

PRESENTING
THE WORLD
OF
TOMORROW

GEORGE NESTLER
STORES, INC.
58 Flatbush Ave.
BROOKLYN, N. Y.

PRESENTED WITH THE
COMPLIMENTS OF

BONNY MAID

RUGS AND
FLOOR COVERINGS

NEW YORK WORLD'S FAIR 1939

THE ADMINISTRATION BUILDING

The Administration Building of the New York World's Fair of 1939, centre of world-reaching exposition activities since its occupancy in mid-August, 1937, is air-conditioned, scientifically designed and modern in every respect. The structure stands just without the main barriers of the Central Exhibit Zone, where display buildings are arising on every hand. About 700 specialist workers constitute the Fair Corporation's headquarters staff. The central figure of the sculpture adorning the building facade rises above the towers of Manhattan. She lifts with her the veil that has obscured the World of Tomorrow. Her gesture is one of welcome.

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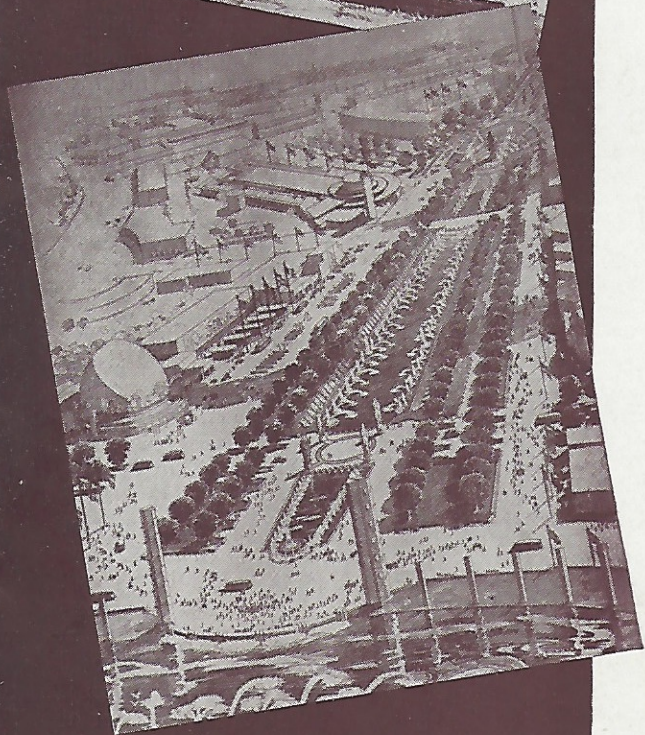


TEMPLE OF RELIGION

The churchly tower, 150 feet high, which is to dominate the cloistered garden of the Temple of Religion at the New York World's Fair 1939, designed by Alfred E. Poor, Oliver Reagan and Clarence S. Stein. The Fair Corporation offered the plot in the main exhibit area on which the Temple will be erected by means of a fund of \$300,000 to be collected by popular subscription throughout the United States by a group of laymen of various faiths. No denominational services are to be held in the Temple, which is dedicated to non-sectarian uses as a symbol of freedom of worship in America. Organs in the tower will send their music into the garden, where visitors will have unusual opportunity for retirement and spiritual meditation.

MIDDLE SECTOR OF CENTRAL MALL

This drawing gives an artist's conception of the middle sector of the Central Mall of the New York World's Fair 1939, showing a 2,000 foot esplanade to be lined with approximately 250 trees and hundreds of benches arranged alongside five lagoons which will contain five waterfalls and hundreds of fountains. The lagoons will form setting for a group of four sculptured figures symbolizing the basic factors in American liberty, Freedom of Press, Religion, Speech and Assembly, (shown in foreground) and (shown in that order) the largest portrait statue of modern times, portraying George Washington at his inauguration, a group of four sculptures representing the moods of time, the largest sundial in the world, and, at top, the Perisphere, largest ball ever constructed by mankind, and the Trylon, 50-story triangular shaft. About 25 of the largest exhibit buildings will face upon the tree-lined area.



