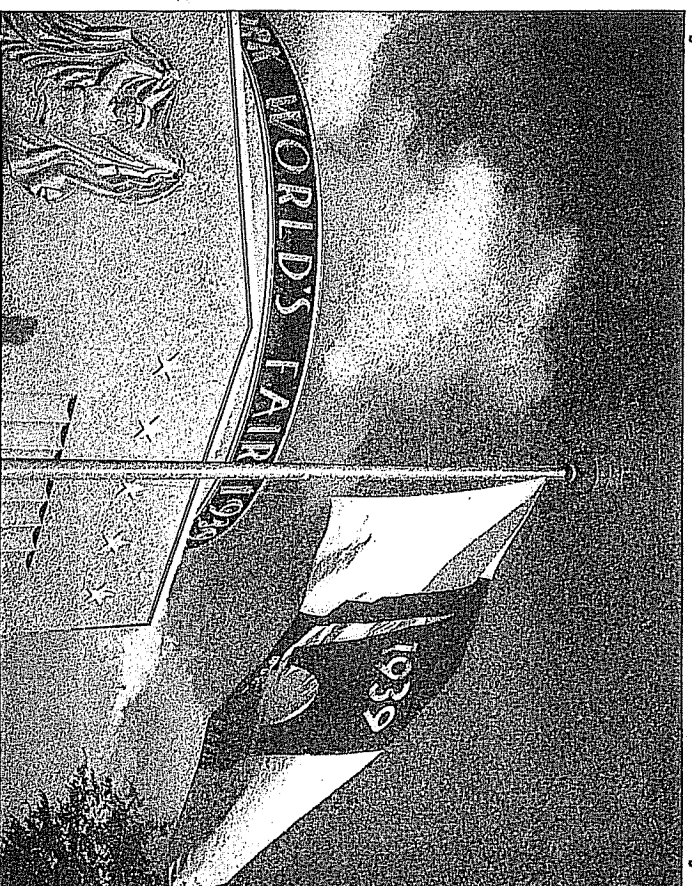


Among the many exhibits in the Ford Building is the "Cycle of Ford Production"—full of color, motion and interest. It brings you some of the character of the world's largest industrial plant at Dearborn. It gives you a better idea of the patience and precision with which cars are built there—the fine materials that go into them—and the extra quality that carries extra *value* all the way from the lowest priced Ford to the highest priced Lincoln.



"BUILDING THE WORLD OF TOMORROW"



