

MEMORANDUM

NEW YORK WORLD'S FAIR 1939
INCORPORATED

TO: Miss Mabry

March 12, 1938

FROM: The Director of Promotion

SUBJECT:

We are attaching hereto a copy of the Preview plan book. It represents our objectives. As you know, there have been one or two changes in it already, such as the elimination of the Dance of Nations on Saturday night, superseded by fire works and other special entertainment and events; the addition of the Music Festival at the site on Sunday; etc. But in the main, the broad plan has been approved. We feel that it will be of value to you in this form as a ready reference in the coordinating of all of our efforts.

Since it is a PLAN and NOT as yet an accomplished FACT, this book should not be allowed to get out of your hands.

Robt. J. Flood

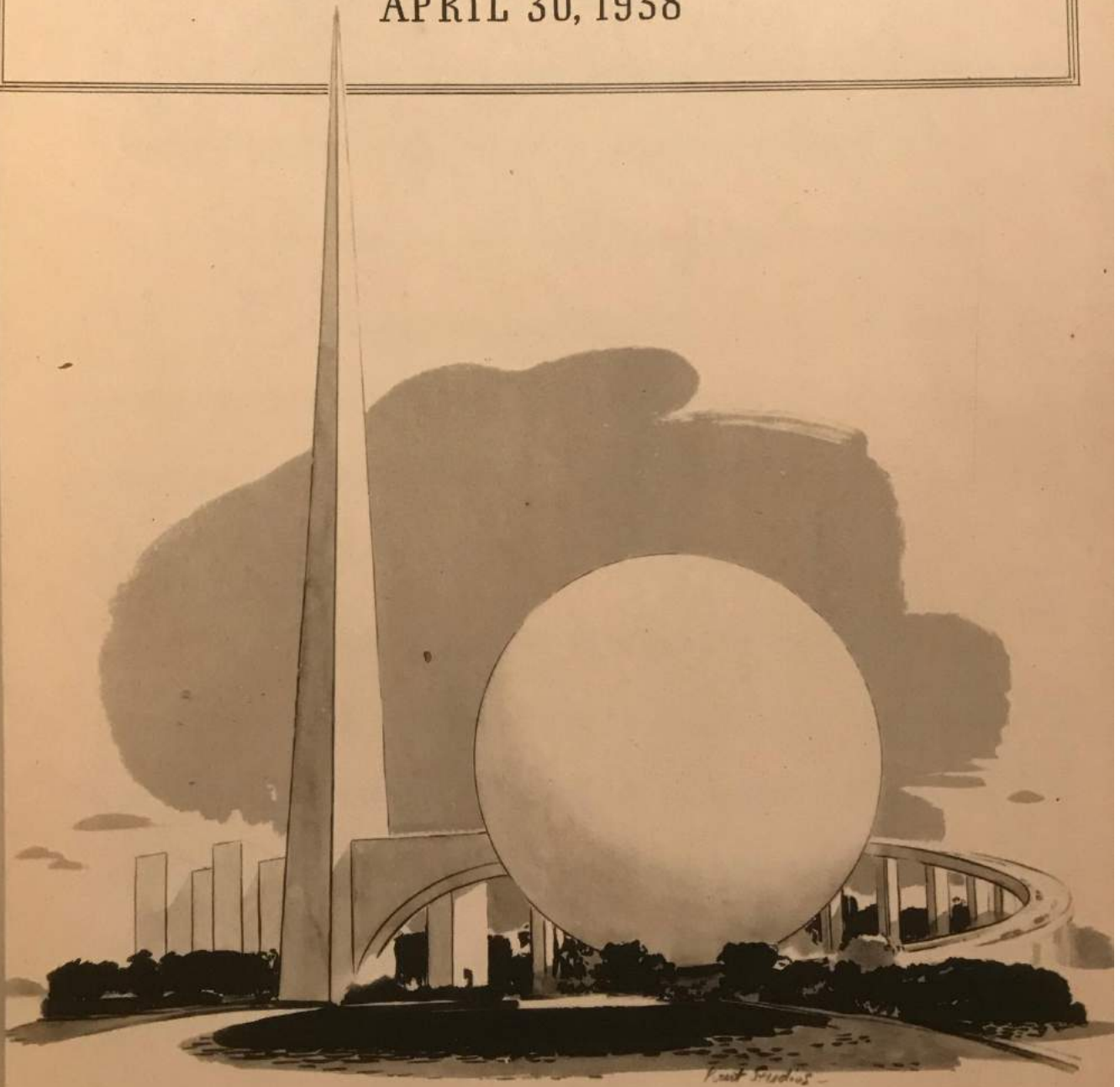
*T*HIS BOOK CONTAINS COMPLETE
APRIL 30th PREVIEW PLANS FOR
ACCOUNT EXECUTIVES, DEPARTMENT
HEADS, MEMBERS OF THE PROMOTION
COUNCIL AND OTHERS DIRECTLY
CONCERNED WITH THE PLAN.

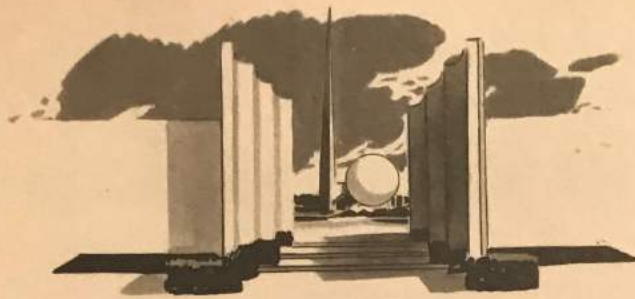
R. J. FLOOD

Director of Promotion
New York World's Fair 1939 Inc.

A Motorcade of
"THE WORLD OF TOMORROW"

APRIL 30, 1938





*N*OT UNLIKE OTHER LARGE BUSINESS ORGANIZATIONS, THE
NEW YORK WORLD'S FAIR 1939 INC., HAS AN OBJECTIVE — A PRODUCT TO SELL.

*T*HAT OBJECTIVE, THAT PRODUCT IS A 50 MILLION VISITOR GATE

*O*UR EXHIBITORS, OUR MERCHANTS, OUR HOTELS, OUR TRANSPORTATION LINES, AND ALL CITIZENS OF THE UNITED STATES ARE PARTNERS WITH US IN OUR PLANS TO ADVANCE THEIR INTERESTS ... AND THEY SHARE WITH US IN THE SUCCESS OF THE FAIR ITSELF.

*T*O INFORM THE PUBLIC, TO DRAMATIZE THE BENEFITS ACCRUING TO BUSINESS, TO INTERNATIONAL TRADE AND PEACE ... AND TO TELL THE STATES OF THE NATION AND THE PEOPLES OF FOREIGN NATIONS JUST WHAT THEY MAY EXPECT TO SEE IN THE "WORLD OF TOMORROW" ... THE NEW YORK WORLD'S FAIR 1939 INC. PRESENTS A PRE-VIEW OF ITS PLANS AND ACCOMPLISHMENTS TO DATE — A CELEBRATION OF WORLD NOTE — ONE YEAR IN ADVANCE OF OPENING ITS GATES, APRIL 30, 1938.

Our plans for the celebration include:

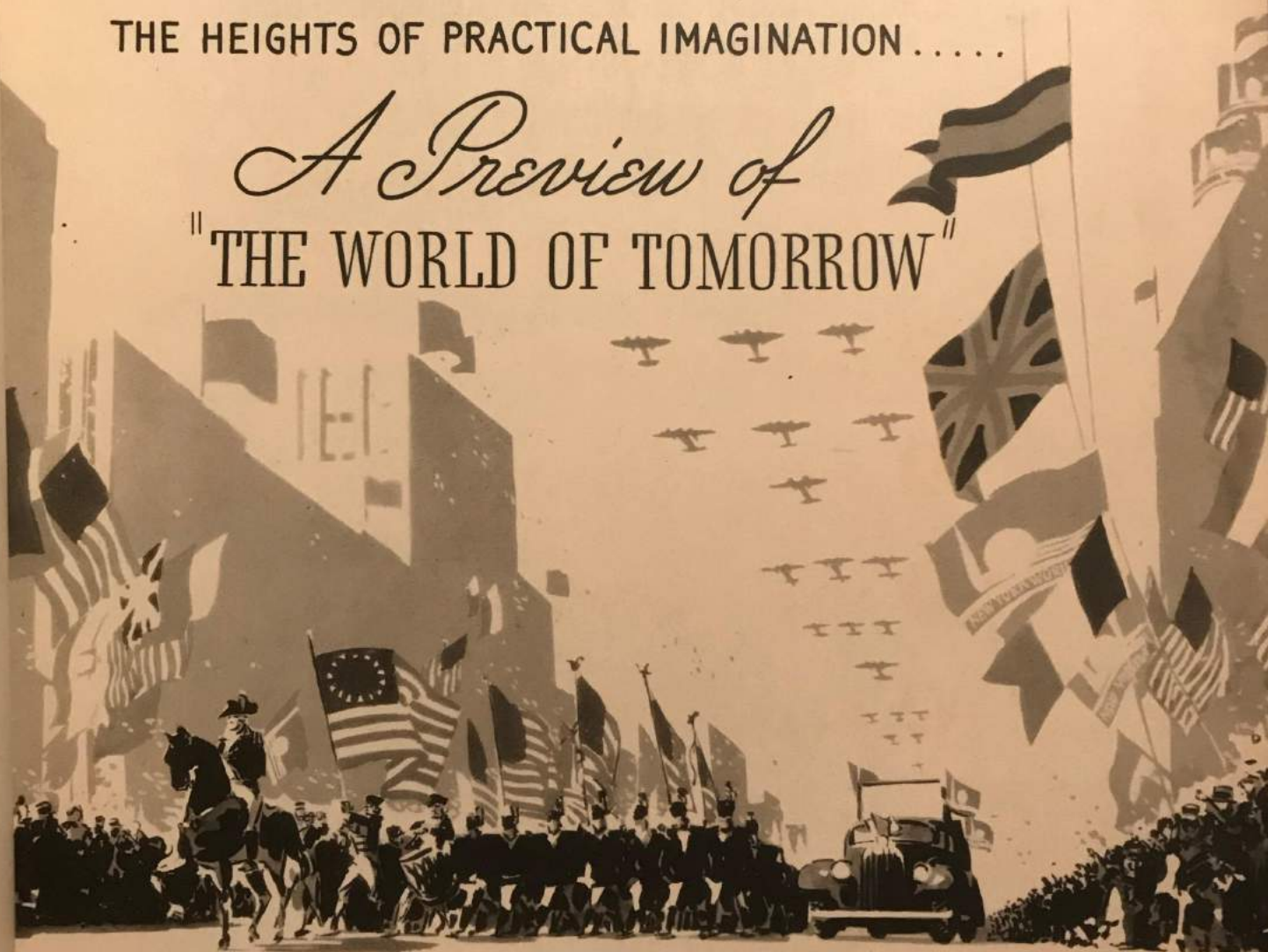
- 1** A BRILLIANT MOTORCADE OF COLORFUL FLOATS REPRESENTING THE NATIONS OF THE WORLD, NATIONAL AND RETAIL EXHIBITORS, LARGE DEPARTMENT STORES, HOTELS, BANDS, ARMY, NAVY, NATIONAL GUARD.
- 2** CELEBRATIONS AT THE SITE
- 3** OUTSTANDING SOCIAL EVENTS
- 4** NATION WIDE RADIO HOOK-UPS
- 5** NEWS AND PICTURE RELEASES

EVERY DEPARTMENT IN THE FAIR CORPORATION
AND EVERY TYPE OF BUSINESS WILL PARTICIPATE
IN PLANNING THE EVENT

FLAGS LI
CHANDISE
AND COLOR

*S*NDUSTRY, BUSINESS, EDUCATION, THE ARTS...
THE ARMS OF THE SERVICE AND THE NATIONS OF THE
WORLD....TAKE PART IN A CELEBRATION THAT STIRS
THE HEIGHTS OF PRACTICAL IMAGINATION.....

A Preview of
"THE WORLD OF TOMORROW"



FLAGS LINE THE STREETS...PLANES FLY OVERHEAD...MER-
CHANDISE SHOP WINDOWS TIE IN WITH WORLD'S FAIR THEME
AND COLOR SCHEME AND THOUSANDS OF PEOPLE LINE THE STREETS.

DISTINGUISHED MEMBERS OF WORLD'S FAIR
STANDING COMMITTEES...AND OTHER INDIVIDUALS OF
NOTE...WILL SERVE ON PRE-VIEW COMMITTEES.

MILITARY

FOREIGN NATIONS

EDUCATION

NATIONAL ADVERTISERS

DEPARTMENT STORES

RESTAURANTS

HOTELS

ENTERTAINMENT

LABOR

TRANSPORTATION

UTILITIES

SPORTS

EACH COMMITTEE WILL HAVE ITS OWN DEFINITE
PREDETERMINED PART IN THE CELEBRATION.

The Motorcade makes

★ NEWS

FOR RADIO, NEWS REELS, TRADE AND DAILY
PRESS THAT CIRCULATE ALL OVER THE COUNTRY



TRADE PRESS



NEWS REEL

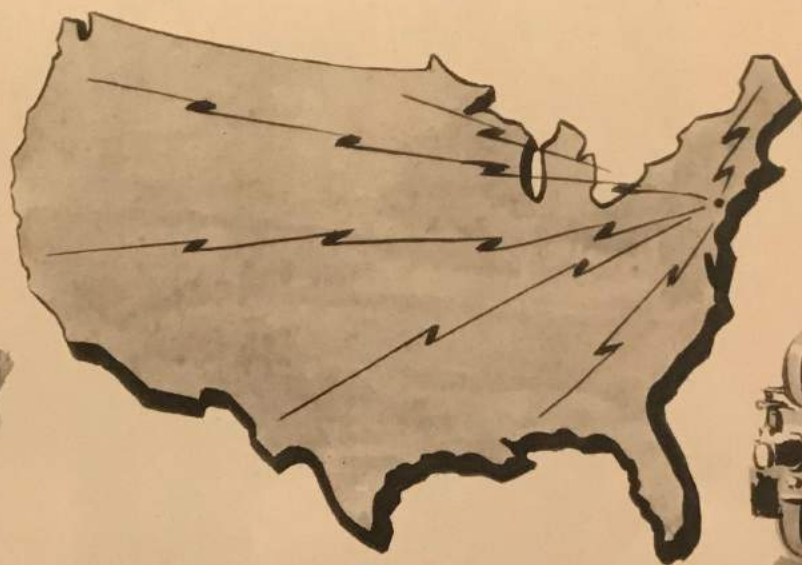


F WORLD'S
INDIVIDUALS
COMMITTEES
NATIONS
ADVERTISE
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DEFINITION
RATION

The Motorcade makes

★ NEWS

FOR RADIO, NEWS REELS, TRADE AND DAILY
PRESS THAT CIRCULATE ALL OVER THE COUNTRY



TRADE PRESS



NEWS REEL



F WORLD
INDIVIDUAL
COMMITTEES
NATIONS
ADVERTISING
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DEFINITION
ORATION

RADIO ANNOUNCERS DESCRIBE FLOATS... NEWS REELS
PHOTOGRAPH AND PICK UP BAND MUSIC... PRESIDENT
OF THE FAIR INVITES AMERICA TO PARTICIPATE



WORLD
SETS

5TH

STREETS THROUGH

NEWS
PRES
RTIC

WORLD'S FAIR THEME AND COLOR SCHEME SETS FASHION IN DRESS AND WINDOW DISPLAY

5TH AVE. SHOPS



STREETS THROG WITH PEOPLE AWAITING THE MOTORCADE

STATE ADVISORY COMMITTEE CHAIRMEN AND FOREIGN REPRESENTATIVES
WITNESS MOTORCADE AS GUESTS OF CITY FROM REVIEW STAND



THEY GO HOME LATER AND TELL HOW WELL NEW YORK IS PREPARING

FROM CELEBRATED
BIRTHDAY OF GEORGE
OF THE U.S. HA

PRESENTS
NEW STAMP

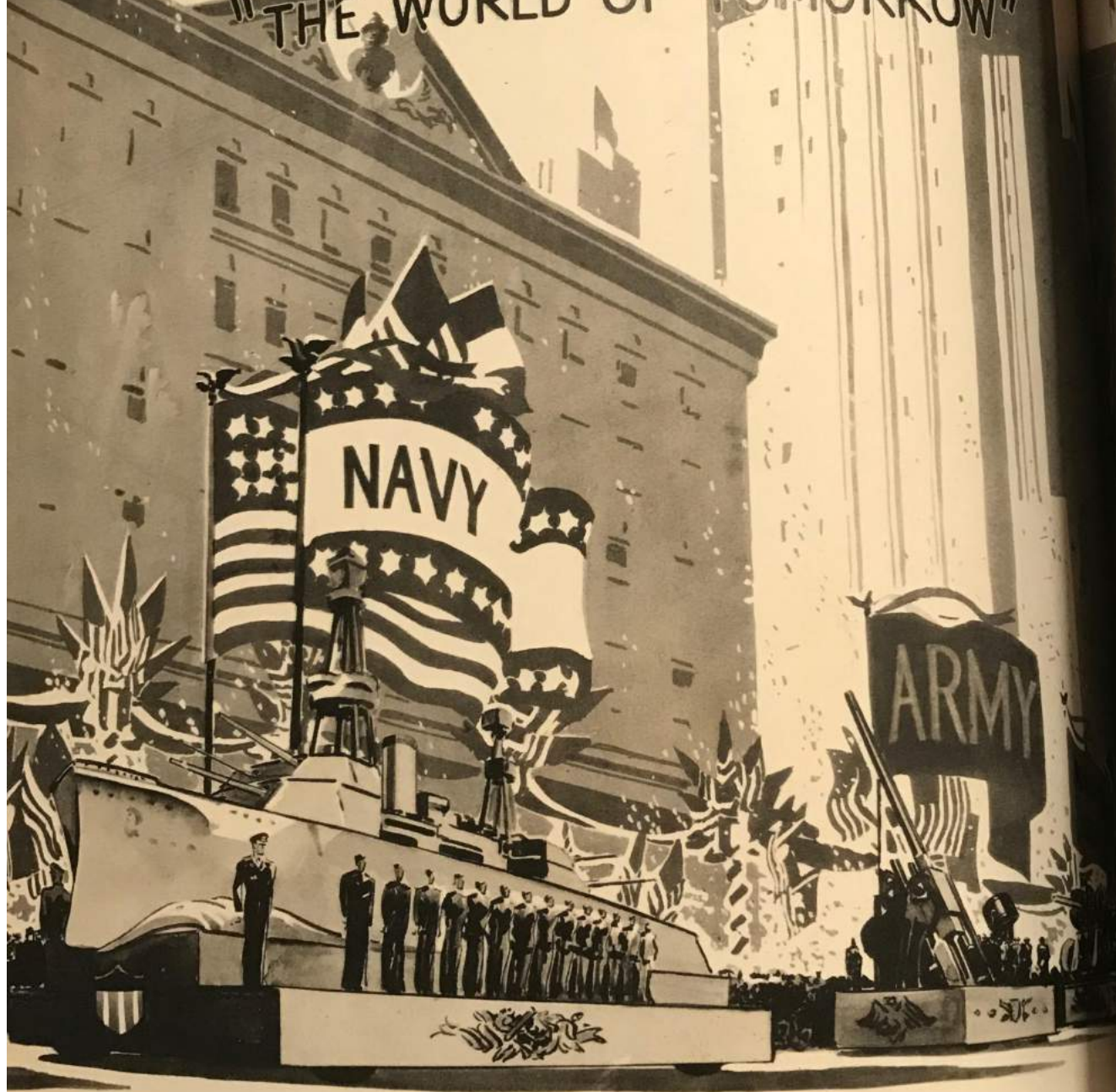
The Official Car

LEADS THE MOTORCADE



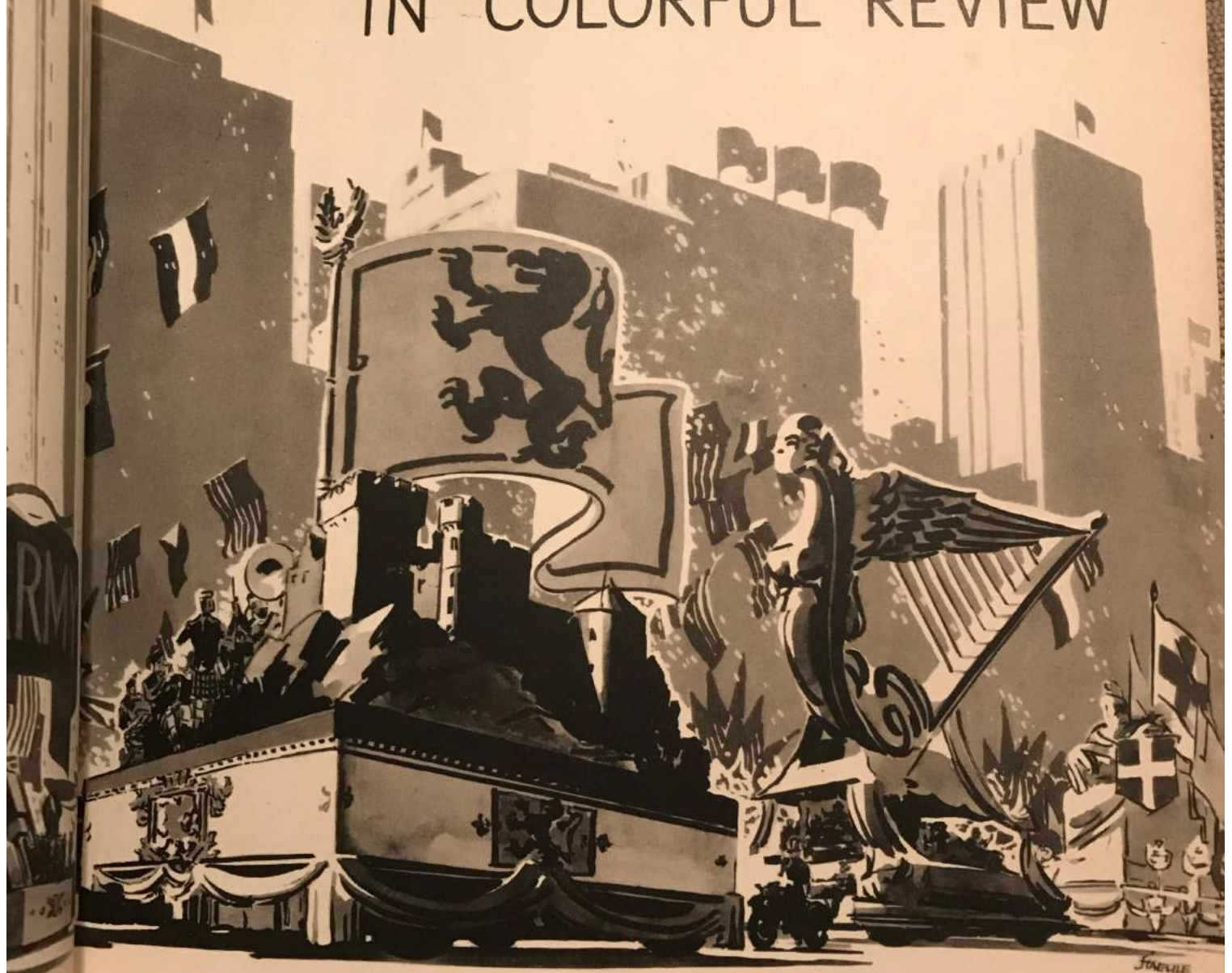
FROM CELEBRATED WASHINGTON SQUARE, ON THE 149TH ANNIVERSARY OF GEORGE WASHINGTON'S INAUGURATION AS PRESIDENT OF THE U. S., HERE IN NEW YORK CITY, THE PARADE SETS OUT

