The Merchants Club has completed arrangements with Mr. Daniel H. Burnham to prepare, under its control a comprehensive Plan indicating a desirable future development for the City of Chicago and its environs similar to the plans recently prepared for the United States Government for Washington, D. C., Manila, and also for San Francisco.

The Merchants Club Committee in charge of the project is as follows: Edward B. Butler, Frederic A. Delano, Charles H. Wacker, David R. Forgan, Charles D. Norton and Walter H. Wilson, Chairman Finance Committee.

The following persons have been appointed by the Associations named, with whom the Merchants Club Committee and Mr. Burnham can consult from time to time as the Plans develop and who will later co-operate wherever practicable in getting the Plans carried out:

☑ Governor Charles S. Deneen, (ex-officio)
☑ Mayor Edward F. Dunne, (ex-officio)
☑ Franklun MacVeagh, the Commercial Club
☑ John G. Shed, the Commercial Club Association
☑ E. J. Brundage, the Commissioners of Cook County
☑ Francis T. Simmons, the Lincoln Park Board
☑ B. A. Eckhart, the West Park Board
☑ Lyman A. Walton, the South Park Board
☑ Emil W. Ritter, the School Board
☑ Robert R. McCormick, the Drainage Board
☑ Charles L. Hutchinson, the Art Institute
☑ Eion J. Arnold, the Western Society of Engineers
☑ A. F. Woltersdorff, the American Institute of Architects

Mr. Burnham is donating his own services, but the necessary expenses for consultants, engineers, topographical surveys, draftsmen, etc., will be considerable. Experts will be consulted not only in this City but also from the entire Country and from Europe. When completed the Plan will be rendered by the best artists and published in attractive and permanent form. At present the necessary minimum is $25,000. To permanently finance the project ultimately requires $50,000. This amount should come from the public, including, of course, members of The Merchants Club who have already made heavy contributions in order that the work might proceed at once.

The expense should be so distributed as to be a burden to no one. It is desirable that the largest possible number of citizens take a personal interest in the enterprise. It is believed that there are at least 250 public-spirited citizens who will gladly contribute a minimum of $100 each. A list of subscribers to date is printed on the next page. We sincerely trust that you will permit us to add your name to the list printed on the following page for $100 or such amount as you may designate. Kindly notify David R. Forgan, Treasurer Finance Committee, or the undersigned.

To Mr. .................................................................
From Mr. .................................................................

Charles D. Norton .............................................
John R. Morron ..................................................
William E. Clow ............................................... 
Thomas E. Donnelley .........................................
Frederic A. Delano .............................................
Charles R. Crane ............................................... 
Louis A. Ferguson ..............................................
Charles G. Dawes ..............................................
Arthur D. Wheeler .............................................

Executive Committee
towards the expenses of the Plan for Chicago to be prepared for the Merchants Club by Mr. Daniel H. Burnham.

Chicago, October 27, 1906.

Similar subscriptions have already been received from the following. This list will be revised November 1st, when it is hoped 200 names will appear.

Selz, J. Harry
Reynolds, G. M.
Donnelley, Thomas E.
Wilson, Walter H.
Forgan, David R.
Pope, Henry
Scull, A. B.
Lindgren, J. R.
Wheeler, A. D.
Haugan, H. A.
Oertmann, Rudolph
Delano, Frederic A.
Insull, Samuel
Shedd, John G.
Comstock, C. G.
Gurley, W. W.

Farwell, Granger
Carry, E. F.
Watson, J. V.
Dawes, Charles G.
Meeker, Arthur
Dau, J. J.
Fegurson, L. A.
Hulbert, E. D.
Alexander, W. A.
Kent, William
Carr, Clyde M.
Lynch, John A.
Morron, John R.
Foreman, E. G.
Thompson, W. M.
Rubens, Harry

Norton, Charles D.
Ryerson, E. L.
Baker, Alfred L.
Wacker, Charles H.
Cunningham, Frank S.
Hutchinson, C. L.
Smith, Orson
Butler, Edward B.
Armstrong, Frank H.
Stillwell, H. A.
Hamill, E. A.
Winchell, B. L.
James, F. S.
Boynton, C. T.
Porter, H. H., Jr.