O F F I C I A L

GUIDE BOOK

O F T H E

NEW YORK WORLD'S FAIR

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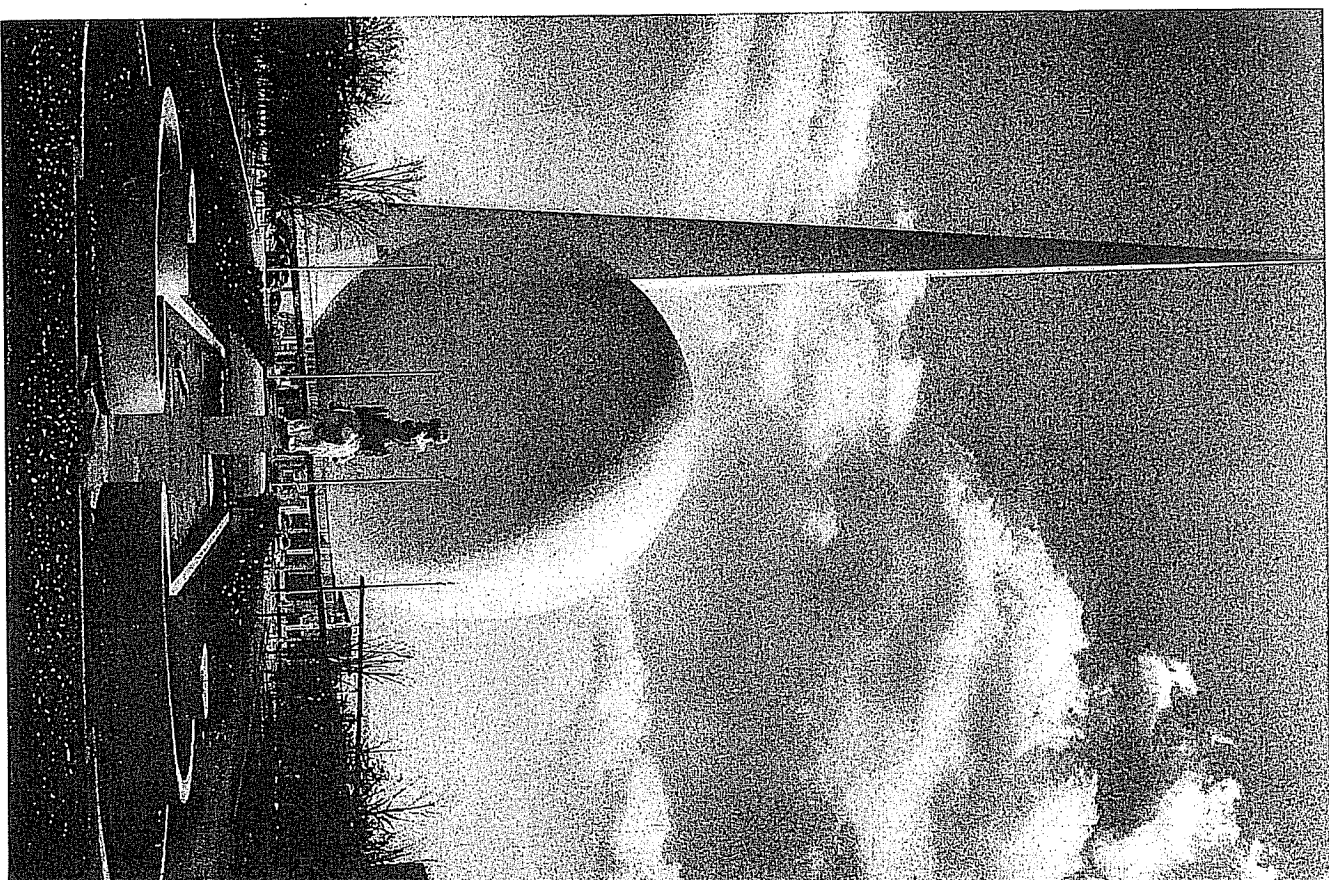
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PERISPHERE AND TRYLON—THEME CENTER OF "THE WORLD OF TOMORROW"





GROVER A. WHALEN
President

NEW YORK WORLD'S FAIR 1939, INCORPORATED

4—

WE WELCOME THE WORLD...



TO THE MILLIONS of Fair visitors, assembled from the many nations of the world, we bid a hearty welcome. During more than four years we have labored mightily to provide you with the great spectacle which you now see. The talents and genius of many men and women—architects, designers, artists, engineers, industrialists, businessmen, civic leaders and educators—have been assembled to give graphic demonstration to the dream of a better “World of Tomorrow”: that world which you and I and our millions of fellow citizens can build from the best of the tools available to us today. We show you here in the New York World's Fair the best industrial techniques, social ideas and services, the most advanced scientific discoveries. And at the same time we convey to you the picture of the interdependence of man on man, class on class, nation on nation. We tell you of the immediate necessity of enlightened and harmonious cooperation to preserve and save the best of our modern civilization. We seek to achieve orderly progress in a world of peace; and toward this end many competent critics have already noted marked progress.

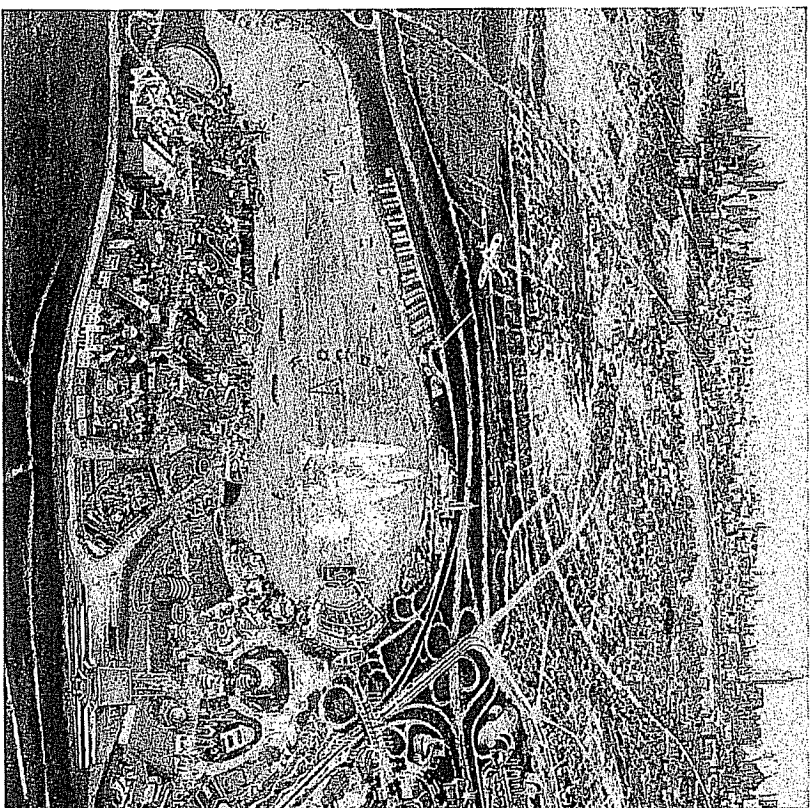
The completed Fair is a living, eloquent tribute to the men and women who planned, built and operate it—to the executives and many members of a loyal and talented staff. Tribute to each and every one who worked to translate a vision into a pulsing reality. This is *your* Fair, built for *you* and dedicated to *you*. You will find it a never ceasing source of wonder. We feel that it will delight you and instruct you. But in the midst of all the color, and rhythm, and music and festivity you cannot fail to receive that more serious message: how you and I and all of us can actively contribute, both for ourselves and for our communities, toward that better “World of Tomorrow” to which we all look forward. With this brief but cordial message we present you to your Fair.