*P*RECISION...SPEED AND MOTORIZED
UNITS WILL CHARACTERIZE
"THE WORLD OF TOMORROW"



SERVICE UNITS ON WHEELS
TAKE PART IN THE MOTORCADE

FOREIGN NATIONS PASS
IN COLORFUL REVIEW



IN THEIR NATIVE COSTUMES
BANDS PLAY FAMILIAR NATIVE AIRS

FLOATS OF EXHIBITOR'S BUILDINGS



... FORECASTS ARCHITECTURAL APPEARANCE OF "WORLD OF TOMORROW"

THE NATIONAL FLOAT

FEATURE TRADE M

DING

THE NATIONAL ADVERTISERS' FLOATS COME INTO VIEW



AL
ORRE

FEATURING THEIR PRODUCTS,
TRADE MARKS AND RADIO STARS

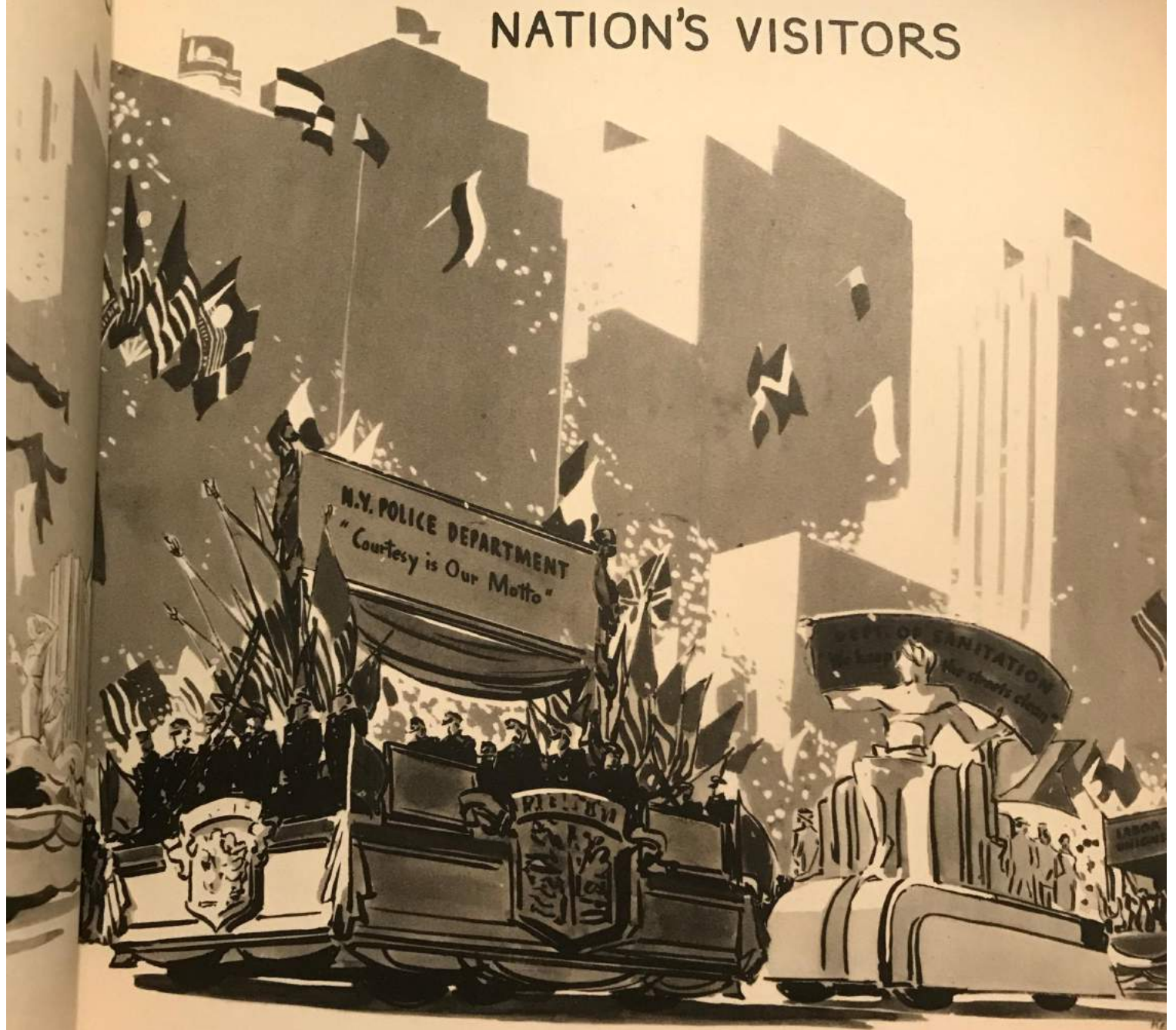
*LOCAL MERCHANTS BUILD
THEIR OWN FLOATS*



FEATURE THEIR STORIES IN
WORLD'S GREATEST SHOPPING CENTER

LABOR BU
N.Y. POLIC
Courtesy
PEOPLE

LABOR BUILDS THE FAIR FOR THE
NATION'S VISITORS



PEOPLE OF NEW YORK CITY
ENTERTAIN THEM

THE ENTERTAINMENT GROUP



PRESENTS NEW YORK'S FINEST THEATRES, RESTAURANTS
AND ENTERTAINMENT HOUSES IN PRE-VIEW

NEW YORK'S FINEST
ENTERTAINMENT MOTORCAD

THEY F
COMMODATION

GROU

NEW YORK'S FINEST HOTELS PRESENT
COLORFUL MOTORCADE OF MODERN FACILITIES



RESTAUR
-VIEW

THEY FEATURE THEIR
ACCOMMODATIONS, FOOD, SHOPS, ETC.

THE FAIR'S GOODWILL MESSENGERS
TO STATE GOVERNORS



WITH PLASTIC MODELS OF HALL
OF STATES BUILDING AT FAIR

OFFICIAL
TO THE SITE
THE STATE, NAT
OF COMMERCE

ONE
EXP

OFFICIAL CAR AND FLOATS PROCEED
TO THE SITE WHERE OFFICIALS OF
THE STATE, NATION, CITY AND LEADERS
OF COMMERCE ADDRESS THE NATION



ONE MILLION PEOPLE
EXPECTED AT THE SITE

FOLLOWING THE CEREMONIES AT THE SITE, FLEET OF GOOD WILL CARS RUSH "COURT OF STATES" MODELS TO GOVERNORS OF PARTICIPATING STATES.



ACCOMPANIED BY GOOD WILL MESSAGE FROM PRESIDENT OF THE FAIR TO PEOPLE OF STATES

GOVERNORS
CHAIRMAN O
AND READ GO
LOCAL INTERES

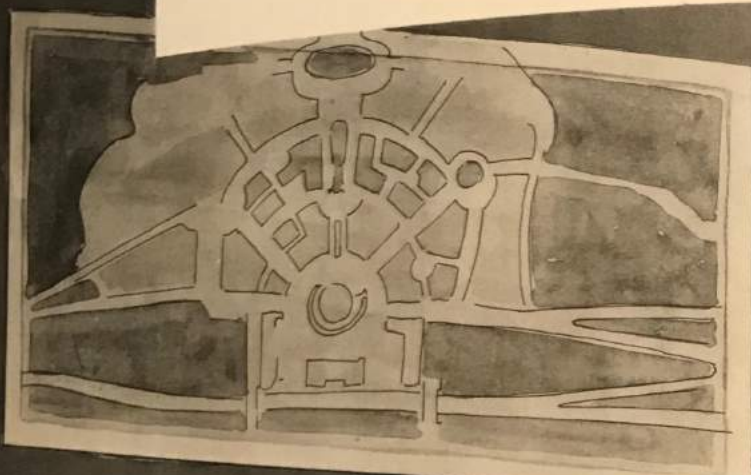
MONIES
WILL CARP
DELS TO
NG STAT

GOVERNORS OF STATES ACCEPT MODEL FROM
CHAIRMAN OF STATE ADVISORY COMMITTEE
AND READ GOOD WILL MESSAGE . . . THIS GIVES
LOCAL INTEREST TO EVERY NEWSPAPER IN STATE



SSAGE F
OF ST

*A*UTOMOBILE GOES
ON TOUR OF DEALER
OUTLETS IN STATE



... GIVEN AS PRIZE TO DEALER IN THE STATE
SELLING MOST CARS OF MODEL IN NEXT 90 DAYS

... AUTO MANUFACT
... LEADING NEWSP
... COMFORTABLE

New
... selling at legal rates of sp
... World's Fair Mo
... Atlanta from New York


... GAS CONSUMPTION LE
... President of Wor

ES
ER
E

AUTO MANUFACTURER RUNS 3/4 PAGE AD IN LEADING NEWSPAPERS OF STATE STRESSING COMFORTABLE RIDE AND LOW COST OF GAS CONSUMPTION

New Car

...travelling at legal rates of speed with
"Court of States" World's Fair Model makes
trip to Atlanta from New York in XX hours



*See identical
car at your Dealer's
TODAY!*

GAS CONSUMPTION LOW • COMFORTABLE RIDE

*Governor Cox receives message of Good Will
from President of World's Fair!*

W



F OHIO

STATE

90 D

BRAND NEW AUTOMOBILE OFFERED FREE TO A CHILD OF SCHOOL AGE WHO WRITES BEST LETTER ON "WHY I WOULD LIKE TO RIDE TO NEW YORK WORLD'S FAIR 1939 IN A NEW AUTOMOBILE"

CONTEST ENTRY BLANK

WHY I WOULD LIKE TO RIDE TO THE NEW YORK WORLD'S FAIR IN A NEW AUTOMOBILE

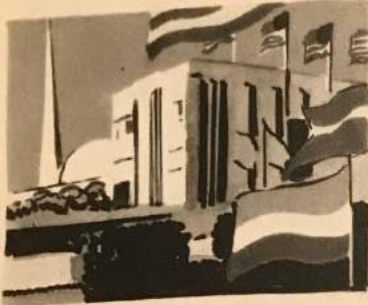


2 The...

5 See "Ch...

8 The state...

IMPACT OF PROGRAM ON JOHN DOE, HIS WIFE SARAH, DAUGHTER MARY AND SON CHARLIE



1 John Doe's World's Fair consciousness has been steadily increased by regular news releases in recent months.



2 The announcement of the World's Fair Preview Motorcade, one year in advance of opening, has startling effects.



3 John Doe and his family will tune in on the Saturday, April 30, nation-wide, all-day-and-evening broadcast.



4 Newspapers will headline the arrival of the goodwill car at the state capitol and the presentation to the governor.



5 Son "Charlie" in 48 state capitals will see the ceremony at the state capitol and tell other members of the family.



6 At the local movie theatre the family will see news reels of the Motorcade and be urged to start planning their trip.



7 Wife "Sarah" sees advertisement giving the hours necessary for trip to Fair, cost of gasoline and motor oil.



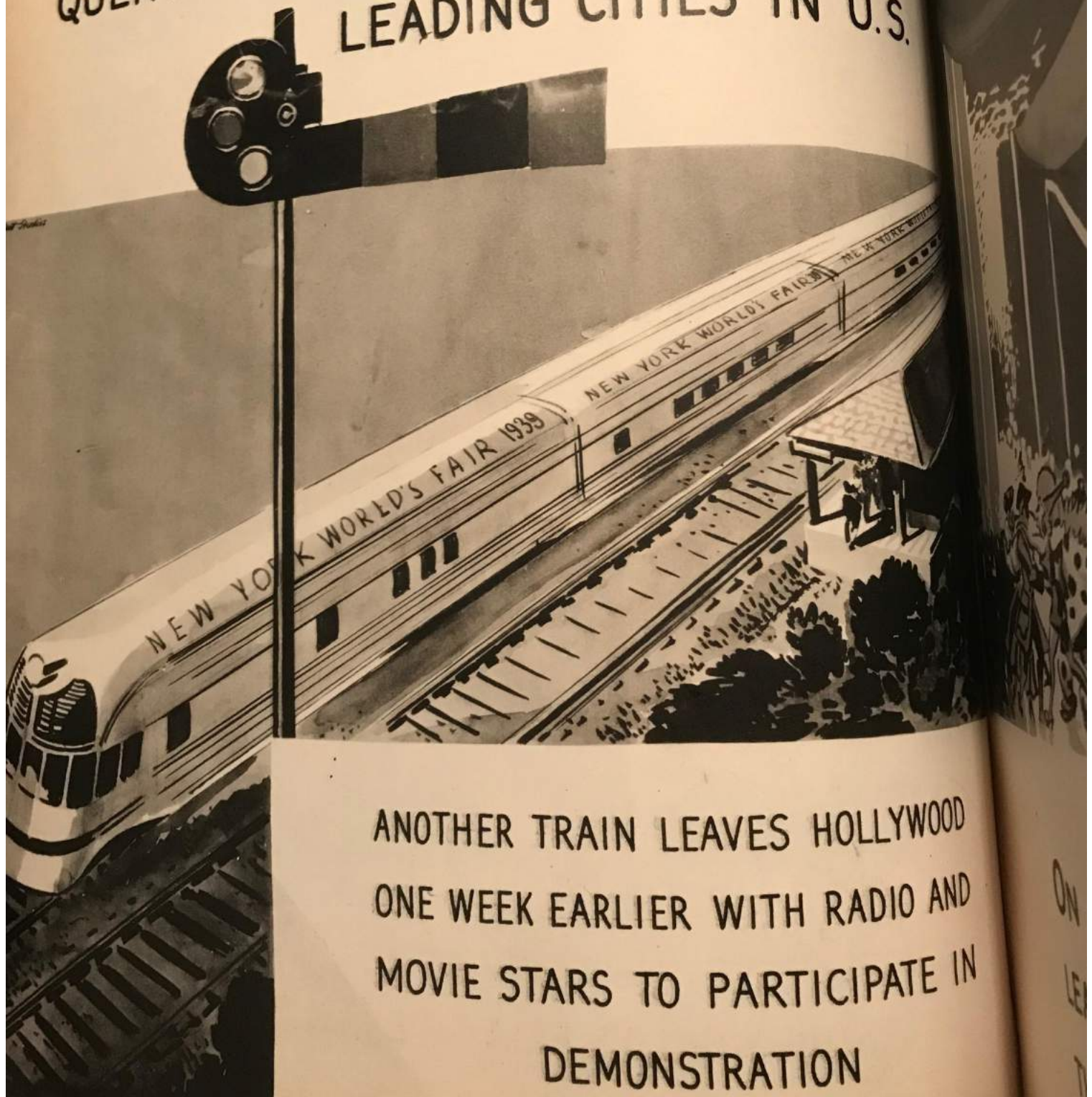
8 The automobile touring all towns of over 5,000 population will be seen in streets and car dealers' show rooms.



9 Subsequent newspaper and radio releases on State Advisory Chairman's return keeps alive local interest.

MILLIONS OF FAMILIES MAKE THEIR PLANS IN ADVANCE

STREAMLINED TRAIN LEAVES WASHINGTON FOR FAIR SITE AND SUBSEQUENTLY CALLS ON MAYORS OF 91 LEADING CITIES IN U.S.



ANOTHER TRAIN LEAVES HOLLYWOOD ONE WEEK EARLIER WITH RADIO AND MOVIE STARS TO PARTICIPATE IN DEMONSTRATION

SEASON'S SOCIAL EVENT—JUNIOR LEAGUE BALL



ON FRIDAY NIGHT, APRIL 29, THE JUNIOR
LEAGUE WILL STAGE A CHARITY BALL AT
THE WORLD'S FAIR SITE [ON SATURDAY NIGHT, SAME FLOOR
AVAILABLE FOR "DANCE OF NATIONS"]

*A*IR LINES FLY HOLLYWOOD MOTION
PICTURE AND RADIO STARS TO NEW
YORK FOR SPECTACLE



THEY TAKE PART IN PARADE, ENTERTAIN AT
JUNIOR LEAGUE DANCE AND AT CELEBRATION
AT SITE FOLLOWING MAIN BROADCAST EVENT

"DANCE OF NA
TION ON THE NIGHT OF AP
AND BALLROOMS IN THE

THUS THE NEW YO
PRE-VIEW OF ITS PI
ADVANCE OF OPEN
PARTICIPATE AP

MOTION
S TO NEW
LE

"DANCE OF NATIONS" CLIMAXES CELEBRATION ON THE NIGHT OF APRIL 30, 1938 . . . IN HOTELS AND BALLROOMS IN THE CITY . . . AND AT THE SITE



TAIN AT
BRATION
EVENT

THUS THE NEW YORK WORLD'S FAIR 1939 PRESENTS A PRE-VIEW OF ITS PLANS FOR CELEBRATION ONE YEAR IN ADVANCE OF OPENING ITS GATES. AN INVITATION TO PARTICIPATE APPEARS ON THE FOLLOWING PAGE.



THE NEW YORK WORLD'S FAIR, 1939, *Inc.*

Invites _____

TO PARTICIPATE IN THIS GREAT DEMONSTRATION OF
"THE WORLD OF TOMORROW"
AND ITS PROMISE OF OPPORTUNITY, PROSPERITY AND PEACE

_____ *President*

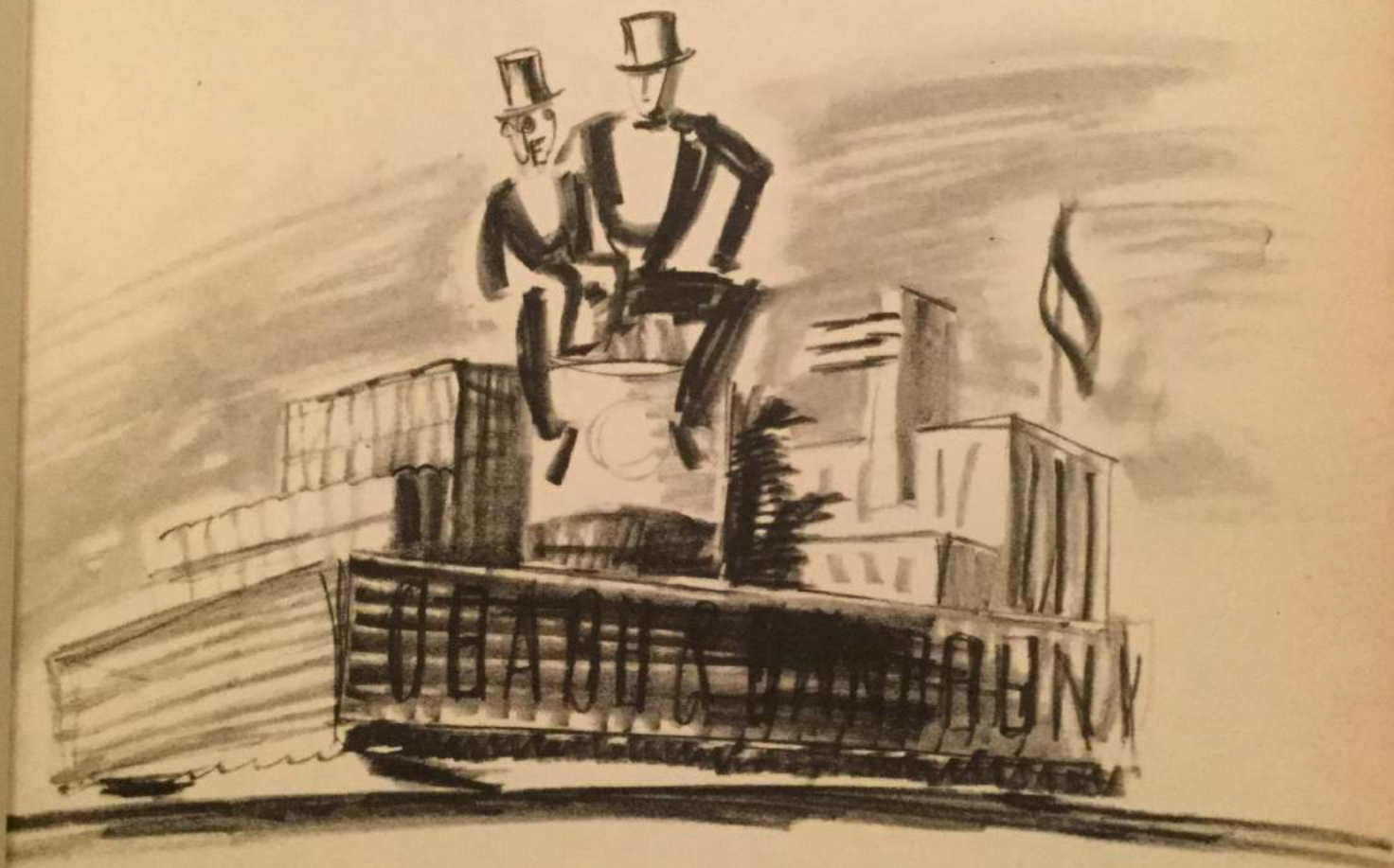
UNLIKE OTHER MEDIUMS, EXHIBIT SPACE
AT THE N.Y. WORLD'S FAIR 1939 APPEALS
TO ALL FIVE SENSES OF MILLIONS OF PEOPLE



A UNIQUE ADVERTISING MEDIUM AT A
NEW LOW COST-PER-THOUSAND
CIRCULATION

A PROFITABLE INVESTMENT OF
ADVERTISING MONEY

MILLIONS OF PEOPLE WILL
SEE AND HEAR WORLD'S FAIR
PREVIEW *April 30, 1938*



NATIONAL ADVERTISERS WILL DRAMATIZE THEIR
WORLD'S FAIR BUILDINGS, THEIR EXHIBITS,
THEIR INDUSTRIES, THEIR PRODUCTS,
THEIR RADIO STARS

RADIO ANNOUNCERS WILL DESCRIBE OVER
NATION-WIDE HOOK-UP EACH FLOAT AS IT
PASSES, NEWS-REEL, TRADE AND DAILY PRESS
PHOTOGRAPHERS WILL CARRY EXHIBITORS'
MESSAGE TO ALL PARTS OF THE WORLD



