



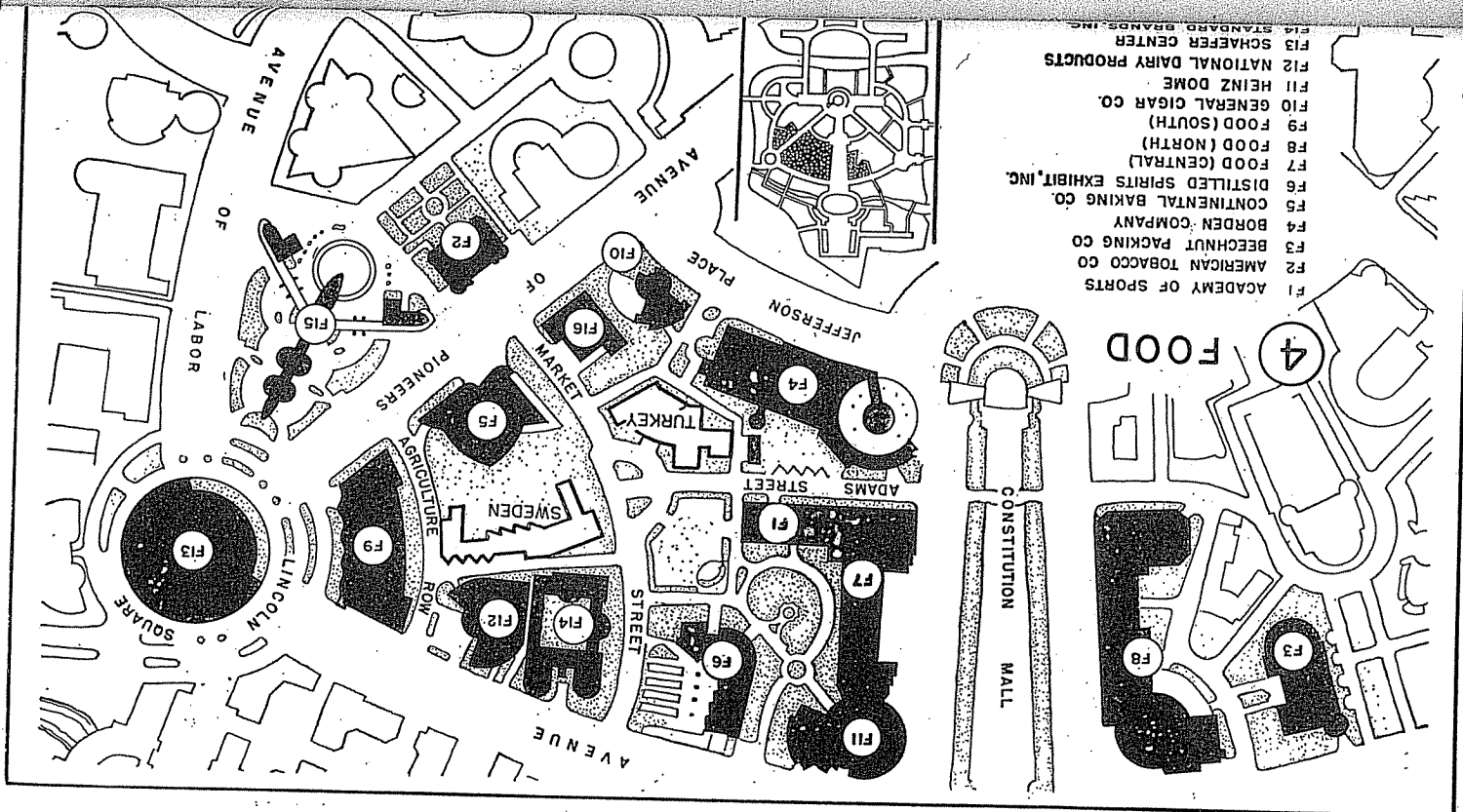
FOOD

Focal Exhibit

THE FOOD FOCAL EXHIBIT is located in Food Building South on Agricultural Row. Distinctive features of this rhomboidal structure are four tall golden shafts resembling stalks of wheat, and, on the façade facing Lincoln Square, Witold Gordon's mural depicting food as a source of energy and health.

Though it deals with humble, commonplace things like "bread and butter," the Food Show (Russel Wright, designer) is high and amazing entertainment. Comprehensive and dramatic, the Exhibit illustrates the progress made in the cultivation, preparation, processing and distribution of food since 1789. The technicians of Coney Island, the atmosphere of Forty-Second Street, comic cartoons and "slapstick" are among the amusing devices employed to stage the "Miracle of Modern Food" for millions of Fair visitors.

