

1965 Edition

Your Guide to the Fair



Unisphere presented by



United States Steel

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**THE TRAVELERS INSURANCE COMPANIES
HARTFORD, CONNECTICUT**



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Come to the greatest Fair of all times—the New York World's Fair—for fun, excitement and fascination. This great Fair, to beat all fairs, is the largest, most elaborate, most popular ever. So vast is this extravaganza that it would take a person about nine days to see it all. However, whether you plan to spend only one day or a whole week at the Fair, we have prepared this handy pocket guide to help you plan your trip in advance and guide you to full enjoyment while you are there.

HOW TO USE THIS GUIDE

1. **Map Of The Fair** —Pgs. 13 & 14. This map illustrates the five areas of the Fair itself—Industrial, International, Federal and State, Transportation and Lake. On it, the locations of all the pavilions and major attractions are shown.
2. **Descriptions** —Pgs. 5-20. The 150 pavilions and major attractions at the Fair are described in this section which, like the map, is divided into the five areas of the Fair for easy cross-reference.
3. **Facts and Services** —Pgs. 3&4. On these pages, you'll find important general information and services available at the Fair.
4. **Index** —Pgs. 21 & 22. Alphabetical listing of all pavilions and major attractions.
5. **Fill In Your Plans** —Pg. 23. When you determine the pavilions and attractions you want to see, list them here.

FACTS and SERVICES of

THE NEW YORK WORLD'S FAIR



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Visitors to the Fair in 1965 will find a brighter, more stimulating Fair than in 1964 with all of the best of the old plus many new features. In all areas of the Fair, shows and presentations have been changed and improved to add to your enjoyment. The majority of the pavilions have new surprises in store for visitors returning for the second year. Faster moving lines at the more popular pavilions help relieve the "long line" problem. In addition, tickets for many of the shows in these pavilions are available on a first-come, first-serve basis. It all adds up to greater convenience and more enjoyment for you and your family.

Dates of the Fair: 1965—April 21 through October 17.

Admission Prices: Adults—\$2.50 each; Children—\$1.00 each (Ages 2 thru 12 years). Tickets are good all day. A hand stamp permits re-entry to the Fair any time during the same day. Regular \$2.00 Admission Tickets purchased prior to the rate increase are good during the 1965 season and there will be no additional charge at the gate.

Days and Hours: The Fair is open every day, including holidays and weekends. Gates open at 9 a.m.; most pavilions open at 10 a.m. All exhibits close at 10 p.m.; some night club shows and restaurants close at 2 a.m. Gates and parking areas close at 3 a.m.

Pavilion Charges: Most pavilions, like The Travelers, are admission-free and do not require passes or tickets. About 85% are free; the remaining charge from 10¢ to \$1.00.

Auto Facilities: Three parking areas have been provided for approximately 20,000 cars. Largest area is at Flushing Airport, which offers free bus transportation to and from the Fairgrounds. The other two areas are directly adjacent to the Fairgrounds and are in walking distance. No cars are allowed on the Fairgrounds.

Parking Fees: \$1.50 per day in all parking fields. No overnight parking.

Transportation TO the Fair: SUBWAY-IRT-Flushing Line, 15¢ (20 mins. from Grand Central) : LONG ISLAND RR—50¢ (12 mins. from Penn. Station and Jamaica) : TAXI—Standard Rates, about \$5.00 one way : BUS—All buses up to \$1.00 fare one way (West Side Terminal and West 34th St.; George Washington Bridge Bus Terminal; LaGuardia and Kennedy Airports) : HYDROFOIL BOATS—\$3.50 one way, \$6.60 round trip (25 mins. from 25th St. Pier on East River) : HELICOPTER—From \$6.30 (Less than 10 mins. from Wall St. heliport and airports).

Out-of-Town Visitors: Many cities have special tours to the World's Fair and New York City. Please contact your local bus and train depots for prices and schedules.

Drivers Under 18 Years Old: New York law prohibits any non-resident under the age of 18 from operating a motor vehicle within New York State, even though such person may hold a valid operator's license in his home state or province and be accompanied by a parent or another validly licensed operator over age 18.

Transportation AT the Fair: GREYHOUND-AT-THE-FAIR—Rapid transit buses run the perimeter of the Fair in both directions on a regular basis, 25¢. GLIDE-A-RIDE TRAINS—Follow established cross-Fair routes, 25¢. BUS AND GLIDE-A-RIDE TOURS are also available, 75¢ to \$3.00. HELICOPTER SIGHTSEEING provided by World's Fair Heliport. Rates vary with length of trip.

Strollers and Wheelchairs: For rent near four of Fair's entrances (Nos. 1, 3, 4 and 7). The strollers, designed for children up to seven years of age, rent for \$2.00 a day; wheelchairs rented on hourly or daily basis.

Food and Restaurants: The Fair has four types of restaurant facilities in more than 120 eating places. REFRESHMENT STANDS—25¢ to \$1.00; CAFETERIAS—\$1.00 to \$1.50 SERVICE RESTAURANTS—Average \$2.50 per meal; LUXURY RESTAURANTS—\$5.00 and up. There are about 80 service restaurants and 10 luxury restaurants; the rest are refreshment stands and cafeterias. Public bars and cocktail lounges also available.

Information: 21 Greyhound Information Booths are located around the Fairgrounds so that visitors may get directions and answers to their questions.

Telephone Service: There are 1,400 pay telephones on the grounds. All have new push-button "Touch Tone" dialing.

Rest Rooms: Most pavilions have public rest room services.

Lockers: 2,500 lockers are located near all gates and along main malls where, for 25¢, Fairgoers can leave personal belongings and packages.

Benches: 3,500 benches lining the Fair's paths and malls can accommodate up to 10,000 footsore visitors.

Picnic Facilities: It is permissible to bring box lunches to the Fair as there are adequate facilities for picnickers.

Banking: A Visitors Branch of the First National City Bank offers complete banking service to Fairgoers in its pavilion.

Mailing: There are 60 letter boxes scattered about the grounds and a World's Fair Post Office is located in the Industrial area.

First Aid: The World's Fair Medical Department maintains five first-aid stations spotted about the grounds and staffed with nurses and first-aid attendants. Three to five physicians are on duty on the Fairgrounds at all times. First-aid treatment is free. The Atomedic Hospital can handle as many as 30 patients in two-bed wards, with a staff of nurses and doctors providing sutures, minor surgery and other emergency treatment. Ambulances are on duty day or night.

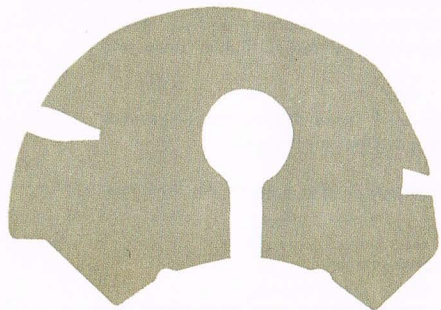
Police and Fire Protection: The Fair has its own police force of 300 officers. Police headquarters can be reached instantly over one of the 165 clearly labeled Emergency Phones located throughout the grounds. Three fire trucks are also maintained by the Fair.

Lost Children: Parents separated from a child should immediately notify the nearest policeman. A standard procedure will be followed to find the lost child.

Lost and Found: Articles lost on the grounds may be claimed in the World's Fair Security Building from 9 a.m. to 5 p.m. Fairgoers may also call or write to the Lost and Found Section in order to claim or report items.

HERE'S WHAT YOU'LL SEE AT THE FAIR

INDUSTRIAL AREA



House of Good Taste—Three houses—traditional, contemporary and modern—fully furnished and provisioned, are on exhibition in this homemakers' center. In addition, there is a stripped-down house that enables visitors to look into the walls and see secrets of construction that are ordinarily invisible.

*Admission: 25¢.

Mormon Church—This striking pavilion contains twin exhibition halls that provide movies and dioramas telling the story of The Church of Jesus Christ of Latter-day Saints. Mormons from all over the world have contributed flowers and shrubs to provide five complete changes of blooming plants from spring to fall. Two 300-seat theaters operate alternately with a 15-minute film on Mormon history.

*Admission: FREE.

Festival of Gas—A puppet show, a magic show, cooking demonstrations and product displays have been assembled by the gas industry in a pavilion of light, airy architecture in a pleasant garden. A giant carousel, 12 feet off the ground, slowly revolves within the exhibit area and permits riders to view the displays they are about to visit.

*Admission: FREE.

Restaurant: \$7.50 up.

Mastro Pizza—At this counter restaurant, six varieties of pizza are served, instructors demonstrate pizza-making and the customers are encouraged to try their own hand at tossing those whirling disks of dough in the air.

