

Fair of 1939 Will Depict The 'World of Tomorrow'

**\$125,000,000 Plan Approved—Building Will
Start in December—50,000,000 Visitors,
Spending a Billion, Are Expected.**

The board of directors of the New York World's Fair of 1939 met yesterday and formally approved the general plan and theme for the fair as prepared by the board of design. The meeting was held in the executive and administrative offices of the fair in the Empire State Building.

Following this action, Grover Whalen, president of the fair corporation, made public details of the plan for the fair, which is to open on April 30, 1939, on the shore of Flushing Bay in Queens.

The exhibits and amusements, covering an area of 1,216½ acres, keyed to the theme "Building the World of Tomorrow," are being planned with a view to a total investment of \$125,000,000, and are expected to attract 50,000,000 visitors in a year's time, with a daily maximum capacity of 800,000.

Mr. Whalen, while news reels clicked and radio microphones listened, promised that the fair would not only be a "glamorous, fascinating and dynamic" spectacle, but would also be a constructive achievement showing the way to "better living and greater human happiness." When the gates are opened, he predicted, the world would be "astonished."

"Your approval gives us the word 'go,'" he told the directors. "We will immediately start building the greatest international exposition in history. We expect that visitors will come to New York from all

over the world to see it, and that they will place their seal of approval upon it along with that which you have given it today.

He expressed confidence that "more than a billion dollars" would be spent by visitors to the fair in New York in 1939, and that neighboring States also would benefit from automobile traffic to the fair.

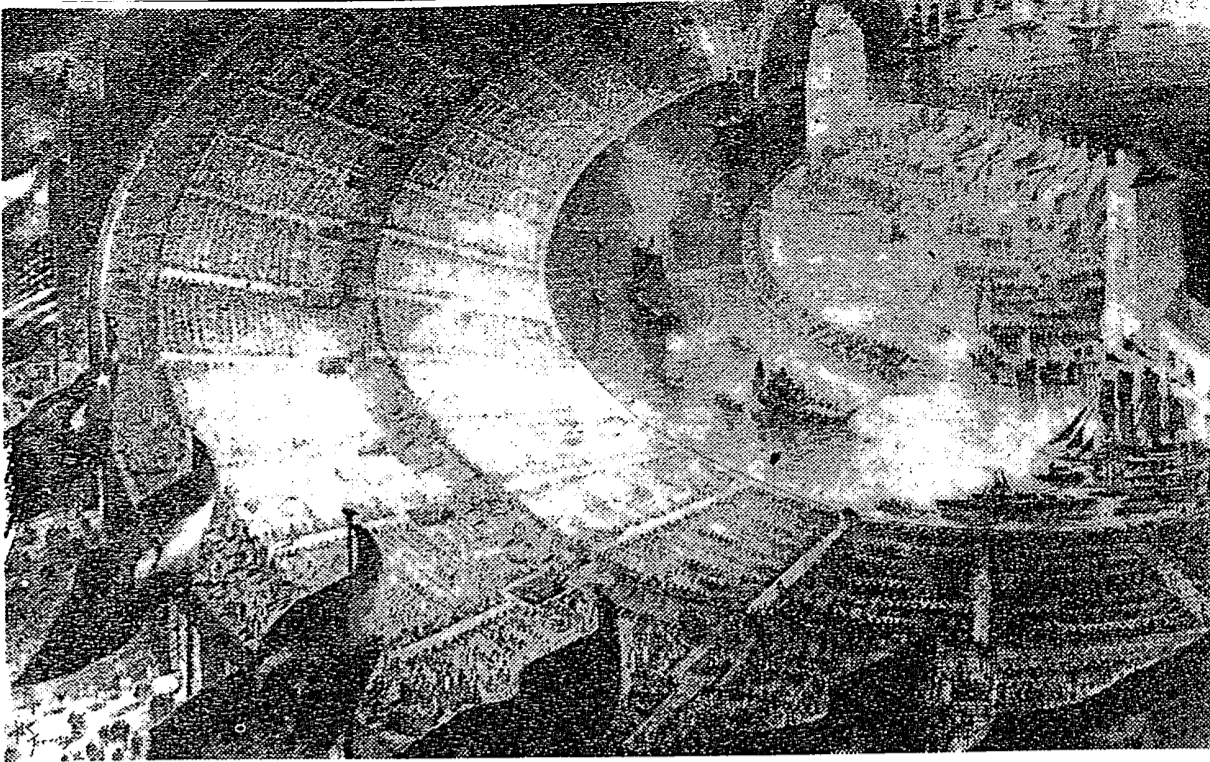
"The theme," Mr. Whalen added, "is the creation of a better and fuller life—the advancement of human welfare. All that has been learned or discovered, or fabricated toward this end in the 150 years since George Washington's first inauguration as President in the City of New York; all that is good and attainable by individuals and communities; all the goods and ideas thus far developed, will be displayed in a connected sequence, so that, seeing what is available to them visitors to the fair may be inspired to work with their fellow-citizens for a more worthy future."

