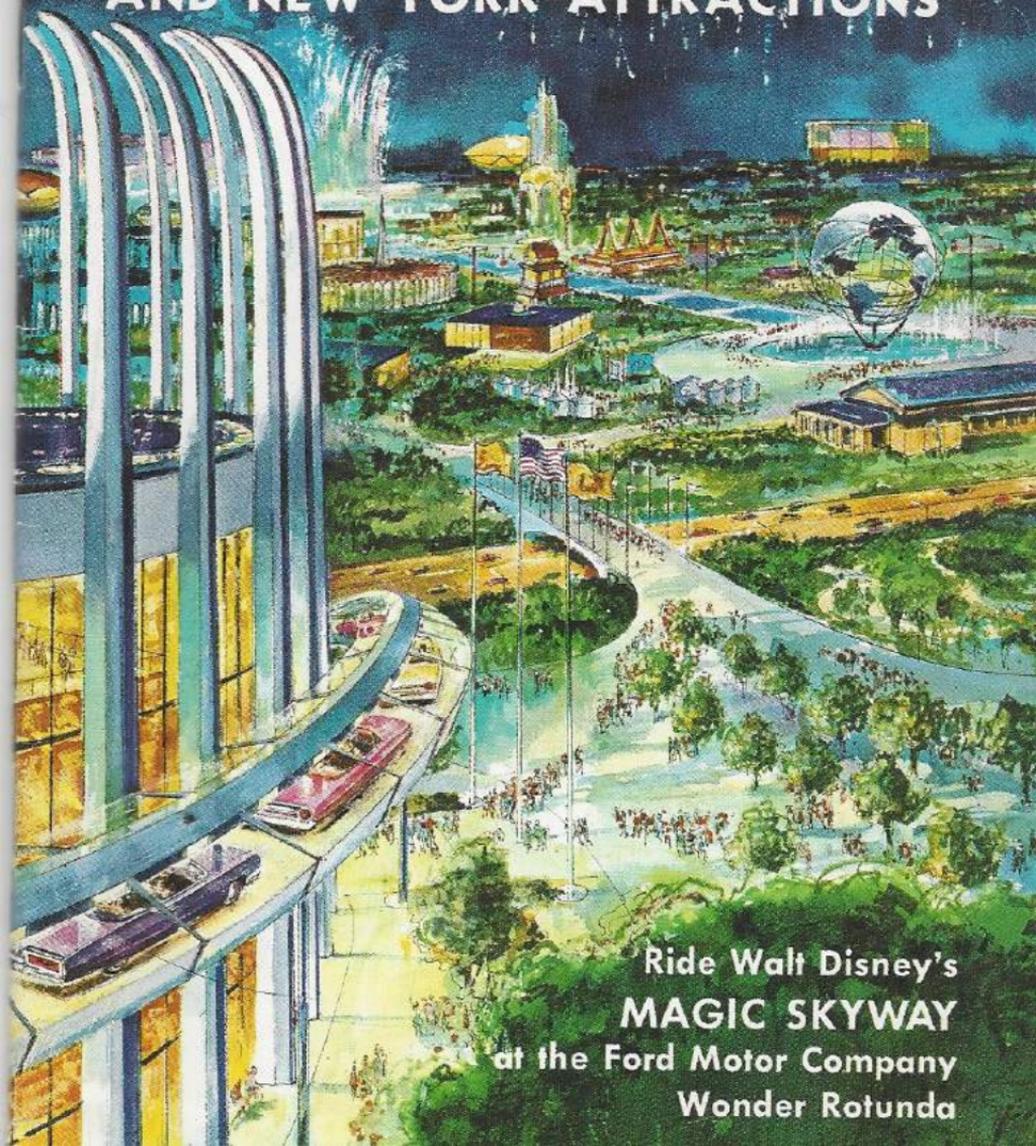


LINCOLN-MERCURY TREASURY OF WORLD'S FAIR AND NEW YORK ATTRACTIONS



Ride Walt Disney's
MAGIC SKYWAY

at the Ford Motor Company
Wonder Rotunda



PHOTO BY ROBERT BORAM

DIMINUTIVE REPRODUCTION above of a Thames-side village in England is one of twelve countries visitors can stroll through in Gulliver-style at the "International Gardens" exhibit at the Ford Wonder Rotunda. Because this unique exhibit helps visitors to understand much of the culture and history of many far-flung lands by providing a realistic, close-up perspective, it also dramatically symbolizes the primary objective of the Fair, stated by its President, Mr. Robert Moses: " 'Peace through understanding' is more than an eloquent slogan. We aim to show that on a shrinking globe in an expanding universe, the continents and people draw closer together and must learn to live in harmony." ■

WORLD'S FAIR and NEW YORK ATTRACTIONS

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Cover painting by Harvey Kidder visualizes the magnificent panorama enjoyed by World's Fair visitors riding the Magic Skyway, a feature of Ford's Wonder Rotunda.

Edited by Publications Office

NEW YORK CITY
AND THE WORLD'S FAIR
—*An Invitation*

BY ROBERT WAGNER, *Mayor of the City of New York*

WELCOME TO our city and the New York World's Fair of 1964. We are delighted to play host to this exciting international event and to have you as our guests.

I'm told that mayors of New York City are traditionally inclined to be boastful. In thinking about this I've come to the conclusion they aren't, really. They only seem to be, because any statement of facts about our city ends up sounding like gross exaggeration.

Here's a case in point. Visitors will find that our metropolitan area extends fifty miles in almost every direction. It occupies portions of three states, contains 15 million citizens, and has about 1,400 local units of government. There is a market for every sort of commercial or cultural enterprise, for every conceivable product or service, and a friendly climate for every art, every form of entertainment, every branch of education.

The international flavor of New York, evident from its founding as a port in 1664, has been enhanced since the last World's Fair by the establishment here of the world capital of peace, the United Nations headquarters. Today on our streets you can see members of virtually every nation on earth, many of them in their national dress. You can sample their foods in our restaurants, their arts in our shops and on our stages, their cultures in our museums.

So in welcoming you to the New York World's Fair, may I also welcome you and your family to the good life of New York City. We have built new roads, bridges and



PHOTO FROM SEIGSTAL

other facilities of convenience for you; our citizens have built additional accommodations and prepared an array of fine entertainment to make your stay with us as comfortable and enjoyable as possible.

I also invite you to stop in at any of our Visitors' Bureaus where you see the slogan, "New York Is a Summer Festival," in the hope that we can turn that slogan into an act of hospitality by being of some service to you.

Come to see the Fair, and come to New York, and please come again. ■

EXTRAVAGANZA OF FUN

A lively and lavish concoction of spectacular entertainment is all yours at the fairgrounds

BY WILLIAM LAAS
PAINTINGS BY V. DOUGLAS SNOW

SOME big names in entertainment stud the billboards at the New York World's Fair: Leonidoff, Walt Disney, Jose Greco, Dick Button, the brothers Ringling, to name a few. Yet the greatest star and biggest hit may well be an anonymous character called ingenuity.

Taking a cue from elaborate commercial exhibits, show business at the Fair has gone all out for the supermodern, the spectacular, the never-done-before. Sometimes it is mechanical wizardry, by which you play games with a helicopter or watch a chorus line walk on water. Sometimes it's the magic of jet-age travel, which brings to Flushing Meadow such diverse and exotic talents as Segovia, the incomparable Spanish guitarist, tribal drum-beaters from

central Africa, or porpoises trying to prove they are smarter than people.

In truth the World's Fair offers so many diversions that the fun-seeker's problem is one of time and leg power and pocketbook. It wouldn't hurt to do a little advance homework to plan an itinerary.

With a bow to my sponsor, I'd pick the Ford Pavilion as the ideal starting point for such a tour. A must-see in itself, it is also located at a corner of the grounds with the rest of the world's goods and arts spread before you for the tasting. A short walk across the parkway leads to the Unisphere and the heart of the Fair; circling at will, you eventually reach the Astral Fountain and a pedestrian bridge to the fun and games.

Upon entering the Fair, take a

Excitement mounts as you float down swift currents of the thrilling Flume Ride in a huge, hollowed-out log



Greyhound bus (fare 25¢) either clockwise or counterclockwise for a quick look around, getting off at the Ford pavilion. If you allot the early hours to general sightseeing on foot, you come to the amusements just when things are at the peak of excitement. Then late at night you'll be lured back perhaps

by the international Piccadilly Circus of show-restaurants clustered along the Avenue of the United Nations.

As for the pocketbook, most entertainment is free, including the tremendous water-and-fireworks spectacle at the Fountain of Planets, two Walt Disney rides besides his big one for Ford, lots of exotic music and dance, and all sorts of daily events at the Fair's own pavilion and the Singer Bowl. Where admission is charged, it ranges from a token 10¢ for the huge model of New York City to a \$6.00 top for one musical show. Rides and walk-throughs cost from 25¢ to \$1.50, and most live performances start at \$1.00 with a \$3.00 top for best seats.

Among the theater shows, "Wonderworld" at the Amphitheater, billed as the "largest stage show in the world," most certainly is. A cast of 250 cavorts over "Earth, Air, and Water" on a stage so huge that a fleet of sports cars performs a Michael Kidd ballet.

A tremendous canvas roof, suspended over the 10,000 seats, creates what the architect calls a "post tension saddleback catenary"—which is sort of a wonder in itself.

If you like entertainment with a touch of nostalgia, take in Angus Wynne's Music Hall in the Texas pavilion. "To Broadway with Love" is a reprise of a century of American musical comedy from "The Black Crook" (1864) to the latest shows of 1964. TV's George Schaefer ("Hall of Fame") has staged it in Texas-sized-splendor.

Ingenuity almost tops the skating champions at Dick Button's "Ice-Travaganza," which shares the New York City Building with the ride around the city's tremendous model. The performers materialize out of the ceiling, make a ski run down a gigantic moving belt, jump in and out of motion pictures, and pirouette amid three-dimensional electronic fireworks.

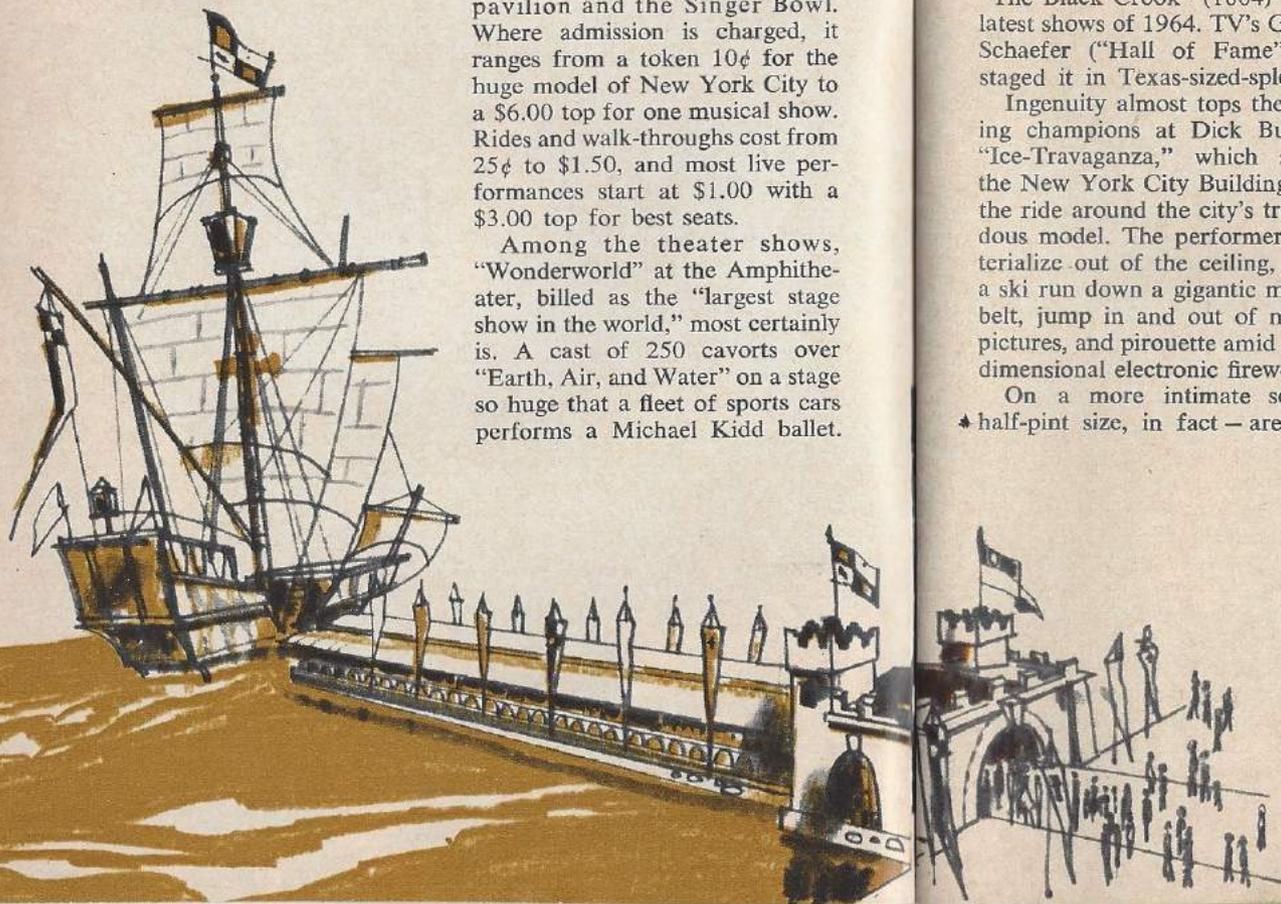
On a more intimate scale—
♦ half-pint size, in fact—are "Les



An import from France, Les Poupées de Paris, is puppeteering at its sophisticated best and an established smash hit in the United States

Left: Pavilion of Spain combines priceless art masterpieces, concerts, flamenco dancing and gourmet restaurant for your enjoyment

Far left: Exact replica of Columbus's famous flagship, the "Santa Maria," is docked at Meadow Lake



Colorfully spectacular Fountain of the Planets

Poupées de Paris," a puppet show in the style of the Paris Lido or Folies Bergère. Realistic, very French, and often hilarious, some 220 handsomely dressed three-foot puppets put on a spectacular that's strictly adult entertainment.

What about the kids? Surely they'll swarm behind the daily circus parade, with calliope and clowns, to John Ringling North's



Under the "big top" young and old will discover excitement of the circus

big top near the Amphitheater. Knowing from experience how children (and fathers) tend to get lost at circuses, the circus management has installed closed-circuit TV on which lost children can be exhibited and subsequently claimed at a central location by distraught mothers. Once reunited, the family can enjoy a truly "Continental" circus that features

a huge single ring and acts never before seen in the States.

