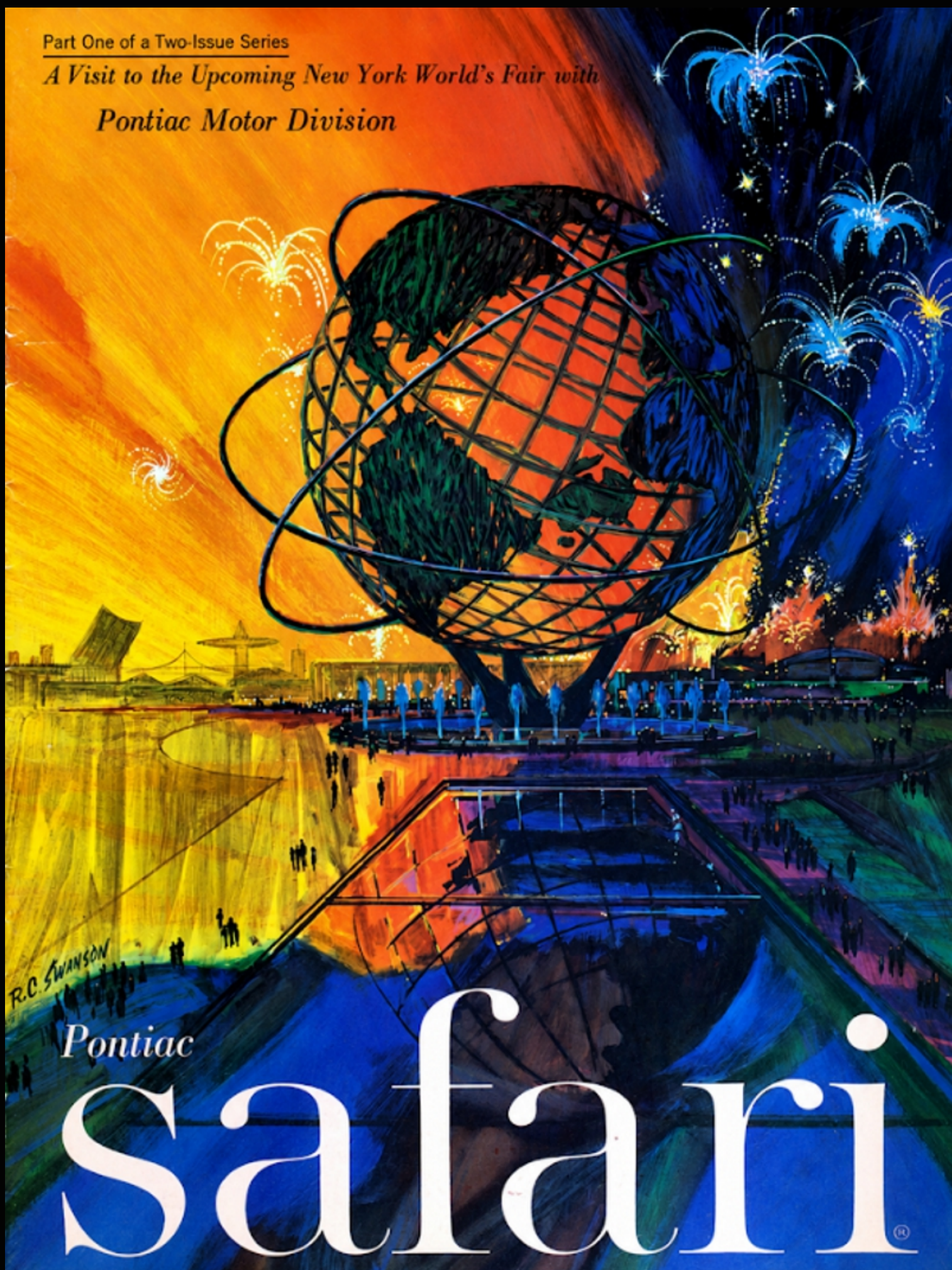


Part One of a Two-Issue Series

*A Visit to the Upcoming New York World's Fair with
Pontiac Motor Division*



The New York World's Fair—History's Greatest Show



Cover illustration of the Unisphere and the General Motors Futurama Building (above) both by Artist Bob Swanson

Promptly at 10 o'clock on the morning of April 22, after short but appropriate ceremonies, the gates of the long heralded, almost unbelievable New York World's Fair will open to the first thousands of enthusiasts visiting probably the foremost tourist attraction of our time. Attendance may well reach 100 million during the Fair's two-year run . . . from April 22 to October 18 this year and from April 21 to October 17 in 1965.

