



GIMBELITE

Unisphere® presented by  United States Steel

© 1961 New York World's Fair 1964-1965 Corporation

PEACE THROUGH



Robert Moses, President of the 1964-1965 World's Fair Corporation with Bernard F. Gimbel, Chairman of the Board of Gimbel Brothers, Inc.

UNDERSTANDING . . .

is the theme of the 1964-1965 New York World's Fair. Mr. Gimbel, as Chairman of the Organization Committee and a member of the World's Fair Board of Directors, has been a prime mover in making the Fair plans a reality. Also on the Board of Directors for the 1939-1940 World's Fair, he is a strong believer in the businessman's cooperative attitude toward worthwhile activities in the community. "Our position is not only to sell to the people but to contribute to all community projects as well."

As a member of the Fair's Executive Committee and a Board member of the Terrace Club, Mr. Gimbel is in close contact with Mr. Moses to discuss Fair business. Of Mr. Moses, Mr. Gimbel said, "Nobody but Mr. Moses could have done it—it's the greatest thing of it's kind."



The most exciting event of our generation will, without doubt, be the tremendous, fascinating, magnificent 1964-1965 World's Fair.

One of our contributions is the functional, attractive, and full-of-wanted-customer-services area represented by our World's Fair Hospitality Room.

We are hopeful that all of our customers will be reminded to come make use of this beautiful addition to our customer services.

Bernard S. Zients

GIMBELS THE WORLD'S

The entire store is bursting with excitement—let's just take a walk through the store and see what this excitement is all about. To begin with, the exterior window displays have been drawing crowds—these colorful windows were showing what Fair visitors will wear—most of course, in the striking World's Fair colors and styled for both fashion and comfort. Soon on the 32nd Street

side of the building there will be an aerial photograph of the Fair and a message welcoming everyone to New York City, to Gimbels, and to the Fair. Then of course, there is our World's Fair facade featuring a gigantic Unisphere and bigger than life-size models showing the native costumes of many lands.

As we wander through the store we see that the Street floor is featuring a special Fair counter where Fair souvenirs of all types may be purchased. Each floor is alive with Fair excitement—in the displays showing the vibrant Fair colors, blue and orange, and in the merchandise we offer to our customers.

Moving on through the store we reach the center of the activity on the Sixth floor where the World's Fair Room is drawing crowds of visitors. This room, designed as a meeting and relaxing area for customers from near and far, is also an information, service and ticket selling center. This room is truly a masterpiece in interior



Miss Ann McKeon, World's Fair Summer Festival Queen with Mr. Zients at the opening of our World's Fair Room.



One of our beautiful World's Fair fashion displays.



Overlooking Broadway, Gimbels' renowned World's Fair facade.

FAIR-EST STORE

decorating—soft lighting brings out the warmth of the beautiful carpeting, again done in the official World's Fair colors.

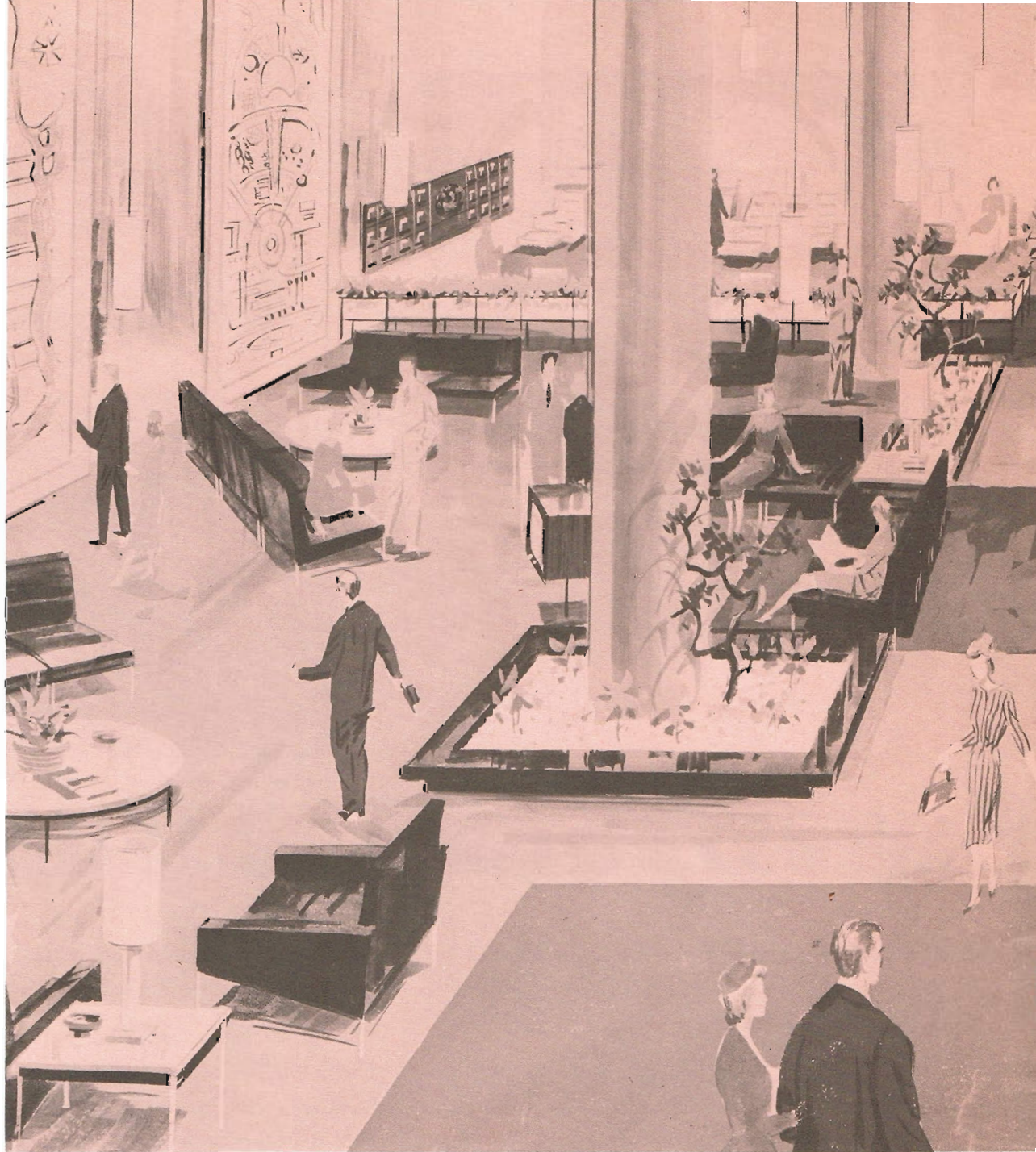
Vibrating lounge chairs to soothe weary visitors are set in an atmosphere of peaceful relaxation. Closed circuit television broadcasts will be given on a scheduled basis directly from the Fairgrounds. To help plan trips to the Fair as well as New York City itself, there are two beautiful maps, each fourteen feet high, showing both areas in detail.

