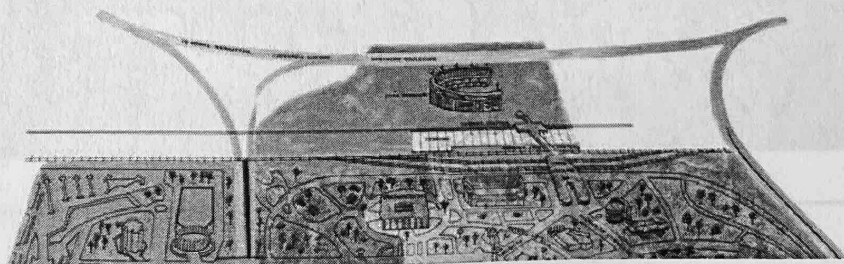
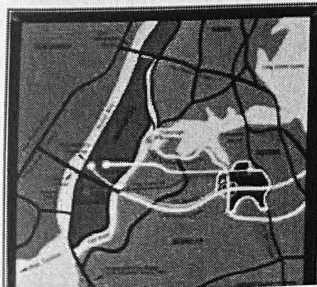


Pontiac

# Safari

Part Two of a Two-Issue Series

*Visiting the New York World's Fair and the General Motors Futurama*



TOP

**ALL ROADS LEAD TO THE FAIR**

In a short while visitors from almost every section of the world will descend upon New York City for the April 22 opening of the 1964-65 New York World's Fair. They'll arrive in droves by airplane and by ship, by bus and by train. But the great majority of fun seekers will motor to New York City over the nation's expanding interstate highway system. Many will stay in New York hotels and motels, then take the subway or bus to the Fair site at Flushing Meadow Park in the Borough of Queens. Others will motor to the Fair and park at one of the many parking lots either on the grounds or nearby. To aid motorists going to the Fair, SAFARI presents two accompanying maps... one showing the principal routes to the Fair once the motorist has reached New York, the other covering the five basic areas at the Fair.



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**General Motors Futurama— Again the Feature of a New York World's Fair**

More than three years ago the imaginative minds of the General Motors Styling Staff were assigned a challenging task: Design a Futurama building for the 1964-65 New York World's Fair that would surpass the remarkable General Motors "Highways and Horizons" Futurama which dominated the 1939-40 New York world exposition.

Starting April 22, when gates open to the long-awaited billion-dollar New York World's Fair, some 70,000 persons daily will thrill to the new, truly amazing Futurama envisioned by the GM Styling Staff. Visitors, sitting three abreast in comfortable lounge chairs, will enjoy a "ride into tomorrow." They'll "travel to the moon," and then back to Earth to see how man will prosper in the foreseeable future. The panorama before them will be no wild fantasy; instead, it will represent how man will live in the years close at hand, according to the best research possible.

A preview look at the Futurama Building, including Pontiac's exhibit area, by SAFARI'S staff bolsters the conviction that

again General Motors will present the hit attraction of the New York fair, as it did in 1939-40.

The magic carpet excursion into tomorrow begins in the darkness of space, then the moon appears with men and strange, new machines probing the surface of the Earth's satellite. On the return to Earth, a space station directs traffic between Earth and the moon.

