

Keep Posted on what-
where-when things are
happening in the Fair
Grounds in TODAY
AT THE FAIR

TODAY AT THE FAIR

5¢
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OFFICIAL DAILY PROGRAM OF THE NEW YORK WORLD'S FAIR 1939

Complete News and Pictures...Published Every Day...Saturday, June 10, 1939...No. 42

WELCOME! YOUR MAJESTIES!

ALL HAIL THE KING AND QUEEN



King George VI and his gracious Queen Elizabeth who are guests of the Fair today

OFFICIAL PROGRAM OF TODAY'S SPECIAL EVENTS

9:00 A.M.—Annual Reunion of Camp Upton Base Hospital Ass'n Day: Members arrive until noon for tour of Fair and visit to Medical and Science Exhibits.

9:30 A.M.—L.O.A. Club Day: Group visits General Motors Exhibit and tours Transportation Area.

10:00 A.M.—Show of roses, rhododendrons and azaleas at Gardens on Parade until 10 P.M. West Orange High School Band concert at Washington Statue.

10:45 A.M.—South Dakota Society of New York Day: Proceeded by White Plains High School Band, group parades from World's Fair Blvd. Gate to Equitable Life's Garden of Security.

11:00 A.M.—Nazareth Hall Military College Alumni Day: Group arrives for informal day at the Fair.

11:15 A.M.—Irvington-on-Hudson Day: Meeting in General Motors Theatre after which group tours the Fair.

12:00 Noon—Polish Hejnal, or trumpet call, at Polish Pavilion.

Opening of Shakespeare House, Sulgrave Manor and Dickens House in Merrie England (Amusement Area). Following ceremonies, luncheon will be served on the terrace of the Village Green.

L.O.A. Club Day: Luncheon at Court of Flame Restaurant followed by tour of International Area.

South Dakota Society of New York Day: Band

concert and Old Home Hour in Equitable Life's Garden of Security.

Woonsocket School Band concert in Court of States.

1:00 P.M.—Annual Reunion of Camp Upton Base Hospital Ass'n: Luncheon at Schaefer Center followed by tour of Fair.

2:00 P.M.—Bordentown Jr. Cadets Band concert at Washington Statue on Constitution Mall. Recreational puppetry demonstration in W.P.A. Bandshell.

2:30 P.M.—Brooklyn Central Y.M.C.A. Team gives demonstration of gymnastics, tumbling, military tap dancing and mass calisthenics until 5:30 P.M. in Man Building (Lincoln Square).

3:00 P.M.—Demonstration of print making in wood block by Hyman Warsager.

Dr. Zip, the health clown, in W.P.A. Bandshell.

3:30 P.M.—Polish Ballet of Warsaw in Hall of Music.

4:00 P.M.—Federal Knickerbocker Orchestra in W.P.A. Bandshell.

4:15 P.M.—Organ recital by Edna Burns in International Business Machine's Gallery of Science and Art (Business Systems Building).

5:00 P.M.—Celebration in honor of Royal Visit: A special program of entertainment for the public in the Court of Peace includes a concert by the Canadian Northwest Mounted Police Band, appearance of personalities from the Amusement Area, the Polish Ballet, the Girl Pipers,

(Please Turn to Page Two)

Joyous Welcome Greets British Royal Party During 4-Hour Tour

"Long live the King".
"Long live the Queen".
The biggest moment in the history of the World's Fair, past or future, comes at noon today when, to the rumble and roar of a 21-gun salute, Their Britannic Majesties, George VI and Elizabeth, by the Grace of God,

The Visit Of Their Majesties Today

12:00 Noon—Royal party arrives at World's Fair Boulevard Gate, receives 21-gun salute and is met by mounted escort.

12:05 P.M.—Enters Perylon Hall for reception and signing of Distinguished Guest Book.

12:35 P.M.—Leaves Perylon Hall for Court of Peace by way of Court of Communications and Constitution Mall.

12:50 P.M.—Enters Court of Peace and receives military honors. Reviews guard of honor.

1:00 P.M.—Enters Federal Building for luncheon given by United States World's Fair Commission.

2:00 P.M.—Appears on the terrace of the Federal Building for five minutes. At this time the first daylight show of colored fountains will be given in honor of their Majesties. The display is entitled "The Ballet of the Crown Jewels." A special program of British music will accompany the fountain display.

2:05 P.M.—Walks down steps of Federal Building and crosses to Irish Pavilion. Daylight fireworks display will be staged. British and American flags will be released to float over Court of Peace.

2:14 P.M.—Leaves Irish Pavilion.

2:19 P.M.—Enters Canadian Building.

2:27 P.M.—Enters Canadian Art Exhibit.

2:30 P.M.—Enters Southern Rhodesia Exhibit.

2:40 P.M.—Arrives at Australian Pavilion. Visits Australia, Colonial Hall and New Zealand, in turn. Leaves New Zealand on foot and enters the British Pavilion by way of the main stairs.

3:40 P.M.—Royal party leaves British Pavilion and drives via Petticoat Lane to Administration Gate where military detachments will stand at attention and a farewell salute of 21 guns will be fired.

King and Queen of England and of the Dominions over the Seas and Emperor and Empress of India, arrive at the World's Fair Blvd. Gate of the Fair Grounds.

Sixty motorcycle policemen will escort the Royal party. The Fair's mounted guard of honor, composed of Indians from Haskell Institute, at Lawrence, Kansas, take positions before the first car. The police escort lead the way along Front Street and take posts beyond the curving entrance to Perylon Hall. The mounted guard ride to the circular driveway and come to attention while the royal cars halt and their occupants descend.

Grover A. Whalen, president of the Fair Corporation, and Mrs. Whalen will be at the entrance to welcome their majesties. They ascend to Perylon Hall in a private elevator, walk through the main lounge and on to the royal reception chamber, specially decorated for the occasion with antiques and period furniture valued at \$1,000,000. Gobelin tapestries, red

and figured carpets, a pair of Chien Lung jardinières, commodes, chairs and tables, all of which have belonged to royal houses in Europe, have transformed the long room into a place of imposing beauty and taste.

Along the left wall has been placed a platform six inches high, covered with a red carpet and containing two antique chairs upholstered in Gobelin tapestry. On these the King and Queen will be seated during the reception that will be held. Among the guests will be members of the Board of Directors and their wives, foreign commissioners and their wives, members of the Board of Estimate and their wives, members of the City Council and their wives, the Mayor's cabinet and leading

(Please Turn to Page Two)

Joyous Welcome Greets British Royal Party During 4-Hour Tour

(Continued from Page One)

exhibitors at the Fair. Sir Ronald Lindsay, British Ambassador to Washington, will attend the royal couple.

As the King and Queen enter the reception chamber they will stop at a table to the right to sign the Fair's royal guest book, which already contains the names of the Crown Prince and Princess of Norway and the Crown Prince and Princess of Denmark.

As the Royal Party leave Perylon Hall after their official welcome by Mr. Whalen they proceed by car to the Federal Building. In the first car will be King George, Mr. Whalen, Mayor La Guardia and Governor Lehman. In the second car will be Queen Elizabeth, Mrs. Whalen, Mrs. La Guardia and Mrs. Lehman.

The King and Queen will have their first glimpse of the half-mile stretch of the Mall, gay with flowers and trees, with water cascading through the pools and about the many sculptured groups of the Moods of Time and others. The 65-foot statue of George Washington will gaze down serenely on the procession, while far beyond the Lagoon of Nations fountains will leap high into the air.

Sulgrave Clubmen Eat King's Dinner

In honor of the visit to the World's Fair of the King and Queen of England today the officers of the Sulgrave Club at Merrie England entertain at "The King's Dinner" tonight in the clubrooms. Members of the Sulgrave Club and their guests are to have the same dinner suggested by the club's chef, Charles Kuhn, for the dinner recently served their Majesties at the White House.

Mrs. Thomas Francis Casey will be the hostess. Those who have already made reservations for large parties, include, the Earl of Gosford, Mr. Cecil Smith and Mr. George Miller.

The Advisory Committee, all of whose members are also expected to be present, include, Dr. James Rowland Angell, Mr. Robert R. Appleby, Dr. Frank Aydelotte, Mr. John F. Cuneo, Mr. Godfrey Haggard, C.M.G., O.B.E., Major Lenox Lohr, Mr. Samuel Savage, Mr. John T. Schless, Sir Ashley Sparks, K.B.E., Mr. Kennard Wedgwood, Sir William Wiseman and Mr. Thomas Wood Stevens.