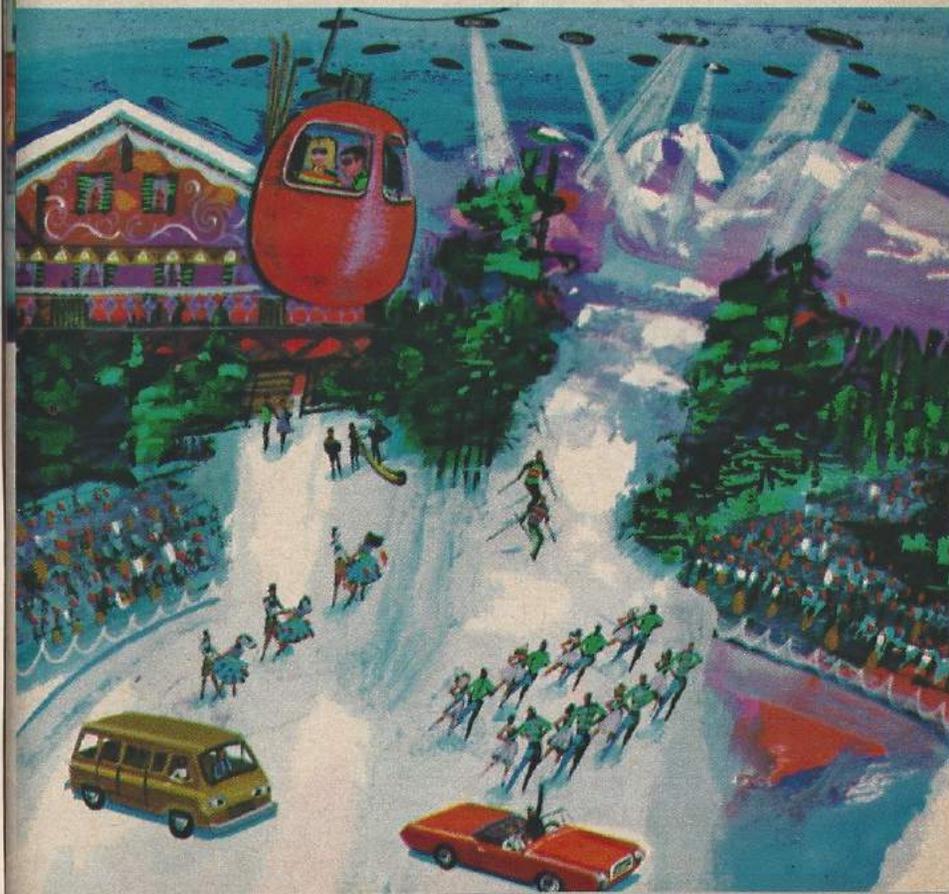
Take children, too, to the Waxworks Museum, the best this side of Madame Tussaud's in London; to the fantasy world of Dancing Waters, a new display of Kenneth Morgan's unique art; or aboard the *Santa Maria*. This exact replica of Columbus' flagship, specially constructed of fifteenth-century materials in Spain, re-enacts the mariner's life by means of a plaster tableau and recorded Basque sea chanties. And if you get out to the small boat marina, the ship built for the movie, "Mutiny on the Bounty," rides there in bloodthirsty glory.

Two states besides Texas have built exhibits around native entertainment talent. Explore the eight islands of Hawaii in a miniature ocean, then watch hula dancers in their ancient rituals. Florida has brought its famous performing porpoises along with a real citrus grove.

Ready for a ride? The Monorail noiselessly circles the amusement area. Or depart from the horizontal on the Belgian Aerial Ride, 100 feet straight up in the air.

There's a giant Ferris wheel in the transportation area but no roller coasters. The Flume Ride makes them seem old hat. Seated in a floating hollow log, you rush

Dick Button's Ice-Travaganza is marvelous family entertainment



For sheer entertainment impact, there's probably no match for the show, "Wonderworld," with its cast of 250 performers, massive stage, magnificent sets and phenomenal showmanship

downstream through swift currents and around sharp bends, as if shooting the rapids in the Northwest timberlands.

The five-minute Sky Ride, 112 feet in the air, offers a dazzling view of the lights and fountains and out-of-this-world architecture. At its opposite terminus you're in the midst of the Fair's foreign show restaurants.

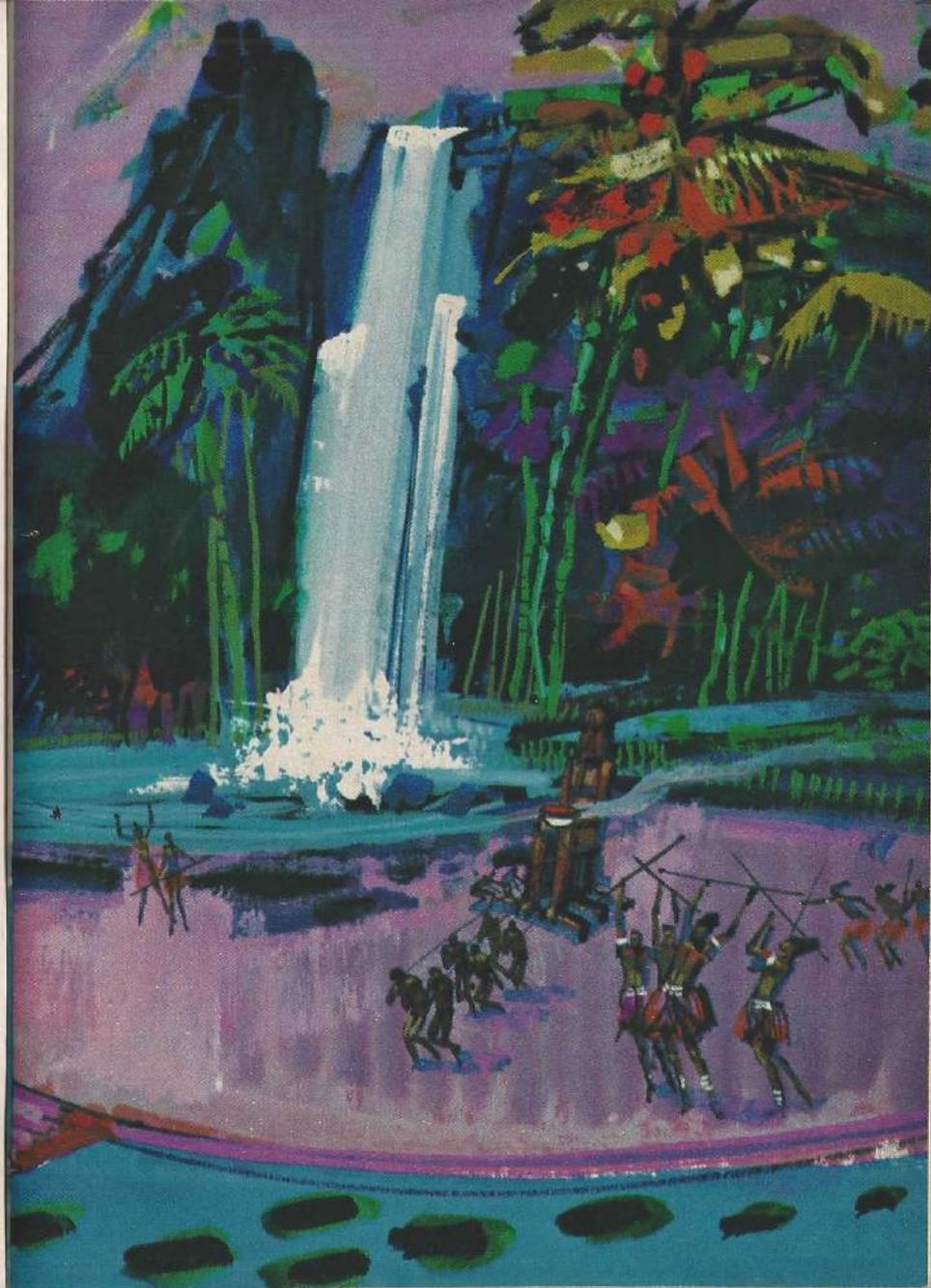
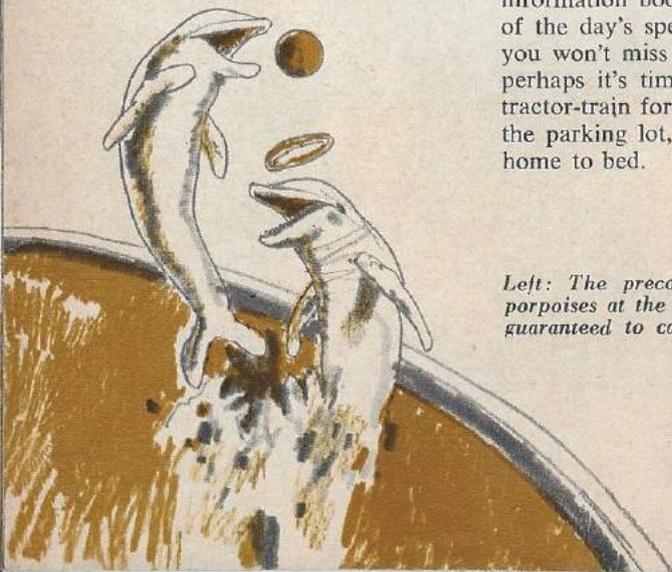
Start off in Latin America: steel bands in the pavilions of the Caribbean and Panama-Central America, limbo dancers, rumba rhythms; Venezuela has a full-fledged night club combining the country's modern and "primitive" arts. Down the street don't miss the Balinese dancers of Indonesia, or

the Hong Kong Bar of the Dragons or the blood-tingling drum dance made famous by GI's in Korea.

If you can stand the geographical confusion, next stop might be Spain, boasting one of the Fair's truly gourmet (and expensive) restaurants and the tops in performing arts. Not only Segovia and Jose Greco, but Antonio and Rosario, Victoria de los Angeles, and the Zambra troupe of 45 gypsy dancers are scheduled to appear. There is also a less expensive Spanish dining room enlivened by flamenco dancers.

If this is not enough, there's plenty left. Discover your own special brand of fun and tell the home folks about it. Upon arriving at the World's Fair, stop at the first information booth for a schedule of the day's special events. Then you won't miss a thing. But now perhaps it's time to hop the last tractor-train for the return trip to the parking lot, your car, and so home to bed. ■

Left: The precocious cavorting of porpoises at the Florida pavilion is guaranteed to captivate you



Culture and Sand Castles

Lincoln Center and Jones Beach offer special programs of performing arts and seaside activities that will enchant you

BY LARS MORRIS

TWO MORE dissimilar facets of entertainment than the elegant culture offered by New York's Lincoln Center and the frolicking, rollicking activity at Jones Beach would be hard to find. Yet both have much in common this year: each is providing special World's Fair programs destined to add considerable enjoyment for all.

Even native New Yorkers, long inured to superlatives, agree that Lincoln Center when completed will rank among the "biggest" and "best" sights in town. As projected, it's the Salzburg of America, the Stratford-on-Avon, the Paris Opera and La Scala combined into one. The second of six buildings, the New York State Theater, opens for the first time the day after the World's Fair opens. So

begins a summer-long parade of music, drama, and dance in the finest artistic tradition—a preview of an American Capital of Culture.

Other buildings in the \$160 million complex of dramaturgy rising at 65th Street and Broadway will house a repertory drama theater under Robert Whitehead and Elia Kazan, a library-museum of performing arts, the Juilliard School of Music, and the Metropolitan Opera. Philharmonic Hall already is in business and newly re-tuned acoustically for the New York Philharmonic Symphony. The new State Theater will be a permanent home for musical supershows directed by Richard Rodgers.

The special World's Fair program, with assists from the Metropolitan Opera and the Marine



World's greatest artists perform at Lincoln Center's Philharmonic Hall

Impressive "space sculpture" by Richard Lippold is fashioned from 190 brilliantly polished metal sheets

PHOTO BY RICHARD SUNDERS



Jones Beach—clean, broad and smooth—beckons summer visitors to wonderful and invigorating fun

Theater at Jones Beach, will inaugurate annual summer festivals as a major advance in America's cultural history.

Still in its old home, the opera has had to condense its special World's Fair program into late May. The beautiful and historic "Met" downtown gets pretty warm after June 1. After the move to Lincoln Center in 1966, the magnificent voices of Joan Sutherland, Birgit Nilsson, Cesare Siepi, Leontyne Price, *et al.* can continue raising the rafters all summer. The ballet is ready right now, and the New York State Theater premiere on April 23 will focus deserved attention upon this wondrous troupe.

In sixteen years the New York City Ballet has become one of our leading dance companies, right up there with the best in the world.

Director George Balanchine has made the N.Y.C. famous for out-of-the-ordinary works as well as the traditional repertory.

The four-week series at Lincoln Center will include Mendelssohn's *Midsummer Night's Dream*, Stravinsky's *Apollo*, and others the company has made its own, such as *Interplay* by the American, Morton Gould. There are rumors of a new ballet specially commissioned for the Fair. If choreography is your nectar, don't miss Maria Tallchief in one of these.

Lincoln Center also is a treat just as architecture. It resolves a centuries-old show-business complaint: no room for the performers, no comfort for the audience. Tours of the buildings are offered for the first time to World's Fair visitors.

Merry "Barbary Coast" scene at Jones Beach Marine Theater's sparkling production, "Around the World in Eighty Days"



PHOTO FROM JONES BEACH STATE PARK



PHOTO FROM DAILY NEWS-N.Y.

The splendor of Philharmonic Hall speaks for itself here

Its 90-foot travertine columns support immense windows behind which the audiences promenade on four levels. Animated by the strolling people, the façade sparkles like some huge jewel amid the confusion of neighboring construction. The main lobby, as lofty as the building, features an elegant restaurant and Lippold's startling "space sculpture."

Entitled *Orpheus and Apollo*, it consists of 190 large, thin sheets of highly polished, brass-colored Muntz metal, suspended from the ceiling by almost invisible steel cables. The effect is to fill the vaulting space with metal that appears to be in flight but takes on

shapes that seem vaguely human.

You can see and hear perfectly from any of the plush, contoured seats. Then wander at will around spacious promenades for a smoke or a bite to eat. The auditorium of Philharmonic Hall will be transformed into a theater-restaurant for Promenade Concerts shortly after the close of the regular symphony season in May. While you enjoy a buffet dinner, Andre Kostelanetz and Sir Malcolm Sargent lead the orchestra in light classics—a delightful new way to spend a June evening.

The State Theater will be equally interesting. Instead of jamming the performers and their gear into



Truly fantastic stage settings of "Around the World in Eighty Days" bring gasps of delight from the audience

a cubbyhole under a staircase somewhere, it provides an eleven-story "stagehouse" at one end of the building. At the other end the Grand Foyer rises from ground level to the roof. It will contain special exhibits during the Fair. Inside, five balcony "rings" surround an orchestra floor with continental seating—that is, no aisles.

As the season advances, the content of the World's Fair program (see box on following page) becomes progressively less classical. In operetta, Dick Rodgers' newly formed, nonprofit Music Theatre of Lincoln Center will certainly set high standards for staging, artistry, and musical arrangements.

But what about the kids? Your cue is to pile the family into the car for a day and evening of combined sport and entertainment at Jones Beach.

Leaving the World's Fair grounds, enter Grand Central Parkway eastbound (away from New York) and just follow your nose. It's an easy, all-parkway, hour's drive—and you've never seen anything like this, either. Jones Beach, the ancestor of the modern public resort designed for the Motor Age, handles great crowds as if each individual were an honored guest.

