



New York
World's
Fair - 1965

Suggested

PASSENGER ITINERARY



DELTA

the air line with the BIG JETS

TO DELTA'S PASSENGERS AND WORLD'S FAIR VISITORS

During the 1964 season of the Fair, some difficulty was encountered by visitors who were unable to visit pavilions and exhibits of their choice due to the lengthy lines which seemed present much of the time. Many complained that it was next to impossible to visit the best shows while on a short trip to the Fair.

It is believed that getting through this wonderful Fair is a matter of timing. Based on the experience of exhibitors, Delta personnel and Fair staff members, this itinerary has been compiled. While not a 100% guarantee - it was proven during the last fifty-five days of the '64 season to insure a much stronger success than would otherwise be possible. Delta hopes it will assist you.

James L. Ewing
World's Fair Travel Advisor

SECTION I

HOW TO GET TO THE FAIR FROM NEW YORK CITY OR KENNEDY TERMINAL

From Kennedy Terminal

Passengers desiring transportation direct to the Fair from Kennedy Terminal will find excellent bus service via The Carey System to the Rodman Street Gate. Rodman Street Gate is directly adjacent to the Industrial Section of the Fair and only a three or four minute walk to pavilions such as those of G.E. (Progressland), Travelers, Bell, IBM, Electric Light & Power, S.C. Johnson Co. and DuPont. Busses depart Delta's Kennedy Terminal every one half hour. All vehicles are air conditioned and the fare is only \$1.00.

From Midtown Manhattan

There are three good methods depending on the speed and comfort you desire.

1. The New York Transit Authority's Blue Arrow Subway expresses leave every three minutes from Times Square with one stop at Grand Central Station. Ride lasts 15/18 minutes, is 75% above ground, safe, in all new subway cars, costs only 15¢ each way and no hair on any Fair visitors' head was touched by harm during the regular operation of the Fair program last season. Try to get on the first (or the last) car if you want a seat. Walk to either far end of the platform to accomplish this.

Eastside visitors can ride to Grand Central on the Lexington Avenue IRT trains.

2. The Long Island Railroad's "Steel Thoroughway To The Fair Gateway trains depart Penn Station every 15 minutes. One stop with 15 to 16 minute service to the World's Fair Terminal. Ride is 50¢ each way, all air conditioned, smooth and there is passenger service assistance available if needed.

3. Grey Line New York Tours' big fifty-six passenger, all air conditioned busses offer deluxe service (sometimes from your hotel) to the Fair. Vehicles are big and comfortable and the scenic trip lasts about 35 or 40 minutes. Grey Line information, pick up areas and schedules can be obtained at your hotel - usually at the baggage desk.

Get an early start to the Fair and stay late. Wear comfortable clothes and by all means, comfortable shoes. Try to avoid Manhattan meals and eat at the Fair. Section III of the itinerary will consider this in some detail.

SECTION II

THREE PERFECT DAYS AT THE FAIR!

First Day

- 8:30 AM Depart Manhattan for World's Fair via subway, L.I.R.R. (Grey Line departs 8:15).
- 9:00 AM Arrive Main Gate. Proceed to IBM Pavilion and select tickets for 8:00 PM show at free ticket booth. Proceed with tremendous vigor across the lake to G.E.'s marvelous Progressland.
- 9:15 AM Arrive Progressland. At this hour, lines move fast and crowd control here is good. Allow one hour and thirteen minutes.
- 10:30 AM Arrive Bell Telephone Pavilion. Take great ride and visit industrial science show - one of the best anywhere. Go to Travelers under the big red umbrella.
- 11:30 AM Arrive Travelers Insurance Co. Pavilion. Unforgettable program last 18 minutes.
- 12:00 PM Go directly to 7-Up International Sandwich Gardens for delightful lunch with musical background. Cost: 4 sandwiches from around the world (and 7 Up) for \$1.70!

