

Ford Times

58th Year

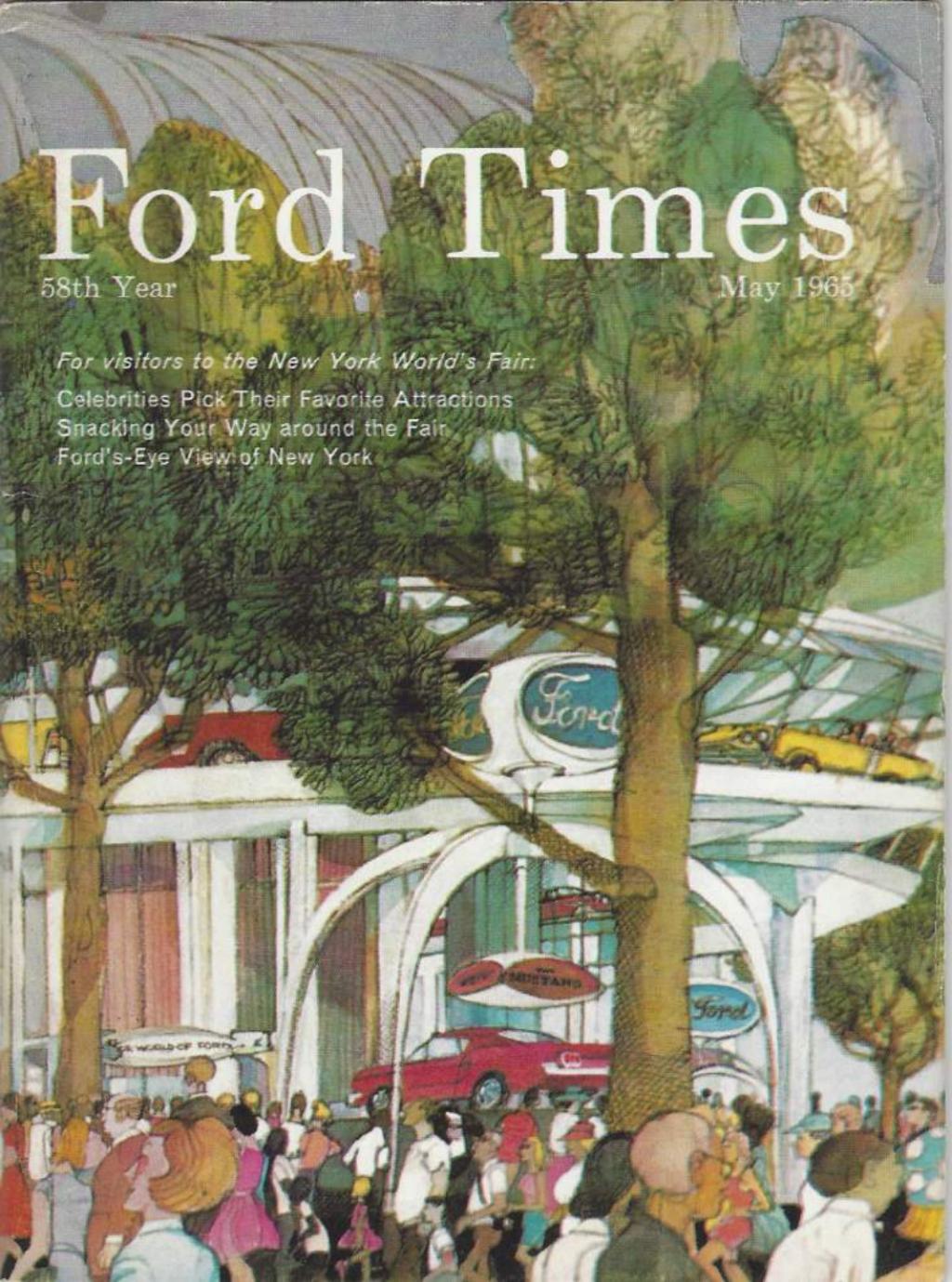
May 1965

For visitors to the New York World's Fair:

Celebrities Pick Their Favorite Attractions

Snacking Your Way around the Fair

Ford's-Eye View of New York





photograph by Joe Covello—Black Star

THE FACE of New York is always changing but it never grows old. If you have visited Manhattan and its environs in recent years, everywhere you turned a building was coming down and another was going up. But if you visit today you will be impressed by the exciting new structures you find—from the world's largest office building and the world's longest suspension bridge to the ballpark of the world's most beloved non-champions and beautiful Lincoln Center, pictured above. Blending right in with the Center's elegant lines, as you see, is the graceful form of a new Ford, the Galaxie 500 Convertible. Beginning on page 18 of this special New York and World's Fair issue we show other settings (and other Fords) that distinguish the New York of today.



May 1965
Vol. 58 No. 5

*Your Ford Dealer
who sends you
FORD TIMES
invites you to be his
Springtime Guest
at the
FORD PAVILION
*New York World's Fair 1965**

Why not plan an *early* trip and *be our Springtime Guest!* You'll find Spring at the Fair most refreshing . . . no crowding and best of all, no mid-summer temperatures. As our guest you will be admitted promptly to the Ford Pavilion at a special entrance where hosts and hostesses will guide you to Walt Disney's famous Magic Skyway ride. It's an exhilarating time of the year to travel. Everything will be bright and fresh . . . you'll be glad you took a "spring vacation" at the Fair.

(For details see inside the back cover)

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HAL BUTLER

Franklin McMahon

CHAM, W. P. BENTON,
LEFTY, L. A. IACOCCA,
Jr.
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*As a Springtime Guest
you'll be thrilled by these
memorable Ford Pavilion attractions.*

- Walt Disney's Magic Skyway ride
- International Gardens
- Musical Assembly Line
- Auto Parts Harmonic Orchestra
- Space City of Tomorrow
- Competition cars
- Dream cars
- Many other displays and exhibits

THE FACE OF old. If you years, every another was pressed by the largest office to the ballpark beautiful Lincoln Center's new Ford, the of this special settings (and

Ford Times

The Car Owner's Magazine

May 1965
Vol. 58 No. 5

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HAL BUTLER



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Front cover—Ford at the Fair, by Franklin McMahon

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The Fun of the Fair

In the pavilions and on the avenues,
you'll find color and excitement
just watching the world go by

by Judith Philipson
paintings by Grisha Dotzenko

THE WORLD'S FAIR is a solid square mile of showmanship. A visit here is an adventure, heightened by the pulsating beat of an African Burundi drummer, and enhanced by a glittering crescendo of fireworks.

Far more than just a collection of buildings, the Fair is the sense of excitement you get from smelling the perfume-scented lumber at the Austria pavilion. It's the mingled aromas of Philippine beer, Yugoslavian shishkebab, and Ecuadorian bananas in the International Plaza; the deafening combination of bagpipes and rock 'n roll. It's fingering a bolt of Hong Kong silk worth \$1,000 a yard, gliding over Ford's Magic Skyway into the symbolic Space City, crowding into a family phone booth, strolling through a garden.

Most memorably, the Fair is people: sightseers, performers, press agents and maintenance men. Your own starry-eyed children, and the face of each passer-by. A gaudily dressed African wearing an ostrich-feathered headdress, and a sloe-eyed Hindu beauty in a gold-spun sari. Spanish flamenco dancers, Polynesian pearl divers, and carnival pitchmen. A visiting dignitary, and a lost child perched on the edge of the Unisphere pool crying for his mommy.

And it's you, too. Your own attitudes, your interests, your curiosity. Comfortable shoes are essential. So is good judgment. Relax, enjoy yourself, avoid crowds, and don't make the frustrating mistake of trying to cram everything into one day.

As the Fair enters its second season, it pays to take a tip from a veteran Fairgoer: "Don't spend all your time inside." Scenery

*Above right: The Swiss Sky Ride symbolizes the fun of the Fair
Below right: Fireworks and lighted fountains brighten the night*



West African dancers leap to the pulsating beat of Burundi drummers

is as much a part of the Fair as computers, and many visitors overlook the Fair's natural charms because they are so busy racing headlong from one exhibit to the next.

Sit quietly by a fountain, for example. With an arm draped loosely over the back of a park bench, you can see the Fair shining through the translucent screen of a waterfall. It's an enriching experience just to enjoy clear water beneath a clearer sky.

A simple walk can be exciting. Each promenade is a scenic delight, bordered by picturesque little waterways, and shaded by willow and poplar trees. Every grassy park is landscaped with lush foliage, and accented with the exotic colors of tropical flowers, imported from the most remote corners of the world. You can recapture the fairyland of your childhood dreams just by wandering along a misty rainbowed avenue called "The Fountains of the Fairs."

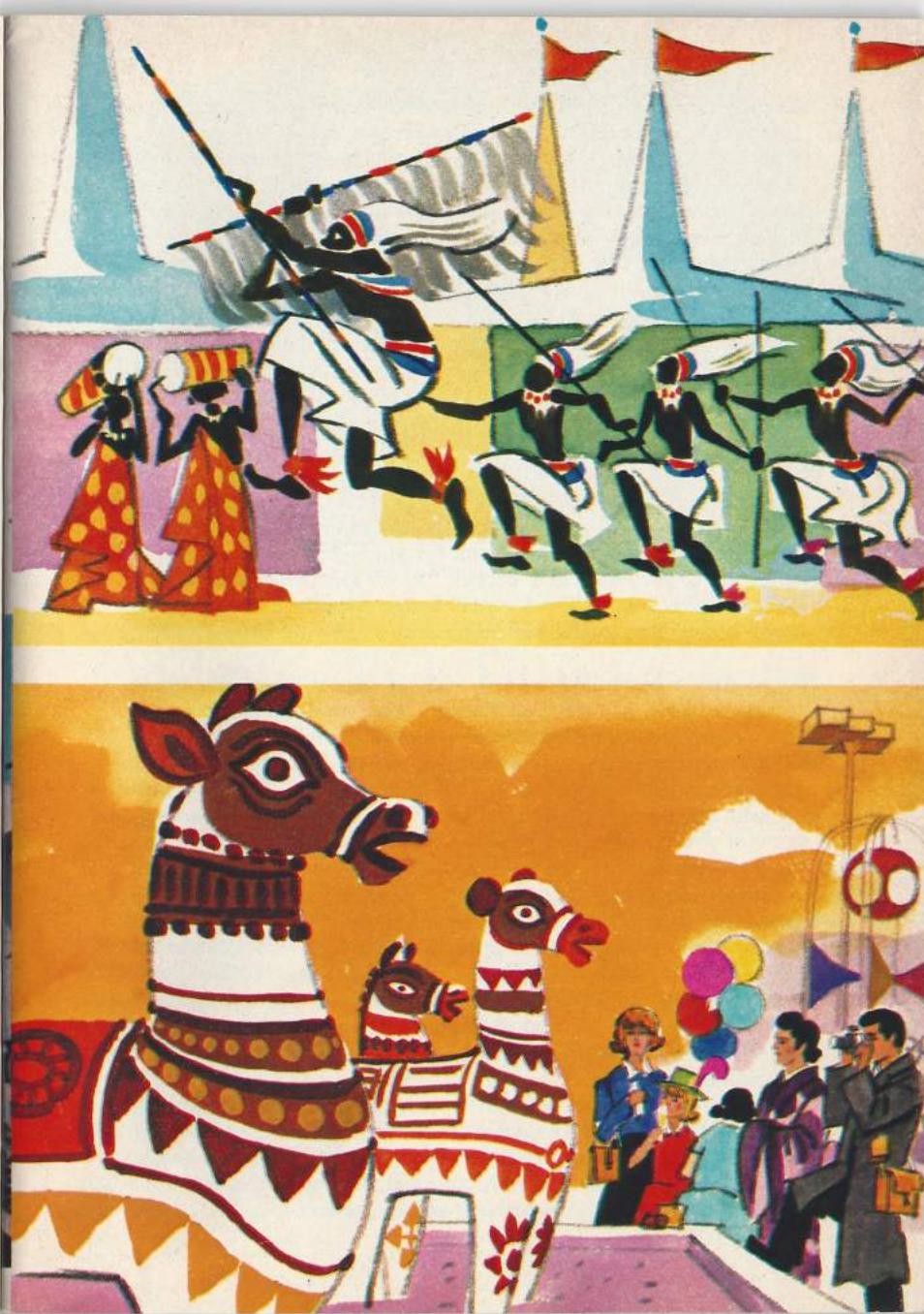
Equally enchanting (but in a different way) are the tableaux that flash by as you walk along: a circle of picnickers sharing fried chicken while they dangle their feet in the duck pond at the Missouri pavilion, a college glee club serenading on the New England Village Green, a dozen teenagers sitting side by side on a bench, all munching gooey Belgian waffles topped with mounds and mounds of whipped cream and strawberries.

Your visit isn't complete, however, unless you've really looked into the Unisphere, the largest globular structure ever built by man. A towering twelve stories high, it stands as the pivotal center around which the rest of the Fair orbits. Imprisoned in its steel web is the quiet logic behind the Fair; its theme: "Peace through Understanding."

An overwhelming impression from this, or any spot on Flushing Meadow, is that the whole Fair is in perpetual motion. You can hardly take a step without bumping into a moving vehicle. Criss-crossing the Fairgrounds are long, caterpillar-like trains. Spinning around the periphery are big, glass-domed buses. Whirling above is a dizzying myriad of flying machines. Out in the Marina, the hydrofoils lap back and forth from New York City. An unending chain of cable cars swings between Korea and Switzerland. Every pavilion is vibrating with activity.

You will be impressed by the variety of sights. The Fair is super-computerized, super-animated, super-automated, and it is

Unusual and colorfully decorated animals are at the India pavilion



also warmed by the meditative glow of its many spiritual exhibits.

Diversity is the Fair's foremost attraction, and yet, your image of it depends upon your vantage point. To capture the Fair in all its breath-taking glory, take a ride to the top of the New York State pavilion. A sky-streak elevator will lift you to the Fair's highest point, an observation deck towering 226 feet in the air. From here, you can see the magnitude of the achievement, the gleaming concentration of steel, glass and aluminum, anchored in a grassy meadow and framed by the New York skyline.

Many visitors set store by this panoramic vista, dotted with multitudinous architectural shapes, springing from a garden of over 5,000 trees and more than 400,000 flowers. Some people are startled by the crimson umbrella that is one rooftop, and the enormous white egg that is another. Some marvel at the translucent dome of the New York State building, which they are told is larger than a football field. A few sightseers point out the contrasts, with quaint cobblestone paths checkerboarding wide promenades, and a children's playground juxtaposed against a park full of satellites and rockets. Most tourists delight in the fanciful little International Area, where Denmark is tucked in cozily beside Venezuela, and India only a sky ride from Sweden.

Everyone is enthralled by the Fair at night. Neon-silhouetted against a black sky, the Fair dazzles. The jewel-pinnacled buildings almost spike the stars, and the fountains are not fountains at all, but tinsel comets shooting out into the darkness. The air quivers with nighttime sounds, like the wail of a Dixieland trumpet and the tinkle of laughter. The lights winking in the plastic cubicles overhanging the streets are just ordinary lights, yet by some electrochemical miracle, the light they throw is pure gold.

Every night at 9:00, the carillon above the Coca-Cola pavilion bursts into song. The Fountain of the Planets—the largest fountain in the world—sends tons of water jetting up in shifting patterns, with sprays as high as 150 feet. Soft violet and amber lights twinkle among the droplets. The music of a 60-piece symphony orchestra resounds over loudspeakers. Then, suddenly, there is the hiss of a Roman candle, a gentle explosion, and a brilliant blaze of colored light.

