

Attendance
Yesterday at
9:30 P.M.
129,962
To Date:
19,342,332

TODAY *at the* FAIR 5^c

OFFICIAL DAILY PROGRAM AND WORLD'S FAIR NEWS

232

Published Every Day * NEW YORK WORLD'S FAIR 1939 * Tuesday, August 22, 1939 ... No. 112

Odd Fellows Celebrate Day With Colorful Drill At Fair

Ticket Drive Goes Into Its 2nd Week

Employees Stage
Finale Party
Saturday

The sales thermometer reads 125,000 and the two weeks ticket drive of the World's Fair Employees Club is successfully into its second week.

After a period of gaiety in which carnival-like rallies were held downtown and at the Fair, the campaign now has settled down to one of straight selling.

Of the 40 departments competing for the team prize, the World's Fair Police are in the lead. A strong dark horse is the Purchasing Department, which has only 18 members.

Many people have wondered why the tickets being sold during the campaign are dated to

(Please Turn to Page Two)

THE NAME IS NOT FERDINAND



This was one of the thrilling moments when Sidney Franklin, the Brooklyn Matador, demonstrated for members of the A. S. P. C. A. that "bull-dodging" held no danger for the bulls. The A. S. P. C. A. was convinced and it is expected that "bull-dodging" will soon become one of the regular features of the Fair.

Ceremonies At The Court Of Peace Marks Close Of Eastern Meeting

The biggest gathering in the history of the Odd Fellows fraternity takes place today when representatives of the order meet at the World's Fair to celebrate Odd Fellows Day.

It is expected that before the ceremonies marking the occasion get under way at the Court of Peace at 2 o'clock this afternoon, 50,000 members of the order will have passed through the gates of the Fair.

The Hon. Grover A. Whalen will be on hand at the Court of Peace to welcome the assembled Odd Fellows and their sister order, the Rebeccas. There will be an address by Isadore Isaacs, Eastern States convention chairman, and by Francis L. Carrano, Grand Master of New York and Deputy Grand Sire.

A highpoint of the ceremonies will be the awarding of prizes to winners of the Odd Fellows' essay contest. The prizes of \$200 in cash were personally donated by Burton A. Gaskill, Grand Sire of the Order, who will be present today. The subject of the essay contest was "Should Moral Education Be Part of the School Curriculum."

Music for the ceremonies will
(Please Turn to Page Three)

GRAND SIRE



Burton A. Gaskill, head of Odd Fellows of the world, who is at the Fair today.

OFFICIAL PROGRAM OF TODAY'S SPECIAL EVENTS

10:00 A.M.—Greenwich (Conn.) College Club: All day registration at Ass'n of American University Women headquarters in Home Furnishings Building.

—Odd Fellows Day: Rebecca and Odd Fellows begin arriving for their day at the Fair.

11:00 A.M.—Stone carving demonstration by John Battista until 5 P.M., at Contemporary Art Building.

11:15 A.M.—Florida Orange Blossom Quartet broadcast at Crosley Building.

—Cecil and Harford Counties (Md.) Day: Six mayors of representative towns of both counties will be received by a Fair official and sign distinguished guest register at Perylon Hall.

12:00 Noon—Organ recital by Ernest White at Temple of Religion.

12:15 P.M.—Queens Rotary Club luncheon at Schaefer Center.

1:00 P.M.—Luncheon in honor of Senator Rodolfo Michels, Chilean Commission General at Perylon Hall.

1:30 P.M.—"Today in the World of Tomorrow" broadcast over station WWRL at Communications Building.

2:00 P.M.—Japanese doll making demonstration, until 6 P. M., in Japanese Section, Hall of Nations.

2:00 P.M.—Odd Fellows Day: Program in Court of Peace includes Cavalcade of Drill Teams, awarding of prizes in essay contest, addresses by Burton A. Gaskill, Grand Sire of Odd Fellows, and Francis L. Carrano, and others.

3:00 P.M.—Jitterbug Jamboree by Ben Bernie and All the Lads at Fountain Lake Bandshell.

(Please turn to Page Two)

Mayors From Maryland Bring Constituents To The Fair

Almost a thousand citizens from Cecil and Harford Counties in Maryland are at the Fair today to celebrate the day set aside in their honor.

With the party are six mayors from representative towns in the two counties. The mayors will be received by Fair officials at Perylon Hall and they will sign the Fair's Distinguished Guest Register. The party will arrive at the Fair at approximately 11 o'clock and the mayors will be received at Perylon Hall at 11:15 A.M.

After the ceremonies the mayors will rejoin the party of visitors from Maryland and together they will make an informal tour of the Fair.

One of the first exhibits on

their itinerary will be the Maryland Exhibit where they will be entertained by the Maryland Commission. They will then make a tour of the outstanding exhibits including General Motors, Ford, Chrysler and the Railroads on Parade.

In the evening the group will proceed to the Amusement Area. After viewing the fireworks display at Fountain Lake they will conclude the day with a gala tour of the Fun Zone.

Baby Turtles Hatch At Exhibit

Nest Brought Here From Florida

Baby loggerhead turtles, believed to be the first ever born in "captivity," are swarming in the stretch of beach which skirts the Florida Pavilion. The hundred or so crawlers made their appearance at midnight Thursday, hatching from soft shelled eggs at the exact hour the natives along the Florida coast say loggerhead "blessed events" occur.

The "nest"—a thousand pounds of ocean sands containing the turtle eggs—was sent from the Marine Gardens on the Florida coast and "planted" at Florida's Fair exhibit about eight weeks ago.

When hatched at home the baby turtles scurry for salt water the moment they leave the eggs. The Florida Building staff called in the expert advice of C. W. Coates, curator of the New York Aquarium, who offered to supply the kind of ocean water in which the infants would live and thrive.

Loggerheads are the largest known turtles, often attaining a weight of 500 pounds. They often reach the "ripe old age of 500 years."

Ticket Drive Goes Into Its 2nd Week

(Continued from Page One)

expire coincidental with the closing of the drive on Saturday. A survey conducted by the employees shortly before the present program was put into effect showed that 90 per cent of the New Yorkers who still have not been to the Fair were planning on coming either in September or October. Therefore, the drive was started with the purpose of getting these people out here in August.

On Saturday, a grand windup of the campaign is to be held at the Casino of Nations in the form of a dinner-dance. Many amateur and "talent" contests are scheduled, and the winners will receive such prizes as a "dinner for two" at the French Pavilion and similar awards donated by exhibitors and foreign pavilions throughout the Fair.

Officers of the Employees Club are: President, Wesley Hennessey; Vice-president, Jack Devine, and Secretary, Graham Trevor.

WE ALL LOVE HOMETOWN GOSSIP



These Finnish guidettes are among the hundreds of foreign men and women who come daily to the World Trade Center to read newspapers and magazines in their native language. The Center maintains a file of over three hundred foreign publications from all over the world. Left to right, Miriam Maki, Mary Ann Peterson and Tuulikki Tenho, all of the Finnish Pavilion.

Doll-Making Couple Display Ancient Japanese Craft

Working with a dexterity that bespeaks years of painstaking experience and a thorough knowledge of their craft, Mr. and Mrs. Taro Yoshitake, Japanese doll-makers extraordinary, put on a daily demonstration of their work in Japan Hall at the Hall of Nations at the World's Fair.

With such materials as bits of silk, cotton fiber, steel wire and strips of colored silk brocade, this young couple design and produce, within an amazing short space of time, an elaborately-costumed doll for the entertainment of visitors.

Brought from Tokyo to the Fair for the purpose of explaining and demonstrating their craft, the quick-fingered ability of Mr. and Mrs. Yoshitake enables them to make a doll in about an hour. Their demonstration-exhibit will continue daily from 2 to 6 P.M. until August 30.

Said to have begun over 3,000 years ago in Japan, doll-making has been, and is today, a popular pastime for girls and women. During the annual girls' Festival of Dolls and Boy's Day celebrations in Japan, dolls play an important part. Doll exhibitions and contests are held in which children throughout the nation display their favorite doll collections, many of them family heirlooms that have been handed down from generation to generation.

The main characteristic of the dolls made at Japan Hall during the demonstrations is that they

are made entirely of silk fabric—a radical departure from the orthodox method of doll construction that employs baked clay for the head, arms, and legs. Even the naturally-featured face and hair are of silk. The use of silk in doll-making, Mr. Yoshitake points out, imparts a softness of effect that is not acquired with the use of clay.

Speed Trophy Is Displayed At Firestone Exhibit

Fair-goers visiting the Firestone Building marvel at the beauty and size of the huge mounted trophy seen on entering the exhibit.

Contest Seeks Escort For New Star

Screen Star Will Be a Winner

Some lucky girl attending the Fair between now and tomorrow at noon is going to have an opportunity to be the luncheon companion of the screen's newest masculine star.

Wednesday is Golden Boy Day at the Fair, and William Holden, the recently discovered college boy who will play the lead in the screen version of Clifford Odets' Broadway stage success will be at the Fair for the occasion.

Just to add to the glamour of his visit and to give some girl the thrill of a lifetime, the Fair has arranged to hold a drawing on Wednesday and pick some lucky girl at the Fair to be Holden's luncheon companion at La Restaurant Francaise in the French Pavilion.

The contest is open to any girl at the Fair. All you have to do is fill out the coupon below and send it to the Fair's Special Events Department.

The lucky girl whose name is drawn will lunch with Holden and other members of the casts of both the stage and screen productions.

In the party that will be here to honor Golden Boy Day will

It is the Wheeler-Schebler Trophy, and until retired permanently in 1932 by Harry Hartz, famous automobile racing driver, was awarded annually to the owner of the car leading at the 400-mile mark in the Indianapolis 500-mile race.

Standing eight feet high, this cup which is valued at \$8,000 is truly impressive to view. It weighs slightly over 500 pounds and was designed by Tiffany & Co.

First put in competition by the Wheeler Schebler Carburetor Co., of Indianapolis, in 1913, the trophy was to become the permanent possession of anyone winning it three times with the same make of car.

