motor pace.

A modern nation needs modern railroad facilities in the progressive philosophy of Italy and travelers arriving in Italy are assured of the finest railroad facilities available anywhere. Great efforts have been made to cut down the train run from north to south with the establishment of fast de luxe expresses. The world's longest double track tunnel (11.3 miles) through the Apennines, which form the backbone of the peninsula, was opened recently. Its construction was a gigantic project, involving a total expenditure of sixty million dollars.

Briefly speaking, the railway policy of the Fascist Government has been, and still is, to develop and improve services, taking into consideration the modern requirements of the nation; to enforce only moderate passenger fares and freight rates; and to insure perfectly regular service. Italy now boasts the longest electric line in Europe, which runs from Modane to Leghorn, along the Ligurian Riviera, one of the most beautiful shores in the world.

Modern Italian railroads make it possible to enjoy all the natural, historic and cultural assets of Italy which appeal to the interest, sentiment and comfort of the traveler.

Italy is the land of electricity, and not only because from Volta to Marconi numerous Italian men of genius have been connected with it. The predominantly mountainous character of the country and the wealth of water offer infinite possibilities for the utilization of electricity.

The power produced by electric centers in 1922 amounted to a million and one half Kw., whereas it now reaches almost five millions. The length of telegraph lines, which in 1922 was about 268,480 miles, now extends approximately 341,750 miles. During that eleven-year period, the length of telephone cables has grown from 45,600 miles to 124,270 miles.

THE LINER REX

As we leave the balcony for the main floor of the auditorium, the model of the Italian liner Rex, the largest launched in the post-war period, immediately commands our attention. The covered and open deck space of the Rex is the most extensive of any ship afloat. Outstanding features of this giant liner include a complete theater, a physiotherapy department, squash courts, veranda apartments, tourist staterooms amidships, ship to shore telephone service and speed which is in excess of twenty-seven knots an hour. The cruising time of the Rex from New York to Europe is four days.

The liners Rex and the Conte di Savoia are the pride of the Italian Line. Other ships, the M. V. Augustus, the S. S. Roma, the S. S. Conte Grande, the M. V. Saturnia, and the M. V. Vulcania, are among the most completely equipped and serviceable boats afloat.

MURALS

The mural panorama bordering the lower walls of the Italian Pavilion demonstrates for you the progress Italy has

made under Fascism and the glory of Italy—ancient, medieval and modern. In the rear of the auditorium under the portrait of Mussolini, you will find five transparent photographs, the only ones of their kind in the United States, so far as we know. The lighting effects, you will notice, appear to give the pictures a three-dimension perspective.

The first picture on the left, the remains of the Roman Colosseum, recalls the architectural glory of ancient Rome.

This glory is evident again in the second picture showing the historic Roman forum, which still re-echoes to the eloquence of Cicero and other brilliant Roman orators.

The center picture is that of the Capitol at Rome, with the two palaces on the sides, an achievement of Michelangelo and one of the finest examples of Renaissance architecture in Europe.

Fourth from the left, is a view of the Via del Mare, the road to the sea, one of the best known highways leading from Rome and recently rehabilitated under the nationwide road-building program.

On the extreme right, you see one of the construction achievements of the age, the Mussolini Forum. The forum, opened a few months ago in Rome, consists of a number of buildings for sporting purposes, and owing to its monumental and impressive size, is fully worthy of the great traditions of the Eternal City. The forum occupies an area of more than a million square yards and comprises the headquarters of the Fascist Academy of Physical Culture, the Mussolini Stadium, the Mussolini Obelisk and a large stadium which holds 100,000 people. The stadium is surmounted by sixty marble statues, all more than thirteen feet high, which were presented by the provinces of Italy.

The Mussolini Monolith is a gigantic obelisk, nearly sixty feet high with a square base, the sides of which measure seven and a half feet.

PILLAR MURALS

Transparent photographs are found also on the four pillars of the auditorium. Studying these in order, from the pillar at the northeast corner of the auditorium, you will find on the east facing of the pillar the castle of St. Angelo, medieval fortress of the popes.

On the opposite side of this pillar is a view of the Palazzo Venezia, headquarters of Mussolini and one of the most interesting sites in Rome. Viewing the pictures on the other pillars in the same order, you will find the Capitol, seen from the Roman forum; three columns of the ancient Roman forum; Trajan's column; the dome of St. Peter's, seen from St. Peter's Square, and finally, on the east facing of the pillar on the southeast side of the auditorium, the impressive monument of Victor Emmanuel II and the tomb of Italy's unknown soldier. Two Fascist soldiers are on constant guard at the tomb.

In the alcoves of the auditorium and behind the speaker's rostrum on the balcony are twenty-four composite pictures, showing scenes of different towns and provinces in Italy. A complete picture-education is portrayed in these photographs.