THE FLOAT EXHIBIT WILL CONTINUE
TO HAVE MANY OTHER USES
DURING 1938

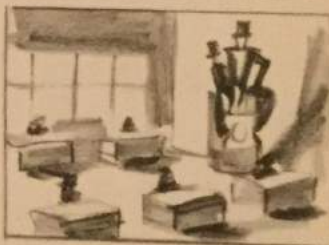
A AT SALES MEETINGS



B IN HOTEL LOBBIES



C IN DIVISION OFFICE
HEADQUARTERS



D AND POSSIBLY AS A PART
OF THE MAIN EXHIBIT
IN THE WORLD'S FAIR



THE WORLD'S FAIR WILL BE TIED IN ON OTHER ADVERTISING & PROMOTIONAL PLANS

COUNTER DISPLAYS
FOR GROCERY, DRUG
AND DELICATESSEN
STORES



CAR CARDS AND
WINDOW DISPLAYS



2 SHEET POSTERS



MENUS FOR
RESTAURANTS



WORLD'S FAIR THEME IN OTHER COLLATERAL ADVERTISING

STOCK HOLDERS DIVIDEND CHECK ENCLOSURES CONFIRM CONFIDENCE IN
CERTNESS OF MANAGEMENT

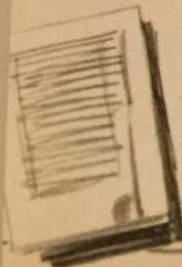


USE ORGAN
ICLES ON COMPANY'S
RTICIPATION IN
RLD'S FAIR BUILD
PLOYEE MORALE

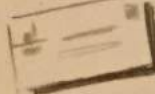


PACKAGE CUT OUT

ICE LISTS



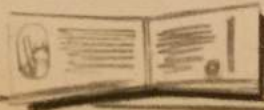
ENVELOPES



TRUCK POSTERS

SPECIAL WORLD'S FAIR
STAMP USED AS A "HOOK"
ON RADIO AND IN MAGAZINE
ADS FOR WRAPPERS

CONSUMERS FOLDERS



TIE-INS" LATER IN MAGAZINES ON
RADIO AND OUTDOOR POSTERS, IN DAILY AND
WEEKLY NEWSPAPERS, FARM AND TRADE PAPERS



CAR CARDS, 2-SHEET AND 24-SHEET POSTERS, EXHIBITORS' TRUCKS, NEW YORK BUSES AND TAXIS REACH MILLIONS



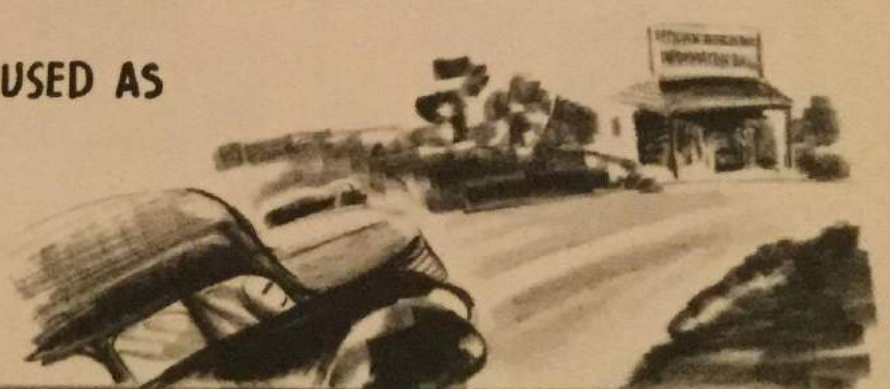
SIGNS AND INFORMATION BOOTHS DOT THE HIGHWAYS LEADING TO NEW YORK WORLD'S FAIR 1939

ONE LARGE ORGANIZATION HAS
AGREED TO PUT UP THEIR SIGNS
AND PAY US 10% CONCESSION



OIL COMPANIES WOULD PASS
OUT LITERATURE... WORLD'S
FAIR MAPS FROM MAP RACK

OIL COMPANY STATIONS USED AS
OFFICIAL WORLD'S FAIR
INFORMATION BUREAUS



COOPERATION WITH THE PORT AUTHORITY

WORLD'S FAIR REPRESENTATIVES
PASS OUT INFORMATION

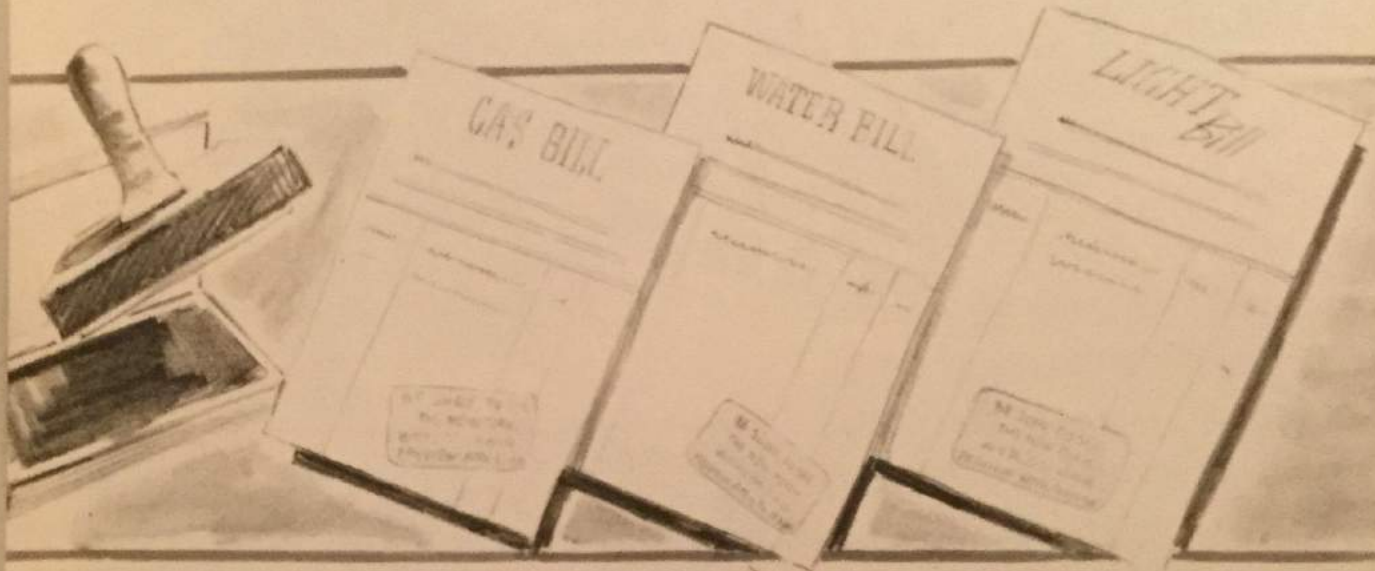


CARS TOUR
COUNTRY

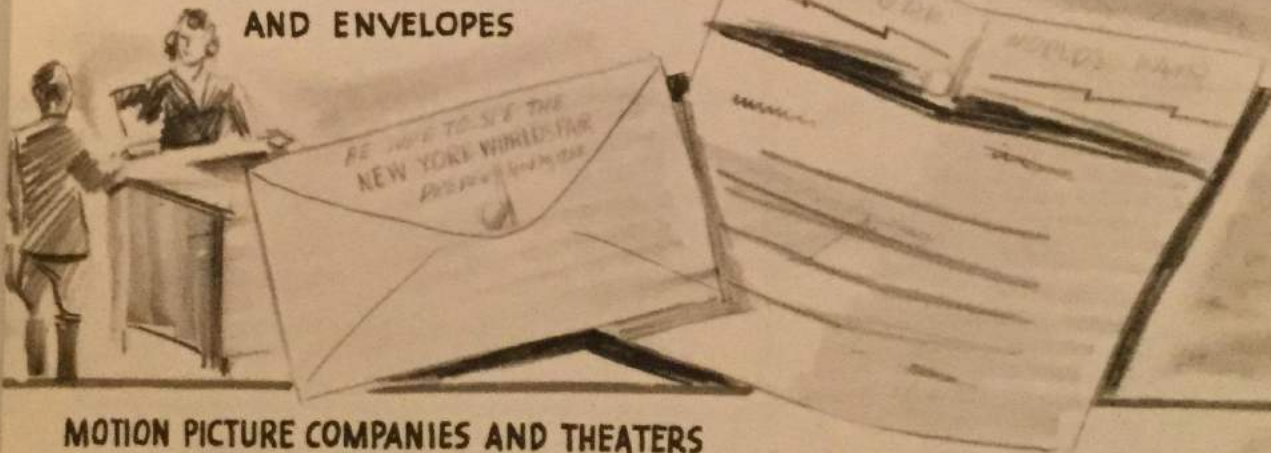
SIGNS POINT WAY
THROUGH TUNNELS
TO FAIR



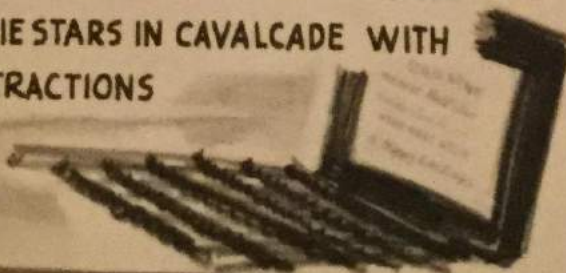
PUBLIC SERVICE AND COMMUNICATION COMPANIES, MOVIE HOUSES AND NATIONAL ADVERTISERS COOPERATE



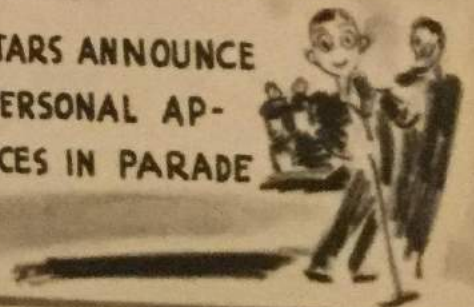
WESTERN UNION AND POSTAL MESSAGES AND ENVELOPES



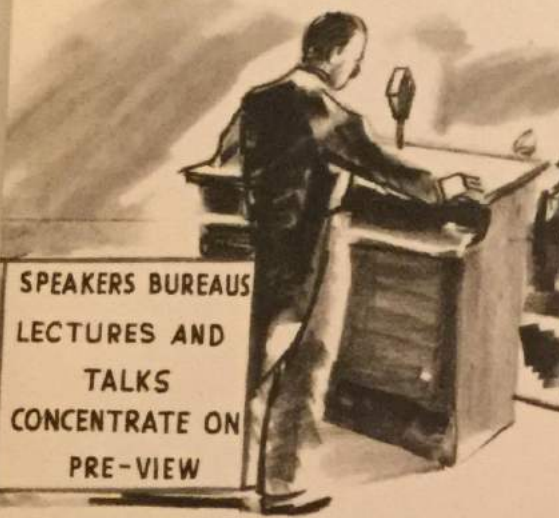
MOTION PICTURE COMPANIES AND THEATERS TIE IN MOVIE STARS IN CAVALCADE WITH FUTURE ATTRACTIONS



RADIO STARS ANNOUNCE THEIR PERSONAL APPEARANCES IN PARADE



BUSINESS GROUPS PRESSED INTO ACTION



SPEAKERS BUREAUS
LECTURES AND
TALKS
CONCENTRATE ON
PRE-VIEW

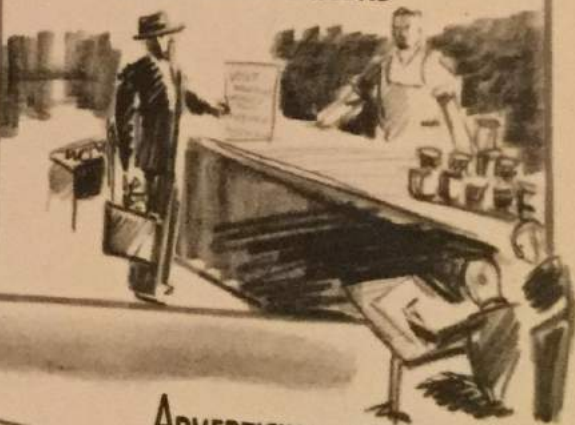
SPEAKERS

ROUTED TO NEARBY TOWNS FOR TALKS
BEFORE ROTARY, KIWANIS, WOMEN'S
CLUBS ETC., LUNCHEONS.



DANCES PLANNED BY STATE CLUBS IN METRO-
POLITAN AREA ADVERTISE CAVALCADE DATE.

NATIONAL ADVERTISERS' SALESMEN
DISTRIBUTE WINDOW SIGNS AND POINT
OF SALES PROMOTION DISPLAYS TO
METROPOLITAN RETAILERS



EXHIBITORS' PUBLICITY DEPARTMENTS
SEND OUT NEWSPAPER STORIES ON OWN
COMPANY'S PART IN CAVALCADE-THEIR FLOATS-RADIO STARS ETC.

ADVERTISING AGENCIES WORK INTO
CLIENTS' ADS W.F. TRYLON & PERISPHERE
WITH CATCH-LINES FOR NEW YORKER
AND METROPOLITAN NEWSPAPER ADS

Retail Stores

*Buyers come to New York not
only to buy what is **NEW**
in merchandise but also to learn
what is **NEW** in how to display it*



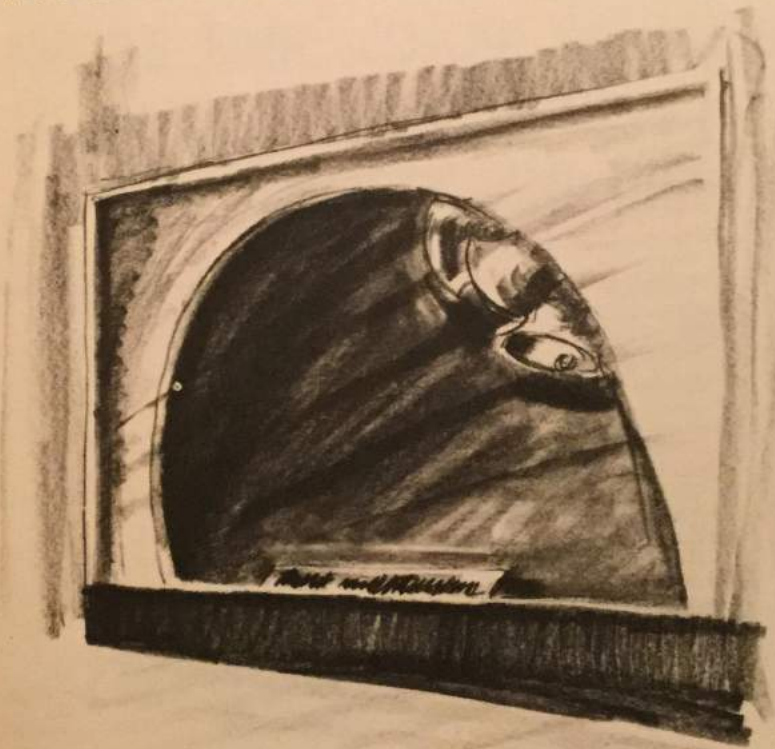
BOTH RETAILERS AND NATIONAL
ADVERTISERS *to-day* ARE ALERT TO
THE POWER OF *effective display*



THEY ARE APPLYING YARDSTICKS TO PEDESTRIAN STREET TRAFFIC
.... THEY ARE ASKING THEMSELVES THESE QUESTIONS:

1. WILL WINDOW DISPLAY STOP A REASONABLE PERCENTAGE
OF PASSING STREET TRAFFIC?
2. WHAT PERCENTAGE WILL AN OUTSTANDING DISPLAY TURN
IN TO THE STORE?
3. WILL IT SELL OTHER LINES TO THOSE IT DOES TURN IN?

TO RETAILERS AND BUYERS
"THE WORLD OF TOMORROW" OFFERS
A CHALLENGE IN DESIGN AND IN
DISPLAY FOR NEW MERCHANDISE



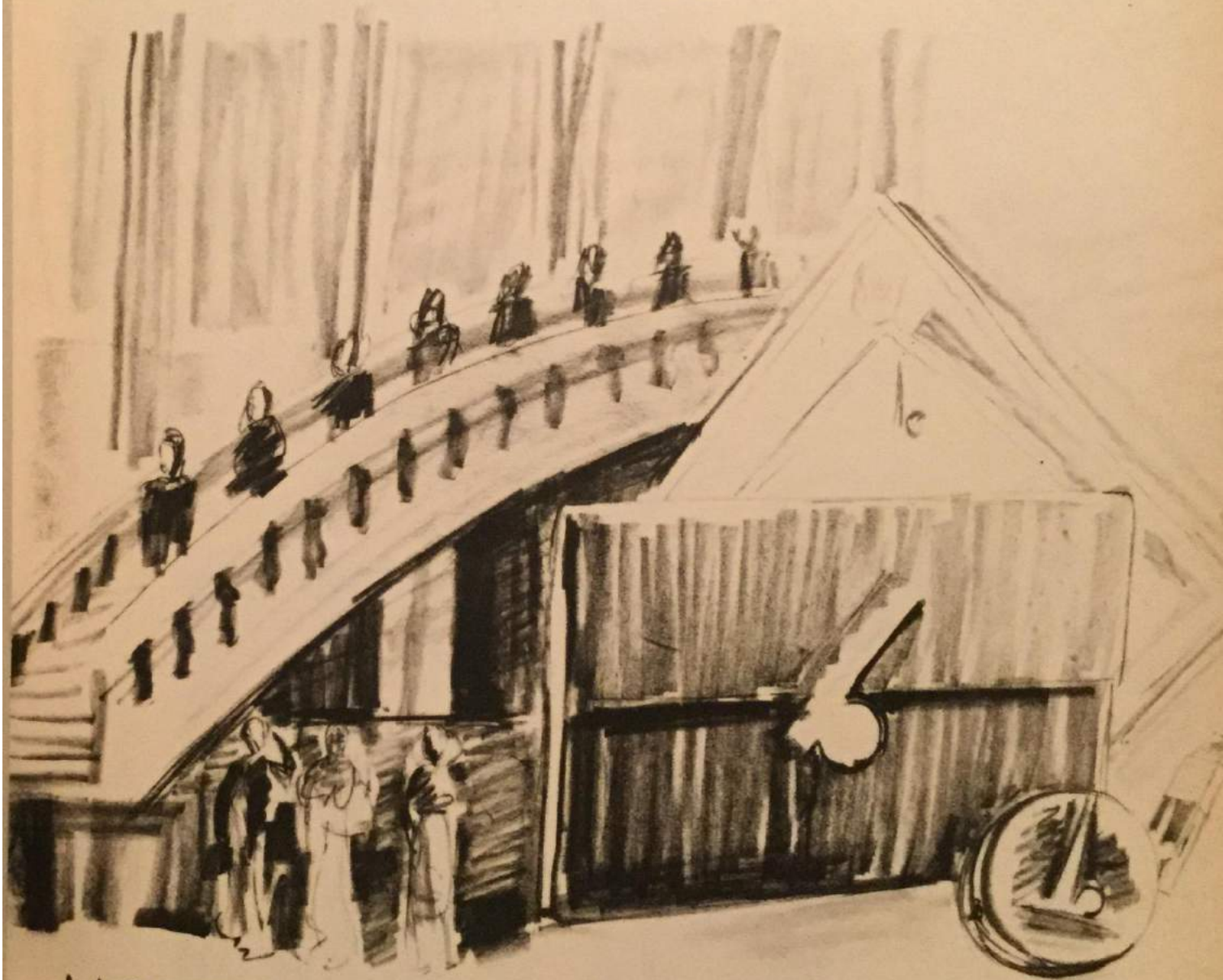
COLOR... SOUND... MOTION... AND STYLE... FOR WINDOW DISPLAY

IMMEDIATELY FOLLOWING THE EASTER PARADE
(Sunday April 17) *and for two weeks up to and includ-*
ing World's Fair Preview Day [April 30]... NEW
YORK RETAIL STORES WILL FORECAST STYLES
AND DISPLAYS OF "THE WORLD OF TOMORROW"
IN WORLD'S FAIR COLOR SCHEMES AND
THEME WITH AN ENTIRELY NEW NOTE IN
MERCHANDISING AND DISPLAY



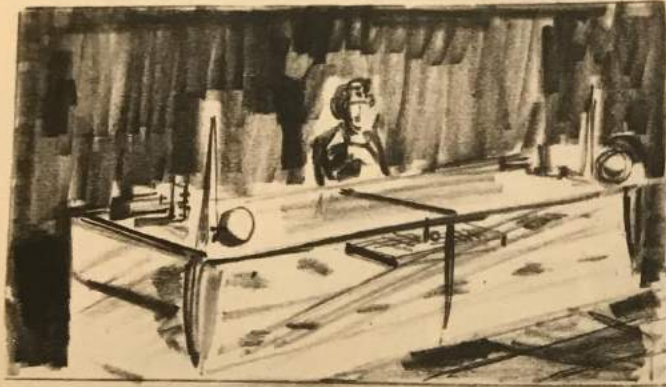
ONLY A *FEW* EXCLUSIVE COLORS, PATTERNS AND DESIGNS
WILL BE RELEASED... AND INTEREST-AND-CURIOSITY-BUILDING-
"PRE-FAIR DAY" PUBLICITY WILL SET THE STAGE FOR WIDE
CONSUMER INTEREST IN STORE AND WINDOW DISPLAY

WORLD'S FAIR THEME AND COLOR SCHEME ARE KEYNOTES IN FASHION AND STYLE



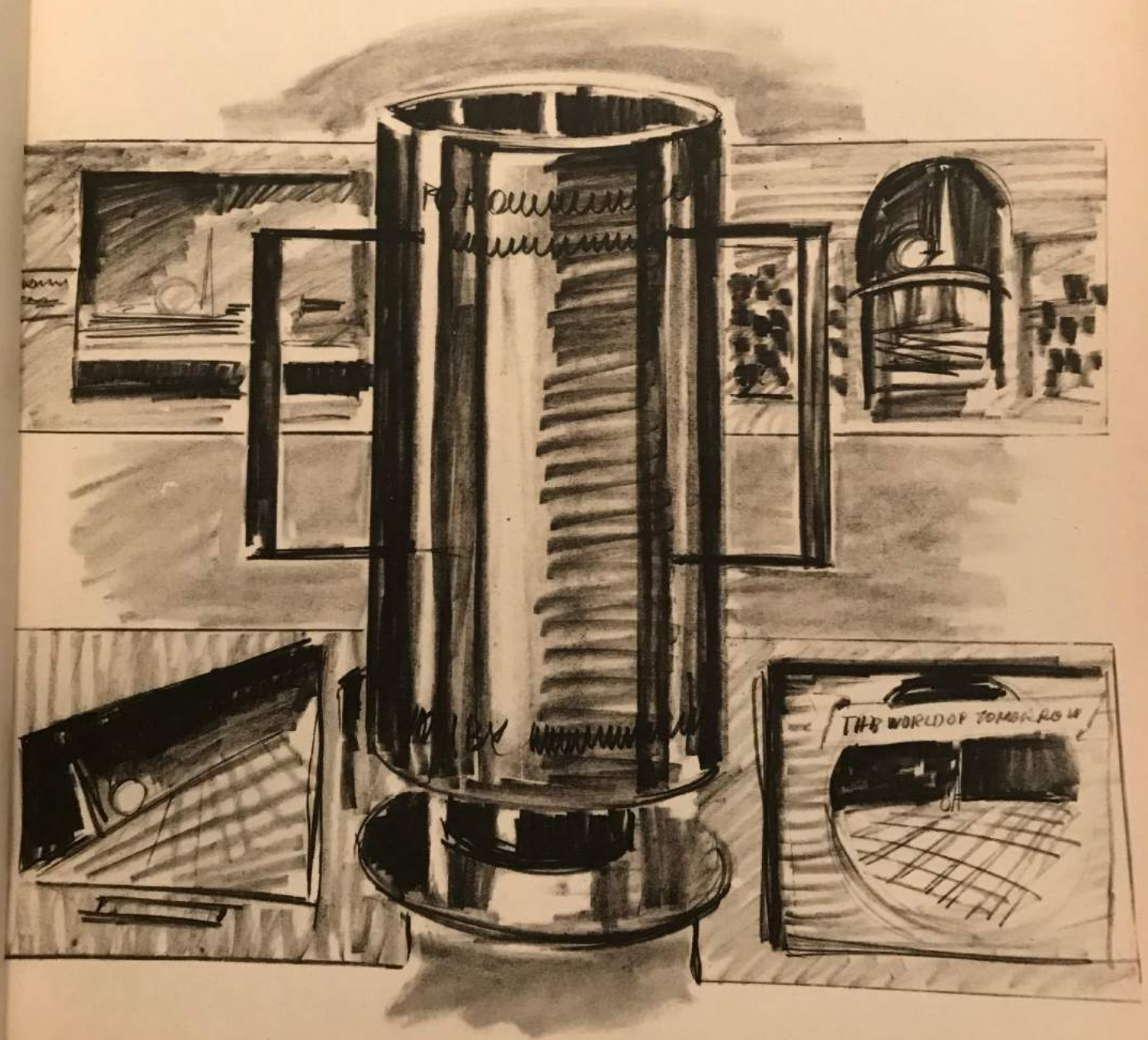
MODELS DISPLAY GOWNS, HATS
AND ACCESSORIES

