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AT THE FAIR

# TODAY AT THE FAIR



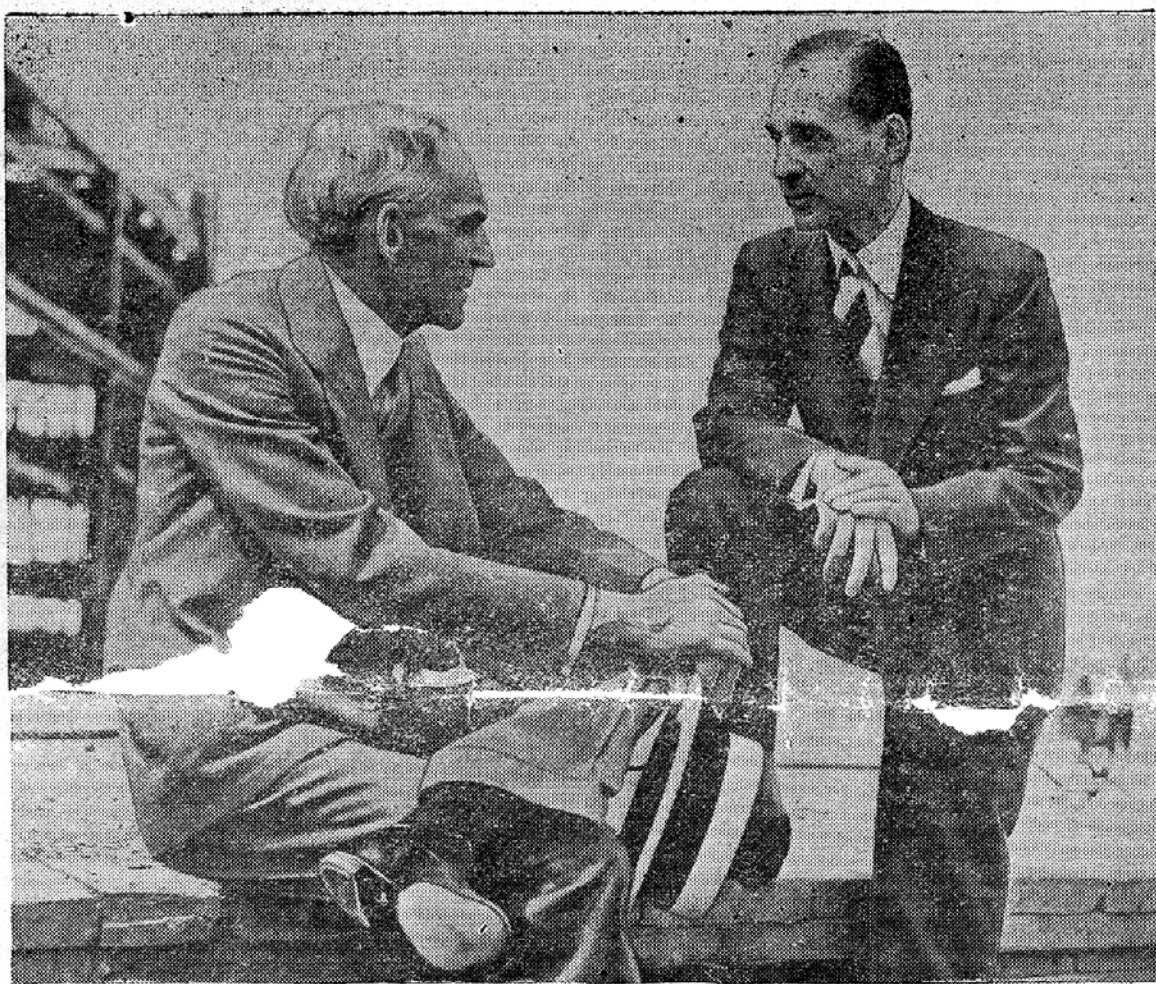
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OFFICIAL DAILY PROGRAM OF THE NEW YORK WORLD'S FAIR 1939

Complete News and Pictures... Published Every Day... Friday, June 16, 1939... No. 48

## Henry and Edsel Ford at Fair

WORLD'S MOST FAMOUS FATHER AND SON TEAM



Henry and Edsel Ford will stand side by side in front of the beautiful Ford Exposition at 2 o'clock this afternoon, to welcome the 27,000,000th Ford. The Car, a glistening black sedan, will then finish its trans-continental trip from the Ford Building at the Golden Gate International Exposition at San Francisco. It will be on display at the Ford Exposition here until June 22, when it is driven back to the San Francisco Fair

### Six Thousand Ford Employees Welcome 27,000,000th Ford; They Celebrate Ford Day

Henry Ford and his son Edsel today greet the 27,000,000th Ford car in front of the white tymestone building that epitomizes the motor empire they have built as the crowning event of Ford Day at the World's Fair.

In the shadow of the great stainless steel Mercury, guarding the entrance to the Ford Exposition, in the sight of many of the 6,000 Ford officials and dealers, gathered at the Fair by plane, train, boat, and motor caravan, Henry and Edsel Ford at 2 P.M. welcome the car that has spanned the continent from the Golden Gate International Exposition at San Francisco in the last nineteen days.

Ford Day has a double significance to these thousands of officials because it commemorates, also, the thirty-sixth birthday of the Ford Motor Company. Since that June day three years after the turn of the century, when Henry Ford, not yet 40 years old, organized that company with a paid-in capital of only \$28,000, the Ford Motor Company has achieved the phenomenal record of building more than one-third of all the automobiles ever made. That achievement is understandable when one recalls the vow of Henry Ford after he drove his first horseless carriage through the streets of Detroit in 1896: "I'll make a buggy that will go with-

(Please turn to Page Four)

### Ohio State Building Opens

Famous Radio  
Stars Will  
Entertain

The Ohio State Building is the center of activity in the Court of States today when the building is dedicated amid ceremonies that include an address by the Governor of the "Buckeye" State and entertainment by nationally famous radio stars who are natives of the state.

The activities of the day honoring Ohio at the Fair get under way with the arrival of Governor John W. Bricker at 10:30 A.M. when he is given a ceremonious

(Please turn to Page Two)

## OFFICIAL PROGRAM OF TODAY'S SPECIAL EVENTS

10:00 A. M.—Lowe Paper Company Day: Employees arrive for informal tours of the Fair.

Goucher College Day: Registration at the Hospitality Center in Home Furnishings Day.

10:30 A. M.—Ohio Day: Governor John W. Bricker and official party receive 19-gun salute on arrival at Boulevard Gate and then proceed to Perylon Hall.

10:50 A. M.—Ohio Day: Governor Bricker and official party inspect Guard of Honor in Court of Peace and then call on U. S. Commissioner Belgian official party receives World's Fair Florida Orange Blossom Quartet concert broadcast from Crosley Exhibit.

Fire drill show by New York City Fire Department in N.Y.C. Building.

11:00 A. M.—Macon (Ga.) Y.M.C.A. Choir sings in various State buildings.

11:30 A. M.—Restaurant Day: National Restaurant Association luncheon in Standard Brands Restaurant.

"Murder at Midnight" show staged by New York City Police Department in N.Y.C. Building.

12 Noon—Belgian Colonial and Marine Day: Belgian official party receives 10-gun salute on arrival at Boulevard Gate. Party then proceeds to Perylon Hall to be welcomed by Grover A. Whalen, president of the Fair Corporation.

Ohio Day: Luncheon at Perylon Hall for Governor Bricker and official party.

Wells College Day luncheon at Merrie England.

Democratic Women's Day: Buffet for North-eastern states' delegates at National Advisory Committee Building.

Goucher College Day: Luncheon at Casino of Nations.

12:30 P. M.—Ford Day: Greetings from Mayor Angelo Rossi of San Francisco presented to Mayor Fiorello LaGuardia by driver of twenty-seventh million Ford car.

Fire Drill show staged by N.Y.C. Fire Department in N.Y.C. Building.

12:35 P. M.—Belgian Colonial and Marine Day: Belgian official party reviews World's Fair troupes in Court of Peace.

1:15 P. M.—Elgin Watch college beauty delegation luncheon at Perylon Hall.

1:25 P. M.—Ford Day: Ford officials, in twenty-seventh million Ford car, arrive at Perylon Hall to receive greetings from Mr. Whalen and to present to him a letter from Leland Cutler, president of the Golden Gate Exposition.

1:30 P. M.—Demonstration of recreational puppetry in W.P.A. Bandshell.

(Continued from Page Four)

## BELGIAN DAY GUESTS SHARE FULL PROGRAM OF GALA FESTIVITIES

The Belgian Pavilion, one of the most imposing of the foreign buildings at the World's Fair, is distinguished by its architecture which combines the red title of Flanders with the black schist of the Ardennes and the celebrated Walloon mirrors. All the material is of Belgian origin.

Dominating the Pavilion is an imposing tower, occupying approximately 100,000 square feet, which houses a 35-bell carillon. The walls are covered with large plaques of sanded, wine-colored terra cotta. The roof of the carillon tower is of black slate schist. From the chamber housing the bells to the foot of the belfry there emerges a part, luminous at night, on which is a haut relief in ceramics of the late King Albert executed by A. Vriens.

The facade of the building has an immense glass casing that illuminates the foyer. Plate glass also is used liberally in the industrial sections and the galleries of applied arts.

The Pavilion was designed by the Belgian architects Victor Bourgeois and Leon Stijnen under the direction of Henry Van de Velde.

Outstanding among the exhibits in the Pavilion is that of the

(Please turn to Page Three)

## Look 3 Miles At Beauty Entries

### Television Makes Unique Contest Possible

The prettiest girls in the Fair are parading across the platform of the Cavalcade of Centaurs this afternoon in the second heat of the World's first television beauty contest.

The contest, sponsored by the special events division of the Fair, has brought girls from all

The lucky girls picked by the judges in the first day's elimination in the Television Beauty Contest were Evelyn Dale, Ann Wilson, Edith Francy, Pat Hartley, Marjorie Holmes, Inez Cooper, Betty Middleton, Adele Hall, June Powers, Jean Brewer, Fay Croft, Irene Shine, Martha English, Joan Newberry, and Carol Smith. These girls will compete in the finals on Saturday.

parts of the Fair grounds to compete for the title of "Miss Television". The hopeful entries in today's judging are attired in the natty uniforms of the Fair, in the costumes of the Reign Zone

As the girls parade across the platform the judges will be seated in the lounge of the RCA Exhibit approximately three miles away.

Among the judges who will name Miss Television are the illustrators Russel Patterson and Arthur William Brown; Sid Hydemann, art director of Red Book Magazine; Fred Farrar, art director of Lord & Thomas advertising agency; John Chapman, of the New York Daily News; Mathew Beecher, art director of the National Broadcasting Company; and Dean Cornwall.

There will be another judging tomorrow and entries will be received by the Special Events Department until tomorrow morning. Any girl who works at the Fair is eligible and can enter by sending in the coupon below.

**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.....

## SCENE OF COLONIAL CELEBRATION



The Belgian Pavilion is the scene of a gala reception and ball this evening in honor of Belgian Colonial Day which is being celebrated today. Five hundred guests are expected to attend. A display of fashions and jewels in the main hall follows a reception in the Belgian restaurant

### Closed Pavilion Temporarily

Because of preparations being made for the reception and ball tonight in connection with Belgian Colonial Day, the Belgian Pavilion is closed to the public after 3 P.M. The Pavilion again will be open as usual to Fair visitors tomorrow morning.

### Pan American Union Begins New Series

The Pan American Union begins a series of Pan American hours this afternoon in the Federal Building between the hours of 3 and 4 P. M. This afternoon's program is featured by motion picture films on Latin America. The films deal with the cultural, industrial and agricultural aspects of two of the leading South American countries, Chile and Peru.

These programs are being brought to visitors at the Fair in the knowledge that a more intimate acquaintance with the problems as well as the interests of our South American neighbors will lead to closer cooperation between the Pan American countries. Paul W. Murphy, director of the Pan American Exhibit at the Fair, presides over today's program.

Mail TODAY AT THE FAIR to the folks back home.

## Belgian Pavilion Is Among Most Imposing At Fair

A gala program, in which outstanding Belgian Government officials participate, marks Belgian Colonial and Marine Day at the Fair today.

Climax day is the Jewel Ball and reception for invited guests at the Belgian Pavilion at 9 P.M.

Welcomed by a 19-gun salute on arrival at the Fair grounds at 12 noon, the Belgian official party includes M. Albert de Vleeschauwer, Minister of Colonies; His Excellency Count Robert Van der Straten-Ponthoz, Ambassador to the United States, and Countess Van der Straten-Ponthoz; Count Lippens, Minister of State; Dr. Joseph Gevaert, Belgian Commissioner General to the Fair; and Mrs. Gevaert; Mr. Raoul Grenade, Commercial Counselor, and Mrs. Grenade; Baron de Gruben, Counselor of the Embassy, and Baroness de Gruben; and Captain Van de Sande, Commander of the Belgian training ship "Mercator."

