

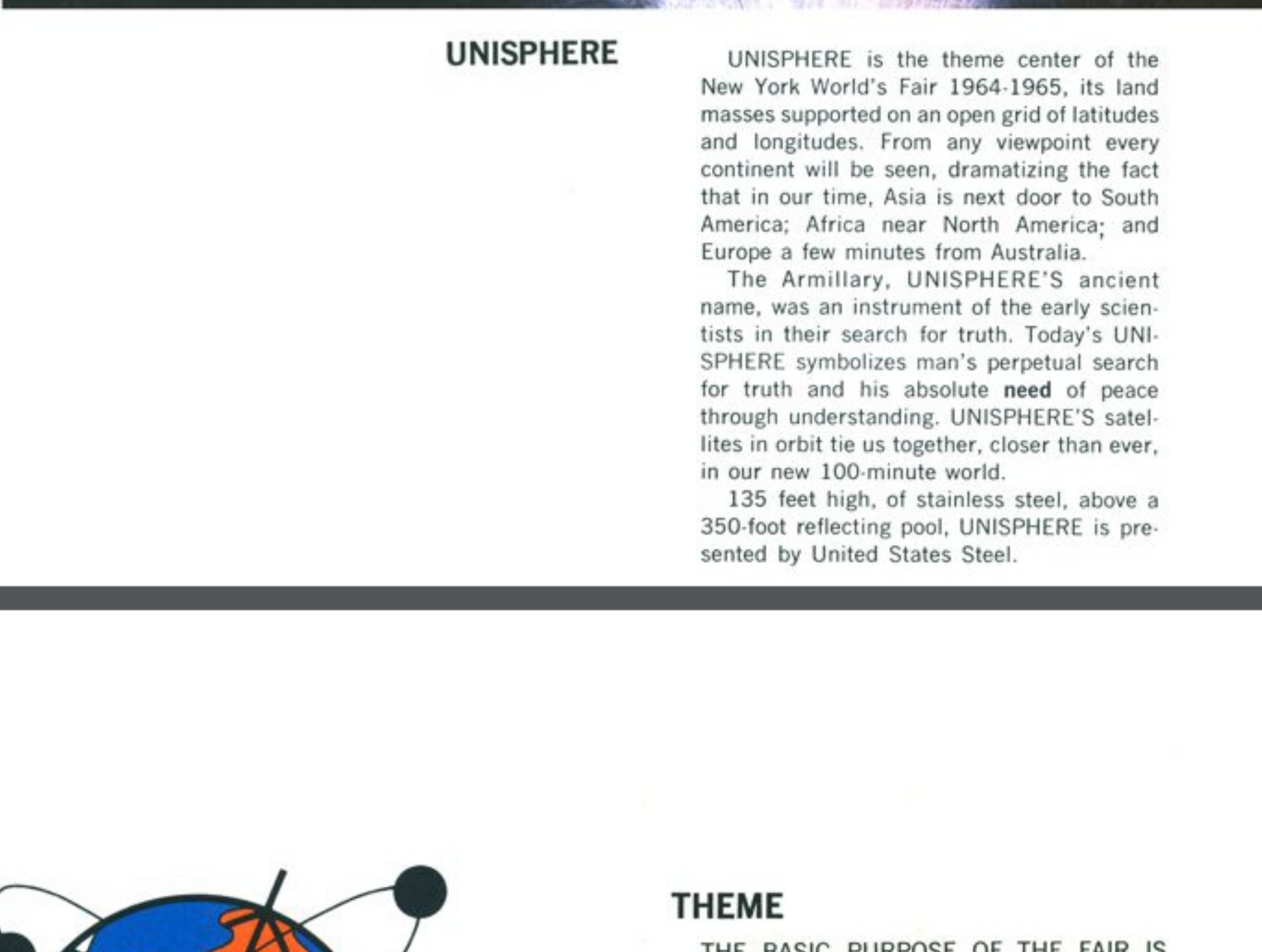
# NEW YORK WORLD'S FAIR 1964-1965



Summary of the plans for an exciting, educational, scientific, friendly and entertaining World's Fair, an exposition of man's achievements and of his hopes for the future.

