

Today's  
Events  
Tomorrow's  
Forecast

# TODAY *at the* FAIR <sup>5c</sup>

## OFFICIAL DAILY PROGRAM AND WORLD'S FAIR NEWS

232

Published Every Day \* NEW YORK WORLD'S FAIR 1939 \* Thursday, July 27, 1939... No. 86

# Notre Dame Visitors to Fair Make It Great Day For Irish

## Hot Dog Fans Raise Flag At Fair

Members of the Order of Hot Dog Fanciers and their guests are celebrating at the Fair today.

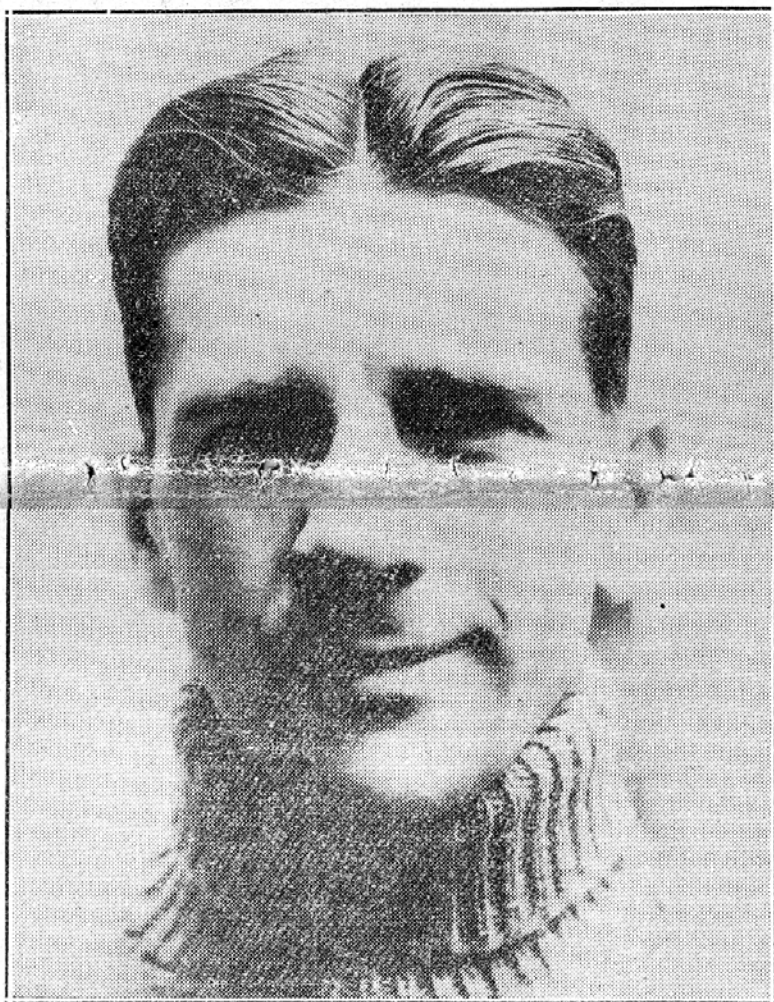
The invited guests are all persons named Hamurg, Hamburger, Frankfurt, Frankfurter, Mustard, Bun (n) and Roll.

The outing begins at 10 A.M., but the official get-together gets under way at 12:30 P.M. at Childs' Stand No. 217 between the Crosley Building and the Press building.

The exalted high officers of the Order boast that all the Order's guests at the outing are self-invited. They are individuals who have written in to say their names were Hamburg, Frankfurter or any of the rest and have obtained a certificate from the Order. It is expected that the Hamburgers will eat the frankfurters, the Frankfurters will eat the hamburgers, and so on and on, unto the last hot dog. All participants will be given all the hot dogs or hamburgers they can eat.

The Order will also "raise" the most unusual flag yet seen at the Fair. It will symbolize the Order's chief interests: Hot Dogs and Hamburgers rampant on a

(Please Turn To Page Seven)



COACH ELMER LAYDEN

The "Fighting Irish" mentor comes to the World of Tomorrow today for participation in Notre Dame day at the Fair. In attendance, besides many undergraduates and students, will be a goodly number of New York's famous "subway alumni"

## Grads, Undergrads And Friends Of Famous School In For Big Day

The Fighting Irish of Notre Dame are at the Fair today.

With head football coach and director of athletics, Elmer Layden, sharing the spotlight with radio comedian Walter O'Keefe, Senator John J. Dunnigan, and Commissioner Joseph Byrne, alumni, undergraduates, and friends, are gathering to make it a "great day for the Irish."

Topping the list of events of the day's schedule is the meeting in the Court of Sport at 6:30 P.M. O'Keefe, the lad who boarded at the late Knute Rockne's home when a student at Notre Dame, is to be the master of ceremonies. Coach Layden will speak presumably on the important topic of next season's prospects.

Senator Dunnigan of the World's Fair Executive Committee, Commissioner Byrne, Arthur Haley, treasurer of the Notre Dame A. A., and Assistant Alumni Secretary Bill Dooley, Jack Robinson, All-American on the '34 eleven, Dan Halpin, president of the Metropolitan Notre Dame Club, and Jack McGrath, chairman of the day, will participate.

The day opens at 10:30 A.M., when the blue and gold banner of the South Bend school is to be raised at the Court of Sport, making

(Please Turn to Page Two)

## New Exhibit Shows Way To Health

The dramatic "Rebuilding Human Lives" Exhibit is being formally dedicated in the Science and Education Building at 6 P.M. today.

Sponsored by the National Foundation of Infantile Paralysis and the United States Public Health Service, the exhibit opens to the public a graphic and vivid "behind the curtains" view of the progress made in combatting the dread disease.

Participating in the dedication are many distinguished speakers: Basil O'Connor, president of the National Foundation of Infantile Paralysis; Keith F. Chairman of the Committee on the Prevention of Birth Defects; Dr. William H. Murray, Commissioner of Health of New York City, and Drs. Lin, Donald Armstrong, Mayor, among the authorities in the field.

Leslie Baker, Surgeon at Warm Springs, and Ian Woodner, one of the designers of the Medical Exhibits and the Hall of Man, will also be present at the dedication ceremonies.

A reception will be held after the dedication at the Medical and Professional Club.

Demonstrations of the famous iron lung, a tour of a workshop manned by cripples of working age, a series of dioramas showing the various stages in the case history of a little boy affected by infantile paralysis, a panel on traffic accidents, mishaps at home and general accidents; plastic surgery

(Please Turn to Page Two)

## OFFICIAL PROGRAM OF TODAY'S SPECIAL EVENTS

10:00 A.M.—Exalted Order of Hot Dog Fanciers Day: Persons named Hamburger, Hamburg, Mustard, Frankfurter, Bun, etc. have their day of glory at the Fair.

—"Flag of the Day"—Notre Dame. Flag raising ceremony in the Court of Sport.

—Norwalk (Conn.) College Day: Registration until 10 P.M. at headquarters of American Association of University Women in Home Furnishings Building.

11:00 A.M.—Etching, wood block engraving and lithography demonstrations in Contemporary Arts Building until 5 P.M.

12:30 P.M.—Exalted Order of Hot Dog Fanciers Day: Get-together at Childs' stand No. 217 between Crosley Building and Press Building. Free hot dogs to all certificate-certified members named Hamburger, Frankfurter, etc.

12:55 P.M.—Arizona Cantaloupe Queens attend special performance by Jimmie Lynch and His Death Dodgers in Goodrich Arena.

1:00 P.M.—Petroleum Industries Twenty-Five Year Club Day: Luncheon.

—Saskatoon Girls' Pipe Band concert in Court of Peace.

(Please Turn to Page Two)

## Executives See Ad Exhibit At Fair

After a luncheon at 1 P.M. at the Finnish Pavilion, a group of advertising editors, visiting the Fair, will make an inspection of the Export Advertising Exhibit at the World Trade Center at 2:45 P.M. today.

Among those present will be: P. W. Haight, treasurer, International General Electric Co.; W. L. Bickford, editor Export Trade & Shipping; Mr. Larrabee, editor of Printers Ink; Fred N. Kendall, editor of Advertising and Selling; William J. Enright, The New York Times; J. H. Sitterlee, publisher of Importers Guide; Franklin Johnston, publisher of the American Exporter.



## Eskimo Shows How to Net Game Fish

The second in the Fair's series of demonstration-contests of skill in the use of the fly, the plug and the spinner to catch fish, is scheduled at 3:30 on Fountain Lake at the Florida Building at the Fair today.

Mayokok, proud head of the only Eskimo family in the United States and at the Fair, is the featured expert. He is to give an exhibition of how to catch a Southern (Florida) fish in World's Fair waters by using Alaskan (Eskimo) tackle.

Demonstrations of the anglers' art are scheduled every Tuesday and Thursday and are sponsored by the Luxor Rod and Reel manufacturing company.

