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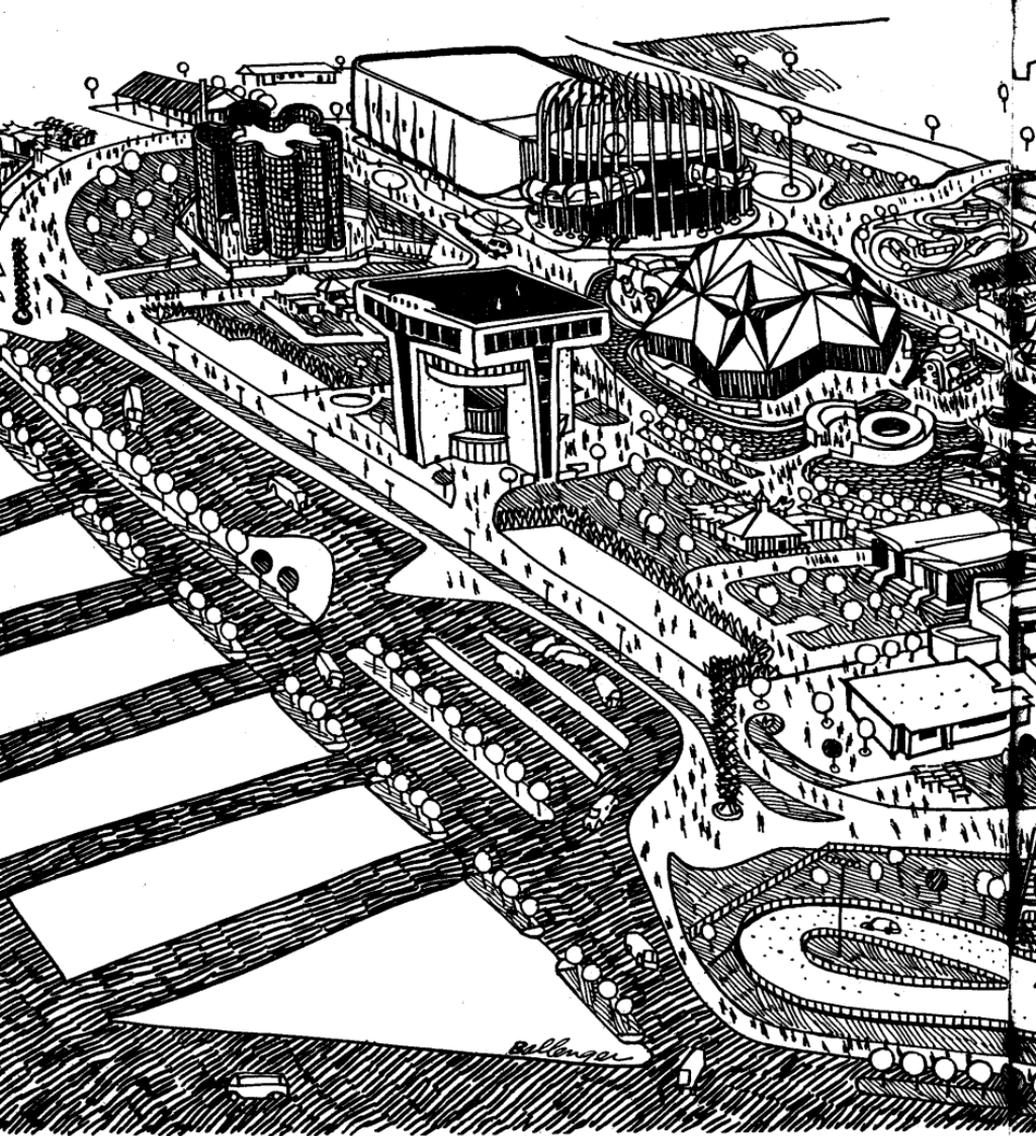
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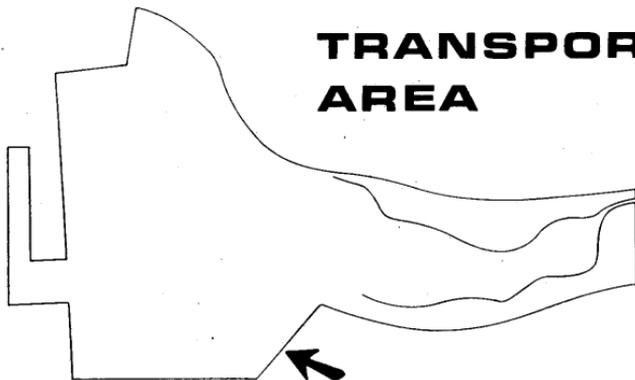
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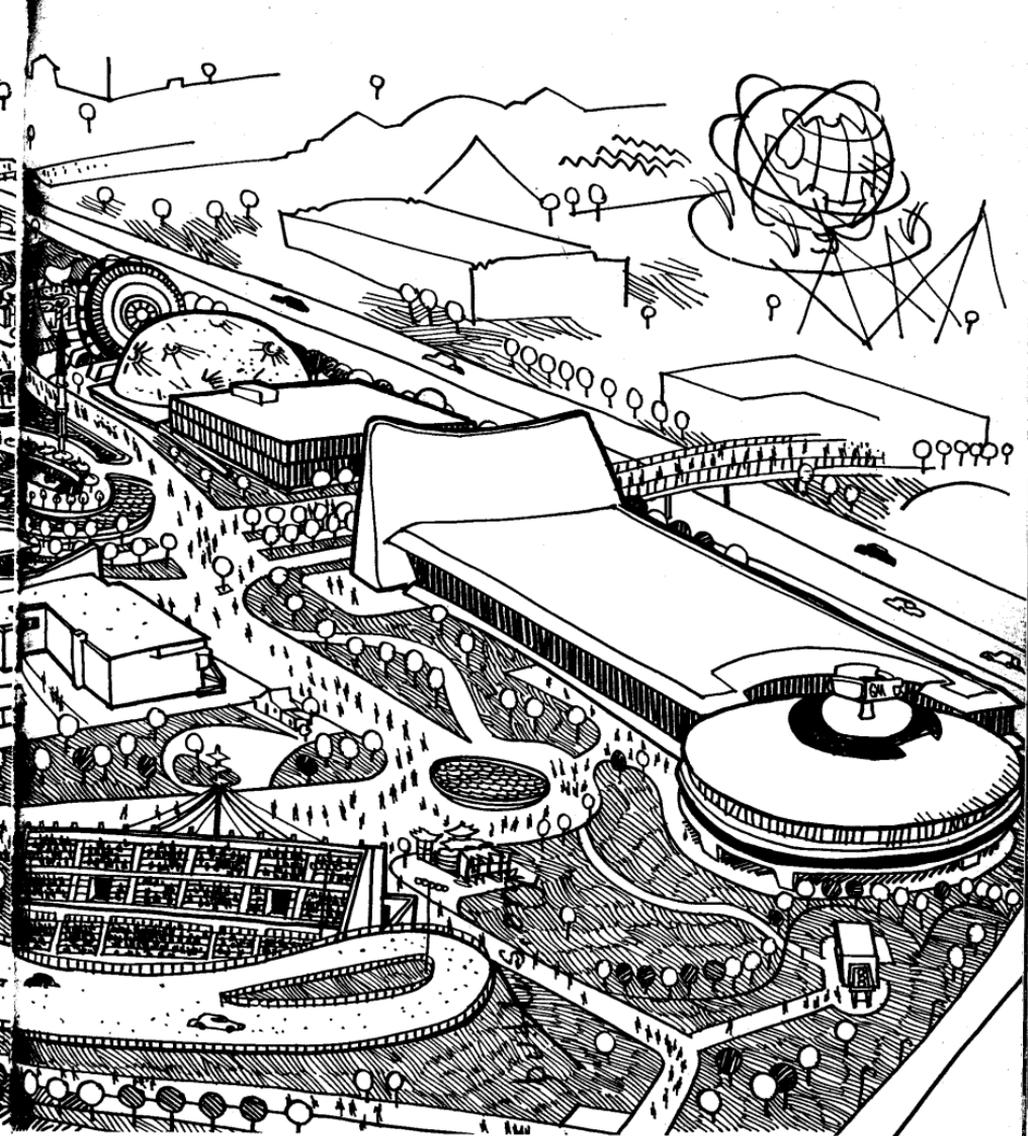
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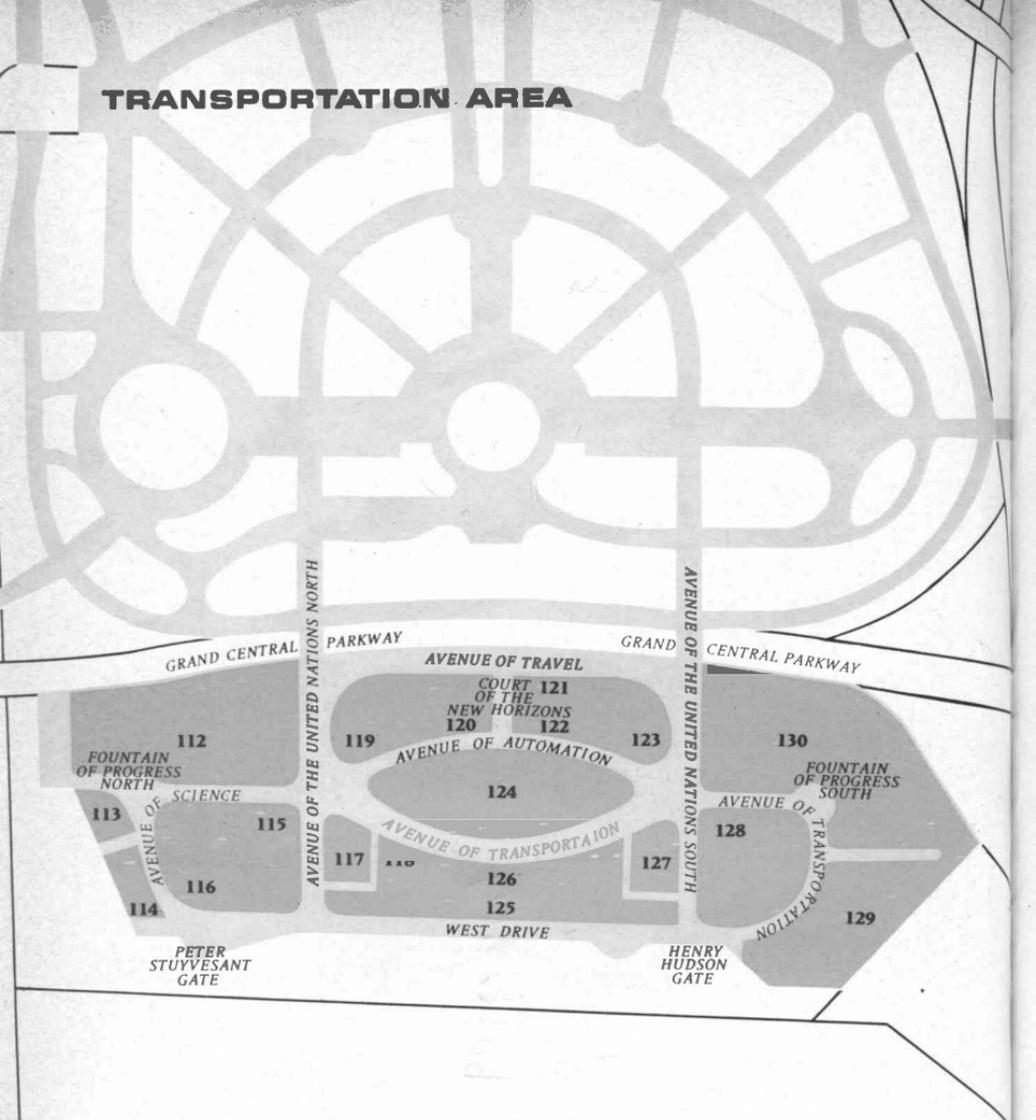
**TRANSPORTATION  
AREA**





