

FLORIDA

ON A PLOT of 118,000 square feet—the largest tract contracted for by a single state—Florida, "The Land of Flowers," has created a tropical paradise (West Shore of Fountain Lake). Ornamenting the grounds and the patio of the extensive Exhibit are palms, orange trees, and 6,000 tropical plantings brought from the swamps of the Everglades, the high pine lands and the flatwoods of Florida. On the lake shore is a typical Florida beach, gay with colorful cabanas and flowers and trees indigenous to the southern coast.

Florida's building, composed entirely of native materials, rises to a beautiful tower containing a carillon which rings out over the Fair grounds. In the evening the tower becomes a golden shaft surmounted by a crown of jewels with the word Florida in glowing letters.

An heroic-size talking statue of Ponce de Leon stands at the entrance to the building and invites you to come inside where, in an atmosphere laden with the odor of orange blossoms and filled with the song of the cardinal, you may in a twenty-minute period experience the full cycle of a glorious Florida day.

Forty-five exhibit units lining the walls of the building reproduce Florida's points of interest, her advances in art, science and industry, and her vast natural facilities for healthful recreation. Spectoramas, the largest ever built, depict the State's many attractions. At the fruit juice bar in the patio visitors may eat orange sherbet and drink Florida orange and grapefruit juice.

GEORGIA

GEORGIA'S EXHIBIT in the Court of States is housed in a building which shows the uncompromising colonial architecture of the deep South.

Within the building the visitor finds historical exhibits that begin with Sir James Oglethorpe, English philanthropist, who dreamed of and planned for his fellow men a refuge from the poverty of old England on the fat soil of the New World. In a colony founded upon benevolence and brotherhood, he beheld the true Utopia. That particular dream failed, but now Georgia looks again toward the future, and Utopia once more looms on the horizon, for Utopia is only the sum total of what you are determined to secure. Various exhibits display gold coins and gold nuggets; a complete line of minerals and cotton goods, ceramics, and the abundant wild life that makes Georgia a sportsman's paradise. A detailed exhibit demonstrates the conversion of Herty slash pine into wood pulp and paper, a process which promises to contribute much to the prosperity of the State.

ILLINOIS

THE EXHIBIT in the Illinois Building creates the illusion of looking over Illinois from the center of the State. Murals of ceiling height supply towering background for detailed replicas of State attractions. Aerial photographs create authentic atmosphere for glimpses into manufacturing, commercial, educational and recreational facilities of the State.

The largest single exhibit is a scale model of the City of Chicago. Most of Chicago's 450,000 buildings have been made to scale, carved and placed in its exact location. The diorama is minutely detailed and shows public buildings, parks, waterways, railroad terminals and yards, elevated systems and utility networks.

In addition to giving an exciting picture of modern Illinois, the exhibit portrays much of the State's glorious history. Its first capitol, Kaskaskia, washed away when the Mississippi changed its course, has been reconstructed on a scale model from old photographs and a plan of the town. Abraham Lincoln's home in Springfield and all of the State's five capitols have also been built in scale models. Another attractive exhibit is the authentic reproduction of New Salem as it appeared when Lincoln lived there in the years 1831-1836. The Lincoln tradition is dramatized in the call of today to the power and progress which spells Illinois.

MAINE

IN ONE OF THE Court of States Buildings stands a vibrant, dynamic portion of the State of Maine. Life goes on as it does in the State itself. Waves roll in from the ocean onto clean sandy beaches; streams flow down the sides of mountains, through growing forest trees, and empty into broad rivers.

This realistic method of display is carried out in the portrayal of the industrial and agricultural phases of the State.

In attendance are courteous State-of-Mainers equipped to answer all questions and to supplement the information so effectively presented in the displays.

MASSACHUSETTS

ENTERING THE MASSACHUSETTS BUILDING (a part of the New England Combined Exhibit), the visitor finds himself in the Hall of the Past surrounded by articles, buildings and scenes illustrating the early days of the State. On one wall is a diorama of a typical old Massachusetts town.

The Hall of the Present occupies the largest part of the building's space. Here, on a triple screen covering the entire wall, is projected a continuously changing series of color photographs showing how Massachusetts lives, works and plays. Just beyond the screen, a diorama portrays a Massachusetts town of today.

The Hall of the Future completes the Exhibit. Since the State's future rests largely upon its industries, this room is devoted to the latest in invention and the results of new techniques and processes.

MISSOURI

THE MISSOURI BUILDING is distinguished by a façade of Greek design, a replica of the front of the Rolls County Court House, erected at New London, Missouri, in 1856. In dioramic form the Exhibit illustrates the story of Missouri's various resources, her manufactured products and her superb transportation system. Primarily an agricultural state, with horticulture, stock raising and rich mineral deposits contributing to her well-being, Missouri naturally makes a display of such resources. By no means, however, are her activities confined to the products of the soil. Manufacturing, as the exhibit indicates, plays an equally important part; while great forests supply a variety of timber, and her well-stocked, swift-flowing rivers attract thousands of sportsmen each year. Her mountains, forests, lakes and rivers combine to make an ideal playground, which, by means of her splendid highways, is easily accessible to tourists.

