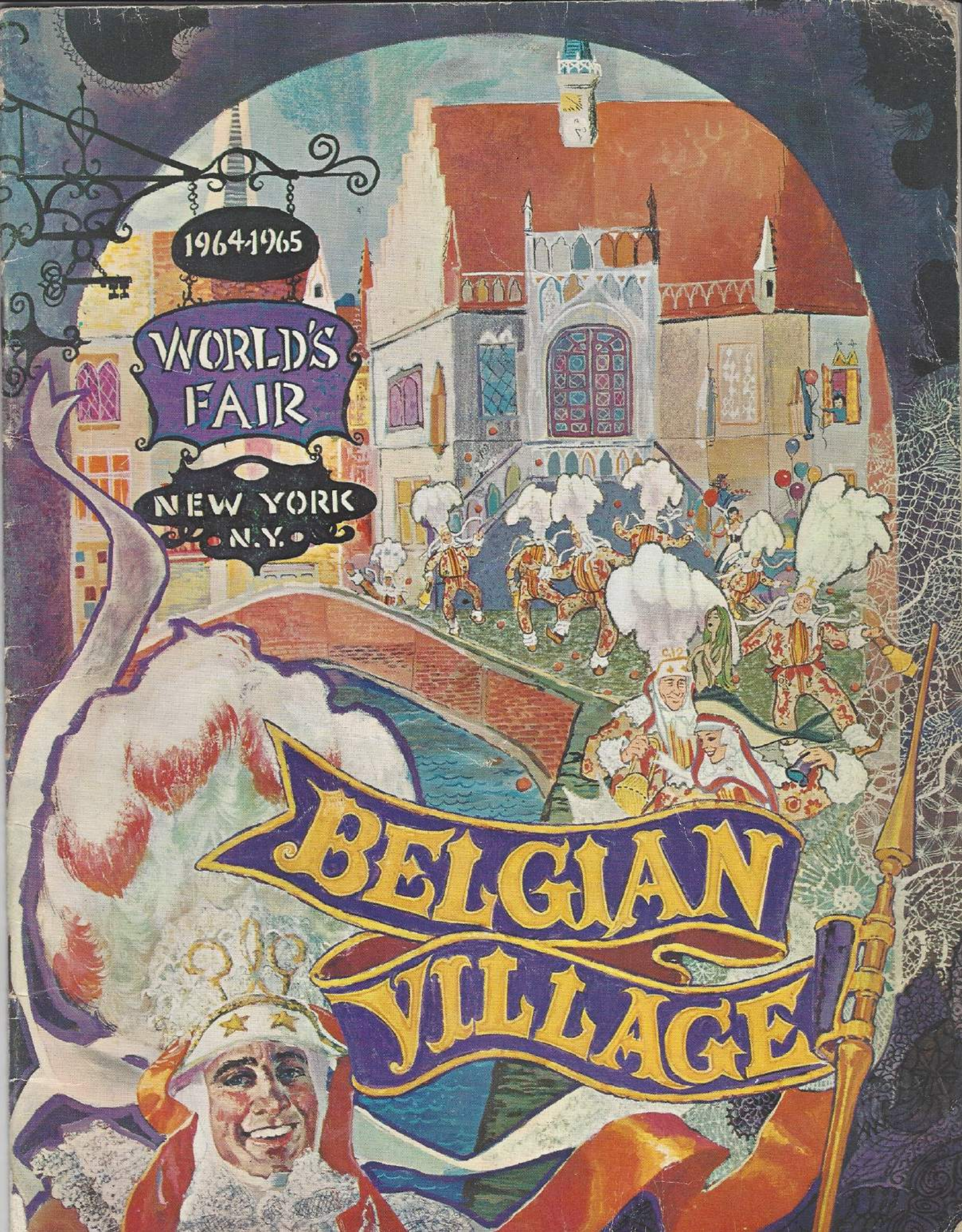


1964-1965

WORLD'S
FAIR

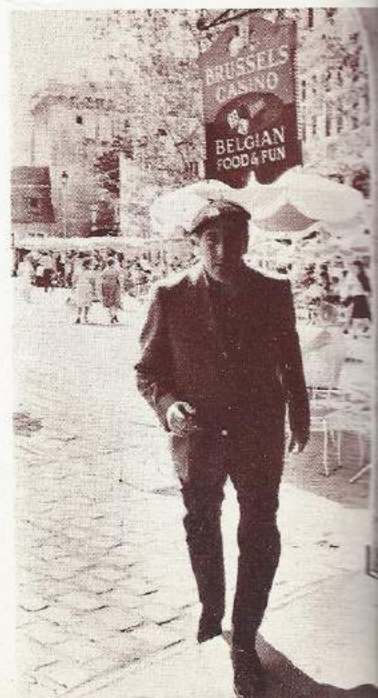
NEW YORK
N.Y.

BELGIAN
VILLAGE





*For you . . . the history-steeped
BELGIAN VILLAGE. A recreation
of the artistic and cultural heritage
of centuries past . . . a recreation in
architecture . . . spirit . . . and mood,
of wondrous tradition!*





ROBERT STRAILE

President—The Belgian Village

Corporate executive; President of Island Refreshment Corporation and Mohawk Container Corporation; business and civic leader, sportsman, socialite; resident Bethpage, L. I.

WELCOME...BIENVENUE

Dear Visitor:

With these two words I extend to you a warm welcome to THE BELGIAN VILLAGE in the New York Worlds Fair.

Recreated here, you will see a magnificent and unique Village that is a composite of all Belgian Villages as they appeared in the Middle Ages and as they appear to a great extent in the Nine Provinces of Belgium today.

The creation and building of this Village was a dedicated effort and a gratifying experience for many people.

This is the fifth and the largest interpretation of the Village by the architect, M. Alphonse de Rijdt of Antwerp, Belgium.

