

TAKE ME OUT TO THE FAIRGROUNDS

By PATRICIA K. BROOKS

SARAH BERNHARDT will not go aloft in a balloon on April 22. But that's one of the few spectacles the 1964-65 New York World's Fair *isn't* offering to visitors. The Divine Sarah's airborne adventure was the highlight of the Paris Fair of 1878. Fairgoers at Flushing Meadow, Queens, will have to content themselves—except for the forty-foot-high monorail and the 112-foot-high cable cars—with more earth-bound pleasures.

The pleasures are there, all right (or will be, fair officials assure us, by opening day, though at this point one is reminded a bit of the emperor's new clothes), but it will take stamina (and cash) to enjoy all of them. It is estimated that you should be able to see everything in a mere twelve days, working the full 9:30 A.M. to 2 A.M. shift.

Built on the 1939 World's Fair site with 134 pavilions spread over a square mile, the upcoming extravaganza is justifiably called "the biggest fair ever." It has a long life span, too, as fairs go. Open from April 22 to October 18 of this year, the fair will close for the winter and reopen in April 1965 for another six-month run. Connoisseurs of

statistics will want to know that it is nine times as large as the 1962 Seattle Fair.

Paradoxically, it will also be the easiest fair to visit. The tired muscles and falling arches of yesterfair should be alleviated by fairground facilities. You'll be able to shuttle from place to place by bus, open-air taxi (rentable by the hour), tractor-train, four-passenger "Escorter," or monorail. And in many of the larger pavilions, you'll be able to sit-and-see or ride past the exhibits on moving ramps or in automated arm-chairs. There will also be assorted parks, gardens, and rest areas surfeited with benches for recovering from fair fatigue. The RCA Pavilion, anticipating a fair's inevitable hazards, is operating a closed-circuit color TV network with 200 receiving stations around the fairgrounds, at least in part to locate and return lost small fry to frantic parents.

SO what's to see? For a two-dollar admission fee (one dollar for two-to-twelve-year-olds), you can have a day jammed with an almost limitless variety of sights, sounds, and surprises. Admission to most pavilions is free, although special exhibits and programs have certain charges.

There will, it seems, be something for everybody. Many rare treasures are being exhibited—Michelangelo's *Pietà* is being removed from the Vatican for the first time and will be shown in the fair's Vatican Pavilion; ninety-nine of the Dead Sea Scrolls will be displayed at the Jordan Pavilion. There will be replicas of interest—for example, Lindbergh's *Spirit of St. Louis* at the Missouri Pavilion (where else?); Columbus's *Santa Maria*, brought from Spain and docked (at last) in the lagoon, ready for visitors to board. And for those who really care, those seekers of the superlative, there will be the world's largest cheese at (naturally) the Wisconsin Pavilion; the world's longest beer-serving bar (100 feet); a U.S. Rubber Company Ferris wheel made to look like a gargantuan auto tire; and, for the most jaded palate, the Texas Pavilion's restaurant will serve "chuck wagon beef faintly tinged with a touch of gun-smoke."

Though science proper will be amply represented at the fair (General Electric's exhibit, for instance, includes the first public demonstration of thermonuclear fusion), a preview of the fairgrounds indicates that science fiction has played *its* part in the physical layout of



If you've planned a trip to Europe, this ad will ruin your plans.

Look at the price of any trip you might be considering. Then look at ours for one like it. Now look at what you almost went and did. Spent more money than you had to. It's much better spent on vin or vino or wein. Or at the rate you're going, champagne. Not because we skimmed anywhere. Every tour includes everything. Air, land and/or sea transportation. Excellent hotels and meals. Plus guides to help you

with the unfamiliar details of foreign travel. (Passports, insurance and vino are on you.)

There are two ways for you to tour Europe with EL AL. You can take any of the tours that are outlined on the coupons below.

(The last coupon will get you information on 32 other tours that we just didn't have room for here. Pity.)

Or you can have an unescorted tour put together in any way you

choose. Don't worry about the price. It gets put together with the same inexpensive pieces.

So pick a trip, clip it out, fill it in, send it along. And pack.

If you can't find a stamp, call your travel agent. He knows as much about what we have to offer as we do. And that way you get to ask questions.

Oh, sorry about your other plans.

But we'd be sorrier to have us both lose money.

EL AL Israel Airlines, New York • Philadelphia • Chicago • Washington, D.C. • Cleveland • Miami • Beverly Hills • Detroit.



