

*new york
world's fair
bulletin*





Two of geometry's simplest,
most fundamental forms

let the gates swing wide



For three full years we of the New York World's Fair 1939 have labored to bring to reality our dream of a great exposition that will make a real contribution to a better World of Tomorrow ★ ★ We have worked to build a fair of which the City and State of New York, the other states of the Union, the Federal Government, the great industries of America and the participating nations of the world can well be proud ★ ★ We have tried to create a fair that will give to each visitor some measure of aid and inspiration for the future, that will launch us on a new road of prosperity as a nation, that will pave the way to a better understanding among countries and peoples ★ ★ On April 30 our task will be completed The gates will swing wide to the advance guard of 60,000,000 visitors. And we will await with confidence their judgment of our efforts; we know that our aspirations have not outpaced our accomplishments.

Grover A. Whalen


New York World's Fair 1939
BULLETIN

Vol. II Official Publication No. 3

World's Fair • New York

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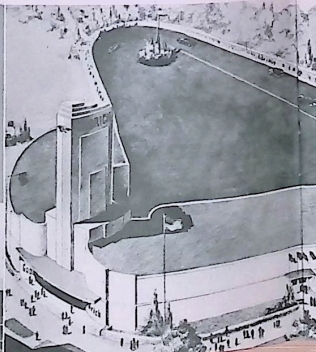
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THE saga of the wheel and its modern mutations—the stagecoach of yesterday, the airplane of today, the rocketship of tomorrow—will be unfolded in impressive detail in the 79-acre Transportation Zone of the Fair.

Built around a focal exhibit featuring an imaginative conception of the interplanetary rocketport of the future will be the displays of the nation's railroads, its great automobile and tire companies, its airplane industry and its maritime interests.

Latest examples of railroad streamlining in this country and abroad, the largest model railroad ever built, a pageant of railway transportation—these are high spots of the railroad exhibit. One automobile company will feature a spectacular "moving chair" trip above a "futurama" depicting the super highways of the years to come; another will take its visitors on a half-mile ride on the "Road of Tomorrow" in real cars. A transport plane in seeming flight will dominate the Aviation Building, and models of ships, dioramic



MILESTONES

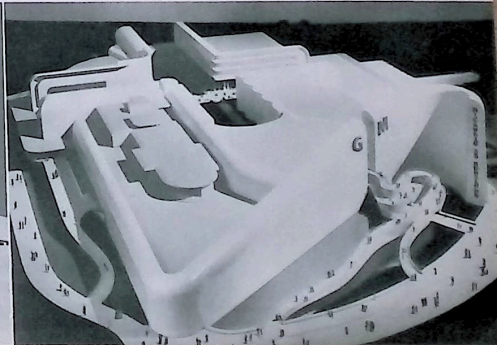
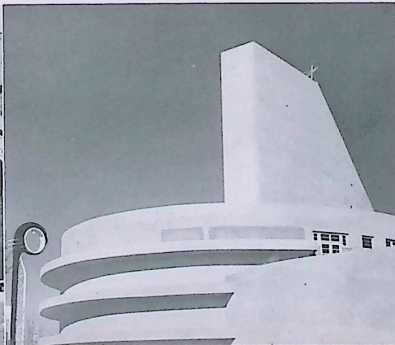
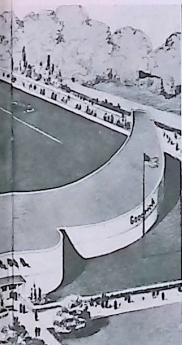
per minute

scenes and activated miniature parts will be found in the Maritime Building. A fully equipped homestead will demonstrate the importance of pneumatic tires to scientific agriculture, while the amazing ruggedness of today's automobile rubber will be tested by dare-devil drivers on a proving ground.

Elaborate displays will depict the hundreds of processes involved in the fabrication of motors and machines, explain to the layman the many safety measures which protect him from accident and lay bare to his view the mysteries of the industrial science laboratory.