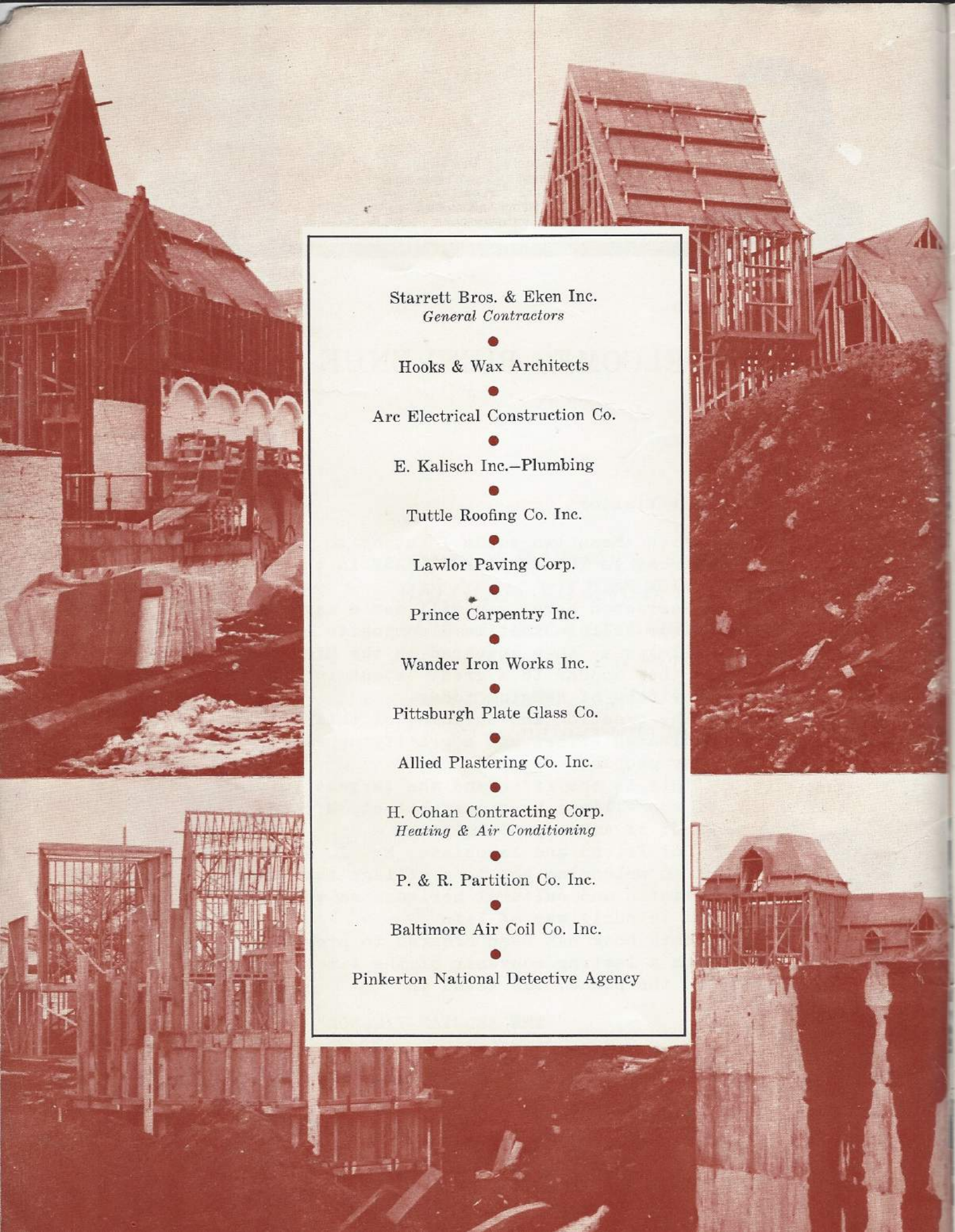
Our Friend and Associate, Mr. J. J. Hoey, joins me in welcoming you to a village that echos an artistic and cultural heritage as well as a gay and leisurly way of life.

This book has been created to provide our guests with a lasting souvenir of the time...the mood...and the place...as found in

"THE BELGIAN VILLAGE"

Sincerely,

Robert Straile



Starrett Bros. & Eken Inc.
General Contractors

●
Hooks & Wax Architects

●
Arc Electrical Construction Co.

●
E. Kalisch Inc.—Plumbing

●
Tuttle Roofing Co. Inc.

●
Lawlor Paving Corp.

●
Prince Carpentry Inc.

●
Wander Iron Works Inc.

●
Pittsburgh Plate Glass Co.

●
Allied Plastering Co. Inc.

●
H. Cohan Contracting Corp.
Heating & Air Conditioning

●
P. & R. Partition Co. Inc.

●
Baltimore Air Coil Co. Inc.

●
Pinkerton National Detective Agency

A day in the

BELGIAN VILLAGE

... as it was then and as it is now

The Time ... The Place ... The Mood

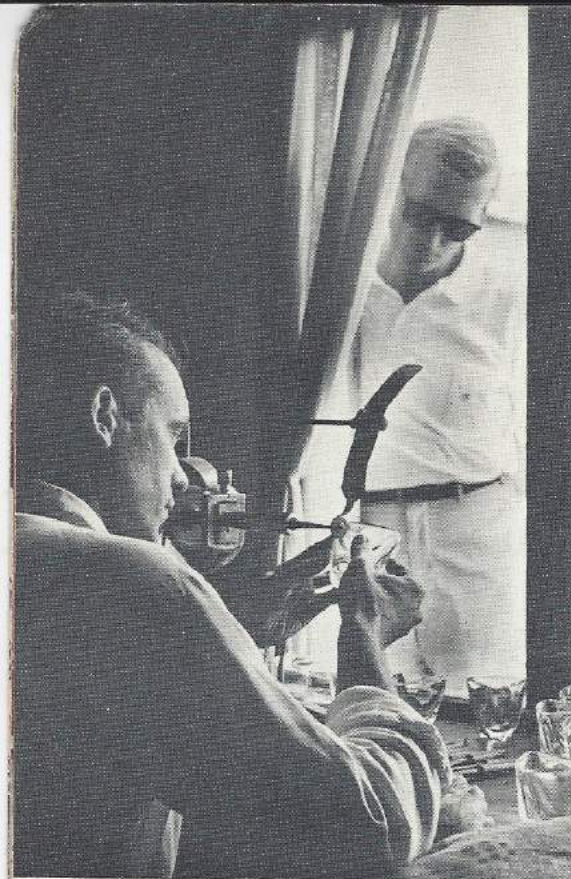
It is Market Day. In the bustling square near the Oostende Gate a crowd of townsfolk and farmers have gathered to buy and sell, to cavort and gossip. The wooden wheeled carts of the farmers clatter through the square in the early morning, from behind their stalls, hawkers loudly sing the wonders of their choice wares. On the other side of the square, the food shops offer a wide variety of temptations.

In our Village today, the fragrance of hot golden waffles fills the air. Cross the



bridge and find the Speculaus Shop...the spicy gingerbread is a treat for children. All through the Village you will find irresistible taste tempters... clams... sweet shrimp... escargot... twirling custards... puffy hot crostillons... spicy chinese egg roll... hot meat pies... and more.





The shops of the craftsman are brimming with activity. Visit the shop of Beautiful Crystal, Val St.-Lambert. Here you will find crystal with an origin that dates back to 1826 and in its present complex is the largest in the world. The cutting of the crystal requires a mastery of technique possessed by the devoted artists of Val Saint-Lambert. The magnificence of design and brilliance of the crystal are surpassed only by the diamond.

... And in other shops ... fragile laces that retrace again and again the spiders web that was the original inspiration for the Flemish girl who created lace.

... And see too, the potter at his wheel in the "signature" shop ... exquisite linens in "Bon Bon Belgique"...and all the things dear to the heart of les femmes in the shop of "Baubles, Beads and Bags", and more ...



Today in our Village see the magnificent Church of Antwerp . . . St. Nikla's . . . and visit the religious souvenir shops that cluster around the church like chicks around a protective mother.

At dusk, the tower carillon chimes the close of the work day. Now the Village beats with a new air of excitement. Some of the villagers of yesteryear and tourists today enjoy the Gustatorial delights of fine cuisine in the restaurants and cafes overlooking the square. Others seek out the tall steins of beer in the Rathskeller, ringing with the convivial sounds of song and laughter.

Now the day ends in a high spirited, friendly atmosphere. This is the Belgian Village. It is the old world of charm and hospitality, craftsmen and shopkeepers . . . this world so often forgotten in our age, is now your adventure.





Rathskeller



... all around you the wonderful—
feeling of GASTURJHEID (Hospitality!)