At the conclusion of the Memorial Day classic in '32, the donors made the final presentation of the cup to Harry Hartz. On that day, Fred Frame, driving a Hartz Special, had been leading as the field passed the 400 figure. In '30 and '31, Billy Arnold, riding in the same type of car, had done the same thing, and thus this grand trophy became the property of Mr. Hartz.

be, in addition to Holden, Adolph Menjou and Francis Farmer.

Special Events Department
New York World's Fair:

Please draw my name as the lucky girl to have luncheon with the William Holden at Le Restaurant Francais at the French Pavilion on Wednesday.

Name
No. and Street
City
Telephone

OFFICIAL PROGRAM OF TODAY'S EVENTS

(Continued from Page One)

3:30 P.M.—Exhibition of fly casting at Florida Building on Fountain Lake.

4:00 P.M.—Greenwich (Conn.) College Club: Tea at A.A.U.W. headquarters in Home Furnishings Building.

5:00 P.M.—Camp George Washington Marine Corps drill in Court of Peace.

—“Fair Questions” broadcast over WINS at Food Building South.

5:30 P.M.—Organ recital by Ernest White at Temple of Religion.

—The Trytons band concert at Washington Statue.

5:45 P.M.—National Foreign Trade Council, Inc., presents speaker in honor of the anniversary of the first steamer which crossed the Atlantic in 1818—Goodrich Arena.

6:00 P.M.—Evening parade and safety monitor drill at Boy Scout Camp.

—“Uncle Don” broadcast over WOR at New Jersey State Building.

—Twilight Hour concert by Midshipmen's Glee Club at Temple of Religion.

—Basketball game, American Express team vs. Emmanuel Church, Bronx, five, in Sports Arena, The Man Building.

7:00 P.M.—Five Hour Jam Session: Music by Harry James, Master of Trumpets, and his orchestra at Fountain Lake Bandshell. Impromptu dancing throughout the Amusement Area.

7:30 P.M.—“Barnacle Bill” broadcast over WINS from Victoria Falls.

8:45 P.M.—Bicycle races, German Club of New York City vs. Plainfield (N.J.) Wheelmen, in Sports Arena, The Man Building.

8:45 P.M.—Florida Orange Blossom Quartet broadcast over WEVD from Florida Building.

9:00 P.M.—“The World and the Cathedral,” symphony of water, light, flame and music at Lagoon of Nations.

9:30 P.M.—Radio Quiz broadcast over WWRL from Communications Building.

9:45 P.M.—“Inquiring Microphone” broadcast over WINS from Victoria Falls.

10:15 P.M.—Fireworks display, “Three Little Fishes,” Fountain Lake.

10:30 P.M.—Mass parachute jump, Amusement Area.

—“Hot Mikado,” Hall of Music.

Whalen Says:

Only three more Wednesdays till school opens—and Wednesday is Children's Five-and-Dime Day at the Fair.



L. J. Whalen

President of the Fair Corporation

Baby Incubator Sets Record With Three Sets Of Twins

For the first time in his 40 years' experience as savior of babies prematurely born, Dr. Martin A. Couney is playing host to three pairs of twins at his Baby Incubator at the Fair. Although he has cared for a total of 250 pairs during his long career as director of his famous incubators, this is the first time Dr. Couney has had three pairs at one time.

Odd Fellows

Have Day

At Fair

Grand Sire Awards Prizes In Essay Contest

(Continued from Page One)

be supplied by the Odd Fellows' Community Band of Wellsburg, Chemung County, N. Y. In addition to the music and addresses the program at the Court of Peace will include a Cavalcade of Drill Teams from various units of the Odd Fellows and the Order of Rebecca.

Drill teams from Syracuse, Rhode Island, Michigan, Wisconsin and New Jersey will participate in this cavalcade. There will also be a large delegation from Massachusetts.

In the evening the members of the order will have an opportunity to see the Fountain Lake display of fireworks at 10:15 P.M., after which they will wind up the day with a visit to the Aquacade for the 10:45 P.M. performance.

Number one student at the World's Fair baseball school is Jerry Green of Flushing. To date he has attended 19 of the classes instructed by major league stars, and on eight of these occasions the youthful Mr. Green had the opportunity to ask some diamond problems over a coast-to-coast radio network.

Dpty. Grand Sire



Francis L. Carrano, Grand Master of New York Odd Fellows

The record was set early this morning with the arrival of a boy and a girl from Manhattan. They joined two other pairs—all girls—who had been brought to the Couney establishment at the World's Fair earlier in the week, one pair coming from Brooklyn, the other from elsewhere on Long Island.

Because the identities of his little charges are never revealed to the public, Dr. Couney—who makes no charge for the care of premature babies—refused to give details as to the family backgrounds of the newcomers. All six of the twins weigh a total of twelve pounds and will remain in his care until they shall have attained a weight of six pounds each.

Twin babies do not seem to be predisposed to premature birth, according to Dr. Couney, but it has been his observation that once he shelters a pair another pair follows soon after.

There are now a total of 19 babies in the incubators, of which only two are boys. Oddly enough, Dr. Couney cannot recall a time when the babies were evenly divided as to sex, there being usually a marked preponderance one way or the other.

The incubators at the Fair were opened a week after the Fair itself. From that time until today 39 babies have found a haven there. Twenty of the infants have thrived so well that they were able to go home.

The daily cost of maintaining a child in the incubators—the service is free to parents regardless of race, creed or color—is \$9, and the time a child remains there may vary from two weeks to two months. There are 16 trained nurses working in eight-hour shifts and the most up-to-date scientific equipment for the preservation of human life.

Girls In Bathing Suits Draw Crowd

Crowds are increasing at the Aetna Exhibit in the Business Systems and Insurance Building Exhibit and it's all because of a change in regalia. What has happened is that the young ladies participating in the "heart demonstration" are now wearing bathing suits.

Before and after a vigorous medicine-ball session, a stethoscope is applied to the girls' hearts and then the beats are magnified and come forth via a loud speaker. The purpose scientifically speaking is to show the increase resulting from exercise.

On other occasions, the "Aetnettes" go through fencing and rope-skipping routines with the same objective.

Watch TODAY AT THE FAIR for radio broadcasts originating at the Fair—broadcasts where you can see the boys and girls in action at the "mike."

DOC COUNEY DREW THREE PAIR



Three pairs of premature twins are now making their home in Dr. Martin A. Couney's Baby Incubators at the World's Fair. It is the first time in 40 years' experience that Dr. Couney has had three pairs of twins under his care at the same time. The nurses holding the babies are from left to right, Emily Honorato, Hildegard Couney, daughter of Dr. Couney, and Adeline D'Alessandro.

She Complained Of The Heat And Look What Happened

"I jumped from the frying pan right into the ice-box," laughs Betty Steele of the Frozen Alive show down on the Midway. "A little over a year ago I was complaining of the summer heat behind a dress counter in a Los Angeles department store.

Just a week later I was "frozen alive" in 1,200 pounds of the coldest ice in the World."

You've undoubtedly seen pictures of pretty, dark haired Miss Steele in the weekly picture magazines which have featured her act extensively during the past year. The pictures usually show her completely sealed in her ice tomb, surrounded by a gaping crowd.

And it's really cold in there, Betty claims—so cold that in comparison a "Tom Collins" is a cup of coffee and a mountain spring similar to a Turkish bath. Furthermore you never get accustomed to that freezing cold. At least Betty hasn't, even after a full year of being "frozen" ten times a day. Even on August "dog days" a shiver goes over her as she stands before those huge slabs of ice "absolutely without any protection of clothing" and waits for the attendants to use her again as the filling in another ice-berg sandwich.

Ford Changes Its Opening Time

To accommodate Fair visitors who gather at the Ford Exposition before 10 o'clock, the Ford Exposition will open at 9:30 A.M. hereafter instead of at 10, as formerly. The change is effective today, Ford officials announce.

Special Sale—
ITALIAN HANDICRAFT
AND SOUVENIRS
20 to 50% REDUCTION
ON ALL MERCHANDISE
ITALIAN PAVILION GIFT SHOP

Tomorrow At the Fair

Children's Five and Ten Cent Day.
Petroleum Industry Exhibit Day.
Hay Fever Day.
New Orleans Day.
Fraternal Order of Eagles Day.
National Security Traders Day.
Ass'n of Motor Vehicle Administrators' Day.
Baseball Class for Boys—St. Louis Cardinals and Brooklyn Dodgers.
Nick Kenny Day.
Sheffield Day.
Bethel (Conn.) Day.

ZOOLOGICAL WONDERS alive!

THE PANDA—THE ELECTRIC EEL
AND MANY OTHER RARE
CREATURES

Under the auspices of
THE NEW YORK ZOOLOGICAL
SOCIETY

Merrie England

Best view of Fireworks
on Fountain Lake

DAGENHAM GIRL PIPERS

QUEEN BESS TOP HAT REVUE

DANCING with PAUL TREMAINE'S
BAND

Popular Priced Luncheons and
Dinners

Glamour Girl Sought By Committee

"Hot Spot" Offers Contract As Prize

A two-week quest for the glamour girl of the World's Fair to begin Monday was announced today by N.T.G., chairman of the Fair's Amusement Area Reception Committee.

Entries for the contest will be received in the Palm Beach Room of his restaurant in the fun zone. World's Fair girl employees are eligible. Socially prominent men who will serve as judges include Captain Alestar Mackintosh, F. L. Crocker, Crawford Hill and William Rhinelander Stewart.

The winner will receive \$100 worth of clothes. And if she proves she has any talent she will win an engagement in the Palm Room for the duration of the Fair.

NEW COLOR FILM SHOWN

"The Art of Weaving," a color film, and "The Blind Shall See" are the two moving pictures scheduled for this afternoon at the New York City Building. The films, sponsored by the Board of Education, will be shown at 3 P.M.

Beauty
SALON of
TOMORROW
... world's most up-to-the-minute palace of beauty culture ... fashion and hair style shows featured continuously throughout the day; under the direction of International Hair Stylist.
COMMUNICATIONS BLDG.
Call HA. 9-9597 for Appointment

Photographic Supplies

Roll Film
Color or Black and White
...
Film Pack
Color or Black and White
...
Motion Picture Film
Color or Black and White
...
FILM
also for sale at all 30 cigar stands on the Ground
...
Cameras
...
Motion Picture Cameras
...
Projectors
...
Developing and Printing
...
Souvenir Pictures
Color or Black and White
...