INTERNATIONAL FISHERIES BUILDING

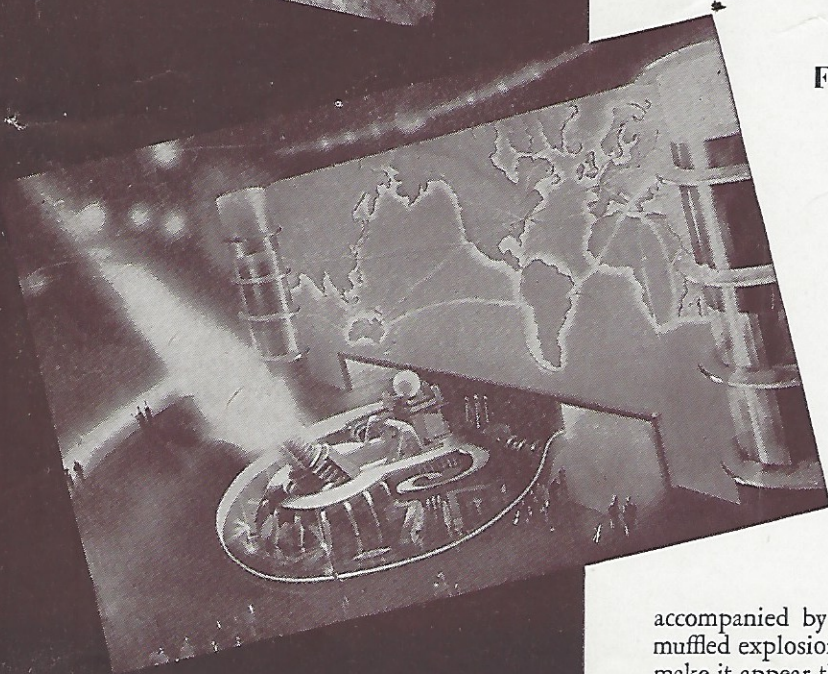
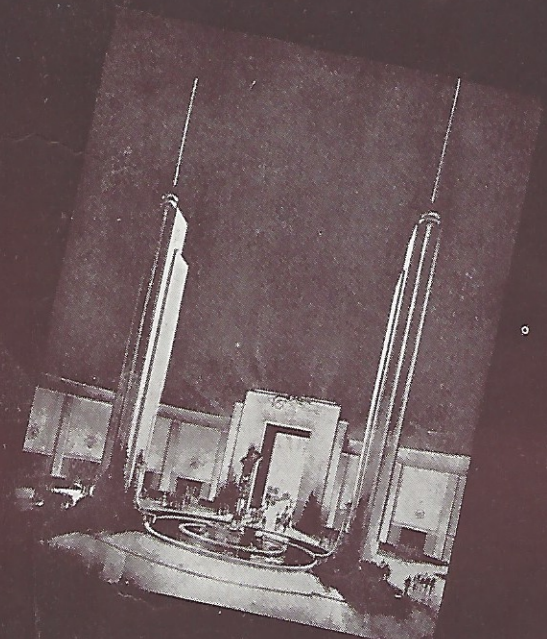
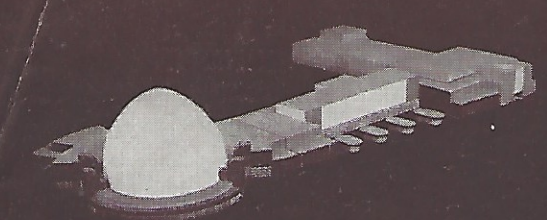
Model of New York World's Fair 1939 International Fisheries Building, showing 90 foot dome whose interior vaults will serve as screen for panoramas of world's commercial and sports fishing grounds. The exterior base of the dome will incorporate within its walls the largest single aquarium ever constructed. Within the L of the structure will be a garden and special events pool with a covered stadium seating 2,000 spectators. Overall length of building, 500 feet. Estimated cost, \$250,000.

\$3,000,000 RAILROAD EXHIBIT

A close-up view of the semicircular structure of the peristyle type which will terminate the building containing the covered section of the \$3,000,000 railroad exhibit for the New York World's Fair 1939 is shown in this architect's sketch. The interior area illustrated will be beautifully landscaped and accentuated by mirror pools, statuary and two large pylons upon which modernistic lighting effects will be centered. The exhibit will include the main building, nearly a quarter of a mile long, the outdoor display, a colorful pageant telling the history of American railroads and the largest working miniature railroad ever constructed.

