

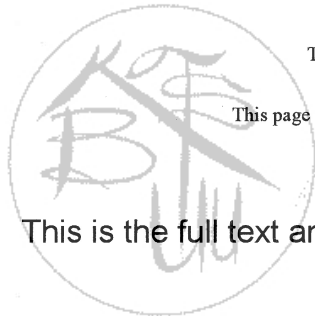
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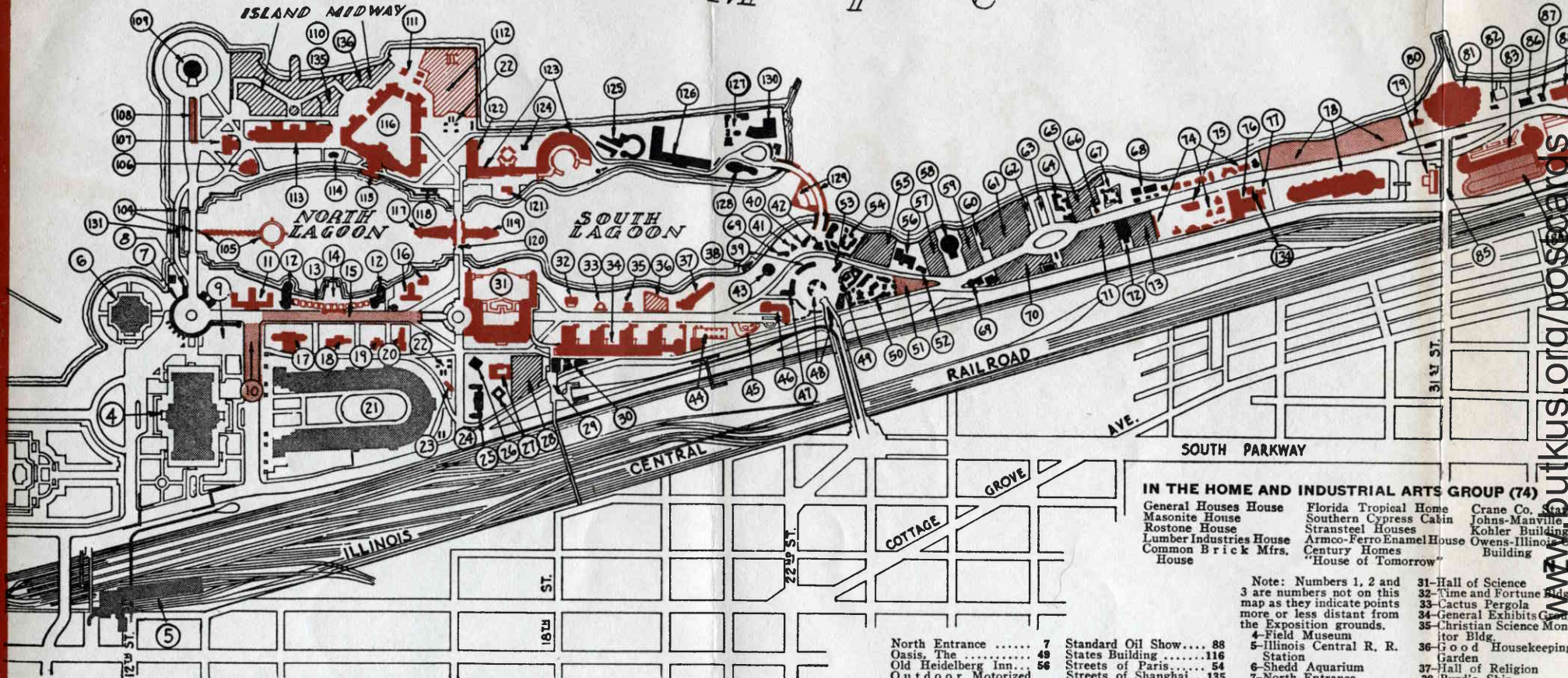
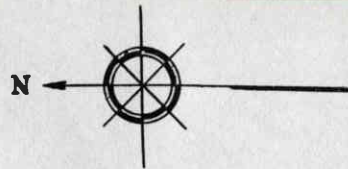
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Chevrolet, Pontiac, Oldsmobile, Buick, La Salle, Cadillac, Bodies by Fisher, GMC Trucks, Yellow Coaches, General Cabs, AC Spark Plugs, Hyatt Roller Bearings, Guide Lamps, Delco, Delco-Remy, New Departure, Winton Engine, Moraine and Inland Products, Frigidaire Refrigerators, Coolers and Air Conditioners, Delco Household Appliances. Also exhibits by General Motors Acceptance Corp. (GMAC), General Exchange, Buick Corporation and General Motors Export Company.



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- Common Brick Mfrs. House
- Florida Tropical Home
- Southern Cypress Cabin
- Stransteel Houses
- Armco-Ferro Enamel House
- Century Homes "House of Tomorrow"
- Crane Co. Building
- Johns-Manville Building
- Kohler Building
- Owens-Illinois Building

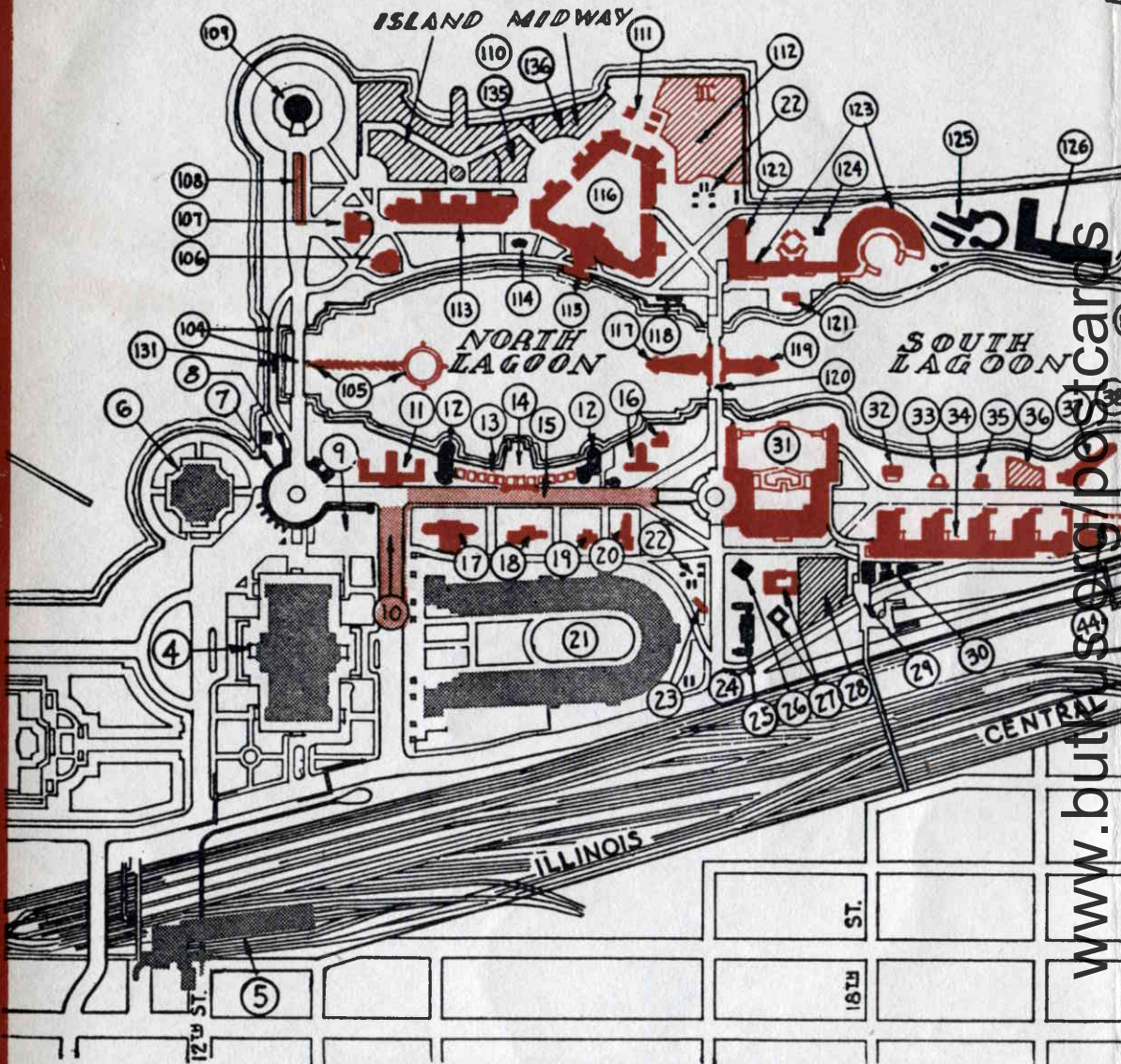
Note: Numbers 1, 2 and 3 are numbers not on this map as they indicate points more or less distant from the Exposition grounds.

