

Chicago

20



**A CENTURY OF
PROGRESS**



**INTERNATIONAL
EXPOSITION
• CHICAGO •**

1 9 3 3

• Foreword •

A CENTURY OF PROGRESS follows no pattern of former fairs. It is attempting to adjust an International Exposition to modern conditions.

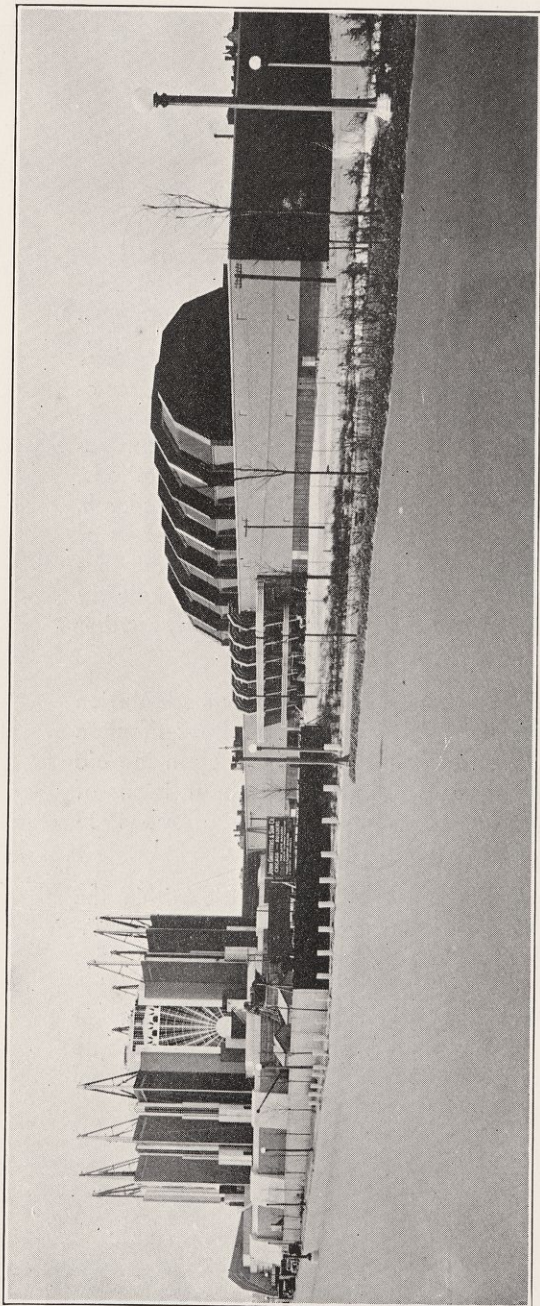
The competitive idea of former fairs is not in the modern spirit. Today, members of the same industry cooperate for the elimination of waste, the improvement of production and sales methods, the encouragement of scientific research, and the immediate use of the results of such research. They do this in order that the service performed by their industry may be better done by it than by another or some new industry.

Expression of this modern adaptation of competition, and its resultant effect on the people, with emphasis upon the aid of science in bringing it about, is one of the outstanding purposes of the 1933 Fair.

The great progress made within the last decade by this cooperation in industry and by the use of science, justifies the hope that the continued operation of the same methods may result in further spread of comforts among the people and in the expansion of our national powers of production.

Rufus C. Dawes

President



● The Travel and Transport Building at A Century of Progress

A CENTURY *of* PROGRESS

FATE linked the incorporation in 1833 of the Village of Chicago with the dawn of the most outstanding hundred years of scientific discoveries the world has ever seen, and A Century of Progress, as the Chicago International Exposition of 1933 is called, was conceived with the purpose of fittingly commemorating both of these important events.

In keeping with its name, it will portray, by easy stages and in simple form, the story of how scientific discoveries, and inventions based on those discoveries, have wrought sweeping changes in industry and everyday life in the last century.

