

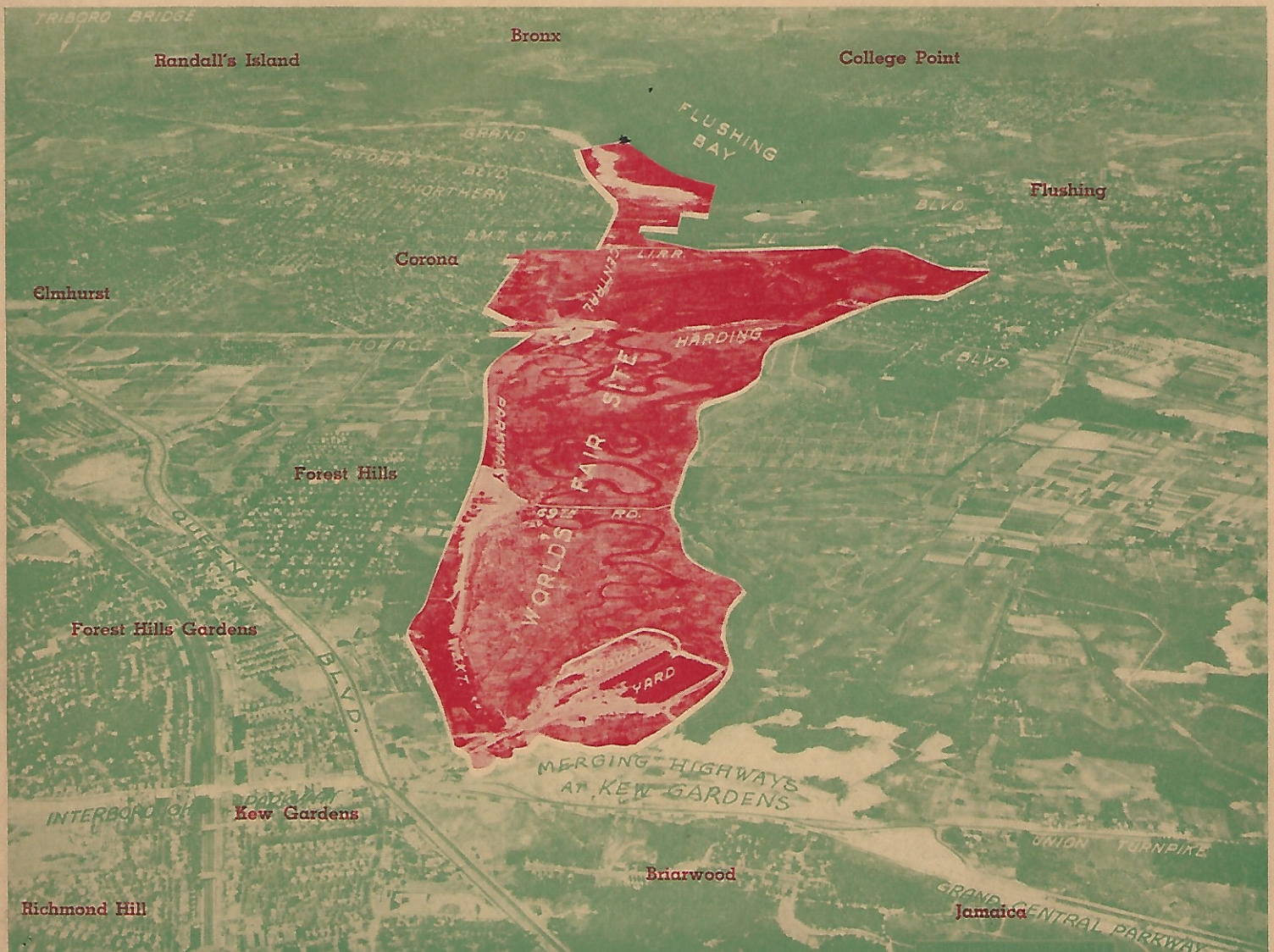
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Volume 1, Number 1

JULY, 1936

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Member: Chamber of Commerce of the Borough of Queens

July, 1936

A Fair Deal for the Fair Visitor

Some publications make their initial appearance attended by a flourish of trumpets. The World's Fair News appears for the first time attended by the sound of grading and filling machinery, with a whirring obligato of motor truck wheels spinning over the grounds of the New York World's Fair to open in April, 1939. Work necessary for getting the site ready for construction is under way—the World's Fair has actually been started.

To millions of people all over the world the 1939 Fair will be the ideal opportunity to visit New York, see the wonders that industry and science will so splendidly offer at the Fair, and to see New York City itself. Many of these prospective visitors are already working out their plans for the trip. Many families are budgeting their incomes to provide for that World's Fair visit.

Countless thousands of fair-minded men and women are seeking facts, data and information that will enable them to follow the progress of the Fair and that will bring to them business contacts.

To present in an interesting way the many angles of the World's Fair and its opportunities and to familiarize readers with the world's greatest metropolis, which will play host to all the world, the World's Fair News is being published. The paramount objective of the publication is to win the good will and confidence of its readers not merely by presenting magazine articles and interesting pictures but also by rendering as personal a service as the distance intervening will permit.

The reader may feel free to make the World's Fair News his or her information bureau. You may consider the News office your office. The News will endeavor to supply the answers to your questions. We are here to serve you truly to the fullest extent and particularly to protect our readers from questionable practices of fly-by-night businesses that often attend the holding of large expositions.

From the modest beginning of this initial number we hope to expand into larger and larger proportions as the date of the Fair's opening approaches. The World's Fair News will always adhere strictly to the policy of "A fair deal for the Fair visitor."

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FOR NEXT MONTH:

"George McAneny, Man of Vision"
"The Tri-Borough Bridge"
"The Rockaway's, New York's Finest Beaches"
"Will Bridge Be as Popular in 1939?"
By G. A. Mason, national authority
"Offices Above the Clouds"
And many other interesting articles

Good Business Judgment

Park Commissioner Robert Moses, in charge of the preparation of the World's Fair grounds, displayed the judgment of a good business executive when he refused to award the important contract of filling, grading and lagoon building to concerns who could not qualify by experience or financial responsibility even though they submitted lower bids for the work.

There are times when the cheapest price may prove to be the most costly. Surely, in awarding a contract amounting to more than \$2,000,000 extreme caution must be exercised in selecting an organization that has proven by past performance capable of doing the work and that can also measure up to the requirements of financial ability to carry on this large undertaking.

There are many millions of dollars at stake in the Fair. Inability for any reason on the part of a bidder to proceed with his contract may result in a serious delay for the entire project. Delays at this stage are extremely costly; no penalty clause will compensate the loss that may result from the failure of the contracting organization to complete its work satisfactorily—and on time.

Robert Moses has previously demonstrated his peculiar ability to get contracts finished on schedule; he has the happy faculty of cutting red tape, eliminating unnecessary formalities, disregarding initial expense, but ultimately getting results at considerable savings.

The selection of an experienced and thoroughly equipped contractor for the important preliminary work on the grounds, rather than giving the job to the lowest bidder, without regard to his ability to fulfill the contract, is a splendid example of good common horse sense.

To insure receiving a copy of World's Fair News regularly, mail your subscription NOW; only \$1 yearly by mail.



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GROVER A. WHALEN

Man of Action

By JOSEPH F. COUFAL

GROVER A. WHALEN, top-hatted, be-spatted, official welcomer of transatlantic flyers, world's champions, and channel swimmers to the greatest city in the world, has started on the biggest job of his career — greeter of the nations from the five continents to the World's Fair.

The man with the gardenia, the smiling eyes, and the iron jaw knows that glad-handing is the least part of his new assignment, and he has the background of hard work and perseverance to see the World's Fair through to success.

"The Man Who Can Get Anything He Wants From the Board of Estimate"—that's the name they gave Grover A. Whalen when he was Commissioner of Plant and Structures of the City of New York. That was a lot to say for any man during a tough City administration, but Mr. Whalen lived up to it.

The success of the World's Fair depends upon the ability to get things, and to get things done. That's the outstanding quality of Grover A. Whalen, who was one of the incorporators of the World's Fair Corporation in 1935, was elected chairman of the board of directors last April 22, and made president of the corporation on May 4.

The new president of the World's Fair Corporation first went into action on June 2, 1886, and has been going strong ever since. He was given his first name because he was born on the day that President Grover Cleveland was being married to the lovely Frances Folsom.