*Many forms of transportation are on view here: buses and bulldozers, locomotives and helicopters. Indeed, the entire history of transport can be traced at the various pavilions, from the wheel (in a Walt Disney display) to the rocket (courtesy of the U.S. Government). But the emphasis is on the automobile—new models, old classics and some barely in the design stage.*

# TRANSPORTATION AREA



- 112 FORD
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## TRANSPORTATION AREA: THE PAVILIONS IN BRIEF

*Pavilion  
Number*

- ARLINGTON HAT**—Headpieces of every kind—old, unusual, funny—have been gathered here from all over the country. **117**
- AUTO THRILL SHOW**—Daredevil drivers perform stunts. **129**
- AVIS ANTIQUE CAR RIDE**—This is a drive-yourself ride, in open-topped scale models of old autos, on a landscaped track. **119**
- CENTURY GRILL**—Hamburgers are the main fare here, served with exotic sauces and side dishes from many foreign lands. **113**
- CHRYSLER**—A trip through a huge engine, a ride on a production line, a zoo of metal monsters and a musical show with Baird puppets are featured on islands in an artificial lake. **124**
- EASTERN AIR LINES**—The building serves as a ticket office and provides bus connections to the line's airport terminals. **114**
- FORD**—The auto is king here. There are cars of all kinds, and a ride in automatically controlled convertibles reveals scenes of the caveman's world and the city of tomorrow. **112**
- GENERAL MOTORS**—A fascinating close-up look at the future offers a foretaste of lunar commuting, Antarctic ice ports, moving sidewalks and vacation resorts under the oceans. **130**
- GREYHOUND**—A transcontinental bus trip is shown on color film. The Fair's bus transportation fleet is also based here. **128**
- HALL OF SCIENCE**—Two full-sized space vehicles simulate a rendezvous in orbit. Other displays show various methods of disease detection and a working model of the human brain. **115**
- HERTZ**—This center provides visitors with travel information. **126**
- PORT AUTHORITY HELIPORT**—Helicopters fly to New York and its airports and offer sightseeing jaunts over the Fair. **125**
- SINCLAIR**—Nine life-sized dinosaurs are displayed amid settings that re-create their geological epochs. Dioramas portray the birth of the earth and the first appearance of life. **120**
- SKF**—The history of motion engineering is traced in an illustrated show; there are displays of ball and roller bearings. **122**
- SOCONY MOBIL**—This exhibit presents an unusual game. Visitors seated at electronic controls compete in a simulated cross-country auto drive, trying for low gas consumption. **127**
- SPACE PARK**—Many U.S. space vehicles are displayed here, including the Titan II rocket and the X-15 research plane. **116**
- TRANSPORTATION AND TRAVEL**—Among the exhibits at this pavilion are startlingly realistic travel films, models of all kinds of transportation and a live underwater drama. **123**
- UNDERGROUND WORLD HOME**—A complete house is built below the earth's surface; a narrator explains the advantages. **118**
- U.S. RUBBER**—In this sky ride, plastic gondolas whirl visitors around a giant whitewall tire that stands 80 feet high. **121**



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## Meet me under the smoke rings... at General Cigar's Hall of Magic!

See famous magicians perform incredible feats of magic before your very eyes. Unbelievable and amazing! You and your family will never forget it. It's the magic of the future, waiting for you now at General Cigar's fabulous World's Fair exhibit! *It's all free!* How do you get there? Just follow the smoke rings!

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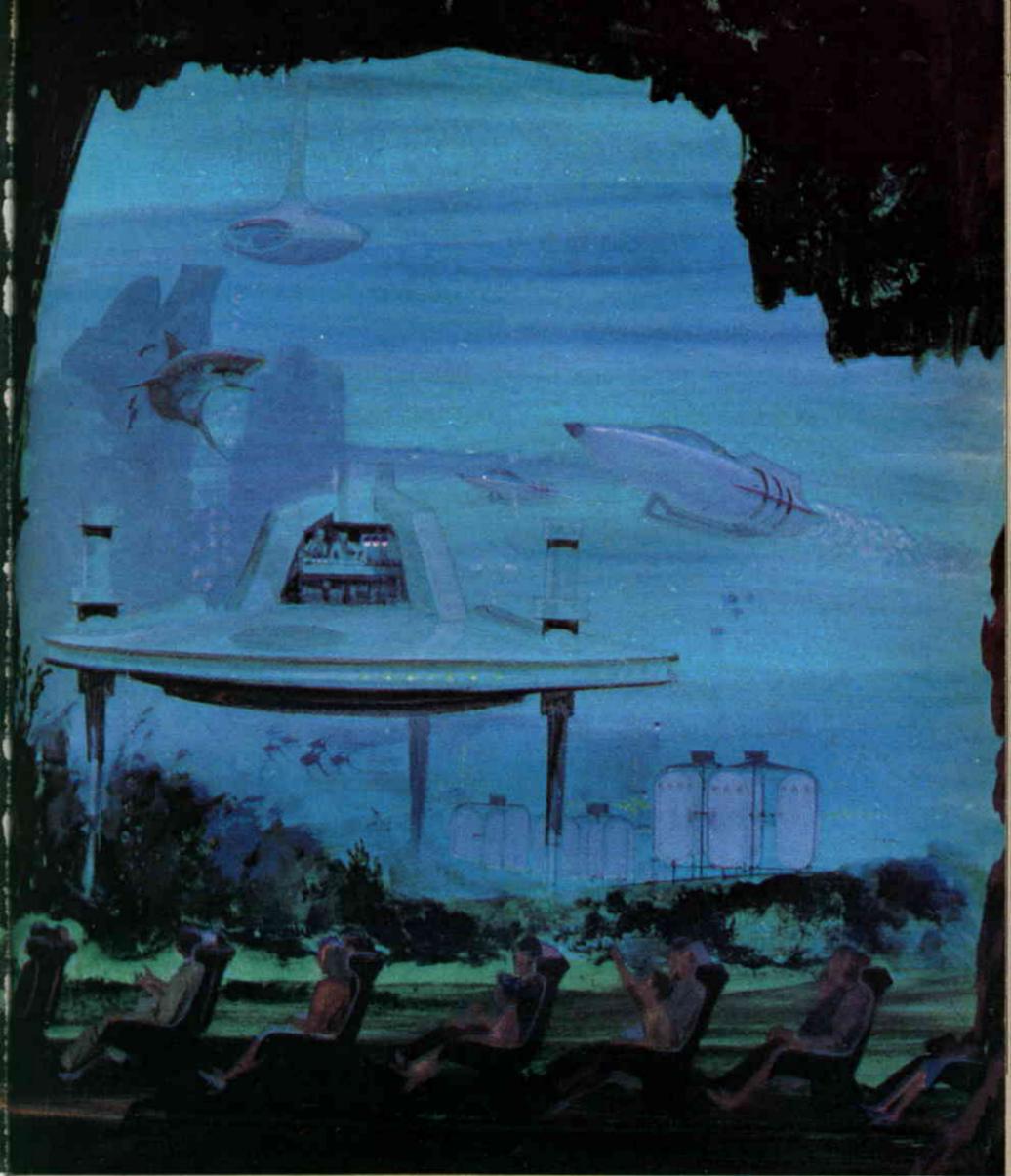
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## **THE TRIP THAT'S WORTH THE TRIP TO THE FAIR.**

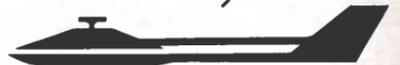
You're at the General Motors Futurama exhibit at the New York World's Fair. You've thought about tomorrow's world; now you're here to see it for yourself.

• Are you ready? Well, then, let's go! • That chair you're seated in is moving. Moving. Moving into the future. You're on the Futurama Ride . . . and, look! You're down beneath the sea where industry thrives and where people work in comfort and safety. There you go up to the mountains that man has mastered and made functional. And into outer space. Quiet. It's so quiet, just as you knew it would be. And so peaceful. • Now you're back to earth and down in the Antarctic. Remember how, back in 1964, man thought these to be frigid waste-



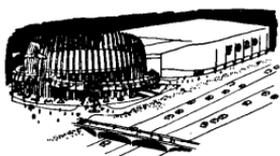
lands not suitable for habitation? And how they thought the tropics could never be tamed? • How wrong they were! • And would they have guessed we could irrigate the deserts or build great new cities? Would they? • Would you? • See the Futurama first at the New York World's Fair. Ride the Futurama Ride. Visit our Avenue of Progress to see what we're doing to help bring tomorrow about. And visit our Product Plaza to see why today's a pretty exciting time in history, too.

GENERAL MOTORS *Futurama*



NEW YORK WORLD'S FAIR

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## 112 FORD

The Ford Rotunda, several city blocks long, contains a variety of exhibits, a number of which were designed by Walt Disney: fragile scale models of historic settings; huge figures of animated dinosaurs; displays of the latest wonders of science; and a paradise for automobile enthusiasts, featuring Ford-built cars of all kinds—antique, new, experimental, foreign-made. The building itself is one of the chief sights: a glass rotunda with 64 towering pylons at one end and a large exhibition hall at the other. Enough steel went into its construction to erect a skyscraper 125 feet square and 22 stories high. The emphasis everywhere is on cars. Part of the tour of the rotunda is made in automatically operated Ford-built convertibles riding on a special roadway.

\* Admission: free.

### Highlights

**INTERNATIONAL GARDENS.** Hand-built scale models reproduce Colonial America, Merrie England, Aztec Mexico and medieval Europe—in all, 11 different lands of past and present. Settings include flowing streams, chiming clocks, spinning windmills and original music in the tradition of each land.

