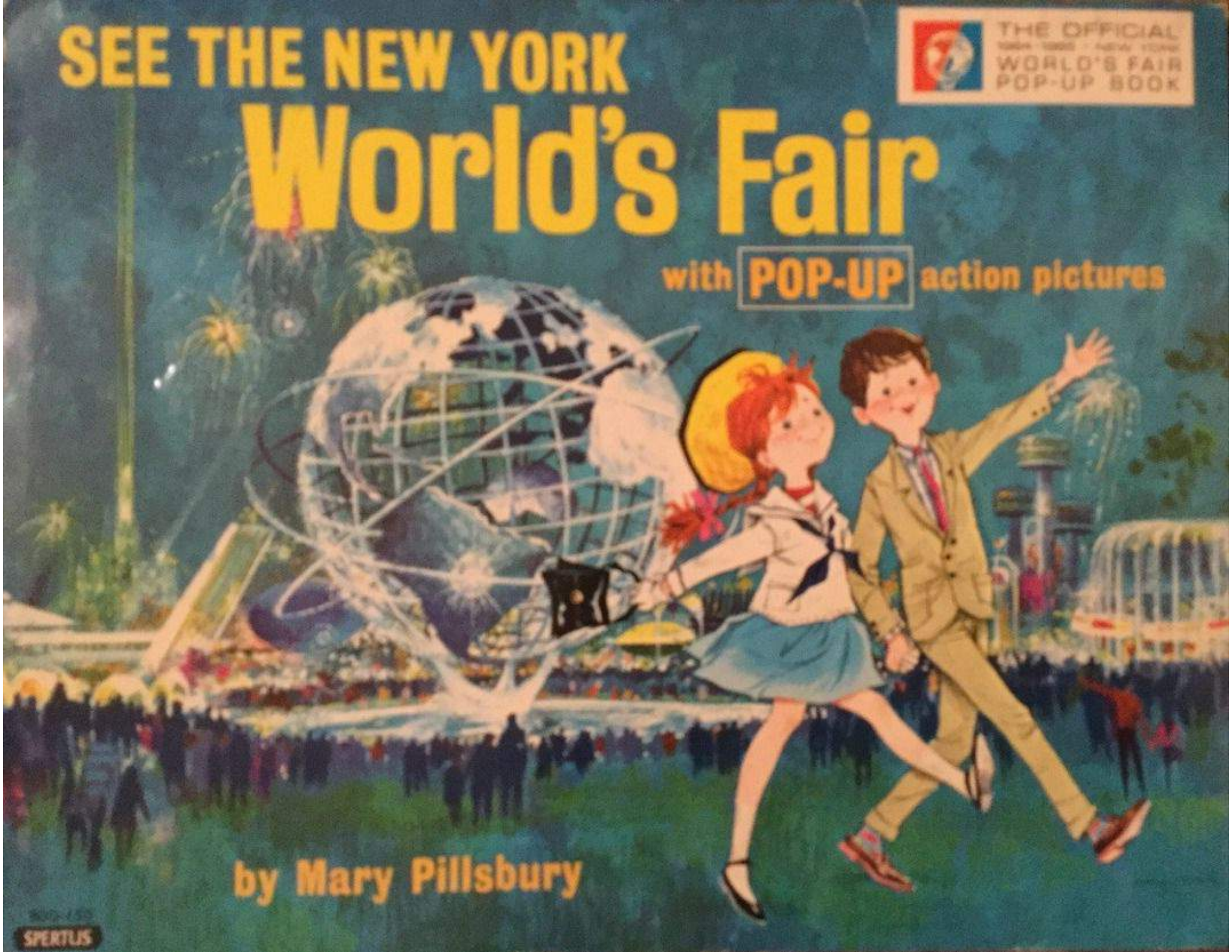


SEE THE NEW YORK

World's Fair

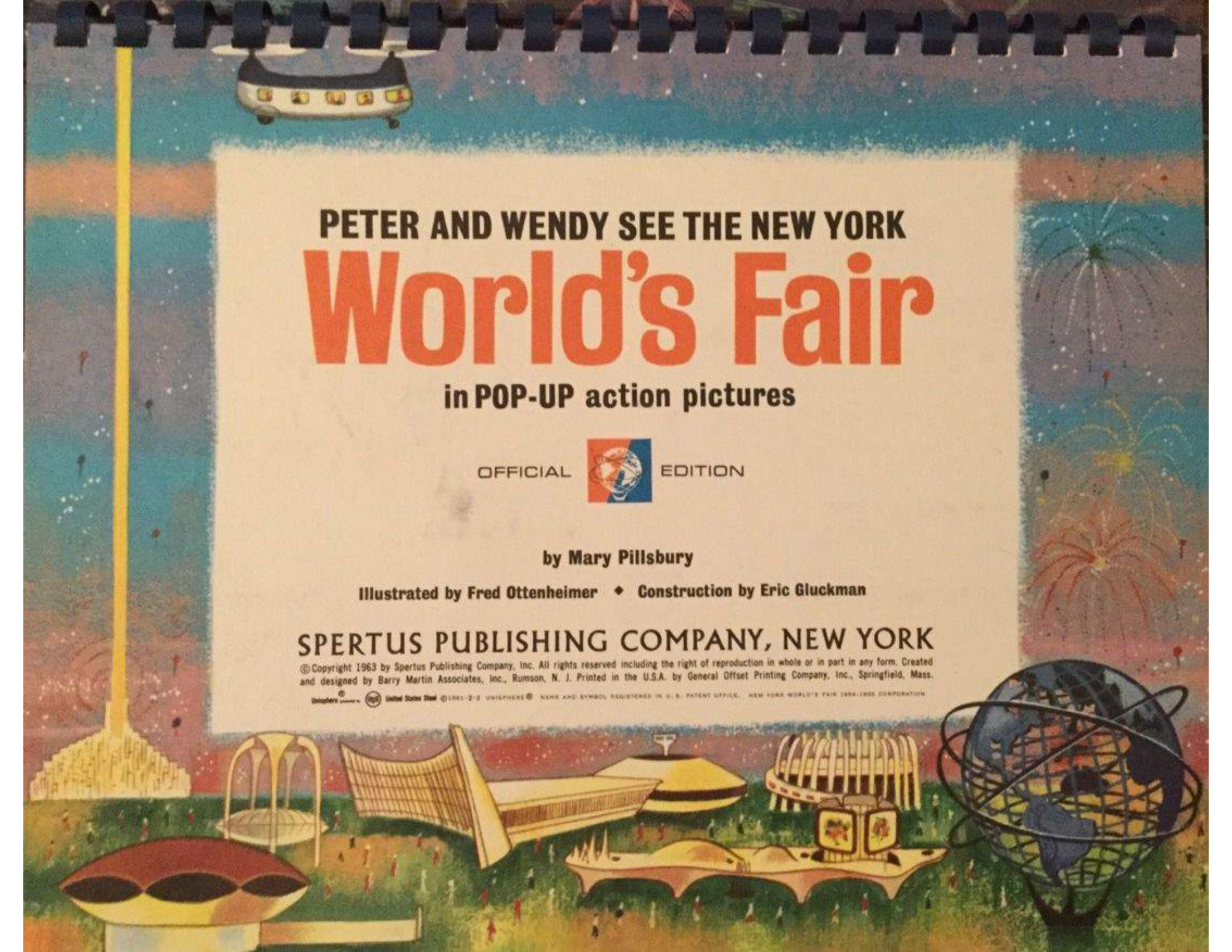
 THE OFFICIAL
1964-1965 - NEW YORK
WORLD'S FAIR
POP-UP BOOK

with **POP-UP** action pictures



by Mary Pillsbury





PETER AND WENDY SEE THE NEW YORK
World's Fair

in POP-UP action pictures

OFFICIAL






EDITION

by Mary Pillsbury

Illustrated by Fred Ottenheimer ♦ Construction by Eric Gluckman

SPERTUS PUBLISHING COMPANY, NEW YORK

© Copyright 1963 by Spertus Publishing Company, Inc. All rights reserved including the right of reproduction in whole or in part in any form. Created and designed by Barry Martin Associates, Inc., Rumson, N. J. Printed in the U.S.A. by General Offset Printing Company, Inc., Springfield, Mass.

Disasters  United States Steel  UNISPHERE  NAME AND SYMBOL REGISTERED IN U. S. PATENT OFFICE. NEW YORK WORLD'S FAIR 1964-1965 CORPORATION





*I*t was a day of wonders! Peter and Wendy had started the wonderful day by coming from New York City to the Fair grounds by helicopter, the most exciting trip they'd ever had. And now they were actually here – it was the day they'd dreamed about for a whole year.

Already, they had visited General Motors and had taken a magic car ride outside and inside the Ford Motor Company Pavilion. "We saw past, present and future," said Peter.

"How would you have liked to live in prehistoric times?" Father asked, as they came to the Sinclair Oil Company's exhibit. "This

is Dinoland." Peter looked up at the 70 foot Tyrannosaurus and all he could say was "Golly." When the huge creature moved its great head and body, it was easy to imagine that it was alive. Father assured the twins that it wasn't alive, though, and Wendy plucked up enough courage to go close enough to touch. Peter finally found his voice, and announced that he'd have liked to live in the times when Dinosaurs and other great beasts might be met around any corner. "I'd slice off their heads with a sword," he said, "and carry them home to Wendy." "No thanks," said Wendy, politely.



After leaving Dinoland, with many a backward look, Peter and Wendy went to the Science Exhibit, where they had a breathtaking ride through space and suddenly found themselves on the rim of a Moon crater.