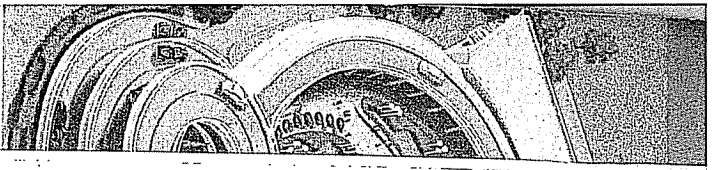
• • HOW TO USE • • YOUR GUIDE BOOK

THIS IS YOUR BOOK—designed for *you*, written for *you* and placed in your hands to increase your enjoyment and appreciation of the New York World's Fair of 1939. It is not merely a guide to the Fair; it is a miniature encyclopedia of the greatest international exposition in history. It is the only official publication which gives you all the facts that you want to know about the Fair, whether it be about subways to the Fair or where to park your automobile, the derivations of words like "Tyrion" and "Perisphere," the theme and purpose of the Fair, or the description of every exhibit and concession in the Exposition.

The New York World's Fair is far larger than any international exposition of history. In terms of physical area and total investment it is approximately three times greater than the Chicago Century of Progress Exposition of 1933; the Amusement area of the New York World's Fair is alone larger than the entire Paris Exposition of 1937. In spite of its great size, the planners and engineers of the Fair have devised a physical layout that enables you to see the many hundreds of features with a maximum of enjoyment and a minimum of fatigue. Your Guide Book has been arranged to tell you the things that you want to know about the Fair—quickly and conveniently. You will serve yourself in your search for information and directions by noting well the following arrangements.

The panoramic map at the beginning of your Guide shows you the motor highways, the streetcar, railroad, elevated, subway and water approaches to the Fair—as well as the principal parking fields and the ten entrances. Within the grounds there are the





many stations of the intramural bus system which will rapidly transport you to all parts of the Fair. In the panoramic map you will find seven great divisions or zones; these represent the seven areas or sectors of the Fair as established by the Theme. These zones represent: *Amusement, Communications, Community Interests, Food, Government, Production and Distribution, and Transportation*. The main editorial text of your Guide Book follows these principal divisions. For further explanations of each of them see the general discussions under "Theme of the Fair" and "Zoning the Fair," as well as the prefatory descriptions which introduce each zone of the Guide. The general map has been divided into various zones; by turning to the Table of Contents you can locate each of the detailed maps. At the beginning of the discussion of each zone you will find a detailed map of that zone showing all streets, buildings and other points of interest. For the sake of clarity it should be noted that every zone does not have a Focal Exhibit; there is none in Government or in Amusement. But there are two important Focal Exhibits which, because they are each located in a single building, do not have any geographical zone attached to them and hence do not require a separate map. These are Science and Education and Medicine and Public Health; to each is devoted a special section of the text. You will find both of them on Map 3, which is that for the Community Interests Zone (page 88).

There are certain features of the Fair that every visitor—no matter how brief his time—must see: The Trylon and Perisphere, dramatic exhibit of "Democracy;" Constitution Mall, the great exhibits of the governments of the world, the Amusement area and others equally important. Some visitors with special interests will first wish to examine the zone which more particularly embraces those special interests. But the average visitor, which means you and me, will wish to see every part of the Fair.

