

PRODUCTION and DISTRIBUTION

Focal Exhibit

STRESSING THE INCREASING INTERDEPENDENCE of peoples the world over, the Production and Distribution Zone is devoted primarily to industries whose task it is to transform natural resources into commodities necessary to the daily life of whole populations. Its story enables you to understand, in some measure, the complexities of our modern industrial structure by illustrating the various steps involved in solving the problems of supply and demand.

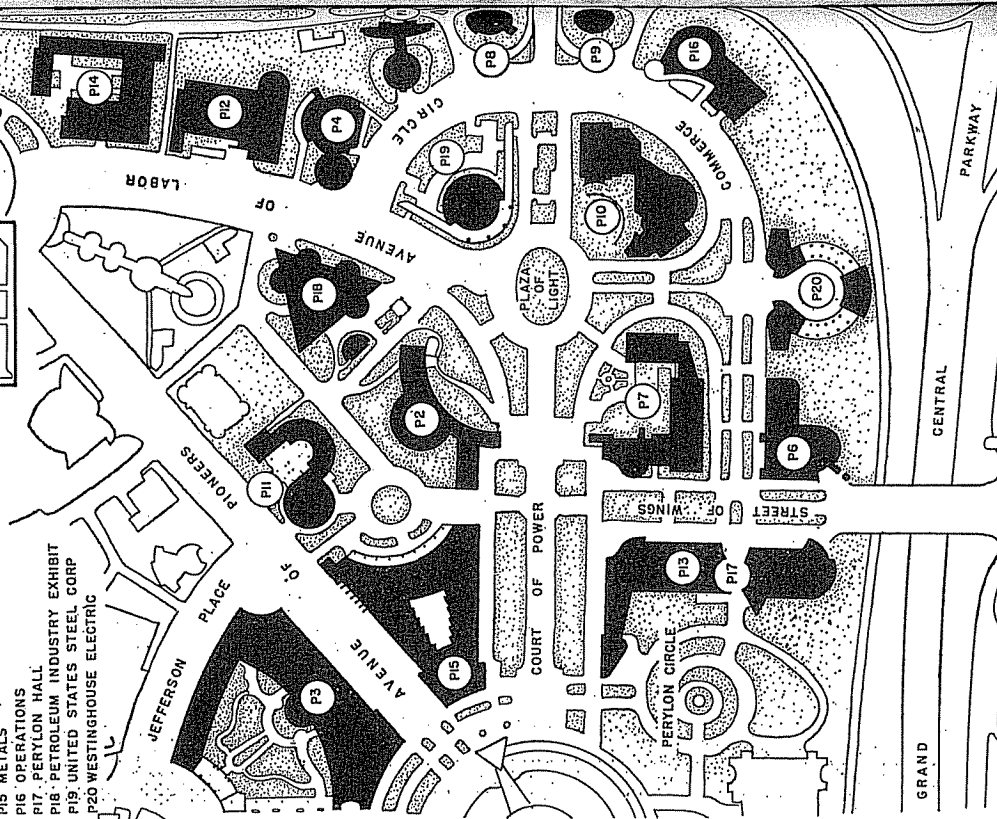
Situated on the Avenue of Pioneers and Constitution Mall, the Consumers Building (Frederic C. Hiron and Peter Copeland, architects)—containing the FOCAL EXHIBIT—is adorned by seven huge murals, the work of Scott Bradford. The structure covers a triangular plot, one side being open to the Mall, while the end of its circular wing faces Washington Square. In the rotunda section of the building, the FOCAL EXHIBIT, entitled "Three Thirds of a Nation," (Egmont Arens, designer), interprets various phases of business activity and shows how they are inter-related and interdependent; it dramatizes the problems of production, distribution and consumption. Here an animated mural projected onto a huge cyclorama—actually a moving picture thrown on a three-dimensional screen—visualizes the vast complex of activity set in motion all over the country by every act of consumption such as traveling, the eating of food, and purchasing of clothes. As a result of careful synchronization, you see one central action, while being aware of other actions taking place at the same time. The action of a woman powdering her nose, for example, starts off a whole series of activities involving great and small industries and an army of workers in mine, factory, warehouse, office and store, and on railroads, steamships, trucks and delivery wagons. Other equally commonplace acts of consumers arouse similar activities that are ultimately very complex.

Subsidiary exhibits on three sides of the rotunda depict respectively "Man's Heritage of Power" and "The Problem of Abundance" and "Yesterday, Today, Tomorrow."

The first shows in graphic fashion the flow of energy before the dawn of the 18th Century as contrasted with energy today. The sun is portrayed as the source of all power, turning vegetable matter into coal, animal matter into oil, absorbing from the earth moisture which falls back in the form of rain to pro-

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duce water power, and grows food which, in turn, sustains the life of man and animals. From an enormous metallic sun you see streams of energy flowing to Earth. A metal statuary group depicts early man and indicates that only by the most strenuous physical efforts could he keep himself and his family alive. In direct contrast, another statuary group portrays a family living in cultivated leisure, receiving their flow of energy from the sun in forms of coal, oil, and water power. A series of dioramas contrasts the world of labor before 1800, powered mostly by inanimate energy (labor), with a modern world powered by inanimate energy (machinery).

The displays devoted to "The Problem of Abundance" emphasize the fact that, though we have the means of providing for all, a large portion of the American population is living on bare subsistence budgets. A metal sculpture shows Man struggling with the problems of abundance. On each side of the figure tall tubes of light, like giant thermometers, register the rise in natural income that would result if all subsistence budgets were changed to budgets of plenty. So as to be readily understood by all, the budget is itemized to include expenditures for education, food, clothing, housing, transportation, recreation and personal health. In eight shadow boxes, illuminated photographs show the living conditions of families on subsistence budgets as contrasted with families enjoying budgets of plenty. The exhibit stresses the problem of making abundance and its consequent comforts readily accessible to all.