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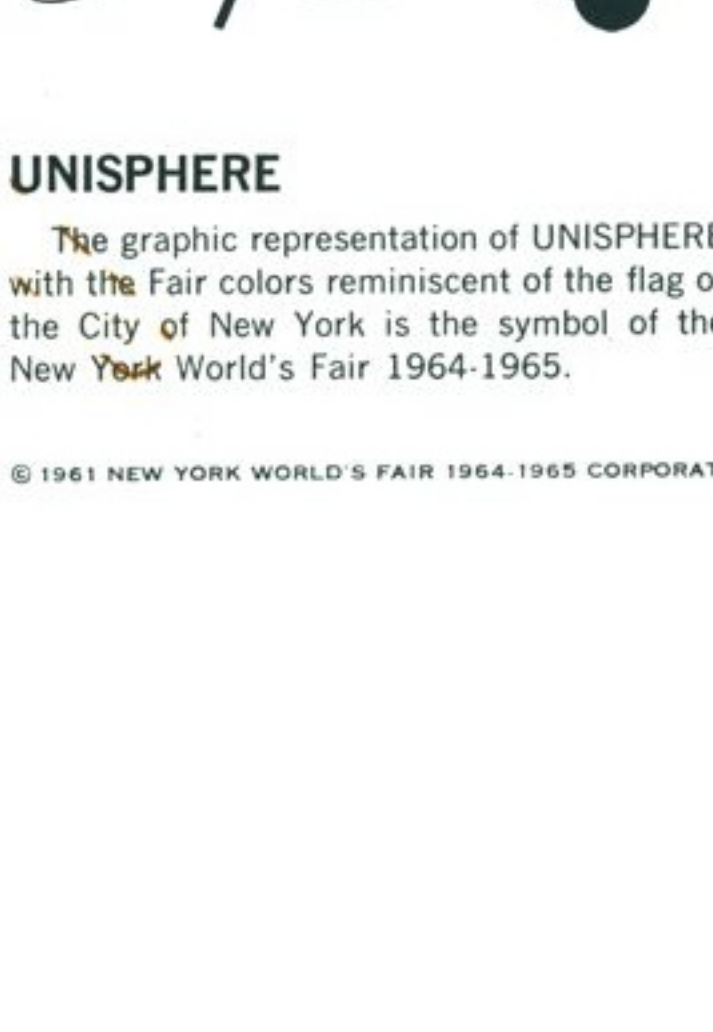


## UNISPHERE

UNISPHERE is the theme center of the New York World's Fair 1964-1965. Its land masses supported on an open grid of latitudes and longitudes. From any viewpoint every continent will be seen, dramatizing the fact that in our time, Asia is next door to South America; Africa near North America; and Europe a few minutes from Australia.

The Armillary, UNISPHERE'S ancient name, was an instrument of the early scientists in their search for truth. Today's UNISPHERE symbolizes man's perpetual search for truth and his absolute need of peace through understanding. UNISPHERE'S satellites in orbit tie us together, closer than ever, in our new 100-minute world.

135 feet high, of stainless steel, above a 350-foot reflecting pool, UNISPHERE is presented by United States Steel.



## UNISPHERE

The graphic representation of UNISPHERE with the Fair colors reminiscent of the flag of the City of New York is the symbol of the New York World's Fair 1964-1965.

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## THEME

THE BASIC PURPOSE OF THE FAIR IS PEACE THROUGH UNDERSTANDING, THAT IS EDUCATION OF THE PEOPLES OF THE WORLD AS TO THE INTERDEPENDENCE OF NATIONS TO INSURE A LASTING PEACE. THE FAIR IS DEDICATED TO MAN'S ACHIEVEMENTS ON A SHRINKING GLOBE IN AN EXPANDING UNIVERSE, HIS INVENTIONS, DISCOVERIES, ARTS, SKILLS AND ASPIRATIONS, TO THE CELEBRATION OF THE 300TH ANNIVERSARY OF THE FOUNDING OF THE CITY OF NEW YORK, TO THE OPENING OF THE LINCOLN CENTER FOR THE PERFORMING ARTS, TO WHOLESOME ENTERTAINMENT, TO THE REALIZATION OF THE METROPOLITAN ARTERIAL PROGRAM, AND TO THE COMPLETION OF FLUSHING MEADOW PARK WITH A LEGACY OF PERMANENT RECREATIONAL FACILITIES AFTER THE FAIR.