No other fair or exposition in history has approached the New York World's Fair in size, scope, glamor, or perhaps by any standard.

An example: The New York fair is nine times larger in area alone than the highly successful, impressive Seattle World's Fair of 1962; its attendance promises to be 10 times as much.

The fair commemorates New York's 300th birthday. Perhaps only New York of the world's great cities possesses the extensive housing accommodations, the vast and varied travel and transportation facilities, the nearby population masses and the know-how to stage such a world extravaganza.

There's little doubt that for two years the New York World's Fair will dominate tourism

BY E. M. ESTES, General Manager, Pontiac Motor Division

in this hemisphere and in many sections of the world. Millions of motorists from the United States, and hundreds of thousands of our neighbors from Canada and Mexico, will journey to the Fair, and at the same time view the wonders of one of the world's super cities.

The editors of SAFARI Magazine, after a preliminary study of the Fair's plans, realized a single issue of SAFARI could not possibly offer our readers even a sketchy outline of this spectacle. Thus, we have planned two consecutive SAFARI issues covering the Fair. This, the first, looks at many of the Fair's features through the eyes of several of the nation's most prominent illustrators, such standouts as Coby Whitmore, Dave Blossom, Sandy Kossin, Jack Hearne, Bob Swanson, Roy Cragnolin, Marilyn Conover, Jeri Nichols and Bob Quackenbush. In the second issue SAFARI will present extensive coverage in illustration and photography of the truly remarkable General Motors Building at the Fair, the creation of our General Motors styling staff. (General Motors, incidentally, is the only firm to utilize its own personnel to design a Fair building and exhibits). And there'll be a look at our Pontiac Motor Division exhibit. We're very proud of it, and we know that you Fair goers will stop to visit us.

Our second issue also will feature a view of the Fair's industrial section, an area with an effective variety of architecture and a view of the future. There'll also be a valuable map showing the access routes to the Fair area in Flushing Meadow Park, the site of the 1939-40 New York World's Fair. New York is completing 250 miles of parkway and improved highways leading to the Fair site, all a part of a master plan that will turn the grounds into a second Central Park after the Fair is over.

Only a few structures from the Fair will remain, notably the heliport, which is to handle helicopter service to the Fair's transportation section from downtown Manhattan and New York area airports. The Unisphere and its complementing fountains and reflecting pools also will be retained to feature the new park and serve as

a souvenir of the 1964-65 Fair. Adjacent to the Fair site is the new 55,000-seat Shea Stadium.

Someone has estimated that if a diehard enthusiast attempted to see all the buildings and exhibits he would require five hours a day for 30 days to do the job. There's just about every type of architecture imaginable . . . concrete pavilions and buildings seemingly suspended in air, startling pylons and towers, magnificent domes and buttresses, curving minarets, angular pagodas . . . nearly 200 major structures emphasizing the architectural characteristics of every part of the world. And colors range from the vivid to the muted. At night time the panoply of color will sparkle and glitter with the addition of lights which will outshine a rainbow. From the Electric and Light Pavilion a beam of light with more candlepower than 105 million 100-watt lamp bulbs will shoot some eight miles high, far enough to be seen in four states.

A monorail will circle the amusement area, enabling passengers to look down on an amphitheater offering a million-dollar musical; a "Big Top" under which John Ringling North will present outstanding circus acts (there'll be a circus parade daily around the grounds); an American Indian village; the Texas Music Hall with 90-minute shows featuring the highlights of 100 years of American musical comedy; the inevitable wax museum; a French puppet show; a host of other attractions.

There'll be more than 75 restaurants spread throughout the Fair's mile square grounds. You'll be able to select anything from a hot dog to a Belgian waffle to a Hawaiian luau. Most of the more than 40 nations with buildings at the Fair will have restaurants featuring their native foods. Argentina will have an ox roasting, the Japanese Pavilion will have 150 waitresses singing and dancing as well as serving food.

All in all it's an event you won't want to miss, one of the great attractions of our time.

