

INFORMATION MANUAL

NEW YORK WORLD'S FAIR 1939 INCORPORATED



ISSUED BY THE OFFICE MANAGER

INFORMATION MANUAL

New York World's Fair 1939 Incorporated

FOREWORD

The contents of the Information Manual have been rearranged in straight alphabetical order to allow quick reference.

The cross-referenced index at the end of the volume facilitates the location of any given subject with a minimum of effort and delay.

Again we ask that you cooperate with Information Service by promptly reporting errors and omissions and by suggesting improvements in the Manual.

Please keep your copy up to date by inserting the revisions which will be issued whenever necessary.

Katherine B. Gray
Office Manager

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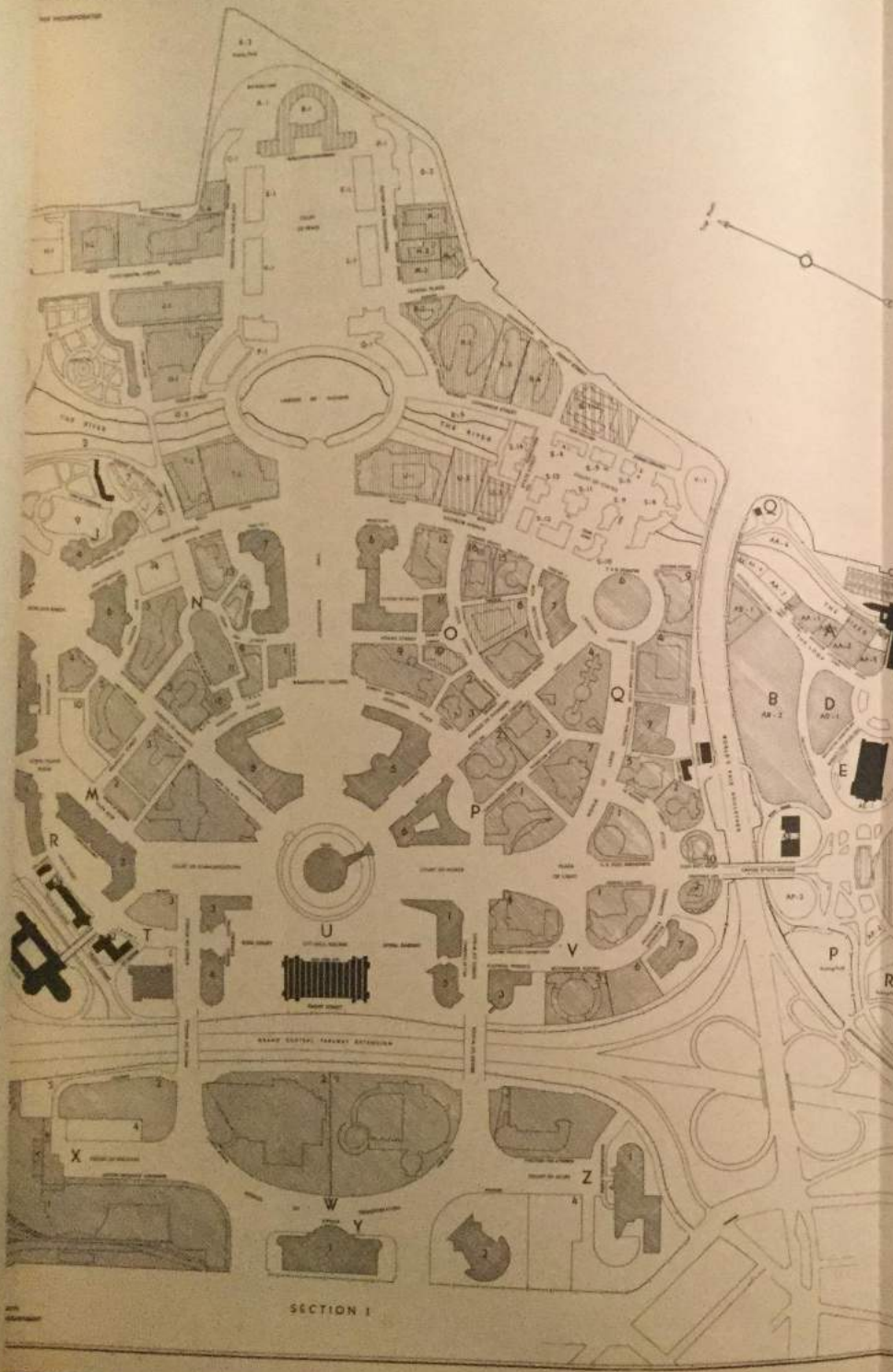
Index

- List of Maps:
1. Definitive Allotment of Ground Space
(February 1, 1939) - preceding article
on Academy of Sport.
 2. Routes to New York World's Fair 1939 -
preceding article on Transportation.
 3. Demonstration Houses - Shelter Group -
preceding Town of Tomorrow.

NOTE

For explanation of Plot Numbers - see Map at
front of Manual.

The asterisk before name of building indicates
that building is Fair-built.



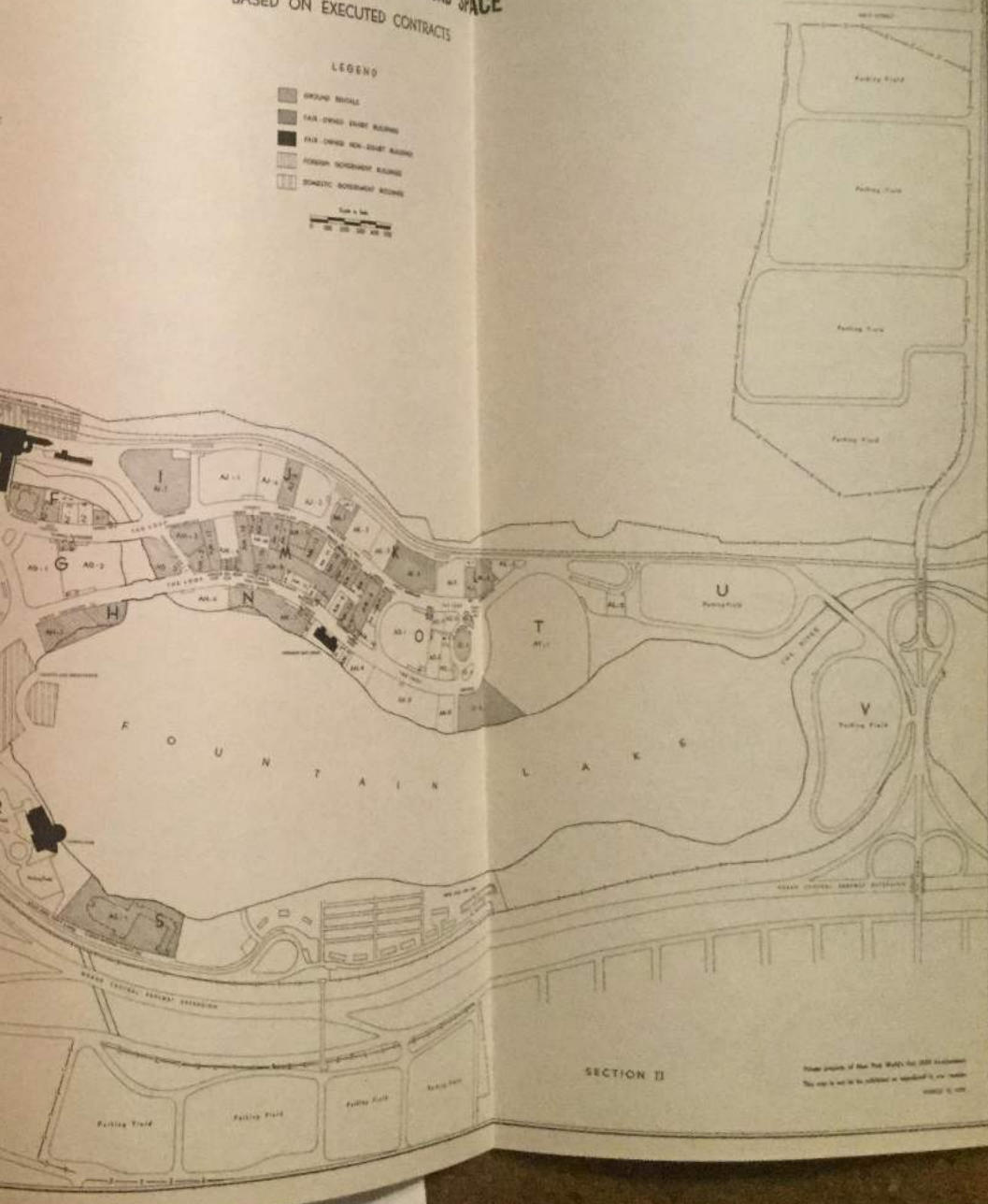
DEFINITIVE ALLOTMENT OF GROUND SPACE BASED ON EXECUTED CONTRACTS

LEGEND

- GROUND BUILDINGS
- PAV. DRIVEWAY DRIVE BUILDINGS
- PAV. DRIVEWAY NON-DRIVE BUILDINGS
- FOREIGN INVESTMENT BUILDINGS
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Scale 1:1000

0 100 200 300 400 500



These plans of New York City, New York, are based on the plans of the City of New York, New York, and are not to be construed as a guarantee of the accuracy of the information contained therein.

* ACADEMY OF SPORTS

LOCATION : Constitution Mall
and Adams Street

Plot O-6

PLOT SIZE : 60,000 square feet

Food Zone

ARCHITECTS: Leonard M. Schultze
Archibald M. Brown

EXHIBIT PLANS

The Academy of Sports, a section of the Heinz Dome and Academy of Sports (Building), will contain an exhibit of famous trophies and will feature exhibits by leading firms in many branches of the sporting goods industry. All sports activities, including the award of trophies and pennants to winning teams and individual champions, flag-raising ceremonies and other special events will be centered here.

Such leaders as Babe Ruth, Lou Gehrig, Jim Crowley, Gene Tunney and Lawson Robertson will head the "faculty" at a School of Sports, conducting demonstrations in coaching in their respective fields of baseball, football, track, field and boxing.

Shortly after the opening of the Fair, the winner of the Annual Academy Award will be crowned with the "Golden Laurel" of the New York World's Fair for the "Outstanding Achievement in Sport during 1938." The voters for this "Golden Laurel" Sports Contest will be 215 members of the Fair's Advisory Committee on Sports composed of outstanding authorities on athletics. The contest is open to male or female, amateur or professional; athlete or non-athlete.

NOTE

For description of building see Heinz Dome and Academy of Sports.

February 25, 1939

* ADMINISTRATION BUILDING

LOCATION : Adjacent to Grand Central Parkway

Plot S-1

PLOT SIZE : 178,500 square feet

ARCHITECTS : Allied Architects: Harvey Stevenson
Eastman Studds
Gerald A. Holmes
John A. Thompson
Edgar I. Williams
Richard A. Kimball
Ellery S. Husted

CHARACTERISTICS Stucco and steel on foundation of piles and spread footing.

Shape: H-shaped wings to north, rotunda in center, circular wing to south. Two stories high.

Feature: Large octagonal rotunda 75' high.

The Administration Building houses the employees of the Fair Corporation. Located on the northwest corner of the main exhibit area, just east of the Grand Central Parkway Extension and south of the Long Island Railroad, it stands just outside one of the main gates, and is easily accessible both from within and without the grounds.

The rotunda is used as an exhibit hall and contains four exhibits intended to demonstrate to manufacturers and exhibitors modern exhibit technique. These exhibits, which were formally opened to the public on October 5, 1937, are as follows: Fabrics, by Henry Dreyfuss; Color, by Raymond Loewy; Clocks, by Walter Dorwin Teague; and Chemicals, by Lewis Skidmore. A reception desk with a staff of attendants is at the eastern end.

Over the entrance to the rotunda, which is also the main entrance to the building, is a figure by Albert Stewart - "Mithrana" - poised on Manhattan's skyscrapers, lifting the veil from the World of Tomorrow and welcoming the world to the Exposition.

February 25, 1939

ADMISSION

Pre-Fair Period

The grounds are closed to visitors until opening day.

Fair Period

The Fair will be open to visitors daily, including Sundays and holidays:

9:00 A. M. to 10:00 P. M. in the Exhibit Area

9:00 A. M. to 2:00 A. M. in the Amusement Area

Term of Fair

Opening Date: April 30, 1939

Closing Date: Not later than November 1, 1939

Present plans are to run the Fair for one year only.

Entrances

The nine entrances to the Fair Grounds are:

I. R. T. - B. M. T. Subway Entrance at Bowling Green Plaza, Exhibit Area. (Also entrance for chartered bus passengers.)

Long Island Railroad Entrance at Long Island Plaza, Exhibit Area.

Administration Building Entrance to Exhibit Area. (Also entrance for Boat Basin and for Department of Parks Parking Field.)

Corona Entrance at either side of the Chrysler Motors Building. (Also entrance for taxi and scheduled bus passengers.)

World's Fair Boulevard Entrance (North) to the Exhibit Area and (South) to the Amusement Area.

Flushing Entrance at Federal Place in the Government Area.

(Continued)
March 6, 1939

Entrances (Continued)

Independent Subway Entrance at Times Square in the Amusement Area.

South Entrance from Main Street Flushing Parking Field and Sixty-Ninth Road to the Amusement Area.

Fountain Lake Entrance from World's Fair Boulevard Parking Field to the Amusement Area.

Charges

The general admission price for adults will be seventy-five cents and for children, up to fourteen years of age, twenty-five cents. There will also be special children's days which will be held about once a week, on which days children under fourteen will be admitted for ten cents up to 2:00 P.M.

The Corporation is making an offering of multiple admission tickets at reduced prices. This offer is only good for a limited time and these tickets will not be available after the Fair opens. The tickets are as follows:

1. A Souvenir Book containing five general admission tickets and six concession admission tickets, face value \$5.40, sales price \$3.75. This issue is limited and will be available during the advance sale only.
2. A non-transferable Season Ticket with identifying photograph for \$15.00. This ticket entitles the owner to unlimited admissions to the Fair.
3. A non-transferable Twenty Admission Ticket with identifying photograph for \$7.50. Tickets in this book entitle the bearer to twenty admissions to the Fair at any time on any day. This issue is limited and will be available during the advance sale only.
4. A Children's non-transferable Season Ticket with identifying photograph saleable to children between three and fourteen years of age at \$5.00. This ticket entitles the owner to unlimited admissions to the Fair. These tickets, when sold through schools, are good for all pupils of high schools, regardless of age.

Charges (Continued)

5. A School Children's (up to and including high school) non-transferable Twenty Admission Ticket requiring the signature of the owner and of the appropriate school authority at \$2.00.
6. A College Student and School Teachers' non-transferable Season Ticket with identifying photograph and signature of owner and of the appropriate school authority, at \$7.50. This ticket entitles the owner to unlimited admissions to the Fair.
7. A College Student and School Teachers' non-transferable Twenty Admission Ticket with identifying photograph and signature of the owner and school authority, at \$5.00.

Persons living at a distance will be able to buy combination tour tickets which will include railroad fare, hotel accommodations, admission to the Fair and perhaps other privileges. Consult local travel agency or ticket office.

Advance Sale

Advance sale of special tickets, to be sold only before the opening of the Fair, began February 24, 1939.

Tickets sold at: Administration Building, Fair Site

Room 2415, Empire State Building

For further information, refer to:

Raymond Harrington
Director of Special Admissions
World's Fair, New York

Concessions

For prices of admission to Concessions, see article on Concessions.

Exhibits

With very few exceptions admission to the hundreds of government and commercial exhibits will be free. The present exceptions are:

Exhibits (Continued)

- | | |
|--|--|
| 1. Pageant - "Railroads on Parade" | General Admission \$.25
Reserved Seats .75
Box Seats 1.00 |
| 2. Contemporary Arts Exhibit | Twenty-five cents |
| 3. Democracity, Theme Center | Probably twenty-five cents |
| 4. Town of Tomorrow | Ten cents |
| 5. Auditorium - Hall of Fashion | Probably nominal charge |
| 6. Auditorium - Eastern Presidents' Conference | Probably nominal charge |

ALBANIA

LOCATION : Presidential Row South

Plot GF-3

PLOT SIZE : 5,000 square feet

Government Zone

ARCHITECT : John H. Burchards

MURALIST : Count de Montale

EXHIBIT PLANS

Large photographs portraying the modern architecture and achievements in the field of science, education, art will be used extensively in the Albanian exhibit. There will be an exhibit of antiques. In addition, objects from the excavations of Butrinto and Pojani will tell some of the story of Albania's past.

"The actual exhibits of Albania will include the products of the country such as tobacco, oil, olives, furs, minerals, wines, handicrafts."

The restaurant on the first floor of the Albanian Building will have eight murals each 8' x 10' portraying rural scenes and scenes relative to the history of Albania. Albanian dishes such as Shish-Kebab and Musaka will be served. Chef Thomas Bartoz has arranged especially for the World's Fair a dish which he believes will make the restaurant famous.

February 25, 1939

AMERICAN RADIATOR AND STANDARD SANITARY BUILDING

LOCATION :	Avenue of Patriots	Plot M-5
PLOT SIZE :	66,874 square feet	Community Interests Zone
ARCHITECT :	Voorhees, Walker, Foley & Smith	Landscape, (Vitale & Geiffert
DESIGNER :	Skidmore & Owings	(Gilmore D. Clarke
EXHIBITOR :	American Radiator & Standard Sanitary Corporation	

CHARACTERISTICS Size: 320 feet long - arc-shaped.

Materials: Steel and stucco. Erected on piles.

Features: Common materials of the industry.
Copper tubing predominates - formed
into decorative features and architectural designs.

Huge colonnaded arc to be accented and
to be closed in stormy weather by colored
curtains of New York Blue and Dutch
Orange, 32 feet high.

EXHIBIT PLANS

Theme:	Progressive steps toward home comfort, convenience and health.
Nature:	Educational. Explains in interesting, instructive manner the functions of modern heating, air-conditioning and plumbing equipment for the home.
Medium:	Animated three-dimensional dioramas, operating units and displays of typical equipment. Many types of new bathroom and kitchen arrangements.
Purpose:	To bring home to the average American citizen a demonstration of how these modern conveniences work and the great possibilities offered every family to- day to achieve greatly improved standards of health, comfort and convenience.

February 25, 1939

AMERICAN TELEPHONE AND TELEGRAPH BUILDING

LOCATION : Court of Communications Plot M-I
PLOT SIZE : 139,066 square feet Communications Zone
ARCHITECTS: Voorhees, Walker, Foley and Smith
EXHIBITOR : Bell Telephone Laboratories, Incorporated

CHARACTERISTICS Steel, plywood and transite on spread footing base.

Occupies a triangular plot - entrance through a pavilion in a semi-circular court containing a sculptured group. From court to building proper, a walk leads through a grove of 150 mountain pine trees.

Use of telephone equipment in decoration.

EXHIBIT PLANS

Visitors to the building are invited to make long distance telephone calls in a demonstration of nation-wide telephone service. One hundred and fifty or more visitors, each day, are chosen by lot to participate in this demonstration. Calls may be placed to any listed telephone in the United States. Extra receivers are provided so that hundreds of other visitors may listen in.

Visitors will also have the opportunity of scientifically testing their own hearing both for spoken words and musical tones. Telephones for reproducing the human voice will enable the visitor to hear his own words and thus to criticize the quality of his voice objectively.

The interior of the building is acoustically treated in a novel and interesting design. A wide balcony, reached by escalators and stairways, surrounds the exhibit areas and offers advantageous positions for viewing the exhibits and demonstrations.

In addition, there will be displayed developments in the arts of electrical communication never before exhibited.

February 25, 1939

AMERICAN TOBACCO COMPANY BUILDING

LOCATION : Avenue of Pioneers Plot I-P-3
PLOT SIZE : 38,850 square feet Food Zone
ARCHITECT : Francisco and Jacobus

CHARACTERISTICS

Steel, stucco and Robinson metallic siding. Erected on piles.

Square in shape - series of concave flutings round off the corners. 11,000 square feet of exhibit space.

Grounds in rear landscaped into miniature park.

EXHIBIT PLANS

Purpose: To show how LUCKIES are made - to demonstrate care and attention given to selection and purchase of the fine center leaf tobaccos used in LUCKY STRIKES - to show the cleanliness and mechanical perfection of the machines themselves.

Feature: Full-sized manufacturing unit - shown in operation from the manufacture to the packaging.

Six dioramas showing steps in planting, growing, curing and marketing of tobacco.

Motion pictures showing the exclusive LUCKY STRIKE "Toasting" process and other steps in preparing tobacco for LUCKY STRIKES.

February 25, 1939

AMUSALON, INC.

LOCATION : The Loop Plot AA-6
PLOT SIZE : 10,270 square feet Amusement Zone
DESIGNERS : Fellheimer & Wagner
EXHIBITORS: American Museum of Natural History - Hayden Planetarium
Longines-Wittnauer Watch Company

EXHIBIT PLANS

The Amusalon is the exhibit of the American Museum of Natural History-Hayden Planetarium and the Longines-Wittnauer Watch Company -- one of the outstanding features of the Fair. It will contain the Theatre of Time and Space in which the rocket flight will be staged. Another section of the exhibit will be known as the Hall of Fame of Time in which will be displayed Longines-Wittnauer watches, chronometers and precision timepieces which have made noteworthy contributions to aviation history.

The rocket flight will be the most unusual feature of the theatre. This spectacle will be produced in an auditorium, an unusual feature of which is the shape of the enclosing dome which rises to a height of 44 feet at its interior apex. This dome will serve as a screen for the projection of motion pictures and as such be the stage on which the drama of the constellations will be enacted. Every hour there will be staged three rocket flights, each of fifteen minutes' duration, during which the "travelers" in the rocket ship will see the mysteries of the sun, moon and stars as they listen to a commentator's explanation of them. By means of trick photography and sound effects one is given the impression of travelling to other planets.

The American Museum of Natural History-Hayden Planetarium will also display the Longines apparatus which was used by the expedition sent to Peru in timing the 1937 total eclipse of the sun, and the equipment used in the British Guiana Expeditions.

Finally, this amazing exhibit will include a display of 300 old and famous timepieces from the Vacheron and Constantine collections sent from Switzerland which tell a chronological story of watches from the earliest days of their invention and use.

February 28, 1939

AMUSEMENT

These thumb-nail sketches of many of the attractions which will be found in the 280-acre plot of the Amusement Zone of the New York World's Fair will prove that the World's Fair plans do not fail to include one of the most complete and diverting fun areas ever designed for the amusement of the public:

The visitor will have the opportunity to enjoy a reproduction of New York as it was in the days of gas street lamps, horse cars, hansom and helmeted policemen. Each evening, Steve Brody will jump six times from "Brooklyn Bridge."

