

# FREEDOMLAND

OFFICIAL GUIDE

TO MORE THAN 200 EXHIBITS AND 40 FABULOUS RIDES

COMPLETE WITH MAPS





**GREETINGS:**

I wish to take this opportunity to extend to you a hearty welcome to New York City and the world's largest entertainment center—FREEDOMLAND. We New Yorkers are justly proud of this wonderful fun area with its authentic replicas of Americana, and its hundreds of shows, exhibits, and rides.

FREEDOMLAND is truly the family's answer for a place to go for wholesome entertainment. Visitors from every one of our fifty states, and every member country of the United Nations have come to FREEDOMLAND for the enjoyment it offers so lavishly.

Cordially,

**ROBERT F. WAGNER**

Mayor



**GREETINGS:**

No trip to New York City is complete unless it includes a tour of the exciting panorama of America provided by FREEDOMLAND. It is family entertainment at its best, as each guest relives the many action-filled eras of American history, which are re-created in the wonderful world of FREEDOMLAND.

We in the Borough of The Bronx take pride in the fact that this show place of fun and laughter chose The Bronx as the home for its authentic replicas of The American Scene. We thank you for visiting us and we hope you will tell your neighbors of the unique entertainment which is provided for young and old alike at FREEDOMLAND. May you return soon.

Sincerely,

**JOSEPH F. PERICONI**

Borough President



## LITTLE OLD NEW YORK

This is New York – gateway to Freedomland! Re-created as it was nearly 100 years ago (when it was the gateway to America for millions) it still packs all the fun and excitement of the Big Town.

There are so many fascinating things to see and do in New York that it is almost impossible to name them all.

But see for yourself, as you board an old-fashioned horse-drawn trolley and ride gaily around the city's quaint old streets, past dozens of charming buildings and friendly shops.

You'll see New York's fleet of 40 horseless carriages, authentic models of 1909 Cadillacs ready for a run – with you at the wheel – through Freedomland's "New England." They're real gasoline buggies, with old-time Klaxon horns that really let



*"Gateway to Freedomland..."*



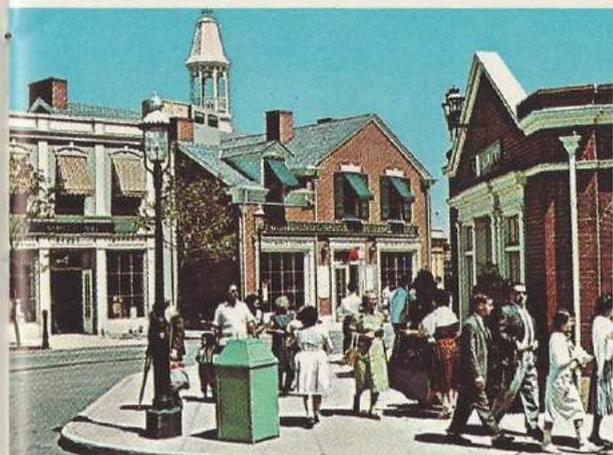
*"The historic New York waterfront beckons you."*



*"Ride gaily around the city's quaint old streets."*

other drivers know you're coming. The entire family can go right along with you as you motor over a half-mile of rolling countryside. The highway patrol is no problem here: a special governor keeps your Caddy at a safe and comfortable speed.

And the historic New York waterfront beckons you to board one of Freedomland's tugboats for a cruise around the world's greatest harbor and on into the Great Lakes. Your voyage will take you past the glow of the Chicago fire to the sounds of fun



*"Pass dozens of charming buildings and friendly shops."*



*"... horseless carriages ready to run with you at the wheel."*

and laughter at the dazzling new State Fair Midway just outside the Windy City.

You'll want to stop, too, at the Old Apothecary Shop, where New Yorkers used to come for patent medicines and cure-alls; the ice cream parlor with its bright decorations and nostalgic atmosphere; the brewery operated by bearded gnomes; the department store, the tea-shoppe, the grape-juice bar.

All these – and many more – make New York a great place to visit. If you need assistance in getting around, just drop in at the old police station, where Freedomland's finest will be glad to help. For greater convenience, a stroller is available for your little ones, or a locker in which to store your belongings as you start on your fantastic Freedomland adventure.



# OLD CHICAGO

When Mrs. O'Leary's cow kicked over a lantern in a Chicago barn one night in 1871, it started a fire big enough to destroy the entire city.

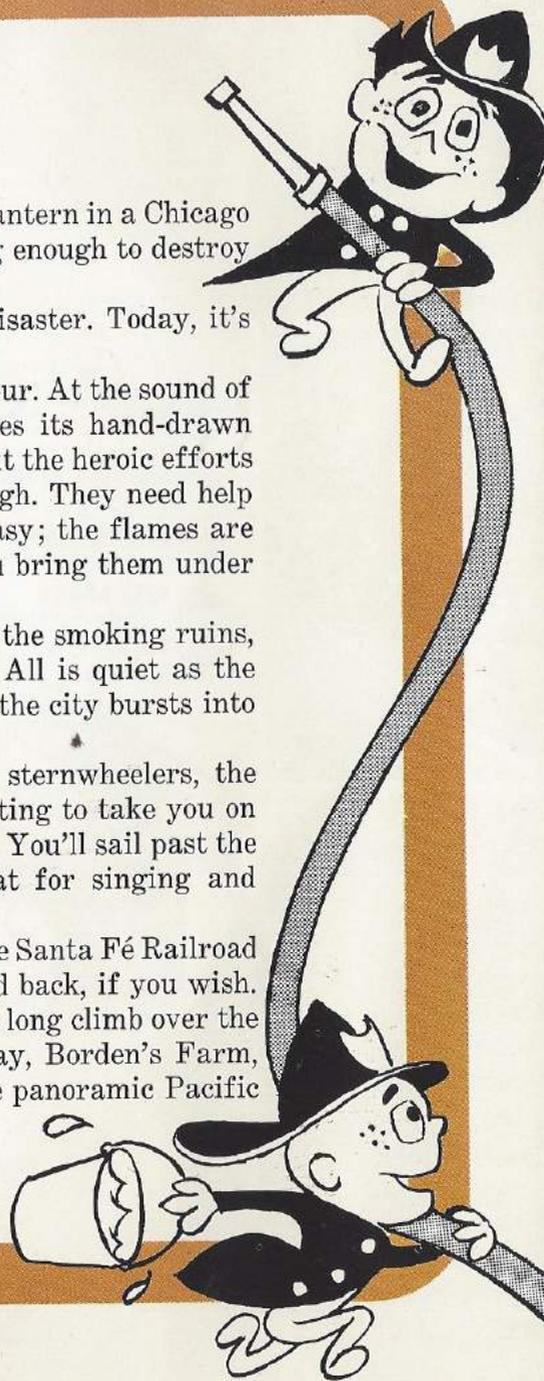
In 1871, the great Chicago fire was a disaster. Today, it's spectacular entertainment!

