



UNISPHERE®
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DANISH INDUSTRY WILL HAVE FAIR PAVILION

Denmark will be represented at the New York World's Fair as a result of an agreement signed by the Fair and the Danish Agricultural Marketing Board in Copenhagen, it was announced July 9th by Governor Charles Poletti, Fair vice president for International Affairs and Exhibits.

The Danish group was represented by its Managing Director, Erik Stockmann, with Douglas Beaton acting for the Fair Corporation.

The pavilion, to be designed by Erik Moeller, noted Danish architect, will include a restaurant serving choice Danish food, beer, aquavit and liqueurs, a furniture display area and exhibits of Danish arts and handicrafts. A site of approximately 15,000 sq. ft. in the Fair's International Area has been selected. The architect will be assisted by the engineering firm, Werner, Jensen & Korst of Stamford, Connecticut.



The Unisphere®, with all structural steel in place, as seen from the Avenue of the Americas last week.



The AMF Monorail ride will be one of the features in the Lake Amusement Area.

Lake Amusement Area Offers Fair Fun

For those to whom a Fair is fun, frivolity and mirth, in addition to an educational experience, the New York 1964-1965 World's Fair has set aside a choice area of land surrounding Meadow Lake. Here will be thrills, spectacles, pageantry and night life geared to all ages and tastes, without the tawdry midway, shills and girly shows.

Overlooking the Lake is the Amphitheatre, flanked by the beautifully landscaped pavilions of Hawaii and Florida. This permanent structure, once the scene of the 1939-1940 Fair's Aquacade, is being renovated to house a spectacular million dollar show produced and directed by Radio City Music Hall's Leon Leonidoff and orchestra leader Meyer Davis. Utilizing lavish scenic effects and a cast of 250, the musical spectacle will be unveiled in three parts — on earth, in the water and in the air. The 250-foot revolving stage being installed in the 10,000-seat theater is reputedly the largest in the world.

Nostalgia is the motif of a 90-minute extravaganza which will be staged three times a day at the Century Showcase Theater. Combining visual splendor with music, dancing, singing and comedy, the

show, tentatively titled "Bright Lights of Broadway," will present highlights of 100 years of American musical comedy, dating back to "The Black Crook" of 1864. An original book, depending on songs and characters for continuity rather than on dialogue, it will reflect significant eras in the development of musical theater, and will include many memorable songs of yesteryear.

Underneath a 45-foot high fireproof big top, the Continental Circus will present acts never before seen in this country. A spokesman for the Circus says that John Ringling North's agents are now combing Asia and Europe for unique acrobats, animal acts and other performing talent to make this truly a super-spectacle.

In a totally different vein will be the delicate fantasy world of Dancing Waters. On the stage of a 700-seat theatre, columns of multi-colored illuminated water will assume intricate shapes and formations as they rise up to 30 feet in the air, in movements synchronized to the music from an organ-like console.

The American Indian Village will offer a vivid portrayal of the life and customs of the American Indian. Among the ex-

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EXHIBITOR PUBLIC RELATIONS REPRESENTATIVES MEET TODAY AT 3 PM IN THE PRESS BUILDING

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

FAIR QUOTE OF THE MONTH

It is seldom that one man in his lifetime has two State parks, a causeway and a parkway named for him. But it is seldom that any one man attains the stature of Robert Moses.

Thus it is appropriate that in western New York, the beautiful drive along the Niagara River will now be known as Robert Moses State Parkway; in the north, Thousand Islands State Park will bear his name; and in the Metropolitan Area, the development of Fire Island as a recreation center will become Robert Moses Causeway and State Park.

This must be especially gratifying to Mr. Moses, for whom parks were a first love before he became Bob the Builder, developer of the State's power resources, the City's network of arterial highways and now the guiding genius of the New York World's Fair.

May Mr. Moses enjoy many more years of public service and high honors. . .

Editorial, New York Journal American
July 6, 1963

LATE NEWS...

TWO NEW FAIR LICENSEES BRINGING THE TOTAL TO 36 HAVE BEEN GRANTED APPROVAL BY MEDIA ENTERPRISES INC.: PARK ELECTRO-CHEMICAL CORPORATION, FLUSHING, L. I., WILL PRODUCE METAL EMBLEMS, REFLECTORS, RULERS, BADGES AND MATCHBOX HOLDERS. THOMSON-LEEDS CO. INC., OF N.Y.C. WAS AWARDED THE CONTRACT FOR THE RETAILING OF OFFICIAL FAIR POSTERS. . . THE NEW LIRR STATION WAS OPENED OFFICIALLY AT THE FAIR'S MAIN ENTRANCE ON JULY 10. . . MR. MOSES AND GOV. POLETTI REPORTED ON FAIR PROGRESS TO MEMBERS OF THE OVERSEAS PRESS CLUB AT A LUNCHEON LAST WEDNESDAY. . . A PRESS CONFERENCE TO ANNOUNCE THE FAIR'S MONORAIL WAS HELD TODAY AT THE NEW YORK HILTON. . . FAIR EXHIBIT IN TIME & LIFE BUILDING OPENED TO PUBLIC JULY 16 AND WILL REMAIN THROUGH SEPT. 8.