In one area of the room there are writing tables with complimentary World's Fair stationery. Bell Telephone has installed a number of phone booths with the most modern seating facilities and phones. American Airlines is taking reservations and selling plane tickets for all domestic flights. The airline will place a picture of our own World's Fair Room in sixty-six of their offices

throughout the country inviting travelers to stop in and see us when in New York.

Tickets are on sale for bus tours of New York City. These tours are given in both English and foreign languages. Also available are tickets for buses to the Fair and tours at the Fairgrounds. Discount tickets for Fair admission are still being sold at a great savings for the entire family. If you are ride-minded, you can purchase your tickets for the AMF Monorail ride ahead of time at the booth in the World's Fair Room.

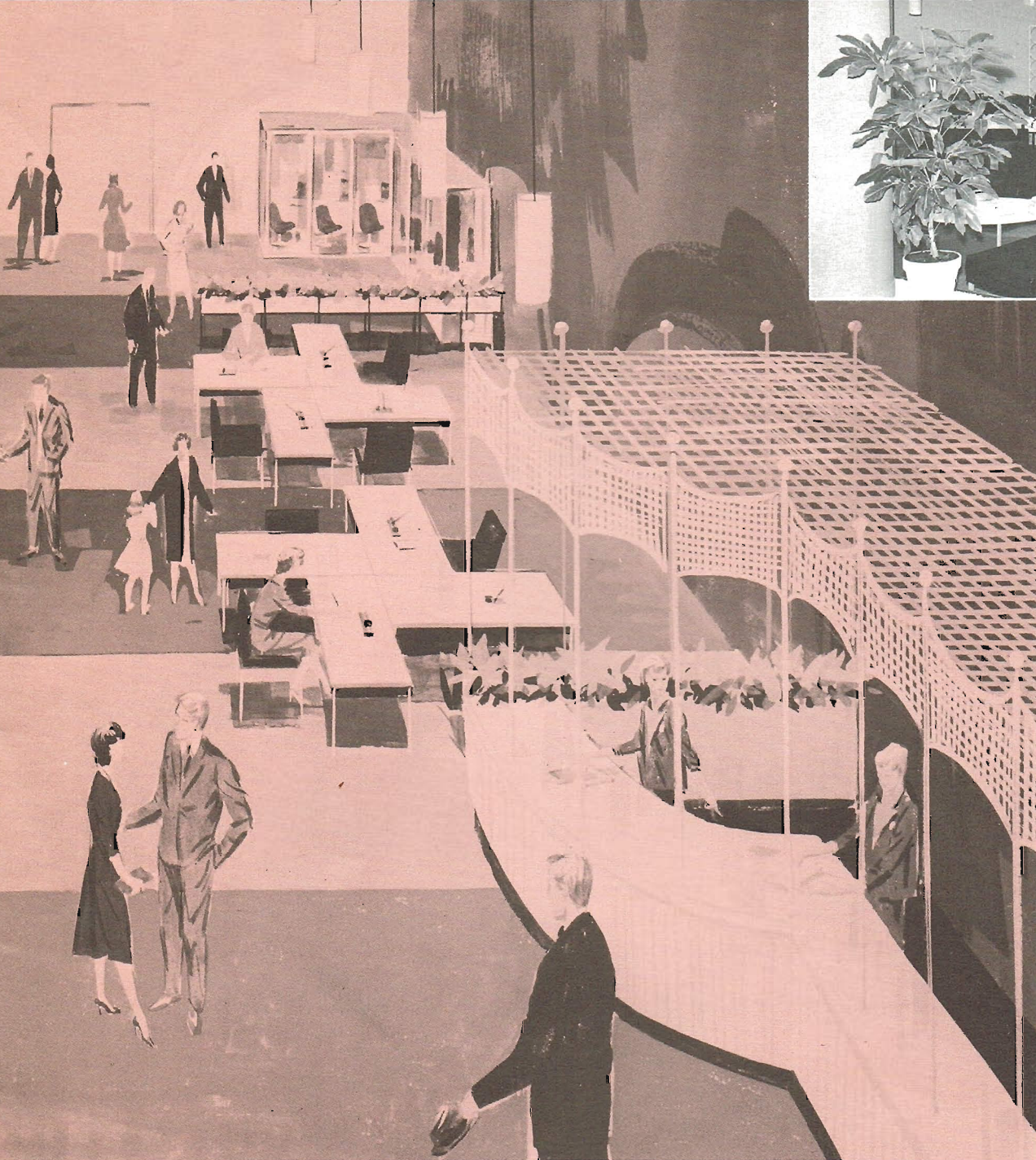
Charge customers from our Milwaukee, Philadelphia and Pittsburgh stores have been invited to use our charge facilities and visit the World's Fair Room when they come to our "Fair City." Remember we are going to have many guests from near and far so let's all exercise the tops in courtesy and service. All our guests will agree that *our* store is the World's Fairest.