Once you walk out to the beach, you never see or hear an automobile again until you return. The broad sands extend for miles; you can find the privacy of a desert isle with a ten-minute walk. If you prefer company, take your choice of a lively surf on the ocean side or quiet water in Zach's Bay. You can bring a picnic lunch, buy a hotdog, or dine elegantly on lobster and champagne. But better rent a beach

umbrella. Jones Beach must be the sunburn capital of the world.

The fascination of the place, aside from its saltwater charms, is the well-ordered gentility of the crowds at play. No raucous amusements, but plenty of games—archery, tennis, handball, fishing, an Indian Village for the kids, and good restaurants. After a day of this there's *Around the World in Eighty Days*, at the Marine Theater.

Derived from the late Mike Todd's motion picture by his son and Guy Lombardo, it's like a circus with a plot and music and fantastic props. Part of the stage

is the water of Zach's Bay, part of it an islet; you watch from seats in an amphitheater on shore. Real ships chug on and off the scene, not to mention a railroad train, and a balloon that actually takes off high in the air with Phineas Fogg and Passepartout. A live elephant and a camel stroll across the proscenium as Oriental transportation, and a real waterfall enlivens "Switzerland."

What a show! Take along a coat for the cool breezes *Around the World*. It's comical, it's tuneful, colorful, gay and clean, and the kids will love you for it. ■

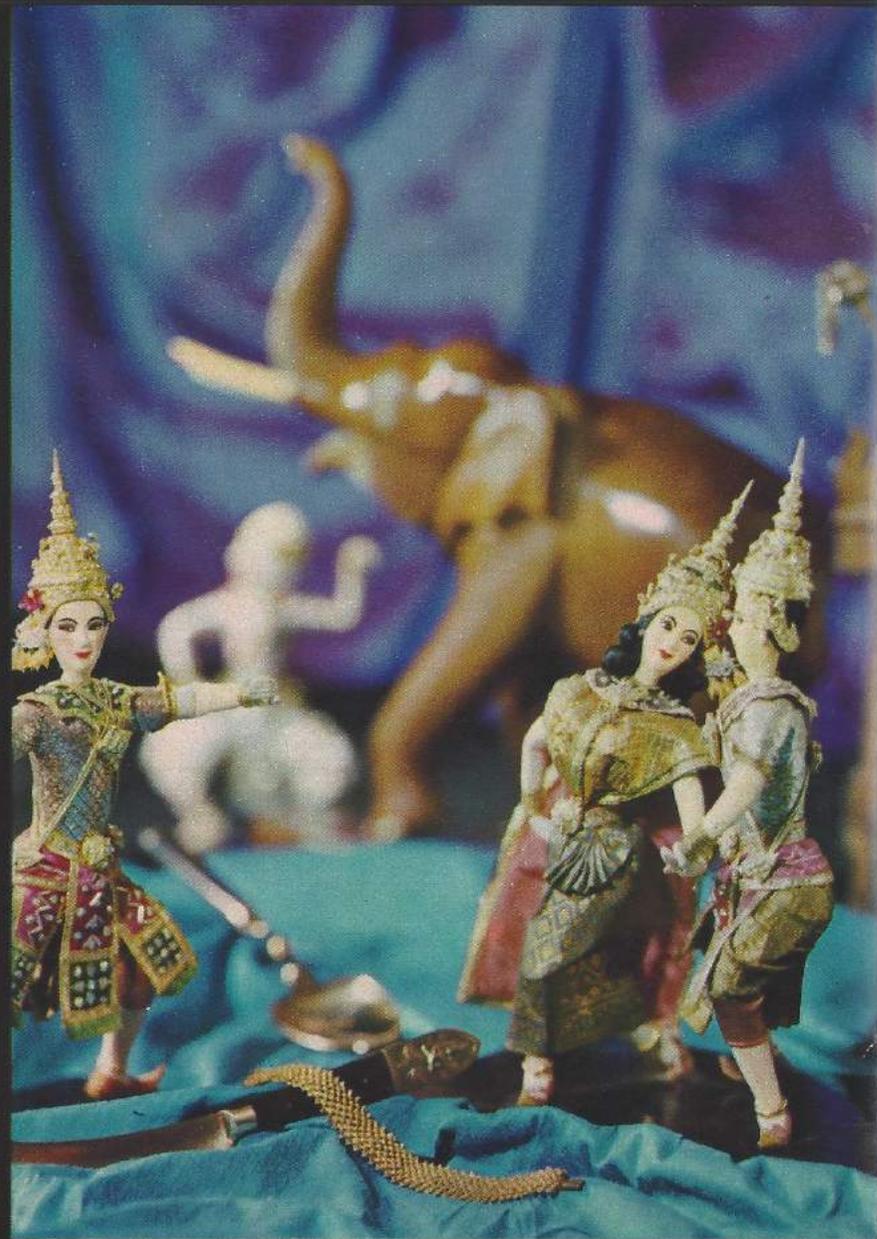
"Cultural Arms" of the Fair

New York State Theater, Lincoln Center: Premiere April 23, "New York State Day" at the Fair, with New York City Ballet (four weeks). Followed by Royal Shakespeare Company of Stratford (four weeks); Bayanihan Dancers of the Philippines (four weeks); and Music Theatre of Lincoln Center, new productions of *The King and I* and *The Merry Widow* (five weeks each).

Philharmonic Hall, Lincoln Center: Regular season of New York Philharmonic with Leonard Bernstein until mid-May. Promenade Concerts with Andre Kostelanetz and Sir Malcolm Sargent, light classics and dining, four weekends beginning May 20, then Mexican Fiesta, visiting orchestras, choral groups, etc., through July and August. New York Film Festival opens the fall season.

Metropolitan Opera, Broadway: Special ten-day season of full-dress grand opera with leading stars, late May. Features "Shakespearean" operas (*Othello*, *Macbeth*, *Falstaff*) in honor of the Bard's 400th anniversary, plus popular standards such as *La Traviata*, *Don Giovanni*, *Lucia*.

Marine Theater, Jones Beach: Musical, *Around the World in Eighty Days*, nightly, June to Labor Day.



Shop the World's Exotic Bazaars

Over a score of foreign pavilions offer you rare and fascinating gifts from far-off lands

BY JOAN COOK

PHOTOS BY CARROLL SEGHERS II

THERE is much about the Fair that is so colossal and spell-binding, you could well run the risk of overlooking one of the less dazzling yet nonetheless pleasurable activities awaiting you—shopping. This would be a regrettable loss, indeed, for the Fair offers a kind of international oasis for the discerning shopper who can be tempted by exquisite examples of native arts, crafts, handiworks and specialties from a majority of the foreign lands represented.

Browsing at the Thailand pavilion, as a sample, is an interesting combination of the practical and the exotic. There will be broad-brimmed farmers' hats made from the ubiquitous *jock* leaf, which is said to be impervious to both sun and rain. There will also be a two-piece dress called *passin* which consists of a wrap-around skirt of one fabric, the blouse of the same or a contrasting fabric. These come in intricate hand-printed cottons, no two of which look exactly alike.

On the more exotic and, incidentally, slightly expensive side, will be lengths of first-grade Thailand silk in truly celestial colors. The 20- by 80-inch length can be used as a stole, a sash, folded into a scarf, made into a blouse or a size 12 dress. There will also be an 11- by 48-inch length available in some thirty different colors, each more delectable than the last.

Jewelry will be represented, as well as the famous, hand-carved elephants that range from thumb size to one fashioned from an entire tree trunk. Spirit houses, done here in heavy,

Sampling of enticing gifts from Thailand



hand-carved teakwood, make provocative conversation pieces as do the beautifully executed doll-like figures of Sidar and Rama, from Hindu mythology, and Hanuman, the force of good, and Tosakan, the evil giant.

From lovely Greece there are the luxurious *flokates*, the long-haired, hand-made rugs from Delphi, and the *kiliria*, the hand-loomed ones, each with its own characteristics, typical of the locale from which it comes.

Examples of embroidery are represented in needlepoint pillows with surfaces worked in overall patterns of branches, flowers and birds, or embroidered around the edges with original decorative motifs.

Sure to delight teen-age girls, providing mother doesn't snap them up first, are the shoulder bags called *tagaria*. These inexpensive (\$3 to \$10) beautifully woven or knit flat sacks are as individual as fingerprints and as handy as shopping bags.

Reproductions of antique Byzantine jewelry in gold plate and original designs in silver, from Yiannina, a city in the North, will be sold, as well as ceramics from Rhodes and Skyros, the Greek islands famous for skilled ceramic work.

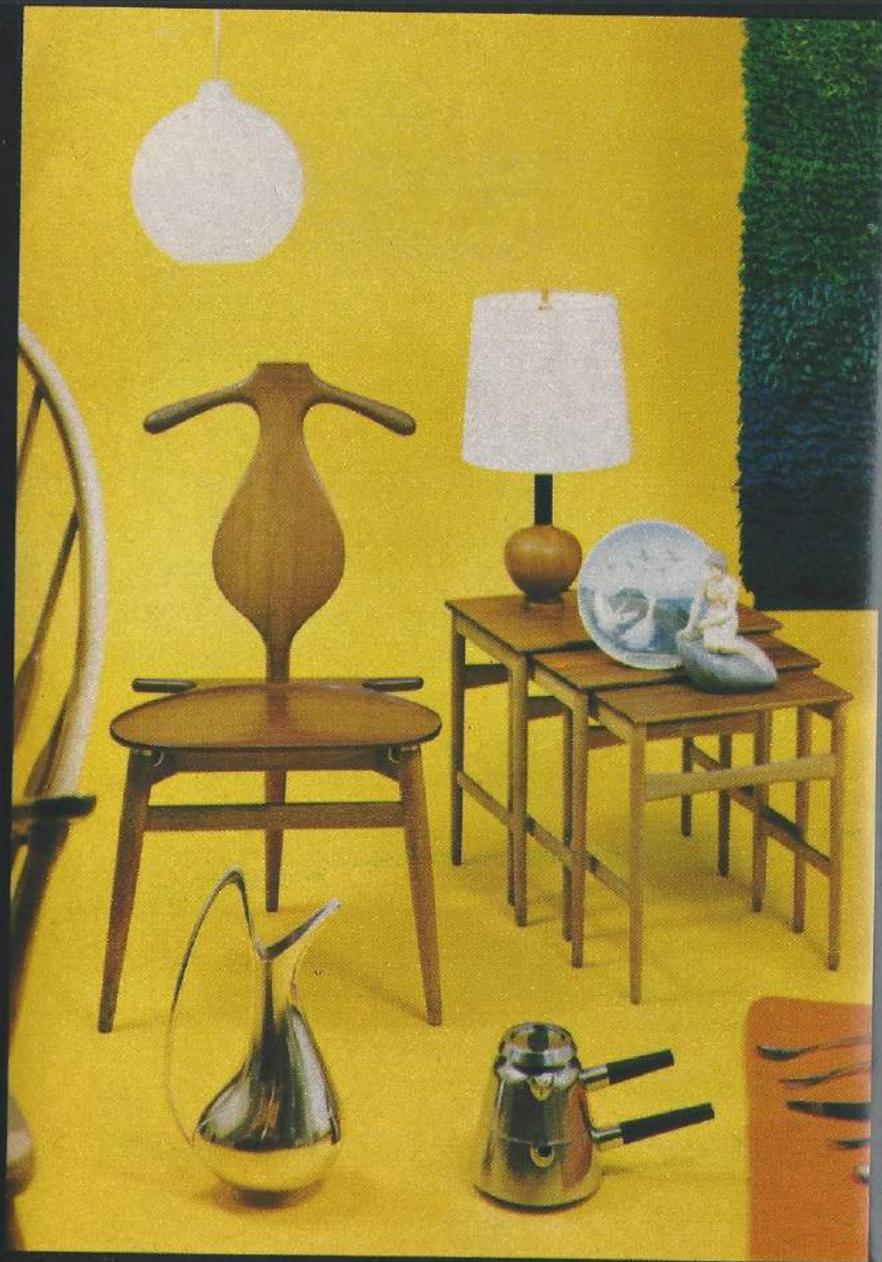
The Hong Kong pavilion will feature, among its many lures, made-to-measure suits and dresses via mail order. All of the rich silk, woolens, worsted and tweeds which entice travelers to the East will be displayed and customers will pick fabric and style from models and swatches at hand. Measurement will then be mailed to Hong Kong and the finished product returned to the customer at his home anywhere in the world. Hong Kong prices will prevail, plus shipping, of course.

Collectors of jade will have the opportunity not only to buy as much carved jade as they can carry but also to see a skilled craftsman at work demonstrating his art. Ivory, cultured gray or black pearls, gold charms and the like will also be sold.

Hand-carved teakwood chests and elaborately inlaid tables will be displayed and mail orders taken on them. Only small items, such as carved candlesticks or small lamps, can be purchased on the spot.

Denmark, too, plans to simplify shopping through mail

*Above left: A treasure of handcrafted art from Indonesia
Far left: France, as always, offers items of exquisite taste
Near left: Intricate and lovely are the Moroccan handicrafts*



order. This exhibit will cater to the inner man and also woo his helpmate with the handwrought silver, ceramics, delicate porcelain and inlaid wood which are Danish specialties.

Gift packages of food can be sent anywhere and will range in price from about \$3 to \$10. The latter tab buys a Tivoli drum laden with cheese, chocolate biscuits, Danish hard bread, Brisling sardines in tomato sauce, Danish whole grain rye bread, Danish black caviar, a cheese spread with shrimp, Danish paté de fois gras, a cheese spread with mushrooms, Greenland shrimp, a pound of Danish ham, cocktail frankfurters and a package of powdered ice cream.

Danish shipping facilities will also have fifty other gifts ranging in price from about \$2 to \$50, the smaller ones to buy there, the others to be delivered later.

The Swedish pavilion will devote one wing to a sampling of products from Nordiska Kompaniet, the Stockholm department store comparable to, say, Lord & Taylor in New York. There will be holloware, ceramics and stainless steel flatware. Linen and textiles will be included and some of those wonderfully colorful hand-knit sweaters.

Those to whom Morocco has a magic ring should not be disappointed. The setting planned is worthy of the most romantic with its *hanjar*, wicked-looking traditional sabres, copper, brass, silver and gold saddles, worthy of a thoroughbred, and flowing *jallaba* and *burnoose*, typical men's robes, all available for good old American dollars.

