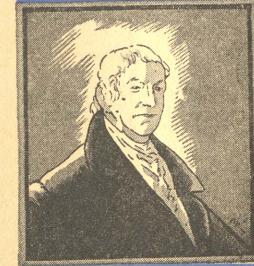


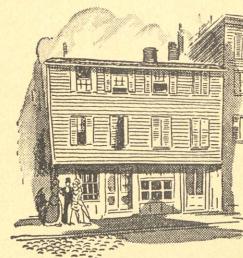
The SECRET *of*



Paul Revere

[Handwritten signature]

THE SECRET OF Paul Revere



Revere House, Boston, as Restored

THE NAME, Paul Revere, patriot of Revolutionary days, is remembered and reverenced throughout the nation for his heroic midnight ride from Charlestown to Lexington to warn the Minute Men of the coming of the British Red-Coats. Some students of early American life know that Paul Revere was an artisan in gold and silver. But comparatively few know the story of Paul Revere's "secret," as romantic in the field of industry as was his famous ride in the struggle for Independence. For the outgrowth of that secret is a great industry that bears Paul Revere's name today—an industry that employs thousands and the products of which contribute an essential part to modern living.

It started with ships. In 1800 as in 1917, the cry of the American nation was for "ships, ships and more ships." And the cry of the ship-builders was for copper with which to sheathe hulls—because copper does not rust, and the only source of copper was in Europe. There was no one in this country, it seemed, capable of furnishing copper for sheathing and for bolts, spikes and braces for use in putting together the wooden men-of-war. The metal had to be malleable and the science of making malleable copper was known to only a few manufacturers in England.

AFTER MANY TRIALS, HE GAINED IT
IT WAS then that Paul Revere, always a pioneer and a crusader, wrote a letter to Harrison Gray Otis, Member of Congress:

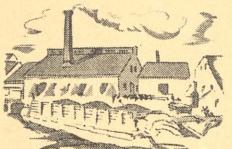
"It is the universal belief that no one in this country could make copper so malleable as to hammer it hot. I have farther found it a Secret that lay in very few Breasts in England.

"I determined, if possible, to find the Secret and have pleasure to say that after a great many trials and much expense, I gained it."

*After many trials and much expense
I gained the secret.....PAUL REVERE*



A Colonial Shipyard



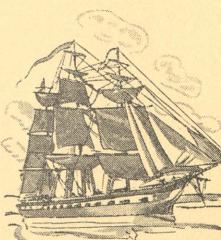
Revere Built This First American Copper Rolling Mill in 1801

The government, recognizing the importance of Revere's secret to the nation, made a loan of \$10,000 to Revere and the following year he bought a water-power site at Canton, Mass., erected buildings, installed copper rolling machinery and officially established the copper and brass industry in this country. Two years later, the United States Navy alone took \$93,000 worth of Revere copper and brass.

HELD TOGETHER WITH COPPER SPIKES

AMERICAN malleable copper bolts and spikes, made by Paul Revere, went into the frame and planks of the frigate *Constitution* and her two sister ships; American sheet copper, made by Revere, was used to resheathe the hulls of the *Constitution* and many another doughty Yankee vessel that formed a part of the famous fleet which engaged the mighty British Navy in 1812.

Thus was the copper industry born in America. And the name of Paul Revere, that appeared first in the 1780's on his "Foundry at the North part of Boston" and thereafter on the mill at Canton, ever since has been identified with copper and brass. Today, Revere Copper and Brass Incorporated, with six great plants, including the two largest copper rolling mills in the country, operates 25 percent of the entire copper, brass and bronze rolling mill facilities in the United States.



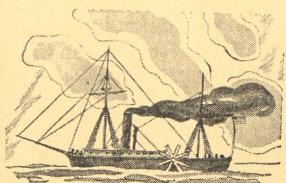
The Frigate Constitution "Old Ironsides"

This is Paul Revere's business card, dated before 1800. His "Foundry at the North part of Boston," started in the 1780's, had already become "big business." He was casting bronze bells and brass cannon, manufacturing bolts, spikes and nails.

EARLIEST OF INDUSTRIAL SUCCESSES

PAUL REVERE had no guidance but his own genius. He experimented, tested and proved. By trial and error, through years of constant effort, he became one of the earliest of successful manufacturers. His name remains today the symbol for all that stands for quality in the industry he founded.

Not satisfied with his earlier triumphs, Paul Revere determined to carry on to new and bigger accomplishments. He sent abroad his son, Joseph Warren Revere, to study methods in the copper and brass plants of Europe. Here was the first authentic

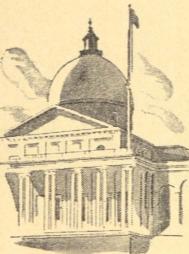


Robert Fulton's S. S. Raritan Had Revere Copper Boilers

industrial research conducted by an American manufacturer. Paul Revere urged the American Government to search out American sources of copper supply. He worked closely with the leading inventive minds of the day. When Robert Fulton, having succeeded in his steamboat experiment, wanted better boilers, Paul



Revere's Hand-Operated Mill



State House, Boston

famous ride, was crowned with Revere copper. The City Hall in New York and other fine public buildings of the times were likewise roofed with Revere copper. The tradition carried on into later years and when the National Capitol in Washington was built, the sheet copper roofing was rolled (1814) by the Baltimore Copper Mills, now a division of Revere Copper and Brass Incorporated.

Paul Revere was an artist as well as a manufacturer and inventor. In his father's shop he learned the secrets of the silversmith and the goldsmith. Before the Revolution he engraved cryptic cartoons on copper plates, aimed at British aggression and tyranny. He also made a set of false teeth for George Washington. Examples of Paul Revere's art, in the form of silver bowls, teapots, pitchers and the like, gold plate, fine engravings, gold ornaments and

Revere made them for him. He developed boilers for the first steam ferryboat and steam man-of-war.

REVERE COPPER ON FAMOUS ROOFS

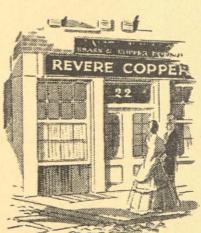
REVERE copper soon became popular for roofing. It was used on the dome of the old State House in Boston. Shortly after, Old North Church, from which the signal was flashed to Revere to start on his

Bronze bells, bearing Paul Revere's mark, quickly became a great vogue. In 1803, sixty Revere bells summoned church-goers all over New England. Others sounded the watches on the finest ships built in New England shipyards.



curious novelties wrought in silver, are to be seen in numerous historic collections in the museums of this country. They are treasured as the finest examples of the silversmith's art of the Colonial period and have been widely copied.

MADE SHIP BELLS AND CANNON



Boston Office of Revere Copper Co., 1828

He fashioned the copper bell that hangs in the belfry of a church in Cambridge, Mass., and still tolls its weekly summons to services. Other church bells made by Paul Revere are to be found as far away from Boston as New Orleans. He likewise made and sold to the government the bronze ship bells that struck the hours on many of the early fighting ships of Uncle Sam's

Navy, and he made numerous brass cannon used in the Revolution and the War of 1812.

In his declining years, Paul Revere lived out his life close by the copper and brass rolling mill and foundry at Canton. There he had his friends. He found his greatest pleasure in management; every morning he strolled, before breakfast, through the works to give orders and advice to his men.



Old North Church, Boston

HATED THE KNAVE AND CHEAT

SOMETHING of Paul Revere's sound philosophy and homely interests is revealed in a poem, heretofore unpublished, which he wrote at Canton in his later years. The verse, which follows, portrays this vigorous and bold patriot enjoying life quietly with his "Better Half," finding pleasure in his work, in his books and in the birds that abounded at Canton Dale, but still making war on the hypocrite, the knave, the flatterer and the cheat:

Not distant far from *Taunton Road*,
In *Canton Dale* is my abode.
My *Cot*'tho small, my mind's a ease,
My *Better Half*, takes pains to please,
Content sits lolling in her chair,
And all my friends find wellcome there.
When they gi' home, they never fail,
To praise the charms of *Canton Dale*.

There *Business*, with his clearing face,
And *Labours-Arm*, by nerves well brac'd,
The *Interest* seek, of all concern'd;
They strive to have their wages earn'd.
Labour, and *Health*, go hand in hand;
Industry, claims the chief command;
Prudence, attends with early care;
And *Discontent*'s, but seldom there.

In my last *Stage*, how blest am I,
To find *Content*, and *Plenty*, by?
Just *work* enough to keep in *health*;
I *exercise* prefer to *Wealth*.
Within my *Cot*, I sit reclin'd;
I sooth to peace my thoughtfull mind,
Receive my Friends, with kind embrace,
Give them the best, with chearfull face.

The doubledealing *Hypocrite*,
I try to shun, with all my might,
The *Knave*, I hate; the *Cheat*, despise;
The *Flatterer* fly; but court the *Wise*;
The poor *Man*'s hope; the *Widow*'s friend;
The *Orphan*'s guide; who often lend,
Within my *Cot*, I'm pleas'd to find;
Such *Men*'s congenial to my mind.

Arround my *Cot*, at break of day,
The *Robin* pipe's his artless lay;
The *Yellow-Bird*, with pleasing Note,
Sings sweet, and trills his little throat.
Near to my Couch, congenial guest,
The *Wren* has wove Her mossey Nest,
Her hopes in safe repose, to dwell,
Nor ought suspects the silvian Cell.

At early morn, I take my round,
Invited first by *Hammer*'s sound;
The *Furnace* next; then *Roleing-Mill*;
'Till Breakfast's call'd, my time does fill;
Then round my Acres (few) I trot,
To see what's done, and what is not.
Give orders what ought to be done,
Then sometimes take my *Dog* and *Gun*.

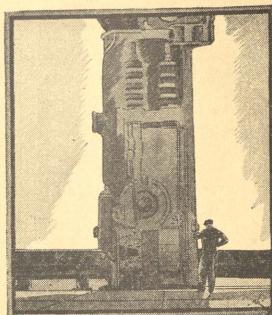
Under an aged spreading *Oak*,
At noon I take a favorite *Book*.
To shun the heat, and feed the Mind,
In elbow Chair; I sit reclin'd.
When dinner's call'd, I feel prepar'd,
For to refresh from frugal board;
When Table's clear'd, and dinner ends
With *Chearfull Glass*, drink *absent Friends*.

In afternoon, when weather's fair;
And business suits, on *Horse* or *Chair*;
For *exercise*, or see a *Friend*,
My *Better half*, and I attend,
Or ere the Sun sinks in the West;
Or tunefull Birds skim to their *Nest*,
We walk thro *Groves*, and *grass'y Fields*;
Contemplating what *Nature* yealds.

At eve' within my peacefull *Cot*,
Sometimes I meet, and sometimes not,
The *Parson*, *Docter*; or, some *Friend*,
Or neighbor kind, one hour to spend;
In social chat, our time we pass;
Drink all our *Friends*, in parting *Glass*;
The *Parson*, *Docter*; *Neighbour*; gone,
We prepare for *Bed*, and so trudge on.

Paul Revere

Modern Four-High Tandem Mill. Indicative of Revere's Progressive Spirit, is the World's First Continuous Copper Rolling Mill in its Plant at Rome, N. Y.



CENTURY OF PROGRESS IN COPPER

SINCE Paul Revere's death in 1818, a Century of Progress in the copper industry has brought this metal into a multiplicity of uses that are essential to modern living. With every great development, copper or one of its alloys contributes an important part. You find it in automobiles and airplanes; without it, electric lighting, the telephone, radio, power transmission would still be in their struggling infancy; modern methods of heating, refrigeration and air conditioning depend largely upon copper. The world's most famous chefs cook in utensils made of copper. It helps to preserve the health, safety and convenience of people today in a thousand and one different ways.

Paul Revere's spirit was a glorious heritage. His son, Joseph Warren Revere, carried it on and today E. H. R. Revere, great-grandson of Paul Revere, sits on the Board of Revere Copper and Brass Incorporated.

NAME OF REVERE PERPETUATED

A CENTURY and a quarter after Paul Revere discovered his secret, there was a merger, by which the original com-

pany, handed down through three generations of Reveres, became the corner stone of a nation-wide consolidation. The Taunton-New Bedford Copper Company (successor to the original Paul Revere & Son) was merged with the Baltimore Copper Mills, Baltimore, Md., the second oldest copper rolling mill in the country, the Rome Brass & Copper Company, first brass mill west of the Hudson, the Michigan Copper and Brass Company and the Higgins Brass and Manufacturing Company, in Detroit, which grew up with the automobile industry, and the Dallas Brass and Copper Company, ultra-modern Chicago plant. The new company took the name Revere Copper and Brass Incorporated, thus perpetuating the name Paul Revere in the industry, and in the very business which he founded.

REVERE TODAY

TODAY Revere Copper and Brass Incorporated is carrying on with the same pioneer vigor as Paul Revere did more than 130 years ago. Revere is copper and brass maker to the famous names in electricity, automobiles, airplanes, radio, refrigeration . . . and industry in general.

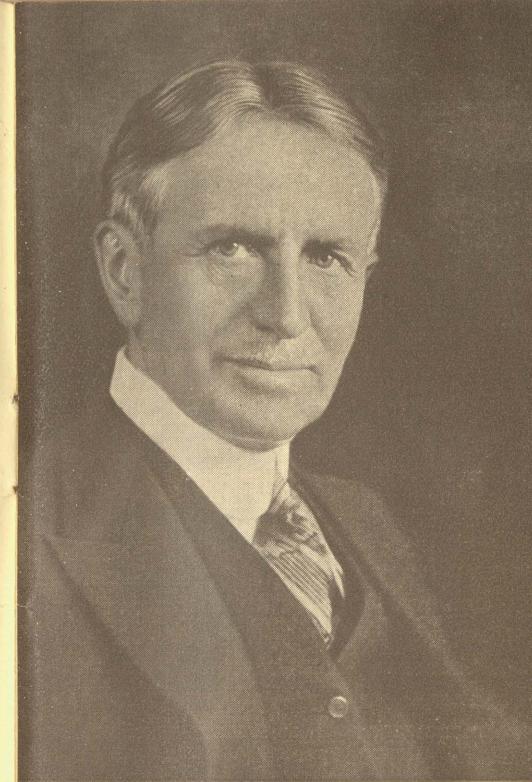
In countless American homes, from roof to basement, Revere products are giving lifetime service in the form of roofing materials that defy the weather; rust-proof piping of copper or brass; copper and brass radiators; hot water storage tanks; copper cooking utensils with chromium linings which are reviving the vogue for utensils of this material; gift articles of polished copper and shining chromium that range in design from the classic to the modern.

The name Revere stood for copper and brass leadership in Paul Revere's day . . . it does the same today, perpetuating in its progress the "Spirit of Paul Revere" and the whole characteristic rise of American industry.





Copyright, 1934
The Firestone Tire & Rubber Co.



THE MARK OF QUALITY

*I*T IS a privilege and a great pleasure to welcome you to the Firestone Factory and Exhibition Building and to our Exhibit in the Hall of Science, where not only the scientific development of rubber is shown but also how rubber is produced from the jungles of South America and the Firestone Plantations in Liberia, Africa.

I hope that the Exhibit of the growing and preparation of rubber, the manufacture of Firestone Tires and the dynamic exhibits of our automotive products will be of interest to you.

Firestone Tires are made from the finest materials obtainable. Extra patented construction features and the most modern and efficient machinery in the world, created by our own engineers, make it possible for us to manufacture tires embodying a greater degree of quality and safety than is found in any other tire.

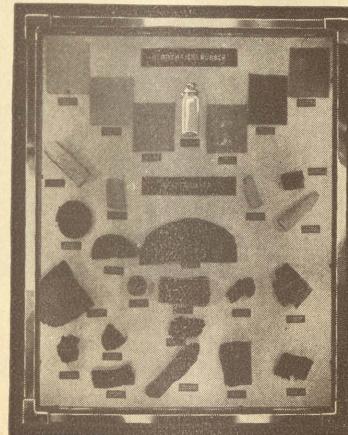
We realize that the lives of thousands of men, women and little children are often dependent upon their tires. Deeply conscious of this responsibility, we have incorporated into the tires we build for you the greatest degree of strength, safety, and dependability so that in their use you may rest assured that you are riding on the safest tires that human ingenuity has created.

Harvey Firestone

Building FIRESTONE TIRES *at* "A CENTURY of PROGRESS"

RUBBER

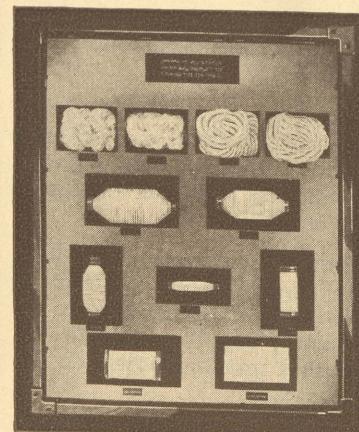
Rubber in its virgin form is a milky white liquid that is collected from rubber trees. It is prepared at the plantation in rubber sheets, packed in bales and shipped to Firestone factories direct from the plantations in the Far East and Firestone's own rubber plantations in Liberia, Africa. Rubber of the highest quality is used in Firestone products.



Samples of wild and plantation rubber

COTTON

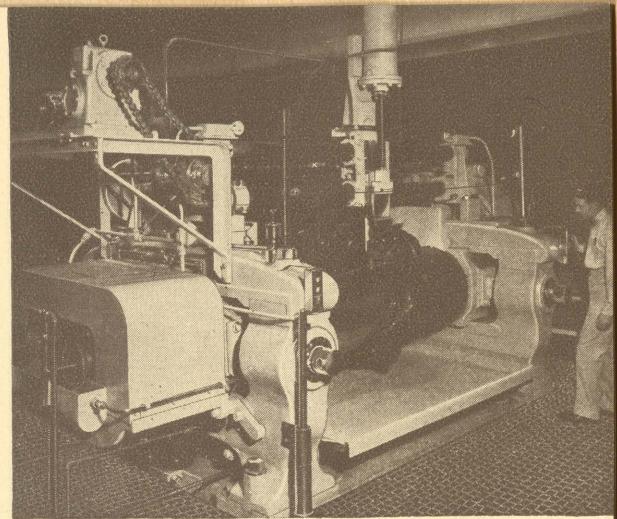
Cotton is purchased in the primary markets and shipped to Firestone Cord Fabric Mills. These mills, one of which is the largest in the world, have a total yearly capacity of forty-five million pounds. The Firestone cotton warehouse at New Bedford, Massachusetts, with a storage capacity of 100,000 bales, provides a supply at all times of highest quality cotton.



From raw cotton to cords

MILLING

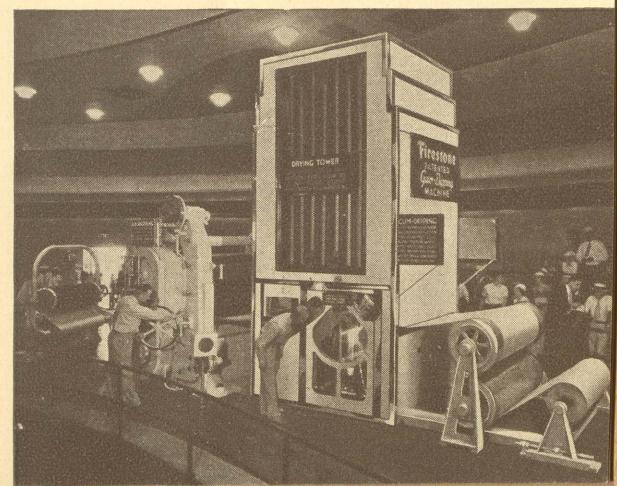
The first step in the preparation of the rubber from which the various component parts of tires are made, is the compounding or mixing of the crude rubber with pigments and chemicals. Firestone not only uses the best grades of rubber, but the finest chemicals and in the right proportions—and has recently developed a process of more completely dispersing these chemicals or pigments throughout the rubber, giving the rubber greater life and much longer wear.



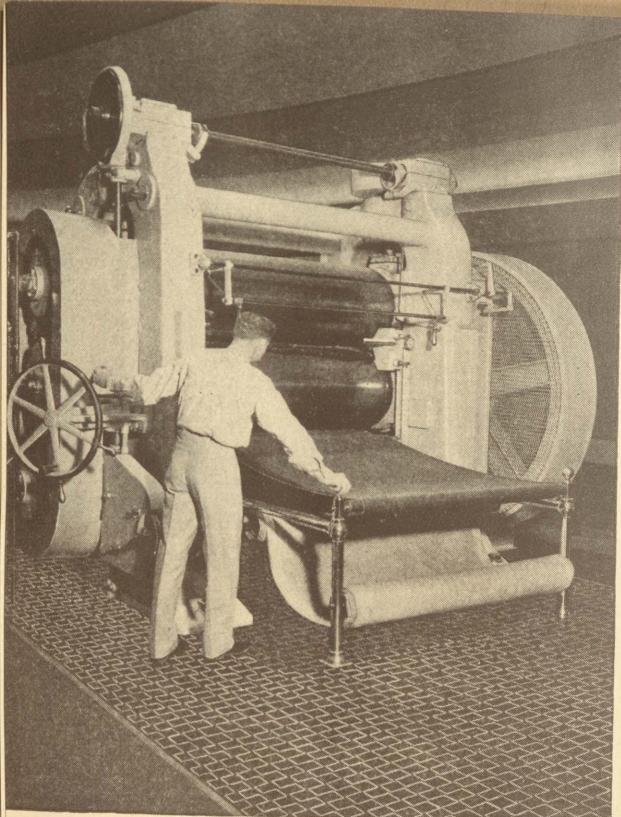
The 35-ton crude rubber mixing machine

GUM-DIPPING

This is an exclusive Firestone development and is an extra process which adds eight pounds of rubber to every 100 pounds of cord fabric, and is used only in the building of Firestone tires. By this process every cotton fiber within every cord is thoroughly saturated and surrounded with pure, live rubber, which reduces internal friction and heat, and adds greatly to the strength of the tire, increases flexing life of cords and is the outstanding factor in eliminating heat, preventing blowouts and prolonging the life of the tire.



The Firestone Gum-Dipping machine—designed and built by Firestone engineers—which by a patented process saturates and coats every cotton fiber in every cord with pure rubber



Applying rubber to cords in calender



CALENDERING

After the cords are Gum-Dipped by the patented Firestone process, they are passed through a huge calendering machine, where a layer of fine, high grade rubber compound is applied on both sides of the Gum-Dipped cords.

This protects the plies against friction and increases the strength of the tire body, provides easier riding and greater strength.

PLY CUTTING

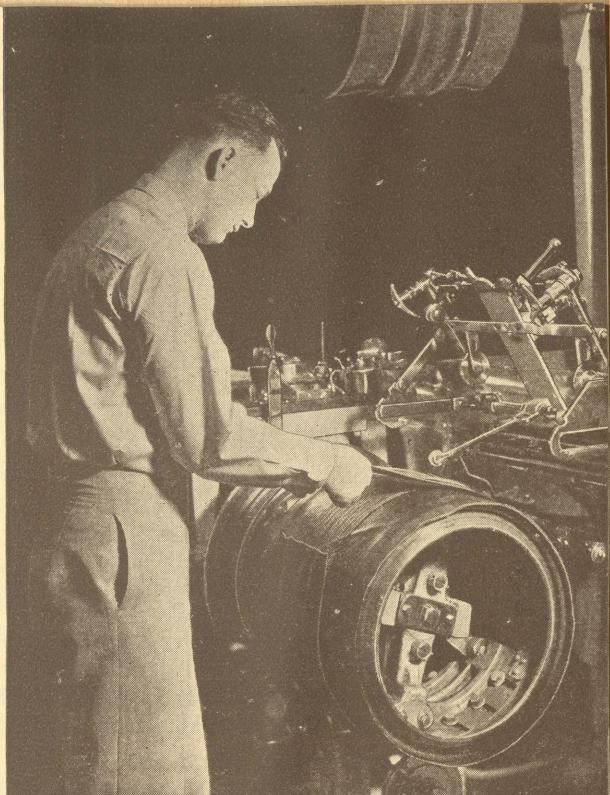
After the Gum-Dipped Cord Fabric is coated on both sides with this high grade rubber compound, it passes into the ply cutting machine and then is cut on the bias to exactly the proper width and is then ready to be made up into the body of the tire. The materials are now ready for the tire builder.

The automatic bias cutter cuts the cord at an angle of forty-five degrees so they will stretch under tension when in the tire

TIRE BUILDING

This machine, developed by Firestone, automatically feeds the rubberized Gum-Dipped cord plies to the tire builder, who assembles the plies, beads, and treads on a revolving flat drum to form the proper build-up of the tire.

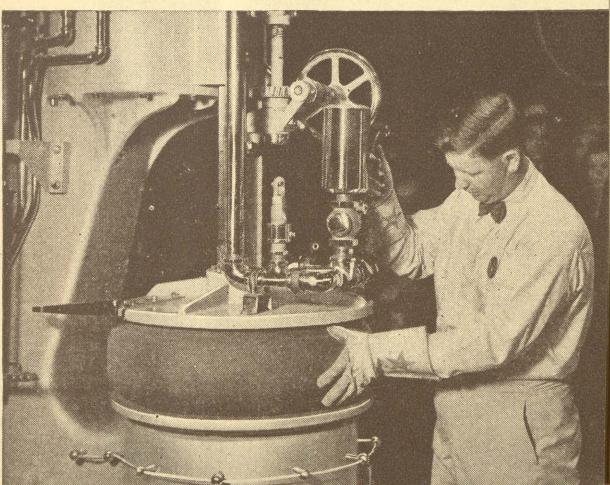
Automatic means control the operation of this machine so efficiently that tires of uniform construction and quality are assured.



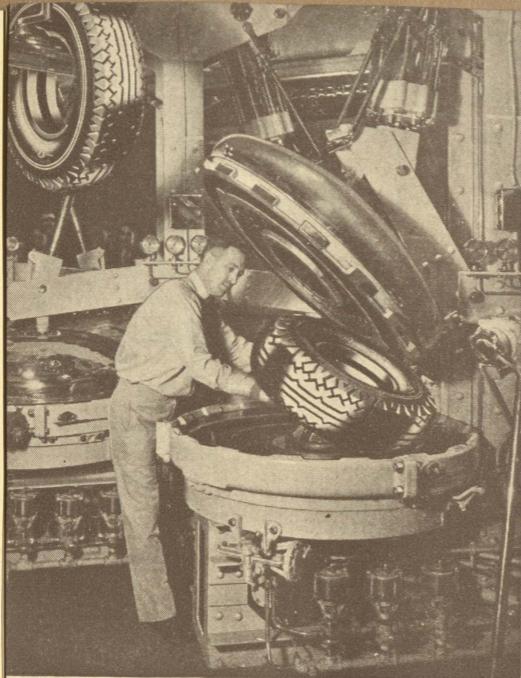
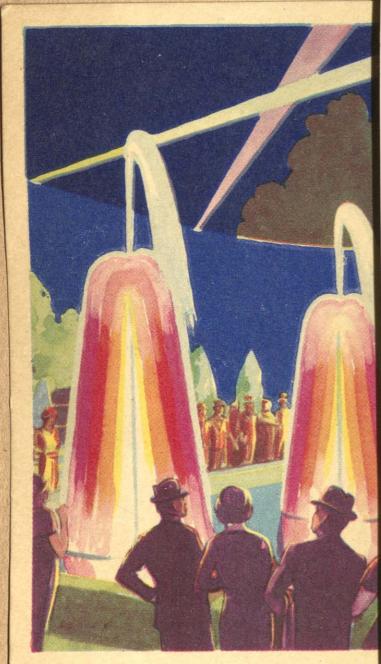
Building a tire on the drum machine

EXPANDING AND FORMING

The Gum-Dipped Cord Plies, one built upon the other, the Two Extra Gum-Dipped Cord Plies under the Tread, and the Tread Rubber, are now transferred to the expanding and forming machine. Here a rubber airbag is automatically inserted on the inside of the tire and the tire formed ready for the curing mold.



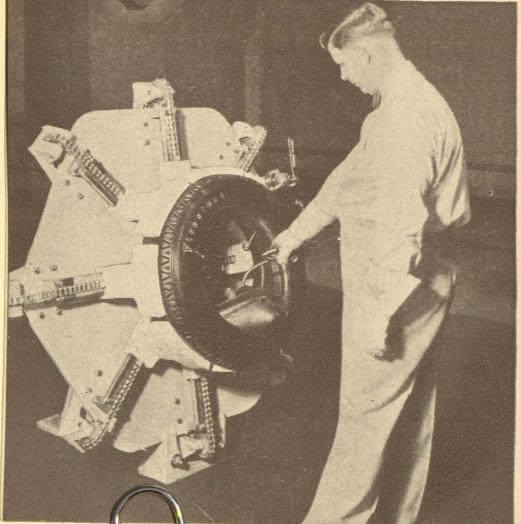
Expanding and forming the newly built tire from drum shape to the true tire shape



Vulcanizing tire in automatic mold

been vulcanized for a certain period of time, the heat transforms the compound into a live, tough, long-wearing rubber. At the same time tremendous pressure exerted on the airbag inside the tire forces the tread rubber out into the non-skid tread pattern of the mold and makes the scientific and efficient non-skid tread design.

AIRBAG EXTRACTING MACHINE



Extracting machine removes the airbag after tire is vulcanized

VULCANIZING

Pictured at the left is one of the many modern Firestone Steam Jacketed Molds, which automatically open and close by gleaming pistons high overhead, as thermostats assure the most accurate temperature control. Colored lights flicker to indicate the progress of the operation. Steam provides the necessary heat for the vulcanization.

As heat is applied to the rubber, vulcanization takes place due to the chemicals that have been mixed with the rubber. After the tire has

FINISHING AND INSPECTING

The tire is now put on the conveyor again and is taken off at the finishing and tire inspection machine. Here a master craftsman examines and inspects the tire for any possible imperfection, washes and polishes the tire, applies gold striping and the Mark of Quality insignia.

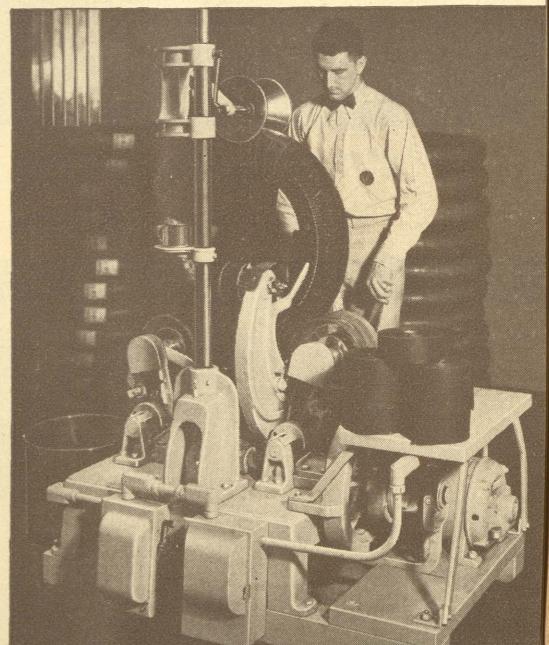
Thus, each Firestone tire becomes The GOLD STANDARD OF TIRE VALUES.



Finishing and inspecting the tire

WRAPPING AND LABELING

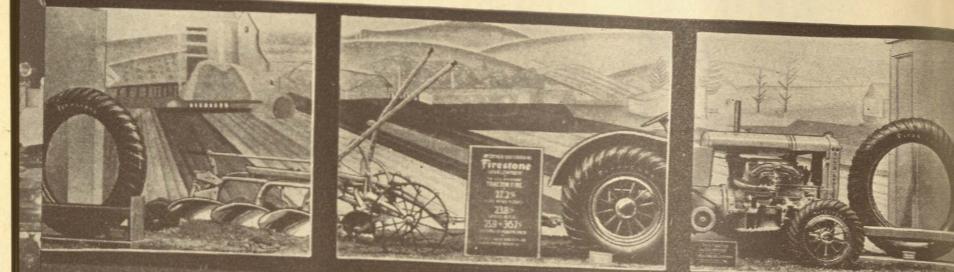
The tire is next sent to the wrapping machine, where the operator again carefully examines the tire, inserts it in the machine that automatically wraps it securely in paper, places upon it the proper label—and the MASTERPIECE OF TIRE CONSTRUCTION is ready for shipment.



Automatic wrapping machine quickly puts a neat even paper wrapping on the tire



» » MANY INTERESTING DISPLAYS



FIRESTONE TRACTOR TIRE DISPLAY

On these pages are illustrated a few of the beautiful and instructive displays that are situated in the Firestone Factory and Exhibition Hall and in the separate buildings surrounding the beautiful Firestone Gardens. They clearly demonstrate the outstanding advantages, the high quality, and the long dependable service that Firestone builds into each one of its products.



