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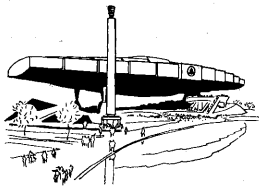
13

U.S. POST OFFICE

The nation's most mechanized mail service is in operation in a purely functional building put up by the Fair, and the public is invited to watch. A multitude of new sorting and handling machines enables the Post Office to deliver twice-a-day, six-day-a-week mail to all Fair exhibitors. A nine-foot-high ramp leads visitors through the working area, where they may watch the machines in operation while a recorded narration explains what is going on below.

* Admission: free.

The maximum height of the New York State pavilion's tallest tower was set by federal aviation authorities at 226 feet because of the Fair's proximity to LaGuardia Airport. In 1939-1940, when planes used shorter landing approaches, there was no height limit.



14

BELL SYSTEM

Man's speediest communication was once by drumbeat and smoke signal. Now he sends messages around the world by bouncing them off satellites in space. The story of this breathtaking advance in communications is told visually in a 15-minute armchair ride in the giant "floating wing" that comprises the upper story of this pavilion. In a lower level, an exhibit hall is devoted to the technology of modern communications and its history of continuous development. The wing itself, 400 feet

long, is covered with lightweight Fiberglas and rests on just four pylons. Next to it rises one of the tallest structures at the Fair, a 140-foot microwave tower through which TV shows originating at the Fair are transmitted. Windows at the base of the tower look in on the control equipment and the engineers and monitors on duty.

* Admission: free.

Highlights

FROM DRUMBEAT TO TELSTAR. For the tour through communications history, the visitor, in a moving chair with earphones, is whisked through scenes showing the progress of man's efforts to communicate with others. Movies, stage sets and specially projected pictures tell the story with a theatrical three-dimensional effect, accompanied by music and a narration.

TELEPHONES AND TIC-TAC-TOE. The technological exhibits in the lower level of the Bell pavilion are interspersed with games. Visitors may test their own musical pitch or they may play tic-tac-toe. The development of the telephone is illustrated, and guests may use actual "picturephone" instruments developed by Bell Telephone Laboratories. The Visible Speech exhibit transforms voices into visual symbols on a TV screen. The products of more than 80 years of research and development by the Bell System are on display. A large illuminated wall screen traces the various networks that tie together local, national and international calls.



15

POOL OF INDUSTRY

Every night as darkness falls a spectacular display of synchronized water, fireworks, color and music at the Pool of

Industry caps the day and launches the evening at the Fair. The largest fountain in the world, the Fountain of the Planets, sends roughly 10,000 tons of water into the air in shifting patterns, sometimes as high as 150 feet. Rockets are released from 464 launchers, lights casting close to 150 million candle power throw color effects on water and sky, and the music of a 60-piece symphony orchestra sounds over loudspeakers—all with coordinated timing and effects. The fountain, covering 25,000 square feet, composes its patterns through 2,000 nozzles and is completely automated—allowing split-second timing so the water can be synchronized with the fireworks, lights and music. Each night, one of five different musical programs is presented.

The Fair generated so many new telephone numbers that the Manhattan Yellow Pages included a World's Fair classification in its listing. It also has a World's Fair information page in the front of the book.



16

**BOY SCOUTS
OF AMERICA**

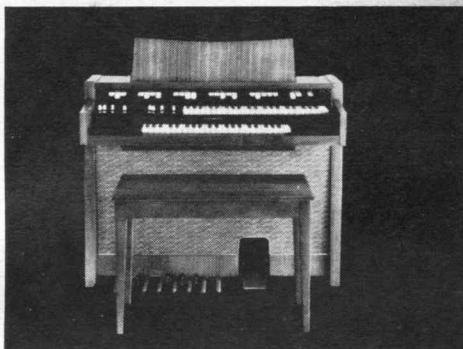
The Scout Service Corps, composed of a different group of 130 boys and 13 leaders each week, demonstrates scouting skills in an open-air pavilion. In canopied booths, Scouts and Explorers put on exhibitions of knot-tying, map and compass reading and fire-making—and invite onlookers to try their hand. Within a 300-seat Council Ring, visiting scout units join the Service Corps in various special shows developing the pavilion's theme, "The Wonderful World of Scouting." Programs include seamanship, signaling and rope-spin-



***this is the
House
of Good Taste***

*Edward Durell Stone
designed it.*

*And you can see it
at the New York World's Fair.*



*Hammond M-102 Spinet Organ, in walnut,
contemporary styling. \$1525.**

***this is the
Organ
of good taste***

Hammond designed it.

*You can see it
in the House of Good Taste.
(Near the main gate.)*

*And at your
Hammond dealer's.*

**HAMMOND
ORGAN**

music's most glorious voice

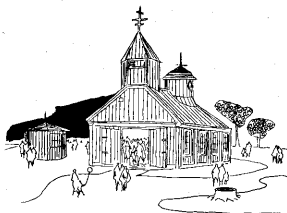
*F.O.B. factory, subject to change without notice.
©1964, Hammond Organ Company

ning, as well as a nightly campfire with singing and storytelling. Members of the Service Corps, wearing distinctive red jackets and Unisphere armbands, are also stationed about the fairgrounds. They form honor guards for distinguished dignitaries and take part in other Fair ceremonies.

¶ *Service Corps' hometowns* are listed at the pavilion for visitors who wish to know if any boys from their area are on duty. From late May through September, the boys come from 32 states; during the other weeks they represent troops in the New York area.

* *Admission: free.*

The life-sized dinosaurs in Dinoland were created in upstate New York. They were floated down the Hudson River on barges, causing a monumental traffic snarl on New York City's West Side Drive.



17

RUSSIAN ORTHODOX GREEK CATHOLIC CHURCH

This pavilion is a replica of the historic Russian Orthodox chapel built at Fort Ross, California, in 1823, at a time when the Czar was claiming part of the West Coast as Russian territory (Rossiya, the original name, means "Russia"). Inside the simple wooden chapel is the main exhibit: an icon whose gold covering is encrusted with jewels. It is one of a type modeled after the famous 16th Century icon of *Our Lady of Kazan*, whose miraculous powers were recognized by the Church. Other religious objects complete the exhibit. A kiosk sells reproductions of the icon.

* *Admission: free.*

Parking at the Fair is controlled in a nearby office where automatic machines record each automobile in and out of the parking lots. When a lot is full, switches are thrown, signs reading "Available Parking" change to "No Available Parking," and arrows light up, pointing to the nearest lot with open space.



18

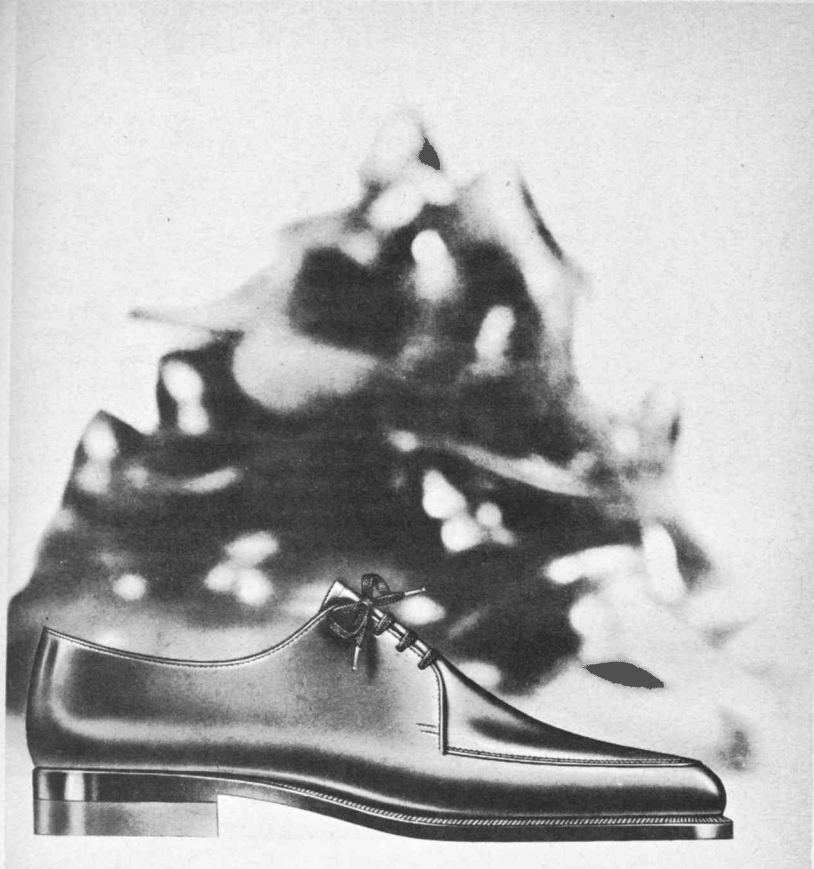
RHEINGOLD

The charm of another era gives this exhibit its special quality. Three eating places—an old-fashioned restaurant, a tavern and an outdoor café—are recreated by Liebmann Breweries beside a tree-lined park on a cobblestoned, gaslighted New York City street of 1904. The buildings and shops along the street display Victorian products. Continuous entertainment is provided about the area.

* *Admission: free.*

Highlights

FUN ON THE STREET. There is continuous entertainment on the bandstand at the center of the exhibit; from time to time special guests appear, including Miss Rheingold. In addition, a barbershop quartet and other performers entertain along the street and in the tavern and café. Park benches on the green provide excellent seats for watching the fireworks at the nearby Pool of Industry. **RESTAURANTS.** The Rheingold Tavern and the adjacent Sidewalk Café specialize in sandwiches, beer, coffee and soft drinks. At the opposite end of the street, The Town House Restaurant presents a turn-of-the-century setting for brunch, luncheon and dinner with the first glass of beer on the house, as a gesture of old-fashioned hospitality.



The Guide Step principle makes other shoes obsolete!

You can't see the difference. You feel it.

The Guide Step principle was developed by a leading Eastern University after 30 years of researching the running, walking, active foot.

Result: the first shoe developed for the foot in action. The Guide Step last is scientifically calibrated in nineteen places (ordinary lasts are usually measured in only six).

Guide Steps are designed to provide more toe room for easy flexing; designed to fit more snugly at the heel to reduce rubbing; designed to provide a stronger mid-step. You can feel the wonderful difference. But you can't see it.

Discover Guide Step, the shoes for men of action. Take the 10 Step Comfort Test. Guide Steps, \$12.95 to \$17.95.

Shown: brown 4-eyelet blucher with "Living (Formula X-1000)"[®] Leather uppers. Also black.



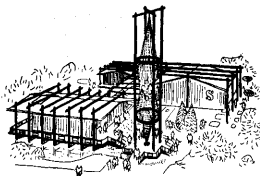
the Guide Step shoe

a quality product of Endicott Johnson, Endicott, N. Y.

FEATURED AT THE HALL OF EDUCATION

1964/1965 WORLD'S FAIR.





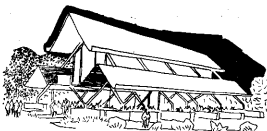
19

SCOTT PAPER

A 15-minute tour through an indoor "Enchanted Forest"—complete with bubbling spring, real and artificial trees, and a ceiling of simulated leaves—tells the story of paper from woodland to home. A separate building has special rest facilities, including a lounge and a diaper-changing room. The two other major structures are a 50-foot-high decorative tower and a special building set on stilts, 14 feet off the ground, that houses the exhibit offices and has a private lounge. In the landscaped park outside are canopied shelters and benches for relaxation.

¶ *The forest comes alive* in the tour of the exhibit building. Pictorial displays show how trees are grown, cut, and floated to mills; other photographs show how they are barked, chipped, pulped and bleached. On a large rotating cylinder, words and pictures describe the paper-making processes that follow. Another part of the forest is devoted to a series of exhibits concerning the company's products.

* Admission: free.



20

PARKER PEN

The launching of a million international friendships is the primary aim of this pavilion, which offers visitors the names of pen friends from other nations. Ninety writing desks equipped with pens, postcards and stationery are available for this (or any other) correspondence.

An exhibit traces the 75-year history of Parker handwriting implements; another displays photographs of various historic occasions when Parker pens were used.

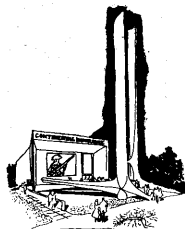
* Admission: free.

Highlights

INTERNATIONAL PEN FRIENDS. Furthering the Fair's theme of Peace through Understanding, and in cooperation with People-to-People Inc., headed by former President Eisenhower, the company supplies any interested visitor with a form on which he may fill in his name, address, age and his interests. A computer matches this information with data on participants abroad, and within seconds supplies the name and address of a foreign pen friend on a special overseas mailer. Parker expects to supply more than a million names during the Fair's two years.

HISTORIC SIGNATURES. Pictures show the signing of historic documents, among them the German and Japanese treaties of surrender ending World War II.

The World's Fair fire department consists of more than 100 specially trained men, all of them retired from the New York City Fire Department. They use special 17-foot pumpers—instead of the usual 25-footers—so the engines can turn around in the fairground's narrow streets.



21

CONTINENTAL INSURANCE

The theme of the pavilion is "Great Moments of the American Revolution." The façade of the exhibition building forms



ORIENTAL REFINEMENT . . .

Is an innate manifestation found in classical Japanese paintings as well as Japanese industrial products. Representative are Diesel trucks and buses manufactured by HINO MOTORS, on whom honor was bestowed by the Japanese government when it selected HINO to display its Diesel Engine at this fair. National pride in HINO MOTORS stems from its outstanding record in the international market.

Hino HINO MOTORS, LTD.

Nihonbashi, Tokyo, Japan

a strikingly modern shadow box, which frames an outside projection screen for showings of a musical cartoon view of history. On display within the building are dioramas, large color transparencies and works of art.

* *Admission: free.*

Highlights

A PARADE OF HEROES. "Cinema '76," a continuous 30-minute screen show, is seen from a viewing platform that holds 200 spectators. In cartoon and song, the show tells of Revolutionary War heroes, some known to all Americans, some obscure. Among them:

¶ *Sharpshooter* Timothy ("Double-barreled") Murphy picked off a British general at the Battle of Saratoga.

¶ *Lady in uniform.* Deborah Sampson, fought as a Continental soldier.

¶ *Mounted scout* Allan McLane gathered intelligence and funneled British food into Patriot larders.

¶ *Marblehead fishermen.* led by John Glover, successfully extricated Washington's defeated force by boat from the Battle of Long Island, and later rowed it to success at Trenton.

¶ *Able drillmaster* General Friedrich Wilhelm von Steuben, who could swear in four languages, molded an army.

¶ *Commander in Chief* George Washington.

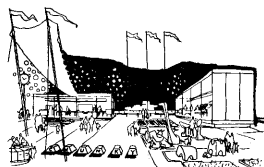
BATTLES, MAPS AND PAINTINGS. A Continental soldier (the exhibitor's familiar trademark) stands inside the exhibit building in a color transparency of a painting by Tom Lovell. Dioramas show the winter encampment at Valley Forge; the Battles of Bennington, Fort Moultrie and Long Island; and, on a simulated sea, Captain John Paul Jones's *Bonhomme Richard*, her guns blazing, fighting *Serapis* rail to rail. Also on the exhibit floor:

¶ *Patriotic paintings.* commissioned by Continental Insurance over the years, are on display.

¶ *Transparencies* detail some of the operations of The Continental Insurance Companies.

¶ *An illuminated map* of the U.S. shows, by push button, facts and figures about the entire U.S. or any of the 50 states.

Robert Moses, president of the Fair, has served in an uninterrupted series of public posts since 1913. In all, he has held 16 city offices and 12 state offices (he once had six official state and city jobs at the same time). Now in his mid-seventies, he still fills two posts concerned with New York City's highway system.



22

CHUNKY CANDY

A transparent candy factory—two glass-walled buildings connected by a cooling tunnel—enables visitors to watch candy bars being made in an almost completely automated process. The pavilion, called "Chunky Square," also has a playground of 13 abstract sculptures that youngsters may climb on.

* *Admission: free.*

Highlights

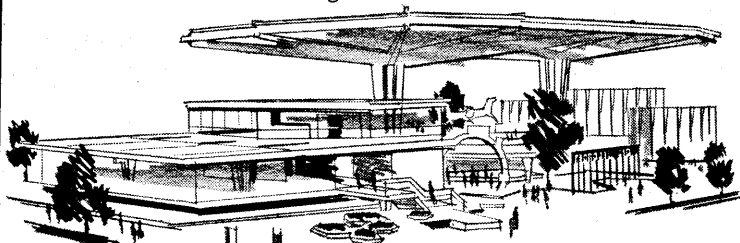
CANDY IN PRODUCTION. With the normal manufacturing speed slowed to make every step readily understandable, candy bars are produced, cooled, wrapped and boxed. The freshly made candies are sold at a sales booth.