## INVITATION

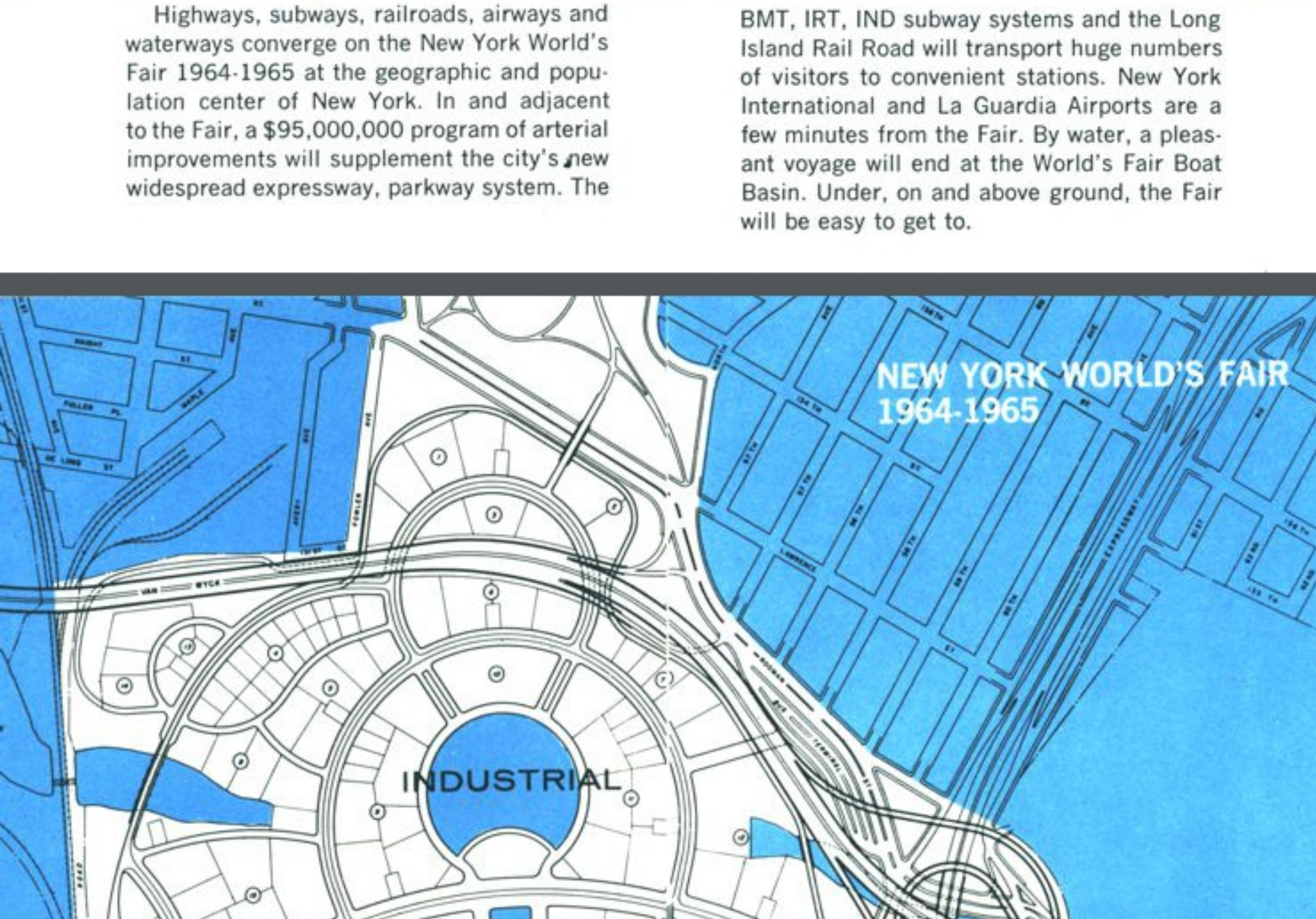
We have invited the nations of the world, our own nation, our states and cities, industry, the arts and sciences to join us at the Fair. We invite you to come to New York in 1964-1965 to see an exposition of the past, present and future.

It will be a great show.

COME TO THE FAIR.