Fanciers of *Gamelan*, classical Javanese music that features stringed instruments such as the *kerontjong*, a native version of the guitar, the drum and reed instruments, will make note of the Indonesian record shop. It will be cheek by jowel with lengths of batik, handwork from Borneo, native jewelry and sculpture from Java, Bali and Sumatra. Then there are the laces from Spain, the pottery and hammered silver from Mexico, the lacquerware from Korea, the bamboo and cane work from Pakistan, the canned goods, dresses and jewelry from Israel. The mind boggles at the scope of selection, and even though your wallet be thinner, you'll be delighted with your prizes. ■

Opposite: Contemporary design at its finest at the Danish pavilion



Above: Rotunda reception area features massive bas-relief mural symbolizing great ideas of mankind, replica of the quadricycle built by Henry Ford, a solar-probe satellite from Ford's Philco Corporation and the International Gardens, a delightful "Gulliver's tour" of the world

Right: Ford pavilion, the largest above-ground structure on the fairgrounds, overlooks Grand Central Parkway

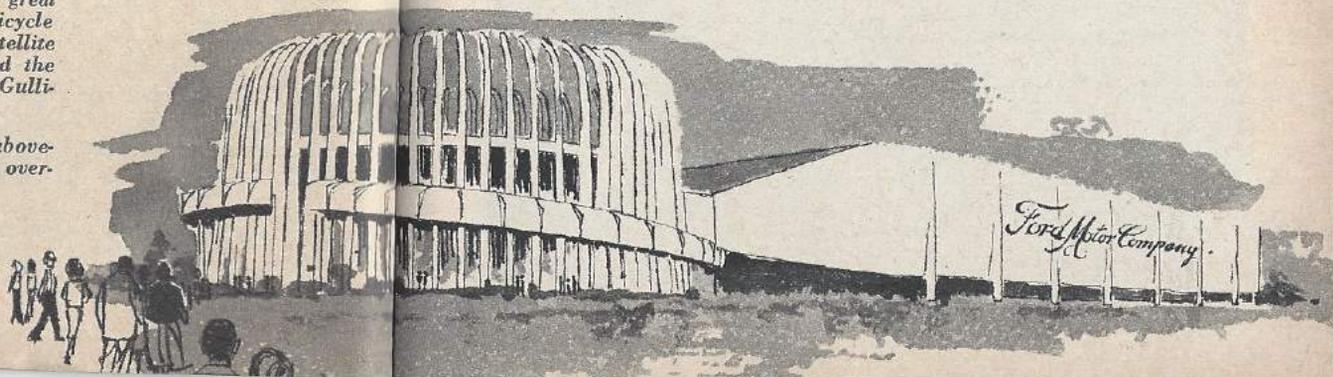
© 1964 WALT DISNEY INC.

Take Walt Disney's Magic Skyway to new adventure at the Ford Wonder Rotunda

BY RICHARD BARRETT

THE FIRST THING that strikes you on seeing the Ford Wonder Rotunda at the Fair is its monumental size. It fairly looms above and beyond you with almost a physical impact. The gracefully curving pylons of the Rotunda stab the sky, and the long, flat façade containing the show and exhibit area considerably exceeds the dimensions of a football field. Like a modern fairyland palace in dazzling white, it invites your curiosity and promises all manner of wonders never seen before.

That promise begins its fulfillment from the moment you step through the entrance into the vaulting Rotunda area.





Above: Unique embarkation area of Magic Skyway ride assures a minimum of waiting for visitors. Below: Ford-built convertibles whisk you through a "time tunnel" to the dawn of life on earth many eons ago



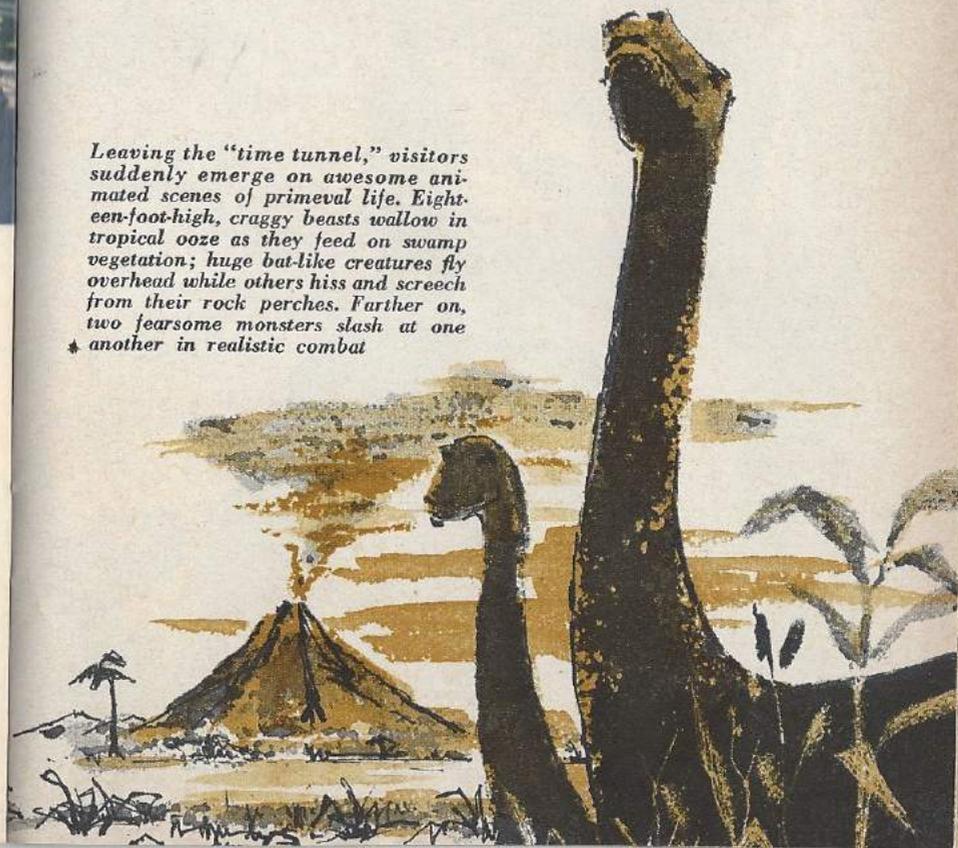
ILLUSTRATIONS © 1964 WED ENTERPRISES, INC.

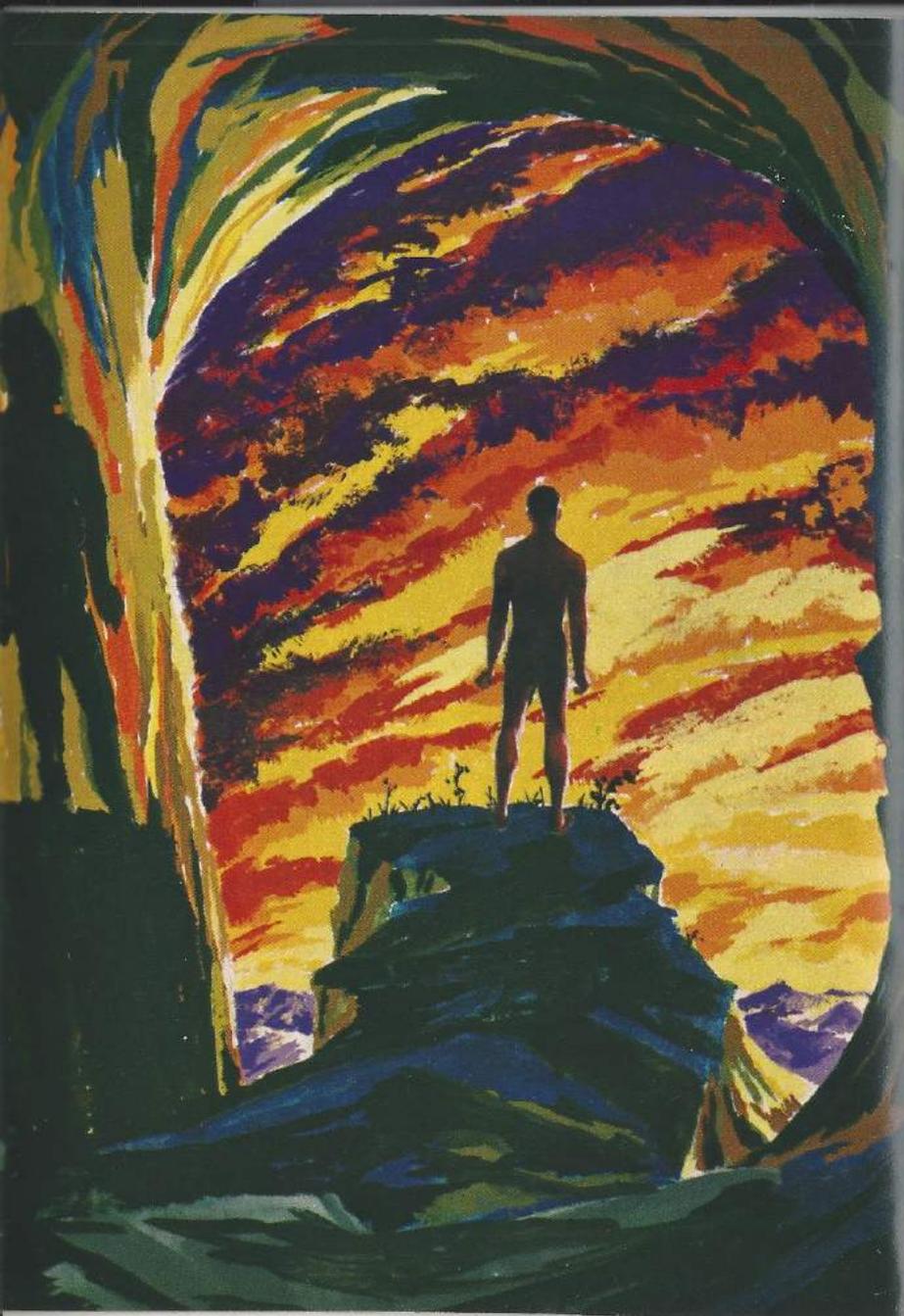
Here, among fountains and pools, soaring columns, colorful murals and cool, comfortable atmosphere, your eyes will be drawn inevitably to the Pavilion's first major attraction, Ford's International Gardens.

Unlike many exhibits which you merely look at and pass on, the Ford exhibits, created by Walt Disney and designed by his WED Enterprises, Inc., are a series of new adventures which you actually become a part of, and in this respect each is an excitingly different, *personal* experience.

The International Gardens is no exception. In this instance, you'll feel transformed into a twentieth-century Gulliver as you stride through miniature reproductions of the towns and

Leaving the "time tunnel," visitors suddenly emerge on awesome animated scenes of primeval life. Eighteen-foot-high, craggy beasts wallow in tropical ooze as they feed on swamp vegetation; huge bat-like creatures fly overhead while others hiss and screech from their rock perches. Farther on, two fearsome monsters slash at one another in realistic combat





After nature's violent upheavals drive mighty reptiles to extinction, a new creature emerges to meet the challenges of his environment

countrysides of medieval Europe, England of old, colonial America, and the Far East—twelve nations in all—each fashioned in the most exquisite detail.

After this Gulliverian sojourn, you'll step onto one of the moving up-ramps, and as you glide smoothly to the second level, you'll be entertained by a series of amusing dioramas depicting some of the early and notable achievements of Henry Ford I in three-dimensional representations.

Emerging on the second level, you'll pass through fascinating mural displays, and as you move on, you'll be greeted by some rather startling sounds. Quite soon you'll discover they emanate from the Musical Assembly Line—a succession of moving car parts which produce what can be described as musical adaptation of the sound each part actually makes in operation.

This, in itself, is eye-and-ear catching fare, but only a

Right: Not much of a match, physically, for his enemies, man could usually out-think them, and in a crisis like this probably learned to communicate by shouting the first word of warning



© 1966 WBS ENTERPRISES INC.



Above: Gradually, man made some pretty startling discoveries. Fire, he learned, had more uses than warming himself

Right: Reason and a thumb enabled him to invent and make things. This one—the wheel—turned out to be pretty useful



ILLUSTRATIONS © 1964 WED ENTERPRISES, INC.

Overleaf: Passing through a second "time tunnel" visitors ride high above the Space City!

ILLUSTRATION © 1964 WED ENTERPRISES, INC.

prelude of the grand finale to come—the "Auto Parts Harmonic Orchestra." The instruments, 13 of them, are made from actual Ford parts, and as they bob, weave and jiggle in unison, they "play" specially composed music the likes of which you're unlikely to hear again.

Comes now the star attraction — Walt Disney's Magic Skyway ride, promising to be a unique and unforgettable experience, simply because no one has seen anything quite like it before.

You'll step from the moving platform in the embarkation area into one of the Ford-built convertibles, which, incidentally, move at the same pace as the platform, and by remote control, begin your ride as you glide around the outside of the building in a transparent tube for a panoramic view of the fairgrounds. Accompanying narration of the exciting journey is piped into the radio of your car, and should you be a visitor from French, German or Spanish speaking lands, a touch of a button will bring in the narration in your native language.

Dipping into a "time tunnel," you'll then burst forth onto

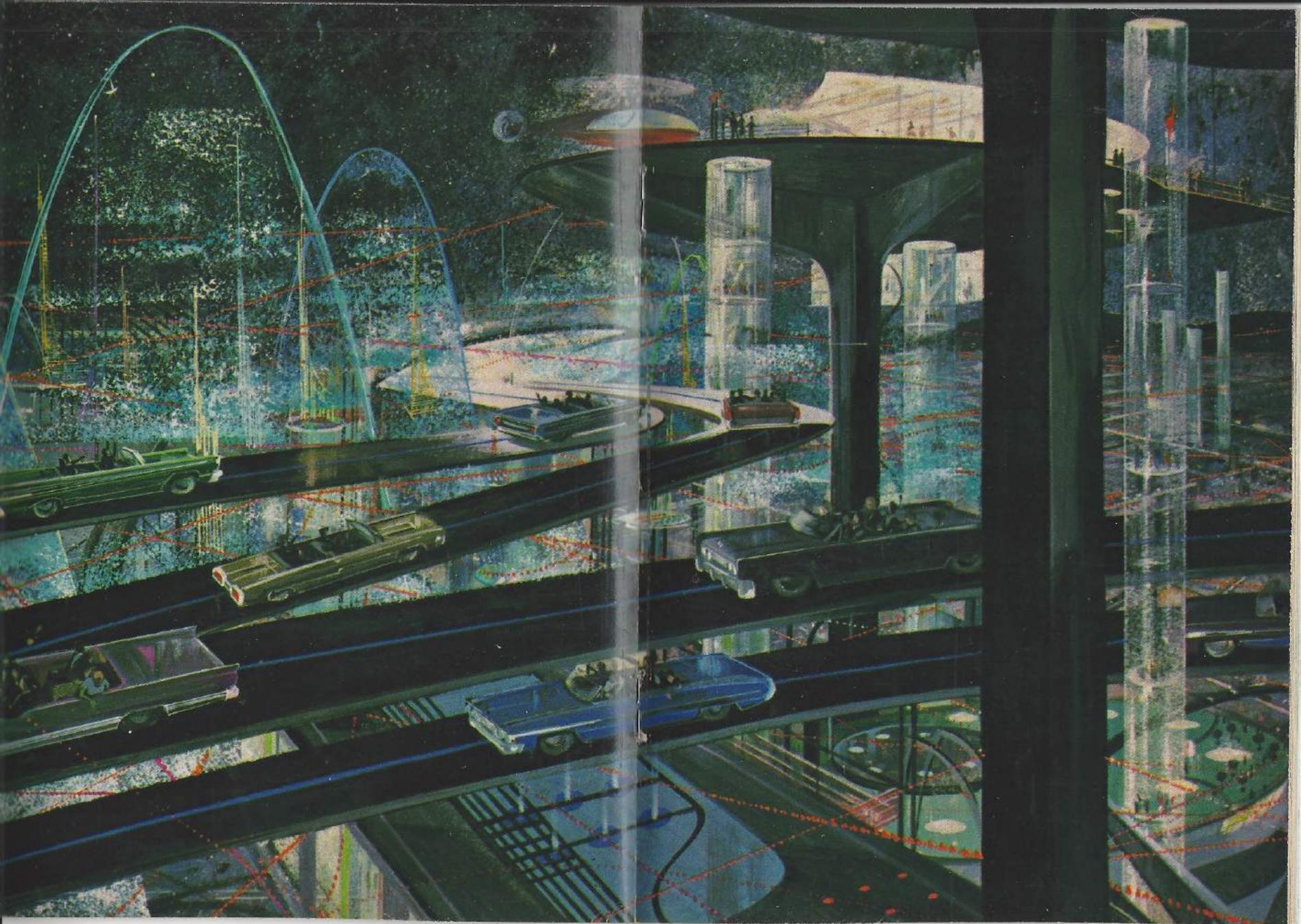


In this amusing scene, life-size cavemen actually move as do all the other figures and animals