As you enter the Focal Exhibit Hall, huge gleaming monoliths seemingly float in a red dusk and present a strange and uncanny scene. Here is motion, the eerie movement of fantastic shapes. You see a thick disc against a sprawling serpentine wall. A wide circular ring lies flat on the floor near a rippling, ribbon-like screen. An uneven six-sided prism crosses the path of a tall cylinder which in turn soars upward in violent contradictory manner to cut across the horizontal bulk of a huge egg-shaped form. A figure labeled "Man" on the disc moves ever upward, its superimposed pattern constantly altering to represent the changes from Man's physical composition to their chemical equivalents. As Man fades, a cutout figure of chemical apparatus takes his place to represent the thirty-five elements, acids and vitamins which compose the human body. While the chemical apparatus is in full view, the word "Chemicals" appears after the word "Man," so that the caption now reads "Man—Chemicals." Again the scene



fades to a red that becomes steadily brighter, revealing a composition of food fantastically executed in materials, such as silk and feathers. The caption now reads "Man—Chemicals—Food."

Clouds and sky writing, moving horizontally across a flat scene, show the optimum diet. At the center of a window, in which a mirror reflects your image, an arc of food continually rotates and a sign beneath it reads "Your Daily Diet." Similarly your "Yearly Need" is shown, and the "yearly need" for 130,000,000 Americans is illustrated by contrasting mounds of food with familiar landmarks on Manhattan Island.

Around the rotating cylinder, a series of illuminated figures represent the food producer of 1789. Here is Man loaded with numerous tools, behind him a mixed assortment of foods. A sign reads "1789 Food Production." Other figures of men appear, each man with one tool used in food production, behind him a pile of food associated with the tool he is holding. The sign now reads "Modern Food Production." Thus the comparison between the food production methods of 1789 and our more highly specialized and effective methods of 1939 is set forth.

If you pause and think, you realize that the miracle of the "loaves and fishes" is no more incredible than the food miracles of today. Picture, for example, the amazement of great-grandma could she but return to earth to find our tables veritable magic carpets upon which may be set at any season (and all at one time, if we will), food from any part of the world. She would be astounded, too, to learn that like witches' potions certain diets may affect our love life, our sex, may make us grow, can actually make us live longer.

At the end of the hall, the climax of the show is housed in a huge 60-foot egg-shaped form, or ovoid. As you stand eye-level at a window which stretches for the entire length of the ovoid, you gaze upon as hysterical a landscape as any surrealist ever conceived. An avocado with five jewels glowing from its skin surmounts a scabrous mountain peak, a flight of lobsters wings its way into the mountains from the seas, a great trans-Atlantic aqueduct spills roses into a desert, while an eye blinks mysteriously from a cave and a clock inside a can races madly backwards.

Suddenly the mystery is cleared by a voice, saying: "This is the kind of a world your great-grandmother would imagine we lived in if she were told of our countless achievements in food." A light flashes on each object as the voice interprets its symbolism. . . . The avocado's five jewels: the five precious nutritional elements found in food—carbohydrates, proteins, fats, minerals and vitamins. The winging lobsters: modern transportation makes it possible to have fresh fish in landlocked mountains. The blinking eye: man's victory over night-blindness through Vitamin A foods. The clock running backwards: canning has perpetuated harvest times. The aqueduct: irrigation has flowered wastelands.

A startling anticlimax to the show is the exhibit "the challenge

to the future," which is housed in a huge chamber under the ovoid itself. Here the walls and ceilings impress you with their grave message of food questions yet unsolved. Springing from the shadows, newspaper headlines and photomontages graphically depict a score of acute food problems darkening man's future. As the show ends, you turn away reflecting on another unfinished job for the "World of Tomorrow." Yet every unfinished task is a challenge—an opportunity for an additional achievement in man's progress.

The exhibits in this building include:

EASTERN STATES ICE CORPORATION:—A large replica of a refrigerator dominates the display of Eastern States Ice Corporation. In a block of ice appears a living model who tells the story of refrigeration of tomorrow. A number of marionettes dramatically illustrate the manner of cooling, cleaning, moistening and maintaining freshness of food placed in the compartment. On a rear wall of the exhibit is a mural depicting the Aurora Borealis.

LOOSE-WILES BISCUIT COMPANY:—The little Sunshine Bakers that have appeared in Loose-Wiles Biscuit Company advertisements for many years come to life in this Exhibit. A galaxy of midget stars dressed in immaculate white costumes are on the job morning, noon and night, offering a variety of entertainment. Between performances they are busy packing giant cartons of "Krispy Crackers" and other Sunshine products. A diorama map shows the complete coverage of the United States by Sunshine trains and trucks.