The various zones are presented alphabetically and not necessarily in the order of their size or importance. Within each zone the descriptions of all exhibits and concessions follow the alphabetical order. In the closing pages of the Guide Book you will find a complete list of exhibitors and concessionaires. In the early pages you have a convenient table of contents. We urge you to examine both this table of contents and the maps so that the Guide will most quickly and effectively serve you in wending your way through the "World of Tomorrow" at the New York World's Fair of 1939.



• • • GENERAL • • • INFORMATION

How To Get To The Fair

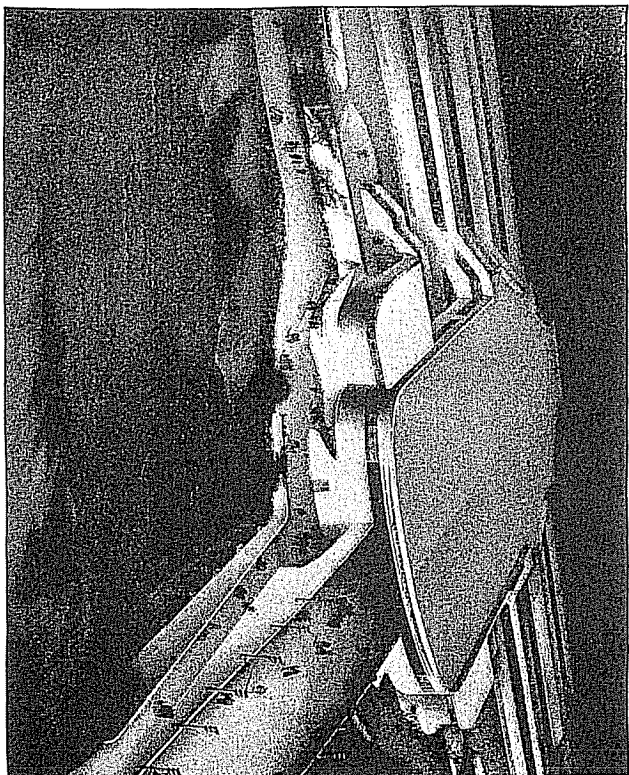
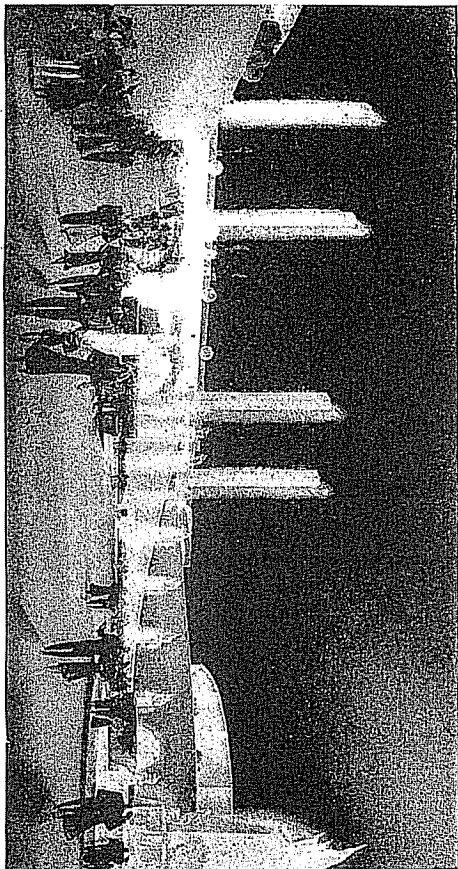
THE MOVEMENT of the Fair visitors from every state of the Union and from every country in the world is the greatest peace-time migration in history. Virtually every transportation agency has made careful plans to handle this vast volume of traffic, and offers attractive special rates for your visit to the Fair. All roads lead to the Fair in '39; they are easy to find and comfortable to travel. If you are coming by train, plane, boat, or bus, consult your local ticket or travel agent for special rates and general information; if you are coming by motor consult your local automobile club or your gasoline dealer for special road maps and other information.

To the millions who are interested in New York, but who do not know the great city intimately, Broadway at Times Square may seem to represent the center of the city. It is true that this is a vibrant, pulsating center of urban activity; but the World's Fair is literally very close to the population and geographical centers of New York City, and is conveniently accessible by the great elevated and subway lines which cover the greater part of the metropolitan area.

The I.R.T. and B.M.T. Subways maintain continuous service from the center of the city to the new World's Fair Station at Willets Point where an overpass leads directly into the Fair grounds and onto Bowling Green Plaza. The capacity of this Station is 40,000 persons an hour. The run is made from Times Square in 24 minutes and the fare is five cents.