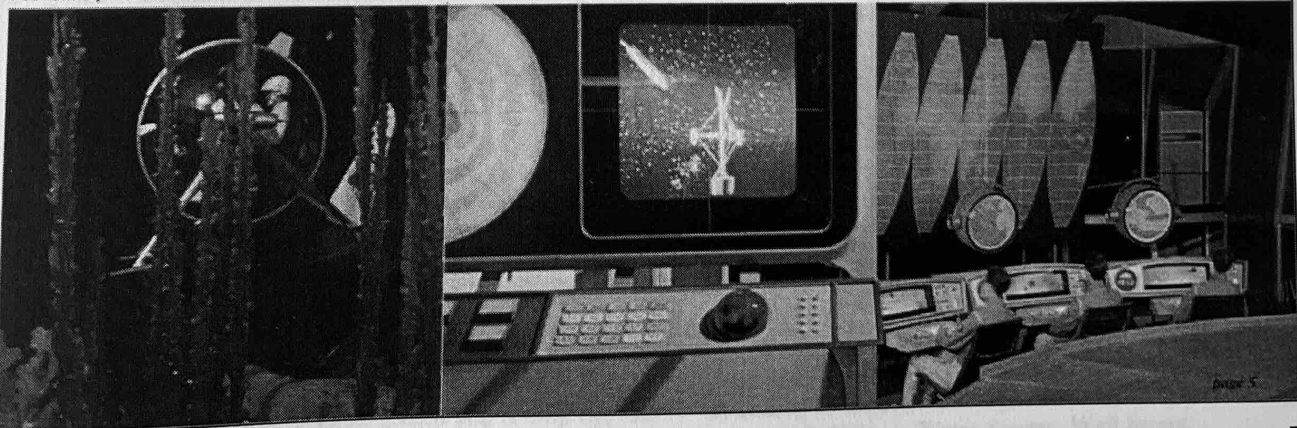
Suddenly the Southern Hemisphere appears and then a scene of Antarctica, where an all-weather harbor accepts atom-powered submarines rising from beneath the ice shelf; the port supplies bases which relay weather information to the world. From the Antarctic, the scene shifts to an underwater vista of men driving aquacoverters some 10,000 feet below the surface of the ocean. There are underwater resort hotels and recreational areas, showing how man will conquer the depths.

Then comes a jungle, where a massive cutting machine levels giant trees in its path by using a laser beam "saw." Following is a road building machine as high as a

(continued on page 7)

New vehicles for underwater travel

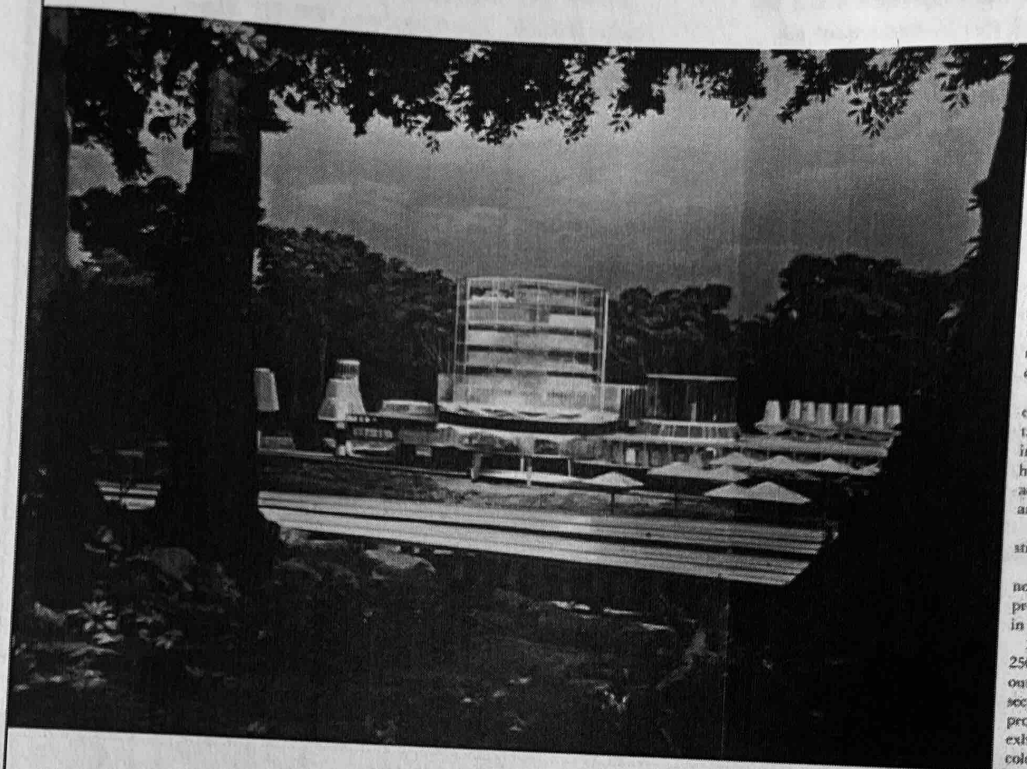
Space travel will be controlled by master communications systems viewing the universe



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*A Ride into Tomorrow—To the Moon, Antarctic, Jungle, Desert  
and under the Sea to See How Man Will Live in the Future*



five-story building and as long as three football fields; it constructs a multi-laned highway of concrete and plastic as it moves along behind the cutter. A modern jungle city emphasizes how man has conquered the jungle and put it to use.

