



FAIR NEWS

OFFICIAL BULLETIN OF THE NEW YORK WORLD'S FAIR 1964-1965

UNISPHERE
presented by United States Steel

© 1963 New York World's Fair 1964-1965 Corporation

VOL. 2, NO. 4 • APRIL 16, 1963

CARDINAL SPELLMAN TO VISIT THE FAIR TODAY

His Eminence Francis Cardinal Spellman, Archbishop of New York, and directors of the Vatican Pavilion, today will lead approximately forty-five priests from the eastern section of the country to a briefing at the Fair. John Young of the Fair staff is scheduled to escort the party from the Chancery offices in Manhattan.

The directors of the Vatican Pavilion who are expected to attend today's event are Msgr. James W. Asip, Msgr. Timothy J. Flynn, Msgr. Francis M. Costello and Rev. Raymond Leonard. The Most Reverend Bryan J. McEntegart, Bishop of Brooklyn, will also attend the luncheon.

Representing individual dioceses on the Atlantic coast and as far west as Chicago, the forty-five diocesan priests will hear details of the Vatican Pavilion, inspect the Fair model, view the Vatican film and tour the grounds. Mr. Moses will serve as host at a luncheon for the Cardinal and his party to be followed by a meeting with Fair officials. The purpose of the day is to alert the diocesan clergy of the national appeal for funds to construct and operate the Vatican Pavilion. The pulpit appeal and collection is scheduled for May 26th throughout the United States.

(continued on page 4, col. 2)



At groundbreaking ceremonies for the Pavilion of India, held at the Fair on April 8, 1963, Fair President Robert Moses presents the Fair's official medallion to Mrs. Indira Gandhi, who presided for her country at the construction site.

© 1963 New York World's Fair 1964-1965 Corporation

TOPPING OF FORD BUILDING HAILED BY ROBERT MOSES

A two-ton section of a 100-foot high pylon was swung into place early this month over the Rotunda entrance of Ford Motor Company's Fair Pavilion completing structural steel erection on the massive building.

Participating in the ceremonies with Ford Motor Company representatives, Fair President Robert Moses hailed the topping of the Ford building as "an important milestone in the construction of the Fair. There is bound to be a great exhibit when Ford and Disney get together."

To mark the occasion, U.S. Steel's American Bridge Division workers went aloft with a six-foot fir tree, appropriately decorated with miniature automobiles and topped by a Fair flag. The tree was "planted" on the final steel section and flanked with flags of the United States and the United Nations, the latter symbolic of the international character of the Fair itself.

Robert Lamerson, Ford resident engineer assigned to the project, said that exceptional weather during the past few weeks enabled the American Bridge crew to complete this phase of work on the pavilion ahead of schedule. The building will contain 3,400 tons of structural and finishing steel.

The "topping out" ceremony on the Ford Pavilion was part of a tradition that has its origin in legend and superstition. History traces the custom back to the pre-Christian era in Scandinavian countries where neighbors helped one another erect homes and then held a community "raising bee" to celebrate finished work on the highest point in the house.

Walt Disney and his staff at WED Enterprises, Inc., a Disney subsidiary, are creating and designing all of the exhibit and entertainment features for the Ford Pavilion.

258 WORKING DAYS TO OPENING DAY



A two-ton top section of a 100-foot high pylon as it was swung into place over the Rotunda entrance of Ford Motor Company's Fair Pavilion to mark completion of structural steel erection on the massive building. Workers of U.S. Steel's American Bridge Division later went aloft to plant a six-foot fir tree, appropriately decorated with miniature automobiles, and a World's Fair flag. Shown is steel worker, Jay Feltham holding the traditional "topping out" tree.

TUNE IN TOMORROW

Wednesday, April 17 (7:30-8:30 p.m. EST). CBS REPORTS will televise "The Man Who Built New York." Noted news correspondent Bill Leonard will trace the history of Mr. Moses' accomplishments in our state and city democracy and discuss the many monuments to his prowess from power projects, bridges and highways to parks, public buildings and World's Fairs.

NEW YORK WORLD'S FAIR 1964-1965

Flushing 52, N. Y. • Tel.: 212-WF 4-1964
ROBERT MOSES, President

FAIR LICENSEES NOW NUMBER TWENTY-FOUR

As Goldfarb Exposition Souvenir Corporation of New York City signed a license agreement, the total number of licenses granted under the Fair's merchandising program reached twenty-four, according to an announcement by Milton Kayle, executive vice president of Media Enterprises Inc., the Fair's licensing agent.

The Goldfarb concern will handle costume jewelry, souvenir spoons, ceramic ware and novelties. The three other most recent additions to the licensee list are Annin & Company of New York City and Hortie-Van Manufacturing Company of Pasadena, California, both producers and distributors of the various sizes of the official flag of the Fair, and Ed-U-Cards Manufacturing Corporation of Long Island City, New York, presently engaged in developing a line of children's card games and flash-card sets based upon the exhibits and scenes of the Fair.