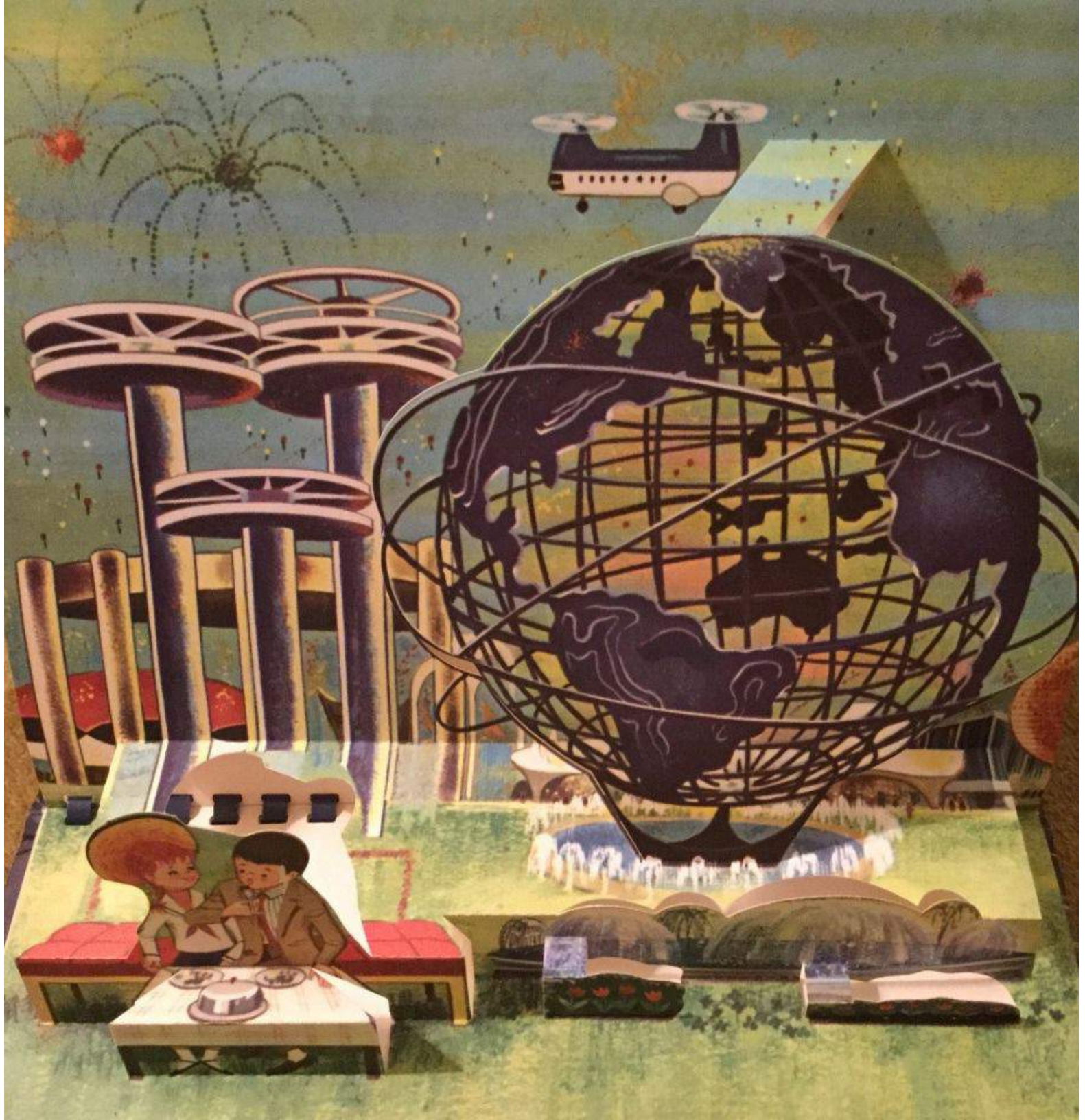
How strangely silent the surface of the Moon seemed! Above their heads was a beautiful, turning planet—their own Earth!

Below them, astronauts were at work, exploring, experimenting. A landing vehicle touched down and men stepped out. “They’re bouncing!” Wendy said, in an awed whisper. “There’s less gravity up here, you know,” her

father whispered back. “Why is everyone whispering?”, asked Peter. “You’re whispering yourself,” answered Wendy. “But I don’t know why.” “It’s the way people talk when they’re on the Moon,” Mother said. And this made them all laugh out loud.

Father wanted to stay for the rest of the day, but the Twins were getting to feel rather hollow inside, and even Mother admitted that she was a bit hungry. So, after a whispered consultation, they decided on lunch at the New York State Pavilion.







Everything in the Federal and State areas had delighted Peter and Wendy. And that included a delicious lunch at the New York State Pavilion. They'd had a wonderful view of the Fair from an observation tower 200 feet high.

Inside the New York City Pavilion, the Dick Button Ice Show had proved a great success. And, wonder of wonders! they'd seen Lindbergh's "Spirit of St. Louis" in the Missouri Pavilion. How tiny that plane had

