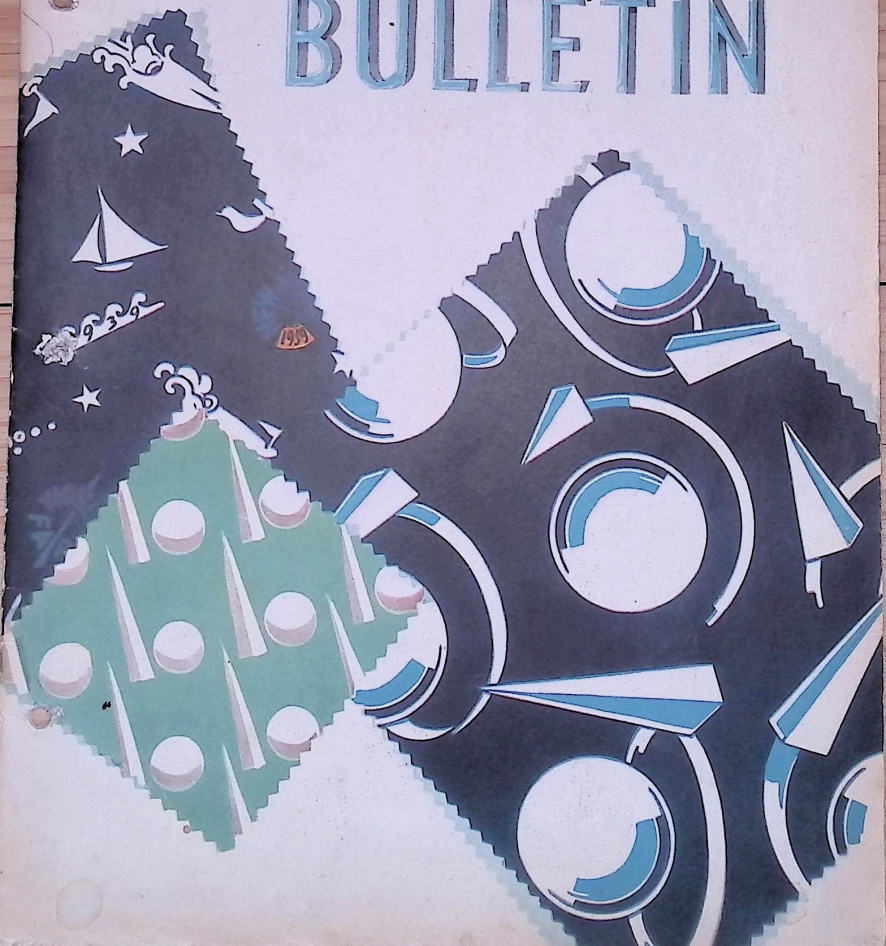


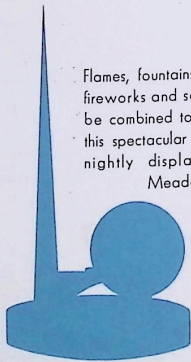
NEW YORK WORLD'S FAIR

BULLETIN





Flames, fountains, smoke,
fireworks and sound will
be combined to produce
this spectacular effect in
nightly displays over
Meadow Lake.

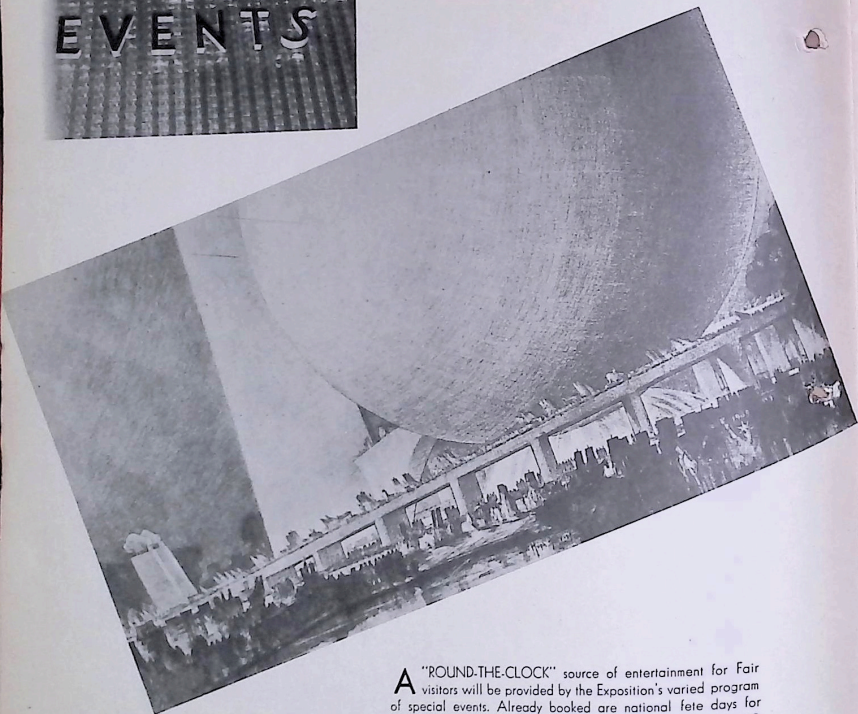


A YEAR FROM TODAY

ONE year hence—on the last Sunday in April, 1939—the New York World's Fair will open wide its portals and present to the peoples of this and all nations a new World of Tomorrow, as envisaged by the leaders of today in government and business and the arts and sciences.

