

TERRACOTTA WHITE

"The Tribune's" Suggestion for "Municipal Colors."

NO. 17 WINS THE PRIZE.

A. J. Roewad, Architect, Gets the Hundred Dollars.

NO. 166 HONORABLE MENTION

The Design Adapted to Banner, Flag, and Shield.

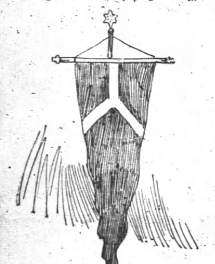
HISTORY OF PRIZE AND AWARD.

Chicago, Sept. 30, 1893
Received of the Chicago Tribune One Hundred Dollars (\$100.00) for prize in the Municipal Colors Contest. A. J. Roewad.

Terra-cotta and white is the Tribune's suggestion for "municipal colors" for Chicago—the World's Fair City. The design is a shield divided in three parts by a band of white. This combination of colors and the design are the suggestion of the winner of the Tribune's prize "municipal color" contest.

This winner is Alfred Jensen Roewad, and his suggestion, No. 17, is as follows: The three parts indicate the three Chicago divisions—North, West and South—united with a white or silver band—the river. Red and white are the best colors for decorative, both with house fronts and green leaves as backgrounds.

A. J. Roewad, Architect, accompanying this suggestion are two colored designs—a banner (triangular flag) and



MR. ROEWAD'S BANNER.

shield, as shown herewith. The flag which is shown was drawn by P. D. Millet, the artist, after Mr. Roewad's design, as showing how it could be applied to flag form.

Following is the award of the committee appointed by the Citizens' World's Fair committee:

We, the undersigned, the committee appointed by Mr. P. D. Millet to examine the suggestions for municipal colors, sent us by THE CHICAGO TRIBUNE, would say that among the said suggestions the colors which seem to us the most suitable for decorative purposes are red and white, as being forcible, gay, durable, and of great simplicity. Seen against the blue sky they would also suggest the autumnal colors. Silver could be used as an occasional variation upon white and gold as an accessory on stars, stars, eagles, etc.

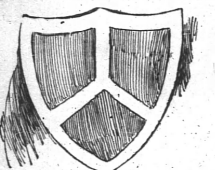
Among the several suggestions for red and white, the most decorative, in our opinion, is Number seventeen (No. 17).

WALTER SHIRRAW,
 WALTER McEWAN,
 E. H. BLASHFIELD,
 Committee.

What Artist Millet Thinks.

Mr. Millet's communication concerning the award is as follows:

CHICAGO, Sept. 30.—[Editor of The Tribune.]—Please find inclosed the report of the Committee of Artists who have been judging the competitive suggestions for a municipal color. They desire me to call your attention to the fact that a great proportion of the suggestions referred to designs for a flag or some other device and comparatively few stuck to the point of color alone. In the



MR. ROEWAD'S SHIELD.

opinion of the committee the design for a municipal flag suggested by No. 17, to display the proper combination of colors, is ingenious, appropriate, and decorative. It is elegant and simple, and recalls a heraldic device, or, rather, is a reminiscence of the way coats of arms and banners were designed in the days of chivalry. The committee further approves of suggestion No. 166, or a modification of it, as also decorative and appropriate. There is a plain red in red flames on a white ground. Yours faithfully,

F. D. MILLET.

Red is a color that includes many shades and variations, and one of these is terra-cotta. In view of the fact that since THE TRIBUNE made its offer of \$100 for the best suggestion for "municipal colors" the Citizens' World's Fair committee has adopted terra-cotta as a background for decorations for the dedicatory exercises it has been thought best by THE TRIBUNE to select terra-cotta as the red in combination with white.

Mr. Roewad had intended the use of a brighter red, but said last night:

"I consent to the use of terra-cotta in my design. On second thought I approve it, for the reason, among others, that it has no likeness to colors used by any nation."

The Tribune competition was opened Sept. 11. It was started in accordance with the paper's desire to stimulate the invention of Chicagoans in devising a municipal color, the need of which was described by Frank D. Millet before a meeting of the World's Fair officials, municipal officers, and owners of large buildings. The meeting was held to consider the subject of decorating the city during the World's Fair dedicatory exercises. This is what Mr. Millet said:

Almost all European cities have chosen colors as the universities and colleges have done, and yet he will see if the authorities of Chicago will not select a color or combination of colors as the municipal colors for the city. If this is done

it will simplify the whole matter of civic decorations and afford a precedent which I am sure will be followed in all great cities of the nation.

"The Tribune's" Proposition.

The idea seemed to be an excellent one, and it met with immediate favor. THE TRIBUNE opened the competition with this announcement:

For the best suggestion of a color or combination of colors for a "municipal color" for Chicago \$100 in cash. The suggestions will be judged by a committee of artists who will not be aware of the names of the persons competing. The contest is open to all persons. No suggestions will be received after Sept. 20.

