

AT THE WORLD'S FAIR...

General Cigar

PRESENTS A

**FABULOUS
FUN-FILLED
EXTRAVAGANZA**



FUN FOR
CHILDREN—
FUN FOR
ADULTS—
ADMISSION
FREE!

The Hall of Magic



Unisphere presented by  United States Steel

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

Before your very eyes...

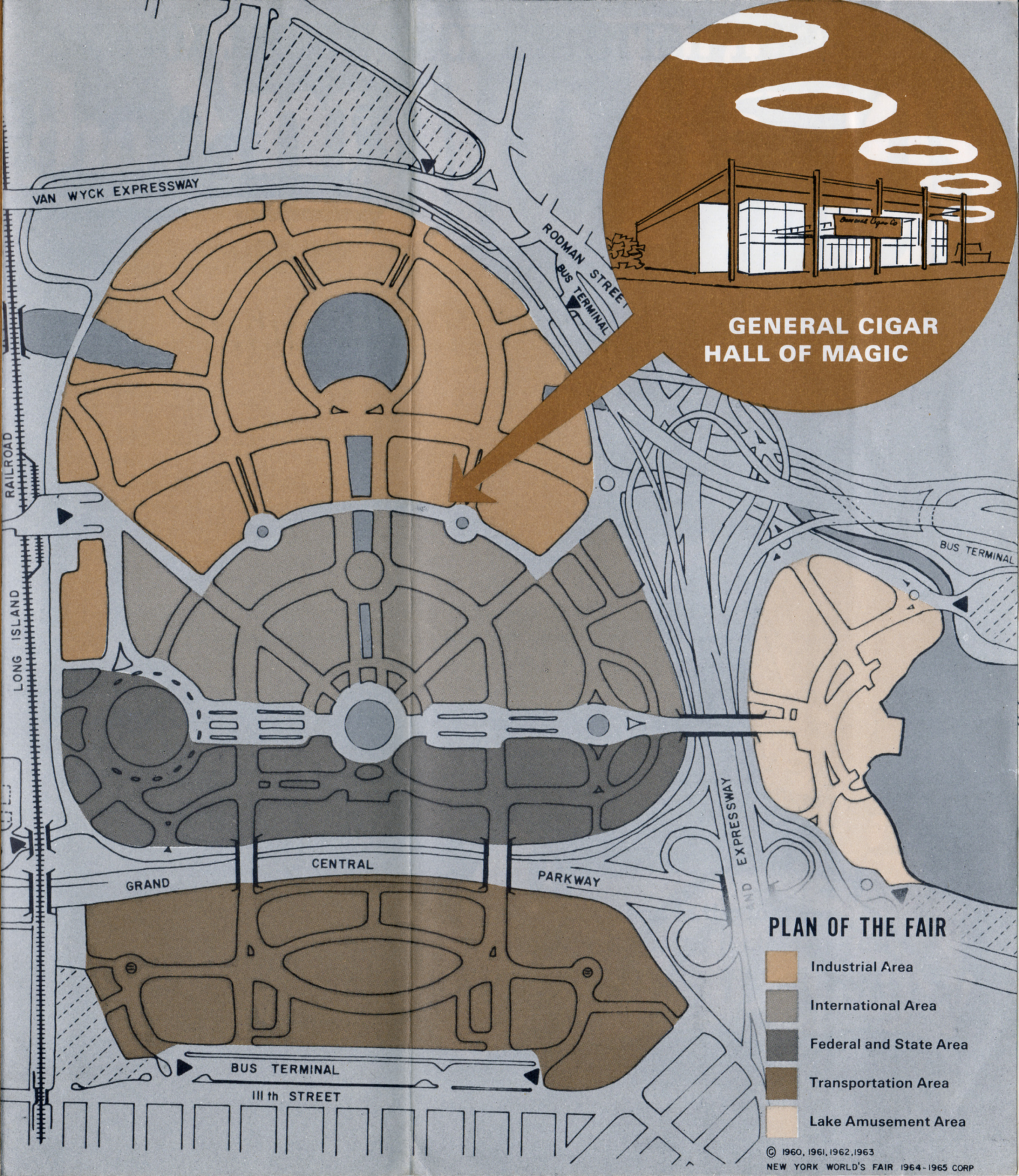
a pretty girl floats in the air . . . another is cut in half . . . a pair of detached hands perform amazing acts . . . and you gasp in disbelief and say "How does he do it?"

That's the fun of magic. That's why magic never loses its entertainment appeal for youngsters and adults alike. And that's why we commissioned Mark Wilson, America's foremost magician, to create a whole new kind of magic for the General Cigar Exhibit. We hope you and your family enjoy it!

Tell your friends about our show . . . and come back again yourself!

USE THIS MAP TO FIND YOUR WAY TO THE GENERAL CIGAR EXHIBIT. LOOK FOR THE SMOKE RINGS!





