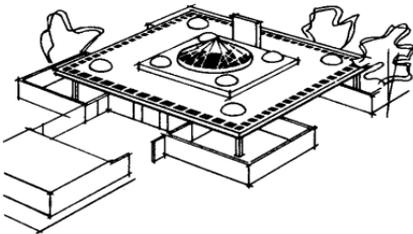


FOLO NARI

FOLO NARI RED WINES

PREMIUM ITALIAN WINES BY THE PRODUCERS OF
RUFFINO CHIANTI - SCHIEFFELIN & CO., NEW YORK



VISIT THE
Edward Durell Stone

HOUSE OF GOOD TASTE

in the industrial area
featuring



For further information on Gold Bond Products, write
National Gypsum Co., Dept. W.F. 64, Buffalo 25, N.Y.

RESTAURANTS

Location	Price
MOROCCO (78)	moderate
NEW ENGLAND (102)	moderate to expensive
NEW MEXICO (99)	moderate
PAKISTAN (75)	moderate
POLYNESIA (85)	inexpensive
PORT AUTHORITY HELIPORT (125)	expensive
REPUBLIC OF KOREA (52)	moderate
RHEINGOLD (18)	moderate
SCHAEFER (27)	moderate
SHEA STADIUM (150)	moderate to expensive
SPAIN (57)	expensive
SWEDEN (67)	moderate to expensive
SWITZERLAND (71)	moderate
TEXAS (141)	moderate
THAILAND (90)	moderate to expensive
TRANSPORTATION AND TRAVEL (123)	moderate
WEST VIRGINIA (96)	inexpensive
WISCONSIN (104)	inexpensive
WORLD'S FAIR MARINA (148)	moderate

Food and Atmosphere

An outdoor terrace offers American food, and lamb, chicken and beef prepared in the Moroccan manner. There is also a supper club, the Thousand and One Nights.

Millstone at the Fair recalls early New England, with clam chowder, beef pies, johnnycake.

The Hitching Post offers cafeteria service and Spanish-American specialties. Beer only.

Beef, lamb, chicken and goat, served on rice or wheat, are on the menu.

Plate specials offer both Polynesian and American foods and include appetizer and beverage.

The glass-enclosed Top of the Fair offers a spectacular view in addition to fine food.

The Tea House provides such foods as spiced spareribs and marinated meats with side dishes.

The favorites of New York of the 1900s (for example, oysters Rockefeller and beef Stroganoff) are at the Town House.

Schaefer Center has an ample buffet (chickens, hams) and tables around a fountain.

The Main Restaurant (expensive) specializes in grilled steaks and chops. The Combo (moderate) has an American menu and quick service. The Bar and Barbecue (moderate) offers hamburgers, roast beef. Open for night games.

The Granada and the Toledo both offer Continental cuisine, with specialties from every part of Spain. There are flamenco dancers.

The smorgasbord has hot and cold specialties, including herring prepared in a dozen ways.

Le Chalet has a balcony and wooden tables, and serves cheese fondues and Swiss wines.

The Frontier Palace re-creates a Western dance hall, serving up steaks and fried chicken as well as entertainment. A chuck-wagon offers \$3.00 suppers after 10 p.m.

Both lunch and dinner are buffet, with sweet and sour crisp noodles and various curries.

The Galaxy Cafeteria, one of the largest at the Fair, has 10 international styles of foods.

A cafeteria offers fried chicken dinners and West Virginia ham sandwiches. No bar.

Tad's Steaks serves, in cafeteria-style, a \$1.19 dinner featuring charcoal-broiled sirloin steaks.

An American menu, with emphasis on seafood, is served in a nautical décor.

SEE THE FAIR FROM THE AIR



SIKORSKY S-61 SIGHTSEEING HELICOPTERS

Vertical take-off is flying's most exciting experience. Enjoy a spectacular view of the entire Fair in one ride. See location of all exhibits, all points of interest. Save time. Snap your own aerial photos. Famous twin engine Sikorsky S-61 Helicopters fly you on the Fair's most dramatic, panoramic, sightseeing trip. All flights leave from and return to heliport.

- **PLACE** — Roof-top Heliport in the Transportation area of the Fair.
- **TIME** — Continuous
- **FARE** — Adults \$6.50, (children \$3.50)
- **TICKETS** — At Heliport, or at select ticket sources inside or outside the Fair, or ask any travel agent.

SIGHTSEEING HELICOPTERS OPERATED BY:

NEW YORK AIRWAYS

12th year—over one million passengers carried on regularly scheduled flights between Kennedy International, Newark and LaGuardia Airports and Manhattan's Wall Street Heliport and to the Fair. See your travel agent or New York Airways.



SNACK BARS

Only eating places with a capacity of 50 or more are listed. All have tables unless otherwise noted. In addition to these, there are many cafés, small snack bars and refreshment stands in all areas of the Fair.

AERIAL TOWER RIDE AND WAFFLE RESTAURANT (138). Hot plates, beer and a de luxe "Bel-gem" waffle.

CENTURY GRILL (113). Hamburgers, foot-long hot dogs.

DENMARK (54). Danish open-faced sandwiches, pastries and beer at the Kattegat Inn.

HALL OF EDUCATION (8). A cafeteria serving hamburgers, hot dogs, sandwiches and beer.

HAWAII (142). Fresh juices flown from the Islands, plus chop sueys and other specialties. No tables.

HOLLYWOOD (100). At four stands, snacks from soup to waffles, plus beer. Self-service.

HONG KONG (56). Duck, chicken, shrimp or lobster in baskets at the Bird Cage Garden.

MARYLAND (94). Fried chicken, crab-cake sandwiches and soft drinks at the Chesapeake Bay Wharf.

MASTRO PIZZA (5). Six varieties of pizza pies, plus beer. No tables.

MINNESOTA (111). A sidewalk café serving sandwiches, soft drinks and beer.

MISSOURI (107). A cafeteria that offers hot and cold plates, sandwiches, hot dogs, etc.

MOROCCO (78). Mint tea, biscuits and Moroccan appetizers, plus *kafta*, a spiced hamburger.

NEW YORK STATE (106). Hot plates and sandwiches at an automat; hamburgers at a counter.

POLYNESIA (85). A sidewalk café serving both American and Polynesian food.

RHEINGOLD (18). A sidewalk café serving hot and cold plates, sandwiches and, of course, beer.

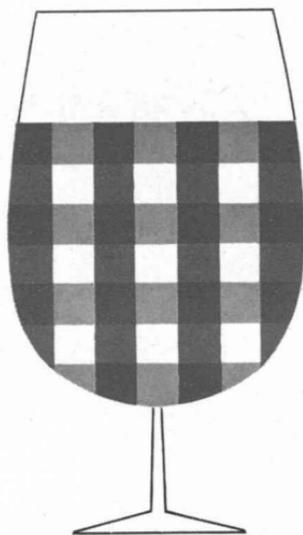
SEVEN-UP (37). A variety of unusual sandwiches at the International Sandwich Garden. Self-service.

SUDAN (79). Sudanese "hamburgers" (charcoal-roasted lamb patties), plus beer and cocktails.

TEXAS (141). At five areas, specialties from shrimp to Texas beef. Self-service.

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Italy's prize Chianti
RED OR WHITE



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SCHIEFFELIN & CO., NEW YORK



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The Toshiba **Pickup Storage Tube** "memorizes" the still picture and projects it any time up to about half an hour afterward. It's one of a thousand electronic marvels developed by Toshiba, oldest and most respected name in electricity in all Asia.

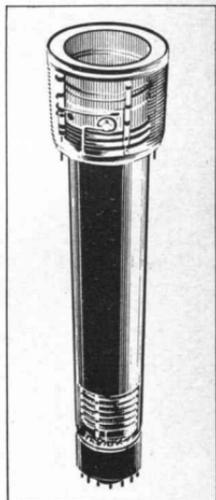
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TOKYO SHIBAURA ELECTRIC CO., LTD.

NEW YORK OFFICE :

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Toshiba

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FEATURES OF THE FAIR

There is room for almost everything at a world's fair. It is a circus and a classroom, a voyage around the world, a look back at the past, a peepshow to the future. Fairs are characterized by fun, nostalgia, awe and tired feet, but rarely by boredom: a visitor who wanted to see everything at this fair would have to travel at a brisk pace for 30 days. On the pages that follow is a sampling of what he might see, starting with this dramatic picture of the Unisphere silhouetted by fountains.





GRINNING PORPOISES high jump, bowl and toss oranges in the Florida pavilion. Among the gifted animals at the Fair are a bull in a boudoir, a gorilla on a bike and a dog that models fashions.

EXCITING RIDES include the Log Flume, which shoots rapids at 10 feet a second. Fair visitors may also spin in a tire, ride in a helicopter, go up in a cable car and sail in an outrigger.