From the jungle, the ride rises into a high desert plateau where automated farms abound, thanks to water raised from subterranean rivers or desalted water piped over the mountains from the sea. All farm equipment is directed from afar by electronic controls.

From the desert a "landway," a combination of superhighways, leads to the coordinated city of tomorrow. There are separate highways for transcontinental and intercontinental travel, for trucks bound into or around the metropolis, for passenger car traffic into the city.

The metropolis has a freight-industrial center, a transportation center for vertical takeoff airplanes, commuter bus trains and individual vehicles, and an inner city corps of high-rise apartments and row houses accommodated by shops, service centers, parks and recreational plazas.

The Futurama Building really is two structures:

1. A rectangular section which houses not only the Futurama ride but also a presentation of the role science will play in the advancement of man.
2. A circular product plaza measuring 250 feet in diameter in which Pontiac's outstanding exhibit area is located on the second level. On the second floor of the product plaza Pontiac presents its interesting exhibition of 1964 Pontiacs displayed colorfully against backgrounds depicting Western scenes. There's the Grand Canyon, a music hall, a ski lodge, a camping site, even a sophisticated desert resort. ■

*Pontiac Invites You to Its Exhibit in the GM Product Plaza*

On pages 9, 10 and 11 SAFARI presents scenes from the Pontiac exhibition area. On page 9 artist Coby Whitmore uses a Pontiac exhibit scene as background for a New York's high fashion industry feature. Pages 10 and 11 show a 2-page illustration of a scene expected to be typical of the Pontiac exhibit during almost any day at the fair. And don't forget, Pontiac invites you to stop by, too.

The most striking architectural feature of the building, and a Fair landmark, is the canopy which forms the main entrance. Composed of 39 aluminum-clad wooden

enthusiasm spreads throughout New York City. The Fair with the millions of visitors it will attract promises to dominate New York's life for two years. Attendance is expected to reach as high as 100 million, a staggering total for even New York City. Fair visitors undoubtedly will throng Manhattan, crowding its magnificent restaurants, shops and hotels, attending its theaters and night clubs, visiting Greenwich Village, Times Square, Wall Street, Central Park, The United Nations, Rockefeller Center, the Empire State Building and the almost endless attractions of one of the

Composed of 27 aluminum tube spars rising 110 feet, the fin-like canopy forms an arc of 236 feet and is canted at 50 degrees from the horizontal some 90 feet from its base.

Just consider some of the materials necessary to construct the Futurama ride exhibits alone: 480,000 square feet of plywood, 225,000 board feet of lumber, 5½ tons of nails, 120,000 carriage bolts, 135,000 wing nuts, 5,800 gallons of glue, 67,000 feet of electric wiring, and 6,000 shower curtain rings to support some 30,000 square feet of backdrops painted by Hollywood scenic artists.

Everything's in place and the last touches of perfection are being completed not only in the General Motors Futurama but also in other buildings and pavilions throughout the mile square Fair site. Construction equipment and scaffolding is disappearing; suddenly the landscaping and finished buildings dominate the horizon. In the final weeks before opening the Fair suddenly becomes "alive."

The thousands of employes who will man the exhibits are busily learning their tasks, the vast Fair organization is in dress rehearsal. Excitement envelops the grounds and the

world's great cities.