"Yesterday, Today, Tomorrow" describes the difference in the life of Americans of George Washington's day, 150 years ago, with the life in our own times, and asks some pertinent questions about what life will be like in 2089—150 years from now. Over the Exhibit is a frieze with the words: "After pioneering came engineering. After engineering came humaneering."

Among the exhibitors in the Consumers Building are the following:

Barra
Gloves

have an enviable reputation for quality and workmanship the world over. . . .

The finest imported gloves for ladies and gentlemen fastidious in completing their wardrobe—gloves for every occasion, in "advance styles," fitted to every personality. . . .

For the convenience of Fair visitors, BARRA gloves will be on sale at the exhibit at exceptional retail prices.

The "WORD OF TOMORROW" in Gloves

LOCATED IN CONSUMERS BUILDING

BARRA GLOVES:—This Exhibit presents a complete line of imported ladies' and gentlemen's fancy leather gloves. Many of these examples were manufactured in the exhibitor's own factories in Italy and Switzerland. The goods exhibited are for sale.

CALIFORNIA ARTIFICIAL FLOWER COMPANY:—The Exhibit consists of vari-colored artificial flowers which are manufactured in a variety of sizes, shapes and colors. Artistically arranged they form a realistic pattern which resembles actual blooming flowers.

CHATHAM MANUFACTURING COMPANY:—A display of blankets of many colors, styles and textures comprises the major feature of this Exhibit which is presented in the form of a high quality blanket shop.

CHICAGO FLEXIBLE SHAFT COMPANY:—The major feature of the Exhibit is the "Sunbeam Magic Mirror," a theatrical presentation of the company's products—Sunbeam Mixer, Sunbeam Shavemaster and Sunbeam Coffeemaster.

CONSUMERS' UNION OF THE UNITED STATES, INC.:—The Exhibit dramatizes the need of consumers for reliable and objective information on the products of competing manufacturers. Here is shown how the Consumers' Union works to expose dangerous, worthless and misrepresented products. A non-profit organization chartered under the laws of New York State, it is controlled by a vote of 75,000 members and maintains a staff of chemists, engineers, physicists and other technicians who, together with over 200 outside consultants, conduct tests for the protection of the consumer. For a small yearly fee members receive the monthly *Reports* and the annual *Buying Guide* in which tested products are rated by brand names, as "Best Buys," "Also Acceptable" and "Not Acceptable."

DALE FIFTH AVENUE:—This company exhibits an imposing display of quality leather trunks, valises, golf bags, brief cases and accessories. The exclusive Sesamee Lock-Equipped luggage, for which it is famous, is also shown.

A. DAVIS & SONS, INC.:—The *Keniston* fabrics for women's coats and suits are presented in this Exhibit both by an educational display, ranging from the production of wool to the woven fabrics, and a fashion review of new styles.

DR. SCHOLL'S FOOT COMFORT SERVICE:—Here all the modern foot appliances and foot aids, together with corrective shoes, are exhibited. In an adjoining room attendants are on hand to treat possible foot-weary Fair visitors and to prescribe proper treatment.

EMPIRE STATE, INC.:—Large photomurals depicting familiar New York scenes are featured in this Exhibit. Admissions to the Empire State Building Observation Tower are on sale here.

EUROPEAN SPECIALTY COMPANY:—Italian merchandise, such as pottery, Venetian glassware, wood carvings, Venetian and Florentine jewelry, dolls and many other artistic novelties are displayed and sold, both retail and wholesale, in this Exhibit.

HOUSEHOLD FINANCE CORPORATION:—"Stretching Your Dollar" features a 200-seat air-conditioned movie theatre in which two talking pictures are shown—one starring Edgar A. Guest; the other, entitled *Happily Ever After*, shows a bride about to embark on her household duties. A large portion of the space is devoted to animated displays calling the attention of visitors to a library of some 31 consumer education booklets. Because of its experience with hundreds of thousands of families who come to them each year in straitened financial circumstances, the corporation feels that it is rightfully a "Doctor of Family Finances." Recognizing its obligations to the public, the Household Finance Corporation sets out to show families—especially the homemaker—how the wise buying of commodities used in the home and the proper management of the family income can contribute to family happiness.

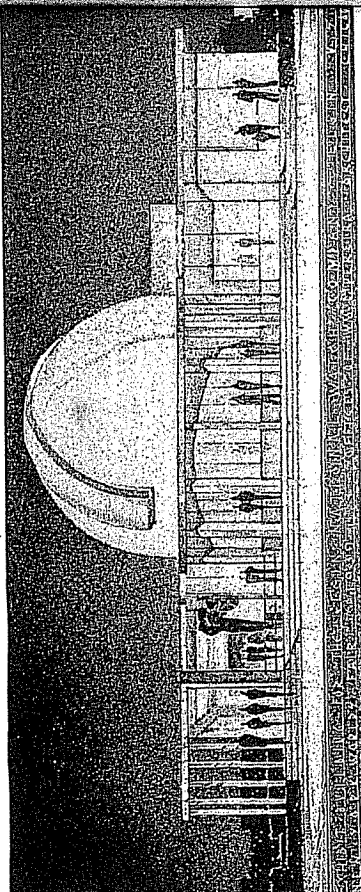
KEM CARD SALES CORPORATION:—The Exhibit demonstrates the unusual characteristics of Kem Cards which fit them to be "The Playing Card of Tomorrow." The focus of interest is directed by 13 large revolving pylons, which give dynamic lighting and color effects and present a changing series of striking patterns and designs in Kem Cards. Their water resistant qualities are exhibited by a glass enclosed columnar fountain in which streams of water twist and turn cards, colorfully arranged. Miss Kem performs a scientific demonstration of the durability and stain resisting qualities of Kem Cards. An interesting relic of playing card history consists of a card set made from human scalps more than 300 years ago by American Indians.

