





# YOUR WORLD OF TOMORROW





# YOUR WORLD OF

On the recommendation of its Committee on Architecture and Physical Planning, the Board of Directors of the Fair Corporation, in September of 1936m approved the Theme of the Fair, presented to it by the Board of Design, Stephen F. Voorhees, Chairman. A Sub-committee on Theme, of which Robert D. Kohn was Chairman, had created the Theme and had recommended that the central point of the Fair be set aside for a building to embody its meaning.

The Theme spectacle was designed by  
Henry Dreyfuss

The original music composed for it was written by William Grant Still.

The Trylon and Perisphere, which gave a setting for this scheme, were designed by W. K Harrison and J. A. Foulhoux, Architects.

Designer of Steel Frame .....	Shortridge Hardesty
Lighting Design .....	Richard C. Engleken
Narration.....	H. V.Katlenborn
Orchestra Directed by .....	Andre Kostelanetz
Lyrics of the Theme March .....	Albert Stillman
Direction of Living Mural.....	Fred Waller
Special Projection Equipment .....	Eastman Kodak Corporation
Builders of the Panorama .....	Diorama Corporation of America
Recording .....	Radio Corporation of America

Text of this Program --- Gilbert Seldes  
Photographs of Democracy --- Richard Garrison



# TOMORROW

From the very beginning, we felt that the New York World's Fair should not only celebrate a great event of the past, but should look to the future as well. The event we celebrate is, of course, the formal beginning of orderly democratic government in the United States --- when million of men begin to co-operate in building their world ---which is now our country.

The theme which inspires the Fair projects the spirit of this event into the future. It is a theme of building the World of Tomorrow---a world which can only be built by the interdependent co-operation of men and of nations.

The Trylon and Perisphere symbolize the theme; inside the Perisphere, the city of the future and the spectacle in the heavens dramatize the theme. And you might say that the whole Fair stems from the center, because the Fair itself contributes to the building of the World of Tomorrow and is an illustration of the interdependence of all men.

To those philosophers and artists who realized the idea in the Theme Center, the Fair is profoundly grateful.

Grover Whalen,  
*President,*  
*New York World's Fair 1939*







## **TOMORROW**

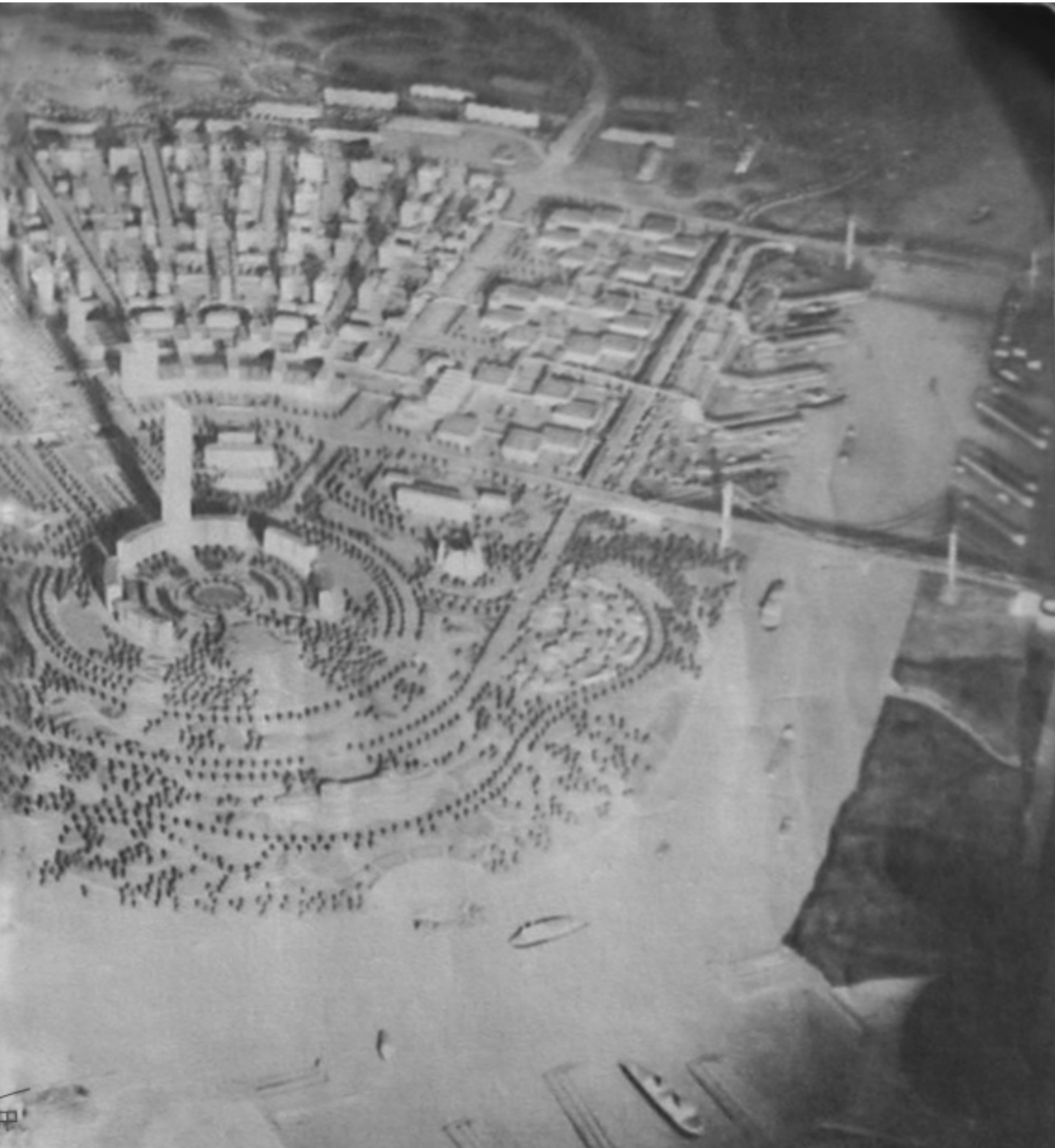
### **DESIGN FOR SATISFACTION IN LIVING**

**Men working together ... bound by a common faith in man ... independent and therefore interdependent. ...**

**Only such men and women can make the World of Tomorrow what they want it to be ... a world for freemen to enjoy...**

Thirty or forty miles from where you are living today --- about half an hour by the new safe-speed boulevard --- lies the City of Tomorrow. . . .

Half an hour ... to reach Democracy  
— the City of the Future?



Democracity dramatizes the meaning of the Fair...

The meaning is simple: Consciously or not, we are building the World of Tomorrow; creating the symbols of living; not each for himself, but all together.

Hence the double theme of the fair...

building the World of Tomorrow... and the interdependence of man....