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- 7-North Entrance
- 8-Welsh Rotisserie
- 9-Exposition Bus Terminal
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- 57-Italian Village
- 58-Pantheon de la Guerre

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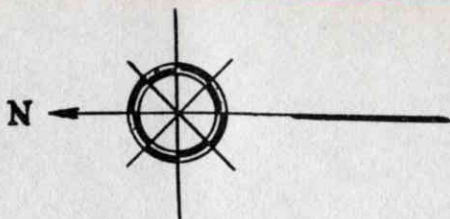
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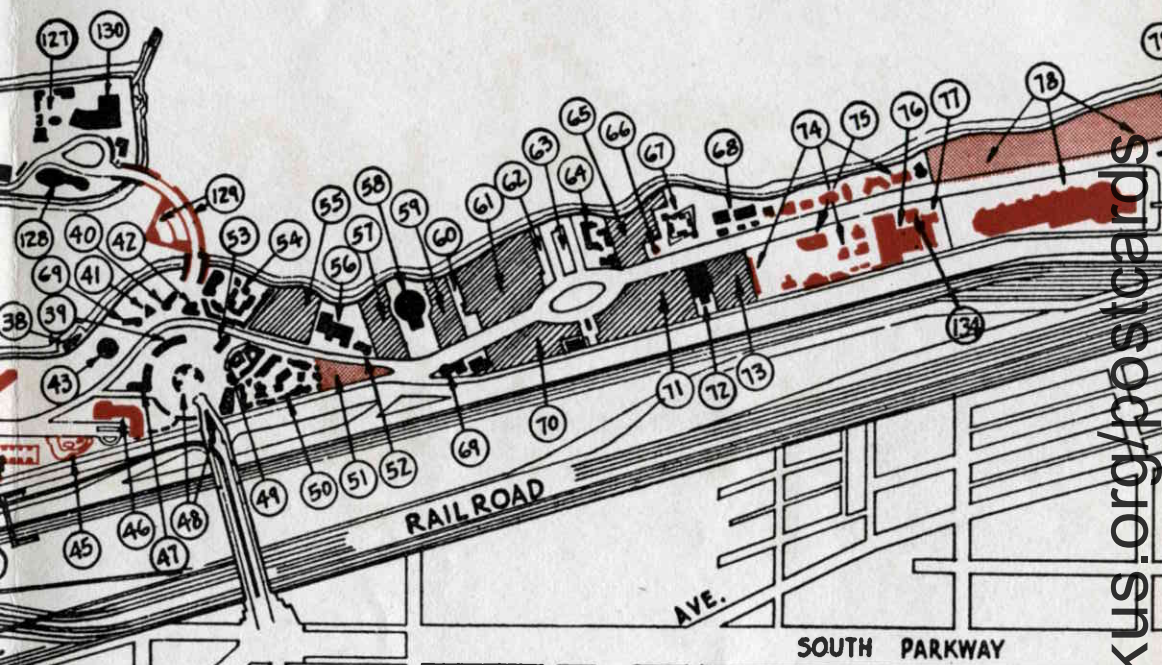
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|  | Haeger Pottery Exhibit 77               |  |

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M I C H I G A N



**IN THE HOME AND INDUSTRIAL**

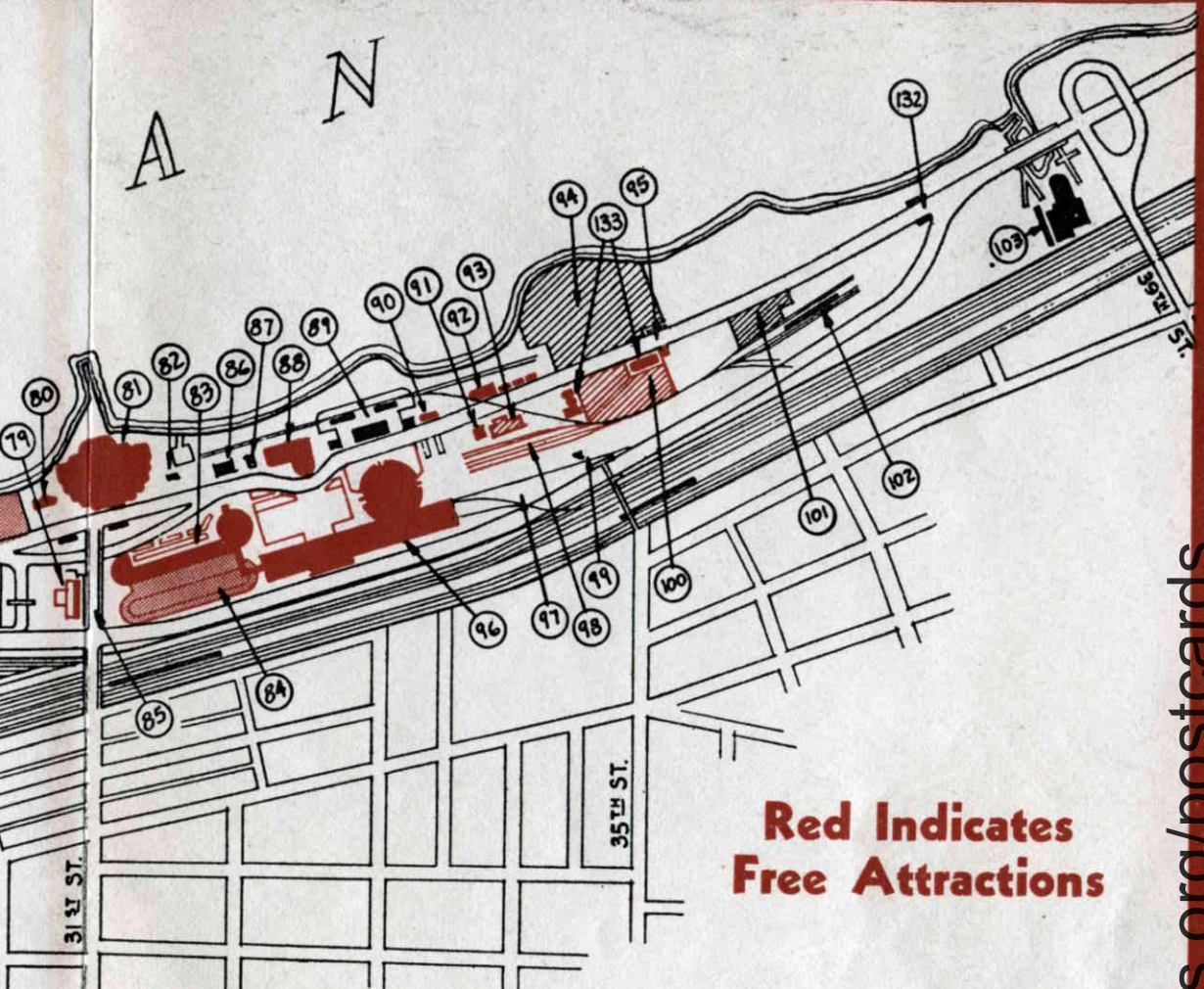
General Houses House Florida Tropical  
Masonite House Southern  
Rostone House Stransteel House  
Lumber Industries House Armco-Ferro Engr.  
Common Brick Mfrs. Century Homes  
House "House of Tomorrow"

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- |                          |     |                           |     |                            |     |
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| Mayflower Doughnut       |     | Ripley's Believe It or    |     | Travel and Transport       |     |
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**Red Indicates  
Free Attractions**

**ARTS GROUP (74)**

- Cal Home
- ress Cabin
- uses
- amel House
- es
- morrow"
- Crane Co. Station
- Johns-Manville Building
- Kohler Building
- Owens-Illinois Glass Block Building

**IN THE FARM HOMES GROUP (133)**

- Universal Flivver House
- Country Home Farm House

**ON THE BEACH MIDWAY (110)**

- Auto Scooter Carrousel
- Cyclone Coaster
- Giant Cone Slide
- Ferris Wheels
- Bug Ride
- Catapult
- Dutch Village
- Flea Circus

- Solomon's Temple
- Motordrome
- Midway Beach Cafe
- Night Club
- Shooting Gallery
- Swanee River Boys
- Streets of Shanghai
- The World Beneath
- Trip Down the Lost River
- Winston Racer
- Zoo

**NUMERICAL KEY**

- |   |  |   |   |
|---|--|---|---|
| <ul style="list-style-type: none"> <li>31-Hall of Science</li> <li>32-Time and Fortune Bldg.</li> <li>33-Cactus Pergola</li> <li>34-General Exhibits Group</li> <li>35-Christian Science Monitor Bldg.</li> <li>36-Good Housekeeping Garden</li> <li>37-Hall of Religion</li> <li>38-Byrd's Ship</li> <li>39-The Hub—H. C. Lytton's Sons</li> <li>40-Mayflower Doughnut Restaurant</li> <li>41-Havoline Thermometer</li> <li>42-Infant Incubator</li> <li>43-Aquatic Show</li> <li>44-American Radiator and Standard Sanitary Corporation Building</li> <li>45-Sinclair Prehistoric Exhibit</li> <li>46-Firestone Building</li> <li>47-Walgreen Company</li> <li>48-23rd Street Entrance</li> <li>49-The Oasis</li> <li>50-Belgian Village</li> <li>51-Alpine Garden</li> <li>52-Hungarian Pavilion</li> <li>53-General Cigar Co.</li> <li>54-Streets of Paris</li> <li>55-Hawaiian Village</li> <li>56-Old Heidelberg Inn</li> <li>57-Italian Village</li> <li>58-Pantheon de la Guerre</li> </ul> | <ul style="list-style-type: none"> <li>59-Tunisian Village</li> <li>60-Spanish Restaurant</li> <li>61-Spanish Village</li> <li>62-Dobe House Restaurant</li> <li>63-Flying Turns</li> <li>64-Midget Village</li> <li>65-Irish Village</li> <li>66-DeSaible Cabin</li> <li>67-Fort Dearborn</li> <li>68-Lincoln Group</li> <li>69-Crown Food Restaurant</li> <li>70-Colonial Village</li> <li>71-English Village</li> <li>72-Ripley's Believe It or Not</li> <li>73-Black Forest Village</li> <li>74-Home and Industrial Arts Group</li> <li>75-Victor Vienna Garden Cafe</li> <li>76-Home Planning Hall</li> <li>77-Haeger Pottery Exhibit</li> <li>78-Ford Exhibit</li> <li>79-Maya Temple</li> <li>80-Frigidaire House</li> <li>81-General Motors Bldg.</li> <li>82-Palwaukee Airport</li> <li>83-Chrysler Building</li> <li>84-Chrysler Track</li> <li>85-31st Street Entrance</li> <li>86-Cafe de Alex</li> <li>87-Television Theatre</li> </ul> | <ul style="list-style-type: none"> <li>88-Standard Oil Show</li> <li>89-Wings of a Century</li> <li>90-Wilson Six Horse Team</li> <li>91-Whiting Corp. and Nash Motors Bldg.</li> <li>92-Brookhill Dairy</li> <li>93-Chicago &amp; N. W. R. R. Exhibit</li> <li>94-Goodyear Exhibit and Field</li> <li>95-Farm Entrance</li> <li>96-Travel and Transport Building</li> <li>97-Outdoor Motorized Transportation Exhibits Area</li> <li>98-Outdoor Railway Trains</li> <li>99-35th Street Entrance</li> <li>100-International Egg Laying Contest</li> <li>101-Greyhound Service Station</li> <li>102-Receiving Station</li> <li>103-39th Street Pumping Station</li> <li>104-Planetarium Bridges</li> <li>105-A Century of Progress Fountain</li> <li>106-Wonder Bakery</li> <li>107-Brewery Exhibits Bldg.</li> <li>108-Terrazzo Promenade</li> <li>109-Adler Planetarium</li> <li>110-Beach Midway</li> </ul> | <ul style="list-style-type: none"> <li>111-Social Agencies</li> <li>112-Army, Navy and Marine Corps Area</li> <li>113-Foods and Agriculture Building</li> <li>114-Miller's High Life Restaurant</li> <li>115-U. S. Government Building</li> <li>116-States Building</li> <li>117-Hiram Walker Exhibit and Canadian Club Cafe</li> <li>118-Schlitz Gardens Rest.</li> <li>119-Armour Exhibit</li> <li>120-Science Bridge</li> <li>121-Miniature Rooms</li> <li>122-Hall of Social Science</li> <li>123-Electrical Building</li> <li>124-Keck's House</li> <li>125-Enchanted Island</li> <li>126-Horticultural Bldg.</li> <li>127-Mexican Village</li> <li>128-Casino</li> <li>129-Swift Bridge and Swift Open Air Theater</li> <li>130-Hollywood</li> <li>131-Aurora Floodlights</li> <li>132-South Approach</li> <li>133-Farm Homes Group</li> <li>134-American Legion Building</li> <li>135-Streets of Shanghai</li> <li>136-Drutch Village</li> </ul> |
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# One

