

A CENTURY OF PROGRESS

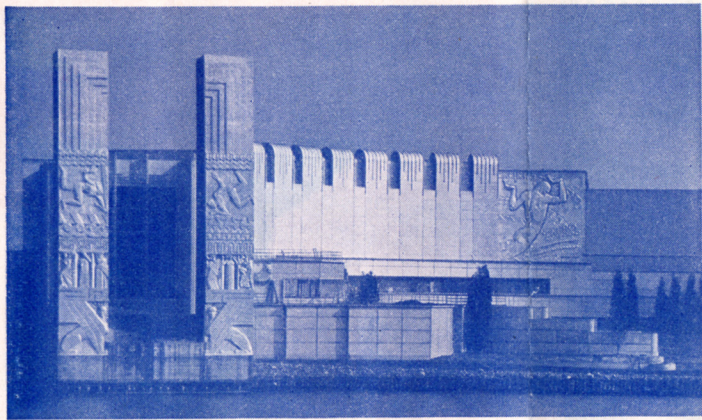


1833

1933

COME!
CHICAGO
WORLD'S FAIR

JUNE
FIRST
TO
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Gilded pylons sculptured with bas reliefs symbolizing electricity's magic powers guard the modern Electrical Building, pictured at the left. The pylons, hanging gardens, and paved terraces, illuminated in spectacular brilliance at night, present a striking picture. Within this semi-circular creation of the architect's skill, Chicago's 1933 World's Fair will portray the wonderful advances of the last century in the generation, distribution, and utilization of electricity. The building stands on North-erly Island.



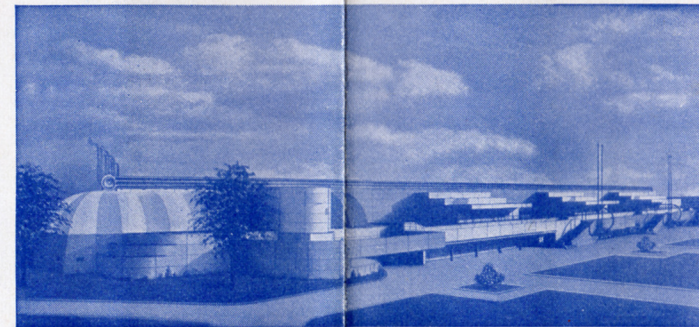
Fort Dearborn, forerunner of the mighty Chicago of today, is faithfully reproduced in one of the most popular groups on the Exposition grounds. Facing the parade ground seen above are block-houses, soldiers' barracks, officers' quarters, commandant's quarters, and powder magazine, all within a stockaded enclosure entered through a massive log gate. The exhibits within the buildings give a faithful picture of the original Fort Dearborn. Here are maps, historical documents, and books of the early 1800's; chairs, tables, pewter dishes, four-poster bed, cupboard, tools, and firearms, sword, saddle, an American army uniform, and all manner of household equipment used by those earliest Chicagoans.



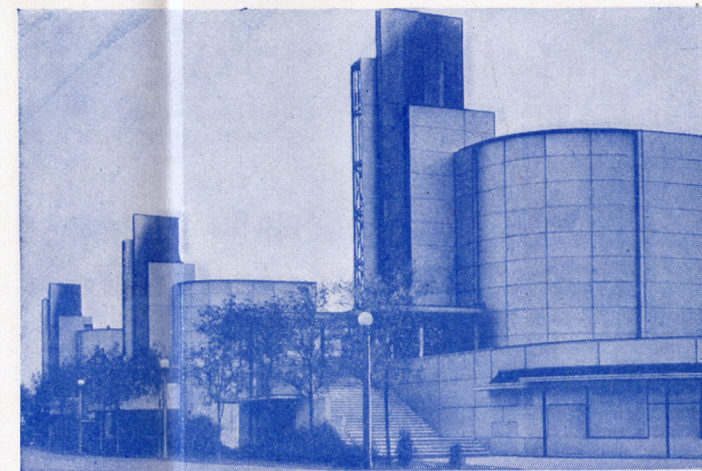
China's art and culture of the eighteenth century are strikingly presented at Chicago's 1933 World's Fair in the Golden Temple of Jehol. The throne of the high priest, in its resplen-dent setting, is pictured above. The Fair's reproduction of the Golden Pavilion arrived in Chicago in 28,000 pieces, each piece numbered in Chinese. It has been standing for months, and has been viewed by thou-sands. The original was built in 1767 at Jehol, summer capital of the Manchu emperors.