STORE INTERIORS HARMONIZE WITH THEME AND COLOR SCHEME OF FAIR

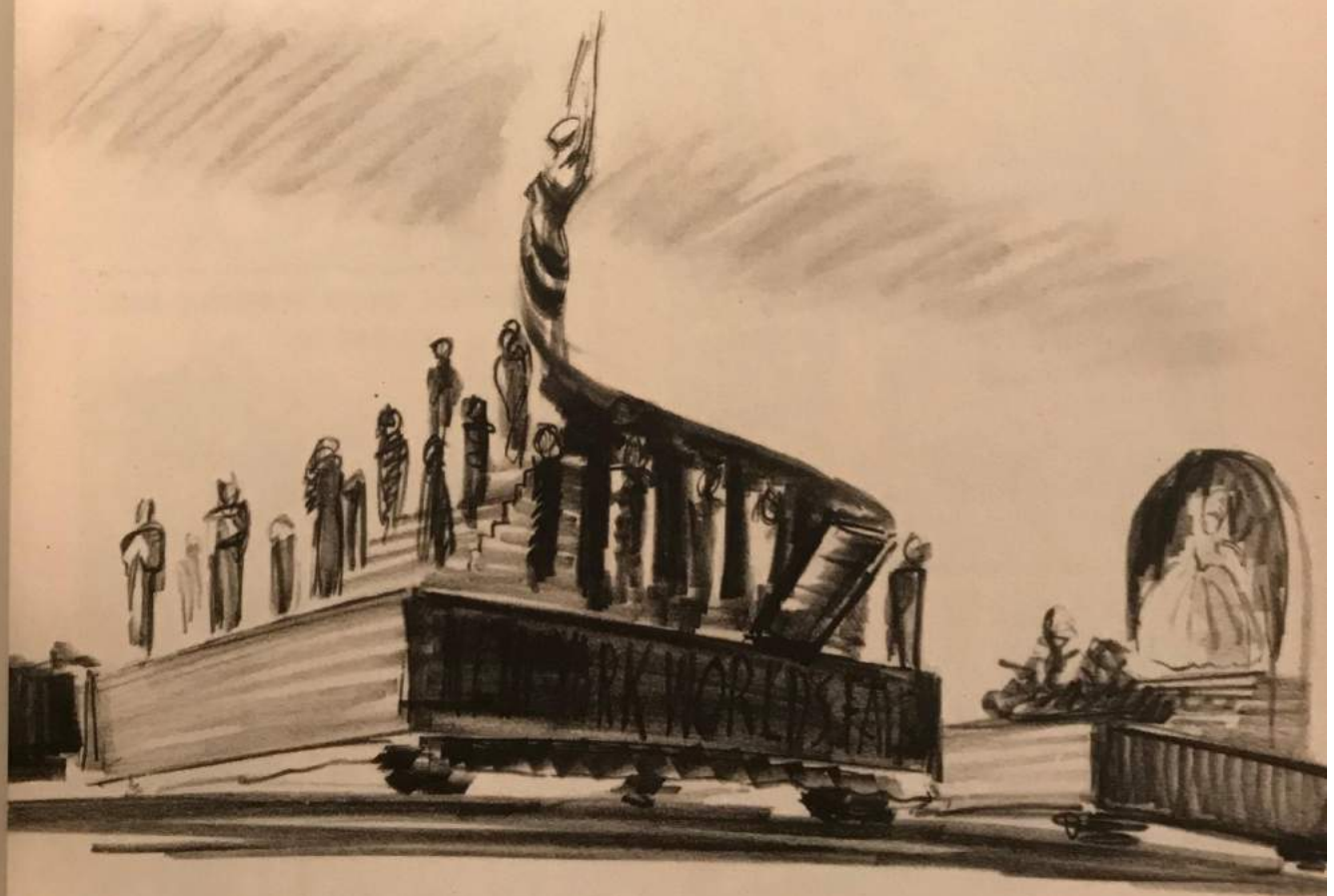


Last 2 Weeks of April climaxed by parade

LEADING ASSOCIATIONS PRESENT CUP FOR BEST WORLD'S FAIR WINDOW DISPLAY



DEPARTMENT STORE FLOATS SHOW UNIQUE TRENDS IN APPAREL MERCHANDISE DESIGN

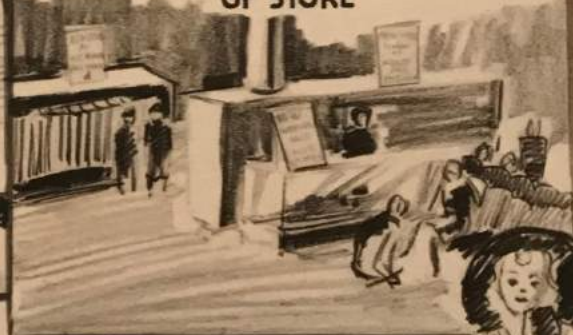


FASHION SHOW MODELS, GOWNS, ACCESSORIES AND
DISPLAY MATERIALS USED ON STORE'S FLOAT.

DEPARTMENT STORES ADVERTISE NEW YORK WORLD'S FAIR MERCHANDISE IN NEWSPAPERS, STORE WINDOW, ON INVOICES, ETC.



**SPECIAL SIGNS IN EACH DEPARTMENT
OF STORE**



**SIGNS IN WINDOW REMIND PEDESTRIANS
OF PREVIEW**

DELIVERY TRUCKS

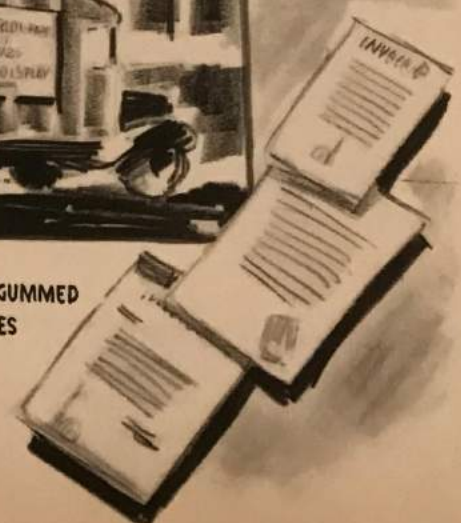


RADIO



MONTHLY STATEMENTS

**RUBBER STAMPS AND GUMMED
LABELS FOR INVOICES
AND LETTERS**



200,000 METROPOLITAN DRUG, FOOD,
CIGAR, FURNITURE AND GENERAL STORES,
SPECIALTY SHOPS, ETC., WILL HAVE AN
OPPORTUNITY TO TIE IN WITH
WORLD'S FAIR PROMOTION

WINDOW DISPLAYS



COUNTER DISPLAYS

FLOOR DISPLAYS



Rail Transportation

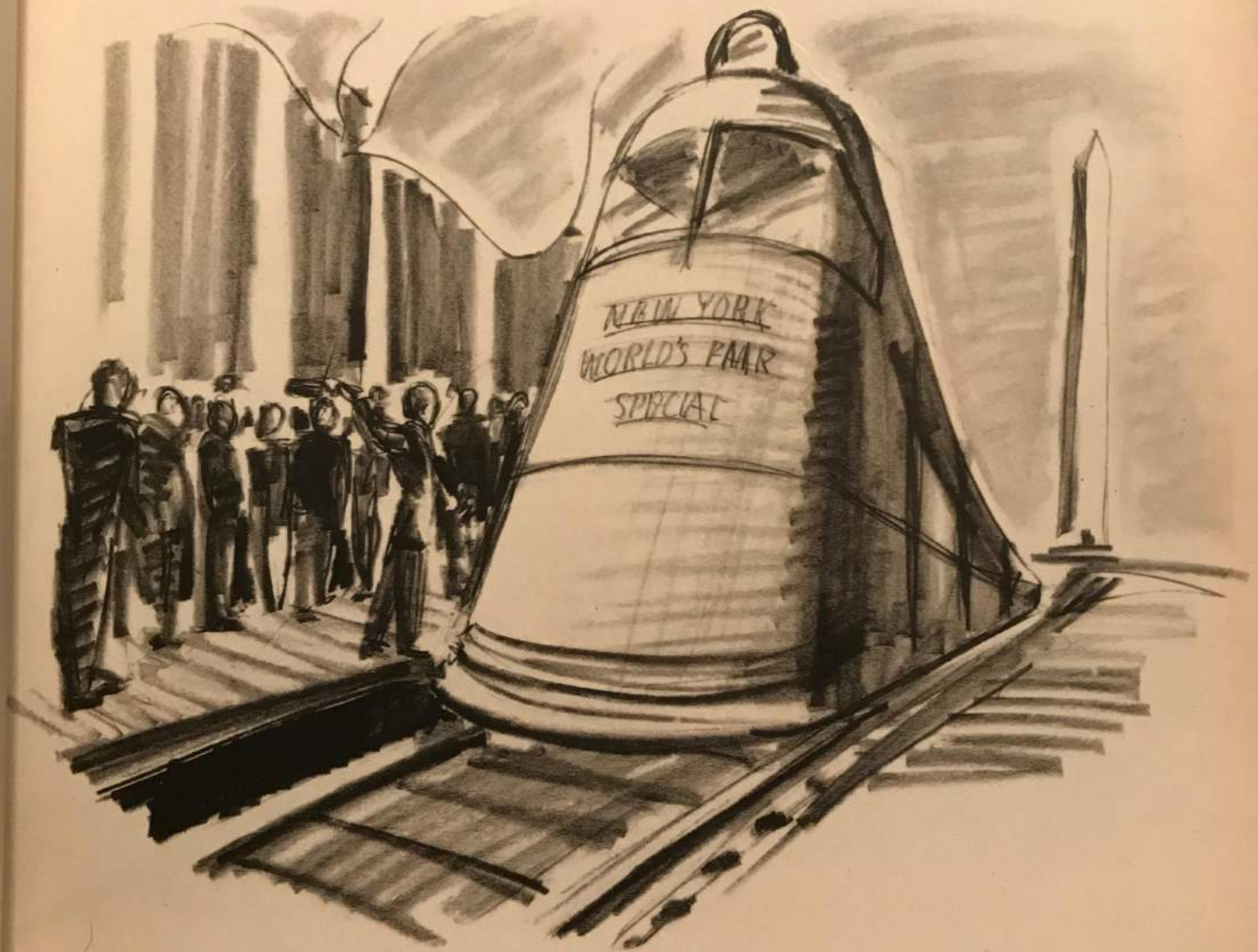
THE WORLD'S FAIR *will draw millions
of people to New York* **BY RAIL**

PASSENGER TRAFFIC ORIGINATING
ON CARRIERS' LINES WILL AUTOMATICALLY SWELL
PASSENGER RECEIPTS IN 1939

BUT.... TRAFFIC ORIGINATING BEYOND
DESTINATION CARRIERS' LINES IS COMPETITIVE

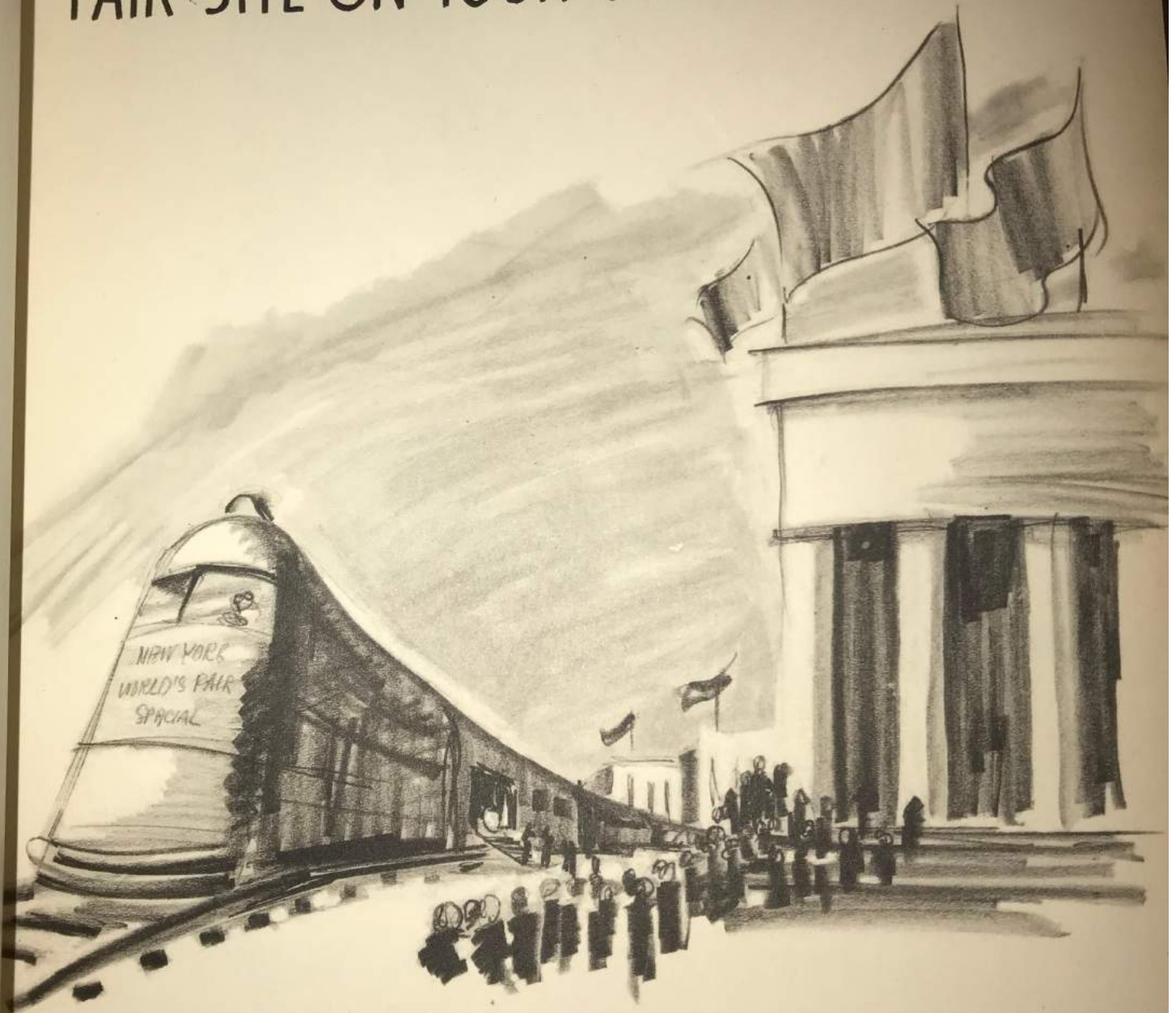
A WORLD'S FAIR STREAMLINED TRAIN WILL
CREATE INCREASED TRAFFIC ON DESTINATION
LINES...AND SECURE PREFERENTIAL DESTINATION
ROUTINGS OF TRAFFIC ORIGINATING ON "FEEDER" LINES

ON MORNING OF APRIL 30, 1938
GOVERNMENT OFFICIAL IN
WASHINGTON CHRISTENS TRAIN



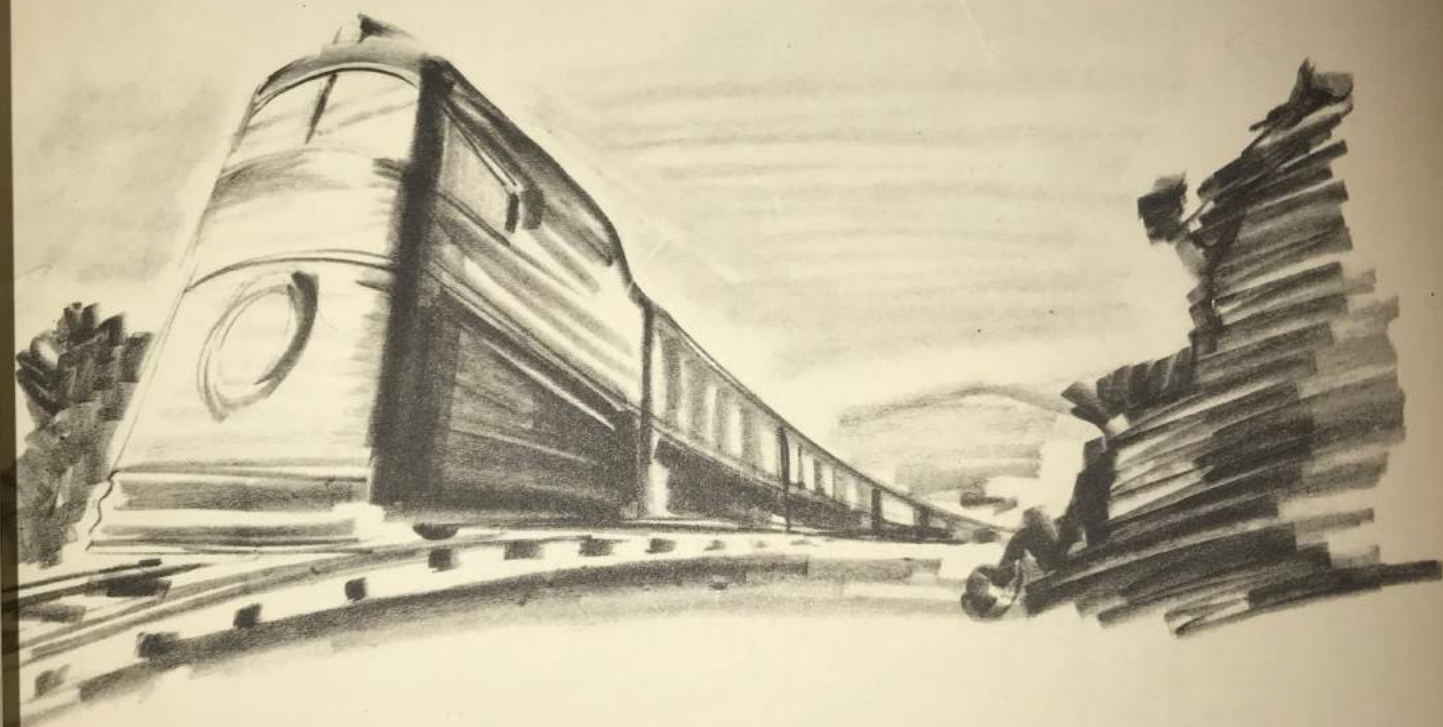
TRAIN MAKES RECORD RUN TO WORLD'S FAIR STATION
AT SITE

FOLLOWING CEREMONIES, TRAIN LEAVES
FAIR SITE ON TOUR OF MAJOR CITIES



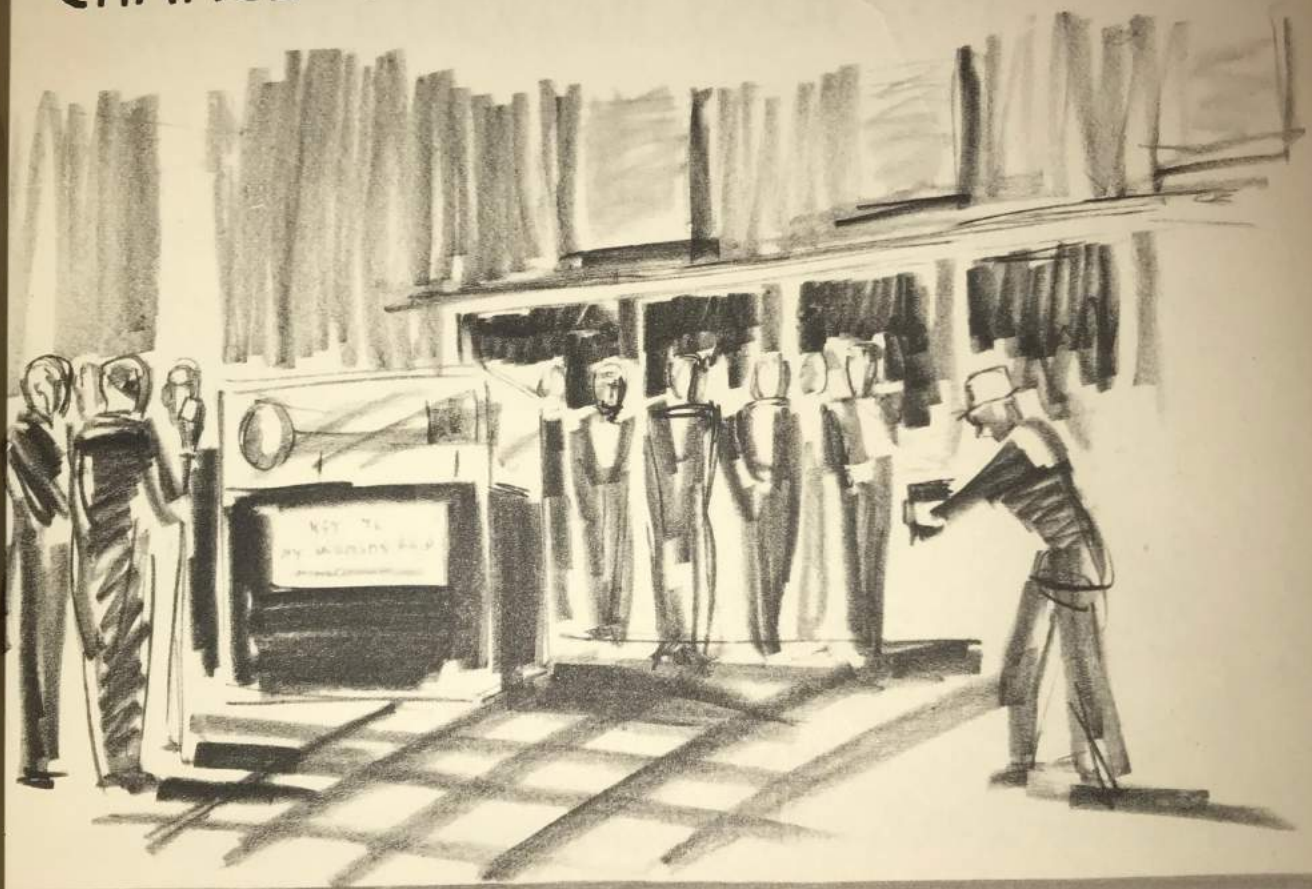
WITH MODELS OF TRYLON AND PERISPHERE
AND KEYS TO FAIR FOR MAYORS OF 91 CITIES

91 METROPOLITAN AREAS, CONTAIN
OVER HALF THE POPULATION OF THE
U.S.A.



RAIL LINE AND WORLD'S FAIR REPRESENTATIVES
ON SPECIAL WORLD'S FAIR STREAMLINE TRAIN
WILL PRESENT OFFICIAL INVITATIONS TO MAYORS
OF CITIES... ADDRESS JOINT-LINE TICKET AGENTS,
TRAVEL BUREAUS... ROTARY CLUBS, ETC.

