

New York
World's Fair Corp.
and
Time Inc.
Present

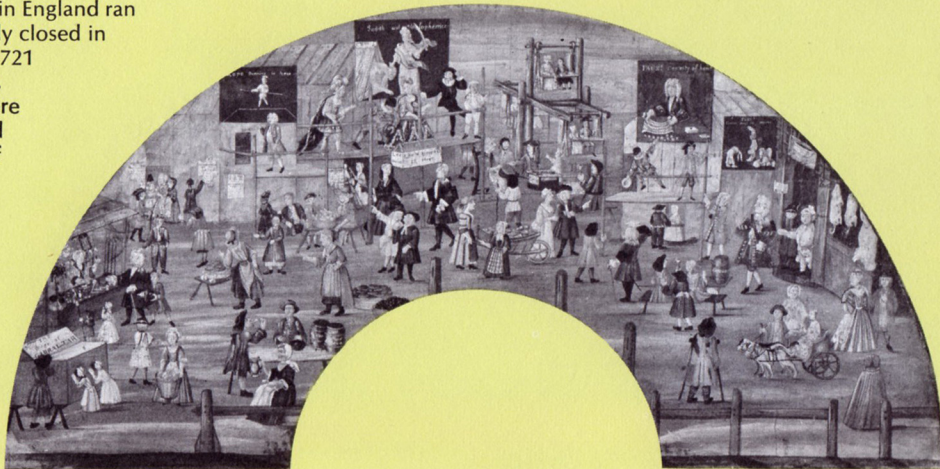


Unisphere® presented by  United States Steel
© 1961 New York World's Fair 1964-1965 Corporation

NEW YORK WORLD'S FAIR PREVIEW

Time & Life Exhibition Center, Time & Life Building
Rockefeller Center, New York 20, N. Y.

THE BARTHOLOMEW FAIR in England ran for seven centuries and finally closed in 1855. An unknown artist in 1721 painted this view of the fair, showing various booths where plays were staged. At Lee and Harper's (center) the Siege of Berthulia is performing and the Tragedy of Holifernes is introduced. The figure at right was probably Sir Robert Walpole, then Prime Minister.



PHOENICIANS are shown here unloading their wares in an Egyptian harbor for peaceful trade. At bottom center a Phoenician offers a large jar, probably containing oil. This painting, from a tomb wall in Thebes, dates from about 1400 B. C.

CAN-CAN DANCERS were a sensation in Chicago's 1893 Fair



SOME OF THE GREAT FAIRS OF RECENT HISTORY:

1851—Crystal Palace, Hyde Park, London
1867—International Exhibition, Paris
1873—International Exhibition, Vienna
1876—Centennial Exposition, Philadelphia
1889—Universal Exposition, Paris
1893—World's Columbian Exposition, Chicago
1900—International Exposition, Paris
1904—Louisiana Purchase Exposition, St. Louis
1910—International Exhibition, Brussels
1926—Sesquicentennial Exposition, Philadelphia
1933—Century of Progress Exposition, Chicago
1939—Golden Gate International Exposition, San Francisco
1939—New York World's Fair
1958—World's Fair, Brussels
1962—Century 21 Exposition, Seattle

FAIRS HAVE ALWAYS BEEN FUN, but, more than that, fairs have played a major role in the development of civilization. For fairs meant trade and without trade civilization as we know it would not have developed. It was at fairs that primitive warring peoples laid down their arms and exchanged goods that each needed for survival.

America's first great World's Fair in 1876 in Philadelphia celebrated the centennial of America's independence. Millions were spellbound by the new machines this country had developed—the first telephone, the sewing machine, the continuous web-printing press, the Westinghouse air brake, the refrigerator car, the self-binding reaper, the typewriter, Edison's duplex telegraph. A year later Edison's phonograph played "Mary had a little lamb" at the Paris Exposition.

Seventeen years later, in 1893, America went all out in celebrating her triumph of the machine with the opening of the World's Columbian Exposition in Chicago. The one machine that most astounded people was the Ferris Wheel with its 137 ft. high towers and the wheel with thirty-six coaches, each holding sixty passengers. Competing with the Ferris Wheel was Chicago's Midway—a pandemonium of delight with a trip up Vienna's Beautiful Blue Danube, a stop in a Moorish palace or a Hawaiian theatre. And there was Little Egypt, Singhalese and Malayan jugglers, and the can-can dancers...

