



UNISPHERE

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Exciting Variety In International Exhibits

Many renderings of Pavilions Received

Architectural renderings of pavilions contemplated for the Fair's International Area indicate that the excitement, color and glamor of a trip around the world are in store for visitors to the exposition.

In commenting on the concepts, which represent neither a single style nor geographic area, former Governor Charles Poletti, vice president for International Affairs and Exhibits, stated:

"These pavilions will express the best of each country, of their heritage and culture, and their hopes for the future. We desire that visitors to the Fair will

leave better informed and one of the means available to accomplish this is to learn how other peoples live."

Architects of Latin America, Asia, Africa, Europe and the United States are contributing their imagination and skills to these designs. Among them are: Mohamed Zaki Elhag, Binich Sampatisiri, Oswald Chase, Pedro Ramirez Vazquez, Rafael Mijares, Abel Sorensen, Alphonse de Rijdt, Eldredge Snyder, Edward Durell Stone and Yang Chao Chen.

These men will project a national image through the delicate tracery of an original

(continued on next page)

NATION'S COUNTY OFFICIALS VISIT FAIR

The Fair plays host today to 1,500 members of the National Association of County Officials who are arriving at the Long Island Rail Road World's Fair station on a special train this afternoon.

The Fair guests are in New York to attend the County Home Rule Congress of the N.A.C.O. at the Statler Hilton Hotel, where the 27th Annual Conference is in session. Host to the Conference is the County Officers Association of New York.

The County Officials will visit the Model Room, then proceed to a tent adjoining the Administration Building where they will be greeted by Fair president Robert Moses.

After brief talks by Fair executives, a cocktail party and reception will be tendered in honor of the distinguished visitors with a Meyer Davis orchestra providing the musical background.

Leading the party of County Officials will be David Bird, president of the Association, and Judge C. Beverly Briley, the incoming president.

Prior to their visit to the Fair, the group viewed the World's Fair progress film. In cooperation with the Telad Corporation, the N.A.C.O. delegates viewed the film over closed circuit television in their rooms at the Statler Hilton.

Featured at the Annual Conference of the N.A.C.O. is the Products and Progress Exhibit on the Mezzanine of the Statler Hilton. The Conference and Exhibit will conclude on the evening of July 11. ●

651 DAYS TO OPENING DAY

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Rendering of proposed pavilion for the Republic of the Sudan. Architects, Noel and Miller.

NEW YORK WORLD'S FAIR 1964-1965

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ROBERT MOSES, President Code-212

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roof or baroque facade, a European hotel de ville, a mud thatched house, or the gleaming stone of a marble mosque. There will be oriental gardens, cobblestone paths and tropical plantings.

The U.S.S.R. has selected an architect from a competition which lasted several months. Such competitions are still in progress in other countries. The renderings of other pavilions are expected in the near future. ●

GROUND IS BROKEN FOR EXHIBIT OF TRAVELERS INSURANCE COMPANIES

The Travelers Insurance Companies held colorful ceremonies to commemorate the groundbreaking of their Fair exhibit site, adjacent to the Pool of Industry, on Wednesday, June 27. The event marked the fourth groundbreaking of a major exhibitor in recent weeks, as Gas, Inc., General Motors and The Bell Telephone System had already started basic construction activity during May and early June.

J. Doyle DeWitt, president of the country's largest all-line insurance company which celebrates its centennial coincident with the Fair's opening, joined Robert Moses, Fair president, in the traditional shovel-wielding and in an "umbrella raising" ceremony, which lent a novel touch to the event. A giant red umbrella, measuring 21 feet in diameter and reputed to be the largest umbrella ever made, was raised at the Travelers' exhibit site to illustrate the Companies' corporate symbol.

"The World's Fair of 1964 will be a showcase of freedom," Mr. DeWitt said at the ceremonies, "and an inspiring symbol of the accomplishments of a free society. We are proud to be a part of the vision which is creating this great World's Fair. With the breaking of ground here today, we dedicate ourselves not to celebration of our past but to our will and determination to meet the responsibilities of the future."

Referring to the theme of his own company's exhibit, the Travelers chief executive drew a parallel between it and the Fair. "We feel that our story, which is nothing less than man's developing capacity to triumph over the hazards of living, has a depth and significance completely appropriate to the Fair's great theme of man's achievements on a shrinking globe in an expanding universe."

Mr. DeWitt told newsmen, after the groundbreaking ceremonies, that Travelers plans to promote the Fair in all sections of the United States and Canada through its 21,000 salaried employees and 50,000 agents and representatives. ●



The proposed Hong Kong Pavilion, as drawn by Dong Kingman, and sponsored by a group of the British Crown Colony's businessmen, typifies a native teahouse.