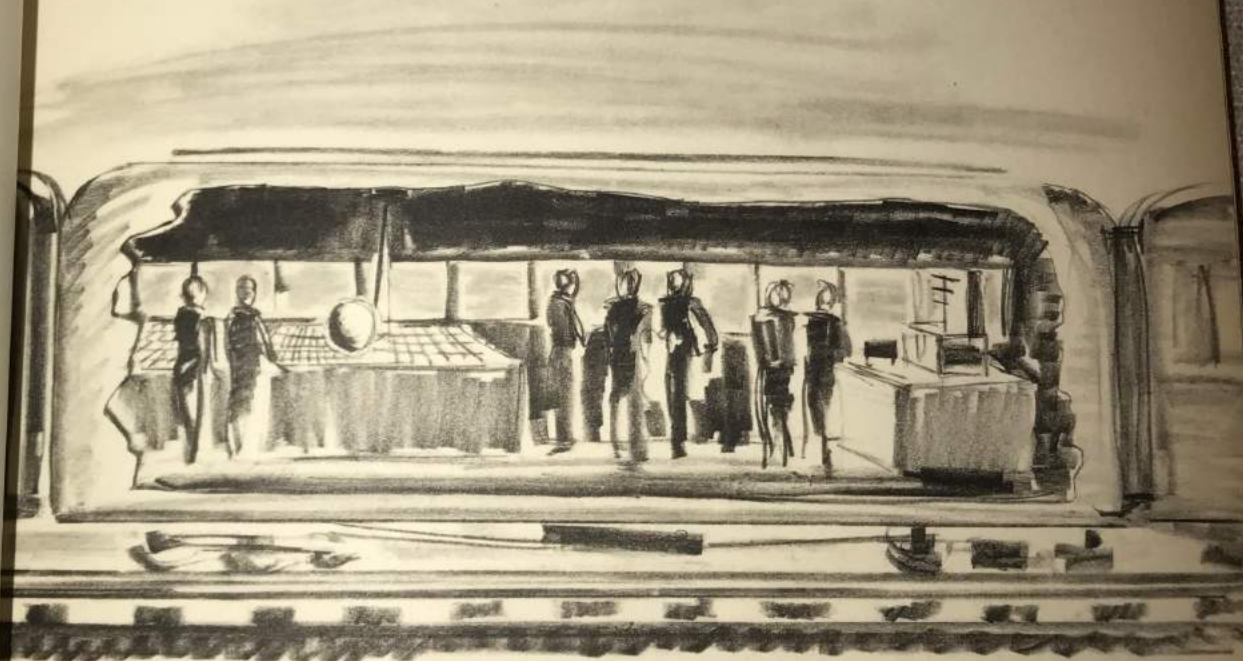
AT STATE BOUNDARIES, STATE ADVISORY COMMITTEES TAKE CHARGE OF LOCAL ARRANGEMENTS



TRAIN ARRIVES MAYOR MEETS TRAIN
AND ACKNOWLEDGES INVITATION ON BE-
HALF OF CITY TO VISIT WORLD'S FAIR

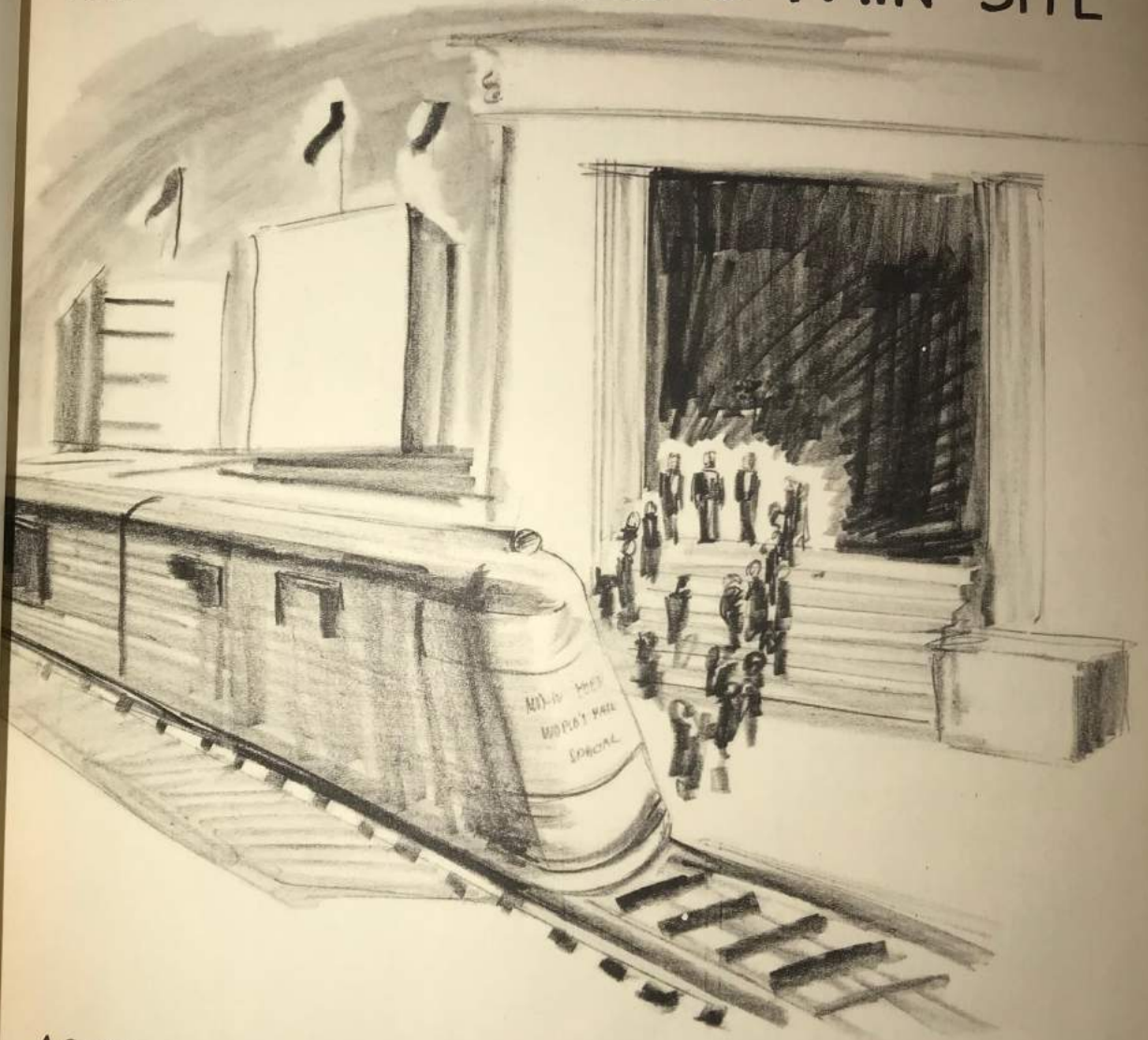
WORLD'S FAIR TRAIN

EXHIBITORS WILL DISTRIBUTE TICKETS TO
ALL THEIR CUSTOMERS TO INSPECT TRAIN
AND THEIR EXHIBIT AT RAILROAD
STATION IN EACH CITY



PRINTED LITERATURE DESCRIBES FAIR... SHOWS
MAP OF N.Y. CITY AND WORLD'S FAIR SITE ...RAIL-
ROAD AGENTS EXPLAIN BEST RAIL ROUTINGS.. TRAIN
SCHEDULES... APPROXIMATE TRANSPORTATION COSTS...
ETC. FROM EACH CITY ON TOUR

CEREMONY ON RETURN OF TRAIN TO WORLD'S FAIR SITE



ACCEPTANCES FROM 91 MAYORS PLACED ON
EXHIBITION IN RAILROAD STATIONS

TRANSPORTATION LINES ADVERTISE SPECIAL PRE-VIEW WEEKEND EXCURSIONS AND RATES

AT RAILWAY ALL ALONG THE ROUTE ON HANDBILLS AND STATION POSTERS



IN NEWSPAPER ADVERTISING IN ALBANY, BOSTON, MONTREAL, PITTSBURG, WASHINGTON, BALTIMORE AND PHILADELPHIA NEWSPAPERS



POSTERS IN PULLMANS AND COACHES



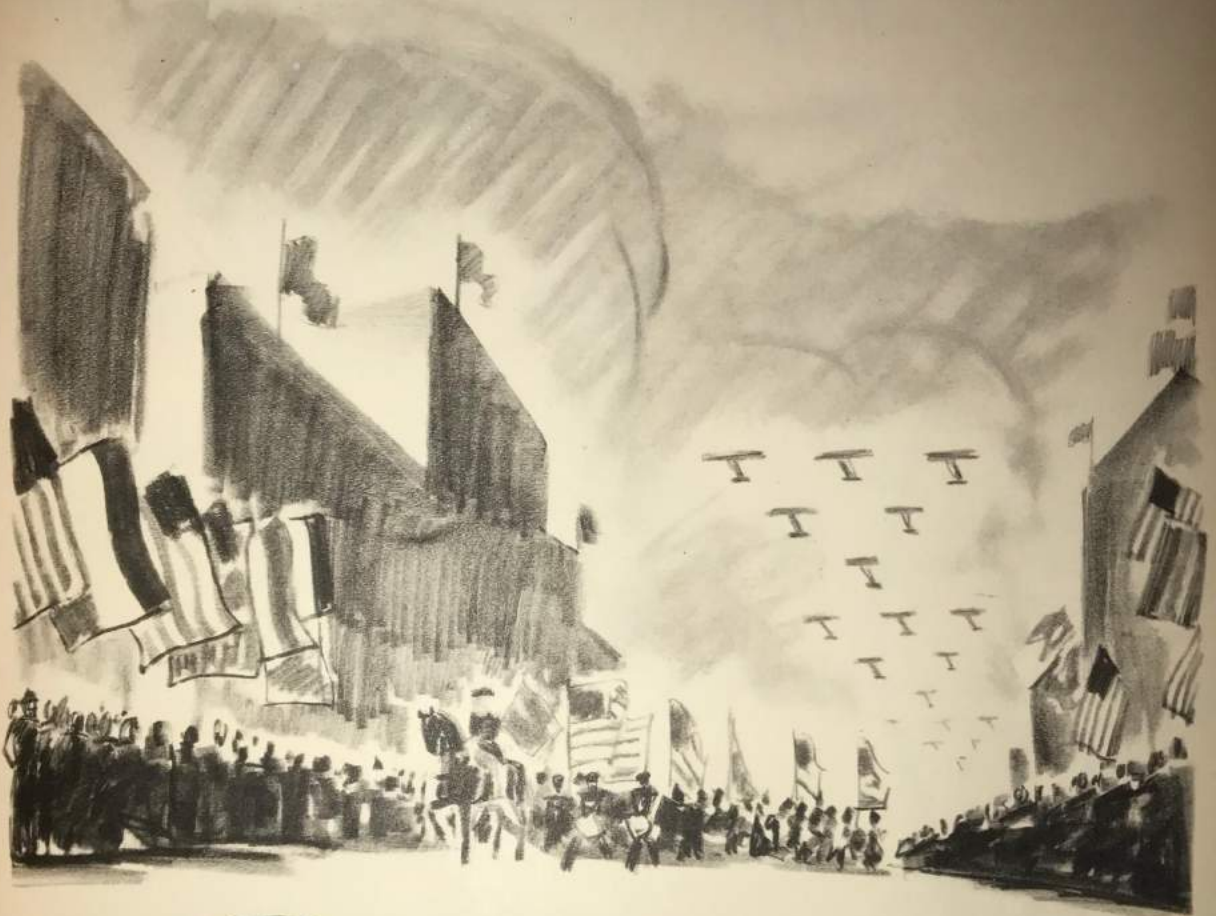
GUMMED MENU STICKERS IN DINERS



ON BACKS OF RAILWAY TICKET ENVELOPES



APRIL 30, 1938 CELEBRATION



RADIO WILL BRING TO ALL STATES OF THE NATION AND TO ALL NATIONS OF THE WORLD A DRAMATIC VISUALIZATION OF THIS CELEBRATION. UNLIKE THE MOTION PICTURES AND THE NEWS RELEASES, WE HOPE TO MAKE OF THE CELEBRATION A LIVING, THRILLING PAGEANT OF PEOPLE AND ORGANIZATIONS THAT THEY CAN ACTUALLY HEAR IN THEIR FAR-AWAY HOMES.

MOTORCADE AT THE SITE

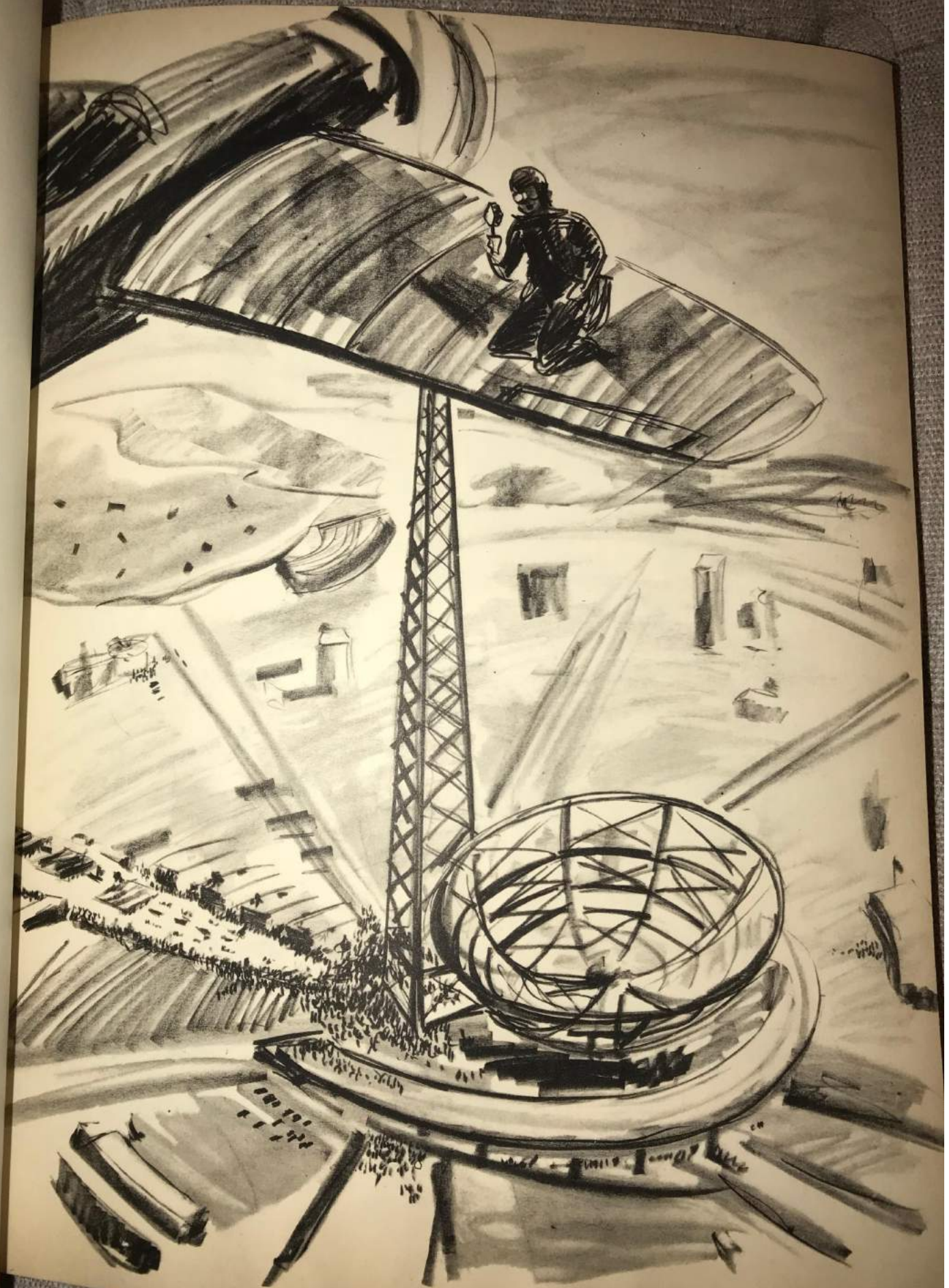


WE WILL ARRANGE
DETAILS WITH SPEAKERS
WE WILL CHECK THE
INSTALLATION OF PUBLIC
ADDRESS SYSTEM FOR
QUALITY OF PERFORMANCE
WE WILL CHECK THE
LEVEL OF THE PUBLIC ADDRESS
SYSTEM FOR NON-
INTERFERENCE AND
FEED-BACK WITH RADIO
BROADCASTING

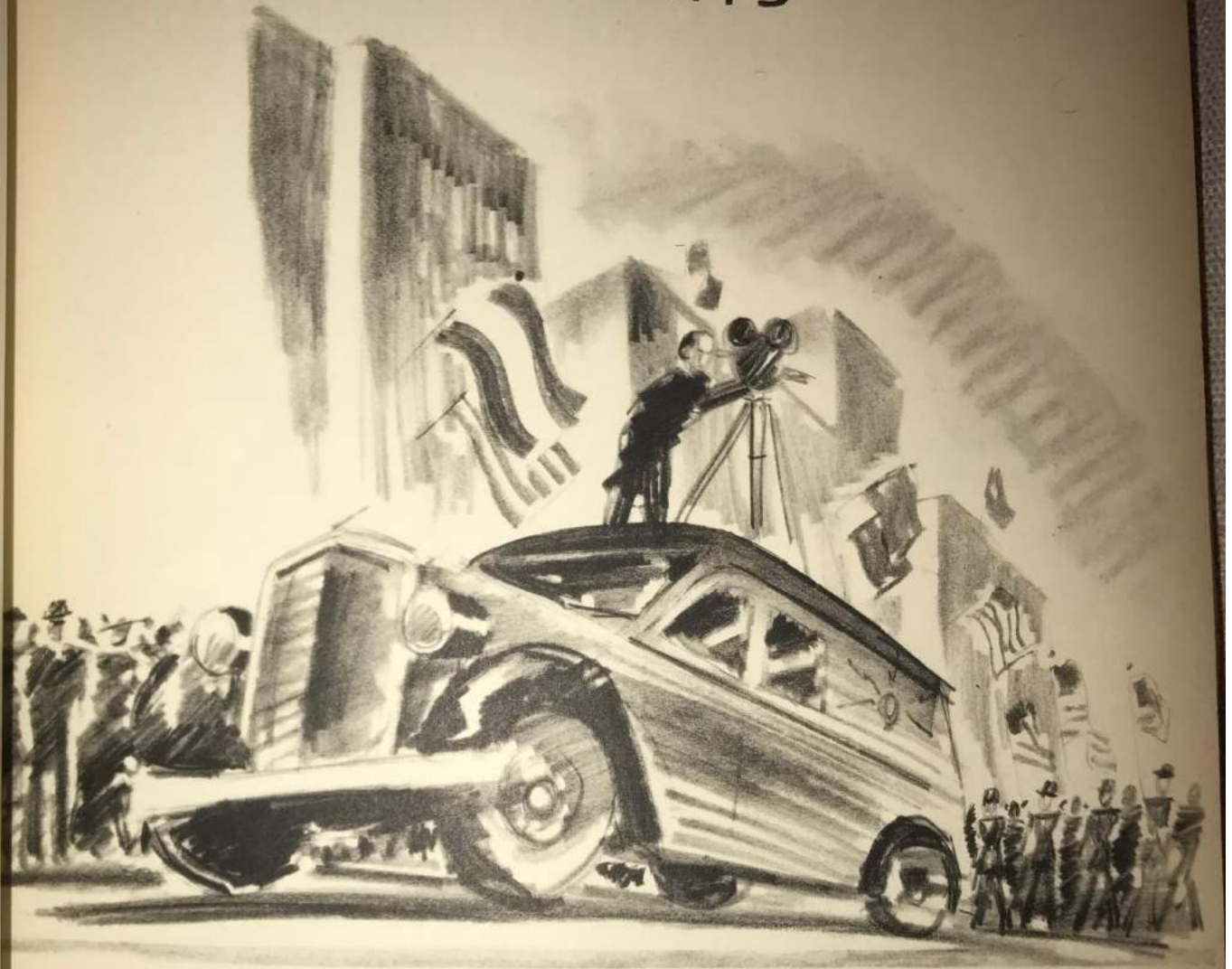
DANCE OF NATIONS

ARRANGE
FOR DETAILS OF
NATIONAL RADIO
HOOK-UPS AND LAY
OUT INSTALLATION
PLANS FOR MICROPHONE
AND EQUIPMENT





MOBILE UNITS



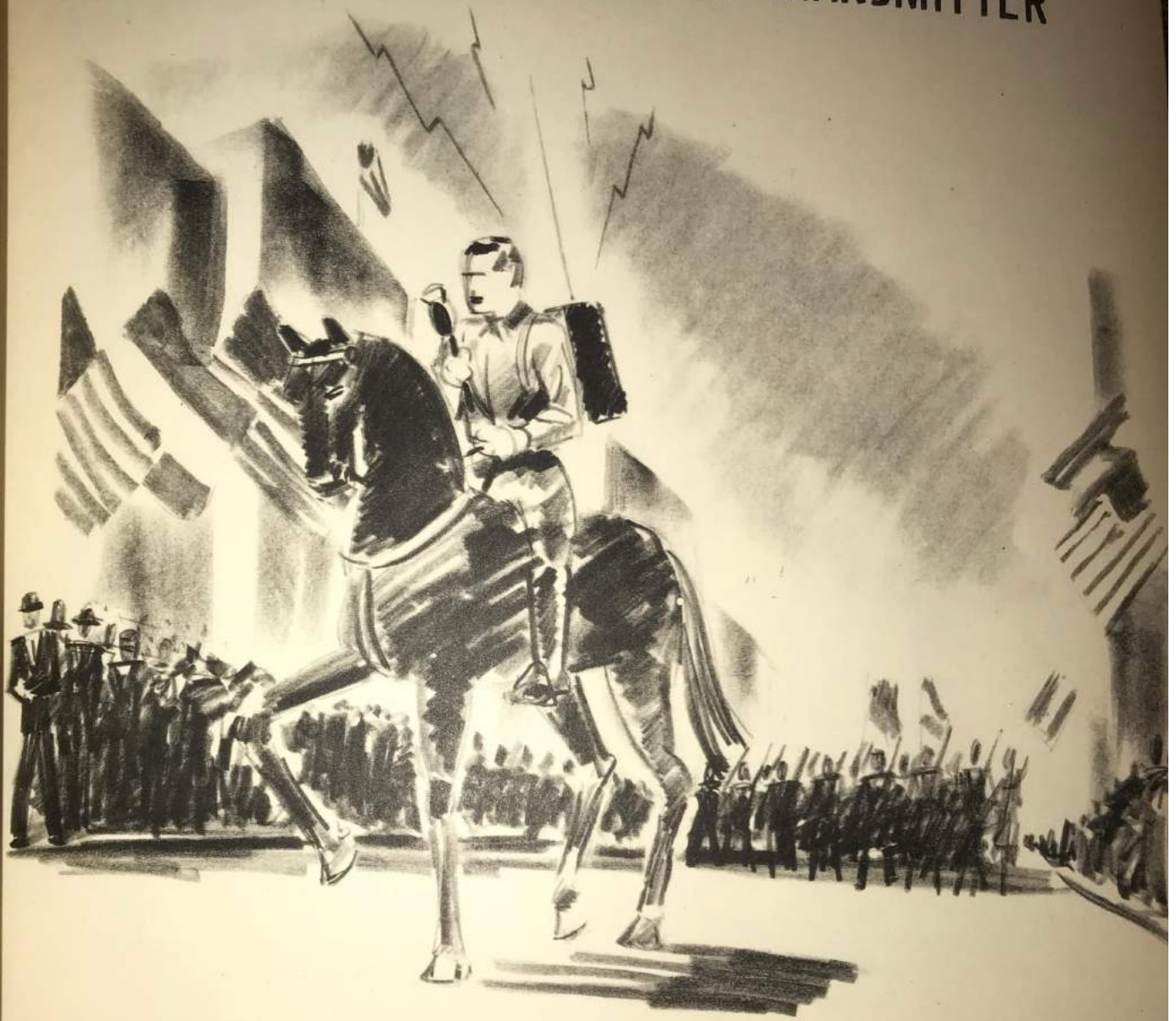
THIS MOBILE UNIT WILL ALLOW ACTUAL BROADCASTING WHILE THE PARADE IS IN MOTION. IT WILL FOLLOW THE ENTIRE PARADE EVEN AS FAR AS THE SITE