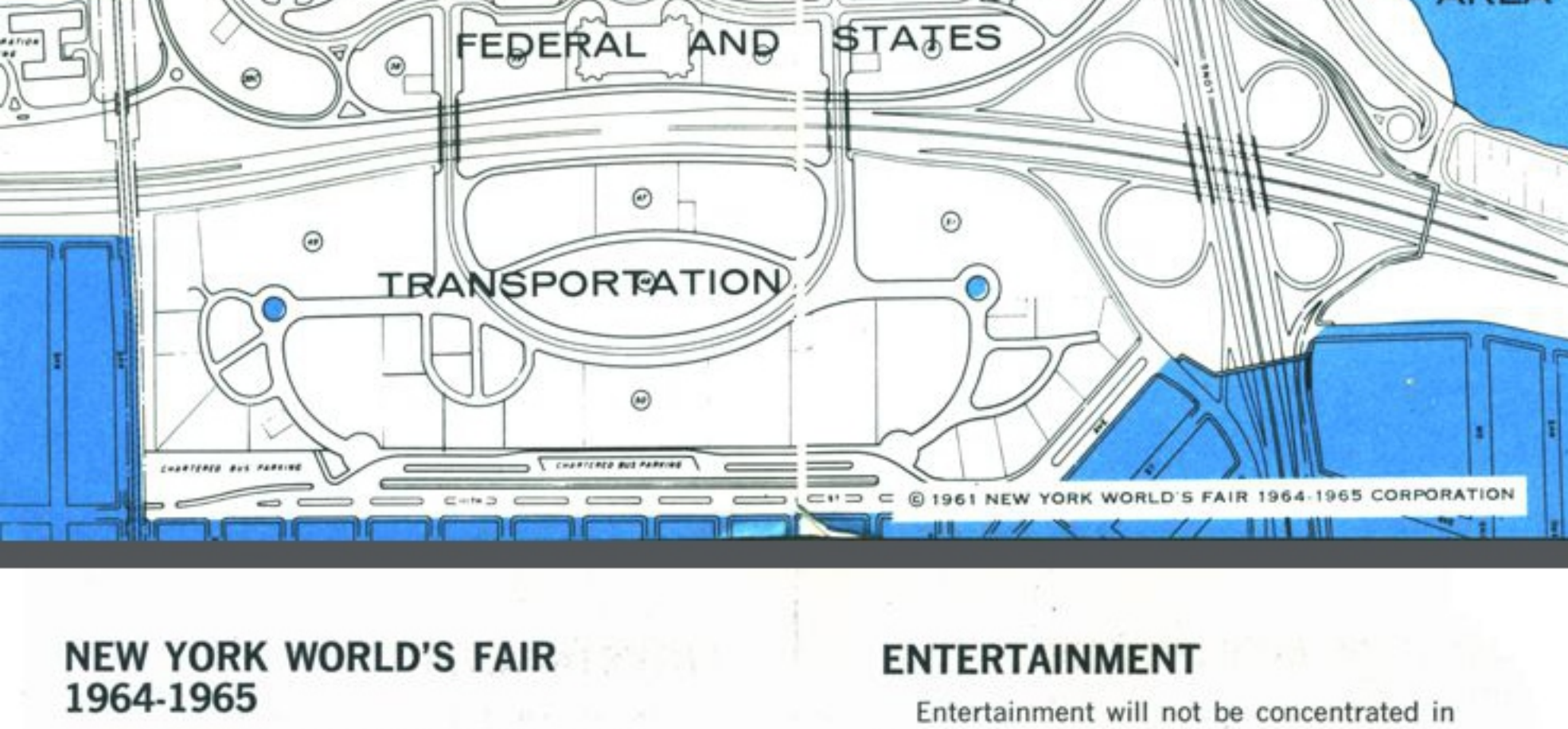
Robert Moses  
President

UNISPHERE PRESENTED BY United States Steel



Highways, subways, railroads, airways and waterways converge on the New York World's Fair 1964-1965 at the geographic and population center of New York. In and adjacent to the Fair, a \$95,000,000 program of arterial improvements will supplement the city's new widespread expressway, parkway system. The

BMT, IRT, IND subway systems and the Long Island Rail Road will transport huge numbers of visitors to convenient stations. New York International and La Guardia Airports are a few minutes from the Fair. By water, a pleasant voyage will end at the World's Fair Boat Basin. Under, on and above ground, the Fair will be easy to get to.