PLANTERS NUT AND CHOCOLATE COMPANY:—In this Exhibit, translite photographs show the process of peanut cultivation, from first growth to maturity. A colored motion picture illustrates the development of the seed to the full-grown plant. Here are displayed Planters' peanuts, oils and other by-products made by the company. Murals depict the various uses of peanuts, whose food and chemical values are shown by other devices.



A SECTION
OF FOOD
FOCAL
EXHIBIT

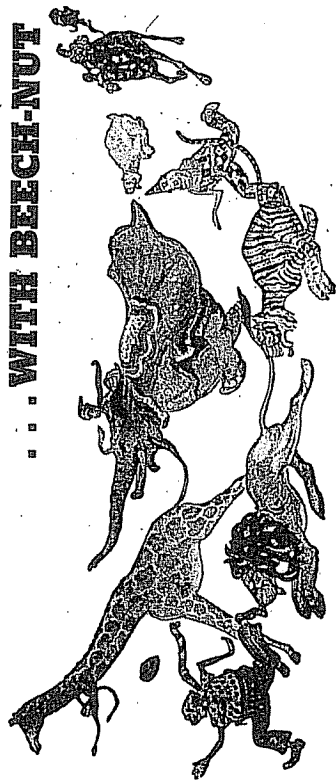
REFRESHMENTS AT THE FAIR, INC.:—The Exhibit (Skidmore and Owings; John Moss, associate; designers of exhibit) features the "Bottling Plant of Tomorrow"—a plant with a capacity of 140 bottles a minute operating to supply thirsty visitors with Coca-Cola. Across a sweeping 140-foot counter, you can follow the glistening bottles as they emerge from the sterilizer and proceed on an endless conveyor through automatic filling, sealing, and mixing machinery—all under critical supervision to safeguard the purity of "the drink everybody knows." Above the counter, a large mural depicts the place of Coca-Cola in daily life; while to the left, an animated cartoon in technicolor illustrates Coca-Cola's world-wide distribution and popularity.

ACADEMY OF SPORT

ABOVE THE ENTRANCE are three murals, devoted to sports, by Davis Fredenthal. The Exhibit within includes displays of outstanding sport trophies such as the Sugar Bowl; the Westchester Polo Cup; a portion of the Yale Fence, familiar in football photographs; and the Little Brown Jug, for which the Universities of Michigan and Minnesota compete in their annual football games. The products of major sporting goods manufacturers are shown. Classes in baseball, football, boxing and track, are conducted by champions, managers, coaches and noted football players in the Court

STEP BACK INTO YOUTH

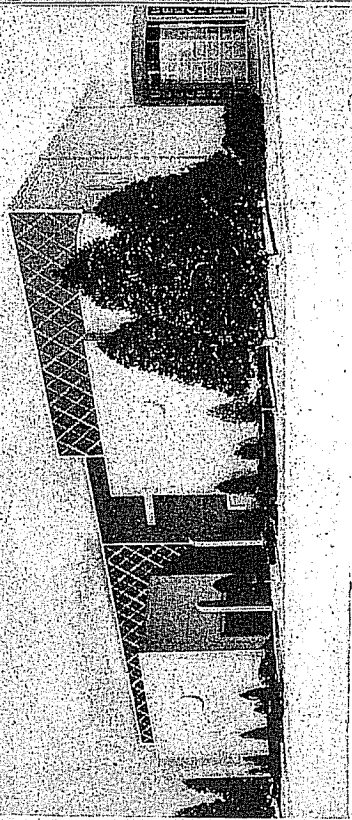
... WITH BEECH-NUT



HURRY, HURRY, HURRY, EVERYBODY'S GOING TO...

Rainbow Avenue & Garden Way, to the Beech-Nut Building to see the "Biggest Little Show on Earth." Circus... Mechanical marvels, clowns, calliopes, acrobats and elephants to delight you.

ALSO see lifelike dioramas showing cultivation of coffee, chicle, peanuts, etc. Educational and entertaining.



THE BEECH-NUT BUILDING

of Sport. All sports activities, including the awarding of trophies and pennants to winning teams and champions, flag raising ceremonies and other special events, are centered in the Academy. And here the Fair will award the "Golden Laurel" for the outstanding achievement in sport in the year 1938.

AMERICAN TOBACCO COMPANY

THE BUILDING (Francisco and Jacobus, architects and designers) is located on the Avenue of Pioneers. Cigarette-making machines are visible to passers-by through plate glass windows or may be seen close-up from within. The machines are supplemented by six dioramas which illustrate various steps in the planting, growing, curing and marketing of tobacco. On a translucent screen, motion pictures visualize the manufacture of these cigarettes, demonstrating the exclusive Lucky Strike "Toasting" process and the passage of tobacco through the ultra-violet ray chamber. An interesting free book, *The Story of Lucky Strike*, is distributed to visitors.