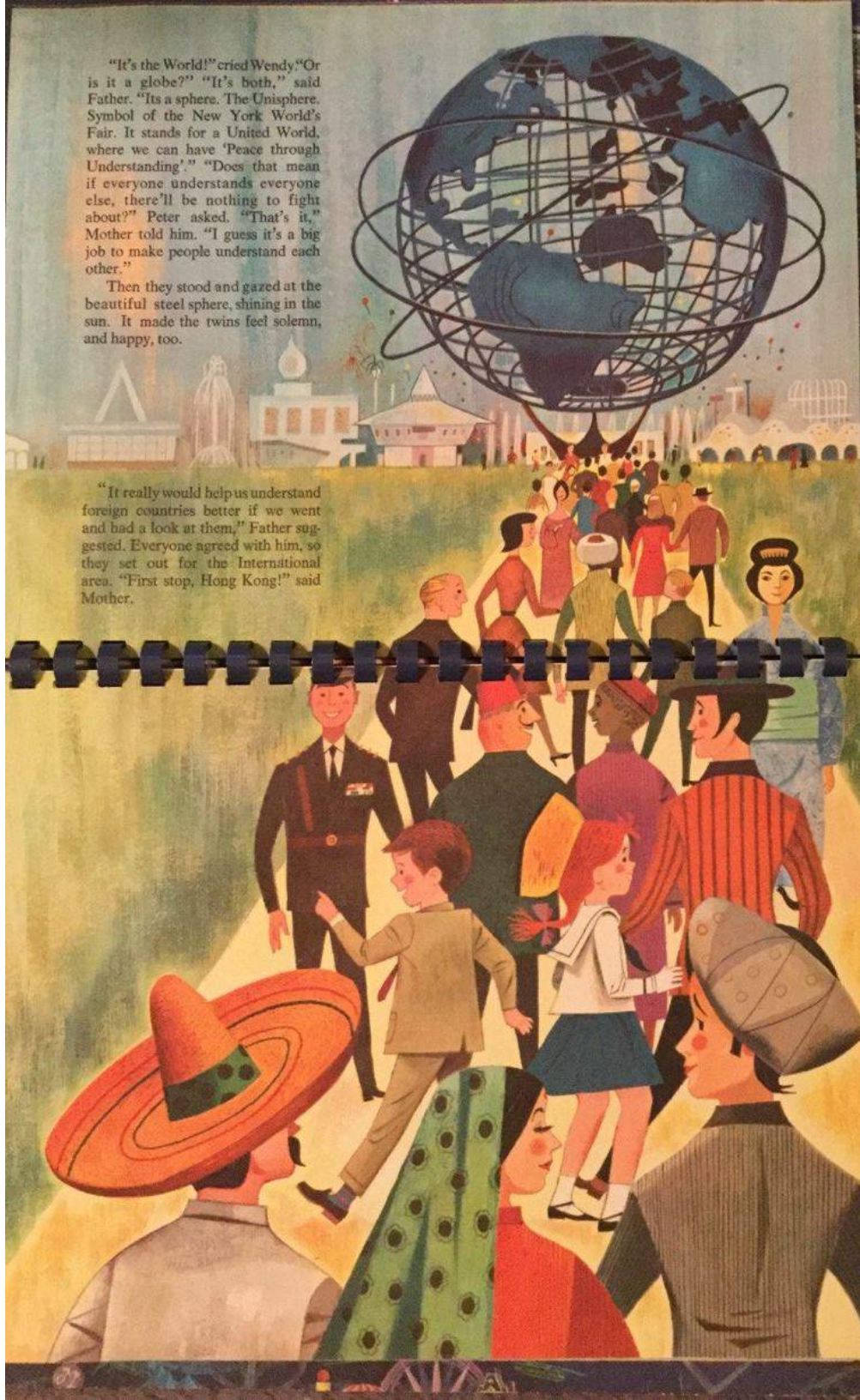
seemed, to carry a brave young pilot alone across the ocean!

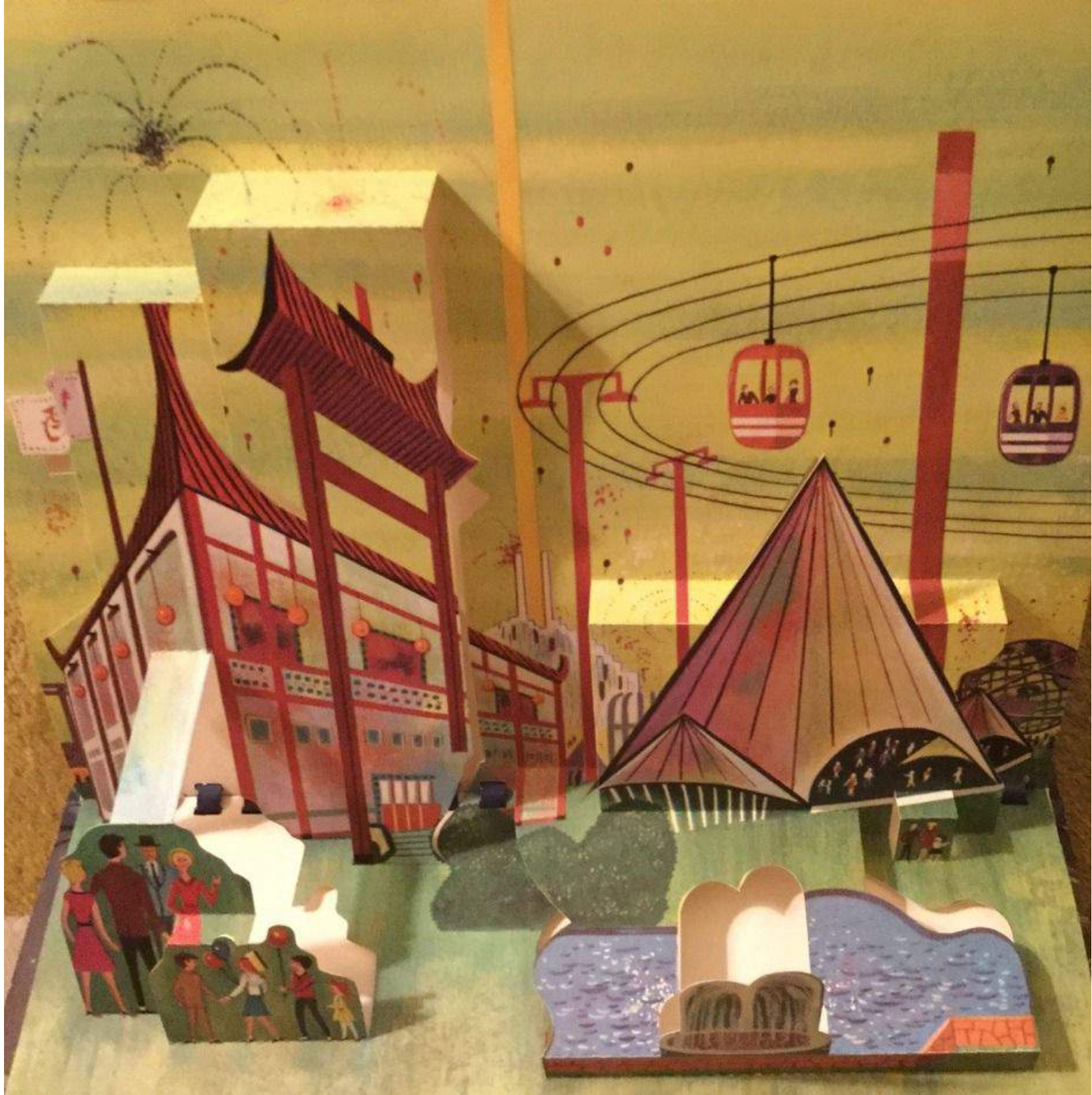
"The breathtaking Federal Pavilion was best of all," Peter claimed, "anyway, it was the biggest!" "And all made of little pieces of colored glass!" said Wendy. "My, it shined so!" But Mother wanted to go and see the Unisphere. "After all," she said, "the Unisphere is the symbol of the Fair, so we should have a really good look at it, don't you think?"

