Century of Progress International Exposition 1933-1934

Horticultural Exhibition and Garden and Flower Show
"A garden is a poem come to life and dramatized in all the glamour and eloquence of Nature's finest talent."

VIEW FACING EXHIBITION HALL FROM ITALIAN FORMAL GARDEN

By Charles Fiore.

HORTICULTURE

A CENTURY OF PROGRESS
INTERNATIONAL EXPOSITION
CHICAGO • ILLINOIS • U.S.A.

1933
"Nature has glorified the romance of the sky and the earth and given us her flower gardens."

FORESWORD

IFE minus its aesthetic values would be barren indeed. Though we may often forget the fact, beauty is as essential for our well-being and happiness as are food and shelter and clothing. Fortunately, beauty appears in many forms—in music, in painting, in sculpture, in literature, and in a thousand glories of Nature. Not only are we moved at twilight by the rose colors of the western sky, or by the sparkling stars that sprinkle the vault of heaven at night, but deep in our beings there is a love for growing things, for living objects that in graceful forms and lovely colors and with sweet odors spring miraculously from the warm bosom of the soil. Even a single blossom, growing in a clay pot on a window sill, has opened to a weary soul a glimpse of heaven.

In the exhibition of A Century of Progress, there is an unparalleled display of the advancements in architecture and the triumphs of science, not only in their physical forms but also in their varied application to the arts of living. But these things do not compass man's interests or entirely cover the fields of notable progress.

The Horticultural and Floricultural Exhibition measures up to the very high levels attained by science, invention, engineering and industry as exemplified at A Century of Progress International Exposition. This great exhibition is dedicated to the Horticultural Industry in all its branches.

Here have been gathered the choicest blossoms, finest trees, shrubs and accessories, weaving them together into a delightful picture designed to give you something to take away with you as an enduring possession, that intangible something, not of leaf nor of bud, but the infinite happiness which comes in an association of these things. If it shall have added this to your life, if it shall give you enjoyment and inspiration, then our efforts shall not have been in vain and the objective and ideals of this Exhibition shall remain monumental to its accomplishment.
"Not so much a fair Narcissus or a lovely Rose, 
But a silken, perfumed something that just grows."

HORTICULTURAL EXHIBITION 
AND 
GARDEN AND FLOWER SHOW 
AT 
A CENTURY OF PROGRESS 
INTERNATIONAL EXPOSITION 

May 27th to November 1st 
1933 
Located at 
SOUTH END—NORTHERLY ISLAND 

An Exhibition featuring the products and creations of 
Leaders in the Horticultural field 

Operated in cooperation with the 
HORTICULTURAL INDUSTRY 

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"Trees were among the earliest companions of man and they have ever remained his steadfast friends."

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Horticultural Building at A Century of Progress
"Like so many precious jewels, Summer has studded the hillside with her most brilliant blossoms."

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"Old fashioned gardens whispering tell
Of things remembered, things loved well."

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IMMORTAL—TREE

Think you no soul dwells in a tree
No soul such as of you or me,
No life that pulses 'neath
The bark and rough
'Neath all that hard exterior
And woody stuff
That is immortal—
Tree,
That lifts its arms to God
To worship in the great cathedral
Of the sky and sod,
Think you the winds
That beat upon its breast
Strange music
Of a wordless tongue;
Nay, these are hymns
That have reverberantly sung
Through ages
Ever since the world begun.

A tree may die;
No less for such as these
Still linger its immortal memories.
A separation of the wood from wood
Cannot dissolve such brotherhood.
Linked through the bondage
Of transcendent years
Such dissolution
Would but to release
Its soul,
Through physical demise.

And we shall feel
And know,
Both you and I,
What there has been
Of immortality
That dwells within
This silent understanding friend,
Whose death can never
Friendship end.
Whose memory lingers long
With you and me;
Such is the immortality
Of just a tree.

—Rebecca Anthony.
"I think the angels when they light
The stars, the flowers of heaven, at night,
Let wee tots of the city peep
Into His garden while they sleep."

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"I like to think at twilight among His lilies tall,
He walks, but loves the smallest flower of them all."