191 WORKING DAYS TO OPENING DAY

CALIFORNIA LATEST TO JOIN FAIR'S FEDERAL-STATES AREA

Florida, New England States and Louisiana Announce Plans

Late last month, Governor Edmund G. Brown signed a bill establishing the California World's Fair Exhibit Commission. At the same time, he announced the appointment of Mrs. Herman Ridder, wife of the publisher of the Long Beach Press Telegram, as acting president of the ten-member Commission.

The Commission has reserved a two-acre site near the Federal Pavilion for their "Golden California" exhibit.

Governor Brown stated, as he signed the bill, that the exhibit should return the California investment many times in terms of tourism, the marketing of California-manufactured goods, agricultural sales and business investment.

Governor Farris Bryant visited the Fairgrounds on June 24th to participate in the dedication ceremonies for the Florida Citrus Tower, landmark of the 3.12 acre Florida site. In previous remarks made at the Fair, the Governor stated that his State's exhibit "will represent the true character of our State to the nation and around the world."

Sam A. Banks, chairman of the Florida Citrus Commission, and other members of the Commission participated in the ceremonies. The Florida World's Fair Authority was represented by its executive director, William L. Stensgaard. A highlight of the event was the planting of two orange trees by the Florida Citrus Queen, Brenda Sue Scarborough.

June also saw passage by Massachusetts of the sixth and last State appropriation for the New England States Pavilion. The New England Council World's Fair Corporation has been formed to develop and

manage the exhibit. Gilbane Construction of Providence, low bidder for the construction contract, will start operations this month. A dedication ceremony, involving the six governors, is tentatively scheduled for early August.

Louisiana will be represented by a three-acre exhibit just across from the Lake Amusement Area, it was announced in mid-June by General William E. Potter executive vice president of the Fair, and Thomas J. Lupo, chairman of the board of World-A-Fairs Corporation. The Corporation has been commissioned by Louisiana Governor Jimmie H. Davis to develop the pavilion which will be known as the "Official State of Louisiana Exhibit for the New York World's Fair 1964-1965."



Governor Farris Bryant, Governor of Florida, Miss Brenda Sue Scarborough, Florida Citrus Queen, and Robert Moses, president of the New York World's Fair, at the dedication of the Florida Citrus Tower.

Commemoration Stone Set for Irish Exhibit

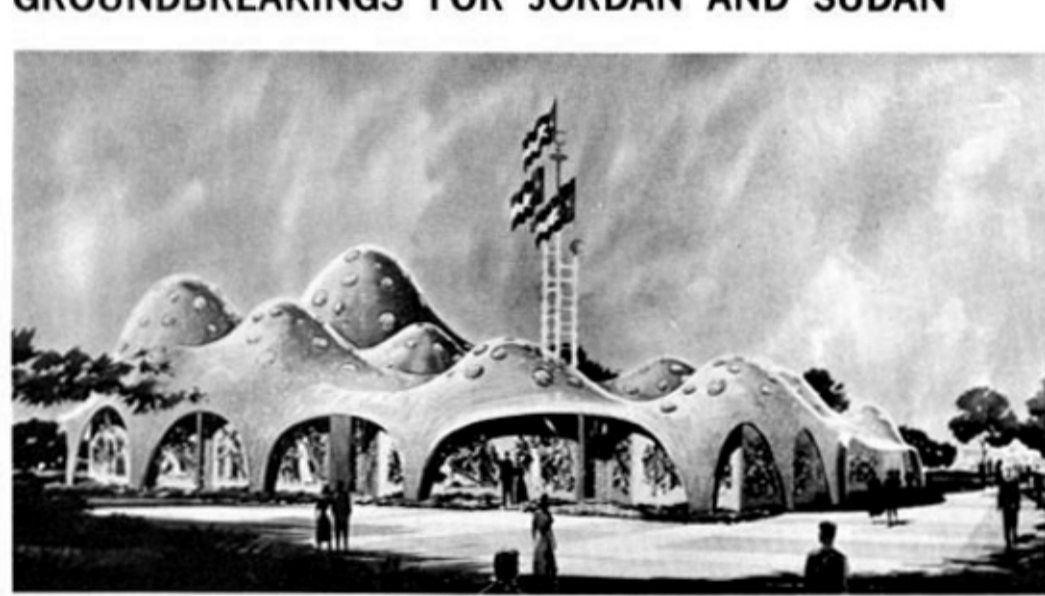


His Excellency John O'Brien, Consul General of Ireland, Robert Moses, president of the New York World's Fair, Governor Charles Poletti, vice president of the International Division of the Fair, and Sean Keating, Regional Director of the U.S. Post Office, lay the cornerstone for the Irish Pavilion.