- 12:40 PM Depart with force to Tower of Light for magical new show, "Holiday with Light", featuring Uncle Ben Lightbulb and Reddy Kilowatt!
- 1:30 PM Arrive Coca Cola Pavilion for global holiday trip around the world. Lines move very steadily.
- 2:00 PM Arrive Festival of Gas for excellent continuous performance. Wonderful experience in specialty cooking.
- 2:45 PM Lines peak in most major pavilions about this time. Don't spend valuable minutes standing in line. Move into the International Area and take in wonderful foreign pavilions. Some of these are real standouts. Spain, Japan, China and Mexico should not be missed. Go also to Philippines and shop at the now famous (and relatively inexpensive) Straw Market. Go by snack bar at U.A.R. or Lebanon and enjoy delicious food at unusually low prices.

By this time - it should be about

- 6:00 PM Be at entrance to Illinois Pavilion for memorable and unforgettable "Great Moments With Mr. Lincoln". A real masterpiece and by itself (as is the case with 95% of the other pavilions) worth a trip to New York.

- 6:45 PM Proceed to West Virginia and take in this excellent state exhibit. Walk next door to Maryland and see the splendid Arthur Godfrey narrated Star Spangled Banner/Ft. McHenry show.

At Maryland is the famous Fisherman's Wharf. For excellent eastern shore dinners at unbelievably low prices - you can't beat it.

- 8:00 PM Arrive IBM for reserved seat show. After show, brave through the "gardens" beneath. Fantastic.

8:40 PM Walk next door to Equitable. Check out the Demograph and get a seat for the water/fire-works show which begins at 9:00 sharp. This is a beautiful spectacle and one which you will remember for years to come. Show lasts twenty minutes.

9:20 PM This could be the end of your first perfect day at the Fair, if you so elect (and it would be a good idea). You've still got two more days and there's much to do! If the day is over - move out with all good speed to the subway station ahead of the crowd. Again, walk to far end of platform for seat on first or last car.

End of First Perfect Day at Fair

Total Cost Per Person:

2.50 Admission
1.70 Lunch & Beverage
2.00 Dinner & Beverage
.30 Transportation
2.00 Incidentals
\$8.50

Second Day

8:30 AM Depart Manhattan via subway or L.I.R.R.

9:00 AM Arrive Main Gate and streak to General Motors Futurama. You have got quite a walk but there's a pot of "gold" at the end of your asphalt rainbow. Take the ride - don't casually pass by G.M.'s industrial science show.

10:30 AM Arrive Rotunda Ford Pavilion. Allow for forty minute wait but don't leave - it's worth each minute.

11:50 AM Arrive Chrysler Autofare Complex. This is all new. Spend at least an hour here. See the show and drive the turbine car.

- 12:50 PM Nearby is a swell lunch spot - the Lowenbrau Gardens. Across the bridge adjacent to G.M. is another excellent spot - the Missouri Snack Bar. Across the street is Tad's remarkable Steak House.
- 1:30 PM Arrive Vatican Pavilion. Be sure and see this magnificent exhibit. Michaelangelo's 'Pieta' is the stellar attraction.
- 2:15 PM Arrive Eastman Kodak. A tremendous group of shows (see "The Searching Eye") and all the photography tips (and help) you can use. Medo next door, has Kodak film at regular advertised prices.
- 3:30 PM Arrive Pepsi "It's A Small World" and take the ride (95¢) through a Disney wonderland.
- 4:30 PM Arrive at International Plaza. Browse through here and stop at the Philippine frozen banana shop. 50¢ - a real taste treat. Very refreshing on a warm afternoon. Lots of shops featuring all imported merchandise.
- 6:00 PM Dinner time. Two excellent choices. First, the completely great Rathskeller at Belgian Village. Best german food in the U.S. Delicious dinner for under \$2.50 or go to a most spectacular restaurant on top of the Heliport - "The Top of the Fair". Prices are no higher than those of any very superior restaurant uptown. The food is excellent and the view is superb.
- 8:00 PM Arrive Belgian Village. It is suggested you walk through Belgian Village until you have seen it all. Tremendous and really authentic.

Depart hastily for subway and Manhattan!