**THE MAGIC SKYWAY.** Seated in convertibles, fairgoers are first taken for a ride through plastic tunnels around the outside of the rotunda for a sweeping view of the grounds, then on to the exhibit building and the fantasyland within.

¶ *The dawn of life on earth* is seen first, with huge dinosaurs engaging in combat while primitive creatures soar overhead. Life-sized cavemen appear, in a triumph of electronic animation.

¶ *In the Space Age*, the fairgoer finds him-

self gliding on a superskyway over a City of Tomorrow with towering metal spires and the glittering glass of "bubble-dome" buildings.

**FIELDS OF SCIENCE.** A separate "Hall of Science" highlights some of the prime research projects engaging scientists at Ford and Philco (a Ford subsidiary). Included here are demonstrations of laser light; the sound of stars as picked up by radio telescope; and displays of the new vinyls, crystals and metals to be used in Fords.



## 113 CENTURY GRILL

This restaurant serves hamburgers prepared with savory sauces, along with side dishes from every nation represented at the Fair (Japanese *teriyaki* sauce, German sauerkraut, etc.)—as well as foot-long frankfurters. Beer and soft drinks are also available in the dining room and at an oval bar.

Up to now the Brussels fair of 1958 holds the world's record for attendance: 42 million people, almost five times the total population of Belgium. The current Fair expects a total of 70 million admissions.



## 114 EASTERN AIR LINES

The building operates as an Eastern Air Lines ticket office and as a terminal for special buses between the Fair and East-

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ern flights at LaGuardia and Kennedy International Airports. There are lounges and baggage checking facilities.

\* *Fare to the airport: 50 cents for adults, 25 cents for children.*

Among items ordered for the Alaska pavilion were 2,000 Eskimo dolls, all made in the village of Eek.



## 115 HALL OF SCIENCE

In one big pavilion, 11 companies and organizations present displays devoted to recent and imminent advances in scientific knowledge—including the simulated meeting in orbit of two space vehicles. The building itself, a permanent structure, will become the New York Museum of Science and Technology.

\* *Admission: free.*

### Highlights

**A JOURNEY INTO SPACE.** In the Great Hall, a supply vehicle appears to blast off from Earth, bound for a meeting with a space station in orbit 350 miles away—actually about 50 feet above the floor. This exhibit, presented by the Martin Marietta Corporation, heightens the impression of a trip into space with the use of motion pictures and authentic sound and lighting effects. After each 10-minute show, both vehicles are lowered so the audience can examine them.

**HOW THE BRAIN WORKS.** The process of sensory perception is traced through a human "brain" made of aluminum disks, 38 miles of wire and 30,000 blinking lights. The exhibit, prepared by The Upjohn Company, demonstrates the complex cerebral procedures in-

involved in a simple decision to applaud the performance of a singer.

**THE WAY WE HEAR.** The exhibit of the Hearing Aid Industry Conference, Inc., explains the social and physical problems of deafness and the efforts of science to solve them.

**CHEMICAL MAN.** Abbott Laboratories shows a 15-minute film about the human body and its cellular structure. The film, projected on the floor of an egg-shaped auditorium, is complemented by models of the molecules of a cell.

**A COLOR CENTER.** The world of color is depicted by the Interchemical Corporation in a number of displays, including a red, blue and green top that turns white as it spins, and moving objects that change color as they pass through different kinds of light.

**ATOMS FOR CHILDREN.** In "Atomsville, U.S.A.," the U.S. Atomic Energy Commission presents an explanation of nuclear energy for children from seven to 14. The display contains exhibits such as a remote-controlled manipulator, designed for the handling of radioactive substances, which the youngsters may operate themselves. (No real radioactive materials are used, of course.)

¶ *For adults,* the AEC explains atomic energy and its value in research, agriculture and medicine. The displays include animated units, one of which lets the visitor make his own "atoms."

**THE CHEMISTRY OF OCEANS.** Both audio and photographic material are used by the American Chemical Society to describe the techniques being developed to uncover the oceans' rich resources of chemicals and minerals.

**FLIGHT CONTROL.** A model air terminal with moving planes and a control tower demonstrates some of the electronic devices that guide the landing of aircraft.

**THE WAR AGAINST CANCER.** The exhibit of the American Cancer Society demonstrates in sound and pictures the importance of cancer research as exemplified by the story of a major lifesaving cancer detection test.

**THE DIAGNOSIS OF DISEASE.** Animated models and diagrams in the display of the Ames Company show how chem-



When you see a Continental, take a second look.

Notice the kind of person who enjoys it.

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You will know why more than half the people  
who buy in our price range  
choose the Continental, the modern American classic.

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RIDE THE MAGIC SKYWAY, FORD MOTOR COMPANY EXHIBIT, NEW YORK WORLD'S FAIR

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ical and electronic detection help diagnose diabetes, gout and other diseases. **THE CHEMISTRY OF COLOR.** An exhibit presented by the General Aniline and Film Corporation shows contributions made to organic chemistry by scientists working in dyestuff research.



## 116 SPACE PARK

The dramatic vehicles that are carrying the United States into the space age are displayed by the National Aeronautics and Space Administration and the Department of Defense in the area

surrounding the Hall of Science. On display are a Project Mercury spacecraft which has orbited the earth, a Gemini two-man spacecraft, a model of the Apollo which will carry three astronauts into lunar orbit, a lunar excursion vehicle in which men will land on the moon, the lower portion of the Saturn V moon rocket, and a full-scale X-15 rocket-powered research airplane. Thor-Delta, Atlas and Titan II rockets stand in launch positions.

\* Admission: free.

Architect Edward Durell Stone, who won acclaim for the U.S. pavilion at the Brussels fair, has four buildings at this fair: the Billy Graham Pavilion, the Christian Science Pavilion, Julimar Farm and the House of Good Taste.



## 117 UNDERGROUND WORLD HOME

Something really different in housing is displayed here: a three-bedroom house, completely below ground level. It is presented as the forerunner of dwellings that the builder says have marked advantages for today's living. Guides explain during the 20-minute tour why underground homes can provide more control over air, climate and noise than conventional houses—as well as protection from such hazards as fire and radiation fallout. The house occupies most of the area inside a rectangular concrete shell, the top of which is two and a half feet underground; a wide staircase brings visitors down to the front door. Windows in the house face scenic murals placed on the walls of the shell.

\* Admission: \$1.00.



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AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

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# A Spectacular Presentation— FREE AT THE UNITED AIR LINES THEATRE, TRANSPORTATION AND TRAVEL PAVILION

We have commissioned Saul Bass, one of America's most critically acclaimed graphic designers, to create a spectacular presentation based on the pleasure and comfort of a jet flight.

Saul Bass has won great acclaim for his animated epilogue for "Around the World in 80 Days." Then came title design for "Spartacus"—"West Side Story"—and "Walk on the Wild Side." (Remember that black cat?)

Now, the artistry of Saul Bass is yours in a spectacular presentation for United Air Lines.

Admission is free to the United Air Lines Theatre. Seating is generous and comfortable. Schedule of showings: approximately every ten minutes, seven days a week, 10:00 a.m. to 10:00 p.m.

And after you've seen this spectacular, there's enchantment in store at . . .

## United's Exhibit, Hawaiian Pavilion

The romance of the Islands comes vividly alive at the Hawaiian Pavilion! And there—at the United Air Lines Exhibit—you'll see how easy a trip to Hawaii really is. You'll learn about United's frequent flight schedules, vacation plans and low rates to the Hawaiian Islands.

United offers a Hawaiian Vacation Planning Kit, containing everything you need to plan a dream vacation there. Order your kit at the United Exhibit.



## TRANSPORTATION



## 118 ARLINGTON HAT

Hats of all kinds—the largest, smallest, funniest, oldest and the most unusual hats gathered by Junior Chambers of Commerce and other organizations in contests across the country—are displayed in a museum sponsored by the Fair's official hatter, the Arlington Hat Company. Eight similar Arlington "Hat-a-rama" concessions located throughout the grounds sell a variety of souvenir hats priced from \$1.00 to \$5.00. They also carry the official World's Fair balloons.

\* Admission: free.

\* Hours: 10 a.m. to 10 p.m.

In the Spanish pavilion is a painting called *Galacidalacideoxyribonucleicacid*. It was done by Salvador Dali.



## 119 AVIS ANTIQUE CAR RIDE

Open-topped antique cars, reproduced to five-eighths scale, provide a pleasant ride through an old-fashioned country setting. Each car seats up to five, and anyone 10 years or over can drive. A single pedal—accelerator and brake combined—controls the one-cylinder engine that pushes the cars along at a top speed of four miles an hour; the ride takes four minutes. Avis also operates a rental service for automobiles and power boats at the Marina landing.

\* Admission to ride: adults, 53 cents; children, 38 cents.



## 120 SINCLAIR

Life as it existed 165 million years ago is authentically and vividly re-created in "Dinoland," a large paleontological display bounded by a decorative wall and an L-shaped exhibit building. Life-sized dinosaur replicas were created by the distinguished animal sculptor, Louis Paul Jonas.

\* Admission: free.

### Highlights

**DINOSAURS IN MOTION.** Nine Fiberglas dinosaurs are displayed, three of them moving figures, each set in the terrain and flora of its own geological period.

Visitors follow a winding path through the garden to meet ostrichlike *Struthiomimus*, 6 feet long, then the ponderous *Trachodon*, 38 feet long and 16 feet high. *Tyrannosaurus Rex*, a meat eater, is shown attacking *Triceratops*, a plant eater. Nearby is the walking fortress, *Ankylosaurus*, and farther along the duck-billed *Corythosaurus* in its natural habitat, a lagoon. On the pavilion roof stands giant *Brontosaurus*, 27 feet tall and 68 feet long, its head swinging back and forth as it peers down at traffic on the Grand Central Parkway. On the path beyond the pavilion stands tiny *Ornitholestes*, and finally, *Stegosaurus* with a double row of fins and four long spikes on its tail.

**THE EVOLVING EARTH.** Within the building is a 45-foot-long exhibit with erupting volcanoes, flashing lightning and bubbling streams. This display shows the earth at various stages of its growth: its birth 4.5 billion years ago, the ap-

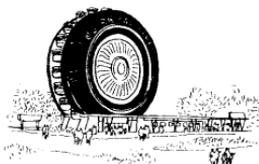
**Benedictine**  
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pearance of marine life and formation of oil 600 million years ago, the early dinosaurs 200 million years ago. Large color pictures and smaller dioramas show Sinclair's operations and a view of the company's role in the future.