A native of New York City and educated in the public schools, he also attended Classon Point Military Academy, Packard Commercial College and New York Law School. He was married in 1913 to Anna Dolores Kelly of New York City.

Grover Whalen has been decorated by several nations. Among the honors he holds are those of Chevalier of the Legion D'Honneur of France, the Royal Victoria Order of Great Britain, the Red Cross of Germany, the Cross of Merit of Hungary, the Order of the Crown of Rumania, the Order of Simon Bolivar of Venezuela, and is a Commander of the Order of the Crown of Italy. In 1933 he was awarded the gold medal of the Hundred Year Association of New York for outstanding civic achievement.

Active in philanthropies, Mr. Whalen is a director

of St. Vincent's Hospital, the Guggenheim Dental Clinic for School Children, Judson Health Centre, and the Catholic Charities. He is a member of several athletic, fraternal, welfare, and other clubs.

Mr. Whalen began his career in public service as a secretary to Mayor John F. Hylan in 1918. Two years later he was made Commissioner of Plant and Structures, boss over \$500,000,000 in public property and 6,000 City employees.

During the years between 1919 and 1923, Mr. Whalen proved himself a man of unusual and versatile capacities for work when he held down, simultaneously with his Commissionership, the posts of chairman of the City Board of Purchase, chairman of the Mayor's Committee of Welcome to Distinguished Guests; member of the New Jersey Bridge and Tunnel Commission; secretary of the Mayor's Committee on Public Welfare, and executive of the Mayor's Committee on a Permanent War Memorial. He was also secretary of the Mayor's Committee of Welcome to Homecoming Troops.

When the City of New York celebrated its Silver Jubilee in 1923, Grover A. Whalen was executive vice-chairman and director of the educational exposition. He left the city service to become general manager of the John Wanamaker department store. He is a past president of the Advertising Club of New York.

Recalled to public service in 1928, Grover A. Whalen was Police Commissioner of New York City for two years. In 1933, after another interval as store manager, he was made NRA Administrator for New York, and organized the National Recovery Administration in the City.

When the combined Atlantic and Pacific battle fleets put on their great show of naval strength for New York City in 1934, Grover A. Whalen was chairman of the Mayor's Naval Committee for the reception of the United States Fleet. In 1935 he was chairman of the Comptroller's Advisory Council on Taxes for Relief of the Unemployed.

Possessing a vast business experience, actuated by the ever present desire to be of service to mankind, and dominated by an urge for constructive activity, Grover A. Whalen is ideally fitted for the greatest undertaking of his successful career—the New York World's Fair of 1939 and probably 1940.

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Queens... HOSTESS TO THE WORLD

By HON. GEORGE U. HARVEY

THE WORLD'S FAIR of 1939-'40 is too colossal an event to belong to any one city or borough. It is the whole Nation's. The cornfields of Kansas, the fisheries of Maine, the mines of Nevada, and the great industries of the West and the South, all these are part of the Fair and the fair is an expression of their greatness.

The City of New York has been selected as the host to the world, and within that great city its fastest growing borough, Queens, has been chosen for the location of the Fair grounds.

The story of why Queens was selected as the site of the Fair and what the borough itself has to offer visitors from all corners of the world is the story of an area that has everything—the sea and the world's finest beaches, the sky and easily accessible airports, the most modern rapid transit in subways that make 20-mile runs in speedy comfort for a five-cent fare, a parkway system that is a model for the world, golf courses, fishing, fine new apartments, in short, everything that makes it a playground and a health resort.

The Borough of Queens is a well-defined part of the City of New York. It lies between the

rolling Atlantic Ocean on the South and that yachtsmen's heaven, Long Island Sound, on the north.

It is separated on the west from the mighty skyscrapers of Manhattan by the swift-flowing East River, yet within ten minutes of those skyscrapers by its fine bridges and its subways which flash through tubes beneath the waters. It extends on the east to the green fields of Nassau County.

This borough of a million and a quarter souls—a population large enough to make it the seventh city of the United States in its own right—will put forth all its energies and utilize all its resources for the comfort, health, entertainment, and all-around well being of the millions and millions of visitors to whom it will play host.

Twenty-eight golf courses within a radius of eight miles from the Fair's gates will give players from all over the country opportunities to try their skill on all kinds of layouts, several of them the scenes of national meets.

Rockaway, with its seven miles of ocean boardwalk and its force of 160 lifeguards the largest in the world, has a call of zest and joy of living in every beat of the waves upon its white sands. The

fishing boats off the Rockaways, and especially the night fishing parties, add a new lure to the many which will bring Fair visitors from all over the world.

The very ground of Queens is hallowed with a special significance to patriotic visitors to the Fair which will commemorate the inauguration of George Washington as president 150 years earlier.

George Washington loved the county of Queens and made several references in his diary to visits there. The old Prince House, where the Father of His Country spent a night as a guest, stands a stone's throw from the Flushing corner of the Fair grounds.

Francis Lewis, signer of the Declaration of Independence, lived on a farm in Whitestone, a scant ten minutes drive from the main entrance to the World's Fair.

The Borough of Queens has, through its engineers and by the genius of Charles U. Powell, chief of the Queens Topographical Bureau and borough historian, traced the history of the many hallowed spots in Queens and made patriotic shrines of them. Appropriate markers, prepared with the aid of the State Department of Education, are now being placed in many locations in Queens to which

World's Fair visitors will make pilgrimages.

There is nothing that the motorist could want which he will not find in the very borough in which the Fair will be situated. The famed Grand Central Parkway system, one of the most beautiful scenic drives in the world, passes directly in front of the Fair grounds. The visitor from North, South, or West can cross on the great Triborough Bridge, to be opened this month, and proceed along the landscaped parkway to the Fair grounds without crossing one traffic intersection. A system of overpasses and underpasses in Queens has been the inspiration for road builders throughout the country.

Plans are under way for huge automobile parking spaces. Millions of dollars in Federal, State, and local funds have been spent on miles of roads linking the heart of Queens with places of interest throughout Long Island. The State and the City have only recently voted an additional \$10,000,000 for roads, landscaping and other improvements and beautification within the Borough of Queens especially to get it ready for the Fair.

Within short drives of the World Fair grounds along excellent roads are Coney Island, "playground of the four million", in the one direction and the polo fields at Westbury and Sands Point, playgrounds of the millionaires, just as close by, in another direction. These, while close to the Fair grounds, are outside of Queens.

We in Queens do not pretend that Queens has a monopoly on the loveliness, the historical, and the enjoyable in all the world. But when there are places nearby which are worthy of visits by those who come from near and far there are always good roads leading from Queens to the other meccas.

The Holmes and Flushing Airports in Queens, less than a mile from the World Fair entrance, will make possible quick trips to points of interest throughout New England and along the Atlantic Seaboard. North Beach Airport is only a little further.

Queens, with quaint fishing settlements and high class night

clubs, with farmlands and first rate residential hotels, all within the borough lines that mark out this particular section of a world metropolis, has practically everything the visitor to the World Fair will want for enjoyment of a long visit or a brief stay.

Although visitors to the Fair will want to tour the canyons of Manhattan's financial district and stand atop its skyscrapers, although they will want to taste the tinselled gayety of Brooklyn's Coney Island, and see the zoo in Bronx Park, they can do no better than to establish their residences all during their stay right in Queens Borough, home of the World Fair.

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Review of World's Fair Progress

May 1

New York City Board of Estimate approves purchase of 380 additional acres to round out site of World's Fair in Flushing Meadows Park to 1,080 acres. Extra property to be acquired has assessed valuation of \$1,525,000.

The Board of Estimate votes \$2,425,000 for grading the Fair site, setting up staff of engineers, installing sewers in the site, and for other preparatory work.

Grover Whalen, director of the World's Fair Corporation, announces that the Corporation is ready to float a bond issue of \$20,000,000, and that there will be about \$100,000,000 invested in the Fair.

New York State Legislature had cleared the way for the World's Fair last night by passing four bills making nearly \$10,000,000 in State and City funds available for the Fair. Bills rushed to the Governor for signature authorize City to provide \$7,000,000 for getting site in readiness and make available a State grant of \$2,130,000.

May 2

Park Commissioner Robert Moses asks for bids on the filling of Flushing Meadows marshlands with 7,000,000 cubic yards of material and announces this work will reclaim the entire area as park land.

Zoning regulations approved permitting no buildings of more than 100 feet in height in the area surrounding the Fair Grounds, and restricting most of the area to a residential zone.

