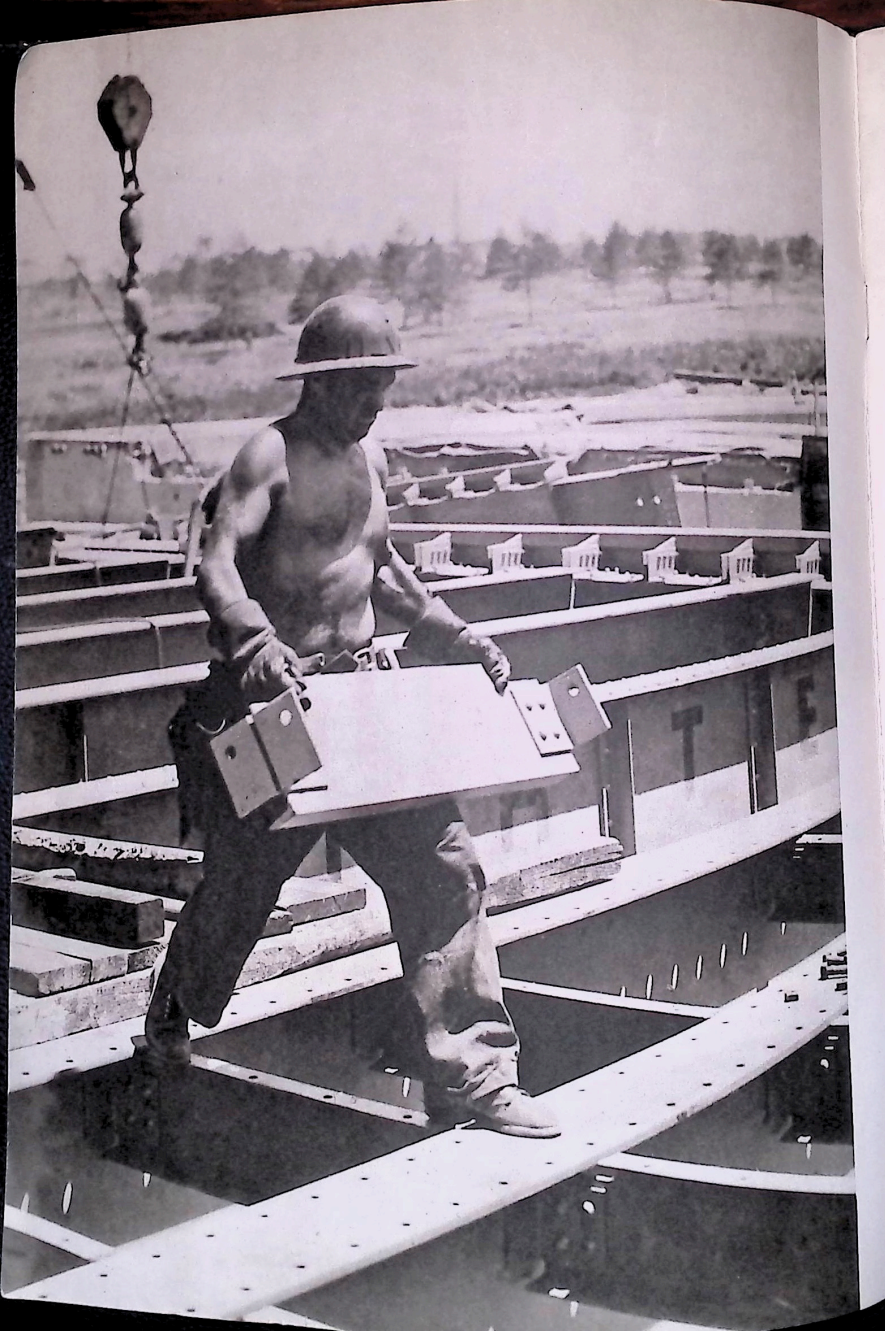


CONSTRUCTION EDITION



new york  
world's fair  
BULLETIN

October 1937







## CONSTRUCTION

sets  
a fast pace

The New York World's Fair is attacking on all fronts. Finance, government participation, commercial interest—the advance is steadily forward. Most spectacular, however, is the drive on the construction flank.

A year ago Flushing Meadow Park was a euphemism for a treeless expanse of marsh grasses, sluggish waters and great piles of ashes rising ninety feet above tidal flats. Today even old residents of the district have difficulty in recognizing the spot. Familiar landmarks have been swept away, replaced by a gently undulating terrain dotted with trees and encircling two broad lakes. From Flushing Bay on the north to Kew Gardens on the south the 1,216½ acres are fairly bristling with activity. Against the sky are reared, like derricks in an oil field, half a dozen great pile drivers. The steady "thump-hiss, thump-hiss" of their steam hammers blends with the staccato rattle of riveters, the roar of hundreds of motors, the pounding of carpenters, to form one continuous symphony of sound.

Freight engines shunt carloads of piles, pipes, lumber and other materials back and forth over temporary tracks; power shovels swing and bite, swing and dump; trucks swarm in all directions; bull dozers dart back and forth moving great masses of soil . . . Red steel

skeletons of bridges, buildings and other structures rise like thermometers on a hot day; concrete mixers roll without cease, roads ribbon out over night; groves of trees are born full grown, full leafed . . .

At the moment work is in progress on 46 separate projects. Twenty have been completed, and forty-three are in process of design or ready for construction. Of 155 projects set up to date by the Fair Corporation, City and State only fifty-five have yet to get underway.

The Fair Corporation has eight exhibit buildings under construction, nine on which designs have been completed and three in course of design. Architects will begin work on five others in the near future. It had been originally planned to erect most of these exhibit structures in 1938, but progress has been so rapid that it was found possible to advance schedules materially.

\$23,800,000. Six have been completed—among them the \$2,200,000 job of grading the site—sixteen are under construction, and eight are under design. On the State's fourteen point schedule, estimated to cost \$6,460,000, six contracts have been finished, work is progressing on seven and one is being planned.

Major projects include:

### Theme Center

Massive foundations for the eighteen-story Perisphere and 700-foot Trylon, architectural nucleus of the Fair, are now being sunk. For two and one-half months one of the two largest pile drivers in the East has been hammering 95-foot fir "sticks" down to bear.

## BRIDGES & ROADS



The Administration Building is now occupied, and foundations are being poured for the Perisphere and Trylon—Theme Center of the Exposition. A utility building and a headquarters for exhibitors are also under construction. Miscellaneous projects in the design stage include trolley and railroad terminals, parking fields and comfort stations.

All of these improvements are of a temporary nature and will be demolished after the close of the Exposition. The Fair also has a number of projects under way which will be retained when the site becomes a permanent park. Of twenty-one such improvements construction is progressing on twelve, including bridges, tree planting, fences, sewers and mains; one—a road—is completed, and six are in the design stage.