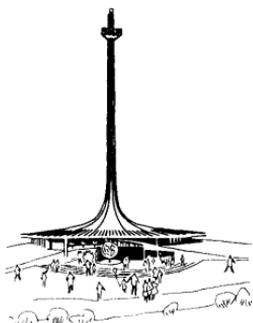


## 121 U.S. RUBBER

Visitors riding along the rim of a giant whitewall tire soar 80 feet into the air for a spectacular view of the fairgrounds. Twenty-four barrel-shaped gondolas that carry four people each move around the circumference of the wheel. The tire, which is floodlighted at night, stands in a landscaped area; at the entrance to the ride are interesting displays of the company's products.

\* Admission: 25 cents.

The 110 restaurants at the Fair (not including refreshment stands) can serve about 30,000 people.



## 122 SKF

Motion engineering is the theme expressed under the SKF parasol, a circular roof which soars to an 82-foot

needle at its apex. SKF Industries, Inc., the American affiliate of a worldwide complex of ball and roller bearing manufacturers, uses an illustrated lecture and an exhibit of finished products to show how it helps keep the machines of civilization running.

\* Admission: free.

### Highlights

**SOUND AND LIGHT.** In a 60-seat theater to the right of the main entrance, brilliantly lit stylized images illustrate a six-minute sound track tracing the history of motion engineering and roller bearings. The continuous show starts with the wheel and ends with rockets.

**MATTER IN MOTION.** Beside the theater is a display of objects that use bearings, from a kitchen mixer to a truck axle, cut away to disclose their mechanical interiors. Another display area demonstrates some of the industry's production problems and the ways they are solved.



## 123 TRANSPORTATION AND TRAVEL

This big, two-story pavilion contains a seemingly endless variety of displays. The exhibitors include airlines and steamship lines, railroads and trucking companies, travel agencies and tourist resorts, and the United States Army, Navy and Air Force. Their exhibits include a Hall of Fame for pioneers of the transportation industry and a live drama, "Underwater Sea Hunt." Other displays show transportation equipment and startlingly realistic films of flight, computers and communications systems, maps and models of all kinds and sizes. The pavilion has at one end a 96-foot-high "Moon Dome" whose plastic covering forms an accurate relief map of the moon; a science film is shown



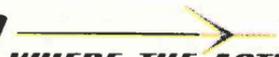
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Be our guest on a trip into the future! Visit a lunar outpost . . . a metropolis on the ocean floor . . . a host of other wonders! *And be sure to visit the Olds exhibit . . . an exciting display of new '64 Oldsmobiles in a real-life Great Lakes setting!*

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inside it. There are also a hobby and souvenir shop, a cafeteria-style restaurant and a snack bar.

\* *Admission: free to the pavilion; 50 cents to the "Underwater Sea Hunt"; 75 cents to the "Moon Dome" show, 25 cents for children under 12.*

**Highlights**

**JET FLIGHT.** In one of several theaters United Air Lines shows a seven-minute film that demonstrates wonders of jet flight at 600 miles per hour.

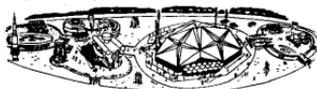
**THE NAVY AT WORK.** A film entitled "Around the World with the Navy" shows, among other things, an atomic submarine cruising under Arctic ice, jets operating from an aircraft carrier and aerial acrobatics performed by the Navy's "Blue Angels" precision flying team.

**UNDER THE SEA.** In a huge tank, skin divers put on an underwater drama. Lloyd Bridges, star of the television show "Sea Hunt," narrates the show on tape, and from time to time appears in person.

**FROM SPACE TO THE ATOM.** Inside the Moon Dome, a color motion picture made by Cinerama is projected on a concave screen that encircles the audience. The 18-minute film takes the view from the infinite reaches of outer space into the infinitesimal nucleus of the atom.

**RESTAURANTS.** The second-floor cafeteria offers full meals or sandwiches. Light refreshments are served at a snack bar on the first floor.

The monorail can carry up to 6,000 passengers an hour.



**124 CHRYSLER**

A 100-foot engine with a 50-foot dragon for a crankshaft, a ride on a production line and a zoo of metallic monsters are

part of this imaginative exhibit, one of the largest at the Fair, assembled on five islands linked by bridges and set in a six-acre artificial lake. Four of the islands demonstrate specific aspects of Chrysler's work: engineering, production, styling and operations. The fifth is a large theater in which puppets present a continuous show. Other features are a giant rocket poised on the lake, symbolizing the company's space and missile work, and more than a thousand umbrella-shaded chairs for visitors set around the perimeters of the islands.

\* *Admission: free.*

**Highlights**

**ENGINEERING ISLAND.** Prime attraction is the vast engine, a structure with a huge revolving fan in front and an air filter on top, 55 feet up. Visitors walking through its innards see a writhing dragon with snapping jaws, which drives pistons weighing nearly a ton apiece. A turbine engine developed by Chrysler is on display, and a montage shows the sources of energy that may drive engines of the future.

**PRODUCTION ISLAND.** Seated in 12 car bodies, visitors travel along an assembly line which winds through and around an open-sided structure. Mechanical workmen line the ride, and both visitors and car bodies receive an "O.K." in a quality-control center.

¶ *A metallic menagerie*, in which creatures made of car parts squeak and squeal with the sounds of metal on metal, is also on the island. A 12-foot mantis flashes light from its car-reflector antenna; a 12-foot crawler is made of roof panels and hoods. The zookeeper stands two stories tall.

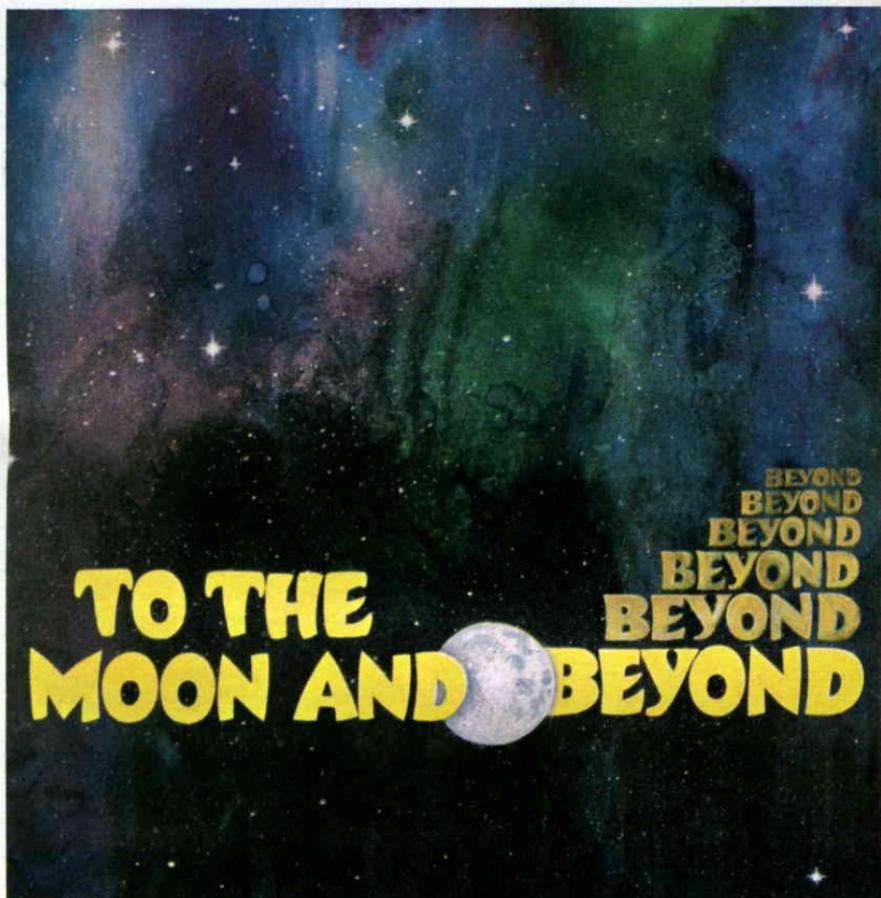
**STYLING ISLAND.** A giant car, 80 feet long from bumper to bumper, with wheels more than 20 feet high, dominates the island. Underneath the car, which sits seven feet above the ground, is an exhibit area in which visual displays stress the company's automotive styling.

**OPERATIONS ISLAND.** Eight-foot-high animated characters show the worldwide operations of Chrysler other than automotive manufacturing.

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# Two



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# cars

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Known globally for their remarkable economy and their rugged durability, DATSUN cars and trucks are now sold by nearly 300 authorized dealers throughout the United States. There are seven models to choose from, two of which you see above.

*(on the Mezzanine, No. 2 Bldg.  
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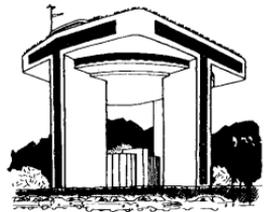
# DATSUN

Nissan Motor Corporation in U. S. A.  
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1501 Clay Avenue, Houston, Texas  
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## TRANSPORTATION

**PUPPET SHOW.** A 24-minute musical comedy, with puppets designed by Bil Baird, is given continuously on the fifth island in an elaborate theater built in the shape of the company's Pentastar symbol.

Two years of study and planning were required for the re-creation of a turn-of-the-century New York street in the Rhein-gold pavilion: Cobblestones were special-ly manufactured.



## 125 PORT AUTHORITY HELIPORT

Rising 120 feet on four mammoth tapered columns, the Port of New York Authority building is the aerial gateway to the Fair. It includes a heliport, restaurant and bar open the year round. Set below the heliport, a separate structure has movies and exhibits that tell the story of transportation in the New York-New Jersey Port District. Helicopters make sightseeing flights around the Fair.

\* *Admission: free to exhibit area; restaurant minimum. \$1.00.*

\* *Restaurant hours 8 a.m. to 2 a.m. during the Fair seasons.*

### Highlights

**THE GREATEST PORT.** A 12-minute color movie, presented on a screen 195 feet in circumference, shows the mighty transit projects that enable millions of people to move through the New York area daily. Around the outside of the theater is a scale model of The World Trade Center for lower Manhattan. There is also an operating model of the recently acquired subway link under the Hudson

River, connecting New York and New Jersey.

**AERIAL GATEWAY.** The heliport provides a landing pad, 150 by 200 feet, for sight-seeing flights, and for helicopter transportation to and from Manhattan and Kennedy International, LaGuardia and Newark Airports.

**RESTAURANT.** Located directly under the heliport platform, the "Top of the Fair Restaurant" provides a magnificent view of the Manhattan skyline and the Fair through special glareproof windows. On the floor below is a cocktail lounge featuring an international selection of mixed drinks.

One company with a Fair concession had 200 jobs open to women. More than 4,000 applications were received.