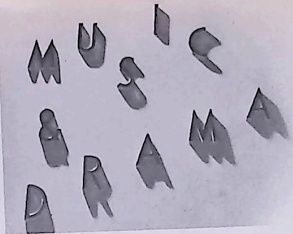
In these pages is proffered a glimpse of this World of Tomorrow—a foreview of what the Exposition's visitors will find at World's Fair, New York, during the Spring and Summer and Fall of 1939.

SPECIAL EVENTS



A "ROUND-THE-CLOCK" source of entertainment for Fair visitors will be provided by the Exposition's varied program of special events. Already booked are national fete days for twenty countries, a Parade of States pageant in which 6,000 persons will participate, recitals by college glee clubs and choruses, a religious gathering and celebration of National Foreign Trade Week. Other events will include special state, industry and children's days; receptions for distinguished visitors; parades of army, navy, patriotic and other groups; pageants and spectacles; dance and choral festivals, and tournaments, regattas and sports exhibitions.

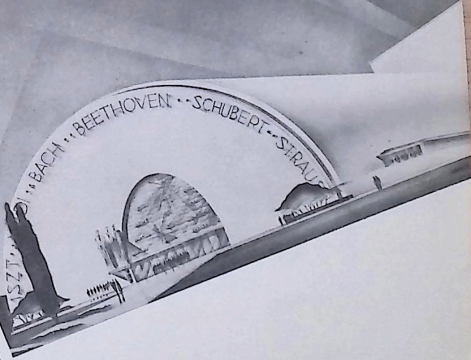
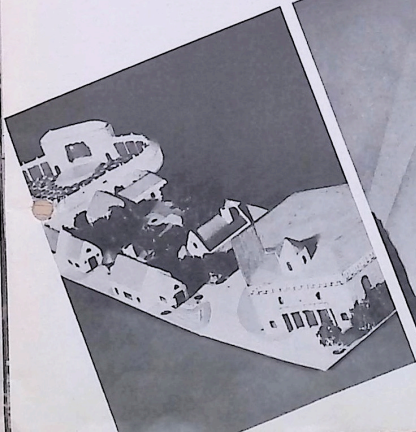
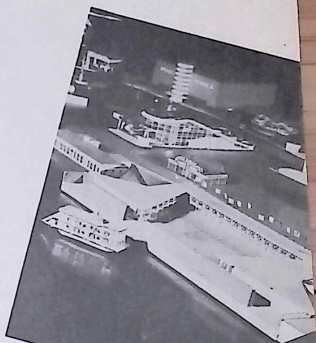
Sketched above is a typical pageant beneath the Perisphere—possibly commemorating some historic event, possibly picturing the colorful life story of a great nation. Spectacles of this nature also will be staged on the Parade Ground of Nations and in the Marine Amphitheatre.



MUSIC LOVERS in years to come undoubtedly will recall the Fair as the occasion of the greatest world music festival in history. They will remember a brilliant succession of classical and popular programs, performances by the leading artists of this and other countries, operas and musical pageants, ballets, oratorios, chamber music, glee and choral singing and particularly presentations of the largely neglected folk music of America.

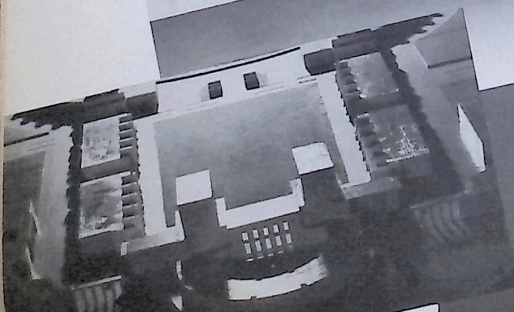
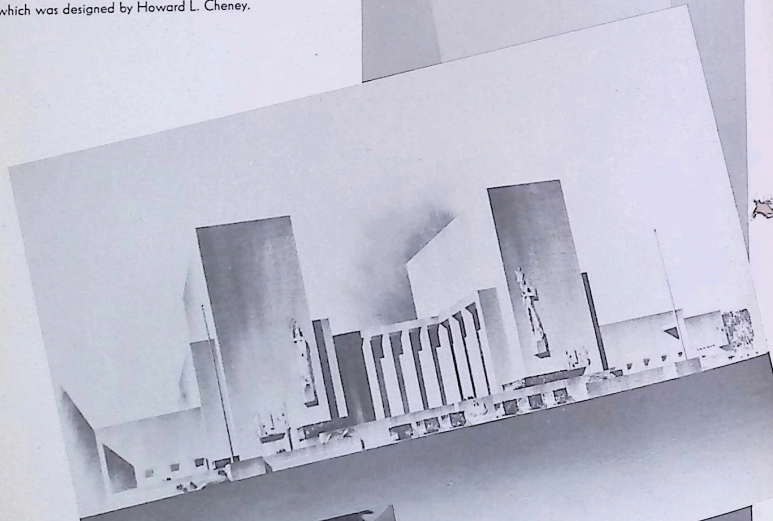
The Fair is building an impressive recital hall (below, right) which will seat 2,500 persons and be devoted entirely to musical programs. Open-air productions will be staged in the Marine Amphitheatre, while several exhibitors will feature music in their displays. In the Amusement Area will be many concessions such as the showboat set (right) featuring light popular music.