City and State improvements are being built with a view to permanency. The City has thirty-one projects on its schedule involving a total estimated cost of

ing soil to provide solid bases for the 14,000,000-pound weight of the two structures. In all, 1,177 piles have been driven. Fabrication of 3,025 tons of structural steel for the frameworks is under way in Pittsburgh, and pouring of concrete foundation caps is beginning. In December erection of steel will start—to be completed by next April. Henry Dreyfuss, industrial designer, is creating an exhibit for the Perisphere which will be as striking in the field of display as the concept of a sphere and three-sided spire are in architecture.

### Tree Planting

Unprecedented has been the Fair's tree planting program, started two years before the opening of the Exposition and even before the erection of buildings. During the past spring 474 great trees measuring up to



20 inches in diameter, up to 55 feet in height were set out along the lines of future plazas, promenades and malls. They came from nurseries, farms and estates throughout the East. At present the fall planting program is underway, involving 741 trees. Other plantings will be made next spring and the following fall, and numerous shrubs and flowers will be set out just before the opening of the Fair. In all, some 10,000 shade trees and 250,000 shrubs will be planted.

### Boat Basin

Construction of this marine entrance to the Fair is now about 30 per cent completed. The State has just finished work on an 800-foot bulkhead along the shore made of steel sheet piling and will shortly begin building landing floats to provide 146 berths for small boats. Fair engineers are preparing plans for timber piers to enclose the basin and provide docking facilities for excursion boats on the bay side. Total cost of the basin will be \$700,000, of which the State will spend \$500,000 and the Fair Corporation \$200,000.

### Bridges

All ten bridges planned for the Fair area are already under construction. The State is building five highway bridges and underpasses at a total cost of \$1,360,000. The City has under construction a \$1,740,000 lift bridge to carry Northern Boulevard over Flushing River, while the Fair Corporation has two spans over Grand Central Parkway and one over Horace Harding Boulevard well under way and is starting work on a pedestrian bridge from the I.R.T.-B.M.T. subway station to the exhibit area. Cost of Fair projects is \$375,000.

### Roads

Within the grounds the Fair Corporation will lay down seventeen miles of roads. Most of this work is planned for 1938. At the present time extensive highway improvements in the area surrounding the Fair are

being carried out by City and State. This work includes completion of Horace Harding Boulevard and improvement of Northern Boulevard, Sixty-ninth Road, Roosevelt Avenue, 108th and 111th Streets and numerous secondary streets. Outlying projects under way or planned include extension of Main Street, Flushing; construction of the Bronx-Whitestone Bridge, and improvement of Laurel Hill Boulevard, Union Turnpike, Grand Street and Woodhaven Boulevard.

### Conduits

Under construction by the Fair Corporation are ten miles of sanitary sewers, twenty miles of storm water sewers and fifteen miles of water mains. Work has also begun on approximately fifteen miles of electrical ducts. To eliminate drainage of storm waters into the park area from the high ground on either side the City is building two great trunk sewers. Each will cost approximately \$2,000,000. The City also has started work on a series of projects designed to clean up the waters of Flushing River and Bay. The North Beach screening plant will be enlarged at a cost of \$380,000, and construction of a new \$4,000,000 sewage treatment works has been begun on Tallman Island. Work is in progress on a \$2,000,000 system of trunk and intercepting sewers which will link these improvements with existing sewer systems.

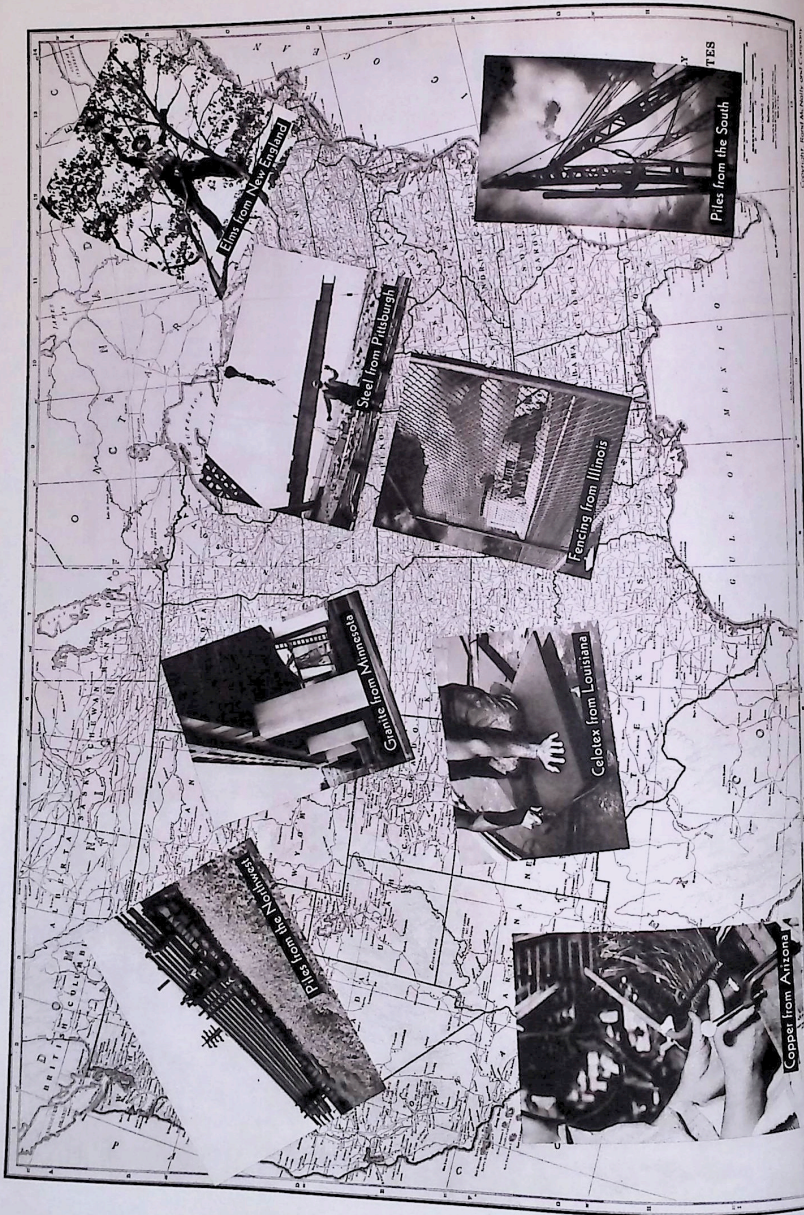
### Tide Gate

To eliminate salt water and tide fluctuations in the lagoon and lakes the City is building a tide gate and dam across Flushing River just south of the Long Island Railroad. The dam impounds the waters on the upstream side when the tide is low, while the gate swings shut when the tide rises and prevents an inflow. Incorporated in the structure, estimated to cost \$586,361, will be a bridge to carry the marginal park drive and a large water main which will serve the Fair's main exhibit area.



