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WORLD'S FAIR BULLETIN

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BACK OF THE FAIR



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Story for Everyman

Drawing on Past and Present, the New York World's Fair Will Point the Way to Tomorrow

By Grover Whalen, President, New York World's Fair 1939

THE NEW YORK WORLD'S FAIR of 1939 will shape itself around a broad constructive world concept. "Building the World of Tomorrow" will be its theme.

The great expositions of the past, going back down the ages to the colorful medieval fairs of Sturbridge and St. Bartholomew's, St. Germain and Troyes, were in essence a combination of department store, museum and carnival. They were localized in greater or less degree; meaningful primarily to a city, a state or at most a nation.

New York in 1939 will unfold a message that can be read in any language, that will be as significant, as helpful to the visitor from Turkey or Tokyo as from Tenth Street. New York in 1939 will tell a story for everyman, everywhere. It will tell him of the progress of the past. It will show him the tools of the present. It will bring home to him the vital significance to modern life of unity and balanced interdependence. It will try to answer the

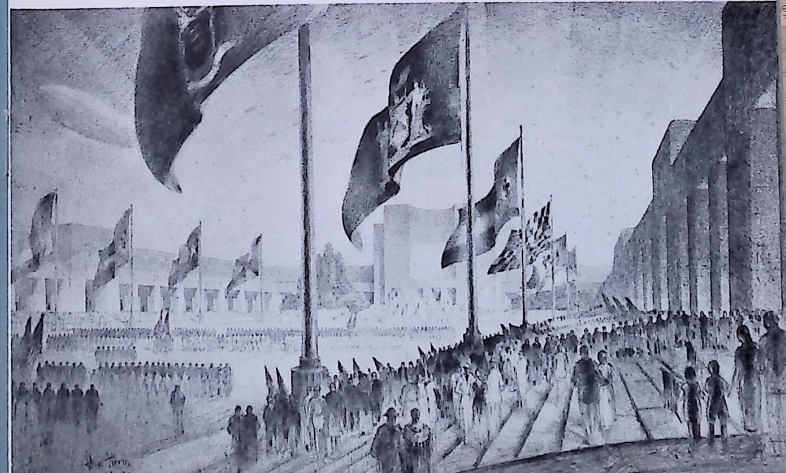
question, "What kind of world are we building?" In short, it will seek by reviewing tomorrow and studying today to aid him in charting a better and happier future.

A planetarium makes clear to the man on the street the ordered movements of the heavens. The New York World's Fair will attempt to bring into focus for his benefit the interplay of terrestrial elements and forces so that, realizing their possibilities under proper direction, he may plan a better existence. Throwing into relief the fences that isolate peoples of different classes and groups, of different cities, states and nations, it will point the way to the leveling of these barriers to a better life.

It will show the wheat grower of Nebraska that New York is almost as close to his farm as Omaha or Lincoln. It will show the clothing maker on Seventh Avenue that the farmer in Iowa is as near a neighbor as the milliner down the street. It will demonstrate the contribution which each and every worker must make to the common

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A Military Ceremony in the Plaza of Governments



BUILDING THE WORLD OF TOMORROW

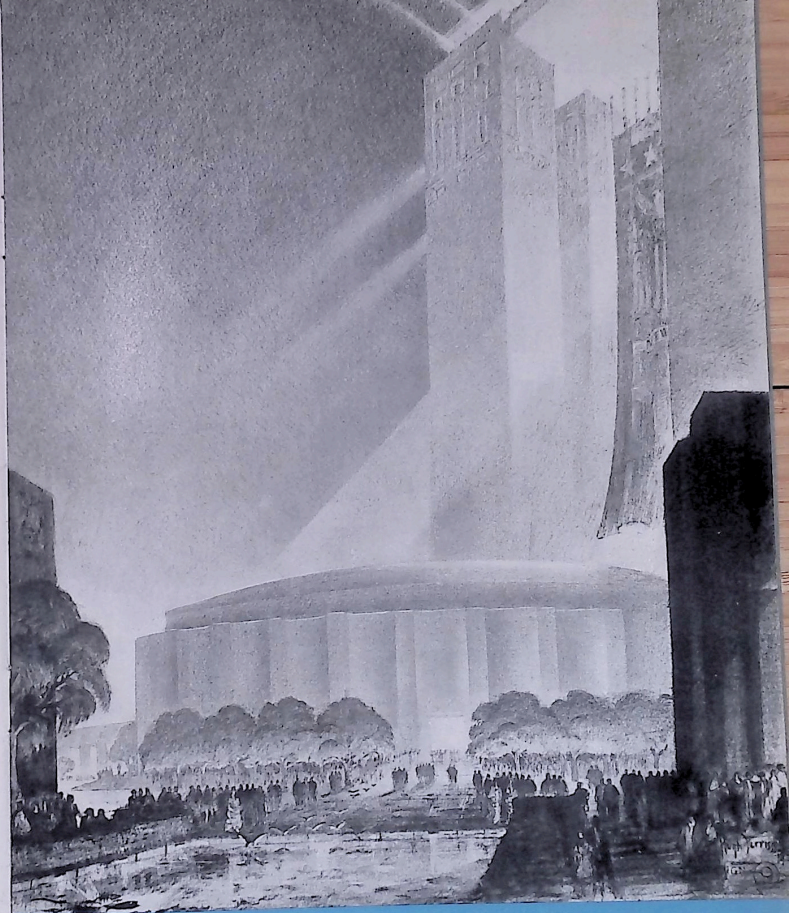
WHEN our forefathers established this commonwealth of States and dedicated it to the fostering of "life, liberty, and the pursuit of happiness," they gave to the world an historic new theme. George Washington, making his inaugural address in the city of New York, emphasized this theme when he declared the aim of the new government was the "discernment and pursuit of the public good." It is fitting the same noble theme should motivate the New York World's Fair, which will celebrate the one hundred and fiftieth anniversary of that inaugural.