Mayokok, his wife and four Eskimo bairns are the stellar attractions at the Eskimo World exhibition in Carnivalland, the Children's World. Mr. Mayokok expressed himself as happy to receive a chance to go fishing again.

## Famed Drum Corps Visits Fair

The Basle Drum and Fife Corps, one of the most colorful and world-famous groups of its kind, begins a series of daily concerts at 3 P.M. at Washington Statue today.

Coming off the liner Champlain today, the corps is at the Fair to participate in the celebration of Swiss Day, August 1.

The Basle Corps dresses its members in the uniforms of the old Swiss regiments in Napoleon's Russian campaign. The group is as rich in tradition as is Basle, the historic Swiss city which is the corps' headquarters.

## Irish "Play" The Fair

(Continued from Page One)  
ing officially the "Flag of the Day."

At 11:30 A.M., the Irish athletic director is to be interviewed on television broadcast at RCA by Charlie Callahan, sports editor of Today at the Fair and N. D. '38, on his personal views on the outcome of the coming season.

In the afternoon, a golf tournament is being staged by the charge at the near-country Club. Prizes will be awarded to the victors at 5:30 P.M. when the Notre Dame's flag will be lowered.

## Tomorrow At the Fair

Peru Day.  
Maryland Day.  
Larchmont Yacht Club Day.  
The Foremen's Club of Monroe County Day.  
Brenau College Day.  
Monroe (Pa.) County Industrial Day.  
Stroudsburg (Pa.) Day.  
U. S. Merchant Marine Day.  
Basle Fife and Drum Corps.  
Saskatoon Girls' Pipe Band.  
Baltimore & Ohio Glee Club.  
U. S. Naval Academy Band.

## Win A Quiz Be A King

The man who wins the WNEW World's Fair Quiz today is crowned "A King for a Day" and is regally entertained at the Fair all this day.

Every Monday and Thursday, from 11:30 to 12 noon, this new series of programs will be broadcast from the General Motors auditorium. Each day's winner will be awarded the kingly title and made free of the Fair, for the rest of that day.

All questions asked on the WNEW World's Fair Quiz programs are about the Exposition, the exhibits, the concessions, the buildings. The questions are based on any information that can be culled from Today at the Fair, the guide books, and from personal observation.

## New Exhibit Shows Way To Health

(Continued from Page One)

gery and exhibits of tuberculosis-cripples, rickets and photographs of Warm Springs are the highlights of the dedication.

The tour of the workshop serves to show that cripples can take their place in normal society as useful citizens and work in various fields.

It will be demonstrated, at the exhibit, that congenital equipment—like clubfoot—can be cured definitely now. The various treatments dealing with the cure of infantile paralysis, specifically, are also to be shown.

The special exhibit dealing with Infantile Paralysis is designed to show that the dread scourge doesn't affect its victims' intellectual and thinking capacities as the disease does not touch the brain.

## Tug Of War Real Fight

A "grudge fight" tug of war between Crystal Palace and Sun Valley is on the "card" in the Midway at the Fair at 5 P.M. today.

The championship scrap finds the dancing girls of the Crystal Palace, led by Rosita Royce, lining up against the Ice Queens of Sun Valley, captained by Erna Anderson.

The match is the outcome of an incident at the Fair ten days ago. The girls of the Crystal Palace walked in to see the Ice Show and sneered at the Ice Queens, belittling their work. The Sun Valley Ice-maids promptly challenged them to a tug-of-war duel.

The conditions this Duchess of Bird-in-Hand rules match are that the losing team buy the winners ice cream cones, and that the losers permit the winning team to play the hose upon them. Both teams are playing safe by wearing bathing suits.

Romania's National Pavilion at the Fair is built entirely of marble from Ruschitz, each block being embellished with Roman sculptures. Internally lighted columns and panels of alabaster adorn the interior. The ceiling is made entirely of Romanian rock salt.

## ESKIMOS GO SOUTHERN



The Eskimo family of Carnivalland are introduced to the joys of orange juice by Mrs. Oliver Harriman, prominent society matron, in the groves at the Florida Exhibit. Dave Irwin who brought the Eskimos to the Fair is shown at right. Today Mayokok learns something else new—all about bait casting—at the Florida Exhibit

## "Picture" Blonde Chosen Today

The most beautiful blonde present in a collection of photographs (of more blondes) is to be "nominated" Queen of the Gentlemen Prefer Blondes Party in the National Advisory Committees Building at the Fair 8 P.M. today. The "contest" is a feature of a

dinner and dance for invited guests, sponsored by Marion Cooley. Guests include Peter Arno and Anita Loos, who started it all, several years ago, with that book.

The guests have a chance to win a diamond bracelet between looks at the photograph album. Chances will be given them and a drawing will decide the winner. A plaque by Mr. Arno is among the outstanding features of the prize hop.

## Men Of Mars Lay Siege To Fair

Skipping New Jersey, the Men of Mars are descending in battle columns upon the World's Fair grounds, the Amusement Area to be precise, at 10:15 sharp tonight. Camp George Washington has volunteered to repulse the dire invaders.

The Martian attack was a military secret but spies discovered that Mars is closer to the Earth today than it will be again for the next 27 years. Now or not for 27 years, is the Martians' battle cry.

Airplanes, anti-aircraft, guns and fire-works are ready to shoot down the Martians, descending in parachutes. For fifteen minutes Fountain Lake in the Amusement Area will be a bloody battle ground, a battle battle-sky as exploding bombs, smoke pots, red flares, magnesium lights (2,000 of them) and flashlights (an even dozen) bombard the Men of Mars.

The fireworks department at the Fair is stationed right beside the George Washington braves, along a wide battlefield. If that doesn't scare the Martians off and chase them back over the 36,035,000 miles between their home-grounds and the Earth, there will be plenty of scientific eyes and master-minds watching them at the Time and Space Building, and 40 powerful electric ears will listen in on an experiment to send a radio signal to Mars and have it boomerang to the Earth.

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

## OFFICIAL PROGRAM OF TODAY'S EVENTS

(Continued from Page One)

—Luncheon for advertising editors in Finnish Pavilion.

2:00 P.M.—Y.M.C.A. Volley Ball championship in Sports Arena of The Man Building.

—World's Fair Drum and Bugle Corp contest in the Amusement Area.

2:45 P.M.—Composers Forum Laboratory: W.P.A. program in N. Y. City Building.

—Advertising editors inspect Export Advertising Exhibit in World Trade Center.

3:00 P.M.—Basle Drum and Fife Corps concert at Washington Statue.

—New York School for the Deaf Hour in the House of Sheltered Workshops in Town of Tomorrow.

4:00 P.M.—Labor Zionist Day: Inspection of Jewish Palestine Pavilion.

5:00 P.M.—Labor Zionist Day: Farewell gathering followed by banquet in Cafe Tel Aviv, Jewish Palestine Pavilion, honoring delegates to World Zionist Congress.

—Tug-of-War—Crystal Palace lassies vs. Sun Valley girls in Amusement Area between the two concessions.

6:00 P.M.—Dedication of "Rebuilding of Human Lives" Exhibit in Science & Education Building. Noted medical authorities will speak.

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

6:30 P.M.—"Flag of the Day"—Notre Dame. Flag lowering ceremonies in

Court of Sport. Walter O'Keefe, master of ceremonies. Head coach Elmer Layden and others will speak.

—Buffet supper for distinguished guests participating in dedication of "Rebuilding of Human Lives" exhibit in Professional Club of Science & Education Building.

7:00 P.M.—Saskatoon Girls' Pipe Band and Dagenham Girl Pipers dinner at Merrie England followed by special performance by both bands.

7:30 P.M.—University of Notre Dame dinner at Sulgrave Club, Merrie England.

8:00 P.M.—"Gentlemen Prefer Blondes" dinner and dance for invited guests at National Advisory Committees Building.

—Mt. Olivet Baptist Church Choir concert in Court of Peace.

9:00 P.M.—Federal Civic Orchestra broadcast from New York City Building.

—Drum and Bugle Corps drill by Polish Falcon Fife, Drum and Bugle Corps in the Amusement Area.

9:30 P.M.—"From Clav to Steel," symphony of water, light, flame, fireworks and music, Lagoon of Nations.

10:00 P.M.—Jitterburg contest at Midway Inn.

10:15 P.M.—Men of Mars Night: Lights out for mock battle between Men of Mars attack men of Earth—fireworks, airplanes, guns and stuff.



## Vet Oil Men Celebrate At Fair

Oil men who have been associated with the petroleum industry for 25 years and more will gather for a reunion on the Petroleum Industry Exhibit Roof at the World's Fair today at 1 P.M.

The reunion will be in the form of a luncheon tendered to the Twenty-Five Year Club, by the Petroleum Industry Exhibition. Thomas H. Taylor, president of the Petroleum Industry Exhibition, will preside.