## 126 HERTZ

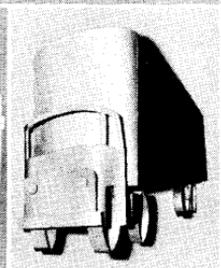
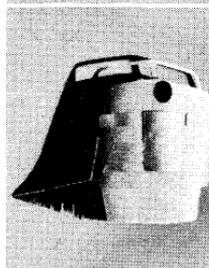
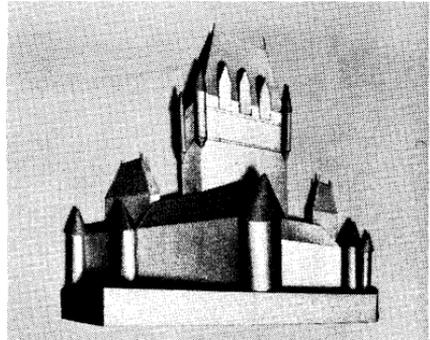
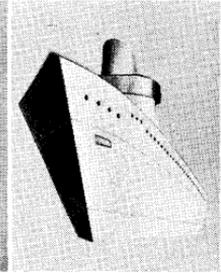
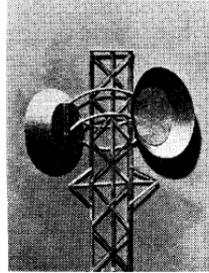
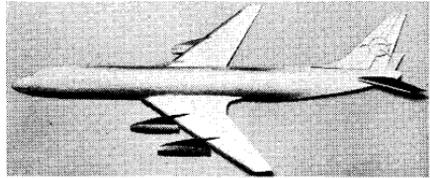
The Hertz Travel Center, at the base of the Heliport, is staffed by multilingual attendants who offer travel information, maps of the Fair and the New York City area, and direct telephone communication to the airlines represented at the Fair. The center can also arrange Hertz automobile reservations around the world.



## 127 SOCONY MOBIL

This exhibit, located in a low, red-roofed pavilion, is devoted to a game. On a large map of the United States is marked

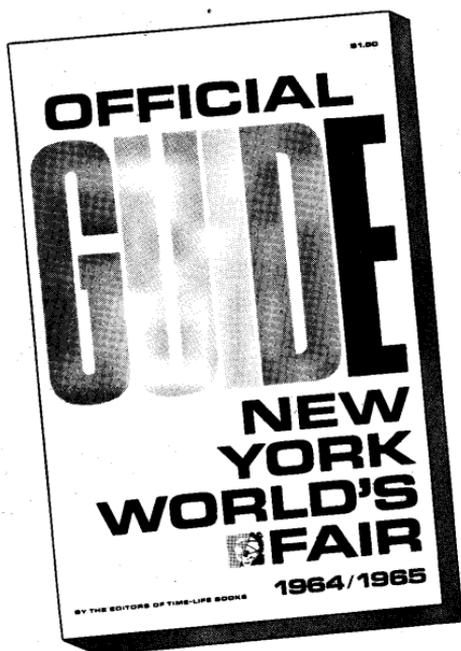
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## TRANSPORTATION

the route of the most recent Mobil Economy Run—a grueling cross-country test in which experts try to get the most efficient gasoline consumption out of new cars. Contestants seated at automobile controls “drive” this route, attempting to hold down their own fuel consumption.

\* Admission: free.

### Highlights

**TEST FOR GOOD DRIVERS.** Eighteen players, who must be licensed motorists, compete in each game (two games go on simultaneously). They “drive” from the Pacific to the Atlantic Coast, compensating for the road conditions they see flashed on closed-circuit television screens in front of them. As each driver steers, brakes and accelerates, an electronic device keeps a running total of the amount of gasoline he would be burning if he were driving a real car. At the end of the four-minute ride, the driver with the best miles-per-gallon record of the 18 entrants receives a certificate.

**THE LESSON RAMPS.** From wide ramps, spectators can watch the game in progress. Guides offer contestants and observers rules for economical and safe motoring that are based on the company's “Think-Ahead Driving Program.”

The Coca-Cola pavilion's 610 carillon bells are amplified electronically one million times. In this way the tiny bronze bells, which weigh a total of 250 pounds, are made to produce the same volume of sound as 1,000 tons of bronze bells.



128 GREYHOUND

A transcontinental bus ride on film and regional American meals are the main attractions of this pavilion. It is also



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home base for the Fair's transportation fleet of over 300 Greyhound vehicles.

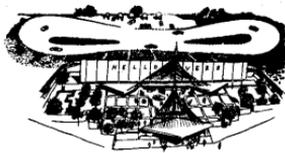
\* *Admission: free.*

**Highlights**

**COAST-TO-COAST ON A BUS.** Audiences in the Circle Theater stand on a slowly revolving turntable to view the history of the wheel in slide projections; a short but vivid film picturing America as it might appear through the window of a cross-country bus; and a map which glows in the dark, tracing Greyhound routes through the U.S. and Canada.

**REGIONAL COOKING.** The Greyhound Post House Restaurant has three dining rooms divided by cobbled streets: The Nantucket Room (seafood and New England dishes), The Federal Room (Southern cooking), and The Western Room (beef). There are also a cafeteria and snack bar.

**SIDESHOWS.** In a small theater Lady Greyhound, the company's live canine symbol, models dog clothes, and there are color films of various regions of the United States.



**129 AUTO THRILL SHOW**

Thirty "Hell Drivers" risk life, limb and vehicles, crashing cars and performing other stunts in a daring high-speed show. Among the features of the program are: four-car bumper tag, wing ski jumps (drivers careen off a low ramp on two wheels at 50 miles an hour), a crash rollover contest, and the "dive bomber crash" (off the ramp with an old car onto the top of a parked car). In the show's climax, a driver pilots a truck on a dangerous ramp-to-ramp "flight," hurtling more than 70 feet through the air. The 6,000-seat Auto Thrill Stadium has a banked figure-8 track, the first such track to be created exclusively for stunt driving.

\* *Admission: reserved seats, \$2.00; general admission, \$1.00.*

\* *Performances: four shows daily on weekdays, six on Saturdays, Sundays and holidays; the performance lasts approximately one hour.*

This Fair occupies only about half of the Flushing Meadow acreage, but it is almost nine times larger than the 1962 Seattle Fair. (The Seattle Fair would have fit into the Transportation Area of the New York Fair.)

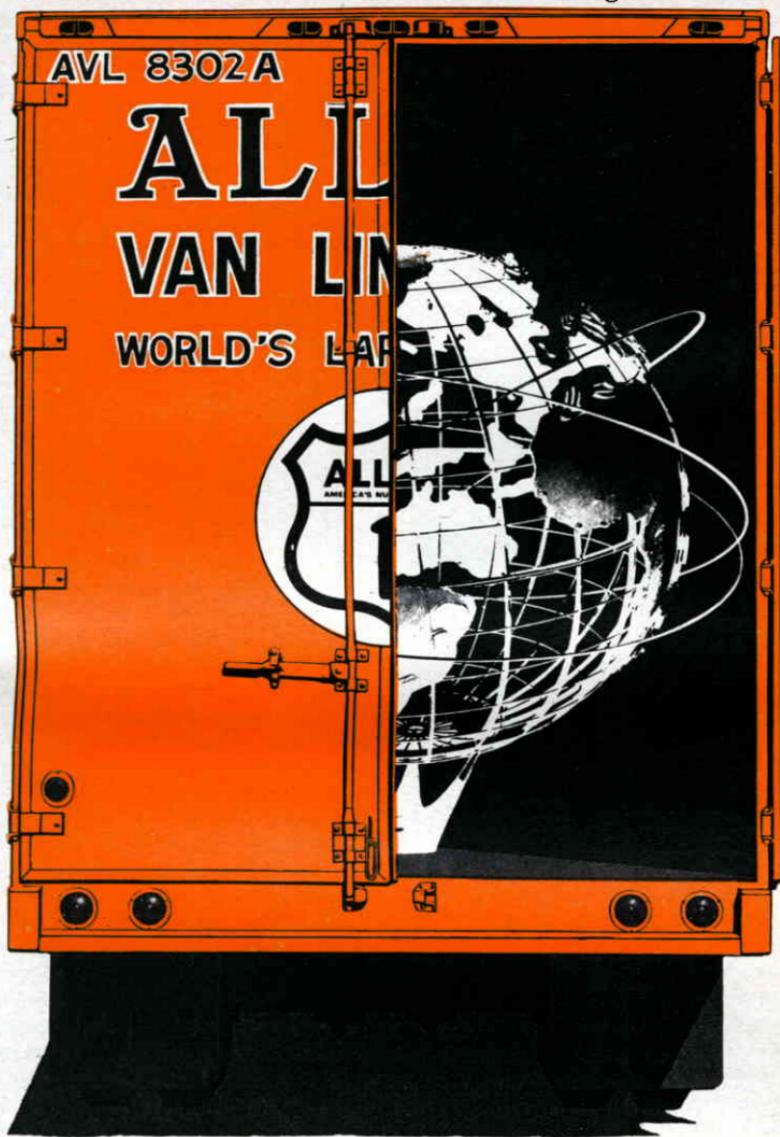


**130 GENERAL MOTORS**

A detailed, knowledgeable look at the technological developments awaiting mankind is provided by this exhibitor, who performed the same service at the New York World's Fair of 1939. The predictions are all solidly based on fact; they picture, among other things, a visit to the moon, a year-round commercial harbor in the Antarctic, a vacation resort located underwater and some surprising aspects of the city of the future. The GM pavilion, one of the most eye-catching at the Fair, is keynoted by an enormous slanting canopy 110 feet high, balanced, by some architectural legerdemain, over the entrance to the exhibit area. In addition to the Futurama, displays show the range of research conducted by GM as well as the variety of products made by the company (automobiles through home appliances). There are three experimental cars and five dream kitchens.

**Highlights**

**THE NEW FUTURAMA.** In this updated version of GM's classic ride into the future, visitors sit in individual plastic contour seats equipped with speakers



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## TRANSPORTATION

that supply a narration. The seats move along a track that alternately dips and climbs through the two floors of the exhibition hall.

¶ *A trip to the moon* starts the ride, taking the visitor past a scale model whose craters and canyons are dotted with manned "lunar-crawlers" and commuter space ships.

¶ *Life under the ice* is depicted in a display that shows an all-weather port cut deep into the Antarctic ice shelf. Under the ice cap is a weather station, where technicians prepare forecasts embracing whole continents.

¶ *In an underwater scene*, drills tap the ocean floor for oil, minerals are hauled away by submarine train, and vacationers relax in a suboceanic resort and, equipped with oxygen, ride about outside on "aqua-scooters."

