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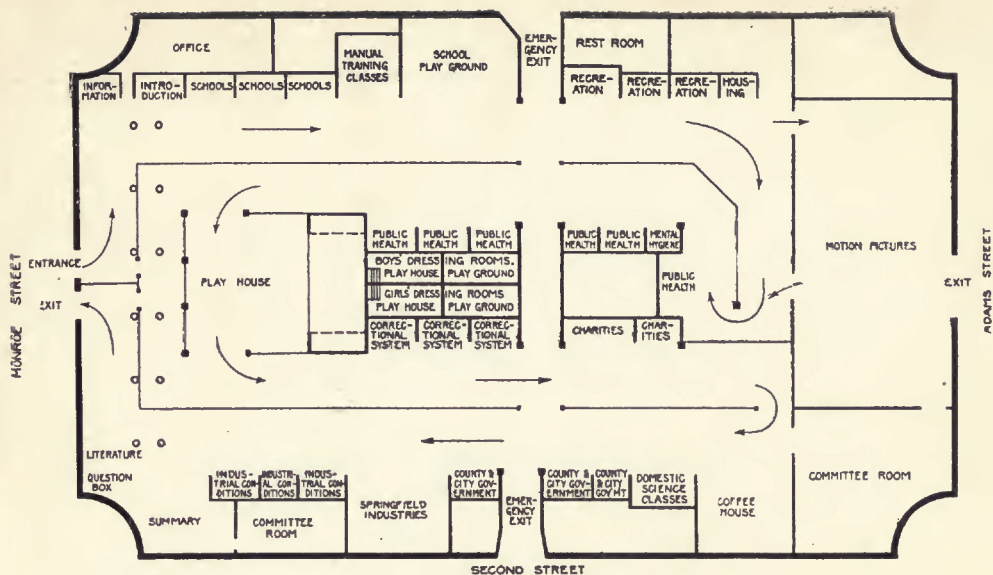
AN EFFECTIVE EXHIBITION OF A COMMUNITY SURVEY

A BRIEF DESCRIPTION OF THE
SPRINGFIELD SURVEY EXHIBITION

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DEPARTMENT OF SURVEYS AND EXHIBITS
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NEW YORK CITY

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Floor plan of The Springfield Survey Exhibition—"One Way" Exhibition—Follow the Arrows

An Effective Exhibition of a Community Survey

IN Springfield, Ill., November 21 to December 2, 1914, was held a survey exhibition which embodied many exceptional features and which offers practical suggestions for similar work in other cities.

Several years ago a limited sanitary survey in Springfield attracted considerable attention and stimulated locally the idea of a more complete social survey. This idea was nursed and cultivated until a group of influential men and women, representing many interests in the community, became convinced that the time had arrived for such an undertaking.

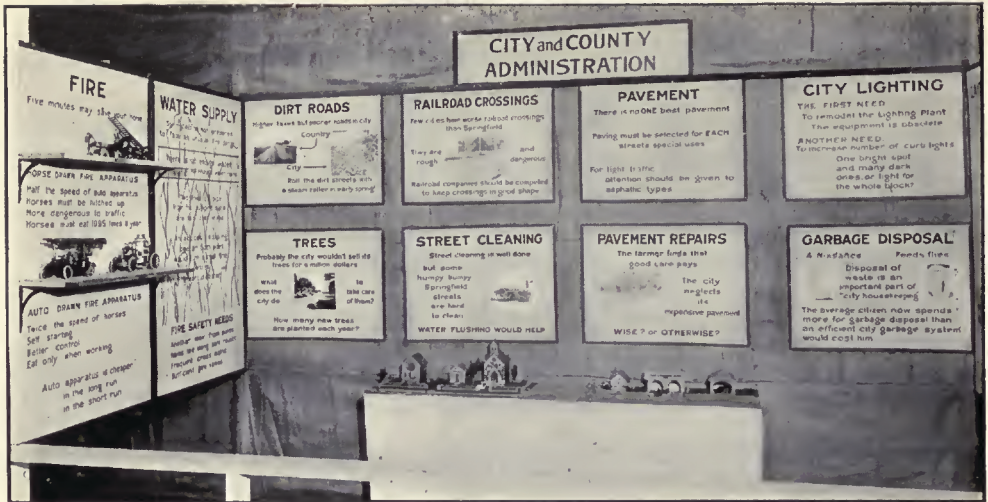
Application was made to the Department of Surveys and Exhibits of the Russell Sage Foundation, and in due season a plan for a social survey was prepared. The local committee guaranteed \$6,000 of the proposed expenditure for the survey proper. After the local data were gathered and while the findings were being worked over by the several surveyors, the Springfield committee guaranteed an additional expenditure of \$3,000 for the survey exhibition. The final expenditures for the survey aggregated \$12,000 or more, and for the exhibition approximately \$4,000, of which total Springfield raised about \$10,000, the rest being contributed by the Russell Sage Foundation. No attempt will be made in this article to

describe the methods or to detail the findings of the survey itself. These will be covered by a series of ten reports soon to be issued for the General Springfield Survey Committee.

