

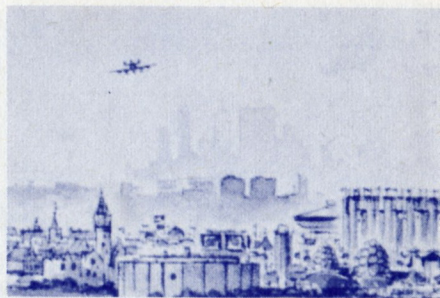
*A
thumbnail
preview of the
1965 show*

To Get
the Most
Out of
the New York
World's Fair

BY CLARENCE W. HALL

TURNSTILES clicked on 27.1 million visitors to the New York World's Fair last year—more people than any other U.S. fair has drawn in a comparable time. Now, opening April 21, the Fair's second season is expected to break that record.

And why not? This fair is the biggest in history. Exhibitors from 66 nations spent one billion dollars last year to provide, in one square mile and 150 pavilions, nothing less than a grand tour of the globe. This year the most popular features have been retained, and refinements galore have been added. "We've had six months," says William Berns, director of radio, television and films for



the Fair, "to study fairgoers' preferences, tastes and spending habits, and to make additions and improvements keyed to them."

Among the major changes made for the Fair as a whole: a greatly expanded transportation system, to help visitors get around more quickly and easily; more picnic areas, several with games and amuse-

ments; more information booths and better guide service; a vastly increased number of special events. Exhibitors have gone all out to beautify their grounds, to make technical refinements and introduce new showmanship. At pavilions where the problem last year was long waiting lines, capacities have been enlarged, the number of shows has been increased, arrangements have been made for advance reservations.

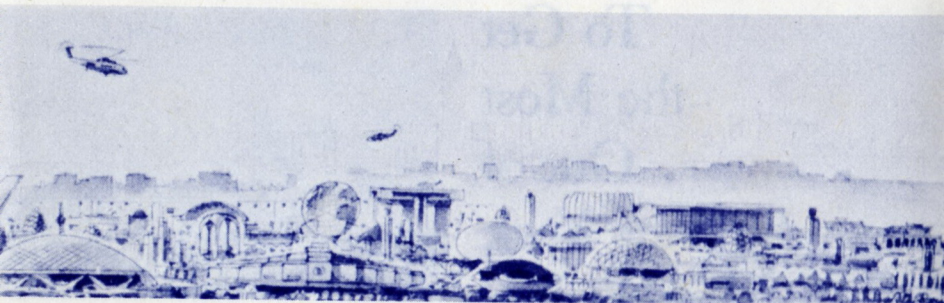
To get the most you can out of a visit, some tips may be helpful.

Time. Some people skip through the Fair in a day, hit only the high spots. A representative portion of it can be seen in a couple of days—though not on weekends, when the 646 acres are likely to be more

gest and most popular, are free. Last year the average visitor spent less than \$7.50 a day, and that included meals, souvenirs and crazy hats for the kids.

Comfort. Everything possible has been done to ease the ancient ailment known as “fair feet.” Comfortable benches are available everywhere. Little parks and quiet nooks dot the grounds. Lounges are plentiful. There are more “sit-down” exhibits than at any previous fair, plus moving pathways, moving stairs, even auditoriums that move you from one stage to another while you remain in your seat. If you get tired, you can hop one of the Glide-a-Ride trains crisscrossing the Fair, the Monorail or Swiss Sky Ride.

Like to get the toddlers off your



crowded. To see the biggest and most publicized pavilions thoroughly, you'll need several days.