FIRESTONE RIM DISPLAY

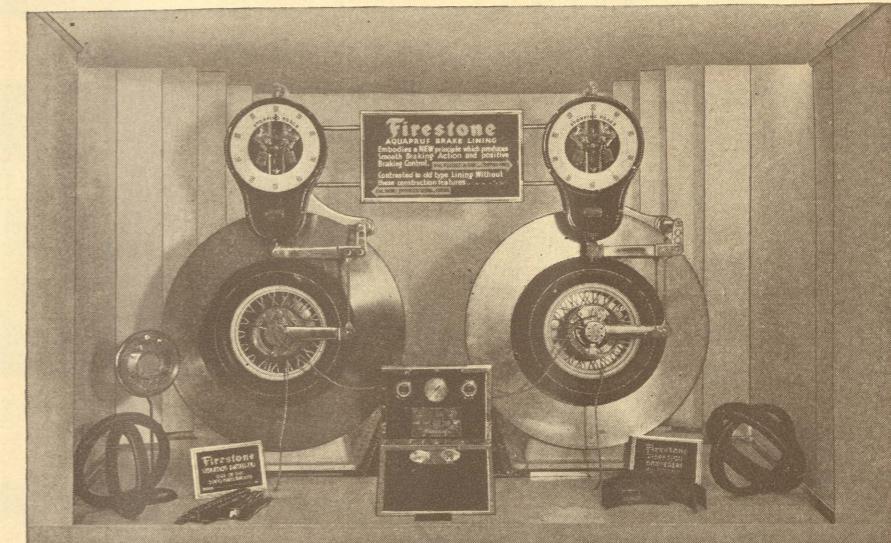
The car that won the Indianapolis Race in 1911



AT FIRESTONE FACTORY « «

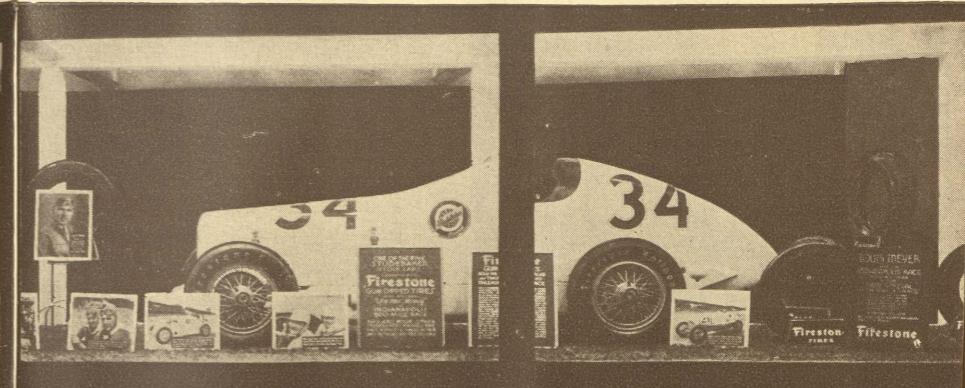
Demonstrating the smooth braking action and positive braking control of Firestone Aquaprufl Brake Lining compared to old type linings. This new lining provides perfect stopping action in wet or dry weather. It gives long wear, free from chatter and squeal.

FIRESTONE BRAKE LINING DEMONSTRATION



In one of the large show windows is exhibited the first racing car to win the 500-mile Indianapolis Race in 1911. Also, one of the winning cars in the 1933 annual classic. For 15 consecutive years Firestone Tires, built with Gum-Dipped High Stretch Cords, have been on the winning car in this, the most gruelling test of tire dependability the world has ever known.

One of the winning cars in the 1933 Indianapolis Race



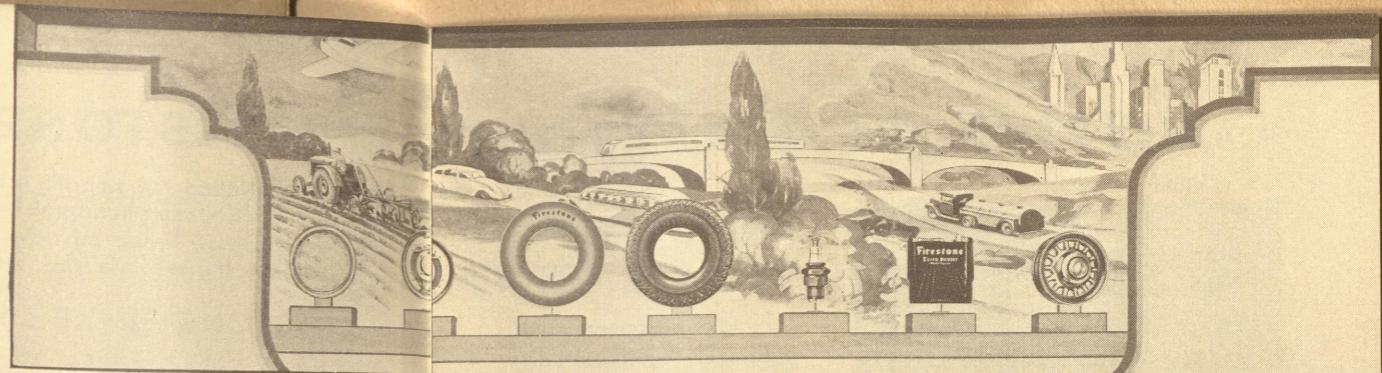
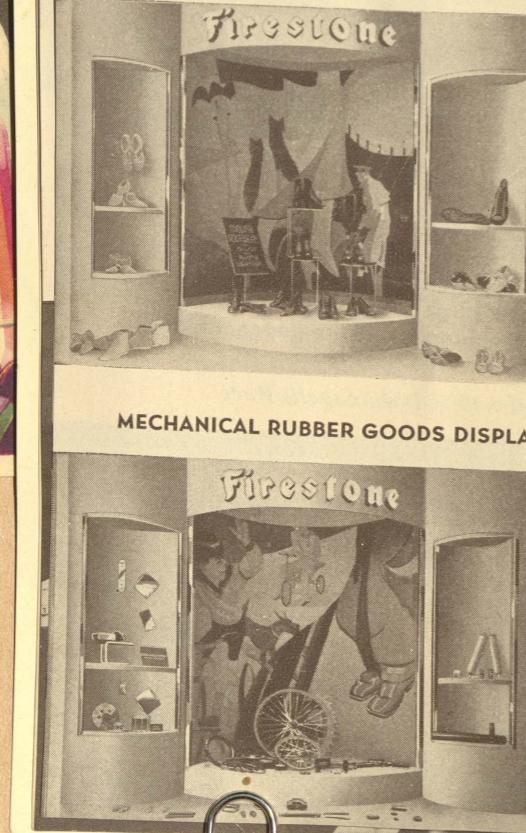
OTHER DISPLAYS AT FIRESTONE FACTORY

Beautiful, modernistic turn-tables show the many different types and lines of footwear and other rubber articles manufactured by Firestone.

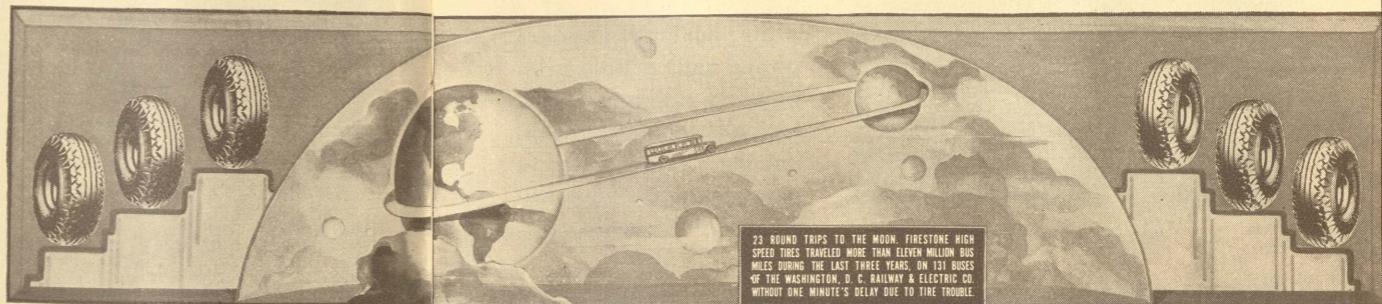
FOOTWEAR DISPLAY



MECHANICAL RUBBER GOODS DISPLAY



FIRESTONE "ALL PRODUCTS" DISPLAY

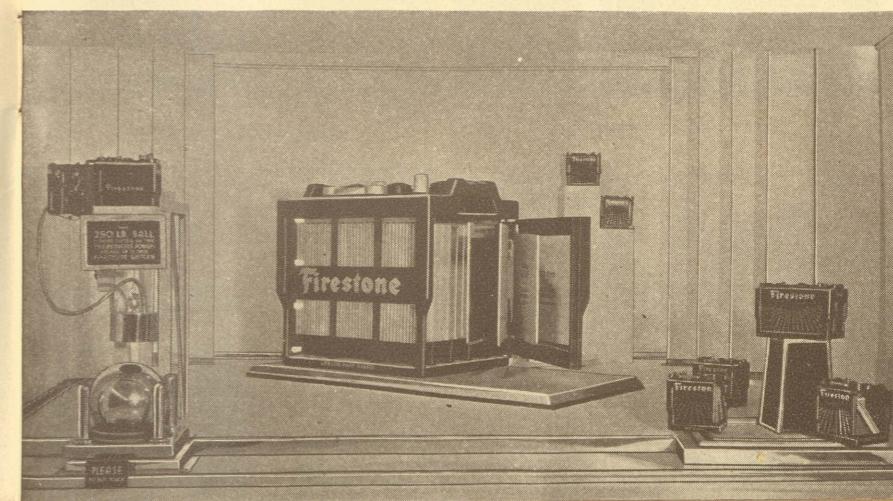


FIRESTONE TRUCK AND BUS TIRE DISPLAY

FIRESTONE BATTERY DEMONSTRATION

Outstanding displays in the buildings surrounding the Firestone Gardens and in the Firestone Factory and Exhibition Hall demonstrate vividly the many high quality products that Firestone provides car owners—the long dependable service that Firestone builds in its truck and bus tires—the extra power and construction features that Firestone builds into its complete line of batteries.

Firestone Battery supplies power to lift a 250-pound steel ball 1,080 times every day—power enough to start the average car 247 times a day.



» » DISPLAY OF FIRESTONE



The tire department

FIRESTONE HAS THE DISTRIBUTION AND SERVICE

Firestone pioneered and organized the greatest distribution and service system in the world.

Six hundred Firestone owned and controlled distributing points are strategically located throughout the United States to give twenty-four hour service to 30,000 service deal-

ONE-STOP SERVICE STATION « «

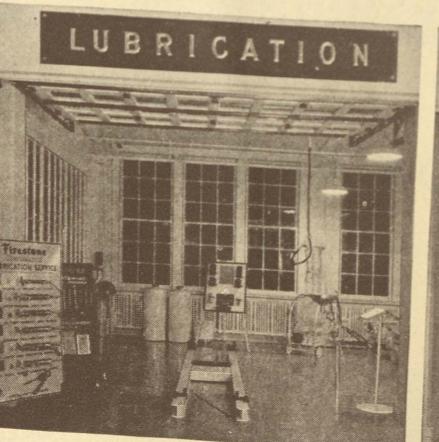
GREATEST DISTRIBUTION SYSTEM IN WORLD

ers and service stores in practically every town and city in the country.

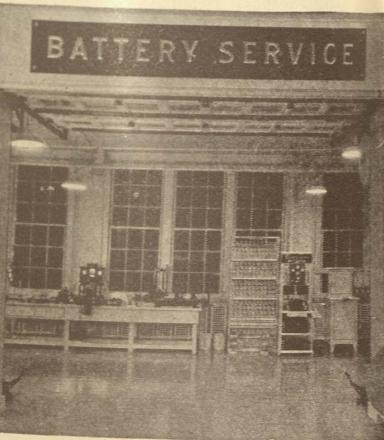
This one-profit low expense system was organized to give car owners greater value with more efficient service and lower cost, saving motorists millions of dollars annually.



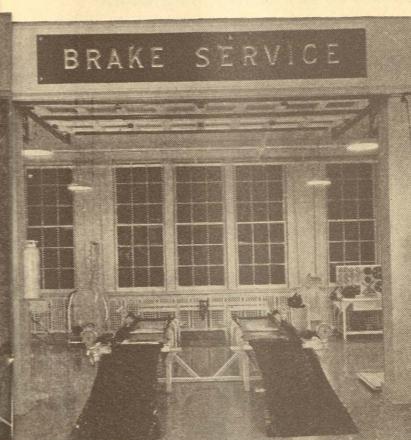
The gas island



Lubrication department



Battery department



The brake department



Ignition department



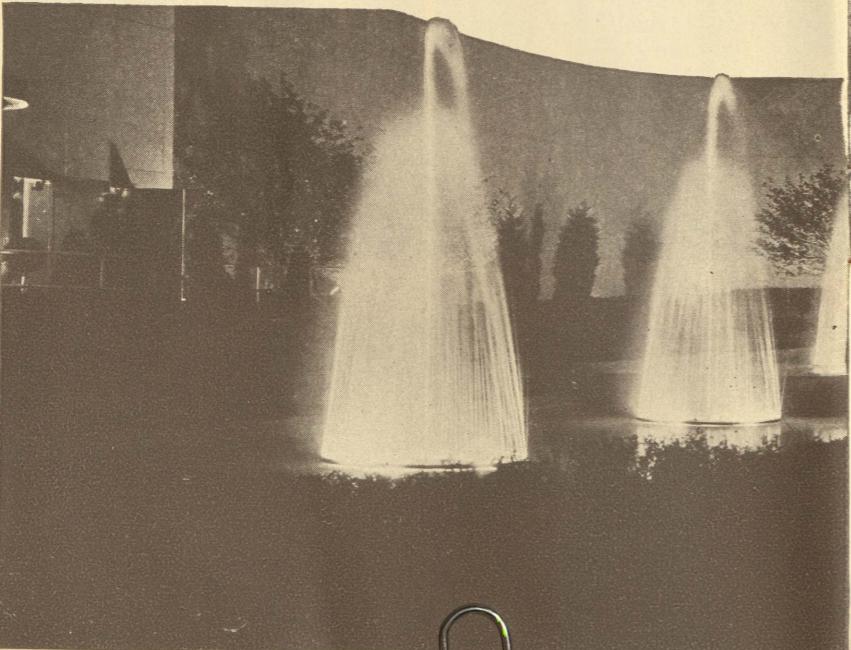
FIRESTONE SINGING COLOR FOUNTAIN ONE OF THE MARVELS OF THE WORLD'S FAIR

From the Hall of Science on Lief Erickson Drive, one sees and hears the Firestone Singing Color Fountain, situated directly in front of the entrance to the Firestone factory and exhibition building. The six dome-shaped fountains of misty spray are situated in a beautiful pool 100 feet long, 15 feet wide, surrounded by beautiful lawns, flowers and hedges. The artistic fountain, with jets of water reaching a height of 20 feet, rises out of the pool in majestic beauty.

A concert of beautiful instrumental and vocal music is given day and night in this beautiful garden spot.

By means of delicate mechanism the music is perfectly synchronized with the many colored lights beneath the fountain domes, which produces every conceivable shading of colors in the water. The color variations are in perfect harmony and are actually operated by the varying tone values in the music that is being played.

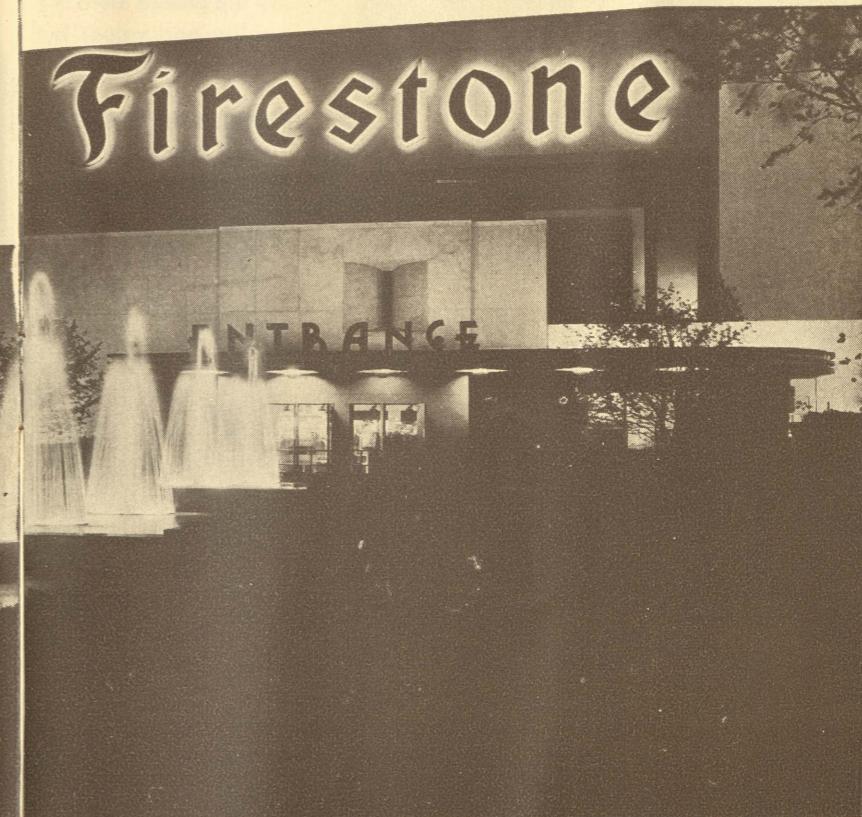
It is the only installation of its kind in the world, and presents to each visitor an enchanting beauty that is never to be forgotten.



FIRESTONE MULTI-COLOR SHADOW SIGN ANOTHER MARVEL OF THE WORLD'S FAIR

Situated on top of the Firestone factory and exhibition building, eighty feet long, and rising majestically above the surrounding gardens is the first sign of its kind installed anywhere in the world. The sign is constructed of multiple planes behind which thousands of vari-colored electric bulbs are concealed. The sign reflects shadows in a never-ending combination of beautiful blues, greens, ambers, and orange, in varying intensity of brilliancy.

The operation of the sign not only creates a dignified beautiful spectacle, but it also creates amazement among the spectators, as the sign has a tendency to create the feeling that it is moving toward one in a succession of gorgeous color combinations that is a marvel of beauty.

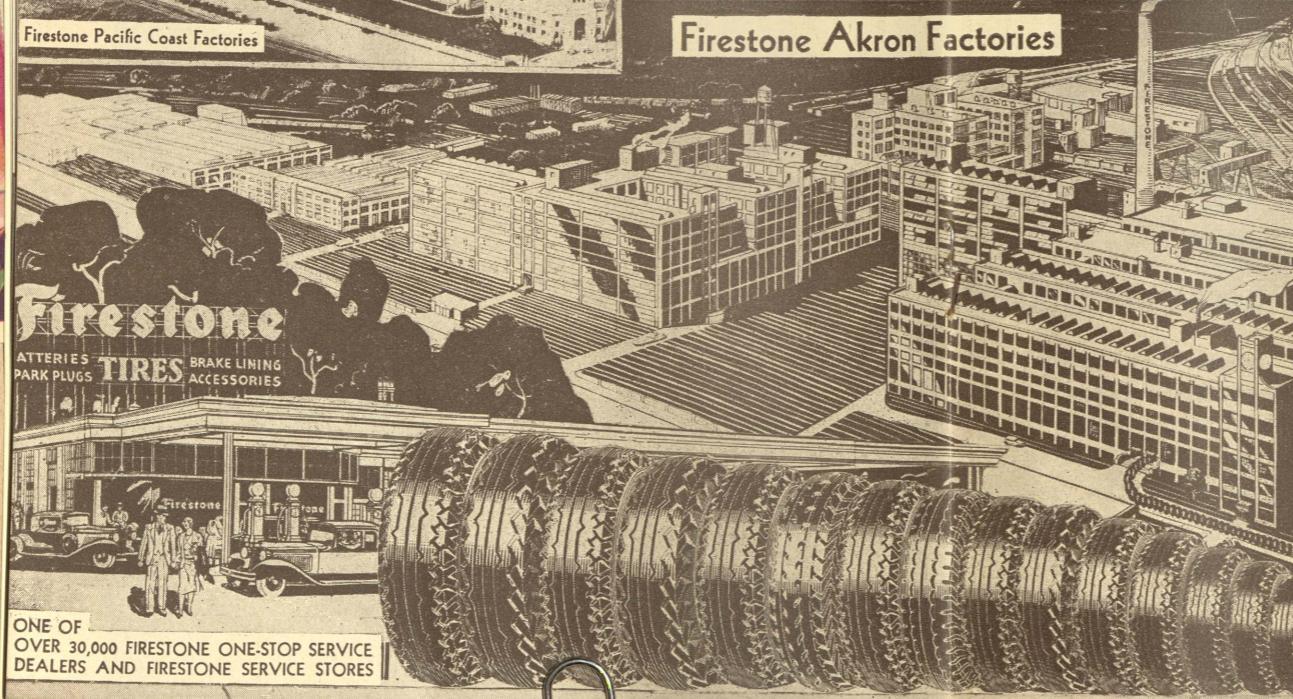
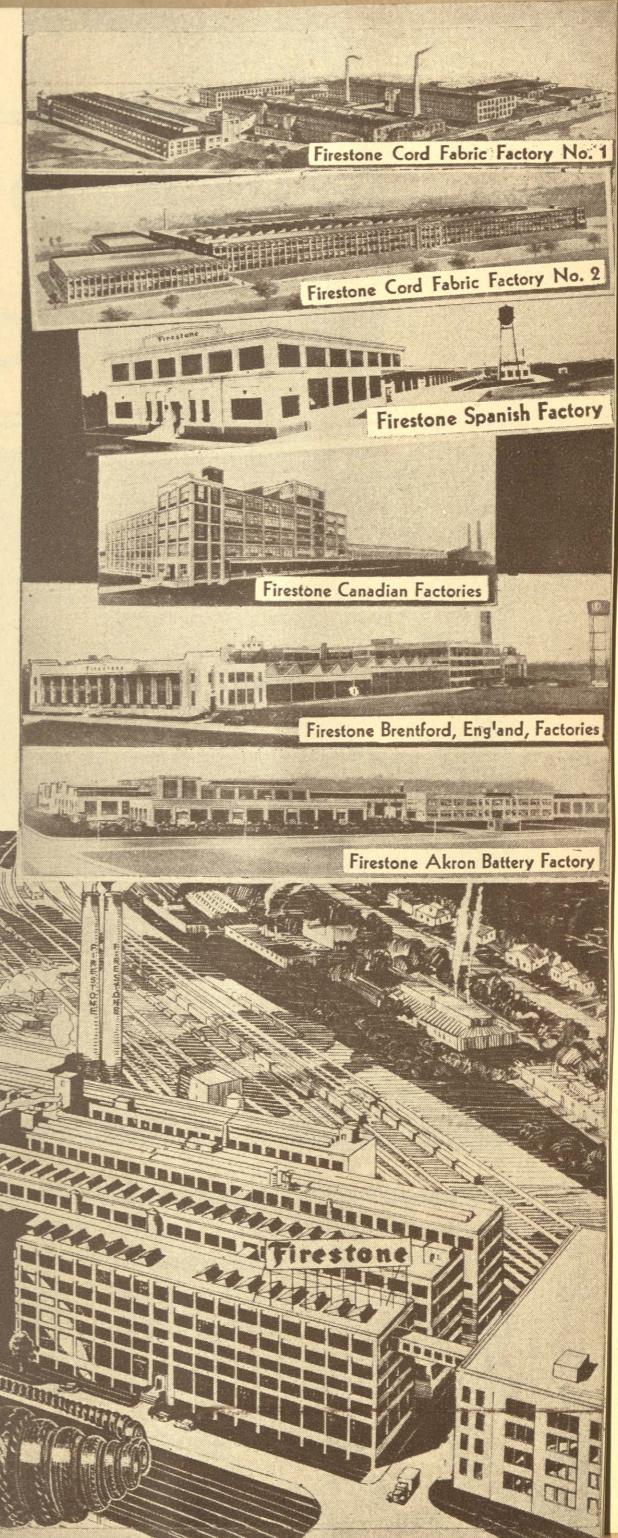




FIRESTONE FACTORIES *Worldwide Service*

Firestone factories are strategically located all over the world for the economical production and distribution of Firestone products. The Firestone factories have the greatest productive efficiency in the tire industry. Practically all the machinery is designed by Firestone engineers and manufactured in Firestone machine shops. In addition to Firestone's own tire factories they have their own rubber preparation mills in Singapore—cotton fabric mills and warehouse in the United States—their own battery factories in Akron and Los Angeles—their own rim and wheel factory, spark plug and brake lining factories.

The tremendous savings in efficient manufacturing are passed on to the consumer in the form of extra quality and values built into Firestone products.

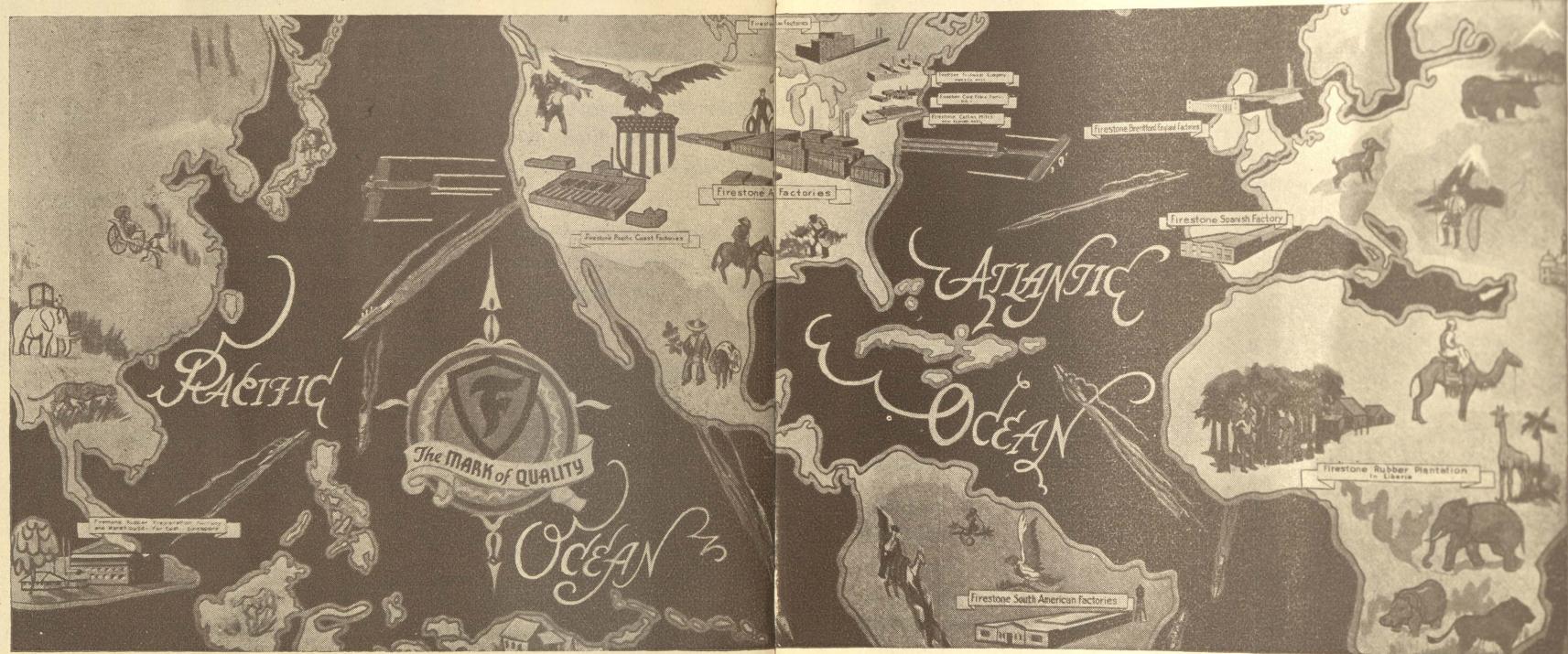


ONE OF
OVER 30,000 FIRESTONE ONE-STOP SERVICE
DEALERS AND FIRESTONE SERVICE STORES

FIRESTONE

Worldwide

RESOURCES



Firestone factories located throughout the world are served by groups of expert buyers who go to the primary sources of supply for rubber, cotton, and other raw materials that enter into the manufacture of Firestone products. Rubber buying offices in the Far East enable Firestone to secure crude rubber direct from the plantations. Firestone's own rubber plantations in Liberia, Africa, produce crude rubber of unusually high quality.

Cotton is bought in the primary markets and shipped to the



THE MARK OF QUALITY

Firestone Cotton Warehouses. Direct buying of rubber and cotton results in tremendous saving in addition to the tremendous savings made in Firestone's factories, admittedly the most efficient in the world.

Quality materials bought in world markets at lowest prices, exclusive manufacturing processes, not enjoyed by other concerns, precision machinery, unexcelled manufacturing and distribution efficiency—all contribute to the Extra Values that enable Firestone products to save the consumer money and serve him better.

FIRESTONE REPRESENTS RUBBER



One of the dioramas in Firestone exhibit in the Hall of Science showing rubber latex being tapped from high-production bud-grafted rubber trees on Firestone's great Liberian plantation



The Firestone Tire & Rubber Company was signally honored by being selected as the one rubber company in the Industry to present at the great Hall of Science a complete scientific rubber exhibit. The World's Fair Committee requested Firestone to represent the entire Rubber Industry, one of the most romantic and interesting of all divisions of our modern commerce.

On one side of the exhibit, in the very center of the great Hall, occupying the most strategic position, is a graphic presentation, showing the gathering of rubber from wild trees in the jungle, as it was done fifty years ago, the coagulation and preserving process over smoky fires, and the forming of the rubber into large para biscuits.



On the other side is a presentation of rubber trees growing from bud-grafted stock on the modern Firestone rubber plantations in Liberia, Africa. Scientific exhibits include the chemical preparation of rubber caused by a certain acid being mixed with the latex. Another shows how rubber is being electrically deposited on metal.

Another exhibit shows the process known as vulcanization, which,

Tapping latex from a Liberian rubber tree

INDUSTRY IN HALL OF SCIENCE

briefly, is the application of heat to rubber that has been mixed with sulphur and other chemicals. This exhibit shows the increased tensile strength resulting from vulcanization, and how the time required for vulcanization has been shortened by the development of compounds known as accelerators. It is shown that the accelerators also impart to the product greater strength.

Another scientific exhibit shows how development of vulcanization eliminates the stickiness and plastic flow of raw rubber—and how the addition of certain finely divided solids incorporated into the raw rubber when vulcanized, stiffens, toughens, and strengthens the rubber to create long wear.

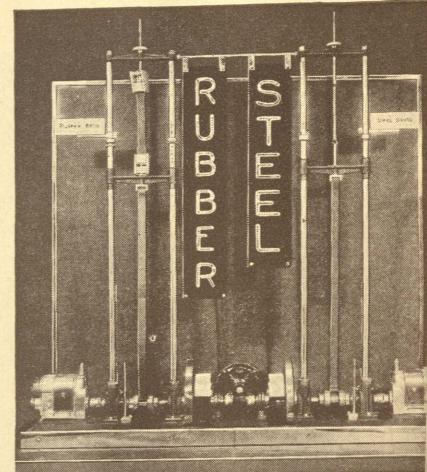
Another shows the greater energy stored by stretching a rubber band, compared with stretching a steel spring of the same weight, each measured by electricity as indicated by a neon light.

Still another interesting exhibit is rubber's resistance to wear as compared to steel, by subjecting it to the action of a jet of water containing sharp, erosive material.

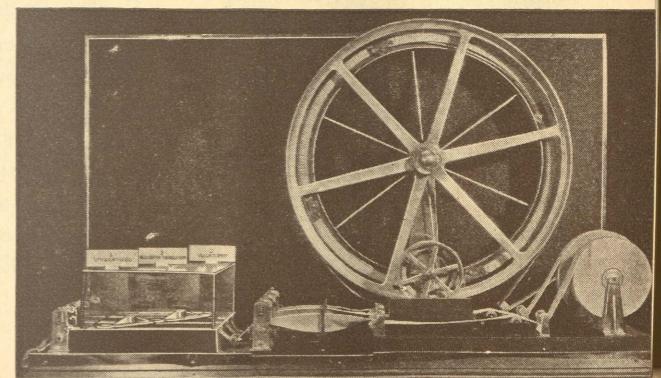
It is also shown how the long life of rubber has been accomplished, by adding certain chemicals, which repel oxygen and help to keep the rubber from deteriorating.