This synchronized display of water and fireworks caps the day and launches the evening's activities. But by day or night, the Fair is an impressive spectacle—a gay, swinging, lavish extravaganza. It can be as stirring as a church bell or as baffling as the Probability Machine at IBM. Always, it is an adventure. ■



Pepsi-Cola pavilion is rated number one by Carol Channing

Celebrities Pick Their Favorites

Noted New Yorkers reveal what exhibits they would most like to see again, and why

by Robert B. MacPherson

paintings by Arthur J. Barbour

PROBABLY THE MOST FREQUENT QUESTION asked by visitors entering the Fair gates for the first time is, "What are the real musts?" Confronted by 149 attractive pavilions and the stark fact that it would take at least a week to see them all, a trip to the Fair becomes a matter of careful picking and choosing, especially if visiting time is limited.

A helpful answer to "what to see first at the Fair" comes from a select group of famous New

Yorkers. Traditionally sophisticated in their outlook and constantly exposed to the best in entertainment and culture in Manhattan, their choices of the exhibits they will revisit this year provide a good guide for both first-time visitors and vacationists returning for a second look.

The opinions of these New Yorkers, prominent in many activities from show business to big business, naturally vary, but one fact stands

Chet Huntley considers the Spain pavilion to be outstanding at the Fair

out: if Walt Disney had his talented hand in creating the exhibit, it generally received warm praise.

For example, Carol Channing, star of Broadway's big musical hit, "Hello, Dolly!" plans to head directly to the Pepsi-Cola exhibit to see Walt Disney's "It's a Small World" for the third time.

"With his usual good taste and brilliant imagination, Mr. Disney uses hundreds of beautiful, mechanically animated dolls to remind us in song of the brotherhood of men all over the world," Miss Channing said. "All of the dolls have the same face, though their color is different, and as you travel around the exhibit going from nation to nation, the accents in the voices and the clothes change to accommodate the change in setting. It is truly beautiful."

It's Spain for Huntley

NBC's Chet Huntley will make the Spain pavilion his first stop in 1965. "It is one of the few foreign nation exhibits to really transfer the feeling of the country right to the Fair. The architecture of the buildings is dramatically Mediterranean. Even from the outside, you quickly realize that this pavilion is unusual. Inside, the décor harmonizes extremely well with the exhibits."

Huntley wants first to revisit the art galleries at the Spain pavilion. "The wide range of Spanish art, which includes the works of El Greco, Goya, Velázquez and Zur-

barán, is almost startling in its depth and values. I also liked the displays showing the products of modern Spain and the theater programs with everything Spanish from flamenco dancers to concerts."

One of New York's leading dress designers, Anne Fogarty, didn't hesitate a minute in selecting the United States pavilion as her choice to revisit this summer.

"I was deeply impressed with the film presentation which visitors see while riding a moving grandstand around the entire second floor. The idea of showing the greatness of America's past as a prologue to the future was excellent.

"We so often forget the contributions of Americans of the past and this film vividly shows the thinking and the concepts that made the present possible. The film techniques, with the sliding screens and the unique use of sound, were outstanding."

As a designer, Miss Fogarty understandably singled out the architecture of the building, an eight-story, \$17-million, translucent walled cube done by Charles Luckman Associates. She also wants to revisit the area where native American arts and crafts are displayed and see the film on immigration, "Voyage to America," again.

Miss Fogarty had a word of advice for women visitors to the Fair. "Dress comfortably so you can enjoy yourself. Save your really

Dress designer Anne Fogarty picked the U.S. pavilion as her first choice



A noted restaurateur was among those fascinated by G.E.'s Carousel Theater

dress-up clothes for night time at the Fair or back in Manhattan."

Rene d'Harnoncourt, director of New York's Museum of Modern Art, found the new and unusual motion pictures at the Fair "most exciting and impressive . . . We look to a World's Fair for forays into the unknown—new ideas, new techniques, new affirmation. Of all the innovations which the Fair offers to visitors, the use of the film medium is the best.

"In particular, Francis Thompson's and Alexander Hammid's 'To Be Alive' (Johnson's Wax) and Charles Evans' '16 Screen Film' (IBM) expanded our vision and our attention. Their multiple images, simultaneously shown, produce a complex experience of the vastness and intricacy of both nature and man which grows richer as it progresses and as we perceive a unity behind its second-to-second diversity. This is a new experience for the human eye, and one which may be a precursor of a new kind of movie."

People are an attraction, too

The president of Macy's-New York, David L. Yunich, feels that the people visiting the Fair are a major attraction. "The Fair may be a stage for many things in its industrial, international, travel and other areas, but to me it is primarily a stage for people. One is able to see and meet so wide a variety of races

and creeds that only a trip encompassing thousands of miles and even many years would offer the same opportunity.

"And even more attractive to me than the international flavor of the Fair's visitors is the glimpse of our own great American population and the variety of wholesome, happy, prosperous and proud families from every state."

Peter Kriendler, who with his brother, Bob, and Jerry Berns, operates New York's famous "21" Club restaurant on 52nd Street, has a whole list of exhibits he plans to revisit this year. One is the General Electric pavilion, because of the "outstanding Carousel Theater with the almost human characters done by Walt Disney." The restaurateur also wants to take in the Pepsi exhibit again and ride the U. S. Rubber Company's giant Ferris wheel made in the shape of a big tire.

The Ford exhibit is on Mr. Kriendler's list, too. Ford's Magic Skyway will have all new 1965 convertibles for visitors to ride as they see the dawn of life on earth and then the space age of tomorrow.

What about food at the Fair? Mr. Kriendler cites the Denmark Restaurant, the American Restaurant at the Festival of Gas pavilion, and the Toledo Restaurant in the Spain pavilion as outstanding.

Artist John Haymson, who is famous for his paintings of New York scenes, had no difficulty in

A well-known New York artist looks forward to revisiting the Belgian Village



picking out the Belgian Village for a return visit this summer. Haymon, who has seen many World's Fairs and also visited the excellent Expo in Lausanne, Switzerland, last year, says, "As an artist, I was most impressed by the charm and the perfect image of the Belgian Village. Although this exhibit wasn't completed until last fall, it is a wonderful re-creation of a quaint old Belgian village."

New York Stock Exchange president, G. Keith Funston, is planning on several trips back so that he can once again "see all of it."

"For me, the Fair never focused down to a single exhibit, no matter how magnificent some of these may be. So, while many people may be looking forward to re-visiting a favorite pavilion, I'm looking forward—with a real sense of excitement—to another look at the whole colorful panorama."

A hard choice for Yogi

Yogi Berra, who shifted from the Yankees over to the Mets at Shea Stadium this year, feels that there is so much to see at the Fair, "it's almost impossible to pick out one single exhibit to recommend.

"I know from the reactions of my children that they liked the science and space exhibits and the Futurama. For me, the Vatican pavilion, which is one of the most beautiful sights I have ever seen, made the biggest impression. There are so many things in the Fair pavilions that we never dreamed of ten or twenty years ago, that they can be

seen time and time again."

Yogi also recommends that Fair visitors spend an afternoon or evening at Shea Stadium and watch the Mets play. The stadium is only a few hundred yards from the Fair's main gate, and an extra number of night games is on tap this summer.

What's it like to fly over the Fair hundreds of times and never have seen it on the ground? Dorothy Bowling, Eastern Air Lines stewardess, who flies Eastern's New York-to-Washington executive shuttle, has this to say: "The first thing I want to do is ride the Swiss cable car. It looks like fun and I'll bet the view will be better than from an airplane."

Miss Bowling also wants to see the Belgian Village and the Tower of Light, which can be seen at night for miles away from the air.

The final authority on what's best in New York has always been a cab driver. Even New Yorkers respect the opinions of the big city's cabbies. Gus Sperrazzo, who has been driving passengers through Manhattan's crowded streets for fifteen years, claims visitors should see the Transportation Area first. "The exhibits of the big automobile manufacturers are the best out there," according to Gus.

As for the author, also a native New Yorker, he has his own favorite Fair pavilion. And once again it is a Walt Disney creation, the General Electric exhibit. "Just to see that mechanical dog wag its tail and lift its eyebrows is enough to get me back for another visit." ■



Belgian waffles can be messy but they're a mouth-watering taste treat

Snacking Your Way around the Fair

With an adventurous appetite and a modest purse, you can enjoy gourmet delights by the dozens

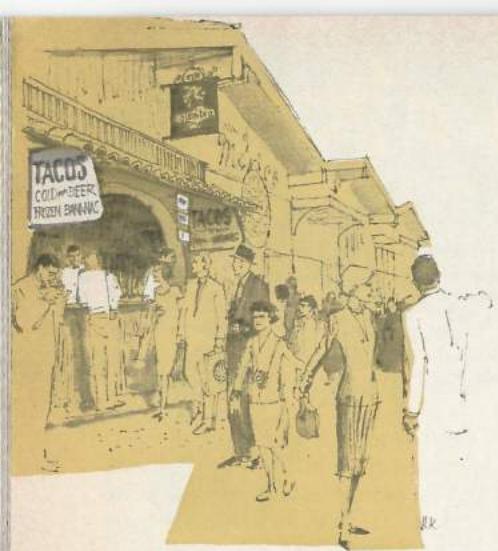
by Lars Morris . . . illustrations by Harvey Kidder

THE UNFAMILIAR WORDS trip off the tongue like smacks of joy: *gaufres*, *yakitori*, *crostilli*, *glatt kosher*, *lakmet*. And the odors—ah!—would set a sphinx to drooling. All are exotic edibles sold in bite-size portions at the New York World's Fair, where anyone of adventurous appetite but modest purse may tour the globe on taste buds.

For as little as 25 cents and no

more than 99 cents (the odd cent saves a nickel tax), visitors may enjoy the food delights of many nations—what their common people go for as we go for hamburgers and hot dogs. Not all are foreign; the main thing is, they're fun. World's Fair buffs agree that snack-bar hopping makes for the gayest and least expensive eating at the show.

Food stands cluster in olfactory



Tacos at the International Plaza

confusion at three places: the International Plaza, Belgian Village, and Bourbon Street. Emulating their success, state and foreign pavilions also have set up snack bars to cater to the American passion for a quick bite without benefit of waiter, tableware or tip. They waft appetizing scents to passing nostrils, thus expanding the public's appetite for regional delicacies. Some food packers do the same with products like Boston beans, Wisconsin cheese, Taylor ham, tea, coffee and beer.

Fairs have a way of popularizing new things to eat. Iced tea was born in the heat of St. Louis in 1904; also the ice cream cone when a vendor ran out of dishes and a Syrian waffle-maker came to his rescue. This Fair may be recalled for the debut of the Belgian waffle. In terms of volume, the hamburger and hot dog still reign supreme, but

Italian pizzas and hero sandwiches are pressing close and a dark horse is that chili-hued entry from the Southwest, the savory tacos.

When New Mexico set up a tacos wagon on the pavilion lawn, three lines of sniffing customers besieged the lovely Latin girl in charge. In case you don't know, a tacos is a Mexican tortilla (flat cake of ground corn) folded into a scoop which holds a spicy mess of ground meat, crumbled American cheese and shredded lettuce. Priced at 75 cents, a tacos disappears down the gullet in bites from front to rear, like a hot dog.

Now that's the *American* tacos. Colombia sells a hotter, south-of-the-border version (same price) at the International Plaza. Such variants in style are typical; there must be a score of different frankfurters alone. The "Montana-style" chuck wagon wiener comes with chili con carne—a long way from home on the Rio Grande. Several restaurants serve "international" hamburgers and sandwiches. One of these is the International Sandwich Garden at the Seven-Up pavilion.

One man's taste sensations

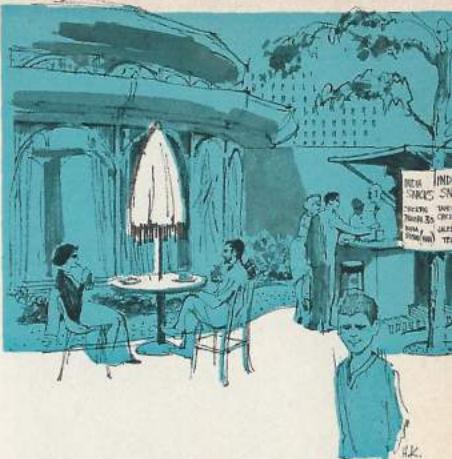
Your only problem is selection and timing—so as not to get the dessert ahead of the soup. Here we can describe only a few taste sensations out of scores. Why some have been a hit, some not, reflects that ancient motto about never disputing taste. A loganberry drink of blatantly artificial flavor sells by the gallon, while delicious fresh fruit

drinks from Ecuador go begging next door. An egg foo yumburger (sandwich of a Chinese omelet) and a stuffed banana (with cheese!) are no more. So I can only tell you what *I* liked, and leave the rest to your exploring nose.

The captivating Belgian waffle

The *gaufre aux fraises à la crème fraîche*, or Belgian waffle for short, knocks 'em dead at 99 cents, and, incidentally, is enough for two. It's the brain-child of a canny native of Brussels, Marcel Colarc, who correctly surmised that topping his distinctive baked waffles with sliced strawberries and rich whipped cream would captivate the American palate. It looks like a large slice of shortcake. By mid-season Colarc had expanded to four stands, 18 bakers, and 100 employees, and had paid out \$100,000 for supplies of strawberries alone.

In contrast, only a few inquisitive munchers have discovered India's delectable *tandoori chicken*, show-piece of an ancient cuisine. Barbecued in a tandoori (clay pit) over charcoal, after being doused with a secret sauce of herbs and juices, it's a \$5.50 dish in the pavilion restaurant. But outside you can sample an eat-with-the-fingers single joint of the same chicken for 75 cents. With it try the *nan* (20 cents), a soft thin bread freshly baked in the tandoori; or *samosa* (20 cents), a small fried cake of curried potatoes and peas; a *jalebi* pastry (25 cents); and iced India tea. Wear a pith helmet and quote Kipling.

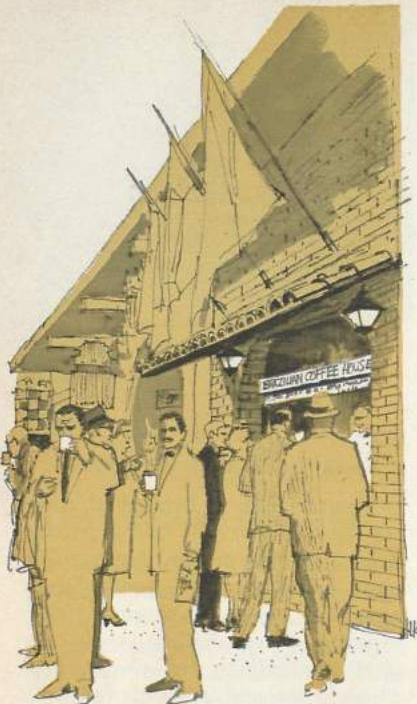


Snack time at the India pavilion

Yakitori also is broiled chicken (or beef or pork) but Japanese style, in chunks on tiny skewers (35 cents at House of Japan). Don't miss the *tempura*, a giant fried shrimp (50 cents); then repair to a small outbuilding for *cha no yu*, which is tea and cakes served with elaborate ceremony (75 cents). Like mint tea? Morocco serves it

Where West meets Middle East





For coffee you can go to Brazil . . .

. . . or to Ireland (with its shamrock umbrellas) where something is added



with cakes inside a carpeted tent.

Inside the U.A.R. (Egypt) pavilion one finds the Near Eastern equivalent of a hamburger stand. Pick up a *kabebé*, a patty of ground lamb, nuts, and raisins fried in oil; and *falafel*, a cake of mashed beans and vegetables. Two well-flavored bites and you'll start shouting at camels. Top off with *lakmet el Kadi*, a honied sweet fried like a doughnut, and Turkish coffee.