The Origin of Rathskellers

The name Rathskeller is from two German words. "Rath" meaning a council group or a group of men functioning in a governmental advisory capacity—and "Skeller" meaning cellar. The local town hall or City Hall is the "Rathhaus". Many centuries ago it became the custom of the gentlemen of the Council to adjourn to the wine cellar of the Town Hall at the end of the business meeting. Not only were favorite wines chilled here, but this secluded area afforded the local political gentry a place to relax and discuss private matters without fear of being overheard by outsiders. Soon the members of this inner circle brought coat-of-arms and other school and family emblems to decorate their "Rathskeller". The custom spread rapidly and soon had its' own translation on our shores.

John F. Hoey

John F. Hoey is the Owner-Operator of the Rathskeller in the Belgian Village and the Rathskeller Lounge in Virginia Beach, Va. Born in Chicago, he graduated from Michigan State University with a B.A. Mr. Hoey served with the U.S. Marine Corps from 1956 to 1958.

Married to the former Louise Shumate of Huntington, West Virginia, Mr. Hoey makes his permanent home in Virginia Beach where he is active as a member of the Virginia Beach Chamber of Commerce, Rotary Club and Princess Anne Country Club.



**This little boy
raises cane
in all shapes, sizes
and forms.**



(thanks, Jack)

SHRIMP COCKTAIL

—America's Favorite Seafood—
In America's Favorite Form!



Made with



P.D.Q.*
SHRIMP

*Peeled,
Deveined,
Quick-
Cooking

Sold Internationally in retail and institutional packages by the
SeaPak Corporation, St. Simons Island, Ga.

Local Inst. Distributor—
Portion Pak Distributors, Elmont, L. I., New York

**isn't it nice
to meet someone
from home?**

Perhaps the intriguing dishes of Belgium are new to you, but the Meats and Chicken used in them are not! They're Swift's Premium. The same Swift's Premium Meats and Chicken you serve at home. The same Swift's Ice Cream, too.

We're proud that the Belgian Village—like many other fine eating places at the Fair—chose to serve our products.

But then, the Belgians love fine quality as much as Swift does.

And as you do!

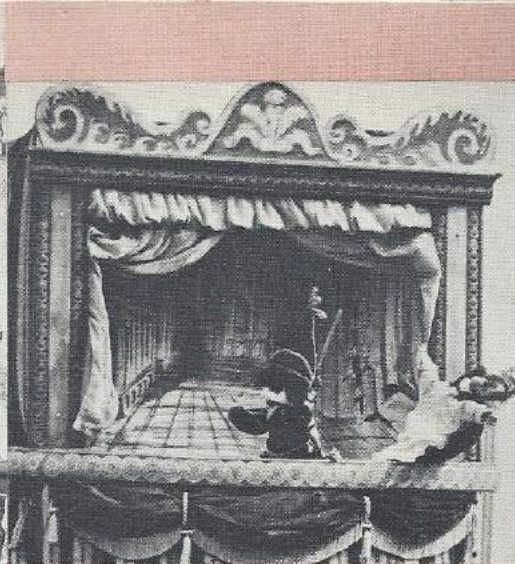


To serve you better. Our 109th year.

*Jamaica
Food
Company*

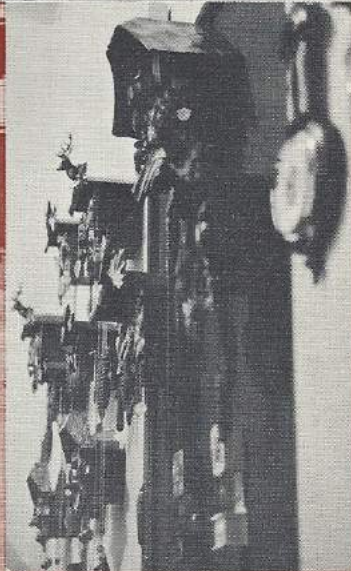
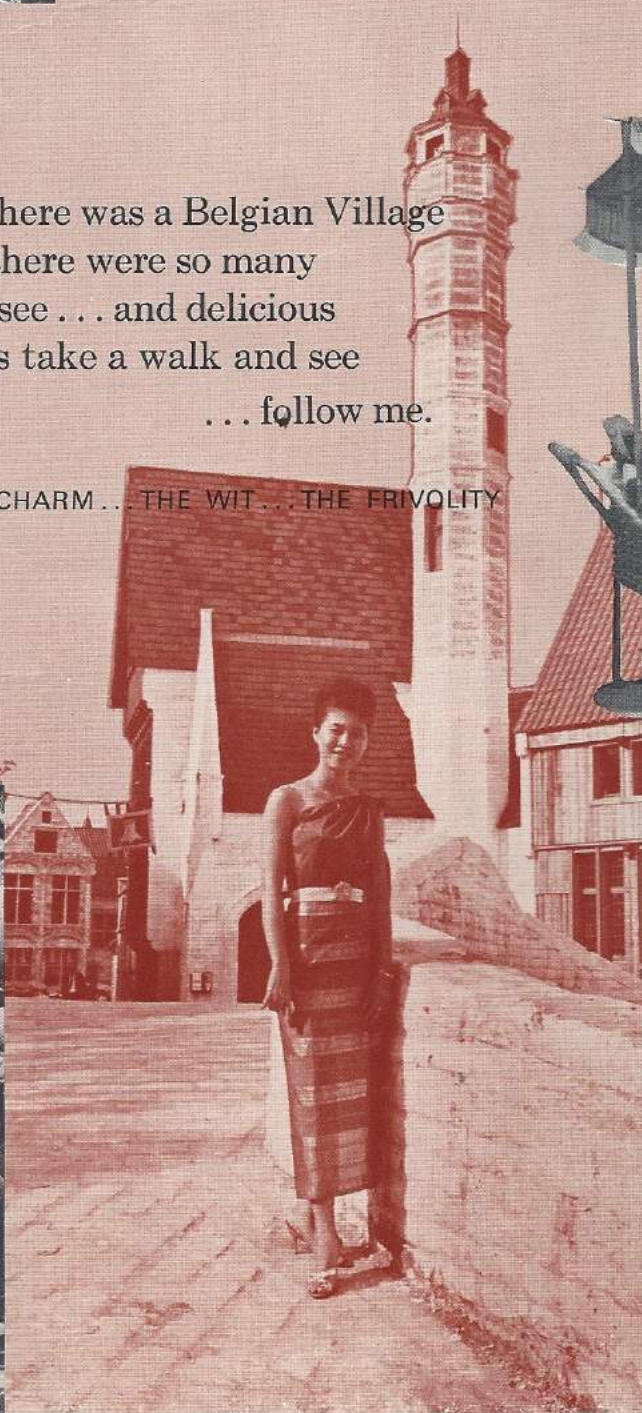
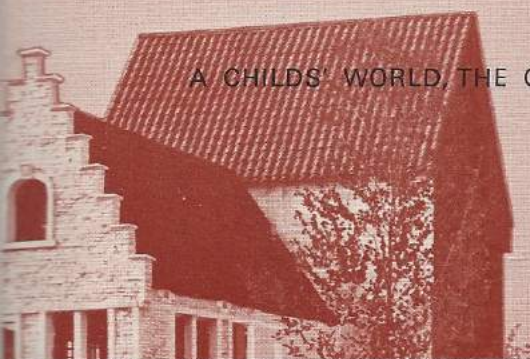
**DISTRIBUTORS OF
"BURRY BISCUITS", "ACCENT",
"DUTCH MAID" NOODLES
AND SPAGHETTI**

