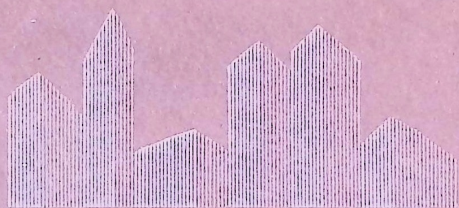


A CENTURY OF PROGRESS



INTERNATIONAL
EXPOSITION
CHICAGO

1934

A Century of Progress

International Exposition
Chicago
1934



Administration Building, Burnham Park
Chicago, Illinois, U. S. A.

Cable—*Chicagofair*

January 3, 1934

Decision to Reopen the Exposition

It has been the manifest destiny of A CENTURY OF PROGRESS that its gates must reopen for the second year — 1934.

It was self-evident that ultimate achievement could not be realized in one short summer season after years had been spent in planning and millions of dollars expended in substantial construction work. The first year's attendance of over 22 million people established a new record for expositions in the United States.

Before the opening date, May 27, 1933, the Exposition was generally recognized as a focal point of optimism and hope for the future and a tangible proof of militant faith in the recovery of international confidence and ultimate prosperity.

A CENTURY OF PROGRESS conducting the Exposition was organized and incorporated not for profit. The decision to continue beyond the first season was not suggested or inspired by selfish motives. All other considerations were swept aside by the insistent demands of the press and public in the name and on behalf of the people of Chicago and its surrounding area. These demands came from newspapers of the nation, from associations of commerce and other civic bodies, and from official sources as well.

Endorsements by Public Officials

Toward the close of the 1933 Exposition assurances were received that the President of the United States would recommend to the Congress convening in January, 1934 an appropriation for a further participation by the Government of the United States and the continuance of its exhibits. The Governor of the State of Illinois indicated his intention of recommending to the General Assembly the passage of necessary legislation authorizing the use of the ground. The Mayor of Chicago, who is also President of the South Park Commissioners, having jurisdiction over the park lands on which the Exposition is built, publicly urged that the Fair be reopened for another season. Railroads serving the entire country, officials of local wholesale and retail institutions, hotels, industrialists and business men offered their co-operation.

—By Exhibitors

Questionnaires were sent to all exhibitors of the 1933 Exposition. The result was encouraging; between seventy and eighty per cent favored the reopening of the Fair and indicated their interest in returning. The directors of the Concessionaires' Association reported that ninety per cent of its membership endorsed the proposal. It was felt that experienced industrialists and showmen were competent to estimate accurately the interest of prospective visitors

—By Concessionaires

—By Foreign Governments

—By the Public

before committing themselves to additional expense in organizing their exhibits and attractions for 1934. Commissioners and Consuls representing many foreign countries added their approval and endorsement. Another development of great significance was the fact that letters received by the administration and those published in the press were in many instances written by individuals who had visited the 1933 Exposition and who planned to return in 1934. Again, it was thought that improvement in economic conditions would make it possible for large numbers of people who had not been able to attend the Exposition in 1933 to visit it the following season.

Finding no negative reaction from any source the Trustees of A CENTURY OF PROGRESS unanimously passed a resolution enabling the Executive Committee of the Exposition to reopen the Fair in 1934 subject to the passage of necessary legislation.

Theme of Exposition

A CENTURY OF PROGRESS in 1934 will continue the celebration of the centennial celebration of Chicago's incorporation as a municipality. The century which has encompassed the life of Chicago is the century in which man has made his greatest progress toward understanding the laws of nature and using its forces for his own purposes. It has witnessed the general introduction of steam and electricity and all those modern conveniences that have ministered to human comfort. The distinctive character of the century required that the central idea or theme of the Exposition should be an attempt to demonstrate to an international audience the nature and significance of scientific discoveries, the methods of achieving them and the changes which their application has wrought in industry and in living conditions.

Attendance at Exposition

With 22,565,859 paid admissions recorded, A CENTURY OF PROGRESS attracted more people than any other exposition held in the United States, and in attendance and income was exceeded only by two major European fairs both of which operated over a longer period of time. The second largest attendance at American expositions was recorded at Chicago's first World's Fair in 1893.

Subsidies from federal, state and municipal governments for the 1933 Exposition were neither sought nor received. No subsidies will be received in financing the 1934 Fair.