This artist's rendition shows the beautiful new World's Fair Room in perspective. Bell Telephone is presenting a new exciting telephone game in which many prizes are given away. Drop a note to friends, on attractive, colorful World's Fair stationery found in the writing table area of the room. The Jane Bell Personal Shopping Service has moved its headquarters from the Second floor to the World's Fair



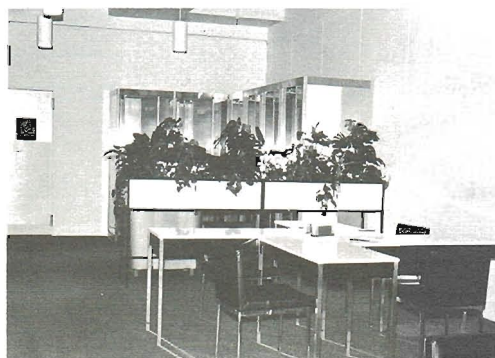
Left: Miss Teresa Caycedo of Jane Bell with Deborah Plisner and Ruth Willstock. Right: Win a prize at Bell Telephone's exciting Phone-a-Ringo game.



Room, performing many customer services. Make your own souvenir from our World's Fair Room in one of the Mold-a-rama machines.

The World's Fair Room, opened officially on April 6th, will remain open during the entire Fair period—from April through October, 1964 and 1965.

*Left: A quiet nook to catch up on your correspondence.
Right: Miss Mary Ellen Duffy behind the American Airlines counter.*



Billed as the world's first billion-dollar extravaganza, this Fair has something for everyone—from the most magnificent art treasures of the world to mechanical monsters which will delight and intrigue the younger set. Restaurants featuring food from all nations in which you can buy anything from a HongKongBurger to pheasant under glass will be scattered from one end of the Fair to the other.

THE 1964-1965 NEW YORK WORLD'S FAIR

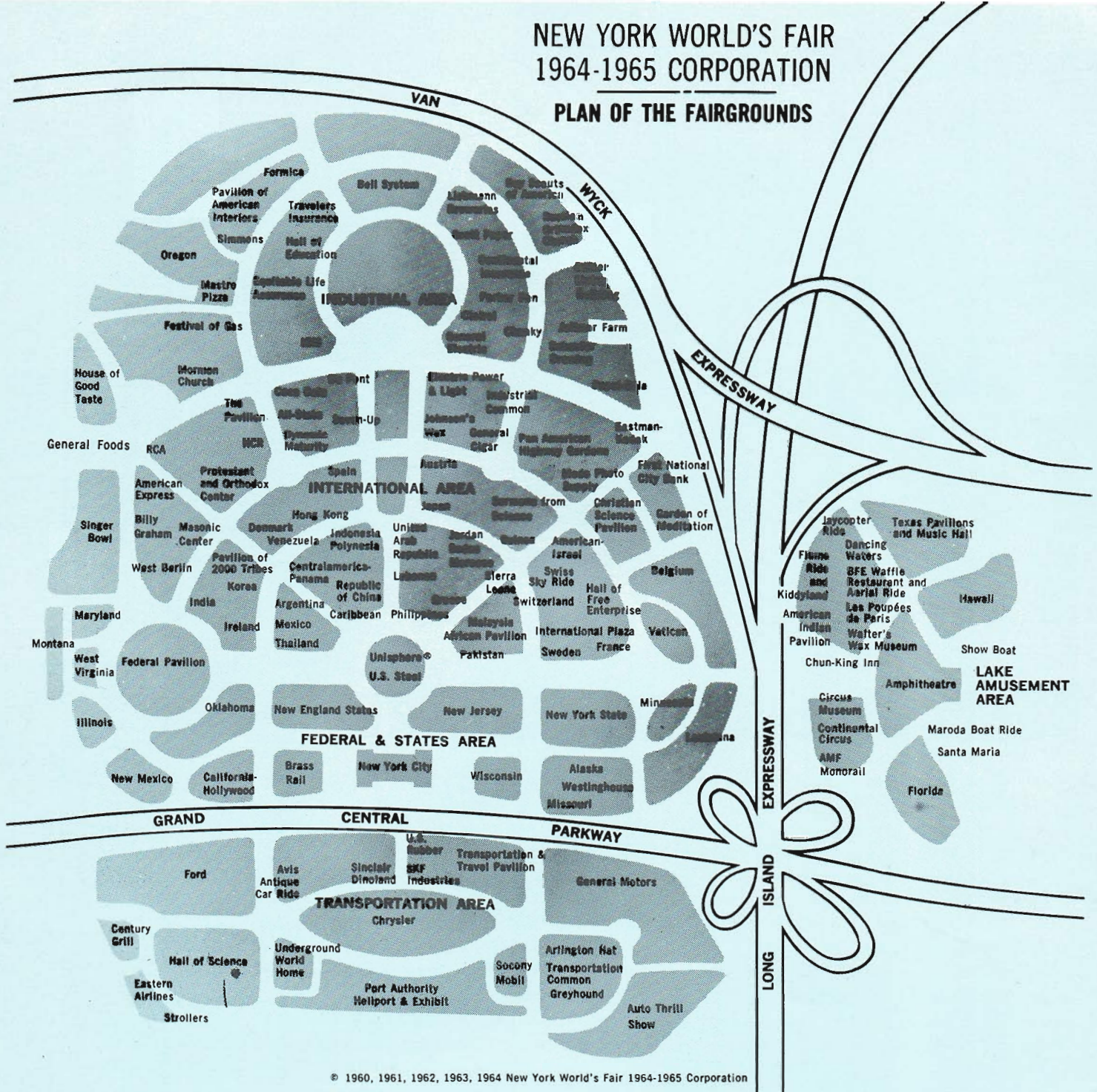
Located in Flushing Meadows, on the site of the 1939-1940 New York World's Fair, this Fair will be the spectacular end result of literally years of dreams, plans and construction. It has been designed to give visitors maximum comfort and ease while viewing the various exhibits. There will be small electric carts to whisk you down the avenues to view the Fair. IBM, Ford, Pepsi-Cola and many of the other pavilions have planned exhibits in which the footsore guests can relax in style (such as brand new Ford cars), while they sit back and enjoy the show. Greyhound will feature many types of vehicles for your sightseeing pleasure—buses, four-passenger motor cars with driver-guides and a tractor-train designed especially for the World's Fair. The Simmons Company has hit the height of comfort in their sleep center where for a slight fee you can lie down on a dream-soft bed and pop off for forty winks.