BEECH-NUT PACKING COMPANY

THE BUILDING (Magill Smith, architect and designer) is situated on Rainbow Avenue. Murals adorn the walls and animated dioramas show the growing, processing and transportation of coffee; the cultivation of peanuts, tomatoes and various vegetables used in the manufacture of Beech-Nut strained foods. Another diorama portrays a jungle scene in Central America where chicle, the basic

ingredient of chewing gum, is collected from the Sapota trees and prepared for shipment to the United States. Highlighting the Exhibit an exciting miniature circus parade is followed by mile-a-minute laughs, the thrills and chills of the "Biggest Little Show on Earth." Agile aerialists, acrobats and clowns, even wild animals, perform breath-taking acts with skill and daring. Free coffee and samples of various Beech-Nut Products are served at elaborate demonstration counters by colorfully costumed sampling girls.

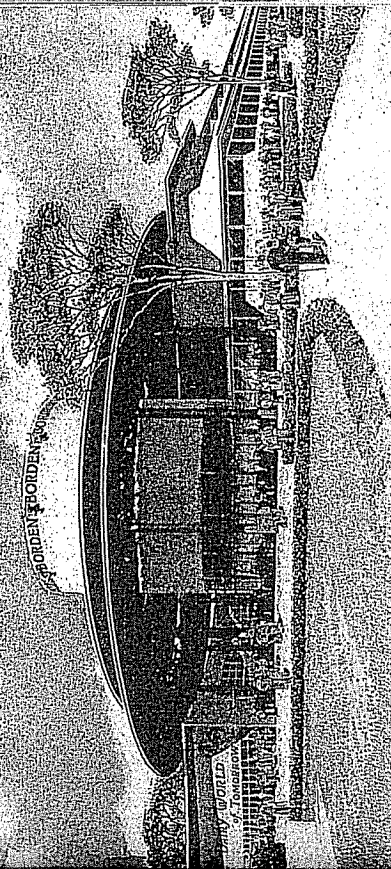
THE BORDEN COMPANY

FACING THE STATUE OF George Washington on Constitution Mall, the Building (Voorhees, Walker, Foley & Smith, architects and designers) is readily identified by its gold-crowned rotunda and the live dairy cattle plainly visible through the glass wall which borders Jefferson Place. This is "The Dairy World of Tomorrow" where five breed associations exhibit 150 pedigreed cows. The major feature of the show is the electrically operated rotolactor (or revolving platform) on which cows are washed, dried with an individual sterilized towel, and mechanically milked. In addition to the main hall with its displays and dioramas, you may also view the process room where the milk is received through stainless steel pipes from the rotolactor—pasteurized, irradiated, bottled



New wonders and secrets of science....new magic with milk...no end of fascinating new things to marvel at, await your visit to the *Dairy World of Tomorrow!*

THE BORDEN EXHIBIT. NEW YORK WORLD'S FAIR



THE BORDEN COMPANY'S "DAIRY WORLD OF TOMORROW."

and capped. Should you become tired or hungry you need only step into the Dairy World Restaurant and partake of familiar Borden products. Set amid green trees and shrubbery reminiscent of the countryside, the Exhibit demonstrates the modern hygienic methods of milk production that may be used universally in the future for the benefit of mankind.

CONTINENTAL BAKING COMPANY

ON THE AVENUE OF PIONEERS, the Wonder Bakery (Skidmore & Owings, architects; John Moss, associate) demonstrates every phase in the baking of "slo-baked" Wonder Bread and Hostess Cake. A feature of this graceful building is its curving, white façade, dotted with red, blue and yellow balloons indicative of the distinguishing feature of the Wonder Bread wrapper. On the façade itself, "Happy Wonder Bakers" and characters from *Alice in Wonderland* lead you to the entrance. In a circular gallery which encloses an open-air pool, you see the flour being sifted and weighed, the mixing of ingredients, the dough going through various stages, and finally the bread emerging from the slicing and wrapping machine. Sandwiches made with bread fresh from the oven are served at the Wonder Sandwich Bar. Located in the rear of the building is the only wheat field sown and cultivated in New York City in 68 years.

DISTILLED SPIRITS EXHIBIT, INCORPORATED

A STRIKING FEATURE of the Building (Morris Sanders, architect; Ross-Frankel, Inc., and Morris Lapidus, designers) is the 50-foot decorated, structural banner which flares outward above the main entrance on Rainbow Avenue. The Exhibit treats four major subjects—revenue derived from the industry, revenues received by the various States and the uses to which they are put, the division of the consumer's whisky dollar and the manufacturing costs of liquor, and the industries that have benefited from the distilled spirits industry since repeal. On a revolving spiral stage in the rotunda, the theme display unfolds the story of the industry from the sowing of the grain to the last distilling process. Here you see the factories of related industries, farm machines, trains, cars, trucks, people—all moving with amazing realism. Other exhibits include an animated model of a distillery, a laboratory with qualified attendants present to answer your questions, and the Owen-Illinois Glass Company's showing of historical bottles. Except for displays in the Government Zone, this is the only exhibit featuring distilled spirits. (For a list of the companies cooperating under the Distilled Spirits Exhibit, Incorporated, see page 237).