Camp Upton Veterans Recall War Exploits

The annual reunion of the Camp Upton Base Hospital Association, being held in New York City is climaxed by a visit to the Fair today. Members of the Association, who were all connected with the famous hospital during the last war, will recall their wartime experience when they behold the military splendor of the Fair's reception to the British King and Queen.

Arriving at the Fair early in the morning the members of the Association, who are all either members of, or keenly interested in, the medical profession, will visit the Medical and Science Exhibits until noon. After a luncheon at Schaefer Center at 1 o'clock, the veterans will tour the Fair grounds during the remainder of the afternoon.

Following a dinner in the Court of Flame Restaurant at 6:30 they will visit the Aquacade and then view the Lagoon of Nations display at 9:30.

Among the members of the association who are attending the Fair are Ed. J. Cleary of Needham, Mass., president of the Association and Dr. Howard Fox, honorary vice-president and former professor-emeritus of Bellevue Hospital in New York. Others attending are: Col. J. B. Whitman, famous eye specialist; Dr. Albert Lasson, Brooklyn, N. Y.; Frank Leeland, critic; and Harry Akst, well known figure in the musical world.

Famous 'Y' Gym Team Performs At Fair

The nationally famous gymnastic team from the Brooklyn Central Branch of the Y. M. C. A. is at the Fair today and is giving two exhibitions in the Sports Forum of the Main Building. The exhibitions include individual gymnastics, tumbling, military tap dancing, and mass calisthenics.

This group of extraordinary "muscle men" recently received a great deal of publicity when they were featured by one of the national pictorial weeklies.

Their exhibition can be seen between 2:30 and 5 P.M. The second show goes on from 7 and 9 P.M.

ESCORTS TO ROYALTY



Sir Ronald and Lady Lindsay who will escort the Royal pair on today's visit to the Fair. Sir Ronald is British Ambassador here

Television Picks First Beauty Queen From Fair's Fairest

The first beauty contest ever held with television used in the judging of the contestants will be staged at the World's Fair next Thursday, Friday and Saturday to select the "New York World's Fair Television Girl."

Contestants will parade on a platform at the Cavalcade of Centaurs in the Amusement Area on each of the three days at 4 P.M. There they will be televised. Judges will be at television sets in the R.C.A. Building in the main Exhibit Area, a distance of three miles away.

Winner of the contest will be awarded a television set by the Radio Corporation of America and a Perisphere and Trylon Trophy by the Fair Corporation.

Entries in the contest close June 14, the day before the contest opens, so clip the entry blank below and send it in to the Special Events Department of the Fair today.

SPECIAL EVENTS DEPARTMENT
Press and Promotion Building
New York World's Fair

Please accept my entry in the New York World's Fair Television Girl Contest.

Print Name
Home Address Phone
Employed by
Position Age

MISSION AT JESSEL'S

The South Street Mission is the latest attraction to open at George Jessel's "Old New York" village at the World's Fair. This mission is a replica of that one which stood for years in the downtown district.

Televise King And Queen

King George and Queen Elizabeth will be televised when they visit the Fair today.

Their smiling faces will be seen on television sets within a radius of the Fair grounds wherever there is a television receiver.

The experience will be a novel one for the Royal couple. They will appear before the televisions as they stand on the balcony of the Federal Building in the Court of Peace just before they are presented to Edward J. Flynn, United States Commissioner General to the Fair, and Mrs. Flynn. Their Majesties will be televised by the National Broadcasting Company.

JUNIOR CADETS HERE

At least 500 friends and relatives of the Bordentown (N. J.) Junior Cadets are at the Fair today to participate in Bordentown Junior Cadet Day at the Fair. An outstanding event on the program is a band concert at the Washington Statue with 100 cadets participating.

Boy Scouts Share In Welcome

George VI Scout Patron In Empire

The Boy Scouts of America have an interesting part in the welcoming program to the King and Queen at the New York World's Fair today because King George VI is a former Boy Scout and is now Patron of Scouting throughout the British Empire.

Thirty Boy Scouts and two leaders chosen from among the 150 Scouts and leaders camping this week at the World's Fair Scout Service Camp adjoining the Federal Building, will form a passageway and salute the King and Queen as they leave the main entrance of the Federal Building after luncheon there.

Four Scouts have been designated to take part in the reception to Their Majesties in the British Pavilion before they leave the World's Fair grounds. The Scouts chosen from those living at the Scout Service Camp are: Eagle Scout Benjamin Horace Ford, Jr., of Troop 134, Crisfield, Md., Life Scout Robert R. Lankford, of Troop 143, Pocomoke City, Md., Life Scout John White of Troop 2, Wellsboro, Pa., and Star Scout Carl Morris, Troop 3, Athens, Pa.

Direct Wire Carries Royal Visit Overseas

To facilitate the work of the hard pressed foreign newspaper correspondents who are covering the visit of the British King and Queen and their entourage to the Fair, RCA Communications has opened a direct circuit from the RCA Exhibit to Cables & Wireless, in London. Messages, articles and features can be handled from there for direct transmission to London.

Tomorrow At the Fair

Formal opening of Ecuador Pavilion.

Formal opening of Soviet Arctic Pavilion.

Baseball Class for Boys.

College Cycle Club Day.

Nassau County Week—Religious Day.

Polish Ballet.
Cathedral Boy Singers.

Whalen Says:

The visit of Their Britannic Majesties is a most gracious honor, which, by recognizing the Fair bestows great aid upon the cause for which it stands.



Thomas Francis Casey

President of the Fair Corporation.

OFFICIAL PROGRAM OF TODAY'S EVENTS

(Continued from Page One)

Albertina Rasch Ballet and Fred Waring Glee Club. Performers will parade from the Court of Peace to the Amusement Area.

5:15 P.M.—Federal Theatre Puppets in W.P.A. Bandshell.

6:00 P.M.—Students music program in W.P.A. Bandshell.

6:30 P.M.—Annual Reunion of Camp Upton Base Hospital Ass'n Day: Dinner at Court of Flame Restaurant.

7:00 P.M.—Brooklyn Central Y.M.C.A. Team gives exhibition of gymnastics, tumbling, military tap dancing and mass calisthenics in Man Building (Lincoln Square).

Piano recital by Earl W. Brown, blind pianist, in Equitable Life's Garden of Security.

7:15 P.M.—Recreational activities in W.P.A. Bandshell.

7:30 P.M.—Louisville Male High School Band concert in Court of Peace.

8:30 P.M.—P.W.A. Day: Dinner at Casino of Nations after which group visits the Amusement Area.

Polish Ballet of Warsaw in Hall of Music. Recreational activities in W.P.A. Bandshell.

9:30 P.M.—"The Ballet of the Crown Jewels," water, music, flame, fireworks display on Lagoon of Nations.

Girl Pipers Will Pipe For Queen

Tribute To Scotch Childhood Of Guest

Music is the common demoninator that brings into line all the factors of the triumphal visit of the British King and Queen to the World's Fair. Music of every type will follow them as they pass from point to point within the Fair grounds. Martial music, symphonic music, music from the shrilling bag-pipes of the Queens native Scotland, and music that recalls the history of our own hard won West, all will be played for the gratification of King George and Queen Elizabeth.

At Perylon Hall the Fair's own group of musicians play for the monarchs. The Trytons outdo themselves in their efforts to please. Their program ranges from Elgar's "Pomp and Circumstance" through "Rule Britannica" and "The Star Spangled Banner". Stationed below the large windows facing the Perisphere and Trylon they play the Royal couple off on their grand tour of the Fair.

As the procession travels along the Court of Speed to the Perisphere, Queen Elizabeth will have a nostalgic moment as the Dagenham Girl Pipers from Sussex in gay kilts, tartans streaming in the breeze, and with bagpipes going full blast, descend the Helicline. The shrill tones of the pipes follow them as they circle the huge globe and proceed down the west side of Constitution Mall.

As Their Majesties reach the towering statue of George Washington, they are greeted by the music of the Louisville High School Band, and as they proceed down Constitution Mall to the statues of the Four Freedoms the musical torch will be picked up by the official South Dakota Band at the Fair, the Sioux Falls High School Band.