TELEVISION TRANSMITTER



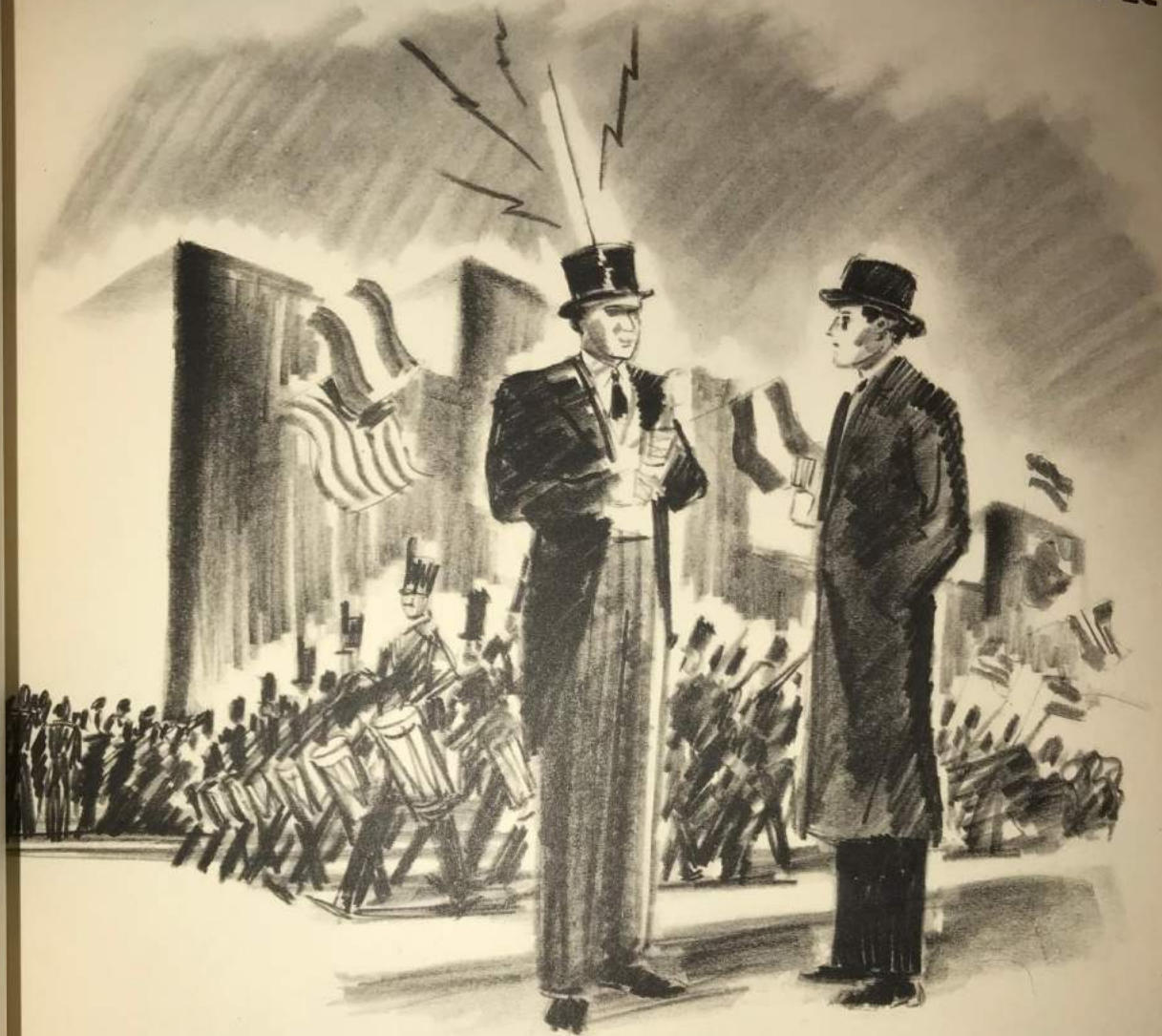
**THIS IS THE FIRST TIME A PARADE OF ANY KIND WILL
HAVE BEEN TELEvised IN THE UNITED STATES**

MAN ON HORSEBACK WITH "PACK" TRANSMITTER



THIS WILL BE AN UNUSUAL AND INTERESTING INNOVATION

MAN WITH "HAT" TRANSMITTER INTERVIEWING PEOPLE



**THIS SHOULD FURNISH AN INTERESTING AND
AMUSING INNOVATION IN THE RADIO BROADCAST**

NEWS SERVICE WILL BE FURNISHED TO RADIO NEWS COMMENTATORS ALL OVER THE NATION IN COOPERATION WITH THE PRESS DEPARTMENT



EDWIN C. HILL



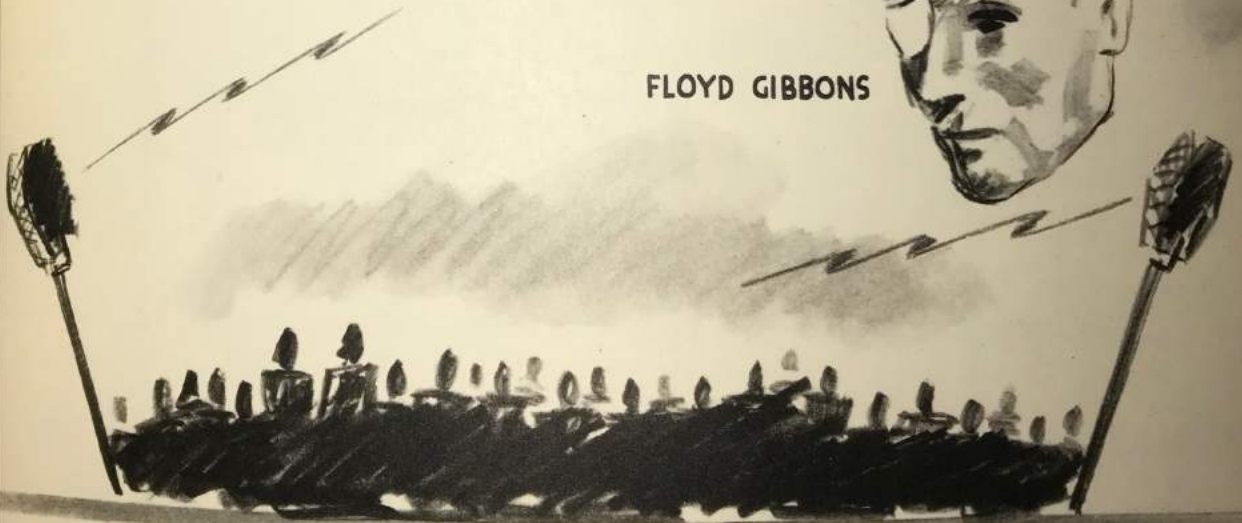
LOWELL THOMAS



BOAKE CARTER



FLOYD GIBBONS



LOCAL NEWS COMMENTATORS SHOULD BE PERSONALLY CONTACTED BY LOCAL RADIO SUB-COMMITTEE.

**FILL-IN MATERIAL AND GENERAL INFORMATION
REGARDING HISTORICAL BACKGROUND, PERSONALITIES, AND
PLANS FOR THE FAIR AVAILABLE FOR AD LIB ASSIGNMENTS**



WE WILL LAY OUT INSTALLATION PLANS FOR MICROPHONE AND EQUIPMENT

I. CONSULT THE ENGINEERING STAFF REGARDING ANTICIPATED

PROBLEMS OF PICK-UP

A. PARABOLA MICROPHONE

B. CARBONS AND CONDENSERS DEPENDING ON WEATHER CONDITIONS

PRE-FAIR EXPLOITATION WILL BE CONDUCTED
THROUGH THE FOREIGN LANGUAGE SPEAKING STATIONS
OF THE COUNTRY. SPEECHES WILL BE GIVEN

IN.....



ITALIAN



SPANISH



GERMAN



FRENCH



hungarian

RADIO WILL CARRY FESTIVITIES OF JUNIOR LEAGUE BALL THROUGHOUT THE WORLD



BEER MUG TRANSMITTER

FLOWER DECORATED MICROPHONE

CREDIT ANNOUNCEMENTS AND PRELIMINARY
ANNOUNCEMENTS IN
COOPERATION WITH THE
NATIONAL ADVERTISERS



MR. COLBY CHESTER - GENERAL FOODS

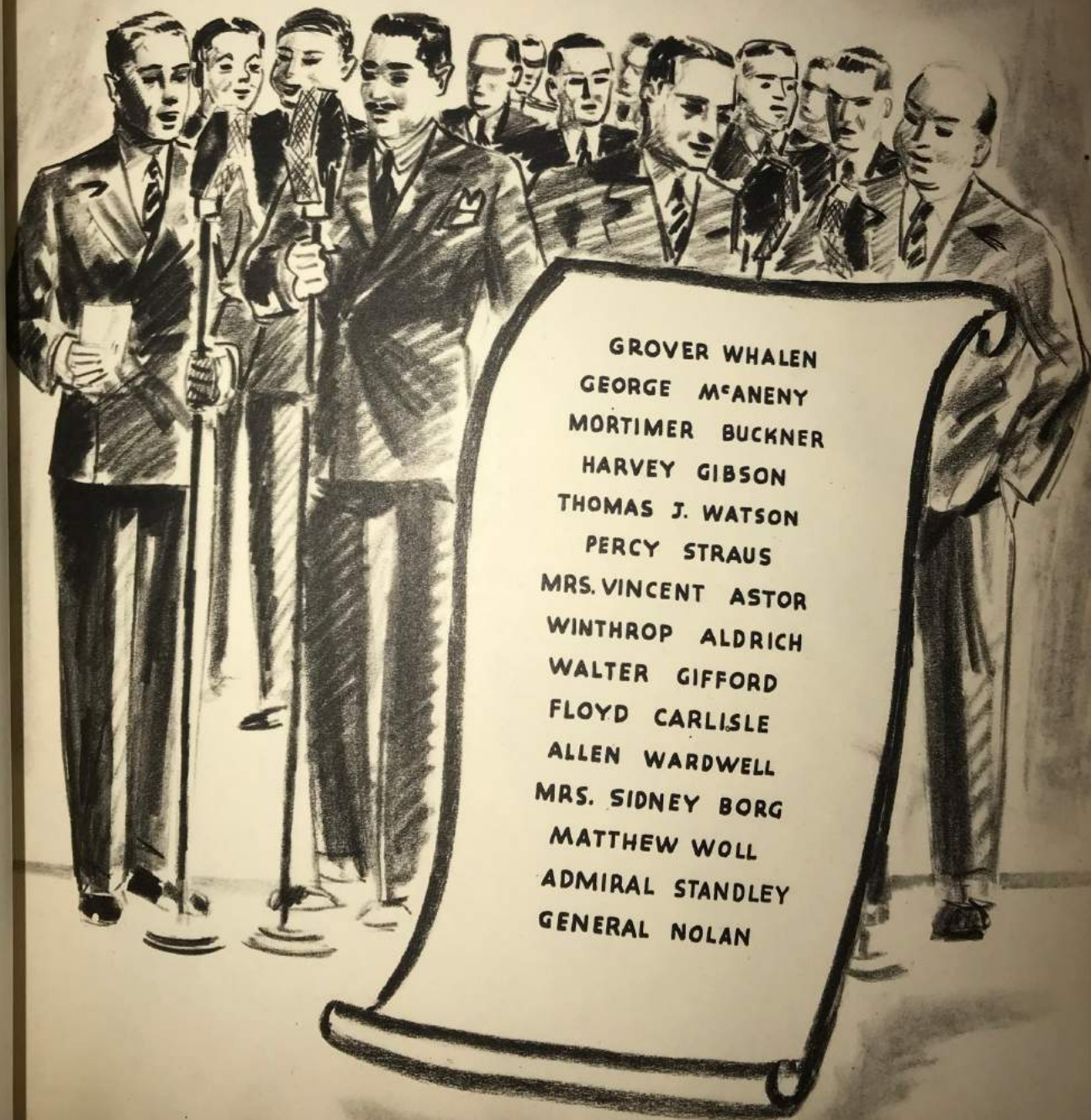
MAXWELL HOUSE COFFEE
JACK BENNY
BURNS AND ALLEN
BELIEVE IT OR NOT - RIPLEY
JACK HALEY'S LOG CABIN
ON BROADWAY



E.J. FINNERAN - NATIONAL DAIRY PRODUCTS

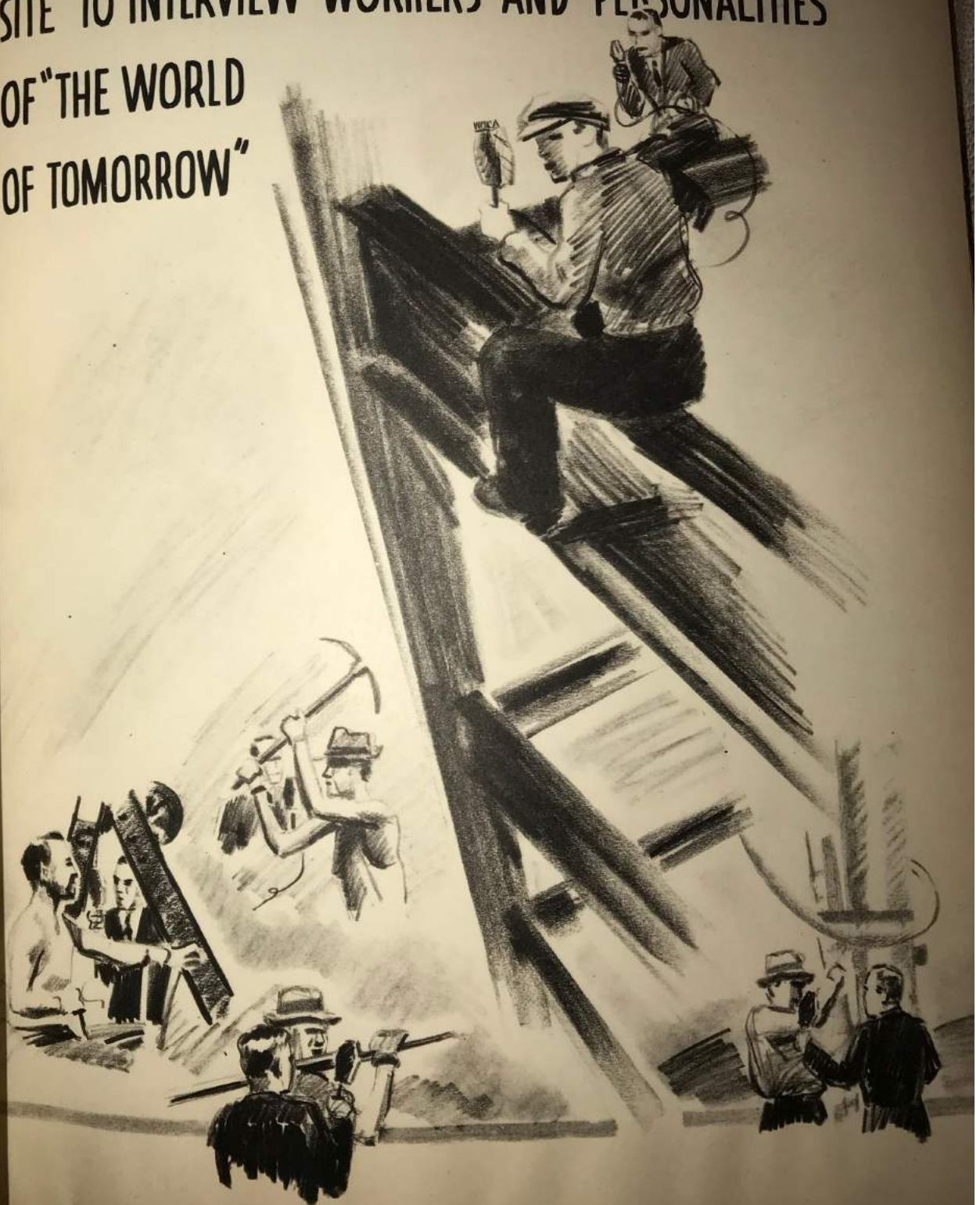
KRAFT MUSIC HALL
-BING CROSBY
AND SIX OTHER
PROGRAMS

A PLANNED PROGRAM OF SPEAKERS OVER NEW YORK STATIONS

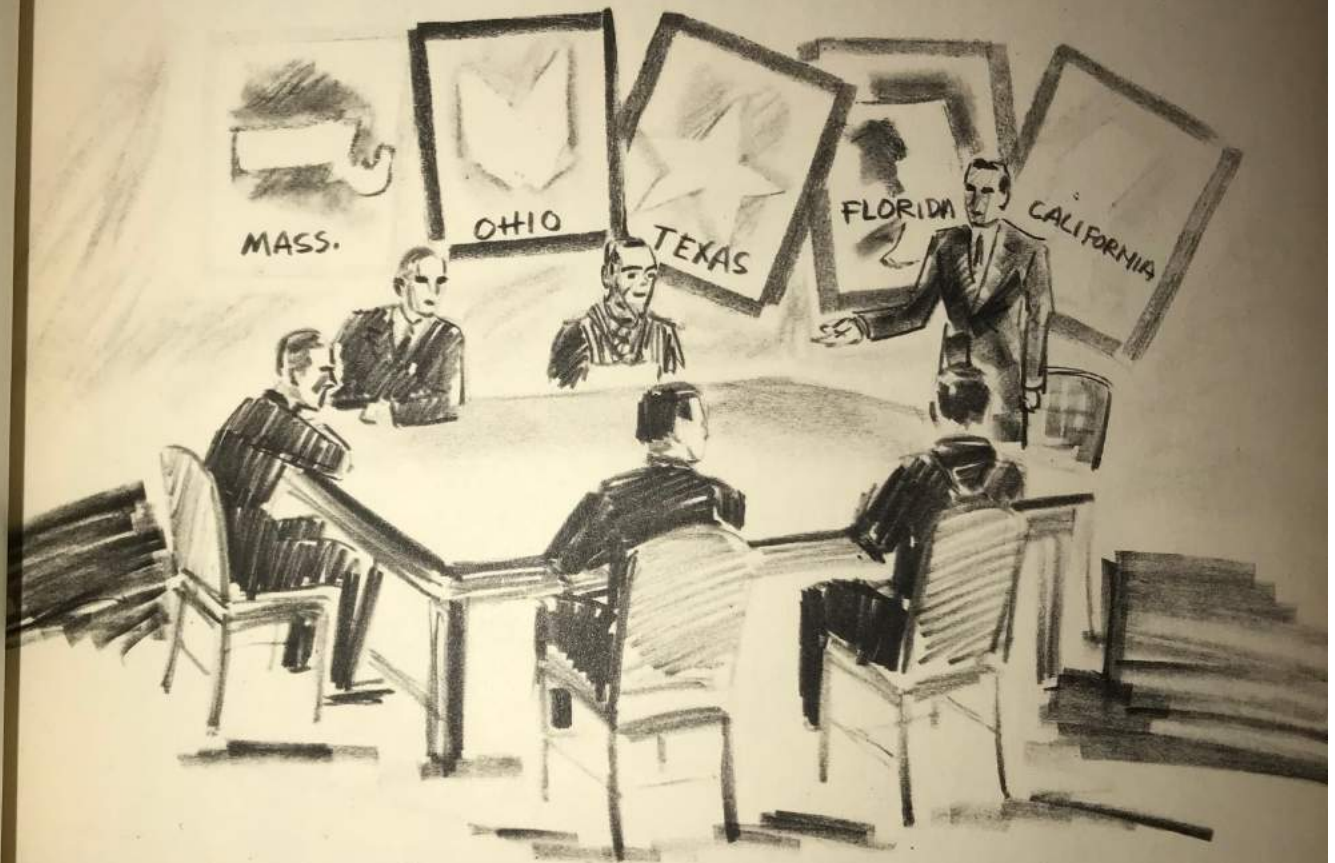


GROVER WHALEN
GEORGE M'ANENY
MORTIMER BUCKNER
HARVEY GIBSON
THOMAS J. WATSON
PERCY STRAUS
MRS. VINCENT ASTOR
WINTHROP ALDRICH
WALTER GIFFORD
FLOYD CARLISLE
ALLEN WARDWELL
MRS. SIDNEY BORG
MATTHEW WOLL
ADMIRAL STANDLEY
GENERAL NOLAN