Oregon—A carnival of timbering is staged along a stretch of the Flushing River by a troupe of 25 men and women from the Northwest, with much climbing, chopping, log-rolling, double-bladed-ax throwing and clowning. Bleachers seat 1,250; under them, visitors will find a display of Oregon industries and a souvenir shop.

*Admission: Adults, \$1.00; children, 75¢.

Shows daily at noon, 2 p.m., 4 p.m., 7 p.m., and 9 p.m.

International Business Machines—The world of the computer and the methods both man and machine use to solve problems are on display in a startling white egg-shaped theater. A steep grandstand entered from ramp level below the theater is one of the features of the exhibit. After the audience of some 500 is seated, the "People Wall" is drawn smoothly up into the theater. Inside, a 12-minute show full of visible and audible surprises is shown. On little stages under the steel trees, mechanical figures act out playlets about such topics as speed, computer logic and information handling systems.

*Admission: FREE.

Equitable Life—The story of the nation's and the world's phenomenal population growth and change is depicted in several imposing exhibits. Constantly rising totals on the world counter reflect the speed at which the earth's population of more than three billion is increasing. A narrator explains the significance of population growth and distribution in the coming years.

*Admission: FREE.

Travelers Insurance—In this pavilion, which seems to float on jets of water, the two and a half-billion year story of life on earth is portrayed, beginning with the earliest cell and culminating in modern man's leap into space. Under the red dome that symbolizes the Travelers umbrella of protection, 13 dioramas use life-sized models, stage sets, sound and lighting effects to re-create the most crucial eras and events of the exhibit's theme, "The Triumph of Man."

*Admission: FREE.

Simmons—On the first floor of the blue and white Beautyrest pavilion, five whimsical displays follow man's progress from rock pillow to comfortable mattress in his effort to get a good night's sleep. On the upper floors, visitors can lie

down in small, private rest alcoves, rented by the half-hour.

*Admission: FREE to the pavilion; rest alcoves, \$1.00.

American Interiors—The world of home furnishings is on display in this circular, four-story building with two turret-like wings. More than 120 manufacturers and a number of interior designers are represented in exhibits dealing with everything that goes into a house: furniture, fabrics, floor coverings, paint, tableware, decorations and lighting. The pavilion's Glass Tower Restaurant is open for all meals.

*Admission: 50¢; children under 12 free.

*Restaurant: Lunch, under \$3.00; Dinner, \$5.00 average.

Formica—The "Formica World's Fair House" is the first house to use Formica laminated plastic on exterior walls. The interior of the house is viewed from an enlarged hallway, where a tape-recorded tour past animated displays takes 13 minutes. A "Formica World's Fair House" will be won by some lucky family who participates in national consumer sweepstakes.

*Admission: FREE.

U.S. Post Office—This is a working post office where a multitude of new sorting and handling machines enables the delivery of mail twice a day, six days a week to all Fair exhibitors. A nine-foot-high ramp leads visitors through the working area, where they may watch the machines in operation while a recorded narration explains what is going on below.

*Admission: FREE.

Bell System—The story of the breathtaking advance in communications is told visually in a 15-minute armchair ride in the giant "floating wing" that comprises the upper story of this pavilion. In a lower level, an exhibit hall is devoted to the technology of modern communications and its history of continuous development. The development of the telephone is illustrated, and guests may use actual "picture-phone" instruments. In a special kiddie phone center, kids can call and see animated cartoon characters as they talk to them.

*Admission: FREE.

Pool of Industry—Every night as darkness falls, a spectacular display of synchronized water, fireworks, color and music at the Pool of Industry caps the day and launches the evening at the Fair.

*Every evening at 9:45. Program length: Approximately 20 minutes.

FREE SHOW.

Boy Scouts of America—The pavilion's theme, "The Wonderful World of Scouting" features Scouts and Explorers in exhibitions of knot-tying, map and compass reading and fire-making—and invite onlookers to try their hand. Other programs include seamanship, signaling and rope-spinning, as well as a nightly campfire with singing and storytelling.

*Admission: FREE.

Russian Orthodox Greek Catholic Church—This pavilion is a replica of the historic Russian Orthodox chapel built at Fort Ross, California in 1823 at a time when the Czar was claiming part of the West Coast as Russian territory. Inside the simple wooden chapel is the main exhibit: an icon whose gold covering is encrusted with jewels.

*Admission: FREE.

Rheingold—The charm of another era gives this exhibit its special quality. Three eating places sit beside a tree-lined park on a cobblestoned, gaslighted New York City street of 1904. The buildings and shops along the street display Victorian products and continuous entertainment is provided about the area.

*Admission: FREE.

*Restaurants: Old-fashioned restaurant: Moderate prices.
Tavern and Outdoor Cafe: Inexpensive.

Scott Paper—A 15-minute tour through an indoor "Enchanted Forest"—complete with bubbling spring, real and artificial trees, and a ceiling of simulated leaves—tells the story of paper from woodland to home. A separate building has special rest facilities, including a lounge and a diaper-changing room.

*Admission: FREE.

Parker Pen—The launching of a million international friendships is the primary aim of this pavilion, which offers visitors the names of pen friends from other nations. An exhibit traces the 75-year history of Parker handwriting implements; and pictures show the signing of historic documents, among them the German and Japanese treaties of surrender ending World War II.

*Admission: FREE.

Continental Insurance—"Cinema 76", a continuous 30-minute screen show, is seen from a viewing platform that holds 200 spectators. In cartoon and song, the show tells of Revolutionary War heroes. Dioramas inside show the winter encampment at Valley Forge, and the Battles of Benning, Fort Moultrie and Long Island.

*Admission: FREE.

Chunky Candy—A transparent candy factory—two glass-walled buildings connected by a cooling tunnel—enables visitors to watch candy bars being made in an automated process. The pavilion, called "Chunky Square," also has a playground of 13 abstract sculptures that youngsters may climb.

*Admission: FREE.

Clairel—Women only are allowed in this exhibit: a round glass structure called the Clairel Color Carousel, which has 40 private booths on a slowly circling turntable. Special devices show the ladies how they would look in various hair styles and colors.

*Admission: FREE.

General Electric—In the Carousel Theater, auditoriums circle into position and are carried past stages on which life-sized, three-dimensional, animated human figures move, talk, laugh and act out the story of electricity in the home from the Gay '90s to the present. In the Sky-Dome, a dramatic presentation describes man's historic search to harness energy. Further in the pavilion is the first demonstration of controlled thermonuclear fusion to be witnessed by a large audience, and downstairs, "Medallion City", complete with hospital, school, city hall and homes, displays the latest electrical innovations for community and space exploration.

*Admission: FREE.

Better Living—This pavilion, third largest at the Fair, is a giant showplace for the products, services and ideas that enrich America's standard of living. Displays fall into six major categories: food, fashion, home, leisure, health and security. A play school—the Child's World Center—takes care of small children for a moderate fee while their parents look at the pavilion.

*Admission: FREE.

Julimar Farm—A number of gardens—Polynesian, Renaissance, herb, English, and so on—comprise the main exhibit of this pavilion. A tiny garden house, which is in the style of a contemporary Southern plantation, was designed by noted architect Edward Durell Stone. Gourmet foods are on sale in the exhibit building.

*Admission: FREE.

Schaefer—The hand and footprints of some 75 celebrities are set in the pavement outside this pavilion; the history of brewing and the 200-year role of the Schaefer family in it are depicted inside, and a gallery of outstanding sports photographs is on display. The restaurant, offering American-style luncheons and dinners, is in a large wing that adjoins the exhibit building.

*Admission: FREE.

Restaurant: Luncheon, \$3.95; Dinner, \$4.95.

Pepsi-Cola—One of the most delightful and captivating exhibits at the Fair. The boat ride carries spectators past such familiar scenes as France's Eiffel Tower, a Dutch windmill and India's Taj Mahal. The animated figures dance, cavort with droll animals, and in their various languages sing a song called, "It's A Small World," composed especially for the exhibit.

*Admission: Adults, 95¢; children 60¢.

First National City Bank—New York's First National City Bank, which is the only bank with a branch at the Fair, has two buildings—one for visitors and one for the use of Fair exhibitors and employees. The Visitors' Branch has a multilingual staff and specializes in foreign currency transactions.

Eastman Kodak—The undulating roof of this unusual building provides a variety of backgrounds for photographers. Five color photographs, each 30 by 36 feet in size and illuminated day and night, are mounted on a tower 80 feet high which rises above one end of the pavilion. A 15-minute color movie, "The Searching Eye," made by the noted film technician Saul Bass, gives a child's view of commonplace and unusual wonders of the world. Attendants in an information center downstairs direct people to photographic events being held at the Fair, specialists answer questions on photography, and technicians make free minor camera repairs and adjustments.