EUROPEAN TABLEAU

\$505*

Tour #687: 21 days to London, Brussels, Amsterdam, Cologne, Heidelberg, Innsbruck, Lucerne, Strasbourg, Rheims, Paris.

EL AL, DEPT B., 610 FIFTH AVE., N.Y. 20, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF TRAVEL AGENT (IF ANY) _____

INVITATION TO SPAIN, PARIS & RIVIERA (plus 6 day Mediterranean Cruise)

\$898*

Tour #757: 21 days to Paris, Madrid, Granada, Malaga, Algeciras, Seville, Cordova, Barcelona, Palma de Majorca, Tunis, Palermo, Naples, Genoa, Bastia, Cannes.

EL AL, DEPT B., 610 FIFTH AVE., N.Y. 20, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF TRAVEL AGENT (IF ANY) _____

ECSTASY TOUR

\$757*

21 days to Paris, Lyon, Nice, Pisa, Rome, Florence, Venice, Milan, Lausanne, London.

EL AL, DEPT B., 610 FIFTH AVE., N.Y. 20, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF TRAVEL AGENT (IF ANY) _____

ODYSSEY TOUR

\$1,197*

21 days to Athens, Piraeus, (plus 1 week Greek Islands cruise to Crete-Rhodes-Ephesus-Istanbul-Delos-Myconos) return to Piraeus, Rome, Nice, Paris, London.

EL AL, DEPT B., 610 FIFTH AVE., N.Y. 20, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF TRAVEL AGENT (IF ANY) _____

HEART OF EUROPE

\$529*

Tour #683: 21 days to London, Brussels, Konigswinter, Regensburg, Vienna, Budapest, Graz, Venice, Innsbruck, Basle, Troyes, Paris.

EL AL, DEPT B., 610 FIFTH AVE., N.Y. 20, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF TRAVEL AGENT (IF ANY) _____

TOUR E

\$874†

30 days-8 countries. Paris, Dijon, Lucerne, Lausanne, Grenoble, Nice, Rapallo, Siena, Sorrento, Rome, Florence, Venice, Innsbruck, Salzburg, Kothenburg, Coblenz, Amsterdam, London.

EL AL, DEPT B., 610 FIFTH AVE., N.Y. 20, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF TRAVEL AGENT (IF ANY) _____

MEDITERRANEAN OF THE NORTH

\$579*

Tour #685: 21 days to London, Antwerp, Amsterdam, Hamburg, Copenhagen, Jonkoping, Stockholm, Karlstad, Oslo, Goteborg, Flensburg, Bremen, Maastricht, London.

EL AL, DEPT B., 610 FIFTH AVE., N.Y. 20, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF TRAVEL AGENT (IF ANY) _____

EUROPEAN SCENIC HOLIDAYS by Rail

\$965*

21 days to London, Paris, Amsterdam, Lucerne, Venice, Rome, Capri, Florence, Nice, Menton, Monte Carlo.

EL AL, DEPT B., 610 FIFTH AVE., N.Y. 20, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF TRAVEL AGENT (IF ANY) _____

Don't hold out on me. I'm intrigued by those 32 tours you didn't have room for. Send me a booklet describing all 40 tours. Even if I never go anywhere.

EL AL, DEPT B., 610 FIFTH AVE., N.Y. 20, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF TRAVEL AGENT (IF ANY) _____

*BASED ON 21 DAY JET ECONOMY EXCURSION AIR FARE, ROUND TRIP FROM NEW YORK. †BASED ON JET ECONOMY AIR FARE, OFF-SEASON, ROUND TRIP FROM NEW YORK.

the place. No architectural style was taboo, and as a result we have a rather dazzling Motleyland, USA.

The fair's symbol, a 470-ton stainless steel Unisphere, equivalent in height to a fourteen-story building, is prosaic compared to some of the free-flowing architectural fantasies floating throughout the grounds. There are a flying red clamshell (supposed to represent the red umbrella roof of Travelers Insurance), the Bell System's fiberglass wing; a building that appears to be a huge set of drums (RCA); a large white concrete manta ray; and an enormous egg (IBM) among the bizarre

beauties at the fairgrounds. Other structures resemble giant toast racks, inverted ice cream cones, a tailfin (General Motors), abstract sculptural roofs that seem to be a cross between Buck Rogers and Hong Kong's Tiger Balm Pleasure Gardens, as well as concrete-and-glass boxes, cylinders, pylons, and ovoids, in color schemes that will probably send decorators reeling.

