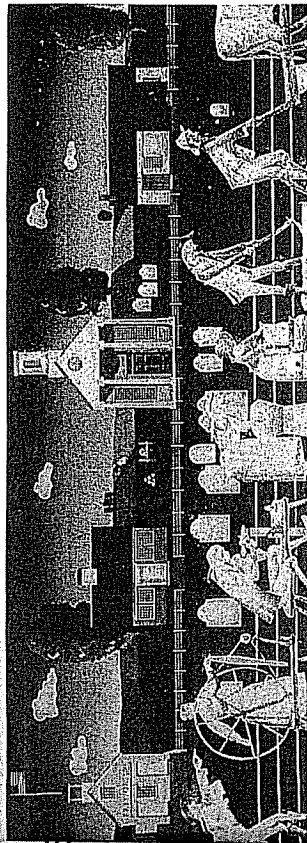




COMMUNITY INTERESTS

HOME FURNISHINGS BUILDING

Focal Exhibit

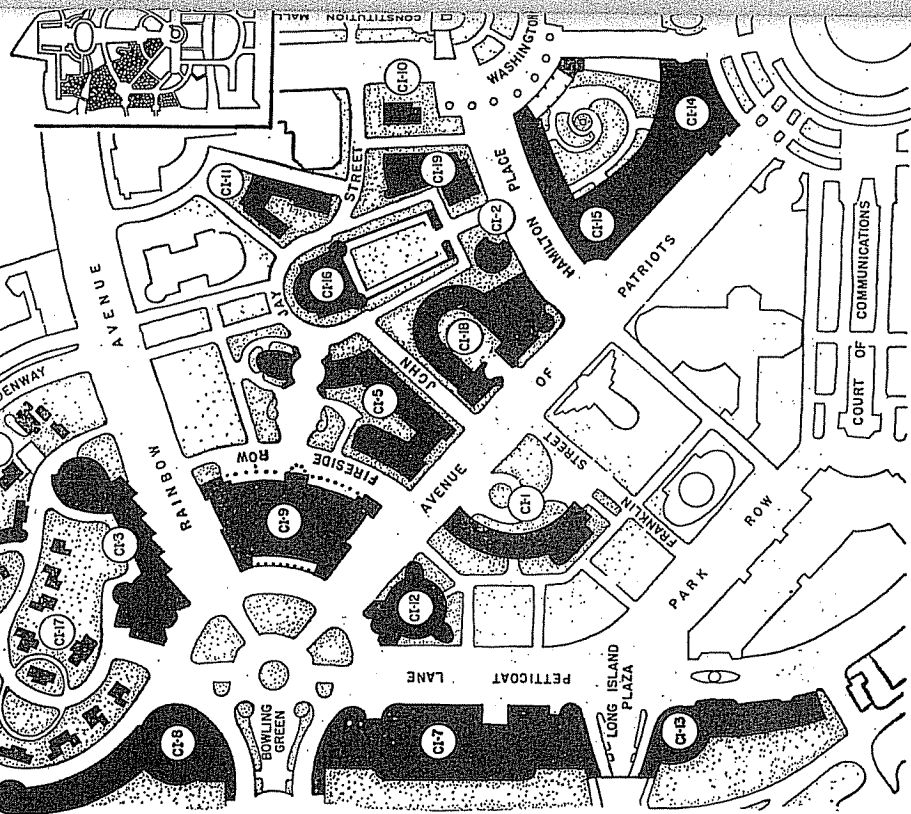
THE COMMUNITY INTERESTS FOCAL EXHIBIT (Gilbert Rohde, designer) is housed in a modern structure of classical design—the Home Furnishings Building (Dwight James Baum, architect), whose high colonnaded facade fronts on Bowling Green adjacent to the I.R.T.-B.M.T. subway gate. Significant murals and sculptures adorn the exterior. On the main wall, behind the colonnade, a most unusual mural of ceramic glaze on metal, designed by J. Scott Williams, symbolizes the broad theme of Community Interests—*shelter, education, religion, recreation and art*.

Visitors will understand, that in the broad sense, much of the entire Fair is devoted to Community Interests. But here in this Zone are found many of the exhibits which treat more directly with Man's life in the group and his communal interests. No person of 1939 can live alone; each is a member of the community, whether it be large or small. Every person is caught up in the mesh of its complexities and problems; every person derives immense benefits from his life in the community of his fellow men. During the past 150 years since the inauguration of George Washington there has evolved a complex organization of human society. Relative independence has become vital interdependence in all phases of living. The major FOCAL EXHIBIT with its five minor displays drives home the significance and the opportunities presented by these great changes.

Entering the Home Furnishings Building, you are in a vast room, 145 feet long and 40 feet wide. Here the FOCAL EXHIBIT is divided into a number of sets arranged on one long

COMMUNITY INTERESTS

- CI-1 AMERICAN RADIATOR CORP
- CI-2 CHRISTIAN SCIENCE
- CI-3 CONTEMPORARY ART
- CI-4 ELECTRIFIED FARM
- CI-5 GAS EXHIBITS, INC.
- CI-6 GARDENS ON PARADE
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- CI-12 JOHNS-MANVILLE CO
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- CI-14 MEDICINE AND PUBLIC HEALTH
- CI-15 SCIENCE AND EDUCATION
- CI-16 TEMPLE OF RELIGION
- CI-17 TOWN OF TOMORROW
- CI-18 W.P.A.
- CI-19 Y.M.C.A.

