

“A Century of Progress International Exposition” 1933: The Chicago

Although the Great Depression was underway, the fair, which celebrated the centennial of Chicago, had been planned since 1928, and the fair went on as intended, successfully. The theme was technological innovation, with an optimistic, almost utopian viewpoint about science, technology, manufacturing and what the future would be for America.

Poster Stamps were recovering interest after the ‘down’ period post World War 1, so there were a lot issued for the 1933 Fair. Whether these were ever cataloged I don’t know. Anyone with info, please share.

Cover mailed May 27, the day of fair opening, using the 2 stamps issued by the USPOD for the fair: a 3¢ stamp (magenta) showing the US States exhibit building with 3 towers, and a 1¢ stamp (green) with a reconstruction of Fort Dearborn circa 1833.
Reduced 60%

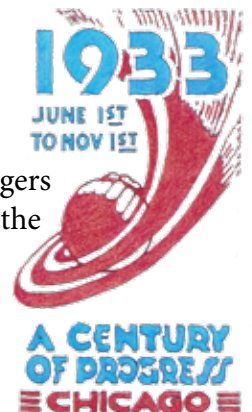


Block of four of the initial promotion stamp: allegorical female wears an eagle for a hat with anti-Depression slogan “I Will”. Behind her an indian in feathered headdress. In the background upper right, difficult to see, is a map of the US with a checkmark on Chicago. A reduction of a street poster by George Petty.

Note that some ephemera gives June 1st as opening day

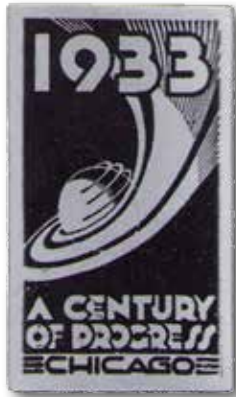
The “Zooming planet” Logo

Adopted for the fair was a sphere with “swoosh” ribbons that would have made Buck Rogers envious. The logo was used often on printed promotional materials. The prime colors of the fair graphics were blue & orange, with silver.



Two gummed luggage labels, shown reduced. The penant is 5.5” long. Seal is about 4” diameter.

Promotional stamps, using the zooming planet, were printed in different sizes and colors. Most common are the small imperforate stamps on glossy paper, printed in black, red, blue or light green, in blocks of four.



Blue or black & silver inks



Small imperforates about 21 x 35 mm, on white coated paper, typically not gummed.



A souvenir cover mailed on Indiana Day canceled at the fair post office and at the regular p.o. Front shown reduced 60%.



The cover was sealed on the back with a zooming logo poster stamp in blue. Below, black on foil embossed, the smallest.



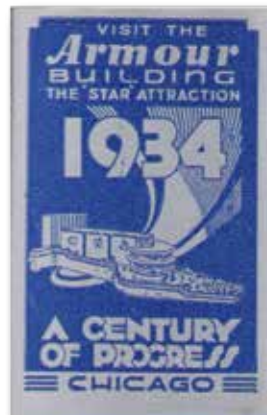
A duller blue printed version with dark blue & silver ink on white paper.

Advertising With the Fair Logo

Several companies combined the zoom logo with advertising, sometimes not about the fair. The Automotive Industries show was at the Merchandise Mart building, outside of the fair. Merck and American Optical both had exhibits in one of the fair buildings, the Hall of Science.



Dark blue & silver ink, black on gold foil embossed, and blue on white paper.



National Advertising Specialty Assoc. black on silver embossed, IBM exhibit in blue & orange, Armour Meat building 1934 in blue & silver inks, National Restaurant Conven.. in green & black. The two outer stamps are for events not in the fair.

The Look of the Fair

To contrast with other earlier World's Fairs (Chicago, San Francisco and St. Louis), the buildings were painted in strong varied colors and were modernist in architectural style, usually called "Art Deco" now. The tallest "iconic" structure from the fair was the pair of 600' towers holding up a cable ride across a piece of the lake referred to as the lagoon. The hanging cars were named "Rocket Cars".



Back and front of a small brochure with Sky Ride information on the inside. Size 3.5" by 5.75", shown at 90%.

Article to be continued at a later date...