Outstanding in the repertoire of this band is a number which will be heard by the King and Queen for the first time. It is a composition known as "Custer's Last Stand". This stirring band composition recalls every phase of that great battle in American history. In it can be heard the shrill cries of the Indians who attack the gallant little band of soldiers, against an obliquo of gun shots coming to a grand finale with the stirring notes of "Taps".

Today at the Fair

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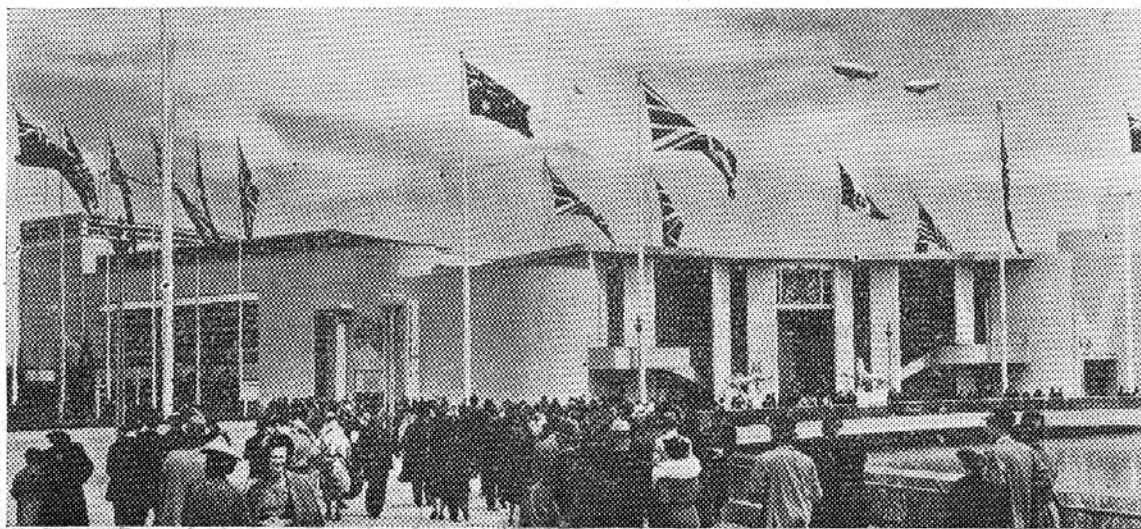
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SPENT ONE HOUR OF VISIT HERE



King George and Queen Elizabeth will make the British Pavilion and other Empire buildings focal points in their tour of the Fair today

Whoopers Fly Thick And Fast At Dakotian Get Together

There have been many "tall stories" told of this spectacular enterprise known as "The World's Fair" but the tallest of the "tall" stories is being told right here in the midst of it all when the South Dakota Society of New York gets together for their yearly tall story conflagration in the Gardens of Security at high noon today.

The South Dakotians who will receive a police escort through New York City and right to the gates of the Fair, are arriving at approximately 10:45 A.M. They are marching in a body from the Boulevard Gate to the Gardens of Security preceded by the White Plains High School Band.

Train "Kingscope" On Royal Couple

All unwittingly, the Ford Exposition has developed an attraction for visitors that it had not planned upon.

For the last five days officials there have been swamped with requests for permission to see the royal entrance of the King and Queen into Perylon Hall, which is directly opposite the Ford Building.

Made aware of the fine vantage point overlooking the royal scene, the Ford Exposition photography department sent for a "kingscope", and worked and fussed with it for two days. The "kingscope" is a new form of camera containing a telescopic lens which will photograph King George and Queen Elizabeth at 175 yards.

Blessed Sacrament Choir At Temple

The Church of the Blessed Sacrament presents today's musical program at the Temple of Religion's Twilight Hour at 6 P.M. Under the direction of Warren A. Foley, the choir gives the following program:

Sicut cervus	Palestrina (Schirmer)
Ave verum	Byrd (Oxford Univ.)
Salve Regina	Waddington (Novello)
Lovely Appear—cratorio	"Redemption Gounod (Schirmer)
A Spanish Easter Procession	"(Ditson)
Furry Day Carol	Old English (Oxford)
Ave Maria	Bach-Gounod (Schirmer)

Nazareth Hall Cadets Have Reunion Here

In keeping with the military spirit that is prevalent at the Fair today, the alumni of Nazareth Hall Military College are here for a reunion. The members of the Alumni are arriving at the Fair this morning at 11 A.M. and will spend an informal day in touring the Fair grounds and viewing the exhibits.

Kingly Visit Marks Three Openings

Simultaneous with the arrival of their Britannic Majesties at the Fair, Shakespeare House, Dicken's House, and Sulgrave Manor are being opened in Merrie England in the Amusement Area.

\$600
In Prizes
offered to the visitors at the Fair on a literary subject
Visit the exhibit of
The New History Society
Science and Education Bldg.
for title and condition.

Toot, Toot, Toot Here's The King

The musical horns will sound forth the familiar "Boys and girls together" to clear at least part of the way for the Royal pair today.

For the King and Queen will ride right up in front on a special three-car tractor train just to see how it feels. In that way they and their party will ride from the Irish Pavilion to the British Pavilion, a distance of eight blocks as the Fair goes. The rest of their journey through the Fair will be in open automobiles.

LIVE ON SOUP?

Talking about set-ups, that battle between Mrs. Modern and Mrs. Drudge in the Westinghouse Building...

The two women compete at dish washing, one using the electric dishwasher and Mrs. Drudge, the old-fashioned methods. If Mrs. Drudge had to do "pearl diving" in some restaurant for her meals she'd probably never get passed the soup course.

Lucky Penny

Don't leave the Fair without visiting a Lucky Penny booth to get some lucky pennies.

We emboss the following emblems on your own pennies: Official Emblem, Lord's Prayer, Ten Commandments (English or Hebrew), Boy Scout, Statue of Liberty, St. Christopher, etc.

Agents wanted to sell Lucky Pennies in all leading cities.

Penny Crusher, Inc.

WORLD'S FAIR
NEW YORK CITY

Constitution Mall Gift Shops

DALE
Fifth Avenue
World's Fair Gift Shop
Lovely gifts in leather from \$1.00.
Your initials, or name stamped in Gold free of charge.
Sent to any part of the World.
Shop located on
Constitution Mall between the
Libby Foods Bldg. & Heinz Dome.

P. CATTADORI, Inc.

Constitution Mall
(near Borden)
The finest laces and linens from Europe.
EXQUISITE GIFTS
Handkerchiefs, Cocktail Napkins,
Table sets and other beautiful laces

JEWELRY WATCHES DIAMONDS

WATCH REPAIRING
and
Engraving on the Premises
Charms, Bracelets, Brooches—from \$1
Compacts and Cigarette Cases—
from \$1.50
Travelling Clocks and Novelty Jewelry
Our Prices Are Surprisingly Low and
Quality Unsurpassed
Ferdinand J. Ulrich
CONSTITUTION MALL
Adjoining Heinz Dome

KING COLE'S SOUND SERVICE

will take over the supplying of necessary personnel for operation or maintenance of your motion picture equipment, stereopticons, or automatic devices, whether sound or silent.
Emergency service maintained at the Fair—Call HAVEMeyer 6-1550
20 Years of Experience
203 EAST 26TH STREET
Lexington 2-6781

FREE COUPON
FREE... a generous size sample of
KNOMARK WHITE SHOE SOAP
For People Employed on the World's Fair Grounds Only
(Only one to a person)
NOTHING TO BUY
JUST PRESENT THIS COUPON AT
**STUART BROOKS
RED CROSS SHOE STORE**
CONSTITUTION MALL
SUPPLY LIMITED—THIS OFFER EXPIRES JUNE 15th, 1939

AROUND THE CLOCK TODAY AT THE FAIR



**9:00
Gates
open.**



Exhibits open.
"Democracy" in
Perisphere begins
continuous showing
to 10 P.M.

Elektro, the mechanical man, in
Westinghouse Bldg.

"Changing the Drill" in Petro-
leum Bldg.

"Pete Roleum and His Cousins,"
Petroleum Bldg.

"Symphonies in Fragrance," Mai-
son Coty Theatre. (Sat. & Sun.)