"It's the World!" cried Wendy. "Or is it a globe?" "It's both," said Father. "It's a sphere. The Unisphere. Symbol of the New York World's Fair. It stands for a United World, where we can have 'Peace through Understanding'." "Does that mean if everyone understands everyone else, there'll be nothing to fight about?" Peter asked. "That's it," Mother told him. "I guess it's a big job to make people understand each other."

Then they stood and gazed at the beautiful steel sphere, shining in the sun. It made the twins feel solemn, and happy, too.

"It really would help us understand foreign countries better if we went and had a look at them," Father suggested. Everyone agreed with him, so they set out for the International area. "First stop, Hong Kong!" said Mother.







"A rickshaw's lot's more fun than an automobile," said Wendy. She was enchanted with the Hong Kong Pavilion. The beautiful Bridge of the Rainbow, over the illuminated Lagoon of the Emeralds, with its giant lily pads, had so fascinated her that Peter had had to push to get her *inside* the Pavilion at all. There, the twins had had their picture taken sitting in a rickshaw.

What great fun it would be to show this picture to their friends when they got home! And such treasures they had seen as they followed their mother through the colorful maze

of Oriental splendor . . . rich silks, carved ivory figurines, jade ornaments and jewelry beautiful enough for a Chinese princess!

Mother was as thrilled as they were, and father was afraid she would want to buy everything she saw. He rather hurried them out to admire the Hong Kong Pavilion from a safe distance! It was worth admiring, too, with its curving lines and bright lanterns.

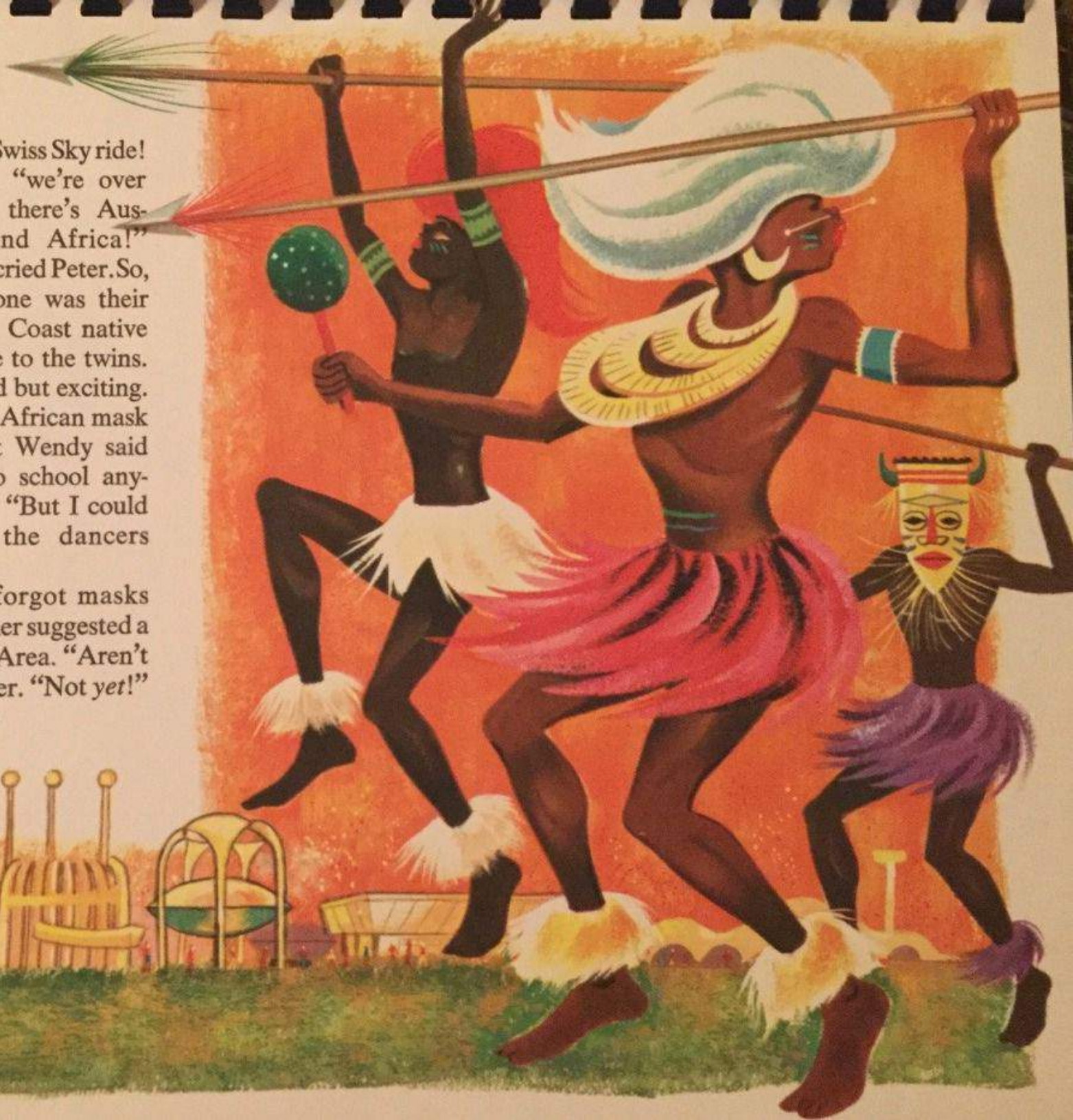
Peter was watching people riding through the sky in funny, hanging cars. "That's the Swiss Sky Ride," Father told him. "Let's go and see the International Area from the air!"

