

UNISPHERE

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NEWS:

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FREE ATTRACTIONS AT THE FAIR

With more than 75% of its attractions entirely free, an admission ticket to the Fair will open doors to the greatest entertainment bargain in history.

Rides, theater, cinema, dancers, fashion shows, concerts and magicians will create only a problem of choice amidst the plethora of gratis offerings.

Among the highlights of the free exhibits are a few geared specifically for children:

In Chunky's "Sculpture Continuum" playground, children will be able to clamber over thirteen seemingly unrelated abstract forms, but which line up as realistic objects when viewed through eye-high peepholes in the sculptures. The Hall of Education, too, will offer a futuristic Adventure Playground.

Little girls, particularly, will revel in Simmons Land of Enchantment, peopled with whimsical, animated dolls, while in the Child Entertainment Center of the Johnson's Wax Pavilion, grownups will be able to peek from hidden areas as children play in a "Fun Machine", a maze-like device full of interesting surprises.

"Atomsville, USA" in the Hall of Science will also be a world for children only where adults will be able to observe them - through

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FROM: Wm. J. Donoghue Corporation
10 Columbus Circle, N.Y.C.

one-way viewing devices - as they participate in "games" designed to introduce the principles of atomic science to youngsters of 7 to 14.

Parents visiting the Danish Pavilion will be able to leave their children in a supervised playground modeled after the one in Copenhagen's famous Tivoli Gardens, and in the children's room of the Federal Pavilion's library exhibit youngsters will be regaled with storytelling hours and film showings.

However, since most of the exhibits have been designed to appeal to the broadest segment of the population, families will be able to enjoy the attractions as a unit.

In the competition to attract their share of the anticipated 80-million visitors, industry, unhampered by box office considerations, has engaged outstanding creative talents of the entertainment world to enhance merchandising stories with an abundance of unique diversions which won't cost the visitor a cent.

Walt Disney, master showman, will introduce Audio-Animatronics on a grand scale at the Fair. In the Ford Pavilion's Magic Skyway ride, Fairgoers will be taken on a fantasy journey from the pre-historic past inhabited by animated cavemen and their families and huge primitive monsters. to a world of the future.

capsule musical comedy starring Borden's Elsie the Cow, will use similar figures as the supporting cast.

Baird puppets will perform in a Max Liebman musical comedy production in the Chrysler Pavilion, which will also feature a car parts "zoo". Nine prehistoric monsters, some of them animated, will attract young and old to Sinclair's "Dinoland".

Within Bell System's floating wing, a seated audience will be taken on a Jo Mielziner produced armchair ride through a series of chambers where the development of human communications, from drum-beat to Telstar, will be presented via movies and three-dimensional effects.

General Motors will take visitors on a global Futurama ride, exploring a world of tomorrow in today's jungles, underseas and deserts, and suggesting vehicles which could help make these waste areas habitable.

Another ride, this time in a vertical direction, will raise the seated audience into a theater in the IBM Pavilion where the fascination of numbers and today's computer living will be explained through the use of multiple slide and movie projectors and special lighting and sound effects.

Fairgoers will take a walking tour of the world in Coca Cola's Pavilion visiting five exotic areas, complete with sights, sounds and aromas. The Pavilion's Tower will house the world's largest electronic carillon where visitors will be able to see renowned carilloneurs performing at the console.

A million years of human history will be reviewed in the Travelers Insurance Pavilion in 13 dioramas, using life-sized models, sound and lighting effects.

American history, specifically stories of Revolutionary War heroes, will be presented in a series of ingenious slide cartoons accompanied by the lilting songs of Ray Charles in the Continental Insurance Pavilion.

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Movie lovers will be able to spend days attending free film showings - most of them in color with stereo sound.

There is the Francis Thompson sensitive production interpreting the daily lives of peoples around the world in the Johnson's Wax Pavilion and Saul Bass' "The Searching Eye" in Eastman Kodak's Pavilion, which presents a child's view of commonplace and unusual wonders of the world. The Port of New York Authority will tell its story on a huge circular screen. Greyhound will vividly portray America as it might appear through the window of a cross-country bus, and in the Travel and Transportation Building, films demonstrating the wonders of jet flights will be shown.

There will be contemporary religious films in the Protestant and Orthodox Center, in the Billy Graham and Mormon Pavilions, and spectacular live scientific demonstrations will alternate with films produced by the Moody Institute of Science in Sermons from Science.

"Wonderful World of Chemistry", a sparkling, original musical comedy produced by Michael Brown for the du Pont Pavilion, will ingeniously combine film with live performances, followed by a demonstration of magical effects.

Animated appliances will pop out of the ceiling and walls in the Gas Pavilion's "Fun House of the Future". People and objects will appear out of nowhere, float about and vanish in General Cigar's Hall of Magic, and an Enchanted Forest will come alive in the Scott Paper Pavilion.

A working color television studio in the RCA building will show visitors how a TV show is put together - or they can see themselves on monitor sets. A Camera Obscura will pick up and project Fair scenes in the Dynamic Maturity Pavilion, and live performers, brass bands and barbershop quartets will entertain visitors in Rheingold's Little Old New York.