LATE NEWS...

A WARNER BROTHERS FILM CREW SHOT A SEQUENCE FOR THE MOVIE VERSION OF HERMAN WOUK'S "YOUNGBLOOD HAWKE" AT THE FAIR RECENTLY... "PANORAMA," SAID TO BE ONE OF THE MOST POPULAR OF THE BRITISH BROADCASTING CORPORATION'S TELEVISION PROGRAMS, WILL CARRY A COMPREHENSIVE FAIR PROGRESS REPORT ON APRIL 22... PRESIDENTIAL PRESS SECRETARY PIERRE SALINGER IS SCHEDULED TO PARTICIPATE IN THE MAY 4 DEDICATION CEREMONIES OF THE NEWS CENTER... WILLIAM BERNIS WILL SPEAK BEFORE PUBLIC RELATIONS SOCIETY OF AMERICA, CONNECTICUT CHAPTER, APRIL 18, IN HARTFORD, CONN... FAIR BOARD OF DIRECTORS MEETS APRIL 22 FOR LUNCHEON AND TOUR OF FAIR GROUNDS... THAT EVENING ROBERT MOSES ADDRESSES MIKE AND SCREEN DINNER AT AMERICA HOTEL, WHERE HARRY TRUMAN WILL BE HONORED WITH FREEDOM OF INFORMATION AWARD... GROUND-BREAKING FOR THE STATE OF MINNESOTA, WITH GOV. KARL ROLVAAAG, WILL BE OBSERVED ON APRIL 22.



Greyhound, official carrier for the Fair, unveils "Glide-a-Ride," futuristic vehicle designed and manufactured by Clark Equipment Co., Battle Creek, Michigan. They will carry Fairgoers between their cars and main admission gates, for sightseeing and "step-on-step-off" service.

FAIR POSTERS SOON TO BE SEEN AROUND WORLD

The first two posters of the Fair's global information program are now in circulation and ultimately will reach every important market in the world.

Designed by the J. Walter Thompson Company for the Fair's Communications and Public Relations Division, the posters which are available in two sizes (28 x 42 and 11 x 16) were executed by noted artist Bob Peak (left), are given official approval by William Bernis, vice president in charge of Communications and Public Relations for the Fair.

With overseas distribution now under way through the offices of the United States Travel Service and other outlets, full scale domestic circulation is set to begin next week on April 22 — one year to the Fair's opening in 1964.

These initial posters represent only the first phase of an enormous tie-in promotional campaign which will soon offer for worldwide consumption one of the most comprehensive communications packages ever compiled for public information.

In the picture below, the posters, created by Bob Peak (left), are given official approval by William Bernis, vice president in charge of Communications and Public Relations for the Fair.



FIRST NATIONAL CITY BANK PLANS TO OPEN FAIR BRANCH

First National City Bank broke ground for its World's Fair Branch at the end of February. Located at the corner of the Avenue of the Americas in the International Area, it will be both an exhibit and a commercial bank for the Fair's 70,000,000 visitors.

FAIR APPOINTS TICKET AND INFORMATION CENTERS

The Fair will grant appointments as "Official Ticket and Information Centers" to those organizations which purchase a minimum of 1,000 admission tickets to the international exposition, it has been announced by Erwin Witt, comptroller of the New York World's Fair. Reso Travel Bureau of Stockholm, Sweden, was the first European travel agency to be so designated by the Fair Corporation following a recent visit to the site by Gunnar Goransson, manager of Reso's travel department and Carl A. Rheborg, assistant manager. In addition to the attractive certificates given with the appointments, the Fair will supply posters, displays and literature.

To encourage an advance sale of World's Fair admission tickets, which will be sold at \$2.00 for adults and \$1.00 for children, a special advance discount is being offered to those who purchase fifty or more tickets. The discount, 32 1/2% on both adult and children's tickets, is available for a limited time only and will be discontinued February 29, 1964.

Admission tickets for the Fair and applications for appointment as an "Official Ticket and Information Center" may be obtained by writing to Director of Publications, New York World's Fair, Flushing 52, New York.



The Fair has a friend at Chase Manhattan — David Rockefeller, president of the Chase Manhattan Bank, presents his bank's check, payable to the New York World's Fair 1964-1965 Corporation, for 75,000 admission tickets. Receiving the check, Robert Moses, president of the Fair, noted it as one of the largest payments to date for bulk advance tickets.



The Boy Scouts of America will carry out their promise to "Do a good turn daily," not only at their own pavilion but also around the Fairgrounds as needed. More than two thousand Scouts from across the country will work as aides to handicapped and aged visitors to the exposition.

