

# Parade

*The Detroit Free Press*

THE FIRST LADY'S ADVICE  
ON RAISING TEENAGERS

A WORLD'S FAIR BARGAIN  
FOR PARADE READERS

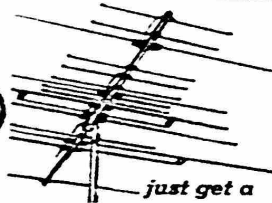
ALL ROADS  
LEAD TO THE  
WORLD'S  
FAIR



April 5, 1964

HOW TO GET RID OF THESE TV PICTURE PROBLEMS

GHOSTS  
SNOW  
WEAK PICTURE  
BLURRING  
GRAININESS  
LINES



just get a **WINEGARD COLORTRON ANTENNA**

and get movie clear pictures in color or black and white

The Winegard Colortron is a new super-sensitive, sharply directive TV antenna that increases the signal to your set, but shuts out interference—to brighten and clear up your picture. It is so powerful it often pulls in distant channels not watchable with ordinary antennas.

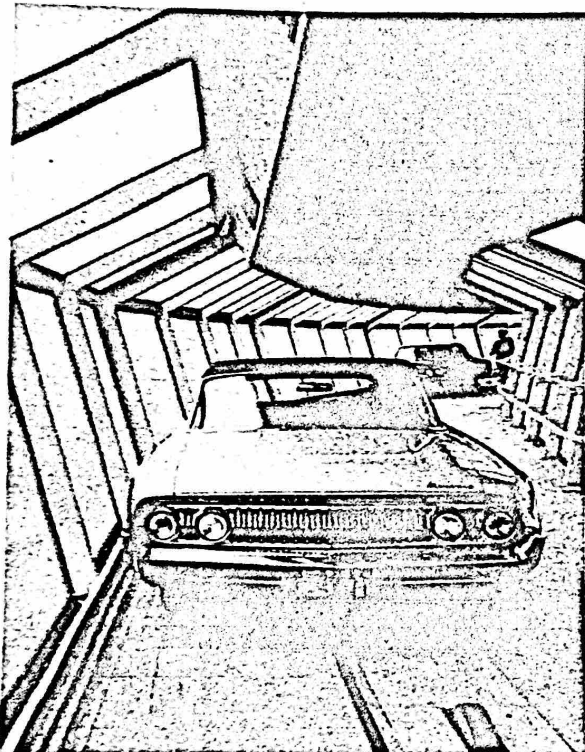
Colortrons are permanently gold anodized for weather protection, wind tested to 100 mph. For COLOR reception... for black and white, Winegard guarantees\* your satisfaction. Colortrons from \$24.95 (Electronic Nuvistor power-pack extra—makes Colortron performance even more exceptional). Write us for complete information on TV and FM antennas, plug-in antenna wall outlets and antenna amplifiers.

**Winegard**  
ANTENNA SYSTEMS

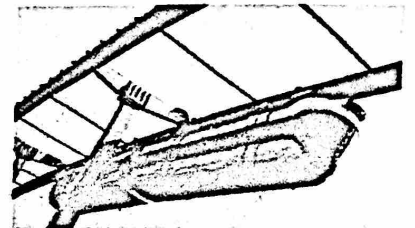
Winegard Co., 2875-A Redwood, Burlington, Iowa

# 1964's BIG SHOW

HERE'S YOUR PREVIEW OF THE WORLD'S FAIR • by NEAL ASHBY



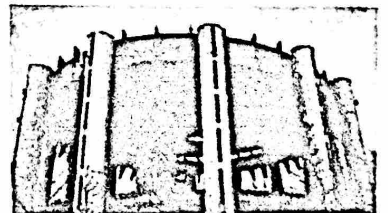
Ford's "Magic Skyway" ride in convertibles begins with ascent up plastic tunnel overlooking Fair. Cars move inside Ford Pavilion, seem to speed through time and arrive at the "dawn of life on earth." Disney-developed electronic cavemen wave and speak. Ride moves on to coming Space Age. Passengers wear seat belts.



Monorail, 40 feet up, carries 40 passengers per car around amusement area. The ride lasts 7 minutes.