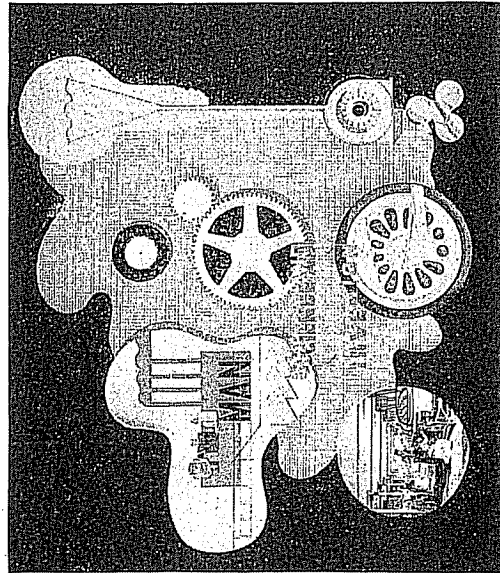


semi-circular wall. By means of light and the voice of a narrator, your attention is concentrated on one scene at a time, enabling you to view the various phases of the performance in controlled sequence.

Action for the first scene begins with the crowing of a rooster while the set is still dark. Then, slowly, the night fades into gray dawn, and the light of a rising sun reveals LIFE in 1789—a home scene; a village green, typical of colonial communities, and here a row of figures depicting, half-humorously, all types of people and the various occupations which were necessary to their livelihood. Behind the figures looms a colonial township. Here a church, with simple gravestones in the shadow of an elm, provides an atmosphere of peace and quiet repose, suggesting the ultimate escape or reward for all Man's labors; a one-story shop, its gleaming white clapboards typical of a period; a simple schoolhouse; a town hall and the offices of the town fathers. Throughout the scene the narrator's voice is heard, emphasizing the theme:

*"The year is 1789.
No leisure. No time to play.
Eight hours to sleep and sixteen to work.
Just time enough for church.
Just a few years of school.
Work to be done day after day.
For young, for old."*

Scene follows scene, showing progressively the passage of time between 1789 and 1939. In the interval of 150 years, men have been thinking, scientists working, silently learning the secrets of nature to harness its great energies. Inventions were



MAN—
SCIENCE
AND
INVENTION.

applied to give Man power to speak, power to move, power to make. As a direct contrast to the first scene, the last exhibit emphasizes 8 hours rest, 8 hours work, 8 hours leisure in 1939. Man is now comparatively free in time and space.

In this final act, which symbolizes Man, Earth, and the Heavens, the sky darkens as the narrator begins. Man starts to move aloft, following the path of converging lines until he reaches a bright star in which his home is revealed. A large cloud then lights up. Smaller clouds are illuminated, each bearing significant symbols, such as—NEWSPAPER, headlines; RADIO, towering masts; SPORTS, a hand holding a tennis racquet; TRAVEL, a train, an automobile, and a ship; SCHOOL, a man in a cap and gown; HOUSING, a view of a modern community; HOME, a modern house. As the scene slowly fades into darkness the narrator concludes with these words:—

*"Time for Interest in Government,
In Community, in the Group.
Time to plan for our Community.
At last Man is freed. . . .
Freed in time and space.
For What?"*

You may well ask yourself that question. . . . For What? . . . The answer is one that you and each and every one of us can give, for the making of our world is in our hands. Humanity as a group may shape its own destiny and dictate its future—for better or for worse. We may derive comfort and inspiration, however, from the fact that science has provided us with the means—the tools—to shape a better world. In our hands lies the welfare of our children and our children's children. This Zone of the Fair, devoted to Community Interests, reflects comprehensively our modern modes of living, revealing by means of many exhibits the organizations, ideas and ingenious products that contribute to the betterment of Community Living. The Home Furnishings Building includes the following commercial exhibits:

FERRO-ENAMEL CORPORATION:—The Exhibit features a pictorial mural, 17½ feet high and 12½ wide, executed in fired porcelain enamel colors on steel. Other wall illustrations show the many uses of porcelain enamel and how it is made. Displayed in the booth are prefabricated metal building sections finished with porcelain enamel.

THE FULLER BRUSH COMPANY:—Illumined panels show the complete line of Fuller products for personal, household and industrial use. Here also "America's most famous visitor"—the Fuller Brush Dealer—is depicted. The Exhibit includes a view of the company's factory at Hartford, Connecticut.

cut, and the Manchurian Boar, symbol of the famous imported bristles used in Fuller Brush manufacture.

HARDMAN, PECK & COMPANY:—The Exhibit includes displays of the newest types of the pianos—some in color and one in ivory—which have made Hardman, Peck & Company pianos famous among music lovers throughout the world. Here master players demonstrate these exquisitely toned instruments.

THE HOOVER COMPANY:—Revealing the cleaning ability of the Hoover cleaner, the Exhibit presents a giant-sized Hoover which is actually operated. Seven models, from the earliest to the latest, are displayed. Another feature is a large mechanically operated world on which a current model Hoover is mounted. In the end-wall of the Exhibit area, two animated dioramas show the transformation that takes place when a Hoover ensemble is used to clean an entire room.

THE HOWELL COMPANY:—In addition to displaying an array of new models in chromesteel furniture for kitchen, dinette, and breakfast rooms, the Exhibit demonstrates modern decorative methods for the use of color for kitchen and dinette. Also demonstrated is the way this new type of kitchen and dinette furniture relies on steel for strength to the extent that it is practically indestructible, yet, at the same time, possesses a refreshingly new type of beauty that seems destined to endure.

