

UNISPHERE

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UNDERSTANDING
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NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
WORLD'S FAIR, N.Y. 11380 TELEPHONE- AREA CODE 212-WF 4-1965 CABLE ADDRESS "WORLDFAIR"

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FOR YOUR INFORMATION AND USE

HIGHLIGHTS OF FAIR ATTRACTIONS FOR CHILDREN

Will it be a ride down the dipsy-doodle slide, a stroll through the "Enchanted Forest," an exhilarating race around a drag strip, a visit to the almost-real world of the wax museum or a trip "To The Moon and Beyond?" Want to talk on the phone to Mickey Mouse, meet face-to-face with a dinosaur, or see the space craft of our astronaut age?

These are just a few of the countless adventures in store for youngsters at the New York World's Fair -- a child's fantasy where dreams come true. There is something memorable for every hungry mind and fun for every age in the Fair's square mile of wonders.

Children from 2-12 are admitted for \$1, and on Mondays and Fridays during the summer recess, for 25 cents. Children under 12 must be accompanied by an adult.

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

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In the Industrial Area of the Fair, children over 12 can drive an AVIS gasoline-powered miniature convertible through the PAN AMERICAN HIGHWAY GARDEN. At the BELL SYSTEM exhibit they will delight in dialing and talking to their favorite Walt Disney character on the "Kiddie Telephone." New this year, on the ground floor of the BETTER LIVING CENTER, is an unusual live animal exhibit sponsored by the Humane Society of the United States and directed by writer-commentator, Cleveland Amory. Known as the Animal Kingdom, the exhibit shows such diverse animals as a llama, kangaroo, deer, dogs and cats, doves and macaws, living together in home-like surroundings in harmony behind glass walls. Also in the Better Living Center is the world's largest model train, brought to the Fair from Europe, and Elsie the Cow, who makes personal appearances in a 15-minute musical entitled "All About Elsie."

Can you distinguish a screech owl from a horned owl, pitch a tent, light a fire with flint and steel or bandage a broken arm? These and other skills are demonstrated at THE WONDERFUL WORLD OF SCOUTING exhibit, sponsored by the Boy Scouts of America.

Abstracts in sculpture offer a surprise for children at the CHUNKY CORPORATION playground, while Old Nick candy bars are manufactured in the exhibit's ultra-modern, glass-walled candy factory.

Revolutionary war heroes, including General Washington, Baron von Steuben and Henry Knox, are memorialized in a folk song and slide show at the CONTINENTAL INSURANCE PAVILION. New this season is an extensive display of Revolutionary War arms and military gear.

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A continuous showing of Walt Disney cartoons is included in the array of delights for children at the EASTMAN KODAK exhibit. Also featured is a Saul Bass film, "The Searching Eye", which stars a 12-year-old boy. The "Moondeck" is perfect for junior photographers, or a quick game of "moon tag".

Outside the GENERAL CIGAR exhibit the world's first smoke ring machine shoots giant rings 150 feet into the air. Inside, during a 15-minute magic show, people disappear, float in air and get "cut in half."

Children of all ages enjoy the film "To Be Alive," featured at the JOHNSON WAX PAVILION, and the fun machine outside offers additional surprises. Don't leave the exhibit without getting a free shoe shine.

A room full of NCR machines has been set aside for youngsters at the NATIONAL CASH REGISTER PAVILION where they can pound on a typewriter to their hearts' content.

Another new feature at the Fair this season is the Speedy Go-Kart dragstrip located at the OREGON PAVILION in the Industrial Area. While Junior is racing a gas-propelled kart, sister can saddle up for a ride on a live pony or horse. Timber Carnival, held several times a day in the Oregon stadium, is another attraction for the whole family.

For a pen pal from the United States or abroad, stop in at the PARKER PEN PAVILION, where a computer will match your interests with other participants from around the world.

The PEPSI COLA PAVILION offers a 12-minute boat ride through a narrow canal, banked on either side by international scenes with

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animated dolls singing "It's a Small World." The Disney-created exhibit presents a salute to UNICEF.

Animated forest creatures live in the "Enchanted Forest" of the SCOTT PAPER CO. exhibit, which relates the story of paper from woodland to home. Mothers will find a very useful feature -- the diaper-changing room.

The Junior Miss who enjoys sewing, will not want to miss the child's sewing machine in the products display at SINGER BOWL.

Important periods in the history of man are depicted in the 13 near life-size dioramas of the TRAVELERS INSURANCE PAVILION -- under the red umbrella.

Before leaving the Industrial Area, take a global holiday at the COCA COLA PAVILION, learn about chemistry at the DU PONT PAVILION, and electricity and nuclear fusion at the GENERAL ELECTRIC PAVILION. The new People-to-People CHURCHILL PAVILION features a chronological picture story of the English statesman's life and an exact reproduction of his study at Chartwell.

While school is closed for summer recess, it is a perfect time to take the children on a trip around the world -- at the World's Fair. More than 50 nations have cultural and amusing exhibits that are waiting to be explored by young inquisitive minds.

