

***Come
have fun
at the
Fair***

COME FLY WITH EASTERN TO THE WORLD'S FAIR



Eastern's Preview of the World's Fair

Here's a preview of the fun, entertainment, adventure that awaits you at the fabulous New York World's Fair. It includes descriptions of outstanding attractions and outlines the wide array of pavilions, exhibits and performances, sponsored by foreign nations and our own states and industries. There's so much to see and to do at the Fair—come and have fun.



Eastern's Guide to New York

There's never been a better year or a better time to visit New York. "Eastern's Guide To New York" tells you the things a visitor wants to know about the city—from the "Favorite 5" attractions to the off-the-beaten-path places—so you can plan your stay to see more sights and do more things in the city that has something for everyone. The Fair is only the beginning!



Eastern's Guide to "Happy Holidays"

Tells you about the exciting vacation packages Eastern has wrapped up for you at the most exciting resort centers from Miami Beach to Mexico . . . from Bermuda to the Bahamas. They include your flight, hotel accommodations, entertainment and ground transportation—or meals, sightseeing tours, whatever you want to include—all at special low "Happy Holidays" rates.



Eastern's Guide to Eastern

New . . . is what's happening at Eastern. Eastern has a long list of air travel firsts . . . the newest, neatest, sweetest jet in the air, the Boeing 727, instant reservations confirmed by computer, "Air-Shuttle," Same-Day-Return Service, Flite Line Information Service, fabulous new dining service and other new facilities and services to make everything about air travel easier.





***Only
Eastern
Air Lines
takes you
all the way
to the Fair!***



To provide you with extra fun-filled hours at the Fair



Eastern provides express ground transportation from Kennedy and La Guardia Airports direct to its exclusive Terminal at the Fair . . . one of the official entrances to the Fair. Plane tickets, ground transportation tickets, World's Fair tickets . . . get all three from Eastern or see your Travel Agent.

come fly with Eastern



***...And
when you
come to the
Fair...
Don't stop
there!***



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Eastern's *"AIR=SHUTTLE"* makes side trips to Boston or Washington as quick and easy as a trip across town!

Who but Eastern would come up with a great idea like this! Every hour through the day and into the evening, Eastern has regular service to both Boston and Washington. And "Air-Shuttle" is the easiest plane trip you ever made. No reservations needed, no luggage checking or check-in. Just pick up a boarding pass as you come into the La Guardia terminal and walk aboard. If one airplane is full, Eastern keeps standby airplanes ready to roll, so you're sure of getting on. Low-cost Boston and Washington sightseeing bus tickets are sold at Eastern's ticket offices at Kennedy or La Guardia Airports and Eastern's Fair Terminal.

come fly with Eastern



***Eastern's
Preview
of the
World's Fair***

EASTERN
AIR LINES,
INC.

TRANSPORTATION AREA

GRAND CENTRAL PARKWAY

FEDERAL &
STATES AREA

INTERNATIONAL

AREA

INDUSTRIAL

PARK

POOL OF
INDUSTRY

VAN WYCK EXPRESSWAY

LONG ISLAND EXPRESSWAY

LAKE AMUSEMENT AREA

COME HAVE FUN AT THE FAIR

The largest, best-planned and most exciting international exhibit ever created. Located on 646 acres at the edge of New York City, the Fair awaits the fun-loving and adventuresome of all ages. Here—in the midst of dramatic buildings, green gardens and towering fountains—are a thousand and one fantastic spectacles and experiences to stimulate your interest . . . delight your senses . . . give you the most exciting memories for a lifetime . . . and all in the city that's got more to do . . . for more people . . . than any other in the world.

Even before arriving at the Fair you'll begin to feel its international spirit as you see the symbolic Unisphere towering on the horizon. It's the physical symbol of the Fair's theme — "Peace Through Understanding." As a host to foreign visitors you can be proud of the Federal Pavilion depicting the story of American democracy. There are individual State exhibits — each with its unique and regional flavor — plus impressive industry-sponsored displays dramatically portraying unparalleled progress and unlimited potential. You, in turn, will have the fascinating experience of visiting far-off lands as an American visitor.