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Units: District 1-2-3-6-7-9-10
Corner Sec. Highland Park, Forest Preserve (Conservation), Third District (Edgemere Woman’s Club). Gardens and floral arrangement: Mr. and Mrs. Kenneccott, Chicago Woman’s Club, Forest & Garden Department; Englewood Woman’s Club, Joliet, Sherman Park Neighborhood House, Chicago Lawn, South Side Catholic Woman’s Club, Palos Park Woman’s Club, Mr. and Mrs. George Ward, Orland Park Woman’s Club, Evanston Friends of Council, 6th District, 7th District, Woman’s Ideal Club, Deerfield Woman’s Club, Gray’s Lake Clearing Woman’s Club, Evergreen Florists, Soukel’s Nursery, Beverly Juniors, Gresham Woman’s Club, Chesterfield Woman’s Club.

HOSTESSES FOR SPECIAL WEEK
MRS. WALLACE B. COMBS, Chairman

Sat. July 1st—PRESIDENT’S DAY Mrs. Wm. F. Farrell and Mrs. Mary Wall
Sun. July 2nd—PAST PRESIDENT’S DAY Mrs. W. Seymour and Mrs. J. M. Fowler
Mon. July 3rd—GARDEN DAY Mrs. Chas. Caldwell and Mrs. W. B. Combs
Tues. July 4th—CITIZENSHIP DAY Mrs. C. Dargan and Mrs. R. Hoadley
Wed. July 5th—CONSERVATION DAY Miss Z. L. Gray and Mrs. W. Hermsdorf
Thurs. July 6th—ART DAY Mrs. A. Cole and Mrs. A. Johnson
Fri. July 7th—AMERICAN HOME DAY Mrs. P. Carter and Mrs. W. Seymour
"To some they are scientific marvels, to others a decoration, but to me they are a beautiful and an endless song—these flowers."

SPECIAL EXHIBITS
NORTH EXHIBITION HALL

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SPECIAL FEATURES
IN THE HORTICULTURAL BUILDING SCENIC DIORAMA SETTINGS

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<td>2.</td>
<td>Maxwell House</td>
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<td>The Desert</td>
<td>T. R. Schroeder</td>
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<td>A Door-way Court Garden</td>
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<td>9.</td>
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GARDEN FEATURES

These are staged on the exterior of the Horticultural Building. Entrance to the garden section is through the North Hall.

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<td>A Hillside Garden</td>
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<td>California Hacienda</td>
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<td>A Mid-Victorian Petunia Garden</td>
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<td>10.</td>
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<td>Men’s Garden Club of Aurora</td>
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<td>Abraham Lincoln’s Indiana Home in 1820</td>
<td>Men’s Garden Club of Fort Wayne</td>
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<td>A Summer Garden</td>
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<td>An Illinois Apple Tree Garden</td>
<td>Kenneth Wright Bangs, dedicated to the</td>
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<td>A Bit of Forest Preserve</td>
<td>Illinois Federation of Women’s Clubs</td>
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<td>Forest Preserve District of Cook County</td>
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<td>Harmony in Nature</td>
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<td>C. F. Leaf Company</td>
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"An infinite source of pleasure your garden will be a manifold investment."

INFORMATION CONCERNING EXHIBITION

On pages following are shown dioramas and gardens on exhibition in the Horticultural Building. The detailed information concerning these exhibits as given below will be of interest.

THE LOGGIA
Exhibited by Charles Fiore, Prairie View, Illinois.

MAXWELL HOUSE

A TROPICAL GARDEN
Exhibited by The West Chicago Park Commissioners; Harry Joseph, President; August Koch, Chief Horticulturist.

A MOUNTAIN STREAM
Designed and arranged by John A. Servas, Clarence A. Staufer, Cooperating.

THE DESERT

A DOOR-WAY COURT GARDEN

A PERIOD INTERIOR
Exhibited by Grant's Art Galleries, Chicago, Illinois.

LIVING ROOM
Furnishings by Mandel Brothers, Chicago, Illinois.

SUN ROOM
Furnishings by Mandel Brothers, Chicago, Illinois.

DINING ROOM
Furnishings by Mandel Brothers, Chicago, Illinois.

OLD ENGLISH INTERIOR

A SCULPTURE GARDEN
Exhibited by Waukesha Garden Studios, Waukesha, Wisconsin.

INDIANA DUNES LANDSCAPE
Exhibited by Gary Yard & Garden Club; Mrs. J. A. Patterson, Chairman; Tom Warfflow, Designer. Sponsored by the Honorable R. O. Johnson, Mayor of Gary, Indiana.