The Fair will look forward to the task of "Building the World of Tomorrow." If it looks back over the long hard road on which man has travelled, noting the milestones that have marked his progress, viewing his proud accomplishments and his wondrous achievements in art and craft and science, it will be merely to gain a perspective for the next advance. Looking at the past we shall try to answer the question—"What kind of world have we built; what kind of world are we building; what kind of world should we build?"

We intend to present a clear idea of the mesh of interdependence and inter-relations in which all men, all peoples, are caught; to show to individuals and communities the materials and the ideas, the things and the forces, that affect their lives, their well-being; to show how closely knit together are all groups and classes, states and nations. We would show the tools with which we are to build that much desired better World of Tomorrow; and, in the showing, help to shatter the isolations that fence people from their neighbors.

Our Fair will be a brilliant, entertaining spectacle; it will offer the best in architecture, sculpture, dioramas, murals, music, and amusements; it will entertain with athletic contests, water sports, opera, moving pictures, and the drama; it will display all the best that the nations offer in materials and ideas, all the things available to every man and every community, all the things easily to be attained; it will be everybody's Fair; Science and Art will permeate it, but will have no separate temples; it will be a glorious panorama of today.

But it will be more than all this. It will be the first Fair ever to attempt building itself on a constructive world concept. And in every building, every zone, every plan we establish for it, the visitor will find evidence of that concept, that theme—the advancement of civilization, the Building of the World of Tomorrow.



THEME BUILDING AND TOWER



Nine Fair Entrances Like This

Numerous Courtyards Like This



160,000 AN HOUR

The Key Problem in Planning the Fair Was Transportation

TRANSPORTATION is a major factor—perhaps the major factor—in planning a fair. Answers to the question, “How big shall our fair be; how much should it cost?” are predicated on the answer to “How many people can we bring to the fair?”

A world exposition in New York City can logically be expected to attract more visitors than any of the great fairs of the past, both because of the concentration of population in and around New York and because of the drawing power of the city itself. Engineers estimate that the New York World’s Fair of 1939 will be a magnet for some 50,000,000 visitors from all over the United States, from Canada and Europe and the far corners of the earth. They figure the daily flow at 250,000 with frequent peaks shooting up as high as 800,000. Without adequate transportation, however, the Fair would be walled off from this vast gathering of peoples as effectively as a lord’s castle of old was barred to his townspeople.

Such considerations largely determined the selection of Flushing Meadow Park as the site of the Fair. For, oddly enough, this undeveloped tract of land nine miles from Times Square is as well served by transit facilities and highways as any spot in the city.

From Manhattan six main highways lead to the

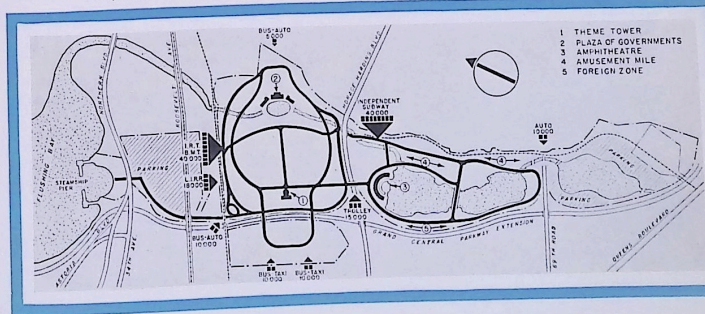
grounds. Northern Boulevard, Queens Boulevard, Horace Harding Boulevard and Roosevelt Avenue stem from the Queensborough Bridge; Astoria Boulevard and Grand Central Parkway Extension from the Tri-Borough Bridge. Parking facilities will be provided for 35,000 automobiles.

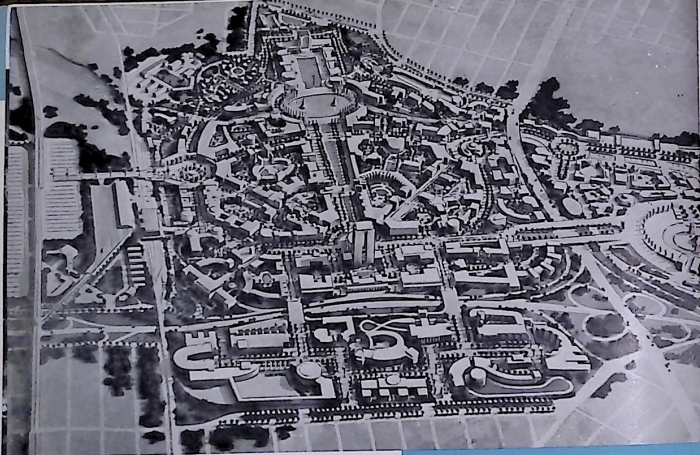
Along the northern side of the main Fair area runs the Port Washington branch of the Long Island Rail Road. Additional tracks will be laid at the Fair, and a large overhead terminal, connecting directly with one of the main entrances, will be built. The terminal will be but fourteen minutes from Pennsylvania Station and will handle transcontinental as well as local traffic.

A quarter of a mile north of the railroad on Roosevelt Avenue is the I. R. T.—B. M. T. line to Flushing. The Willets Point station will be enlarged and linked by a viaduct with a second Fair entrance on this side. The third, or express track on the line will be operated, reducing the run from Manhattan to twenty-five minutes.

