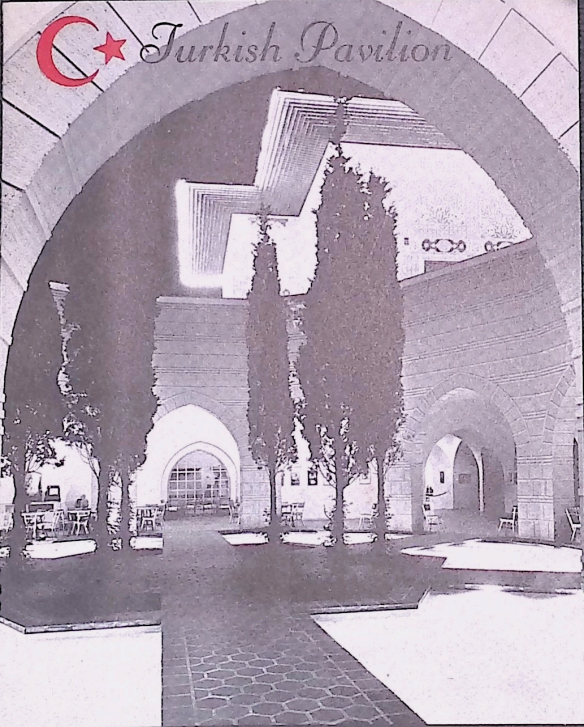




# *Turkish Pavilion*



AT THE NEW YORK WORLD'S FAIR



## *Star and Crescent Restaurant*

THE TURKISH PAVILION is an ethereal vision of curves and subdued colors rising amidst the very modern World of Tomorrow. It is a place to rest the weary and delight the lover of beauty. Are you tired, hot and hungry? May we suggest that you sit by this limpid pool where slim bronze snakes spout water endlessly and cheerfully. The Star and Crescent Restaurant of the Pavilion is at your service. You can order your favorite drink from the bar or else try the famous Turkish raki, known as "lion's milk." This is guaranteed to revive the weariest of spirits.

After you have rested a while, you can step into the Star and Crescent, the only authentic Turkish restaurant in America. It offers a variety of Turkish dishes, mysterious and delectable sweets and really good coffee. You cannot resist the temptation of unusual but excellent food, served in an atmosphere of beauty and peace.

Is it a hot, muggy night? Then try their delicious Turkish cold soup, called "Djajik." Next, we advise a plate of Turkish hors d'oeuvres and Shish Kebab with eggplant salad. Or try the Doner Kebab (turning roast), famous through the length and breadth of Turkey. For dessert, you have a variety of choice, from Baklava to rose petal jam.

The chefs were specially imported from Turkey, and the waitresses are attired in authentic Turkish costumes. During the meal, a string quartet plays plaintive Anatolian songs or gay village dances.

Do we detect a frown on your face at the thought of the bill? Here is the best surprise of all. Prices are moderate at the Star and Crescent. You can have an excellent meal, and all the atmosphere you want, without straining the family purse. Luncheon ranges from \$1.00 to \$1.50 and dinner from \$1.50 to \$2.75. It is best to reserve a table, as the restaurant is very popular. Call up Newtown 9-6325 and give yourself a treat.

A few excerpts from the American press:

*From CUE MAGAZINE, May 20th, 1939.*

"On the main floor, a Turkish restaurant. The prices are moderate, the food exotic, and the orchestra is "Continental"—to suit the romantic atmosphere."

*From THE NEW YORKER, May 20th, 1939.*

"I found myself sitting in a cool, shady patio listening to a string quartet, watching a fountain, and eating some Istanbul hors d'oeuvres of stuffed mussels and cheese fritters that had been brought to me by a Turkish girl in a yellow-and-purple dress. You have to go through the experience in order to appreciate it. As in all the foreign restaurants at the Fair, the people at the Turkish Building are doing everything to show you what a nice country theirs is, and you feel this and it makes you happy. The patio is one of the most delightful places out there and the restaurant serves up those Near Eastern dishes just a shade better, somehow, than they do them in the best American and Turkish places in town."

*From the NEW YORK WORLD TELEGRAM, May 27th, 1939.*

"In the midst of the pavilion is the Star and Crescent Restaurant, flung over the patio. A string quartet plays native, plaintive music and in such surroundings are authentic delicacies—from the popularized Shish Kebab to the unfamiliar Tavouk Souyouna Boulgour served to admiring Fair visitors. The Turkish coffee is as black as the eyes of the Sultan's favorite. And for heightened atmosphere Turkish girls in bright yellow and purple dresses serve. And hailing from an economical country, the Turkish prices are among the most lenient at the Fair."

