



THIS IS *autofare*

Chrysler Corporation's giant exhibition at the New York World's Fair, 1964-1965





Lynn A. Townsend  
President

Autofare is a highly imaginative, thoroughly entertaining way of telling you about the things we make at Chrysler Corporation.

We hope you will enjoy Autofare as much as we have enjoyed bringing it to you.

And if you leave with a better understanding of the vast and growing complex that is Chrysler Corporation, we will have accomplished our purpose.



President

# *autofare*, CHRYSLER'S FAIR-WITHIN-A-FAIR!

No ordinary exhibition, this. Unlike most others, it is not contained in one single building.

***autofare*** sprawls across six acres, in an oval 1,000 feet long and 300 feet wide. It's a complete fair in itself!

You stroll through a water-filled lagoon, across bridges and causeways that connect five beautifully landscaped, attraction-filled islands: Imagination Island, Show-Go-Round Island, Engineering Island, Production Island, Operations Island. Everywhere you go, you're surrounded by color, music, activity, fantasy, fun!

Set your own pace as you look and wonder. Feeling a

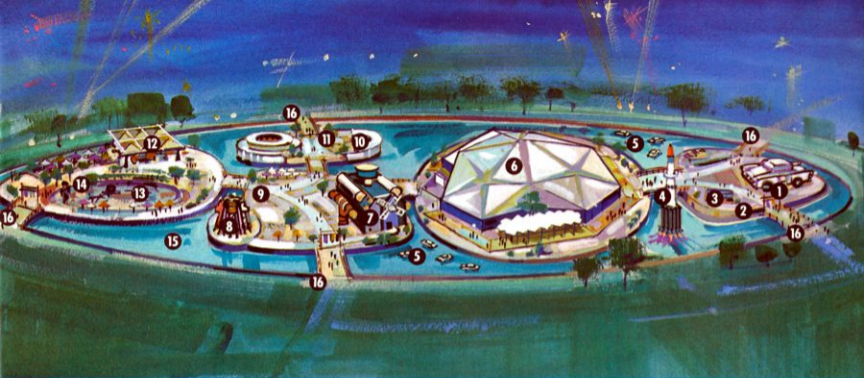
bit tired? Relax in comfortable, canopy-covered bucket seats. You'll find them interspersed among the five islands. As a matter of fact, the entire circumference of the ***autofare*** oval is a row of seats nearly half a mile long! We call it the Sit-A-Del.

Another convenient feature of ***autofare***. There are five entrances. You have complete freedom of choice to wander through any portion of the exhibition at your leisure—or enjoy all of it.

**Here's a quick guide to some of the attractions you won't want to miss at *autofare*.**



***(and it's all free)***



**1** World's biggest car

**2** Chrysler's first car

**3** Chrysler's experimental turbine car

**4** Ten-story rocket

**5** Automobile displays

**6** Show-Go-Round Theater

**7** Giant animated engine

**8** Truck frame "gazebo"

**9** "Piggy-back" truck

**10** Ten Diversified Products Showmen

**11** Chrysler's "family tree"

**12** Production line ride

**13** Auto-animal zoo

**14** Giant zookeeper

**15** International exhibit

**16** Entrances



## VISIT THE WORLD'S BIGGEST AUTOMOBILE! NEARLY 80 FEET

You can't miss it. It dominates Imagination Island.

The huge wheels tower upwards nearly two stories. (That gives you some indication of its size.) A six-foot man seated in the driver's position could not even reach the steering wheel!

The underside of the car body sits eight feet off the ground.

Get set for a surprise when you walk beneath it. You've never seen a more imaginative car interior than this one, yet it has all the working elements of an actual car.

Also on Imagination Island, you'll find the first Chrysler built in 1924, and Chrysler's revolutionary new turbine car. A second



See Chrysler's first car . . .

## LONG AND 50 FEET WIDE!

turbine car rides around Imagination Island. See it in action!  
In the lagoon just outside Imagination Island are a 10-story rocket, (symbolizing Chrysler's role in America's space and missile effort) and "floating" displays of cars manufactured by Chrysler Corporation.



The experimental turbine car . . .



And the 10-story rocket!



