

WORLD'S FAIRS



Display of Cartwheel Maker at Manchukuoan Fair.

by National Geographic Society, Washington, D. C.—WNU Service.

TEXAS tips its ten-gallon stetson to a stream of visitors for whom Dallas is a reception committee, and inau-

the first United States exhibition in the world's bumper crop. After the Texas Centennial exhibition fan may as start packing for jaunts to Ohio, and Johannesburg, Africa.

South contributed to the fair festivities with the States exposition at Atlanta, the Tennessee Centennial at Nashville in 1897, and South Carolina Interstate and Indian exposition at Charleston in 1902. Seattle was "at home" in 1909, and the Pacific coast in

at that time the United States acquired the world's fair habit, would have one at the slightest occasion. When the Panama Exposition was opened in 1914, no one wanted to wait a hundred years for the next one to simmer down into a fair, so that formality was abandoned, and the occasion itself was treated with important exposition in San Francisco and in

Again After the War

general enthusiasm for fairs dampened somewhat, after the World War, which appeared to destroy man's appetite for arts and industries of civilization. Then Philadelphia gave its performance, the Sesqui-Centennial in 1926. Chicago followed in 1933 with its own hundredth anniversary party to which everyone was invited, and to which everyone then went back the following year. In 1935 the San Diego exhibition was announced along with similar celebrations in Arkansas, Maine, and Springfield, Mass.

past century might well be called the Exposition Era, for it witnessed the sudden gaudy display of the world's fair from

the ancient family tree of the traditional trade fair. This new and dazzling era began in 1851 with that grand-daddy of fairs in the modern manner, the London Crystal Palace exhibition, officially opened by Queen Victoria and Prince Albert. Since then, many crowned heads and presidents have seized such opportunities to combine official business with seeing the sights.

After London started the world's fair fever, it spread through Europe and North America with amazing rapidity, with isolated cases cropping up all over the world from Melbourne, Australia, to Seville, Spain. Within 85 years Paris has had seven important expositions and reports another planned for 1937, establishing a world record for world's fairs. London follows, with a score of five. It is often difficult to decide whether a busy industrial exposition or a big centennial celebration is a world's fair.

There are few set rules for playing the exposition game, although an international agreement on the subject has been discussed and standing committees exist in most European countries. Almost any occasion now is considered legitimate excuse for a world's fair. Rio de Janeiro staged one to celebrate the centenary of Brazilian independence in 1922, Antwerp to commemorate Belgium's century of independence in 1930, and Brussels in honor of the centenary of Belgian railroads in 1935.

Transportation's Big Part

Indeed, the latter seems symbolic of the tendency of the 85 years of fairs—away from the early arts and crafts and toward the accomplishments of science, especially in the service of transportation. In 1851 the only transportation exhibit sent to the exposition from the United States was an artificial leg! But at the Chicago Centennial in 1933-34 modes of transportation constituted a more extensive display than did the exhibit of any one state or nation. There is no wonder, however, that fairs recognize transportation as important, since fairs are becoming bigger and better and more frequent largely because of the ease with which they can be reached.

The world's fair today, with its bewildering mixture of amusement, education and commercialism, is sometimes hard to distinguish from its more workaday relative, the international trade exposition for advertising purposes, such as the International Petroleum exposition in Tulsa, Okla. The world's fair is a sporadic celebration, however, and thus differs from the perennial industrial exhibition, like those of the British Industries fair held simultaneously in London and Birmingham every year since 1915, and the Leipzig fairs which have been landmarks of international trade for 700 years and are now considered the oldest and largest of the hardy perennials.

Each fair offers a novelty of some sort, like London's original Crystal Palace, Chicago's camel-ride in 1893 and its sky-ride in 1933, or the

Texas Centennial's rocket-ride; but there is no novelty in holding a fair. Always it has been "fair" weather somewhere in the world, since Chinese tribesmen began to congregate at some convenient crossroads 3,000 years ago, when trade really meant trade and business was on the barter standard. Ancient Greeks and their Roman imitators held periodic fairs garnished with games and some religious trimmings.

In Medieval Times

Shrewd medieval European merchants reaped the rewards of virtue when they all journeyed to their nearest religious center—and set up booths for a fair during a church festival. So general was this practice that some languages combined the word "fair" with that for "church service." The hiring of servants and the settlement of marriage contracts were transactions no more out of place on primitive medieval midways than the exchange of cattle or the sale of horses. Incidental merrymaking became such a substantial factor that it soon set up in business for itself, primarily differentiated with the term, "pleasure fair." One of these, the St. Bartholomew's Fair, was abolished in London only as late as 1926. England retains traces of many primitive fairs, such as Goose Fair and Onion Fair, while developing the more modern trade show to a high degree of specialization, from the annual exhibition of British products to an international audience with 80 different potential language markets, to the restricted Antique Dealers' Fair or the Exhibition of Acetylene, Oxy-Acetylene, and Allied Industries.

The old-fashioned fair to which products were brought, sold, and carted away now is being replaced by the modern exhibition which is simply a huge sample case, where potential buyers make choices but not purchases. Such are the fairs which have made traveling buyers thrive where the vanishing traveling salesman once flourished, around such international commercial centers as Leipzig, Lyons, Basle, Praha, and Nizhni Novgorod in Russia. The great Hindu market at Hurdwar in India is less advanced.

The world's fair, no matter how frivolous, brings profit to its exhibitors by whetting the public's appetite for commodities to be bought later. One novelty introduced at the Philadelphia Centennial in 1876 was Dr. Alexander Graham Bell's curious machine called the telephone, which carried voices across empty space for some distance but seemed to the fair-goers too fantastic to amount to much.