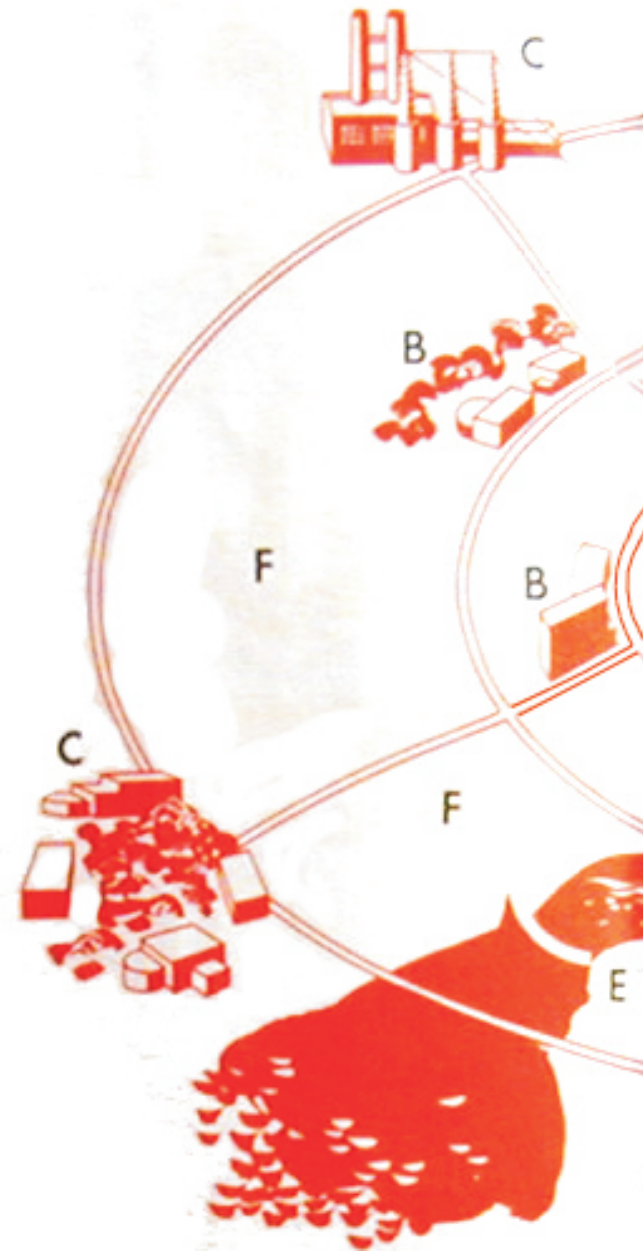
It is being built ... Democracity ... Thirty or forty miles from where you live today.. about half an hour....

Turn the page and see where you will live ... tomorrow morning....



## THE CIRCLE TO THE CENTER THE CENTER TO THE CIRCLE

- A** Centerton---the business section, higher education, the social and cultural center of Democracity. Few live here.
- B** Pleasantville---residential towns, within 60 miles of the center — population (census of 1940) about 10,000 each.
- C** Millville---industrial towns---factories, greenery, homes. Estimated population (census of 1940) 25,000 each.
- D** Terminus at Centerton---to which you come from Pleasantville and Millville.
- E** The Dam in the river---source of electrical power supply for Democracity.
- F** The Farms, which are part of Democracity.



*Pleasantville*

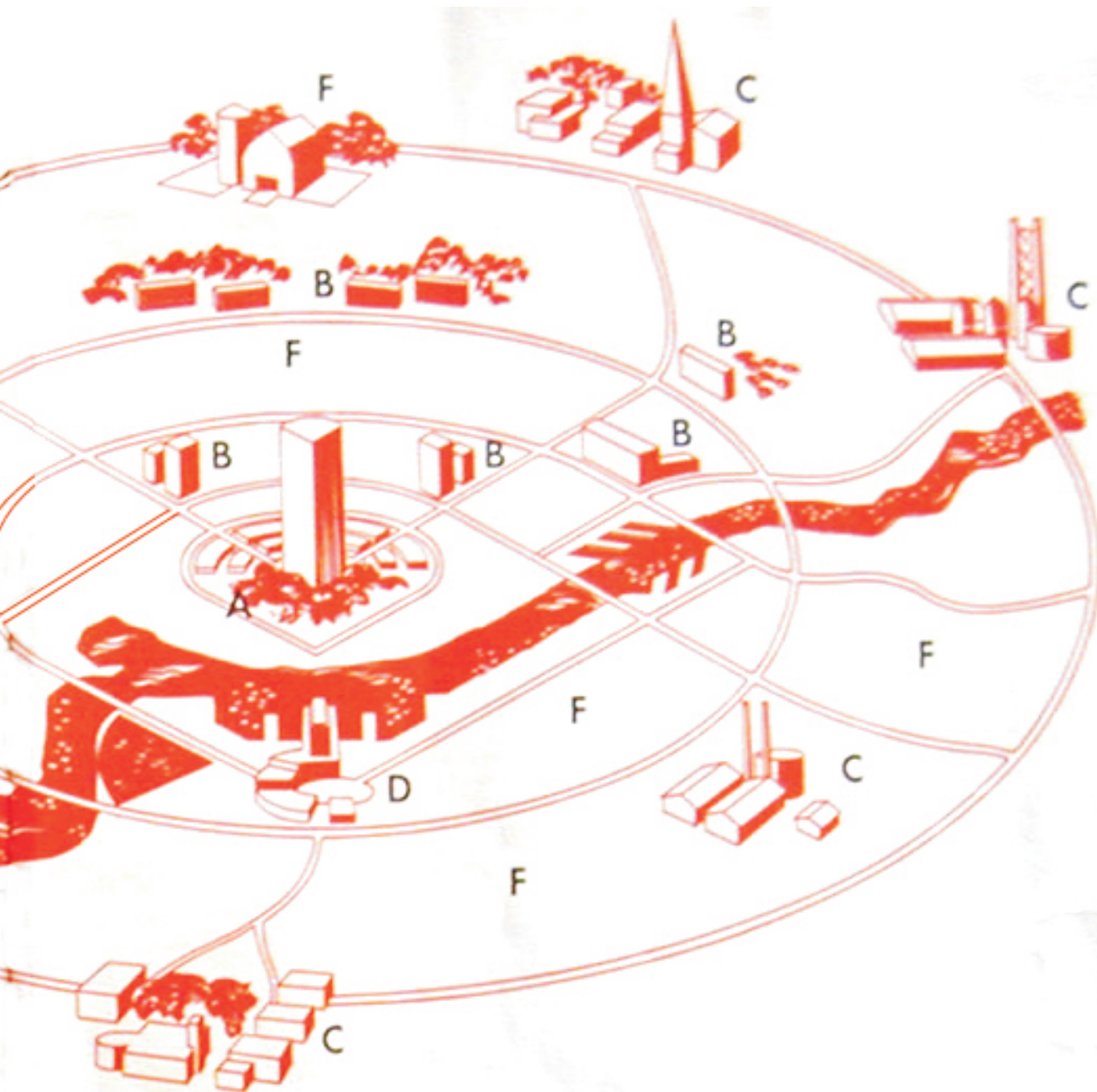


This isn't "the city of the future." It isn't a blueprint of a dictated city. It's a symbol of a way of living - not meant to be followed in detail. . . .

Yet you can start to build this city tomorrow morning . . . There are no trick materials, no imaginary machines. . . .

"Here," said the designer, Henry Dreyfuss, "is a center built in greenery, with a perfect traffic system — and surrounding it, separated by a green belt, are industrial and residential towns—and all these towns, with the business and social section at the center, together constitute Democracity."

It's hard to get used to the idea, because we think of cities stopping abruptly where the country begins. But Democracity only makes sense if you remember that it covers about 11,000 square miles—about 8 million acres—and is inhabited by a million and a half people



who live in 70 different towns. The farms, the residential towns, the industrial towns, and the social and business center, each depending on all the others, all of them together are Democracy. . . . Centerton is "downtown" today - where your office, and the big department stores and the best restaurants are . . . A useful place.

