

WORLD'S FAIR

Hell Drivers

OFFICIAL SOUVENIR PROGRAM

AT THE NEW YORK WORLD'S FAIR 1964-1965



You Can Count on Us...Quality Costs No More at Sears



Again in 1965,

Hell Drivers Specify Only ALLSTATE Supertred and Guardman Nylon Tires



The Same Tires You Can Buy in Any Sears Store



Jack Kochman, Manager
of The Hell Drivers, Says:

*"We Use Only ALLSTATE
Supertred and Guardman
Nylon Tires To Withstand The
Torture Our Tires Must En-
dure Each Show. I Like Them
So Much, I Have The Sears
ALLSTATE Supertreds on
My Family Car."*

These Tires Weren't Specially
Built For The Show. You Can
Buy Them At Any Sears Store
Today.

NO MONEY DOWN
on Sears Easy Payment Plan



Sears Has Every Type of Tire



Compact Car Tires



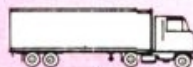
Cadillac, Thunderbird,
Imperial Tires



Snow Tires



Racing Tires



Truck Tires



Farm Tires



Airplane Tires

Sears, Roebuck and Co.

WORLD'S FAIR

HELL DRIVERS

AT THE NEW YORK WORLD'S FAIR 1964-1965

program of events

1. PARADE
2. INTRODUCTION OF DRIVERS AND STUNTMEN
3. FOUR CAR HELL DRIVING
4. FENDER TO FENDER CRISS-CROSSING
5. SUISLIDE
6. CLOWN SLIDE
7. FOUR CAR ROMAN STEEPLE CHASE
8. FOUR CAR BUMPER TAG
9. CROSSOVER
10. SIX MAN LEAP
11. FOUR CAR CROSSOVERS
12. FOUR CAR BROAD JUMP
13. CLOSE-SHAVE — SLAPPY
14. SLAPPY BECOMES A HELL DRIVER
15. CRASH ROLLOVER CONTEST
16. BARREL ROLLS
17. WING SKI JUMP
18. HI-SKI DRIVES
19. HIGH-HI SKI DRIVES AND TWO WHEEL BALANCE
20. REVERSE SPIN
21. CONTROLLED REVERSE SPIN
22. SLAPPY HAS CAR TROUBLE
23. ANYTHING GOES
24. HEAVY TRAFFIC
25. MOTORCYCLE RAMP TO RAMP LEAP

NEW YORK'S FINEST!

GOTTFRIED



**FRANKFURTER
ROLLS**

SERVED HERE!

GOTTFRIED BAKING CO.

51st-11th AVE., NEW YORK, N. Y.

COLUMBUS 5-1200



THE first track ever designed for an auto thrill show has been constructed in the Transportation Area of the 1964-65 New York World's Fair by Transportation Productions Inc.

The \$2,500,000 site is the result of three years planning. The only track of its type in the world, it features an asphalt surface, double guard rails, special drainage equipment, super-elevated curves and a figure-eight pattern that will allow drivers to exercise maximum maneuverability.

Drivers, engineers and designers worked to develop the plans for the Auto Thrill Show's track on which the New York World's Fair Hell Drivers will perform.

Special methods had to be introduced to lay the track due to the degree of shape of the super-elevated curves. The curvature here is shaped like a bowl with a slope embankment increase from 27% to 33%.

Another challenge for engineers that resulted from the design of the super-elevated curves at both ends of the figure-eight track was the need to build-up a durable shoulder to withstand the impact from the velocity of the cars hitting the curves.

The design of the curvature—a series of compound and reverse curves—will enable a car to maintain high speeds going into the turns during the various stunt driving exhibitions.

As a special safety feature, a concrete crash wall has been constructed between the double guard rail and the grandstand.

The 5600 seat stadium has been designed without obstructions. Each seat offers a complete view of the track. Cars are kept in sight even in the far curves because of the super-elevated embankment.

Pause... Refresh



Drink
Coca-Cola
TRADE-MARK

things go
better
with
Coke
TRADE-MARK ®

J

HE AUTO THRILL SHOW, which features the colorful and popular Hell Drivers, ranks as the largest amusement attraction of the 1964-65 New York World's Fair.