THE FOOD BUILDING (North)

THE FOOD BUILDING (North) is on Constitution Mall and John Jay Street (M. W. Del Gaudio, Henry Titus Aspinwall and Paul F. Simpson, architects). The rotunda is forty-five feet high and the great entrance is covered with a striking mural by Pierre Bourdelle. Additional murals depict various phases of production and distribution of foods.

CALIFORNIA OLIVE ASSOCIATION:—With its Mission setting, the Exhibit is typically Californian in *motif*. A robot—guised as a Franciscan Friar—tells the romantic story of the olive industry. Colorfully costumed hostesses explain how, through man's ingenuity, this fruit has been converted into a delectable table delicacy. Photomurals and commodity displays complete the Exhibit.

CANADA DRY GINGER ALE, INC.:—The Exhibit is devoted to attractive murals of Canada Dry products and the methods of manufacture. A new type of animated display—The Metamorphisor—is demonstrated. In this feature, an ingenious mechanism creates an optical illusion of an appetizing drink changing to a bottle and vice versa. At a modernly equipped bar, Canada Dry beverages are sold to Fair visitors.

CURTISS CANDY COMPANY:—The nutritious foods that

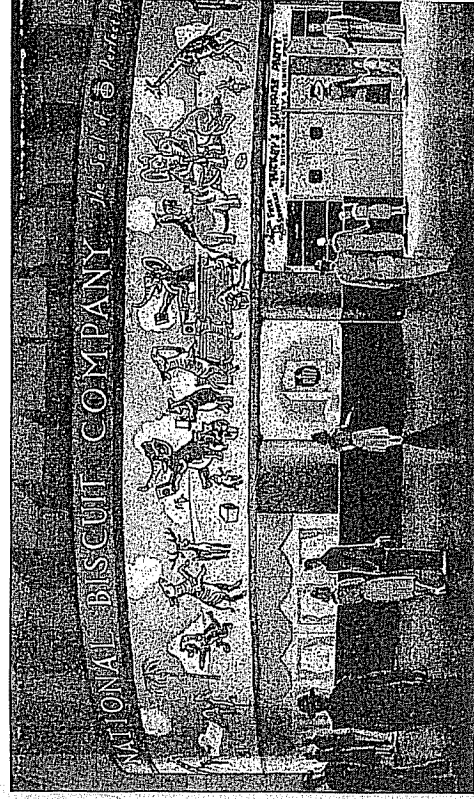
go into the manufacture of their well-known *Baby Ruth*, *Butterfinger*, *KokoNut Roll* and *Jolly Jack* candy bars are the theme of the Curtiss Candy Company Exhibit. Miniature trains carrying ingredients into a model of the factory and distributing the finished products provide display animation. A photomural emphasizes the scientific care exercised in the manufacture of Curtiss candies.

"THE 'JUNKET' FOLKS," Chr. Hansen's Laboratory, Inc.:—The color scheme of this exhibit is "The 'Junket' Folks" blue, with a display counter in three shades of that color. Demonstrations by fetchingly costumed girls, include the making of rennet-custards with "Junket" Rennet Powder and "Junket" Rennet Tablets; ice cream with "Junket" Freezing Mix; smooth, creamy fudge candy with "Junket" Quick Fudge Mix; and an unusual, tangy, zesty, new dessert made from an old Danish recipe. Murals and an animated feature illustrate these products.

B. FISCHER & CO., INC.:—The Exhibit shows the evolution of the coffee business, from the plantation to the cup, by means of murals, animated pictures and dioramas. Illustrations relating to Astor tea and spices are also displayed. Through the educational values of this Exhibit, the Fischer Company stresses the scientific way in which its materials are handled and packed.

GENERAL FOODS CORPORATION:—In a simply designed, oval-shaped Exhibit the producers of Jell-O, Maxwell House and Sanka Coffees, Birds Eye Frosted Foods, Post Toasties, Walter Baker Chocolate, and many other grocery products, proclaim their place in "The World of Tomorrow." A high spot for visitors is a glass-enclosed model kitchen, where the food served at the 12 sampling counters is prepared by a staff of skilled home economists.

THE EXTERIOR OF THE NATIONAL BISCUIT COMPANY EXHIBIT



Bake-A-Cake-Kits, and Walter Baker's Chocolate in a souvenir package, as well as the popular General Foods cook-books are on sale here.