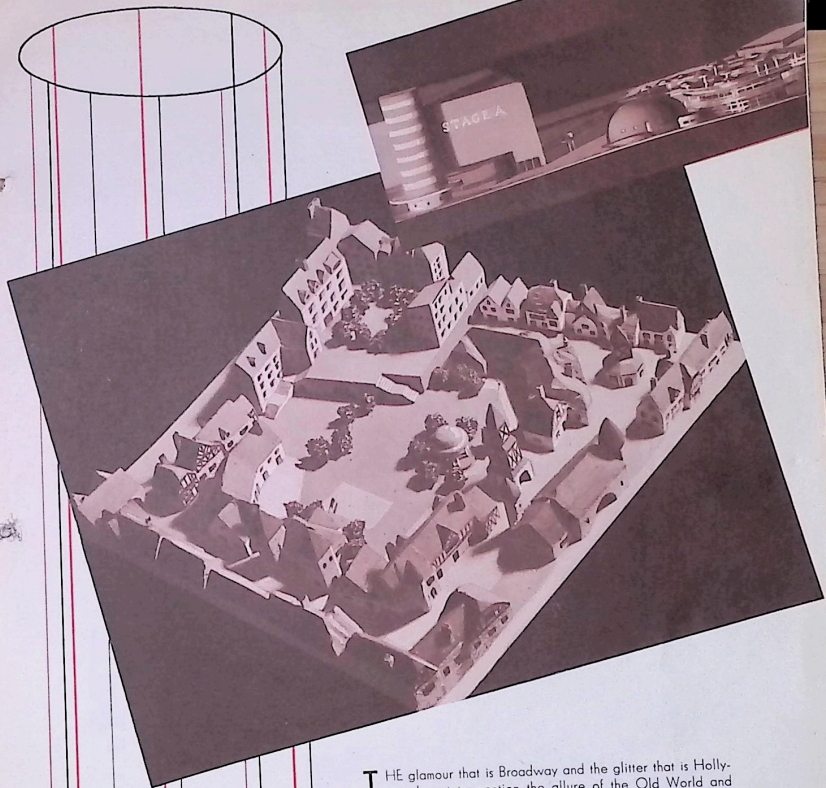
In drama the Fair will not attempt to compete with Broadway. Aside from the spectacle type of show, activities in this field probably will be confined to a children's theatre, possibly a "little theatre" and an Old England Village (below, left), which will include a sixteenth century theatre for Shakespearian presentations.



A FITTING monument to the proud name of the United States—the \$3,000,000 Federal group of buildings at the Fair will dominate the eastern end of the great Central Mall, fronting on a broad parade ground and an oval lagoon. On either side of the parade ground will be placed the eight Halls of Nations, built by the Government for exhibits of foreign countries, while at the far end will be the Federal Building, its twin Towers of Judiciary and Legislature rising 150 feet into the air. Executive functions will be portrayed in the central portion of the building and in a semi-circular wing at the rear. The structure will include a motion picture theatre seating 500 and will be adorned with sculptures selected in a competition now under way. Below are two views of the Federal Building, which was designed by Howard L. Cheney.

GOVERNMENT
GOVERNMENT
GOVERNMENT



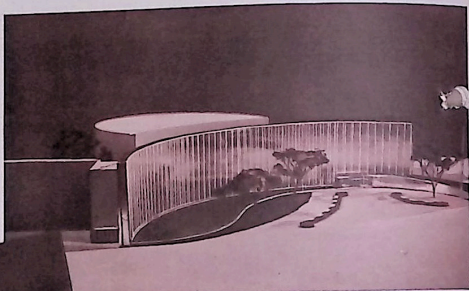


THE glamour that is Broadway and the glitter that is Hollywood—not to mention the allure of the Old World and the enchantment of the Orient—together with novelties never before seen on land or sea and other things too numerous to mention—are (not a fantastic pipe dream) but a modest appraisal of the Fair's 280-acre amusement area.

Extending for a full mile along the eastern shore of Meadow Lake, this land of entertainment will be tailored to fit pocket-books of all dimensions. New principles of concession arrangement provide for grouping activities in a dozen or more zones, each a self-contained unit with facilities for eating and rest as well as for entertainment, each boasting a distinctive architecture, style and atmosphere. Illustrated above are two of the scores of units now under consideration—a French village and a segment of Hollywood.