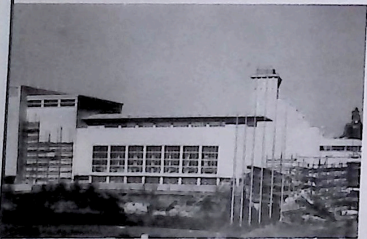
Civilization's most striking achievement has been the relentless conquest of distance. The story of this conquest and the weapons employed have always had a compelling fascination for man. At the New York World's Fair he will find story and weapons depicted as never before in history. He will behold a canvas of Transportation conceived in heroic terms and executed in prodigal splendor.

Left to right: Detail of Railroad Building, Ford Exhibit, Goodrich proving ground, Firestone Building, General Motors Building.



World in 80 ~~days~~ minutes

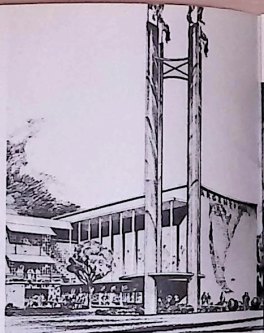
British Empire Pavilion



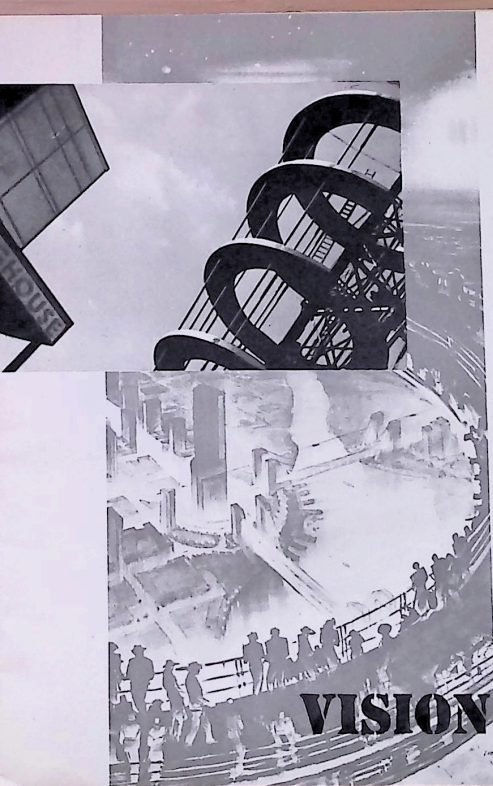
SAMARKAND and Sumatra, Firenze and Istanbul—little more than names to most of us, names veiled in an aura of romance and glamour. But this year those names will spring to life in the minds of millions of Americans. In the Foreign Zone of the Fair these millions will be vouchsafed the longed-for opportunity of "visiting" all of the lands of their dreams—the glory that is Greece, the grandeur that is Rome, Africa, Asia, the Americas, far Australasia, wheresoever their thoughts have roamed.

Represented in this vast International Exposition are countries possessing 90 per cent of the population of the globe—sixty nations all told. In the pavilions and halls of these foreign lands will be presented a true cross-section of their geography, their customs, their products. The scenic wonders of Norway's fjords, the new life unfolding on the Russian plains, the ancient civilization of the Incas, the peasant crafts of Siam, the exotic atmosphere of Morocco, the ceremonial dances of Hungary, the far-flung interests of the British Empire—it would be difficult indeed to find a single omission in this world encyclopedia of exhibits.

Jules Verne sent his hero around the world in eighty days and staggered the imagination of his time. Howard Hughes accomplished the incredible feat last summer of circling the globe in ninety-one hours. At the New York World's Fair even the tyro at traveling will be able to break all records by girding the earth in eighty minutes!



Argentine Pavilion



TO demonstrate that with the tools and processes already at hand can be fashioned a new and better World of Tomorrow.

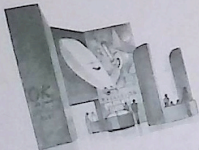
This was the objective, and evidence of its magnificent attainment is already to be seen in the Fair's 390-acre Main Exhibit Area. From industry came the initiative and the resources, from the arts the design and the creation, from science and engineering the fulfillment. The result: a vision of tomorrow materialized in the world of today.