VOL. 5, NO. 1, JANUARY-FEBRUARY, 1964, Safari Magazine is published by Adland Publishers, Inc., for Pontiac Motor Division of General Motors Corporation and its dealers. Editorial and circulation offices are located at 652 West Elizabeth Street, Detroit 1, Michigan. Anything that appears in this magazine can not be reprinted without permission. Copyright 1964 by Adland Publishers, Inc.



You're Invited to the World's Fair, Too

New York City invites not only Johnnys but everybody else to come to the Fair. And once in New York you can get to the World's Fair almost any way you wish . . . via any of the city's three subway lines or bus (for only 15 cents) by car over the Triborough, Bronx-Whitestone or Throgs Neck bridges, or through the Queens-Midtown Tunnel, by macahn naturally, or even by foots, private or public. Some half-million visitors are expected to dock at the nearby Flushing Meadow Marina. Undoubtedly the most spectacular approach to the World's Fair will be by helicopter from the Port of New York Authority's heliport in Manhattan, from Idlewild and LaGuardia Aircoeite nearby or from Newark Airport. The flight to the Fair, particularly at night, will provide a sight unsurpassed anywhere. Helicopters will be buzzing continually to and from the fair's massive Heliport, Artist Coby Whitmore, for more than 20 years one of the world's leading illustrators whose outstanding work has appeared in almost every leading publication here and in Europe, here depicts a young party arriving at the Heliport inn light April night's rain, with the lights of the Fair peeking over the top of the Heliport landing area. They'll stop at the Heliport's restaurant for dinner and enjoy the Fair's unending fanfare.

*Recently renamed John F. Kennedy International Airport.





Meeting Place...Top of the Fair

The Top of the Fair restaurant in the top floor of the World's Fair Heliport may well prove to be the Fair's most popular gathering spot. Located in the Fair's huge transportation area it overlooks the outstanding General Motors Futurama Building and other massive structures of the area. The transportation area contains the Fair's largest buildings. As many as 70,000 persons are expected to visit the GM Building daily. These visitors will find it convenient to dine at the Top of the Fair. Food is also served in the cocktail lounge on the floor beneath. The Top of the Fair was actually opened last fall to serve Fair personnel and the public; it proved an immediate success. Many New York visitors currently dine at the Heliport simply to view the panorama of the Fair under construction. The