Among those who are expected to attend are: Otto Donnell, president, Ohio Oil Co., who has been associated with the petroleum industry for 33 years; John S. Cordell, vice-president, Cities Service Oil Co., associated with the petroleum industry for 25 years; O. D. Robinson, president, Republic Oil & Refining Co., associated with the petroleum industry for 38 years; Frank Mott, assistant chairman, Standard Oil of N. J., associated with the petroleum industry for 36 years; W. H. Dodge, vice-president, Texas Co., associated with the industry for 35 years and Roy B. Jones, president, Panhandle Refining Co., who has been associated with the industry for 27 years.

## Belgian Fare Excels

Belgian skill in the art of preparing and serving excellent food and drink is demonstrated at the restaurant in the Belgian Pavilion, International Area.

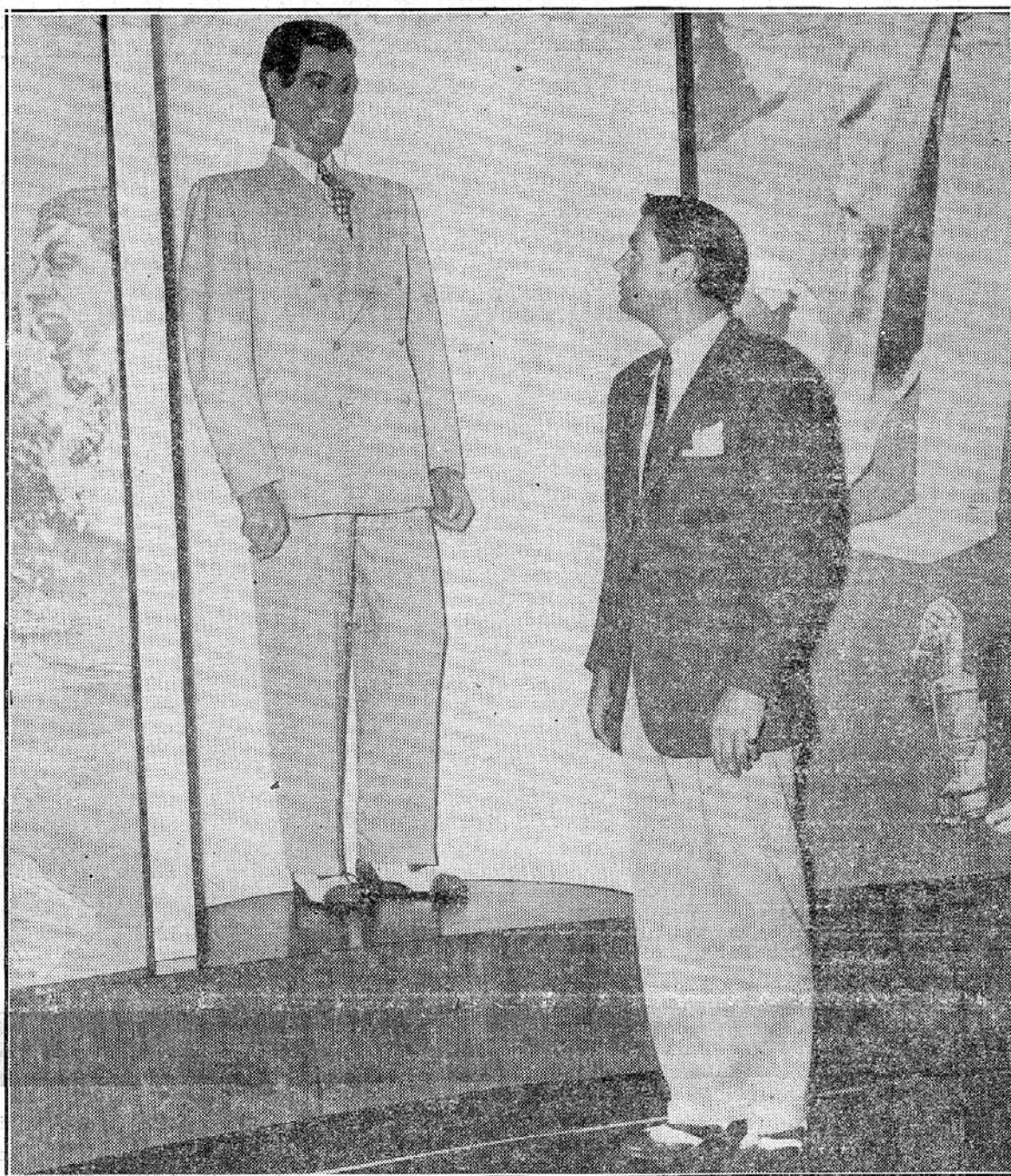
The restaurant seats 600 persons its decorations and equipment represent Belgium at her best.

Those who have not visited Belgium may now anticipate the pleasure of sampling the foods for which she is famous. Luncheon, afternoon tea, and dinner are served at prices regulated to please both the modest and the opulent purse. Well-trained waiters not only serve good food from the kitchen, but explain to enquiring visitors the charm of Belgian cuisine.

Managed by Messrs. Lion and Mercier, both veterans in the art of catering to international exhibitions, the Belgian restaurant fulfills all expectations.

In the exhibit of Holland, a large animated relief map demonstrates the age-old struggle by which much of the country was wrested from the sea. In a truly Dutch atmosphere, visitors may make a comprehensive survey of the economic and cultural importance of Her Majesty's empire. In the section devoted to overseas territories a model of Borobudur, greatest of Java's Buddhist monuments, is displayed.

## TARZAN AT THE MAN BUILDING



It may seem a far "cry" from the jungle Tarzan to the well-dressed sportsman gazing at his replica in the Man Building. Johnny Weismuller, the "champ of swim," visited the Hall of Champions there on the invitation of Wallach's Inc. and Hart Schaffner & Marx

## FAIR-O-GRAPHS

The far-famed A and I singers from Nashville, Tenn., give a choral concert in Equitable Life's Gardens, at the Fair at 4 P.M. today.

Composed of teachers, preachers, and other. This negro group is identified with the Agricultural and Industrial College of Nashville.

Recognized as one of the leading groups of choral singers, the A & I chorus has been on an extensive "request" tour and has sung before many and varied audiences. Their concert today at the World's Fair will be followed by another at Columbia University.

Six thousand tropical plantings from the Everglades, together with orange trees and palms, have helped to create a realistic Florida exhibit on the shore of Fountain Lake. Here may be seen colorful cabanas and flowers and trees typical of the southern coast.

Edward H. Putz is very anxious to dispel the popular illusion about the "buggy" operators at the Fair cleaning up. He had a drunk the other day who refused to pay and refused to rise—till Ed called a cop.

Though a bit lax on war debts, foreigners are the best tippers, he says. Witness the Frenchman who gave Ed \$7.50 and said that the French Pavilion is the best at the Fair.

The blurb from the GE publicity chief Dinsmore explains that the timbers split to kindling by the big thunder bolt down there—

### MINICAM ENTHUSIASTS

Your 35 mm. Negatives Developed \$1.50 in Ultra Fine Grain Formula . . . 3 1/2 x 5 Enlargements of Entire 36 Exposure Roll . . . A Fine Quality Service at a Very Reasonable Price. Bring Film or Write for Free Mailing Bag. Dept. F, 130 W. 46th St., New York City

**FOTO Graphic SERVICES**  
RECORD PHOTOGRAPHY SERVICE

If laid end to end would be "higher" than the Tylon in Mr. Whalen's theme centah. Mighty close to a mixed metaphor. For a real stunt, we suggest he try piling them up end to end. Maybe he can prove it.

### THE ONLY RETAIL SHOE STORE AT THE FAIR



AT THE FAIR OR ANY OF THE OTHER 6 STORES LISTED BELOW

**MATCHING ACCESSORIES**  
Lovely Bags and Gloves  
**MOJUD HOSIERY Exclusively**

**AUTHORIZED RETAIL STORES**  
MANHATTAN—35 EAST 14th ST.  
BROOKLYN—902 FLATBUSH AVE.  
BROOKLYN—1618 KINGS HIGHWAY  
BROOKLYN—1613 FIFTH AVENUE  
JAMAICA—164-04 JAMAICA AVE.  
ASTORIA—33-38 STEINWAY ST.  
ALL STORES OPEN EVENINGS

## Softball Team "Plays" Fair All Star Girls'

Eighteen representatives from the Southwest—the Arizona Caneloupe Queens—are taking a thorough look-see at the World of Tomorrow today.

In their colorful western costumes, the lassies will be noticed easily on the grounds. When the selecting was done to see who would make the long trek east, the promoters had beauty as well as ability as the necessary requisites.

At 3 P.M., a reception is tendered the team by the Arizona Commission at the Arizona Exhibit with Mary D. Spalding as hostess.