Coffee lovers may have a field day here. A Central American pavilion bar features a different brew each day, using the characteristic coffee of each nation in turn. The sign says it's "real" coffee, and you'll agree. Or you may prefer Brazil's best at the International Plaza. Late in the day the knowing gather at the Ireland pavilion for Irish coffee.

One of those odd words we mentioned, *glatt kosher*, describes a style that adds exotic zest to familiar snacks. It means "in strict accord with Hebrew dietary laws," but one need not be Jewish to enjoy it. Try a frankfurter at Tam Tov ("Taste Good"), a cafeteria in the Hall of Education. Strikingly different from the standard packing house hot dog, it has the same garlicky tang that stops traffic at Nathan's famous stand in Coney Island. The Israel pavilion offers similar foods but in less variety, washed down with "Kosher Kola."

Croissillons are little round doughnuts, freshly fried before your eyes—and nose—at a shop in the Belgian Village. Despite a late opening, this full-size replica of a European town

square has become a booming attraction. While walking the cobblestoned streets or watching the baroque Gilles dancers, you can eat yourself silly. Crepes suzette with the authentic orange sauce and Grand Marnier are 75 cents at an outdoor cafe, plus espresso coffee. Boudin sausages, bratwurst, potato puffs, and, strangely enough, *empanadas* (a Chilean meat pie) are tempting, too. Tiny family-owned bistros also serve gourmet dishes at higher prices—notably a lobster in cream sauce at Au Rugbyman that's out of this world.

Frozen bananas for dessert

But study the menus for bargains. A little Luxembourg restaurant in the International Plaza will serve all the onion soup, cheese, and garlic bread you can eat for \$2.00. You might take for dessert an Ecuador banana dog, an éclair-like sweet sandwich of sliced bananas in custard (50 cents), or some incredibly good banana ice cream in cones. Kids go for a chocolate covered frozen banana eaten like a popsicle.

Stateside again, Bourbon Street caters to the jazz set with all its favorites, ranging from hamburger-with-the-works to New Orleans seafood, French Market style. But the big hit in the seafood line is over at the Maryland exhibit—especially the hard- and soft-shell crabs, crab soup, and crab cake sandwiches at snack bar prices. You can also eat nourishingly and cheaply in the Better Living Center, what with a 55-cent platter of Boston baked

beans, Taylor ham, relish, and bread. And Wisconsin will toss you a packet of sliced cheese for 25 cents, or a plate of beans made, surprisingly, with maple syrup. Thirty-five cents and good!

What else? Sweden's famous meatballs, and applesauce with vanilla sauce . . . spareribs from the Philippines . . . nougatine from Tunis . . . Holland ice cream with chopped nuts . . . Chinese egg rolls . . . fishwiches and scallopwiches . . . Florida orange juice . . . Alaska salmon . . . Oklahoma fried chicken . . . Flemish ice cream and shoo-fly (molasses) pie. I guess you get the idea.

Munchers of the world, unite! ■

And you can always find a hot dog





View of the Verrazano-Narrows Bridge, now the longest suspension span in the world (Ford is the Galaxie LTD)

Ford's-Eye View of New York

The list of must-see places keeps growing

WHILE THE WORLD'S FAIR is undoubtedly the biggest show of its kind yet to be assembled in any spot on this planet, it is just part of an even bigger show—New York City itself, one of the top tourist attractions in the nation. However, for visiting families that include several youngsters, this whopping-size city—well-known for its glamorous nightlife, superb restaurants, Broadway entertainment, and its general appeal to adults—may seem a bit forbidding, particularly when the expense account is limited. Thus, we picture here what New York has to offer for the whole family to see, enjoy and investigate without any great outlay of cash. The photos on these and the following pages suggest some of the outstanding historical, commercial and cultural sites that should not be missed, a few of them new in the last year or two, yet already in that category of musts long occupied by Rockefeller Center, the Empire State Building, the stock exchanges, and the famous churches and museums. (And we must admit: the fact that these attractions make excellent backgrounds for some very elegant Fords is not just incidental.) ■

United Nations Building offers guided tours, and if you're lucky you can sit in on a General Assembly meeting (Ford Galaxie 500 Convertible in front)

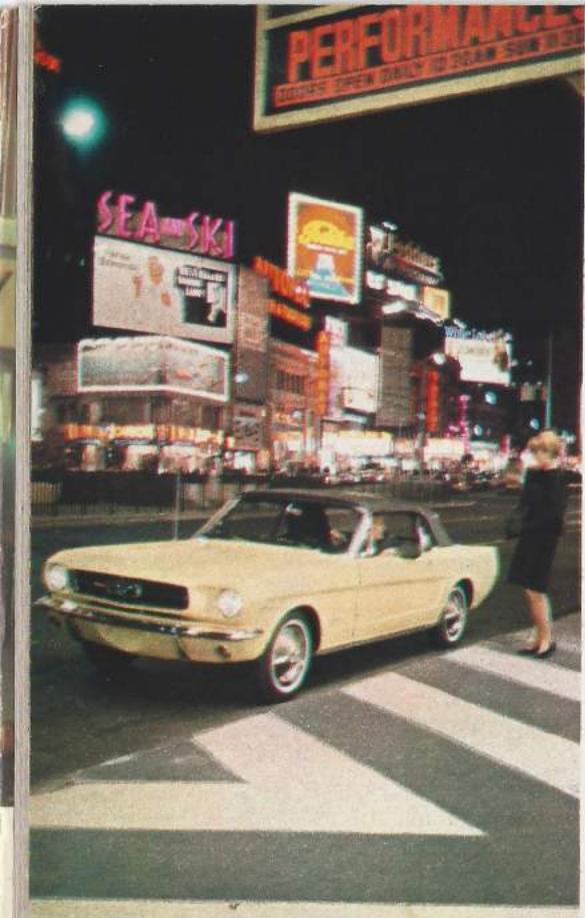


This Ford Galaxie 500 Convertible is parked on the circle in front of the Tavern-on-the-Green, famous old restaurant in Central Park. The Thunderbird Landau at right is on West Side Drive, near the docks at the Battery, where New York City's history began

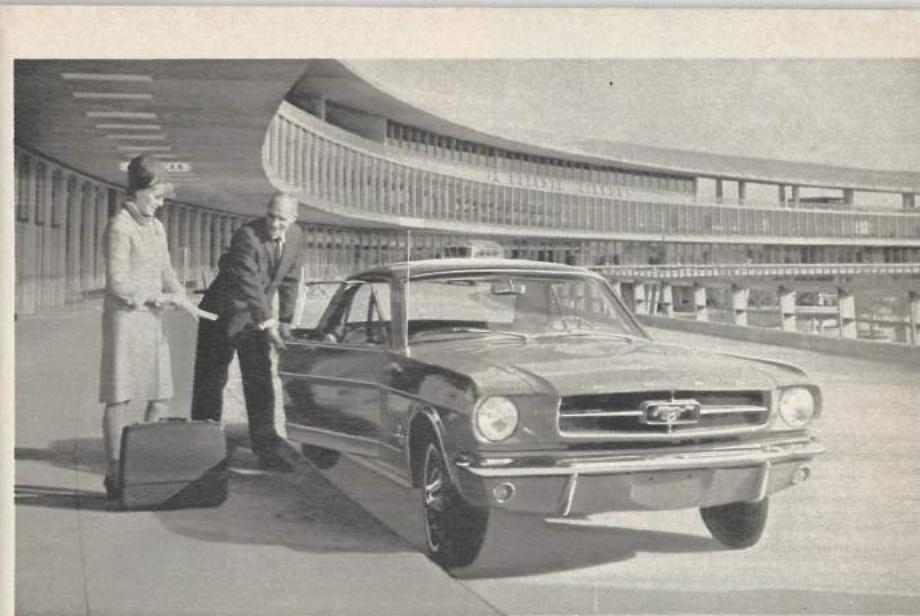


Behind this Ford Country Squire Wagon is Shea Stadium, home of the Mets, right next door to the World's Fair. The couple with the Fairlane Sports Coupe below is taking in the view that has inspired many an immigrant to this land—our Statue of Liberty





Setting for the Mustang Convertible above is Times Square, heart of New York's entertainment world. The Mustang Convertible at upper right is parked in Washington Square, identified by the archway. The Falcon Four-Door Sedan at right is turning into Park Avenue, now spanned by the massive Pan-Am Building, largest office structure in the world



The Mustang Hardtop above is picking up a passenger in front of the new terminal now in service at La Guardia Airport. In a contrasting era, the Falcon Squire at left is parked on Sutton Place, long known as one of New York's most elegant residential areas

ALL PHOTOS BY
JOE COVELLO &
WERNER WOLFF
(BLACK STAR)



The Italian ceramic figurines shown above and below were made in Milan by two young artists and are sold in the International Plaza. The figures represent individuals such as Don Quixote, and types such as shepherdesses



Reasonably priced from \$2.00 to \$5.00 are the objects above: a carved mahogany head of a native woman from the Dominican Republic, a glazed pottery vase from Mexico, reproductions of ancient Greek cups, and glazed pottery egg cups from Denmark. Below is a modern Swedish picnic kit with carrying case



PHOTOS BY ROBERT BORAM



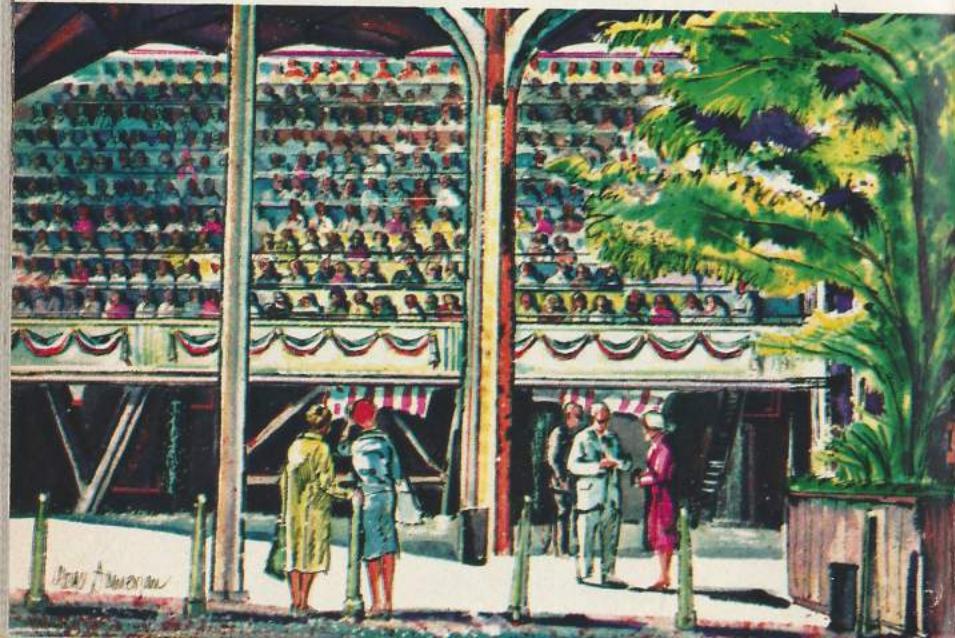
Shopping Spree around the World

A visit to the foreign pavilions makes you feel like a Modern Marco Polo

YOU CAN HAVE all the advantages and fun of shopping around the world, without the expense of making a globe-circling trip, by visiting the foreign pavilions at the New York World's Fair. The International Area of the Fair presents an exotic bazaar where some fifty nations exhibit their wares—everything from carved ceramic figures at \$2.00 to a floral centerpiece studded with diamonds and rubies which retails at a neat \$100,000. And if you're in a 'way-out mood, you can buy an elephant's tusk at the African pavilion or a genuine honest-to-goodness totem pole at the Alaskan exhibit.

But in between these extremes are many tasteful bargains at reasonable prices. Stroll through the International Plaza behind the Switzerland pavilion, where the shops of many nations vie for your attention, and let your eyes play over the great variety of offerings. You'll drift through a dream-world of exotic merchandise that includes such items as handmade porcelain figurines from Italy, mahogany carvings and tortoise-shell jewelry from the Caribbean, glazed pottery and hammered silver from Mexico, silver jewelry from the Denmark pavilion, mother-of-pearl carvings from Jordan, Yugoslavian leather handbags, Chinese brocades, made-to-order suits and slit skirts from Hong Kong, handmade rugs from Greece, bamboo work from Pakistan, linens and textiles from Sweden, laces from Spain, and lacquerware from Korea.

A few choice purchases will not only grace your home and become conversation pieces, but serve as a constant reminder of the trip around the world you took at the Fair.



Wizardry behind the Scenes

Man's amazing ingenuity puts the magic into the Fair

by William Laas

paintings by George Samerjan

RASH PROPHECIES can haunt one, but this was a bull's-eye. In the FORD TIMES preview of the New York World's Fair last spring, I wrote that among entertainers, "the greatest star and biggest hit may well be an anonymous character called ingenuity." Right from the beginning, crowds besieged the Ford pavilion and others where modern industrial showmanship furnished electronic fun. One may now predict with assurance that such shows will become the most lasting memory of 1964-65.

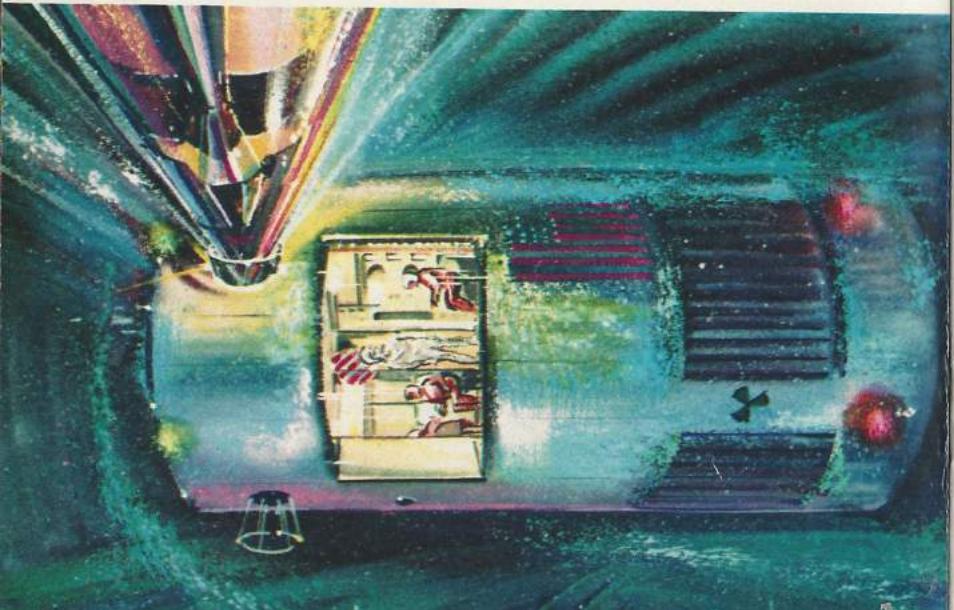
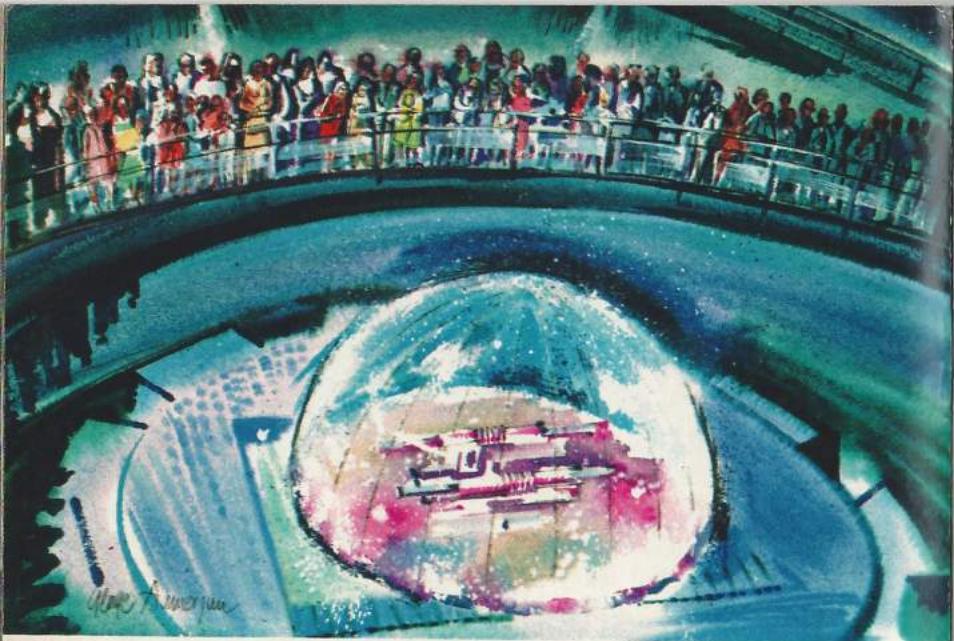
The ingenuity, not to mention money, lavished upon amusing you would be incredible anywhere but at a World's Fair and in America. Walt Disney is said to have spent ten years and a million dollars on "audio-animatronics," the system which runs the Ford show from a battery of magnetic tapes. Ford spent two years and millions of dol-

lars to set it up for your pleasure. The sheer wonder and mystery of man's new-found skill with mechanical brains entrances us. Cavorting machines are today's equivalent of elephants made to dance.