May 4

Grover A. Whalen, formerly New York City's official greeter of distinguished visitors, is elected president of the World's Fair Corporation, succeeding George McAneny, who becomes Chairman of the Board of Directors. Bayard F. Pope elected treasurer.

May 5

Lee Simonson, artist and Theatre Guild director, and Walter Dorwin Teague, industrial de-

signer, declare 1939-40 Fair must avoid "wax works and interminable streets of disconnected exhibits." They call for a new plan of design and criticize the tentative general plan suggested by Colonel J. Franklin Bell, Chicago engineer, as too much after the pattern of bygone world's fairs.

May 6

Incorporators of the World's Fair Corporation approve increase of number of directors of Corporation from twenty-one to thirty-five. New members of the board will represent the Federal, State and City governments. Mayor LaGuardia, Comptroller Taylor and Aldermanic President Sullivan will represent New York City on the directorate.

May 7

Corporation Counsel's office takes initial steps in condemnation proceedings to acquire the additional 308 acres needed to round out Fair site.

May 8

Park Commissioner Moses announces that filling in and grading of site will begin June 1. Bids for contracts will be opened on May 27.

May 11

Mayor F. H. LaGuardia, addressing the Broadway Association in New York City, expresses assurance Fair will open "on time," April 30, 1939.

May 12

House Foreign Affairs Committee, in Washington, votes to report out favorably a resolution inviting foreign nations to participate in Fair.

Grover Whalen calls at White House and discusses World's Fair with President Roosevelt. President shows great interest in plans for Fair and studies maps showing use to which grounds will be put.

May 13

State Legislature, in wind-up session at Albany, votes \$900,000 for expenses of a State Commis-

sion on the World's Fair. Members of the State Commission, to be named by the Governor, will also be made members of the World's Fair Corporation.

May 14

Supreme Court Justice Lockwood, in Brooklyn, signs order permitting City to acquire title to additional acres needed to round out World's Fair.

May 15

Governor Lehman signs bills appropriating \$2,130,000 as State's share in financing World's Fair. Governor also signs bill authorizing New York City Board of Estimate to issue \$7,800,000 in bonds and stock to acquire additional land and make preliminary improvements on Fair site. Governor signs a third bill which authorizes City of New York to lease the Flushing meadows parkland to the World's Fair Corporation.

May 16

City of New York takes formal title to 378 acres needed to round out site for World's Fair.

City also vests title in undeveloped streets in area surrounding the Fair Grounds in order to construct roads and streets.

May 18

Grover Whalen announces that historical motif will be only incidental in the laying out of the World's Fair, and that modern and futurist ideas will be emphasized. His statement: "Though the occasion for the Fair is the celebration of the 150th anniversary of the inauguration of George Washington, that is only incidental. We shall look not only into the past a bit, and into the present, but we shall take a good long look into the future."

World's Fair Corporation opens offices in the Empire State Building.

May 19

Rockefeller interests propose to set up, as part of the World's Fair, a model village of the future

America, embodying most advanced ideas in town planning, home construction, and transport facilities. The village, built full size, would involve an expenditure of from one to two million dollars.

Schenley liquor interests plan to erect a model distillery at the World's Fair to show visitors entire process of whiskey manufacture.

May 20

W. Carle Andrews, who built Jones Beach, is made General Manager of the World's Fair. Andrews holds post of General Park Superintendent of New York City, which he will resign.

Charles C. Green, of Jamaica, L. I., is made Secretary of the World's Fair Corporation. Leslie S. Baker's election as Assistant Secretary of the Fair corporation is also confirmed by the directors.

May 21

Board of Design for World's Fair appointed by Grover Whalen. Seven eminent architects and engineers will submit general plan for the Fair by September 1. They are: Stephen F. Voorhees, president of the American Institute of Architects, chairman; Gilmore D. Clarke, landscape architect of the Westchester County Park Commission; William A. Delano, architectural consultant to the Treasury Department; Jay Downer, chief engineer of the Bronx River Parkway; Walter D. Teague, consultant on structural design to several large corporations; Robert Kohn, former president of the American Institute of Architects; R. H. Shreve, general chairman of the Construction League of the United States.

May 22

Joseph F. Shadgen, the engineer who first proposed the World's Fair for New York City, lists five essentials in the planning for the Fair. They are: Trees, parking facilities, transportation, sanitation facilities, and airports.

May 25

World Fair employees will be chosen from Civil Service eligibility lists, Grover Whalen announces. This means that thousands of employees, earning \$3,000 a year or less, will be from eligible lists of the New York City Muni-

cipal Civil Service Commission. Hundreds of jobs, including those paying more than \$3,000 and highly technical or confidential posts, will be exempt.

Arthur Anderson & Company, accountants of 40 Wall Street, New York City, are employed as auditors for World's Fair Corporation. Harold W. Thorne is elected Assistant Treasurer of the Fair.

May 26

Board of Design sets up laboratory, covering 9,700 square feet on eightieth floor of Empire State Building, to try out and study ideas and suggestions from any source. Chairman Stephen F. Voorhees invites public to submit any suggestions for the Fair.

September 1 is set as the date on which final theme for the exposition will be submitted to directors of World's Fair Corporation.

May 27

Bids for first contract on World's Fair opened by Park Commissioner Moses. Lowest bid for filling in 7,000,000 cubic yards of material in Flushing Meadows was that of \$1,843,775, submitted by D. M. W. Contracting Company of Brooklyn. Seven other bids ranged to a high of \$2,631,800.

Committee of architects and designers, at a dinner at Ritz Tower, suggest "The Fair of the Future" and "A Century in the Making" as possible titles for the World's Fair. They also propose a coordination of exhibits, doing away with old idea of stringing exhibits all over the landscape and physically exhausting visitors.

May 28

Representative Matthew Merritt, of Flushing, introduces bill in Congress for minting a special World's Fair half dollar.

Joseph F. Coufal, secretary of Forest Hills Unit of National Union for Social Justice and editor of World's Fair News, proposes erection of a National Union for Social Justice building in the World's Fair.

Grand Central Parkway Extension, which hooks up Fair site with the State parkway system, will be opened to traffic shortly after the opening of the Tri-Boro Bridge, linking Manhattan and The Bronx

to Long Island, according to announcement from Benjamin Van Schaick, executive secretary of Long Island State Park Commission.

May 29

Fair Directors considering a plan which would turn the 1939 Exposition into a fair with "an underlying social objective." The aim of the Executive Committee was described as "The Fair must demonstrate that betterment of our future American life."

May 31

President Whalen visualizes the Fair as a vast International exposition which will prove a real stimulant to business, art and science. Speaking of Park Commissioner Robert Moses, Mr. Whalen said: "When Bob gets through out there, the marshland is going to be New York's front yard."

Because of the wide scope of the Fair, Grover Whalen intends to do considerable travelling in the next three years. He is planning a trip to Europe. "We want the best minds available on this project," he said.

June Review of World's Fair Progress continued on Page Twenty.

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Fair Answers to Fair Questions

(Editor's Note: Questions regarding the World's Fair, addressed to the World's Fair News, Forest Hills, N. Y., will be answered in this column.)

Q. When will the World's Fair be opened?

A. The opening date will probably be April 30th, 1939, to commemorate the inauguration of George Washington, as first President of the U. S. A., who took the oath on April 30th, 1789.

Q. What is size of the Fair site?

A. Approximately 1,080 acres. Central Park in New York is 841 acres, this will give you some idea of the Fair site size.

Q. Where can I write to apply for a concession?

A. The address of the New York World's Fair Corporation is Empire State Building, New York.

Q. Will New York City operate the World's Fair?

A. No. The Fair will be conducted by a private corporation, but as a non-profit organization. Under the proposed lease New York City will have the option of taking title to all buildings erected on the Fair site, together with such improvements as the management may make. The formation of a private corporation has many advantages, relieving the City of contractual obligations, eliminating municipal investment and permitting certain benefits to accrue to the city. This plan worked out successfully in the Century of Progress at Chicago.

Q. When will actual work start?

A. Filling and grading will be started in June, 1936, followed by drainage, laying of sub-surface pipe installations and completion of a system of parkways and driveways. Actual construction on the Fair buildings will probably not start until late Spring, 1937.

Q. How can I get a job in the Fair?

A. Make application, stating your qualifications, experience, etc., direct to the World's Fair Corporation, Empire State Building, New York.