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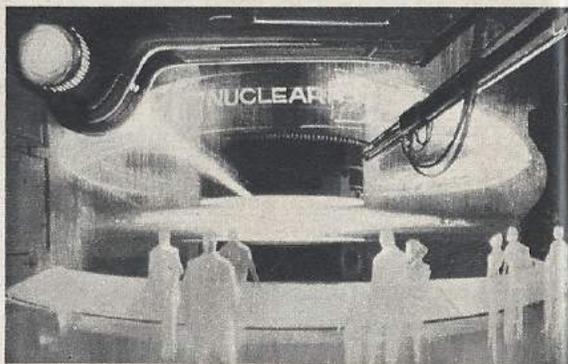
Later, the wheel gave mobility to caveman's wanderlust and the world's first suburbanite came to be



Leaving the Magic Skyway, visitors enter the Adventures in Science exhibit for a fascinating look at Ford's scientific research in nuclear fission, rocket engines and turbines



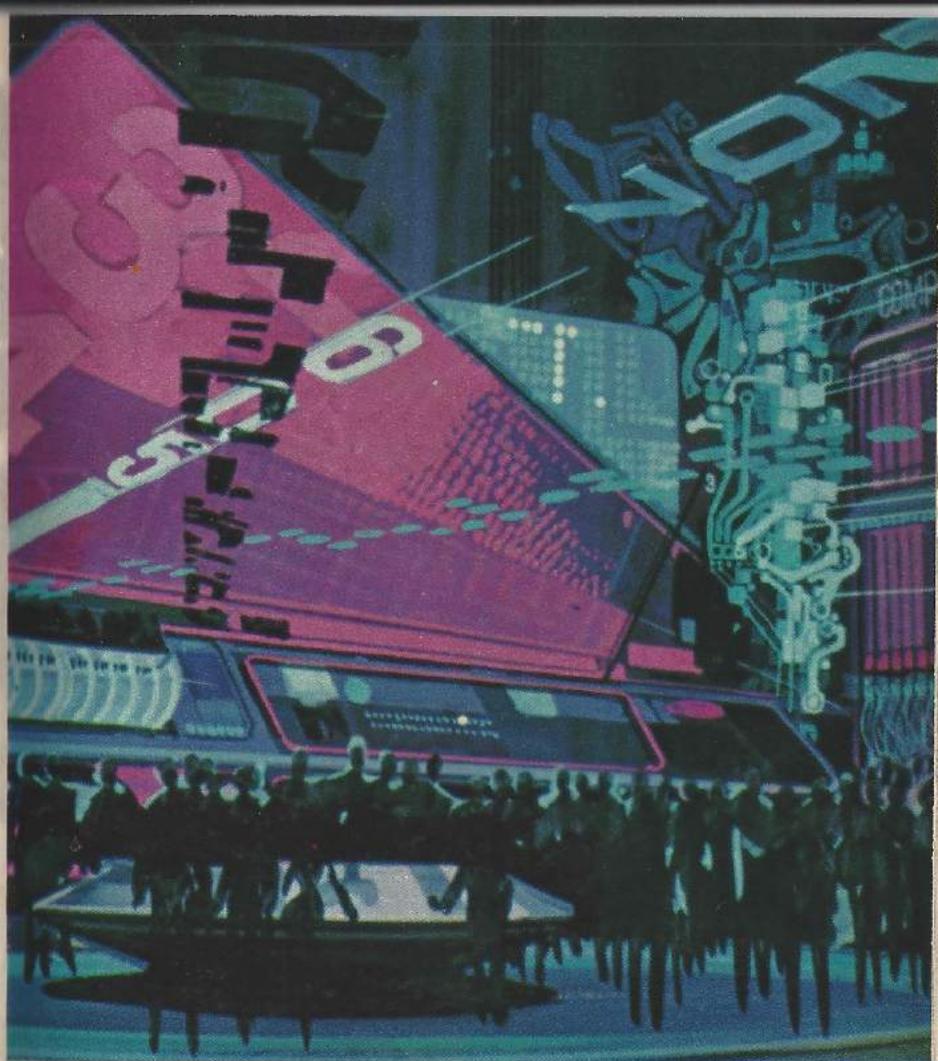
Visitors also get a preview of new, stronger, lighter materials—metals, plastics, glass—bringing space-age developments into automotive design for advanced automobiles



a scene of primeval splendor that existed millions of years ago. Life-size, prehistoric beasts actually move about in combat, others wallow in antediluvian ooze, feeding, while winged creatures soar overhead.

Gliding onward, you'll come upon the emergence of the cavemen and watch them in a series of amusing, animated tableaux as they make their first important discoveries—speech, fire, cooking, cave painting and, yes, even the wheel—all in lifelike *action*, thanks to the genius of Mr. Disney and a device of his called "Audio-Animatronics."

Bringing the prehistoric past to three-dimensional life with



The staccato rhythms of electronic computers are the new sounds of progressive industry, technology and science. Ford designs and builds computers and uses them in many ways to engineer automobiles higher in quality, lower in cost. In this computer exhibit, visitors will be entertained—and educated—by a vivid and colorful presentation on the workings of this marvelous mechanical genie

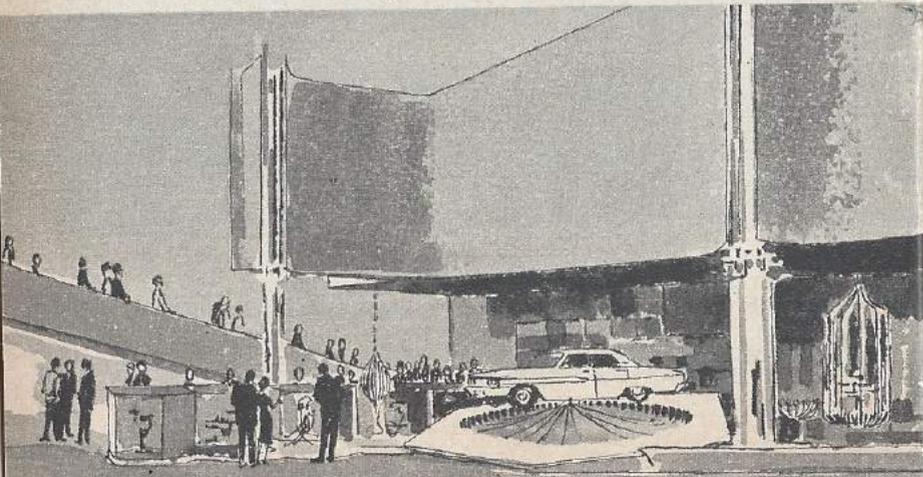
movement and sound is quite a trick, and Mr. Disney and his "imagineers" have done it brilliantly. So realistic are his cavemen that their chemically processed "skin" has the touch of human skin and even "perspires" and "bruises" as yours does!

Before you've had time to ponder this enchantment, you'll sweep through another "time tunnel," this time to vault into the future as you weave your way above the fantastic Space City—a brilliant kaleidoscope of towering structures, sky highways, strange hovercraft and seemingly suspended landing platforms.

Somewhat reluctantly you'll return to the present at the debarkation area, but reluctance will vanish as your interest is again sparked by the space age marvels of the Ford-owned Philco Corporation in the Adventures in Science exhibit and the stunning "dream cars" in the elegantly appointed products salon. Here among the sparkling and sleek Ford-built cars of '64 are the advanced-style cars of the future, the graceful and fast Allegro, Cougar II and Mustang II—"dream" cars today but perhaps not for long.

Everything considered, when Walt Disney said that a visit to the Ford pavilion would be "an original experience . . . a wonderful once-in-a-lifetime adventure," he did not exaggerate. Needless to say, it would be a shame to miss it. ■

Visitors eventually emerge in the elegantly appointed product salon



Which Way to the Fair?

*A handy visitor's guide
on getting to the Fair via land, sea and air
from the greater New York city area*

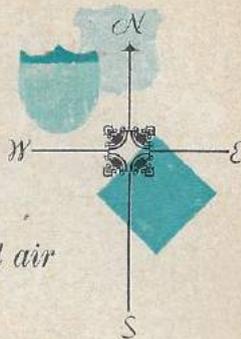
BY ARTHUR W. BAUM

VISITORS to the 1964-65 New York World's Fair will not all be staying on Manhattan Island or the western tip of Long Island, which is the Fair locale. Some will have invitations from relatives or friends on the fringes of the huge metropolitan area. Some will be seeking certain economies available away from the main clusters of accommodations.

If you are one of these, it will be good news that the approaches to the Fair, which you will use perhaps daily, have been greatly smoothed and expanded. The Fair may be approached from any point of the compass, from below by subway and from above by air. The target area is, of course, already served by enormous networks of customary commuter facilities. Added to this base will be eighteen new traffic lanes on new and old expressways, special train and subway service at reduced prices, and new shuttle services by boats and helicopters.

The comfortable limits of frequent travel to the Fair probably are not more than fifty miles from the center of Manhattan, about an hour's travel time and perhaps a dollar fare by public carrier. Within these limits are a great many pathways to the Fair, which is twelve minutes from Manhattan.

If you are staying on Long Island, it is more than likely you will be west of a line from Huntington to Babylon. This territory is free of travel problems. All three of Long Island's east-west controlled access roads will take you directly to the Fair without cross traffic at any point. These are the Long



Island Expressway, which runs right through the fairgrounds, the Northern and Southern State Parkways.

In addition there is Ocean Parkway along the extreme south shore and three highways sufficiently important to carry the name "turnpike."

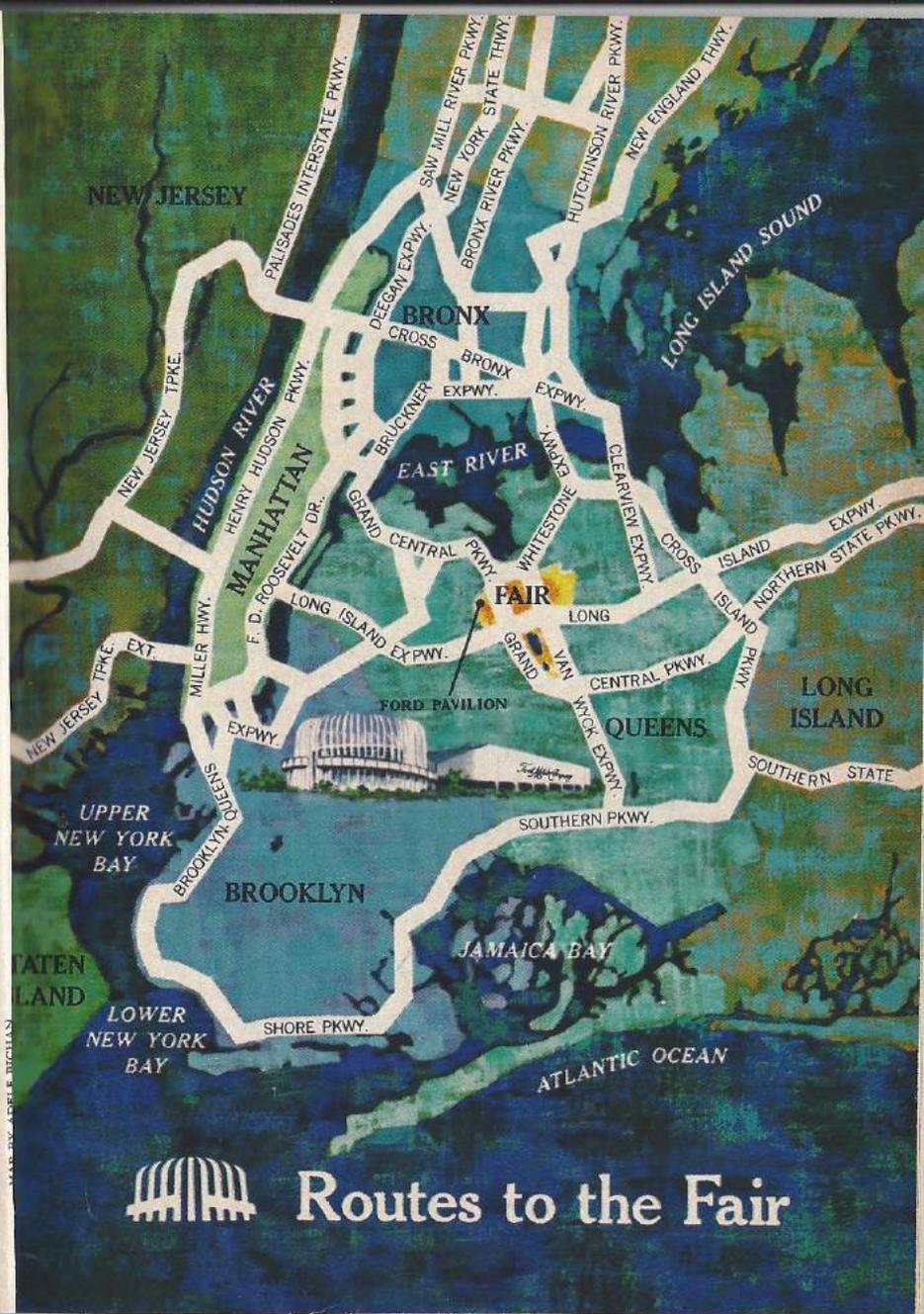
Your host or temporary landlord may be well out on the Island. If so, and if you prefer rail transportation, the Long Island Railroad covers the Island to its very tip at Montauk Point, three hours out of Manhattan. The Fair lies along one of the stubbier branches of the railroad, a direct run from Manhattan. But for those out on the Island using other branches, two connection points have been established near the Fair area.

If your headquarters lies along the Connecticut shore as far out as Greenwich, Stamford or Norwalk you may commute to the Fair as easily as stock brokers commute to Wall Street. By automobile the trip is fast and direct. The new Connecticut Turnpike along the shore becomes the New England Thruway at the New York State line and feeds into the Hutchinson River Parkway. The latter, in turn, dives directly toward the Fair across Whitestone Bridge, and the Whitestone Parkway thence offers two entries to the complete square of parkways which box in the fairgrounds.

The state of Connecticut begins only a dozen miles north-east of New York City limits, and the New Haven Railroad serves a number of Connecticut communities which are residential sites for New York workers. They are also comfortable spots for Fair visitors. Train service into Grand Central Station is frequent and fast as far out as Norwalk. And beneath Grand Central is the subway and a few minutes to a Fair entrance.