In the Theme Center—a glimpse of the planned city of the future—viewed from magic carpets floating twixt earth and sky while heroic figures of the builders of such a city troop in singing unison across the heavens . . . in each of the great "zones" of living—focal exhibits portraying the role of Production and Distribution, of Transportation, of Food, of Communications, of Community Interests in an interdependent world . . . grouped around these exhibits—the amazing displays of industry and commerce, of business and the professions and the arts and sciences . . .

The Hall of Man—dedicated to the wonder that is Man, demonstrating how his health and well-being can be improved . . . the Hall of Science and Education—giving due recognition to these two messiahs of civilization . . . the Temple of Religion—devoted to the spiritual needs of those of every creed . . . two rich repositories of art—one for old masters, the other for

Westinghouse Singing Tower against
a night scene in the Parisphere

VISION OF TOMORROW



Remington Rand exhibit

contemporary American work . . . the Home Building Center—with its fifteen model homes and innumerable exhibits of products and services for the house, the farm, the apartment . . .

One great hall is devoted to exhibits of business machine and insurance companies, another to electrical and allied products, another to metals, still another to communications. This building is filled with the modern alchemy of the chemist, that with the services and aids available to consumers. Two buildings are required for the fascinating story of food. And this is only a beginning. In individual exhibitor buildings may be seen . . .

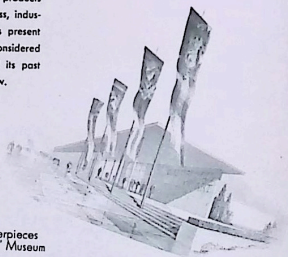
The unleashing of a ten-million-volt bolt of lightning . . . a robot who speaks when his keyboard is played . . . a gargantuan medicine cabinet serving as stage for a pharmaceutical puppet show . . . a \$5,000,000 collection of diamonds and other precious stones . . . a block-long diaramic model of New York City . . . a life-size showing of the old and the new in city streets . . . oil wells and power dams in actual operation . . . a chance to "look in" on television . . . stars of the sporting firmament in lectures and demonstrations . . . an all-steel, "inside-out" building . . . a 100-foot "chemical statue" surmounted by a plume of vapor . . . a riderless bicycle that can be steered and balanced electrically . . . demonstrations of the art of glass blowing and the new technique of glass weaving . . . a 17-foot, asbestos-clad figure of a man rising from a flaming pit . . .

On and on runs the chronicle of Fair exhibits, of the displays of products and processes by some 1,500 headline names in American business, industrial and professional life. Considered individually, these exhibits present a heartening picture of American invention, initiative and skill. Considered together, they portray the brilliant future of a nation proud of its past and confident of its ability to guide its people to a richer tomorrow.

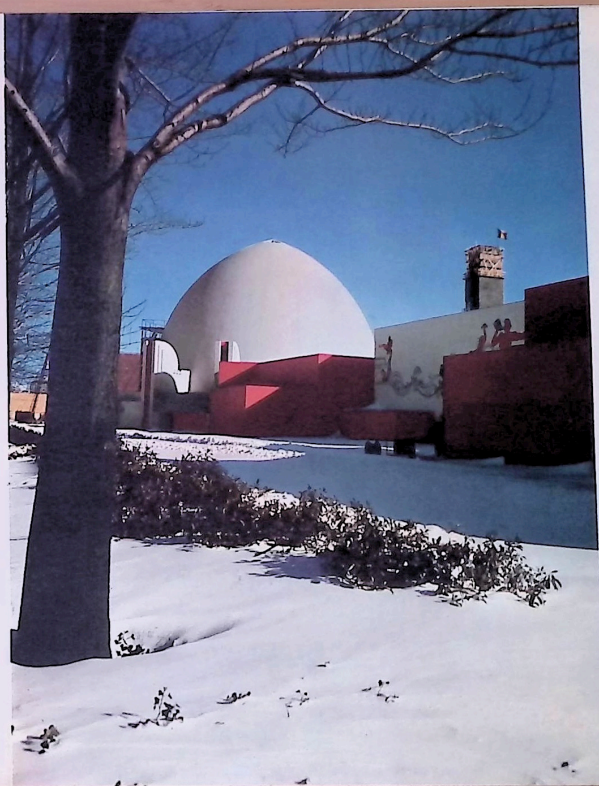


Gardens on Parade

U. S. Steel's
"Inside-Out" Hall



"Masterpieces
of Art" Museum



DRENCHED IN COLOR

Brushes dipped in two thousand tons of paint create a rainbow city of breathtaking beauty.