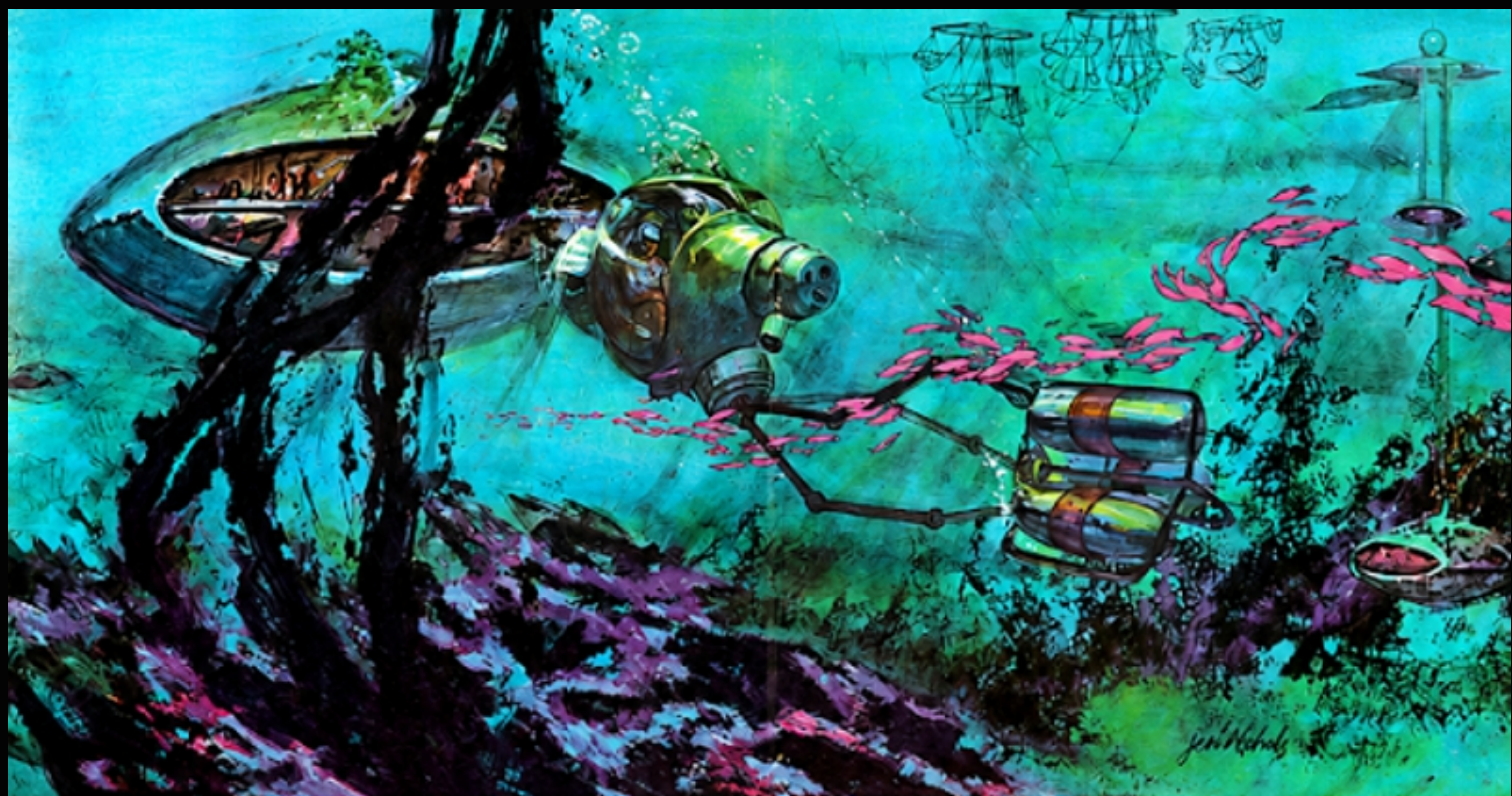
Heliport is a permanent structure and will remain after the Fair closes to become part of the immense new park which will be constructed on the grounds.

Here, artist Marilyn Conover illustrates a scene in the Top of the Fair during a typical dinner hour. Recipes from the Top of the Fair and other restaurants will be included in the second SAFARI World's Fair issue.



Many Faces from Many Lands

More than 60 countries of Europe, Latin America, Africa and Asia will welcome visitors to their pavilions and buildings in the International area of the World's Fair. Here the Fair's theme: "Peace through Understanding," aiming its greatest meaning. Symbolically, the Unisphere looks down on the International section, seemingly to emphasize man's role in a shrinking world. Many African nations, only recently independent, are utilizing World's Fair buildings and exhibits to publicize their cultures and history. Artist Jack Hearne, who started as a commercial illustrator at the age of 15 and who has achieved success not only in magazine editorial illustration but particularly in national advertising art, here grasps the excitement of the International section with his portrayal of the many faces of many nations before a backdrop of the Unisphere and the outlines of the varied architectures of the world.