These exhibits demonstrate how Firestone leads the industry.

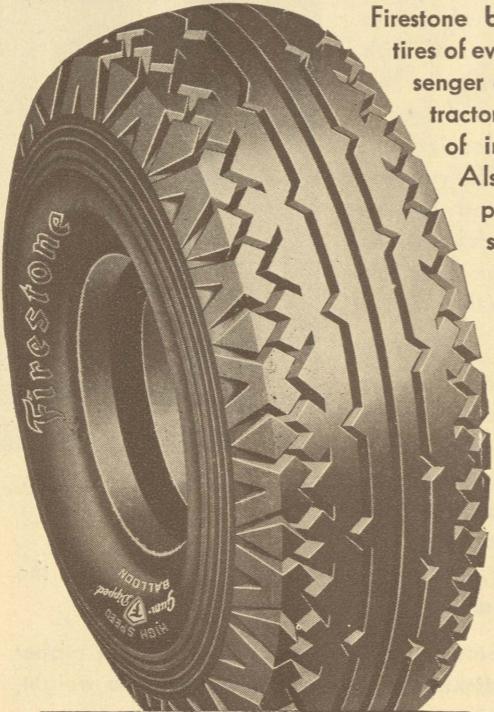
Compares unvulcanized, vulcanized and accelerated vulcanized rubber by the balloon test



Energy test, rubber and steel



FIRESTONE PRODUCTS



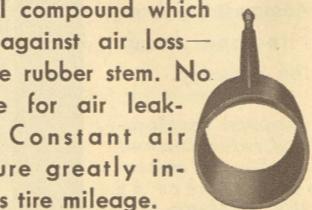
THE MASTERPIECE
OF TIRE CONSTRUCTION

» FIRESTONE « HIGH SPEED TIRE

The new Firestone High Speed Tire for 1934 is admittedly the MASTERPIECE OF TIRE CONSTRUCTION. A tire of higher quality, greater safety, and longer mileage than any tire built. It is in a class by itself.

FIRESTONE SEALTYTE LEAK-PROOF TUBE

The new Firestone Sealtyte Leak-Proof Tube is coated inside with a special compound which seals against air loss—flexible rubber stem. No chance for air leakage. Constant air pressure greatly increases tire mileage.



FIRESTONE PRODUCTS

Firestone Manufactures A Tire In Every Price Class for Your Car

FIRESTONE CENTURY PROGRESS TYPE

A new Firestone tire built to outwear any tire in its price class. Its deep, rugged, non-skid tread with its Gum-Dipped High Stretch Cord body gives many extra miles of safe service. Off fine appearance, this tire is as modern as "A Century of Progress."



FIRESTONE OLDFIELD TYPE

A strong, sturdy tire, of low price, yet built to withstand the strains and shocks of fast driving on smooth or rough roads. For low cost mileage equip your car today with a set of these tires. This is "The Tire That Taught Thrift to Millions."



FIRESTONE SENTINEL TYPE

Built to high standards of Quality, Construction and Workmanship, this tire is ideal for replacement on your old car. You will get many thousands of miles of low cost service from these tires, before trading in your car.

FIRESTONE COURIER TYPE

This tire is of good Quality and Workmanship—carries the name "Firestone" and full guarantee—and is priced way down to meet the public's demands for a low cost tire for replacement on the small cars.

FIRESTONE PRODUCTS



FIRESTONE AIR BALLOON

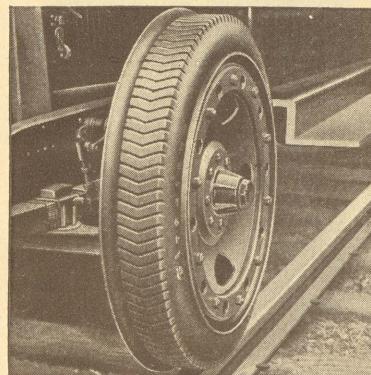
Firestone Air Balloons set a new standard of style, provide a luxurious low-swung balance, provide easier riding comfort, fewer repairs, less depreciation, more road traction, and greater safety with quicker starting and stopping. A new motoring thrill.

FIRESTONE TRACTOR TIRE

Makes any tractor an all-purpose machine. Operates with only twelve pounds of air. In addition to plowing, discing and general farm work, tractors can now be operated on paved roads. Do more work each day with less cost. Less depreciation in equipment. No damage to barn or garage floors.



FIRESTONE RAIL TIRE



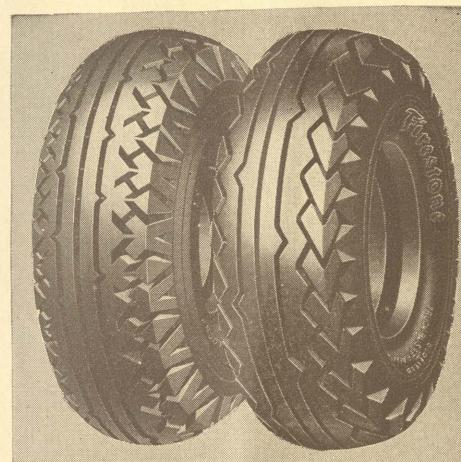
Firestone has developed, tested and proven a new type pneumatic cushion tire for railroad use. Provides smooth, quiet, safe, economical and fast transportation. It is easy to convert any car or bus for rail use with this tire. Very popular for inspection cars.



FIRESTONE PRODUCTS

FIRESTONE TRUCK AND BUS TIRES

Firestone makes a complete line of truck and bus tires, in all sizes and types, and in a complete range of prices, to meet every trucking requirement. These include all sizes of truck and bus balloons in two tread designs; high pressure pneumatics; Ground Grip type for extra traction in dump truck and contracting services, oil fields, logging, etc., and solid tires.



Firestone Non-Skid Type (left) and Firestone Oldfield Type (right) Truck & Bus Tires

FIRESTONE INDUSTRIAL TIRES



These tires are built in a great variety of types and sizes for industrial and electric battery trucks, as well as trailers, used by warehouses, railways and many manufacturing plants. They are made in three types of metal

base—Band Type, flat steel base, rubber flush at edges of steel; Channel Type, extra wide with flanges at sides; Malleable Iron Base, which eliminates base separation from overload and side injury. They are both economical and quiet, and protect the merchandise due to their easy riding qualities.

FIRESTONE PRODUCTS



Firestone Batteries give Extra Power

of battery performance. Manufactured in Firestone's own battery factories in Akron and Los Angeles.

FIRESTONE COMPLETE LINE OF SPARK PLUGS

Manufactured in Firestone's new spark plug factory. The latest and most modern equipment builds into Firestone Long Life Spark Plugs new patented construction features to meet the exacting requirements of each motor car manufacturer—and to give you efficient, economical performance.

Firestone Spark Plugs have four points of superiority:

1. New improved porcelain.
2. Power seals prevent compression losses.
3. Accurate threading insures a perfect fit.
4. Composition and shape of electrodes provide gap that assures easier starting and longer life.



FIRESTONE COMPLETE LINE OF BATTERIES

Firestone manufactures a battery for every car, truck or bus in a complete range of prices. These batteries are built with extra patented construction features to give maximum power, long life and dependability. They set a new standard

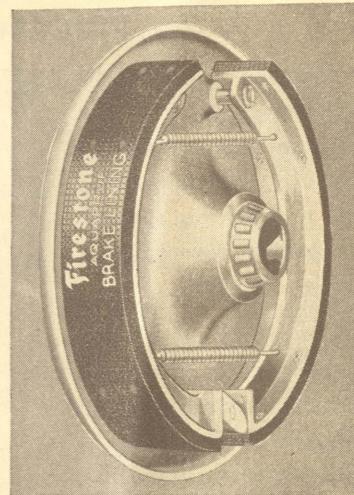
FIRESTONE PRODUCTS

FIRESTONE AQUAPRUF BRAKE LINING

This new Firestone achievement is the outstanding development of the motor industry.

It is a brake lining that has been scientifically treated to actually give drivers the same smooth, safe, sure brake action in either wet or dry weather.

The lining is made in three frictions to meet requirements of each type of motor car and design of brake.



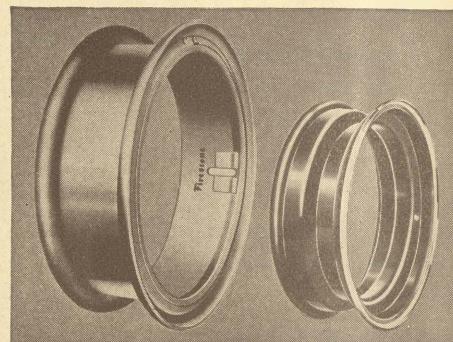
Firestone Aquapruft Brake Lining in set, drilled and countersunk

FIRESTONE PRODUCTS

FIRESTONE RIMS

Firestone type R and RI interchangeable truck rims have continuous base and side ring which provide full non-flexing support for the tire, thus assuring longer tire wear.

The new Firestone RP passenger rim with quick detachable side ring offers the most modern improvement in passenger car rims.



TRUCK PASSENGER
Firestone Rims are the acknowledged standard of the automobile industry



Firestone Touch-Up Enamel Firestone Top Dressing Firestone Repair Kit Firestone Automobile Cleaner and Polish

FIRESTONE COMPLETE LINE OF ACCESSORIES



Radiator Cleaner
Radiator Sealfast
and Anti-Freeze

Firestone manufactures and vends a complete line of motoring accessories—Tube Repair Kits; Cure Cut (plastic self-curing rubber for repairing minor injuries); Patching Cement (for tube repair, rubber goods' repairs, artists' use, etc.); Cross Patches; Tire Plugs; Tube Protectors; Tire Changer; Rubber Flaps and Flap Material; Hot Patches; Holdfast Friction Tape; High Test Friction Tape; Radiator Hose; Automobile Cleaner and Polish; Tire Paint; Top Dressing; Touch-Up Enamel; White Sidewall Tire Cleaner; Anti-Freeze; Radiator Cleaner; Radiator Sealfast; Mica; Fan Belts; etc.

FIRESTONE PRODUCTS

FIRESTONE MECHANICAL GOODS

Firestone has recently invested several million dollars in research and manufacturing facilities to further expand this division of the company's business. Whatever your needs in special rubber goods, Firestone can give you quality with service.

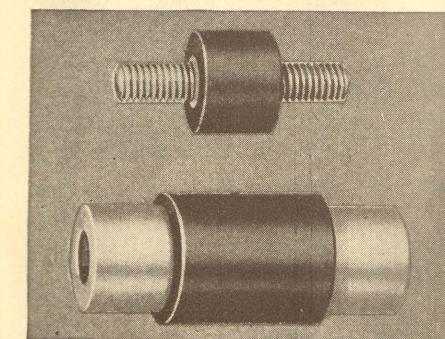
FIRESTONE VIBRATION DAMPENER

Among the latest developments, is the Firestone Vibration Dampener. This is a bonded rubber-to-metal product upon which machinery is set, increasing the life, efficiency and smoothness of the machine. This elastic mounting can be used with almost any type of moving machinery. It has received the indorsement of leading engineers as an effective aid to the elimination of vibration and the reduction of machine noises.



Firestone Vibration Dampener

FIRESTONE CUSHION CONNECTORS AND FLEXIBLE COUPLINGS



Above—Firestone Cushion Connector
Below—Firestone Flexible Coupling

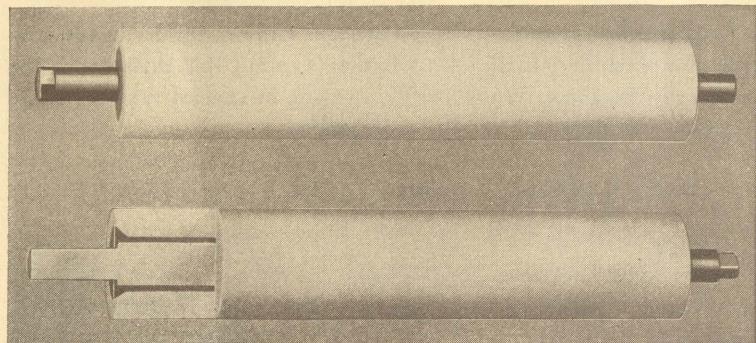
Firestone Cushion Connectors—resilient supports used to anchor small motors or machines—eliminate vibration and hum.

Firestone Flexible Couplings smooth out sudden jerks when starting motors and correct any slight misalignment between motor shaft and driven unit. Used for all direct motor driven machines.



FIRESTONE PRODUCTS

FIRESTONE WRINGER ROLLS



Section of Firestone Wringer Roll shows high quality construction

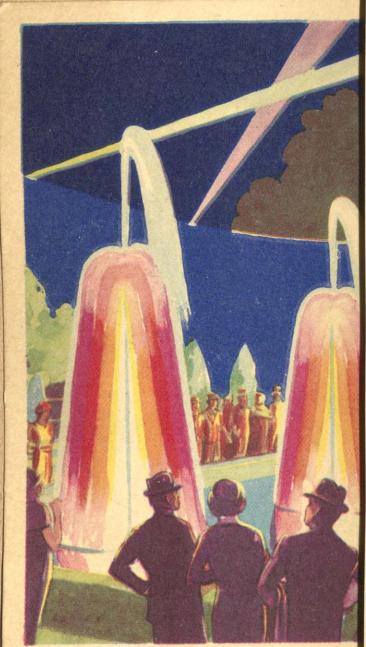
Supplied to leading washing machine producers in the country. Perfectly bonded seal between metal shaft and rubber roll—chemical and mechanical seal. Long lasting, smooth and flexible rolls assure complete satisfaction.

FIRESTONE MOTOR NECESSITIES



Fan Belts—Friction Tape—Radiator Hose

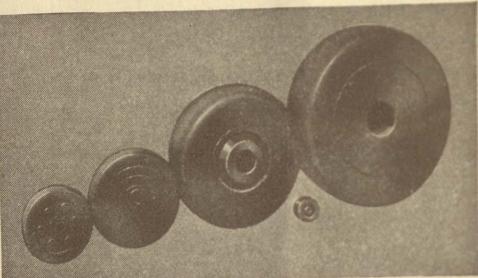
Firestone manufactures a complete line of motoring necessities in its own modern factories. Fan belts are made in both flat type and "V" type constructions to fit popular cars. We are one of the largest manufacturers of friction tape—and Firestone Tape is unexcelled for performance. Firestone Radiator Hose is made to fit all passenger car and commercial vehicle requirements—and to withstand the most severe conditions.



FIRESTONE PRODUCTS

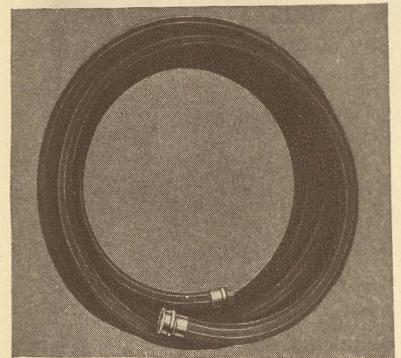
FIRESTONE RUBBER CASTER WHEELS

Modern engineering, scientific design, and efficient production have made Firestone the leading manufacturer in this line. Two types; hard rubber and hard rubber core with soft tread.



Caster Wheels come in all styles and sizes

FIRESTONE ALL-RUBBER GARDEN HOSE AND RUBBER TUBING



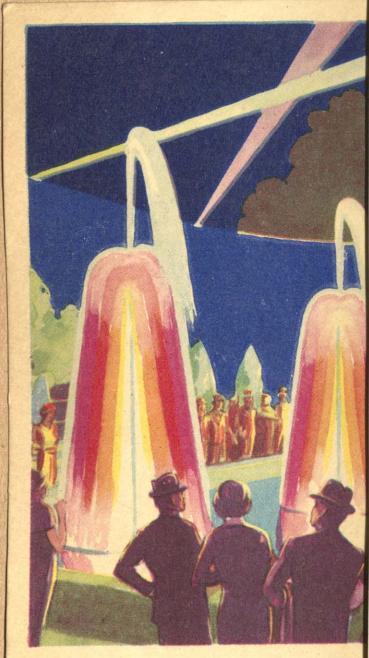
Firestone All-Rubber Garden Hose

Firestone All-Rubber Garden Hose is tested to withstand an internal water pressure of 180 lbs., positively will not kink, and is guaranteed for one season's service. Firestone Rubber Tubing is made in any size, corrugation, flexibility, strength and color, according to customer's own specifications.

FIRESTONE INDUSTRIAL FLOORING

Reinforced by webbed stock molded into rubber for added protection and to give many years of heavy service. Will greatly outlast cement finishes. Large orders can be handled promptly.





FIRESTONE PRODUCTS

FIRESTONE FOOTWEAR

On this page are shown a few of the many Firestone footwear products. Firestone style lines, recognized as leaders everywhere, combine distinctiveness and wearing qualities. The factory at Hudson, Mass., is one of the most efficient in the country.



Samples of Firestone Footwear. Left (top down): Women's Mesh Sport Oxford.—Multifit Clog.—Storm Rubber.—Black Storm Hip Boot. Right (top down). Deb Sandal.—Four Buckle Cloth Gaiter.—Women's Concealed Fastener Gaiter.—Men's Tiretred Canvas Footwear

Firestone

HIGH SPEED TIRES

WORLD RECORDS

For 14 consecutive years Firestone High Speed Tires have been on the winning cars in the 500-mile Indianapolis Race.

THIS MEANS BLOWOUT PROTECTION

For 7 consecutive years they have been on the winning cars in the daring Pike's Peak Climb, where a slip brings death.

THIS MEANS NON-SKID SAFETY AND TRACTION

For 3 consecutive years, they have been on the 131 buses of the Washington, D. C. Railway & Electric Company covering 11,357,810 bus miles without one minute's delay due to tire trouble.

THIS MEANS DEPENDABILITY AND ECONOMY

Firestone High Speed Tires were on the Neiman Motors' Ford V-8 Truck that made a new coast-to-coast record of 67 hours, 45 minutes, 30 seconds actual running time.

THIS MEANS ENDURANCE



THE MARK OF QUALITY

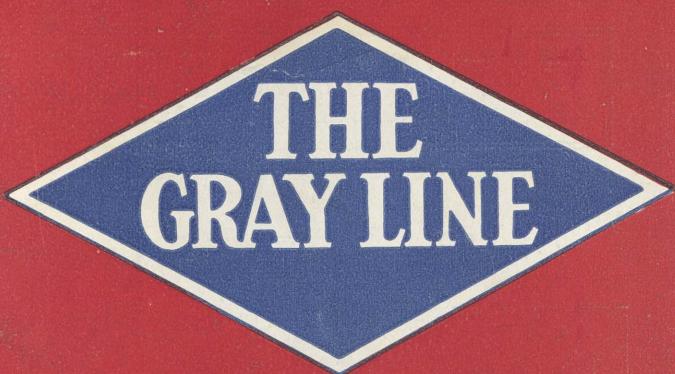
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TELEPHONE FRANKLIN 3341

FREE MAP AND GUIDE

SEEING
CHICAGO
AND THE 1934
WORLD'S
FAIR



THE
OFFICIAL
WORLD'S FAIR
SIGHT-SEEING
COMPANY



TELEPHONE FRANKLIN 3341



EDGEWATER BEACH YACHT CLUB
EDGEWATER BEACH HOTEL
5300 BLOCK - SHERIDAN ROAD
CHICAGO, ILLINOIS.



SEEING CHICAGO AND THE 1934 WORLD'S FAIR

CHICAGO—Takes Pleasure in Offering to the Millions of Visitors to Our World's Fair—The Gray Line—the Official World's Fair Sight-Seeing Company—the Intelligent and Economical Way to See and Know Chicago and the Century of Progress. Use the Gray—All the Way.

THE GRAY LINE
IS THE OFFICIAL
WORLD'S FAIR
SIGHT-SEEING
COMPANY



THE GRAY LINE
IS THE OFFICIAL
WORLD'S FAIR
SIGHT-SEEING
COMPANY

One of Our Large Fleet of Gray Line De Luxe Parlor Sight-Seeing Coaches

Eight Distinctive Personally Conducted Gray Line Tours

TOUR A—WORLD'S FAIR WONDER TOUR

Gray Line-Greyhound Special and Exclusive
For Complete Details See Page One

TOUR B—COMPLETE TOUR OF CHICAGO

New 1934 General Gray Line Grand Tour
For Complete Details See Pages Two and Three

TOUR C—ALL DAY—ALL EXPENSES PAID TOUR

World's Fair and Chicago Complete
For Complete Details See Pages Four and Five

TOUR D—BEAUTIFUL EVANSTON, NORTHWESTERN UNIVERSITY AND FORT SHERIDAN TOUR

For Complete Details See Page Eight

TOUR E—STOCKYARD AND PACKINGTOWN TOUR

A Gray Line Favorite
For Complete Details See Page Nine

TOUR F—CHICAGO—SOUTH TOUR

One of the Gray Line Shorter Tours
For Complete Details See Page Ten

TOUR G—CHICAGO—NORTH TOUR

Another of the Gray Line Shorter Tours
For Complete Details See Page Eleven

TOUR H—CHICAGO BY NIGHT TOUR

Our Most Important Gray Line Tour
For Complete Details See Pages Twelve and Thirteen

All Tours Operated on Daylight Savings Time During Daylight Savings Season

Gray Line Sight-Seeing Company of Chicago

JOHN A. RITCHIE, President
Gray Line Is Affiliated with Chicago Motor Coach Company

Executive Offices: 10 North La Salle Street, Chicago, Ill., U. S. A.

Cable Address: Grayline—Chicago

1934 World's Fair Gray Line Office: A Century of Progress Exposition, Chicago

For All World's Fair and Chicago Sight-Seeing Information and Reservations Telephone **FRANKLIN 3341**
Passengers Called for At All Points Within Loop Free of Charge



CHICAGO GRAY LINE STARTING POINTS AND BRANCH OFFICES

STEVENS HOTEL

Michigan Boulevard at 7th Street

GREAT NORTHERN HOTEL

Jackson Boulevard at Dearborn

KNICKERBOCKER HOTEL

Walton Place near Michigan

PALMER HOUSE

State and Monroe Streets

ATLANTIC HOTEL

Clark Street near Jackson Boulevard

BLACKSTONE HOTEL

Michigan Boulevard at 7th Street

MORRISON HOTEL

Madison at Clark Street

SHERMAN HOTEL

Randolph Street at Clark

LA SALLE HOTEL

La Salle at Madison Street

HARRISON HOTEL

Wabash Avenue at Harrison Street

DRAKE HOTEL

Michigan Blvd. at Lake Shore Drive

BISMARCK HOTEL

Randolph Street at Wells

LEXINGTON HOTEL

Michigan Boulevard at 22nd Street

ALLERTON HOTEL

No. Michigan Boulevard at Superior

All Railroad Stations, and Greyhound Bus Terminal, 1157 South Wabash Avenue

Telephone **Franklin 3341** Connecting all Gray Line Starting Points and Branch Offices. Call This Number for All World's Fair and Chicago Sight-Seeing Information and Reservations

PASSENGERS CALLED FOR AT ALL POINTS WITHIN LOOP FREE OF CHARGE

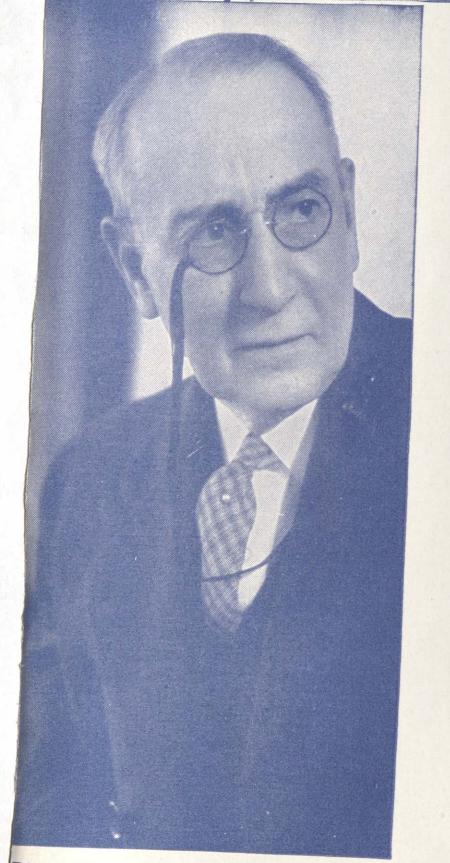
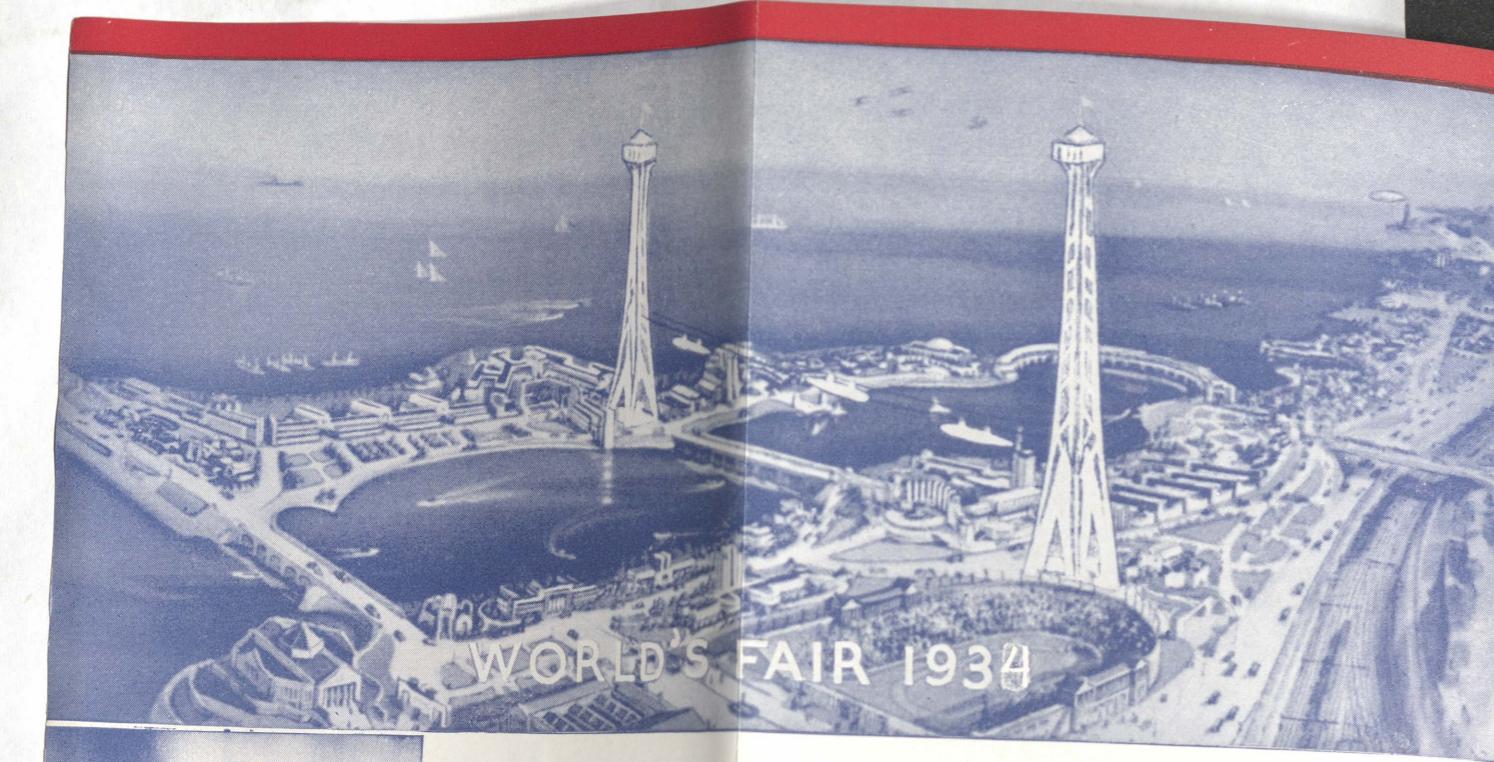
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500,000 Printed 3-34

THE FRED J. RUBLEY CO., CHICAGO





A CENTURY OF PROGRESS

ADMINISTRATION BLDG.
CHICAGO

RUFUS C. DAWES
PRESIDENT

Gray Line Sight-Seeing Company,
Executive Offices
10 North La Salle Street,
Chicago, Illinois.

May 1, 1934

Gentlemen:

The thousands of tourists who use Gray Line services will be deeply interested to know that the 1934 Fair will be more interesting when we consider all the attractive features that are being added.

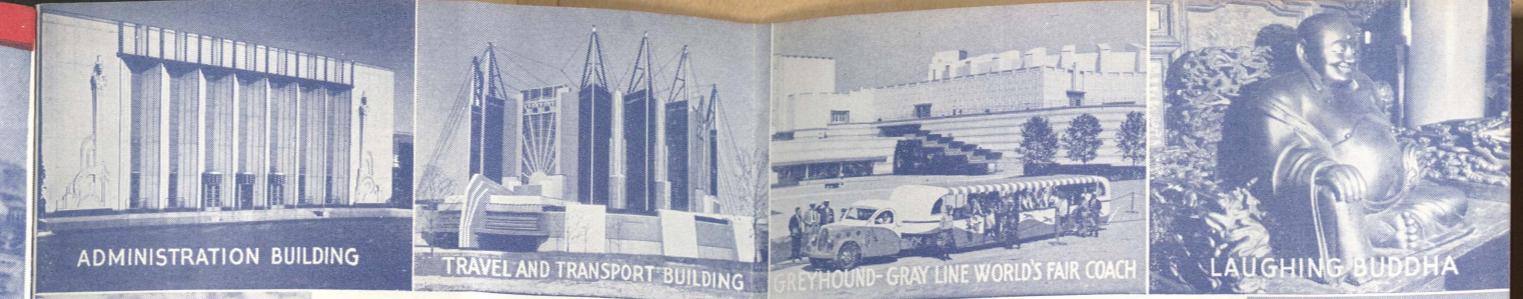
In view of these things and the improved business conditions, we feel encouraged to think there will be a better attendance this year.

The Gray Line is to be complimented on the splendid service it rendered the visitors who attended our Century of Progress last year, and we are sure your operations for 1934 will be equally satisfactory.

Yours very truly,

RUFUS C. DAWES, PRESIDENT
A CENTURY OF PROGRESS
1934 CHICAGO WORLD'S FAIR

Rufus C. Dawes
President.



1934 THE GRAYLINE 1934

Tour A
Special and Exclusive
Gray Line-Greyhound Personally Conducted
World's Fair Wonder Tour

Exclusively Offered by the Gray Line and Operated in Conjunction with World's Fair Greyhound Lines

Time of Tour About 2½ Hours — Stop-Over Permitted

Passengers, if they so desire, may STOP-OVER inside of the Grounds on completion of this tour and return to their Gray Line Starting Point on any later coach. Fare: \$2.00 Round Trip, Including Admission to Grounds, all Transportation Charges and Guide Services. **This Tour leaves all Gray Line Starting Points Every Half Hour, on the Half Hour and Hour, from 9:30 a.m. to 10:00 p.m. Every Day, Sundays and Holidays included, during entire period of Fair.**

The World's Fair Grounds being over three miles in length and nearly a half mile wide, the Intelligent Way for the Visitor to Chicago to get a Comprehensive Idea of the Greatness and Magnificence of this, The Greatest Exposition Ever Known To Man, is to FIRST make this EXCLUSIVE GRAY LINE-GREYHOUND WORLD'S FAIR WONDER TOUR.

Under the personal guidance of our specially trained Gray Line College *This Tour is not sold inside of the Grounds and can be purchased only at Gray Line Offices and Starting Points or through Gray Line Agents.*

PAGE NUMBER ONE



Tour B
Gray Line New 1934 General and
Complete Tour of Chicago



A Personally Conducted Gray Line Grand Tour of Chicago including Loop and World's Famous Parks and Boulevards. A Gorgeous Panoramic View of 1934 World's Fair Grounds and Beautiful Skyline of Chicago, Chicago University, Grounds and Buildings of Old Chicago World's Fair of 1893, Edgewater Beach District, Loyola University and Mundelein College, etc. Follows closely the South and North Shores of Chicago's Parkway Waterfront along Lake Michigan.

50 Mile Tour

Time About 3 Hours

Fare \$2.50, Includes Everything

Over 500 major points of interest passed and explained thoroughly by your Gray Line College Student Lecturer on this New 1934 Chicago Tour.

WORLD'S FAIR GRAY LINE SCHEDULE
MAY 15TH TO NOVEMBER 15TH, 1934

This Gray Line New General Complete Tour of Chicago leaves all Gray Line starting points (see inside front cover for complete list of Gray Line starting points).