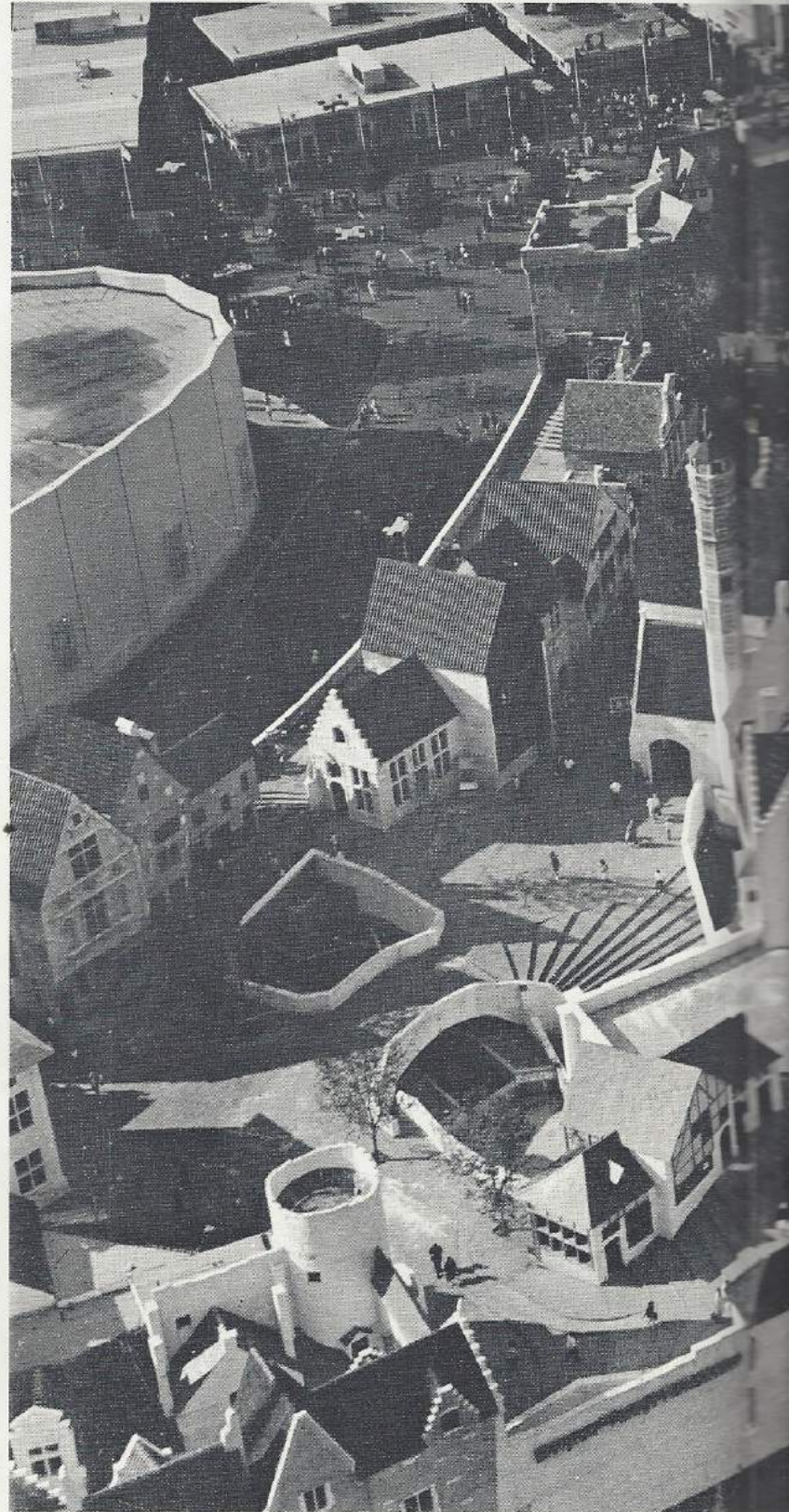
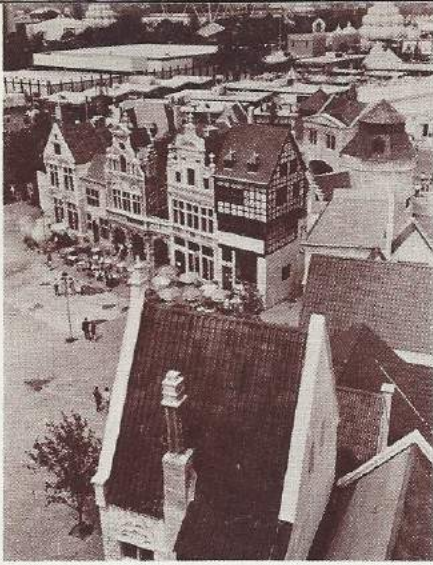
"The House of Good Will"