A second express route by car from Connecticut is the Merritt Parkway, much faster than a normal highway but not as modern as the New England Thruway. Merritt is worth traveling for a view of the well-matured landscaping of the earliest express route in this area. It also empties into the Hutchinson River Parkway route to the Fair.

West of Connecticut along the spokes of the metropolitan fringe is New York's delightful suburbia of Westchester County. Westchester and Manhattan and the Fair are connected by two major expressways and two lines of the New York Central Railroad running into Grand Central Station. The respective expressways are the Saw Mill River and



Routes to the Fair

Taconic State Parkways. Both lead traffic from the upper end of the county to the Whitestone Bridge access to the Fair.

One of the commuter train routes is the White Plains-Brewster branch. The other is the NYC main line along the scenic east bank of the Hudson River. Up to approximately the top of Westchester County the run into the city is not beyond forty miles and the facilities of both road and track are geared to the fast daily transport of New Yorkers—and Fair visitors.

On their way down to the city the Westchester parkways cross or connect with a very important route from the West—the excellent New York Thruway crossing the state from Buffalo. If you are approaching New York City on this route you will know that as the road brushes by Suffern, New York, you have entered a daily-trip range to New York. When you cross the Hudson River at Tarrytown, you are well within the short-run distance.

From the Suffern area south through New Jersey as far as Princeton lies the largest geographical part of our metropolitan fan. Dozens of cities and towns in this land spread are accustomed to easy daily communication with New York City. The paths are varied and some are a tourist attraction in themselves, complete with huge bridges, tunnels or ferries.

Only the Pennsylvania Railroad dives under the Hudson River to get its passengers into Manhattan. Other railroads terminate on the Jersey side of the river and use buses, tubes or ferries to the island of Manhattan.

Jersey runs are also made by a spectacular fleet of commuter buses, entering and leaving the Port Authority Terminal at the Manhattan end of the Lincoln Tunnel. Vehicular traffic to and from New Jersey also uses this tunnel, as well as the older Holland Tunnel and the impressive George Washington Bridge.

South of the New York Thruway, which by-passes Manhattan to the Fair, all other visitors by car from west and south will converge on the above three crossings into Manhattan. Much of the flow is by way of the Pennsylvania Turnpike into the New Jersey Turnpike which connects with both tunnels and the bridge. Traffic from the coastal south comes directly into the lower end of the Jersey Turnpike. The route to the Fair from the Hudson crossings is a short dash across Manhattan to the East River and other bridge or

tunnel crossings, after which the expressways on Long Island are waiting for a fast last lap to the Fair.

Railroads serve the whole arc of New Jersey population tributary to New York. If you are anywhere, from a campsite in a Palisades Park, at Suffern, New York, or within a ring from Ridgewood through Madison and Plainfield to the upper Jersey shore resorts, there will be railroad accommodation. The Erie-Lackawanna has three arms, one running north along the west bank of the Hudson, another northeast to Suffern, and a third through the delightful Short Hills area. The Jersey Central runs a little farther south through Plainfield as well as to Jersey shore cities.

Commuters on the main line of the Pennsylvania come from as far as Princeton and even Trenton, about an hour's run. Penn Station on Manhattan receives the Pennsylvania's passengers and under this same roof originate the twelve-minute reduced-rate Long Island special Fair trains.

The Fair-bound traveler landing almost anywhere in Manhattan is sure to be within reach of a subway and all subways connect, which means that it is always possible to hook into the Fair-bound Flushing branch of the IRT subway. The best place to do so is under Grand Central Station where new, air-conditioned cars will leave for the subway entrance to the Fair.

A dash of adventure is obtainable on your final lap to the Fair. You may take a helicopter from Newark, New Jersey, directly to the Fair's heliport, a spectacular trip. Copters will also ply from Kennedy Airport, only six miles from the Fair, from the foot of Wall Street and from LaGuardia Airport, only two miles from the Fair.

You may also travel the last stage by water and at high speed. Conventional boats will cruise from 42nd Street and the Hudson River, affording a half-circle tour of Manhattan on the way to Flushing Bay. High speed hydrofoils will shuttle like taxicabs from the Battery and three midtown and uptown locations. Although these boats discharge at the Fair's marina, where 800 private boats will be welcomed, the passengers will find themselves on the route of the Greyhound bus-trains which permeate the Fair area.

One thing you may depend upon—millions of your fellow citizens will be going your way and New York has smoothed and marked the paths. ■

Around the World at a Dining Table

*Delectable delicacies from distant shores
are served in native style and atmosphere
at the Fair's international restaurants*

BY NANCY KENNEDY
PAINTINGS BY DOM LUPO

THE HISTORY of world's fairs is rich with remarkable innovations of one kind or another that have caught the public's fancy and remained enormously popular forever after. As you may expect, food and drink specialties stand high on the list.

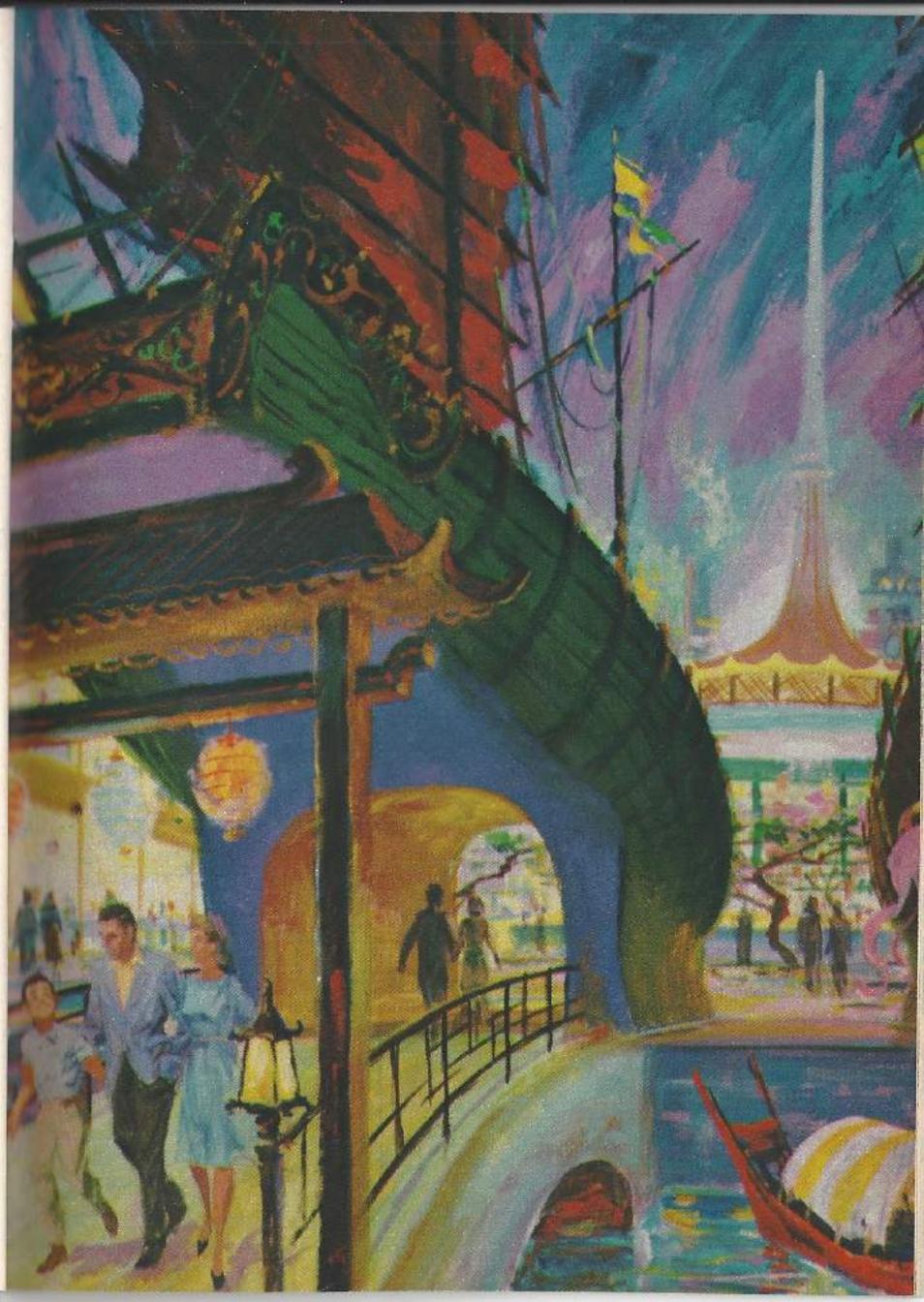
For example, at the St. Louis Exposition in 1904, a young Englishman, trying to demonstrate the virtues of hot tea on a sweltering day, threw some ice into the urn and iced tea was born. Two other culinary triumphs emerged from this fair: the hamburger served on a bun, and the ice cream cone.

The New York World's Fair of 1964 will make food history too, for it offers an exciting opportunity

to dine around the world in more than 100 restaurants—quite different from even the best nationality restaurants at home.

An authentic slice of life in a foreign land is the goal of the Fair's foreign participants. A year before the Fair opened, for instance, talent scouts were combing the islands of the South Seas for authenticity and "color." As a result of this intensive effort, when you dine at the Polynesian pavilion you will see native dancers and lovely girls diving into a lagoon for oysters—each guaranteed to produce a pearl. Such delights as *Rumaki* (a dish of chicken livers, water chestnuts and spices) will be prepared under the direction

Through the stern of a junk, diners enter the teeming world of Hong Kong to enjoy rare Chinese delicacies in a stylized oriental garden



of an expert chef lured from the Fiji Hotel.

With national variations this is the pattern of preparation of most of the foreign restaurants. They will import the finest chefs, fly in perishable delicacies daily, have individually designed tableware and other dining room appointments to create an atmosphere that will convince visitors they are oceans away from home. Most will operate gourmet food shops.

In the Ballantine Rathskeller, guests will be singing between draughts of ale and tastes of such hearty dishes as knackwurst with Antwerp sauerkraut and Belgian sauerbraten with potato pancakes and red cabbage.

On the other side of the equator, high amid the limbs of a giant banyan tree, the African Tree Top Restaurant is divided into a number of elevated rondavels

(round rooms) each with a distinctive roof symbolizing the dominant roof lines of sub-Sahara Africa. Diners will look out through leafy branches to the elephant, zebra and giraffe runs and 40 species of native animals and birds in the exhibit area. Across pools of shimmering water guests will also be able to view a 55-foot-wide stage which will be alive with constant entertainment—African dancers, the deep voices of male folk singers, and the throb of painted drums.

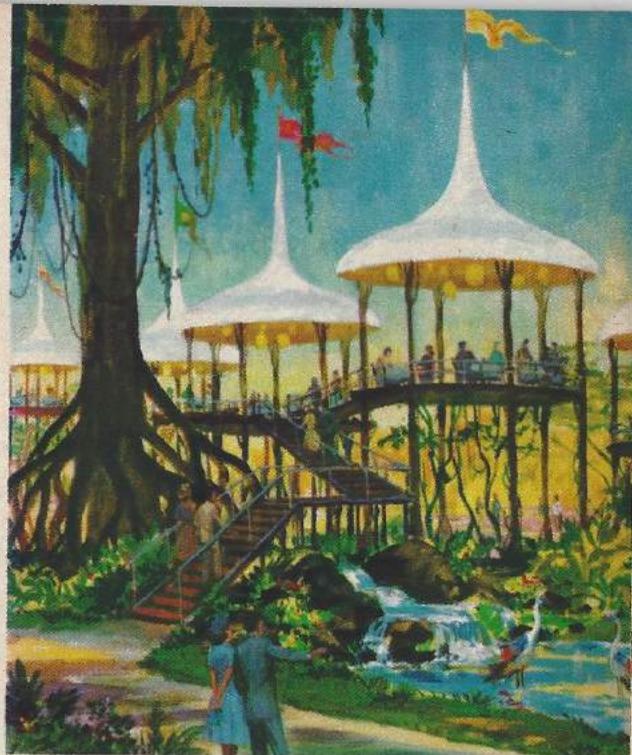
Not all foreign restaurants will provide entertainments. The elegant Restaurant Sweden will introduce the most authentic smörgåsbord ever offered in this country. Handmade pottery of a coppery hue, handwoven Swedish blue linen place mats, burnished wood tables, the modern handwoven fabrics of the waitresses' costumes

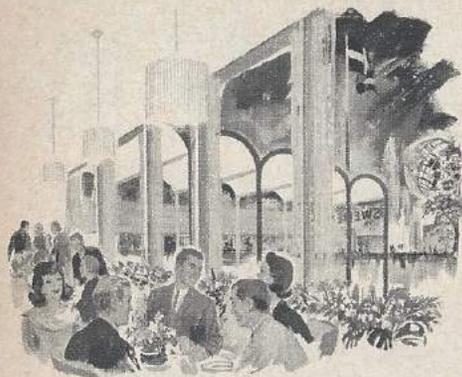
Folk dances, a lively lederhosen-clad Old World band, and group singing contribute to the gay and informal atmosphere at the Ballantine Rathskeller



Right: Favorite African foods adapted to American tastes will be served in the tree-top dining rooms at the African pavilion

Below: Three sides of Festival '64 are walled with glass through which diners can gaze out over pools of water to tree-framed vistas of the Fair





Tore Wretman who operates three of Stockholm's most elegant restaurants helped plan the Restaurant Sweden and Skål Bar which will serve authentic Swedish smörgusbord

will supply the simple and beautiful décor. Good food, served in a leisurely and thoroughly Swedish manner, will be the solo star here.

A change of climate and temperament is again apparent as one enters the Crown Colony Club which captures the glitter and glamour of Hong Kong. The Sun Luck Restaurant management of New York will supervise the kitchen staff from Hong Kong which will serve forth lichee fruit stuffed with crab, shredded spiced beef with rice noodles and many other delicacies rarely served outside of China before. Chinese wrestlers, acrobats and the famous Hu opera troupe will perform.

The favorite dishes of every nation participating in the Fair

will be found at the Top of the Fair, the official Fair restaurant, which soars 120 feet above ground on the top floor of the Port Authority Heliport. The internationally famous staff expects to serve 30,000 people daily in its large dining and club areas.

Even the most intrepid travelers get homesick and many will want to come back to America to Festival '64—The American Restaurant. Across a cool expanse of water abloom with flowers, diners step into a light and airy restaurant conceived as an unending garden. Planters with potted lettuces, tiny onions, herbs and vegetables will not only be part of the floral décor but will also be used in the table-side cooking made possible by a revolutionary new cooking cart which uses liquid gas for the refrigerated section and for broiler and burner cookery. George Lang, of Restaurant Associates, has developed an imaginative bill of fare inspired by the best of American regional cuisine. Green corn pie with shrimp, and plantation wedding cake give a tantalizing promise of just two familiar favorites that can hold their own with the cuisine of the world.