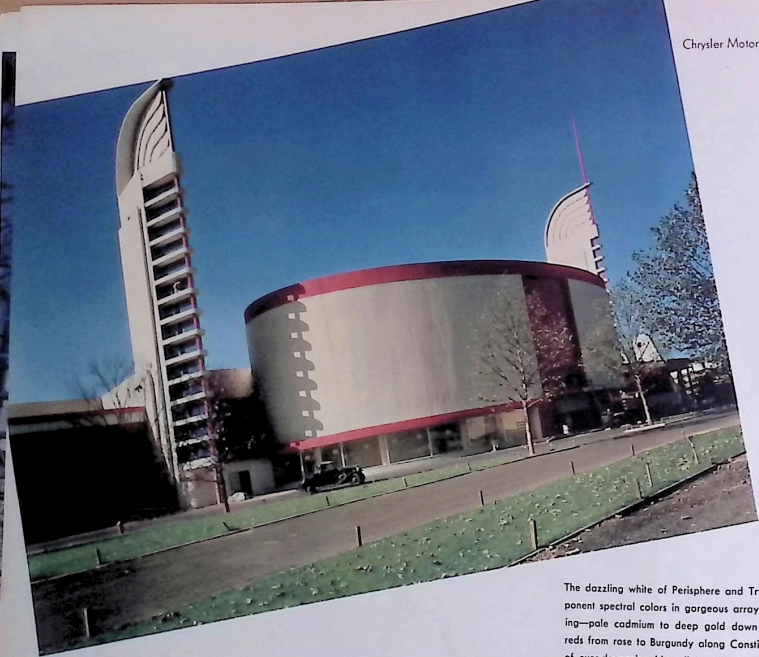
Du Pont Exhibit

COLOR is king at the New York World's Fair 1939. Chicago in 1893 won fame as the "White Fair." The Panama Pacific Exposition of 1915 was known as the "Light Fair." New York in 1939 promises to go down in history as the "Bright Fair," the Fair that drenched a continent in color.

Color is indeed king in this World of Tomorrow Exposition. By night the Fair glows in jeweled radiance—a fairy city such as no genie ever conjured forth from magic lamp. By day the tapestry is of equal richness. . . .