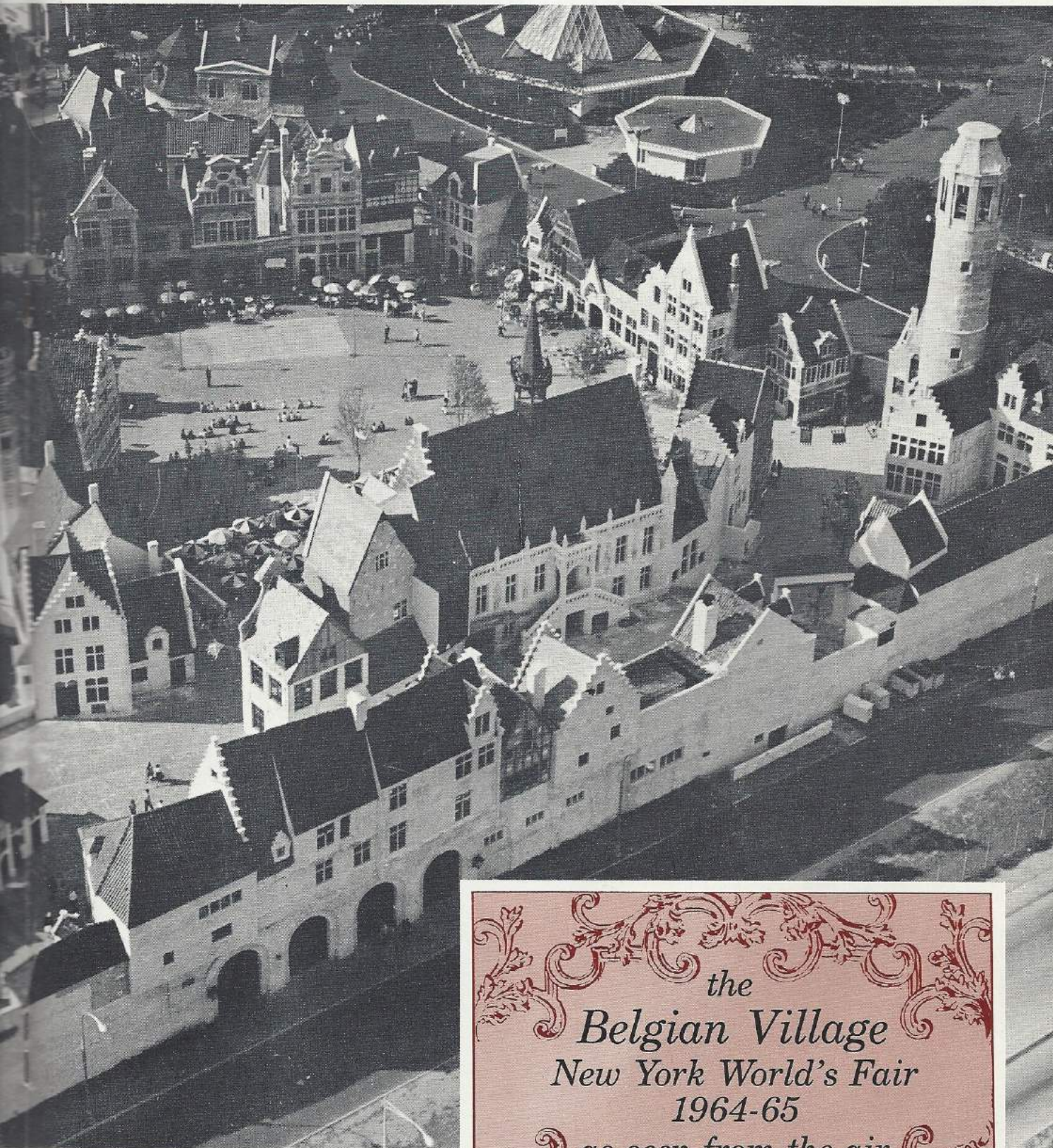


Once upon a time there was a Belgian Village
and in this Village there were so many
things to do ... and see ... and delicious
things to eat ... let's take a walk and see
... follow me.

A CHILDS' WORLD, THE CHARM... THE WIT... THE FRIVOLITY







the
Belgian Village
New York World's Fair
1964-65
as seen from the air



Les Gilles! Les Gilles! *Les Gilles Merveilleux!*

The very breath . . . indeed, the reason for being, in many a Belgian town lies in the joy of festive folk celebrations. A carnival time is a time of unsurpassed joy for the entire family. Festival time in the Belgian village is a time of flamboyant folklore festivities . . . surprising characters . . . and infectious gaiety.

FOLKLORE AND FESTIVAL



The most vibrant and colorful of all Belgian carnivals takes place each year in province of Hainaut.

For three days preceding the beginning of Lent, the streets seethe with the antics of gay revellers. Mingling with the merrymaking crowds are men in Inca-inspired costumes and towering, plumed hats.

These are the famous Gille Dancers. (The dancers originated in 1549 at a time when Belgium was ruled by Spain. The first Binche Carnival was the highlight of the reception Marie of Hungary staged for her brother Charles V. A ballet was performed to celebrate the conquest of Peru and the Incas. In the years following the ballet, the Inca inspired costumes were donned by townsmen, honored to be Gilles. The dancers, their undulating rhyhm, and the throwing of the oranges, are an important part of pre-Lenten Carnival.

Since the first Gilles appeared, the original costume has undergone alterations but many items on the present costume can be traced back to Inca origin. The plumes on top of the hats are from the ostrich, the bells hanging around the waist and the designs sewn on the dresses are a mixture of Inca and European heraldry.

The Gilles wear hand-carved wooden shoes, embellished with rosettes in ribbon. With these shoes they clap out the staccato rhythm of the Gille-dancers' music.

The dancers used to offer oranges, a symbol for gold, to the crowds, and nowadays this custom is continued. The Gilles carry wicker baskets full of oranges, which they throw into the gay crowds lining the streets.



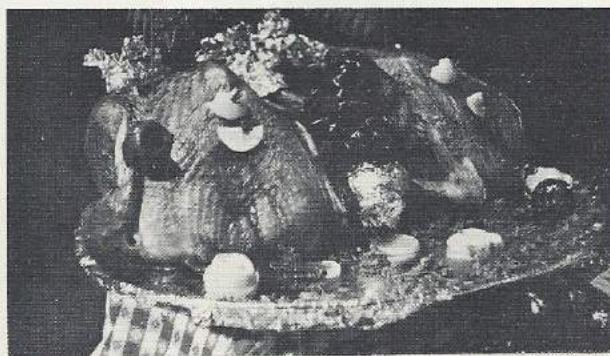
FOODS

INTERNATIONALE

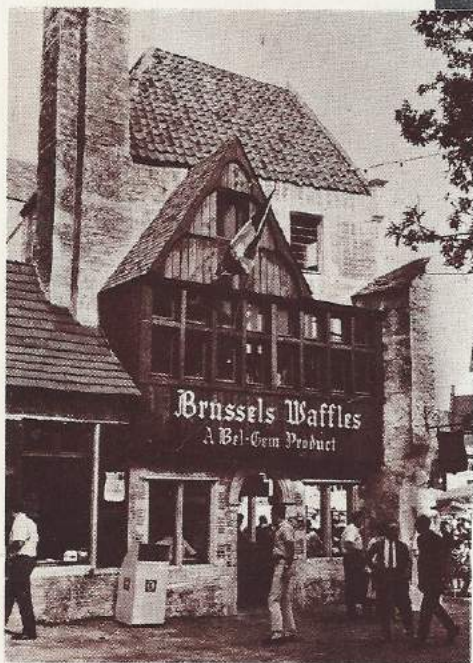
Belgian food is the masterwork of the same national genius that has given the world Flemish painting.

As varied as the colors of a Rubens landscape, as finely wrought as a Van Dyck portrait, as full-bodied as a Brueghel peasant scene, Belgian cuisine is an unmatched international delight.

The great variety of Belgian meats, and desserts is due in part to the fortunate location of the country. The finest of delicate French foods and the sturdiest of rich Dutch dishes long ago met in Belgium where they were transformed by the intuition of chefs committed to the ideal of cooking as a high art into a carnival of zesty, aromatic dishes.



VARIETY AND ABUNDANCE...CROSTILLONS TO PATE



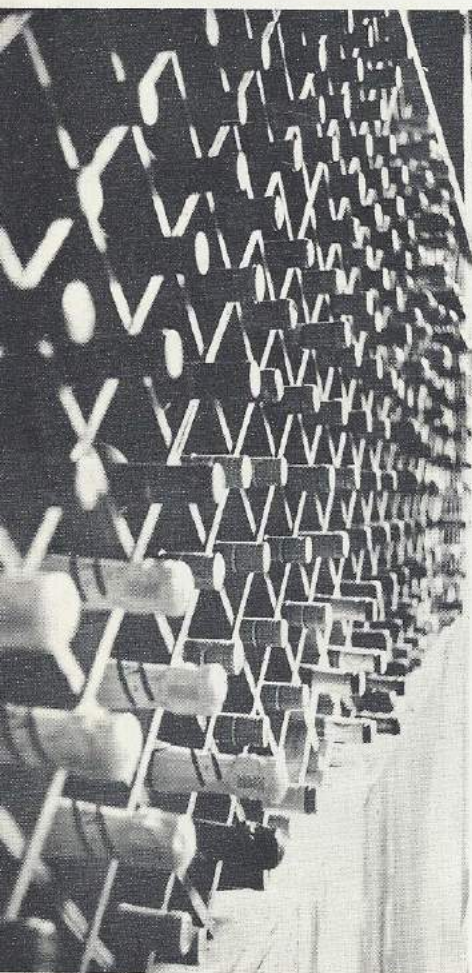
The inventiveness of the Belgian villagers, who were often forced to spend long months within their walls, added a wide variety of hearty folk dishes to the laden Belgian table.

