

# New York Central Lines



THE WATER LEVEL ROUTE





# Good Living



First choice with one generation after another since 1876. In its creamy foam and full-bodied flavor you find the quality that made Budweiser outsell any other brand of bottled beer on Earth.

## Budweiser

KING OF BOTTLED BEER



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## KNOW MORE ABOUT YOUR RAILROADS!

*Send for a free copy  
of the 1933 Year Book*

**T**HIS compact little book of 96 pages is brimful of authoritative information of great public interest about the railroads of the United States—their operation, revenues, traffic earnings, wages, taxes, passengers and tonnage carried, etc.

If you would like to know something more about America's great transportation machine (and who does not?) and what it means by its huge purchases, the wages and taxes it pays and its efficient service, to the prosperity of the country as a whole, write to the Committee on Public Relations of the Eastern Railways, 143 Liberty Street, New York, and a copy of the 1933 Year Book will be sent you without cost.

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## *Journey's End . . .*

A Century of Progress is "Journey's End" to millions, and worthily so—an exhibition of startling modern beauty; of great educational value; a wealth of entertainment and fun.

To most of these visitors and to countless Chicagoans, this store is Journey's End of a shopping trip.

It's a beautiful modern store, worth seeing for itself.

It houses a stock of merchandise distinguished for quality, beauty, style, practical usefulness, and moderate prices.

It is inspired by a zeal to serve you intelligently. We base our own satisfaction on yours.

Make Field's your Journey's End.

**MARSHALL FIELD & COMPANY**

# M E N U

NEW YORK CENTRAL LINES  
DINING SERVICE

NEW ENGLAND FARM BUREAU  
CENTURY OF PROGRESS TOUR

## Luncheon

*Cream of Tomato with Okra*

*Sweet Gherkins*

*Roast Country Ham, Sultana Sauce*

*Fricassee of Lamb*

*Creamed New Spinach*

*Potatoes Fondante*

*Cottage Custard Pudding, Orange Cream Sauce*

Tea

Coffee

Grade A Pasteurized Milk

Enroute October 14, 1933

J. R. SMART  
Manager Dining Service, New York

(Menu continued on following page)

## How OLD-TIME TRAVELERS keep in trim . . . .

Folks who travel a lot read the menu carefully. For the right food certainly makes the miles spin by more pleasantly. For at least one meal a day these wise ones order Shredded Wheat.

And for a very good reason. Shredded Wheat is an easily digested natural energy food. It's 100% whole wheat, with all of whole wheat's proteins, minerals, carbohydrates and vitamins. Nothing has been added, nothing taken away.

Try it yourself. It's ready-cooked, ready to eat. Just

pour milk or cream over the crisp-baked biscuits, then top with your favorite fruit. And enjoy a sensible, satisfying meal that will please both your palate and your pocketbook.



# SHREDDED WHEAT

A product of NATIONAL BISCUIT COMPANY "Uneda Bakers"

**BEVERAGES**

Ginger Ale, imported, C. & C.	-	Half Bottle	40
Ginger Ale, Domestic—			
Canada Dry	- - -	" "	30
Clicquot Club Sec	- - -	" "	30
C. & C. Imperial Dry	- - -	" "	30
Sarsaparilla, Imported	- - -	" "	40
Sarsaparilla, Domestic	- - -	" "	30
Coca-Cola	- - -	Split	15
Grape Juice	- - -		20
Lemonade, Plain	- - -	Glass	20
Lemonade, Apollinaris	- - -	Split	35
Lemonade, White Rock	- - -	"	35
Angostura Bitters	- - -		25

BOTTLED BEER, 25

**MINERAL WATERS, ETC.**

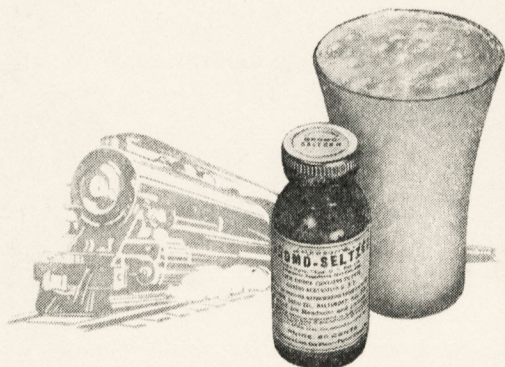
Apollinaris	- - -	Split 20, Half Bottle	30
White Rock	- - -	Split 20, "	30
Gerolsteiner	- - -	" "	35
Celestins Vichy	- - -	Split 25, "	40
Poland Water Still	- - -	Half Bottle 30, "	45
Saratoga Hathorn Water	- - -	Half Bottle	25
" Geyser Water	- - -	" "	25
"Pluto" Water	- - -	Split	25
Bromo Seltzer	- - -		15