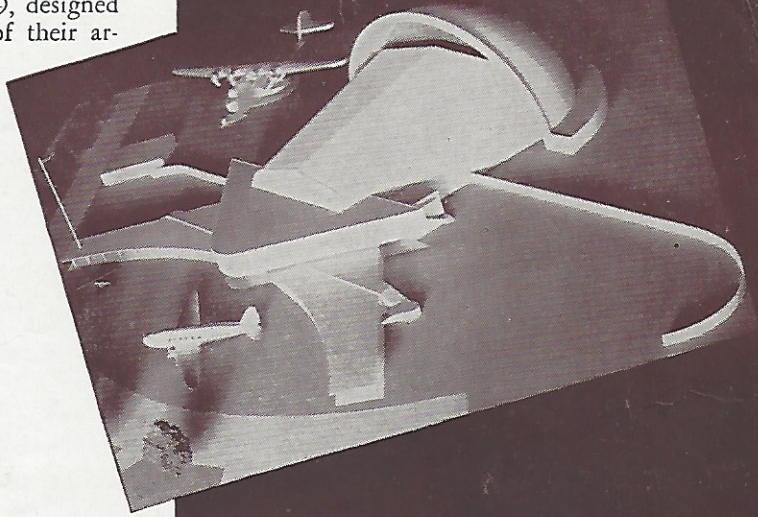
FOCAL EXHIBIT ON TRANSPORTATION

A dramatic forecast of transportation methods of The World of Tomorrow with a scientific interpretation of the possibilities of travel through the stratosphere by means of the rocketship will be part of a focal exhibit at the New York World's Fair 1939. In the circle, is the rocket-port of the future as sketched by Raymond Loewy. The rocket-gun is pictured at the moment of its discharge which is to be accompanied by a brilliant flash of light, a muffled explosion and ingenious effects which make it appear that the rocket vanishes in the sky-like ceiling of the exhibit building en-route to a neighbor planet.



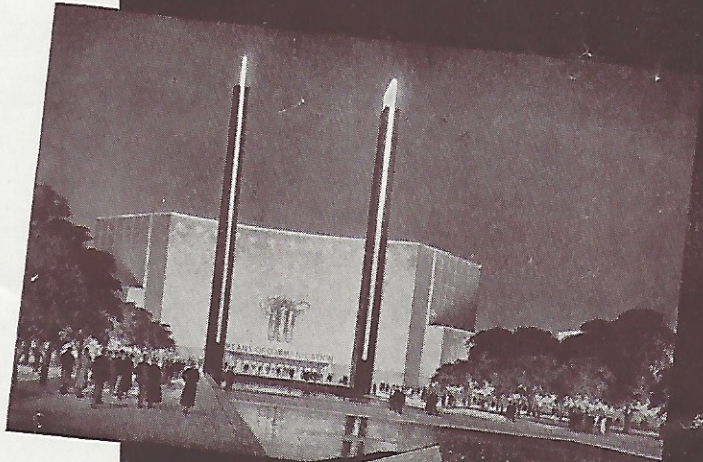
AVIATION BUILDING

Table model of the Aviation Building at the New York World's Fair 1939, designed to give visitors the impression of their arrival at a large and busy airport. In the central portion of the structure is to be an exhibit of the latest types of planes, even to the plane of tomorrow. The dome-like rear portion holds an invisibly suspended transport plane with propellers moving as if in flight. The illusion of motion is to be created by projection of moving clouds and night effects against the curved background. At the floor level will be exhibits of agencies cooperating to increase the safety and speed of air travel. The building is to cost \$250,000.