STATUES TO PLAY WITH. In the "Sculpture Continuum" playground, children may clamber all over the plastic abstractions, which vary in height from two to 14 feet. As an extra surprise for the youngsters, when the statues are viewed through special peepholes, they align in the form of recognizable objects—a duck, a man standing on his head, a giraffe and so on.

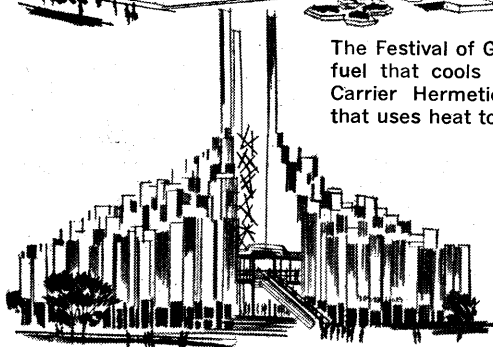
The roof of the Berlin pavilion is made of plastic so flexible that a bit of it was pulled down into a funnel-shaped runoff for rain; the water drains into a pool inside the pavilion.



Carrier at the Fair. The House of Good Taste. You can see Carrier year-round residential air conditioning here.



The Festival of Gas Building. Gas is the fuel that cools this building. See the Carrier Hermetic Absorption Machine that uses heat to produce refrigeration.

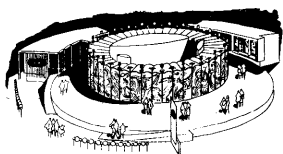


The Electric Power and Light Companies' Tower of Light. The cooling for this building starts with a Carrier Centrifugal Refrigerating Machine. Carrier was first to adapt the centrifugal principle to refrigeration. The equipment is on display and operating.

There are many other buildings at the Fair which are air conditioned with Carrier units. Visit them and you'll understand why there is more Carrier air conditioning serving more people in more places throughout the world than any other make.

Administration Building □ **Christian Science Pavilion** □ **General Electric IBM Pavilion** □ **National Cash Register** □ **New England States Exhibit** □ **New York City Building** □ **Press Building** □ **Schaefer Beer** □ **Transportation Building** □ **U. S. Pavilion** □ **Vatican Pavilion** □ **Atomec Hospital**

Carrier Air Conditioning Company



23

CLAIROL

Women only are allowed in this exhibit: a round glass structure called the Clairol Color Carousel, which has 40 private booths on a slowly circling turntable. During a six-minute ride in one of the compartments, each visitor is given a complete hair-coloring analysis. Special devices on the Carousel's steps show the ladies how they would look in various hair shades and styles. In the moving booths, the visitor hears a recording of hair-coloring information and fills out a "personal information" card. The cards are fed into a computer which, on the basis of the information, suggests the most flattering hair shades for each woman.

* Admission: free.

The Unisphere is the largest globular structure ever built by man. It is also the largest structure in the world fabricated entirely of stainless steel (470 tons were used). The National Arts Club has cited the result as "one of the most outstanding achievements in structural sculpture of this decade."



24

GENERAL ELECTRIC

Under a huge, gleaming dome suspended from spiraling pipes, the GE exhibit, called "Progressland," depicts the history of electricity, from its beginnings to the mighty bang of nuclear fusion. The multipart show, produced by Walt Disney, uses a unique theater. Here the

seated audience is carried past a number of stages; there are reflecting mirrors, startling visual and sound projections, and, in the climax, neutron counters and other instruments to document graphically the demonstration of controlled thermonuclear fusion.

* Admission: free.

* Length of show: 45 minutes; 250 people admitted every four minutes.

Highlights

CAROUSEL THEATER. In the first part of the program, separate auditoriums, each holding 250 people, circle into position and are carried past stages on which life-sized, three-dimensional, animated human figures move, talk, laugh and act out the story of electricity in the home from the Gay '90s to the present: ¶ *A late 19th Century home* is shown. Its inhabitants struggle with all the latest luxuries: telephone, gas lamps, gramophone, kitchen pump, a hand-cranked clothes washer and a hand-pumped, air-suction vacuum cleaner.

¶ *A home of the '20s* comes next, with coffeemakers and sewing machines, "monitor"-topped refrigerators and a homemade cooling device for hot weather: an electric fan that circulates air over a cake of ice.

¶ *The '40s* are recalled with the little, round television screen, enlarged a bit by a water-filled lens, plus some odd applications of electricity: e.g., housewives mixing wallpaper paste with cake mixers.

¶ *The glories of today* glitter in a living room at Christmastime, a glass-enclosed, electrically heated patio, a kitchen that all but runs itself.

THE CORRIDOR OF MIRRORS. Visitors pass through a hall in which giant photos of General Electric scientists and engineers—at work on laser rays, space technology, nuclear experiments and low-temperature research—are reflected and re-reflected in mirrors until it seems that whole armies of scientists are present.

THE SKY-DOME SPECTACULAR. By means of a dramatic new projection technique, the interior of the great dome is filled with the sights and sounds of the great



*“But does **FUJITSU**
actually make
their own transistors?”*

They certainly do!

FUJITSU makes transistors, diodes, thin film integrated circuits, semiconductor circuits, and all the other components that go into that fantastically complicated machine called an electronic computer. Why? Because only by making all the parts ourselves can we be absolutely sure of the quality of our FACOM* series of computers.

FUJITSU LIMITED was the first Japanese firm to enter the computer field, about twenty years ago. They developed the first domestic computer for designing Japanese lenses. That was over ten years ago.

The FACOM 231 displayed in the Japan Pavilion is used throughout Japan for data processing, data communications, and process control.

FUJITSU LIMITED—Japan's leading manufacturer of communications and electronic systems.

*FACOM = Fujitsu Automatic Computer

Visit the FUJITSU Display in the Japan Pavilion No. 1.



PRESIDENT: KANJIRO OKADA

FUJITSU LIMITED

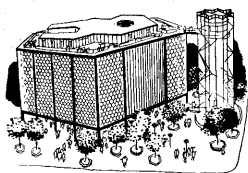
Communications and Electronics TOKYO, JAPAN

natural sources of energy: fierce electrical storms, fire, a blazing sun and thousands of spinning atoms. A narrator describes man's historic search to harness energy and introduces the fusion experiment to follow.

FUSION ON EARTH. In the first demonstration of controlled thermonuclear fusion to be witnessed by a large general audience, a magnetic field squeezes a plasma of deuterium gas for a few millionths of a second at a temperature of 20 million degrees Fahrenheit. There is a vivid flash and a loud report as atoms collide, creating free energy (evidenced on instruments).

ELECTRIC LIVING. Apart from the scheduled show, a model all-electric community is on display with the latest electrical innovations for the home, public buildings, industry and space exploration.

The Ford pavilion features a unique musical combo called "Auto Parts Harmonic Orchestra." The instruments include a harp made of a transmission housing, drive rods, brake cables and part of a Falcon body; and a trumpet fashioned from a section of axle, fuel pump parts, a rocker arm shaft, heater hose and a headlamp housing.



25

BETTER LIVING

This pavilion, third largest at the Fair, is a giant showplace for the products, services and ideas that enrich America's standard of living. Some 250 exhibitors carry out the theme with displays that fall into six major categories: food, fashion, home, leisure, health and security. There are great food exhibits, up-to-date fashion shows, displays of home furnishings, art shows and concerts. A

play school—the Child's World Center—takes care of small children for a moderate fee while their parents look at the pavilion. Visitors may ascend to the third floor on glass-enclosed escalators and then descend through the exhibits via inclined walkways. Or they may ride to the roof of the building aboard elevators enclosed in a huge glass tower, which offers a spectacular view of the Fair.

* *Admission: free.*

Highlights

THE LEISURE LIFE. Audio-visual presentations and live programs are offered dealing with such subjects as recreation, sports and travel.

A TRUCKLOAD OF FOOD. A glass-walled trailer truck, containing the 90-day food supply for an average American family, is a feature of a large and varied food exhibit. *Elsie the Cow*, representing the Borden Company, stars every 15 minutes in a fanciful show with animated figures.

CRYSTAL PALACE OF FASHION. The second level of the center functions as a fashion headquarters. Amid decorations inspired by London's Crystal Palace of 1851, four fashion shows a day are presented in an amphitheater. Kiosk booths exhibit the latest in fashion, from cosmetics to accessories.

HOUSE WITH THE MOST. The first level is mainly devoted to the home: what to build it with, how to furnish it. At the center of the floor is a full-sized seven-room dream house fitted out with the last word in modern materials, furnishings and design ideas. The Gallery of Kitchens presents the latest in equipment and appliances for the kitchens of today and tomorrow. The Promenade of Interiors is a comprehensive exhibition of interior decorating, lively with a variety of new fabric, furniture and lighting ideas.

THE CREATIVE LIFE. The Better Living Art Gallery on the roof presents "Four Centuries of American Masterpieces," selected by a group of curators from leading museums. The Better Living Theatre, on the second level, features plays, concerts, fashion shows, movie

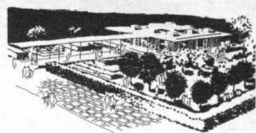
premières and lectures. An FM radio station broadcasts programs from a studio adjacent to the theater.

LADIES' HAVEN. In the Official Hospitality Center for the Women's Organizations of the World, visiting members of any of 265 women's clubs are made welcome.

AT THE STOCK MARKET. Visitors are encouraged to seek advice about financial investments at a stockbrokerage office in the lobby.

RESTAURANT. The Hilton International Food Bazaar has moderately priced food prepared in five separate kitchens by chefs from Hilton hotels around the world.

The demolition clause in exhibitors' contracts requires that at the Fair's end everything must be removed to a depth of four feet, and the plot must be graded and planted with grass.

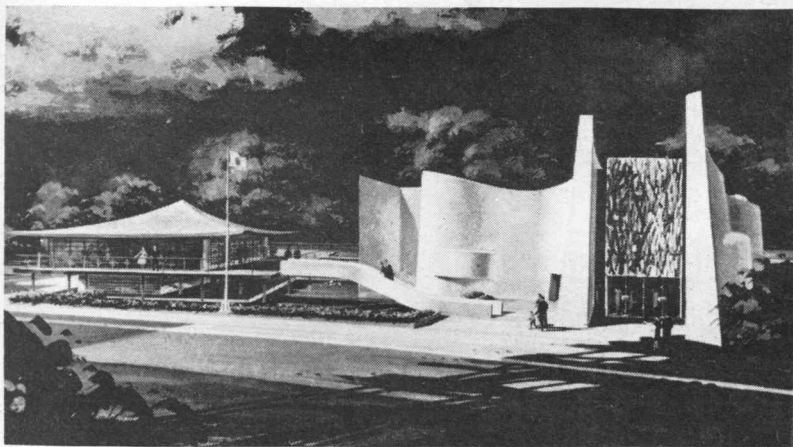


26

JULIMAR FARM

A number of gardens—Polynesian, Renaissance, herb, English, and so on—comprise the main exhibit of this pavilion, which is sponsored by a new corporation that sells "packaged gardens," i.e., garden designs custom-fitted to the client's requirements. The tiny pavilion, which is in the style of a contemporary Southern plantation, was designed by noted architect Edward Durell Stone, and the exhibit gardens are by his son, Edward Jr. The company's line of gourmet foods—Hawaiian coffee, Swedish pancake flour, exotic jams and jellies—is on sale in the pavilion.

* Admission: free.



KOREA PAVILION

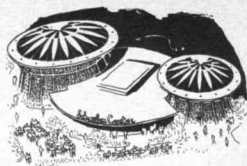
Has an original Korean restaurant, entertainment, handicrafts (for sale), a wonderful film and slide show. Admission is free.

Telephone: AR 1-6210

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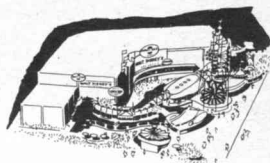


27

SCHAEFER

This restaurant and exhibit area is roofed with air-filled plastic disks that look like huge pillows. The hand- and footprints of some 75 celebrities are set in the pavement, the history of brewing and the 200-year role of the Schaefer family in it are depicted inside, and a gallery of outstanding sports photographs is on display. The restaurant, offering American-style luncheons and dinners, is in a large wing that adjoins the exhibit building. In the center of the restaurant stands an illuminated fountain 12 feet tall; nearby are ornamental trees that at night appear to be filled with twinkling fireflies. Outside are a beer garden for 300 and a curved bar, 100 feet long, which the exhibitors claim to be the largest in the world. At the bar there are television sets for watching activities elsewhere at the Fair.

* Admission: free.



28

PEPSI-COLA

This pavilion brings a small-scale Disneyland to the Fair in a salute to the children of the world. A series of ingenious Walt Disney animations is the main show. The U.S. Committee for the United Nations Children's Fund operates an adjoining building with its own exhibit area. In the larger building a nine-minute boat ride takes visitors through miniature settings from many countries, where Disney-made figures

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This only Official Souvenir Map of the Fair, in addition to the 3-D detail of the Fair site on one side, features a color map of all Fair approaches on the other.

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NEC—Forging the future through electronics

This 98-ft. diameter antenna is NEC's contribution to the new worldwide TV relay network and, by way of orbiting communication relay satellites, will afford you a good chance of seeing the 1964 Tokyo Olympic Games.

NEC, the world's leading manufacturer of telecommunication and electronics equipment, demonstrates at the Fair a variety of other advanced electronic equipment, such as the Electronic Travel Brain that will work out world tour planning at your desire.

Make your plans now to include the NEC Exhibit at the Japanese Pavilion in your Fair tour itinerary.

P.O. Box 1, Takanawa, Tokyo, Japan *Nippon Electric Company Limited*

NEC

of children, animals and birds sing and dance. In the adjoining pavilion of the U.S. Committee for UNICEF, which is also sponsored by the Pepsi-Cola Company, are pictures of children from countries around the world, indicating the needs served by the United Nations agency. On top of this smaller pavilion is the 120-foot Tower of the Four Winds, which is visible from most of the fairgrounds.

* Admission: free. Boat ride: adults, 95 cents; children, 60 cents.

Highlights

GIRDLING THE GLOBE. The boat ride, called "It's a Small World—A Salute to UNICEF," carries spectators past such familiar scenes as France's Eiffel Tower, a Dutch windmill and India's Taj Mahal. The animated figures dance, cavort with droll animals, and in their various languages sing a song called "It's a Small World," composed especially for the exhibit.

HELP FOR CHILDREN. In the smaller pavilion, UNICEF greeting cards, books, games and posters are on sale. A garden has photographic displays on the theme of every child's right to security, good health and education. From the Tower of the Four Winds dangle colorful shapes which twist and dance in the breeze.



29

FIRST NATIONAL CITY BANK

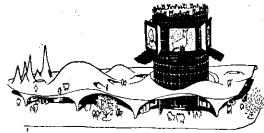
New York's First National City Bank, which is the only bank with a branch at the Fair, has two buildings—one for visitors and one for the use of Fair exhibitors and employees.

¶ *The Visitors' Branch* has a multilingual staff and specializes in foreign currency transactions. Beside the entrance to the

glass-fronted building is a revolving geophysical globe nearly 20 feet in circumference; a 30-foot pylon flies the flags of the 35 nations where the bank has branches.

¶ *The Service Branch* expects to handle more than \$500 million of regular banking transactions during the two years of the Fair.

A consulting ornithologist was hired to help keep birds from dashing themselves against the brilliant Tower of Light. Tests indicate little likelihood of this, but if necessary the light will be turned off.



30

EASTMAN KODAK

The world's largest outdoor photographic prints in color, visible from almost every point in the Fair, call attention to the unusual pavilion below, which has an undulating display roof of reinforced concrete and 15 exhibit sections, including two theaters. The pavilion has a threefold purpose: to demonstrate the wealth of experience to be gained from photography, to provide scenes for on-the-spot picture-taking, and to show the influence of photography on various aspects of modern life, among them science, leisure, medicine, industry and education. Multilingual attendants are on hand.

* Admission: free.

Highlights

FLOATING CARPET. The roof of the building provides a variety of backgrounds for photographers, including gently sloping walkways, sculptured fountains, pools containing exotic flowers—and even an area simulating the moon's surface. Reached by stairways and escalators, the roof is 363 feet in length and is



IT'S FOR YOU—The Bell System Exhibit of Communications Past, Present and Future

Visit the Bell System exhibit and be our guest as upholstered armchairs, each equipped with its own speaker, take you on a moving tour of the history of communications—one of the theatrical highlights of the Fair.

