

Eat in New York

AT THE FAMOUS HORN & HARDART

AUTOMATS

You've heard about the Automats—the "Restaurants of the Eye"—where every Food has "Its Own Little Show Window" and where you put a nickel in a slot and New York's finest Coffee pours from a Fountain right into your cup. But the finest thing about the Horn & Hardart Automats isn't their unique equipment; it's the Food itself. You'll find an endless variety of Roasts and Meats, Hot Foods

and Fresh Vegetables, and a wonderful display of refreshing salads and cold dishes. Prices so reasonable that if you eat at the Horn & Hardart Automats during your stay in New York you can save a great deal of money to spend on other things. Extra value Luncheon Specials from 20c to 35c and Supper Specials from 25c to 45c. Bring the family. Children love the Automats.

Keep These Addresses of Horn & Hardart Automat-Cafeterias

*611 W. 181st Street
Near St. Nicholas Avenue

*121 E. 170th Street
Near Wythe Place

*2712 Broadway
At 104th Street

*163 E. 86th Street
East of Lexington Avenue

*170 W. 72nd Street
East of Broadway

*47 E. 59th Street
East of Madison Avenue

*975 8th Avenue
At 58th Street

*104 W. 57th Street
Near 6th Avenue

*1725 Broadway
At 55th Street

*106 W. 50th Street
Near 6th Avenue

*754 7th Avenue
At 50th Street

*1557 Broadway
At 47th Street

*762 8th Avenue
At 47th Street

545 5th Avenue
At 45th Street

*465 Lexington Avenue
At 45th Street

*1165 6th Avenue
At 45th Street

*250 W. 42nd Street
East of 8th Avenue

*1089 6th Avenue
At 42nd Street

501 5th Avenue
At 42nd Street

*50 E. 42nd Street
At Madison Avenue

*1447 Broadway
At 41st Street

1391 Broadway
At 38th Street

1370 Broadway
At 37th Street

968 6th Avenue
At 35th Street

*455 7th Avenue
At 34th Street

*461 8th Avenue
At 33rd Street

*50 W. 33rd Street
East of Broadway

155 W. 33rd Street
East of 7th Avenue

*1241 Broadway
At 31st Street

236 5th Avenue
At 28th Street

1111 Broadway
At 24th Street

*202 W. 23rd Street
Near 7th Avenue

56 E. 23rd Street
At 4th Avenue

*115 E. 14th Street
Irving Place

743 Broadway
Astor Place

632 Broadway
Houston Street

386 Broadway
Walker Street

128 Chambers Street
West Broadway

146 Nassau Street
Spruce Street

*15 Park Row
Opposite General Post Office

182 Broadway
At John Street

78 Nassau Street
John Street

68 Trinity Place
At Rector Street

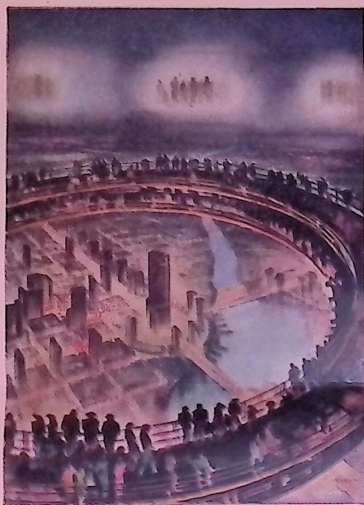
107 Greenwich Street
At Rector Street

122 Pearl Street
Hanover Square

BROOKLYN

*3 Willoughby Street
At Fulton Street

*Stores open Sunday.



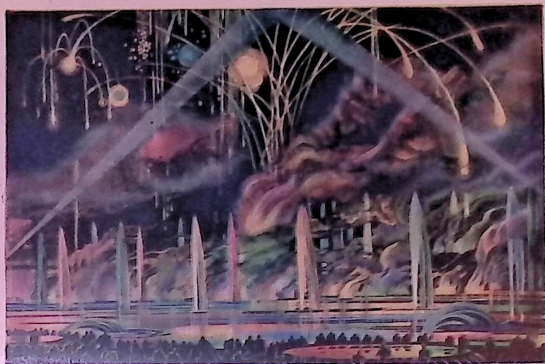
INTERIOR OF THE 200 FOOT PERISPHERE THEME CENTER

Man needs food, shelter, and clothing. He needs the means of producing and distributing these essentials, and the means of transportation. He needs the means of conducting business and communicating with his fellows, and as he needs recreation, community interests, and government.