Hall of Fashion

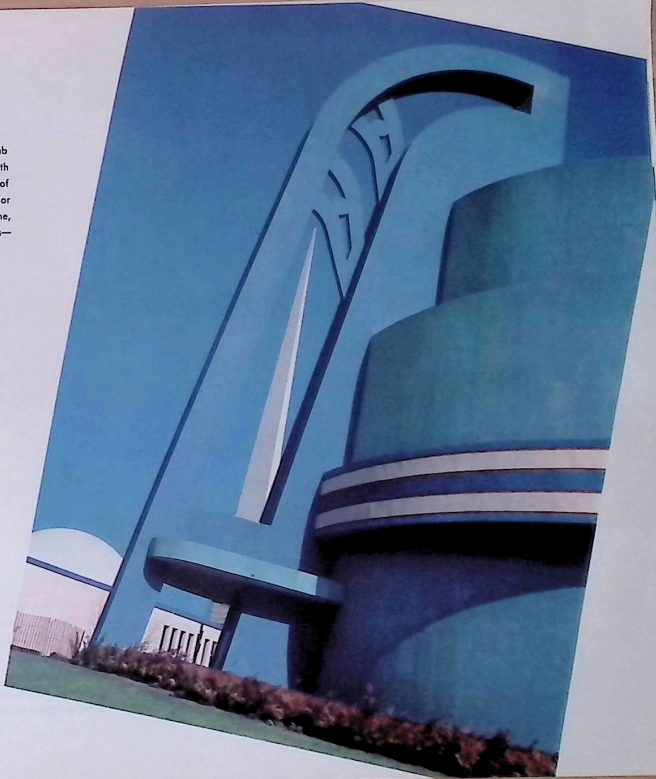




The dazzling white of Perisphere and Trylon, showering its component spectral colors in gorgeous array on building after building—pale cadmium to deep gold down the Avenue of Patriots, reds from rose to Burgundy along Constitution Mall, a succession of ever-deepening blues lining the Avenue of Pioneers, and, on the arc of Rainbow Avenue, a gorgeous palette shading from tawny gold through sunset orange and red and violet to ultramarine blue. . . .

To the average city dweller, habituated to endless vistas of drab monotone, this Fair feast of color will prove an eye-opener—both physically and in the sense of awakening him to potentialities of color as a source of life and gaiety in his architecture. For color as employed by the Fair—in infinite gradations of hue and tone, in scores of dazzling murals, even in festive profusion of flowers—is in truth an element of architecture.

Electrical Products Building





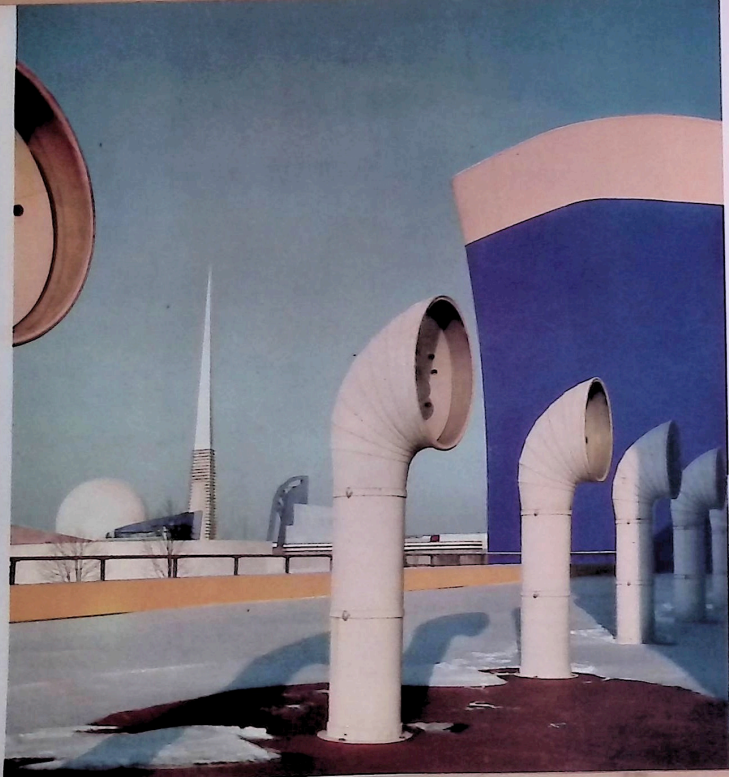
Operations Building

Color is used to break the monotony of blank walls. It is used to strengthen a structural element or an architectural accent, to fit the individual buildings of the Fair into a vast prismatic mosaic, even to assist visitors in orienting themselves in the Fair grounds. Each building has a dominant hue determined by its location. Interest and variety are assured by use of relief tones of neighboring or complementary colors.

Food Building No. 2



Feel the need of a visual sedative? You have but to seek out a quiet court where green of grass and trees blends with turquoise arches framing a blue sky. Or, should you prefer an optical cocktail, drink in the brilliant, often startling hues of the red zone. Then wash your eyes out with a facade of white and try a new color sensation.



Maritime Building.

FOOD

for thought

DICKEN'S Fat Boy, Diamond Jim Brady and the champion pie eater of Turkey Hollow would be convinced they were in paradise. And even those modest gourmands who can consider an omelette rationally and to whom eating is a pleasure not a passion will be moved to exclamations of delight.

