

THE FABULOUS AND WORLD FAMOUS



DANCING WATERS

*New York World's Fair
Edition*

*Souvenir
Pictorial Magazine 35¢*

Welcome
to the
Happy Throng...



DAILY MAIL HOME EXHIBITION
OLYMPIA—LONDON

...Of the millions the world over
who have enjoyed the
MOST EXCITING WATER DISPLAY IN THE WORLD



**"THE MAN AT
THE CONSOLE"
A SUCCESS STORY**

First there was OTTO PRZYSTAWIK, a West German mechanic and engineer. As a result of a lifetime interest in fountains of every kind, he became intrigued with the possibility of making a fountain and water display, which would combine the beauty of gracefully falling waters with colorful lights, playing in rhythm and timed to music. He spent 20 years inventing, developing and building, and finally became the first man at the console of an amazing water spectacle.

Then in 1952 HAROLD STEINMAN, prominent producer of American shows, first saw Przystawik's display in West Berlin and immediately visualized its vast entertainment possibilities. Steinman and SAM SHAYON, veteran American showman, formed a team which brought Przystawik's invention to the United States for its American debut at the world famous Radio City Music Hall in January, 1953.

Since its first showing in New York, almost two score of these fabulous, intricate and amazing water spectacles of varied sizes, bearing the unique and trade marked name of Dancing Waters, have toured the world, bringing to millions this new wonder in the entertainment field.

Now there are many men at the consoles of DANCING WATERS units throughout the world bringing this beautiful water display to audiences in the United States, Canada, South and Central America, Mexico, Europe and the Far East. Wherever these carefully trained and talented operators perform at their magic consoles, DANCING WATERS continues to make friends and to greet old friends who thrill anew to the beauty, color, music and rhythm of the DANCING WATERS.

For the first time, during the engagement at the World's Fair, something new has been added—the beautiful and colorful BUTTERFLY GIRL in her exciting and thrilling dance performance.

Dancing Waters

THE

DANCING WATERS is the first fully integrated, complete with synchronized music, and colorful lighting, portable water fountain display to go on tour as an entertainment attraction. As proof of its tremendous appeal to showmen and public alike, DANCING WATERS in its comparatively short and colorful career has garnered a distinguished list of "FABULOUS FIRSTS".

DANCING WATERS has the distinction of being the first attraction in the 25 year history of Radio City Music Hall in New York to be rebooked six times in six years.



With all the entertainment talent in the world to choose from, the internationally known Hilton Hotel chain chose DANCING WATERS as its first headline attraction at the opening of the beautiful and modern Hotel Statler in Dallas!



College shows are traditional with colleges and universities every year in the United States. "Campus Thunder" the famous amateur college show of the University of Bridgeport staged by and entirely cast with undergraduates, used DANCING WATERS as the first professional and outside entertainment feature ever to be presented in a college show.

When New York, the Exposition Capital of the World, opened its newest and most modern Coliseum, DANCING WATERS was honored as the first entertainment attraction with the International Automobile Show, and again DANCING WATERS was the first featured attraction at the New Memorial Coliseum and Exposition Hall in Corpus Christi, Texas and at the Auditorium Coliseum in Lubbock, Texas.



FABULOUS "FIRST" IN ENTERTAINMENT

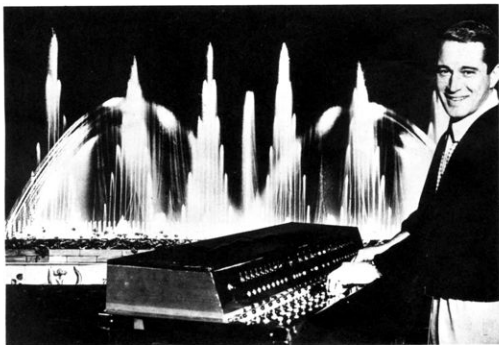
Immediately after its debut at the Radio City Music Hall in New York DANCING WATERS attracted the attention of the officials of the biggest Fair in the western hemisphere — the Canadian National Exhibition in Toronto. After two successful engagements at the C.N.E., DANCING WATERS began its run as the first and newest Fair attraction to be developed in the last 30 years



Because of the universal public acclaim and enthusiasm for DANCING WATERS and the interest aroused by a type of the leading travelling carnival companies in the United States combined for the first time to bring DANCING WATERS to the millions of Fair-goers in the United States and Canada.