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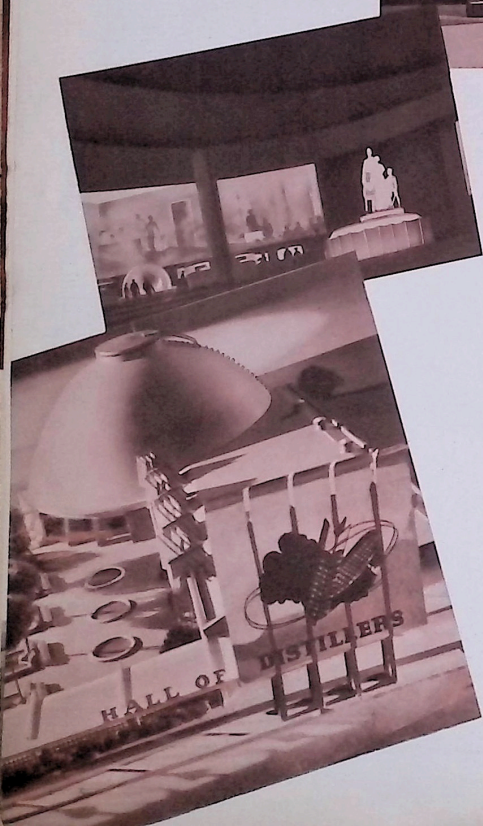
EXHIBITS

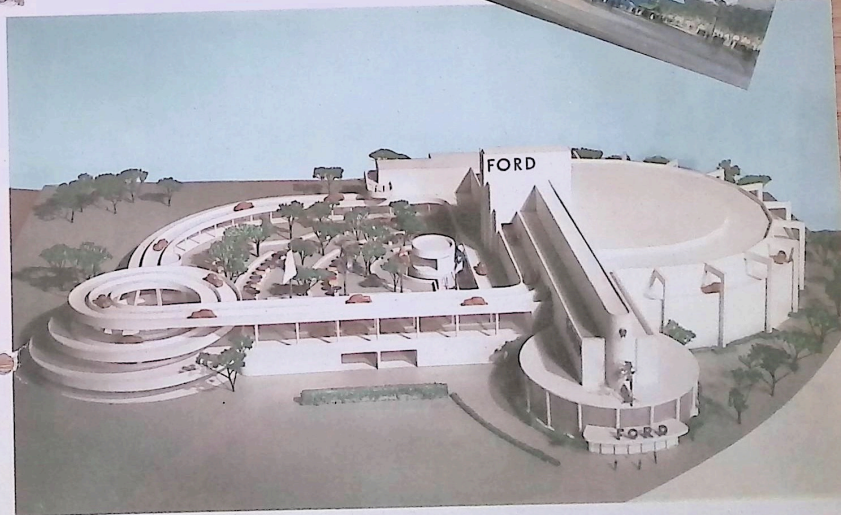
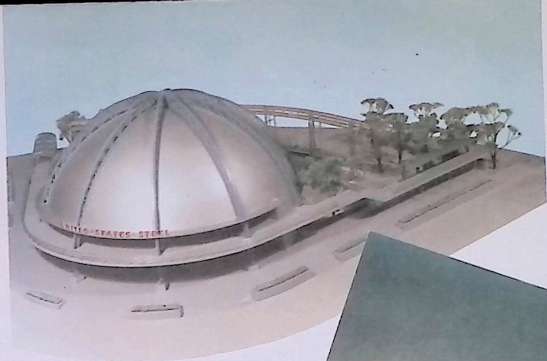


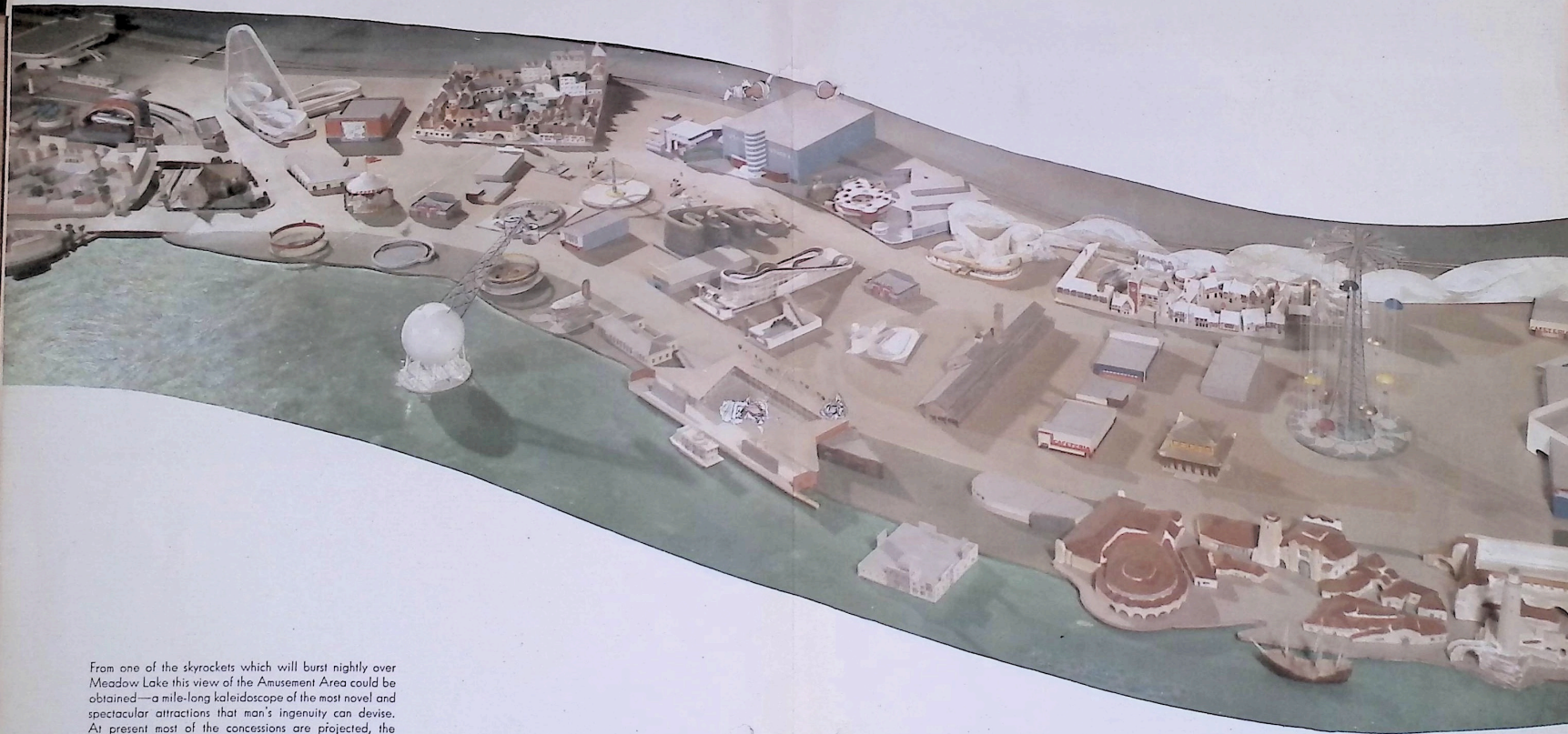
EXHIBITS are the raison d'être of any fair. This as true today as in the era of the "showcase" exposition. But exhibits today are no longer of the "showcase" type. It is no longer enough merely to display products; the public must be shown the hows and whys and wherefores of these products. The New York World's Fair has set aside 390 acres for displays by business and industry and commerce and the professions, and in that area of more than half a square mile it will show how these products and processes can be utilized as tools to build a better World of Tomorrow.