PHOTOGRAPHIC CONTEST EVERY WEEK

Information and Entry Blanks
at Underwood Store or Exhibit

...
EXHIBIT
Communications Building
STORES
Communications Building and
Constitution Mall adjoining
Heinz Dome
...

UNDERWOOD & UNDERWOOD

Official Photographers

9 A.M.

8:00—Gates open.

10 A.M.

10:00 A.M.—Exhibits open.

Elektro, the mechanical man, in Westinghouse Bldg.

Florida Orange Blossom Quartet broadcast from Crosley Bldg. (Mon., Wed., Fri.)

Circulation and heartbeat demonstrations, Aetna Life Exht.

Marionette show, Libby, McNeill & Libby Exht.

Manual training demonstrations, Ford Bldg. (Daily exc. Sun.)

Television show, RCA Exhibit.

10:20 A.M.—“Writer’s Cramp,” A. B. Dick Co. Exht.

10:30 A.M.—Typewriting speed demonstration, Underwood Elliott Fisher Exht.

“Pete Roleum and His Cousins,” Petroleum Bldg.

“Railroads at Work,” Railroads Bldg.

First 3-dimensional polaroid movie, Chrysler Motors Bldg.

Fire drill show, N. Y. City Bldg.

10:45 A.M.—“Foiling the Villain,” “On the Carpet,” Addressograph-Multigraph Exht.

11 A.M.

11:00 A.M.—Fire demonstrations, Aetna Life Exhibit.

“Writer’s Cramp,” marionette show, A. B. Dick Co. Exhibit.

Elektro, the mechanical man, in Westinghouse Bldg.

Feeding time for quail, Georgia Bldg.

First 3-dimensional polaroid movie, Chrysler Motors Bldg. (Also half hourly.)

Application of diamonds to industry demonstration, Boart Products Exhibit (Metals Bldg.)

Marionette show in Libby, McNeill & Libby Exht.

Carillon concert, Florida Tower. (Amusement Area.)

Print-making demonstrations, Contemporary Arts Bldg. to 5 P.M.

Guided tour, Contemporary Arts Bldg.

Jimmie Lynch and his Death Dodgers, Goodrich Arena.

11:10 A.M.—Electric writing machine speed demonstration, International Business Machines Exht.

11:15 A.M.—Typewriting speed demonstration, Underwood Elliott Fisher Exht.

“Railroads at Work,” Railroads Bldg.

“Miracle Plymouth,” the talking car, Chrysler Motors Bldg.

Television show, RCA Exhibit.

11:30 A.M.—“Foiling the Villains,” and “On the Carpet,” Addressograph-Multigraph Exht.

“Pete Roleum and His Cousins,” Petroleum Bldg.

“Murder at Midnight,” show, N. Y. City Bldg.

11:40 A.M.—“Writer’s Cramp,” A. B. Dick Co. Exhibit.

11:45 A.M.—“Miracle Plymouth,” the talking car, Chrysler Motors Bldg.

Radio Garden Club broadcast, Gardens on Parade (Mon.).

12 Noon

12 Noon — Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Organ recital in Temple of Religion. (Daily exc. Sun.)

AROUND THE CLOCK

First 3-dimensional polaroid movie, Chrysler Motors Bldg. (Also half hourly.)

Singing Fountains, Firestone Exht.

“Railroads at Work,” in Railroads Bldg.

Elektro, the mechanical man, in Westinghouse Bldg.

Jimmie Lynch and Death Dodgers at Goodrich Arena.

Feeding the Giant Panda, Nyzos Bldg., Amusement Area.

Circulation and heartbeat demonstrations in Aetna Life Exht.

Marionette show in Libby, McNeill & Libby Exht.

“Previews of Progress” in General Motors Bldg.

Sue Hastings’ marionettes in Standard Brands Bldg. (Sat. & Sun.)

Carillon concert, Florida Tower.

Hejnal-Polish horn call, Polish Pavilion (Sun.).

Guided tour, Contemporary Arts Bldg.

Television show, RCA Exhibit.

12:10 P.M.—Lecture on electric accounting, Internat’l Business Machines Exht.

12:15 P.M.—“Foiling the Villains,” and “On the Carpet,” Addressograph-Multigraph Exht.

12:20 P.M.—Marionette show at A. B. Dick Co. Exht.

12:30 P.M.—“Pete Roleum and His Cousins,” movie, Petroleum Bldg.

“Railroads on Parade,” Railroads Bldg.

Fire drill show, N. Y. City Bldg.

12:45 P.M.—Typewriting speed demonstration, Underwood Elliott Fisher Exht.

“Railroads at Work,” Railroads Bldg.

“Miracle Plymouth,” the talking car, Chrysler Motors Bldg.

1 P.M.

1:00 P.M.—Fire demonstrations, Aetna Life Ins. Co. Exhibit.

Writer’s Cramp,” marionette show, at A. B. Dick Co. Exht.

First 3-dimensional polaroid movie, Chrysler Motors Bldg. (Also half hourly.)

Elektro, the mechanical man, in Westinghouse Bldg.

Marionette show in Libby, McNeill & Libby Exht.

“Previews of Progress” in General Motors Bldg.

Silk reeling demonstration, Japanese Pavilion.

“Railroads at Work,” Railroads Bldg.

“Foiling the Villains,” “On the Carpet,” Addressograph - Multigraph Exht.

Sue Hastings’ marionettes, Standard Brands Bldg.

Carillon concert, Florida Tower. (Amusement Area.)

Swedish motion picture, Swedish Pavilion.

Finnish travelogue movies, Finnish Pavilion.

Television show, RCA Exhibit.

Ernest Wolff’s Puppet Opera Co., Gas Bldg.

Jimmy Lynch and his Death Dodgers, Goodrich Arena. (Sun.)

1:15 P.M.—Organ recital and address at Temple of Religion. (Sun.)

1:30 P.M.—Geo. L. Hossfield in

typewriting speed demonstration, Underwood Elliott Fisher Exht.

Milking time for cows, Electrified Farm.

Dagenham Pipers, Punch and Judy Show, Merrie England.

“Pete Roleum and His Cousins,” movie, Petroleum Bldg.

George Rector gives food demonstrations and lectures, Gas Bldg.

“Murder at Midnight” show, N. Y. City Bldg.

1:40 P.M.—“Writer’s Cramp,” at A. B. Dick Co. Exht.

1:45 P.M.—“Miracle Plymouth,” the talking car, Chrysler Motors Bldg.

“Foiling the Villains,” “On the Carpet,” Addressograph - Multigraph Exht.

Florida Orange Blossom Quartet broadcast from Crosley Bldg. (Sun.)

“Railroads at Work,” Railroads Bldg.

2 P.M.

2:00 P.M.—Ferde Grofe with Novachord Orchestra to 5 P.M., Ford Bldg. (Dly., exc. Mon.)

Jimmie Lynch and Death Dodgers in Goodrich Arena.

“Railroads on Parade” pageant, Railroads Bldg.

Police Band concert at N. Y. C. Bldg. (Tues.)

News dispatches, Internat’l Business Machines Exht.

First 3-dimensional polaroid movie, Chrysler Motors Bldg. (Also half hourly.)

Marionette show in Libby, McNeill & Libby Exht.

“Previews of Progress” in General Motors Bldg.

Sue Hastings’ marionettes, Standard Brands Bldg.

Guided tour, Contemporary Arts Bldg.

Carillon Concert, Florida Tower. (Amusement Area.)

Ernest Wolff’s Puppet Opera, Gas Bldg.

French moving pictures, French Pavilion.

Television show, RCA Exhibit.

Baby bathing demonstration, Metropolitan Life Exht.

2:10 P.M.—Lecture on electric accounting method, Internat’l Business Machines Exht.

2:15 P.M.—Typewriting speed demonstration, Underwood Elliott Fisher Exht.

“The City,” movie, Science & Education Bldg.

“Land of Liberty,” movie, Federal Bldg.

2:20 P.M.—Marionette show, A. B. Dick Co. Exht.

Dagenham Pipers, Merrie England.

2:30 P.M.—“Pete Roleum and His Cousins,” movie, in Petroleum Bldg.

Delphian Trio to 5:30 P.M. in Metropolitan Life Exhibit. (Daily exc. Mon.)

“Foiling the Villains,” “On the Carpet,” Addressograph - Multigraph Exhibit.

Silk reeling demonstration in Japanese Pavilion

“Railroads at Work,” Railroads Building.

Application of diamonds to industry demonstration, Boart Products Exhibit (Metals Bldg.).

Manual training demonstrations in Ford Bldg. (Daily exc. Sun.)

Fire drill show, N. Y. City Bldg.

George Rector gives food demonstrations and lecture, Gas Bldg.

2:35 P.M.—Punch and Judy Show. (Merrie England.)

2:45 P.M.—“Miracle Plymouth,” the talking car, Chrysler Motors Bldg.

2:50 P.M.—Circulation and heartbeat demonstration, Aetna Life Exhibit.

3 P.M.

3:00 P.M.—Fire demonstrations, Aetna Life Exhibit.

“Writer’s Cramp,” marionette show, A. B. Dick Co. Exhibit.

First 3-dimensional polaroid movie, Chrysler Bldg. (Also half hourly.)

Elektro, the mechanical man, in Westinghouse Bldg.

Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Marionette show in Libby, McNeill & Libby Exhibit.

“Previews of Progress” in General Motors Bldg.

Sue Hastings’ marionettes, Standard Brands Bldg.

Carillon concert, Florida Tower. Swedish motion pictures, Swedish Pavilion.

Documentary movie, Science and Education Bldg.

Television show, RCA Exhibit.

Guided tour, Contemporary Arts Bldg.

Australian films, Cinema Theatre, British Pavilion (Mon. & Sat.).

Ernest Wolff’s Puppet Opera, Gas Bldg.

Jimmie Lynch and his Death Dodgers, Goodrich Arena. (Sun.)

3:10 P.M.—Punch and Judy Show, Merrie England.

Electric writing machine speed demonstration, Internat’l Business Machines Exhibit.