MAISON PLOUVIER:—Pastry and biscuits freshly made before your eyes are here displayed in a manner both instructive and attractive by one of the best known master-bakers of Paris. The attendants and workers occupied at the counter and in the fully visible bakery are dressed in the native costumes of Brittany. Here you may taste, with the compliments of the exhibitors, the *gâteaux* for which French bakers are famous.

NATIONAL BISCUIT COMPANY:—A specially produced Walt Disney motion picture, entitled *Mickey's Surprise Party*, is the outstanding feature of the Exhibit. Fair visitors are invited to see this amusing film in an air-conditioned theatre. An animated display of puppets designed by Tony Sarg, march around the exterior of the theatre behind glass. Other clever murals conceived by Mr. Sarg appear above the National Biscuit Company's "Puppet Parade." The Disney picture is in technicolor and features many of the well-known "Mickey Mouse" characters. Walter O'Keefe, master of ceremonies during this screen program, is also the featured commentator in a second technicolor production of an informative nature. The architect is Louis Wirsching, Jr.

S. A. SCHONBRUNN & COMPANY:—By means of photo-murals, models and picture slides, the Exhibit illustrates, in a dramatic and educational manner the production and use of the company's famous Medaglia D'Oro coffee, continental Italian Roast, and Savarin, the American type.

THE SILEX COMPANY:—The Exhibit is dominated by a giant Sillex Glass Coffee Maker complete in every detail. The Sillex Booth is divided into two sections. One section is a Sillex Snack Bar where coffee, frankfurters and hamburgers are prepared on Sillex equipment. The other portion of the booth is devoted to displays of commercial and domestic model Sillex Glass Coffee Makers.

THE TAYLOR PROVISION COMPANY:—This old company has chosen a Colonial inn as the setting for the Exhibit of the *Taylor Pork Roll*, a food product that originated in Colonial days and has been made ever since by the same firm. Time-mellowed oak panelling, furniture of George Washington's era and an open fireplace add a compelling charm to the display.

WAGNER BAKING CORPORATION:—The feature of the Exhibit is the baking of Mrs. Wagner's Pies right on the premises. The Fair visitor is invited to watch a display demonstrating how a modern pie-making machine and rotary oven turn out tempting, golden-brown pies. In a special section of the Exhibit, Mrs. Wagner's Pies are served.

G. WASHINGTON COFFEE REFINING CO.:—Here is a

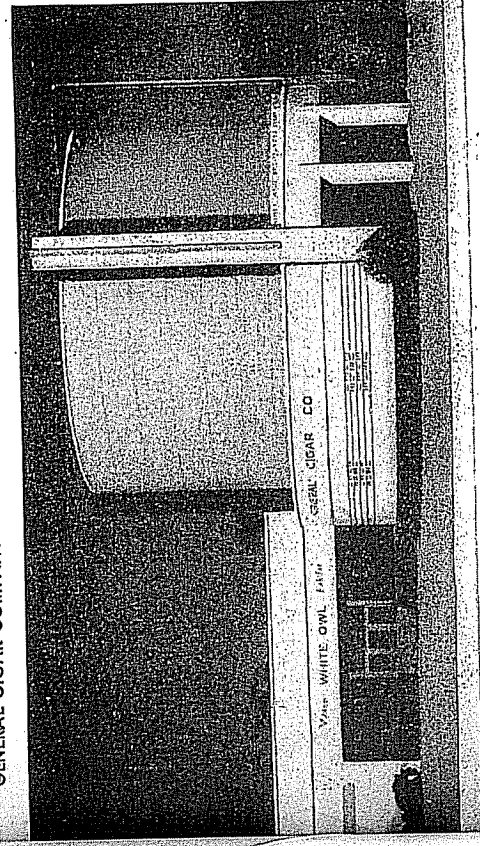
scientific display showing the growing and the preparation of coffee from the plantation to the finished product. The air-conditioned booth has an invisible glass front: magic doors open and close by means of an electric eye. The interior is decorated with mirrors and cut glass designs. At the Coffee Bar many coffee-flavored foods are served, and here is available the newly-introduced "Soup of Tomorrow," an instant and delectable broth.

WILBERT PRODUCTS COMPANY, INC.:—The Exhibit tells the story of "No-Rub," and Wilbert products are illustrated by "The young redhead who lived in a shoe and had so many suitors she didn't know what to do." The exterior is shaped like a giant white shoe, in which a mechanized, life-size reproduction of the "redhead" stands beckoning passersby to enter. Within, six lighted dioramas tell an amusing story of her adventures with many suitors and how the "he-man" won her. Two final scenes show the newlyweds using Wilbert and "No-Rub" products in their home.