*Admission: FREE.

Medo Photo Supply—In this circular one-story structure is the Fair's only complete camera shop, at which cameras may be either rented or bought. Film is sold and developed, and slides and movies of the Fair are on sale.

Pan American Highway Gardens—This large garden area, one of the few pavilions that are sponsored by the Fair itself, honors the completion of the Inter-American Highway, the common artery for seven countries from Mexico to Panama. The tropical plantings in the gardens are of kinds found in the jungles and mountains through which the great highway runs.

*Admission: FREE.

General Cigar—This is a small pavilion, but it has a lot going on. In the Hall of Magic, a magician causes human beings and objects to appear from nowhere, float about and vanish. Visitors may get a bird's eye view of sports in motion, projected on a 360° screen sunk in a well, where they may watch baseball, football, hockey and other games photographed from above. The climax is a parachute sequence in which the viewer himself seems to be descending.

*Admission: FREE.

Johnson's Wax—This pavilion, a great gold disk which seems to float above the ground, houses a 500-seat theater in which a documentary movie dramatizes the theme of brotherhood. It shows people around the world grow up, fall in love, work, play and grow old, demonstrating that "men everywhere share at the deepest level the same drives, dreams, foibles." Downstairs, children can climb through a "nonsense machine"—a mazelike device full of mirrors that fracture images, squeeze-bulbs that emit strange noises and cranks that operate robots. Free shoe-shines and a home care information center are other features.

*Admission: FREE.

Tower of Light—Sponsored by investor-owned utility companies throughout the nation, the building is entered by a moving ramp that carries visitors over a reflecting pool and deposits them on a giant turntable. The turntable revolves

past seven chambers where scenes include a research laboratory of bubbling test tubes, whirling turbines and sparking coils; a house filled with glowing wires that lead to modern electric appliances; a barrage of 4th of July fireworks; and a dazzling Christmas sequence.

*Admission: FREE.

Du Pont—Bright music and technical tricks help make "Wonderful World of Chemistry" a lively show. The revue traces in song and dance the evolution of chemistry, from ancient Greece to today. In the demonstration following the show, audiences watch a modern-day alchemist perform feats of wizardry through chemistry. In all there are about two dozen demonstrations of startling uses for products made by Du Pont.

*Admission: FREE.

Seven-Up—An international sandwich garden serves up, buffet style, the food specialties of 16 countries in elaborate sandwiches, plus all the 7-Up the customer can drink. Four-sandwich platters, with relishes, cheeses and candy, cost \$1.50.

Dynamic Maturity—This pavilion, sponsored by The American Association of Retired Persons and the National Retired Teachers Association, is a grouping of galleries, gardens and exhibits devoted in large part to the secrets of successful and useful retirement.

*Admission: FREE.

All-State Properties and Macy's—Two ingenious houses, low-cost and compact, are displayed exactly as they will be constructed, ready for immediate occupancy, on sites at Montauk, Long Island, and near Fort Lauderdale, Florida. Intended as either vacation or year-round homes, they are designed for minimum housekeeping, and have such space-savers as beds that fold into walls.

*Admission: FREE.

Coca-Cola—During a 15-minute stroll, visitors pass through recreations of exotic places, including Hong Kong, a Bavarian ski lodge, a Cambodian forest and a view of Rio de Janeiro, complete with sights, sounds, climate and aromas. The American Radio Relay League has installed a superb three-position sending and receiving station that is capable of reaching all the way around the globe. The station is available for licensed operators to use and visitors to watch.

*Admission: FREE.

World's Fair Pavilion—The Hallmark Foundation will present "A Tribute to Winston Churchill," an entirely new exhibit for the 1965 season. The Pavilion, which was used for special events last season, will be completely remodeled to house the Churchill exhibit. It will consist of a 15-minute film, a collection of paintings by Churchill, a reproduction of Churchill's personal library-study at Chartwell, and an exhibition of historical photos, memorabilia, objects and text expressing the life of Winston Churchill both as a man and statesman.

*Admission: Small charge.

National Cash Register—At the entrance, a reproduction of Rodin's famous sculpture, "The Thinker" is dwarfed by the mountainous pile of records the average man accumulates during his lifetime. A room of games has adding machines for adults to play with and a giant abacus for children. A display of miniaturization offers such diminutive surprises as the King James version of the Bible on a single card and a sharp television image one eighth of an inch square.

*Admission: FREE.

Protestant and Orthodox Center—"Parable," a 30-minute film in pantomime, with a musical background, uses a stylized circus setting to convey in allegory several basic Christian beliefs. At the rear of the pavilion is a fully equipped, combined indoor and outdoor play area where children may be left under the supervision of trained personnel. A contemporary black and white chapel is for meditation and individual prayer.

*Admission: FREE.

Children's Center: \$1.00 per hour per child up to 8 years of age.

RCA—People entering the pavilion can walk by a camera and see themselves in color on monitor sets. A ramp leads to the second floor and a glass wall through which the color television studio can be seen below. There is something taking place at all times: a show being broadcast live, a taping, a rehearsal or a stage being set. In two small lounges, identical 15-minute sound-slide presentations offer a selection of new stereophonic records and describe the history of music recording.

*Admission: FREE.

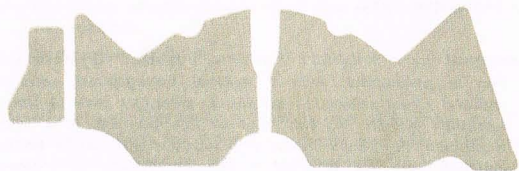
American Express—At the entrance to this pavilion, a million dollars' worth of real currency from many nations "grows" on a money tree; inside, the official scale model of the World's Fair is on exhibit. Memorabilia of American Express and Wells Fargo Company date from the days of the Wild West.

*Admission: FREE.

Singer Bowl—This open-air stadium is scheduled for a variety of events—folk festivals, Judo and Karate exhibitions, and so on. The Singer Company has a series of displays under the grandstand: the latest in fashions and fabrics, do-it-yourself sewing projects and a representation of Singer products.

*Admission: FREE.

INTERNATIONAL AREA



African Pavilion—Village of huts representing 24 nations of Africa, caged wild animals, a movie theater, folk art and restaurant. Inside the main gate, cages of lions, leopards and other wild animals line the path to the movie theater. A 10-minute film presents the story of industrial development and scenic wonders of Africa. Huts sheltering antelopes, monkeys, zebras, giraffes and exotic birds are interspersed among exhibit and sales huts. Watutsi dancers and Burundi drummers perform in the open-air entertainment area. An electronic safari shoot tests your skill. The tree-house restaurant features special delicacies of Africa.

*Admission: \$1.00 adults; 50¢ children.

Restaurant: \$4.00 average; half price for children.

Austria—Modernistic mountain lodge in which industry, art and social work are featured. Pictures show the growth of the SOS Children's Villages, established in Austria in 1949. The products displayed include ski equipment, toys and petit point handbags.

*Admission: FREE.

Billy Graham—The well-known evangelist's religious message is presented in a color film and a variety of exhibits. Personal counseling is offered to all who desire it. In the entrance gallery, there is a transparent, multi-colored globe, six feet in diameter, which has been marked to show the places to which the minister has carried his worldwide Crusades for Christ.

*Admission: FREE.

Masonic Center—This Center is a display case of Masonic history and memorabilia going back to medieval times. Sponsored by the Grand Lodge of the State of New York, it includes a hall for exhibitions, a lounge, office and outside patio.

*Admission: FREE.

Berlin—The industry, cultural heritage and future of Germany's free world outpost are the themes of this privately sponsored pavilion. A showcase inside displays samples of products made in West Berlin, and a short film illustrates the technological productivity of the city. Maps with special lighting effects show the Berlin of the future.

*Admission: FREE.

WBT 2,000 Tribes—This unusual pavilion is modeled after an aborigine hut and is named for 2,000 tribal groups throughout the world which are still so primitive they have no written language. Five contemporary paintings depicting Amazon scenes are displayed in an adjoining theatre.

*Admission: FREE to museum; 50 cents to the theatre.

Performances: Every 20 minutes. Program lasts 12 minutes.

Denmark—Children can romp in a supervised playground modeled after the one in Copenhagen's famous Tivoli Gardens, while their parents explore numerous other attractions. Craftsmen demonstrate silversmithing, porcelain-turning and other Danish arts. A sidewalk cafe and snack bar specializes in Danish coffee and Smorrebrod (assorted open-face sandwiches). The restaurant offers more formal dining, adding specialties of the various provinces.

