



Personal Tour
of the
**NEW YORK
WORLD'S FAIR**

PREPARED FOR

Helen Hassler

WITH THE COMPLIMENTS
OF

Your Electric Company

WELCOME!

Your electric company is glad to welcome you to the New York World's Fair!

We hope your visit will be a memorable one and that you will get the utmost enjoyment and profit from this—the greatest spectacle the country has ever seen.

The Fair is truly stupendous. It covers more than 1200 acres; there are more than 200 buildings; the Amusement Area is without parallel in Fair history.

So you may see all the exhibits that hold the greatest interest for you in the time you plan to spend at the Fair, we are making available a Personal Tour based on the subjects in which you indicated your interest. This tour has been carefully prepared and will be found on the reverse side of this folder.

★ We want to give you all possible help during your stay. Do not hesitate to ask our staff any questions you may have . . . on the tour itself . . . on the Fair . . . on New York City . . . in fact on anything.

Do you want to see a show in New York? We shall be glad to arrange for theatre tickets. Do you plan to make special trips about the city? Do you want shopping information? Let us advise you. Do you want plane, train, bus or boat reservations? Let us make them for you, or put you in touch with the proper people.

Use our lounge as a meeting place for your party. Make it your headquarters while at the Fair.

In **FORWARD MARCH OF AMERICA** and at **THE ELECTRIFIED FARM** you are the welcome guest of your electric company.

THE FAIR . . . and Your Personal Tour

With a few exceptions, admission to the hundreds of government and commercial exhibits is *free*. For information on the *paid* exhibits please inquire at our Personal Service Bureau.

GOVERNMENT EXHIBITS

Because of the magnitude of the Fair and the wide range of subjects covered by the Government exhibits—United States Government, Foreign Countries, State Governments and New York City—it was not possible to include them, by subject, in the Personal Tours. For this reason you were asked to check the Government exhibits of interest to you. In order to be certain, however, not to miss a subject in which you are particularly interested, we suggest you read the descriptions of those exhibits in the Official Guide Book of the Fair, or ask for details of the exhibits at our Personal Service Bureau.

MURALS AND SCULPTURE

The exterior murals and sculpture on the Fair grounds are not included in the Personal Tours and deserve special mention. More than 100 murals by outstanding artists add beauty, life and color to many of the exhibit buildings and also carry out the theme and plan of the Fair. Over

60 pieces of sculpture, of heroic size, adorn the various buildings, avenues, courts and plazas. Leading sculptors are represented.

MUSIC

The music program provides a variety of entertainment for all music lovers and includes opera, symphonies, choruses, religious music, folk music, bands and orchestras. Some of the greatest symphony orchestras and the most celebrated conductors and soloists of this country and Europe will appear at the World's Fair Hall of Music. In the Temple of Religion, programs of great religious music of all ages and faiths will be given. Our Personal Service Bureau will be glad to tell you the special music features each day.

★ ★ ★

Our personnel is here to help you in every way possible with your tour. Do not hesitate to discuss it with them.

Make "Forward March of America" your headquarters during your stay at the Fair.

