



CHICAGO WORLD'S FAIR CENTENNIAL CELEBRATION

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1933
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* * * * *



COMMITTEE ON CO-ORDINATION OF NATIONALITIES

CHARLES S. PETERSON, Honorary Chairman
FELIX J. STREYCKMANS, Executive Chairman

October 12, 1928.

Dear Sir:

It is imperative that you meet with the Swedish Group on Friday evening October 19th. The meeting is to be held in the Chicago Bar Association, 20th floor of the Burnham Building (located on the north west corner of La Salle and Randolph Streets) at eight o'clock sharp.

This will be our last meeting before election and it is very necessary that you be there so we can formulate and plan our line of action directly after November 6th.

If you have formed a committee to help you in this campaign of ours, bring them along, but be sure to reserve this date and be sure to come.

Very truly yours,

Chas H Rosberg

Chairman of the Enrollment Committee
SWEDISH GROUP.

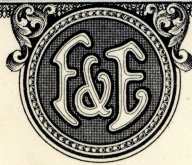
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Have YOU Paid YOUR \$5.00 for the World's Fair?

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1158 CENTER STREET
CHICAGO, ILL., U.S.A.

OFFICE OF THE
PRESIDENT

September 22, 1928.

Mr. Martin Bengston,
Frithiof No. 5,
6221 Bishop St.,
Chicago, Ill.

Dear Sir:

As chairman of the Swedish-American Chicago World's Fair Committee, I appeal to you as a Swedish-American to help me justify the privileges and benefits that the city of Chicago has offered to the Swedes and their descendants in this great city.

I find that you are particularly active in the organization to which this letter is addressed. I am, therefore, asking you to appear, personally, at the Swedish Club of Chicago, 1258 North La Salle Street, next Wednesday evening at 8 o'clock and become identified with a movement which has for its purpose and goal the furtherance of the importance of the Swedish-Americans and those of Swedish descent in the development of this great city, Chicago. If for some reason a previous engagement cannot be broken, may I ask that you send a personal representative from your organization who in turn can report back to you what is contemplated.

I assure you that this is not an appeal for funds, nor will there be any donations requested, but if there is a spark of national pride in the fact that either you or your forefathers came from Sweden, the way to show that pride is to keep this appointment, either in person or by representative.

I am sure that the Swedish-Americans of the city of Chicago will not want to be found lacking in this great movement, the Chicago World's Fair in 1933 and if there ever was a time to rally to the call of a chairman, now is the time to do it.

Will you kindly sign the enclosed postal card saying whether you will or will not come and if not who your representative will be.

Yours very truly,

HRH*BR

Chairman - *Herbert R. Hedman*
Swedish-American Chicago World's Fair Committee

REPORT SHEET FROM WORKER

DATE _____

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Number of people called on _____

Number of subscriptions sold _____

Number of pledges taken _____

Number of refusals _____

(Your name)

(Address)

(Use back of sheet for additional remarks)

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CHICAGO

October 10th, 1928.

Mr. Martin Bengtson, Secretary
Frithiof Lodge #5, I.O.S.,
6221 S. Bishop St.,
Chicago, Illinois.

Dear Brother:

I am very much interested in the plans now under way for the Chicago World's Fair to be held in 1933. This great city of Chicago has been assured a Fair in that year and nothing is to prevent it. It behooves you and me as citizens of this city to do our civic duty and surely, when an opportunity is presented to identify ourselves with the Swedish Group, we must seize the opportunity.

As a personal favor to me, may I ask you to make every effort to be present at a meeting of the Swedish Group on Friday evening, October 19th, at 8 P.M. sharp? The meeting will be held on the 20th Floor of the Burnham Building located on the Northwest Corner of Randolph & La Salle Street. I beseech your attention to this matter, not only as a loyal citizen, but one proud of your ancestry and pledged to uphold the traditions of the Swedish race.

If you have among your acquaintances anyone interested in the World's Fair, feel at liberty to take them along.

Sincerely yours,

Jos. Rosberg

Q. - Where is the Fair going to be held?

A. 1. The Fair will be held on the Lake Front of Chicago from Grant Park on the North to 57th Street on the South. Many of the buildings will be erected on a number of islands that will stretch out about one or two hundred yards from the shore and East of the Illinois Central tracks.

Q. - How long will the Fair run?

A. 1. The Fair's activities will start with Athletic Contests in the Fall of 1932 -- the Fair Grounds will be open to the public in June 1933 and will not close until December of that year. It may be that out of this Centennial Celebration will develop a permanent Chicago Industrial or Mercantile Exposition.