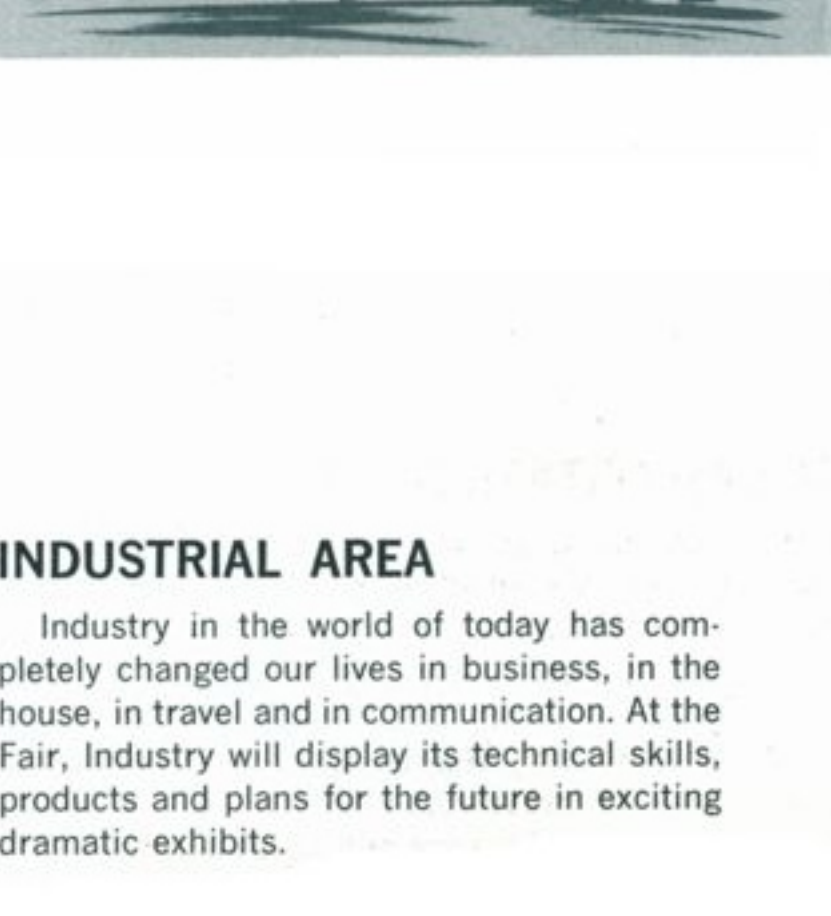


**NEW YORK WORLD'S FAIR 1964-1965**

Industrial; International; Federal and States; and Transportation are the designated major areas of the Fair. The accomplishments of the past and present and the plans of the future will be displayed for the world to see in exciting, dramatic structures and exhibits.

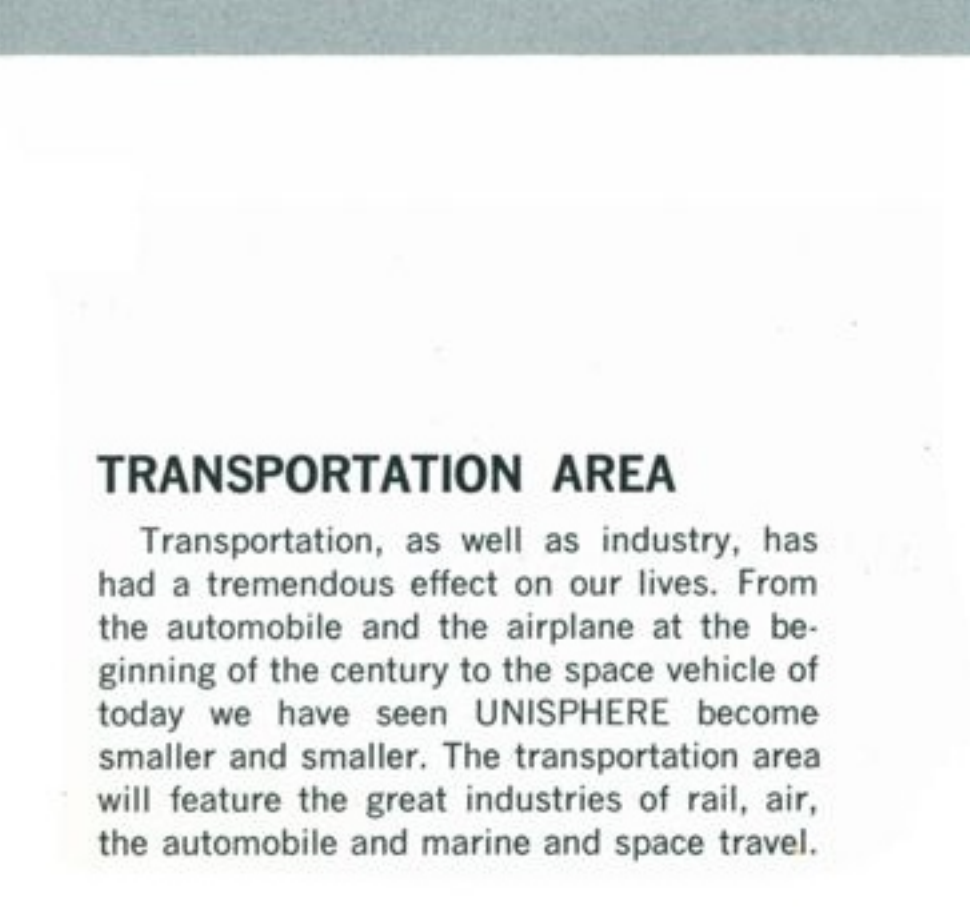
## ENTERTAINMENT

Entertainment will not be concentrated in one midway area. It will be everywhere; rides, native dances at foreign exhibits, tests of skill at space laboratories, ingenious devices and activities of all sorts. Education and entertainment make a great Fair. The Amphitheatre on Meadow Lake and the surrounding area will also be the busy center of entertainment. For moments of relaxation and rest there will be many tree-shaded areas throughout the Fair.