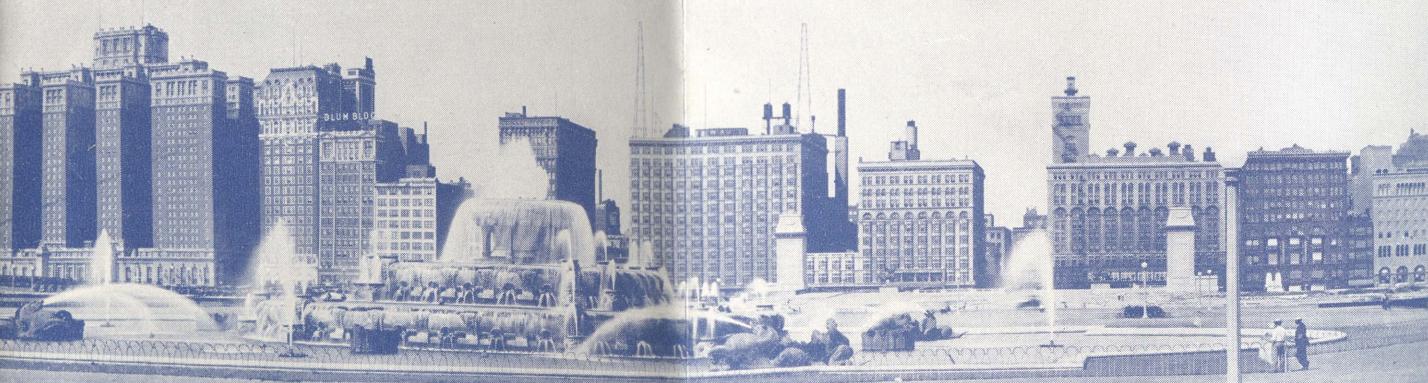
Departures Every Half Hour on the Hour and Half Hour
8:00 A. M. to 6:00 P. M.

DAILY, INCLUDING SUNDAYS AND HOLIDAYS

Pre-Fair and Post-Fair schedule before May 15th and after November 15th, 10:00 and 11:00 A. M.; 1:00 and 2:00 P. M.

This Tour Operated Every Day Throughout the Year

PAGE NUMBER TWO



SKY LINE OF CHICAGO SHOWING

STOPS ON THIS TOUR MADE AT TAFT'S FOUNTAIN OF TIME, CHICAGO UNIVERSITY CHAPEL, AND NATIONAL WAR MEMORIAL OF THE ELKS, WHEN THESE BUILDINGS ARE OPEN TO THE PUBLIC.

Tour B

Complete Chicago Tour—Continued

In coming to our great city of Chicago we welcome you, our guests, to the world's most interesting and progressive city. This Gray Line New General and Complete Tour of Chicago was designed to meet your needs, to show you Chicago completely in the shortest possible time. **THIS IS THE ONLY TOUR THAT SHOWS YOU CHICAGO OF TODAY.**

This Grand Tour of Chicago is one of America's most interesting and educational tours. Seated in our comfortable coach you have unfolded before your eyes the greatness of the second largest city of the United States. Years of study and planning by us has made this the Perfect Tour. For over twenty years the sightseeing public throughout America have looked to GRAY LINE for Service, Satisfaction and Safety.

Thousands of tourists traveling in their own motor cars each year park them when they come to Chicago and make our GRAY LINE tours to

PAGE NUMBER THREE



GRANT PARK AND MICHIGAN BOULEVARD

avoid congestion, to see and know Chicago properly, and to safeguard their machines against accidents and damage.

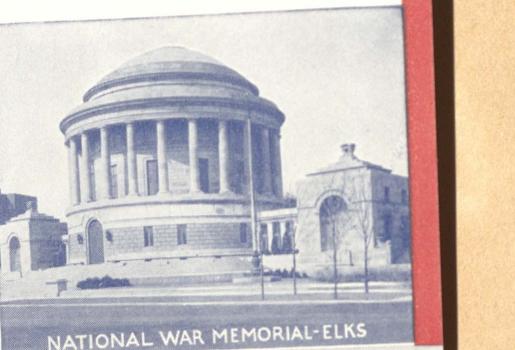
Every visitor to Chicago should make this GRAY LINE New 1934 GENERAL and COMPLETE TOUR OF CHICAGO.

Telephone our main switchboard, Franklin 3341, connecting all GRAY LINE Starting Points and Branch Offices for all Chicago Sight-Seeing Information and Reservations. Remember we call for passengers for all GRAY LINE tours at any point within the Loop.

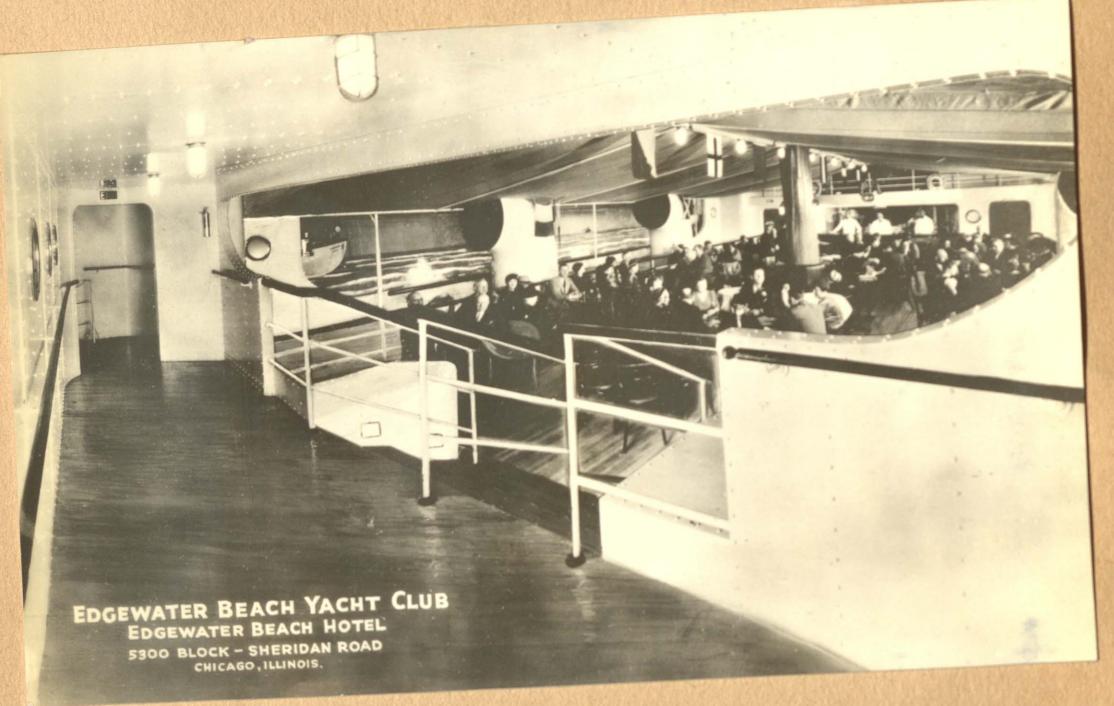
WHEN YOU RIDE WITH CHICAGO GRAY LINE YOU ARE RIDING WITH THE OFFICIAL WORLD'S FAIR SIGHT-SEEING COMPANY.

Gray Line of Chicago reserves the right to use coaches of affiliated companies as well as their own fleet for all tours.

**SEE MAP
 PAGES 6 AND 7
 FOR OUTLINE
 OF THIS NEW
 GRAY LINE
 COMPLETE
 TOUR OF
 CHICAGO**



NATIONAL WAR MEMORIAL-ELKS



**EDgewater BEACH YACHT CLUB
 EDgewater BEACH HOTEL
 5900 BLOCK - SHERIDAN ROAD
 CHICAGO, ILLINOIS.**



Tour C
Gray Line All Day—All Expenses Paid Tour — Continued

The Ideal All-Day Program

combines New 1934 Gray Line General and Complete Tour of Chicago and Exclusive Gray Line-Greyhound World's Fair Wonder Tour.

EVERY visitor to Chicago and the 1934 World's Fair, whether you plan to visit for one day or for weeks, should make this Perfect One Day Tour. A comprehensive introduction to everything and personally escorted by one of our Gray Line College Student Lecturers. You will see and learn more of the World's Fair and Chicago on this trip than you would in two weeks going about by yourself.

It is most economical, for it includes your admission to the Fair and your luncheon. No fuss or worry, and on every Gray Line Tour you are invited to ask all the questions you desire, you are assured of an intelligent and courteous answer.

YOU ARE STRONGLY ADVISED TO MAKE THIS TOUR ON YOUR FIRST DAY IN CHICAGO OR AS SOON AS POSSIBLE THEREAFTER.

See and know Chicago and the World's Fair right by making our various Gray Line Tours.

CHICAGO GRAY LINE

The real measure of our success comes from the man behind the megaphone—the lecturer. The various colleges and schools send us men for these positions. Coming to us in their freshmen year and remaining in CHICAGO GRAY LINE service during their entire college career naturally gives us the best lecturing staff in the country.

Our lecturers are all gentlemanly, courteous, of good appearance and personality. Every man is a trained public speaker and an honor student of his class.

A feature of every CHICAGO GRAY LINE lecture is the entire absence of jokes and facetious remarks. Each CHICAGO GRAY LINE lecture is the result of long study and research, and the historical, commercial and industrial facts are absolutely accurate.

NO POSTAL CARDS OR OTHER ARTICLES ARE SOLD ON GRAY LINE COACHES



PAGE NUMBER FIVE

Tour C
A Perfect Day in Chicago — Gray Line
All Day—All Expenses Paid Tour



WORLD'S FAIR AND CHICAGO PERSONALLY CONDUCTED AND COMPLETE IN ONE DAY
ALL FOR \$5.00 INCLUDING LUNCHEON

This Tour Leaves All Gray Line Starting Points Every Day Throughout the Fair Including Sundays and Holidays

Departures Every Half Hour on the Hour and Half Hour 8:00 A. M. to 11:00 A. M.

Time of Tour Complete Approximately 7 Hours and Stop-Over Time

Permitted Inside of World's Fair Grounds if Desired

EXCLUSIVELY A GRAY LINE-GREYHOUND FEATURE TRIP

Sold Only at Gray Line Starting Points and by Authorized Gray Line Agents Everywhere

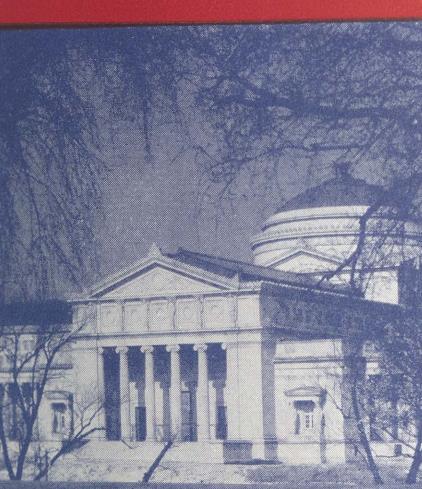
TELEPHONE FRANKLIN 3341 FOR ALL RESERVATIONS AND INFORMATION

See Inside Front Cover for Complete List of All Chicago Gray Line Starting Points

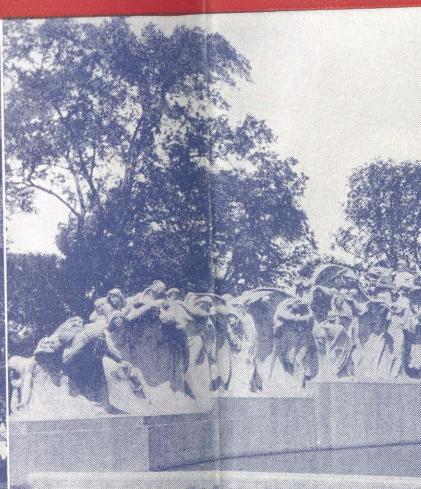
SPECIAL SOUVENIR ADMISSION TICKETS TO WORLD'S FAIR ON SALE AT ALL GRAY LINE OFFICES

THE GRAY LINE
IS THE OFFICIAL WORLD'S FAIR SIGHT SEEING COMPANY

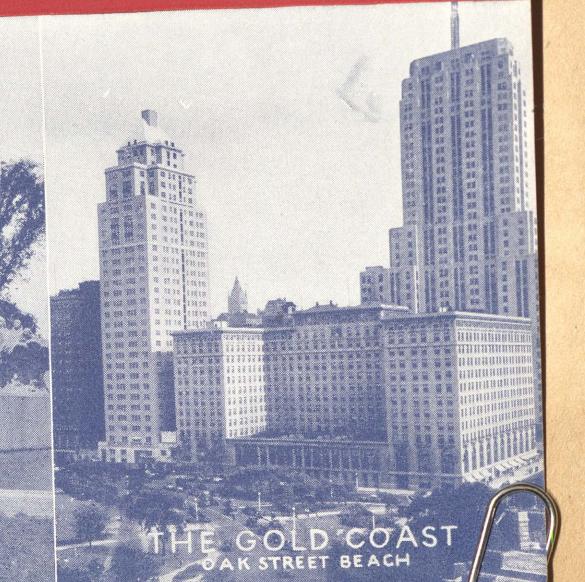
PAGE NUMBER FOUR



MUSEUM OF SCIENCE & INDUSTRY IN JACKSON PARK



FOUNTAIN OF TIME



THE GOLD COAST
 OAK STREET BEACH



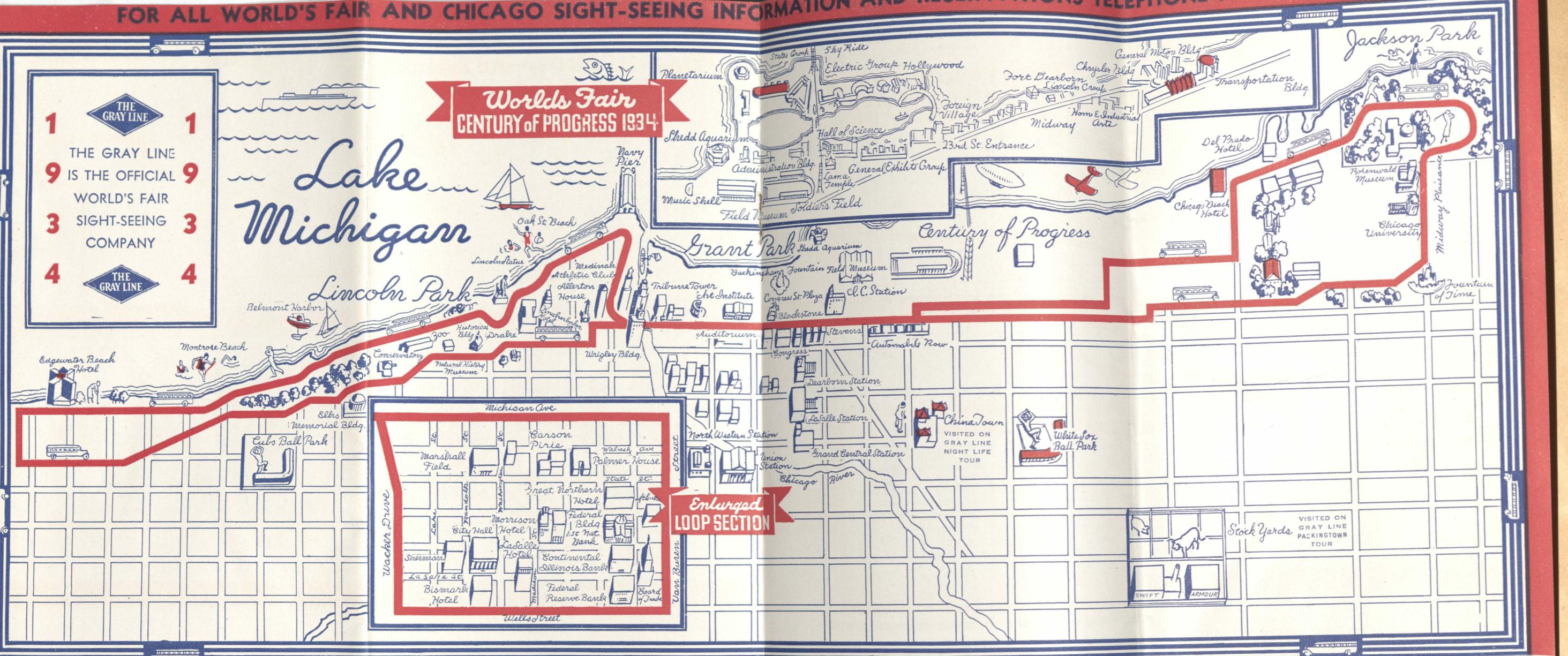
EGEWATER BEACH YACHT CLUB
 EGEWATER BEACH HOTEL
 5500 BLOCK - SHERIDAN ROAD
 CHICAGO, ILLINOIS.

FOR ALL WORLD'S FAIR AND CHICAGO SIGHT-SEEING INFORMATION AND RESERVATIONS TELEPHONE FRANKLIN 3341

1 THE GRAY LINE 1
9 IS THE OFFICIAL 9
WORLD'S FAIR 3
SIGHT-SEEING 3
COMPANY 4
4 THE GRAY LINE

Lake Michigan

Worlds Fair
CENTURY of PROGRESS 1934



THE GRAY LINE
TELEPHONE
FRANKLIN 3341
FOR ALL INFORMATION
AND RESERVATIONS

Eight Distinctive Gray Line Personally Conducted Tours

THE GRAY LINE
TELEPHONE
FRANKLIN 3341
FOR ALL INFORMATION
AND RESERVATIONS

Tour A
WORLD'S FAIR
WONDER TOUR
Special and Exclusive
Operated by
Gray Line-Greyhound Line
Time 2½ hours. Stop-over inside of
Fair Grounds Permitted.
Fare, \$2.00
Including Admission to Grounds
Departures Daily, including Sundays
and Holidays, Every Half Hour.
9:30 A. M. to 10:00 P. M.
READ PAGE 1 FOR FULL DETAILS

Tour B
NEW GENERAL TOUR
OF CHICAGO
ALL DAY
ALL EXPENSE TOUR
A most complete tour of Chicago,
including Loop, Old World's Fair
Grounds, World's Famous Parks and
Boulevards, Edgewater Beach District,
Stops at Chicago University Chapel
and Elks Memorial.
Fare, \$2.50—Time, About 3 Hours.
Departures Daily, including Sundays
and Holidays, Every Half Hour.
8:00 A. M. to 6:00 P. M.
READ PAGES 2 AND 3 FOR FULL
DETAILS

Tour C
ALL DAY
ALL EXPENSE TOUR
The Ideal All-Day Program includes
New General Tour of Chicago and ex-
clusive Gray Line-Greyhound World's
Fair Wonder Tours.
ALL FOR \$5.00
(Including Luncheon)
This exclusive Gray Line Tour leaves
all Gray Line starting points every day
—including Sundays and Holidays—
Every Half Hour, from
8:00 A. M. to 11:00 A. M.
8:00 P. M. Only
READ PAGES 4 AND 5 FOR FULL
DETAILS

Tour D
BEAUTIFUL EVANSTON,
NORTHWESTERN UNIVERSITY
AND FORT SHERIDAN
Including Evanston, N. W. University
Home of Gen. Charles Dawes and
Fort Sheridan. Follow the North Shore
Along Lake Michigan. The Finest Tour
out of Chicago. Time, about 4 hours.
ALL FOR \$5.00
(Including Luncheon)
This exclusive Gray Line Tour leaves
all Gray Line starting points every day
—including Sundays and Holidays—
Every Half Hour, from
8:00 A. M. to 11:00 A. M.
8:00 P. M. Only
READ PAGES 4 AND 5 FOR FULL
DETAILS

Tour E
STOCKYARDS AND
PACKINGTOWN
Including Evanston, N. W. University
Home of Gen. Charles Dawes and
Fort Sheridan. Follow the North Shore
Along Lake Michigan. The Finest Tour
out of Chicago. Time, about 4 hours.
ALL FOR \$5.00
(Including Luncheon)
This exclusive Gray Line Tour leaves
all Gray Line starting points every day
—including Sundays and Holidays—
Every Half Hour, from
8:00 A. M. to 11:00 A. M.
8:00 P. M. Only
READ PAGES 4 AND 5 FOR FULL
DETAILS

Tour F
CHICAGO
NORTH TOUR
All Points of Interest on North Side.
Visit Old World's Fair Grounds and
pass New. Stop made at Chicago
University Chapel and Taft's Fountain of
Time.
Time, 2½ Hours—Fare, \$1.50
Departures Daily Except Sundays and
Holidays, 10:00 A. M. and 1:00 P. M.
Saturdays—10:00 A. M. Only
8:00 A. M. to 7:30 P. M.
READ PAGE 9 FOR FULL DETAILS

Tour G
CHICAGO
SOUTH TOUR
All Points of Interest on South Side.
Visit Old World's Fair Grounds and
pass New. Stop made at Chicago
University Chapel and National War
Memorial of Elks.
Time, 2½ Hours—Fare, \$1.50
Departures Daily including Sundays
and Holidays, Every Half Hour
8:00 A. M. to 6:00 P. M.
READ PAGE 10 FOR FULL DETAILS

Tour H
CHICAGO BY NIGHT
TOUR
A Tour Unusual, Strange and Dif-
ferent—Chinatown, The Ghetto, Little
Italy, Hoboken, Bughouse Square.
Stops made at Chinatown City Hall,
Hull House and Bughouse Square.
Time, 2½ Hours—Fare \$2.00
Departures Daily, including Sundays
and Holidays, Every Half Hour
7:00 P. M. to 10:00 P. M.
READ PAGES 12 AND 13 FOR FULL
DETAILS

See list of Gray Line Starting Points on inside front cover.

PAGE NUMBER SIX

PAGE NUMBER SEVEN

See list of Gray Line Starting Points on inside front cover.



EDgewater Beach Yacht Club
EDgewater Beach Hotel
5300 BLOCK - SHERIDAN ROAD
CHICAGO, ILLINOIS.



Tour D
Beautiful Evanston
Northwestern University and Fort Sheridan Tour
60 Miles
Time About 4 Hours
Fare \$3.00 Round Trip

THE FINEST HALF DAY TOUR OUT OF CHICAGO

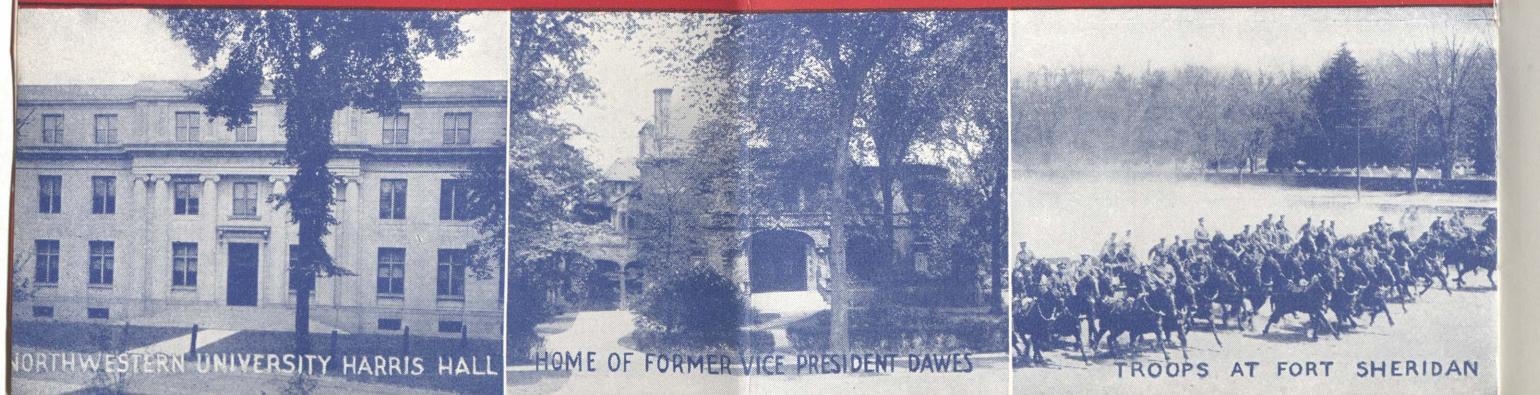
Follows the Beautiful Shore Line of Lake Michigan through the North Shore Suburbs of Chicago, the Millionaire Residential section of this great city. Through Evanston we pass the campus of Northwestern University and the Main Buildings of the College; Home of that noted American, Former Vice-President of the United States, Gen. Charles Dawes. Through Wilmette, Winnetka, Hubbard Woods, Highland Park and the United States Military Reservation at Fort Sheridan. This is a tour everyone should make, for the North Shore of Chicago is the most beautiful section of America—a sight-seeing trip you will never forget.

This Tour operated every day throughout the year with a minimum of four passengers from all Gray Line starting points.

Departures Every Day, Including Sundays and Holidays at 2:00. P M. Only

For Complete List of All Gray Line Branch Offices and Starting Points, See Opposite Page Number Nine.

PAGE NUMBER EIGHT



NORTHWESTERN UNIVERSITY HARRIS HALL

HOME OF FORMER VICE PRESIDENT DAWES

TROOPS AT FORT SHERIDAN

Tour E
New Gray Line
Stock-Yards and Packingtown Tour

25 Miles **Time About 2½ Hours** **Fare \$1.50 Round Trip**

This tour operated throughout the year with minimum of four passengers every day, excepting Sundays and holidays. This tour leaves all Gray Line Starting Points (listed below) at 10:00 A. M. and 1:00 P. M.; Saturdays 10:00 A. M. only; Mondays 1:00 P. M. only.

Complete Tour Made Through Interior of One of Chicago's Leading Packing Houses

CHICAGO leads the world in the meat packing industry. To know Chicago one must see the yards and packing plants. Our tour takes you directly through the yards to the visitors' entrance of one of the world's leading plants. Here you are met by a special representative of the company and you are guided by him through the various departments and each operation is fully explained. Each process is followed from the animals reaching the yard until the meat is ready for delivery.

This is truly an educational and intensely interesting tour and you should not leave Chicago without an intimate Gray Line view of the Great Industry that First Made Chicago Famous.

SPECIAL SOUVENIR ADMISSION TICKETS TO WORLD'S FAIR ON SALE AT ALL GRAY LINE OFFICES

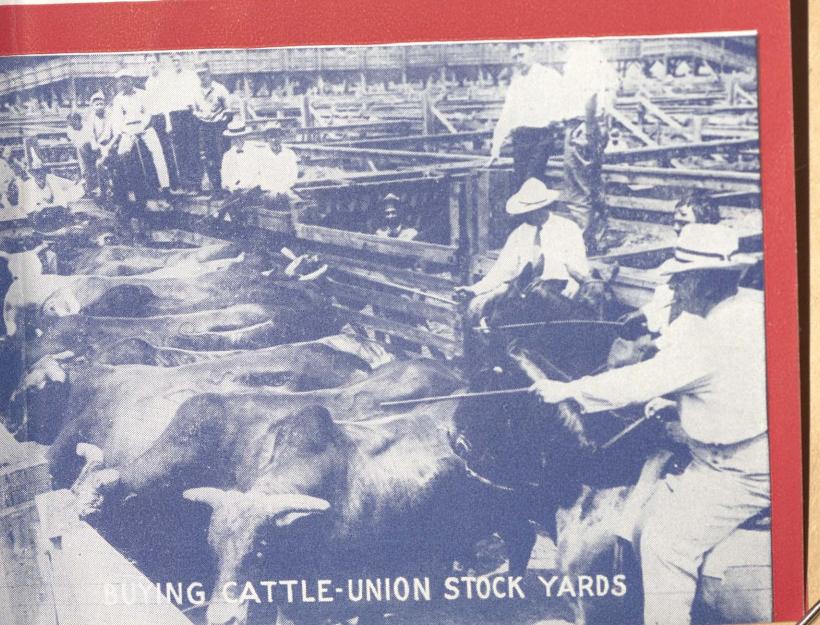
THE MOST INSTRUCTIVE AND EDUCATIONAL TOUR IN AMERICA

PAGE NUMBER NINE

Chicago Gray Line Starting Points

STEVENS HOTEL Michigan Blvd. at 7th St.	HARRISON HOTEL Wabash Ave. at Harrison
PALMER HOUSE State and Monroe Sts.	DRAKE HOTEL Michigan Blvd. at Lake Shore Drive
MORRISON HOTEL Madison at Clark St.	BISMARCK HOTEL Randolph St. at Wells
SHERMAN HOTEL Randolph St. at Clark	KNICKERBOCKER HOTEL Walton Pl. near Michigan
LA SALLE HOTEL La Salle at Madison St.	BLACKSTONE HOTEL Michigan Blvd. at 7th St.
GREAT NORTHERN HOTEL Jackson Blvd. at Dearborn	LEXINGTON HOTEL Michigan Blvd. at 22nd St.
ATLANTIC HOTEL Clark St. near Jackson Blvd.	ALLERTON HOTEL N. Mich. Blvd. at Superior
All Railroad Stations, and Greyhound Bus Terminal, 1157 South Wabash Avenue	

TELEPHONE FRANKLIN 3341 FOR ALL CHICAGO AND WORLD'S FAIR SIGHT-SEEING INFORMATION AND RESERVATIONS



BUYING CATTLE-UNION STOCK YARDS



EDgewater BEACH YACHT CLUB
EDgewater BEACH HOTEL
5900 BLOCK - SHERIDAN ROAD
CHICAGO, ILLINOIS



Tour F Chicago South Tour

25 Miles Time About 1½ Hours Fare \$1.50

Stops made at new University of Chicago Chapel, when open, and Taft's Fountain of Time.

THIS TOUR RECOMMENDED FOR TOURISTS
WITH A LIMITED AMOUNT OF TIME

Departures Every Half Hour from All Gray Line Starting Points (see Inside Front Cover for complete list) from 9:30 A. M. to 7:30 P. M. Daily, including Sundays and Holidays.

VIEW OLD WORLD'S FAIR GROUNDS AND BUILDINGS
OF 1893. SEE THE PANORAMIC VIEW OF
NEW WORLD'S FAIR

A DISTINCT New and Original Tour of the Loop and South Side affording the tourist an opportunity to enjoy the beauties, splendor and magnificence of Chicago. South Michigan Boulevard, Grant, Jackson and Washington Parks are seen at their best. Gray Line Tours make it easy for you to see comfortably and conveniently the many wonders of this wonder city.

PAGE NUMBER TEN

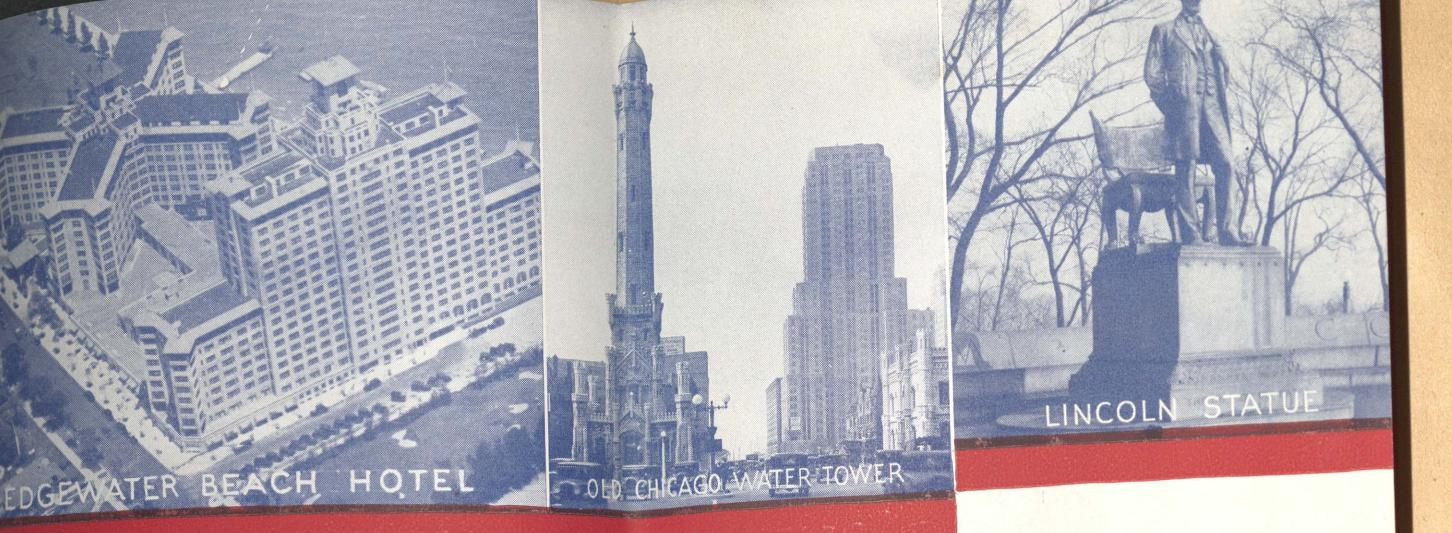
PASSENGERS ARE STRONGLY URGED TO MAKE OUR TOUR B, THE GENERAL AND COMPLETE TOUR OF CHICAGO, WHICH INCLUDES ALL OF THIS TOUR AS WELL AS ALL OF TOUR G. THE SAVING IS CONSIDERABLE.