Against a background of green shamrocks, a traditional commemoration stone was placed at the site of the Pavilion of Ireland during ceremonies held at the exposition grounds on June 28th. Hon. John O'Brien, Consul General of Ireland, participated in the program with Robert Moses, president of the New York 1964-1965 World's Fair, and former Governor Charles Poletti, vice president in charge of International Affairs and Exhibits for the exposition.

Richard C. Patterson, the Fair's chief of protocol, presided and called upon Sean Keating, director of the New York Regional Office of the U. S. Post Office Department, and the Very Reverend Donal O'Callaghan for short impromptu speeches.

GROUNDBREAKINGS FOR JORDAN AND SUDAN



The Pavilion of the Hashemite Kingdom of Jordan.

The Hashemite Kingdom of Jordan broke ground on July 2nd for its pavilion. Both Robert Moses, president of the New York World's Fair, and Charles Poletti, vice president of International Affairs and Exhibits for the exposition, spoke briefly, mentioning the importance of the Dead Sea Scrolls and the 35-ft. column from Jerash which will be featured attractions of the exhibit. His Excellency Abdul Monem Rifai'i, Jordan's Ambassador to the United Nations, received the Fair medalion.

Ground was broken for the Republic of Sudan on June 27th. His Excellency Dr. Osman El-Hadari, Ambassador of Sudan to the United States, and His Excellency Omar Abdel Hamid Adel, Ambassador of Sudan to the United Nations, spoke briefly with Fair President Robert Moses and former Governor Charles Poletti. The pavilion, Islamic in design, is by Noel and Miller. Rising on a 14,000 sq. ft. site, it will house a small theatre, a specialty shop, and displays of Sudanese products and handicrafts.

MASONIC ORDER EXHIBIT AT THE FAIR



Robert Moses, president of the New York 1964-1965 World's Fair, joined Grand Master Harry Ostrov of the State of New York Masons on July 10th in signing an agreement of participation for the Masons of New York in the international exposition. Organized for the purposes of Fair participation, the Masonic Brotherhood Foundation, Inc., has acquired a 25,000 sq. ft. site at the corner

of the Avenue of the Americas and Eurasia Avenue in the International Area.

The agreement provides for a Masonic Pavilion to house Masonic exhibits and a large and attractive lounge area where all World's Fair visitors, whether Masons or not, will be welcomed by the New York State Masons, acting as hosts. The building will be dominated by a monumental Square and Compass 60 feet high.

LAKE AMUSEMENT AREA

(continued from page 1, col. 3)

citing events planned are archery and hatcher throwing contests, a live snake dance, the hot coals dance and other rites and rituals to be shown for the first time off a reservation.

A trip along the canals of Venice is just a short distance away where one can recline on cushioned gondolas while drifting around the edge of Meadow Lake. For more adventurous mariners, Maroda Enterprises will also provide rides in paddle river boats, pontoons, glass-bottomed boats, outriggers and floating fringed surreys.

Five centuries roll away aboard an authentic replica of the Santa Maria, Christopher Columbus' flag ship. Constructed in Spain of 15th century-type materials, it will be anchored adjacent to the Florida Pavilion. Shipboard life of the 15th century will be portrayed in a life-size wax tableau to be located down in the hold. Basque sea chanties, recorded in Spain, will give an added dimension of realism.

Back on land, the visitor can ride into the future — high above the crowds — in a conveyance predicted for the Utopian society to come. The Fair's Monorail, built and operated by American Machine and Foundry, will be a system of two parallel 4,000-foot closed loops around the perimeter of the Amusement Area and will have a 40-foot high loading station adjacent to the Continental Circus.

A bird's eye view of the Fair plus the thrill of a straight ascent 100 feet up from the ground will be offered by BFE's Aerial Ride, adjacent to its Belgian Waffle Restaurant.

In a gentler pace, but as spectacular in its own way, will be the Swiss Sky Ride. From two terminals, at either end of the International Area, passengers will be able to board 4-seat gondolas for an aerial cable ride at a height of 112 feet.

National ballet corps and other dance groups will stage performances in their respective pavilions in the International Area also, and live theater and cinema from far corners of the world will be represented.

The Dick Button Ice-Travaganza in the New York City Building will have 100 performers drawn from the skating champions of the world and will feature as one of the stars Canada's 18-year-old Olympic winner, Don MacPherson.

