

This manual is for reference and historical purposes, all rights reserved.

**This page is copyright© by M. Butkus, NJ.**

This page may not be sold or distributed without the expressed permission of the producer

I have no connection with any camera company

On-line camera manual library

This is the full text and images from the manual. This may take 3 full minutes for the PDF file to download.



## Official World's Fair COLOR SLIDES

sold individually • 35 mm (2 x 2)

- When you return home, fill in your collection with Wolfe slides to commemorate the New York World's Fair and show to your friends.
- 8-16 mm movies also available.
- Select any or all of the Official World's Fair Slides by Wolfe — backed by over 13 years experience in producing Hi-Fi color slides—the ultimate in true color reproduction.
- World's Fair slides are sold individually — write for free list. For complete 88-page Wolfe Worldwide catalog of thousands of views from 98 countries, send 25 cents.

★ WOLFE SLIDES ARE SENT ON APPROVAL - THEY HAVE TO BE GOOD!

### WOLFE WORLDWIDE FILMS

Dept. 45, 1657 Sawtelle Blvd.  
Los Angeles, California 90025

\* Distributed in association with Photo Lab, Inc.,  
Official Licensee, N. Y. World's Fair, 1964-1965

# COME COME COME

to  
**MODESTO  
(HONG KONG)  
LIMITED**  
TEL: ARI-2440

Exclusive Concessionaire  
in  
the Hong Kong Pavilion  
at the  
New York World's Fair  
1964-65  
for  
Ladies & Gentlemen  
Custom Tailoring,  
Beaded Sweaters and  
Brocade Materials



MAIN STORE  
**MODESTO LTD**  
8 MIRAMAR ARCADE • KOWLOON • HONGKONG

## INTERNATIONAL

**WELL-STOCKED STORE.** A small branch of the Nordiska Kompaniet department store in Stockholm displays and sells hundreds of examples of Swedish craftsmanship in crystalware, ceramics, metal, textiles and other fields.

**SWEDISH AND SAVORY.** "Restaurant Sweden" offers a smorgasbord table with a selection of up to 40 dishes daily. The Skål Bar features Swedish beers, aquavit and other thirstquenchers.

The Unisphere, symbol of the present Fair, stands on the same spot where the Trylon and Perisphere, twin symbols of the 1939 Fair, were located. Between fairs the circular area was maintained by the city as a garden.



# 68

## INTERNATIONAL PLAZA

A multitude of small exhibits along promenades make the Plaza an international fair within a fair. Among the sponsors are governments and trade groups from almost every part of the world. Their displays include works of art and food specialties, raw materials and manufactured goods, photographs and motion pictures, travel and industrial information. Artisans demonstrate traditional crafts, and entertainers present their countries' music. Most of the exhibits have small cafés which serve special national dishes, and a large cafeteria-style garden restaurant offers a wide choice of foreign delicacies.

\* Admission: free.

### Highlights

**ART AND TREASURE.** A Brazilian company's exhibit of precious gems features the "Flora Brasileira," a jewel-studded gold flower worth \$100,000. A Mexican

artisans' association displays a circular stone calendar used by the Aztec Indians centuries ago, and a 15-foot-high statue that once was a column in an Aztec temple. India's exhibit includes a demonstration of ivory carving and a collection of jewelled carpets valued in excess of one million dollars. Burma has contributed a display of pearls and rubies.

**WARES FOR SALE.** Among the national products on sale are rugs from Turkey, silverware from Norway and straw hats from Taiwan. The work of artisans and manufacturers from Thailand to Italy is on display; West Germany alone is represented by more than 300 manufacturers.

**PICTORIAL DISPLAYS.** An art center exhibits and sells contemporary oil paintings from around the world; artists do portraits of visitors in oils or charcoal. There are many photographic exhibits, and Monaco shows a film of its latest annual Grand Prix auto races. The winning car is on display.

**FOODS.** Belgian waffles, beer from the Philippines and a kind of shishkebab from Yugoslavia are but a few of the food specialties displayed, sold or served by various exhibitors. Ecuador's bananas are presented in exotic desserts and squeezed into juice. Luxembourg features wines, cheeses, pastries and onion soup. The Mediterranean Center offers packaged delicacies from North Africa.

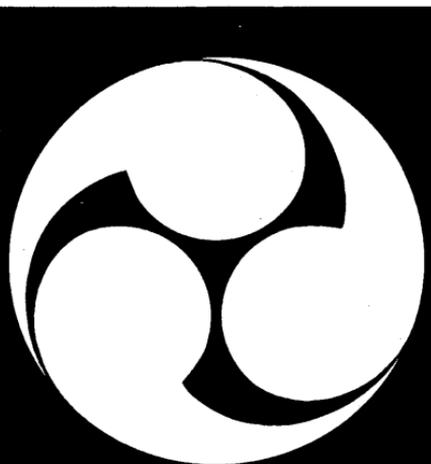
**GARDEN RESTAURANT.** Moderately priced dishes of many foreign cuisines are featured at the cafeteria. Visitors may assemble a truly international meal and dine in the garden under colored umbrellas.



69

**HALL OF FREE  
ENTERPRISE**

The principles and benefits of "free competitive enterprise, properly regulated, unhampered by unwarranted in-



**THE  
HISTORIC  
CREST  
OF  
DISTINGUISHED  
JAPANESE  
FAMILIES . . .**

**AND  
THE  
MARK  
OF  
QUALITY  
JAPANESE  
GLASS . . .**

TRADEMARK

**ASAHI GLASS CO., LTD.**

TOKYO, JAPAN

Flat glass  
Chemicals

TV glass bulbs  
Refractories

terference" are explained in a variety of ways in this one-story steel and concrete building, sponsored by the American Economic Foundation. A theater in the round has a show on "bread and butter issues" and, for those who can spend the time, there is even an accredited graduate seminar in economics, given in two-week sessions, at the pavilion.

\* *Admission: free.*

\* *Stage show takes 15 minutes; performances are continuous.*

### Highlights

**ECONOMICS ON STAGE.** The seats in an oval theater slowly swivel to follow a show called "Mr. Both Comes to Town," staged on sets that encircle the audience. An animated wire figure represents man's dilemma: as producer he wants higher wages for his work; as consumer he wants to buy goods at lower prices.

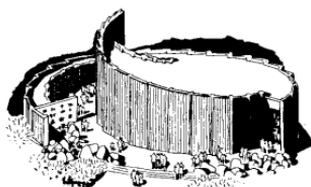
**MONEY IN MOTION.** In a three-dimensional, animated wall panel America's corporate economy comes to life. Polarized light makes money appear to flow through transparent tubes, to show how it is channeled into purchases, payrolls, taxes and profits, until the books are balanced.

**TREE OF ECONOMIC LIFE.** A symbolic revolving "tree" standing 12 feet high is designed to demonstrate the factors of economic growth: the natural resources that man taps, the jobs at which he works, the tools he uses and the goods he produces and buys.

**THE ANSWER MACHINE.** On giant panels, 120 basic economic questions are printed. When the visitor punches a numbered button on the wall panel, a machine prints out the answer.

**ENTERPRISE ECONOMICS, B.A. 204-0.** This is the title of a graduate seminar offered by Adelphi University's Business Institute and accredited by the State University of New York. Adelphi faculty members and distinguished outside economists lecture. Two or three credits toward an M.A. degree can be earned in the seminar, which is given in two-week periods of 30 classroom hours.

The rockets shot off nightly at the Fountain of the Planets are worth \$1,000. By the Fair's end \$365,000 worth will be used.



## 70

### AMERICAN-ISRAEL PAVILION

This spiral-shaped building, with boulders hewn from King Solomon's Mine set at its entrance, curls around itself like a chambered nautilus in red mahogany. The winding walkway conducts the visitor through 4,000 years of Jewish history. Successive rooms re-create the sights and sounds of various epochs by means of music, artifacts and dioramas. Open shops, including a snack bar, line the low end of the spiral. The pavilion is sponsored by the American-Israel World's Fair Corporation.

\* *Admission: adults, 75 cents; children under 12, 25 cents; children under 6, free. Special group rates.*

### Highlights

**REBIRTH OF A NATION.** The 15-to-20-minute walking tour begins in a city of Biblical times. The visitor finds himself strolling down a narrow stone street; he sees women milling grain, scribes at work and the Temple of Solomon in the background. A second scene, called "Dispersion," shows Jews scattered around the world, making their contributions at different periods to the cultures of Europe, Asia and Africa. A display of the Ten Commandments in various languages indicates the special impact of their moral traditions. The tour ends in the streets of Haifa of 1964. Displays contrast the new and the old; models of an ancient Mediterranean barge and a 20th Century Israeli ocean liner are side by side. Israel's scientific and social progress are also depicted.

*We welcome you to the*



# CHRISTIAN SCIENCE PAVILION

IN THE INTERNATIONAL SECTOR



This exhibit is a brief introduction to  
Christian Science in which many are  
finding a new world where there is:

*...provable faith in a skeptical age*  
*...peace and spiritual refreshment*  
*amid the confusions of daily living*  
*...healing of spirit, healing of mind,*  
*healing of body through the re-*  
*storing power Christ Jesus taught*

We invite you to explore  
*...this new world of ideas*  
*...this practical understanding of God*  
*and man*

**SHOPPING MALL.** Shops are staffed by young Israeli students. On sale are hand-wrought jewelry, ceremonial religious objects and hand-embroidered blouses. **"FALAFEL" AND FRANKFURTERS.** The stand-up snack bar serves kosher foods and Israeli specialties such as *falafel*, a spicy vegetable patty eaten between slices of a soft, round bread.



71

**SWITZERLAND**

In an exhibit area sponsored by the industries of Switzerland, displays of clocks, watches, chocolates and cheese

are housed in buildings reminiscent of Alpine chalets. A tourist information center and a restaurant are part of the pavilion. Electronic equipment in the Time Center controls 10 modern Swiss clock towers which provide accurate time at the Fair entrances.

\* *Admission: free.*

\* *Hours: The Chalet Restaurant remains open until midnight to accommodate patrons of the adjacent Swiss Sky Ride.*

**Highlights**

**TIME TO THE SPLIT SECOND.** The "Time Center," near the entrance to the pavilion, is a concentrated display of the controls which regulate the official clocks of the Fair. At the front of the exhibit are the dials and indicators of a large "Master Clock," so accurate that it can measure irregularities in the earth's rotation. This clock registers the year, day, hour, minute, second, 10th of a second and 100th of a second; visitors are in-

You  
Can't  
Make  
a  
Wrong  
Move...



PARTNERS IN PLEASURE

**FLEISCHMANN'S  
GIN and VODKA**

FLEISCHMANN'S GIN—90 PROOF • DISTILLED FROM AMERICAN GRAIN • FLEISCHMANN'S VODKA—80 PROOF  
DISTILLED FROM AMERICAN GRAIN • THE FLEISCHMANN DISTILLING CORP., N.Y.C.

vited to take pictures in front of the clock as a permanent time record of their visit. Smaller clocks at the Center show the correct time at various places around the world as well as solar, sidereal and other types of time.

**GEMS OF THE WATCHMAKER'S ART.** Three small buildings house a two-million-dollar display of fine Swiss watches. In a daily drawing, a valuable Swiss watch is given away.

**SHOPS AND TOURS.** In a hall connecting the watchmakers' exhibits and the restaurant, chocolates and cheese are for sale, and representatives from various parts of Switzerland give information to prospective tourists.

**THE CHALET RESTAURANT.** A dozen chefs and 60 waiters and waitresses in native costume prepare and serve the fondues, ramequins, raclette and other dishes that have made the Swiss cuisine famous. The country-inn restaurant has tables on the main floor, on the balcony and outside on the terrace. Six fine Swiss wines, never sold before in the United States, are also available:

When the Fountain of the Planets in the Fair's Industrial Area is in operation, it utilizes nearly two and a half million gallons of water—either in its pipes or in the air.



# 72

## SWISS SKY RIDE

In one of the highest rides at the Fair, cabins holding four passengers each are suspended on cables 113 feet in the air. The cables run between the Korean and Swiss pavilions; a one-way trip covers 1,875 feet, takes four minutes and provides panoramic views not only of the fairgrounds but of Manhattan Island. Tickets may be purchased at booths near the two pavilions.

\* Admission: 75 cents one way; cars leave every 12 seconds.



# 73

## SIERRA LEONE

One of the most interesting aspects of this pavilion is the architecture: a building of three conic shapes floating above glass walls. The shapes are reminiscent of this West African country's mountain peaks and carry out the design of the three pyramids that appear on the nation's coat of arms. At the reception desk under the center cone, hostesses wearing colorful dress greet visitors and guide them on a tour that includes a stage show, displays of industrial products, striking photographs of native and tourist life, crafts, and an exhibit of exotic African woods. The building, designed by the Greek-American architect Costas Machlouzariades, will be dismantled after the Fair and shipped to Sierra Leone to become a permanent exhibition hall.

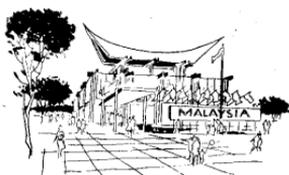
\* Admission: 10 cents.

### Highlights

**AFRICA IN DANCE.** The pavilion's feature attraction, visible throughout the building and even from the street outside, is a show which is presented on a raised stage under the main cone. Two troupes perform intricate dances, and acrobats entertain with feats of skill and precision.

**FROM MINERALS TO DIAMONDS.** The entire center of one cone is devoted to diamonds, a major industry in Sierra Leone. The display shows how diamonds are transformed from rough stones to cut and finished gems.

**NATIVE ARTISANS.** Near the pavilion's small cocktail bar, a woodcraftsman demonstrates how the exotic African masks and statues on display are carved. Close by, a weaver works to make cloth of the kind worn by the hostesses. Both carvings and the cloth, as well as other items, are on sale at an information counter.



