

Certification Test Updated!

Each year before giving the Certification Test, the Certification Committee reviews the test and makes any necessary changes. Over the years, most changes were initiated by test-takers pointing out that something seemed wrong when they took the test! In reality, since the test was initiated in 1992, there had been very few new questions posed, so the test was long overdue for an overhaul.

The new written test reflects what our panel of Certified Tour Guides think is important today. The new written test has about 30% more questions/points, but the test is still NOT timed and a passing grade is still 80% correct (or more). The old test had 35% of the questions about art and architecture. The new test has less art and architecture questions and more questions about history, statistics or general information and entertainment/culture, which includes sports, music, theater, films, etc. There are also a few questions about guiding logistics.

Complete information about the test will be distributed with 2004 test dates and will also soon be able to e read on the CTPA website, www.tourguidesofchicago.com.

“We make a living by what we get, but we make a life by what we give.” *Sir Winston Churchill*

Thanks to all the Certified Tour Guides who participated in the recent certification test update!

- Marilyn Brumund+**
- Michael Corcoran***
- Herb Eiseman**
- Wilhelm Franz**
- Gail Gill**
- Uta Howard**
- Ursula Jacobius+**
- Beverly Livingston+**
- Jim Louis**
- Aileen Mandel+**
- Art Myren**
- Donna Primas***
- Herb Shayman**

* = perfect attendance at four meetings

+ = hosted a meeting

Keep Cool this Summer!

Speaking of Boats

As we take tourists by the lakefront this summer, you may be interested to tell them the 2004 cost of mooring (parking) a boat at Monroe and Burnham Harbor:

MONROE HARBOR	
MOORINGS (Rate per Foot)	
25-35 Ft north.....	\$31.00 / Ft.
25-35 Ft south.....	\$29.00 / Ft.
40 Ft north.....	\$32.00 / Ft.
40 Ft south.....	\$30.00 / Ft.
50 Ft.....	\$34.00 / Ft.
80 Ft.....	\$38.00 / Ft.
BURNHAM HARBOR	
STALL (Rate Per Foot)	
30-40 Ft	\$78.00 / Ft.
45-60 Ft	\$83.00 / Ft.
70-80 Ft	\$95.00 / Ft.
81-100 Ft	\$107.00 / Ft.
101+ Ft	\$115.00 / Ft.
STAR DOCK	
28 Ft.....	\$1,200.00
MOORINGS (Rate per Foot)	
30-35 Ft.....	\$36.00 / Ft.

For the full list of all the harbor prices:

<http://www.chicagoharbors.info/rates.html>

Did You Know...Bridges?

While “surfing” the internet, I came across the Federal Register, Volume 66, No. 248, dated Thursday, December 27, 2001. In the “Proposed Rules” section it notes in Part 117:

“The draws of the bridges operated by the City of Chicago over the Main Branch of the Chicago River, the bridges on the North Branch of the River from the Main Branch to North Halsted Street, mile 2.65, and bridges on the South Branch...from the Main Branch to South Ashland Avenue, mile 4.47, shall operate as follows:

(a) For all commercial vessels:

(1) All bridges will open on signal if at least 12-hours advance notice is provided to the Chicago City Bridge Desk prior to the intended time of passage; except that from Monday through Friday between the hours of 7:00 a.m. and 10:00 a.m. and between the hours of 4:00 p.m. and 6:30 p.m. except for Federal holidays, the draws need not open for the passage of vessels.”

The information goes on to say that bridges will also open with advance notice for a flotilla of at least five boats. It also notes several bridges that need not be opened.

It's a “Web World”

Each newsletter we try to tell you about one or more websites that have excellent information about Chicago—something you, as a tour professional, can use to build knowledge or tour commentary.

This month we recommend:

<http://www.cityofchicago.org/FilmOffice/famous.html>
This website has a chronological list of famous films and TV shows made in Chicago from 1896 to the present!

Tall Buildings & Economics

According to an article written March 3, 2003 about Dubai planning to build the tallest building in the world (560 meters):

“The greatest symbol of a business boom is to build the world’s tallest building. But they are usually completed just as the boom goes bust. History offers many examples.

...it is interesting to note that the completion of tall buildings almost always marks the top of the business cycle, and no city in any period has managed to avoid business cycles.

For example, the Empire State Building was completed in New York in 1929 just in time for the Wall Street Crash, and remained half-empty for a decade. Indeed, it was known as the Empty State Building for much of the 1930s.