MORMONS BREAK GROUND FOR PAVILION AT FAIR

Elder Harold B. Lee of Salt Lake City, representing President David O. McKay of the Church of Jesus Christ of Latter-Day Saints, broke ground on March 27 for the Church's pavilion at the Fair.

Following an official welcome by Stuart Constable, Fair vice president in charge of Operations, Elder Lee, a member of the Council of Twelve Apostles and chairman of the Mormon Exhibition Committee, climbed the cab of a pile driver to sink one of the many piles upon which the large pavilion will rest. In dedicating the site, he said "With more than 2,000,000 members around the world, it is fitting that the Church of Jesus Christ of Latter-Day Saints be represented at the World's Fair which will dramatize the interrelation of peoples of the world and their hopes for 'Peace Through Understanding.'"

Soaring twelve stories above the ground, the focal point of the pavilion will be a 127-foot spire, flanked by two smaller towers, replicas of the east spires of the famed Salt Lake City Temple of the Church. A gilded statue of the Angel Moroni crowns the main tower. Behind and flanking the towers will be the twin halls containing two theaters and galleries displaying the exhibit's theme "Man's Search for Happiness."



Pavilion of the Church of Jesus Christ of Latter-Day Saints.

PRINCE BERTIL BREAKS GROUND FOR SWEDISH PAVILION

His Royal Highness Prince Bertil of Sweden officiated at the March 21 groundbreaking ceremonies for his country's exhibit with Governor Charles Poletti, Fair vice president for International Affairs and Ambassador Lennart Nylander, chairman of the Swedish Consortium, sponsor of the exhibit.

The one-story Swedish Pavilion has been designed under the theme of "Creative Sweden" by two Stockholm architects, Sven Backström and Leif Reinius. Its organizing consortium already comprises such well-known companies as ASEA, Nordiska Kompaniet, SAAB, the Johnson concern, Stockholms Bryggerier, Pripp & Lyckholm and Svensk Form. The Swedish Institute and the Swedish Tourist Association have also indicated their willingness to participate.

Recreating one of the great successes from the 1939-1940 World's Fair, the pavilion will offer a restaurant featuring smörgasbord and a delicatessen for the sale of Swedish foods. In addition to its exhibits displaying advanced industrial techniques, handicrafts, tourism and the cultural achievements of Sweden there will be a display of Swedish art.



His Royal Highness Prince Bertil of Sweden presents glass goblet to Governor Charles Poletti at groundbreaking ceremonies for the Swedish Pavilion.

PAVILIONS RISING FAST ON AVENUE OF THE AMERICAS

March marked the start of construction for two pavilions which, with other prominent exhibits of our neighbors to the South, will be represented on the Fair's Avenue of the Americas.

Ground was broken March 28 for the Pavilion of the Central American Common Market Republics of Honduras, Guatemala, Nicaragua, Costa Rica and El Salvador. Fair President Robert Moses participated in the ceremonies with Governor Charles Poletti and Dr. Pedro Abelardo Delgado, Secretary-General of the Permanent Secretariat of the General Treaty of Central American Economic Integration.

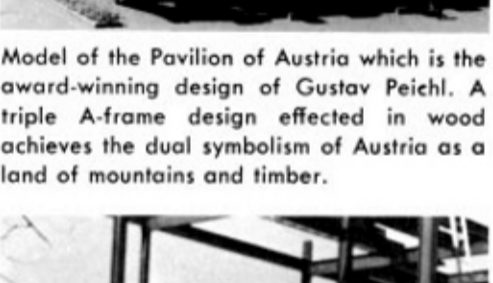
The following day, similar ceremonies were held for the start of construction on the Pavilion of Venezuela.



Against an appropriate flurry of snow, ground was broken on March 1st for the Swiss Pavilion with shoveling ceremonies by Dr. Marcel Durieux, president of the exhibit, and Governor Charles Poletti, Fair vice president in charge of International Affairs. Planned as a chalet, the pavilion is being sponsored by the watch, cheese, gift and chocolate industries of Switzerland. It will rise at the southern terminal for the Swiss Skyride, a separate exhibit that will span the Fair's International Area.



Model of the Pavilion of Austria which is the award-winning design of Gustav Peiehl. A triple A-frame design effected in wood achieves the dual symbolism of Austria as a land of mountains and timber.