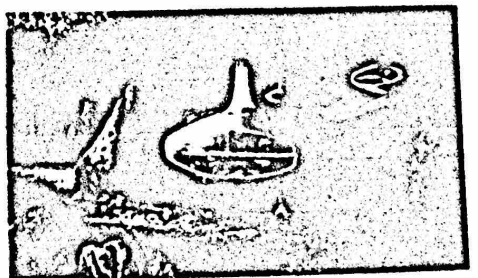


Hawaiian beauties in leis, native costumes, will dance a hula six times a day inside Hawaii's Pavilion.



Tent of Tomorrow, built by New York state, will house fashion shows, programs. Roof is multicolored.

GM's "Futurama" carries Fair-goers through succession of scenes of human enterprise at various points on the globe in the future. Conveyed 3-abreast in open trains, riders pass construction of under-ice Antarctic weather station (below, l.). Next comes view of the ocean floor (below, r.), dominated by an undersea hotel.



Parade • Apr. 5, 1964

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The gates to New York's billion-dollar 1964-65 World's Fair swing open on April 22. Awaiting visiting throngs inside will be 150 exhibit pavilions of every color and shape, every kind of show the entertainment world can produce, the earth's greatest treasures and achievements on display. The Fair-goer can check a child, get a free shoeshine, appear on color television.

Where does he start? A book couldn't tell you everything about the Fair. But to simplify matters, the Fair site at Flushing Meadow Park is divided into 5 principal areas. Why not begin in the area that promises to hold the highest interest for you? Here are the areas and some of their highlights:

**TRANSPORTATION.** America's auto manufacturers will have major exhibits. General Motors is prepared to send off 70,000 persons a day on its Futurama ride. They'll see man as GM thinks he will function in a variety of future earthy and space settings. On 5 bridge-connected islands in an artificial lake, Chrysler Corp. will demonstrate such facets of its operation as engineering, production and styling. One feature will be a walk-through "engine." Ford will usher guests into convertibles which will carry them through lifelike scenes of prehistoric times, then of a yet-to-come era when Space has been conquered. Walt Disney-created animated electronic figures will perform.

**INDUSTRIAL.** Under a transparent dome inside its big pavilion, General Electric will produce nuclear fusion. A tremendous electrical current will super-heat plasma of deuterium gas. A flash of light, a rush of sound, and deuterium nuclei will fuse and produce a small burst of energy.

In the 17,000-seat Singer Bowl, events like Olympic trials and folk dancing will take place. Visitors to the IBM Pavilion will ascend on moving chairs into a giant egg where they will attend a computer program.

**LAKE AMUSEMENT.** Sleek, two-car monorail trains will circle over this reservation of dance, song and thrills (80¢ for a 7-minute ride). The entertainments down below will include Michael Todd, Jr.'s modern minstrel show aboard a Mississippi River showboat on Meadow Lake, an all-new Wax Museum.

**INTERNATIONAL.** Classic statuary created in the pre-Christian period will be arrayed in the Greek Pavilion. Hawaii's presentation will include hula dancing, Spain's performances by renowned concert artists, the Caribbean by its own distinctive foods and music.

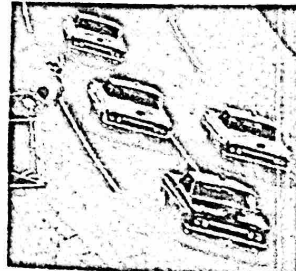
**FEDERAL AND STATE.** Beneath the multicolored dome of New York's Tent of Tomorrow, daily fashion shows and other special programs will be staged. The 11 main-sided sections of the Minnesota Pavilion make it one of the Fair's most far-out architectural concepts.

Fully 80 per cent of all Fair exhibits are free. Admission to the grounds is \$2 for adults and \$1 for children. Greyhound is supplying transportation in 3 types of vehicles at fares from 25¢ to \$9 an hour.

There are 111 restaurants. Prices range from 30¢ for a hot dog at one of the 25 Brass Rail refreshment centers to \$6.25 for a steak, à la carte, at the Top of the Fair restaurant. Rest rooms are provided at every refreshment center, every pavilion. There is parking space for 20,000 cars (\$1.50).

How long will it take to get a reasonable look at everything? Twelve 8-hour days!

FOR MORE ON THE FAIR TURN THE PAGE...