S. KARPEN & BROTHERS:—Several groups of Karpen furniture are displayed here.

F. A. NORTH PIANO COMPANY, INC.:—Models of the Lester Betsy Ross Spinnet and various styles of the Lester Grand Piano are included in this Exhibit. Adorning the side walls, a continuous photomural illustrates the story of piano construction from the raw lumber to the finished product. For your convenience, chairs and sofas are provided, and attendants are present at all times to answer questions and demonstrate the pianos. There is a piano finished in gold, with ever-changing lighting effects.

OLSON RUG COMPANY:—Here is a pleasing and colorful exhibit of Olson Reversible Rugs in which is utilized the old materials sent in by its customers.

UNITED STATES POTTERS ASSOCIATION AND NATIONAL BROTHERHOOD OF OPERATIVE POTTERS:—A major feature of the Exhibit is a reproduction of a pottery plant with a gas-fired kiln in actual operation. Here you see all the operations from the mixing of clay to the finished product. The National Brotherhood of Operative Potters Union contributed to this exhibit for the purpose of aiding the industry.

UNITED STATES RUBBER COMPANY:—This exhibit features the marvelous new "U. S." Royal Foam Sponge, a new mattress and cushioning material. You may test the demonstration bed and sit in the lounge seats, experiencing a luxurious new sensation of comfort. You will also see how Douglas Air-

liners and new streamlined trains add luxury with this new material.

AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

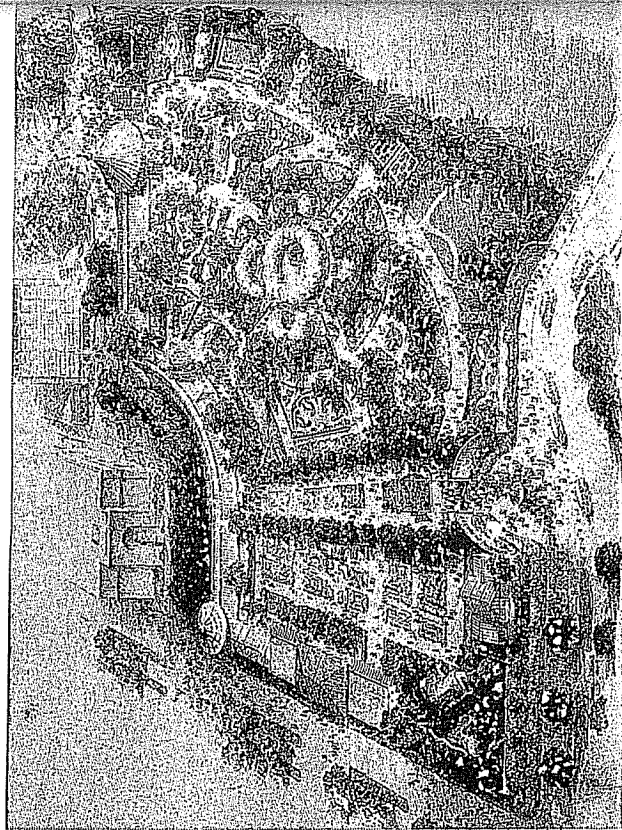
CONSTRUCTED of the industry's common materials, the arc-shaped Building (Voorhees, Walker, Foley and Smith, architects) faces the Avenue of Patriots. In front of its curved colonnade, the grounds are shaded by pines and maples, and brightened by vari-colored flowers that harmonize with the structure's predominant orange-yellow hue. Along the sweep of the inner wall and in display islands is shown one of the most comprehensive collections of modern heating and air conditioning equipment ever assembled under one roof. Educational displays explain the functions of the newer types of heating and air conditioning systems, and automatic equipment for coal, oil or gas. Another attraction is the plumbing exhibit centered around an elaborate composition that depicts the "Neo-Angle Bath" and its comforts. This display includes a variety of the most up-to-date bathroom and kitchen arrangements, and the "illusion box"—a contrast between the bath of 50 years ago and that of today. (Skidmore & Owings; John Moss, associate; designers of exhibits.)

CHRISTIAN SCIENCE BUILDING

ON HAMILTON PLACE two fountains, from which the water falls on either side of an imposing entrance, attract you to the Christian Science Building (W. Pope Barney, architect). Circular in form like the Perisphere, which is visible from its steps, the structure symbolizes eternity. In the restful interior, exquisite murals and a painting of Mary Baker Eddy—the founder of Christian Science—depict the good that Christian Science is contributing towards building the "World of Tomorrow." Here are displayed the textbook, *Science & Health, With Key To The Scriptures* by Mrs. Eddy, and other publications, including the daily newspaper *The Christian Science Monitor*. Air-conditioned reading rooms flank the rotunda, conversation rooms and telephone booths being located to the right and left of the entrance. A staff of interpreters is on hand for the convenience of visitors from overseas.

CONTEMPORARY ART BUILDING

THE CONTEMPORARY ART BUILDING (Frederick L. Ackerman, Joshua D. Lowenfish and John V. Van Pelt, architects) presents "American Art Today," the most representative and democratically selected exhibition of the work of living American



GARDENS ON PARADE

painters, sculptors and printmakers ever assembled. The building, covering an area of 40,000 square feet, is divided into twenty-three handsomely designed and well-lighted galleries providing display space for about eight hundred works of art. To insure a representative exhibition, committees of nationally known artists representing every phase of art opinion, conservative, middle-of-the-road and modern, were appointed in all sections of the country to select the work. Every work in the Exhibition was passed by one of these committees. Preview exhibitions were organized by the Committees of Selection in many states and three large regional previews were held—for the Southern states at the Virginia Museum of Fine Arts in Richmond, for the Midwest at the Kansas City Art Institute, and for the Rocky Mountain Region at the Denver Museum—thus providing an additional opportunity for artists to show their work.