The computer, for example, juggles a hundred tons of writhing water at the Fountain of the Planets. Down the street at Parker Pen it finds you a pal in a distant land. (At least one computer-arranged marriage has already resulted.)

Display design adds magic of its own. Coca-Cola invites you into scenes dear to world travelers and dares you not to believe "you are there." Backstage at the Ford show, I had to touch the rocks to believe they were actually plastic. (The secret: a new spray technique that leaves no seams.) When we walked out of a caveman scene in full view of the passing cars, there were audible gasps. To the spectators,

Above left: Coca Cola visitors see the Taj Mahal, Hong Kong, a Bavarian ski lodge
Below left: IBM's "people wall" lifts the audience upward into the exhibit dome



General Electric's demonstration of nuclear fusion is in an eerie setting

Disney's cave people in animal skins were "real"; we in our business suits were unreal.

How and why? My guide led the way to the brain center of the giant extravaganza. Imagine a room full of whirling tape recorders and cages of vacuum tubes, stacked in pairs on floor-to-ceiling shelves. The engineer in charge flips a switch. "Bye-bye, bye-bye," croaks a loudspeaker, over and over again. It's the scene we had just walked through, where a cavewoman waves goodbye to her lord and master in man's first crude wheeled vehicle.

At each "Bye," the engineer explains, the sound itself feeds a signal into a paired circuit which controls the action. The signal activates an air piston inside the cavewoman to wave her arm. Thus the words and motions are exactly synchronized, automatically lifelike.

All through the Fair it's the illusion that counts. At the Illinois pavilion, Disney's tape programming rises to eerie heights of realism. A curtain opens on the seated figure of Abraham Lincoln. He rises to his feet, a mummy come to life. He delivers a speech, with gestures and mannerisms we recognize as Lincoln's own. The intent is serious, the patriotic words well-spoken. Few live actors could evoke a more emotional response from the rapt audience. Drama critic Walter Kerr, who fears for the future of live theater, was provoked into crying, "Spook!"

Rendezvous in space is featured by Martin-Marietta Corporation in Hall of Science

In the Coca-Cola walk-through of foreign settings, from a street in Hong Kong to the harbor of Rio, the illusion of actual experience is uncannily authentic. Each scene titillates all the senses at once, or as many as possible. As you approach the fabled temple of Angkor Wat, the jungle floor feels springy and soft underfoot; you hear the cries of birds and monkeys; you scent the musty odor of decaying earth.

Even the railing is icy

Suddenly the temperature drops. You are in a Bavarian ski lodge; you feel and hear the Alpine wind; a metal bridge railing overlooking a gorge is icy to the touch. You inhale the brisk pine-scented air as the voices of skiers echo from the slopes and a college quartet harmonizes German songs.

Don't rush through this show. Pause at the Honk Kong hotel desk to hear a Chinese switchboard operator handling calls. Along the street, listen for a woman bargaining for a doll, for the cry of a boy selling fish. Sensations and impressions are reproduced with subtle fidelity. On the deck of a cruise ship you hear the cry of gulls, smell the salt air, feel the throb of the engines. Many people are convinced that the ship moves. It doesn't.

The Displayers, Inc., who designed this, added odors as the inspired crowning touch. They come in bottles labeled, for example, Rain

Forest, Salt Air, or Fish Market. The liquid drips on a heated dish, evaporates, is wafted to your nose by a fan. One whiff and you're ready to swear you're in Cambodia.

Another example of this commercial art is the Martin-Marietta Corporation rendezvous in space at the Hall of Science. A 25-foot "space taxi" from Earth hooks up with a 35-foot "satellite," yawing and heel-ing as if weightless in the sky.

Extraordinary motion pictures abound at the Fair, often with great artistic success. "To Be Alive" (Johnson Wax) is now an established classic. The United States pavilion employs 110 screens for its great ride through American history, while New York State puts you into the center of action with a 360-degree screen. One "sleeper" among many: the U.S. Navy and Marines combat-training film which conveys the spine-tingling sensation of storming a hostile shore.

Dance partner on film

DuPont combines live performers with filmed ones in a clever bit of hocus-pocus. They sing and dance together, and at one point a rose passes from hand to hand—in and out of the film!

At the IBM pavilion, the astonishing architecture of Eero Saarinen steals the show from the featured computers. His "people wall" lifts an audience of 500 persons 54 feet, until they disappear into the belly of a huge ovoid theater.

Also gaze in disbelief at the Uni-sphere: you have a perfect right to

wonder what holds it up. In proportion the globe on its base resembles a beach ball on a golf tee, leaning askew at that, while the continents trap wind like the spinnaker on a sailboat. To calculate the loads and stresses, the designers had to solve three sets of 670 equations for a total of 1,500 unknown factors. Anyone who flunked quadratic equations (two unknowns) in high school will appreciate why only a computer could create this implausible structure.

If you prefer your wizardry straight, without illusion, I recommend two scientific feats. In the Sweden pavilion a manufacturer of electrical equipment, ASEA, makes 100,000-volt sparks leap about a chandelier of rods and wires in a dance of power—as exciting as it is beautiful.

And at General Electric, see the demonstration of nuclear fusion—the hope of the future. Here a million amperes of current discharged into a magnetic "bottle" force atoms to combine. A flash, a tremendous bang, herald the release of energy; and if skeptical, you can count the neutrons yourself.

Nuclear fusion, if ever practical, would give us a man-made sun with the oceans for its fuel. Henry Ford once said that a World's Fair is a place where young people can see how rich the world is in ideas, how much there is yet to do, and the point at which we need to begin. Man's whimsy with the machine, as displayed at this Fair, probably would have floored him. ■

Hit Show for '65

The Magic Skyway ride and International Gardens once more offer their allure to thousands

by Jerry Sullivan

Illustrations by Franklin McMahon

THE MAGIC WOVEN into the Ford pavilion at the New York World's Fair by Walt Disney and his "Imagineers" cast its spell on many a Fairgoer, last year, and in its second season is due to enrapture many millions more. Imagine a "Magic Skyway" ride in modern convertibles to a land where prehistoric animals live anew in Eden-like surroundings and primitive men restage the great inventions of prehistory—a ride that concludes high in a space city of the future.

During the first summer of Flushing Meadow's rebirth, over 6,600,000 visitors entered the Ford pavilion beneath its soaring, curving columns, and those people who spoke up to pollsters listed it as one of the great hits of the Fair. The visitors came in such numbers and stepped so willingly into relentless lines to see the Ford-Disney show that the pavilion was filled to capac-

ity virtually the whole first summer. As a result, Ford has taken advantage of the wintertime lull to provide easier access so that it can handle even greater crowds more quickly. The second six-month season of the Fair finds Ford offering visitors a choice of two identical main entrances to its Magic Skyway ride—or a third "no waiting" entrance to its dream car show, art exhibition, and rest areas.

The cool comfort of the air-conditioned Ford pavilion, with its unique bucket seat lounge chairs for the Fair patron who's just looking for a comfortable place to sit down, was another factor in building Ford's reputation as a host.

That reputation was borne out by countless comments received from Fair visitors who lauded the look, the comfort and the entertainment they found at the pavilion. There were bouquets, too, for the



Crowds of
Fairgoers pass to
and fro outside the
Ford pavilion with
its famous Magic
Skyway ride



Shown above are Donald N. Frey (left), Ford Motor Company vice president and Ford Division general manager, standing by the 1960 Falcon which set an industry first-year sales record of over 400,000 and Lee A. Iacocca, Ford vice president—car and truck group, with the Mustang which has topped Falcon's mark.

Mustang gallops to a sales record in its first year

Ford's colt passes previous 400,000-plus mark set by Falcon in 1960

IN THE FIRST YEAR of its life, Mustang sold itself to an eager public. In the year following its introduction, more than 417,000 of these nimble cars reached the road.

This is a record. It took the Model T—which we tend to think of in swarms—seven years to equal the amount of Mustangs sold in that first year. The car coming nearest to beating Mustang's first-year record was Falcon, the only individual car line to exceed

400,000 units in its first year. No other car line has ever appeared with such acceptance.

Why should the Mustang have all of this success?

It was an incredible car from the very start. It had a breath of raciness—European, perhaps—that turned out to be exactly what people had been wanting. It was cute and fierce at the same time. It made older people feel younger, younger people feel grown-up, and



The Mustang fastback 2 + 2, added to the line with the 1965 models

it made middle-aged people feel better than they had ever felt before.

The first day of its appearance created incidents reminiscent of the announcement day of the Model A. It attracted young people from the beginning, and one Detroit dealer said so many visitors came in sports cars his parking lot looked like "a foreign car rally."

The interest shown was not held to showrooms only. On the night before announcement day a Mustang was used as pace car for a stock car race in Huntsville, Alabama, and 9,000 fans jumped the wall to surround the Mustang, delaying the race for an hour.

In this first year it has been

embraced more lovingly than any other new car anywhere, to the extent that Mustang is now as solidly entrenched on the American scene as the hot dog or the drive-in. Owners report becoming accustomed to affectionate yells of "Hello, Mustang," or "Hello, 2+2," from kids they pass.

The Mustang has had a tremendous impact on the country's general economy in its first year on the market. The number sold through March had a retail value of \$1.088 billion.

With three plants building Mustangs now at the rate of more than 50,000 a month there is still a backlog of orders.

It has shown itself to be one of



The third model of the Mustang is the hardtop shown above

those rare cars which prompts persons young and old to sit down and write fan letters to it—or its manufacturer. More than 4,000 of these letters have been received, and the following excerpts are evidence that owning a Mustang is a tremendous emotional experience.

One letter, signed by three little girls aged five and one-half to ten and one-half years, stated that they wanted to save their allowances to buy their mother a yellow Mustang for Mother's Day, and, please, how much "would one of these pretty cars cost?"

P.S. The mother later wrote that she has sold her five-year-old Falcon, and bought a "pretty yellow Mustang."

A 61-year-old woman in Connecticut wrote:

"Last Saturday I was taking my mother to dinner. We had to stop at a red light, and on the corner were 6 or 8 children from 12 to 16. One hollered 'Hey, look at the Mustang,' and another yelled, 'Yeah, and look at the old ladies driving it.' My mother is 81, and she thought the children were rude, but I explained that the Mustang was a sports car and really, we shouldn't have one. But, she concludes, I have one and I'm proud and I sure hope more people yell at me."

A very young son and daughter, in thinking up the best greeting they could give to their father for

his birthday, pasted a photograph of the car on a sheet of paper and wrote, "A Ford Mustang is nice, but you are a lot nicer. Happy birthday, Dad."

Mustang's magic name

Another example of the impact of the Mustang on the public is the way other manufacturers have made use of the magic Mustang name. More than 93,000 small pedal-operated metal Mustangs were bought by parents for eager children in a two-month period before Christmas.

The smaller scale-model plastic Mustangs are selling big, as are Mustang clothing (including a 2+2 jacket), Mustang sun glasses at \$20 a pair, Mustang key chains, tie clips, cuff links, and there is a Mustang hat.

A drapery firm which had trouble selling a certain pattern of drapes changed the name of the design to "Mustang," and rang up big sales.

And, a musical group known as the "Royal Notes," requested permission to change its name to "The Mustangs" so, as its manager wrote, "The Mustangs could help stamp out the Beatles."

Another reason for Mustang's success is its versatility—here is a car that can be tailor-made to the customer's wishes. For the economy minded, a hardtop with six cylinder engine and its generous amount of standard equipment can

be bought for a very low price.

Persons seeking a more luxurious car can equip their basic Mustang with power steering, power brakes, air conditioning, and vinyl roof from a long list of options.

Even though the Mustang is unusually well equipped at its low base price, customers have ordered so much extra equipment that the average price paid has been \$2,760 a car.

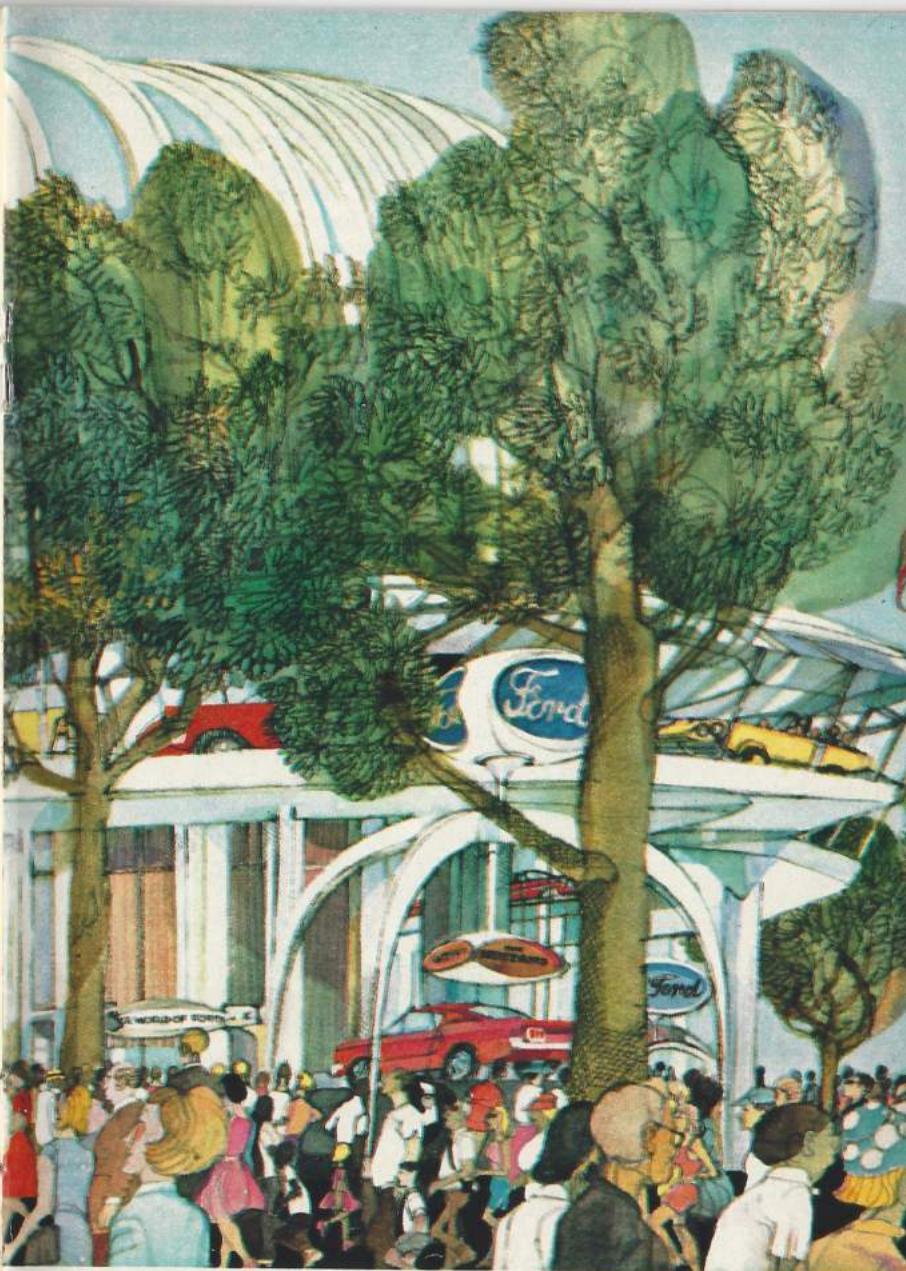
And those interested in performance can draw from a large offering of sports equipment — including rally pacs, engines up to 271 hp., special tires, special steering, to mention only a few.