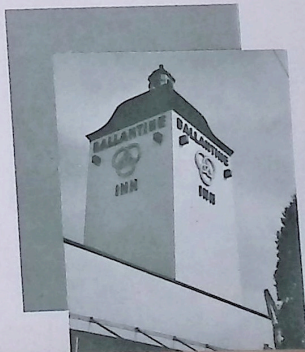
To say that the Fair gives due recognition to the importance of food in the scheme of things would be to state the case academically—and mildly. Exhibitors of food and allied products constitute—as might be expected—the largest group in the Fair. But that's less than half the story.

Dedicated to "applied science" in the realm of food will be more than seventy great "laboratories", and thousands of "scientists" will demonstrate daily the miracle of food chemistry. Many will be the basic materials used. *Civet de lièvre* from France, baked beans from Boston, *shish-kebab* from Albania, beaten biscuits and sause from below the Mason Dixon line, *zabaglione* from Italy... one could continue in like vein through twenty-four foreign countries and some fifty restaurants serving American dishes.

And that would still ignore the ubiquitous stands where miles of sandwiches, car loads of frankfurters, tanks of soft drinks and tons of ice cream will be dispensed. Gargantua himself might pale before the task of downing 15,000,000 hamburgers or gulping pop at the rate of ten gallons a second for seven days and seven nights. Even a Brobdingnagian would hesitate to tackle 7,000 miles of sliced bread.



Romance of distilling



Good cheer for all



The serious epicure who visits the Fair will no doubt first wish to whet his appetite by inspecting the exhibits in the Food Zone, beginning with the sur-realist explanation of whys and wherefores in the food focal exhibit and then turning to the displays of private exhibitors. He will see 150 blue blood cows being milked on a revolving platform, a puppet demonstration of bread and cake making, pies browning in a rotary oven, a seven-foot glass coffee maker in operation, a spiral exhibit on a fifty-foot turntable depicting in animated form the story of distilling, Mickey Mouse at a Surprise Party, the making of ice cream, the manufacture of cigarettes, the answer to the question, What is a hot dog?, and a thousand and one other absorbing and entertaining exhibits.

One company will portray the gathering of chicle from the sapota tree; another will cause a cataract of milk to appear from no apparent source (handy, if one knows the secret); a third will have a robot friar lecturing

on the romantic history of the olive; still another will show city folk how bread looks on the stalk.

But enough of just looking at food, thinking about food and maybe sampling a bit here and there. Let's pick out a pleasant spot and go in for a bit of serious gourmandizing. Would knoedel and pilsner in Czechoslovakia's beer garden be to your liking? Or would you care to dine in style in the French pavilion overlooking the Lagoon of Nations? Or maybe repair to Sweden's old-world courtyard and snag smorgasbord from a revolving table? Or order your favorite dishes in your favorite language beneath the sunshine roof of the Casino of Nations? Or—if you like an eyeful with your trayful—visit a boistrous bistro in the Amusement Area.



You can breakfast in Belgium or Brazil, dine in Denmark, feast in Finland, sup in Switzerland, nibble in Norway and Nicaragua and tipple in Turkey. Great Britain will boast a restful tea garden, Poland a modest selection of 300 hors d'oeuvres, Albania a sausage buffet, Rumania a wide range of choice game...

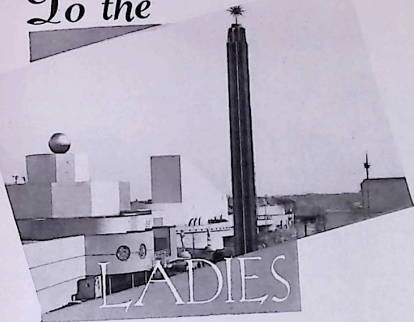
There's really no limit to the possibilities for new eating experiences at the Fair, and many a man will regret that he can't negotiate at least six meals a day. Eating will be fun at the Fair—and (perhaps of equal importance to most of us) it won't be expensive.

Meals will be scaled to fit any man's pocketbook and any woman's purse. In some of the swankier beaneries you'll be able to splurge high, wide and handsome. But there'll be plenty of taverns which will make no bigger dent in one's wallet than does Mike's on the corner back home. And, most important of all, a dime will still buy a hot frank or "burger on."

