NEW YORK

WORLD'S FAIR

1964 - 1965



UNISPHERE PRESENTED BY (USS) United States Steel

The Unisphere will be the theme center of the New York World's Fair. 120 feet high above a 350 foot reflecting pool, its land masses are supported on an open grid of latitudes and longitudes. It will dramatize the interrelation of the peoples of the world and their hopes for "Peace through Understanding."

PEACE THROUGH UNDERSTANDING

INDUSTRY

THE FINEST AND LATEST PRODUCTS

OF SCIENTIFIC DISCOVERIES AND INVENTIONS

FROM THE CORE OF THE EARTH . . .

TO THE CRATERS OF THE MOON

THE NATIONS OF THE WORLD
THE OLYMPICS OF PROGRESS . . .
HEALTHY INTERNATIONAL RIVALRY
AND GOOD WILL

WORLD'S FAIR STADIUM
WORLD'S FAIR MARINA

AMUSEMENTS

EXCITING, STIMULATING, CONSTRUCTIVE, ENTERTAINING

THE UNITED STATES

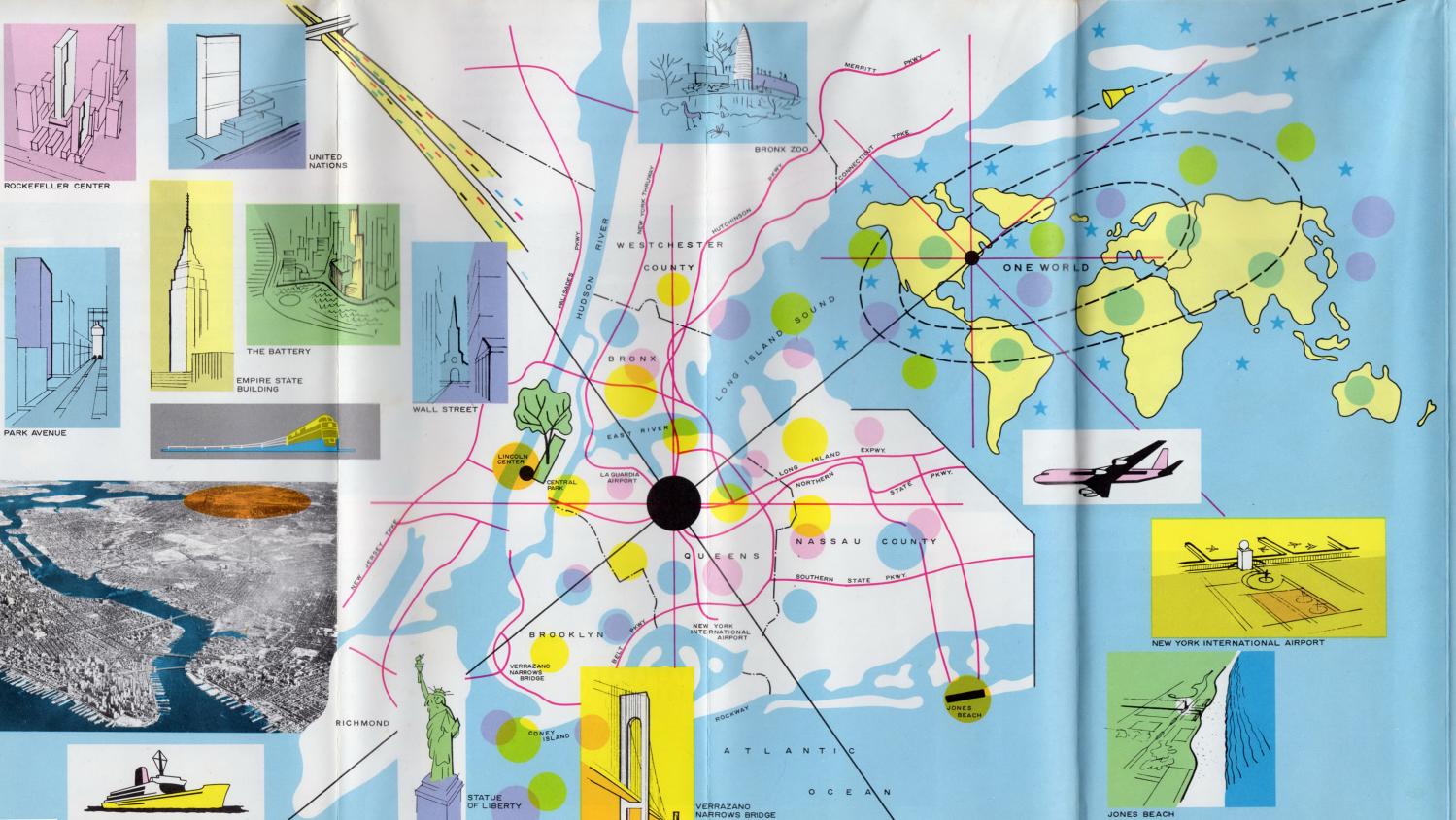
THE ACHIEVEMENTS AND PROMISES
OF AMERICAN DEMOCRACY

THE STATES OF THE UNION
THEIR PAST . . . PRESENT . . . FUTURE

TRANSPORTATION
THE WORLD IN MOTION . . .