Watch for GT 350

Professional racing men have been well impressed by the Mustang's ability, and modifications of the car are seen on the race and drag tracks. Carroll Shelby, a speed expert who operates Shelby American, Incorporated, the firm which builds the Cobra, will soon market a modification of the Mustang 2+2, called the Mustang GT 350.

With distinctive mechanical and appearance changes, the high performing GT 350 will be built initially at a rate of 100 cars a month in race and street versions.

The overall concept of Mustang prompted Tiffany and Company, the famous New York City jewelry firm, to present to Mustang the only award it ever issued "for excellence in American design."



boys and girls in yellow—hosts and hostesses Ford recruited from college campuses across America and abroad—whose bright uniforms became a symbol of cheery hospitality.

The impact of the Ford pavilion has been felt in many ways. A New York radio disc jockey taped a series of "sounds heard at the Ford pavilion," including the strange language of cavemen, the roar of battling dinosaurs to the accompaniment of crashing thunder, the squeals of youngsters caught up in the excitement of the rainbow-like "time tunnels," and the music of many lands as heard in the exotic surroundings of Ford's "International Gardens."

The Wide World of Ford

These gardens, rising oasis-like with the first breath of coolness as visitors enter the Ford pavilion, are examples of Disney animation—and miniaturization—at their best. Disney and his WED Enterprises, Inc., received a commission from Ford Motor Company to interpret the "Wide World of Ford" by selecting and reproducing, in exact scale models, famous landmarks and characteristic village scenes from eleven nations. Here it is figuratively possible to whirl around the world in eighty seconds. Most visitors, however, take time to browse past Aztec temples of old Mexico, ruins of ancient Rome, castles on the Rhine, a quaint New England countryside, and the other delightful settings.

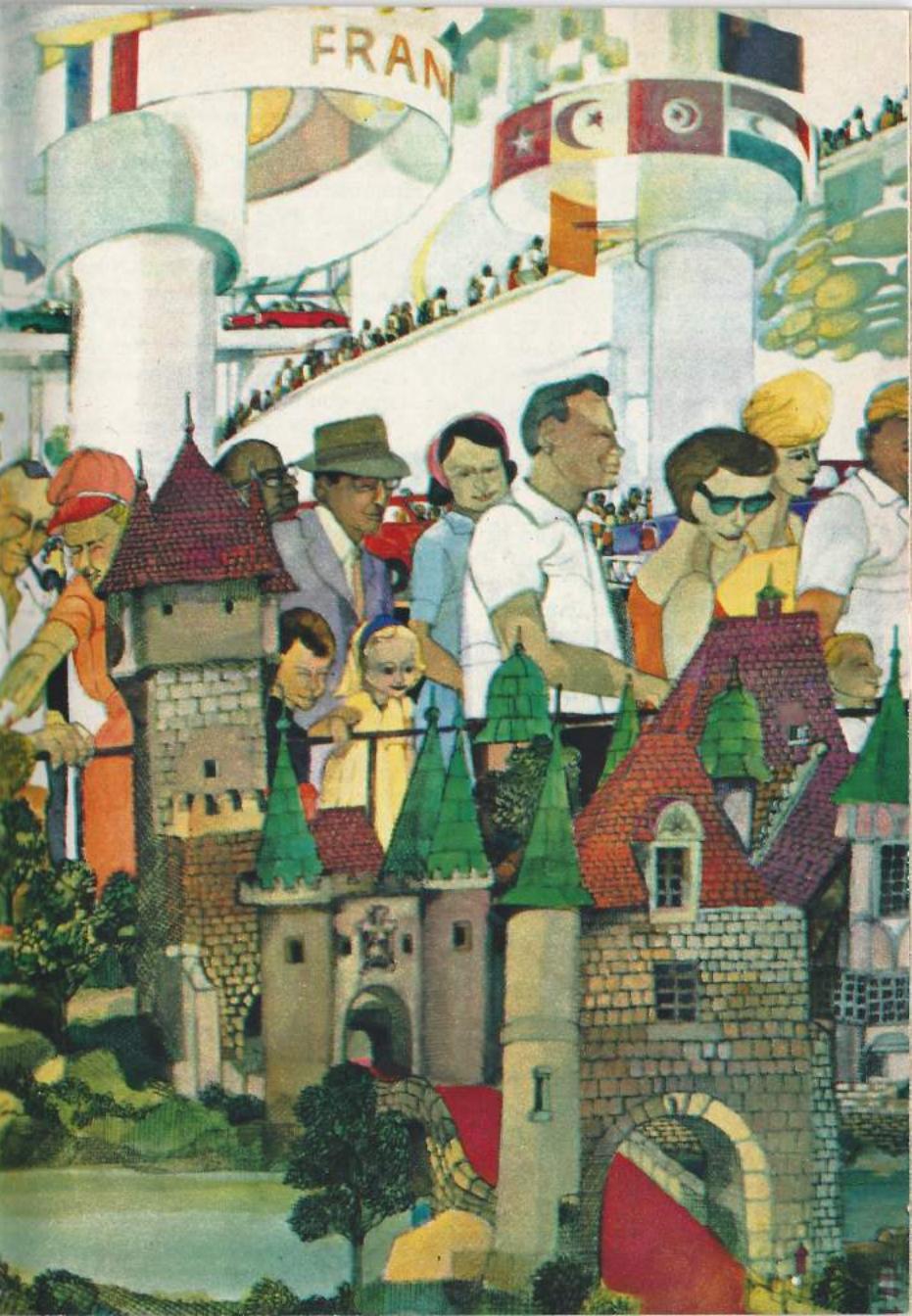
The Ford pavilion abounds in artistic wonders for the discerning eye. For example, one giant mural, largest at the Fair, depicts in abstract forms the great ideas and inventions of man from the dawn of civilization, as interpreted by artists of WED Enterprises. The mural is so large that people actually are transported right through it as they travel ascending "speedwalks" to the Skyway ride launching site.

The approaches to Ford's Skyway are paved with smiles, for Disney's "Imagineers" have been at work again. First come animated tableaux from the get-out-and-get-under days of the horseless carriage and the famous Tin Lizzie. Next, "magic mirrors" give the illusion of showing all fifteen million Model Ts ever made—not all black either.

A hall of caricatures tells the story of five decades of American entertainment, sports, politics and industrial progress. And a Disney-dreamed-up sequence that shows what goes into a car (with a battery for a heart, for example) leads the way to the world's strangest orchestra. This automated ensemble, called the "Auto Parts Harmonic," is made entirely of car parts, with a brake cable harp and a trumpet whose valves are the kind usually attached to a camshaft. These auto parts came with a two-year guarantee—that no one would be able to pass the "Auto Parts Harmonic" without getting at least a chuckle.

As a result, everyone who boards

A world in miniature greets the visitor inside the pavilion entrance



*Above right: Visitors board moving convertibles from a gliding sidewalk.
Below right: For many spectators, the cavemen are the stars of the show*

the Magic Skyway is in a party mood, and getting aboard is part of the fun. Visitors step into their convertibles from a moving sidewalk which gives the slightly giddy impression that one is standing still while all the world is moving. For the next relaxing 12 minutes, Skyway riders settle back in a new Ford, Mustang, or other Ford-built car to watch the Disney wonders go by. A narrator's voice comes over the car radio, pointing out scenes they might miss simply because of their preoccupation with the unusual aspects of the automated ride itself.

Best free view of the Fair

The first winding portion of the ride, through transparent tunnels ringing the rotunda portion of the pavilion, offers the best panoramic view to be found on the Fairgrounds free-of-charge. Then comes darkness, followed by the rainbow hues of the first "time tunnel" and the other-worldly atmosphere of a primordial paradise where giant reptiles feed on lush vegetation.

The Disney-animated figures in

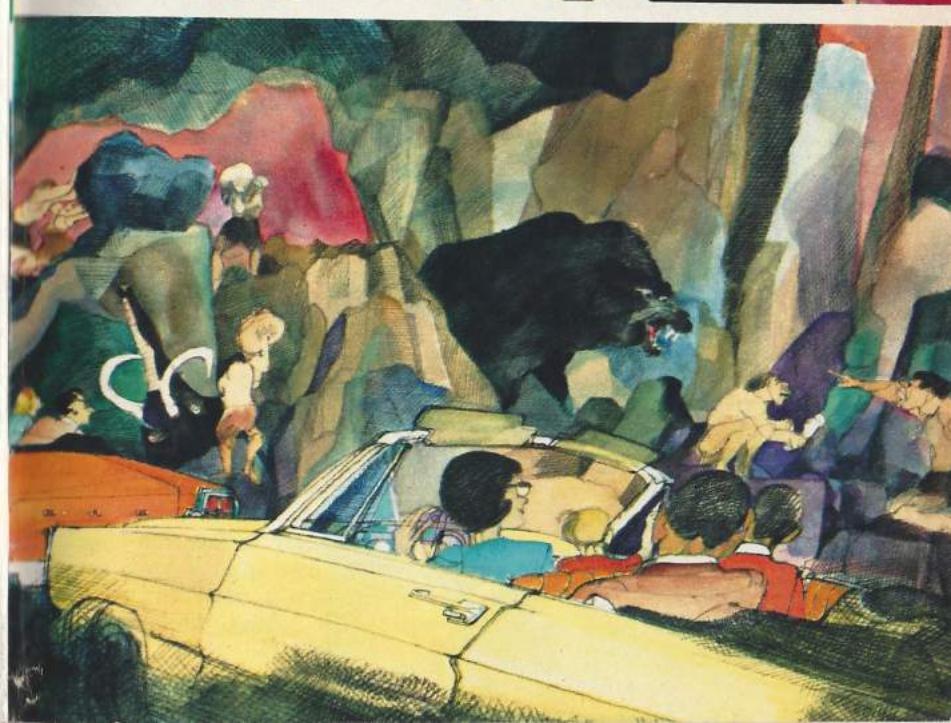
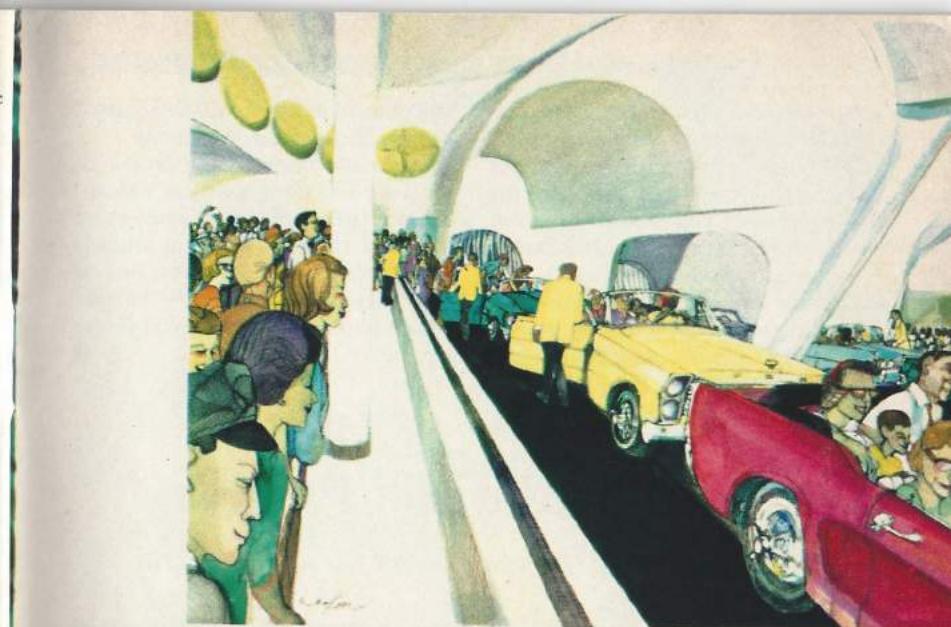
the Ford exhibit are all the more impressive because of their massive size and their lifelike quality—imparted by a revolutionary process called "Audio-Animatronics." Sounds uttered by these creatures are perfectly synchronized with their actions because the sound impulses—programmed on magnetic tape—control the actions.

Volcanic eruptions signal the end of the Age of Dinosaurs and the coming of the Stone Age, where cavemen, women and children—some of the Fair's most memorable figures—act out great moments like the invention of fire, speech, primitive tools and, eventually, the wheel.

Whirling wheels lead the way to the elevated space city and the debarkation area, and, just around the corner, to grottoes filled with futuristic creations by Ford stylists. Five "Adventures in Science" offer sixty examples of scientific projects currently under way at Ford and Philco Corporation.

In the final act of the Ford show, dream cars such as the Aurora, Allegro, Mustang II and Cougar II

People welcome a place to rest—in bucket seats



are part of a changing display that attracts clusters of people continually. The pavilion's great exit halls are lined with paintings from the FORD TIMES Collection of Fine Art—one from each of the fifty states.

Current model cars, too, are available for close examination in a setting made attractive by murals depicting the civic and community

activities of Ford Motor Company's dealers throughout the nation.

Then it's back to the world of the Fair for Ford pavilion visitors, but not before they pass once more beneath the transparent tunnels where other visitors are launched on their Magic Skyway ride—the ride whose haunting memory will linger long after. ■

Backstage at the Pavilion

The action in the wings can be exciting, too

IN A "LONG RUN" SHOW like the Ford Motor Company attraction at the New York World's Fair, sometimes the action in the wings is as exciting as the show itself.