Interspersed with all these wonders are a few traditional replicas: a typical Chinese pagoda, Bangkok's Temple of Dawn, a Swiss chalet, thatch-roofed African villages, a Belgian rathskeller, the Church of the Latter Day Saints in

Salt Lake City, an 1890s Little Old New York street, and a Japanese feudal castle. Over all stands the Tower of Light Pavilion, whose beacon is meant to be seen on clear nights four states away.

To point your compass in the right direction, American Express has an orientation center at the fair's entrance, with a scale model of the grounds. But it might be of some advance help to know that the fair is divided into five major areas: Industrial, International, Federal and State, Transportation, and Lake Amusement.

The Industrial area occupies one-third of the fairgrounds, but you need not be frightened off by visions of tractors and turbines dancing through your head. Most of the exhibitors have added an element of show business to their presentations ("There's no biz like the science biz"), so chances are the most pedantic message about computers, say, will be sung to you by a Walt Disney-animated chorus of dancing dachshunds.

IBM's egg pavilion sports a "People Wall," which may cause you to recoil, until you discover it is merely a wall of seats. When all 450 are peopled, you will be hoisted ever so gently into the egg's interior, where a nine-screen-wide presentation will entertain you while

Free Fair Bonuses

Reservations at hotels will be made without charge by the World's Fair Housing Bureau, 30 Rockefeller Plaza, New York, N.Y. 10020. (Over 350 hotels and motels have pledged not to raise rates during the fair seasons.)

Polaroid picture of you taken in the garden of the Dynamic Maturity Pavilion.

Four fashion shows daily at the Better Living Pavilion.

Recipes from famous chefs in the Theater of Food at the Festival of Gas Pavilion.

Telephone booths—for ladies only—in the Clairol Pavilion, where you can dial hair-color consultants for free advice.

Automatic shoeshine, courtesy of Johnson's Wax Pavilion.

The Parker Pen Pavilion's computer matches you with an overseas pen pal of similar interests, then provides a postcard with your new pen pal's name and address on it. All you have to do is write a message.

Puppet shows at the IBM Pavilion, also a chance to try new electric typewriters and free postcards for typing messages home.

For camera fans, a bulletin board at the Kodak Pavilion lists each day's events of special interest to photo addicts, also provides a "surface of the moon" background for taking pictures. Picture-taking deck is thirty feet above fairgrounds.

You can watch yourself appear on TV in the RCA Pavilion.

You can test your driving skill in the Socony Mobil Pavilion and receive a free rating of your ability.

You'll see a magic show at the General Cigar Pavilion.

Children are welcome to play on the abstract sculptured play forms at the Chunky Chocolate Pavilion.

A chance to view the fairgrounds from the highest point of all—the 200-foot observation towers at the New York State exhibit.

Nightly fireworks at dusk at the Fountain of the Planets.

Folk dances, square dancing, barbershop quartets, school and college band concerts, choral groups at various places.

Earphones to listen to facts about your home state—at the Equitable Life Assurance Society exhibit.

A chance to match wits with computers in the National Cash Register Company exhibit.

Admission to most of the fair pavilions. (Charges for special exhibits and presentations at certain pavilions.)

Continuous transportation from the fair parking lots to the entrance.



stuffing your head with IBM facts and figures.

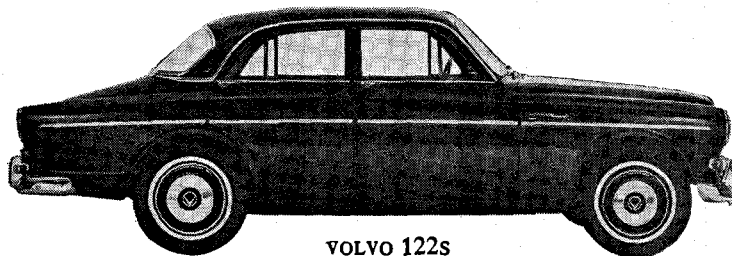
By then you might be ready for a change of pace, with a visit to the three Houses of Good Taste, an architect-decorator collaboration that presents three distinct styles of living. The Du Pont Pavilion shows you all the chemical wonders ahead of us. In the Westinghouse exhibit you'll see all the materials collected for inclusion in the Time Capsule, which will be buried in 1965 and reopened (how do they know?) in 6,939 A.D.

The Coca-Cola Pavilion offers to give you a world tour within its walls and let you "smell, touch, and taste far-off

Who's got the best overseas delivery plan?