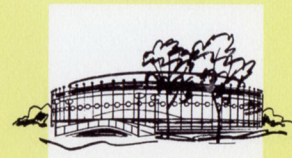
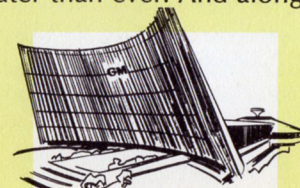
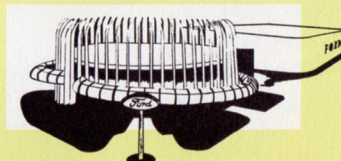
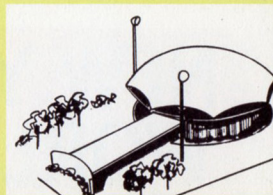
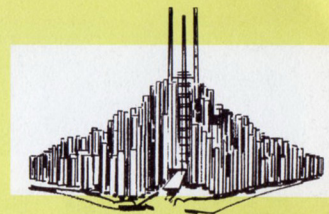
Today fairs are bigger and greater than ever. And along with all the

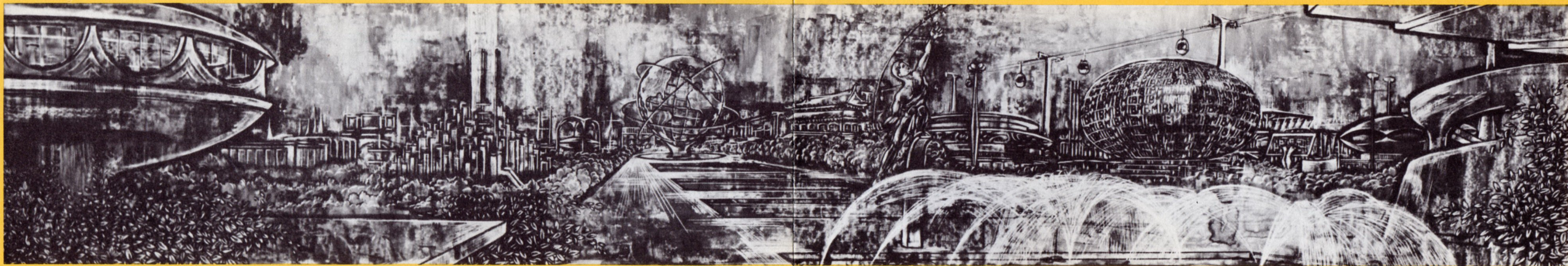
fun, the impulse of friendliness and good-will that permeated fairs throughout history has grown stronger. The narrow limits of the concepts of peace that governed fairs in the past have widened into ideas like free trade and co-operation of all nations in world's fairs. And, as the President indicated at this present World's Fair site, we hope some day to trade under an eternal truce.

* * * * *

Visitors to the 1964-65 New York World's Fair will be able to view gleaming pavilions, wander through serene gardens, see exotic sights, sample foods from every corner of the globe. There will be sports, water shows, fireworks, rides, and a chance to explore the new worlds of science—man's greatest accomplishments of today and his dreams of tomorrow.

One of the exciting features of the Fair will be the vast Lake Amusement Area, with its musical extravaganzas of the Amphitheatre, a thrilling Monorail ride, legendary scenes depicted in the Wax Museum, and the musical spectacles of the Century Showcase. Fair goers can relax at the Continental Circus, be delighted by the combination of light, water and music in the Dancing Waters show, visit a replica of Columbus' Santa Maria, or dine in a Chinese oriental garden. All this will be in the finest and most fun-filled tradition of the great fairs of the world.





THE NEW YORK WORLD'S FAIR, above, was painted by the Italian artist, Aurelio Mattioli specially for the Time & Life Exhibition Center. This huge 60-ft. mural, and the models and renderings in this exhibition show some of the architectural wonders of this billion-dollar international exposition.

The Fair took as its theme "Peace Through Understanding"—a theme that has governed all fairs since the beginning of history. (See inside pages of this brochure.) Speaking at the 646-acre site in Flushing Meadow while the Fair was a-building, President Kennedy said: "...the theme of this World's Fair—Peace Through Understanding—is most appropriate in these years of the 60's. I want the people of the world to visit this Fair and all the various exhibits of our American industrial companies and the foreign companies, who are most welcome—and see what we have accomplished through a system of freedom... We'll show what we have done in the past, and even more important—what America is going to be in the future..."

SAVE
32½%
ON YOUR
FAIR
TICKETS
NOW!

The Official New York World's Fair Gift Package saves you important money on your Fair tickets and Official World's Fair Guide Book—almost \$5! You get:

Seven Adult Tickets, worth \$2.00 each*	\$14.00	YOU PAY ONLY \$10.10
One Certificate redeemable at the Fair for Official Fair Guide Book	1.00	
	\$15.00 VALUE	

* Each adult ticket is exchangeable at the Fair for two children's tickets, worth \$1.00 each.

Send the coupon at right with your check or money order for as many Official World's Fair Gift Packages as you want.

OFFICIAL N. Y. WORLD'S FAIR GIFT PACKAGE
New York World's Fair 1964-1965 Corp.
P.O. Box 1964, Flushing 52, New York
Attn: Erwin Witt, Comptroller

Please send me _____ Official World's Fair Gift Packages of seven adult tickets (value: \$14.00) plus one Certificate exchangeable at the Fair for one copy of the Official World's Fair Guide Book (value: \$1.00) for only \$10.10 per Gift Package. My check/money order for _____ is enclosed.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

No orders accepted without payment.

Offer expires February 29, 1964