SUWANEE RIVER CABIN
Sponsored by Garden Club of Morgan Park, Illinois. Created by Olive Bohn Fischer.

THE OLD MILL GARDEN
Exhibited by Clarence A. Staufer and Brothers, Hammond, Indiana, and Cooperators. This "World’s Fair Garden" was designed and supervised by Charles O. Speicher, Landscape Architect of South Bend, Indiana, builder of many beautiful gardens and estates.

ROCK GARDEN

AN INFORMAL GARDEN

CALIFORNIA HACIENDA
Exhibited by Associated California Nurseries, Mr. Charles G. Davis of San Leandro, California, director.

A HILLSIDE GARDEN

A MID-VICTORIAN PETUNIA GARDEN

WATER GARDEN

A MODERN GARDEN
Exhibited by Men’s Garden Club of Aurora, Illinois.

SEMI-FORMAL GARDEN

THE FAMILY GARDEN CORNER
Exhibited by The Elmhurst Park District, Elmhurst, Illinois.

ABRAHAM LINCOLN’S INDIANA HOME IN 1820
"I do not like to think of yesterday, but to-morrow, not of petals scattered on the ground, but of bursting blossoms, raising their little faces to the blue of heaven."

FERNS OF THE UNITED STATES
Exhibited by Kathryn E. Boydston, Chicago, Illinois, American Fern Society Cooperating.

FLOWER AND FOLIAGE DISPLAY.
Exhibited by the Commissioners of the South Parks, Chicago, Illinois, Edward J. Kelly, President; Robert E. Moore, Landscape Architect; Herman Benthey, Landscape Gardener.

A GARDEN IN JAPANESE STYLE
Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

AN ITALIAN HISTORICAL GARDEN
Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

ITALIAN FORMAL GARDEN
Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

AN INFORMAL PLANTING
Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

AN AUTHENTIC JAPANESE GARDEN

A FORMAL GARDEN
Exhibited by Park District of Oak Park, Illinois. Col A. D. Rehm, President; Gustaf A. Lindberg, Superintendent and Secretary.

GARDEN OF SUCCULENTS AND ANNUALS AND A SMALL FORMAL GARDEN
Exhibited by Pearson-Daniels Co., Inc., Chicago, Illinois.

A GARDEN ARRANGEMENT
Exhibited by Commissioners of Lincoln Park, Chicago, Illinois, A. D. Plamondon, President.

AN ENGLISH GARDEN

A MODERN FLOWER GARDEN

AN APPLE TREE GARDEN

A BIT OF FOREST PRESERVE
Exhibited by Forest Preserve District of Cook County, Illinois; Emmett Whealan, President; Charles G. Sayers, General Superintendent. Arranged by Arthur Koresgard.

A CENTURY OF PROGRESS ROSE GARDEN
Exhibited by Inter-State Nurseries, Hamburg, Iowa; Charles N. Evans, Rosarian.

HARMONY IN NATURE
GENERAL VIEW OF SOUTH EXHIBITION HALL
A TROPICAL GARDEN

A MOUNTAIN STREAM
OLD ENGLISH INTERIOR

A SCULPTURE GARDEN
THE OLD MILL GARDEN
ROCK GARDEN

AN INFORMAL GARDEN
CALIFORNIA HACIENDA
A HILLSIDE GARDEN

A MID-VICTORIAN PETUNIA GARDEN
SEMI-FORMAL GARDEN
A GARDEN IN JAPANESE STYLE
AN AUTHENTIC JAPANESE GARDEN
A GARDEN OF SUCCULENTS AND ANNUALS
AND A SMALL FORMAL GARDEN

A GARDEN ARRANGEMENT
A BIT OF FOREST PRESERVE
Flower Markers

used in Rose Garden and other locations throughout the Garden and Flower Show are presented through the courtesy of

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VISIT BOOTH 12, Horticultural Building, Chicago Century of Progress and try on a pair of these new and unusual gloves. See also our new garden ensemble—gloves, smock and hat to match. . . . Made only by

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Other Century of Progress Buildings, Exhibits, and Concessions now completed or under construction:

- Atlas Brewing Company
- 16th St. Bridge
- American Gas Association
- Bryant Heating & Mfg. Co.
- Coca-Cola Company
- Century Dairy Exhibits
- Dairy Building
- Diamond Mine
- Foreign Bazaar
- Geological Exhibits
- Horticultural Building
- Home Planning Hall
- International Harvester Co.
- Iron Fireman
- Institute of American Meat Packers
- Kohler Company Building
- Kalamazoo Vegetable Parchment Co.
- Manz Kitchenette
- National Pressure Cooker Co.
- Pure Oil Company
- Phoenix Hosiery Co.
- Quaker Oats Company
- Rock Island Railway
- Standard Oil Company
- Sky Ride Transformer Houses
- Standard Brands, Incorporated
- United States Government Animated Map
- University of Illinois Addition to Agricultural Building

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SWAIN NELSON & SONS CO. have almost a Century of Progress of their own, for back in 1856, over seventy-five years ago, this Company was founded. Many of the outstanding landscape projects throughout the central west, both large and small, have been carried out by them.

With four hundred acres of the choicest plant materials, experienced landscape engineers and gardeners at your disposal, your landscape development can be entrusted to them.

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Horticultural Gardens Fed with VIGORO

Thousands of visitors to inspect them daily! Garden enthusiasts from the world over! No wonder the exhibitors in the horticultural division of A Century of Progress spared neither time nor expense so that their gardens might approach perfection. It's important, too, that the beauty of these lovely gardens be maintained during the entire exhibition period. Those in charge know the value of proper plant feeding. It is natural, therefore, that Vigoro, the Complete Plant Food, should be selected for use on the exhibition gardens.

Home gardeners, too, know what Vigoro will do. Everywhere you hear them saying, "More beautiful than ever!" speaking of their lawns, flowers, shrubs, and trees. Year after year they see the beauty of their homes enhanced through the regular use of Vigoro.

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Swift & Company
U.S.A.

VIGORO
Complete plant food
For Lawns, Flowers, Vegetables, Shrubs, and Trees
The Positive Protection of Fence

Visitors at the Horticultural Exhibition of the Century of Progress will observe that the exhibit gardens are enclosed most effectively with a chain link fence made and erected by Pittsburgh Steel Company.

This is the type of fence that is used so extensively for enclosing large estates, as well as many public and industrial properties such as swimming pools, athletic fields, parks, reservoirs, airports, factories, play grounds, etc.

You can imagine the difficulties of trespassing that would be experienced here if the grounds were not fenced. In some degree this parallels the experience of every property. In these days of growing disrespect of property rights, every home, estate and exposed property needs the positive protection of fencing.

In many respects the protection of the Horticultural Exhibit Gardens is simpler than that of private gardens, estates and other properties. Here we need control merely of pedestrian traffic which is already under general supervision. A fence for your property must also keep out dogs and other animals, prowlers and malicious trespassers, guide the newsboy, grocer boy and milk man to the walks, afford a safe place for the children to play and enhance the appearance of the property.

You will observe that an effort has been made to beautify the fence boundary of the Exhibit gardens by means of plantings on and near the fence. Obviously it has not been possible to cover the fence with foliage nor to grow beautiful, flowering vines such as roses, clematis and bittersweet that can, after two or three years of growth, make fences such a beautiful part of the landscape.

In this connection many landscape architects have recently been discovering the multitudinous possibilities of fences. A wire fence immediately gives protection and establishes boundary lines. If subsequent privacy is desired by means of heavy plantings of shrubs the fence is still there to keep out dogs and intruders. On the other hand, particularly where space is limited, vines and flowers on the fence give the same much desired privacy in the nature of a thin garden wall, permitting more space for lawn and garden features.

The chain link fence enclosing our Exhibit Gardens is only one of several constructions in Pittsburgh Steel Com-

pany's lines. The Company offers the chain link design in heights from three to twelve feet or more; also other types of fence such as the Ornamental Lawn Fence enclosing our tea terrace, and farm and poultry fences.
The chain link fence enclosing the gardens of the Horticultural Exhibition is representative of the character of materials and construction employed in all Pittsburgh Chain Link Fences. There is a type of Pittsburgh Fence for every enclosure.

In addition to its Chain Link Fences, Pittsburgh Steel Company manufactures fences for every purpose, farm, poultry, garden and lawn. “Pittsburgh” fences and poultry fabrics may be seen at the Egg Laying Contest of the Century of Progress. Write for catalogues and information.
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25 and 27 South Wabash Avenue

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- EARL OF LOWDON AND HUNTINGDON, Lowdon Castle, Ayreshire, Scotland
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