74

## MALAYSIA

A new country—the 14 Federated States of Malaysia—uses visual devices and taped commentaries on pickup phones to acquaint visitors with its people, government, industry and arts. In the center of the two-story pavilion, orchids and ferns surround a small lily pond. An exhibit of the Malaysian way of life includes a color diorama of a village. Elsewhere on the ground floor are scale models of a tin mine and the Parliament House in Kuala Lumpur. The country's industry and commerce are shown on the second floor—including

an exhibit on one of its chief products, rubber. Films are shown continuously in a small theater. A collection of art works is in the pavilion's restaurant, where waiters offer assorted curries from wagons, and visitors may order such dishes as *satay*—marinated beef cubes broiled and dipped in spicy peanut sauce.

\* Admission: free.



75

## PAKISTAN

This exhibit presents a mosaic of history and change, from magnificent relics dating back thousands of years to

Next time say

**DON Q**

It's a wonderful rum

**DON Q IS THE ONLY PUERTO RICAN RUM COMPLETELY QUALITY CONTROLLED FROM THE GROWING OF THE SUGAR CANE RIGHT THROUGH TO THE SEALING OF THE BOTTLE. THIS SUPERVISION GIVES DON Q THAT EXTRA DEGREE OF SMOOTHNESS THAT MAKES ALL RUM DRINKS TASTE BETTER. ON THE ISLAND THEY SAY "IT'S AS LIGHT AS A TROPICAL BREEZE!"**

WHITE OR GOLD LABEL • 80 PROOF • SCHIEFFELIN & CO., NEW YORK

detailed models of mammoth dams and the dream city of Islamabad, Pakistan's unfinished future capital. The new and the old also are blended in the pavilion itself, a modern structure of lava stone topped by the petal-shaped dome which is traditional in Islamic architecture. A restaurant serves national dishes, and souvenirs and handicrafts are sold.

\* Admission: free.

### Highlights

**GLORIES OF THE PAST.** Statues and paintings, pottery, jewelry and manuscripts of Islamic calligraphy illuminate periods of Pakistani history.

¶ *Priceless relics* which have never before left Pakistan depict life of the Indus Valley Civilization (2500 to 1500 B.C.). In the collection are terra cotta goddesses, limestone busts, colorful cosmetic jars made of paste and earthenware, and toys—including whistling birds and little bullock carts.

¶ *The Western period* of influence in ancient Pakistan (200 B.C. to 600 A.D.) offers statues of gods carved in Greek-Roman style, plus a number of Buddhas.

¶ *The Islamic Period* (comprising the Eighth through the 19th Centuries A.D.) is portrayed through Mogul color miniatures, costumes, pottery, metalwork, glassware and illuminated manuscripts lettered in gold.

**THE PROGRESSIVE PRESENT.** An exhibit displays the art and craftsmanship of the people today: contemporary embroidery, ivory, brass and wood workmanship and current architectural designs. The nation's industrial achievements are portrayed through the display of a variety of finished products. Pakistani models appear in periodic fashion shows and there are exhibitions of paintings by Pakistani artists.

**THE PROMISING FUTURE.** A graphic display of economic growth includes models of such public-works projects as the Mangla and Tarbela Dams and the new capital city—rising on 250 square miles of barren land—which is to be completed in 1965. In addition, imposing topographical maps spread over both wall and floor, and dioramas dramatize the nation's bold dreams of life in the future.

**PAKISTANI BAZAAR.** A wide assortment of items, from toys and trinkets to luxurious rugs, is for sale.

**RESTAURANT.** Inside, under the pavilion's illuminated dome, or at outdoor tables under gaily colored canopies, favorite Pakistani dishes are served, including a variety of *kebabs* (cubes of spiced meat cooked with vegetables) and *Murgh Korma* (a chicken dish).

Under the pavilions stretch 160,000 feet of gas and water pipe, almost two million conductor feet of electric cable and 450 million feet of telephone wire.



## 76

### AFRICAN PAVILION

A village of round huts representing 24 nations of sub-Saharan Africa stands on a broad platform erected on stilts above water. A giant model of a banyan tree towers above the platform. Built into the branches of the tree are small huts that make up the pavilion's restaurant. Within the privately sponsored village are caged wild animals, an entertainment area where tribal groups demonstrate their skills and—a less primitive touch—a movie theater. The huts, ancient in design but fashioned of plastics and wood to suggest Africa's modern outlook, display museum collections of folk art and offer for sale African products that range from five-cent postcards to \$500 diamonds. In the restaurant, amid weapons, masks and caged birds, waiters in tribal attire serve African dishes modified for the American palate.

\* Admission: adults, \$1.00; children, 50 cents.

### Highlights

**LIONS AT THE GATE.** Inside the pavilion's main gate, cages of lions, leopards and

other animals line the path to the movie theater. Around the theater, an exhibit area displays samples of Africa's natural resources, including copper, tin, rubber and diamonds.

**AFRICA ON FILM.** Near the theater entrance, photographs, flags and a huge map provide a brief introduction to the participating nations. Inside, a 10-minute film presents a geographical survey of Africa's scenic wonders and industrial development.

**ANTELOPES AND ARTIFACTS.** Huts sheltering antelopes, monkeys, zebras, giraffes and exotic birds are interspersed among exhibit and sales huts which display works of art in gold, silver and ivory from each of the participating nations: Burundi, Cameroun, Central African Republic, Chad, Republic of Congo, Ivory Coast, Dahomey, Ethiopia, Gabon, Ghana, Kenya, Liberia, Mauritania, Niger, Nigeria, Uganda, Upper Volta, Malagasy Republic, Somalia, Rwanda, Senegal, Tanganyika, Togo.

**DANCERS AND DRUMMERS.** In the pavilion's open-air entertainment area, tall, graceful Watusi men from Rwanda perform spirited dances and demonstrate their prowess at high-jumping. Burundi drummers and West African dancers also perform.

**TREE-HOUSE RESTAURANT.** The multilevel rooms of the tree-house restaurant and bar are reached by a winding staircase that girdles the tree's massive trunk. The restaurant features special delicacies of a number of regions, including chicken, lamb and pork dishes garnished with a peanut sauce.



77

GREECE

Greece, proud of its modernity and its antiquity alike, celebrates both in this pavilion. The long front of the building

reflects the nation's classical heritage: Wide steps lead up to a vast pedimented doorway, above which men and chariots parade in a frieze 120 feet long. A statue of Zeus stands in front of the building. Inside, the visitor finds evidence of the modern nation's accomplishments. Large photo-murals give a view of the Athens of today as seen through the pillars of the Parthenon. Other displays reflect the nation's industrial development, agricultural progress and contemporary sculpture and ceramics. Several shops sell Greek products, and there is a restaurant.

\* Admission: free.

\* Hours: 10 a.m. to 10 p.m.; restaurant, 10 a.m. to 2 a.m.

### Highlights

**GIFTS FROM GREECE.** In the exhibit hall are depicted early Greece's innumerable contributions to civilization. Maps of the Mediterranean area and the Middle East detail its commerce, explorations and ancient colonies, as well as the spread of its language. The great Greeks who helped formulate Western thought are shown in portraiture.

**RESTAURANT.** By day the Taverna offers not only its regular food service but also box lunches which may be eaten on a terrace adjacent to the pavilion. By night, the terrace becomes an outdoor extension of the restaurant; while patrons dine on Greek food, wandering minstrels strum and sing.

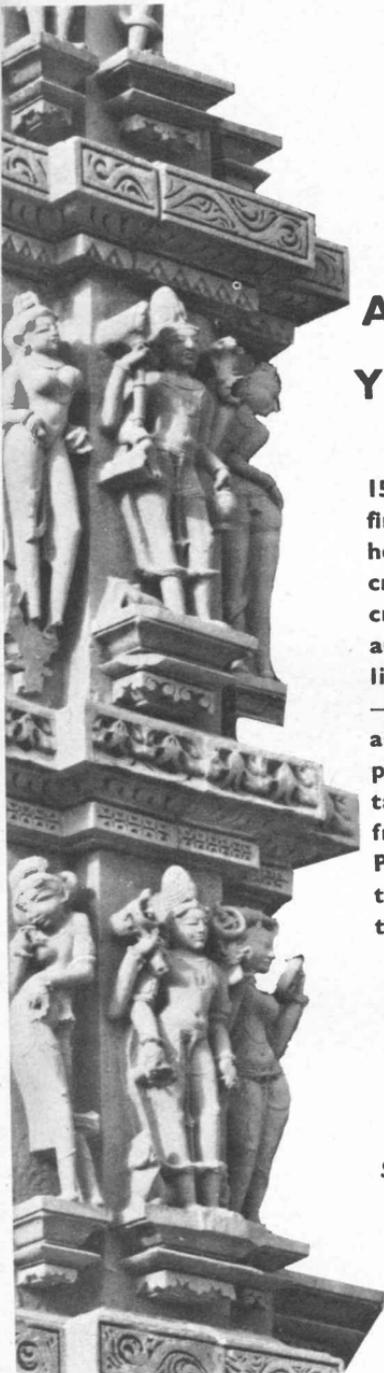
**SHOPS.** Replicas of museum pieces are for sale, as are honey, rugs, etc.



78

MOROCCO

The sights and sounds of North Africa are reproduced in this graceful, privately sponsored pavilion of traditional Moor-



# india

## ANCIENT LAND YOUNG NATION

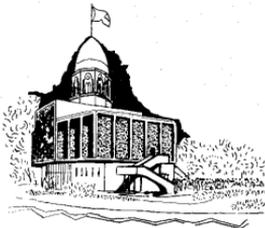
1500 year old sculptures, the finest specimens of India's heritage—an array of handicrafts fashioned by master craftsmen—glimpses of colour and pageantry that give Indian life a highly individual texture—the emerging new patterns as modern ideas take root—a peaceful economic revolution taking place in a democratic framework : the **INDIA PAVILION** brings together these many facets to present the visitor a bird's eye view

**Sales Section** : Rich textiles,  
genuine antiques  
**Restaurant** : Indian cuisine

ish design with arches and an open patio. One section is a bazaar, where Moroccan goods are for sale. Elsewhere, works by Moroccan artists are on display, as well as documents and memorabilia significant to Morocco's history. An information center offers advice on import-export trade as well as on the country's tourist attractions. There are two restaurants and a night club.  
\* Admission: free.

### Highlights

**LAND OF THE BAZAAR.** Expert craftsmen and women in Moroccan dress weave carpets and make brassware and leather goods. Visitors can see them knotting rugs—making more than 20,000 knots per square yard at the rate of a yard a week. Moroccan foods are also on sale.  
**RESTAURANTS.** The two eating places offer Moroccan specialties in different surroundings and prices. A sidewalk café is in front, a serve-yourself cafeteria in back. The indoor club—called the "1,001 Nights"—offers Moroccan entertainment: dancers, singers and musicians.



79

### SUDAN

A pavilion of contemporary Islamic architecture, capped with a translucent dome, displays on the first floor a recently discovered fresco of the Madonna painted on limestone. Also displayed are relics of the great Nubian civilization which flourished 4,000 years ago, as well as Sudan's industrial products and a variety of handcrafted wares. On the second floor are artifacts of southern jungle tribes and western desert nomads, who are still among the country's varied peoples. At the rear of the pavilion, facing a tropical garden with exotic

birds, is a snack bar that features national dishes.

\* Admission: free.

### Highlights

**ANCIENT HANDICRAFTS.** The Nubian sculpture, pottery, utensils and weapons on display are among the oldest things of their kind to be seen at the Fair. They were rescued by archeologists from the waters of Egypt's Aswan Dam, which flooded parts of Sudan.

**MODERN HANDICRAFTS.** Among the handmade wares shown and offered for sale are leopard-skin stoles, alligator shoes and purses, and jewelry in silver and ivory.

The General Motors Futurama, which made a number of remarkably accurate predictions at the 1939/1940 World's Fair, grossly underestimated the future of the automotive business. It predicted 38 million vehicles would be on U.S. roads by 1960. The actual number was 73 million.

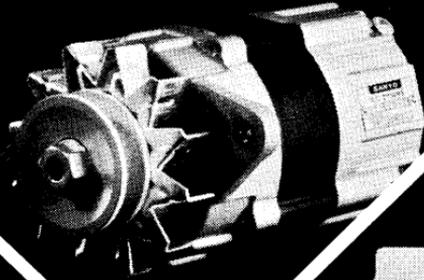


80

### JORDAN

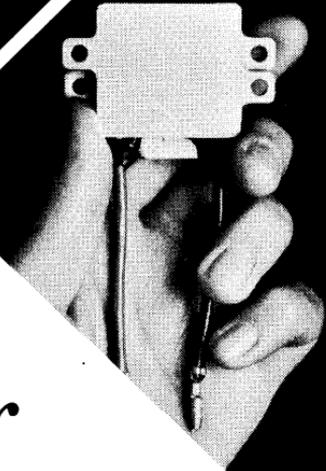
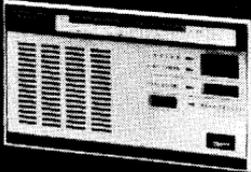
The Government of the Hashemite Kingdom of Jordan, whose land is the seedbed of many civilizations and religions, is represented by one of the most striking buildings at the Fair. It is a multi-peaked-and-domed structure covered with gold mosaic and sparkling blue glass. The undulating roof surfaces swoop to the ground, forming Arabic arches: They shade the stained-glass windows that make up two sides of the building and walls with bas-reliefs that make up other sides. Inside the building diverse exhibits—including a scroll from the Dead Sea area—reflect some of the cultures that rose in this region of ancient Palestine. A theater provides en-

AC GENERATOR



THERMO-MODULES

"CADNICA"  
RECHARGEABLE  
BATTERY-POWERED RADIO



*live  
better  
with...*

# SANYO

SANYO ELECTRIC CO., LTD., JAPAN / INTERNATIONAL DIVISION

Sanyo research and engineering search for better products to make living better.