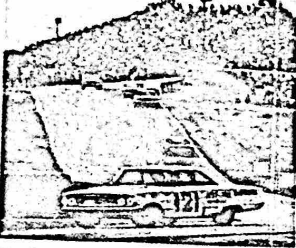
Four specially equipped Comets each run 100,000 miles... averaging 105 mph... at the Daytona International Speedway. An unprecedented test of durability!



Ford-powered Lotus stands up to the searing punishment of famous Indianapolis "500" classic. Finishes 2nd... only 34 seconds out of 1st place!



Mercury Marauder proves its stamina and power by setting an all-time record for modified stock cars in the brutal 12 1/2-mile Pikes Peak Hill Climb.



Fords place 1st, 2nd and 3rd in Riverside "500" for competition-modified stock cars—10th straight Ford victory in "500 mile-or-over" NASCAR events.

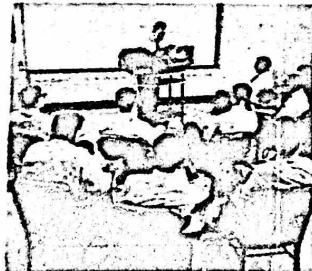


Five Ford pickups each complete a 100,000-mile durability run in Texas. No overhaul or replacements needed for transmissions or clutches.



NASCAR Award for Engineering Excellence goes to Ford Motor Co. for outstanding automotive development and proof of performance and reliability.

## Engineering excellence puts extra value into your Ford-built car... Quality Car Care keeps it there!



Factory-trained mechanics at Quality Car Care Dealers have special skills and genuine parts for Ford-built cars... same quality as original equipment!



Special tools, too! Your Ford-built car needs so little care, it's just good sense to give it the best. That means friendly, fair-priced Quality Car Care.