Then, see for yourself the new technology that is now bringing people ever closer together, making business more productive and efficient, strengthening our nation's defense. You and your children can play ingenious electronic games designed to demonstrate these advances.

This exciting exhibit is easy to find. It's in the heart of the Fair at the head of the Pool of Industry. Come in today—it's all for you!

(Right) At the Bell System exhibit you'll ride in individual easy chairs through the main presentation—see and hear a dramatic show in modern comfort.



BELL TELEPHONE SYSTEM

Serving you

supported by an unusual arrangement of columns that from a distance makes it appear to float.

COLOR GIANTS. Five color photographs, each 30 by 36 feet in size and illuminated day and night, are mounted on a tower 80 feet high which rises above one end of the pavilion. The prints, changed every four weeks, are selected from among thousands of photographs taken by special camera crews that traveled through much of the world looking for striking pictures of nature and of people at work and play.

SEEING, HEARING AND LEARNING. A 15-minute color movie, *The Searching Eye*, made by the noted film technician Saul Bass, gives a child's view of commonplace and unusual wonders of the world. Utilizing a new multi-image, 70-millimeter projection process, the movie is shown in a large, air-conditioned circular theater which is built into the base of the eight-story picture tower. In the smaller theater, entered from the roof of the pavilion, there are fashion shows and demonstrations of Kodak's textiles as well as other nonphotographic products.

ANSWERS AND EXHIBITS. On the ground floor is a potpourri of services and displays. Attendants in an information center direct people to photogenic events being held at the Fair, specialists answer questions on photography, and technicians make free minor camera repairs and adjustments. Included among the exhibits:

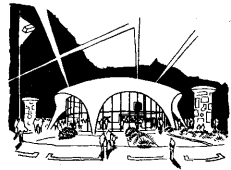
¶ "*Adventures in Photography*" is a display of pictures illustrating the range of photographic opportunities for the average camera user.

¶ *The Science Area* is devoted to examples of photography's value to science and explanations of the science of photography.

¶ *Prizewinning photographs* have been assembled from a variety of competitions and are accompanied by a rare collection of color pictures supplied by *National Geographic Magazine*.

¶ *X-ray uses* for determining the fitness of pilots and airplanes, solving crimes and proving the authenticity of works of art are demonstrated.

¶ *Movie techniques*, home and professional, are shown in two exhibits that also display the latest in movie equipment.

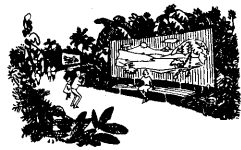


31

MEDO PHOTO SUPPLY

In this circular one-story structure is the Fair's only complete camera shop, at which cameras may be either rented or bought. Film is sold and developed, and slides and movies of the Fair are on sale.

Three of the Fair's roads are named after former Presidents—Harry S. Truman, Dwight D. Eisenhower and Herbert Hoover, all honorary chairmen of the Fair. Kennedy Circle was originally named Federal Circle, but was renamed after the assassination. It is the only area of the fairgrounds named for a deceased President.



32

PAN AMERICAN HIGHWAY GARDENS

This large garden area, one of the few pavilions that are sponsored by the Fair itself, honors the completion of the Inter-American Highway, the common artery for seven countries from Mexico to Panama, which opened in April 1963. The tropical plantings in the gardens are of kinds found in the jungles and mountains through which the great highway runs. Eastman Kodak

SEE THE WESTINGHOUSE TIME CAPSULE. Say "hello" to the 70th century. Sign your name at the Westinghouse pavilion, because 5,000 years from now civilization will know *you*. Along with your signature, Westinghouse is preserving the story of our culture in Time Capsules. How we look. How we live. How we think. What has influenced our lives. How our civilization was built. You'll also see the actual Time Capsule that will be buried at the close of the Fair, and a replica of the Westinghouse capsule that was buried during the 1939 Fair. The pavilion is located in the Federal and State area, opposite the New York State exhibit.

Visit Dorothy Draper's *Westinghouse Dream Home* in the Better Living Building. There you'll see all the things Westinghouse makes for your convenience and comfort at home.

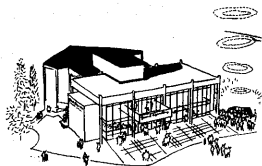
You can be sure if it's Westinghouse



has donated 12 photo-murals of high-way scenes.

* Admission: free.

Flushing Meadow, once a large dump, is described in detail in F. Scott Fitzgerald's novel *The Great Gatsby*. He called it a "valley of ashes."



33

GENERAL CIGAR

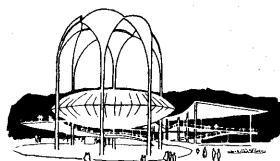
This is a small pavilion, but it has a lot going on. There is a Hall of Magic in which people are made to disappear; spectators watch movies of sports events—including parachute-jumping—filmed from startling angles; a machine blows 12-foot smoke rings 150 feet into the air every 20 seconds.

* Admission: free.

Highlights

MAGIC SHOW. A magician causes human beings and objects to appear from nowhere, float about and vanish, in this 10-minute show staged three times an hour in the pavilion's theater. Visitors may also puzzle over a "hand machine"—two life-sized hands projecting from strips of metal with nothing behind them, which move and make human gestures.

MOVIE IN THE ROUND. General Cigar and SPORTS ILLUSTRATED co-sponsor a bird's-eye view of sports in motion, projected on a 360° screen sunk in a well. Visitors may move freely around the well, looking down at baseball, football, hockey and other games photographed from above. The climax is a parachute sequence in which the viewer himself seems to be descending; it was filmed with a camera strapped to an actual jumper.



34

JOHNSON'S WAX

This pavilion, a great gold disk which seems to float 24 feet above the ground, is supported by its surrounding columns. It houses a 500-seat theater in which a documentary movie dramatizes the theme of brotherhood. An exhibition area at ground level offers a climbing contraption for the entertainment of children, a home care information center and a shoeshine center that provides free shines. Seen from a ramp is the International Court, which shows the wide range of materials man has used as floors, from marble to teakwood. Pavilion guides are foreign students.

* Admission: free.

Highlights

"TO BE ALIVE." This 12-minute color movie, produced by Francis Thompson, whose documentaries have won many awards, uses three projectors, as many screens, and stereophonic sound to show the daily lives of people around the world. They grow up, fall in love, work, play and grow old, demonstrating that "men everywhere share at the deepest level the same drives, dreams, foibles."

CHILD ENTERTAINMENT CENTER. Grown-ups can peek from hidden areas while children climb through a "nonsense machine"—a mazelike device full of mirrors that fracture images, squeeze-bulbs that emit strange noises and cranks that operate robots.

HOME CARE INFORMATION CENTER. Electronic computers answer such questions as "Do new car finishes need cleaning and waxing?"

SHOESHINE CENTER. Ten polishing machines operating simultaneously can buff the shoes of 300 visitors an hour.

About 80 per cent of the Fair's exhibits are free.

**Step into
the Scott
Enchanted Forest
... and relax**

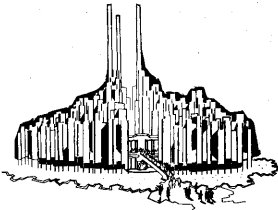
Surrounded by beautiful gardens, the Enchanted Forest of Scott Paper Company is an oasis of rest for weary feet. Relax in comfortable lounges. Then wander through the Enchanted Forest of Scott products... the products that serve you so well at home, at business, and *everywhere* at the Fair.

Scott... paper products throughout the New York World's Fair



SCOTT  MAKES IT BETTER FOR YOU

www.butkus.org/postcards



35

TOWER OF LIGHT

The world's most powerful searchlight beam rises from the center of this unusual building, whose exterior walls consist of 600 aluminum prisms fitted together to form an eye-catching pattern. Sponsored by investor-owned electric utility companies throughout the nation, the building is entered by a moving ramp that carries visitors over a reflecting pool and deposits them on a giant turntable. The turntable revolves past seven chambers, stopping at each for a new episode of a musical presentation called "The Brightest Show on Earth."

* *Admission: free.*

* *Show takes 25 minutes.*

Highlights

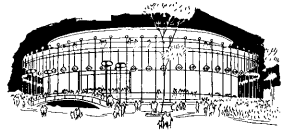
AROUND THE THEATER. Inside the show chambers, three-dimensional animated figures and special audio-visual effects and songs illustrate the wonders of electric power and light. The scenes include a research laboratory of bubbling test tubes, whirling turbines and sparking coils; a "beauty parlor" in which an animated "Madame Cow" extols the pleasures of warm electric milkers on icy winter mornings; a house filled with glowing wires that lead to modern electric appliances; a barrage of 4th of July fireworks; and a dazzling Christmas sequence.

TOWER OF LIGHT. In the center of the pavilion, visitors may examine the 12 one-billion-candlepower searchlights—equal to 340,000 automobile headlights—that create the central beam, which points straight up and is visible for miles around.

ELECTRICAL CLIMATE CONTROL. Behind a double-glass window in a special chamber near the exit is a frosty, iridescent cave; in the cave figures of a cheerful

penguin, a lovesick polar bear and a sirenlike mermaid act out the advantages of modern air-conditioning.

The lagoon surrounding the Chrysler pavilion's five buildings covers about six acres, but is only 20 inches deep.



36

DU PONT

Show business and science are artfully combined in this big, circular pavilion. A musical revue called "Wonderful World of Chemistry," written and produced by Broadway composer Michael Brown, is presented simultaneously in two theaters by two casts. After the show, audiences watch a modern-day alchemist perform feats of wizardry through chemistry.

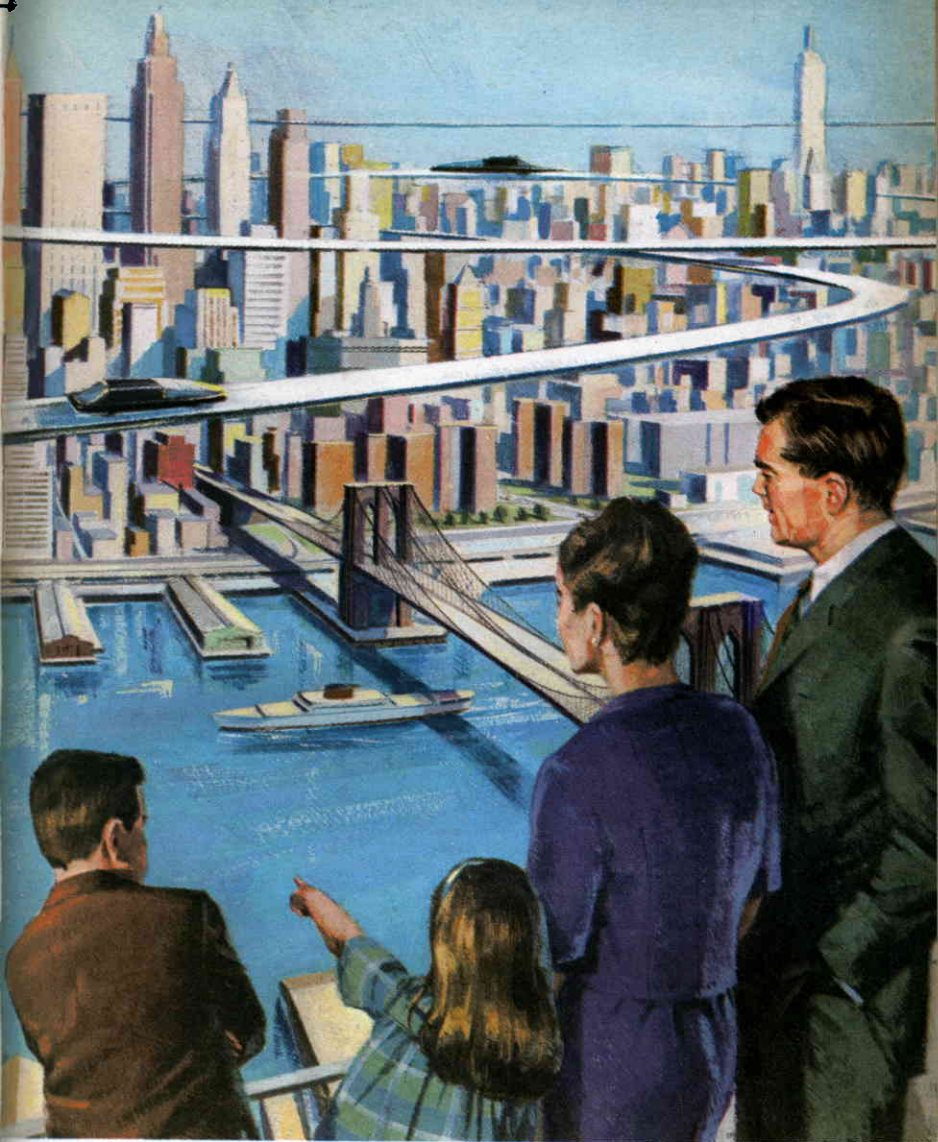
* *Admission: free.*

Highlights

CHEMICAL COMEDY. Bright music and technical tricks (for example, conversations and stage business between filmed actors and live ones) help make "Wonderful World of Chemistry" a lively show. The revue traces in song and dance the evolution of chemistry, from ancient Greece to today. It includes an excursion into the world of fashion, featuring clothes made of Du Pont fibers and created by some of the nation's top fashion designers.

POLYESTER PRESTIDIGITATION. In the demonstration following the show, a performer picks up a red-hot rod, with his hand protected only by a paper-thin piece of plastic; he paints a stripe from an electrical outlet to a radio and the radio begins to play; he makes a piece of ice burst into flame. In all, there are about two dozen demonstrations of startling uses for products made by Du Pont.

Don't miss the Norelco electronic diorama!



Be our guests for an automobile trip along a model electronic roadway of the future, circling high above New York... and for a model steamboat cruise around historic lower Manhattan... down the East River, under the Brooklyn Bridge, into the lower bay and up the Hudson.

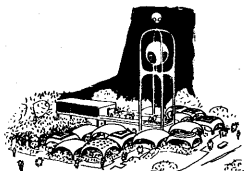
FREE—for you and your entire family!

You'll see exhibits of world-famous Norelco electronic products... for work and for play—at home or away! *Shavers, tape recorders, radios, dictating equipment, hearing aids, household appliances.*

Better Living Center—Second Floor, Industrial Area

Norelco[®]
Theatre

www.butkus.org/postcards

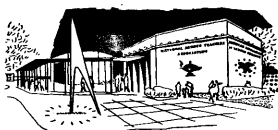


37

SEVEN-UP

An international sandwich garden serves up, buffet style, the food specialties of 16 countries in elaborate sandwiches, plus all the 7-Up the customer can drink. Sample sandwiches: sliced lamb on Scotch barley bread, Lomi-Lomi salmon on Aloha coconut bread, prosciutto and provolone on sesame bread, ginger-chicken-coconut on cinnamon swirl bread. Four-sandwich platters, with relishes, cheeses and candy, cost \$1.50. A five-piece ensemble entertains daily, playing American show tunes as well as music from all over Europe and Latin America. A futuristic tower rises 107 feet above the pavilion; a clock at the top is regulated by the precise timekeeping apparatus in the Swiss pavilion several blocks away.

The foreign nationals working in World's Fair restaurants are covered by the same union contract as New York restaurant workers, with the same pay scale, hospital and medical benefits. Although in most cases they will earn far more than they would for the same work in their own countries, much of it is used up by living expenses.



38

DYNAMIC MATURITY

This pavilion, sponsored by The American Association of Retired Persons and the National Retired Teachers Association, is a grouping of galleries, gardens

and exhibits devoted in large part to the secrets of successful and useful retirement.

* Admission: free.

Highlights

PAINTINGS AND PICTURES. The pavilion offers several special visual attractions. Panoramic views of the fairgrounds are seen in a darkened room by means of the ancient camera obscura process—a rotating mirror and a lens pick up and project scenes from outdoors. Sixteen paintings on the pleasures of leisure by the meticulous Danish artist Kurt Ard are on display in a large gallery, while the Hall of Fame has photographs of public figures who have been cited by the AARP-NRTA for their interest in problems of retirement. They include U.S. Senators John A. Carroll and the late Estes Kefauver, and actors Eddie Cantor, Joe E. Brown and Robert Young. In a garden decorated by replicas of historic U.S. flags, visitors receive free photographs of themselves. A large sundial at the pavilion entrance is surrounded by benches and flowers, providing a pleasant atmosphere for relaxation and contemplation.

ORGANIZATIONS AT WORK. In six exhibits the NRTA (an organization of retired teachers) and AARP (whose rolls are open to any person over 55) describe programs for members that include low-cost medical insurance and drugs, educational and cultural opportunities and tours around the world. Members of the two organizations who register with the pavilion may win free trips.