"THERMO-MODULES", a unique development by Sanyo, refrigerate or heat with no moving parts by simply reversing the direction of electrical flow: "CADNICA", a transistor radio powered with NICKEL-CADMIUM rechargeable batteries: and an "AC GENERATOR", a new lightweight generator for the automotive industry: are just a few of the modern-day electronic miracles developed and manufactured by Sanyo Electric Co., Ltd. to make your living better.

Visit the SANYO Display at the Japan Pavilion No. 2

# Take a little more time with Heineken.

## We do.



HEINEKEN—THE AGED BEER  
IMPORTED FROM HOLLAND.

GEN. U.S. IMPORTERS VAN MUNCHING & CO., INC., N.Y., N.Y.

## INTERNATIONAL

tainment by Arab dancers and a military band.

\* *Admission: free to the pavilion and theater; to the Dead Sea Scroll exhibit, 25 cents.*

### Highlights

**CHRIST AND MOHAMMED.** In stained glass (best seen from inside the pavilion), the story of Christ's agony and death is told in the traditional Fourteen Stations of the Cross, rendered in unusual abstract forms created by Spanish painter Antonio Saura. On the other walls (seen only from outside the pavilion) are bas-relief representations of the Roman-built city of Jarash; the ancient city of Petra, which was carved from rock and populated by robber bands that preyed on caravans; and the Dome of the Rock of Jerusalem, where, according to Moslem tradition, Mohammed prayed before ascending to heaven.

**TWENTY HUNDRED YEARS.** One of the Dead Sea Scrolls, written by the ascetic Essene sect about the time of Christ, is shown in an exhibit area together with a replica of the cave in which it was discovered. Also on display are a scale model of the Dome of the Rock, statues of the Three Kings, a Christian crèche, and many articles from antiquity, including a column from Jarash to be presented to the City of New York for permanent display in the Flushing Meadow Park.

**DANCERS AND A MOVIE.** A troupe of Arab dancers and the Band of the Arab Army put on frequent performances in the 245-seat theater. At other times a half-hour color movie of modern Jordan is shown.

**JEWELRY AND BARBECUES.** Color-slide viewers equipped with headsets offer a description of Jordan's expanding economy and increasing numbers of schools, hospitals, roads and other facilities. A bazaar sells Hebron glass, olive-wood carvings, mother-of-pearl work and Bedouin jewelry. A snack bar serves such Jordanian specialties as *homas* (an appetizer of mashed chick peas mixed with spices and oil, eaten cold), *shaurmah* (spiced and barbecued lamb), Arab and Turkish pastries, coffee and wine.

81



**UNITED ARAB  
REPUBLIC**

Three imposing statues of pharaohs, all centuries old, guard the triple-arched entrance of this pavilion and stand as symbols of ancient Egypt. A museum holds other treasures of the past, not only ancient Egyptian objects but also others representing the Greco-Roman, early Christian and Islamic eras in the history of Egypt. Among the artifacts are some of the objects found in the tomb of King Tutankhamun, who died about 1344 B.C. Inside the main building, the United Arab Republic of today is represented by numerous industrial, agricultural, handicraft and cultural exhibits. A small souvenir shop sells handicrafts of the Middle East, and free samples of Arab food are offered to visitors.

\* Admission: free to the pavilion; museum 75 cents.

**Highlights**

**TREASURES FROM ANTIQUITY.** A miniature gold coffin that depicts Tutankhamun holding the crook and flail of his office is on display in the museum, along with other artifacts.

**A SHOW OF PROGRESS.** Motion pictures, maps, models and displays of products provide a panorama of the U.A.R.'s agricultural and industrial achievements. One section of the exhibit floor is devoted to an internationally sponsored program, now in progress, that will raise the ancient temples of Ramses II and Queen Nefertari at Abu Simbel above the anticipated water level of the high dam at Aswan.

Greyhound, one of the largest concessionaires, employs 800 to 900 people at the Fair during the spring and late fall and up to 1,400 during the peak summer months. They work as drivers, guides and information-booth attendants.



Visit the  
**Caribbean Pavilion**  
Fun and Enjoyment for All

★ EXHIBITS ★ RESTAURANT  
★ ENTERTAINMENT

Shed your cares in a truly Caribbean atmosphere . . . authentic island foods and beverages . . . exciting entertainment under the palms . . . wonderful exhibits to delight all members of the family.

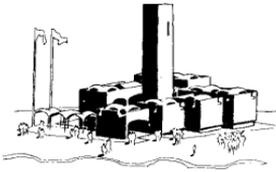
Meet your friends at the

**Caribbean Pavilion**

CENTRALLY  
LOCATED

NEXT TO THE  
UNISPHERE





## 82

## LEBANON

The Lebanese, once known as the Canaanites and later as the Phoenicians, have reached far into history for the exhibits and adornments of their pavilion. In the entranceway, 80-million-year-old fossils found in Lebanon are inset into a green onyx bas-relief map that shows the country's principal towns. The pavilion itself consists of a succession of cubelike structures grouped around an enclosed court—the whole much resembling the arrangement of houses in the tiny villages that dot the mountain slopes where the cedars of Lebanon grow. Rooms within the cubes trace the evolution of the alphabet, which originated with the Phoenicians, and show priceless relics of the nation's past, along with views of modern Lebanon. A bazaar selling souvenirs opens to the court, where the tables of a small restaurant are pleasantly shaded by olive and orange trees.

\* Admission: free.

## Highlights

**ROOM OF THE ALPHABET.** Displays trace the alphabet from Phoenician through Greek to the Latin on which the English alphabet is based. A separate frieze shows the evolution of Arabic script. The tower at the rear of the room contains ancient Phoenician glassware and a reproduction of the cover of the sarcophagus of King Ahiiram, who lived in the 10th Century before Christ. The first fully developed Phoenician writings were discovered on that cover.

**ROOM OF ANTIQUITY.** Displayed here are archeological finds uncovered at three famous cities of ancient Lebanon: Byblos, where the remains of seven ancient civilizations have been unearthed; Baalbek, named for the sun god, Baal; and Sidon, once the great seaport of Phoenicia.

**ROOM OF ENLIGHTENMENT.** A 15-foot copper and plastic "torch of learning," covered with 200 light bulbs, symbolizes Lebanon's position as a center of learning in the Middle East. In the room are exhibits from the National Arab, French, English, Italian and American universities of Lebanon.

**THE NEW WITH THE OLD.** Displays in the largest room of the pavilion depict modern Lebanon's progress in public works and industry. In addition a striking Plexiglas map, showing the location of Lebanese settlements in other lands from 1000 B.C. to the present, is superimposed on a 48-foot-long photomontage of statuettes from antiquity. Also on exhibit is a replica of an outstanding example of Arabic architecture: a room from the 18th Century palace of Emir Bechir Shehab.

**RESTAURANT.** Lebanese delicacies are served at 14 tables and a snack bar in the courtyard. Two specialties prepared in view of the diners are *markouk* (flat bread) and Arab coffee.

A new material called "fibrous glass," woven into a vest for the Chicago Exposition of 1898, turned up as Fiberglas neckties and a bedspread at the 1939/1940 Fair. At this fair it has been used to fashion dinosaurs, the angel Moroni on top of the Mormon pavilion and an entire building (the Bell System pavilion).



## 83

## PHILIPPINES

Folklore, history and life in the islands today are featured in attractions that range from elaborate panels of carved wood to programs of traditional Filipino dances. The main building, surrounded by a moat and reached by three

bridges, is in the shape of a *salakot*, the familiar wide-brimmed, peaked sun hat worn throughout the Philippines. The building is decorated with many rare woods brought from the islands. In the moat are replicas of the World War II battlegrounds of Corregidor and Bataan, as well as an aquarium of fish found in Philippine waters and a display of exotic sea shells. On sale in another building are handicrafts, Philippine beer and soft drinks.

\* Admission: free.

\* Dance programs are held frequently in the open-air theater. The show lasts about 40 minutes.

### Highlights

**FROM MYTHS TO HISTORY.** Twelve large, intricately carved panels, designed by the well-known Philippine artist Carlos V. Francisco, depict the story of the islands, starting with the legendary discovery in a bamboo tree of the first Filipinos and

concluding with the growth of the Republic after World War II.

**DANCING STUDENTS.** In a 500-seat open-air theater, young Filipinos present a program of dances—among them the *Tinikling* (bamboo dance), *Itik-itik* (duck dance) and *Pandango Sa Ilaw* (dance of lights).

**PROGRESS MART.** On the second floor of the main building is an exhibit showing the advances of Philippine industry and some of the cultural activities found on the islands; in a long shed, various products of the Philippines are exhibited and on sale. They include wood carvings, shells, tobaccos, bamboo chairs, swagger sticks, shirts and lace.

The light beam rising from the Tower of Light pavilion is so powerful that it can be seen from New Haven, Connecticut, to Atlantic City, New Jersey, a radius of about 100 miles.

Every day  
every hour  
see and hear **BILLY  
GRAHAM**

*in the unusual motion picture*

**"Man in the 5th Dimension"**

*presented in Todd-AO Wide Screen and Eastmancolor*




*in the beautiful*

**Billy Graham Pavilion**

NEW YORK AVENUE AND AVENUE OF THE AMERICAS, NEAR THE MAIN GATE  
ALL SEATS FREE AIR CONDITIONED



84

## REPUBLIC OF CHINA

A red and gold oriental palace in a landscaped garden is the setting for the exhibit of Nationalist China. In front of the building is a freestanding gate, traditionally erected before structures of great importance. The pavilion is full of rare and beautiful objects of art, some of them up to 3,000 years old. There are bronzes, jades, porcelain, silks once worn by members of the Chinese opera, and so on. The main floor is dominated by a 20-foot wooden phoenix, mythical bird of good fortune. Maps and photographs tell the story of Taiwan's economic development in the last 15 years. Most of the best art pieces and antiques are exhibited in a museum. A sampling of these treasures is listed below.

\* Admission: free.

## Highlights

**TRADITIONS AND CRAFTS.** On view in the museum are ancient ritual articles and musical instruments of the Chou Dynasty (12th to 3rd Century B.C.); models of palaces and pagodas; furniture and clothing dating back to the Ming Dynasty (14th to 17th Century); as well as a number of carvings, stone rubbings and engravings.

**INVENTIONS AND SKILLS.** Bronze weapons from the Chou Dynasty are shown, together with ancient rockets and firecrackers. There are displays of two major Chinese inventions—the compass and gunpowder—and model soldiers in ancient battle garb are depicted guarding the Great Wall of China. The exhibits include money dating all the way back to the dawn of civilization, and a model of the ship and instruments of Chen Ho, the 15th Century Chinese explorer.



85

## POLYNESIA

An opportunity to buy an oyster with a pearl inside is one of the attractions at the Polynesian Village. The village is built around two South Sea island "long houses"—one a restaurant, the other a setting for Polynesian dances. South Sea palm trees are planted about and there is a lagoon where beautiful Polynesian girls pilot outrigger canoes and natives dive for oysters. The oysters were transplanted to Flushing Meadow from Pacific pearl beds.

\* Admission: adults, \$1.00; children, 50 cents.

## Highlights

**DANCING ISLANDERS.** Every hour on the hour from 10 a.m. to 10 p.m., performances are given by dancers from American Samoa, Fiji and Tahiti. Dancers range from a strapping chief to small children. Three-foot knives are brandished in one dance; in another the knives are covered with an inflammable substance and set ablaze. There are also lava-lava-clad dancing girls.

**SOUTH SEA DISHES.** The restaurant specializes in South Sea cuisine featuring fish, chicken and pork.

**HANDICRAFTS.** Pearl jewelry and other items are on sale in four thatched-hut shops. Prices range from \$1.50 (for a pearl-bearing oyster) to \$3,000 for gem pearls.

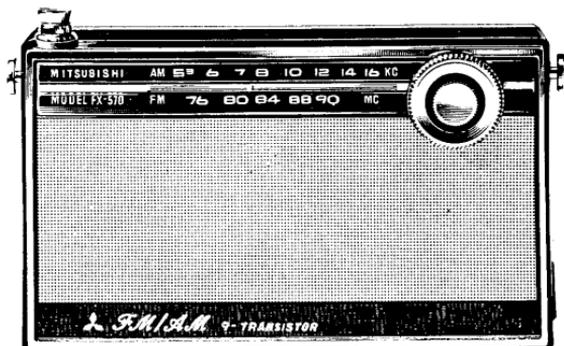
James A. Farley, the honorary postmaster of the New York World's Fair Post Office, began his world's fair career in 1933. That year, as Postmaster General of the United States, he formally opened the Chicago Century of Progress Exposition. He was a principal speaker at the opening of the 1939 New York World's Fair, and then traveled to San Francisco the same year to help open that city's Golden Gate International Exposition.

# "Three Diamonds"

The mark of quality in portable radios

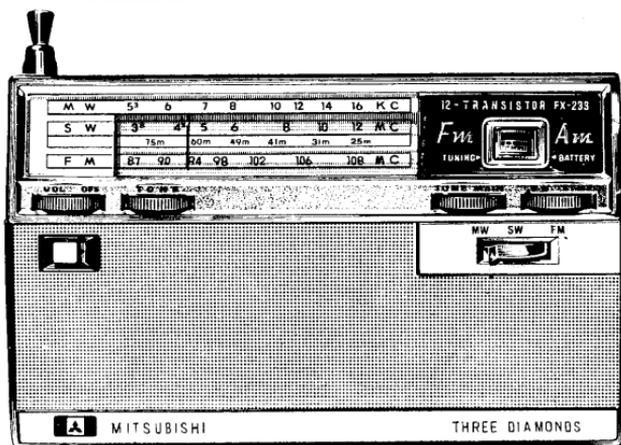
## Mitsubishi FX-570E

AM, FM,  
9 transistors.  
A popular model,  
extremely  
powerful  
yet compact.