A typical Alpine village will be reproduced where visitors may ski, skate and toboggan in true Tyrolean atmosphere which will be accentuated each evening by a realistic snowstorm.

From the thrill of winter sports the visitor may turn toward the southern side of the Amusement Zone where he will find the Cuban Village with its semi-tropical manner of living. The sugar and tobacco industries of Cuba will be represented by a sugar mill and a cigar factory. The cabaret restaurant, burlesqued bull fights, a Spanish carousel and a puppet show will portray the Spanish background of Cuban customs.

"Merrie England" will represent an Elizabethan village which has a Shakespearean theatre as one of its major attractions.

The reproduction of a Kiva will demonstrate the games, handicraft and rituals of Indian life.

The miniature village of Admiral Byrd's Penguin Island will be inhabited by at least fifty penguins.

At the north end of the Amusement Zone, "The Children's World" will cover five and one-half acres and may well be the children's own "World's Fair." There will be streamlined trains which will add to the enjoyment of their "Trip Around the World."

Located near the "Children's World," the permanent structure of the Fountain Lake Amphitheatre will be the scene of water carnivals and pageants. The World's Fair Music Hall with its seating capacity of 2,500, the National Advisory Committees Building and the National Cash Register Building will be found nearby.

"Living Magazine Covers" will be presented by a famous artist who specializes in feminine beauty. There will be a city of midgets, appropriately named "Little Miracle Town." The illusion of a trip to Mars will be experienced in "Adventures of Flash Gordon." "Victoria Falls" on the Zambesi River will be seen in replica. "Enchanted Forest," an illusion show, will be operated by Tony Sarg.

(Continued)
February 25, 1939

The Amusement Zone will also provide the opportunity for an Aerial Joyride, a Boomerang Ride, a 250-foot parachute jump, trips in the Flying Turns, the Auto Dodgem and the Stratoship.

These are only a few of the novel attractions which have been planned for the pleasure and entertainment of visitors to The New York World's Fair.

See: Children's World
Concessions
Fountain Lake Amphitheatre

February 25, 1939

ARCHITECTURE

The Board of Design of the New York World's Fair has maintained supervision of all general plans of the grounds and approaches, the disposition of buildings on the Site and the Theme of the Fair as exemplified in the various exhibit sectors. This has insured a harmony not otherwise attainable between the architectural pattern and the ideas which the exhibits represent. The membership of this board comprises:

Stephen F. Voorhees	- Architect - Chairman
Robert D. Kohn	- Architect
R. H. Shreve	- Architect
W. A. Delano	- Architect
Gilmore D. Clarke	- Landscape Architect
Jay Downer	- Engineer
Walter D. Teague	- Industrial Designer

The Fair Architecture is designed to appear as what it really is - temporary structures for exhibit space. Windows are not necessary in such buildings. No effort has been made to imitate permanent and historic architecture.

The general plan of avenues and divisions is a direct result of the scheme of functionally zoning the exhibits and of the practical consideration of efficient and rapid circulation.

A competition was held in which all architects practicing within one hundred miles of New York were eligible. Nearly all of the winners of prizes were awarded contracts to design Fair Buildings. The artists selected to work for the Fair represent every expression current in American life. The Board of Design designates only the scale and color which will make the finished pattern harmonious.

The architects and decorators of private exhibit buildings were chosen by the exhibitors, but their plans were subject to the Board of Design's approval.

The New York World's Fair is to a large extent a first-floor show to reduce to a minimum visitors' fatigue. To relieve the monotony of this low line, however, there are scattered throughout the grounds many tall decorative structures.

Characteristics which best fit the functions were determined before the buildings were designed - for example, the prow-line facade of the Marine Transportation Building, the hangar-shaped Aviation Building and the powder-box Vanity Fair Building.

It is the Fair's intent to demonstrate the best possible use of the tools available today. This purpose is reflected in the architecture. It is functional, modern and powerful, and possesses that dignity which is born of simplicity.

February 25, 1939

ARGENTINA

LOCATION : Presidential Row South

Plot GM-2

PLOT SIZE : 20,020 square feet

Government Zone

ARCHITECT : Armando d'Ans

CHARACTERISTICS

The entrance of the off-cream colored stucco of Argentina's Pavilion will be formed by four modernistic columns.

EXHIBIT PLANS

To the right of the entrance the main exhibit hall will be found where the displays of agricultural products and textiles may be seen.

The gaily colored all-weather capes worn on the pampas will be an interesting feature in the textile group because of the possibility of adapting them for wear on the beaches of the North. A diorama will portray the stages of development of the republic.

One of the outstanding features of the Argentine Pavilion will be the exhibit of sculpture and paintings by Argentine artists. The pictures will be changed at stated times to make the exhibit as comprehensive as possible.

In the motion picture theatre, films will be run depicting life in Buenos Aires, on the pampas and in the vacation resorts of the lake regions.

After a tour of the exhibits visitors may sit on the outdoor terrace or on the balcony of the cocktail bar and enjoy refreshments typical of Argentina.

March 2, 1939

AUSTRALIA

LOCATION : Hall of Nations
South Pavilion of the British Pavilion

Plot G-P-4

Government Zone

PLOT SIZE : 8,000 square feet

ARCHITECTS: Stephenson and Turner
Scott and Teegen (New York)-Consultants

EXHIBIT PLANS

Informative exhibits emphasizing three aspects of Australian life will be shown in the following sections:

Wool. Here an attempt will be made to give through action exhibits, color and mural decorations an impression of the world's most important wool-producing country, which pastures over 110,000,000 sheep. The modern tendency to the use of wool specially designed to meet each seasonal need and the effective organization of the industry will be emphasized.

Industry. This section is planned to interest investors and illustrate the diversity of Australia's industrial resources. Devices will show the environment of industries producing goods of nearly 900,000,000 dollars' value yearly. Australia's success in attaining harmonious relations between employer and employee will be emphasized.

Travel Attractions. Action exhibits and colored scenes in this section will show Australia's attractions as a sea and country resort, and the manner in which these are being developed for the visitors of tomorrow.

In addition, a modern museum display will show the unique birds and animals for which Australia is famous: the gentle koala, the platypus - missing link between bird, animal and fish - and birds of brilliant plumage.

It is proposed to establish an inquiry office where first-hand information on Australian affairs will be supplied by specially trained attendants.

February 25, 1939

AVIATION BUILDING

LOCATION : Avenue of Transportation Plot I-Z-2
PLOT SIZE : 185,110 square feet Transportation Zone
ARCHITECTS: William Lescaze
J. Gordon Carr
EXHIBITORS: Bendix Aviation Corporation
Sperry Gyroscope Company, Incorporated

EXHIBIT PLANS

As one approaches, the architectural effect is that of an airport's administration office. The building embodies the architect's idea of "flight in space." The architecture is functional, representing a hangar.

Upon entering, the visitor will become aware of a persistent droning, as of a plane in flight. It is planned to have a huge transport plane suspended from the ceiling. Controls of this plane will be manipulated by the visitor.

Exhibitors will be grouped together so as to form a coordinated display -- all safety features in one area, motors in another, etc.

The latest types of planes will be on display in the central portion of the structure.

One group of exhibits will emphasize the industry's reliance on research.

February 25, 1939

BALLANTINE'S GARDENS
(The Three-Rings Inn)

LOCATION : Times Square and Broadway

Plot AD-1

PLOT SIZE : 61,296 square feet

Amusement Zone

ARCHITECTS: Ely Jacques Kahn
Irwin Scott
Otto Teegan

CHARACTERISTICS

The restaurant building with many gables, steep roofs and decorative exterior murals featuring the Ballantine "Three Rings" trade mark, suggests a convivial Continental atmosphere. The interior, with spacious lobbies and semi-private meeting rooms, will accommodate large crowds easily.

EXHIBIT PLANS

The largest restaurant at the Fair, Ballantine's Gardens, arranged in three sections, can serve 2,000 people at a time: 1,000 persons in the main restaurant, 500 in the bar restaurant, and 500 in the cafeteria. Cooling and storage rooms for beer and ale will be a featured exhibit.

The entertainment will consist of a large string orchestra, a male octet, singing waiters and community singing, with added attractions in the bar restaurant in the persons of the well-known radio entertainers, Heer Louis, The Weasel and The Hungry Five.

In a reinforced, burglar-proof glass display, 5,000 new one dollar bills, to be distributed to charities at the close of the Fair, will be exhibited in the cornerstone of the building.

BEECH-NUT PACKING COMPANY BUILDING

LOCATION : Rainbow Avenue Plot N-13
PLOT SIZE : 45,896 Square Feet Food Zone
ARCHITECT : Magill Smith

CHARACTERISTICS

Piling base, steel, stucco, wall board. Ivory white in color tending toward the yellow of the zone in which the building is located. Side walls in red diagonally patterned in white stripes. Generally rectangular in shape with rounded and softened corners. A glassed-in porch has supporting columns with illuminated Beech-Nut signs in silhouette.

EXHIBIT PLANS

"Step Back into Youth with Beech-Nut" is the company's invitation to visit its exhibit, the keynote of which will be entertainment. A miniature circus, the "Biggest Little Show on Earth," shown in animated form, will be the main attraction.

Animated dioramas will show the growing, processing, packing and shipping of coffee; also the growing of peanuts, tomatoes and various vegetables used in the Beech-Nut Strained Foods. Perhaps the most interesting of these dioramas will be the one showing the jungles of Central America where chicle, the basic ingredient of chewing gum, is collected from the Sapota trees.

Free coffee will be served at an elaborate coffee bar, and free samples of the "Always Refreshing" Beech-Nut Gum will be distributed by sampling girls.

February 25, 1939

BELGIUM

LOCATION : Rainbow Avenue

Plot GU-1

PLOT SIZE : 100,000 square feet

Government Zone

ARCHITECTS: Van de Velde Stynen & Bourgeois

EXHIBIT PLANS

Steel erected on piles. Terra cotta and slate finish.

Diamonds -- Bibles -- a colonial exhibit from the Belgian Congo -- printing are among the widely varied displays. Art binding, particularly in leather, is a fine craft in Belgium -- hence many examples are shown. Not generally known is the fact that most Bibles sold here are printed in Belgium.

Skilled lapidaries, putting glittering facets on gems, as they do in Antwerp, the center of the diamond industry, will here be seen. Diamonds worth several millions of dollars are to be exhibited.

Flemish and Walloon dishes, with delicacies cooked in fig leaves, will be specialties of the Belgium restaurants.

Carillon of 35 bronze bells, largest weighing 1300 pounds, smallest 15 pounds, now being cast in Tournai, Belgium, to be played daily during the Fair.

In appreciation of American aid during World War and favorable results of commercial treaty concluded in 1935 between the two countries, a Latin inscription will be placed on largest of the 35 bronze bells in carillon for tower of exhibit building: "Because I am named Leopold, I ring only for peace over the Atlantic."

February 25, 1939

BIRTH OF FAIR

During the Century of Progress Exposition, the dream of having a New York World's Fair revived in the minds of many New Yorkers. After the Century of Progress was completed in the fall of 1935 a group met and discussed plans for the Fair. They made contact with business leaders and with city, state and federal officials.

On September 17, 1935, plans were announced at a dinner at the Ritz-Carlton and were enthusiastically received. On September 23, 1935, plans were announced in the papers and the historical significance was decided as the 150th anniversary of the inauguration of George Washington. On October 22 a non-profit membership corporation entitled New York World's Fair 1939 Incorporated, was formed under the corporate laws of New York State. At the first meeting of the incorporators, a Board of Directors of twenty-one members was elected. Special committees were formed and new memberships were made. On May 4, 1936, Mr. George McAneny resigned his presidency to become Chairman of the Board of Directors and Mr. Grover A. Whalen was elected president of the corporation.

February 25, 1939

BOOKS ABOUT THE FAIR

The Fair Corporation is cooperating with authors and publishers to provide the public with authentic descriptive and pictorial matter concerning the more serious and important features of the Fair. The seventeen books and publications so far approved by the Fair are authentic and are of definite educational, scientific and informative value. Thus, visitors will be able to purchase literature about the Fair which shows a thoughtful consideration of all phases of the exposition.

The three publications most immediately concerned with the Fair are the Official Guide Book, the Official Souvenir Book and the Official Daily Program. All three will be published by Exposition Publications, Inc. A detailed description of the three official publications follows:

The Official Guide Book will contain from 256 to 320 pages, of which not more than 91 will be devoted to advertising. One third of the text pages will consist of illustrations. Contents will include complete information about all exhibits, concessions and amusements, general facts about the Fair, maps and numerous illustrations. The cover will be printed in full color.

Size of the standard edition, which will sell for 25 cents, will be 5 1/4 by 8 1/4. Limited editions will have a 7 by 10 inch format and will sell for 50 cents, paper binding; \$1, board; \$2, cloth; \$3.50, fabricoid, and \$5, genuine leather.

Foreign editions, selling for 50 cents a copy, will be printed in French, Yiddish, Spanish, Italian and German. Advertising rates will be based on a page rate for complete circulation of \$2 per 1,000.

In addition to its sale on stands and at all Fair entrances, the Guide Book will be given national newsstand distribution beginning March 1. First printing will run to 500,000 copies, and it is estimated that total circulation will amount to at least 2,000,000 and may approach 3,000,000 copies.

The Official Daily Program will be an eight-page newspaper measuring 8 1/2 by 11. It will contain accounts of special events, current activities and future happenings, in addition to a schedule of daily features. Printed on coated stock, priced at 5 cents, it will be sold only on the Fair grounds. Not more than half of each issue may be devoted to advertising.

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The Official Souvenir Book, measuring 11 by 14 inches and containing no advertising, will run to 144 pages, of which 18 will be in full color and 36 in two colors. There will be 70 full page illustrations. In paper binding, it will sell for \$1; in board, \$2; in cloth, \$3.50; in fabricoid, \$5; in leather, \$10; in genuine hand-tooled leather, \$25, and in a limited de luxe autographed edition, \$100. The initial printing will total 200,000 copies.

Other books included in the book program of the Fair are:

THE ARCHITECTURE OF THE NEW YORK WORLD'S FAIR. This presents the ideas behind the architecture of the Exposition. The text, embellished with 350 photographs, has been prepared by the editors of Architectural Forum in collaboration with noted architects.

ART IN NEW YORK. A guide to art in New York City, exclusive of the Art Exhibit at the Fair. Prepared by the Art Commission of the City of New York and edited by Dr. A. Everett Peterson.

CATALOG OF THE EXHIBITION OF CONTEMPORARY AMERICAN ART. Illustrates every item accepted for display in the Fair's Contemporary Arts Building. Preface by Holger Cahill, director of the exhibition, and biographical notes upon the artists. Publisher, National Committee for Art Appreciation, Ltd.

ETCHINGS, NEW YORK WORLD'S FAIR 1939, by Gordon Gilkey, 65 etchings of scenes and buildings. Publisher, Charles Scribner's Sons.

THE FAIRS OF THE PAST, THE FAIR OF TOMORROW. An illustrated pamphlet by Dr. Frank Monaghan, half of it devoted to a historical survey of expositions, the remainder to the New York World's Fair. Published by the Encyclopaedia Britannica.

FOOD AT THE FAIR, edited by Crosby Gaige, with a preface by Oscar of the Waldorf and a cover illustration by Peter Arno. Published by Exposition Publications, Inc.

GOING TO THE FAIR. What the visitor to the Fair will find there and also in New York. A comprehensive preview in words and pictures. Sun Dial Press, Inc.

HERE IS NEW YORK, by Helen Worden. An informal guide to the city, with drawings by the author.

NEW YORK CITY FOR TEACHERS. (Tentative title) A guide to the educational features prepared by the Federal Writers Project in association with the Fair's Committee on Education.

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NEW YORK, THE CITY WASHINGTON KNEW, by Marvin Lowenthal and Dr. Frank Monaghan. This volume, published by Doubleday, Doran & Co., pictures life in the World's Fair city at the time of General Washington's inauguration as first President. Illustrated with old prints.

NEW YORK, THE WORLD'S FAIR CITY. The volume, with an introduction by Grover A. Whalen, and text by Dr. Frank Monaghan, offers 160 photographs of the city at work. Garden City Publishing Co.

PAGEANT OF THE STATES, by Dr. Ernest Sutherland Bates and Dr. Herman S. Schiff, with a preface by Grover A. Whalen. There is a separate page map in full color of each of the 48 states, with accompanying historical text. Published by Random House.

PLANNING AND BUILDING THE FAIR, by Christopher Morley. The story of the Exposition from initial ground breaking to opening day. Fully illustrated. Publishers, J. B. Lippincott Company.

SCIENCE FOR THE WORLD OF TOMORROW, by Dr. Gerald Wendt, Director of Science and Education for the Fair. Illustrated from scientific material in the Exposition. Published by W. W. Norton & Co.

WORLD'S FAIR COOK BOOK, by Crosby Gaige, culinary authority. Presents both American regional dishes and international recipes. Published by Doubleday, Doran & Co.

BORDEN COMPANY BUILDING

LOCATION : Jefferson Place Plot I-0-9
PLOT SIZE : 80,511 square feet Food Zone
ARCHITECT : Voorhees, Walker, Foley & Smith

CHARACTERISTICS Steel and stucco on spread footings.
Rectangular structure - circular facade facing the Mall.

EXHIBIT PLANS Theme: THE DAIRY WORLD OF TOMORROW.
Feature: The Rotolactor (milk merry-go-round.)
Champion cows shower-bathed, dried with individual towels and milked by vacuum tubes. Demonstrated inside a huge cylindrical glass screen.

Every operation in modern handling of milk shown from pasteurization and irradiation to cooling, bottle washing and bottling.

Main Exhibit Hall: Special show on ice cream.

Number of mystery shows being secretly planned.

Lighting effects, concealed voices and disappearing scenes to complete the mystery shows.

New rotating bull exerciser for exhibition of famous siros of the cattle world.

Dioramas showing making, processing and handling of scores of Borden products.

February 25, 1939

BRAZIL

LOCATION :	Gardenway	Plot G-T-2
PLOT SIZE :	48,008 square feet	Government Zone
ARCHITECTS:	Lucio Costa Oscar Niemeyer Soares	

EXHIBIT PLANS

Building of steel and stucco - ship-lap siding - erected on piles.

From a pavilion on slender columns, raised a full story above ground level, visitors will see a tropical garden. Seats beneath in shade of broad-leaved equatorial trees - royal palms - brilliant flowers making an exotic visiting place in a colorful background - in the center, a pool and fountain.

An aviary of tropical birds is a special feature of the exhibit -- their vivid plumage and strange species a welcome and arresting sight to northerners. A glass wall overlooking the garden affords free view of the brilliant scenes.

Coffee, its cultivation and preparation, will be emphasized, and a cup of the fragrant beverage individually prepared for each visitor. Sculpture, textiles, arts, crafts, cultural exhibits will complete the display, tropical in its brilliance.

February 25, 1939

BRITISH PAVILION

LOCATION : Presidential Row North Plot G-0
PLOT SIZE : 109,817 square feet Government Zone
ARCHITECTS : Howard Robertson
John Easton
Stanley Hall
Harold Barrett, Associate

CHARACTERISTICS Building of steel and stucco on pile foundation.

EXHIBIT PLANS The British Pavilion includes two main sections: the Hall of Honor, which will be devoted to Great Britain's past; and the Hall of Achievement, which will present modern developments and plans for the future.

In the Hall of Honor, an elaborate display of heraldry, including coats of arms, banners and other appurtenances of chivalry will portray some aspects of the traditional pageantry of Great Britain. In another part of the building will appear a large family tree decorated with ninety-two painted coats of arms showing the direct descent of George Washington from King John of England.

The Hall of Achievement contains a row of vast windows presenting an unobstructed view of the formal English Garden. Here on the open-air terrace, tea will be served and music will be furnished during the summer, by different military bands. The first of these will probably be the Coldstream Guards, and later it is expected that the Argyll and Sutherland Highlanders Band will play.

On the first floor of the Hall of Achievement are special exhibits depicting the development of the important social services of the United Kingdom; a maritime section illustrating the progress of British sea transport; and a series of industrial exhibits including fine woolens, Irish linen, leather, pottery and fine chinaware.

On the ground floor will be a Hall of Metals, an exhibit of contemporary British art, a Hall of Democracy and a cinema.

It is probable that King George and Queen Elizabeth will visit the Fair early in June, 1939.