Q. - How much will it cost to build the Fair?

A. 1. The grounds are being built by the South Park Commission at an approximate cost of Thirty-five million dollars. These will remain as parks and as property of the people of the city of Chicago, in the same way that Jackson Park and the Midway were retained after the Fair of 1893.
2. It is estimated that the buildings and improvements will cost thirty-five to fifty million dollars.
3. Exhibits displayed will cost a billion dollars.

Q. - How is this money going to be raised?

A. 1. For the grounds - by bonds issued by the South Park Commission
2. For the buildings and improvements - by voluntary contribution from the people of Chicago and by certain revenues from leasing of exhibition space and by admission charges.
3. For the Exhibits - by exhibitors in the Fair. These remain the property of the exhibitors.

Q. - What is the purpose of this \$5.00 Enrollment Drive?

A. 1. To provide funds for advertising, publicity and general preliminary expenses.
2. This fund is a guarantee from the people that they want a Fair and will provide a nucleus for further financing.
3. To form a Chicago World's Fair Legion of supporters and workers.
4. To take a poll of sentiment among the people of the Chicago area.
5. To learn the extent to which the people of this area want the fair developed.
6. To give a warrant to the Trustees to carry on their plans.

Q. - Why is this money being raised so far in advance?

A. 1. The Fair has to be sold to the Chicago area NOW if the world is to be sold and the Fair built in the short period of five years.

Q. - Where is the money going to be kept?

A. 1. In the local banks of the towns where it is subscribed, until actually needed.

Q. - Is this Fair a political proposition?

A. 1. The Fair is absolutely non-political, non-sectarian and non-racial, and will be kept this way. It is a Fair "For the people, of the people and by the people". This is why we want your \$5.00.

Q. - What do I get for my \$5.00?

A. 1. A beautiful engraved Certificate of Enrollment with your name on its face. This Certificate is suitable for framing and will become one of the proudest relics "Among your souvenirs".

Q. - Has this Certificate any further value?

A. 1. Yes. It entitles the owner to receive 10 souvenir tickets of admission to the World's Fair in 1933.

Q. - When do we get the tickets? How do we get them?

- A. 1. On or after the opening day of the Fair
2. Take your Certificate to any of the several places which will be designated later, where it will be endorsed and returned with the tickets.

Q. - Is my Certificate transferable and will it be of value to anyone in the event of my death?

- A. 1. The Certificate is not transferable, but is negotiable for 10 tickets at the proper time and place.

Q. - Are the tickets to be issued transferable?

- A. 1. Yes

Q. - How will I get my tickets if I lose my Certificate?

- A. 1. By producing satisfactory evidence of ownership.

Q. - If I pay any portion of my pledge and move away do I get my money back?

- A. 1. No. A pledge is a contract and cannot be cancelled.

Q. - If there is no Fair do we get our money back?

- A. 1. There is no "if". The Fair is going to be held.

Q. - Will there be a "Midway" -- a "Pike" -- or, some amusement place?

- A. 1. Yes. There will be more fun at this Fair than any ten "Coney Islands".

Q. - How will the suburbs benefit?

- A. 1. With educational and amusement value to everyone, everywhere.
2. From the increased growth, prestige and general enhancement of the Chicago area through a Fair that will have fifty million dollars in world wide advertising value, and which, it is estimated, will attract one hundred million people to its gates.
3. It is estimated that twenty-five million people will come to the Fair in automobiles. They will come past your doors and spend money in your towns.
4. The estimated daily attendance of the Fair will be six hundred thousand people. Half of these will come from the outside, and many of them will have to be sheltered in the suburbs.
5. If these visitors receive a hearty welcome and are shown the advantages of your city, many of them will want to become permanent residents. It will mean new population and factories for your city.

Q. - Some say that a slump in business activities followed the 1893 Fair, why won't it follow this one?

- A. 1. The 1893 Fair was held during the worst panic in the history of the United States. The whole country went through a five year period of depression and hard times, but all statistics prove that the Chicago area suffered the least, and owes its great advance to the fact that it was the one bright spot on the map at that time.
2. Today we have the wonderful Federal Reserve System to prevent panics -- the United States is the most prosperous nation -- and the Chicago area is becoming the industrial heart of the world.
3. The Fair will focus the attention of the World on the Chicago area's industrial possibilities and will mark the inauguration of Chicago by the opening of lake and river transportation, as one of the ports of the world.
4. Due to the financial plans of the Trustees the work is starting now and being carried over a period of five years. This plan will insure against unemployment and will prevent a tremendous influx of outside labor at the last minute to complete the job.