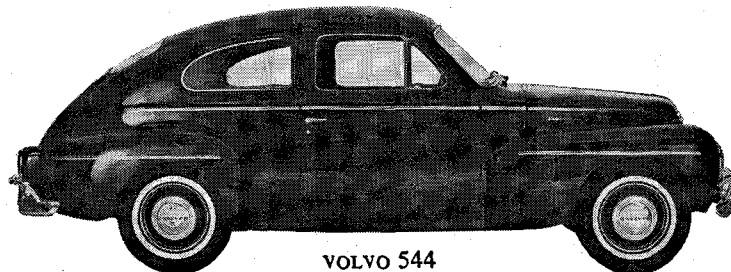
(Not us. Not anyone else, either.)

All overseas delivery plans work the same: order your car here, pick it up in Europe, ship it home and pocket hundreds. We do have one thing the other car makers can't offer though: A compact that out-accelerates every other popular-priced compact in every speed range, gets over 25 miles to the gallon like the little economy cars, is virtually indestructible and proves it at trade-in time. Volvo prices in Europe start at a low \$1820 *delivered*.* If this sounds good to you, see your travel agent, your Volvo dealer, or write to: Volvo Inc., Englewood Cliffs, New Jersey.



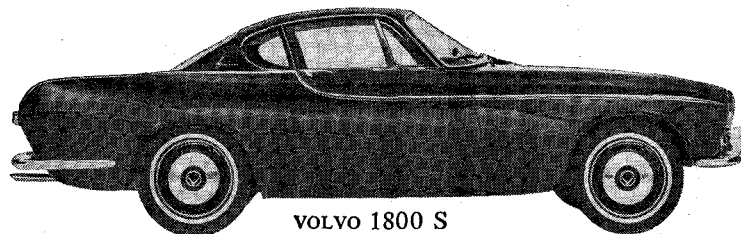
VOLVO 122s

Family-size compact. Also available as a 2-door sedan and 4-door station wagon.



VOLVO 544

Been entered in more races and won more races than any compact ever made.



VOLVO 1800 S

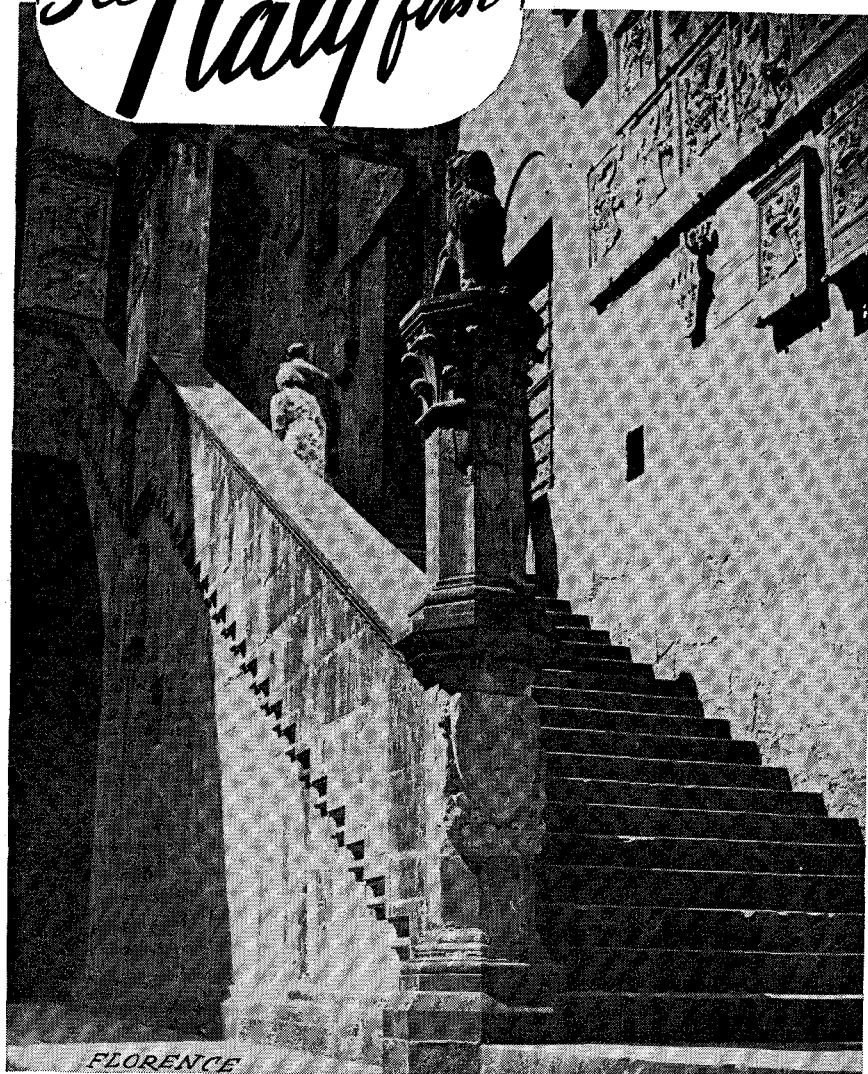
Road & Track magazine said it best, "The 1800 S is a very civilized touring car for people who want to travel rapidly in style, a Gran Turismo car of the type much in the news these days—but at a price that many people who cannot afford a Ferrari or Aston Martin will be able to pay."