The Flushing-Ridgewood trolley crosses the site on Horace Harding Boulevard. Just south of the boulevard, on the east shore of the Meadow Lake, will be the new terminal for a spur from the Independent Subway at the lower end of the grounds. North Beach Airport and Flushing Bay will be available for air traffic, while a boat

Transportation Map Showing Main Bus Drives and Hourly Capacity of Transportation Lines





CORE OF THE FAIR

basin and pier will be built on the bay for small craft, ferries, excursion steamers and possibly passenger liners.

The Federal Government has under consideration a plan for dredging a deep water entrance to the bay and an anchorage at its head. State and City will improve main and secondary highways leading to the Fair, build new bridges and modernize old ones. Fair engineers are negotiating with railroad, rapid transit and bus lines looking to expansion of their services.

Surveys of all forms of transportation indicate that they will have a maximum "feeding capacity" of 160,000 an hour. This is equal to the commuting stream into a city like Cleveland. It will not, however, aggravate New York's commuting problem. About 75 per cent of Fair visitors will arrive between 9 A. M. and 3 P. M., outside of the usual rush hours. Three-quarters of the return traffic will be between 6 P. M. and midnight.

The estimated hourly capacity of the various forms of transportation is as follows:

I. R. T.—R. M. T. Subways	40,000
Independent Subway	40,000
Long Island Rail Road	18,000
Trolley	15,000
Buses, Taxis	28,000
Automobiles	17,000
Airplanes	No estimate
Boats	No estimate

Second only to the problem of getting visitors to the

Fair is that of distributing them around the grounds with a minimum of overcrowding. Unimpeded circulation is as vital to a fair as it is to any living organism.

Many expositions have been laid out in shoe-string fashion like an old style municipal lighting system. An overload at any point short-circuited the entire flow.

The plan of the New York World's Fair looks like a modern grid lighting system. It will have not one but nine entrances, each of them tapping a main traffic stream. Fair-goers will enter the grounds from all sides, thus reducing congestion at any one point. There will be great plazas at the main entrances from which radiating avenues, 100 feet wide, will lead to the various exhibit zones. There will be a complete bus system operating over fifteen miles of drives. Walking will be a matter of pleasure, not necessity, particularly with 50,000 benches and plenty of shade trees dotting the grounds.

An adaptation of the "express parkway" method of handling traffic, a new development in fair planning, has been worked out by the exposition's engineers. There will be center lanes for buses separated by fencing and landscaping from two side-lanes for pedestrians. Overpasses and passerelles will enable those on foot to circulate freely without danger to themselves or interference with a free flow of motor traffic. Local buses will criss-cross the core of the Fair, while express routes will circle the grounds on a peripheral road.

Fair Acres

Planners Found the Site a Perfect Canvas for the Exposition

HAD the planners of the New York World's Fair drawn up a set of specifications for an ideal exposition grounds, it is unlikely that the result would have differed materially from the actual site of the Fair in Flushing Meadow Park, Queens. No other location in the metropolitan area came so close to meeting every test for suitability. No other location matched its size—half again larger than Central Park, its accessibility, bay and riverside location, undeveloped state and adaptability.

Near the population center and almost at the geographical center of New York City, this park of 1,216½ acres occupies the shallow valley of the Flushing River on the north shore of the Borough, stretches in a southerly direction three and one-half miles to Kew Gardens. It averages about half a mile in width, broadening out to a mile and a quarter near the center. Flushing lies just to the east, Corona to the west.

A graphic picture of its size can be had by a brief flight of imagination. Assume that the city had agreed to place the Fair on Manhattan Island on grounds of the same dimensions as those at Flushing. That would mean cutting a swath from Spring Street to the Central Park Zoo and from Times Square to the wharves along the East River.

Largely because of its low-lying terrain, Flushing Meadow Park escaped development in the rapid growth of Queens. Before steam shovels commenced their

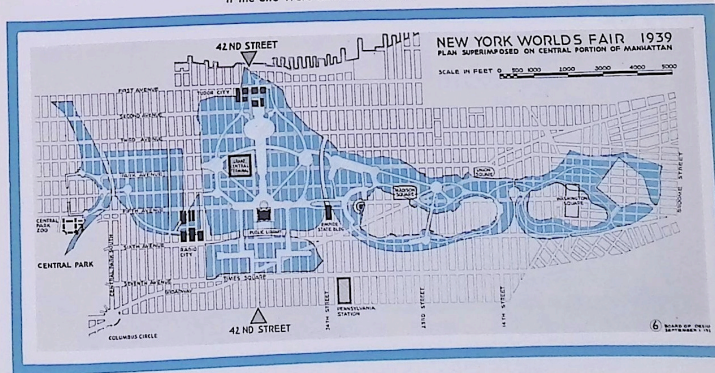
ravenous activity last June, the southern half below Horace Harding Boulevard looked pretty much as it must have appeared to George Washington when he crossed the meadows in 1790.