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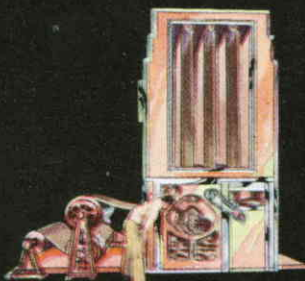




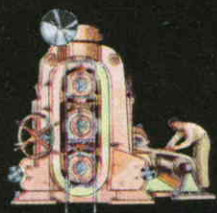
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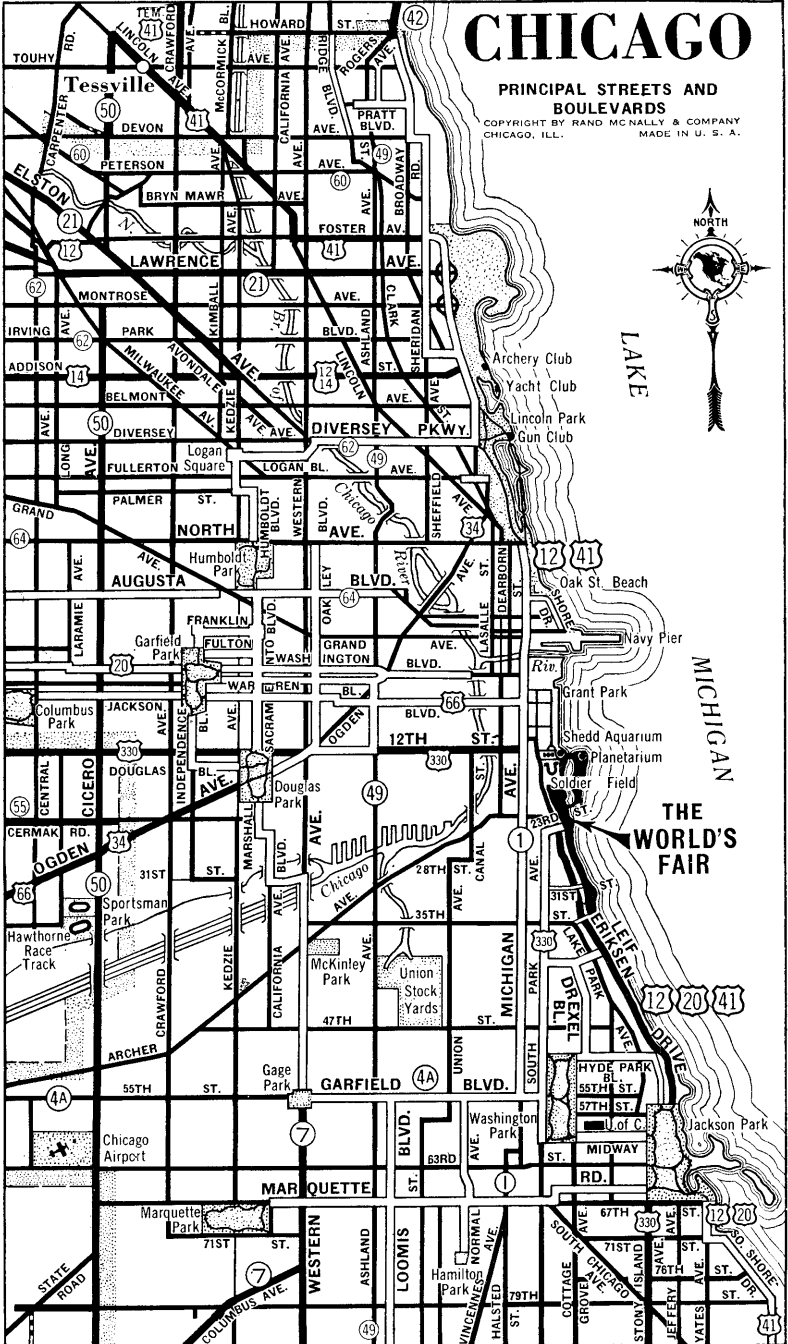
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CHICAGO

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**THE WORLD'S FAIR**



## HOW TO GET TO THE EXPOSITION FROM CHICAGO

**T**HERE are twelve entrances to the Exposition, including three pier landings. The land entrances are: North Entrance (12th Street), 14th, 16th, 18th, 23rd, 27th, 31st, 35th Streets, and South (Farm) Entrance.

By automobile or taxi you may drive to any of the land entrances through Grant Park or by the South Shore Drive. Privately operated parking space is available adjacent to the entrances, or within a short distance, *except* at the North and 14th Street entrances. A large public parking area (small charge) is at Monroe Street in Grant Park within ten minutes bus ride of the North Entrance.

▲ Chicago Motor Bus system (free transfers) reaches all entrances.

▲ Street cars (free transfers) direct to 14th, 18th and 23rd Street entrances and close to 31st and 35th Street entrances.

▲ South Side Elevated Railroad (free transfers from other elevated lines) crosses street car lines (no transfers to street cars) at Roosevelt Road (12th Street), Cermak Road (22nd Street) where you may take street cars direct to grounds. You may leave the Elevated at 31st or 35th Street and take street cars to within a short walk of gates.

▲ Illinois Central Railroad runs beside the Exposition grounds with local stations at 12th, 18th, 23rd, 31st, and 35th Streets. All but the 12th Street station are close to the gates. The Illinois Central tracks run north through Grant Park with stations at Randolph and Van Buren Streets, offering an additional convenient way to reach the Exposition from the north.

▲ Motor Boats and Speed Boats, on adjustable schedules according to traffic and weather on lake, from Chicago River (Merchandise Mart and Michigan Avenue Bridge) and Navy Pier to Exposition landings. Lake side hotels and clubs run boats to the Exposition.

▲ Steamers from Michigan Avenue Bridge and Navy Pier to Island Pier (23rd Street) at Exposition.

▲ Private Yachts may discharge passengers at Island Pier or 31st Street Pier (General Motors Bldg.).

▲ Airplanes—Amphibian planes on regular schedule from Municipal Airport to airport at Exposition (31st Street).

Police of Chicago, elevated railroad, street-car and bus conductors and officials received general praise last summer for their courtesy and promptness in giving directions to World's Fair visitors.

Time may be saved by looking at the map and going to the Exposition entrance nearest to the exhibits that you wish to see first, but if that entrance is not the most convenient for you to reach you will find that the Exposition's own bus service inside the grounds will take you in a few minutes to any part of the Fair.



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*\*Indicates restaurant, or restaurant in connection with.*

*†Indicates admission charge.*

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## TRANSPORTATION AND SERVICES within the Exposition grounds

As soon as you enter the Exposition every effort will be made to offer courtesies and services to make your visit agreeable.

**TRAINED EXPOSITION GUIDES** in uniform are everywhere in the grounds and buildings. They will direct you to wherever you wish to go and if necessary will transfer you to other guides to see that you get to your destination.