As a result of this unusual circumstance, SAM SHAYON, General Manager of DANCING WATERS was successful in arranging with Ralph "This Is Your Life" Edwards for Carl J. Sedlmayr of the Royal American Shows — "King of the Carnivals" — to be the subject of one of his "This Is Your Life" programs and for the first time in the history of television the Fair and Carnival industry was hailed in a nation-wide salute, which reached 50,000,000 televiewers.



Perry Como and Dancing Waters

When Perry Como's TV program began to be done in color, this "most relaxed of Television stars" saw DANCING WATERS at one of its many appearances at Radio City Music Hall. He called it "fantastic and wonderful" and insisted that DANCING WATERS join the host of stars on his high rated variety show. DANCING WATERS has made seven appearances on Perry's show—the first time a fountain display has been featured in multiple appearances on Television.

Poetry in Motion

Thousands of the millions of people who have seen Dancing Waters have taken time to write how much they enjoyed our Dancing Waters presentation. To all of these wonderful people we are most grateful. Frankly we never expected to get "fan" letters or so many of them.



Particularly are we indebted to Mrs. Harry F. Ungar of Fanwood, N. J., who in writing us how thrilled she was with the Dancing Waters show called it "Poetry in Motion." "Architecture has been called 'Frozen Music,'" she said "and water in all its forms has been the inspiration for poets all through the ages, and to me, Dancing Waters is poetry in motion. It is the most beautiful water display I ever saw."

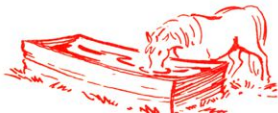
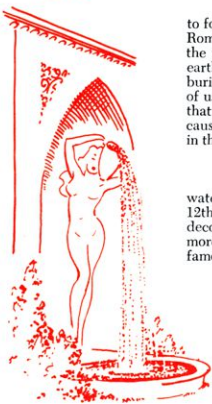
Fountains have always had a great fascination for people all over the world, and are almost as old as mankind. Scientists tell us that the earliest fountain in recorded history is one discovered in ancient Babylon and said to have been built around 3,000 years B.C.



In ancient Greece, springs were considered as being sacred and often shrines were built around them. The water as it emerged from the spring was caught in a primitive basin. Later on great care and ingenuity were lavished on these basins. They became a challenge to artists and sculptors to make them as beautiful as possible. The ancient City of Corinth became famous for its beautiful fountains, the most famous one of all being dedicated to the nymph Pirene, who according to mythology, wept when her sons were slain by Artemis, and her tears were supposed to be the water in the flowing fountain.

Still later in Rome, water was distributed from early reservoirs to public baths and to fountains in public places from which the poor could draw their daily supply. It was in Rome that the custom began of decorating fountains with human and animal heads, from the mouths of which gushed the precious liquid. Fountains of this kind have been unearthed in the ruins of Pompeii, still in a state of wonderful preservation despite being buried under layers of lava from the eruption of Mt. Etna. In Rome also began the custom of using fountains to decorate gardens and flower beds. It was in one of these fountains that water was first used under great pressure and forced through a small slit or orifice causing it to sprout high into the air. Pictures of these spouting fountains were discovered in the ruins of Pompeii and can still be seen there and in the Museo delle Terme at Rome.

For a time during the Middle Ages because of the wide use of wells as a source of water supply, fountains became rare and were used infrequently. But beginning with the 12th century, public fountains began to reappear, and to be even more elaborate in decoration and effects. People of wealth, and cities vied with each other in building ever more beautiful fountains and decorations, one of the most beautiful of all being the famous Schöne Brunnen at Nuremberg, Germany which was finished in 1396.



Later during the great Renaissance or the period of rebirth after the decline of the arts during the Middle Ages, great sculptors gave their talents to the decoration of fountains. In Rome there still stands the fountain of Bernini in the Piazza de Navona and his simple but beautiful fountain in a Piazza in front of St. Peters. In each of these a single enormous vertical jet of water falls into an upper basin and thence into a larger lower basin, shining and shimmering in the sunshine and in the lights after dark.