From Perylon Hall the Belgian party proceeds to the Court of Peace to review the World's Fair Military. Calls are then made on U. S. Commissioner General Edward J. Flynn and Mayor Fiorello LaGuardia.

Mr. Whalen and World's Fair officials are hosts to the Belgians at luncheon in Perylon Hall at 1:35 P.M.

Participating in the day's activities are the officers and cadets of the Belgian training ship "Mercator." The "Mercator" is a three-masted barkentine which has ained many sailors for the Belgian merchant marine. Highlight of the Jewel Ball and reception at the Belgian Pavilion this evening is a fashion show at which 14 Bonwit Teller mannequins display a series of dinner and evening gowns and several million dollars' worth of jewels loaned by Cartier. The 500 invited guests will dance to music of Ruby Newman's orchestra. The reception guest list includes commissioners of the foreign pavilions at the World's Fair, distinguished Belgians and outstanding members of the social and diplomatic circles.

## Tomorrow At the Fair

Iceland Day.  
Arkansas Day.  
Independent Order of Foresters Day.  
Yale Reunion Day.  
Quota International Day.  
De Molay Day.  
Natl Retail Liquor Package Stores Ass'n Day.  
Phi Alpha Theta Day.  
American Museum of Health, Inc. Day.  
Carroll Club Day.  
Shepherds of Bethlehem Day.  
N. Y. League of Business & Professional Women's Day.  
Purple Heart Day.  
Elks Day.  
Daughters of the Eastern Star Day.  
Winchester Repeating Arms Co. Day.  
World's Fair Television Beauty Contest.  
U. S. Naval Contingent.  
Port Washington High School Band.  
Polish Ballet.  
Pratt and Whitney Girls' Club Day.  
Westfield Senior High School Band.

### Wells Collegians Come To Fair

More than 100 students of Wells College, at Aurora, N. Y., are at the Fair today for an informal tour of the exhibits.

The students are lunching at the Red Lion Inn at 12:30 P. M. Miss Pauline Jones of Aurora has arranged the program for the day.

## Chile Holds Open House For Stars

### Movie Industry Special Guests At Pavilion

The Chilean Pavilion at the Fair is holding open house today at 3 P.M. in honor of the American Motion Picture Industry. A program of entertainment has been arranged for the guests who are there for the occasion.

His Excellency Senor Alberta Cabero, Chilean Ambassador to the United States, makes a short address to the assembled guests. Other speakers include Chilean Commissioner General Michels and the Chilean Consul-General, Senor Anibal Jara.

Will Hayes and Martin Quigley, representing the American motion picture industry also make short addresses.

Among those present are outstanding stars of the entertainment world.

Included in the program are songs by Carlos Marelli, a solo by the outstanding pianist, Amando Palachio, and a group concert by students of the High School of Commerce of Santiago, Chile.

The program is being broadcast to America through the fair's wave station W2X.

### Radio Stars Open Ohio Exhibit

(Continued from Page One)  
salute of 19 guns at the Boulevard Gate. Governor Brickner is then escorted by the Fair's Guard of Honor to Perylon Hall where he signs the Distinguished Guest Book.

At 10:50 he reviews the Guard of Honor and the troops in the Court of Peace and then pays a formal call on Commissioner Edward J. Flynn in the Federal Building. A call is then made on Mayor LaGuardia at Arrowbrook where the Mayor is welcoming the Ohio delegation to New York.

The formal dedication of the Building in the Court of States starts at 2:30 P.M. and in addition to the Governor's address there are speeches by Mayor LaGuardia, Grover A. Whalen, and John R. Burton, president of the Ohio Society of New York.

Margaret Speaks, the famous radio artist who is a former resident of the state of Ohio, opens the program by singing "America" which is followed by "Ohio," the new song which has been officially selected and accepted by the State of Ohio as its official song. Another famous radio personality, Joyce Wasserman, who also is an Ohioan, will play several violin selections.

The day's festivities close with a dinner at 7 P.M. in the National Advisory Committees Building being held in honor of Governor Bricker and his party. Over 300 Ohioans, members of the Ohio Society of New York and their friends are to be present at the dinner.

Send a copy of TODAY AT THE FAIR to your friends at home.

## Whalen Says:

The Belgian Pavilion, with all its varied and interesting exhibits, symbolizes and strengthens the long and warm friendship between our two countries. Since that moment in which the Belgian people more than three centuries ago established early settlements on Manhattan Island, the Belgian contributions have never ceased to flow to this side of the Atlantic and to the enrichment of the American way of life.



*John W. Whalen*

President of the Fair Corporation.

## Belgian Day Glittering Program

U. S. Ambassador  
Heads Lists  
Of Guests

(Continued from Page One)

Belgian diamond syndicate in the Congo, or Colonial wing. The diamonds in this collection have been valued up to \$20,000,000. In the collection is a red gold diamond weighing 66 karats said to be the only one of its kind in the world. Impossible to value accurately because of its rarity, the stone has been conservatively valued at a quarter of a million dollars. A flat-rose diamond necklace of some 30 stones, each weighing 30 karats, is supposed to have belonged to the late Czarina of Russia.

Ten distinct sections comprise the Belgian Pavilion; the foyer, hall of honor, gallery of applied arts, reception hall, raised gallery, industrial gallery, colonial section, belfry of carillon, moving picture and restaurant. Their exhibits graphically portray the industrial and cultural life of Belgium and her colonial empire.

Walls of the majestic hall of honor, which covers an area of 3,600 square feet, are entirely lined with the celebrated black marble of Mazy. It is marble, of

ried in any country other than Belgium. Five monumental tapestries, each a splendid example of the Belgian art famous throughout the world for centuries, cover the left and right walls.

Another outstanding exhibit in the Pavilion is that of the Belgian Syndical Chamber of Laces and Tullies, for five centuries lace makers to the world.

A bust of King Leopold III, executed in white marble, occupies the place of honor in the center of the reception hall. It faces a fresco representing the arts, industries and the agriculture of Belgium.

Inside the Pavilion in the patio is a ceramic frieze by Oscar Jespers and Henri Purvez, showing Belgium at work, more than 40 feet long and nine feet high. It is the largest bas relief done in ceramics since the famous Assyrian ceramic of Assour.

### ROSE SHOW CLOSSES

Today is the last day of the second sweet pea and rose show staged by Gardens on Parade, the horticultural exhibit at the Fair.

### IN CHARGE TODAY



Dr. Joseph Gevaert, Belgian  
Commissioner General

### DISCUSSES ROADS

Dr. Louis Pooler, of the Hunter College faculty, speaks on "Physics on the Highway" today at 2 P. M. in the auditorium of the New York City Building.

## Five Beauteous Co-eds Join Elgin Watch Staff

Five lovely co-eds from the Big Ten universities are being honored at the Fair today with a luncheon in Perylon Hall at 1:15 P.M. The girls were chosen by their fellow students in a competition based on their "personality, beauty, grace and character." They will act as hostesses in the Elgin Watch Observatory on the Fair grounds. The girls will spend the day touring the Fair before they take over their duties as hostesses.

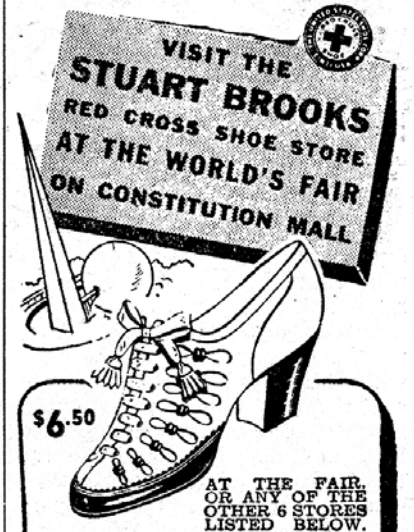
There were ten girls selected in the contest. These five will be at the Elgin Observatory until July 10 when the remaining girls will be brought to New York to take over their duties. The girls will greet fellow students, home folks and visitors and will participate in many ceremonies on the Fair's program.

A questionnaire has already been circulated on the campuses of the Big Ten Universities upon which the girls will base their work as hostesses. The 10,000 students questioned would like to include in their visit to New

York in addition to the World's Fair, a trip to Chinatown and a view of the Holland Tunnel. Personalities they would like to meet include Grover Whalen, Mayor LaGuardia, and District Attorney Dewey.

The girls arriving today are Treva Louise Berry, Purdue University senior; Rosemary Best, University of Illinois senior; Sally Douglas, Northwestern University senior; Edith Prior-Leachy, a graduate of the University of Iowa; and Elizabeth A. Rice, a Indiana University graduate.

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AL. STORES OPEN EVENINGS



## BELGIUM'S CARILLONS BID YOU WELCOME TO THE FAIR

Look for the tower which raises its head proudly above the Lagoon of Nations . . . follow the silvery chimes of the carillon bells . . . and there you will find the Belgian Pavilion, a corner of the hospitable Kingdom itself.

On display you will find the finest handiwork of Belgium's artists and craftsmen . . . intricately woven tapestries, priceless lace, exquisite pottery and glassware. In the Congo Wing there are fascinating glimpses of Africa, as well as the breath-taking diamond display. And in the intimate Cinema Theatre, you can relax as you watch interesting pictures of Belgian life in all its phases.

### THE BELGIAN RESTAURANT

with its Terrace overlooking the gay Lagoon of Nations, is one of the most attractive at the Fair. Delicious Belgian cuisine . . . reasonable prices. Come for Luncheon . . . Cocktails . . . Dinner.

## THE BELGIAN PAVILION

ON CONSTITUTION MALL  
OVERLOOKING THE LAGOON OF NATIONS

### Today at the Fair

The Official Daily Program of the  
New York World's Fair 1939.  
Free at all Information Booths

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

PATMAL PROGRAMS, Inc.  
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L. T. MALONEY, . . . . . Publisher  
W. S. PATTEN, . . . . . Sec'y-Treas.

Advertising and business office:  
33 West 42d Street

Telephone PENnsylvania 6-0162  
Editorial office: Communications  
Building, New York World's Fair

Subscription rates by mail:  
Monthly, \$1.75; season, \$10.00

# Six Thousand Ford Employees Welcome 27,000,000th Ford; They Celebrate Ford Day

(Continued from Page One)

out a horse, and make it so cheap that those who cannot afford a horse and buggy can afford this."

Official significance will be attached to Ford Day at the Fair when Mayor Fiorello H. LaGuardia receives the much-traveled Fordor Sedan at the Summer City Hall at 12:30 P.M. and Grover Whalen, president of the Fair Corporation, gives it his greeting in brief ceremonies at Perylon Hall at 1:25 P.M. Mayor LaGuardia will receive from the pilot, Jimmy Rooney, a letter from Mayor Angelo Rossi of San Francisco and Mr. Whalen will be handed a letter from Leland Cutler, President of the San Francisco Fair.

The ceremonies of the day over, the thousands gathered move into the Ford Exposition, where five epic models of Ford cars that made motor history in the United States and five beautifully shining, new Ford-built cars greet their eyes, together with the famous mural by Henry Billings—the first mobile mural of its kind in the world.

Already—by actual count—up to 10 P.M. last night, 2,060,512 persons have passed through the 15 wide portals of the Ford Entrance Hall. And, 422,549 of them have highlighted their visit by a ride over the famous "Road of Tomorrow," the triple-tiered spiral that winds around and through the Ford Exposition, sur-

rounding picnic parties gather under gay beach umbrellas to listen to Ferde Grofe and his New World Ensemble playing their bank of four Novachords and one Hammond electric organ.

It is in Entrance Hall, adjoining Industrial Hall with its turntable and mechanical exhibits, that the history of the great motor era is graphically told.

Here is the first engine that Henry Ford ever built. That was back in 1893 upon his return from the Chicago Fair where he gained inspiration for his career by seeing a fire-wagon with an engine-driven pump. Attached to the very kitchen sink where Mr. Ford first turned the flywheel as Mrs. Ford fed in gasoline drop by drop, the engine is displayed in a cabinet about which the historically-minded gather with awe and reverence.

Here is Mr. Ford's first "horseless buggy"; the first Model A, built by the newly organized Ford Motor Company in 1903, Model N built in 1906, Model K, the only six-cylinder car that Mr. Ford ever built, and finally, famous Model T, which started the era of mass distribution in 1908. This history-making model, which is credited with putting America on wheels, broke all records for the industry, selling more than 15,000,000 cars in its 19 years of life, Ford officials say.

## Vedat Tor Discusses Turkish Culture

Vedat Tor, of the Turkish Commission for Participation in the World's Fair, speaks on art of his country at 2 P.M. in the Gallery of Art and Science in the International Business Machine's Exhibit in the Business Systems and Insurance Building.

## Restaurant Leaders At Fair

### Come From Europe To Be Present For Tour

Restaurateurs from all over the United States as well as from many foreign countries are at the Fair today climaxing their three-day conference in New York City.