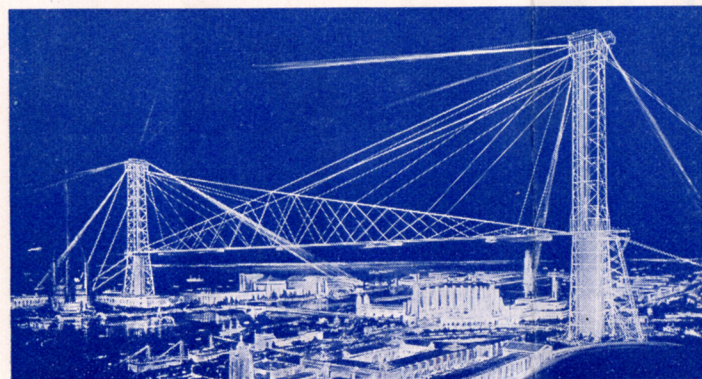
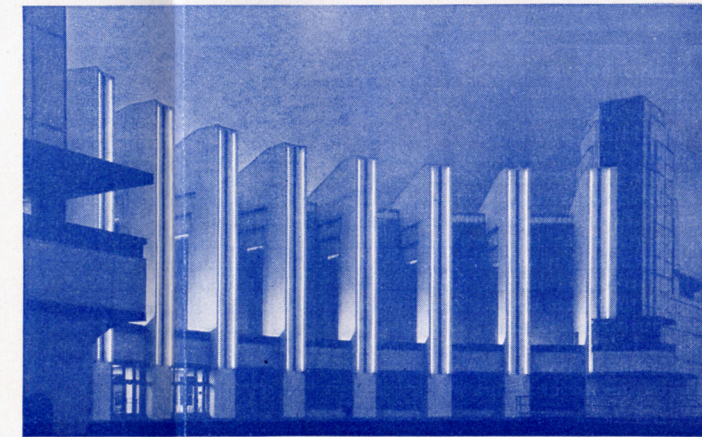
The General Exhibits Group shown at the right is made up of a series of pavilions, each of which will house the displays of a different branch of industry. The pavilions will be brilliantly colored, and at night they will be illuminated brightly in a series of ever-changing effects—a bit of fairyland facing the lagoon formed by Northerly Island and Lake Michigan.



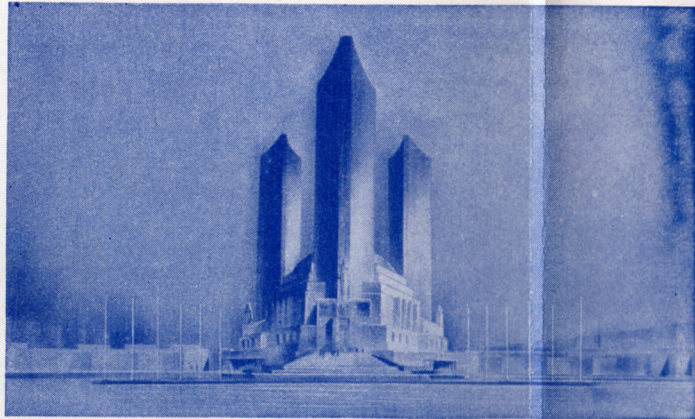
Agriculture's miraculous progress in the last century will be presented in vivid fashion in the building seen above. Across the lagoon, this structure on Northerly Island has a peculiar resemblance to giant machinery. The corrugated arched roof of the north section, extend-ing to the ground, and the long horizontal fin above the full length of the roof, suggest moving machinery belts or caterpillar chains. The illusion is apt, since by machin-ery agriculture has made more progress since 1833 than in all the previous ages of history.