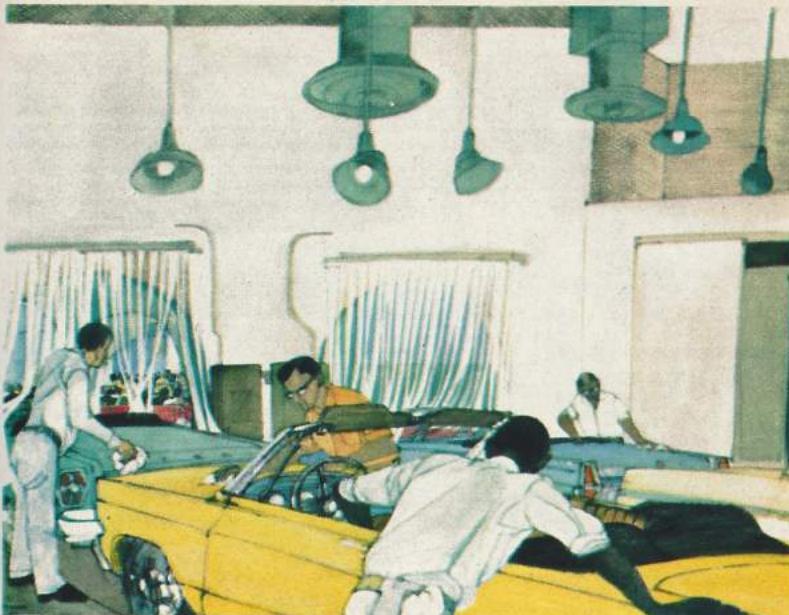
Take the day, for example, when one of the 146 convertibles carrying Ford visitors on the Magic Skyway ride developed a slow leak in a tire. With no provision for "pit stops," Ford maintenance crews came up with a novel solution. Each time the car with the leaky tire entered the service area between debarkation and embarkation points, crewmen used a portable air pump to inflate the tire. Thirty-five times they serviced the car on the move—from mid-afternoon until closing time shortly after ten p.m.—and the show went on without interruption.

Ford engineers estimate the Magic Skyway convertibles, traveling a combined distance equal to 34

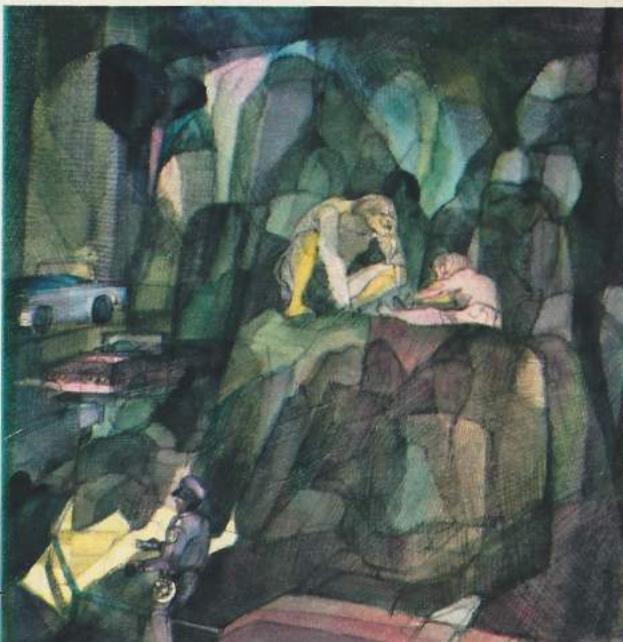
times around the world, absorbed the equivalent of 15 years' normal usage in six months last season. At the end their doors still closed with a solid click after 3,276,000 slams. Their seats still sprang back after more than 6,600,000 passengers. That's more people than the all-time record-holding Broadway musical, "My Fair Lady," played to in its entire run.

When an overheated transformer finally forced the show to shut down one evening, a new transformer was flown from Chicago to Newark Airport, delivered to the pavilion by helicopter and installed before opening time the next day.

On another occasion, while the show went on, crews worked just as determinedly to free the finger of a Ford host from a brass ring used to attach a safety chain to a wall. While giving directions to



Above: Convertibles on their way to pick up more passengers pass through a service area for a quick check-up and rub-down. Right: Night watchman takes a stroll through a primeval swamp





Captain Metcalf was in charge of all Pinkerton men on the safety stations

crowds of visitors, the host had slipped his finger inadvertently into the ring and . . . it stuck. Using chisel and hammer, brawny millwrights "operated" on the ring-bound finger as delicately as might a surgeon, and soon the finger was free and the host was back at his post undaunted.

Pinkerton watchmen who man safety stations all along the Magic Skyway ride grew fond of a sparrow that ventured into the pavilion and stayed for weeks. They contributed bread crumbs from their lunches and had the bird almost trained to eat out of their hands before it disappeared one day — apparently having found its way through a public exit.

Even more mysterious was the appearance of two tiny goldfish in one of the pavilion's reflecting pools. Maintenance men discovered them late one night as they were draining

and scrubbing the pool. They saved them from going down the drain and reinstalled them, with fish food, in a fountain area from which they later disappeared—perhaps into the pocket of the youthful prankster who had first brought them to the pavilion.

Pools throughout the pavilion proved a popular target for penny-pitchers. Night crews collected over \$2,800 in pennies, nickels, dimes and quarters donated by Fair visitors. Ford saved the entire amount for a charitable contribution.

Some of the prehistoric figures in scenes along the Magic Skyway lost their heads over the winter, as the complicated mechanisms that serve as brains controlling their movements were sent back to Walt Disney's WED Enterprises, Inc., at Glendale, California, for adjustments and minor repairs. All heads and all hands, however, are in place in time for the opening of the World's Fair on April 21. ■

Storage space provides for an extra pteranodon and new car literature



Fourteen in a Falcon Bus

A few thousand miles was no obstacle to the Prices who traveled to the Fair in style

THE JESS PRICE FAMILY from Las Cruces, New Mexico, was able to take in the New York World's Fair last summer, thanks to the convenience and economy of their Ford Falcon bus. At the time they made their visit, the family was one of the largest to be entertained at the Fair. The Prices—all fourteen of them—made the trip from New Mexico in just three days, spent a week at the Fair, and visited relatives in New York and Pennsylvania on their way home. They traveled as light as possible, yet managed to include in their luggage three changes per child, plus a food chest and a Thermos jug.

Names of the happy group, pictured above on their departure, are (left to right) Stephie, 14, holding Margaret, 3 months; Mike, 12, and Pat, 13, seated in bus, and Maureen, 9, standing; Anne, 2, Sean, 4, and Sheila, 5, sitting on step; Mary, 10; Mrs. Price, Kevin, 7, and Tim, 6, in the front seat; and finally, Father Price, holding Kathy, age 1.—JOHN M. WHITE ■



The Lark off-loads easily

Recreation Unlimited



Interior is surprisingly roomy

You Can Camp and See the Fair

Here are outfits that provide you with snug lodging

by Burgess H. Scott

SHOWN ON THESE PAGES is a sampling of outdoor equipment that will provide good housing for the family who wants to mix camping with a visit to the World's Fair. Surveys have shown that a considerable number of campsites are available within a hundred-mile radius of New York City. As a rule the state parks are filled with in-state campers, but vacancies can generally be found in private campgrounds and trailer parks.

See the list at the end of this story for addresses which can provide more information. It is strongly recommended that firm reservations be lined up before starting on a camping trip to the Fair.

The **Lark** is a fiberglass-and-foam camper designed to fit the fast,

maneuverable and economical Ford Econoline Pickup, add to provide sleeping, eating and living conveniences for three or four persons. Its sandwich-type plastic construction

Making Box-A-Camper's bed



Econoline Pickup, above, can sleep four with the Lark camper on board. At right is shown a mealtime scene in the Econoline

Window Van equipped with its exclusive Box-A-Camper interior



material forms a strong shelter that will last for years.

It weighs 910 pounds with a low center of gravity, and its contours are rounded for low air resistance. A family driving one of these rigs on long trips can expect high full-load gas mileage.

The basic Lark camper includes, among many features, an overcab bed with four-inch polyfoam mattress measuring 74 by 38 inches; a dinette that converts to a 77 by 48-inch bed with four-inch polyfoam cushions to form the mattress; and three large, screened, crank-operated awning-type windows. It has a kitchen cabinet unit with sink, pump, and 12-gallon fiberglass water tank with outside filler and sink drain.

A two-burner LP gas range is fueled by a 20-pound tank in hermetic housing with exterior door. There is a 75-pound ice box, generous storage space, and two interior lights and four exterior clearance lights, all operating from the pickup's electrical system.

Among optional equipment available is the "Simploader," permitting easy off-loading to reserve a campsite and free the pickup for side trips. Gas refrigerator, gas furnace, chemical flush toilet, and even a full-length mirror for the wardrobe door are available. Complete details may be obtained from Cam-Pact Company, Inc., P. O. Box 756, Nokomis, Florida.

The Ford Econoline and Falcon small-bus vehicles — variations of which are available from your Ford

dealer — have inspired many adaptations which equip them for outdoor living. Here is one designed for the man who uses his small Ford bus for business regularly during the week, but wants it quickly changeable for weekends in the countryside, or for longer vacations.

It's called the **Box-A-Camper**, and can be installed and removed quickly. The dinette table drops down and the cushions are arranged to make a bed for two, measuring 41 by 73 inches. Also included among standard accessories are a 50-pound ice box, an eight-gallon water tank with pump, curtains, plastic clothes bag, a vinyl floor, and all attaching screws. For more information, write Miller Wood and Metal Products, Route 1, Box 706, Mount Olive, Alabama.

One of the best bets for the family that wants to camp inexpensively, yet doesn't want to go into a specialized vehicle, is the tent trailer, which can be towed without measurable effort by any car from a Falcon to a Thunderbird.

The tent trailer shown here is the **Right**, a fore-and-aft type (meaning that the beds unfold at the front and rear, rather than on the sides) sleeping six persons or more. The Right has an ice box that will hold more than 25 pounds, a water pump for the galley, a dinette, and inlaid linoleum floors. Its low silhouette permits good rear vision without special side mirrors. All specifications may be obtained from Right Products, 213 Dunn Street, Cincinnati 15, Ohio.

The Right Tent Trailer (at right) is a roomy shelter, sleeping six. Below is the Kay-Dee Kamper positioned as a car-topper. An optional canvas wall makes a downstairs room





Mobile cottage made by Right

Kay-Dee set up on the ground



Following are addresses from which information on Fair camping can be obtained: Merrill Bull, New York Campground Association, Arrowhead Camping, Delevan, New York; Victor Johnson, New Jersey Campground Association, Panther Lake Travel Trailer Harbor, Andover, New Jersey. A listing of public and private campgrounds is offered by the New Jersey Bureau of Parks and Recreation, Trenton.

The March-April issue of "Better Camping" (50¢) contains a complete round-up of campsites within easy distance of the Fair. The magazine's address is 1027 North 7th Street, Milwaukee, Wisconsin 53233.

If you want to use your sedan or wagon for outdoor life, not pull a trailer, and yet not cramp your living style by trying to get everything inside, consider the car-topper. This is an approach to camping which utilizes your car roof as a foundation for snug sleeping quarters, complete with ladders for ascent and descent, and using the unoccupied car interior for the many storage problems involved in camping.

The **Kay-Dee Kamper** is one of the early efforts in this direction which is still going strong. It is a plastic clamshell clamping to a roof rack, which opens out over the side of a car to provide canvas-shelter sleeping for from four to six persons.

The part shadowed by the overhang can be enclosed to make a ground-floor room, if the Kay-Dee is lived in while attached to the car. But this item has another feature: it can be removed from the car top by an unloading device for placement on the ground on sled runners for sliding to the desired site.

An extra room may be zipped on to double the area of living space. For more details, write to: Kay-Dee Kamper Company, 307 East 8th Street, Holland, Michigan. ■



Unlimited Fun on a Limited Budget

How to plan for a family—
what to see and
still keep the expenses down

by Douglas J. Roche
photographs by Edward Lettau

ANY SHOW as good as the New York World's Fair deserves an encore. The crowds might not be any thinner during the second six-month season, but by now the exhibits are running smoothly, the hits well established, and millions of families that couldn't make it the first year will have a second chance.

From the family viewpoint, visiting the Fair is an exercise in logistics comparable to moving to the next state. Since we live within commuting distance, we've gone to the Fair two ways—a three-day trip during which we lived at a motel within ten minutes' walk of the grounds and two separate day trips. Either way calls for close budgeting, or \$50 can disappear faster than this week's groceries.

For our three-day trip, we spent \$186.80, broken down into: motel, \$69; meals, \$73; entrance fees, admission to some exhibits, rides, and souvenirs, \$44.80. This averages out to about \$12 per person per day for my wife and myself and the three children we took with us. Note that I have not included transportation and parking costs, which could be a big item. The World's Fair Housing Bureau (30 Rockefeller Plaza, New York, New York 10020) offers a hotel/motel guide, and made our reservation for us.

Only a fraction of the 409 approved hotels and motels in the New York area are within walking distance of the Fair, but as an alternative I would recommend that out-of-towners try to get a hotel or motel in midtown New York and take

the 15-minute train ride from Pennsylvania Station (50 cents) or the express subway trip from Times Square or Grand Central (15 cents). If you drive, parking is relatively cheap (\$1.50 for the day), and there's free bus shuttle service from the lot.

A good way to save money is to avoid the high-price restaurants. Get the *Official Guide to the New York World's Fair*, published by Time-Life Books and sold for \$1 all over the country. Besides giving a run-down on all the exhibits, it offers a good description of the eating facilities. We had a choice seafood dinner one night, but the bill was \$21 (not to mention the one-hour wait). The next night we had beans and barbecued chicken at the New Mexico cafeteria for half the price and the kids enjoyed it twice as much. Whatever your budget, a big help toward successful eating at the Fair is to start lunch by 11:30 and dinner at 5:30. Children can take long lines for exhibits, but not

Flume Ride is a big hit at the Fair



for restaurants. At least not ours.

Because of their different ages, our children, Evita, ten, Doug, six, and Mary Anne, four, each brought different interests and capacities to the Fair. Therefore, my wife, Eva, and I spent two nights before our first visit studying maps and the official guidebook (which runs 312 pages) to plan an itinerary to include pavilions of interest to the whole family, such as Ford, the Vatican, Hawaii, and also exhibits of special interest to each child, such as Parker Pen for Evita, Scott Paper's forest for Doug, and Chunky Candy Factory for Mary Anne.

Certainly, for all our planning, we got lost several times, became over-tired, and tried to do too much. But the constant exhilaration of moving through the world in a one-mile square area kept us buoyed up. Maybe the kids won't remember all the details, but I felt they were seeing the world at the Fair in an unforgettable panorama.

Every family will have its own favorites at the Fair. For us, an unquestioned hit and one of the biggest thrills was Johnson's Wax 18-minute film, "To Be Alive." We came upon the movie the first weekend of the Fair, before it won international attention as the sleeper hit, and had the extra enjoyment of discovering for ourselves its message about the human being's capacity for the sheer joy of living.

The lines for "To Be Alive" became so hopelessly long that we decided the best time to see it was the first thing in the morning, and



Doug, Mary Anne and Evita take in the view from the Swiss Sky Ride

by that I mean getting to the pavilion about 9:00 a.m. Both times we saw the film, the audience cheered.

We had other favorites, too, such as Ford's Magic Skyway, which we also visited twice. Walt Disney's life-like figures, eerie action, and imaginative designs held our youngsters spellbound, and they talked about the show long afterward.

Pepsi Cola's "Small World" (part of the admission price goes to UNICEF) is another Disney creation that enchanted our children. Riding the boat that takes the visitor through one land after another of animated dolls left our four-year-old speechless with giddy delight.

Half of the 27.1 million visitors to the Fair last season stopped in

at the Vatican pavilion, drawn by the fame of the greatest work of art in the Christian world, Michelangelo's "Pietà." The art critics lambasted the setting as too theatrical, what with flickering blue lights and bullet-proof glass. Yet the public was impressed and moved by seeing, one might even say experiencing, this eloquent artistic creation. I had previously seen the "Pietà" in its traditional resting place at Saint Peter's several times and never had such a good, intimate look at it as at the Fair.