## Mitsubishi FX-233

AM, FM, and SW,  
12 transistors—  
rich tone.  
A superb model  
to give or  
to own.



Come see Japan's most famous portable radios at the beautiful Japan Pavilion. Portables by Mitsubishi Electric enjoy immense popularity around the world—proof of their superior design, quality workmanship and truly fidelitous tone. Be sure to see them all at the Mitsubishi Electric exhibit, Japan Pavilion.

Write to: MITSUBISHI INTERNATIONAL CORPORATION 120 Broadway, New York 5, N.Y., U.S.A.



**MITSUBISHI ELECTRIC CORPORATION**

Head Office: Mitsubishi Denki Bldg., Marunouchi, Tokyo. Cable Address: MELCO TOKYO



86

## INDONESIA

The cultural heritage of this nation of more than 3,000 islands and many diverse people is displayed in a graceful pavilion designed by R. M. Sudarsono, architect of the Palace of State on Bali. A temple gate and a shrine stand outside the main building. Inside, photographs illustrate the country's history, natural resources and current social programs, and various aspects of life on the major islands of Bali, Java and Sumatra are also shown. There are works of art (including large collections of puppets), demonstrations of handicrafts, a souvenir shop and a restaurant with entertainment.

\* Admission: free.

## Highlights

**GATEWAYS OF FAITH.** The gate leading into the pavilion is a "split temple"—an intricately carved sculpture, constructed as if it had been sliced down the middle and moved apart to enable people to walk between the halves. To the right of the gate is a seven-roofed shrine with four dragonlike stone lions at its base.

**DIP-DYED BATIK.** An Indonesian woman dips cotton cloth into dye after covering parts of it with wax, showing how the colorful patterns of batiks are created. Other craftsmen carve wood and stone, and work in silver. Handicrafts are for sale in the exhibit area.

**PUPPET SHOW.** More than a hundred stylized puppets used in religious plays are on display. Some are fabricated of elaborately painted leather, others are made of wood. There are demonstrations of puppetry in the pavilion from time to time.

**RESTAURANT.** Utensils of bamboo and coconut shell help create an Oriental atmosphere in the restaurant and cocktail lounge. Specialties include sliced aba-

lone in chicken broth. A *gamelan*, an orchestra peculiar to Indonesia, accompanies dancers and singers.

The replica of Columbus' flagship, the *Santa Maria*, made the 3,730-mile voyage from Barcelona almost without incident, but the trip overland to the fairgrounds was plagued with difficulties. Tree limbs were cut, telephone lines taken down, street lights swung out of the way, street signs removed, and the truck carrying the 110-ton ship became mired in soft asphalt. Cost of the five-mile trip: about \$30,000.



87

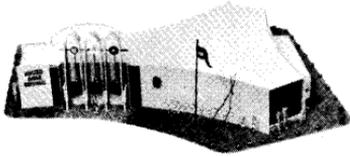
## CENTRALAMERICA-PANAMA

Travel, culture and commerce are the main themes of this pavilion, an open-sided building with bright awnings, representing Panama and the five Central American Common Market countries which call themselves Centralamerica: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. Most of the exhibition area is devoted to displays of both ancient and modern art, while tourist attractions are seen in a motion picture. An illuminated relief map shows the area's transportation network, and hostesses supply fairgoers with tourist and industrial information relating to the region. A refreshment counter provides coffee, and visitors may sit at outdoor tables as they watch entertainers perform dances and sing folk songs.

\* Admission: free.

## Highlights

**ARTS AND CRAFTS.** Gold and ceramic objects fashioned by Indians before the days of Cortez share the displays with contemporary works. A curio shop sells wooden figurines, silver jewelry, small



## THRILL TO THE WONDERS OF EGYPT

Model of the Suez Canal  
• Gorgeous Fashions in  
Egyptian Cotton • Fabu-  
lous Handicrafts Exhibit  
• The Modern Miracle of  
the Aswan High Dam •  
Egyptian Food and Liq-  
uor at the Food Taster  
Bar • Products of Modern  
Industry • Souvenir Shop  
• Continuous Color Mo-  
tion Pictures •

## SPECIAL HISTORICAL MUSEUM DISPLAY

Portraying Pharaonic,  
Greek, Roman, Christian,  
Islamic Eras of Egypt.

ONLY IN  
**EGYPT**

And Only At The  
U.A.R. PAVILION

#81 on maps  
in this Guide Book



archeological relics and recordings of Central American music.

**RESORTS AND RUINS.** A color film shows Central America's beach resorts, jungle and mountain regions, Mayan ruins and Spanish colonial towns.



88

## THE CARIBBEAN

An enormous flagstone terrace dotted with palm trees, café tables and the flags of eight Caribbean areas distinguishes this pavilion. Two low, glass-faced structures with Spanish tile roofs exhibit and offer for sale many island products—among them tortoise-shell jewelry, straw mats and bags, wood carvings and ceramics. The dominating building is a large restaurant and bar. Hung with tribal masks, the restaurant presents steel bands, calypso singers and Caribbean dancers. Dishes include pumpkin soup, suckling pig, plantain (a variety of banana) and a dessert which is made of fresh coconut meat. Rum drinks and coconut milk are featured at the bar.

\* Admission: free.

The Federal pavilion, the largest exhibit hall ever built by the United States for a fair, cost \$17 million.



89

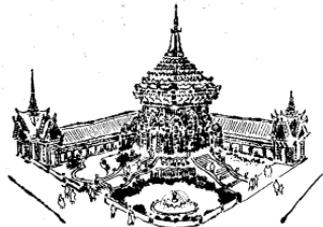
## ARGENTINA

Argentina displays the productivity of its pampas, mines and people in its two-story pavilion of glass and steel. Heavy industry is the main exhibit on the first

floor. The work of Argentine artists is on exhibit in a small room that is also used for the showing of films and slides. Other products are on display in the privately sponsored pavilion—with special attention to the country's great export, beef. A restaurant on the lower floor specializes in beef dishes such as *empanadas* (roasted beef pies) and Argentine wines. A souvenir shop offers a variety of items for sale.

\* Admission: free.

The actor who "flies" cross-stage in the last scene of the Amphitheatre show, "Wonderland," is propelled by a hydro-gene-powered jet engine strapped to his back. In his 30-second flight he reaches a top speed of 30 miles per hour.



90

## THAILAND

The main building, an 18th Century Buddhist shrine with a gilded, tiered and spired roof rising nearly 80 feet, is an exact replica of the Mondop of Saraburi—a shrine north of Bangkok where a sacred footprint of the Buddha is preserved. The ornate roof was built in Thailand, shipped to the U.S. piece by piece and assembled on the fairgrounds. In this building and an adjoining wing, exhibits reflect the arts, crafts and traditions of ancient Siam and modern-day Thailand. In another wing are a gift shop and restaurant offering national products and dishes.

\* Admission: free.

## Highlights

**RELIQS OF THE PAST.** Inside the shrine, traditional Thailand is represented by exquisite statuary, displays of classic cos-

tumes and models of such things as a wooden Thai house, a cart drawn by water buffalo, and ancient warriors wearing armor and bearing weapons of the past.

**TODAY'S THAILAND.** The exhibit wing shows aspects of the modern nation. Here are displays of Thai jewelry, silks, spoons with buffalo-horn handles, and samples of minerals, forest products and rice. Travel information is available at a tourist booth.

**RESTAURANT.** In indoor and outdoor dining areas, an elaborate eight-course Thai buffet offers a wide assortment of hors d'oeuvres, rice and such entrees as *mee-krob* (sweet and sour crisp noodles with shrimp and chicken) and *musaman* (curried meat served with fresh pickles). The gift shop nearby sells a wide range of items, including handmade jewelry, dolls and custom-made silk apparel for adults and children. Also on sale is a cookbook with recipes for dishes served in the restaurant.

Airlines brought some strange cargo to the Fair. Several of the wax figures in Walter's International Wax Museum flew from Los Angeles to New York sitting up in passenger seats. The air-breathing porpoises at the Florida pavilion traveled on stretchers, covered with wet blankets.



## 91

### MEXICO

Exhibits relating to Mexican history, art and tourism dot the plaza around this pavilion. Fountains play in the open-air setting; a platform in the middle of the reflecting pool becomes the stage for music and dance recitals, fashion shows or fireworks. The pavilion itself, of glass and aluminum, stands on columns over

part of the plaza, and is reached by stairways. The exhibit hall inside is dominated by a transparent sphere, 12 feet in diameter, containing maps of the Republic of Mexico. The maps, together with photographs and scale models, give details of the nation's social and economic progress. A collection of paintings and sculpture by contemporary Mexican artists is on exhibit, as are photographs of notable modern buildings. Products and handicrafts of Mexico are on the mezzanine. A separate building nearby houses a large restaurant and a café which serve specialties of the country.

\* Admission: free.

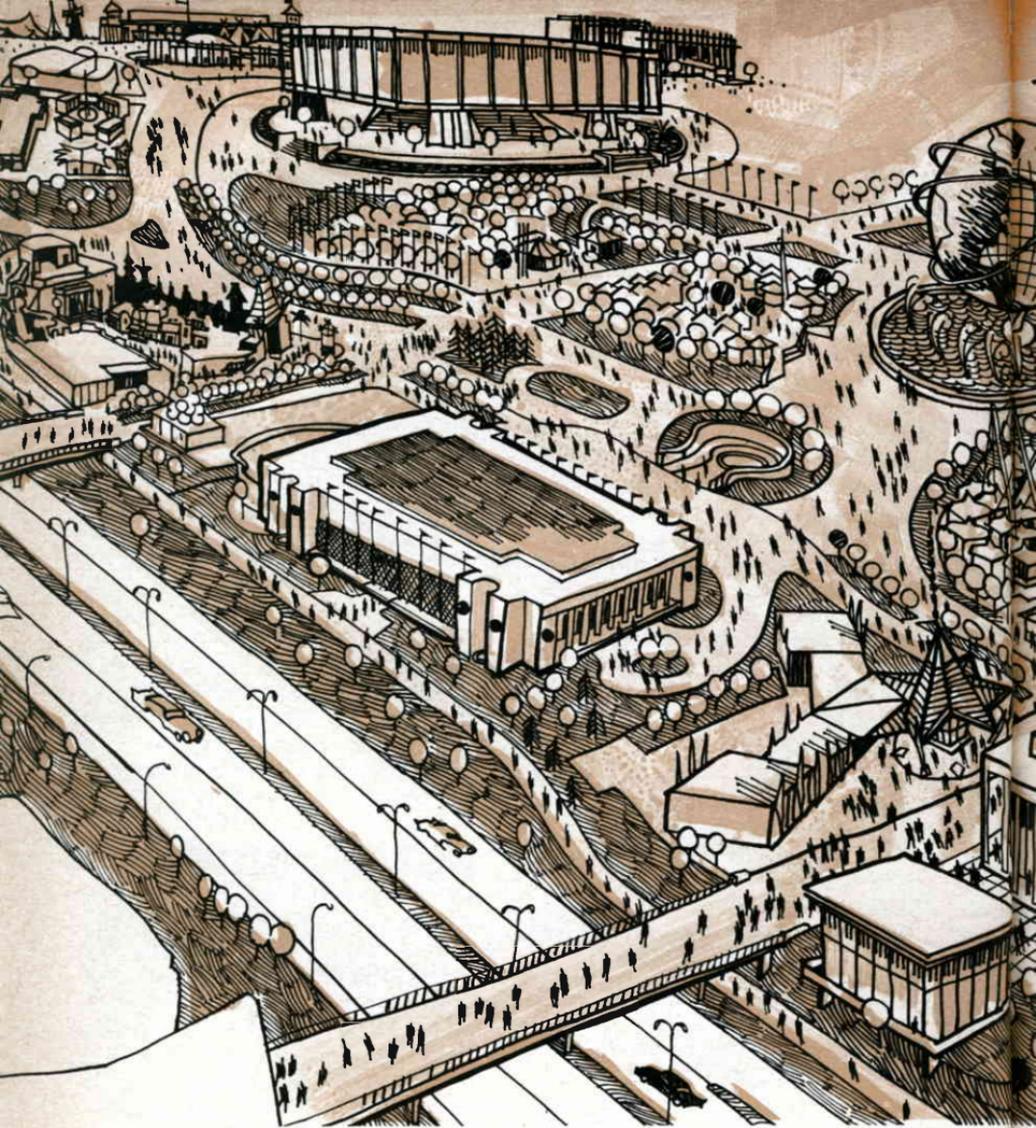
### Highlights

**ENAMELED HISTORY.** Conspicuous in the plaza are colorful enameled pictures tracing Mexico's history and comparing its culture with the rest of the world's. The enamel is baked on large copper sheets, some as high as 12 feet.

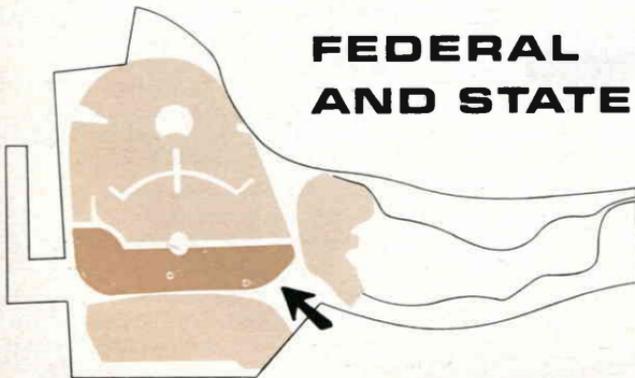
**INFORMATION CENTER.** Also in the plaza is a booth with attendants to answer questions concerning travel and industry. Photographs and slides display the country's attractions, and travel films are shown.