*FOB COPENHAGEN, DENMARK; GOTHENBURG, SWEDEN; OSLO, NORWAY. OTHER EUROPEAN POINTS SLIGHTLY HIGHER.

A STAY IN ITALY OFFERS YOU:
 CITIES FULL OF ART TREASURES — SUNLIT SHORE
 RESORTS — PICTURESQUE LAKES — MAJESTIC SNOW-
 CAPPED ALPS — RESPLENDENT VALLEYS — SEASONAL
 SPORTS — ENRICHED BY FOLKLORE — CULTURAL EVENTS
 — A GAY SOCIAL LIFE — TEMPTING FOOD AND WINES —
 AND FOR DISCRIMINATING FEMININE TASTE: THE WORLD
 FAMOUS ITALIAN FASHION AND PRECIOUS HANDICRAFTS.

See Italy first



ITALIAN STATE TOURIST OFFICE—ENIT

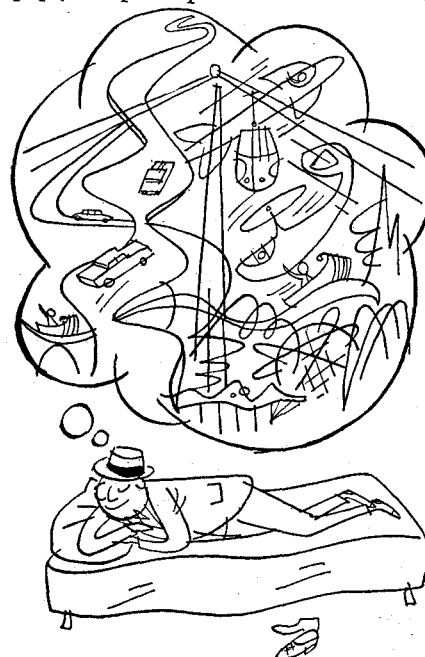


NEW YORK — 626 Fifth Avenue
 CHICAGO — 333 North Michigan Avenue
 SAN FRANCISCO — St. Francis Hotel, Post Street
 CANADA:
 MONTREAL — Place Ville Marie

... and all Travel Agents.

places." (After this, you may need that pause that refreshes.) Animated electronic children in national costumes are on hand to give you another world cruise, this time at the Pepsi-Cola building. The soft-drink people seem to have reached some secret *entente*, for the Seven-Up Pavilion also goes international with food and entertainment from hither and yon.

After all this galloping global excitement, you may want to rent a bed for 50 cents at the Simmons Pavilion and take a thirty-minute siesta. Then, as a pep-you-up, drop in at the Continental



Insurance Pavilion for a firsthand view of the sea battle between John Paul Jones's *Bonhomme Richard* and the *Serapis* and other dioramic scenes of the Revolutionary War.

The cheapest way to see the world *this* year is certainly via the fair's International area. All in one day you may visit a Belgian village and observe sand painting, lace making, and glass blowing; listen to steel bands and calypso singing and see limbo dancers in action at the Caribbean Pavilion; witness the Guinea Ballet in a typical Guinean hut; and indulge in the Korean national weakness, spicy *kimchee* and *bulgoki* (those are *foods*, man).

For diversity, you may want to watch pearl-diving in the Polynesian lagoon, take an aerial cable Swiss Sky Ride to get a top-side view of the glittering spectacle below, have a sampling of the steer being barbecued *complet* the Argentinian way, sip some authentic *ouzu* in a genuine imitation Greek *taverna*, and let the rest of the fair go by.

If you're weakening, you'll want to visit the three Japanese pavilions (the fair's third largest International exhibit). There, after the serenity of the flower arrangements, tea ceremony, and garden contemplating, you may remove

your shoes, wiggle your toes in comfort on the *tatami*-matted restaurant floor, and enjoy some *sukiyaki* and *saki*, served by kimonoed lovelies who even serenade you as you eat. It's a long way from Muzak.

