

RAILROADS

RAILROADS offers one of the outstanding industrial exhibits of the Fair. With its total of 17 acres it is the largest. The 27 Eastern railroads (represented by the Eastern Presidents' Conference) sponsoring the project, have pooled their efforts and resources to make it a giant demonstration of *railroad service* to the public. The Exhibit program, dominated by three great show features, is also designed to give it wide popular appeal. The Railroad Building itself (Eggers and Higgins, architects; Raymond Loewy, consulting designer), stretching along the Court of Railways for nearly a quarter of a mile, is not only the largest structure in "The World of Tomorrow," but architecturally one of the most attractive. Five murals by Griffith Baily Coale embellish its exterior with beauty and appropriate symbolism. There are many entertainment features in the Railroads Exhibits.

Building the Railroads: Beneath the great dome of the building, a glorified roundhouse eight stories in height, the Railroad Supply Industries have erected a mammoth cyclorama exhibit (Leonard Outwaite, designer). In design it is a mountainous landscape on which a life-like demonstration of the actual construction of railroads and railroad equipment is presented. By way of a ramp encircling this animated model, spectators follow step by step, the progress of railroad building—forest clearing for a right of way; ore brought down from the mountains to smelters, factories and fabricating plants; logs cut and floated to saw mills; raw materials converted and assembled into the finished product. The interior of this "mountain," with its 10,000 square feet of floor space, houses a great display of railroad equipment, assembled with special emphasis on improvements in equipment which add to the safety, speed and comfort of modern travel.

Railroad Service is an interesting series of animated dioramas which show the various services that railroads render the public (Raymond Loewy, designer).

 **We could not bring them to the Fair but we invite you to visit The Niagara Parks, Canada, and see the wonder of the modern world, The Falls of Niagara. No sight-seeing tour is complete without a thrill from the wild Whirlpool Rapids, a ramble in Niagara Glen, or a visit to Table Rock Scenic Tunnel Beneath The Falls. You will never forget the illumination of the Falls by colored lights of 1,320,000,000 candle power. Lovers of flowers will revel in the displays at the Oakes Garden (open-air) Theatre.**

Visit The Niagara Parks, Canada, en route to or from the Fair and plan to dine at the **Park Restaurant** amid the combined handiwork of Nature and Man at its best. Reached by *Federal Highway No. 20*.

THE NIAGARA PARKS COMMISSION • Niagara Falls, Canada

Railroads at Work (Paul Penhune, designer), housed in a special auditorium with a seating capacity of 1,000, demonstrates for the first time anywhere, the entire operation of a modern railroad system. On a huge scenic diorama 160 feet wide by 40 feet deep—the largest ever built—miniature trains and locomotives, 500 pieces of scale model equipment in all, pursue the tasks of their big brothers over the 3,800 feet of "0" gauge track laid for the operation. The realistic setting of cities, towns, villages, farms, factories, called for over a thousand miniature buildings, its forests over 6,000 separate trees, its waterways 7,000 gallons of water. The network of trackage required 70,000 miniature railway ties and over a quarter of a million spikes to lay. To install the signal system required more than 3,000,000 feet of wire. In perspective, visitors see a landscape of 50 square miles in area, with approximately 40 miles of track.

Railroads on Parade (Edward Hungerford, creator and director) is a real stage presentation, in story, music and spectacle, of the romance of American transport development from covered wagon days to the streamlined de luxe locomotives and trains of today. It is presented on an outdoor stage, 250 feet wide by 100 feet deep, providing standard gauge tracks for the "parade" of old time and modern locomotives and trains, broad highways for vehicular traffic, a performing stage for a cast of 250 actors and actresses, and a channel in the rear for the review of early watercraft. The amphitheatre for viewing the show seats 4,000. In 16 scenes and in authentic settings and costumes, actors, horses, wagons, coaches, locomotives and ships reenact the high-spots which transportation has played in the opening and development of a vast continent. The spectacle, with scenery and costumes by Harry Horner, flows to music specially composed for it by Kurt Weill, and some of Broadway's best talent is engaged in its production.

In addition to these show attractions there are the track exhibits of foreign and American trains and locomotives of most recent design. Among the foreign exhibits on view are the *Coronation Scot*, Great Britain's crack flyer; from Italy, a complete de luxe electric train and two locomotives. Pullman and The Budd Mfg. Co. show their latest cars.

In a "yard" are assembled historic old engines and coaches not used in the pageant; the *John Bull*, British-built and sent to America in 1831, and such American-built oldsters as the *Daniel Nason* (1844), *Ross Winans* (1845), *J. C. Davis* (1875), the *General* (1853), the famous "999" which in 1893 made a world record run of 112 miles an hour, and others.

As a special thriller among the track exhibits a super 526-ton locomotive, 140 feet long, the largest steam locomotive ever built by the Altoona shops of the Pennsylvania Railroad—styled by Raymond Loewy in cooperation with the railroad company's engineers—runs on a roller bed at a speed of sixty miles an hour continuously.

