

UNISPHERE

©1961



PEACE THROUGH
UNDERSTANDING
UNISPHERE PRESENTED BY
United States Steel

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE- AREA CODE 212-WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES
PRESIDENT

NEWS:

12 DAYS TO CLOSING 1964

October 7, 1964

REFER INQUIRIES TO:

Peter McDonnell - WF 4-6531
Jerome Edelberg - WF 4-6541
Joyce Martin - WF 4-6543

CHILDREN'S ROUNDUP SUPPLEMENT

The following is a supplement to September 8, 1964 release, 9/64-R31, entitled Activities for Children at the Fair. Since the Fair features such a vast assortment of exhibits designed to entertain, amuse and educate both children and adults, the original list and this supplement are intended only as a guide.

AMF MONORAIL

(LAKE AMUSEMENT AREA)

The American Machine and Foundry Company, which built and operates the Monorail Ride encircling the Lake Amusement Area, has also installed a number of amusements for children at the base of the Monorail station. The station is adjacent to the Continental Circus tent. Monorail ride: 80 cents. Amusements: Free of charge.

Contact: Loach & Assoc.
50 Sutton Place, S.
New York, New York 10022

MU 8-8410
AR 1-4646 (Fair)

BELGIAN VILLAGE

(INTERNATIONAL AREA)

BFE, Incorporated operates a carrousel in the authentic Belgian Village. 10 A.M. to 2 A.M. Admission to Village: \$1, children 50 cents. (Adults after 9 P.M., 50 cents) Carrousel: 25 cents.

Contact: Stanley Baar
Barber & Baar Associates, Inc.
370 Lexington Avenue
New York, New York 10017

MU 5-0861
AR 1-5200 (Fair)

BFE AERIAL TOWER RIDE

(LAKE AMUSEMENT AREA)

This ride, the only one of its kind in the world, consists of four safety designed cabins which rise to 120 feet above the Fairgrounds. The cabins make a complete turn and slowly descend. The Bel-Gem Waffle or Gaufree is sold at the base of the ride. Charge: Adults 75 cents; children 50 cents.

Contact: Burke & Burke
1 Wall Street
New York, New York

DI 4-5100
AR 1-1030 (Fair)

(more)

- 2 -

(Boy Scouts)

THE WONDERFUL WORLD OF SCOUTING

(INDUSTRIAL AREA)

Exhibit and demonstration area sponsored by the Boy Scouts of America and headquarters for the Boy Scout Service Corps at the Fair. In addition to the displays of Scouting purposes and programs, there are "live expo" areas exhibiting the activities and skills of the Boy Scouts. Free of charge.

Contact: William Scollay
Wonderful World of Scouting
New York World's Fair
World's Fair, New York 11380 AR 1-8050

CHRYSLER CORPORATION

(TRANSPORTATION AREA)

The entire exhibit is designed to delight children of all ages. A continuous musical comedy, Show-Go-Round, stars Carby the Carburetor and other automotive marionettes designed by Bil Baird. A huge walk-through musical engine features a 50-foot dragon that writhes and squirms to drive 3 giant animated pistons, and the world's biggest car, 80 X 50 feet, awaits with surprises for those who walk beneath it. Free of charge.

Contact: Tom Ferguson
(Solters, O'Rourke and Sabinson)
Chrysler Corporation Exhibit
New York World's Fair
World's Fair, New York 11380 AR 1-7100

CONTINENTAL INSURANCE COMPANIES

(INDUSTRIAL AREA)

Great moments in the American Revolution are portrayed through "in-the-round" dioramas and "Cinema '76," a 25-minute musical screen show in continuous performance in the central portion of the building. Free of charge.

Contact: Peter Long
Continental Insurance Companies
80 Maiden Lane LL 3-7381
New York, New York 10038 AR 1-8080 (Fair)

JAYCOPTER RIDE

(LAKE AMUSEMENT AREA)

The Jaycopter is an aerodynamic captive helicopter which simulates the action, controls and flight patterns of a conventional helicopter. It is designed to carry 16 adults in comfort and safety as they enjoy the thrill of flying in a helicopter. Admission charge: Adults \$1, children 50 cents.

Contact: Gene Ryan
Jaycopter Ride
350 Fifth Avenue, Suite 1535 CH 4-6800
New York, New York 10001 AR 1-2427 (Fair)

KIDDYLAND (CORRECTION)

(LAKE AMUSEMENT AREA)

Features a Log Flume Ride down a "ravine" into water, and other rides for small children, such as: Roller coaster, tug boat, slide, carousel, krazy kastle and others. Admission charge: Log Flume Ride 95 cents; other rides 25 cents.

Contact: Al Clepper, Tom Major
Kiddyland, Lake Amusement Area
New York World's Fair
World's Fair, New York 11380 AR 1-2131

(more)

- 3 -

KODAK PAVILION

(INDUSTRIAL AREA)

Inside the base of the Kodak Picture Tower is a circular, air-conditioned theater which features a 15-minute color movie spectacular, "The Searching Eye ". The film portrays commonplace and unusual wonders of the world as seen through the eyes of a 10-year-old boy.

The roof of the Eastman Kodak Pavilion provides an interesting backdrop for photographing children, and in the exhibit area children are invited to participate in operating certain displays, ask questions of a robot and read the answers on a microfilm reader. Free of charge.

Contact: Lawrence Johnson
J. Walter Thompson Co.
420 Lexington Avenue
New York, New York 10017

MU 6-7000
888-5050 (Fair)

LONG ISLAND RAIL ROAD

(FEDERAL AND STATE AREA)

The exhibit features a quarter-scale model railroad that runs around the display area and such delights as baby ducks hatching while sister and brother ducks swim around in a small pond. Ride: 25 cents, other areas free of charge.

Contact: James A. Schultz
Jamaica Station, Room 310
Jamaica, New York

JA 6-0900

MARODA LAKE CRUISE

(LAKE AMUSEMENT AREA)

Plexiglass-roofed craft cruises noiselessly around Meadow Lake with 20 passengers, a captain and a hostess. The craft was designed and constructed especially for the Fair. Charge: Adults \$1, children 6 to 16 - 50 cents, children under 6 not using a seat ride free.

Amphicar Ride, loop-a-plane, paratrooper and coaster plane rides are also featured attractions. Charge: 35 cents per ride, 3 for \$1.

Contact: Bob Ward
Maroda Enterprises Corporation
New York World's Fair
World's Fair, New York 11380

AR 1-0722

NATIONAL CASH REGISTER

(INDUSTRIAL AREA)

In addition to exhibits displaying the pavilion's theme: "Man and His Records," a children's gameroom has been furnished with NCR machines at the complete disposal of small fingers. Free of charge.

Contact: Richard J. Griffith, Joan Mendelsohn
Fred Rosen Associates
717 Fifth Avenue
New York, New York 10022

PL 1-2970
AR 1-2510 (Fair)

#