*We arrange special luncheons and dinners for clubs and organizations.*

## Turkish Cigarettes

IF YOU ARE LOOKING for an unusual Christmas gift, we invite you to the display of Turkish cigarettes at the Turkish Pavilion. These are appreciated by men and women alike. The best tobacco grown in Turkey is blended to make these cigarettes. Each brand has not only a different name but a different shape and tip. The Bayans, special dainty cigarettes made for women, have red tips to match the rouge on fair lips. For a mild, cool smoke, try the famous Salons, they will give a certain cachet to your parties.

### IMPORTED CIGARETTES.

Cesit	100	\$1.90	Samsun	20	\$ .40	Bayan	20	\$ .30
Cesit	50	1.00	Yaka	20	.35	Yenicé	20	.30
Salon	20	.75	Bogazici	20	.35	Serkdoryan	20	.30
Sipahi	20	.45				Ismet	20	.25

*Cigarettes made in America from the choicest Turkish tobacco.*

Jockey Club 20 \$ .30    Bosphore 20 \$ .25    Turkish special 20 \$ .15

*Prices subject to change without notice.*



## Turkish Delight Candy Shop

IN 1776, THE FIRST HACI BEKIR came to the mighty capital of Istanbul from his small village in Asia Minor. He had little money, no fame or friends but he had a precious gift—that of making lokoum, an entirely new kind of candy. His customers were from the palace of the Sultans; they were ministers and pashas and even merchants. Royalty paid tribute to Haci Bekir's candy. During his brief visit in Turkey, Edward, the ex-King of England, found time to visit this sanctuary of candy-lovers.

The first Haci Bekir had established his copper cauldrons in a small and dark shop of Istanbul 163 years ago. Four generations of Bekirs have followed him. The present owner came all the way to America to supervise the making of his candy. Turkish delight, enjoyed by royalty, is the king of all sweetmeats. And only the Bekir family knows the secret, which has been handed down from generation to generation.

Try also their almond paste and sugar-coated almonds. Turkish hard candy is different and well worth a trial. As for the delectable crystallized pistachios, hazel nuts and coconuts, no words can describe their taste.

Turkish Delight, pistachio or rose flavored, 1 lb.	\$ .50
Almond Paste, small package	.15
Almond Candy, small package.	.15
Rose Petal Jam, 1 large jar.	.50



## Turkish Bazaar

HERE IS AN OCCASION FOR YOU, madame. Are you tired of the usual run of clothes and eager for something entirely different? Then come to the Bazaar of the Turkish Pavilion, and look over their interesting display.

White blouses, with exquisite Turkish hand embroidery, to be used for your daylight dancing or under your dark suit. Hand embroidered hankies which make an ideal tie for your dark dresses. Prospective brides will be

interested in our magnificent hand-embroidered kimonos with slippers to match, and our tea and bridge sets.

Our assortment of beads will suit all tastes and pocket books. Meerschm and pale green necklaces will go admirably well with your linen dresses. The black amber beads are for the sophisticated. An extensive choice of hand-made silver pins, bracelets and rings, from the skilled fingers of Turkish jewellers, will add atmosphere to your Eastern turbans. We can supply you with Kutahya faience and brass ash trays, vases, sugar-bowls and attractive ornamental plates.

When you are at the Bazaar, be sure to see the pearl embroidered slippers from the famed Seraglio Palace. The daughter of a Turkish Sultan gave them as a token of her love to the son of a Grand Vezir, whom she could not marry. They were handed down, from generation to generation, in his family, until the last of a noble name, pressed for money, sold them at auction.

The World's Fair has brought four continents to your door. This is the time to think about that perplexing problem known as Christmas gifts. Take a round the world shopping trip at the Fair and be sure to visit the Turkish Bazaar.

### PRICES

Hand embroidered Blouses	\$ 9.25 and up
Hand embroidered tea and bridge sets	14.95 and up
Hand embroidered Doilies	1.00-1.25
Hand embroidered Hankies	1.00-3.00
Kimonos	44.50 and up
Slippers	3.00
Cigarette holders	.65 and up
Rings with Turkish emblem	1.30
Turkish clips	.45
Kutahya ash trays	.50
Brass ash trays	.35 and up
Silver inlaid powder boxes	5.30
Meerschm pipes and cigarette holders	3.00 and up
Necklaces, Meerschm and amber dust	5.50 and up
Imitation jade Necklaces	4.50
Paper holders	.35

## *Eti Bank Mineral Exhibit*

Do YOU KNOW that 40% of the world's chrome ore supply comes from Turkey? Be sure to see the exhibit of the Eti Bank at the Turkish pavilion. The bank was established by the progressive Turkish government to coordinate and control the newly-established mineral industry. Besides chrome ore, Turkey's chief mineral exports are copper, coal and iron.

*For further information apply to the Eti Bank representative at the Turkish pavilion.*