KRAUSZ BROTHERS:—This exporter and importer from Budapest displays and sells gift articles, jewelry and metal ware imported directly from Hungary.

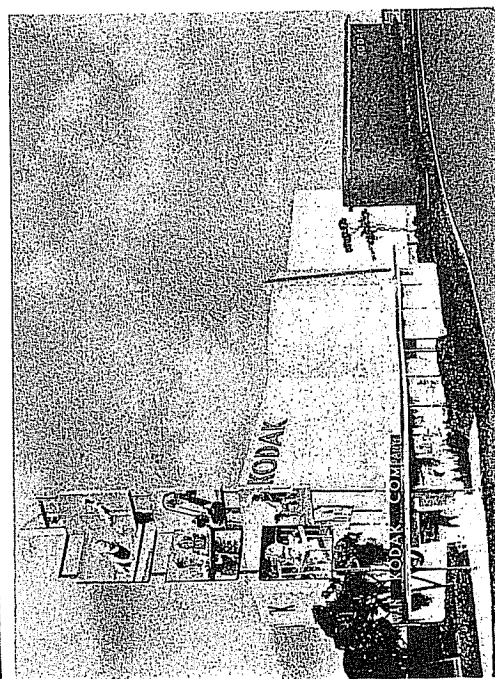
MANUFACTURERS TRUST COMPANY:—Depicting modern banking and all its functions, the Exhibit comprises a bank in actual operation, including a safety deposit vault. Tellers' windows adhere to regular banking hours, the Exhibit to Fair hours.

NATIONAL YOUTH ADMINISTRATION:—The main purpose of this Federal agency is to aid American boys and girls in attaining an education or in finding suitable work when either of these, through force of circumstances, become pressing problems. Photographs of typical activities of NYA youth throughout the United States, supplemented by models of typical conservation and recreational projects, illustrate some of the results gained since the formation of the agency in June 1935. Exam-

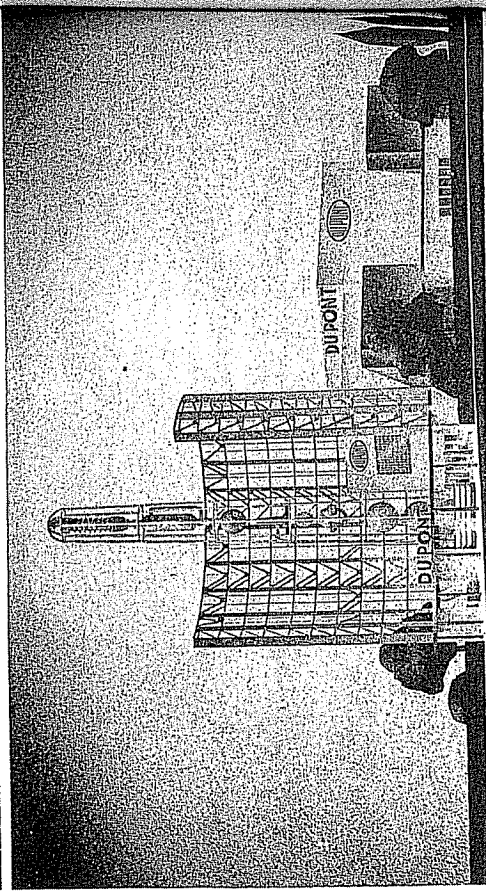
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ELGIN NATIONAL
WATCH COMPANY
BUILDING



EASTMAN KODAK
BUILDING



DU PONT
BUILDING

ples of workmanship turned out by the NYA youths in workshops and resident centers maintained by the Government are also shown. These include furniture, weaving, metal work and objects of art.

JOSEPH PISETZKY:—A collection of artistic goods, such as jewelry, leather and other gift articles imported from Italy is here displayed and offered for sale.

SHIPTON & CO., LTD.:—The Exhibit of this English company comprises real butterfly wing picturecraft and semi-precious stone jewelry.

UNITED STATES RUBBER COMPANY:—"Lastex," The Miracle Yarn (U. S. Rubber Company), is the feature of this unusual exhibit, embracing its application to all types of masculine and feminine apparel. Designed by Robert Heller, well-known industrial designer, the exhibit is a wonderland in colored glass and fluorescent lighting in combination with colored yarns and fabrics. Original, life-size mannequins stand on a glass-and-metal Ramp of Fashion. Small mechanized mannequins parade the smartest ensembles in a miniature Theatre of Fashion, a graphic and colorful presentation of the figures and fashions of tomorrow in stretchable apparel—the clothing of tomorrow.

CARRIER CORPORATION

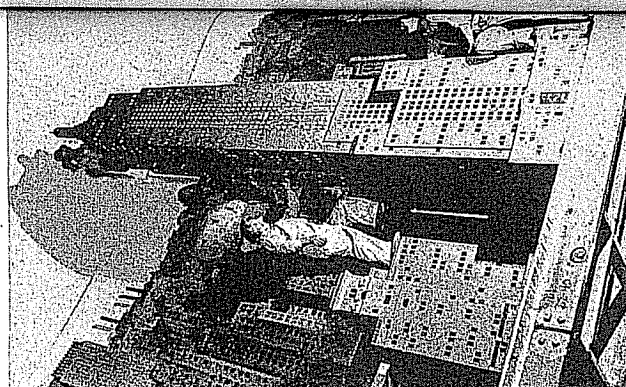
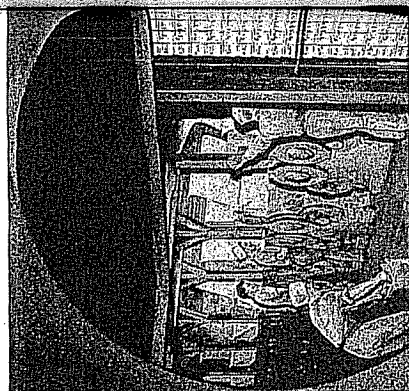
ON COMMERCE CIRCLE, a giant Eskimo igloo (Reinhard & Hofmeister, architects) with "snow-encrusted" walls and the "Northern Lights" glowing from its ceiling, provides the Exhibit's major feature. Displays of Carrier equipment enable you to understand the operation of air-conditioning systems. A giant revolving globe shows the visitor how air-conditioning is used throughout the world—in an office 1,000 feet above the earth, in a mine 8,500 feet deep, from a factory near the Arctic Circle to a telephone exchange on the Equator.