Passengers driving their own cars are advised to park them and make our various sight-seeing tours. In this way they avoid all chance of damage to their cars and they see Chicago, via the Gray Line, without worry and in a thorough and economical manner.

**Special Souvenir Admission Tickets
to World's Fair On Sale at All Gray
Line Offices**

Special trips arranged to National Shrine of the Little Flower, St. Clara's Carmelite Church. Rates quoted on application.

OUR BUSINESS IS BASED UPON INDIVIDUAL PERSONAL SERVICE AND EVERY POSSIBLE PRECAUTION IS TAKEN FOR THE SAFETY AND COMFORT OF OUR PASSENGERS. ONLY THE MOST COMPETENT AND CAREFUL DRIVERS ARE EMPLOYED—MEN OF LONG EXPERIENCE, WHOSE FIRST AND LAST THOUGHT IS FOR THE SAFETY AND COMFORT OF YOU, OUR GUESTS.



Tour G Chicago North Tour

25 Miles Time About 1½ Hours Fare \$1.50

Stops made at new \$4,000,000 War Memorial of the Elks, when open, and famous St. Gauden statue of Lincoln.

THIS TOUR RECOMMENDED FOR TOURISTS
WITH A LIMITED AMOUNT OF TIME

Departures Every Half Hour from All Gray Line Starting Points (see Inside Front Cover for complete list) from 8:00 A. M. to 6:00 P. M. Daily, including Sundays and Holidays.

VIEW THE FAMOUS LINCOLN PARK
NORTH SIDE DISTRICT OF CHICAGO,
THE NOTED EDGEWATER BEACH HOTEL,
LOYOLA UNIVERSITY
AND
MUNDELEIN COLLEGE

THE Short Tour Supreme, teeming with interest every moment from start to finish, includes the Loop, Gold Coast and Beaches, Lower Level of Wacker Drive, Navy Pier, Lincoln Park, Zoo and Conservatory, Belmont Harbor, Edgewater Beach Hotel. We pass through Tower Land and view the Tribune, Wrigley, Medinah and Allerton Towers.

PAGE NUMBER ELEVEN

PASSENGERS ARE STRONGLY URGED TO MAKE OUR TOUR B, THE GENERAL AND COMPLETE TOUR OF CHICAGO, WHICH INCLUDES ALL OF THIS TOUR AS WELL AS ALL OF TOUR F. THE SAVING IS CONSIDERABLE.

The Palmolive Building with its Lindbergh Light, the most powerful aerial beacon in the world is seen. Along the lake shore is the Gold Coast, the homes of many Chicago millionaires. These are but a few of the many points of interest seen on this Gray Line Tour and explained to you by our Gray Line College Student Lecturer.

Gray Line of Chicago reserves the right to use coaches of affiliated companies as well as their own fleet for all tours.

**Special Souvenir Admission Tickets to World's
Fair On Sale at All Gray Line Offices**

THERE IS MUCH TO SEE HERE IN CHICAGO, THE
CITY BEAUTIFUL. TO SEE AND KNOW CHICAGO
RIGHT, MAKE OUR VARIOUS CHICAGO GRAY
LINE SIGHT-SEEING TOURS.



EDgewater Beach Yacht Club
EDgewater Beach Hotel
5500 BLOCK - SHERIDAN ROAD
CHICAGO, ILLINOIS.



CHICAGO BY NIGHT FROM TRIBUNE TOWER



Tour H
A TOUR UNUSUAL—STRANGE AND DIFFERENT
Chinatown and Chicago by Night
A BRAND NEW 1934 GRAY LINE NIGHT LIFE TOUR

25 Miles

Time About 2½ Hours

Fare \$2.00

Nothing Is Sold on This Tour and Your Fare of \$2.00 Includes All Admissions and Other Costs

This Tour Leaves Every Evening Including Sundays and Holidays

Schedule May to November, 1934

Departures from all Gray Line starting points (see inside front cover for complete list) every half hour on the hour and half hour from 7:00 P. M. to 10:00 P. M.

Take This Original Chicago Gray Line Tour

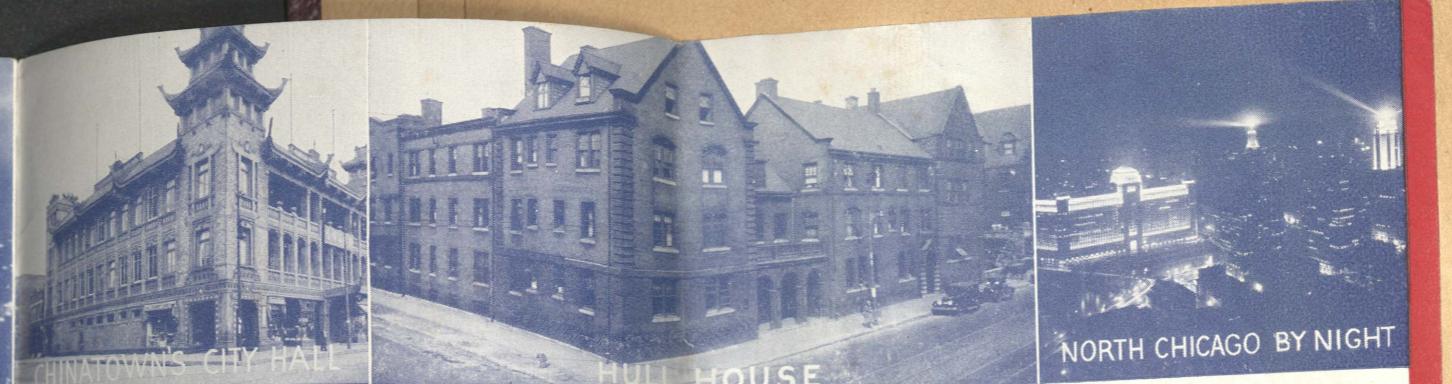
Stops made at Chinatown City Hall and Hull House (when open), Bug House Square and other points. We visit Chinatown, the Spanish and Latin Quarters, the Japanese, Mexican and Turkish Settlements, Little Italy, Little Bohemia and Little Russia. Hobo Land, the home of the "down and outers," and many other queer sights. The Ghetto and the Art Colony.

This is a Gray Line Around the World Tour all in one evening. You see Chicago's Own League of All Nations via this Gray Line Tour. Passengers may terminate this tour at one of Chicago's leading Night Clubs if they so desire.

SPECIAL SOUVENIR ADMISSION TICKETS TO WORLD'S FAIR ON SALE AT ALL GRAY LINE OFFICES

IT IS PERFECTLY SAFE FOR LADIES ALONE TO MAKE THIS TOUR

PAGE NUMBER TWELVE



Gray Line Night Life Tour—Continued

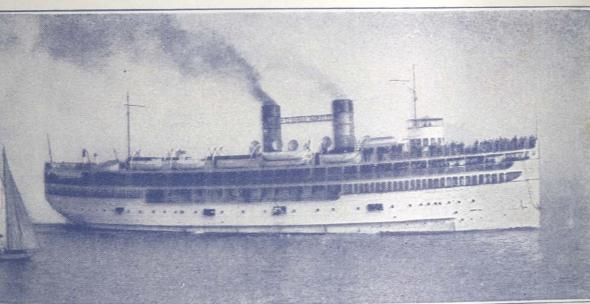
YOU WILL not want to miss this, the greatest of all Sight-Seeing Tours ever operated. We visit those sections of the city and places little frequented by the stranger, not yet by the Chicagoan himself, where we see types of people appealing to our curiosity.

We see a new and different Chicago on this Gray Line Tour. Under the shadow of the evening's darkness we have turned to the human side of the "World's Most Progressive City." No other tour in America compares with this trip and is seen at its best only with the Gray Line. SEE CHICAGO AFTER DARK.

WE RETURN YOU ON THIS TOUR TO YOUR RAILROAD STATION, LOOP OR NEAR LOOP HOTEL FREE OF CHARGE.

An Experienced Gray Line College Student Lecturer Accompanies Each Coach.

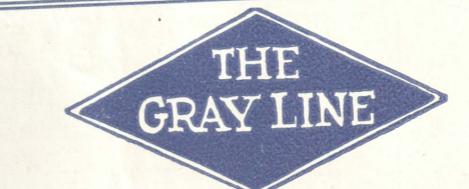
Telephone Franklin 3341
 for all World's Fair and Chicago Sight-Seeing Information and Reservations.



S. S. THEODORE ROOSEVELT

Ask at Gray Line Office for Free Boat Folders of short trips on Lake Michigan. Any Gray Line Guide or Office will oblige you, sell you your tickets and make reservations.

PAGE NUMBER THIRTEEN



A WORLD'S FAMOUS ORGANIZATION
 SIGHT-SEEING EVERYWHERE

Operated in the Following Cities of the World:

ALBANY, N. Y. HONOLULU, T. H.
 BALTIMORE, MD. KANSAS CITY, MO.
 BANFF, ALTA. LONDON, ENGLAND
 BERLIN, GERMANY LOS ANGELES, CAL.
 BOSTON, MASS. LOUISVILLE, KY.
 BUFFALO, N. Y. MILWAUKEE, WIS.
 CHARLESTON, S. C. MINNEAPOLIS,
 CHATTANOOGA, TENN. MINN.
 CHICAGO, ILL. MEXICO CITY, MEX.
 CLEVELAND, OHIO MONTREAL, QUE.
 CINCINNATI, OHIO NEW ORLEANS, LA.
 COLORADO SPRINGS, COLO. NEW YORK, N. Y.
 COLO. NIAGARA FALLS,
 DENVER, COLO. NORFOLK, VA.
 DETROIT, MICH. OGDEN, UTAH
 DULUTH, MINN. OTTAWA, ONT.
 EL PASO, TEX. PARIS, FRANCE
 GETTYSBURG, PA. PHILADELPHIA, PA.
 HAVANA, CUBA PITTSBURGH, PA.
 PORTLAND, MAINE WASHINGTON, D. C.

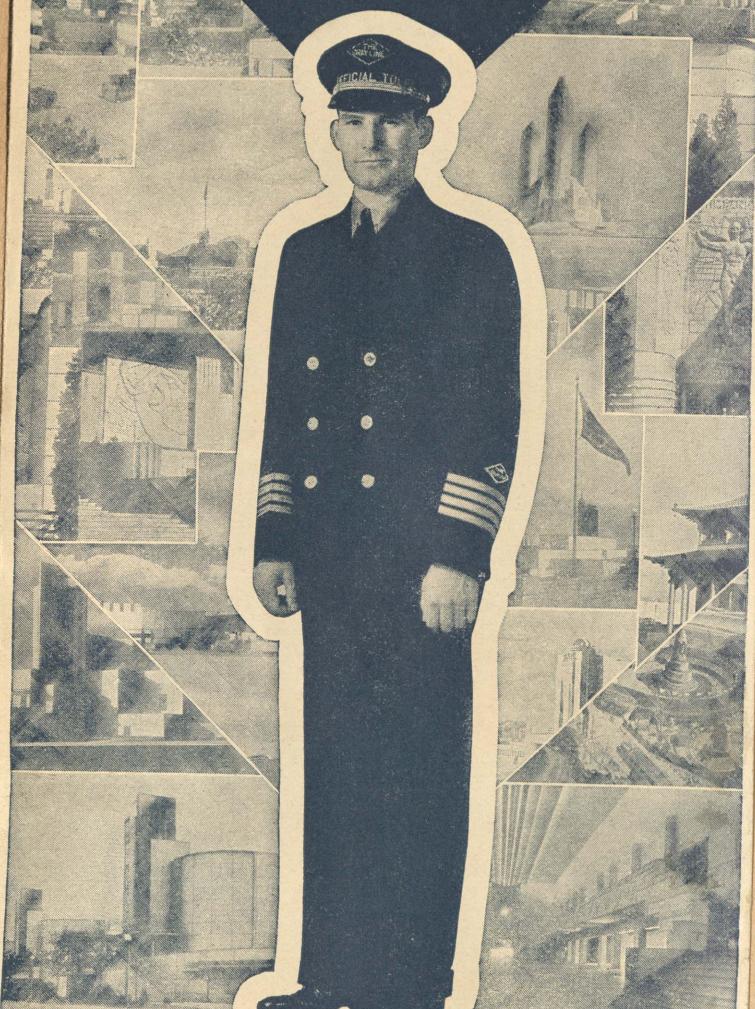
For General Guide of All Gray Line Cities
 Write or Call

CHICAGO GRAY LINE EXECUTIVE OFFICES
 10 North La Salle Street Telephone Franklin 3341
 Cable Address: Grayline-Chicago



EDGEWATER BEACH YACHT CLUB
 EDGEWATER BEACH HOTEL
 5300 BLOCK - SHERIDAN ROAD
 CHICAGO, ILLINOIS.

THE GRAY LINE **YOUR** THE GRAY LINE
INTRODUCTION
TO A CENTURY OF
PROGRESS
1934



OFFICIAL TOUR SERVICE

What Makes The
Wheels Go
'Round?

An
invitation
to visit the

**MUSEUM
of
SCIENCE
and
INDUSTRY**

1934



WORLD'S FAIR GRAY LINE
SIGHT-SEEING COMPANY
Executive Offices: 10 North La Salle Street
CHICAGO, ILL.
Cable Address, Grayline, Chicago
Gray Line Telephone, FRANKLIN 3341

\$1.00 OFFICIAL TOUR
OF
A Century of Progress

A 3 Hour PERSONALLY CONDUCTED COMPLETE TOUR AROUND the GROUNDS
AND

Through the Interior of the Principal Buildings

Gray Line College Student Guide-Lecturer Conducts Each Tour
Each Group Is Limited to About 10 or 15 Persons, Assuring
Personal Attention.

YOU ARE INVITED TO ASK QUESTIONS

NEW 1934 WORLD'S FAIR

See the interior and view the exhibits in all of the principal buildings.

SEE THE NEW 1934 WORLD'S FAIR FROM THE INSIDE

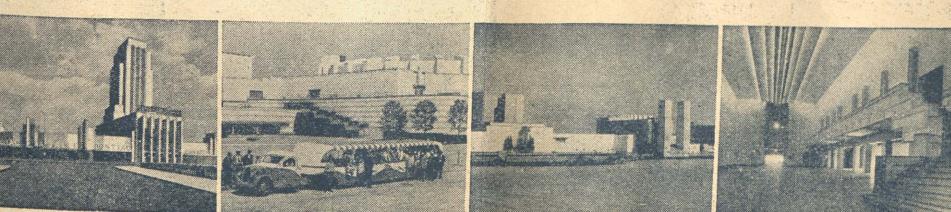
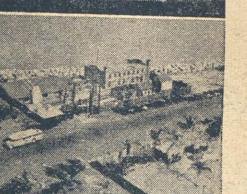
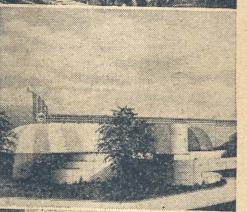
**TOURS LEAVE EVERY 5 MINUTES
FROM 10:00 A. M. TO 7:00 P. M.**

*Every Day Including Sundays and Holidays
from All Entrances of Exposition*

FARE OF \$1.00 PER PERSON INCLUDES EVERYTHING — MOTORBUS
TRANSPORTATION, GUIDE-LECTURER SERVICE, ETC.—NO OTHER CHARGES

**MAKE THIS TOUR YOUR INTRODUCTION TO
A CENTURY OF PROGRESS EXPOSITION**

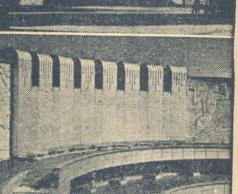
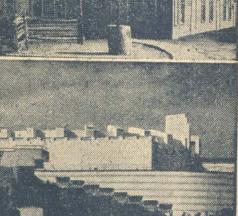
GRAY LINE SIGHT-SEEING COMPANY OF CHICAGO

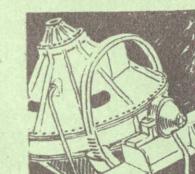
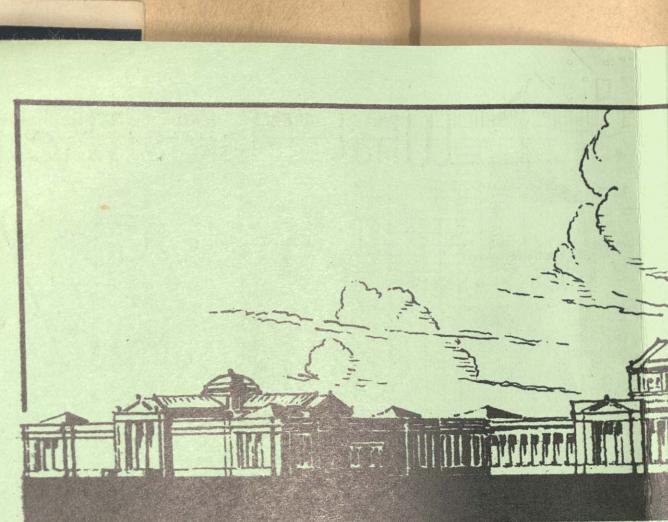


1934

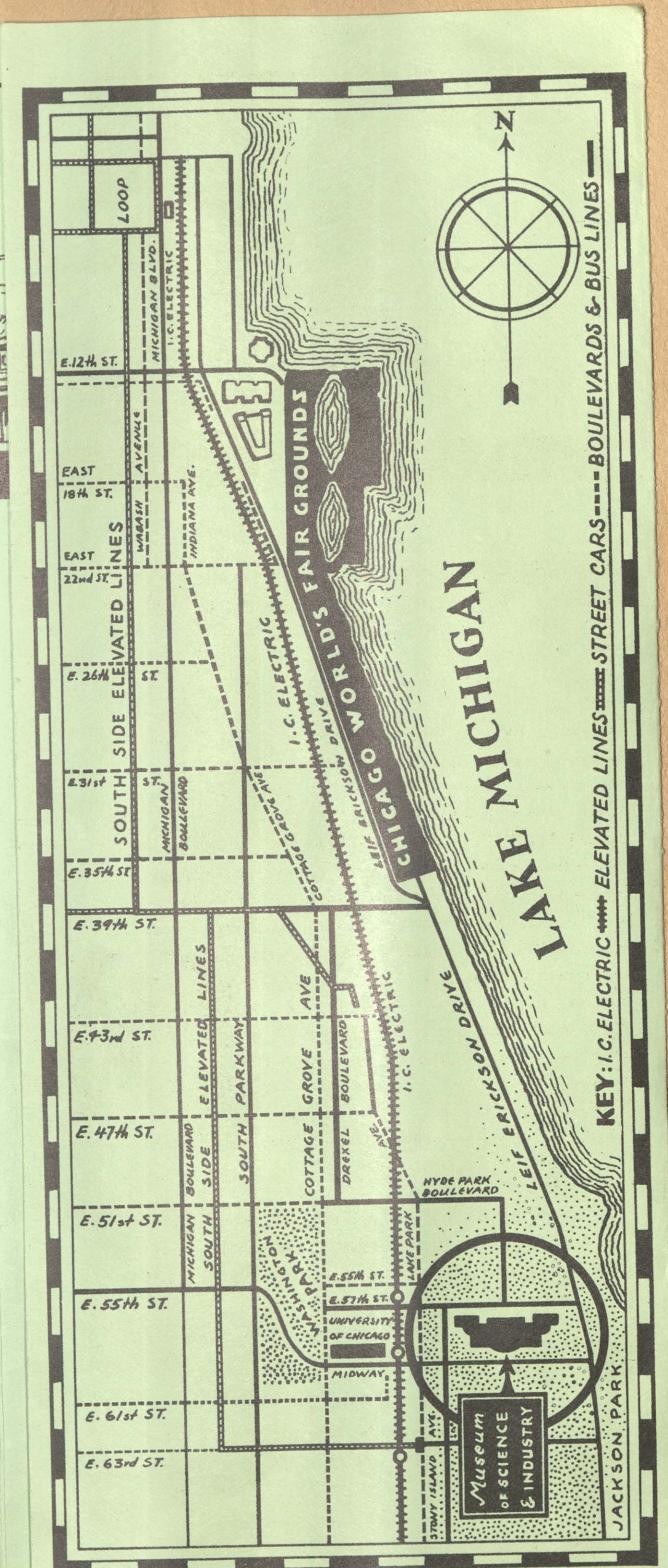
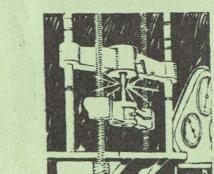


1934





ORGANIZED GROUPS of men and women are finding a new avenue for recreation and education in those halls of the Museum of Science and Industry which are now open. In the central section of the building there are several hundred fascinating exhibits depicting the marvels of modern science and engineering. Here one can see in operation the gyroscopic stabilizer which controls the rolling of ocean liners, sorting devices using photoelectric cells as electric eyes, underwater salvage work carried on by a diver, the production of artificial lightning, acoustical illusions with sound waves, an operating torpedo, the testing machine that pulls a steel bar apart, and many other masterpieces of the machine age. The Museum might well be called Chicago's House of Magic except that the seeming mysteries

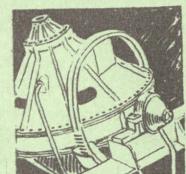
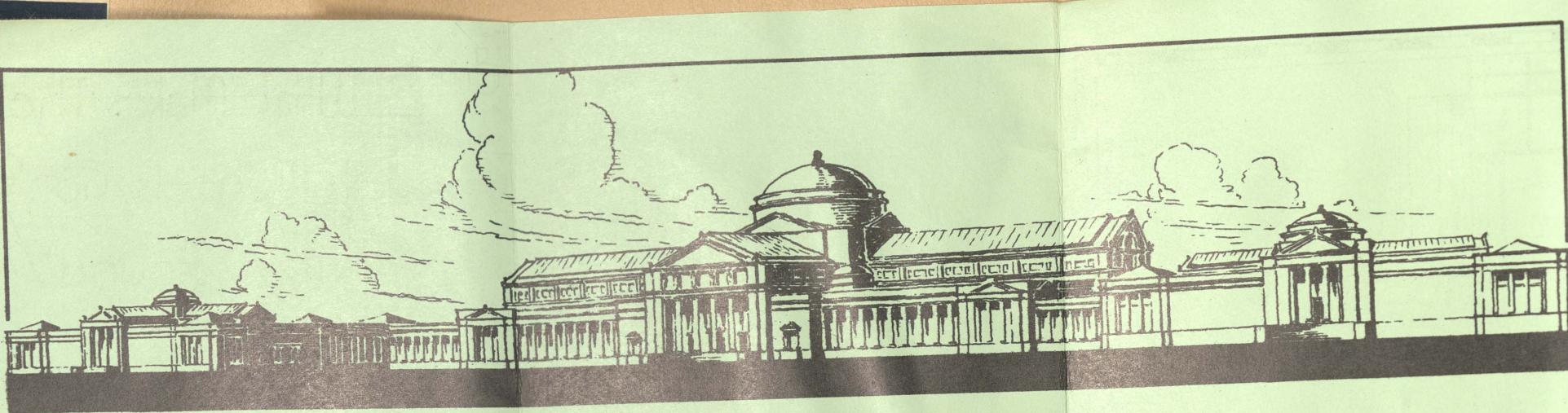




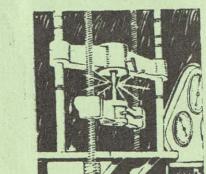
YOUR INTRODUCT TO A CENTURY PROGRESS 1934



OFFICIAL TOUR SERVICE



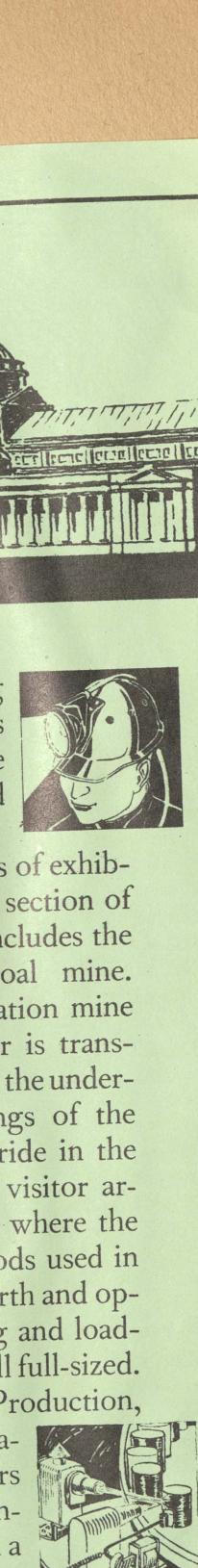
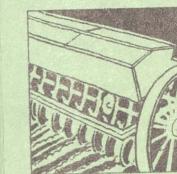
ORGANIZED GROUPS of men and women are finding a new avenue for recreation and education in those halls of the Museum of Science and Industry which are now open. In the central section of the building there are several hundred fascinating exhibits depicting the marvels of modern science and engineering. Here one can see in operation the gyroscopic stabilizer which controls the rolling of ocean liners, sorting devices using photoelectric cells as electric eyes, underwater salvage work carried on by a diver, the production of artificial lightning, acoustical illusions with sound waves, an operating torpedo, the testing machine that pulls a steel bar apart, and many other masterpieces of the machine age. The Museum might well be called Chicago's House of Magic except that the seeming mysteries



of science and engineering cease to be mysterious when their principles are explained by the trained demonstrators.

In addition to the series of exhibits mentioned above, the section of the Museum now open includes the full-sized bituminous coal mine. Descending into a regulation mine shaft the visitor is transported through the underground workings of the mine. After a ride in the mine train the visitor arrives at the working face where the miners explain the methods used in wresting coal from the earth and operate the cutting, drilling and loading machines which are all full-sized.

Exhibits on Geology, Production, Preparation and Utilization of coal afford visitors the opportunity of learning about the industry in a pleasant atmosphere.



HOURS—Daily and Sunday 10 A.M. to 6 P.M. If a large group is scheduled the Museum will remain open until 7 P.M. For groups of 250 or more a special evening tour can be arranged.

COST—Admission to the Museum building and to all exhibits except the coal mine is free every day. A charge of twenty-five cents for adults and ten cents for children is made for admission to the underground workings of the coal mine. For organized student groups the charge is ten cents a person.

GUIDE LECTURERS—When a visit is scheduled in advance the Museum will have demonstrators available without cost. The guides will direct the visitors to the exhibits and, wherever necessary, operate and explain them.

SUGGESTION—Many groups have combined a visit to the Museum with their regular meetings. A few hours are spent at the Museum in the late afternoon and a dinner in one of the nearby hotels follows.

SPEAKER—If desirable, the Museum will furnish a speaker at the dinner to present the scope and purpose of the Museum.

TRANSPORTATION — AUTOMOBILES — From North Side take outer drive to 57th Street. From West Side take Midway (59th Street) to Jackson Park.

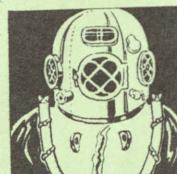
ILLINOIS CENTRAL ELECTRIC—To 57th Street. 11 minutes from Loop.

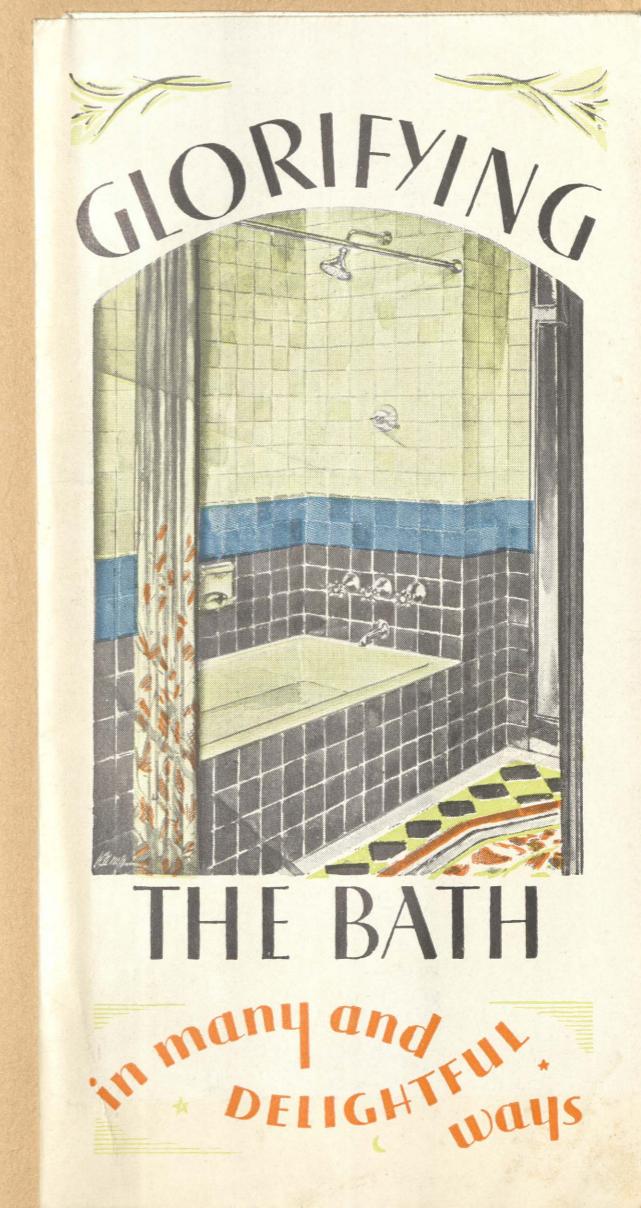
STREET CAR—Wabash-Stony Island car to 57th Street.

ELEVATED—Jackson Park "L" to end of line at 63rd Street. (Museum six blocks north.)

BUS—Nos. 1 and 2 to Building Entrance.

SCHEDULE—In view of the many groups coming to the Museum, it is advisable to schedule visits as far in advance as possible. The Museum telephone number is Plaza 8100.







THREE
CAN LIVE AS CHEAPLY AS ONE

NORGE

IF ONE OF THEM IS A

Whether you want an electric refrigerator as a convenience or as an economy, the Norge Rollator Refrigerator will give you a full measure of both.

• **SAVINGS UP TO \$11 A MONTH**—Low operating cost—generous food storage space, which permits economical buying—constant cold, which completely banishes the hazard of food spoilage—these factors make Norge Rollator Refrigeration an indispensable economy. Users report savings up to \$11 a month.

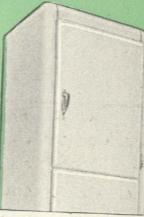
• **KEPT RIGHT—FOOD TASTES BETTER**—It is a well known fact that foods lose their fine flavor long before they actually spoil. Rollator Refrigeration, with its surplus cooling power, maintains the proper cold to protect the delicate flavor of perishable foods, regardless of how hot your kitchen may get. Only Norge has Rollator Refrigeration.

**Savings
up to
\$11.00
a month**

*Kept right
food tastes better*







BECAUSE WOMEN
LOVE BEAUTY



THE CRANE TARNIA
& CORWITH BATHS
WERE CREATED

CHARLES DANIEL FREY COMPANY, ADVERTISING, CHICAGO

MODELS L-67—P-67



Just to look at this beautiful Norge, you wouldn't think it's a money saving economy. Yet, with all its beauty and convenience, a Norge Rollator Refrigerator will save its cost many times over.

MODELS S-71—SP-71

Just to look at this beautiful Norge, you wouldn't think it's a money saving economy. Yet, with all its beauty and convenience, a Norge Rollator Refrigerator will save its cost many times over.

MODELS L-67 and P-67

Net food storage capacity, 6.7 cu. ft. Shelves, 6. Shelf area, 13.8 sq. ft. Ice Trays, 3; 1 standard, 1 rubber, 1 deep. Cubes, 96. Height, 58 $\frac{1}{16}$ in.; width, 29 $\frac{1}{2}$ in.; depth, 25 $\frac{3}{4}$ * in. Finish: Model L-67: interior—acid-resisting porcelain; exterior—lacquer. Model P-67: interior—acid-resisting porcelain; exterior—porcelain. Has Hydrovoir, egg basket, butter and cheese rack, adjustable and removable shelf.

MODELS S-71 and SP-71

Net food storage capacity, 7.1 cu. ft. Shelves, 5. Shelf area, 14.1 sq. ft. Ice Trays, 4 standard. Cubes, 96. Height, 60 in.; width, 28 $\frac{3}{8}$ in.; depth, 24 $\frac{1}{16}$ * in. Finish: Model S-71: interior—acid-resisting porcelain; exterior—lacquer. Model SP-71: interior—acid-resisting porcelain; exterior—porcelain.