3:15 P.M.—“Railroads at Work,” Railroads Bldg.

“Foiling the Villains,” “On the Carpet,” Addressograph - Multigraph Exhibit.

Carillon concert, Netherlands Pavilion.

3:30 P.M.—Singing Fountains in Firestone Bldg.

Swiss movie, Swiss Pavilion.

“Pete Roleum and His Cousins,” movie, Petroleum Bldg.

Billy Rose Aquacade, N. Y. State Bldg. (Amusement Area.)

Typewriting speed demonstration, Underwood Elliott Fisher Exht.

Geo. Rector, food lecture and demonstration, Gas Bldg.

Orange Blossom Quartet concert, Florida Bldg. (Amusement Area.)

“Railroads on Parade,” Railroads Bldg.

“Adventures of the Health Hunters,” N. Y. State Bldg.

“Murder at Midnight” show, N. Y. City Bldg.

George Rector gives food demonstrations and lecture, Gas Bldg.

3:40 P.M.—“Writer’s Cramp,” A. B. Dick Co. Exhibit.

Carillon concert at Netherlands Pavilion.

Typewriting speed demonstration, Underwood Elliott Fisher Exht.

3:45 P.M.—Mu Phi Epsilon concert, Goodrich Arena (Friday).

“Miracle Plymouth,” the talking car, Chrysler Motors Bldg.

4 P.M.

4:00 P.M.—Feeding the Giant Panda, Nyzos Exhibit. (Amusement Area.)

Circulation and heartbeat demonstrations, Aetna Life Exhibit.

First 3-dimensional polaroid movie, Chrysler Motors Bldg. (Also half hourly.)

Marionette show in Libby, McNeill & Libby Exhibit.

“Previews of Progress” in General Motors Bldg.

Lecture on electric accounting, Internat’l Business Machines Exhibit.

Elektro, the mechanical man, in Westinghouse Bldg.

“Bowling Green Follies,” Old New York. (Weekdays.)

Jimmie Lynch and Death Dodgers in Goodrich Arena.

Ernest Wolff’s Victor Puppet Opera Company in Gas Bldg.

Silk reeling demonstration in Japanese Pavilion.

Sue Hastings’ marionettes, Standard Brands Bldg.

“Foiling the Villains,” “On the Carpet,” Addressograph - Multigraph Exhibit.

“Railroads at Work,” Railroads Bldg.

Documentary movie, Science and Education Bldg.

French moving pictures, French Pavilion.

Television show, RCA Exhibit.

Guided tour, Contemporary Arts Bldg.

Movies, with music, Finnish Pavilion.

4:15 P.M.—Organ recital, International Business Machines Exht.

Ski jumping, Sun Valley (Amusement Area.)

Documentary movies, Science & Education Bldg.

4:25 P.M.—Dagenham Pipers, Merrie England.

4:30 P.M.—“Pete Roleum and His Cousins,” movie, Petroleum Bldg.

Swiss movie, Swiss Pavilion.

Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Feeding the Rainbow and Brown trout in State of Maine Exhibit.

Ice skating show, Sun Valley (Amusement Area.)

“Adventures of the Health Hunters,” N. Y. State Bldg.

Pottery throwing demonstration, New York State Bldg.

Fire drill show, N. Y. City Bldg.

4:40 P.M.—Carillon concert, Florida Tower (Amusement Area.)

Punch and Judy Show, Merrie England.

4:45 P.M.—“Foiling the Villains,” “On the Carpet,” Addressograph-Multigraph Exhibit.

TODAY AT THE FAIR

"Miracle Plymouth," the talking car, Chrysler Motors Bldg.

Orange Blossom Quartet concert, Florida Bldg. (Amusement Area.)

"Railroads at Work," Railroads Bldg.

5 P.M.

5:00 P. M.—Fire demonstrations, Aetna Life Exhibit.

Sue Hastings' marionettes, Standard Brands Bldg.

First 3-dimensional polaroid movie, Chrysler Motors Bldg. (Also half hourly.)

Elektro, the mechanical man, in Westinghouse Building.

Feeding time for animals on Firestone Farm.

Marionette show in Libby, McNeill & Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

Carillon concert at Netherlands Pavilion.

"Railroads on Parade" pageant, Railroads Bldg.

"Bowling Green Follies," Old New York. (Amusement Area.) (Sat. & Sun.)

Sacred concert in Temple of Religion. (Sun. only.)

Ernest Wolff's Victor Puppet Opera Company, Gas Bldg.

"Writer's Cramp," marionette show, A. B. Dick Co. Exhibit.

N. Y. A. broadcast, N. Y. C. Bldg. (Thurs.)

Jimmie Lynch and his Death Dodgers, Goodrich Arena. (Sun.)

Swedish motion picture, Swedish Pavilion.

The "Hot Mikado," Hall of Music. Television show, RCA Exhibit.

5:10 P. M.—Electric writing machine speed demonstration, International Business Machines Exhibit.

5:15 P. M.—Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Ski jumping, Sun Valley (Amusement Area).

"Land of Liberty," music, Federal Bldg.

5:20 P. M.—Punch and Judy Show, Merrie England.

5:30 P. M.—Organ recital in Temple of Religion. (Daily exc. Sun.) Billy Rose Aquacade. (Amusement Area.)

Swiss movie, Swiss Pavilion.

"Pete Roleum and His Cousins," movie, Petroleum Bldg.

"Foiling the Villains," "On the Carpet," Addressograph - Multigraph Exhibit.

Feeding time for quail, Georgia Bldg.

The Trytons, World's Fair Band, concert at Washington Statue.

Silk reeling demonstration in Japanese Pavilion.

"Bowling Green Follies," Old New York (Amusement Area).

Orgatron concert, Florida Bldg.

"Railroads at Work," Railroads Bldg.

"Murder at Midnight" show, N. Y. City Bldg.

George Rector gives food demonstration and lecture, Gas Bldg.

Baby bathing demonstration, Metropolitan Life Exh't.

5:40 P. M.—"Writer's Cramp," marionette show, at A. B. Dick Co. Exhibit.

Negro Melody Singers, W. P. A. Garden.

5:45 P. M.—"Miracle Plymouth," the talking car, Chrysler Motors Bldg.

"The City," movie, Science and Education Bldg.

5:50 P. M.—Dagenham Pipers, Merrie England.

6 P.M.

6:00 P. M.—Twilight Hour, address and choral music, Temple of Religion.

Jimmie Lynch and Death Dodgers in Goodrich Arena.

Elektro, the mechanical man, in Westinghouse Bldg.

First 3-dimensional polaroid movie, Chrysler Bldg. (Also half hourly.)

"Miracle Plymouth," the talking car, Chrysler Motors Bldg.

Circulation and heartbeat demonstrations in Aetna Life Exhibit.

Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Marionette show in Libby, McNeill & Libby Exhibit.

"Previews of Progress," General Motors Bldg.

Milking time for cows on Firestone Farm.

"Evening Retreat Ceremony" and Safety Monitor drills, Boy Scout Camp.

French moving pictures, French Pavilion.

Television show, RCA Exhibit.

Jimmie Lynch and his Death Dodgers, Goodrich Arena.

Baby bathing demonstration, Metropolitan Life Exhibit.

6:10 P. M.—Lecture on electric accounting method, International Business Machines Exhibit.

Ice skating show, Sun Valley (Amusement Area).

6:15 P. M.—"Foiling the Villains," "On the Carpet," Addressograph - Multigraph Exhibit.

"Railroads at Work," Railroads Bldg.

6:20 P. M.—"Writer's Cramp," marionettes, A. B. Dick Co. Exh't.

6:30 P. M.—"Pete Roleum and His Cousins," movie, Petroleum Exh't.

Ernest Wolff's Victor Puppet Opera Company, Gas Bldg.

Pipe organ concert in Netherlands Pavilion.

"Adventures of the Health Hunters," N. Y. State Bldg.

"The City," Science & Education Bldg.

Pottery throwing demonstration, New York State Bldg.

Ernest Wolff's Puppet Opera, Gas Bldg.

Fire drill show, N. Y. City Bldg.

6:35 P. M.—Dagenham Pipers, Merrie England.

6:40 P. M.—Carillon concert, Florida Bldg.

6:45 P. M.—Geo. L. Hossfield in typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

"Miracle Plymouth," the talking car, in Chrysler Motors Bldg.

Ski jumping, Sun Valley (Amusement Area).

7 P.M.

7:00 P. M.—Hajnal—historic Polish horn call—at Polish Pavilion. Fire demonstrations, Aetna Life Exhibit.

First 3-dimensional polaroid movie, Chrysler Motors Bldg. (Also half hourly.)

"Writer's Cramp," marionette show, at A. B. Dick Co. Exhibit. Sue Hastings' marionettes, Standard Brands Bldg.

Marionette show in Libby, McNeill & Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

Brooks Steele orchestra, Singing Hussars Octette, also Herr Louie, Weasel and Band, Ballantine's Inn.

Application of diamonds to industry, Boart Products Exhibit. (Metals Bldg.)

Ferde Grofe and Orchestra, Ford Bldg. to 10 P.M. (Daily exc. Mon.)

Elektro, the mechanical man, in Westinghouse Bldg.

New York City Police Band to 9 P.M., N. Y. C. Bldg. (Tues.)

"Foiling the Villains," "On the Carpet," Addressograph - Multigraph Exhibit.

"Bowling Green Follies," Old New York (Amusement Area).

Symphony Hour (Sibelius' recordings), Finnish Pavilion.

Television show, RCA Exhibit. Educational films, W.P.A. Bldg.

7:10 P. M.—Electric writing machine speed demonstration, International Business Machines Exhibit.

7:15 P. M.—"The City," movie, Science & Education Bldg.

7:20 P. M.—"Writer's Cramp," marionette show, Dick Co. Exh't.

7:30 P. M.—Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Swiss movie, Swiss Pavilion.

"Pete Roleum and His Cousins," movie, Petroleum Bldg.

Silk reeling demonstration, Japanese Pavilion.

Singing Fountains in Firestone Bldg.

Orgatron concert, Florida Bldg.

Delphian Trio to 9:30 P.M. in Metropolitan Life Exh't (Daily exc. Mon.)