PERSONAL TOUR MAP

OF
NEW YORK WORLD'S FAIR
PREPARED FOR CUSTOMERS OF ELECTRIC UTILITY COMPANIES

TOUR SUBJECTS

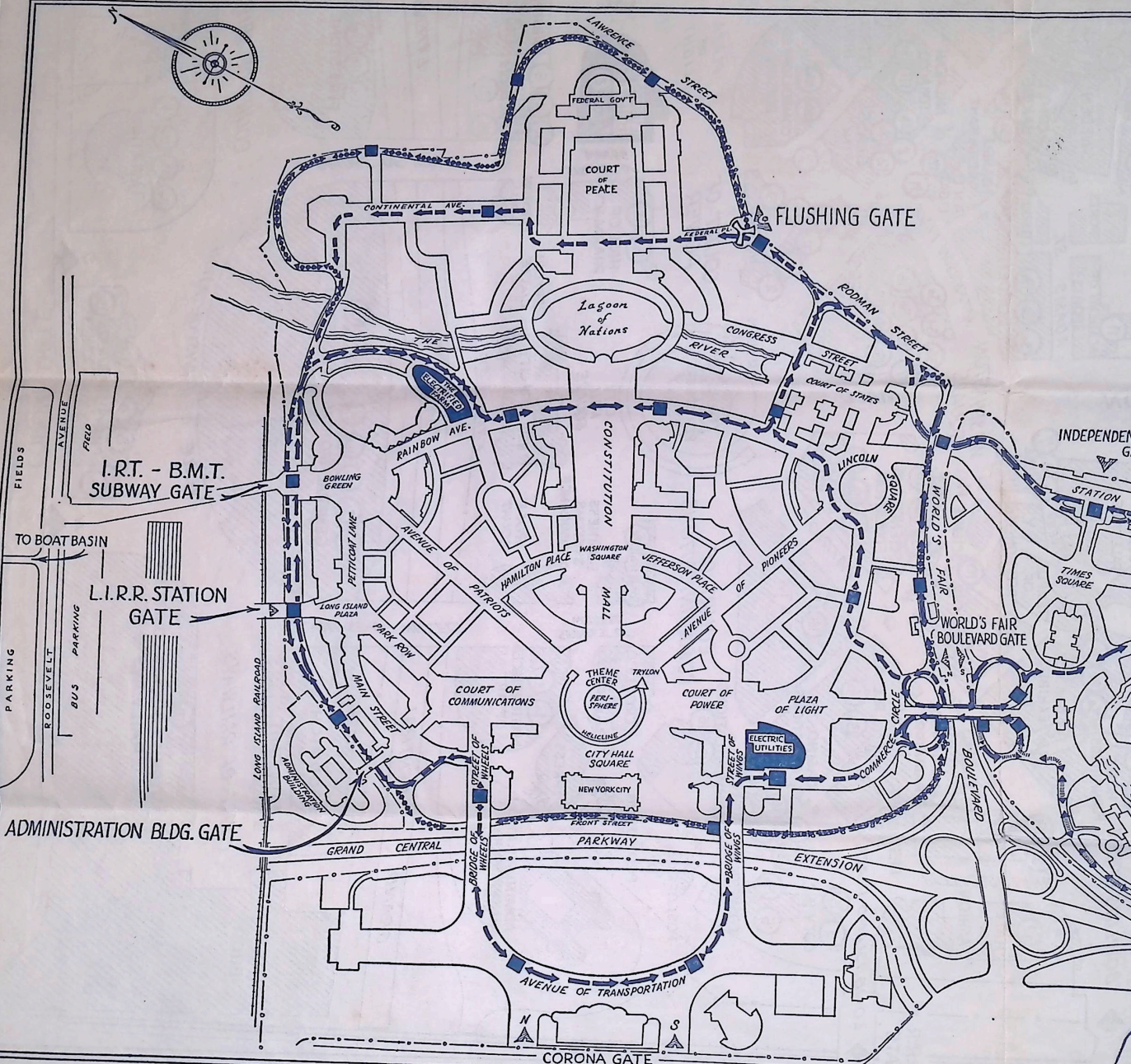
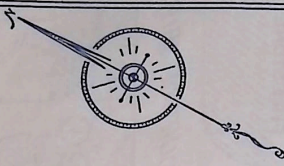
For your convenience, following is the complete list of subjects into which the Fair is divided.

The numbers on the map correspond with the subject numbers in this list. (Government buildings and Y. M. C. A. are not numbered.)

The check marks on the map indicate the subjects checked by you on the post card returned to your electric company and from which we have made up your Personal Tour.

1. Fine Arts
 - (a) Painting
 - (b) Sculpture
 - (c) Architecture
2. Building Materials
3. Homemaking
 - (a) Food and Beverages
 - (b) Furnishings
 - (c) Household Appliances
 - (d) Embroidering
 - (e) Sewing
 - (f) Heating and Air Conditioning
4. Women's Fashions
5. Perfume and Cosmetics
6. Men's Clothing
7. Jewelry
8. Photography and Motion Pictures
9. Gardening
10. Religion
11. Sports
12. Textiles
13. Transportation
 - (a) Aircraft
 - (b) Railroad
 - (c) Motor
 - (d) Maritime
14. Communications
 - (a) Telephone
 - (b) Telegraph
 - (c) Radio and Television
 - (d) Printing
15. Science
 - (a) Medicine and Public Health
 - (b) Industrial and Applied Science
 - (c) Pharmacy
 - (d) Chemistry and Plastics
16. Education
17. Manufacturing
 - (a) Glass
 - (b) Steel
 - (c) Brass, Copper and Miscellaneous Metals
 - (d) Watches
 - (e) Rubber
 - (f) Cigars and Cigarettes
 - (g) Distilled Spirits
18. Business
 - (a) Insurance
 - (b) Banking
 - (c) Business Systems
 - (d) Production and Distribution
19. Natural Resources
 - (a) Oil
 - (b) Mines
 - (c) Fisheries
 - (d) Forests
 - (e) Farms
20. Service Industries
 - (a) Electricity
 - (b) Gas
21. Electrical Equipment
22. Foreign Countries
23. U. S. Government
24. State Exhibits
25. N. Y. City Government
26. Y.M.C.A.





I.R.T. - B.M.T. SUBWAY GATE

FLUSHING GATE

L.I.R.R. STATION GATE

ADMINISTRATION BLDG. GATE

CORONA GATE

FEDERAL GOVT

COURT OF PEACE

Lagoon of Nations

THEMATIC CENTER

PERI-SPHERE

HELIXLINE

CITY HALL SQUARE

NEW YORK CITY

FRONT STREET

PARKWAY

AVENUE OF TRANSPORTATION

GRAND CENTRAL

LAWRENCE STREET

CONTINENTAL AVE.

RAINBOW AVE.