Financial Background of
1933 Exposition

In the following pages will be found a financial statement which gives the record of achievement as expressed in actual figures of receipts and expenditures. In the early stages of plans and promo-

tion, before the blight of depression had become a world problem, it was comparatively easy to find the money for preliminary study and research work. Nearly 300 Chicago citizens first contributed \$1,000.00 each as founder members, and sustaining members paid a smaller sum. These receipts were used in the initial development. The members received no promise of return on their contributions. As a further evidence of public confidence and approval of the project, over 100,000 Chicago citizens bought advance sale admission certificates and \$5.00 memberships in the "World's Fair Legion." The receipts from this sale, however, were not expended during the period of promotion and the money was deposited in escrow until the opening of the gates was assured and the actual tickets available for issue.

It was not until all plans were complete and ready for actual construction that the real financial plan was announced, which was based on the sale of ten million dollars in gold notes guaranteed by a larger sum in underwriting and further assured by forty per cent of future gate receipts. Cash was realized on the sale of these notes at par as the money was needed. Thus it was always possible to contract for and buy materials on a cash basis. A conservative budgetary system insured public confidence and credit throughout the construction years. No obligations were undertaken without assurance of ability to liquidate them.

Value of Plant

The completed Exposition represented a total investment of \$38,647,836.69, exclusive of the value of exhibits and private property. Financial data relative to the 1933 Fair will be found on pages 10 to 13 of this pamphlet. The land on which the Fair stands belongs to the State of Illinois and under legislative authority the South Park Commissioners granted A CENTURY OF PROGRESS the right to use it for Exposition purposes.

Resources of 1934
Exposition

All indebtedness of the association other than the \$10,000,000 gold note issue has been fully paid, and fifty per cent has been paid to the holders of the gold notes with accrued interest at the rate of six per cent. From receipts of the 1933 Exposition a sum has been retained which, together with amounts already received from and to be paid by exhibitors and concessionaires for space, will be more than sufficient to carry through until the opening. This assures the sound financial position of A CENTURY OF PROGRESS another year.

Structures erected for the 1933 Exposition are for the most part being retained and will be utilized during the 1934 Fair. Within the limits of ground areas available, other buildings will be erected.

Plans for new color schemes, lighting effects and landscaping, novel attractions and concessions, are in preparation.

Location

The Fair grounds in 1934 will consist of substantially the same site, being 424 acres of newly-made land destined to become an important link in the park system of Chicago. This site, three and one-half miles long, lies along the lake front opposite the very heart of the city, separated from the business section of Chicago only by the park system itself. The Adler Planetarium is included within the Exposition grounds. At the north gates of the Exposition are the Field Museum of Natural History and the Shedd Aquarium. A few blocks to the north and officially allied with the Exposition is the Art Institute of Chicago, an art center of international reputation where the official World's Fair art exhibit was held in 1933. Adjacent to the Exposition grounds is Soldier Field, a great stadium having a seating capacity of 125,000. All these permanent structures, built on classical lines and conservative architecture, could not be duplicated without the expenditure of many millions of dollars.

Foreign Participation Invited

In December 1929, the President of the United States, by authority of a Joint Resolution of the Congress, invited the nations of the world to participate in A CENTURY OF PROGRESS Exposition in 1933. Pending legislative action relative to the Exposition in 1934, an informal and preliminary announcement has been sent through diplomatic channels to the nations of the world informing them of the holding of an Exposition in 1934 and inviting their participation. It is anticipated that the Government of the United States will continue its exhibits in 1934 and its commissioner authorized to represent it, whose duties will be to assist foreign commissioners, delegates and exhibitors in their dealings with the Government of the United States and with A CENTURY OF PROGRESS.

Customs Legislation

It is expected that customs legislation similar to that enacted by the Congress of the United States for the 1933 Exposition will be passed by the session of Congress convening in January 1934 for the 1934 Fair. Under such an Act of Congress, all articles which shall be imported from foreign countries for the purpose of exhibition at the Exposition will be admitted free of duty, customs fees or charges, under regulations to be prescribed by the Secretary of the Treasury of the United States. Such articles when sold or withdrawn for consumption in the United States will be subject to the payment of duty imposed on them under the revenue laws in force at the date of their importation and to the terms of the tariff laws in force at the time.

