



UNISPHERE®
presented by United States Steel
© 1963 New York World's Fair 1964-1965 Corporation

NEW TIME CAPSULE TO BE BURIED AT WORLD'S FAIR

A new message addressed to the world of the 70th century will be buried at the Fair, alongside the original Time Capsule that was lowered into its resting place in 1938, it was announced on June 15.

Plans for the new capsule, which will document man's unprecedented progress of the past 25 years, and an open-air pavilion at the fair by Westinghouse Electric Corporation were announced by Mark W. Cresap, president.

The Westinghouse Pavilion, designed by Eliot Noyes and Associates, New Canaan, Conn., will be built around a monument marking the site of the Time Capsule.

Three structural towers, rising 100 feet above the Fairgrounds, will dominate the pavilion. Between these pylons, the new Time Capsule will be suspended 50 feet in the air directly above the monument during the Fair years. A pool around the monument will reflect the image of the capsule, so that it appears to be at the corresponding depth of the buried capsule.

A full-scale model of the original Time Capsule and its contents will be put on public display in one of three open roofed areas at the base of the pylons. Exhibits under other pylons will contain materials selected for the new capsule, and a projection of life in the future.



Greek Pavilion signing: left to right (standing), Allen E. Beach, New York World's Fair, Athanase Makris, managing director of the Greek Pavilion, (seated) D. Periekeas, associate of Mr. Makris, and Robert Moses.

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

SPANISH OFFICIALS LAY CORNERSTONE TOMORROW Plans Progress For New Greek Exhibit

Cornerstone laying ceremonies will be held tomorrow for the \$3 million exhibit of the Spanish government. Rising on 70,000 square feet of the site originally reserved by the U.S.S.R., the pavilion will house an art gallery in which many of Spain's finest paintings will be shown for the first time in the United States. In addition to the art gallery, the Spanish Pavilion will have a theatre and a restaurant.

As heavy construction continued to mark the major news from the International Area, Governor Charles Poletti, vice president in charge of International Affairs and Exhibits, announced the signing of a formal agreement for a Pavilion of Greece.

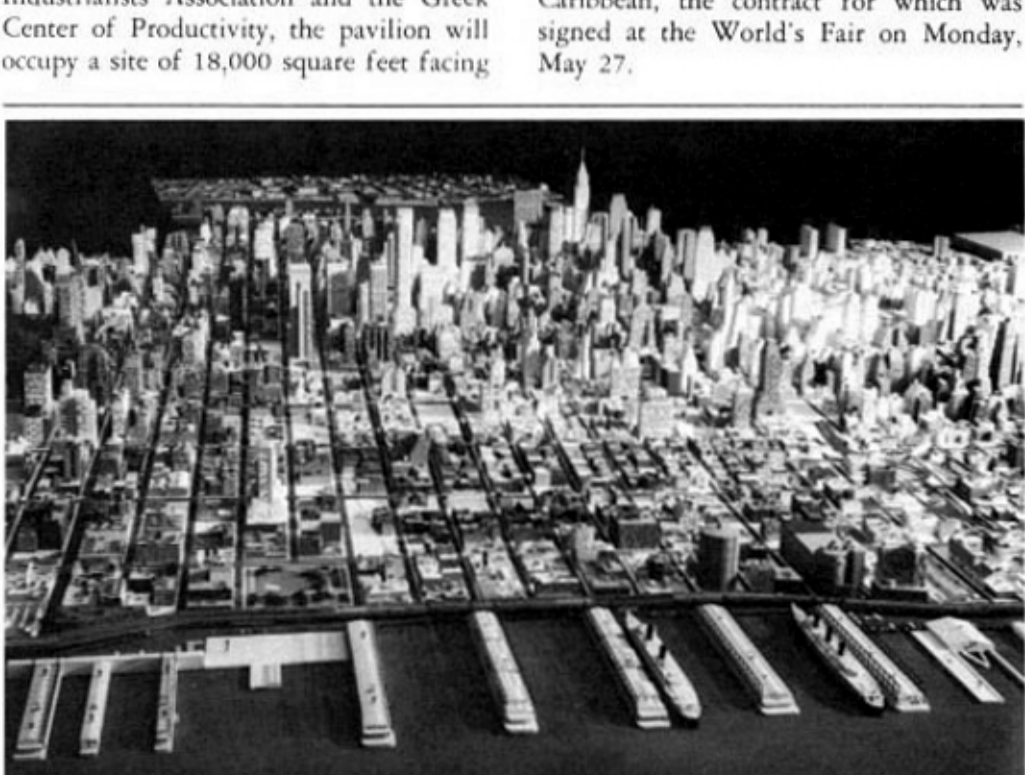
Sponsored by the Greek Chamber of Commerce under the auspices of the Greek Industrialists Association and the Greek Center of Productivity, the pavilion will occupy a site of 18,000 square feet facing