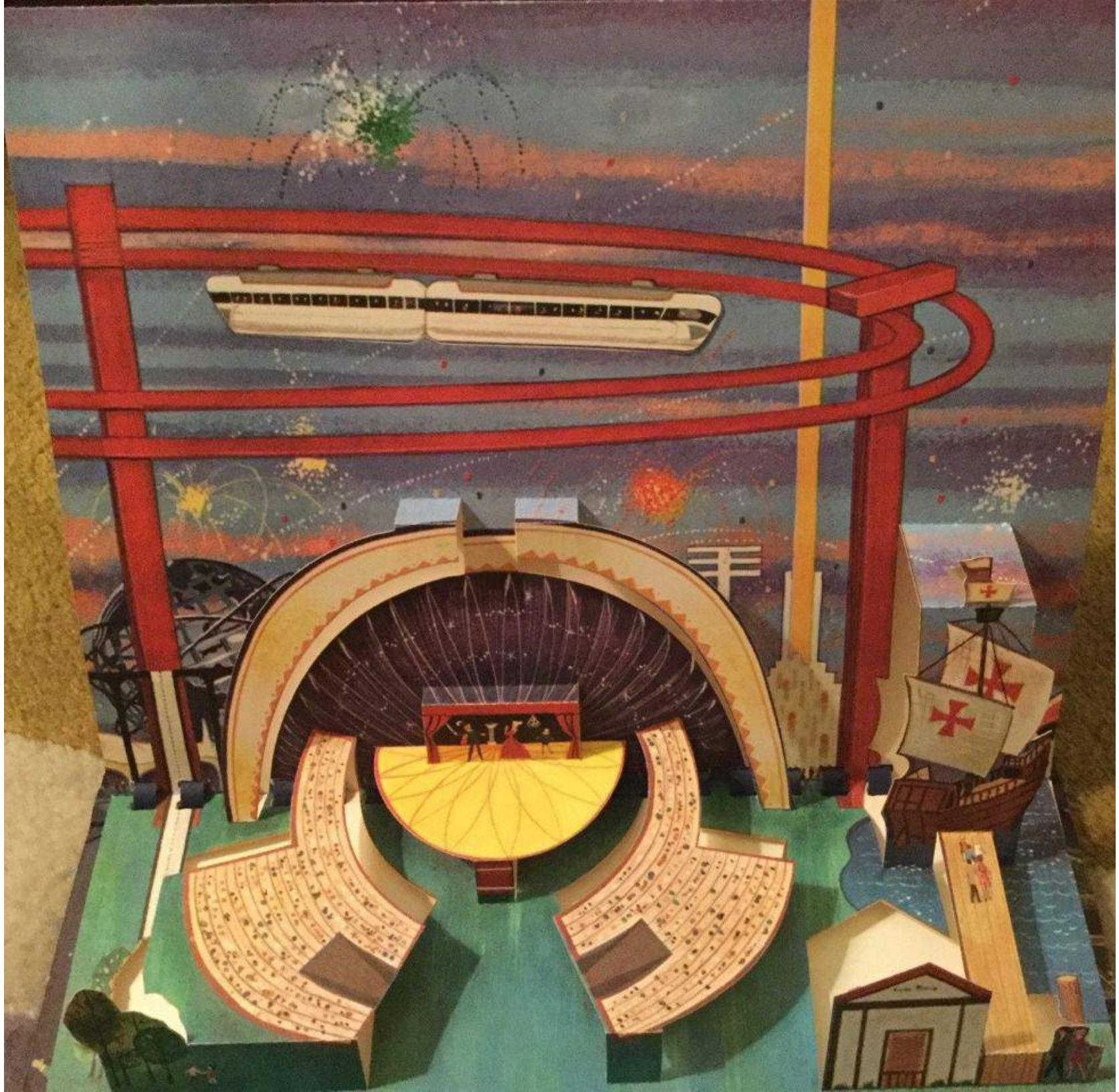


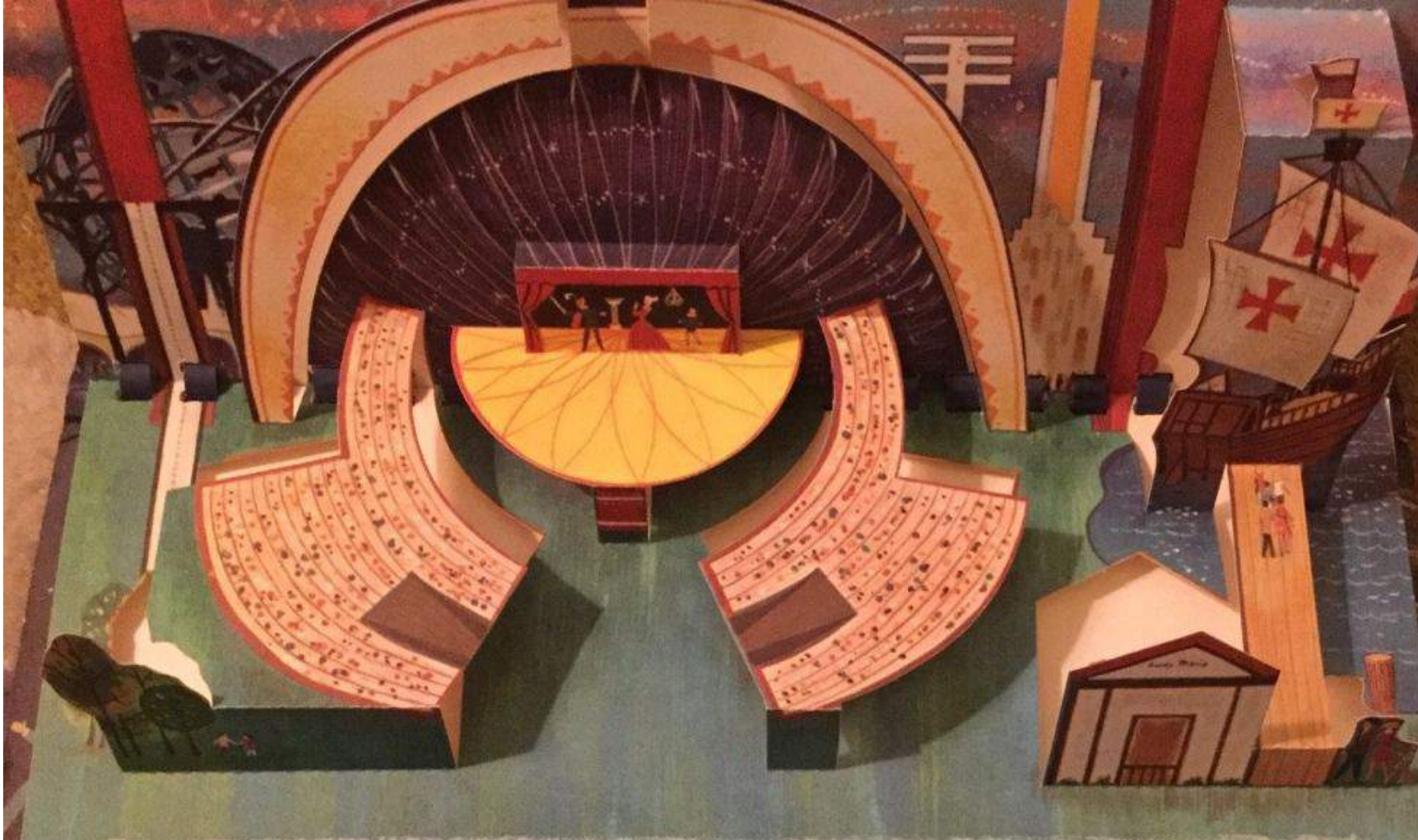
The twins loved the Swiss Sky ride!
“Look,” said Mother, “we’re over
South America. And there’s Aus-
tralia, and Japan, and Africa!”

“Let’s go to Africa!” cried Peter. So,
on landing, Siere Leone was their
first stop. The African Coast native
dancing seemed strange to the twins.
The music, too, was odd but exciting.
Peter wished he had an African mask
to wear to school, but Wendy said
masks weren’t worn to school any-
where. Even in Africa! “But I could
wear bracelets like the dancers
wear,” she said.

The twins almost forgot masks
and bracelets when Father suggested a
visit to the Amusement Area. “Aren’t
you tired?” asked Mother. “Not yet!”
they said.