PERMANENT LINE INSTALLATIONS TO BE MADE AT
SITE TO INTERVIEW WORKERS AND PERSONALITIES
OF "THE WORLD
OF TOMORROW"



RADIO SUB-COMMITTEES TO BE ORGANIZED IN THE VARIOUS STATES IN COOPERATION WITH STATES PARTICIPATION COMMITTEE



THIS COMMITTEE TO ORGANIZE SPEAKERS REPRESENTING EVERY VEIN AND STRATA
OF OUR NATIONAL LIFE. THE PEOPLE SELECTED WILL SPEAK OVER THE RADIO
STATIONS OF THEIR HOME COMMUNITIES IN EVERY CITY AND STATE IN THE UNION

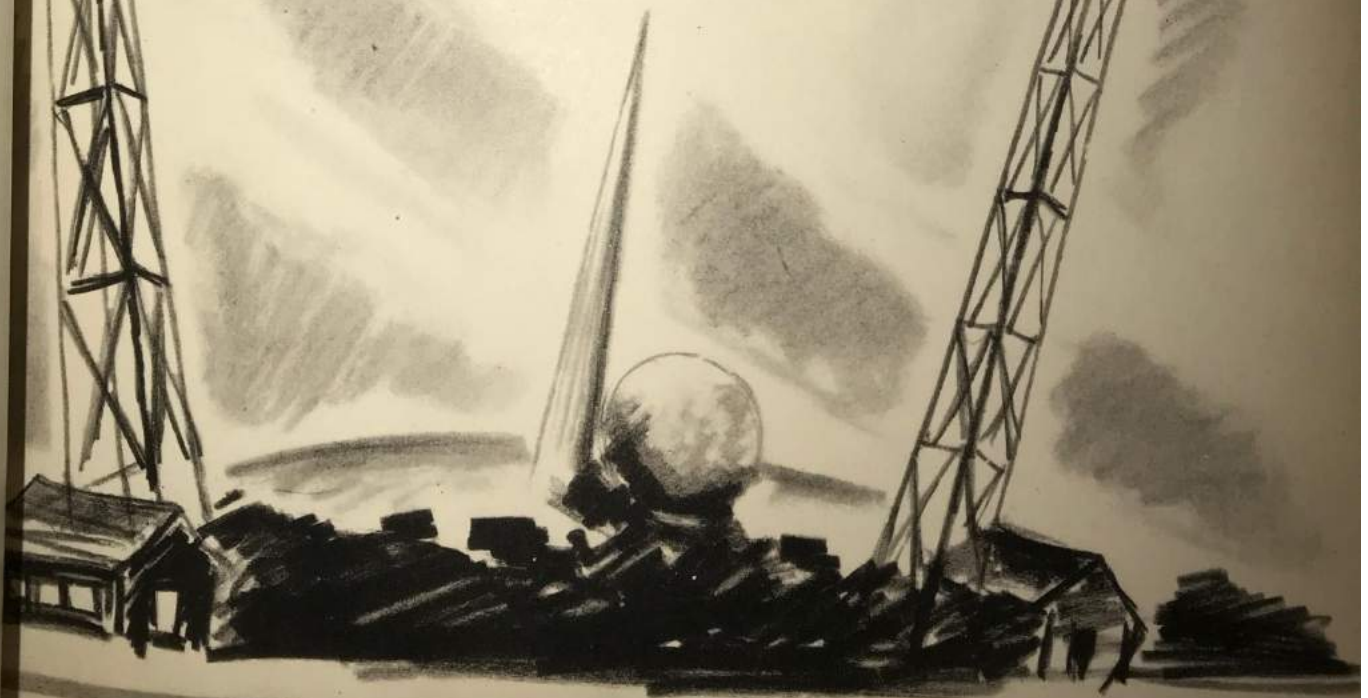


**THE PRESIDENT OF THE NEW YORK
WORLD'S FAIR RECORDS TEN ADDRESSES
FOR WORLD WIDE CONSUMPTION**

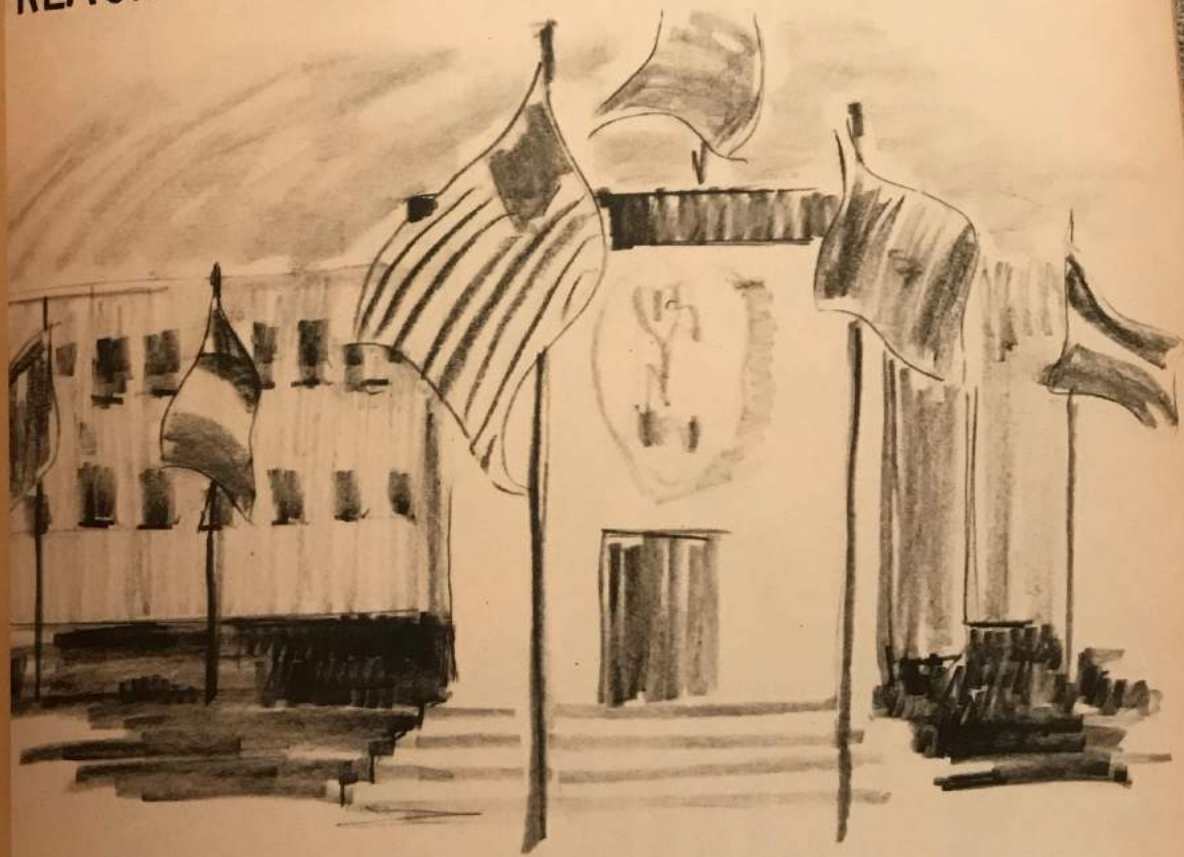


**REGULAR NETWORKS OF THE UNITED STATES
LOCAL NETWORKS OF THE UNITED STATES
SHORT WAVE STATIONS OF THE UNITED STATES
FOREIGN LANGUAGE STATIONS OF THE UNITED STATES
FOREIGN STATIONS-CANADA, AUSTRALIA, NEW ZEALAND ETC.**

THE NEW YORK WORLD'S FAIR HAS ITS OWN STATIONS THE MOST POWERFUL SHORT WAVE TRANSMITTERS IN THE WORLD, EACH BROADCASTING WITH 100,000 WATTS OF POWER THROUGHOUT THE WORLD. THESE WILL BE USED FOR DAILY WORLD-WIDE TRANSMISSION



FOREIGN PARTICIPATION IN THE NEW
YORK WORLD'S FAIR 1939 HAS ALREADY
REACHED UNPRECEDENTED PROPORTIONS

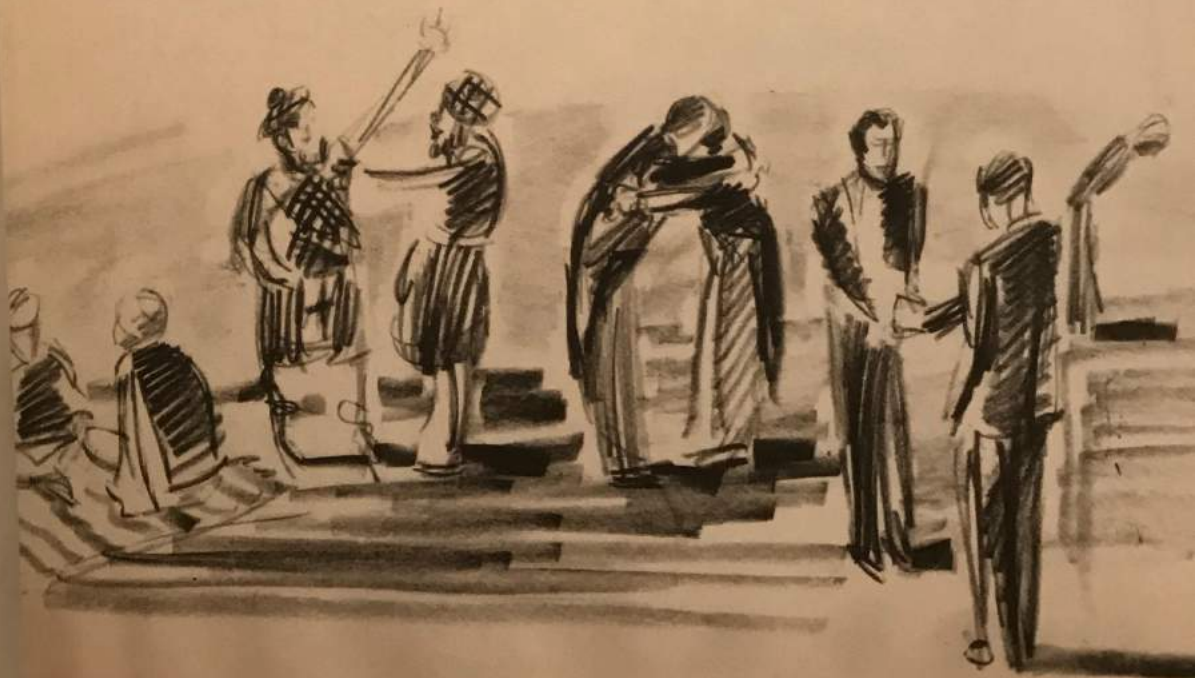


OVER 60 FOREIGN NATIONS REPRESENTING THREE
-FOURTHS THE POPULATION OF THE WORLD HAVE INDI-
CATED THEIR INTENTION TO PARTICIPATE IN THE "WORLD
OF TOMORROW"

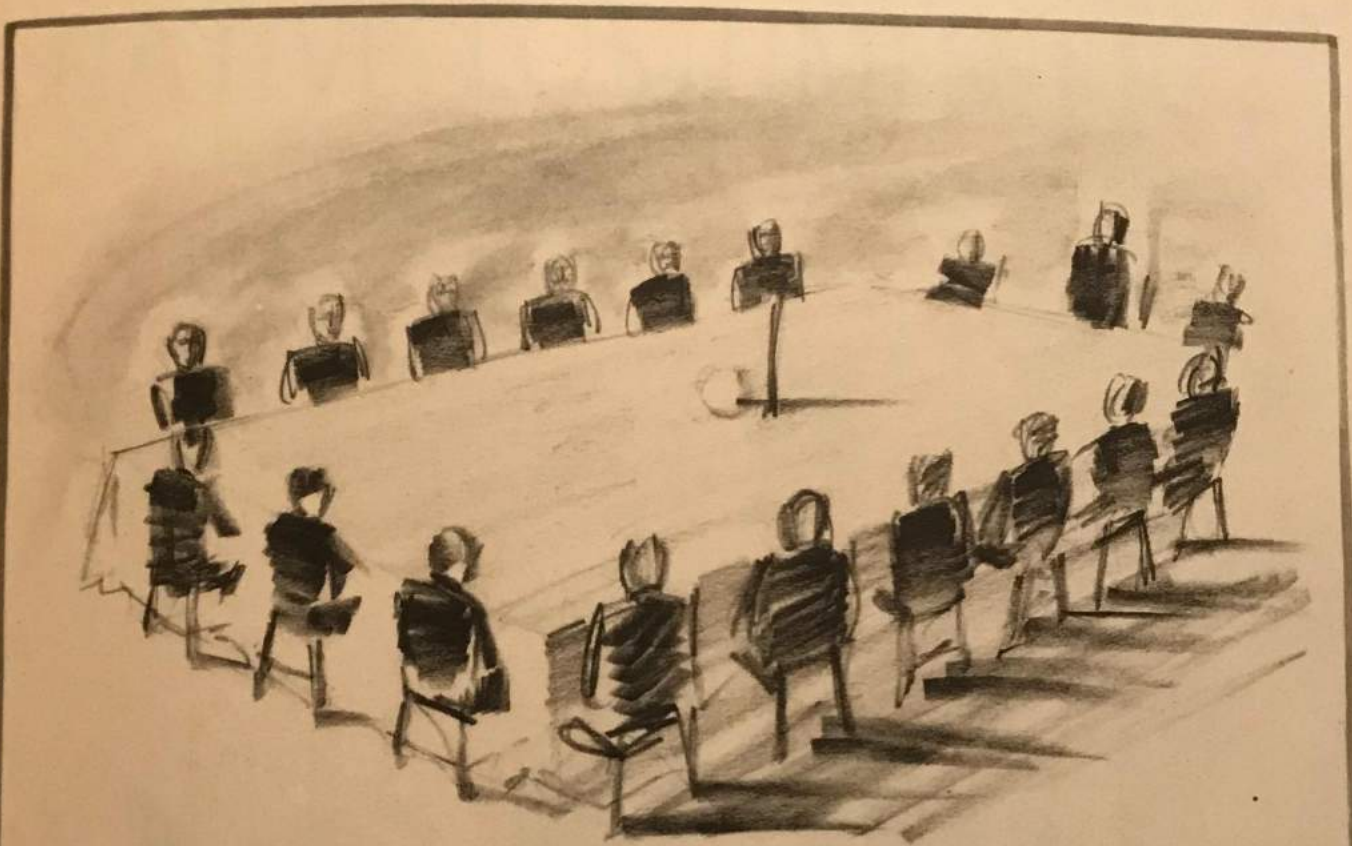
ALL OF THESE COUNTRIES WILL HAVE
THEIR GREAT NATIONAL EXHIBITS ... THEIR
COLORFUL COSTUMES... THEIR NATIVE
PRODUCTS... MANY WILL HAVE THEIR OWN
BUILDINGS... THEIR NATIVE VILLAGES



TO MILLIONS OF AMERICANS OF
FOREIGN ANCESTRY, THE NEW YORK
WORLD'S FAIR WILL PROVIDE
OPPORTUNITIES BOTH TO RENEW
HOME TIES AND BUILD
INTERNATIONAL TRADE



STEPS IN BUILDING PROGRAM OR FOREIGN PARTICIPATION GROUPS

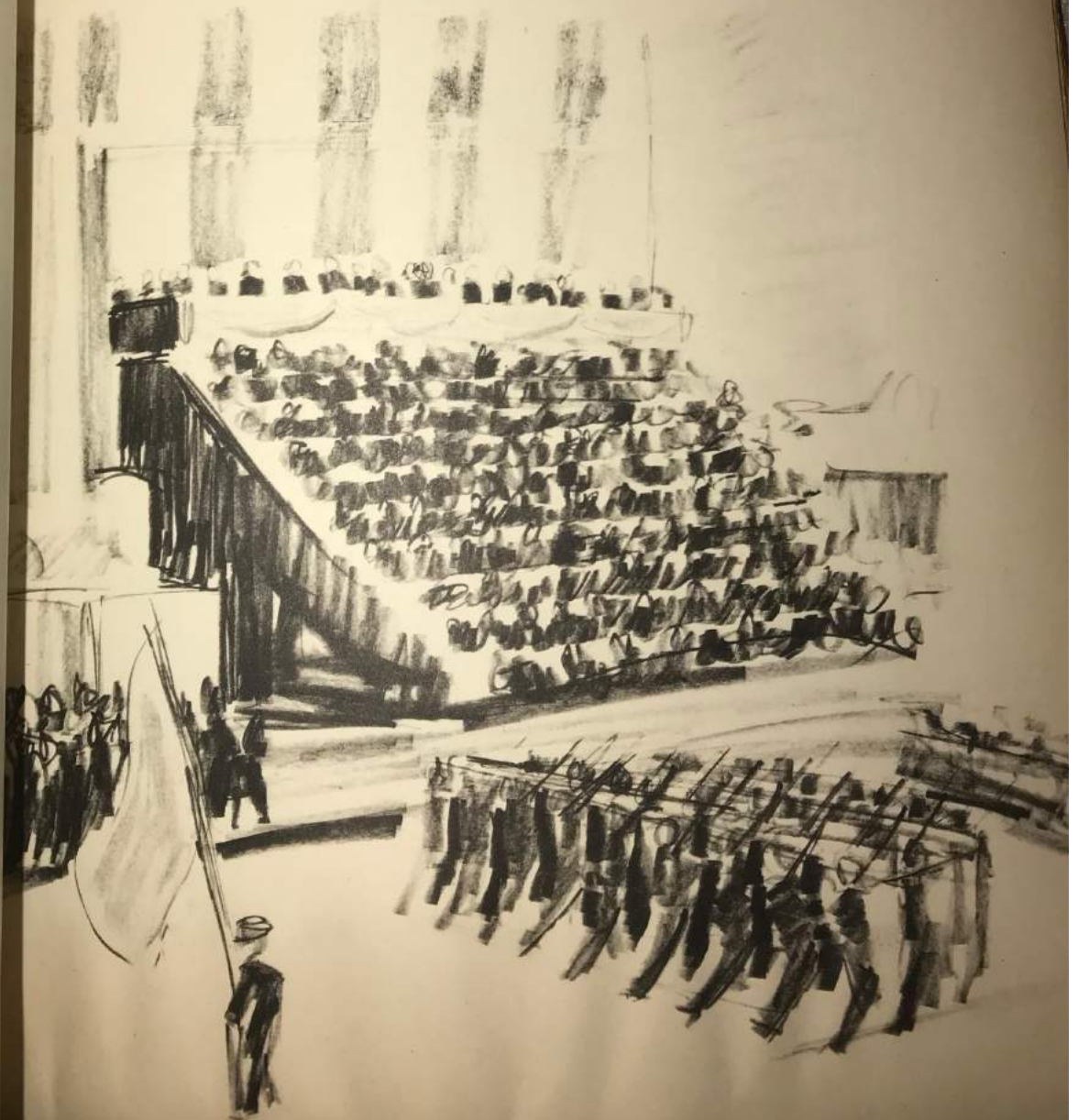


COMMITTEE MEETS AND LAYS
PARTICIPATION PLANS

FLOAT REPRODUCES BUILDING
WHICH HOUSES NATIONAL
EXHIBIT, PEOPLE IN
NATIVE COSTUMES ETC.



AMBASSADORS OF FOREIGN
NATIONS WILL OCCUPY SEATS
OF HONOR AT PRE-VIEW

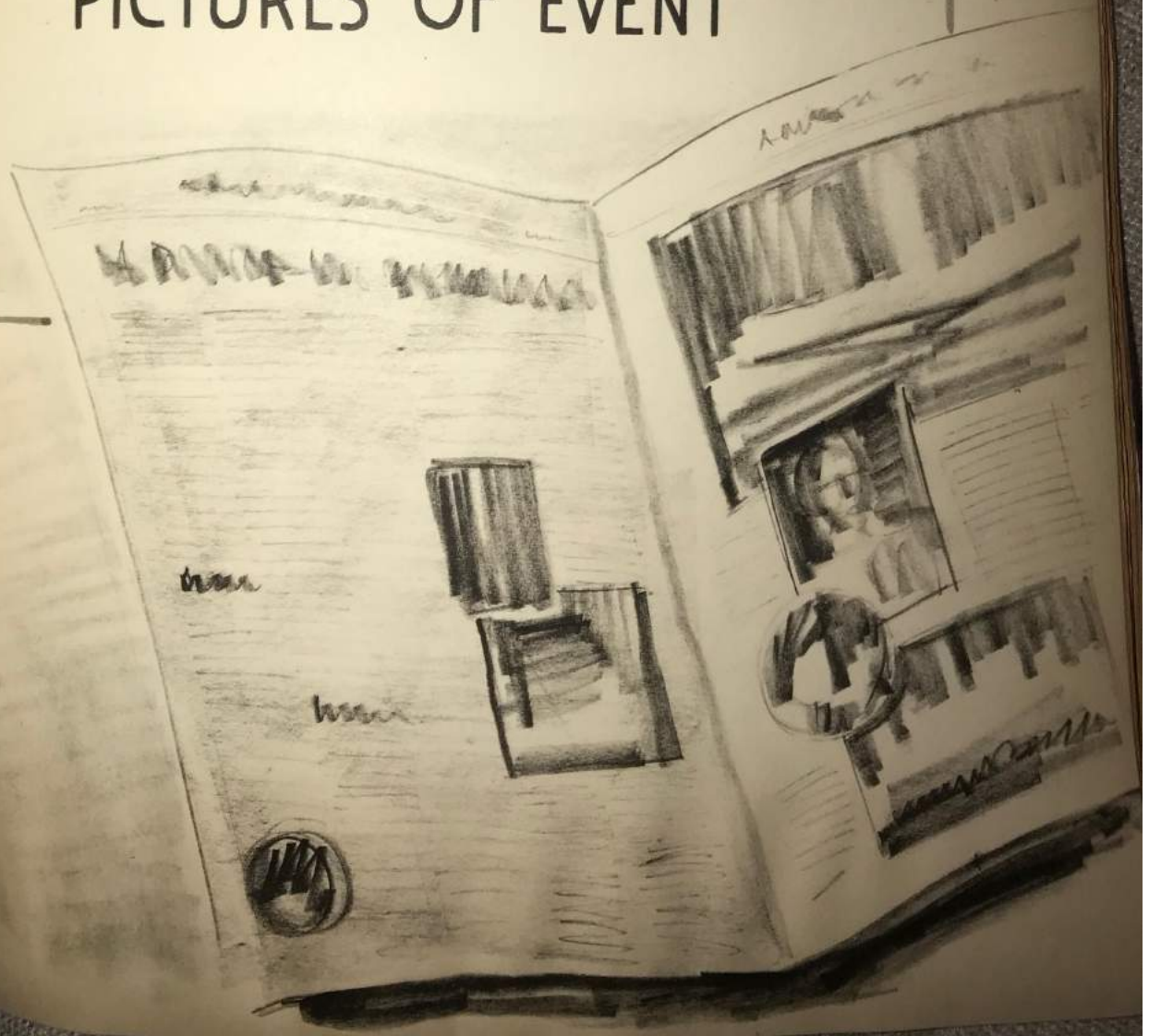


COMPETITION ARRANGED FOR NATIVE BANDS



WINNER APPEARS IN PARADE

- 1 FOREIGN LANGUAGE NEWSPAPERS
ANNOUNCE PLANS
- 2 FOREIGN LANGUAGE RADIO
HOOK-UP COVERS NATION
- 3 NEWS STORIES AND
PICTURES OF EVENT