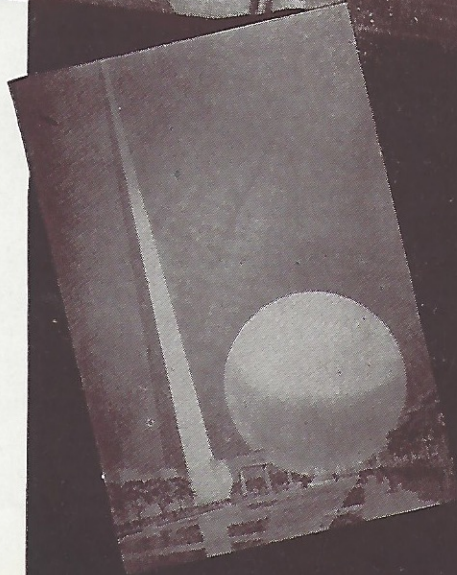
HALL OF COMMUNICATIONS

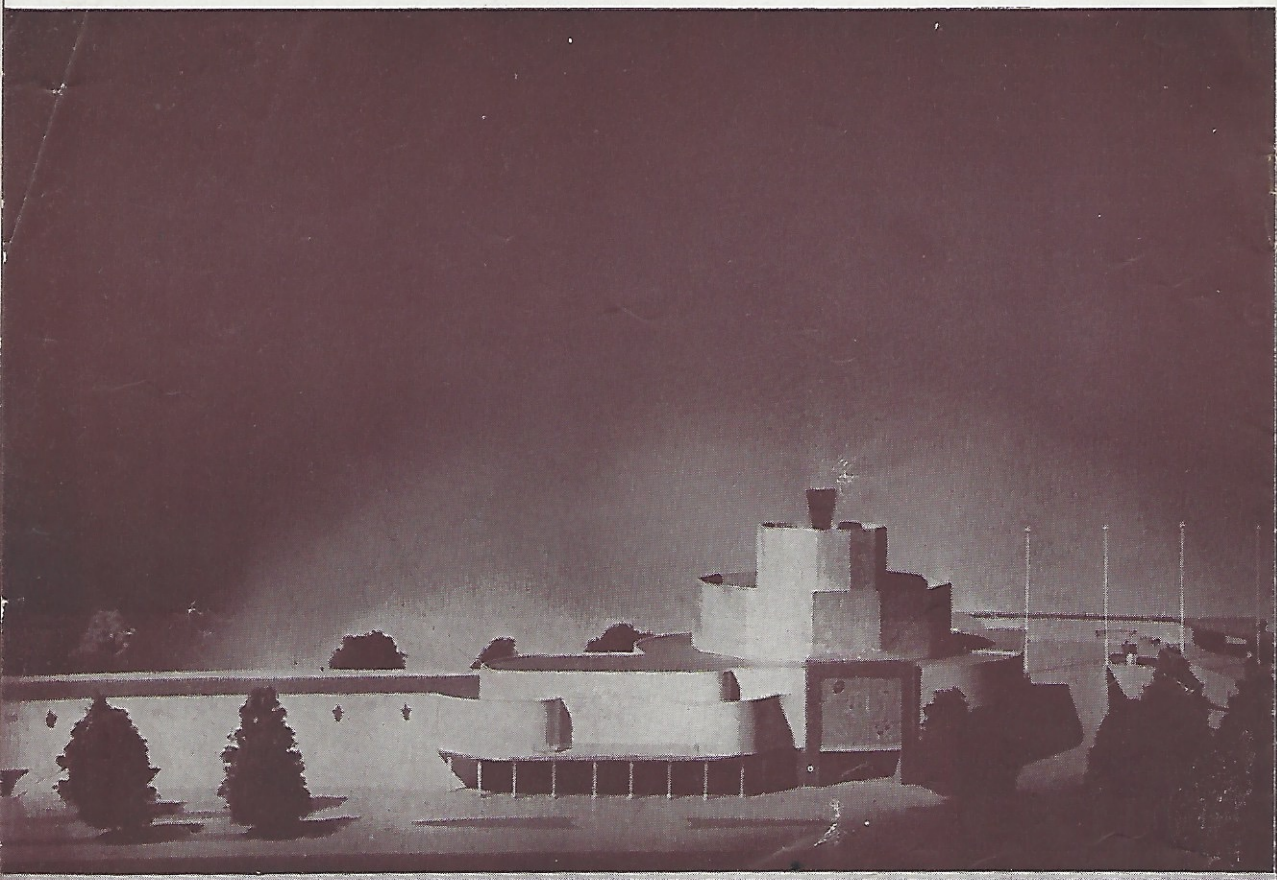
Artist's sketch of the seventy-foot entrance facade of the great building, extending over an acre of ground, which will house exhibits relating to means of communication at the 1939 Exposition. The structure also will contain a restaurant seating 500 and the communications "focal exhibit." Standing sentinel before it will be two 150-foot pylons slotted with shafts of light.