Mr. Whalen showed to the board of directors a miniature model of the fair grounds, explaining that it would be put on public exhibition later.

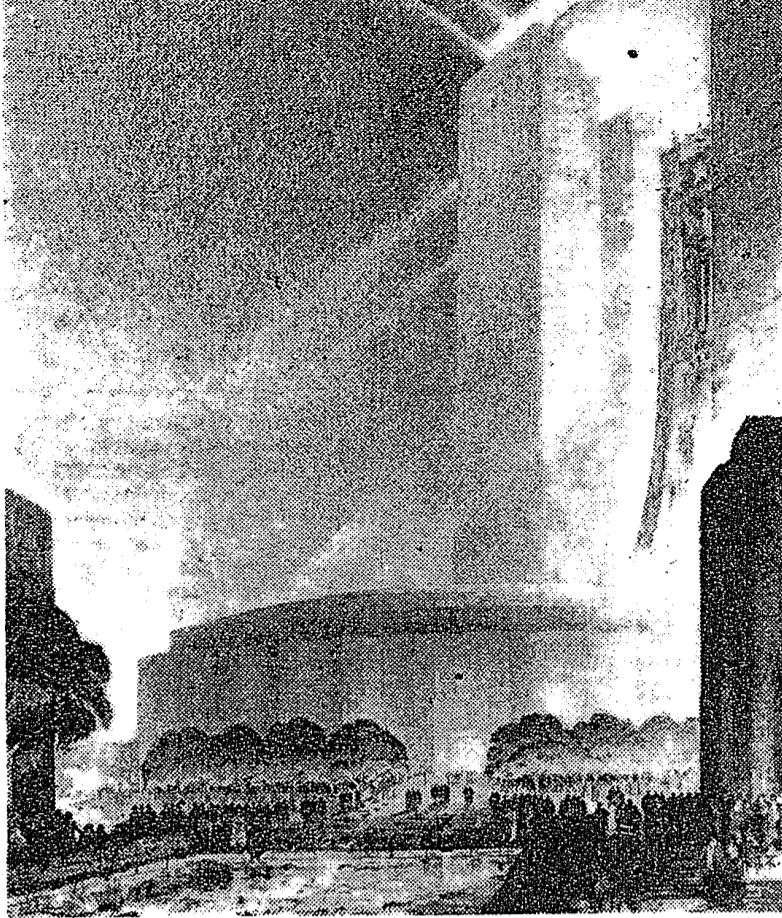
The main core of the fair will contain a central tower, 250 feet high, which will be the tallest building. It is expected that all other buildings will be either one or two stories high.