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BUILDINGS

<u>BUILDING</u>	<u>ZONE OR AREA</u>	<u>PLOT NUMBER</u>
*Academy of Sport	Food	O-6
*Administration	Other Buildings	S-1
American Radiator	Community Interests	M-5
American Telephone and Telegraph	Communications	M-1 & 2
American Tobacco	Food	P-3
Amusalon	Amusement	AA-6
Argentina	Government	GM-2
*Aviation	Transportation	Z-2
Ballantine's Gardens	Amusement	AD-1
Beech-Nut	Food	N-13
Belgium	Government	GU-1
Borden	Food	O-9
Brazil	Government	GT-2
British Pavilion	Government	GO-1
*Business Systems and Insurance	Production and Distribution	U-3 & 4
Canada	Government	GM-1
Carrier Corporation	Production & Distribution	Q-2
Casino of Nations	Communications	M-2
Children's World	Amusement	AB-2
Chile	Government	GG-5
Christian Science	Community Interests	N-18
Chrysler Motors	Transportation	Y-1
*Communications	Communications	R-2
Consolidated Edison	Production & Distribution	P-1
*Consumers	Production & Distribution	O-5
*Contemporary Arts	Community Interests	J-4
Continental Baking	Food	O-1
Court of States	Government	GS, GU
Crosley Corporation	Communications	T-3
Czechoslovakia	Government	GR-3
Distilled Spirits Exhibit	Food	O-12
Du Pont (E.I. du Pont de Nemours)	Production & Distribution	Q-5
Eastern Presidents' Conference	Transportation	X-1
Eastman Kodak	Production & Distribution	Q-9
Eighth Avenue Independent Subway Station	Amusement	AQ-1
Electric Farm Group	Community Interests	J-7
Electric Utilities Exhibit Corporation	Production & Distribution	V-4
*Electrical Products	Production & Distribution	V-3
Elgin Watch Company	Production & Distribution	Q-10
*Employment	Other Buildings	
Equitable Life Assurance Society of U. S.	Production & Distribution	V-2

(Continued)
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Index of Buildings-2

<u>BUILDING</u>	<u>ZONE OR AREA</u>	<u>PLOT NUMBER</u>
Firestone Tire and Rubber	Transportation	Z-3
Florida	Amusement	AS-1
*Food #2	Food	N-7
*Food #3	Food	O-7
Fountain Lake Amphitheatre	Amusement	AP-1
Ford	Transportation	W-1
France	Government	GT-1
Gardens on Parade (See Hortus, Inc.)	Community Interests	GN-1
Gas Exhibits	Community Interests	N-3
General Cigar	Food	O-3
General Electric	Production & Distribution	V-1
General Motors	Transportation	W-2
Glass, Incorporated	Production & Distribution	P-2
Goodrich	Transportation	X-2
*Hall of Fashion-Apparel and Accessories	Community Interests	L-1
*Hall of Industrial Science	Production & Distribution	Q-7
*Hall of Nations	Government	GC,D,E,F,K,L, P, Q
*Hall of Pharmacy	Production & Distribution	U-1 & 5
*Heinz Dome and Academy of Sport	Food	O-6
*Home Building Center Exhibit	Community Interests	J-5
*Home Furnishings	Community Interests	N-6
Hortus, Inc.	Community Interests	GN-1
House of Jewels	Community Interests	N-1
Illinois	Government	GS-11
Ireland	Government	GF-1 - GM-4
Italy	Government	GJ-1 - GK-5
Japan	Government	GQ-6
Jewish Palestine	Community Interests	N-12
Johns-Manville	Community Interests	M-4
League of Nations	Government	GG-2
Maine	Government	GS-8
Masterpieces of Art Museum	Communications	T-1 & 6
*Marine Transportation	Transportation	Z-1
*Medicine and Public Health	Community Interests	N-5
Men's Apparel Quality Guild	Production & Distribution	Q-3 & 4
Merric England	Amusement	AH-1
*Metals	Production & Distribution	P-6
Missouri	Government	GU-3

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Index of Buildings -3

<u>BUILDING</u>	<u>ZONE OR AREA</u>	<u>PLOT NUMBER</u>
*National Advisory Committees	Amusement	AB-1
National Cash Register	Amusement	AF-1
National Dairy Products	Food	O-15
Netherlands, The	Government	GI-1
*New England Combined Exhibits	Government	GS-1 & 2
New Jersey	Government	GS-4
New York City	Government	U-1
New York Zoological Society	Amusement	AA-5
Norway	Government	GM-3
Ohio	Government	GS-9
Pennsylvania	Government	GS-14
Petroleum Industry	Production & Distribution	P-7
Poland	Government	GI-2
Portugal	Government	GG-3
*Press and Promotion	Other Buildings	R-3
*Production and Distribution	Production & Distribution	V-7
Radio Corporation of America	Communications	M-3
Rumania	Government	GR-2
Schaefer House	Food Zone	IQ-6
*Science and Education	Community Interests	N-5
Standard Brands	Food	O-16
Sweden	Food	O-8
Swift and Company	Food	P-4
Switzerland	Government	GI-4
Temple of Religion	Community Interests	N-11
*Terrace Club	Amusement	AR-1
*Theme Center	Other Buildings	U-6
*Town of Tomorrow	Community Interests	J-9
Turkey	Food	O-10
Union of Soviet Socialist Republics	Government	GR-1
United States	Government	GB-1
*United States Post Office	Other Buildings	R-3
United States Steel	Production & Distribution	Q-1
*Utility	Other Buildings	
*Vanity Fair	Community Interests	R-1
Venczuela	Government	GG-4

(Continued)
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Index of Buildings -4

BUILDING	ZONE OR AREA	PLOT NUMBER
W. P. A.	Community Interests	N-2
Washington	Government	GU-2
Westinghouse	Production & Distribution	Y-5
West Virginia	Government	GS-6
Wisconsin	Government	GS-12
*World's Fair Music Hall	Amusement	AE-1
Y. M. C. A.	Community Interests	N-9

The following list of buildings is given in alphabetical order of the names of the buildings. The buildings are listed in the order in which they are located in the Fairgrounds. The buildings are listed in the order in which they are located in the Fairgrounds. The buildings are listed in the order in which they are located in the Fairgrounds.

Building of steel and stone on level facing East.

A-shaped building facing South by the corner to the body of the structure. Court contains square column on north side and round column in circular formation facing the West Court. A winging column runs parallel near the center of the Court.

Tower: Machine System

Tower by Machine System

A. and B. "Top" and "High." On wall at corner end of tower. On left of the circular column is a figure of a man. On right of the circular column is a figure of a woman. On left of the circular column is a figure of a man. On right of the circular column is a figure of a woman. On left of the circular column is a figure of a man. On right of the circular column is a figure of a woman.

C. Center of Machine System. On wall of tower.

* BUSINESS SYSTEMS AND INSURANCE BUILDING

LOCATION : Avenue of Transportation Plot U-3 and 4
PLOT SIZE : 61,050 square feet Production and
Distribution Zone
ARCHITECTS: Eric Gugler
John B. Slee
Robert H. Bryson
EXHIBITORS: Addressograph-Multigraph Corp.
Aetna Casualty & Surety Company
A. B. Dick Company
Dun and Bradstreet, Inc.
International Business Machines Corp.
Metropolitan Life Insurance Company
Morris Plan Industrial Bank of New York
The Mosler Safe Company
Underwood-Elliott-Fisher Company
York Safe & Lock Company

CHARACTERISTICS Building of steel and stucco on spread footing base.

L-shaped building distinguishable by its court in the body of the structure. Court contains square columns on north side and round columns in circular formation facing the Rose Court. A weeping willow tree stands near the center of the Court.

MURALS Theme: Business Systems

Three by Dunbar Beck

A. and B. "Day" and "Night." On wall at either end of loggia. On left of the sundial (sculptured by Joseph Kiselewski) is the figure of a man, Dawn, and on right is the figure of a woman, Evening. Modelled in Kraftex, and colored with rubber base paint and gold leaf.

C. Genius of Business Administration. On north wall of open court.

(Continued)
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MURALS (Continued)

Four by John M. Sitton

D. Modern and Primitive Business Methods.
Rubber base paint.

E., F. and G. The Great Discoveries of Man.
Polished chromium sheet metal with a red and
black color against a white wall.

Left: Cultivation of food plants, written word,
fire and domestication of the horse. Center,
symbolic figure, Genius of Progress. Right:
Traction, incandescent lamp, telephone and the
discovery of electricity.

EXHIBIT PLANS

Addressograph-Multigraph Corporation

Will present educational stage play in a
miniature theatre. Ingenious mechanical
figures which move and talk dramatize the
need for Addressograph name-and-data-writing
and Multigraph duplicating methods in every
department of business. Outside the theatre,
the functions of Addressograph and Multigraph
are explained by robots.

Aetna Casualty & Surety Company

Comprises an animated demonstration devoted
to the conservation of life, limb and property.
It is designated as the "Aetna Laboratory for
Living." Spectacular demonstrations on three
subjects: Safety on the Highways; Home Safety
and Fire Prevention; Health Conservation.

A. B. Dick Company

Exhibit, designed by Walter Dorwin Teague, will
explain the uses of the mimeograph. Attendants
will demonstrate the operation of the mimeograph,
the preparation of stencils, and the use of
photochemical stencil inserts. Will include a
marionette production showing in an amusing
fashion how modern business depends upon the
tools of modern communications.

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EXHIBIT PLANS (Continued)

Dun and Bradstreet, Inc.

Exhibit establishes information center on credit for economists, teachers, students, as well as exhibitors and public. Emphasizes vast importance of credit in daily business transactions.

Will serve as place for quiet business discussion, and meeting place for the exhibitors' nation-wide subscribers. Staff analysts always present for consultation. Latest Reference Book and samples of varied types of the mercantile agency's credit reports on display.

Featured is bronze group by Georg J. Lober, prominent New York sculptor -- "Credit Man's Confidence in Man," shown by figures of a pioneer and a craftsman, surrounded by fruits of soil and toil, products of field and factory, in dramatic concept of part credit plays in America's commercial development.

Statue housed in Colonial Room, designed by Charles F. Cutler in style of 1841, memorializing the foundation date of the mercantile agency.

International Business Machines Corporation

Displayed products include: electric bookkeeping and accounting machines, time recorders, all-electric writing machines, a proof machine for banks, a test-scoring machine and other management aids. May 4, 1939 has been proclaimed IBM Day by the Fair.

Metropolitan Life Insurance Company

Will show the various activities and functions of a life insurance company in making available programs of security for the American family. Among the outstanding features of the exhibit are: a ten-foot statue symbolizing protection provided by life insurance; two large murals; and a theatre seating over 100 persons in which will be offered sound films and stage entertainment.

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EXHIBIT PLANS (Continued)

Mosler Safe Company

Largest builders of safes and vaults in the world. Will exhibit photographs of the U. S. Government gold storage vaults where more than ten billion dollars in gold is stored. Will display different types of safes, also keyless doors, prison locks and a complete line of devices for burglary and fire protection.

Underwood-Elliott-Fisher Company

Exhibit will feature the Giant Underwood Master Typewriter. This machine weighs over fourteen tons and took three years to construct. It is eighteen feet high and the type characters are three inches high. Also displayed will be the many UEF office machines demonstrated and explained by competent operators. Champion typists will demonstrate their skill and speed.

York Safe and Lock Company

Will display the latest models of their safes, vault doors, and burglarproof chests. Several of these articles are being shown for the first time.

CANADA

LOCATION : Presidential Row South

Plot G-M-1

PLOT SIZE : 40,000 square feet

Government Zone

ARCHITECT : F.W. Williams

CHARACTERISTICS Wood and stucco. Erected on piles.

EXHIBIT PLANS Brilliant color. Using Canadian materials almost exclusively. Pavilion truly representative of young, virile country.

At rear of main hall, huge map, painted on burnished copper, to be illuminated by batteries of small lights showing aviation routes, mounted police outposts, grain-fields, mining areas.

Reflecting pool, 16 x 80 feet, lined with colored lights, will be illuminated at night by submerged lights.

General exhibits show Dominion's agricultural, industrial and economic life.

Opportunities for Canadian travel and investment featured.

*Also exhibiting in Hall of Nations

February 25, 1939

CARRIER CORPORATION BUILDING

LOCATION : Commerce Circle

Plot I-Q-2

PLOT SIZE : 34,097 square feet

Production & Distribution Zone

ARCHITECT : Reinhard and Hofmeister

Landscape (Vitale & Geiffert
(Gilmore D. Clarke

CHARACTERISTICS

Giant Igloo of Tomorrow - taller than 5-story building - walls encrusted with "snow" - Northern Lights playing on its ceiling.

Surrounding the 70-foot Eskimo house will be pools reflecting the night flood lights playing on the Igloo.

Connected with Igloo by glass-walled arcade is an oblong building with completely glass front and sides.

EXHIBIT PLANS

Demonstration of modern air conditioning as operated in homes, offices, stores and factories.

Modern methods of commercial refrigeration and unit heating demonstrated.

All phases of air conditioning together with thirty-seven years of development in the industry to be explained.

Giant revolving globe to show graphically the use of air conditioning throughout the world from 1,000 feet up in an office to 8,500 feet below ground in a mine and from a tobacco factory near the Arctic Circle to a telephone exchange on the Equator.

Exhibit to be conditioned with one of the largest systems ever used for public exhibitions. Inner workings to be encased in glass for examination by visitors.

February 25, 1939

CASINO OF NATIONS

LOCATION : Park Row and Franklin Street Plot M-2
PLOT SIZE : 25,200 square feet Communications Zone
ARCHITECTS : Badgeley and Wood

CHARACTERISTICS Oval-shaped building with domed roof made of translucent canvas which can be folded back in pleasant weather. This "sunshine roof" will serve the double purpose of providing dancers with a glimpse of the sky and enabling the restaurant to be "air-conditioned" by nature. On cool nights, the star-studded roof may be closed.

The main exterior architectural feature of the building is the raised parapet to support 32 flag poles from which will be draped 35-foot pennants in the colors of all the nations participating in the Fair.

Exterior wall of the restaurant will be entirely of glass consisting of a succession of windows so constructed that they can be raised completely out of sight. Around the exterior will be an open-air dining terrace provided with retractable awnings.

FEATURES

Restaurant will seat 350 persons indoors and 350 on the outside at tables under over-size umbrellas on the terrace.

Tables will be spaced around three sides of the dance floor, while the fourth will be occupied by a 110-foot-long curving bar. The orchestra will occupy an unusual position above and behind the bar. Entertainment will be featured in addition to dance music.

The cuisine will be American, but waiters will be of a dozen different nationalities so that patrons will be able to order a meal in virtually any language they wish.

Victor Lauly of the French banking house of Georges Pascal et Cie, whose successful management of the "Brasserie des Nations" brought it two Grand Prix awards, will be in charge.

February 25, 1939

CHILDREN'S WORLD

LOCATION : World's Fair Boulevard & Broadway Plot AB-2
LOT SIZE : 258,200 square feet Amusement Zone
ARCHITECT : George Howe
CONCESSIONAIRE: Children's World, Inc.

EXHIBIT PLANS

This little world, contained within five and one-half acres, flies its own flag of light blue and white.

It is a world of fantasy rather than make-believe; but a world of fun and adventure for "children in years -- children at heart." A Swiss Alp is scaled down to forty feet, and the Wall of China to the height of a backyard fence.

Streamlined trains will take the small travelers on a "Trip Around the World."

Motion pictures, pets, things to make, things to wear, things to eat, books, games, exciting things to do and places to go -- these will engage the children in the Children's World.

In the cartoon motion picture theatre, animators and mechanics will show the story of the animated cartoon. In the World of the Dog, Rover, of course, will be king. An arts and crafts exhibit, extensive toyland, a famous doll's house and a children's bookshop will make the hours fly.

With "Children of the Nations," the young visitors will be able to compare their own playthings, clothes and furniture with those of children of other lands.

A one-ring circus, which will recall to many grown-ups the famous Cirque Medrano in Paris, will delight the children with animals, acrobats, jugglers and magicians.

Five play areas in the Children's World will accommodate twelve hundred children a day - four of these areas for children from four to six years old. In a larger playground, children between six and fourteen years may see and learn games of all nations.

CHILE

LOCATION : Continental Avenue

Plot G-G-5

PLOT SIZE : 24,986 square feet

Government Zone

ARCHITECT : Theodore Smith-Miller

EXHIBIT PLANS Building of steel and stucco, erected on piles.

Seen from the outside, through the front wall of glass, a mural by Camilo Mori, Chilean artist, depicting native scenes decorates the main wall of the pavilion.

Exhibits include tourist attractions and native industries.

Native drinks will be served beneath orange-trees. The pavilion contains a typical Chilean bar. A quartet of native players arrayed in "huaso" apparel will play Chilean tunes.

"A first hand opportunity to become acquainted with the characteristics of the Chile of today; its natural beauties, its cultural and material progress, its mineral and agricultural resources and its untried potentialities."

February 25, 1939

CHRISTIAN SCIENCE BUILDING

LOCATION : Hamilton Place Plot N-18
PLOT SIZE : 7,391 square feet Community Interests Zone
ARCHITECT : W. Pope Barney
EXHIBITOR : The Executive Committee for Christian Science Activities
at the New York World's Fair 1939, and The Christian
Science Monitor.

CHARACTERISTICS

Wood and stucco on spread footing base.

Circular form of building is emblematic of the
endlessness of life. Facade is decorated with
glass blocks.

EXHIBIT PLANS

Display of works of Mary Baker Eddy.

Exhibit of The Christian Science Monitor and other
publications of the Christian Science Publishing
Society.

Available for use by visitors will be conversation
rooms, retiring rooms, and absolutely quiet air-
conditioned reading rooms, where the Bible and all
authorized Christian Science literature may be read.

February 25, 1939

* THE CHRYSLER MOTORS BUILDING

LOCATION : Avenue of Transportation Plot I-Y-1
PLOT SIZE: 130,125 square feet Transportation Zone
ARCHITECT: James Gamble Rogers
DESIGNER : Raymond Loewy
EXHIBITOR: Chrysler Corporation

CHARACTERISTICS Steel and stucco on spread footing base.

MURAL Directly above entrance door, a great Polaroid mural, by Henry Billings, composed of a new plastic material made of built-up laminated strips to give a three-dimensional effect which will seem to move and change color. One of the first uses of Polaroid on such a scale.

EXHIBIT PLANS The building occupies a three-acre plot on one of the main axes of the Fair, between the North and South Corona Gates, facing the Theme Center, and houses the Transportation Focal Exhibit.

The main exhibit hall will be devoted to Chrysler products and Chrysler progress. The size of the hall will provide ample facilities for displaying Plymouth, Dodge, DeSoto and Chrysler passenger cars, Dodge trucks, and Plymouth commercial cars.

In another section visitors will see actual tests of the materials and the processes and operations which stand behind the "cars and trucks that can take it." Moving models will show the progress achieved in Chrysler-built automobiles to create new safety, comfort, economy, durability, and precision.

An air-conditioned theatre, with a seating capacity of approximately 400, will show motion-picture close-ups of the engineering that goes into Chrysler-built products.

See: Transportation Focal Exhibit

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COLLATERAL ADVERTISING

Fair exhibitors, concessionaires, licensees and other advertisers, through a comprehensive program handled by the Collateral Advertising Department of the New York World's Fair 1939, are enabled to effect a tie-up between their regular advertising campaigns and the Fair.

A promotion campaign with a Fair tie-up is of great value to an advertiser since it enables him to affiliate his concern with an event of world-wide importance and historic significance. There are, however, certain conditions which must be observed by firms availing themselves of this opportunity.

In order not to conflict with the official Guide Book of the Fair, advertisers reproducing maps of the Exposition grounds are not permitted to show more than twenty-six locations by name. Nine of these must be Fair entrances.

With certain exceptions as in the case of established newspapers and magazines, non-participants are not permitted to use such titles as "World's Fair Edition," "Issue," "Guide," "Exhibition," "Contest," or "Club," although the Fair's name may be featured in sub-titles and copy.

Wherever possible the full name, "New York World's Fair 1939" should appear somewhere in the caption or copy; the copyright sign, "Copyright New York World's Fair 1939 Incorporated," should be inserted adjacent to any Fair illustration, although the abbreviation, "(C) NYWF" may be used where there is not sufficient space for the other. On direct mail matter there should be no implication that the mailing is made by the Fair; unless merchandise is labelled as licensed by the Fair, it may not be represented as Fair-sponsored.

In virtually all cases involving collateral advertising, complete layout and copy in conformity with the above stipulations must be submitted for the approval of the Collateral Advertising Department of the Fair. The exception to this rule occurs in cases where Fair participants have complied fully with the stipulations.

The Collateral Advertising program embraces a tie-in with every conceivable type of business, manufacturing concerns, distributors including department stores, publications, service organizations, etc., and utilizes such media as newspapers and magazines, outdoor advertising, car cards, display cards, direct mail, bank checks, business forms and letterheads. The program also includes Fair advertising in programs, posters and literature in connection with conventions and other gatherings both of a commercial and social nature.

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Hotels in New York City or on the main highways leading to the City, where Fair visitors will stop en route, are advertising the Exposition with lobby posters, on menus, by direct mail and in publications. Oil companies promote the sale of their products through providing motorists with road maps showing routes to the Fair. Transportation companies advertise their lines by featuring the Fair's many attractions. Other types of concerns utilize similar appropriate tie-ins.

Obviously, there is no license or royalty involved in the use of the Fair insignia or illustrations in Collateral Advertising; but since a special Act of the Legislature affords protection to the names, designs and insignia of the Fair Corporation, permission must be granted for such use.

The Fair Corporation sponsors no advertising campaign of its own; but by working with established concerns and organizations a mutually beneficial cooperative program is resulting which, for size and comprehensive-ness, has never been equaled in advertising history.

COLOR AT THE FAIR

The color gradations of the exteriors at the Fair, although gay and varied, follow within the planned confines of a brilliant, progressive half-wheel. Devised to astound, to amuse and to stimulate the senses, and to create a setting of gaiety of mood, yet to serve the working purposes of direction, the colors are more daring than ever before used.

Liberal use has been made of the academic and specialized talents of architects, artists, engineers and specialists in the creating of color effects in relation to lighting, the result being a symphonic gradation of color between succeeding buildings that will disclose methods of experimentation stimulating and exciting to the layman, and which, it is prophesied, will effect a new awareness of color in the home and commercial display.

In the chromatic half-wheel, each building's principal color is determined by its position in the plan, a unity of color harmonies thus being formed that will enable visitors to identify their location in the plan of the Fair by the colors in the vicinity. Various shadings for the relief and emphasis of this principal color are chosen according to the architectural character of the building and the initial intent of the architects. Color schemes of interiors are keyed solely to the exhibits within.

At the Theme Center, the motif is set by the great globe of the Perisphere, which appears to be a great white ball tossed into the air. The facades immediately adjacent gleam in the off-white that is Theme-white on the Fair's color card. Along each of the three main avenues leading away from the Theme Center radiates a progression of color values. The Avenue of Pioneers shows a sequence of blues from delicate tints to deep ultramarine at Lincoln Square; the Avenue of Patriots displays a gamut of yellows ending in deep gold at Bowling Green; and on Constitution Mall, the reds increase in tone from rose to burgundy. Connecting in a curve the extremities of the three radiating avenues, Rainbow Avenue takes its name from the broad arc of red, orange, yellow, green, blue and violet.

* COMMUNICATIONS BUILDING

LOCATION : Park Row and Court of Communications Plot R-2
PLOT SIZE : 114,900 square feet Communications Zone
ARCHITECTS: Leonard Dean
Francis Keally
EXHIBITORS: Agfa Ansco Corporation
Independent Order of Foresters
Macfadden Publications, Incorporated
G. and C. Merriam Company
The Quarrie Corporation

CHARACTERISTICS Second largest building on Fair Site. 600' long hall.
Steel and stucco on spread footing.
Features: Front Two 165' pylons at main entrance
symbolize positive and negative poles
of electricity.
Rear Star pylon, built of wood as reminder
of early telegraph poles. The many
points of the star atop the pylon
represent electricity permeating the
world.

MURALS Two by Eugene Savage. Technique - rubber base paint.
A. Contrasts primitive communications to most recent
developments. Size, 50' x 110'. On facade facing
Court.
B. Symbolizes television and its place in field of
communications. On north facade.
Three by James Owen Mahoney. Technique - rubber base paint.
C. Represents printing.)
D. Represents communications under water.) Each panel
E. Represents communications on land.) 17' x 25'

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EXHIBIT PLANS

Agfa Ansco Corporation

A general display of all phases of photography. Visitors will see a series of printing and developing operation carried out in full view behind a protective amber glass. There will also be an exhibition of fine prints, typical of the beautiful work currently being done in the field of photography. Attendants will be glad to answer all questions.

Independent Order of Foresters

This exhibit is a cabinet 15 by 30 by 18 feet. The interior is a diorama, showing the Aged Members' Home and the Sanatoria for the treatment of tuberculosis and cancer and for cancer research work, located in Lopez Canyon, Southern California. The 45 diorama buildings are made to scale. The outer sides of the cabinet are 18-inch panelled frames.