TRANSPORTATION & TRAVEL PAVILION CONSTRUCTION TO START IN EARLY OCTOBER

Final lease agreements for the Transportation & Travel Pavilion were signed late in June by Robert O. Thatcher, president of the Pavilion's sponsoring organization, and Matthias E. Lukens, deputy executive director, Port of New York Authority.

Mr. Thatcher announced that construction of the Pavilion, which will be one of the largest buildings erected at the Fair, will begin October 2nd. Fronting on the Grand Central Parkway across from the permanent New York City Building, the three-story structure will be 80 feet high, 384 feet long and 182 feet wide. It will be the first "suspension building" ever erected

with all its above-ground floors suspended by cables from 120-foot pylons. It will house 130,000 square feet of exhibit space and will be the only industry-wide, multi-tenant pavilion in the Fair's Transportation Section.

On the occasion of the construction announcement, Fair president Robert Moses said:

"This structure will be one of the focal points of the Fair. The theme of the exposition is 'Peace through Understanding,' and travel and trade are most effective means for achieving understanding. By stimulating over 70 million visitors to

travel, by demonstrating how great carriers have brought the most distant places within reach, and by dramatizing the importance of present techniques and future possibilities for moving goods, the Transportation & Travel Pavilion will make an important contribution to the over-all purpose of the Fair."

Other multiple exhibitor pavilions expected to follow the lead of Transportation & Travel within the next few months are the Hall of Education, World of Food, House of Good Taste, Graphic Arts, American Interiors and Better Living. ●

FIVE MORE EXHIBITORS MOVE FORWARD IN FEDERAL & STATES AREA

In recent weeks there has been greatly increased activity among prospective participants in the States Area of the Fair. In addition to the thirty states already announced as intending to exhibit, California, Alabama, Virginia, Michigan and the Virgin Islands all are now actively studying the question of participation.

The State of California, through its Economic Development Agency and Stanford Research Institute, is canvassing industrial leaders of the state to determine the scope of its proposed exhibit. Information packets, including World's Fair literature, have been distributed to over 200 California firms. The funds for this study were appropriated by the California legislature.

An Alabama World's Fair Commission has been formed with Mr. W. I. Bowman as chairman. Mr. Bowman met with Fair representatives in Montgomery, Alabama, on June 28th to discuss Fair plans.

A new Virginia Advisory Board on Industrial Development and Planning has been formed under the chairmanship of Harry F. Byrd, Jr. This Board is currently considering a World's Fair exhibit and has tentatively reserved a 35,000 square foot site.

On June 28th, the legislature of the State of Michigan passed a resolution establishing a joint interim legislative committee to study the feasibility of Michigan's participation in the New York World's Fair. This ten-member committee is expected to visit the Fair in the near future to discuss plans for the Michigan Exhibit.

General William E. Potter, executive vice president of the Fair, met with Commissioner of Commerce Henry L. Kimelman, and with the Economic Board of the Virgin Islands, in St. Thomas on July 9th to discuss further details regarding an exhibit. A lot near the Puerto Rico Exhibit site has been tentatively reserved. Ivel Construction Corporation has been retained by the Virgin Islands to develop a concept and preliminary plan for the proposed pavilion.

State officials visit Fair

The Fair was honored on June 27th by a visit from Lieutenant Governor of Hawaii, James K. Kealoha, chairman of the Hawaii World's Fair Commission. He came to New York to discuss details concerning the State's Lake Area pavilion. He was accompanied to the Fair by Kei Yamato, president of Orchids of Hawaii,

Leslie Levi, president of Ivel Construction Corp., and Reino Aarnio, architect.

During the last week of June, the Advisory Arbor and Garden Committee of the New Jersey Tercentenary Commission visited the Fair grounds to get a firsthand view of the planting on the site of the New Jersey Exhibit.

Bill Hardman, manager of the Tourist Division of the Georgia Department of Commerce stopped at the Fair recently and described progress on the plans for the Georgia Pavilion. The exhibit is being designed by Gregson & Associates of Atlanta, Georgia. ●



Michael R. Pender of the Fair's Federal and State Section greets Lt. Gov. James Kealoha of Hawaii as he arrived by boat at the Fair's Flushing Bay Marina to discuss details of the State's Lake Area pavilion.

ARTHUR H. MOTLEY ELECTED TO EXECUTIVE COMMITTEE

Seven New Members On Board of Directors

Robert Moses announced last week that Arthur H. Motley, president of Parade Publications, Inc., has been elected to the executive committee of the World's Fair.