CONCRETE—TOPSOIL—MAINS







# COMPASS

## The World furnishes Participants

### Roll Call of States

Arizona	Maine	New York	Texas
Arkansas	Maryland	North Carolina	Utah
California	Massachusetts	North Dakota	Vermont
Connecticut	Missouri	Oregon	Washington
Georgia	Montana	Pennsylvania	West Virginia
Illinois	Nevada	Rhode Island	Wisconsin
Iowa	New Hampshire	South Dakota	Wyoming
Kansas	New Mexico	Tennessee	Hawaii
			Puerto Rico

### Roll Call of Nations

Albania	Denmark	Irish Free State	Peru
Argentina	Dominican Republic	Italy	Portugal
Belgium	Ecuador	Japan	Rumania
Bolivia	Egypt	Latvia	Russia
Brazil	Finland	League of Nations	South Africa
Bulgaria	France	The Netherlands	Sweden
Canada	Great Britain	New Zealand	Switzerland
Chile	Greece	Nicaragua	Uruguay
Cuba	Guatemala	Norway	Venezuela
Czechoslovakia	Haiti	Paraguay	Yugoslavia

### Roll Call of Business and Industry

Aetna Life Insurance Co.	General Motors Corporation
Air Reduction Company, Inc.	A. C. Gilbert Company
B. Altman & Company	Glass, Incorporated
American Bridge Company	Goodyear Tire & Rubber Co., Inc.
American Chain & Cable Co.	H. J. Heinz Company
American Gas Association	International Business Machines Corp.
American Petroleum Institute	Johns-Manville Corporation
American Radiator & Standard Sanitary Corp.	Libbey-Owens Ford Glass Co.
American Telephone & Telegraph Co.	Manufacturers Trust Company
American Tobacco Company	Metropolitan Life Insurance Company
Baker & Company	National Biscuit Company
Beech-Nut Packing Co.	National Cash Register Company
The Borden Company	National Dairy Products Corp.
Christian Science Group	New York City Clearing House Assoc.
Consolidated Edison Company	Radio Corporation of America
Continental Baking Company, Inc.	John A. Roebling Sons Company
Devoe & Reynolds Company	Standard Brands, Inc.
A. B. Dick Company	Swift & Company
Distilled Spirits Institute	Timken Roller Bearing Company
E. I. Du Pont De Nemours & Co., Inc.	Underwood Elliott Fisher Company
Eastern Railroad Conference	John Wanamaker
Edison Electric Institute	Westinghouse Electric & Manufacturing Company
Firestone Tire & Rubber Company	Wilson & Company
Ford Motor Company	Y. M. C. A.
General Electric Company	

# THIRTEEN

## Guide fair Destinies

**WINTHROP W. ALDRICH**, chairman of the board of The Chase National Bank, practiced law in New York City from 1912 to 1929, except for the War period when he served in the Naval Reserve. As a member of Murray, Aldrich & Webb, he was closely associated with the management of the Equitable Trust Company of New York after the War and was elected president in December, 1929. In 1930 the Equitable Trust Company was merged with The Chase National Bank, and he became president of Chase. He is a director of numerous industrial, philanthropic and educational institutions. *Chairman, Fair's National Advisory Committee.*

**MORTIMER N. BUCKNER** is chairman of the board of The New York Trust Company. He has been with the company since 1902. He is a member of the Banking Board of the State of New York and has served as president of the New York Clearing House Association and of the National Credit Corporation. He is on the boards of the State Charities Aid Association, Yale University, New York Life Insurance Company, National Distillers Products Corporation and other corporations. *Chairman, Executive Committee.*

**FLOYD L. CARLISLE**, chairman of the board of Consolidated Edison Company and of Niagara Hudson Power Corporation, is a lawyer by profession. In 1910 he organized the Northern New York Trust Company, in 1916 the St. Regis Paper Company and in 1920 entered the public utility field with the purchase of Northern New York Utilities, Inc. From 1921 to 1930 he conducted an investment banking business. He organized the Northeastern Power Corporation in 1926, helped form the Niagara Hudson in 1929 and in 1930 became associated with the Consolidated Edison group.

**JOHN J. DUNNIGAN** is President Pro Tem and Majority Leader of the New York State Senate. An architect by profession, he was elected to the Senate in 1915 and has served continuously since that time. He represents the Twenty-third Senatorial District in the Bronx. In 1931 he was elected Minority Leader, and when the Democrats won control of the Senate in 1933, he became its presiding officer. He has served as member of many important committees and commissions, a current assignment being the chairmanship of the New York State World's Fair Commission.

**HARVEY D. GIBSON**, president and chairman of the board of Manufacturers Trust Company, started with the American Express Company in Boston in 1902. He subsequently became one of the controlling partners of Raymond & Whitcomb Company. In 1912 he joined

the Liberty National Bank and was elected president five years later. He became president of the New York Trust Company in 1921 and of Manufacturers Trust Company in 1931. During the World War he worked with the American Red Cross. He was chairman of the New York City Emergency Unemployment Relief Committee in 1931-32. *Chairman, Finance Committee.*

**FIORELLO H. LA GUARDIA**, Mayor of the City of New York, grew up on an Army post in Arizona where his father was bandmaster. His first job was in the consular service from 1901 to 1906. After three years as an interpreter at Ellis Island, he began the practice of law and served as a Deputy State Attorney General from 1915 to 1917. He was a captain, then a major in the aviation corps during the World War and saw service on the Italian front. From 1917 to 1933 he was a member of the House of Representatives except for the four years 1919-23 when he was President of the Board of Aldermen.

**GEORGE McANENY**, chairman of the board of the Title Guarantee & Trust Company, was a newspaper man before becoming associated with civil service reform in 1892. In 1902 he became secretary and executive officer of the Municipal Civil Service Commission, in 1910 Borough President of Manhattan, in 1914 President of the Board of Aldermen, in 1921 Chairman of the Transit Commission and in 1933 Comptroller. From 1916 to 1921 he was executive manager of the *New York Times*. He has received several awards for contributions to city planning and is president of the Regional Plan Association. *Chairman, Board of Directors.*

**THOMAS H. McINNERNEY**, president of National Dairy Products Corporation, launched his business career by operating a drug store in Chicago. His next move was to Rochester and a department store which he organized. In 1914 he became president of the Hydrox Corporation and in 1923 founded National Dairy Products. He served as a member of Secretary of Commerce Roper's Business Advisory Council and is a director of many corporations, among them B. F. Goodrich Rubber Company, Lehigh Valley Railroad Company and United Stores Corporation.

**BAYARD F. POPE**, chairman of the board of Marine Midland Corporation, grew up in the investment banking business. From 1918 to 1927 he was a partner of Blodget & Company of Boston and for the next five years president of Stone & Webster & Blodget. Long interested in the development of group and branch banking, he joined the Marine Midland Corporation, which owns a chain of New York State banks, in 1932.