Macfadden Publications, Incorporated

A highly amusing and interesting motion picture, "I'll Tell the World," featuring a cast of Hollywood comedians and feature players, is the feature of this exhibit. The picture shows a day in the life of an American family, presenting their particular problems in this modern world, and how the head of the family amusingly meets these problems and finds success. It is presented every half hour in an air-conditioned theatre seating 300 people. Also displayed will be a huge mechanical map. Here, visitors may push buttons which light up their home states and reveal typical scenes.

G. & C. Merriam Company

Words, their meaning and use, are dramatized on a 20' glass column, "The Pillar of Knowledge." The pillar is spotted with unusual words that inspire the visitor to use the big dictionaries that lie open near by. In another section, fascinating stories behind words are revealed in a series of colored translights. "A Door to Knowledge" intermittently swings open on illuminated poster portrayals of the varied information to be found in the dictionary.

The Quarrie Corporation

Publishers of The World Book Encyclopedia and Childcraft will exhibit these well-known teachers' and children's reference books. Attendants will explain the educational features that have made The World Book Encyclopedia a valuable aid to children in their school work. The exhibit of Childcraft, a set of books written for children from five to ten years of age, will give emphasis to the advance made in the production of books for younger children as seen in the stories, poems and pictures in this juvenile reference work.

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COMMUNICATIONS FOCAL EXHIBIT

LOCATION : Communications Building

DESIGNER : Donald Deskey

The Communications Exhibit is to be concentrated in a room approximately 180' by 50', with a height of 60'. It is intended to present here a graphic story of the various instruments of communication and their history.

The theme may be described as: The effect of modern communication methods in reducing geographic limitations, achieving closer relationship between the various races and cultures (with resultant interdependence of peoples), and expediting all forms of social, economic and cultural progress. The story will be told in ten-minute cycles. As the story is told by the commentator, the aid of slides, sound effects and musical score will be employed to heighten the dramatic effect.

A plastic head of Man (20' in height) at one end of the room will face a rubber balloon "world" (28') at the other end. By rear projection inside the balloon, scenes representing the various kinds of communication are to be shown on the surface of the world. Man, the commentator, tells the story of communications.

To right of the balloon, seven three-dimensional panels in "photo montage" are to represent instruments of communication: 1. Postal Service, 2. Printed Word, 3. Telegraph, 4. Telephone, 5. Motion Picture, 6. Radio, 7. Television. The head of Man, seven panels and balloon are to be tied together with a series of copper wires, light moving along these wires to carry attention to the panel.

To the left of the balloon will be a mural depicting the history of inventions which made these instruments of communication possible; it will be done in fluorescent paint with black background.

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COMMUNICATIONS ZONE

The following are the buildings in the Communications Zone:

American Telephone and Telegraph Building

Casino of Nations

*Communications Building

The Crosley Building

Masterpieces of Art Museum

Radio Corporation of America Building

COMMUNITY INTERESTS FOCAL EXHIBIT

LOCATION: Home Furnishings Building
DESIGNER: Gilbert Rohde

A seven-minute show, staged on five sets built into a semicircular wall on one side of the exhibit hall, will convey in striking fashion the change in Man's group life in the past 150 years. Gilbert Rohde is the author. The spectators will follow the performance through the building as the action moves from one set to the next.

- Set 1. Depicts Man and the Community, 1789. Slightly humorous figures of a traveling parson, a woman spinning, another kneading dough, a child dipping candles, a shoemaker, a log-hewer, a farmer ploughing, will be shown against a typical American village green of the period. These 3-foot-high automatons will bend and straighten in jerks, making no other motion as the set changes from dawn to dusk. A voice will recall their 16-hour work day - no time for anything else but a few years in school and one day a week in church.
- Set 2. A rapid succession of pictures on a 7-foot circular translucent screen shows developments of scientific inventions from James Watt's steam engine experiments in 1782 down to the latest marvels of today.
- Set 3. Moving wheels, cogs and other implements of industry show how invention has served to set Man free in time and space, giving him greater leisure but increasing the complexity and interdependence of life.
- Set 4. "Mrs. Modern Orders a House." A stage 20 feet wide by 8 feet deep. From the ceiling drops Mrs. Modern, in an easy chair, holding a telephone. She orders a house, furnishings, dinner from a department store; in turn walls, furniture, rugs, food move onto the stage and into position. The purpose of this scene is to show that labor has been divided to such an extent that in order to have a house, food, furniture, one need only press a button. Thousands of human beings, in the remotest parts of the world, are by this simple action set in motion. The dream portrayed in this set is prophetic, but with the tremendous strides made in prefabricated houses it is not so fantastic as it seems.

(Continued)
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Community Interests Vocal Exhibit -2

Set 5. Considers all of Man's leisure-time activities in the community now that technological advances have given him freedom from chores and time for something beside work. Man, Earth and Heavens, done in a Surrealist manner, indicating the vast horizons of Man's new freedom, appear on an irregularly shaped stage. Sound and vocal description are heard as the clouds lighten, revealing pictures of Man's home and the various activities of his leisure. As the last cloud-picture fades into darkness, a voice declares that Man at last is freed in time and space. "For what?" it asks, to the accompaniment of a spotlight. Here, the only action is furnished by Man, an abstract form of lines, spirals, lips, eyes, which ascends one of the several lines converging on a large star next to the picture of his home.

The exhibit showing the World of Tomorrow in practical form has special interest for the visitor. Scientists, technologists have done their part. It remains for Man the individual to make his own better World of Tomorrow.

A series of panels and charts in the hall analyze the focal exhibit, comparing building methods of 1789 and today, and showing building and furnishing materials on exhibit.

COMMUNITY INTERESTS ZONE

The following are the buildings in the Community Interests Zone:

American Radiator and Standard Sanitary Building
Christian Science Building
*Contemporary Arts Building
Electric Farm Group
Gas Exhibits, Incorporated Building
*Hall of Fashion - Apparel and Accessories
Home Building Center
*Home Building Center Exhibit Building
*Home Furnishings Building
House of Jewels
Johns-Manville Building
*Medicine and Health Building
*Science and Education Building
Temple of Religion
*Town of Tomorrow
Vanity Fair
Works Progress Administration Building
Young Men's Christian Association of the City of New York Building

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CONCESSIONS

DEFINITION:-

Any privilege granted by the Corporation to sell or take orders for merchandise or services for the convenience, comfort, pleasure or amusement of visitors, participants and employees of the Fair; or any privilege to charge admission to any operation or project; or any privilege to distribute any property within the Fair site for sale or free of cost.

TYPES:-

Amusements

Villages, theatres, rides, walk-thrus, scales, games, open fronts, etc.

Food

Restaurants, lunch bars, food stands, dairy stands, etc.

Retail Trade

Post cards, souvenirs, newspapers, maps, photography, specialty shops, guide books, vending machines, etc.

Utility Services

Toilets, parking, boat service, laundries, electric taxis, roller chairs, garbage disposal, beauty parlors, shoe repairing, etc.

ADMIRAL BYRD'S PENGUIN ISLAND

Location: AA-7
Concessionaire: Leo McDonald
Admission: 10¢

A miniature village whose citizens are to be 50 or more penguins, with a penguin house fronting on a pool. The inhabitants will be costumed. Polar expedition equipment and photographs of Byrd's expedition will also be presented.

AERIAL JOYRIDE

Location: AM-2
Concessionaire: Bartlett Rides, Inc.
Price: 25¢

Sixteen two-passenger streamlined cars hung on a large ring on the top of a tower. As the ring rotates, the car moves downward or upward according to the will of the passenger in control.

AMERICAN TOBACCO COMPANY

Location: P-3
Concessionaire: Same

Cigarettes.

AMUSALON, INC.

Location: AA-6
Concessionaire: Same

An exhibit of the American Museum of Natural History-Hayden Planetarium and the Longines-Wittnauer Watch Company. Also a rocket flight show giving audiences the impression of taking a trip through the heavens and visiting the other planets. Auditorium seats several hundred visitors.

AQUACADE, BILLY ROSE'S

Location: Fountain Lake Amphitheatre
Concessionaire: Gotham Productions, Inc.
Admission: 40¢; \$1.00, reserved.

Stage, swimming pool and diving towers. Dancing and water ballet with 300 girls. Seating capacity 10,000.

ARCHERY RANGE AND BARBECUE HUNTING LODGE See Restaurants.

Location: AM-26 & 27
Concessionaire: Joseph L. Geeraert

ATWOOD CAFETERIAS, INC.

See Restaurants.

Location: Mobile unit
Concessionaire: Sara J. Atwood

AUTO DODGEM

A level steel platform and a metal ceiling, the two forming negative and positive poles for the electric current that operates 25 two-passenger cars. The car is operated by one of the passengers.

Location: AM-17
Concessionaire: Dodgem Corporation
Price: 15¢

BALLANTINE'S GARDENS

See "Three-Rings Inn."

BOBSLED, THE

A roller-coaster type of ride with free-running cars hurtling around a toboggan trough. Three trains of five cars each, and each train to carry ten passengers.

Location: AM-8
Concessionaire: Bartlett Rides, Inc.
Price: 25¢

BORDEN COMPANY, THE

See Restaurants.

Location: O-9
AB-2
Concessionaire: Same

BRASS RAIL

See Restaurants.

Location: Scattered
Concessionaire: Exposition Grounds
Catering Corporation

BUNNY HUG

A flat bowl ride of five discs on which 14 cars operate. The cars proceed around disc and appear to approach collision, but shunt away from one another just at the point of collision.

Location: AM-3
Concessionaire: Harry G. Traver

CALIFORNIA ARTIFICIAL FLOWER COMPANY

Sale of artificial flower arrangements.

Location: O-5
Concessionaire: Same

Exhibitor merchandise

(Continued)
March 4, 1939

#CANADA DRY GINGER ALE, INC.

Location: N-7
Concessionaire: Same

Exhibit includes a bar for the sale of carbonated beverages.

CANES AND UMBRELLAS

Location: Scattered
Concessionaire: Kaplan & Bloom

Twenty or more semi-portable stands where canes and umbrellas will be offered for sale.

CASINO OF NATIONS

Location: M-2
Concessionaire: Casino of Nations, Inc.

See Restaurants.

CHILDREN'S WORLD

Location: AB-2
Concessionaire: Children's World, Incorporated
Admission: Free

Features will be Titania's Palace (English doll house), which will contain sixteen rooms filled with miniature antiques (sponsored by B. Altman's), and a "trip around the world" which enables children to ride on a small streamlined train, sail on Italian lakes, ride burros and drive their own modern autos (sponsored by Gimbel's). R. H. Macy is sponsoring Toyland, and Borden's will feature a restaurant with dietitians' menus. The American Express Company will manage the guided tours.

CHILDS COMPANY

Location: X-1 and
Scattered
Concessionaire: Same

See Restaurants.

CHIME ROLL ALLEYS

Location: AG-6
Concessionaire: Fairway Amusement Corporation
Price: 5¢

A game of skill in which balls are rolled into pockets.

CHRIS HANSEN'S LABORATORY

Location: N-7
Concessionaire: Chris Hansen

The preparation of rennet-custards, ice cream and fudge made with "Junket" Brand Food Products. Liberal tastes of these products and a recipe book will be offered.

#CHRISTIAN SCIENCE ACTIVITIES AT THE NEW YORK WORLD'S FAIR 1939

Location: N-18
Concessionaire: Executive Committee for Christian Science Activities at New York World's Fair

Christian Science literature for sale.

#CHRYSLER SALES CORPORATION

Location: Y-1
Concessionaire: Same

Products of the corporation for sale.

#CROSLEY CORPORATION, THE

Location: T-3
Concessionaire: Same

Sale of radios, cameras and automobiles.

CUBAN VILLAGE

Location: AN-5
Concessionaire: Cuban Village, Inc.

The authentic reproduction of the industries and atmosphere of a rural Cuban village with puppet shows, fiestas, a pageant and exhibits. A restaurant with native food and rhumba dancing. Reproduction of the famous Morro Castle will be included.

DAIRY PRODUCTS

Location: Scattered
Concessionaire: The Union News Company

Ice cream novelties, ice cream, malted milk and dairy products.

DALE FIFTH AVENUE, INC.

Location: O-6
Concessionaire: Same

Two stores. Sale of luggage and leather goods.

Exhibitor merchandise

(Continued)
March 4, 1939

DOMINION BUILDERS, INC.

See Restaurants.

Location: AJ-3
Concessionaire: Same

DOUGHNUT CORPORATION OF AMERICA

See Restaurants.

Location: N-5
AO-5
Concessionaire: Same

DRIVE-A-DROME

Location: AM-7
Concessionaire: Norman Bartlett
Price: 25¢

A circular drive having an approximate diameter of 70 feet. The bowl of the ride is to have a 9 to 10 foot banked rim mounted on rollers and revolving on a steel-supported track.

DUNHILL, MARY, INC.

Retail sale of perfumes and cosmetics.

Location: R-1
Sub-Concessionaire: Same

E. & C. RESTAURANTS, INC.

See Restaurants.

Location: AM-20
Concessionaire: Caruso Restaurants, Inc.

EASTERN PRESIDENTS' CONFERENCE

Location: X-1
Concessionaire: Same
Price: General admission, 25¢; Reserved seats, 75¢; Box Seats, \$1.00

Outdoor grandstand and stage to seat 4,000. Four daily showings of a railroad pageant. One thousand-seat auditorium showing model railroad. The pageant tells the story of the American railroad and its development.

#EMPIRE STATE, INC.

Location: O-5
Concessionaire: Same

Retail sale of souvenirs related to the Empire State Building.

Exhibitor merchandise

(Continued)
March 4, 1939

ENCHANTED FOREST, THE

Location: AA-2
Concessionaire: The Enchanted
Forest, Inc.
Admission: 25¢

A miniature illusion show depicting a realistic wood scene, with polarised light and microphone and sound effects.

ETABLISSEMENTS RIGAUD, INC.

Location: R-1
Sub-Concessionaire: Same

Perfumes and cosmetics at retail prices.

EXPOSITION GREYHOUND, INC.

Location: Scattered stations
Concessionaire: Same

Intramural buses and tractor trains.

EXPOSITION GROUNDS CATERING CORP., INC. See Restaurants.

Location: AM-16
R-2
N-7
P-6
Concessionaire: Same

#EXPOSITION PUBLICATIONS, INC.

Location: Scattered
Concessionaire: Same

Twenty stands and one exhibit in the Communications Building. Sale of Official Guide Book, Official Souvenir Book, and Official Daily Program.

EXPOSITION SOUVENIRS

Location: Scattered
Concessionaire: Exposition Souvenir Corporation

Fifty stands for the sale of souvenirs. Twenty-two stands for the sale of postcards.

FABER, COE AND GREGG, INC.

Location: Scattered
Concessionaire: Same

Cigars and cigarette vending machines, and 5¢ and 10¢ packaged candy and gum.

Exhibitor merchandise

(Continued)
March 4, 1939

FLORIDA NATIONAL EXHIBITS, INC.

Location: AS-1
Concessionaire: Same

To sell Florida products, such as oranges, grapefruit, citrus by-products, and Havana cigars, souvenirs and novelties.

FROZEN CUSTARD

Location: Scattered
Concessionaire: Ray E. Dunlap Frozen Custard, Inc.

Twenty stands for the retail sale of frozen custard.

G. WASHINGTON COFFEE REFINING CO.

Location: N-7
Concessionaire: Same

Retail sale of own products.

GARDENS ON PARADE

Location: GN-1
Concessionaire: Hortus, Incorporated

Five acres of formal and informal gardens.

GASOLINE AUTO SPEEDWAY

Location: AM-19
Concessionaire: Harry G. Traver

Small gasoline race cars to be driven by the passenger on an oval race track.

GENERAL CIGAR COMPANY

Location: O-3
Concessionaire: Same

Retail sale of own products.

GIANT OBSERVATION CRANE

Location: AF-5
Concessionaire: Harry G. Traver
Price: 15¢

A 150-foot observation tower with capacity of approximately fifteen persons.

GIANT SAFETY ROLLER COASTER

Location: AM-6
Concessionaire: Harry C. Baker
Harry G. Traver
Price: 25¢

An outdoor roller coaster with 3,000 feet of track. Three trains, seating 24 persons each. Maximum speed 80 miles per hour.

GIANT'S CAUSEWAY

Location: AK-1
Concessionaire: Rennie & Robinson

A replica of the Giant's Causeway in Ireland. This show is of the walk-thru type and includes a blarney stone, a giant organ and a giant 40 feet tall.

#GOODRICH, B. F. COMPANY, THE

Location: X-2
Concessionaire: Same

Sale at retail of rubber-tired ashtrays, rubber gloves, balloons and lastex products.

GOTHAM PRODUCTIONS, INC.

See Aquacade.

GUESS-YOUR-WEIGHT SCALES

Ten scales.

Location: Scattered
Concessionaire: Ray E. Dunlap
Price: 15¢

#HAFNER ASSOCIATES, INC.

Sale of scarfs.

Location: L-1
Concessionaire: Same

HEINEKEN'S ON THE ZUIDER ZEE

See Restaurants.

Location: AG-3
Concessionaire: Heineken's on the Zuider Zee, Inc.

HORTUS, INC.

See Gardens on Parade.

#HOUSEHOLD FINANCE CORPORATION

Retail sale of literature and pamphlets.

Location: O-5
Concessionaire: Same

HUM-A-TUNES

Three stands for the sale of a metal whistling device.

Location: Scattered
Concessionaire: Theodore Goldstein
Price: 2 for 25¢

INFANT INCUBATOR

An incubator room with live babies, modern nursery and exhibit room showing the operation of a pediatric hospital for premature babies. Children's food and clothing will be exhibited and sold.

Location: AA-1
Concessionaire: Infant Incubator Company, Inc.
Admission: 25¢

Exhibitor merchandise

(Continued)
March 4, 1939

INTERNATIONAL MUTOSCOPE REEL CO., INC.

Location: Scattered
Concessionaire: Same

Operation of coin slot photomats, coin scales and photographic novelties.

JUNGLE CAMP

Location: AI-1
Concessionaire: Jungland, Inc.
Admission: 25¢

Typical Malayan jungle camp, employing Malay boys. Native atmosphere, design and construction. The display will include ten sea lions, a mountain with six hundred monkeys, two riding camels, three riding elephants, forty cages of animals from remote countries, three hundred tropical birds and eight types of deer and antelope.

#KEM CARD SALES CORP.

Location: O-5
Concessionaire: Same

Playing cards.

#KEYSTONE MANUFACTURING COMPANY

Location: R-2
Concessionaire: Same

Candid camera movies taken of individuals.

LAFF-IN-THE-DARK

Location: AM-32
Concessionaire: Harry G. Traver

Comic dark ride.

LAFF LAND

Location: AM-10
Concessionaire: Harry G. Traver
Admission: 25¢

A walk-thru fun house that includes a theatre auditorium with trick seats, a trick comedy zoo and many stunts. Special lighting will be used with many unusual effects.

LIVE MONSTERS

Location: AM-22
Concessionaire: Cliff Wilson
Admission: 10¢

A reptile show which includes ten or more giant pythons and smaller specimen of various rare snakes, all in natural settings.

LIVING MAGAZINE COVERS

Location: AF-2
Concessionaire: Jack Sheridan
Admission: 25¢

An eight-minute show presenting in person beautiful girls whom magazine covers have made nationally famous. To be presented with music, trick lighting and a title to identify the magazines represented.

MERRIE ENGLAND

Location: AH-1
Concessionaire: The Schless Construction Co., Inc.

A presentation of England of a bygone age, with crooked streets, quaint inns, castles, town criers and friars. Shakespeare's house, the Curiosity Shop, Christ Church, the John Howard House and Sulgrave Manor will be reproduced. The exterior walls will simulate the Tower of London. There will be a village green for pageants, folk dances and English circuses. Condensed versions of Shakespeare's plays will be produced in a replica of the Globe Theatre. Restaurant seating 1,250.

MORRIS GEST'S MIRACLE TOWN

Location: AA-3
Concessionaire: Little Miracle Town, Incorporated

A miniature village composed of a city hall, a circus, theatre, restaurant, moving pictures, church, art gallery, police and fire departments.

NORTHAM WARREN CORP.

Location: R-1
Sub-Concessionaire: Same

Retail sale of perfumes and cosmetics.

NYZOS CORP.

Location: AA-5
Concessionaire: Same
Admission: 25¢

Walk-thru show featuring undersea life captured by Dr. Beebe, with displays of forms of life in New York City about 25,000,000 years ago, and rare forms of life in the city today.

OGILVIE SISTERS SALES CORPORATION

Retail sale of perfumes and cosmetics.

Location: R-1
Sub-Concessionaire: Same

OLD NEW YORK

A village which includes Brooklyn Bridge, featuring Steve Brodie's jump, Bowling Green, an old-time night court, a police station, an old-timer's club, Barnum's Museum, McFadden's flats, Nigger Mike's and other attractions.

Location: AJ-1
Concessionaire: Messmore and Damon, Inc. and George Jessel
Admission: 25¢

OLSON RUG COMPANY

Retail sale of own products.

Location: N-6
Concessionaire: Same

ORANGE CRUSH

Retail sale of citrus fruit drinks from 44 stands.

Location: Scattered
Concessionaire: Sanitary Berlo Concessions, Inc.

PARACHUTE JUMP

A 250-foot tower built for eleven parachutes. The brightly colored parachutes are designed to provide all the thrills of "bailing out" minus its dangers. Each parachute will be 32 feet in diameter, which is 8 feet wider than a standard Navy parachute. They will carry two passengers each, and will be kept permanently open by metal rings. Vertical guy wires will prevent them from sailing off across country; shock absorbers will practically eliminate the impact of landing. The parachute will be hoisted to the top of the tower with passengers seated before ascension.

Location: AO-4
Concessionaire: International Parachuting, Inc.
Price: 40¢

PEARSON PHARMACAL COMPANY

Retail sale of perfumes and cosmetics.

Location: R-1
Sub-Concessionaire: Same

PEGGY SAGE, INC.

Retail sale of perfumes and cosmetics.

Location: R-1
Sub-Concessionaire: Same

PENNY CRUSHER

The embossing and sale at retail prices of pennies with approved designs. Accessories pertaining to pennies will be sold.

Location: Scattered
Concessionaire: Frank Galland
Price: 5¢

POPCORN

Retail sale of popcorn.

Location: Scattered
Concessionaire: Star Popcorn Products, Inc.

#QUARRIE CORPORATION

Retail sale of child-craft demonstration sets and World Book encyclopedia.

Location: R-2
Concessionaire: Same

RED CROSS SHOES

See Stuart Brooks.

REFRESHMENT AT THE FAIR, INC.