Circulation and heartbeat demon-
strations, Aetna Life Exht.

Marionette show, Libby, McNeill
& Libby Exh't.

10:20 A. M.—"Writer's Cramp," A.
B. Dick Co. Exh't.

"Railroads at Work," Railroads
Bldg.

10:30 A. M.—"Murder at Mid-
night," N. Y. C. Bldg.

Typewriting speed demonstra-
tion, Underwood Elliott Fisher
Exh't.



"Pete Roleum and
His Cousins," Petro-
leum Bldg.

Fire demonstrations,
Aetna Life Exh't.

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

Elektro, the mechanical man, in
Westinghouse Bldg.

"Symphonies in Fragrance," mo-
vie, at Maison Coty Theatre.
(Sat. & Sun.)

Feeding time for quails, Georgia
Bldg.

"Masterpieces of Art" Museum,
guided tour. (Daily exc. Sun.)
Marionette show in Libby, Mc-
Neill & Libby Exh't.

11:15 A. M.—Typewriting speed

demonstr'n, Underwood Elliott
Fisher Exh't.

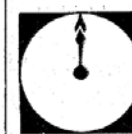
"Railroads at Work," Railroads
Bldg.

"Miracle Plymouth," Chrysler
Bldg. (Sat. & Sun.)

11:30 A. M.—Fire drill show,
N. Y. C. Bldg.

11:40 A. M.—"Writer's Cramp,"
A. B. Dick Co. Exhibit.

Afternoon



Pete Roleum and His
Cousins," movie, Pe-
troleum Bldg.

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

Typewriting speed demonstration,
Underwood Elliott Fisher Exh't.

Organ recital and address in Tem-
ple of Religion. (Daily exc. Sun.)

Franz Hagel and orchestra at
Casino of Nations, to 2 P. M.

"Railroads at Work," in Railroads
Bldg.

Elektro, the mechanical man, in
Westinghouse Bldg.

"Symphonies in Fragrance," mo-
vie, at Maison Coty Theatre.
(Sat. & Sun.)

Jimmie Lynch and Death Dodgers
at Goodrich Arena.

"Changing the Drill" demonstra-
tion in Petroleum Bldg.

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

Circulation and heartbeat demon-
strations in Aetna Life Exh't.

Marionette show in Libby, Mc-
Neill & Libby Exhibit.

"Previews of Progress" in Gen-
eral Motors Bldg. (Transportation
Zone.)

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

Rocket Port, demonstration of
rocket travel, in Chrysler Bldg.

Rotary Club luncheon at Schaefer
Center. (Tues.)

12:20 P. M.—Marionette show at
A. B. Dick Co. Exh't.

12:30 P. M.—"Murder at Mid-
night" show, N. Y. C. Bldg.

Swiss folk dancers and singers
in Swiss Pavilion.

Silk reeling demonstration in
Japanese Pavilion.

12:45 P. M.—Geo. L. Hossfield in
typewriting speed demonstration,
Underwood Elliott Fisher Exh't.

"Railroads at Work," Railroads
Bldg.



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

Fire demonstrations,
Aetna Life Ins. Co. Exhibit.

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

Elektro, the mechanical man, in
Westinghouse Bldg.

Marionette show in Libby, Mc-
Neill & Libby Exhibit.

"Previews of Progress" in Gen-
eral Motors Bldg.

"Symphonies in Fragrance," mo-
vie, at Maison Coty Theatre.
(Sat. and Sun.)

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

Sue Hastings' marionettes, Stand-
ard Brands Bldg.

"Railroads on Parade" pageant,
Railroads Bldg. (Daily exc. Mon.)

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

"Railroads at Work," Railroads
Bldg.

1:30 P. M.—Fire drill show, N. Y.
C. Bldg.

Geo. L. Hossfield in typewriting
speed demonstration, Underwood
Elliott Fisher Exhibit.

1:40 P. M.—"Writer's Cramp,"
at A. B. Dick Co. Exhibit.

1:45 P. M.—Radio Garden Club
broadcast, "Gardens on Parade."
(Tues.)



Ferde Grofe, with
Novachord Orches-
tra to 5 P.M., Ford
Bldg., (Daily, exc.
Mon.)

Jimmie Lynch and Death Dodgers
in Goodrich Arena.

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

"Symphonies in Fragrance," mo-
vie at Maison Coty Theatre.

New York City Police Band con-
cert at N. Y. C. Bldg. (Tues.)

"Changing the Drill" demonstra-
tion in Petroleum Bldg.

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

Cuban Orchestra in Cuban Vil-
lage. (Amusement Area.)

"Masterpieces of Art" Museum,
guided tour. (Daily exc. Sun.)

Marionette show in Libby, Mc-
Neill & Libby Exhibit.

"Previews of Progress" in Gen-
eral Motors Bldg.

Sue Hastings' marionettes, Stand-
ard Brands Bldg.

George Rector gives food demon-
strations and lectures, Gas Bldg.

"Railroads at Work," Railroads
Bldg.

2:15 P. M.—Geo. L. Hossfield in
typewriting speed demonstration,
Underwood Elliott Fisher Exh't.

2:20 P. M.—Marionette show, A.
B. Dick Co. Exh't.

2:30 P. M.—Fashion show of syn-
thetic fabric cos'tumes in Italian
Pavilion. (Daily, exc. Mon.)

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

Delphian Trio to 5:30 P.M. in
Metropolitan Life Exh't. (Daily
exc. Mon.)

Talks in Temple of Religion.
(Sun.)

Silk reeling demonstration in
Japanese Pavilion.

2:50 P.M.—Ferde Grofe and or-
chestra, Ford Bldg. (Daily ex.
Mon.)

Circulation and heartbeat demon-
strations in Aetna Life Exh't.



Fire demonstrations,
Aetna Life Exh't.

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

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

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

Elektro, the mechanical man, in
Westinghouse Bldg.

"Symphonies in Fragrance," mo-
vie, at Maison Coty Theatre.

Shakespearean comedy at Globe
Theatre.

Geo. L. Hossfield in typewriting
speed demonstration, Underwood
Elliott Fisher Exhibit.

Swiss folk dancing and singing
in Swiss Pavilion.

Marionette show in Libby, Mc-
Neill & Libby Exhibit.

"Previews of Progress" in Gen-
eral Motors Bldg.

Sue Hastings' marionettes, Stand-
ard Brands Bldg.

3:15 P.M.—Ferde Grofe and or-
chestra in Ford Bldg. (Daily
exc. Mon.)

"Railroads at Work," Railroads
Bldg.

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

Fire drill show, N. Y. C. Bldg.

Swiss folk lore dancing and sing-
ing in Swiss Pavilion.

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

Typewriting speed demonstration
Underwood Elliott Fisher Exh't.

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

3:40 P. M.—"Writer's Cramp,"
A. B. Dick Co. Exhibit.

Carillon concert at Netherlands
Pavilion.

3:45 P. M.—Geo. L. Hossfield in
typewriting speed demonstration,
George Rector gives food demon-

"Railroads on Parade," Railroads
Bldg. (Daily exc. Mon.)

Mu Phi Epsilon concert, Good-
rich Arena.



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

Circulation and
heartbeat demonstrations, Aetna
Life Exh't.

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

Orchestra Ch. Zumstein in Swiss
Pavilion to 6 P. M.

George Rector gives food demon-
strations, lectures, Gas Bldg.

"Changing the Drill" demonstra-
tion at Petroleum Bldg.

Marionette show in Libby, Mc-
Neill & Libby Exhibit.

"Previews of Progress" in Gen-
eral Motors Bldg.

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

Swiss folklore dancers and sing-
ers, Swiss Pavilion.

Ferde Grofe and orchestra in
Ford Bldg. (Daily exc. Mon.)

Elektro, the mechanical man, in
Westinghouse Bldg.

Jimmie Lynch and Death Dodgers
in Goodrich Arena.

"Symphonies in Fragrance," mo-
vie, at Maison Coty Theatre.

Shakespearean comedy, Globe
Theatre. (Amusement Area.)

Trytons, World's Fair Band, con-
cert in Court of Consumers Bldg.

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

Silk reeling demonstration in
Japanese Pavilion.

Sue Hastings' marionettes, Stand-
ard Brands Bldg.

4:15 P.M.—Organ recital by Edna
Burns, International Business Ma-
chines Exh. (Bus. Systems Bldg.)