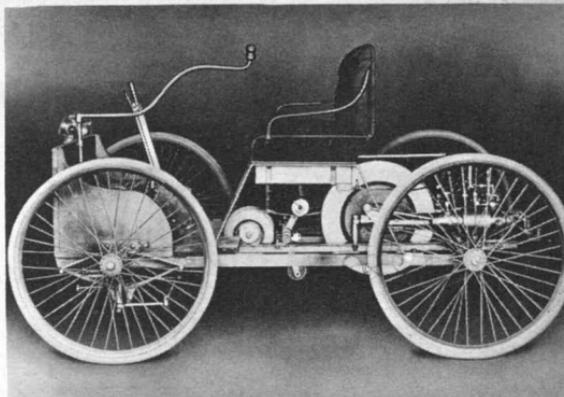
PREHISTORIC MONSTERS such as this brontosaurus in the Sinclair pavilion are only part of the Fair's look at the dawn of life on earth. At the Ford pavilion,



*pterodactyls fly and life-sized cavemen wave;
at Travelers Insurance, man discovers fire. The Lebanon
pavilion exhibits fossils 80 million years old.*

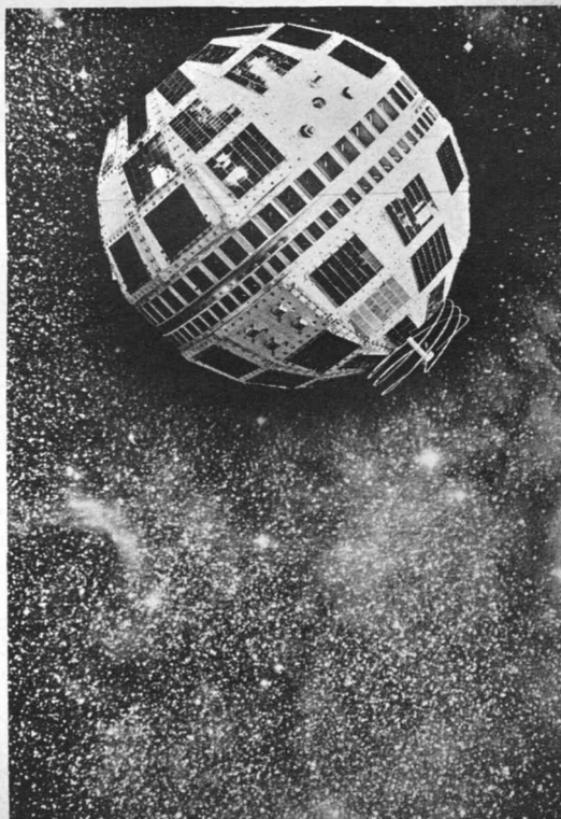


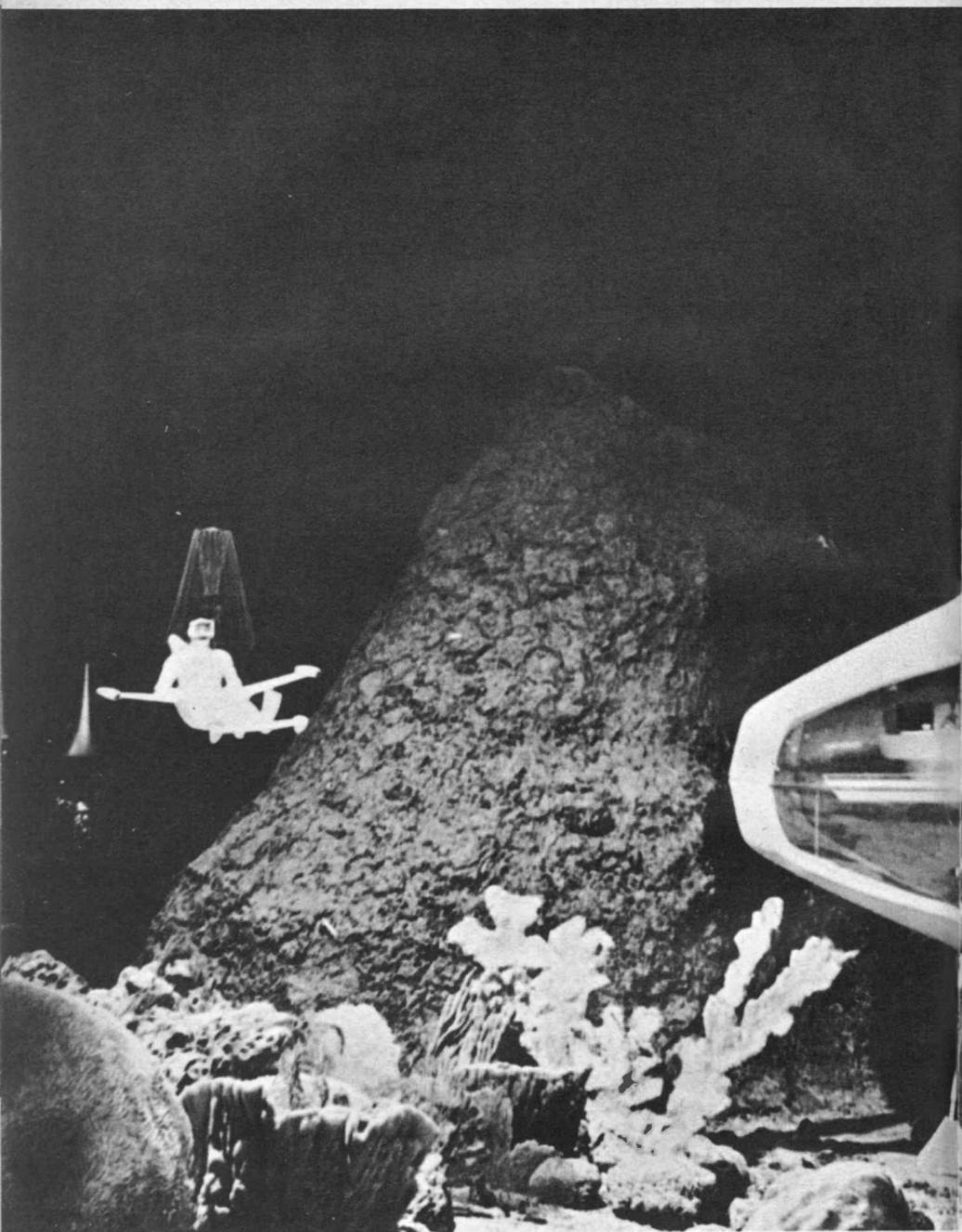
A NAVAL BATTLE is re-created for fascinated spectators as John Paul Jones's "Bonhomme Richard" (right) defeats the "Serapis" in a Continental Insurance diorama. Elsewhere, realistic displays bring to life historic figures and such distant places as Israel and Malaysia.



AN ANTIQUE AUTO, this copy of Ford's first gasoline buggy is one of a variety of vehicles on display.

A MESSENGER IN SPACE, Telstar stars in a number of exhibits, including the Bell System's (below). Almost every type of satellite, rocket and capsule may be seen at the Fair.





A HOTEL BENEATH THE SEA is a feature of the future, as foreseen in GM's 1964-1965 Futurama; the guests enjoy submarine views and trips in



aquascoters. Cities, farms, schools and houses of tomorrow are on view in various Fair displays—most of them, like the Futurama, based on knowledgeable guesses.



HULA DANCERS in Hawaii's Alohatheatre present a history of the hula. Fiji Islanders, Alaskan Indians and Belgians are among those presenting folk music and dances. Dancers in the Louisiana Mardi Gras parade and baton twirlers from New York State help represent the U.S.



A FLAMENCO DANCER from Madrid performs in the Spanish pavilion. More than 80 nations are represented at the Fair with displays of national products, peoples and customs.

ICE DANCER Gezila Head of Sweden stars in the Ice-Travaganza at the New York City building. The show has, among other things, an indoor ski run, movie screens and six revolving stages.





MICHELANGELO'S PIETA is only one of the prodigies of art at the Fair. El Grecos, Picassos and a Rubens are shown, as are ancient treasures from China, India, Sudan. They vie with contemporary works—the biggest in size being the wall of pop art on New York State's Theaterama.

IF YOU HAVEN'T SEEN MACY'S



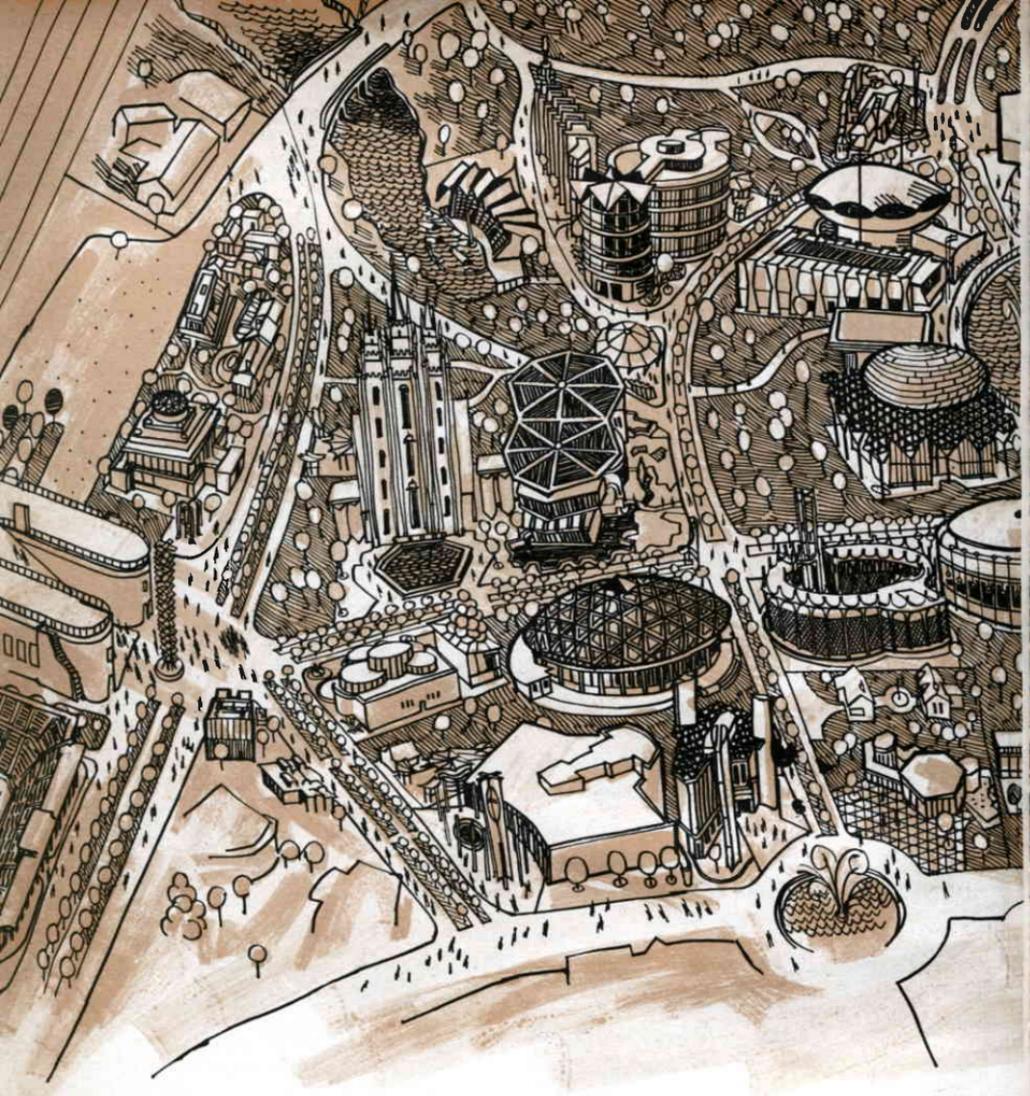
YOU HAVEN'T SEEN NEW YORK

■ Everybody wants to see the world's largest store, for where else can you find so many wonderful things from all over the world...at prices that remind you "it's smart to be thrifty"? You'll find a cordial welcome waiting for you, plus fascinating displays, demonstrations, exhibits, fashion shows, and many thoughtful services to make your visit to New York pleasant.

