

clues

TO SUCCESSFUL TRUCK OPERATION

*FROM
YOUR
FORD
DEALER*



© 1960, 1961, 1962, 1963 New York World's Fair 1964-1965 Corporation

WINTER 1964

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A FAIR FOR THE WORLD



Artist W. D. Shaw's interpretation of the Fair showing some of the pavilions in the central exhibition area.

The official opening date of the 1964-65 New York World's Fair is just around the corner. And thousands of workmen at the 646-acre site in Flushing Meadows are busy putting everything in order.

On the night of April 22, a tremendous 12,000,000,000 candlepower shaft of light from the Electric Power and Light Exhibit will stab miles into the sky to let everyone within eyeshot know that the Fair is in business.

More than 150 pavilions representing 37 foreign countries, scores of American industries, two dozen states and the Federal Government will make their public bow that day bathed in the glow of colored lights and the flicker of fountains and fireworks.

Between then and closing night, October 17, 1965, a minimum of 70,000,000 visitors is expected to leave \$120,000,000 in admissions at the turnstiles.

Chances are good that you will be one of those millions of fairgoers. Chances are also good that you will spend some or most of your vacation budget, in terms of time and money, at the Fair. If so, you'll be interested in this very brief preview of what you can expect to see when you approach the main gate of the fairgrounds.

The first thing you will see before you is the Avenue of the Americas framing the Unisphere. Along the central mall, from the Unisphere to the Pool of Industry, you will see a series of reflecting pools and fountains . . . the most ambitious blending of water jets, light and sound ever presented. Thirty-seven foreign pavilions will surround the mall, a kaleidoscope of exotic shapes with the cable cars of the Swiss Sky Ride moving over them.

Ahead and to your left will be the industrial area—35 pavilions dominated by the huge red umbrella of the Travelers Insurance Company, the huge color transparencies topping the Eastman Kodak exhibit, the bizarre piled prisms of the Electric Industries building, the soaring, double-winged Bell Telephone exhibit and others.

Close by, on your right, you'll see the new 20,000-seat Singer Bowl in which special events will be staged. Just beyond it, you'll need more than a moment to absorb the full beauty of the United States pavilion. Geometrically, it's a simple rectangle resting on a squat pyramid. But word of its gemlike qualities is already fanning out from the fairgrounds.

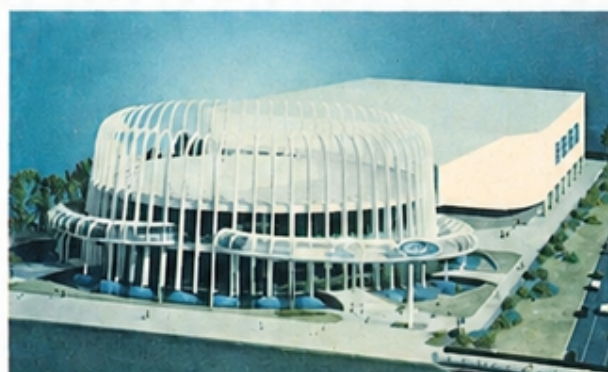
Directly opposite and built on higher ground is the New York State building with its 80-foot concrete towers.

Further to the left and clustered around the head of Meadow Lake, the arched mass of the amphitheater, a holdover from the earlier fair, will mark the center of the amusement area.

Farther to the right, beyond Grand Central Parkway, is the pavilion of the Ford Motor Company in the transportation area. (See page 3.)

You'll have a lot to see at the Fair, including countless visitors like yourself from every part of the world. This will indeed be a Fair for the world, a Fair you won't want to miss.

The rotunda entrance to the Ford Pavilion is ringed by a transparent tunnel through which fairgoers will be carried to see the Disney-produced Magic Skyway fantasy.





Over the years, visitors to major fairs and expositions have come to associate the Ford Motor Company with distinctive circular exhibition buildings called "roundas." And the tradition, dating back to the Chicago fair of 1934, will be continued at the New York World's Fair in 1964 and 1965. There, visitors will see a glass-walled rounda 235 feet in diameter and 56 feet high, surrounded by pylons 100 feet tall. A flared exhibit building nearly three football fields long and seven stories high will adjoin the rounda, making this pavilion the largest structure at the Fair.

The rotunda itself will be the take-off point for an unusually entertaining and educational ride through a fantasyland of the past, present and future created by Walt Disney. Called the *Magic Skyway*, Ford expects more than 25,000,000 people from all parts of the world to enjoy this ride.

From a 70-foot ramp on the second floor of the rotunda, passengers will board '64 Ford convertibles. By means of a unique drive mechanism built into the ramp, the vehicles will follow a course through a transparent plastic tunnel ringing the rotunda into "time tunnels" of the past, present and future. In 12 minutes on this *Magic Skyway* the visitors will see a show that has taken years to design and build.

"No one who sees it will ever forget it," says Disney of the Ford show. And that includes fair goers of every age.

The fact that you're a Ford truck owner and CLUES reader will make you doubly welcome.

COVER: Symbol of the 1964-65 New York World's Fair is the Unisphere, the huge world globe depicted on the cover. Twelve stories high and 120 feet in diameter, it stands almost on the spot occupied by the symbols of the 1939 New York fair—the Trylon and Perisphere. It represents the unity of all people and dramatizes the fact that

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