Similarly, London’s Post Office Tower 1966 (UK devaluation crisis); London’s NatWest Tower 1974 (worst post-war stock market crash); World Trade Centre in New York 1974 (same stock market crash); Canada Tower in Canary Wharf 1990 (worst post-war UK recession); and even the Petronas Towers (1998 Asian crisis).

The message is simple. Tall buildings are conceived in booms, take some time to build and are completed just as the market tops out. Perhaps Ground Zero in New York and its re-building plans are a special case of building high in an economic downturn.”

Read the full article here:

<http://www.ameinfo.com/news/Detailed/16416.html>

Editor’s note: In Chicago, I suppose we could say that the Merchandise Mart (1931) and the Civic Opera House (1929) and perhaps the Sears Tower (1973) follow the downward economic trends patterns noted above.

What economic portent will the building of the proposed Trump Tower bring?

Feature Article: The Century of Progress Revisited

From the Desk of Donna Primas...

...A Personal Note

I began to study to be a tour guide in 1983. Around that time I started to collect books, and initiated file folders for brochures and articles about Chicago. In 1984, I began to write and edit materials for Alumni Holidays Inc. (AHI) and my collect grew to include maps, books and brochures about nearly all the countries of the world.

My obsession with destination information continued, when in 1985 I started freelance writing and travel directing under the banner “Primas Copywrite.” Now nearly two decades have passed and I have worked for corporate clients and incentive travel companies all over the U.S., in over twenty-one European countries, Australia and numerous nations in Asia, Africa, the Caribbean and the Americas—and I have the books and brochure files to prove it!

But twenty years of accumulating paper made for a very messy office and basement—over 24 full-size file drawers, dozens of boxes, and a 3 foot-wide by 6 foot high book shelf of research and reference materials—devoted to job files, tourism brochures, newspaper and magazine articles, documents, projects and samples. A true testament to a career as a brochure junkie!

Fast-forward to summer 2004—my “Summer of Progress”—when I decided to clean out my files (largely because I want to remove badly worn carpet in my home office and put down a hardwood floor). I have attempted this job before, but always lacked resolve to see it through. So this year I hired my sister to help me be ruthless. So far, we have spent over 50 hours looking at, sorting, filing and tossing out. I am sure that the Waste Management (garbage removal service) folks are cussing me for the many heavy large boxes of recyclable paper that have been placed at the curb the last three weeks. My shredder is groaning from daily use. And the job is still not quite done!

For everyone’s benefit, I decided to share details of an article I ran into along the way. (I did not dare read it while my sister was watching, rather I set it aside to savor over Sunday morning coffee.) Enjoy!

Question for Debate:

How many languages are spoken in Chicago...and what source can you cite?

Answers next issue!

The World's Fair of 1933

I have not fact checked the statistics below gleaned from an article published in the August 14, 1983, *Chicago Tribune Sunday Magazine*, written by Joseph Sander. Rather, I trust that the Tribune verified the details prior to publishing, and that I have not made any grievous typing errors.

Fair Statistics...

- The Century of Progress theme commemorated 100 years since the 1833 founding of Chicago.
- The Fair was America's first major event since the Stock Market Crash of 1929 and end of Prohibition in 1933.
- During the first year, the fair brought almost 19 million cash-paying guests through the gates, ringing up revenues of about \$10 million. But about 2.5 million more saved the 50-cent admission price and got in on free passes.
- Concessions sold nearly \$20 million worth of "food, beer and fun."
- There were 82 miles of exhibits on 424 acres of water and man-made land along three miles of lakefront, stretching from Adler Planetarium to 37th Street. Eighty-six acres of land was filled (made) just for the Fair including Northerly Island (most recently known as the home of Meigs Field).
- There were 12,000 exhibits in 85 exhibit buildings—all available for the price of a general admission ticket, 50 cents for adults and 25 cents for kids!
- 60 concession buildings offered a variety of food and drink items costing between 10 to 50 cents.
- The Fair was so successful that it opened for an unprecedented second season in 1934—continuing to stimulate business and further Chicago's journey on the road to recovery from the Great Depression.
- The first day of the fair, May 27, 1933, drew only 10,000 guests. The closing day, October 31, 1934, drew 374,000 people!
- During the two year run, the fair drew 39 million people—about one for each of the \$40 million invested.
- Experts of the era estimated that the two seasons the fair attracted over 1,200 conventions to Chicago. The visitors to Chicago during the fair spent about \$200 million, and provided jobs to thousands.
- Did you know that in an attempt to help evenly distribute the economic benefit of working at the

Fair, only one member per family was permitted to work at the fair?

At the Fair you could...