As an appropriate setting for this Play of the Ages, Chicago, through the genius of engineering skill, has reclaimed hundreds of acres of land from Lake Michigan and transformed them into a great pleasure-ground of green parks and charming lagoons, of flower gardens, fountains, and elm-lined drives. In this Elysian setting, a few hundred yards away from the very heart of the city, with the architectural splendor that is Chicago's skyline as a backdrop, the curtain will go up before an audience of many races and tongues on A Century of Progress.

Scattered about this vast green stage will be the principal Exposition buildings, housing the Basic and Applied Science displays, the Social Science, Transportation, Agricultural, State, Federal, and other exhibits;—here will be found quaint foreign villages and their populations from Old Europe; colorful Indian settlements; gigantic recreation and athletic

fields; row on row of exhibition buildings, housing industrial displays, hundreds of brightly colored booths and all the other gala trappings of a World's Fair. It is the plan to devote a special building to a demonstration of the effects upon social conditions of this industrial progress and a consideration of the social problems created thereby.

When the brain of the visitor becomes satiated with the scientific presentation of progress in the making—the anthropological exhibits, the railroad, aviation, steamship and electrical displays, the Mayan temple, the replica of old Fort Dearborn, the Adler Planetarium, and all the rest of the exhibitory appeals to the intelligence—there will be relaxation and entertainment provided for him in intriguing pageants, boating, popular games, stirring music, and sculptured and painted art from the four corners of the world.

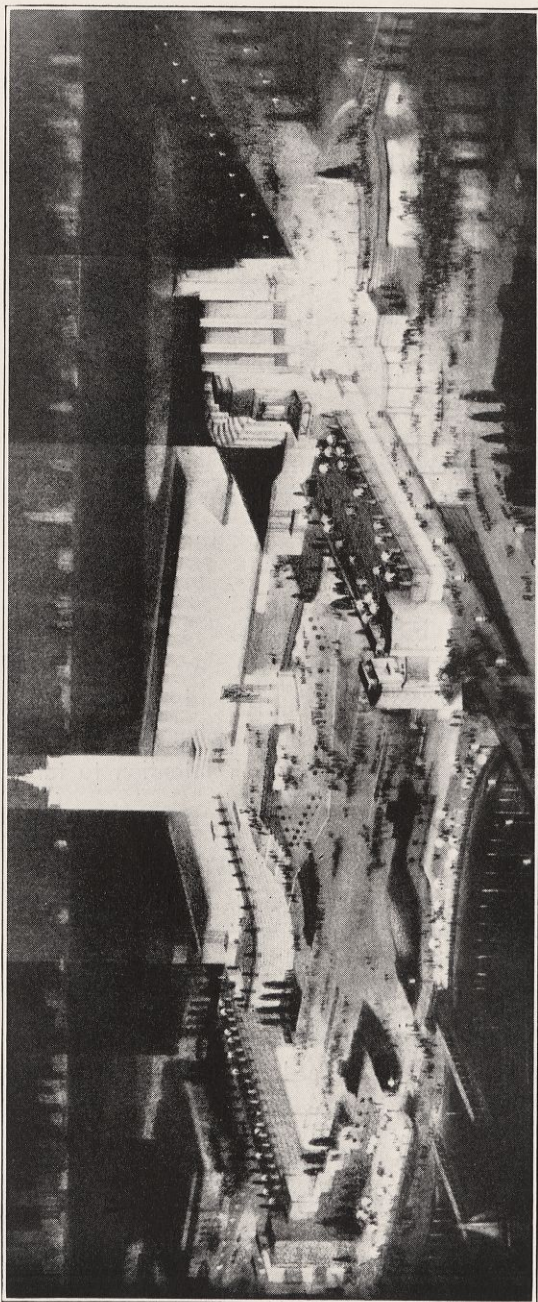
Such is the general plan of the Exposition. Already, twenty-three months ahead of the opening date, there are three Fair buildings completed—the Administration building, which is operating at full force; the replica of old Fort Dearborn, opened to the public last May 16, and the Travel and Transport building, within which architecturally unique structure will be housed the great railroad, steamship, aviation and other exhibits dealing with the transportation of man and his goods.