The sub-committees formed to handle the many details of the preparation and presentation of the exhibition were as follows:

Honorary Committee	Committee on Promotion
Advisory Committee	Arrangement of Addresses
Executive Committee	Advertisement Mention
Finance Committee	Coöperating
Census of Useful People	County
Directory of Organizations	Excursions
Committee on Committees	Handbook
Office Equipment	Newspaper Discussion
Office Helpers	Out-of-Town Organizations
Automobiles	Press
Committee on Exhibits	Printed Matter
Art	Speakers
Construction	Special Days
Decoration	Committee on Information and Management
Drayage	Care of School Children
Furnishings	Explainers
Lettering	Hospitality
Lighting	Lunch Room
Models	Play Demonstration
Photographs	Playhouse
Stereopticon and Moving Pictures	The Summary
	Ushers
	Candies

The first step in enlisting workers for the preparation of the exhibition was the "Census of Useful People." About three months before the exhibition this census was made, starting off with a lively newspaper story with the headline, "Are You a Live One?" A committee, composed of a member of the



A SECTION ON CITY AND COUNTY ADMINISTRATION

This exhibit touched very briefly on a few of the problems of city housekeeping. Toy fire apparatus was shown on shelves mounted on the face of a panel. The street model in the foreground was a home-made production, adding to the attractiveness of the display and suggesting some practicable possibilities in street planning.

School Board, a union man, a prominent lodge worker, a minister and others, the whole group representing a wide range of interests, made the census. There were listed the names of hundreds of people who might be considered "useful" for a great variety of services in preparation for the exhibition. A card catalogue was made of the names, addresses and special interests of these useful people. On the basis of this catalogue forty committees were made up on which several hundred people served.

During two months preceding the opening of the exhibition, a campaign of publicity and promotion was carried on that kept the subject of the survey before the people pretty constantly. Enough things happened in the course of the campaign to furnish good daily stories for the papers; and as the campaign grew, more and more people not generally associated with "uplift" work were drawn in. From 800 to 1,000 people took some part in the preparation or in the programs of the exhibition itself.

One method of enlisting many new workers was through the appointment of "coöperating committees." Organizations of all kinds were canvassed systematically and invited to appoint a committee of their members to represent them in coöperation with the exhibition. Some forty church societies and many lodges, labor unions, school clubs and others responded to this request.

Many people were persuaded to contribute services that would have greatly increased the cost of the exhibition if they had not volunteered. They helped partly because their leaders were energetic and enthusiastic, but largely because the work itself was interesting and the spirit of the campaign contagious. These services included the making of models and mechanical devices, much of the art work, special stories for the newspapers, clerical work in the office and the taking of photographs.

All of the out-of-town publicity, of which there was a generous amount, was done by volunteer committees without cost to the exhibition budget. A Committee on Out-of-Town Organizations arranged to have a letter sent by the Mayor on his official stationery to mayors of all towns within a radius of 100 miles; similarly the Chamber of Commerce secretary wrote to secretaries of commercial associations; the county school superintendent wrote to many school superintendents, etc. The work of this committee brought many influential people from nearby towns. One town was represented by a delegation consisting of the mayor, chief of police, president of the school board, superintendent of schools and principal of the high school.

The County Committee prepared a series of three articles for publication in each of the fourteen county papers, and followed up

the first articles by requests to the editors for coöperating committees which would work up an attendance of people from their localities. Speakers were sent to meetings arranged for by these committees. The climax was County Day, when special program features were arranged to interest the farmers and the country school delegations.

Many groups of people attended the exhibition on other "special days" arranged for them by the various committees. The Bar Association, Rotary Club, a group of Catholic Societies, the Art Club and others had special luncheon or dinner meetings in the restaurant at the exhibition hall, and were then conducted through the exhibition by members of the exhibition committees.