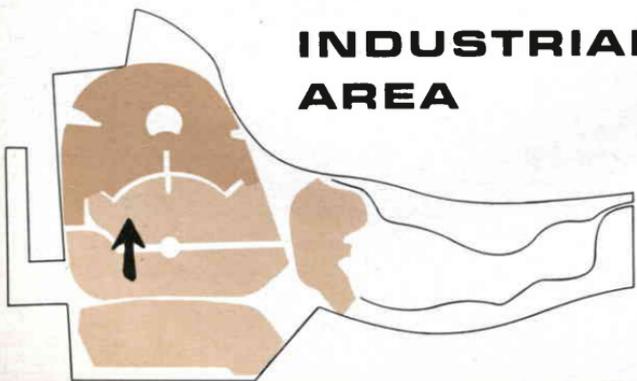
■ Here, too, you can see and study the largest official walk-around model of the Fair, as well as special Fair exhibits... the best way to pre-plan your own trip to the Fair, save yourself time and footsteps. If you've already visited the Fair, bring your friends and relatives to see Macy's exhibit. They'll love it. Macy's Exhibit Center, 5th floor, Herald Square, open during store hours through August 15. No admission charge.

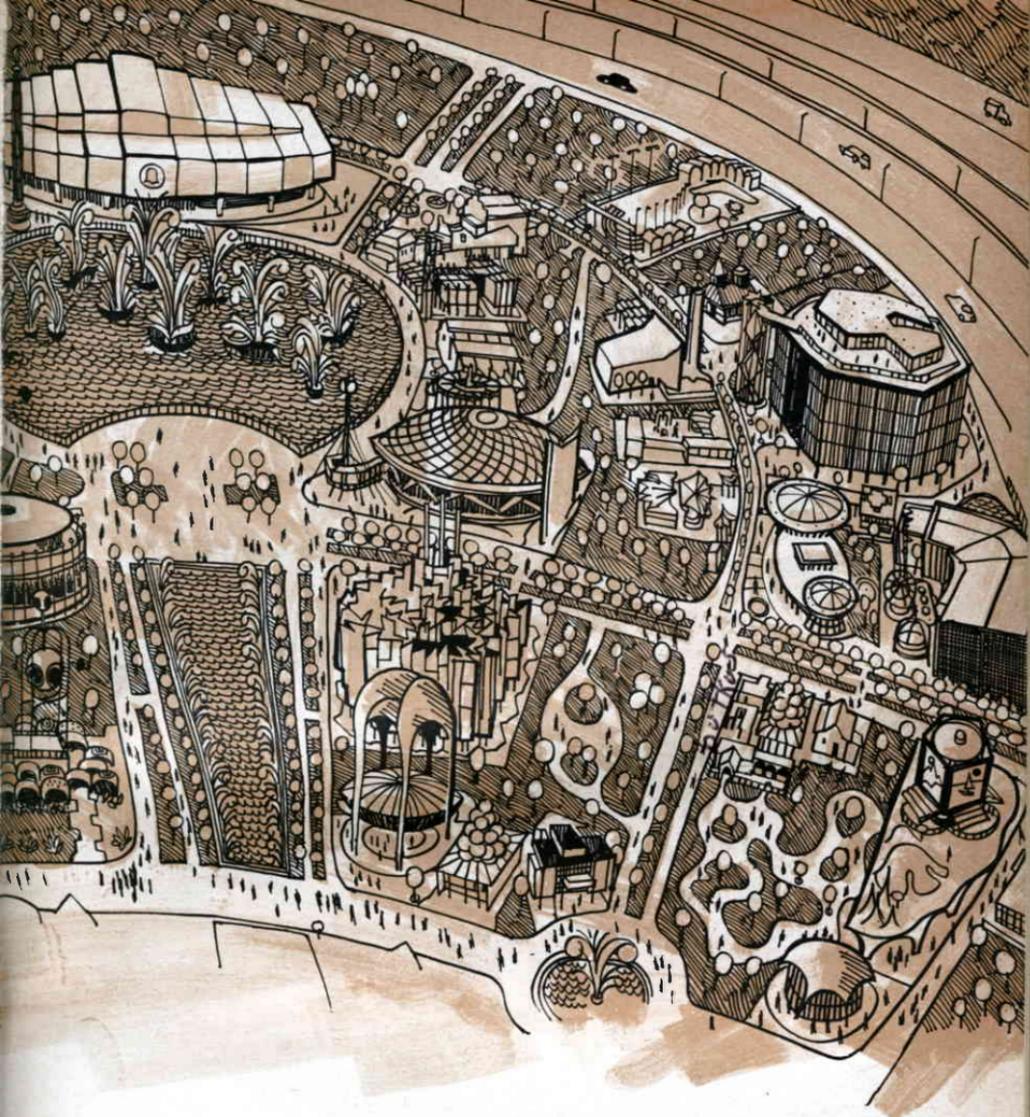
Macy's at the Fair: See the new idea for your life of leisure... houses you buy furnished and fitted out so all you have to do is turn the key in the lock and start living. Substantially built yet surprisingly thrifty in price, these Leisurama houses are so complete they have General Electric Kitchens, even dishwashers and washer-dryers. Where does Macy's come in? We furnished the houses, down to teacups and towels.

■ Leisurama North to be built in Montauk on Long Island; Leisurama South in Lauderdale at Ft. Lauderdale, Florida... both superb resort areas. Built by All-State Properties Inc., designed by Raymond Loewy/William Snaith Inc., decorated and furnished by Macy's. See both houses on the Court of the Moon, between the Avenues of Commerce and Europe.



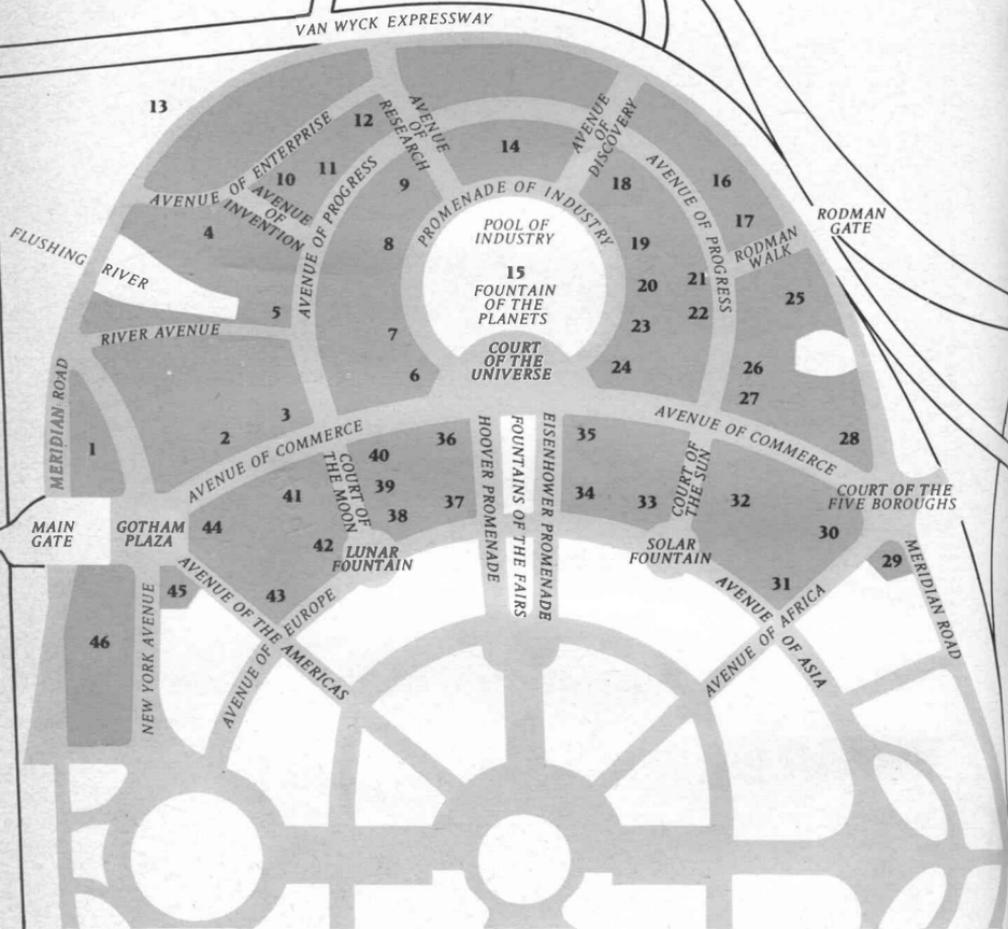
**INDUSTRIAL
AREA**





Gathered around the Pool of Industry, 45 pavilions offer spectacles, stage shows, architectural wonders and a glittering testimonial to America's industrial strength. The hundreds of companies represented in this area, comprising a rough cross section of the nation's economy, have put on display as wide a range of products and services as have ever been assembled for a fair.