GENERAL CIGAR COMPANY

THE MOST PROMINENT exterior feature of the Building situated at the intersection of Jefferson Place and the Avenue of Pioneers (Ely Jacques Kahn, architect) is a mural directly over the main entrance. In the Exhibition Auditorium the manufacture of White Owl cigars is demonstrated. A huge mosaic mural (Dock Curtis, designer) depicts the growing, manufacturing and use of cigar tobacco. Tapestries of unique design, composed of thousands of simulated White Owl cigars, cover ceiling and walls leading into Exhibition Auditorium. Other features consist of world news flashed on a screen; automatic score boards giving inning-

GENERAL CIGAR COMPANY



by-inning accounts of every American and National League game, and a comfortable lounge room that leads into a charming garden.

HEINZ DOME

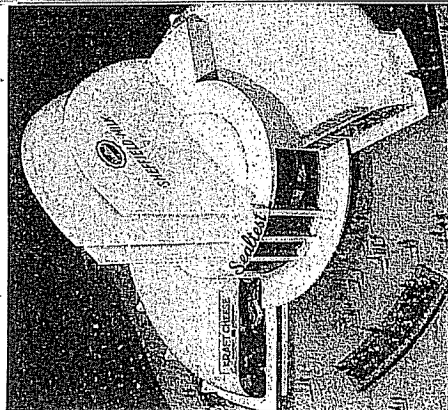
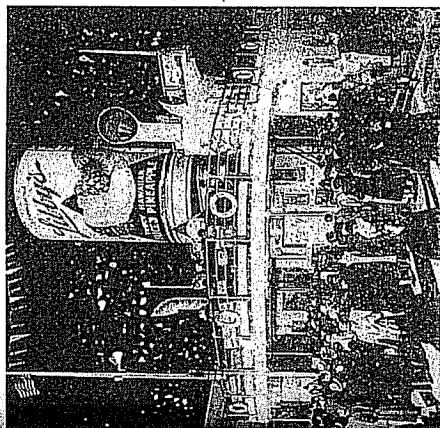
H. J. HEINZ COMPANY DOME (Leonard M. Schultze and Archibald Brown, architects), Rainbow Avenue and Constitution Mall, is 90 feet high. The exterior is decorated with large and colorful murals by Domenico Mortellito. In the interior is a Raymond Barger creation, the tallest piece of sculpture at the Fair, the Goddess of Perfection, on a base of figures symbolizing a world-wide quest for foods. In a scientific laboratory, tomatoes growing on vines ten feet high derive nourishment from a chemical solution containing nutritive elements ordinarily found in the soil. The animated Heinz figure, the "Aristocrat Tomato Man" (Gardner Displays), sings, nods his tomato head and smacks his lips. A series of six plaques depicts the company's progress in the preparation of its food products since grandmother's time.

LIBBY, McNEILL & LIBBY

CONSTRUCTED TO RESEMBLE a modern ship with two decks, state-rooms, captain's quarters, and rotating funnels which are replicas of two large Libby cans, the "Libby Treasure Ship" occupies the interior center portion of the food building on the eastern side of Constitution Mall and Rainbow Avenue. In the portholes around the lower deck the history of the canning industry is portrayed by a series of animated, sound-tracked dioramas, while colorful and descriptive marionette shows, also synchronized with sound, are staged every 45 minutes in the center of the same deck. In the stern, at two oval counters surmounted by a large rotating Libby can, Libby's Family of Juices—tomato, pineapple, grapefruit, loganberry and grape—are served. A can line with a can-closing machine manufactures souvenir saving banks which are presented to each purchaser of chilled juices. In the bow of the ship are displayed new and economical canned foods. On the upper deck is a lounge area decorated with various Libby, McNeill and Libby products.

NATIONAL DAIRY PRODUCTS CORPORATION

ON RAINBOW AVENUE, the Sealtest Building (De Witt Clinton Pond, architect; exhibits by Kenneth H. Rippen Company, Inc.) is constructed in a manner that enables you to view the entire dairy show with a minimum of time and effort. Portraying the