## INDUSTRIAL AREA

Industry in the world of today has completely changed our lives in business, in the house, in travel and in communication. At the Fair, industry will display its technical skills, products and plans for the future in exciting dramatic exhibits.



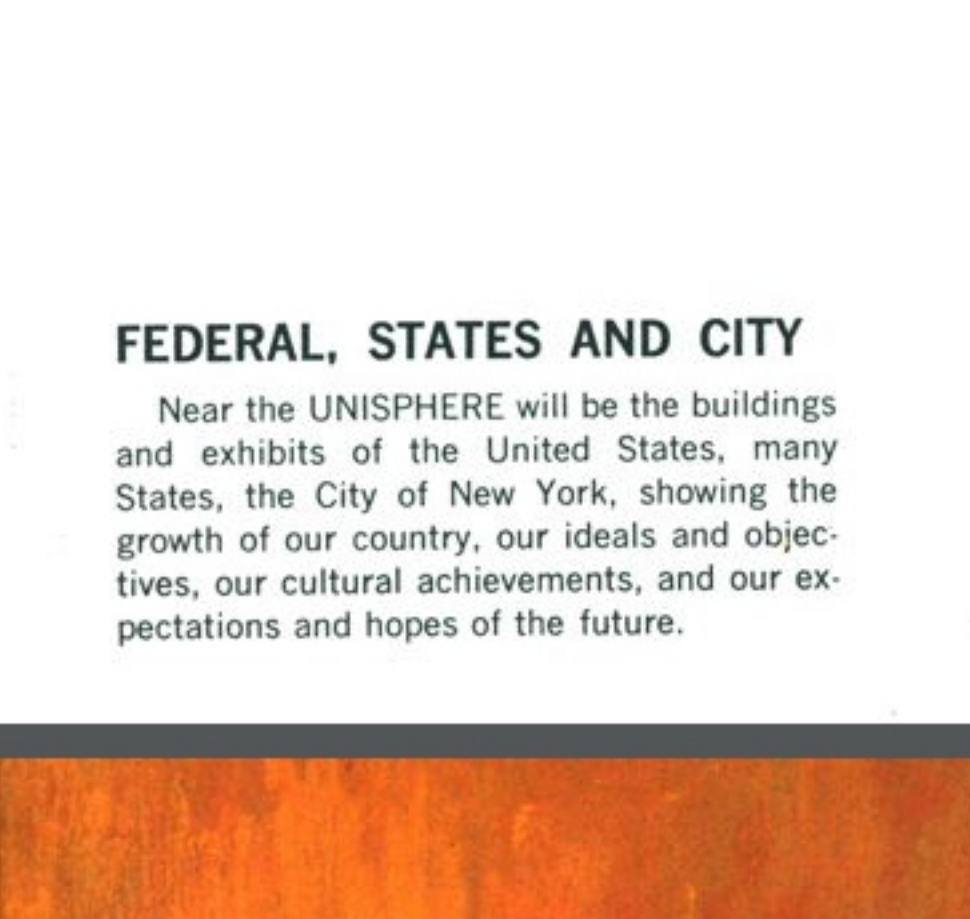
## TRANSPORTATION AREA

Transportation, as well as industry, has had a tremendous effect on our lives. From the automobile and the airplane at the beginning of the century to the space vehicle of today we have seen UNISPHERE become smaller and smaller. The transportation area will feature the great industries of rail, air, the automobile and marine and space travel.