CONSOLIDATED EDISON COMPANY OF NEW YORK INCORPORATED AND AFFILIATED COMPANIES

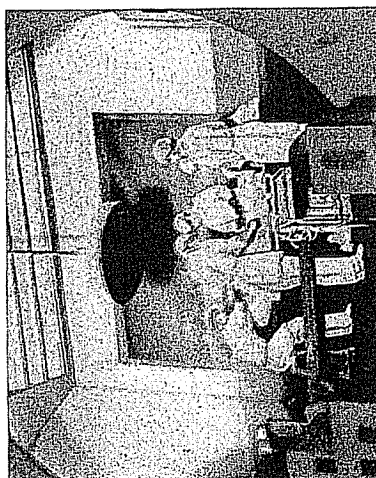
THIS BUILDING, an imposing modern structure (Harrison & Foulhoux, architects), fronts on the Plaza of Light. Against a dark blue background, fountains plume upward along the façade in a constantly changing water display. At night, the scene is floodlighted, and the building is mirrored in a reflecting pool. The major exhibit, "The City of Light" (Walter Dorwin Teague, designer; F. J. Roorda, associate), consists of what the exhibitor

A CITY BLOCK OF MINIATURE BUILDINGS—THREE STORIES HIGH IN THE CONSOLIDATED EDISON EXHIBIT (left)

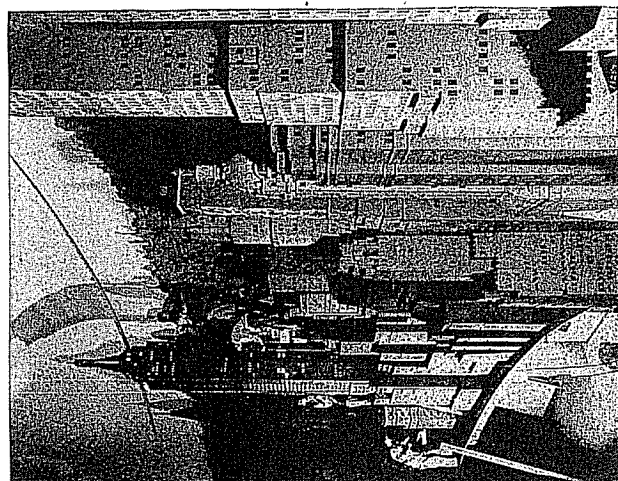
A SMALL SECTION OF THE "CITY OF LIGHT"



ANOTHER DETAILED VIEW OF THE "CITY OF LIGHT"



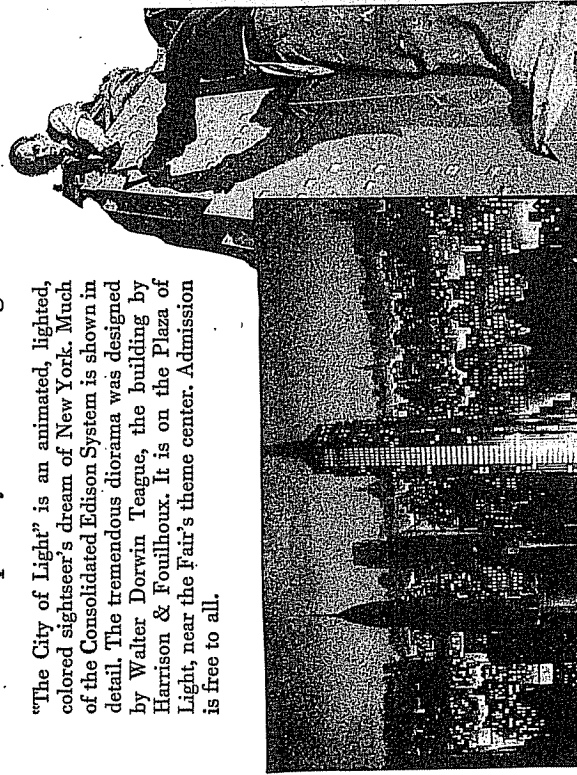
A SEGMENT OF THE CONSOLIDATED EDISON'S VAST DIORAMA—"CITY OF LIGHT" (right)



SEE NEW YORK COME ALIVE IN WORLD'S LARGEST DIORAMA

The whole City in miniature, from Westchester to Coney Island! Subways in action, elevators darting up and down! Factories humming! 130,000 lights go on as thunderstorm darkens sky! 24 hours in the life of New York portrayed in thrilling 12-minute drama.

"The City of Light" is an animated, lighted, colored sightseer's dream of New York. Much of the Consolidated Edison System is shown in detail. The tremendous diorama was designed by Walter Dorwin Teague, the building by Harrison & Foulhoux. It is on the Plaza of Light, near the Fair's theme center. Admission is free to all.



INSTALLING A BEACON on the model R. C. A. Building—one of 4,000 buildings in the diorama which help to show the American metropolis, built to a scale that makes the entire City visible at a glance.

"THE CITY OF LIGHT." This photo shows a part of the diorama presented by Consolidated Edison at the World's Fair. The whole spectacle is nearly as long as a city block. 800 visitors can see it at one time. Admission is free.

See too, the exhibit of the Electric Utilities, "Forward March of America," on the Plaza of Light, and of the Gas Industries, "Court of Flame," in the Shelter Area.

