

Oldsmobile Rocket Circle

*Save
World's
Fair
Issue*

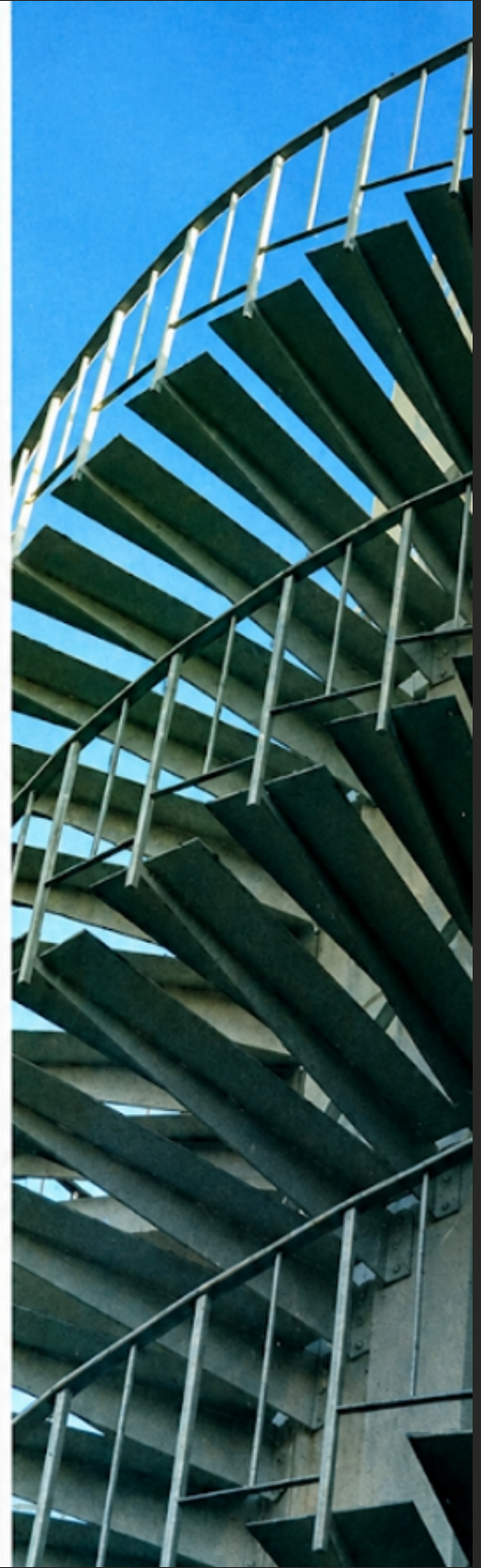
*See
Page 18*



Volume 9—
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Where the Action is... at the New York World's Fair!

General Motors





it's the *New York World's Fair*

it's big, bold, beautiful...
different from any fair, anywhere, ever!

MORE THAN 85 MILLION admission ticket holders will spin the turnstiles at the New York World's Fair during the two six-month periods beginning the fourth week in April in both 1964 and 1965. It will be hard to resist the largest and most comprehensive showcase of human accomplishments ever brought together in a single area. What's more, this 646-acre exposition area is a suburb to the richest, most varied metropolis in the world.

This spring and summer, the New York World's Fair is *where the action is*—and that's where you'll find fellow Olds owners!

"Peace through Understanding" is the Fair theme—and five basic areas of interest are its organization: International, Federal and State, Industrial, Transportation and Amusement. Each is huge—so you'll want to pick your spots. Fair officials say it'll take 12 full days to see everything—but expect most out-of-towners will see their highlight favorites in three or four days (including an evening or two in Manhattan).

To get the most out of your World's Fair vacation, you'll want to plan it carefully. Make reservations early, and decide what you'd most like to see.

Perhaps you'll start your Fair visit with a "world tour" in the International area. For a dramatic beginning, a snack in an African tree house looking down on native dancers and craftsmen... then on to a Japanese feudal castle, surrounded by a moat. The ladies will enjoy the garden court, traditional dancing, and flower arranging. You'll visit the Korean tea house, Hong Kong street bazaar, the Chinese jade collection, the exotic Thailand Temple of Dawn.

Next you'll want to tour the Continent a bit. Perhaps you'll begin with wine tasting at the Pavilion of France, or beer sampling at the Belgian Village. There are 124 houses to wander through here, where lace making, sand painting and glass blowing will be shown. Among the millions of dollars in art treasures at the Fair, many are at the Spanish Pavilion, where you'll see paintings by

GLIMPSES OF THE FAIR's futuristic architecture from left: World's Fair gate, Travelers umbrella roof, Simmons spiral staircase and New York State's multicolored ceiling.

Goya, El Greco and Picasso. The Swiss have an alpine gondola you can ride 112 feet into the air for a panorama of the Fair.

South of the border next. Calypso singers, steel bands and limbo dancers enliven the Pavilion of the Caribbean. Native crafts, arts and industries are featured at the Central American-Panama Pavilion and that of Venezuela. Argentina may be barbecuing a whole ox when you drop in at its luxurious restaurant.