The restaurant men, including such international figures as Jean Drouant of Paris, Roy Alciatore of Antoinette in New Orleans, and Clifford E. Clinton of Los Angeles, are making a tour of the Fair with special attention to the Food Exhibits. They are dining at the Standard Brands Restaurant.

During their recent conference the restaurant men did honor to the famous "old-timers" who have built up a tradition of fine service in American epicurean circles. Among those honored at the conference were John J. Cavallaro, W. T. Ockendon, known affectionately to millions as "Billy the Oysterman"; August Jansen, whose phrase, "Jansen wants to see you" is famous throughout the world; and the late Raymond Orteig, former operator of the famous Lafayette and Brevoort Hotels, and donor of the \$25,000 prize which inspired Col. Lindbergh's transatlantic flight.

An interesting point made during the conference was brought out by G. Selmer Fougner, gourmet and author, who deplored the prevalence of what he called "so called expert knowledge of wines." Except on occasions of state, the need for more than one wine with a meal is absurd.

## Bronx Children Display Talent

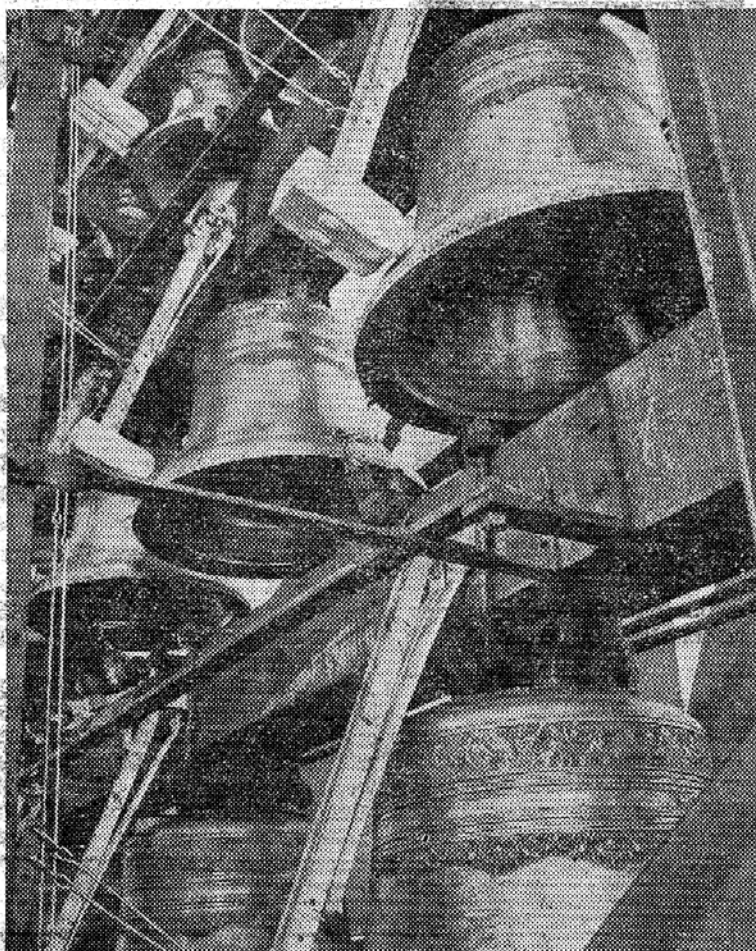
A group of children from the Bronx Playground Operetta and Orchestral Clubs are giving an ambitious musical program on the mezzanine of the New York City Building this evening at 7 P.M.

The group numbers 70 children of which 28 are in the orchestra under the direction of Pauline Astro. The remainder comprise a chorus group that includes boys' and girls' voices. The chorus is led by Alice Harris.

The children are all recruited from the Bronx playgrounds and recreational centers under the supervision of the Park Department.

The musical program at the Fair today was arranged by John J. McCormack, supervisor of recreation of the Bronx Park Department. Mary O'Grady, playgrounds supervisor is in charge of the general program.

## CARILLON BELLS FROM BELGIUM



This shot inside the carillon tower of the Belgian Pavilion shows some of the enormous bells which provide the gracious carillon music heard on the Fair grounds.

## 2nd Division Veterans At Fair

### Review of Troops Climaxes Program

The members of the famous Second Division of the American Expeditionary Forces are having their day at the Fair today. The day at the Fair is the high point of the veterans "East Coast Get-together," with a formal review of the troops in the Court of Peace providing a fitting climax for the day's entertainment.

Between 800 and 1,000 members of the famous Division, Regular Army, which saw service at Chateau-Thierry, Soissons, St. Mihiel, Blanc Mont, the Meuse Argonne and finally in the Occupied Area on the Rhine, are planning to take part in the ceremonies and a visit to the Fair exhibits.

The visiting Legionnaires are headed by Arthur J. Murphy, president of the Second Division Association whose national headquarters are in Washington, and William H. Mallon.

## OFFICIAL PROGRAM OF TODAY'S EVENTS

(Continued from Page One)

- "Murder at Midnight" show staged by N.Y.C. Police Department in N.Y.C. Building.
- Luncheon for Belgian official party in Perylon Hall.
- 2:00 P. M.—Ford Day: Twenty-seventh million Ford car is welcomed by Henry and Edsel Ford at the Ford Building.
- Lecture by Dr. Louis Pooler of Hunter College at N.Y.C. Building.
- Goucher College Day: Musical program by students in Home Furnishings Building.
- 2:15 P. M.—Open house for the American motion picture industry in the Chilean Pavilion.
- 2:30 P. M.—Ohio Day: Dedication of Ohio Building with addresses by Governor Bricker, Lieut. Governor Paul M. Herbert and Mr. Whalen.
- Concord (N.H.) High School Band concert at Washington Statue.
- Federal Theatre Puppets in W.P.A. Bandshell.
- Fire drill show staged by N.Y.C. Fire Department in N.Y.C. Building.
- 2:45 P. M.—Elgin Watch college beauty delegation visits Highways and Horizons Exhibit.
- 3:00 P. M.—Pan-American Hour, with showing of films of Chile and Peru, in Federal Building.
- Christian Business Men's Association meeting in Temple of Religion.
- Recreational puppetry in W.P.A. Building.
- Demonstration of lithography by Louis Lazavich in Contemporary Art Building.
- Official Georgia State Girls' Band concert at Georgia Building.
- 3:15 P. M.—Elgin Watch college beauty delegation visits Goodrich Arena.
- 3:30 P. M.—"Murder at Midnight" show staged by N.Y.C. Police Department in N.Y.C. Building.
- 3:45 P. M.—Elgin Watch college beauty delegation inspects Chrysler Building.
- Mu Phi Epsilon Day: Violin recital by Mary Gale Hafford in Goodrich Arena.
- 4:00 P. M.—World's Fair Television Girl Beauty Contest. Contestants parade at Cavalcade of Centaurs (Amusement Area) while contest judges sit at television sets in R.C.A. Building.
- Harvey S. Firestone is host at reception for Gov. Bricker at official Ohio party in executive lounge of Firestone Building.
- Crude Rubber Credit Association Day: Business meeting in Hall of Special Events.
- Federal Gotham Orchestra in W.P.A. Bandshell.
- Macon (Ga.) Y.M.C.A. Chior sings at Georgia Building.
- 4:30 P. M.—A.E.F. Second Division Day: Assembly in Court of Peace.
- Lincoln (Neb.) Cathedral Choir sing in Ford Building gardens.
- 5:00 P. M.—A.E.F. Second Division Day: Review of troops in Court of Peace in the Divisions "East Coast Get-together."
- Gypsy Ensemble in W.P.A. Bandshell.
- 5:30 P. M.—"Murder at Midnight" show staged by N.Y.C. Police Department in N.Y.C. Building.
- 5:45 P. M.—Ohio Day: Address by Governor Bricker in Goodrich Arena.
- 6:00 P. M.—Lincoln (Neb.) Cathedral Choir concert at Temple of Religion.
- Crude Rubber Credit Association dinner at Cuban Village (Amusement Area).
- Lowe Paper Company Day: Employees dinner at Ballantine's Inn (Amusement Area).
- Federal Madrigal Singers in W.P.A. Bandshell.
- 6:30 P. M.—Ohio Day: Informal dinner by Ohio Society of New York for Governor Bricker in National Advisory Committee Building.
- State of Georgia musical program at Ballantine's Inn.
- Fire drill show staged by N.Y.C. Fire Department in N.Y.C. Building.
- 7:00 P. M.—Musical program by Bronx Operetta and Orchestral Club of Bronx Playground in the N.Y.C. Building.
- 7:15 P. M.—Recreational activities in W.P.A. Bandshell.
- 7:30 P. M.—"Murder at Midnight" staged by N.Y.C. Police Department in N.Y.C. Building.
- 7:45 P. M.—Mu Phi Epsilon Day: Violin recital by Mary Gale Hafford in Goodrich Arena.
- 8:00 P. M.—Goucher College Day: Drawing for prizes offered by alumni in the Home Furnishings Building.
- N.Y.A. Radio Orchestra in the N.Y.A. Exhibit, Consumers Building.
- 8:15 P. M.—Recreational activities in the WPA Bandshell.
- 8:30 P. M.—Crude Rubber Credit Association members view Aquacade performance.
- State of Georgia Band and Choir concert in Food South Building.
- Polish Ballet in the Hall of Music.
- Fire Drill staged by N.Y.C. Fire Department in the N.Y.C. Building.
- 9:00 P. M.—Belgium Colonial and Marine Day: Reception and Jewel Ball Dance for invited guests.
- 9:30 P. M.—"Murder at Midnight" show staged by the N.Y.C. Police Department in the N.Y.C. Building.



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where-when things are  
happening in the Fair  
Grounds in **TODAY**  
AT THE FAIR

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

Complete News and Pictures...Published Every Day... Friday, June 16, 1939... No. 48

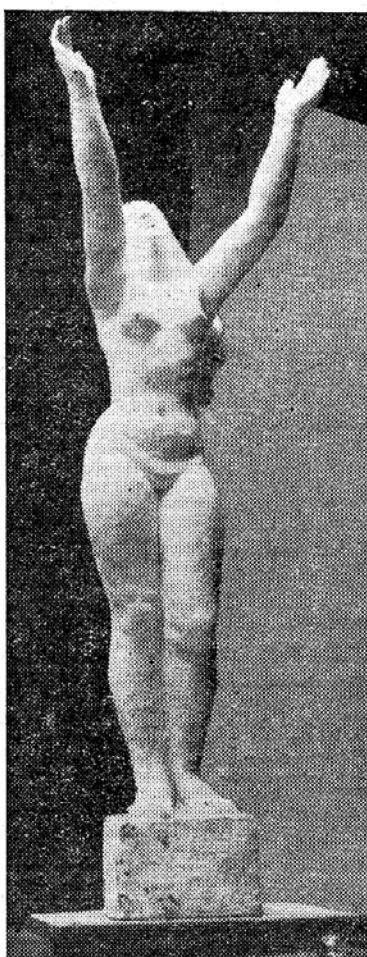
## FAIR BEAUTIES FAIRER THAN FAIR

Dana Jenney, also a Powers model, is shown directly below and is again proof sufficient that John has an eye for beauty. In the lower right we see Marion Weeks, who has a charm all her own as one of the most talented actresses at the Fair.



Katherine Aldrich, above, is another in the troupe of stunning young women under the Power direction.