INDUSTRIAL AREA

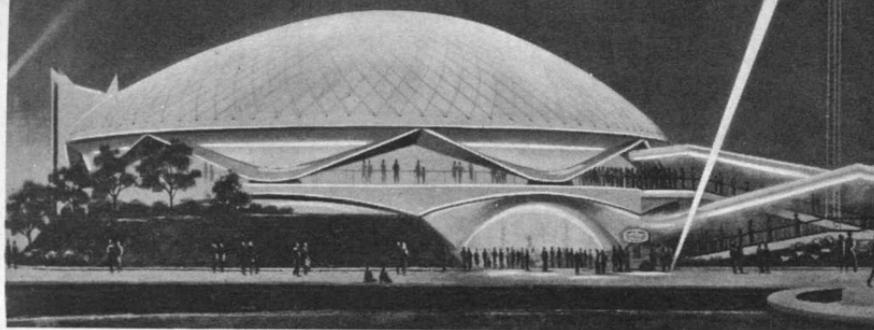


- 1 HOUSE OF GOOD TASTE
- 2 MORMON CHURCH
- 3 FESTIVAL OF GAS
- 4 OREGON
- 5 MASTRO PIZZA
- 6 INTERNATIONAL BUSINESS MACHINES
- 7 EQUITABLE LIFE
- 8 HALL OF EDUCATION
- 9 TRAVELERS INSURANCE
- 10 SIMMONS
- 11 AMERICAN INTERIORS
- 12 FORMICA
- 13 U.S. POST OFFICE
- 14 BELL SYSTEM
- 15 POOL OF INDUSTRY
- 16 BOY SCOUTS OF AMERICA

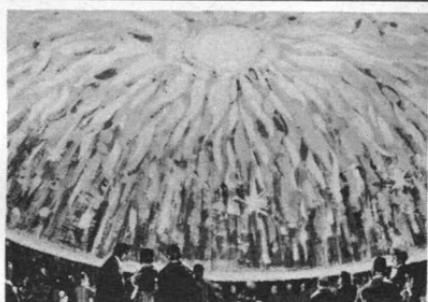
- 17 RUSSIAN ORTHODOX CHURCH
- 18 RHEINGOLD
- 19 SCOTT PAPER
- 20 PARKER PEN
- 21 CONTINENTAL INSURANCE
- 22 CHUNKY CANDY
- 23 CLAIROL
- 24 GENERAL ELECTRIC
- 25 BETTER LIVING
- 26 JULIMAR FARM
- 27 SCHAEFER
- 28 PEPSI-COLA
- 29 FIRST NATIONAL CITY BANK
- 30 EASTMAN KODAK
- 31 MEDO PHOTO SUPPLY
- 32 PAN AMERICAN HIGHWAY GARDENS

- 33 GENERAL CIGAR
- 34 JOHNSON'S WAX
- 35 TOWER OF LIGHT
- 36 DU PONT
- 37 SEVEN-UP
- 38 DYNAMIC MATURITY
- 39 ALL-STATE PROPERTIES AND MACY'S
- 40 COCA-COLA
- 41 THE WORLD'S FAIR PAVILION
- 42 NATIONAL CASH REGISTER
- 43 PROTESTANT AND ORTHODOX CENTER
- 44 RCA
- 45 AMERICAN EXPRESS
- 46 SINGER BOWL

You'll love *WALT DISNEY'S* magic touch at
**GENERAL ELECTRIC
 PROGRESSLAND**



Delightful Carousel of Progress—where the audience moves and electronic figures enact a warm, whimsical play in the wonderful Walt Disney style.



Mammoth Sky-Dome Spectacular—big drama on the biggest projection screen in the world, the epic struggle of man to control Nature's energy.



Awe-inspiring Atomic Fusion—a man-made sun—demonstrated to the general public in the U. S. A. for the first time. A highlight of your visit to the World's Fair!



Fascinating Medallion City. Beyond the arch is a real all-electric city . . . with homes and stores, civic and industrial buildings— even a space observatory.

Come and bring the whole family. Open daily, 10 AM to 10 PM.
 On the Avenue of Commerce near the Pool of Industry. **ADMISSION FREE.**

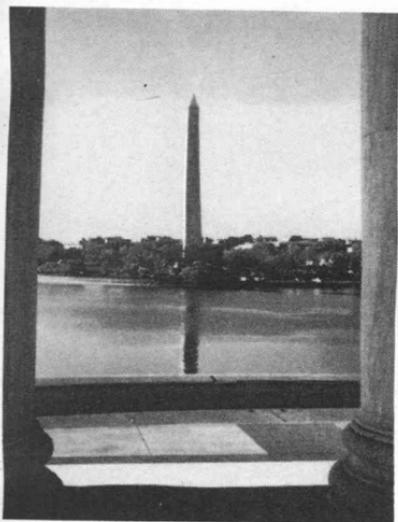
INDUSTRIAL AREA: THE PAVILIONS IN BRIEF

Pavilion
Number

- ALL-STATE PROPERTIES AND MACY'S**—Two low-cost, space-saving houses are on exhibition in this joint display. 39
- AMERICAN EXPRESS**—One million dollars in real currency hang from a "money tree"; there is also a model of the Fair. 45
- AMERICAN INTERIORS**—From furniture to fixtures, everything that goes into the home is on display in this pavilion. 11
- BELL SYSTEM**—A show traces communications from the tom-tom to Telstar, and displays explain the scientific aspects. 14
- BETTER LIVING**—The good life is exemplified by hundreds of products and services, plus films, concerts and art shows. 25
- BOY SCOUTS OF AMERICA**—Exhibitions of knot-tying, map-making, fire-starting and other scoutly skills are put on daily. 16
- CHUNKY CANDY**—Sweets in the making can be seen through the walls of a transparent factory; there is also a playground. 22
- CLAIROL**—This is a hair-coloring display, just for the ladies. 23
- COCA-COLA**—A 15-minute round-the-world journey gives visitors the sights and sounds of five widely scattered regions. 40
- CONTINENTAL INSURANCE**—The American Revolution is recreated in animated cartoons, dioramas, paintings and song. 21
- DU PONT**—A musical revue presents a lively history of chemistry; there are also demonstrations of chemical wizardry. 36
- DYNAMIC MATURITY**—Exhibits show secrets of retirement. 38
- EASTMAN KODAK**—The history and techniques of photography share billing with photogenic settings for camera buffs. 30
- EQUITABLE LIFE**—Animated maps and counters keep track of the population explosion in America and around the world. 7
- FESTIVAL OF GAS**—The uses of gas are shown in moving pictures, cooking demonstrations and new-product displays. 3
- FIRST NATIONAL CITY BANK**—This is the Fair's only bank; changing foreign currency to dollars is one of the specialties. 29
- FORMICA**—A full-sized house uses Formica throughout. 12
- GENERAL CIGAR**—A magician causes people to float in the air and vanish; sports movies feature startling optical effects. 33
- GENERAL ELECTRIC**—Exhibits include a revolving theater, Walt Disney displays and a demonstration of nuclear fusion. 24
- HALL OF EDUCATION**—Noted Americans discuss today's problems; present and future teaching methods are shown. 8
- HOUSE OF GOOD TASTE**—Fully furnished houses provide guides for home-building and decorating in three styles. 1
- INTERNATIONAL BUSINESS MACHINES**—Computers are demonstrated with puppets, films and working models. 6

Two exhibits you may not have thought you could see.

An American Airlines idea to broaden your visit.



Washington, 65 minutes from N.Y.



Boston, 60 minutes from N.Y.

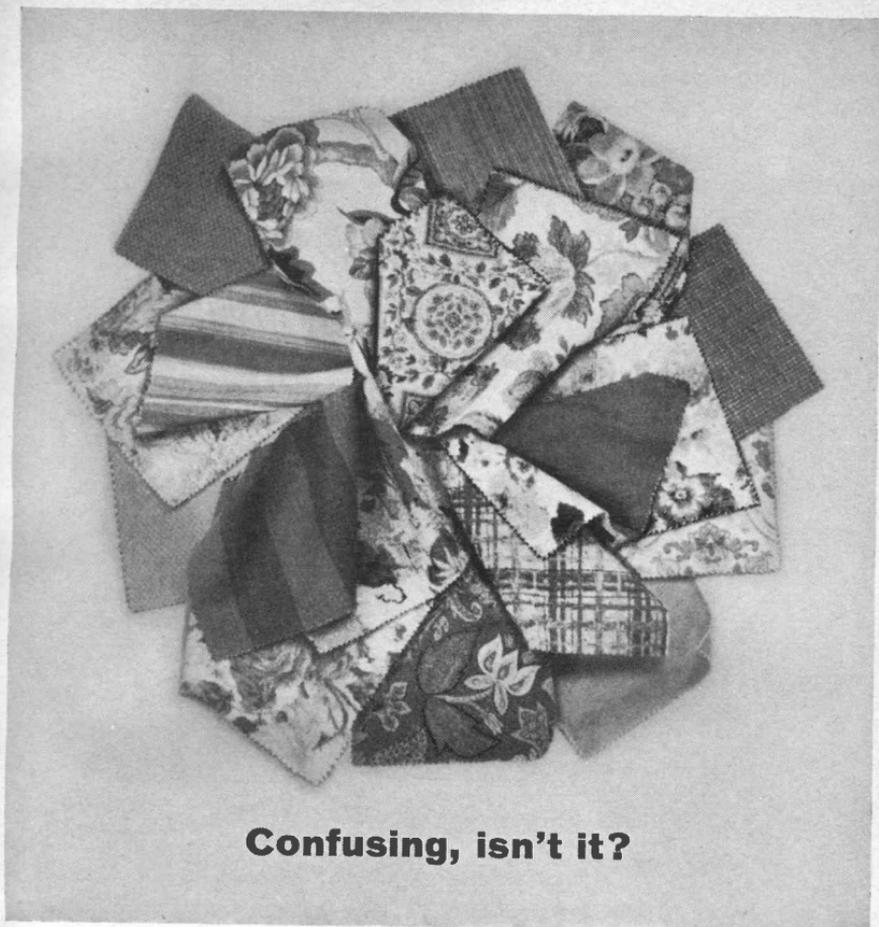
American Airlines offers a good choice of flights between New York and each of these two cities. Coach fares are only \$13.50* to Boston, \$15.35* to Washington.