39

ALL-STATE
PROPERTIES AND
MACY'S

Two ingenious houses, low-cost and compact, are displayed exactly as they will be constructed, ready for immediate



See ancient Japanese Noh masks at the Toray booth in the Japan Pavilion. Toray is Japan's largest maker of synthetic fibers and the third largest in the world. We hope you'll pay us a visit.



TOYO RAYON COMPANY, LTD. Tokyo, Japan
New York Office: Room No. 903, 395 5th Avenue, New York 16, N. Y., U.S.A.

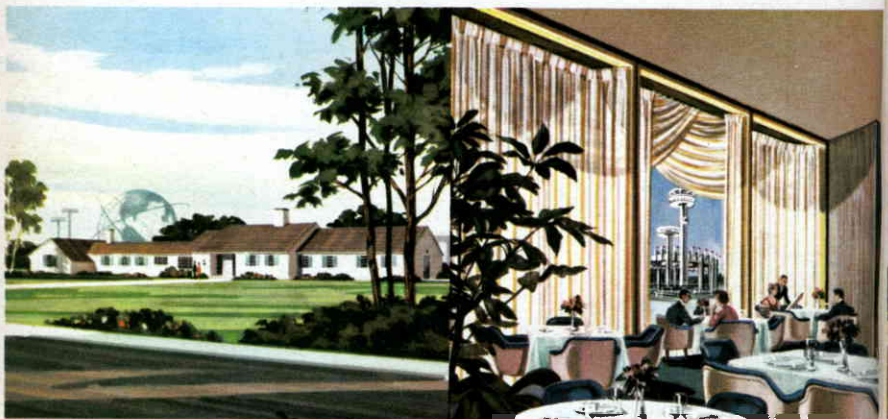
The proof is at the Fair!



U.S. Pavilion has a Fibreglas Wall of Light.

Almost everything in the Marina is Fibreglas.

You see it at every turn. Take for example the roof that looks like a giant flower. It's made of a tough Fibreglas cloth. Fill it with air and suddenly you have a roof that seems to float. The wing-like exterior of the Bell System Exhibit is just as miraculous. It's made of Fibreglas reinforced plastic... Structural Fibreglas. No



Insulation and ceilings in House of Good Taste.

Fibreglas Beta Draperies in Top of the Fair.

the Fair Restaurant are made of glass—new Fibreglas Beta* yarn. The fountains, benches, rides, telephone booths, Greyhound "Escorters" — even the dinosaurs are Fibreglas. This is the material you're going to see a lot more of in the future. Owens-Corning Fibreglas Corp., 717 Fifth Avenue, N. Y., N. Y. 10022

Fiberglas* performs wonders other materials can't match.



Exterior of Bell System Exhibit is Fiberglas.



A translucent roof: New York State Pavilion.

need to paint it or weatherproof it. That was all done at the factory. And look at the floating city of boats—the giant Marina. Nearly everything there is made of rustproof molded Fiberglas...the docking system, buoys, lamps, dock cleats, deck boxes, and most of the boats. Those sheer draperies in the Top of



Brass Rail Refreshment Center and Schaefer Building have Fiberglas Air-borne roofs.

See the Fiberglas displays at
the Hall of Education and the
House of Good Taste exhibit.

OWENS-CORNING
FIBERGLAS
A WORLD OF

*T-M (Reg. U. S. Pat. Off.) O-C. F. Corp.

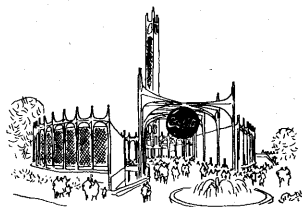
occupancy, on sites at Montauk, Long Island, and near Fort Lauderdale, Florida. Intended as either vacation or year-round homes, they are designed for minimum housekeeping, and have such space-savers as beds that fold into walls. The purchase price includes a 75-by-100-foot lot, use of a pool and other recreation facilities, and all furnishings, complete to plastic dinnerware and tooth-brushes.

¶ *The "Convertible"* is sold for \$13,490. The house has a redwood plywood exterior and mahogany-finished interior paneling. It has only four rooms, yet it sleeps four—two in a den, two on a sofa bed in the living room.

¶ *The "Expanded Convertible"* house sleeps eight, with two bedrooms and a half-bathroom added to the basic Convertible floor plan. Constructed of masonry block and stucco, this house is priced at \$16,990.

* *Admission: free.*

Among the oldest man-made objects which are on display at the Fair are the Nubian artifacts in the Sudan pavilion and the relics of the Indus Valley civilization in the Pakistan pavilion, both more than 4,000 years old. The next oldest are a Shang Dynasty monster in the Republic of China pavilion and treasures taken from Tutankhamun's tomb in the United Arab Republic pavilion, which date from before 1000 B.C.



40

COCA-COLA

The visitor to this exhibit samples five of the most spectacular places in the world, from an Alpine peak to a tropical forest—complete with sights, sounds,

climate and aromas. The scenes are created in an elliptical building two stories high enclosing a large court. In the center of the court is The Coca-Cola Tower, a three-sided 120-foot spire containing the world's largest electronic carillon, with 610 bells. It strikes the hours at the Fair and is played in concerts by famous carillonneurs. Among the other attractions in the pavilion are a special amateur radio center and a USO lounge and information center for servicemen.

* *Admission: free.*

Highlights

GLOBAL HOLIDAY. During a 15-minute stroll, visitors pass through these recreations of exotic places:

¶ *A bustling Hong Kong street*, filled with colorful shops and rickshaws, ends at the shore of Fragrant Harbor with its view of Kowloon on the mainland of China in the distance.

¶ *A serene Indian garden*, where fountains softly play, has the beautiful Taj Mahal in the background.

¶ *A Bavarian ski lodge* is located in a mountain setting; through the windows can be seen cogwheel trains, ski lifts and skiers on the surrounding slopes. A railing is cold to the touch.

¶ *A Cambodian forest* echoes to the chatter of monkeys and contains the ruins of the 12th Century temple at Angkor Wat.

¶ *Rio de Janeiro*, glittering at night, is viewed from the deck of a cruise ship anchored in the harbor. Salt spray is in the air.

HAM RADIO. The American Radio Relay League has installed a superb three-position sending and receiving station that is capable of reaching all the way around the globe. The station is available for licensed operators to use and visitors to watch.

SERVICEMEN'S CANTEEN. A lounge of the United Service Organizations is linked by phone to the USO's Times Square Center. Attendants help servicemen obtain tickets to attractions in the New York area; in addition, they supply information on travel and accommodations.



FORMICA presents
The
WORLD'S FAIR HOUSE

*... visit the home
that talks!*


Through the magic of stereophonic sound you'll find yourself caught up in the life of an invisible but wondrously warm and human family. Much of the Fair is devoted to stimulating your imagination of tomorrow's possibilities in science and industry. The Formica World's Fair House is dedicated to helping your family live better . . . now!

Formica, together with Good Housekeeping magazine, Edison Electric Institute, and more than a dozen of the world's finest manufacturers of products for your home have created a reservoir of ideas that will surprise and delight you with their simplicity and downright practicality.

Twelve minutes of happy adventure.
Don't miss it.

*SERVICE MARK
THE FORMICA® WORLD'S FAIR HOUSE

UNISPHERE®

presented by  United States Steel

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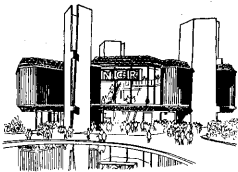
41

THE WORLD'S FAIR PAVILION

This is the Fair's major indoor assembly hall. The light latticework structure is a geodesic dome composed of 1,250 interconnected pieces of aluminum tubing; weatherproof vinyl lines the inside; no internal supports obstruct the view. Some 2,100 seats radiate from a stage designed to accommodate some of the Olympic trials, television productions and conventions. Here, also, during the course of the Fair, will be held such divergent activities as jazz concerts and the junior A.A.U. weightlifting championships.

* Admission: free.

The 1964/1965 World's Fair coincides with the 300th anniversary of the naming of New York. The English gave it the present name in 1664 when they took the city from the Dutch.



42

NATIONAL CASH REGISTER

Abacuses, computers and miniaturization devices that can reproduce the entire Bible on a small card are on display in this two-story ribbed frame-and-concrete building, along with various examples of man's latest techniques for keeping track of himself. Most of the equipment demonstrates the handling, storing and feeding back of information in straightforward business operations.

But a good deal of it is designed to entertain as well as instruct.

* Admission: free.

Highlights

MAN'S MOUNTAIN OF PAPER. At the entrance, a reproduction of Rodin's famous sculpture *The Thinker* is dwarfed by the mountainous pile of records the average man accumulates during his lifetime. Nearby is a 30-by-12-foot plastic relief map of the world with real water flowing in the ocean areas. Pinpointed on the map are the company's 12 factories and 1,100 offices.

FUN AND FIGURES. A room of games has adding machines for adults to play with and a giant abacus for children. Problems worked out on the adding machines are simultaneously done in the binary-coded decimal system of counting, which is the language of most business computers. It represents quantity only in terms of ones and zeros, which are shown here as flashing lights and dark spaces.

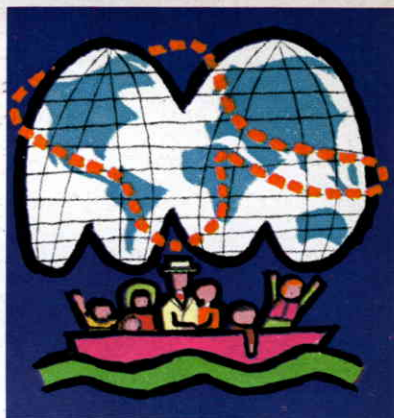
THE BUSINESS OF MACHINES. Scattered about a Japanese garden and pool on the ground floor and in a display area on the second floor are many types of business machines: supermarket cash registers that dispense both change and trading stamps; a computer-cash register system that tells the storekeeper how he is doing compared with a month or a year ago and a fully automated branch-bank system.

COMPUTER CHATTER. An NCR 315 computer, although sealed away in a glass room, keeps no secrets. When asked by visitors it will dig out any recipe in the Hilton International Cookbook, tell the important events that happened on any date of the year, answer in laymen's language any one of 100 scientific questions and list the sights at any of the 150 most frequently visited spots in the world.

THE SIZE OF IT. A display of miniaturization offers such diminutive surprises as the King James version of the Bible on a single card, complicated electronic circuits of a computer reduced to the size of a fly and a sharp television image one eighth of an inch square.



Pepsi & Walt Disney
present
"It's a Small World"
Disneyland
© 1964 Walt Disney Productions
fun at the Fair!



Take a magical Disneyland boat ride at the



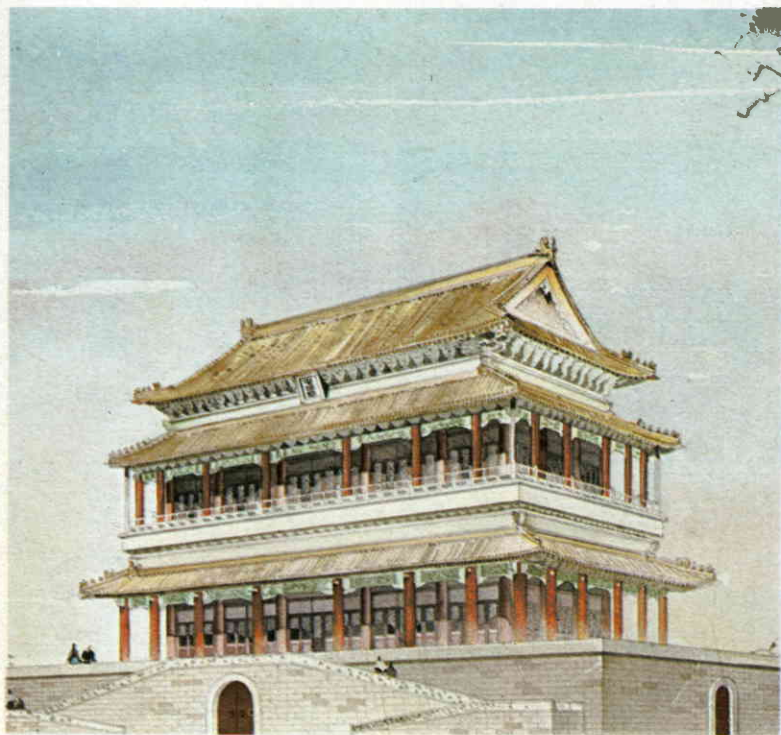
Pepsi Pavilion. See a dazzling world! More than 300 amazingly lifelike figures—the children



of UNICEF lands—spring alive in full size to entertain you with delightful songs and dances.

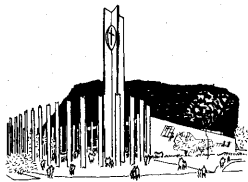


中華民國



THE PAVILION OF THE REPUBLIC OF CHINA

AN EXHIBITION OF ART, CULTURE AND MODERN PROGRESS • see the priceless art treasures — more than 400 objects of jade, porcelain, bronze and calligraphy — specially selected from the national museums of China in Taiwan where the culture of the oldest living civilization is now preserved • see the mystical stone carving dating back more than 3,000 years; the tortoise shell with the original Chinese characters inscribed on its back • see the gracious way of Chinese living and modern progress as exemplified by land reform and economic development in Taiwan.



43

PROTESTANT AND ORTHODOX CENTER

In this pavilion sponsored by the Protestant Council of the City of New York, many religious denominations and societies have taken space to explain their beliefs and their work, with the common theme, "Jesus Christ, the Light of the World." A court honoring Protestant and Orthodox leaders is outside the building, and a 41-foot contemporary stained-glass screen on religious themes stands in the reception area. Exhibitors have individual booths in the large hall, and their presentations use a number of vivid audio and visual techniques to stress the Center's theme. The booths display a wealth of religious and artistic artifacts. Among them, the Greek Orthodox Church displays an intricate wooden panel carved over a period of 15 years by the monks of Mount Athos. During the season, a number of churches take turns acting as host for a day, welcoming visitors to the pavilion. The Center also offers a chapel, a theater, a garden, a child-care center and a lounge.

** Admission: free. The Children's Center cares for children from three to eight years old at \$1.00 per hour per child, from 10 a.m. to 6 p.m.*

Highlights

COURT OF CHRISTIAN PIONEERS. Standing in an elliptical outdoor court are 34 pylons, each with a plaque giving biographical information on sectarian leaders, among them Martin Luther, St. Andrew and John Calvin. Near one end of the ellipse stands an 80-foot tower with a cross.

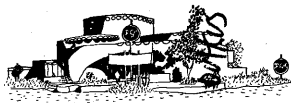
THE CHAPEL. The contemporary black and white chapel is for meditation and individual prayer. Throughout the Fair seasons, the sponsoring denominations periodically conduct services.

THE THEATER. *Parable*, a 30-minute film in pantomime, with a musical background, uses a stylized circus setting to convey in allegory several basic Christian beliefs. The film is shown several times daily in a 370-seat theater. Other films and concerts are presented from time to time.

THE CHILDREN'S CENTER. At the rear of the pavilion is a fully equipped, combined indoor and outdoor play area where children may be left under the supervision of trained personnel. The toys here include not only the traditional playthings, but also scales that demonstrate balance, and so on.

THE MUSIC GARDEN. Outside the chapel is a garden where recorded music plays. Here stands the charred Coventry Cross, made from the roof beams of the cathedral destroyed by bombs in World War II. The cross is loaned by the new Cathedral of Coventry, England.

Accommodations for Fair visitors total 100,000 rooms in the metropolitan area's 380 hotels and motels. Of the total, approximately 10,000 rooms in Manhattan and 3,500 in the other boroughs have been added since 1961.



44

RCA

The RCA pavilion, looking from the outside like a cluster of white and copper drums, has several exhibit sections and a TV studio that serves as the Fair's official Color Television Communications Center. The Center is linked via closed circuit to over 250 color TV sets located around the fairgrounds; a completely equipped color mobile unit supplies coverage of news and special events. Televised over the network are official announcements and ceremonies, film clips filled with facts about the Fair and a "living guidebook" of six-to-eight-minute visits to points of interest

on the grounds. In addition, lost children are brought to the studio and put on television so parents can find them by watching the TV receivers elsewhere on the grounds.

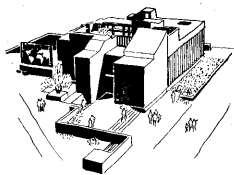
* *Admission: free.*

Highlights

THE PUBLIC ON TV. People entering the pavilion can walk by a camera and see themselves in color on monitor sets.