Ice skating show, Sun Valley (Amusement Area).

"Gayeties of 1900," Old New York (Amusement Area).

"Murder at Midnight" show, N. Y. City Bldg.

7:40 P. M.—Carillon concert in Netherlands Pavilion.

7:45 P. M.—Mu Phi Epsilon concert, Goodrich Arena (Friday).

"Miracle Plymouth," the talking car, Chrysler Motors Bldg.

8 P.M.

8:00 P. M.—"Railroads at Work," in Railroads Bldg.

Elektro, the mechanical man, in Westinghouse Bldg.

Carillon concert at Belgian Pavilion.

Sue Hastings' marionettes, Standard Brands Bldg.

"Welcome Neighbor" broadcast from New Jersey Bldg. (Fri.)

"Writer's Cramp," marionette show, at A. B. Dick Co. Exhibit.

Jimmie Lynch and Death Dodgers in Goodrich Arena.

Circulation and heartbeat demonstrations in Aetna Life Exhibit.

Marionette show in Libby, McNeill & Libby Exhibit.

Carillon concert, Florida Tower. (Amusement Area.)

First 3-dimensional polaroid movie, Chrysler Motors Bldg. (Also half hourly.)

"Previews of Progress" in General Motors Bldg.

"Foiling the Villains," "On the Carpet," Addressograph - Multigraph Exhibit.

Chinese revue, Chinatown Cafe, Old New York.

Moving pictures, Finnish Pavilion.

Television show, RCA Exhibit.

Educational films, W. P. A. Building.

8:10 P. M.—Lecture on electric accounting method, International Business Machines Exhibit.

8:15 P. M.—Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Ski jumping, Sun Valley (Amusement Area).

8:20 P. M.—"Writer's Cramp," A. B. Dick Co. Exhibit.

8:30 P. M.—"Pete Roleum and His Cousins," movie, Petroleum Bldg.

"Foiling the Villains," "On the Carpet," Addressograph - Multigraph Exhibit.

Singing Color Fountains in Firestone Bldg.

Billy Rose Aquacade. (Amusement Area.)

Organ recital in Temple of Religion. (Sun. and Thurs.)

Orange Blossom Quartet, Florida Bldg. (Amusement Area.)

Carillon concert, Netherlands Pavilion.

The "Hot Mikado," Hall of Music.

Singing Color Fountains, Firestone Exhibit.

Fire drill show, N. Y. City Bldg.

"Bowling Green Follies," Old New York (Amusement Area).

"Adventures of the Health Hunters," N. Y. State Bldg.

8:40 P. M.—Dagenham Pipers, Merrie England.

8:45 P. M.—Ice skating show, Sun Valley (Amusement Area).

"Miracle Plymouth," the talking car, Chrysler Motors Bldg.

9 P.M.

9:00 P. M.—"The World and the Cathedral," Lagoon of Nations spectacle, symphony of water, light, flame and music.

Elektro, the mechanical man, Westinghouse Bldg.

Sue Hastings' marionettes, Standard Brands Bldg.

"Miracle Plymouth," the talking car, Chrysler Motors Bldg.

Fire demonstrations at Aetna Life Ins. Co. Exhibit.

Marionette show in Libby, McNeill & Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

Milking time for cows, Electrified Farm.

Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Fight movies of Jack Dempsey's career, The Man Bldg.

Feeding time for Giant Panda, Nyzos Exh't (Amusement Area).

Moving pictures, Finnish Pavilion.

Television show, RCA Exhibit.

Educational films, W. P. A. Building.

9:10 P. M.—Electric writing machine speed demonstration, International Business Machines Exhibit.

9:15 P. M.—"Foiling the Villains," "On the Carpet," Addressograph - Multigraph Exhibit.

9:20 P. M.—Ski jumping, Sun Valley (Amusement Area).

9:30 P. M.—"Pete Roleum and His Cousins," movie, Petroleum Bldg.

"Adventures of the Health Hunters," N. Y. State Bldg.

"Murder at Midnight" show, N. Y. City Bldg.

9:35 P. M.—Dagenham Pipers, Merrie England.

9:40 P. M.—Carillon concert, Florida Tower (Amusement Area).

9:45 P. M.—Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

"Gayeties of 1900," Old New York (Amusement Area).

Ice skating show, Sun Valley (Amusement Area).

"Bowling Green Follies," Chinese revue, Old New York.

10 P.M.

10:15 P. M.—Carillon concert, Florida Tower.

Fireworks show, "Three Little Fishes," on Fountain Lake.

10:30 P. M.—The "Hot Mikado," Hall of Music.

Billy Rose Aquacade.

10:45 P. M.—Ski jumping, Sun Valley (Amusement Area).

11 P.M.

11:15 P. M.—Ice skating show, Sun Valley (Amusement Area).

"This is the Fair" broadcast over WLW, top ramp, L.I.R.R. station. (D'y exc. Sat. Sun. Mon.)

12 Midnight

12:00 Midnight — Chinese revue, Chinatown Cafe, Old New York.

Ski jumping and ice skating show, Sun Valley.

12:15 P. M.—"Gayeties of 1900," Old New York (Amusement Area).

12:30 A. M.—"Bowling Green Follies," Old New York (Amusement Area).

Today at the Fair

The Official Daily Program of the New York World's Fair 1939.

Published daily, including Sundays, for the duration of the New York World's Fair 1939

THOS. R. GARDINER

Business Manager

Advertising and business office:

33 West 42d Street

Telephone CHickering 4-5570

KATHRYN MADDEY

Editor

Editorial office: Room 149, Administration Building, New York World's Fair

Telephone: World's Fair 6-1212

Ext. 40 and 41

Subscription rates by mail:

Monthly, \$1.75



Cycling Clubs Will Compete At Arena

Plainfield Club And Germans Will Race

Two of the strongest cycling clubs in the Metropolitan Area invade the Sports Arena of The Man Building tonight at 8:45.

They are the German Bicycle Club of New York City and the Plainfield Wheelmen of Plainfield, N. J. Their series of bicycle-roller races tonight are sponsored by the Cycle Trades of America.

Headed by Furman Krigler, the New Jersey State cycling champion, the Plainfield team includes Andy Quinn, Steve Lazer, and Tony Ricci.

Their opponents on the German Club team are Eric Weingartner, Willi Sponeman, Charles Wagner and Willi Michnik.

The races staged by the Cycle Trades are novel in that no matter how fast the cyclers pedal, their machines do not move because they are on rollers. An electric chart records the speed at which the rider is "traveling." Sprints of a mile and a half-mile and a miss and out race are among the races scheduled for tonight.

Copies of TODAY AT THE FAIR make good souvenirs.

YOU'LL GET A KICK OUT
OF THE
ARROW SHIRT EXHIBIT
IN THE MAN BUILDING



IF YOU WANT
TO KNOW

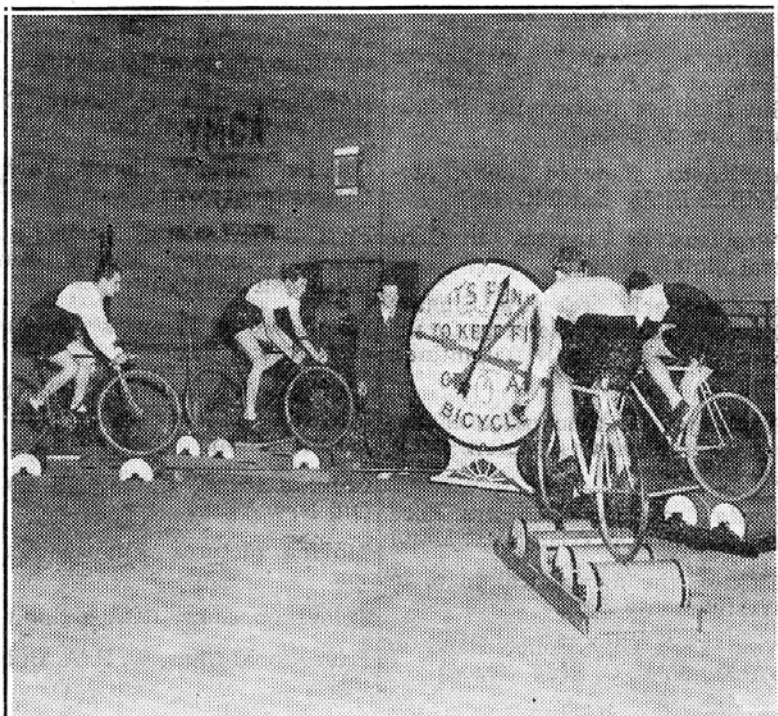
how the modern
man dresses for the
occasion inside as
well as out see the
changing panorama
of the animated

Jockey

Underwear Exhibit
"Man" Building, at
entrance to Sports
Arena.

Presented by
COOPERS, Inc.

IT'S ALL DONE ON ROLLERS



Underwood & Underwood.
Regardless of how fast they pedal, the cyclers in tonight's bicycle races in the Sports Arena, won't move an inch—their machines are mounted on rollers. But an electric chart records their pedalling speed.

Chair Pushers Meet Bronx Church Five

The push-mobile boys of the American Railway Express meet the Emmanuel Church five in today's basketball game at the Sports Arena of The Man Building. The game begins at 6 P.M.

On the American Express team are Owen Fayne, Seton Hall; Jim Dwyer, Upsala; Whitey Mills, Oklahoma; Jack Padden, Brown; Dick Del Isola, Oklahoma; and Jim Reynolds, Brooklyn College.

Representing the Bronx church are John Compton, Columbia; Bill and George Dilleuth, Fordham; Bill Ullrich, N.Y.U.; John Cerrone, Savage; Jack Quinn, Manhattan; Bob Alexander, Columbia; and Jerry Wink, LaSalle.

The American Express boys on the sidelines at this evening's game say there is going to be trouble if their team fails to come through with the winning score—after the work out the chair-pushers get every day on the Fair grounds.

Sportsman Mag Contains Latest Outdoor Data

Autumn, the season all sportsmen wait for, is just around the proverbial corner. And the latest information awaits all interested at the Hunter-Trapper-Trapper Outdoorsman Magazine Exhibit in The Man Building.