For each youngster visiting the African Tree House Restaurant Chef Guinn has a free banana to feed Suzie the giraffe, a star boarder at the AFRICAN PAVILION. Also in residence at the pavilion are several monkeys and baboons, two lions and their cubs, leopards and exotic

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birds. Performing daily (Wednesday to Sunday) are: Nigeria's Olatunji and his "Drums of Passions," Zulu Chorale and dancer troupe, Watusi Warrior Dancers, Rwanda drummers and West Africa's Dinizula and troupe.

A century-old Belgian carousel, a Punchinello puppet theatre and the colorful Gilles dancers wait to entertain youngsters at the BELGIAN VILLAGE while their parents "rubberneck" at the more than 100 authentic buildings modeled after a Flemish town. Also of interest in the Village are the little shops where demonstrations of lace making, glass blowing and copperworks are held daily.

For a ride on a dipsy-doodle slide, a spinning gymnasium or a moving ship deck, visit the supervised playground for children 6 to 12 years of age at the DANISH PAVILION. Known as Tivoli Gardens Playground, its design was supervised by architects of the famous Tivoli Gardens in Copenhagen.

Four times daily the "Flying Eagles of Papantla" climb a 114-foot pole in front of the MEXICAN PAVILION and swing out into space for a thrilling performance of daring and agility. Mexican folk dancers also demonstrate their native grace and color in front of the pavilion, which features ancient and modern art from south of the border.

Brightly costumed dolls are displayed on the second floor of the PHILIPPINE PAVILION along with other products of the Philippine Islands.

A supervised outdoor recreation area is open daily at the PROTESTANT ORTHODOX CENTER from noon to dusk. Parents are invited to leave their younger children at the pavilion while visiting this and other exhibits.

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A bird's-eye view of the International Area and the entire exposition can be enjoyed from the SWISS SKY RIDE, a spectacular cable car journey, 112 feet above the Fairgrounds.

A new exhibit for the 1965 season, THE PAVILION ON THE UNITED NATIONS, displays educational material on the UN Secretariat and the UN Postal Administration. Commemorative stamps are also exhibited for the enjoyment of the young philatelist.

Stuffed and live wild life, native to our 49th state, Alaska, are located under the white, igloo-shaped dome of the ALASKAN PAVILION in the Federal and States Area. The northern lights, called aurora borealis, that brighten Alaskan skies at night are recreated on the inside of the pavilion's dome.

Techniques of Hollywood's movie industry are demonstrated around various authentic movie sets at the HOLLYWOOD PAVILION. Close by, at the ILLINOIS PAVILION, a Disney-created figure of Abe Lincoln stands and talks solemnly to the audience, much as he did during his presidency a century ago. An extensive collection of Lincoln's works is displayed in the pavilion's Manuscript Room, and a new library presents books about our 16th President and Illinois.

A miniature train for youngsters chugs around the LONG ISLAND RAIL ROAD EXHIBIT, past live baby chicks and a switching tower.

An 11-minute film at the MARYLAND PAVILION recreates the writing of our national anthem at the Battle of Fort McHenry, fought outside Baltimore during the War of 1812. Old and new American ship models are also displayed.

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For still another look back into American history, stop at the MISSOURI PAVILION where Charles Lindbergh's plane, The "Spirit of St. Louis," is hung from the pavilion's ceiling. Both a full-scale model of Friendship 7 and a two-man Gemini space capsule are also on display at the pavilion.

Children brought up in the East will be delighted with the live cattle and horses corraled outside the MONTANA PAVILION, and the memorabilia of Wild Bill Hickok, Buffalo Bill Cody and Calamity Jane on display in the Montana Centennial Train.

Lionel model trains are layed out around a miniature town at the NEW JERSEY PAVILION and a children's zoo, with bears, ducks, birds, monkeys, sheep, pigs and a calf, is a special feature at the NEW YORK STATE "Tent of Tomorrow" PAVILION. A kiddie car ride and a steam fire engine, dating back to 1896, are also located on the pavilion's mezzanine.

Children's cartoons and a story-telling hour are part of the many outstanding exhibits, including the Hall of Presidents, at the FEDERAL (United States) PAVILION.

The world's largest cheese is under refrigeration at the WISCONSIN PAVILION where a red silo slide offers an unusual ride for the younger set.

From the time children learn to crawl they are fascinated by cars and other modern means of transportation. So a visit to the Transportation Area is a must.

Dare-devil drivers perform high speed stunts at the AUTO THRILL SHOW and for those who prefer a slower speed, AVIS ANTIQUE CAR RIDE

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offers visitors a chance to drive scale models of old cars around a picturesque rural setting.

The CHRYSLER PAVILION, designed especially for children, offers a musical puppet show starring Carby the Carburetor, a whimsical walk-through engine and an assembly line ride.

Across the street is the Disney-created Magic Skyway Ride in the FORD PAVILION. Seated in late-model Fords, visitors move past life-size scenes depicting dinosaurs fighting, cavemen inventing the wheel and fire, and the superskyway of the Space Age.