THE SYSTEM COMPANIES OF
CONSOLIDATED EDISON
NEW YORK & QUEENS ELECTRIC LIGHT & POWER COMPANY · BROOKLYN EDISON COMPANY · INC.
WESTCHESTER LIGHTING COMPANY · NEW YORK STEAM CORPORATION
THE YONKERS ELECTRIC LIGHT & POWER COMPANY



describes as the world's largest diorama, about a city block in length and higher than a three-story building. It is an animated model of the New York metropolitan area dramatizing the part played in the city's life by electricity, gas and steam supplied by Consolidated Edison. Music and sound effects, synchronized with a spoken narrative, present a 24-hour picture of the great metropolis. Miniature trains speed in subways, elevators rise and descend in skyscrapers, motor traffic flows across suspension bridges. Dawn and dusk—even a thunderstorm rumbling above the man-made canyons—are realistically portrayed.

E. I. DU PONT DE NEMOURS & COMPANY, INC.

A SPECTACULAR 105-foot tower, representing the complex apparatus used in chemical laboratories, stands before du Pont's "Wonder World of Chemistry" (Walter Dorwin Teague, designer; R. J. Harper, associate; and A. M. Erickson) located at the intersection of Commerce Circle and the Avenue of Labor. The tower is surrounded by a steel framework, seventy feet high, symbolic of workways in chemical plants. Inside, in the Hall of Chemistry, are shown the orderly processes of research and laboratory-controlled manufacturing by which du Pont makes its products. Among the many outstanding exhibits are the spinning of "Acele" rayon yarn, a machine bristling toothbrushes with "Exton" bristles, a pest control station, and scores of other laboratory and plant processes never before shown to the public. There is also an elaborate five-stage presentation by the famous Tatterman Marionettes, revealing how these products serve in everyday life.

EASTMAN KODAK COMPANY

SEMICIRCULAR IN FORM, with an irregular wedge-shaped wing extending to the east and south, the Eastman Kodak Exhibit (Walter Dorwin Teague, designer; Stowe Myers, associate; Eugene Gerbereux, architect) on Lincoln Square, emphasizes the scientific advances which have made possible today's photography, with its tremendous influence on modern life. The main features of the Exhibit are the Great Hall of Color, where the world's most spectacular show of color photography is projected on a panorama of enormous picture screens; the Hall of Light, where the practice and results of amateur, professional and commercial photography are graphically demonstrated; the Tennessee Eastman Corporation's exhibit of their cellulose acetate products of Tenite plastic and rayon fabric; and the Photo-

Garden, where you may take souvenir pictures in strikingly unusual settings. Competent instructors are in attendance to render advice on posing, lighting and picture-taking technique.

ELECTRICAL PRODUCTS BUILDING —REMINGTON RAND

THE ELECTRICAL PRODUCTS BUILDING (A. Stewart Walker and Leon N. Gillette, architects) is situated on the Street of Wings, its main entrance dominated by a 100-foot pylon painted a deep French blue.

The entire center section of the structure is devoted to Remington Rand Electric Close Shavers, including the world's largest shaver—an animated replica of the Remington product, twelve feet long, with a shaving head four feet across. A display of the company's business systems and equipment includes tabulating and accounting machines, adding machines, visible and loose-leaf equipment, record equipment, portable and commercial typewriters and supplies. In addition to a demonstration of the Dexigraph and its allied photographic equipment, the Exhibit features antique shaving instruments that date back to 2000 B. C., the Westinghouse "Death Ray" sterilizer, a 33-seat dermatological shaving bar (equipped with fluorescent illuminated mirrors), dermatological mirrors, and an assembly line climaxed by microscopic and stroboscopic inspection. A private lounge provides powder bars and accessories for the ladies.

ANIMATING PRODUCTS, INC.:—The "Exhibit of Sparking Light" stresses the sign of tomorrow—JEWELITE—huge sparkling letters that mark the imposing facade of the display. To adventurers the world over, JEWELITE presents the four prime requisites of electrical advertising—motion, color, brilliance and beauty. The interior comprises life-like displays that depict "The City of Tomorrow."

WHITE SEWING MACHINE CORPORATION:—Besides a miniature mannequin style show, the Exhibit includes displays of the company's new 1939 sewing machines as well as special models of this famous product.

ELECTRIC UTILITIES EXHIBIT

SITUATED on the Plaza of Light, the Building is dominated by a 150-foot transmission tower in the forecourt near the entrance. On the right of the U-shaped structure, a waterfall flows into a pool, while at the rear of the attractively landscaped court, a huge screen shows the generation of electricity. Known as

"Forward March of America," the Exhibit is symbolic of the Electric Utility Industry's role in the progress of the nation.

Life with and without electricity is contrasted in two actual streets. Time moves backward to a street of 1892, with a living cast portraying the life of the era. Then time spans the years to a modern street, showing how electricity has contributed to the tremendous progress made in less than fifty years, and what it means in the life of the people, as individuals, and to the community, the state and the nation. An electric fountain—a spectacular living symphony of light, sound and color—climaxes the display. This Exhibit was made possible by the cooperation of 175 companies comprising the Electric Exhibit Utilities Corporation. Harrison & Fouilhoux, architects.

ELGIN NATIONAL WATCH COMPANY

THE ELGIN NATIONAL WATCH COMPANY Building on Commerce Circle consists of a semicircular Exhibition Hall and an inner structure designed in the shape of a circle. The historical significance of time is portrayed by a large mural in oils, and here a display of ancient and modern timepieces may be found. The inner structure is a typical astronomical observatory where time is taken from the stars. At the end of a cascade of water near the Observatory, stands a representation of one of the most ancient of timepieces—the water clock. In a nearby hall various exhibits show some of the technical phases of watch manufacturing. Here visitors can have their own watches rated free of charge.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

AT THE INTERSECTION of Commerce Circle and the Empire State Bridge, the "Garden of Security" provides for Fair visitors an opportunity to pause and rest amid beautiful surroundings. Here John Quincy Ward's statuary group, "The Seal of Protection," shows a Greek woman with a shield standing guard over a mother and child—symbol of the protective benefits of insurance in America today.