To date 369 great corporations have pledged their aid for this task of fashioning the future. Many already have begun construction of exhibit buildings. Others are planning displays in the Halls of Shelter, Food, Production, Transportation and so on which the Fair itself is erecting.

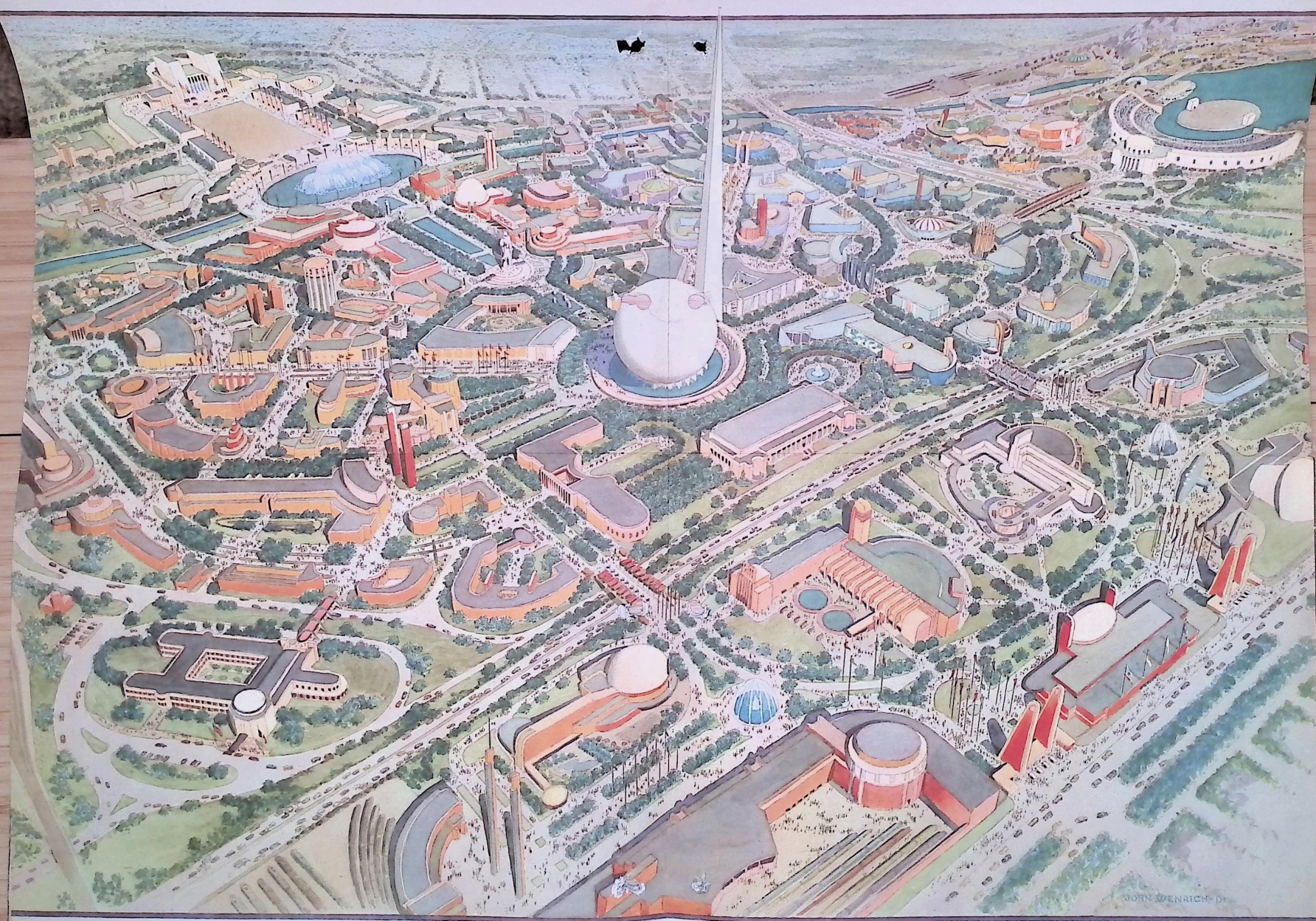
Typical exhibits are shown on this and the succeeding page. At the left is a model of the building designed by Morris Sanders for Distilled Spirits Exhibit, Inc. Next is a drawing of the Metropolitan Life Insurance Exhibit in the Fair's Business Administration Building designed by George W. McLaughlin, and above that the Consolidated Edison building by Harrison & Foulhoux. At the top of the next page is the United States Steel Exhibit, Walter Darwin Teague, designer, York & Sawyer, architects; below that the Petroleum Industry building by Voorhees, Gmelin & Walker, and at the bottom the structure (also designed by Mr. Teague with Albert Kahn, Inc. as architects) which is being built by the Ford Motor Company.