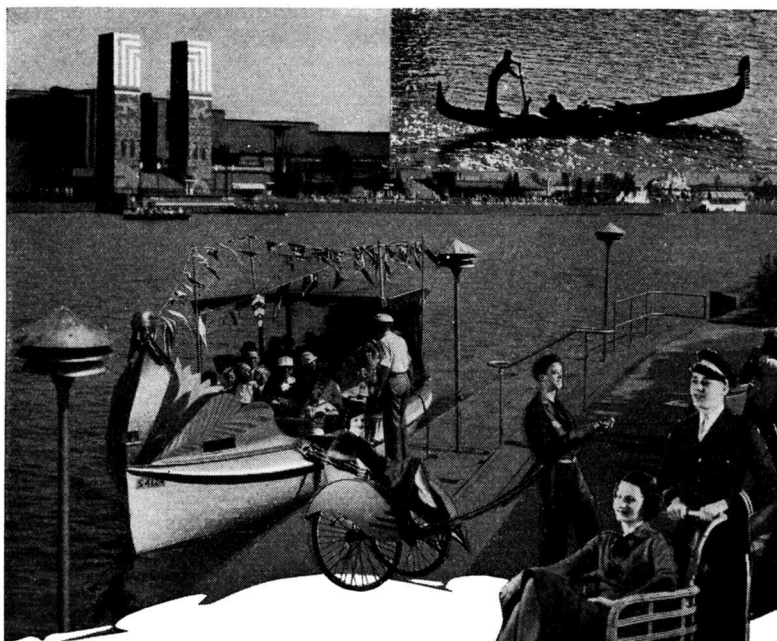
**INFORMATION BOOTHS** are at the entrances of the main Exposition buildings and at other convenient locations. Trained attendants will supply information about the Exposition, about points of interest in Chicago and about hotel and lodging accommodations. Copies of the Official Guide Book, price 25c, and of the View Book may be obtained at the Information Booths. Telegrams may be sent from any Information Booth.

Information, covering hotels in all parts of Chicago, also will be given at the booth of the North Shore Hotel Association at the North Entrance.

**CHECKING BOOTHS.** At North Entrance (12th Street), 18th Street and 23rd Street entrances. Garments, umbrellas, hand baggage or parcels may be left. Fee 10c for twelve hours or fraction.

**COMFORT STATIONS**, free to visitors, will be found near the entrances and in all principal buildings and other convenient loca-





tions throughout the Exposition. High-grade, sanitary toilet accommodations with all conveniences for both men and women are maintained. For those who desire it a smaller number of pay accommodations are provided.

**LOST AND FOUND.** Articles found should be taken to the nearest Information Booth from which they will be sent to the Lost and Found offices in the General Exhibits Group. Losers may inquire at any Information Booth. Finder will be given a receipt for the found article at the Information Booth at which he turns it in. The Exposition will turn the article over to the receipt-holder if not called for by the owner.

**LOST CHILDREN,** or older persons lost, will be taken with every kindness and care to the building of the Travelers' Aid Society in the 23rd Street Plaza. Inquiry may be made for the lost persons at any Information Booth, which will immediately telephone to the Society Building. The excellent service of the Travelers' Aid Society is known throughout the United States and is without charge.

**CHILDREN MAY BE LEFT AT ENCHANTED ISLAND PLAYGROUND.** Parents or elders in charge of children between 3 and 12 years old may check them at Enchanted Island after 10

a. m. Before checking, the children are inspected by official doctors to ensure safety of all. The children are cared for in playground and adjoining playroom by attendants who are experienced graduates in recreation work and of kindergarten colleges. Fee for checking and registration, 25c. Standard diet lunches provided for 25c and up additional. Children aged 3 to 12 may be left without checking and registration for a fee of 10c. Medical inspection and privileges same as for registered children.

**EMERGENCY HOSPITAL** is in the Hall of Science. Ambulances and medical staff on duty day and night. Emergency treatment is free. Protracted cases will be transferred, when safe to do so, to a nearby city hospital or to that of the patient's choice.

### TRANSPORTATION

#### WITHIN THE EXPOSITION GROUNDS

**BUSES.** Principal transportation is by Exposition motor buses. Fare, 10c. Children under 12 years old, 5c.

**ROLLER CHAIRS,** single or double, pushed by experienced guide, throughout the grounds and the Exposition buildings. Tours may be arranged. Minimum charge, regular service, 50c per person for 30 minutes. After first 30 minutes the rate is 25c per person for each additional 15 minutes. Special taxi service, 20c per person for 10 minutes.

**JINRIKISHAS,** one passenger, pulled by experienced guide throughout the grounds and Exposition buildings. Minimum charge, 60c for 30 minutes. After first 30 minutes the rate is 30c for each additional 15 minutes.

**MOTOR LAUNCHES,** on the lagoons: Round trip sightseeing trips around both lagoons, fare 25c—children under 12 years, 15c.

**MOTOR LAUNCHES,** shuttle service between landings, fare 10c per passenger.

**ITALIAN GONDOLAS:** Rates—50c per hour per passenger.

#### Bus Tours of the Exposition:

**NON-STOP TOURS:** In charge of special guides, leave North Entrance (12th Street) in Exposition buses from opening hour until noon, for round trip of the Exposition grounds. Fare, 50c. Children under 12, 25c.

**GRAY LINE PERSONALLY CONDUCTED TOURS.** Groups of not more than 15 visitors leave North Entrance (12th Street) from opening hour to 8 p. m. conducted by official guide-lecturer. Stops at principal buildings. Time of tour 3 hours. Fee, \$1. Individuals and private groups may engage Gray Line official tour lecturers for fees scaled from \$1 per hour for one person to \$4 per hour for 10 persons.

**TAXI STANDS**—convenient to 12th, 16th, 18th, 23rd streets and South entrances.





## RESTAURANTS CAFES SANDWICHES

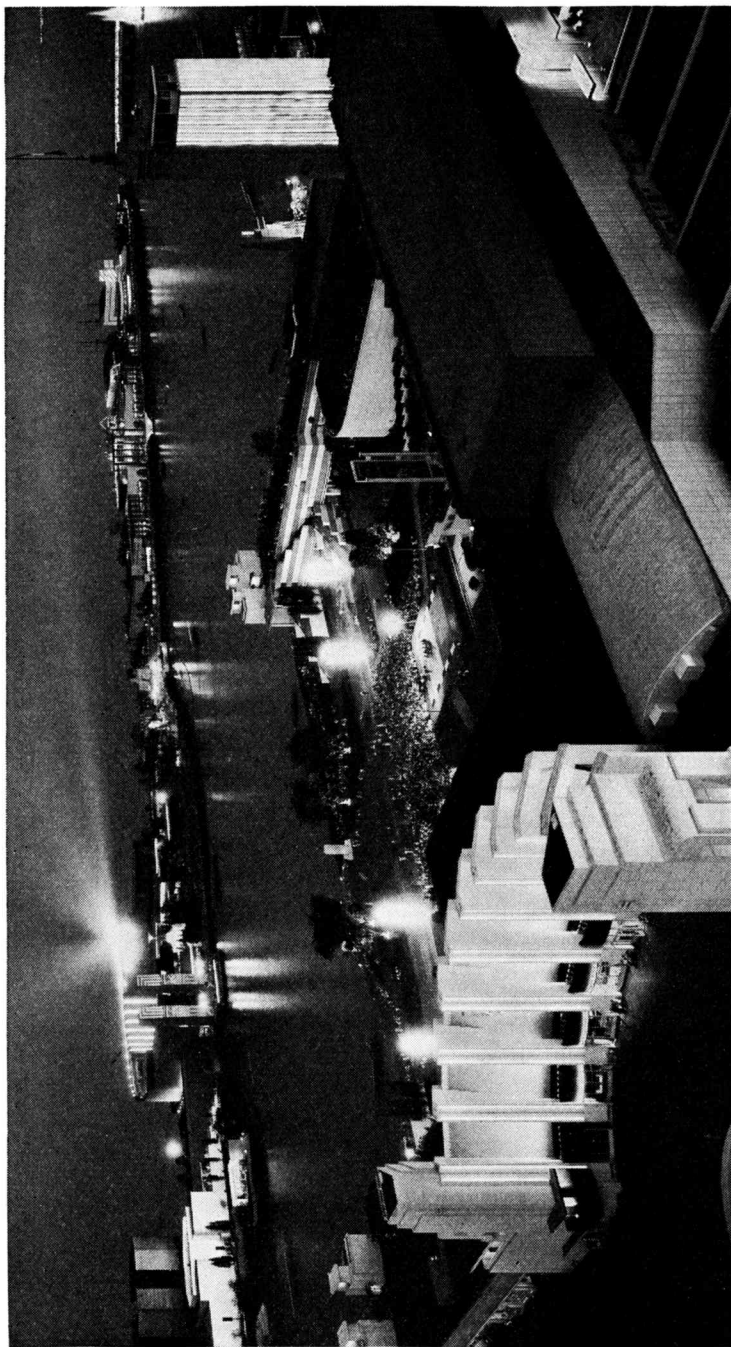
**W**HEREVER you are in the Exposition you will be in easy reach of any kind of eating place that you wish to patronize. Throughout the grounds, placed for the convenience of visitors, you will find attractive spots to lunch or dine, in large variety and suited to every taste and budget.

You may choose a restaurant where you may enjoy yourself in luxurious surroundings while a celebrated orchestra plays for you. You may sip your chosen drink while watching the artists of an elaborately staged floor show. You may take your tea on a terrace or balcony overlooking gardens and the lagoons or lake. You may dance. You may enjoy your rest while you dine or lunch in a sidewalk cafe, watching the crowds drift past. You may try the unusual foods and exotic flavors of strange foreign restaurants in picturesque surroundings of far away countries or you may sample the special dishes famous in different parts of our own country.

Dainty, popular-priced meals served in attractive modern restaurants may be your choice. If you are in a hurry you may snatch a sandwich or make a good meal at one of the numerous stand up counters.

Lunching or dining at the Exposition is a rare enjoyment. The gay and attractive surroundings, the multitude of interesting sights, the bright skies and refreshing lake breezes give added zest to appetite.

In the guide to the Exposition grounds which follows you will find all the different places to eat or drink marked with a \* and information given about them for your convenience.



THE HALL OF SCIENCE AND NORTHERLY ISLAND AT NIGHT



# HOW TO SEE THE EXPOSITION

**Y**OU have come here to see in epitome the great drama of man's struggle to lift himself in his weakness to the stars. The spectacle is enormous, for it includes all the manifestations of man's restless energies—the patient laborious researches of the cloistered scientist, exploration, adventure, war, the vast works of industry, the slow climb from the naked cave man to his descendant of today, the outbreak of the play spirit in luxury, in works of art, in music and in the insatiable curiosity for seeing new and strange things, for thrills, sensations and excitements.