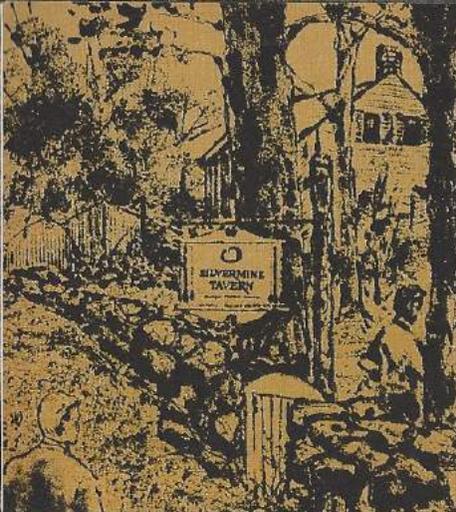
If you plan your Fair restaurant explorations with imagination, before you know it you'll have made a culinary trip around the world, and then can start out again to circle the globe on a deliciously different route. ■

Right: At the Top of the Fair Restaurant, diners enjoy a magnificent view of the fairgrounds, main roadways and the distant skyline of Manhattan



Below: Girls dive for pearls in view of diners enjoying authentic South Seas dishes in the Polynesian dining room





*Charming Silvermine Inn at
Norwalk, Connecticut*

Enjoy a Resort Vacation while Visiting the Fair

BY LEE MORISSEY

*At mountain and seaside resorts
around New York you can indulge in
your favorite vacation activities*

THE age-old and often animated family discussion about whether to vacation at the seaside or the mountains might this year be punctuated by cries that the World's Fair is *really* the place to go. Actually there is no need for hard decisions. Why not enjoy all three and make everybody happy?

All favorite vacation activities and just about any type of setting, from seaside to mountain, are available within comfortable distance of New York City and the Fair. Contained in an arc of some one hundred miles around metropolitan New York are some of the country's finest resort areas, offer-

ing vacations from the super deluxe to the most tightly budgeted.

To start with there is Long Island, which at its western end embraces a part of New York City and the site of the World's Fair (Queens County). In contrast to this metropolitan scene, some 120 miles to the east one can stand on the sandy tip of the Island with only the sea for company.

Montauk, at this eastern end, is especially noted for deep-sea fishing. It has probably the greatest concentration of tourist facilities on eastern Long Island—hotels, motels, tourist homes and a dude ranch. Golf, tennis, riding,

swimming and the popular surf-casting are available here and throughout the Island to the visiting public.

Among the interesting sight-seeing attractions on Long Island are the Suffolk County Whaling Museum and the Custom House at Sag Harbor, the Long Island Automotive Museum outside of Southampton, the Suffolk County Historical Society in Riverhead and Theodore Roosevelt's home, Sagamore Hill, in Oyster Bay. These, of course, are only a sampling, and if you want to know more, ask for the booklet, "New York State Vacationlands," available from the Department of Commerce, New York State, Albany, New York. This publication, in addition to describing recreational facilities and accommodations in specific towns, gives further sources of information for rates, names of hotels, etc.

Northwest of New York, in the land of Rip Van Winkle and other Washington Irving characters, are the resorts of the Catskill Mountains. These beautiful mountains are liberally dotted with lakes, thus providing for all water sports and excellent fishing. Naturally there are the customary entertainments of riding, hiking, golf and one favored by many visitors—simply breathing deeply of sweet, mountain air.

Here in the Catskills one may be bedazzled nightly by Broadway entertainment or one may, at the

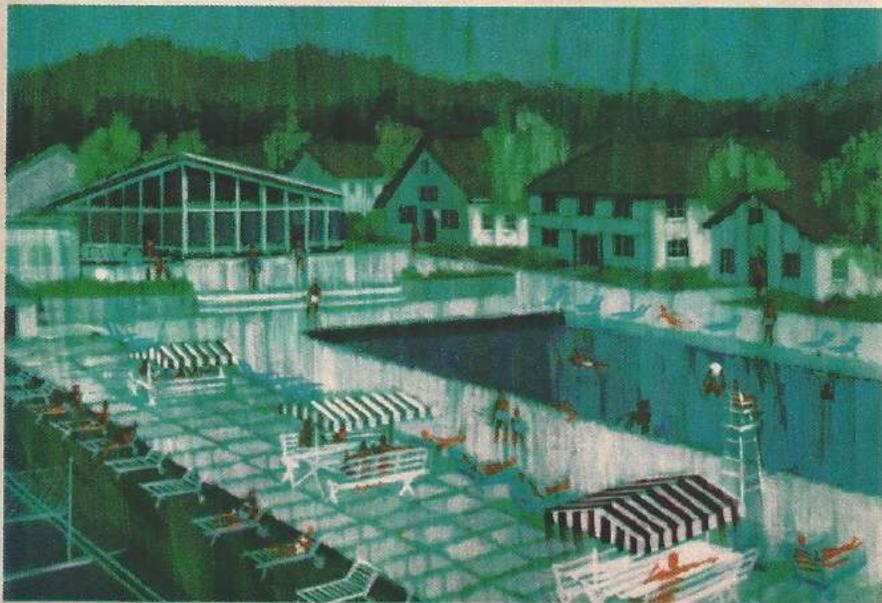
opposite extreme, retire when the sun goes down at one of the numerous farms which takes guests. There are also dude ranches and a list of them is available from the New York State Department of Commerce. Excellent summer theatres are nearby. Indeed, throughout the entire metropolitan resort region, it is usually only a short drive to a good summer theater. In the Catskills there is an emphasis on music, too. Woodstock, an artist's colony in Ulster County, has two summer music series.

The rolling green hillsides of Connecticut are among the most peaceful in the world. Picture-book New England towns and sparkling lakes round out a setting of tranquility. Connecticut, like its neighbor state, New York, has variety in its resorts. Hammonasset and Rocky Neck state parks border on Long Island Sound and have fine beaches; accommodations ranging from resort-hotels and motels to old village inns may be found in nearby towns. Water sports are usually the center of activity at Connecticut's lakeside spas, from the coast up to the Berkshire foothills.

Antique hunting is a favorite occupation of Connecticut vacationers, while entertainment includes the famous Stratford Shakespeare Festival and the varied program of the Goodspeed Opera House. Also nearby are Yale University, the Wadsworth



PAINTINGS BY LOU MCMURRAY



Asbury Park, New Jersey, has excellent oceanside accommodations

Athenum (an unusual, small museum) and Mystic Seaport, the re-creation of a nineteenth-century seafaring community. A short drive north is another famous restoration, Old Sturbridge Village, near Sturbridge, Massachusetts.

Detailed information on planning a Connecticut vacation may be found in the pamphlets, "Connecticut Travel Guide," "Your Vacation in Colorful Connecticut" and "Connecticut Vacation Guide" available from the Connecticut Development Commission, Hartford 15, Connecticut.

South of New York are the New Jersey resorts, running the length of the coast. Those who like hustle and bustle may be drawn to the hostleries of Atlantic City and Asbury Park. For a quieter vacation there are cottages as well as non-housekeeping accommodations at the towns along Long Beach Island. Surf-casting, sailing and other seaside activities are popular here. Every resort town also provides the facilities for other active sports. Northwestern New Jersey is in mountain foothills and has many lakes, the best-known being Lake Hopatcong.

In the center of New Jersey there is a virtually uninhabited area, the Pine Barrens, which is of great fascination to nature lovers. Wharton State Forest, contained in the area, offers access

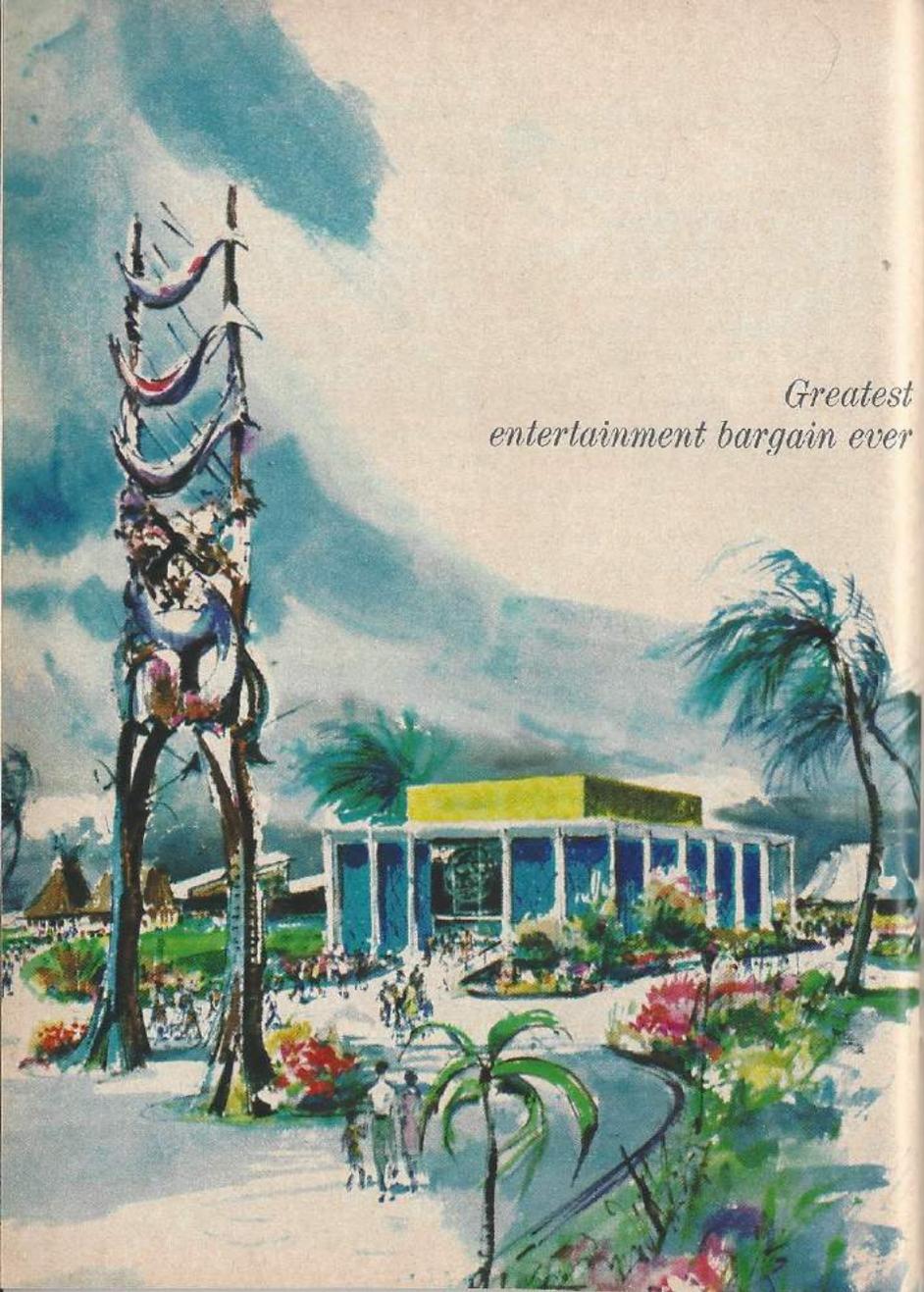
to those interested in exploring. Much of the area can be penetrated only by canoe.

New Jersey is celebrating its 300th Anniversary throughout 1964 and many special events are planned which will enhance sight-seeing enjoyment. There are several Revolutionary War battlefields to be seen (Trenton, Princeton and Monmouth); the site of Washington's crossing of the Delaware River is a short drive from most resorts; and, of course, there is the famous Princeton University.

Information on New Jersey resorts, anniversary special events and any other specific data desired is available from the New Jersey State Promotion Section, 520 East State Street, Trenton 25, New Jersey. The booklet, "New Jersey Vacationland the Year 'Round," is especially helpful as each resort listing details bus or railroad service and mileage to New York.

And, finally, if none of this quite fills the bill—or if one happens to be a confirmed boatman—why not rent a cabin cruiser right at the World's Fair Marina and spend a notable vacation exploring the waters of Long Island Sound? For information and reservations write to Avis Rent-a-Boat, World's Fair Marina, Flushing Meadow Park, Flushing, New York 11380. ■

The Laurels, a mountain retreat in New York's Catskills



*Greatest
entertainment bargain ever*

WORLD'S FAIR EXHIBITS

BY DOUGLAS CAMPBELL

PAINTINGS BY HARVEY KIDDER

THE ANNOUNCEMENT not too long ago that production costs at the Fair come to a billion dollars, raises a rather interesting point. Considering that the anticipated attendance is seventy million, this means, among other things, that the combined Fair participants are spending about fourteen dollars to entertain each visitor—less admission fees and whatever else the visitor might choose to spend.

It also means that the moment you pass through the gate into the fairgrounds, you're about twelve dollars to the good, and that's a bargain if there ever was one.

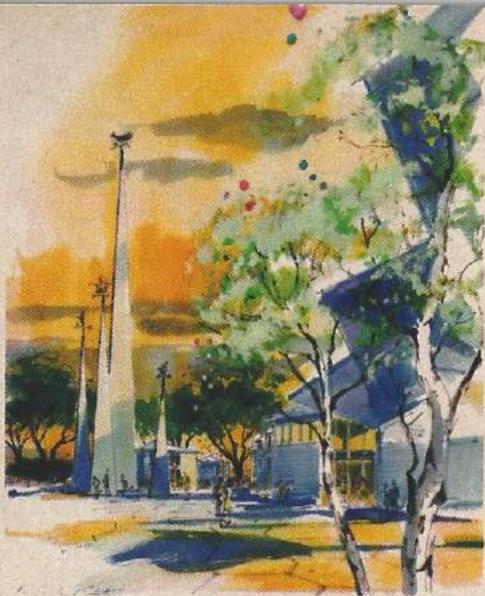
And what do you get in your bargain? In short, a day at the biggest, most dazzling, entertain-

ing, astonishing, and downright educational world's fair ever held. Just numbering the exhibitors is impressive: 300 companies, 24 of our states, and 50 foreign nations, not to mention the Vatican, West Berlin, Hong Kong and the exhibit of our Federal Government.

Forgetting for a moment the numbers and names of the famous and talented artisans who wrought this lavish spectacle (the list is endless and space is limited), it's best to get on to a sampling of exhibits that will beguile you.