You could see one city as a side trip from the Fair; see the other on the way back home. If you aren't here yet, see one on the way in.

Look us up and see.

*ALL FARES PLUS TAX.

JOHNSON'S WAX —A color motion picture is shown on the theme of world brotherhood. There is also a children's center.	34
JULIMAR FARM —The exhibit presents a variety of gardens.	26
MASTRO PIZZA —Visitors may try their hand at making pies.	5
MEDO PHOTO SUPPLY —Complete film service is provided.	31
MORMON CHURCH —Pictures and films tell of the Church.	2
NATIONAL CASH REGISTER —Fast-thinking business machines include an automated bank, computerized cookbook.	42
OREGON —In the Flushing River, experts demonstrate log-rolling, woodchopping, ax-throwing, jousting and clowning.	4
PAN AMERICAN HIGHWAY GARDENS —Tropical plants and photomurals of the long, rugged highway are displayed here.	32
PARKER PEN —This is a clearing house for international pen pens; names of foreign participants are provided by computer.	20
PEPSI-COLA —Walt Disney's exhibit consists of a nine-minute boat ride past settings which represent many foreign lands.	28
POOL OF INDUSTRY —At nightfall, fireworks, music and the world's largest fountain all combine in a spectacular show.	15
PROTESTANT AND ORTHODOX CENTER —The work of many church groups is illuminated in film, sound and historic art.	43
RCA —Live color television originates here and is piped to receivers on the fairgrounds; visitors may watch the process.	44
RHEINGOLD —Little Old New York—a gaslit street and park of about 1904—is charmingly re-created in authentic detail.	18
RUSSIAN ORTHODOX CHURCH —A jewel-encrusted gold icon is the principal attraction in a diminutive wooden chapel.	17
SCHAEFER —A gallery of outstanding sports photographs is combined with a history of the brewing industry in Germany.	27
SCOTT PAPER —The story of paper is told in a magic wood.	19
SEVEN-UP —Sandwiches of 16 nations are the attraction here.	37
SIMMONS —Whimsical displays show sleeping habits from rock pillow to modern mattress. Beds for napping are for hire.	10
SINGER BOWL —Olympic trials are among the features scheduled for this stadium; machines for the home are displayed.	46
TOWER OF LIGHT —The world's most powerful searchlight blazes from this building, which also offers a musical show.	35
TRAVELERS INSURANCE —"The Triumph of Man" is presented in dioramas which trace history from the invention of tools.	9
U.S. POST OFFICE —A narrated tour of the Fair's operating post office explains the modern mechanized mail system.	13
WORLD'S FAIR PAVILION —This is the Fair's auditorium.	41



Confusing, isn't it?

**The Waverly Decortron can pick
the fabrics that belong in your home.
Electronically.**

Schumacher Exhibit, Better Living Center

Waverly's educated electronic decorator can single out the right fabrics for your decorating problem. And the coordinated fabrics to use with it. See the beautiful Waverly fabrics at the Schumacher exhibit. And at the same time, we'll tell you what store nearest your home has the answer fabrics. Your answer fabrics.

Don't leave without plying the Waverly Decortron with your questions!

WAVERLY BONDED FABRICS
FOR SLIPCOVERS, DRAPERIES, AND UPHOLSTERY.

A DIVISION OF F. SCHUMACHER & CO., 58 W. 40TH ST., NEW YORK 18, N. Y.



1 HOUSE OF GOOD TASTE

Three houses—traditional, contemporary and modern—fully furnished and provisioned down to liqueurs on the coffee table, are on exhibition in this homemakers' center. The buildings are sponsored not by one exhibitor but by scores of building, decorator and housewares companies. Their aim is to provide visitors with a yardstick of home building and decorating standards. In addition, there is a stripped-down house that enables visitors to look into the walls and see secrets of construction that are ordinarily invisible.

* Admission: 25 cents.

Highlights

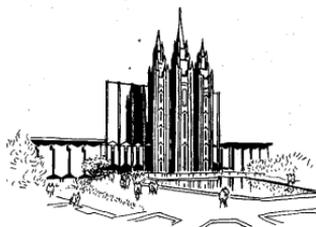
TRADITIONAL HOUSE. This house of white plastic clapboard, with terrace and swimming pool, is an adaptation of a rambling New England farmhouse. It has three bedrooms and displays such features as a party room with indoor barbecue fireplace and a kitchen with a sewing nook.

CONTEMPORARY HOUSE. Sliding-glass walls and a living room skylight make this a house of light and space. Furnishings are both antique and contemporary, there is a separate family room, and in the garage are a Finnish steam bath and dressing room. Most of the rooms open onto sun decks, and the grounds have no fewer than three pools, as well as a summer house.

MODERN HOUSE. Edward Durell Stone's "inward looking" house was designed for the suburban lot, with the house enclosing the grounds to ensure privacy. A patio is in each corner, and a garden is in the center under a glass dome. The 36-foot-long living room is hung with modern American paintings on loan from museums, galleries and artists.

HIDDEN ASSETS. The innards of a house, such as wiring, plumbing and heating systems that normally stay out of sight, are on view in the open-wall structure.

Of the thousands of trees that were growing in Flushing Meadow, 200, ranging up to 50 feet tall, had to be transplanted because of construction. Another 5,300 were planted especially for the Fair. In addition to the trees, about 10,000 pounds of grass seed were sown and 435,000 flowers planted.



2 MORMON CHURCH

A striking pavilion, dominated by an artificial cloud and set amid ever-blooming gardens, contains twin exhibition halls that provide movies and dioramas telling the story of The Church of Jesus Christ of Latter-day Saints. Several imposing works of religious art are on display.

* Admission: free.

Highlights

THE PAVILION. A white cloud, visible for a great distance, hovers around three towers—replicas of the east towers of Salt Lake City's famed Mormon Temple. It is illuminated by colored lights at sunset. A gilded statue of the angel Moroni is placed atop the center spire. A reflecting pool stands in front of the building.

THE GARDENS. Mormons from all over the world have contributed flowers and shrubs to provide five complete changes of blooming plants from spring to fall. Small circular pools, with water running over pebbles, are shaded by willows and tall poplars. There are benches on which fairgoers may rest.

the Borden Company presents

All About Elsie



© The Borden Co.

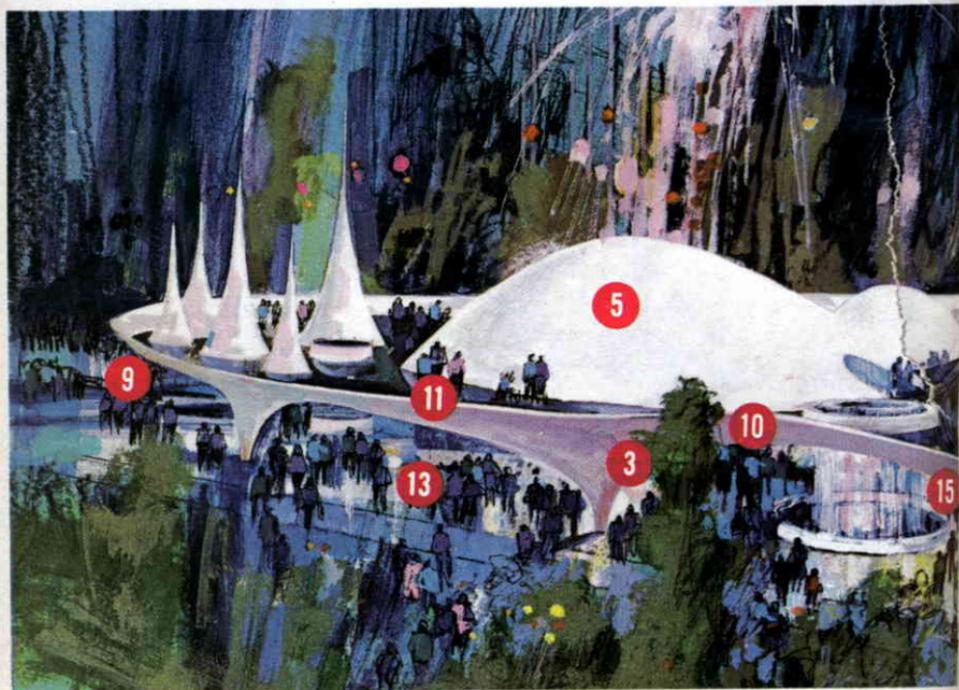
**“If you miss Elsie’s show at
the Better Living Center, you
haven’t been to the Fair”**

(It’s a real treat for the whole family)

"Meet me at the Kodak Picture Tower!"

... And walk right into adventure!
You'll find beauty, color, drama and
entertainment under the sweeping
Moondeck roof—and atop it, too!
And untold opportunities to take
unforgettable pictures here, there
and everywhere at the Fair!