*Admission: FREE.

Restaurants: Lunches, \$2.50 to \$3.50; Dinner \$5.50 to \$7.50.

Venezuela—Modern Venezuelan architecture, featuring exotic tropical woods, will contrast the primitive life with ultra-modern advances taking place in this South American country. A highlight is the restaurant-night club, with unique construction features, offering native dishes and an array of the country's entertainment talent.

*Admission: FREE.

Restaurant: Moderate prices.

Hong Kong—The first floor of the Hong Kong pavilion suggests a busy, modern street in the colony. There are little shops and stalls where a wide variety of merchandise is sold. Basket lunches may be purchased at an outdoor cafe and in the restaurant, diners can choose from among 200 entrees. Music is provided for dancing and many Oriental groups perform during the dinner hour.

*Admission: FREE.

Restaurant: \$3.00 minimum.

Spain—One of the most beautiful pavilions at the Fair. Featured in the exhibition halls are masterpieces of Spanish art, old and new; historical objects and documents; a theater with a constantly changing program of concerts, dance groups,

film festivals and fashion shows.

*Admission: FREE, except for the theater, where prices vary according to the show.

3 Restaurants: The Madrid—inexpensive; The Granada—moderate; The Toledo—expensive.

Japan—It takes three buildings to house all this pavilion has to offer. Side by side with some of the world's most advanced microscopes, cameras, automobiles and industrial machines are charming evidences of the quiet, cultured but totally nonindustrial Japan of only 100 years ago. An 800-seat theater presents all types of traditional Japanese entertainment.

*Admission: FREE.

2 Restaurants: Lunches \$1.20 to \$2.80, Dinners \$3.00 to \$6.00.

Guinea—The exhibit area of the main building displays carvings of wood and ivory, silver and bead jewelry, ceramics and cloth with bold print designs. Graceful interpretations of Guinean dances are performed regularly on the restaurant stage.

*Admission: FREE.

Restaurant: Moderate prices.

Sermons From Science—Stage demonstrations of scientific marvels, plus color films of the wonders of nature, illustrate the compatibility of faith and knowledge. During one show, the demonstrator sends a million volts of electricity crackling through his body to ignite a piece of wood in his hands. At other performances such demonstrations include: A Cry That Shatters Glass; A Frozen Shadow; A Flashlight That Talks; The Stammering Machine; Invisible Energy That Sets Steel Aflame; Eyes That See in Total Darkness; and Electron Magic with a Ribbon of Rust.

*Admission: FREE.

Performances: One show each hour on the hour from 10 a.m. until 9 p. m. Stage presentations (30 minutes long) at 3, 5 and 8 p.m. Films shown at other times.

Christian Science—This exhibit is a brief introduction to Christian Science in which many are finding a new world. Near the main building is a second, smaller building, which houses a reading room. Behind both structures is a park with chairs for relaxation and contemplation.

*Admission: FREE.

Garden of Meditation—A two-acre park set aside by the Fair provides a place for rest, relaxation and reflection amid the bustle and excitement of the other attractions. The garden is screened by pine, birch and oak trees; mountain laurel, azaleas, lilies, irises and other plants line its paths.

(Behind Christian Science Pavilion)

*Admission: FREE.

Belgium—In contrast to the modern architecture around it, "Picturesque Belgium" is a meticulous copy of a walled Flemish village as it might have appeared in 1800. More than 100 houses, a 15th century church, a City Hall with a rathskeller under it, a canal and an arched stone bridge

occupy nearly four acres. Folk dancing, native cuisine, handicrafts and crooked streets lined with small shops are part of the pavilion.

*Admission: To the village, adults \$1.25; children, 60¢. Additional charges to the church, the City Hall, the merry-go-round and museum.

Restaurants: Stalls sell individual portions: inexpensive.

Rathskeller: Full-course buffet \$1.95; other meals: moderate.

The Vatican—The most important work of art at the Fair is on display here: Michelangelo's masterpiece, the Pieta. Spectators are carried past it on three moving platforms at different heights. Elsewhere in the pavilion, six-minute films on religious themes are projected on a 10-screen curved wall. In addition, there is an exact replica of St. Peter's tomb; transparencies of Michelangelo's Sistine Chapel ceiling and a photo exhibition on Catholic sacramental life. Pope Paul VI's jeweled tiara will be on display.

*Admission: FREE.

France—Sidewalk cafes, shops along the Rue de la Paix and a Parisian-style restaurant help carry out the theme of this pavilion: joie de vivre. Within the pavilion are many aspects of contemporary France: painting, sculpture and books; industry; scientific research; and tourism. Food in the second floor restaurant is in the most sumptuous Gallic tradition.

*Admission: FREE.

Restaurants: 3 Sidewalk cafes: inexpensive to moderate.

1 Deluxe Restaurant: moderate to expensive.

Sweden—The theme, "Creative Sweden" is highlighted by exhibits of the advanced industry and research of the country, as well as its famous handicrafts and arts. Smorgasbord is featured in the restaurant and delicatessen, and gift shops offer the wares of many private industries.

*Admission: FREE.

Restaurant: \$5.00 to \$6.00 per person. Open noon to 10 p.m.

International Plaza—A multitude of small exhibits along promenades make the Plaza an international fair within a fair. Among the national products on sale are rugs from Turkey, silverware from Norway and straw hats from Taiwan. The work of artisans from Thailand to Italy is on display; West Germany alone is represented by more than 300 manufacturers. Belgian waffles, beer from the Philippines and a kind of shishkebab from Yugoslavia are but a few of the food specialties displayed, sold or served by various exhibitors. Moderately priced dishes of many foreign cuisines are featured at the cafeteria.

*Admission: FREE.

Restaurants: Ranging from inexpensive to moderate in the various cafes.

Hall of Free Enterprise—The principles and benefits of free competitive enterprise are explained in a variety of ways. The seats in an oval theater slowly swivel to follow a show called "Mr. Both Comes to Town" staged on sets that encircle the audience. A symbolic revolving "tree" standing 12

feet high is designed to demonstrate the factors of economic growth and on giant panels, 120 basic economic questions are printed and are answered when the visitor punches a numbered button on the wall panel.

*Admission: FREE.

Stage show takes 15 minutes; performances are continuous.

American-Israel Pavilion—The winding walkway through this spiral-shaped building conducts the visitor through 4,000 years of Jewish history. A display of the Ten Commandments in various languages indicates the special impact of moral traditions. There is a special display of pages from Anne Frank's famous diary. Shops are staffed by young Israeli students. On sale are handwrought jewelry, ceremonial religious objects and hand-embroidered blouses. You can enjoy a live Israeli show while eating in the Garden-cafe.

*Admission: Adults, 75¢; children under 12, 25¢; children under 6, free.

Switzerland—In an exhibit area sponsored by the industries of Switzerland, displays of clocks, watches, chocolates and cheese are housed in buildings reminiscent of Alpine chalets. Three small buildings house a two-million-dollar display of Swiss watches. The country-inn restaurant has tables on the main floor, on the balcony and outside on the terrace.

*Admission: FREE.

Restaurant: Average \$6.00 per person.

Swiss Sky Ride—In one of the highest rides at the Fair, cabins holding four passengers each are suspended on cables more than 100 feet in the air. A one-way trip takes four minutes and provides a panoramic view of the fairgrounds. Tickets may be purchased at booths near the Korean or Swiss pavilion.

*Admission: 75¢ one way; cars leave every 12 seconds.

Sierra Leone—One of the most interesting aspects of this pavilion is the architecture; a building of three conic shapes floating above glass walls. Hostesses wearing colorful dress greet visitors and guide them on a tour that includes a stage show, displays of industrial products, striking photographs of native and tourist life, crafts, and an exhibit of exotic African woods.

*Admission: FREE.

Malaysia—A new country, Malaysia uses visual devices and taped commentaries on pickup phones to acquaint visitors with its people, government, industry and arts. The country's industry and commerce are shown on the second floor. Films are shown continuously in a small theater. In the restaurant, waiters offer assorted curries from wagons.

*Admission: FREE.

Restaurant: Moderate.

Pakistan—Here, the historic past, progressive present and promising future of the Republic of Pakistan is graphically illustrated in exhibits. After three main exhibits, the visitor has a choice of seeing a film, sampling Pakistan refresh-

ments, or going to the bazaar. Inside, under the pavilion's illuminated dome, or at outdoor tables under gaily colored canopies, favorite Pakistani dishes are served, including a variety of "kebabs."

*Admission: FREE.

Restaurant: Moderate.