They do things differently in Belgium and when it comes to food, they believe in profusion and variety. Belgium is the Cross-roads of Europe. Her chefs have tasted (and tested) the best of France and the best of the North. And, to these delights they have added more than a pinch of Belgian culinary art. They have created an almost endless variety of full-flavored dishes.

(A testimonial to Belgian food and to the creative genius of Belgian chefs.)

Then there are the villages. Each village has always been proud of its accomplishments. They've tried to outdo each other in courage, in craft and in cooking.

The result : folk dishes of all kinds—Hearty, Delectable, Delicious !





HAYMOND FOODS



"FIRST CHOICE WITH THOSE

WHO KNOW THE FINEST"

SERVING THE **BELGIAN VILLAGE** WITH
FINEST QUALITY FRESH

● FRUITS

● VEGETABLES

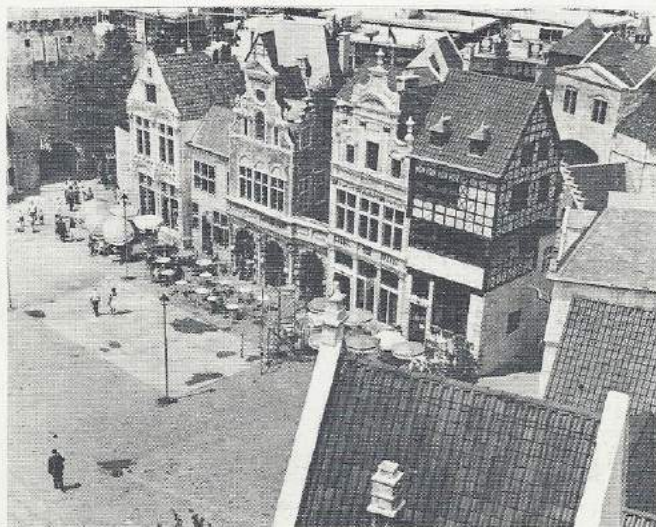
● EGGS

● BUTTER

HAYMOND MARKETING SERVICE, INCORPORATED

1864 UTICA AVE., BROOKLYN, N. Y.

CL. 3-8006



Enjoyed at
The BELGIAN VILLAGE...

And in Thousands of American Homes



SALADS AND PREPARED
FOODS

Roselle Park, N. J.

Chambersburg, Montgomery, Canton, Pa.

Ithaca, Penn Yan, Dundee, N. Y.

DIVISIONS OF SUNBURY FOODS INC.

SUNBURY, PENNA.



Penny Edwards — "MISS TIPARILLO."

What does she mean "cigars...cigarettes...Tiparillos"?

You'll be hearing that chant more and more—now that Tiparillos have arrived. And arrived they have. In all the right places. With all the right people.

The new Tiparillo has a neat, trim shape. It looks young and debonair. And its pearly, pliable tip pays more than lip service to your smoking pleasure.

And never before such mildness! The most careful blending of choicest imported tobaccos has seen to that. So, too, has the exclusive, veinless Ultra Cigar Wrapper* that burns so evenly and smoothly it insures complete mildness.

You can even see the mildness. The

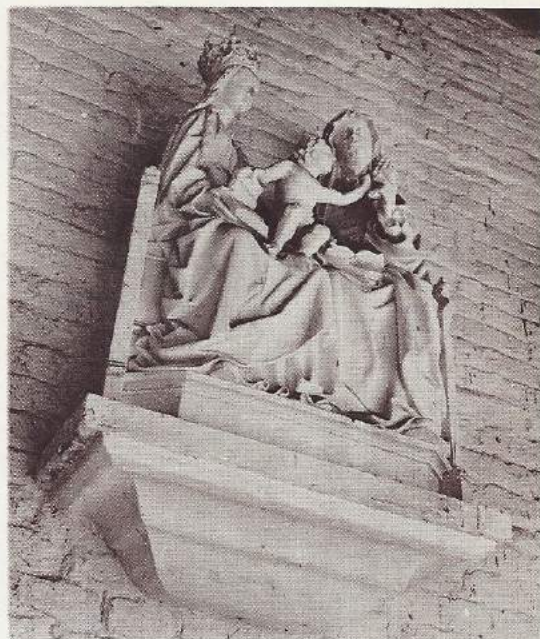
surprisingly whiter ash is visible evidence. Smoker's proof. Here is flavor you don't have to inhale to enjoy.

"Cigars...cigarettes..." Who knows, maybe someday it will be just "Tiparillos!"

Why don't you ask for one today?

*T.M. GENERAL CIGAR CO.

Visit General Cigar's Hall of Magic—N.Y. World's Fair—Meet me under the smoke ring!



*...and
did you see*



MANY AND VARIED, THINGS TO SEE...THINGS TO BUY...THINGS TO DO



Reflection of Religion in the Arts

It has been repeated many times that the people of Belgium are much admired for their strength and fortitude. These characteristics are based upon and nurtured by the unflinching religious beliefs of the people. Reared in an atmosphere of sobering Christian influence, the Belgique oftentimes expresses his religious feelings through the Arts.

SAND PAINTING

The incredible art of Sand Painting is created by the artist who, as a child, was taught the art by his father. In the Church of Saint Niklas, the artist will create with sand the paintings originated by a brush. So exact and faithful is the reproduction that only close inspection reveals the medium.



CARILLONS

Every quarter or half-hour throughout Belgium, from the towers of churches and public buildings, the chimes of carillons can be heard.

The modern electrically-operated carillons had their beginnings in the old public clocks, which first appeared in the late 14th Century. In order to alert the public to the striking of the hours, it became customary to ring a few small bells.

About 1500, it was discovered that the bells could be arranged harmonically and struck so that tunes could be played by a carillonneur.

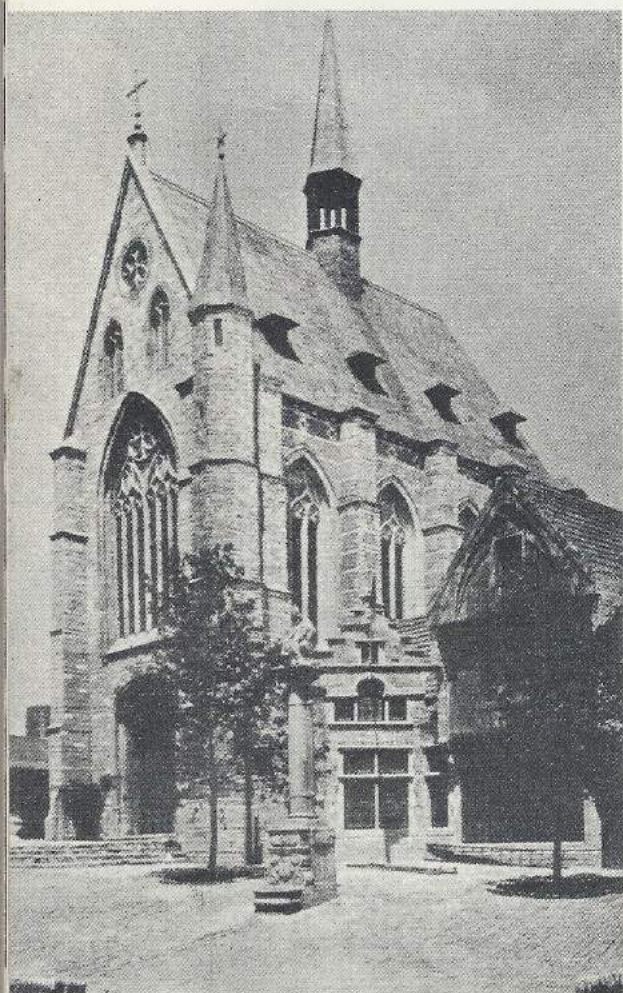
Modern carillon playing began a few years later with the invention of the keyboard. Since then it has developed into a difficult performing art requiring considerable training.