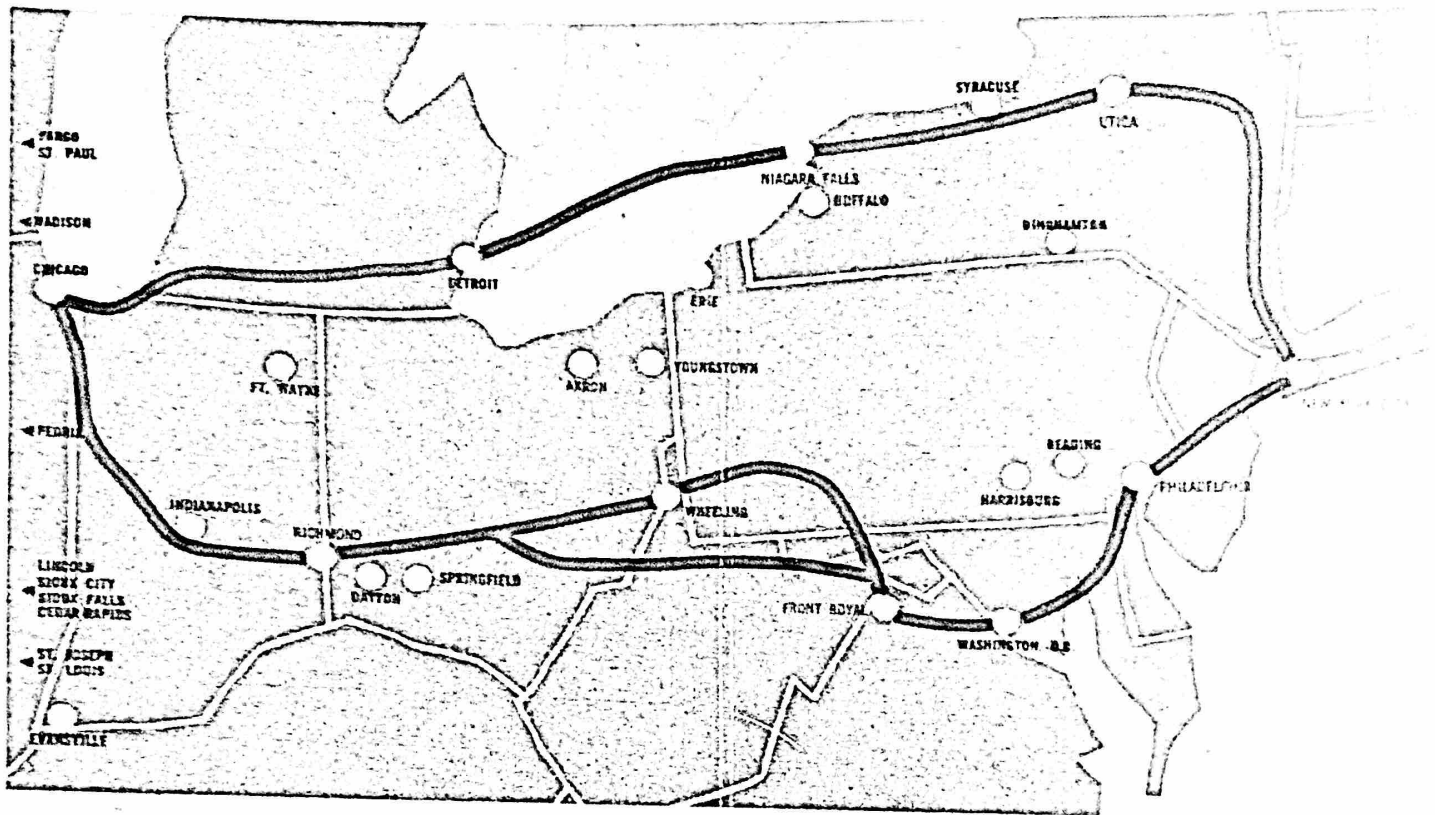


Ford-built means better built. Quality Car Care keeps the quality there! Make sure to order for Ford-built cars. Available at Ford and Lincoln-Mercury dealers.



Only at FORD and LINCOLN-MERCURY DEALERS





from 10 to 4. There are good overnight accommodations in the Richmond area.

**2nd DAY:** Richmond, Ind., to Wheeling, W. Va., about 237 miles. This route follows the old National Road, the famous "way West" when the nation was young. En route, take a side trip to Dayton and the Air Force Museum at Wright-Patterson Field.

**3rd DAY:** Wheeling to Front Royal, Va., about 283 miles. Front Royal is the gateway to scenic Shenandoah National Park, with its famous Skyline Drive along the ridgetops of the Blue Ridge Mountains. With an early start, you could arrive in time to explore some of the caverns in the area. Lodgings are plentiful off the drive; or pitch a tent at Big Meadows campground.

**4th DAY:** Front Royal to Washington, D. C., about 145 miles. Drive south from Front Royal to take in the northern section of the Skyline Drive. Take your time and stop often at overlooks for superb views of both the Shenandoah Valley and the Piedmont plateau. The valley itself is famous for its orchards and as the locale of Stonewall Jackson's famous Civil War campaign. Come down from the Drive for a side trip into Luray and a visit to the Caverns of Luray, one of the world's most beautiful caverns. A unique feature of the caverns is an underground organ, with music produced by rubber hammers striking carefully "tuned" stalactites and stalagmites. You should be in Washington in time for dinner.

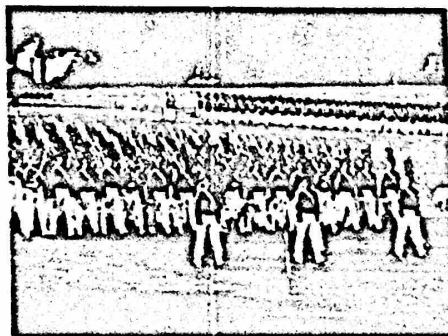
**5th DAY:** In Washington, D. C. The nation's capital is an exciting place, with its busy government operations, its foreign embassies, its beautiful parks and broad avenues, its flavor of history. Musts on the sight-seeing list are the White House (tours 10 to noon Tuesday through Saturday; be in line early), the Capitol, the Smithsonian Institution (boys will want to see the spacecraft in the National Air Museum), the National Gallery of Art, the Washington Monument, and the Lincoln and Jefferson memorials. If

time permits, stroll along "Embassy Row" on Massachusetts Avenue, or visit Washington Cathedral and the Shrine of the Immaculate Conception, two magnificent temples of worship. This year's visitors will want to include a visit to the grave of John F. Kennedy in Arlington National Cemetery overlooking the Potomac.