You live in a house of your own, in a town nearby . . . a town so agreeable that you call it Pleasantville. . . . It's B on the plan . . . Or in Millville, the industrial city, marked C. You'll wake up there tomorrow morning. . . .

You'll wake in a cheerful room, on a garden . . . in a room quite . . . and the air you breathe will be clean air. . . . After Breakfast you'll walk over to the school with the children. . . .

Not to protect them from accidents. . . . They can't get run over. . . . There isn't a single

street they cross on which any motor traffic rides. . . .

Then if you're working in Centerton you'll take the express bus or drive your own car along the safe-speed boulevards which are fast because they are built for safety. . . . If you're running the house, you'll do the marketing, nearby, in shops which face a little park. . . . and then maybe you will also go into Centerton for some major shopping. . . .

There are about 40 Pleasantvilles. . . . 30 Millvilles. . . . surrounding Centerton. Whatever each cannot afford separately, they can afford together. . . . Pleasantville has a High School. Millville a high school and a Technical College. The big university is in Centerton, because that's the most convenient for all the people of Democracy.

The big hospitals, opera houses, and sports arenas too - for the same reason.

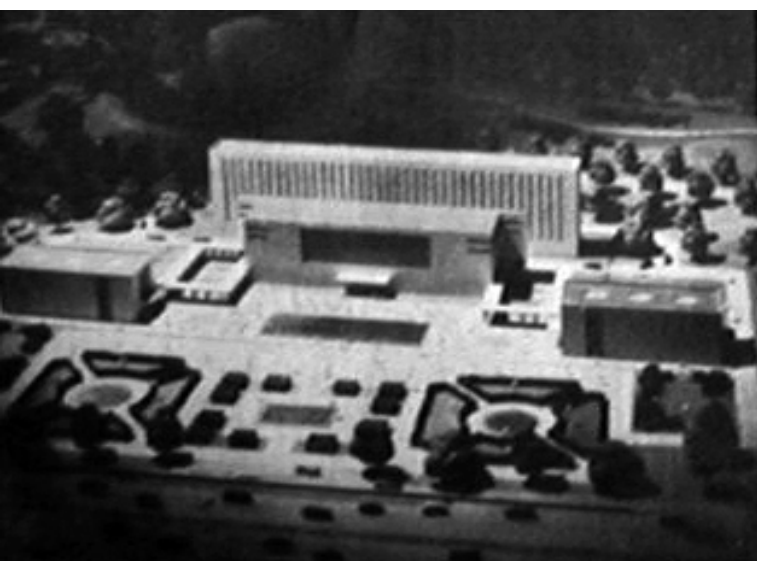




*A Place of Worship of All Men*



*Stadium at 46th Street and Chestnut Avenue*



*The Central Library . . . with open-air reading room*

## FOR THE USE OF THE PEOPLE

What we want is a great place to live in. We want to be proud of our city, not because we live in it, but because it is good to live in.

Here it is...and we like it. It's attractive and sensible at the same time. It's pleasant because we've spent a lot of money to make it so....

At a low-tax rate too - because we haven't wasted money. Here's the library. Pleasantville and Millville have their branch libraries; this big one for scholars is in Centerton.

It's uneconomical to have twenty small hospitals, when twenty infirmaries would do the work. With the savings, we've built one central hospital with the best equipment and the best doctors in the world. Emergencies? From the farthest Pleasantville you can get to the hospital in Centerton faster than you can get from one end of the New York subway system to the other today.

Not fanciful . . . and not dictatorial . . . No new religion has been founded. . .no old worship is affected. . .The hub of the city is a great place to worship as it does not displace others. . .it is a center for those gatherings of thanksgiving and prayer which unite all creeds. . .

Local pride . . . Localities will have something to be proud of . . . the health of their citizens. . . the fun they have in life . . . their capacity for working and playing together . . . baseball diamonds and tennis courts everywhere . . . and basketball and bowling indoors . . . and at Centerton the vast sports arenas for the final championship games of all Democracity . . . for challenge matches with the other Democracies.

### AIR-LIGHT-MOVEMENT-IN A PLANNED CITY

For of course there are dozens of Democracies . . . under various names . . . with different Millvilles and Pleasantvilles around them. . . Each is adapted to the land and the weather and the people---but all are the same in this: they are planned to let people live complete and satisfactory lives together.





# BALANCE SHEET

Certain things you have become accustomed too, you will miss, in Democracy. You will miss the slums, and all the crime that breeds in the slums, all the nervous discomfort of overgrown cities and the smoky air and the dark rooms and sunless streets and the noise, you will miss all these....

But quickly you will become accustomed to living in a city which is planned for living. The highspeed parkway with its underpasses and cloverleafs has been brought into the city. The streets are built for motor traffic; when you want to walk,

you walk through connecting parks around which are offices, stores, and museums.

Look at the shopping center. . . . Your marketing you do in neighborhood stores on the Green Park. ... here you come for more serious shopping. The arcades are a blessing on very sunny days or in sudden squalls. Democracy has not managed to manage the weather...but it can cope with it. In your own home, air conditioning and automatic heat control will help (no coal, no ashes, no dirt ... heat supplied in the most economical way from a central plant). ...

Some of the aspects of Democracy strike





us as strange . . . . For instance no part of it is trying to grow bigger than any other part. . . . Of the score of variously name Pleasantvilles, no one has any jealousy of the others. . . . In one Millville, boots are the chief article of manufacture, in another, television sets . . . neither wants particularly to be the "biggest small city in the country . . . ." All want to be clean and gay and full of happy citizens . . . size doesn't matter. . . . All are parts of the vast Democracy which is just big enough . . . and not too big. . . .

Another striking thing is the amount of leisure the we have, for the time getting to and from work is short, and our working hours are also short. . . . and our leisure has led people to develop in all sorts of ways. . . . Not necessarily or always wise . . . because this isn't Utopia . . . but always pleasant. . . . We have time for hobbies and our hobbies more often are doing things rather than merely

collecting things other people have done. . . .

But you can't call gardening a hobby in Democracy . . . because it's plain second nature to garden when you have the land as part of your own home. . . .

A few other things are exceptional. . . . One is that the double-decker streets with airplanes landing on skyscraper roofs are missing. They are missing because they aren't needed. In this version of the city of the tomorrow, there is plenty of room, and buildings are low, and airplanes land at the terminus.

They city is fireproof. . . . roof to sub-cellar. But a small fire department is kept up . . . say 40 or 50 firemen for a city of a million. . . . If a fire breaks out, you will press a button to release an extinguishing acid.

With no traffic problems, the police will have purely policing duty . . . . The life of Democracy offers no incentive to crime.



# THE OLD IDEAL

Men and women working together to accomplish a great purpose---it is the oldest ideal in the world---but only now, for the first time has this old ideal become a matter of life and death. For the borders of the world have shrunk---every man is the neighbor of every other man---interdependence or catastrophe.

Everywhere in the Fair this theme is shown---Here at the heart of the Fair it receives its practical dramatic expression. The City of Tomorrow which lies below you is as harmonious as the stars in their courses overhead---No anarchy---destroying the freedom of others---can exist here. The streets, the houses, the public buildings, the waterways, the parks, and the parking spaces---all are built in relation to all the others.

You will see the docks where the engineer and longshoreman meet; the schoolhouse and the church; the theatre and the office building; the sports arena and the library.