Whether you are planning to go hunting in Maine or fishing in Florida, this is the place for you. Starting and closing dates of all seasons, license costs, and travel data are some of the authoritative facts to be obtained.

The exhibit itself is most distinguished in appearance. Mounted on the wall behind a counter full of current copies of the magazine are all varieties of wild life. Four deer, two foxes, one wolf, two Australian partridges and many ducks, owls, squirrels, and pheasants have been set-up by taxidermist Fred Sauter.

Mail TODAY AT THE FAIR to the folks back home.



Be sure to visit
**WILLIAM
SKINNER
& SONS**
EXHIBIT

IN THE MAN BUILDING

Bring your camera!

CONTINUOUS PROGRAMS

(Unless otherwise noted, these entertainment features run more or less continuously from 10 A.M. to 10 P.M.)

Aetna Life Exhibit:

Safe driving tests. Motion pictures on home safety, fire prevention and highway safety.

American Potter Exhibit:

Tom Parker, pottery "thrower," makes vases by manipulating clay on potter's wheel.

Beech-Nut Building:

"The Biggest Little Show on Earth," miniature circus and parade.

Bell Telephone Building:

Pedro the Voder, synthetic voice operated electrically. Long distance demonstration—with drawings for free calls. "Voices of the Visitors," voice reproduction demonstration.

Borden Exhibit:

Cows being milked on the Rotolactor.

Chrysler Building:

Rocket Port—demonstration of rocket travel of the future. (Half hourly from 11 A.M.)

Coca Cola:

"Refreshment the World Over." Animated technicolor cartoon. Exhibition Coca Cola bottling plant operating continuously.

Consolidated Edison Building:

The "City of Light," dramatization of a 24-hour period in New York City.

Maison Coty:

"Symphonies in Fragrance," movie in Maison Coty Theatre.

duPont Building:

Demonstrating the Wonders of Chemistry plus Marionette Show. (Continuous from 10:00 A.M.)

Eastman Kodak:

Commemorating 100th anniversary of photography. Finest display of Daguerrotypes, pioneer photographic equipment and examples of early photography ever shown in U.S. Also, "Cavalcade of Color," beautiful Kodachrome pictures projected on world's longest screen. (Continuous 10 A.M. to 10 P.M.)

Electric Utilities Exhibit:

"Forward March of America," the Rocket Room.

Firestone Building:

Tire manufacturing—one tire turned out every four minutes.

Ford Building:

A scenic ride down the half-mile elevated highway of the future in brilliantly colored stock cars.

General Electric Building:

"House of Magic." (Half-hourly from 10 A.M.) Steinmetz Hall—10,000,000 volts of man-made lightning discharged. (Cont. from 10:30 A.M.) Television Studio. (Half hourly from 11:30 A.M.)

General Motors:

"Futurama," carry-go-round takes visitors on tour through the U. S. of 1960.

Glass Center:

Glass blowing and weaving demonstrations. (Half hourly.)

Goodrich Building:

Guillotine tire test. (Half hourly.)

Heinz Dome:

Free sampling 57 varieties. Chemiculture tomatoes. Free souvenir pickle pins. Musical waterfall.

Household Finance Exhibit:

"A Heap-O' Living" and Happy Ever After," movies.

Imperial Pearl Syndicate Exh't:

Pearl Farm: Native girls dive for pearl bearing oysters. (Consumers Bldg.) (Half hourly.)

International Business Machines Exhibit:

Demonstration of business machines; contemporary art of 79 countries; organ music.

Jewish Palestine Pavilion:

The Holy Land of Yesterday and Tomorrow, animated diorama.

Loose-Wiles Biscuit Exhibit:

Variety program of singing, dancing, boxing by troupe of midgets.

Lucky Strike Building:

"The Story of Lucky Strike," movie.

MacFadden Publications:

"I'll Tell the World," movie. (Every 45 minutes from 10:45 A.M.)

Medical Soc. of Queens Exhibit:

Demonstration of Chest X-ray. (Medicine and Public Health Bldg.) (Hourly.)

Medicine & Public Health Bldg.:

Demonstrations by the blind in sculpturing, weaving, braille and typing.

National Biscuit Exhibit:

"Mickey's Surprise Party" and "Around the Clock with the Cues," technicolor movies.

Perisphere:

"Democracy," the city of the future.

Petroleum Exhibit:

Actual oil field drilling operations.

R. C. A. Building:

Hall of Television: Telecasting of public from gardens every 3 minutes; spot news transmitted from telemobile units in Fair grounds.

Timken Roller Bearing Exh't:

Roller skating on 9-foot platform 7 feet above the exhibit.

U. S. Steel Exhibit:

"Steel Thinks Ahead." Back stage drama of steelmaking. Hall of the Future: Housing, farm, city, factory of the future. Hall of Research: Demonstration shows five different properties of steel.

Westinghouse Building:

Elektro, the mechanical man; Battle of The Centuries, contest; Microvivarium; Television casting studio for visitors.

Sunbeam Exhibit:

Sunbeam Magic Mirror Theatre—electric appliance show by living persons and animated characters.

Universal Camera Exhibit:

Comedy movies. (Every 10 minutes.) Shutter Tester.

Wilbert Products Exhibit:

"Manhattan Mystic" gives demonstration of modern thought transmission. (Continuous from 7 to 10 P.M.; Sat. & Sun. 10 A.M. to 10 P.M.)

French Pavilion's Wine Steward Makes Pleasant Suggestions

Le Restaurant Francais in the French Pavilion, now firmly established in the minds of Fair visitors as carrying on the best traditions of French cuisine, offers a few suggestions to the Fair-goer on the selection of wines and liquors for complete enjoyment of the fine food served there.

Confronted with a bar list of varied wines and liquors, the knowing visitor, says the wine steward of Le Restaurant Francais, will make a choice something like this:

If it is before dinner he will order a French "aperitif," either a refreshing Vermouth Cassis, the most popular of this category of drinks, or a milky Pernod absinthe or a sparkling Dubonnet, and in less than one sip, he will feel himself transported to a typical Parisian side-walk cafe.

With his tasty sandwich, he will want a glass of good wine, a Sauterne or a red or white Burgundy (such as the popular Chablis), or a fine claret, and in less than one draught he will have learned from the French that a wine with his food increases his satisfaction infinitely.

As a "digestif" the efficient white-coated waiter will most certainly suggest a Bordeaux wine, and one taste will have proved to him that the suggestion was wise.

On special occasions he will treat himself to a glass of bubbling champagne, good old French Champagne like that of no other country in the world.

Italian Restaurant Is Air-cooled

The Italian Line Restaurant in the Italian Pavilion features the type of catering offered on the Italian Line ships with menus of the finest Italian foods and wines.

The Cocktail Lounge and Bar is a reproduction of the famous circular bar of the superliner "Conte di Savoia." The Mermaid Room simulates the dining room of the "Victoria," a popular ship in The Lloyd Triestino's Far East service.

Adjoining the restaurant is the Zodiac Club Room. Flanked by two lovely terraces, it is a modern roof garden inspired by traditional Italian landscaping.

Both restaurant and bar are air-conditioned. While a specially priced luncheon, including tipping, is featured, a la carte service is available.

Luigi Carnaccina, former maitre d' hotel of the "Conte di Savoia" and manager of the Italian Line Restaurant at the Paris Exposition in 1937, is in charge of the restaurant. Chef is Luigi Cedrini who has a different specialty every day for Fair visitors.

MAIL copies to your friends

OFFICIAL GUIDE BOOK

The only publication containing complete information and an accurate description of the New York World's Fair. The encyclopedia of the greatest exposition of all times. A convenient pocket-size edition for general use; editions of larger size and with finer bindings for those desiring ones more suitable for the library and bookshelf. Also available translated into Spanish, French, Italian, German, Yiddish and Polish.

ENGLISH EDITIONS

Pocket size, paper cover\$0.25 (Add 10c for mailing)
Regular Edition, paper cover\$0.50 (Add 15c for mailing)
Regular Edition, board cover\$1.00 (Add 15c for mailing)
Library Edition, cloth binding\$2.00 (Add 15c for mailing)
Library Edition, Imitation Leather binding..\$3.50 (Add 15c for mailing)
De Luxe Edition, Genuine Leather binding..\$5.00 (Add 15c for mailing)

TRANSLATED EDITIONS

Regular Edition, paper cover\$0.50 (Add 15c for mailing)
Library Edition, Hard cover\$1.00 (Add 15c for mailing)

OFFICIAL SOUVENIR BOOK

A modern stream-lined book of "tomorrow." A pictorial tour of the fair with nearly 150 pages—11 x 14 inches in size—many in full color. You will consider this unusual book as a prized and permanent keepsake. Designed by America's leading designer, Donald Desky. Edited by Dr. Frank Monaghan. In addition to the regular one dollar edition a choice of finer bindings is available.

Regular Edition, paper cover\$1.00 (Add 10c for mailing)
Regular Edition, Hard cover\$2.00 (Add 15c for mailing)
Library Edition, Cloth binding\$3.50 (Add 15c for mailing)
Library Edition, Imitation Leather binding..\$5.00 (Add 15c for mailing)
De Luxe Edition, Genuine Leather binding..\$10.00 (Add 15c for mailing)

Leave names and addresses of friends, to whom you wish to mail copies of the above publications, or any other publications listed in the "Book Program of the Fair," at any of the "Guide Book" booths at fair grounds—they will be mailed direct from World's Fair postoffice—or you may send your order to

Exposition Publications, Inc.

33 WEST 42nd STREET

NEW YORK, N. Y.