The Fair has been divided into five areas—each dramatically depicting man's progress over the centuries. The five sections are: Transportation, Federal and States, International, Industrial and the Lake Amusement Area. These five combine to form a 646-acre wonderland.

Wondering what becomes of all this after the Fair is gone? Well, this former swampland will be transformed into the finest park in New York City with the Unisphere at it's center to remind us of the fabulous Fair of '64.

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

PLAN OF THE FAIRGROUNDS



GETTING TO THE FAIR:

By helicopter from the Port of New York Authority's heliport in Manhattan, or from Newark, LaGuardia or Kennedy Airports. By boat, private or public, to the new Flushing Bay Marina. By bus, taxicab, or car. By car, via the Queens-Midtown Tunnel or over the Triborough, Bronx-Whitestone, Queensborough or Throgs Neck Bridge. By subway, via any one of the city's three subway lines—IRT, BMT, and IND to the World's Fair stop. Subway stations will be marked with blue arrows to direct you. See you at the Fair!



The General Electric pavilion while still under construction, with the IBM "Egg" suspended in the background.

SCANNING THE FUTURE

The Industrial and Scientific area of the Fair is packed with architectural fantasies housing exhibits by the leading corporations of the country. Here you can see the first public demonstration of thermonuclear fusion or your children can find the perfect pen-pal through a computer operation.

The area will dramatically illustrate man's progress through the centuries in nearly all facets of big business and scientific developments.

IBM is featuring a mammoth ovoid structure with the company logo printed over 1,000 times on the surface. While you sit back and relax on a grandstand you will be hydraulically lifted 64 feet into a theater where computer technology is explained in an easy to understand manner. Sound a little hard to believe?

That's not all—Chunky will have a fully equipped modern factory actually turning out candy bars before your very eyes. A certain stop for all camera fans will be the Kodak pavilion, which is topped by the largest color photographs in the world. There will never be a dark moment at the Fair thanks to Electric Power and Light's extraordinary Tower of Light. This prismatic pavilion will throw a 12-billion candlepower beam of light into the heavens making the Fair visible as far away as Boston and Washington on clear nights.

The Hall of Science will be one of the few buildings to remain after the Fair closes in October of 1965. There will be exhibits of nearly all areas of science including space travel, planet exploration, marine research and biology. You can watch an authentic space docking show in which space ships will land on orbiting space stations. You will also be able to watch your children on television as they scamper through a child-size space museum.

Some of the other exhibitors include General Electric, Schaefer Brewing (featuring a 100 foot long bar!), Pepsi-Cola, and the Bell System. Travelers Insurance has built a fantastic pavilion modeled after their symbol, a huge red umbrella.

All in all the Science and Business area is a perfect blend of entertainment and education—to delight and stimulate Fair visitors of all ages.

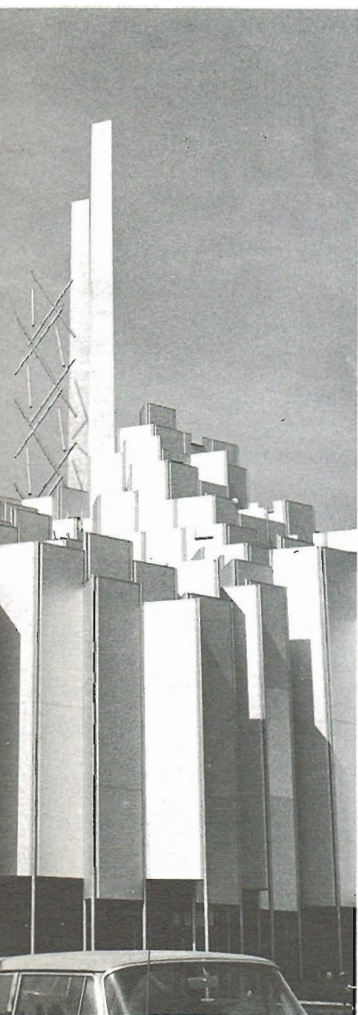
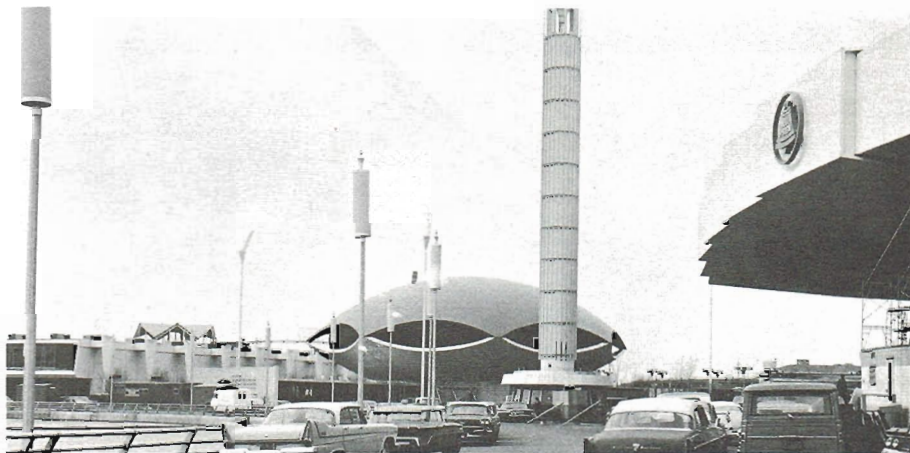


The Tower of Light will be seen for



The Kodak pavilion, a sure stop for avid shutter-bugs.