## SHOW-GO-ROUND!

**An original Max Liebman musical comedy featuring the famous Bil Baird marionettes!**

Enjoy a 24-minute interlude of delightful music and fanciful whimsy, as the Bil Baird marionettes sing, dance and cavort on a giant, revolving stage. Bob Hope starts the show in a short film that will keep you chuckling while you relax in the air-conditioned comfort of the most unusual theater in the world!

Show-Go-Round is actually four separate auditoriums architecturally blended into one huge structure that seats 2,500 people. You'll recognize the building as soon as you see it. The white roof of each of the auditoriums forms a huge Pentastar, symbol of Chrysler Corporation activities all over the world.

Each of the audiences, in the four separate auditoriums, watches a different portion of the same show simultaneously, as the show goes round and round on its revolving stage.

*You'll enjoy the talking carburetor . . . and the animated oil can . . . and the song of the nuts and bolts.*





## SEE A 50-FOOT DRAGON INSIDE AN ENGINE!

Where? On Engineering Island.

That huge structure with the revolving fan and rotating air filter is the biggest engine in the world. You can actually walk through it!

Inside, fantasy reigns. The writhing, twisting, squirming dragon (he's enormous!) drives three 8-foot pistons. They're animated, too. Giant hands operate the engine valves. A monstrous "spider" descends upon a hapless fly. Two huge paddles toss a ping-pong ball endlessly between them. These are just a few of the delightfully imaginative goings-on.

At the rear of the engine, you'll get a glimpse of

the power plants of the future, including the newest Chrysler Corporation gas turbine engine.

If you can ever drag the youngsters (and yourselves) away from the dragon-engine, there are other fascinating attractions on Engineering Island.

For example, an unusual truck-frame "gazebo" that's 35 feet tall! You'll also see Dodge's huge, tilt-cab diesel truck, upon which Chrysler's smallest truck, the Farmobil, rides piggyback.

Your visit to Engineering Island will be one of your most memorable experiences of Chrysler Corporation's exciting *autofare*.







## RIDE A DETROIT AUTO PRODUCTION LINE!

You may have seen a production line in a Detroit automobile plant—but never one like this. You and the family ride in it!

The car bodies transport you through a simulated production line, where you pass through an area of mechanical workmen and giant quality-control gauges. When you come to the giant “x-ray” machine, get set for a surprise! That mysterious scraping, squealing sound you hear on Production Island is coming from the fantastic auto-animal “zoo.” Can you recog-

nize the “animals?” There’s a 12-foot mantis, a 10-foot porcupine, a 7-foot frog and others. And they’re all made of automobile parts!

Standing guard over his zoo and looking like some visitor from outer space, is the 22-foot “zookeeper.” He’s made of car parts, too.

See those unusual water fountains in the lagoon just outside the zoo? That’s Chrysler’s International display. Jets of water twirl the colorful “flags” that represent the more than 125 nations in which Chrysler products are marketed.

*See the Auto-mantis . . . and the giant zookeeper!*





## MEET THE 10 DIVERSIFIED PRODUCTS SHOWMEN!

You'll find them in an enclosed, semi-circular stage on Operations Island.

Each of these delightful characters depicts a different story about Chrysler's diversified operations. (Chrysler Corporation does much more than make fine cars!)

Very polite, our 10 showmen. As each tells his story about a special facet of Chrysler activities—Space, Missiles, Defense, Amplex, Airtemp, Parts, Chemical, Marine, Industrial Products and International—the other 9 remain attentive.

That round structure on Operations Island—if you can tear your eyes away from the 10 showmen—is the Chrysler World's Fair headquarters. It's just beyond the Corporation "family tree."

**And that's Chrysler Corporation's *autofare*. Ready to go through it again?**

# PLAN OF THE FAIR

- Industrial Area
- International Area
- Federal and State Area
- Transportation Area
- Lake Amusement Area

# NEW YORK WORLD'S FAIR



© 1960, 1961, 1962, 1963

NEW YORK WORLD'S FAIR 1964-1965 CORE

**autofare**

PLYMOUTH • DODGE • CHRYSLER • IMPERIAL • DODGE TRUCKS • SIMCA • DEFENSE AND SPACE PRODUCTS  
AMPLEX • AIRTEMP • CHEMICAL DIVISION • MARINE DIVISION • INDUSTRIAL PRODUCTS DIVISION • PARTS DIVISION



**CHRYSLER**  
**CORPORATION**