No Missouri exhibit would be complete without reference to her great men: Thomas Hart Benton, for instance, who promoted navigation and roads, the pony express and the telegraph, opposed land speculators and fought for the Homestead Act long before Lincoln; Senator Schurz, who led a political reform movement in the seventies; Mark Twain, one of America's greatest writers, who introduced "western humor," injected a free-and-easy style into literature, and instigated much questioning of established conventions.

Missouri is a moderate state, realistic and honest. She produces most of the things men need: meat, boots and shoes, motor vehicles, lead and building materials, food and clothing.

NEVADA

TO MOST PEOPLE, the Comstock Lode stands for Nevada. Mining has been and still is the very essence of its existence, and with this goes an easy life, a hard life, one built on the spirit of venture, though not necessarily in the sense of being dependent on the wheel of fortune. Mount Davidson is a magic name, for it is the richest mine in the world. But Nevada silver is no longer all-important, a fact amply illustrated by the Exhibit of this State. Irrigated soil yields millions of dollars of alfalfa, cotton, and fruit. But increasing agricultural activities have not robbed the State of its carefree, independent spirit. Life in Nevada is still expansive, and opportunity still beckons to the American of 1939, as the exhibit amply demonstrates.

NEW HAMPSHIRE

THROUGH THE MEDIUM of realistic dioramas, the New Hampshire Exhibit, a part of the New England Combined Exhibit, reproduces some of the State's famous activities, interests and scenic beauty. One of these displays depicts Tuckerman's Ravine on the side of Mount Washington, highest of all mountains in Northeastern America. Another is a huge reproduction of the popular Maxfield Parrish "New Hampshire" poster. Other dioramas reveal industrial, agricultural and coastal activities of the Granite State.

A 20-foot high relief map, richly colored, gives a more comprehensive picture of the many interesting features of the State.

An old New Hampshire farm kitchen serves as an information booth for visitors to the Exhibit.

NEW JERSEY

PROUD OF HER INDUSTRIES, but prouder still of her rich historical background which made possible that industrial progress, New Jersey has reproduced on 15,000 square feet of space, the old Eighteenth-Century Trenton Barracks. The "Old Barracks" typify a State memorialized by such names as Monmouth, Princeton, Morristown and Greenwich—compelling reminders that New Jersey played a principal rôle in the drama of the Revolution and in the great epic of America.

The various Departments of State, the industries, and the lake, mountain and shore resorts are represented in the building. Here the visitor finds an exciting and complete pictorial showing of the growth of the State from the Eighteenth Century up to the present time. Here appear pictures of New Jersey as one of the thirteen original colonies—South Jersey during the bitter days of Valley Forge—and of the modern State in the founding of which Alexander Hamilton played so important a part.

Other photographic displays show the unsurpassed coast line, noted the world over for its bathing and fishing and yachting, its quiet camping grounds and its luxurious hotels.

NEW YORK

AS HOST STATE, New York has appropriated the largest sum of money provided by any state for its participation in the New York World's Fair. In addition to erecting the permanent Fountain Lake Amphitheatre, the Empire State has built directly in front of it a temporary building which houses graphic and arresting displays of New York's vast resources and its social progress.

Sunk below the floor level in the main lobby of the exhibit building, is a large relief map of the State. Lights flashing on and

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NEW YORK STATE

THE STATE THAT HAS EVERYTHING



off pick out the counties, principal cities, highways, rivers, lakes, mountains, transportation systems, parks and scenic features.

As you stand in the lobby, perhaps inspecting the sixty-two county emblems which decorate the wall, you hear the voice of a narrator summarizing the history of the State.

And then you enter the ground floor of the main exhibition hall which is devoted to the Grand Panorama of the State. Here, in that part of the Panorama called the Hall of Honor, exciting dioramas picture the most dramatic and significant episodes in the lives of the famous men and women whose sculptures are on display.

On one side of the main hall are twelve booths, each devoted to one of the twelve regions into which the State has been divided for the purposes of the exhibit. On the other side of this imposing curved hall, dioramas, models, maps, charts, murals and slides are used to give a vivid and comprehensive picture of points of historic interest and scenic wonders in the State.

Also on the ground floor are numerous exhibits of the State Police Department and the Department of Taxation and Finance. The entire second floor is given over to an interesting demonstration of the functions of the other departments of the State Government.

NORTH CAROLINA

THE "THEME EXHIBIT," the "Court of Tourism," and the "Hall of Development" comprise the three sections of North Carolina's exhibit in the Fair's Court of States.