the Unisphere®, symbol of the international exposition.

Using as its theme, "The Wonder That Is Greece," the 25-foot high pavilion will portray Doric simplicity and display the culture and art of Greece. Although its main exhibits will show tourism and history, the attractions will range from modern handicrafts and industrial developments to relics now in national museums of Greece and the nation's famed statuary.

Signatories for the Grecian participation were Robert Moses, president of the Fair, and Athanase N. Makris, who will be manager of the Greek Pavilion.

Among other exhibitor signings in the International Area was the Pavilion of the Caribbean, the contract for which was signed at the World's Fair on Monday, May 27.



FAIR'S BIGGEST LITTLE CITY — A view of midtown Manhattan looking east toward the Empire State Building section of the host city's 100 ft. long scale model of all 840,000 buildings in the five boroughs which will be viewed in a simulated helicopter ride by visitors to the New York City exhibit building. Lester Associates is constructing the model.

NEW YORK WORLD'S FAIR 1964-1965
Flushing 52, N. Y. • Tel.: 212-WF 4-1964
ROBERT MOSES, President

FAIR QUOTE OF THE MONTH

"In December I attended your groundbreaking ceremonies and 366 days from today I plan to attend your opening. New York City's endeavor is certain to compare to the greatest fairs that the world has seen." President John F. Kennedy in telephone message to the April 22 Board of Directors' Meeting.



On April 22, during "One Year to Go" ceremonies, President Kennedy activated the New York World's Fair countdown machine via telephone from Washington. The machine will record in days, hours, minutes and seconds the time remaining to Opening Day next April 22. With him are F. J. McCarthy, special representative of the Fair's Federal and States Division, and F. D. Roosevelt, Jr., U. S. Undersecretary of Commerce.

THE IBM THEATER

A "People Wall" seating 400 and rising 53 feet into an elevated theatre by means of a hydraulic mechanism will be the featured attraction of the IBM exhibit at the Fair. Puppet-like devices explaining such subjects as computer logic, data processing systems and probability curves were among the plans disclosed for its pavilion by International Business Machines at a press conference held on April 18.

The pavilion, located on a one acre site at the northwest edge of the Pool of Industry, has been designed by Charles Eames and Eero Saarinen and Associates. It will be used by IBM to tell visitors the story of modern information handling techniques.

2 1 5
WORKING DAYS
TO OPENING DAY

EXHIBITOR CONSTRUCTION DOMINATES

CONSTRUCTION NOTES FROM THE INTERNATIONAL AREA

Pakistan held groundbreaking ceremonies for its pavilion on Thursday, April 18. Participating were His Excellency Muhammad Zafrullah Khan, President of the Seventeenth Session of the United Nations General Assembly and Pakistan's Permanent representative to the UN, and Fair president, Robert Moses. The pavilion will occupy a site of 10,000 square feet, blending the traditional aspects of Pakistani architecture into a very modern structure.

