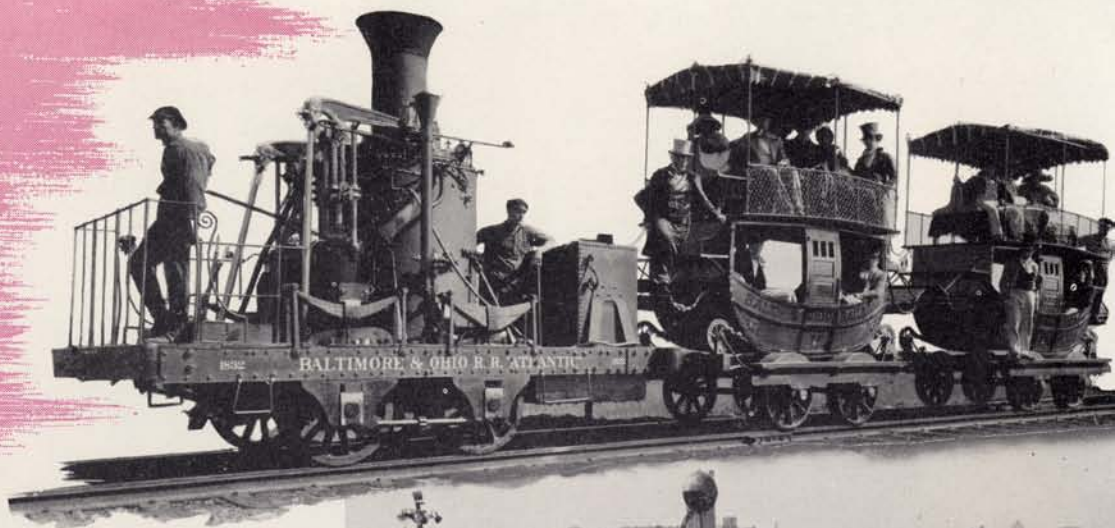


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Better and Bigger

Chicago Railroad Fair

Lenox R. Lohr

President

Welcomed by the American public as wholesome entertainment and acclaimed by railroad industry management for the tremendously effective presentation of its story, the Chicago Railroad Fair will stage a repeat performance this year designed to outdraw last year's.

The 1948 exposition had 2½ million visitors in 76 days. This year the show will run for 100 days, beginning June 25 and closing October 2.

Plans now awaiting only the final blueprinting before announcement call for dramatic new entertainment features, displays, and exhibitions, while the most successful of last year's attractions are being de-winterized and refurbished on the city's 50-acre lake-front stage.

Though more railroads than the 38 which participated in the initial show will join the fair this year, the 1949 keynote is "Better, rather than bigger, in '49."

Aside from the introduction of new and exciting entertainment, chief efforts will be directed toward more comfort for the visitor, including erection of new covered ways connecting the various exhibits as protection against sun and sudden showers, black-topping all walks, and adequate comfort stations, and move parking facilities.

In some instances the "bigger" aspect of this year's exposition cannot be avoided. For example, "Wheels a-Rolling," the pageant of rail transportation in America from its inception a century ago that drew 1,200,000 spectators and turned away other thousands for lack of room, will have a larger grandstand and more seats. Greater dining facilities will be available, too, with additional dining cars to be placed in service.

One of the fair's most popular features, the old-time



The crowds at last year's fair.

Deadwood Central Railroad, historic narrow-gage relic of early mining days in the Rockies, which several hundred thousand fans last year climbed aboard for colorful trips through the grounds, will also be an expanded "repeat" performance. A second narrow-gage train will be added and a passing track laid down to permit passage of the trains.

The Chicago Railroad Fair has not only proved to be good entertainment but is pointing the way toward a new concept of public relations: presentation of the role of industry under the American system of government—a role which has contributed so greatly to the world's highest standard of living.