At Freedomland, Chicago burns every hour. At the sound of the alarm, the local fire department races its hand-drawn engine to the scene of the conflagration. But the heroic efforts of these fearless fire-fighters are not enough. They need help at the hand-pumps – *your* help. It isn't easy; the flames are furious. But gradually – and safely – you bring them under control.

When the fire is out at last, you survey the smoking ruins, proud of your part in battling the blaze. All is quiet as the engine returns to the fire-house, until . . . the city bursts into spectacular flame once again!

In Chicago also, two 110-foot old-time sternwheelers, the "American" and the "Canadian," are waiting to take you on a gay, fun-filled cruise of the Great Lakes. You'll sail past the smoldering city, with music on each boat for singing and dancing all the way.

After a tour of Chicago, you can board the Santa Fé Railroad for a fabulous trip to San Francisco – and back, if you wish. As the "Iron Horse" picks up speed for the long climb over the Rockies, you'll pass the State Fair Midway, Borden's Farm, and Fort Cavalry. Once over the crest, the panoramic Pacific Coast comes into view.



"The great Chicago fire . . .



...spectacular entertainment."

# STATE FAIR MIDWAY

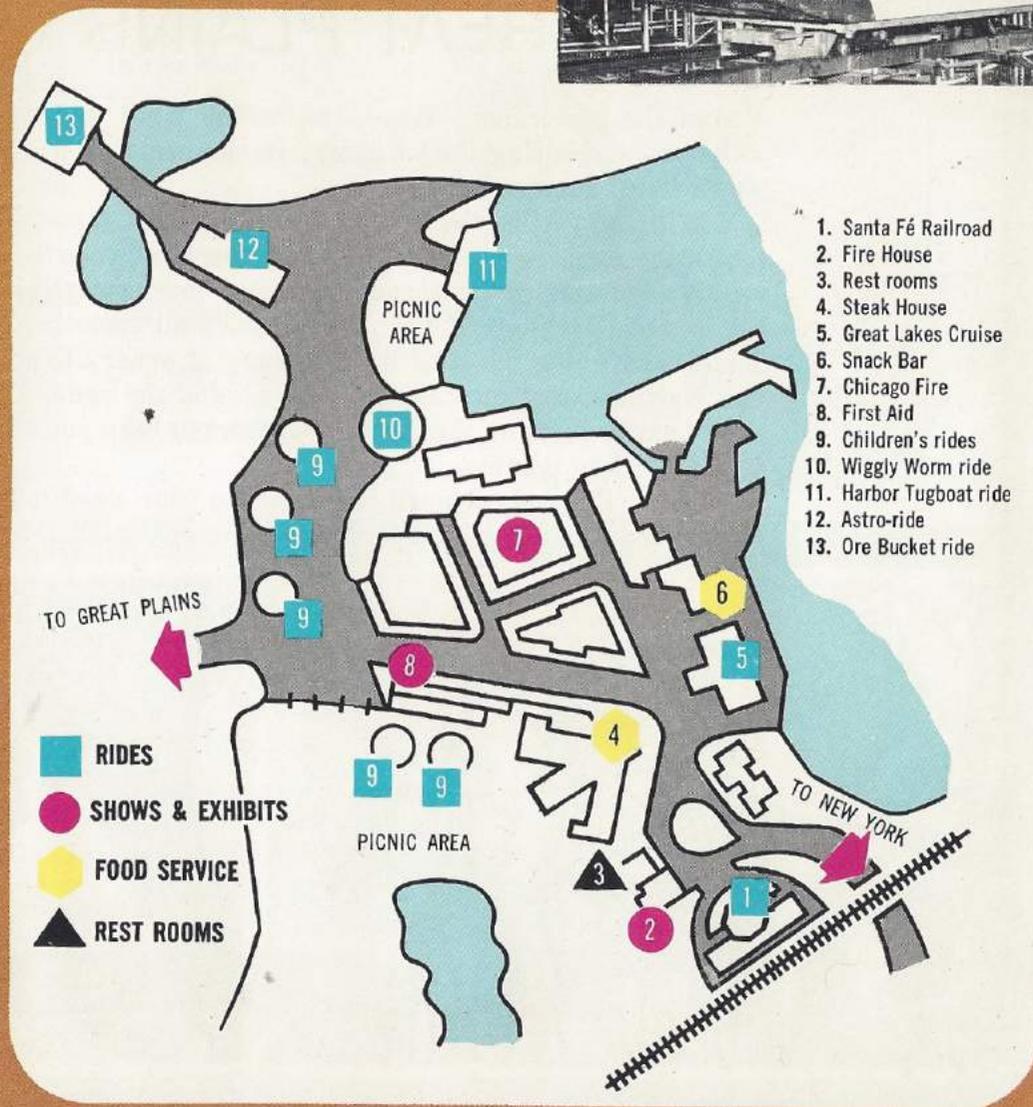
Just outside Chicago is the colorful State Fair Midway — Freedomland's latest fun-filled feature. The entire area echoes with laughter — your laughter. There's the exciting Astro-ride, that gives you a taste of outer space as you roll madly along the twisting tracks; the Wiggly Worm that curls its way around and around; any many other wonderful rides. The Midway also has a brand new dock for the Harbor Tugboats that chug merrily through the Great Lakes to Little Old New York. They'll take you past the rubble that once was Old Chicago, and on a tour of the world's busiest harbor. And there's a new loading tower on the Midway for the thrilling Tucson Mining Company's Ore Bucket ride to the Old Southwest.

If you've brought food along, or picked up a convenient box lunch at the park, relax in the peaceful picnic areas on the shores of the Great Lakes, or just outside the Midway.