A sum equal to five per cent of the receipts from admissions to the Contemporary Art Building is being set aside by the Fair Corporation to provide a purchase fund for the Exhibition. Outstanding works will be purchased at the close of the Fair and donated to museums and other organizations maintaining art galleries free to the public. Works in the Exhibition may be offered for sale at the discretion of the artist although none may be removed before the close of the Exhibition.

A catalogue containing a reproduction of every work in the Exhibition is available, as well as a simple list catalogue. There is also a portfolio of sixteen reproductions in color of outstanding paintings in the Exhibition.

Two studios have been set aside in the Building for demonstrations of methods and techniques by well known artists in all fields, and special programs related to art and art activities are scheduled in the auditorium of the Science and Education Building.

The Exhibition is under the direction of a Governing Committee of which A. Conger Goodyear, President of the Museum of Modern Art, is Chairman, and an Artists' Committee. The other members of the Governing Committee are Juliana Force, Director of the Whitney Museum of American Art; Laurence P. Roberts, Acting Director of the Brooklyn Museum; Herbert E. Winlock, Director of the Metropolitan Museum; and Holger Cahill, National Director of the Federal Project and also the Director of the present Exhibition. The Artists' Committee is composed of Anne Goldthwaite, John Taylor Arms, Stuart Davis, Hugo Gellert, John Gregory, Jonas Lie, Paul Manship, Eugene Speicher and William Zorach.

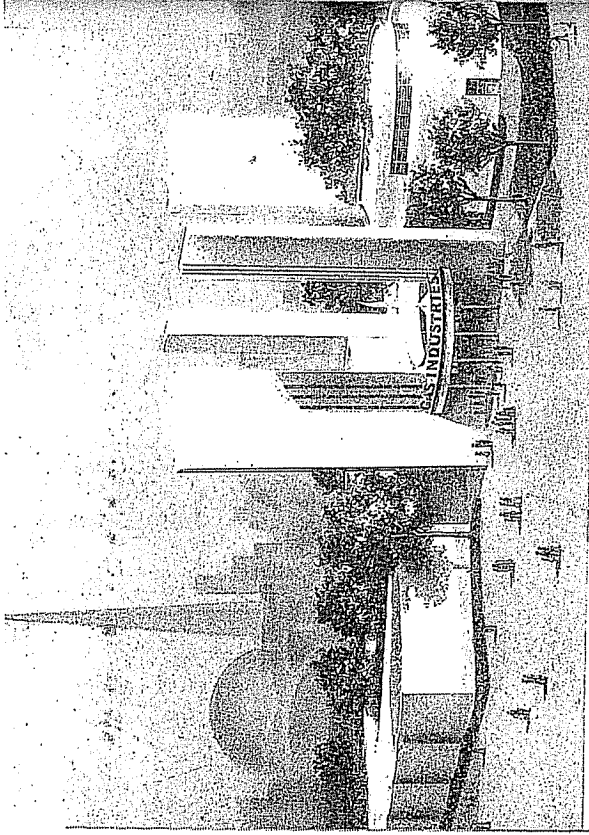
THE ELECTRIFIED FARM

LOCATED BETWEEN Flushing River and Rainbow Avenue, The Electrified Farm (presented by the Electric Utilities Exhibit Corporation) comprises a practical working farm, with a completely equipped farm house and buildings, cattle, horses, chickens—everything you normally expect to find on a farm, even to the flower and vegetable garden. Here electricity does all the work efficiently and economically, and more than a hundred practical applications are demonstrated. The farm house—an attractive two-story frame structure, with a tile terrace—is set amid apple trees and elms; in the pasture nearby, maples furnish shade for the cattle. Grouped for convenience and efficiency are the silo and barn, with a bull exerciser, the milking parlor, dairy room, workshop and horseshed; at the other end of the plot you will find the poultry house, brooder house, greenhouse, hotbeds, community packing house and the orchard. (Harrison & Foulhoux, architects.)

GARDENS ON PARADE

Hortus, Incorporated

GATHERED TOGETHER within six acres in the Community Interests Zone between Continental Avenue and the River are the fifty living and flowering horticultural displays which compose Gardens on Parade. This continuous flower show is sponsored by the Horticultural Society of New York, the New York Botan-



GENERAL VIEW OF THE BUILDINGS OF GAS EXHIBITS, INC.

ical Garden, Brooklyn Botanic Garden, New York Florists' Club and Society of American Florists, together with many cooperating garden clubs.

Its central *motif* is the Havemeyer Memorial Garden, a circular grass bowl ringed with Weeping Cherry trees and surrounded by four segments, each containing three small gardens planted with rare flowers and shrubs.

A Rose Garden, laid out in geometric design, displays 2,500 of both familiar and newest varieties. A Woodland Path garden, complete with brook, affords a sanctuary for American wild flowers. Here also stands the Thatched Cottage, containing a library and registration room for gardeners. Long water pools are planted with native and tropical lilies and other aquatic plants. The Herb Garden is laid out in 16th Century "knots," and in contrast with it, two Modernistic Gardens show the latest taste in landscaping. In the Iris Garden are found the vast color and flowering range of these varieties. Still another reveals the curious ways of espalier fruit. Farther on is the Garden of Nyssa. One garden shows various green turfs and another maintains a display of blue and white flowers behind box edgings.