Q. Is there any truth to the rumor that James Walker, former Mayor, will be active in the Fair management?

A. We have no information on this subject; the air is full of Fair rumors, many of which are entirely without foundation.

Q. Will the transportation lines offer special rates to New York during the Fair?

A. It is fair to assume that reduced round-trip fares will be in effect, as has been the custom heretofore, but no official announcements have yet been made.

Q. Please forward list of modest-price hotels near the Fair Grounds; I expect to make a trip to New York shortly.

A. List is being mailed you direct.

Q. Will the City grant permits for parking spaces adjacent to the Fair Grounds?

A. That will depend entirely what ordinances are put into effect; the Fair officials and City authorities are now preparing rules and regulations that undoubtedly will govern the use of property close by to the Fair site.

Q. What will become of the land after the Fair ends?

A. The site has for a number of years been proposed as the Flushing Meadow Park. The acquisition of the parcels necessary for the Fair will give the City one of its largest parks and the design of the Fair construction will be with the view of preserving the natural beauty of a park, together with adding the improvements that will remain after the Fair.

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Cash Prizes for World's Fair Slogans

One hundred dollars in cash prizes will be given by the World's Fair News for slogans which will give a good description of the World's Fair to be held in New York City, tentative opening date, April 30th, 1939, to commemorate the inauguration of George Washington, as the First President of the United States, in New York, on April 30th, 1789.

First Prize —

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The contest is open to everyone. There are no strings to it. It is not necessary to be a subscriber to the World's Fair News to enter. The rules are printed below:

1—No officer or employee of the World's Fair News may compete.

2—Slogans are not to be more than ten words and should refer specifically to the World's Fair.

3—Slogans should be plainly written by hand or typewritten and must bear the full name and address of the contestant. Do not attempt any art work on your entries.

4—Entries must be mailed to the World's Fair News, Inc., 118-12 Queens Boulevard, Forest Hills, N. Y., before October 30, 1936.

5—Contestants may submit as many slogans as they wish, but each must be on a separate sheet with name and address. No one person will receive more than one prize.

6—If two or more contestants submit identical entries the one with the earliest postmark will receive preference.

Among the slogans already suggested, which may serve for the guidance of contestants, are: "The Fair of the Future," "A Century in the Making," "The Growth of a Nation," "Inaugurating an Era of Prosperity," "America, the Magnificent," and "150 Years of Progress." The slogans printed above will not be entries in this contest.

Judges of the contest will be announced in the next issue.

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Jones Beach State Park

A Monument to W. Earle Andrews

THE same genius and vision that transformed an undeveloped and almost uninhabited sand island into the world's most beautiful public beach, Jones Beach State Park, has been made available for the planning of the World's Fair in New York City.

W. Earle Andrews, who was in direct charge of the design and construction of Jones Beach and most of the State Parkways on Long Island, officially assumes his new duties as general manager of the World's Fair Corporation on August 1. Mr. Andrews' first task will be the supervision of preliminary engineering features on the Fair site. As general superintendent of the Park Department of New York City, he has for the last half year been working on detailed plans for the basic improvements to the Fair grounds, which will remain as a permanent waterfront park after the World's Fair is over.

Mr. Andrews has been the right hand man of Robert Moses, both in the city Park Department and in the Long Island State Park Commission. He was deputy chief engineer of the latter body, and is chief engineer and general manager of the Henry Hudson and Marine Parkway Authorities.

The designing of Jones Beach set new standards in public beach and resort planning throughout the world. Nothing like it had ever been done before, and virtually nothing short of a World's Fair could compete with Jones Beach as a monument to the daring and good taste of a designer and engineer like Mr. Andrews.

Jones Beach is a country and seashore club of the "millionaire" type — but no millionaire has money enough to buy exclusiveness there. It is the country and beach club of the millions, the millions who come from all parts of the country to view this wonder beach. And yet, it is never crowded, never littered. Its three and

one-half miles of broad white beach, its two great parking spaces that accommodate more than 15,000 automobiles at one time, its efficient life guards and eagle-eyed beach patrol combine to assure comfort, roominess, safety, and immaculate cleanliness.

Thirty-three miles from the heart of New York City, Jones Beach State Park is a scant forty-five minutes from the World's Fair site along the scenic Long Island State parkways. Three miles off the south shore of Long Island, and joined by two great causeways to the mainland, the seventeen-mile long sandy island is dominated by the 200-foot water tower of ornamental masonry.

Three types of bathing furnish variety for the visitors. There is the breaking surf of the Atlantic Ocean along the long beaches, a still water swimming area of about a mile in Zach's Bay, and a salt water swimming and wading pool in the West Bathhouse. A marine boardwalk, one mile in length, joins the East and West bathhouses. Shuffleboard, paddle tennis, and archery are provided along the boardwalk and these areas are lighted for night play.

Outdoor grand opera is being introduced at Jones Beach this year, and will probably become a regular attraction. The San Carlo Opera Company was to open the season with "Carmen" on June 27. The new boardwalk cafe, opened in June, rivals any Manhattan night club in furnishings, atmosphere, and the type of service and music.

Free dancing on the mall under the stars and floodlights is a nightly feature at the beach, except Mondays. The new dance area at the Central Mall was opened on June 16 with music by a WPA dance orchestra of twenty-two pieces. On Monday and Friday afternoons the dance area is turned into a concert stadium in which a symphony orchestra of

forty-five musicians plays. Fireworks exhibitions are held in Zachs Bay on Wednesday and Saturday evenings.

The bathhouses, the pavillions and other buildings — long, low, and colorful — stretch out facing the beaches like a rambling, swanky country club. An amazing blue-tinted pool, that lights up at night with seagreen underwater lamps for subsurface swimming exhibitions, nestles luxuriously — patio fashion — in a red flagstone courtyard. There are nightly shows in the pool of men's and women's swimming championships, diving, formation swimming, to music, water polo, aquatic clowning, and exhibition rescues by lifeguards.

With all its luxury, Jones Beach is a playground to suit the means of the average citizen and his family. There are five moderate-priced cafeterias that blend into the architectural unity of the resort. A table d'hôte dinner is served for \$1.25 in the marine dining room.

The new boardwalk cafe, where dinner and dancing may be enjoyed in a night club atmosphere, charges \$1.50 for a table d'hôte dinner. In line with the decorative motif of the other buildings, the new cafe is brilliantly lighted inside and out at night. The circular dining room seats 380 persons, and tables in the sunken gardens out front seat 250 more.

Lights of many colors play a symphony on an iridescent bar at one end of the dining hall. The lighting effects change with the music. The color idea is emphasized throughout the beach night club with woodwork of mahogany, red terazzo tile floors, red chairs, peacock blue walls, and deep blue venetian blinds.

The East Bathhouse, which accommodates 10,000 ocean and bay bathers, has a sun deck, cafeteria, first aid room, and beach shops. Lockers in the East Bathhouse are 35c for adults and 15c

(Continued on Page Twenty)

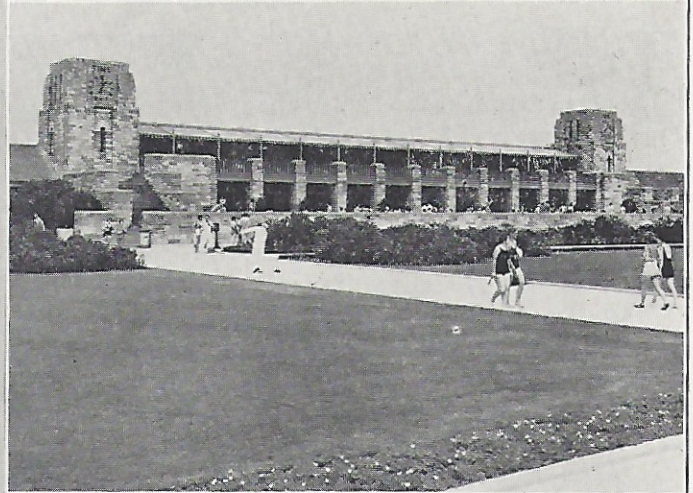


JONES BEACH

STATE PARK



THE FLOWERED WALKS



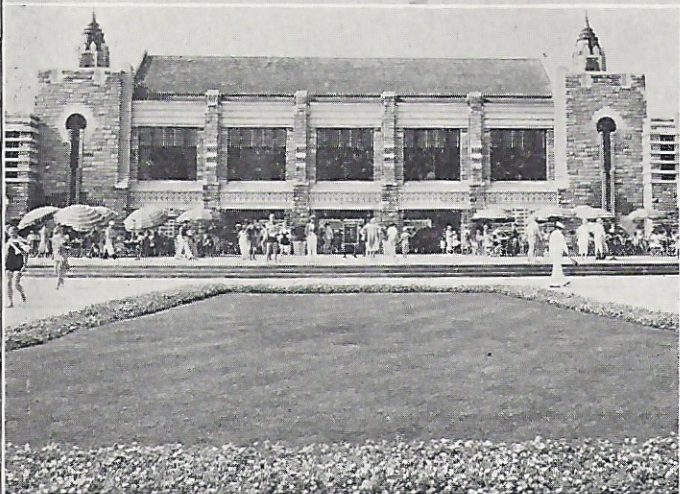
EAST BATHHOUSE



THE BEACH



THE POOL



WEST BATHHOUSE OCEAN FRONT VIEW



OPEN AIR CAFETERIA

The Nation Hails the Fair!