Finally, in the Marine Theater at nearby Jones Beach, Guy Lombardo and Mike Todd, Jr.'s production of "Around the World in 80 Days" will offer an additional lure to New York and Fair visitors.

PRESIDENTIAL CONVENTION

DELEGATES TO VISIT FAIR

Governor Richard J. Hughes, whose State of New Jersey has been awarded the Democratic National Convention for Atlantic City in late August, 1964, announced from Washington on June 25 that he intends tying-in the Convention and the Fair.

"I think it will be a pleasant convention," he said. "We are going to hook this convention up with a visit to the New York World's Fair, to Philadelphia, and to New York and we have adequate facilities for everyone."

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One of the many promotional materials developed by the Fair is the kiosks pictured above. Orders are being taken now for the kiosks, which have been designed for the sale of tickets and distribution of Fair folders and brochures and will be installed in department stores throughout the country.

NATIONALITY DAYS SCHEDULED FOR FAIR

Representatives of many nations and nationality groups met recently at the Fair to discuss a program of colorful Nationality Days, highlighting music, songs and dances of national and ethnic associations.

Louis B. Ames, Fair director of cultural programs, Miss Jean Dalrymple, consultant for the Performing Arts, and Walter Bacad, program director for Nationality Days, informed the group of more than 75 visitors of current plans.

Nationality Day programs will be held on Sundays during 1964. They will start on April 26 and will run through October 18. Allowances are being made for both afternoon and evening performances.



Pope Paul VI and President Kennedy admire small-scale replica of Michelangelo's "Pietà," which the Pontiff presented to the Chief Executive during their meeting July 2nd in Rome. The "Pietà" will be one of the main attractions of the Vatican Pavilion at the Fair.

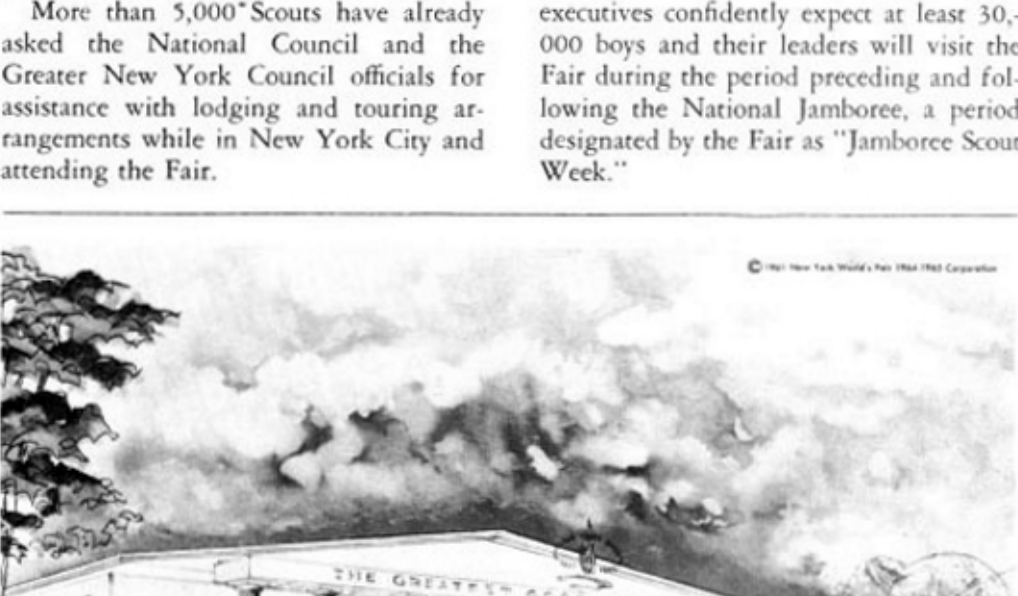
BOY SCOUTS PLAN FAIR ACTIVITIES

Reports received from Boy Scouts Councils across America indicate mounting enthusiasm on the part of groups coming to visit the New York World's Fair. One of the peak periods will be during the National Jamboree at Valley Forge, from July 17 to 23, in the Fair's first season.

More than 5,000 Scouts have already asked the National Council and the Greater New York Council officials for assistance with lodging and touring arrangements while in New York City and attending the Fair.

Further, announcement of the plans for the World's Fair Scout Service Corps met with such response that they are fully booked for the 1964 season already except for a few vacancies available in early or late summer.

The 5,000 boys now planning trips to the Fair at Jamboree time represent fifty different Scout Councils from among more than six hundred in the nation. Scout executives confidently expect at least 30,000 boys and their leaders will visit the Fair during the period preceding and following the National Jamboree, a period designated by the Fair as "Jamboree Scout Week."



One of the many unusual exhibits at the Fair will be a pavilion built in tribute to a way of life. The Hall of Free Enterprise will dramatize the benefits inherent in America's free economy.