"Railroads at Work," Railroads
Bldg.

4:20 P. M.—"Writer's Cramp,"
at A. B. Dick Co. Exh't.

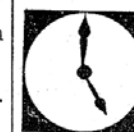
4:30 P.M.—"Murder at Midnight"
show, N. Y. C. Bldg.

Swiss folk dancers and singers
in Swiss Pavilion.

Geo. L. Hossfield in typewriting
speed demonstration, Underwood-
Elliott-Fisher Exhibit.

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

Fashion show of synthetic fabric
costumes in Italian Pavilion.
(Daily exc. Mon.)



Fire demonstrations
At Aetna Life Ins.
Co. Exhibit.

Sue Hastings mari-
onettes, Standard Brands Bldg.

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

"Railroads at Work," in Railroads
Bldg.

Elektro, the mechanical man, in
Westinghouse Building.

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

Feeding time for animals on Fire-
stone Farm.

Marionette show in Libby, Mc-
Neill & Libby Exhibit.

"Previews of Progress" in Gen-
eral Motors Bldg.

"Symphonies in Fragrance," mo-
vie at Maison Coty Theatre.

Shakespearean comedy, Globe
Theatre. (Amusement Area.)

Carillon concert at Netherlands
Pavilion.

Swiss folk dancers and singers
in Swiss Pavilion.

(Please turn to Page Five)

Birds Eye View Of The Fair Reveals Architectural Beauty

To the birds and sea gulls that fly high above, the New York World's Fair looks much like an open fan of many colors with the Perisphere and Trylon as the handle.

One area which contains the main exhibits, extends in all directions from the Perisphere in the Theme Center, covering an entire square mile with buildings of striking color and design.

Architects, mural artists and landscape engineers have combined their talents to make this one of the most satisfyingly beautiful spots ever created in the history of man.

In this area are found the Seven Focal Exhibits which cover the broad fields of Communications, Community Interests, Transportation, Medicine and Public Health, Science and Education, Food, and Production and Distribution.

Beyond the Main Exhibit Area and to the east, is the Government Area. Here the foreign nations are represented, gathered around the Federal Building which magnificently portrays the manifold and valuable activities

of the United States government to its 120,000,000 citizens.

To the south of the Main Area, along beautiful Fountain Lake, stretches the Amusement Area where every conceivable form of entertainment is available to Fair visitors,—men, women and children.

Running through the center of the Fair is Constitution Mall, a broad avenue lined with trees and shrubs, beautiful flower beds, fountains and statuary. Foremost among the statues is the 60-foot heroic figure of Washington.

Centering in the Mall is the Lagoon of Nations with its great fountains. Each night, the Lagoon is the scene of the most magnificent fireworks displays ever created. Each night sees a new type of pyrotechnic display, each built around a definite theme.

Mail TODAY AT THE FAIR
to the folks back home.

AROUND THE CLOCK TODAY AT THE FAIR

(Continued from Page Four)

Choral 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.

Cavalcade of Centaurs performance. (Amusement Area.)

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

"Masterpieces of Art" Museum, guided tour. (Sun.)

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

5:30 P. M.—Fire drill show, N.Y.C.

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

Billy Rose Aquacade. (Amusement Area.)

Feeding time for quails, Georgia Bldg.

Silk reeling demonstration in Japanese Pavilion.

"Railroads on Parade," Railroads Bldg.

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

Evening



Twilight concert and address in Temple of Religion.

"Railroads at Work" in Railroads Bldg.

Jimmie Lynch and Death Dodgers in Goodrich Arena.

Elektro, the mechanical man, in Westinghouse Bldg.

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

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

Circulation and heartbeat demonstrations in Aetna Life Exhibit.

Geo. L. Hossfield in typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

"Changing the Drill" demonstration in Petroleum Exhibit.

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

Marionette show in Libby, McNeill & Libby Exhibit.

"Previews of Progress," General Motors Bldg.

Milking time for cows on Firestone Farm.

"World's Fair Reporter," broadcast from WNYC studio in N. Y. C. Bldg. (Daily exc. Sun.)

6:20 P. M.—"Writer's Cramp," marionettes, A. B. Dick Co. Exhibit.

6:30 P. M.—"Murder at Midnight" show, N. Y. C. Bldg.

Franz Hagel and orchestra at Casino of Nations.

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

Pipe organ concert in Netherlands Pavilion.

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



Hejnal—historic Polish horn call—at Polish Pavilion.

Fire demonstrations at Aetna Life Ins. Co. Exhibit.

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

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

Swiss folk dancers and singers in Swiss Pavilion.

Sue Hastings' marionettes, Standard Brands Bldg.

Marionette snow in Libby, McNeill & Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

"Railroads at Work," in Railroads Bldg.

Ferde Grofe and Orchestra, Ford Bldg. (Daily exc. Mon.)

Elektro, the mechanical man, in Westinghouse Bldg.

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

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

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

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

7:20 P. M.—"Writer's Cramp," marionette show, at A. B. Dick Co. Exhibit.

Shakespearian comedy, Globe Theatre. (Amusement Area.)

Diabliito, Voodoo dance, in Cuban Village. (Amusement Area.)

7:30 P. M.—Orchestra Ch. Zumstein, Swiss Pavilion to 11:30 P. M.

Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Swiss folk dancers and singers in Swiss Pavilion.

Singing Fountains in Firestone Bldg.

Fire Drill Show by Fire Dept. in N. Y. C. Bldg.

Beaux Arts Trio to 9:30 P. M. in Metropolitan Life Ins. Co. exhibit.

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



"Railroads at Work," in Railroads Bldg.

Elektro, the mechanical man, in Westinghouse Bldg.

Carillon concert at Belgian Pavilion.

Carillon concert at Netherlands Pavilion.

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

Sue Hastings' marionettes, Standard Brands Bldg.

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

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

Jimmie Lynch and Death Dodgers in Goodrich Arena.

Circulation and heartbeat demonstrations in Aetna Life Exhibit.

Swiss folk dancers and singers in Swiss Pavilion.

Marionette show in Libby, McNeill & Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

Carillon concert at Belgian Pavilion.

Carillon concert at Netherlands Pavilion.

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

Sue Hastings' marionettes, Standard Brands Bldg.

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

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

Jimmie Lynch and Death Dodgers in Goodrich Arena.

Circulation and heartbeat demonstrations in Aetna Life Exhibit.

Swiss folk dancers and singers in Swiss Pavilion.

Marionette show in Libby, McNeill & Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

"Changing the Drill" demonstration at Petroleum Bldg.

"Railroads on Parade," Railroads Building.

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

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

8:15 P. M.—Ferde Grofe and New World Ensemble in Ford Bldg. (Daily exc. Mon.)

Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

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

Shakespearian comedy, Globe Theatre. (Amusement Area.)

8:30 P. M.—Dance music by Franz Hagel orchestra, Casino of Nations.

Swiss folklore dancers in Swiss Pavilion.

Singing Color Fountains in Firestone Bldg.

Billy Rose Aquacade. (Amusement Area.)

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

Fashion show of synthetic costumes, Italian Pavilion. (Daily exc. Mon.)

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

"Welcome Neighbor" broadcast, Crosley Bldg. (Wed.)

Swiss folklore dancers and singers in Swiss Pavilion.

Elektro, the mechanical man, in Westinghouse Bldg.

Sue Hastings' marionettes, Standard Brands Bldg.

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

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

Fire demonstrations at Aetna Life Ins. Co. Exhibit.

Marionette show in Libby, McNeill & Libby Exhibit.

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

"Previews of Progress" in General Motors Bldg.

Cavalcade of Centaurs performance. (Amusement Area.)

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

Geo. L. Hossfield in typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

9:20 P. M.—Shakespearian comedy, Globe Theatre. (Amusement Area.)

"Sacrificio," Cuban Village. (Amusement Area.)

9:30 P. M.—Swiss folklore dancers and singers in Swiss Pavilion.

Water-sound-flame-fireworks display on Lagoon of Nations.

Fire Drill Show by Fire Dept., in N. Y. C. Bldg.

9:40 P. M.—Ferde Grofe and Orchestra, Ford Bldg. (Daily exc. Mon.)

9:45 P. M.—Geo. L. Hossfield in typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Exhibits close.

