

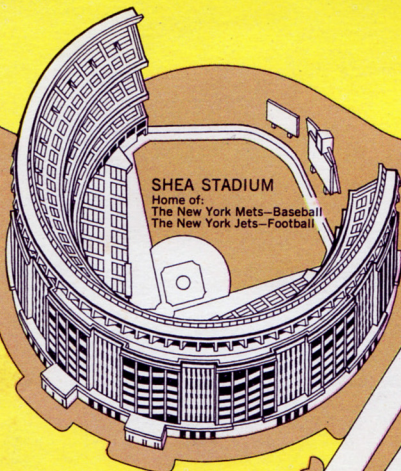
prices & ratings

MACDONALD'S UNOFFICIAL MAP GUIDE to the NEW YORK WORLD'S FAIR

50¢

1965 Edition

Parking



SHEA STADIUM
Home of:
The New York Mets—Baseball
The New York Jets—Football

SUBWAY

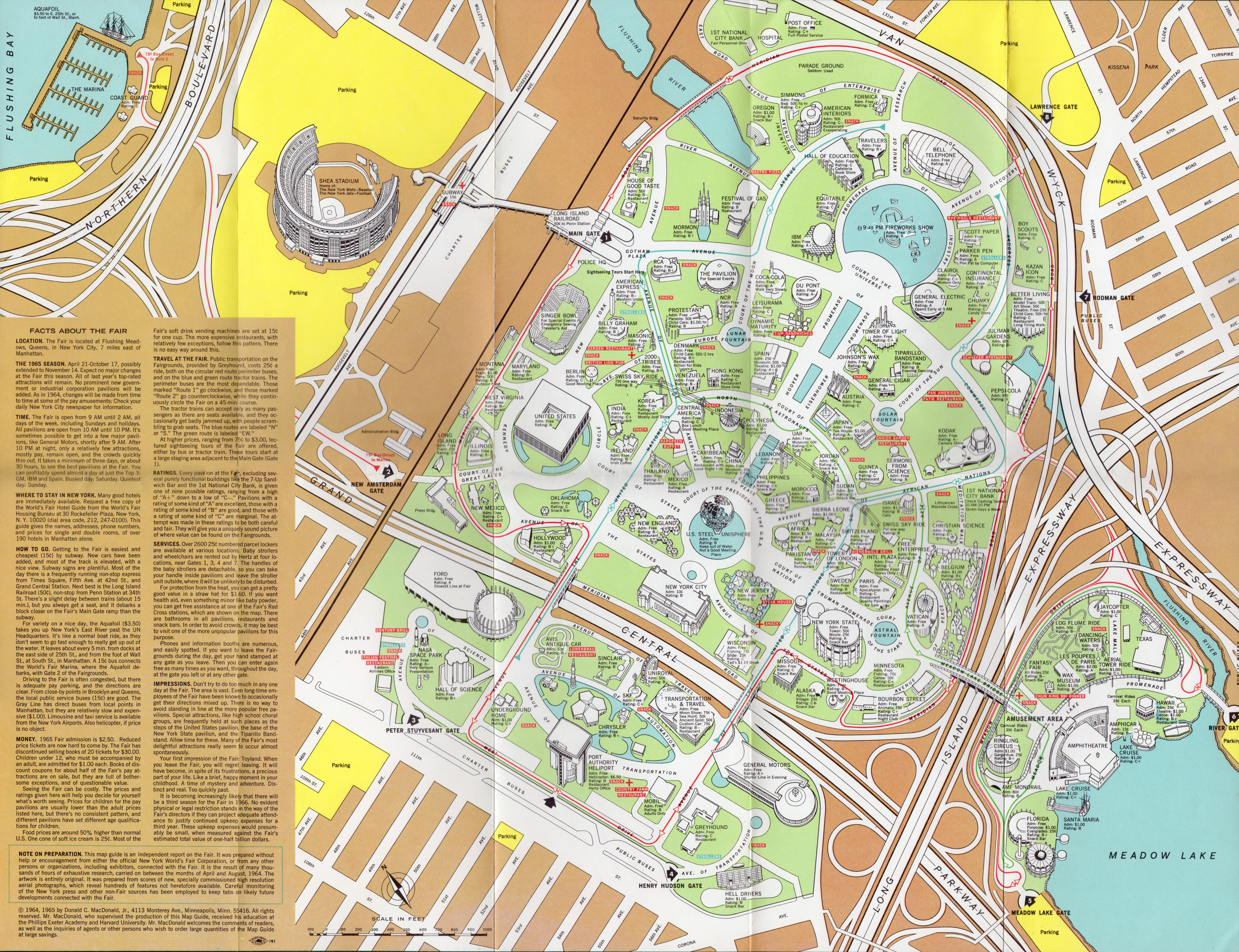
15¢

SNACK

CHARTER

Parking

**NOT FOR SALE ON THE
FAIRGROUNDS**



FACTS ABOUT THE FAIR

LOCATION. The Fair is located at Flushing Meadows, Queens, in New York City, 7 miles east of Manhattan.

THE 1965 SEASON. April 21-October 17, possibly extended to November 14. Expect no major changes at the Fair this season. All of last year's top-rated attractions will remain. No prominent new government or industrial corporation pavilions will be added. As in 1964, changes will be made from time to time at some of the pay amusements. Check your daily New York City newspaper for information.

TIME. The Fair is open from 9 AM until 2 AM, all days of the week, including Sundays and holidays. All pavilions are open from 10 AM until 10 PM. It's sometimes possible to get into a few major pavilions, like General Motors, shortly after 9 AM. After 10 PM at night, only a relatively few attractions, mostly pay, remain open, and the crowds quickly thin out. It takes a minimum of three days, or about 30 hours, to see the best pavilions at the Fair. You can profitably spend almost a day at just the Top 3: GM, IBM and Spain. Busiest day: Saturday. Quietest day: Sunday.

WHERE TO STAY IN NEW YORK. Many good hotels are immediately available. Request a free copy of the World's Fair Hotel Guide from the World's Fair Housing Bureau at 30 Rockefeller Plaza, New York, N. Y. 10020 (dial area code, 212, 247-0100). This guide gives the names, addresses, phone numbers, and prices for single and double rooms, of over 190 hotels in Manhattan alone.

HOW TO GO. Getting to the Fair is easiest and cheapest (15¢) by subway. New cars have been added, and most of the track is elevated, with a nice view. Subway signs are plentiful. Most of the day there is a frequently running non-stop express from Times Square, Fifth Ave. at 42nd St., and Grand Central Station. Next best is the Long Island Railroad (50¢), non-stop from Penn Station at 34th St. There's a slight delay between trains (about 15 min.), but you always get a seat, and it debarks a block closer on the Fair's Main Gate ramp than the subway.