National Pavilions

Subject to the limitations of areas available, free ground space will be allotted to foreign governments for the erection of national buildings. Utilities such as water, power and light will be brought to the boundary of the area and may be extended by participating governments to any structures they may erect. As the land on which A CENTURY OF PROGRESS is located is park property, all buildings erected on the Exposition grounds will be temporary in nature and must be demolished by those erecting them after the close of the Fair.

National Sections in Covered Space

"Hall of States"

Location

Since less than five months remain until the opening of the 1934 Exposition, it is felt that in many cases there will not be sufficient time for preparing plans, letting contracts, and finishing the construction of pavilions by the opening date. For this reason the administration has made available to foreign governments a limited amount of space in what has been known as the "Hall of States," one of the major exhibit groups on the grounds. On Northerly Island, midway between bridges leading from two of the main entrances into the Exposition, it surrounds an open court and embraces the Federal Building erected by the Government of the United States. Based on figures compiled during the 1933 Exposition, the "Hall of States" proved to be one of the most popular and attractive features of A CENTURY OF PROGRESS, with an estimated attendance of over 20 millions of people.

Description

The building is U-shaped and consists of thirty-two separate pavilions in various sizes from 2,000 to 8,000 square feet. Each pavilion has an individual private entrance, above which the name of the participating country may be placed, and in front of which the flag and seal of the country may be shown. Typical units in the "Hall of States" measure approximately thirty by seventy feet. Enclosed by walls twenty-eight feet high, the pavilions lend themselves admirably to wall decoration by murals, posters, maps, tapestries, etc. The rental price is \$1.25 per square foot gross for the period of the Exposition—a price lower by half than the lowest rental rate charged to exhibitors in other buildings. The walls and ceilings of the pavilions are finished in plaster board, while interior decoration and painting are by and at the expense of the participant. The Exposition furnishes two watts per square foot of interior illumination and additional current is obtainable at reasonable rates if required. Utilities such as electricity, water and gas are available.

The Rental Price

Space in Other Buildings

Foreign governments desiring to rent space in other general exhibit buildings erected by A CENTURY OF PROGRESS will pay a rate

twenty per cent less than that charged domestic industrial exhibitors under similar conditions.

Space in the Hall of Science

In attempting to show the scientific achievements of the century, the Exposition organized exhibits in the basic sciences without regard to national boundaries. However, it was possible to select only discoveries of the greatest importance which, when placed in proper sequence, would give the layman an understanding of the development of mathematics, physics, chemistry, biology, geology and medicine. In the belief that foreign governments may wish to make special exhibits of outstanding achievements of their nationals in the basic sciences, A CENTURY OF PROGRESS is prepared to offer a reasonable amount of free space in the Hall of Science for this purpose in areas adjacent to the displays organized by the Exposition. The Governments of Italy and Denmark were represented in national areas in the Hall of Science in the 1933 Exposition. Space for additional national sections will be furnished within the limits of the area available, and consideration will be given to requests for such space in the order of their receipt.

Summary of Opportunities Offered

Among the opportunities offered to foreign governments desiring to participate in A CENTURY OF PROGRESS are the following:

1. Free ground space for separate buildings or pavilions to be built and operated individually at the expense of the participating government.
2. Space for rent in the "Hall of States" at \$1.25 per square foot gross, available to a limited number at the same rate and terms charged to the states, territories and island possessions of the United States.
3. Space for rent in general exhibit buildings erected by A CENTURY OF PROGRESS, such as the Travel and Transport Building, the General Exhibits Group, the Electrical Building, Hall of Social Science, Food and Agriculture Building, at a special rate to foreign governments of twenty per cent less than is charged industrial or commercial exhibitors under similar conditions.
4. Very limited amount of free space in the Hall of Science reserved for exhibits showing the outstanding achievements in scientific advancement credited to foreign countries and to augment exhibits in the basic sciences installed by A CENTURY OF PROGRESS.

Exhibits Permitted in National Sections

As set forth in the Special Rules and Regulations Governing Foreign Participation, national sections of participating governments—i. e., those sections under the direction of a commissioner

or delegate appointed by the government—may contain only goods having their origin in the country concerned. Displays in these sections are limited to two classes: governmental displays and exhibits by foreign nationals.