Not to be outdone, the French artists applied themselves to fountain art and we have the Fontaine des Innocents in Paris of Jean Goujoun built in the early 16th century. Sometimes the artist, or his patron, built in a lighter vein and in 1619 Duquesnoy created the famous but naughty little boy or Manniken in Brussels, Belgium which has shocked or amused visitors from all over the world.

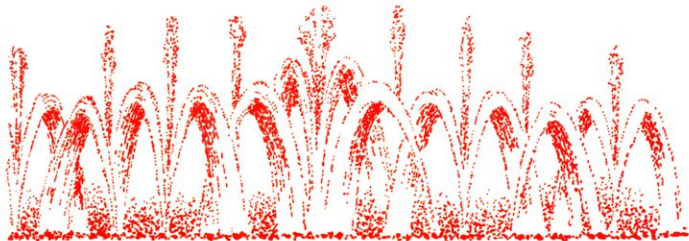
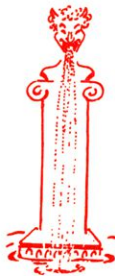
In Versailles is the great group of fountains with their magnificent combination of jets of water and sculpture which no visitor to Paris should miss. It is one of the great sights of the world.

In the United States, we have one of the outstanding examples of the modern monumental fountain in the Buckingham Memorial Fountains of Chicago, built in 1927 by Bennett, Parsons and Frost of Chicago in cooperation with Jacques Lambert of Paris.

At Longwood Gardens in Pennsylvania, about half way between Philadelphia and Wilmington are the beautiful fountains built and developed by the late Pierre S. Dupont and his superintendent, Russell P. Brewer, which give enjoyment to thousands of visitors every year—and incidentally Mr. Brewer is the father-in-law of Alan Shepard, our first astronaut.

There are other beautiful fountains all over the world, including those at the New York World's Fair, but we, of DANCING WATERS, are proud of the fact that we are able to bring to millions of beholders, a new fountain and water display, with waters that rise up out of thousands of jets, to form beautiful combinations for the eye, and to paint these waters with the marvelous hues of the rainbow, and to make the waters dance to the rhythm of music we all know and enjoy. In this wonderful and scientific age of ours we are able to bring this beauty and thrill to you with the cooperation of far sighted showmen and public spirited citizens who, in their busy lives, can still spend a little time, to make Fairs, build theatres and show places where everyone can come, spend a little time and relax, and be refreshed with the magical properties of water....

"Like the gentle murmur of a low fountain stealing forth in the midst of roses—
Comes the call of water flowing"