Into this city come sandhogs and baseball players and telephone operators--dairymen and brakemen and nurses. In great circles extending father and farther into the distance lie villages and then, the farms and farther still the



mills and the mines. The farmer, the factory worker, the mill operator, the miner---and the wives of all them come into the towns and the big city and the townsmen goes out into the country on business and for his pleasure.

Each needs all the others; the city needs the surrounding country; the country needs the city center; all are needed by the great Democracy.

The men and women who live in the towns and cities you see down there as well as those who live in the surrounding country on the farms or around the distant mines and mills---they represent a hundred and thirty million of us---learning to work, to play, to struggle, to sing together. If we do not learn quickly, the World of Tomorrow will not come into existence.

The World of Today and Yesterday will be destroyed by men who do not believe in creative humanity---by tyrants who command slaves---and no new world will be built in its place.

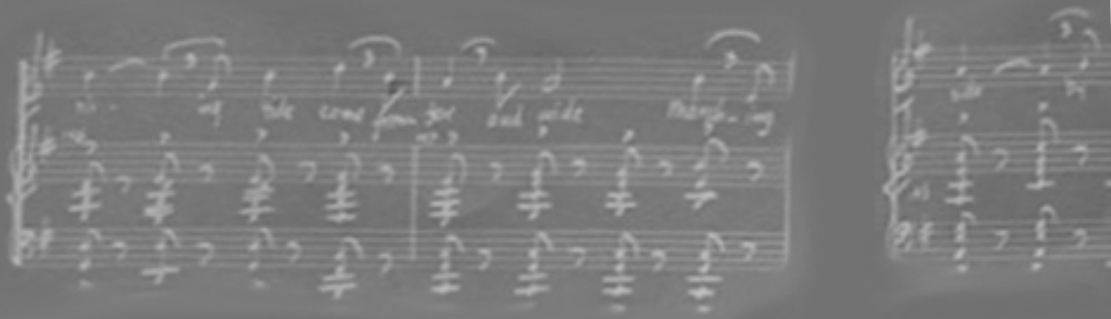
One side is the World of Tomorrow built by millions of free men and women, independent and interdependent. ... On the other side is chaos.

The old ideal of men as friends and brothers becomes the Theme of today's endeavor. Working together men triumph over the forces of destruction---to build the World of Tomorrow.





TAKEN FROM THE  
ORIGINAL SCORE  
BY W. G. STILL



## CONNECTIONS

The Government buildings of Democracy are in Centerton. The one tall building, a full twenty stories high, is the center of government, with offices adjacent....

If Democracy were Utopia, government would be superfluous. But Democracy is an entirely practical city. ... And there can be a dozen or a hundred such groups of towns and villages and centers in the United States, each with commercial and agricultural and industrial interests. The government exists to see that these interests harmonize.

A farmer in Texas has a good crop . . . he buys a tractor from a company in Iowa . . . the foreman of the night shift at the tractor factory gets a bonus . . . he can afford to give his wife money to straighten their little girl's teeth . . . the dentist orders a new unit from Philadelphia. . . and a Philadelphia family buys three more print dresses made from Texas cotton. . . . Multiply the process ten million times over and you have prosperity.

The basis of it is interdependence. The process from Texas through Iowa to Philadelphia and back to Texas has involved railroads and telegrams and stocks and bonds and banks and postage and electric power. . .

It has affected the health and happiness of thousands of people. ...

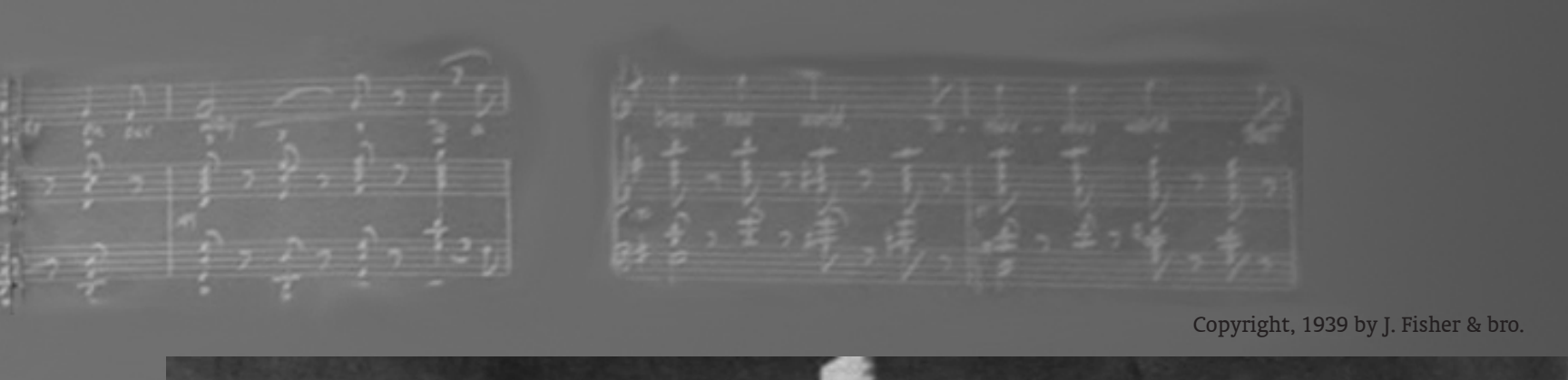
The theme of the New York World's Fair is interdependence, it is shown one way in Democracy, the industrial town, the residential town, the central hub, each fulfilling a special function, each depending on the other. ... It is shown again in the spectacle of men and women marching together in the heavens. ...

Outside of Democracy you can see the inter-relation of human action illustrated in the Fair itself. At various points you will find focal buildings, devoted to Government, Food, Health, Education and Science, Communications, Transportation, Production and distribution, and Community Interests. Under these headings the great exhibits of the fair are grouped, a special booklet on each of these focal exhibits has been issued.