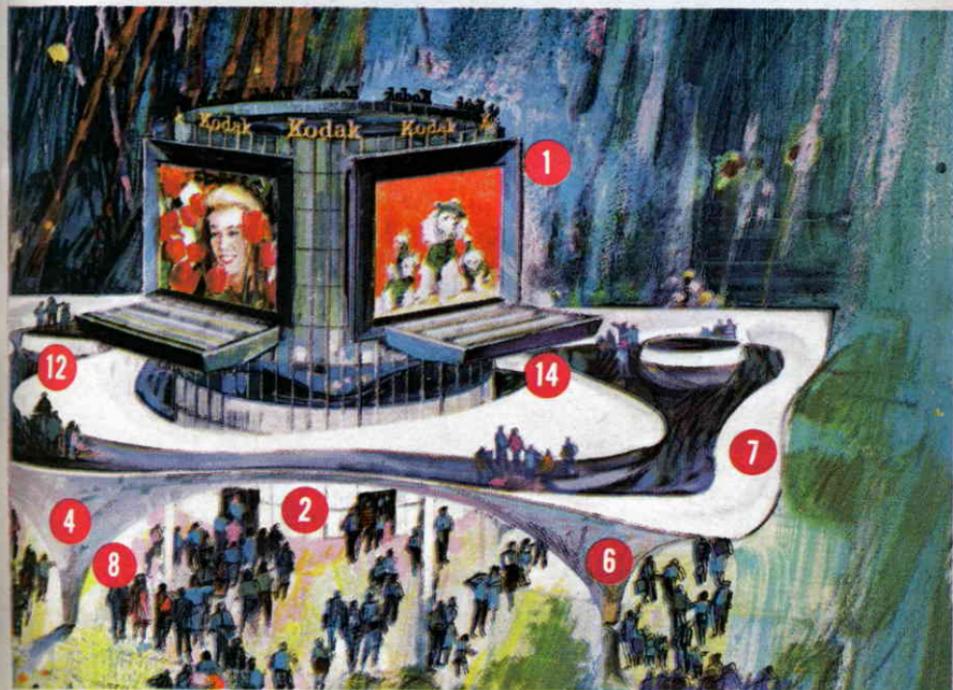
- 1 See the world's largest outdoor color prints atop the Kodak Picture Tower. Kodak photographers searched the world for these pictures.
- 2 See a movie like no movie you've ever seen before—"The Searching Eye,"—in the circular, air-conditioned Kodak Tower Theatre. It's free.
- 3 See the latest in photographic equipment and get helpful tips on camera technique in the Kodak Information Center.
- 4 See how photography can add extra fun to your leisure in Kodak's "Adventures in Photography."



- 5 See the fascinating story of the atom in Eastman Chemical Products' air-conditioned Dome Theatre.
- 6 See the Amateur Movie Exhibit—and see why it's easier than ever to take sparkling home movies.
- 7 See the History of Photography Exhibit on loan from the famous George Eastman House collection.
- 8 See demonstrations of the new Kodak Instamatic Cameras. They load instantly and take beautiful pictures time after time.
- 9 See a full-scale model of Tiros, and photos of Earth relayed from the satellite in orbit.
- 10 See a robot Astronaut give a fascinating demonstration of micro-film's application to space travel in the Recordak Exhibit.
- 11 See how X-rays reveal the inner workings of man and machine. In the X-ray Exhibit you'll also see the world's largest radiograph.
- 12 See news photos being received on photo-facsimile machines. See also how professional photographers contribute to fields from Architecture to Zoology.
- 13 See a fascinating movie about the motion picture business, showing how Hollywood and TV create entertainment for the whole world.
- 14 See an outstanding collection of color photographs in the Kodak Salon Area.
- 15 See how photography helps promote "Peace Through Understanding" all over the globe, in the International Area.

EASTMAN KODAK COMPANY,
ROCHESTER, N. Y.

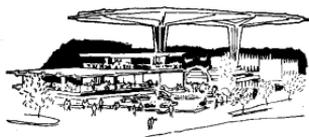
Plus world-famous clown Emmett Kelly, Jr. to entertain you and the youngsters as only he can!



THE MOVIES. Two 300-seat theaters operate alternately with a 15-minute film on Mormon history.

THE ART. A nine-ton replica of Bertel Thorvaldsen's famous statue, *The Christus*, stands in one wing. Two 110-foot murals tell the story of Christ and of The Latter-day Saints. In addition, other works of art are located about the pavilion.

Every World's Fair hostess has a raincoat and three uniforms—one each for cool, moderate and hot weather. The blue-and-orange uniforms were designed by Jo Copeland. Thirty-five leading designers were candidates for the job; she got it when her name was drawn from a hat.



3 **FESTIVAL OF GAS**

A puppet movie, a magic show, cooking demonstrations and product displays have been assembled by the gas industry in a pavilion of light, airy architecture in a pleasant garden. A white roof, raised high on two columns, shelters most of the area. Underneath, an arrangement of trees, shrubs, ponds and paths leads the flow of visitors to the exhibits and a restaurant.

* Admission: free.

Highlights

CAROUSEL PREVIEW. A giant carousel, 12 feet off the ground, slowly revolves within the exhibit area and permits riders to view the displays they are about to visit. A complete turn takes about five minutes.

"FUNHOUSE OF THE FUTURE." In three connecting buildings, the importance of gas is dramatized by tricks and surprise displays. During the 10-and-a-half-minute tour, the narrator's voice eerily echoes in dark corridors, animated appliances

pop out of the ceiling and color pictures are flashed in unexpected places on the walls.

FROM EARTH TO HOME. Movies and diagrams show how gas is discovered, processed and brought to the consumer. In a push-button game, visitors can "prospect" for gas—trying to beat 9-to-1 odds against finding it.

INDUSTRIAL MARVELS. In a "magic show" featuring new industrial products, ceramic blocks are ignited by gas but are never consumed and glass bends and stretches but does not break.

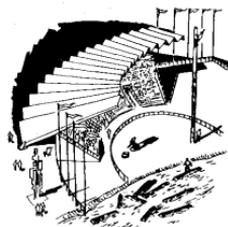
PUPPETS ON FILM. A 15-minute movie presents the sometimes tender, sometimes slapstick adventures of a puppet named "Tom Therm."

APPLIANCE FERRIS WHEEL. The latest in stoves, refrigerators, laundry driers and other gas equipment intended for the home is displayed on a 24-foot-high rotating wheel.

THEATER OF COOKING. Six to eight times a day, in a 150-seat amphitheater, leading chefs give demonstrations in the fine art of cooking.

MACHINES AT WORK. The gas turbine, generators and coolers actually being used to heat, light and cool the pavilion are shown and explained in a landscaped area called the Garden of Giants.

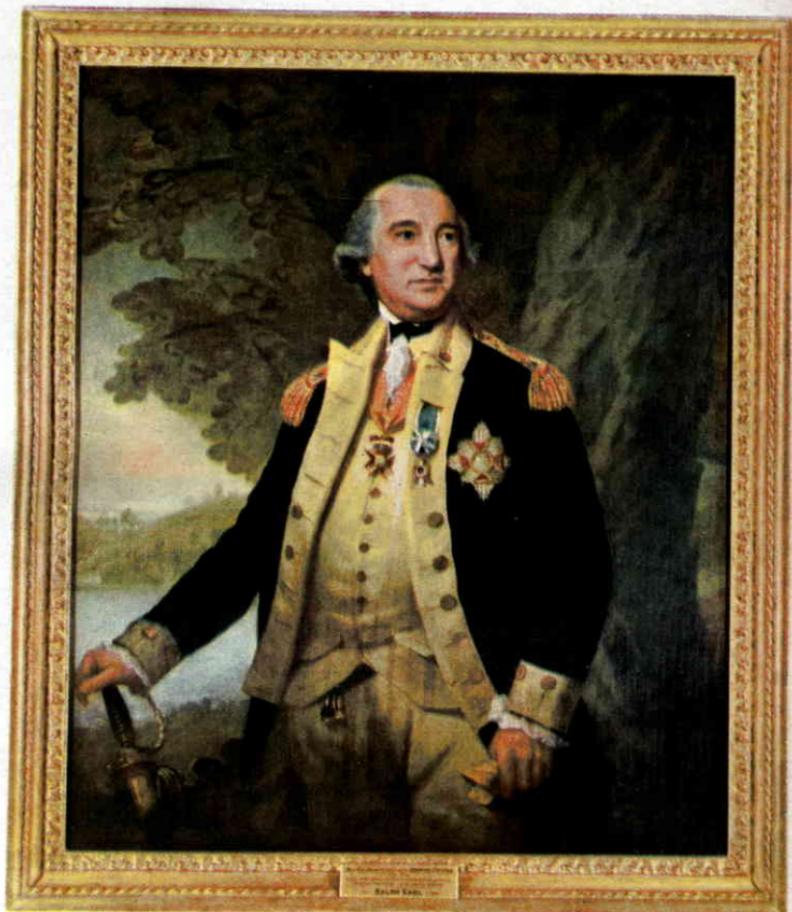
RESTAURANT. "Festival '64—the American Restaurant" has walls of glass and cascading greenery, and features American regional dishes. Much of the food served in this restaurant is prepared right at the table.



4 **OREGON**

A carnival of timbering is staged along a stretch of the Flushing River by a troupe of 25 men and women from the

If it weren't for
Major General Baron Friedrich Wilhelm
Ludolf Gerhard Augustin von Steuben,
the New York World's Fair might be
the British Colonial Exposition.



N.Y. STATE HIST. ASSOC., COOPERSTOWN

Go see "Cinema 76" at the Continental Insurance Pavilion. It's the remarkable story of General von Steuben and other heroes of the Continental Army. Some famous. Some forgotten. All fascinating. All part of an exciting exhibition of extraordinary events during the American Revolution.

The Continental Insurance Companies



Northwest, with much climbing, chopping, birling (log-rolling), jousting from logs, double-bladed-ax throwing and clowning. Spars of Douglas fir 120 feet tall are set up on the bank and used for many of the feats; wear and tear requires the replacement of these great masts every two or three days. Bleachers seat 1,250; under them visitors will find a display of Oregon industries and a souvenir shop.

* *Admission: adults, \$1.00; children, 75 cents.*

* *Hours: 10 a.m. to 10 p.m. Shows daily at noon, 2 p.m., 4 p.m., 7 p.m. and 9 p.m.*

Highlights

MIGHTY WOODSMEN. Carnival acts are changed monthly and it is not hard to see why: A 74-year-old Finn climbs up a spar by means of two planks; two loggers drop their hats from the top, then beat the hats down, and the other acts are equally rugged.

TOTEM-CARVING INDIAN. An old art is demonstrated in front of the pavilion by an Indian who carves traditional totems using nothing more than a primitive ax.

Two bags of dirt used at the groundbreaking ceremonies of the Hollywood pavilion were brought to the Fair all the way from California. One came from the base of a tree at the corner of Hollywood and Vine, and the other from the site of the New Hollywood Museum.