Where to Eat What You Pay

GENERAL EXHIBIT AREA

ADVERTISEMENT

RESTAURANTS	LOCATION	DESCRIPTION	Price Range
Borden's Dairy World	Borden Bldg.	Sandwiches and Salads	15c to 75c
Casino of Nations (Bar)	Park Row	Complete Luncheons	75c up
Outdoor Terrace Restaurant	—Beer at the Bar 10c	Complete Dinners	95c up
Court of Flame (Bar)	Gas Industries Bldg.	Luncheon Plate Specials	55c to 90c
Outdoor Garden Restaurant	Avenue of Patriots	Dinner Plate Specials	70c to \$1.00
Sidewalk Cafe—Entertainment		Sandwiches	25c up
Piccadilly Restaurant & Bar	Hall of Fashion and Hall of Special Events	Sandwiches	15c up
		Hot Dishes	25c up
		10 oz. glass of beer	10c
Schaefer Center (Bar)	Lincoln Square	Special Luncheon	75c
Largest Bar at the Fair		Dinners	\$1.00 up
Outdoor Terrace Restaurant		Sandwiches	35c up
Schlitz Palm Garden (Bar)	Rainbow Avenue	Rest., Cafeteria, Spec. Plates	50c to 90c
Sports Bar Cafe	Lincoln Square	Sandwiches, Special Lunches, Dinner	25c to 75c
Star and Crescent (Bar)	Turkish Pavilion	American-Turkish Cuisine	
Outdoor Garden Restaurant		Complete Luncheons, Dinners	75c up
Continental String Ensemble		Complete Dinners (Din. Rm.)	\$1.50 up
Turf Trylon (Budweiser Bar)	Business Systems and Insurance Bldg.	Complete Luncheon	65c
Turf Cousine Service		Complete Dinner	\$1.25
Outdoor Restaurant —At Bar Budweiser Beer 10c		Tom Collins 25c.	
Y.M.C.A.	Y.M.C.A. Bldg.	Luncheon Specials	45c to 90c
Cafeteria and table service		Complete Dinners	65c to \$1.00
Free social rooms, correspondence tables			

TRANSPORTATION AREA

Aviation Grill (Bar)	Aviation Bldg.	Plate Specials	45c to 70c
Outdoor Terrace Restaurant		Hot Sandwiches	35c
Aviation Grill Soda Fountain	Aviation Bldg.	Beverages & Cold Sandwiches	5c to 25c
Beverwyck Harbor Cafeteria	Near Aviation Bldg.	Sandwiches	15c to 30c
Beer		Hot Dishes	20c to 45c
Childs Restaurant (Bar)	Railroads Bldg.	Plate Specials	45c to \$1.25
Outdoor Garden Restaurant		Sandwiches	20c to 65c
Virginia Fried Chicken (Bar)	Court of Railways	Plate Luncheons	40c to 75c
Outdoor Garden		Fried Chicken Dinner	90c

INTERNATIONAL AREA

Albanian (Bar)	Albanian Section	Complete Luncheons, Dinners	75c to \$2.00
Argentine (Mgt. Benito Collada)	Argentine Pavilion	Argentine Beef	35c to \$2.00
Belgian (Bar)	Belgian Pavilion	Complete Luncheon	\$2.00
Terrace facing Lag'n of Nations		A la carte "Plat du Jour"	\$1.75 up
Brazilian (Bar) (Dancing)	Brazilian Pavilion	A la carte	\$1.25 to \$2.50
		Complete Dinner	\$3.50
British Buttery (Bar)	The British Pavilion	Entrees	From 75c
Air Conditioned		Sandwiches	From 25c
Outdoor Terrace		Salads	From 30c
Chilean (Bar-Patio Restaurant)	Chilean Pavilion	A la carte-Lunch-Dinner	40c to \$1.50
Czechoslovakian (Bar)	Czechoslovakian Pavil'n	Complete Luncheon	\$1.00
Outdoor garden restaurant, entertainment.		Complete Dinner	\$1.50
Danish Day Lite (Bar)	Danish Pavilion	Lunch	\$1.50
Reservations HA. 9-6747		Dinner	\$3.00
Finland (Bar)	Finnish Section	Special Hot Dishes	65c to 85c
Le Restaurant Francais	French Pavilion	A la carte entrees	\$1.60 to \$2.25
Bar and Terrace		Sandwiches	40c to 90c
Hungary (Bar)	Hungarian Pavilion	Complete Luncheon	95c up
(Also at Bar specials 65c up)	Air conditioned	Complete Dinner	\$1.35 up
Italian Line—also Bar	Italian Pavilion	Complete Luncheon	\$3.00
Air Conditioned—Italian Orch.	No tipping—all prices in-	Also a la carte entrees	\$1.00 to \$2.00
Outdoor Terraces	clude service charge.	Dinner entrees	\$1.50 to \$2.50
Norway Snack Bar (Bar)	Norwegian Pavilion	A la carte Specialties	15c to 25c
Poland (Bar) (Dancing)	Polish Pavilion	Complete Luncheon	\$1.25
		Complete Dinner	\$2.00
The Genuine Port Wine Bar	Portugal Pavilion	Port and Snacks	40c and 50c
Soviet (Bar)	U.S.S.R. Pavilion	Special Luncheon	\$1.00 up
Air conditioned Dining Room—	Outdoor Terrace	Special Dinner	\$1.25 up
Romanian House (Bar)	Romanian House	Lunch	\$2.00
Delicious Romanian wines--Fanica Luca, Pipes of Pan		Dinner	\$3.50
Harry M. Stevens, Inc.	Gardens on Parade	A la carte	65c to \$1.25
Star and Crescent (Bar)	Turkish Pavilion	Lunch and Dinner	75c to \$2.50
Swiss Pavilion Garden	Swiss Pavilion	Swiss dishes	45c to \$1.25
Swiss Chalet Restaurant (Bar)	Air conditioned	Luncheon	\$1.25 to \$2.00
Entertainment	Also a la carte	Dinner	\$2.00 to \$3.00
Venezuela (Bar)	Venezuelan Pavilion	Special Luncheon	75c

AMUSEMENT AREA

Ballantine's Three Ring Inn	Times Square	Special Luncheon	75c
Bar—Entertainment—air conditioned outdoor gardens		Complete Dinners	\$1.25 to \$2.00
Mgt. Robert J. and Max Eitel		Cafeteria Entrees	25c to 65c
Children's World Restaurant	Children's World	Dinners for Children & Adults	50c to \$1.25
Caruso (Bar)	East Loop	Spaghetti	50c
Open Air Restaurant		Chicken and Spaghetti	85c
Affiliated Caruso of N. Y. and Newark		Other Dishes	45c up
Little Miracle Town (Bar)	Morris Gest's	Complete Luncheons	50c to 95c
	Miracle Town	Complete Dinner	75c
Midway Inn (Bar)	East Loop	Entrees	50c to 85c
Dancing & Entertainment		Cold Plates and Salads	45c to 75c
N. T. G. (Bar)	Midway.	Luncheon	45c up.
Palm Beach Room—Entertainment.		Dinner	\$1.00 up
Emil Petti Orchestra of Everglades Club, Palm Beach			
Rheingold Inn (Bar)	East Loop	Dinner	From \$1.25
Outdoor Garden Restaurant		Supper Specials	From 60c
Skating Rink Show		Sandwiches	From 25c

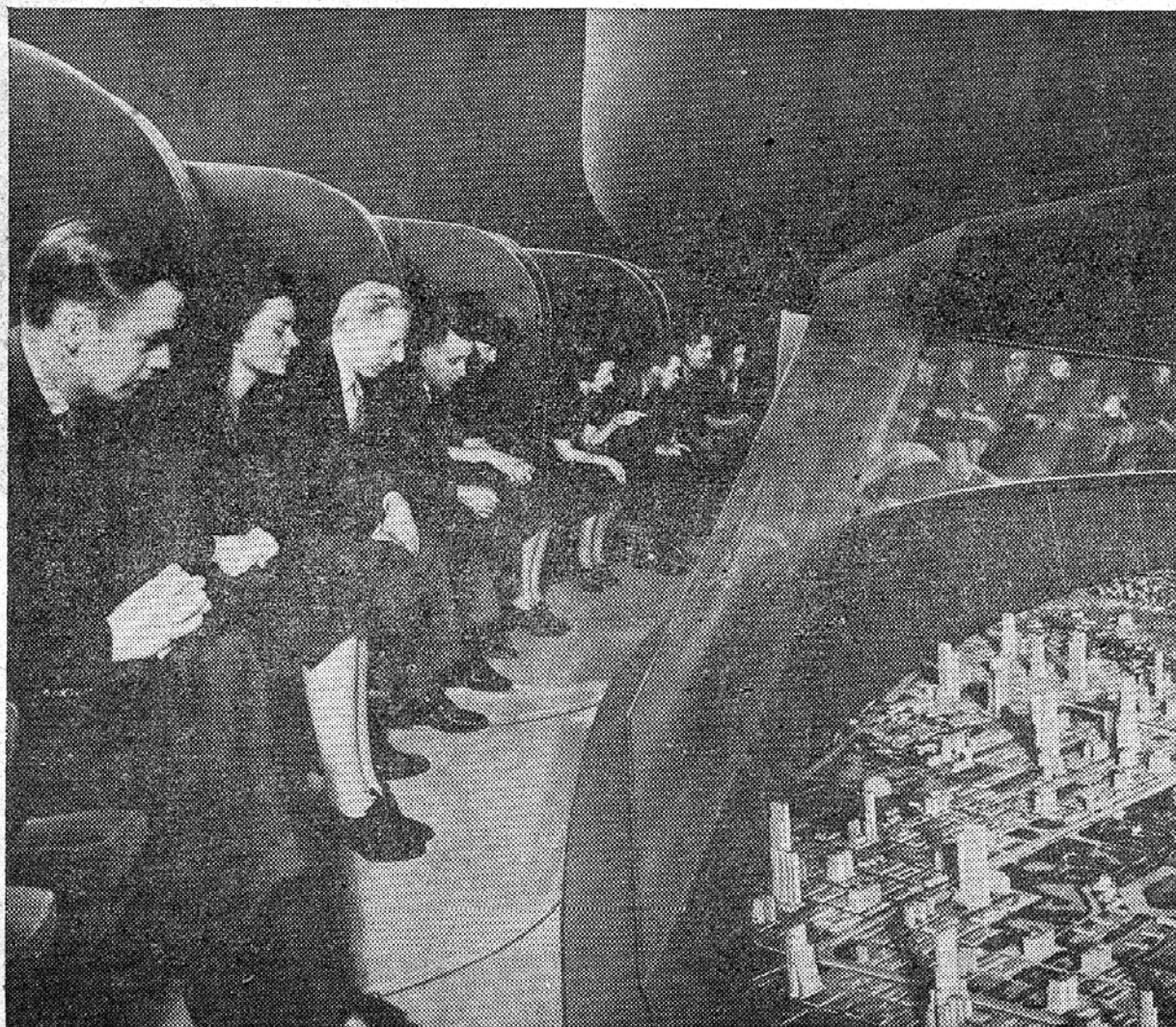
For advertising listing, call WOrld's Fair 6-1212, Ext. 40