*"A fun-filled cruise of the Great Lakes ... with music all the way."*

*"Astro-ride ... a taste of outer space."*

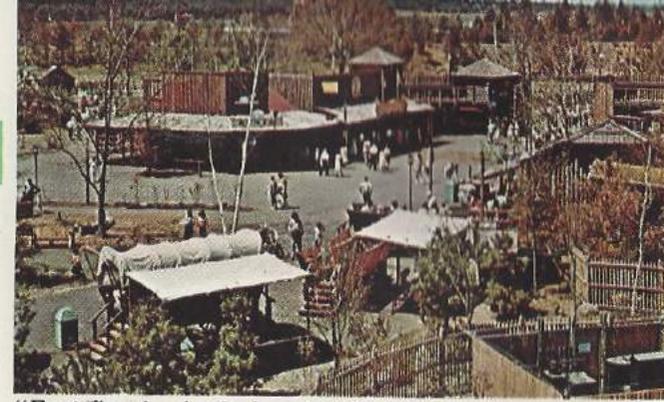


# THE GREAT PLAINS

Man the barricades! There's no telling what will happen while you're visiting Fort Cavalry in the heart of Freedomland's Great Plains.

You'll find thrills galore as you ford streams, and thunder across the Rockies on a swaying stagecoach which will carry you on a winding course through the area once explored by the Lewis and Clark expedition. But, it isn't all smooth riding. Somewhere along the trail lurks a gang of ornery bandits — just waiting for your stage to come around the bend. Unless you're extra quick on the draw, it's smart to keep your hands high and avoid trouble.

This is wild land, so you'd best sharpen your shootin' eye — just in case you get caught in one of the many gunfights that



*"Fort Cavalry in the heart of Freedomland's Great Plains."*



*"Thrills galore as you ford streams, and thunder across the Rockies..."*



*"At the Chuck Wagon... a hearty cowpunchers' snack."*

occur throughout the day at Fort Cavalry. Take aim at still or moving targets at the Cavalry Rifles shooting gallery. Squeeze off a few rounds and you'll be ready for everything that happens on the Great Plains frontier.

Before resuming your tour of Freedomland, stop in at the authentic Frontier Trading Post, where you'll find an appealing array of valuable souvenirs. And you may want to stop at the Chuck Wagon to sample a hearty cowpuncher's snack.

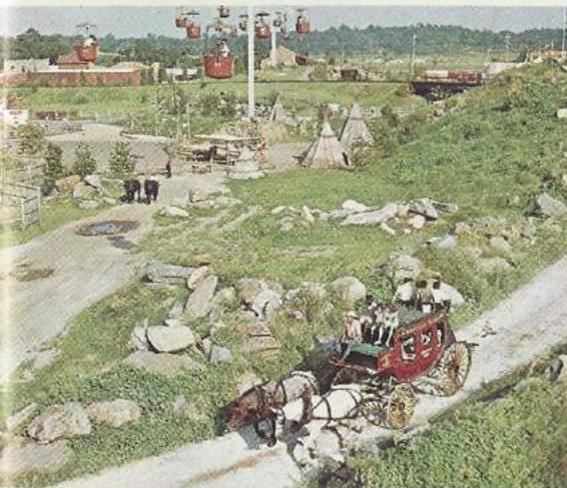
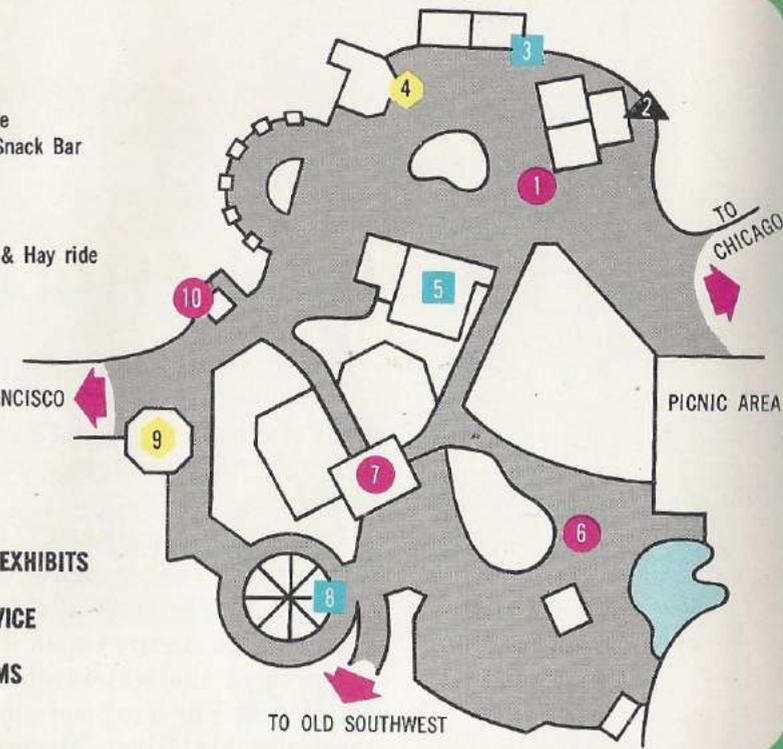
After the excitement of Fort Cavalry, the peaceful Borden's Farm is a welcome change of pace. It's a real Great Plains farm — with barns and live animals, a windmill, a silo, corncrubs, and haystacks. Look and listen for the ducks on the pond, the hens and chicks in the poultry house, the sheep, and the pigs.

In the glistening white barn lives Elsie — the most famous cow in the world — with her beautiful twin calves. Surely they have the most unusual home a cow family ever had — a full-sized *boudoir* decorated magnificently with the finest of fabrics.

Also on Borden's Farm is the Mule-Go-Round, powered by real live Western mules. After a trip on this remarkable merry-go-round, and on Old MacDonald's country-style hay ride, you'll be able to refresh yourself with a snack at the nearby milk bar.

1. Fort Cavalry
2. Rest rooms
3. Stagecoach ride
4. Chuck Wagon Snack Bar
5. Cavalry Rifles
6. Borden's Farm
7. Borden's Barn
8. Mule-go-Round & Hay ride
9. Milk Bar
10. Trout Fishing

- RIDES
- SHOWS & EXHIBITS
- FOOD SERVICE
- ▲ REST ROOMS



*"Somewhere along the trail lurks a gang of ornery bandits."*



*"One of the many gunfights that occur throughout the day."*



*"In the glistening white barn lives Elsie — the most famous cow in the world."*

# SAN FRANCISCO

At Freedomland, the city they call "The Paris of the Pacific" is still a boom town with all the raw vigor and glittering excitement of the old Barbary Coast. It's the rip-roaring city of 1906, living life to the hilt, unaware of the terrible tragedy that lies ahead.