In the background, the red "umbrella" of the Travelers Insurance pavilion, with Bell Telephone in the right foreground.



les, attracting visitors to the Fair.



This colorful, mobile-like structure is Pepsi-Cola's Tower of Winds.



General Motors mammoth "Fish-tail"—one of the giants of the Fair.

ON THE

We live in a world of motorization—and nowhere is this fact presented in such a manner as the Transportation area at the Fair. For those of you who will be arriving at the Fair by helicopter, you can touch down atop the Port Authority T-shaped heliport and go one flight down for a sumptuous dinner at the Top of the Fair restaurant.

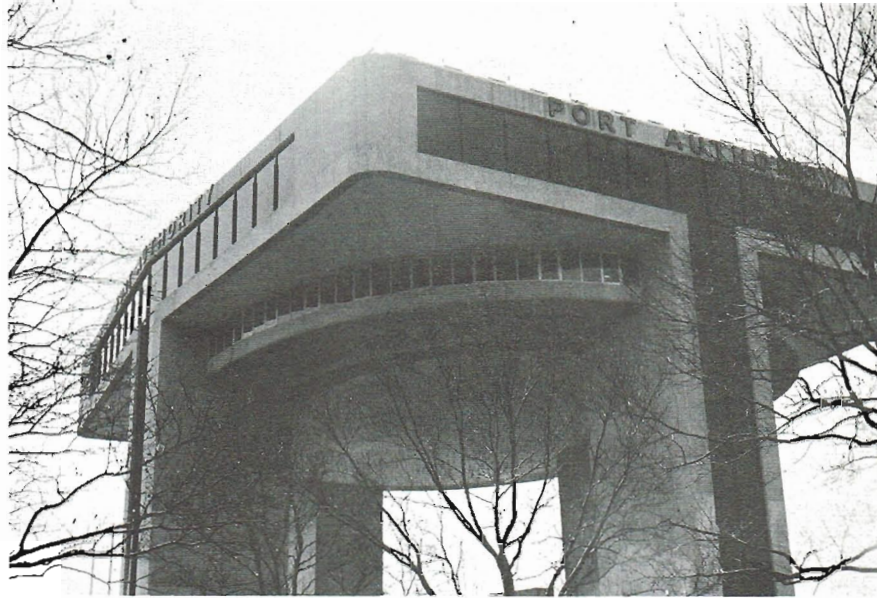
In General Motors gigantic tailfin designed building you will be taken for a ride to the moon, to the Antarctic, under the ocean, through jungles, deserts, and into the future via belt-driven seats. Ford whisks their guests through their mammoth pavilion in spanking new Ford convertibles while they watch electronic cave men cavort around in a prehistoric sequence. To say that all this is unbelievable is an understatement.

Don't be surprised if you are strolling through a cool shaded area on a hot day this summer and a huge dinosaur looms up before you—turns his head and stares at you with a seemingly hungry look in its eye. Don't turn and run—you will find you are in Sinclair Oil's Dinoland. Placed in a wooded setting are nine extremely realistic monsters which may shake even the heartiest person at first glance.

You can see the USA in the Greyhound pavilion—a color and sound film will take you around the country. You can also see the Fair via Greyhound—they will have over 300 new vehicles at your service, from buses to four passenger guided carts. No footsore visitors at this Fair—you need only walk as far as the nearest bus, cart, or multi-passenger tractor train.

Yes—the Fair is on the move, and you'll be on the move, too.

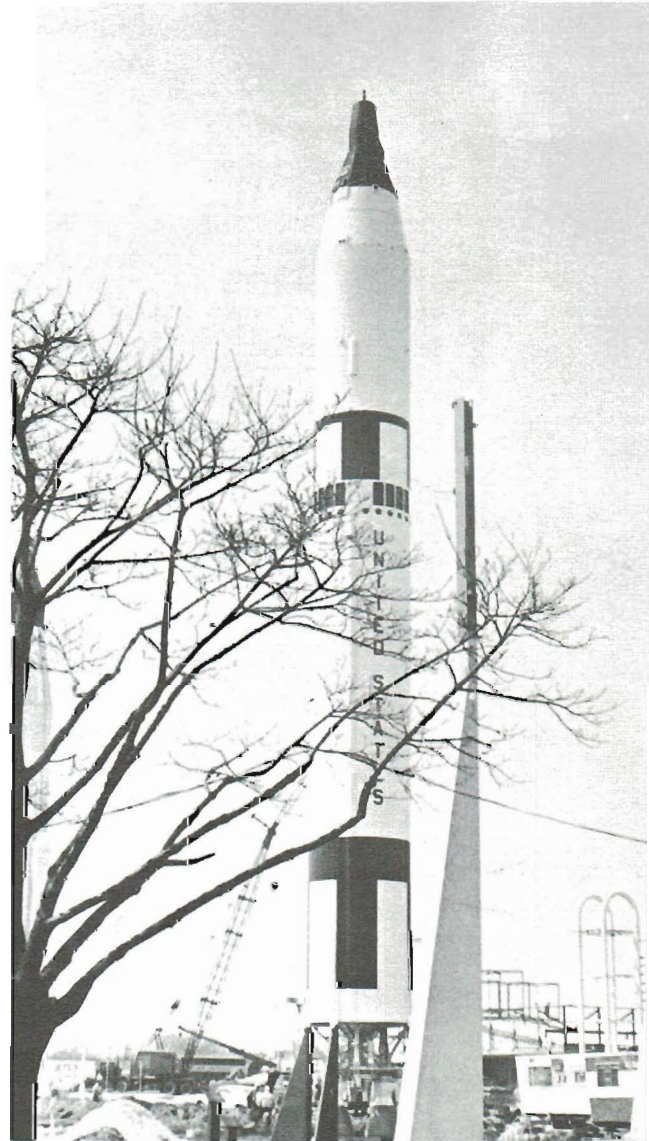
*The Port Authority Heliport
houses the Top of the Fair
restaurant.*