Runner-up in international exhibit size is the Spanish Pavilion, where Andres Segovia will perform, flamenco dancers will stomp up a storm and, in between, you may relax in one of five patios and enjoy the frequently changing exhibits in the two art galleries. In one, celebrated paintings by Goya, El Greco, Velasquez, and Zurbarán will vie with other Prado treasures. The other will feature works by Picasso, Miró, and the newer, contemporary Spanish painters and sculptors.

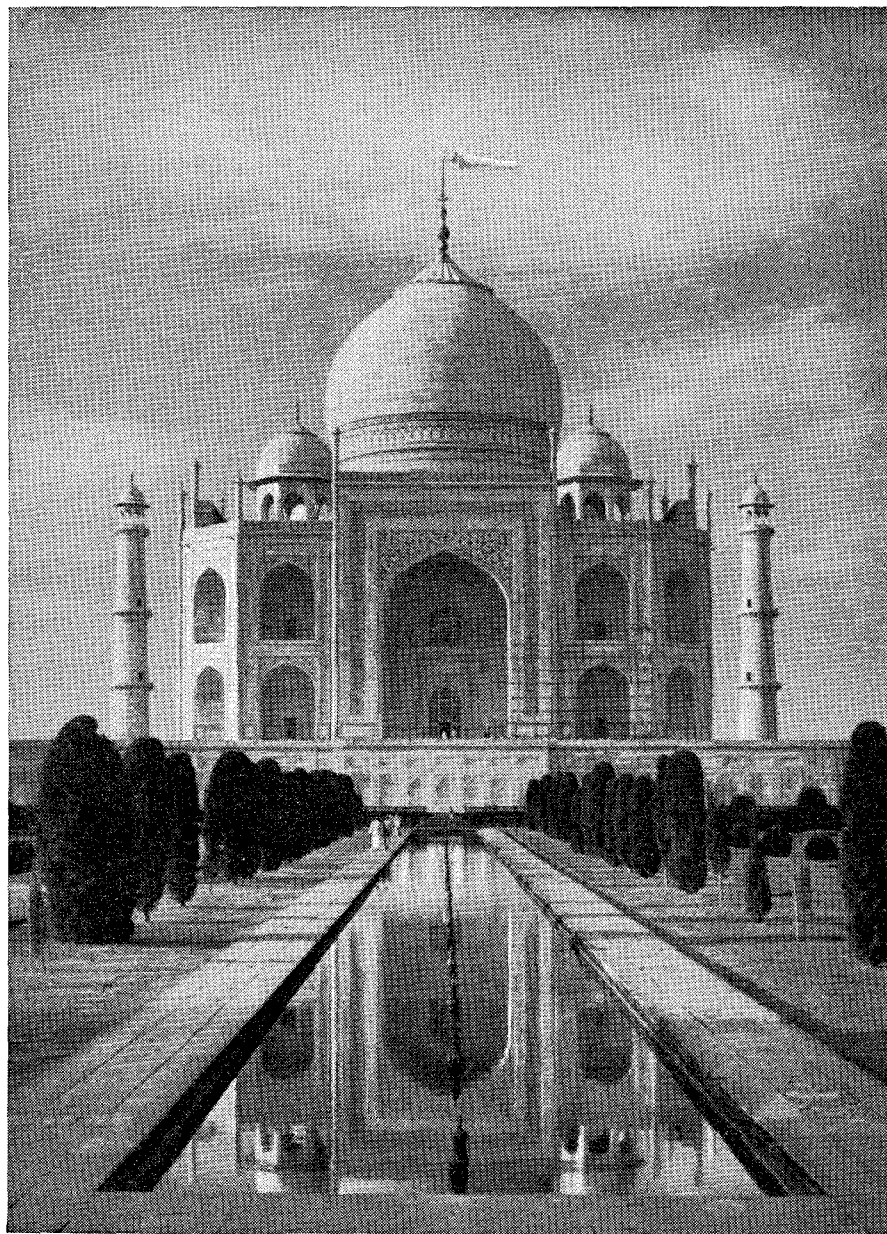
IT LOOKS as though the fair will be a gourmet paradise. There will be 111 restaurants and numerous snack bars. Almost every foreign pavilion plans at least one restaurant with its own national specialties. I don't promise that you'll find filet of iguana, but if you've the courage and the currency, you'll be able to eat your way from Chicago to Calcutta and back.