*In estimating space to be occupied by the Norge cabinet, allow two inches more than this actual over-all depth of the cabinet for ventilation in the rear.

HEALTH AND SANITATION

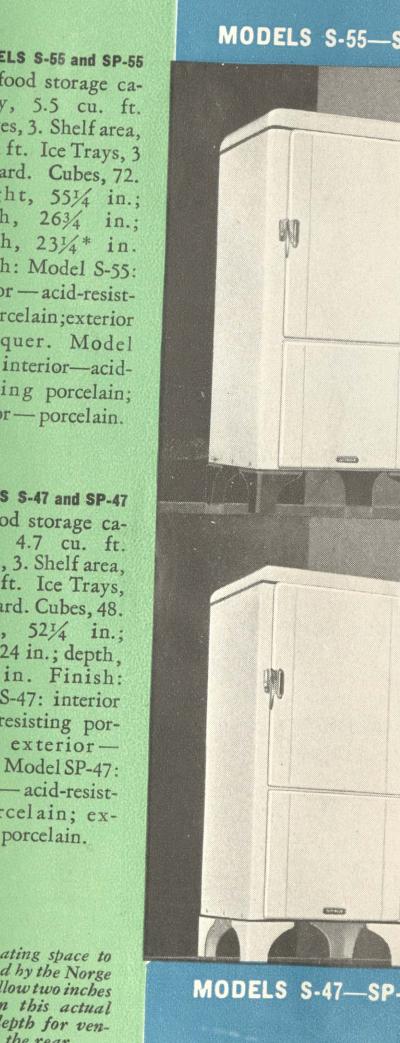


• The Norge, with its smoothly rounded corners inside and out, is easy to clean and to keep clean. Ice trays slide out easily. Leading models are equipped with a convenient butter and cheese rack. An automatic interior light is standard equipment in all models illustrated in this folder.

ROLLATOR REFRIGERATION



MODELS S-55 and SP-55



Net food storage capacity, 5.5 cu. ft. Shelves, 3. Shelf area, 11 sq. ft. Ice Trays, 3 standard. Cubes, 72. Height, 55 $\frac{1}{4}$ in.; width, 26 $\frac{1}{4}$ in.; depth, 23 $\frac{3}{4}$ * in. Finish: Model S-55: interior—acid-resisting porcelain; exterior—lacquer. Model SP-55: interior—acid-resisting porcelain; exterior—porcelain.

MODELS S-47 and SP-47

Net food storage capacity, 4.7 cu. ft. Shelves, 3. Shelf area, 9.2 sq. ft. Ice Trays, 2 standard. Cubes, 48. Height, 52 $\frac{1}{4}$ in.; width, 24 in.; depth, 21 $\frac{7}{8}$ * in. Finish: Model S-47: interior—acid-resisting porcelain; exterior—lacquer. Model SP-47: interior—acid-resisting porcelain; exterior—porcelain.

*In estimating space to be occupied by the Norge cabinet, allow two inches more than this actual over-all depth for ventilation in the rear.

MODELS S-47—SP-47

BECAUSE WOMEN LOVE BEAUTY

No longer a sort of "poor relation" in the house, the bathroom now radiates a compelling charm of its own. Two splendid reasons for this glorious transformation are pictured here, the stately *Tarnia* with glass shower panel, and the fascinating new art *Corwith* bath, inspired by the free, untrammeled lines of modern architecture. Both are built low for comfort and smartness. Both possess a striking decorative value, which no woman who seeks for greater distinction in home appointments can disregard. Because Crane-made, both inevitably offer the maximum of serviceability and convenience.



THE CRANE TARNIA & CORWITH BATHS WERE CREATED



Choose from the CRANE Rainbow

The loveliest effects imaginable—and in limitless numbers—are inspired by the *Tarnia* and *Corwith* baths, in color or radiant white. The twelve charming shades are: orchid pink, India ivory, citrus yellow, pale jade, fern green, Nile green, Lucerne blue, Venetian blue, Java tan, palmetto green, Lisbon blue, black.

The *Tarnia*, which meets all situations where tiled-in tubs are desirable, comes in three sizes, from five to six feet, for setting in any of five positions: against a wall with both ends free; in a recess; right corner; left corner; and in the center of the room. The *Corwith*, too, may be built in a recess, to utilize a hall-end or odd bit of space, or in a corner.

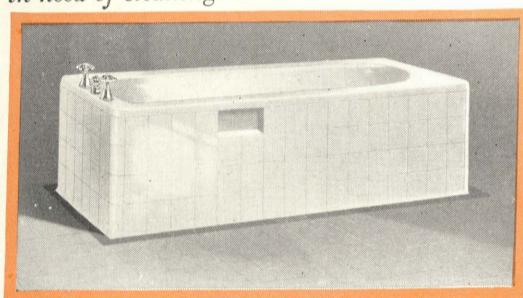
Neither leaves any unsightly or hard-to-clean waste space behind or beneath. Both may be built into the wall, so that no crevices are formed to catch dirt and water. Crane beauty in bathrooms is carried to the smallest detail, even avoiding the ugly protrusion of a network of piping to hold dust and dirt. By the use of concealed fittings, only handles and escutcheons are visible, the sturdy working parts being hidden behind the wall.

Equip either tub with the Crane *Accesso* pop-up waste, which operates positively and unfailingly every time the handle is turned and drains the bath almost immediately, and a new high mark of both beauty and convenience is set.



C2840—RM46 DESIGN 50

The distinguished *Corwith* corner bath in porcelain, unrivaled in durability and sanitation, with a beauty equal to that of finest tiled-in fixtures. Porcelain is as impervious to stains as a china plate and quite as easily cleaned. Handles are crystal glass and escutcheons chromium-plated; the spout is overrim; the combination compression supply and standing waste is concealed in the wall, never unsightly, never in need of cleaning.



C3320—K48 DESIGN 45

The beautiful *Tarnia* bath, free standing, is extremely smart although moderately priced. Straight sides, fashionably low, and wide, flat bottom make for convenience and reduce to a minimum danger of slipping. Chromium-plated fittings; concealed combination compression through-rim bell supply and standing waste.



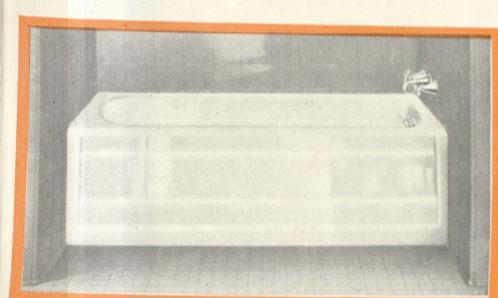
C3312LA

The corner *Tarnia*, another smart and appealing design, may be built in at the back and either left or right side. It is equipped with an overhead shower with concealed fittings and a highly decorative crystal glass panel to protect the floor from splashing.



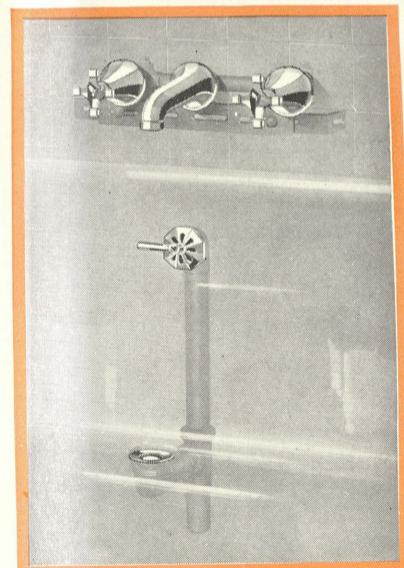
C3284—RF32 DESIGN 40

A popular *Corwith* enameled bath for right corner. Economical, beautiful, it is built to last a lifetime. Highlights play alluringly on its four receding planes. The head is made with a comfortable slope. Smart chromium-plated fittings, attractive and convenient; concealed compression supply, with overrim spout; improved *Accesso* waste.



C3308—RF32

Here is the *Corwith* enameled bath for a recess. The overhanging metal escutcheon and metal handles are at the right end. It should be remembered that these can be at the left end and that *Corwith* types are made for right or left corners as desired, their clean-cut modern beauty preserved in any position.



H-32—DESIGN 40 with *Accesso* Waste

The Crane *Accesso*, the truly satisfactory and trouble-free pop-up waste. Its quick-acting stopper, in the tub itself, does not let the bathing water come in contact with concealed parts that can not readily be cleaned. The *Accesso* is one of the many superior features to be had with the Crane *Corwith* and *Tarnia* baths.

ANY HOME CAN
AFFORD A LUXURY

that Saves
more than
it Costs!

*In estimating space to be
occupied by the Norge cabinet,
allow two inches more
than this actual over-all
depth of the cabinet for
ventilation in the rear.

MODEL P-78
Net food storage capacity, 7.8 cu. ft. Shelves, 6. Shelf area, 15.4 sq. ft. Ice Trays, 3; 1 standard, 1 rubber, 1 deep. Cubes, 96. Height, 60 $\frac{3}{16}$ in.; width, 32 $\frac{1}{2}$ in.; depth, 26 $\frac{7}{8}$ * in. Finish: interior—acid-resisting porcelain; exterior—porcelain. Equipped with Hydrovoir, egg basket, butter and cheese rack, adjustable shelf, removable shelf.

MODELS L-54 and P-54

Net food storage capacity, 5.4 cu. ft. Shelves, 3. Shelf area, 11.1 sq. ft. Ice Trays, 3; 1 rubber, 2 standard. Cubes, 72. Height, 54 $\frac{3}{8}$ in.; width, 26 $\frac{7}{8}$ in.; depth, 25 $\frac{7}{8}$ * in. Finish:

Model L-54: interior—acid-resisting porcelain; exterior—lacquer. Model P-54: interior—acid-resisting porcelain; exterior—porcelain. Equipped with Hydrovoir, egg basket, butter and cheese rack.

MODELS L-54—P-54

MODEL P-78
MODELS L-67—P-67

Net food storage capacity, 6.7 cu. ft. Shelves, 6. Shelf area, 13.8 sq. ft. Ice Trays, 3; 1 standard, 1 rubber, 1 deep. Cubes, 96. Height, 58 $\frac{1}{16}$ in.; width, 29 $\frac{1}{2}$ in.; depth, 25 $\frac{7}{8}$ * in. Finish: Model L-67: interior—acid-resisting porcelain; exterior—lacquer. Model P-67: interior—acid-resisting porcelain; exterior—porcelain. Has Hydrovoir, egg basket, butter and cheese rack, adjustable and removable shelf.

MODELS S-71 and SP-71

Net food storage capacity, 7.1 cu. ft. Shelves, 5. Shelf area, 14.1 sq. ft. Ice Trays, 4 standard. Cubes, 96. Height, 60 in.; width, 28 $\frac{3}{8}$ in.; depth, 24 $\frac{7}{8}$ * in. Finish: Model S-71: interior—acid-resisting porcelain; exterior—lacquer. Model SP-71: interior—acid-resisting porcelain; exterior—porcelain.

MODELS S-71—SP-71

MODELS S-55 and SP-55
Net food storage capacity, 5.5 cu. ft. Shelves, 3. Shelf area, 11 sq. ft. Ice Trays, 3 standard. Cubes, 72. Height, 55 $\frac{3}{4}$ in.; width, 26 $\frac{3}{4}$ in.; depth, 23 $\frac{3}{4}$ * in. Finish: Model S-55: interior—acid-resisting porcelain; exterior—lacquer. Model SP-55: interior—acid-resisting porcelain; exterior—porcelain.

MODELS S-47 and SP-47

Net food storage capacity, 4.7 cu. ft. Shelves, 3. Shelf area, 9.2 sq. ft. Ice Trays, 2 standard. Cubes, 48. Height, 52 $\frac{1}{4}$ in.; width, 24 in.; depth, 21 $\frac{7}{8}$ * in. Finish: Model S-47: interior—acid-resisting porcelain; exterior—lacquer. Model SP-47: interior—acid-resisting porcelain; exterior—porcelain.

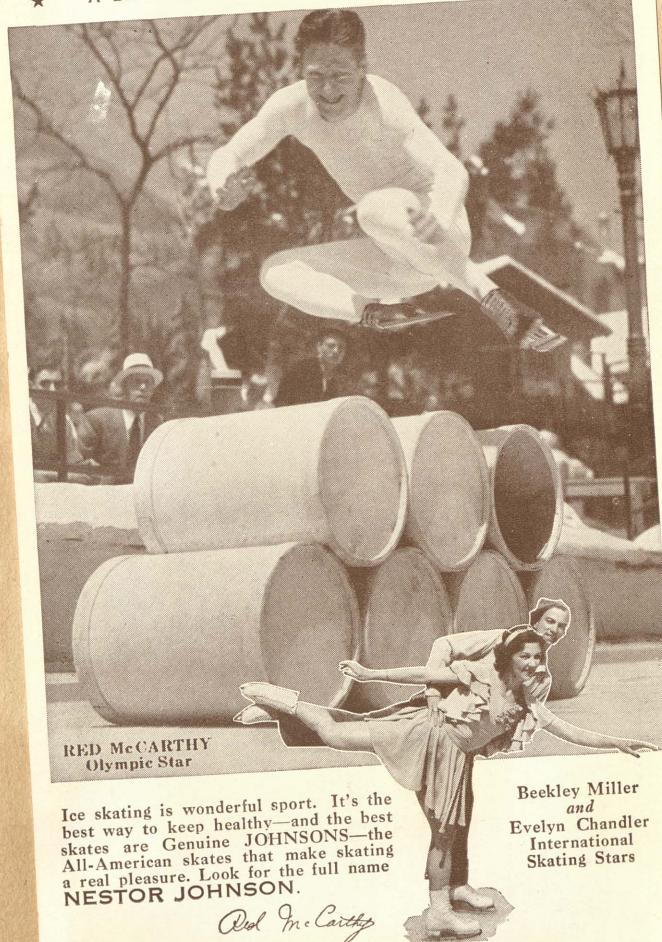
MODELS S-47—SP-47

ROLLATOR REFRIGERATION

HEALTH AND SANITATION

THE BATH
in many and
* DELIGHTFUL
ways

TWO OF THE ICE SKATING FEATURES AT THE BLACK FOREST VILLAGE
★ A BEEKLEY MILLER ALL-STAR PRESENTATION ★



RED McCARTHY
Olympic Star

Ice skating is a wonderful sport. It's the best way to keep healthy—and the best skates are Genuine JOHNSONS—the All-American skates that make skating a real pleasure. Look for the full name NESTOR JOHNSON.

Red McCarthy

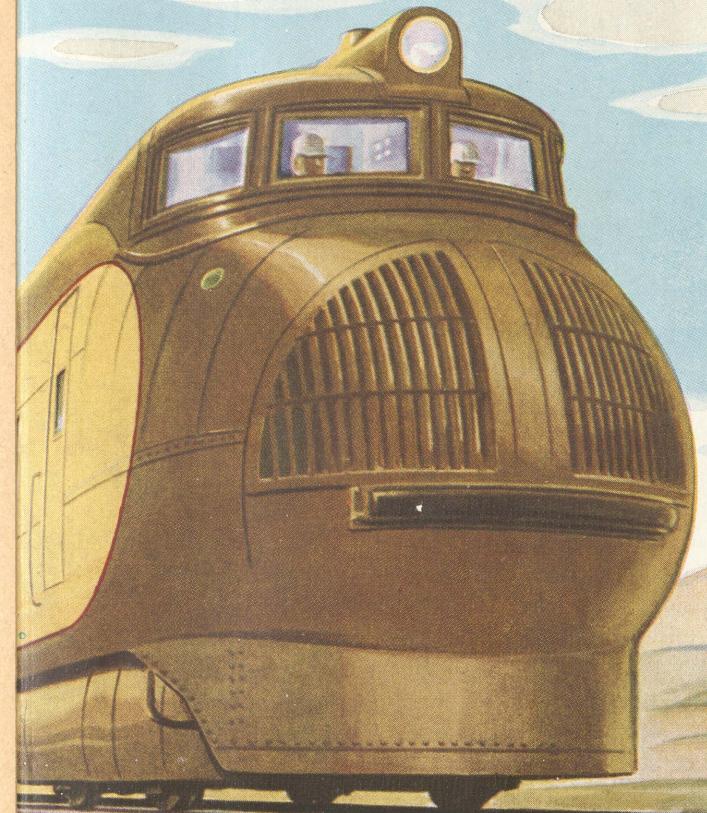
Bekley Miller
and
Evelyn Chandler
International
Skating Stars

ROADS OF THE WORLD



"NEVER YET HAS ENOUGH OF ANY GOOD
THING BEEN PRODUCED FOR USE"

PROGRESS



UNION PACIFIC

ROADS OF THE WORLD



"NEVER YET HAS ENOUGH OF ANY GOOD THING BEEN PRODUCED FOR USE"

"THE AUTO MADE ROADS AND ROADS MAKE COMMERCE AND CIVILIZATION"

was Henry Ford, born and bred on a Michigan farm, who had a passion of the soul not only for making things mechanical, but for making them superlatively well. Good Workmanship was the essence of his being. Honest Value was the first precept of his manufacturing sense. And then, he "liked to help people." As a boy he used to go about the country-side fixing neighbors' clocks... for nothing! He conceived an Automobile for Everybody, a Car for the Masses, one within the reach of everybody's pocketbook... Sturdy, Powerful, Enduring, for the Common Man's Family to use and enjoy! ★ In 1903 he began making them, in hundreds. He had a difficult struggle, at first... but, once the public caught his idea, it went to meet him more than half way. The growth of his industry became one of the marvels of the world. ★ This sweeping change in transportation from times of antiquity to the present is shown in the exhibits of the Rotunda. At one end is a reproduction of the Egyptian chariot. At the other is the modern Ford car. Between them are scores of different types of vehicles fashioned by man in his various moods and for his several uses ★ Closely associated with the drama of transportation is The Roads of the World exhibit which lies just east of the Ford Exposition building on the shores of Lake Michigan. Here are faithfully reproduced 21 kinds of roads according to the most accurate information available... they range from the earliest Roman types to our most modern

"IF YOU STABILIZE ANYTHING IT IS LIKELY TO BE THE WRONG THING"



"IT IS NOT GOOD BUSINESS UNLESS BUYER AND SELLER BOTH GAIN BY IT"



"PROGRESS COMES FROM PROSPERITY BUILT BY WORK... DONE IN PEACE"

"WITH ONE FOOT ON THE LAND, AND ONE IN INDUSTRY AMERICA IS SAFE"

highway construction. ★ In the center of the Rotunda is a huge globe, which turns slowly, showing the location of Ford plants in all parts of the world. It is one of the most attractive exhibits at the exposition. ★ Around the wall of the rotunda, behind the vehicle displays, are a series of photographs, done on a colossal scale, which show the mechanical, metallurgical and assembly operations used in the making of a Ford car, as well as the mining, lumber and other operations in getting the raw materials. The series makes the greatest photographic panorama ever built. ★ Its conception and construction create a new epoch in murals. They give the world its first grand example of what can be done when the camera is substituted for brush and pigment in mural portrayal. The basis of the work are 28 ordinary eight-by-ten-inch negatives of the various Ford industries... selected from thousands. From these few negatives, greatly enlarged, prints were taken... prints enlarged by specially designed and built equipment never before attempted... prints 20 feet high! With but a narrow strip of white metal between the panels, the enlargements give the impression of a single industrial portrait 20 feet high and 600 feet long, the world's outstanding triumph of modern photography joined with modern craftsmanship. ★ Between the photographs are a series of those terse, epigrammatic sayings of Henry Ford about life, business, government and other subjects for which he has become famous the world over.

"INDUSTRY IS MIND USING NATURE TO MAKE HUMAN LIFE MORE FREE"



"OVER-PRODUCTION IS A MONEY CRY, NOT
A HUMAN CRY... PRODUCE EVER MORE"

A visible symbol of an inward spirit

The Grand Rotunda of the Ford Exhibition Building at the Century of Progress Exposition, Chicago, is a visible symbol of the essential spirit behind the Ford car. ★ The masses of humanity think of an automobile merely as a powered vehicle for use in transportation. But it is infinitely more than that. It is a tremendous Social Factor... one of the bases on which all Modern Civilization is founded! And, in these attributes, as in quality and price, the Ford Motor Car, through its volume production and general use by all strata of society throughout the World, leads Now as it has Always Led since it was first offered to the public. ★ Through countless ages of which we have no record, Man could move about the Earth only by the use of his own muscles. Then, with time, he found a way to build a raft, to fashion a canoe, to bring to his use the ox, the horse and the camel. Countless later centuries elapsed before he evolved the wheel and the Earth saw its first vehicle... a rude carriage slung between two wheels of wood on a wooden axle. ★ Then more long lapses of time until two such vehicles, joined, gave him the first primitive form of the wagon. Still more long centuries as Man's inherent urge for refinement developed this rude structure of

"INDIVIDUALISM IS WHAT MAKES
CO-OPERATION WORTH HAVING"



"THE FARM AND THE SHOP EACH
NEEDS WHAT THE OTHER PRODUCES"

"THE RECOVERY WE NEED IS OF
OUR AMERICAN SPIRIT OF INDUSTRY"



"IF WE HAD MORE JUSTICE, THERE
WOULD BE LESS NEED OF CHARITY"

"INDUSTRY DOES NOT SUPPORT MAN
... IT IS MAN THAT SUPPORTS INDUSTRY"



"HIGH WAGES
... THE ONLY

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UNION
PACIFIC

PROGRESS

"INDIVIDUALISM IS WHAT MAKES
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UNION PACIFIC

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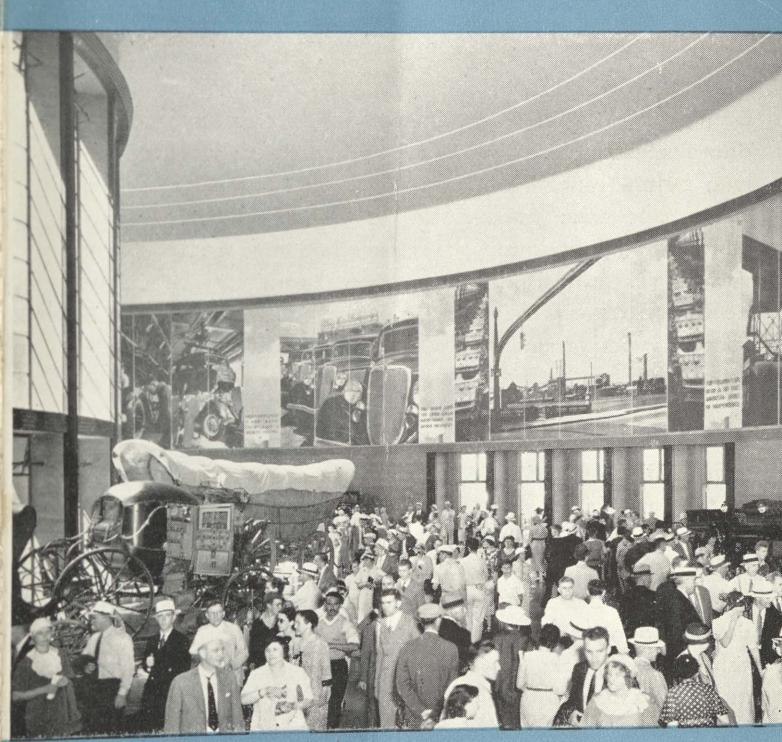
"WAGES FOR WORK... PROFITS TO MAKE
MORE EFFICIENT VALUE FOR USERS"

"IF WE HAD MORE JUSTICE, THERE
WOULD BE LESS NEED OF CHARITY"



"A CHEAPLY MADE PRODUCT IS TOO
EXPENSIVE TO BE PRICED CHEAPLY"

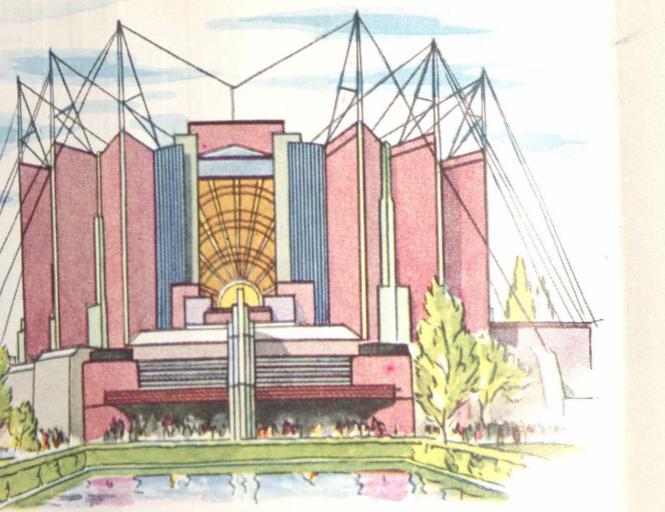
"INDUSTRY DOES NOT SUPPORT MAN
...IT IS MAN THAT SUPPORTS INDUSTRY"



"GROWTH OF FOOD, MAKING OF TOOLS,
TRANSPORTATION... THREE BASIC JOBS"

"HIGH WAGES AND BEST MATERIALS
... THE ONLY ROAD TO LOW PRICES"

the past to the carts, wagons, coaches and other forms of horse-drawn vehicles known to humanity for the last 500 years. ★ But long before refinement had reached its ultimate expression, new factors had come into play. Man wished to travel More Rapidly. In attaining speed, something more than the vehicle must be considered . . . the Roads. So, through the latter half of the 18th Century, all the 19th Century and into the earliest years of the 20th Century the desire for perfection in vehicles and for good roads moved along hand-in-hand. ★ The Dawn of the 20th Century saw the birth of the Motor Car. For more than a hundred years man had visioned it, had fashioned types that had proved impractical. But the invention of the internal combustion engine . . . small, compact, light, powerful, simple enough for general use . . . suddenly brought within reach of man possibility of complete fulfillment of his desire for speed and ease in transport. ★ Immediately there developed a divergence of opinion as to the form the new vehicle should take, how general should be its use and what its cost. At the start nearly every company organized to manufacture automobiles, taking their ideas from the great coaches and pompous equipage of the wealthy and aristocratic, thought to manufacture a big, heavy, luxurious vehicle that would sell from \$5000 up. As they saw it, only the rich deserved to have such a modern means of travel; only the wealthy could afford it. ★ But there was One who thought Differently. He



ENCE is the fundamental keynote of Chicago's Century of Progress Exposition of 1934. And, among the acres of floor space and ground space devoted to the purpose of depicting vividly how science served the needs of man, Union Pacific's new train is the most significant exhibit. • Its ultra-modern design tradition-smashing type of construction is a tribute to the inventive genius of the leaders in the automotive, nautical and railway engineering fields. • Recognized authorities in the aeronautical industry directed wind tunnel tests which developed the design for the first fully streamlined train. Scientific studies proved the use of an aluminum alloy was practical. The Detroit Motors Company, a subsidiary of General Motors, developed the engine to fit the need. • The new train as it stands today, offers a graphic view of the future of railroad transportation. Everything about it is new, novel, practical. Everything suggests high speed and solid safety. It is truly "Tomorrow's Train—Today," a pioneering development that has marked the dawn of a new era in transportation progress.

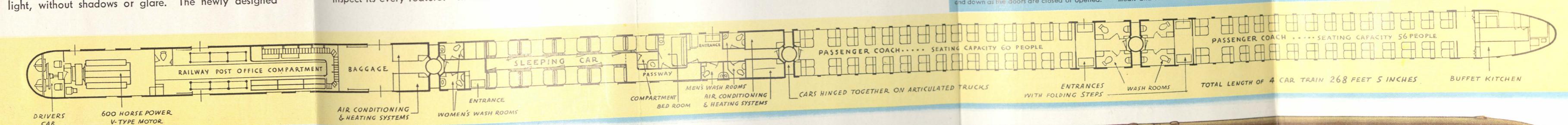
AMERICA'S FIRST FULLY STREAMLINED

THE TRAIN THAT HAS WRITTEN THE MOST COLORFUL PAGE IN TRANSPORTATION HISTORY

SPEED with comfort, safety and economy of operating costs were the aims in the construction of Union Pacific's new train. Because of its radical departure from the conventional type of car and train construction, exhaustive tests were conducted during the development of every feature of the train to insure its perfection. The train is built entirely of aluminum alloys, one-third the weight of steel with the same strength. • Its 600 horsepower, distillate-burning, 12 cylinder, V-type motor, directly connected to a generator provides the power to drive two 300 horsepower electric motors which propel the train. A dual system of super brakes and a number of other especially designed appliances insure perfect safety. • Articulated construction—the cars hinged together with only one truck between each two cars—provides smoother riding at high speeds. Roller bearings and especially designed trucks improve riding comfort and eliminate noise. The train is fully air-conditioned—no dust, no dirt, no drafts, and maintains a comfortable, uniform temperature during the heat of summer and chill of winter. An indirect lighting system sheds a uniform light, without shadows or glare. The newly designed

seats for 116 passengers in the two coaches assure utmost comfort. Individual trays are provided for each seat for meal service or writing purposes. Meals are prepared in the unique buffet-kitchen built into the rear of last car. • The new type Pullman sleeping car is even more radically different in construction. Every berth, both upper and lower, has an individual washbowl and mirrored cabinet. Many new comforts and conveniences have been provided. Each seat has an adjustable arm rest. Windows are larger and provide an unobstructed view. Upper and lower berths in sections 1 and 2 are 6 feet, 9 inches long (6 inches longer than present berths) and were designed especially for tall persons. Aluminum louvre construction has supplemented the present-day curtains for sleeping car sections, and insures perfect ventilation in these air-conditioned cars. • This train is not an experiment. During the early spring of 1934 it made a 12,625-mile test and exhibition trip from the Atlantic to the Pacific coast. (The Pullman car was not a part of the original three-car train which made this epochal trip.) It was exhibited in 68 cities in which 1,195,609 persons passed through to inspect its every feature. In addition hundreds of thou-

sands saw the exterior of the train only. Number 1 visitor was President Franklin D. Roosevelt. In the course of this historic trip, practically every kind of climatic condition was encountered. Temperatures varied from 10 degrees below zero to 92 degrees above. Snow, high winds, rain and dust storms provided unusual tests for the air-conditioning equipment. The train negotiated every sort of grade and curve from sea-level to altitudes of over 8000 feet. In special tests immediately following the epochal tour, a speed of 111 miles per hour was attained in the face of a 32-mile per hour head wind. At all times, under all circumstances, the super brakes and numerous other safety devices, in fact all the mechanical features functioned perfectly. • This train is the first step in a pioneering program of rail transportation development. Union Pacific will soon place in service a 6-car train, including 3 Pullmans, between Chicago and the Pacific Coast. Two 9-car trains of similar design are also under construction and will be placed in transcontinental service immediately upon delivery. In its new, constructive program, Union Pacific is upholding a tradition as old as itself—first with the finest in transportation facilities.



Builder: Pullman Car & Manufacturing Corporation. Dining car service is made of beeteware and aluminum. Its total weight is only 189 pounds, compared with the 530-pound weight of a present dining car service.

The products of 66 manufacturing concerns were used and are a part of the construction of the new train. Width is 10 inches narrower, roof is 3 feet lower, floor is 16 inches nearer rails than on ordinary train.

Low center of gravity of cars insures safety and comfortable riding at high speeds. Front truck has 36-inch wheels, now standard for passenger trains. Remaining trucks have 33-inch wheels.

Engine burns distillate, a non-explosive fuel. Storage capacity enables train to travel 1200 miles without refueling. Time required for station stops and inspection is materially reduced; switching entirely eliminated.

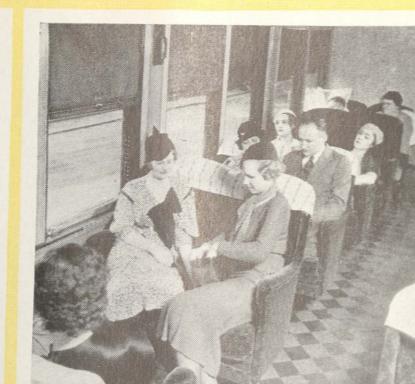
The train has two headlights—one horizontal, fog-piercing light, the other a vertical light to identify the train at long distance. Buffet-kitchen has oil-fired range and electric refrigerator. The train has oil-fired heaters, with thermostatic control.