PROGRAMS IN THE MAKING. A ramp leads to the second floor and a glass wall through which the color television studio can be seen below. There is something taking place at all times: a show being broadcast live, a taping, a rehearsal or a stage being set. Monitors show how the activities in the studio appear on the screen. The ramp also passes directly above the control room, where a director, aided by technicians, may be watched at work.

MUSIC NEW AND OLD. In two small lounges, identical 15-minute sound-slide presentations offer a selection of new stereophonic records and describe the history of music recording.



45

AMERICAN EXPRESS

At the entrance to this pavilion, a million dollars' worth of real currency from many nations "grows" on a money tree; inside, the official scale model of the World's Fair is on exhibit. The pavilion also offers various services including foreign exchange, check cashing, the sale of American Express travelers cheques and information on all aspects of the Fair.

* *Admission: free.*

Highlights

AROUND THE FAIR IN FOUR MINUTES. The official model of the World's Fair meas-

ures over 54 by 21 feet. As exhibits are pointed out, the model's lighting goes from day to night to day again, and rides, subways and railroads become animated.

TOUCHES OF HISTORY. Memorabilia of American Express and its subsidiary, the Wells Fargo Company, date from the days of the Wild West.

FINANCE SECTION. Multilingual attendants sell money orders and cash personal checks if the visitor has an American Express Credit Card, or on the basis of telegraphed clearance from his hometown bank.

INFORMATION SECTION. Clerks make air and travel reservations, and answer questions about the World's Fair.

The New York 1964/1965 World's Fair commemorative postage stamp is the 12th stamp honoring fairs or expositions that the U.S. Post Office has issued since 1900. The host country is not the only one issuing Fair commemoratives. Spain is printing five, featuring the Spanish pavilion, Holy Week, the late flamenco dancer Carmen Amaya, bullfighting and the sport of jai alai.



46

SINGER BOWL

This open-air stadium, which holds 18,000, is scheduled for a variety of events—U.S. Olympic trials, folk festivals, Judo and Karate exhibitions, and so on. It is paved in green macadam, has lights for night use, a movable stage 60 feet long and dressing room facilities for 200 performers. The Singer Company has a series of displays under the grandstand: the latest in fashions and fabrics, do-it-yourself sewing projects and a representation of Singer products—not only sewing machines, but typewriters, vacuum cleaners and computing devices.

* *Admission: free.*

COLLECTOR'S ITEM

The pre-Columbian piece?

Or Kahlúa coffee liqueur?

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The Tarrascan figure—from the Kahlúa collection of pre-Columbian art—is an artifact from Old Mexico.

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And a likely ingredient for such Kahlúa drinks and desserts as the Black Russian cocktail, Kahlúa Sour, Mexican Grasshopper, Brave Bull, Kahlúa Mousse, Crepes Bresilienne, Coupe Kahlúa.

The gourmet-minded collect Kahlúa.

And it figures.

They know there's nothing like getting to the art of the matter.

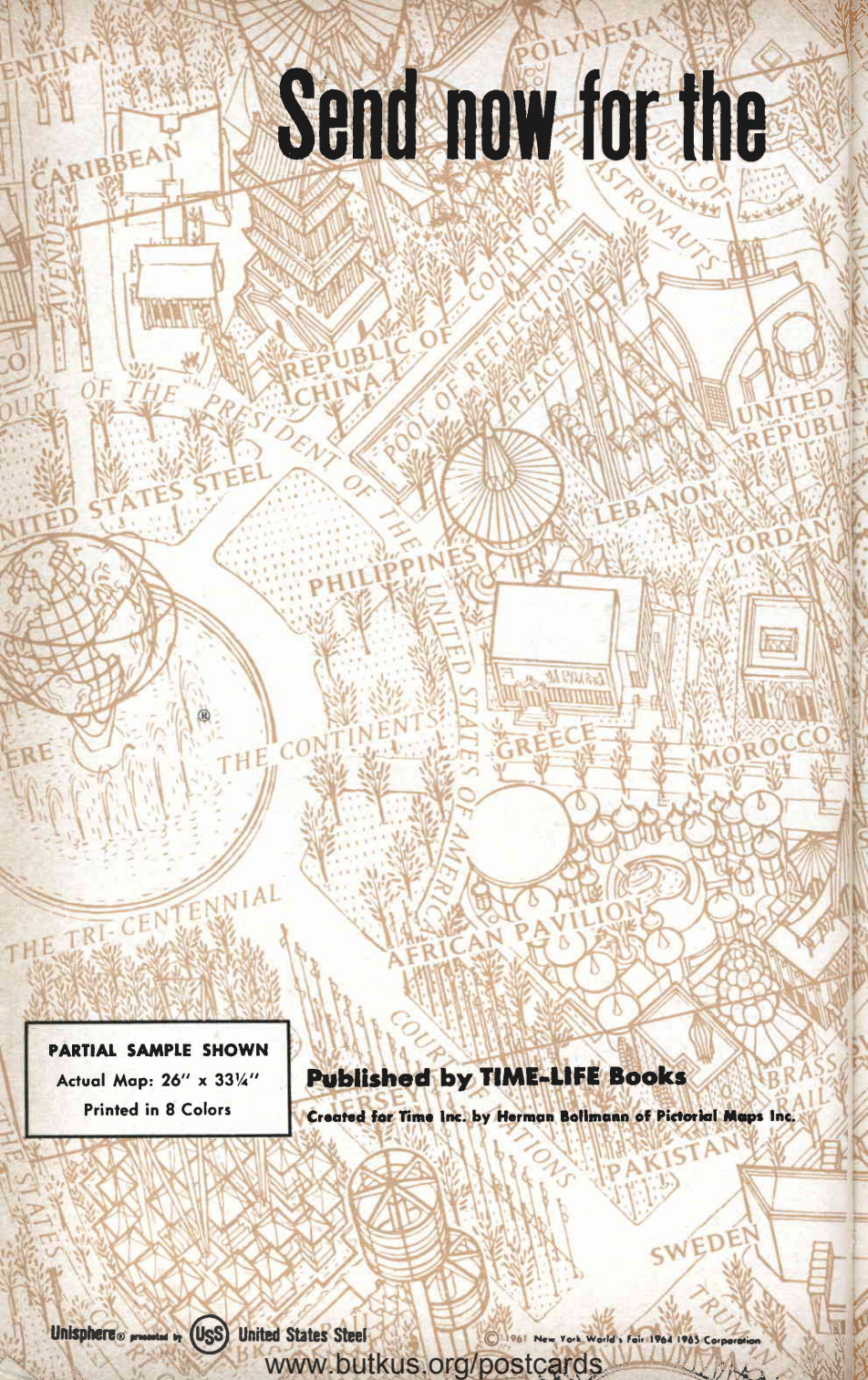
Another collector's item: the rare and wonderful recipe book of Kahlúa drinks and desserts. Yours for the asking.

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The background of the page is a detailed architectural map of the World's Fair site. It shows various buildings, walkways, and landmarks. Labels for different countries and regions are visible, including 'SUDAN', 'TERRA LEON', 'MALAYSIA', and 'WITZERLAND'. The word 'NATIONS' is also partially visible. The map is rendered in a fine-line, technical style.

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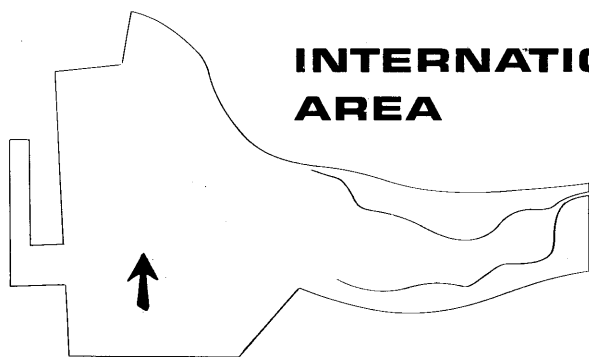
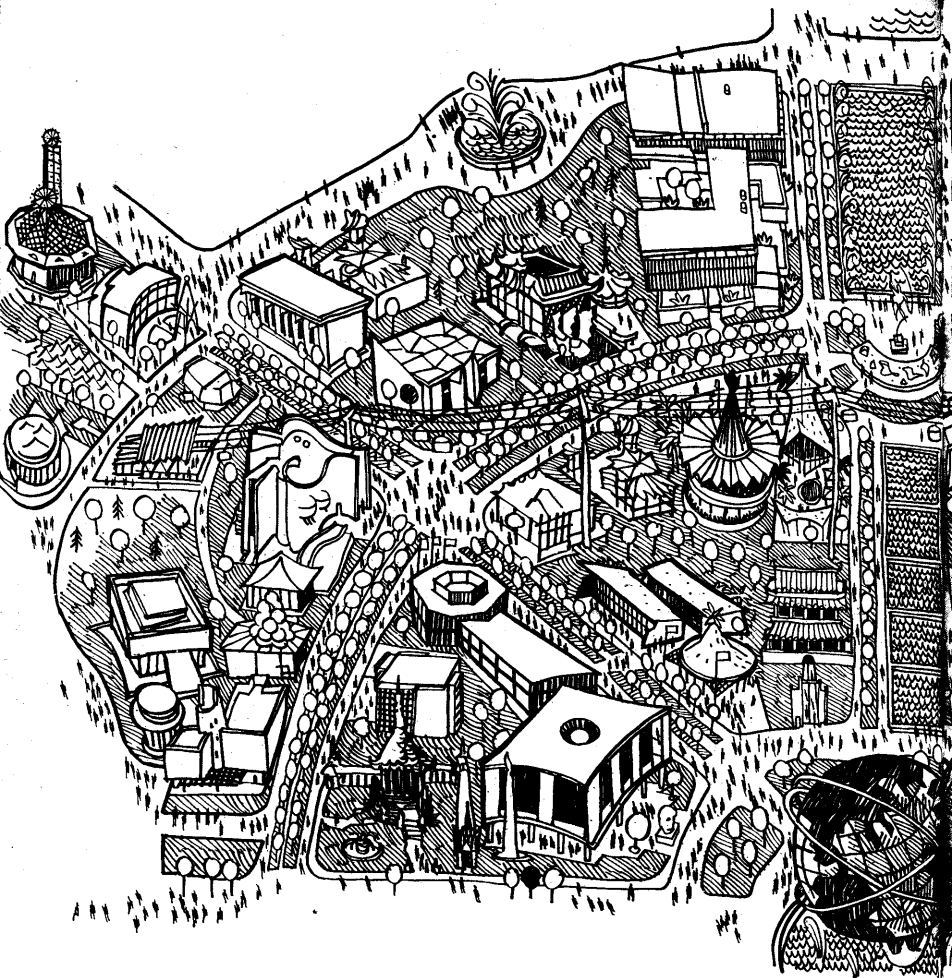
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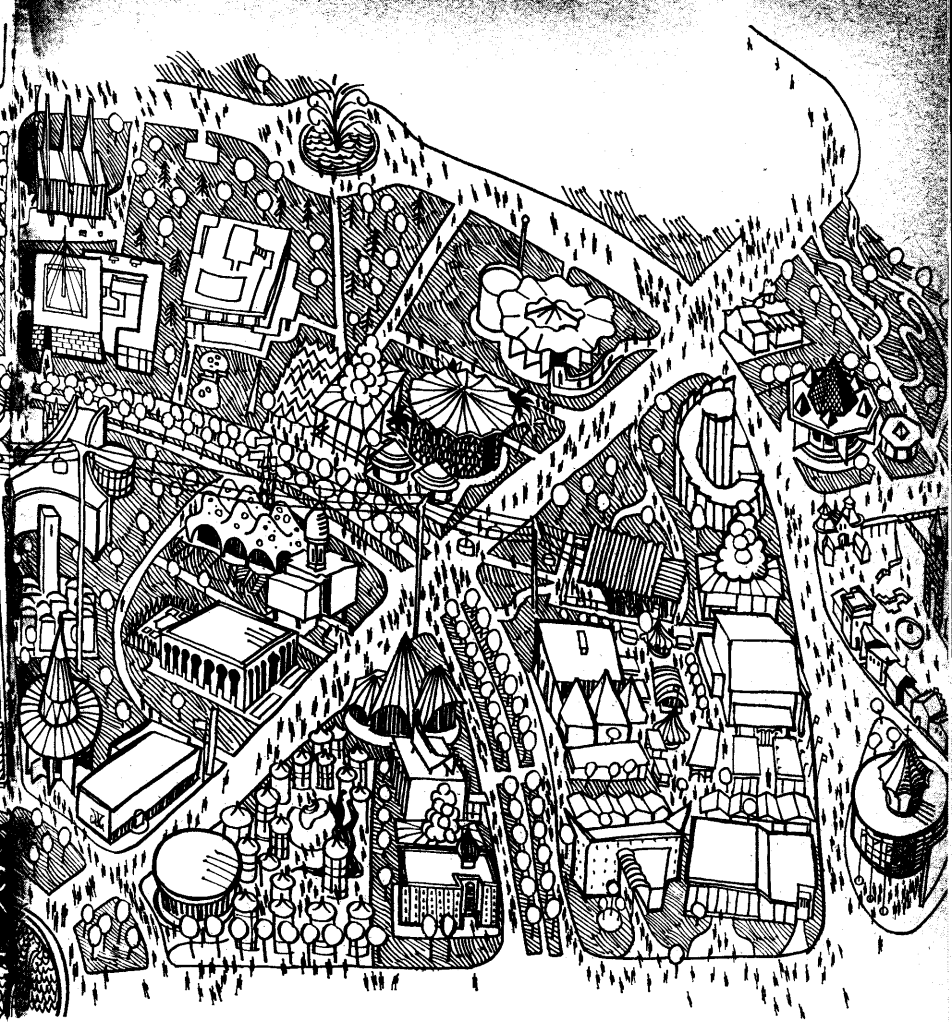
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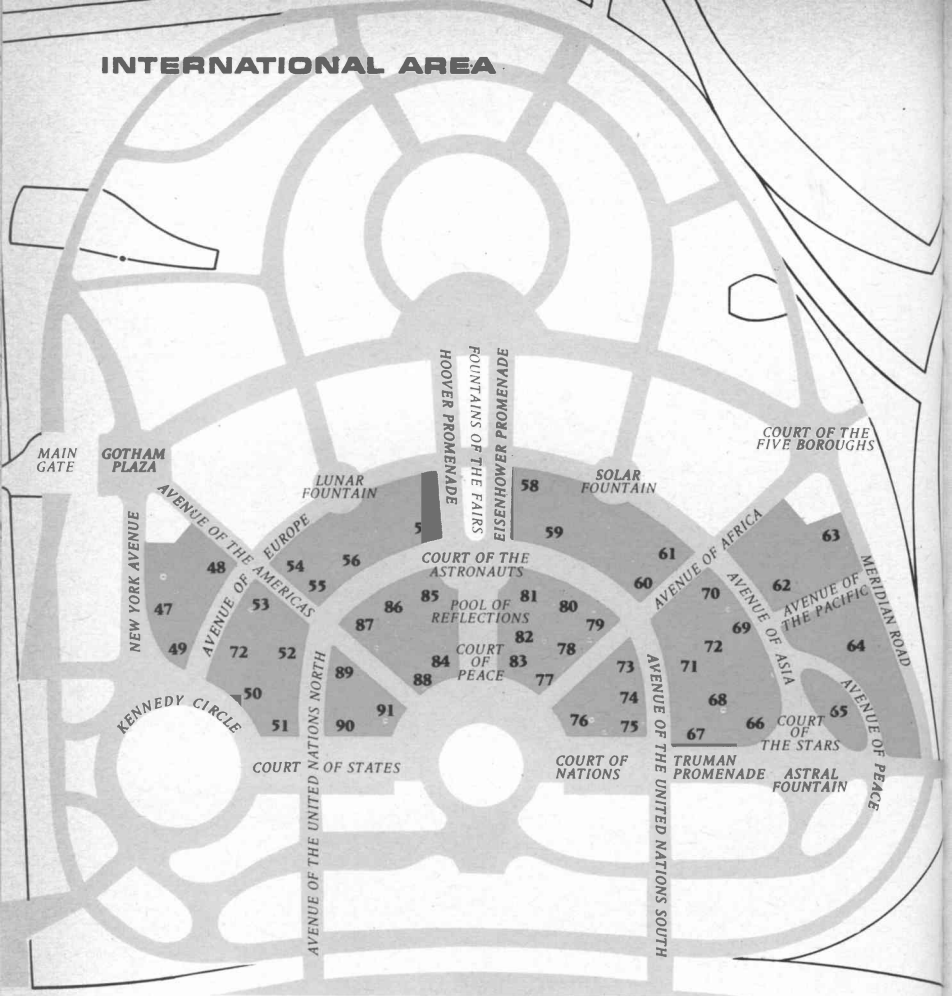


**INTERNATIONAL
AREA**



More countries than have exhibited at any previous international exposition—some 80 nations in 37 pavilions—are represented at this fair. They offer the sounds, sights and smells of a large part of the world. More important, they have brought to the U.S. a sampling of their cultures: dances and music, rare and exotic dishes and some of the greatest of all masterpieces of art.