IT'S EASY TO VISIT THE FAIR WHEN YOU FLY EASTERN

Everything has been done to make your trip to the Fair more convenient—to leave you with more time to have fun. We've scheduled frequent Fair flights out of and into your local airport with convenient New York arrival and departure times. When you fly Eastern to New York, you can buy Eastern's special admission tickets to the Fair at all Eastern Air Lines ticket offices. These tickets include admission to the Fair and round trip transportation between Kennedy/LaGuardia Airports and the Fair. Only \$2.50 for adults, \$1.25 for children under 13, children under 2 admitted free. (World's Fair admission tickets without shuttle bus transportation can also be purchased at a discount.)

There's Eastern's "Air-Shuttle" service to and from Boston and Washington from New York. Flights leave on the hour. There are

boarding pass and walk aboard. There are no reservations to make, no tickets to buy in advance, no baggage checking.

Bus transportation between Eastern's Terminal building at the Fair and Eastern's terminals at the New York airports. Eastern's special shuttle buses drive you directly to and from LaGuardia and Kennedy Airports, adding extra hours of fun to your time at the Fair. Your round-trip shuttle bus transportation is included in the price of your World's Fair ticket when you buy it from Eastern.



EASTERN'S TERMINAL BUILDING— THE HOSPITABLE GATEWAY TO THE FAIR

The Eastern Terminal Building—one of the nine official entrances to the Fair—was designed to say "welcome" and to offer you many travel comforts and conveniences.

Baggage checking — leave your baggage here, in our own locker room . . . see the Fair, and pick it up later without delay.

Air travel service counter—right where you need it most is a full-service ticket counter with a friendly, efficient staff to handle your Eastern or connecting flight itinerary. No waiting for flight reservation confirmations with Eastern. At the World's Fair, our ticket counter is tied into our giant computer center and instantly dispenses pertinent data on flights and reservations to the agent serving you.

Lounges and patios—while you're waiting to meet someone, or when you just want to rest, take time out to relax in our comfortable lounge chairs . . . freshen up in our rest rooms. The Eastern Terminal Building is the only gateway to the Fair with its own

"Flite Line" information service. Here, as in most cities served by Eastern, Flite Line gives you up-to-the-second tape-recorded information on flight arrivals, departures, reroutings and cancellations due to weather conditions. Just pick up one of the three Flite Line phones in the Eastern World's Fair building . . . and listen.

ENTER A WORLD OF FUN, EDUCATION AND FROLIC

Fun is an important ingredient of any adventure. And fun is really the underlying theme of the Fair. You can, for instance, in midsummer watch Dick Button's sparkling Ice-Travaganza performed in a shower of shimmering crystals. Or, if you are a dare-devil fancier, you can witness a heart-stopping Auto Thrill Show. Then there's a million-dollar musical extravaganza jointly produced by Leon Leonidoff of Radio City Music Hall fame and Meyer Davis, internationally-known society orchestra leader. A particularly enchanting entertainment for children (and grown-ups alike) is the beguiling porpoise performance staged beneath Florida's 110-foot Citrus tower.

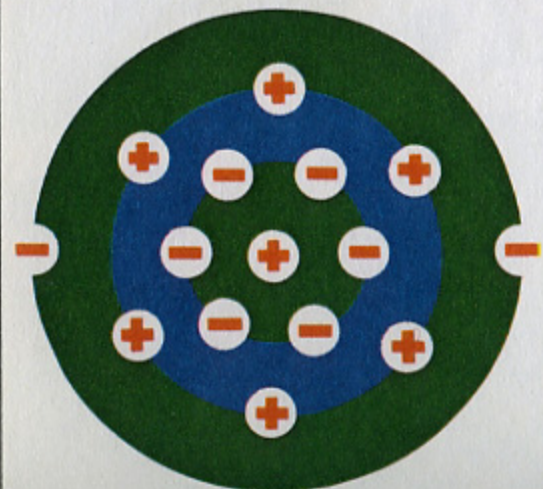


Going to the Fair always means taking a "ride" and this World's Fair has a multitude. To become acquainted with futuristic urban transportation, climb aboard a seven-car Monorail and circle the Lake Amusement area. For an auto-ride in the past, seat your family in a custom-built repro-