GENERAL MOTORS' Futurama ride takes visitors on a trip to the moon, under the Antarctic ice shelf, to a resort under the sea, through the jungle and into a city of tomorrow.

A rendezvous in space is simulated in the HALL OF SCIENCE, by the Martin Company, and elsewhere in the pavilion, Atomsville USA exhibit teaches children 7 to 14 years old, various uses and handling of nuclear energy.

The meat-eating Tyrannosaurus Rex, who roamed the earth 165 million years ago, is recreated in a display of life-sized dinosaurs at the SINCLAIR PAVILION. Animation and noise have been added to the fiberglass figures to enhance their realism.

Weary children will enjoy taking a ride in the U. S. ROYAL GIANT TIRE that soars 80 feet above the Transportation Area. Twenty-four gondolas move around the circumference of the tire, giving a fine view of the Fairgrounds.

A stop at the U. S. SPACE PARK is a must for the young scientist. Here he can touch and explore a Project Mercury spacecraft which orbited

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the earth, a model of the Apollo, which will carry men to the moon, and a Mercury capsule in which children can take a simulated space ride. Latest additions to the permanent Space Park are the Gemini 4 spacecraft in which two American astronauts orbited the earth for four days, and a replica of the Mariner IV, soon to be replaced by the original, which recently photographed Mars.

Exhibits in the Lake Area were especially designed to delight and fascinate the young. For example, the AERIAL TOWER RIDE features four gondolas which ascend 120 feet in the air for a view of the "small" people on the ground. The AMF MONORAIL takes passengers on a leisurely ride around the Lake Area in trains of tomorrow -- which hang from rubber-tired power units that run on an overhead rail. Children and adults may take an unlimited number of rides on the Monorail, and kiddie rides are provided at the base of the loading platform. James Bond's sleek car from the film "Goldfinger" is also displayed.

AMPHICARS, which are made and sold in West Germany, take Fairgoers for an unusual ride on Meadow Lake. The cars look like sports convertibles but have waterproof bottoms and sides.

Six amusement rides, scaled for children, are located inside the colorful structure at CARNIVAL. A Sea Aquarium, housed in a replica of an ocean liner, and a variety of rides for older children and adults are featured around the building. Included are the Wild Mouse, a small roller coaster and Scooter bumper cars.

A 350-pound baby elephant and a 62-year-old Coney Island carousel provide entertainment for the young at CAROUSEL PARK. The carousel has 72 hand-carved wooden animals and two old German band organs.

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Fair visitors can visit two caged gorillas named M'Toto and Gargantua II at CONTINENTAL PARK. In addition to a menagerie of tame animals housed in a tent, there are five amusement rides, such as the Scrambler, Octopus, Meteorite and the Whirly Bird.

Watch a porpoise sing, play ball and clown about; see a seal juggle and catch rings -- all free at the FLORIDA PAVILION Porpoise Show. Also part of the Sunshine State's exhibit this year, is a free Florida Citrus Water Ski Show in the Amphitheater where visitors will marvel at the balance and dexterity of the performers as they speed around a circular track 35-feet wide.

In the JAYCOPTER RIDE visitors can enjoy the sensation of flying in a helicopter, and at the nearby LOG FLUME RIDE, passengers travel in a hollowed-out log along a series of lively inclines and sharp curves, before finally shooting down a 45° slide into a whirling pool.

Plexiglas-canopied boats carry passengers out into Meadow Lake, past exhibits located along the waterfront. Operated by Maroda, this LAKE CRUISE includes a guide. Maroda also offers three THRILL RIDES for older children.

A full-sized replica of Christopher Columbus' flagship, SANTA MARIA, is moored on Meadow Lake for Fair visitors to explore. The 110-ton ship, built in Spain, is the result of careful research by museum curators in Barcelona and Washington, D. C.

WALTER'S INTERNATIONAL WAX MUSEUM presents over 160 figures of famous characters and personalities, such as Cleopatra, Superman and five recent American presidents. This season, the exhibit also has a display in the Paris Pavilion in the Fair's International Area.

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To remedy the familiar cry "Ma, I'm s-t-a-r-v-i-n-g," the Fair offers such fillers as a whipped cream laden Belgian Waffle, a slice of MASTRO pizza, an international sandwich from the SEVEN-UP GARDEN or a Blueberry Slump from the NEW ENGLAND PAVILION.

The New York World's Fair is both a schoolroom and a playground. It is helping to cultivate in young minds a sense of pride in America and in the achievements of mankind.

Speaking of the World's Fair, President Robert Moses said: "We have featured the temples of religion, domestic and international, the auto industries, the products of the states, the ambitions of new republics, the discoveries of space, the potentialities of the atom, stadiums and arenas of sport, rides, music, fireworks, foods, simple and exotic -- all presented with ingenuity, originality and good taste. This is a Family Fair."

So bring the children. You owe it to them.

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FAIR'S SECOND AND FINAL SEASON CLOSES OCTOBER 17th