



UNISPHERE

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### SINCLAIR FAIR EXHIBIT TO FEATURE DINOSAURS

#### Scientific Display to Show Life-size Reproductions

Life-size re-creations in molded fiber glass of nine different genera of dinosaurs, ranging from the 7-foot Ornithomimus to the 70-foot Brontosaurus, largest land creature that ever existed, will seemingly roam through a prehistoric garden in the Sinclair Refining Company's Fair exhibit, it was announced last month by E. L. Steinger, president of Sinclair Oil Corporation. The three largest monsters will be animated, he said.

The Sinclair exhibit follows a tradition, as noted by Mr. Steinger, because the first World's Fair, the famous 1852 Crystal Palace Exposition in London, included the first dinosaur reconstruction ever attempted. The model was based on relics unearthed in England in 1822 and was called an Iguanodon.

Of the nine dinosaurs to be shown by Sinclair, three were first excavated, named and described by Dr. Barnum Brown, curator emeritus of the American Museum of Natural History, under whose guidance the monsters are being constructed by Louis Paul Jonas, noted sculptor. Many of Mr. Jonas' dioramas of

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### NEW ENGLAND SIGNING MARKS BUSY MONTH FOR FEDERAL AND STATES AREA EXHIBITORS



Model of proposed New England States Pavilion.

The six New England States were officially added to the growing roster of impressive exhibits to rise in the Fair's Federal and States Area with the signing of an agreement for 81,518 square feet of space on August 6 by Gardner A. Caverly, executive vice president of the New England Council.

On display at the ceremonies, which were attended by Representative Peter J. Cloherly, chairman of the New England States World's Fair Committee, and other members of the Committee, was a scale model of the six-state Pavilion conveying the theme of "New England: Where Our Past Began, Our Future Begins." It will house an exciting variety of exhibits portraying the history, culture, seafaring background and industry of this major sector of the American community.

There will be separate exhibits within the Pavilion for Connecticut, Maine,

Massachusetts, New Hampshire, Rhode Island and Vermont. Each state will picture its past achievements along with future aspirations. From this regional section the visitor will move through beautiful landscapes that provide a flavor and fragrance of New England, to the village green and amphitheater where a wide variety of events is expected, from a town meeting to a performance by the Boston Pops Orchestra. Planned also is a fish hatchery, a country store and a restaurant featuring foods for which New England is famous.

Two other major state flags that were formally brought to the Fair through August lease signings were Florida and Alabama. Governor Farris Bryant of Florida visited the site on August 15th with members of his State's official World's Fair Committee which contracted for 114,179 square feet in the

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Fair President Robert Moses and E. L. Steinger, president of Sinclair Oil Corporation, flank Dr. Barnum Brown, Curator Emeritus of the American Museum of Natural History, before the model of Sinclair's Fair exhibit.

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### NEW YORK WORLD'S FAIR 1964-1965

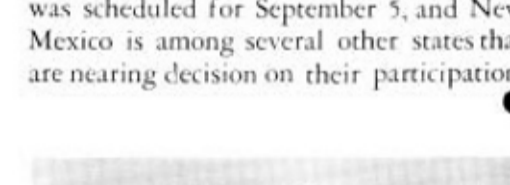
Flushing 52, N. Y. • Tel.: WF 4-1964  
ROBERT MOSES, President Code-212

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Lake Area. The Cotton State, which had earlier reserved a site of 42,255 square feet, signed its lease and is now studying exhibit plans for final concept.

Up-and-coming events expected by General William E. Potter, Fair vice president and head of the Federal and States Area, are the Delaware signing by Governor Elbert N. Carvel, and receipt of final contract for space from the State of Illinois.

An important meeting of the Minnesota New York World's Fair Committee was scheduled for September 5, and New Mexico is among several other states that are nearing decision on their participation.



FAIR APPROVAL FOR THE FUTURE — Three Travelers Insurance Companies' employees inspect and approve the model of their firm's exhibit for the New York 1964-1965 World's Fair. Construction work on the Pavilion is well under way.



Secretary of Commerce Luther H. Hodges (left) presents official appointment certificate to Norman K. Winston, United States Commissioner to the World's Fair. Looking on is Gen. William E. Potter, executive vice president of the Fair.