Cost. Your expenditure can be as modest or as extravagant as you wish. The admission charge is \$2.50 (\$1 for children 2 to 12); 85 percent of the attractions, including the big-

gest and most popular, are free. Last year the average visitor spent less than \$7.50 a day, and that included meals, souvenirs and crazy hats for the kids. Among playgrounds where you can park them, all supervised by trained personnel, are: the Protestant and Orthodox Center and the Danish Pavilion's replica of Copenhagen's famous Tivoli Gardens (both charge 50 cents for the first two hours). Other fea-

tures to engage children's energies while you relax: the U.S. Pavilion's storytelling sessions; Chunky Candy's playground; Johnson's Wax's "fun machine" for climbing through a maze of intriguing devices; famous clown Emmett Kelly Jr.'s antics at Eastman Kodak; Continental Circus's rides and pet show; and such thrills in the Lake Amusement Area as the Log Flume ride in dugout boats down a roaring watery sluice.

What Are Your Interests? To avoid just drifting from one diversion to another—some of which may have no special appeal for you—it is advisable to work out a general plan ahead of time. To assist in your planning, write for an official guidebook (\$1) and official map (\$1). Address: N.Y. World's Fair Guidebook, Room 4406, Time & Life Bldg., Rockefeller Center, New York, N.Y. 10020.

If your interests are broad and diverse, there is scarcely any section of the Fair you'll want to miss. Note that the grounds are divided into five principal areas: Industrial, International, Federal and State, Transportation and Lake Amusement. From the map, you can decide which exhibits in each area appeal to you as "musts."

Faraway Places. Are you beguiled by faraway places with strange-sounding names? Then the International Area is for you. You may want to consider establishing mood first, however, by stopping at two popular pavilions in the Industrial

Area where internationality is the theme. Coca-Cola's "Global Holiday" re-creates such exotic places as Hong Kong, a serene Indian garden with the Taj Mahal in the background, a Cambodian forest containing one of the famous Angkor temples, gay and glittering Rio de Janeiro. Pepsi-Cola offers an enchanting boat ride through riotously colored scenes amid which animated dolls dance, cavort and sing in many languages "It's a Small World."

In the International Area you may want to mark especially for your attention: Spain's handsome pavilion, voted the most beautiful last year; Belgium's reproduction of a medieval Flemish village with its cobbled, winding streets and Old World atmosphere; the African Pavilion with its tree houses, menagerie, and electronic "safari shoot"; Indonesia's gracefully carved, temple-like structure, filled with aspects of life on the fabled islands of Bali, Java and Sumatra; Thailand's golden pavilion, built like an 18th-century Buddhist shrine; the Republic of China's opulent red-and-gold reproduction of an imperial palace. Each of these pavilions brings you choice examples of its country's food and fun, arts and crafts.

You won't want to miss Mexico's heart-stopping "rain god" show, in which a Mexican Indian dances atop a 114-foot pole while four others (the "Flying Men of Papantla"), suspended by their ankles, drop in descending spirals to the ground; or the Polynesian hula performers, the

knife and fire dancers from Fiji and Samoa, the African Pavilion's world-famed Watusi warrior dancers and drummers from Burundi, the Baalbek dancers and singers from Lebanon.

Art. For addicts of art, priceless paintings and sculpture from famous galleries and museums the world over are on display at several pavilions. Spain has replaced last season's showing of El Grecos and Goyas with other distinguished masterworks. The Fair's outstanding sculptural showpiece, Michelangelo's Pietà, is at the Vatican Pavilion. New this year is a collection of paintings by the late Sir Winston Churchill, on view at the World's Fair Pavilion. At Sudan you can view the recently discovered "Sudan Madonna," a painting executed around 800 A.D. The Republic of China has a bronze ceremonial cup dating from the Ying dynasty (1766 B.C.).

Photography. Millions of dollars have been spent by exhibitors in showing creative employment of camera and projection techniques that raise the movie to an exciting art form. Superb color photography—done in three-dimensional, time-lapse, photo-montage, stop-action, underwater, aerial and photomicrographic form—is projected on screens from peephole size to those that wrap completely around the audience.

One of the most arresting films is the Johnson's Wax Pavilion's 18-minute celebration of the universal joy of living, "To Be Alive!" Run-

ning close in sheer photographic artistry and innovation is Eastman Kodak's "The Searching Eye," a child's awakening to the world's wonders in the commonplace. Another of the most discussed films at the Fair is "Parable," an allegory in pantomime, presented at the Protestant and Orthodox Center.