There are many other countries represented—but for many the highlight will be The Dead Sea Scrolls, among the greatest treasures of the world, exhibited in the Pavilion of the Hashemite Kingdom of Jordan. For others, it will be the serene, awe-inspiring *Pieta*, Michelangelo's profound white marble portrayal of Mary and Jesus, from St. Peter's Basilica in Rome.

In the Federal and State area, a cavalcade of American progress is portrayed through exhibits of cultural, recreational, industrial, natural resource and regional cuisine attractions. Among the most unusual displays: A 15-minute Challenge-to-Greatness gondola ride surrounded by a cinerama movie at the Federal Pavilion. At Illinois, Great Moments (ten minutes) with Mr. Lincoln. Disney's Lincoln grimaces, gestures, talks to you. Montana has dancing Indians and Custer's last stand. New England has a frog-jumping contest, spaceship trip to the moon and a country store. Texas? It's located in the Lake Amusement area, and features a 90-minute musical.

The Industrial area proves that businessmen are savvy to show biz, too. The kids will love the candy-bar factory, the ladies the free beauty consultations, dad will wonder at the marvels of computer technology and all will be amazed by the first public demonstration of nuclear fission.

To ease your weary legs, there are many conveyances for transport around the Fair grounds. And a profusion of relaxing points! Nineteen thousand diners can be seated at any given time among the 65 restaurants offering a choice of budget-minded sandwich menus, or epicurean taste sensations at more substantial prices.

Now for a dramatic climax to your Fair visit: the Transportation area, where the global GM Futurama features a ride into the World of Tomorrow. Some 70,000 visitors are expected to take the ride daily. Be sure to be among them.

FAMILY DAILY FAIR BUDGET

ENTRANCE FEES

To the Fair itself.....Adults \$2.00
Children 1.00

To an Exhibit charging fees..... 1.00*
(119 exhibits are free, 15 charge fees)

To an amusement
concession.....Adults 1.00*
Children .50*

MEALS (AT THE FAIR)

Continental Breakfast
(at refreshment stand)..... .75

Luncheon (at an Oriental restaurant
in the Amusement area)..... .99
Dinner (average Fair price)..... 2.25

LODGING IN NEW YORK AREA

Double bedroom and bath, with two
additional portable beds..... 24.00*

AVERAGE TOTAL EXPENSE PER DAY

(An average of \$17.00 per adult and \$9.50
per child, not including parking (\$1.50),
bus rides on Fair grounds (\$.25 each).

*Average price.

For a selection of booklets to help you plan your World's Fair Visit, see page 23.

RESORT HOTELS rest on the ocean floor float freely, with a view of undersea





it's *GM's Futurama*

... a lively ride into the adventure of a zesty tomorrow!

THE STAR OF THE GM FUTURAMA is its Ride of Tomorrow. Here you'll see how the frontier lands of today may be made livable and productive, the cities and suburbs of tomorrow more efficient and comfortable. You'll feel as if you are whisking through time and space to faraway exotic places where your children's children will live. From your train of moving seats you'll pass a firmament of stars to an exploration base on the moon. Then you'll zoom toward the dazzling brightness of Antarctica, where a weather communications center is working amid swirling snow. Next, you're on the floor of an ocean, watching a team of Aquacopters probing undersea caverns for riches of the deep. You'll surface near a tropical jungle river, where fantastic new earth-moving machinery is transforming the gnarled wilderness into a civilized, productive community. On and on you go, in wonder—past graceful modern multilane highways which tunnel towering crags and sweep across awesome canyons.

From the thrill of your Futurama ride you'll go to the spectacular Product Plaza to see how General Motors has broadened the travel vista. For an exciting preview of Oldsmobile's setting in a Great Lakes wonderland, see page 12.



THE HOUSE OF TOMORROW appears as a cliffside suburban dwelling. A ROCKET bound for distant earth poised on the surface of the moon.



Oldsmobile owners contribute their skills to create history's biggest Fair.

it's a *Rocket Circle Fair*



SUCH DISPARATE DESIGNS as Steinway Pianos, Polaroid Cameras and the interiors of Boeing 707 jets are the products of Walter Dorwin Teague Associates, whose Managing Director is Robert Jordan Harper. His firm has five projects at the Fair. In the picture above, Harper (left) inspects a model of one (Schaefer Center Pavilion) with R. J. Schaefer, that company's president.

At home in Scarsdale, N.Y., Harper, his wife Estella, sons Robert, Jr., 18, and Peter, 16, all drive the family Oldsmobile. Daughter Carol, 12, goes along for the ride to the Country Club to enjoy tennis and golf. Sometimes Mom and Dad sneak away to oil paint on a quiet jetty.