GENERAL ELECTRIC COMPANY

BORDERING THE PLAZA OF LIGHT, the Building (Voorhees, Walker, Smith & Foley, architects) is distinguished by a huge stainless steel lightning bolt which sets the mood for the Exhibit—the taming of the savage natural forces of electricity to serve the

Official SOUVENIR BOOK

OF THE NEW YORK WORLD'S FAIR

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IN THE U. S.
FOR 10 CENTS

*if purchased at a
Guide Book stand
in the Fair Grounds*



THE OFFICIAL SOUVENIR BOOK is the finest publication ever produced for an exposition to provide its visitors with a permanent keepsake of the entire exposition itself. 150 pages, measuring 11 by 14 inches, contain illustrations (many in color) and descriptions of the salient features of the Fair. It makes an ideal and economical souvenir for you personally or for someone you wish to remember back home.
Price—one dollar.

needs of men. The copper-paneled structure comprises three sections: In Steinmetz Hall—vivid lightning, thunderous noise, ten million volts flashing over a 30-foot arc. In the House of Magic—great whirling discs, synchronized with light; a metal carpet floating in space; a large sun motor driven by sunlight; a shadow that comes and goes independently of the person who casts it. In the Exhibits Hall—a huge mural (Rockwell Kent), depicting the development of electricity throughout the ages; a complete television studio; a model electric appliance store, showing a full line of G. E. products for the home; and the General Electric X-Ray Corporation's Exhibit of a 2,700-year-old mummy from the Chicago museum; presses which make souvenirs of the World's Fair in plastic materials; an old laboratory where a glassblower reenacts Edison's method of making the first practical incandescent lamp, and a Light and Power display featuring the largest electric light in the world.

GLASS, INCORPORATED

ON THE AVENUE OF PIONEERS, a tower of plate glass and glass brick, illuminated at night, surmounts the Glass Center (Shreve, Lamb & Harmon, architects; Skidmore and Owings, John Moss, associate, designers of exhibits). In the great rotunda, where a series of three-dimensional models depict the history of the industry, the main exhibit features a furnace containing molten glass and manned by a crew of glass blowers.

CORNING GLASS WORKS presents an elaborate display of its products including the series, "Corning Means Research in Glass," illustrating the company's contributions to modern civilization. Here is shown the largest clear crystal piece of Steuben glass ever made.

OWENS-ILLINOIS GLASS COMPANY displays glass block, glass and metal containers and Libbey tableware. Animated bottles dramatically tell the story of glass containers. Various mechanical devices demonstrate the characteristics of other items on display.

THE PITTSBURGH PLATE GLASS COMPANY features a toy cannon firing steel bullets at safety glass but not shattering it. Another exhibit demonstrates the imperviousness of a glass block to heat or cold. A series of model rooms and buildings using glass is also included.

HALL OF INDUSTRIAL SCIENCE

THE DOMINATING EXTERIOR FEATURE of the Hall of Industrial Science (Joseph H. Freedlander, Maximilian H. Bohm and Charles W. Beeston, architects) is the four-sided iron-masts that

form a lighting tower ninety feet high. It fronts the Avenue of Labor and carries on its façade a gigantic mural executed by Eric Mose in collaboration with Jose Ruiz de Rivera, the renowned Mexican painter. By means of glass, aluminum and "lucite," the artists have fashioned a symbolic picture of "Chemicals and Plastics." The simple atom decoratively conceived stands for "Chemistry" while the solar spectrum is a symbol of the elements from which plastic materials are made.

BAKELITE CORPORATION:—This Exhibit demonstrates by a series of animated, dramatic displays the origin and development of plastics and their increasing importance in modern living. These displays feature the uses for plastics in aviation, household appliances, building, photography, business machines, abrasives, home furnishings, packaging, machinery, fashions, automobiles and musical instruments. The Exhibit also features the actual molding of souvenir plastic buttons in a wide variety of brilliant colors.

NATIONAL AUTOMOTIVE FIBRES, INC.:—Displayed in this exhibit are upholstered cushions and doors, sun visors, dash liners and silencers, and other products that enhance the riding comfort and beauty of an automobile.

RÖHM AND HAAS COMPANY, INC.:—The main Exhibit displays the physical and chemical properties of Plexiglas and Crystalite, materials of varied and unlimited possibilities. The Exhibit is self-explanatory, but an attendant stands ready to provide further explanations to all visitors of the use and properties of this new, beautiful plastic material more transparent than glass: Plexiglas.

TEXAS GULF SULPHUR COMPANY:—A product of vast importance to our general and individual well-being is Sulphur. Here this fact is graphically illustrated. But the major part of the Exhibit shows how the crystalline substance is pumped from the earth as if it were petroleum, and how it is refined and distributed to all parts of the world. It also demonstrates how sulphur is completely necessary in the conversion of the trees of our forests into paper, cellophane, rayon, artificial silk, explosives and plastics.

HALL OF PHARMACY

ONE OF THE SEVEN largest buildings at the Fair, the Hall of Pharmacy (Pleasants Pennington, George Lyman Paine, Jr., and I. Woodner-Silverman, architects; Harvey Wiley Corbett and Donald Deskey, designers) stands at the junction of the Court of Power and the Street of Wings. The Exhibit comprises three distinct divisions: the dramatization of pharmaceutical chemistry and the story of the widely known "Rx" prescription symbol;

the medicine cabinet as the family's defense against disease; and the "Drug Store of Tomorrow."