By skilful planning, the exhibition provided a variety of helps to enjoying and profiting by the exhibits without undue weariness. In the first place, it was a one-way exhibition and guide rails steered the visitor so that he was never in doubt as to which way to turn. In the second place, the amount of reading matter was reduced to a minimum and illustrative material and graphic devices were used wherever possible. But the most restful feature was that at four different points in the hall, well distributed, there was an opportunity to sit down for ten or fifteen minutes and watch one of the "live exhibits." These included a playground, where children were continuously present learning and playing sim-

ple games to their own enjoyment as well as that of the visitors; a moving-picture hall, where films pertaining to subject matter of the exhibition were shown; the "Playhouse," described below; and the "summary room," an open space with plenty of chairs where groups of people gathered on their way out to ask questions, suggest and criticise and hear a brief account of the plans for "follow-up" work in which they were invited to take part.

The Playhouse, one of the most novel and attractive features of the exhibition, was a charming little pavilion with white pillars and a red and white canopy top. A small stage with an interior and an outdoor setting faced a seating space for 100 people. Here, at half-hour intervals, a 15-minute play was produced during each afternoon and evening session. Five different plays, presented by seven castes including some 200 amateur performers, were given during the course of the exhibition. They illustrated different survey topics, such as recreation, charities, industrial conditions and medical inspection. While the little plays pointed their moral rather obviously and insistently at times, they were nevertheless full of life and dramatic action, and were quite as entertaining as they were instructive. The five plays may be briefly summarized as follows:

The Playmaker:

The school recess bell rings, and boys come running out in a disorderly manner. Some



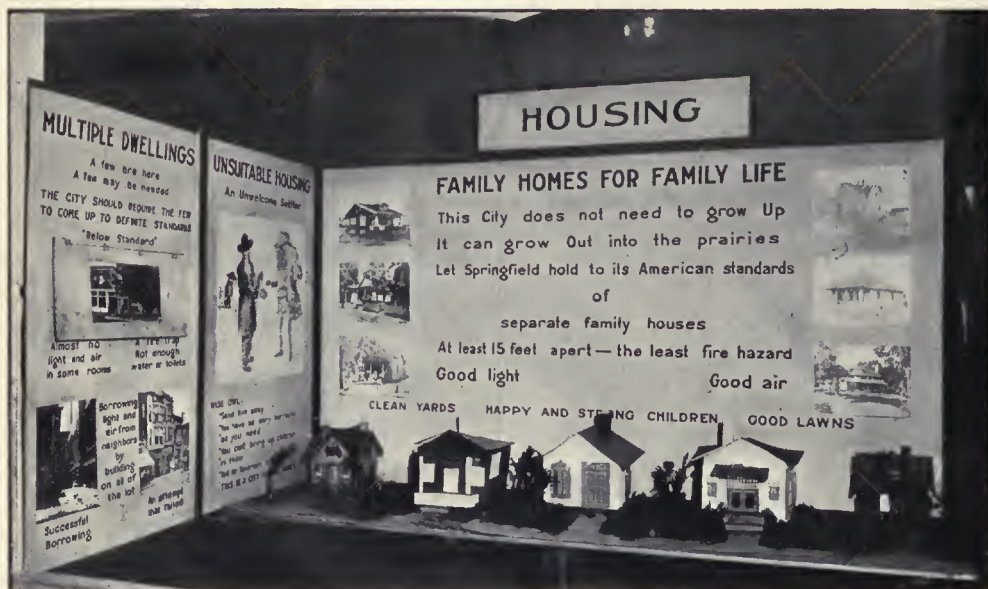
A SCHOOL PLAYGROUND AS IT MIGHT BE

The model of a school playground was made from a plan included in the recreation survey, suggesting a use of the grounds of one of the Springfield schools. High school classes prepared the model, which was worked out to scale with most careful attention to every detail.



THREE PANELS IN THE HEALTH EXHIBIT

One of the most serious evils brought out in the health survey was the lack of sewers and of city water in many parts of the city. Four maps of Springfield were presented showing the large areas where the sewers and the city water are lacking. These maps made a striking exhibit, the black areas indicating built-up parts of the city lacking these very necessary services.



THE GRAPHIC PRESENTATION OF THE HOUSING SURVEY

One of the main points made by the housing survey was the importance of keeping the tenements out of Springfield, now almost wholly a city of separate family homes. The two panels on the left presented warnings showing the evils that have already come with the few tenements now there. The photographs and miniature houses at the back pointed out Springfield's advantage in having so many comfortable family houses, and made a plea for holding fast to the standards enumerated. At the left the hinged door headed "Below Standard" could be lifted by the explainer or attendant to reveal the floor plan of the "below standard" dwelling.