On April 15, a Shinto religious rite, purifying the site for the Japanese Pavilion preceded official groundbreaking ceremonies. Taking part in the festivities were Masahide Kanayama, Consul General of Japan; Mitsuo Kimura, director of the Japan External Trade Organization; Yoshiji Kanatomi, executive vice president, Japanese Exhibitors Association; Mr. Moses; Ambassador Richard C. Patterson, Jr., Fair Chief of Protocol and Allen Beach, director of International Exhibits. The pavilion will occupy a site of 85,000 square feet.

On Wednesday, April 10, Sierra Leone became the first African nation to break ground for its exhibit. H. E. Ambassador Richard E. Kelfa-Caulker said during the ceremonies that the pavilion would be the country's "Embassy to the World," as it acquainted worldwide visitors with the nation's traditions and enterprises.

On Friday, March 29, groundbreaking ceremonies were held for the Venezuelan Pavilion which will occupy a site of 20,000 square feet. Dr. Luis Alejandro Gonzalez, Consul General, represented his country with Ambassador Richard C. Patterson, Jr. and Governor Charles Poletti officiating for the Fair.

Groundbreaking ceremonies for the Christian Science Pavilion were observed on Sunday, April 21 by over 1,600 guests. Participating in the program were Ralph E. Wagers, then president, First Church of Christ, Scientist, of Boston, Mass., Hobson F. Miller, chairman of the Christian Science Pavilion Committee and Robert Moses, president of the international exposition. Also attending was noted architect Edward Durell Stone who designed the 3,800 square foot building. It will rise 35 feet in the form of a 7-pointed star set in

a pool of water 100 feet in diameter.

Billy Graham, the internationally known evangelist, visited the Fair on Wednesday, April 17, to participate in groundbreaking ceremonies for the pavilion bearing his name. Robert Moses, president, represented the Fair.

A replica of the historic island of Corregidor, set in a picturesque lagoon, will highlight the exhibits in the Pavilion of the Philippines; H. E. Emelito R. Mutuc, Ambassador to the U. S.; Consul General Bartolome Umayam and Domingo Arcega, Commissioner General of the Philippines to the Fair.

A "pillar planting" ceremony on Wednesday, May 8, formally marked the start of construction for the Hall of Free Enterprise on the International Plaza. Representing the American Economic Foundation, sponsors of the exhibit, were Fred G. Clark, chairman of the Board; Richard Stanton Rimanoczy, president, and Morgan S. A. Reichner, vice president.

PACE ACCELERATED IN FEDERAL-STATES AREA

In the Fair's Federal and States Area, the tempo quickened in construction already underway and the preparations for more to come.

First steel was set for the \$17 million Federal Pavilion with the erection of an 83-foot high steel column at June 7th ceremonies attended by Norman K. Winston, United States Commissioner to the Fair.

West Virginia's Governor W. W. Barron visited the area on April 29 to participate in groundbreaking ceremonies for the State's Land of Relaxation Pavilion, which will include a model community of the future and a mountain lodge restaurant.

Governor Richard Hughes of New Jersey officiated on May 27 at similar ceremonies for his State's Tercentenary Pavilion. One of the highlights of the day was the presentation of a huge birthday cake, celebrating New Jersey's 300th Anniversary. For the "Fabulous Florida" Pavilion — on the shore of Meadow Lake — pile driving activity went forward in preparation

NATES FLUSHING MEADOW PARK

for the June 24 dedication of the exhibit's 110-foot high Citrus Tower. Also, on the Lake front, other pile-driving activity continued at the site of the Hawaiian Pavilion which will feature the "Restaurant of the Five Volcanoes," while Texas also chose a site of almost 130,000 sq. ft. in the Lake Amusement Area.

Construction is also underway, following groundbreaking ceremonies, for the State of Missouri Pavilion.

Meetings were held recently with representatives of the new Tennessee Committee headed by James Blevins, as renewed interest in State pavilions has been evidenced in Wisconsin and Indiana.