Connected with the central tower

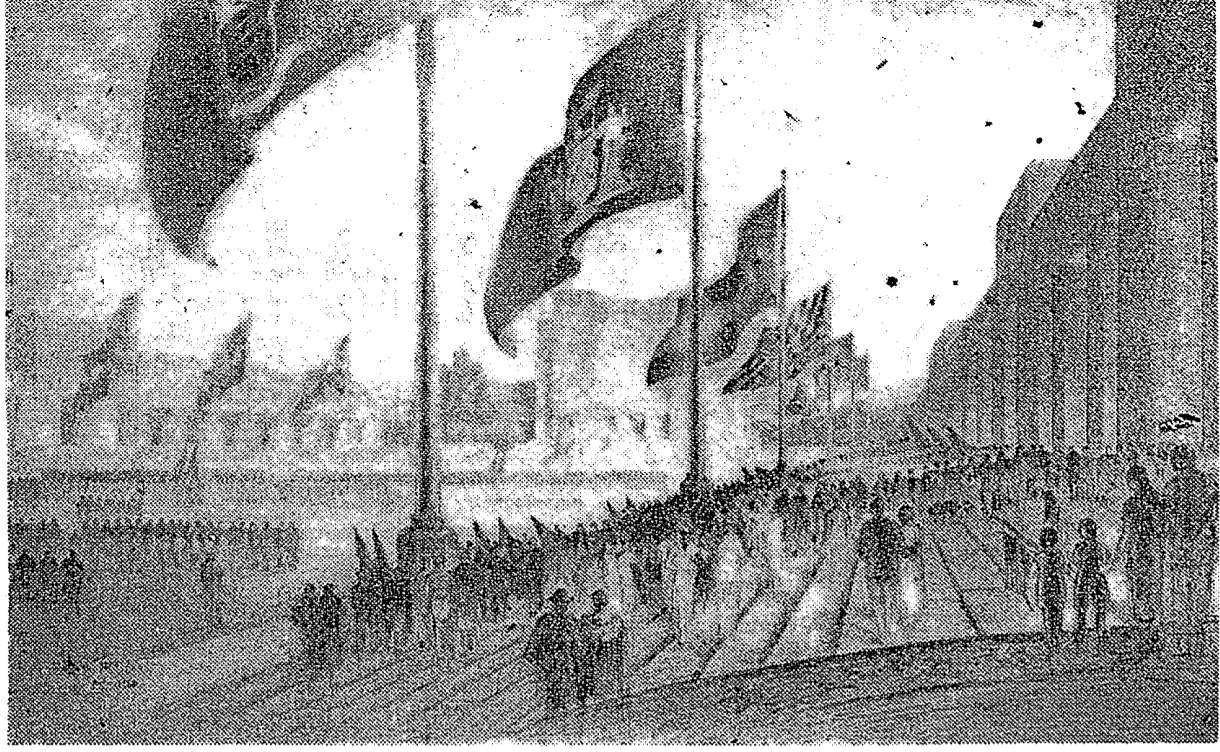
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The huge marine amphitheatre which will be built at the north end of one of the lagoons in Flushing Meadow Park. Visitors will be entertained here with opera, drama, water spectacles and fireworks. It is proposed to have two massive pylons flank the stage, which will be built on a semi-circular island 100 feet offshore. Beneath the grand stand will be a large promenade hall, with various exhibit rooms opening off it.



The massive Theme Tower, 250 feet high, which will dominate the Fair. It will contain a panorama depicting the milestones of the past in the arts and sciences. From its portals broad avenues will radiate to the ten exhibit zones into which the Fair will be divided.



The proposed "Plaza of Governments," where it is intended to welcome distinguished visitors with formal ceremonies and exercises. In the background is the proposed Federal Hall, to the right the Hall of States. Government buildings also will bound other sides of the quadrangle, while the broad flight of steps leading down to the plaza from the buildings will provide fine vantage points for spectators.

FAIR WILL DEPICT 'WORLD TOMORROW'

50,000,000 Visitors, Spending Billion, Expected—Building Starts in December.