**QUIZ GAME.** A map inside the exhibit hall "answers" visitors' questions in special areas of interest. When various buttons are pushed, colored lights appear, showing Mexico's highways, school system, railroads and other features. Next to the map, 20-foot-high panels of photographs and charts tell graphically of the nation's society, agriculture and growing industrial might. Nearby, models of Government projects emphasize Mexico's development.

**RESTAURANTS.** In a separate building joined by a courtyard are a deluxe restaurant, the Focolare; a cocktail lounge, and the Café Alameda, which offers quick service and light meals. The café occupies the ground floor and an outdoor terrace, the restaurant the second floor. Both have a Mexican atmosphere and serve an international cuisine as well as Mexican specialties. There is entertainment in the Focolare and the cocktail lounge.



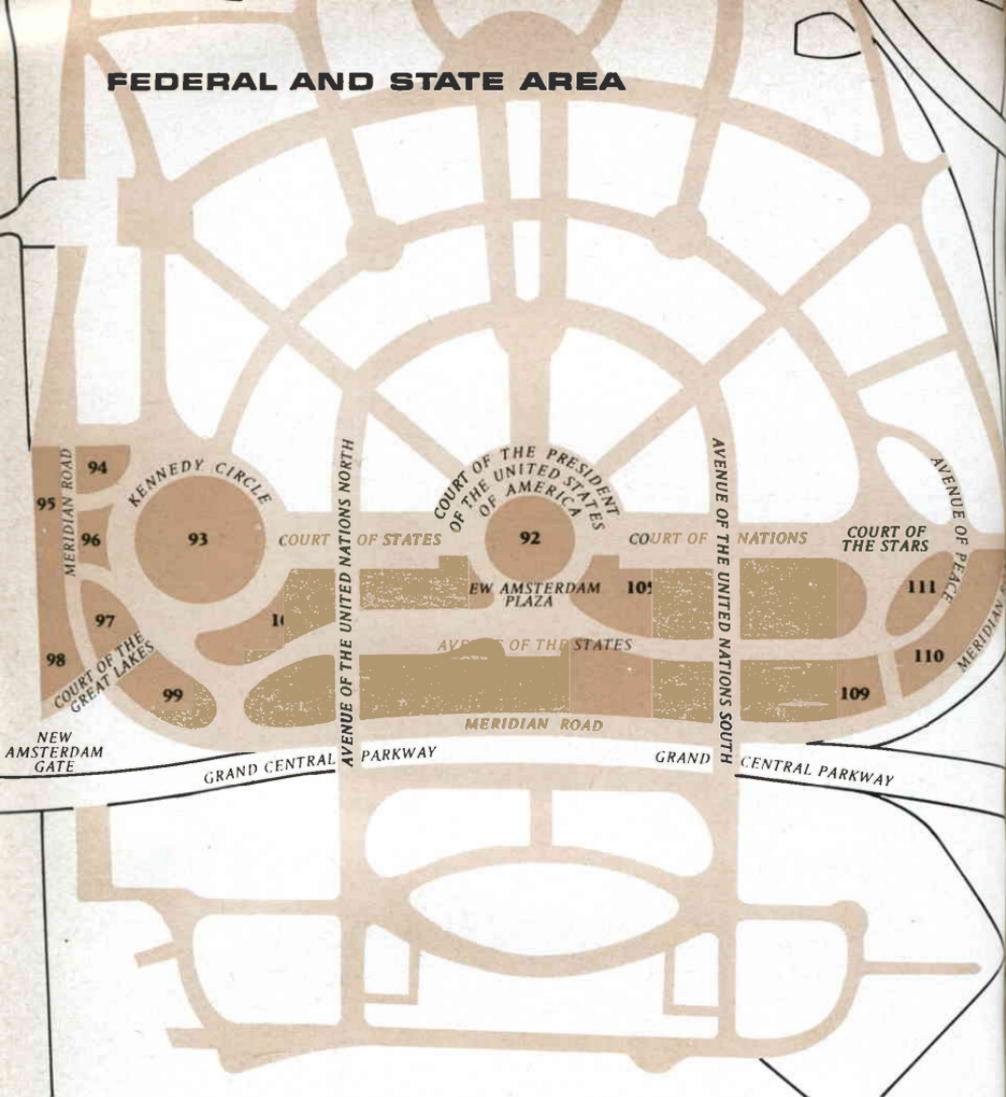
**FEDERAL  
AND STATE AREA**





*The natural resources, recreational splendors and productive might of half the nation are on view here in pavilions sponsored by the federal government and 19 of the states (four more are exhibiting elsewhere). The Federal and State Area is in a sense the home site of the Fair: the host country, state and city are represented in this section—as is the Fair's symbol, the Unisphere.*

# FEDERAL AND STATE AREA



- 92 UNISPHERE
- 93 UNITED STATES
- 94 MARYLAND
- 95 MONTANA
- 96 WEST VIRGINIA
- 97 ILLINOIS
- 98 LONG ISLAND RAIL ROAD

- 99 NEW MEXICO
- 100 HOLLYWOOD
- 101 OKLAHOMA
- 102 NEW ENGLAND
- 103 NEW YORK CITY PAVILION  
AND ICE THEATER
- 104 WISCONSIN

- 105 NEW JERSEY
- 106 NEW YORK STATE
- 107 MISSOURI
- 108 ALASKA
- 109 WESTINGHOUSE
- 110 LOUISIANA
- 111 MINNESOTA



A highball  
made with  
Soft Whiskey  
is called,  
appropriately  
enough,



a Softball.

## FEDERAL AND STATE AREA: THE PAVILIONS IN BRIEF

*Pavilion  
Number*

- ALASKA**—In a pavilion shaped like an igloo, a model of what will be America's biggest dam shares space with industrial displays, Eskimo and Indian art, and entertainment. **108**
- HOLLYWOOD**—Recent movie sets and articles collected from old films are on display; famous Hollywood stars act as hosts. **100**
- ILLINOIS**—The exhibit is a tribute to Abraham Lincoln, with documents, photos and a life-sized, talking, moving figure. **97**
- LONG ISLAND RAIL ROAD**—Visitors can board a locomotive cab and watch a switching tower control the Fair's rail traffic. **98**
- LOUISIANA**—Famed jazz musicians entertain in restaurants that line this re-creation of New Orleans' Bourbon Street. **110**
- MARYLAND**—The state's links to the sea are evoked with a wharf, ship models and a filmed drama of the War of 1812. **94**
- MINNESOTA**—Industrial products share top billing with pictures of such cultural centers as the Tyrone Guthrie Theater. **111**
- MISSOURI**—Historic state products shown in replica include Lindbergh's transatlantic plane and two U.S. orbital capsules. **107**
- MONTANA**—Special railroad cars hold a Western museum, a display of cattle brands and a million dollars in gold nuggets. **95**
- NEW ENGLAND**—In buildings around a village green, the six states trace their Yankee heritage of industry and freedom. **102**
- NEW JERSEY**—Edison's inventions, classic Mercer autos and a chick hatchery are among the displays in 21 small structures. **105**
- NEW MEXICO**—The state's Indian and Mexican background is stressed in displays ranging from handicrafts to enchiladas. **99**
- NEW YORK CITY PAVILION AND ICE THEATER**—The host city presents a huge scale model of itself plus a big ice show. **103**
- NEW YORK STATE**—The world's biggest suspension roof shelters art and fashion shows; speedy elevators climb the Fair's tallest tower; real, live state legislators greet visitors. **106**
- OKLAHOMA**—This "pavilion" is a pleasant park, with pools, benches and rolling lawns surrounding a topographical map of the state. Concerts are presented in a large band shell. **101**
- UNISPHERE**—This model of the globe is the Fair's symbol. **92**
- UNITED STATES**—America's "Challenge to Greatness" is presented in a number of ways, including two unusual films that dramatize the nation's past as a prologue to its future. **93**
- WESTINGHOUSE**—The gleaming new Time Capsule is displayed with copies of articles buried in the last one (in 1938). **109**
- WEST VIRGINIA**—Glassblowers at work, a simulated coal mine and a movie of the state's radio telescope are featured. **96**
- WISCONSIN**—The exhibit includes a 17-ton cheese and a sportsman's show with displays of archery and fly-casting. **104**



## COMET: WORLD'S 100,000-MILE DURABILITY CHAMPION

The 1964 Comet Durability Run at Daytona was the toughest test of stamina a new car ever faced. Each of four Comets, specially equipped and prepared for high-speed driving, traveled 100,000 miles, averaged over 105 mph! And the same engineering excellence that made this record possible is yours in every big, husky new Comet. At your Mercury dealer's.  **COMET** A MERCURY PRODUCT

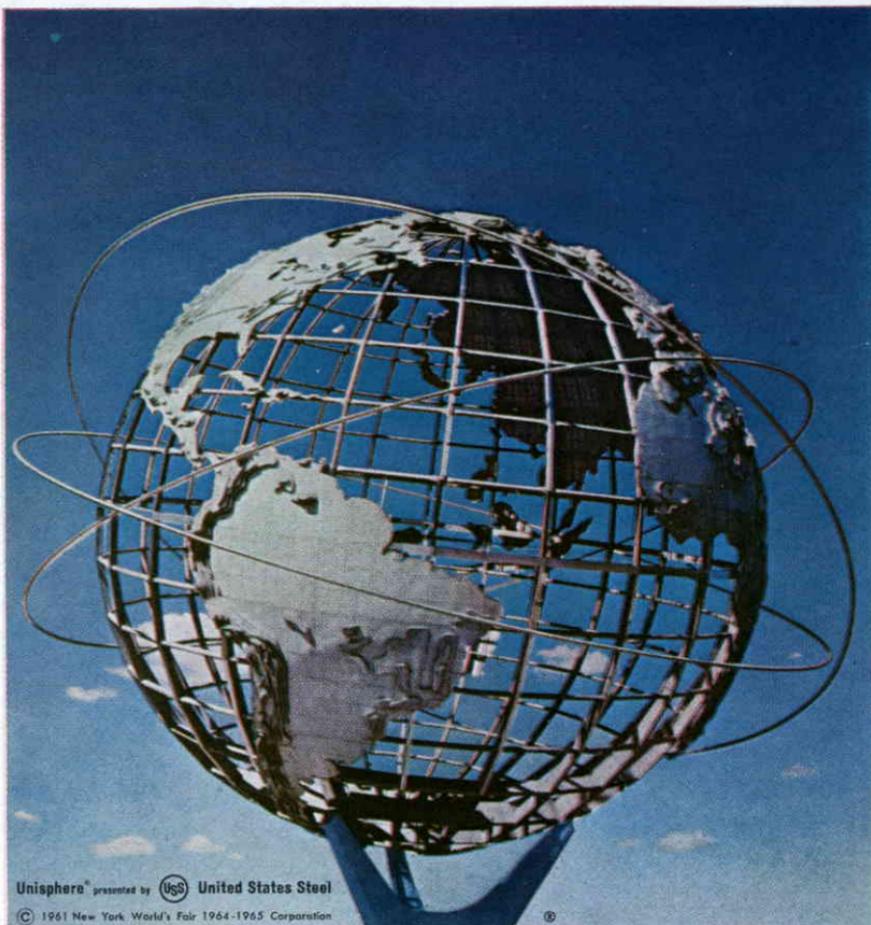


LINCOLN MERCURY DIVISION  MOTOR COMPANY

RIDE THE MAGIC SKYWAY, FORD MOTOR COMPANY EXHIBIT, NEW YORK WORLD'S FAIR  
[www.butkus.org/postcards](http://www.butkus.org/postcards)

# How U.S. Steel innovated Unisphere the largest earth model in history

To quote Mr. Robert Moses, president, 1964-1965 New York World's Fair: "What stronger, more durable, and more appropriate metal could be thought of than stainless steel? And what builder more imaginative and competent than U. S. Steel?"



Unisphere<sup>®</sup> presented by  United States Steel

© 1961 New York World's Fair 1964-1965 Corporation

USS, COR-TEN and "T-1" are registered trademarks.

THE 12-story-high stainless steel Unisphere, built and presented to the Fair by U. S. Steel, is one of the world's most complex structures. Nothing like it had ever been built before, so every construction problem was new, and every one demanded a new solution.

Consider the stainless steel land masses attached to the globe frame. They act like giant sails that catch the wind and exert enormous forces on the structure. But, because exterior bracing would detract from Unisphere's appearance, the framework was designed to be self-bracing. To determine all the stresses in the structure, high-speed computers solved thousands of problems. One problem required the solution of 670 simultaneous equations.

A mile and a half of meridians, parallels, and orbit rings frame this stainless steel planet. All told, more than 500 major structural elements were assembled to mount a 120-foot diameter armillary sphere on a 20-foot base, at a total weight of nearly 900,000 pounds.

The pedestal is made from USS COR-TEN Steel. A product of U. S. Steel research, COR-TEN Steel is about 50% stronger than structural carbon steel. The structure is anchored to its foundation with special bolts made from another U. S. Steel development, USS "T-1" Steel, which is about *three* times stronger than regular carbon steel. The land masses, parallels, and meridians are stain-



less steel; and the 3-ton stainless steel orbital rings are held in place with an almost invisible spider web of super-strong stainless steel wires, much as a bicycle wheel is anchored to the hub.