A model manufacturing plant where Coca-Cola will be made, bottled and sold.

Location: O-7
Concessionaire: Same

#REMINGTON-RAND COMPANY, INC.

Retail sale of electric shavers and typewriters.

Location: V-3
Concessionaire: Same

ROGER AND GALLET

Retail sale of perfumes and cosmetics.

Location: R-1
Sub-Concessionaire: Same

Exhibitor merchandise

(Continued)
March 4, 1939

ROOT BEER

Retail sale of root beer.

Location: Scattered
Concessionaire: Richardson Corporation

SAVOY, THE

A replica of Harlem's Savoy Ballroom, where dance exhibitions will be given. Each performance will last about twenty minutes. The ballroom will have seats for 700. Music by various well-known bands.

Location: AM-1
Concessionaire: Gale Enterprises, Inc.
Admission: 25¢

SCHAEFER HOUSE

See Restaurants.

Location: Q-6
Concessionaire: F. & M. Schaefer Brewing Company

SCHONBRUNN, S. A. & COMPANY

Coffee sold in cups and packages.

Location: Scattered
Concessionaire: Same

SHIPTON & CO., LTD.

Display and retail sale of butterfly jewelry.

Location: O-5
Concessionaire: Same

SILEX COMPANY, THE

See Restaurants.

Location: N-7
Concessionaire: Same

SKEE BALL

A game of skill using alleys down which balls are rolled into pockets.

Location: AM-12
Concessionaire: Fairway Amusement Corporation
Price: 5¢

STANDARD BRANDS, INC.

See Restaurants.

Location: O-16
Concessionaire: Same

STRANGE AS IT SEEMS

Freaks from all over the world and a curiosity show.

Location: AM-13
Concessionaire: Strange As It Seems
Oddities, Inc.

STRATOSHIP

An outdoor aerial-type ride in a bullet-shaped car mounted on a central pivot tower. This amusement combines the effect of gliding and stunt flying.

Location: AM-15
Concessionaire: Harry G. Traver
Price: 15¢

STUART BROOKS

Sale of Red Cross Brand shoes, slippers, hosiery and accessories.

Location: O-6
Concessionaire: Same

SUN VALLEY - A WINTER WONDERLAND

A typical Alpine village is reproduced with an ice show, toboggan slide and ski jump. The natives will be in costume, and a Tyrolean type restaurant with beer garden will be a feature.

Location: AK-4
Concessionaire: Sun Valley, Inc.

SUTTER CANDY COMPANY

Retail sale of salt water taffy.

Location: Scattered
Concessionaire: Sutter Candy Company

SWIFT & COMPANY, INC.

See Restaurants.

Location: Scattered
Concessionaire: Same

THREE-RINGS INN

See Restaurants.

Location: AD-1
Concessionaire: Ballantine Gardens,
Incorporated

TIME AND SPACE

See Amusalon, Inc.

TONY SARG

See The Enchanted Forest.

TRIANGLE RESTAURANT

See Restaurants.

Location: O-2
Concessionaire: Triangle Restaurant
Company

TURF TRYLON RESTAURANT

See Restaurants.

Location: U-3
Concessionaire: Turf Trylon Corpora-
tion.

TURTLE CHASE

Location: AM-11
Concessionaire: Harry C. Baker
Price: 25¢

An outdoor ride of six cars
traveling around a circular track
with an undulating motion. Each
car will carry from five to ten
passengers.

UNDERWOOD AND UNDERWOOD

Location: R-2 and
Scattered
Concessionaire: Underwood and
Underwood Illustration
Studios, Inc.

This firm has the exclusive right to
photograph, solicit, take orders and
sell commissioned work. This includes
the sale, at retail and wholesale
prices, of photographic supplies of
all kinds.

UNION NEWS COMPANY, THE

See Dairy Products.

VICTORIA FALLS

Location: AL-1
Concessionaire: Norman Yule

A scale model of the gigantic falls
on the Zambesi River in Southern
Rhodesia, South Africa, in the
natural surroundings of tropical
growth and heat. A torrent of
60,000 gallons of water will pour
over a cliff 22 feet high every
minute, while dawn, sunshine, a
thunder storm and night, following
in quick succession, will give
visitors the impression of having
spent an entire day in the heart
of Africa.

WAGNER BAKING CORPORATION

See Restaurants.

Location: N-7
Concessionaire: Same

I.M.C.A. OF THE CITY OF NEW YORK

See Restaurants.

Location: N-9
Concessionaire: Same

CONSOLIDATED EDISON COMPANY OF NEW YORK, INC. BUILDING

LOCATION :	Plaza of Light	Plot P-1
PLOT SIZE :	75,183 square feet	Production and Distribution Zone
ARCHITECT :	Harrison and Fouilhoux	Landscape (Vitale & Geiffert)
DESIGNER :	Walter Dorwin Teague	(Gilmore D. Clarke)
EXHIBITORS:	Consolidated Edison Company of New York, Inc., and affiliated companies.	

EXHIBIT PLANS

Building of wood frame and stucco, erected on piles.

A colored, lighted, animated, architectural model of the New York Metropolitan area, known as the "City of Light," the world's largest diorama, is the principal exhibit.

Nearly as long as a city block, higher than a three-story building, the great diorama is the most elaborate work of its kind ever constructed. More than 4,000 buildings, studded with 130,000 windows, are shown in the exhibit.

In the diorama hall lobby, near a room especially designed for customers, will be shown a series of exhibits outlining the company's various operations.

In the building's entrance hall, the first large water-color mural ever painted, executed by Carl Rotors, presents an airplane view of Consolidated Edison territory, while electric, gas and steam exhibits suggest the scope of utility service in this area.

A 9,000 square foot wall of water, in front of which is displayed the first water ballet ever executed, arranged by Alexander Calder, sculptor, forms the exterior of the Consolidated Edison Building. A garden setting for the exhibit was designed by Alfred Geiffert, Jr.

* CONSUMERS BUILDING

LOCATION : Avenue of Pioneers and Constitution Mall Plot I-0-5
PLOT SIZE : 142,500 square feet Production and Distribution Zone
ARCHITECTS: Frederic C. Hiron
Peter Copeland
EXHIBITORS: Consumers' Union of United States Inc.
Household Finance Corporation
Kem Card Sales Corporation
R. H. Macy and Company, Incorporated
Shipton & Company, Limited
Dr. Scholl's Foot Comfort Shoes

CHARACTERISTICS Steel and stucco on timber mat footings and concrete.

Building covers a triangular plot, one side being open to Constitution Mall. Court and garden in center. Circular wing faces Washington Square - identified by its several square columns and large murals.

MURALS Seven by Francis Scott Bradford Technique-rubber paint.

Theme: Electrical.

- A. Epitome of the Arts and the Machine.) in Court -30' x 50'
- B. Man and the Machine.) each
- C. Depicts the desire of Man to control and direct Nature. Faces the Manship fountain, just off Theme Center -30'x34'
- D. Represents spirit of radio, telephone and telegraph - electrical communication. 106' x 20' -- over a long door.
- E. Represents "Production over Manhattan" - abstract design - 25' x 30'.
- F. and G. A matched pair of murals facing the Washington statue - portraits of Lafayette and von Steuben -24' x 17'.

EXHIBIT PLANS

Consumers' Union of the United States Inc.

The exhibit is designed to dramatize the need of consumers for reliable and objective information on the products that competing manufacturers ask them to buy. It will feature a presentation of Consumers' Union's work in exposing dangerous and misrepresented products.

(Continued)

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Household Finance Corporation

Animated exhibits portray budgeting, buying of clothing, home furnishing and food. Each exhibit is an actual demonstration of planned buying and planned budgeting of income. Other exhibits demonstrate the value of reading and understanding labels.

Kem Card Sales Corporation.

The exhibit will feature thousands of Kem Playing cards floating contrary to the laws of gravity and forming patterns and designs similar to fireworks and fountain displays. There will be demonstrations of the durability and stain-resisting qualities of the cards. On display will be a set of cards made of human scalps 300 years ago by American Indians.

Dr. Scholl's Foot Comfort Shops

The newest types of scientific shoes, appliances and remedies will be displayed. Lectures on foot health, illustrated with natural color slides, and dramatic displays depicting how foot troubles affect other parts of the body will be given. Free foot tests and demonstrations of foot relief will be part of the exhibit. An unusual museum of historical and foreign footwear will be another feature. A comfortable rest nook will be provided for the foot-weary.

Shipton & Company, Ltd.

Display of butterfly wing picturecraft and jewelry. Lamp standards, clocks, vanity cases, and pictures with hand-painted designs embossed with brilliantly colored butterfly wings will form main part of exhibit. The other half of the exhibit will consist of a display of many examples of Australian opals, including the largest opal in the world. Demonstrations of Australian opal cutting will be given.

CONTEMPORARY ARTS BUILDING

LOCATION : Rainbow Avenue

Plot I-J-4

PLOT SIZE : 51,600 square feet

Community Interests Zone

ARCHITECTS: Frederick L. Ackerman
Joshua D. Lowenfish
John V. Van Pelt

CHARACTERISTICS Steel, stucco and redwood siding, on foundation of piles.

Center of structure is long, narrow and serrated, with each abutment containing a metal mural. Circular wings at either end.

MURALS Eight by Arthur Covey

Technique - pierced brass.

Theme: Arts of the Western Continent.

Decorating facade 2500' square, located at intersection of Rainbow Avenue and Bowling Green.

- A. The Mayan in Western Art
- B. Creative Painting
- C. Creative Sculpture
- D. North American Indian Arts of Weaving, Basketry and Pottery
- E. Graphic Arts
- F. Architecture
- G. Radio, Cinema and Television
- H. Negro Spirituals - (Note: The compositional lines of "Negro Spirituals" were designed to harmonize with "The Harp," sculpture by Augusta Savage, created for the garden area adjacent.)

(Continued)
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EXHIBIT PLANS

The exhibition of Contemporary Arts will be the most comprehensive of its kind ever assembled in this country. Keynote of the exhibition is "Democracy in Art." A nation-wide system of committees of selection, covering every state and reaching into every art center and art colony in the country, is being set up to insure that every artist will have an equal chance to have his work represented at the Fair. Members of the Committee will themselves be artists and every school of artistic thought, from the most extreme modernist to the most conservative will be represented.

Fifteen thousand works will be submitted. Eight hundred will be selected for exhibition.

The exhibition will be divided into three categories:

1. Painting.
2. Sculpture.
3. Graphic Arts. (This exhibit includes etchings and fine prints and is not to be confused with the graphic arts exhibit in the Communications Building.)

A. Conger Goodyear, President of the Museum of Modern Art, is Chairman of the Governing Committee. Holger Cahill is Director of the exhibit.

Only original works by living American artists are eligible.

Admission to the exhibition will be twenty-five cents.

CONTINENTAL BAKING COMPANY BUILDING

LOCATION : Avenue of Pioneers Plot I-O-1
PLOT SIZE : 44,394 square feet Food Zone
ARCHITECTS: Skidmore & Owings
John Moss Associates

CHARACTERISTICS Steel, wood and stucco, on pile base.
Spiral top - facade simulating Wonder Bread wrappers,
with mechanical figures of bakers 10' tall shown in
action - an outdoor wheat-field.

EXHIBIT PLANS Theme: BAKERY WONDERLAND - showing every step in
modern production of bread.
Media: Animated characters from Alice in Wonderland
will help carry out the exhibit.
Wonder Bread and Hostess Cake prepared before
visitors with immaculate, magic machines operated
by skilled craftsmen.
"The mighty moving oven," "the machine that
manufactures weather" and "a roaring rainstorm
locked up in a room" will be demonstrated as
part of the revolutionary achievements in modern
baking.
A sandwich bar - to provide visitors with baked
goods right out of the ovens.

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COURT OF STATES

LOCATION : Rainbow Avenue and Plaza IV

Plot GS-GU

PLOT SIZE : 500,000 square feet

Government Zone

ARCHITECTS: York & Sawyer
Egerton Swartwout
Fred K. King
J. K. Smith & L. G. White

EXHIBITION PLANS

The Court, Colonial in architecture, is built around a broad mirror pool with shade trees on each side. Against this main lagoon, fifty-two flags, including those of forty-eight states, three territories and the federal government, will reflect a pageant of color, dominated by Old Glory.

In the eleven-acre portion of the main exhibit section, the natural advantages and industrial achievements of guest states and territories will be shown in an authentic atmosphere, with artistic buildings, mirror pools, quiet walks, sculptured trees, hedges, lawns and flowers.

One section of the Court of States will feature a zone with white colonnades, rigidly simple architectural lines, short-cropped lawns, precisely trimmed hedges, and stately American elms.

In another section, fanciful cast-iron grillwork, lovely shaded porches, green vines, canopied walks, ornate metal fences and widespread white willows will create an atmosphere which survives even today in old New Orleans.

A third section will include California missions with bright tile roofs, arches, fountains, sun dials and benches.

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THE CROSLLEY BUILDING

LOCATION :	Court of Communications	Plot IT-3
PLOT SIZE :	30,579 square feet	Communications Zone
ARCHITECTS:	Holland and White	
DESIGNERS :	Sundberg and Ferrar	
EXHIBITOR :	The Crosley Corporation	

CHARACTERISTICS Spread footing base, gypsum board (painted). Modern in conception with glass used extensively. Built along two sides of a wedge-shaped plot, it will partly enclose a large landscaped garden in the rear.

FEATURES An exhibit hall and broadcasting studio will constitute the main features of this building.

The studio will be used by WLW of Cincinnati, world's most powerful broadcasting station, for direct broadcasts from the Fair to a large section of the Middle West.

Several messages of great significance in the Fair's campaign to promote peace and progress throughout the world will go out from this studio. The WLW studio will be used for the broadcasting of interviews with celebrities visiting the Fair, for programs relating to Fair subjects and events and spot news of happenings on the grounds. These will be relayed to the studio by short wave portable. These broadcasts will be picked up by WOR and other stations of the Mutual Broadcasting System of which WLW is a member. They will also be made available from time to time to the other networks.

In the exhibit section will be displays of the company's products - radios, refrigerators, gas and electric stoves, and washing machines.

CUBA

LOCATION : Hall of Nations
Presidential Row South Plot GD-1
Government Zone

FLOOR SPACE: 10,000 square feet

ARCHITECT : F. Cabaroccas

EXHIBIT PLANS

The main purpose of the Cuban exhibit will be to acquaint the visitor with Cuba's advancement and her contributions to modern progress.

Statistical charts will present graphically the importance of Cuba's sugar industry. These will explain how Cuba's immense cane fields and powerful factories have made her the "sugar bowl of the world." Cigars and tobacco will be another display of this industrial exhibit. Of further interest here will be the display of cabinets and other furniture made by skillful cabinet-makers of this country.

The section devoted to science will include portraits of Cuba's scientists. Charts and other graphic data will present a complete outline of Cuba's modern scientific progress as seen in her observatories, laboratories, clinics, academies, and colleges.

An exhibit of books will show the quality of Cuban printing. First editions, and other collections and examples of literature will be displayed. Pictures of buildings will portray types of Cuban architecture.

A tavern will be found in the Cuban Village, where Cuban foods will be served, to the accompaniment of native songs and dances and presentations of the customs of the country.

CZECHOSLOVAKIA

LOCATION : Congress Street

Plot GR-3

PLOT SIZE : 50,000 square feet

Government Zone

ARCHITECTS: Kamil Roscot
M. Polivka

CHARACTERISTICS Steel and stucco on pile foundation. Building colored Federal White.

EXHIBIT PLANS Czechoslovakia has her own pavilion for the display of examples of the industrial and agricultural products of the country.

A stained glass window of 1500 square feet will portray the story of Bata, the European Shoe King, and the development of his shoe business from that of a small country shoemaker to a plant which employs thousands of workers today. An exhibit known as the Hall of Shoes will include shoes which were worn by Bohemian kings and princes, examples of shoes from all over the world, the first machine-made shoes of America and Europe, as well as the shoe of tomorrow.

A rug 1100 square feet and weighing 2000 pounds will cover the floor of the Hall. The wool of 400 sheep was used to make this rug, and some six million hand-made knots were tied in its construction. It is estimated that twenty-four million heels will walk on this rug during the six months of the Fair.

A wall constructed of over 50,000 pieces of rare woods, consisting of more than 100 varieties from all over the world, will be another feature of the exhibit.

In addition to the large coat of arms made of thousands of tiny glass jewels and an entire wall covered by mosaics, there will be displays of Czechoslovakia's famous work in glass ceramics and textiles. The display of glass will feature one of the country's oldest arts which has been handed down for nine centuries. Graduates of the Glass Makers' School will demonstrate the blowing, cutting and etching of glass.

An exhibit showing Czechoslovakia's cultural achievements will be in the Hall of Nations.

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DENMARK

LOCATION : Hall of Nations
Presidential Row North Plot GK-2
Government Zone

FLOOR SPACE: 10,000 square feet

ARCHITECT : Tyge Hvass

EXHIBIT PLANS

The exterior of the Danish Pavilion in the Hall of Nations will be decorated with the Coat of Arms of Denmark on the two towers, and in between will be seen a map of Denmark, arranged so that the outlines of the country form the sails of an old-time sailing ship. High up on the tower at the right, the three Lions from the Coat of Arms of Ribe, Denmark's oldest city, leap, as it were, out into the sky. All the exterior decorations are done in bright metal.

The exhibit is planned to give a picture of Denmark as she looks today. Large scale paintings will present a comprehensive view of the natural beauty of the country and of the people in all phases of their life in Denmark. A variety of scenes will be depicted - provincial towns, beech woods, well-tilled fields, farm houses and old churches. The industrial areas, the metropolis of Copenhagen, the busy shipyards, the great bridges will be the subject of other paintings.

Pictures and pictorial statistics will show the great development of Denmark in commerce, industry, education, social legislation, and general culture. Graphic charts will emphasize the progressive work done by the Danish Folk Schools, the education of farmers and of the entire Danish people as shown in their ability to take care of their old and sick, the poor and unemployed, by a system of evenly distributed taxation.

Per head, Denmark has the largest foreign trade in the world, three times greater proportionately than the United States.

Danish porcelain and silverware, which have been considered triumphs of industrial cultures, will be the only commercial products exhibited.

On the mezzanine floor a typical Danish restaurant, air-conditioned, will serve dishes based on Danish agricultural products, as well as such Danish specialties as Aquavit, Export Beer, and Cherry Brandy.

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DISTILLED SPIRITS EXHIBIT BUILDING

LOCATION : Rainbow Avenue

Plot I-0-12

PLOT SIZE : 45,953 square feet

Food Zone

ARCHITECT : Morris B. Sanders

DESIGNER : Ross-Frankel

EXHIBITOR : Distilled Spirits Exhibit, Incorporated
(A combination of a number of distilling corporations)

CHARACTERISTICS

Wood and stucco on piles and spread footing. Glass in walls and pools.

Large garden court features four rectangular pools.

"Theme spiral" rises 40' from a 50' turntable in the domed theme hall of the building - the spiral depicting the economic story behind the distilling industry.

The hall to be 120' long and 40' wide.

EXHIBIT PLANS

To emphasize the character, tradition and economic importance of the distilling industry in the life of the United States, the Exhibit Hall will portray by means of murals and dioramas the historical, scientific and governmental background of the distilling industry and the economic importance of repeal.

There will be NO LIQUOR FOR SALE OR DISPLAY, nor will any brand or company advertising be shown.

A stage production, the other main section of the exhibit, will dramatize the story of distilling from the forest and the grain field through all of its industrial stages. A turntable will portray an animated model of an American rural community, prime source of products of the industry. Moving up the spiral, trains will carry grain, logs and other products, and then will come bottle factories and shipping platforms loaded with crates of bottles.

Plants where grain is processed also will be shown, and finally at the summit of the spiral the distillery, the focal point of the display.

February 25, 1939

DOMINICAN REPUBLIC (SANTO DOMINGO)

LOCATION : Hall of Nations Plot G-D-2
Pan-American Wing Government Zone
FLOOR SPACE : 10,000 square feet
DESIGNER : Phillips, Raskin & Vollmer

EXHIBIT PLANS

Exhibit will be presented in three sections:
Yesterday, Today and Tomorrow of the Dominican Republic.

Photographs and models of historic places and edifices will tell the story of the colonization of Santo Domingo by Spanish conquistadores and will give scenes associated with Columbus, whose body, it is said, is entombed in the Cathedral at Santo Domingo.

The section devoted to the Dominican Republic Today will stress the advance the Republic is making in social and industrial legislation. Also will be featured scientific exhibits showing the geological strata of the soil, so rich in unworked mines. Other exhibits will deal with the fauna and flora as a subject of inquiry for the scientist. A tourist exhibit will show pictures of the earliest monuments erected in America, while others will portray the magnificent tropical landscapes of the country.

The Future will be represented by a large model of the Columbus Memorial Lighthouse, the great monument "which is to be raised as the first mutual tribute erected by the New World on behalf of the Nations of America to the memory of the great discoverer, Christopher Columbus, in the capital of the Dominican Republic, the oldest Christian city in the New World, founded on the 4th of August, 1496."

February 25, 1939

DRAMA

In view of the fact that Broadway is the theatre center of this country with the finest facilities in the world for the presentation of drama, comedy and musicals, the World's Fair is going to rely upon the established producers to undertake this program.

At the present time, there are more musical shows running in New York City than in the last five years, and it is quite evident that the managers are aiming to appeal to the World's Fair audiences.

Great names of the theatre are planning to open in plays at about the time the Fair commences, and actually New York City will have an extended theatrical season into the spring and summer of 1939.

Alfred Lunt and Lynn Fontanne, in cooperation with the Theatre Guild, will present a series of revivals of their most successful plays.

The visitor to the Fair will have an opportunity to see the best that the theatre has to offer in the field of entertainment.

See: "Merrie England"

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E. I. DU PONT DE NEMOURS INCORPORATED BUILDING

LOCATION : Avenue of Labor

Plot I-Q-5

PLOT SIZE : 36,222 square feet

Production and Distribution
Zone

ARCHITECT : A. M. Erickson, Consulting Engineer

DESIGNER : Walter Dorwin Teague

EXHIBITOR : E. I. du Pont de Nemours and Company, Incorporated

CHARACTERISTICS Steel and stucco, erected on piles.

Feature of the Court of Chemistry to be a 100' Tower of Research encircled by an exposed structural steel work mounting 70'.

EXHIBIT PLANS

Theme: WONDER WORLD OF CHEMISTRY - the Company's contributions to contemporary living and the World of Tomorrow.

Operating machinery and apparatus will show some of the Company's activities in fundamental research, applied research and manufacturing.

Operating exhibits to show many operations behind testing and manufacture of such products as dye-stuffs - also wall decoration of three-dimensional illustrations with activated machinery and chemical apparatus to demonstrate the illustrations.