Managing the girl diamond nine is Charles Fowler.

Copies of TODAY AT THE FAIR make good souvenirs.

## MUSIC FOR YOUR EXHIBIT

Finest, most modern service by special telephone wire. Programs suitable for each hour of the day. Reasonably priced.

### Telemusic, Inc.

160 East 56th Street  
New York

Telephone: Plaza 8-2100

TO KNOW YOUR  
WORLD'S FAIR  
DIAL 1500 Kc  
**W W R L**

MONDAY TO FRIDAY,  
1:30 — 1:45 P.M.

**HIGHLIGHTS**  
of the  
**WORLD'S FAIR**

EVERY TUESDAY, 9:30 — 10 P.M.

**OFFICIAL**  
**'WORLD'S FAIR QUIZ'**  
in the  
**Communications Bldg.**

Contestants & Studio  
Audience Invited

WRITE TO WWRL  
RADIO HEADQUARTERS  
NEW YORK WORLD'S FAIR  
**WIN A PRIZE**

## EXPRESS BUSES TO FAIR!

Leave Every Few Minutes

COOL  
and  
AIRY

RELAXING  
and  
SPEEDY

**25¢**

**FAIRWAY BUS TERMINAL**  
50th St., between 6th and 7th Aves.  
Buses to N. Y. till 2 A.M.—North Corona Gate

Make your trip to the World's Fair a complete success by using a FAIRWAY BUS

## Whalen Says:

The interest youth is taking in the Fair is the best indication that the Fair will leave its mark in history.



*James Whalen*

President of the Fair Corporation.

SEE **Coca-Cola**  
Bottled at the Fair  
**FOOD SOUTH BLDG.**  
LINCOLN SQUARE



## 9 A.M.

9:00—Gates open.

## 10 A.M.

10:00 A.M.—Exhibits open.

Elektro, the mechanical man, in Westinghouse Bldg.

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

Circulation and heartbeat demonstrations, Aetna Life Exht.

Marionette show, Libby, McNeill &amp; Libby Exht.

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

Television show, RCA Exhibit.

10:20 A.M.—"Writer's Cramp," A. B. Dick Co. Exht.

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

"Pete Roleum and His Cousins," Petroleum Bldg.

"Railroads at Work," Railroads Bldg.

First 3-dimensional polaroid movie, Chrysler Bldg.

Fire drill show, N. Y. City Bldg.

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

## 11 A.M.

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

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

Elektro, the mechanical man, in Westinghouse Bldg.

Feeding time for quail, Georgia Bldg.

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

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

Marionette show in Libby, McNeill &amp; Libby Exht.

Carillon concert, Florida Tower. (Amusement Area.)

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

Guided tour, Contemporary Arts Bldg.

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

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

"Railroads at Work," Railroads Bldg.

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

Television show, RCA Exhibit.

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

"Pete Roleum and His Cousins," Petroleum Bldg.

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

Puppet demonstration, W. P. A. Bldg.

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

11:45 A.M.—"Miracle Plymouth," the talking car, Chrysler Bldg.

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

## 12 Noon

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

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

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

Singing Fountains, Firestone Exht.

Talks in Temple of Religion. (Sun.)

"Railroads at Work," in Railroads Bldg.

Elektro, the mechanical man, in Westinghouse Bldg.

Jimmie Lynch and Death Dodgers at Goodrich Arena.

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

Circulation and heartbeat demonstrations in Aetna Life Exht.

Marionette show in Libby, McNeill &amp; Libby Exht.

"Previews of Progress" in General Motors Bldg.

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

Carillon concert, Florida Tower.

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

Guided tour, Contemporary Arts Bldg.

Television show, RCA Exhibit.

Puppet demonstration, W. P. A. Bldg.

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

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

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

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

"Railroads on Parade," Railroads Bldg.

Fire drill show, N. Y. City Bldg.

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

"Railroads at Work," Railroads Bldg.

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

## 1 P.M.

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

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

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

Elektro, the mechanical man, in Westinghouse Bldg.

Marionette show in Libby, McNeill &amp; Libby Exht.

"Previews of Progress" in General Motors Bldg.

Silk reeling demonstration, Japanese Pavilion.

"Railroads at Work," Railroads Bldg.

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

Sue Hastings' marionettes, Standard Brands Bldg.

Carillon concert, Florida Tower. (Amusement Area.)

Swedish motion picture, Swedish Pavilion.

Finnish travelogue movies, Finnish Pavilion.

Television show, RCA Exhibit.

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

Madrigal Singers, W. P. A. Bldg.

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

1:30 P.M.—Geo. L. Hossfield in typewriting speed demonstration, Underwood Elliott Fisher Exht.

"The City," Science &amp; Education Bldg.

Milking time for cows, Electrified Farm.

Dagenham Pipers, Punch and Judy Show, Merrie England.

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

George Rector gives food demonstrations and lectures, Gas Bldg.

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

Federal Knickerbocker Orchestra, W.P.A. Bldg.

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

1:45 P.M.—"Miracle Plymouth," the talking car, Chrysler Bldg.

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

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

"Railroads at Work," Railroads Bldg.

## 2 P.M.

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

Jimmie Lynch and Death Dodgers in Goodrich Arena.

"Railroads on Parade" pageant, Railroads Bldg.

Police Band concert at N. Y. C. Bldg. (Tues. &amp; Thurs.)

News dispatches, Internat'l Business Machines Exht.

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

Marionette show in Libby, McNeill &amp; Libby Exht.

"Previews of Progress" in General Motors Bldg.

Sue Hastings' marionettes, Standard Brands Bldg.

Guided tour, Contemporary Arts Bldg.

Carillon Concert, Florida Tower. (Amusement Area.)

Ernest Wolff's Puppet Opera, Gas Bldg.

French moving pictures, French Pavilion.

Television show, RCA Exhibit.

Baby bathing demonstration, Metropolitan Life Exht.

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

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

"The City," movie, Science &amp; Education Bldg.

"Land of Liberty," movie, Federal Bldg.

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

Dagenham Pipers, Merrie England.

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

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

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

Silk reeling demonstration in Japanese Pavilion

"Railroads at Work," Railroads Building.

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

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

Fire drill show, N. C. City Bldg.

George Rector gives food demonstrations and lecture, Gas Bldg.

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

2:45 P.M.—"Miracle Plymouth," the talking car, Chrysler Bldg.

Puppet demonstration, W. P. A. Bldg.

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

## 3 P.M.

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

Folk dancers and singers, Swiss Pavilion. (Daily exc. Mon.)

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

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

Elektro, the mechanical man, in Westinghouse Bldg.

Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Marionette show in Libby, McNeill &amp; Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

Sue Hastings' marionettes, Standard Brands Bldg.

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

Television show, RCA Exhibit.

Documentary movies, Science &amp; Education Bldg.

Guided tour, Contemporary Arts Bldg.

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

Ernest Wolff's Puppet Opera, Gas Bldg.

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

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

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

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

Carillon concert, Netherlands Pavilion.

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

Swiss movie, Swiss Pavilion.

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

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

Typewriting speed demonstration, Underwood Elliott Fisher Exht.

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

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

"Railroads on Parade," Railroads Bldg.

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

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

George Rector gives food demonstrations and lecture, Gas Bldg.

World's Fair Wild West and Rodeo.

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

Carillon concert at Netherlands Pavilion.

Typewriting speed demonstration, Underwood Elliott Fisher Exht.

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

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

## 4 P.M.

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

Circulation and heartbeat demonstrations, Aetna Life Exhibit.

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

Marionette show in Libby, McNeill &amp; Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

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

Elektro, the mechanical man, in Westinghouse Bldg.

Folk dancers and singers, Swiss Pavilion. (Daily exc. Mon.)

"Bowling Green Follies," Old New York. (Weekdays.)

Jimmie Lynch and Death Dodgers in Goodrich Arena.

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

Silk reeling demonstration in Japanese Pavilion.

Sue Hastings' marionettes, Standard Brands Bldg.

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

"Railroads at Work," Railroads Bldg.

French moving pictures, French Pavilion.

Documentary Movies, Science &amp; Education Bldg.

Television show, RCA Exhibit.

Guided tour, Contemporary Arts Bldg.

Movies, with music, Finnish Pavilion.

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

Ski jumping, Sun Valley (Amusement Area.)

Documentary movies, Science &amp; Education Bldg.

4:20 P.M.—"Writer's Cramp," at A. B. Dick Co. Exhibit.

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

4:30 P.M.—Swiss folk dancers and singers in Swiss Pavilion.

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

Swiss movie, Swiss Pavilion.

Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

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

Ice skating show, Sun Valley (Amusement Area.)

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

Pottery throwing demonstration, New York State Bldg.

Fire drill show, N. C. City Bldg.

Recreational activities, W. P. A. Bldg.

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



# AROUND THE CLOCK TODAY AT THE FAIR

Punch and Judy Show, Merrie England.