These gardens of yesterday, today and tomorrow are illuminated at night with soft color effects which turn the entire area into a glowing Eden.

The background of Gardens on Parade is the long Horticultural Building, with its two rotundas and an exhibition arcade. Here are the displays of seeds, plants and horticultural merchandise, and here are shown prize-winning flower arrangements by garden clubs. More examples of gardening are found in the Green-

houses. Dioramas with living plants disclose the progress of the garden. In all, there are 900 feet of buildings.

An added feature is the Terrace Restaurant, so placed that diners can enjoy a panorama of the gardens.

The officers for "Gardens on Parade" are Mrs. Harold Irving Pratt, *President*; Henry F. du Pont, *Chairman of the Board*; A. M. Dauernheim, *Executive Vice-President and General Manager*; and William A. Rodman, *Secretary*.

GAS EXHIBITS, INC.

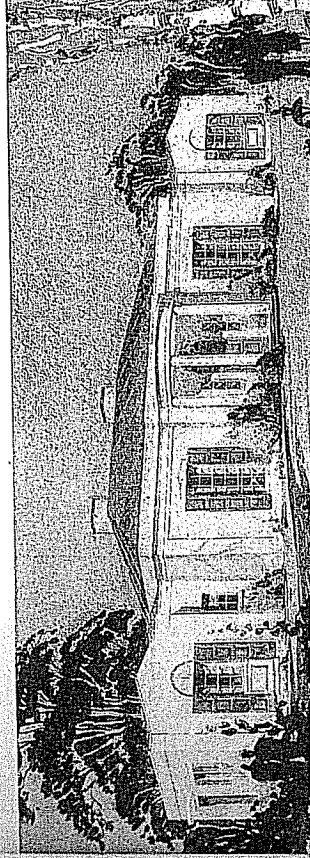
EVERY BRANCH of the Gas Industry is represented in this building (Skidmore & Owings and John Moss, architects and designers of the exhibits) located on the Avenue of Patriots. Providing the central display, the Court of Flame with its perpetually burning flame, is surrounded by four 90-foot pylons from which blue and yellow flames soar into the sky at night.

In the main exhibit hall manufacturers of every type of gas appliances display, in home settings, the most modern devices for cooking, refrigeration, water heating and house heating. In a modern auditorium, George Rector, internationally known authority on food preparation and serving, gives daily lectures and reveals many of his famous culinary concoctions. Located in the tree-shaded patio adjoining the Court of Flame, the All-Gas Home (Dwight James Baum, architect and designer) illustrates the versatility and practicability of gas as an all-purpose fuel. Distinctive landscaping is a feature of the Gas Industry's exhibits, the entire group being surrounded by gas "flambeaux" similar to the ceremonial urns of ancient Greece. At night, wide streamers of yellow flame spiral from them constantly, weaving a pattern of fire against the sky. The Exhibit was made possible by the cooperation of a majority of the utility companies in the United States and Canada, together with twenty-two of the major gas appliance manufacturers in the United States. (See detailed list of exhibitors, page 243.)

HOME BUILDING CENTER

LIKE A PROTECTIVE STRUCTURAL ARM, the Home Building Center (Robert W. McLaughlin, Jr., Arthur C. Holden, Stamo Papadaki,

THE ALL-GAS HOME OF TOMORROW



John C. B. Moore and Jean Labatut, architects) embraces the northerly portion of that group of small houses known as the Town of Tomorrow. The main section of the structure is a rotunda with its entrance facing Bowling Green Plaza.

The curving wing, several hundred feet long, gives to the whole structure, if viewed from above, the appearance of a colossal ladle dropped on the ground. Inside the rotunda a ramp circles around and around and apparently lifts up one edge of the roof. The many interior murals, eighteen in all, are the results of the collaboration of Louis Bouche, Allen Saalburg and Everett Henry. They were executed in water paint and portray the history of architecture, with the single panel over the entrance which depicts the history and treatment of home building in the United States, while the remaining seventeen panels describe the history of architecture in general from the Stone Age to the present day.

The side walls of the wing are chiefly of glass and shaped like store-windows where products and materials employed in home building are exhibited much in the same manner as in a modern department store. Frequent entrance doors break the monotony of the extended arc of glass.

AMERICAN HARDWARE CORPORATION:—The chief purpose of this exhibit is to assist the home owner in the selection of appropriate hardware that will harmonize with and enhance the architectural design of his house. Door handles, knobs, locks, key escutcheons and push-button plates add the final note of consistency to the architectural treatment of residential buildings. In an animated display, with changing lights and a recorded talk, is shown not only the general story of hardware, but also the factors underlying many recent changes in design.