Fireworks on Fountain Lake in Amusement Area.

Last showing of "Democracy" in the Perisphere.

CONTINUOUS PROGRAMS

Unless otherwise noted, these entertainment features run continuously from 10 A. M. to 10 P. M.

Aetna Life Exhibit:

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 to any listed telephone in U. S. "Voices of the Visitors," voice reproduction demonstration.

Borden Exhibit:

Cows being milked on the Rotolactor.

Chrysler Building:

Rocket Port—history of transportation with demonstration of rocket travel of the future. (Half hourly from 11 A. M.) "In Tune with Tomorrow," first full 3-dimensional polaroid movie with sound, viewed through polaroid lenses. (Half hourly from 10:30 A. M.) "Miracle Plymouth," the talking car that answers questions, performs feats by magic. (Half hourly from 10:30 A. M.)

Consolidated Edison Building:

The "City of Light," a colored, lighted, animated architectural model of Metropolitan New York, with 12-minute performances dramatizing the story of a 24-hour period in the "City of Light."

duPont Building:

"Wonder World of Chemistry"—chemists blend perfumes made from coal and create solids out of gasses, transmit cold light around curves by "Lucite" plastic. Pest control laboratory. The Tatterman Marionettes dramatize chemistry's contribution to life. (Half hourly from 10:45 A. M.; continuous 2 to 8:30 P. M.; half hourly from 8:30 to 10 P. M.)

Eastman Kodak:

"Cavalcade of Color." (Continuous from 12 noon to 10 P. M.)

Electric Utilities Exhibit:

"Forward March of America," demonstration of coordination of light, sound and color in the Rocket Room.

Equitable Life Exhibit:

Concert by Muzak in "Garden of Security." (Every 15 minutes.)

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"—demonstrations of developments in scientific research. (Half hourly from 11 A. M.)

Steinmetz Hall—10,000,000 volts of man-made lightning discharged. (Half hourly from 12 noon; Sat. & Sun. continuous from 11 A. M.)

Television Studio—visitors interviewed and televised. (Half hourly from 1 P. M.; Sat. & Sun. from 11 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.)

Heineken's on the Zuider Zee:

Music by Ray Benson and orchestra. (From 1:30 to 7:30 P. M.)

Music by Dick Kuhn and orchestra. (From 7:30 P. M. to 1:30 A. M.)

Household Finance Exhibit:

"A Heap-O' Living" and Happy Ever After," movies. (Continuous from 2 to 7:30 P. M.; Sat. & Sun. from 1 to 8:30 P. M.)

Loose-Wiles Biscuit Exhibit:

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

Imperial Pearl Synd. Exh't:

Pearl Farm: Native divers explain for pearl bearing oysters; demonstration of culture pearls. (Consumers Bldg.) (Half-hourly from 11 A. M. to 9 P. M.)

Lucky Strike Building:

"The Story of Lucky Strike," movie showing manufacture of cigarettes.

MacFadden Publications:

"I'll Tell the World," moving picture. (Every 45 minutes; Sat. & Sun. half hourly.)

Medicine & Public Health Bldg.:

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

Metropolitan Life Exhibit:

"Once Upon a Time," color cartoon movie dealing humorously with safety problems. (Continuous from 10 A. M. to 2:15 P. M. daily exc. Mon.)

"A New Day," movie on prevention and cure of pneumonia. (Continuous from 5:30 to 7:30 P. M.; Mon.: from 10 A. M. to 3 P. M.)

National Biscuit Exhibit:

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

Nyzos Building:

Electric eel producing 500 volts operates electrical devices such as railroad train, lamps, radio. (Half hourly.)

R. C. A. Building:

Television as of today. Also demonstration of international communications system and exhibit of radio marine devices.

Timken Roller Bearing Exh't:

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

Westinghouse Building:

"The Battle of the Centuries"—Mrs. Drudge vs. Mrs. Modern. (Every 20 minutes from 10 A. M.)

Television studio where Fair visitors may be telecast.

Sunbeam Exhibit:

Sunbeam Magic Mirror Theatre—an electric appliance show by combination of living persons and animated characters. (Every 40 minutes.)

Universal Camera Exhibit:

Comedy movies. (Every 10 minutes.)

Wilbert Products Exhibit:

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

FUN AND THRILLS IN FAIR'S AMUSEMENT ZONE

Here are the places to go for fun, frolic and general entertainment of every sort in the amusement area. Shows, restaurants, symphony concerts. Thrills which are new and daring. Exhibits from every part of the world. They are listed below for your convenience with a short, concise description of what they offer.

SHOWS

Billy Rose's Aquacade

Eleanor Hoim and other aquabelles. Tarzan Johnny Weismueller, Mortown Downey, Frances Williams, Gertrude Ederle and Fred Waring, all on the Marine Amphitheatre. A wall of water 40 feet high forms the curtain.

Cavalcade of Centaurs

A riding show presented by John Ringling North, manager of the Ringling Brothers-Barnum and Bailey Circus. Every form of expert horsemanship, cowboys and cowgirls.

Crystal Palace

Reproduction of a feature in the first New York World's Fair of 1853, with highlights of other expositions of by-gone days. See what the naughty boys of those days thought hot stuff—Conchetta, Little Egypt and the rest.

Laffland

The place if you want to see the latest in "screw ball" invention. Trick seats, trick zoo and a big, bad haunted House of Mystery should give you an idea.

Living Magazine Covers

Remember the song: "The Girl on the Magazine Cover"? Here she is. The actual models together with the leading cover artists who pose the girls right before your eyes. An eight minute show.

Savoy

Named for Harlem's famous dance hall with a chance to see the wildest of Harlem's jitterbugs. Actually a theater, not a dance hall with a negro variety show.

Theater of Time and Space

A make-believe rocket ship which takes you out to the stars at the rate of 480,000,000,000,000,000 miles per hour, considerably over the speed limit, it's true. A perfect illusion. Has the American Museum of Natural History as a sponsor.

Hall of Music

Musical programs of the highest order. The most distinguished entertainment on the Fair grounds. Symphonic concerts, drama, dances and choral singing.

VILLAGES

Cuban Village

Rumba dancing as the Cubans only know how, dark-eyed senoritas, Sloppy Joe's, a Cuban restaurant.

Jungleland

Frank Buck's "bring 'em back alive" exhibition—30,000 animals from all parts of the world and the 80-foot high "monkey mountain" with 600 simians.

Merrie England

Everything that's English. Pubs, crooked streets, English ale. Streamlined Shakespearean plays in a replica of the original Globe theater, a Punch and Judy show and Welsh choral singing. Take your pick.

Old New York

The big city with a swell idea of what made the Nineties gay. Gay Nineties tunes by a village band, singing waiters. Steve Brody does his Brooklyn Bridge jump.

Morris Gest's Miracle Town

Brought over from Europe especially for the Fair. A complete village in miniature with 125 midgets who run everything including a doll factory, restaurant, midget circus, motion picture stu-

dio, garage and radio station. Swell for the kids and their parents.

Sun Valley

A wonderland with fir trees and snow. Visitors may clamber up the rocks of an Alpine Village. Wandering musicians, singing troubadours and yodelers. A ski jump, toboggan slide and skating. Also an Alpine inn.

Children's World

Seven acres for young America. One of the largest collections of toys ever. Titania's place, the most luxurious doll's house in the world. Merry-go-round, kiddie whip, sailing boats and a circus.

RIDES

Aerial Joyride

Sixteen planes under the control of the riders. All the thrills of the real flight and perfectly safe. You've been up in an airplane when you get through, no foolin'.

Auto Dodgem

Try and do it. Twenty-five roadsters built to take every knock. Head-on collisions without any of the disastrous results.

Auto Speedway

A real speedway where you can get all the thrills of auto racing. No driver's license necessary. And no speed cops. The winner of the most races gets a silver cup. Here's your chance.

Bob Sled

Real bob sleds plunge down and around a double figure eight, climb 90-degree banks at the turns. Five sleds chained together. And if you want the greatest thrill, take the last sled. No danger because of its scientific construction.

The Centipede

Its inventor claims he has discovered new motions never before experienced on a riding concession. Whirls the riders through space in every direction, all around and up and down.

Drive-A-Drome

Not only the cars but the track go 'round. Spectators may watch the cars at enormous speed, sticking like glued to the straight sides of the bowl-like track.

