



1964 New York World's Fair greeting cards 2005.229

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Audiovisual Collections

PO Box 3630
Wilmington, Delaware 19807
askhagley@hagley.org
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Summary Information

Repository:	Audiovisual Collections
Creator:	Banner Publishing Company
Creator:	New York World's Fair (1964-1965 : New York, N.Y.)
Title:	1964 New York World's Fair greeting cards
ID:	2005.229
Date:	1963
Physical Description:	12 item(s)
General Physical Description:	12 items (greeting cards) : color ; 5.25 x 3 in. (folded).
Physical Location:	GL Box 1.
Language of the Material:	English .
Abstract:	World's Fairs or International Expositions are large-scale exhibitions that highlight technology, agriculture and other innovations of national or cultural significance. The 1964 New York World's Fair was held in Flushing Meadows, New York from April 22, 1964 to October 18, 1964, and then again from April 25, 1965 to October 17, 1965. The theme was "Peace Through understanding." This small collection consists of twelve greetings cards which are illustrated with color drawings (architects' renderings) of various buildings from the fair.

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Historical Note

World's Fairs or International Expositions are large-scale exhibitions that highlight technology, agriculture and other innovations of national or cultural significance. These fairs are open to the general public and can run for three weeks to six months.

The 1964 New York World's Fair was held in Flushing Meadows, New York from April 22, 1964 to October 18, 1964, and then again from April 25, 1965 to October 17, 1965. The theme was "Peace Through understanding." The fair had more than 50 million visitors. The fair is remembered as emphasizing technology and space exploration and has often been described as "Space Age." Highlights of the fair was a twelve story, stainless-steel globe called the Unisphere, the New York State Pavillion

which still remains today, the General Motors 'Futurama II' exhibit showing superhighways and ultramodern architecture, RCA's color television and Ford's Mustang.

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Scope and Content

This small collection consists of twelve greetings cards which are illustrated with color drawings (architects' renderings) of various buildings from the fair. The images included are: the Gate to the Fair; the Unisphere; the New York State exhibit; the Billy Graham Evangelistic Association; the Vatican Pavillion; the Singer Bowl; the Transportation and Travel Pavillion, Inc.; the Hall of Science; World's Fair panorama; fountains; the Unisphere at night; and the Swiss sky ride. There are short verses inside the cards pertaining to the exhibits. The cards were published by Banner Publishing Company in New York.

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Administrative Information

Publication Statement

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Access Restrictions

This collection is open for research.

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Controlled Access Headings

- Exhibitions
- Greeting cards

- Exhibition buildings