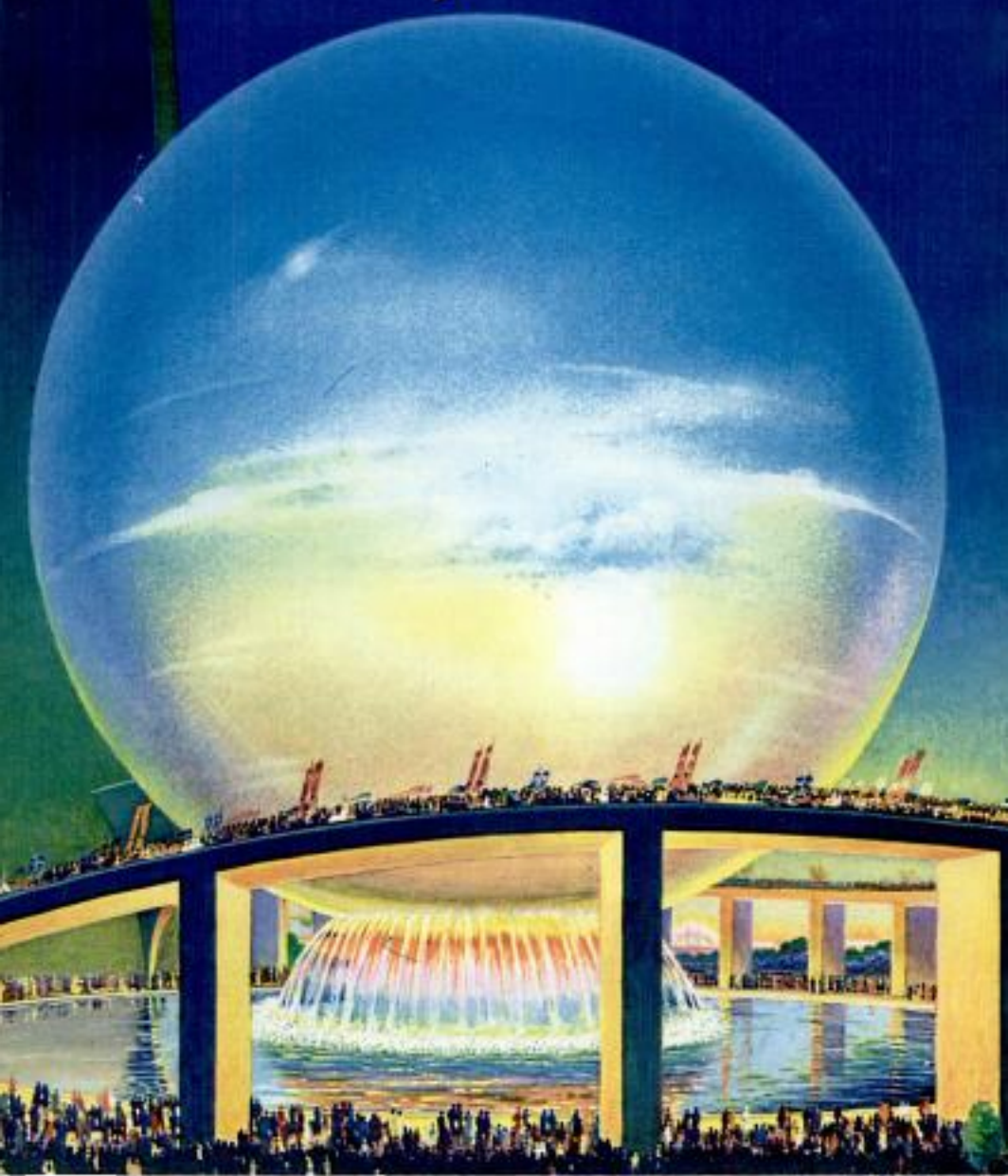