Inside San Francisco's Earthquake ride, you'll get a fantastic preview of the dreadful disaster. From a safe distance, you will see houses split apart and burst into flame, sidewalks buckle, huge fissures open in the streets.

North of the waterfront – the thrilling adventure of the Northwest Fur Trapper's ride awaits you. Ride a bullboat up the Columbia River, through a land infested by dangerous animals and warlike natives. Be careful – or you'll be caught in the crossfire of an Indian ambush. It takes courage and daring, but you'll come through the trip unscathed. And when you dock safely at San Francisco, you'll agree it was the thrill of a lifetime.

Relax, then, at the Oriental Bazaar in Chinatown, where you can buy gifts from the exotic East, and dine at the Chinese Restaurant.

There's also the local terminal of the Santa Fé Railroad which will take you quickly across the continent to Chicago – or round trip back to the Golden Gate.



*"The Santa Fé Railroad will take you quickly across the continent."*



*"The thrilling adventure of the Northwest Fur Trapper's ride ... takes courage and daring."*



*"Relax in the Oriental atmosphere of Chinatown."*



*"Every night the spectacle of the Dancing Waters."*

# HOLLYWOOD ARENA

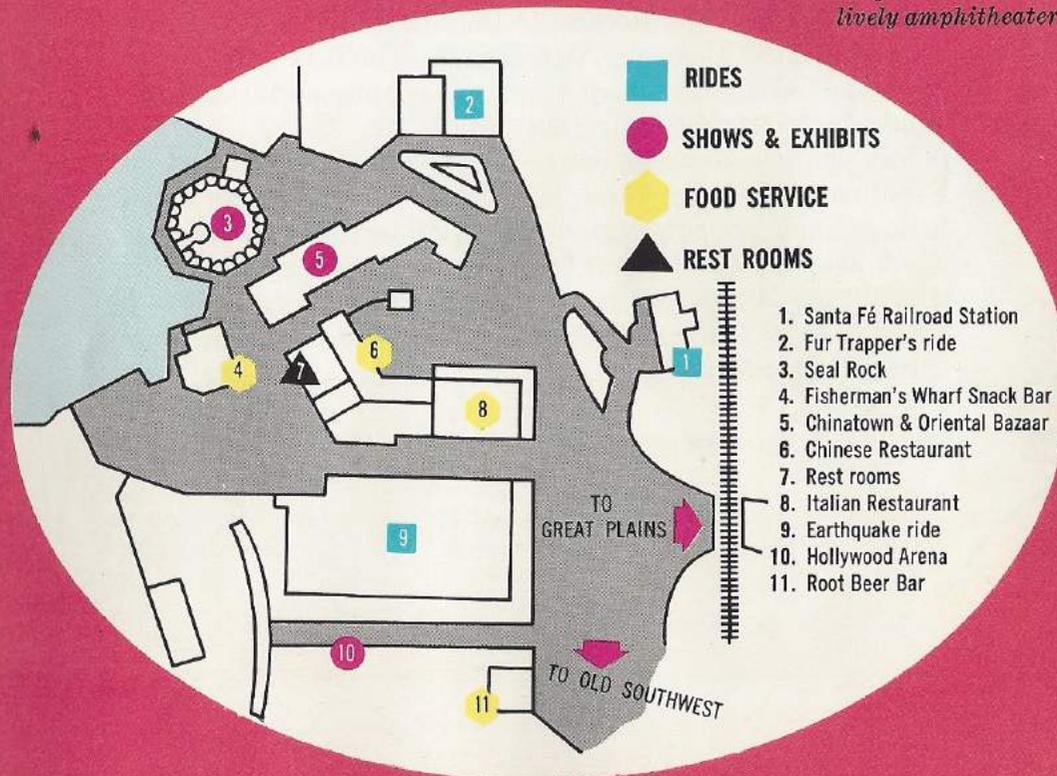
Day or night, Freedomland's Hollywood Arena is a storehouse of startling and spectacular surprises.

There are always sensational circus acts in this lively amphitheater: from week to week you may see lady lion tamers, dancing elephants, colorful clowns, death-defying dare-devils, aerial acts, amazing acrobats, thrilling trick-car exhibitions, or one of a dozen other Big Top specialties. You'll also see some of your favorite TV personalities — like Sonny Fox, Joe Bolton, Claude Kirschner, or Fred Scott — performing in a variety of engaging entertainments.

Every night, the Hollywood Arena features the spectacle of the Dancing Waters. A fabulous array of fountains, brilliantly lit by every color in the spectrum, soar upward in time to music. The fluid rhythms, the changing shapes, the kaleidoscopic colors, surely provide one of the most unusual attractions in the park.



*"... always sensational circus acts in this lively amphitheater."*



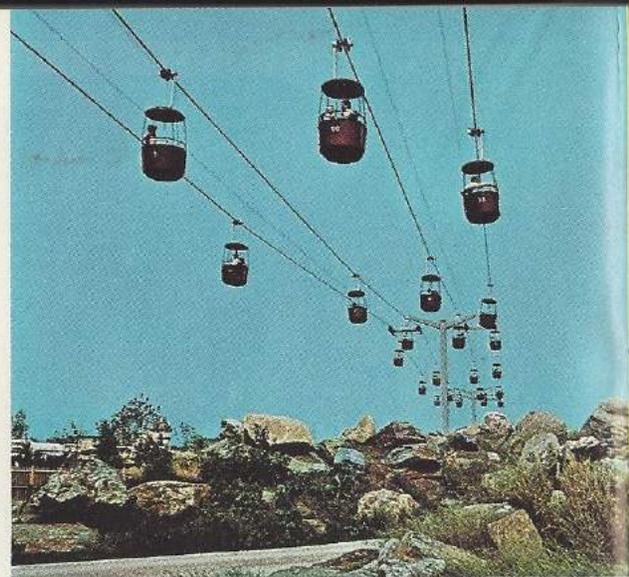


## THE OLD SOUTHWEST

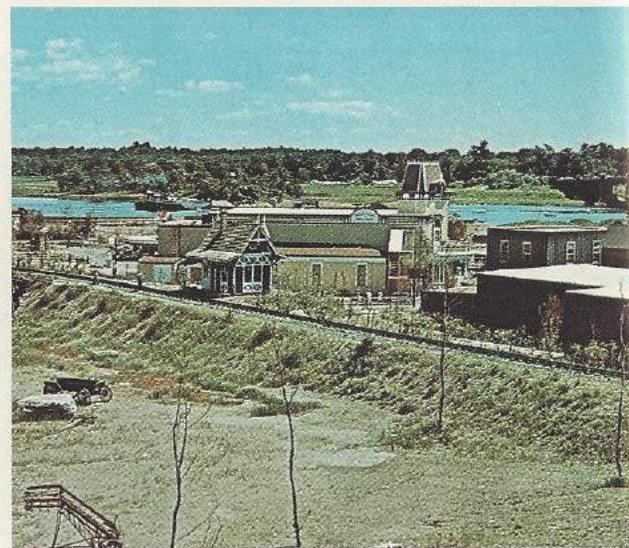
Take three of America's most ornery and dangerous towns, put them together, and you've got Freedomland's Old Southwest – a wild and woolly place where trouble is a way of life. The Old Southwest is Tucson, Tombstone, and old Santa Fé rolled into one – with three times the fun and three times the thrills.

