

UNISPHERE

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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:

September 8, 1964

REFER INQUIRIES TO:

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

ROUND - UP

Activities for Children at the Fair

The following is a list of suggested activities and facilities for children and their parents at the Fair. Since the Fair features such a vast assortment of exhibits designed to entertain, amuse and educate both children and adults, this list is intended only as a guide:

BETTER LIVING PAVILION

(INDUSTRIAL AREA)

The 500-seat Beech-Nut Theater offers children's shows as part of its regular programming. A clown show is featured several times a day. Admission: 25 cents. A hootenanny show is staged on Saturdays from 4 to 5 p.m.

A children's center is coordinated by Margaret Woods, president of the National Education Association of Elementary-Nursery-Kindergarten Department, with a staff of 20 certified teachers. The center is divided into three areas: play, science and art; and is completely surrounded with one-way glass enabling parents and visitors to watch the four to eight-year-olds. Children may be registered from 9 a.m. to 5:15 p.m. Admission: \$1 for a 2-hour session.

Also, Bordon Company's Elsie the Cow stars in a specially written musical revue entitled "All About Elsie." Free of charge.

Contact: Jerome Gillman
Robert S. Taplinger Assoc.
415 Madison Avenue
New York, New York 10017 PL 2-7722.

BOURBON STREET

(FEDERAL STATE AREA)

A collection of a half-million dolls is on display at the Doll Collections Museum. The dolls utilize every imaginable material in their make-up: acorns, seashells, lobster shells, sponges, porcelain, bisque, wax, rubber, wood, paper and others. Free of charge, donations accepted.

College trained animals are enrolled in classes at Animal State University where daily lessons in science, psychology and fun at the Pavilion. Continuous shows from 10 a.m. to 10 p.m.

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

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BOURBON STREET (cont'd)

(FEDERAL STATE AREA)

Contact: Violette Martens
The J. V. Connolly Company
521 Fifth Avenue
New York 17, New York

JU 2-1759
AR 1-7260 (Fair)

CARROUSEL PARK

(LAKE AMUSEMENT AREA)

Feltman's carrousel, one of Coney Islands famous landmarks, has been taken out of mothballs and installed at the Fair. There are 76 hand carved animals with 4 chariots, and 2 German band organs on the carrousel. Admission charge: 25 cents.

Contact: Art Flynn Assoc.
590 Fifth Avenue
New York, New York 10036 CO 5-3400

THE CHUNKY CORPORATION PAVILION:

(INDUSTRIAL AREA)

A playground of 13 plastic abstract shapes, known as a sculpture "Continuum," is located in front of the Pavilion for the amusement of children and adults alike. The Continuum, designed by London-born Oliver O'Connor Barrett of Palm Beach, Florida, is a group of seemingly unrelated forms of varying sizes and shapes that line up as single realistic forms when viewed through eye-high openings in the sculptures. A glass-enclosed candy bar factory manufactures Old Nick bars for distribution to New York area stores. Bars made at the Fair are also on sale in a small sales area at the exhibit. Both displays are free of charge.

Contact: Mr. J. R. Kirk
Chunky Square
New York World's Fair
Flushing Meadow, New York 11380 AR 1-8180

THE CONTINENTAL CIRCUS:

(LAKE AMUSEMENT AREA)

Mr. John Ringling North, president of Continental Circus, Inc., presents a truly continental circus - with acts from all corners of the world - in a one-ring, air conditioned arena, Lake Amusement Area. Weekdays - 2 shows, Weekends - 4 shows, Holidays - 4 shows. Admission: Adults \$1.00; children 50 cents. Circus Museum free of charge.

Contact: Mr. Harry Dube
Continental Circus, Inc.
10 Rockefeller Plaza CO 5-7035
New York 20, New York AR 1-3100 (Fair)

DANCING WATERS:

(LAKE AMUSEMENT AREA)

A 15 - 20 minute show of dancing water, using multi-colored lighting effects and exciting music presents limitless formations that range from a "fireworks display" to classical ballet scenes. Performances start at noon on Sunday thru Friday. Saturday performances begin at 11 a.m. Admission: Adults and children 50 cents.

Contact: Mr. Sam Shayon
Dancing Waters, Inc.
250 West 57th Street
New York 19, New York

DANISH PAVILION:

(INTERNATIONAL AREA)

Children are able to play and rest under the watchful eyes of kindergarten nurses, dressed in red and white uniforms, while parents

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DANISH PAVILION (cont'd)

(INTERNATIONAL AREA)

are in the Danish Pavilion. The Tivoli Gardens has a large sandbox, a playhouse full of toys, a labyrinth decorated in huge butterflies by Erik Spiaet Christensen, a kiddie sidewalk cafe and a dippy-doodle slide. Nurses launch small paper boats for a four-minute ride down a canal. When opened, the paper boats contain the Hans Christian Anderson tale of the little tin soldier. 10 a.m. to 8 p.m. Charge: 50 cents for first two hours; 25 cents each additional hour.