AN EXCITING EXPOSITION OF MAN'S ACHIEVEMENTS . . . FROM HIS EVERYDAY SERVICES . . . TO HIS FLIGHTS THROUGH SPACE

APRIL 22 TO OCTOBER 18, 1964
APRIL 21 TO OCTOBER 17, 1965



OF THE FOUNDING OF THE CITY OF NEW YORK 1664

Three hundred years ago a City was born, destined to become a leader in the industrial, cultural and administrative affairs of the world . . . the proud home of the World's Fair of 1964-1965.

New York invites you to an exciting exhibit of man's many achievements . . . and in the process we want you to explore and enjoy our City and its environs.

To get here . . . by air — three major airports . . . by water — the world's greatest seaport . . . by rail — Grand Central and Pennsylvania and other stations . . . by car — the Connecticut, New York and New Jersey roadways, turnpikes and arterial highways centering on the Fair.

To stay here . . . New York has over 600 hotels and many motels in the environs . . . 22,000 places serve the foods of virtually all of the regions of the world. Local Transportation . . . there are 240 miles of subways, the Long Island Rail Road and many thousands of buses and taxicabs. The Fair will be easy to get to. New York . . . has 35 museums and institutions, most of them planning special exhibits for the Fair years ... nearly 100 on and off Broadway theaters ... scores of 57th Street art galleries . . . 35,000 acres of parks, from small sitting areas to Central Park, the diamond of Manhattan . . . suburban state parks, from Bear Mountain to Jones Beach, where special events will supplement the Fair . . . the great Lincoln Center for Performing Arts with opera, theater, symphony and ballet; partially completed for the Fair years . . . and finally, the excitement of THE international city of the world, the home of the United

The Convention and Visitors Bureau will be pleased to answer your questions about New York.

Come to the Fair.

Robert F. Wagner, Mayor

NEW YORK
CONVENTION AND VISITORS BUREAU
90 EAST 42 STREET AT PARK AVE.
CODE 212...MUrray Hill 7-1300

WORLD'S FAIR

Three hundred years after the founding of the City of New York, an exposition designed to show the achievements of mankind is underway. The New York World's Fair will bring together the peoples, cultures and products of many lands. Let them compete in an Olympics of progress and friendship. Let them forget the possibilities of push button devastation and concentrate on a future of peace.

1965

Industry, the Nations of the World, the Arts, Amusements, the United States, Transportation and the States of the Union will present exciting, stimulating, constructive and entertaining exhibitions.

The Fair Corporation is preparing the framework of the Fair . . . its roads, walks, utilities, lighting, pools, fountains, sculpture, landscaping, services and internal transportation . . . and planning special events and spectacular nighttime fireworks shows.

The exhibitors are preparing their displays... ranging from the world of the great dinosaurs to modern architecture housing the space craft of the future. National pavilions are as varied as their peoples. The architects, engineers and planners are competing in their own Olympics of design.

The Fair is collaborating with the many cultural institutions of the City. Special and unusual exhibits, concerts and shows will be staged during the Fair years.

The new 55,000 seat Municipal Stadium adjacent to the Fair, home to be of the Mets and Titans, will be coordinated with special Fair sports programs. The United States tryouts for the 1964 Olympics may be held in New York.

The \$120,000,000 highway improvement program at and near the Fair will assure easy access, and other arteries are being built to facilitate entrance to the City.

To sum up... the New York World's Fair will present to its visitors an outstanding display of man's achievements in an expanding universe and his hopes for "Peace through Understanding."

Come to the Fair.