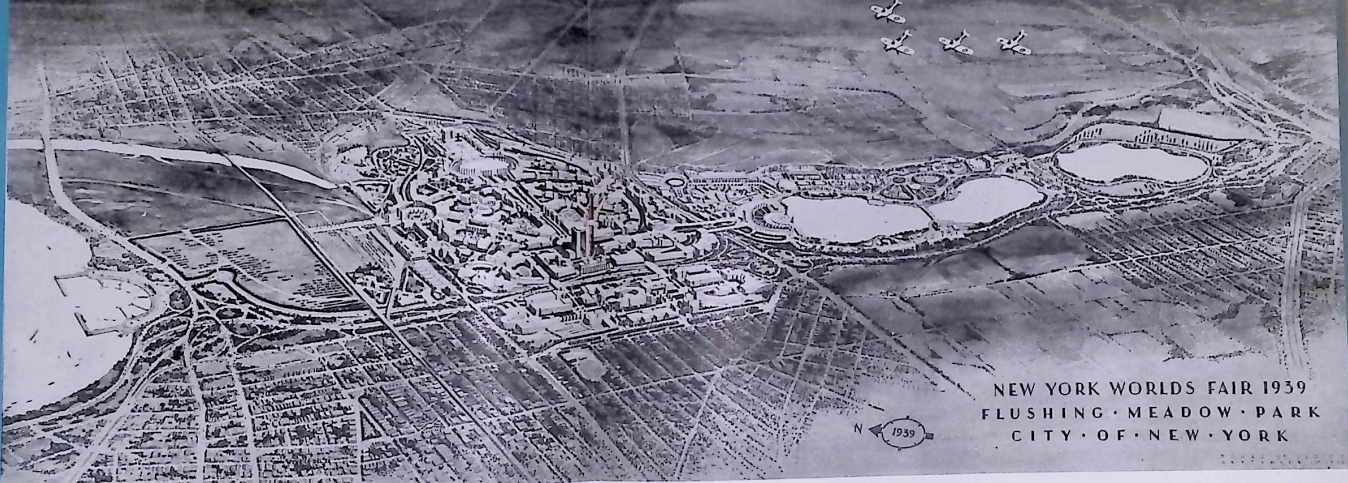
North of Horace Harding Boulevard, it is true, had come many changes if not improvements. Northern Boulevard, Roosevelt Avenue and the Long Island Rail Road had been thrown across the valley, and scattered buildings had grown up along these arteries as well as on either side of the tract. Most striking, however, were the rolling hills of ashes covering some 300 acres and rising in Mount Corona to a height of ninety feet above the river.

The Fair's designers and engineers were enthusiastic about the site from the start. Any scene, they felt, could be painted on such virgin canvas, particularly with the basic pigments ready to hand in the form of 7,000,000 cubic yards of ash-fill. No grades had been established, little clearing had to be done, and the river offered unlimited possibilities for landscaping effects. In Flushing Bay they had available an ideal water gateway to the Fair.

The work of grading the site has now passed the halfway mark. More than 3,000,000 cubic yards of ashes have been skimmed off the old hills and spread over the low areas; some 500,000 yards of meadow mat have been scooped out of the two lake areas for eventual use as topsoil. Grading will be completed, the grounds ready for development by next April 1.

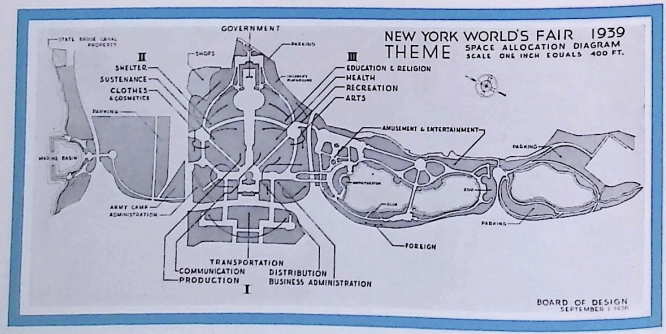
If the Site Were on Manhattan . . .





NEW YORK WORLDS FAIR 1939
FLUSHING · MEADOW · PARK
CITY · OF · NEW · YORK

HOW THE ZONES CARRY OUT THE THEME



Panorama

This bird's-eye perspective will spread out beneath the man who rides Fair skies in 1939. With Manhattan behind him and the green hills of Nassau ahead, he will look down on a far-flung city clothed in white, a city of broad plazas and shaded avenues, of blue lagoons and glittering fountains. Dominating the whole, like the lofty cathedral of a mediaeval town, will be the Theme Tower, rising in simple dignity 250 feet above the core of the Fair.



To the left is a Thematic Plan of the Fair showing the grouping of the exhibit zones in logical sequence about the Theme Tower.

FLOOR PLAN

*The Fair Will Be Easy to See;
Spacious But Not Sprawling*

IN preparing the "floor plan" of the New York World's Fair of 1939 one basic thought has been kept constantly in mind: that each visitor shall be enabled to see the exhibits which interest him and yet not have to imbibe at the same time a lot of, to him, extraneous matter. Without neglecting the gourmands who delight in every course from caviar to coffee, provision is also being made for those who like to nibble and for those who prefer to concentrate on a particular dish.

Fairs, like restaurants, must cater to varying degrees of appetite. There is nothing more depressing than to aspire to a sandwich and be confronted by a feast.

The 1939 Exposition will be spacious but not sprawling. Its impetus will be centrifugal; and the incidence of that enervating disease, fair fatigue, will be reduced to a minimum. The Fair will be easy to see.

This follows naturally from the arrangement of the core of the Fair into secondary centers of interest radiating from the Theme Center in logical sequence. The latter will provide a bird's-eye vantage point from which to study the significance of the exposition as a whole. In the secondary centers the visitor will find a summation of the story of a particular zone.

The core of the Fair, where many of the exhibits will be located, will lie between the Long Island Rail Road and Horace Harding Boulevard, just north of the center of the site. Grand Central Parkway Extension will pass through the western half of the core area in a depressed roadway. Paralleling the parkway and a short distance to the east of it will be one of the two main esplanades. The other esplanade follows the main axis of the Fair and will extend in an east-west direction midway between Horace Harding Boulevard and the railroad. A prolongation of this axis to New York Harbor, curiously enough, would pass through the Statue of Liberty.

At the intersection of the two major axes will be the Theme Building and Tower set in a broad landscaped plaza. From this center the visitor will see, to the east across a long expanse of reflector basins and pools, the Plaza of Governments with the Federal Building at the far end and the Halls of States on either side. Public exercises and receptions will be held on the Plaza of Governments, which will also be used as a parade ground for military ceremonies.