The Independent Subway System, which brings you from points in Manhattan, the Bronx, Brooklyn and Queens for ten cents, has a specially constructed station at the principal entrance to the Amusement area; this station can also handle 40,000 passengers an hour. The travel time on both subways is approximately the same.

The slogan of the Pennsylvania Railroad, "From the World of Today to the World of Tomorrow in ten minutes for ten cents," describes the service of the Long Island Railroad which brings you swiftly to the Fair from the Pennsylvania Terminal in Manhattan. Twelve-car shuttle trains operate on a two-minute headway.



TWO OF THE GREAT WORLD'S FAIR TERMINALS
OF URBAN TRANSIT LINES—
(at top) Where the I.R.T. and B.M.T. subway pas-
sengers enter the Fair grounds.
(at bottom) The modernistic station of the Independ-
ent (City-owned) subway system, leading directly into
the Amusement area.

The Long Island's World's Fair Station has a capacity of 20,000 persons an hour.

In addition to the Flushing-Ridgewood trolley which crosses the site on World's Fair Boulevard, buses are in operation from points in Manhattan, Bronx, Brooklyn, Queens and Long Island. The facilities for the unloading and loading of passengers are found at the various terminals on the east and west sides of the Fair grounds. A huge parking field on Roosevelt Avenue can accommodate 575 chartered buses. On both the west and east sides of the site, a taxicab terminal permits curbside pickup and discharge on separate platforms. South of the World's Fair Boulevard, adjacent to Fountain Lake Amphitheatre, another terminal provides facilities for taxis and chauffeur-driven private cars.

Visitors motoring to the Fair will find many special road maps available and will find the highways well marked. Once in the metropolitan area they will find the principal routes to the Fair conspicuously marked with special Fair directional signs. The City is installing thousands of amber lights to mark the best highways to the "World of Tomorrow." In driving to the Fair keep the lights on your right; in returning keep them on your left. The parking fields, with a capacity of 35,000 cars, are easily found; they are clearly shown in the general map in the front of the Guide Book.

Visitors driving from New England will find that the most direct route to the Fair is over the new Whitestone Bridge which leads from Old Ferry Point in the Bronx to the Whitestone section of Queens, a short distance from the Fair. Or they can take the Triborough Bridge in the Bronx and follow Grand Central Parkway directly to the grounds.

Those who drive into New York from the West or South have the choice either of the Holland Tunnel and the West Side Express Highway to 59th Street, or the Lincoln Tunnel. Then, having crossed Manhattan to the Queensboro Bridge, they may take either the Northern Boulevard or the Queensboro Boulevard out to the Fair grounds. Visitors from the North and West who cross the Hudson on the George Washington Bridge should drive directly to the Triborough Bridge and continue on Grand Central Parkway.

Should you be approaching from New York on World's Fair Boulevard, turn right at Central Parkway and follow this artery to the field opposite Fountain Lake; or you may continue along the Parkway, turn left on 69th Road and proceed to any of the four fields adjacent to Fountain and Willow Lakes. If, on the other hand, you have taken the Grand Central Boulevard, the Astoria Boulevard, or the Northern Boulevard route, turn left on Roosevelt Avenue and drive directly to the fields at the northern end of the grounds. Adequate parking facilities are located on the north, south and west sides.

For the convenience of visitors arriving on yachts and excursion

boats, a mooring basin is provided on Flushing Bay at the north end of the site. Approximately 300 small craft can be accommodated at small landing floats, while larger vessels and excursion boats are docked at L-shaped piers. Buses are in constant operation between the basin and the Fair.

The North Beach Airport on Flushing Bay, a short distance northwest of the Fair grounds, accommodates a large volume of air traffic. It comprises 432 acres, with four runways varying from 4,688 feet to 3,532 feet, three large landplane hangars, a seaplane hangar, and a marine traffic terminal containing every facility.

Housing

THE HOTELS OF NEW YORK CITY are famous throughout the world; they have all made special arrangements to care for the millions who will throng the metropolitan area for the Fair. There will be special housing facilities for young people and youth groups in safe, sanitary accommodations at reasonable rates. Hotels, rooming houses, civic groups, the Municipal Government, and the Fair Corporation have pooled their efforts to make available the most satisfactory facilities in all price ranges. In an additional effort to safeguard Fair visitors, the Council of the City of New York has enacted a special law for the licensing of rooming houses. Thousands of rooms are inspected and when they meet the requirements established by rigid standards of safety, sanitation and decency they are listed by the central housing bureau. Headquarters for this bureau are being established; it will cooperate closely with other agencies that have been making inspections and listings in various parts of the metropolitan area. Meanwhile inquiries concerning housing should be sent by mail to the Department of Housing and Welfare, New York World's Fair 1939, World's Fair, New York.