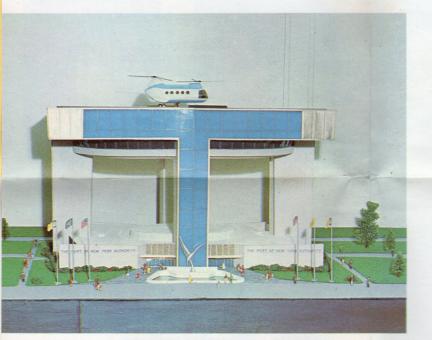
Robert Moses, President



CENTRAL AMERICAN NATIONS



TRANSPORTATION AND TRAVEL PAVILION

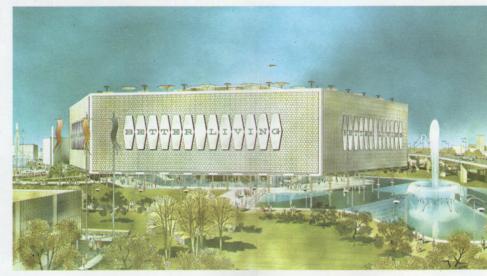


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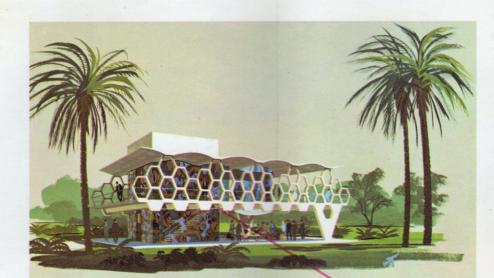


PAVILION OF AMERICAN INTERIORS

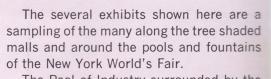




BETTER LIVING PAVILION



SENEGAL



The Pool of Industry surrounded by the industrial giants such as AT&T, General Electric, IBM and National Dairy will sparkle with fountains, colorful lighting and fireworks.

The main mall through the International Section leads to the Unisphere and its 350 foot reflecting pool.

Other fountains such as the Lunar; Solar and Astral, here illustrated, will add gayety to the Fair.

The Transportation Area will house General Motors, Ford, Chrysler and the fantastically complicated machinery of motion in air, water, land and space.



SIMMONS COMPANY



NEW

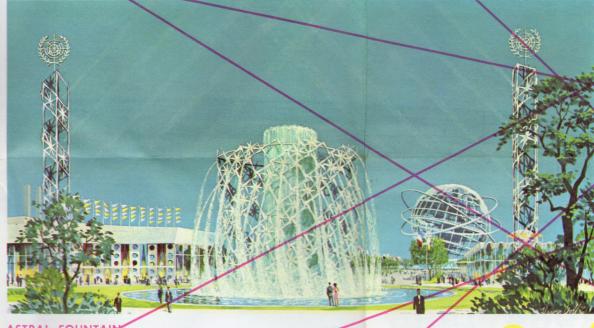
FAIR

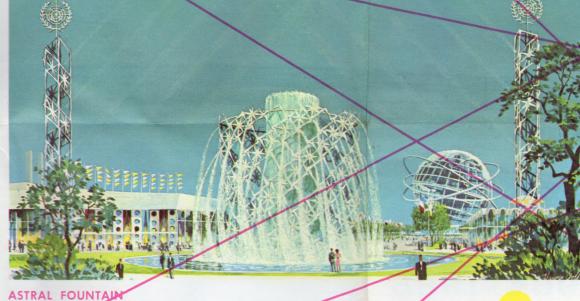
YORK

WORLD'S

1964-1965

HEARTLAND STATES





ASTRAL FOUNT



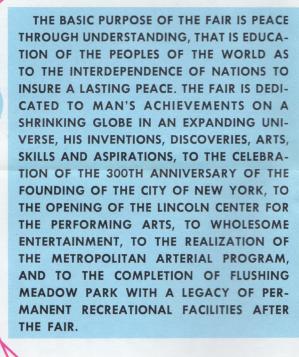


HALL OF EDUCATION

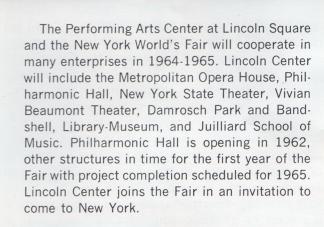


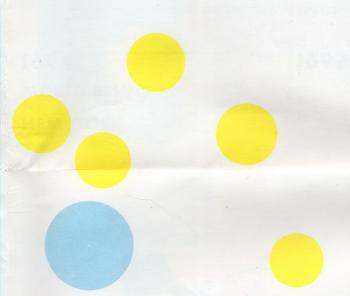


LINCOLN CENTER FOR THE PERFORMING ARTS



JONES BEACH AND MARINE THEATER





Jones Beach, 30 miles from the Fair on the south shore of Long Island, will play an important role in entertaining the millions of visitors in New York in 1964-1965. The Marine Theater seating 8,000 will present a spectacular musical based on "Around the World in 80 Days." The amphitheater seating is separated from the three sided revolving stage by a lagoon through which boats are sailed as a part of the show. Jones Beach musicals have become well-known attractions during the past many years. Bathhouses, swimming pools, parking areas for 25,000 cars, eating places, and games areas extend along the ocean beach. Jones Beach joins the Fair in an invitation to come to New York.



NEW I YORK WORLD'S 0 FAIR H 1964-1965 Z ATIO

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UNISPHERE

PRESENTED BY USS United States Steel

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