From a seven-course Chinese dinner for 99 cents you can work up the price scale to rather heady luxury dining. A three-hour Hawaiian *luau*, a Spanish "marisqueria" (seafood restaurant to landlubbers) in an open courtyard, Swedish smorgasbord, shish kabob in all its Middle Eastern variations, rare Chinese delicacies served in a glass teahouse, Belgian waffles, umpteen varieties of pizza, regional American dishes—well you name it.

And then, back to the action. There is plenty of it Stateside, too. You'll be able to watch a movie being made at the Hollywood, California, Pavilion and attend a "timber festival" at the Oregon Pavilion, in which log rolling and ax throwing are featured. A bit less rugged is the frog jumping contest of the New England States exhibit. You may want to trek through a West Virginia coal mine, climb aboard Montana's Centennial train, stop by a New Mexican trading post, or view the live porpoise show at the Florida Pavilion. The largest exhibit in this area is, undoubtedly, the \$17,000,000 Federal Pavilion, with its elaborate "Challenge to Greatness" theme. A Cinerama movie, *Pioneer Spirit of America*, is a high point. It's livelier than you'd think.

The Transportation area is, if you'll forgive the obvious, geared to keep you moving. You'll be able to take a brief spin into the past in a rented Stanley Steamer or other antique auto replica at the Avis Pavilion. The Transportation and Travel Pavilion takes you into the future, with a ride in a moving

(Continued on page 110)



Unfortunately, they wouldn't let us build it

Oh, well. Even if our new terminal at New York's John F. Kennedy Airport doesn't quite rival the Taj, it's still a splendid indication of how we feel about our passengers.

Not to be immodest, we might say it's also an indication of how our passengers feel about *us*. After all, if it hadn't been for the widespread success of our transatlantic service over the past few years, we wouldn't have had the occasion for a new terminal at all.

As it is, we think you will find our new airport terminal reflects all the sumptuous atmosphere and warmth you'd expect of AIR-INDIA... and a lot of practical pleasures as well. An increased staff of ground personnel, expert in anticipating

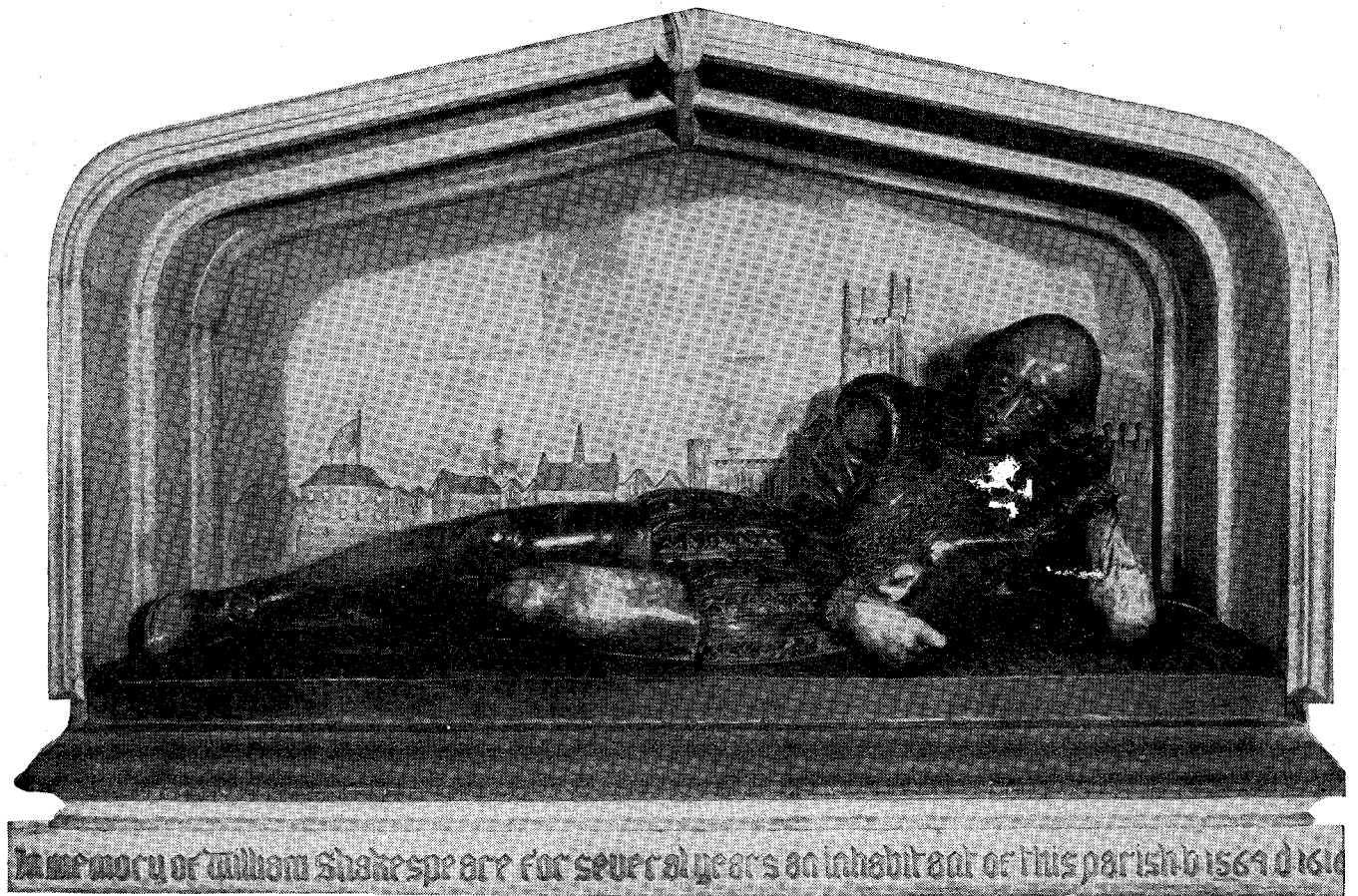
whatever you may require. Deft, efficient service at every hand. In fact, everything that's necessary to make your departure as beautifully smooth and serene as your flight.