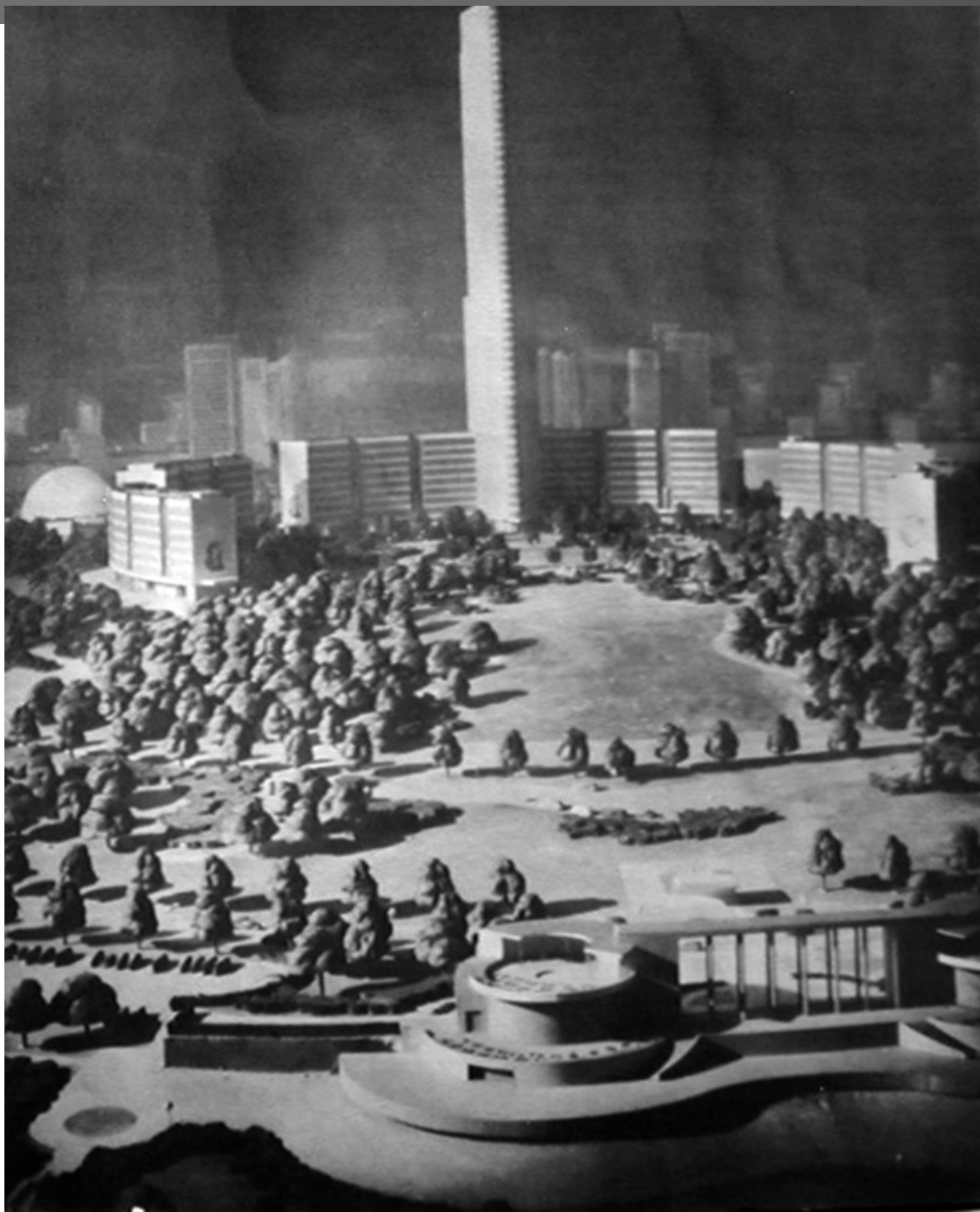
Every one is connected with every one of the others...not one could function completely without all the others.

That is the Theme of the Fair, . . . symbolized in the Theme Buildings, dramatized in the spectacles within the Perisphere, and demonstrated by the Fair itself. . . .

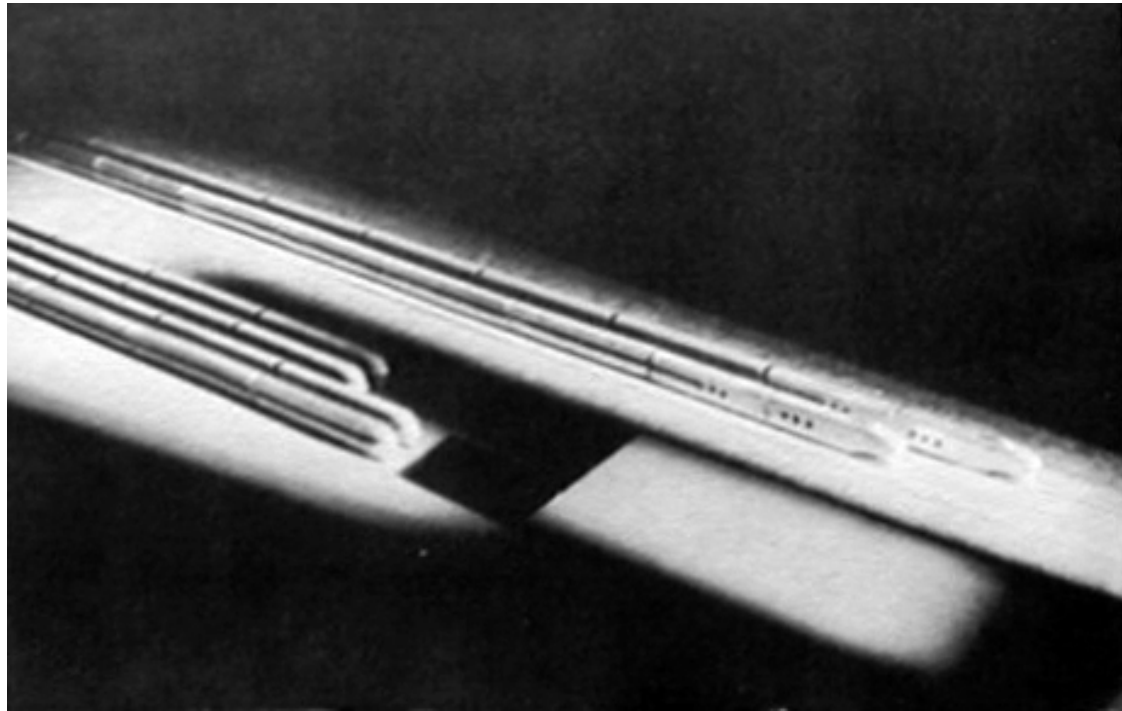
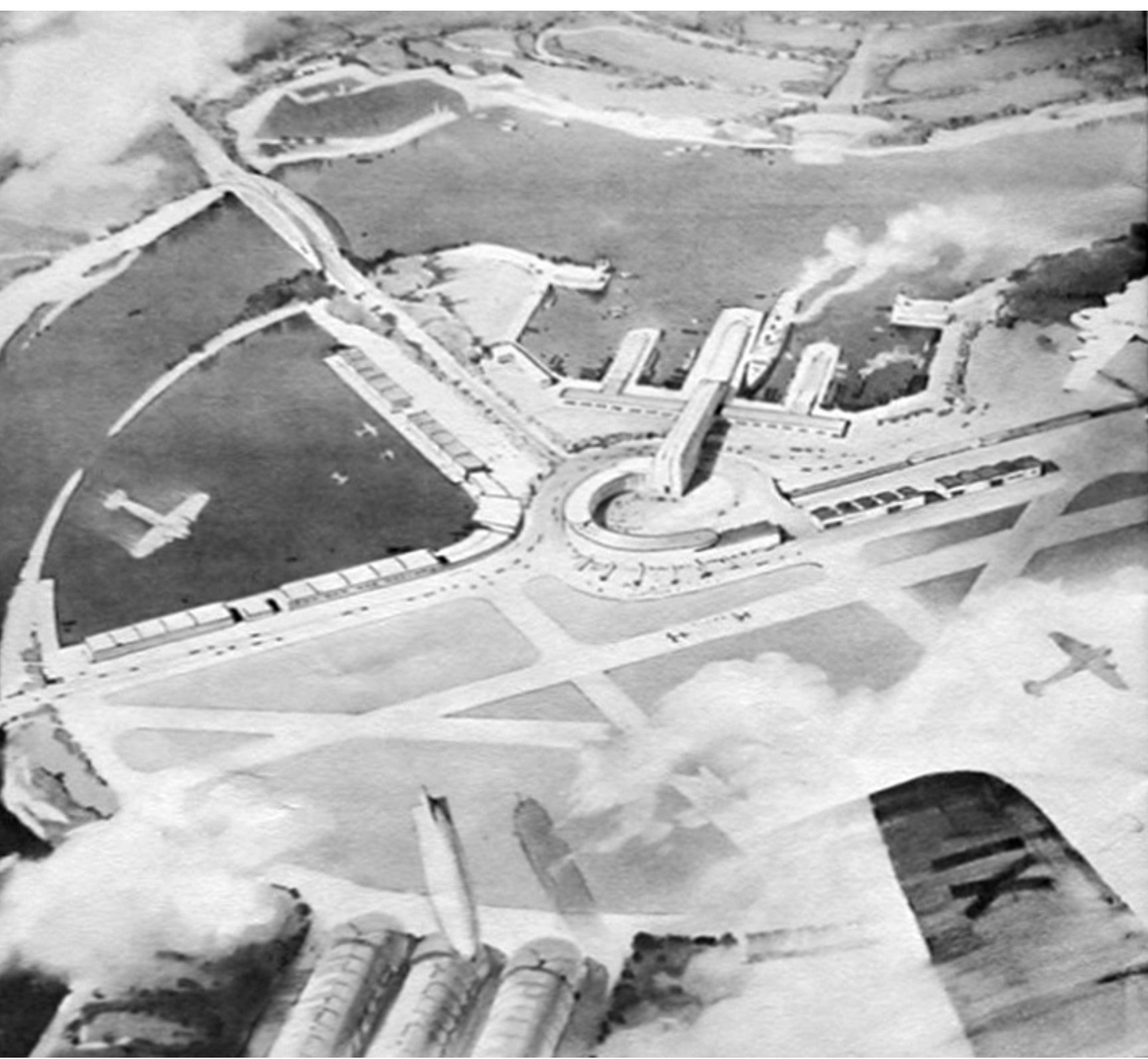
*\* A film, The City, dealing with the practical problems of housing in the future, is shown periodically in the theatre*