Greece—Greece, proud of its modernity and its antiquity alike, celebrates both in this pavilion. It features Greek culture, industry and tourist attractions, and has a "Taverna" serving typical Greek food and beverages. Replicas of museum pieces are for sale, as are honey, rugs, etc. There also is a special sound and light presentation, "The History of The Acropolis of Athens," in two and three-dimensions.

*Admission: FREE.

Restaurant: Moderate.

Morocco—The sights and sounds of North Africa are reproduced in this graceful pavilion of traditional Moorish design with arches and an open patio. One section is a bazaar, where Moroccan goods are for sale. Visitors may watch expert craftsmen weave carpets and make brassware and leather goods. Two eating places offer Moroccan specialties in different surroundings and prices. A regular show is put on with snake charmers, tray dancers, exotic and folklore dancers.

*Admission: FREE.

Restaurants: Sidewalk cafe: Moderate; Cafeteria: Inexpensive.

Sudan—The Islamic design makes this structure a standout in which both native and movie entertainment is offered with cultural exhibits. Around the main building are five huts in which Sudanese Nationals practice their native arts. In the rear of the pavilion, facing a tropical garden with exotic birds, is a snack bar that features national dishes.

*Admission: FREE.

Jordan—This land of sun, blue skies, sand, hills, Mosques and Churches, catacombs, and tents will be represented in a novel pavilion with skylighted exhibits. The rich religious background will be featured. The 14 stations of the Cross are portrayed on the exterior walls and there are multiple examples of the culture of ancient cities of Jordan, including the biblical Dead Sea Scrolls. In addition, the Jordanian Military Band with bagpipe section performs daily.

*Admission: FREE to the pavilion and theater; to the Dead Sea Scrolls exhibit, 25¢.

Caribbean—World famous steel drum bands, calypso singers, limbo dancers and other Caribbean entertainers are featured in a restaurant which highlights a revolving stage and rum drinks. Arts, crafts, and products displayed are all indigenous to the Caribbean Islands.

*Admission: FREE.

Thailand—The main building of this beautiful pavilion is a replica of an 18th Century Buddhist shrine with a gilded, tiered and spired roof rising nearly 80 feet. In this building and an adjoining wing, exhibits reflect the arts, crafts and

traditions of ancient Siam and modern-day Thailand. In another wing are a gift shop and restaurant offering national products and dishes.

*Admission: FREE.

Restaurant: Moderate.

Mexico—Exhibits relating to Mexican history, art and tourism dot the plaza around this pavilion. A collection of paintings and sculpture by contemporary Mexican artists is on exhibit, as are photographs of notable modern buildings. Products and handicrafts of Mexico are on the mezzanine. A separate building nearby houses a large restaurant and a cafe which serve specialties of the country.

*Admission: FREE.

Restaurant: Cafe \$3.00-\$4.00 average; Restaurant \$5.00 to \$6.00 average.

India—An exhibition of art works, ancient and modern, indicates the diversity of India's cultures. A shop sells rare art objects, saris, baskets and stoneware. Displays show the growth of universities, technical schools and research laboratories. The restaurant serves foods indigenous to the country.

*Admission: FREE.

Restaurant: Moderate Prices.

Ireland—Enclosed by a wall of native stone, the pavilion features the historical, cultural, and economic heritage of Ireland. A movie of the country is projected on a circular screen embedded in the floor near the entry court. In the main hall, visitors may don headsets and listen to the voices of actors reading the words of such Irish-born writers as George Bernard Shaw, James Joyce, Jonathan Swift, Oscar Wilde and William Butler Yeats. Irish coffee and soft drinks are available.

*Admission: FREE.

Republic of Korea—This pavilion features an Oriental teahouse. Inside, displays of ancient art are on view along with products for sale from South Korea's rebuilt industries. Costumed entertainers offer folk dances and films show life in contemporary Korea. The teahouse serves individual dishes or complete meals featuring specialties of the land.

*Admission: FREE.

Restaurant: Moderate prices.

United Arab Republic (Egypt)—The atmosphere of the old city of Cairo and the great treasures from the Valley of the Kings of Egypt are present in these typically Near Eastern buildings. Among the features are panels of multi-colored cut glass. Motion pictures, maps, models and displays of products provide a panorama of the U.A.R.'s agricultural and industrial achievements.

*Admission: FREE to the pavilion; museum 75¢.

Lebanon—Traditional Lebanese architecture is featured in a contemporary style with native materials. Cultural heritage, tourist potentialities, and an open-air restaurant with Lebanese dishes all are open to visitors. Displays trace the alphabet from Phoenician through Greek to the Latin, on which the English alphabet is based. A separate frieze shows the evolution of Arabic script. For your entertainment, the

Baalbeck dancers and singers put on daily shows.

*Admission: FREE.

Restaurant: Inexpensive to moderate.

Philippines—Folklore, history and life in the islands today are featured in attractions that range from elaborate panels of carved wood to programs of traditional Filipino dances. In the moat surrounding the main building are replicas of the World War II battlegrounds of Corregidor and Bataan, as well as an aquarium of fish found in Philippine waters.

*Admission: FREE.

Republic of China—A red and gold oriental palace in a landscaped garden is the setting for the exhibit of Nationalist China. The pavilion is full of rare and beautiful objects of art, some of them up to 3,000 years old. The main floor is dominated by a 20-foot wooden phoenix, mythical bird of good fortune.

*Admission: FREE.

Polynesia—An opportunity to buy an oyster with a pearl inside is one of the attractions at the Polynesian Village. South Sea palm trees are planted about and there is a lagoon where beautiful Polynesian girls pilot outrigger canoes and natives dive for oysters. The restaurant specializes in South Sea cuisine featuring fish, chicken and pork.

*Admission: Adults, \$1.00; children, 50¢.

Restaurant: Moderate.

Indonesia—Four themes are presented here . . . political, cultural, tourism and trade. Precious native woods, marble flooring, and other Indonesian materials were used in construction of the large Pavilion. A restaurant, with live native shows, is a main feature.

*Admission: FREE.

Floor Show: \$2.00; Film \$1.50.

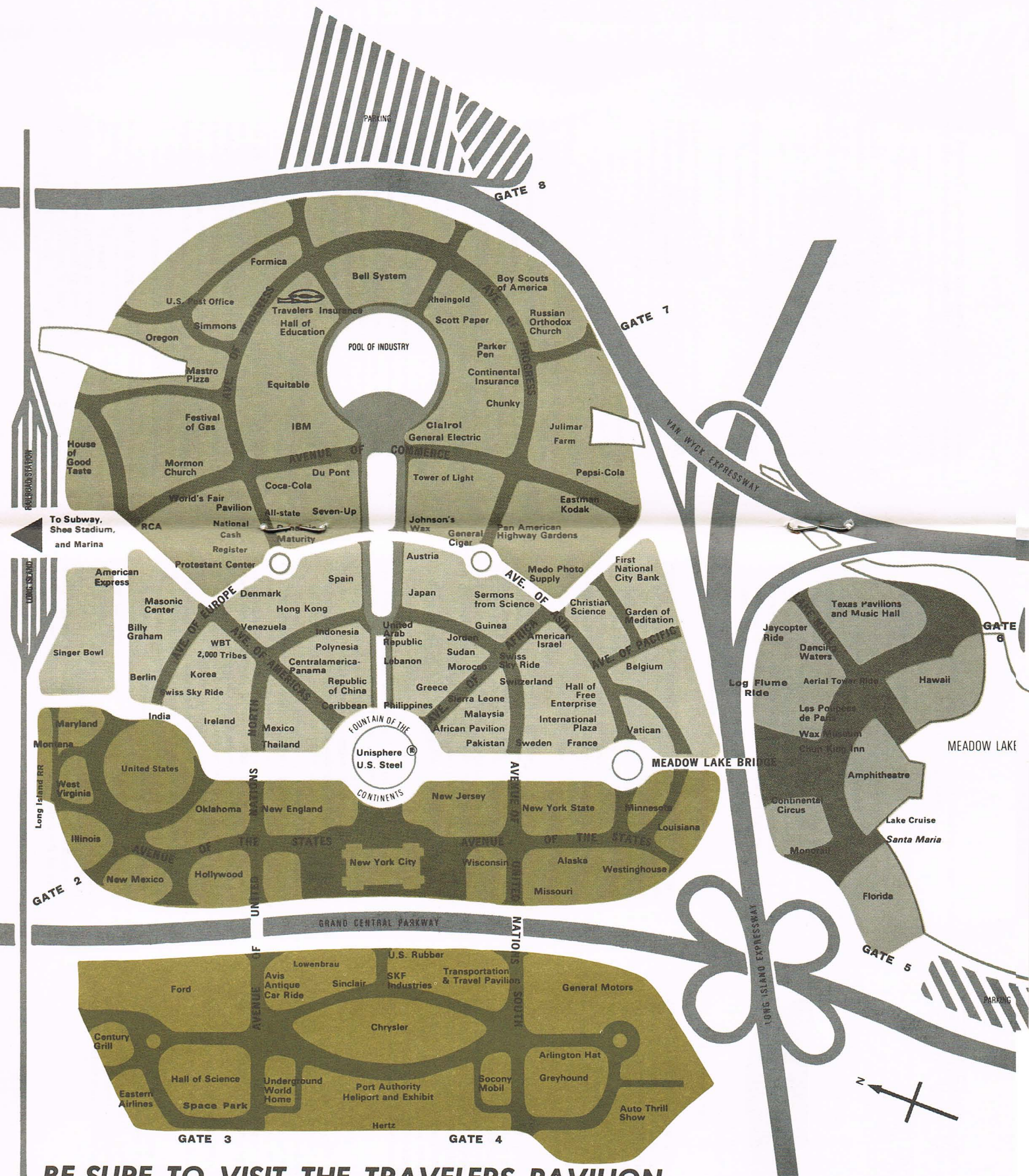
Central America—Panama—Travel, culture and commerce are the main themes of this pavilion, an open-sided building with bright awnings, representing Panama and the five Central American Common Market countries which call themselves Central America: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. A refreshment counter provides coffee, and visitors may sit at outdoor tables as they watch entertainers perform dances and sing folk songs.