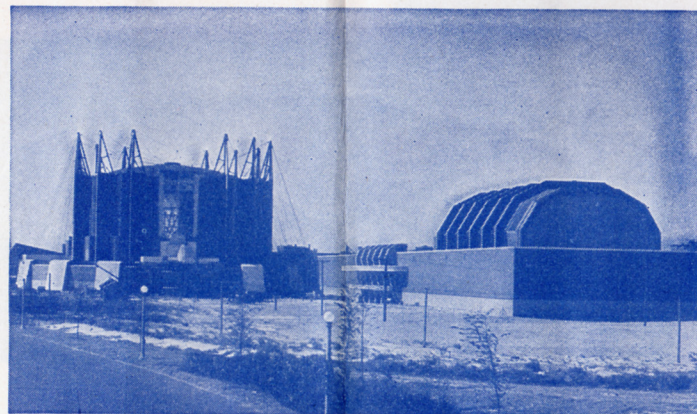
Twelve tall pylons form the striking north facade to the Hall of Science, pictured below. In the play of the night lights it looks like a brilliantly illuminated metal and glass creation, rising from colored terraces. Within this great Hall, 700 by 400 feet, all the magic of modern science will be revealed during Chicago's 1933 World's Fair, and the marvelous story told so graphically, yet so simply, that even the child may understand.



The "big thrill" of Chicago's 1933 World's Fair, the \$1,000,000 Sky Ride, is presented below. On this, rocket cars suspended by cables from two great steel towers will carry visitors for an aerial ride 200 feet above the ground. One tower stands on the mainland, the other on Northerly Island. Swift elevators within the towers will lift spectators to observation rooms more than 600 feet above Chicago and the lake. From this height the sightseer may view the swirl of Chicago's busy life, the sand dunes of Indiana, and the shores of Michigan across the blue lake.



The Federal Building at A Century of Progress Exposition, seen above, is buttressed by three triangular towers representing the three great divisions of government. Each tower, 150 feet high, and fluted with modern designs, will be silhouetted at night with striking light effects. Congress allotted \$1,000,000 for this great building and the displays it will house. The building commands the V-shaped entrance to the Court of States.



The Travel and Transport Building, seen above at the right, is the most striking architectural and engineering surprise at A Century of Progress Exposition. Those twelve steel towers at the left in the picture suspend the dome—"the dome that breathes"—some 125 feet above the ground. No arches or columns obstruct the space within the main building. There creaky wagons of 1833, the first locomotives and automobiles, and their present mighty successors will tell the story of man's century of progress in transportation.

CHICAGO'S 1933 WORLD'S FAIR

a few facts about

1833—A Century of Progress Exposition—1933

The Exposition will open on June 1

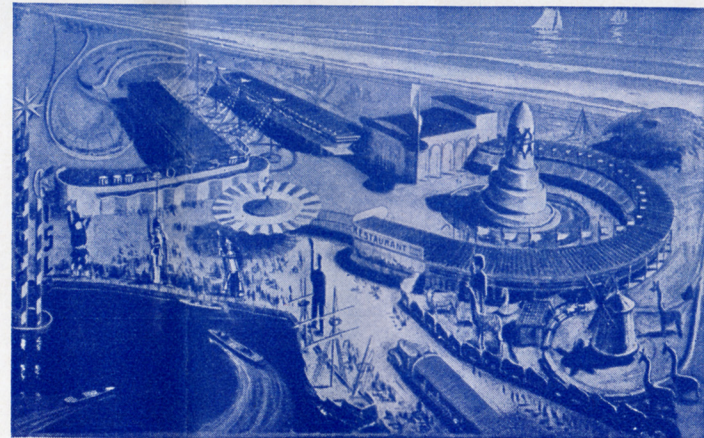
It will close November 1.

The site of the World's Fair is almost entirely man-made; it stands on land reclaimed by filling in Lake Michigan. Railroads are offering reduced rates for visitors to the Fair. Ocean and lake steamship lines are preparing attractive all-expense tours. Modern, sanitary, comfortable camps near Chicago will accommodate hundreds of thousands of touring motorists at a minimum of expense. More than three months before the opening date nineteen foreign nations had enlisted officially for displays at the Fair. The Federal government and most of the states will also be represented by exhibits of their resources and governmental functions.

Contracts calling for nearly \$10,000,000 in expenditures have been entered into by exhibitors and concessionaires for space, special buildings and concessions.

Admission to the Exposition grounds will be 50 cents. There will be no admission charge to exhibits buildings. Charges ranging from 10 cents to 50 cents will be made for admission to concession areas or devices, largely of an amusement or recreation nature.

The Enchanted Island, shown to the right, is constructed on a five-acre tract just south of the Electrical building. Amusement devices, breath-taking rides, brilliant and multi-colored illumination, mirth provoking attractions and thrills that will make this machine-minded generation gasp, will be provided. This land of make-believe will feature a magic mountain, miniature railroad, children's theater, magic midgets, puppet shows, trained animals and clowns.



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≡ CHICAGO ≡

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