A fourth building, known as the Hall of Science, and housing the basic sciences and the industrial medical arts, is in the process of construction, and work is expected to be begun this summer on two more Fair structures, the General Exhibits Group and the Electrical Group.

Building of the Fair is more than well advanced. Ringing up the curtain on A Century of Progress merely waits for Father Time to turn the calendar pages to 1933.

PERTINENT FACTS *of the* FAIR

- **THE OPENING DATE** of A Century of Progress has been officially set for June 1, 1933.
- **THE DURATION** of the Fair will be some 150 days, making the date of closing on or about November 1, 1933.
- **THE OCCASION** is the one hundredth anniversary of Chicago's cityhood. It is also the fortieth anniversary of Chicago's first great fair, the World's Columbian Exposition of 1893.
- **THE WORLD** has been invited and will attend Chicago's centenary. Never has a world's fair been more truly international in scope and in anticipated participation. The number of foreign governments that have already signified their intention to take part assures this.
- **NATIONAL SUPPORT** is equally gratifying. Practically every state and territory in the Union is making plans for participating.
- **ORGANIZED** under the laws of the State of Illinois as a private corporation, not for profit, A Century of Progress has a board of trustees made up of some eighty of Chicago's most prominent and influential citizens.
- **SUPPORTING THIS BOARD** are 267 Founder Members and the great army of loyal citizens who,



• The Hall of Science
(From an architect's rendering of the building)

five years in advance lent their financial and moral support.

- **THE SITE** of A Century of Progress is on Chicago's magnificent lake front, extending southward from 12th Place to 39th Street, east of the Illinois Central's trackage.

- **ITS AREA** is approximately 634 acres of mainland, island and enclosed water, one of the largest tracts ever utilized by a world's fair.

- **AT ITS DOORWAY** are more than \$20,000,000 worth of permanent buildings, presenting the last word in architectural magnificence—the Field Museum, the Shedd Aquarium, the Adler Planetarium, and the majestic stadium of Soldier's Field. Only a few blocks north, within easy walking distance, is the world-famed Art Institute. And behind all these, as an effective backdrop, Chicago's towering skyline.

- **ITS LOCATION** has been pronounced ideal by international experts. It has every requirement desirable in a world's fair—natural beauty, the proper combination of land and water, proximity to the heart of the city, and easy accessibility for all visitors.

- **TRANSPORTATION** facilities are unexcelled. The site could not be more admirably situated for visitors arriving by railroad, elevated, surface lines, bus or automobile.

- **EXHIBITORS** will find terminal facilities for handling freight of all kinds equally convenient and at a minimum cost.

- **THE TRAFFIC SITUATION** is well in hand, a survey dealing with this phase of the Exposition having been instituted months ago. In this connection, it must be remembered that the grounds are within walking distance of the Loop.

- **FOUR GREAT ENTRANCES**, at least, will be available to handle the crowds. These are at the Grant Park end, 23rd Street, 31st Street, and 39th Street.

- **VARIOUS FORMS** of intramural transportation are receiving careful consideration. The Fair visitor who does not care to walk from place to place will find comfortable conveyances at his disposal.

- **HOUSING** is also being given careful attention. The Chicago Association of Commerce reports confidently that the city's hotels can accommodate 400,000 guests a day. This organization will also have available complete information on lodgings in private homes, clubs and semi-private institutions.

- **HOTEL RATES** will not be advanced, according to a public announcement by the president of the Chicago Hotel Association.

- **PREPARATORY WORK** began more than three years in advance of the opening date, thus enabling the carrying on of many experiments and tests, and resulting in marked economies of materials and construction methods, and in the achievement of effects otherwise impossible.

WHAT INDUSTRY GAINS

A CENTURY OF PROGRESS

Exposition offers the opportunity to explain the effects produced upon the productive power of labor, the living conditions of the laborer and the social conditions of the people by the application of science and invention to industry through the use of invested capital in the hands of skillful organizations.