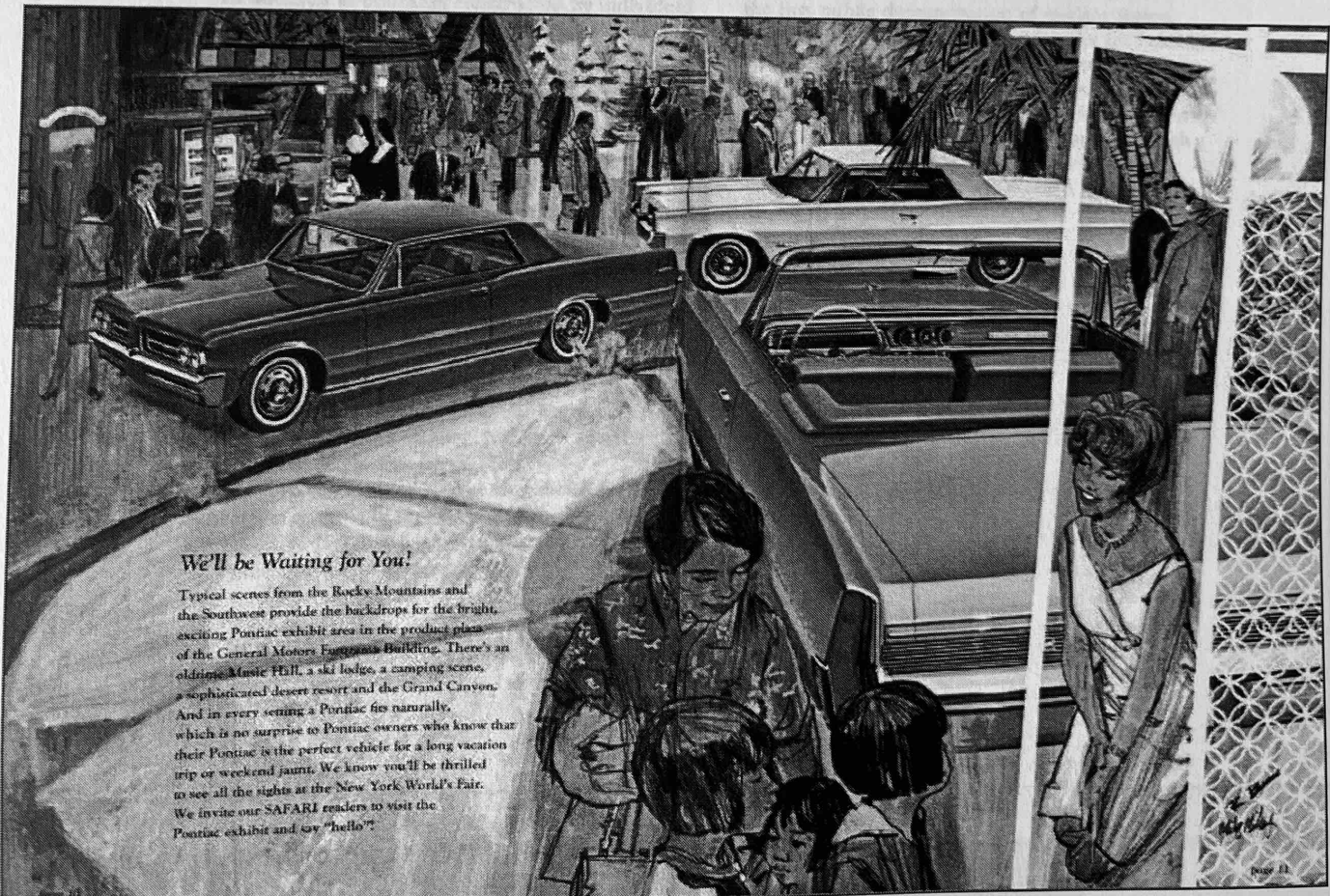
For many hundreds of thousands a trip to the New York World's Fair will be a "once in a lifetime" vacation to explore the vast concrete-and-glass canyons of Manhattan, where skyscrapers go up almost overnight and the lights seemingly never go out.

An international city in its daily life, New York will become even more continental as thousands of visitors of every nationality, from every part of the globe, walk its streets and ride its subways.

On Long Island, only a half hour drive from the Fair, orchestra leader Guy Lombardo will present a nightly musical show in the waterside arena at Jones Beach. Many tourists visiting the Fair will surely motor eastward to view Long Island's outstanding beaches and beach communities. Some of the nation's finest estates are located along the shore of Long Island. The drive to Montauk Point offers a fine daylong trip.

It's showtime in New York. And the curtain rises on history's greatest entertainment spectacular at 10 a.m. April 22.

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### We'll be Waiting for You!

Typical scenes from the Rocky Mountains and the Southwest provide the backdrops for the bright, exciting Pontiac exhibit area in the product plaza of the General Motors Futurama Building. There's an old-time Music Hall, a ski lodge, a camping scene, a sophisticated desert resort and the Grand Canyon. And in every setting a Pontiac fits naturally, which is no surprise to Pontiac owners who know that their Pontiac is the perfect vehicle for a long vacation trip or weekend jaunt. We know you'll be thrilled to see all the sights at the New York World's Fair. We invite our SAFARI readers to visit the Pontiac exhibit and say "hello!"