The Theme Exhibit, designed to look like an artist's palette, bears the inscription: "North Carolina, the Balanced and Colorful State." A perfectly balanced rotating sphere, colored with the many hues of the spectrum, gives imaginative illustration to this theme.

In the Court of Tourism, a new exhibition device—the Triorama—depicts the recreational attractions of this "Variety Vacationland." Hunting, fishing, and camping facilities of the Great Smoky Mountains National Park are portrayed here by beautiful color projections.

The twelve figures of heroic size in the "Hall of Development" symbolize the economic accomplishments and the unusual business opportunities of the State. Two extensive relief maps are prominent features of the Exhibit.

OHIO

THE OHIO EXHIBIT BUILDING, in the Court of States, has as its main theme, better relationships between labor and employer.

On a revolving platform near the entrance is a huge figure, typifying labor. The base is composed of interesting models depicting

ing industrial and agricultural Ohio. Here Ohio's great industries, such as ceramics and pottery, rubber, steel and aviation, constantly move before the visitor. Education and conservation are also depicted. Spotlights, playing on the huge dome above this figure, pick out colorful picturizations of more industrial scenes.

Moving to the left, the visitor sees another huge figure with lucite rays darting from its finger-ends to one great city after another, emphasizing the important attributes of each one. Next come an agricultural display and a conservation exhibit. The latter pictures the Lake Erie water front with its fishing industries and parks and playgrounds along the sweep of its sandy beaches.

In the center of the exhibit is a motion picture show where the Fair-goer may sit and relax as he views a film on the attractions of the Buckeye State.

PENNSYLVANIA

A NEAR REPLICA of Philadelphia's famous Independence Hall, the Exhibit comprises displays which are modern in spirit. In the center of the tower-entrance, the visitor sees an enlarged replica of the Liberty Bell, while to the left and right, the walls are draped with the flags of the 48 states. A large open door leads into the Hall of Democracy. Here a photomural depicts a peaceful Pennsylvanian landscape. Hanging from the ceiling, a huge crystal projects into the sky of the mural the words: "Freedom, Peace, Democracy." From the Unity Bridge, a curved steel structure suspended from the ceiling, the visitor is provided with a clear view of displays in both the Hall of Democracy and the Hall of Tradition. In the latter, ten exhibits dealing with the highlights of Pennsylvania's history comprise painted murals and photographs; show cases containing historic documents; and several 10-foot plastic figures, each costumed to represent a typical man or woman of a particular period. A mirror covers the entire surface of the end-wall, and here a slowly swinging pendulum symbolizes tradition.

In the section known as the Hall of Progress, large neon lights suggest "Keystones to Progress." The wall exhibits comprise three major divisions: natural resources, industrial resources, and human resources. Depicting the achievements in farming, mining, power, manufacturing, transportation and communication, commerce and finance, education, recreation, welfare and health, the rich display consists of original products and manufactured goods, of panoramas and enlarged photographs. In the dress of today and standing hand-in-hand, ten plastic figures suggest the cooperative spirit.

Against another mirror-wall, a swiftly rotating aeroplane propeller symbolizes progress. Among other features of the exhibit is a theatre in which Pennsylvania industries and state departments show moving pictures of their activities.

PUERTO RICO

CREATING AN ATMOSPHERE typical of old Spain, a cloistered esplanade with balconies surrounding a Spanish patio sets the mood for the Exhibit. Murals at the entrance and in the interior depict the life of the Puerto Rican people, their industries and varied activities. A typical street in San Juan is reproduced. The products of the island—rum, coffee, sugar, tobacco, citrus fruits, needlework, pottery and clothing—are exhibited. Here also is a replica of the famous *Boca De Cangrejos* submarine gardens. A large diorama illustrates the old fortress of El Morro, while adjoining it is shown the *Casa Blanca*, erected by Ponce de Leon in 1523, and the Governor's residence, *La Fortaleza*. The display of the Institute of Tourism points out the island's scenic beauties and varied attractions.

RHODE ISLAND

RHODE ISLAND, "Cradle of Religious Freedom," has its own building in the New England Combined Exhibit. Impressively designed and ingeniously lighted, the display within the typical Colonial waterfront structure stresses Rhode Island's chief attractions—industrial opportunities and recreational advantages. At one end of the building a huge mural depicting various phases of Rhode Island's attainments and interests is mounted behind the model of Leo Friedlander's heroic statue of *Roger Williams*, and opposite is a large animated map which focuses attention on different industrial centers, as well as recreation areas and the numerous excellent roads cutting through the State. Between the mural and the map there is one of the nation's cherished possessions—a full length portrait of George Washington painted by Rhode Island's great artist Gilbert Stuart. The picture is owned by the State and ordinarily hangs in the State Reception Room of the Capitol.