Although there had been no precedent for this modern, \$2,500,000 site, inspiration for the Auto Thrill Show dates back to the 1939-40 New York World's Fair. One of the most successful attractions at the Fair 25 years ago was the Jimmy Lynch Death Dodgers performing their antics to multitudes of cheering fans. Cars spinning, rolling over, crashing and leaping through the air proved to be a family attraction that thrilled and entertained grown-ups and youngsters alike.

A. Alan Gottlieb, President of Transportation Productions, Inc., sums up the goal his company pursued:

"We wanted to provide the most thrill-packed auto stunt driving show that would give the public the best entertainment at the New York World's Fair at a reasonable price. To offer a reduced price we had to have more shows and that's why we have scheduled 1800 performances throughout the run of the Fair."

To erect the first track ever especially designed for auto stunt driving required overcoming many obstacles, not the least of which was the swampy land. Twenty-five years ago, the site of the Auto Thrill Show was a garbage dumping area that eventually became a sea of ashes.

"We had to select a large enough site for what we wanted to produce," noted William Lippert, vice president of Transportation Productions, Inc. "and we had few choices as to location. If it weren't for the special co-operation we received from the Port Authority of New York and World's Fair officials, I frankly don't know how successful this venture would have been."

"This is a different era. Cars are sleeker and faster, but are they really as durable as the earlier models? We had to determine product reliability before the show was possible. Again, we were planning 1800 performances and the cars that were to be used had to measure up to a lot of punishment."

Drivers, engineers, designers and the producers of the show worked together on the special methods that had to be introduced to lay the track. Problems were caused by the degree of shape and the super-elevated curves. The curvature here is shaped like a bowl with a slope embankment increase from 27 to 33 per cent.

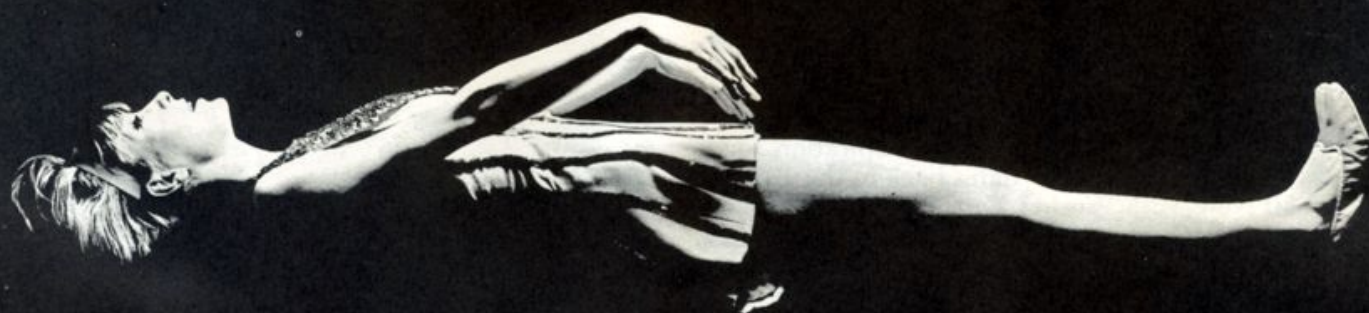


A. ALAN GOTTLIEB, *President*
Transportation Productions Inc.

Another challenge for engineers that resulted from the design of the elevated curves at both ends of the track was the need to build up a shoulder durable enough to withstand the impact from the velocity of the cars hitting the curves.

WILLIAM LIPPERT, *Vice President*
Transportation Productions Inc.





magic! magic! magic!

Come one! Come all! To the Hall of Magic! Created by Mark Wilson. There's fun, excitement, bafflement for all the family! See why everyone's saying "Meet me under the smoke rings at the Fair!" You won't want to miss the most magical fun at the Fair. And you can't miss it. Just look up in the sky for the giant smoke rings. They'll lead you to General Cigar's fantastic Hall of Magic. And that's

where the excitement is. And all the fun and mystery. A new show every 15 minutes, performed by world famous magicians. Right before your very eyes—a lovely lady suspended in midair, a woman sawed in half, a magician stepping from an empty cabinet, objects disappearing in thin air. Mystery and fun all around you. A treat for all the family at the General Cigar Hall of Magic.

General Cigar, makers of White Owl, Robt. Burns, Wm. Penn, Corina, Gold Label, Shakespeare, Van Dyck Cigars and Robt. Burns Tiparillos and Cigarillos.