Today's Exciting World. For most Fairgoers, a prime desire is to see the latest scientific marvels that make living easier and more exciting. At General Electric's pavilion, you can witness an actual experiment in controlled thermonuclear fusion. You will probably be charmed by GE's "Carousel Theater," where the auditorium in which you sit revolves around several stages showing American home life from the turn of the century to the present. Du Pont's breezy, rollicking "Wonderful World of Chemistry," a 45-minute musical revue presented 48 times daily in two theaters, employs a clever new theatrical technique combining live and screen actors who converse, join in song and hand things to one another. In a 14-minute ride by armchair at the Bell System Pavilion, you are whisked through the history of communications, from tom-tom to Telstar.

Are you curious about the extent to which electronic brains are replacing man's? National Cash Register has a game room where brave souls can match wits with the machines. At several pavilions you can operate computers that will, at the push of a button, trot out instant

answers to all kinds of problems, tell you what was going on the day you were born, counsel you on what colors to use in decorating your home, quickly translate technical data from one language to another, or pick you a compatible pen pal from across the world. At the International Business Machines Pavilion, a 15-minute show explains how similar to the human brain's working the operation of these monsters really is.

Tomorrow's World. If you are interested in the shape of things to come, you won't want to miss General Motors' exciting "Ride Into Tomorrow." In it you are conveyed along "the star-studded corridors of space" to the moon; beneath the sea to watch the ocean floor being tapped for minerals; across the face of the earth to a gleaming "metropolis of the future."

If your curiosity reaches to the time when every man may be an astronaut, with the moon and Mars as accessible as Minneapolis and Mobile, go to the Hall of Science for the film-and-model demonstration called "Rendezvous in Space," portraying the innards of a space station and how you'll reach it by "space taxi."

The World That Was. If you are as fascinated by where the world has been as by where it is going, take Ford's "Magic Skyway," a 12-minute ride in Ford convertibles through scenes depicting the earth when it was young. Watch giant reptiles slug it out while primitive

creatures soar overhead; observe animated cavemen and their home life, dinosaur eggs hatching out, and early man discovering the wheel.

America's Past. The glories of America's past are celebrated in a number of pavilions. In the handsome U.S. Pavilion, "The American Journey" turns a quarter-mile-long tunnel into a theater; along it, on a moving grandstand, you take a 15-minute excursion through U.S. history flashed on 75 different screens.

Of the state pavilions, one of the most popular is Illinois's, with its figure of Abraham Lincoln, ingeniously animated by Walt Disney. Lincoln sits, stands, brushes back his coattails and speaks extracts from his speeches. Also on view is one of the largest collections of Lincoln papers ever assembled, including an original of the Gettysburg Address.

Homemaking. At the Better Living Center, third largest pavilion at the Fair, 250 exhibitors display every building style, product and appliance imaginable, plus some you've not yet seen even in your dreams. Exhibits include a "Gallery of Kitchens," a seven-room dream house and a "Promenade of Interiors."

Eating. Your biggest expense will probably be for food. A number of the pavilions boast restaurants as plushy and expensive as you would find anywhere. If you have a gourmet bent, and the purse to support it, your visit to the Fair can be an adventure in international gastronomy. But there are also dining spots with meals costing as little as 99 cents,

plus 40-odd snack bars, where, especially if you have children in tow, you can save both time and money.

One way to beat both prices and waiting lines: bring your own picnic. Last year thousands came equipped with food in hampers or bags. Lockers are available to store your food in until it's needed, and there are numerous pleasant places

to picnic away from the crowds.

Housing. If you want to be sure of hotel reservations, write, well in advance, to the World's Fair Housing Bureau, 30 Rockefeller Plaza, New York, N.Y. 10020. Available free from the bureau is a brochure listing 100,000 rooms in approved hotels and motels in the New York City area, with prices and locations.