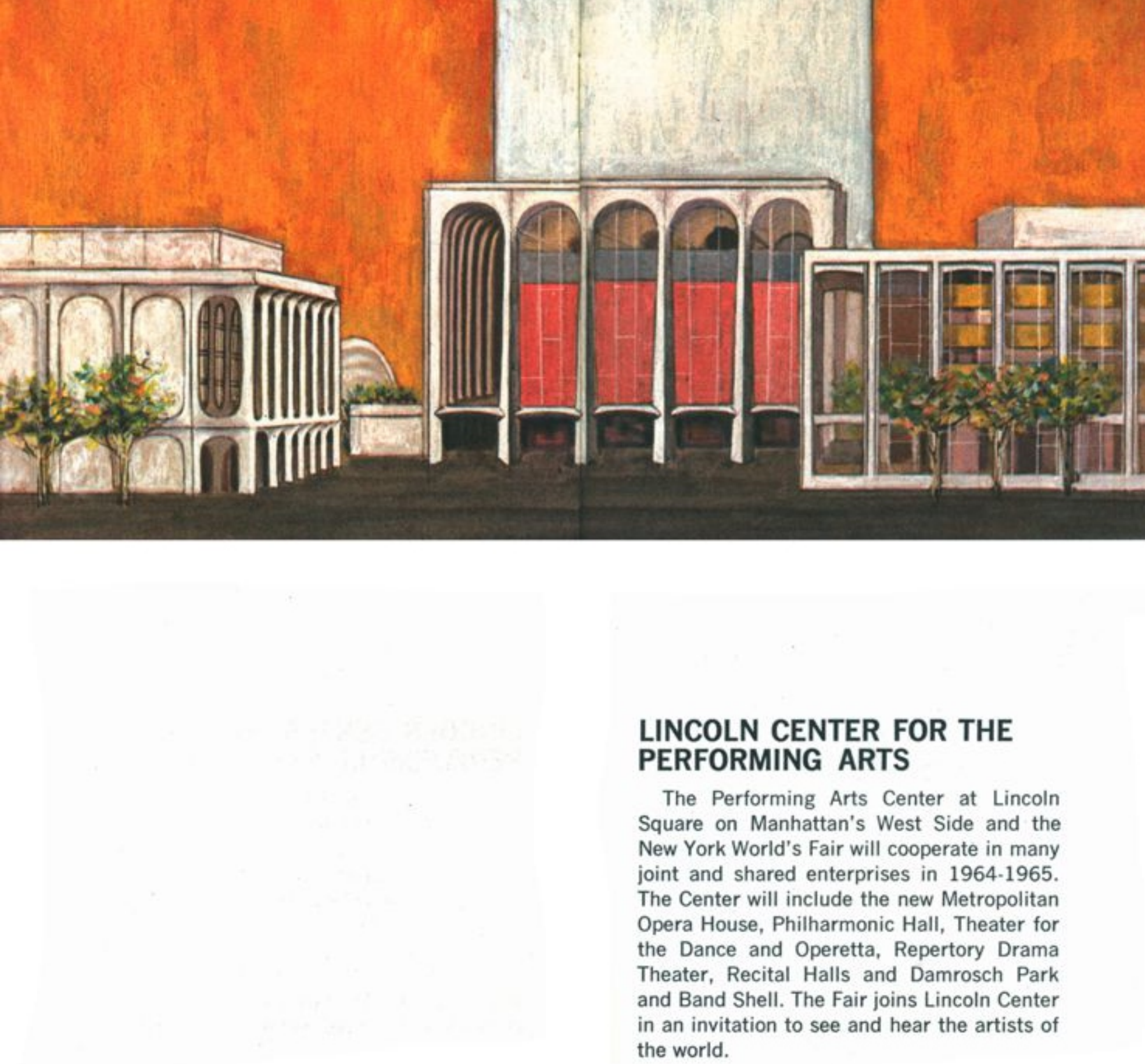
## INTERNATIONAL

The trade, cultural and technological achievements of the nations of the world will be shown in buildings and exhibits in the central section of the Fair.



## FEDERAL, STATES AND CITY

Near the UNISPHERE will be the buildings and exhibits of the United States, many States, the City of New York, showing the growth of our country, our ideals and objectives, our cultural achievements, and our expectations and hopes of the future.



## LINCOLN CENTER FOR THE PERFORMING ARTS

The Performing Arts Center at Lincoln Square on Manhattan's West Side and the New York World's Fair will cooperate in many joint and shared enterprises in 1964-1965. The Center will include the new Metropolitan Opera House, Philharmonic Hall, Theater for the Dance and Operetta, Repertory Drama Theater, Recital Halls and Damrosch Park and Band Shell. The Fair joins Lincoln Center in an invitation to see and hear the artists of the world.

## NEW YORK CITY

**INFORMATION**

The New York Convention and Visitors Bureau at 42nd Street and Park Avenue will provide general information about the City of New York. Airports, bus terminals, railroad stations and the city police will also give information and directions to our guests.

**HOUSING**

There are over 600 hotels in the metropolitan area. Many motels are in the environs.

**FOOD**

22,000 places serve the foods of virtually all the regions of the world.

**LOCAL TRANSPORTATION**

The BMT, IRT and IND subway systems of 237 miles extend through Manhattan, Bronx, Brooklyn and Queens. Many thousands of buses and taxicabs are available.

**PARKS AND BEACHES**

From small sitting areas to extensive open areas, the City has more than 35,000 acres of parks and the great suburban State Parks such as Jones Beach and Bear Mountain are within easy reach.

**THEATERS AND MOVIES**

Broadway and off-Broadway and hundreds of motion picture theaters provide a broad variety of entertainment.