Then to bring yourself back to the present, whirl 100-feet above the ground in a 16-passenger helicopter. And there are many child-pleasers to wow the kids. Stop off for a while at Kiddyland which features a joyous log-ride down a waterfall, and other rollicking events designed for everyone.



There's a world of fun-filled learning at the Fair, too. You can travel around the globe — from Cambodia's fantastic square-mile temple of Angkor Wat to Rio de Janeiro's sunny beaches—all in 17 minutes at the Coca Cola exhibit. At fabulous displays you can view firsthand the marvelous achievements and hopes of man. Ride, for instance, the People Wall into IBM's Information Machine for a nine-screen film on computer programming. Then see Walt Disney's electronic puppets demonstrating nuclear fusion at General Electric's Progressland.



For a preview of the dream city of the future, visit General Motor's 1964 - 65 Futurama and take a look at automated highways, moving sidewalks, a manned lunar station and an undersea recreation area. Drive a new model-car from "the dawn of history to the world of tomorrow" at Ford's Magic Skyway. Preserve your Fair adventure on film; there's an out-of-this world Lunar Landscape built specially for shutterbugs—at the Kodak Pavilion.

The World's Fair is also a fantastic nighttime adventure with an incredible Tower of Light probing far in the heavens to serve as your guiding beacon to glamorous after-dark shows, amusements, restaurants, and nightclubs (many open until 2:00 A.M.).

INTERNATIONAL FLAIR AT THE FAIR

Without crossing an ocean, you can sample the food, culture, folklore, entertainment, crafts and industries of more than 50 foreign nations in friendly competition to capture your attention and delight you. You can sit in a French outdoor cafe . . . watch Polynesian pearl divers at work in a lagoon . . . or go aboard the "Santa Maria" and wonder how Columbus ever did it.



Here is a sampling of the far-off places that will entice you with new sights . . . customs . . . tastes . . . and sounds.

Argentina offers cultural, industrial, and tourist displays.

Belgium brings the recreation of a typical Flemish village complete with folk dancing.

Caribbean Islands feature steel bands, calypso music, dancers and crafts.

Denmark has contemporary furniture displays and a "Tivoli"-style playground.

France provides the Pavilion of Paris and French Industry: food, fashion and entertainment.

Greece highlights her sculpture, painting, classical arts and handicrafts.

Guinea has transported a famous ballet troupe, thatched African huts, craft exhibits.

Hong Kong shows a street bazaar, carved pagodas, tailoring and jade.

India displays art, sculpture, handicrafts, handlooms and major industry.

Ireland exhibits Irish-American family origin engravings and the Celtic Cross.

Israel has built shops, ancient and modern displays. Israeli food is a special attraction.

Japan portrays a traditional garden and tea ceremony plus a feudal castle.



Korea shows you silks, wallpapers, furnishings, and a tea house with "Kimshee".

Mexico offers two pavilions, three restaurants, outdoor plaza and pool.

Polynesian Exhibit is women pearl divers at work, Tahitian dancers at play.



Spain features classic art and music in an 850-seat theatre.

Sudan displays national arts and cultural exhibits in an Islamic building.

Sweden tempts you with a smorgasbord, handicrafts, and the technology of industry and research.

Switzerland of course, has a watch Pavilion, high fashions and a Swiss Boutique.