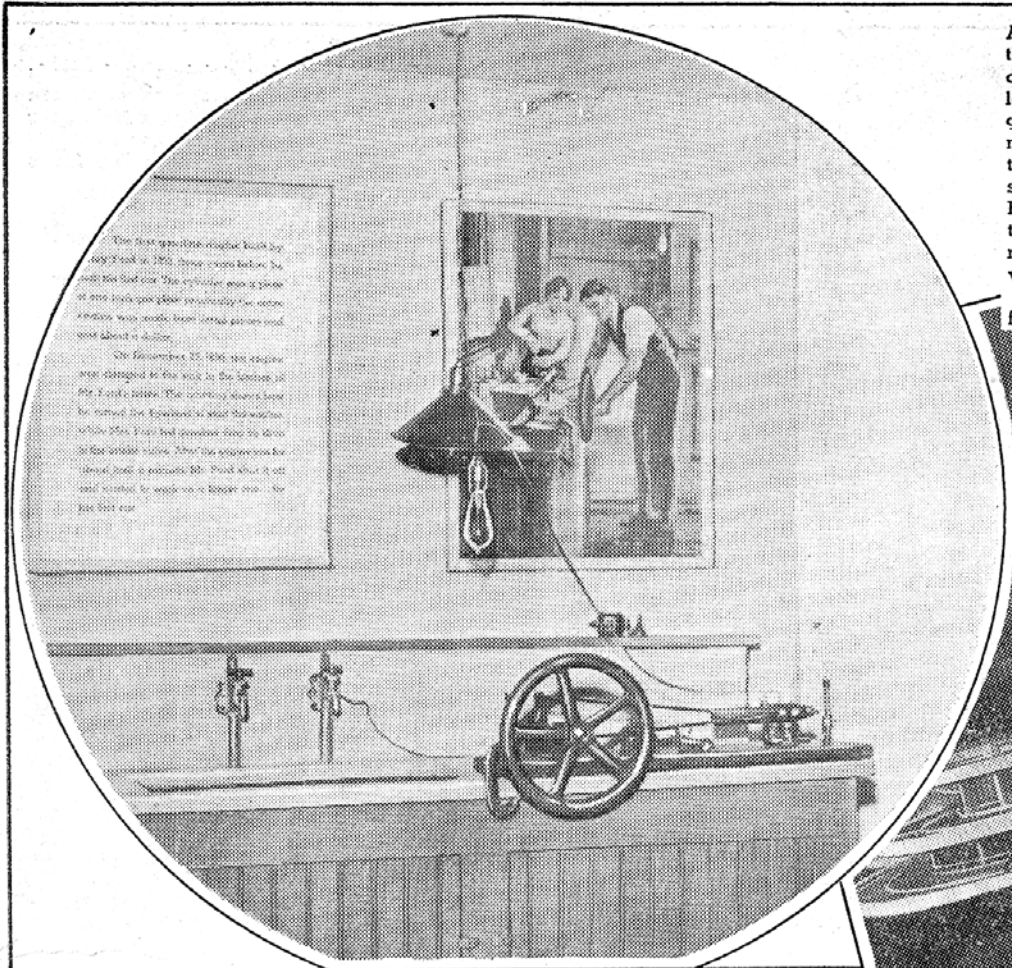
The John Powers lovelies present some of the rarest treats to the appreciative eye of Fair-goers irrespective of sex. Olive Cawley is shown just below. In the lower right is Alice Shaughnessy, Brooklyn's "Perfect Model."



Modern version of "Liberty" presented to Fair by France.

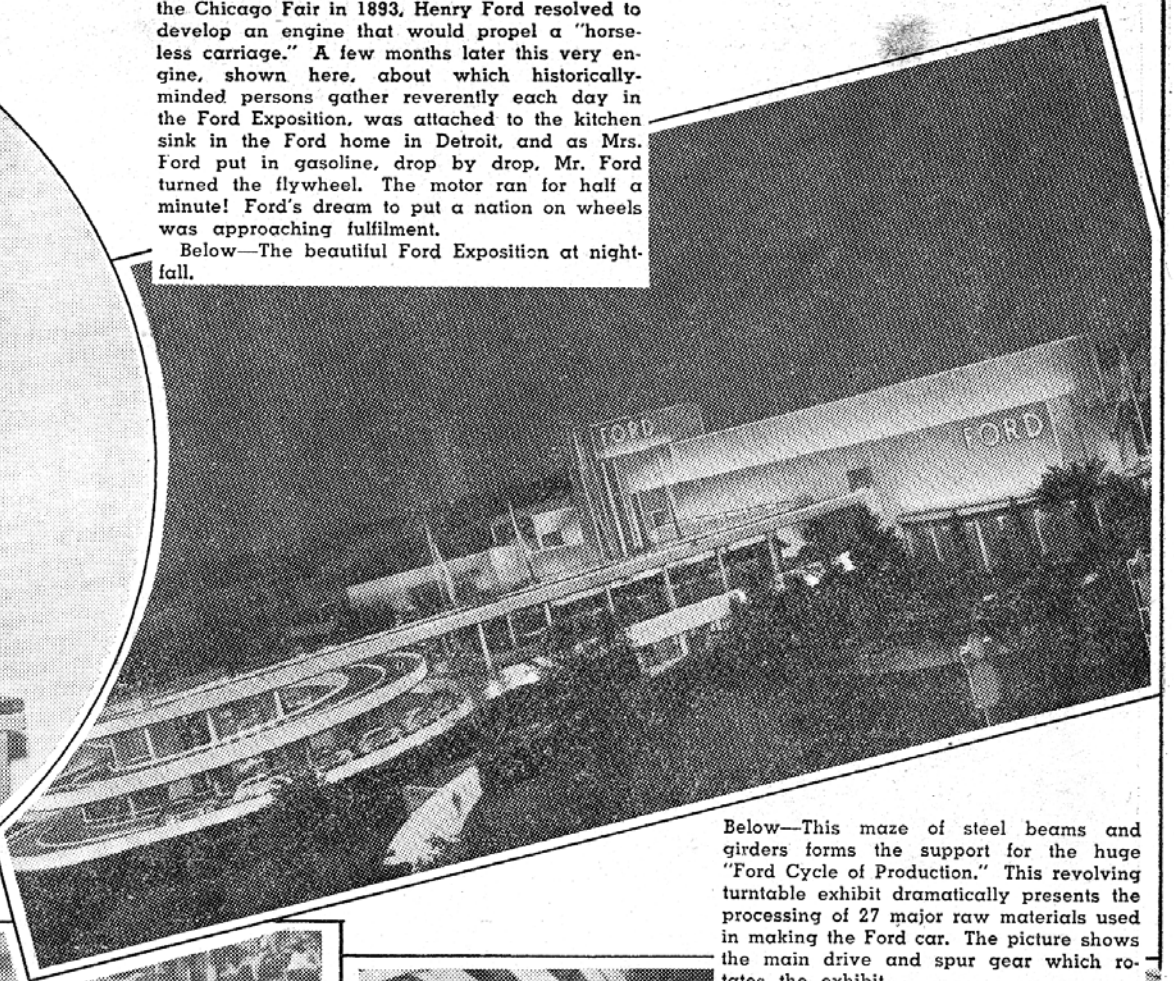


# Welcome to the World's Fair's Most



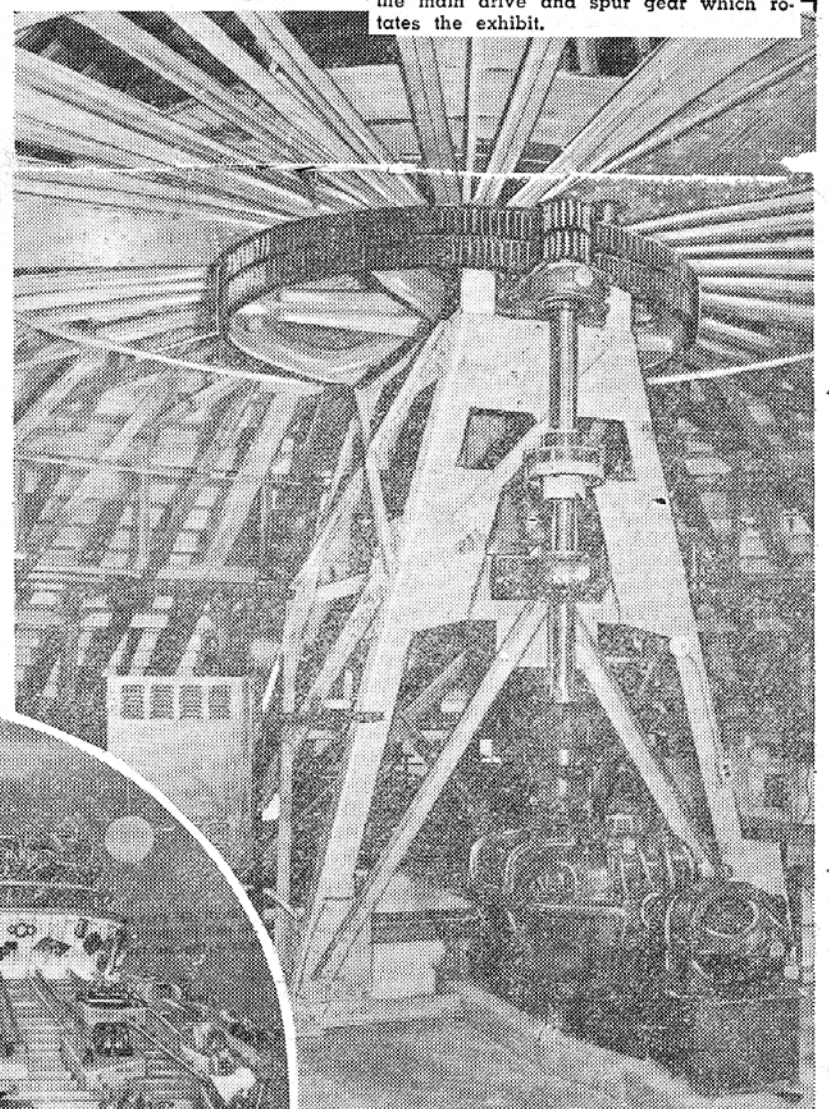
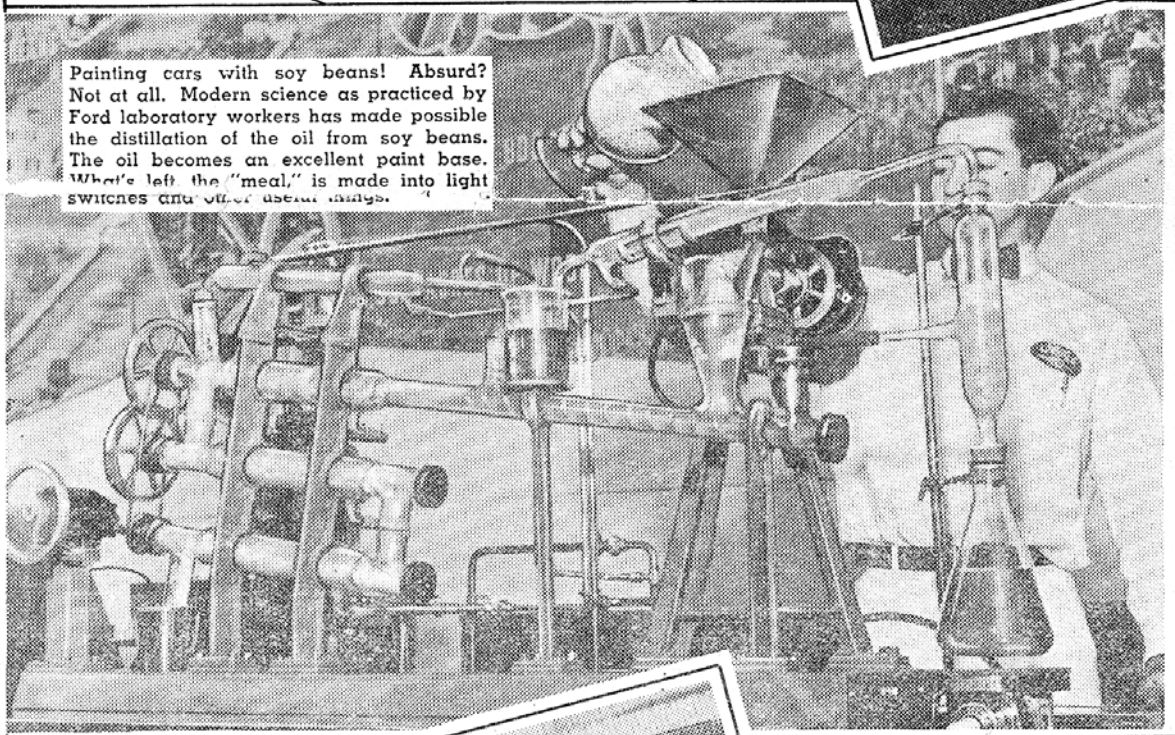
At left—Inspired by a small gasoline engine at the Chicago Fair in 1893, Henry Ford resolved to develop an engine that would propel a "horseless carriage." A few months later this very engine, shown here, about which historically-minded persons gather reverently each day in the Ford Exposition, was attached to the kitchen sink in the Ford home in Detroit, and as Mrs. Ford put in gasoline, drop by drop, Mr. Ford turned the flywheel. The motor ran for half a minute! Ford's dream to put a nation on wheels was approaching fulfillment.

Below—The beautiful Ford Exposition at night-fall.



Below—This maze of steel beams and girders forms the support for the huge "Ford Cycle of Production." This revolving turntable exhibit dramatically presents the processing of 27 major raw materials used in making the Ford car. The picture shows the main drive and spur gear which rotates the exhibit.