Sale of Merchandise by Government Agencies

Goods exhibited in governmental displays must be imported in the name of the government solely for display at the Exposition. They may consist of items belonging to or loaned to the government concerned by any individual or by any industry of the country deemed by the government to be of sufficient merit to warrant sponsorship by the government and importation in its name. Articles in governmental displays may be sold by participating governments or by any official agency designated by such governments and charged with the responsibility of securing the exhibits. No part of the proceeds from such sales shall inure to the benefit of A CENTURY OF PROGRESS. Articles sold by any individual or concessionaire for his profit shall not be considered as governmental sales.

Sale of Merchandise by Foreign Nationals

Participating governments erecting pavilions may rent or give space for exhibit or other purposes to any of their nationals, and proceeds from the rental of such space shall inure to the benefit of these governments. Contracts for the sale of merchandise or the staging of any exhibit to which an admission fee is charged, or any other operation conducted therein, shall be between the nationals concerned and A CENTURY OF PROGRESS and shall provide for the percentage of receipts to be paid to the Exposition. Participating governments shall receive no percentage of receipts from sales of merchandise, from admissions to any exhibit, or from any other operation. All goods or products sold by nationals must have their origin in the country concerned and must be imported solely for the purposes of the Exposition. This provision shall not apply to foods and beverages served in restaurants in national pavilions. Restaurants shall, as far as circumstances permit, be typical of, and shall serve food characteristic of the country concerned. Theatres shall present only productions typical of the country concerned.

Further Information

Interested governments or their authorized representatives desiring further information concerning the Exposition in 1934 are urged to communicate with the American diplomatic representative to their government or the General Manager of A CENTURY OF PROGRESS, Administration Building, Burnham Park, Chicago, Illinois.

FINANCIAL DATA

The balance sheet and operating statement of A CENTURY OF PROGRESS, dated November 12, 1933, reflects only such funds as were actually collected and disbursed by A CENTURY OF PROGRESS and does not take into consideration the vast sums which were expended directly by governments, exhibiting corporations and concessionaires in the construction and installation of their particular buildings, exhibits and concessions. The following is therefore set out to give effect to the estimated total cost of construction and organization expense prior to the opening on May 27, 1933:

Amount expended by A CENTURY OF PROGRESS.....	\$11,832,123.92
Estimated Cost of Buildings Constructed by Governments and Private Corporations.....	2,667,000.00
Estimated Cost of Concessionaires' Construction.....	5,202,000.00
Estimated Cost of Construction and Installation of Exhibits by Exhibitors.....	13,000,000.00
Estimated Cost of Construction of Scientific Exhibits.....	460,000.00

TOTAL ESTIMATED COST OF CONSTRUCTION.....\$33,161,123.92

Organization expenses including Insurance, Interest on Gold Notes and all overhead from Jan. 5, 1928 to May 27, 1933.. 5,486,712.77

TOTAL ESTIMATED INVESTMENT.....\$38,647,836.69

The above expenditures do not reflect the cost of operation during the Exposition period by A CENTURY OF PROGRESS which amount to \$4,783,839.24 and the cost of operation by governments, exhibiting corporations and concessionaires, which in total would undoubtedly exceed the operating expenses of A CENTURY OF PROGRESS. It may also be of general interest to note that A CENTURY OF PROGRESS employed 6,777 people during the peak of the operating period and it is estimated concessionaires and exhibitors employed approximately 15,000. During the pre-Fair period thousands were employed by exhibitors and concessionaires to construct and install exhibits and concessions and by contractors in the construction of the Exposition.

The Exposition sold 22,565,859 admissions, of which 245,403 tickets were unredeemed. It will be noted from the operating statement that \$10,345,894.92 was received as revenue from admissions, which includes \$170,887.50 obtained from visitors prior to the formal opening. The amount, therefore, allocated to the Fair period was \$10,175,007.42 representing 22,565,859 admissions. The average received was a fraction over 45c per admission despite the fact that children's admissions all through the exposition period were 25c and on Fridays of each week 5c.

The total amount expended by visitors to the Exposition (exclusive of gate admissions, and certain features from which A CENTURY OF PROGRESS derived its revenue other than from a percentage of the gross) was \$27,095,518.63, which indicates an average expenditure per person amounting to \$1.21.