### KODAK CEREMONY FEATURES FIRST INDOOR GROUNDBREAKING

#### More Than 100 Attend Colorful Event

A last minute downpour brought officials of the Eastman Kodak Company inside the Fair's Administration building on August 21 for the first indoor groundbreaking of a Fair exhibitor. Complete with toy shovels, it proved to be a novel and memorable event for more than one hundred guests and media representatives who watched Kodak President William S. Vaughn and Fair President Robert Moses symbolically turn the first earth.

Dramatizing the unveiling of the exhibit, Kodak executives demonstrated one of the company's most precious treasures, the first Eastman camera. Mr. Moses presented Mr. Vaughn with the World's Fair silver medallion to commemorate the groundbreaking.

Described by Mr. Vaughn as "the most complete and colorful exhibit ever assembled to display photography's impact on our lives," the visitors were given a first-hand report of its two major aims:

- To provide visitors with a rare visual experience.
- To present a photographers' paradise where camera-users can take memorable snapshots and movies of their friends and families.

The Pavilion will rise just inside the Fair's main eastern entrance on a 69,000 square-foot site. Envisioned as "a two-level, picture-taker's paradise" it is topped by an 80-foot tower of five giant color photos that will be visible for miles by day and night. There will be a photo-

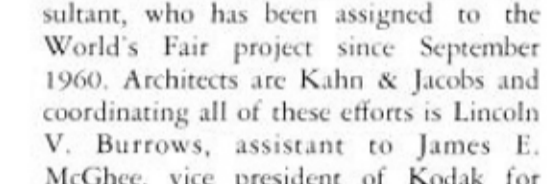
### KODAK CEREMONY FEATURES FIRST INDOOR GROUNDBREAKING

graphic information center and other displays on the first floor, where the public can learn how to improve their own pictures. On the second level, which is open to the skies, visitors can find colorful backgrounds for their photography.

The tower, equivalent in height to an eight-story building, will feature two theaters, the largest of which will accommodate 35,000 people during the course of an average day. Here Kodak will explore the wonders of the world captured by the camera. The smaller theater will be utilized to demonstrate projection techniques and the products of Eastman Kodak and its subsidiary companies in the textile and chemical fields.

For its exciting displays Kodak will rely on its own scientists and engineers in Rochester, New York and on the talents of Sol Bass Associates, creators of special effects for many of Hollywood's most famous movies.

The building design is the creation of Will Burtin, Inc. of New York, working with Franc Ritter, Kodak's design consultant, who has been assigned to the World's Fair project since September 1960. Architects are Kahn & Jacobs and coordinating all of these efforts is Lincoln V. Burrows, assistant to James E. McGhee, vice president of Kodak for United States sales and advertising.



Lincoln V. Burrows (left), assistant to Eastman Kodak's vice president for domestic sales and advertising, and William S. Vaughn, president of the company, as they examined the first Eastman camera during recent Fair ceremonies.



### BRAZIL AMONG MOST RECENT SIGNATORIES

#### Israel and Spain Also to be Represented

In a highly-encouraging final two weeks of August, the Fair's International Division concluded negotiations for Fair participation with the Brazilian Government Trade Bureau and with a company representing Spanish industry. Also, on August 12, the Cabinet of Israel confirmed its country's original decision, made in 1960, to accept the Fair's formal invitation to exhibit.

Minister Counselor João Paulo da Silva Paranhos do Rio Branco of the Brazilian Trade Bureau in New York signed the formal Agreement of Participation with Mr. Moses on August 21. The Brazilian minister was accompanied by Mr. and Mrs. Destefano de Souza, also of the Trade Bureau. Mr. Destefano de Souza will design the Brazilian Pavilion, while Mrs. Destefano de Souza is in charge of fairs and exhibitions for the Brazilian Government in this country. Brazil's exhibit will occupy a site of 33,812 square feet on the Fair's Avenue of the Americas.

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wild life are on display at the American Museum of Natural History. The three creatures unearthed by Dr. Brown, who is widely known as "Mr. Dinosaur," are the Trachodon and Corythosaurus, both "duck-bill" type dinosaurs of the Ornithomimid species, and Ankylosaurus, one of the armor-plated dinosaurs.