Soar high over the Rockies to the State Fair Midway in a Tucson Mining Company Ore Bucket. You'll be able to see Freedomland almost "coast to coast" as your aerial cablecar climbs high over the dangerous peaks.

You can ride a sturdy burro over the Southwest desert on Freedomland's Burro Trail. It's a rough trip, but these tough little animals are sure-footed, and you'll be perfectly safe. Or climb aboard a mine train for a fantastic underground ride through the Mine Caverns – a strange and exciting visit to a world of giant bats and beetles, bubbling lava pits, and spine-chilling cave monsters.



*"Over the Rockies . . . in a Tucson Mining Company ore bucket."*

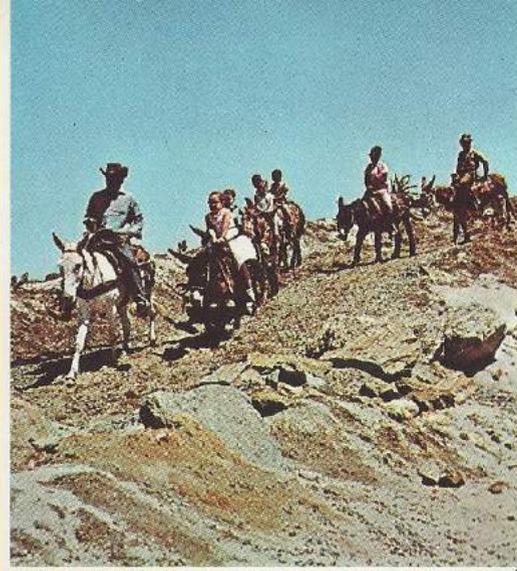


*"Tucson, Tombstone, and old Santa Fé rolled into one."*

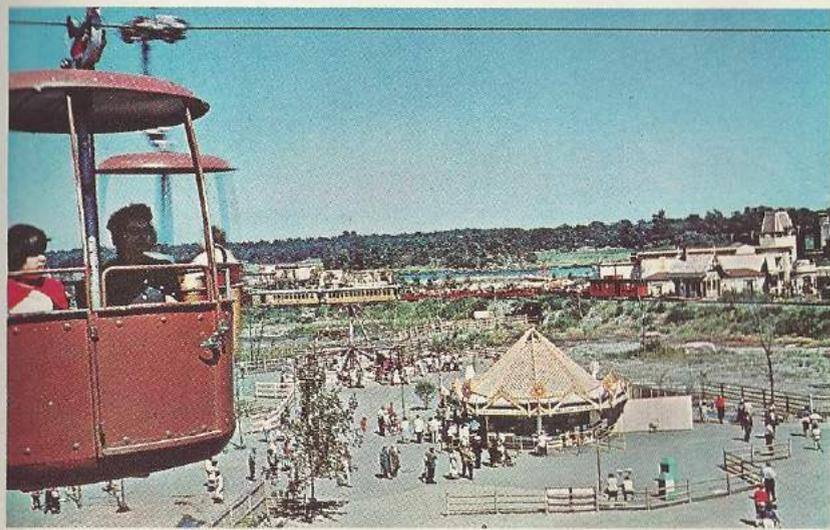
Nearby is Casa Loca – the Crazy House – where everything is topsy-turvy. Don't be surprised at anything you see. Here water runs uphill, entire rooms turn upside down, and other weird events take place in obedience to strange magnetic forces.

Just across the street, there's always a show going on at the Music Hall—the Old Southwest's biggest entertainment palace. You'll see silent films with all the great stars of the past and there'll be music, too – the kind of entertainment only Freedomland's wild west can provide.

Santa Fé is the capital of New Mexico: in addition to a snack stand, you'll find a "South of the Border" atmosphere – a real Mexican market place, and a Mexican Restaurant with a charming patio. Enjoy an exotic meal, then shop for a reminder of your visit at the Western Trading Post.



*"Ride a sturdy burro over the Southwest desert."*



*"You'll be able to see almost 'coast to coast'."*



1. Burro Trail
2. Tucson Mining Company (Ore Buckets)
3. Mexican Market Place
4. Mine Caverns
5. Mexican Restaurant
6. Music Hall
7. Casa Loca
8. Rest rooms
9. Snack Bar

## NEW ORLEANS: MARDI GRAS

It's Mardi Gras in New Orleans – the gayest, maddest time of year in this gayest and maddest of all American cities. The spirit of revelry is abroad and carnival is king.

Round and round you'll go on the brightly colored horses of the King Rex Carrousel; or, inside the giant Spin-a-Top, you'll whirl wildly on a spinning table in full view of happy throngs who admire and envy your daring.

You'll want to test the depths of the Crystal Maze, the world's first glass-walled house of mirrors, a glittering labyrinth designed to confound the curious. You'll also want to test your shooting skill on the tantalizing moving targets at the Pirate Gun Gallery.