An Ohio Congressman Tells of the Benefits to All the States

THE House of Representatives on June 2 adopted a joint resolution authorizing the President of the United States to invite foreign countries to participate in the New York World's Fair which is to open in 1939 in New York City. It was indeed a pleasure to support this resolution.

One does not dare to predict the tremendous advantages that are bound to accrue to all the sections of this Nation that become a part of the pattern of this colossal enterprise. The advertising values alone to American industry and business, to American culture and progress, throughout all the world are a magnitude that staggers the imagination.

As a Representative in the Congress of the United States, I extend my felicitations to the sponsors of this movement. I can visualize in this undertaking an opportunity for millions of citizens of the United States to get a close-up of the cultural, educational, industrial and social lives of foreign nations who will participate. There is for us in America the two-



MARTIN L. SWEENEY

Representative, 20th District, Ohio, writes his views from Washington, D. C. Additional articles from Congressman Sweeney and contributions from some of our United States Senators will appear in subsequent issues.

fold advantage in the World's Fair of advertising our achievements to all the world and of bringing to our shores the best that other nations have to place on exhibition.

Of even greater advantage are the opportunities given to our citizens of becoming better acquainted with the development and progress of our own United States and its territories. This is bound to leave a favorable impression with the untold millions who will journey to New York from every corner of the country for the occasion. This is calculated to stimulate patriotism and devotion to the world's oldest Republic among its sons and daughters.

From an advertising standpoint the advantages of the World's Fair are beyond estimate. As a resident of Ohio, I extend greetings to the sponsors of the Fair and to the World's Fair News, Inc. May your campaign gain momentum in enthusiasm and progress to the extent that you can proudly boast that you have given to the inhabitants of the United States the "greatest show on earth."

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Gardens of the Nations

No. 1 in a series about places worth visiting

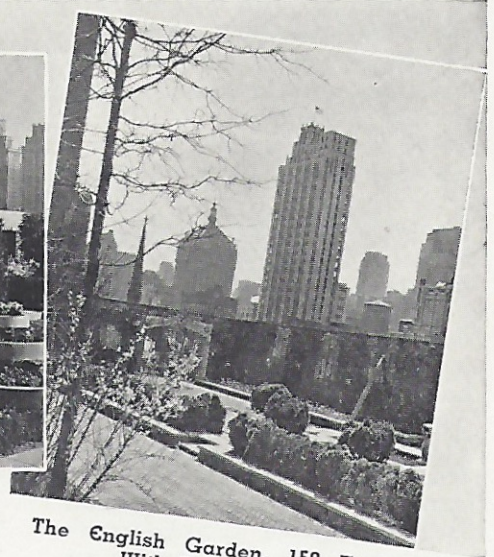
By CHARLES GARRETT, World's Fair News Sightseer



Wooden Gates Frame the Holland and Modern Gardens



Manhattan Midtown Skyline Forms a Background for This Modern Garden



The English Garden, 150 Feet Long With Rectangular Pool

ELEVEN stories in the sky, high above the pavement of Fifth Avenue, 40-foot trees push their branches up past outdoor waterfalls and brightly-colored birds dart among the flowers in the Gardens of the Nations.

Formal beds of hyacinths and tulips in an authentic Dutch garden, dwarf pines screening an arched bridge and shrine in a Japanese garden, and glimpses of sunny Spain are among the visions of loveliness which have been created on the eleventh floor terraces of the RCA Building at Rockefeller Center.

Horticulturally perfect, these full-sized replicas of typical gardens of many nations laid out among the skyscrapers of Manhattan are a living demonstration of the magic of modern roof landscape gardening. A visitor may stroll through vistas of natural beauty amid the steel and stone of a great metropolis.

The International Rock Garden, with its brook and gurgling waterfall, its trees and shrubs and dabs of vivid color, is a leafy bower whose skyline is pierced by the spire of historic St. Patrick's Cathedral. The terraces are a succession of glimpses of formal Italy and sunny Spain, a bit of old Eng-

New York City is itself an everlasting, though ever-changing, World's Fair.

Among the sky towers and canyons of steel and granite of the world's great city, on its highways and hidden among its byways, in its great parks and museums and galleries, are sights as wondrous and experiences as thrilling as may be found in any corner of the world.

The World's Fair News Sightseer will visit a different place of interest each month and describe what he has seen.

land and beauty-loving France, and of the characteristic loveliness of other lands, all framed by New York's mighty skyline.

More than 3,000 tons of earth are suspended between the heavens and the asphalt pavements to give root to the trees and flowers growing on the man-made mountain. The Gardens of the Nations contain 3,000 trees, flowering trees, and shrubs, and 10,000 smaller plants and flowers. Ninety-six gallons of water are pumped through the fountains and pools daily. The gardens occupy 30,000 square feet in area and it required eight months to build them.

Tropical birds, as well as songsters of other climes, and a swarm of twenty thousand bees, give

movement and sound to the arboreal pictures. There is even a vegetable garden, which brought to several city-bred visitors to the Gardens the realization that tomatoes don't grow in cans nor cauliflower in jars.

Luncheon and tea are served in the terrace adjoining the gardens. There are chairs placed in good spots where visitors may idle for minutes or hours in peace and quiet. The Gardens of the Nations are open from 10 A. M. to 10 P. M. daily, including Sundays. Admission is 40 cents.

Adjoining the Gardens, on the interior of the eleventh floor, is Horticultural Hall, also open from 10 A. M. to 10 P. M., where there is no admission charge and where visitors may obtain free information about all phases of gardening. Experts in planning, planting and decoration are available to advise visitors about their problems, whether they be formal gardens of many acres or apartment window boxes.

A program giving the dates of flower shows, lectures, and other events at the Gardens of the Nations and in Horticultural Hall may be obtained by writing to Gardens of the Nations, 30 Rockefeller Plaza, New York, or to the World's Fair News.

Will the Fair Enhance Real Estate Values?

An Interview with L. V. Kerr

Member of Long Island Real Estate Board, Long Island Chamber of Commerce, Queensboro Chamber of Commerce

IT SEEMS to me that the effect of the World's Fair upon real estate, should be considered from three angles, namely, before, during and after.

The immediate effect on the City as a whole is that it will give a real stimulus, so much needed. Most people, for several years, have been struggling to keep their affairs on an even keel and I believe that the uniform popular acclaim already given to this project is having a good moral effect and will continue to do so as time goes on and up to the time the Fair actually opens. The anticipation of better business from so many different sources must necessarily raise the morale of the people generally and require considerable expenditure on the part of every large business house in the City in anticipation of future possibilities.

In the Borough of Queens it will not only have a similar effect but also the more practical benefits resultant from the expenditure of from forty to fifty millions of dollars in actual work. This means the employment of labor and the expenditure of wages.

During the continuance of the Fair the benefits are obvious. Let us visualize what the effect will be when probably sixty millions of people from all parts of the World (and outside of the Metropolitan area) will visit the City of New York. I believe this is a conservative estimate based on the conclusions arrived at by those in charge. It is further estimated that one and one-half billions of dollars will be spent during the duration of the Fair and as a direct result therefrom. The effect of the expenditure of this colossal sum of money in a limited area and over an extended period of two years can only result in prosperity for transit lines, hotels, resorts, apartment houses, stores of every nature, whoesale houses, better rentals, and in fact, every line of business in the City. Apart from this it will mean a tremendous mental stimulus to the people gen-

erally in seeing our streets and boulevards crowded in other words, real activity everywhere.