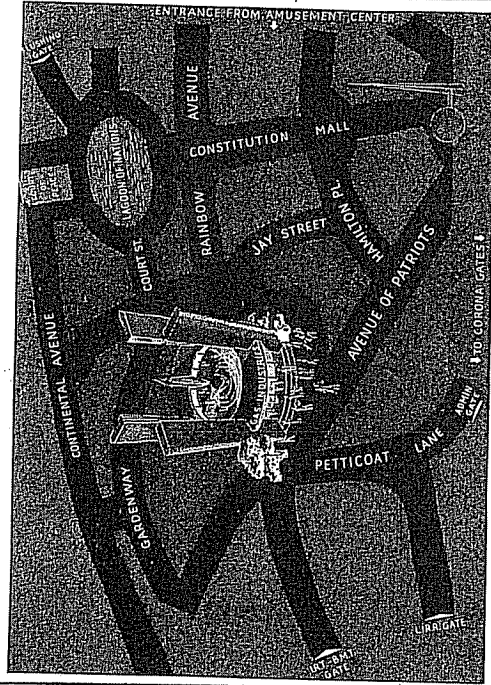
ANTHRACITE INDUSTRIES, INCORPORATED:—From so small an area as 484 square miles, all concentrated in northeastern Pennsylvania, comes the product of one of the most important basic industries in the country—anthracite coal. It supplies heat-comfort to more than 6,000,000 families each year, it employs more than 100,000 people at an annual wage of more than \$155,000,000 and its annual production value is greater than all the nation's output of gold, silver, lead and aluminum combined. These facts, together with many others of the industry, are graphically illustrated in one of the larger exhibits in this building.

CHAMBERLIN METAL WEATHER STRIP CO.:—In this Exhibit the Chamberlin Metal Weather Strip Company shows by charts, diagrams and operating models the many values of metal weather strips for all types of windows and doors, frame and roll type screens of steel and of bronze rock wool insulation, Chamberlin plastic-calk, and insulate (double) windows.

CRANE CO.:—Here a *Glass House* under a microscope

—99

ALL ROADS LEAD TO THE GAS INDUSTRIES EXHIBIT



THE "COURT OF FLAME"

LOOK for the four towering pylons. See the awe-inspiring night spectacle of living fires. MEET George Rector, official host of the exhibit. Attend this world-famous authority's daily presentations on the fine art of preparing and serving food.

INSPECT "Homewood," the "All-Gas, Good Housekeeping Home"—modern but not modernistic. Planned for "the majority of Americans." Featuring up-to-the-minute gas equipment.

ENTER the great exhibition hall. View the vast panorama of manufacturers' displays. Thrill at the contributions of science to daily living.

SEE and hear for the first time grand opera performed by puppets accompanied by recordings of world's great artists and orchestras—160 miniature stars presenting a repertoire of operatic works several times daily in the theatre of the exhibit group.

**GAS - tomorrow's fuel
BUILDING A BETTER WORLD - TODAY**

shows how plumbing fixtures operate, how heat is created and conveyed through the house, and how you get water from faucets. The relationship of valves, fittings and piping to modern living is also illustrated, innovations of design and color in plumbing fixtures being effectively shown.

FIAT METAL MANUFACTURING COMPANY:—Displays of the newest types of prefabricated shower cabinets with glass doors comprise the major feature of this Exhibit. In Houses Number 8, 10, 16, 18, 19 and 21—Town of Tomorrow—the company exhibits shower cabinets in color styles that harmonize with the general decorations.

FLUSH-METAL PARTITION CORPORATION:—Among the displays of this company are complete shower cabinets and glass enclosures; there is also an electric bath cabinet. The latter is more and more becoming an important addition to the modern bathroom and consequently is here given particular emphasis.

KEASBEY & MATTISON COMPANY:—The exhibit of this company, pioneers in the manufacture of asbestos and insulating materials, is one of the largest single attractions in the Home Building Center. A large side panel is the world's first complete asbestos mural, brilliantly colored and lighted, conveying through symbolism the part asbestos plays in the protection of the home. The central display is a magical snow man that does not melt though subjected to tremendous heat, being protected from a raging fire by sheets of commercial asbestos insulation. All around the central back wall are six sections which in turn show the story of asbestos, its use on the farm, in home and industry, and its application to the deadening of sound.

MARSH PRODUCTS COMPANY:—A decorative wall panelling, *Marlite*, manufactured by the Marsh Wall Products Company, is on display in this Exhibit. This material for creating beautiful interiors comprises plain colors, wood veneers, wood, marble and tile patterns.

TILO ROOFING COMPANY:—The roofing products of this company are exhibited by a series of flashograms, pictures that appear at ten-second intervals. On the rear wall of the display booth are three paintings, that with this intermittent illumination, show consecutively—a house before Tilo products have been applied; the process of applying them; and finally the house completed with this fireproof material.

WESTERN PINE ASSOCIATION:—The utility and charm of fine soft woods, such as Idaho White Pine, Ponderosa Pine and Sugar Pine are here exemplified by means of living room and kitchen installations. Whatever the visitor desires to know about lumber products, about the species and grades of wood, is supplied by a staff of men experienced in house and home furnishings.

100 —

HOUSE OF JEWELS

RICHES BEYOND THE DREAMS of Ceresus are housed in the Building (Raymond Loewy, designer; J. Gordon Carr, architect) at Hamilton Place and Constitution Mall. Itself a jewel of modern architecture, the structure is almost within the shadow of the huge statue of George Washington.