Cases containing outstanding examples of the State's manufacturing ingenuity, industrial versatility and modern commercial design, and enlarged photographic reproductions of Rhode Island life and activities are other important features of a well-conceived, striking, but restful State exhibit.

TENNESSEE

HOUSED IN A BUILDING of Georgian architecture in the Court of States, Tennessee's Exhibit occupies 13,000 square feet of floor space. In a modern setting of pylons and unique wall treatment, black and white as well as natural color photographs, dioramas and mechanical displays, vividly portray how "The World of Tomorrow will be built upon the natural resources conserved today." Here Fair visitors may quickly visualize the many advantages and

scenic beauties offered by the State. A comfortable lounge and many comely attendants to answer questions add to the pleasure of visiting the Tennessee Exhibit.

TEXAS

THE FAÇADE of the Texas Building in the Court of States is a stirring reproduction of the historic Alamo. In the attractive, air-conditioned auditorium which occupies one wing of the building, is shown a feature-length film, produced in "March of Time" style and dramatizing the contemporary life of Texas in all its important phases. Another wing of the building, comfortably furnished, serves as a meeting place and lounge for persons awaiting the next showing of the film.

In the central portion of the building is a large-scale relief map of Texas showing, in realistic miniature figures, the founding of the Spanish missions, the battles at Austin and San Jacinto, the establishment of the capital at Austin, and other features of life in Texas more than a century ago. The walls in this hall hold a frieze of greatly enlarged photographs depicting scenes of Texas life in the frontier days—an early cattle drive, the landing of immigrants at Galveston, Fort Worth as a military outpost, and many others.

UTAH

BY MEANS OF DIORAMAS, the State of Utah exhibits reproductions of its many attractions. The agricultural and mining industries for which the State is famous are the subjects of this realistic treatment. Also portrayed are the State's two National Parks and its numerous monuments.

Supplementing the dioramas, numerous transparencies demonstrate the varied and often unique activities carried on in the State.

VERMONT

THE THEME OF THE EXHIBIT—"Relax in Vermont"—(in the New England Combined Exhibits Building) is beautifully expressed through a realistic scene of a typical Vermont town nestling among the foothills of the Green Mountains. The simple white fence and Colonial detail of the small portico suggest the serene atmosphere of a picturesque Vermont countryside.

Adjoining this exhibit and flanked by two shade trees is a photograph of a maple grove. A diorama illustrating the manufacture of maple sugar is also a part of this display. Sports and recreational facilities of Vermont are depicted through photomontage. Stream-fishing, dairy farming and other industries are the subjects

of other dioramas and photographs. This exhibit declares that *the* place to live and relax in the "World of Tomorrow" is Vermont.

VIRGINIA

DESIGNED IN A SIMPLE, modern manner, the Virginia Room suggests the broad dignity of this ancient State—a gracious charm tempered by traditional strength. Its walls are covered with pearl-gray velvet, with wood trimmings of yellow maple, and a floor laid with a carpet of gray-green. A center fountain, "The Rivers of Virginia," consists of a symbolic figure of woman, bearing clouds on her shoulder from which rain pours into a basin ornamented with reliefs representing the various products and the sections of the State through which the rivers flow. Here the walls are decorated with symbolic murals. Photographs with explanatory titles are arranged in logical sequences, the walls being lined with shallow niches containing shelves for the volumes of photographs of the State, each niche representing some important category, such as education and history. Desks are provided for a casual glance at the books, while seats opposite make possible a more prolonged reading. Adjoining the Virginia Room, three smaller chambers are devoted to special functions: one contains an information office, another a large relief map of the State, and the third is devoted to changing exhibits of various localities, shrines and places of interest.

WASHINGTON

TOWERING BRONZE COLUMNS and native woods of the State decorate the façade of the Washington Building. Occupying a plot 6,000 square feet in area, it presents a magnificent display of the "Ever-green Empire."

In realistic, activated three-dimensional displays, Washington brings scenes of thrilling beauty to New York—the crown of mighty Mt. Rainier, rising more than two miles above the clouds; giant trees in forest wildernesses larger than many of our states, trees that were mature when Columbus sailed for America, trees that have played a vital part in the building of the greatest industrial nation in the world. You can see the sport of catching game fish in swift running streams and you can view, in actual operation, the building of Grand Coulee Dam on the Columbia River.

The exhibit tells the story of the State's abundance of natural wealth—forests, minerals and fisheries. Especially interesting is the replica of a mine in operation from which the visitor may learn about the seventy-five known minerals essential to industry.

WEST VIRGINIA

IN A BUILDING occupying 3,000 square feet in the Court of States, West Virginia's exhibit reveals in attractive fashion its scenic

beauty, recreational opportunities, historic background, its agricultural and industrial progress, and its vast natural resources. West Virginia has enough coal to heat the United States for two centuries.