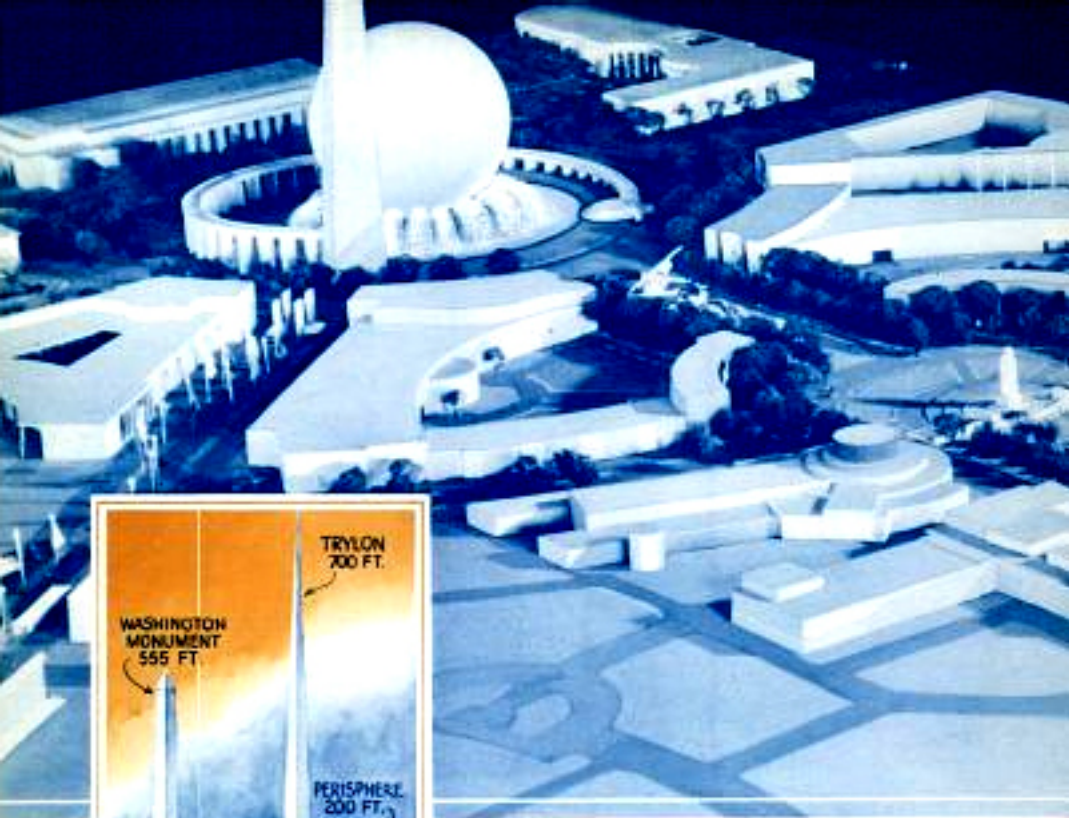