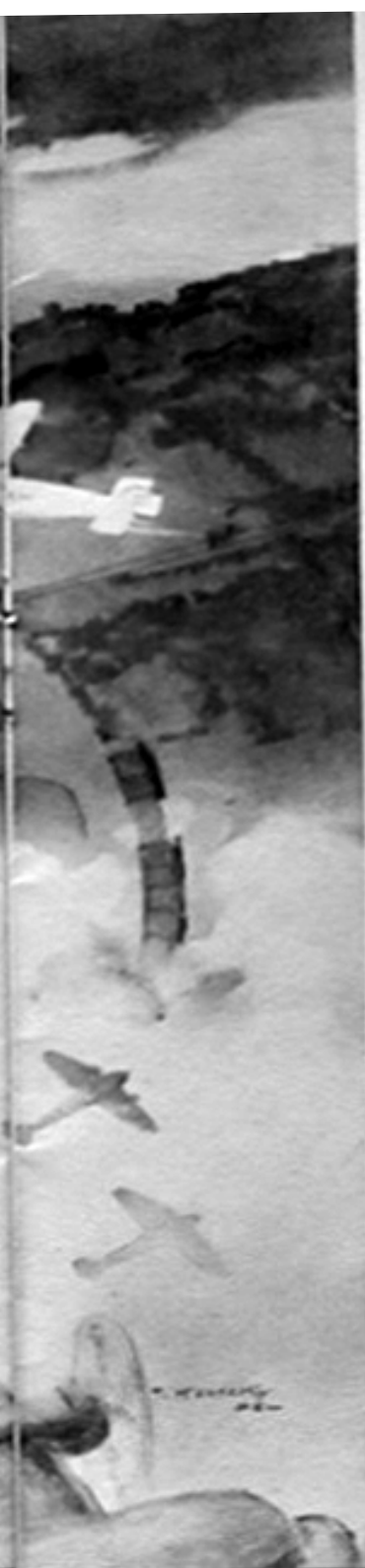


Copyright, 1939 by J. Fisher & bro.









## TERMINUS

One of the constant miseries of life in modern cities is getting into them, and getting out of them.

Railroad trains run through desolate slums and unsightly dump-heaps, and the stations are ugly or out-of-the-way. Busses make tremendous speeds on the highways and get snagged in city traffic and waste time. Only big cities have good airports and it takes you an hour to get to the port...a distance of ten miles ... for a half hour ride which covers ninety miles---and then you have another hour in traffic covering another ten miles to your destination....

And most cities have neglected the traffic possibilities of their waterways.

A great terminus for travel by air and land and water is beyond the financial possibilities of smaller cities, the Millvilles and Pleasantvilles which surround Centerton. Luckily it is also beyond their needs. In thirty or forty

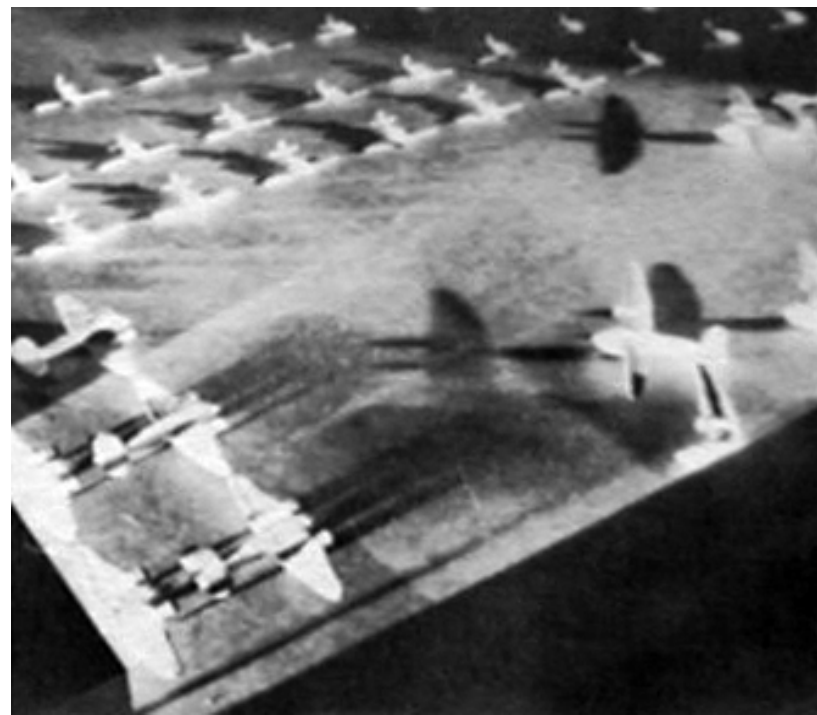
minutes they can arrive at the central terminus - by passing all traffic.

At the Terminus, air, land, and water traffic will meet. The bus lines from the outlying towns, and the transcontinental ones too, will come there; and the planes from all over the country, and the great express trains will make this their stop for the entire region.

You will find connections waiting for you at Terminus for the entire area. You will also find and underground high-speed artery to the business center. When you are ready to continue traveling, you'll not miss your train or plane or boat because of a traffic jam, there are no jams on the underground....

Someday we may build an underground to the sports arena, too.

Terminus is more than a solution of traffic problems. It is itself an example of interdependence --- of free cooperation --- a symbol of the way one may live tomorrow.





## GOODS AND CHATTELS

One of the reasons the traffic jam --- with its fretting of nerves and honking of horns --- has vanished is that parking in the street has vanished. . . . Magically your car has found a place for itself, convenient for you, out of the way of traffic.

Because this central city is planned to do certain things, because space doesn't have to be wasted on things the other cities do better, there is ample room here. . . . Every office building is on a park and on a parking lot as well.

Every time you put a desk into an office building, you provide space for a car outside. For department store, theatres, the sports arena, and other places where people gather in tremendous numbers, you make special

arrangements . . . underground parking in one place, overhead in another. . . . It can be done . . . with methodical precision. . . .