Two days later ninety-eight suggestions had been received. Among them was Mr. Roewad's. Sept. 15 the list had been swollen to 164. Suggestions continued to come in rapidly, and Sept. 24, when the competition closed, 829 had been received. Each as it arrived was numbered and its points were briefly described in THE TRIBUNE. Many of the suggestions were accompanied by long explanations, others were straight to the point. Numerous sketches were received, nearly all of which showed care in the execution.

All went to Mr. Millet.

The 829 letters, notes, and sketches were tied up in a big bundle and sent to Frank D. Millet at the World's Fair grounds. He arranged the brief synopsis of the suggestions which THE TRIBUNE had published in a convenient shape and then called in his committee of artists. Walter Shirraw, Walter McEwan, and E. H. Blashfield, co-laborers of Mr. Millet in the work of decorating the World's Fair buildings. The committee went to work over a week's wage. They studied the suggestions with care and took time to do it thoroughly. The whole list was gone over first and every suggestion which was meritorious was marked with a blue pencil. Then it turned these were examined and the best chosen out. These last were then examined and reexamined until finally No. 17 was fixed upon as the best.

The committee communicated their decision to Mr. Millet. He opened the bundle and hunted through the mass of papers until the envelope marked 17 was found. Then he wrote the letter to THE TRIBUNE which is published herewith, inclosing with it the artist's written award, and Mr. Roewad's water-color sketch. He handed his letter and the enclosure to a reporter yesterday afternoon.

Is an Excellent Suggestion.

"It is an excellent suggestion," and he, "excellent for several reasons. The colors blend beautifully; they are genial, and they will appear bright against any background. They will deck the city with that gay and joyous air which suits the grand occasion next month. I like the device very much. It is heraldic and may be used in either a shield, or a banner. The device is so simple that it may be made at home. Hardly any skill is required. The colors too are easily procurable. The committee had in mind these two conditions because the artistic sense will be gratified if something like a uniform scheme of decoration is pursued. And for the reasons I have just stated suggestion No. 17 makes the possible."

Mr. Millet said there were some really excellent ideas included in the suggestions. It was plain that many were made by young people, but plenty of them showed a color sense that was noticeable. Walter Shirraw, one of the committee, told a reporter that the design and the combination of colors were excellent. They would look well on nearly any background. They were bright and gay and they were capable of being combined with other tints in a harmonious whole.

Career of the Winner.

Although Mr. Roewad said with a smile last night that he had never earned \$100 so easily before, it is evident from his career that he has the ability and purpose to earn many hundreds of hundred dollars before he



MR. MILLET'S FLAG.

dies. His history, and he is still a young man, is interesting. With his design he inclosed the following card:

A. J. ROEWAD,
 ARCHITECT,
 WORLD'S FAIR, BUREAU OF CONSTRUCTION,
 AND
 30 N. WASHINGTON AVE.

Alfred Jensen Roewad (Röed in the Danish) was born at Copenhagen, Denmark, July 10, 1848, and lived there until two years ago, when he came with his wife and four children to Chicago, arriving here in May, 1890. He is an architect and civil engineer by profession, and upon his arrival here was much interested by the rapidly American ideas—iron and steel construction. He turned his attention to a study of this method of construction, and secured employment with the Krystons Bridge company. From it he went into the office of A. Gottlieb, who was at that time World's Fair Supervising Architect. He then went to the World's Fair, entering the Bureau of Construction. His work has been highly successful in this department, inasmuch as he has made most of the detail drawings for the immense trusses of the Manufactures and Liberal Arts Building.

Mr. Roewad speaks and writes good English, has taken out his first papers, and intends to live the rest of his years in Chicago. Speaking of his design he said last night:

"In regard to the special colors for Chicago, I think it right to give a heraldic and graphic expression of Chicago, as it is and always will be divided by the river in three sides—North Side, West Side, and South Side. The brightest colors should be used. Red, white, and blue are the national colors. From these I thought it right to select red and white, as the brightest and most practical for decoration. Red and white stand well together, but any other color besides the red changes it and makes it less bright. Red and white stand well with green leaves on trees, the blue sky, and the different house-fronts. The third national color, the blue, is generally too dark in any other combination than the Stars and Stripes. We can always get red and white in good stuff with fast colors for flags and other decorations, but not as well the blue."

"Therefore I selected red and white for my first suggestion—I handed in another later on. The 'municipal' part of the idea naturally suggested the North, West, and South Sides, and, of course, the river is the dividing line between them. So there's nothing startling about the design."

"My other suggestion, consisted of three triangular banners—one blue with a white star, one red, and one white. My idea was to use these banners—the national colors—in groups."

Why He Came to Chicago.

"In spite of my love for my country I decided my ideas and work were too American to agree with the slow Danish development. After a struggle I sold out everything and started to find the center of the world and its civilization. I was sure the westward grow-

[Continued on third page.]