The State has vast timber wealth and has therefore built its exhibit entirely of native woods. Painted and photographic murals are extensively employed in the displays.

It was in West Virginia, then a part of Virginia, that the sixteen-year-old George Washington acquired his first important experience of the frontier by surveying lands for Lord Fairfax. Later, the sturdy democrats of this frontier played an invaluable rôle in the great struggle for independence.

NEW YORK CITY

THE BUILDING (Aymar Embury II, architect; exhibits designed by Skidmore and Owings, consulting architects) is one of the Fair's great permanent structures. Located on Front Street adjacent to Grand Central Parkway, it is distinguished by glass bays,

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between which are columns of limestone and terra-cotta. Containing the exhibits of all the City Departments for the duration of the Fair, the Building will afterwards provide every recreation facility, including an ice-skating rink, for the general public. Here the various displays and demonstrations illustrate how the branches of the Municipal Government serve the citizens of New York City. A circular platform encompassed by four pylons provides a central stage where the Mayor and the Board of Estimate are portrayed by means of stylized representations of their particular functions.

Mayor Fiorello H. La Guardia's own exhibit features a mural representative of the 8,000,000 people in New York City. Here also is a reception room where distinguished guests are formally received. The exhibit of Robert Moses' Department of Parks gives a complete résumé of park activities and functions. A public auditorium, equipped with sound projectors, is used for lectures and sound movies that depict certain departmental operations. Situated on the balcony, Station WNYC's studio staff overlooks the exhibit area, describing events as they occur. On the west balcony, another exhibit is devoted to the activities of the W.P.A. as it concerns city functions. Here space is set aside for concerts by departmental bands.

Enacted on a small stage, a drama *Murder at Midnight* enables you to see how the Police Department functions—detectives inspect the scene of the crime, clues are removed to the Police Crime Laboratory; fingerprints are studied, residue from the shoes and fingernails of the criminal are examined and the results explained.

For the convenience of visitors to the Fair and to New York City, the Municipal Reference Library maintains an information service in connection with its Exhibit. Here is sold *New York Advancing* which includes a sixteen-page guide to the exhibits in the New York City building.

BOY SCOUTS CAMP

AT THE NORTH END of the Fair grounds, adjacent to the Federal Building, the camp comprises 83,096 square feet of space and is arranged to accommodate four troops, each with thirty-three Scouts and three Scout leaders. According to a prearranged program, one-third of the Scouts are sight-seeing, one-third are on duty at the camp, and one-third are related to the World's Fair management on Scout service, such as aides and guards of honor for distinguished guests, assistants at various public ceremonies, and special orderlies to Fair officials. In the camp itself, visitors may see demonstrations of handicraft, nature lore, campcraft, camping techniques, and the national display of the Boy Scouts of America. The site is set up by Troops, each with a distinct character and a variety of tentage. With feeding and sleeping facilities, scouts from every part of America are participating.

MEDICINE and PUBLIC HEALTH

Focal Exhibit

THE MEDICINE AND PUBLIC HEALTH Building (Mayers, Murray and Phillip, architects) faces both Constitution Mall and the Avenue of Patriots. On the main facade three sculptures by Edmond Amateis symbolizes respectively: *Benevolence*, as personified by Johnny Appleseed, sower of fruit throughout pioneer America; *Humility*, portrayed by Strap Buckner, the Texas braggart who was finally chastised by the Devil; and *Efficiency*, represented by Paul Bunyan, legendary superman of the North Woods. Adorning the entrance on Constitution Mall, a mural by Hildreth Meiere symbolizes the doctor pointing out to ailing humanity the resources of modern science. One of the largest and most impressive structures of the Fair, the Building houses the greatest presentation of health exhibits ever attempted. These displays are arranged in two sections: the *Hall of Man*, sponsored by the American Museum of Health, and the exhibitor-sponsored *Hall of Medical Science*.

HALL OF MAN

Focal Exhibit

IN THIS VAST, cathedral-like chamber (L. Woodner-Silverman, designer) the theme of the FOCAL EXHIBIT is expressed by a prominent inscription—a quotation from the writings of St. Augustine:

"Man
Wonders over the restless sea
The flowing water
The sight of the sky
And forgets that of all
Wonders Man himself is
The most wonderful."

On a frieze encircling the hall these significant words are repeated in several foreign languages. In this hall an astonishing panorama of Man and his health is unfolded before you: how he grows before birth and how he develops from the cradle to the grave, the structure of his body and how its various parts function. Immediately upon entering the chamber you are aware of a great Man which dominates one end of the Hall. In mysterious

gloom a pulsating heart shines blood-red in the model's breast accompanied by the rhythmic tattoo of his beating heart. This mammoth figure of Man stands out against a background of the rising sun, moving clouds, mountains and flowing water, while to the left stands the life-size Transparent Man, which by a system of electric lights synchronized with a phonograph record, explains the construction and functions of the twenty main organs of the human body. Opposite this figure, a rotating globe shows the population and race distribution of Man throughout the world. On the east side of the center hall a pictorial exhibit—"The Retreat of Death"—depicts the growth and development of the population of the United States and its declining death rate since George Washington's time.