KEY BUILDINGS OF THE NEW YORK WORLD'S FAIR

Artist's sketch of the 200-foot Perisphere within which visitors to the New York World's Fair of 1939 will view, from a revolving platform suspended in mid-air, a dramatization of the World of Tomorrow. Clusters of fountains will screen the piers supporting the Sphere so that the great ball will appear to be poised on jets of water. The 700-foot triangular Trylon at the left—a unique architectural form—will serve as a Fair beacon and broadcasting tower.





COSMETICS BUILDING

Designed to resemble a container for the products it will house, the Cosmetics Building at the New York World's Fair 1939 will be one of the most unusual of the Fair-built structures. One of its entrances will be by means of a ramp from the Long Island Railroad Station. It will be situated near the I.R.T.-B.M.T. subway station in the Fair grounds and within easy distance of the new bus route from the large parking space. An auditorium in the building will be used for the presentation of motion pictures, pageants and cosmetic shows. The building has been planned to be mainly of glass.

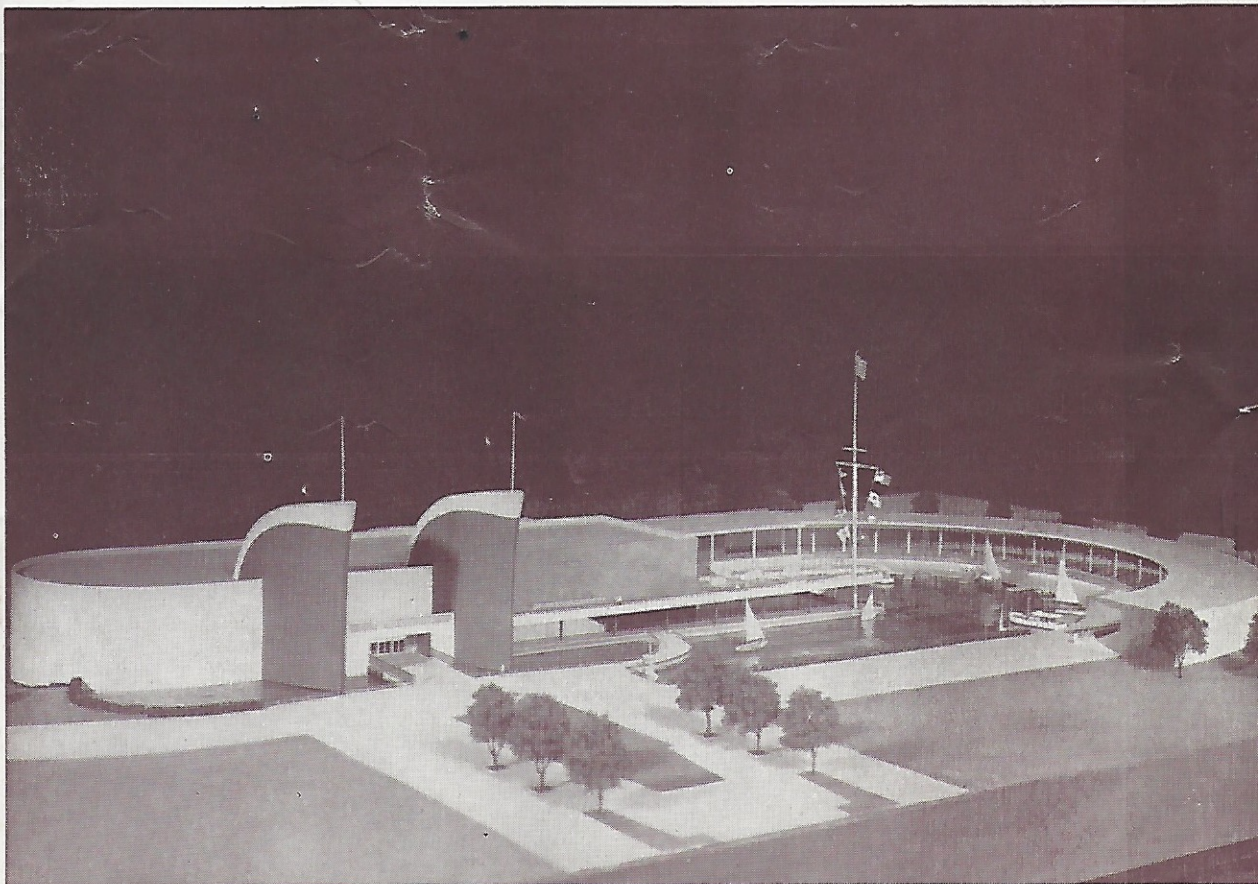
WORLD'S FAIR MARITIME EXHIBITS

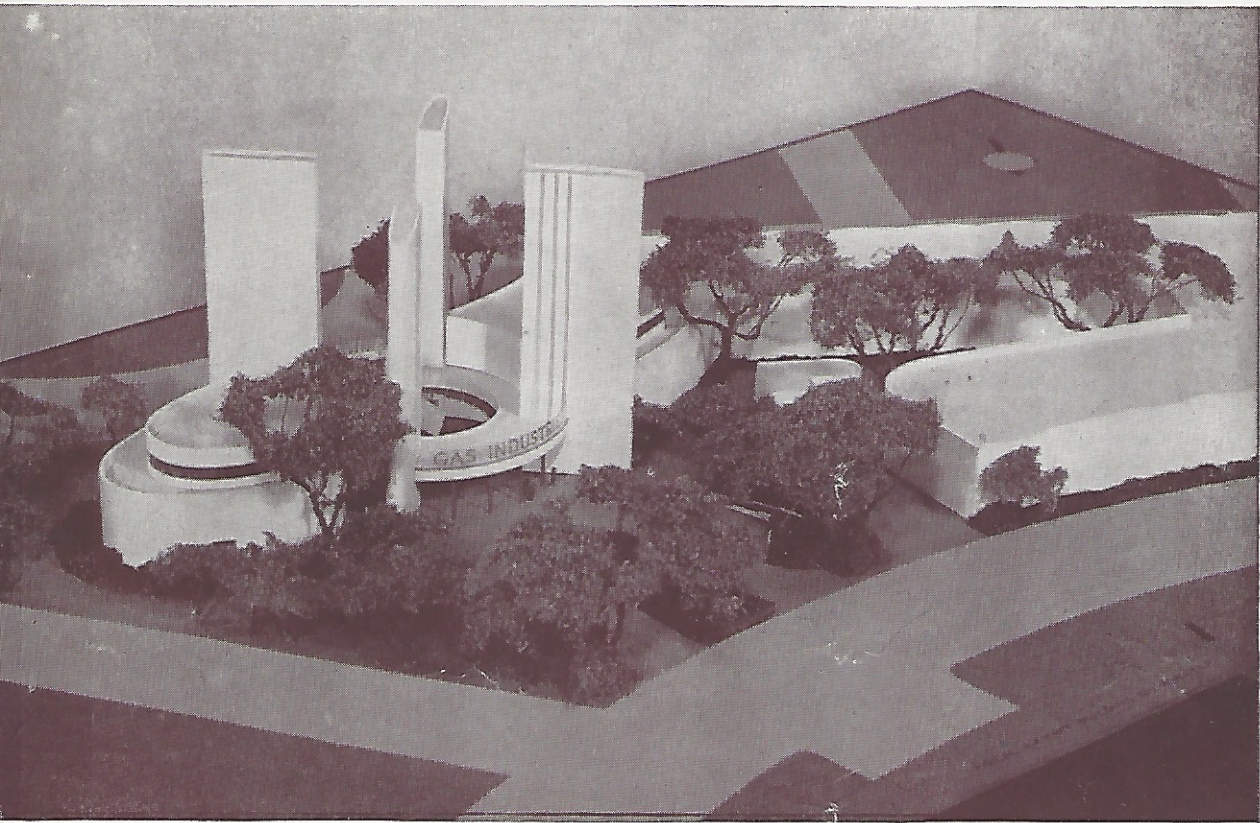
Model of the Hall of Marine Transportation at the New York World's Fair 1939. Twin ship prows, each 80 feet high (30 feet higher than the nose of the Normandie) give a nautical flavor to the main entrance. Sea effect is further enhanced by boat decks, 150-foot mast and large basin for display of yachts and cruisers.