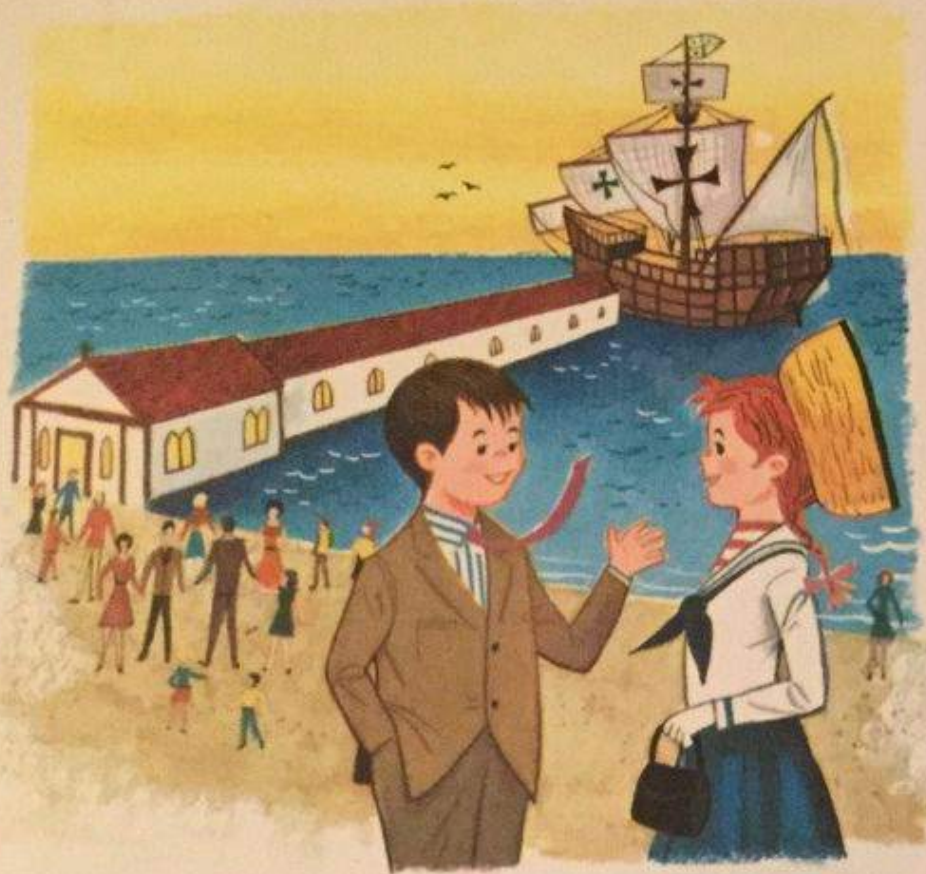
"It's an 'Amusement Area' all right," Peter said with a *sigh* of pleasure. "I've never had so much fun any place!" First they had gone to the Continental Circus.

It had been as full of clowns, and animals as the twins could possibly wish. They'd have liked to stay forever, but Mother wanted to take them to the Amphitheatre. What an enormous place it was! "It must hold a million, trillion people," Wendy thought. But she soon forgot the people and the place when the huge

stage revolved and suddenly she was watching a water ballet. "People just can't swim that well," she whispered to Peter, "they must be mermaids." "Or mermen," Peter whispered back. And that gave them both the giggles.

What will we see next time the stage revolves," Mother said. And the twins wondered, too. But Father very sensibly reminded them that they'd be coming to the Fair again.

"Let's save something for next time!" he said. And the twins decided they could wait.



“Just imagine discovering America in that little boat!” Wendy and Peter had just made a tour of an exact replica of Columbus’ ship, the Santa Maria. Father explained that even the wood of which the ship was built had come from the Pyrenees, just as it had for the original Santa Maria. In the hold, they had even seen a tableau of shipboard life as it was 500 years ago. “Wish *I’d* been there then,” said Peter.

The twins had a great view of the whole Amusement Area, during their ride on the exciting Monorail. From 40 feet up, they saw the huts of the Hawaiian Village, the Texas Pavilion and many others. Of course they wanted to visit each one!



“Can porpoises really talk?” asked Wendy, as the family watched those amazing and amusing creatures at the Florida Pavilion. “They certainly talk to each other,” Father answered. “And Scientists have heard them say words that sound like English. It may be proved that their brains are as well developed as ours.”

“If they did nothing but smile, I’d love them just the same,” said Mother. The Twins agreed! “Now let’s develop our own brains a bit,” suggested Father, and led them away to tour the Industrial area.





It began to get dark as the twins and their parents entered the Industrial area. Peter made them all stop while he gazed up at the Kodak Pavilion. "Just think of taking pictures that big!" he said. "They're color prints," his father told him, "about 30 by 36 feet. Probably the biggest enlargements ever made."

The Electric Power and Light Pavilion was like a huge church to Wendy. Peter thought it was more like a castle, all made of light.

The whole family was thrilled by the Fountain of the Planets. For twenty minutes they stood and watched the extravaganza of fire, light, sound and fireworks. "Better than 4th of July!" Wendy declared. But there was still another treat waiting for them – a very special movie in the Johnson's Wax Pavilion.

"Inside the shining gold disk," said Mother "is a theatre that holds 600 people. The movie is all about people. People being born, people



It began to get dark as the twins and their parents entered the Industrial area. Peter made them all stop while he gazed up at the Kodak Pavilion. "Just think of taking pictures that big!" he said. "They're color prints," his father told him, "about 30 by 36 feet. Probably the biggest enlargements ever made."

The Electric Power and Light Pavilion was like a huge church to Wendy. Peter thought it was more like a castle, all made of light. Mother said she was sure the whole thing was a piece of magic. She was rather disappointed when Father explained that the effect was created by billion candlepower searchlights. "I'd rather believe it was magic!" Mother said.

The whole family was thrilled by the Fountain of the Planets. For twenty minutes they stood and watched the extravaganza of fire, light, sound and fireworks. "Better than 4th of July!" Wendy declared. But there was still another treat waiting for them – a very special movie in the Johnson's Wax Pavilion.

"Inside the shining gold disk," said Mother, "is a theatre that holds 600 people. The movie is all about people. People being born, growing up, learning and working." "People like us?" asked Wendy. "People everywhere," Mother said. "And to know people everywhere, and to know how they live, should help us understand why a United World is the best possible kind of World!"



"This has been the best day of my life," said Peter, on the boat ride back to New York. "Mine, too," Wendy agreed, and yawned so widely that tears came. "Goodbye, World's Fair. We'll be back!"





THE OFFICIAL
1964-1965 • NEW YORK
WORLD'S FAIR
POP-UP BOOK