End of Second Perfect Day at Fair

Third Day

- 8:30 AM Depart Manhattan for the Fair. If you have been thinking of staying in New York today - don't! Go out to the Fair - there's something you still must see!
- 9:00 AM Arrive S.C. Johnson Pavilion. "To Be Alive" is a truly wondrous thing to see. We steered you here early in the morning to make certain you get in. Don't forget your free shoe shine!
- 10:00 AM Go across the Mall to DuPont. There may be a half hour wait but its worth it.
- 11:00 AM Arrive Hallmark Pavilion for Churchill program. Very excellent.
- 11:30 AM Regular itinerary ends here. You are "on your own hook" and should not leave the Fair until you have seen N.C.R., Formica, Parker Pen, Scott Paper, Clairol. By all means, go to the Protestant Pavilion and Billy Graham. Top the day with a trip to the U.S. Pavilion.

Suggested Third Day Lunch Spots

For those interested in gourmet eating - don't miss Festival '65 at the Gas Pavilion. This is one of the World's Fair finer restaurants. Otherwise, walk to the gardens at Lebanon. Delicious for \$1.50.

Supper Suggestions Third Day

The gourmet/show route is best found at the Hawaii Pavilion. A complete luau from pig to palm and the very best island show (lasts a total of three hours) this side of Raratonga. It's inexpensive even at its \$12.00 rate if you want to splurge! Otherwise, the Treehouse Restaurant at the African Pavilion is tops.

After supper, go by Continental Insurance. Here's a trip to the American Revolution you mustn't miss. Then, go to the Pool of Industry. This might be your last night at the Fair. Close it out again with the beautiful water show at the Pool of Industry. The program changes each night and it's so beautiful and after October 17th it will be only history.

Then - back to Manhattan. Delta hopes you enjoyed the Fair as much as we enjoyed telling you about it or perhaps assisting you on your trip. If anything was left out, we're sorry. There was just so much to see and the time just ran out!

Wasn't it a great Fair!?

SECTION III

WORLD'S FAIR MEALS AT A FAIR PRICE!

Delta is indebted to the Continental Insurance Company and its excellent World's Fair staff for compiling a short but very inclusive list of low cost buys in meals. Most of these are located in the International and State pavilions and the foods involved are very high in quality and variety.

Tempting, inexpensive meals and snack items, often excitingly strange to the American palate, are offered at many spots about the Fairgrounds. Try...the mocha frozen custard for 25¢ downstairs at the Swiss Pavilion;

...the excellent pinwheel pastry at the Norwegian counter in International Plaza---50¢ a piece or three for \$1.00. You can also get loganberry juice served over crushed ice, a fine restorative on a wilting summer day.

Sample the delicious pizza, 25¢ a slice, at Maestro Pizza; ...exotic snacks, such as stuffed grape leaves, at Egypt's good short order counter;

...the expansive smorgasbord---\$3.75 for lunch, \$4.75 for dinner---at Minnesota; or you can be served sandwiches at small tables on the lawn outside.

...The Irish coffee (\$1) and sandwiches at the Irish Pavilion are delicious, as is

...the combination platter offered for \$2 at Lebanon's charming center patio, where you can sit at umbrella'd tables. An order of lamb shavings for \$1 makes a perfect shared lunch for two; an order of five stuffed vine leaves is 99¢.

Meals are excellent at the pavilion of Greece. Have the chicken-zemar soup. A food counter next to the restaurant sells foil-wrapped Baklava to take out for 50¢.

The garden restaurant adjacent to the Hong Kong Pavilion has a good full course Chinese dinner for \$2.25.

You can sit outdoors in front of the Moroccan Pavilion and eat shish kebab served on french bread for \$1.

...or have open-faced sandwiches outside the Swedish Pavilion at umbrella'd tables. You get one ham and one meatball sandwich for \$1.50.

For 99¢ at Oklahoma, you get "Chicken Delight", a quarter of a chicken, french fries and a blueberry muffin.

And the Snack Patio at Missouri offers such other American standbys as frankfurters and steak sandwiches.

And don't forget Chun-King Inn over in the Lake Amusement Area. Seven excellent oriental dinners - 99¢.

While at the restaurants, don't order until you have checked the price column. Some who have failed to do this have seen their budgets shot to pieces. Otherwise, eating at the Fair can be a very inexpensive and delightful experience.