5

MASTRO PIZZA

At this counter restaurant, six varieties of pizza are served, instructors demonstrate pizza-making and the customers are encouraged to try their own hand at tossing those whirling disks of dough in the air. Decorated with displays of

cheese, tomatoes and other pizza ingredients, the counter also sells soft drinks and beer.

Cities the world around are dotted with mementos of world's fairs. Among them are: St. Louis' Jefferson Memorial and the City Art Museum, left by the 1904 Louisiana Purchase Exposition; Chicago's Midway Plaisance (Columbian Exposition of 1893); Philadelphia's Municipal Stadium (1926 Sesqui-Centennial Exhibition); Paris' Palais de Chaillot (1937 International Exhibition); San Francisco's Treasure Island (Golden Gate International Exhibition of 1939); and Brussels' Monument to the Molecule (World's Fair of 1958).



6

INTERNATIONAL BUSINESS MACHINES

The world of the computer and the methods both man and machine use to solve problems are on display in a startling white egg-shaped theater, 90 feet high and covered with the letters IBM, repeated nearly 1,000 times. The structure towers above 45 rust-colored metal trees; located in this artificial grove are exhibit courts, a maze of walkways suspended above a reflecting pool, and a pentagon of little theaters where mechanical puppets perform. The exhibit was one of the last projects on which the late architect Eero Saarinen worked. The wonders inside the ovoid building were wrought by the noted designer Charles Eames.

* *Admission: free.*

Highlights

SONGS FROM THE TREES. Perched on ramps in the metal trees, musicians



Schenley

RESERVE

tastes better in any language!

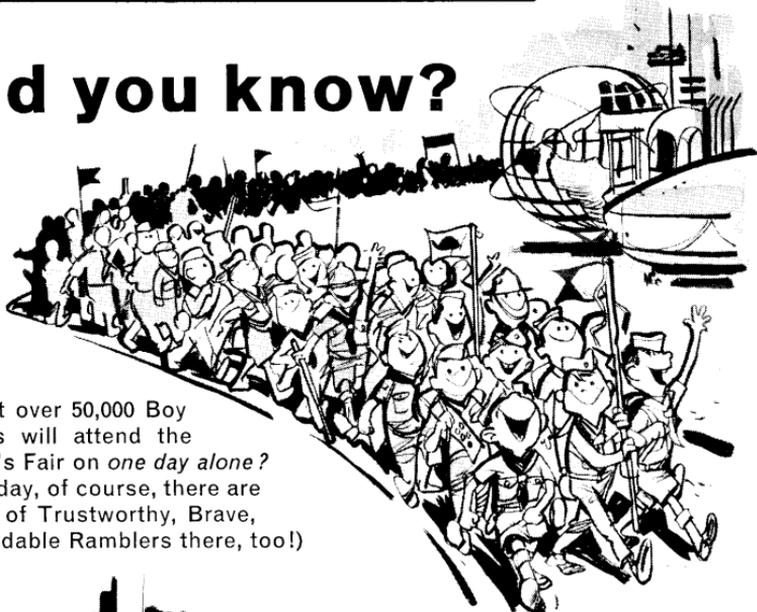
No matter how you say it, "Cheers," "Skol," or "Salud" ... you'll find a world of flavor when you say it with Schenley Reserve at the 1964 New York World's Fair!

BLENDING WHISKY, 86 PROOF, 65% GRAIN NEUTRAL SPIRITS. ©1964 SCHENLEY DIST. CO., N.Y.C.

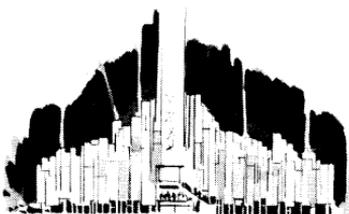


FAIR FACTS FROM RAMBLER

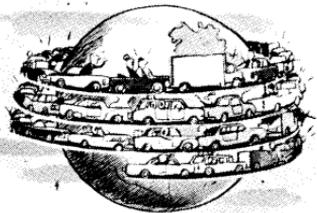
Did you know?



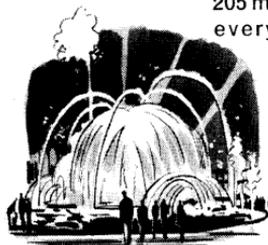
...that over 50,000 Boy Scouts will attend the World's Fair on *one day alone*? (Everyday, of course, there are plenty of Trustworthy, Brave, Dependable Ramblers there, too!)



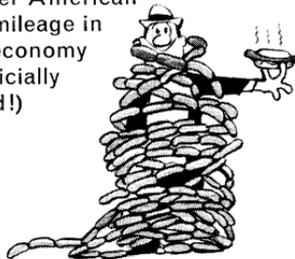
... that the Tower of Light produces more than 12 billion candlepower? (Of course, when it comes to real towering power, not many compacts can hold a candle to the Rambler Ambassador's 270-hp V-8!)



... that if all the cars that will attend the Fair were placed end to end, the traffic jam would stretch around the world 3½ times? (Think how much easier getting around would be if everybody drove a big-inside, trim-outside Rambler!)



... that visitors will consume more than 140 million hot dogs at the Fair? (Reminder: if your car is a dog on gas mileage, it's time to switch to a thrifty Rambler American —top mileage in every economy run officially entered!)



... that the Fair's fountains and pools are equipped to handle over 205 million gallons of water every day? (Rambler is equipped to handle plenty of water, too: its Deep-Dip rust-proofing goes right up to the roof for all-over protection against road salt, spray, and water!)



1964 Rambler American 440-H Hardtop

And did you know?

. . . that Rambler gives you 3 totally different classes of compacts? . . . that only Rambler gives you all of these extra values—Advanced Unit Construction, Deep-Dip rust-proofing, Ceramic-Armored muffler, Double-Safety Brakes and more . . . that Rambler savings start with the *lowest priced U.S.-built car**, bar none? See your Rambler dealer soon and get *all* the facts. You'll be glad that you did!

*Price comparison based on manufacturers' suggested retail prices for lowest priced models

No.1 in compact-car sales

RAMBLER

AMERICAN • CLASSIC 6 or V-8 • AMBASSADOR V-8

entertain the crowds on the elevated walkways.

THE PEOPLE WALL. A steep grandstand entered from ramp level below the theater is one of the features of the exhibit. After the audience of some 500 is seated, the "People Wall" is drawn swiftly and smoothly up into the theater, while a narrator appears, suspended before the audience on a small circular platform.

THE INFORMATION MACHINE. Inside the theater, a 12-minute show full of visible and audible surprises (special lighting effects, stereophonic sound, 14 slide and movie projectors throwing images on screens and surfaces of various shapes and sizes) describes the similarity of methods that are used by the human mind and computers to solve problems. Headsets provide simultaneous translation of the English narration into five languages: French, German, Italian, Japanese and Spanish.

THEATER PENTAGON. On the little stages under the trees, mechanical figures act out playlets four minutes long about such topics as speed, computer logic and information handling systems; in one play, Sherlock Holmes uses computer logic to solve *The Case of the Elusive Train*.

THE PROBABILITY MACHINE. In a demonstration of the law of averages, held every 17 minutes, thousands of small plastic balls are dropped one by one through a maze of more than 450 pins. Below the pins are 21 pockets. At the end of every experiment, each pocket contains approximately the same number of balls it held the last time.

COMPUTERS AT WORK. Two of the most recent applications of computers are demonstrated:

¶ *For translation,* an exhibit shows how technical data that are written in Russian can be quickly and accurately worded in English.

¶ *For character recognition,* a computer system is displayed that is programmed to recognize handwritten numerals (including scribbles) and associate facts with them. The machine accepts a card with any date since September 18, 1851, written on it and promptly returns an-

other card containing a historically significant news story in capsule form, taken from *The New York Times* of that date.

SCHOLAR'S WALK. This is a quiet area where the lore of computers and scientific information about them are displayed on reading stands.

The cost of building the Vatican pavilion—more than two million dollars—was raised by churches throughout the U.S.



7

EQUITABLE LIFE

The story of the nation's and the world's phenomenal population growth and change is depicted in several imposing exhibits. Beneath a giant tabulator which keeps an up-to-the-minute tally of the nation's total population, lights flash on a 45-foot-wide map—the Demograph—to indicate births and deaths as they occur in each state. World population distribution and totals are shown on another map and counter. These displays are housed in an open concrete pavilion. A two-way grandstand offers a view of the exhibits on one side; the other side faces the Pool of Industry with its fountains and nightly displays of fireworks.

* Admission: free.

Highlights

OUR CHANGING POPULATION. The Demograph is studded with electronically controlled lights that indicate not only births and deaths but also age and sex distributions, the trend toward metropolitan areas, and rates of future growth in the United States. Hanging above the map is the giant counter, which dramatizes the growth of the total U.S. population—at the rate of one person every 11 seconds—by displaying the cur-

HENNESSY

*The
Name
that means
the most
in
Cognac
Brandy*



84 PROOF • SCHIEFFELIN & CO., NEW YORK

rent figure in numbers more than six feet high.

THE WORLD EXPLOSION. Constantly rising totals on the world counter reflect the phenomenal speed at which the earth's population of more than three billion is increasing (at a rate of about two persons a second). An accompanying map shows the distribution of the world population.

INTERPRETING THE FIGURES. A narrator explains the significance of population growth and distribution in the coming years. Earphones installed along the sides of the pavilion provide facts about the population of the United States in specific areas. Earphones near the map of the world furnish similar information on a global scale in a variety of foreign languages.

In order to fly flags of the state's 77 counties over the Oklahoma pavilion, a commission first had to design them; up to that time the counties had no flags.



8

HALL OF EDUCATION

The changing goals, methods and tools of education in America are the concern of the exhibitors in this pavilion—for the most part businesses associated with education. Visitors may see a school of tomorrow, hear prominent Americans discuss problems of the day, listen to classroom exercises and watch modern teaching machines at work. The large building also has a playground area, an audio-visual demonstration center and a public restaurant.

* Admission: free; small charge to the playground.