Sponsor of the dramatic exhibit, the Sinclair Refining Company is the manufacturing and marketing subsidiary of Sinclair Oil Corporation, which, measured by assets, is the nation's ninth largest oil company and nineteenth largest industrial corporation.

### LATE NEWS . . .

EXHIBITORS' PUBLIC RELATIONS REPRESENTATIVES ARE INVITED TO ATTEND A SPECIAL MEETING WITH THE FAIR'S PUBLIC RELATIONS AND COMMUNICATIONS PERSONNEL AFTER THE DIRECTORS' MEETING AND LUNCHEON ON SEPTEMBER 12. THE MEETING IS CALLED FOR 2:30 PM. . . . FIRST POWER FOR THE FAIR'S EXHIBITORS WAS TURNED ON SEPTEMBER 4 FROM SUB STATION #1. . . . GOVERNOR POLETTI VISITED SEATTLE RECENTLY AND COMMENTED THAT FOREIGN GOVERNMENTS HAD SPONSORED SOME OUTSTANDING EXHIBITS BUT THERE SEEMED TO BE TOO MUCH EMPHASIS ON CONSUMER GOODS. . . .

MAYOR ROBERT F. WAGNER HAS DESIGNATED DEPUTY MAYOR EDWARD F. CAVANAGH, JR. AS CHAIRMAN OF THE NEW YORK CITY OLYMPIC COMMITTEE. . . . NEW SCHEDULE FOR ED SULLIVAN'S WORLD'S FAIR SHOW IS DEC. 2.

### GROUND IS BROKEN FOR FAIR'S PRESS BUILDING

#### Representatives of Press Associations Witness Event

Representatives of the Press Photographers Association, the Foreign Press Association, the Radio and TV Reporters Association and the Overseas Press Club were among the official witnesses of ceremonies held in connection with the

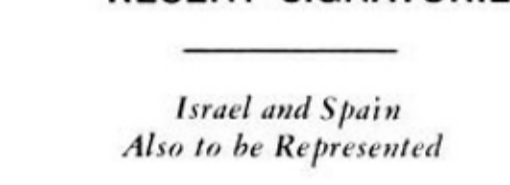
groundbreaking for the Fair's Press Building.

Fair President Robert Moses and William Berns, vice president in charge of communications and public relations, wielded the traditional silver shovels along with William J. Donoghue, whose company is responsible for press and publicity, and Howard Johnson, vice president of Thomas J. Deegan

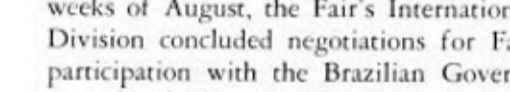
Company, Inc. Mr. Deegan is chairman of the Fair's executive committee and of the Deegan Company, consultants to the Fair for public relations and sales promotion.

Eggers & Higgins are the architects for the 19,000 square-foot structure, scheduled for completion in February 1963. D. Fortunato, Inc. has been awarded the construction contract.

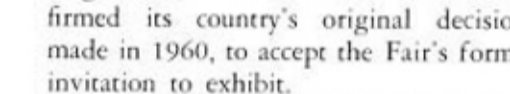
Housed in one of the most completely equipped buildings of its type ever designed, press facilities will include equipment for immediate transmission of news and photographs, radio and television offices and accommodations for all press media. Also included is a press conference room with elevated platforms to allow for simultaneous interviews by news, TV, newsreel and photographic representatives. Movable wall partitions will permit quick enlargement of the room for special occasions, and a separate lounge will be installed for working press members.



Rendering of World's Fair Press Building.



Minister Counselor João Paulo da Silva Paranhos do Rio Branco of the Brazilian Government Trade Bureau in New York and Robert Moses as they sign a contract for the participation of Brazil in the Fair's International Area.



### Coming attraction

On April 22, 1964, the New York World's Fair joins the Lincoln Center for the Performing Arts to make our city the most exciting in the world.

577 days to opening day at the Fair

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Salute to Lincoln Center — The above advertisement will appear September 23rd in Part II of the New York Times Magazine, a special edition devoted to Lincoln Center for the Performing Arts; and in special Lincoln Center editions of the New York Herald Tribune's "Today's Living," and in the New York Journal American's "Journal of Living."