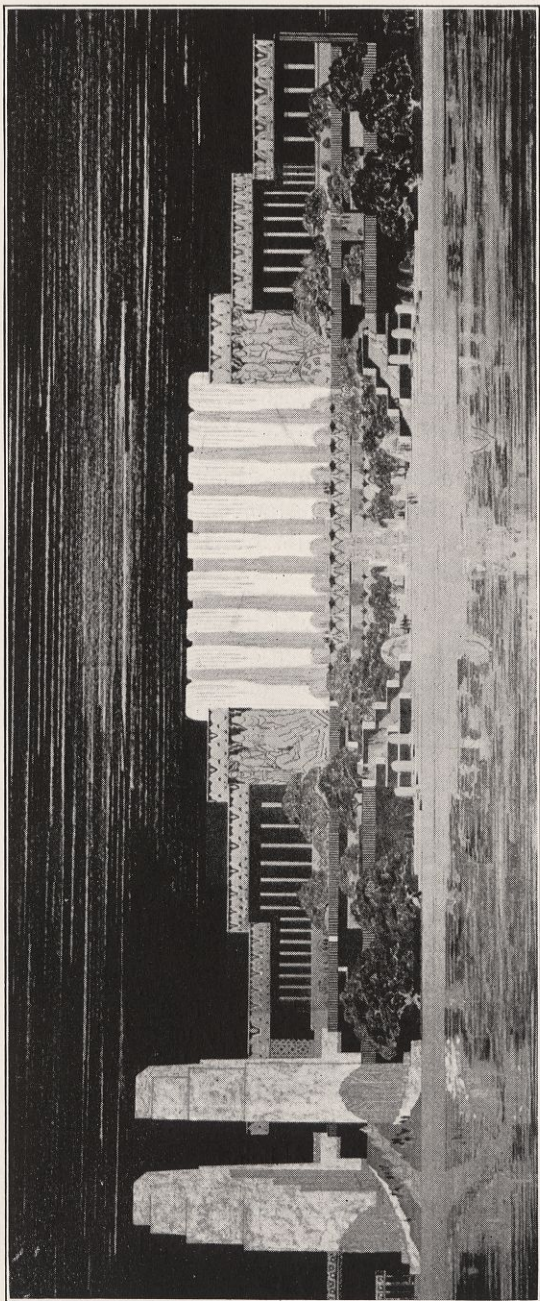
It offers, naturally, an opportunity to reach consumers and prospective customers; a chance to expand markets, build greater good will for specific commodities and increase sales volume.

More important, however, it presents an opportunity to secure an intelligent comprehension by the people of the present problems of business and industry. Graphic, convincing exhibits can show how vitally the public in their daily lives are dependent on industry and invested capital, and how without them, economic chaos would result.

The motif of A Century of Progress is the rise of mankind in the past hundred years—a rise that has wrought almost miraculous improvements in the living conditions of the average person.

The factors which have been responsible for this transformation will be dramatically unfolded. First, the great discoveries of science which made the changes possible. Then the commercial utilization of these discoveries by industry for the improvement of the material conditions of living.

The role of science was primarily important. But science alone, without the efforts of industry to



● The Electrical Group
(From an architect's rendering)

translate these discoveries into railroads and steamships, electric power, automobiles, machinery, telephones, and radios, could not have improved the living conditions of the average person perceptibly.

The contrast between the situation of the average person 100 years ago and his lot today can be made into a spectacle that will be startling and enlightening to the public. A Century of Progress Exposition is the first studied effort to accomplish this in a manner intelligible to the average citizen.

The story of the development of the industries that have contributed so strikingly to mankind's comfort and progress is full of high adventure and romance. It can be made into a swift moving drama recording their service to the public, giving a more just appreciation of what the average person owes to industry and how vital to him is industry's continued existence.

The public can be led to realize the difficulties that industry has overcome and the benefits which they have derived from it, to the end that public opinion can become one of industry's greatest assets in the years to come.

Neither science nor industry could have accomplished what has been done for the betterment of living conditions without the mobilization of capital on a large scale, and its control by competent, responsible people.