From beginning to end, Unisphere demanded entirely new techniques to solve entirely new problems. At no point could U. S. Steel engineers go to the book for their answers. There wasn't any book. But when the time came to put the pieces together, they fit. They fit each other, they fit the theme of the New York World's Fair, and they fit the modern notion that no structural design problem is too tough to solve, given the right technical know-how, and the right facilities, and the right steels. U. S. Steel, 525 William Penn Place, Pittsburgh, Pennsylvania 15230.



**United States Steel**



92

## UNISPHERE

Symbol of the New York World's Fair 1964/1965 is this 12-story-high stainless steel model of the earth designed, built and presented to the Fair by United States Steel. Dedicated to "Peace through Understanding," the Unisphere will remain on its site when the Fair is over, as a permanent gift to the City of New York for the improved Flushing Meadow Park that will be created on the fairgrounds. It is located at the Fountain of the Continents, near the center of the Fair. Seen from the edge of the pool, it shows the world as it appears from 6,000 miles in space.

## Highlights

**THE STATISTICS.** The Unisphere is the largest representation of the earth man has ever made. It is 140 feet high and 120 feet in diameter, and—with its tripod-like base—weighs 940,000 pounds. The sphere is formed of an open grid of meridians and parallels. Laid on them are curved sheets of stainless steel representing the land masses; the capital of every nation is marked by a light.

**THE DESIGN.** Unprecedented problems had to be solved in constructing the huge model. Because the continents are not evenly distributed on earth, the Unisphere, which stands on three slender prongs, is an unbalanced ball. Furthermore, the metal land-mass areas act as sails in the wind, building up enormous and unequal pressures against the curved surfaces. The structure required the solution of mathematical problems so complex that without high-speed computers planning the Unisphere would have taken 10 years.

The Amphitheatre, which houses the water spectacle, "Wonderworld," was the scene of Billy Rose's famous Aquacade in the 1939/1940 Fair. Between fairs it was used as a public swimming pool; water shows were also staged there.



93

## UNITED STATES

Within a glittering façade of multi-colored glass, this huge building, 330 feet long, offers a vivid and varied view of America's "Challenge to Greatness"—a theme endorsed by the late John F. Kennedy. Included are two films—one of them a dramatization of the nation's immigrant origins, the other a color spectacular that whisks the visitor through America's past to a future landing on the moon. There is also a modern, computer-run research library. Engraved over the pavilion's entrance, lines from a poem by Archibald MacLeish provide a keynote to the exhibit: "America is never accomplished."

\* Admission: free.

## Highlights

**VOYAGE TO AMERICA.** Beyond the entrance foyer is the first of the building's two theaters. It has continuous showings of a nine-minute film, dramatizing the nation's continual renewal as refugees reach the shores to begin life afresh.

**PEACE AND FREEDOM.** Two large halls are filled with illustrations of the American pursuit of peace and liberty:

¶ "Challenge of Freedom" presents the effects of progress on American life. An automated coal digger, for example, symbolizes both production advances and the problems of unemployment. The displays also include three-dimensional examples of miracles of modern science—including an oscilloscope that picks up sounds made by stars and by snails



## VISIT THE AUTO SERVICE CENTER OF TOMORROW

You hand the mechanic a punched card. On the card is the proper performance level of your shocks, brakes, engine, ignition—every vital part of your car. The mechanic places the card into a computer and connects an electronic device to your car. In minutes, he knows *exactly* how everything is functioning, and what needs to be done. This peek into the future is awaiting you at the United Delco exhibit. Why not plan to drop by.  
Place: General Motors Building.

**simply say Delco**

United Motors Service — Division of General Motors.



eating lettuce, demonstrating that the paths of pure science may lead anywhere. ¶ "Challenge of a Peaceful World" depicts America's role in international affairs and looks ahead to uncharted space. Here, among other things, world news pours in over teletype and wirephoto machines; Peace Corpsmen talk about their experiences; a seismograph and a nuclear-detection satellite illustrate new techniques of arms control; and an operating model of the Mariner spaceship that made the Venus probe in 1962 is on display. In addition, an exhibit of children's art from all nations portrays the worldwide hope for peace.

**THE PAST AS PROLOGUE.** The entire second floor of the pavilion is the setting for an extraordinary film, prepared with new motion picture techniques, which whips the whole American past into a prologue for the future. The production brings history back to life: lightning flashes as Franklin flies his kite, the waters churn as Fulton launches his steamboat, and the cannon roar as Civil War breaks out. The viewer is swept into the future as a rocket soars past the swirling Milky Way, to the moon and then beyond. Shown continuously, the film employs a host of revolutionary techniques—sliding screens, rising screens, screens that form a tunnel, and explosive sound effects. Visitors see the movie as they ride on moving grandstands.

**PAVILION POSTSCRIPT.** Before leaving the building, visitors are offered the following services in the specially created "Challenge of Information" Library:

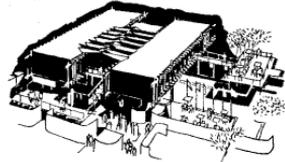
¶ *Reference lists* on every subject covered in the pavilion are prepared for any one of five educational levels—elementary, high school, adult, college or graduate research. In addition, librarians use computers to provide listings of current periodical literature on almost any subject.

¶ *Copies of short essays* (about 700 words) are available on each of the 76 basic concepts of the U.S. Pavilion program.

¶ *An adult reading area* is built around the collection of books selected for the new White House library.

¶ *A children's room*, with more than 2,000 domestic and 500 foreign books, also features movies and storytelling hours.

Before Formica could build its "House on the Hill," it had to build the hill; it used dirt excavated for other buildings that were constructed on the flat fairgrounds.



94

## MARYLAND

The story of the Battle of Fort McHenry, the salty atmosphere of an Eastern shore wharf, the growth of tourism and commerce in the "Free State" today and many more colorful elements are present in this pavilion. The building itself combines contemporary architecture with the brick walks and the round-cornered brick walls traditional in the state. On the upper level are a restaurant and lounge.

\* *Admission: free.*

**Highlights**

**INSPIRATION FOR AN ANTHEM.** In the theater, an eight-minute motion picture recounts the Battle of Fort McHenry, fought outside Baltimore during the War of 1812. It was during this battle that Francis Scott Key wrote the words to *The Star-spangled Banner*. A replica of the huge 15-star flag Key saw (it measures 42 by 30 feet) is shown in the pavilion.

**WALK ON THE WHARF.** On a long, wooden fisherman's wharf are stands selling crab cakes, steamed clams and other Maryland favorites, as well as souvenirs.

**MARYLAND'S MANY FACES.** Exhibits within the pavilion depict the state's past and present.

¶ *The historical heritage* is seen in models of ships that brought the first settlers in 1634 as well as in original documents and paintings.

¶ *Ties to the sea* are shown in views of Chesapeake Bay and the bustling Port of Baltimore.



Include

# *Colonial Williamsburg*

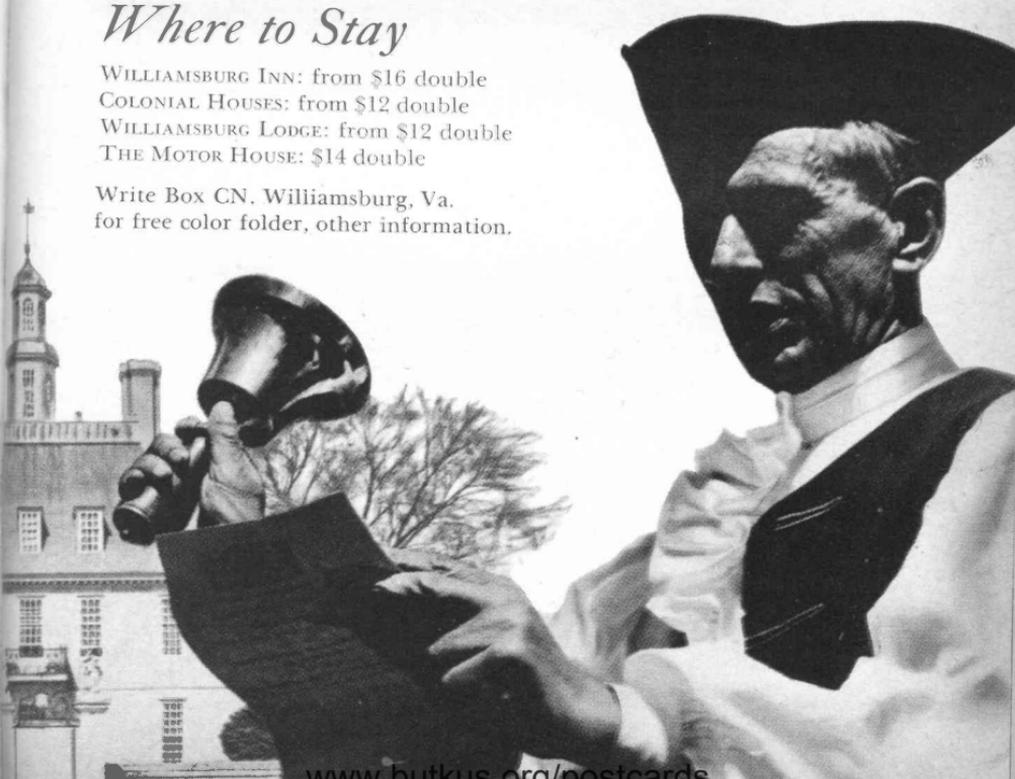
as part of your World's Fair adventure

It's 200 years away—but only a leisurely day's drive from New York. Here is your opportunity to step into the past and discover the serenity and charm of colonial America. For here in Williamsburg, Virginia, you will *see and hear* the eighteenth century. Plan to enjoy golf, tennis, swimming and Williamsburg's distinctive dining and shopping. For reservations, call New York Reservation Office, Circle 6-6800.

## *Where to Stay*

WILLIAMSBURG INN: from \$16 double  
COLONIAL HOUSES: from \$12 double  
WILLIAMSBURG LODGE: from \$12 double  
THE MOTOR HOUSE: \$14 double

Write Box CN, Williamsburg, Va.  
for free color folder, other information.



¶ *A trip in pictures covers points of interest through the entire state.*

**RESTAURANT.** A large restaurant features Maryland specialties—seafood, chicken and ham dishes—many selected by Mrs. J. Millard Tawes, wife of Maryland's Governor and author of a cookbook.



# 95

## MONTANA

"The Big Sky Country" mounts an exhibit full of the fire and spirit of the Western frontier. At the heart of the exhibit (except for a two-week period, about April 23 to May 5, when they are on tour) are seven railroad show cars, parked on a rail siding and painted on the outside with 16-foot murals of Western scenes by Montana artist Lyman A. Rice. Three of the cars house a museum, another displays a collection of cattle brands, and the remainder contain shops. Also on the grounds are two corrals, two log forts and some Indians.  
 \* Admission: 50 cents to the museum railroad cars; other cars and areas free.

### Highlights

**MUSEUM ON WHEELS.** Mounted examples of Montana fish and wildlife are on display, along with paintings and sculpture by two leading Western painters, Charles M. Russell and Frederic Remington, among others. There are exhibits from Montana's state and national parks, and a million dollars in gold nuggets and dust is piled up casually, making a heap only a cubic foot in size. Also on view are 14 cases from the Don Foote collection of mementos of Western personalities: guns, saddles, bridles once used by Wild Bill Hickok, General George Armstrong Custer and Buffalo Bill Cody.

**THE CORRALS.** One of the two corrals contains a stuffed pinto horse in a bucking position—which people may mount to have their pictures taken—and a me-

chanical buffalo that can be driven about. The other displays various breeds of livestock raised in Montana.

**DANCING AND MUSIC.** The Indians encamped at the exhibit give several shows daily of tribal dancing. In the arcade at the second of the forts are nickelodeons and other antique music-making machines, all in working condition and ready for playing.

The World's Fair Corporation itself built only seven of the 150 Fair pavilions: the U.S. Post Office, the administration building, the press building, the World's Fair Pavilion, and the security, entrance and maintenance buildings. All other structures were erected by the exhibitors.



# 96

## WEST VIRGINIA

Glassblowers at work, a coal mine visitors can enter and a movie of the nation's newest radio telescope are among the spectacles in the West Virginia pavilion. Visitors enter past an aviary of birds from the state. Artisans whose specialties vary from month to month (sometimes banjos, sometimes quilts) demonstrate the many skills of West Virginia's people. There are industrial displays and, for tourists, panoramas of the state's scenery and year-round attractions. A restaurant is on the premises, as is a gift shop offering such state souvenirs as a coal miner's cap. Every visitor to the pavilion is given a free ticket; at the end of the Fair, a lucky ticket-holder wins 10 acres of West Virginia mountaintop plus a brand-new vacation lodge.

\* Admission: free.

### Highlights

**FRAGILE MEMENTOS.** Half a dozen glassblowers perform continuously, blowing

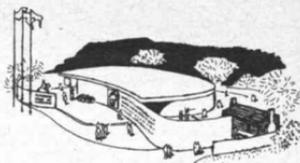
such curiosities as horses, fish, ducks. The pieces may be bought for \$1.00.

**BOTTOM OF THE PIT.** After entering a simulated coal mine, with slate to walk upon, coal along the walls, and veins to enter, visitors come out at the "tipple," where coal is sorted and graded. Dioramas en route trace the history of mining from the days of donkey carts to modern machines.

**HIGH IN THE SKY.** A color movie shows the huge radio telescope at Green Bank, West Virginia, and describes how it probes the secrets of the universe.

**MOUNTAIN LODGE RESTAURANT.** A pool of water and the sounds of the forest reproduced in stereo create the mountain setting. Color photographs of the state provide the views. Among the specialties is hickory-smoked ham.