Admissions

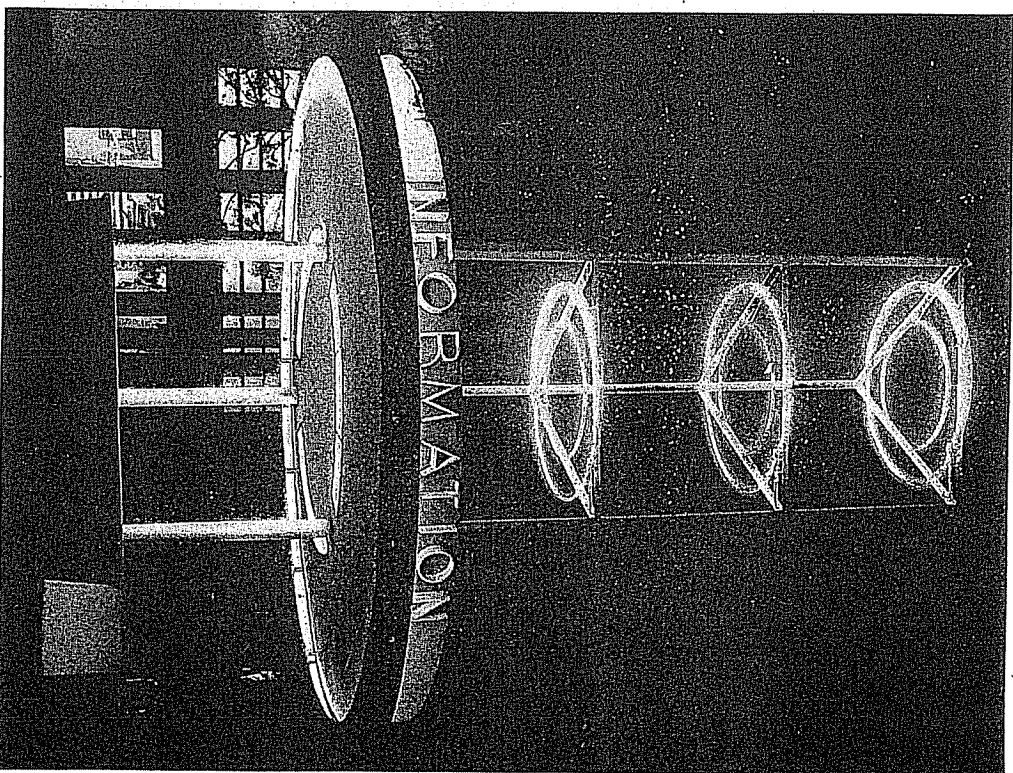
THE MAIN EXHIBIT AREA of the Fair is open daily from 9 A.M. to 10 P.M.; the Exhibit buildings from 9 A.M. to 10 P.M.; the Amusement area from 9 A.M. to 2 A.M.

There are no free passes; there are no complimentary tickets.

The regular single admission is 75¢ for adults, and 25¢ for children between the ages of three and fourteen. During one special day each week children are admitted for 10¢.

A non-transferable season ticket for adults with owner's identifying photograph (supplied by the Fair without charge) is available at \$15; this entitles the owner to make any number of visits on any and all days. A children's season ticket with identifying photograph is available at \$5; this carries the right to unlimited admissions. A non-transferable twenty-admission ticket for \$2.00

is available for school children under 14 years of age. This ticket requires the signature of the owner and of the appropriate school authority, but does not require an identifying photograph of the bearer. A college student or school teacher's non-transferable season ticket is offered at \$7.50; this carries the photograph of the owner together with his signature and that of the appropriate school official, and is good for unlimited admissions. A twenty-admission ticket is available to college students and school teachers; this ticket requires the photograph of the owner and his signature together with the signature of the proper school authority. It sells for \$5 and has a face value of \$15.



ONE OF THE MANY INFORMATION BOOTHS

All inquiries should be made to the Ticket Department of the New York World's Fair 1939, New York.