The feature attraction is the medicine chest, the largest ever built. Its mirror is 15 feet wide and 20 feet high, and its shelves are spacious enough to hold products the size of human beings. A special method is used to make the mirror alternately reflecting and transparent. It serves as a stage "curtain," and between scenes of a puppet show, dramatizing drug products normally found in the medicine chest, the audience is reflected in this giant sheet of glass.

"The Drug Store of Tomorrow," with its streamlined "Soda Fountain of the Future," shows what decorative artists, architects and designers believe the drug store will be twenty years hence. It will be highly departmentalized and none of the confusion so apparent in many drug stores today will be present in the future dispensaries of drugs and sodas. The products for sale within the store will parade in a new type of show window. But on the shining bar of the "Fountain of the Future" there will be no foods displayed nor will there be any preparation of foods other than ice cream mixtures.

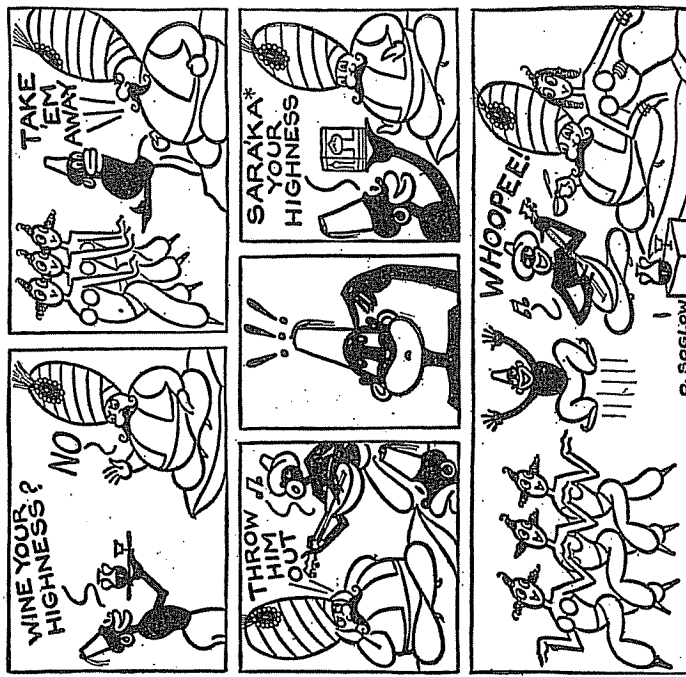
AMERICAN SPONGE AND CHAMOIS CO., INC.:—The producers of *Mermoid Sponges* and *Amsco Chamóis* are celebrating their 70th anniversary in business by an effective display at the Fair. A three-dimensional diorama illustrates the variety of the products manufactured by this firm, and in addition, some of the products themselves are shown through a large glass plate in the floor of the exhibit.

EX-LAX, INCORPORATED:—In order to demonstrate why the chocolate laxative known as Ex-Lax is the most widely used product of its kind in the world, this Exhibit was planned to appeal to every member of the family. The company engaged an internationally known designer and artist, Oscar Stonorov, to create a dignified theme, and by the use of color, lighting and motion, he has imparted both knowledge and confidence to the interested observer.

KALAK WATER COMPANY:—In a series of murals painted by the eminent artist, Victor White, the story of water used for drinking from Biblical times to the present day is depicted in the Exhibit of the company. Here are seen the ancients gathering at the Well of Beersheba; Ponce de Leon in search of the Fountain of Youth; De Soto discovering Hot Springs, Arkansas; the ceremony of the Blessing of the Wells in England; and Von Liebig analyzing the water of a famous European spa.

PERSONAL PRODUCTS COMPANY:—This is primarily an educational display, serving as an extension of the activities carried on by the company among teachers and mothers of young girls. Illustrative material, mostly pictorial, is supplemented by a series of three-dimensional exhibits.

The Marvelous Recovery of Sultan Inbad the Ailer



Of course, Sultan Inbad is imaginary. But it is true that Saraka really benefits many people who suffer from CONSTIPATION.

Saraka provides soft, smooth BULK which encourages lazy intestinal muscles to *exercise*—helps make them stronger workers for your better health. Moreover, Saraka contains a specially treated cortex frangula which mildly stimulates the intestinal muscles. Result—Bulk Plus Motility*.

*Reg. U. S. Pat. Off. Copyright 1939, Schering Corp.

Don't miss the
FREE MOVIE
with sound and technical
The Adventures of Inbad
the Ailer
See it at the Saraka Exhibit
HALL OF PHARMACY

SARAKA

FOR CONSTIPATION

SCHERING CORPORATION:—That proper elimination of body waste is essential to our general well-being is a universally accepted fact, but less known, probably, is the belief of many authorities that the correct method for the promotion of intestinal health is one that employs bulk and motility. This is the keynote of the Saraka Exhibit of the Schering Corporation. A new mechanical device, designed by Donald Deskey and consisting of turning disks and flashing lights, shows how peristalsis induces rhythmic flow of waste through the colon. This educational feature exhibit is supplemented by a humorous animated cartoon dealing with the adventures of *Inbad the Ailer* and showing how Saraka restored his intestinal health.

TAMPAX INCORPORATED:—The display is directed to the woman visitor, and here she will find a presentation of the latest developments in personal hygiene. A registered nurse is in attendance to supply additional information to supplement the exhibit.