There are 14 miles of roadway inside the fairgrounds, almost all of it new.



97

## ILLINOIS

The state that Abraham Lincoln called home displays the largest collection of Lincolniana ever assembled for an international exposition, including copies of every known photo of the 16th President, and an original manuscript of the Gettysburg Address. In addition, Walt Disney has created a life-sized animated figure that looks, acts and speaks like Lincoln. It performs in the 500-seat Lincoln Theater where, from time to time, national and international personalities are scheduled to discuss the influence of the prairie President. Other special events are also planned.

\* Admission: free.

# See the First Live Porpoise Show ever presented at any world's fair!...at the Florida State Exhibit

3.12 Acres — 500 Foot Lake Front

Adults: \$2.00 incl. tax Children (Ages 4 to 12): \$1.00 incl. tax  
(Special rates for larger groups, when made in advance.)

See **FLORIDA** on your next vacation!  
For full information about Florida vacations or industry locations, see the Florida Development Commission Travel Center at the Florida site.

Visit the **MINUTE MAID**  
Company Exhibit

at the base of the Florida Citrus Tower. Enjoy cool, refreshing Minute Maid, Snow Cap and Hi-C Juices and

[www.butkus.org/postcards](http://www.butkus.org/postcards)



\* Walt Disney Lincoln figure performs five times every hour.

**Highlights**

**DISNEY'S LINCOLN.** With mannerisms characteristic of the great Civil War President, the animated figure recites excerpts from Lincoln's speeches on liberty, civil rights and freedom. Dimensions for the figure duplicate the physical statistics found in biographies; the facial features were taken from Lincoln's life mask. The figure is capable of more than 250,000 combinations of action, including smiles, frowns and gestures. The program, called "Great Moments with Mr. Lincoln," will be suspended when special events are held in the theater.

**THE YEARS OF LINCOLN.** A restoration of the Lincoln-Berry store in New Salem, Lincoln's first Illinois home town, is located in the pavilion area. Among the other displays are a head of Lincoln by the great sculptor Gutzon Borglum, a new statue of Lincoln on horseback and many documents and papers. A historical reference library is available for visitors to use.

**PLEASURES OF THE STATE.** Throughout the pavilion and in the adjacent courtyard and garden areas, displays and information centers extol the state's vacation facilities, from the Illinois Ozarks to the great city of Chicago.



98

**LONG ISLAND RAIL ROAD**

Two open-sided tents, a pond stocked with Long Island ducks, and a variety of railroad exhibits give this display the air of an old-fashioned fair. The railroad exhibits come in all sizes: visitors can board a real locomotive cab and an observation car, take a ride around the

exhibit area in a miniature train or view an elaborate scale model train layout in operation.

\* Admission: free to exhibit area; 25 cents for miniature-train ride.

**Highlights**

**TOUR OF THE TENTS.** In one of the tents, HO-gauge model trains run continuously on a 10-by-50-foot relief map of Long Island. The map has models of more than 30 historic, recreational and scenic points of interest, including Jones Beach, Montauk Lighthouse, Kennedy Airport and Theodore Roosevelt's home, Sagamore Hill. The other tent has showcase displays from the four counties that make up Long Island: Kings (Brooklyn) and Queens, which are part of New York City, and Nassau and Suffolk, which are not.

**A TOWER AND A WINDMILL.** Through the glass walls of a switching tower, visitors can observe the intricate process of routing trains entering and leaving the Long Island Rail Road's nearby World's Fair station. A replica of a weathered windmill serves as the railroad's center for tour and timetable information; it also has souvenirs for sale.

**LITTLE TRAIN RIDE.** The miniature train carries adults and children around the landscaped one-acre exhibit area.

The little battery-powered chairs at the 1939/1940 Fair tooted "East Side, West Side." The escorter taxis at this one sound the opening bars of a promotional melody called "Go Greyhound."



99

**NEW MEXICO**

A pueblo of five adobe buildings represents New Mexico, bringing to the Fair the sun-baked walls, Indian handicraft and hot enchiladas that are part of the

# SULLIVAN COUNTY CATSKILLS

## only 90 minutes

### from the FAIR GROUNDS



### TRAVEL THE ROUTE OF 100 MILLION HAPPY VACATIONERS.

**KEYNOTE** your visit to the Fair by including a stay in the world's most popular mountain vacationland.

**SEE** the tremendous values for families and for young people. See New York City too, if you wish — optional in our **SPECIAL PACKAGE PLAN**. You'll be close by!

**BE** among the stars of stage, screen and TV who entertain you nightly. Visit an area celebrated for its luxurious accommodations, fabulous cuisine and magnificent scenery.

**WEE** ones have fun here, too. Organized child care and complete programs for tots to teenagers.

**TEE** off at any of 21 challenging golf courses in the area, or take part in a wide variety of planned sports.

**WE** can help you plan this vacation bonanza, in which Sullivan County American Plan rates include all the above features.

**WORLD'S FAIREST VACATIONLAND, INC.**  
BOX 11, MONTICELLO, N.Y. 12701

Send your Package Plan. Do  do not  include a stay at a New York City hotel. There will be \_\_\_\_\_ persons in our party. Trip will be for \_\_\_\_\_ days, beginning \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Post Office \_\_\_\_\_

**SEE YOUR  
TRAVEL AGENT  
OR MAIL THIS**

For information  
in New York City  
Phone

**212 AL 5-1599**



- 300 modern hotels, motels, inns, wide price range.
- 1,200 swimming pools, outdoor and indoor ice rinks.
- 21 championship golf courses and top-flight pros.
- 300 lakes and streams, including Delaware River.
- Great hunting lands, public and private campsites.
- Monticello Raceway, pari-mutuel night harness racing.
- Pleasant trip by expressways, via car, bus, limousine.

state's Mexican and Indian heritage. Displays emphasize resources, research and recreation. A tourist center supplies travel information and shows a color movie of state scenes. Mountain trout from the state's streams swim in a pool. The Trading Post has Indian pottery, blankets and other products for sale. The largest building is a restaurant.

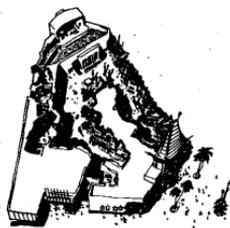
\* Admission: free.

**Highlights**

**UNDERGROUND RICHES.** Booming oil and natural-gas industries, uranium mining and space research are among the activities displayed in two buildings by means of photographs, models and products.

**THE RESTAURANT.** Specialties include tamales, enchiladas, tacos and barbecued dishes of all kinds.

The World's Fair Marina, with moorage for some 800 boats, was made by dredging about two million cubic yards of silt from Flushing Bay, thus providing an access channel 300 feet wide and an anchorage area of about 40 acres, ranging in depth from six to 10 feet.



**100 HOLLYWOOD**

Behind a facsimile façade of Grauman's Chinese Theater, complete with hand- and footprints of celebrities in the pavement, Hollywood displays mementos of its past and spotlights some of the glittering figures of the present. Sets from recent motion pictures are displayed, and there is a film museum of props and costumes from vintage classics. Each week a star acts as host of the pavilion. Among those scheduled are Claudette

Colbert, Joan Crawford, Joan Fontaine, Maureen O'Sullivan, Charles Boyer and Kirk Douglas. Visiting stars and top recording artists sign autographs—with the help of a multiple-writing machine that signs 100 at a time. The pavilion has shops, a bar and a large restaurant.

\* Admission: adults, \$1.00; children, 50 cents.

**Highlights**

**ON LOCATION.** The visitor can take a walk through exact replicas of the throne rooms from *Cleopatra* and *The King and I*, visit the candy shop from *West Side Story* or see the French street from *Irma La Douce*. Music from the film scores is played in the background.

**MUSEUM PIECES.** The motion picture museum is a showcase for filmland costumes, jewelry and props (including a small train used in *The Greatest Show on Earth*). A special section highlights the career of the late Cecil B. DeMille.

**FOOD AND DRINK.** There is a large bar and a self-service restaurant.



**101 OKLAHOMA**

This "pavilion" is not a building, but a park with winding, flag-decked pathways and spacious lawns, pools and shelters arranged around a large, sunken topographical map of the state. There are benches everywhere, and those who would like to picnic on the grass may buy a box lunch complete with red-checked dining cloth. Umbrella-topped vending carts sell souvenirs. Concerts are given, and exhibits by Oklahoma artists are spotted about the park.

\* Admission: free.

**Highlights**

**LIVING MAP.** Animated displays of Oklahoma life are seen on the 96-by-46-foot

map: A boat pulls a water skier over a lake; a barge moves along the ship canal that soon will link the state with the Gulf of Mexico; cowboys tend the steers that make Oklahoma second only to Texas as a beef producer.

**SOUNDS OF MUSIC.** A covered pathway leads to a bandshell where Oklahoma musical groups, from symphony orchestras to brass bands, perform.

The Fair's closed-circuit television network of more than 250 receivers is the largest ever assembled.



## 102 NEW ENGLAND

Dancers in the costumes of the many nationalities that have settled New England, frog-jumping contests, a "Liberty Tree" holding historic documents and a simulated walk on the moon are among the chief attractions. The pavilion area, which consists of a village green and a series of hexagonally shaped buildings, includes a rustic "Country Store" and a nautically designed restaurant that features famous New England dishes. Dances, contests and other events are held on the green.

\* *Admission: free.*

\* *Performances on the village green at 2 and 5 p.m.*

### Highlights

**THE COURT OF STATES.** In a chain of six small enclosures at the entrance to the pavilion, each of the New England states—Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut—has exhibits showing its scenery and cultural attractions.

**ROMANCE OF INDUSTRY.** The multiplicity of goods and services produced in New

England is unfolded in the Court of Industry and Commerce. On display are jewelry, precision-machined firearms and a model in which animated figures show how life insurance companies contribute to the economy of American communities. Two other exhibits symbolize modern scientific research: an imaginary look at the dark side of the moon and a display of tiny organisms gathered in deep water all over the world.

**THE CONTINUING VISION.** "Where Our Past Began, Our Future Begins," is the motto developed in the diverse exhibits of the Theme Building.

¶ *A rocky coast,* with machine-made waves, duplicates the Pilgrims' first view of New England. On the walls of this display area are a transparency, 24 feet long by 12 feet high, of the Great Beach on Cape Cod, and a greatly enlarged facsimile of a map John Smith made of New England in 1614.

¶ *The Liberty Tree,* on which Bostonians hung lanterns in pre-Revolutionary times as symbols of freedom, is reproduced in steel and plastic. On its limbs are historic documents displayed as artificial leaves; next to the tree are five large transparent cylinders containing such artifacts as an actual old gravestone, and quotations by famous New Englanders.

¶ *In the science area* is a reproduction of Dr. Robert Goddard's first successful liquid propellant rocket, fired at Auburn, Massachusetts in 1926; and microscopes show cancer cells growing and then being killed by radiation.

**ON THE VILLAGE GREEN.** During the course of the Fair, groups from different New England communities hold dances, musical performances and frog-jumping contests, and New England craftsmen demonstrate their art. Fashion shows, displaying New England-made apparel, are held daily during the summer. A posted schedule in the Court of the States tells what is happening on the green each day.

**DOWN EAST CHARM.** Representative New England products are sold in the Country Store, where the potbellied stove, the cracker barrel and the candy jars are just as they were generations ago.

**RESTAURANT.** The restaurant serves typical regional dishes. On one wall is a 175-foot section of the famous 1,295-foot-long *Whaling Panorama*, on loan from the Whaling Museum of New Bedford. There are tables for outdoor dining.

The World's Fair official song, "Fair Is Fair," is by Richard Rodgers, who wrote the music for *Oklahoma!* and other hits.



## 103 NEW YORK CITY PAVILION AND ICE THEATER

The host city of the Fair, which is celebrating its own 300th birthday in 1964, presents two major attractions in its big permanent building. They are an ice show produced by former Olympic figure-skating champion Dick Button, and "Panorama around New York," a simulated helicopter ride over a huge scale model of the city. The model includes every one of New York's 835,000 buildings and all of its streets, ferries, docks, bridges and airports. In the pavilion, there are also a model of the city as it was in 1664; an exhibit of art, sculpture, artifacts and photographs from 34 of the city's most important museums, libraries, zoos and botanical gardens; and a Triborough Bridge and Tunnel Authority theater that shows color films of the many bridges and tunnels of New York. In addition, the city's radio station, WNYC, and its ultra-high-frequency television station, Channel 31, have moved studios to the building and can be watched in operation. The New York City building is one of two Fair structures (the Amphitheatre is the other) remaining from the 1939 Fair. It also served as the seat of the United Nations General Assembly in 1946 before the U.N. moved to its present site.

\* Admission: free to the pavilion. Ice show tickets (all seats are reserved): \$1.05 to \$3.35 for the Monday, Tuesday, Wednesday and Thursday matinees, \$1.65 to \$3.35 for evening performances. Evening prices prevail for all performances on Fridays, Saturdays, Sundays and holidays. The ride costs 10 cents.  
 \* Performances for the ice show: noon, 2, 4, 7 and 9 p.m., Mondays through Thursdays; 11 a.m., 1, 3, 5, 7 and 9 p.m., Fridays, weekends and holidays. The show lasts one hour. The helicopter ride, which lasts seven minutes, operates continuously from 10 a.m. to 10 p.m.

### Highlights

**SURPRISES ON ICE.** In "Dick Button's Ice-Travaganza," 150 skaters, headed by former Olympic stars and comics, perform in 10 romantic vignettes. Around the horseshoe-shaped rink are small spill-out rinks that pour skaters and props (elegant gardens, ballrooms, ski slopes, St. Valentine's Day cards and zoos) onto the skating area and thus keep the show moving at all times.