Winthrop W. Aldrich



Mortimer N. Buckner



Floyd L. Carlisle



John J. Dunnigan



Harvey D. Gibson

He is director of various corporations, chairman of the finance committee of the Charity Organization Society and active in other welfare organizations. *Treasurer.*

**PERCY S. STRAUS**, president of R. H. Macy & Company, Inc., has been identified continuously with the department store since 1897 except for eight months (1898-99) when he was Attache of the Constantinople Legation. During the War he was chairman of the Industrial Training Section, Council of National Defense. He is a trustee of the New York Public Library and the Federation for the Support of Jewish Philanthropic Societies, a member of the Council of New York University and a director of the New York Life Insurance Company. *Chairman, Committee on Architecture and Physical Planning.*

**FRANK J. TAYLOR**, Comptroller of the City of New York, started working at an early age as a laborer's apprentice. Rising steadily through various jobs, he entered the public service in 1912 as Assemblyman from the Third District in Brooklyn. He represented that district at Albany until 1925. In 1926 he was elected Sheriff of Kings County, and in the spring of 1930 he was appointed Commissioner of Public Welfare of New York City. While Commissioner, he became chairman of the Emergency Work and Relief Administration and was a member of numerous other emergency relief committees. He was elected Comptroller in 1934.

**GROVER A. WHALEN** is chairman of the board of Schenley Products Company. He withdrew from law school upon the death of his father and entered business when he was 20 years old. His career has been devoted to merchandizing. He joined the Wanamaker organization, became Director of Executive Administration and for ten years General Manager of John Wanamaker New York. He is a director of Coty, Inc.; John Wanamaker New York and Philadelphia; Interborough Rapid Transit Company, and numerous other corporations and institutions. He has also served in public capacities as Secretary to the Mayor, Commissioner of Plant and Structures, Police Commissioner and New York City National Recovery Administrator. *President.*

**MATTHEW WOLL**, third vice president of the American Federation of Labor, came to the United States as a boy from Luxemburg. He learned the trade of photo-engraving and also studied law. By 1906 he was president of the International Photo-Engravers' Union of North America, a post which he held until 1929. During the War he served as a member of the War Labor Board. He is editor of the *Photo-Engraver* and member or officer of numerous civic and labor organizations. *Chairman, Labor Relations Committee.*



Fiorello H. LaGuardia



George McAneny



Thomas H. McInerney



Bayard F. Pope



Percy S. Straus



Frank J. Taylor



Grover A. Whalen



Matthew Woll

THE EXECUTIVE COMMITTEE  
of the Board of Directors



Piles



Steel



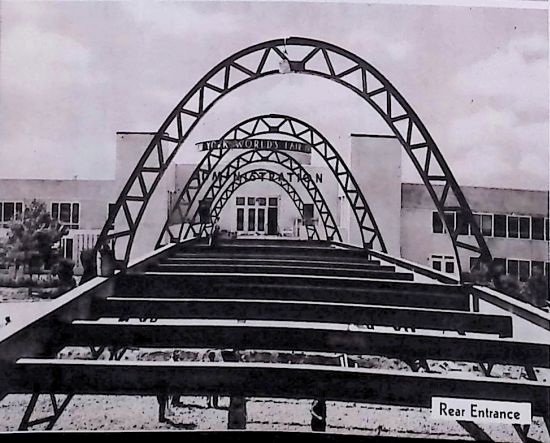
Main Entrance



## 575 WORKING

Fair engineers are not a little proud of their record on the Exposition's Administration Building—first major unit to be erected on the grounds. The structure was completed in unusually fast time—575 hours—on a schedule set up more than a year ago. In fact, it was completed two days ahead of schedule.

On its design four architectural firms—Harvey Stevenson & Eastman Studds, John A. Thompson & Gerald A. Holmes, Edgar I. Williams and Kimball & Husted—collaborated. Even before their plans had been completed, foundation piling was ordered from the Pacific Coast. Actual construction began Feb. 18, 1937, and so rapidly did the work advance that structural steel had to be rushed from Pittsburgh on fast fruit and stock trains. On April 27 the cornerstone was laid,



Rear Entrance



5-Star Panel





Sheathing



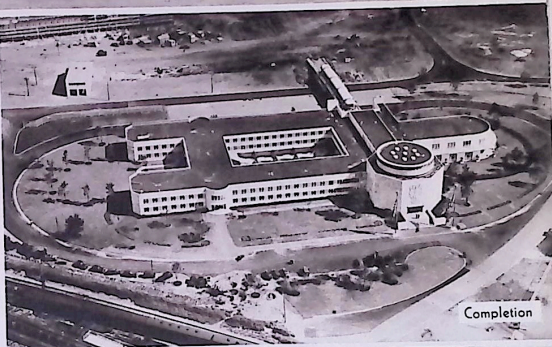
Stucco

## HOURS

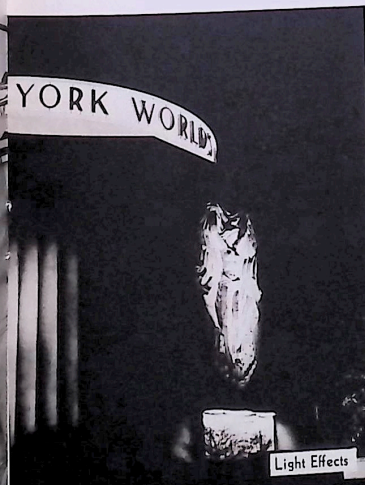
and three weeks later the last steel rivet had been hammered home. During the following month the building was sheathed in wood and coated with stucco. Next came interior finish and installation of plumbing, heating, air-conditioning and electrical systems, and on August 13, 600 Fair employes moved in.

The two-story building occupies an acre and one-third of ground adjacent to Grand Central Parkway and the Long Island Railroad. It contains offices, workshops, executive rooms, dining halls and a lofty exhibit rotunda which is its dominant architectural feature.

Originally it was estimated that the building, complete and furnished, would cost \$900,000 but through competitive bidding, economical designing and pruning, the cost was held down to \$740,000.