Even if you're not flying with us, we'd love to have you drop by for a visit at our new airport home. It's *almost* like a visit to India. And quite a bit more lively than the Taj.

For reservations or information see your travel agent or AIR-INDIA 565 Fifth Ave., N.Y. 17, Plaza 1-6200 Offices in principal cities.

AIR-INDIA 

The airline that treats you like a maharajah
Over 30 Years of Flying Experience



—B.T.A.

BRUSH UP YOUR SHAKESPEARE

By NEVILLE BRAYBROOKE

"HAVE a *Hamlet* . . ." In theatrical digs this means a ham omelette. In the roadside cafés along Waterloo Road, lorry drivers can be heard referring to the Old Vic as Old Nick's. At the Elephant and Castle (a mile to the south), boys will shout "Shakespeare" after men with beards, just as before the war they shouted "Beaver."

Metaphor and rhyming slang have always been part of the Shakespearean-Cockney scene. A century ago, London youths were known as Shakespeare-navels—a phrase that could also mean long-pointed, turned-down collars. In this 400th anniversary year there is a new renaissance brewing in all things Shakespearean, from ham omelets to little-known byways that bear his name.

If not a street in Westminster, Southwark, or London commemorates the Bard, there are avenues, crescents, and roads named after him at places like Harrow, Herne Hill, and East Ham. The

street directory lists eleven in all, and I thought that I would try to discover the cause of this outcropping on the edges of central London. I began alphabetically with Acton, which lies six miles to the west of Charing Cross.

Early maps show the area as one of scattered villas, terraces, and lodges. As you walk through it, you can still make out the earlier lay of the land. Kingston Lodge, dated 1863, is followed by Leamington Lodge, dated 1869; the space that was once between them has been filled in with houses. Farther down, on the other side of the road, you will see Alfield Terrace, dated 1869, and Falfield Terrace, which went up a year later. Such names only evoke the time when nearly all the ground must have been made up of fallow fields. In 1886, with more and more building going on, the local council decided to link the row under one name and call it Shakespeare Road. The postman became a happier man. Other nearby roads were also named Chaucer, Spenser, and Milton at the same time. Only

a decade before, a similar thing had happened at Lambeth across the river.

Shakespeare Road there has rather come down in the world. At one end, the residences of petty tradesmen have now become the homes of petty clerks in ministries. But at the other (it stretches for well over a mile), there is just a jumble; on one side, a shabby terrace of artisan cottages and a block of drab but newer working-class flats squeeze between them a shack that sells coal done up in bags, as well as fizzy lemonade; on the other, there is Herne Hill Goods Depot, which has become, in part, a rag-and-bone man's dump. When I passed it in January, a broken blackboard had been thrown on it, and the last chemistry lesson was being slowly washed away by the rain. All in all, this is a road of fits and starts, constantly cut at right angles by others. To rationalize the situation, it was decided in the 1870s to give the different sectors one name: Shakespeare. Today, the street name covers a multitude of sins.

Chaucer, Spenser, and Milton, with