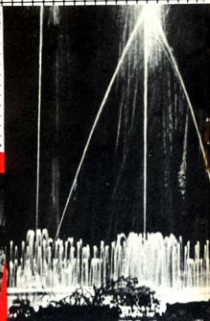
Dancing Waters



THE WALTZ



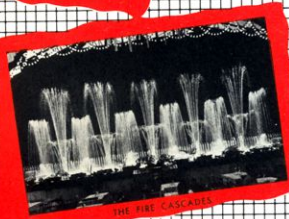
IN A FLOWER GARDEN



PIPE ORGAN BALLET



FIREWORKS



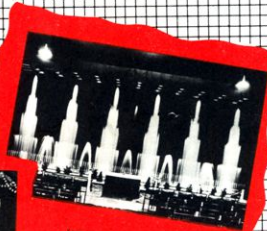
THE FIRE CASCADES



THE RAINBOW DEGAN

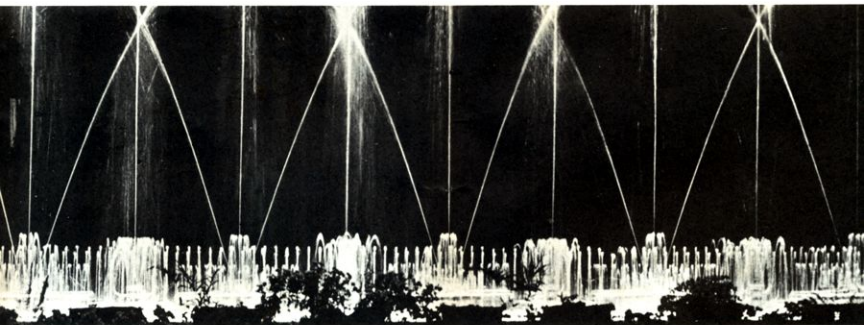


CRISS CROSS CANDIES



THE WEDDING CAKE

—AND HOW IT ALL WORKS



Nineteen motors, activated from an electrically operated console, played like an organ, forcing thousands of gallons of circulating water through more than 4,000 jets, to a controlled height of 20 to 40 feet, from portable sections of pipe and cable, fitted together into a portable rubber trough-tank, all ingeniously put together — make up the Dancing Waters.

There is a wire control for each jet. The wires are connected to the portable switchboard which looks like an organ-console. The operator stands at the board, pushes the buttons and throws the switches, to make the water perform as it is forced through the jets by the motors with a combined 30 horsepower. The water is contained in the shallow collapsible rubber trough into which the pipes are set, some long, some short, some circular, in different sizes and shapes. At intervals along the top of each pipe are holes capped by small jets and nozzles. The direction and size of the opening of each nozzle can be changed at will.

With glorious multi-colored lighting, accompanied by thrilling and exciting music, the "Dancing Waters" presents limitless formations, effects, and combinations, from a "fireworks display" to classical ballet scenes, with the waters actually dancing waltzes, tangos, and swirling and swishing in modern intricate dance movements.

As the sparkling waters rise and fall under the colorful lights to the accompaniment of music, the waters form amazing combinations and effects, which are breathtaking in their beauty.

Pictured on the opposite page are just a few of the beautiful effects, with the colorful and descriptive names given them by enthusiastic spectators.

THE INTERNATIONAL STAR

DANCING WATERS first became famous as an international attraction after its successful debut at the Radio City Music Hall in New York in 1953. Since then the list of cities and countries where DANCING WATERS has played reads like an international plane schedule.

FRANCE—DANCING WATERS made its Parisian debut at the Cinema Rex and then for three years as a permanent nightly attraction at the world famous Club Lido on the Champs d'Elysees, and travelling units are now touring France.

HOLLAND—first brought the DANCING WATERS to Amstelflora, the leading international Floral Exposition in Amsterdam. DENMARK—now in its tenth year at the novel and unusual Baakken Amusement Park in Copenhagen for showman Oscar Petterson. Showplaces in Portugal, Italy, Spain, W. Germany, Egypt, Greece have played and are continuing to play DANCING WATERS. "Las Aguas Que Danzan" have entertained thousands in Mexico City at the famous Club Jacaranda for Senor Cesar Balsa, and in Central and South America.

In England, under the direction of Ernest Rolls and Charles King, DANCING WATERS has played repeatedly at the summer resorts of New Brighton, Morecambe and Scarborough and at the leading cinemas, Home, Flower and Trade Exhibitions.



**BIRMINGHAM WEEKLY POST
and MIDLAND PICTORIAL
BIRMINGHAM, ENGLAND**

WONDER OF THE DANCING WATERS

Do you pick up your morning paper about one day a year and curse that you missed the display of Aurora Borealis reported as being visible in the Midlands on the previous night? — a phenomenon of the Northern sky that you have never seen. Then don't repine. Go to "The Birmingham Mail" Homes and Gardens Exhibition at Bingley Hall, and see, in the Dancing Waters, all the colourful beauty of that celestial wonder spectacle of the Arctic.

They all mean the same,

THE FABULOUS AND AMAZING DANCING WATERS

FONTE LUMINOSA

LÈS FONTAINES LUMINEUSES

AGUAS QUE DANÇA

DANSENDEN WATERE

LAS AGUAS QUE DANZAN

TANZENDE FONTANEN



**LÈS FONTAINES LUMINEUSES
CLUB LIDO, PARIS**

AND HERE IN THE UNITED STATES

"THERE'S NO BUSINESS LIKE SHOW BUSINESS" says the popular song, and the New York World's Fair is living proof that successful business and industry need an element of show business.