At the same time, seven additional members were added to the roster of the Fair's board of directors. They are: Patrick J. Frawley, Jr., president of Wilcolor, Inc., Culver City, California; William P. Hunt, chairman of the board, Security-Columbian Banknote Company, New York City; Miss Dorothy Liebes, Dorothy Liebes Textiles, Inc., New York City; George L. Murphy, vice president of Technicolor Corp. and former president of the Screen Actors Guild, Hollywood, California; Jarvis J. Slade, New York Securities Company, New York City; Benjamin H. Swig, chairman of the board, Fairmont Hotel, San Francisco, California; Ezra K. Zilkha, president of Zilkha & Sons, Inc., New York City. ●

OLYMPIC TRIALS AWARDED TO NEW YORK IN 1964

City and Fair to be Joint Hosts

Mayor Robert F. Wagner and World's Fair president Robert Moses announced on June 20 that the City of New York and the New York 1964-1965 World's Fair will be joint hosts to the official U. S. Olympic trials for the 1964 Olympiad to be held in Tokyo, Japan, in the fall of that year.

The trials in the spring and summer of 1964 will involve 17 of 20 scheduled events with an estimated 2,000 athletes participating. They will be conducted at the Fair grounds and sports sites throughout the city with one event held in nearby Nassau County.

Mayor Wagner and Mr. Moses, characterizing the Olympic games as "one of mankind's great efforts to forward the understanding between nations," emphasized their pleasure in having the tryouts "join with us in our own Olympics of Progress at the New York World's Fair in 1964 to emphasize and reinforce our parallel purposes of peace through understanding."

Mayor Wagner and Mr. Moses said in a joint statement: "It is a great pleasure to announce that the United States Olympic Committee has accepted the joint invitation of the City of New York and the New York 1964-1965 World's Fair to hold the official Olympic tryouts in New York City during the spring and summer of 1964 for the Olympic games to be held later that year in Tokyo, Japan."

"The availability of Flushing Meadow Park, site of the Fair, for some of these events, together with the many other first-class facilities in the New York area, makes the City by far the most appropriate location for the tryouts. Visitors from every state in the Union and from nations throughout the world will have an opportunity to witness the competition of our own athletes as well as to view the outstanding World's Fair expositions of culture, education, science and industry."

"To these young men and women athletes whose finest efforts will determine the composition of our teams in Japan, the City of New York and the New York 1964-1965 World's Fair extend their cordial welcome."

In accepting the joint invitation, Kenneth L. Wilson, President of the United States Olympic Committee, thanked the Mayor and Mr. Moses for the opportunity to hold tryouts in one central area. ●

Recent Distinguished Visitors At World's Fair



J. Caravello, U.S.I.A., Director of Exhibitions to Fairs for the Sudan Republic, Mohamed Zaki Elhag, and Lionel Harris of the International Division staff at contract signing ceremony.

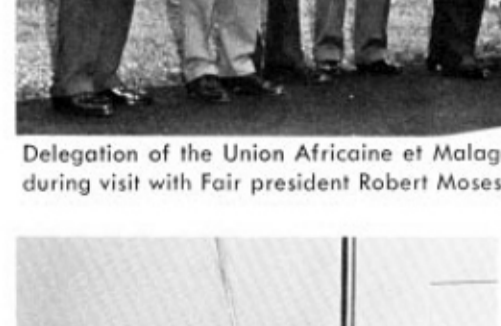


M. Chebil of Tunisia signing agreement of participation with Governor Charles Poletti, vice president of the International Division.

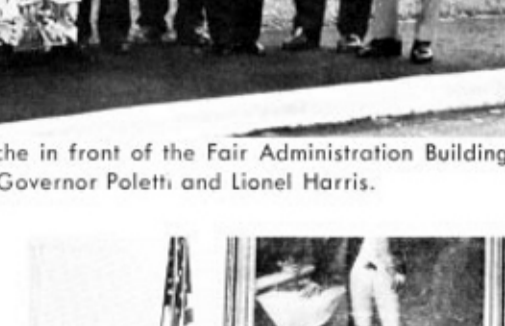
A recent visitor to the Fair was Ben Wells, (right) vice president-sales and advertising, the Seven-Up Company. With Mr. Wells is Ted Jardine, vice president of the J. Walter Thompson Co.



Delegation of the Union Africaine et Malagache in front of the Fair Administration Building during visit with Fair president Robert Moses, Governor Poletti and Lionel Harris.



Fair president Robert Moses, Mayor Robert F. Wagner and Deputy Mayor Edward F. Cavanagh, Jr. welcome United States Olympic Committee at City Hall.



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Miss Universe contestants from many of the countries of the world pay a visit to the Fair's Administration Building before leaving for their final competition in Miami beginning July 6. Governor Charles Poletti greeted the girls on their arrival.