DANCE OF NATIONS" AT FAIR SITE CLIMAXES THE DAY



STEAMSHIP BUS AND AIRLINES ADVERTISE SPECIAL WEEKEND TRIPS AND ACCOMMODATIONS



SPECIAL CRUISES FROM ENGLAND, FRANCE, SOUTH AND CENTRAL AMERICA



AIRLINES ADVERTISE AND ADD EXTRA WEEKEND PLANE SECTIONS



FLEETS OF BUSES PICK UP SCHOOL CHILDREN FROM
NEARBY NEW JERSEY TOWNS...LOCAL LINES ORGANIZE
SIGHTSEEING TRIPS TO FAIR GROUNDS FOR VISITORS OVER WEEKEND

COOPERATION WITH NATIVE BUSINESS AND CITIZENS ON NATIONS SPECIAL EVENTS DAY

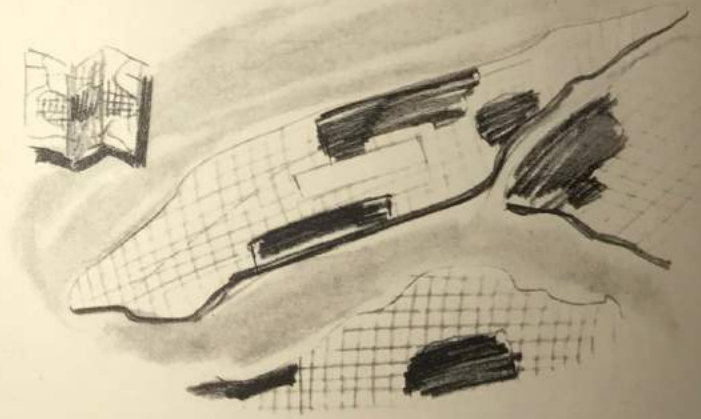
1 SWEDISH BOATS MET AT PIER BY OUTSTANDING SWEDISH AMERICANS



2 SWEDISH POLICEMEN HAVE WORLD'S FAIR AND INTERPRETERS ARM BANDS



3
MAPS SHOW LOCATION OF
SWEDISH SECTION IN N.Y.
AND RESTAURANTS & HOTELS
THAT SPEAK THE LANGUAGE
AND SELL SWEDISH FOOD



4
SWEDISH SOCIETIES ENTERTAIN
SWEDISH GUESTS ON SWEDISH
DAY

5
SWEDISH NEWSPAPERS ADVISED
OF N.Y. WORLD'S FAIR PLANS TO
RECEIVE VISITORS



THE JUNIOR LEAGUE-BEAUX ARTS
BALL IN "THE WORLD OF TOMORROW" WILL BE A
BRILLIANT PAGEANT AND COSTUME
BALL FOR CHARITY



COSTUMES WILL TAKE THEIR MOTIF FROM
NEW YORK WORLD'S FAIR DESIGNS

A PAGEANT WILL BE PRODUCED
WHICH WILL BE THE SOCIAL
EVENT OF THE SEASON



THE JUNIOR LEAGUE WILL SECURE A WELL
KNOWN DIRECTOR OF PAGEANTS TO PLAN AND
PRODUCE THIS EVENT... MEMBERS WILL PARTICIPATE

DISTINGUISHED NATIONAL AND INTERNATIONAL REPRESENTATIVES, OFFICERS OF ARMY AND NAVY, BUSINESS AND PROFESSIONAL LEADERS WILL ATTEND THE BALL AT THE SITE ON FRIDAY, APRIL 29, 1938



E PRESIDENT OF THE WORLD'S FAIR, WITH PRESIDENT THE JUNIOR LEAGUE WILL RECEIVE, AS HOSTS OF THE OCCASION

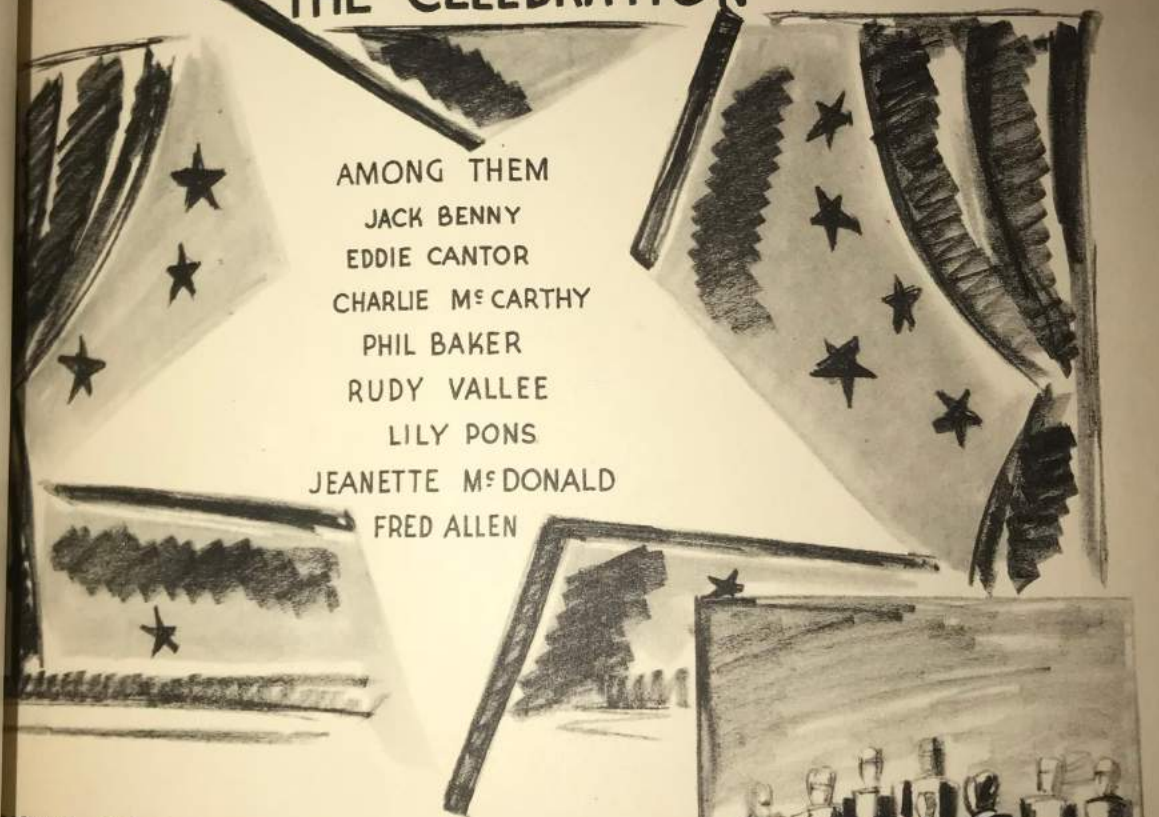
COSTUMES WILL BE CREATED BY OUT-
STANDING DESIGNERS AND FABRIC
MANUFACTURERS SELECTED BY THE
JUNIOR LEAGUE



JUNIOR LEAGUERS WILL HAVE THEIR COSTUMES MADE
BY THEIR OWN MODISTES PRIZES WILL BE AWARDED
FOR BEST COSTUMES SELECTED BY A BOARD OF JUDGES,
POSSIBLY INCLUDING EDITORS OF FASHION PUBLICATIONS,
CHOSEN BY JUNIOR LEAGUE

STARS OF STAGE, SCREEN AND RADIO WILL PARTICIPATE IN PROGRAM OF ENTERTAINMENT.. FOLLOWING THE PAGEANT, RADIO WILL BROADCAST... NEWS REELS WILL PHOTOGRAPH...
THE CELEBRATION

AMONG THEM
JACK BENNY
EDDIE CANTOR
CHARLIE M^CCARTHY
PHIL BAKER
RUDY VALLEE
LILY PONS
JEANETTE M^CDONALD
FRED ALLEN

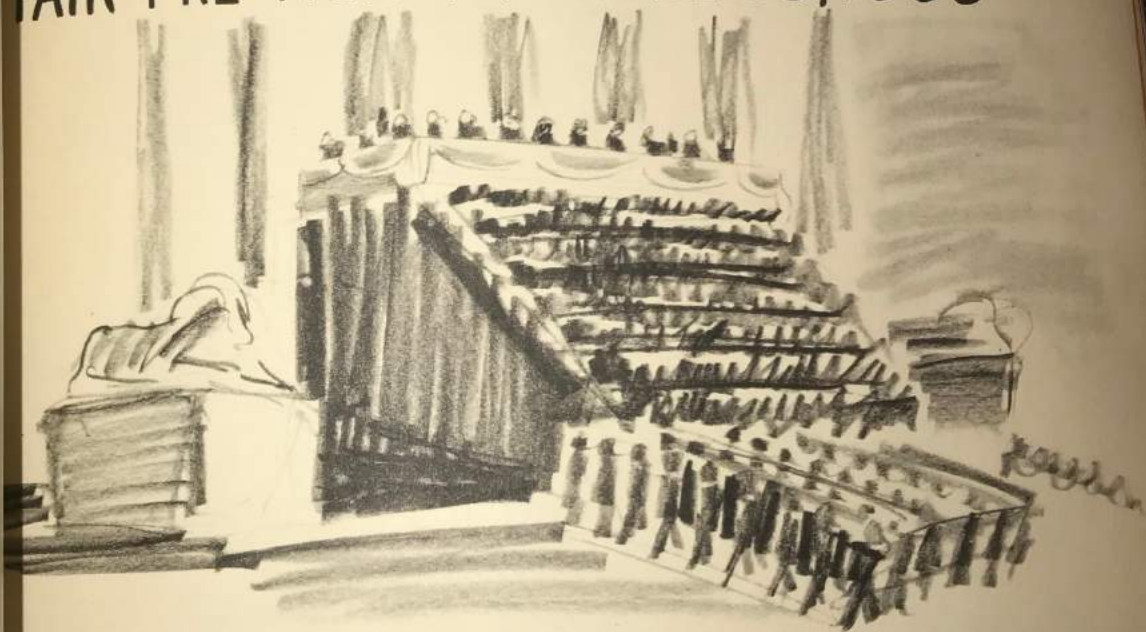


LEADING COMPOSERS WILL WRITE SONGS FOR OCCASION..... PROGRAM WILL BE BROADCAST THROUGHOUT THE CELEBRATION. DISTINGUISHED GUESTS WILL BE ASKED TO COMMENT ON THE OCCASION AS THE TRAVELLING "MIKE" GOES AROUND THE BALLROOM

THE STATE COMMISSIONS AND
STATE ADVISORY COMMITTEES
ARE VITAL GROUPS IN THE
WORLD'S FAIR PLAN OF
CELEBRATION



THE CHAIRMEN OF THESE STATE
GROUPS WILL BE OFFICIALLY INVITED
TO ATTEND THE NEW YORK WORLD'S
FAIR PRE-VIEW ON APRIL 30, 1938



THEY WILL REVIEW THE MOTORCADE FROM THE
OFFICIAL STAND AND AS GUESTS, WILL JOIN THE
REPRESENTATIVES OF FOREIGN NATIONS AT
THE FAIR THAT EVENING

FROM NEW YORK THEY WILL SEND LETTERS
ADDRESSED TO MEMBERS OF THEIR STATE
COMMITTEES DESCRIBING NEW YORK'S
HOSPITALITY... WHAT THEY HAVE LEARNED
ABOUT THE FAIR... THEIR OPINION OF
THE CELEBRATION... AND URGING AN
IMMEDIATE PROGRAM OF ACTION FOR
THEIR STATE



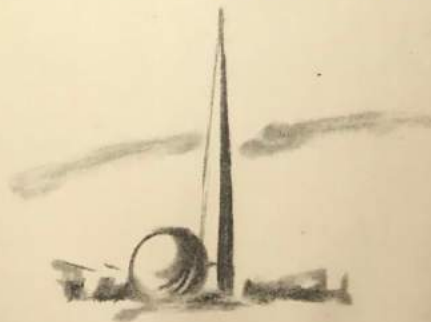
UPON THEIR RETURN HOME PRESS
RELEASES DESCRIBE THEIR TRIP
TO NEW YORK..... STATE PRESS
AND RADIO COMMITTEES ARE
FORMED....AND MATERIALS ARE
SUPPLIED TO EDUCATORS, BANKERS
BUSINESS AND PROFESSIONAL MEN
ON THEIR COMMITTEES FOR

TALKS TO CIVIC & BUSINESS GROUPS
PARENT-TEACHERS CLUBS
COLLEGES AND SCHOOLS
ROTARY, LIONS AND KIWANIS CLUBS
ENGINEERING, ADVERTISING AND TRAFFIC CLUBS
ETC.

TYPES OF MATERIAL TO BE SUPPLIED AND SUGGESTED SUBJECTS FOR USE IN EACH OF STATE'S MAJOR CITIES:

ORGANIZATION	AUDIENCE	SPEAKER	SUBJECT
PARENT-TEACHERS CLUB	PARENTS	EDUCATOR	"WHAT YOUR CHILDREN WILL SEE AT THE WORLD'S FAIR"
HIGH SCHOOLS	CHILDREN	BANKER	"HOW WORLD'S FAIR SAVINGS CLUBS MAKE POSSIBLE TRIP TO WORLD'S FAIR IN 1939"
ROTARY CLUBS	BUSINESS AND PROFESSIONAL MEN	BUSINESS MAN	"BUSINESS OPPORTUNITIES IN 'THE WORLD OF TOMORROW'"
ENGINEERS CLUBS	ENGINEERS	ENGINEER	"ENGINEERING PROBLEMS IN 'THE WORLD OF TOMORROW'"
WOMEN'S CLUBS	CLUB WOMEN	DOCTOR	"PUBLIC HEALTH IN 'THE WORLD OF TOMORROW'"
LABOR UNIONS	LABORERS	LEADER	"LABOR'S PART IN BUILDING 'THE WORLD OF TOMORROW'"

RADIO HOOK-UP AND PRESS
RELEASES ON SUBSEQUENT OUTSTAND-
ING STATE EVENTS WILL BE PREPARED
BY STATE COMMITTEES FOR LOCAL
PRESS, WHICH WILL ALSO BE
SUPPLIED WITH FLASH NEWS FROM
WORLD'S FAIR RADIO AND PRESS
DEPARTMENTS



THUS MACHINERY IN EACH STATE
IS SET IN MOTION.... MATERIALS
ARE PROVIDED



RADIO BROADCASTS HIS SPEECH

A BUSINESS LEADER URGES
INDUSTRY IN THE STATE TO
TAKE ADVANTAGE OF BUS-
INESS OPPORTUNITIES AT
THE WORLD'S FAIR



HALL OF STATES MODEL IN LOBBY



THE GREAT EDUCATOR
SPEAKS TO COLLEGE, PAR-
ENT-TEACHER, CHILDREN
AND WOMEN'S GROUPS



BUSINESS EXECUTIVE TALKS TO GROUP

INTEREST IS GENERATED IN
ALL WALKS OF LIFE.... AND
PEOPLE START PLANNING
TO COME TO THE NEW YORK
WORLD'S FAIR IN 1939



BANKER RECOMMENDS SAVINGS PLAN

Hotels and Restaurants

MILLIONS OF
PEOPLE WILL VISIT NEW YORK
FOR WORLD'S FAIR PRE-VIEW

April 30, 1938

FLOATS IN PARADE WILL BE DES-
CRIBED OVER NATION-WIDE
HOOK-UP AS THEY PASS IN REVIEW

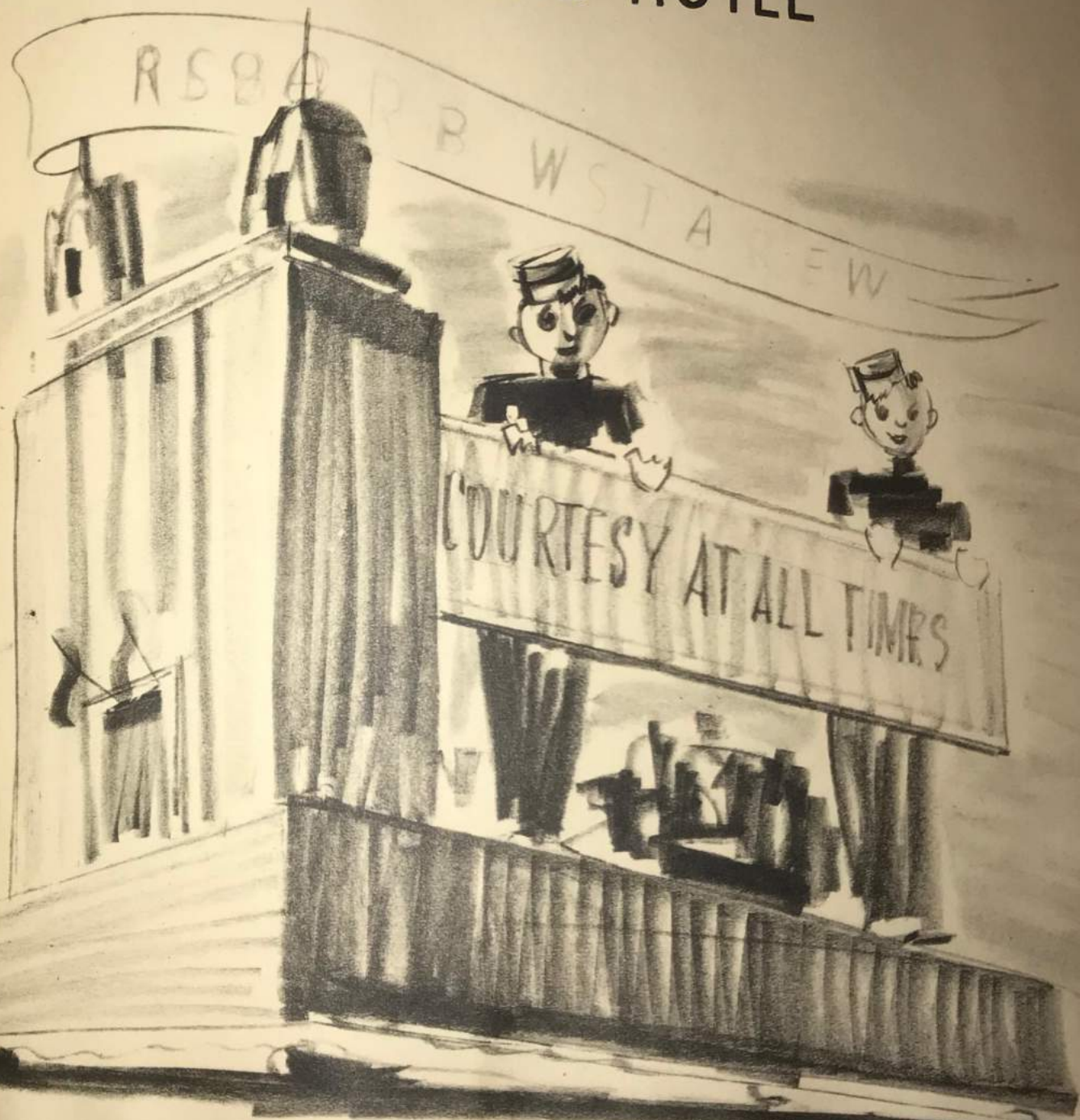
NEWS REELS AND NEWS PHOTO-
GRAPHERS FOR DAILY, WEEKLY AND TRADE
PRESS OF NATION WILL COVER
EVENTS OF THE DAY

HOTELS AND RESTAURANTS
WILL HAVE A SECTION IN
PARADE TO TELL THEIR STORY

OF:

- 1** COMFORT
- 2** ACCOMMODATIONS
- 3** QUALITY OF FOOD
- 4** CONVENIENCE OF LOCATION
- 5** TYPE OF ENTERTAINMENT
- 6** MANAGEMENT
- 7** PRICES
- 8** SPECIAL FEATURES

HOTEL FLOATS WILL DRAMATIZE TO THE WORLD THE PERSONALITY OF THE HOTEL

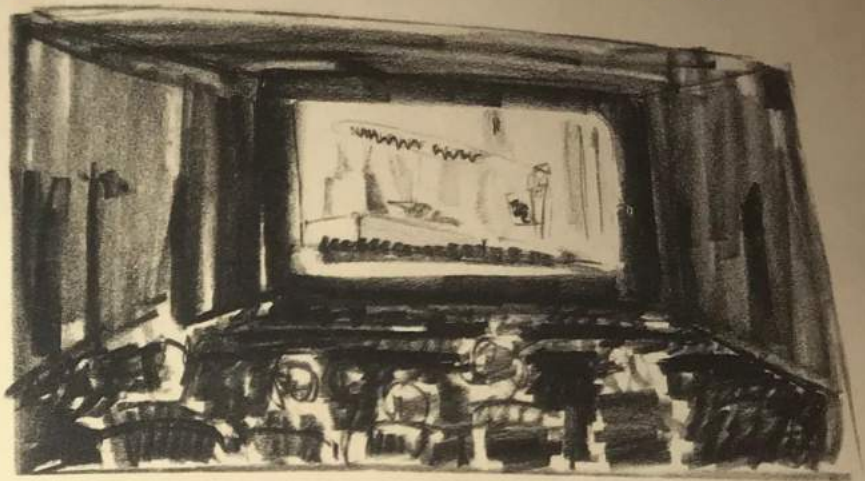


PARTS OF THE FLOAT EXHIBIT
CAN BE USED LATER IN THE
LOBBY TO ADVERTISE EACH
HOTEL'S PERSONALITY AND
SPECIAL FEATURES



RESULTING PUBLICITY STARTS
OUT-OF-STATE PEOPLE PLANNING
TRIPS

NEWS REEL



BUSINESS MEN MAKE
RESERVATIONS

TRADE PRESS



METROPOLITAN PEOPLE TAKE ADVANTAGE OF SPECIAL
ENTERTAINMENT
FEATURES PLANNED FOR
THE OCCASION BY THE
HOTELS

PEOPLE WHO ATTENDED
PARADE



HOTELS PLAN GALA WEEK-END FOR WORLD'S FAIR PREVIEW APRIL 29, 30 & MAY 1



DANCES AND MAIN BALL ROOM FEATURES—ALL THREE NIGHTS

REGULAR NEWSPAPER SPACE URGES RESERVATIONS FOR WEEKEND EVENT THREE WEEKS IN ADVANCE



MENU STICKERS SUGGEST PATRONS MAKE RESERVATIONS ONE MONTH IN ADVANCE



REGISTRATION DESK CARDS URGE OUT-OF-TOWN GUESTS TO RETURN FOR WEEKEND EVENT



"WHAT TO DO IN NEW YORK" BOOKLETS FEATURE EVENT TO GUESTS TWO MONTHS IN ADVANCE



HOTEL LOBBY POSTERS GO UP ONE WEEK IN ADVANCE ADVERTISING HOTELS WEEKEND EVENTS