The general admission ticket gives you entry through any of the ten Fair gates. Once within the grounds you have, free of charge, the vivid and panoramic beauty of the landscape, the murals, the sculptures, the many buildings. Nightly there is the spectacle of the illumination and the fireworks. Always you have free entry to more than 100 great exhibit buildings housing several thousand exhibits which in quality and quantity have never been equaled.

Transportation Within the Grounds

WITH THREE TYPES of transportation available, Fair visitors are within easy reach of any point on the grounds at all times. One hundred specially designed and constructed Greyhound buses, the largest in the world, operate over ten miles of asphalt and concrete roads. A ten-cent fare is collected at station turnstiles for a ride in these vehicles which seat 48 persons in two rows facing outward and with standing space for another 60 between rows. There are 32 stations along two major routes—the North-South and the East-West loops. The former, operating in both directions, serves nine entrances including those of the rapid transit lines and the Long Island Railroad, and takes you through the Transportation and Exhibit areas, a section of the Government area. Operating counter-clockwise, the East-West loop also serves the Amusement area.

A more leisurely form of transportation for those who wish to add a bit of sight seeing to their journey toward an objective are the tractor trains operated within the Fair grounds. These tractor trains have three or four canopy-covered cars—each car accommodating 12 persons comfortably. They move along at 3 to 4 miles an hour with a conductor aboard to collect fares—twenty-five cents for adults, fifteen cents for children under twelve.

The third type of transportation, under the operating management of the American Express Company, consists of motor and hand-operated chairs that follow no definite routes but are run according to the desire of the passengers. The "motoguide chairs," three-wheeled vehicles driven by storage batteries, seat three passengers in front, with the driver on a raised seat in the rear. The charge is \$1 for the first fifteen minutes, 75 cents every fifteen minutes thereafter. The "guide chairs" seat one or two passengers. The charge for the single-seat vehicle is 50 cents for the first 15 minutes, 25 cents for every 15 minutes in addition. The double seat "guide chairs" are rented for 75 cents for the first fifteen minutes, and 50 cents every fifteen minutes thereafter. All chairs regardless of type are operated by

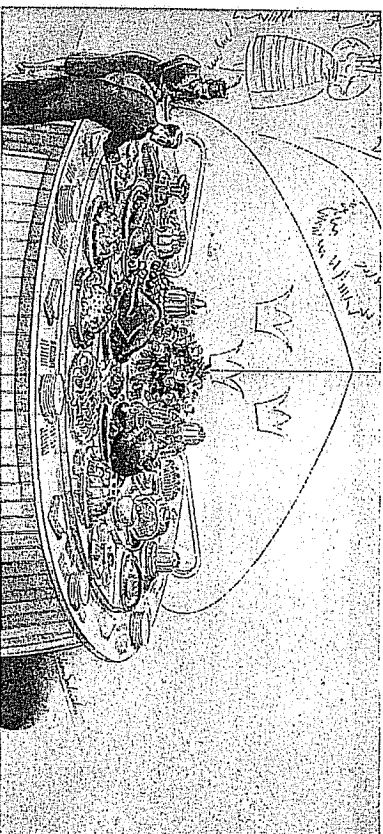
specially guide-trained college students or recent college graduates.

There are approximately 25 miles of asphalt and concrete roads inside the Fair grounds. The total area of paved roads within the Fair gates is the equivalent of sixty miles of a two-lane highway which is normally eight yards wide. The roads are long and the Fair is vast, but the patient skill of the best transportation experts has made all parts of the Fair quickly and comfortably accessible. The average distance between bus stations is only 800 feet; each bus seats 48 passengers comfortably. Thence tractor trains, electric taxi chairs, or hand-pushed chairs will quickly convey you to your desired destination.

Even for those who, so to speak, transport themselves by walking about the Fair grounds there are various accommodations, such as 50,000 benches scattered through the 1,216½ acres along shaded walks, by cool fountains and in sheltered courtyards and peaceful gardens. There are free lounges and rest rooms in many buildings. The pedestrian finds it pleasant to stroll at the Fair, where the walks are of bituminous asphalt which has been found much "easier" on feet than either concrete, wood or other hard surfaces. Furthermore, the many moving stairways and ramps with easy gradients remove the labor of a trip on foot.

Information Service

SEVENTEEN FAIR INFORMATION BOOTHS are located at the entrances and at strategic points on the grounds; many of the industrial and government participants maintain information services in their buildings; the World's Fair police are courteous and well informed. The Official Daily Program, *Today at the Fair*, contains the latest Fair news and detailed information on the many special events scheduled for each day; it is available at five



THE REVOLVING SWEDISH "SMORGASBORD" TABLE

cents a copy on all the Guide Book stands. In telephoning for general information about the Fair, call World's Fair 6-1939. Regular business calls should be made to World's Fair 6-1212.