Giant Safety Roller Coaster

The biggest and fastest thing of its kind ever built. Cars travel 80 miles an hour, drop 75 feet straight down. A block signal system permits only one train at a time to shoot down the tracks at one time. One of the most exciting rides at the Fair without a doubt.

Jitterbug

Six bug-like cars in a high-speed ride. Tuned to the tempo of modern youth. A wild trip around a circular track that will not soon be forgotten.

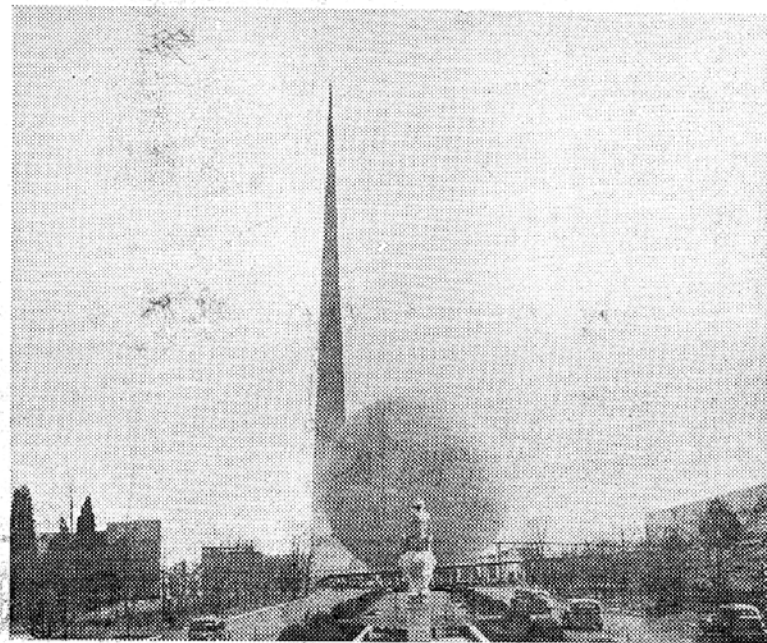
Meteor

Zip and zoom through space in a meteor. Room for 250 spectators who may watch until they get the courage to try the hair-raising trip themselves.

Parachute Jump

A 25-story-high tower, making it the highest jumping-off place, that is, and still live. All the sensations of a parachute jump. Drop at 20 feet per second and land below. Land on special shock absorbers. Tower cost, \$100,000.

FOR ALL THE WORLD TO SEE



The Perisphere and Trylon, unique structures, dominate the architecture of the New York World's Fair 1939. Within the 200-foot Perisphere visitors will view, from revolving platforms suspended in midair, a dramatization of the World of Tomorrow

Sky Ride

Only observation cars on the Fair grounds. Ride to the top of a 200-foot tower with a good look around the Fair, itself a magnificent sight.

The Snapper

Thrills without spills. Cars plunge at each other at ferocious speed and just miss by inches. Hard to beat for laughs and excitement.

Stratoship

A rocket ship like "Buck Rogers" uses. Flies backwards as well as forwards, barrel rolling, looping, spinning, diving. Flies upside down and even inside out. (Better see about that last.)

Super-Rolloplane

Like the Stratoship, the Super-Rolloplane performs all the tricks of the stunting plane. Take your choice. But how can you unless you try both?

RESTAURANTS

Ballantine's Three Rings Restaurant

Largest in the Fair grounds. A Swiss Tyrolean motif with room for 1,000 people in main dining room, also a cafeteria and a grille. A wide variety of music and entertainment. Five thousand silver dollars you may see in the cornerstone of the building will be turned over to charity when the Fair closes.

The Brass Rail

One of four Brass Rails scattered over the Fair grounds. Best for hot meat sandwiches prepared on a roasting jack before your eyes.

Cuban Village Restaurants

A large terrace overlooking the village. Cuban dishes, rumba music, Sloppy Joe's and a "dive" if you want it, resembling the wharf resorts in Havana.

E and C Restaurant

Features spaghetti and meatballs. Run by Caruso's, famous for years for their chain of Italian restaurants in New York City.

Frontier Town Restaurant

A natural after seeing the Cavalcade of Centaurs. A rough-

hewn frontier restaurant and bar, wild and woolly, with special attractions for horse lovers. Popular prices despite its frontier atmosphere.

Heinekin's on the Zuider Zee

On beautiful Fountain Lake. A Dutch windmill with authentic creaks and a sailboat bumping against the wharf. Dutch chefs prepare the food, washed down with famous Heineken beer. "Geef me nog een druppie."

Mayflower Shop

Features doughnuts and Maxwell House coffee. Also complete breakfasts, luncheons and dinners. Popular prices. Service on two large terraces overlooking north over the Fair.

Merrie England Restaurants

Costumed waiters, old English inns, barmaids. Tea and crumpets at the Jolly Mermaid. Cheshire Cheese. The Red Lion Inn overlooking the Village Green. Canterbury Inn and the Dog and Duck.

Rheingold Inn

In Sun Valley, with a view of the Winter Wonderland. Pipe organ music, musicians and yodelers. Swiss and American food and—Rheingold beer.

Refreshment Stands

Here you can get cigarettes and cigars, candies of all kinds, hot dogs and hamburgers de luxe. Milk bars, orangeade and root beer. You'll find them everywhere. Just step up.

EXHIBITS

Amazon Warriors

The famous fair-haired battlers of ancient Greece who gave the Amazon River its name. And it's the biggest in the world. Wrestling, discus throwing, javelin throwing. The girls wear armor and engage in gladiatorial combat, all for your amusement.

Admiral Byrd's Penguin Island

Hilarious antics by the funniest birds in the world. A team of real Malamute sledge dogs, all born at Little America. Also, the actual hut in which Admiral Byrd lived alone on the south polar plateau during the six-month Antarctic winter night of 1934 with the original furnishings and equipment

it contained when it stood in the shadow of the South Pole.

Arctic Girl's Temple of Ice

A hollowed-out ice cake forms the casket for a beautiful girl in a bathing suit. Brrrrr. You may step up and talk to the girl if you wish. Don't mind the cold shoulder.

Artists' Colony

Here you can get a caricature, sketch portrait or silhouette of yourself and your friends. Looks like a real artists' village, cobbled streets and all. Fees modest.

Enchanted Forest of Tony Sarg

Settings taken from the fairy books. For instance, a wood nymph sits on a bird's nest. She is actually a real girl whose image is reduced through an intricate system of mirrors. Hundreds of canary birds flit through the forest.

Giant's Causeway

A 50-foot giant between whose straddling legs you enter the exhibit. Replica of the famous rock formation on the Irish Coast famed in folklore. A wishing well is a feature.

Infant Incubator

Every means of taking care of incubator babies is demonstrated. Visiting doctors will find a special room to study the technique in detail.

Laff in the Dark

Dragons, ghosts, everything that belongs to the spooky regions. Riders go through a dark tunnel with surprises coming so fast they take your breath away.

Live Monsters

Two hundred specimens of snakes and other rare reptiles. Caves and pits simulating their natural haunts. The show has a dozen pythons, some 30 feet long.

NYZOS

The exhibit of the New York Zoological Society. Dr. William Beebe's Bathysphere in which he has descended more than half a mile into the ocean depths, is on display. The most brilliant birds in the world from "The Crown of Jewels" of Nature.

Penny Arcade

All the familiar devices of the arcade. Moving picture "peep" shows, pinball games, lung testers, muscle testers, rifle ranges and weighing machines.

Victoria Falls

More than 60,000 gallons of water hurtle down a rocky precipice in an atmosphere of tom tom beating. Paths wind through dense tropical jungles. As the falls thunder down, the visitor goes through the cycle from dawn to darkness with a realistic view of the Southern Cross.

MISCELLANEOUS

Giant Cash Register

Rings up the daily attendance and the total attendance to date. On top the National Cash Register Company's building.

Shoot the Works

A shooting gallery designed to represent a colonial block house. Shoot at the Indians as your forefathers did.

Archery Range

Real arrows at four for a dime. A replica of an ancient English hunting lodge.

Skee Ball and China Ball Alleys

Games of skill for those who wish to try for high score. No gambling concessions are permitted inside the Fair grounds and none have been licensed by the Fair Corporation.