An Exciting Ride into the Future

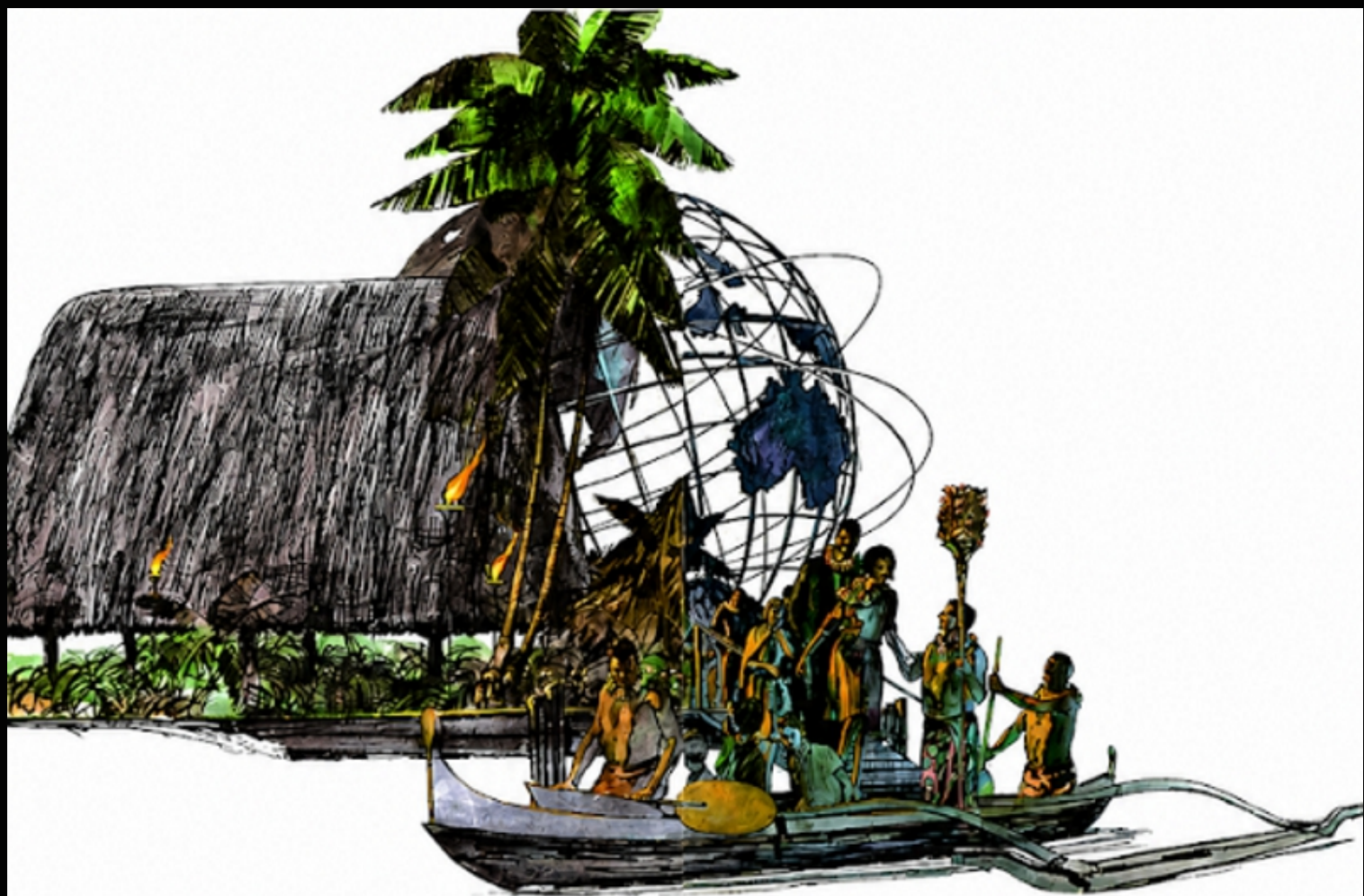
In the 1939-40 New York World's Fair the General Motors Futurama Building predicted the way people would live in the future with remarkable accuracy. A "ride into the future" was a highlight of that fair and remains in the memory of those who attended.

There's little doubt that the General Motors Futurama in the 1964-65 New York World's Fair will enjoy even greater popularity.

Again a "ride into the future" will be featured, showing visitors what life will be like in the immediate decades ahead. You'll travel through time and space . . . to the moon, through a jungle, to the desert, underneath the sea, into the Antarctic, and then into a city of the future.

But the ride into the future is only a part of the huge GM Building's attractions. Other exhibits will show the realities of life today, too, emphasizing the building's theme, "General Motors—Many Minds and Many Hands serving the Needs of Mankind."

In this illustration Jeri Nichols, a young artist of increasing stature, who illustrates the cover of the current February issue of Reader's Digest, depicts the ocean exhibit in the exciting Futurama ride.



Hawaii Calls to You at the Fair

The pavilions of the 26 states represented in the New York World's Fair range in scope from Florida's 15-foot plastic orange atop a 100-foot high tower to Hawaii's extensive display of lagoons, thatched huts, a 40-foot waterfall, a restaurant inside a volcano, a 600-seat amphitheater and a model of the 50th state set in a miniature ocean. Each state portrays its features, naturally. Also included in the Federal-States area is New York City's building with a scale model of the city including 840,000 structures within the city's five boroughs.

Among the largest and most striking structures in the entire Fair is the \$17-million Federal Pavilion, which follows a theme of "Challenge to Greatness" by showing in Cinerama and three-dimensional exhibits the pioneer spirit of the United States.