Guides and Guided Tours

SPECIALY TRAINED and uniformed guides are conveniently available for hire by individuals or by groups. Guides conversant with the principal languages of the world are available to non-English-speaking visitors. For special guided tours consult the Official Daily Program, *Today at the Fair*.

First Aid Stations

SIX FULLY EQUIPPED first-aid stations and five modern air-conditioned ambulances, augmented by a truck fitted with portable X-ray apparatus and a speed boat equipped with the most complete resuscitating apparatus, provide first aid and immediate medical care to cope with any mishap. A staff of doctors and nurses is available in each first-aid station.

Telephones and Post Office

OVER 1,000 PUBLIC TELEPHONES and booths have been installed in subway and railroad stations, at entrance gates, concession stands, rest rooms, toilets, and at the entrances and exits of buildings.

The "World's Fair" branch of the United States Post Office is located on Main Street just west of the Communications Building. Mail collection boxes are located throughout the grounds.

World's Fair Police

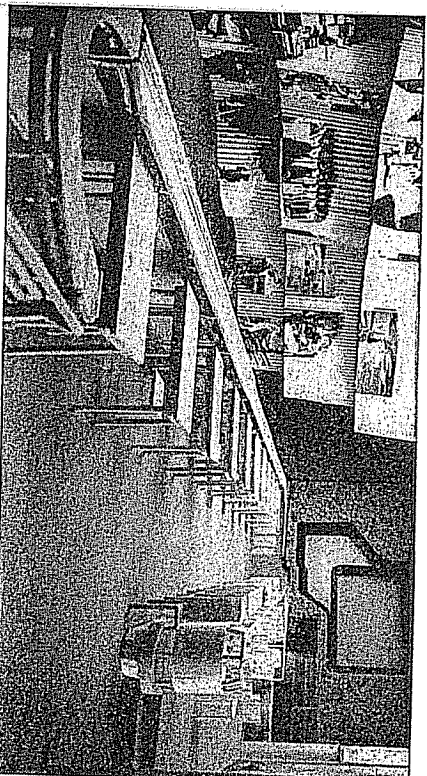
THE WORLD'S FAIR POLICE of almost 2,000 members, specially trained and uniformed, operates to assist and serve you during your visit.

Lost and Found

LOST CHILDREN SHOULD BE reported to the nearest World's Fair policeman or policewoman; found children will be cared for by specially trained policewomen until parents are located and notified. Parents will locate lost children at the headquarters of the Department of Housing and Welfare.

Articles that are found should be turned over to a member of the World's Fair police, to whom inquiries about lost articles should be addressed. Found articles await reclaiming at the nearest precinct station; after ten days they must be reclaimed from the Property Clerk of the New York City Police Department.

16—



THE FINNISH RESTAURANT

Restaurants

VISITORS TO THE FAIR will find that the Fair Corporation has anticipated alike the minutest gastronomic demands of the inveterate epicure who dines by the hour and of the quick-lunch grabber who gets his lunch as he runs.

Many restaurants located within easy reach of all sections of the grounds provide appetizing, high quality food and drink served by leading restaurateurs of this and other countries. In addition, more than four hundred attractive and modern stands provide a variety of soft drinks and quick lunches for those who just can't find many minutes to spare from the many Fair exhibits and attractions.

If you are fond of leisurely dining, spiced with music, you have a choice of four *Brass Rail Restaurants*—where roast meat sandwiches rest temptingly in the midst of the aroma of their own gravy; *Heineken's on the Zuider Zee*, the exotic dining place with the Netherlands accent; the *Casino of Nations*, patterned after the "Brasserie des Nations" at the Paris exposition, where waiters will take your order in any of 12 languages; and other superb restaurants operated by Ballantine Gardens, Inc., Mayflower Doughnut Corporation, Exposition Grounds Catering Corporation, Toffenetti Restaurant, F. & M. Schaefer, Turf-Trylon Corporation, Childs Company and many others, offering a culinary repertoire from every section of the United States. If you care for variety, there are approximately twenty restaurants in the Foreign Government area, where Great Britain, France, Italy, Norway, Sweden, Switzerland, Poland, the Soviet Union, among others serve their favorite delicacies.

Stand operators offer hamburgers, frankfurters, and other sandwiches, Orange Crush and non-carbonated citrus fruit drinks,