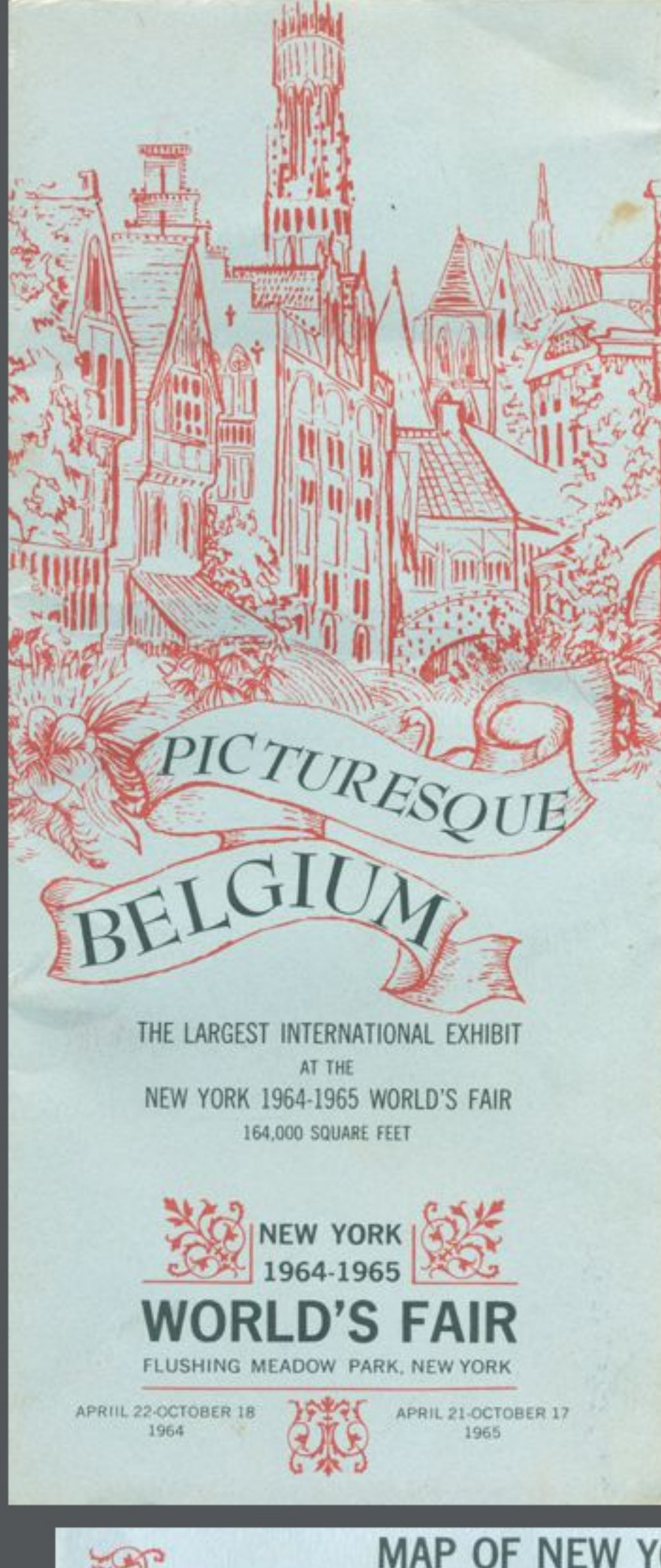


YES! YOU CAN BE SURE  
PICTURESQUE BELGIUM

WILL BE ONE OF THE  
TOP ATTRACTIONS OF THE FAIR  
BECAUSE...

- A. The management has selected the most experienced and creative talent to insure that the Belgian Project is one of the largest single attractions for the expected 70 million Fair visitors.
- B. A choice site has been chosen for its 164,000 square foot exhibit on a main thoroughfare of the International Section within easy access of the Fair's theme center, dominated by the exhibition's symbol, Unisphere. Also nearby is the Lake Area, where the Continental Circus, the Amphitheatre stage extravaganza, the water front exhibits of Florida and Hawaii, and the huge parking area will attract most of the Fair visitors.
- C. PICTURESQUE BELGIUM brings to life a cross-section of the lovely nation with its people at work and at play within a complex of about 134 houses, a Church, a Town Hall and historical buildings, all styled after existing scenes in Belgium to make anyone's travel dreams come true.
- D. Among its feature attractions will be a 25,000 square foot Breughel-type rathskeller in the basement of the Town Hall, souvenir shops where visitors can purchase, among other things, the copper, glass and other products they see made by artisans working on the streets, a fish market, furniture stores, an ice cream parlor, cafes with concerts, dancing and festivals, the artists, the milk-maid and other familiar sights along Belgian streets.
- E. Great works of Flemish art will be present everywhere and particularly in the 15th Century Gothic Church—an exact replica of St. Nicholas Church in Antwerp. Here the Stations of the Cross will be displayed in fourteen 5 x 5 square-foot panels fashioned by artists in fine colored sand. The famous Rubens' "Descent from the Cross" will also be "painted" with sand to give an unforgettable beautiful impression for the Fair visitor.
- F. Folk dances will be a daily feature in the heart of the life-size Belgian city with the full costumes and folklore of the native land.
- G. A Flemish Festival will offer plays and other diversion for visitors on the colorful terraces of another public square of PICTURESQUE BELGIUM.