Contact: Mr. George Leroy
Hazard Advertising
444 Madison Avenue
New York 22, New York PL 9-3100

FEDERAL PAVILION:

(FEDERAL & STATE AREA)

A children's room has more than 2,000 domestic and 500 foreign books, and features movies and storytelling hours. Free of charge.

Contact: Mr. William Greene
Public Relations
U.S. Commission for New York
World's Fair
60 West 49th Street
New York, New York LT 1-6610

FESTIVAL OF GAS:

(INDUSTRIAL AREA)

A 15-minute puppet show on film runs on three, five-foot screens. Puppets were designed by Tom Tichenor. Free of charge.

Contact: Mr. James Beall, director of public information
(972-5500)
Mr. Donald E. Phelps, manager of special events
(972-3614)
American Gas Association
605 Third Avenue
New York 16, New York

FLORIDA:

(LAKE AMUSEMENT AREA)

Trained, live porpoises leap, race and perform stunts on command in a Porpoise show. Admission: Center: Adults \$2.00; children \$1.00. Orange section at end of pool: \$1.00 & 50 cents for children (4-12 yrs.) An assortment of native animals and reptiles are featured in an Everglades Show. Admission charge: 25 cents. Other parts of Florida exhibit are free of charge.

Contact: Mr. Bob Jones
Florida Pavilion
New York World's Fair
Flushing, New York 888-6200

Mr. Jack Waugh
Hank Meyer Associates, Inc.
609 Fifth Avenue
New York, New York

GENERAL CIGAR COMPANY, INC.:

(INDUSTRIAL AREA)

A 15-minute magic show, created by Magician Mark Wilson, is featured every day on the hour and half-hour for the amusement of children. The pavilion also has a smoke ring machine which shoots rings 150 feet high every 20 seconds.

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GENERAL CIGAR COMPANY, INC. (cont'd)

(INDUSTRIAL AREA)

Contact: Mr. Arthur Cantor
234 West 44th Street
New York 36, New York LO 3-4370

HALL OF EDUCATION

(INDUSTRIAL AREA)

An unsupervised outdoor playground is located at this pavilion.
Free of Charge.

Contact: Miss Ann McLaughlin
Hall of Education
New York World's Fair
Flushing Meadow, New York AR 1-4110

HALL OF SCIENCE:

(TRANSPORTATION AREA)

The U.S. Atomic Energy Commission presents an exhibit for children between the ages of 7 and 14, entitled "Atomsville, USA." The exhibit explains nuclear physics and the useful roles of radiation. Free of charge.

The Martin Company presents a simulated meeting of astronauts in outer space, augmented by Frank Capra films.

Contact: Mr. Francis Miller
Port of New York Authority
111 Eighth Avenue
New York, New York

INDONESIAN PAVILION:

(INTERNATIONAL AREA)

Display of about 100 Indonesian puppet dolls of two types: 1 foot high, 3-dimensional puppets; and flat, shadow puppets made of Water Buffalo hide. Metal workers and other handicraft are also displayed.

Contact: Mr. Budi Harsono
97-07 Horace Harding Expressway
Brazilia, Apartment 4D
Queens, New York

Mr. Rowland Burke
Hamilton Wright Organization, Inc.
30 Rockefeller Plaza
New York 20, New York PL 7-0687

JOHNSON'S WAX:

(INDUSTRIAL AREA)

A "fun machine" for children has been designed to combine the intrigue of a maze with the thrills of a fun house. It is a walk-through toy in which youngsters will find cranks, levers and buttons that activate robots, noise-makers and other devices. There is also distortion mirrors and other surprises. Free of charge.

Contact: Mr. Robert Stearns
Carl Byoir Associates
800 Second Avenue
New York, New York YU 6-6100 Ex. 329

KIDDYLAND:

(LAKE AMUSEMENT AREA)

Features a Flume Ride, which is a ride on a log down a "ravine" into water, and other rides for small children. Admission: 25 - 15 cents. Flume ride: 80 cents. Lake Amusement Area.

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KIDDYLAND (cont'd)

(LAKE AMUSEMENT AREA)

Contact: Mr. Paul E. Menneg
 Rogers and Cowan, Inc.
 598 Madison Avenue
 New York 22, New York PL 9-6272

NEW YORK STATE:

(FEDERAL & STATE AREA)

A variety of native New York animals reside at the Pavilion's Children's zoo.

Contact: John O'Connor
 New York World's Fair
 Flushing Meadow, New York 888-4554 (Fair)

PEPSI-COLA COMPANY - UNICEF:

(INDUSTRIAL AREA)

"It's A Small World," is a Walt Disney designed boat ride through the waterways of the world. Visitors board specially designed boats at dockside areas outside the Pepsi-Cola Pavilion. Animated figures of children sing in their native tongues and perform traditional dances. Adults 90 cents; children 50 cents.

Contact: Mr. D. Mitchell Cox, Vice President and
 director of public relations
 Mr. Edward T. Specht
 Pepsi-Cola Company
 500 Park Avenue
 New York 22, New York MU 8-4500

Irv Mandell
 Grey Public Relations
 777 Third Avenue
 New York 17, New York PL 2-2200

PROTESTANT AND ORTHODOX CENTER:

(INDUSTRIAL AREA)

The Children's Center combines indoor and outdoor kindergarten-type facilities where parents can leave younger children while they visit other parts of the Fair. A supervised program of creative activities is provided with free balloons. Fee: \$.75 per child for one hour; \$.50 second hour; \$.35 after that, less for other than 1 child. 10 a.m. to 6 p.m.