EXTRACT FROM THE REPORT OF THE EXECUTIVE COMMITTEE OF THE MERCHANTS CLUB ON THIS PROJECT.

* * * The enormous growth of Chicago means more than the mere multiplication of office buildings, factories and residences. It means that new citizens are pouring into Chicago at an unprecedented rate. Probably fifty per cent of the business men of Chicago, large and small, were not residents at the time of the World's Fair in 1893. Many of them are unfamiliar with the years of depression which followed; many of them are young and optimistic and do not for a moment believe that we shall forever have the poorest traction service, the smokiest atmosphere or the dirtiest streets. On the contrary, this vast body of newcomers have heard too much of the difficulties confronting Chicago. They have had too few concrete, constructive propositions laid before them to appeal to their imagination and hope and to increase their civic pride and loyalty. It is believed that a Plan, developing the superb possibilities of the future city, well rendered, will arouse interest and hope among this vast new population. It is believed, moreover, that it is just as logical to have a comprehensive and beautiful plan for a city as it is to have one for a store or a warehouse or a residence.
At The Merchants Club dinner, February 14, 1903, when Mr. Burnham pointed out the possibility of an outer park and lagoon off the Lake Front, when the shore lines of the city, as marked by Act of Congress, should have been filled in, a hard-headed business man remarked—"That is all a dream. We are wasting our time to be considering what the city may be doing fifty years from now." That was less than four years ago. By the end of 1906 the lake front will be filled in so far as Grant Park is concerned, and the dredging companies, the Sub-Way and others will be asking the city where they may have the privilege of dumping earth and other refuse.

Mr. L. A. Walton, President of the South Park Board, in his last report estimates that on the present basis there is enough filling annually wasted on the Lake Front to fill an area 17 acres in extent to the depth of 20 feet every year. On this basis the mere lapse of time will, in ten years, with little expense to the community, give an Outer Park-way of 170 acres. In other words, in the life and development of a great city what is impracticable today becomes entirely practicable tomorrow.

The public is interested in the subject. It is for no sentimental reason that the editors of Collier's and Harper's and the Outlook and the Century devote page after page to the San Francisco Plans, the Washington Plans, and other plans. The public is demanding an orderly and beautiful development of cities. It is a part of the great constructive impulse of this prosperous time. In their own private affairs merchants are responding to this public demand. What would have been deemed wasteful twenty years ago is now simply good business. Take, for instance, our great stores, twenty years ago they were content to house themselves in cramped and badly ventilated quarters. Now spacious show rooms are finished in mahogany, are carpeted with the richest materials; beautiful domes are decorated by Tiffany; rest rooms and grill rooms are provided for customers. And banks are housing themselves in handsome structures of classical design. Business men now know that these things pay, and people are commencing to realize that beauty and order in civic development pay the merchants of Paris in dollars and cents and will pay the merchants of Chicago in dollars and cents.

It may be objected that our energies had better be concentrated on securing some definite betterment like the North and South connecting boulevard. To this the answer is that the comprehensive Plan for the whole will stimulate interest in just such desirable details and hasten their accomplishment. It is more logical to secure a Plan for the whole city and make sure that all detailed projects harmonize than to improve piece-meal and then later find that one improvement conflicts with another and must be removed.

It may be objected that such a Plan is impracticable because it may indicate some street changes, and property lines must not be disturbed. No sound Plan is likely to be radical, and these difficulties have not been found insuperable in older and larger cities in Europe. There are practical ways of meeting these difficulties. In Buda Pesth, for instance, when a property owner is asked to conform to the civic plan his taxes are remitted for a certain period of time as a compensation. * * *