The location decided upon must necessarily mean that the Borough of Queens will reap greater benefits than any other Borough. It will mean that millions of people throughout the world who have never heard of Queens will visit this Borough and realize its possibilities as a field for sound investment. People in the other Boroughs of Greater New York who have really very little knowledge of Queens will become better acquainted with the Borough and its possibilities. I believe the holding of the Fair and its location will advance by years the improvement of our arterial highways, our transportation facilities and our Borough Planning.

Before the holding of the World's Fair had been decided upon it was obvious to all that the future of Queens was firmly established. We had arrived at a population of approximately 1,200,000 people with possibly every known disadvantage — meager transportation, second-rate roads and lack of political entity. It is amazing to realize that with these disadvantages this Borough has done as well as it has. With the doubling of the capacity of the Queensboro Bridge, the building of the new four-track underground Eighth Avenue Subway at an estimated cost of one hundred million dollars, the building of the Tri-Boro Bridge and the 38th Street Tunnel, and the fact that we now have become a political entity, firmly convinced all citizens of this Borough that our future was assured. The increase in population during the last census period tells the story. Real Estate has been placed on a sound basis with or without the Fair.

This is not a Queens Fair but most certainly Queens will reap by far the greatest benefit. Our apartments will be filled at higher rentals, there will be demand for more space and our hotels and resorts will be filled with people

spending money. Need I suggest what this will mean to our merchants.

The holding of this Fair, in my opinion, moves Queens Borough forward twenty years in development. Queens' school children and citizens will probably attend the Fair more often than people from other sections of the City. It will have a tremendous educational value for all, as I believe that in the hands of the Committee in charge, this Fair will give to the world not only an exhibition but a scientific, practical education.

The aftermath generally can be more or less balanced in the consideration of the results of the Chicago Fair. Generally speaking, business there kept moving forward except in the immediate area of the Fair. This latter phase has been fully considered and I doubt if the same ill-effect will result in New York. As to the Borough of Queens itself, it will leave a monument which will stand for all time as I am sure that in the hands of possibly the most competent Park Commissioner in the world, we will find ourselves with a Park comprising over one thousand acres of land and which will be a thing of beauty to be enjoyed by not only the citizens of Queens but of Greater New York. The creation of this permanent park should mean that all surrounding areas will feel the reflection of real landscaping and take a pride in seeing that their own properties and homes are made attractive.

In a word, the results to Queens should be: The advancement of local improvements, better transportation, new parks, better appreciation of Queens both locally and throughout the metropolitan area, better appreciation of the necessity of rezoning and landscaping some of our main boulevards.

All these factors can only mean the firm establishment of present investments in Queens and the further enhancement in value of real estate. We have a borough to be proud of.

JUST MEN

By THOMAS CARLSON*

WHILE many busy men are burning the midnight oil in planning and designing the New York World's Fair, other men are being kept busy because of the lady fair. Proposals, engagements and weddings are following one another in a steady procession, and ceremonies are being planned and clothes designed for the occasions.

During the past month I have attended many fashionable weddings, and have had the pleasure of planning many of the important details connected with the groom's part of these functions. The same question keeps coming up all the time—"What is the correct attire for my ushers and myself at my wedding?"

Well, since wedding bells are ringing with an endless regularity, let us give this matter some serious thought. To start with, I would advise the man who has been accepted by the lady of his heart to go to his tailor—in whom he has confidence—and tell him the good news. The tailor will undoubtedly tell the bridegroom-to-be that a cutaway coat and vest with striped or fancy worsted trousers are correct for a Summer wedding.

Now, in regard to the cutaway coat. The high-waisted coat (either peak or notch lapel being correct) with a rather long tail are styled by the better tailors. This type of coat can be worn by the average man to good advantage providing it is tailored in the correct proportions.

As for the vest, it is apparent that the pearl gray double-breasted waistcoat is now in favor. While there are many men who still prefer the waistcoat of white, it is my personal feeling that there is nothing smarter than the pearl gray, for it is in keeping with the Ascot or tie with which I will deal later on.

Trousers allow a wide range for choice, although the striped worsted hold sway at the moment. Still, at one of the fashionable weddings I attended on Long Island I found some of the bolder young blades blossoming forth in trousers of a small checked design which could easily have been

mistaken for a hound's-tooth pattern.

It is most desirable to have the bridegroom's party wear the same cut of collar, which should be a comfortable wing type. Then come the scarfs. The Ascot style makes a smart scarf and can be had in numerous shades of gray. The lighter tones are preferred. At this point I might mention that the bridegroom and best man can be distinguished by a slightly different scarf from that worn by the ushers. Pearl gray mocha gloves should be included for the entire party. These should be light weight for this season of the year.

Spats? By all means, we must have spats. Pearly gray box cloth with pearl buttons. Some authorities dissent here and suggest white sail cloth. My argument is this, that where the ties or Ascots and vests are of a gray base and the gloves are gray, how can one wear white sail cloth spats and look proper. So, being a humble man, I will stand by the gray spat. Black shoes, of course, and a top hat are part of the ensemble.

At a very fashionable wedding held recently in the grand ballroom of the Hotel Plaza, New York, the bridegroom's party was attired as described above.

Remember, order your cutaway tails long, but not too long to spoil proportions.

While these are the styles of the current season, let us take a peep into the future, say, 1939 and 1940, when the World's Fair will be the topic of the day. Do not be surprised if at that time you will see cutaways in various shades of gray, blue and brown. Remember, we men already have attained these shades in evening clothes.

Fashions in men's clothes are rapidly changing. While architects and engineers are planning ahead, so designers in men's wear are looking to the future with the anticipation of many interesting changes.

* An authority on fashions of men. Member of the firm of Wood Carlson Co.

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(Reprinted from Civil Engineering for May, 1936)

Most of Our Large Cities Just Grow But Advanced Planning Methods Make the Borough of Queens an Exception

By CHARLES U. POWELL

Member American Society of Civil Engineers. Engineer in Charge, Topographical Bureau, Borough of Queens, New York, N. Y.

A RECENT study of the planning methods pursued in cities of the United States with populations of 200,000 or more showed that about three out of four depend upon real estate developers to lay out undeveloped areas. In most such cases, the municipalities supervise the arrangements only in the sketchiest manner.

There is no law to stop a man from building his house as unhandy, unlovely, and illogically arranged as he pleases as long as the local building codes are observed and a reasonable degree of structural safety and fire resistance is secured. This is true of most of our cities also. The only requirement seems to be that the real estate developer's map show streets of a width adequate for local traffic.

It is an old story that Broadway, New York, was originally a cow path; Pearl Street must have been another. Washington Irving in his "Knickerbocker History" tells about this, and points the

CAN a municipality lay out undeveloped private lands and force the owners to conform to such a design? The answer is "yes" in the case of the City of New York at least, where such prerogative has been clear for the past twenty years. In pursuance of this authority, the Borough of Queens will soon complete the planning, laying out, and developing of the 75,000 acres within its boundaries. The construction since 1921 of an extensive system of parkways at a cost of approximately \$25,000,000 forms an important part of the work. In the following article Mr. Powell describes some of the practical aspects of the planned development referred to, which was successful because its sponsors possessed unusual ability to foresee future needs as well as the necessary engineering knowledge, financial backing, and legal authority.

finger of scorn at that method of planning. Long afterward he was one of the most active spirits in the movement which led the city, before the Civil War, to acquire the lands now developed as Central Park. He saw the importance of doing real planning before it should be too late. Any real planning requires vision.

Every now and then one of our large cities, spurred by some public-spirited citizen, establishes a city planning commission, usually to do but one specific thing—to plan a newly annexed area, to throw a superhighway across a congested region, to coordinate facilities of one sort or another, or to consolidate a number of the city's activities and direct them more effectively. Once this task is accomplished, the commission usually disappears.

But effective city planning has many angles. It does not stop with clearing slums, beautifying the banks of a contiguous river, locating a civic center, or extending a rapid-transit line.

Before planning on paper can be translated into fact, many problems must be solved which are not, strictly speaking, of an engineering nature. Whence will the money come that will be needed to pay for acquisition of the needed land and for the contemplated improvements? What legal authority exists for validating and executing the engineer's plans? How can the work be brought to a conclusion such that the project does not remain forever a mere hopeful desire? Frequently these hurdles are more difficult to negotiate than the engineering difficulties.