CONCESSIONAIRES' GROSS RECEIPTS BY CLASSIFICATION

Series	Type of Concession	Gross Receipts
100	Refreshments	\$ 2,677,659.19
200	Restaurants	6,703,205.56
300	Stores	3,569,886.65
400	Rides and Amusements	2,268,236.52
500	Shows and Spectacles	7,513,081.26
600	Games and Vending Machines	407,841.79
700	Utilities	2,876,914.34
800	Miscellaneous	353,485.06
900	Exhibits Sales Privileges	725,208.26
TOTAL		\$27,095,518.63

Listed below are concessions which grossed over \$250,000 during the Exposition period:

REFRESHMENTS

Crown Foods, Inc.—Sandwich Stands.....	\$ 961,205.28
Pop Corn Concession, Inc.....	273,036.88
Citrus Fruit Juice, Inc.....	250,781.83

RESTAURANTS

Eitel, Inc.—Old Heidelberg.....	1,013,020.23
College Inn Management, Inc.—Pabst Blue Ribbon.....	889,235.57
Crown Foods, Inc.—Century Grills.....	773,578.40
C. J. Muller—Pabst Cafe.....	324,884.42
T. A. Loveland—Eitel Cafeteria.....	296,599.95
Deisenhofer, V.—Victor Vienna Cafe.....	289,076.55
C. J. Muller—Schlitz Garden.....	265,794.80
Doughnut Machine Corp.—Restaurant.....	256,088.15
Toffenetti Restaurant Co.—Triangle Restaurant.....	255,864.70

STORES

Century News, Inc.—Programs, Publications, etc.....	1,301,419.07
Walgreen Company.....	987,690.95

RIDES AND AMUSEMENTS

Skyride—Observation Tower and Rocket Cars.....	771,648.08
Enchanted Island.....	276,992.36
Progress Amusement Corp.—Lagoon Boats.....	251,172.63

SHOWS AND SPECTACLES

Belgique Pittoresque, Inc. (Gate Admissions Only).....	650,293.86
Paris, Inc. (Gate Admissions Only).....	635,831.94
International Oddities, Inc.—Ripley's Believe It or Not.....	551,899.73
Horticulture Exhibitions.....	392,405.10
Oscar Rosenthal—Hollywood.....	331,543.12
Pageant of Transportation—Wings of A Century.....	280,624.07
Coyle, C. H. & Seymour—Old Mexico.....	251,002.41

UTILITIES

Greyhound Bus Corp.	1,647,326.22
Brooks Contracting Co.—Rest Rooms.....	861,517.13
Daggett Roller Chair Co.	274,771.69

A statement of revenue and expenses for the period from January 5, 1928 to November 12, 1933 and the balance sheet as of November 12, 1933 are given on the following pages.

A CENTURY OF PROGRESS STATEMENT OF REVENUE AND EXPENSES

For the period from January 5, 1928, to November 12, 1933

REVENUE:	Amount	
REVENUE FROM EXHIBITORS:		
Space and privilege charges.....	\$2,967,219.95	
Special construction.....	798,258.61	\$ 3,765,478.56
REVENUE FROM CONCESSIONS:		
Concessions' Operations:		
A Century of Progress concessions—Lama Temple and Fort Dearborn.....	\$ 261,170.32	
Jointly operated concessions—Special features.....	572,514.35	
All other concessions.....	2,227,502.69	
	<u>\$3,061,187.36</u>	
Space and privilege charges.....	778,006.95	
Special construction.....	310,078.94	4,149,273.25
REVENUE FROM ADMISSIONS:		
Advance sale of tickets:		
Legion memberships sold during 1928.....	\$ 593,865.25	
Season tickets.....	49,207.44	
Single admission tickets.....	1,078,104.59	
	<u>\$1,721,177.28</u>	
Gate admissions.....	8,624,717.64	10,345,894.92
REVENUE FROM ALL OTHER SOURCES.....		143,503.07
TOTAL REVENUE.....		<u>\$18,404,149.80</u>
EXPENSES:		
OPERATING EXPENSES:	Construction Period	Operating Period
General and Administrative Expenses.....	\$1,510,947.18	\$1,784,282.41
Promotion Department.....	428,497.60	161,868.38
Exhibits Department.....	1,124,367.69	183,743.06
Operations and Maintenance Department.....	1,393,840.04	3,197,863.28
Concessions Department.....	120,129.21	17,342.14
Miscellaneous.....	113,642.75	365,893.69
	<u>\$4,691,424.47</u>	<u>\$5,710,992.96</u>
Less charges to exhibitors and concessionaires for water, electricity, cashiers' hire, equipment rental, etc.	120,069.08	1,176,366.85
Net Operating Expenses.....	<u>\$4,571,355.39</u>	<u>\$4,534,626.11</u>
INTEREST EXPENSE.....	915,357.38	249,213.13
Net Operating Expenses and Interest.....	<u>\$5,486,712.77</u>	<u>\$4,783,839.24</u>
EXCESS OF REVENUE OVER OPERATING EXPENSES AND INTEREST.....		<u>\$10,270,552.01</u>
PROCEEDS OF SALE OF FOUNDER AND SUSTAINING MEMBERSHIPS.....		\$ 8,133,597.79
		<u>271,400.00</u>
		<u>\$ 8,404,997.79</u>
DEDUCT: 50% of cost of buildings, underground utilities, bridges, roads, walks, landscaping and lighting (including special construction for exhibitors and concessionaires).....		5,916,061.96
EXCESS OF REVENUE OVER EXPENSES, AFTER DEDUCTING 50% OF COST OF PLANT AND EQUIPMENT.....		<u>\$ 2,488,935.83</u>