*Admission: FREE.

PLAN OF THE NEW YORK WORLD'S FAIR

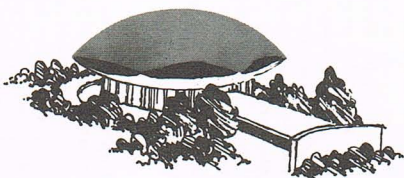
"Reprinted by arrangement with Time, Inc.,
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- Industrial Area
- International Area
- Federal and State Area
- Transportation Area
- Lake Area



BE SURE TO VISIT THE TRAVELERS PAVILION,

"THE TRIUMPH OF MAN"



Unisphere presented by  United States Steel

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

FEDERAL & STATE AREA



Unisphere—Symbol of the New York World's Fair 1964-1965 is this 12-story high stainless steel model of the earth designed, built and presented to the Fair by United States Steel. Dedicated to the theme "Peace through Understanding," the Unisphere will remain on its site when the Fair is over, as a permanent gift to the City of New York for the improved Flushing Meadow Park that will be created on the fairgrounds. Seen from the edge of the pool, it shows the world as it appears from 6,000 miles in space.

United States—Within a glittering facade of multi-colored glass, this huge building offers a vivid and varied view of America's "Challenge to Greatness"—a theme endorsed by the late John F. Kennedy. Included are two films, a modern, computer-run research library, an operating model of the Mariner spaceship that made the Venus probe in 1962, and an exhibit of children's art from all nations which portrays the worldwide hope for peace. A special feature is the Hall of Presidents . . . 8,000 sq. ft. exhibit area of America's greatest historic documents and memorabilia of 13 former Presidents.

*Admission: FREE.

Montana—Inside the Museum on Wheels (seven railroad show cars) are mounted examples of Montana fish and wildlife; paintings and sculpture by leading Western painters. There are exhibits from Montana's state and national parks, and a million dollars in gold nuggets and dust; guns, saddles, bridles once used by Wild Bill Hickok, General Custer and Buffalo Bill. Also on the grounds are two corrals, two log forts and some Indians.

*Admission: 50¢ to museum railroad cars; other cars and areas free.

West Virginia—Glassblowers at work, a coal mine visitors can enter and a movie of the nation's newest radio-telescope are among the spectacles in the West Virginia pavilion. Visitors enter past an aviary of birds from the state. A restaurant is on the premises, as is a gift shop offering such state souvenirs as a coal miner's cap.

*Admission: FREE.

Restaurant: Inexpensive.

Illinois—The state that Abraham Lincoln called home displays the largest collection of Lincolniana ever assembled for an international exposition. In addition, Walt Disney has created a life-sized animated figure that looks, acts and speaks like Lincoln. It performs in the 500-seat Lincoln Theater where, from time to time, national and international personalities are scheduled to discuss the influence of the prairie President.

*Admission: FREE.

Long Island Rail Road—Two open-sided tents, a pond stocked with Long Island ducks, and a variety of railroad exhibits give this display the air of an old-fashioned fair. Through the glass walls of a switching tower, visitors can observe the intricate process of routing trains entering and leaving the Long Island Rail Road's nearby World's Fair station.

*Admission: FREE to exhibit area; 25¢ for miniature-train ride.

New Mexico—A pueblo of five adobe buildings represents New Mexico, bringing to the Fair the sun-baked walls, Indian handicraft and hot enchiladas that are part of the state's Mexican and Indian heritage. Specialties of the restaurant include tamales, tacos and barbecued dishes of all kinds.

*Admission: FREE.

Restaurant: Lunches and Dinners from \$1.79 to \$3.50.

Hollywood—The visitor can take a walk through exact replicas of the throne rooms from *Cleopatra* and *The King and I*, visit the candy shop from *West Side Story*, or see the French street from *Irma La Douce*. Visiting stars and top recording artists sign autographs—with the help of a multiple-writing machine that signs 100 at a time. The pavilion has shops, a bar and a large restaurant.

*Admission: \$1.00 adults; children, 50¢

Restaurant: Inexpensive.

Oklahoma—This "pavilion" is not a building, but a park with winding, flag-decked pathways and spacious lawns, pools and shelters arranged around a large, sunken topographical map of the state. There are benches everywhere, and those

who would like to picnic on the grass may buy a box lunch complete with red-checked dining cloth.

*Admission: FREE.

Box Lunches: Inexpensive.

New England —In a chain of six small enclosures at the entrance to the pavilion, each of the New England states has exhibits showing its scenery and cultural attractions. A rocky coast, with machine-made waves, duplicates the Pilgrims' first view of New England in the Theme Building. On the Village Green, groups from different New England communities hold dances, musical performances and frog-jumping contests, and New England craftsmen demonstrate their art.

*Admission: FREE.

Restaurant: Moderately high.

New York City —An incredibly detailed model of New York City, which measures 180 by 100 feet, is built to a scale of one inch to 100 feet. The model can be viewed from a balcony or from a simulated helicopter flight. There is also a model of the City as it was in 1664; an exhibit of art, sculpture, artifacts and photographs from 34 of the city's most important museums, libraries, zoos and botanical gardens; and a Triborough Bridge and Tunnel Authority theater that shows color films of the many bridges and tunnels of New York.

*Admission: FREE to the pavilion; 10¢ for "helicopter" ride

Wisconsin —There are daily demonstrations of flycasting, Indian archery and field work with hunting dogs. A 17-ton cheese, said to be the world's largest, is displayed on a huge air-conditioned van, protected by chromium and glass. A cafeteria and a beer garden are located in the area, which is set amid pine trees.

*Admission: FREE.

Restaurant: Inexpensive.

New Jersey —The exhibits in the 21 small buildings encompass all aspects of New Jersey life, from zinc mining to Sunday picnics. One building is devoted to the inventions of Thomas Edison; another houses a 1912 Mercer automobile; in still another, a 90-second film takes the visitor strolling down the boardwalk in Atlantic City. In addition, you will find a salt-water taffy making machine, a fishing area where children can catch live trout and a medicine making machine which manufactures pills.

*Admission: FREE.

New York State —Looming over the New York State pavilion are three observation towers. On the main floor, there is a mammoth map of the state in terrazzo, and around this are a number of impressive attractions including a fine arts museum, fashion shows and a restaurant. Next to the Tent of Tomorrow is the Theaterama, a large cylindrical movie theater decorated with controversial "pop" art.

*Admission: FREE to pavilion; elevators to observation towers, 25¢; theater, 50¢.

Restaurant: Inexpensive.

Missouri —An exact replica of the famous plane, The Spirit of St. Louis, hangs from the ceiling of the pavilion. On display outside the pavilion is a replica of the Mercury capsule, Friendship 7. On it is a plaque engraved with autographs of all the astronauts. Among the famous figures honored are such great Missourians as author Mark Twain, poet Eugene Field and artists Thomas Hart Benton and George Caleb Bingham.

*Admission: FREE.

Alaska —In a white, igloo-shaped pavilion the 49th state has reconstructed a sample 11-minute "day" in the North country. Three 30-foot totem poles, originally carved by Indians for the St. Louis Fair of 1904, are in front of the building. Eskimo and Indian dances are staged behind the pavilion, and craftsmen carve in wood and whalebone. Some of their handiwork is for sale.