From one of the skyrockets which will burst nightly over Meadow Lake this view of the Amusement Area could be obtained—a mile-long kaleidoscope of the most novel and spectacular attractions that man's ingenuity can devise. At present most of the concessions are projected, the locations tentative.



N O ONE is planning to erect a skyscraper on the edge of the Fair grounds, but if someone did, visitors to the Exposition could ascend to its topmost story next year and see in panorama the main Exhibit Area as reproduced above in the actual colors to be employed. Tylon and Perisphere in the center of the painting hardly need identification. The \$60,000,000 Central Mall stretches away from them to the Federal Building in the extreme upper left hand corner. Foreign pavilions and the Halls of Nations are grouped around the Federal Building. In the upper right hand corner is New York State's Marine Amphitheatre, dominating the north end of the Amusement Area. Lower left, just above Grand Central Parkway is the Administration Building. The prismatic or rainbow scheme of architectural color represents a new departure in design.



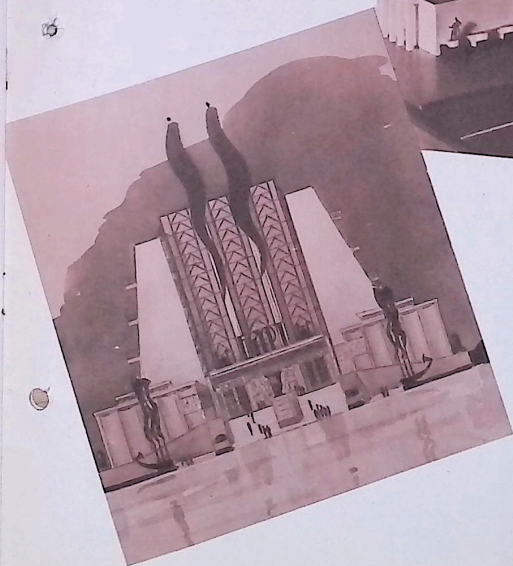
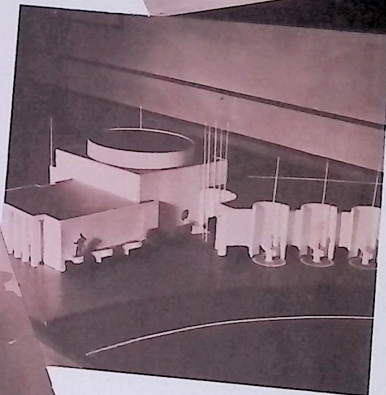
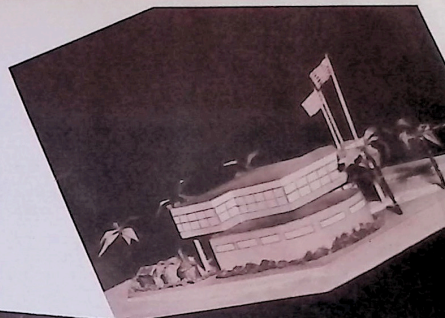
"A ROUND the world in an afternoon" only tells part of the story of foreign participation in the Fair. Visitors will be able not only to girdle the globe in a few hours' stroll but, in the course of their travels, to range from tropic to temperate to frigid zone and back. They will be able to breakfast in Iceland, lunch in Liberia and dine in the Argentine, stopping off between times, if they wish, in the Dutch East Indies, Persia, Finland or perhaps Liechtenstein.

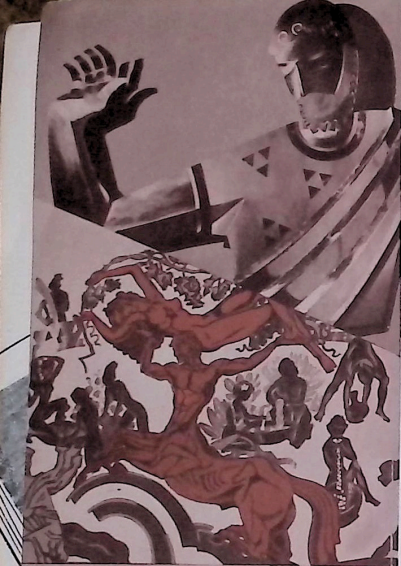
A map of the world was prepared for these pages, but after the 64 countries in the Fair had been inked in, the remaining areas seemed so insignificant that it was decided to refer readers to any standard atlas. China and Spain are the only nations of any size which have found themselves unable to participate.