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

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

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

"Railroads at Work," Railroads Bldg.

## 5 P.M.

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

Sue Hastings' marionettes, Standard Brands Bldg.

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

Elektro, the mechanical man, in Westinghouse Building.

Feeding time for animals on Firestone Farm.

Marionette show in Libby, McNeill & Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

Carillon concert at Netherlands Pavilion.

"Railroads on Parade" pageant, Railroads Bldg.

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

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.

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

Swedish motion picture, Swedish Pavilion.

The "Hot Mikado," Hall of Music.

Folk dancers and singers, Swiss Pavilion. (Daily exc. Mon.)

Television show, RCA Exhibit.

Documentary movie, Science & Education Bldg.

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

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

Ski jumping, Sun Valley (Amusement Area.)

"Land of Liberty," music, Federal Bldg.

Recreational activities, W. P. A. Bldg.

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

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

Billy Rose Aquacade. (Amusement Area.)

Swiss movie, Swiss Pavilion.

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

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

Feeding time for quail, Georgia Bldg.

Silk reeling demonstration in Japanese Pavilion.

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

Orgatron concert, Florida Bldg.

"Railroads at Work," Railroads Bldg.

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

Documentary movies, Science & Education Bldg.

George Rector gives food demonstration and lecture, Gas Bldg.

Baby bathing demonstration, Metropolitan Life Exh't.

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

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

"The City," Science & Education Bldg.

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

## 6 P.M.

**6:00 P.M.**—Twilight Hour, Temple of Religion.

Jimmie Lynch and Death Dodgers in Goodrich Arena.

Elektro, the mechanical man, in Westinghouse Bldg.

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

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

Circulation and heartbeat demonstrations in Aetna Life Exhibit.

Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

Marionette show in Libby, McNeill & Libby Exhibit.

"Previews of Progress," General Motors Bldg.

Milking time for cows on Firestone Farm.

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

"Men of the Alps," Science & Education Bldg.

French moving pictures, French Pavilion.

Television show, RCA Exhibit.

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

Baby bathing demonstration, Metropolitan Life Exh't.

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

Ice skating show, Sun Valley (Amusement Area.)

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

"Railroads at Work," Railroads Bldg.

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

**6:30 P.M.**—"Pete Roleum and His Cousins," movie, Petroleum Bldg.

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

Pipe organ concert in Netherlands Pavilion.

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

"The City," Science & Education Bldg.

Pottery throwing demonstration, New York State Bldg.

Ernest Wolff's Puppet Opera, Gas Bldg.

Fire drill show, N. Y. City Bldg.

Wild West and Rodeo, Amusement Area.

Federal Manhattan Band, W.P.A. Bldg.

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

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

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

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

Ski jumping, Sun Valley (Amusement Area.)

Federal Knickerbocker Orchestra, W. P. A. Bldg.

## 7 P.M.

**7:00 P.M.**—Hejnal—historic Polish horn call—at Polish Pavilion.

Fire demonstrations, Aetna Life Exhibit.

Folk dancers and singers, Swiss Pavilion. (Daily exc. Mon.)

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

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

Sue Hastings' marionettes, Standard Brands Bldg.

Marionette show in Libby, McNeill & Libby Exhibit.

"Previews of Progress" in General Motors Bldg.

Brooks Steele orchestra and the Hungry Five Band, Ballantine's Inn.

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

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

Elektro, the mechanical man, in Westinghouse Bldg.

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

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

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

Symphony Hour (Sibelius' recordings), Finnish Pavilion.

Television show, RCA Exhibit.

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

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

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

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

Swiss movie, Swiss Pavilion.

Folk dancers and singers, Swiss Pavilion. (Daily exc. Mon.)

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

Swiss folk dancers and singers in Swiss Pavilion.

Silk reeling demonstration, Japanese Pavilion.

Singing Fountains in Firestone Bldg.

Orgatron concert, Florida Bldg.

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

Ice skating show, Sun Valley (Amusement Area.)

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

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

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

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

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

Recreational activities, W. P. A. Bldg.

## 8 P.M.

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

Elektro, the mechanical man, in Westinghouse Bldg.

Carillon concert at Belgian Pavilion.

Folk dancers and singers, Swiss Pavilion. (Daily exc. Mon.)

Sue Hastings' marionettes, Standard Brands Bldg.

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

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

Jimmie Lynch and Death Dodgers in Goodrich Arena.

Circulation and heartbeat demonstrations in Aetna Life Exhibit.

Marionette show in Libby, McNeill & Libby Exhibit.

Carillon concert, Florida Tower. (Amusement Area.)

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

"Previews of Progress" in General Motors Bldg.

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

Chinese revue, Chinatown Cafe, Old New York.

Moving pictures, Finnish Pavilion.

Television show, RCA Exhibit.

Federal Knickerbocker Orchestra, W. P. A. Bldg.

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

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

Ski jumping, Sun Valley (Amusement Area.)

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

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

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

World's Fair Wild West & Rodeo (Amusement Area.)

Singing Color Fountains in Firestone Bldg.

Billy Rose Aquacade. (Amusement Area.)

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

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

Carillon concert, Netherlands Pavilion.

Wild West and Rodeo (Amusement Area.)

The "Hot Mikado," Hall of Music.

Singing Color Fountains, Firestone Exhibit.

Fire drill show, N. Y. City Bldg.

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

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

Wild West and Rodeo.

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

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

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

## 9 P.M.

**9:00 P.M.**—Elektro, the mechanical man, 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.

"Previews of Progress" in General Motors Bldg.

Milking time for cows, Electrified Farm.

Typewriting speed demonstration, Underwood Elliott Fisher Exhibit.

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

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

Moving pictures, Finnish Pavilion.

Television show, RCA Exhibit.

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

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

**9:20 P.M.**—"Sacrificio," Cuban Village. (Amusement Area.)

Ski jumping, Sun Valley (Amusement Area.)

**9:30 P.M.**—Lagoon of Nations spectacle, symphony of water, light, flame, music.

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

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

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

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

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

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

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

Ice skating show, Sun Valley (Amusement Area.)

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

## 10 P.M.

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

Fireworks on Fountain Lake.

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

Wild West and Rodeo (Amusement Area.)

Billy Rose Aquacade.

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

## 11 P.M.

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

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

## 12 Midnight

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

Ski jumping and ice skating show, Sun Valley.

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

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

## Today at the Fair

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

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

THOS. R. GARDINER  
Business Manager  
Advertising and business office:  
33 West 42d Street  
Telephone CHICKERING 4-5570

KATHRYN MADDREY  
Editor

Editorial office: Room 149, Administration Building, New York World's Fair  
Telephone: World's Fair 6-1212  
Ext. 40 and 41

Subscription rates by mail:  
Monthly, \$1.75



# PHOTOGRAPHING THE WORLD'S FAIR

## Fair Offers Good Rural Shots

Right in the World of Tomorrow is a perfect opportunity, to get full-fledged farm and barnyard pictures—at the Firestone Farm in the Transportation Area.

In a space of about two acres, there is a shady lane, a back pasture, a babbling brook, windmill, farmhouse and a complete complement of farm stock, including ducks, geese, chickens, turkey, cows, goat, a horse and some sheep. All of which seem to be cognizant of the fact that they are good picture-material, and happy to pose.

Best picture of all is genial Hank Breckenridge, a real dirt farmer who is shepherding this flock as a vacation, and having a good time. Aside from Hank and the animals, the most striking feature of this exhibit is the 30-foot mural that encloses the setting.

Best shots: Stand on the little bridge and point your camera at the farmhouse, getting a little lane in the foreground. The mural will blend in with the foreground perfectly, and you will have a nice country scene.

Stand on the bridge and shoot up the babbling brook, in either direction; particularly if you can get some ducks, geese, or chicks to pose. Don't get the sun-reflection in the water in the late afternoon.

Stand at the big gate and focus on the windmill, stooping down, particularly if you can get Hank and some of the animals in to the scene.

Feeding-time on the farm is 5 P.M. There are always some good shots around that time.

## PHOTOGRAPHS OF THE FAIR!

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

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

### PHOTOGRAPHIC CONTEST EVERY WEEK

Information and Entry Blanks at Underwood Store or Exhibit

STUDIO—Communications Building  
STORES—Communications Building and Constitution Mall adjoining Heinz Dome

**UNDERWOOD & UNDERWOOD**  
Official Photographers

### INFORMATION, PLEASE!

While TODAY AT THE FAIR cannot undertake to answer correspondence relative to camera questions, the staff of **Better Photography Magazine** has kindly volunteered to render assistance to help you get better pictures at the Fair.

Daily at 2:30 P.M., either A. J. Lockrey, editor of **Better Photography**, or a member of that magazine's editorial staff, will be at the Constitution Mall store of Underwood & Underwood where he will be glad to help solve any photographic problem you may have.