RECLAMATION

Perhaps, the most significant undertaking of Italy under the guidance of Mussolini is the gigantic reclama-

tion project, which in the philosophy of Il Duce will allow Italy "to reclaim the land and with the land the man and with the man the race."

The amazing progress made in this undertaking in the past decade is graphically told in the exhibit in the north wing of the Italian Pavilion, where maps, explanatory statistics and bas relief models fascinate hundreds of World's Fair visitors daily. The importance Mussolini places upon this project is emphasized in his statement that "countrymen gave us the glorious infantry which won the war and the revolution. Countrymen will win the land—the battle for Italian prosperity."

And then in support of his contention, Premier Mussolini reminds you that "sound nations, steady nations are those standing firmly on the soil" and that "nations who neglect the earth are doomed to decline. Mother Earth inexorably rejects the children who neglect her."

This reclamation exhibit will impress upon you more than anything else the epoch-making progress of Italy during the last few years. Italy has looked to the land for the foundation of a nation which will flourish among the leaders of the world for many years to come.

MERCHANTS

In the lobby at the entrance to the main floor of the Italian Pavilion and in the north and south wings, you will find native Italian merchants displaying for sale dozens of lines of merchandise. It will pay you to visit these shops as they offer you many souvenirs as well as practical and worth-while gifts. All merchandise has been brought from Italy and the Italian colonies.

There you will find jewelry, mosaics, and carpets from Florence; beautiful glassware from Murano and other provinces; wrought iron from the land; Truscan-Pompey pottery; marble statuary, rare linens and embroidery from Naples and Rome; artware, ivory and perfumes from Tripoli; antique brocades from Pisa; and a wealth of paintings, tapestries, rugs, carved wood figures, leatherware, Italian tobacco, and olive oils from Florence, Rome and Venice.

THE ITALIAN PAVILION

Now, before you leave the grounds of the Italian Building, may we ask you to pause for a moment to study the exterior of the building. The structure was designed by M. Derenzi, A. Valente and A. Libera of Rome as a monument to Italian progress in aviation and as a symbol of the flight of General Italo Balbo, who led an armada of seaplanes from Italy to A Century of Progress Exposition.

ITALIAN SCIENTIFIC EXHIBITS

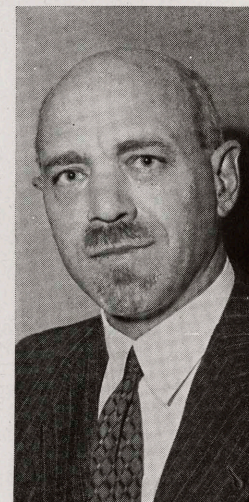
(The Hall of Science)

Italy and its men of genius have contributed more than their share to modern science and mechanics and the story of their achievements is graphically told at the Italian Scientific Exhibit in the upper northeast wing of the Hall of Science.

The World's Fair visitor's impression of Italy's march

of progress is not complete unless he visits this exhibit. For considerable distance on either side of the corridor stretches Italy's scientific and mechanical contributions to mankind. The name "Italia" stands out in bold relief upon the moldings. Panels adorn the walls in tribute to Italy's most noted men.

Some of the world's greatest names in every conceivable field of endeavor are to be found here. Such famous men as Verdi and Puccini in the musical world; Marco Polo and Columbus in the field of exploration; Galvani in physiology; Galileo in astronomy; Leonardo da Vinci in medicine; Michaelangelo, Rafael, and again Leonardo da Vinci in art; and Manzoni, D'Annunzio, Dante and Boccaccio in literature are but a few whose names are inscribed on the walls. A panel is devoted also to the remarkable inspiration Italy has given to poets and authors of other nations, among the more famous being Byron, Browning, Shelley, and Keats.



Prof. Enrico Bompiani
Director of Italian
Scientific Exhibit

A ROMAN CITY

One of the first exhibits that catches the visitor's eye is a miniature Roman city, modeled in plaster and perfect in every detail. Here is a reproduction of the Porto di



Giuseppe Castruccio
*Royal Italian Consul
at Chicago*

Claudio, built under Trajan in 113 A. D. The harbor is hexagonal in shape and had such facilities as stone moorings, dry-docks, and storing houses. The city itself contains minute but fascinating temples, baths and houses, as well as a city-wall.

To the left of this port is a model of an ancient Roman road, the Via Severiana. The road is so exposed that the visitor can study its construction.

On the other side of the port the visitor finds a miniature reproduction of a Roman aqueduct at Aspendo in Pamphilia. This aqueduct supplied water for eleven thermal establishments, eight hundred and fifty-six baths, fifteen large fountains, and 1,352 basins or small public fountains.