"T-Bone" Crash Stunt

The bone-jarring "T-Bone" crash is one of the highlights of the Jack Kochman Hell Drivers performance.

In the maneuver, done with old used cars rather than the standard new models, one car zooms up ramp, through the air and "dive-bombs" itself into the side of another vehicle. Driver remains in the moving auto.



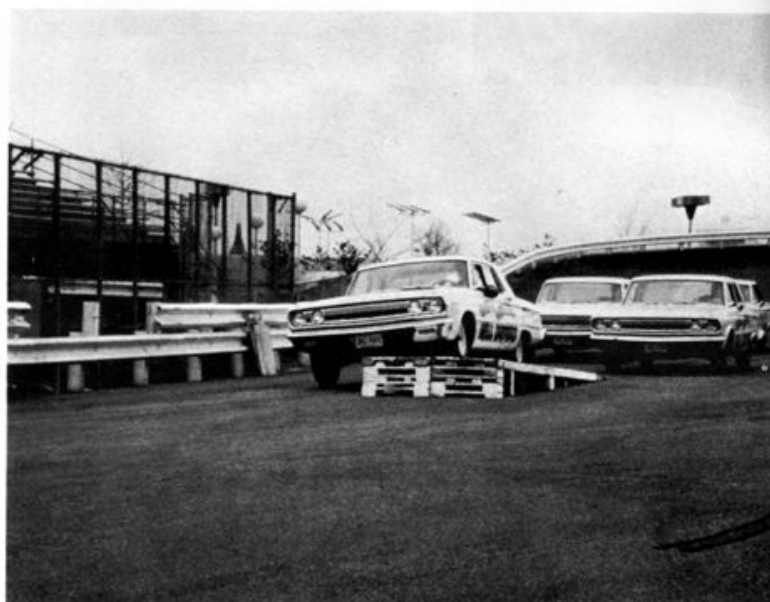
Caps off

To all our
friends at the
New York World's Fair
from
P. Ballantine & Sons
Newark, N. J.

Four Car Capers

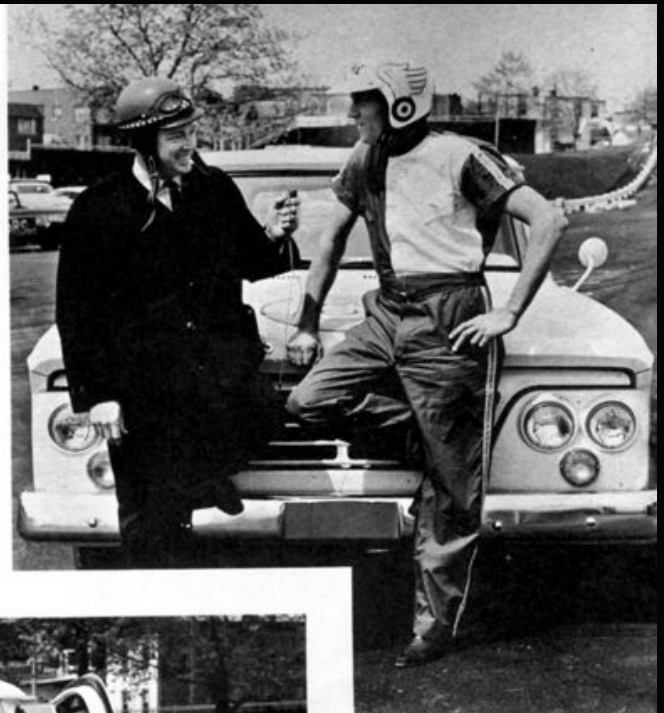
BUMPY CRISS-CROSS

The World's Fair HELL DRIVERS demonstrate a maneuver known as low-skis criss-cross in which four cars, all traveling at high speed, go over ramps then criss-cross in front and in back of each other before hitting the next series of ramps. This is just one of the separate exhibitions that the 30 veteran stunt and precision drivers put on during the Kochman HELL DRIVER show.