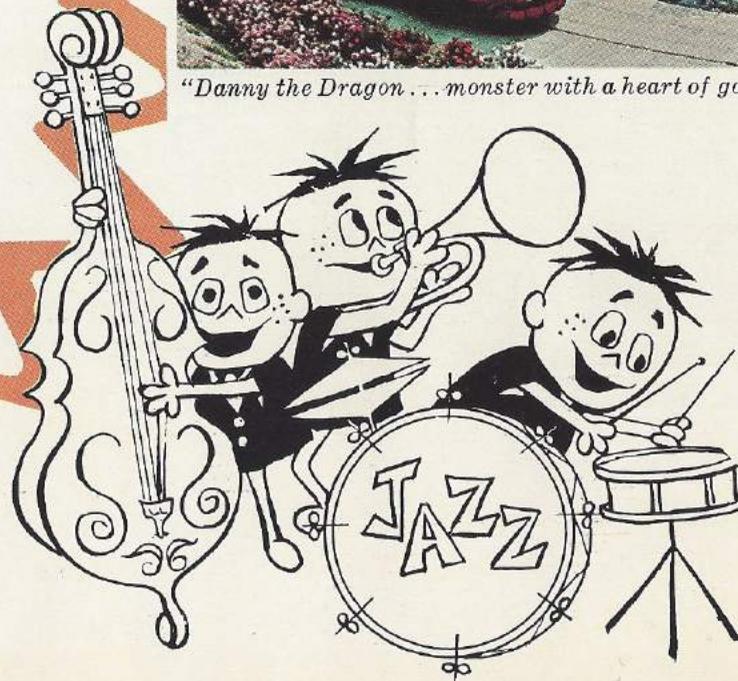
And you musn't miss Danny the Dragon – the 74-foot-long monster with a heart of gold – who takes youngsters of all ages on a ride through a world of wonders. All your favorite story-



*"Spin in a top . . . on a whirling table."*



*"Danny the Dragon . . . monster with a heart of gold."*



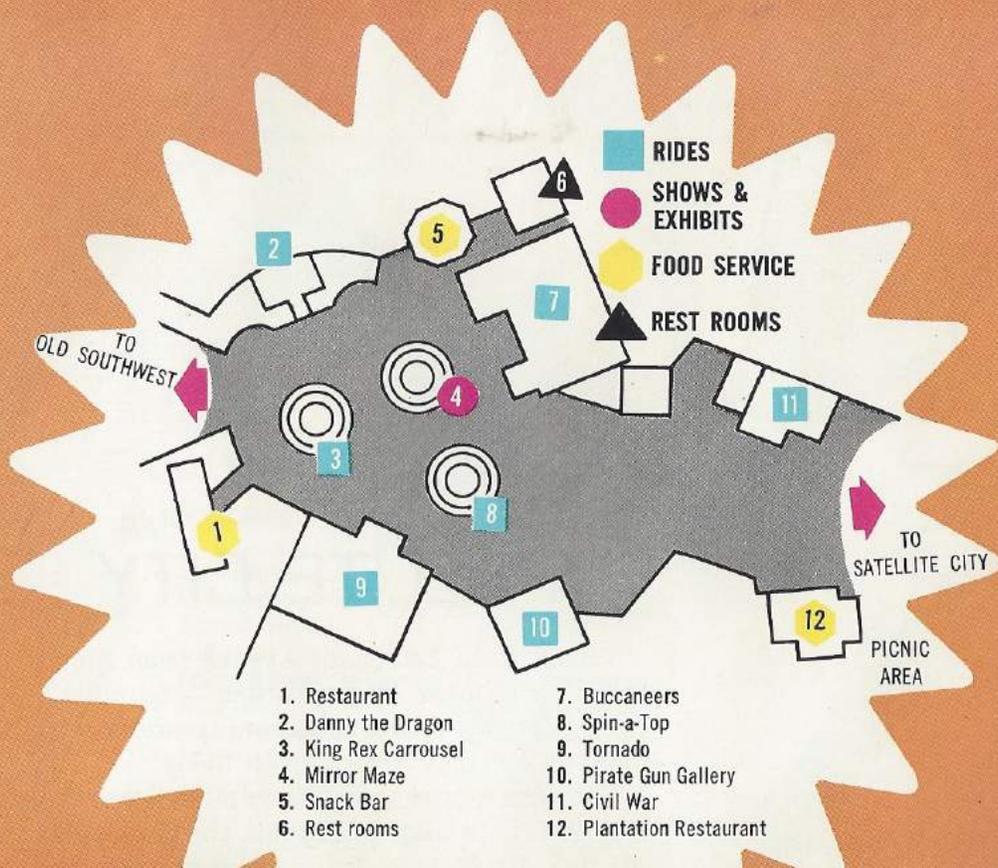
book characters will live again along the way as Danny carries you through glorious gardens.

Ride the Buccaneers' longboat through scenes from the age of Jean Lafitte, New Orleans' pirate king. You'll witness a pirate trial and find yourself caught between two battling frigates.

But watch out! There's a real Louisiana twister heading this way at Freedomland's Tornado ride. You'll see the whirling black cone appear, bearing down on you. Suddenly you'll be snatched up in the howling eye of the storm as the wreckage of the entire countryside revolves dizzily around you.

Afterward, you can board a correspondents' wagon for a tour of Civil War battlefields – even as the battles still rage. You'll see scenes from the great conflict that divided the nation a hundred years ago. The wagons will pass a blockhouse, a derailed train, a tent camp, and burning houses. Then – trouble! You're trapped by cannon cross-fire! But you'll be safe: the soldiers have recognized the white flag that identifies you as a war-time reporter. You'll cross a pontoon bridge, and pass the courthouse at Appomattox where General Lee and General Grant brought the war to an end.

And for the hungry traveler, New Orleans is still the home of succulent Southern cooking. There are two restaurants here to serve you the finest of traditional dishes.



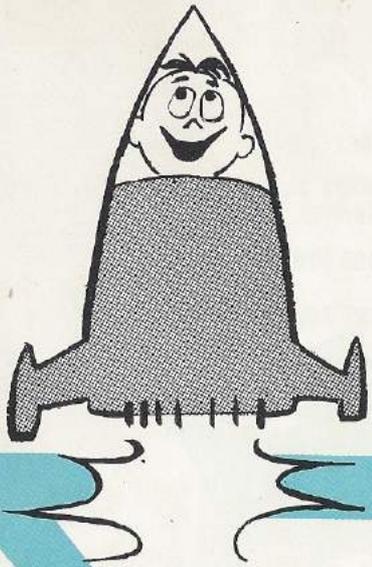
*"Board a correspondents' wagon for a tour of Civil War battlefields."*