A CENTURY OF PROGRESS 1833—INTERNATIONAL EXPOSITION CHICAGO—1933 (An Illinois Corporation not for profit)

BALANCE SHEET NOVEMBER 12, 1933

CURRENT ASSETS:	ASSETS	
CASH:		
Operating Bank Accounts.....	\$ 1,207,557.75	
Change Fund.....	5,000.00	\$ 1,212,557.75
RECEIVABLES:		
Accounts receivable—exhibitors, concessionaires, etc.....	\$ 371,154.46	
Salvage value of returnable equipment.....	58,097.40	
Claims on banks in receivership.....	9,053.45	
	<u>\$ 438,305.31</u>	
Less reserve for doubtful accounts.....	59,220.00	379,085.31
Total Current Assets.....		<u>\$ 1,591,643.06</u>
CASH HELD FOR CONCESSIONAIRES' ACCOUNT—PER CONTRA.....		645,184.56
FUNDS PLEDGED AS COLLATERAL TO OBLIGATIONS:		
Securities and cash held by Surety Companies under bond issued to South Park Commissioners.....	\$ 276,778.26	
Cash deposit to secure U. S. Customs Bond.....	35,000.00	311,778.26
PROPERTY INVESTMENT:		
Buildings, underground utilities, bridges, roads, walks, landscaping and lighting (including special construction for exhibitors and concessionaires).....	\$10,696,872.38	
Exhibits.....	202,946.54	
Jointly operated concessions.....	430,738.91	
Equipment.....	501,566.09	
	<u>\$11,832,123.92</u>	
Deduct 50% written off.....	5,916,061.96	5,916,061.96
INVENTORIES AND DEFERRED OPERATING EXPENSES:		
Inventories of office, dioramas and shop supplies and postage deposits.....	\$ 40,502.96	
Merchandise and restaurant inventories.....	8,061.17	
Deferred expenses.....	11,358.34	59,922.47
		<u>\$ 8,524,590.31</u>
CURRENT LIABILITIES:	LIABILITIES	
NOTES PAYABLE.....		\$ 27,454.49
ACCOUNTS PAYABLE:		
Vouched invoices and other accounts payable.....	\$ 90,501.19	
Unvouched invoices and purchase and contractual commitments.....	168,601.22	
Accrued payroll and payroll drafts outstanding.....	209,331.03	468,433.44
Total Current Liabilities.....		<u>\$ 495,887.93</u>
COLLECTIONS OF CONCESSIONAIRES' REVENUE RETURNABLE (Represented by cash segregated—per contra).....	\$ 9,735,900.00	645,184.56
6% GOLD NOTES OUTSTANDING.....		
Less distribution of 50% (including 10% distribution covered by deposits of November 13, 1933).....	4,867,950.00	4,867,950.00
Accrued interest—due April 15, 1934.....		26,631.99
EXCESS OF REVENUE OVER EXPENSES, AFTER DEDUCTING 50% OF COST OF PLANT AND EQUIPMENT.....		<u>2,488,935.83</u>
		<u>\$ 8,524,590.31</u>

The plant and equipment are being written off on a basis of a two years' operation.