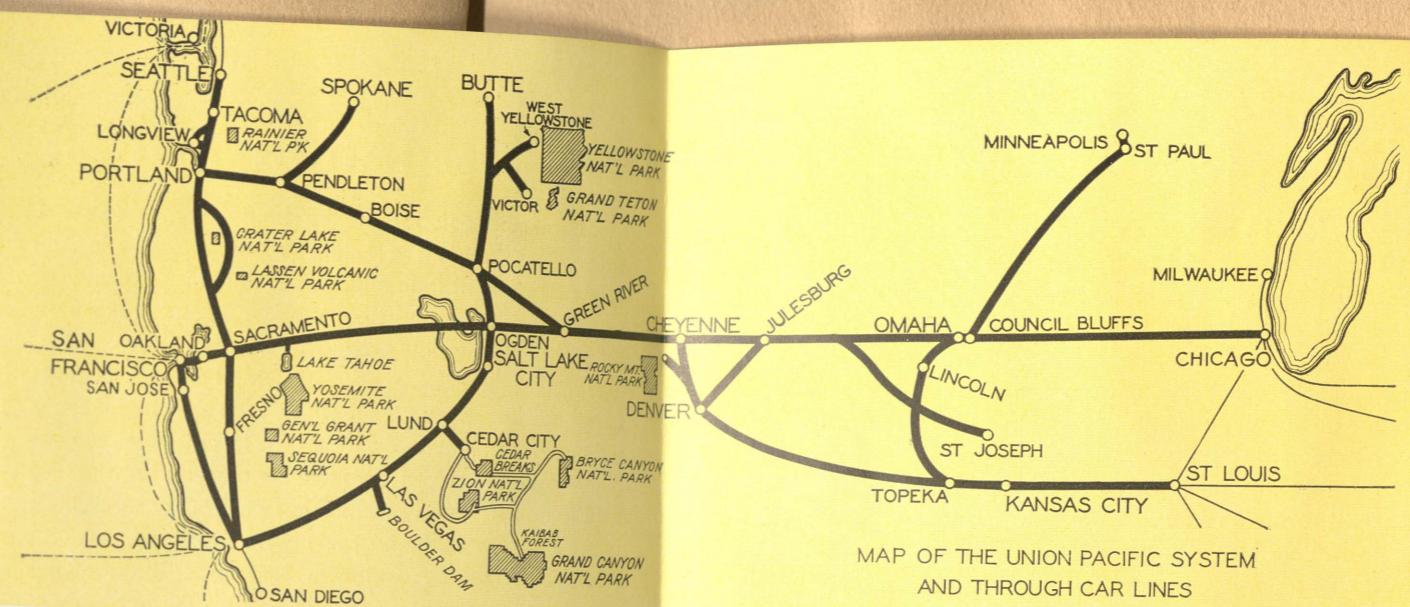
Union Pacific dining cars are famed for their popular priced "meals that appeal."



Air-conditioned observation cars and dining cars add to travel comfort on our principal trains



Coach travel is thrifty travel and Union Pacific's deluxe coaches are built for solid comfort.



MAP OF THE UNION PACIFIC SYSTEM
AND THROUGH CAR LINES

In its pioneering development of new streamlined trains, Union Pacific has launched for tomorrow a new era in transportation progress. But what of its service today? • To its host of traveling patrons today, it is famed for its "finest roadbed on earth," its "dining car meals that appeal," its "courteous, attentive service of a highly trained personnel," and innumerable other recognized features of its travel supremacy. Its present trains are equipped with the utmost in modern facilities for travel comfort. Led by such established trains as the Los Angeles Limited, the San Francisco Overland Limited, the Portland Rose, and the Columbine, its great fleet of fine, fast trains has gained



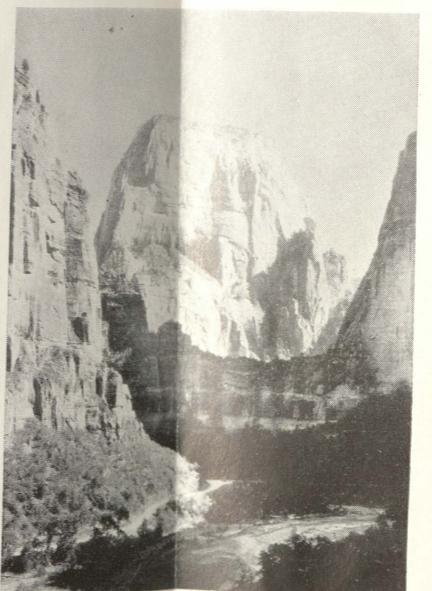
"Old Faithful Geyser from Veranda of Old Faithful Inn—Yellowstone National Park."

an enviable reputation in the company of the nation's finest. And, this summer, to add to the comforts and conveniences of transcontinental travel, Union Pacific is providing air-conditioned observation cars, dining cars and all-room cars (compartments and drawing rooms) on its

principal through trains. In brief, Union Pacific provides unexcelled through service in western states between Chicago-Omaha, St. Louis-Kansas City, St. Paul-Minneapolis on the East and Los Angeles, San Francisco, and Portland—Tacoma—Seattle on the West. • On your next trip, travel by train. Go Union Pacific—swiftly comfortably, safely and at the lowest rail travel costs in many years.

THIS map shows at a glance that *Union Pacific serves more of the scenic West and its great National Parks than any other railroad*; how thoroughly it serves the West—the principal cities, major markets, Pacific ports, as well as all vacation regions; and how directly it connects the West with the great cities and industrial centers of the East. Via Union Pacific, the traveler has a wide choice of destinations, for either business or pleasure trips.

• Union Pacific West is much in the spot-light just now because Secretary of the Interior Ickes has strongly urged a National Park Year. He says, "the prevailing rates of foreign exchange furnish a sound reason for Americans seeing America first . . . Our money will go much farther at home than abroad." Take his advice. Plan a



Great White Throne,
Zion National Park, Utah

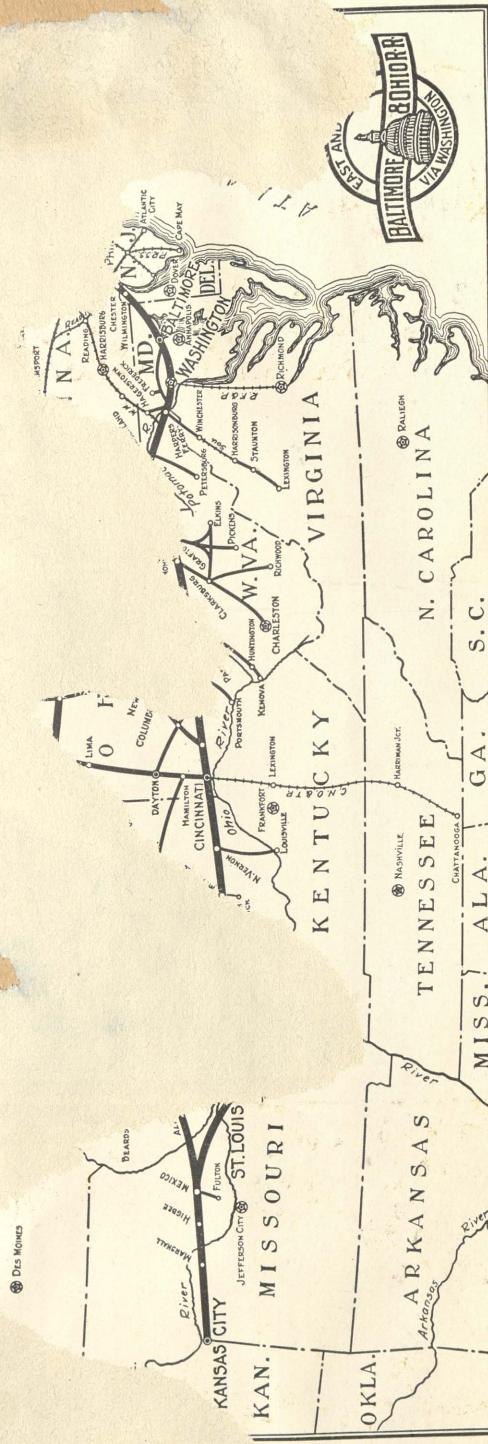
Western vacation. Among the famous regions served by Union Pacific are:

ZION-BRYCE CANYON
GRAND CANYON
YELLOWSTONE-
GRAND TETON
ROCKY MOUNTAIN
NATIONAL PARKS
COLORADO-UTAH
CALIFORNIA AND HAWAII
YOSEMITE NATIONAL PARK
PACIFIC NORTHWEST
AND ALASKA
RAINIER NATIONAL PARK
WESTERN DUDE RANCHES
BOULDER DAM

• For complete information about a vacation trip to any of these regions write W. S. Basinger, Passenger Traffic Manager, Room 362, Union Pacific Railroad, Omaha, Nebraska.

SHIP AND TRAVEL VIA UNION PACIFIC

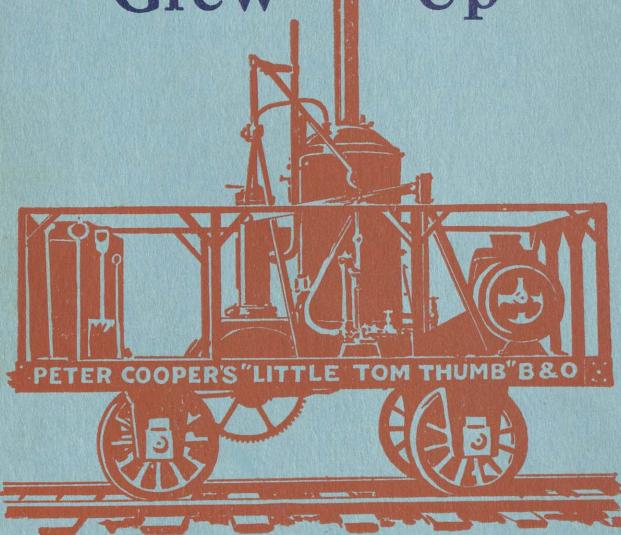
VISIT THE NATIONAL PARKS THIS SUMMER



BALTIMORE AND OHIO - ALTON SYSTEM

How
"LITTLE TOM THUMB"

Grew Up



on the

B. & O.

*Travels of a
Rolled
Oat*





ONCE upon a time there was a little steam engine named TOM THUMB. It was made by Peter Cooper more than a hundred years ago. It was the first steam engine made in our country.

"May I run my little engine on your tracks?" Mr. Cooper asked the B & O Rail Road. "Yes indeed," said the B & O.

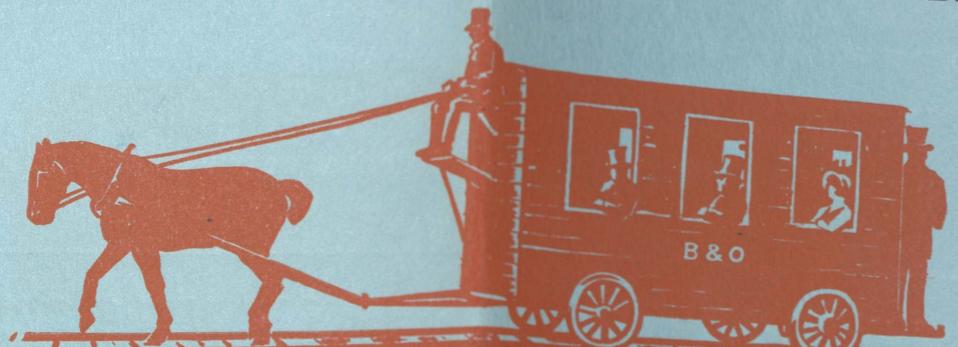
The B & O then was a very little railroad, only 13 miles long.

People laughed at Mr. Cooper.

"Your engine will never run as fast as the B & O's horse Dobbin," they said.

For the B & O had never had a steam engine. Horses pulled all their trains.

Mr. Cooper showed the people that LITTLE TOM THUMB could run much faster than Dobbin. Soon others



HORSES PULLED THE FIRST B & O PASSENGER CARS

began to build engines for the B & O. There were the YORK and the ATLANTIC. They were so little that they could say only "Twee-ee-t! Twee-ee-t!" The engines kept growing bigger and bigger and bigger. Now they are so big that they all say "Too-oo-t! Too-oo-t!" It means "Please get out of my way! I'm coming!"

TODAY the big B & O engines have grown so big that they pull long and wonderful trains.

The B & O, too, has grown up. It is a long railroad now. We often call it by its real name — THE BALTIMORE AND OHIO RAILROAD.

The B & O has brought one of its big choo-choo engines to the World's Fair at Chicago. This is the big engine that stands at the

Travels of a Rolled Oat



What we shall see on the Air-Conditioned Train

FIRST we go into the nice, cool, Observation Car. The porter there will tell us all about it. When we ride in this car we shall see many things through the big windows—mountains and rivers and blue skies and lovely flowers and trees.

Next comes the Pullman Sleeping Car. All the seats can be made into beds. We may sleep here at night while the train is running.

Now comes a B & O Lounge Car. Isn't it lovely? See the pretty lamps. And the tables where we may play checkers or write a letter to Daddy.

And guess what! The next car is the Dining Car. Here is where we may eat as we ride. This is one of the nicest dining cars in the world. See the blue dishes. Mother may buy some of these at the B & O Exhibit in the Travel and Transport Building, if she wishes. Don't forget to peep into the kitchen.

Next is the B & O Re-clin-ing Seat Coach. When we do not wish to go to bed in the Pullman car we may sleep here all night.

The last car is the B & O Day Coach. We find this on nearly every B & O train. The seats can be turned around. The arm-rests can be let down if we want to lie on the seats.

OUTSIDE is the BIG B & O CHOO-CHOO ENGINE. It is about a hundred times bigger than the *Little Tom Thumb* engine. Go up into the cab. See the big fire-box and the throttle. How would you like to be the B & O engineer who drives this engine?

Ask Mother to take you for a ride on this B & O train some day.

When you grow up be sure to ride on B & O trains whenever you can.

What we shall see in the Travel and Transport Building

AS we leave the B & O Air-Conditioned Train, let's go into the Travel and Transport Building. Look for this sign!



We can always tell the B & O by this sign. Right under this we see many men standing around a stone. This is the FIRST STONE which was placed to mark the spot near Baltimore where the very first tracks of the B & O were laid on the Fourth of July, 1828. Hear the band play. The men talk and seem almost alive.

Just beyond this picture are four others. One is of Baltimore. One is of Harper's Ferry, a pretty town which we see when we ride on the B & O between Chicago and Washington.

Another picture shows the men who decided to build the B & O Railroad, more than one hundred and seven years ago.

Then there comes the race between *Little Tom Thumb* and *Dobbin*, the horse.

Next we find some car seats on which we can rest. The green ones show what a B & O car of 1890 was like. In the others are the soft seats used in B & O cars of today.

Other things here are the models of B & O bridges and engines, just as they have grown, bigger and stronger, step by step, since the railroad began.

The model of Washington, our National Capital, comes next. Maybe mother or daddy will take you on a B & O train some day, to visit this lovely city.

Now be sure to see the Atlantic engine with the funny long legs that make it go. It is 102 years old.

When you go home remember how LITTLE TOM THUMB grew to be a GREAT BIG ENGINE on the B & O.

Travels of a Rolled Oat



"L"

TRAVELS OF A ROLLED OAT

*A Memento of the Quaker Oats Company
Exhibit at the
1934 Century of Progress*



AUNT JEMIMA'S CABIN AT THE FAIR

THE QUAKER OATS COMPANY

Chicago, 1934

RECIPES

• SCOTCH SCONES

$\frac{1}{2}$ cup sugar	$\frac{1}{2}$ cup shortening
5 cups flour	$\frac{1}{2}$ cup raisins
2 $\frac{2}{3}$ tablespoons baking powder	2 cups sour milk or buttermilk
pinch salt	

SIFT together the dry ingredients. Cut in shortening. Add raisins and milk. Separate mixture into 4 balls and roll $\frac{1}{2}$ inch thick. Cut each into quarters. Coat tops with egg wash and place in hot oven (450°) for 15 minutes. Remove from oven, open scones with sharp knife and fill with butter and raspberry jam. Serve hot.

• PUFFED RICE CANDY

$\frac{1}{2}$ cup maple syrup	1 tablespoon vinegar
$\frac{1}{2}$ cup corn syrup	2 tablespoons butter
1 cup sugar	Quaker Puffed Rice

BOIL syrups, sugar and vinegar until they form a hard ball when dropped in cold water. Add butter and pour mixture over $\frac{2}{3}$ of a package of Quaker Puffed Rice. Mix well, form into balls and place on waxed paper to harden and cool, or place in buttered pan and mark into squares.

• AUNT JEMIMA PANCAKES

2 cups Aunt Jemima Pancake Flour 2 tablespoons melted butter
2 cups sweet milk

MIX above ingredients and stir until smooth. Bake on hot, greased griddle until surface is covered with bubbles; then turn and bake on other side. If an aluminum griddle is used no grease is necessary.

2

• CHOCOLATE COOKIES

$\frac{1}{2}$ cup butter	$\frac{1}{2}$ cup flour
1 cup sugar	$\frac{1}{8}$ teaspoon salt
2 eggs	1 cup Quick Quaker Oats
2 squares chocolate (melted)	$\frac{1}{2}$ teaspoon vanilla

CREAM butter, add sugar and cream thoroughly. Add well beaten eggs and chocolate that has been melted over hot water. Add flour and salt, then Quaker Oats and vanilla. Drop from a teaspoon onto a buttered baking sheet and bake in a very slow oven 30-35 minutes.

• AUNT JEMIMA WAFFLES

2 cups Aunt Jemima Pancake Flour 1 egg, well beaten
2 cups milk 2 tablespoons melted butter

MIX above ingredients and beat well. Bake on hot, well greased waffle iron. Electric waffle irons should not be greased, but should be well heated before adding batter.

• OATMEAL DATE SANDWICH

1 $\frac{3}{4}$ cups Quick Quaker Oats	FILLING
1 $\frac{1}{2}$ cups flour	1 package dates, stoned
1 $\frac{1}{4}$ cups brown sugar	$\frac{3}{4}$ cup boiling water
$\frac{2}{3}$ cup melted shortening	1 cup sugar
$\frac{3}{4}$ cup finely chopped salted peanuts	

MIX oats, flour and brown sugar; add melted shortening and mix thoroughly. Sprinkle two-thirds of this mixture in an ungreased pan 8x12 inches; press firmly into place. Cut dates, add water and sugar; cook until it forms a smooth, thick paste, stirring constantly to prevent burning. Spread while warm on the oat layer in the pan. To the remaining one-third of the oats mixture, add the peanuts. Sprinkle over the date filling, patting it down gently. Bake in a slow oven for 30 to 40 minutes. Cut into squares while hot. Remove from pan when cool.

• PUFFED RICE COOKIES

$\frac{1}{2}$ cup butter
 $\frac{2}{3}$ cup brown sugar
1 egg (well beaten)
 $\frac{3}{4}$ cup flour

$\frac{1}{4}$ teaspoon soda
 $\frac{1}{2}$ teaspoon vanilla
2 cups of Quaker Puffed Rice crusted in two tablespoons butter

CREAM butter and sugar, add egg and flour sifted with soda, then flavoring. At the last minute fold in 2 cups of Quaker Puffed Rice which has been crusted gently in butter until thoroughly crisp. Drop from teaspoon on buttered baking sheet and bake in moderate oven for 20 minutes.

• SCOTCH WAFERS

1 egg
1 cup brown sugar
 $\frac{1}{8}$ teaspoon salt

1 cup Quick Quaker Oats
 $\frac{1}{3}$ cup melted butter
 $\frac{1}{2}$ teaspoon vanilla

To well beaten egg add sugar and salt. Add Quaker Oats and then the melted butter. Mix thoroughly. Add vanilla. From a teaspoon, drop on buttered baking sheet (very far apart) and bake in a very slow oven 30-35 minutes. Remove from oven and if desired make into little rolls. This must be done immediately and in a warm place as cookies become crisp when cool.

• AUNT JEMIMA CUP CAKES

$1\frac{1}{2}$ cups sugar
 $3\frac{1}{2}$ cups Aunt Jemima Pancake Flour
 $2\frac{3}{4}$ cups milk

2 eggs, well beaten
4 tablespoons melted shortening
1 cup nuts

Mix sugar and flour. Then add milk, eggs and shortening. Mix thoroughly, and add nuts. Bake in well greased gem pans 20-25 minutes in moderate oven.

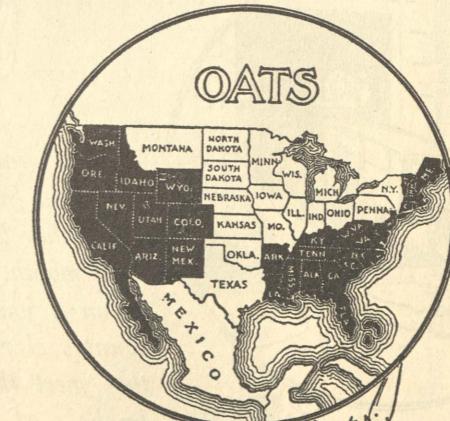
PICTURE STORY OF TRAVELS OF A ROLLED OAT

THIS picture story of "Travels of a Rolled Oat" gives some of the important experiences through which the oat grains pass before they reach your breakfast table as Quaker Oats.

The complete and fascinating story of "Travels of a Rolled Oat" with Nils, the little boy, and Kim, the parrot, is also available. Write for information about how it may be secured to:

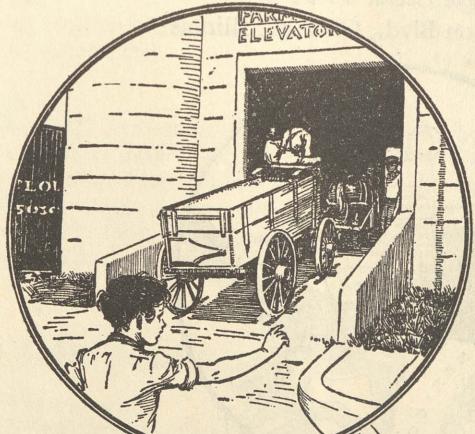
THE QUAKER OATS COMPANY

School Health Service
141 W. Jackson Blvd., Chicago, Illinois

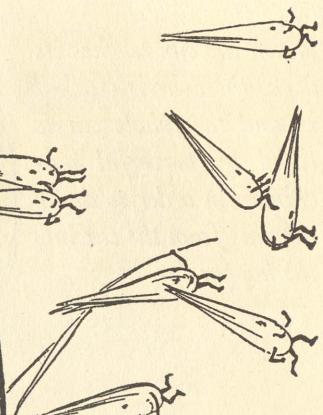
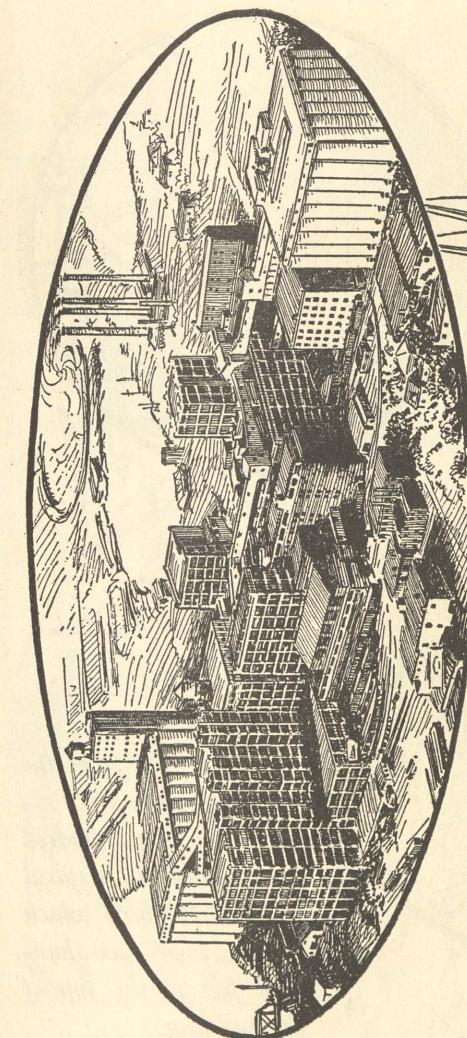


Oats are grown in the states which are white on the map

After the oat grains ripen in the field, they are cut and stacked together and allowed to weather for ten days. Then the oat grains are separated from their mother oat plants in the thresher.

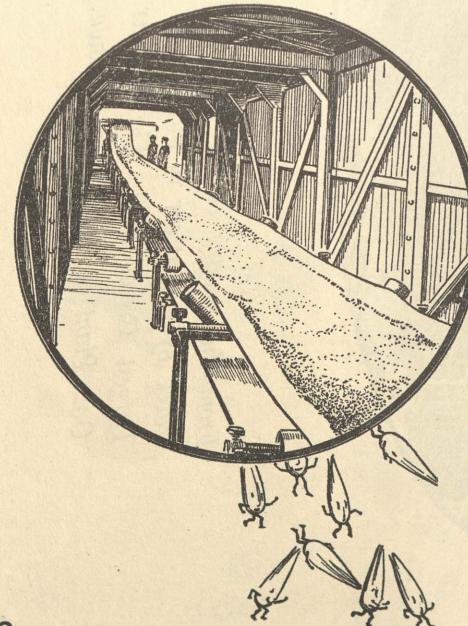
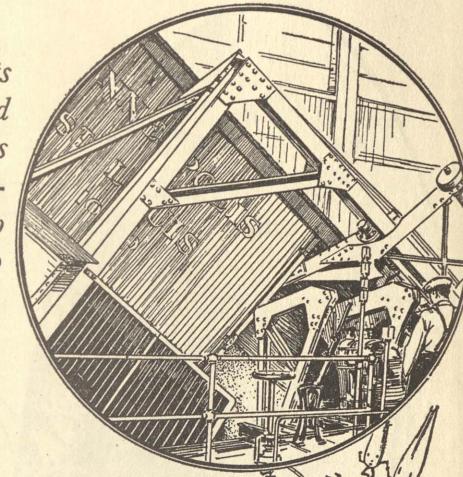


The oat grains are carried to the farmer's barn where they lie in a bin for a month. Next they go on a journey to the country elevator where they meet thousands of bushels of oat grains which were grown on other farms.



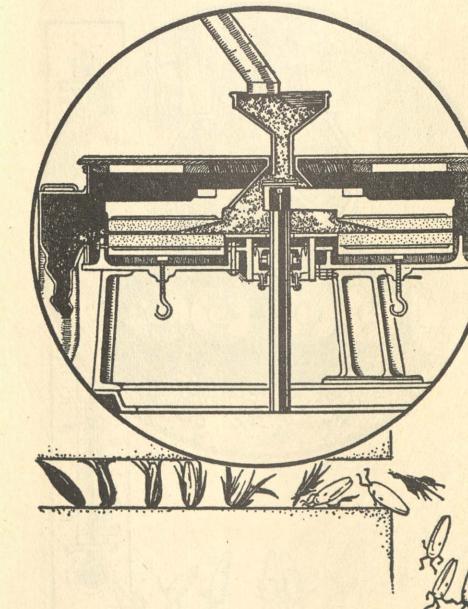
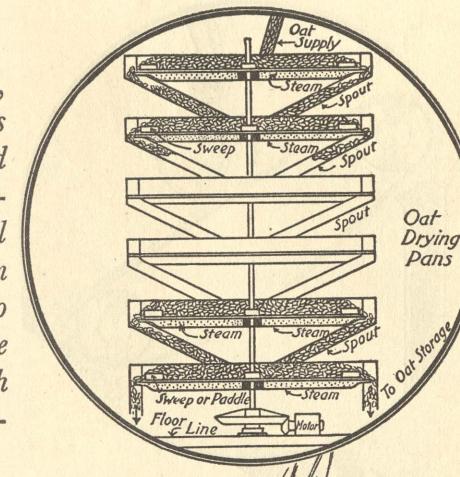
From the country elevator the oats travel by freight car to the World's Largest Cereal Mill, The Quaker Oats Plant at Cedar Rapids, Iowa.

When the car reaches its dock, the door is crushed in and the whole car is tilted by powerful machinery in order to dump the oats from the car into the hopper.



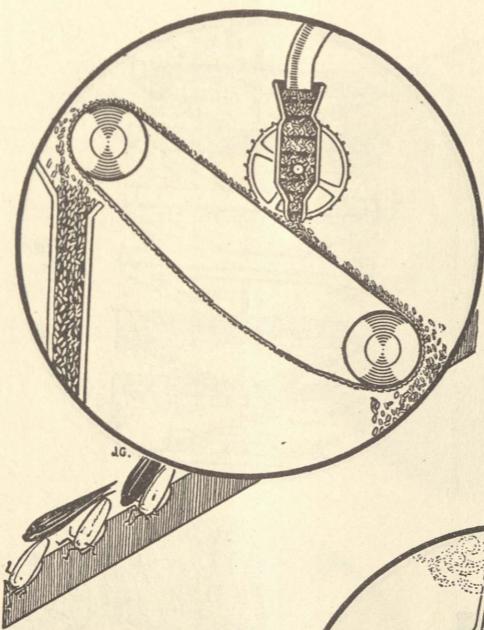
The oats fall from the hopper to a wide belt traveling about eight hundred feet a minute to a spiral bucket elevator which carries them two hundred feet to the top of the building.

After being weighed, sorted by numerous methods, and cleaned through fifteen separations, the grains travel from the top drying pan in a stack of twelve to the bottom. They are constantly stirred in each pan by a great mechanical sweeper.

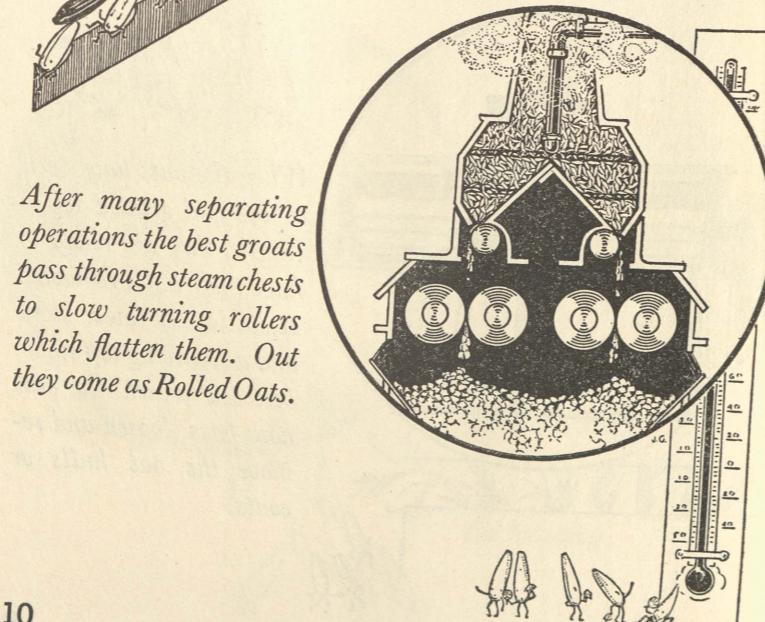


When the oats have been cooled and graded as to length, they are ready to have their hulls removed. A stationary lower stone and a revolving top stone, between which the oats now pass, loosen and remove the oat hulls or coats.

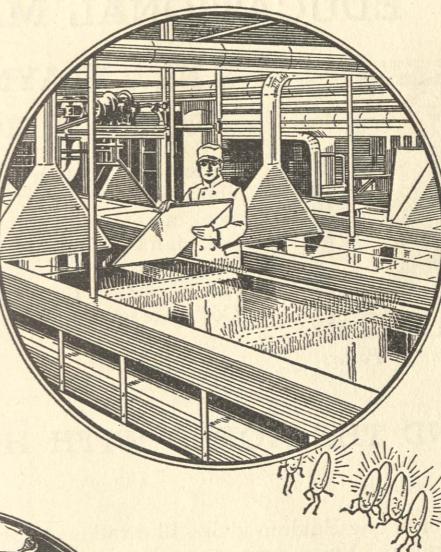
"L



The hulls and dust are blown away and the groats, as the oats are now known, go over apron cell machines which grade the groats as to size and remove all unhulled oats.



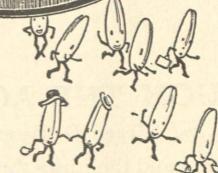
After many separating operations the best groats pass through steam chests to slow turning rollers which flatten them. Out they come as Rolled Oats.



The special Quaker milling process makes it possible to retain all the natural goodness of the oat and to further enrich these whole grains with the sunshine Vitamin D. By the Steenbock Process, the groats pass under ultraviolet rays as shown in this illustration. Only Quaker Oats and Mothers Oats are milled by this exclusive process.



The final journey takes the Rolled Oats to the packing machine where they are dropped into packages, which are automatically sealed. The Rolled Oats like to know that they will become a part of some happy, healthy boy or girl who eats Quaker Oats.