MOVE



One of the animated monsters found in Sinclair Oil's Dinoland.



*Reaching into the sky, this mis-
sile symbolizes our future in
space.*

FUN AT THE FAIR

There is fun galore at the Fair—fun for all ages. The Lake Amusement Area, adjacent to Meadow Lake, will provide Fair-goers with entertainment, rides, and exhibits.

John Ringling North is staging a truly international circus in a gigantic circus tent and a parade around the grounds every day. Everyone loves a circus so don't miss this one. The Amphitheater, which is located on the edge of the lake will feature a spectacular show staged by Leon Leonidoff and Meyer Davis. This two million dollar extravaganza is one of the biggest stage shows on earth with such scenes as dancers dancing on water, and 22,000 gallons of water tumbling over a waterfall.

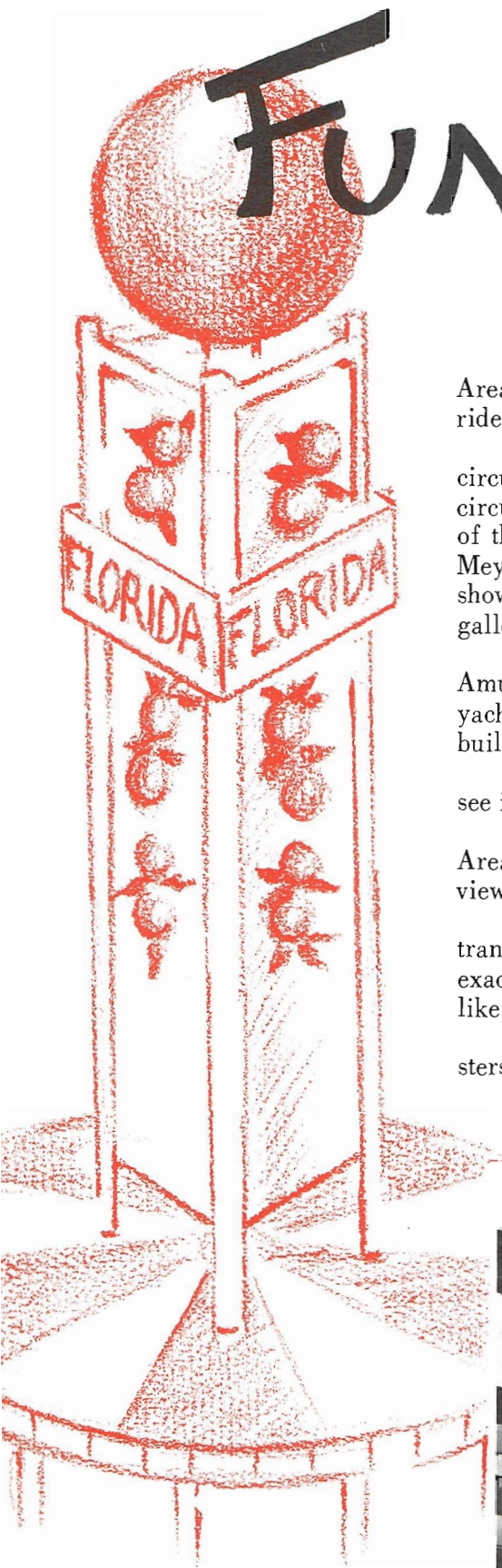
There is another amphitheater found in the Florida pavilion in the Amusement section where playful porpoises put on ten shows daily. Boats and yachts will be anchored in the lake adjacent to the Florida exhibit. This state's building is symbolized by a 110-foot tower topped by an over-sized orange.

Have you ever been in an American Indian Village? If not, be sure to see it, meet real Indians, and watch authentic Indian dances.