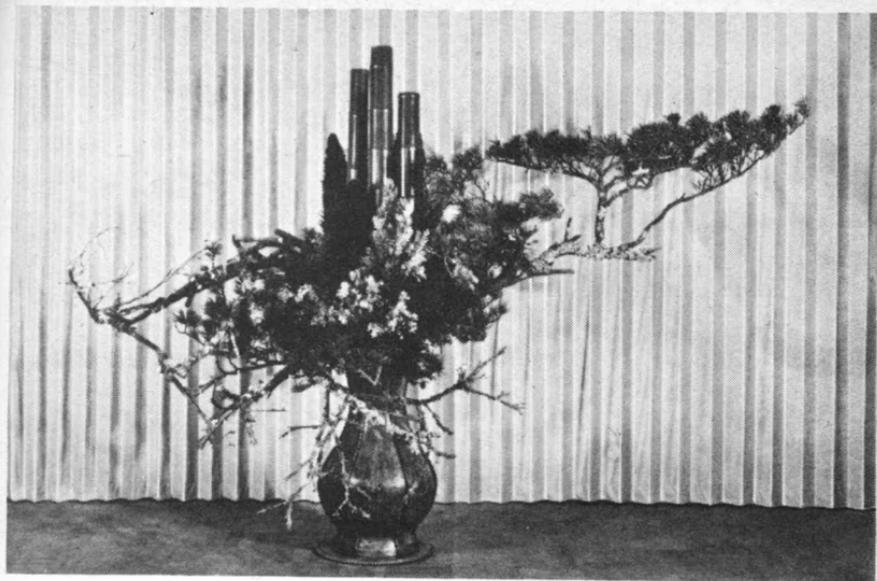
¶ *Visiting the jungle*, spectators see a machine that fells towering trees with searing laser light. A road builder, scaled to appear five stories high and longer than three football fields, follows the timber-cutter. It levels and grades, leaving a divided, multilane superhighway in its path. The road serves a city that processes the products (lumber, chemicals and farm commodities) drawn from the tamed jungle.

¶ *In the desert*, crops thrive in soil irrigated with subterranean or desalted sea water. Machines operated by remote control plant and harvest the crops.

¶ *The city of the future* is shown complete with midtown airports, high-speed bus-trains, superscrapers, moving sidewalks and underground conveyor belts for freight. Around the city is part of an intercontinental highway.

**THE AVENUE OF PROGRESS.** GM's scientific pursuits, as depicted in this exhibit, range from space age research to product engineering. A cosmic space chamber, applications of solar energy and turbine engines are displayed, as are new uses of metals, plastics and fabrics. There are also examples of the latest techniques in automotive design.

Almost 30 million tickets to the Fair were sold before opening day.



## IKENOBO UNIVERSITY FOR FLOWER ARRANGEMENT OF ART

The art of flower arranging as known in Japan is a traditional art which has found favor in almost every part of the world. Ikebana, the Japanese word for the philosophy of flower arranging, has continued to expand its acceptance since it was first introduced almost 500 years ago. The Ikenobo University for Flower Arrangement of Art has now been a part of this world-wide acceptance.

Ikebana is basically the art of using flowers, grasses, and other botanical objects to show simply and naturally the ultimate beauty of these individual parts as an expression of culture and sensitivity.

An Ikebana display creates, as well, a tiny corner of space, using only the essence of a flower, a special grass, or a particular vegetation which expresses a personal feeling or sensation about life.

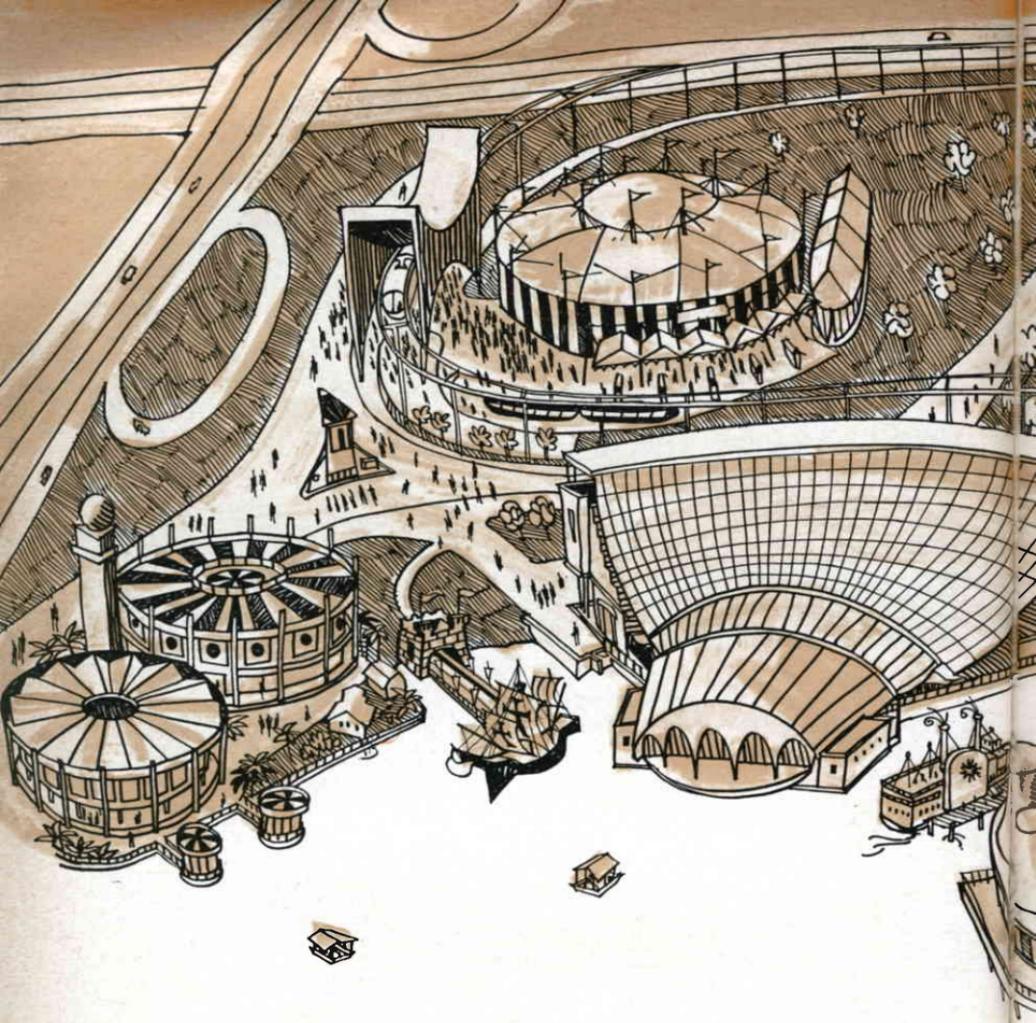
Ikebana is, to the young ladies of Japan, a means of raising their own cultural achievements, and is studied from a very early age and continued throughout their lives.

The Ikenobo University for Flower Arrangement of Art maintains branches throughout the world: the primary schools are found in Tokyo and in Kyoto. The advanced Flower Arrangement School are at Ochanomizu, Tokyo, and Kyoto. Students from all over the world have studied at these famous schools in Japan.

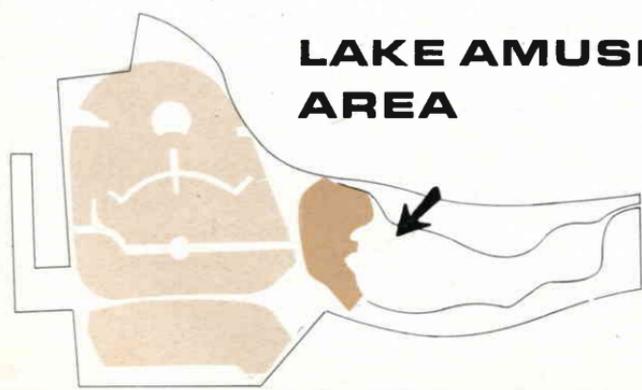
We look forward to seeing the many friends of Ikebana at the Japanese Pavilion, Ikenobo Display during the coming World's fair.

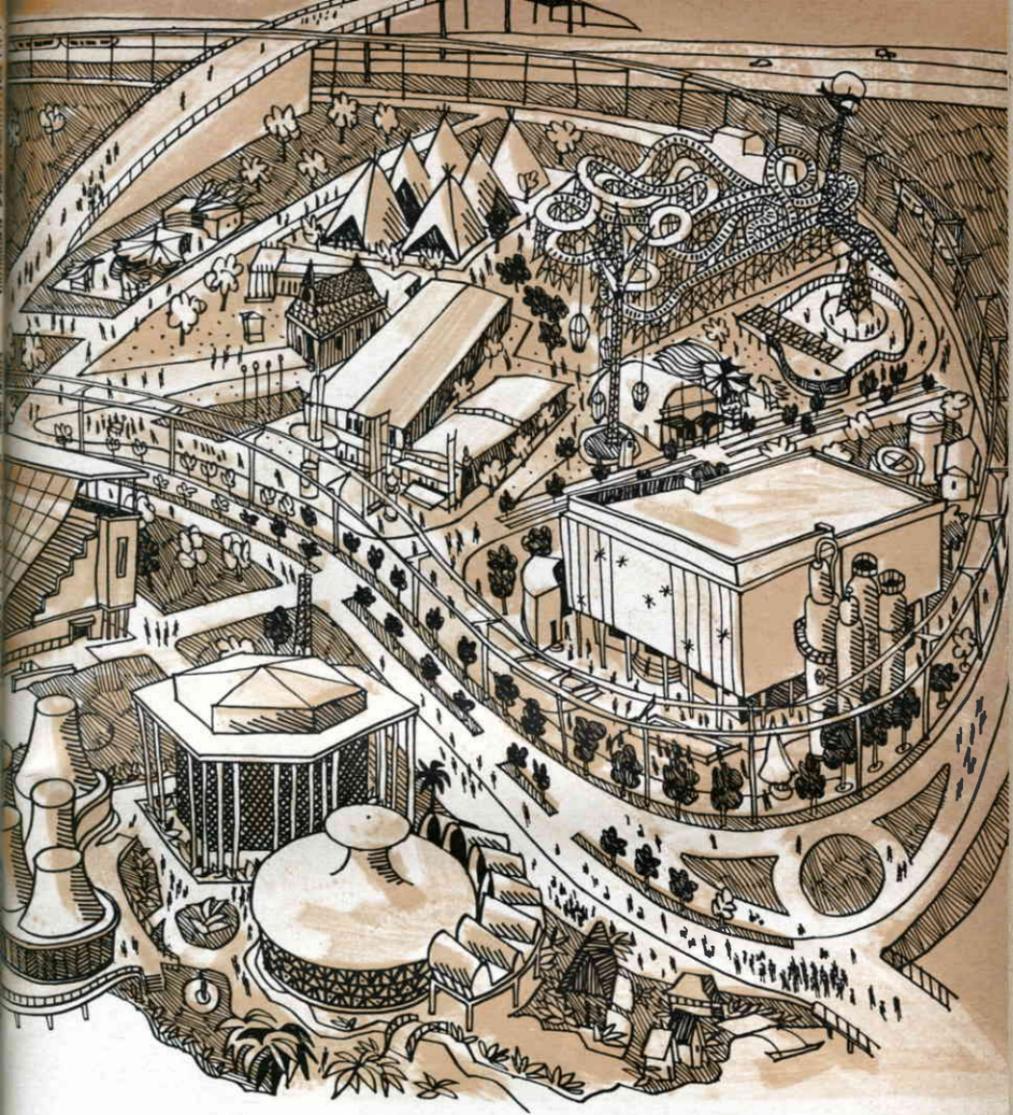
### IKENOBO-GAKUEN

Nishiiru, Shijo-Muromachi, Shimogyo-ku, Kyoto  
2-3, Surugadai, Kanda, Chiyoda-ku, Tokyo