## Famous Ship Feature of Fair Exhibit

Gone are the days when ships with wings of canvas carried America's flag around the world, but true to old Yankee tradition, the New England exhibit features a replica of the type of vessel that made this country famous through the maritime world.

The tall masts and yards of the good ship "Yankee" lured us to the Court of States. We mounted a gangway to her decks, the smell of hempen cordage and Stockholm tar strong in our nostrils, our minds filled with visions of the sea and ships in the days before steam hunted sail from the face of the deep.

Below in her after cabin, we met her stand-by captain—Lou Sylvia, seaman born, scion of an old family of New Bedford whalers. Just a young fellow Lou is, with sparkling eyes and a friendly manner typical of men who have the salt in their blood.

"Of course, she ain't a real ship," Lou explained, "just a reproduction of the 'Ohio,' a three-masted full-rigger, launched at Kingston, Mass., in 1830." But we could tell that he liked her. "Want to see my daily log?" His eyes lit up.

This is what we read: "The day came in with fresh south winds, and a strange bearded lubber who insisted that this old vessel has no bottom. While spitting to windward, he demanded to see the hawsepipes and was quite put out when he found no horses. Demanded to see the cat and fish, and couldn't understand how we could 'cat and fish' the anchor without 'em. Still insistent about the Yankee's bottom. Wonder what he'd have said if I'd told him there were three tops—fore, main, and mizzón?"

## Remington Rand Welcomes you!

at the  
**BRIDGE OF WINGS**  
ELECTRICAL PRODUCTS BLDG.  
**REMINGTON RAND Hall**

## Snapshot Contest Drawing To Close

The third of the monthly Ford Motor Contests closes on the last of this month which just barely leaves camera fans time to make a number of good shots, get them finished and printed, and entered in the contest.

First prize is a new Ford Fordor sedan, and there are many other substantial cash prizes.

There are no restrictions or special requirements, no box-tops to worry about. The only requirement is that the picture shall show all or a recognizable part of the Ford exhibit.

E. M. Ludlam, conductor of the Better Photography Magazine World's Fair Camera Tours, which makes a daily tour of the Fair grounds with amateur camera fans in tow offers the following suggestions as to how to make prize-winning photographs for this contest:

"Evidently, the Ford people mean what they say about showing a 'recognizable part,' of the Ford exhibit, judging from the prize-winning pictures so far published, and photographers should bear this in mind when composing their pictures.

The first prize winner in the May contest is an excellent deep-focus shot of the loading platform with a strong cloud formation, the feature of the picture being the fact that the Ford, Lincoln and Zephyr flags are flying wide open and easily readable. This is not a particularly beautiful composition from the standpoint of 'art,' but it shows what the Ford people want and how prizes will be awarded, and that is the important thing.

"The best shots of this type I can suggest are (1) from the left of the exhibit as you approach it, with these flags and the Theme Center in the background (2) various views of the front of the building with the Iron Man, the V-8 or the flags prominent and plenty of clouds, (3) a shot of the building from the Aviation statue, including the word FORD in the picture, and various interior views definitely including some identifying trademark. Don't skip the trademark, no matter how pretty the picture looks without it.

## French Food Wins Renown

Le Restaurant Francais in the French Pavilion at the World's Fair has become justly famous. People talk about it. No one disputes the pre-eminence of French cuisine, as exemplified by this restaurant which seats 350 persons.

Long before the Fair opened, the sponsors agreed with Governor General Olivier, High Commissioner for French Participation, that the Fair restaurant should be an exact replica of a typical Parisian restaurant of the finest class. Today, visitors are able to dine here in an atmosphere truly reminiscent of the Rue Royale or the Avenue de l'Opera: same cuisine, same wines, same personnel, same charm. They may enjoy dishes for which France is world renowned.

## CONTINUOUS PROGRAM

(Unless otherwise noted, these entertainments features run more or less 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. "Voices of the Visitors," voice reproduction demonstration.

### Borden Exhibit:

Cows being milked on the Rotolactor.

### Chrysler Building:

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

### Coca Cola:

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

### Consolidated Edison Building:

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

### Perisphere:

"Democracy," the city of the future.

### Maison Coty:

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

### duPont Building:

"Wonder World of Chemistry." The Tatterman Marionettes. (Continuous from 10:45 A.M.)

### Eastman Kodak:

"Cavalcade of Color"—beautiful Kodachrome pictures projected on the world's longest screen. Also photographic information, demonstrations, and garden for picture taking by visitors. (Continuous from 12 noon to 10 p.m.)

### Electric Utilities Exhibit:

"Forward March of America," the Rocket Room.

### Firestone Building:

Tire manufacturing—one tire turned out every four minutes.

### Ford Building:

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

### General Electric Building:

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

### General Motors:

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

### Glass Center:

Glass blowing and weaving demonstrations. (Half hourly.)

### Goodrich Building:

Guillotine tire test. (Half hourly.)

### Household Finance Exhibit:

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

### Imperial Pearl Syndicate Exh't:

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

### International Business Machines Exhibit:

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

### Jewish Palestine Pavilion:

The Holy Land of Yesterday and Tomorrow, animated diorama.

### Loose-Wiles Biscuit Exhibit:

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

### Lucky Strike Building:

"The Story of Lucky Strike," movie.

### MacFadden Publications:

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

### Medical Soc. of Queens Exhibit:

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

### Medicine & Public Health Bldg.:

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

### National Biscuit Exhibit:

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

### Nyzos Building:

Electric eel producing 500 volts operates electrical devices.

### Petroleum Exhibit:

Actual oil field drilling operations.

### R. C. A. Building:

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

### Timken Roller Bearing Exh't:

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

### U. S. Steel Exhibit:

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

### Westinghouse Building:

"The Battle of the Centuries." Television studio where Fair visitors are telecast.

### Sunbeam Exhibit:

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

### Universal Camera Exhibit:

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

### Wilbert Products Exhibit:

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



## Casino of Nations Restaurant Show Place

In the Communications area, the Casino of Nations restaurant has many unusual features. Sunshine roof, for instance which telescopes back on pleasant days and nights to permit open-air dancing. There are walls of glass which, in good weather, disappear. An orchestra plays soft music from a dais situated over the bar.

Within the Casino 1,500 people can be seated comfortably. Outside, under shady umbrellas, there are accommodations for 350 more.

Besides the excellent food served, an added attraction is the polyglot corps of waiters to care for foreign guests. No matter from what part of the world you hail from, some waiter will understand your wants and attend to them.

## Schaefer Center Popular Spot

At Lincoln Square, the restaurant known as Schaefer Center always seems to be crowded. They say that's because it is a veritable mecca for those who would enjoy typical American foods and foreign dishes at popular prices.

One of its most unusual features is a bar 120 feet long, over which a continuous mural painting tells the story of beer and brewing from earliest times to the present.

## "Sinker" Casino And Palace Unusual

Two unusual eating places, sponsored by the Mayflower Doughnut Corporation, are operated day and night at the Fair—the Doughnut Casino, 300 feet from the Perisphere in the Science and Education Building; and the Doughnut Palace, adjacent to the Parachute Jump in the Amusement area.

The greatly beloved American food product—the doughnut—is the key food specialty of each unit. Mayflower doughnuts are served in 133 different varieties such as cinnamon, wheato, molasses, chocolate, and an endless variety of frosted doughnuts.

In addition, the visitor may enjoy doughnut desserts, such as doughnut a la mode, together with waffles and pancakes, sandwiches and other light refreshments.

## Hot Dog's Flag Flies

(Continued from Page One)

field of Rolls (brown) and Mustard (yellow).

Sponsored by the Childs Company, the Order's outing and Day at the Fair is open to all comers. The front name . . . Frank . . . isn't enough for credentials, however. Our authority for this is the Order's Secretary, Joseph Roll.

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

## MAIL copies to your friends

### OFFICIAL GUIDE BOOK

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

#### ENGLISH EDITIONS

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

#### TRANSLATED EDITIONS

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

### OFFICIAL SOUVENIR BOOK

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

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

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

**Exposition Publications, Inc.**

33 WEST 42nd STREET

NEW YORK, N. Y.