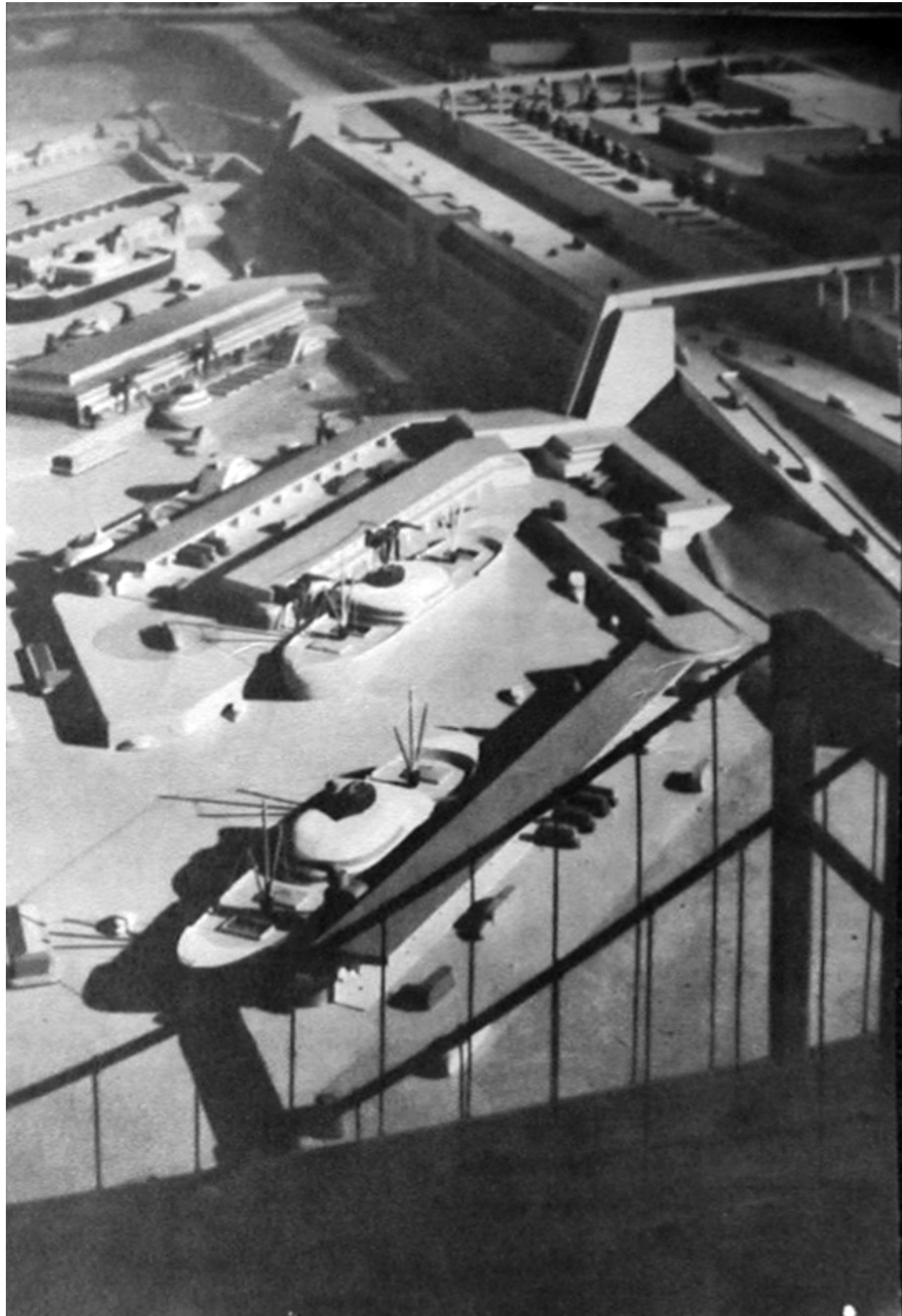
Trucking also has almost disappeared from the hub, vast quantities of goods come in, chiefly by boat or train . . . shoes and food and furniture . . . motor cars and fountain pens and clocks . . . for this is the distributing center of the entire area. . . . But the goods are lifted from the boats and the train platform by carriers . . . and they are distributed by a carrier system to the proper warehouses, and never come into the crowded area.

The water basin is busy with shipping, but the water is clear and sparkling, no factory refuse pours into it from Millville, no sewage from Pleasantville or the hub. . . . Incineration has been substituted for pollution. . . .



Mathematical relation  
between office space  
and parking space

Distribution---heavy  
cargo---boat to dock---  
carrier to warehouse







## OPERATIONS

The willing design for the Theme Center was that of Wallace K. Harrison and J. André Fouilhoux ... a design which began with a hair pin and a ball of putty, still in the possession of Mr. Harrison. It grew to a triangular column and the largest sphere in the world. ...

The sphere was chosen because a ball is the ideal form of enclosing the largest possible amount of space with the smallest amount of material; with the sphere the natural contrasting form is a tower. Together these two simple and familiar forms are instantly striking and permanently impressive.

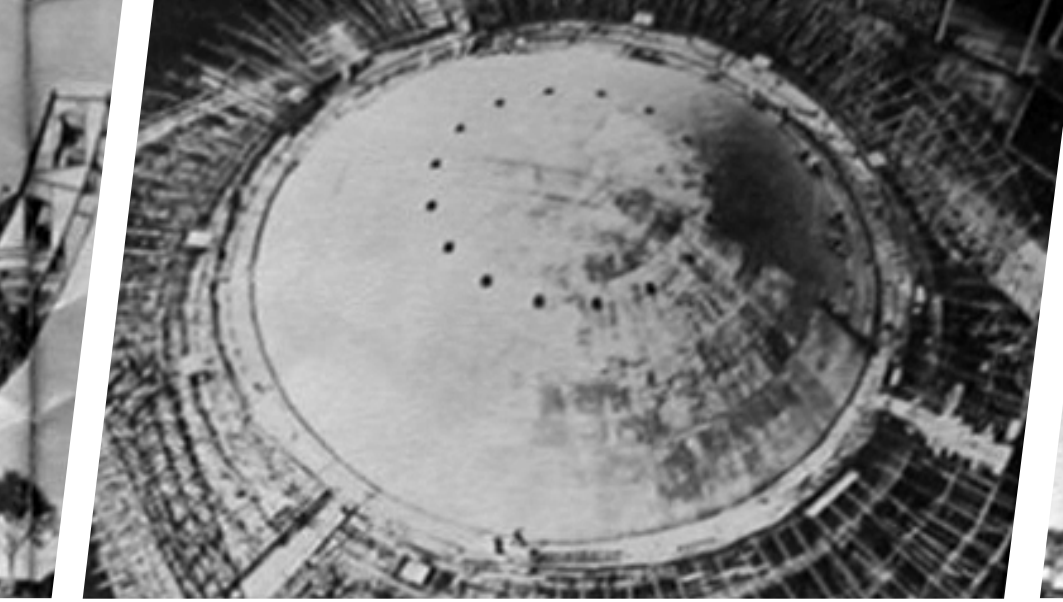
Before they were built, models were exposed to a 70-mile wind in a testing-tunnel ... they cannot be blown over and the outer covering cannot be ripped off.

The theme buildings are made of 2,000 cubic yards of structural steel resting on more than 2,000 creosoted wood piles. The Trylon is 700 feet high ... (in the United States on the Woolworth, the Empire State and the Chrysler buildings are taller) and the diameter of the Perisphere is 200 feet. The total weight of the buildings and their foundations is about 10,000 tons.