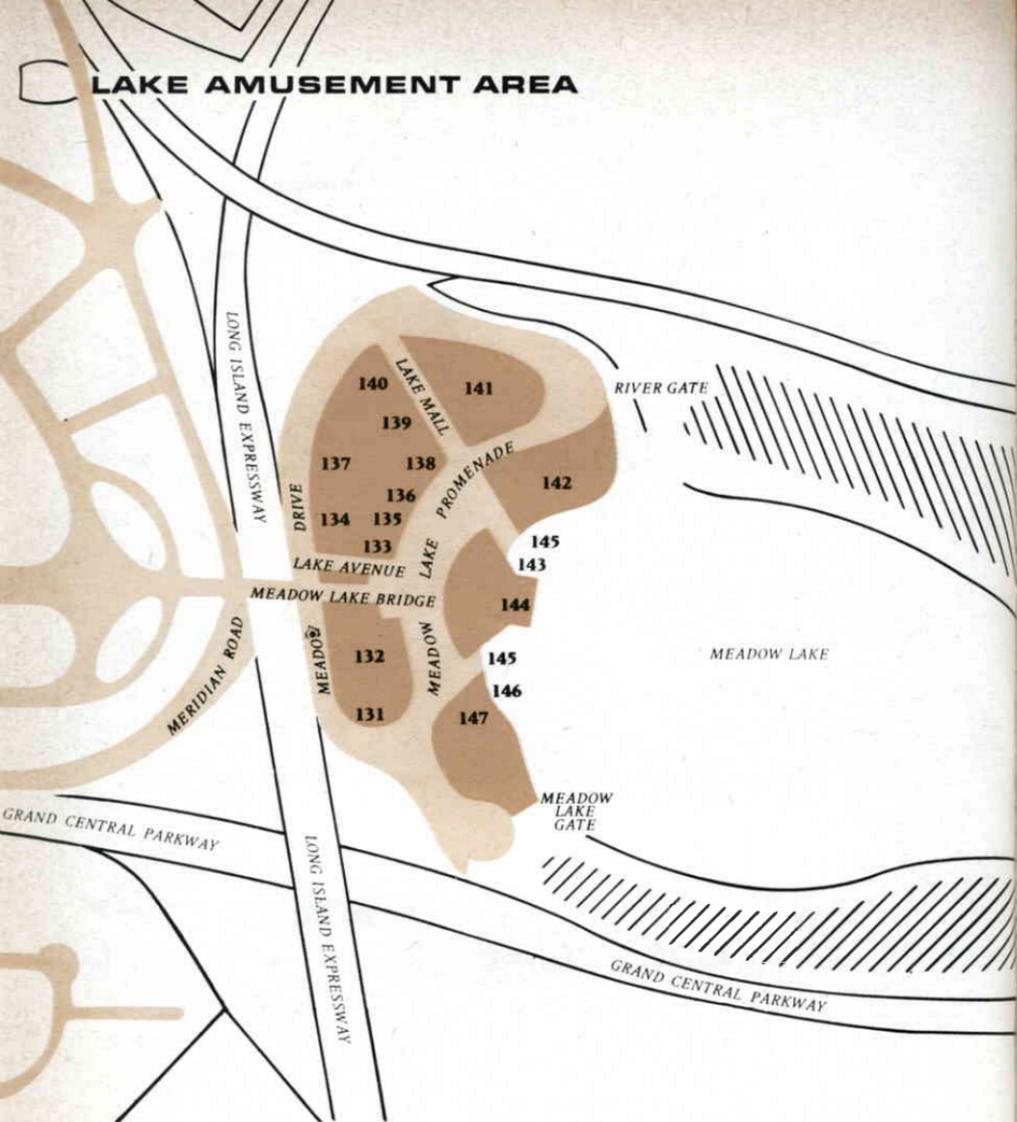
**LAKE AMUSEMENT  
AREA**





*This area, located on the tree-lined shore of Meadow Lake, is one of the Fair's smallest, and one of its most lighthearted. It is like a giant variety program. In it are concentrated most of the straight entertainment exhibits—stage shows, exciting rides, beguiling children's attractions, a puppet show and circus performances, wax figures and dancing fountains.*

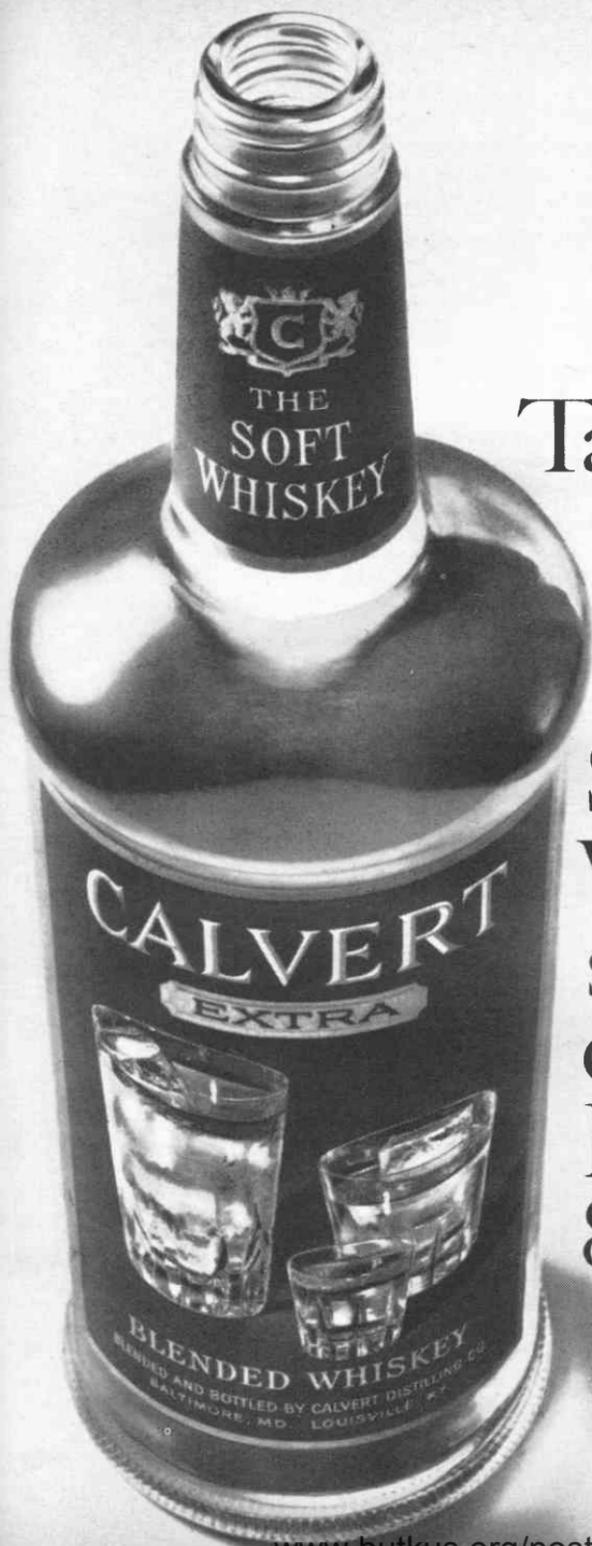
# LAKE AMUSEMENT AREA



- 131 MONORAIL
- 132 CONTINENTAL CIRCUS
- 133 CHUN KING INN
- 134 AMERICAN INDIAN
- 135 WALTER'S  
INTERNATIONAL WAX MUSEUM
- 136 LES POUPEES DE PARIS

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- 138 AERIAL TOWER RIDE  
AND WAFFLE RESTAURANT
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- 142 HAWAII