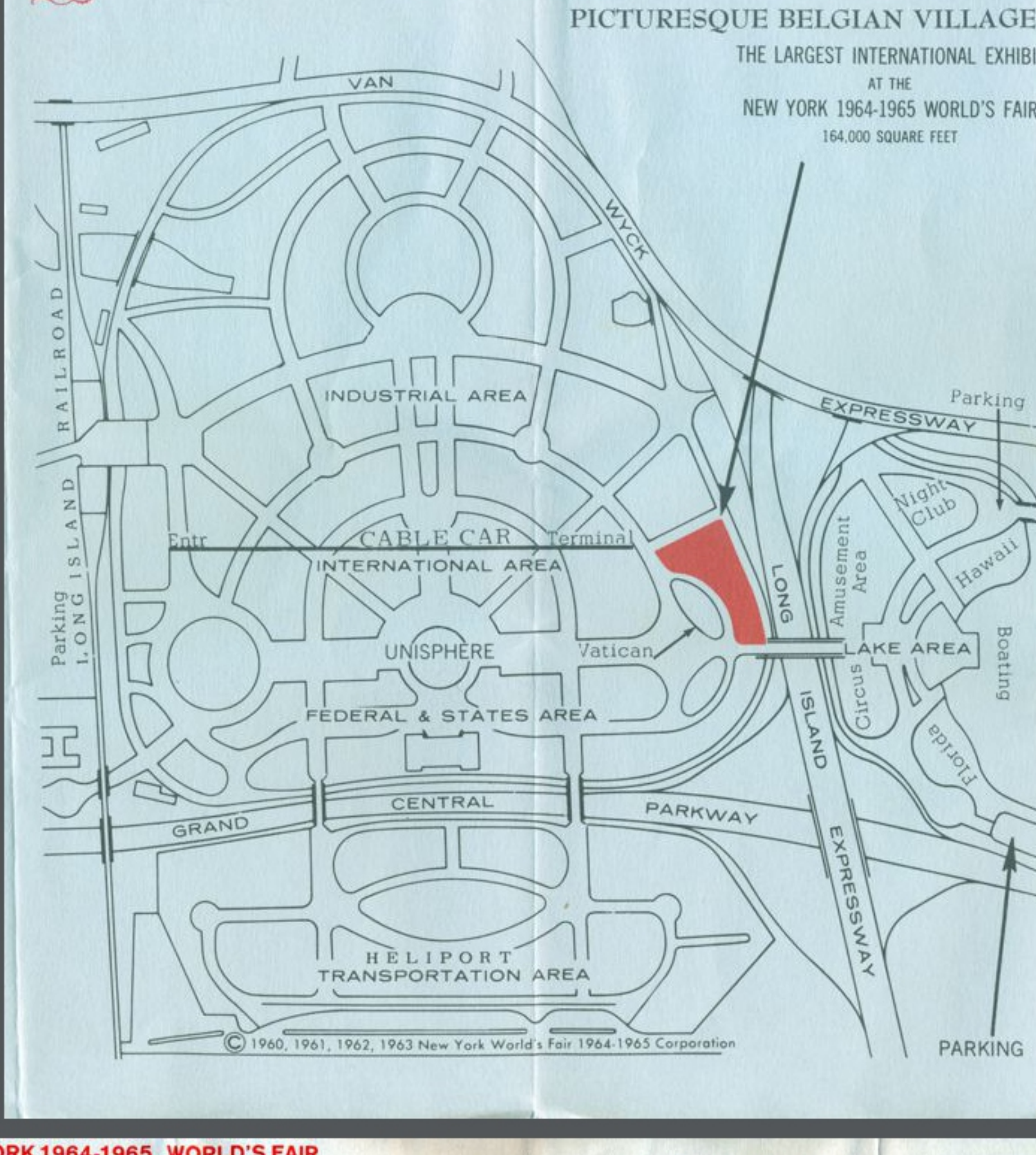


# PICTURESQUE BELGIUM

THE LARGEST INTERNATIONAL EXHIBIT  
AT THE  
NEW YORK 1964-1965 WORLD'S FAIR  
164,000 SQUARE FEET

NEW YORK  
1964-1965  
WORLD'S FAIR  
FLUSHING MEADOW PARK, NEW YORK

APRIL 22-OCTOBER 18 1964 APRIL 21-OCTOBER 17 1965



## PICTURESQUE BELGIAN VILLAGE

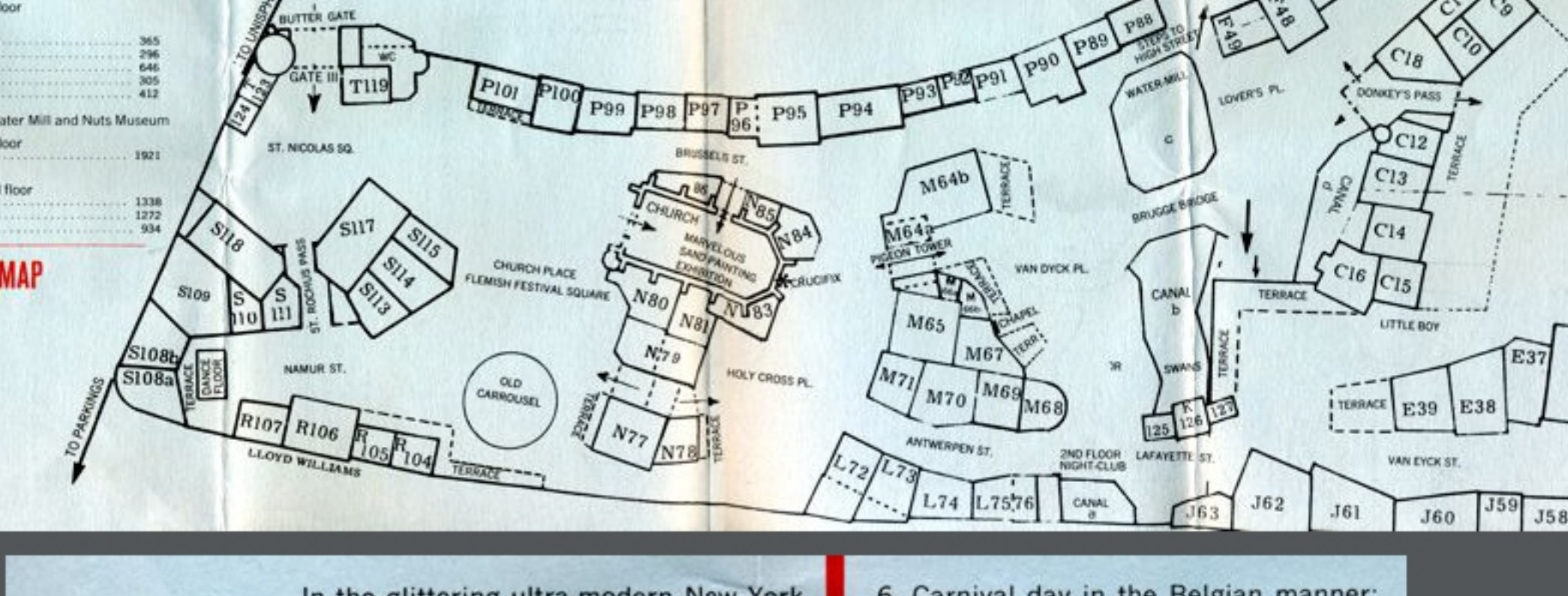
THE LARGEST INTERNATIONAL EXHIBIT  
AT THE  
NEW YORK 1964-1965 WORLD'S FAIR  
164,000 SQUARE FEET

**THE NEW YORK 1964-1965 WORLD'S FAIR**

BUILDING NO.	AREA IN SQ. FT.	BLOCK	BUILDING NO.	AREA IN SQ. FT.
125	132	P	88	238
126	306	P	89	270
127	148	P	90	230
128	148	P	91	230
129	148	P	92	230
130	148	P	93	230
131	148	P	94	230
132	148	P	95	230
133	148	P	96	230
134	148	P	97	230
135	148	P	98	230
136	148	P	99	230
137	148	P	100	230
138	148	P	101	230
139	148	P	102	230
140	148	P	103	230
141	148	P	104	230
142	148	P	105	230
143	148	P	106	230
144	148	P	107	230
145	148	P	108	230
146	148	P	109	230
147	148	P	110	230
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150	148	P	113	230
151	148	P	114	230
152	148	P	115	230
153	148	P	116	230
154	148	P	117	230
155	148	P	118	230
156	148	P	119	230
157	148	P	120	230
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167	148	P	130	230
168	148	P	131	230
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262	148	P	225	230
263	148	P	226	230
264	148	P	227	230
265	148	P	228	230
266	148	P	229	230
267	148	P	230	230

### INFORMATION KEY FOR MAP

EXECUTIVE OFFICES:  
**ROBERT STRALE COMPANY, Inc.**  
97-45 QUEENS BOULEVARD  
FOREST HILLS, L.I., N.Y.  
TW 6-7250



In the glittering ultra-modern New York World's Fair, 1964-65, conceived on the threshold of space exploration, the history-steeped Belgian Village, re-creating the artistic and cultural heritage of centuries past, will stand out as a welcome oasis of wondrous tradition.