*Admission: FREE.

Westinghouse —A gleaming torpedo-shaped Time Capsule is the heart of this exhibit. A full-sized model, through a window along one side, reveals that it was packed with such items as a slide rule, a woman's hat, synthetic rubber and 10 million words on microfilm taken from books, magazines and newspapers setting forth the state of civilization in 1938. A distinguished committee will choose from among present-day items to be placed and recorded in the new Time Capsule that will be deposited at the end of the Fair.

*Admission: FREE.

Louisiana —New Orleans' famed Bourbon Street is reconstructed in this big pavilion. Jazz concerts are presented; there is dancing at a teen-age center and jazz for marching is played for miniature Mardi-Gras parades. Along the street, artists do quick portraits of visitors in charcoal and pastels.

*Admission: FREE to the pavilion; there is a minimum charge where food and drinks are sold.

Minnesota —The displays in this unusual pavilion are largely devoted to Minnesota's industrial production. Threaded through these exhibits are pictorial displays of the state's cultural attractions: the Minneapolis Symphony, the Tyrone Guthrie Theater, and so on. The North Star Viking Restaurant features game—duck, venison, pheasant, pike—and a 100-dish smorgasbord. A special feature is a three-dimensional animated show featuring Vikings in their campsites seated around a runestone and talking in their original language.

*Admission: FREE.

Restaurant: Average \$6.00 per person.

TRANSPORTATION AREA



Ford—Seated in convertibles, fairgoers are taken for a ride through plastic tunnels around the outside of the rotunda for a sweeping view of the grounds, then on to the exhibit building and the fantasyland within created by Walt Disney. A separate "Hall of Science" highlights some of the prime research projects engaging scientists at Ford and Philco. Included here are demonstrations of laser light; the sound of stars as picked up by radio telescope; and displays of the new vinyls, crystals and metals to be used in Fords.

*Admission: FREE.

Century Grill—This restaurant serves hamburgers prepared with savory sauces, along with side dishes from every nation represented at the Fair. Beer and soft drinks are also available in the dining room. Inexpensive.

Eastern Air Lines—The building operates as an Eastern Air Lines ticket office and is a terminal for special buses between the Fair and Eastern flights at New York airports. There are lounging and baggage checking facilities.

Fare to the airport: 50¢ for adults; 25¢ for children.

Hall of Science—In one big pavilion, 11 companies and organizations present displays devoted to recent and imminent advances in scientific knowledge—including the simulated meeting in orbit of two space vehicles. In "Atomsville, U.S.A." the U.S. Atomic Energy Commission presents an explanation of nuclear energy for children from seven to 14.

*Admission: FREE.

Space Park—On display here are a Project Mercury spacecraft which has orbited the earth, a Gemini two-man spacecraft, a lunar excursion vehicle in which men will land on the moon, and many other rockets and research planes.

*Admission: FREE.

Underground World Home—Something really different in housing is displayed here: a three-bedroom house, completely below ground level. The house occupies most of the area inside a rectangular concrete shell, the top of which is two and a half feet underground. Windows in the house face scenic murals placed on the walls of the shell.

*Admission: \$1.00.

Arlington Hat—Hats of all kinds—the largest, smallest, funniest, oldest and most unusual hats gathered by organizations in contests across the country—are displayed in a museum sponsored by the Fair's official hatter, the Arlington Hat Company. Eight similar concessions located throughout the grounds sell a variety of souvenir hats priced from \$1.00 to \$5.00.

*Admission: FREE.

Avis Antique Car Ride—Open-topped antique cars, reproduced to five-eighths scale, provide a pleasant ride through an old-fashioned country setting. Each car seats up to five, and anyone 10 years or over can drive.

*Admission to ride: Adults, 53¢; children 38¢.

Sinclair—Nine Fiberglas dinosaurs are displayed, three of them moving figures, each set in the terrain and flora of its own geological period. Within the building is a 45-foot-long exhibit with erupting volcanoes, flashing lightning and bubbling streams. This display shows the earth at various stages of its growth.

*Admission: FREE.

U.S. Rubber—Visitors riding along the rim of a giant whitewall tire soar 80 feet into the air for a spectacular view of the fairgrounds. The tire, which is floodlighted at night, stands in a landscaped area; at the entrance to the ride are interesting displays of the company's products.

*Admission: 25¢.

S K F—In a theater, brilliantly lit stylized images illustrate a six-minute sound track tracing the history of motion engineering and roller bearings. Beside the theater is a display of objects that use bearings, from a kitchen mixer to a truck axle.

*Admission: FREE.

Chrysler—A 100-foot engine with a 50-foot dragon for a crankshaft, a ride on a production line and a zoo of metallic monsters are part of this imaginative exhibit, one of the largest at the Fair. A 24-minute musical comedy, with

puppets designed by Bill Baird, is given continuously in an elaborate theater built in the shape of the company's Pentastar symbol.

*Admission: FREE.

Port Authority Heliport—A 12-minute color movie shows the mighty transit projects that enable millions of people to move through the New York area daily; sightseeing flights and helicopter transportation is provided, and the "Top of the Fair Restaurant" provides a magnificent view of the Manhattan skyline, as well as outstanding food and drink.

*Admission: FREE to exhibit area; restaurant minimum, \$1.00.

Hertz—The Hertz Travel Center, at the base of the Heliport, is staffed by multilingual attendants who offer travel information, maps of the Fair and the New York City area, and direct telephone communication to airlines. They will also arrange Hertz automobile reservations.

Socony Mobil—This exhibit, located in a low, red-roofed pavilion, is devoted to a game. Eighteen players, who must be licensed motorists, compete in each game. They "Drive" from the Pacific to the Atlantic Coast. As each driver steers, brakes and accelerates, an electronic device keeps a running total of the amount of gasoline he would be burning if he were driving the four-minute ride. The driver with the best miles-per-gallon record receives a certificate.

*Admission: FREE.

Greyhound—A transcontinental bus ride on film and regional American meals are the main attractions of this pavilion. It is also home base for the Fair's transportation fleet of over 300 Greyhound vehicles. There are three dining rooms in the Post House Restaurant: one serves seafood and New England dishes; another, Southern cooking; and the other features Western beef.

*Admission: FREE.

Restaurants: Moderate.

Auto Thrill Show—Thirty "Hell Drivers" risk life, limb and vehicles, crashing cars and performing other stunts in a daring high-speed show. The 6,000-seat Auto Thrill Stadium has a banked figure-8 track, the first such track to be created exclusively for stunt driving.

*Admission: Reserved seats, \$2.00; general admission, \$1.00. Performances: Four shows daily on weekdays; six on weekends and holidays.

General Motors—In this updated version of GM's classic ride into the future, visitors sit in individual plastic contour seats equipped with speakers that supply a narration. Among the exhibits are a trip to the moon, life under the ice, an underwater scene, a visit to the jungle and the desert, and to the city of the future. At the end of the ride there are displays which range from space age research to product engineering, a cosmic space chamber and latest techniques in automotive designs.

*Admission: FREE.

Lowenbrau Gardens—This charming oasis is a replica of an 18th century Bavarian hamlet incorporating an authentic German restaurant and beer garden. A new addition this year is a bandstand similar to the type on display at the Lowenbrau Oktoberfest tent in Munich.

*Restaurant: Inexpensive.

FLUSHING BAY AREA

World's Fair Marina—This 800-boat marina is the port of call for boatmen cruising to the Fair, and the terminal for commercial boat and hydrofoil lines from New York City and other nearby points. In one building is a display presented by the Olympic Committee of the International Yacht Racing Association. There is also a restaurant and coffee shop.

*Admission: FREE.

Shea Stadium—Long after the Fair is gone, New York City's new Shea Stadium will remain as the ultimate in modern sports arenas. A five-minute walk from the Fair's main gate, it is the home of the New York Mets (baseball) and Jets (football). Between baseball games, it is used by the Fair for large special events.

LAKE AREA



Monorail —Two-car trains circle the Lake Area 40 feet in the air, providing passengers with an eight-minute ride and a spectacular view of the Fair.

*Admission: 80¢.

Hours: 9 a.m. to 2 a.m.

Continental Circus —A European-style one-ring circus has been assembled beneath a white and yellow plastic structure that has no poles to obstruct the view. Star acts recruited from all over the world range from acrobats to chimpanzees who play musical instruments. There is also a Circus Museum where displays reconstruct the history of the circus from Ancient Rome to Barnum and Bailey.

*Admission: \$1.00, \$2.00 and \$3.00 for both adults and children, all seats reserved.

Performances: Twice daily; four times on weekends and holidays.