- 143 A MISSISSIPPI RIVER SHOWBOAT
- 144 AMPHITHEATRE
- 145 LAKE CRUISE
- 146 "SANTA MARIA"
- 147 FLORIDA



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## LAKE AMUSEMENT AREA: THE PAVILIONS IN BRIEF

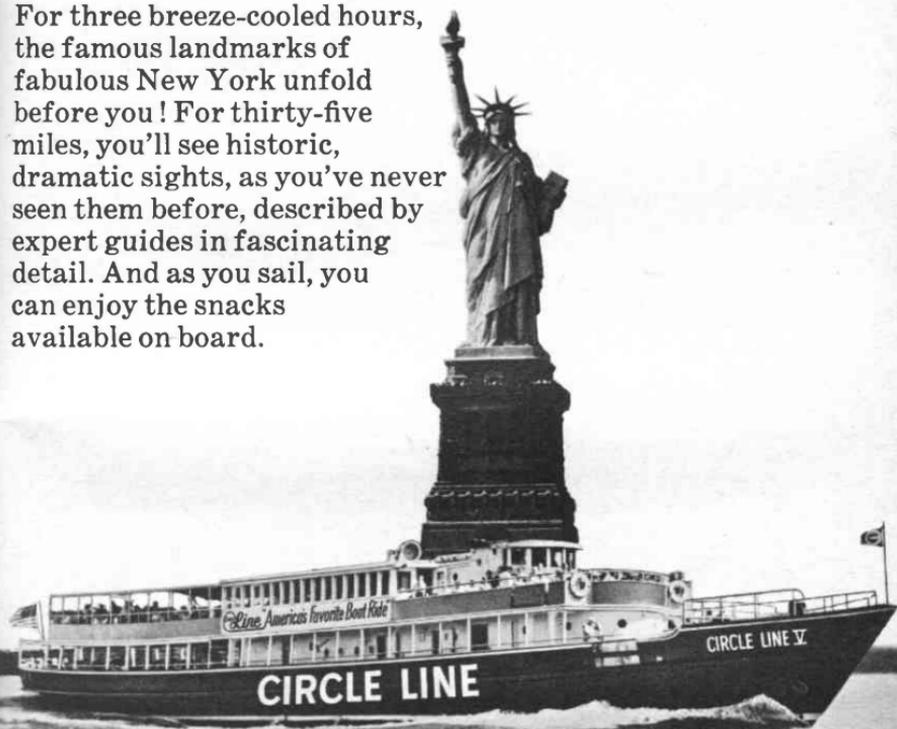
*Pavilion  
Number*

- AERIAL TOWER RIDE AND WAFFLE RESTAURANT**—Four fancy gondolas carry riders to the top of a 120-foot tower; special Belgian waffles are served in the restaurant below. **138**
- AMERICAN INDIAN**—Ceremonial dances and tribal handicrafts are the chief attractions in this tepee-roofed village. **134**
- AMPHITHEATRE**—A spectacular stage-and-water extravaganza features a cast of some 250 dancers, divers and divas. **144**
- CHUNKING INN**—A restaurant and two teahouses in an Oriental setting serve full-course meals priced at under a dollar. **133**
- CONTINENTAL CIRCUS**—A one-ring European-style circus offers animal acts, acrobats, equestrian performers, a museum and all the wonderful hoopla of the typical big tent show. **132**
- DANCING WATERS**—In a colorful display, swaying, dipping, soaring columns of water perform an intricate ballet to synchronized music while lights of many hues play over them. **139**
- FLORIDA**—The glories of the Sunshine State include tourism, oranges and a show by a troupe of talented porpoises. **147**
- HAWAII**—Hula dancers, a demonstration of grass-hut-making and a 12-course island banquet are among the attractions. **142**
- JAYCOPTER RIDE**—A 16-passenger car suspended from a long boom hovers, dips and climbs to a height of 100 feet, providing all the giddy sensations of a real helicopter ride. **140**
- LAKE CRUISE**—A 20-minute voyage in aluminum-hulled craft carries visitors past the sights on Meadow Lake; multilingual hostesses provide commentary and answer questions. **145**
- LES POUPEES DE PARIS**—The popular puppets present a sparkling French revue starring Frank Sinatra, Pearl Bailey, Elvis Presley and a number of other caricatured performers. **136**
- LOG FLUME RIDE**—Dugout boats go rushing down a roaring sluice in the exciting conclusion of a fast-paced water ride. **137**
- A MISSISSIPPI RIVER SHOWBOAT**—A modern minstrel show holds the spotlight in this 19th Century replica, but there is also nonstop musical entertainment in two restaurants. **143**
- MONORAIL**—Two-car trains, slung under a single elevated rail, circle the Lake Amusement Area at a height of 40 feet. **131**
- "SANTA MARIA"**—Columbus' famous flagship floats again, in a careful copy, along a wharf lined with Spanish shops. **146**
- TEXAS**—An ambitious exhibit-and-music hall, part state promotion, part exuberant entertainment, represents the Lone Star State, its cities and a number of its major industries. **141**
- WALTER'S INTERNATIONAL WAX MUSEUM**—Full-sized figures molded in wax represent personalities out of the past (Napoleon, Frédéric Chopin, Lady Godiva) and the present (Dr. Kildare, Robert Moses, the cast of the Folies-Bergère). **135**

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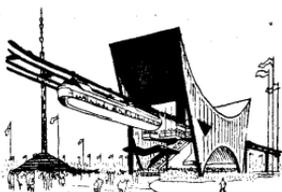


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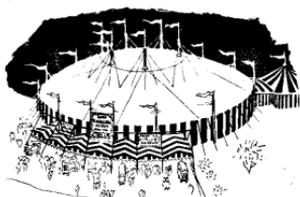


## 131 MONORAIL

Two-car trains circle the Lake Amusement Area 40 feet in the air in the latest refinement of a concept that has been called the transportation idea of the future. On the World's Fair monorail, built by American Machine & Foundry Company, trains ride below the track, suspended from overhead power units with rubber tires. The route is a loop 4,000 feet long, with three trains traveling in one direction while four others travel in the opposite direction on a parallel track. The loading platform, reached by escalator, is halfway up a terminal building that has an arched base and an inverted arch for a roof. The eight-minute monorail ride provides a spectacular view of the Fair and offers photographers many unusual angle shots.

\* Admission: 80 cents.

\* Hours: 9 a.m. to 2 a.m.



## 132 CONTINENTAL CIRCUS

A European-style one-ring circus has been assembled beneath a white and yellow plastic structure that seats 5,000 and has no poles to obstruct the view. The show lasts an hour and 20 minutes. A circus museum provides an added attraction at no charge.

\* Admission: \$1.00, \$2.00 and \$3.00 for

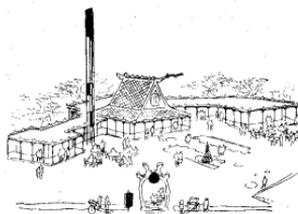
both adults and children; all seats reserved; performances twice daily, four times on Saturdays, Sundays and holidays.

### Highlights

**MAIN SHOW.** Star acts recruited from all over the world range from acrobats to chimpanzees who play musical instruments. Americans include the Flying Alexanders, daredevil trapeze artists who feature hair-raising aerial somersaults. Members of the English Hanneford family perform agile equestrian feats. There are also all sorts of animal acts, including elephants and a gorilla that does bicycle tricks.

**CIRCUS MUSEUM.** A candy-striped pavilion has exhibits from the famous Ringling Circus Museum in Sarasota, Florida. The displays reconstruct the history of the circus, from the chariot contests in ancient Rome's Circus Maximus to the present, with particular emphasis on the flamboyant Barnum and Bailey period at the turn of the century.

**CIRCUS PARADE.** A parade marches from the circus building through the fairgrounds once on weekdays, twice on Saturdays, Sundays and holidays.



## 133 CHUN KING INN

A pagoda-style restaurant and two connected teahouses are set in a restful lake-dotted Oriental garden that also has rickshaws parked about, primarily for the benefit of camera buffs. Operated by the Chun King Corporation, the complex can accommodate 600 diners indoors and outdoors. Two complete meals are served, each priced at 99 cents. One is a lunch or dinner with seven varieties of familiar Chinese foods, the other is a plate featuring a

"Hong Kong Burger," a double-decker hamburger with bean sprouts, cheese, lettuce and a special sauce. Both meals include beverage. Chun King foods are also on sale at the 25 Brass Rail stands which are situated throughout the fairgrounds.

\* Hours: 10 a.m. to 2 a.m.



## 134 AMERICAN INDIAN

Various aspects of modern-day and historic Indian life, including ceremonial dances and skilled craftsmen at work, are on view in the tepee-shaped pavilion. A great number of tribes is represented, each providing examples of its own customs and regalia.

\* Admission: adults, \$1.00; children under 12, 50 cents.

### Highlights

**DRUMBEATS AND DANCES.** During the course of the Fair, the pavilion is being staffed on a rotating basis by members of more than 100 tribes from reservations throughout the country. Ceremonial dances, to the rhythm of drums and ancient chants, are performed at frequent intervals daily. Among them are the Navaho Fire Dance, the Apache Devil Dance, a Sioux war dance and a Pueblo harvest dance.

**ARTISANS AT WORK.** The Indians demonstrate the crafts for which their tribes are famous—for example, the silverwork of the Zuñi and Navaho, the pottery of the Hopi and the ivory carvings of Alaskan Eskimos.

**POWWOW AREA.** The Indians also hold tribal meetings from time to time and give visiting children lessons in sign language.

Among the lights locating the world's great capitals on the Unisphere, there is one to puzzle geographers. Situated north of Washington and east of Ottawa, it gleams where there is no world's great capital. The light marks the site of Caughnawage, the Mohawk Indian reservation on the St. Lawrence River, and honors the construction crew of 50 Indians who built the Unisphere without a single injury.



## 135 WALTER'S INTERNATIONAL WAX MUSEUM

Nearly 250 authentically dressed lifelike figures, ranging from Lady Godiva on her horse to five U.S. Presidents, make up the largest collection of full-sized wax statues in the United States. The figures, grouped in 48 tableaux valued at two million dollars, are taken from art, history, mythology, movies and television. The largest scene is a 20-by-30-foot copy of Leonardo da Vinci's *The Last Supper*. Other groups include the Declaration of Independence, *My Fair Lady* and the Court of Louis XV.

\* Admission: adults, \$1.00; children under 12, 50 cents.

\* Hours, 10 a.m. to midnight.



## 136 LES POUPEES DE PARIS

This sparkling French "musical revue" by Sid and Marty Krofft has a cast of 250 puppets, each three and a half

feet high. The puppets, many of which are caricatures of famous entertainers, sing, dance and act out humorous skits. Settings include a 20-foot waterfall, an ice rink, fountains and real fireworks. Among the stars depicted in wood are Frank Sinatra, Elvis Presley and Pearl Bailey (whose costume consists of \$15,000 worth of chinchilla).

\* Admission: adults, \$2.50; children under 12, \$1.25.

\* Performances continuous from noon on. Show lasts one hour.

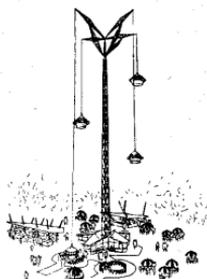


## 137 LOG FLUME RIDE

In a three-and-a-half-minute ride, five-passenger boats shaped like hollow logs are propelled by rushing water at 10 feet a second along a channel of steep inclines and sharp curves. The ride ends with a splash as the "logs" whisk down a 45° slide into swirling rapids.

\* Admission: \$1.00.

\* Hours: 10 a.m. to 2 a.m.



## 138 AERIAL TOWER RIDE AND WAFFLE RESTAURANT

Food on land and gaily colored gondolas in the sky are the twin features of a typically European eat-and-ride at-

traction. The outdoor restaurant, which serves dishes prepared in the Belgian tradition, specializes in Bel-Gem Waffles—waffles served with combinations of powdered sugar, whipped cream and fresh strawberries. In the middle of the restaurant area four elegantly upholstered gondolas, each with a capacity of 15, majestically rise on cables to the top of a 120-foot tower. The smooth, slow ride provides a magnificent view of the Fair and lasts three to five minutes.

\* Admission to ride: adults, \$1.00; children under 12, 50 cents.

\* Hours: 10 a.m. to 2 a.m.

The 20 kimono-clad hostesses and 100 waitresses in the Japanese pavilion were chosen from among 2,000 competitors in Japan on the basis of their charm, poise, knowledge of English and deftness at either Japanese flower arrangement or the presentation of the tea ceremony.



## 139 DANCING WATERS

Formations of water tinted by a kaleidoscope of colored lights sway to dance rhythms in an unusual spectacle that has been successfully presented in a number of cities all over the world. Sitting at an organlike console that controls both the lights and the height and direction of more than 4,000 jets of water, an operator creates a variety of visual effects synchronized with the music. For this production, an inflated theater has been erected—a plastic bubble that seats 400 and is supported by air pressure maintained by blowers.

\* Admission: 50 cents.

\* Hours: 10 a.m. until midnight; performances are continuous with shows repeated every 15 or 20 minutes.



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