INDUSTRIAL AREA EXHIBITS FAR ADVANCED

"There's a Great Big Beautiful Tomorrow," theme song of General Electric's "Progressland," made its debut at a press preview on May 23, at the Sheraton East Hotel.

The "Progressland" attraction, created by Walt Disney, will include an auditorium in which the seated audience will be moved from one to another of six stages where life-size, life-like talking figures will perform. The first demonstration of nuclear fusion ever presented for the general public will be one of the main attractions of the exhibit.

Musical performances by outstanding carillonners will emanate from the tower of the Coca-Cola Pavilion in which the world's largest carillon will be installed. In his remarks for the company's official announcement at the Fair site on May 7, James A. Farley, chairman of the board of The Coca-Cola Export Corporation, described the exhibit's plans as "international in concept."

The soils of 57 countries were mixed into a common blend at ceremonies marking the groundbreaking for Seven-Up's Pavilion at the World's Fair on May 15.

Children from many countries, dressed in native costumes, participated in the event which further symbolized, according to Ben Wells, the company's vice president of Sales and Advertising, the Fair's basic theme of "Peace through Understanding."

The major portion of the exhibit will be a public dining area canopied by 24 shells. It will feature "international" sandwiches

and continuous entertainment.

Suspended in the air four feet off the ground, "Miss Tiparillo" (Penny Edwards) assisted General Cigar president, Edgar Cullman, in turning the first shovel of earth at the site of the General Cigar Pavilion.

The unusual groundbreaking for what will be a center of magic at the Fair was held on May 13. The exhibit will tell the story of the growth of the cigar industry. Among those present at the scene, in addition to officials of General Cigar and the Fair, were Mark Wilson, creator of special magical effects for the pavilion, and its architect, Cecil Alexander of Atlanta.

Robert Moses, at the helm of a pile driver, assisted by R. J. Schaefer, president of the F. & M. Schaefer Brewing Co., sank the last pile for the foundation of the Schaefer Pavilion at groundbreaking ceremonies on April 25. The last shovel of earth was then turned over by Antonio Rocco, Argentine strong man and wrestling champ.

The pavilion will be constructed almost entirely of plastic and fiberglass materials. Connecting the two main structures which will house a restaurant, beer garden, bar and brewing exhibits will be a corridor decorated with large color transparencies from the Schaefer Circle of Sports.

At a "topping out" ceremony on May 16, J. Doyle DeWitt, president of The Travelers Insurance Companies, gave the signal to lower the last steel beam, bearing a symbolic red umbrella into place atop his firm's pavilion.

Well ahead of its construction schedule, the structure is now in the concrete stage.

The Continental Soldier . . . a painting which has become the service-mark for The Continental Insurance Companies, set the theme at groundbreaking ceremonies for Continental's Pavilion. During the luncheon program which followed, visitors viewed reproductions of several of the paintings from Continental's renowned Revolutionary period collection, many of which will be exhibited at the pavilion.

J. Victor Herd, chairman of the boards of Continental, announced that the exhibit will provide the setting for re-creation of the events attending the birth of our nation. It will present great moments in the American Revolution through the use of advanced graphic techniques, including outdoor, daylight slide projection.



American Express window display in Rome. Similar windows promoting the Fair will greet American Express visitors around the world.



A reproduction of the color poster printed by the Philippine Government and distributed throughout the country. The poster is being used to promote the Government's "New York World's Fair Fund Drive" underway now and ending January 31, 1964.



A Ukrainian folk dance company, typical of national dance groups which will participate in Fair festivals.

The Heart of the Fair

"The Heart of the Fair . . . Mobile Care" seems the likely and apt motto for the organization specifically designed to arrange World's Fair sightseeing for the aged, disabled and handicapped.

Mobile Care's plans have progressed to the point where actual tours have been established. Designed for both New Yorkers and out-of-town visitors, these tours have been arranged so that a person can see as much of the Fair as desired.