Looking south from the Theme Building down the other esplanade, which will cross Horace Harding Boul-

vard by two great bridges, the Fair visitor will catch a glimpse of the imposing rear facade of the marine amphitheatre on the north shore of the Meadow Lake. Here will be presented on a huge water stage concerts, pageants, operas and marine shows.

Nearby will be the Hall of Nations and other foreign exhibits, spreading out along the west shore of the lake. Across the water on the east shore and linked to the foreign section by a bridge will be the amusement area, which will feature new and unusual types of entertainment, shows and amusements that cannot be duplicated either on Broadway or at Coney Island.

Across Horace Harding Boulevard from the northern end of the amusement area the Fair-goer will come upon the welfare exhibits grouped around one of the main entrance plazas. Here will be displays relating to Health, Education and Religion, Art and Recreation. A children's playground will be laid out east of the Recreation zone.

Four avenues will fan out from the "welfare plaza," one leading directly to the Theme Center, one to the north-south esplanade, one to the Plaza of Governments and the fourth across the core area to the "comfort plaza" just south of the Long Island Rail Road. Shelter, Sustenance and Clothes will be the stories told in the exhibits surrounding this plaza, which also will be tapped by four avenues.

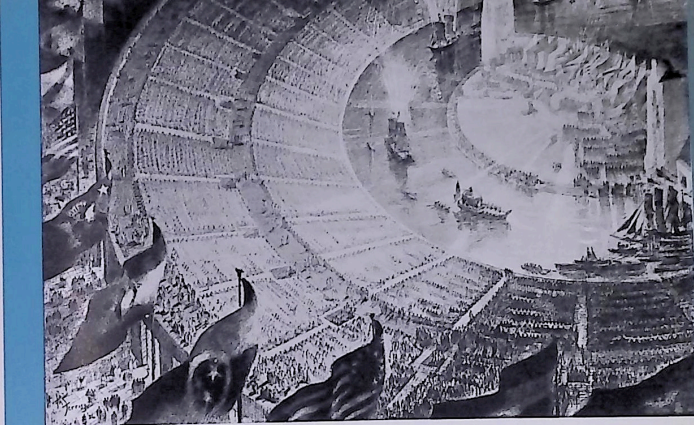
The zones relating to business and industry will occupy the western half of the core area. Transportation will take in all of the section west of Grand Central Parkway Extension. Two bridges will provide access across the parkway to it. East of the parkway and north of the Theme Center will be Production, Communication, Distribution and Business Administration will fit in between the Theme Center and Horace Harding Boulevard.

Aside from the Theme Building itself the only part of this quarter of the Fair which will not be devoted to business and industry will be the New York City building. This structure, which will be located between the Theme Center and the parkway, will probably be of permanent construction like the amphitheatre.

Workshops will be located in the northeast corner of the core area, while the Administration Building will be in the northwest corner east of the parkway. Separated from it by the railroad tracks will be the camp for marines, sailors and cavalry.

Each of the exhibit zones forming the core of the Fair

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OPERAS WILL BE STAGED HERE

THREE PER SECOND

Fair Turnstiles Will Click
50,000,000 Times in 1939

WHEN George Washington was inaugurated in New York City on April 30, 1789, he became President of a nation of thirteen states and 3,900,000 inhabitants. The New York World's Fair of 1939, celebrating the 150th anniversary of that historic event, will play host to thirteen times the population of those thirteen original states.

Fifty million people are expected to visit the Fair during the spring and summer and fall of 1939. Once the turnstiles begin to revolve on April 30 of that year, they will click at an average rate of three times a second, twenty-four hours a day. Through them 250,000 visitors will flow on a normal Fair day. On gala occasions the daily tide will exceed 800,000.

To entertain crowds of such proportions will entail the building of a veritable "city within a city" on the site of building in Flushing Meadow Park, Queens. Its working population will exceed 50,000—larger than that of Richmond or Hartford. It will have its own police and fire departments, its own local ordinances, its own government. Its public utilities will equal those of a city the size of Portland, Oregon.

Creation of this temporary world metropolis will cost approximately \$125,000,000. The City, State and Federal governments will invest about \$35,000,000 in basic improvements which will be of permanent value to the community. Exhibitors and concessionaires are expected to spend some \$50,000,000 on their buildings and displays, while the outlay of the Fair Corporation itself for buildings, roads, utilities and landscaping will exceed \$20,000,000.

The corporation will float in the near future a \$27,829,446 bond issue to meet pre-Fair construction and development expenditures. This bond issue will be amortized and operating expenses paid out of gate receipts, exhibit and concession rentals and parking fees.

The first \$2,000,000 of net profits will be used to improve the Fair site as a permanent park. Additional profits will be shared by the City and State and devoted to charitable purposes. The City will benefit further by increased real estate values in the area adjacent to the Fair grounds and by the \$1,000,000,000 which Fair visitors are expected to spend in New York. The entire nation will benefit from the impetus to trade produced by the Fair.

APRIL 30, 1789

Washington's Inaugural Was a Red Letter Day in American History

THE New York World's Fair of 1939 will mark the 150th anniversary of the inauguration of George Washington as first president of the United States. In a larger sense it will commemorate the founding of the Union in its present form.

Such an observance belongs peculiarly to New York City. The old Continental Congress frequently had sat in New York and, following the long struggle for adoption of the Constitution, the new Congress met there for the first time on March 4, 1789. On April 30 General Washington took the oath of office on the balcony of Federal Hall overlooking Broad and Wall Streets.