To typify the attractions of the Federal-States area, artist Dave Blossom selected the colorful Hawaiian pavilion for his theme. Blossom, a winner of a coveted gold medal in the annual Society of Illustrators competition for two years in a row, is now one of the nation's very top illustrators in both the commercial and editorial fields.

Let There be Music

New York City is more than anxious to play host to the world for the 1964-65 World's Fair. The city is keying its life for two years to the Fair when millions of visitors will visit not only the grounds in Flushing Meadow Park but also the endless attractions of Manhattan. Business firms, restaurants, theaters and hotels in particular are making certain that New York will provide an impressive welcome for Fair visitors.

Aimed particularly at Fairgoers will be the April 23 opening of the New York State Theater in Lincoln Center, the auspicious 14-acre development on Manhattan's upper west side which promises to become the cultural center of the nation. The New York State Theater, second unit of the seven-building Lincoln Center complex, will be in effect a part of the Fair. Ballet, Shakespearean drama and musical theater programs have been scheduled throughout Fair time. Visitors not only will see this new theater but can view Philharmonic Hall, first building completed, and the other units under construction: the Juilliard, Metropolitan Opera, Library-Museum, the Vivian Beaumont Theater buildings, and the Walter Damrosch Park bandshell.

To emphasize the extensive program which Lincoln Center will present during the World's Fair months, artist Sandy Kosain here depicts a typical presentation on the stage of the New York State Theater. Kosain is one of the nation's fastest rising figures in the field of commercial and editorial illustration. He recently illustrated Life Magazine's 24-page reenactment of the Cuban Bay of Pigs affair and also has illustrated the memoirs of General Douglas MacArthur for Life.





A Child's Wonderland

A fair, no matter how large or small, naturally should appeal to children. The New York World's Fair offers enough to challenge even the most imaginative youngster. There's a Kiddieland section in the amusement area and individual exhibitors have included many features aimed particularly at the youthful mind. Adults are welcome, of course, but it may be rough attempting to keep up with the kids!

Among the most intriguing exhibits certain to attract a youngster's attention is Dinosaur Land, featuring seven huge prehistoric animals made of fiberglass. They are a startling sight, even at a fair in which the unbelievable appears around almost every corner.

Arthur Roy Clapsaddle, whose work has appeared in many national magazines and who has been a spotlight advertising illustrator for nearly 20 years, here shows Dinosaur Land and a scene that promises to be repeated thousands of times during the two-year run of the Fair . . . Grandpa stopping for a rest, and relieving his aching feet, while Buster asks plenty of questions about dinosaurs, and figures out what to see for the rest of the day.



1851, 1853: A Crystal Palace housed all exhibits at the first world's fair in London in 1851. The first New York World's Fair in 1853 copied the same building which included all fair exhibits.



1915: Brilliant lighting, San Francisco's Panama-Pacific Exposition.



1904: Early automobiles and airplanes amazed spectators at the St. Louis Universal Exposition.



1889: The famed Eiffel Tower at the Paris Universal Exposition.



1893: First Ferris Wheel and Little Egypt, Chicago Columbian Exposition.



1933-34: Suspension bridge principle was used to construct Travel-Transportation building at Chicago.



1939-40: Parachute jump attracted thousands, New York World's Fair.



1876: Alexander Graham Bell's telephone at the Centennial Exhibition in Philadelphia.



1958: The Atomium, at the Brussels World's Fair.



1962: Seattle, Space Needle.



1964-65: The Fountain of the Planets, by the Unisphere, is in the center of the New York World's Fair. A Tower of Light will shoot a beam 8 miles high to be seen in four states.

R. Quackenbush

HISTORY HIGHLIGHT NO. 21

WORLD'S FAIRS OF YESTERDAY AND TODAY

Fairs have been used since before the days of Christ to show new wares and new ideas that have helped advance civilization. But the first world's fairs — large enough to draw world-wide attention thanks to modern communications and advanced travel facilities — are comparatively recent in world history.

The first to gain such recognition was the 1851 London fair; it started a phenomenon which continues today. The impending New York World's Fair is by far the largest in history. In this series of wood block cuts, artist Robert Quackenbush depicts some of the features of past world's fairs.



PONTIAC MOTOR DIVISION

GENERAL MOTORS CORPORATION