**6th DAY:** Washington, D. C., to New York, about 250 miles. Spend the morning catching up on things you missed in Washington the previous day, then head for New York via the startling Chesapeake Bay Bridge, one of the world's longest overwater spans. If you can, make a side trip from Camden on the New Jersey Turnpike to see Philadelphia, site of the signing of the Declaration of Independence and other important events in American history.

**7th, 8th, 9th, and 10th DAYS:** In New York City, at the World's Fair. See pages 4 and 5 for things to see and do at 1964's big show.

**11th DAY:** New York to Utica, about 270 miles. Leave New York via the New York Thruway. About 50 miles out of the city, leave the Thruway at Central



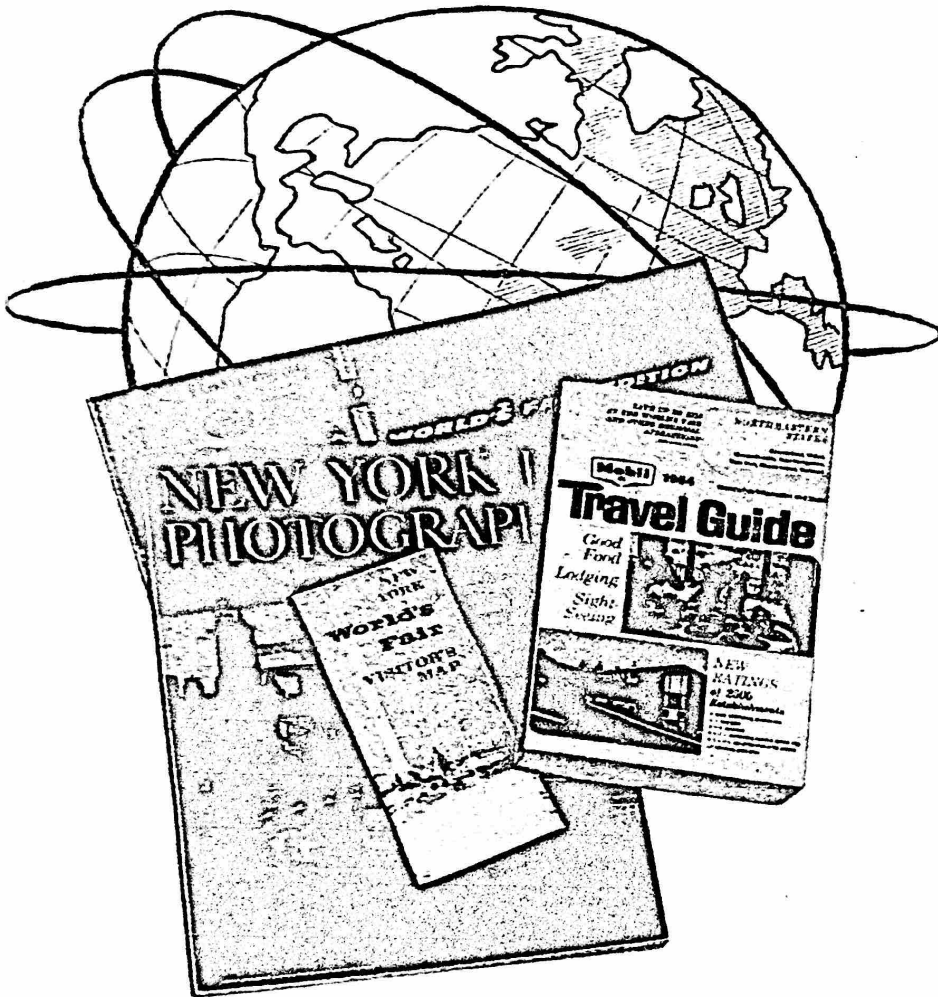
West Point cadets pass in review during one of regular parades. Military academy is favorite tourist attraction

Valley Interchange—U.S. 6—for a side trip to West Point and the U.S. Military Academy. If you can, you can eat lunch or stay overnight at the U.S. Army AAA-approved Hotel. Have your night on the Academy grounds. Best days to visit West Point are weekdays—in the school year, Monday through Thursday at 5:30; Saturdays at 4:00. In July and August, plebes parade Monday, Wednesday and Friday at 5. The Academy Museum is always open, if time permits. But to maximize your schedule, best to spend a short time at West Point, see the Thruway at Newburgh Interchange, and get on up the Thruway to Utica, a town with a few docks and Thousand Islands vacation spots.