The WORLD of TOMORROW



NIGHT view of the Perisphere at the New York World's Fair of 1939, as conceived by an artist. Moving patterns of colored light on the ball will cause it to appear to turn.



MIDDLE sector of the \$60,000,000 mile-long Central Mall which will extend like a jeweled band across the main exhibit area. Inset shows the Perisphere and Trylon as compared with the Washington monument.

AMERICA'S largest city next year will stage the world's largest fair, a \$150,000,000 exposition costing about three times as much as Chicago's famed Century of Progress.

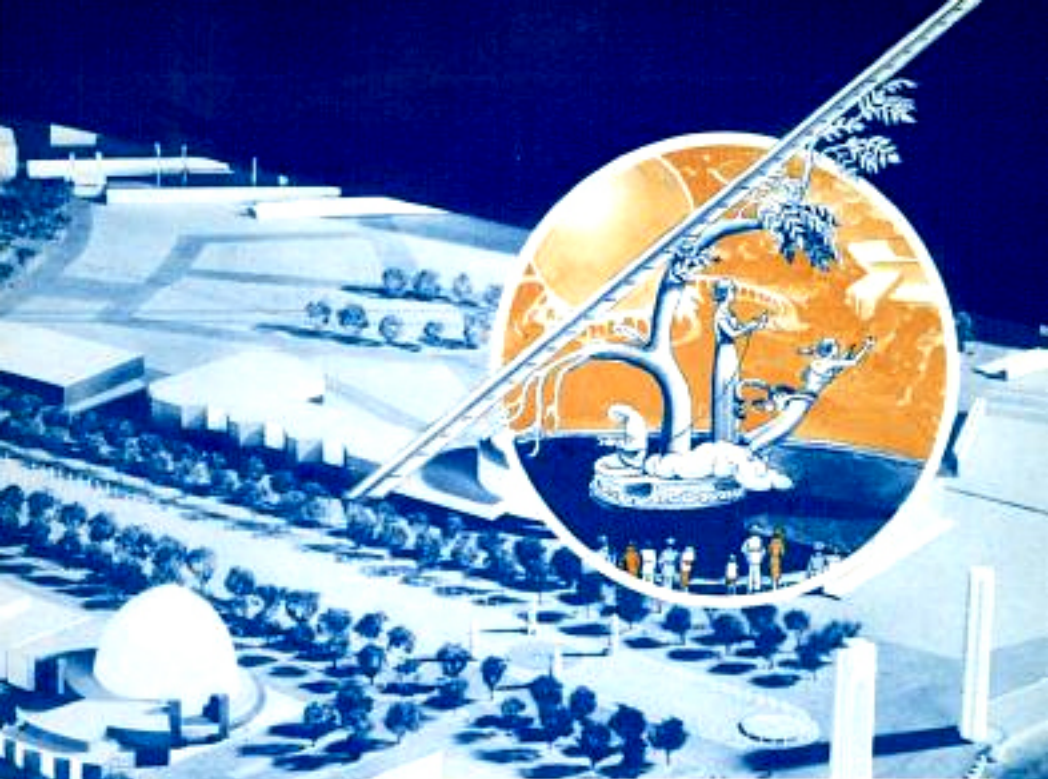
In addition to costing three times as much, the New York fair will be three times as big as the Chicago fair. The Century of Progress covered 424 acres. The New York World's Fair of 1939 will extend over 1,216 acres.

In fact, New Yorkers point out happily, if Chicago's Columbian Exposition and Century of Progress were combined, both of them together would not be as large in area or as costly as the fair New York is planning. And whereas the Century of Progress attracted about 38,650,000 visitors in two seasons, New York

expects to entertain 50,000,000 visitors in six months.

Building the world of tomorrow will be the New York fair's central theme and when it opens next April 30, just 150 years after the inauguration of George Washington in New York City as our first president, it will present an example of man-made magic as amazing as the blooming of a lily out of the mire. For Flushing Meadow Park, the exposition site on Long Island, was formerly a city dump and this fair is rising out of a mountain of ashes to demonstrate how the tools and processes and knowledge of today can be used to create a better world tomorrow.

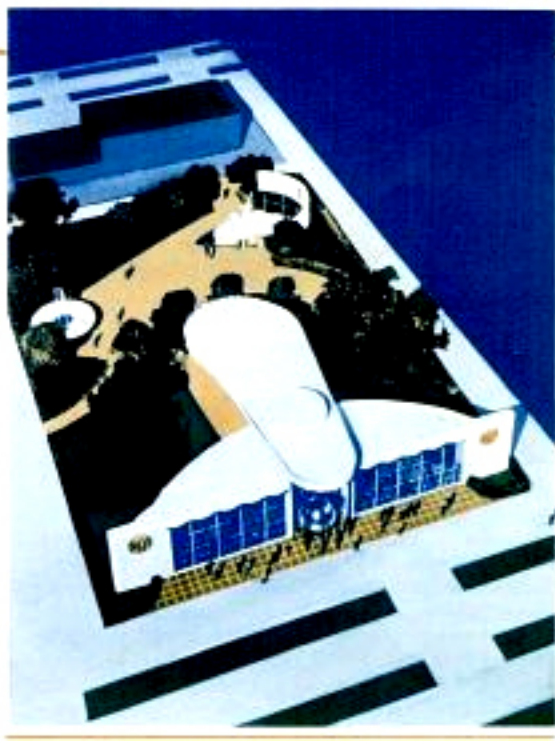
The theme center of the exposition and the dominant architectural feature is to



TELEVISION programs will be featured in the RCA building, shaped like a radio tube, shown in model form at right. In circle, model of a fifty-foot sundial.

be a white globe 200 feet high seemingly poised on a cluster of fountains and flanked by a 700-foot triangular shaft. This great white ball, called the Perisphere, will rise eighteen stories above the ground and will be broader than a city block. Except for the tower, it will be the fair's highest structure and will house the key exhibit, a spectacular portrayal of the world of tomorrow.