INTERNATIONAL AREA

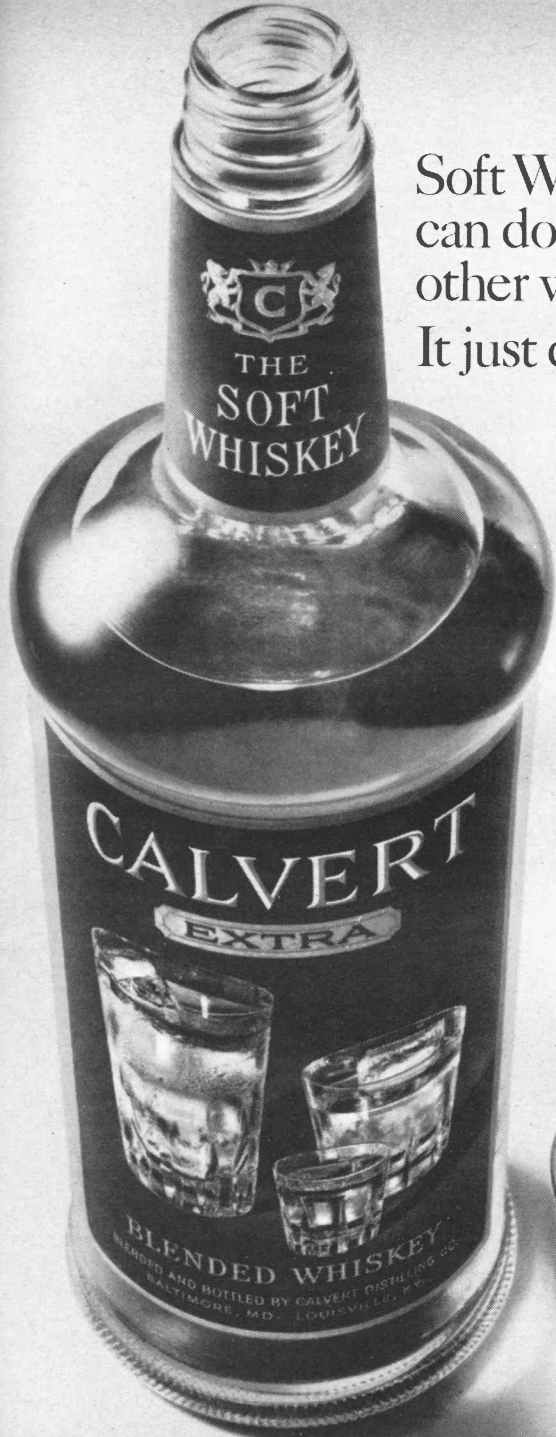


- 47 BILLY GRAHAM
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- 82 LEBANON
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- 85 POLYNESIA
- 86 INDONESIA
- 87 CENTRALAMERICA-PANAMA
- 88 THE CARIBBEAN
- 89 ARGENTINA
- 90 THAILAND
- 91 MEXICO

Soft Whiskey
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other whiskey can do.
It just does it softer.



INTERNATIONAL AREA: THE PAVILIONS IN BRIEF

*Pavilion
Number*

- AFRICAN PAVILION**—In a village of round huts are offered displays that range from tribal art to caged lions and zebras. 76
- AMERICAN-ISRAEL PAVILION**—Scenes and artifacts portraying 4,000 years of Jewish history line a spiraling walkway. 70
- ARGENTINA**—The productivity of this country's pampas, its mines and its people is shown in pictures, displays and art. 89
- AUSTRIA**—Pictures tell the story of the 1964 Winter Olympics, industry and the SOS Villages for homeless children. 58
- BELGIUM**—Assorted wonders glitter in a walled community. 64
- BERLIN**—The city's present and future are strikingly shown. 49
- BILLY GRAHAM**—The evangelist's message is presented here. 47
- THE CARIBBEAN**—From the islands come calypso singers, steel bands and such handicrafts as tortoise-shell jewelry. 84
- CENTRALAMERICA-PANAMA**—Modern art and ancient culture are main themes, plus exhibits on travel and commerce. 88
- CHRISTIAN SCIENCE**—The religion is explained in displays and recorded testimonials in a handsome star-shaped pavilion. 62
- DENMARK**—A famous Copenhagen playground is re-created, products are shown and a "hall of fame" honors noted Danes. 54
- FRANCE**—Small, fashionable shops in aisles named for Paris streets sell luxury goods such as perfumes and gourmet foods. 66
- GARDEN OF MEDITATION**—A quiet park invites the weary. 63
- GREECE**—Ancient grandeur and modern glory share billing. 77
- GUINEA**—Tribal carvings and jewelry are on exhibition, and members of the country's renowned ballet troupe perform. 60
- HALL OF FREE ENTERPRISE**—The basic principles of the free enterprise system are explained by lecturers and displays. 69
- HONG KONG**—Colorful stalls selling the exotic wares of the Orient simulate a dockside street in the British Crown Colony. 56
- INDIA**—The country's dramatic advances since winning independence are shown in displays of education and industry. 50
- INDONESIA**—Pictures, puppets, a demonstration of batik-dyeing and a graceful shrine help illuminate life on the islands. 87
- INTERNATIONAL PLAZA**—Among the exhibits from many lands are Turkish rugs, Italian glassware and Brazilian gems. 68
- IRELAND**—Irish exports—including tweeds, pottery, and poetry—are beguilingly presented in a series of courts and halls. 51
- JAPAN**—The country's technology is stressed by such products as an electron microscope and high-speed movie camera. 59
- JORDAN**—An ancient land's role as a seedbed of religions is shown in Moslem and Christian art and a Dead Sea scroll. 80

- LEBANON**—Amid priceless Lebanese relics, a modern frieze traces the English alphabet back to ancient Phoenician script. **82**
- MALAYSIA**—Dioramas and displays introduce a new nation. **74**
- MASONIC CENTER**—A statue of Mason George Washington towers over displays from the brotherhood's 600-year history. **43**
- MEXICO**—Vivid examples of the country's art include paintings, sculpture and historic scenes enameled on copper sheets. **90**
- MOROCCO**—Artisans in Moroccan attire weave carpets and fashion brassware and leathersgoods in a traditional bazaar. **78**
- PAKISTAN**—Archeological riches never before seen outside Asia are among displays reflecting a long and varied heritage. **75**
- PHILIPPINES**—Folk dances are performed and 12 elaborately carved panels depict the colorful story of the islands. **83**
- POLYNESIA**—A dance done with flaming knives and a chance to buy a pearl-bearing oyster are featured in South Seas huts. **86**
- REPUBLIC OF CHINA**—Ancient jades, ceremonial silks, porcelains and bronzes are exhibited in a red and gold palace. **85**
- REPUBLIC OF KOREA**—Products of South Korea's rebuilt factories are shown, as are traditional handicrafts and dances. **52**
- SERMONS FROM SCIENCE**—A startling stage show and nature films illustrate the compatibility of science and faith. **61**
- SIERRA LEONE**—Two troupes perform intricate national dances, and acrobats entertain with feats of skill and daring. **73**
- SPAIN**—Masterpieces created by El Greco, Velásquez and Goya crown a rich display of Spanish art and historical objects. **57**
- SUDAN**—The exhibit features artifacts of the ancient Nubian culture as well as a Seventh Century fresco of the Madonna. **79**
- SWEDEN**—Intriguing electronic devices are shown, and products are sold in a branch of a Swedish department store. **67**
- SWISS SKY RIDE**—This cable-car ride goes 113 feet in the air. **72**
- SWITZERLAND**—The time of day is top exhibit, with a wall of wondrous timekeepers and a display of modern watches. **21**
- THAILAND**—Exquisite statuary and classic costumes are on exhibition in a shrine topped by a tiered and gilded roof. **91**
- UNITED ARAB REPUBLIC**—Treasures of ancient Egypt include statues and objects from King Tutankhamun's tomb. **81**
- THE VATICAN**—The Fair's most important work of art is displayed at this pavilion: the *Pietà*, sculptured by Michelangelo. **65**
- VENEZUELA**—Art old and new is on view; live entertainment is offered by guitarists and contemporary dance groups. **55**
- WBT 2,000 TRIBES**—The Wycliffe Bible Translators demonstrate how they create written languages for primitive tribes. **53**

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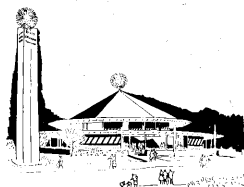
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CORPORATION**



47

BILLY GRAHAM

The well-known evangelist's religious message is presented by the Billy Graham Evangelistic Association in a color film and a variety of exhibits. Personal counseling is offered to all who desire it. An octagonal building houses a 400-seat theater, chapel, counseling rooms and galleries, and is enclosed by a garden. Near the building is a 100-foot-high tower which is topped by a brilliant sunburst.

* Admission: free.

Highlights

"MAN IN THE FIFTH DIMENSION." This 28-minute color movie, shown on a 50-foot, "wrap-around" screen which provides a feeling of audience participation, is presented in the theater once an hour. The movie, recounting the story of mankind from the beginning of time, gives pictorial dimensions to Billy Graham's Biblical philosophy. There are simultaneous translations of his narration into French, German, Spanish, Chinese, Japanese and Russian. For those who accept the invitation to receive Christ, given by Dr. Graham in the film, a trained staff offers guidance and counseling, also in several languages.

AN INTERNATIONAL MINISTRY. In the surrounding garden and exhibit galleries, photographic displays show the international scope of Billy Graham's ministry. In the entrance gallery, there is a transparent, multi-colored globe, six feet in diameter, which has been marked to show the places to which the minister has carried his worldwide Crusades for Christ.



48

MASONIC CENTER

The Masonic Brotherhood Center is a display case of Masonic history and memorabilia going back to medieval times. The Center, which stands across a reflecting pool from a 50-foot-high model of the builder's square and compasses, symbols of the fraternity, is sponsored by the Grand Lodge of the State of New York. It includes a hall for exhibitions, a lounge, office and outside patio.

* Admission: free.

Highlights

FOREMOST AMERICAN MASON. Dominating the hall is an 11-foot statue, in Masonic regalia, of George Washington, first of 14 American Presidents who have belonged to the brotherhood. Events from his life are portrayed in three-dimensional scenes, and the Bible on which he took the oath of office as President is on display.

SINCE THE MIDDLE AGES. Documents on view date back to the 14th Century, when the Masons were the cathedral builders of Europe. Among them is a Plan of Union for the colonies written by Mason Benjamin Franklin in 1754.

Some 1,400 public push-button telephones have been installed at the Fair.



49

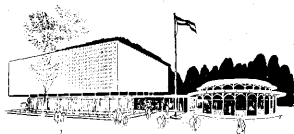
BERLIN

The industry, cultural heritage and future of Germany's free world outpost are the themes of this privately sponsored exhibition.

sored pavilion. The round building has a tentlike roof of flexible plastic and a free-flowing blue awning over the entrance. A showcase inside displays samples of products made in West Berlin, and a short film illustrates the technological productivity of the city. Distinguished Berliners of the past are portrayed in old engravings. The work of current artists and sculptors is on display, and a cartoon film shows West Berliners going about their daily chores. Maps with special lighting effects show the Berlin of the future.

* Admission: free.

The Festival of Gas pavilion, one of the largest at the Fair, was the first to start building. Groundbreaking ceremonies were in April 1962, twenty-four months before opening day.



50

INDIA

This striking pavilion, whose first floor is screened by cascades of water falling into a lotus pond, reflects the tremendous industrial and social progress that India has made in the last decade and a half as an independent nation. An exhibition of art works, ancient and modern, indicates the diversity of India's cultures. Other exhibits show how effective democracy has come to the nation's 450 million people, and how industry and education have boomed. A shop sells rare art objects, saris, baskets and stoneware. A restaurant in a separate building serves the delicacies of the land.

* Admission: free.

Highlights

ART OLD AND NEW. The high artistic achievements of many peoples and periods are on display: a Fifth Century Buddha, a carved 18th Century palace door, 20th Century murals, and others.

"PROGRESS IN DEMOCRACY." Dioramas and other displays illustrate the revitalized democracy brought to India's 600,000 villages, principally through a system of village and regional councils.

INDUSTRY AND INTELLECT. Visual displays and recordings explain how this once backward nation is now able to manufacture such heavy items as aircraft engines, locomotives and automobiles, as well as producing goods for export and exploiting the peaceful possibilities of atomic energy. Other displays show the growth of universities, technical schools and research laboratories.

RESTAURANT. This round, graceful structure, whose ceiling reproduces that of an ancient temple, serves such dishes as *Tandoori* chicken (charcoal-roasted with spices) and *paratha* (fried puffy bread).



51

IRELAND

Some contributions made by the Irish to the happiness of other parts of the world are beguilingly displayed in a series of courts and halls. The dominant architectural feature of the pavilion is a modern version of the medieval round towers that still stand in many places in Ireland. The whole is enclosed by a wall seven feet high, faced in Lisconnor gray stone and reddish brown marble.

* Admission: free.

Highlights

CHARTING THE IRISH. Two giant maps are in the entry court. On the left is one of Ireland with familiar Irish names marked at the families' places of origin. Recordings detail the family histories and give the Irish pronunciation of the names. On the right is a map of the world showing areas of Irish influence during the Middle Ages, the routes of Irish military expeditions in the 17th and 18th Centuries, and the flow of emigration from Ireland to all parts of

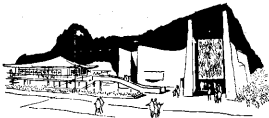
the world from the 18th to the 20th Centuries.

FLIGHT OVER IRELAND. A movie of the country made during a low-altitude airplane flight is projected on a circular screen embedded in the floor of the hall to the left of the entry court. Nearby, Irish scenes are shown on a wide screen.

A GAELIC HERITAGE. Through the round tower visitors reach the main hall, where mobiles evoking the names and moods of Irish poets hang from the ceiling. Headsets transmit the voices of actors reading the words of such Irish-born writers as George Bernard Shaw, James Joyce, Jonathan Swift, Oscar Wilde and William Butler Yeats. Also in the main hall are displays of Irish arts and crafts (tweed-weaving looms, pottery and Waterford glass), country life (horses, the turf and the beauty of racing) and industrial development, centering on a wide range of products manufactured in Irish factories.

DANCES AND DRINKS. There is a small outdoor theater for performances by Irish dancers and singers. Available at a stand are Irish coffee (coffee, Irish whiskey and whipped cream) for adults and soft drinks for children.

Walt Disney's antic genius is on view in four pavilions. Ford, General Electric, Pepsi-Cola and Illinois feature displays designed under Disney's direction.



52

REPUBLIC OF KOREA

An Oriental teahouse, with traditional peaked wooden roof, is linked with a concrete pavilion of free-flowing contemporary lines, linking the Korea of yesterday and today. Within the pavilion, ancient art and folk dances are on view along with products for sale from South Korea's rebuilt industries. In the teahouse, waitresses in flowing

silk robes serve delicacies from the nation's 2,000-year-old cuisine.

* Admission: free.

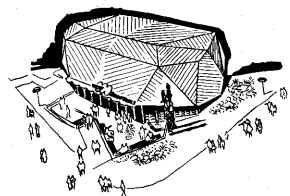
Highlights

A SCULPTURED WELCOME. Above the entrance to the area is a contemporary wood sculpture suggesting old Korean calligraphy. Inside the main building, grasscloth, silk and other fabrics from modern Korea hang from the curved walls among paintings, carvings and ornamental screens many centuries old. Handicrafts on sale include dolls in native dress, brass and lacquer ware and embroidered silks. Guides also take orders for 800 listed products.

DANCING DRUMMER GIRLS. In a harp-shaped auditorium, costumed entertainers offer folk dances; in one traditional favorite, girls sing and dance while tapping on drums slung from their shoulders. Also in the auditorium, films and slides show life in contemporary Korea.

TOWER OF TREASURES. Standing in between the two buildings is a replica of the Tabo Pagoda, or Tower of Many Treasures. Built in Kyongju, Korea's capital during its Golden Age, the Sixth Century pagoda is considered a masterpiece of Oriental carved stonemasonry.

RESTAURANT. The teahouse serves individual dishes or complete meals. One of the specialties is *Kimchi*, a mixture of spiced and pickled vegetables which has been seasoned underground in huge jars.