Such non-engineering matters as these have hindered the engineering staffs of a great many American cities. No matter how talented or efficient it may be, no engineering staff can accomplish much unless it has authority to carry out its plans. Even when the necessary funds are available, lack of authority to go ahead may defeat the whole purpose.

Suppose a city's charter provides, among many other things, for complete mapping of its entire area, including that still wholly undeveloped as well as that occupied by streets, houses, stores, and factories. It may be farms, woodlands, or swampy areas. It may be hills and gorges, lush meadows, or sandy beaches. Obviously the mapping of such areas long in advance of their contemplated use is a matter of engineering design. It is an integral and important part of city planning,

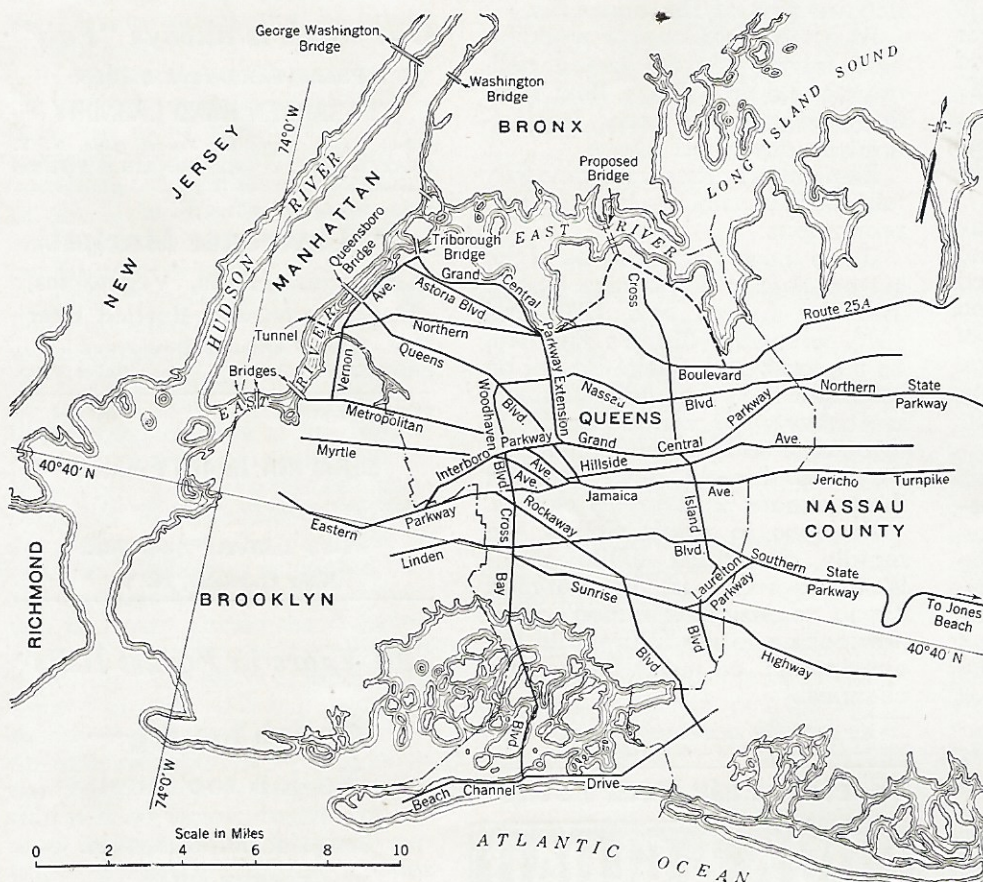


Fig. 1. Borough of Queens and Contiguous Territory

Showing Borough Portions of Through Routes from Brooklyn, Manhattan, and The Bronx to the Beach Resorts and Country Clubs of Eastern Long Island

but not many cities are organized to handle it.

All this undeveloped land is owned by individuals or corporations. Can a city, as a municipal entity, go ahead and lay out such lands with any assurance that its design will stand? Can it defend such a design in a court of law and force the owners to conform thereto? The answer is that it can if its set-up is arranged that way. While it cannot force owners to develop their land, it can prevent them from developing the land in any way that would do violence to the adopted city plan.

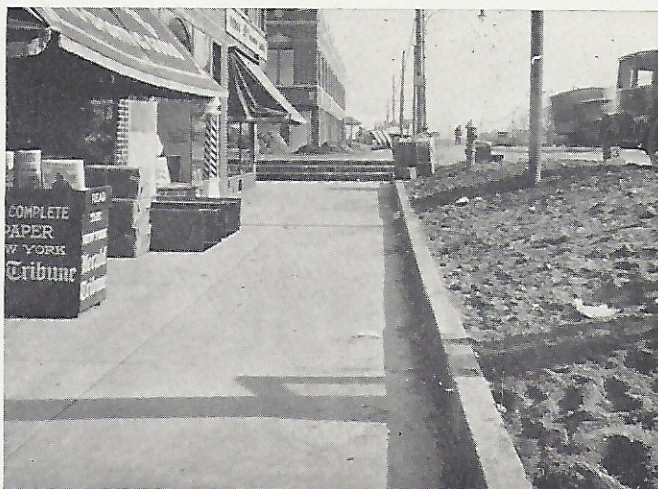
Only one of the large cities in the United States has full authority to go ahead on such a basis, as far as I have been able to ascertain. This city maintains continuously a full staff of engineers under civil service to see that the city plan is followed. It will surprise many to learn that the city referred to is both the largest and the oldest of all our large cities—New York.

The charter whereby greater New York City was formed in 1897 consolidated several cities, villages, and hamlets. The largest of these cities (also at that time the largest in America) had been founded in 1623 as New Amsterdam, antedating Boston by seven years, and Philadelphia and Baltimore by many more. The charter was revised in 1901. It has had many subsequent amendments, but none of these has changed the city planning functions and powers unless to strengthen them.

Until 1916 it was possible for a builder or real estate developer to ignore the city plan in areas where the city had not yet taken title to the streets shown thereon. This handicap to making the plan fully effective in practice was removed by the New York State Legislature in 1916, later clarified and strengthened in 1926. This provides, substantially, that no subdivision map may be filed or recorded which does not conform with the officially adopted city plan. In practice, this means that building lots cannot be sold by developers unless the streets in the development are in accordance with the city plan.

With these powers written into the city's corporate charter, practically all the undeveloped areas throughout New York City have now been mapped. These maps have received the approval of the Board of Estimate and Apportionment (the city's active legislative body), and are thus parts of an official plan for the whole area.

Of course districts already long settled had to remain as they were. Streets could be widened and a much-needed artery occasionally thrown across the grid of existing streets and avenues. But the building condemnation involved was too expensive for such work to be done in more than a few urgent cases. It was thus the out-



A Result of Building Below the Established Street Grade
The Street Level Was Later Lowered to Correct the Condition Shown But Often This Cannot Be Done Without Damaging Other Properties

lying sections or areas which profited most from the powers given the city by the enactments referred to. Furthermore, it was the exercise of such powers in the orderly development of those outlying and semi-rural areas that made them desirable residential areas for the dense population of Manhattan, the central core of the greater city. Largely as a result of this movement, Manhattan lost almost 500,000 inhabitants between the years 1910 and 1930. During this period the population of Queens, largest of the outlying areas, increased by 800,000. The Bronx experienced a similar gain, while Brooklyn added more than 900,000 inhabitants in those twenty years.

The streets and lots in each of the fifty-odd villages in Queens in 1900 had doubtless been laid out by real estate men and their private surveyors, engaged in subdividing erstwhile farms or other large holdings. Each one, considered by itself alone, may have been fully adequate as a design in the horse-and-buggy days in which it evolved. They later grew a bit here, another bit there, as new families moved in or the young people married and set up their own lares and penates. But here arises an obstacle to unified city planning—none of them was tied in at all with its neighbors on either side. The scattered villages were connected by roads meandering through intervening farming areas. The streets in one made sharp and awkward angles with those in the next. Most of the streets were narrow, even for the days when the automobile was a novelty and eight miles an hour was the legal speed limit.

Hence the problem of applying city planning to the broad reaches of Queens Borough was a difficult one. The borough is about thirteen miles wide from the East River across to Nassau County, and nearly fifteen miles long from Long Island Sound south to the Atlantic, as shown in Fig. 1. East and west across the center lies the backbone of Long Island, reaching

about 260 feet above sea level a little before it enters Nassau County. North, northwest, and south the land drops to tidewater. Great areas are so low as to be swampy, particularly along the shores of Jamaica Bay, in the south.