Women can get tips on decorating in Formica's World's Fair House, see the latest fashions in the Better Living Center, learn to sew at the Singer exhibit, select a new hair color at Clairol and

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even master the art of pizza-making with Mastro. And as a special service to single lasses, Equitable Life will reveal those states which have a plurality of males.

A million international friendships will be launched via Parker Pen's pen pal project, Boy Scouts from all over the world will meet in The Wonderful World of Scouting, and in the Pepsi-Cola Pavilion a UNICEF exhibit will portray its activities with children around the world.

There will be a machine game room in the National Cash Register Pavilion and a drivers game in Socony Mobil, a world of motion engineering in the SKF Pavilion, the wonders of our era in the Westinghouse Time Capsule and the vehicles which will carry us into new worlds in the U.S. Space Park adjacent to the Hall of Science.

The Fair will offer an "instant global tour" in the States and International Pavilions. Here festivals of the arts, handicrafts, reproductions of historical landmarks, scenic displays, exhibits of natural resources and indigenous industry - and native hosts and hostesses - will re-create the sights and sounds of four continents.

Folk dancers from the Philippines, contemporary dance groups from Venezuela, or dancing drummer girls from Korea can be seen along with an Indonesian puppet show, an exhibition of the intricate dance steps and acrobatics of Sierra Leone, and a frog jumping contest on a New England Village Green.

The voices of Ireland's foremost actors reading from the works of Shaw, Joyce and other Irish-born writers can be heard, or a symphony orchestra from Oklahoma, calypso singers and steel bands from the Caribbean, and New Orleans jazz.

One of the most acclaimed examples of religious art, the incomparable Pieta in the Vatican Pavilion, and the historical, gem-encrusted Holy Icon of the Virgin of Kazan in the Pavilion of the Russian Orthodox Greek Catholic Church are but two of the treasures on display. There are exhibits of old Masters, on loan from Madrid's Prado Museum and commissioned contemporary art in the Spanish Pavilion,

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as well as an unusually inclusive collection of beautiful, rare objects of art at the China Pavilion. Contemporary Greek sculpture, the De Lue statue of George Washington in the Masonic Center, ancient art pieces from India, and contemporary murals and enameled picture panels from Mexico can be enjoyed, while connoisseurs can compare the 19th century Hudson River school paintings within the New York State Pavilion with the "Pop" art decorating its exterior.

Other attractions include a simulated West Virginia coal mine and an exhibit of tin mining in Malaysia. Shipbuilders at work on real boats are shown in the Pavilion of New Jersey, craftsmen tooling leather and hammering brass in the Moroccan Pavilion and artisans carving in wood and ivory in the Pavilion of Guinea.

The ritualistic Japanese tea ceremony and the art of flower arranging are one view and Wisconsin's experts can improve the visitor's skills in flycasting, trout fishing and archery. A Hong Kong bazaar can be window-shopped along with the many displays, including a precious gem collection, in the International Plaza.

An Alaskan Eskimo Village is open to Fairgoers as is a simulated helicopter ride around a huge scale model of New York City. Animal lovers can watch cattle from Texas, Florida's brilliantly colored flamingos and a pond stocked with ducks in the Long Island Rail Road exhibit.

Color films not only will take the Fair visitor to the scenic areas of New Mexico, to Central America's resorts, jungles and mountains, but also will provide a panorama of Egypt's agricultural and industrial achievements and show East Berliners going about their daily activities.

The historical heritage of America will be vividly depicted in the Federal Pavilion as it is viewed on a ride in a Cinerama-produced film employing a host of revolutionary projection techniques, and in the Pavilion of Maryland, a motion picture will recount the Battle of Fort McHenry and the writing of "The Star Spangled Banner."

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Priceless relics from Pakistan will trace that country's history from 2500 B.C. to the 19th century, archeological findings in the Pavilion of Lebanon will shed light on ancient civilizations, and in the replica of Thailand's Mondop of Saraburi, ancient statuary, weapons and other artifacts, will depict the traditions of ancient Siam. An exhibit in the Pavilion of 2000 Tribes will show the life of present day remote tribes who are still living in a stone age civilization.

For those who enjoy hard-core industrial exhibits, there will be a two-million dollar display of Swiss watches, Sweden will feature exhibits of its mechanical and electronic technology, Japan will show its amazing progress in electronics and railroading skills and Austria will present a detailed model of the processing of oxygen-steel. In the Pavilion of Missouri, a replica of the Spirit of St. Louis and space capsules will highlight the state's aircraft industry.

The Fair itself will sponsor many free events. There will be band concerts, jazz concerts and symphonic orchestras, choral groups and barber shop quartets, square dancing and folk dancing, drum and bugle corps, baton twirlers and accordionists. There will be lavish performing arts festivals and church choirs and a fabulous sports program including Olympic tryouts and National A.A.U. events. There will even be free "electronic newspapers", underwritten by General Foods, to keep one in touch with the outer world.

Nightly, there will be a spectacular fountain show with taped music and fireworks accompanying brilliant water patterns. And from Memorial Day to Labor Day, six nights a week in the Tiporello Dance Pavilion, there will be dancing to the music of Guy Lombardo and his Royal Canadians.

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