For variety on a nice day, the Aquafoil (\$3.50) takes you up New York's East River past the UN Headquarters. It's like a normal boat ride, as they don't seem to go fast enough to really get up out of the water. It leaves about every 5 min. from docks at the east side of 25th St., and from the foot of Wall St., at South St., in Manhattan. A 15¢ bus connects the World's Fair Marina, where the Aquafoil debarks, with Gate 2 of the Fairgrounds.

Driving to the Fair is often congested, but there is adequate pay parking, and the directions are clear. From close-by points in Brooklyn and Queens, the local public buses (15¢) are good. The Gray Line has direct buses from local points in Manhattan, but they are relatively slow and expensive (\$1.00). Limousine and taxi service is available from the New York Airports. Also helicopter, if price is no object.

MONEY. 1965 Fair admission is \$2.50. Reduced price tickets are now hard to come by. The Fair has discontinued selling books of 20 tickets for \$30.00. Children under 12, who must be accompanied by an adult, are admitted for \$1.00 each. Books of discount coupons for about half of the Fair's pay attractions are on sale, but they are full of bothersome exceptions, and of questionable value.

Seeing the Fair can be costly. The prices and ratings given here will help you decide for yourself what's worth seeing. Prices for children for the pay pavilions are usually lower than the adult prices listed here, but there's no consistent pattern, and different pavilions have set different age qualifications for children. Food prices are around 50% higher than normal U.S. One cone of soft ice cream is 25¢. Most of the

Fair's soft drink vending machines are set at 15¢ for one cup. The more expensive restaurants, with relatively few exceptions, follow this pattern. There is no easy way around this.

TRAVEL AT THE FAIR. Public transportation on the Fairgrounds, provided by Greyhound, costs 25¢ a ride, both on the circular red route perimeter buses, and on the blue and green route tractor trains. The perimeter buses are the most dependable. Those marked "Route 1" go clockwise, and those marked "Route 2" go counterclockwise, while they continuously circle the Fair on a 45-min. course.