Expositions have set the style for everything from jewelry to hotel facades. The Chicago Columbian exposition of 1893 was responsible for an epidemic of pseudo-Grecian architecture which supplanted the brownstone front throughout the United States until 1915, when the Moorish-Spanish buildings of the San Diego and the San Francisco fairs started a wave of low straw-berry stucco structures topped with red-brown tiles. The Eiffel Tower, at the Paris exposition of 1889, served as a calling card for the steel construction which later came to stay, in modern skyscrapers. Style tides turned again in 1925 when the Paris Exhibition of Modern Decorative and Industrial Arts popularized diagonal lines and non-pictorial designs on everything from kitchen stoves to mirrors, and again when the Paris Colonial exhibition of 1931 created a vogue for wooden buttons and heavy jewelry copied from colonial natives.

The Giant Monitor

The earth's giants, like the huge Komodo dragon, seem to be handicapped by their great size in the age-old struggle for survival. The giant monitor is largely carnivorous, feeding on meat and eggs. His numbers seem to have diminished while smaller lizards multiplied. The size of the giant betrays him to his enemies, and the monitor family has a rather foolish defense when attacked. The monitor, zoologists say, is apt to roll over on his back and put the toes of his hind foot in his mouth.

Through A WOMAN'S EYES

by JEAN NEWTON

WHEN GOD HAS MADE US FREE

IN A fine sermon a prominent minister tried to point out to his congregation their high responsibilities, by telling them that God made men and women free. We are free, he said, to pursue the highest destiny, because God made us free.

And it seems to me that the words are like a gust of fresh air admitted to a stuffy room. They are like the sound of beautiful music to one who has long been deafened. For they inject into the rush and turmoil of our daily living a something that makes us stop a moment and listen and feel and think.

God made men and women free, but do we keep ourselves free? That is the thought those words impel. For civilization has forged shackles into which many of us too willingly place ourselves.

Somewhat beyond the control of many of us, of course, are the shackles of the fight for existence. But many more of us are voluntarily enslaved who cannot point to this necessity. There is, for instance, no enslavement so hopeless as the pursuit of pleasure, for which many women give up their freedom for growth and satisfaction and happiness. And there are the petty little shackles of modern life which prove strong enough to rob many people of their freedom. They are such shackles as "What will people say?" "Keeping up with the Joneses" "Others are doing—," "The things I must have."

What a pity to submit to such shackles, to permit ourselves to be held down—when God made us free.

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BEDTIME STORY

By THORNTON W. BURGESS

JERRY IS FILLED WITH DISTRUST

AS JERRY MUSKRAT lay in his bed, safe in his house, nursing his sore tail, he had time to do a lot of thinking, and he did do a lot of thinking. He thought of how day after day he had found all those good things to eat at each of his favorite eating places, and how there had not been one single thing to make him suspicious. In fact, there had been everything to take suspicion away. He began to understand just what that trapper had tried to do, and it seemed to him that nothing could possibly have been more unfair.

"He tried to make me think he was my friend," thought Jerry. "He knew that if I had the least suspicion that he wasn't my friend, I would be watching for traps. So he pretended that he was my friend and he brought all those nice things to me to eat so that I would trust him. I did trust him, and he knew it. Then when he was sure that I wouldn't suspect him of doing such a thing he set that awful trap for me. I'll never trust anybody again! I never, never will! It's awful to distrust everybody, but after this I'll just have to."

So Jerry Muskrat was filled with distrust. He had been so very happy there in the Smiling Pool for so long that now life seemed hardly worth while. There was no happiness in it. You see, he felt that not only could he no longer trust those who seemed to be his friends, but he was suspicious of everything. He no longer dared to freely climb out of his favorite places along the bank. He was even suspicious of the Big Rock. The only place where he felt absolutely safe was right inside his own house.

But of course he couldn't stay in his own house all the time, because he had to eat. Of course. Everybody has to eat. Then, too, he had a lot of work yet to do on that house of his to make it ready for winter. This meant that he had to travel around considerably to get his food and to get the material for his house. But now he never went ashore without first looking with the greatest care for signs of a trap.

One of the first things he did after he got through nursing his sore tail was to go to each of the places where that trapper had put good things to eat. He went there, not to get those good things, but to find out if there were traps there as there had been on the old log. He found a trap at each place. After

that he did not go near these places. Billy Mink would have found a way to get all those good things to eat without getting into one of the traps, but Jerry preferred to take no chances. He simply kept away from those places. Those pieces of carrot and apple were a terrible temptation, but he contented himself with his regular food and tried to forget that there were such things as carrots and apples. And even when he was hunting for his regular food he was all the time watching out for traps. He was so filled with distrust that he took no joy in anything.

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Gondolas Were in Use in Sixteenth Century Days

Gondolas are first mentioned in an Eleventh century document, and by the Sixteenth century competition among their owners in Venice had become so fierce that the city had to set up a code of fair practices. Instead of being allowed to attract passengers by the bright colors on their boats the gondoliers were summarily ordered to paint everything black, and black the gondolas have remained to this day, observes a writer in the Los Angeles Times.

The second feature of gondolas, the peculiar raised prow of iron, has a double purpose. It serves to help balance the weight of the gondolier in the stern, and it also prevents his trying to pass under bridges too low to let the little cabin of the vessel pass.

Even though Venice is built on 117 small islands and even though one ordinarily thinks of getting about it by water, it is possible to explore the city on foot. It has about 400 bridges, and many of the canals are lined with streets. The main complaint of the explorer on foot is that he is forever coming to a blank wall or a canal, but he is compensated by the fact that the shops are to be found on these streets.

BUCKS AND KICKS



"What kind of an engine have you in your car?" "A donkey engine, I guess. It's awfully stubborn."