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GAS EXHIBITS BUILDING

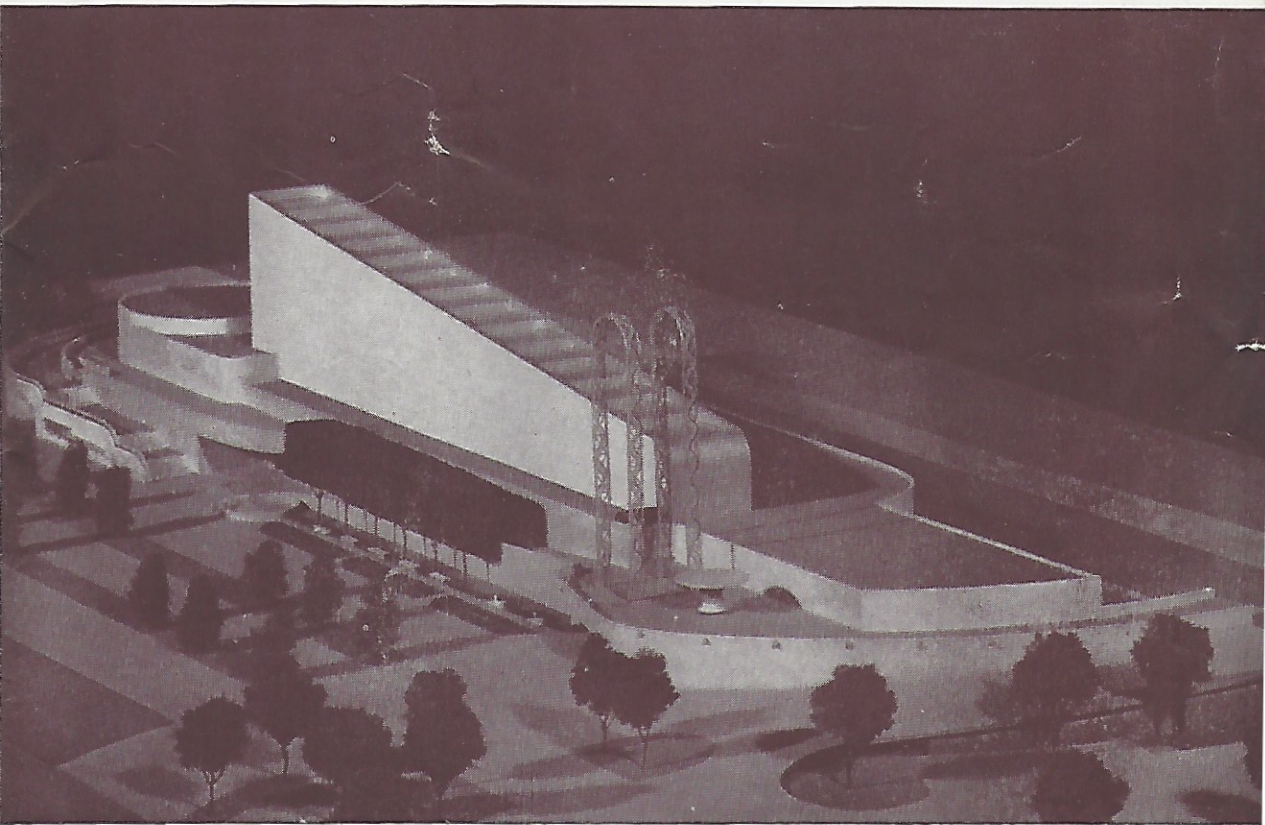
Model of Gas Exhibits building of New York World's Fair 1939. The building, 460-feet long, will occupy a plot of 87,042 feet in the Community Interests zone. The main entrance, featuring four 90-foot pylons, will lead into a wide circular "Court of Flame." Total cost of the building and exhibit is placed at \$750,000. Several hundred gas companies, east of the Mississippi River, are participating.

