

MINNEAPOLIS, *City* *of today-and tomorrow*

For the visitor seeking the many recreations presented by a thoroughly modern city and enjoyed in an atmosphere of progressive spirit, sincere hospitality, and natural beauty, Minneapolis' attractions are not surpassed by those of any city in the world. And—it is the Gateway to Vacationland.

You may ride for hours along its tree-lined boulevards, or meet your friends in the new Minneapolis Auditorium, one of the most modern convention halls in the country. A group of ultra smart hotels invites you to restful ease, while a few blocks away you may view the giant flour mills at St. Anthony Falls, which was discovered in 1680 by Father Louis Hennepin.

City Has Eleven Lakes

No other city has eleven lakes within its city limits, where devotees of outdoor sports may revel in bathing, boating, canoeing, and sailing. A retail shopping district offers you the products of all countries shown in all of the modes and not far away is the University of Minnesota, at once the home of the nationally known Minneapolis Symphony Orchestra and the University of Minnesota football team.

Above the beautiful gorge of the Mississippi River is Minnehaha Falls, famed in Longfellow's poem "Hiawatha" and located in one of the hundreds of public parks. This progressive city with its wide streets, fine homes, excellent school sys-



Lake of the Isles and boulevard

tem, and thirty-story buildings is only a few hours drive from the pine woods and resort country of the Land of 10,000 Lakes.

Now Fifteenth Largest City

Steady progress has marked the advancement of Minneapolis from a sawmill to a metropolis of nearly half a million. The population has never failed to gain 22 per cent or more in any U. S. Census decade. It is now the fifteenth largest city in the nation.

Tomorrow—a million population, same natural beauties, same hospitality of its people, added modernity of atmosphere, and a greater mecca for millions of visitors every year, MINNEAPOLIS, City of Lakes.

Commercial, financial, educational, and cultural center of the Northwest.