## A Fantasy of Glamor in Industry

Many of the most fascinating exhibits at the New York World's Fair will be offered by exhibitors in the Industrial area. American industry assigned some of its most imaginative minds to designing fair exhibits and the results are almost unbelievable.

In addition to buildings constructed by individual industries, there'll be pavilions stressing broad fields of activity, such as Hall of Education, Better Living Building, World of Food, Pavilion of American Interiors, Graphic Arts Pavilion, and the House of Good Taste. From the Electric Power & Light building complex will shoot a beam of light some eight miles high nightly.

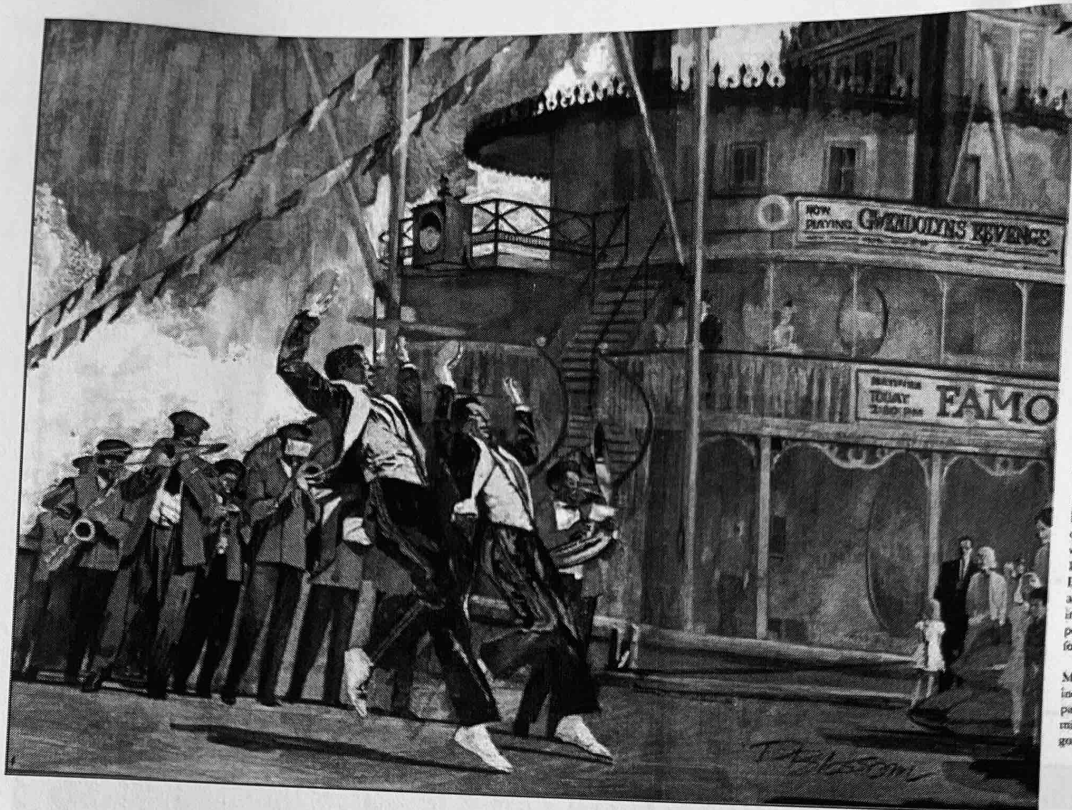
IBM will place 450 spectators at a time in a wall of seats, then move the wall into an egg-shaped "information machine" where they'll see presentations on nine different movie screens.

Eastman Kodak presents a "lunar roof" background for camera fans to photograph their friends "on the moon." The Bell Telephone System features exhibits tracing the history of communications from toneless jungle drums to today's modern electronic miracles.

RCA will present the largest closed-circuit TV network ever assembled, 200 receivers, housed in a pavilion resembling a set of mammoth drums with white tops and copper sides.

The Festival of Gas pavilion has glass walls hanging from a gaily contoured white roof, all in a setting of streams and floating flower beds. Inside there's a restaurant in which many of the master chefs of the world will create masterpieces on gas ranges, naturally. General Electric offers the first public demonstration of nuclear fission.