Life is like that, and so is the Fair. The display plan is not basically one of buildings, but of the needs of man. The entire Fair is divided into zones, each of which is devoted to the exposition of some important phase of man's needs.

The Fair comprises two general areas separated by the World's Fair Boulevard. To the south is the Amusement Area which remains open until 2 A.M. The main exhibit area, which closes at 10 P.M., lies to the north.

The 280 acre Amusement Zone, an integral part of the exposition plan, is the greatest playground the world has ever seen. Here, in a parklike setting,



INFERNO OF FIRE, WATER, COLOR AND SOUND OVER FOUNTAIN LAKE

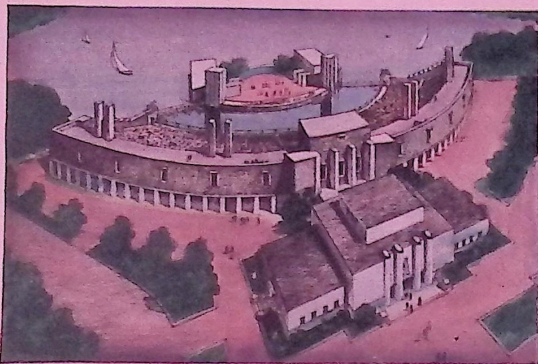
The first impression of the New York World's Fair of 1939 is one of magnitude—of unique form and glorious color—architectural unity without uniformity—of light and sound—flowers, foliage, and long vistas—of fire and water, movement and rhythm.

the Fair presents every type of festivity, from joyrides to grand opera, beside the staggering display of fire, water, and sound over Fountain Lake. The upper end of the lake is dominated by New York State's magnificent amphitheatre pavilion with its marine stage.

The zones in the 390 acre main exhibit area are of different sizes and shapes and, in general, they radiate out from and are dominated by the Theme Center, the Trylon and Perisphere.

The slender triangular obelisk, symbol of the Fair's lofty purpose, rises as high as a 50-story building beside the huge hollow globe, broad as a city block, poised on a cluster of fountains. Inside the perisphere, from a high revolving platform the visitor looks down upon "Democracy," the symbol of a perfectly integrated metropolis of the future.

The Communications and Business Systems Zone lies west of the Avenue of



NEW YORK STATE MARINE AMPHITHEATRE-PAVILION

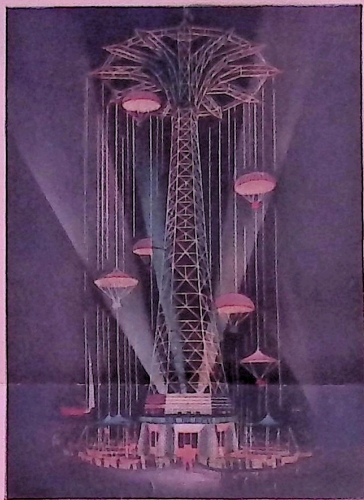
The Fair is designed to fit an idea, "Building the World of Tomorrow," and therefore has a definite pattern. An understanding of this pattern will give the visitor a clearer overall picture and will increase his enjoyment and appreciation of the Fair.

Patriots around the Court of Communications. Here is displayed the function and latest equipment of radio, television, photography, the press, the movies, the telegraph and telephone. Also the latest in business planning and finance, in office equipment and management.

The Community Interests Zone radiates out from Bowling Green, from the river on the east, down the Avenue of Patriots to the Theme Center on the west. This zone delineates all that pertains to shelter, clothing, health, cosmetics, welfare, education, recreation, art, and religion.

The Food Zone lies west of Rainbow Avenue along Constitution Mall and the Avenue of Pioneers. It exhibits raw foods and the methods and equipment by or with which they are produced and made ready for use.

The Production and Distribution Zone lies between the World's Fair Boulevard and the Theme Center, around the Court of Power and Plaza of Light.



PARACHUTE JUMP

Here are shown crude natural materials, the manner in which they become tools of endless variety, as well as power sources enabling man to work both materials and tools. The workings of consumer and producer cooperative enterprises are displayed, together with the functions of the wholesalers, the retailers, the advertising agencies and other promotional interests.

The Transportation Zone covers the entire area west of Grand Central Parkway. It exhibits conveyance by water and air, by automobile and rail or other land equipment.

The Government Zone covers nearly all the area east of Rainbow Avenue. It is devoted to federal, state, municipal and foreign pavilions, and exhibits of official or semi-official character.

There are a few exceptions to the general zoning plan. Certain buildings are erected in locations other than the zone to which they are related.