And there are more than 7,000 separate pieces of steel in the buildings.

The pictures show the process of construction. No free-standing sphere like this had ever been made before ... there was no precedent to fall back on ... and the work was done on time and without one major accident. ...

The structural triumphs of the Theme Building have a close connection with the success of the theme-dramatization within. Getting the audience from the Trylon into the Perisphere requires two of the longest electric stairways in the world. Inside the Perisphere you can stand on one of two balconies to see Democracy ... these balconies revolve, one clockwise, the other counter. ... And both the treatment for sound and air-conditioning has been so worked out as to give you, as you move around the vast hemisphere, exactly the sensation of floating high in the air ... (the air is purified ...



nothing that smells of the earth remains to destroy you illusion of flight).

## PICTURE

The living murals which appear on the heavens in the Perisphere were also a new problem ... for they are not moving pictures in the ordinary sense. ... They are pictures which move over more than an acre of space ... and when the dome is filled with the project figures you have the equivalent of an ordinary height movie screen --- two-thirds of a mile long.

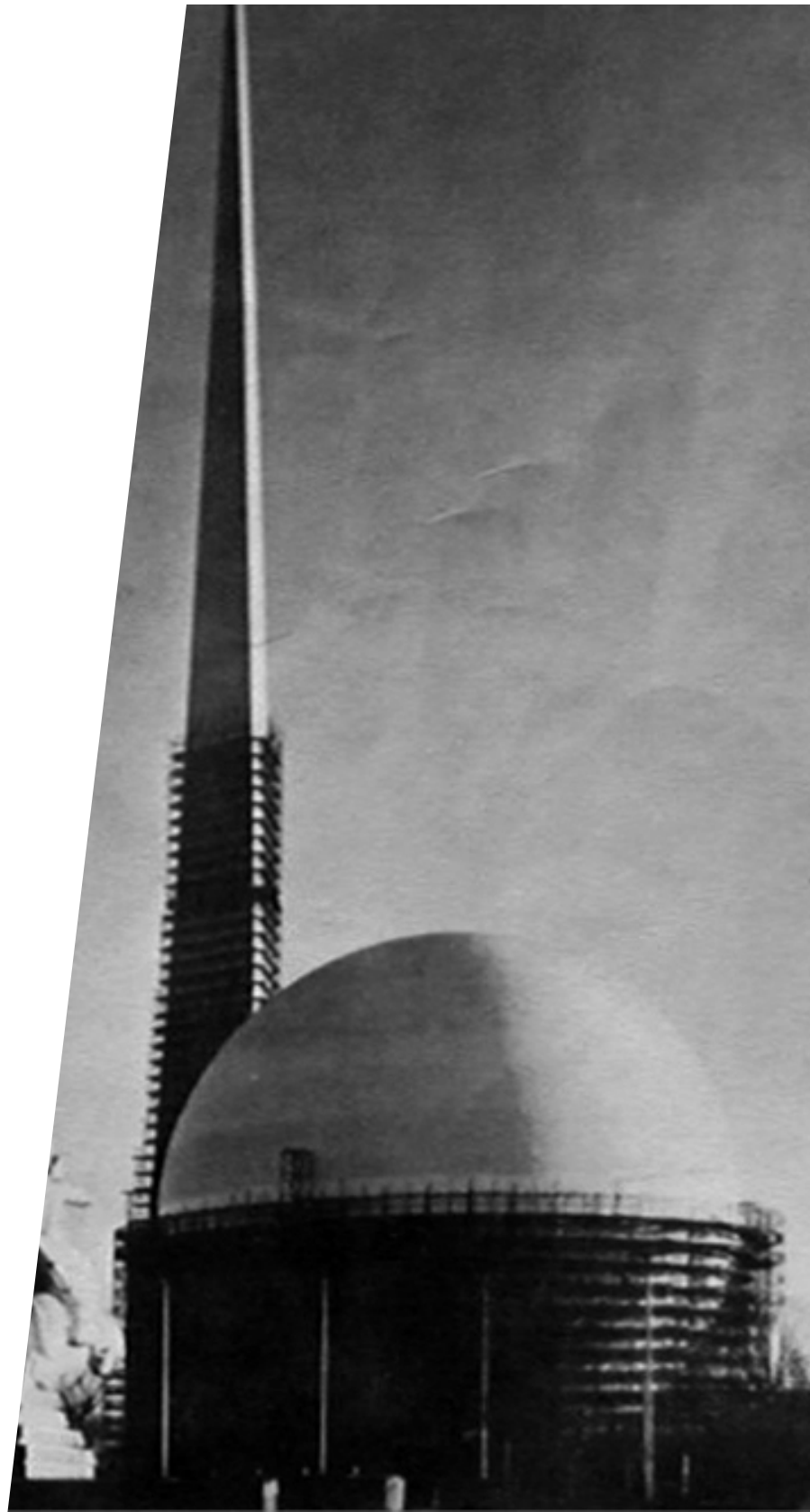
The amount of light is so tremendous that it would melt ordinary film ... sections of film enclosed in glass slides are used instead and a specially designed battery of ten four-fold projectors magnifies the picture 345 times over and throws it on the fault of the Perisphere. ... Making glass move as easily as film before the projector required entirely new machinery ... large geared drums ... and presented new problems of synchronization and precision in placing.

Incidentally one hundred of the largest long-focus f 1.6 lenses ever made commercially are in the ten projectors.

The entire system was created especially for the 83 seconds of the "moving picture" by the Eastman Kodak Company.

## PURPOSE

The words "first" ... "largest" ... "unique" ... naturally occur in describing the structure of the Theme Buildings and the mechanism which activates the spectacle inside the Perisphere. But as old as humanity and as permanent as life itself is the purpose for which the Theme stands....





# NEW WORLD

What is the purpose of it ... of the theme ... of the Fair itself?

To symbolize ... to demonstrate ... to dramatize the new world ... the World of Tomorrow ... to show how it might come into being ... as soon as men recognize their interdependence, one on the other.

The New World ... it has always been the name for America ... here the New World of Tomorrow naturally is born.

The pictures we have passed in review are suggestions ... not a dictator's blueprint ... for the New World. ...

Here are the helpful words spoken by H. V. Katlenborn, as the great spectacle unfolds in the Perisphere.

- The City of Man in the World of Tomorrow.
- Here are grass and trees as well as stone and steel. Not a dream city, but a symbol of life as lived by the Man of Tomorrow.
- No longer planless jumble of slum and grime and smoke, but town and country joined for work and play in sunlight and good air.
- At the center are government, business, amusement, while out beyond are home and workshop, mine and mill, dependent on each other.
- As day fades into night, each man seeks home for here are children, comfort, neighbors, recreation --- the good life of the well planned city.

As man helps man, so nation leans on nation, united by a thousand roads of commerce, heart, and human aspiration.

A brave new world built by united hands and hearts. Here brain and brawn, faith and courage are linked in high endeavor as men march on towards unity and peace. Listen! From office, farm, and factory they come with joyous song. Men working together ... bound by a common faith in man ... bound by their need of one another ... free, independent men, knowing they can be free only because others help them to keep their freedom ... independent and therefore interdependent. ...

Only such men and women can make the World of Tomorrow what they want it to be ... a world fit for freeman to enjoy. ...

GILBERT SELDES