Chun King Inn —A pagoda-style restaurant and two connected teahouses are set in a restful Oriental garden. The complex can accommodate 600 diners indoors, and outdoors. Two complete meals are served, each priced at 99¢.

Walter's International Wax Museum —Nearly 250 authentically dressed lifelike figures, ranging from Lady Godiva on her horse to five U.S. Presidents, make up the largest collection of full-sized wax statues in the United States.

*Admission: Adults, \$1.00; children under 12, 50¢.

Les Poupées De Paris —This sparkling French "musical revue" has a cast of 250 puppets, each three and a half feet high. The puppets, many of which are caricatures of famous entertainers, sing, dance and act out humorous skits. Among the stars depicted in wood are Frank Sinatra, Elvis Presley and Pearl Bailey.

*Admission: Adults, \$2.50; children under 12, \$1.25.

Performances: Continuous from noon on. Shows lasts one hour.

Log Flume Ride —In a three-and-a-half-minute ride, five-passenger boats shaped like hollow logs are propelled by rushing water along a channel of steep inclines and sharp curves.

*Admission: \$1.00.

Aerial Tower Ride —Food on land and gaily-colored gondolas in the sky are the twin features of a typically European eat-and-ride attraction. The outdoor restaurant serves dishes prepared in the Belgian tradition. The elegantly upholstered gondolas provide a smooth, slow ride to the top of a 120-foot tower.

*Admission: Adults, \$1.00; children under 12, 50¢.

Restaurant: Inexpensive.

Dancing Waters —Formations of water tinted by a kaleidoscope of colored lights sway to dance rhythms in an unusual spectacle that has been successfully presented in a number of cities all over the world.

*Admission: 50¢.

Jaycopter Ride —The sensations of a real helicopter flight are simulated in this high-flying machine, attached by a long boom to a tall tower. The pilot spins, drops, hovers and reverses flights at the request of his 16 passengers.

*Admission: \$1.00 for ride; 25¢ to operate small models.

Hawaii —Drum, guitar and ukulele music sets hula skirts swishing in the "Spirit of Aloha" exhibit. The pavilion consists of several structures: a Tourism and Industrial Exhibits building, the Five Volcanoes Restaurant, an arcade of shops, an ancient village and the enclosed Alohatheatre, where a one hour show is presented six times daily featuring entertainers from the islands. Four nights a week, a three-hour, 12-course luau is held outdoors, complete with traditional dishes, rituals and dances.

*Admission: Exhibit area, 25¢; Alohatheatre shows, adults \$2.50, children under 15, \$1.50. Canoe rides: \$1.00.

Restaurant: Luau \$12.00 per person.

Lake Cruise —Plexiglas-canopied boats provide a 20-minute cruise past the Hawaii and Florida pavilions and other attractions.

*Admission: Adults, \$1.00; children 6 to 16, 50¢; free to children under 6 when accompanied by parents and not occupying seats.

Santa Maria —A full-sized replica of the flagship of Christopher Columbus' discovery fleet is moored at the end of a 15th Century style floating Spanish wharf. The "crew" is represented by 18 life-sized sculptured figures. Columbus in his cabin talks with Captain Pinzon of the "Pinta." Some crewmen crowd around the stove; others stand watch in the crow's-nest, or hoist sail.

*Admission: Adults, \$1.00; children 6 to 12, 50¢; children under 6, free.

Florida —In the State Exhibit Hall are displays of priceless objects of art, exhibits relating to Florida communities, industry, agriculture, sports and education. A troupe of porpoises plays basketball, dances and clowns in the daytime shows at the Porpoise Pool. A free water ski and boat show will be presented four times a day in the 8,000-seat amphitheater. Nearby, beautiful flamingos strut in an enclosed pool, providing a natural display of brilliant colors.

*Admission: FREE.

Any questions about the World's Fair?

SEE YOUR TRAVELERS MAN

If you want to know the best ways to get to the Fair, places to stay, things to do—or practically anything about the Fair—your Travelers agent can give you the answers.

Your Travelers man also has the answers to providing you and your family with low-cost insurance protection when you go to the Fair. The Travelers Family Accident Ticket and Baggage Policy provides accident insurance during your visit to the Fair, every moment, from the time you leave home until you get back. It also covers all your baggage against loss from fire, theft, burglary, rough handling or other transportation hazards.

You can get your Life, Health, Car and Homeowners insurance from your Travelers man. You save time (often money) by letting him handle it all.



Remember, you can get all types of insurance under The Travelers umbrella.

The Travelers Insurance Companies

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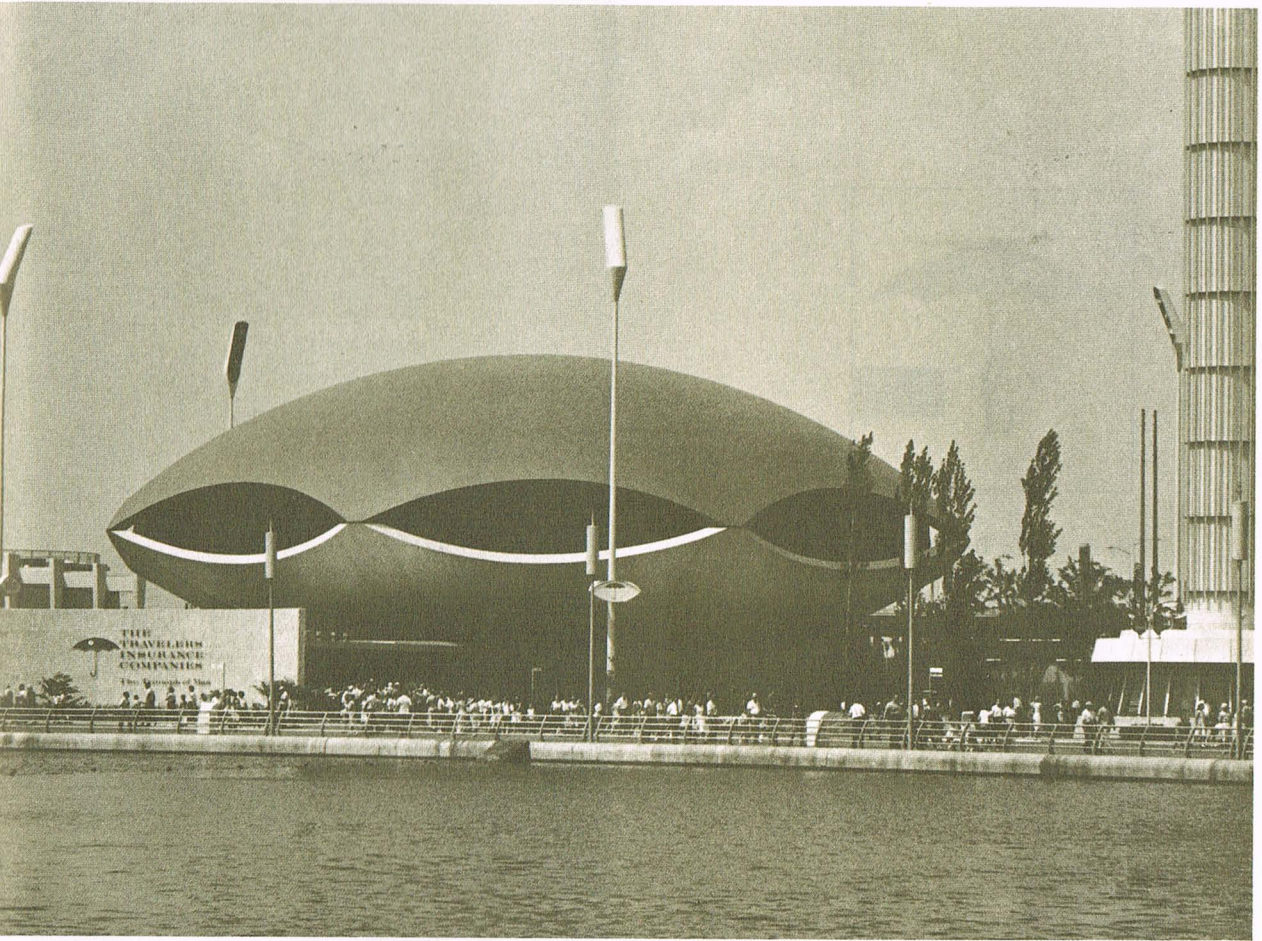
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This guide was prepared from information furnished to The Travelers in January, 1965. Since that time, there may have been changes in admission charges, show times and exhibits.

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"THE TRIUMPH OF MAN"

A dramatic exhibit of man's survival through the ages

**Be sure to visit The Travelers building, with its
distinctive red umbrella dome, at the Pool of Industry**



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