All the world has been drawn upon to contribute to the spectacle. The knowledge of a lifetime of study, the labor of years in preparing demonstrations that will be plain to all, are spread before you. The treasures of science and art that you will see are priceless. No amount of money or the travel of a lifetime could give you the opportunity of seeing all these things brought together, except at an International Exposition. This book is prepared to give you plain directions for finding everything.

With new buildings, new color plan, new illumination effects, the addition of more than a dozen picturesque ancient and foreign villages, great unique water spectacles built out over the lagoons, a new Midway on the Island beach on the lake shore, additions to the scientific and industrial exhibits, the World's Fair of 1934 will seem a different place to those who saw it in its first year.

## PLAN OF THE EXPOSITION

The simplest way of understanding the Exposition as a whole is by an understanding of its fundamental plan.

The basic purpose of the Exposition is to illustrate the dependence of modern development on scientific research. This is the century of scientific advancement. Enlargement of opportunity for man's energies and for better living is due to the efforts of scientific men throughout the world. Therefore, as background for the Exposition as a whole, there has been located in a great central building a complete non-commercial display of the basic sciences at work, to show in actual demonstrations in animated exhibits the new powers of mankind and how they are applied to our uses.

In the industrial exhibits the result of this basic plan is seen throughout the Exposition in an effort on the part of exhibitors to demonstrate processes in their exhibits, to show methods rather than products and to illustrate with apparatus in action how science is used. Purpose of the exhibits is to show how things are done, rather than what is done.

Agriculture in its own great building and collateral areas shows the scientific growing of foods and the new methods of distribution.

Tremendous changes that electricity has brought to human living are illustrated in the Electrical Building.

Transportation is dramatized in the historical exhibits and in the parade of airplanes, stream-lined trains and automobiles in the Travel and Transport Building. The essential service of the railroads to civilization is shown. In great special buildings motor manufacturers show cars being made, historical exhibits and all the parts and materials of the modern car. "Wings of a Century," the pageant drama of transportation, uses the greatest collection of historic trains and vehicles ever assembled.

### Story of the Government

In the U. S. Government Building, at the head of the quadrangle of the Court of States, is told in a fascinating show the multiplicity of services the government performs for its citizens—crime detection, health, scientific research, exploration, the expanding services of the Department of Labor, the great peace-time works of the army engineers, the services of the navy and marine corps. Foreign countries have exhibits in government and private buildings.

Accompanying the immense spectacle of material achievement is seen the progress of man himself from his animal beginnings to his present status. You see primitive aborigines living and working as they did centuries ago. In the Social Science exhibits you see the struggle of man through the ages and his struggle today to adjust himself to his environment and his new powers. Collateral with this is the fascinating group of complete modern homes, showing the new methods of economical building for health and efficiency and the new arts of furnishing, decoration and labor saving equipment. Care of children, their happiness and educational play is demonstrated in Enchanted Island.

### The Foreign Villages

Nowhere on earth has ever been assembled such a collection of picturesque villages from strange foreign lands and from long ago as you will see at the Exposition. There are the Spanish Village with its ancient castles, the winter Black Forest Village from Germany, the Old English Village of the time of Dr. Samuel Johnson, the American Colonial Village, the Irish Village, the Swiss Village at the foot of the Alps, the Italian Village with its leaning tower, the Tunisian Village, the Saharan "Oasis," the famous Belgian Village, a new Streets of Paris, the quaint Midget Village, the "Streets of Shanghai," the Dutch Village and the Mexican Village.

Northerly Island's lake shore beach is the location of the new Midway with its perpetual carnival. The blare of strange music, the mysteries and fantastic amusements of the Midway are here.



High above the lagoons is the aerial cable track, 210 feet overhead, between the 628-foot observation towers of the Sky Ride, highest man-made structures west of the Atlantic coast.

The continuous program of events throughout the Fair includes athletic sports by land and water in which famous individual stars and teams will compete for championships. Free musical entertainment appealing to every taste will be a continuous feature of the Exposition, with gala operatic performances, concerts by famous orchestras and bands and appearances of celebrated musical stars, dancers and artists of the stage and radio.

### **The Art Exhibition**

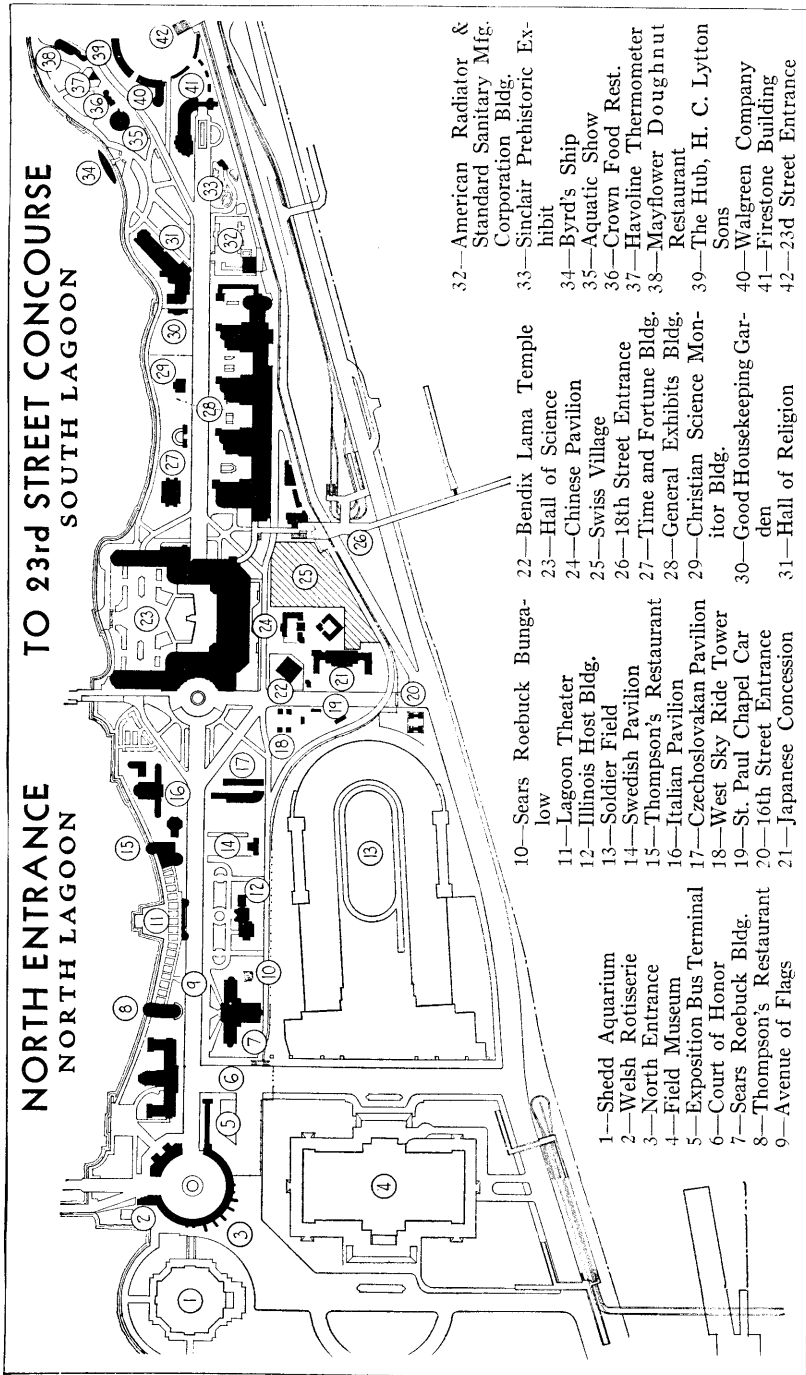
A short distance from the Exposition in Grant Park is the Art Institute of Chicago, where, for safety in its vast range of permanent galleries, will be housed the World's Fair art exposition of 1934, the greatest comprehensive show of modern painting, prints and sculpture ever gathered in this country. A multitude of new works and priceless loans of old and modern masters are in the epochal exhibition.

### **How to Use the Guide Book**

This brief introductory explanation will give you an understanding of the underlying plan of the Exposition. As you see the sequence of purpose that connects everything, then, wherever you start, you will be in key with the great show and can follow up the idea.

To serve all visitors most effectively this official guide book is arranged geographically. It takes you into the Exposition from the North Entrance and covers the grounds step by step, listing and explaining the buildings, attractions and exhibits as you would come to them in their order, going from north to south. It would have been possible to classify the buildings and exhibits under various headings—as Science—Agriculture—Manufacturing, etc.—but that would have involved a confusion of crossing and retracing our course.

If you wish to follow out a certain line of thought or study along a special series of exhibits—such as the oil industry, chemistry, automobile manufacture, sociology, or along almost any other line of progress and knowledge—a look at the Index beginning on page 6 will enable you to check off the locations of the various exhibits on your subject and will show you exactly how to get to everything and route yourself systematically from the start. The list of exhibitors in the back of the book, beginning on page 170, will tell you the locations of their separate displays. This list of exhibitors, combined with the general Index, will give you the location of every feature in the Exposition.



