



## 1964 New York World's Fair ephemera 2005.265

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### Audiovisual Collections

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URL: <http://www.hagley.org/library>

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## Summary Information

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<b>Repository:</b>	Audiovisual Collections
<b>Title:</b>	1964 New York World's Fair ephemera
<b>ID:</b>	2005.265
<b>Date:</b>	1964
<b>Physical Description:</b>	4 item(s)
<b>General Physical Description:</b>	4 items ; 12.5 x 11 in. or smaller.
<b>Physical Location:</b>	GL Box 1.
<b>Language of the Material:</b>	English .
<b>Abstract:</b>	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 four ephemera items from the 1964 New York World's Fair.

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## Historical Note

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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

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This small collection consists of four ephemera items from the 1964 New York World's Fair. They include: 1) American Express "Handi-Facts on the New York World's Fair" (brochure); Greyhound Bus Co., "How to see the New York World's Fair..." (brochure); Official Guide New York World's Fair; and issue of Sunday Today magazine from the Philadelphia Inquirer, April 12, 1964 on the New York World's Fair.

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## Administrative Information

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### Publication Statement

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### Access Restrictions

This collection is open for research.

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## Controlled Access Headings

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- Exhibitions
- Ephemera
- New York World's Fair (1964-1965 : New York, N.Y.)