Completion



Light Effects



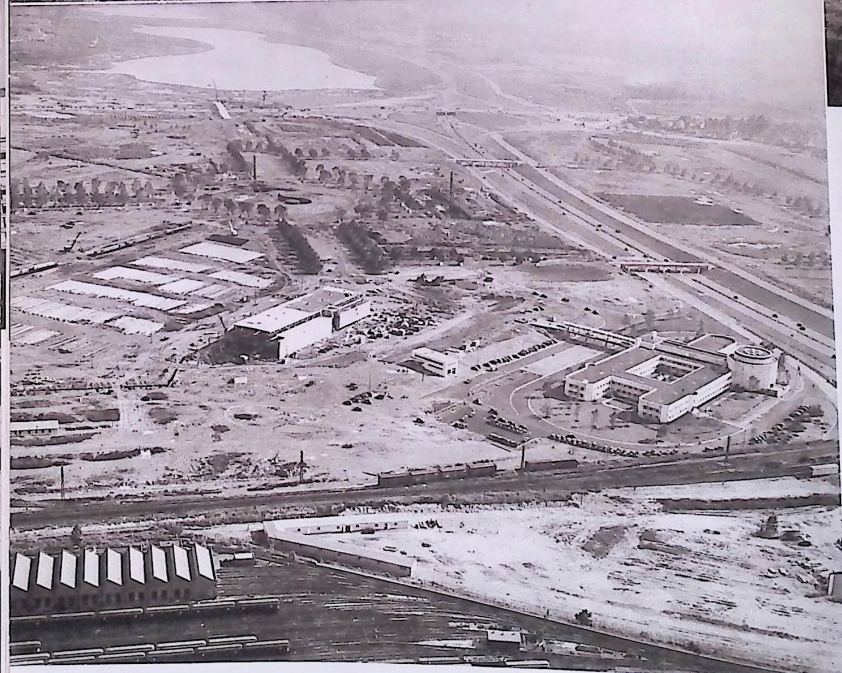
Metal Punch



Switches



# LOOKING OVER FAIR PROGRESS

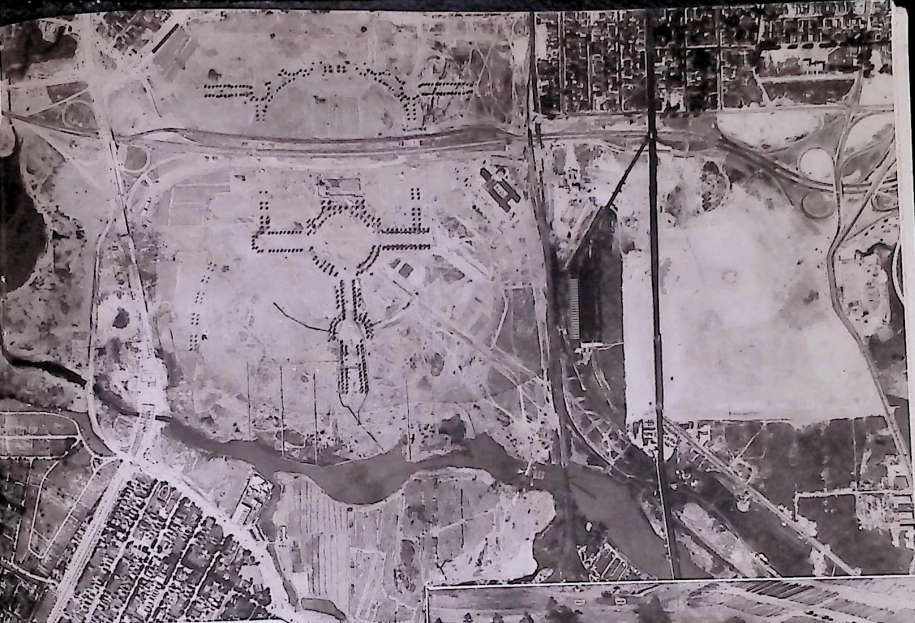


Above

Left

Right





**PHOTOGRAPHIC MAP** of Fair grounds. Horace Harding Boulevard crosses site in approximate center of picture; Grand Central Parkway extends along upper edge. To right of boulevard is the Theme Center, encircled by trees, and beyond that the Administration Building adjacent to parkway and Long Island Railroad. Paralleling railroad is the I.R.T.-B.M.T. subway and, further to right, the north parking area, Northern Boulevard and boat basin. To left of Horace Harding Boulevard are Meadow and Willow Lakes. Exhibits will be grouped between railroad and boulevard, amusements along Meadow Lake, government displays on near side of Flushing River.

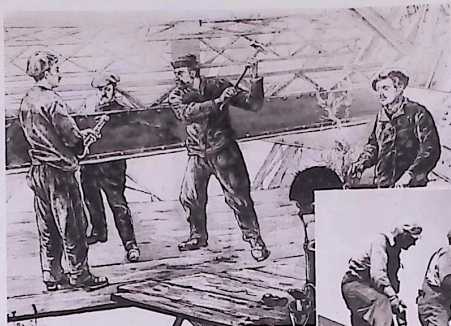
**VIEW** of part of exhibit section, where construction activity is concentrated at present. Behind Administration Building may be seen the Fire, Police and Hospital Station, superstructure of Hall of Communications and rows of piles ready for sinking. Within circle of trees a pile driver is at work on foundations for Theme Center, while further to right City's glass hall is under construction. In immediate foreground are Long Island Railroad, temporary store house, field house and test building.

**THEME PLAZA**, showing planting of great elms around it and site of Perisphere and Trylon in center.





# Building the Fair of YESTERDAY



In 1889 riveting Eiffel Tower was a tedious job

Today pneumatic tools rivet a Fair bridge in a few hours



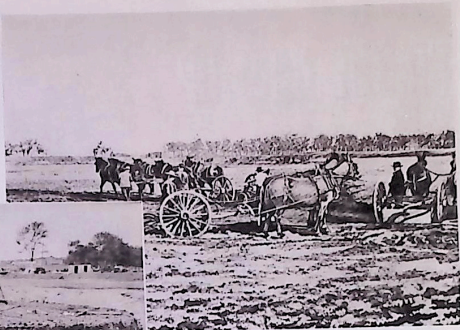
At site of 1939 World's Fair a 100-foot pile driver sinks supports for 700-foot Trylon at rate of twenty a day



At Philadelphia Centennial of 1876 Japanese workmen drove home foundations for their building with elbow grease



# and TODAY



Horse power was used to break ground for World's Columbian Exposition of 1893



A power shovel does work in short order on site of New York's Perisphere



Ropes, pulleys and motors make planting 30-ton red maple in Flushing Meadow Park a simple matter



Moving a date palm into Horticultural Hall at 1876 Centennial required a lot of heaving

# ON THE WAY UP



New York City Hall of Glass



Fire, Police and First Aid Station



Hall of Shelter



Hall of Communications



# in a nutshell

## Purpose

### Historical Significance

New York World's Fair will open April 30, 1939—150th anniversary of inauguration of George Washington on balcony of Federal Hall, New York City, and of founding of Federal Government under Constitution.

### Theme

Building the World of Tomorrow.

### Objective

To aid commerce and industry . . . to improve international relations by portraying interrelationship and interdependence of all groups and peoples . . . to demonstrate how tools and processes and knowledge of today can be used to create a better World of Tomorrow.

## Park

### Location

Site is Flushing Meadow Park, Queens; near geographic and population center of New York City and bounded by Flushing Bay, Corona, Forest Hills and Flushing on north, west, south and east respectively.

### Size

Embraces 1,216½ acres (about two square miles), including two man-made lakes. Length—three and one-half miles from bay entrance to southern tip; width—one and one-quarter miles at widest point.

### Accessibility

Tapped by six main highways, three subway lines, one railroad, one trolley line. Running time from central Manhattan 14 minutes by rail, 18 by subway, 25 by car. Flushing Bay provides water entrance; airplanes will use bay and 5 adjacent fields.

## Plan

### Physical

Exhibits will be concentrated in 390-acre "cabin" section of airplane-shaped grounds, will be grouped in functional zones on web of avenues radiating from Theme Center to ten entrances. Amusements will occupy 280-acre "fuselage" bordering Meadow Lake. Boat basin and docks will form "propeller"; "motor" and "tail" will be devoted chiefly to parking space for 35,000 cars.

### Ideological

Exhibit zones will relate theme to various phases of living (Community Interests, Government, Food, Clothing, Production, Distribution, Transportation, Communications, Business Administration); will be linked to each other and to central Theme Exhibit by Focal Exhibits.