*"Pass the courthouse at Appomattox."*



*"The home of succulent Southern cooking."*



## SATELLITE CITY

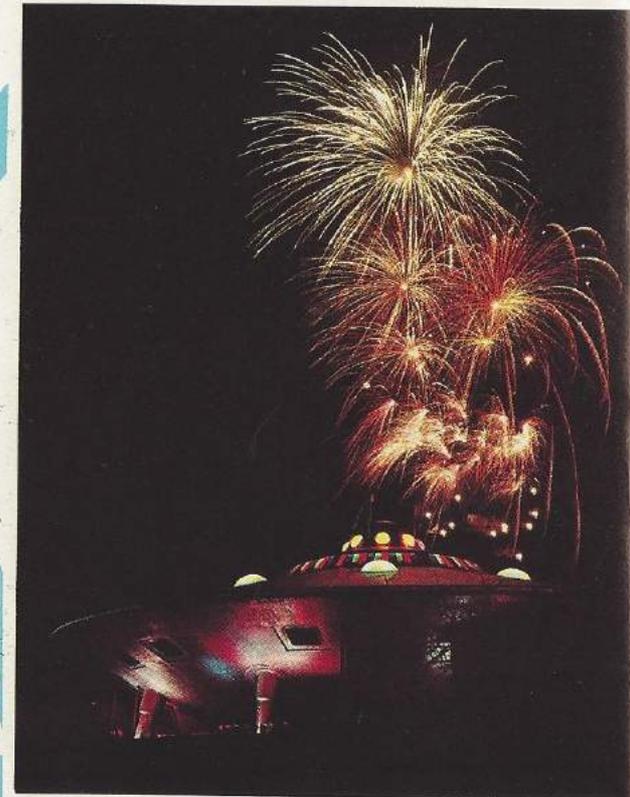
Stroll down Astronaut Avenue from America's past into an exciting glimpse of the future – Satellite City. This is the world of space travel and atomic power – and many other wonders we can only dream about today.

You can drive a smart, streamlined sports car over the twisting Satellite City Turnpike, the cloverleaf highway of the future. You'll have full control of your vehicle as you glide around sharp curves and over challenging hills. It's tomorrow's road, driven by tomorrow's motorists, in tomorrow's cars.

All the tense excitement of Cape Canaveral will grip you at the Blast-off Bunker – an authentic reproduction of the block-house at America's missile test center. You'll watch expert technicians and scientists prepare the space capsule for the



*"All the tense excitement of Cape Canaveral."*



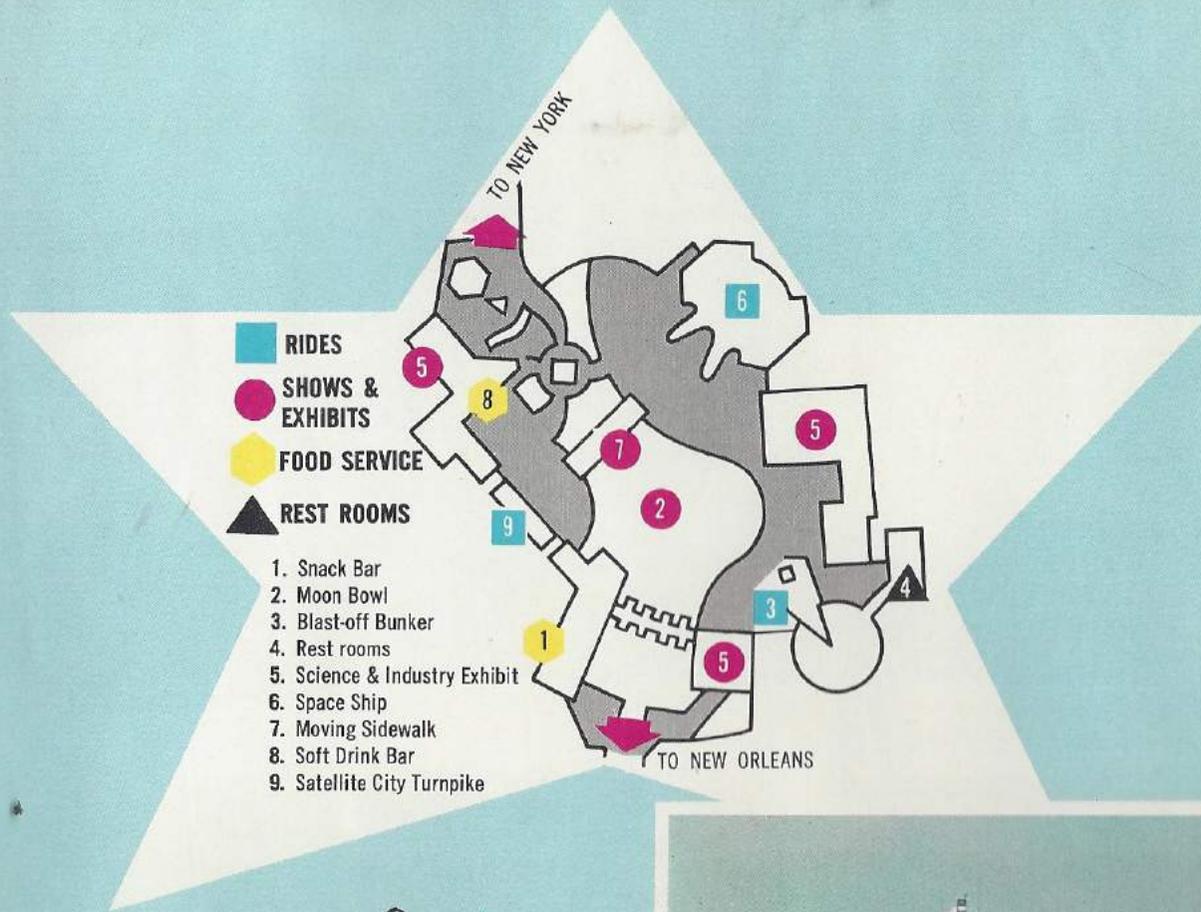
*A dazzling display of fireworks high over the Space Ship.*

attempt to orbit an astronaut around the earth. As the count-down nears zero, you'll move to an observation bay where you'll see the magnificent missile poised on the launching pad.

Suddenly, the engines are ignited, the missile lifts slowly, gracefully off the pad and thunders toward outer space. You'll follow the rocket's course on a tracking screen inside the block-house. And, you'll be right on the scene when Navy ships recover the capsule and its heroic passenger.

For a musical experience you'll never forget, step into the Space Ship, a remarkable sound chamber from which famous disc-jockeys will be broadcasting your favorite music to thousands of radio listeners.

You'll also want to see the many special exhibits on modern science and industry in Satellite City. They'll give you a chance to find out what the future holds in store. For the weary space traveler, there's a Moving Sidewalk which takes you without effort across the Moon Bowl dance floor. And there's a snack stand and spaceport refreshment center in Satellite City that are really out of this world.