An endless stream of humanity will flow into the Perisphere night and day by way of a glass-enclosed moving stairway, the world's longest. From the top of this flight, five stories above the ground, visitors will step on a "magic carpet" or circular moving platform for their journey into the world of the future.





WORKING model of an interplanetary rocketport of the future at the moment the rocket departs. Ships, planes and trains of tomorrow will also be seen in model form.

As this platform, fourteen feet wide, 450 feet in circumference and carrying 1,200 passengers, moves slowly around the sphere, the crowds will gaze down on a vast panorama showing cities and towns, factories and farms and fields stretching off to the horizon on all sides and blending into the clouds and light patterns of the dome.

Here will be shown all the elements of society linked together for the common good. Ships and trains and trucks will be observed bringing raw materials from

farms and fields to cities and factories, and carrying manufactured products back to the country. A voice will explain the significance of all this movement, stressing the fact that each person today is dependent for his existence on the efforts of many other persons and pointing out how the problems of living have been simplified by cooperation.

From the exit, visitors will cross a bridge linking Perisphere and tower, descending a stairway inside the shaft or walking down a 900-foot "helixline" or



NIGHT scene along the Central Mall as conceived by an artist. Mercury vapor lights, sunk in the ground, will cast a glow into the trees, causing the under sides of the leaves to fluoresce and bathe the entire area in a luminous radiance after dark.

ramp winding around the fountain basin beneath the sphere. The top of this helieline, fifty feet above the ground, will be the highest point to which visitors will be admitted and will command a view of the entire fair.

Spectacular illumination will make the globe an awe-inspiring sight at night. Batteries of projectors will spot the sphere in color and other projectors will superimpose moving patterns of light on the ball, creating the illusion that it is a glowing, almost transparent bubble of changing color rotating lazily atop supporting clusters of spouting fountains.

Actually, the Perisphere, of articulated steel frame construction with a light outer covering and weighing more than

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COURT of Peace, above, with the imposing federal building at one end of vast parade ground. Below, artist's sketch of seventy-foot entrance facade of Hall of Communications.

9,000,000 pounds, will be supported on eight sturdy columns but spectators will not see them because they will be encased in glass and water will be pumped up around them, making it appear that the bubble is held up by the rush of water.

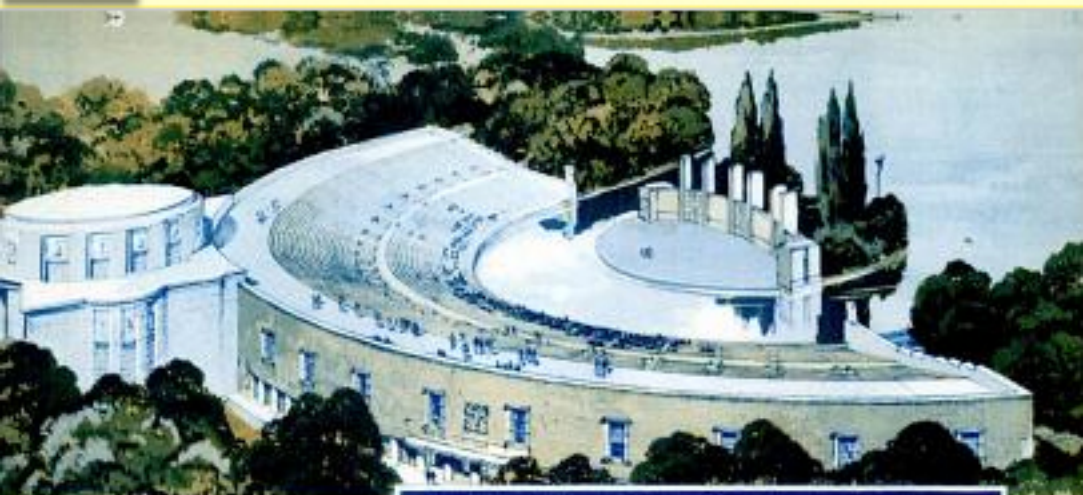
The shaft, christened the Trylon, half again as tall as the Washington monument, will have a triangular base of sixty-three feet on each side and will serve as a fair guidepost since it will be visible for miles. It also will be a steel frame with a light covering and, while it has not been planned to use it for observation purposes, there will be space for installing elevators.