EDUCATIONAL MATERIAL



8 NEW PLAYMATES FROM FOREIGN LANDS

• Here are eight delightful pictures in water color for children. They are 10 x 13 inches in size and a story book accompanies them. Any child will be fascinated with Jan of Holland, Lai Ming of China and the others. The children will want to put them up in their own rooms or take them to school to show their teachers. Complete set of eight posters and the book..... \$.20

AROUND THE WORLD WITH HOB

by Grace T. Hallock

• A book for young children giving illustrations to be colored with crayons. Verses accompany the pictures and lend glamour to the eating of cereals. Price per copy..... \$.05



HOB O' THE MILL

by Grace T. Hallock and Julia Wade Abbot

• A compilation of fanciful stories about grain for children of the fourth, fifth, and sixth grades. Price per copy... \$.05

GRAIN THROUGH THE AGES

by Grace T. Hallock and Thomas D. Wood

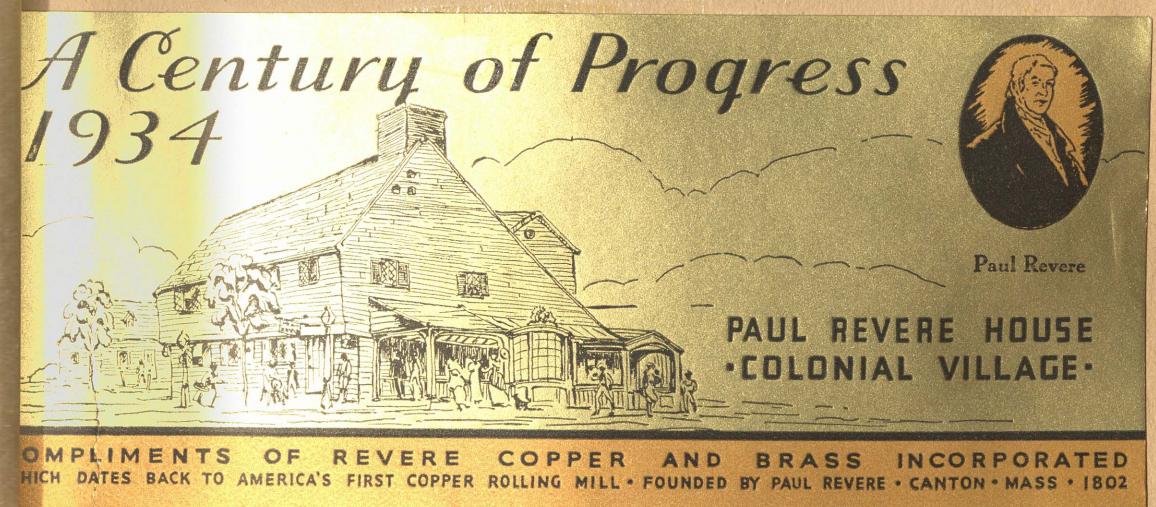
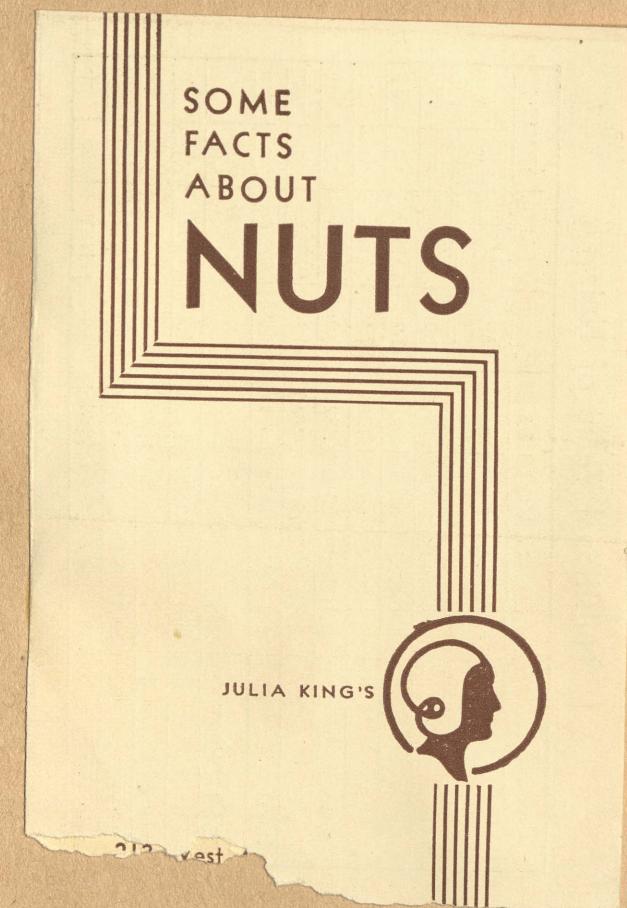
• A fascinating history of grains and their uses through various periods of civilization. Price per copy..... \$.05

THE QUAKER OATS COMPANY

School Health Service

141 W. Jackson Blvd., Chicago, Illinois

PRINTED IN U. S. A.



Nutritional Value of Nuts

FOOD	TIME TO DIGEST				CALORIES				VITAMINS			
	Hrs.	Min.	% Protein	% Fat	% Carbo-hydrate	Percent Minerals	Fuel Value Per Pound in Calories	A	B	C	D	E
Almonds	3	30	198.4	518.8	163.5	2.0	240	+	+	+	+	+
Brazil Nuts	3	30	172.1	676.3	71.0	3.9	3162	+	+	+	+	+
Cashews	3	45	222.0	558.0	171.0	2.4	2950	+	+	+	+	+
Peanuts	3	45	203.1	304.0	192.1	2.0	2490	+	+	+	+	+
Pecans	3	30	86.6	560.7	104.7	1.6	3000	+	+	+	+	+
Walnuts	3	30	186.3	625.1	132.0	1.7	3199	+	+	+	+	+

For Comparison:

Beef	3	35	72.2	130.3	1.0	1449	+	+	+	+	+
Ananas	3		3.6	1.7	61.7	0.8	447	+	+	+	+	+
Potatoes	2	30	5.2	0.2	43.5	1.0	378	+	+	+	+	+
bread (White)	3	30	68.6	9.7	396.0	1.1	1182	?	+	+	+	+

WHY

JULIA KING'S BAKED NUTS TASTE SO DELICIOUSLY DIFFERENT

... Baked apples . . . baked ham . . . baked potatoes . . . aren't they all delicious? Now we have baked nuts, for baking achieves the same effect . . . it drives off the water but retains all the rich nutty flavor. They are more healthful, too, than nuts fried in oil (the usual method), or merely warmed over. The Glass Oven bakes small quantities at a time which assures constant freshness as well as uniform tastiness.

A WORLD OF NUTS RIGHT AT YOUR DOOR!

If delicious nuts and candy such as Julia King's is not available in your town or locality, we urge you to order by mail. Simply write a post card and your order will be sent to you postpaid, collect (You pay the post man upon delivery.)

Assorted nuts (without peanuts) 80c lb.

Assorted nuts (with peanuts) 60c lb.

Assorted Chocolates 70c lb.

Write for a more complete price list of nuts and candies.

JULIA KING'S
313 West Avenue

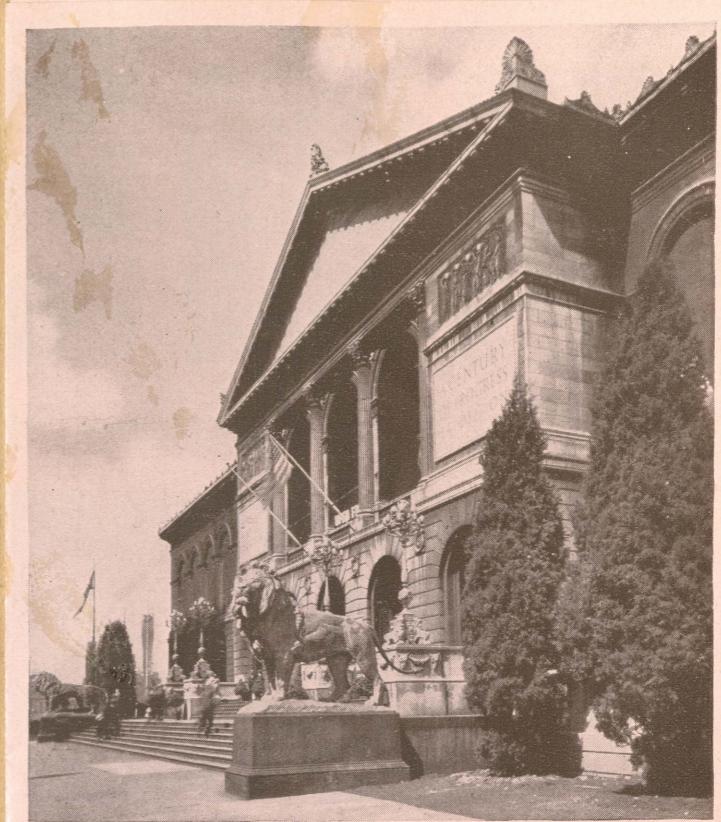
A Century of Progress
1934



Paul Revere

**PAUL REVERE HOUSE
COLONIAL VILLAGE**

COMPLIMENTS OF REVERE COPPER AND BRASS INCORPORATED
WHICH DATES BACK TO AMERICA'S FIRST COPPER ROLLING MILL - FOUNDED BY PAUL REVERE - CANTON - MASS - 1802



ADAMS STREET AND MICHIGAN BOULEVARD

NEW WORLD'S FAIR
ART EXHIBITION
FOR 1934
THE ART INSTITUTE
OF CHICAGO

OFFICIAL ART EXHIBITION OF A
CENTURY OF PROGRESS



SLEEP—BY ARTHUR B. DAVIES

THE ART INSTITUTE OF CHICAGO
OFFICIAL CENTURY OF PROGRESS EXHIBITION
OF THE FINE ARTS

*Admission to Building Free. Painting Exhibition 2d floor 25c
Hours: Week Days, 9 a.m. to 5:30 p.m.; Sundays, 9 a.m. to 9 p.m.*

FULLERTON HALL LECTURES

EVERY DAY—12:30 Noon and 2:30 P. M.

from June 1 to November 1, 1934

“MASTERPIECES OF THE EXHIBITION”
*Daily Lectures in Fullerton Hall—Illustrated by Lantern Slides
in Full Color of the Masterpieces in the 1934
Century of Progress Exhibition*

● Each day one lecture will touch upon masterpieces of the past and the other upon modern masterpieces. During the course of two weeks, all the outstanding features of the great exhibition will be discussed. Specific titles for each day's lectures will be announced in printed weekly bulletins available at the Art Institute and in the Century of Progress published programs.

DUDLEY CRAFTS WATSON—*Extension Lecturer*, will lecture on Wednesdays, Thursdays, Fridays, and Saturdays.

GEORGE BUEHR—*Assistant Lecturer, Extension Department* will lecture on Sundays and Mondays.

HELEN PARKER—*Head of Museum Instruction Department* will lecture at stated times on Tuesdays.

DANIEL CATTON RICH—*Associate Curator of Painting* will lecture at stated times on Tuesdays.

Occasionally visiting lecturers will speak at stated times on Tuesdays.

“Everyone Can Learn to Draw”—Two Sketch Classes
Tuesday and Friday Mornings—10:00 A. M. to 12:00 Noon

● A model will be posed. Mr. Watson and Mr. Buehr will make demonstration drawings, and a distinguished visiting artist will sketch for fifteen minutes each session. The charge of twenty-five cents includes sketching materials supplied at the entrance.

ORIENTAL DEPARTMENT

● On Wednesday mornings at 10:30 Mr. Kelley, curator, or Miss Gunsaulus, assistant curator, will give a lecture in one or more of the Oriental galleries. Tickets may be obtained in gallery H 4 for twenty-five cents immediately before the lecture.

INTERNATIONAL PRINT EXHIBITION

● Every morning at 10:30 a promenade lecture will be given in the print galleries by John Everett Lerch, special lecturer in the Print Department. Tickets at twenty-five cents per person may be had at the sales desk in the Print galleries.

THE ART SCHOOL

● The Art School of the Art Institute of Chicago has been in existence for over fifty years and is favorably known all over the world. It teaches all branches of Fine and Industrial Art in a thoroughly professional way, and offers classes in the evening and on Saturday for those who cannot come at other times. There are children's classes on Saturday and also during the six week summer session. Fully illustrated catalogs explaining the courses in detail will be sent upon request. Address Associate Dean, School of the Art Institute, Chicago, Illinois.

An exhibit of the work of students of the School will be found in Blackstone Hall.

EQUIREMENTS.

THE ART INSTITUTE OF CHICAGO • OFFICIAL FINE ARTS EXHIBITION OF A CENTURY OF PROGRESS • NINETEEN THIRTY-FOUR



LADY FRANCES WENTWORTH — COBLEY



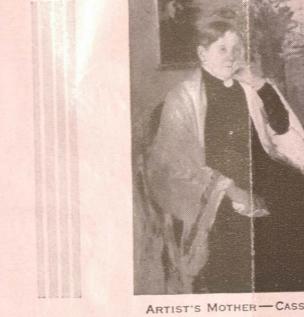
LE MEZZETIN — WATTEAU



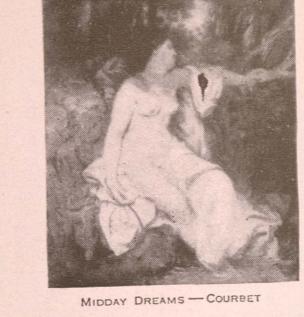
MRS. THICKNESSE — GAINSBOROUGH



MAN'S PORTRAIT — ANTONELLO



ARTIST'S MOTHER — CASSATT



MIDDAY DREAMS — COURBET



WOMAN WITH MANDOLIN — COROT

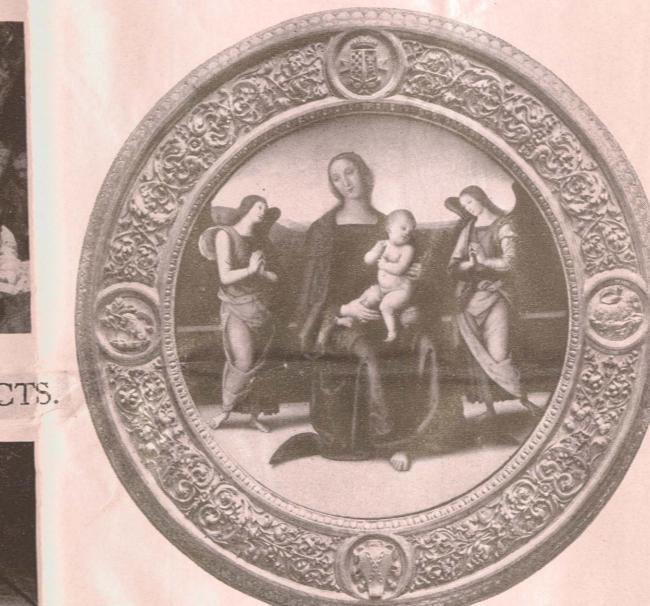
ONE THOUSAND MASTERPIECES OF PAINTINGS AND SCULPTURE FROM THE WORLD'S GREATEST COLLECTIONS



CLASSICAL FIGURE — SIGNORELLI



THE AGNEW CLINIC — EAKINS



MADONNA AND CHILD, WITH TWO ANGELS — PERUGINO



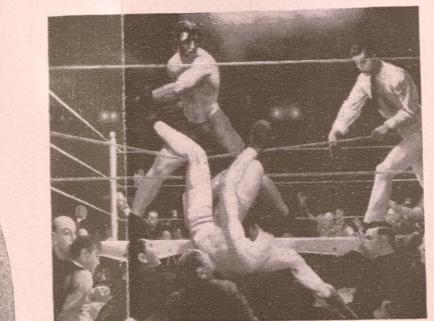
WOMAN'S PORTRAIT — DUVIVIER



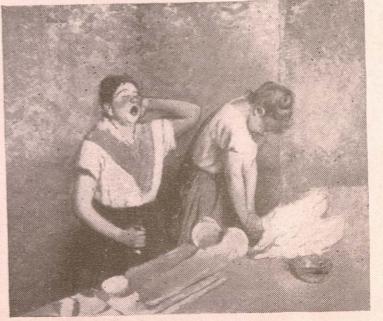
THE ENTOMBMENT — DELACROIX



PRINCE MEDICI — SUSTERMANS



DEMPSEY AND FIRPO — BELLOWS



WOMEN IRONING — DEGAS

ADMISSION TO FIRST AND GROUND FLOORS FREE

ADMISSION TO PAINTING GALLERIES 25 CTS.



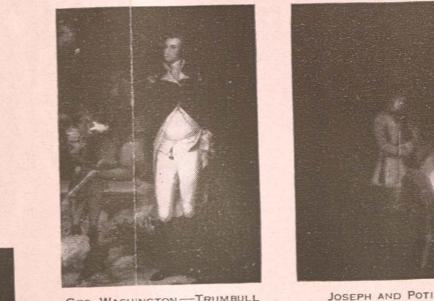
THE LAP DOG — NAKIAN



NOAH'S WIFE — BATES



GABRIELLE — RENOIR



GEO. WASHINGTON — TRUMBULL



JOSEPH AND POTIPHAR'S WIFE — REMBRANDT



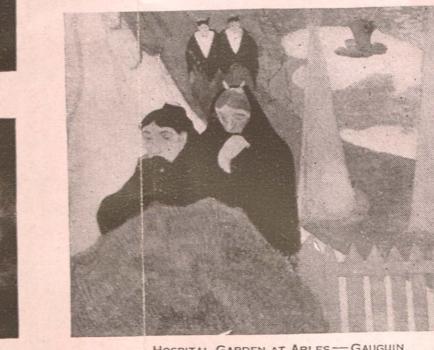
THE WHITE GIRL — WHISTLER

MICHIGAN BOULEVARD AND ADAMS STREET

THE ART INSTITUTE IS LOCATED AT



LE CAFE DE NUIT — VAN GOGH

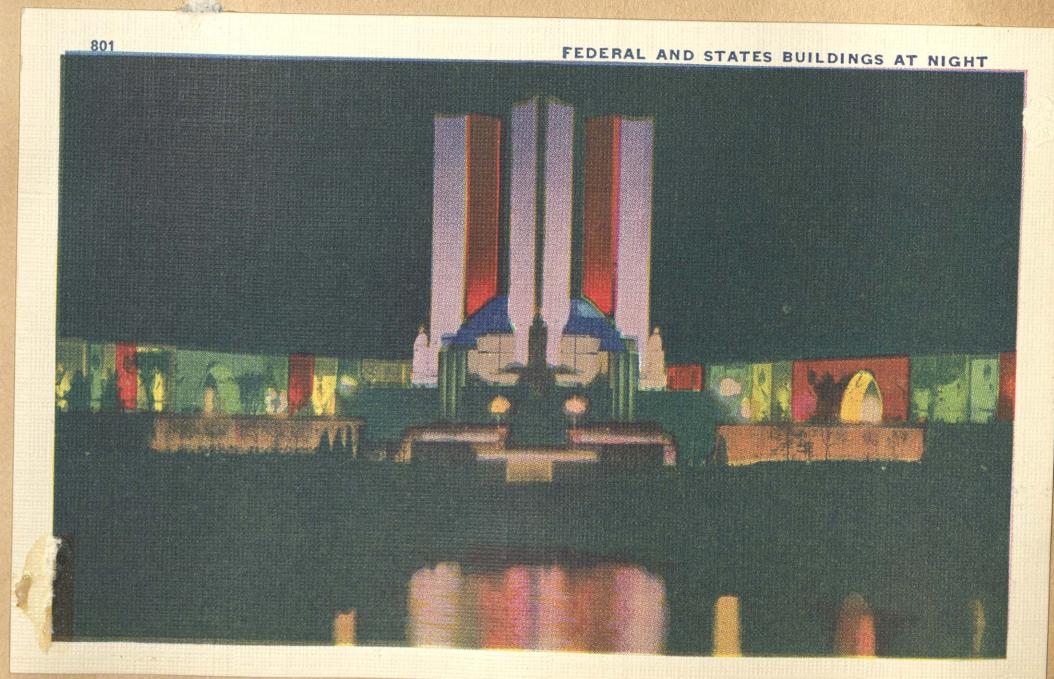
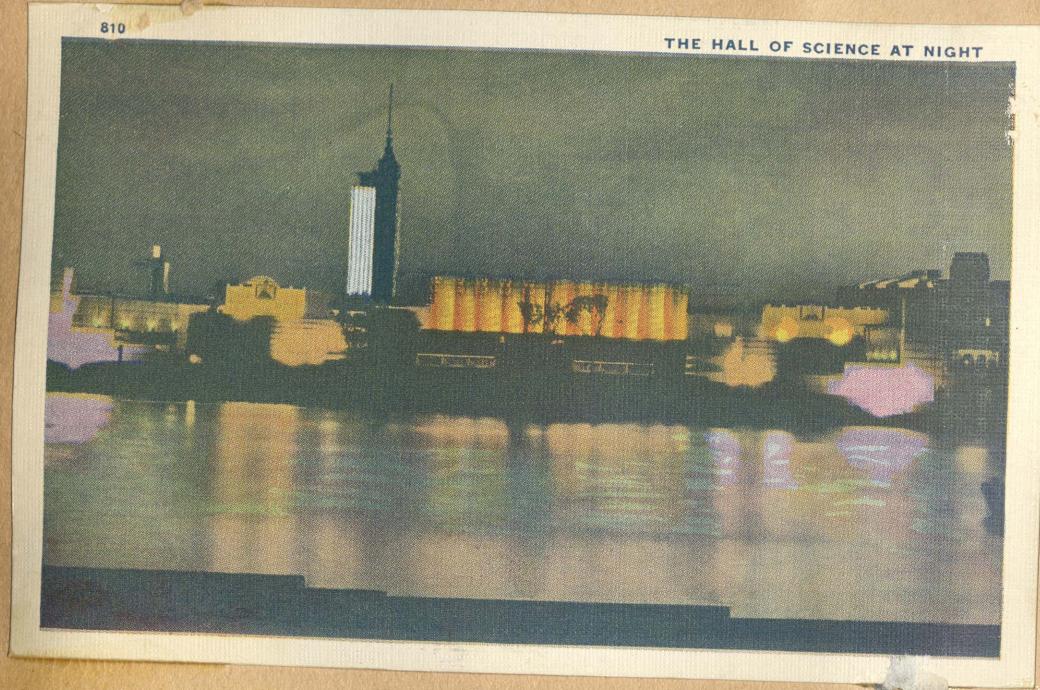


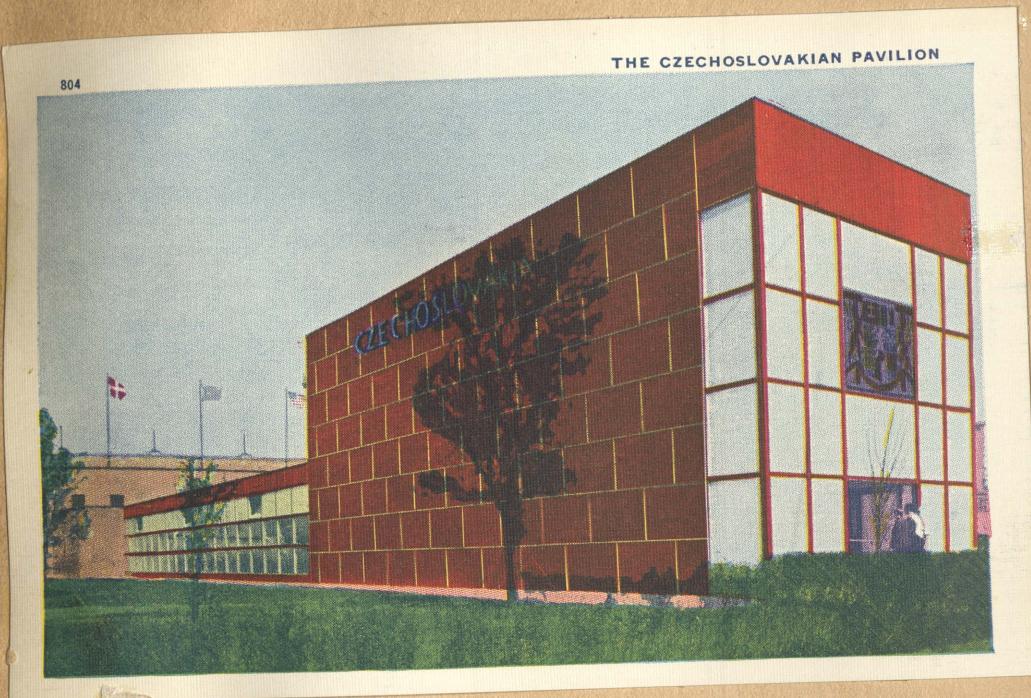
TORSE OF TEHIVA — ROSIN

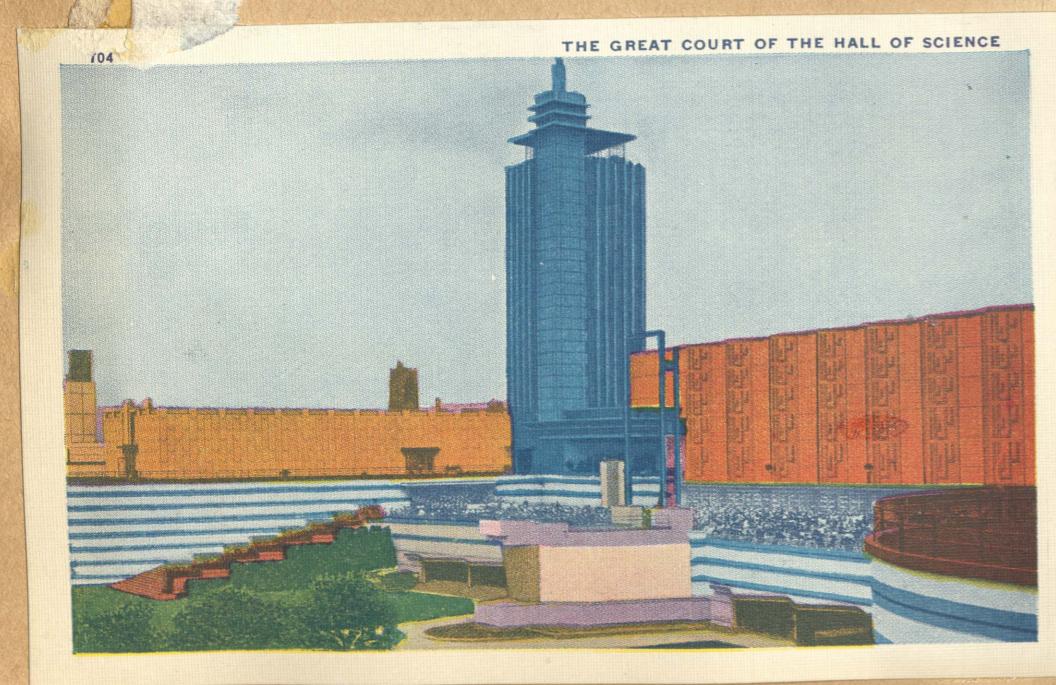
HOURS OF OPENING • WEEK DAYS 9:00 A. M. UNTIL 5:30 P. M. • SUNDAYS 9:00 A. M. UNTIL 9:00 P. M.

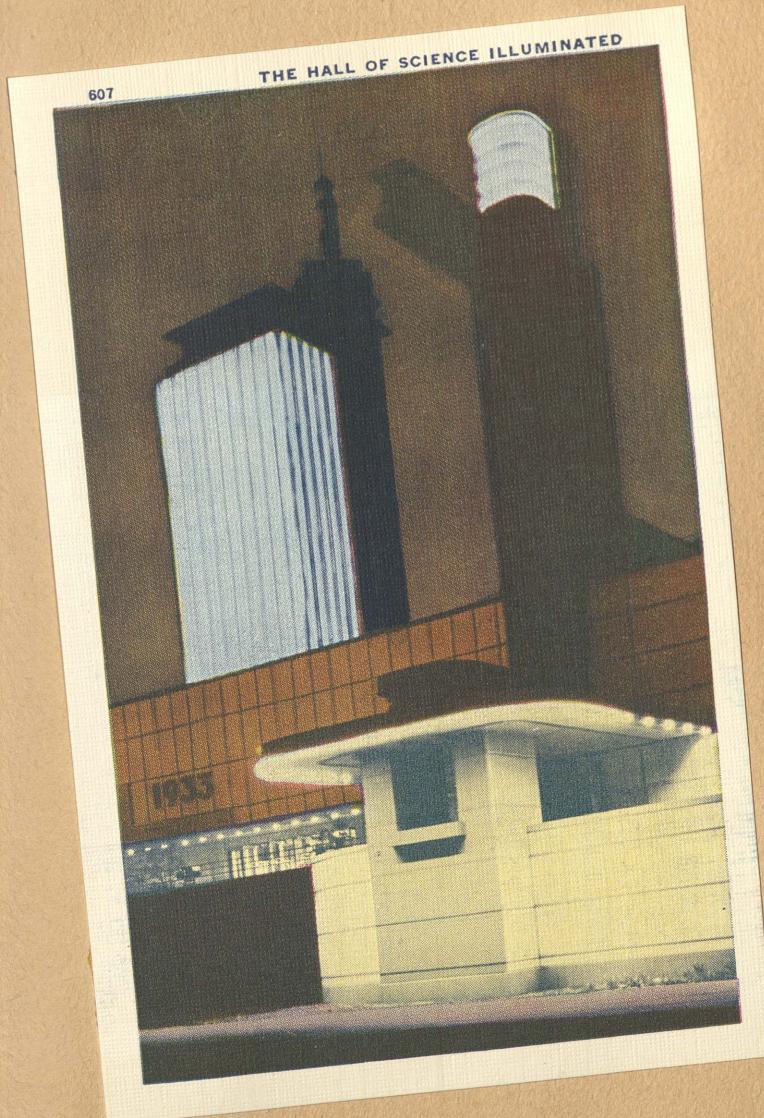


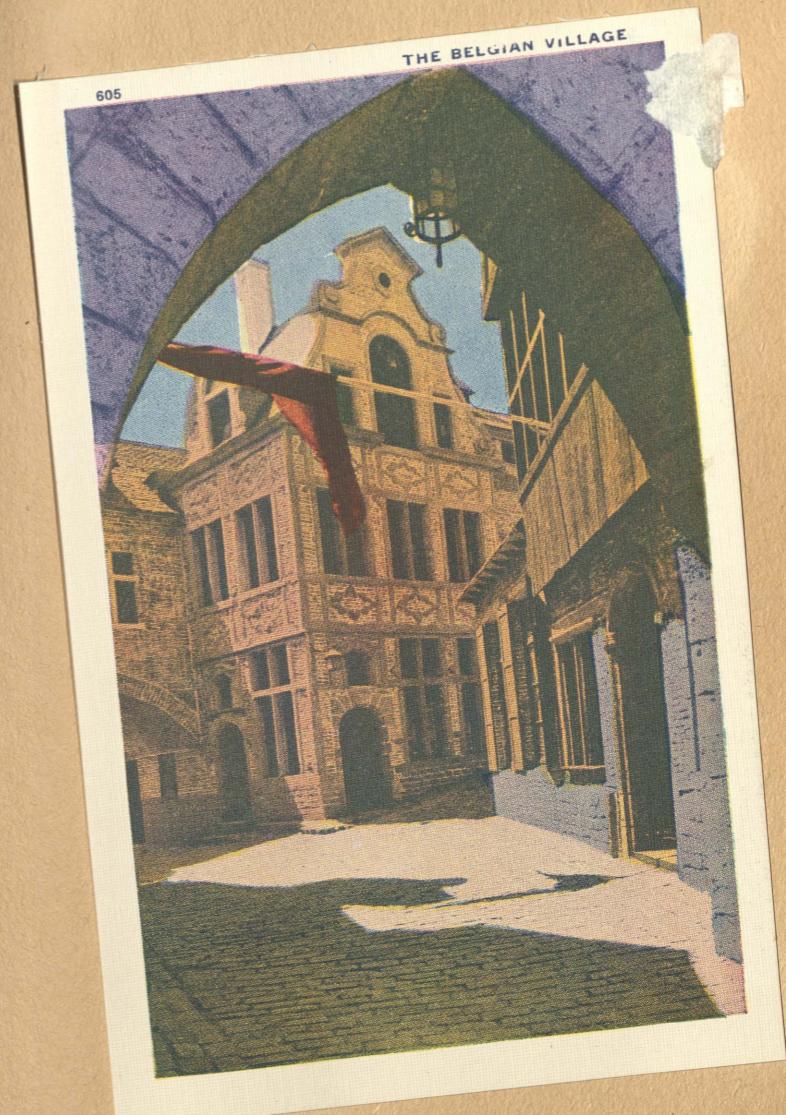












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ENTRANCE—ILLINOIS HOST HOUSE