NORTH ENTRANCE  
NORTH LAGOON

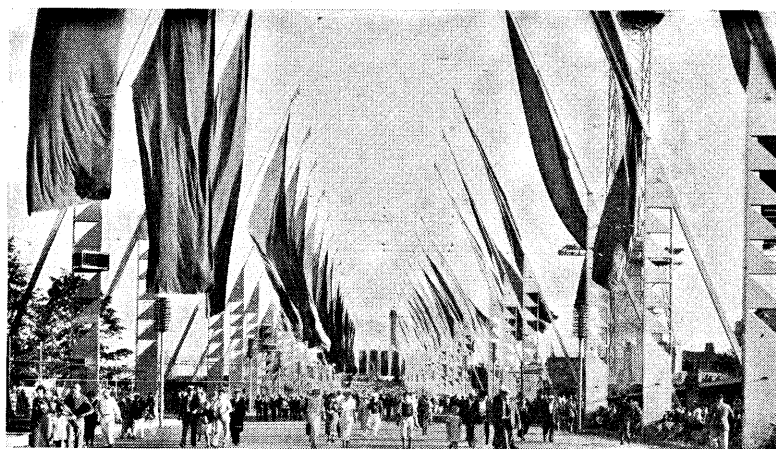
TO 23rd STREET CONCOURSE  
SOUTH LAGOON

- 1—Shedd Aquarium
- 2—Welsh Rotisserie
- 3—North Entrance
- 4—Field Museum
- 5—Exposition Bus Terminal
- 6—Court of Honor
- 7—Sears Roebuck Bldg.
- 8—Thompson's Restaurant
- 9—Avenue of Flags

- 10—Sears Roebuck Bungalow
- 11—Lagoon Theater
- 12—Illinois Host Bldg.
- 13—Soldier Field
- 14—Swedish Pavilion
- 15—Thompson's Restaurant
- 16—Italian Pavilion
- 17—Czechoslovakian Pavilion
- 18—West Sky Ride Tower
- 19—St. Paul Chapel Car
- 20—16th Street Entrance
- 21—Japanese Concession

- 22—Bendix Lama Temple
- 23—Hall of Science
- 24—Chinese Pavilion
- 25—Swiss Village
- 26—18th Street Entrance
- 27—Time and Fortune Bldg.
- 28—General Exhibits Bldg.
- 29—Christian Science Monument Bldg.
- 30—Good Housekeeping Car
- 31—Hall of Religion

- 32—American Radiator & Standard Sanitary Mfg. Corporation Bldg.
- 33—Sinclair Prehistoric Exhibit
- 34—Byrd's Ship
- 35—Aquatic Show
- 36—Crown Food Rest.
- 37—Havoline Thermometer
- 38—Mayflower Doughnut Restaurant
- 39—The Hub, H. C. Lytton Sons
- 40—Walgreen Company
- 41—Firestone Building
- 42—23d Street Entrance



*The Avenue of Flags*

## ENTERING THE EXPOSITION AT THE NORTH ENTRANCE

*\*Indicates Restaurant. †Indicates Admission Charge.*

**Y**OU have come through the gates and are in the circular plaza inside the North Entrance at 12th street. Uniformed Exposition guides are on duty here to direct you. Checking booth and free comfort station are in the pavilion around the plaza. Beyond the central flag staffs you will find a roller-chair and jinrickisha stand.

\*WELSH ROTISSERIE, lunch counter and restaurant, is at the east side of the circle.

From here starts the Northerly Island bus service across Planetarium Bridge, but we will go straight south, into the Fair.

NORTH ENTRANCE BUS TERMINAL is at your right. The Exposition bus transportation system, also the Non-Stop Bus Tours and the Grey Line Personally Conducted Tours start from here.

COURT OF HONOR is next. Dignitaries and processions make formal entries here past the reviewing stand.

14TH STREET ENTRANCE: At the west end of the Court of Honor.

ADMINISTRATION BUILDING faces the Court of Honor. This is the Exposition office building, containing no exhibits and is not open to the public.

THE AVENUE OF FLAGS is before us. The long rows of giant leaning flag staffs, with their modernistic supports, arch above the main highway of the Exposition.

SEARS-ROEBUCK BUILDING, at your right, welcomes you





*Italian Pavilion  
Czechoslovak Pavilion  
Swedish Pavilion*

with many conveniences, including: bureau of information, registration, telephone and telegraph offices, indoor lounge and spacious roof terraces with easy chairs overlooking the lagoon. The strikingly modern building, designed by Nimmons, Carr and Wright, is in key with the architectural scheme of the Exposition. It is windowless and is refreshed by air-circulating equipment equal to that of 1,800 ordinary six-room houses.

A talking moving picture with an educational and entertainment show, the mysterious talking radio robot, animated map of the United States, demonstrations of laboratory inspections, a series of historical dioramas and a home wood-working shop are features of the extensive exhibits.

In the garden adjoining the building is a bungalow, completely furnished, decorated and equipped by Sears-Roebuck.

\*Cafeteria restaurant is on the main floor.

LAGOON THEATER, at the left, adjoining the Avenue of Flags,



*Sears Roebuck Building*  
*Illinois Host Building*

is one of the new lagoon features. There are 8,000 free seats in the water-side auditorium. Orchestra and operatic stage is built out over the water. Here daily free entertainment will be given and many celebrated stars will be seen and heard. Program of events is displayed at the entrance.

\*Thompson restaurants are at each end of the semicircle.

#### **Lincoln Exhibits**

ILLINOIS HOST BUILDING houses one of the most comprehensive Lincoln exhibits ever gathered. The Lincoln rooms include an exact reproduction of the parlor of his Springfield, Ill., home. Seventy-two original documents, and photostatic reproductions of many others, are in the collection, which includes intimate personal letters, Lincoln's partnership agreements in his own handwriting and important state papers. Relics include an axe handle carved with his own name, "A. Lincoln, New Salem, 1834," and the "betrothal stone," a flat rock inscribed "Abraham Lincoln and Ann Rutledge were betrothed here July 4, 1833."

The George Frederick Wright portrait and the long-lost portrait by Thomas Buchanan Read are in the exhibit.

Rotunda of the Illinois Building is decorated with World War battle flags. A lecture theatre, lounge and rest room are in the building. Illinois products and industries are shown in a series of dioramas. The architect is Charles Herrick Hammond.

**SWEDISH PAVILION.** The building, erected by the government of Sweden, is occupied this year by an extensive exhibit prepared by the Swedish Arts and Crafts Association. The importance, stressed by Swedish manufacturers, of intimate collaboration between artists and workmen, is shown in exhibits of glassware, ceramics, silversmithing, pewter, furniture and textiles. Articles of everyday use, but of exquisite design and workmanship, are shown in an elaborate and dignified display. The work of prominent Swedish artists in making designs for practical reproduction in manufactures shows the progress in decorative and technical qualities that are sought for in distinctive Swedish products.

**CZECHOSLOVAKIAN PAVILION.** This young country, about the size of the State of Illinois, but with 15,000,000 population, has highly developed industries which are important in the world market. The Skoda Works are one of the world's largest armament plants, making also machinery and locomotives. In the pavilion you may see an exhibit by the Czechoslovak Manufacturers' Association of fine Bohemian glass and china ware, damask linens, embroideries, costume jewelry, gloves, shoes, musical instruments, hops and malt.

Exhibits appealing to tourists show the attractions of the celebrated health resorts—Karlsbad, Marienbad and Piestany, with the background of Carpathian mountain scenery and the picturesque native costumes of the region.

\*Czechoslovakian restaurant, table d'hote and a la carte. Indoor and outdoor tables. Also lunch counter. Orchestra. Floor show and dancing by guests, 8 p. m. to midnight.

**ITALIAN PAVILION** with its impressive entrance under a gleaming giant airplane wing houses extensive exhibits illustrating the progress of Italy. Two large extensions have been built on either side of the pavilion to increase exhibit space in the Exposition of 1934. On the lawns around the entrances are modern bronze Italian sculptures. Around the main rotunda of the pavilion is one of the largest and most dramatic mural paintings in the Exposition. It depicts the government's control of all transportation facilities by land, water and air. Reclamation of 11,000 square miles of agricultural land by which Italy's wheat production has been increased more than 50 per cent is shown. A frieze of translucent photo-murals shows the historic and scenic beauties of Italy.

Products of Italy and its colonies are seen in the bazaar annexes.

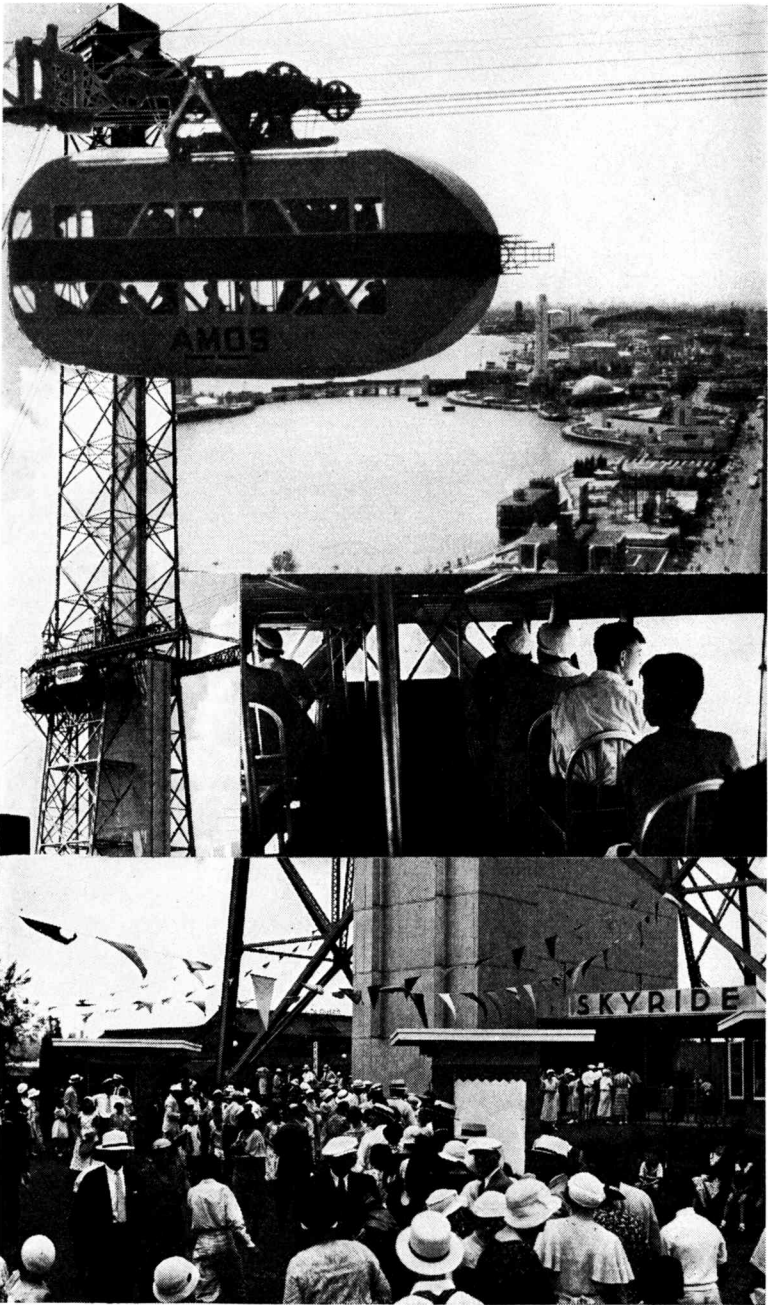
\*Italian restaurant, indoor and outdoor tables. Table d'hote and a la carte service. Orchestra and dancing by guests.