**HUGH DOWNS
(ABOVE)
POPULAR HOST
OF NBC'S
"TODAY" SHOW
CHATS WITH
SHOW MANAGER
BOB CONTO
PRIOR TO HIS
DARING RAMP
TO RAMP LEAP.**



SO LET'S GO



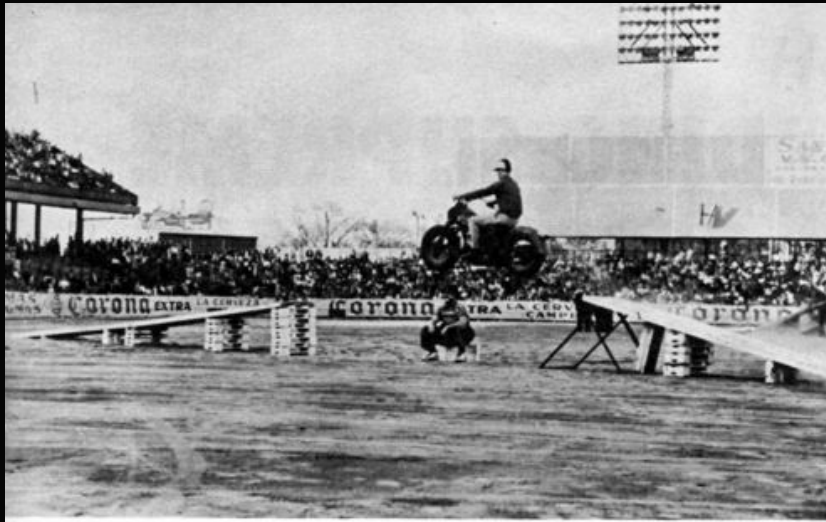
**HUGH ACCEPTS JAKE'S OFFER
OF AN AERIAL RIDE**



**HUGH DOWNS AND JAKE
PLUMSTEAD AIRBORNE**



**DOWNS CONFESSED THAT HIS
FEAT OF FLYING THROUGH THE
AIR IN A NEW DODGE PICK-
UP WAS MORE SENSATIONAL
THAN BECOMING WEIGHTLESS
IN A SUPERSONIC JET AIR-
CRAFT.**





DINO SUPREME SCORES AGAIN

Jack Kochman Hell Drivers use the Sinclair "Power Pair" at the World's Fair

The Jack Kochman Hell Drivers know cars. They know gasoline and motor oil, too. That's why they choose the Sinclair "Power Pair"—new Sinclair Dino Supreme Gasoline and Sinclair Dino Supreme Motor Oil. They know they can get all the power they need in their Auto Thrill Show. Try the Sinclair "Power Pair" in your car. They work together to give you longest engine life and finest premium performance.

Sinclair Dino Supreme Gasoline with Nickel Compound reduces engine wear as much as 29%.

Sinclair Dino Supreme Motor Oil with Nickel Formula pays for itself in the engine wear it saves.

See your Sinclair Dealer at the sign of the Dinosaur.

A Hell Driver puts his car through its paces at N.Y. World's Fair Auto Thrill Show. This maneuver is called the "High Ski."





"Happy" the Clown

"Happy" the Clown, known to fans who laugh at his zany antics, has his own special thrill car, a miniature that is likely to move in any direction except up and down. On occasions, it may explode, disintegrate, or, so some of the show personnel say, take off into the wild blue yonder.

"Happy" and his vehicle are unpredictable. He is also a Hell Driver, ranking with the best, although his baggy pants and flapping arms often cause the audience to miss the hair-breadth timing that is a part of most of his gags.

"Happy," for instance, will stand fast as two cars racing at more than 50 miles per hour will pass in tandem and, seemingly, sandwich him tightly to their sides. He has faced as many as four cars careening towards him simultaneously. Just when it looks as though he must wind up a stretcher case, the agile Happy drives to safety.



AND WHEN THE "HELL DRIVERS"
NEED A PART THEY GET IT
OUT OF BOXES LIKE THESE...



The thrills are great; so is the punishment each car takes. By the way, they use only high-quality MOPAR® and CHRYSLER PARTS that are designed for dependable performance. Let these same high-quality parts do a job for you. When your car needs repairs, be sure it is serviced with MOPAR and CHRYSLER PARTS...they're available from all Chrysler Motors Corporation Dealers and better garages and service stations everywhere. They fit all popular makes of cars. Be sure to stop in at the "Chrysler Autofare."

PARTS DIVISION



CHRYSLER
MOTORS CORPORATION





TONNY PETERSEN

JAKE PLUMSTEAD





dog-gone!