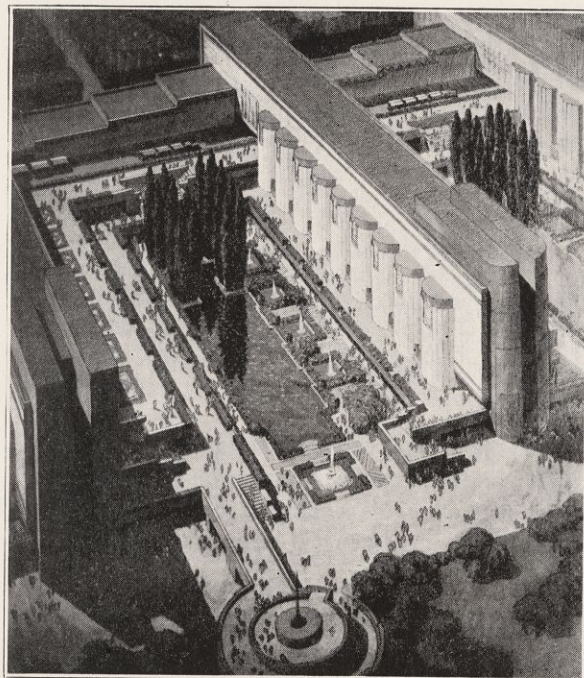
The co-operation established between labor and management and between competitive industries has resulted in greater comfort to all the people, and promises to develop a better feeling and understanding between all classes of the people. It offers hope that by the further use of science and the closer co-operation of labor and management the next century of progress may witness the achievement of the victory of poverty itself.

Dramatic, attention-compelling exhibits at A Century of Progress Exposition influencing the public logically and favorably, can add enormously to the integrity of our industrial and financial structures and bring about a state of affairs where, while we may work earnestly to cure the evils that may exist, we shall not sacrifice the unprecedented advantages which we have drawn from these institutions.

Study by each industry will result in the development of a method of telling its story to the millions of visitors to A Century of Progress Exposition which will not only be interesting and entertaining but also instructive. There is no reason why the story should not be told through moving, dynamic exhibits in such a manner as to point to sane and logical conclusions in each case.

If this is effectively done, it will be the best advertising that has ever been done by any industry, or by industry as a whole.

The time is psychologically opportune for industry and invested capital to tell a story that has never been portrayed with its fullest effectiveness before. A Century of Progress Exposition offers the best place and occasion for the telling of that story.



• General Exhibits Group
(From an architect's rendering)

THE General Exhibits Group at the Fair will house displays of applied sciences and industries. As planned it will be a continuous structure, with a series of seven pavilions and courts, each being similar in mass form, but varying in detail, materials and decoration.

Within these individual pavilions will be a flexible arrangement of exhibit space, so that the character of the industry exhibiting will be definitely expressed, whether it be a large or small exhibit.

A section of these units with its entrance and attractive adjacent courtyard is shown in the aerial view pictured above.

SCHEME *of* FAIR EXHIBITS

IN ACCORDANCE with the plan and purpose of A Century of Progress Exposition, the central feature of the exhibits will be one setting forth the nature and significance of the more important scientific discoveries.

Only those discoveries which by their direct application, or through inventions based upon them, have had a profound influence upon the conditions of living of the human race will be selected for this purpose.

These important discoveries will be set forth in a manner which will be spectacular and dramatic, yet strictly truthful.

The best scientific minds in the country are concentrating upon the problem of so presenting these subjects that they will be interesting and fascinating in themselves and give to even the casual observer a general but correct idea of the subject concerned. There will, of course, be other and less spectacular exhibits for the attention of those who desire to pursue any scientific subject in more detail.

In addition to the basic sciences themselves, those industries which are especially dependent upon scientific discoveries and inventions for their evolution will make exhibits designed to show to the spectator, who has seen the scientific exhibit, a general but accurate understanding of how the scientific discoveries have led to present-day industrial and living conditions.

These two sets of exhibits, which might be called exhibits in pure and applied science, will be cross-indexed so that anyone will be able to connect them in his own mind and realize just what we owe to each scientific discovery. Here, then, are two sets of exhibits which will really constitute the nucleus about which the Exposition will be built and developed.