53

WBT 2,000 TRIBES

This unusual pavilion is modeled on an aborigine hut and is named for 2,000 tribal groups throughout the world which are still so primitive they have no written language. It is sponsored by



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5. There's much, much more that will keep you talking and *thinking*. Continuous shows. Everything's free. Look for the IBM Pavilion. It's just to the left of the main entrance.

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the Wycliffe Bible Translators, an American society dedicated to carrying the Scriptures to primitive peoples. The WBT reduces their unwritten tongues to simple phonetic systems, and translates the Bible into this new, easily understood writing. In the pavilion is a museum of artifacts from many tribes. Five contemporary paintings depicting Amazon scenes are displayed in an adjoining theater. From time to time demonstrations of the translating process are also given by WBT scholars.

* *Admission: free to the museum; 50 cents to the theater.*

* *Performances in the theater every 20 minutes. Program lasts 12 minutes.*

Highlights

BOWLS AND BLOWGUNS. On view in the museum are totem poles from the Indian tribes of the Pacific Northwest, brightly colored feather capes, carved wooden ornaments, bowls and woven work from North and South America. An exhibit also shows how Amazon Indians make blowguns and mix the poison they put on their darts—just one of the hazards WBT missionaries have encountered. Large photographs show WBT emissaries teaching basic hygiene and agriculture to primitive tribes, and providing medical care.

JUNGLE SCENES. On the stage of the 100-seat theater are five panels, 10 by 25 feet, depicting in dramatic scenes the conversion of an Amazon jungle headhunter who learned to read and write, then taught fellow tribesmen. Lights pick out each mural in turn in the darkened theater.



54

DENMARK

Children can romp in a supervised playground modeled after the one in Copenhagen's famous Tivoli Gardens,

while their parents explore numerous other attractions. Carrying out the privately sponsored pavilion's theme, "Meet the Danes," a one-story building is filled with exhibits and shops, and there are two restaurants in the area as well as a special children's café.

* *Admission: free.*

* *Restaurants remain open to midnight.*

Highlights

TIVOLI IN MINIATURE. In a 160-foot-long area, children can sail paper boats made for them by kindergarten nurses in attendance, whisk down a dippy-doodle slide, explore a maze, play in a giant sandbox and climb about a Forbidden House where they can peek through a huge keyhole, stamp on the floors, or take a turn at a ship's helm. The playground was created by experts who designed the original in Copenhagen.

¶ *A children's café* adjoining the playground has seats shaped like birds and features Danish treats in child-sized portions. When the youngsters finish eating or playing, they can wash up in two restrooms built specially for children.

EXHIBIT PROMENADE. Craftsmen demonstrate silversmithing, porcelain-turning and other Danish arts. Nearby, fine Danish products—toys, dinnerware, glassware, cutlery, furniture—are for sale. A "hall of fame" pictures some famous Danes of history, including storyteller Hans Christian Andersen and Niels Bohr, father of atomic energy.

RESTAURANTS. Pastries, made on the premises by bakers brought over from Denmark, and other Danish foods are served in two dining areas. The Kattegat Inn, a sidewalk café and snack bar, specializes in Danish coffee and *Smørrebrød* (assorted open-faced sandwiches). The Denmark Restaurant offers more formal dining, adding specialties of the various provinces and fish flown in from the Baltic and North Sea fishing beds.

Although the World's Fair Marina is one of the largest on the East Coast, almost half of the berths for the 1964 season were rented more than three months before the Fair's opening.



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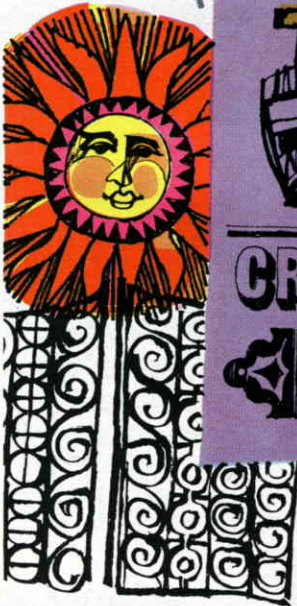
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COME DOWN TO THE LEVEE

VII

JACKSON SQ



CRESCENT CITY

CRUISES

AND SEE ALL THE CHEVIES

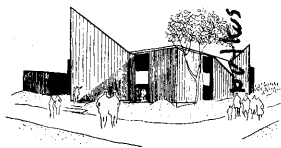


Don't miss Chevrolet's New Orleans Exhibit in the General Motors Exhibit Building

It's a fete day every day at Chevrolet's New Orleans Exhibit—riverboats, southern belles and the nicest cars on either side of the Mississippi.

So come on. Shuffle on down and sit behind the wheel of the Jet-smooth luxury Chevrolet. Check out the thrifty '64 Chevy II. Step into Corvair and Corvette—Chevrolet's answers to Mardi Gras. Then top it off with a good long look at Chevelle, the only car that could come between Chevrolet and Chevy II. You all come visit us now. . . . Chevrolet Division of General Motors, Detroit, Michigan.





55

VENEZUELA

In this tropical redwood building, guitarists, dancers and a number of other performers entertain, and there is an exhibit of classical and contemporary Venezuelan art. The walls are decorated with photographic panels of Venezuelan scenes. Souvenirs are for sale and leading businessmen are on hand to discuss commercial opportunities in the country.

* *Admission: free.*

Highlights

DOCUMENTS OF THE LIBERATOR. Some of the most important manuscripts and belongings of Simón Bolívar, the South American liberator, are dramatically spotlighted in a dark room. In other side rooms are antique and modern jewelry.

PERFORMERS FROM CARACAS. Live entertainment is offered from time to time in the main hall. Guitarist Aliro Díaz, pianist Judith Jaimes and contemporary dance groups are scheduled.

ART NEW AND OLD. On the mezzanine is a collection of Venezuelan works, both old and new. Some of them are for sale.

BUSINESS MEETINGS. Officials from Venezuela's commercial world answer questions from American businessmen.

GIFTS AND SOUVENIRS. A small shop sells colored glass, cigars, costumed dolls, pottery and gold orchid pins.



56

HONG KONG

The bustling commerce, scenic beauty and Oriental-European atmosphere of the famous British crown colony have

been re-created in the Hong Kong pavilion and the adjoining Crown Colony Club, sponsored by the Hong Kong Trading Company, Inc. The pavilion—with upswept eaves, intense colors and intricate carvings—captures the spirit of Hong Kong architecture. It contains special Oriental exhibits and shops, and has a restaurant. The Crown Colony Club is a restaurant, night club and exhibit area. Set in a landscaped garden dominated by three Chinese junks, it is entered either from the pavilion or through the stern of one of the junks.

* *Admission: free.*

Highlights

MARKET STREET. The first floor of the Hong Kong building suggests a busy, modern street in the colony. On both sides sit little shops and stalls where jade and ivory pieces are carved to order, measurements are taken for custom clothing and a wide variety of other merchandise is sold.

THE CLUB ON DISPLAY. The entrance to the Crown Colony Club, flanked by tiny sampans and the huge junks with their multicolored sails, has the distinctive appearance of a Hong Kong dockside. On display in the club are antique furniture, richly colored rugs and art objects.

RESTAURANTS. Basket lunches may be purchased at an outdoor café, and each building has a restaurant and bar. In the restaurants, Chinese waitresses bring trays of dishes to the tables; diners choose from among 200 entrees, including Cantonese squab, duckling stuffed with shark fin, and shrimp and beef in lily leaves. Music is provided for dancing. Chinese opera singers, acrobats and other groups perform during the dinner hour at the Cathay restaurant in the Hong Kong building and several times every evening at the Colony Club.

An animated slide sequence at the Continental Insurance pavilion that shows Deborah Sampson, woman soldier in the Revolution, was photographed not from drawings but from a series of needlepoint pictures—50 of them, involving more than 100,000 hand-sewn stitches.



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Our bank offers more of a Helping Hand. From giving lollipops in our suburban offices...to giving entree to the financial "inner circle" in over 145 nations. During your stay at the Fair, we offer you our Helping Hand for all your banking needs. Over 120 offices in the New York area. Chemical Bank New York Trust Company.

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Keeps time by an electronically-powered tuning fork. It doesn't tick. It hums.

Does away with hair-spring and balance wheel, parts that limit the accuracy of all watches.



So trouble-free you can forget about setting, winding and usual watch maintenance and repair.

It's so amazingly accurate it's now in orbit as a timing device in space satellites.

ACCUTRON "Spaceview" Shows electronic tuning fork mechanism. 10-KT gold-filled case. \$150*

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ACCUTRON is the only timepiece guaranteed 99.9977% accurate on your wrist. It makes the finest watches—even electric watches—obsolete.

Take a closer look at the Accutron "Spaceview" model at left. Just under the 2 o'clock marker you'll see a barrel-shaped transistor. It's part of a unique power system that provides electronically-controlled energy.

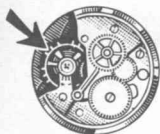
Now look behind the 12 o'clock symbol. You'll see the top of a uniquely shaped tuning fork. As the tuning fork

vibrates, it supplies such steady, unvarying power to the hands, that Accutron is the only timepiece in the world guaranteed 99.9977% accurate on your wrist. (And it doesn't tick . . . it hums.)

Discover the confidence of having the right time *all* the time. See Accutron—the most distinctive timepiece you can own or give. At fine jewelers now.

Why ACCUTRON makes all types of watches obsolete

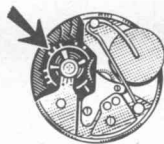
Windup



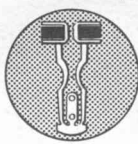
Self-wind



Electric

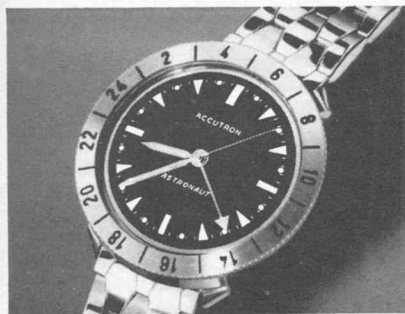


ACCUTRON



All three types of watches measure time by the same 300-year-old principle—the mechanical hairspring and balance wheel. This old-fashioned mechanism is made up of moving parts, so it's affected by friction . . . can lose accuracy and wear out.

The Accutron timepiece measures time by a revolutionary new principle—an electronically-powered tuning fork that vibrates precisely 360 times a second. It has no moving parts, so it's not affected by friction . . . can't lose accuracy or wear out.

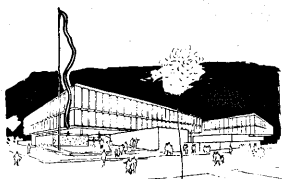


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New York, Toronto, Bienne, Milan. *All prices plus tax—waterproof when case, crystal and crown are intact.



57

SPAIN

The country today and its role in the discovery, colonization and independence of the Americas are portrayed in three attached buildings which enclose a rich collection of exhibition halls, restaurants and inner patios. Featured are masterpieces of Spanish art, old and new; historical objects and documents; products of great Spanish designers and craftsmen; triumphs of the Spanish kitchen, and a theater with a constantly changing program of concerts, dance groups, film festivals and fashion shows.

* *Admission: free, except for the theater, where prices vary according to the show.*

* *Hours: 10 a.m. until 12 p.m., except the Granada Restaurant, open until 2 a.m.*

Highlights

THE WELCOMING FIGURE. A six-foot statue of Isabel la Católica, first Queen of a united Spain and patron of Columbus, stands in front of the pavilion. It was cast in bronze by sculptor José Luis Sanchez.

THE GREAT IRON GATE. A sliding gate, 27 feet long and 5 feet high, guarding the entrance to the pavilion, provides a dramatic, abstract example by sculptor Amadeo Gabino of Spain's celebrated wrought-iron work.

HISTORICAL HALL. Giant, semi-abstract murals by Joaquín Vaquero Turcios, depicting Spanish faith, culture and the evangelization of the Americas, decorate the walls of this room in the pavilion. Documents and objects relating to Columbus' voyages to the New World are on exhibit.

THE SPAIN OF LEGEND. Outside Historical Hall hangs *la Tizona*, the battle sword of Rodrigo Díaz de Vivar, the 11th Century Christian warrior known as *El Cid*.
A NATION'S ART TREASURES. Priceless works of art, many never before shown

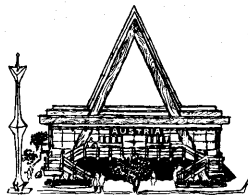
outside of Spain, are on exhibit in three sections of the pavilion.

¶ **Museum of Masterpieces.** Paintings by four immortal artists are on display: El Greco (represented by *Hidalgo*); Goya (*La Condesa de Chinchón, La Maja Vestida, La Maja Desnuda*); Velázquez (*Pabilllo*); Zurbarán (*Fray Gerónimo Pérez*).

¶ **Gallery of Contemporary Art.** Each month a new exhibit of outstanding contemporary Spanish art is held here. Specially commissioned paintings by Picasso, Miró, Dali, Gris and Solana are on permanent display.

¶ **Hall of Sacred Art.** Modern and traditional religious art and objects show the unbroken course of Spain's Catholic heritage. One wall is a stained-glass window, 45 feet wide by 6 feet high, created by Manuel Molezún.

SPAIN IN CLOSEUP. Upstairs in the pavilion is a detailed look at the nation today. Displays cover a variety of products both handcrafted and manufactured, including women's high fashions, hunting and fishing gear, children's toys and model homes. Seven kiosks behind the pavilion sell delicacies and souvenirs.
RESTAURANTS. There are three. One is a *marisquería*, or outdoor seafood bar. The Granada serves traditional Spanish food in an informal setting with entertainment by flamenco dancers and singers. The Toledo is a de luxe restaurant featuring international cuisine; both the Toledo and the Granada are under the direction of the renowned Cortés of Madrid's Jockey and Club 31 restaurants.



58

AUSTRIA

Industry, art and social work are featured in this modernistic mountain lodge, suspended 15 feet above the



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second floor Japanese Pavilion

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ground from three soaring A-shaped supports. Beside the pavilion stands a 55-foot abstract sculpture in stainless steel; in the area under the building are other examples of contemporary sculpture, and a large photographic exhibit of one of Austria's most admired enterprises—SOS Children's Villages, which are settlements for homeless children. Within the exhibit hall, the music of Mozart and Strauss is heard, and there are brilliant color transparencies of Vienna's baroque splendors and Salzburg's elegant opera performances. Modern Austria is represented by a number of exhibits of the nation's industry, products and handicraft.

* Admission: free.

Highlights

HOMES FOR THE HOMELESS. Pictures show the growth of the SOS Children's Villages, established in Austria in 1949. They now number some 75 all over the world. The exhibit reflects the care and education the children receive in their communities.

STEEL AND PETIT POINT. Among the industrial exhibits is a detailed model of a steel plant featuring a new process for producing high-grade steel cheaply. The products displayed include ski equipment, toys and petit point handbags.

The world's biggest cheese, in the Wisconsin pavilion, is protected against mice by glass, even though experts figured out that it would take one average-sized mouse 27 years to devour the whole cheese.



59

JAPAN

Rockets for space research, model trains and tea ceremonies, and an array of consumer products are part of a presentation which emphasizes the differences between the new Japan and the old.

Side by side with some of the world's most advanced microscopes, cameras, automobiles and industrial machines are charming evidences of the quiet, cultured but totally nonindustrial Japan of only 100 years ago. The pavilion buildings combine the graceful architecture of ancient Japan with contemporary designs. On an outdoor stage, fireworks, Judo tournaments, fashion shows and dance programs are scheduled. There are two Japanese restaurants, an American-style snack bar, and a roof garden serving Japanese beer.

* Admission: free.

Highlights

A CENTURY OF PROGRESS. Japan's rapid emergence as an industrial nation is shown in photographs of Tokyo as it is now and as it was 100 years ago, just after U.S. Commodore Matthew Perry opened the nation to trade with the West. Examples of current scientific and industrial progress are shown in many exhibits. Among them:

¶ *Probers of space.* Japanese-made rockets hang prominently in the center of the building. A portable planetarium which projects man-made satellites as well as the solar system is on display.

¶ *New tools of science* share another display. An electron microscope is shown which can photograph the smallest particles of matter, enlarging them two million times. Near it is a newly developed motion picture camera that can take one million frames per second.

¶ *Symbols of industry* include a replica of the world's largest tanker, the *Nissho Maru* (132,200 tons), and a scale model of the world's fastest express train (160 miles per hour). An elaborate miniature railroad system emphasizes Japan's rail-roading skills.