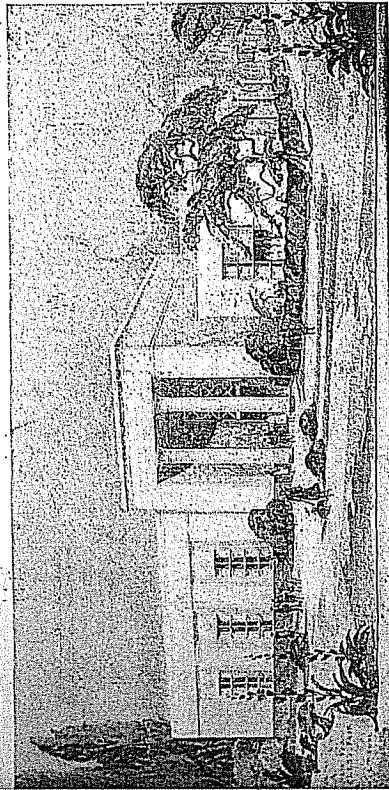
To the left of the entrance, the first exhibits are three displays of the finest craftsmanship in silver. Beyond, in the amphitheatre at the end of the building, a spectacle reminiscent of the fabulous "Mines of King Solomon" comprises a huge collection of rough and polished diamonds valued at millions of dollars—a display sponsored by the DIAMOND CORPORATION, LTD., DE BEERS CONSOLIDATED MINES, LTD., and ASSOCIATED COMPANIES. Here a spiral tower fifteen feet high supports a diamond studded globe on which are shown the diamond mining centers of the five continents.

To the accompaniment of soft music and dimmed lights, an unseen narrator tells The Story of Diamonds. The formation of this precious stone and its distribution to the world is dramatized. Climaxing the display, brilliant light floods the room. You turn to the five windows behind which TIFFANY & CO., BLACK-STARR AND FROST-GORHAM, CARTIER, MARCUS & COMPANY, and UDALL & BALLOU exhibit their newest creations of diamonds, pearls, sapphires, emeralds and other precious stones.

JOHNS-MANVILLE SALES CORP.

THE JOHNS-MANVILLE BUILDING (Shreve, Lamb & Harmon, architects) is located on Bowling Green. In the main foyer a gigantic figure clad in an asbestos suit is shown in the act of stepping from a flaming pit. It symbolizes man's ability to control heat and protect himself from fire, through the use of the "magic mineral" asbestos. Featured in the exhibits are hundreds of useful home-building materials and industrial products which Johns-Manville

Y. M. C. A. BUILDING



has developed from the four minerals—*asbestos*, *diatomaceous earth*, *limestone* and *asphalt*—for the control of heat, cold, sound and motion, and for protection against fire, weather and wear. In an air-conditioned theatre an entertaining program of educational motion pictures is presented.

MAISON COTY

AT MAIN STREET and Long Island Plaza, the building (John Walter Cross, Eliot Cross and John Hironimus, architects; Donald Deskey, designer) is surmounted by a glass transparency illuminated at night and featuring a vast powder box design which immediately suggests the nature of the building's exhibits.

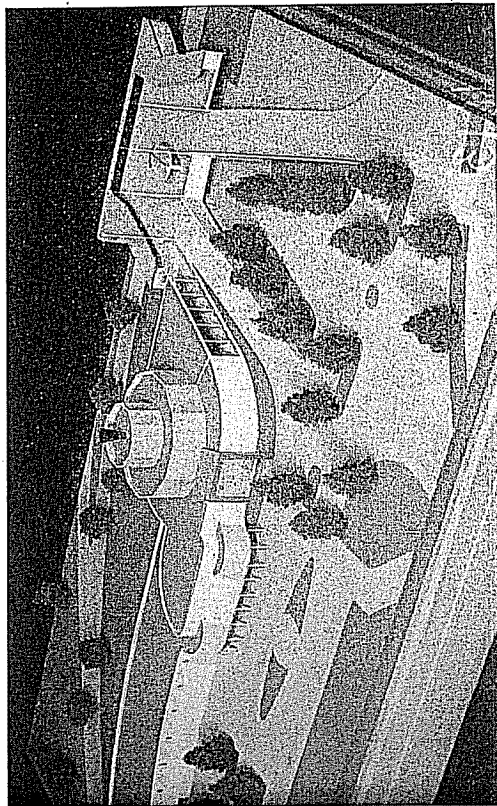
On entering the colossal container one is confronted by the main feature of the Exhibit—the Hall of Perfumes, where each of Coty's perfume creations are arrayed about the central promenade. Minor exhibits show in detail the art of making perfumes, from the laborious collection of raw materials from remote parts of the world through to the finished product. A perfume chemist's laboratory demonstrates the scientific phases of this ancient art while other displays demonstrate the rôle of the decorative arts in modern cosmetic packaging.

PALESTINE EXHIBITS, INC.

IN THE BUILDING (Arieh El-Hanani, architect; Norvin R. Lindheim, associate; Lee Simonson, consultant designer) on John Jay Street, various displays portray the work accomplished by Jewish settlers in the Holy Land—the reclamation of swamps, the irrigation of desert wastes and the cultivation of farmlands. Other exhibits are devoted to historical subjects, the school system in Palestine, and the revival of the ancient Hebrew tongue. Here is told the story of the battle against endemic disease. Examples of arts and crafts are displayed. A series of dioramas depicts "The Holy Land of Yesterday and Tomorrow." Because of its significance as an answer to the charge of unproductiveness levelled against the Jew, the Palestine Exhibit has received the united support of the Jews of America, from whom funds for the project were raised by popular subscription.

TEMPLE OF RELIGION

BETWEEN HAMILTON PLACE and John Jay Street, with its entrance on Hamilton Place, the Temple (Poor, Stein & Reagan, architects), of modern ecclesiastical design, is a practical demonstration to the world that America is not only maintaining her religious heritage of freedom of worship, but is also projecting it into her future life. Neither the building nor the ground is consecrated, nor are formal religious services held here. Prominent clerical and lay religious leaders endorse the project. To defray the cost of erecting the edifice, funds were solicited throughout the country



MAISON COTY

by the Temple of Religion, Inc. The 50,000 square-foot site was donated by the Fair Corporation.