The Trylon is not to be illuminated at

night, except for reflected light, but will serve as the source of fair broadcasts. From it the "voice of the fair" will issue announcements over a new type of long range sound projector which will make it possible to blanket the entire grounds with beams of sound, thus eliminating overlapping and unpleasant variations in volume.

Water, flame, color and sound in almost incredible proportions are to be combined in providing two nightly spectacles expected to rival in sheer size and grandeur anything ever conceived by man for entertainment alone. One spectacle will feature the play of super-fountains and super-flames, synchronized with color effects, music and sound.





The other will be a man-made Niagara plus a man-made Vesuvius, an approach to chaos.

Hydraulic engineers, gas-company chemists, fireworks manufacturers, illumination experts, musicians, display engineers, architects, color specialists and artists collaborated in planning these two displays which require installations costing \$700,000 and which are on so large a scale that two gas companies have united their resources to assure enough fuel.

The controls for these spectacles have been planned so carefully that a composition in water, flame, color and sound can be "played" from a central



MARINE amphitheater and island stage, top, which the State of New York will erect and where great pageants and spectacles will be presented. Above, model of the \$250,000 Aviation building. Below, twin ship prows, each eighty feet high, will give a nautical touch to the main entrance of the Hall of Marine Transportation.





ARTIST'S sketch of a nightly spectacle in which water, flame, color and sound will be combined in almost incredible proportions. At the touch of a control, fountains jets and towers of flame 150 feet high will spring from hundreds of water nozzles and gas burners to form awe-inspiring designs.

board much as one would render some great work on a pipe organ. At the touch of one control, a thousand fountain jets, some 150 feet high, can be made to spring from invisible sources, or towers of flame equally high can be produced to combine with the uprushing water in a furious battle of the two elements.

Then, at the height of this display, all valves can be closed so quickly that fifty tons of water will seem to hang suspended in midair. The apparent color of the water and the actual color of the fire can be controlled as easily, and the strains of a violin or music as tremen-

dous as thunder can be produced from the very heart of the spectacular turmoil.

One spectacle will be presented from an 800-foot lagoon in the main exhibit area, the other from a lake in the amusement zone. The lagoon display will require 1,000 water nozzles and many twenty-four-inch gas burners of the Bunsen type. Water nozzles will be grouped to produce the 150-foot columns, and one circle of jets which will produce a sheaf of golden wheat ninety feet high will require as much pumping force as would be exerted by sixty-two fire pumpers.

For the lagoon display, the many circles and pat- (Continued to page 128-A)

kind of exhibits in that area. In the transportation building, for example, the focal exhibit will include an intricate working model of an interplanetary rocketport of the future. Here visitors will see futuristic ships, planes and trains unloading passengers for a trip to Mars.

Then, as motors hum, signal lights twinkle and sirens scream, will come the breath-taking moment of departure. A crane picks up the rocketship and deposits it gently in the breach of a rocketgun. There is a brilliant flash, a muffled explosion and spectators see the rocket winging its way through the heavens.

One of the largest exposition buildings ever constructed, a modernistic S-shaped structure nearly one-fourth mile long, will house the most elaborate railroad exhibit ever assembled under one roof. Among the features will be the largest working model railroad ever built, an outdoor train display and a pageant of transportation.

In a million-dollar medical center man will see himself inside and out. Visitors will see the blood stream coursing through the body of a huge transparent man and hear his rhythmic heart beats as they enter this building. There will also be models of the human eye, the mouth and the skull so large that groups can walk inside and see what "makes the wheels go round."