But not all is modern or futuristic. For the nostalgic fairgoer, who may be a little nonplussed by all the lights, concrete and glass, the Rheingold brewery firm will have a Little Old New York pavilion with cobblestone streets and kiosks, proving that much of the old still lives amid the new, even at the elaborately novel New York World's Fair.



To most people a fair, whether large or small, means fun and excitement. The planners of the New York World's Fair accepted this fact from the very start. Almost everywhere on the grounds of the billion-dollar spectacle opening April 22 there's an entertainment feature at hand. Most exhibitors, large or small, have included some form of entertainment for young and old in their presentations.

Hub of the fair's entertainment features is the Lake Amusement area at Meadow Lake. It was here during the 1939-40 New York fair that Billy Rose's famous Aquacade water show attracted hundreds of thousands and proved the entertainment hit of that exposition. There'll be another such spectacular this time.

Leon Leonidoff, director of Radio City Music Hall, and bandleader Meyer Davis will present a dazzling combination musical stage, water and air show in the refurbished, 11,000 seat Amphitheatre on Meadow Lake. The show will be presented on a 250-foot revolving stage and will include an Olympic-size swimming pool and the fascinating lighting effects for which Mr. Leonidoff is famous.

Visitors also will be able to ride on Meadow Lake on a variety of boats, including an old Mississippi River paddlewheeler offering dinner and a minstrel show, a Venetian-style gondola, or a Florida glass bottom

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craft. Illustrator Dave Blossom selected the paddlewheeler as the subject of his accompanying illustration typifying the fun of the Lake-Amusement area.

Another outstanding show will be Les Poupees de Paris, a presentation of song and dance by puppets.

There'll be a Music Hall presenting an original stage production covering the development of American musical comedy over the past 100 years, and John Ringling North will produce a one-ring, Continental-style circus daily in a tent seating 5,000.

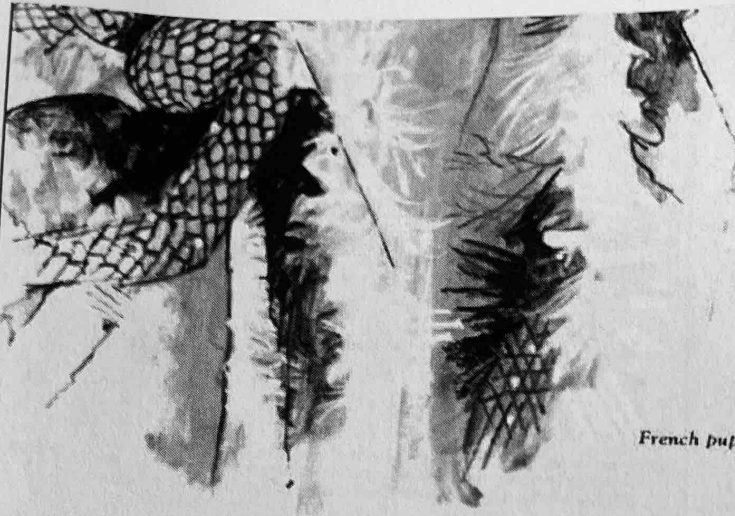
For the first time at any world's fair in a large, individual exhibit, the art and culture of the American Indian will be presented.

There's a Kiddieland with new rides for children, a jaycopter ride which simulates a helicopter trip, a Belgian waffle shop near which aerial gondola rides 100 feet high may be enjoyed, a special Chinese garden serving low-cost Chinese meals, a presentation of the famed Dancing Waters show, Walter's International Wax Museum, a flume ride in which visitors may "shoot the rapids" in a floating, hollow log, and a replica of the Santa Maria, flagship of Christopher Columbus.

But not all the showmanship is confined to the Lake Amusement area. The New York pavilion will offer an ice show produced by Dick Button, former Olympic figure skating champion.

To hundreds of thousands of visitors the most exciting show of all will be the United States Olympic trials conducted in several

TOP



sports at a special stadium on the grounds.  
 And adjacent to the fair grounds beckons  
 new Shea Stadium, the 55,000-seat home of the  
 New York Mets baseball team of the National  
 League and the New York Jets of the  
 American Football League. Both clubs will  
 be performing during fair time.  
 So there's something for just about  
 everybody.