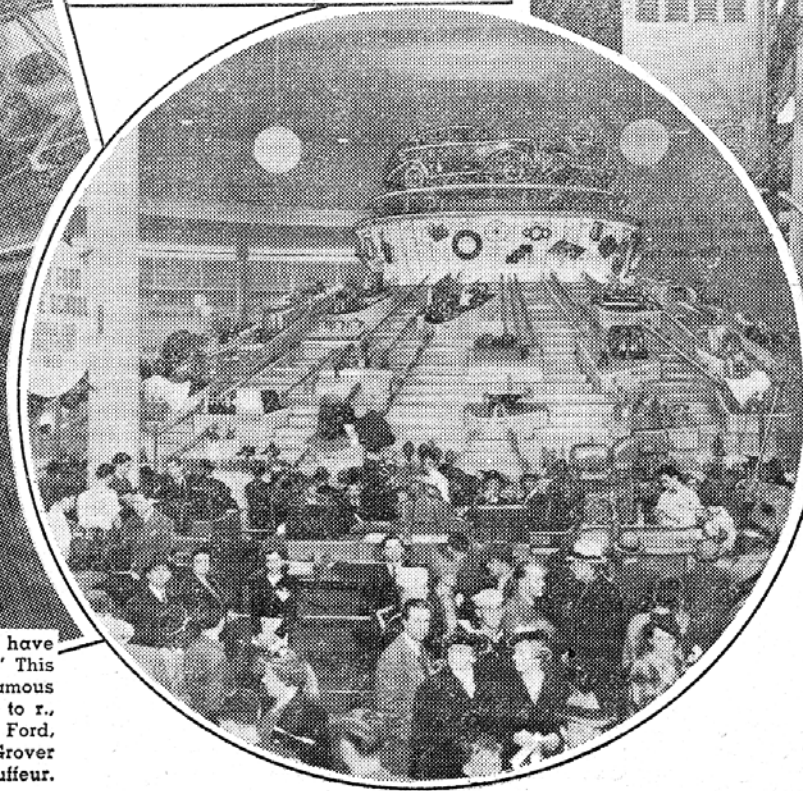
Painting cars with soy beans! Absurd? Not at all. Modern science as practiced by Ford laboratory workers has made possible the distillation of the oil from soy beans. The oil becomes an excellent paint base. What's left the "meal" is made into light switches and other useful things.



The "Ford Cycle of Production" (left) delights both children and adults. The turntable is 100 feet in diameter, 30 feet high and weighs 150 tons. On its slope are 87 separate scenes, most of them animated, depicting the progress of raw materials from earth to finished cars. This turntable—the world's most extensively animated exhibit—floats noiselessly in a 20,000-gallon moat of water.

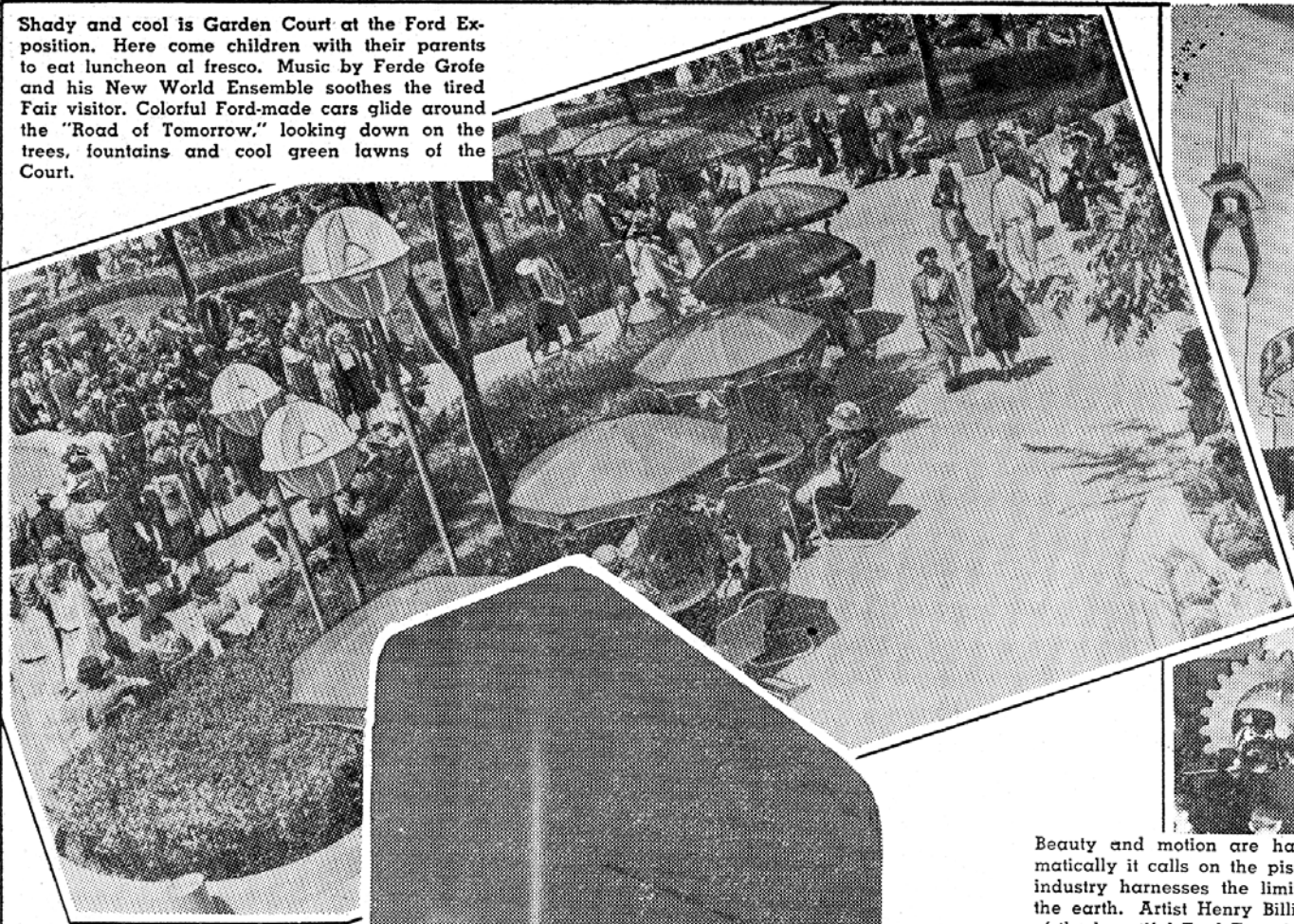


Noted persons from far corners of the globe have made the trip over the "Road of Tomorrow." This group was the first to glide over the famous Road, at its dedication. In the rear seat, l. to r., are: Ex-Governor Alfred E. Smith, Henry Ford, Mayor F. H. LaGuardia. Front seat: Grover Whalen and Edsel Ford, who acted as chauffeur.

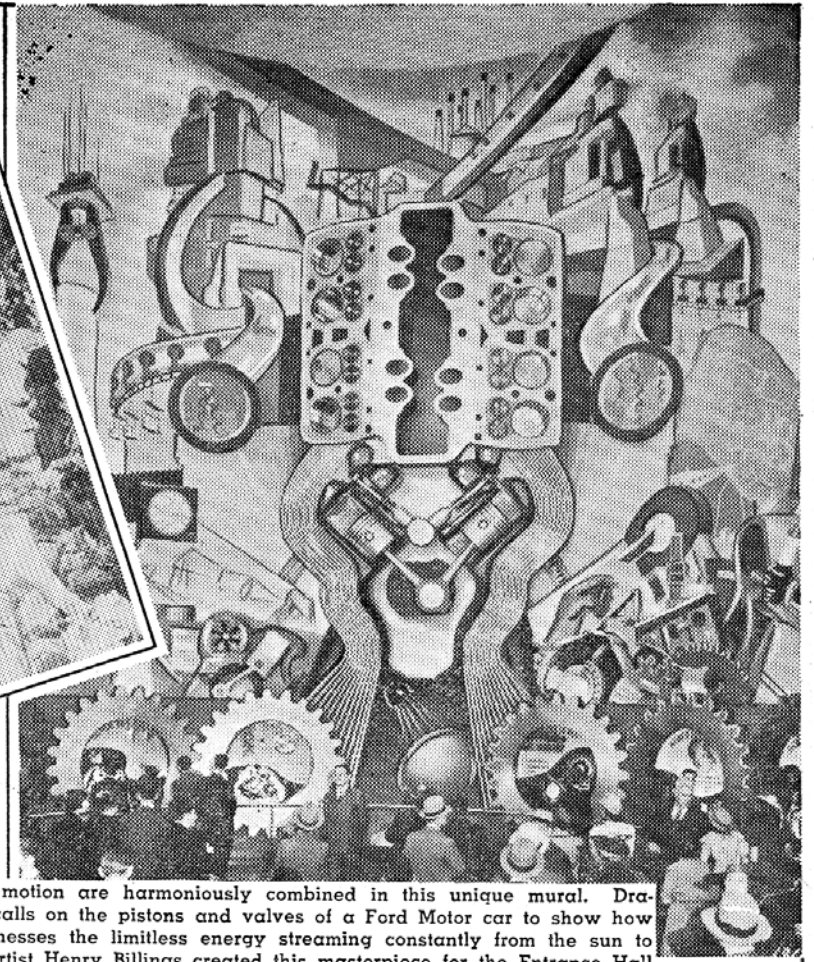
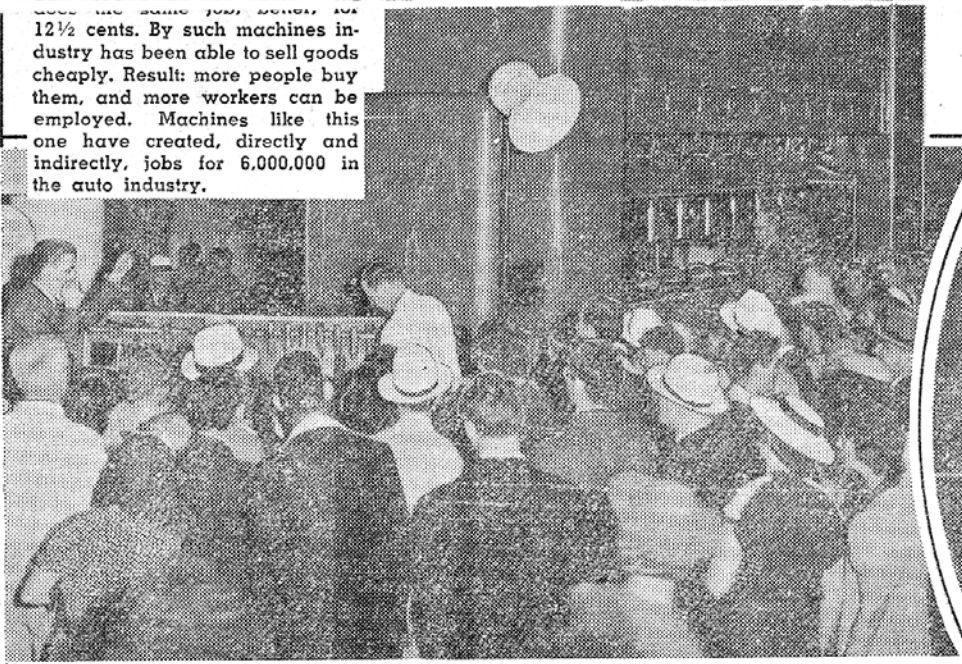


# st Beautiful Building and Grounds

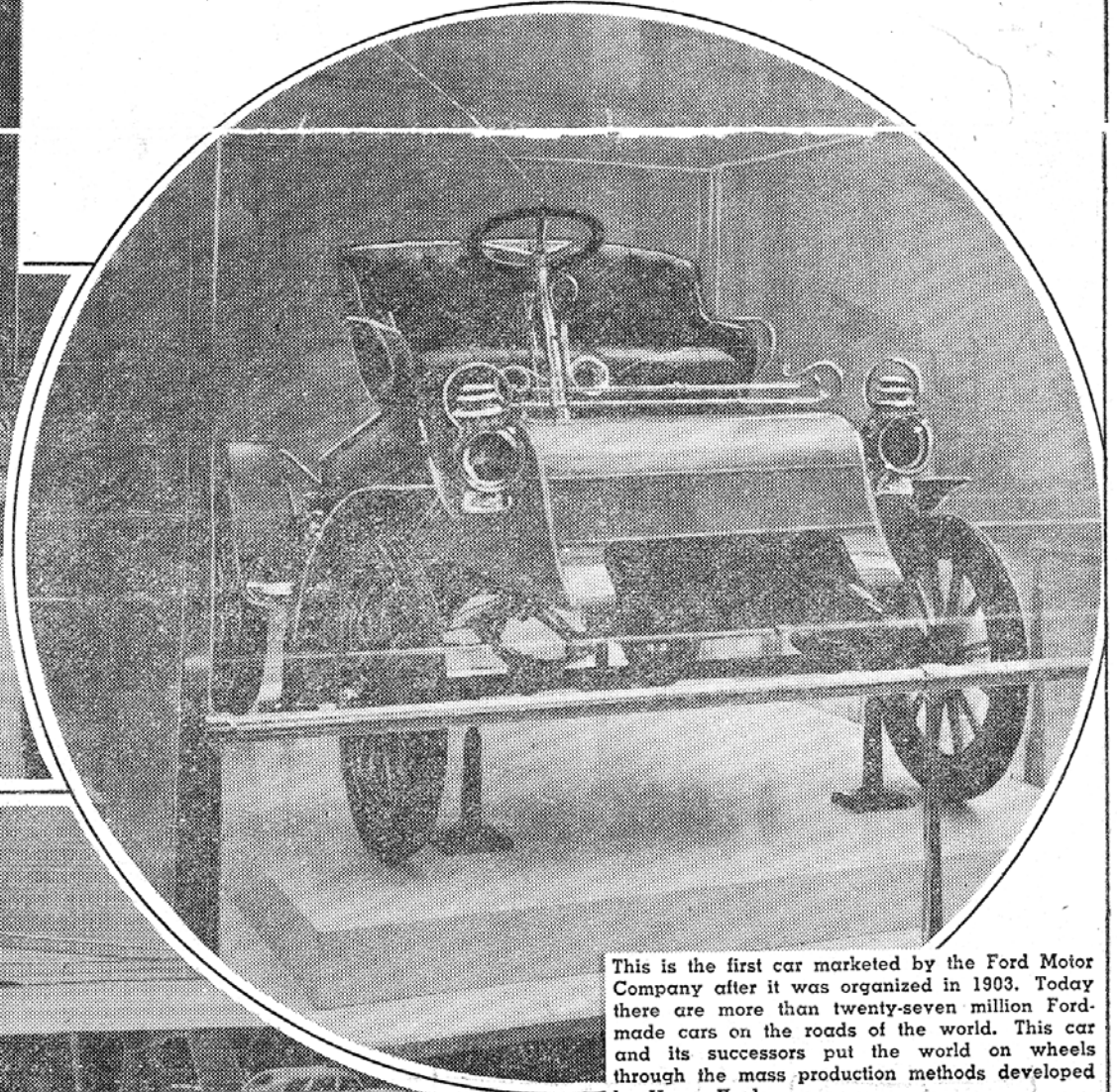
Shady and cool is Garden Court at the Ford Exposition. Here come children with their parents to eat luncheon at fresco. Music by Ferde Grofe and his New World Ensemble soothes the tired Fair visitor. Colorful Ford-made cars glide around the "Road of Tomorrow," looking down on the trees, fountains and cool green lawns of the Court.