Above and clockwise, National Biscuit, Schaefer House, Heineken's Inn and Food Focal Building



To the



PARADOXICAL symbol of woman's role in the World of Tomorrow is this—there's no "Woman's Building" at the New York World's Fair. Women's interests could not be shoe-horned into a single building; many women have had a finger in building the Fair and the completed Exposition is pointed toward women fully as much if not more so than toward men.

Consider the case of a manufacturer of electric shavers and business equipment—a man's exhibit if ever there was one. Yet the company is featuring a private lounge for the contrary sex and is even planning its displays to ensnare feminine attention. The appeal of a streamlined train's diesel-electric engine is to men, but of the elaborately appointed interior of the same train—but definitely to women.

Many exhibits have been planned solely to make big

eyes bigger. One such "no man's land" is the Cosmetics Building wherein the gentle arts of gilding the lily with powder and perfume will be expounded. Another feminine paradise will be the Hall of Fashion; still another, the king's ransom of gems and precious stones in the House of Jewels.

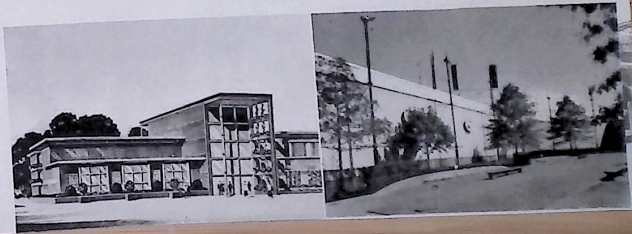
Mothers will find—in the children's World, not merely a handy place in which to amuse or park Junior, but a source book of information on modern recreation trends . . . in the Science and Education Building the latest contributions of pedagogues to the all-important problem of preparing the child for adult life . . . in the Medicine and Public Health Building valuable pointers on how to safeguard health and prevent disease.

Housewives will want to see—the tittene model homes of Tomorrow Town . . . the suggestions on interior furnishing in the Home Furnishings Building . . . the modern bathroom shelf in the Hall of Pharmacy . . . the scores of exhibits in the Food Zone . . . the many foreign and regional restaurants serving exotic concoctions and strange foods which might prove welcome additions to the family menu.

All women will be interested in the collection of contemporary American art, in the "Masterpieces of Art" exhibition of old masters, in the five acres of "Gardens on Parade," in the Fair's ambitious music program and in its thoughtful provision of bench-lined courts and shaded walks.

Women helped to design the Fair, to embellish it, to construct it, to operate it. They have been important to it in advisory capacities and will have a prominent role in the operation of the National Advisory Committees Building as a hospitality center and in serving as hostesses to distinguished guests.

Whatever else it may be, the World of Tomorrow is definitely not a "man's world." The New York World's Fair 1939 proves that.



Above, Cosmetics Building, Hall of Fashion in background. At right: National Advisory Committees Building and one of Fair havens of rest

just

for

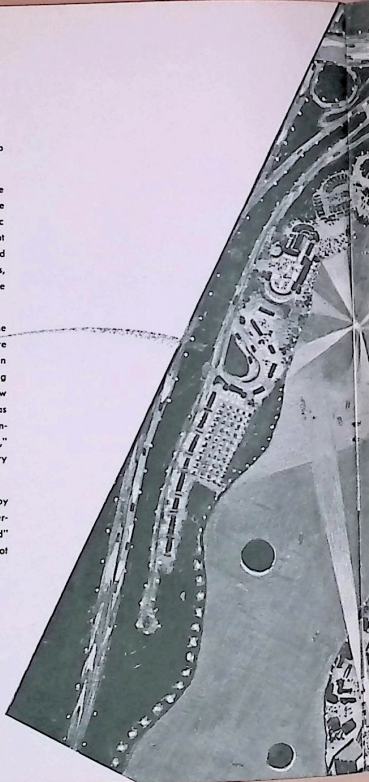
fun

A WORLD'S FAIR isn't all serious business—even on its serious side. Flip it over and you get—

Well, you get a Billy Rosian, H2-Oh extravaganza in a huge marine amphitheatre; an amazing symphony of fountains, fireworks, flame, smoke and sound on Fountain Lake; half a dozen villages redolent of exotic or nostalgic color; a glamorous assortment of cabarets and other warm-to-hot spots; a 250-foot fall-for-your-money via parachute with all of the thrills and none of the spills of bailing out; rides, slides and glides galore; shows, novelties, walk-thrus . . . in fact, you can just about make a wish for the moon, then stroll through the Amusement Area and find it.