The Parade of Translucent Men comes next, exhibiting the various organs of the human body with remarkable clarity. Indeed, these are real organs and bones made translucent by the Spalteholz process of immersion in oil. Completing the picture of Man, the exhibit "Walking and Working" displays a moving, talking skeleton. And here you may see the bones of your own hand by placing it behind the fluoroscope, or you may test your muscular strength by means of the ergograph.

In the exhibit "Blood and Air" a working model shows how blood circulation is controlled by the action of the heart and its valves. Still another model reveals the circulatory, one-way system, showing how in thirty seconds the blood courses through the main sections of the body. The close cooperation of the lungs and heart is demonstrated, and by means of one of four spirometers you can test the amount of air you breathe into your own lungs. Pictures, working models, dioramas and short moving pictures tell the story of "Eating and Drinking," illustrating the position of the digestive organs and defining the meaning of such familiar words as proteins, carbohydrates, fats, minerals and vitamins.

The functions of the skin and its care are explained by means of another model. Devoted to the unseen activities of the body, an exhibit shows how the red blood corpuscles are replaced every four to six weeks, and how the five senses give Man his contacts with the world. Besides a detailed explanation of sight and hearing, an optical illusion shows how easily the eye can be deceived, while a skeleton is used to demonstrate the cooperation of the senses with the brain and the nervous system. Perhaps one of the most interesting attractions is a huge eye from the interior of which you may observe through varied lenses dropped over the giant pupil, how the world looks to a near-sighted, a far-sighted and a color-blind being.

In the Reproduction Exhibit the laws of heredity and the growth of the child from its birth to puberty are demonstrated, and the significant climax shows that the same biological laws rule all mankind.

The creation of the Exhibition itself was made possible by the cooperation of eight prominent insurance companies (Metro-

politan Life, New York Life, Travelers, John Hancock Mutual, Aetna, Connecticut General, Connecticut Mutual, and Guardian Life of America) who pledged \$123,000 to the American Museum of Health for that purpose and for the provision of a notable setting for the famous Oberlaender Trust exhibits in the field of human physiology. The work was accomplished with the aid of the Carnegie Corporation of New York under the advice and direction of Dr. Louis I. Dublin, Chairman of the Executive Committee of the Fair's Advisory Committee on Medicine and Public Health; Homer N. Calver, Secretary of the Advisory Committee and Director of Health Exhibits; and Dr. Bruno Gebhard, technical consultant.

A special Guide to the Medicine and Public Health Exhibits, *Man and His Health*, prepared by the American Museum of Health, is a valuable primer on personal hygiene and public health.

HALL OF MEDICAL SCIENCE

IN THIS HALL (Otto Tegan, consultant designer), outstanding public health organizations, philanthropic foundations, and commercial firms present, in keeping with the social theme of the Fair, the whole gamut of Man's salient accomplishments in the field of medicine and public health. The latest scientific knowledge concerning various diseases is graphically illustrated as well as the advances that have given us control over them. A series of ten impressive murals presented to the Medical and Public Health Building by the American Medical Association in cooperation with the Federal Arts Project of the Works Progress Administration adorn the walls of this hall. Among these are a portrayal of the history of medicine and three photomurals, Sun, Air and Water; Exercise; Leading Medical Institutions of the United States. The list of exhibits follows:

ALLERGY:—An exhibit on allergy shows that hay fever, asthma, or skin eruptions may each be due to any one of more than fifty common causes and demonstrates the procedure by which the physician finds the particular cause and controls the symptoms.—Sponsored by *Lederle Laboratories, Inc.*

ANEMIAS AND OTHER BLOOD DISORDERS:—The exhibit on disorders of the blood presents the important abnormalities and indicates the methods available to the physician for treating some of these conditions. Interesting information concerning these disorders is presented in simple text which stresses the fact that anemia can be treated successfully.—Sponsored by *Eli Lilly and Company.*

ANESTHESIA:—The story of modern anesthesia is presented to the visitor by reproducing an up-to-date operating room in action. By the use of life-size mechanized human figures the application and effects of inhalation anesthesia are dramatically

shown. Other units demonstrate different methods and features of anesthesia. The entire exhibit gives an excellent idea of how the many procedures in use today in the best hospitals and clinics are employed for forestalling and relieving pain and for facilitating various surgical operations.—Sponsored by *Winthrop Chemical Company, Inc.*

BLOOD PRESSURE:—A device 19 feet tall is a representation of the human blood and its variations in individuals. At the base of the column is a cut-out figure of a man showing arteries and veins. A transparency of a heart shows it pumping the blood supply. A column above the figure registers, by means of lights, the blood pressure varying between 120 and 160.