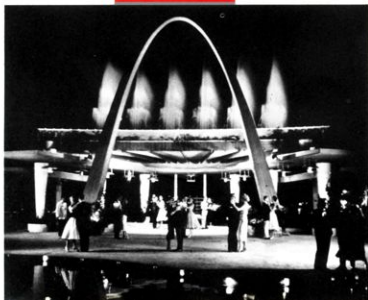
Automobile Shows—Home and Trade Shows—Flower Shows, Department Stores, Shopping Centers—Hotels—Amusement Parks—Race Tracks, Ball Parks, Stadiums, Arenas—throughout the United States and Canada, have played and continue to feature DANCING WATERS wherever people congregate and are drawn together for fun, education and entertainment.



Texas does things in a big way! In Arlington just outside of Dallas, Six Flags Over Texas has installed a huge 110 foot Dancing Waters fountain—the theme center of this unusual amusement park, the largest in the Southwest.



TOMMY BARTLETT of "Welcome Traveler" Radio and TV fame, operates the Tommy Bartlett Water Ski Show at Wisconsin Dells, Wisconsin. For the past eight years Dancing Waters has been and continues to be a summertime feature in this beautiful Wisconsin setting.



For five years Dancing Waters was a daily outdoor feature at the famous Desert Inn in Las Vegas. For the past three years it was featured as a star attraction at the Supper Club show at the unique Stardust Hotel—both operated by the same management.

THE BUTTERFLY GIRL

EXTRA
ADDED
ATTRACTION
LIVE
AND
IN PERSON

DANCING WATERS has played in all of the Capital and Leading Cities throughout the world and has been a Star attraction six different times at New York's Radio City Music Hall.

It has played among other places eight years at the Rex Theatre in Paris and has been featured for four years at the famous Lido Club in Paris and in Las Vegas, Nevada at the Desert Inn and Stardust Hotels for the last eight years. It has appeared on the same stages with all the Stars in the entertainment world—ED SULLIVAN—DANNY THOMAS—STEVE ALLEN—ART LINK-LETTER—LIBERACE—BEN GRAUER—ROBERT ALDA—PERRY COMO and a host of others.

AND NOW, the New Wonder of the Entertainment World has added the Beauty and Grace of the BUTTERFLY GIRL, in her exciting dance performance with 20 foot-high wands and 100 yards of iridescent silver wings, in a Spectacular Symphony of moving color, beauty and lighting.

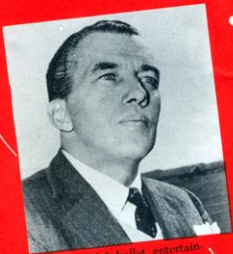
The BUTTERFLY GIRL appears at the DANCING WATERS THEATRE at the Fair direct from her latest successful five week engagement at Radio City Music Hall. She has been featured in her magnificent performance at the Kansas City and St. Louis Municipal Operas and has played in show places throughout the United States.



ISTA, THE BUTTERFLY GIRL

Presented with the internationally famous DANCING WATERS at the DANCING WATER Air-Supported "bubble" Theatre. Lake Amusement Area—New York World's Fair.

THE STARS SALUTE!



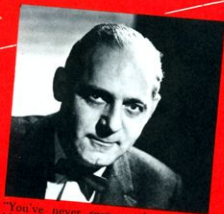
"A beautiful bullet entertainment at its best!"
Ed Sullivan



"Beautiful - wonderful entertainment"
Steve Allen



"The most thrilling high in show business"
Danny Thomas



"You've never seen anything like it before"
Ben Grauer



"Wonderful - I saw it 4 times in one day"
Art Linkletter



"Words are inadequate to describe its beauty, splendor and magic"
Robert Alda



"The thrill of your life"
Ralph Edwards



"Truly breathtaking"
Liberace



"The world's champion of Show Business"
Jack Dempsey

BACKSTAGE AT THE DANCING WATERS



HAROLD STEINMAN

Veteran producer of shows famous throughout the United States, Canada, England, Continental Europe and South America. Steinman first saw DANCING WATERS in West Berlin and is responsible for bringing this unusual display to America. DANCING WATERS was one of the features of his famous annual editions of the Skating Vanities-Hippodrome Show which recently finished a triumphant tour abroad. Steinman is also responsible for bringing to the United States and Canada the internationally famous KALANAG-musical-magical revue "SIM SALA BIM."