### Financial

Estimated cost of Fair exceeds \$125,000,000 divided: Fair Corporation \$47,000,000 for construction and operation; Federal, State and City governments \$34,000,000 for exhibits and permanent improvements; exhibitors and concessionaires \$50,000,000. Pre-Fair costs are being met by \$27,829,500 bond issue plus space charges.

## Participants

### Government

International Bureau of Expositions representing 22 nations has recognized Fair as sole 1939 exposition, 37 countries already are making definite plans to exhibit. 31 states and 2 territories have passed legislation providing for participation. Congress has appropriated \$3,000,000 for a Federal exhibit, New York State \$2,200,000 for a combined exhibit building and marine amphitheatre, New York City \$1,300,000 for a municipal exhibit.

### Business and Industry

Fair officials estimate 75 acres of building lots and 10 acres of floor space could be disposed of three times over. 17 corporations already have signed contracts for 1,696,485 square feet of building sites costing \$506,138.23; 10 have taken 30,363 square feet (cost \$425,082) in Fair-built buildings. 22 other firms have been allotted space.

### Concessions

6,000 applications have been received for 1,000 amusement, food and shop concessions planned for exhibit and amusement areas. Estimated concession gross is \$50,000,000—which Fair Corporation will collect through its own cashiers, retaining \$7,700,000 for space charges and percentages.

# Projects

## Fair

Dominant Fair structures will be 200-foot Perisphere, containing Theme Exhibit, and companion 700-foot Trylon (\$1,700,000). 109 other projects include 25-odd exhibit buildings (\$7,000,000); score of service and operating buildings (\$4,800,000); roads, walks, bridges, sewers, mains, lighting (\$6,500,000); landscaping, including planting 10,000 trees (\$1,500,000). Many improvements will be permanent.

## City

31 projects, mostly permanent, include grading site (\$2,200,000); 5 highway improvements (\$800,000); tide gate (\$600,000); bridge (\$1,700,000); asphalt plant (\$600,000); sewage improvements (\$9,500,000); parking field (\$1,000,000); topsoil (\$750,000); subway improvements (\$1,850,000).

## State and Federal

14 permanent State improvements include boat basin (\$500,000); 5 bridges (\$1,700,000); 6 highway projects (\$1,900,000). Federal Government has appropriated \$505,000 for dredging Flushing Bay channel and turning basin.

# People

## Attendance

50,000,000 visitors are expected during 1939. Estimated average daily attendance is 250,000; estimated peak 800,000. Capacity of amusement area will be 250,000.

## Traffic

Estimated "feeding capacity" of various forms of transportation is 160,000 an hour divided: I.R.T.-B.M.T. Subways—40,000; City Subway—40,000; Long Island Railroad—18,000; trolley—15,000; buses, taxis—28,000; automobiles—17,000; airplanes, boats—no estimates.

## Committees

13,000 men and women throughout nation in every field of endeavor have been organized by Fair into 35 advisory committees to assist in solving problems in their respective fields and to spread the Fair Word.

# Personnel

## Board of Directors

Winthrop W. Aldrich	Louis W. Kaufmann
Philip A. Benson	Cornelius F. Kelley
James G. Blaine	Joseph P. Kennedy
Sol Bloom	F. H. LaGuardia
Edward C. Blum	Geo. McAneny, Chm.
John A. Brown	Thos. H. McInerney
Lewis H. Brown	Charles G. Meyer
George A. Brownell	Wm. Church Osborn
William F. Brunner	William S. Paley
Mortimer N. Buckner	W. Franklyn Paris
John R. Burton	Bayard F. Pope
Floyd L. Carlisle	Gordon S. Rentschler
Wm. M. Chadbourne	A. W. Robertson
M. W. Clement	David Sarnoff
Arthur V. Davis	Alfred E. Smith
F. Trabee Davison	Percy S. Straus
Cleveland E. Dodge	Gerard Swope
John J. Dunnigan	Frank J. Taylor
Frederic H. Ecker	Thomas J. Watson
Harvey D. Gibson	Grover A. Whalen
Bernard F. Gimbel	Richard Whitney
Basil Harris	Matthew Woll
Oswald D. Heck	Clarence M. Woolley

## Executive Committee

Winthrop W. Aldrich	George McAneny
Mortimer N. Buckner, Chm.	Thomas H. McInerney
Floyd L. Carlisle	Bayard F. Pope
John J. Dunnigan	Percy S. Straus
Harvey D. Gibson	Frank J. Taylor
Fiorello H. LaGuardia	Grover A. Whalen
	Matthew Woll

## Finance Committee

Winthrop W. Aldrich	Thomas I. Parkinson
Mortimer N. Buckner	Bayard F. Pope
Floyd L. Carlisle	John M. Schiff
Thomas L. Chadbourne	James Speyer
Cleveland E. Dodge	Myron C. Taylor
Harvey D. Gibson, Chm.	Grover A. Whalen
Walter S. Gifford	George Whitney
Thomas H. McInerney	Frederick E. Williamson

## Committee on Architecture and Physical Planning

F. Trabee Davison	Wm. Church Osborn
Cleveland E. Dodge	Percy S. Straus, Chm.
Cornelius F. Kelley	Grover A. Whalen
George McAneny	

## Officers

Grover A. Whalen, President  
 Bayard F. Pope, Treasurer  
 Charles C. Green, Secretary  
 George McAneny, Chairman, Board of Directors  
 Mortimer N. Buckner, Chairman, Executive Committee  
 Harvey D. Gibson, Chairman, Finance Committee  
 Percy S. Straus, Chairman, Committee on Architecture and Physical Planning

### Administrative Assistants

Howard A. Flanigan  
 Thomas J. Donovan  
 Julius C. Holmes

G. Vincent Pach, *Financial Director*

W. Earle Andrews, *General Manager*

## Board of Design

Gilmore D. Clarke	Richmond H. Shreve
William A. Delano	Walter Dorwin Teague
Jay Downer	Stephen F. Voorhees,
Robert D. Kohn	Chm.

## Construction Staff

John P. Hogan, Chief Engineer  
 L. B. Roberts, Assistant Chief Engineer  
 Burnside E. Value, Deputy Chief Engineer  
 Irvin L. Scott, Construction Architect  
 Henry Nye, Landscape Architect  
 E. J. Carrillo, Construction Engineer  
 John P. McInerney, Construction Superintendent

## Technical Consultants

Henry M. Brinckerhoff	Henry C. Meyer, Jr.
Frank W. Darling	A. K. Morgan
Walter J. Douglas	Carlton S. Proctor
Richard Engelken	Nathaniel A. Richards
J. C. Evans	Robert Ridgway
George L. Freeman	Daniel L. Ryan
J. Samuel Hamel	Willits H. Sawyer
Bassett Jones	Lazarus White
Edward B. Kirk	J. D. Whittemore