That solemn event was second only in importance to the signing of the Declaration of Independence thirteen years before. It was so recognized by Alexander Hamilton. Writing to the President on May 5, 1789, on the subject of holding official receptions, he said: "If twice, the day of the Declaration of Independence and that of the inauguration of the President, which completed the organization of the Constitution, ought to be preferred." In effect, the inaugural set firmly in place the keystone of the arch which had been building since 1776. Under the loosely organized Confederation it had been on the verge of toppling. A new government with Washington himself at the head would, it was felt, make possible the growth of an enduring Union. This belief was held by a majority of the people. Added to a nation-wide desire to do honor to the country's undisputed first citizen, it accounted for the enthusiasm which marked the occasion.

Washington received formal notification of his election on April 14. He was then in his fifty-eighth year. Worn out by his many years in the saddle and desiring only "to spend the evening of my days as a private citizen on my farm," he accepted the call to office with the greatest reluctance. To Henry Knox he wrote that his feelings were "not unlike those of a culprit who is going to the place of his execution." Feted at each town and village along the road, he required a week to travel from Mount Vernon to New York. The entire city turned out to welcome him as his barge, which had been built especially for the occasion, was rowed slowly up the bay. Guns in the harbor boomed salutes, flags flew from every pole, mast and yard, odes were sung from several boats and even a school of porpoises, wrote one eye-witness, "came playing amongst us, as if they had risen up to know what was the Cause of all the Joy." Thousands of people lined

the shore "as thick as ears of corn before the harvest," and the gaily decorated streets were so jammed that Washington was with difficulty escorted from the carpeted wharf near Wall Street to his new home on Cherry Street.

"The rush of the people to see their beloved General Washington was amazing, and their delight and joy were truly universal and cordial," wrote Rudolph Van Dorsten, secretary of the Dutch Legation. That night, by order of the Common Council, the entire city was illuminated from 7 to 9 o'clock despite a heavy rain.

Even more elaborate ceremonies marked the inauguration a week later. Following a salute from the guns of old Fort George at sunrise, services were held in all the churches. Shortly after noon Washington, wearing a brown homespun suit, white stockings and dress sword, "his aspect grave, almost to sadness," left his house and, accompanied by Federal, State and City officials and several companies of soldiers whose "appearance was quite pretty," rode down Queen Street (now Pearl) to the new Federal Hall. He was received in the Senate chamber by both houses of Congress and then proceeded to the balcony, where Chancellor Livingston administered the oath. As the President kissed the Bible, the flag on the hall was run up, a battery of thirteen guns shattered the shop windows with their roar, the bells of the city began to peal and the dense crowd below the balcony cheered frantically. One man found that his "sensitivity was wound up to such a pitch that I could do no more than wave my hat with the rest, without the power of joining in the repeated acclamations which rent the air."

The President himself was affected in like fashion and could only acknowledge the cheers with a bow, after which he retired to the Senate chamber and read an "elegant speech" (his inaugural address) to Congress. The assemblage then proceeded on foot to St. Paul's Chapel for divine service. That night the city was again "brilliantly illuminated," and there were displays of fireworks and transparent pictures or "transparencies."

The only spectator of these events apparently who failed to be impressed was the Swedish consul, Richard Soderstrom, who reported tersely to his government that "the new Congress has met now for two months and sits here, but nothing important has yet taken place, except that they have received and acknowledged General Washington for their President, and it looks as if his power would be as great as any king's in Europe."

Largest Audience

Industry Will Turn Its Pages for 50,000,000 Visitors

THE United States is on the threshold of a new prosperity. What are the preparations that business and industry have made? What are the plans and projects that, germinating during the lean years of depression, are now ready for development? What are the new methods of production and distribution, the new ideas for co-operation and interrelation between the kaleidoscopic forces of modern economic life.

To these questions the New York World's Fair will endeavor to furnish the answers. Its exhibitors will be given an opportunity to participate in a co-ordinated display, as carefully integrated as a jig-saw puzzle, showing how each segment of modern existence should fit into a picture of the whole. They will be asked to demonstrate to 50,000,000 people—the largest market in exposition history—how their product, their service, carries forward the theme of the Fair—Building the

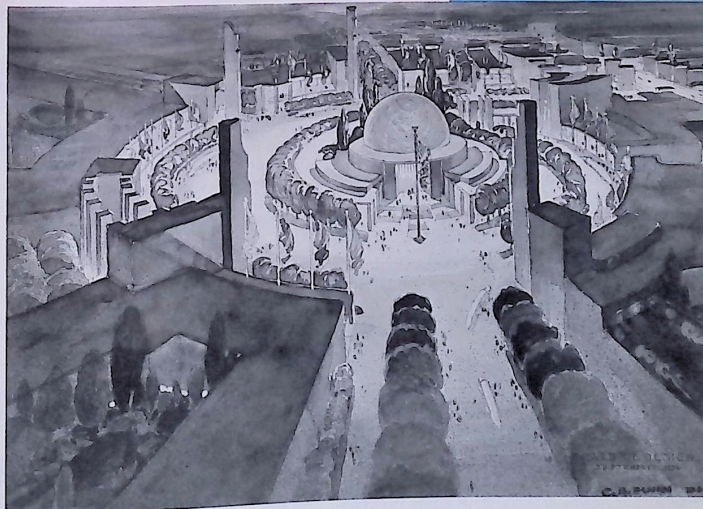
World of Tomorrow. Naturally, such a demonstration involves also a review of past achievements and present accomplishments. Yesterday and today will provide the springboard for consideration of tomorrow.

A study of such scope can only be undertaken by a fair; only a fair can provide the complete laboratory that is necessary. But it is not enough merely to gather together the materials and the test tubes. The display of each exhibitor must be related to those of all other exhibitors and to the whole if the result is to have meaning.