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will be a "Theme Building," in which visitors will see a panorama visualizing the "theme" or motive of the fair, which is to show how the tools of today's civilization have been developed in the 150 years since the inauguration of George Washington, and how they are being used to produce a better "world of tomorrow."

The panorama will depict "the movement of goods and ideas between sections and the breaking down of the fences that now wall us in," and will contain a representation of "the interdependence of the various groups, cities, States and nations, the interrelation of urban and rural peoples, and the story of the nation's rise to greater power by reason of its recognition."

Grouped about the central tower will be ten zones in which the main core has been divided. The purpose has been to create "a great new city scientifically planned to make each section stand as part of the whole." The exhibits will be classified and assigned to different sectors.

"Each zone," it was announced, "will carry out the theme in its own way. In each there will be a focal point which will indicate the nature of the zone—clothing, shelter, education, government and co-operation, the arts, the basic industries, health, recreation, sustenance, or public and social services—whatever it is. In these focal points, each one of a different nature, a story of the past and the present may be read, and some idea of the future may be gained."

There will be an army and marine camp, a Boy Scout camp, a Federal building, avenues of trees, shrubbery, lagoons, fountains and benches in the shade, an amphitheatre where pageants, opera and drama will be presented, a hall of nations, a hall of States, a children's village and a large parade ground where official ceremonies can be held on a grand scale.

Foreign Exhibits Promised

All the peoples of the earth will be represented in the exhibits. Many foreign nations and States of the Union have already made known their intention to participate. Both the city and State of New York will have their own buildings.

There will be an amusement center stretching for more than a mile along the main lagoon, in addition to entertainment features in the main core and the various zones. Boat races, swimming races, water sports and other athletic events will be held.

The zones will be grouped about the "theme center" and central tower with fan-shaped avenues designed to provide easy access

250,000 Visitors a Day Expected as an Average

Following is a statistical summary of the plans for the New York World's Fair of 1939, as announced yesterday:

Cost and total investment in and because of the fair.....	\$125,000,000
Total attendance expected in 1939.....	50,000,000
Maximum attendance to be cared for in one day.....	800,000
Daily average expected attendance.....	250,000
Hourly capacity of transportation facilities.....	160,000
Parking areas for automobiles to the number of.....	30,000
Facilities for buses to care for passengers numbering.....	50,000
Acreage of site, including lagoons, highways, walks.....	1,216½
Number of benches, mostly in shade.....	50,000
Number of shade trees of large size.....	10,000
Height of tallest building, the Theme Tower.....	250 Feet
Length of amusement zone, along lagoon...	1 Mile

from one part of the fair to another, and to permit the rapid circulation of the huge crowds expected to attend.

Transportation facilities have been planned to permit the discharge of 160,000 persons an hour at the fair grounds. It was announced yesterday for the first time that the city is planning to run a two-mile surface extension of the Independent subway from its terminal near Kew Gardens to deposit passengers near the core of the fair.

The I. R. T. and B. M. T. subways and the Long Island Railroad, with stations inside the fair grounds, will enlarge their capacity. The Long Island will build a large station with ten spur tracks.

Huge Parking Space

There will be parking space for 30,000 private automobiles, and bus terminals ample to care for 50,000 passengers. A peripheral bus road will circle the main core like a belt-line railway, and at times when the fair grounds are not crowded buses will also run through its wide interior streets.

Instead of having one main entrance, the fair will have nine entrances, all of equal importance, in order to facilitate the handling of crowds, and to make it "easy to get to the fair to enjoy the fair in comfort, and to depart in an orderly manner."

Construction of buildings will begin with the administration headquarters in December. Grading will be completed next April. Sewer and conduit work will then be done. All building is to be completed by Jan. 1, 1939, leaving four months for interior decoration, arrangement of exhibits and applying of finishing touches before the April 30 opening.