**CIGARS**

Imported, Tampa and Domestic  
35, 25, 20, 3 for 50, 15, 2 for 25 and .05

Cigarettes	- - -	15, 20 and 30
Playing Cards	-	60 Complete Bridge Set 1.25

IMPORTED BEER 35



**Make Your Journey  
Headache Free**

DOES travel bring on a headache to make your journey uncomfortable? Ask the waiter for Bromo-Seltzer. Its balanced formula gives quick four-way relief by stopping pain, soothing nerves, assisting in the removal of fatigue, and aiding the return to normal. Take Bromo-Seltzer. Get the swift relief that has made it the headache remedy of millions for over forty years.

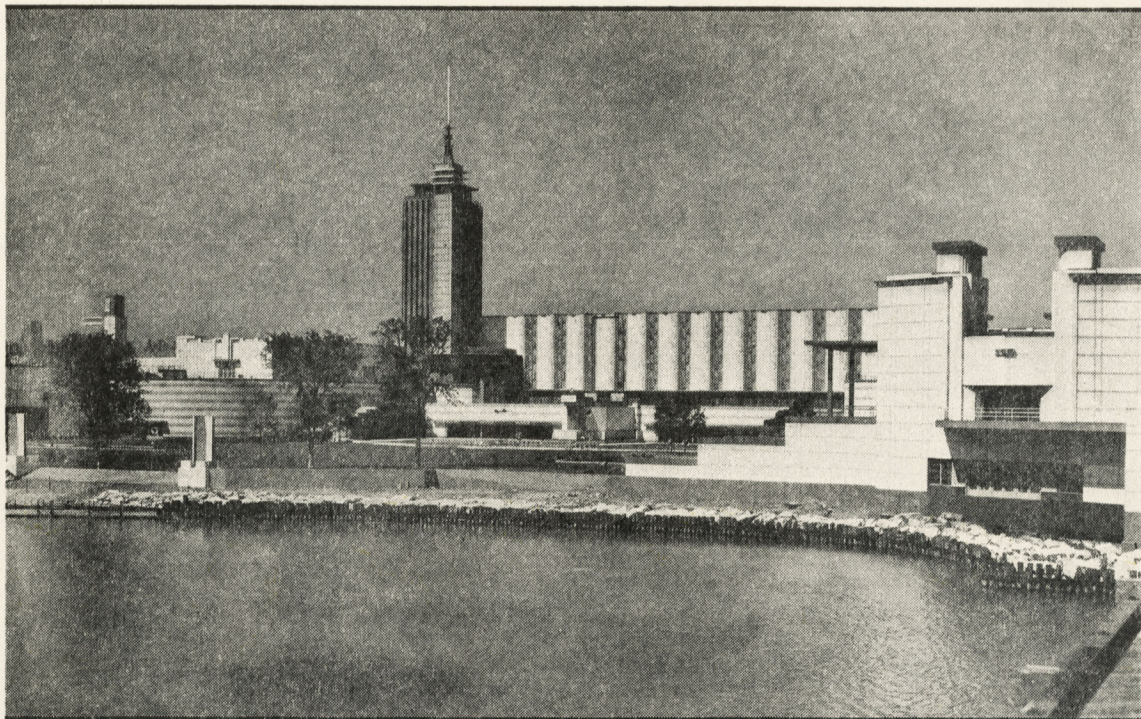
**BROMO-SELTZER  
FOR HEADACHES**



**IT  
TASTES  
GOOD  
BECAUSE  
IT IS  
GOOD**

**PABST  
BLUE RIBBON**

BEST OF THE BETTER BEERS



THE HALL OF SCIENCE OF "A CENTURY OF PROGRESS"

## *The Last Glorious Month* of the **WORLD'S FAIR**

**T**HE World's Fair in Chicago has been a magnificent success from the day of its opening. Millions of people from all parts of the country have been thrilled by it. It marks a new standard in expositions that is worthy of the 20th Century. It is a masterpiece and has a multitude of things of interest and amusement for every one irrespective of age, business, profession or calling.