*"Stroll down Astronaut Avenue . . . an exciting glimpse of the future."*

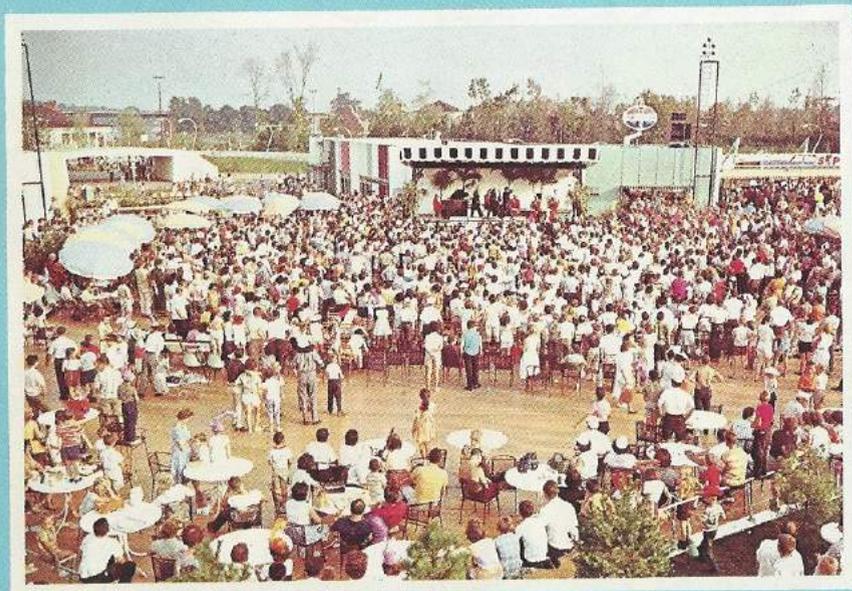


*"For the weary space traveler, a Moving Sidewalk."*

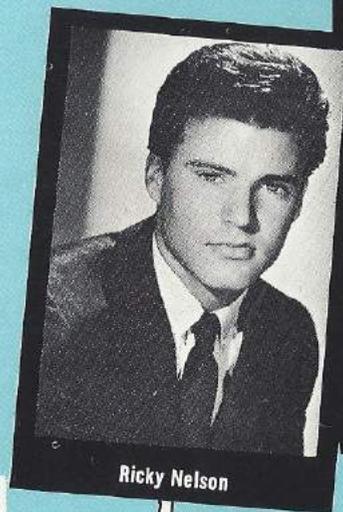
# MOON BOWL

Satellite City is the home of Freedomland's glamorous Moon Bowl — where glittering stars from the entertainment world always have a great show ready for your enjoyment. You'll see and hear performers like singer Paul Anka, the Count Basie orchestra, TV star Dick Clark, the Eberly Brothers, the Benny Goodman and Harry James orchestras; singers Brenda Lee, the Lennon Sisters, Ricky Nelson and Bobby Rydel; comedians Toodie and Muldoon, bandleader Xavier Cugat and singer Abbe Lane — and many, many more of the greatest names in show business.

And there's a beautiful, 15,000-square-foot outdoor dance floor at the Moon Bowl, where you can dance under the stars to heavenly music every night of the week.



*"Glittering stars . . . always a great show."*



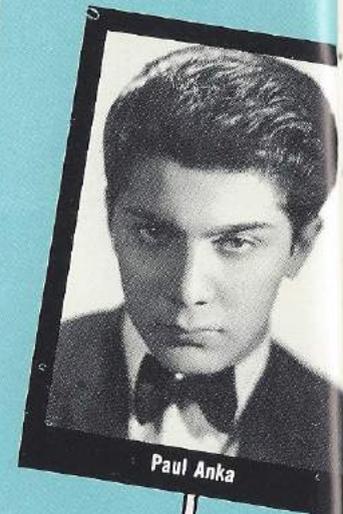
Ricky Nelson



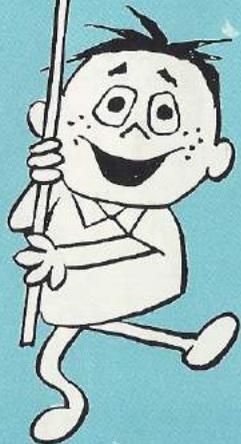
Benny Goodman



The Lennon Sisters



Paul Anka



# SPECIAL EXHIBITS

## LITTLE OLD NEW YORK

**American Oil Company:** Horseless Carriage Ride

**The Bank of New York:** Little Old New York Bank

**The Borden Company:** Ice Cream Parlor

**Continental Casualty Co.:** Insurance Exhibit

**Eastman Kodak Company:** Photography Shop and Exhibit

**Thomas J. Lipton, Inc.:** The Lipton Inn

**R. H. Macy and Co., Inc.:** Macy's Department Store

**The F. & M. Schaefer Brewing Co.:** Little Old New York Brewery

**Schering Corporation:** Old Apothecary Shop and Pharmaceutical Exhibit

**Trunz, Inc.:** Trunz Quality Meats

**The Welch Grape Juice Co., Inc.:** Vineyards, Grape Juice Bar

## OLD CHICAGO

**Hallmark Cards, Inc.:** Communications Center and Party Items Shop

**Atchison, Topeka and Santa Fé Railway Company:** Santa Fé Railway

**Hamilton Watch Co.:** Clocks in All Areas • **The Brass Rail:** Food Service in All Areas

## THE GREAT PLAINS

**American Express Company:** The American Express Overland Tours

**The Borden Company:** Borden's Farm, Elsie and the Twins, Milk Bar

## SAN FRANCISCO

**Chun King Sales, Inc.:** Chun King Shangri-La Restaurant

**A & W Root Beer Co.:** A & W Root Beer Exhibit and Restaurant

## THE OLD SOUTHWEST

**The Frito Company:** Mexican Restaurant

**The Pepsi Cola Metro. Bott. Co., Inc. of N. Y.:** Silent Movie Music Hall and 'Pepsi' Bar

## NEW ORLEANS

**J. D. Jewell, Inc.:** Chicken Plantation Restaurant

## SATELLITE CITY

**American Oil Company:** Satellite City Turnpike and Petroleum Exhibit

**Chrysler Corporation:** History of Heating and Refrigeration

**The Coca Cola Company:** Hospitality Area

**Stephens-Adamson Manufacturing Co.:** Moving Sidewalk

# FREEDOMLAND<sup>®</sup>

This map shows the seven areas into which Freedomland is divided, and the main attractions within each area. For the exact location of exhibits, rides, rest rooms, food facilities, etc., see the detailed area maps throughout this book.