In many cases, the design of a building will indicate the nature of its exhibits. A gas company building will be shaped like a huge burner, marine exhibits will be displayed in a structure whose entrance will resemble a waterfront pier flanked by the towering prows of two ocean liners, and aviation progress will be shown in a building representing a colossal plane emerging from its hangar.

Television will be demonstrated in the RCA building which will be linked directly with the NBC television transmitter atop the Empire State building, and the government's \$3,000,000 exhibit section will include nine large, semi-classic buildings dominated by an imposing federal structure. One feature will be great revolving murals, each of which will tell a story of government activity as it moves along the walls.

One of the outstanding features will be a \$1,500,000 "Town of Tomorrow," an ad-

(Continued to page 130A)

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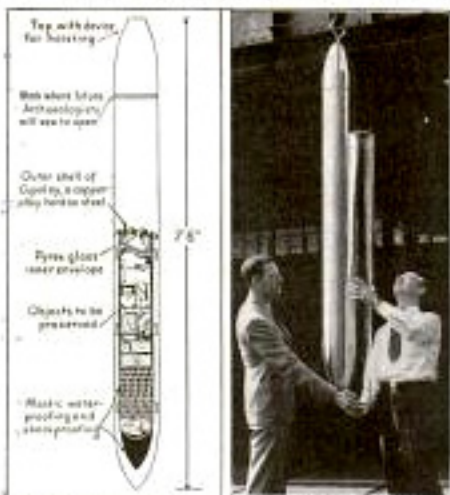
'City of Tomorrow' Seen from Hanging Walk

Visitors to the New York world's fair in 1939 will view the "City of Tomorrow" from moving platforms suspended inside the vast 200-foot perisphere. This will be the dominant feature of the exposition's "Theme Center." The two circular platforms will move in opposite directions at a speed calculated to let 8,000 spectators see the exhibit every hour without crowding. The view during the six-minute trip will be the equivalent of an airplane trip at 7,000 feet over the city of the future.

At the right is an artist's conception of the "City of Tomorrow" and the moving observation platform circling inside the 200-foot perisphere under construction at New York fair



5,000-Year "Time Capsule" to Preserve Modern History



Left, diagram of the "Time Capsule." Right, the capsule and history-preserving inner tube of glass

Constructed of a special material to preserve for 5,000 years a tangible record of life of today, a "time capsule" has been deposited fifty feet in the earth beneath the Westinghouse exhibit building at the New York World's Fair of 1939. The metal envelope, weighing 800 pounds, contains the formula for Cupaloy, the copper alloy of which it is made, as well as items representing a cross-section of this age. These items were placed in a six-foot inner crypt of heat-resistant glass, the air was evacuated and replaced by an inert gas to act as a preservative. After being sealed, the glass tube was wrapped with glass tape and embedded in a waterproof compound before being placed in metal capsule, which was also sealed tightly. The alloy of which the envelope is made is the result of a five-year research by Westinghouse scientists to make copper as hard as steel. It is a heat-treatable material composed of copper, chromium and a small amount of silver. The investigators found that the silver added to copper and chromium helped to strengthen the basic metal. They believe that the completed capsule

will resist the corrosion effect of sea water seeping through the foundation soil of New York during the next 5,000 years. One pointed out that copper is quite resistant to the attack of sea-water seepage because the products of initial corrosion tend to accumulate and protect the underlying metal. Scientists think the presence of chromium in the alloy may increase the protective quality of this film.

Giant 'Floating' Sphere to Be Wonder of Fair

Wonders at the New York World's Fair in 1939 will be a white sphere 200 feet high and a 700-foot triangular obelisk. The sphere apparently will float on a cluster of fountains, being supported by eight glass-incased columns set in the center of a giant pool. The columns will be sheathed in jets of water to simulate fountains. Glass-inclosed escalators will carry visitors over the pool to an entrance in the side of the sphere where they will step on a moving platform to be carried around the edges of the giant ball. Below the platform will be a great panorama of human progress. Weighing 5,760,000 pounds, the sphere will be of articulated steel-frame construction with an inner and an outer shell. The obelisk will be the "Voice of the Fair" from which announcements will be broadcast.