- Watch automobiles being manufactured on an assembly line.
- See auto tires being made from crude rubber.
- Wonder as silk stockings were being woven before your eyes and also see silk worms eat mulberry leaves and "spin" silk.
- Admire the original Gutenberg Bible and the first Gutenberg printing press.
- Have fun in amusement areas named Treasure Island and the Magic Mountain, designed expressly for children's enjoyment!
- Gaze in awe at a 15-ton South African Diamond mine.
- Wonder at a real million dollars displayed (and heavily guarded) at the Federal Building Pavilion. (Which until recently was still on display at the Federal Reserve Bank of Chicago!)
- Take in the sweet aromas of more than 2,000 varieties of roses being cultivated at a mammoth rose garden.
- View full-size reproductions of a Mayan Temple and a Chinese temple.
- Wander through exhibits of splendor from Belgium, Italy, Japan, China, Sweden, Morocco, the Ukraine, Poland and Czechoslovakia.
- View a recreated Seminole Indian village where men demonstrated wrestling skills against full-grown alligators.
- Take a ride on the \$1.2 million Sky Ride, the "Eiffel Tower" of the Fair—taller than any building in Chicago and 100 feet taller than the Washington Monument on DC! The rides' towers, measuring 628-feet and designed by the same man who designed the George Washington Bridge in New York, boasted 10-foot long aluminum rocket cars could transport 6,000 people in one hour along the 2,000 foot route between two towers, each 218 feet above the ground. Even higher, at about 600-feet, were two observation platforms named Amos and Andy for the famous radio show that originated in Chicago.
- See Sally Rand, "the famous fan dancer arrested about once a week for putting too much of herself on exhibition."
- H.J Heinz Co. contemplated building a 1,000-foot long pickle to celebrate its most famous product, but inside they elected to make less than one-inch long pickle pins, which they gave out for free.

1933 World's Fair...Continued

- Purchase chewing gum for a penny: Wrigley's, Beeman's Pepsin, Clark's Teaberry and Blackjack were all sold. Wrigley gum was sold in sticks or as "pink PK's, which were just like Chicklets." On the inside of the Wrigley's gum wrapper was a message, "Kindly use the wrapper to dispose of gum."
- Walk along the Avenue of Flags stretching from the Field Museum to the Planetarium.
- Learn about meatpacking at an Armour & Co. display, which was moved to the stockyards after the event.
- Of all the things built or erected especially for the fair, only one thing remains: A column erected by the Italian government to celebrate aviator Italo Balbo.

"Firsts" from the fair where "Progress" was the theme:

- President Roosevelt pressed a switch in Washington to turn on the lights in Chicago that would open the Fair at the precise moment that light would arrive Earth from the star Arcturus, light that had left the star 40-light years earlier at the precise time when the 1893 World's Columbian Exposition took place.
- Drinking fountains in the Sears Roebuck Pavilion without any buttons—its electronic eye sensed a person and switched on as a person bent over to take a drink.
- American Can Co. also used the electronic eye principle at the fair to show how defective cans could be eliminated (without human intervention) from a factory assembly line.
- Tour the interior of a Burlington Zephyr, the first aluminum train car—put in service shortly after the fair.
- See the new all-steel "turret top" automobile tops, stamped from one piece of metal. This technique was used on the Airflow Chryslers on display at the fair. These modern cars featured such other innovations as safety glass, knee-action suspension, and a streamlined design.
- Watch a demonstration of a Theramin, the first electronic musical instrument. (Only three of these were every produced according to the author.)
- Other modern "progress" seen: electric refrigeration, shatterproof glass, wireless telephone and television.

How did people get to the fair...?

- The Chicago Motor Coach Company operated single and double deck buses. Some double-decker buses were enclosed on the second level and some were open. The open ones had water-impervious wicker furniture up top. For the protection of the passengers on the open upper deck, as the open-top motor coaches approached a viaduct, just slightly taller than the bus, the driver would press a button which would cause a red glass panel to light up with a finger pointing upwards on either side of a "caution" message. The drivers disembodied voice accompanied by static would also barely be heard over the front and rear microphones saying: "Low bridge, look out for your heads, remain seated, please."
- Every city bus and "L" train also had these signs of the times: "Expectoration upon floors or platforms of this vehicle is forbidden by statute and punishable by fine or imprisonment."
- Lakefront boat rides were possible along the lakefront in wooden boats with the head and tail of a dragon.

I hope you enjoyed this trip down memory lane. Please write to share your impressions or research about the 1933 Century of Progress World Fair or any other topic you think would interest our membership.

A Picture From a Recent Meeting...



Esther Banike and the owner of the Segway dealership.