THE NEW JAPAN. The second building, reached by a ramp from the first, offers an array of consumer goods—sports cars, motorcycles, frozen foods, sewing machines—plus demonstrations of flower arranging and the ritualistic Japanese tea ceremony. A model rocket gives the visitor who steps inside it the sensation of space travel. At the press of a button, an electronic computer



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Walking the fairgrounds? Hope you're wearing cool, comfortable, easy-to-clean, water-repellent, lightweight, Breathin' Brushed Pigskin® shoes on your feet . . . they're called Hush Puppies®!

Over 100 styles and colors, from youngsters' size 10 (about 6.95 to 8.95) to women's size 11 and men's size 16 (about 8.95 to 10.95).



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provides information on how to get almost anywhere in the world. A stand sells Japanese-made products, including color TV sets.

RESTAURANTS. In the third building, called the House of Japan, are the two restaurants, which serve foods such as *sukiyaki* and *tempura*. The first, on the main floor, caters to diners who prefer Western tables and chairs. The second, on a mezzanine, serves meals the Japanese way—on low tables with the diners sitting on straw mats. Diners at both may see stage shows which present glimpses of Japanese theater and dance.

The first Fair building in operation was the heliport, with its Top-of-the-Fair Restaurant. It opened October 16, 1963.



60

GUINEA

A bridge leads across a stream to the pavilion's three round buildings. Two small thatch-roofed structures set in a tropical landscape contain industrial exhibits, a shop selling souvenirs and a tourism center. The round main building, with curving glass walls inside a steel grid, houses handicrafts, a travel display and a restaurant in which members of Guinea's famed ballet troupe perform.

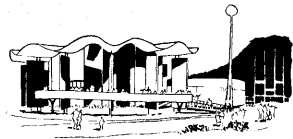
* Admission: free.

Highlights

AFRICAN HANDICRAFTS. The exhibit area in the main building displays carvings of wood and ivory, silver and bead jewelry, ceramics and cloth with bold print designs. Similar items are also sold in a shop in the same area.

AFRICAN DANCERS. Members of the Ballet Africaine, which made its American debut in 1959, present graceful interpretations of Guinean dances. They appear regularly on the restaurant stage.

RESTAURANT. This eating place seats about 130, and specializes in traditional rice and meat dishes.



61

SERMONS FROM SCIENCE

Stage demonstrations of scientific marvels plus color films of the wonders of nature, sponsored by the Christian Life Convention of New York City, illustrate the compatibility of faith and knowledge. The shows take place in a circular auditorium seating 500. In an adjoining conference room, visitors may meet religious leaders associated with the exhibit. The building, with its scalloped roof, is reached by a ramp which curves over a reflecting pool. Jets of flaming gas and splashing water ring the area.

* Admission: free.

* Length of performance: 30 minutes; one show each hour on the hour from 10 a.m. until 9 p.m. Stage presentations at 3, 5 and 8. Films shown at other times. There are some 30 shows; the complete cycle is repeated every three days.

* At each performance headsets provide simultaneous translation of the narration into five languages. The narrations are translated into 15 languages in all.

Highlights

MAGIC ON STAGE. Dr. George E. Speake and James I. Moon of the Institute of Science, a division of the Moody Bible Institute of Chicago, present wonders of science. During one show the demonstrator sends a million volts of electricity crackling through his body to ignite a piece of wood in his hands. At other performances his demonstrations include: A Cry That Shatters Glass; A Frozen Shadow; A Flashlight That Talks; The Stammering Machine; Invisible Energy That Sets Steel Aflame; Eyes That See in Total Darkness; and Electron Magic with a Ribbon of Rust.

HITACHI launches a new era in railroading with the Hitachi Superexpress, a train that streaks down the tracks at a phenomenal 155 mph. This is one example of Hitachi versatility in industry—10,000 products from turbines and generators to transformers and trains including a full range of home appliances.



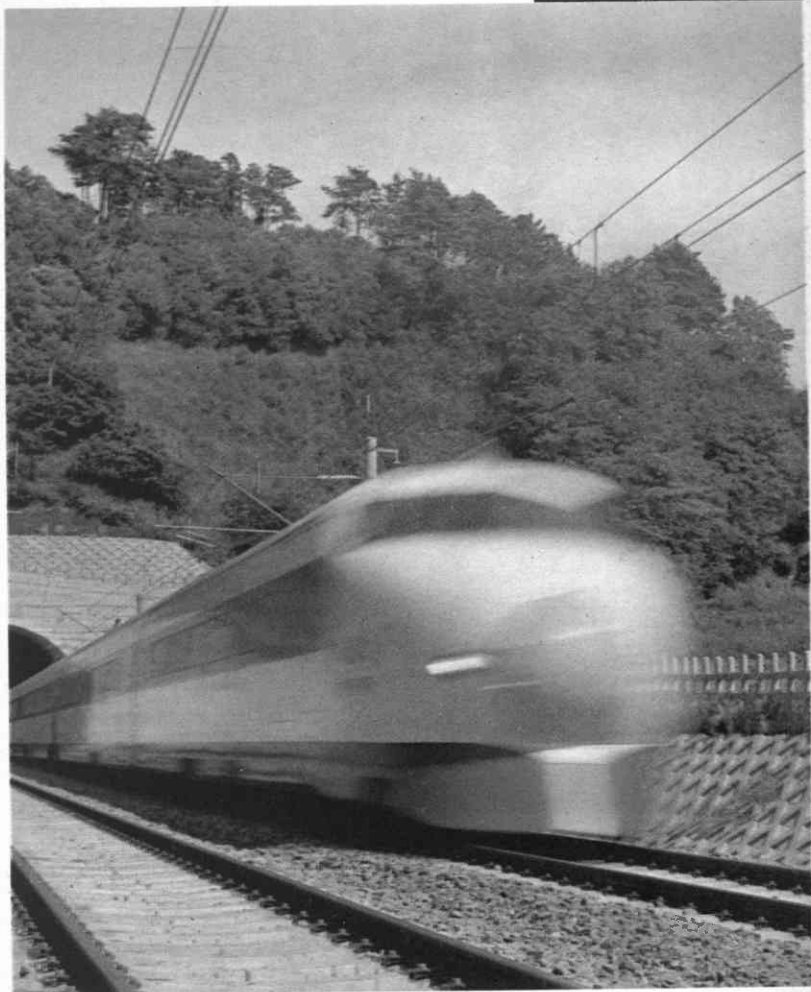
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See the graceful dancers of Indonesia

- Hear the mysterious music of the gamelan
- Marvel at the famed Indonesian puppets
- Watch skilled craftsmen create exquisite batik
- Enjoy tempting Indonesian cuisine
- Learn about the world's largest archipelago nation and its 100 million people
- Products of Indonesia — Movies — Souvenirs

Indonesia

#86 on maps in this Guide



MIRACLES ON FILM. There is a series of motion pictures in color prepared by the Institute of Science on nature and scientific topics. These films are widely used by the armed services, scientific organizations and schools. Among the latest: *City of Bees* (on life in the hive) and *Red River of Life* (on the heart).



63

GARDEN OF MEDITATION

A two-acre park set aside by the Fair provides a place for rest, relaxation and reflection amid the bustle and excitement of the other attractions. The Garden of Meditation is screened by pine, birch and oak trees; mountain laurel, azaleas, lilies, irises and other plants line its paths. There are benches on an oval walk near an informal pool; plaques carry references to appropriate Biblical verses and a quotation on the wonder of nature from Sir Francis Bacon.

* Admission: free.

Avis Antique Car Ride marked its groundbreaking at the Fair by setting up a race from Manhattan to the fairgrounds. Entrants were a Ford Thunderbird, a Model T Ford, a long-distance runner, a unicyclist, the 1955 national champion amateur roller-skater, a brace of girl hikers, a camel, a roller-skating chimpanzee, a dog sled on wheels pulled by six Huskies, a man on stilts and another on a pogo stick. Nobody ever figured out who won.

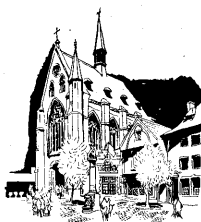


62

CHRISTIAN SCIENCE

Topped by a heptagonal pyramid of glass, the main building of the pavilion is designed to provide a restful area in which to view three-dimensional exhibits that explain Christian Science. The structure, surrounded by 14 lighted fountains, is shaped like a seven-pointed star and rises from a pool of water 100 feet in diameter. A photographic display in the first point of the star sets a thoughtful mood that is carried out in other exhibits, which range from explanations in the Bible of the basis of the religion to its relevance in the nuclear age. In one section, visitors can listen to taped testimonials describing spiritual healings through the study and practice of Christian Science. Near the main building is a second, smaller building, which houses a reading room accommodating 25 people; behind both structures is a park with chairs for relaxation and contemplation.

* Admission: free.



64

BELGIUM

In contrast to the modern architecture around it, "Picturesque Belgium" is a meticulous copy of a walled Flemish village as it might have appeared in 1800—from the roof tiles to the costumes the villagers wear in the cobbled streets. More than 100 houses, a 15th Century church, a City Hall with a rathskeller under it, a canal and an arched stone bridge occupy nearly four acres, making this the largest international exhibit at the Fair. Folk dancing, an 1898 carousel, native cuisine, handicrafts and crooked streets lined with small shops are part of the privately sponsored pavilion. The Belgium of a later era is also

on display in the form of modern inventions, industrial exhibits and relics of World War II.

* *Admission: to the village, adults \$1.25, children 60 cents. There are additional charges to the church, the City Hall, the merry-go-round and the museum.*

Highlights

COLORED SANDS. Within the church, which is an exact replica of the beautiful Gothic Church of St. Nicholas in Antwerp, a number of major masterpieces have been copied in sand painting, an art form in which the Flemish specialize.

GILLE DANCERS. Four times each day gaudily dressed clowns wearing wooden shoes, ostrich-feather headdresses and bells dance through the streets, accompanied by drums and brass instruments. The *Gilles* hark back to 1540, when Belgium was ruled by Spain, and the conquistadors' triumph over Peruvian Indians was celebrated at Mardi Gras.

BEER HALL. A 1,500-seat rathskeller, largest of the village's 35 eating places, is located underneath the City Hall. A 20-piece band plays here, and American as well as European food is served. Beer, imported and American, is the specialty.

BASTOGNE "NUTS" MUSEUM. Relics of the Battle of the Bulge plus various weapons of World War II are on display in a museum named for the classic comment of U.S. Major General Anthony C. McAuliffe when he was asked to surrender Bastogne.

Although Fair pavilions will be torn down after the two Fair seasons, they were built to stand up under an Atlantic seaboard winter, and exhibitors saved little in construction costs. Most of the foundations and roofs have an estimated natural life of five years, and portions of some buildings could last as long as 40 years if not demolished.

SEE & HEAR

the Newest Electric / Electronic Advances from NIVICO of Japan

To entertain and enlighten you, JVC-NIVICO of Japan presents an exciting display of new developments in transistor and electric/electronic products. Be sure to see them on the second floor of the beautiful Japan Pavilion.

You will find amazing miniature television sets, including the smallest and lightest in the world, to take with you wherever you go. There are also a new electronic organ of unique design, 2-hour continuous recording dictating machines, a closed circuit television system, and the latest and smallest in videotape recorders for industrial and educational use.

These and many more will interest the whole family. All are products of precision engineering from famous JVC-NIVICO (Victor Company of Japan).



4-1, Nihonbashi Honcho, Chuo-ku, Tokyo, Japan

Home Instruments: DELMONICO International 50-35, 56th Road Maspeth, New York 11278, N.Y.
Industrial Instruments: DAGE Television Company 455 Sheridan Avenue, Michigan City, Indiana

The Fair's largest pavilions are the GM Futurama and the Ford Rotunda.



65

THE VATICAN

The most important work of art at the Fair is on display here: Michelangelo's 465-year-old masterpiece in carved Carrara marble, the *Pietà*, generally held to be one of the finest examples of Christian art in any medium. Installed in Old St. Peter's Basilica in 1499, it had never been taken from the Vatican until the late Pope John XXIII granted permission for it to be brought to the Fair. The

pavilion in which it is exhibited is an oval-shaped building topped by a cross, with a curving wall extending from the entrance. The pavilion and its contents have as their theme, "The Church is Christ Living in the World."

* Admission: free.

Highlights

THE MASTERWORK. The *Pietà* represents the body of Christ in the arms of His mother just after He was taken down from the cross. The work, six feet long by five feet nine inches high, is shown in a setting created by stage designer Jo Mielziner. Spectators are carried past it on three moving platforms at different heights. There is a walkway for those who wish to view it at their own pace.

MULTIPLIED MOVIES. Elsewhere in the pavilion six-minute films on religious themes are projected on a 10-screen curved wall, each screen contributing its own separate images to the theme.

**BOTTLED
IN FRANCE**

Does this make a difference?

Indeed it does. Marie Brizard believes that the *only* way to keep all of the delicacy and smoothness of these liqueurs is to bottle and seal them at the source—in France. Is this old fashioned? Perhaps. Are these liqueurs worth all this effort? Oui—definitely. And *you'll* enjoy the difference.

Marie Brizard Liqueurs

SCHIEFFELIN & CO., NEW YORK

ST. PETER'S TOMB. In the center of the pavilion is an exact replica of the excavation made under St. Peter's Basilica by archeologists in the 1940s and identified as the site venerated since the First Century as the Apostle Peter's burial place.

THE GREAT CEILING. In the final ground floor room are the celebrated LIFE magazine transparencies of Michelangelo's Sistine Chapel ceiling and a photo exhibition on Catholic sacramental life. In separate kiosks are displays of coins and stamps having a religious significance, including the private collection of Francis Cardinal Spellman of New York.

THE CHAPEL. The mezzanine floor is a Catholic chapel seating 300 persons. Mass is said each morning, and the chapel is open through the day. Near the front is a statue of the Good Shepherd that comes from the Catacomb Era of the Third Century. It is among the earliest existing sculptural representations of Christ.



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FRANCE

Sidewalk cafés, shops along the Rue de la Paix and a Parisian-style restaurant help carry out the theme of this pavilion: *joie de vivre*. Flags of the French provinces fly from the walls of the white, blue and gold building; two flames burn continuously from tall towers at the entrance. Within the privately sponsored pavilion are many aspects of contemporary France: painting, sculpture and books; industry; scientific research; tourism. There are also simulated wine caves.

* Admission: free.

Highlights

BOUTIQUES. The many shops lining the building's aisles—which are named for Paris streets—specialize in the goods of the country. One sells luxury items such as perfume, another packaged gourmet foods, and so on.

RESTAURANT. Occupying the entire second floor, the restaurant has a bar and banquet room. It becomes a supper club after 9 p.m. Food is in the most sumptuous Gallic tradition.

An insurance pool organized to protect the Fair's exhibits has placed their value at more than \$300 million—not counting irreplaceable art objects.



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SWEDEN

This pavilion, dedicated to the theme of "Creative Sweden," is a testimonial to that nation's private enterprise. Sponsored by leading industries and businesses, it has three main sections: a large "Hall of Industry" featuring exhibits of Swedish technology and products, a miniature branch of Sweden's largest department store and a restaurant specializing in authentic Swedish smorgasbord.

* Admission: free.

* Restaurant hours: noon to 10 p.m.

Highlights

LIGHTS AND ACTION. In the industrial section a special ceiling display simulates the appearance of the Northern Lights. A number of the exhibits show fascinating mechanical or electronic devices. In a demonstration of high-voltage electricity, voltage builds up within a five-foot plastic sphere, creating an eerie "corona," or halo. A mammoth movable-pitch ship propeller operates in its own pool. A high-speed machine fills toothpaste tubes. On display for the first time is a large model of Sweden's supersecret new fighter plane, the *Viggen*, or Thunderbolt. One exhibit traces telephone design since the 1870s.



Close-up of the \$500,000 electronic World's Fair model on view in the American Express Pavilion.

Visit the American Express Pavilion first— see the official scale model of the World's Fair

The American Express Pavilion is the Official Fair Ticket and Information Center—located right inside the main gate.

GET YOUR BEARINGS. There is so much to see at the Fair that you should plan each visit carefully. Our Pavilion helps you do just that. It houses the official scale model of the Fair that shows all the key landmarks *and* the shortest, most convenient routes to each one.

Use convenient American Express services in our Pavilion. From 10 a.m. to 10 p.m. you can:

1. Buy and cash American Express

Travelers Cheques (Official Travelers Cheques for the Fair).

2. Get refunds for lost or stolen Travelers Cheques.

3. Get facts about all the establishments honoring the American Express Credit Card (Official Credit Card for the Fair).

4. Cash personal checks against your American Express Card.

5. Get full travel agency services.

6. Exchange and remit foreign currency or U. S. dollars.

7. Send and receive telegrams.

8. Buy and cash American Express Money Orders.

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