Another feature of this exhibit is a photo-enlargement showing a doctor taking a patient's blood pressure. An actual blood pressure apparatus is used.

In a glass cabinet other pieces of apparatus used in this work are displayed.—Sponsored by *W. A. Baum and Company, Inc.*

CANCER:—Under the heading "Fight Cancer with Knowledge" the exhibit, by means of dioramas, presents highlights in the development of the three recognized methods for treating cancer: Surgery, X-ray and Radium. Dioramas of laboratories in which the epoch-making studies of Pierre and Marie Curie and of Wilhelm Conrad Roentgen were carried on are included. The means for carrying on research into the nature, cause and cure of cancer are shown.—Sponsored by *New York City Cancer Committee.*

CARREL-LINDBERGH APPARATUS:—The Carrel-Lindbergh artificial heart and the culture of organs in the Carrel-Lindbergh apparatus is an exhibit sponsored by *Ciba Pharmaceutical Products, Inc.*

CHEST X-RAY DEMONSTRATION:—In this exhibit the visitor may have an X-ray picture taken of his chest which will be interpreted by a committee of radiologists of the medical society, the report of which together with the radiograph will be sent to the family physician.—Sponsored by *Medical Society of County of Queens, Inc.*

CHILD HEALTH, GROWTH AND NORMAL DEVELOPMENT:—In this exhibit the normal growth and development of the child, physically and mentally, is demonstrated and the prevention of diseases is stressed.—Sponsored by *Mead Johnson & Company.*

CONTROL AND RESEARCH OF MEDICAL PRODUCTS:—The vast importance to public health of modern standardized medical products is here dramatized. Primitive medicines and witches' brews such as put Snow White to sleep are contrasted with an animated production diagram of modern ether with the research and countless tests required to control purity of all medical products. Push buttons allow the spectator to observe the latest type fluoroscopic test that shows up different

standards of products which all look alike.—Sponsored by *E. R. Squibb & Sons*.

DENTISTRY AND ORAL HYGIENE:—Presenting in pictorial form the progress of dentistry since George Washington's time, the exhibit demonstrates the proper care and treatment of the teeth, and emphasizes the importance of oral hygiene to general good health.—Sponsored by the *Dental Society of the State of New York*.

DIABETES:—In pictures and text this exhibit shows the symptoms of diabetes and its treatment and stresses the fact that through use of insulin and proper diet people with diabetes can live normal lives.—Sponsored by *Eli Lilly and Company*.

EDUCATION OF THE BLIND AND CONSERVATION OF VISION:—The exhibit shows that sight is the most important of all our senses. Means of preventing blindness, methods of educating the blind and their adjustment to life are demonstrated, with blind people participating in the exhibit.—Sponsored by the *New York Institute for the Education of the Blind*.

GLANDS OF INTERNAL SECRETION:—Endocrinology, probably the most rapidly growing phase in Medicine, reveals the vital function of the eight ductless glands as the stabilizing units of human life. A huge, free-hanging scale shows graphically how these glands, weighing less than two ounces, can throw a 170-pound body out of gear and into the ranks of the sick and disabled.—Sponsored by *Ciba Pharmaceutical Products, Inc.*

HOUSING FOR HEALTH:—Housing for Health shows, first, by laboratory experiments, the means of obtaining good sanitation, lighting, heating, ventilation and efficiency in the healthful home. A model of a well-designed home is then placed in a planned community where all the facilities necessary for normal social life are available.—Sponsored by the *John B. Pierce Foundation*.

IMMUNITY:—The exhibit on immunity illustrates the body's resistance to disease and the importance of serums and vaccines in strengthening that resistance.—Sponsored by the *Rockefeller Foundation*.

INDUSTRIAL SANITATION:—Industrial Sanitation demonstrates the importance of proper sanitation in the maintenance of health. Here is clearly illustrated how proper sanitation helps increase the efficiency of the plant employee by the maintenance of high standards of plant cleanliness.—Sponsored by *West Disinfecting Company*.

INFECTION:—This exhibit tells the story of the role of the harmless and the harmful bacteria in nature, shows man as the main source of infection and gives, in the story of a boil, an example of local infection.—Sponsored by the *Rockefeller Foundation*.

MATERNAL HEALTH:—This exhibit shows baby's first year of life from the beginning of pregnancy until three months after birth. It follows mother and father as they go to the doc-

tor for the first examination, as mother returns for regular supervision and care, as mother and father live their everyday lives, as they get ready for the baby, and as they hurry off to the hospital. It also shows safe delivery and after-care. A feature of the exhibit is a series of life-size models showing how a baby grows during the nine months before its birth and finally how it is born.—Sponsored by *Maternity Center Association*.