Graphic summary depicting the social and economic significance of the Company's operations and policies.

Five puppet stages will show in sequence through the eyes of a young couple how du Pont products serve in every-day use in the home - food, clothing, transportation, health, industry, and agriculture.

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EASTERN PRESIDENTS' CONFERENCE BUILDING

LOCATION : Court of Railways Plot X-1
PLOT SIZE : 676,889 square feet Transportation Zone
ARCHITECTS: Office of J. Russell Pope,
Daniel Paul Higgins
DESIGNER : Otto Eggers
EXHIBITORS: Eastern Presidents' Conference (27 principal roads east
of Chicago and St. Louis participating)

CHARACTERISTICS Fair's largest exhibit hall. Rectangular shape - large rotunda simulates a railroad yard.

At one end of building: roundhouse, 130' in diameter and 3 stories high.

Other end: open-air amphitheatre - seats 4,000 - has large stage.

Theatre in main part of building seats 1,000.

EXHIBIT PLANS In the Fair's largest exhibit hall, the Eastern Presidents' Conference will attempt to tell the complete story of the American railroad. To enable the visitor to see and understand this exhibit - RAILROADS - it has been divided into three major parts, each a show in itself. These are:

RAILROADS IN BUILDING: The story of railroad construction will be told by means of a comprehensive array of diorama and motion models, forming a graphic picture of the weaving of the railroad web of America, in track and in train - an outstanding feature contributed by the railway supply industry of the United States.

RAILROADS AT WORK: The story of railroad operation will be illustrated by a scale model of a typical American railroad, the model 150 feet in length and 40 feet in depth, with 3,800 feet of track and 50 locomotives and 400 cars, built in an enclosure seating 1,000 persons. In this auditorium, once each hour, there will be enacted an entire day's operation of a modern railroad terminal . . . the arrival and departure of through trains; the always fascinating picture of a classification yard . . . coal coming from the mine tipples to the docks for shipment . . . a car ferry at its task. In all its detail,

(Continued)

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EXHIBIT PLANS

(Continued)

here is the enthralling drama of how the railroad serves at every turn.

RAILROADS ON PARADE: The romance of the railroad will be enacted in a pageant drama, with its actors, human and mechanical men and women, horses and locomotives. In sixteen rapid-fire scenes, Railroads on Parade tells of land transport from the days of the stage-coach and the canal-boat to those of the highly modern locomotive and the streamlined train. Not only is its stage the largest ever built in America (with its backstage covering five and one-half acres) but the problem of presenting open-air drama on such a scale has been solved by ingenious light and sound effects. Scenery and costumes have been designed by Harry Horner, with Howard Ketcham and A. Sheldon Pennoyer as associates, and the entire production is being staged by Charles Alan. Railroads on Parade will be presented four times daily - at 2:15 and 4:15 each afternoon, and 7:15 and 9:15 each evening during the progress of the Fair.

Other outstanding features of the exhibit will be: The Largest Steam Locomotive in the World, 130 feet in length and weighing 519 tons, with its 8 drivers and its 7,000-horsepower pulling capacity, representing an advance step in railroading, amazing to the layman and the railroader alike.

Huge Track Exhibits: More than one third of the seventeen acres of Railroads at the New York World's Fair 1939 is given over to 4,500 feet of track, upon which will be displayed the newest locomotives and trains from all corners of the world. England is sending her latest - the London, Midland & Scottish Railway's Coronation Scot, seven coaches and a magnificent locomotive. Italy will send an all-electric train, 525 feet in length and capable of easily running 120 miles an hour. Poland, Russia, France and Switzerland are planning to send rolling stock. There will be locomotives, passenger and freight cars of highly modern design.

Historical Exhibit: Here will be found a full-size reproduction of an old-time passenger station and its surroundings, in which will stand many historic engines. This outdoor exhibit will be supplemented by an indoor historical collection of prints, models and appliances arrayed and sponsored by the Railway and Locomotive Historical Society.

One of the national chain of Childs Restaurants, seating 1,200 persons, will be a feature of Railroads at the New York World's Fair 1939.

See next page for list of railroads participating in exhibit.

(Continued)

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Baltimore & Ohio Railroad
Bangor & Aroostook Railroad
Bessemer & Lake Erie Railway
Boston & Maine Railroad
Central Railroad Company of
New Jersey
Central Vermont Railway
Chesapeake & Ohio Railway
Delaware & Hudson Railroad
Corporation
Delaware, Lackawanna & Western
Railroad
Detroit, Toledo & Ironton
Railroad
Erie Railroad
Lehigh & Hudson River Railway
Lehigh & New England Railroad

Lehigh Valley Railroad
Long Island Railroad
Maine Central Railroad
New York Central System
New York, Chicago & St. Louis
Railroad
New York, New Haven & Hartford
Railroad
Norfolk & Western Railway
Pennsylvania Railroad
Pennsylvania-Reading Seashore Lines
Pere Marquette Railway
Reading Company
Rutland Railroad
Virginian Railway
Western Maryland Railway

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EASTMAN KODAK COMPANY BUILDING

LOCATION : Lincoln Square
PLOT SIZE : 42,233 square feet
ARCHITECT : Eugene Gerbereaux
DESIGNER : Walter Dorwin Teague

Plot Q-9

Production and
Distribution Zone

CHARACTERISTICS Steel and stucco, erected on piles.

Large half-rotunda for main section, several wings extending from it. At one side a pylon with photographic murals.

EXHIBIT PLANS Theme: All aspects of photography.

Graphic presentation of the role of pictures in history and sociology - also photography's educational and social value in the World of Tomorrow.

No phase of picture-taking to be neglected.

February 25, 1939

EDUCATION

Education at the Fair will be portrayed as the never-ending search for truth - as the one force standing between civilization and disaster. Realizing the role education must play in making the world of tomorrow a better, happier place in which to live, the Fair Corporation with the American Association for Adult Education will sponsor an educational program of unusual scope.

The Fair's educational program will probably be the most comprehensive of its kind ever planned. To insure its successful consummation the exhibits throughout the Fair constitute a seemingly inexhaustible supply of material. In order to illustrate the use of this material and the possibilities of broadcasts, motion pictures, television and the more technical equipment of the educator will be in actual use at the Fair. A demonstration school will dramatize the ways and means of modern education.

As never before the modern educator is alive to his responsibility and opportunity to leading individuals to adjust changing ideas and ideals to the constantly widening field of human knowledge. He is on the alert to discover and make use of the great variety of media which is being perfected. Lectures, broadcasts, motion pictures, cameras and their relation to the field of education will be the feature of many exhibits at the Fair.

The information service thus furnished by the Fair and the American Association for Adult Education will enable educators from all over the world to gain a first hand knowledge of educational methods of the metropolitan area.

EIGHTH AVENUE INDEPENDENT SUBWAY STATION

LOCATION : North of Times Square

Plot AQ-1

Amusement Zone

MURALS

Two murals by Louis Ferstadt. Technique -- rubber base paint.

Theme: Here You Are - The Greatest Show on Earth!
Done in "Intotoist" style, a synthesis of all styles ranging from pure abstraction to classic realism, the various methods flowing subtly from one to the other, forming a harmonious whole.

- A. Shows man leaving work, going home, eating, dressing. Shows various ways of travel to the Fair. Left of Ramp. 16' x 58'.
- B. Shows man at the Fair, studying items of today - housing, food, clothing, sports, amusements, art, "Democracy and Peace." Man resumes work. Right of Ramp. 16' x 58'.

EXHIBIT PLANS

In order that World's Fair visitors arriving on the Independent Subway may alight at the Fair grounds, the New York City Board of Transportation has added a temporary double spur track to this line.

This spur, approximately two miles long and constructed at a cost of \$1,700,000, ends in the northwestern corner of the Amusement Area at World's Fair Boulevard.

The subway station will accommodate as many as 40,000 passengers an hour.

Station itself built by the City. Approaches and ramps built by the Fair Corporation.

February 25, 1939

ELECTRIC FARM GROUP

LOCATION : Gardenway

Plot J-7

PLOT SIZE : 35,515 square feet

Community Interests Zone

ARCHITECT : Harrison and Fouilhoux

EXHIBITOR : Electric Utilities Corporation

EXHIBIT PLANS

Exhibit will feature a modern electrified farm - a practical working farm of thirty-five thousand square feet, with a farm house and buildings, live cows, chickens and pigs.

More than one hundred practical applications of electricity on the farm will be featured. It will be demonstrated how electric utilities "have brought the city to the farmer" in modern home conveniences. It will also make clear that by giving the farmer tools for more efficient farming, they are bringing him increased revenue, less drudgery, more leisure, and generally Better Living.

See: Electric Utilities Exhibit
Corporation Building

February 25, 1939

ELECTRIC UTILITIES EXHIBIT CORPORATION BUILDING

LOCATION : Street of Wings

Plot V-4

PLOT SIZE : 71,779 square feet

Production and
Distribution Zone

ARCHITECT : Harrison & Fouilhoux

EXHIBITORS : Member, Electric Light & Power Companies.

CHARACTERISTICS

Wood truss and frame, stucco, on piles and spread footings.

Building for the Central Exhibit located near the Theme Center, to be dominated by a Transmission Tower.

A modern electrified farm, near the Home Building Center, will cover 35,000 square feet, with a farm house and buildings completely equipped. (See Electric Farm Group.)

EXHIBIT PLANS

In this exhibit will be portrayed life in the early 1890's, when the electric utility industry was not more than ten years old. This will be contrasted with modern life, with all that electric service means today in the social and economic life of the nation.

In colorful, dramatic visualizations this exhibit will demonstrate how the privately owned electric utilities, in less than fifty years, have revolutionized living and contributed to the welfare of the country, productivity of its industries and the health, protection and happiness of its people.

February 25, 1939

* ELECTRICAL PRODUCTS BUILDING

LOCATION : Travel Way

Plot I-V-3

PLOT SIZE : 65,600 square feet

Production and
Distribution Zone

ARCHITECTS: A. Stewart Walker
Leon N. Gillette

EXHIBITORS: Animating Products, Incorporated
Chicago Flexible Shaft Company
A. C. Gilbert Company
Remington Rand, Incorporated
Singer Shaver Corporation
White Sewing Machine Company

CHARACTERISTICS Steel and stucco on spread footing base. L-shaped building with high fin at the end facing Grand Central Parkway.

MURALS Two by Martha Axley

Technique - keim color.

Theme: Means of Distribution.

- A. Designed as a port scene, typifies distribution as well as factories, cranes, boats, railroads yards et cetera. Over side doors. 33' x 38'.
- B. Front decoration portrays all the means of industrial distribution such as railroads, trucks, freighters et cetera.

EXHIBIT PLANS

Animating Products Incorporated

Will present the EXHIBIT OF SPARKLING LIGHT stressing the Sign of Tomorrow - JEWELITE. Huge, individual, sparkling letters mark the imposing facade of the exhibit. Across the background, solid masses of jewels form dazzling spectacles.

(Continued)
February 25, 1939

EXHIBIT PLANS (Continued)

Chicago Flexible Shaft Company

Will feature the SUNBEAM MAGIC MIRROR, which will present the products of this company - Sunbeam Mixmaster, Sunbeam Shavemaster and Sunbeam Coffeemaster. It will be in the form of a theatrical presentation.

The A. C. Gilbert Company

Electric and motor driven appliances of the company will be displayed. The focal feature will be a six-foot working model of Kitchen-Kit, the only all plastic, general utility kitchen mixer. Several mechanical dioramas will show the mixer's most important features. Photomurals over the demonstration counter will illustrate various products. An amusing feature will be an illusion box showing the trademark Gilbert Polar Cubs at work and play. Illuminated Translites will show the uses of another product, the Vitalator Electric Massage. This Vitalator may be operated by the visitor for self demonstration.

Remington Rand, Incorporated

The entire center section of Remington Rand Hall will be devoted to displays of Electric Close Shavers and other shaving equipment. The world's largest electric shaver, an animated replica of the Remington Shaver, twelve feet long and with a shaving hand four feet across, will be in constant operation. Other features will be a razor museum and the "magnascope," a new type of projection machine which enlarges a human head to ten times its normal size and a two-inch patch of stubble to five feet, an enlargement which will make whiskers look like logs. The other section of the exhibit will feature Remington Rand business systems and equipment, with "Photography in Business" the theme of a separate display showing the use of photography to reproduce modern business records. A private lounge equipped with powder bars and comfortable chairs will be provided for feminine visitors..

February 25, 1939

ELGIN NATIONAL WATCH COMPANY BUILDING

LOCATION : Commerce Circle

Plot I-Q-10

PLOT SIZE : 21,549 square feet

Production and
Distribution Zones

ARCHITECT : W. L. Pereira

CHARACTERISTICS Steel and wood framing erected on piles.

Semi-circular exhibition hall surrounding a central circular building. Latter has dome which may be opened for actual star observations for time.

Building designed to emphasize the meridian, or north and south line.

EXHIBIT PLANS Determination of time from the stars to be demonstrated.

Time pieces exemplary of all ages will be illustrated by models and murals, ending with a glimpse of the Time piece of Tomorrow.

Observatory will contain two astronomical clocks, which are among the most accurate in the world.

February 25, 1939

* EMPLOYMENT BUILDING

LOCATION : North side of Long Island Railroad

DESIGNERS : World's Fair Staff

CHARACTERISTICS Stucco exterior, asphalt tile floors, plywood partitions, celotex ceilings.

Shape: T-shaped, one story high.

Feature: Structural glass exterior at entrance lobby. One of the first buildings on Site. Erected for field operations.

NOTE

This building houses the personnel offices, including interviewing rooms, test room for stenographic applicants and file room. All Administrative staff employment is initiated here.

The rear office of this building is now being used by the Dispatcher's Section of the Transportation Department.

February 25, 1939

EXHIBITORS

ENTIRE BUILDING OCCUPIED BY EXHIBITOR

<u>EXHIBITOR</u>	<u>BUILDINGS AND ZONE</u>
Addressograph-Multigraph Corporation	Business Systems and Insurance Building Production and Distribution Zone
Aetna Casualty and Surety Company	Business Systems and Insurance Building Production and Distribution Zone
Agfa Ansco Corporation	Communications Building Communications Zone
American Chain & Cable, Incorporated	Metals Building Production and Distribution Zone
American Express Company	Marine Transportation Building Transportation Zone
American Hardware Corporation	Home Building Center Exhibit Building Community Interests Zone
#American Museum of Health	Medicine and Public Health Building Community Interests Zone
American Platinum Works	Metals Building Production and Distribution Building
American Public Health Association	Medicine and Public Health Building Community Interests Zone
#American Radiator and Standard Sanitary Corporation	Own Building Community Interests Zone
#American Telephone & Telegraph Company	Own Building Communications Zone
#American Tobacco Company	Own Building Food Zone
Animating Products, Incorporated	Electrical Products Building Production and Distribution Zone

February 25, 1939

EXHIBITOR

BUILDING AND ZONE

#Apparel and Accessories
Associates, Incorporated

Hall of Fashion-Apparel and
Accessories Building
Community Interests

Bakelite Company

Hall of Industrial Science
Building
Production and Distribution Zone

Baker and Company, Incorporated

Metals Building
Production and Distribution Zone

Bayer Company, The

Medicine and Public Health
Building
Community Interests Zone

Beech-Nut Packing Company

Own Building
Food Zone

Bell Telephone

American Telephone and Telegraph
Building
Communications Zone

Bendix Aviation Corporation

Aviation Building
Transportation Zone

Bethlehem Steel Company

Metals Building
Production and Distribution Zone

Black, Starr & Frost-Gorham

House of Jewels
Community Interests Zone

Boart Products, Limited

Metals Building
Production and Distribution Zone

#Borden Company, The

Own Building
Food Zone

Bristol-Myers

Hall of Pharmacy
Production and Distribution Zone

British Railways

Marine Transportation Building
Transportation Zone

California Olive Association

Food Building #2
Food Zone

Canada Dry Ginger Ale, Incorporated

Food Building #2
Food Zone

EXHIBITOR

BUILDING AND ZONE

#Carrier Corporation

Own Building
Production and Distribution Zone

Cartier, Incorporated

House of Jewels
Community Interests Zone

Chase & Sanborn Coffee

Standard Brands, Incorporated
Building
Food Zone

Chatham Manufacturing Company

Consumers Building
Production and Distribution Zone

Cherry-Burrell Corporation

Medicine and Public Health
Building
Community Interests Zone

Chicago Flexible Shaft Company

Electrical Products Building
Production and Distribution Zone

Christian Science Activities at
The New York World's Fair 1939
The Executive Committee for,
and Christian Science Monitor

Own Building
Community Interests Zone

#Chrysler Sales Corporation

Chrysler Motors Building
Transportation Zone

Ciba Pharmaceutical Products,
Incorporated

Medicine and Public Health
Building
Community Interests Zone

#Consolidated Edison Company of New
York, Incorporated

Own Building
Production and Distribution Zone

Consumers' Union of the United
States

Consumers Building
Production and Distribution Zone

#Continental Baking Company

Own Building
Food Zone

Thomas Cook and Son-Wagon-Lite
Incorporated

Marine Transportation Building
Transportation Zone

Copper & Brass Research Association

Metals Building
Production and Distribution Zone

Corning Glass Works

Glass Building
Production and Distribution Zone

Crane Company

Home Building Center Exhibit
Building
Community Interests Zone

(Continued)
February 25, 1939

BUILDING AND ZONEEXHIBITOR

Crosley Corporation, The	Own Building Communications Zone
Curtiss Candy Company	Food Building No. 3 Food Zone
Dale Fifth Avenue, Incorporated	Marine Transportation Building Transportation Zone
Diamond Corporation, The	House of Jewels Community Interests Zone
A. B. Dick Company	Business Systems and Insurance Building Production and Distribution Zone
#Distilled Spirits Exhibit, Incorporated	Own Building Food Zone
Dun & Bradstreet, Incorporated	Business Systems and Insurance Building Production and Distribution Zone
#du Pont de Nemours Company Incorporated, E. I.	Own Building Production and Distribution Zone
#Eastern Presidents' Conference	Own Building Transportation Zone
#Eastman Kodak Company	Own Building Production and Distribution Zone
#Electric Utilities Corporation	Collective Farm Group Community Interests
Electric Utilities Exhibit Corporation	Own Building Production and Distribution Zone
#Elgin National Watch Company	Own Building Production and Distribution Zone
#Equitable Life Assurance Society of the United States	Own Building Production and Distribution Zone
Fenner, Ward W.	Hall of Fashion-Apparel and Accessories Building Community Interests Zone
Ferro-Enamel Corporation	Home Furnishings Building Community Interests Zone

(Continued)

February 25, 1939

<u>EXHIBITOR</u>	<u>BUILDING AND ZONE</u>
Fiat Metal Manufacturing Company	Home Building Center Exhibit Building Community Interests Zone
#Firestone Tire & Rubber Company	Own Building Transportation Zone
B. Fischer & Company, Incorporated	Food Building No. 2 Food Zone
Fleischmann's Yeast	Standard Brands, Incorporated Building Food Zone
Flush-Metal Partition Corporation	Home Building Center Exhibit Building Community Interests Zone
#Ford Motor Company	Own Building Transportation Zone
Fuller Brush Company	Home Furnishings Building Community Interests Zone
#Gas Exhibits, Incorporated	Own Building Community Interests Zone
#General Cigar Company, Incorporated	Own Building Food Zone
#General Electric Company	Own Building Production and Distribution Zone
#General Motors Corporation	Own Building Transportation Zone
A. C. Gilbert Company	Electrical Products Building Production and Distribution Zone
#Glass Incorporated	Own Building Production and Distribution Zone
#B. F. Goodrich Company	Own Building Transportation Zone
Grolier Society, Incorporated	Communications Building Communications Zone
Hafner Associates, Incorporated	Hall of Fashion-Apparel and Accessories Building Community Interests Zone

BUILDING AND ZONE

<u>EXHIBITOR</u>	<u>BUILDING AND ZONE</u>
Halowax Corporation	Hall of Industrial Science Production and Distribution Zone
Chr. Hansen's Laboratory, Incorporated	Food Building No. 2 Food Zone
Hardman, Peck & Company	Home Furnishings Building Community Interests Zone
#H. J. Heinz Company	Own Building Food Zone
Hershey Machine & Foundry Company	Home Building Center Exhibit Building Community Interests Zone
Hoover Company, The	Home Furnishings Building Community Interests Zone
Hortus, Incorporated	Gardens on Parade Community Interests Zone
Household Finance Corporation	Consumers Building Production and Distribution Zone
#House of Jewels, Incorporated	Own Building Community Interests Zone
Howell Company, The	Home Furnishings Building Community Interests Zone
Independent Order of Foresters	Communications Building Communications Zone
International Business Machines Corporation	Business Systems and Insurance Building Production and Distribution Zone
#Johns-Manville Sales Corporation	Own Building Community Interests Zone
Keasbey & Mattison Company	Home Building Center Exhibit Building Community Interests Zone
Kem Card Sales Corporation	Consumers Building Production and Distribution Zone
Keystone Manufacturing Company	Communications Building Communications Zone
Lambert Pharmaceutical Company	Hall of Pharmacy Production and Distribution Zone

(Continued)

February 25, 1939

EXHIBITORSBUILDING AND ZONE

Lederle Laboratories, Incorporated	Medicine and Public Health Building Community Interests Zone
El Lilly and Company	Medicine and Public Health Building Community Interests Zone
Link-Belt Company	Metals Building Production and Distribution Zone
Loose-Wiles Biscuit Company	Food Building No. 2 Food Zone
Macfadden Publications	Communications Building Communications Zone
R. H. Macy & Company, Incorporated	Consumers Building Production and Distribution Zone
Manufacturers Trust Company	Consumers Building Production and Distribution Zone
Marchant Calculating Machine Company	Business Systems and Insurance Building Production and Distribution Zone
Marcus & Company	House of Jewelry Community Interests Zone
Marsh Walls Products, Incorporated	Home Building Center Exhibit Building Community Interests Zone
Maternity Center Association	Medicine and Public Health Building Community Interests Zone
McKesson & Robbins	Hall of Pharmacy Production and Distribution Zone
Mead-Johnson & Company	Medicine and Public Health Building Community Interests Zone
Men's Apparel Quality Guild	Own Building Production and Distribution Zone
G. & C. Merriam Company	Communications Building Communications Zone