All industries, however, will be permitted to make exhibits designed to show their current products for the purpose of increasing their markets, or for other legitimate advertising purposes. This will be subject to the condition, naturally, that nothing shall be done in a manner that will detract from the central idea.

Similar principles will be applied in developing an art exhibit with the hope of giving to those who have not had an opportunity to become acquainted with the world's masterpieces some understanding of what really constitutes excellence and greatness in art and of its application in making life beautiful as well as useful. In the same way, it is planned in the social sciences, to exhibit the working of science through human institutions and social welfare.

Generally speaking, the whole object of the exhibits in science, in the evolution of industries, in music and art, will be to give to the visitor to the Fair an accurate birds-eye view of the whole of any of these subjects without going into details which would be of interest only to the amateur or professional. Present day civilization owes so much to scientific discovery and invention that really the people who have become dependent upon the results are entitled to have an appreciation of just what the situation is.

It is the object of this Exposition to try to convey to them in an entertaining and fascinating manner, the essential facts, without asking them to go into all of the dry details that are necessarily involved.

OFFICERS

President ----- RUFUS C. DAWES
Vice-President ----- CHARLES S. PETERSON
Secretary ----- DANIEL H. BURNHAM
Treasurer ----- GEORGE WOODRUFF
Manager ----- LENOX R. LOHR
Assistant to President ----- DR. ALLEN D. ALBERT

BOARD OF TRUSTEES

ADLER, MAX	KELLEY, WILLIAM V.
ANDERSEN, ARTHUR	KELLY, D. F.
ARMOUR, P. D.	KRUETGEN, ERNEST J.
BATEMAN, FLOYD L.	LEWIS, MRS. JAMES H.
BAUR, MRS. JACOB	MAYER, MRS. DAVID
BLACK, HERMAN	McCORMICK, CHAUNCEY
BLAKE, MRS. TIFFANY	McCORMICK, COL. R. R.
BORDEN, MRS. WALLER	McCORMICK, MRS. R. H.
BUCKLEY, HOMER J.	McLENNAN, DONALD R.
BUDD, BRITTON I.	MEEKER, MRS. ARTHUR
BURNHAM, DANIEL H.	MILLER, AMOS C.
BUTLER, RUSH C.	MITCHELL, JOHN J., JR.
CARNAHAN, CHARLES C.	MOULTON, DR. F. R.
CARPENTER, JOHN ALDEN	OLANDER, VICTOR A.
CARPENTER, MRS. J. A.	OSLAND, BIRGER
CARR, ROBERT F.	PALMER, POTTER
CHASE, DR. HARRY W.	PEABODY, COL. S.
CUDAHY, MRS. E. I.	PETERSON, CHARLES S.
DAVIS, GENERAL ABEL	PUSEY, DR. WM. ALLEN
DAWES, RUFUS C.	REYNOLDS, GEORGE M.
DAWES, MRS. RUFUS C.	ROBINSON, THEODORE W.
DIXON, GEORGE W.	ROSENWALD, JULIUS
DOWNES, L. A.	SARGENT, FRED W.
EPSTEIN, MAX	SCOTT, DR. WALTER DILL
FAIRBANK, MRS. K.	SHAFFER, JOHN C.
FOREMAN, OSCAR G.	SHAW, ARCH W.
GETZ, GEORGE F.	SPRAGUE, COL. ALBERT A.
GLORE, CHARLES F.	STEVENS, EUGENE M.
GORMAN, JAMES E.	STREYCKMANS, MAJ. F. J.
GUCK, HOMER	SUNNY, BERNARD E.
HETTLER, SANGSTON	SWIFT, EDWARD F.
HINES, RALPH J.	THOMASON, S. E.
HURLEY, EDWARD N.	UPHAM, MRS. FREDERIC W.
HUTCHINS, DR. R.M.	WINSTON, B. M.
INSULL, SAMUEL	WOLL, MATTHEW
INSULL, SAMUEL JR.	WOODRUFF, GEORGE
KEEHN, ROY D.	WRIGLEY, WILLIAM, JR.