Italian Wine Pavilion: Displays the wines of each province in Italy.

\*Light lunches and wines.

†Venetian Glass Factory. A circular building north of the Italian





## THE SKY RIDE

[ 23 ]

Pavilion houses a complete Venetian glass factory. Ten Italian artist-craftsmen are at work blowing molten glass and fabricating the glass art products for which Venice is famous. The exhibit includes a museum of mediaeval and modern glass.

GLADIOLA GARDENS, with a display of beautiful and rare gladioli growing outdoors in a landscaped setting beside the lagoon.

## THE SKY RIDE

†SKY RIDE mainland tower is near the south end of the Avenue of Flags. The spectacular steel web towers of the Sky Ride, rising 628 feet in the air, are the highest man-made structures west of the Atlantic coast. At their tops are observation platforms from which is obtained a matchless view of the Exposition spread out below you like a brilliantly colored map, with the lake on one side and on the other the miles of buildings of Chicago. At night the scene is an incredible spectacle of colored light and movement.

Aerial cable track of the Sky Ride crosses the lagoons at the 210-foot level for a trip between the towers, which are 1,850 feet apart. In the boat-shaped observation cars the ride is a thrilling novelty, enjoyed in perfect safety.

To make possible this tremendous attraction five great companies joined forces. These were: Great Lakes Dredge and Dock Company, Mississippi Valley Structural Steel Company, Inland Steel Company, the Otis Elevator Company and John A. Roebling's Sons Company.

The Sky Ride is one of the outstanding engineering works of the century. The network of steel cables connecting them is one of the world's longest suspension bridges, equal in length to the Ambassador Bridge at Detroit connecting the United States and Canada. During the 1933 Exposition 2,616,389 persons went up the towers and crossed in the observation cars.

CHAPEL CAR, St. Paul, of the American Missions of the Roman Catholic Church, is near the 16th street entrance as the exhibit of The Extension Society.

The St. Paul was dedicated by Cardinal Gibbons March 14, 1915, at New Orleans. Since then it has traveled thousands of miles, chiefly in the south and southwest, visiting lumber camps, construction gangs and isolated communities.

16TH STREET, Japanese Entrance.

## THE LAMA TEMPLE

†BENDIX LAMA TEMPLE. This resplendent shrine, known as the Golden Pavilion of Jehol, is an exact reproduction of the original temple built for the Manchu emperors of China in 1767. It is filled with a treasure of statuary, carvings, jewels, bronzes and rich embroi-



*The Lama Temple*

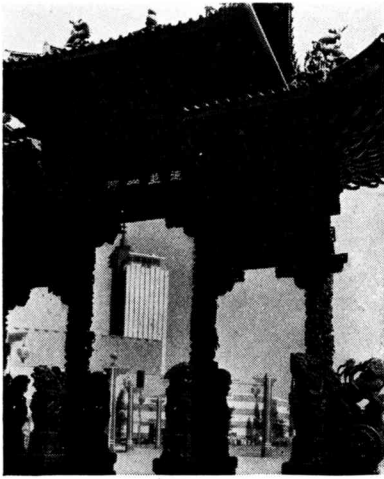
deries. The celebrated explorer, Dr. Sven Hedin, was sent to the Orient by Vincent Bendix, Exposition trustee, to find and bring back a typical Lama Temple. His quest was ended when he found this brilliant relic of the Manchu dynasty. It was crumbling to ruin, but a staff of Chinese artist-craftsmen was set to work to duplicate each piece of the structure. No nails were used. More than 28,000 different parts were carved and numbered and shipped to Chicago.

As the scarlet and gold temple stands in the Exposition, it is 70 feet square and 60 feet high at the center. Its double-decked roof of copper shingles is covered with \$25,000 worth of 23-karat gold leaf. On the exterior, 28 columns in red lacquer support the lower deck. Twenty-eight other columns, 30 feet high, form part of the wall. Inside, twelve 37-foot columns support the gilded ceiling and the upper deck. Carved grilles in red, blue, yellow and gold, enclose the windows. The cornice beams are gilded and carved with images of dragons, cats and dogs.

#### Treasures of Taoism

The temple is arranged and equipped for the Lama worship. Its treasures include a huge bronze incense burner dating back to the Ming dynasty—1368 to 1644—a large antique wooden statue of the "smiling Buddha," bronze prayer wheels, the throne and screen of the Ta Lama, or high priest, and his ceremonial robes, the great bronze temple bell, prayer rugs, a drum made of two human skulls joined together, prayer tables with scrolls of the Lama scriptures and ceremonial weapons for banishing demons. Besides these ritual





*The Chinese Gate*

objects the temple contains a great treasure of pagodas, carvings and offerings of jewels in jade and carved work. Chinese interpreters explain the worship ceremony and the meanings of the details.

**CHINESE PAVILION.** The Jade Pagoda, one of the finest known examples of this art, peculiar to China, is the central feature of the exhibits. The pagoda, fifty-one inches tall, is the product of more than sixteen years' labor and is valued at \$500,000. Even the bells hanging from the curved roofs of the separate stories, and the

chains which support them are carved from solid jade. A number of other large jade pieces, including flower baskets and lamps carved to eggshell thinness, surround the Jade Pagoda.

The teakwood Gate of Honor before the pavilion and Chinese Garden is an example of the most elaborate workmanship put by the Chinese on these ceremonial arches.

†Chinese Theatre, with performances by troupe of native artists.

\*Chinese restaurant, featuring native dishes, dance music and floor show by Chinese entertainers.

JAPANESE Concession.

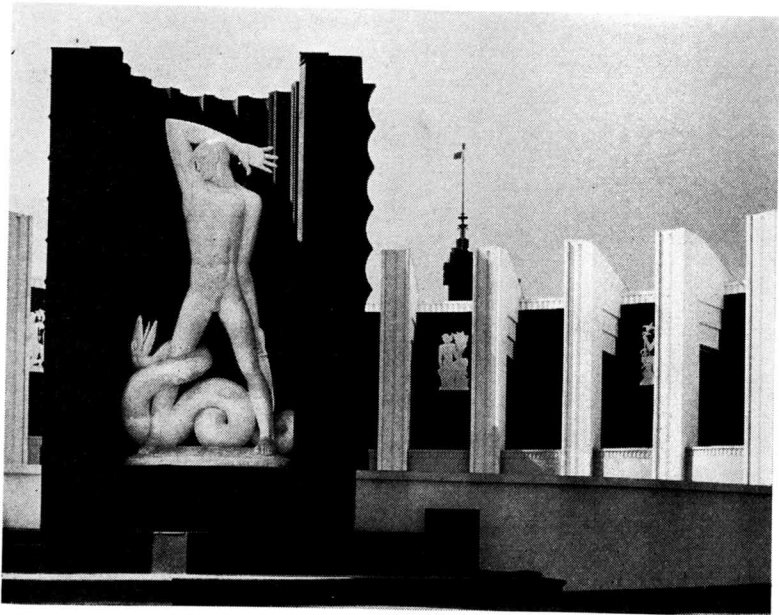
## THE HALL OF SCIENCE

**HALL OF SCIENCE.** This building and its exhibits are the heart of A Century of Progress. Before you enter it will be well to look at the Hall of Science as a building.

Many miles of spectacles and exhibits are before you, but here not only the scientific plan but the art and architecture of the Exposition are brought to a focus.

The architecture of the World's Fair is one of the first expressions of the new era of progress that strikes the visitor. Examine the Hall of Science and you will be prepared to understand the modern thought in architecture which indicates the trend of what may be the great public buildings and public squares of the future.