## Architects

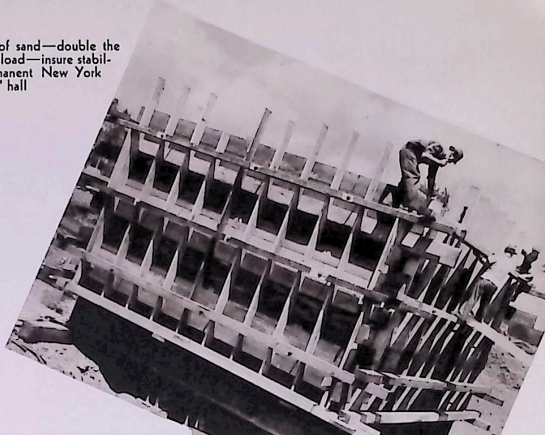
P. L. Aechman	Richard A. Kimball
Chester H. Aldrich	Jean Labaut
Henry T. Appiswall	William F. Lamb
Dwight James Baum	Charles Downing Lay
Eric Bryllinson	Leon R. Levy
Charles W. Beeson	Lionel K. Levy
Maximilian Bohm	George Licht
A. F. Bruckner	Joshua D. Lowenfish
Morrison Brown	William MacMurray
Francis H. Brown	Francis Mayers
Robert H. Bryson	R. W. McLaughlin,
Charles Butler	
Paul C. Cret	Benjamin W. Morris
Harvey W. Corbett	John C. B. Moore
F. W. Croft	E. F. Margatroyd
Robert W. Cutler	O. H. Murray
W. W. Del Gaudio	Wm. Muschenheim
Leonard Dean	Robert H. Newstead
Thomas H. Ellett	Robert M. O'Connor
Alfred Fellheimer	Pleasants Pennington
Ward W. Fenner	George L. Paine, Jr.
Hugh Ferriss	Palmer H. Ogden
Allison Fordyce	Hardie Phillip
J. Andre Fouilhoux	Stamo Papadakis
Joseph Freedlander	Freck Pavlicsek, Jr.
F. G. Frost, Sr.	Charles C. Platt
William Gehron	F. P. Platt
Alfred Geilert, Jr.	L. Andrew Reinhard
Arnon M. Gillette	James Gamble Rogers
Philip L. Goodwin	Leonard Schulse
Eric Gugler	Paul F. Simpson
Arthur L. Harmon	John B. Slee
Wallace K. Harrison	Richard B. Snow
Frederick Hevons	Clarence S. Stone
John Hironimus	Harvey Stevenson
Henry Hofmeister	Edward D. Stein
Arthur C. Holden	Eastman Studs
Gerald A. Holmes	Otto Teegen
Ellery S. Husted	John A. Thompson
Ely Jacques Kahn	John Van Pelt
Francis Keally	John Wagner
Eric Keaton	Steward Wagner
Morris Ketchum, Jr.	A. Stewart Walker
	Edgar I. Williams
	Edgar I. Williams
	W. Woodner-Silverman

## Artists & Designers

Edmond Amateis	Joseph Kislowski
Dunbar Beck	Lee Lawrie
Henry Billings	Raymond Lowry
Hierre Bourdelle	Ernest Owen Mahoney
Francis S. Bradford	Paul Manship
Gaetano Ceccre	Hildreth Meiere
Carlo Ciampaglia	Ernest C. Pelotto
Charles C. Colby	Joseph E. Renier
Henry Dreyfus	Eugene de Rien
Andre Durencuau	Carl L. Schmitz
Robert Foster	John Sitton
Henry G. Fraser	Lawrence F. Skidmore
Leo Friedlander	George H. Snowden
Julian E. Gurney	Albert Stewart
Albert Johnson	John Scott Williams



Sixty tons of sand—double the anticipated load—insure stability of permanent New York City "glass" hall



Before adoption new lighting effects are tried out under actual Fair conditions



By study of hundreds of samples Fair engineers know soil conditions over every foot of site to depths of 100 feet

✓ AND ✓✓

Every Phase of Fair  
Construction Is  
Pre-Tested



On the walls and roof of this building, which can be made to twist, heave or sag as desired, are tested fifty different combinations of materials.

# GATEWAYS from the SKY



To provide adequate landing facilities for the thousands of planes which will set their course for New York in 1939, extensive improvements are planned at the five metropolitan airports in the vicinity of the Fair grounds.

It is anticipated that the Exposition will be a Mecca for air travelers, not only from every section of the United States but from Central and South America and even, with trans-Atlantic passenger service a soon-to-be-established fact, from Europe. Fields which will handle much of this traffic and are now planning methods of doing so are: North Beach, Floyd Bennett, Flushing, Holmes and Port Washington Airports.

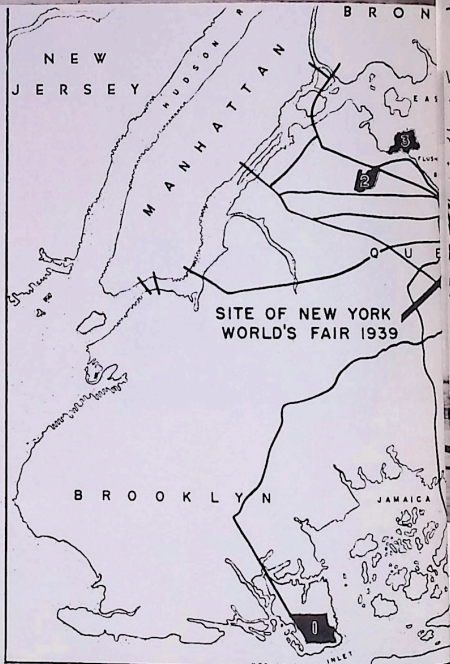
Plans for development of North Beach, now operated as Municipal Airport No. 2, contemplate creation of 258 additional acres by filling in the Flushing Bay side of the field and demolition of a  $9\frac{1}{4}$ -acre hill that now interferes with take-offs toward and landings from the south. It is proposed to lay down one 5,000-foot and three 4,000-foot runways, build a fourth hangar and an administration building, construct a new seaplane ramp and base and install radio direction beam equipment. Total cost of the development, including purchase of the field from the Curtiss-Wright interests, is estimated at \$12,000,000.

The existing airport is a 103-acre tract less than three miles from the Fair. Enlargement of the field will give it frontage on Grand Central Parkway, which leads directly to the Exposition grounds. City officials hope that by 1939 it will be the base for a regularly established trans-Atlantic passenger service.

Flushing Airport, a mile to the east of the Fair site, is already undergoing improvement in anticipation of the Exposition. At present about half of the 300-acre field is in use, but by 1939 the entire tract will have been filled and graded.

Port Washington Seaplane Base occupies ten acres on the eastern shore of Manhasset Bay about nine miles from the Fair. It is used by Bermuda ships as well as by the lines experimenting with trans-oceanic service. By 1939 it is expected the Bermuda service will be on a daily basis and that trans-Atlantic planes will be operating on a four times a week schedule.

New York's Municipal Airport No. 1, Floyd Bennett Field, lies about ten miles to the south of the Fair. It is considered to be one of the country's most modern air terminals with eight large hangars, four concrete runways and a seaplane ramp and pier on Jamaica Bay. Two of the runways, one 4,800 feet, the other more than a mile in length, are the longest in the world. The field



contains 800 acres, of which half have been developed to date.