I believe that the city planning work which the Queens Topographical Bureau performed on the Queens area is the greatest task of its kind ever carried through into construction anywhere in the world, and that even Baron Haussmann in Paris and Major l'Enfant in Washington produced far less in scope.

In laying out new territory elevations and grades must be carefully worked out. Sewers will be installed some day, and streets must have the grades required to drain to these sewers and sufficient elevation to provide

for the necessary fill or "cover" over them. At the same time, existing topography must be followed rather closely in order to avoid heavy expense later in filling low lands or cutting down high places.

Here again, private developers have proved "bad actors" in many instances. Wherever they have built a row of houses without regard to legally established grades, and later sold them to people having no knowledge of the infraction, they have caused the buyers trouble. Houses built below the mapped street level are often subject to flooding of the cellars when the street is brought to grade. In other places, where the final street surface, as mapped before the houses were built, is to be much lower than the original dirt road, houses built "regardless" have later found themselves perched high above the street—in one case, thirty-five feet above!

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Must We Build to Destroy?



By
Assemblyman
James L. Dixon
Educator
and
Legislator

THE year 1939 will be one of glamor and excitement for the City and State of New York—in fact, for the people of the entire Nation. It will be the year of the "Great Fair." Already the World's Fair has begun to dominate our imaginations and our plans. Already we have witnessed genuine signs of an awakened citizenry—enthusiastic with a purpose. The next three years will be real and earnestly filled with plans, anticipation and fulfillment. But what about 1940 and after, when the crowds and pageantry have gone?

There is always something sad or forlorn about a highway after a parade has passed over it. It is not merely the confetti, litter and debris left by the procession—but also the void—the silence where once was music, excitement and happiness. The sequel to an exposition is usually even more unpleasant because of the razing of structures, the deflation and retrenchment in local business, and generally unsightly fair grounds, the work of demolition and cleaning up never having been completed. Already many who are enthusiastic about the Fair are asking "What will conditions be like when it is over?"

It is reassuring to know that the World's Fair Corporation is making definite plans to guarantee that the site of the Exposition will not be left an unsightly area. A beautiful park will undoubtedly be left or restored after the Fair. But, will this park be merely a beautiful graveyard or memorial ground holding the memories of a glorious chapter in the history of our country—or will it be the home of a new life begun by the

Fair? This, I believe, represents one of the most important issues to be faced. It is particularly pertinent when applied to the many buildings—the administration and educational halls which are to be erected on the Fair grounds. Must we build these just to destroy them after the Fair?

If the Fair is to be the beginning of a new permanent upswing in the life of our people, rather than a temporary high spot, the Fair buildings, as far as possible, must be of a permanent nature. These buildings should be the future homes of many activities. A few of the many uses they can serve might reasonably include museums, civic auditoriums and smaller meeting rooms, a Flushing Meadow Park dining room with out-door accommodations, a zoo, a public library, swimming pools, a golf course, athletic field, children's playgrounds, and possibly a Civic Center for the Borough of Queens.

Taxpayers, through City, State and National appropriation, have contributed to the World's Fair, and they do not want to have this great project built "up to an awful let-down." Construction should represent a permanent investment in dollars and cents, as well as beauty in architecture. The designers of this World's Fair have a golden opportunity of building not merely for 1939 and 1940, but for generations, yea for centuries to come. The wonderful exhibits, the tremendous volume of business that will result; the millions of visitors, are not enough. We must plan now to make the New York World's Fair of 1939 a beginning of a great future and not an end in itself.

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World's Fair Progress

(Continued from Page Seven)

June 1

Executive Committee votes to give first \$2,000,000 of net World's Fair receipts as part payment to New York City for rental of Fair grounds.

Long Island Art Federation proposes permanent art center be erected on Fair grounds.

June 2

Congress passes joint resolution authorizing the President to invite foreign countries to participate in the World's Fair of 1939.

June 3

Grover Whalen stands in the rain atop a triangulation tower 150 feet above the World's Fair site and smashes bottle of champagne to dedicate the grounds.

Officials of World's Fair visit the grounds for an inspection and have business meeting in Corona Park Clubhouse. Whalen announces a feature of the Fair will be the "Town of Modern Art," to occupy from ten to fifty acres and show latest ideas in the development of a community.

Committee of three named to confer with Museum of Modern Art on layout of "Town of Modern Art." Committee to consist of George McAneny, chairman of World's Fair directors; Robert D. Kohn, architect for the Fair, and William Church Osborne.

Directors give final approval to tentative budget up to October 1, 1936, which is revealed as \$668,799.17.

Howard Flanigan, former U. S. Navy officer, is named administrative assistant to president of the World's Fair Corp. Other appointees made by directors: Edward F. Roosevelt, director of foreign exhibit division; Harold W. Thorne, assistant treasurer and director of finance; Joseph Clark Baldwin and Associates, bureau of public information; Arthur Anderson & Company, auditors.

Mayor F. H. LaGuardia and Comptroller Frank Taylor of New York City and Bayard F. Pope elected to executive committee.

June 4

John D. Rockefeller, Jr., and family are ready to take large blocks of World's Fair bonds.

Park Commissioner Moses rejects two lowest bids on the grad-

ing and filling contract for the World's Fair site. He informs Board of Estimate that two lowest bidders lacked "the essential qualifications to complete this work on time."

New York City Budget Director submits plan to finance World's Fair buildings and improvements made by the City through issuance of \$7,000,000 in long-term corporate stocks and serial bonds.

June 5

Governor Lehman signs bill creating a temporary State commission of eighteen members to cooperate in plans for the Fair.

June 6

Mayor LaGuardia, in order to speed start of actual work on World's Fair, calls special meeting of Board of Estimate for June 9 to consider award of contracts.

June 7

Merchants' Association of New York asks City to appropriate

\$110,000 to chlorinate main sewers entering Flushing Bay and purify waters touching World's Fair site.

N. Y. University professors put forward a plan for "School of the Future" at which special classes of pupils will study in glass rooms under the eyes of visitors.

June 9

Board of Estimate awards contract for grading and filling World's Fair site to Arthur A. Johnson Co. and Necaro Co., who jointly submitted third lowest bid.

June 13

Fair contractor announces work will proceed on grading and filling in three shifts a day, with 300 men on each shift.

June 15

Work actually begins on preparing Flushing Meadows for the World's Fair. Huge floodlights installed for night work, as job goes on 24 hours a day schedule.

Jones Beach State Park a Monument to W. Earle Andrews

(Continued from Page Ten)

for children. The West Bathhouse, where lockers are 60c for adults and 40c for children, permit use of the heated, salt water pools as well as the ocean bathing. The pools are open for night bathing, too. The West Bathhouse, with lockers and dressing rooms for 5,400 persons, also have solarium, cafeterias, the marine dining room, and tea terraces overlooking the ocean and pool.

An outdoor cafeteria has tables under gay beach umbrellas. All the facilities, shops, and recreations at Jones Beach, with the exception of the food concessions, are operated directly by the Long Island State Park Commission. The only "admission" charge is a 25c round-trip toll for automobiles on the causeway, and a 25c charge for parking an automobile.

The use of ship's fittings for the boardwalk rail, drinking fountains, light posts, and other incidentals is in harmony with the nautical design of the park.

Jones Beach is a heaven for children. There are free swimming and diving classes for the youngsters. Last Summer, 1,200 children learned to swim in these classes. Kite-making classes and other handicraft activities, and free

outdoor kindergartens, are provided for the entertainment of children. Each season there are special events for the young folk, such as the appearance of Popeye, Mickey and Minnie Mouse, and Captain Kidd and his Treasure Hunts.

The Indian Village, under the supervision of Princess Rosebud Yellow Robe, a real Sioux Indian, presents a scene of constant activity. Here the children play Indian games, race turtles, and learn to make Indian headdresses, tom-toms, and pottery.

Jones Beach is distinguished from other public resorts by its unity of concept and design, its good taste and utter cleanliness, and the roomy comfort of its setting. The same direction and plan that achieved these new standards in a playground for the people will be turned towards making of the World's Fair of 1939 a new type of world's fair that will get away from the conglomeration of unrelated exhibits and architecture and other discordant elements of past fairs.

W. Earle Andrews is the man of experience to make of the World's Fair of the future an entertaining and impressive reality in 1939.

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