The closing date draws near—November 1st, and if you have not seen it do not let the opportunity slip by, you'll regret it always if you do.

Very low railroad and Pullman fares are in effect via the New York Central Lines, so that the trip may be made at small cost.

Travelers from the East over the New York Central Lines may stop over at Niagara Falls without extra charge.

### *All-Expense Tours in Chicago Conducted by American Express*

Whether your stay in Chicago will be only one day or several days you may purchase of New York Central agents, in connection with your rail transportation, a ticket which provides for hotel accommodations, taxicab transfers from station to hotel and vice versa, admission to the Exposition and motor coach sightseeing tours through Chicago.

The arrangements being made in advance secure for you hotel accommodations at very reasonable rates, and

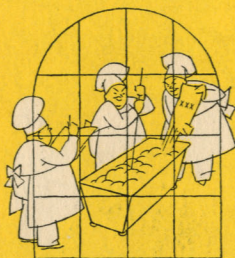
you will know before you start what your trip will cost.

The rates for this special service are surprisingly low. The minimum charges for one person are as follows: 1-day tour, \$4.50; 2-day tour, \$7.50; 3-day tour, \$10.50; 4-day tour, \$12.75; 5-day tour, \$14.75.

These low rates, coupled with the special reduced rail and Pullman fares to Chicago, make it economical to visit the Exposition by rail and thus enjoy the speed, comfort and safety of train travel.

*For further details about reduced rail and Pullman fares to Chicago or about making advance arrangements for your visit in that city, please consult any New York Central ticket agent.*

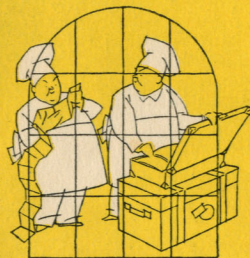
“OH, the THINGS I’ve seen --- through the thousand windows”



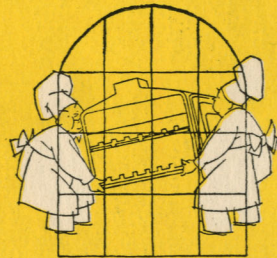
“I’ve been looking,” says Old Man Sun, “through the thousand windows of Sunshine Bakeries for many years... luscious sights I’ve seen, too!...



“These Sunshine Bakers in their tidy white frocks, now... always up to something new, they are... got a knack for progress, they have...”



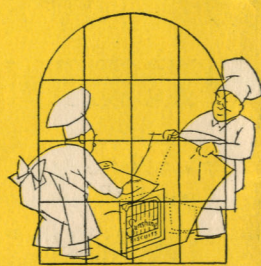
“I remember, must have been twenty-five years ago too, when they packed up and went to England... after something good, they were... I knew it...”



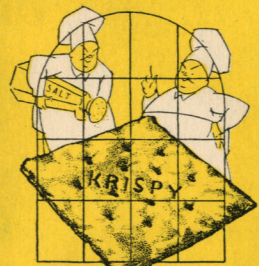
“They brought back special English ovens, set them up behind the thousand windows... started baking English Style biscuits—right here in America...”



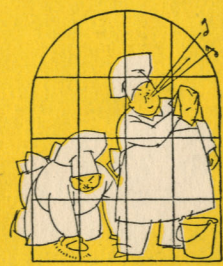
“One of the best is Sunshine Hydrox... they put velvety cream, white as a fleecy cloud, in between two handsome chocolate cookies... there’s a treat!...”



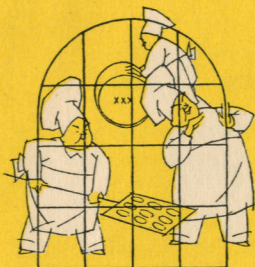
“And they always seem to be ahead of the rest with new things... for instance, wax-wrapping cracker packages on the outside... keeps moisture out...”



“They’ve got the finest table cracker I ever laid these old rays upon... Sunshine Krispy Crackers, they call ‘em... dainty, slightly salted squares...”



“And clean... say! I’ve looked into every corner of their bakeries... clean as the cusp of a new moon... makes me proud they name their cookies after me...”



“Well, I must be getting on... due in China pretty soon... hate to leave all these good things... if you want some, just mention my name to your grocer!”



**Sunshine**  
..well worth saying whenever you want



**CRACKERS • COOKIES • CAKES**

FROM THE THOUSAND WINDOW BAKERIES of LOOSE-WILES BISCUIT CO.  
BRANCHES IN OVER 150 CITIES