

UNISPHERE

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United States Steel

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
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NEWS:

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TRANSPORTATION AREA

In the Transportation Area, the industries involved in the travel of people and products will tell how they have contributed toward the shrinking of global distances and the exploration of outer space. Here, the "Big Three" of the auto world, General Motors, Ford and Chrysler, will be among the important exhibitors, along with N.A.S.A. and the Dept. of Defense.

Surrounded by four reflecting pools, the GM Pavilion, one of the landmarks of the Fair on its attractively landscaped site, will house a continuous show, the Futurama, capable of entertaining 72,000 visitors daily. It will envision a world-wide adventure into man's potential for progress in the future.

Futurama riders will be transported three abreast in contoured lounge chairs through futuristic scenes depicting the moon, the Antarctic, the ocean floor, the jungle, the desert and the city. The ride lasts for fifteen minutes and extends almost a quarter of a mile.

Loudspeakers, mounted in the headrest of each chair, bring the visitor a detailed, vocal description of the scenes against a background of original music written expressly for the Futurama. Within each of the scenes are new concepts of transportation, new methods

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of exploration, new applications of science and communication, new types of industry and agriculture, new modes of commerce and living.

A 250-foot domed building at the other end of the GM Pavilion will house a display of the company's automotive and non-automotive products. Larger vehicles, railroad engines, earth movers and buses will be shown outside the Pavilion.

Visitors to the Ford Motor Company Pavilion will travel in some twelve minutes through millions of years of life on earth as depicted by Walt Disney - from the dawn of history to the world of tomorrow. The ride on Ford's "Magic Skyway" - will be in the newest convertible automobiles. Once seated, passengers will seem to break through the barriers of time and space.

A "time tunnel", creating the illusion of high speed will transport them to the dawn of life on earth. Through misty vapors and shadowy half-light, the passengers will see prehistoric monsters engaged in mortal combat, while other primeval beasts roam the rugged terrain.

As the changing world unfolds, Fairgoers will see cave men so life-like, they raise their eyebrows, blink, wave, smile and speak. They will be creating fire, painting on cave walls and working on their inventions such as the wheel. In brief, the fast-paced Ford-Disney show moves from prehistoric times to the Space Age and far into the future.

The Ford Pavilion will be entered through a glass-enclosed rotunda-like structure with 64 pylons, 100-feet in height. It will be illuminated at night in such a way as to create the image of constant motion. A circular ramp surrounding this building leads to the main exhibition area. Cars ranging from "dream" vehicles to automobiles manufactured by Ford in the U.S., England, Germany, Canada and Australia will be on display along with Ford's new Mustang which will make its debut at the Fair.

Chrysler's Pavilion is set in a dramatic five-island layout, surrounded by water, and interconnected by bridges. Each island's

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exhibit is symbolic of a major facet of the Corporation. Fair visitors will be able to walk through and around the exhibits, selecting their own route and pace. The displays will be self-explanatory and visual.

Chrysler's corporate symbol, the Pentastar, has been architecturally integrated into one of the area's most unusual buildings. Consisting of four connected structures, each shaped like a pentagon, it will have a seating capacity of 2,500 individuals, and feature a huge 70-foot revolving stage. Facilities will permit up to 45,000 visitors each day to view the continuous musical presentation.

The Transportation and Travel Pavilion, a multiple exhibit structure devoted to the industry, has as its main attraction a trip by moving ramp around the rim of a simulated moon crater. Over twenty companies will be represented in the Pavilion. Two stories high, the Pavilion is bound to be popular with its extra-terrestrial presentation and its Cinerama-produced "Voyage to the Moon and Beyond."

Sinclair Oil will present true-to-life, huge, plastic models of nine dinosaurs in a natural setting based on fossil evidence from 165,000,000 years ago. Three of these realistic monsters will be animated. The late Dr. Barnum Brown, Curator Emeritus of the American Museum of Natural History, known by many as "Mr. Dinosaur", guided the construction work of Louis Paul Jonas, the noted sculptor.

Based on the Company's extensively advertised Mobil Economy Run, the Socony Mobil Oil Pavilion will offer 36 participants an opportunity to play the "driver game" at one time, working the wheel, accelerator and brake as they watch a motion picture of highway situations. Each "driver" reads his gas economy score on a huge lighted scoreboard at the end of the run.

The Greyhound-at-the-Fair Pavilion, in addition to exhibits and a fine restaurant, will be headquarters for all World's Fair intra-transportation, general information and guide services. In the Pavilion, there will be an interesting show highlighting Greyhound's 100,000 miles of routes around the nation.

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For those who enjoy vicarious thrills, daredevil and precision auto driving exhibitions will take place on a figure-8 banked track in a stadium seating 7,500 at the Auto Thrill Show. An intriguing collection of three-quarter scale antique cars, rentable for operation on enclosed roadways decorated in an attractive, old-fashioned atmosphere, will feature the Avis exhibit. Gasoline-powered, the touring cars are self-operated. The ride will take about four minutes along a scenic highway.

Eastern Airlines Pavilion is called the World's Fair Terminal. It will serve as the terminal for Eastern's scheduled hourly bus service to and from Eastern's terminals at LaGuardia and John F. Kennedy International Airports. The building will contain an airline ticket office, lounges, baggage-checking facilities and provisions for complete air travel service.

For space-minded people, the United States Space Park sponsored by the Fair, N.A.S.A. and the Dept. of Defense, displays the most impressive array of full-scale rockets and spacecraft ever assembled outside of Cape Kennedy.

Eleven companies will participate in the Hall of Science and Technology, under construction by the City of New York and due to remain as a permanent feature of Flushing Meadow Park at the conclusion of the Fair. The museum is designed to show educational groups the practical application of scientific theories.

The Port of New York Authority Heliport and Exhibit Building contains the Top-of-the-Fair Restaurant and the Terrace Club. New York Airways will provide shuttle service between near-by airports and heliports and the landing deck atop the Fair's Heliport. The base of this structure houses a theater showing a 360-degree motion picture of the world's greatest port.

The Pavilion of SKF Industries, Inc., features a unique theater and display based on the theme, "Motion Engineering", emphasizing man's achievements in this field.

Encased in a concrete shell, the Underground Homes Exhibit is five feet below the surface of the earth. Complete in every detail,

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its features include pure air, complete climate control, noiselessness and freedom from climatic hazards.

The U.S. Royal Tire Company presents a specially designed 80-foot replica of its automobile tire, which has within its steel-plastic structure gondolas to transport visitors on a new type ferris wheel ride. Carrying 96 people at one time in its 24 gondolas the ride offers the Fairgoers an excellent view of the grounds.

Also included in the Transportation Area is the Lowenbrau Gardens, an outdoor rathskeller featuring German-type sandwiches and delicacies representative of the world-famous October-fest held in Munich each year. The motif will be a Bavarian Village scene.

An alumnus of the 1939-40 World's Fair, the Century Grill restaurant will feature charcoal specialties and hamburger steaks prepared in accordance with the customs and recipes of the nations exhibiting at the Fair.

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