Movies turned out to be one of the special features of the Fair. Two that we relished along with the Johnson's Wax film were Kodak's "The Searching Eye," in which we

saw how man becomes increasingly aware of the beauty around him, and the U. S. pavilion's 15-minute ride on a moving grandstand through a motion-picture view of 472 years of American history. History's greatest moment at the Fair, though, is reached at the Illinois pavilion where Disney's animated Abraham Lincoln, giving excerpts from the Emancipator's own speeches, is deeply moving.

The Fair's long list of great sights goes on: Spain's dazzlingly modern pavilion and the collection of Goyas, New England's paintings and photos of President Kennedy, Japan's presentation of its own diverse culture, Ireland's recordings of its great literature, and, especially from the children's viewpoint, the magic of the Fair by dusk, when the lights come on, seen from high overhead on the Swiss Sky Ride.

Each time, we left the Fair with a glow. We marveled at the technology spread out before us, but



You can rent a stroller

it was the spirit of man, his dignity and aspirations, that all of us sensed more deeply. The World's Fair not only pointed the way to our future. It also uplifted our spirits for the life we live today. ■

Family on moving walk admires the "Pietà" in the Vatican pavilion



FOR PARENTS OF SMALL CHILDREN

WITH MANY EXCELLENT AIDS and facilities available to parents, it's possible to bring along even the very young brood and still enjoy a delightfully smooth family holiday at the Fair. Here are some samples:

Stroller Rental—Available at Gates 1, 3, 4 and 7; rates, a modest \$2.00 for entire day (plus \$3.00 returnable deposit).

Baby Sitting—Denmark pavilion, 6 to 12 years; delightful, well supervised; 50¢ first two hours.

Playgrounds—*Chunky Candy* pavilion and *Hall of Education*; free, unsupervised. *Protestant and Orthodox Center*, 2-8 years.

Rest Areas—At *Enterprise Common*, *Garden of Meditation*, *National Maritime Union Park*, and many others; free, with shaded benches and picnicking. Rest rooms in most pavilions and all Brass Rail stands.

Diaper Change—*Simmons Company* has practical nurses to dispense aspirin and generally assist mothers (free); rooms for half-hour naps, 50¢. *Scott Paper* offers free diaper changing facilities and bottle warming.

First Aid—Three to five doctors always available; many stations, modern hospital, and ambulance.

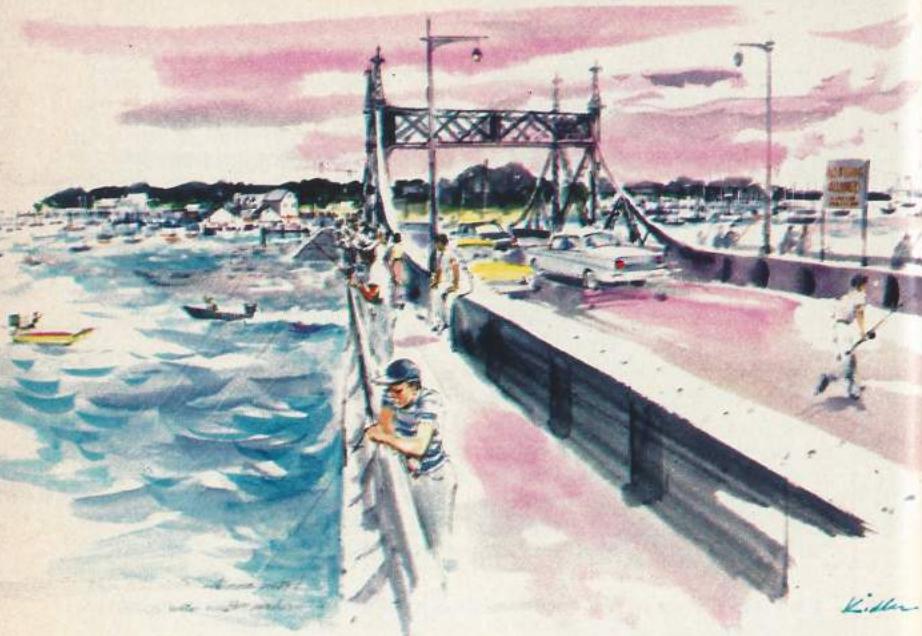
Lost Children—Closed-circuit TV throughout the Fair, with images of children broadcast via 300 color sets.

Free Exhibits—*Better Living*: Say hello to "Elsie, the Cow." *Long Island Railroad*: Watch baby chicks hatch. *General Cigar*: Hall of Magic. *U.S. pavilion*: Story telling. *Johnson Wax*: Fun House. *New York State*: Children's Zoo. *Wisconsin*: "Little Oscar" cartoons.

Special Shows—*Better Living*: For 4 to 8 year-olds, a 2½-hour "learning experience" in science, art and creative dramatics, with certified teachers; parents observe through one-way window; \$1.00. *Carousel Park*: Carved animals, chariots, bands; 25¢ a ride. *Mexico*: The Flying Eagles of Papantla, free. *Florida*: Trained porpoises show off; water show in Amphitheatre, all free. *Kiddyland*: Assorted gentle rides; 15-25¢. *Pepsi-Cola*: Wondrous Disney-designed boat ride; children, 50¢, adults, 90¢.

Sitter Service—For days or nights on the town without the kids, contact: Part Time Child Care, Inc., 19 E. 69 Street, New York 21, New York (Phone TR 9-4343) or Baby Sitters Guild, 342 Madison Avenue, New York 17, New York (Phone MO 1-2760).

—EVE COREY



From the bridge crossing to City Island, you see boats and more boats

Loft of the island's most famous sailmakers, Ratsey and Laphorn



This unexpected haven for boaters (and gourmets) lies within sight of the Manhattan skyline—

City Island

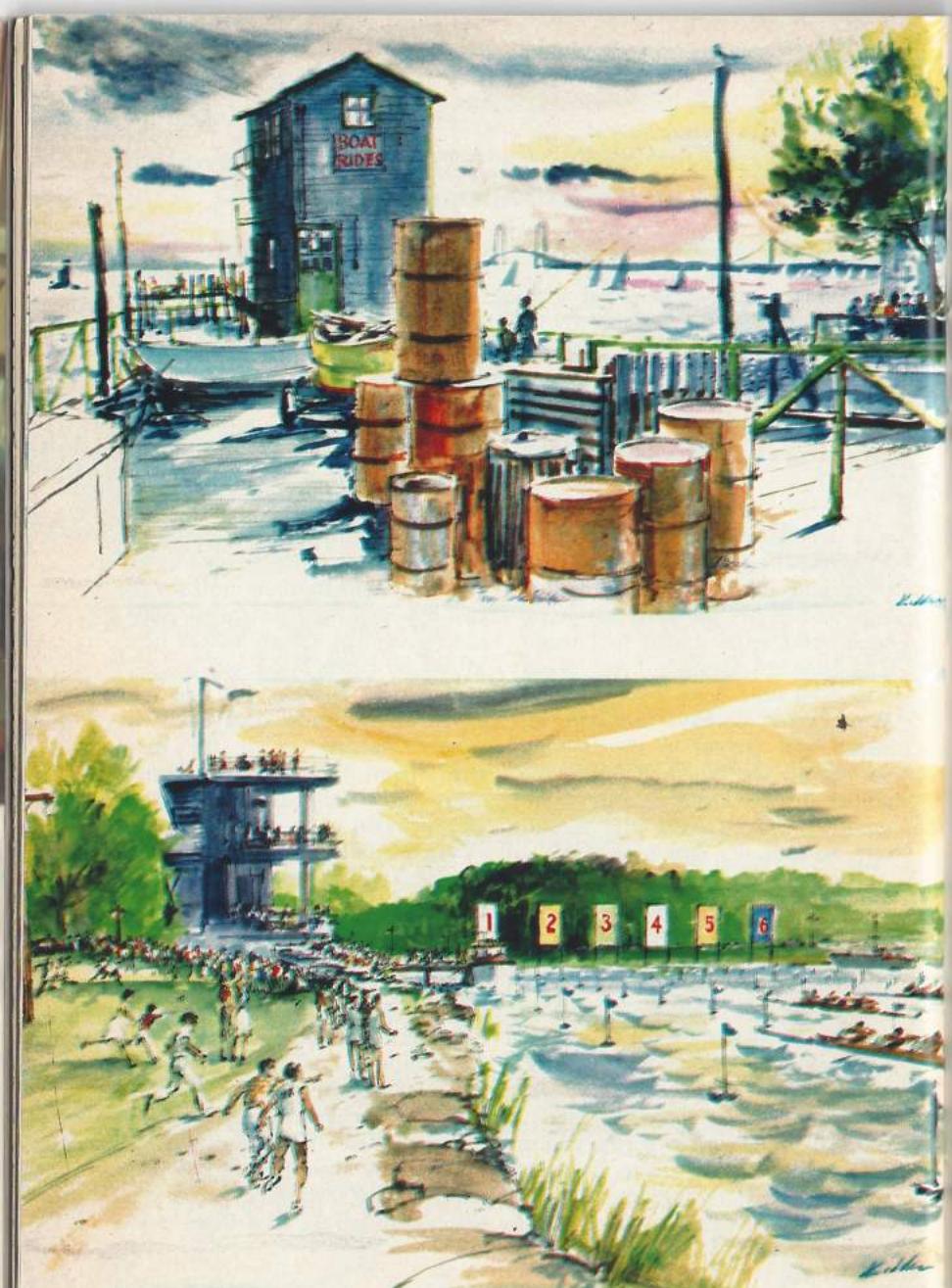
by Alice Payne
paintings by Harvey Kidder

MANY VISITORS to the New York World's Fair will want to vary their routine with an interesting side trip—and one of the most intriguing such ventures is a visit to historic City Island. Located in Long Island Sound between New York City and Westchester County, this colorful island will appeal to the boating enthusiast, the beach habitué, the golfer, the horseback rider, and the gourmet—as well as the plain, everyday, no-specialty sight-seer.

Basically, City Island is a shipbuilding community of some 5,000 residents. Its shipyards are equipped to build boats of all sizes and specifications. Many French-Canadian shipbuilders live and work here and are experts in their trade. Three or four sailmaking companies provide a good portion of the island's employment. One of the most famous is Ratsey and Laphorn, whose branch in England made the sails for Lord Nelson's flagship, *Victory*, in its lofts.

In April, City Island springs to life with the activity of boating enthusiasts readying their craft for the new season. There is a unique camaraderie evident among sailors here. Most City Island businesses are connected with boating and one may enjoy an informal boat show by simply walking down the main street from yard to yard. Almost every street affords a panoramic view of boats of all classes.

Visitors will also be fascinated by the many stores dealing in marine equipment, where one can buy anything from brass screws to radar equipment. Artists and photographers will have a delightful time here recording scenes reminiscent of America's past. At Belden Point, for example, one may still see the old Pilot House; here 150 years ago the clipper ships and other vessels entering New York Harbor were boarded by members of the Hell Gate Pilots' Association and escorted safely through the East River to the



Dusk at Belden Point, near the Stepping Stone Lighthouse

docks along South Street in Manhattan to unload their tea, spices and brocades from the Orient.

Visitors wishing to charter boats of any size, from pram to luxury cruiser, can be accommodated here. Fishing boats, open and charter, leave each day and the fisherman is rarely disappointed with his catch. During the summer months one can take a moonlight sail on picturesque Long Island Sound. The view is spectacular, encompassing the Throg's Neck and Whitestone Bridges with Manhattan's skyline in the distance. Right off the tip of City Island is Stepping Stone Lighthouse, one of the loveliest in the country. Legend has it that this lighthouse takes its name from the so-called Devil's Stepping Stones, a row of rocks projecting into Long Island Sound. The Devil supposedly used these rocks when running away from the Indians in New York to the safety of Long Island.

For water enthusiasts, Orchard Beach is within walking distance of City Island. This park offers salt-water swimming in Long Island Sound, a lovely sand beach, picnic area, handball, shuffleboard and paddle tennis courts. Bathhouses are available for a small fee.

Right across the bridge there is a golf driving range, as well as Split Rock Golf Course, both open to the public. At the Pelham Bridge Riding Academy, just down the road from City Island, one can go horse-

back riding along beautiful country trails within view of the Sound.

City Island is also famous for its fine restaurants. The visitor is assured of a good meal, fairly priced, be it a snack or a shore dinner. Two of the most famous restaurants in New York are located here—Thwaites and The Lobster Box. Both serve delectable seafood.

Indians sold City Island, too

City Island was purchased by Sir Thomas Pell of Fairfield, Connecticut, from the Siwanoy Indians in 1654. The island and its surrounding territory played an important part in the Revolutionary War. It was here that Colonel John Glover fought a delaying action against the British, led by Major General William Howe, making it possible for George Washington's forces to retreat to White Plains where a battle was fought that became a turning point in the war.

You can drive to the island on the New England Thruway or Hutchinson River Parkway, exiting at the City Island signs.

Those coming to City Island by boat will find adequate dockage and mooring facilities. The four yacht clubs on the island have guest moorings, and private yards can usually accommodate the transient yachtsman. City Island has something for everyone, but it bids a special welcome to those who love the sea. ■

Orchard Beach Road faces on the rowing regatta course



painting by Dom Lupo

Patricia Murphy's Candlelight Restaurant, New York

On a hill surrounded by award-winning gardens, this popular restaurant is at 1703 Central Park Avenue in Yonkers (Westchester). It is two miles north of New York Thruway exits 5 northbound and 6E southbound; and about 20 miles north of New York City. Lunch and dinner served daily; closed only on Christmas day. (There are two other Patricia Murphy restaurants in downtown Manhattan.)

Rum Chocolate Cream Pie

- 4 cups milk, divided
- 2 tablespoons butter
- 1 cup sugar
- 2 squares unsweetened chocolate, melted
- 6 tablespoons cornstarch
- 4 egg yolks, slightly beaten
- 2 tablespoons rum
- ½ teaspoon salt
- 1 10-inch baked pie shell
- 1 cup whipping cream

Combine $\frac{3}{4}$ cup milk, butter, and sugar. Stir over low heat until mix-

ture comes to a boil. Add melted chocolate; mix well. Blend cornstarch to thin paste with a little of the cold milk, then stir in remaining cold milk, and add to chocolate mixture slowly while stirring. Cook and stir until well thickened, then cook for another 10 minutes without stirring. Add hot mixture to egg yolks, and mix well. Return to saucepan, add salt, cook and stir for 1 minute. Remove from heat, add rum, and spoon into baked pie shell. Chill until firm. Whip cream, and swirl onto pie. Top with shaved bittersweet chocolate.



painting by Harvey Kidder

FAVORITE **Recipes** OF FAMOUS RESTAURANTS

Lobster Box Restaurant, New York

The oldest landmark on City Island (see story on page 53), this fine seafood restaurant is housed in a century-old mansion, and the two dining rooms overlook Long Island Sound. Specialties are shore dinners, steamed clams, lobster served twenty-one ways—and steaks and chops. All food is cooked to order. Open 5:00 p.m. to 11:00 p.m.; Sunday 1:00 p.m. to 10:00 p.m. Closed on Monday. Reservations advisable on weekends. The address is 34 City Island Avenue.