CONSTITUTION AVENUE

JEFFERSON PLACE AVENUE

PARKWAY

AVENUE OF TRANSPORTATION

GRAND CENTRAL

EXTENSION

RODMAN STREET

WORLD'S FAIR BOULEVARD

BOWLING GREEN

FLUSHING GATE

COURT OF STATES

WASHINGTON SQUARE

LINCOLN SQUARE

COURT OF POWER

PLAZA OF LIGHT

ELECTRIC UTILITIES

WORLD'S FAIR STATION

TIMES SQUARE

ADMINISTRATION BLDG.

CORONA GATE

I.R.T. - B.M.T. SUBWAY GATE

L.I.R.R. STATION GATE

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



CORONA GATE

TRANSPORTATION

at the

NEW YORK WORLD'S FAIR

LEGEND:

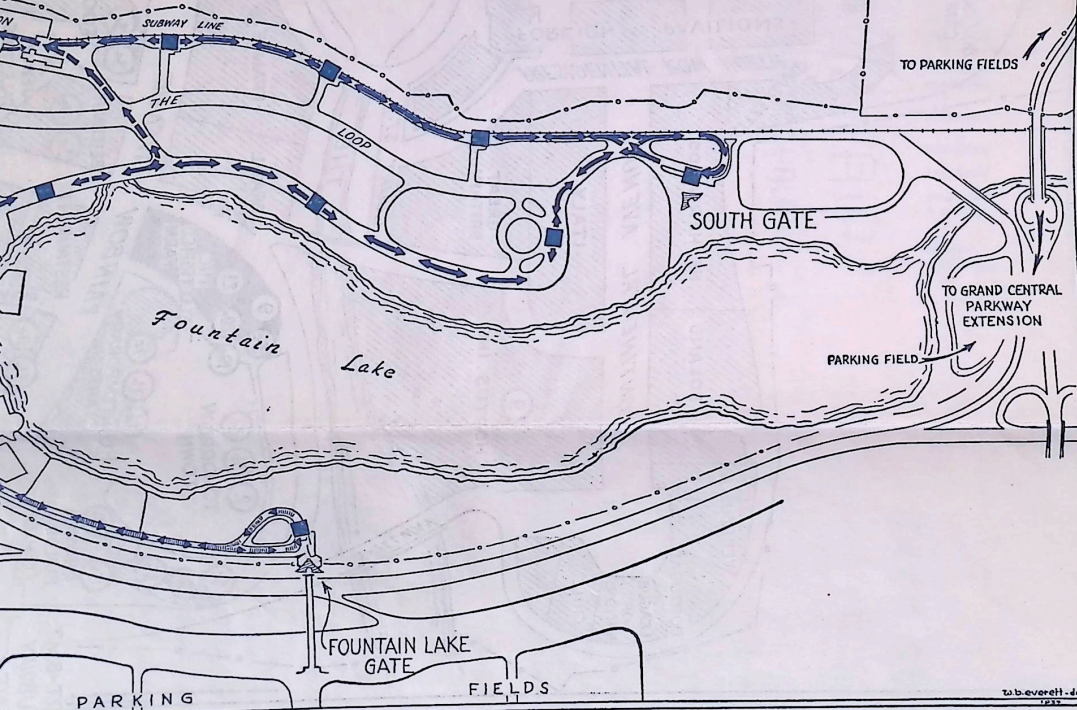
-  NORTH-SOUTH ROUTE  EAST-WEST ROUTE
 ALTERNATE ROUTES  SHUTTLE ROUTE
 BUS STATION

BUSES—Two bus routes—North-South, East-West—tap all the Fair's entrances, and stations have been spaced to bring any point on the grounds to within two blocks of one of these stations. . . . The North-South route is a two-way route. Buses operate in part of the Main Exhibit Area and the Amusement Area. . . . The East-West route circles the edge of the Main Exhibit Area. Buses operate in one direction only. For detailed information on the routes ask the Fair guides or inquire at bus stations. Fare—10c.

TRACTOR TRAINS—Tractor trains provide more leisurely transportation. They operate on pedestrian walks on regular routes. Guides will direct you to the nearest station, where attendants will explain the routes. Fare—25c adults, 15c children under 12.

MOTOGUIDE CHAIRS AND GUIDE CHAIRS—These are the "taxis" of the transportation system. They are not restricted as to routes and are operated at the behest of passengers. Trained guides point out the sights. Rates are on a time basis.

DEPENDENT SUBWAY GATE



MAIN STREET
FLUSHING

PARKING
FIELDS

TO PARKING FIELDS

SOUTH GATE

TO GRAND CENTRAL
PARKWAY
EXTENSION

PARKING FIELD

FOUNTAIN LAKE
GATE

PARKING

FIELDS

Food
20

Be Sure to Visit—

THE ELECTRIFIED FARM

— the other exhibit of the electric utility industry — located near the “Town of Tomorrow.” (Our Personal Service Bureau will direct you.)

More than one hundred practical applications of electricity are shown — all under working conditions. The farm is complete with farm house, barn, silo, milking parlor and dairy room, poultry house, brooder house, community packing house, orchard and greenhouse, cattle, horses, chickens . . . all on less than one acre.

**See for yourself what electricity
can do on the farm!**