(Continued)
February 25, 1939

<u>EXHIBITOR</u>	<u>BUILDING AND ZONE</u>
Metropolitan Life Insurance Company	Business Systems and Insurance Building Production and Distribution Zone
Miles Laboratories	Hall of Pharmacy Production and Distribution Zone
Morris Plan Industrial Bank of New York	Business Systems and Insurance Building Production and Distribution Zone
Mosler Safe Company, The	Business Systems and Insurance Building Production and Distribution Zone
National Biscuit Company	Food Building No. 2 Food Zone
National Broadcasting Company	R.C.A. Building Communications Zone
#National Cash Register Company	Own Building Amusement Zone
#National Dairy Products Corporation	Own Building Food Zone
National Fireproofing Corporation	Town of Tomorrow Community Interests Zone
National-Standard Company	Metals Building Production and Distribution Zone
New York City Cancer Committee, The New York Institute for the Education of the Blind	Medicine and Public Health Building Community Interests Zone
F. A. North Piano Company, Incorporated	Home Furnishings Building Community Interests Zone
Olson Rug Company	Home Furnishings Building Community Interests Zone
Otis Elevator Company	Metals Building Production and Distribution Zone
Owens-Illinois Glass Company	Glass Building Production and Distribution Zone

(Continued)
February 25, 1939

EXHIBITOR

BUILDING AND ZONE

Ozolid Corporation	Metals Building Production and Distribution Zone
#Palestine Exhibits, Incorporated	Jewish Palestine Pavilion Community Interests Zone
Parke, Davis & Company	Medicine and Public Health Building Community Interests Zone
Pediforme Shoe Company	Hall of Fashion-Apparel and Accessories Building Community Interests Zone
Pepsodent Company	Hall of Pharmacy Production and Distribution Zone
#Petroleum Industry Exhibit, Incorporated, The	Own Building Production and Distribution Zone
John B. Pierce Foundation	Medicine and Public Health Building Community Interests Zone
Pittsburgh Plate Glass Company	Glass Building Production and Distribution Zone
Planters Nut & Chocolate Company	Food Building No. 3 Food Zone
Quarrie Corporation	Communications Building Communications Zone
Queensboro Tuberculosis & Health Association	Medicine and Public Health Building Community Interests Zone
#Radio Corporation of America	Own Building Communications Zone
Refreshment at the Fair, Inc.	Food Building No. 3 Food Zone
Remington Rand, Inc.	Electrical Products Building Production and Distribution Zone
John A. Roebling's Sons Co.	Metals Building Production and Distribution Zone

(Continued)
February 25, 1939

EXHIBITOR

BUILDING AND ZONE

Rohm and Haas Company	Hall of Industrial Science Production and Distribution Zone
Royal Desserts	Standard Brands, Incorporated Building Food Zone
Dr. Scholl's Foot Comfort Shoes	Consumers Building Production and Distribution Zone
S. A. Schonbrunn & Company, Incorporated	Food Building No. 2 Food Zone
Shipton and Company, Limited	Consumers Building Production and Distribution Zone
#Show Globe, Incorporated, The	Hall of Pharmacy Production and Distribution Zone
Silex Company, The	Food Building No. 2 Food Zone
Singer Shaver Corporation	Electrical Products Building Production and Distribution Zone
South Africa Producing Company	House of Jewels Community Interests Zone
Southern Railway of England	Marine Transportation Building Transportation Zone
Sperry Gyroscope Company, The	Aviation Building Transportation Zone
#Standard Brands, Incorporated	Own Building Food Zone
#Swift and Company	Swift & Company Building Food Zone
#Temple of Religion	Own Building Community Interests Zone
Texas Gulf Sulphur Company	Hall of Industrial Science Building Production and Distribution Zone
Tiffany & Company	House of Jewels Community Interests Zone

(Continued)
February 25, 1939

<u>EXHIBITOR</u>	<u>BUILDING AND ZONE</u>
Tilo Roofing Company, Incorporated	Home Building Center Exhibit Building Community Interests Zone
Timken Roller Bearing Company	Metals Building Production and Distribution Zone
Udall and Ballou	House of Jewels Community Interests Zone
Underwood Elliott Fisher Company	Business Systems and Insurance Building Production and Distribution Zone
United States Potters Association and the National Brotherhood of Operative Potters	Home Furnishings Building Community Interests Zone
#United States Steel Corporation	Own Building Production and Distribution Zone
Utility Manufacturing Company, Incorporated	Communications Building Communications Zone
#Vanity Fair	Own Building Community Interests Zone
Wagner Baking Company	Food Building No. 2 Food Zone
West Disinfecting Company	Medicine and Health Building Community Interests Zone
Western Pine Association	Home Building Center Exhibit Building Community Interests Zone
#Westinghouse Electric and Manufacturing Company	Own Building Production and Distribution Zone
White Sewing Machine Company Incorporated	Electrical Products Building Production and Distribution Zone
Wilbert Products Company, The	Home Furnishings Building Community Interests Zone
Winthrop Chemical Company, Incorporated	Medicine and Public Health Building Community Interests Zone

EXHIBITOR

BUILDING AND ZONE

The Yale and Towne Manufacturing
Company

Metals Building
Production and Distribution Zone

York Safe and Lock Company

Business Systems and Insurance
Building
Production and Distribution Zone

#Young Men's Christian Association
of the City of New York

Own Building
Community Interests Zone

PARTICIPATION IN TOWN OF TOMORROW

Acme Metal Products Corporation

Ilg Electric Ventilating Company

American Gas Company

The International Nickel Company,
Incorporated

American Hardware Corporation

Johns-Manville Sales Corporation

Barrett Company

Jones & Laughlin Steel Corporation

Burkay Company

Keystone Varnish Company

Burnham Boiler Corporation

Line Material Company

Cork Insulation Company,
Incorporated

William H. Lutton Company

Crane Company

Benjamin Moore & Company

Curtis Companies, Incorporated

National Fireproofing Corporation

Douglas Fir Plywood Association

Overhead Door Corporation

The Estate Stove Company

Owens-Illinois Glass Company

Fiat Metal Manufacturing Company,
Incorporated

Pittsburgh Plate Glass Company

The Floyd-Wells Company

Robertson Art Tile Company

General Bronze Company

Samson Cordage Works

General Electric Company

Standard Coated Products
Corporation

Home Insurance Company

(Continued)
February 25, 1939

List of Exhibitors -13

Standard Gas Equipment
Corporation

The Stanley Works

Structural Clay Products
Institute

Richard E. Thibaut, Incorporated

Tilo Roofing Company,
Incorporated

Utica Radiator Corporation

Warren Webster & Company

West Dodd Lightning Conductor
Corporation

Yale and Towne Manufacturing
Company

FINANCING

It is estimated that the total investment in New York World's Fair prior to opening day will be something over 150 million dollars.

This amount includes permanent improvements on and in the vicinity of the Fair site.

The Fair Corporation itself will invest approximately 40 million dollars. Part of this expenditure is financed through an issue of 4 Per Cent Debenture bonds maturing in 1941; the balance through receipts prior to opening day from rentals, advance sale of tickets, services to participants and incidental revenues.

It is expected that gate receipts, the rental of land and building space to participants and the Fair Corporation's share in the receipts of concessionaires will enable the Corporation to liquidate the Debentures. Since the Fair is conducted by a non-profit corporation, any surplus remaining after the payment of all indebtedness will be disposed of (1) by contributing to the City of New York the first 2 million dollars of such surplus toward the development of the Flushing Meadow Park after the completion of the Fair and (2) by contributing the balance to the State and City for charitable and scientific purposes.

The remainder of the 150 million dollar investment is being made by domestic and foreign governments, exhibitors and concessionaires, who themselves control their expenditures.

The City of New York, for example, has appropriated \$26,700,000 which covers the cost of the land, its grading, permanent improvements adjacent to the Fair Grounds as well as the permanent City of New York building. All of these improvements are designed temporarily to assist the Fair, but ultimately as a basis for the Flushing Meadow Park into which the Fair site will be developed.

The State of New York appropriated \$6,200,000 of which \$4,000,000 is being devoted to the construction of the boat basin and other permanent improvements adjacent to the Fair Grounds, and \$2,200,000 to the erection of the permanent amphitheatre building and the State's exhibit.

The United States Government has appropriated \$3,000,000 for the Federal building and exhibit and an additional \$505,000 for dredging a channel in Flushing Bay.

Foreign governments are spending approximately \$31,000,000 on buildings and exhibits; various state governments approximately \$2,000,000; private exhibitors \$30,000,000; and concessionaires will invest some \$17,500,000 in structures and equipment.

Mr. and Mrs. Alvar Salto

EXHIBIT PLANS In designing exhibits, done in metal relief, of half of the globe showing the territory of Finland in relation to the United States will ornament the main facade of the Finnish sector in the Hall of Nations. Presiding the main entrance will be the statue executed by Vaisio Salonen, "A Girl from Pirkkala"; she will be the "Mistress" of the Finnish exhibits.

Three main objectives will be emphasized on the exhibits: Finland's material and spiritual progress with "Finland Tomorrow" as the focal point; Finland's proud and tested historical foundation for her progressive achievements in her cultural, social and economic life; and her many attractions as a tourist country and a country of sports.

Of interest to the visitor will be "a gateway to world," jointly composed by the two architects, Mr. and Mrs. Alvar Salto, and depicting the "Land of Legends."

Three very flaring curtains will portray the Aurora Borealis of northern Finland. The waves of Aurora, divided into vertical flashes of streamers, will illustrate the various trades of Finland, from the most primitive forms of production up to the highest grade of industrial refining. The top wave of each streamer will depict the industry and nature, the middle wave, the people, and the bottom wave, energy. In ever-changing shades and tinges like the natural phenomenon. At the bottom of the floor in front of each streamer, products representing the corresponding trade will be placed in stands of varying height.

Other exhibits will be displays of arts and crafts, sporting goods and travel posters and pictures. Finland's Olympic Games will be featured in pictures and charts and a special exhibition will be arranged in the hallways of the world to attend the Fifth Olympic Games to be held in Helsinki in the summer of 1940.

Visitors will have the opportunity to inspect houses with the taste of Finland in the restaurant on the exhibition floor.

FINLAND

LOCATION : Hall of Nations
Presidential Row North

Plot GE-1

FLOOR SPACE : 10,000 square feet

Government Zone

ARCHITECTS : Mr. and Mrs. Alvar Aalto

EXHIBIT PLANS An imposing replica, done in metal relief, of half of the Globe showing the terrain of Finland in relation to the United States will ornament the main facade of the Finnish sector in the Hall of Nations. Flanking the main entrance will be the statue executed by Vaino Aaltonen, "A Girl from Pirkkala"; she will be the "Mithra" of the Finnish exhibit.

Three main objectives will be emphasized in the exhibit: Finland's material and spiritual progress with "Finland Tomorrow" as the focal point; Finland's sound and tested historical foundation for her progressive achievements in her cultural, social and economic life; and her many attractions as a tourist country and a country of sports.

Of interest to the visitor will be "a symphony in wood," jointly composed by the two architects, Mr. and Mrs. Alvar Aalto, and depicting the "Land of Forests."

Three wavy, flaming curtains will portray the Aurora Borealis of Northern Finland. The waves of Aurora, divided into vertical flashes of streamers, will illustrate the various trades of Finland, from the most primitive forms of production up to the highest grade of industrial refining. The top wave of each streamer will depict the country and nature, the middle wave, the people, and the bottom wave, labor, in ever-changing shades and tinges like the auroral flames. At the bottom, on the floor in front of each streamer, products representing the corresponding trade will be placed on stands of varying height.

Other exhibits will be displays of arts and crafts, sporting goods and travel posters and pictures. Finland's Olympic Games will be featured in pictures and charts and a cordial invitation will be extended to the nations of the world to attend the XIIth Olympic Games to be held in Helsinki in the summer of 1940.

Visitors will have the opportunity to acquaint themselves with the foods of Finland in the restaurant on the mezzanine floor.

February 25, 1939

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THE FIRESTONE TIRE AND RUBBER COMPANY BUILDING

LOCATION : Court of Ships

Plot I-Z-3

PLOT SIZE : 149,625 square feet

Transportation Zone

ARCHITECTS: C. D. Smith, Wilbur Watson and Associates

DESIGNER : George W. McLaughlin

CHARACTERISTICS Steel and stucco on spread footing base.

The Exhibit Building: Style - modern - a great rotunda, surrounded by a brilliantly lighted vertical fin towering 100 feet high.

Firestone Singing Color Fountain will mark entrance,

The Modern American Farm: To be constructed outside Exhibit Building. Authentic reproduction of typical farmhouse, barns, silos and tool sheds.

EXHIBIT PLANS Exhibit Building: Dynamic dioramas to portray dramatically Firestone's role in development of modern transportation.

Modern American Farm: Authentic replica of a thriving American farmstead - rural life to be portrayed as it exists on American farms today. Cattle, sheep, chickens roam fields. Every type of wheeled agricultural implement is to be displayed here on Firestone pneumatic tire equipment.

Firestone Singing Color Fountain: In a garden at entrance. Dome-shaped jets of water spraying into air as vari-colored lights play upon them. Color variations created will be controlled by the changing tone value in the music.

February 25, 1939

FLORIDA

LOCATION : Army and Navy Lane Plot AS-1
PLOT SIZE: 102,000 square feet Amusement Zone
ARCHITECT: Paist & Steward

CHARACTERISTICS

Material: Native Florida materials.

Style: Floridan - reminiscent of the Spanish cathedrals of early Florida.

Features: A tower in harmony with the style of architecture. At entrance, an heroic size statue of PONCE DE LEON.

EXHIBIT PLANS

Within the building the visitor will pass through the cycle of a typical day in Florida. Overhead a Florida sky, in a twenty-minute period, changes from the rosy hues of dawn through noon and twilight and finally a star-studded Florida night.

There are forty-five exhibit units reproducing Florida's points of interest -- institutions, agriculture, industry, natural resources, art, science, education, culture, sports, etc.

Spectoramas will show many of the attractions. The citrus spectatorama, covering twenty-five square miles of Florida citrus country in perspective, contains trees ranging from life size in the foreground to one half inch in the rear, each one made by hand. It contains also more than ten thousand blossoms. Figures in the spectatoramas walk and talk; trains and automobiles dart through the scene and in all there is a resemblance to real life.

In the patio there is a fruit juice bar where visitors may eat orange sherbert and drink orange and grape fruit juice. Other Florida products will be sold in the exhibit.

February 25, 1939

FLUSHING MEADOW PARK

After the demolition of the temporary structures of the Fair Corporation, the Department of Parks of the City of New York plans to provide a major recreation center of 1255 acres. This center, to be known as Flushing Meadow Park, will include extensive facilities for active and passive recreation.

The proposed development plan provides for:

1. Open play fields for unorganized play
2. A large paved area which will serve as a parking area during peak attendance and as a roller skating rink at other times
3. Forty handball courts
4. Seventy-two tennis courts
5. Twenty-four baseball diamonds
6. Eleven children's playgrounds
7. Four and seven-tenths miles of bridle paths
8. Nine and one-half miles of bicycling paths
9. Thirty-one miles of walks
10. A boat basin to accommodate six hundred boats
11. Soccer, football and lacrosse fields
12. A pitch-putt golf course
13. Archery ranges

In the New York City Building, which will be part of the park, there will be a huge indoor ice skating rink, and many basketball courts.

This means that the Flushing Meadow Park intends to provide a greater variety of active recreation than any other park in the City of New York. With all that however the designers have not lost sight of the demand for naturalistic park areas where one may enjoy the relaxation and inspiration of the informal landscape. The New York World's Fair 1939 Incorporated has planned its own landscaping program to fit in with the ultimate park plan.

* FOOD BUILDING NO. 2

LOCATION : Constitution Mall & John Jay Street

Plot I-N-7

PLOT SIZE : 88,550 square feet

Food Zone

ARCHITECTS: M. W. Del Gaudio
Henry Titus Aspinwall
Paul F. Simpson

EXHIBITORS: California Olive Association
Canada Dry Ginger Ale
Curtiss Candy Company
B. Fischer & Company
Chr. Hansen's Laboratory, Incorporated
National Biscuit Company
The Silex Company
Wagner Baking Corporation

CHARACTERISTICS Steel and stucco, on pile base.

Frontage - 500' on Constitution Mall; 200' on Rainbow Avenue.

Rotunda - 45' high, broken by a massive entrance covered with striking mural by Pierre Bourdelle.

MURALS Two by Carlo Ciampaglia Technique - rubber paint.

Theme: The Production, Consumption & Distribution of Food.

Facing on Court of Food Building No. 2. 26' x 76' and 32' x 24'.

Seven by Pierre Bourdelle Technique - sgraffito and fresco on cement.

Theme: The Housing of Natural and Manufactured Products Destined to Human Consumption.

Facing on Constitution Mall and Rainbow Avenue.

EXHIBIT PLANS

California Olive Association

The ripe olive industry will be portrayed in a mission setting. The romantic background of this industry will be retold by a (robot) Franciscan Friar. Hostesses, garbed in the colorful costumes of the early California senoritas, will be in attendance.

(Continued)
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EXHIBIT PLANS (continued)

Canada Dry Ginger Ale, Incorporated

Exhibit will feature murals showing the company's products and methods of manufacture. A new type of animated display will be the Metamorphisor, a mechanism which creates an optical illusion of an appetizing drink changing to a bottle and vice versa. A giant size illuminated Canada Dry Bottle, two huge green glasses of ginger ale and a large clock with a map of the world showing the extent of Canada Dry sales will be other features. A service bar will be located in the booth where Canada Dry beverages will be sold. Lighting and color treatment will be in keeping with the emerald green bottle and with the cool, refreshing qualities of the Canada Dry beverages.

B. Fischer & Co., Inc.

Will portray the evolution of the coffee business from the plantation to the cup by means of murals, animated pictures, and diorama effects. This company sponsors Astor Brand coffee, tea, and spices. Hostesses will be in attendance to answer all questions.

Chr. Hansen's Laboratory, Inc.

The exhibit of "The Junket Folks" will portray the preparation of delicious, easily digestible rennet-custards, ice cream, and home-made fudge made with "Junket" Brand Food Products manufactured by this firm. Liberal tastes of these products and a new recipe book will be offered.

National Biscuit Company

Will feature a modern, air-conditioned motion picture theatre. Two films will be shown in technicolor - one ("Mickey's Surprise Party") to amuse the audience, the other of an informative nature. Around the exterior of the theatre, behind glass, marches a colorful and amusing parade of puppets made by Tony Sarg.

The Silex Company

Will feature a replica of a Silex Glass Coffee Maker fully seven feet tall. Coffee will be served patrons. Frankfurters and hamburgers too are served - prepared on the Silex broiler. A complete line of Silex Glass Coffee Makers will be displayed.

Wagner Baking Corporation

Mrs. Wagner's Pies will be baked right on the premises. The complete process will be seen by the visitor.

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* FOOD BUILDING NO. 3

LOCATION : Agricultural Row Plot I-O-7
PLOT SIZE : 46,000 square feet Food Zone
ARCHITECTS : Eric Kebbon
Philip L. Goodwin
Morris Ketchum, Jr.
Edward D. Stone
Richard Boring Snow
DESIGNER : Russel Wright
EXHIBITORS : Planters Nut and Chocolate Company
Refreshment at the Fair, Inc. (Coca-Cola)

CHARACTERISTICS Steel and stucco on pile base.
Rhomboidal shape, 200' by 400' with the two sides curving.
Feature: Four golden shafts resembling stalks of wheat.

MURAL One by Witold Gordon Technique - rubber base paint.
Theme: Food. Faces Lincoln Square Size: 6,000 square feet
This mural is intended to show Food as source of energy and health; it displays several representative groups of essential foods, such as vitamins, proteins, etc.

EXHIBIT PLANS Houses Food Focal Exhibit (for description see Focal Exhibits, Food)

Refreshment at the Fair, Inc.

This exhibit of Coca-Cola consists of facilities where visitors can enjoy this drink. It will show refreshment in the making ...sparkling bottles emerging from sterilizing machines and marching along an endless conveyor at the rate of 126 per minute without the touch or guidance of human hands.

Planters Nut and Chocolate Company

Will show, by translite photographs, the processes of cultivation of peanuts from first growth to maturity. Contains also a colored animated motion picture of the peanut bush or plant showing the process of development of the seed to the matured peanut. Displays of peanuts and by-products.

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FOOD FOCAL EXHIBIT

LOCATION: Food Building #3 at southerly end of Rainbow Avenue

DESIGNER: Russel Wright

The Food Exhibit comprises four groups of displays under these heads:

- I. Nutrition
- II. The Food Job
- III. Dividing the Work
- IV. Science and Invention Improve the Tools for the Job.

The displays of each group unite to complete the group theme. Visual presentation is the featured medium.

The Exhibit is designed to emphasize modern production and distribution of food, enhanced by the benefits of modern science, as compared to food production and distribution in 1789, with its clumsy methods limiting and localizing quantity, quality and variety. The contrast is sharpened by comparative displays in each group of the Exhibit.

The initial grouping portrays man, the chemical needs of his body, and the food which supplies them. This is succeeded by a grouping intended to describe the optimum daily diet and yearly food needs of a single individual, together with the amount of food America must produce annually to provide this optimum diet for its 130,000,000 people.

The interdependence theme of the Fair is brought into another display which portrays the importance of dividing the work of food production and distribution today. Succeeding displays are set up to explain the role of modern science in saving billions of dollars in food by setting up barriers against plagues and by developing disease resistant plants and animals; these also portray the aid of science in restoring and adding to food-producing land, and in concentrating food production through "aqua-culture" and synthetic vitamins.

A series of four displays is devoted to the Processing of Foods, with emphasis on modern development of superior quality and upon factory preparation with its liberation of the Housewife of Today from arduous tasks of food preparation. The part of modern methods of transportation in affording extraordinary variety and freshness of foods closes the Food Exhibit.

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FOOD ZONE

The following are the buildings in the Food Zone:

American Tobacco Company Building
Beech-Nut Packing Company Building
Borden Company Building
Continental Baking Company Building
Distilled Spirits Exhibit Building
*Food Building #2
*Food Building #3
General Cigar Company Building
*Heinz Dome and Academy of Sport Building
National Dairy Products Building
Schaefer House
Standard Brands Incorporated Building
Swift and Company Building
Turkey (Also in Hall of Nations)

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THE FORD MOTOR COMPANY BUILDING

LOCATION : Horse and Buggy Lane
PLOT SIZE : 298,718 square feet
ARCHITECT : Albert Kahn, Inc.
DESIGNER : Walter Dorwin Teague

Plot I-W-1
Transportation Zone

CHARACTERISTICS

Steel and stucco on spread footing and piles.

510' long, 420' wide, 88' high. Air conditioned.

Features: Lofty entrance hall - circular - walled in glass brick. Manufacturing Hall to be semi-circular and 250' wide with a 100' floating stage.

A half-mile "Road of Tomorrow" winding about a landscaped patio, rises in circular ramps to pass through the nave of the building. Visitors will tour this in cars.