MAN'S SUCCESS in harnessing the elements, and his efforts to bridle the universe are the themes of the Hall of Science, a permanent facility which will remain in

Flushing Meadow Park after the World's Fair closes. Richard J. Flanigan is the project engineer heading up this massive construction for W. J. Barney Corp. Dick has many monumental structures to his credit—but he credits his family as his biggest project: wife Gail, and the six children—Kathleen, 7; Patricia, 6; Michael, 5; Ellen, 4; Lori Jeanne, 2½ years and Lawrence, 6 months. Believe it or not, they all fit into the Flanigans' F-85 Station Wagon.



BRASS RAIL'S 31 restaurants at the Fair total more than one-third-million square feet of express service and table seating to serve the vast crowds who'll come this summer and the next. The man responsible for this most gigantic repast is Nelson M. Millman, General Manager of Food Operations. He's shown here planning the opening day menus with Chef Flor Carrero. Large-scale food operation with a personalized touch is nothing new to Millman, who recently ran the many Freedomland, N.Y., restaurants, after operating the Park Avenue Brass Rail and three restaurants of his own. The Millmans live in Roslyn, Long Island. Mrs. Millman (Katherine) says the family, including sons Norman and David, are all excited about opening day at the Fair. They'll be traveling there in their F-85.



TEN MILLION DOLLARS in advertising and public relations is the regular responsibility of S. F. "Wik" Wikstrom. Right now, the Festival of Gas Pavilion at the Fair is his absorbing interest. After the Fair's smooth opening, Wik is planning a trip to Florida in his new Ninety-Eight sedan, when he'll get a chance to try out the air conditioning. The Wikstroms (wife Louise, teen-age daughter Linda and college-student Jimmy pictured below with Wik) live in Syosset, N.Y. When Jim gets home for summer vacation, he'll be a guide at the Gas Pavilion, while Father successfully guides the over-all promotion, advertising and research activities of the American Gas Association.





it's *Oldsmobile at the Fair*

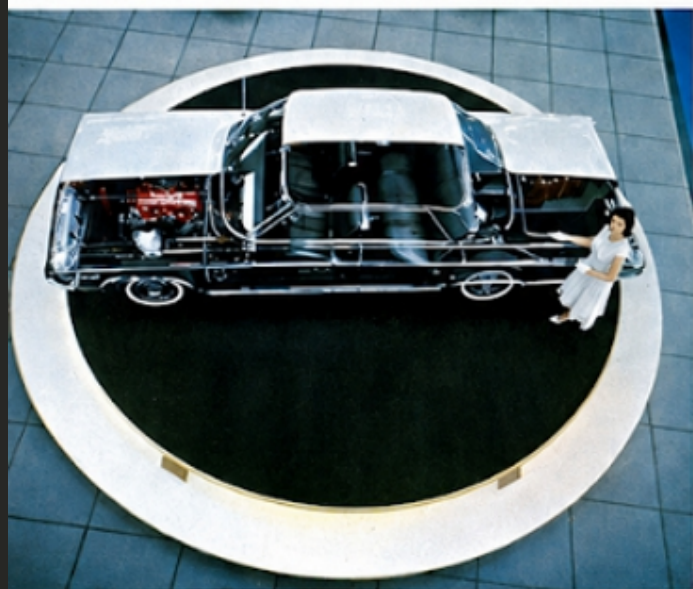
...welcome to a fascinating
display of cars and cutaway exhibits
in a gorgeous scenic setting

AS YOU ENTER General Motors' Product Plaza at the Fair, a majestic panorama unfolds before your eyes—a cross-America tour in miniature. Oldsmobile's exhibit portrays the water wonderlands of the Great Lakes region.

If you like the clean, green atmosphere of northern woods, or enjoy the zest of outdoor sports—summer or winter—or if heroic engineering achievements dazzle you, you'll find them all here. The breadth of the outdoors, the air of action, the background of brilliant engineering make a fitting setting for the bright array of youthful, action-packed 1964 Oldsmobiles on display.

A scale model of the mighty bridge that spans the Straits of Mackinac dominates the horizon. At one end of the bridge, the scene is Michigan's upper peninsula, including a replica of a northern hunting lodge at the water's edge. At the other, a stylized marina features animated power boats and wind-jammers. And, quite appropriately, the car on the dock is the striking Oldsmobile Mariner, a specially designed Ninety-Eight Convertible with nautical decor.





In this air-conditioned retreat from the din of the street you'll find three of Oldsmobile's favorite sports models in action, circling a turntable island, green with northern pine, suspended above a pool of water. And, to give you a new insight into the ruggedness and safety features in Oldsmobile's construction, there's a Dynamic 88 Holiday Sedan, sectioned and cut away so you can see frame, engine and transmission, and the many distinctive features that contribute to Oldsmobile smoothness and riding comfort.

Look for the Oldsmobile sign as you enter or leave General Motors' Futurama. As an Oldsmobile owner, you are invited to avail yourself of the special courtesies offered at this Rocket Circle Fair headquarters . . . let us try to assist you in any way we can. And, incidentally, we think you'll leave with new pride in the car you drive.