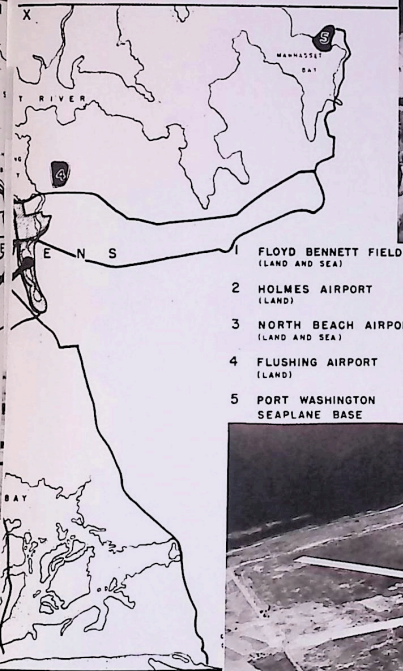
Holmes Airport in Jackson Heights, two miles west of the Exposition, covers 228 acres and is equipped with two hangars and four runways varying in length from 2,600 to 4,000 feet.

By 1939 the New York World's Fair will be ringed by airports boasting the last word in modern equipment. Visitors will be able to arrive by land plane, amphibian or ocean-spanning clipper and after a short automobile ride find themselves at the very gates of the Exposition.

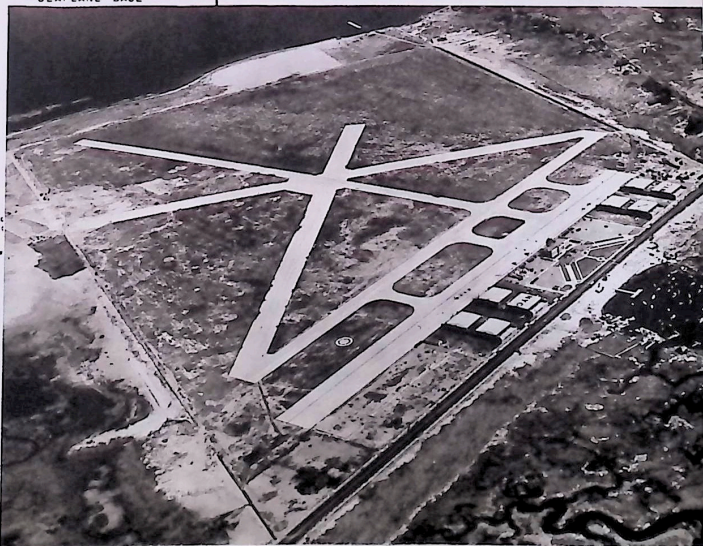


North Beach Airport  
15 minutes from Broadway

Port Washington  
Seaplane Base



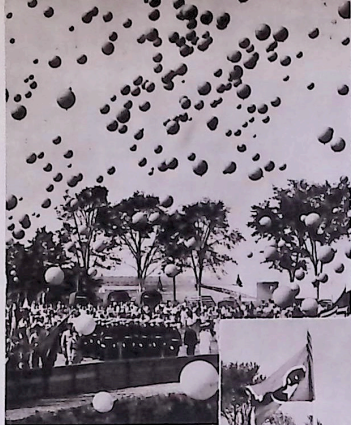
- 1 FLOYD BENNETT FIELD  
(LAND AND SEA)
- 2 HOLMES AIRPORT  
(LAND)
- 3 NORTH BEACH AIRPORT  
(LAND AND SEA)
- 4 FLUSHING AIRPORT  
(LAND)
- 5 PORT WASHINGTON  
SEAPLANE BASE



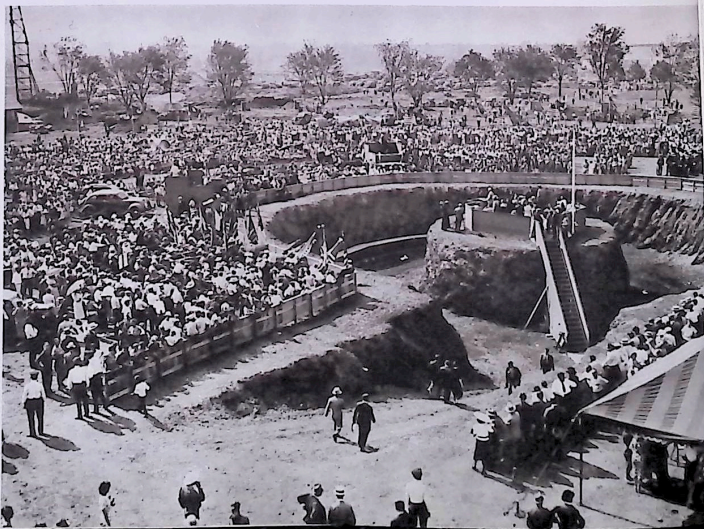
Floyd Bennett  
Field

# SALUTE to the WORLD of TOMORROW

Impressive Ceremonies Marked Dedication of  
Perisphere and Trylon on August 16, 1937



Climax of exercises came with release of 1,000 Perisphere and Trylon Balloons as guns roared salute and aircraft circled overhead



Looking down on exercises from pile driver engaged in sinking Trylon foundations



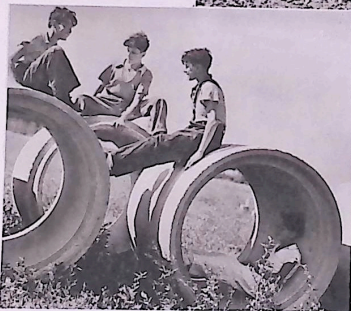
of  
37

# ODD SHOTS



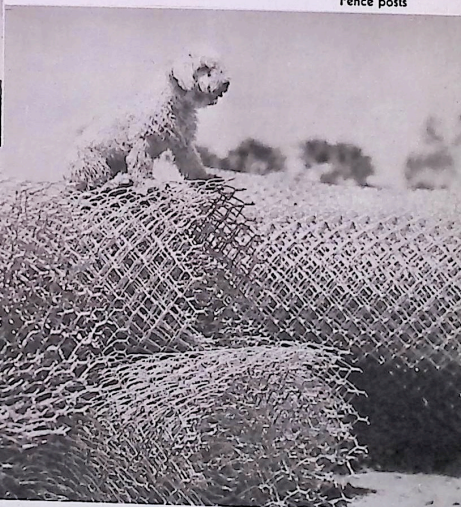
Curiosity, etc.

Looking for a scrap



Pipe session

Fence posts



## NEW YORK WORLD'S FAIR BULLETIN

Vol. 1      October, 1937      No. 7

Official Publication of New York World's Fair 1939  
Flushing Meadow Park - - - - - New York City, N. Y.

GROVER A. WHALEN, President

BAYARD F. POPE, Treasurer

CHARLES C. GREEN, Secretary

GEORGE McANENY, Chairman, Board of Directors

MORTIMER N. BUCKNER  
Chairman, Executive Committee

HARVEY D. GIBSON  
Chairman, Finance Committee

PERCY S. STRAUS, Chairman  
Committee on Architecture and Physical Planning

[Copyright New York World's Fair 1939, Inc.]