Contact: Dr. G. Barrett Rich
 Protestant Council of the City
 of New York
 475 Riverside Drive
 New York, New York RI 9-1214

RADIO CORPORATION OF AMERICA:

(INDUSTRIAL AREA)

A closed-circuit color TV network provides facilities for reuniting lost children with their parents. At intervals during the day, any lost child appears before a camera so that parents can identify him from television sets placed throughout the Fair. Children's variety shows and fashion shows are part of the programming schedule. Free of charge.

Contact: Mr. James M. Toney, director
 Radio Corporation of America
 30 Rockefeller Plaza
 New York, New York MU 9-7200 Ex. RC669

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SANTA MARIA REPLICA:

(LAKE AMUSEMENT AREA)

An authentic replica of Christopher Columbus' flagship, the "Santa Maria", 90-feet long, and 25 feet wide, is moored in Meadow Lake at the Fair's Marina. The ship with a 130 foot high mast was constructed in Spain with tools identical to those used in the 15th century. The exhibit, which includes 15th century furniture and decorations, is open from 9 a.m. to 2 p.m. and a complete tour will take about 30 minutes. Admission: Adults \$1.00; children 50 cents; groups of 20, 75 cents; and youth groups of 20, 50 cents.

Contact: Mr. Jerry Nagler
San Mar Inc.
35 West 53rd Street
New York 19, New York CI 6-5047

SCOTT PAPER COMPANY:

(INDUSTRIAL AREA)

A building separate from the exhibit houses special rest facilities, a lounge and a diaper changing room.

Contact: Mr. Reginald Wells
Scott Paper Company
International Airport
Philadelphia 13, Pa. 215 SA 4-2000

SIMMONS COMPANY:

(INDUSTRIAL AREA)

A practical nurse is on duty during Fair hours to dispense aspirin and assist mothers with casualties. Also two top floors house 46 rest alcoves -- private roomettes -- that can be rented by visitors for half hour periods at \$.50. A collection of animated dolls in 8 settings are displayed on the ground floor. Free of charge.

Contact: Miss Doris Thistlewood
Arndt, Preston, Chapin, Lamb
& Keen, Inc.
375 Park Avenue
New York 22, New York PL 1-7480
AR 1-6060 (Fair)

STROLLERS AND WHEEL CHAIRS:

At four locations on the fairgrounds, Equipment for Fairs, Inc., rents and/or sells baby strollers and wheel chairs for use within the Fair site. Strollers: \$2.00 per day. Wheel chairs: \$4.50 per day.

Contact: David B. Tanney
170 East 77th Street
New York, New York RH 4-2266

WALTER'S INTERNATIONAL WAX MUSEUM:

(LAKE AMUSEMENT AREA)

Historic and legendary scenes with life-sized wax figures. Admission: Adults \$1.00; children under 12, 50 cents.

Contact: Mr. Bernie Ilson
Bernie Ilson Public Relations
400 Madison Avenue
New York 17, New York HA 1-4580

WISCONSIN PAVILION

(FEDERAL & STATE AREA)

"The Little Oscar's Wiener Theater," for children only, features a 7-minute film including 4 Little Oscar cartoon adventures and a section on how wieners are produced. An adult viewing area is provided outside the 45-seat theater. Free of charge.

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WISCONSIN PAVILION (cont'd)

(FEDERAL & STATE AREA)

A silo slide, 100 feet long, is located behind the pavilion.
Admission charge: 25 cents.

Contact: Mr. Charles Sanders
Wisconsin Pavilion
Flushing Meadow, New York AR 1-6041

ADDITIONAL INFORMATION:

Pinkerton policemen at the Fair will take lost children to the Lost Children's Bureau, located both in the 1st and 2nd Precinct station houses on the fairgrounds. If the children are unclaimed after a reasonable period of time, the Pinkerton Detective Service police will contact the New York City Police Department of Queens, who will transfer these children to a city shelter. As mentioned above, RCA's closed circuit television network is integrated into the overall program.

SUDDEN ILLNESS OR INJURY:

Five first aid centers are located on the fairgrounds to give free aid for minor emergencies. A call through any one of the 300 direct lines into the Fair security switchboard, or a call to the Atomedic Hospital, located in the Service Area, will bring medical attention within minutes. Three to five doctors are on the grounds at all times and their "beep" boxes alert them to where their presence is needed. There are also four ambulances completely equipped for cardiac and respiratory resuscitation.

SPECIAL EXHIBITS IN NEW YORK CITY DURING FAIR YEARS:

Museum of Modern Art: A children's Art Carnival geared to encourage creativity in youngsters is featured.

Contact: Mr. William H. Ottley
New York World's Fair 1964-1965
Corporation
Flushing, New York 11380 WF 4-2263

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