So that the tradition of fine carillon playing can be maintained, a school of bell-ringing has been established in Mechlin (Malines), the home of several families of famous bell-founders and the site of a 49-bell carillon.

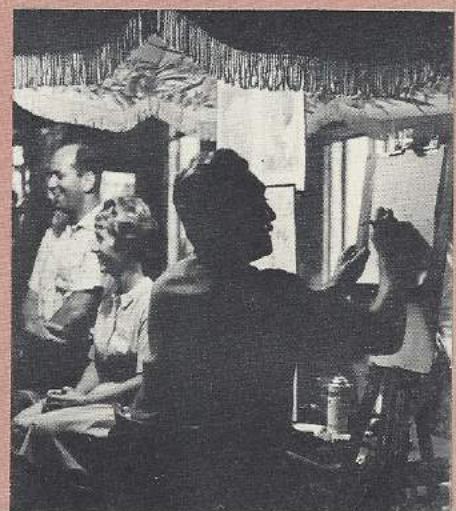
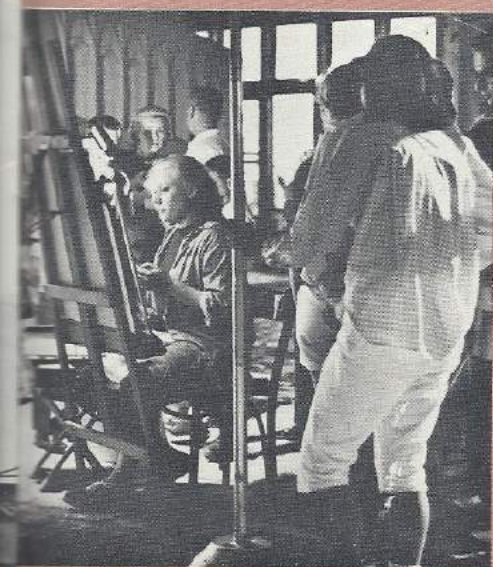
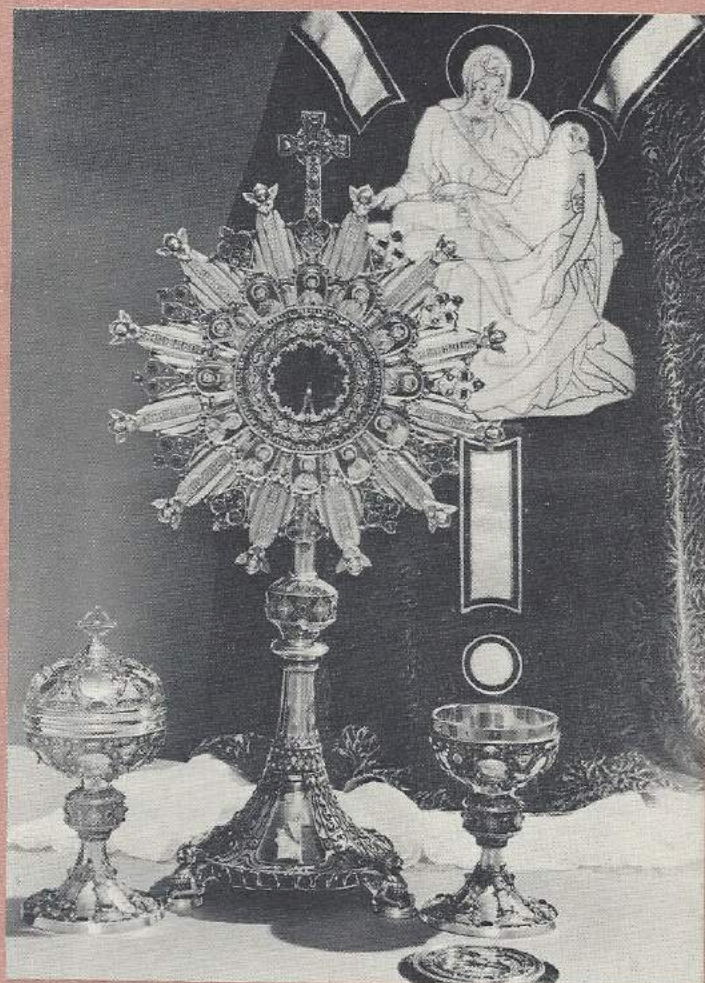
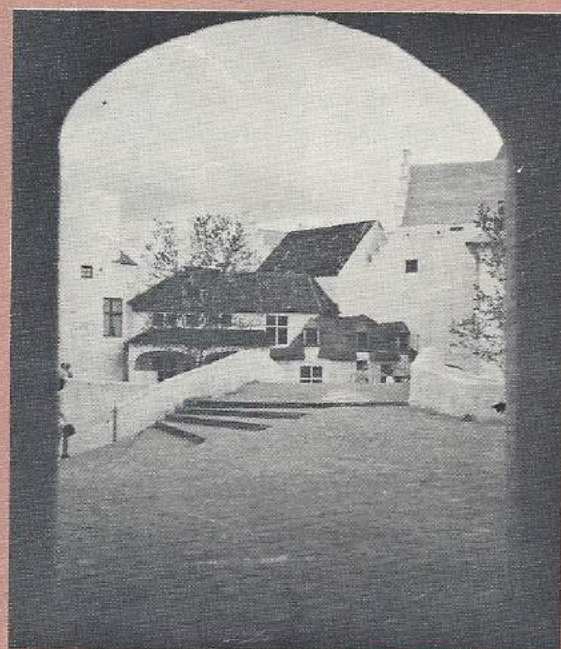
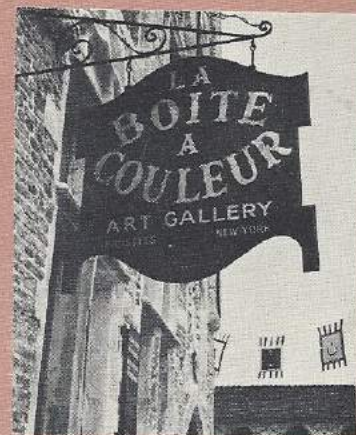
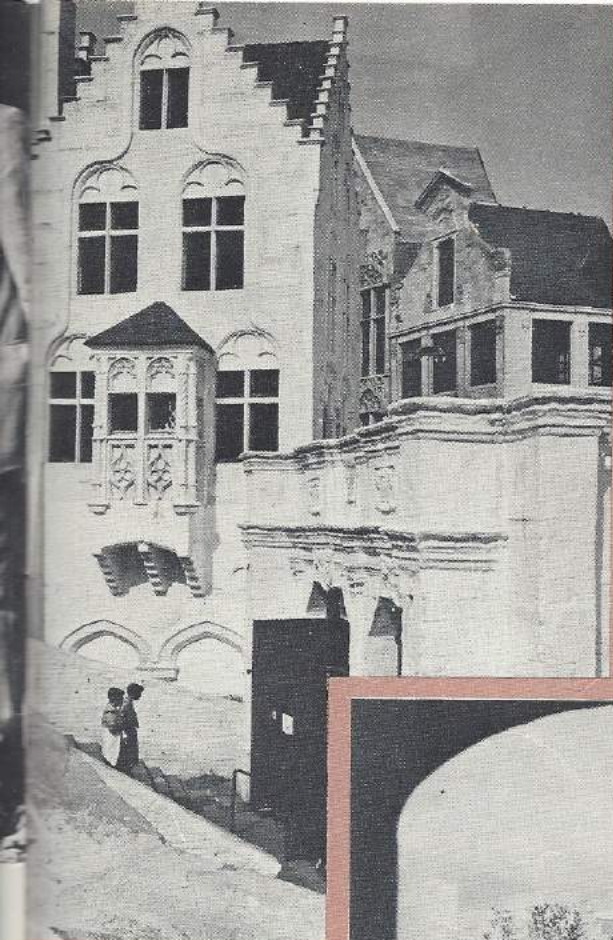
THE BELGIAN VILLAGE BELL TOWER