SAM SHAYON

Producer and New York showman Sam Shayon teamed up with Harold Steinman in presenting DANCING WATERS to the American public. As co-owner and General Manager, he has brought this unusual attraction throughout America to the leading Theatres, Fairs, Expositions, Home, Industrial and Automobile Shows. Shayon is an attorney admitted to the New York and California Bars and is co-creator of the National TV series "Public Defender" and a veteran in radio, motion picture and television production.



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(Registered Trade Mark)

Exclusive Presentations of DANCING WATERS, INC. and fully protected by United States and Canadian patents with additional patents granted and applied for in various countries abroad.

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Affiliate Company for the building and installation of permanent automatic fountain displays.
UNIQUE FOUNTAIN DISPLAYS, INC. New York City

**"All I know is
what I read
in the papers"**
— WILL ROGERS



SAN LEANDRO, CALIFORNIA

THE MORNING NEWS

EDITORIALS

As Good As Disney's

Most of the people promoting the San Lorenzo Community Fair, which starts a five-day run next Wednesday, have had to accept on faith the promise that a big Fair feature is a spectacular event.

Few of them have seen the spectacle, "Dancing Waters", which will be shown as a free event to all those who purchase admission tickets to the Fair.

It originated in Germany, and was brought to the Radio City Music Hall in New York. It's described in glowing terms. But all entertainment is described in advance publicity as superb.

This newspaper is happy to add its praise to "Dancing Waters". Over the week-end, we traveled to see a performance. Mechanically explained, it is a combination of fountains and curtains of cascading water, spotlighted by different colors, and manipulated in time to music.

That's the mechanical explanation — just as it can be reported that a great singer accomplishes his feat by controlled expulsion of breath regulated by size and shape of the mouth and muscles in the diaphragm.

The audiences which joined us paid to see the performance inside a circus-like tent. Something unusual for a tent show, they applauded each performance.

We prefer to describe "Dancing Waters" in this fashion.

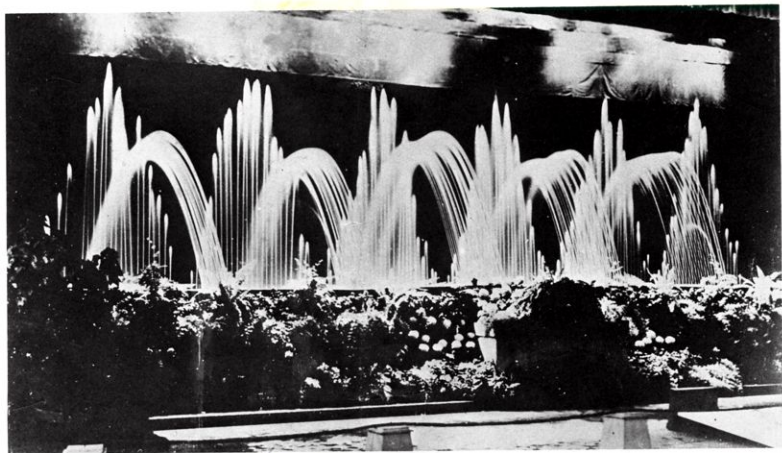
Assume that Walt Disney was creating another "Fantasia", again combining brilliant color and music into a single harmonious performance. Imagine that he was able to make that new creation in three dimensions, to give it all the illusion of reality. *If he succeeded, that would be "Dancing Waters".*

It alone is worth going to the San Lorenzo Community Fair to see.

**Thank you
Mr Editor and all
the thousands of
newspaper men and
women throughout
the world who have
acclaimed the**

DANCING WATERS

**THE MAGIC WATERS
THAT ACTUALLY DANCE**



More Beautiful Than Ever

Color • Music • Spectacle

DANCING WATERS