Dog-gone good burgers and franks from Chelsea and Sperling! Can't hold on to 'em long, though; they're too good for that! What's the beef? It's all beef—100% gobbling good. They've been delivering the goods daily, for a quarter of a century; to leading airlines, fine restaurants, schools, institutions—and now the Fair! The greatest Whamburgers you've ever had from Chelsea, renowned for the choicest pre-fabricated and portion-controlled meats. And Swank Franks from Sperling's... famous too for their original "World's Fair Brand" smoked meat products at your favorite food store. Get ready to eat up a storm. These burgers and franks are **dog-gone grrreat!**



CHELSEA MEAT ASSOC. INC., 352 WEST 14th STREET, NEW YORK, N.Y. • MARTIN SPERLING, BROOKLYN, N.Y.



BOB LYNCH



WHITEY PIZARA



**on the
way
up**

Hi-Ski Event

This daring automobile maneuver, known as "hi-ski" is just one of the thrill-packed stunts put on by World's Fair HELL DRIVERS — 30 of the outstanding automobile "pilots" in the business. In rapid-fire sequence, the automobile climbs up ramps—or, at least, half the car does. The other two wheels stay on the ground. Then, off the ramps and as far as the cars will go on two-wheels before coming down again with a sickening jar to both car and driver.

**and
almost
over**





The 1964-65 New York World's Fair Hell Drivers...

perform their scheduled 1800 shows in new Dodge cars and trucks as the Jimmy Lynch Death Dodgers performed in Dodges at the 1939-1940 New York World's Fair.

Most of the stock passenger Dodges — coupes, sedans and convertibles—are powered by a 383 h.p. V-8 engine. Heavy duty suspension and raised torsion bars are the only modifications to the vehicles that will undergo severe punishment during the run of the Fair.

All vehicles will be equipped with Sears ALLSTATE Seat Belts. The Hell Drivers have been using safety belts since 1942, and have been advocating their use publicly ever since.

During the past 22 years, the Kochman Hell Drivers have used only Dodge vehicles —averaging 37 cars a year for their performances.

The vehicles are put through a gruelling performance test as they are driven through the air on a 70-foot ramp-to-ramp jump, skid along high speeds in reverse and put into a forward motion within split seconds by the push of the transmission lever, and guide along on two wheels off a ramp in what is described as the hi-ski event.

The cars are checked daily for a long list of items that includes front end alignment, amount of gasoline, tire pressure, radiator leaks and seat belts. The only other piece of safety equipment used by the Hell Drivers is the crash helmet.

The safety rims—exclusive with all Chrysler Corporation cars — will help prevent many of the tire mishaps, especially those caused in cornering at high speeds. All vehicles will use Allstate tires.

All the Dodge vehicles are painted white with a special World's Fair emblem painted on the sides.

You Can Count on Us...Quality Costs No More at Sears



SEARS
ROEBUCK AND CO.

"Their Safety Begins with **ALLSTATE Seat Belts**"



Jack Kochman, Producer
of Hell Drivers, says,
"My drivers depend on
ALLSTATE Seat Belts."

You too, can have the protection of ALLSTATE Seat Belts in your car . . . just ask at any Sears Store. 100% fine weave Nylon webbing; hardened steel buckle with metal-to-metal grip, quick release type; swivel floor fittings adjust to angle of pull, bolt to floor of any car. Belt length adjusts at buckle to fit any car or passenger, front or rear seat. Tested to exceed 6000-lb. load. Eight colors.

CHARGE IT on Sears Revolving Charge



Exceeds Seat Belt
Requirements of:
S.A.E., all States, CAA, and U.S.
Government (GSA No. JJ-B185A).
Meets all local safety codes.

Sears, Roebuck and Co.

fun
is where you find it
drive it
camp it
etc. it
etc. it
etc. it
etc. it
etc. it



DODGE SPORTSMAN CAMPER WAGON



DODGE MOTOR HOME



Showstopper!

**Enter Polara '65.
Beautiful way to leave
the low-price field.
Upstages the low-price cars.
And
at popular prices . . . theirs!
"Plush Showboat"
—say the critics.
"Magnificent Performer" . . .**

**Due to run for years on
Broadway. Route 66. Pennsy
Turnpike. Everywhere.
Continuing performances daily
at your Dodge Dealer's. Dodge
comes on big for '65.
Get in on the act.**

'65 Dodge Polara

DODGE COMES ON BIG FOR '65 • DART • CORONET • POLARA • CUSTOM 880 • MONACO

DODGE DIVISION



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MOTORS CORPORATION