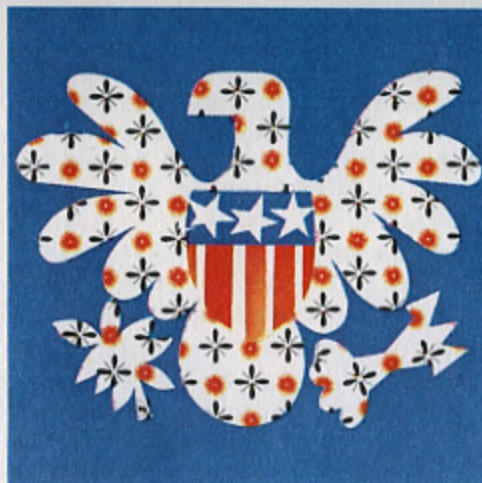
Thailand has built a replica of a Buddhist Temple of Dawn.

United Arab Republic has brought a caravan of treasures from the Valley of the Kings.

The Vatican has a large exhibit featuring Michelangelo's "Pieta".

UNITED STATES EXHIBIT— "CHALLENGE TO GREATNESS"

In the 17-million dollar Federal Pavilion the story of democracy will be told with all its opportunities, problems, inspirations, and freedoms. Focusing on the achievements of 13 of our best known Presidents, the exhibit contains significant papers, and some of their famous personal belongings.



OUR STATES' EXHIBITS DEMONSTRATE REGIONAL PRIDE

Take a quick trip through much of America with a tour through the Fair area devoted to State exhibits. Their attractions include everything from Indian dances to an actual Mercury space capsule.

Alaska shows Eskimo and Indian primitive ware, native animals, a reproduction of the Northern Lights and unusual Arctic flowers.

Florida will surely captivate the children with 10 porpoise shows daily. Grownups will envision happy living in the model homes display. Eastern Air Lines gives visitors a glimpse of space travel in the future in our portion of the Florida Exhibit.



Hawaii provides historical exhibits, shops, Aloha theatre with Hawaiian music and dancing, six times daily and an ancient island village.

Illinois brings history to life with Walt Disney's presentation "Great Moments with Mr. Lincoln", featuring an audio-animated "Lincoln".

Maryland recreates a Chesapeake Bay wharf, and the battle of Ft. McHenry where *The Star Spangled Banner* was written.

Missouri has aviation and space exhibits including Lindbergh's *Spirit of St. Louis* and a Mercury capsule.

Montana gives us a ride on her Centennial train, a look at fish and game displays, gold mining and Indian dances.

New England States have provided a cool village green, exhibits from a six-state area and performances by the famous Boston Pops Orchestra.

New York City offers a thrilling simulated helicopter ride over a scale model replica of the city, exhibits from New York museums and ice skating shows.

New York State has an observation tower; art museum; fashion shows; 700-seat theatre and "Tent of Tomorrow" display.

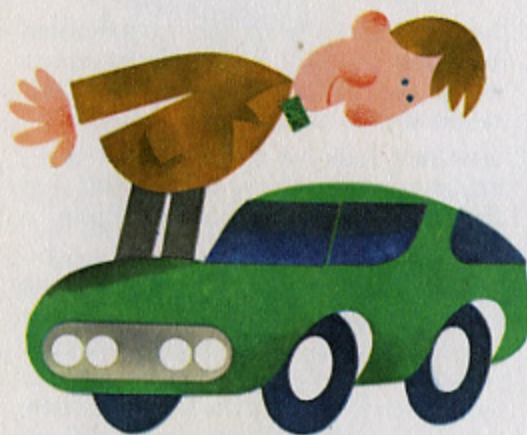


Texas provides a NASA exhibit of space capsules and equipment, Mexican gardens, plus the largest music hall of the Fair, re-enacting musical comedies.

West Virginia has built a mountain lodge, a nature preserve, gift shop, industrial park and radio-telescope astronomy exhibit.