Today's
Events
•
Tomorrow's
Forecast

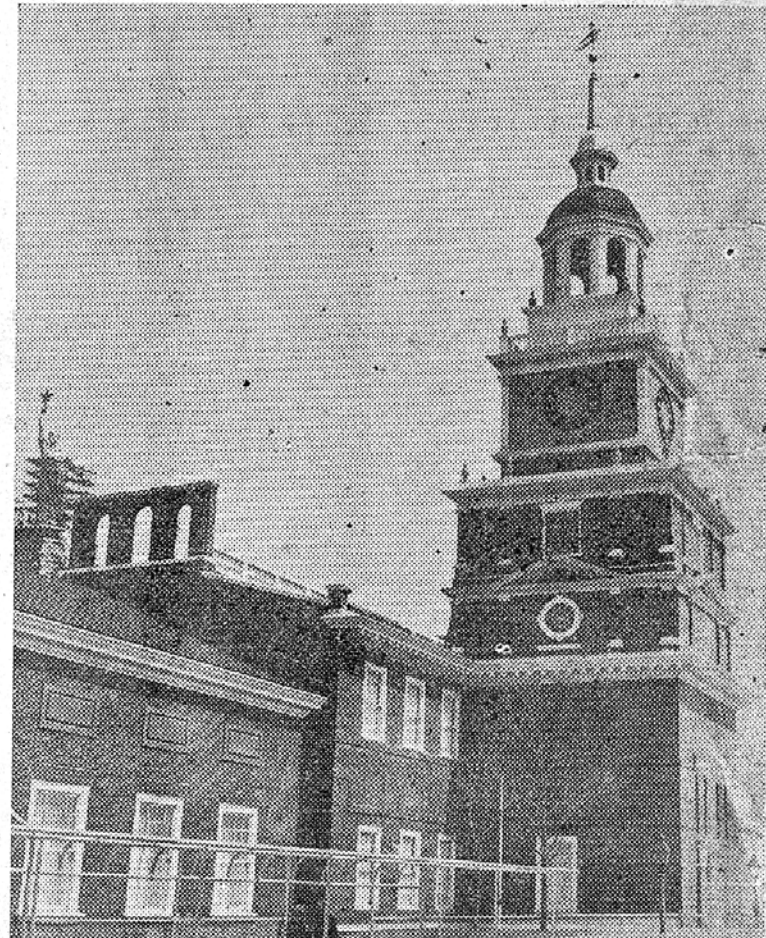
TODAY *at the* FAIR 5¢

OFFICIAL DAILY PROGRAM AND WORLD'S FAIR NEWS

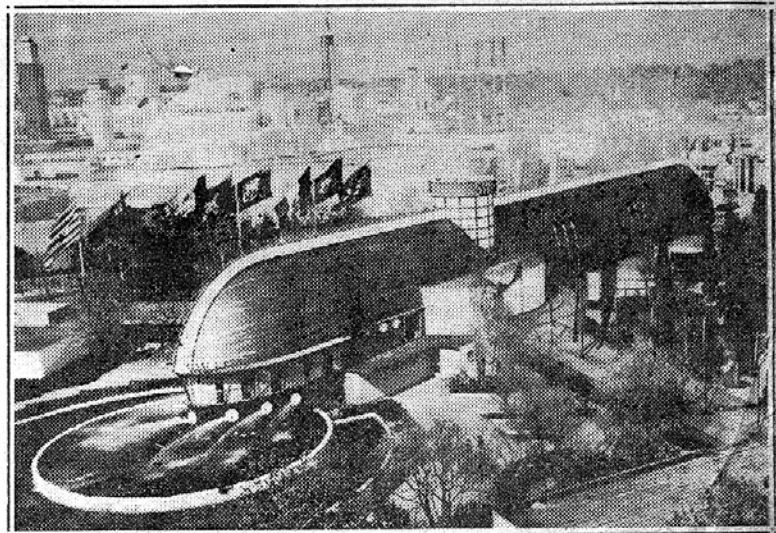
Published Every Day * NEW YORK WORLD'S FAIR 1939 * Tuesday, August 22, 1939 ... No. 112



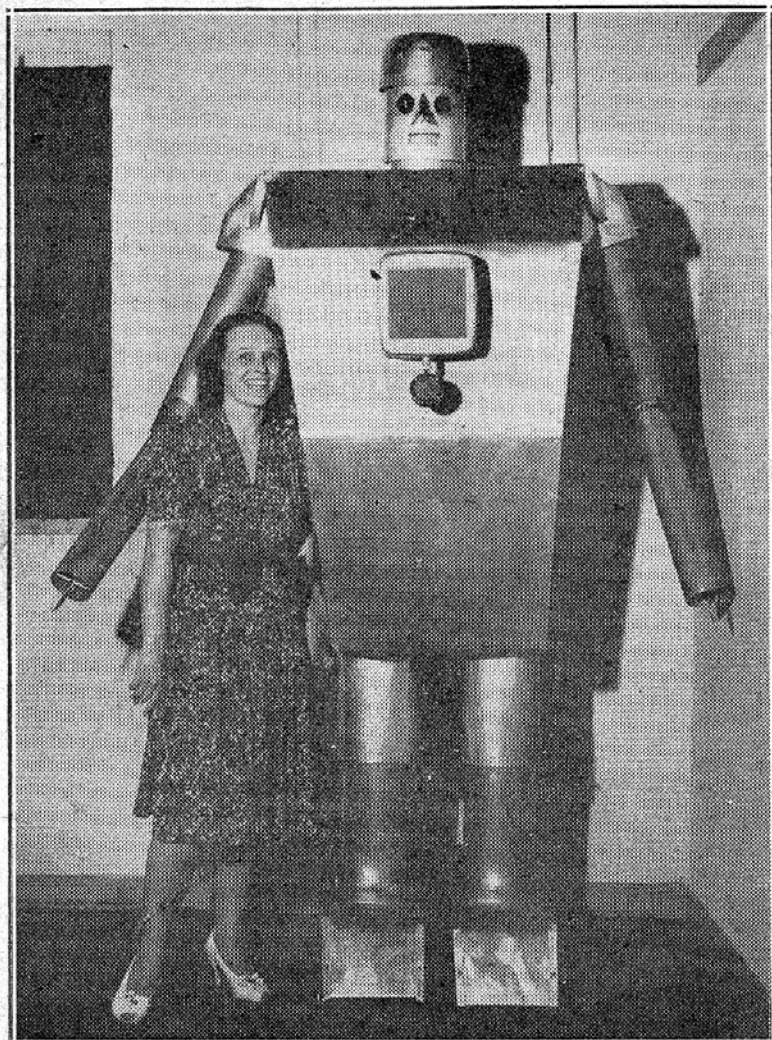
IN THE WORLD OF TOMORROW ... the future is always of interest to mortals, and among the thousands of spectacles and specimens at the Fair which forecast a higher plane of living "just around the corner," is the ever popular exhibit "Highways and Horizons" of General Motors. Here the visitor literally rides the clouds, and looks down and ahead at a greater "US" of 1960



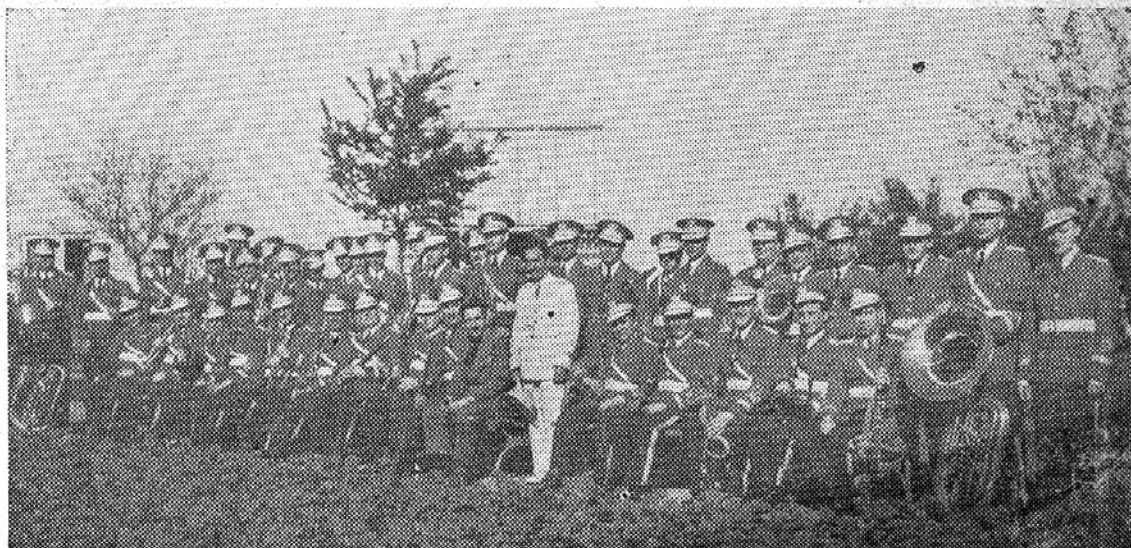
SHADES of BEN FRANKLIN! ... here you reverse the process and turn time back to Colonial Days in this modern replica of Independence Hall which houses the interesting story of the State of Pennsylvania.



SUPER-AIRLINER? ... no, but a super meat packing plant, streamlined and immaculate, is the Swift & Company exhibit



MEET "ELECTRO ... he's the man of the future. Seven feet tall in his metal sox, he talks, sees, smells, sings, counts with his fingers—and gets around quite a bit although he is a big stiff. You'll find him lodged at the Westinghouse Building, just one of a score of attractions here.



LISTEN—THE TRYTONS ... the New York World's Fair now famous band. Selected and especially trained, you hear them in the symphonies of the Lagoon of Nations night display