This the New York World's Fair will do in its Theme Center and in its focal displays in each of the exhibit zones. Exhibitors will be grouped by industries in these sections, and the Fair in its own display in any particular zone will sum up and give a unified meaning to the stories of the individual exhibits.

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PLANETARIUM



PROJECT No. 1

Administration Building—
First of 300—Is Launched

ALTHOUGH the New York World's Fair is still two and one-half years away, the first structure on the grounds will be completed and in use by next August. This will be the Administration Building—known in its present stage as Building Project No. 1. Building Project No. 1 is still little more than a name, but the seven architects who were commissioned recently to prepare the designs expect to have their blueprints ready next month so that construction can begin before the first of the year.

Starting next April, the design of a new building will be begun every ten days until all thirty of the major units to be erected by the Fair Corporation are under way. At the same time architects will start to turn out plans for structures to be erected by exhibitors and concessionaires. All told, more than 300 buildings, most of them temporary, will be put up on the Fair grounds. About 500,000 tons of construction materials will be required for the exposition, of which approximately half will go into buildings. There will be about fifteen miles each of roads, water mains, electrical ducts and sanitary sewers. Storm sewers will total twenty miles in length.

The Administration Building will have two features that will mark it off from other Fair structures. It will have a heating system (hot water) because it will be occupied continuously from its completion until the day the exposition closes. It also will be accessible both from within and without the grounds—in fact, one of the Fair entrances will pass right through it.

The building will cover 57,000 square feet of ground just east and south of the point where Grand Central Parkway Extension underpasses the Long Island Rail Road. It will be two stories high, of steel frame construction with stucco exterior and interior walls of sheet rock. Its cost is estimated at \$900,000. Foundations will rest on wood piling capped with reinforced concrete. An air-conditioning system will be part of its equipment.

The structure will contain a large directors' room, a dining room and offices for the President of the Corporation and the various administrative heads and their employees. The lobby will be used as a pre-Fair exhibition hall for the display of models and pictures.

The architects—Harvey Stevenson, Eastman Studts, Gerald A. Holmes, John A. Thompson, Edgar L. Williams, Richard Arthur Kimball and Ellery Spaulding Husted—are being given a free hand as to the shape and style of the building, subject to final approval by the Board of Design of the Fair Corporation.

FOR 50,000,000 VISITORS

Continued from page 13

This system will be of distinct advantage to exhibitors. The fact that industry and business tend to group of their own accord indicates this. New York City, for example, has its garment center, its leather "swamp," its automobile row, and so on. Grouping will entail no sacrifice of position because the Fair has been so laid out that distribution of traffic will be approximately the same in any location.

The New York World's Fair will represent an investment in good will of inestimable value to business and industry; in fact, some exhibitors may confine their activity to promoting good will, perhaps by some entertainment or amusement exhibit only remotely connected with their product. The Fair also will provide a direct impetus to business activity through its own expenditures and those made by its visitors. It is estimated that the latter will spend \$1,000,000,000 in the New York area and that every one of these dollars will turn over ten times before the spending cycle ends.

Between these two extremes will be the stimulation of business by semi-direct means: the personal contact between producer and consumer. After all, even in this day and age of the printed and spoken word, most consumers are still from Missouri.



SPACIOUS BUT NOT SPRAWLING

Continued from page 10

will contain a focal point or key exhibit maintained by the Fair Corporation. This key display will occupy the entrance hall to the main exposition building in its particular zone. It will be the zone's own show window and will indicate the type and nature of displays that may be found in the spaces occupied by exhibitors, who will be allocated locations in zones in which their products logically belong. Many of the zones will have their own restaurants, theatres, concert halls and dance floors supplementing the great concentration of attractions in the amusement section.

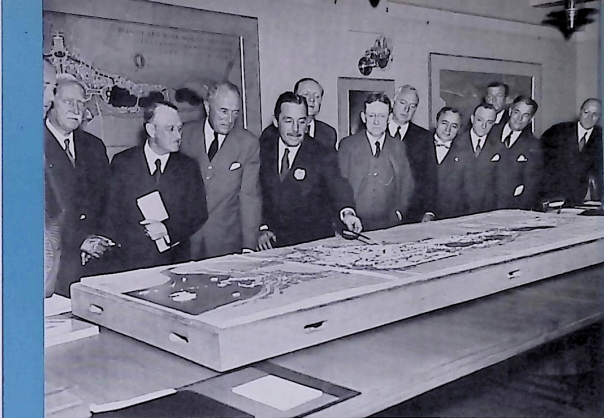
The style of architecture which will predominate at the Fair has not yet been determined. It is expected that a new style of exposition design will be developed. New effects in lighting also will be sought, and landscaping will play a major rôle in developing the grounds. Avenues, esplanades and plazas all will be lined with trees and bordered with shrubs, flowers and lawns. Effective use also will be made of fountains and pools. In the courts of many of the buildings will be attractive gardens, open air restaurants and concert areas. Color decoration, murals and sculpture also will play a very important part in the appearance of the Fair.

Personalities

Directors

Left to Right

MORGAN J. O'BRIEN
W. FRANKLYN PARIS
MORTIMER N. BUGKNER
GROVER WHALEN
FRANK J. TAYLOR
GEORGE McANENY
BAYARD F. POPE
MATTHEW WOLL
JOHN J. DUNNIGAN
JAMES G. BLAINE
LOTUS W. KAUFMANN
TIMOTHY J. SULLIVAN



Presentation of the Model to Board of Directors

Building Project No. 1 Is Signed



Personalities

Left to Right: Seated

HARVEY STEVENSON
Allied Architects
GROVER WHALEN
President
Standing
GERALD A. HOLMES
of Holmes & Thompson
RICHARD ARTHUR KIMBALL
of Kimball & Husted
COLONEL JOHN P. HOGAN
*Chief Engineer of the
Fair Corporation*
EDGAR L. WILLIAMS
Allied Architects
RICHMOND H. SHREVE
Member Board of Design
W. EARLE ANDREWS
General Manager
CHARLES C. GREEN
Secretary
STEPHEN F. VOORHEES
*Chairman of the
Board of Design*
HOWARD A. FLANIGAN
*Administrative Assistant
to the President*

POINTING THE WAY TO TOMORROW —Continued from page 1

good. It will indicate what man can accomplish if he lives truly as a social being.