By way of a passage between the administrative offices and a section devoted to the ministers and lay representatives of the three great Faiths, you enter a landscaped retreat, where a fountain leaps above beds of bright-colored flowers. A special feature of the structure is a cathedral-like porch on which religious pageants and dramas are held. Programs designed to express the value of spiritual things are presented in an auditorium which seats 1,200 persons. The Temple is a rallying point for groups under church auspices and others devoted to the perpetuation of similar ideals. On the structure's upper facade, which rises to a height of 66 feet, are the words—"For All Who Worship God and Prize Religious Freedom." This is the basic motif of the exhibit.

THE TOWN OF TOMORROW

THE TOWN OF TOMORROW (on Bowling Green near the I.R.T.-B.M.T. Gate) consists of a community of fifteen Demonstration Homes, exemplifying the proper use of nationally available materials, equipment and methods for home building or home modernization, and the Domestic Utilities Building, containing a series of modern, fully-equipped basements.

The Demonstration Homes have been designed by well-known architects and range in cost from minimum houses upward to houses costing around \$20,000. These houses do not represent architecturally a variety of all parts of our country, but they are consistent with the conditions of the Atlantic Coast States. The arrangement of these houses is not intended to represent a model neighborhood plan, as neither the circulation requirements nor

the available ground area make it possible. A special feature of each Demonstration Home is that one room is given over to a comprehensive exhibit of the "hidden" materials which have been used in that particular house. Here are displayed free-standing sections of walls, roofs and floors showing their construction, including sheathing, insulation and special structural systems. There are also models of framing systems, layouts of plumbing wiring and other domestic utilities. Thus the parts of the house generally unfamiliar to the average home owner or builder are interestingly demonstrated.

The Domestic Utilities Building consists of a series of modern, fully-equipped basements and utility rooms adaptable for use not only with the Demonstration Homes (which are built without basements due to ground conditions and the problem of traffic control) but for any new or modernized dwelling. These basements contain equipment for heating, air conditioning, water conditioning and waste disposal. Typical recreation rooms, workshops, laundries and facilities for other activities which normally might be included within the perimeter of the modern American residential basement are also shown. Several of the Demonstration Homes are also equipped with utility rooms, particularly the lower cost homes where the utility room will care for domestic utilities normally located in the basement.

The latest and most modern equipment and materials consistent with the cost of the house in which they are found, have been supplied by participating manufacturers. The names of these participating manufacturers, the products used, and how and where an interested visitor may obtain them, are described in the booklet which is given away in each house and in the Domestic Utilities Building. For the names of the companies which have made this exhibit possible see the List of Exhibitors under Town of Tomorrow (page 246).

THE CELOTEX CORPORATION:—A modern residence in every detail, the Celotex House incorporates the newest advancements in home insulation which provide more comfortable and economical living. Here is shown how cane fiber insulation board maintains even house temperatures, makes quieter homes and furnishes material for exquisite new interior decorations. Products of The Celotex Corporation have been used extensively at the Fair, nearly one-half million square feet of ramps and floor surfaces having been treated with Celotex Traffic Top, a new material that takes the strain out of walking. It is safe to say that this innovation has done its part to reverse the familiar expression often heard at previous fairs—"I'm too tired, let's go home" to "Let's stay and see the show." Also of interest is the fact that in solving the acoustical problems in the huge spherical room—the Perisphere—Celotex Acoustical products were used to assure visitors the clear and distinct reception of voice, sound and musical notes.

INTERNATIONAL NICKEL COMPANY:—Nickel has helped to pave the way of modern industry into the "age of alloys." Monel, the natural alloy of nickel and copper, is among the more generally known of the bright metal products used in food processing and in the petroleum and chemical industries. A popular series of exhibits featuring Monel is in the Town of Tomorrow, where the kitchens of eleven houses have been planned and equipped by the Whitehead Metal Products Company of New York with Monel sinks, range tops and other working surfaces, as well as with hot water storage tanks of the same rustproof alloy. Besides the variety of displays in these houses, nickel and nickel alloys are featured in the Gas Industries Building, the Canadian Government Building and in the Metals Building.

WORKS PROGRESS ADMINISTRATION, U. S. A.

LOCATED ON THE AVENUE OF PATRIOTS, the Exhibit (Delano & Aldrich with Mr. Licht, architects) is designed as a tribute to the achievements of the Works Progress Administration in providing jobs for more than 3,000,000 needy unemployed and thus adding to the Nation's permanent wealth. Interior displays show what work—"The American Way"—has done and is doing for the individual, the community and the nation. Workers demonstrate the skill of the weaver and the research worker, the plotter, the model maker, the educator. Besides outstanding models that depict the creations of the engineer, the bridge builder and the conservationist, paintings by some of America's leading artists are exhibited. In the auditorium and the garden, performances and demonstrations by Federal musicians, actors, recreation leaders and others offer entertaining and constructive education throughout the Fair's duration.

YOUNG MEN'S CHRISTIAN ASSOCIATION OF THE CITY OF NEW YORK

SYMBOLICAL of the Association's theme "Friendship," the Building (Dwight James Baum, architect) is situated on Hamilton Place, sixty yards west of the George Washington Statue. On the west wall, a large map of the world in mosaic tile depicts all the countries where Y.M.C.A.'s have been established. Besides serving as a center for the sponsored services and the "Friendly Tours," sponsored by the Y.M.C.A. of New York, the Exhibit includes social and correspondence facilities and a restaurant with accommodations for 600 persons.