High Cascade Tops Italy's Pavilion

**Roar Of Water
Gives Sense
Of Power**

A 200-foot cascade, surmounted by an heroic statue of the goddess Roma distinguishes the magnificent Italian Pavilion on Presidential Row North and Continental Avenue.

The building represents an ingenious synthesis of the architecture of ancient Rome and that of modern Italy under the rule of Mussolini.

The roar of the water as it descends from the base of the Roma statue to a huge pool below gives an air of majesty and power to the Pavilion which is felt instinctively by all visitors.

The glitter of sunlight by day and of ingeniously contrived electric effects at night add further to the satisfying beauty of the Pavilion.

Once inside the structure, one finds diversified exhibits of Italian handicraft.

Great dioramas portray the history of Italy from early Rome to the present, including the progress made during the last 17 years since the coming to power of Il Duce.

These include displays of industry, electrical advancement, transportation advancement, the preparation of textiles including a peculiar type of wood made from skimmed milk.

A complete niche is devoted to the inventions of Guglielmo Marconi whose statue stands at the entrance to the Pavilion in the Court which surrounds the pool.

Mussolini's statue is reserved for the Hall of Nations in the Salon d'Onore where are also found maps of the present Italian Empire executed in black marble and copper.

Hungarians Exhibit Magyar Products

Reflecting the culture and achievements of the Magyars, the Hungarian Pavilion shows peasant pottery and carving, Matyo embroidery and Halas lace, textiles, rugs and decorated glassware.

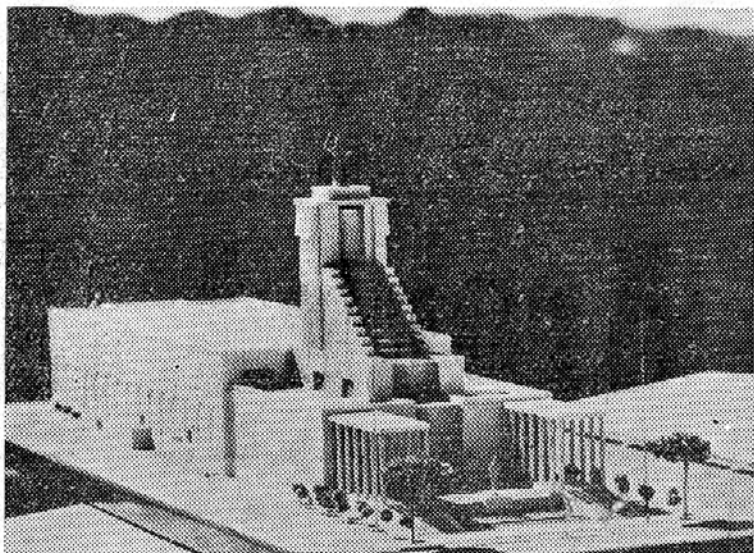
The visitor finds the products of the notable Herend and Zsolnay establishments as well as many other porcelains of Hungarian origin.

Many export products are displayed. A travel section reveals the attractions of Budapest and the vast fertile plain of Hototbagy. In the picturesque Hungarian Restaurant, which is a part of the Pavilion, are served typical Hungarian drinks and dishes.

Cubans Display Costly Laces

Lovers of finery will do well to take in the exhibit of costly and beautiful laces in the Cuban Pavilion in the Hall of Nations. Among them are lace veils, collars mantillas, and other finery which exceed ten decades in age. They are art treasures that date back to the early Spanish Dons.

AND THE WATERS DESCENDED



A 200-foot cascade falling from its tower gives a unique distinction to the Italian Pavilion.

World's Largest Public Address System Offers Sweet Music

A 42-piece orchestra under the baton of Joseph Littau, plays the bulk of the music heard over the amplifiers throughout the Fair grounds.

The orchestra known as "The Trytons," plays a concert each afternoon and two concerts every evening at the Lagoon of Nations. Music from these concerts is picked up by the Fair's public address system, incidentally the largest ever installed, and brought to the ears of visitors in every section of the grounds.

The orchestra music is supplemented by more than 6000 transcriptions.

But as the schedule of radio programs originating at the Fair grounds increases, 16 New York stations will broadcast a total of 160 hours of entertainment each week.

A force of program directors, engineers, technicians and helpers operates the sound center located in the Communications Building. They are on duty from 9 A.M. to 2 A.M. when the Fair closes its gates. They supply background music which varies in type and tempo according to the time of day and the section of the grounds to which it is directed.

Three times daily, at 10 A.M., 2 P.M., and 7 P.M., resumes of programs are heard.

One of the innovations is the ringing of "The Angelus" at 6 P.M. calling the faithful to prayer in accordance with religious tradition.

Of all the loudspeakers, the 200-foot Perisphere itself forms part of the largest horn in the world. Beneath the giant ball is an acoustical pit, 12 feet deep and 22 feet across, containing 24 100-watt low frequency horns and 12 25-watt high frequency horns.

The sound issues between the curvature of the sphere and the flat surface of the surrounding pool.

The broadcasting center comprises four studios and a master control room where programs are fed over six channels to 24 loud speaker outlets located at the Perisphere, the Lagoon of Nations, the Federal Building, the Court of States, the bridges, entrance gates and other strategic points.

Faced with plate glass so that visitors may watch the operations within, Broadcasting Center is used to transmit not only music but speakers and remote pick-ups as well as relay programs to the New York radio stations.

Romania Puts Social Work Foremost

**New Conception
Has General
Appeal**

Romania's contributions to the World of Tomorrow are strikingly shown in the official pavilion through the scientific institutions and the exhibits of the State Social Service of which Dr. Gusti is permanent president. Under the newly-created Institute of Social Research, scores of laboratories and institutions in the fields of geography, geology, biology, medicine, public hygiene and law are now united in a common program of work.

Composed of fifteen sections, the Institute organizes in each county permanent research, offices and, with the aid of the cultural homes and student teams, forms a vast army of investigators. From this organized network has emerged a new concept of social science founded upon reality.

The Romanian House, besides being a museum of Romanian tradition, contains a restaurant where, in a purely Romanian atmosphere, one may taste native dishes and sip the native plum brandy or tzuica while listening well as modern pieces played by the two famous orchestras.

Be Sure to Visit the ... U. S. Aviation Building

(Across road from Ford Bldg.)

Exhibits from leading aircraft manufacturers. See how the great commercial airlines plan their day and night flights from coast to coast, actual Army and Navy War planes on display. See the replica of Wright Brothers original glider (built in 1902).

ADMISSION FREE!

World Of Tomorrow Informal Summer School For All

For millions of visitors, the Fair will be a vast informal summer school. The idea of education is first and foremost in the entire conception of the Fair. It is consistently and deliberately interwoven into exhibits and programs.

To accomplish this end, every modern method is used—the radio, the motion picture, the diorama and television. Without doubt, definite improvements in education which will be continued for generations to come, will result from the Fair.

Millions who did not come primarily to learn but to be entertained and to enjoy a summer holiday, will leave with a deep and genuine interest in the great social questions of our day.

THEME OF FAIR

The theme of the Fair, it must be remembered, is "building a better world of tomorrow with the tools of today."

Although specialists from practically every branch of American learning have contributed to this picture of a better world, the Fair does not presume to solve all the problems of the day. The Fair seeks only to point the way to a happier and better

world, to a greater and more prosperous United States with her vast resources and advanced technical and industrial equipment.

Sixty foreign nations offer tantalizing glimpses, at the Fair, of their national cultures. The Federal Government has provided 10,000 square feet of exhibit space for 33 of these countries in the Hall of Nations. In addition, 25 nations have pavilions of their own, and both the League of Nations and the Pan-American Union exhibit.

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to the folks back home.**

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PHOTOGRAPHS OF THE FAIR!

Every conceivable service for the camera lover is available right here at the Fair!

If you brought your own camera, we can supply you with films and develop them—for delivery anywhere: here, your hotel, or your out-of-town residence. Just leave them at either of our headquarters or at any cigar stand.

Or, if you're not bothering with cameras at all, be sure to see the full-sized, professional quality prints of the Fair, all at popular prices.

See our full line of cameras too! Fine precision instruments or popular models.

For studio portraits of yourself or action portraits against a background of the World's Fair, visit our exhibit and headquarters in the Communications Building.

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