**GENERAL CIGAR
HALL OF MAGIC**

PLAN OF THE FAIR

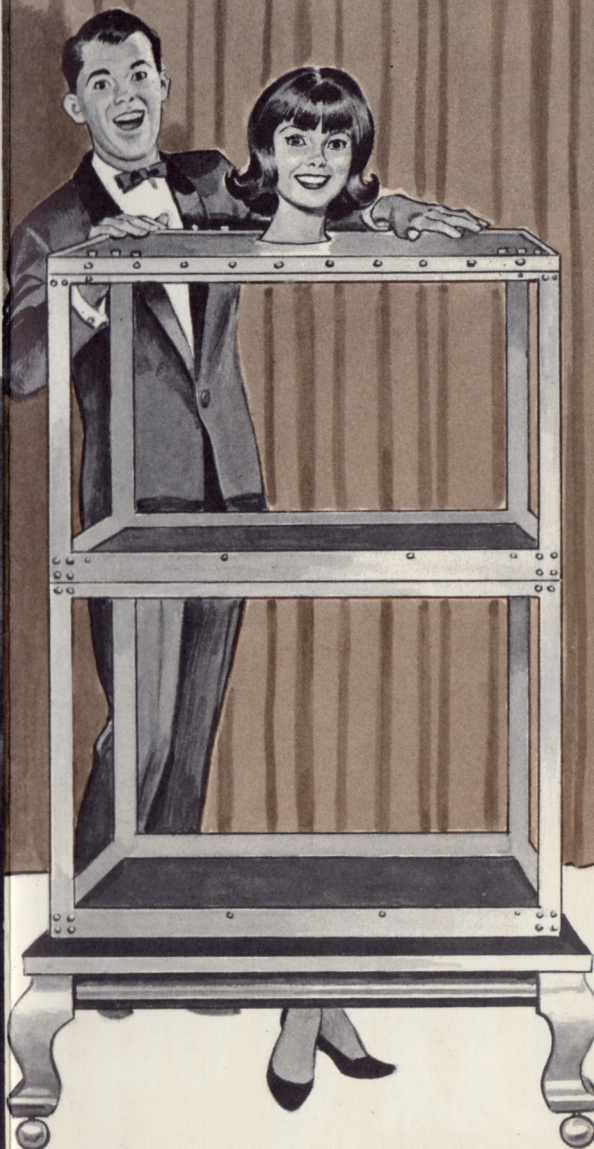
- Industrial Area
- International Area
- Federal and State Area
- Transportation Area
- Lake Amusement Area

THRILL TO THE MARVELOUS MYSTIFYING SPACE MACHINE!



HANDS THAT PERFORM ASTOUNDING,
AWESOME ACTS
DETACHED FROM ANY HUMAN BODY!

MARK WILSON
PRESENTS
**UNBELIEVABLE
FEATS OF LEGERDEMAIN**



ENJOY THESE INCREDIBLE ILLUSIONS !

TELL YOUR FRIENDS

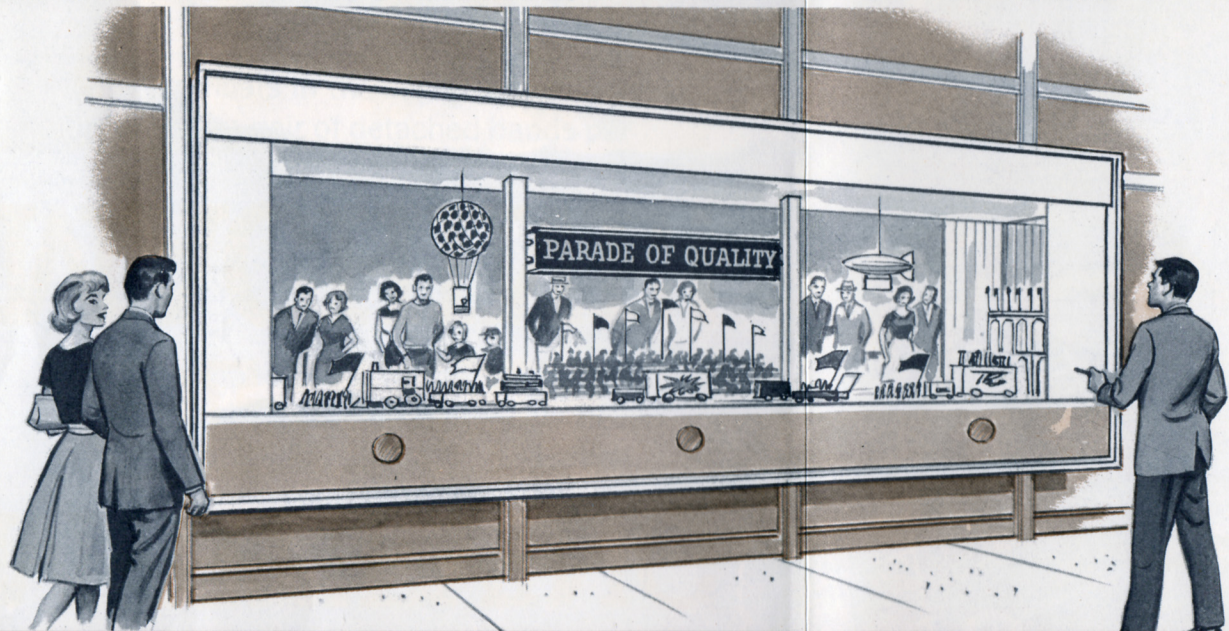
Meet me Under

(SEE THE GIANT SMOKE

the Smoke Rings

RINGS RISE 150 FEET IN THE SKY)

WATCH THE FASCINATING PARADE OF CIGARS



SEE THE WORLD'S MOST EXPENSIVE
BOX OF CIGARS
AT THE GOLD LABEL CIGAR DISPLAY

"LA GALERIE DU TABAC"



...and in the lobby—

**ENJOY SPORTS ILLUSTRATED'S
PATTERNS IN SPORTS**

A THRILLING SHORT FILM ON
BASEBALL—FOOTBALL—TENNIS—TRACK—
BILLIARDS—PARACHUTE JUMPING—HOCKEY

All the best bands in the land...



...including
**GUY
LOMBARDO**

**Free dancing
nightly**

in the

**TIPARILLO
BAND PAVILION**

adjacent to the Hall of Magic

9:30 P.M. to close—

6 nights a week—

beginning Memorial Day—
ending Labor Day

Plus a weekly broadcast
over CBS-Radio Network