French puppet show for young and old

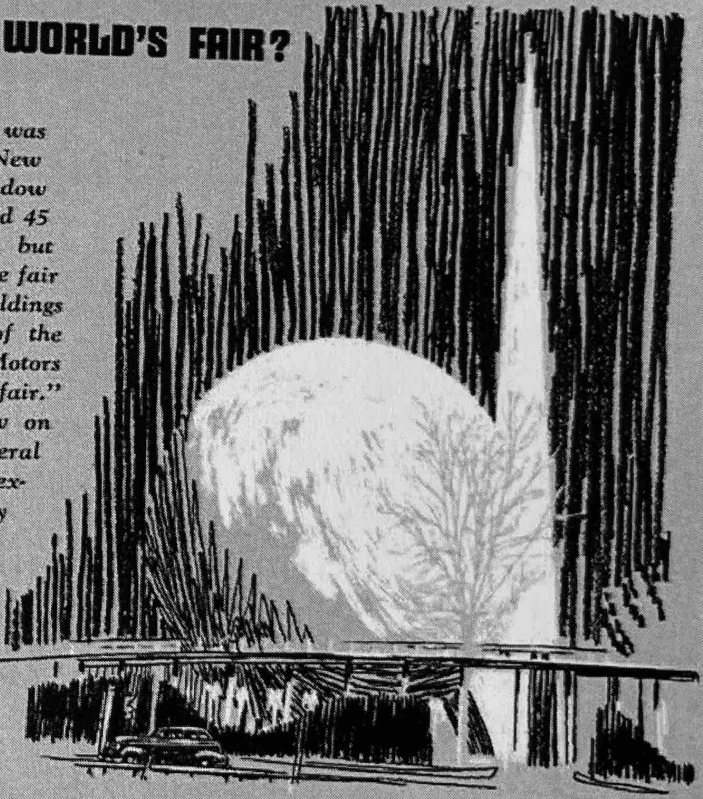
French Puppet Shows, Music Hall, Olympic Tryouts...



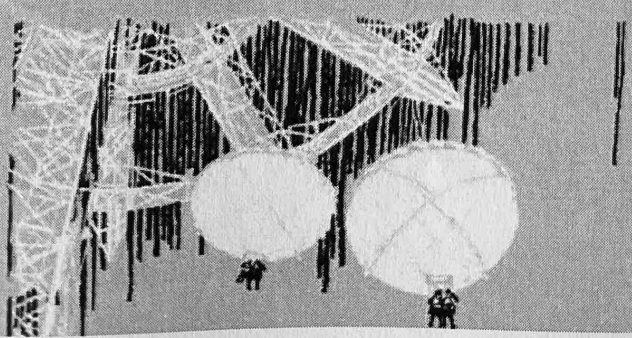
**REMEMBER THE 1939-40 WORLD'S FAIR?**

HISTORY HIGHLIGHT NO. 22

War clouds hung over Europe but there was  
 gaiety and enthusiasm when the 1939-40 New  
 York World's Fair opened in Flushing Meadow  
 on April 30, 1939. The exposition attracted 45  
 million persons during its two-year run, but  
 proved a financial failure. Nevertheless, the fair  
 proved an artistic success. Many of the buildings  
 and exhibits captured the imagination of the  
 nation. The hit of the fair was the General Motors  
 Futurama, often called "a fair within a fair."  
 And Billy Rose's famous Aquacade show on  
 Meadow Lake attracted thousands daily. General  
 Electric even showed colored television on an ex-  
 perimental basis. Such memories undoubtedly  
 will return to many persons who visit the  
 upcoming 1964-65 New York World's Fair,  
 which is constructed on the same site as  
 its illustrious predecessor. Here are a  
 few highlights of the 1939-40 fair.



1. The trylon and perisphere symbol emphasized  
 the 1939-40 fair's accent on the future, despite the  
 fact it celebrated the 150th anniversary of the  
 inauguration of George Washington as president.



2. Among the fair's many amusement attractions was one which proved extremely popular—a simulated parachute jump from a tower that drew thousands.



4. The General Motors Futurama predicted the expressway of the future in a trip simulating a transcontinental airplane ride of the future. Norman Bel Geddes designed the exhibit.

3. The Futurama displayed the horizon of the city of the future, showing the outline of modern buildings which now grace the skylines of all our great cities.