The cast-bell Carillon of 35 Bronze Bells has a mechanical-playing clavier and automatic clock-controlled Belgian folk-song medley player.

It plays its song at the striking of the hours and at the quarter-hour.

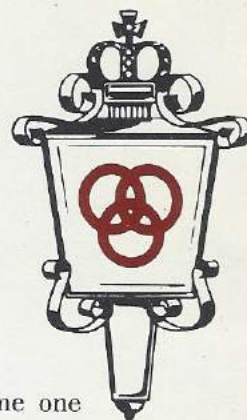


**ART
ARTISTS
ARCHITECTURE**



ARTISTIC VIEWS AND A VIEW OF THE ARTISTS... BELGIAN VILLAGE

The Story of the Creation of the Three Ring Symbol...



The Three Ring symbol was born in 1840 as Peter Ballantine, an experienced, dedicated brewer performed the traditional daily quality test for purity, body and flavor which he described as "the mark of a good brew."

He sat at an oak table one day, performing the daily taste test so necessary to the production of fine brews. Gathered with him were a few of his top aides.

After each of the three tests, he set his glass on the table. "Three tests... three rings..." he mused. Then his eyes brightened. He turned to his associates:

"See the three rings on the board, lads?" he said enthusiastically. "I have my trademark!"

The three interconnecting rings which were formed each time Peter Ballantine set his glass on the table became the famous symbol of the P. Ballantine & Sons brewing company.

Today, more than a century later, the ancient tradition of tasting Ballantine products is carried out with the same diligence and regularity as it was in 1840. Every day at noon, seven experts enter the brewery's tasting room. They are there to drink beer and ale. Not only to drink it, but to test it. The group, which includes the best brains in the brewing industry, knows that the final test of beer and ale is summed up in one word—Taste.

As the Three Ring symbol marched through the decades, from initial appearances on wooden kegs and on wagons drawn by champion Clydesdale horses to today's modern bottles, cans, packages and gleaming white and gold trucks, the

Ballantine brewery grew to become one of the largest in the nation. Its products are shipped from coast to coast.

Peter Ballantine, from the beginning, had the golden touch for brewing. He established a tradition which has been carried on and carefully safe guarded by the present management under the direction of two brothers, Carl W. Badenhausen, president, and Otto A. Badenhausen.

When the Badenhausens, who bought the brewery in 1933, sent out their first shipments of beer and ale in 1935, shortly after the end of Prohibition, the brewery's first advertisement featured the Three Ring symbol—and recounted how it was born.

The Three Ring symbol has become so universally recognized that it almost automatically is identified with Ballantine when it appears on television, on the printed page or at the baseball park or football field.

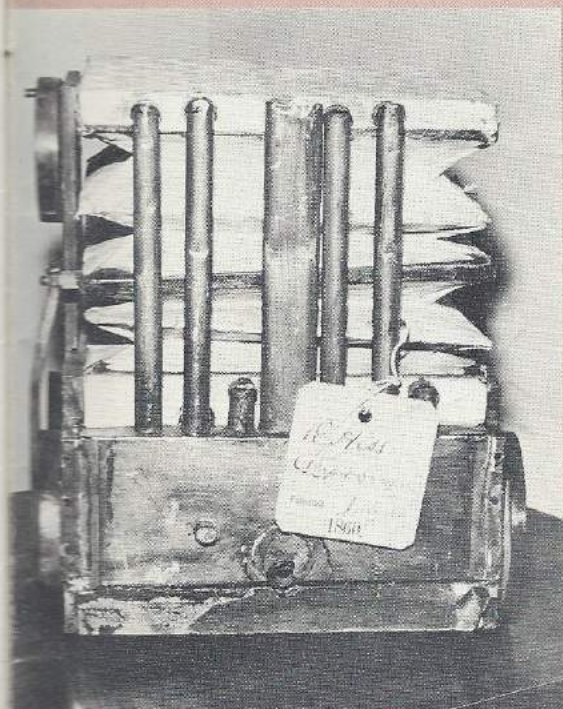
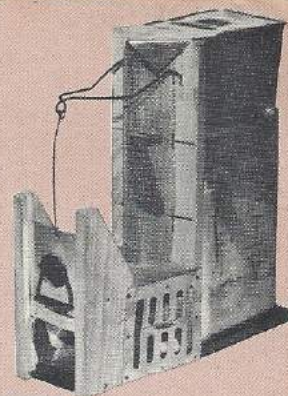
The millions who today enjoy Ballantine beer and ale have come to look upon the Three Ring symbol as the continual guarantee that the brew they drink has Purity, Body and Flavor—and also contains that special ingredient—a SMILE every time.

*You will find
Ballantine Beer & Ale
throughout the
Belgian Village*



POP-UP EGG TIMER

THE BETTER MOUSETRAP



ANTIQUE CARPET SWEEPER



NINETEENTH CENTURY FLUTING MACHINE

THE INTERNATIONAL INVENTIONS EXHIBIT

The Patent Office of the United States Department of Commerce is represented as part of the International Inventions exhibit in the Belgian Village.

The exhibit will feature the first worldwide collection of hitherto unknown inventions.

Mr. Isaac Fleischmann, Director of the Office of Information Services of the Patent Office, said: "We believe that this display will give the people of the United States and the people of the world a clear picture of how a free government encourages and assists the creative efforts of its citizens."

Mr. George DiMatteo, director of the exhibit, explains its reason for being:

"There are literally hundreds of thousands of inventions that remain only dreams of their creators simply because the inventors lacked the finances, the time, and the contacts to do anything about their original and potentially-beneficial efforts.

These inventions are anything from the most serious and worthwhile that will benefit mankind, to those of more frivolous nature, that may entertain or amuse.

Our exhibit provides the inventors, whose worthwhile creations have languished with them, a once-in-a-lifetime forum for their work. It gives the businessmen of the world an unprecedented opportunity to see the latest devices conceived by the ingenuity of man."