Lobster Newburg

- 1½ cups cooked lobster meat, diced (about 3 small lobsters)
- 2 tablespoons butter
- ½ tablespoon flour
- ½ cup light cream
- 3 tablespoons of cream sherry
- 2 egg yolks, lightly beaten
- ½ teaspoon salt
- Pinch of cayenne

- 4 patty shells, or crisp toast

Sauté lobster meat in melted butter over low heat for 5 minutes. Sprinkle in flour, add cream slowly, stirring constantly until sauce boils. Add sherry and egg yolk, and cook for about 1 minute. *Do not overcook*, because sauce will curdle. Season with cayenne and salt. Serve in patty shells or over toast. Makes 4 portions.



painting by Howard Connolly

La Guardia Terrace, New York

Atop the Air Terminal at La Guardia Airport in Flushing, this beautiful new restaurant commands a view of both the airport and the Manhattan skyline as well. Manager Jim Armstrong estimates that half of the restaurant's business comes from nearby residents, an indication of the excellent food served. Open every day for lunch and dinner. Reservations advisable during peak lunch and dinner hours.

Roast Riverhead Duckling in Black Cherry Sauce

- 1 3-pound duckling
- 1 cup mixed celery, carrots and onions, chopped
- 1/2 cup flour
- 2 cups chicken stock
- 1 No. 2 can black pitted cherries
- 1 tablespoon brown sugar
- 1 tablespoon honey
- Rum, optional

Roast duckling for 1½ hours in a 300° oven. Remove from pan. Pour out half the fat in the pan and to remainder add chopped vegetables. Simmer until browned. Combine flour with chicken stock and juice from canned cherries. Add brown sugar and honey. Cook over low heat until sauce reaches desired thickness. Strain. Add cherries and flavor with rum to your liking. Serve with wild rice. Makes 3-4 portions.



painting by Crawford Livingston

Rod's 1890's Ranch House, New Jersey

A popular part of this restaurant is the Parlour Car Lounge which is located in a completely restored nineteenth-century Pullman car. All of the original brass fittings were left intact, and the cut velvet draperies and gold rope portières are faithful replicas of those in vogue when the car was built. The dining rooms are in a conventional building and serve lunch and dinner every day. Guests are seated in order of arrival. Situated on New Jersey Highway 24, Convent Station, which is near Morristown.

Grenadines of Beef Tenderloin Flambé Rissolda

- 4 medallions of prime beef tenderloin (2 ounces each)
- 1 shallot, chopped fine
- 2 ounces butter
- 1 mushroom, sliced thin
- 1½ ounces Burgundy wine
- 3 ounces brown sauce
(or French's Brown Gravy Mix)
- 1½ ounces cognac

Dust medallions with flour. Melt butter in sauté pan and brown meat. Remove and keep warm. Add shallot

and mushroom to sauce in pan and cook lightly. Add Burgundy and reduce contents of pan. Add brown sauce and barely bring to a boil. Place medallions in preheated flambé pan and sauce in separate serving dish. Pour brandy into flambé pan and ignite. Baste medallions until flame dies. Remove meat to dinner plate. Add sauce to flambé pan and bring to high heat. Spoon sauce over half of each medallion. Makes one generous portion. It is served here with buttered broccoli flowerettes and soufflé potatoes.



There's plenty of action at Shea Stadium, and plenty of fans on hand to witness it. At left, a big crowd watches the Mets perform in a double-header. Below, "outside looking in" at the stadium's colorful tiers of seats; the scoreboard is at right



Shea Stadium-

Palace of the Mets

*Even when the team's in last place
their happy fans love them
and their ballpark looks like a champion*

by Hal Butler

photographs by Richard Saunders

IF YOU TAKE the special subway train from Manhattan to the World's Fair, you'll get off at an elevated platform situated right between two of New York's stellar attractions—the Fair itself on your right, and Shea Stadium, home of the New York Mets baseball team, on your left. Both are sights worth seeing.

Whether or not you're a baseball fan, it would be a shame to miss Shea Stadium—for this remarkable edifice of sport is unique, and one of the most modern arenas in the country. If the Mets are playing at home, you'll enjoy relaxing in this colorful new park and watching this much-publicized National League team in action.

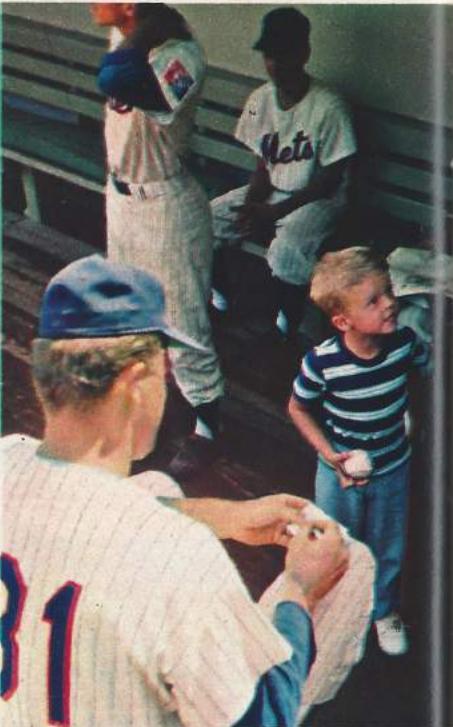
New Yorkers—who, judging from

attendance figures and the noisy enthusiasm exhibited at games, love the last-place Mets—like to say that the nation's worst major league ball team plays in one of the country's best stadiums, and this is substantially true. For this gleaming \$27,000,000 ballpark, named after the attorney, William A. Shea, who spearheaded a drive to build the stadium and bring in a National League team to replace the old Brooklyn Dodgers, has every modern convenience you could think of—and some you couldn't.

First of all, it is conveniently located in Flushing, Queens, in what is described as the geographical and population center of New York City. Situated in the middle of a complex of highways, and close to



Above, Mets pitcher Tracy Stallard signs autographs for eager fans. At right, wide-eyed boy has big moment visiting his heroes in the dugout before game



The Mets' scoreboard, at left, is an electronic masterpiece. It gives score, explains complicated plays, posts news bulletins, even displays words for sing-along songs



subway trains, the Long Island Railroad, and the Flushing Bay Marina, it is probably the only ballpark in the country where people come to the games by car, bus, subway, railroad—and in boats!

Shea Stadium seats 55,300 impassioned fans and has some eye-opening features. Four levels of seats (plus a press level) form a horseshoe behind home plate and extend down each foul line. Each level has seats of a different color—field seats, yellow; loge, brown-orange; mezzanine, blue; upper deck, green. For easy handling of crowds, other features of the park are color-keyed to the seats. A yellow ticket gets you into the yellow seats, a blue ticket into the blue seats, etc. There are 21 escalators designed to carry 56,000 persons an hour, and these are painted in the color of the seats to which they lead. Ramps are similarly color-keyed.

Every seat—96 per cent of them along the foul lines—provides a panoramic view of the park; there are no obstructing posts. There is a plush dining room for season ticket holders that seats anywhere from 300 to 600, and 54 public rest rooms complete with lounges for the ladies. The average fan can get sandwiches made to order—which requires a totally different concept in concession stands.

With a bow to automation, the lower level of 10,000 seats operates on a track and can be electrically moved into center field to form an oval stadium where the Jets (AFL) play football in the fall. This slight-

of-hand places the majority of seats on the gridiron's sidelines.

The enormous 60-ton scoreboard in center field is an attraction in itself. Going far beyond the normal information found on scoreboards, this huge electronic brain transmits news bulletins and other messages, flashes lyrics to sing-along songs, explains confusing or complicated plays, gives advice on keeping score, and is topped by a rear-projection screen on which color movies or TV programs can be shown to entertain the crowd before a night game.

As for the Mets themselves—well, you've read about them. In their first year (1962) they set an unenviable major league record by losing 120 games. Undaunted, the Mets vowed that in 1963 they were going to reduce the number of losses "at least to 119." They did better than that. They lost only 111. In 1964 they did even better, losing a mere 109. That's improvement, Mets style.

"They're the greatest!"

Curiously, it is probably the Mets' amazing talent for losing—usually in heartbreaking fashion—that has endeared them to their left-over Brooklyn fans. A taxicab driver in New York expressed it best to me.

"Everybody goes to see the Mets," he said. "They're the greatest!"

"But they don't win very often," I pointed out.

"That's what makes 'em great!" was his enthusiastic answer.

Then there was the fellow who called a New York newspaper one

day to inquire whether or not the Mets had won their game.

"Well," said the reporter, "they scored nineteen runs today."

"I know," said the caller, "but did they win?"

There's a carnival atmosphere you'll like at Mets games, quite unlike major league baseball elsewhere. The crowd is boisterous and loud. Fans cheer every play, good or bad. Sometimes they cheer every pitch. And they cheer loudest when the Mets pull a "rock" such as forgetting to touch a base on a home run or dropping a routine pop-up while two runners score.

Rabid fans demand autographs from .120 hitters and from pitchers who don't win all season. They participate in organized cheers of

"Let's Go, Mets!" even when the team's not going. They cart banners into the park with tongue-in-cheek slogans like "Ninth Place or Bust!"

Everybody dies a little when the Mets lose, but they come back to die again. About a million a year, anyway—which makes other teams wonder if winning is really the object of the game.

Psychologists have guessed that most people in life are losers and that Mets fans feel a kinship with a ball team that never wins, either. Whatever the explanation, you'll have a fine time just sitting in this fabulous park and watching this nonfabulous team. And, you know—you might even get swept up in the spirit of the thing and become a Mets fan! It's contagious. ■

About Our Contributors—**Judith Philipson**, a reporter with the *New York World Telegram* during the Fair's first summer, is now freelancing on her own with contributions to such national publications as *Mademoiselle* and *Life*. **Robert B. MacPherson** heads his own public relations firm in Fanwood, New Jersey, does magazine writing on the side. **William Laas**, an editor and magazine writer of long experience, has specialized for some years in automotive and travel subjects. Ukrainian-born artist, **Grisha Dotzenko**, came to the U.S. after World War II, first concentrated on advertising art, later turned to book and magazine illustration, and now instructs at the Famous Artists School. **Arthur J. Barbour**, still living in his boyhood home of Paterson, New Jersey, prefers watercolor for his illustrations because of the medium's "spontaneous and sometimes surprising results." New York artist, **Harvey Kidder**, takes on FORD TIMES assignments as a pleasant break from the restrictions of the commercial field. **George Samerjan**, lecturer and consistent exhibitor in national exhibitions, was art editor of *Esquire* and *Coronet* prior to opening his New York studio twelve years ago. **Franklin McMahon**, noted artist-correspondent with studios in Chicago and Lake Forest, Illinois, has contributed to *Life*, *Look*, *Post*, *Fortune* and most national publications, and has had his work exhibited internationally.

Here's how to be a Springtime Guest of the Ford Pavilion at the World's Fair!

- Detach card below
- Fill in your name, address and number of guests
- Present it to your Ford host or hostess at the Pavilion

That's all there is to it!

Ford Pavilion
New York World's Fair 1965

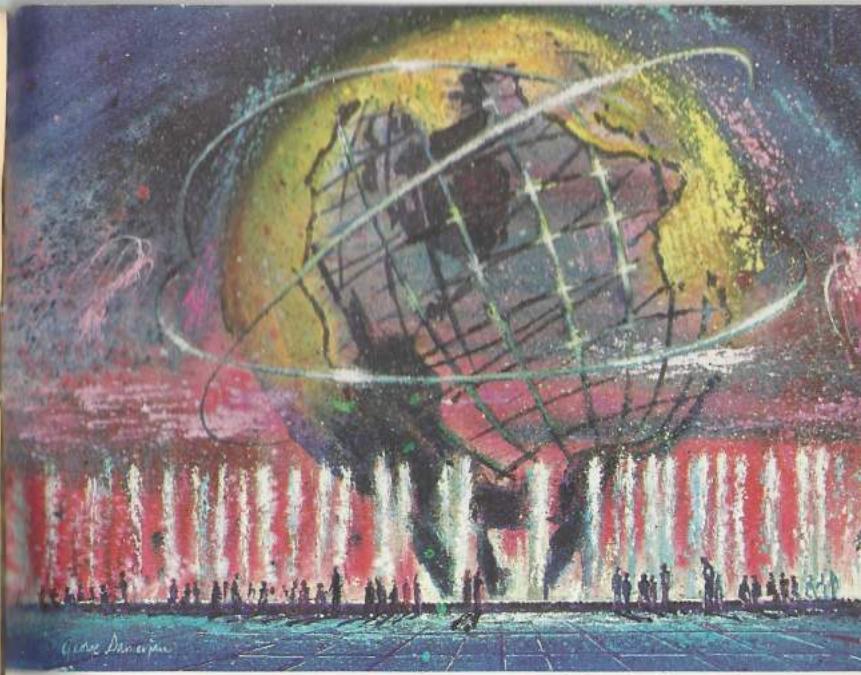
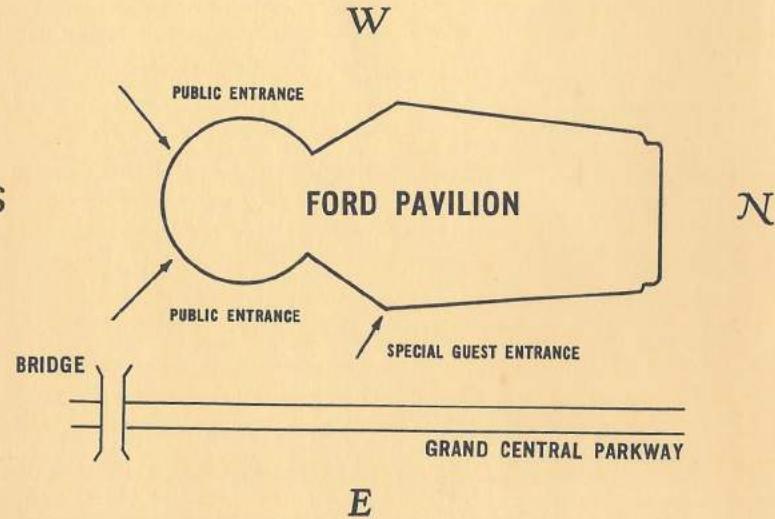
Please accord _____
(Name)

City. _____ State. _____

and _____ guests special privileges
(Not to exceed 9)

SPECIAL SPRINGTIME PRIVILEGES—
Valid from Opening Day through May 29

For your convenience: Diagram of the Ford Pavilion below in the Transportation Area indicates the Springtime Guest entrance on the east side of the building. Simply present this invitation to the uniformed host or hostess there for prompt admittance.



painting by George Samerjan

IF YOU HAVE seen the Unisphere only in illustrations, it is difficult to imagine that this stainless steel model of the earth rises twelve stories high. Balanced on a three-pronged base, defying the effects of wind and gravity, the Unisphere was designed, erected and donated to the Fair by the United States Steel Corporation. Well known now as the symbol of the New York World's Fair, whose theme is "Peace through Understanding," the Unisphere is also a symbol of the ingenuity of man, as expressed in pavilions throughout the Fairgrounds. The marvels that have been created to entertain you—the "Wizardry behind the Scenes"—is the subject of a story that begins on page 27 of this special issue.

Shown above in its setting near the center of the grounds, surrounded by the Fountain of the Continents, the Unisphere will become a permanent landmark in park-like surroundings.

For subscription information, see your Ford dealer. To change address send your new address together with name, old address, and dealer information exactly as shown on back cover to FORD TIMES, Ford Motor Company, The American Road, Dearborn, Michigan.

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This Fairlane 500 Sports Coupe, with the New York skyline as a backdrop, is typical of Ford's intermediate size line that offers performance, maneuverability and plenty of style. Known for their soft "boulevard ride," eight Fairlane models are available from the Ford dealer who brings you FORD TIMES.