Consider that where you are standing deep water was rolling only a few years ago. You are on man-made land—a creation of



*Man Combatting Ignorance, by John Storrs*

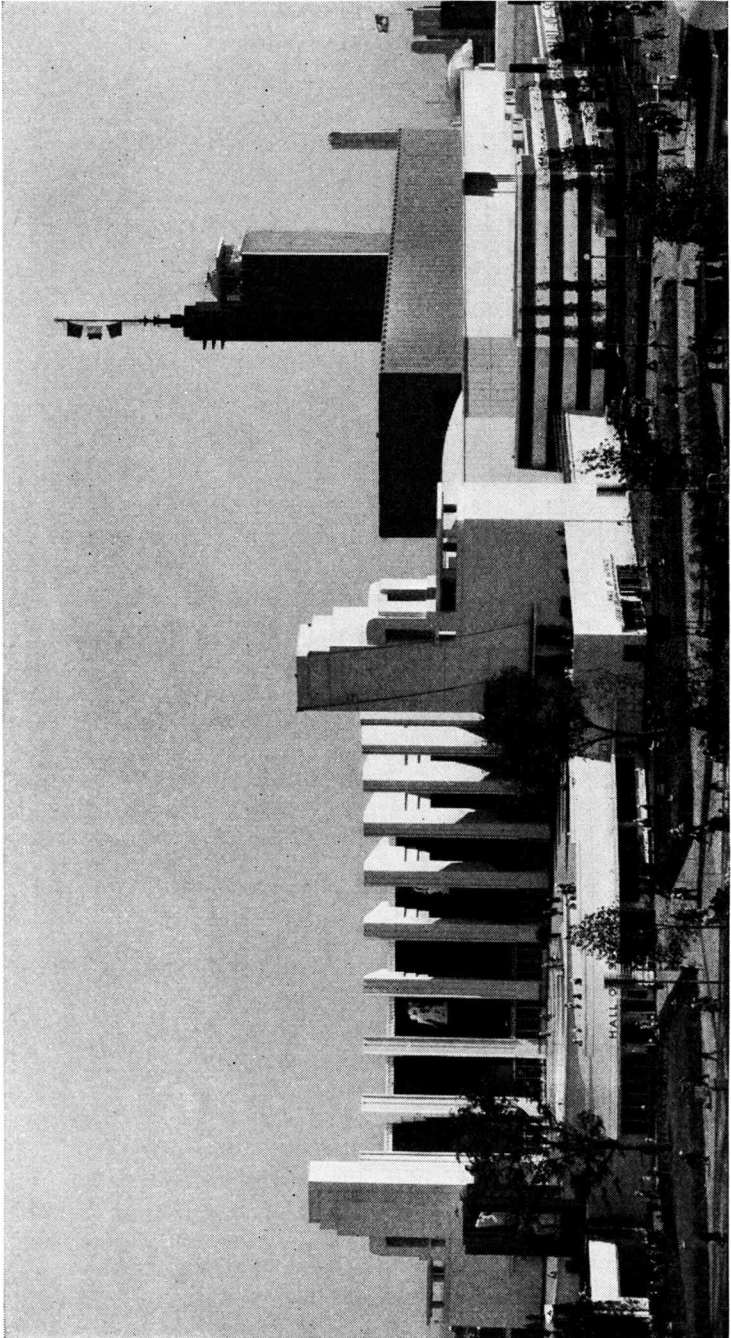
engineering science. The whole Exposition is a demonstration of man's advancing control over the forces of nature. The architectural commission of the Exposition decided at the beginning that it would not be in keeping for this great expression of a century of progress to hark back to antique times and house itself in the traditional manner in buildings copied from ancient Greek temples and the Roman Forum.

### **An Example of the Architecture of the Exposition**

Architects for years have been emancipating themselves from the time-worn shackles of tradition. There have been scattered examples of buildings making use of new materials and of the new knowledge and powers of lighting and ventilation as well as the new studies of convenience in plan, according to the use that was to be made of the building.

Here, at the World's Fair, for the first time the architects have had the opportunity on a great scale and in many different buildings of suggesting what the architecture of the future may be. You will see, further on in the Exposition, the new ideas applied to family dwellings. We are considering, now, the great exhibit buildings.

You will note that windowless construction is a characteristic of them. This is practical. By the use of artificial lighting the exhibitor avoids the variability of daylight and has constant control over



THE HALL OF SCIENCE



the volume and intensity of light. Constant, controlled circulation of fresh air is easily provided for. There is no waste space nor dark areas. Shut-in effect is avoided by terraces on which you may walk outdoors from any floor.

Beauty of the new architecture is peculiar to itself. It does not seek to veil itself in the aroma of ancient history. It is a dynamic, stimulating expression of the living age. Its great planes and surfaces give opportunity for striking, impressive, daring or tender color effects—a new field for the color sense of the artist-decorator.

### **Illumination**

Night surpasses the day in the beauties of this new color decoration. The possibilities of night color decoration have given this great opportunity of floods of changing colored light over these buildings. Science has given the artist-decorators these new mediums of color expression.

Enter now the Hall of Science. This superb example of the new architecture is the design of Paul Philippe Cret, of Philadelphia. The building is in the form of a gigantic letter U, with its arms extending eastward to the shore of the lagoon and enclosing a court of three acres. At the southwest corner is the square Carillon tower from which the chimes sound every quarter hour.

You are entering by the north ramp ascent. Before you is a semi-circle of tall pylons, chief ornament of which is the heroic statue, in high relief, by John Storrs, of man combatting the serpent of ignorance. Entrance by the ramp takes you direct to the main (upper) floor, which is the best place to begin.

The theme of the Exposition is the dependence of industrial advancement upon the pure sciences. In the Hall of Science the fundamental facts of the basic sciences are shown to you as far as possible in life processes and in demonstrations in action. These exhibits are non-commercial. They show you the facts upon which knowledge is based. They show you the powers arising from knowledge of these facts of nature. They show you where we are today in science, and give you the vision of the expanding knowledge and power that the future holds for us. The exhibits are made understandable to visitors without scientific training. They are the key to the understanding of A Century of Progress.

### **Plan of the Science Exhibits**

To make these fascinating displays systematic so that the place of each science would be more readily understandable, they are divided into six sections: Mathematics, Geology, Biology, Chemistry, Physics and Medicine. Complete story of the scientific exhibits is told in the Handbook of the Basic Science Exhibits, obtainable at the entrances to the Great Hall, or at information booths.

Entering the Hall of Science by the main north entrance up the ramp from the Avenue of Flags you are in the North Wing of the building and in the Mathematics Section. To see all the exhibits in their order you might turn to your left here and walk out to the end of the North Wing and start back.

### **Italian Scientific Exhibit**

At the end of this wing you will find, as an introduction to the basic science show, the scientific exhibit of the Italian government. Here you will see the beginnings of scientific city planning and construction by the builders of ancient Rome. A model of the port and adjoining buildings of Rome of the Caesars is accompanied by scale reproductions of antique Roman aqueducts and military roads. A scale model of the pleasure galley of Caligula, recently uncovered by the draining of Lake Nemi, is shown. Nearby is the oldest known model of a ball thrust bearing, the parts of which were recovered with the galley. Its bronze ball rollers are supposed to have supported the turning pedestal of a statue on the galley's prow.

A complete model reproduction of a Venetian galley of the 17th century is shown with models of modern Italian merchant and war vessels.

The exhibit includes models of Alpine tunnels and of pioneer electric installations in Italy. A pioneer Italian automobile of 1899 is shown in comparison with modern Isotta-Fraschini engines.

### **Danish Exhibit**

Next in this wing is the scientific exhibit of the Danish government.

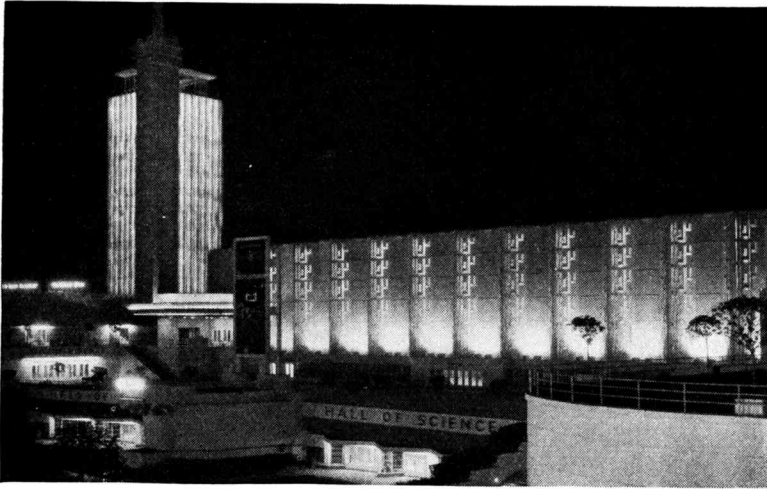
Three historic astronomical observatories in Denmark—those of Stjerneborg, Tycho Brahe's observatory, and the observatory of Ole Romer at Uranionborg, are shown in scale models. A wood carving of Ole Romer shows the astronomer at his home telescope with the apparatus he devised to keep the instrument trained on the star he was studying.

Murals of Danish city and country scenery surround the exhibit, which includes modern astronomical equipment and scientific apparatus. The telegraphone, invented by Waldemar Paulsen, is a recording phonograph which can be connected with a telephone to reply to a call in the absence of the subscriber and to take a message.

The Danish and Italian exhibits will be removed after the Fair to be permanent exhibits in the Museum of Science and Industry in Chicago.

### **GEOLOGY**

Leaving this section, we start now to begin the tour of the basic sciences. We are in the Geology Section, in which the story of the origin and growth of our planet is told.



*The Hall of Science at Night*

Here you will see moving reproductions of volcanoes in action, spouting geysers, upheaval of mountain ranges, creation of canyons by cataracts, glacier action, oil drills in operation, gold and coal mines, underground torrents and moving sand dunes.

Mountain ranges are shown being thrown up by pressure apparatus operating on layers of materials simulating the strata of the earth's crust. Large models of sections of the crust show typical deep strata formations and the surface formations which indicate to geologists the structure beneath.

Composition of the earth to the globe's center is shown by illuminated sections and working models revealing the modern scientific knowledge that the core of the earth is metal. A lecture accompanies the exhibit.

Rare fluorescent minerals, which recently have become available, have been added to the exhibit of these substances in the Geology Section. The additions have been gathered during the past winter as a result of a costly and extensive research.

Visitors may test model seismographs—instruments for recording earthquake shocks—and see how geologists use them to get records of miniature earthquakes produced by dynamite. The seismograph record tells the nature of the underground formation.

A great exhibit of oil drilling operations, actually going on—reduced in scale—shows the greatest present application of scientific prospecting and also the conditions under the earth more than a mile below the surface. We see different kinds of drilling by percussion and rotary drills, pipe casings set and wells “coming in.”

One of the most complete sets of working models and illuminated action dioramas ever made is used in the oil drilling exhibits.