5. A time capsule, containing mementos of the day, was imbedded so that future generations someday will be able to look back at the 1939-40 era.

Source: Magazine Pontiac Safari, Vol. 5, No. 2, March/April 1964

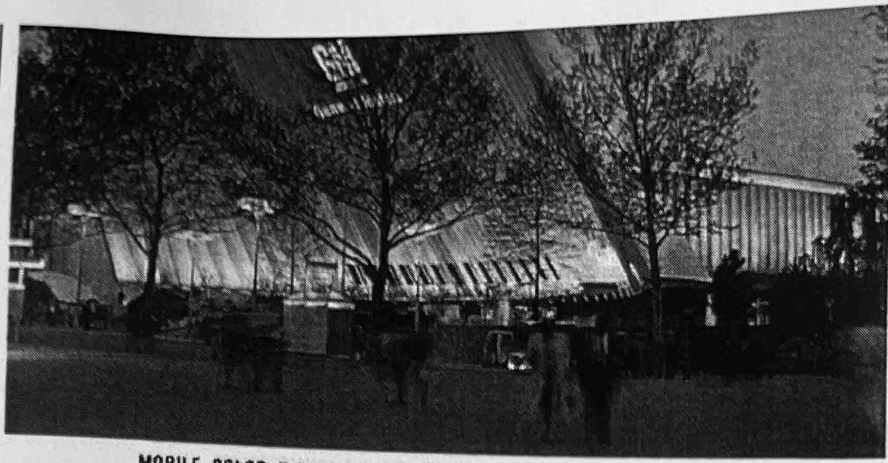
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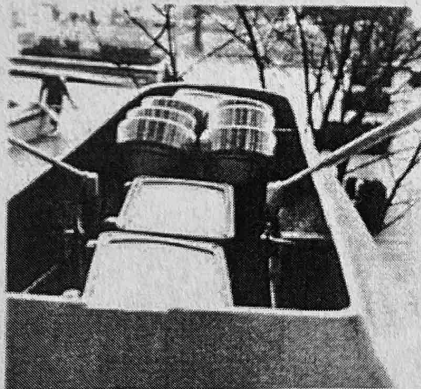
## PAVILION

Lighting is used most effectively as an element of design on the General Motors Futurama pavilion. The major display is the mobile color lighting screen, inclined at an angle of 50 degrees from horizontal, which forms an entrance canopy. Quartz-iodine floodlights, locomotive headlamp units, and dichroic color filters in red, green and blue are combined to create color mixtures and blended color sequence effects. Total lighting load on the screen only is 216,000 watts, all of which is controlled by silicon-controlled-rectifier units. Lighting design was by GM's Styling Staff, and Fischbach & Moore, Inc., electrical contractors, did the electrical construction work.

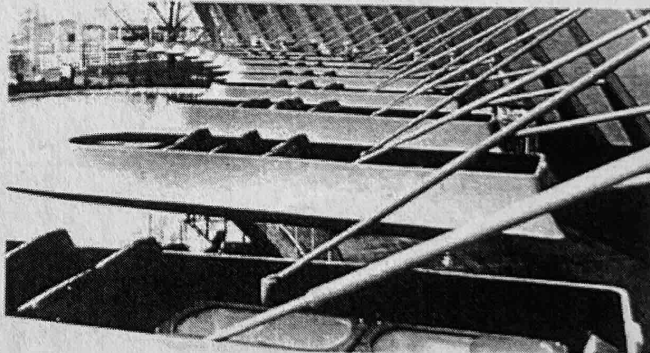


**MOBILE COLOR** lighting on the 10-story entrance canopy of General Motor's Futurama exhibit at the World's Fair helps to accent the building's architectural image of mobility. The striking color patterns also contrast with the white lighting which floods the rest of the building.

**FLUORESCENT** luminaires of the pole-mounted streamlined outdoor type light the heavy GM vehicle exhibits displayed outside the pavilion, such as trucks, buses, and railroad locomotives.



**LIGHTING PODS** each contain three 1500-watt quartz-iodine units, and six 200-watt railroad locomotive headlamp units. Colors are red, green and blue.



**COLOR LIGHTING** floodlights used for lighting the Pavilion's entrance canopy are contained in 38 lighting pods, mounted 10 ft above the ground level. The color lighting intensity pattern is programmed through a silicon-controlled-rectifier control panel.