MEDICAL EDUCATION:—This exhibit is designed to demonstrate how thoroughly and completely trained in a wide variety of fields are the doctors of this country. A series of dioramas, transparencies and models illustrates the basic sciences in which every medical student must have a thorough foundation, the hospital and clinical experience he must have, and the education he must pursue all through his life. It also points out the fine educational advantages provided for doctors in this country.—Sponsored by the *American Medical Association*.

MENTAL HYGIENE:—This exhibit shows that a child, through bad habits and faulty care, can become so crippled mentally that he is as disabled as a physically crippled child. A balancing machine is the main feature of this exhibit and demonstrates that: "Balanced personality forces—Happiness—Efficiency in meeting any life situation."—Sponsored by *The Mental Hygiene Committee*.

MILK CONTROL:—The Milk Control Exhibit shows the care and treatment of milk from the cow to the bottle, the supervision and control exercised by health departments at the farm and in the milk plant, and that pasteurized milk is safe milk and has resulted in saving lives.—Sponsored by *Cherry-Burrell Corporation*.

PNEUMONIA:—The exhibit on pneumonia takes you by dramatic method through a case of pneumonia, starting with a cold, to the cure by specific serum therapy. One panel affords an absorbing glimpse into the production of pneumonia serum from the blood of horses.—Sponsored by *Lederle Laboratories, Inc.*

PUBLIC HEALTH ADMINISTRATION:—To prevent diseases, to prolong life and to promote efficiency is the ultimate aim of public health administration. How the expectancy of life has increased in the last fifty years and by what methods is the main feature of this exhibit.—Sponsored by *The American Public Health Association*.

SOCIAL HYGIENE IN YOUR TOWN:—This exhibit shows how a community social hygiene program can protect and conserve the family through (1) effective education for marriage and upbringing of children, (2) protective measures to eliminate environmental conditions conducive to sex delinquency, (3) good laws and adequate law enforcement against commercialized vice, (4) and medical and public health measures against syphilis and gonococcal infections, which are especially dangerous to the

family and its members.—Sponsored by *The American Social Hygiene Association, Incorporated.*

SUPERSTITIONS:—Here is exposed the incredible story of medical superstitions in America. A "Maze of Superstitions" conceived in humorous and fanciful spirit, consists of a labyrinth of twists and turns in which you may see graphic representations of many common superstitions. You will be shocked to learn that in this enlightened era, many persons still pin their faith on remedies as fantastic as any practiced during the Dark Ages.

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their pockets to ward off rheumatism. The story in the "Maze" begins with relatively harmless superstitions and continues to the more serious and dangerous ones. In an attempt to determine the extent of the average American's tendency toward superstition, an electric eye clocks those who deliberately walk under a ladder placed against the wall of the entrance.—Sponsored by the *Bayer Company, Inc.*

SYPHILIS:—The dominant feature of this exhibit is a huge microscope through which Fair visitors may see the Spirochete, the insidious and minute organism which causes syphilis. Other sections of the display demonstrate how this destructive disease, by which "one out of ten" persons may expect to be attacked, can be prevented and cured.—Sponsored by *Parke, Davis & Company.*

THE HEART AND CIRCULATION OF THE BLOOD:—This exhibit contrasts the heart's normal functions with its behavior when diseased. Suffering from the cardiac diseases is brought about in changes in the circulation of the blood and by alterations in the blood vessels.—Sponsored by *Ciba Pharmaceutical Products, Inc.*

TUBERCULOSIS:—The International Tuberculosis Exhibit consists of six panels, a revolving four-stop stage and a corner kiosk with information booth. The panels show the means of spread and control of tuberculosis with specially lighted photographs as well as electrical devices. The four-stop stage shows the means of spread of the disease and its control in the family. This exhibit has been prepared through the cooperation of the *National Tuberculosis Association, the Brooklyn, the New York and the Queensboro Tuberculosis and Health Association.*

VETERINARY MEDICINE AND PUBLIC HEALTH:—This exhibit portrays various types of veterinary service, protection of man from several animal diseases, and the usefulness of livestock to mankind.—Sponsored by *American Veterinary Medical Association and Allied Interests.*

VIRUS AND VIRUS DISEASES:—Virus and virus diseases presents a pictorial story of such diseases as measles and infantile paralysis, the virus of which is still invisible to the microscopic eye.—Sponsored by the *Rockefeller Foundation.*

YOUR BODY HEAT:—An exhibit demonstrating *Your Body Heat* consists of a thermometer 13 feet high where, by a motor device, a red fluid is pumped into the thermometer and is moved between normal and abnormal body temperatures. Cases in front of this huge thermometer contain displays on body heat, its importance and its functions.—Sponsored by *Becton, Dickinson and Company.*