The tractor trains can accept only as many passengers as there are seats available, and they occasionally get badly jammed up, with people scrambling to grab seats. The blue routes are labeled "N" or "S." The green route is labeled "EW."

At higher prices, ranging from 75¢ to \$3.00, lectured sightseeing tours of the Fair are offered, either by bus or tractor train. These tours start at a large staging area adjacent to the Main Gate (Gate 1).

RATINGS. Every pavilion at the Fair, excluding several purely functional buildings like the 7-Up Sandwich Bar and the 1st National City Bank, is given one of nine possible ratings, ranging from a high of "A-1" down to a low of "C-2." Pavilions with a rating of some kind of "A" are excellent, those with a rating of some kind of "B" are good, and those with a rating of some kind of "C" are marginal. The attempt was made in these ratings to be both careful and fair. They will give you a uniquely sound picture of where value can be found on the Fairgrounds.

SERVICES. Over 2600 25¢ numbered parcel lockers are available at various locations. Baby strollers and wheelchairs are rented out by Hertz at four locations, near Gates 1, 3, 4 and 7. The handles of the baby strollers are detachable, so you can take your handle inside pavilions and leave the stroller unit outside, where it will be unlikely to be disturbed.

For protection from the heat, you can get a pretty good value in a straw hat for \$1.60. If you want health aid, even something minor like baby powder, you can get free assistance at one of the Fair's Red Cross stations, which are shown on the map. There are bathrooms in all pavilions, restaurants and snack bars. In order to avoid crowds, it may be best to visit one of the more unpopular pavilions for this purpose.

Phones and information booths are numerous, and easily spotted. If you want to leave the Fairgrounds during the day, get your hand stamped at any gate as you leave. Then you can enter again free as many times as you want, throughout the day, at the gate you left or at any other gate.

IMPRESSIONS. Don't try to do too much in any one day at the Fair. The area is vast. Even long-time employees of the Fair have been known to occasionally get their directions mixed up. There is no way to avoid standing in line at the more popular free pavilions. Special attractions, like high school cheer groups, are frequently held at such places as the steps of the United States pavilion, the base of the New York State pavilion, and the Tiparillo Bandstand. Allow time for these. Many of the Fair's most delightful attractions really seem to occur almost spontaneously.

Your first impression of the Fair: Toyland. When you leave the Fair, you will regret leaving. It will have become, in spite of its frustrations, a precious part of your life. Like a brief, happy moment in your childhood. A time of mystery and adventure. Distinct and real. Too quickly past.

It is becoming increasingly likely that there will be a third season for the Fair in 1966. No evident physical or legal restriction stands in the way of the Fair's directors if they can project adequate attendance to justify continued upkeep expenses for a third year. These upkeep expenses would presumably be small, when measured against the Fair's estimated total value of one-half billion dollars.

NOTE ON PREPARATION. This map guide is an independent report on the Fair. It was prepared without help or encouragement from the official New York World's Fair Corporation, or from any other persons or organizations, including exhibitors, connected with the Fair. It is the result of many thousands of hours of exhaustive research, carried on between the months of April and August, 1964. The artwork is entirely original. It was prepared from scores of new, specially commissioned high resolution aerial photographs, which reveal hundreds of features not heretofore available. Careful monitoring of the New York press and other non-Fair sources has been employed to keep tabs on likely future developments connected with the Fair.

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New
Jersey

River

Lincoln Tunnel

Hudson

Holland Tunnel

AQUAFOIL
South St.

Williamsburg Bridge

East
River

Brooklyn

LONG

QUEENS

EXPRESSWAY

WOODSIDE

61 St.

ROOSEVELT -
JACKSON HTS

CENTRAL
PARKWAY

LA GUARDIA
Heliport

AIRFIELD

AQUAFOIL

WORLD'S FAIR

Heliport

GRAND

VAN

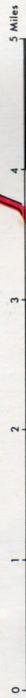
WYCK

CENTRAL

PARKWAY

EXPRESSWAY

HOW TO GO TO THE FAIR



Manhattan

TIMES SQ.

5th AVE

GRAND CENTRAL

Subway

PENN. STATION

LIRR

Queens Midtown
Tunnel

AQUAFOIL
25th St.