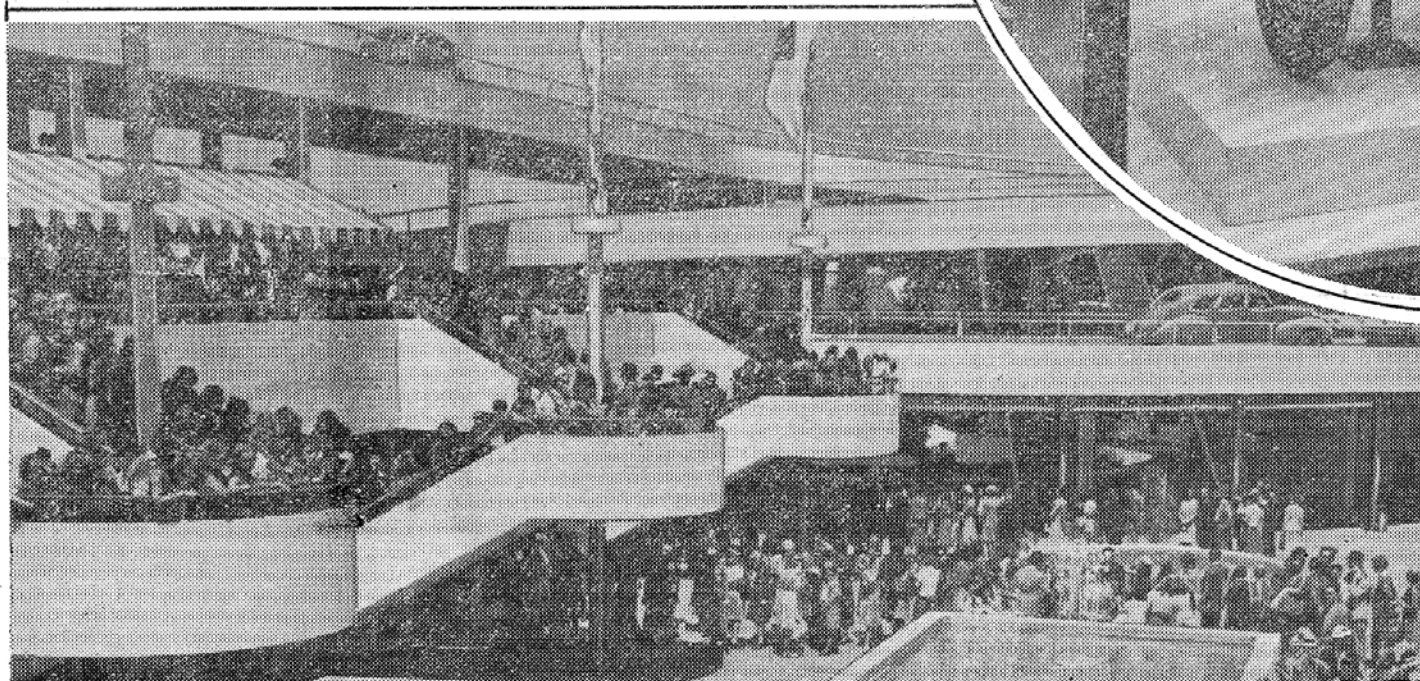
This dramatic exhibit shows how man and the machine, working together, can lower the cost of manufactured goods and hence increase consumption and employment of labor. At left, by hand, a workman hammers out inner hubcap shells at a cost of \$2.50. At right, the punch press does the same job better, for 12½ cents. By such machines industry has been able to sell goods cheaply. Result: more people buy them, and more workers can be employed. Machines like this one have created, directly and indirectly, jobs for 6,000,000 in the auto industry.



Beauty and motion are harmoniously combined in this unique mural. Dramatically it calls on the pistons and valves of a Ford Motor car to show how industry harnesses the limitless energy streaming constantly from the sun to the earth. Artist Henry Billings created this masterpiece for the Entrance Hall of the beautiful Ford Exposition Building. Art critics praise the dynamic beauty of this great mural which is 70 feet long and 30 feet high. It combines bas-relief, full-relief, diorama and mural painting.



This is the first car marketed by the Ford Motor Company after it was organized in 1903. Today there are more than twenty-seven million Ford-made cars on the roads of the world. This car and its successors put the world on wheels through the mass production methods developed by Henry Ford.



At left—The Ford Exposition's "Road of Tomorrow" daily attracts peak capacity crowds of patient Fair visitors who seek the thrill of a half-mile ride over its smooth surface. Thousands of persons are carried in brilliantly colored Ford-made cars over this famous highway of the future each day. This unusual road offers from its high vantage point a unique view of the Fair Grounds.

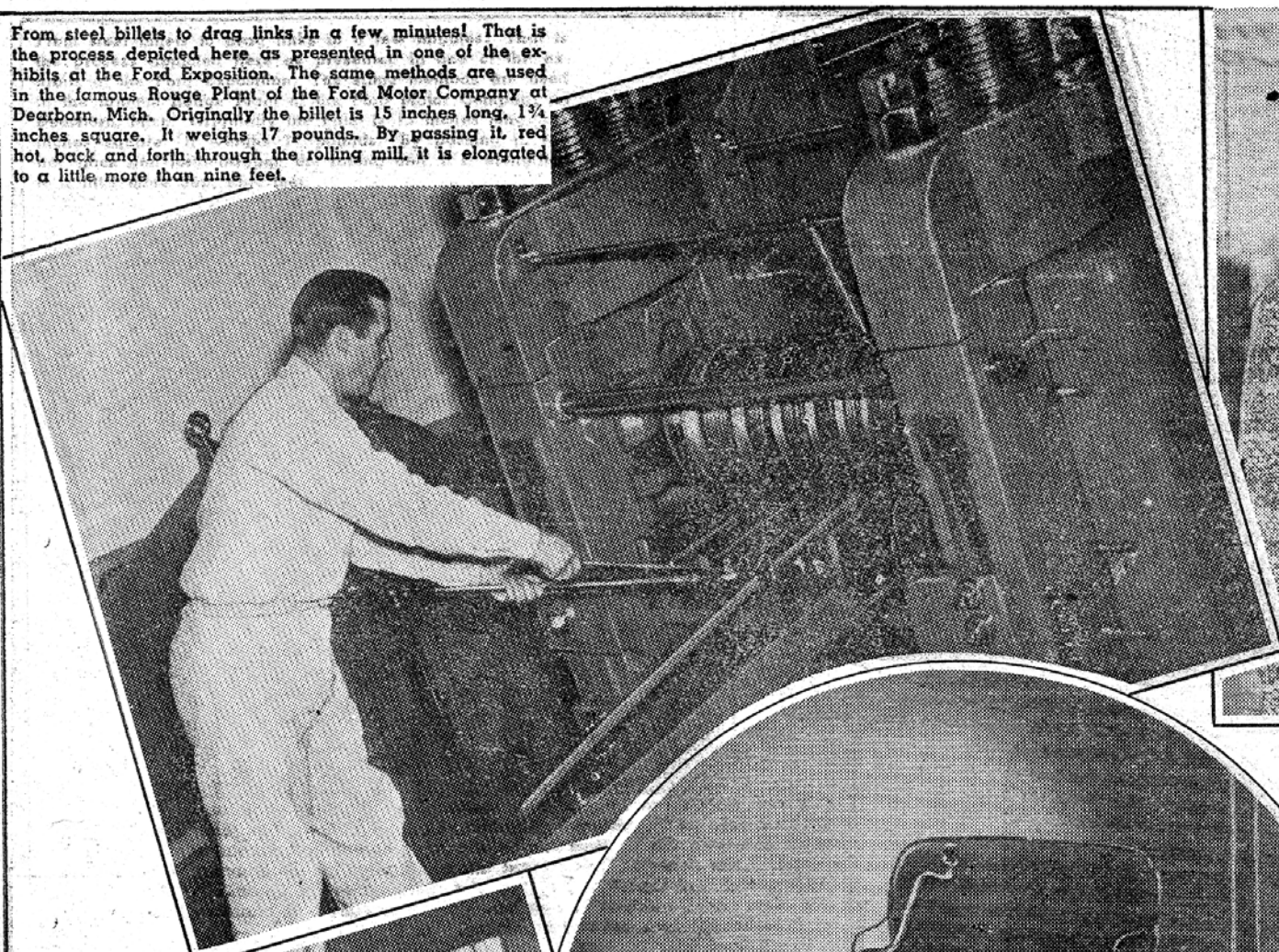
# TODAY AT THE FAIR

Complete News and Pictures

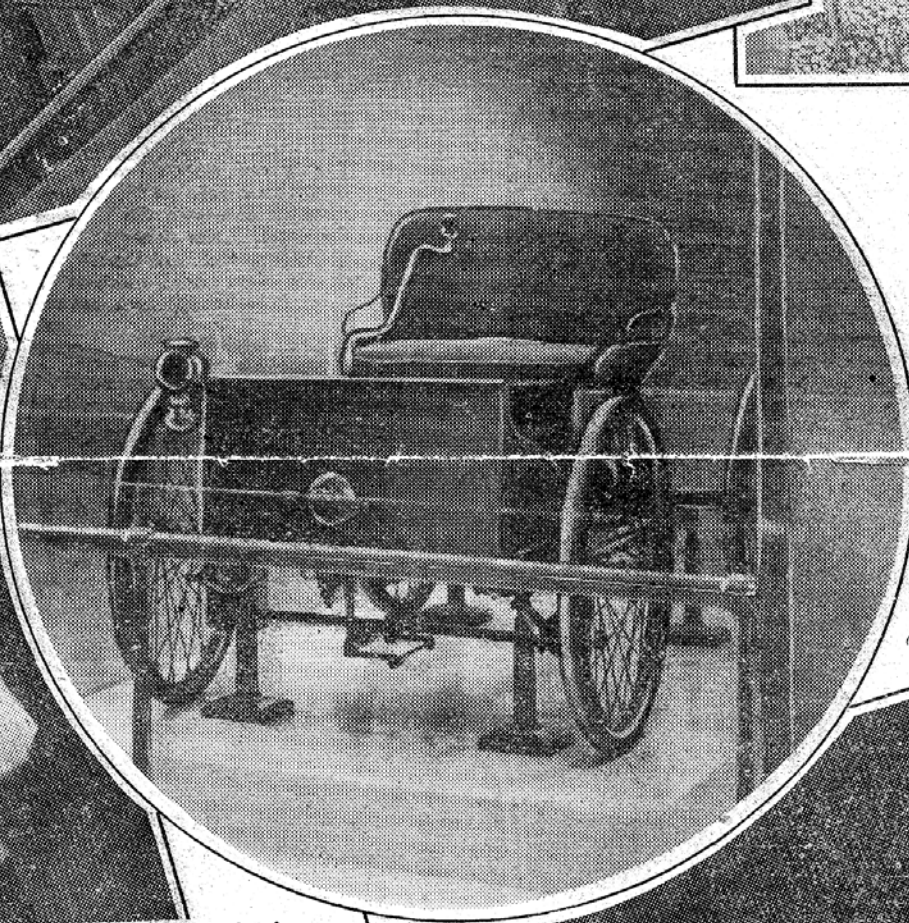
... Published Every Day ...