Highlights

SCHOOL OF TOMORROW. A scale model shows a school in the year 2000, as

visualized by leading educators and architects. Accompanying the model are illustrations and explanations of the role education will play in the lives of Americans in future years.

DIALOGUES IN DEPTH. In a ground-floor auditorium seating 200, prominent figures in many different fields are interviewed regularly on current issues by leading scholars and a guest moderator. The interviews, open to the public, are put on tape for future use in schools and libraries.

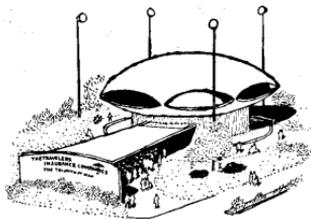
FUTURE TEACHING. Actual school and college classes, using the latest audio-visual teaching techniques and equipment, are held in the auditorium each day. The newest electronic teaching machines are displayed in a nearby area.

VOCATIONAL EDUCATION. The importance of vocational training in America's future is stressed by an exhibit of machine tools and samples of machine work accomplished by vocational students all over the U.S.

ADVENTURE PLAYGROUND. Children are invited to play on a number of futuristic climbing structures in a playground beside the building.

A PLACE TO EAT. On the ground floor of the pavilion is a large cafeteria of modern design.

The permanent staff of the World's Fair 1964/1965 Corporation numbers 200, compared with 6,500 for the 1939 Fair.



9

TRAVELERS INSURANCE

In this pavilion, which seems to float on jets of water, the two-and-a-half-billion-year story of life on earth is por-

trayed, beginning with the earliest cell and culminating in modern man's leap into space. Under the red dome that symbolizes the Travelers umbrella of protection, 13 dioramas use life-sized models, stage sets and sound and lighting effects to re-create the most crucial eras and events of the exhibit's theme, "The Triumph of Man."

* *Admission: free.*

Highlights

BIRTH OF THE EARTH. The approach to the pavilion is through an 80-foot covered walkway, which has along its length a glass-and-plastic mural depicting the origins of our planet.

BEGINNING OF LIFE. On the ground level is a three-dimensional display that traces the evolution of life from one-celled organisms to early land creatures. Realistic lighting and sounds create the subaqueous atmosphere in which this journey began.

THE PROGRESS OF MAN. One and a half million years of human progress are reviewed in a 21-minute tour of the 13 dioramas that cover the second floor.

¶ *In the earliest periods,* tools are invented, fire is discovered and art and religion developed.

¶ *Early farms and cities* indicate the beginnings of civilization.

¶ *The Roman era* is shown at its peak, and during its decline under barbarian attack.

¶ *The darkness of the Middle Ages* is epitomized by the perils of the Black Death, which ravaged Europe for centuries.

¶ *The rise of modern man* is shown by Copernicus' theory that the earth revolves around the sun and by Columbus' voyage of discovery.

¶ *Pioneers tame America,* and the United States faces and surmounts the trials of the Civil War.

¶ *In the final display,* man is seen on the verge of yet another triumph, the exploration of space.

THE COMPANY TODAY. Several exhibits relating to The Travelers are at the end of the pavilion. They stress the protection insurance affords families, businesses and communities; there is also a center

where questions about insurance are answered. Visitors may obtain an illustrated booklet and record dealing with The Triumph of Man exhibit.

Suggestions for items to put in the new Westinghouse time capsule poured in from all over the country. A Minnesota campfire group wanted included for the teenager of 5,000 years hence a yoyo, bubble gum, a talking doll, a Twist record and a hula-hoop. Many women suggested wigs, bikinis, false eyelashes and hair dye.



10 SIMMONS

On the first floor of the blue and white Beautyrest pavilion, five whimsical displays follow man's progress from rock pillow to comfortable mattress in his effort to get a good night's sleep. On the upper floors, visitors can lie down in small, private rest alcoves, rented by the half-hour.

* *Admission: free to the pavilion; rest alcoves, \$1.00.*

Highlights

"LAND OF ENCHANTMENT." In the exhibit area, the animated displays deal with various aspects of sleep: elves digging sand for the Sandman; the sleeping difficulties of William Shakespeare, George Washington, Napoleon and other historic figures.

AND SO TO BED. Uniformed attendants escort visitors to their rest alcoves, set a timer outside and rouse them gently if they sleep beyond the half-hour limit. Each alcove is carpeted and furnished with bed, shelf and full-length mirror; a nap robe is provided. For the insomniac, floor-to-ceiling windows offer an excellent view of the fairgrounds.



WELCOME TO THE

The very first item A&P ever sold was a product brought from half way 'round the world. An especially fine tea at an especially low price.

Today, over a century later, A&P Buyers comb the four corners of the world to bring you over 6,000 items from fifty countries as well as from the fifty United States.



WORLD'S FARE

(And every one of these items is *guaranteed* to please you or you get your money back!)

The future will undoubtedly produce new and wonderful developments in the world's fare. Whatever they are, your A&P will continue to bring more good food to more people for less money.



Super Markets

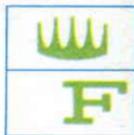


HERE
AT THE HEART
OF THE
GENERAL MOTORS
FUTURAMA

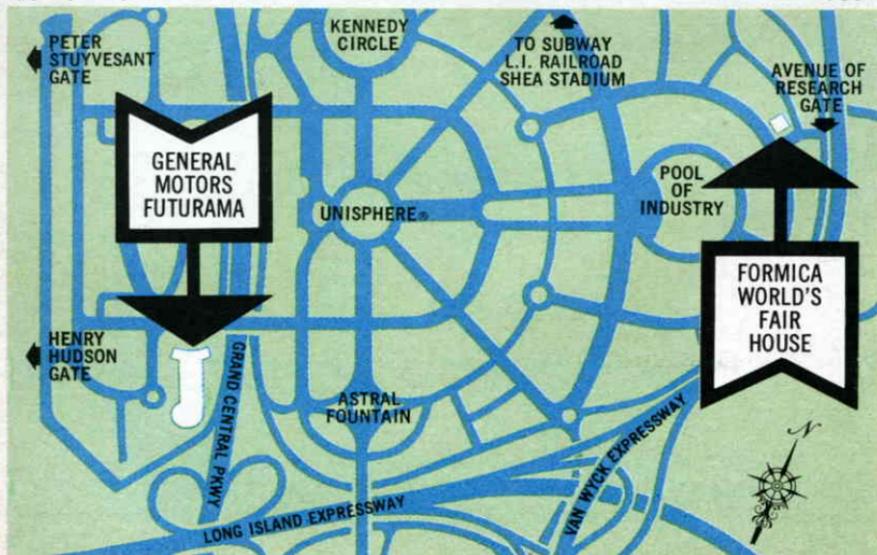
THRILL! DREAM! DISCOVER! IN FRIGIDAIRE'S KITCHEN IDEA CENTER

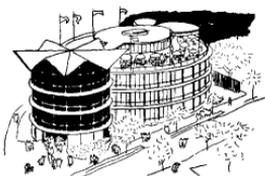
Sheer magnificence! You'll discover many new ways to brighten up your kitchen because these Frigidaire displays are filled with decorating ideas from all over the world. And they're filled with the newest Frigidaire appliances. All so lovely you'll want to stop touring and start cooking. See these exciting displays at Frigidaire's Kitchen Idea Center. And see the wonderful new Frigidaire appliances in the Formica World's Fair House, too. Visit them now!

FRIGIDAIRE
PRODUCT OF GENERAL MOTORS



GO NOW TO THE GENERAL MOTORS FUTURAMA AND FORMICA WORLD'S FAIR HOUSE





11

AMERICAN
INTERIORS

The world of home furnishings is on display in this circular, four-story building with two turretlke wings. More than 120 manufacturers and a number of interior designers are represented in exhibits dealing with everything that goes into a house: furniture, fabrics, floor coverings, paints, tableware, decorations and lighting. Among the features are 14 integrated room settings, each of which reflects a distinctive way of life in a different region of the United States. Other exhibits feature unusual uses of wood, displays of a variety of crafts, and showings of award-winning furniture design. There is a restaurant.

* Admission: 50 cents; children under 12 free.

Highlights

REGIONAL LIVING. In the 14 furnished rooms, New York City is represented by a penthouse living room, Chicago by the dining room of a remodeled carriage house, and so on. Co-sponsors of the display are Du Pont and the American Institute of Interior Designers.

PRIZE-WINNING DESIGNS. Among the prize-winning pieces of furniture is a walnut cabinet, for high-fidelity equipment or storage use, which won first prize in the "Design for Better Living" contest sponsored in schools and colleges by the pavilion and the Fine Hardwoods Association. Also on display are 20 winning designs from the American Institute of Interior Designers' annual awards.

RESTAURANT. The pavilion's Glass Tower Restaurant is open for all meals. Visitors may dine on a broad terrace which offers a panoramic view of the fairgrounds.

The full-sized woven replica of Francis Scott Key's Star-Spangled Banner, hanging in the Maryland pavilion, was loomed during the winter of 1962-1963, bit by bit, by 300 Baltimore women.



12

FORMICA

The "Formica World's Fair House," situated on the only hill at the Fair, is the first house to use Formica laminated plastic on exterior walls. Its interior includes an indoor barbecue pit and natural illumination from skylights. Formica products are used throughout—on furniture, cabinets and interior walls. Designed for a family of four to six, the one-level house is for sale from listed builders across the country, in six styles priced from \$25,000 to \$45,000. An exhibit arcade, which is built into the hill below the model home, displays a variety of modern household products.

* Admission: free.

Highlights

"TALKING HOUSE" TOUR. The interior of the house is viewed from an enlarged hallway, where a tape-recorded tour past animated displays takes 13 minutes. Features of the home, besides its ease of housekeeping, are a patio that gives access to four rooms, and the four skylights, which are located in the family room, hallway, breakfast area and kitchen.

EXHIBIT ARCADE. Shown here are building products, furnishings and other items, some from Formica Corporation and other divisions of the American Cyanamid Company, others provided by a number of independent manufacturers who supplied products for the model house.