## Where to Eat What You Pay

### RESTAURANTS

**Borden's Dairy World**  
**Casino of Nations (Bar)**  
Outdoor Terrace Restaurant  
Dancing Under the Stars  
**Court of Flame (Bar)**  
Outdoor Garden Restaurant  
Sidewalk Cafe—Entertainment  
**Mayflower Shop**  
Outdoor Garden Restaurant  
**Piccadilly Restaurant & Bar**  
**Schaefer Center (Bar)**  
Largest Bar in the World  
Outdoor Terrace Restaurant  
**Schlitz Palm Garden (Bar)**  
Sidewalk and Restaurant  
Cafeteria  
**Sports Bar Cafe**  
**Three Crowns (Bar)**  
Outdoor Garden Restaurant  
Terrace Service  
**Turf Trylon (Budweiser Bar)**  
Turf Cuisine Service  
Outdoor Garden Restaurant  
**Y.M.C.A.**  
Cafeteria and table service  
Free social rooms, correspondence tables

**Aviation Grill (Bar)**  
Outdoor Terraces Restaurant  
**Aviation Grill Soda Fountain**  
**Beverly Harbor Cafeteria**  
Beer  
**Childs Restaurant (Bar)**  
Outdoor Garden Restaurant  
**Virginia Fried Chicken (Bar)**  
Outdoor Garden

**Albanian (Bar)**  
**Argentine (Mgt. Benito Collada)**  
**Belgian (Bar)**  
Terrace facing Lag'n of Nations  
**Brazilian (Bar) (Dancing)**  
**Brittish Buttery (Bar)**  
Air Conditioned  
Outdoor Terrace  
**Chilean (Bar)**

**Cuban Restaurant (Bar)**  
Dancing & Entertainment  
**Czechoslovakian (Bar)**

**Danish Day Lite (Bar)**

**Finland (Beer)**

**Formosan Tea Room**

**Le Restaurant Francais**  
Bar and Terrace  
**Hungary (Bar)**

**Italian Line—also Bar**  
Air Conditioned—Italian Orch.  
Outdoor Terraces  
**Norway Snack Bar (Bar)**  
**Norwegian Soda Fountain**

**Poland (Bar) (Dancing)**

**Swiss Pavilino Garden (Bar)**  
Entertainment  
**Venezuela (Bar)**

**Ballantine's Three Ring Inn**  
Bar—Entertainment—air conditioned outdoor gardens  
Mgt. Robert J. and Max Eitel  
**Children's World Restaurant**

**Caruso (Bar)**  
Open Air Restaurant  
Affiliated Caruso of N. Y. and Newark  
**Little Miracle Town (Bar)**

**Mayflower Shop**

**Midway Inn (Bar)**  
Dancing & Entertainment  
**Rheingold Inn (Bar)**  
Outdoor Garden Restaurant  
Skating Rink Show

### GENERAL EXHIBIT AREA

LOCATION	DESCRIPTION	Price Range
Borden Bldg.	Sandwiches and Salads	15c to 75c
Park Row	Luncheon Plate Specials	65c up
	Complete Luncheons	75c up
	Complete Dinners	95c up
Gas Industries Bldg.	Luncheon Plate Specials	55c to 90c
Avenue of Patriots	Dinner Plate Specials	70c to \$1.00
	Sandwiches	25c up
Science & Edu. Bldg.	Plate Luncheons and Dinners	40c to 70c
	Sandwiches	10c to 60c
Hall of Fashion and Hall of Special Events	Sandwiches	15c up
	Hot dishes	25c up
	10 oz. glass of beer	10c
Lincoln Square	Special Luncheon	75c
	Dinners	\$1.00 up
	Sandwiches	35c up
Rainbow Ave. near Home Furnishings Bldg.	Restaurant Plate Lunch	50c up
	Cafeteria Plate Lunch	45c up
	Sandwiches	20c to 75c
Lincoln Square	Sandwiches, Special Lunches	
	Dinner	25c to 75c
Swedish Pavilion	Complete Luncheons. Dinners	\$1.75 to \$2.75
	Sandwiches	25c to 60c
Business Systems and Insurance Bldg.	Complete Luncheon	65c
	Complete Dinner	\$1.25
	A la Carte Specialties	35c up
Y.M.C.A. Bldg.	Luncheon Specials	45c to 90c
	Complete Dinners	65c to \$1.00

### TRANSPORTATION AREA

Aviation Bldg.	Plate Specials	45c to 70c
	Hot Sandwiches	35c
Aviation Bldg.	Beverages & Cold Sandwiches	5c to 25c
Near Aviation Bldg.	Sandwiches	15c to 30c
	Hot Dishes	20c to 45c
Railroads Bldg.	Plate Specials	45c to \$1.25
	Sandwiches	20c to 65c
Court of Railways	Plate Specials	50c and 55c
	Fried Chicken Dinner	90c

### INTERNATIONAL AREA

Albanian Section	Complete Luncheons	70c to 90c
Argentine Pavilion	Argentine beef	35c to \$2.00
Belgian Pavilion	Complete Luncheon	\$2.00
	A la carte "Plat du Jour"	\$1.75 up
Brazilian Pavilion	A la carte	\$1.25 to \$2.50
	Complete Dinner	\$3.50
The British Pavilion	Entrees	From 75c
	Sandwiches	From 25c
	Salads	From 30c
Chilean Pavilion	Chilean Plate Specials	40c to \$1.00
	Complete Luncheon	75c
	Complete Dinner	\$1.50
Cuban Section	Plate Specials	40c to \$1.25
	Entrees	60c to \$1.75
Czechoslovakian Pavilion	Complete Luncheon	\$1.00
	Complete Dinner	\$1.50
Danish Section	The Danish Cold Table	\$2.50
	A la carte	\$1.00 to \$2.25
Finnish Section	Finnish Sandwiches	30c to 35c
	Special Hot Dishes	65c to 85c
Japanese Pavilion	Crab Meat Salad	40c
	Tea and Rice Cakes	20c & 25c
French Pavilion	A la carte entrees	\$1.60 to \$2.25
French Pavilion	Sandwiches	40c to 90c
Hungarian Pavilion	Complete Luncheon	\$1.15
	Complete Dinner	\$2.10
Italian Pavilion	Luncheon	\$3.00
No tipping—all prices include service charge.	Also a la carte entress	\$1.50 to \$2.00
Norwegian Pavilion	Dinner entrees	\$1.75 to \$2.50
Norwegian Pavilion	A la carte Specialties	15c to 25c
	Plate Specials	40c & 45c
	Beverages and Ice Cream	10c to 25c
Polish Pavilion	Complete Luncheon	\$1.25
	Complete Dinner	\$2.00
Swiss Pavilion	Complete Luncheons	\$1.50 to \$2.00
	Complete Dinners	\$2.00 to \$3.00
Venezuelan Pavilion	Special Luncheon	75c

### AMUSEMENT AREA

Times Square	Special Luncheon	75c
Bar—Entertainment—air conditioned outdoor gardens	Complete Dinners	\$1.25 to \$2.00
Mgt. Robert J. and Max Eitel	Cafeteria Entrees	25c to 65c
Children's World	Dinners for Children & Adults	50c to \$1.25
East Loop	Spaghetti	50c
	Chicken and Spaghetti	85c
	Other Dishes	45c up
Morris Gest's	Complete Luncheons	50c to 95c
Miracle Town	Complete Dinner	75c
East Loop	Plate Luncheons & Dinners	40c to 65c
	Sandwiches	10c to 60c
	Entrees	50c to 85c
	Cold Plates and Salads	45c to 75c
East Loop	Dinner	From \$1.25
	Supper Specials	From 60c
	Sandwiches	From 25c

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



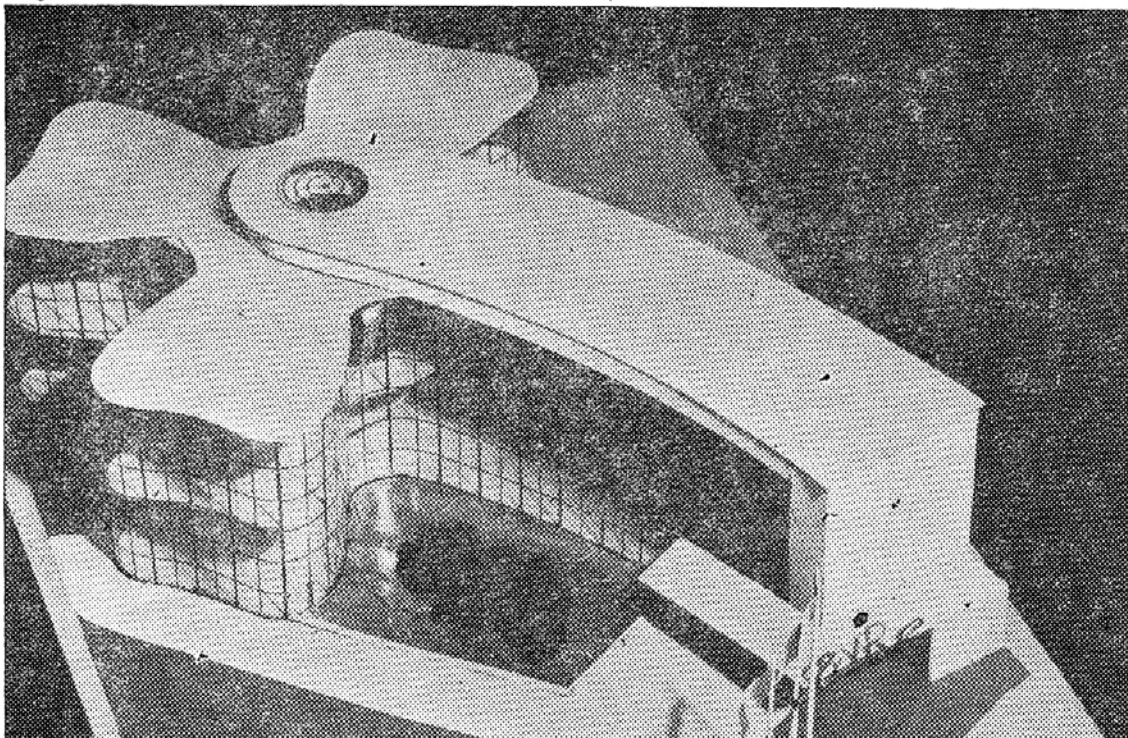
Today's  
Events  
•  
Tomorrow's  
Forecast