RECREATION

Why not light up the schools and
Churches for evening recreations



A PLEA FOR WIDER USE OF SCHOOLS AND CHURCHES

This miniature street shows a vaudeville theatre, a saloon with a dance hall above, a pool room, a church, a school and a moving-picture show. The places of amusement were brilliantly lighted. The school and the church were dark. The small buildings were cleverly constructed of cardboard and attractively colored. This device, like many of the others, represents local volunteer work done under the direction of Walter Storey, who designed the exhibits.



A PLAY IN "THE PLAYHOUSE"

The illustration shows the opening scene in a play called "Why the Gang Broke Up," which has to do with social centers. The four members of the gang, on seeing the sandwich man with his announcement of the social center, decide to go and break it-up. As they find their way to the different sections of the social center—the gymnasium, the dramatic club, the glee club and the dancing class—the boys become so interested that they forget their original plan and one by one drop into various activities.

This play was one of a series of five 15-minute plays given in The Playhouse, an attractive pavilion in the center of the exhibition hall.

stand around idly, others shout and run, and some are fighting. Then the Playmaker comes and interests several different groups in games, until they are enjoying wholesome, lively and "worth-while" play.

A Bundle or a Boost:

Father Springfield, benevolent and kind-hearted, listens to tales of distress from the poor, and gives them the things they ask for. Mr. Better Helper watches for a while, and then goes out to investigate the cause of their poverty and troubles, and tries to remedy that. He refuses to give them baskets, but they are soon able to help themselves.

The Imps and the Children:

The "Handicap Imps," Weak Eyes, Sore Throat, Can't Hear, and the rest, attack the unprotected school children and glory in their success in a mad "Dance of the Imps." But when the School Board is told how dangerous the Imps have become, they call doctors and nurses, Test Tubes and Air Pumps, and drive the Imps off in a patrol wagon. Then the children who have drooped like tired flowers, spring up and dance with gladness.

The Two Birthdays:

There is joy in Mrs. Brady's little home, for her Joe is a man with a steady job, and it is Tim's birthday, and Tim has won honors at school. But the mine closes, leaving Joe without a job. Mrs. Brady and Tim go to work, so that on Nannie's birthday the home shows neglect, the children have become unmanageable and the purse is empty. At last Joe gets a job that will support them until the mine opens again, and their troubles are over—for a while.

Why the Gang Broke Up:

Four young men, who are in the habit of loafing about the streets, decide to break up the gathering at a school social center. However, when they find their way into the classes, the gymnasium, the dramatics, the choral and the dancing, they are embarrassed by the cordiality of those in charge and surprised at the fun the young people are having. Then gradually each is drawn into one of the groups and the gang is broken up!

"The Spring in Springfield" was the title of a new type of industrial exhibit shown as a feature of the survey exhibition. A space of 25 feet front by 23 feet deep was devoted to this feature. The background was made up of a series of panels 3 feet wide by 5 feet high, upon which were stated in attractive and legible fashion the principal facts regarding the nature and extent of the leading industries of Springfield. The floor area was taken up by a platform

raised several feet from the floor, upon which were grouped in realistic fashion models of the leading factories and industries of the capital city of Illinois. Each model contained electric lights showing through the windows.

Perhaps the seven most distinctive features of the Springfield survey exhibition were:

1. The fact that it was based upon what many people feel to be the most comprehensive survey yet conducted of a medium-sized inland American city.
2. The fact that it was organized by the people of the city which was surveyed, and financed largely by them.
3. The exceptional quality of the mechanical work done by local volunteers in the preparation of exhibits.
4. The charging of a 10-cent admission fee, which probably lessened the total attendance but increased the opportunity for the careful examination of the exhibits by the thoughtful minded.
5. The very considerable coöperation on the part of individuals, firms and organizations, which made possible a much better and more complete exhibition than the actual budget would have covered.
6. The fine example of community team play in a purely educational affair, notwithstanding the possibility of disagreement as to the nature of the suggestions to be offered by the exhibits, the copy for which was prepared in New York without examination by the local committees.

Mary Swain Routzahn was director-in-chief and Walter Storey director of design and construction of the exhibition. Both were from New York, representing the Department of Surveys and Exhibits.

Mrs. Routzahn spent ten days in Springfield early in September, meeting with the executive committee, developing the general plan of the campaign and conferring with those who were selected as chairmen of the more important committees. Later on Mr. Storey went to Springfield to take personal charge of the construction of the exhibits and the arrangement of the exhibit hall, working in coöperation with a considerable group of active committees. Mrs. Routzahn returned to conduct the general campaign preliminary to the exhibition, some hundreds of committee workers and helpers coöperating.