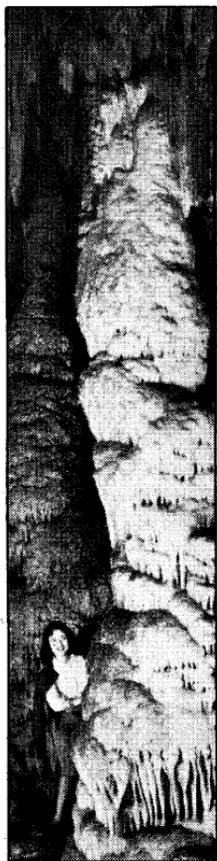
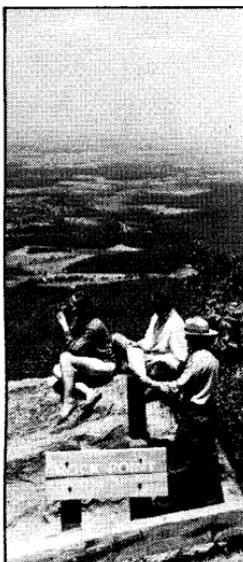
**THE BIG TOWN.** The incredibly detailed model of the city, which measures 180 by 100 feet, is built to a scale of one inch to 100 feet. At that scale, the Empire State Building is 15 inches tall. The model can be viewed from a balcony where binoculars may be rented (10 cents for a minute and a half) or from the simulated helicopter flight. Passengers enter helicopter-like cars at the Narrows. The cars rise just high enough (two feet) to clear the model. As they fly over the city the lighting changes to evening, while a recording tells of the city's history and operations.



## 104 WISCONSIN

The Indian heritage of the Badger State provided the inspiration for the modern tepee that houses this exhibit. The displays tell the stories of Wisconsin's

# Mix fun and history in VIRGINIA



Half a day's drive from the Fair, step into the 18th century at Colonial Williamsburg . . . go motor mountaineering on Skyline Drive . . . swim at gay Virginia Beach . . . or explore spectacular caverns beneath the Shenandoah Valley. It's easy to make the Birthplace of the Nation part of your World's Fair trip. Write  
VIRGINIA DEPARTMENT OF CONSERVATION AND ECONOMIC DEVELOPMENT

811 State Office Building, Richmond, Virginia 23219

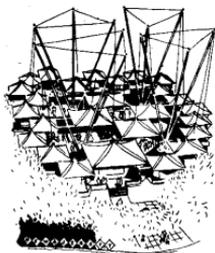
farms, industries and great outdoors. Outside the pavilion, experts demonstrate fishing and archery techniques. A 17-ton cheese, said to be the world's largest, is displayed on a huge, air-conditioned van, protected by chromium and glass. A cafeteria and a beer garden are located in the area, which is set amid pine trees.

\* *Admission: free.*

**Highlights**

**SPORTSMAN'S SHOW.** There are daily demonstrations of flycasting, Indian archery and field work with hunting dogs. Trout fishing is available for fishing enthusiasts.

**RESTAURANTS.** Flame-grilled steak is served in the Gay '90s cafeteria. Banjo players and an old-fashioned nickelodeon provide music in the beer garden, where the menu offers a typical Wisconsin knackwurst lunch.



105

**NEW JERSEY**

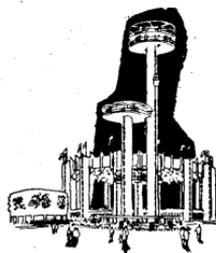
Marking the state's tercentenary this year, 21 small exhibit buildings of unusual construction—peaked roofs suspended from soaring masts—develop the theme: "For three centuries: people, purpose, progress." The exhibits encompass all aspects of New Jersey life, from zinc mining to Sunday picnics. In the center of the complex of buildings is a "village square," where choirs, drum corps, bands and other groups of Jersey-men put on frequent performances.

¶ *Glories of the state* are on exhibit in a half-hour guided tour through historic displays, scientific demonstrations, on-the-spot craftsmanship and entertainment. One building is devoted to the

inventions of Thomas Edison; another houses a 1912 Mercer automobile (made in Mercer County); in still another, a 90-second film takes the visitor strolling down the boardwalk in Atlantic City. The emphasis is on "live" presentations: a chick hatchery to delight the youngsters, a million-dollar satellite detection station keeping track of space satellites as they pass overhead, a shipbuilder at work making real boats and a marching militiaman attired in full Revolutionary dress.

\* *Admission: free.*

When the Fair closes in October 1965, residents of New York will gain a \$23 million park—the largest in the city—which will include a zoo, a sports arena, a heliport, the Hall of Science, the Universe, a model airplane field, the Amphitheatre, the Marina, two fountains and five pools.



106

**NEW YORK STATE**

Looming over the New York State pavilion are three observation towers, one of which is the tallest structure at the Fair (226 feet). Beneath the towers is the Tent of Tomorrow, the world's biggest suspension roof (it is larger than a football field), supported by sixteen 100-foot concrete columns. Translucent colored panels in the roof flood the interior of the tent with colors. On the main floor, Texaco Oil Company has made a mammoth map of the state in terrazzo. Around the map are a number of impressive attractions, including an exhibit by the New York State Power Authority, a fine arts museum, fash-

ion shows and a restaurant. On the mezzanine, visitors have an opportunity to meet state legislators. Next to the Tent of Tomorrow is the Theaterama, a large, cylindrical movie theater decorated with controversial "pop" art.

\* Admission: free.

### Highlights

**HIGH SPOT OF THE FAIR.** Speedy "Sky-Streak" capsule elevators zip up the sides of two of the towers, and on a clear day observers on the tallest can see New Jersey, Connecticut, the Atlantic Ocean and most of Long Island. This tower is solely an observation platform; the middle tower sells refreshments, and the shortest is a lounge for visiting dignitaries.

**FINE ARTS.** Two large collections have been assembled from many sources. One shows portraits of early New York colonists; the other offers examples of the famous Hudson River school of painting of the 19th Century.

**PLENTY OF POWER.** The New York State Power Authority shows its power network on a 144-square-foot map. The utility also exhibits a 26-foot replica of the St. Lawrence hydroelectric plant, with spinning turbines seen through transparent panels.

**HIGHWAY THROUGH NEW YORK.** On the mezzanine, strollers walk along a miniature highway lined with glimpses of the state's life—a conservation area, a rose garden, exhibits from regional museums and the state's smaller industries. Members of the state legislature are on hand, and New Yorkers who feel there ought to be a law about something can state their gripes in writing, to be delivered to Albany. A machine answers questions about New York's legislative process.

**POP ART.** The paintings decorating the Theaterama are of such unlikely subjects as a shattered Statue of Liberty, a comic-strip redhead and the FBI's 13 most-wanted men.

**STATE MOVIE.** Inside the theater, moving pictures are projected onto a 360-degree screen, transporting the viewer to Niagara Falls, Jones Beach and similar state scenes.

About 55 per cent of the Fair's visitors during the two seasons will come from the 18 million people who live within 60 miles of the fairgrounds. About 2 per cent will come from foreign countries.



## 107 MISSOURI

Missouri's glass-enclosed pavilion presents the theme, "First in Air . . . First in Space." Among its main exhibits are a replica of the *Spirit of St. Louis*, the plane in which Charles A. Lindbergh made his historic New York-Paris flight in May 1927, and the two space capsules, Mercury and Gemini. There are also mementos of famous Missourians, a display sponsored by nine private electric utilities, and separate exhibits depicting the industrial development and natural resources of the state, the city of St. Louis, and Kansas City. A snack bar features foods said to have originated at the time of the 1904 fair in St. Louis.

\* Admission: free.

### Highlights

**"SPIRIT OF ST. LOUIS."** An exact replica of the famous plane, made in 1955 for the movie, *The Spirit of St. Louis*, hangs from the ceiling of the pavilion.

**SPACE CAPSULES.** A replica of the Mercury capsule, *Friendship 7*, is on display outside the pavilion. On it is a plaque engraved with the autographs of all the astronauts. An actual-sized Gemini moon capsule is inside the pavilion. Both capsules were built by the McDonnell Aircraft Corporation, a St. Louis company.

**FAMOUS FIGURES.** Among those honored are such great Missourians as author Mark Twain, poet Eugene Field and artists Thomas Hart Benton and George Caleb Bingham.

**SNACKS AND SOUVENIRS.** Both the snack bar and the pavilion's souvenir shops specialize in regional items (Missouri hams, corncob pipes). The snack bar also sells some all-American favorites said to have been introduced in the period of the St. Louis Fair of 1904: hot dogs, ice cream cones and iced tea.

About 30,000 people are paid to visit the Fair daily. They work for the exhibitors, the service agencies and the Fair itself.



## 108 ALASKA

In a white, igloo-shaped pavilion the 49th state has reconstructed a sample 11-minute "day" in the North country, using small-scale figures on a topographical map. Three 30-foot totem poles, originally carved by Indians for the St. Louis Fair of 1904, are in front of the building. Eskimo and Indian dances are staged behind the pavilion.

\* Admission: free.

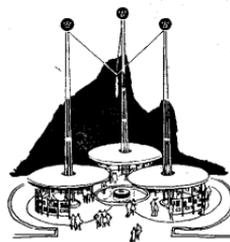
### Highlights

**FISH AND DAMS.** Exhibits show Eskimo and Indian life, the Alaskan fishing industry and the state's booming development—especially a new coastal ferry system and plans for the largest dam in the free world. There is an exhibit by Alaskan artists, and wild life is represented by stuffed specimens of bears, a walrus head, a 74-pound salmon, plus moose, caribou and others.

**LIFE IN THE NORTH.** In the igloo's second story is a theater with a 32-square-foot topographical model of Alaska. During a narration, portions of the model light up, and the dome itself becomes a planetarium portraying the skies over Alaska from twilight to dawn. Slides depict the state's indus-

tries and people at work. The show ends with a colorful display of simulated northern lights.

**ESKIMO VILLAGE.** In the area behind the pavilion Indian and Eskimo dance groups perform, and craftsmen carve in wood and whalebone. Some of their handiwork is for sale.



## 109 WESTINGHOUSE

A gleaming torpedo-shaped Time Capsule, suspended by stainless steel wires over a reflecting pool, is the heart of this exhibit. Packed with artifacts of our times and accounts of the eventful history of our days since 1938, it will be deposited in a 50-foot tube and buried in tar and concrete on the next-to-last day of the Fair, there to remain as a message to the future 5,000 years hence. Ten feet south of this tube is buried Westinghouse's first Time Capsule, containing a report on civilization as it stood just prior to the 1939 World's Fair. Three open-sided circular pavilions in the area are each devoted to a different epoch in time.

\* Admission: free.

### Highlights

**OF ANOTHER ERA.** The first circular pavilion is given to the original Time Capsule. A full-sized model, through a window along one side, reveals that it was packed with such items as a slide rule, a woman's hat, synthetic rubber and 10 million words on microfilm taken from books, magazines and newspapers setting forth the state of civilization in 1938. There were also messages to the future from Albert Einstein, Robert A. Millikan and Thomas Mann.

**OF TIMES NOW.** The second pavilion shows in photographs some of the awesome things that have happened since the first capsule went down: wonder drugs, jet aircraft, atomic and hydrogen explosions, commercial television and the first man in space, plus other events of war and peace that stirred the world. A distinguished committee will choose from among all these and more the things that will be recorded in the new Time Capsule—and visitors may sign a book that will go into the capsule, to be read by later generations.

**OF TIMES PAST.** In the third pavilion a 5,000-year calendar shows events of the past in detail.

Among the 1939/1940 exhibitors which are back in Flushing Meadow are 17 corporations, 14 countries, eight states and three groups—plus Borden's Elsie the Cow, making a return appearance after 24 years.



## 110

### LOUISIANA

New Orleans' famed Bourbon Street is reconstructed in this big pavilion. Jazz is the theme, and many well-known musicians perform in the picturesque buildings that line the 200-yard thoroughfare. Music and Creole food are combined in a variety of restaurants. Jazz concerts are presented; there is dancing at a teen-age center. Jazz for marching is played for miniature Mardi Gras parades. Louisiana products, including pralines, are on sale in gift and souvenir shops. The market area contains specialty shops, while a large exhibition hall is devoted to historical and industrial displays. Along the street, artists do quick portraits of visitors in charcoal and pastels.

\* Admission: free to the pavilion; there is a minimum charge where food and drinks are sold.

### Highlights

**JAZZ FOR LISTENING.** Famous jazzmen hold forth on the revolving bandstand at Jazzland. Veteran musicians from the early days of New Orleans jazz perform at Preservation Hall. Drinks are served at both places.

**JAZZ FOR DANCING.** Jazz is also the theme music in the big Teen-Age Dance Center. Soft drinks are sold.

**JAZZ AND FOOD.** French and Creole dishes are specialties at the many restaurants and cabarets, and fresh seafood is flown in daily from the Gulf ports and bayous of Louisiana.



## 111

### MINNESOTA

This unusual pavilion is made of seven giant panels joined together to form one many-sided structure. There is a restaurant on the ground floor. The main exhibit area—which focuses attention on the state's industries—is on a second level, reached by ramps.

\* Admission: free.

### Highlights

**THE EXHIBITS.** The displays are largely devoted to Minnesota's industrial production. Threaded through these exhibits are pictorial displays of the state's cultural attractions: the Minneapolis Symphony, the Tyrone Guthrie Theater, also in Minneapolis, and so on.

**THE LANDSCAPING.** Regional shrubbery, topsoil and even taconite, the Mesabi Range's rich iron ore, have been imported to create the landscaping around the pavilion.

**GAME AND TEAMS.** The North Star Viking Restaurant, on the ground level, features game—duck, venison, pheasant, pike—and a 100-dish smorgasbord. There is also a quick-service snack bar.