Friday, June 16, 1939

From steel billets to drag links in a few minutes! That is the process depicted here as presented in one of the exhibits at the Ford Exposition. The same methods are used in the famous Rouge Plant of the Ford Motor Company at Dearborn, Mich. Originally the billet is 15 inches long, 1 3/4 inches square. It weighs 17 pounds. By passing it red hot, back and forth through the rolling mill, it is elongated to a little more than nine feet.



Here's Burton Holmes, world's most famous travel lecturer. At a reception in the Ford Exposition he wore the costume he brought home from Japan. With him is Dr. Ruth Alexander, noted economist.



Words that rang around the world, these, uttered by Henry Ford in 1896 when he built his first horseless carriage: "I'll make a buggy that will go faster than a horse, and make it so cheap that those who cannot afford a horse and buggy can afford this." Here is the famous "first" car that revolutionized the life of Americans on farm and in the city.



Reinald Werrenrath, famous baritone, was so delighted with the beauties of Garden Court, below him, that he burst into song. Aiding and abetting him is Vandy Cape, known for her "Singing Satires."



Theos, Bernard (left) and Harrison Forman, explorers of note. Each was a friend of Tibet's "Living Buddha," and each is wearing a Tibetan costume. Forman covered the Sino-Japanese War for "March of Time" and American newspapers and magazines. He sails next week for South America. Both Bernard and Forman were especially interested in the giant revolving "Ford Cycle of Production."



Sonny seems a little disturbed astride the cow. He wants to be taken down. Perhaps he is afraid the cowboy at the extreme left might lasso him. It is hardly surprising, as the life-like animation of the models on the "Ford Cycle of Production" would almost fool you. Humor and natural movements feature the turntable exhibit which shows how 27 raw materials are processed before they become Ford car parts.

At left—Robert M. Brinkerhoff, New York cartoonist who draws the popular daily strip, "Little Mary Mixup," meets Mrs. Carveth Wells, like her husband a well-known explorer, on the Road of Tomorrow. He pretends to do a bit of drawing, with Mrs. Wells as the drawing board.

# Four Freedoms Of America At Fair

Leo Friedlander  
Designed Statues  
Of Exhibit

That freedom on which government and citizenship in the United States are grounded—freedom of press, speech, religion and assembly—are graphically depicted in the Statues of the Four Freedoms at Constitution Mall and Rainbow avenue.

The impressive statues, designed by Sculptor Leo Friedlander, stand at Constitution Mall and Rainbow avenue.

Freedom of the Press depicts the youthful figure of a woman, partially nude, to denote the "unadorned truth," writing on a never ending scroll. At the base of the statue, a printer, using a press of Benjamin Franklin's day, is putting her writings into printed form.

Freedom of Speech is the figure of a man, talking as though into a microphone. On the base is a group of people congregated as though "listening in."

Freedom of Religion is a female figure with her face raised worshipfully toward the sky and a prayerbook clasped in her hand. On the base, various types of religion structures indicate that freedom of worship in the United States is not confined to any one creed or sect.

The figure of Freedom of Assembly, which combines the thoughts of assembly and the right of petition, is a woman holding her hands as though she were using them as a scale, balancing right and wrong. At her feet is a crushed serpent and below, on the base, is a typical public gathering being addressed by a man.

# Imported Foreign Goods Worth 75 Million

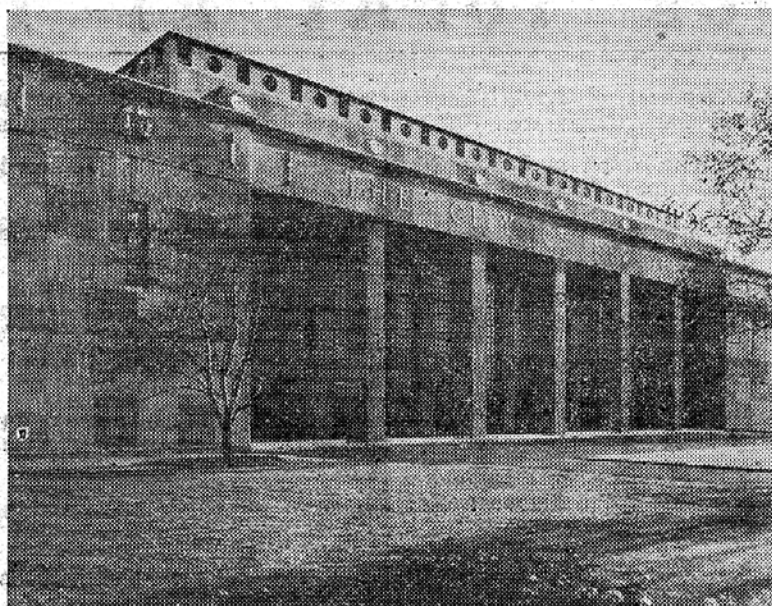
The task of undoing the World's Fair will be almost as great as that of getting it together.

It is estimated that \$75,000,000 worth of foreign goods has come from about 60 nations to fill the exhibitions throughout the grounds. The disposal of these goods, their re-distribution or return, will require unwinding more red tape than (to use a statistician's figure of speech) would reach from the Fair to the moon and back.

Every item of these goods entered the United States duty free, and remains constantly under U. S. Customs custody. It is the object of the government, which by special act created a free port in the World's Fair to enable exhibition of foreign goods, to see that none of this stuff is disposed of in this country unless duty fees are paid.

To assure this the World's Fair Corporation was required to post bond, and then itself took out a \$5,000,000 duty insurance policy. The items imported for the Fair vary from ordinary wine to the Coronation Scot, Britain's crack railway train of one locomotive and seven coaches.

# CITY RIVALS NATIONS



With her population of over 8,000,000, New York City's activities can well use an entire building for their adequate display at the Fair

# 3 Years Of Building And Planning Represents Life In The Future

What the world may be like in years to come—That is the theme of the New York World's Fair, the largest and most costly fair in history.

The Fair covers 1,216 acres and represents an expenditure of \$155,000,000 compared to \$33,000,000 appropriated for the Century of Progress at Chicago in 1932 and 1933 and \$50,000,000 expended for the erection of the Panama-Pacific Fair at San Francisco in 1915.

The entire World's Fair held at Paris two years ago could be placed in the Amusement Area alone of the present New York Exposition.

It is estimated that 60,000,000 people will visit the Fair up to the time of closing on November 1. The largest previous crowd to attend a Fair came to the Century of Progress which drew 39,000,000 people during the two summers it was in operation.

The New York World's Fair took three entire years to build. The grounds were created on a salt marsh used for 50 years by the great city of New York as a dumping ground for rubbish and ashes.

Flushing Meadows Park, which forms a large section of the Fair grounds, and will remain as a permanent development after the Exposition has closed, was developed especially for the Fair by the municipality.

Included in that development are two lakes, one now known as the "Lagoon of Nations" and the other as "Fountain Lake."

Once the Fair is over, all profits will go to the city of New York, New York state and to educational and charitable institutions.

The Fair was built, and is now operated as a non-profit organization. Grover A. Whalen, long prominent in the business and public life of New York, is president of the Fair Corporation.

Of the \$155,000,000 invested in the Fair, \$26,700,000 was provided by the city of New York, \$6,200,000 by the state of New York, \$3,000,000 by the Federal government, \$30,000,000 by the various foreign governments which have pavilions on the grounds and \$42,000,000 by the Fair corporation.

The remainder of the investment was made by private exhibitors.

Mail TODAY AT THE FAIR to the folks back home.

# People Will Live In Glass Houses

Glass beds and furniture, glass walls and glass used in every conceivable way features the House of Glass which is open to Fair visitors in the Town of Tomorrow.

A house of glass such as this is a luxury in the World of Today. But in the world of tomorrow, which the World's Fair attempts to foresee, average American families may live in just such houses of glass.

The two-story house has ten rooms and three baths. It is approximately twice as long as it is wide, and flat of roof, with outdoor living spaces incorporated into the design as important elements. An upstairs glassed-in porch is partially decked over with glass.

Divided into three distinct sections, each section can be merged with the others by opening sliding glass doors.

In the center of the house is an ornamental garden room which flowering plants growing in the foundation soil.

**Y. M. C. A. BUILDING**  
Free Social Rooms Correspondence  
Tables Information Service  
Wash Rooms  
Cafeteria and Table Service  
Restaurants Offer Fine Food at  
Moderate Prices  
MEN AND WOMEN WELCOMED  
MEMBERSHIP NOT REQUIRED

**Remington Rand**  
Welcomes you!  
at the  
BRIDGE of WINGS  
ELECTRICAL PRODUCTS BLDG.  
REMINGTON RAND Hall

# British Exhibit Demonstrates English Speaking Folk's Unity

At a time when the impact of world events is driving the English speaking peoples closer to a realization of their own community of interests socially and politically, the World's Fair comes as a further augury of their oneness of purpose and indivisibility of ideals.

Giving point and purpose to this historic unity is the presence in the British Pavilion of a large Pedigree decorated with 92 shields of arms, tracing the direct descent of George Washington from King John, the British Monarch who, in 1215, conferred on a group of British Barons those guarantees of fundamental human rights and principles which were destined to serve as the foundation stone of British political and personal liberties. The exhibit includes an original copy of Magna Charta.

The British Pavilion includes two main sections—the Hall of Honour and the Hall of Achievement—the first recalling the past history of the Empire, the second being devoted to modern developments and plans for the future.

In the Hall of Honour, an elaborate display of heraldry, including coats-of-arms, banners and other appurtenances of chivalry, recreate some aspects of the traditional pageantry of Great Britain.

The theme is elaborated by a number of associated exhibits, including a complete replica of the Crown Jewels, a special exhibit of coins struck by the Royal Mint

in recent years for the United Kingdom, the Dominions and Colonies and foreign countries, with reproductions of important seals of State and medals of particular interest.

On the first floor of the Hall of Achievement are special exhibits organized by three British Government Departments, the Ministry of Health, the Ministry of Labor and the Board of Education in cooperation, to depict the development of the important social services of the United Kingdom.

There also is a Maritime section illustrating the progress of British sea transport and a series of industrial exhibits including fine woolens, Irish linens, leather and fine leather goods, pottery and fine chinaware.

# 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!**

# 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.

**Underwood and  
Underwood**  
Official  
Photographers

STUDIO... Communications Building

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

**EXHIBITORS**  
For all Professional and  
Commercial work, call  
MURRAY HILL 4-5400  
Havemeyer 9-6660

# AROUND THE CLOCK TODAY AT THE FAIR



**9:00**  
**Gates**  
**open.**



Exhibits open.  
"Democracy" in  
Perishpere 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.

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.**—Typewriting speed  
demonstration, 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.

Feeding time for quans, Georgia  
Bldg.

"Masterpieces of Art" Museum,  
guided tour.

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.**—"Failing the Vil-  
lains," and "On the Carpet," Ad-  
dressograph-Multigraph Exh't.

**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.

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.

**12:15 P. M.**—"Failing the Vil-  
lains," and "On the Carpet," Ad-  
dressograph-Multigraph Exh't.

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

**12:30 P. M.**—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.

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

"Failing the Villains," "On the  
Carpet," Addressograph - Multi-  
graph Exh't.

Sue Hastings' marionettes, Stand-  
ard Brands Bldg.

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

"Railroads at Work," Railroads  
Bldg.

**1:30 P. M.**—Geo. L. Hossfield in  
typewriting speed demonstration,  
Underwood Elliott Fisher Exh't.

**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.)

"Failing the Villains," "On the  
Carpet," Addressograph - Multi-  
graph Exh't.

**1:50 P. M.**—Ferde Grofe, with  
Novachord Orches-  
tra to 5 P.M., Ford  
Bld., (Daily, exc.  
Mon.)

Jimmie Lynch and Death Dodgers  
in Goodrich Arena.

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

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

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 costumes in Italian  
Pavilion. (Daily, exc. Mon.)

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

Talks in Temple of Religion.  
(Sun.)

"Failing the Villains," "On the  
Carpet," Addressograph - Multi-  
graph Exh't.

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.

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.

"Failing the Villains," "On the  
Carpet," Addressograph - Multi-  
graph Exh't.

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

"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.

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.

"Failing the Villains," "On the  
Carpet," Addressograph - Multi-  
graph Exh't.

**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.**—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.)

**4:45 P. M.**—"Failing the Villains,"  
"On the Carpet," Addressograph-  
Multigraph Exh't.



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.

Shakespearean comedy, Globe  
Theatre. (Amusement Area.)

Carillon concert at Netherlands  
Pavilion.

Swiss folk dancers and singers  
in Swiss Pavilion.

Choral concert in Temple of Re-  
ligion. (Sun. only.)

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

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

Cavalcade of Centaurs perform-  
ance. (Amusement Area.)

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

"Masterpieces of Art" Museum,  
guided tour.

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

**5:30 P. M.**—Organ recital in Tem-  
ple of Religion. (Daily exc. Sun.)

Billy Rose Aquacade. (Amuse-  
ment Area.)