# TODAY *at the* FAIR 5¢

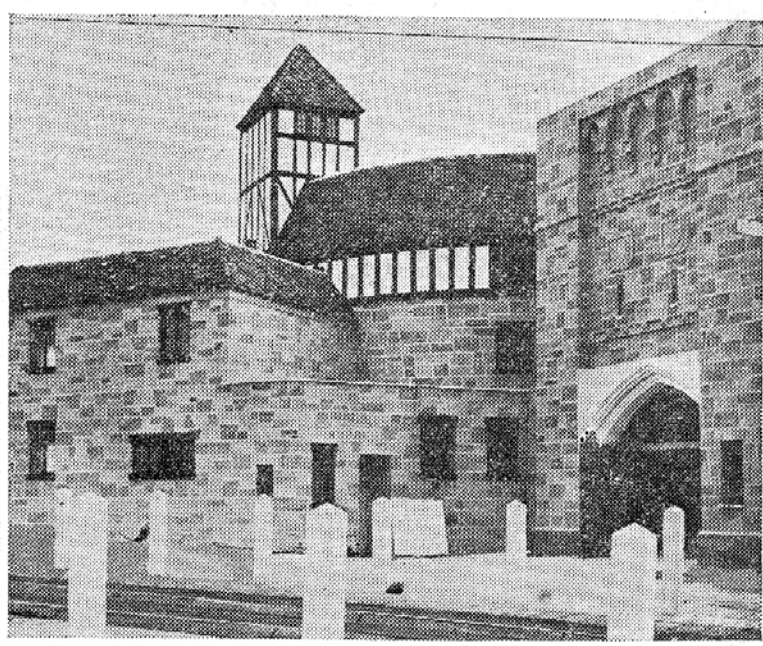
## OFFICIAL DAILY PROGRAM AND WORLD'S FAIR NEWS

Published Every Day \* NEW YORK WORLD'S FAIR 1939 \* Thursday, July 27, 1939... No. 86

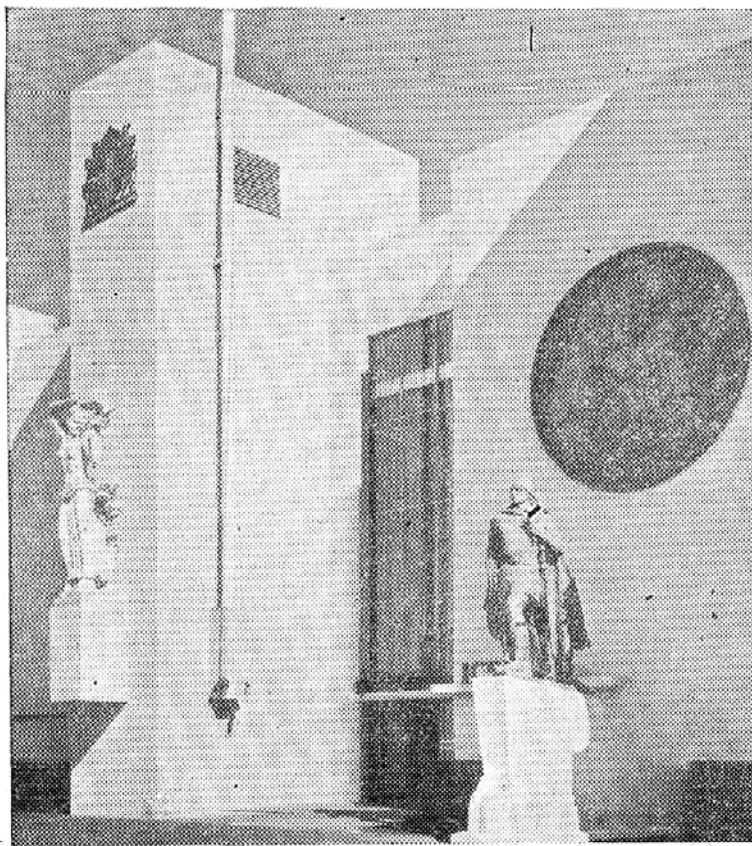
SOME OF EXHIBITS THE IRISH OF NOTRE DAME WILL SEE TODAY:



Ireland's Own Pavilion



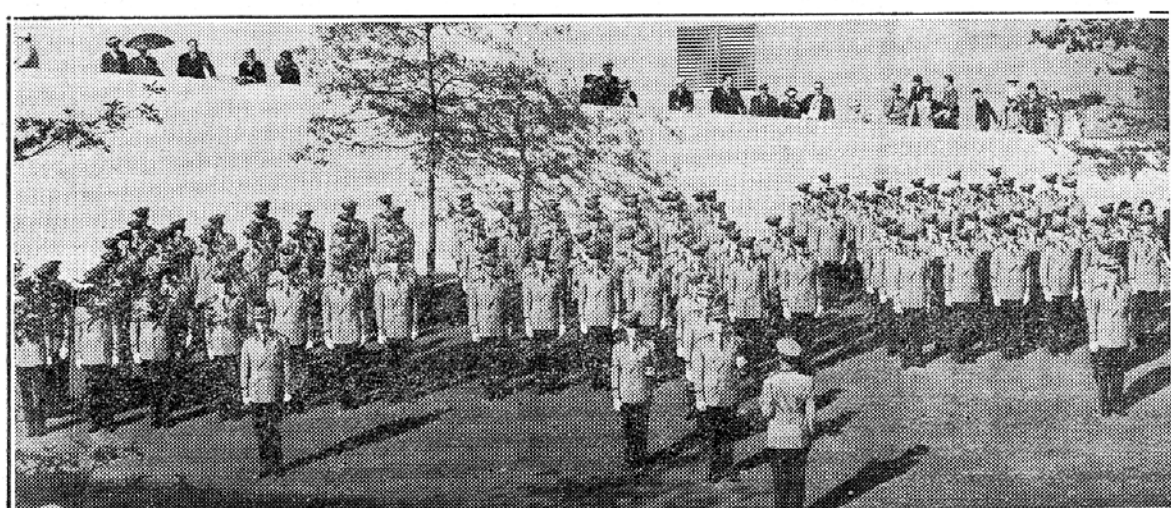
Merrie England, of course



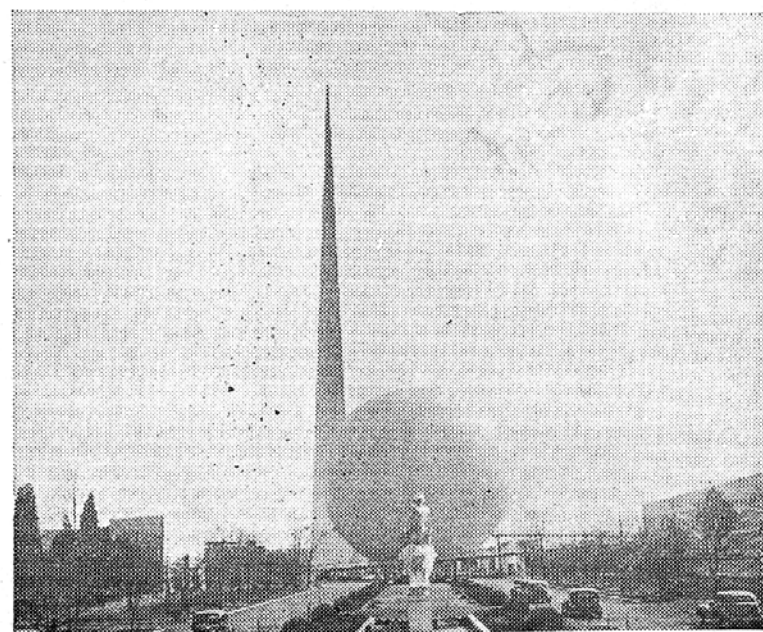
Iceland's Pavilion



The Belgian Pavilion



"The Changing of the Guard"



The Theme Center of the Fair