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\$325,000 TEXTILE BUILDING

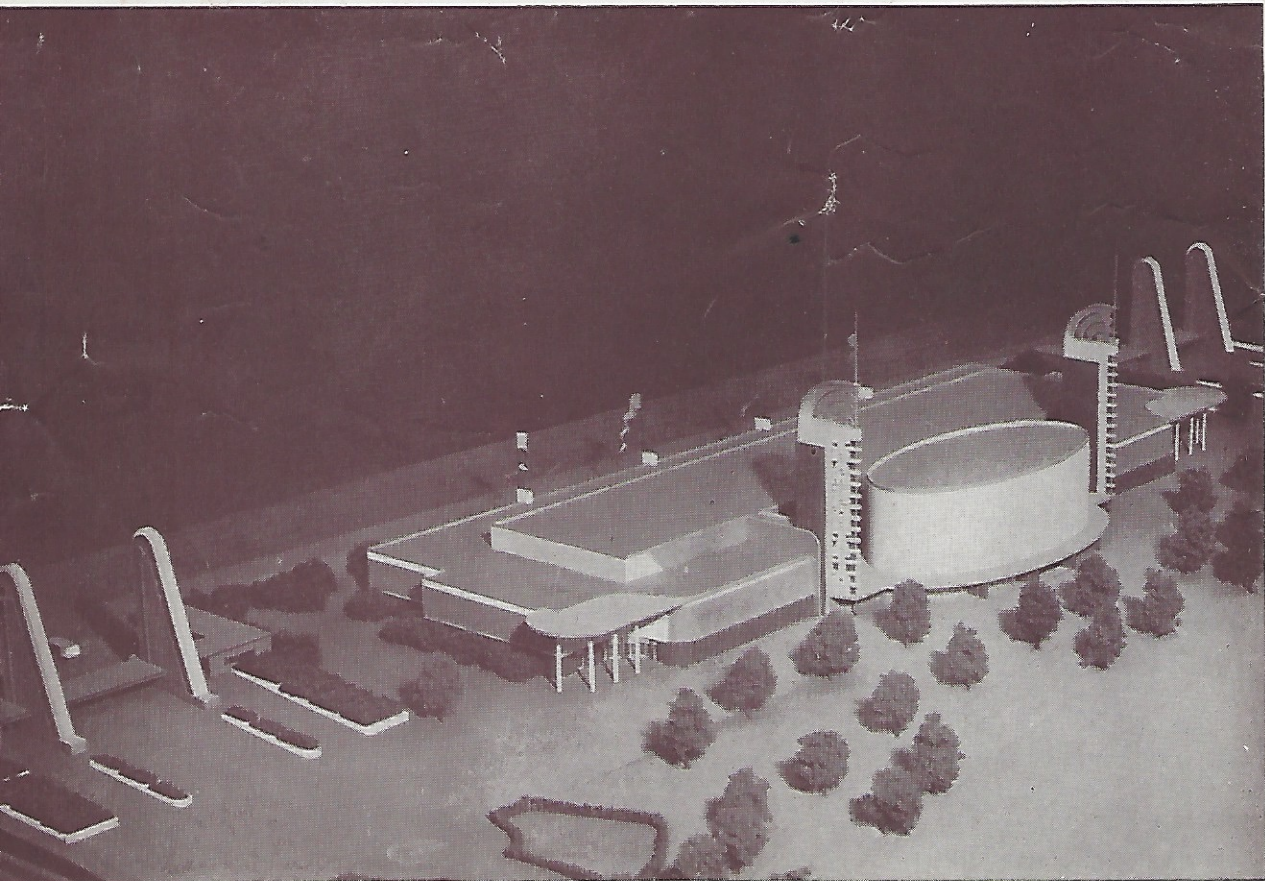
Covering an acre and a half of ground adjacent to the Long Island Railroad and two Fair entrances, the modernistic structure will contain displays of clothing fabrics, home-furnishing materials, patterns and textile machinery. Period costumes and furnishings and actual fabrication of cloths by power and hand methods will be shown. The end wall of the "fin" which is the structure's most striking architectural feature, will be used as a screen on which five-minute movies will be flashed.

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THE TRANSPORTATION BUILDING

The Transportation Building, which will house many automobile and accessory displays, together with the huge, free Fair-built focal exhibit on transportation at the New York World's Fair 1939, is shown below in model form. The oval structure in the center will contain the focal exhibit in which, by a series of activated displays, the story of transportation from the footpath to the rocket car will be unfolded for Fair visitors. Uniquely-illuminated pylons beside the oval structure, each bearing in large letters the word "Transportation", will identify the building. Adjoining 111th Street, the Transportation Building will be flanked by two entrances to the Fair which are indicated by the paired pylons. Trees, shrubs, flowers and flags will add a gay atmosphere to the building.



The LINOLEUMS of TOMORROW

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