Residents in the Greater New York Area will be picked up at home and brought to the Fair, where luncheon will be provided in addition to the tour. Out-of-towners can contract for visits of from one to five days and will receive round-trip, over-the-road transportation by Special Greyhound Scenic Cruisers, lodging and meals, in addition to their sightseeing at the Fair and in and around New York City.

Tours will be staffed by specially trained personnel and all services will be provided at a predetermined, all-inclusive price.

GROUND IS BROKEN FOR WORLD'S FAIR POST OFFICE

Ground was broken April 15 for an official World's Fair Post Office, with top postal officials describing it as the first in the country specifically designed both for exhibit and operational purposes.

The building housing the latest proven mechanized equipment currently in use around the country, will process an estimated 200,000 pieces of mail daily. It will



Ground was broken in a unique ceremony for the Pavilion of Japan. Susuma Yoshida, Shinto Priest, performs the Shinto rites of purification prior to the groundbreaking.

JONES BEACH THEATRE OPENS

In anticipation of the New York World's Fair, Jones Beach Marine Theatre will feature Guy Lombardo's stage production of Mike Todd's "Around the World in 80 Days" starting this Saturday, June 22nd and nightly to Labor Day.

offer twice-a-day delivery seven days a week to thousands of exhibitors for the duration of the Fair.

Speakers at the ceremony at the Flushing Meadow Park site were Robert Moses, president of the World's Fair Corporation; Paul R. Screvane, president of the City Council; Assistant Postmaster General Sidney W. Bishop; James F. Kelleher, Special Assistant to Postmaster General J. Edward Day; and Sean P. Keating, Director of the Department's New York Region.

TEN NEW LICENSEES APPROVED BY THE FAIR

Ten new companies have been added to the roster of Fair licensees bringing to 34 the total number of firms which have been granted approval by Media Enterprises Inc., the Fair's official licensing agent.

The ten new companies and their products are:

- Peerless Plastics, Inc., New York, N. Y. — plastic and leather wallets, change purses, address books, portfolios and related advertising specialty products; RMS Sales Corporation, New York, N. Y. — children's savings banks; Parker Pen Company, Janesville, Wisconsin — pens and mechanical pencils; World Wide Paper Products Corp., Philadelphia, Pa. — paper book covers; Frederick A. Krause Associates, Inc., Frenchtown, N. J. — stamped metal trays and related stamped metal products; Imperial Knife Associated Companies, Inc., New York, N. Y. — knife novelties; Alvimar Manufacturing Company, New York, N. Y. — plastic inflatable toys; Ebsco Industries, Inc., Birmingham, Alabama — cigarette lighters; Indian Head Mills, Inc., New York, N. Y. — calendar towels; and Allen Hollander Co., Inc., New York, N. Y. — paper bumper strips and automobile emblems.

CITY'S MUSEUMS AND LIBRARIES PLAN SPECIAL EVENTS

In connection with New York City's 300th Anniversary which the Fair will commemorate, several of the City's museums and libraries are planning special events to mark the Tercentenary.

Among those already scheduled are: A collection of historic prints and 17th century documents, many of which formed the basis for the city's laws, to be included in the New York Public Library's special "64 Treasures for the '64 Fair" exhibit. In addition, the Library will present an exhibit in the New York City Building, the theme of which will be the 300th Anniversary of the City.

An exhibition of documents and pictures pertaining to the city over the past three centuries will be on display at the New York Historical Society. This will supplement the Society's special World's Fair exhibit and that commemorating the Society's 160th year of existence.

In addition to a special exhibit in the foyer of the Museum of the City of New York highlighting the 300th Anniversary, the Museum will transfer its famous Castello model of New Amsterdam, circa 1660, to the Fair's New York City Building.



Florida at the New York World's Fair 1964-1965 will have the first live porpoise show at any international exposition.