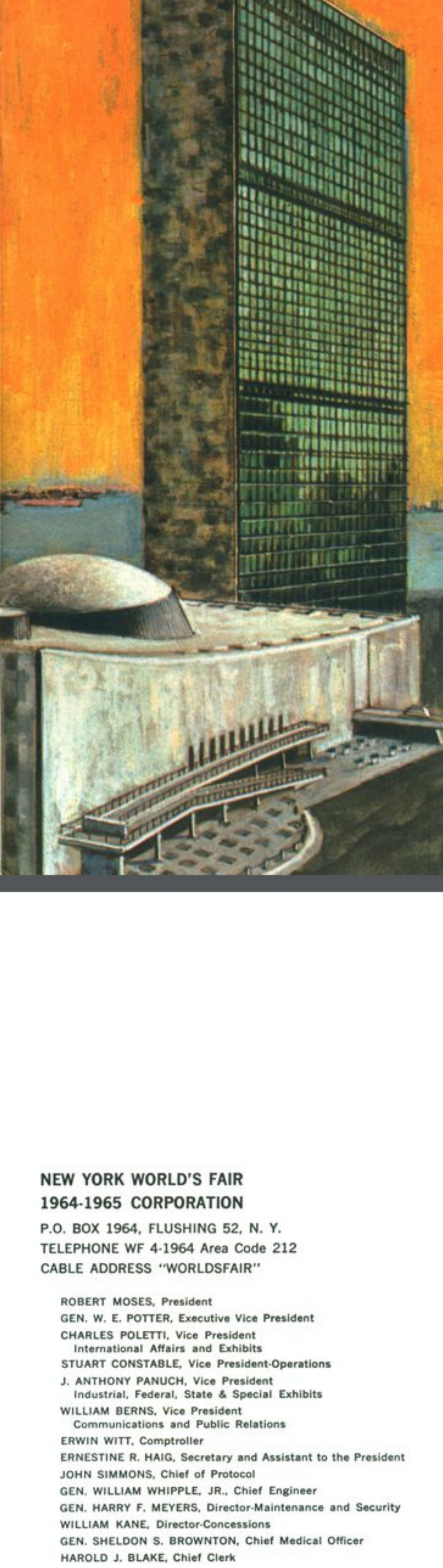
**MUSIC AND THE ARTS**

Carnegie Hall, the Metropolitan Museum, the Metropolitan Opera, the Brooklyn Museum, the 57th Street galleries and many others display the artists of the world.

**SPORTS**

Professional and amateurs in almost every sport perform at many places in the City.

United Nations



## NEW YORK WORLD'S FAIR 1964-1965

### INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK

TOTAL AREA (including Meadow Lake)	646 Acres
INTERNATIONAL	100 Acres
INDUSTRIAL	137 Acres
TRANSPORTATION	85 Acres
FEDERAL, STATES & CITY	57 Acres
LAKE AREA	32 Acres

### EXHIBITORS LEASED AREAS

MAXIMUM AREA	50,000 Sq. Ft.
MAXIMUM COVERAGE	60%
MAXIMUM HEIGHT	80 Ft.

(Except in Transportation Area)  
(Land not covered must be landscaped)

### WORLD'S FAIR CORPORATION CONSTRUCTION

Grading	Police
Paving	Fire
Landscaping	Maintenance
Pools	Communications
Fountains	Bus Stations
Lighting	Toll Entrances
Administration Bldg.	Pedestrian Bridges
Press Bldg.	

### ESTIMATED ATTENDANCE

1964	40,000,000
1965	30,000,000
	70,000,000

### ADMISSION PRICES

ADULTS	\$2.00*
CHILDREN	1.00*
PARKING	1.00

\*Multiple admission books at reduced rates.

### NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

P.O. BOX 1964, FLUSHING 52, N. Y.  
TELEPHONE WF 4-1964 Area Code 212  
CABLE ADDRESS "WORLD'SFAIR"

ROBERT MOSES, President  
GEN. W. E. POTTER, Executive Vice President  
CHARLES POLETTI, Vice President  
International Affairs and Exhibits  
STUART CONSTABLE, Vice President-Operations  
J. ANTHONY PANUCH, Vice President  
Industrial, Federal, State & Special Exhibits  
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Communications and Public Relations  
ERWIN WITT, Comptroller  
ERNESTINE R. HAIG, Secretary and Assistant to the President  
JOHN SIMMONS, Chief of Protocol  
GEN. WILLIAM WHIPPLE, JR., Chief Engineer  
WILLIAM HANE, Director-Concessions  
GEN. SHELDON S. BROWNTON, Chief Medical Officer  
HAROLD J. BLAKE, Chief Clerk

### EXECUTIVE COMMITTEE

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J. ANTHONY PANUCH  
RICHARD C. PATTERSON, JR.  
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MAXWELL D. TAYLOR, President