"Failing the Villains," "On the  
Carpet," Addressograph - Multi-  
graph Exh't.

Feeding time for quans, Georgia  
Bldg.

Silk reeling demonstration in Jap-  
anese 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.

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

Circulation and heartbeat demon-  
strations in Aetna Life Exhibit.

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

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

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

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

"Previews of Progress," General  
Motors Bldg.

Milking time for cows on Fire-  
stone Farm.

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

"Failing the Villains," "On the  
Carpet," Addressograph - Multi-  
graph Exh't.

(Please turn to Page Five)

# AROUND THE CLOCK TODAY AT THE FAIR

(Continued from Page Four)

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

6:30 P. M.—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 show in Libby, McNeill & Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

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

Elektro, the mechanical man, in Westinghouse Bldg.

"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.

"Villains," "On the Carpet," Addressograph-Multigraph Exh't.

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

Shakespearean comedy, Globe Theatre. (Amusement Area.)

7:30 P. M.—Orchestra Ch. Zumbstein, 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.

"Railroads at Work," Railroad Bldg.

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

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

7:45 P. M.—"Foiling the Villain," "On the Carpet," Addressograph-Multigraph Exh't.

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



"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.

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.

"Foiling the Villains," "On the Carpet," Addressograph-Multigraph Exh't.

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.

Shakespearean comedy, Globe Theatre. (Amusement Area.)

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

Swiss folk 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.)

Cavalcade of Centaurs performance. (Amusement Area.)

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

8:45 P. M.—"Foiling the Villains," "On the Carpet," Addressograph-Multigraph Exh't.

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.

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.

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

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

9:20 P. M.—Shakespearean 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.

"Foiling the Villains," "On the Carpet," Addressograph-Multigraph Exh't.

9:40 P. M.—Ferde Grofe and Orchestra, Ford Bldg. (Daily ex. 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."

### Maison Coty:

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

### 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.)

### Eastern States Ice Exhibit:

Normal size girl reduced to 6-inch height in simulated block of ice; travels by Jack Frost and Raindrop. (Half-hourly from 10:30 A. 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.)

### Federal Building:

"Land of Liberty," moving picture. (Continuous, 2 to 6 P. M.)

### 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.)

### Imperial Pearl Syndicate Exh't:

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

### Jewish Palestine Pavilion:

The Holy Land of Yesterday and Tomorrow, animated diorama showing changes in Palestine in last 25 years.

### Loose-Wiles Biscuit Exhibit:

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

### International Business Machines Exhibit:

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

### 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.)

### 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.

### Metropolitan Life Exhibit:

"Once Upon a Time," color cartoon movie dealing humorously with safety problems. (Continuous from 10 A. M. to 2 P. M. P. M. daily exc. Mon.; from 3 to 9 P. M. 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.)

"Man Against Microbe," movie on miniature screen. (5:30 to 7:30 P. M. daily; 10 A. M. to 3 P. M. Mon.)

### 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:

Hall of Television: Telecasting of public from gardens every 3 minutes; spot news transmitted from telemobile units in Fair grounds. Television and radio devices on display. Demonstration of International communication, radio equipment.

### Timken Roller Bearing Exh't:

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

### U. S. Steel Exhibit:

"Steel Thinks Ahead": Under Stainless Steel dome of "Inside Art" building, steelmen take visitors back stage in the drama of steelmaking.

"Hall of the Future" portrays housing, farm, city, factory and transportation as they may be some day.

"Hall of Research": Demonstration shows how five different properties are imparted to steel.

### Westinghouse Building:

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

Television studio where Fair visitors are 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:

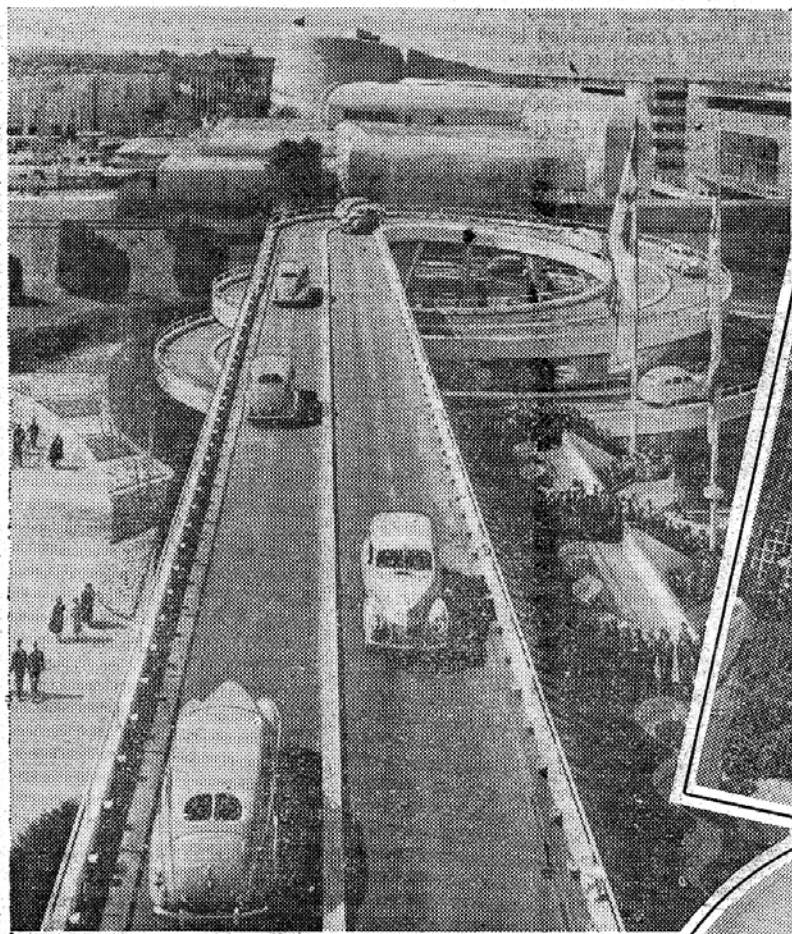
Comedy movies. (Every 10 minutes.)

### 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.)

Complete News and Pictures  
... Published Every Day ...  
Friday, June 16, 1939

# TODAY AT THE FAIR



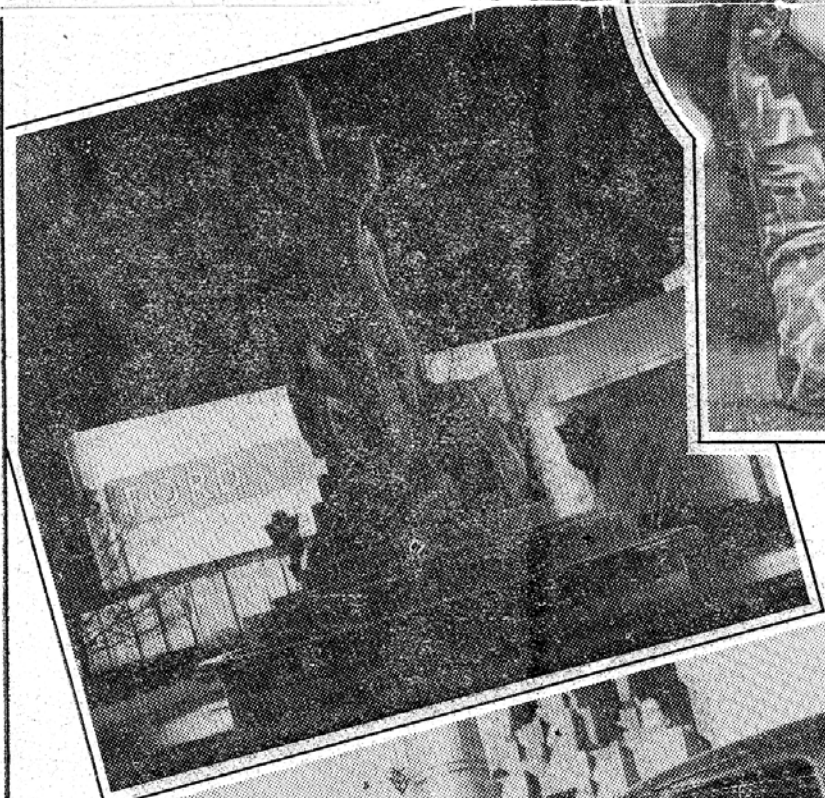
Soaring up and up a spectacular spiral ramp, which ascends 33 feet in a short span, winds this famous "Road of Tomorrow," with its rainbow of Ford-made cars in a double-lane on a special composition cork and rubber highway above the magnificent gardens of the Ford Exposition. Clipped hedges are on the left, while crowds waiting in line on the loading platform, at right, attest the tremendous popularity of the Road.



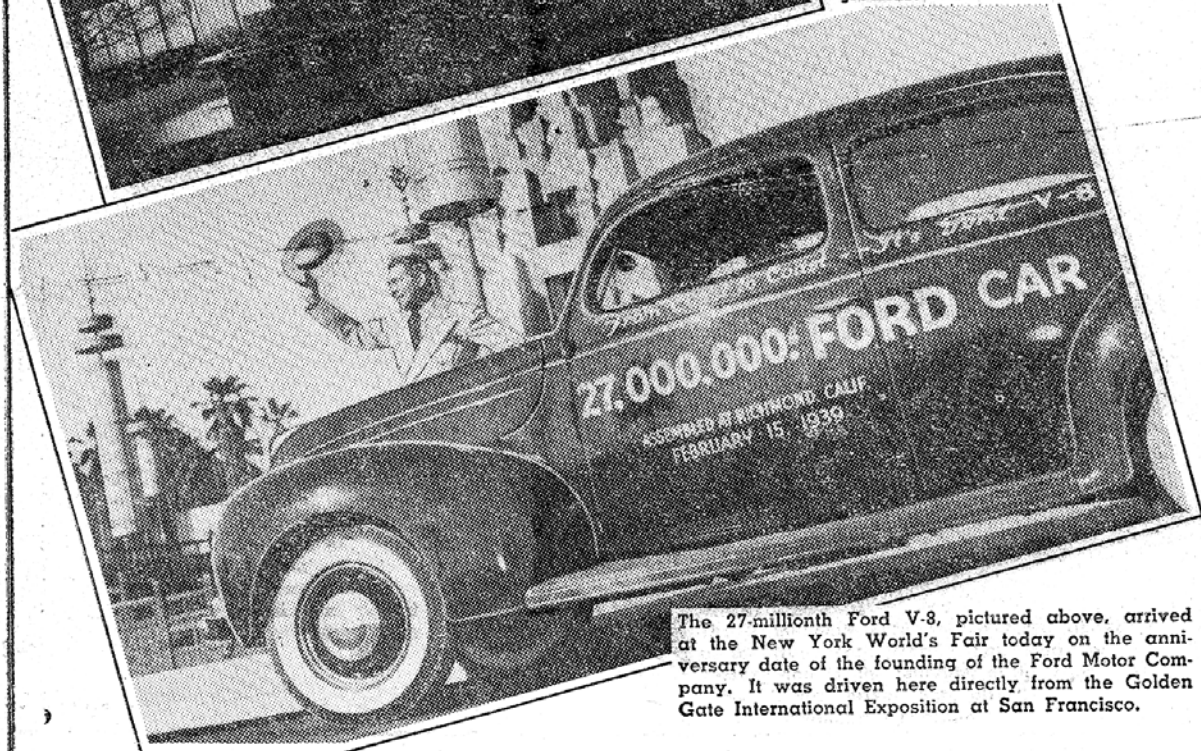
A giant statue of Mercury in shining stainless steel guards the front entrance of the popular Ford Exposition. Fifteen spacious doors lead to the glass-walled Entrance Hall, hung with soft chrome yellow curtains from ceiling to floor. No crowding here, although at peak times the calling list is 25,000 an hour.



Introducing (at left) Miss Margaret Canning of Brooklyn, N. Y., first entrant in the Ford Exposition Photographic Contest. The fetching Miss Canning is admonishing the Ford Exposition to look its prettiest, as she sits on the greenward in front of the famous Road of Tomorrow. The Photographic Contest, open to amateurs only, offers four De Luxe Ford sedans and \$2,500 in cash prizes.



Silhouetted strikingly against the night sky by the brilliant lighting of the Ford Exposition, the heroic statue, at the left, "Riders of the Elements," by Chester Beach, stands out in bold relief on the Fair grounds.



The 27-millionth Ford V-8, pictured above, arrived at the New York World's Fair today on the anniversary date of the founding of the Ford Motor Company. It was driven here directly from the Golden Gate International Exposition at San Francisco.

Below is Ferde Grofe and his New World Ensemble, whose free afternoon and evening concerts draw thousands of music lovers daily to beautiful Garden Court of the Ford Exposition. Left to right: Collin Driggs, at the Hammond electric organ; Gladys Stevenson, Virginia Oman and John Finke, Jr., at three Novachords, and Mr. Grofe directing at the Novachord on the upper level.