To date 55 countries have signed formal space contracts, twenty-two of them for ground on which to erect buildings. Above is an artist's rendering of the Belgian Pavilion, while at the right is the massive hall which Egypt will build. Next in order are a section of the Federal-built Hall of Nations, in which each country will have an allotment of space, and the Liberian Building.

FOREIGN

PORTFOLIO





ART

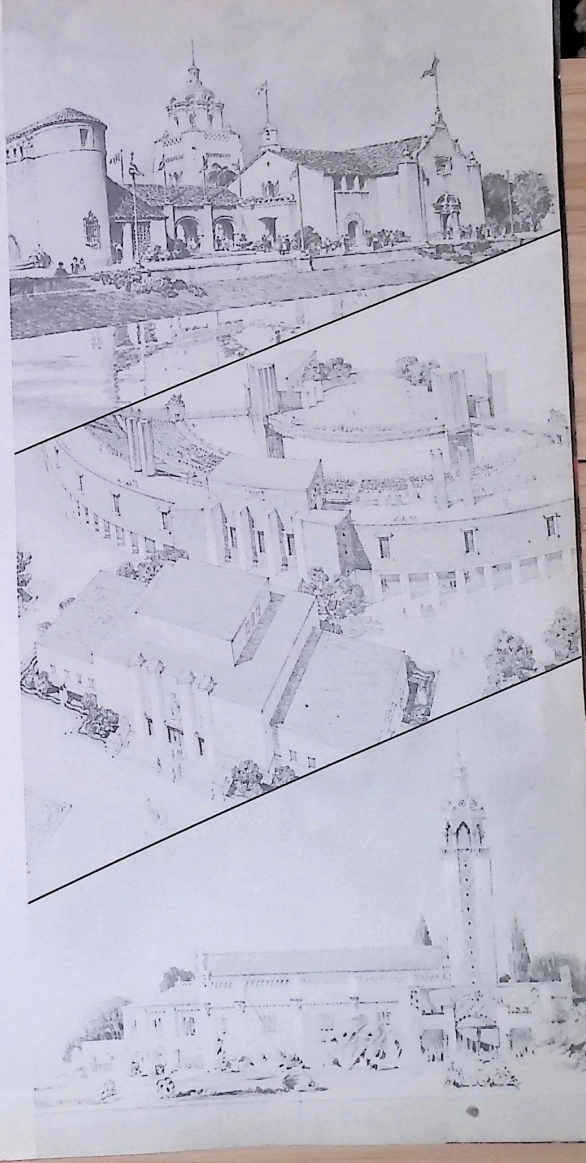
ART at its best is as essential to its environment as trees to landscaping. For this reason, decorative element, both in relation to the position itself and to the portrayal of its theme, Building the World of Tomorrow. Other forms of art, however—creative art, contemporary painting, the graphic arts—will also be given due prominence in a Fair-built Arts Center.

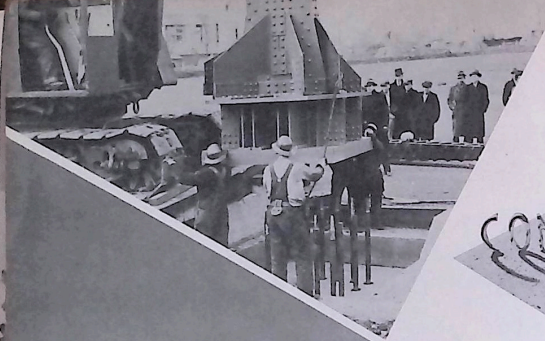
At the left are shown a few of the sixty-odd projects under way. Top to bottom: *Hypocrates, the Father of Medicine*, designed by Hildreth Meiere and executed in brass and aluminum by Rambusch Decorating Company for the Hall of Medicine and Public Health, section of a "harvest" mural by Pierre Bourdelle to be applied to the 45-foot high facade of one of the Halls of Food; plaza in the Transportation Zone, sundial by Joseph Kiselewski to be applied to the colonnade detail of *The Family*, a mosaic panel by Hildreth Meiere and the Ravenna Company for the Hall of Medicine and Public Health.



COURT OF STATES

PORTRAYAL of the United States in visual cross-section by means of state displays from every section of the nation will be one of the Fair's outstanding attractions. Thirty-seven states and two territories already have taken steps toward participation. Several of the states will erect buildings of their own, while others are reserving space in the 11-acre Court of States, whose buildings will reflect the English, French and Spanish influence on early American architecture. Pictured at the right (top) is the Spanish section, designed by York & Sawyer. In the center is the New York State Marine Amphitheatre (Sloan & Robertson, architects), and at the bottom Paist & Steward's Florida building.