In further fact, you can do exactly that, strange as it seems. Drop into the Theatre of Time and Space, and before you can say *Perisphere* you're skyrocketing toward moons and planets at the modest rate of 480 quintillion miles an hour. And, speaking of "strange as it seems," John Hix, the questing cartoonist, has assembled as screwy a collection of oddities for his show of that name as one wouldn't care to encounter on a dark night. Almost as fantastic will be the queer creatures in the New York Zoological Society concession, also Tony Sarg's "Enchanted Forest," the trick effects of "Laffland," the sinuous denizens of the "Live Monster Show" and the wild Irish scenery of the "Giant's Causeway."

In this 280-acre Play Center dedicated to fun and frolic you can enjoy winter sports amid the snow flurries of "Sun Valley—A Winter Wonderland," then plunge into the depths of Malaya to Frank Buck's "Jungleland" or into the African jungle and watch the Zambesi River pour over a 22-foot



The Play Center at night, and, below,
Aqubelle Eleanor Holm



All aboard for the Milky Way,
and a bit of Holland in the
Children's World



Victoria Falls. If you haven't reached the age of indiscretion, you will undoubtedly make a bee line for the trip around the world, the circus, the toyland, the ice cave and all the other wonders in miniature of the "Children's World." If you have, you can hark back to the "Old New York" of the Haymarket girls and Chuck Connors Saloon. Or you can turn a few more pages of history and step into "Merrie England" with its Globe Theatre, quaint inns and village green peopled with characters of a bygone day. If you prefer an exotic foreign setting, drop down to "Sloppy Joe's" in the Cuban Village for a spot of planter's punch, a round or two of rumba and a chance to see the next thing to a real bull fight. If you hanker for the Wild West, mosey over to the "Frontier Village" and the rip-sartin' "Cavalcade of Centaurs."

Hard to please indeed will be the man who cannot find in this gayest of all play centers a wealth of ways to satisfy his craving for excitement and entertainment. If his health is good, he can begin with a bewildering succession of twists and turns and dips and swoops on the "Aerial Jayride," "Stratoship," "Boomerang," and similar breath-taking rides. After sufficient punishment of his nerves, he will welcome the quieter relaxation of the Music Hall, a visit to Admiral Byrd's "Penguin Island" or a half hour in Morris Gest's midget village. By this time his inner man will be demanding attention. He can be handsomely bribed at any one of the delightful village caravansaries or in such tempting taverns as Heineken's-on-the-Zuider Zee and Ballantine's Three-Ring Inn. Next might come a round of archery or skee ball, then the Harlem jittersbugs of "The Savoy" and the not-hard-to-look-at "Living Magazine Covers" and finally, for a smash finish, Billy Rose's "Aquacade" featuring Mermaid Eleanor Holm and 300 fair disciples of Terpsichore and Neptune.

Ladies on' Gen'lemen—we give you that spectacular, that dramatic, that stupendous, that thrilling play center—the New York World's Fair Amusement Area—the greatest, grandest, gayest, most gorgeous joyland ever. . . .

transportation within the grounds...

will be of five kinds: bus, trackless train, boat, motorized chair and hand-pushed chair. One hundred oversize buses will operate over the two routes indicated by broken lines on the map. Fare will be 10 cents. Trackless trains will provide a more leisurely and novel form of travel over the dotted lines for 25 cents. Electric and hand-powered chairs are shown scooting all over the grounds. Chair operators will also act as guides, and rates will be on an hourly basis. Boats will ply Fountain Lake on routes yet to be established.