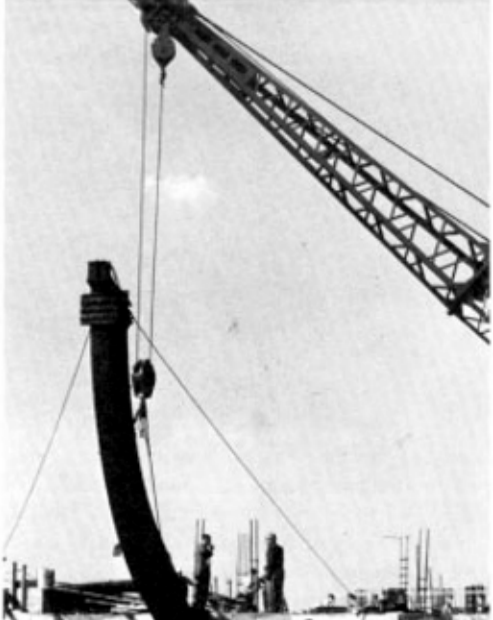


John P. Humes, chairman of the Board of the Hong Kong Trading Company, and Governor Charles Poletti, vice president, International Division, at roof-raising ceremony for the Hong Kong Pavilion.



THE NEW YORK FAIR TWINS

© 1963 New York World's Fair 1964-1965 Corporation



First steel was set for the Travelers Insurance Companies' exhibit on March 28th. Attending the event were Roger Wilkens, vice president of Travelers; Henry Palm, supervisor; George Merritt, supervisor, World's Fair program; Seldon Fox, architect of Kahn & Jacobs; and Frank Stass, architect Fuller Company. The two steel frames, in abstract umbrella forms, will be completed in six weeks.

BALLET IS MOVING TO LINCOLN CENTER FOR FAIR

The New York State Ballet will open the New York City Theater at Lincoln Center for the Performing Arts on April 23, 1964 as part of the World's Fair, according to an announcement made jointly by the Newbold Morris, chairman of the board of the New York Center of Music and Drama, and William Schuman, president of Lincoln Center. Emphasizing that the ballet performances would be priced at a \$4.95 top, thus continuing the City Center's popular price policy, Mr. Morris stated that

"DYNAMIC MATURITY," A NEW EXHIBIT



Robert Moses, Dr. Ethel Percy Andrus (seated), Dorothy Crippen and William C. Fitch at agreement signing for a new exhibit, "Dynamic Maturity," designed to demonstrate how older persons are a vital part of the American scene. Dr. Andrus is founder and president of the two sponsoring organizations, National Retired Teachers Association and the American Association of Retired Persons.

The exhibit, a model of which will be featured at the International Gerontology Congress in Copenhagen in August, will highlight the individual's potentialities for growth and development at any age.

CARDINAL SPELLMAN

(continued from page 1, col. 1)

In addition to a publicity kit which will be distributed to the visiting priests by Msgr. Flynn and Msgr. Asip, the Fair will distribute to each guest copies of the Progress Report, this issue of Fair News, the Fact Sheet and prints of the Vatican film for use by television stations in each diocese. Eventually, eighty-six dioceses will receive prints of the film, so that national coverage will be assured before the appeal.

The day will conclude with a dinner in New York, where the Fair's publicity consultants will supply "home town" pictures for use in local and diocesan papers.

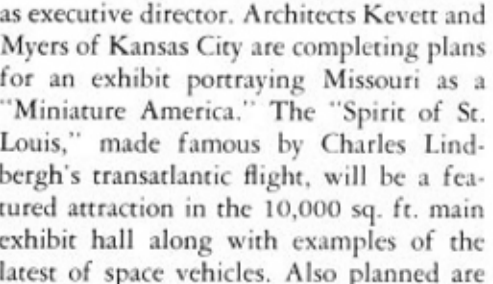
CALIFORNIA, MISSOURI ADVANCING FAIR PLANS

As Missouri and other state legislatures passed appropriation bills assuring their representation in the New York World's Fair, a site of almost two acres has been assigned to the State of California for its pavilion, it was announced by General William E. Potter, Fair executive vice president in charge of the Federal and States Area.

California's Governor Edmund G. Brown has authorized George Murphy Associates of Hollywood to develop his state's exhibit plans. It will be located adjacent to one of the pedestrian bridges connecting the States Area with the Transportation section. During a recent visit to the site, Mr. Murphy and his associates, Lee Savin and John Areny, revealed that the pavilion will feature industry, agriculture and water resources among the other assets of California life and culture.

Following legislative approval and a \$500,000 appropriation for the Missouri World's Fair Pavilion, plans were well under way for a May 24th groundbreaking by Governor John M. Dalton. The chairman of the Missouri World's Fair Commission, General Leif J. Sverdrup, has announced appointment of James Beisman as executive director. Architects Kevert and Myers of Kansas City are selecting plans for an exhibit portraying Missouri as a "Miniature America." The "Spirit of St. Louis," made famous by Charles Lindbergh's transatlantic flight, will be a featured attraction in the 10,000 sq. ft. main exhibit hall along with examples of the latest of space vehicles. Also planned are displays highlighting the history, culture, industries and tourism of Missouri, and a restaurant which will be housed separately.

The legislatures of West Virginia, New Mexico, Alaska, Tennessee and Maine are also among the most recent to approve funds for World's Fair participation.



Rendering of the Pavilion of Missouri.