1. Crowd in a street of "Gay Belgium" (Brussels' World's Fair '58) which attracted a daily average of 23,500 visitors. Brussels has one million inhabitants, which is indicative of the attendance that may be expected at the Belgian exhibit in New York, center of a population of almost twenty million.
2. Gille dancer wearing his unique costume... colorful ostrich feather hat (3 feet high), ringing bells, wooden shoes. The unusual rhythm of his dance counterpoints the distinctive music of brass instruments and special drums. Ancient custom of dancers throwing oranges at the people adds to the exciting, captivating atmosphere.
3. Pigeons on the cobble stones... a charming Old World scene to delight any tourist.
4. Canal under an old-fashioned bridge, far from modern street traffic... a peaceful retreat where people can relax in a vintage setting.
5. Little boy of Brussels, world-famous symbol of Belgian courage, will be among the many authentic storied sculptures.

**YOU CAN BE SURE  
PICTURESQUE BELGIAN VILLAGE  
WILL BE ONE OF THE  
TOP ATTRACTIONS  
OF THE FAIR**



6. Carnival day in the Belgian manner: confetti battle for everybody... here the festivities are led by the White Generals (Blanc Moussis) enhancing the general gaiety.
7. Church of St. Nicholas in Antwerp (15th century) in which will be exhibited 14 magnificent Flemish sand paintings and some masterpieces of Belgian painters.
8. Water wheel, relic of a past civilization... a couple of swans enjoy the sparkle of the reflecting water...
9. Municipal cab, ancestor automobile... quaint transportation for celebrities in the Belgian Village.
10. Old cafe mugs and beer bottles in a typical 1900 rustic Belgian atmosphere.
11. City hall, perfect reproduction of the real one existing in the town of Damme. This legendary building will be the pride of the Belgian Village.
12. Lace maker working her ancient art in the street in full view of visitors... an example of Belgian craftsmanship still practiced as it was in the Middle Ages.
13. Curious tourists intrigued by a glass blower performing inside his shop... another fascinating scene.
14. Royal visit. H.M. King Baudouin of Belgium smiles while admiring the charming artistic facades, faithful replicas of the most beautiful ones in his country.
15. Sand paintings exhibited in the Church. The painstaking artist creates with colored sand gliding between his fingers exactly what the painter achieves with the brush.
16. Traditional costumes, historic houses, a typical street side light in a centuries-old re-creation.
17. Folk dances, every day, in the broad Market place of Gay Belgium.
18. Breezeway where, shaded from the sun, the painter is working on a village landscape.



**PICTURESQUE BELGIUM**  
The Largest International Exhibit  
**THE NEW YORK 1964-1965  
WORLD'S FAIR WILL  
ATTRACT THE BIGGEST  
BOX OFFICE IN HISTORY**

- OVER 70 MILLION PEOPLE ARE EXPECTED FOR ITS TOTAL 360-DAY, TWO-SEASON RUN  
This compares with an estimated 30 million and actual 43 million visitors for the 180-day Brussels Fair, 1958
- 18 MILLION PEOPLE LIVE WITHIN 50 MILES OF THE NEW YORK FAIR GROUNDS  
This compares with 9,000,000 within a hundred mile radius of Belgium for the Brussels Fair.
- 63 MILLION LIVE WITHIN A DAY'S JOURNEY OF FLUSHING MEADOW PARK
- 117 MILLION LIVE WITHIN AN OVERNIGHT JOURNEY  
THE NEW YORK WORLD'S FAIR may top its own estimated attendance and reach 100,000,000 (100 million).  
Participation expected by 200 corporations, domestic and foreign, the 50 States and the United States Federal Pavilion, more than 66 foreign countries, in addition to concessionaires, entertainment and recreational sponsors.

**PICTURESQUE BELGIUM,**  
a feature attraction with a choice location in a Fair destined to break all attendance records, will draw people from all over the world.

**PICTURESQUE BELGIUM**  
AT THE  
NEW YORK 1964-1965 WORLD'S FAIR

BASED ON THE SUCCESSES OF THE PAST

BELGIAN VILLAGE	WORLD'S FAIR CHICAGO	1933
OLD BRUSSELS	WORLD'S FAIR BRUSSELS	1935
OLD BRABANT	ANTWERP-BELGIUM	1936
GAY BELGIUM	WORLD'S FAIR BRUSSELS	1958

... AND NOW ...

**PICTURESQUE BELGIUM**  
(164,000 SQUARE FEET)

FOR ALL INFORMATION ON THE EXHIBITS AND CONCESSIONS, CONTACT:  
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