



MODEL

*Fritz Gutheim, program director for the U. S. Golden Gate International Exposition Commission, looks over a scale model of the Federal government's social welfare exhibit at the San Francisco Fair. Both fairs will be featured by coordinated Federal exhibits built around a number of central themes in place of the uncoordinated exhibits of the past.*

ly charged with electricity. Crop production will be stimulated by the use of electric cables to warm the soil, and by the application of ultraviolet rays.

New York Fair visitors, in addition to being treated to spectacular science shows, will obtain a glimpse of the city and countryside of the future inside the 200-foot Perisphere, a 5,700,000 pound globe which, with the 700-foot Trylon spire, will serve as guiding landmarks to the fair ground.

Visitors will be carried over the panoramas on two 100-ton "magic carpets" shaped like gigantic washers. The pillars supporting the blattforms while they revolve will be made invisible by special lighting to create the illusion of riding through space. Water fountains outside the Perisphere, supported by eight columns, will hide the pillars to give the illusion that the huge white ball is floating in space.

Science is playing a notable role in the construction of the \$175,000,000 New York Fair, located on what used to be a dreary swamp flat outside Flushing, L. I. Soil chemists saved Fair sponsors half a million dollars by devising chemical means to convert the acid swamp soil into turf suitable for planting the 10,000 trees brought out to the site. They could have brought turf, but the intensive chemical treatment they gave the soil was cheaper.

Black light will be used to paint beautiful murals at the Pageant of the Pacific, main attraction of the Golden Gate Exposition. The two largest murals in the world, each 165 feet long and 65 feet high, will be built of metals, enam-

els, glass and marble. Highlights and studied sections of the scenes will fluoresce under ultraviolet rays from trough reflectors above and below, adding life and change as well as the rich glows characteristic of fluorescence.

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GENERAL SCIENCE

## Coordinated Federal Exhibits Replace 'Jumbled Mess'

### Scientific Activities of Government Will Be Prominent; Housing, Social Welfare To Be Included

**F**OUR and a half million dollars will be spent during the next year to present to visitors to the 1939 world fairs in New York and San Francisco the first scientifically-designed exhibits explaining the functions of the United States government ever shown, officials of Federal commissions charged with erecting the exhibits disclosed.

For the first time Uncle Sam's shows will be coordinated and streamlined instead of consisting of a "jumbled mess of dull pictures and duller charts" as in the past, it was stated.

Twelve themes will predominate in the \$3,000,000 Federal area at the New York Fair, while eight will tell Uncle Sam's story at the Golden Gate International Exposition in San Francisco.

Not only are the themes to be designed scientifically, but science and the scientific activities of the government will be prominently displayed in each exhibition, spokesmen for the two commissions explained.

Conservation; food; shelter; industry; transport and communication; social welfare; education, arts and recreation and other phases of the nation's life will be some of the New York Fair themes. San Francisco's exhibit will be built around science, social welfare, conservation, housing, national defense, recreation, economic affairs and Indian life.

The social welfare exhibit at the Golden Gate Exposition has already reached the detailed model stage, Harry R. Stutsman, special aide to Secretary of Commerce Roper, pointed out, with other exhibits on the way.

Social welfare will be presented in the form of an "American Biography," taking the average American through life from birth to old age and showing what the government does for him. Pub-

lic health, labor conditions, education, social insurance and delinquency are some of the topics covered.

A new scheme of exhibit planning, making use of "induced circulation" of people through the exhibit rather than the older "forced circulation" type will predominate at all the government exhibits in the west coast exhibition. Fritz Gutheim, program director for the U. S. Golden Gate International Exposition Commission, explained.

"Forced circulation" makes exhibit visitors follow a given route by simply providing no alternatives. The principle underlying the method to be used at San Francisco places exhibits at those points where people normally go. For example, an important chart will be on the right side of the entrance, for it has been found that people look toward the right when entering a doorway.

Nine semi-classic buildings and a twin-towered Federal building will dominate the Federal area at the New York World Fair, Theodore T. Hayes, Executive Assistant United States Commissioner in charge of Federal participation in the New York celebration, revealed. Exhibits will be housed in the nine buildings, with the Federal building devoted primarily to historical matter. It will consist of two towers, the Tower of Judiciary and the Tower of Legislature, flanking a thirteen-pillared portion representing the Executive arm of government and the thirteen original states.

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Wild sugar cane that endures long stretches of freezing weather in its homeland in Turkestan is being tried out by the U. S. Department of Agriculture.