BUSINESS AND INDUSTRY'S BLUE CHIP DISPLAYS

The world of tomorrow—today! In the largest section of the Fair, America's foremost corporations have assembled a dazzling product preview to capture your imagination. For instance, you can see superbly constructed model homes made from exotic new materials and furnished with taste and economy. And there are fabulous foods of the future to whet your appetite, a Picture-TV telephone, a next-generation automobile and many more just-off-the-drawing-board prototypes of products and services that soon will be part of your life.



For the more technical-minded there is a wealth of displays to visit from a demonstration of Telstar control operations, to a well-documented history of chemical research, to numerous demonstrations of business and industrial applications of computer technology and programming.

TOUR THE FAIR IN COMFORT

The World's Fair—the most complete exhibition center ever planned—has a multitude of conventional as well as years-ahead comfort conveniences to make your visit pleasurable and carefree.

Convenient transportation inside the Fairgrounds. Whenever you tire of walking, just climb aboard any of the more than 300 different vehicles available, in all shapes and sizes, many of them as advanced and fascinating as the Fair itself.

For instance:

Sightseeing Scenicruisers are air-conditioned and glass-topped for your comfort and a full view of the Fair. The perfect way to get your initial Grand Tour of the Fair. Tickets for one hour and a half lectured tours cost \$3.00 for adults, \$1.50 for children under 12.

Rapid transit buses circle the Fair continuously in both directions—whisk you from one point to another in a matter of minutes, in air-conditioned comfort at a 25-cent fare.

Glide-a-Ride—these ultra-modern vehicles were specially designed for the Fair. Relax in contour seats and go to your destination in open-air comfort. The fare is 25 cents for this step-on step-off service.

Four-passenger "Escorters" made to order for the Fair-goer seeking personalized transportation and service. Sit up front—nothing obstructs your view. Service is metered like a taxi, and you're driven by a well-informed chauffeur-guide who can tell you all about the sights you're seeing. Rates are \$9.00 per hour for 2 passengers, plus \$1.00 each for third and fourth passengers. Minimum fare: \$3.00.

The Fair has many other built-in conveniences. There are, for instance, 7000 telephones spotted throughout the grounds and countless rest rooms and first-aid stations. And if you're sightseeing with youngsters . . . there are 200 color TV sets sprinkled all over the Fair where straying children will be displayed for quick reunions with anxious parents.



Tips on Fair-wear! What you wear on your feet will help you get more fun as you tour the world on display. Fortunately, ladies' shoe designers seem to have Fair-goers in mind with their newest creations: comfortable and lovely open-shank, sling-back and T-strap shoes with stacked or flat heels.

Travel clothing for both women and men should be selected with heed to New York's climate. In July and August, temperature (and humidity) sometimes reaches into the high 80's or even 90's. Thundershowers are commonplace. Spring and fall months are decidedly cooler. Average temperatures during a 24-hour period are: April, 51°; May, 62°; June, 71°; July, 77°; August, 75°; September, 69°; October, 58°.

While casual, easy-to-pack clothing is the key to comfort, be sure to include attire suitable for elegant dining—a dress for the ladies, coat and tie for the men.

Food at the Fair—a World's Fair of Menus.

At the same time you're discovering new places and people, you can sample examples of foreign cooking in a wide choice of international restaurants. The selections vary from A to Z: an Argentine beef barbecue; the Belgian Rathskellers; Greek Taverna; Hong Kong's Cathay and Crown Colony Club Restaurants; the Indonesian Stage-set Restaurant; House of Japan with waitresses performing traditional songs and dances; Spain's Granada and Toledo Restaurants; the Swiss Chalet specializing in national wines and cheese dishes. Plus Polynesian, Mexican, Indian, French, Pakistani, and many, many more. Most of these exotic eating places have bars—and several offer evening entertainment. Prices range from \$1.50 to \$10.00 depending on restaurant and meal ordered.

The "Top-of-the-Fair" is the official Fair restaurant. Not far from the Eastern Building, this restaurant is located atop the Heliport Building. With a complete view of the Fair, it features international dishes, seating for 550, two bars—including a Drinks Around the World Cocktail Lounge.