Beside this is a Roman wooden water wheel. Then one comes upon a minute block of apartment houses of ancient Rome. These buildings are worthy of any modern city. They are four or five stories in height, with two or three apartments to each story. Each story is of brick construction, without cement coating, and the facade is immediately beside the road.

A model of an ancient bridge, the Ponte di Nona, is now seen. This is still in use, although nearly twenty centuries old, and is a high tribute to the Roman engineers who constructed it.

A Roman imperial ship, which was raised from Lake Nemi in 1931-1932, and was built during the reign of Caligula (37-42 A. D.) has been reproduced.

ROMAN MECHANICS

Against the far wall is shown the development of ball bearings in Italian history. Here is a Roman thrust ball bearing regained from the Lake Nemi Caligula ships. It is thought these ball bearings were used to support the lovely statue of Diana. The modern Italian ball bearings are shown and their use for turntables and cranes depicted in photographs.

Beside these are replicas of water turbines. It is noted these were the first high power turbines built in Europe for use in America, and were constructed by Ing. A. Riva Monneret & Company in 1899 to be used for the Niagara Falls power plant.

Back in the corner the visitor notices a tremendous anchor and immediately goes to investigate it. It is truly a tall and sturdy thing, thirteen and one-half feet high and weighing 1,275 pounds. This anchor, which was also resurrected from Lake Nemi, is composed of wood-covered iron and was used to moor Roman barges. It has a wood revetment of shank and arms for the adaption of a marine anchor to muddy lakes and rivers. In those days they had no chains or cables, so this revetment was necessary to raise the anchor when it became stuck in the mud. Beside this anchor is another very small one in contrast, also of Roman origin, made entirely of iron.

Next along the wall is a miniature hydrovorous plant or set of pumps, equipped with high speed wheels and a syphon discharge, built by the Costruzioni Meccaniche Riva, Milan.

Here is an extremely interesting model of the longest tunnel in the world, which reaches from Bologna to Florence, another great achievement belonging to Italy.

ELECTRICITY

To the right of this is a small replica of the first industrial transport of electrical energy at the Tivoli, Rome, in 1892. This electricity was used for street light, telephone, and cables, as is shown in the model. To the left of the tunnel is a model (made in Italy) of the Italian Street Railways, "in the year of electricity 1902." It reminds Americans of their own electric railways, which, however, did not come into being until many years later.

Opposite these the Cloaca Maxima is reproduced as the first of the great Roman drains. The Roman system of drainage is explained and is to be marveled at, for the Romans were in possession of many of the conveniences most people regard as modern.

On the wall across the corridor is inscribed a panel relating how Italy contributes to the greatest inventions of this "Century of Progress," through her engines, her telephones, her dynamo, her electric motors, and her radio. Here may be found Meucci's telephone, Bernadri's automobile, Rosetti's weapon (which sank a battleship), a Venetian galley, an iron hull battleship, an all big-gun battleship (the last three in miniature), and several models

of other ships. Large motors of Italian make may also be inspected.

PAGES OF ROMAN HISTORY

As the visitor leaves the exhibit he glances up, and, reading the panels on the end wall, is impressed with the appropriateness of the quotations. One is a quotation by Mussolini, "To leave out the pages of Roman history would be a terrible mutilation of universal history and would render the greatest part of the contemporary world incomprehensible. Rome is a source of life without which it would not be worth while to live."

The other is Nicholas Murray Butler's high tribute to Italy's greatness, "The place of Italy in civilization is best shown by trying to subtract that place from world history. Take away her scientific accomplishment, her statesmanship, her leadership of the world for many years and what have you left? The world looks badly decapitated. You can subtract Italian culture from civilization only by destroying that civilization."

THE ITALIAN STATE TOURIST BUREAU

The Italian State Tourist Department has installed a bureau in the south alcove of the Italian Pavilion to advise World's Fair visitors regarding travel to and about the Italian Peninsula and Italian Colonies.

Here you will find a wealth of literature, which is yours for the asking, that will give you a complete education in Italian geography, history and culture.

If you are planning a trip through Italy do not fail to visit the bureau. You can obtain information concerning the famous Italian Line and its outstanding services to the traveler. The "fleet of a century" offers you passage to Italy, through the Straits of Gibraltar, over the mild Southern route, on such magnificent liners as the Rex, the Conte di Savoia, the M. V. Augustus, the S. S. Roma, the S. S. Conte Grande, the M. V. Saturnia and the M. V. Vulcania. No better service is available.

Complete literature is obtainable also to guide you in your trip through Italy, pointing out transportation facilities offered on the Peninsula and explaining places of historical, scenic and cultural interest. A complete description of every large city in Italy is offered you, while complete material treats the rural sections of the Peninsula.

You will find literature in the Italian State Tourist Department Bureau covering every phase of travel to and about Italy. If you seek additional information, attendants will willingly supply it for you.