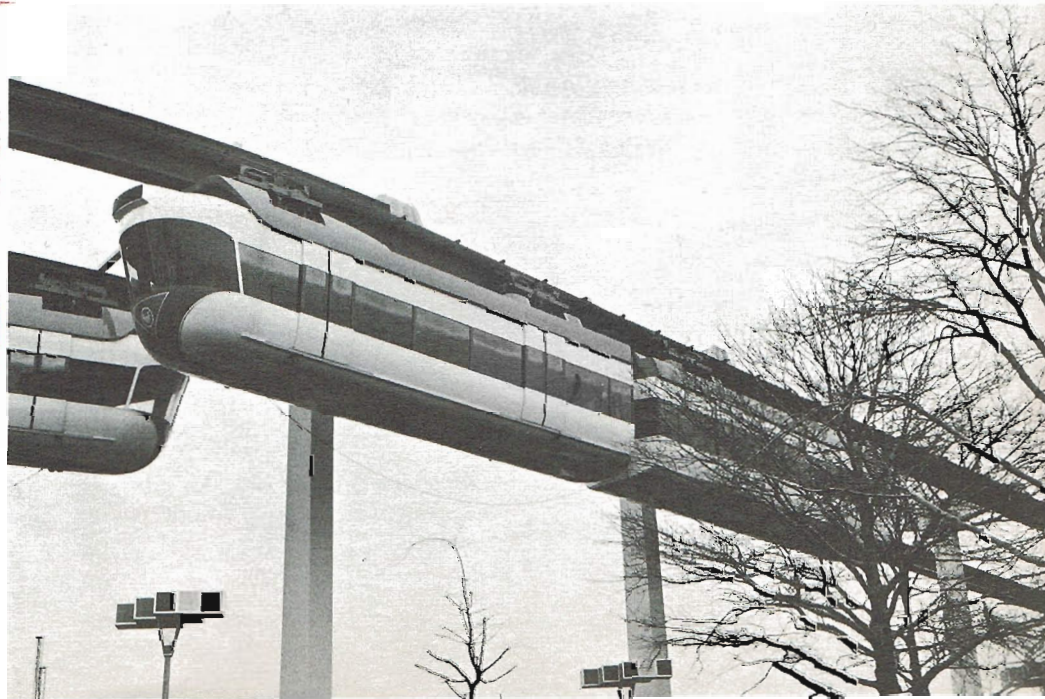
The AMF Monorail will be one of the highlights of the Lake Amusement Area. From this unique means of transportation you will have a panoramic view of the Fair—a great spot for those with movie cameras.

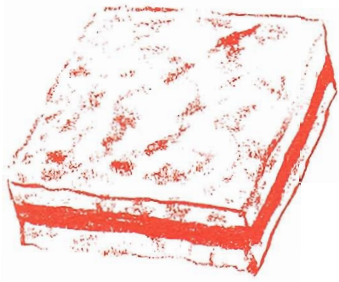
You can step out of the Monorail, which may well be a future means of transportation, and step aboard Columbus' flagship—the Santa Maria. An exact replica of the ship, built in Barcelona, will show visitors what life was like on the high seas in the 15th century.

Yes, there is fun for all in the Lake Amusement Area—for the youngsters and the young at heart.



For a terrific view of the Fair—the AMF Monorail.





Gourmet's Delight



Ever try fried ice cream, canned grasshoppers or HongKongBurgers?

No one will go hungry at the Fair, no matter how your taste runs.

Nearly each country and state represented will tempt you with their own specialties. You can spend anywhere from 30¢ to \$12 for a meal in what is probably the world's most compact international dining area. While lunching in Spain watching the Flamenco dancers, your mind will most likely wander and make you believe you are actually there.

In the Amusement area there are many taste treats in store for you. Belgian-type waffles, or gaufres (thin, crisp waffles) will be the highlight in the B.F.E. Inc. Waffle Restaurant. The Chun King Inn promises to be a hit for those who enjoy oriental food where a seven-course Chinese dinner will be served for less than a dollar!

Meals will be served in a Parisian sidewalk cafe, an African tree-house and a Japanese tea-house. When you have a craving for OBE EGUSI (Melon-seed Soup) be sure to stop in the African pavilion for this will be a specialty of the house. Or how about some delicious OPOR AJAM? For those who are unfamiliar with this delicacy, it is Coconut Chicken, served in a grand manner in the Indonesian pavilion.

After you have sampled all the exotic international foods to be found at the Fair and feel like a good old American sandwich, the Seven-Up Sandwich Gardens can offer you just about any sandwich that was ever invented.

Food at the Fair will be fun, different and delicious, regardless of your taste or your pocketbook.





The Republic of China—bringing a touch of the Far East to the Fair.



Care to dance to a steel drum band, sit back and relax while listening to folk music from Central America, or sip an aperitif in a French Sidewalk Cafe? You can do all this and much, much more in the International Area of the Fair.

More than fifty nations will be represented to educate and entertain visitors in a truly international manner. You can sample taste tempting treats to titillate the palate and make you wish you could start an around the world trip right then and there.

A 300-seat restaurant with movies, music and dances will be a highlight of the Indonesia pavilion. To show the striking progress of Japan, locked in feudalism only 100 years ago, displays will illustrate that country's leap into science and industry. World renowned paintings by Goya and other famous Spanish artists will be featured in the Spanish pavilion.

Nearly half of the states will be represented in the Federal and States area, including the two newest additions, Alaska and Hawaii. If you've always aspired to be a movie star you may have the opportunity of your life in the Hollywood pavilion where the actual sets from such movies as "Cleopatra" and "West Side Story" are on display.

When you're feeling hungry, stop in at the Illinois pavilion where you have your choice of ten different restaurants, each with it's own entertainment. Also in this building is a lifesize plastic model of Abraham Lincoln which moves its facial features and recites the Gettysburg Address. New York State has hit great heights at the Fair with its 230-foot tower—the highest point on the Fairgrounds.

Plan to spend a great deal of time in the Federal and States and International areas—there's lots to see and do—so try not to miss a thing.



The pavilion of Indonesia—an excellent example of the unusual architecture found at the Fair.