A theme of this scope, of this magnitude, is essential to a fair as big as New York's 1939 exposition will be. Building a world's fair is not like building a house or an office building or a factory. A fair does not inherit from previous fairs any basic idea, any elemental function. It is not enough to lay out the grounds, erect buildings and install exhibits. It must be given some unifying goal. A theme must be created as well as a plan.

Placing so much emphasis on the theme of the New York Fair, however, does not mean that the exposition will be ponderous and dull. It will by no means lack for gayety, festivity and novelty. Those who go to a fair primarily to relax their auditory and optical nerves will not be disappointed. But even they can be expected to carry home a sense of the underlying motif of the Fair.

For the theme of the Fair will not be relegated to a pedestal, dignified and imposing but one that can be conveniently ignored. It will not be the dead ballast but the buoyant helium; it will not be a stenciled design but a living thread, running through all of the component parts of the exposition, weaving together the vari-colored strands of exhibit and display, even of amusement and entertainment, into one magnificent pattern of life.

The traditional halls of Science and Art and Agriculture will yield place to a new method of display. Exhibits will be grouped by function into the major phases of man's social existence: Shelter, Sustenance and Clothing; Religion, Health, Recreation and the Applied Arts; Production, Transportation, Communication, Distribution and Business Administration. Instead of being bottled in glass jars and placed on shelves, the vibrant liquids of science and art will filter through and permeate the entire Fair. Where the means of producing a particular object is a fascinating story, that story will be told, not in a science building, but in connection with the display of the object. "Wood into newsprint" will be found in the Education Division; "wood into food" in Sustenance.

Each of these zones will have its own focal point, its own key exhibit, erected by the Fair Corporation and presenting in dramatic fashion a distillate of that particular section, its significance to the life of man and its relation to the other zones. Back of this focal point with its dioramas, murals, motion pictures and other displays will be the commercial exhibits and those of government and social agencies, either on leased floor space or in their own buildings. All of them will tie in with and illustrate the theme of the Fair, all of them will show either the tools or the processes or the methods by which the average man can co-operate in the building of that better world of tomorrow. The milestones of the past will be noted only to gain perspective for the next advance.

At the same time, the exhibits will show the man on the street, the ultimate consumer, how he can take full advantage of the progress already made but still uncashcd, of the vast wealth of knowledge that has been accumulated in recent years but is still, so to speak, in bonded warehouses. They will make known to him new procedures and tools for his business, new devices and embellishments for his home, new methods of education for his children, of leisure-time activity for himself.

In the Health Sector, for example, the focal exhibit will depict in dramatic form what health means to the average family, what is available to man in the way of public health services, what conditions should exist in the home, in the office, in the factory. Opening off this exhibit will be the official displays of public health agencies, constituting in substance a museum of hygiene, and back of them the galleries in which manufacturers will exhibit the commercially available products which contribute to the health services of the world.

In this and in the other zones exhibitors will be given an opportunity to recall their achievements of yesterday, display their accomplishments of today. The Fair will ask them to show what they have done and are doing to improve social and economic conditions; it will encourage them to put their constructive foot forward, to tell how their product, their service ties in with the theme of the exposition. Nor will the depiction of the theme stop with the exhibits. Even the restaurants, theatres and concert halls will form an integral part of the Fair design. The very plan of the Fair itself breathes the broad concept.

Flowing through every artery and vein of the Fair, giving life to each and every exhibit, the theme will itself be vitalized in the monumental Theme Center. This great circular building, supported by a massive 250-foot tower, will occupy the high point of the grounds. From it all of the avenues and esplanades will fan out. It will be the very hub of the Fair, its dominating architectural and spiritual note.

In the Theme Building will be a moving panorama or panoramas, flanked by related dioramas, murals, sculpture and motion pictures. They will depict the tools of today polished and ordered for the tasks of tomorrow. They will tell the story of the interplay and interdependence of civilization's motivating forces. They will dramatize the relation of city to country, the movement of goods between them, the dependence of each on the other. They will emphasize the synthesis, the co-operation and co-ordination that are so essential to a proper functioning of the increasingly complicated web of modern civilization. They will, in short, present a pictorial summation of the theme of the New York World's Fair—building a new world—the World of Tomorrow.

Highlights of the

NEW YORK WORLD'S FAIR OF 1939

Opening	April 30, 1939
Theme	Building the World of Tomorrow
Historical Significance.....	Commemoration of the inauguration of George Washington as first President of the United States in New York City, April 30, 1789
Cost	\$125,000,000, including collateral investments
Size	1,216½ acres
Location	Flushing Meadow Park, Queens, in the geographical center of New York City
Attendance	50,000,000 visitors—800,000 daily maximum—250,000 daily average
Transportation	Hourly capacity 160,000
Interior Roads.....	15 miles
Parking Facilities.....	35,000 cars
Bus Facilities.....	50,000 passengers
Height of Theme Tower.....	250 feet
Length of Amusement Zone.....	1 mile
Distance from Manhattan.....	9 miles—14 minutes
Number of Benches.....	50,000
Number of Shade Trees.....	10,000