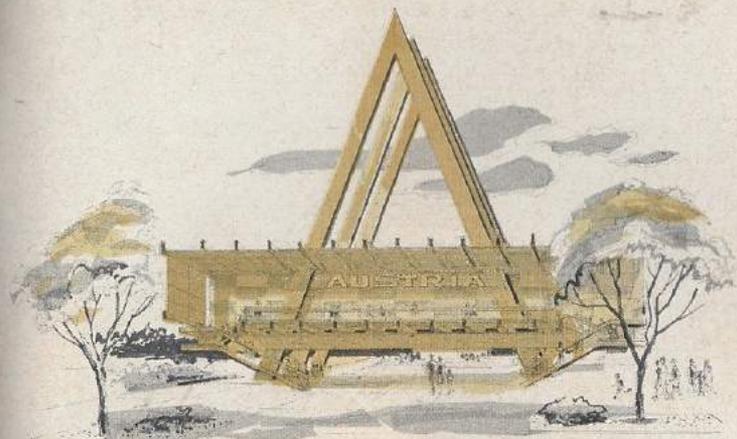
In shows of industrial wizardry, visitors at General Electric get the first public look at a demonstration of controlled nuclear fusion, as pure energy is released from deuterium gas at a temperature

Hawaii's pavilion has ideal setting on Fair's Meadow Lake

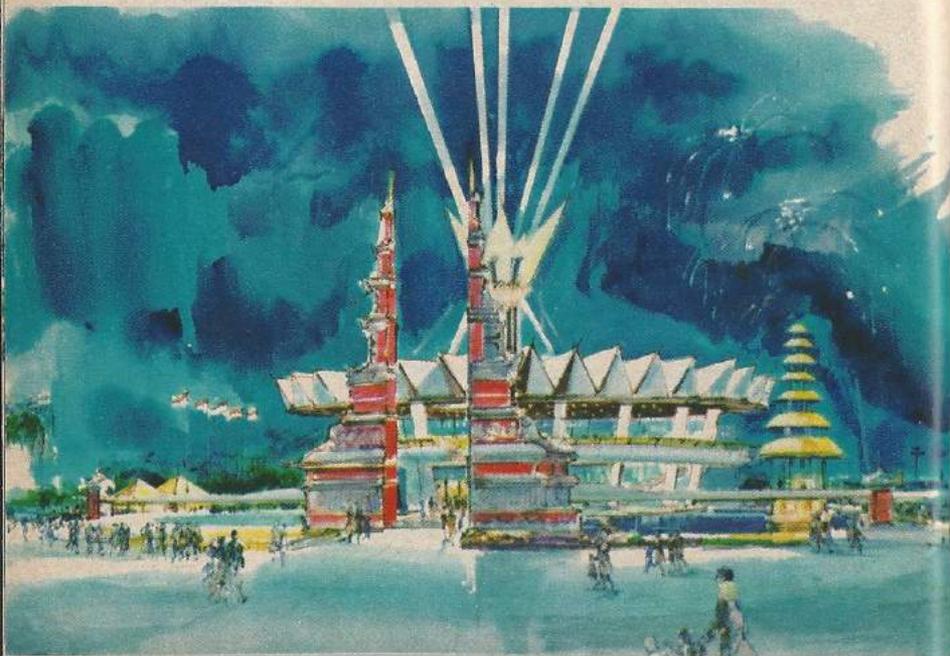


Left: New England States pavilion features a typical village green, frog-jumping contests and a trip to the moon.

Below: Lovely Indonesian pavilion is constructed with native marble and wood



Architecture of Austria's pavilion symbolizes the country's charm and mountain tourism



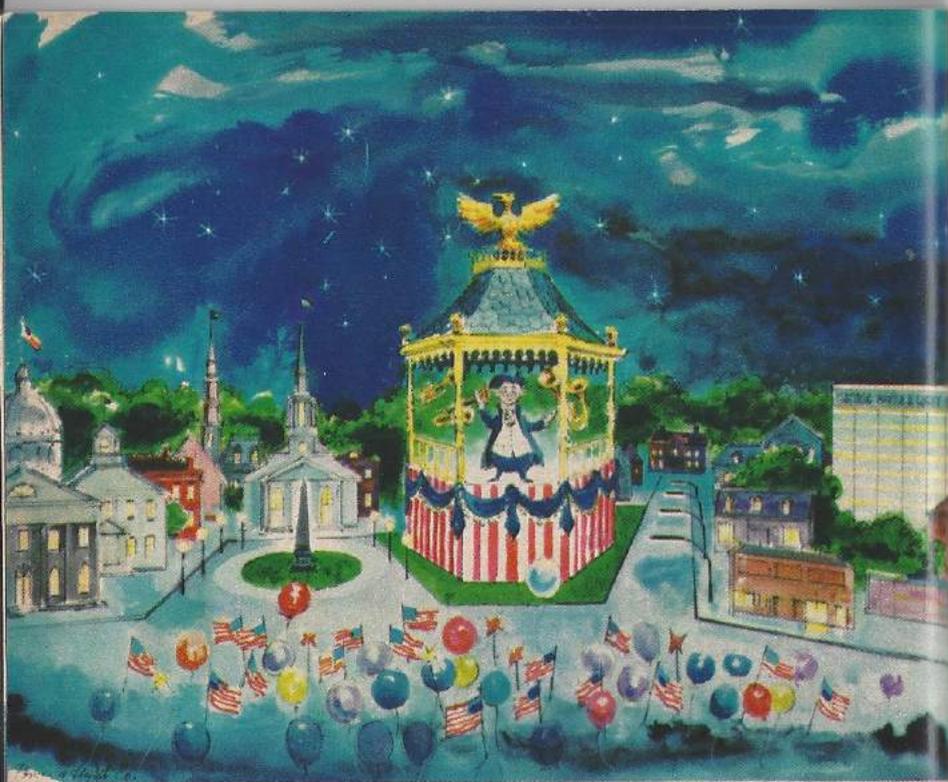
of 20 million degrees. Nearby, Bell Telephone System features a new Picturephone TV-telephone, machines talking to machines and other communication marvels, while Festival of Gas delights you with miracles of your future gas kitchen—even a device to make “instant” disposable dishes!

General Foods keeps visitors informed of news, weather, traffic conditions and events around the fairgrounds through large, electronically-controlled message panels mounted atop eleven numbered arches located at high-traffic points.

Over at the Parker Pen Company pavilion friendship is fostered in a fresh and charming way. There,

you can write down your interests, have them fed into a computer, which in turn provides you with the name and address of a person in a foreign country who would make a likely and interesting pen pal. Kodak also champions hospitality. On its pavilion roof is a far-out moonscape where you can click away at your family with the help of camera experts from Kodak. And, if the pace of activities wearies you, the Simmons Mattress pavilion has cozy, quiet guest rooms where you can nap.

Not to be outdone, the state, city and government pavilions come in for their share of enchantment to tempt you. Hawaii is there with native music and dancing, Texas



Above: Electric Power and Light pavilion presents delightful show on uses of electricity and boasts world's most powerful searchlight. Below: Panama-Central American pavilion reflects colorful Aztec past



with a NASA exhibit of a space capsule and entertainment, Alaska with an igloo, Eskimo artifacts and northern lights exhibit. Florida has free fashion shows, Montana a million dollars' worth of gold nuggets. Illinois offers a figure of Lincoln that gestures and talks, Missouri a replica of Lindbergh's "Spirit of St. Louis." New England has lobsters, electronic devices and the Boston Pops Orchestra.

At the U.S. Government's pavilion, you'll view significant events in our nation's history on Cinerama-type screens; the New York City pavilion will take you on a simulated helicopter ride above an exact model of the Fair's host city, and the New York State pavilion features fashion shows, rarely seen paintings reflecting early-day New York scenes, and "capsule" elevators to the 200-foot observation tower.

Catch your breath now for a quick trip to some of the magnificent international exhibits. Here you can board an exact replica of Columbus's flagship, the *Santa Maria*, docked at Meadow Lake. You can view world-famous paintings of the old masters, Velasquez, Goya and El Greco, and the later geniuses Picasso and Miro at Spain's pavilion. You can wander through the streets and buildings of a Belgian town and ride on an old-fashioned carousel; lounge at a Korean Tea House; view the majesty of Michelangelo's sculpture, the *Pieta*,

on loan from the Vatican; enjoy a native ballet performed by dancers from Africa's Guinea; watch sarong-clad girls dive for pearl-bearing oysters at the Polynesian pavilion; keep time with a Calypso steel band at the Caribbean pavilion; and check your watch by an atomic clock at the Swiss pavilion.

This is by no means all. There is much, much more in the five Fair exhibit areas that will educate, amuse, entertain and even awe you. In one sense, for all its sprawling, soaring, glittering glory, the Fair is a tribute to the ingenuity and industry of man everywhere, past, present and future; in another, it's a mirror of a constantly changing world striving for freedom as the many young, new nations exhibiting at Flushing Meadow bear eloquent witness. ■

Danish pavilion has playground and "nannies" to supervise the children



A trip through Chinatown is great but inexpensive fun

Budget Vacation in New York

BY FELICE LEE
PHOTOS BY CARROLL SEGHERS II

Take a tour of a big ocean liner



ODDITIES about the City of New York are constantly popping up like so many mushrooms, and one of the latest involves vacationers. It seems that of the thousands of families who travel many hundreds of miles to visit this mighty metropolis, only a relative few venture far beyond the tiny areas of Times Square and midtown Fifth Avenue.

Considering there is so much of wonder and delight to enjoy throughout Manhattan, this is a pity, indeed, and families headed for the Fair this year will be particularly rewarded by allotting some time to explore the island's many attractions. Some recommendations, tailored and tested especially for families, are therefore offered on these pages to

Sidewalk art exhibits in Greenwich Village are colorful, interesting, and wonderful for browsing



PHOTO BY RICHARD SAUNDERS



Left: Hootenannies are popular attractions in the "Village"

Below: Trinity Church in lower Manhattan is rich in historical interest



make such a vacation far more enjoyable.

On visiting the Fair, however out of this world it may be, one must still deal with problems that regularly face the earth-bound: where to sleep and where to eat. Manhattan might well have been built just to cope with these problems. Additionally, special services have been established for the convenience of World's Fair visitors. The World's Fair Housing Bureau, (30 Rockefeller Plaza) has published a *Hotel and Motel Guide* (mailed to you on request) and has a free reservation service. Your travel agent also has this listing and detailed information.

Advance planning of sight-seeing is the key to enjoyment. The greatest temptation is to try to do too much. Allow time for food and fatigue breaks; at a large museum, decide which exhibits you will see, use the museum floor plans to find them and keep the visit short. The New York Convention and Visitors Bureau (90 E. 42nd Street) has a free city map with notes on sightseeing attractions, and maps of the subway system may be found at subway change booths or in the front of the classified telephone book.

Finally, keep in mind that fine greensward, Central Park. Here the youngsters can blow off steam and refresh themselves on the grass or in playgrounds. There is also a carousel and a delightful Children's Zoo.

There are attractions in Manhattan that everyone wants to see at least once. Among these are Rockefeller Center, the view from the Empire State Building, the United Nations and the Statue of Liberty. If parental interest in these has been previously satisfied, you might let Gulliver's Trails (25 Central Park West), an organization devoted to children's excursions, do the honors. The basic fee for a day's outing, including lunch, transportation and admission fees, is \$10.00. Gulliver's Trails will also take children to the Fair for the day (\$12.00) concentrating on exhibits and entertainment of interest to them.

From lower Manhattan, one of the choicest New York excursions is the round-trip ferry ride to Staten Island, offering the full panorama of the harbor and skyline, plus a look at the Statue of Liberty and the new Narrows Bridge—all for a nickel each way.

Fraunces Tavern (54 Pearl Street), a few blocks away is a possible lunch stop. Its Long Room, upstairs, was the scene of Washington's farewell address to his troops. Model ship fans should not miss the Marine Museum of the Seaman's Institute (25 South Street), which has one of the finest collections in the world, along with curios of nautical life.

A little north of City Hall is the Fire Museum at 104 Duane Street with perfectly-kept equipment dating back to the hand-drawn

Below: Ever ridden in a rickshaw? You can on Chinatown's Mott Street





era. A trip to Chinatown, in the same area, might well include a Chinese meal and a visit to the Chinese Museum located at 7 Mott Street.

An hour's walk through Greenwich Village can be a charming experience, too, with its lovely old homes, bizarre coffee houses, sidewalk markets and fascinating shops. Restaurants are plentiful and one, Albert's French Restaurant, 42 E. 11th Street, offers free Village bus tours.

Uptown, two great museums have exhibits all children enjoy. At the Metropolitan on Fifth Avenue, look for the medieval armor hall, the Egyptian tombs and the Junior Museum. There is a worthwhile souvenir counter and a cafeteria. (Almost all museums have adequate lunch facilities.) Items to head for at the Museum of Natural History on Central Park West are the dinosaur skeletons, the African animals in the Great Hall and the Indian displays.

★A tour of an ocean liner is a wonderfully exciting experience for the whole family. Many lines permit public visiting on sailing day or the preceding day—a better bet if you don't care for crowds.

Shopping—window or otherwise—is a major feature of a New York visit. A visit to F.A.O. Schwartz, on Fifth Avenue, the incomparable toy store, is virtually a must on a family trip. For clothing, Fifth

A "must"—the Statue of Liberty



PHOTO BY RICHARD SAUNDERS

Shopping in Greenwich Village is full of pleasant surprises, and you might run across a fine bargain

Avenue, from 34th to 59th streets, is lined with specialty shops, even the most elegant of which have reasonably-priced departments.

When those cries of hunger arise from the young, here are some moderately priced Manhattan places that welcome family groups.

The reliable Schrafft's chain* has exceptionally good soda fountain treats as well as a varied menu. At the Horn and Hardart Automats, you drop nickels in the slot and out pop the goodies. These are

**Special dinner prices for children*

great fun and are recommended for breakfast or dinner; avoid Automat lunch crowds. Also there are the Maisel Restaurants, Howard Johnson's,* Larre's French Restaurant, Gilhuly Brothers,* and the Brass Rail Restaurants. If you feel adventurous you might try Mexican food at Xochitl or curries at Karachi. The Stage Delicatessen is a good place to soak up Broadway atmosphere and possibly see some stars, while Trinacria, 415 Third Avenue, an unusual grocery store, has fine hero sandwiches.

A little higher priced, but still

Big thrill for youngsters is the Fire Museum in downtown Manhattan



reasonable are the Cattleman,* with free stagecoach rides on weekends, Seafare Restaurants, Divan Parisian, and the House of Buscaglia.

In the way of entertainment, New York has no peer and the biggest problem may be making a choice. Additionally, there are many special events scheduled for the World's Fair period. Children always enjoy Radio City Music Hall or a television broadcast. You can write to television networks' Guest Relations Departments for complimentary tickets, and also write for tickets to Broadway and off-Broadway plays.

Outdoor concerts in New York in summertime are a delight. Lewisohn Stadium features famous artists, while in Central Park there are band concerts, jazz and square dances. The latter are free, as are the excellent Shakespeare performances in Central Park, which are so popular it's necessary to arrive several hours early for tickets.

To parents who might like to go out on the town alone for the evening, here's some cheerful news. Many hotels maintain sitter lists, and there is the highly respected agency, Part-Time Child Care, 19 E. 69th Street. Part-Time Child-Care also takes youngsters sightseeing, to the movies, etc. or to the Fair at an hourly rate, plus expenses. Older children are accompanied by specially trained college girls. ■



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TRYING to decide which of the Lincoln-Mercury models should receive the honor of posing with the Unisphere, symbol of the New York World's Fair, was no easy task. The nod finally went to the Mercury Marauder because it typifies so many of the total performance characteristics of all Lincoln-Mercury cars, including the agile and spirited Comet, the 100,000-mile World's Durability Champion, and the elegantly styled, smooth riding Continental. Then, too, on its own, the Marauder set a new world's stock-car record in the Pikes Peak Climb and has also competed winningly in numerous racing events.

See the complete range of Lincoln-Mercury cars at Ford Motor Company's Wonder Rotunda at the Fair, then test drive your favorite model at your local Lincoln-Mercury Dealer and discover what full-range performance really means.



The Lincoln-Mercury Treasury of World's Fair and New York Attractions is presented by your Lincoln-Mercury Dealer who invites you to visit the New York World's Fair and discover new adventure on Walt Disney's Magic Skyway at the Ford Motor Company Wonder Rotunda.