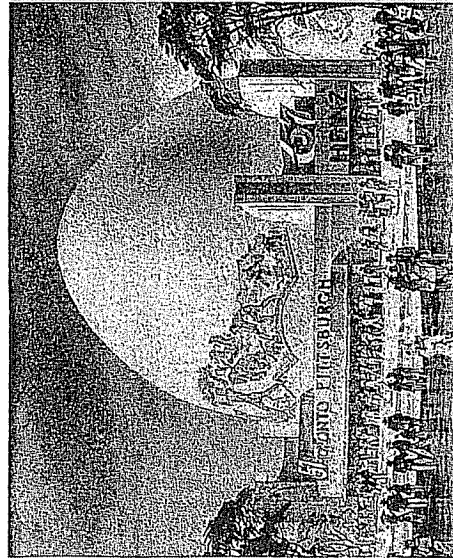


Sealtest System of Laboratory Protection (National Dairy Products Corporation's laboratory organization), the Exhibit emphasizes Sealtest's contributions toward a higher level of public health. Here you see a model milk pasteurization and bottling plant with a potential bottling capacity to meet the needs of a city of 15,000 people. The manufacture, freezing and packaging of ice creams, sherbets and ices is shown. Machines with almost human fingers, demonstrate the packaging of Kraft's famous "Philadelphia" brand cream cheese. A small replica of the well-known Sealtest Kitchen in Radio City shows how Sealtest dietitians translate the great nutritive value of milk into nourishing recipes for everyday household use. At a modernistic dairy-bar, Sealtest products are served.

(ABOVE LEFT)
LIBBY, McNEILL &
LIBBY'S "TREASURE
SHIP"

(ABOVE RIGHT)
NATIONAL DAIRY PROD-
UCTS CORPORATION
"SEALTEST" BUILDING

(RIGHT) WITHIN THIS
HUGE DOME IS THE
EXHIBIT OF THE
H. J. HEINZ COMPANY



SCHAEFER CENTER

FEATURING THE FAIR's longest open air bar, *Schaefer Center* sends out a hearty invitation to rest, relax and refresh yourself. In this centrally located restaurant seating 1,600 people—it takes in the whole of Lincoln Square—you may find everything from a quick snack to a full-course dinner served at popular prices. The menu offers the best American and European dishes, in addition to the innovation of prize recipes created by famous chefs in which beer is an important ingredient. *Schaefer Center* is sponsored by the F. & M. Schaefer Brewing Company, brewers of America's oldest lager beer. Eggers & Higgins were the architects: A mural over the 120 foot bar, depicting the history of Schaefer Beer, is the work of artist Arthur Crisp. The murals in the restaurant proper tell the story of beer from the time of the Phoenicians to the present day. They are the work of artist André Duranceau.

STANDARD BRANDS, INCORPORATED

AT RAINBOW AVENUE and Market Street, a large fountain flanks the entrance of the Building (Skidmore & Owings; John Moss, associate; architects, designers), which consists of four glass-walled pavilions enclosing an open air theatre seating 1,600 people. This will be the scene of many radio broadcasts during the summer, and here Rudy Vallee and others sponsored by the company will stage their weekly broadcast. The four pavilions are known as the Fleischmann's Yeast, the Chase & Sanborn Coffee, the Royal Desserts and the Baking Industry Pavilions. At one of the longest coffee bars in the world, coffee, tea and baked goods are served. A model bakery and a coffee roaster are shown in operation. Vitamins (ingredients which profoundly affect health and life itself) are also on display. By a system of push buttons, visitors are able to check on their own menus and see if they are getting enough of each vitamin.

Dine Delightfully TOFFENETTI RESTAURANT



On Avenue of Pioneers
DELICIOUS MEALS
PROMPT SERVICE
REASONABLE PRICES

AND GARDEN

Air Conditioned

"FAMOUS FOR HAM AND SWEETS"

SWEDEN SQUARE

Sweden Square, on Market Street, is the official exhibit of the Swedish Government; it is described in the text on Government (see page 152).

SWIFT & COMPANY

IN A BUILDING resembling a gleaming super-airliner (Skidmore & Owings, architects), set in a beautifully landscaped garden occupying two and one-half acres on the Avenue of Pioneers, Swift & Company demonstrates the manufacture of three American food favorites—Swift's Premium Frankfurts, Premium Ham and Premium Bacon. The official "red hats" of the Fair are made in the building, with every step in the streamlined process actually on view. The Exhibit is divided into two principal sections; one the mahogany body or "hull" of the plane, the other the wings. The entrance, under the nose of the plane, forms a canopy over a reflecting pool. Within the tubular body, the great hall resembles the nave of a cathedral.

From the center of the "hull," between the two wings of the building, rises a glass smoke tower. Beneath, is the glass-enclosed smoke room, in which the flavorful age-old process of ham-smoking is conducted. In glass-enclosed pavilions at either end of the two wings, the manufacture of Swift's Premium Frankfurts and the slicing of Premium Bacon are carried on. A glassed-in circular lounge "floating" in a circular pool 100 feet in diameter is another Exhibit attraction. Dramatic illumination is a feature of the night scene, the main outlines of the building being clearly defined, the pools providing an ever-changing pattern of color.

TURKISH PAVILION

The Turkish Pavilion, on Market Street, is the official exhibit of the Turkish Government and is described in the section on Government (see page 153).

SCHAEFER CENTER GRACES LINCOLN SQUARE

