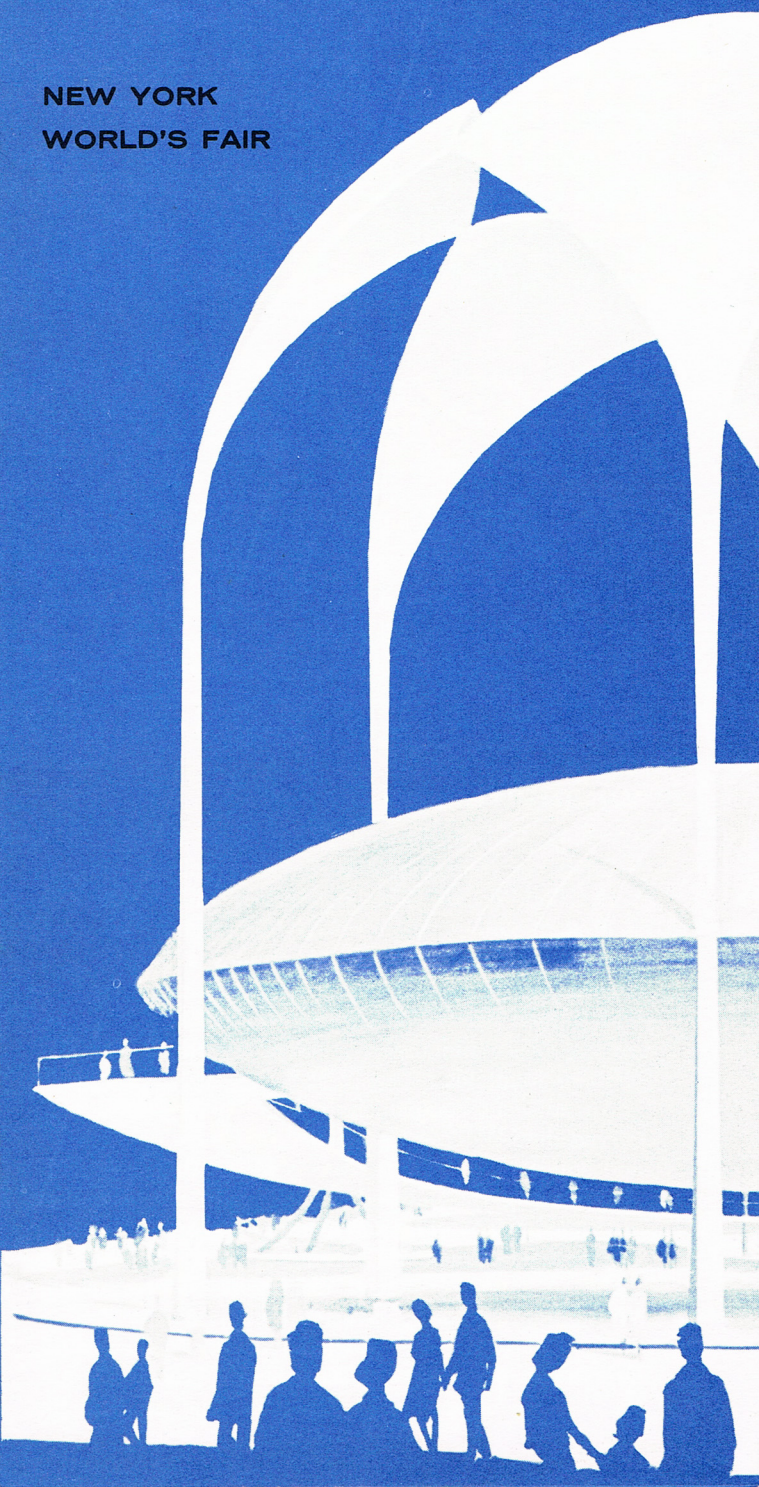


JOHNSON/S  **WAX**

GOLDEN RONDELLE

**NEW YORK
WORLD'S FAIR**





WE INVITE YOU . . .

We hope to welcome you as our guest at the Golden Rondelle of Johnson's Wax International at the New York World's Fair. This spectacular building has six stem-like columns which are 90-feet high and suspend a massive golden disc which contains a 500-seat air-conditioned theater. The soaring superstructure is topped with arched petals that curve inward to form a partial canopy. The columns encircle a reflecting pool that contains fountains.

An adjacent companion building in the form of a curved double-decked promenade contains entertaining and educational exhibits. Access to the theater is from this building via elevated walkways. In recognition of our company's world-wide operations, there is a unique International Court with exhibits from all over the globe including a special display of "Floors of the World."

The Johnson's Wax Golden Rondelle is located at the intersection of Dwight D. Eisenhower Promenade and the Avenue of Europe in the industrial area of the

Fair grounds. We consider our building as symbolic of the trust and patronage of our customers throughout the world who have contributed to the success of Johnson's Wax. We hope you will plan to accept our hospitality.

A NEW ADVENTURE . . .

The feature attraction at the Golden Rondelle will be an enchanting and happy adventure in filmed entertainment which will appeal to persons of all ages. Scenes shot on three different continents portray with drama, humor and tenderness the basic human qualities of all races and nationalities.

The film will be shown using a spectacular new technique employing three giant screens arranged in sweeping panoramic arc. At times different images appear on each of the screens. The effect is exciting and visually stimulating.

The 12-minute movie was produced by Francis Thompson, winner of honors for his film artistry, including a Cannes Festival prize for his famed documentary entitled "N. Y., N. Y."



YOUR QUESTIONS PLEASE . . .

We hope you will make use of the electronic Home Care Information Center which is designed to answer your questions about a wide range of topics from floor and furniture care to auto finishes and control of insects. After you select your question, by push button, you will receive a typed answer within seconds from an electronic data processing computer.

JUST FOR FUN . . .

Especially for children there is a unique amusement center in the form of a walk and climb through toy designed as a "nonsense" machine with action and fun galore.

HAVE A SHINE ON US . . .

To help you put your best foot forward, there will be a free shoe shine center equipped with a battery of automatic buffers and, of course, plenty of Johnson's Shoe Polish to boot.