Regional American restaurants are in abundance! Try some Hawaiian delicacies served in an island atmosphere with the

enchantment of hula dancers. Or try a Louisiana French Quarter Restaurant featuring creole dishes. Or you can choose a Maryland restaurant serving marvelous shore dinners . . . a New England restaurant with a menu of dishes from Colonial times . . . or a typical American Steak House . . . and many others.

If you're seeking a quick snack or refreshment, there are numerous snack bars and automatic-vending machines throughout the Fairgrounds. Here you can find foot-long hot dogs with all the fixings. Hamburgers, coffee, tea, soft drinks and all kinds of snack favorites.



HELPFUL FAIR FACTS AND SCHEDULES

Here are facts and details about the Fair you'll want to refer to throughout your visit. Check them over as you plan your day and you'll enjoy the Fair even more.

Dates and hours: The Fair is open seven days a week for two seasons: April 22nd to October 18th, 1964. And April 21st to October 17th, 1965. The Fair gates open at 9 A.M. daily. Exhibits open at 10 A.M. and remain open until at least 10 P.M. Some exhibits may remain open until midnight. Many amusements, restaurants and shows stay open until 2 A.M.

Admission: An admission ticket is required for each visit to the Fair. Tickets cost \$2.00, and \$1.00 for children under 12. Family books of 20 tickets are \$30.00 for adults



and \$15.00 for children. Children under two are admitted free. There are more than 120 free exhibits, pavilions and shows at the Fair and 34 concessions and special shows with charges.

Transportation to the World's Fair: Once you're in New York City, it's easy to visit the Fair with these modes of transportation:

Subway—Take any of the city's three subway lines (IRT, IND, BMT) and change to the IRT Flushing line which runs directly to the Willets Point station at the Fair. The East Side IRT subway connects with the Flushing Line at Grand Central station. The West Side IRT subway connects with the Flushing Line at Times Square and at Queensboro Plaza in Queens. The "E" train (8th Avenue) and the "F" train (6th Avenue) of the IND subway connect with the Flushing Line at the Roosevelt Avenue-Jackson Heights station in Queens. The fare on all subways is 15 cents. There is a complete subway map in the front of the Yellow Pages phone book.

Railroad—Long Island Rail Road trains run direct to the Fair from Pennsylvania Station located at 33rd Street and Seventh Avenue. The fare is 50 cents.

Bus—Gray Line buses take you directly to the Fair on an hourly schedule from 460 West 42nd Street, 48th Street and Lexington Avenue, 44th Street and Eighth Avenue, and 32nd Street between Broadway and Seventh Avenue. The fare is \$1.00.

Taxi—A taxi to the World's Fair from most points in midtown New York averages about \$5.00 (with fares in effect at this writing) including tolls and tip. There is no extra charge for additional passengers in the same taxicab, and all cabs carry meters.

Boat—Circle Line Excursion boats will run to the Fair from May 16th to September 27th. Departure is from Hudson River Pier No. 80 at 40th Street. Fare is \$2.75 for adults, \$1.25 for children under 12. Hydrafoil boats are scheduled to go to the Fair from various points on the East River. (Telephone HA 5-1500 for information).



Helicopter—New York Airways Helicopters operate directly to the Fair from Newark, LaGuardia and Kennedy Airports and from the Wall Street and East River Heliports.

Automobile—You can drive to the Fair from Manhattan via the Triboro Bridge (toll 25 cents), the Queensboro Bridge (free), or the Queens-Midtown Tunnel (toll 25 cents). Parking is provided for 20,000 cars in four parking areas at the Fair. The parking charge for passenger cars is \$1.50 per day.

World's Fair Information—To obtain all information on the World's Fair (except hotel and motel data) call the special Fair Information number: 888-1212. For hotel and motel information, see "Eastern's Guide to New York" in this brochure.



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