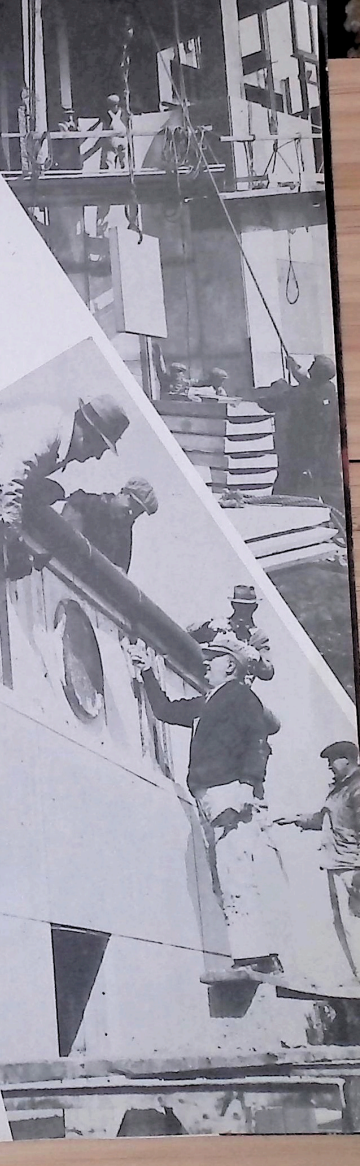
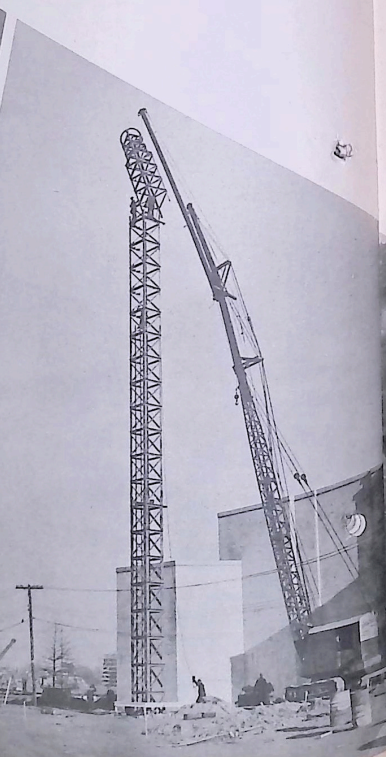




CONSTRUCTION

REFLECTED in the pictures on these pages is the mad stream of activity which today characterizes the Fair site in Flushing Meadow Park. An army of 12,000 workmen are now deployed over the 1,216½ acres. Thirty-three Fair-built structures are under construction or completed; exhibitors have begun work on as many more buildings; ground has been broken for the New York State Marine Amphitheatre and the Federal group, and hundreds of miscellaneous projects—landscaping, pier construction, electrical work, road and bridge building—are under way. The program is approximately five weeks ahead of schedule.

The picture at the top (left) records the placing of the first steel column for the 700-foot Tylon. Beneath is a later view of the Tylon superstructure as it shoots skyward. The next picture shows the facade of a Hall of Food, one of eighteen exhibit buildings under construction by the Fair itself, while below is a view of work on the world's largest sewer, part of the \$10,000,000 of underground improvements. The last two pictures on this page show progress in building New York City's \$1,200,000 "Glass House," which, like the State Amphitheatre, will be a permanent structure.



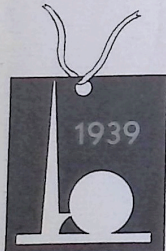
DESIGNERS DESIGNERS DESIGNERS

BY APRIL 30, 1939, the Fair will have become, in a very real sense, a part of the daily life of hundreds of thousands of Americans. Women everywhere will be wearing World's Fair dresses, carrying World's Fair compacts, men will sport World's Fair neckties, use World's Fair match boxes and playing cards; wrapping paper will bear World's Fair designs, automobiles will reflect World's Fair motifs, and hundreds of other items of daily use will show the influence of the 1939 Exposition.

Already more than 400 manufacturers have applied for permission to utilize Fair designs and carry World's Fair seals and tags of approval on their products. Shops have already begun to display Fair items, and the total value of such merchandise is expected eventually to exceed \$40,000,000.

This "design-in-merchandise" program will prove of benefit in many ways. The Fair anticipates that widespread use of its designs will increase the flow of visitors to its gates. Purchasers of Fair-inspired products will be getting the very best and latest in modern design, articles whose artistic merit will be assured by the fact that they stem from the work of leaders in the fields of architecture, painting, sculpture and design. Manufacturers, wholesalers and retailers will find sales spurred, both by reason of the injection of new life into their products and of association with the interest which the Fair is arousing throughout the nation. ¹⁹³⁹ them the official tags and seals, affixed to approved items, will constitute an award of merit.

Illustrated on the cover of the Bulletin are Fair-inspired designs for dress textiles suggested by Ameritex, Matthew Ryan Cottons, and Cohn-Hall-Marx, also two pins by Fair designers. Below is the official tag of approval and a World's Fair pocket-piece by Etched Products Corporation.



NEW YORK WORLD'S FAIR BULLETIN

Vol. II APRIL, 1938 No. 1

Official Publication of New York
World's Fair 1939

World's Fair New York

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Printed in U. S. A.



Symphonies of color, motion and sound will ascend each evening from the Central Mall Lagoon.