Shaded tables and chairs in patio for visitors.
Pools, fountains, orchestra shell.

MURAL

World's largest mobile mural, in entrance hall. Subject: Science applied to automobile manufacture.

EXHIBIT PLANS

In entrance hall will be dramatized the story of economic and social benefits of quantity production of automobiles. Henry Ford's first car will be shown.

In Manufacturing Hall - on the stage will be shown the transportation of raw materials and their conversion into cars.

Automobile parts to be manufactured in full view of visitors.

An "industrialized farm" to illustrate how farm products are converted to industrial uses.

A glass tunnel for demonstrating the testing of Ford cars.

Dramatic contrast of hand-tool and power machine production will show how machines make jobs.

February 25, 1939

FOUNTAIN LAKE AMPHITHEATRE

The Amphitheatre, situated on the shore of Fountain Lake, will be one of the most colorful and brilliantly lighted spectacles in the Fair. Separating the stage from the audience is a man-made Niagara, a water curtain into which eight thousand gallons of water are pumped every minute. The Amphitheatre seats 10,000 people, and itself serves as an ingenious sounding board for the island stage.

The cascade curtain, glowing with color and enhanced by orchestral music, goes into action the moment the gates of the Amphitheatre are opened, veiling the stage. The spectacle is heralded and revealed by the sudden dropping of the veil, and the performance begins.

The principal feature of the Aquacade, which will be staged by Billy Rose, will be a water ballet, composed of attractive and expert mermaids and mermen, Olympic diving champions and swimming stars, led by Miss Eleanor Holm, the star of the show. There will also be a dancing ballet, singers and an amusing variety of actors, who have come from all over the world to contribute their charm and talent to the Fair.

March 6, 1939

FOUNTAINS

The Construction Department of the Fair has designed, and is now building 23 separate and entirely different fountain and water displays. Some of these are incorporated with statues and the others have distinct and unusual designs.

These fountains are planned in accordance with the mood of gaiety and fancy of this exposition at night. The Fair Corporation and the private exhibitors are united in their efforts toward nightly wonderland displays combining water, light, gas and fireworks.

The spectacular fountain displays are located as follows:

Aqualons in League of Nations Plaza
Consumers Building O-5
Court of Communications Building R-2
Court of Medicine & Public Health-Science & Education Building N-5
Court of Metals Building P-6
Court of Ships
Esplanade (Three Pools) on Constitution Mall
Facade of Consumers Building O-5
Facade of Metals Building P-6
Fountain in front of Home Furnishings Building N-6
Fountain Lake Fountains
Hall of Industrial Science Q-7
Heinz Dome and Academy of Sport O-6
Lagoon of Nations
Malvina Hoffman's Fountain in Court of Hall of Pharmacy U-1 & 5
Marine Transportation Building Z-1
Plaza I-Times Square
Plaza III-Long Island Plaza
Plaza VI, North-Court of Communications
Streets #13 & 30
Theme Building
Transportation Plaza, North
Transportation Plaza, South

Descriptions of various fountain displays follow:

AQUALONS These glass cylinders combine an architectural form with water, light and color to produce a decorative effect. Bubbles of air and the circulation of water amusingly animate the peace and harmony of the Courts.

CONSOLIDATED EDISON COMPANY OF NEW YORK, INCORPORATED BUILDING
Visualize a peacock-spread of water playing over the facade of a building and you have the Consolidated Edison Company's imaginative treatment of water in connection with this building. To further delight Fair visitors, the water is re-circulated over the main entrance to the building and forms a miraculous natural bridge of water. Passersby are protected by glass from the spray.

(Continued)
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CONSTITUTION MALL (Esplanade--three pools) Stretching away from the Theme Center is a series of pools. In the first, horizontal nozzles provide three main sources of water flowing in three continuous, luminous streams of atomizing nozzles for 200 feet. This covers the pool with layers of varicolored mists. At night, a splash of color will emanate from the three main nozzles and will progress to the end of the first pool. The second pool consists of a series of 12-foot vertical jets which will produce a single pure white fin or sword of water. The third pool also employs vertical nozzles that play into and terminate in a tremendous reflecting pool.

EDISON ELECTRIC INSTITUTE A completely fluid, sloped facade envisions a dam and symbolizes Power in keeping with this exhibitor's theme.

FIRESTONE TIRE AND RUBBER COMPANY BUILDING Firestone includes in its exhibit the famous "singing fountains." These magic displays combine music, light and jets of water so closely integrated as to resemble dancing.

FOUNTAIN LAKE This display uses a series of decorative floats equipped with water nozzles and illuminating power. These floats are arranged in geometric patterns which change daily. Each barge is a self-contained unit housing pumps, lighting units, fireworks and water, and each is controlled from the shore. They present a spectacle such as has never before been produced. Peacocks' tails 250 feet high and illuminated in spectrum colors will form the ground spectacle for an elaborate fireworks display.

GAS EXHIBITS, INCORPORATED BUILDING Gas Exhibits' fountain combines water and burning gas. The gas burns in natural color and the water seems to form a sheaf of wheat.

HEINZ DOME AND ACADEMY OF SPORT Heinz provides a sheer tube of water which falls from a disc 30 feet in diameter into a pool. This is made more effective by mobile color control and dancing vertical streams of water.

ITALY This exhibit displays a cascading pool on the facade of the building over green mosaic tile.

LAGOON OF NATIONS The New York World's Fair Corporation combines all the decorative, fantastic and spectacular elements - i.e., gas, water, fireworks, light and sound to present for the first time a synchronized, spectacular show that appeals to all the senses. Consider the magnitude of the undertaking by the realization that the Lagoon of Nations would easily accommodate all of Radio City; that 60 tons of water will be in the air at one time; that more gas is burned in two minutes than Suffolk County burns in an entire evening. Imagine 67 high-powered fire hoses working simultaneously and you will have the effect of one of the rings of this fountain. The geometrical form is that of a three-ringed circus. It uses 600 fire nozzles. Each nozzle has a specially developed lighting unit and all nozzles are controlled so that planned effects are obtainable. The scale of the Lagoon of Nations is tremendous and its use of color is new.

NEW YORK CITY Twin fountains facing City Hall Square will be illuminated in white and gold. The water formation will rise to a height of 40 feet.

PLAZA III Here is an architectural fountain consisting of sculpture, glass, plastic, water and light. It is a cascaded arrangement using three levels and concealing light behind glass bricks so that its details present a pleasing form and provide a luminous spot for this important entrance.

The General Electric, Consolidated Edison, United States Steel, Westinghouse Electric and Electric Utilities companies contributing a beautiful luminous fountain in the center of the Plaza of Light.

THEME BUILDING Luminous jets placed about the circular pool produce the effect that the Perisphere is a tremendous iridescent bubble balanced on these rigid, white jets of water. A mysterious mercury blue will be played on the Perisphere and the color combined with cloud effects and mist will make it look opaque.

WESTINGHOUSE ELECTRIC AND MANUFACTURING COMPANY BUILDING Westinghouse is also having a fountain comprised of vertical streams of water harmonizing with music and light to produce the effect of a water ballet.

FRANCE

LOCATION : Rainbow Avenue and Constitution Mall Plot G-T-1
PLOT SIZE : 100,702 square feet Government Zone
ARCHITECT : Expert & Patout

EXHIBIT PLANS

Building of steel and stucco. Erected on piles.

On the ground floor of this building will be a display of touristic France with her infinite variety of treasures and scenic beauty, spas, seashore resorts, winter sports, old towns, villages and monuments.

Nearby on the same floor will be: models of ships, railways, airliners, new types of roads; and next to these a display of models and photographs of the most interesting public works.

The main floor will be devoted entirely to "Art, Luxury and Elegance." On the same floor a large space will be devoted to industries connected with Fashion, from Lingerie to Perfumes and Jewels.

On the second floor will be seen the important role played by France in the evolution of civilization. France will picture herself as a land of individual liberty, and intellectual and religious freedom.

On the same floor, at a roof garden, visitors will be able to taste French wines and Provincial foods.

The top of the building will house a large restaurant managed by the best Parisian restaurateurs.

Not far from the pavilion a smaller building will shelter an exhibit of Overseas Possessions and Protectorates.

*Also exhibiting in Hall of Nations

February 25, 1939

GARDENS ON PARADE

LOCATION : Continental Avenue

Plot G-N-1

PLOT SIZE : 239,580 square feet

Community Interests Zone

ARCHITECT : Delano & Aldrich

EXHIBITORS: Hortus, Incorporated

EXHIBIT PLANS Five acres of formal and informal planting of varied types of gardens. Humble backyard and large estate given equal consideration. Rock gardens, rose gardens, water gardens with tropical plants, ambitious floral settings for pools and fountains, perennial borders, pet interests of suburban gardeners, all are included. Many private estates and commercial greenhouses will lend rare and unusual plants for the exhibition.

Under a gay, striped roof, painted to simulate canvas, a tent-like rotunda will shelter successive seasonal horticultural exhibits. Amateur societies will here display their skill, commercial houses show latest garden equipment. Seeds, bulbs, plants may be purchased here, and instruction in their cultivation received.

In Horticultural Building, leading schools of horticulture will give practical demonstrations of experimental research work.

Special lighting effects are planned to make the outdoor gardens, as well as the building, particularly beautiful at night.

Hortus, Incorporated, business name of "Gardens on Parade", is a non-profit venture organized to promote the art and science of horticulture.

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GAS EXHIBITS, INCORPORATED BUILDING

LOCATION : Avenue of Patriots

Plot N-3

PLOT SIZE : 87,042 square feet

Community Interests Zone

ARCHITECT : Skidmore and Owings

EXHIBITOR : Servel, Incorporated (sub-lessee)

CHARACTERISTICS

Steel, stucco and wood framing erected on piles.

Triangular structure dominated on one corner by four 90' pylons.

Surrounding entire exhibit group, picturesque "flambeaux," resembling ceremonial urns of ancient Greece, to send spirals of wide yellow flame skyward.

In patio - All-Gas home.

EXHIBIT PLAN

Feature: "Court of Flame"

Four 90' pylons surround a giant glass cube which rests on one of its corners, spiralling upward in a perpetually burning gas torch of ever-changing color.

Encircling the cube and grouped about the pylons will be displayed unusual models and exhibits to illustrate graphically the background, manufacture, refinement, storage and distribution which make possible the various utilizations of gas fuel.

Display of modern gas appliances to be featured in actual home settings.

George Rector, famous epicure, to lecture and demonstrate daily in a modern auditorium on the preparation and serving of food.

All-Gas, Good Housekeeping Home: Designed and decorated by Good Housekeeping Studio, showing gas, the all-purpose fuel.

February 25, 1939

GENERAL CIGAR COMPANY BUILDING

LOCATION : Jefferson Place

Plot I-0-3

PLOT SIZE : 20,005 square feet

Food Zone

ARCHITECT : Ely Jacques Kahn

CHARACTERISTICS

Building air conditioned and fitted with huge circular lounge. A hedged garden with shade trees and benches flanks one side.

EXHIBIT PLANS

Three machines in operation - two showing the successive steps in the making of Vintage White Owl brand from leaf to finished cigar. Third will wrap cigars in cellophane, band, pack and seal them.

A teletype machine flashing world and sport news every minute on a Translux screen. Automatic score boards to give inning-by-inning account and summaries of every game of the American and National Leagues during 1939.

February 25, 1939

GENERAL ELECTRIC COMPANY BUILDING

LOCATION : Plaza of Light

Plot I-V-1

PLOT SIZE : 68,339 square feet

Production and Distribution Zone

ARCHITECTS : Voorhees, Walker, Foley & Smith
Harrison and Fouilhoux

CHARACTERISTICS Steel and stucco erected on piles.

Facade in semi-circular form with a pool in the center of which is a tower of light. Walls covered with copper.

EXHIBIT PLANS

Section I - A product display.

Section II - Steinmetz Hall - scene of demonstration of extremely high-voltage discharges hitherto generated for research purposes only.

Section III - "House of Magic" will include many of the most recent developments of a spectacular nature from the G-E research laboratory in Schenectady. These demonstrations to be similar to those at the Century of Progress in Chicago.

February 25, 1939

GENERAL MOTORS CORPORATION BUILDING

LOCATION : Horse and Buggy Lane

Plot W-2

PLOT SIZE: 299,439 square feet

Transportation Zone

ARCHITECT: Albert Kahn, Inc.

DESIGNER : Norman Bel Geddes

EXHIBITOR: General Motors Corporation

CHARACTERISTICS Steel and stucco erected on piles.

General Motors HIGHWAYS AND HORIZONS, the exhibit designed by Norman Bel Geddes for the General Motors Corporation, will consist of four towering structures located on the four corners of a full-scale street intersection as it might look in 1960. The building exteriors are of various metals and glass, and are identified and designated as "an apartment house," "an office building," "a department store" and "an auditorium" of the future. The buildings range from four to six stories in height and are joined into an overall exhibit structure by broad, elevated pedestrian sidewalks, which are a full city block in length and extend in two directions.

EXHIBIT PLANS Theme: HIGHWAYS AND HORIZONS OF TOMORROW. A living panorama of what traffic control methods and automobile transportation on the superhighways of Tomorrow may be like.

Upon entering the building by one of the three entrance ramps, the visitor will first be attracted to the animated map of the United States which is 110 feet long and 60 feet high. As the changes appear on the map, an accompanying voice will tell the story of highway facilities today and the possible developments in the World of Tomorrow.

The sound-chair tour of the "futura" will be made up of a continuously moving procession of large, comfortable chairs passing at the base of the map. The speaker system is said to be the most complex and efficient ever devised and also is an object of modernistic beauty.

The "futura" will represent the work of several hundred artists and craftsmen under the supervision of Mr. Geddes and the direction of George Wittbold. The display will

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EXHIBIT PLANS (Continued)

contain approximately 500,000 individually designed houses; more than a million trees of eighteen species; and 50,000 scale-model automobiles, 10,000 of which will be in actual operation. The final stage of the tour will be reached when the sound-chairs emerge on the full-scale street intersection where an elevated sidewalk system will portray the complete separation of pedestrian and vehicular traffic.

The World Horizons, will depict the overseas operations of the General Motors Corporation. Nine glass columns, each of which is fourteen feet in diameter and ten and one-half feet high, appear to support the building. On close inspection they are recognized as glass show cases containing the World Horizons exhibit. The display will envisage continuous automotive traffic between the United States and the republics of the Southern Hemisphere. The romance of international trade, will be portrayed in three exhibits, two of which are the work of the ceramic sculptor Waylande Gregory. These will show the world-wide buying and selling activities of the General Motors Corporation.

The Frigidaire display will include a laboratory dramatization of the causes and prevention of food spoilage. Bacteriologists with their microscopes will reveal facts not generally known about everyday foods.

The latest developments in refrigeration for home and commercial use and innovations in electric cooking methods will be exhibited. The product exhibits are so arranged that they may be seen from both the elevated sidewalk and from the inside of the building.

Probably no display in the General Motors exhibit will attract more attention than the Quartz-Windowed-Engine in the Research Laboratories Display. An automobile of 1914 and a motor car of 1939 will be shown in the center of the Research room.

The Research Laboratories will also sponsor the stage program to be presented in the Casino of Science, on a revolving stage of unique design.

Demonstrations of a Frig-O-Therm, a coil combination of heat and cold, will show how it is possible to cook and freeze ice cream at the same time. Another feature will be a "talking flashlight" which will be passed through the audience to carry voices by radio frequency back to the stage.

EXHIBIT PLANS (Continued)

The automobile display salon occupying the entire area of one of the four buildings on the street intersection will be circular in shape and spiral-ramped. The decorations will be of glass, copper and rosewood. Against this background of modernistic decoration the latest models of Chevrolet, Pontiac, Oldsmobile, Buick, LaSalle and Cadillac will be shown.

One of the two main entrances to the HIGHWAYS AND HORIZONS exhibit building will be formed by the 4,000 horsepower, streamlined Diesel locomotive 140 feet in length.

Adjacent to the Diesel display the Fisher Body Division will use murals by Dean Cornwell to present pictorially the story of motor car construction, upholstery, design and fashion.

February 28, 1939

GLASS BUILDING

LOCATION : Avenue of Pioneers Plot I-P-2
PLOT SIZE : 57,371 square feet Production and Distribution Zone
ARCHITECT : Shreve, Lamb and Harmon
EXHIBITORS: Corning Glass Works
Owens-Illinois Glass Company
Pittsburgh Plate Glass Company

CHARACTERISTICS Steel, stucco and glass brick, erected on piles.

A commanding tower of glass block with unique fins of blue plate glass will crown the building. A metal helix outlined with fluorescent tubing will wind up the tower. To be lighted at night.

Shaped in U-form, there will be an exhibit hall at each end.

EXHIBIT PLANS

At a molten glass furnace expert glass blowers will go through the actual operation of glass making from the moment a mass of molten glass is attached to the blowing rod to the actual shaping into the appearance of the finished product.

A fiber-making machine will be in operation, spinning filaments of glass one-twentieth the diameter of a human hair into various fabrics.

Picturesque panorama depicting the 5,000 year history of glass-making.

Individual exhibits by the three companies participating in this exhibit.

February 25, 1939

GLOSSARY OF FAIR TERMS

- AQUALON** From the Latin aqua, meaning water, and the Greek work pylon, meaning a monumental gateway. Applies to glass fountains which are located throughout the grounds - illuminated at night.
- BIORAMA** Coined by the Department of Medical and Public Health Exhibits, describing the Pulsation of Life exhibit in the Hall of Man. Rising above a cosmic background, a three-dimensional figure of a man is shown, displaying a beating heart. This is symbolic of the biology of man and is the keynote of the whole exhibit.
- DEMOCRACITY** The name given to the perfectly integrated city which will form the basis of the Theme Exhibit in the Perisphere. It is obviously a combination of the words "democracy" and "city" and implies that this exhibit will suggest the kind of city which should and could exist in a democratic country.
- HELICLINE** From the Greek word helix, meaning spiral, and the Greek work klinein, meaning to slope. 900-foot exit ramp from Perisphere.
- MITHRANA** From the Persian word mithra, meaning friend, and the name of Diana, goddess of hunt and nature. Symbol of the friendship and forward-looking nature of the City of New York.
- PERISPHERE** From the Greek word peri, meaning around, about, encircling, and sphere, and from sphaira meaning a ball, which is the symbol of perfect form and harmony.
- TRYLON** From the Greek and Latin word tri, meaning three sides (of a structure) and the Greek word pylon, meaning a monumental gateway. Part of the Theme buildings which represent ideological gateway to Fair. To be used as Fair Beacon.

February 25, 1939

B. F. GOODRICH COMPANY BUILDING

LOCATION : Court of Railways Plot X-2
PLOT SIZE : 122,150 square feet Transportation Zone
ARCHITECT : Wilbur Watson Associates
EXHIBITOR : B. F. Goodrich Company

EXHIBIT PLANS At the entrance to the building a 90-foot tower, glass-sided, is to house a "tire guillotine." Visitors will see a heavily weighted blade plunge from varying heights directly upon tires for automobile, truck, or airplane. The scientific function of this weapon is to show tire-resistance to the edge of the weighted blade.

A "proving ground" will comprise a large portion of the exhibit plot. Here daredevil "stunts" will be performed by Jimmy Lynch and his team of drivers. Head-on crashes, somersaults upon somersaults, automobiles apparently "gone crazy," will make the hair rise upon the spectators' heads. The object of this display is to prove the anti-skid, trustworthy character of Goodrich automobile tires.

Parts of the surface of the "proving ground" will be sprinkled with water, others will have mechanically-controlled "bumpers." Visitors will be permitted to ride in cars driven over these manufactured hazards to realize with what ease they are negotiated by the Goodrich tires.

Grandstands will be provided for those who watch the daredevil drivers on the proving ground; and walkways will be screened along the sides of the field for other spectators, 5,000 of whom can be accommodated at one time.

A wall map constructed of rubber will trace the origin of the products employed in producing today's pneumatic tires - rubber from South America and Africa, minerals from the southeastern part of the United States, sulphur from Louisiana and Texas, cotton from Dixie.

February 25, 1939

GOVERNMENT PARTICIPATION - FOREIGN

The following foreign governments will have their own independent pavilions:

ARGENTINA	LEAGUE OF NATIONS
BELGIUM	#NETHERLANDS
BRAZIL	#NORWAY
#CANADA	POLAND
CHILE	#PORTUGAL
#CZECHOSLOVAKIA	#RUMANIA
#FRANCE	VENEZUELA
#GREAT BRITAIN (BRITISH PAVILION)	SWEDEN
#IRELAND	#SWITZERLAND
#ITALY	#TURKEY
#JAPAN	#UNION OF SOVIET SOCIALIST REPUBLICS
JEWISH PALESTINE	

Also planning an exhibit in the Hall of Nations. See: Hall of Nations

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GOVERNMENT PARTICIPATION - STATES

It is impossible at the present time to give the number of states that will actually participate in the Fair, because of the fact that an effort to pass legislation in a number of states that have not appropriated money will be made in the 1939 sessions of the legislatures. Thus far, 33 states and one territorial possession, Puerto Rico, are committed to participate by legislative action, and 5 additional states which failed to pass legislation are partially committed by appointment by the governors of executive committees, as distinguished from legislative commissions; thereby making a total of 39 states that have taken official action for participation.

Of this number, 19 states and one territorial possession, Puerto Rico, have signed contracts for space either in the Court of States building or for building sites on which to erect their own pavilions. Six states have money appropriated or funds available to sign contracts for space. Four of these states have contracts drafted by the Legal Division of the Corporation now under consideration by them for signature.

So far, the state legislatures have appropriated approximately \$2,500,000 which they will expend on their exhibits. It is expected that a number of the states that did not appropriate funds in the 1937 sessions of the legislatures will do so in the 1939 sessions, and will be among those present on the opening day of the Fair, April 30, 1939.

- ALABAMA - Participation will be decided upon when 1939 State legislature meets.
- ARIZONA - Bill passed appropriating \$15,000 to be supplemented by
GS-8 contributions through private industry. The state has
(D,E) created a commission of five to take charge of participation. A contract for 2,000 square feet of space is now in the hands of the commission. Cost of space, \$10,000.
- ARKANSAS - Bill passed creating a commission, but carrying no appro-
GS-12 priation. Contract signed for 3,000 square feet of space.
(H,I) Cost, \$15,000. State will spend approximately \$90,000 for exhibit.
- COLORADO - Governor has appointed a committee to study advisability of participation. This committee will endeavor to secure funds from private industry for participation; these funds are to be supplemented by an appropriation from the 1939 legislature.
- CONNECTICUT- See New England Combined Exhibit.
- DELAWARE - Collections for financing of an exhibit to be made from industry. These funds to be supplemented by an appropriation in the 1939 session of legislature.

(Continued)
February 28, 1939