CONCESSIONS

Restaurants

HERE WE BRIEFLY PRESENT various concessions which have not been treated in other sections of the GUIDE BOOK. Many restaurants, both foreign and domestic, have already been described or mentioned; and there is a special publication, *Food at the Fair* (price 25 cents), which describes and gives a special recipe for each of them. In this present discussion you have more restaurants, the many food stands and other concessions. No attempt has been made to give locations for the stands, for they are easy for the Fair visitor to find.

BRASS RAIL, INC.:—These restaurants are located in the Communications Building, the Food Building and the Metals Building, as well as in the Amusement area. Both table and counter service are provided.

CASINO OF NATIONS:—On Park Row, the Restaurant is housed in an oval-shaped building (Badgley & Wood, architects) whose domed roof of translucent canvas may be folded back in fine weather, enabling dancers on "Sunshine Roof" to glimpse the sky. A major architectural feature of the structure is a raised parapet with thirty-two flagpoles, from which fly the flags of the nations participating in the Fair. The exterior walls are entirely of glass which can be raised completely out of sight. Inside, many tables are placed around three sides of the dance floor, while the orchestra occupies an unusual position above a 110-foot curving bar. Here 1,500 persons can be comfortably accommodated, with tables for an additional 350 on the shaded grounds. American cuisine prevails, although waiters of twelve nationalities are here to serve you.

CHILDS COMPANY:—In the Building on the Court of Railways, a typical Childs restaurant offers the variety of wholesome dishes which are daily served and appreciated by millions in the twenty-three cities in the United States and Canada where these restaurants are operated.

MAYFLOWER DOUGHNUT CORPORATION:—The company operates two restaurants—one in the Science and Education Building, the other in the Amusement area. Food served consists of light sandwiches, waffles, griddle cakes, frosted doughnuts, coffee, and milk.

TOFFENETTI RESTAURANT:—Designed in the modern manner, the Restaurant (Skidmore and Owings; John Moss, associate; architects and designers of interior), on the Avenue of Pioneers, is in the midst of a shady, flowering landscape. Within, a variety of tempting foods are served at popular prices; baked ham and baked potatoes are featured on an enticing menu.

TURF-TRYLON:—In the Business Systems and Insurance Building, on the Court of Communications, a beautiful restaurant decorated and furnished in the modern manner provides dining facilities for 650 patrons. Here an attractive outdoor terrace and an outdoor mezzanine with a large circular bar add allure to this "oasis" of gastronomic delight where a variety of appetizing dishes are served at reasonable prices.

Snacks and Soft Drinks

BORDEN COMPANY:—At two stands, the Borden Company sells Grade "B" milk and chocolate milk.

CHILDS COMPANY:—The concession consists of eighty stands throughout the Fair grounds, where Childs sell coffee, tea, frankfurters and hamburgers.

RAY E. DUNLAP FROZEN CUSTARD CO., INC.:—Frozen custard and frozen malted milk are served at the twenty scattered stands of this concessionaire.

REFRESHMENT AT THE FAIR, INC.:—In addition to their large display in the Food Focal Building, Refreshment at the Fair, Inc., have fifty-nine stands throughout the grounds for the sale of Coca-Cola and four other carbonated beverages.

RICHARDSON CORPORATION:—Root beer, a refreshing and delicious carbonated drink, may be enjoyed at any one of the thirty-nine stands located throughout the Fair grounds and in the Children's World.

SANTARY BERLO CONCESSIONS, INCORPORATED:—At forty-four stands throughout the grounds Orange Crush, lemon, lime, pineapple and grape drinks are for sale.

STAR POPCORN PRODUCTS, INCORPORATED:—Lovers of popcorn and popcorn confections will have ample opportunity to satisfy their desires at any one of the twenty-five scattered stands operated by this concessionaire.

SUTTER CANDY COMPANY:—Salt Water Taffy in four assorted flavors is for sale in half-pound and pound packages at five different stands.

UNION NEWS COMPANY:—Dairy products, including all kinds of cheese sandwiches, ice cream, Grade "A" and "B" milk, buttermilk, and chocolate drinks are obtainable at the thirty stands.

Miscellaneous

STUART BROOKS:—The concession consists of a retail shop where Red Cross Brand shoes are displayed and sold, together with slippers, hosiery, and accessories such as shoe ornaments, matching handbags and gloves. Shoes are retailed at \$6.50 a pair, slippers at \$1.95 a pair and up. Shoe trees, shoe ornaments and hosiery sell for 69 cents and more; while handbags and gloves are priced at a minimum of \$2.95.

RAY E. DUNLAP:—In various locations throughout the Fair, fifteen "Guess Your Weight" scales enable patrons to guess their own weight. The charge is 15 cents, each patron receiving a suitable prize if the operator fails to guess the weight within three pounds.