**12th DAY:** Utica to Niagara Falls, about 100 miles. You should arrive by early afternoon in order to take a boat trip aboard the Maid of the Mist, an elevator trip down below the Falls, and a walk on the Canadian side for a visit to the Gorge. The Saenger Tower, a high point in the gorge, overlooks the Falls, or to ship in the duty-free shops on this side of the contract your money. The hotel on the U.S. side is the Sheraton, which has many rooms overlooking the Falls. Reservations at the Falls is a very popular vacation spot, and reservations will be necessary.

**13th DAY:** Niagara Falls to Detroit, Mich., about 100 miles across Ontario. A driving day, but a good one if you get a very early start, making a quick visit to the filled collections at the Henry Ford Museum and at Greenfield Village, the Detroit suburb of Dearborn.

**14th DAY:** Detroit to Chicago, about 250 miles, a driving day. Before returning home, stop for an additional day or two, seeing Chicago, the Art Institute, Museum of Science and Industry, Lincoln Park Zoo, Bin Field Zoo, Union Station,



# YOUR TRIP TO THE WORLD'S FAIR

These two pages of PARADE guarantee you a perfect summer vacation. With PARADE's special World's Fair offer at left, and the special trip special with the assistance of the American Automobile Association at right, you and your family—no matter where you live—can drive to and from the top travel attraction of 1964 and get the most out of every mile. You'll know what routes to take, where to stop and what to see as you go. It adds up to the ultimate in economy, enjoyment and family fun.

To plan your family's trip, consult the map for the point closest to your home, then pick up the trip from there. Trips are planned in a loop, and you can begin and end the loop at any point and still see plenty of America. You can also shorten the trip if you wish. The summary below tells you cost, distance to be covered each day, places to stop, what to see along the way.

Note that costs are based on overnight stays in hotels or motels, and all meals taken in restaurants. You can save a considerable amount of money by camping, or by planning picnic meals.

## TRIP FROM MIDWEST

Beginning from Chicago, Ill., trip lasts 14 days, covers 2,200 miles round trip. Basic cost for couple: \$387, including \$154 for overnight lodging, \$147 for meals, \$35 for tips and miscellaneous and \$51 for gas and oil, based on 15 miles to the gallon. Extras should be added for admissions, garage parking in New York, tolls, souvenirs. If children are going, add \$100 per child to the basic cost.

**1st DAY:** Chicago to Richmond, Ind., about 254 miles. In Indianapolis, visit the homes of James Whitcomb Riley, the famed Hoosier poet who wrote "Little Orfan Annie" and "When the Frost Is on the Pumpkin," and Benjamin Harrison, President of the U.S. from 1889-93. The Riley home is open 10 to 4 Tues day through Saturday, the Harrison home weekdays.

## THE BIGGEST WORLD'S FAIR BARGAIN OF THEM ALL

■ The coupon below is your ticket to the most enjoyable and economical vacation you've ever had—whether your destination is the New York World's Fair or somewhere else in the U.S. For only \$2, plus 25¢ postage and handling, it brings you PARADE's Special World's Fair vacation package pictured above. And here's what it includes:

—Free guest certificates that can save you up to \$146 in reduced admission charges to outstanding tourist attractions and up to \$50 in reduced admissions to many leading World's Fair amusements.

—Information and ratings—in the 1964 Mobil Travel Guide—on more than 2,500 eating and lodging places, plus data on places to visit, things to do.

—An indispensable, shirt-pocket-size map of the Fair itself, printed in full color.

—A 48-page, 4-color Hammond road atlas, with maps of all states, just the size for front-seat reference.

—A 180-page picture book of New York, which you'll want to keep even after the Fair has ended.

Remember, all this is yours for only \$2 plus handling and postage. Clip coupon below and mail today.

Please send me \_\_\_\_\_ Parade World's Fair vacation packages. I enclose \$2 plus 25¢ postage and handling for each package. Mail to Parade World's Fair Package, P.O. Box 754, Great Neck, N.Y.

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Allow three weeks for delivery

Parade • Apr. 5, 1964