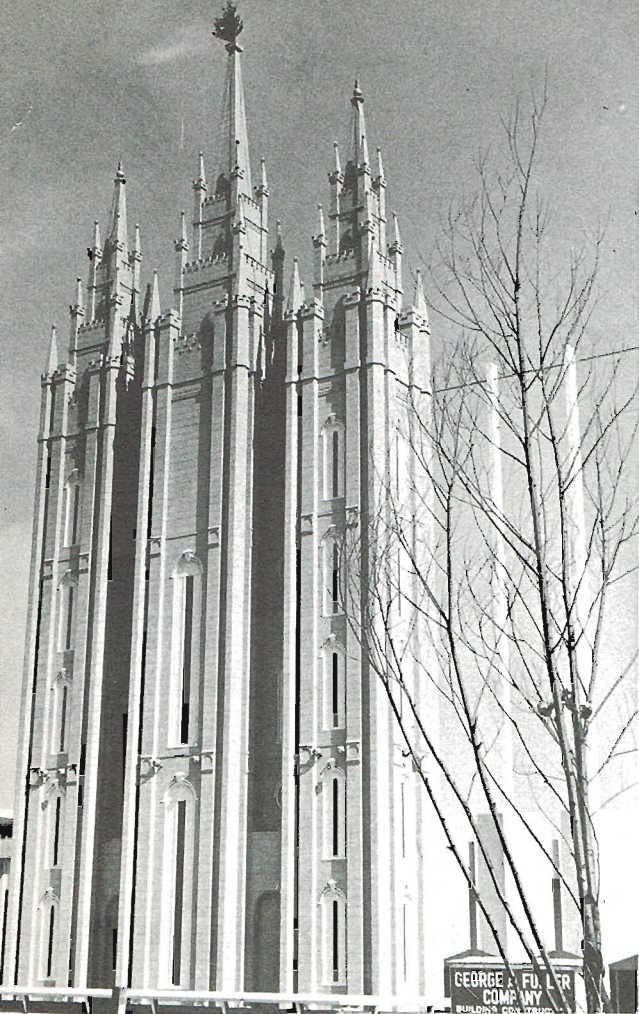


*The New York State pavilion—
tallest exhibit at the Fair.*

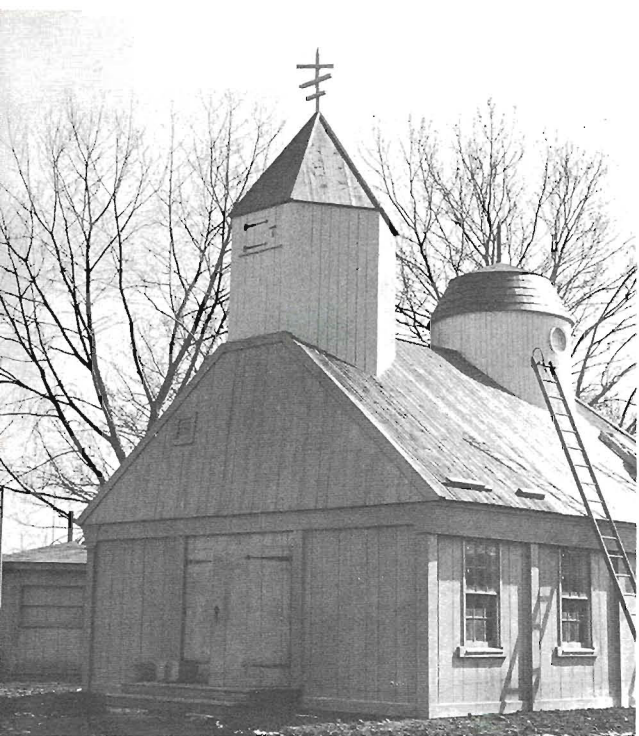
AROUND THE WORLD

Modeled after an igloo, this is the pavilion of our 49th state.

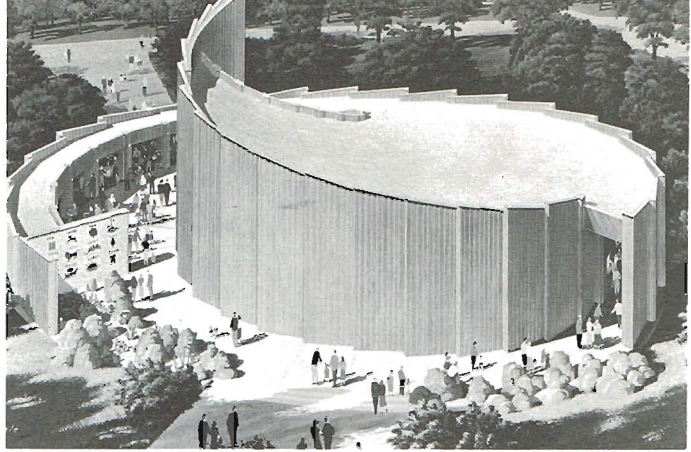




A majestic replica of the Mormon Tabernacle in Salt Lake City, Utah.



Charm and simplicity expressed by the Russian Orthodox Church.



Artist's rendition of the American-Israel pavilion.

ART AND RELIGION

Gathered at the Fair will be some of the world's greatest art treasures—from all over the globe. Probably the most magnificent of all is Michelangelo's PIETA. This will be the first time in over four hundred years that the masterpiece has left St. Peter's Basilica. It will be the focal point of the Vatican pavilion in the International sector of the Fair. Also in the International area many countries will feature pottery and other objets d'art peculiar to their culture. China will display a stone monster dating back to the Shang era, 1122-256 B.C. Rubens' "Descent from the Cross" will be re-created in colored sand in the Belgian Village. Oriental rugs and furniture, carved jade and stone will be highlighted in the Hong Kong pavilion.

The beautiful Jordan building will contain many art objects from the history of the land—mother-of-pearl and olive wood carvings holding the spotlight. Also inside, abstract paintings of the fourteen Stations of the Cross appear on glass walls.

The modern spiral Israeli pavilion will depict the culture and history of the Jewish people in relation to the Holy Land and the Old Testament era.

Religion at the Fair will be as varied as the churches themselves. Probably the most striking is a replica of the facade of the Mormon Tabernacle in Salt Lake City, Utah. Inside the pavilion visitors will see the entire history of the Mormon church depicted in a mural 50-yards long.

Also representing the world's religions will be a Russian Orthodox church and the Billy Graham pavilion.

The art and religion exhibits will surely be a source of inspiration and awe to all who visit this wonderful Fair.



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GARDEN STATE PLAZA • ROOSEVELT FIELD

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