MEN'S APPAREL QUALITY GUILD

THE BUILDING FOR "MAN—His Clothes, His Sports" (Starrett & Van Vleck, architects; George McLaughlin, designer) presents an imposing front with its decorated façades and the large curved fin above the entrance on Lincoln Square. The first exhibit is that of the PALM BEACH GOODALL COMPANY, featuring the latest summer clothes. Next, the display of HART, SCHAFFNER AND MARX, statues of nine famous sportsmen attracts the visitor's attention. Each statue speaks, welcoming you to the Fair. After passing the INTERWOVEN STOCKING EXHIBIT, you enter the Hall of Style where CLUETT-PEABODY'S "Arrowway of Fashion" tells the story of Arrow Shirts. Other exhibits include that of the ALLIGATOR COMPANY, featuring weather charts and rainy day apparel; the BOTANY WORSTED MILLS' demonstration of the production of woollens; and a display of all types of cycles presented by the CYCLE TRADES OF AMERICA. At the HOLE-PROOF COMPANY'S exhibit visitors are invited to ride a bicycle which is synchronized with a clock, winning riders receiving a card entitling them to a free pair of hose. W. L. DOUGLAS SHOE COMPANY features the "Torture Wheel Test" for various types of footwear. COOPER'S INC. show the Jockey Underwear for every occasion in an exhibit that also has a lighter touch, such as illustrations by Peter Arno done in mural form. Motion pictures showing the manufacture of hats are sponsored by the FRANK H. LEE HAT COMPANY. Entertainment features of the Exhibit include a Golf Room, a Sports Forum, and a miniature motion picture theatre. Famous sports celebrities, including Jack Dempsey, will visit the Exhibit throughout the Fair's duration.

METALS BUILDING

THE METALS BUILDING (William Gehron, Benjamin W. Morris, Robert B. O'Connor, architects), located on the Court of Power, is shaped like a huge triangle, its entrance façade adorned by two sculptures (Carl L. Schmitz, sculptor) representing Greek folklore. On the exterior walls, four large murals by André Durand portray Hercules, God of Strength and Power; Vulcan, God of Fire; Neptune, God of Water; Aeolus, God of Air. This Hall houses the following exhibits:

AMERICAN CHAIN & CABLE COMPANY:—In addition to displays of its products, the Exhibit presents the familiar company trade-mark in full relief with special lighting effects. A replica of preformed wire rope in heroic size, slowly rotating, adjoins a series of isographic drawings that illustrate the various steps in the manufacture of wire rope, from the iron ore to the finished product. Murals depict the service rendered by the company to industry, agriculture and transportation.

AMERICAN PLATINUM WORKS:—Here are displayed the crucibles and analytical apparatus used by the modern chemist; the new palladium catalyst, used to convert edible oils into solid fats of high food value; and a machine that welds platinum tips onto pens. Scientific apparatus, anodes and silver solder are also demonstrated.

BAKER & COMPANY, INC.:—This company specializes in the refining of platinum, gold and silver, and the Exhibit vividly illustrates the importance of the precious metals in modern life. Here are seen the platinum apparatus the chemist uses in his laboratory; the platinum alloy die employed in the glass industry; Russian platinum coins, ores and nuggets of platinum; and a good luck medal made of pure palladium which may be bought as a souvenir.

BOART PRODUCTS, LTD.:—The Exhibit of this British Company illustrates the numerous uses of the Industrial Diamond as it is applied in modern industry. Application of newly developed products, the outcome of recent research, are on view and demonstrations showing them at work are given at frequent intervals.

BETHLEHEM STEEL COMPANY:—A part of the Exhibit shows "How Steel Is Made," portraying fundamental operations and revealing the activities in huge smelting furnaces and rolling mills. The important part which steel plays in the everyday life of the average community is dramatized in a realistic panorama covering industry, construction and transportation in all its forms, in both urban and rural aspects. An interesting presentation on modern trends in steel emphasizes the part steel plays in modern living and the possibilities for the "World of Tomorrow."

COPPER & BRASS INDUSTRY EXHIBIT:—By means

of animated dioramas, murals and displays, the Exhibit depicts the story of copper from its discovery by prehistoric man to the present day. In the circular lobby of the entrance an animated copper "atom" affords a spectacular feature of the show. Here the fact is illustrated that if a gram of copper were expanded to scale so that single atoms were as large as a grain of sand, the mass of the material so obtained would cover the United States to a depth of four feet. A diorama depicts the casting of the doors of the Temple of Karnak; Cellini's workshop showing the hammering of mold for a bronze statue; the Pearl Street Station of New York, the first electrical generating unit in the world; and the landing of the first English rollers of sheet copper, who were smuggled into this country in barrels. The Exhibit portrays, in animated form, both open and underground methods of ore mining. The use of copper, particularly for conveying electric energy through high transmission lines to urban and rural sections, is illustrated. The companies participating in the Exhibit are in the List of Exhibitors at the back of this Guide Book.

CHARLES ENGELHARD, INC.:—This Exhibit illustrates modern scientific instruments for temperature measurement and gas analysis. All of them assist the industrial engineer in his endeavor to improve quality and promote economy to the benefit of consumer and producer alike.

HANOVIA CHEMICAL MANUFACTURING COMPANY:

—Here the apparatus which produces the ultraviolet ray is demonstrated. Another display shows how platinum, gold and silver are applied to glass, china, terra-cotta, earthenware and tile.

IRVINGTON SMELTING AND REFINING WORKS:

The Exhibit reveals how gold and silver from all over the world are freed from dross in the refinery and redistributed to perform vital services to civilization. The uses of sulphate of copper—bluestone—are comprehensively explained.

LINK-BELT COMPANY:—By means of working models, photomurals and dioramas, the Exhibit shows how the use of mechanical conveying equipment for handling materials can expedite production, reduce costs and ease labor's burdens. A dominant sculptural figure depicts the spirit of power transmission, and here the various types of driving units are shown in operation. A loudspeaker, synchronized with a series of moving transients carried by a Link-Belt conveyor, tells the story of the company, its origin, growth and service to the world.

NATIONAL STANDARD COMPANY:—Here a mechanical robot tells the story of the company's activities. Fine wire products are shown in an illuminated cabinet, and another display features high-grade strip steel. Models of metal decorating machinery are included in the Exhibit. A magical demonstration shows a portion of an auto tire vanishing; the bead wire remains, thus showing the company's principal product.