EXPOSITION PUBLICATIONS, INCORPORATED:—This concessionaire is the publisher of four of the most important items on the Fair: the OFFICIAL GUIDE BOOK, which you are now reading; the *Souvenir Book*; the Daily Program, *Today at the Fair*; and *Food at the Fair*. The OFFICIAL GUIDE BOOK is distributed throughout the United States and abroad by Macfadden Publications, Inc.; both the GUIDE BOOK and the *Souvenir Book* are generally available at bookstores. Exposition Publications maintains twenty conveniently located stands on the Fair grounds for the sale of these publications as well as for the other items on the Book Program of the Fair (see page 18).

EXPOSITION SOUVENIR CORPORATION:—At fifty conveniently located stands, a complete line of souvenirs and novelties, including postcards, view books and view folders of the Fair, are available.

FABER, COE & GREGG, INC.:—Cigars, cigarettes, and smokers' articles, 5 and 10 cent packages of nuts, candies and chewing gum are sold at thirty scattered stands. This concessionaire has also placed cigarette vending machines in convenient locations.

FRANK GALLAND:—There are fifteen "Penny Crusher" units in various sections of the grounds. Here visitors may have their pennies embossed with Fair-approved designs at a charge of five cents. Watch fobs, wrist chains and similar accessories are retailed.

THEODORE GOLDSTEIN:—Known as "Hum-a-Tune," the concession consists of three separate locations for the display and sale of a metal whistling device. Employing an accompanying musician, Mr. Goldstein gives an entertaining demonstration.

KAPLAN & BLOOM:—Canes and umbrellas are sold from twenty semi-portable units.

PENNY FORTUNE SCALES:—"How much do I weigh?" is a question that finds a ready answer through the media of more than 200 Penny Weighing Scales operated by the International Microscope Reel Company. These scales are scattered throughout the Fair grounds and are seen in many Fair-constructed buildings, near telephone booths, bus terminals, subway stations and other convenient locations.

PHOTOMATIC STUDIOS:—In addition to two large studio buildings in the Amusement area, the 20th Century Photomatic Corporation operates studios in each of the following Fair-constructed buildings: Communications and Business Systems, Consumers, Food Building (North) and Food Building (South). Here also are automatic cameras for taking quick, finished photographs.

RESTAURANTS AND SNACK-BARS AT THE FAIR

AMUSEMENT AREA	Capacity	Location
Archery Range	125	A4
Ballentine's Three Ring Inn	2,000	A10
Brass Rail	400	A13
Caruso	285	A14
Children's World	600	A17
Cuban Village	900	A21
Fountain Lake Amphitheatre		A12
Heineken's on the Zuider Zee	760	A31
Jungleland	50	A25
Knickerbocker Inn	800	A47
Mayflower Doughnut Corporation	450	A22
Merrie England	1,250	A39
Midway Inn		
Sun Valley	1,000	A63
COMMUNITY INTERESTS ZONE		
Gardens on Parade, Hortus Inc.		Continental Ave.
Mayflower Doughnut Corporation	620	Medicine and Public Health Bldg.
Mayflower Doughnut Corporation	215	Medicine and Public Health Bldg.
Young Men's Christian Association	600	Hamilton Place
COMMUNICATIONS AND BUSINESS SYSTEMS ZONE		
Brass Rail	490	Communications Building
Casino of Nations	1,500	Park Row
Turf-Trylon	550	Business Systems & Ins. Bldg.
FOOD ZONE		
The Borden Company	250	Washington Square
Brass Rail	1,030	Food Focal Building
Continental Baking Company	70	Ave. of Pioneers and Market St.
Cube Steak Machine Company	12	Food Building
National Dairy Products Corp.	64	Rainbow Ave. & Agricultural Row
S. A. Schonbrunn & Co.		Food Building
Standard Brands, Incorporated	375	Rainbow Ave. and Market St.
Government of Sweden	372	Market St.
Toffenetti	700	Ave. of Pioneers and Market St.
Republic of Turkey	100	Market St.
Wagner Baking Company		Food Building
GOVERNMENT ZONE		
Government of Brazil	300	G. 3
Government of Cuba	116	Hall of Nations—4
Czecho-Slovakia	455	G. 6
Danish Committee	125	Hall of Nations—6
Government of Finland	60	Hall of Nations—9
Great Britain	428	G. 8
Government of Hungary	70	Hall of Nations—13
Italian Government	400	G. 10
Japan (Formosa Tea Room)	100	G. 11
Republic of Poland	520	G. 15
Government of Switzerland	618	G. 18
PRODUCTION AND DISTRIBUTION ZONE		
Brass Rail	505	Metals Building
Schaefer Center	1,600	Lincoln Square
TRANSPORTATION ZONE		
Childs Company	1,000	Railroad Building
Gallo, Pontremoli and Avigdor	500	Court of Ships

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