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## Vatican Pavilion Under Way at Signal From Pope John XXIII

At a signal from Pope John XXIII, work began at 3 a.m. on Wednesday, October 31st on the Vatican Pavilion at its New York World's Fair site in Flushing Meadow Park against a background of bells tolling from the Eternal City.

Speaking via transatlantic telephone from his private study at 9 a.m., Rome time, direct to a tent installed at the Pavilion site, the Pontiff extended his greetings, congratulations and best wishes to Robert Moses, president of the Fair.

Shortly after the Pope's message had been translated, a pile driver began work on the Vatican's 52,778 square-foot site.

Implored "an abundance of divine favors" on the Fair, the Holy Father referred to the international exposition as "testimony to what the genius and labors of men have been able to accomplish." Also speaking from the Vatican City, His Eminence Francis Cardinal Spellman, Arch-

bishop of New York, expressed deep gratitude for "the inspiration and great help of His Holiness in providing us with this magnificent building," and for allowing the "Pietà" to come to New York to enable "the thousands who are unable to journey to Rome to have an opportunity to see Michelangelo's great masterpiece."

**Pontiff Given Medallion**

His Eminence Amleto Cardinal Cicognani, Secretary of State of the Vatican, and his Eminence Bryan J. McEntegart, Bishop of Brooklyn, participated in the ceremonies at the Vatican during which Thomas J. Deegan, Jr., chairman of the Fair's Executive Committee, presented Pope John with the commemorative World's Fair gold medallion.

**Moses Sees World Significance**

Mr. Moses, responding to the Holy Father from Flushing Meadow Park with



His Holiness Pope John XXIII presses a button which signals from Rome for the start of pile driving at the site of the Vatican Pavilion. Thomas J. Deegan, Jr., chairman of the Fair's executive committee, stands by with the World's Fair gold medallion which he presented to the Pope.

## SEVEN-UP SIGNS FOR EXHIBIT IN FAIR'S INDUSTRIAL AREA

*General Cigar and F. & M. Schaefer Reveal Pavilion Plans*

The Seven-Up Company, one of America's leading soft drink producers, has signed a contract for major exhibit space at the New York World's Fair. H. C. Grigg, president of Seven-Up, who announced the signing, reported that Seven-Up pavilion would be located on 45,088 square feet close to the center of the Fairgrounds across a main thoroughfare from the International Area.

In making the announcement Mr. Grigg said: "We believe this Fair is going to be a tremendous success and will represent a showcase for American industry. As an international company with distribution in over 50 countries we welcome the opportunity to present our story of growth and product quality to this international audience." (continued on page 4, col. 2)



Architect's rendering of the Vatican Pavilion, to be erected at the New York World's Fair. Surmounted by a lantern and a cross, it will rise to a total height of 100 feet and measure 208 feet long and 135 feet wide.

**365 WORKING DAYS TO OPENING DAY**

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## NEW YORK WORLD'S FAIR 1964-1965

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ROBERT MOSES, President Code-212

### CONSTRUCTION BRIEFINGS FOR EXHIBITORS FEATURED AT TWO FAIR CONFERENCES

*35 Exhibitors Will Be At Work By December*

General William Whipple, Chief Engineer for the Fair, led discussions at two recent conferences which were designed to expedite exhibitor construction. Representatives of International and State exhibitors were briefed on the engineering, construction and architectural aspects of the exposition at a two-day seminar at the World's Fair site on October 22nd and October 23rd. The following week a second construction conference was held for Industrial & Transportation Area exhibitors — many of whom are already well under way at their sites.

Access to sites, utilities and the prime factors to expedite construction were the main subjects of the agenda. International Area participants were briefed in Spanish and French, and national and state exhibitor representatives were alerted to the importance of submitting construction starting dates at the earliest possible moment.

Former New York Governor Charles Poletti, Fair vice president for International Affairs and Exhibits, welcomed the more than 175 construction representatives at the first conference which included participants from 52 nations. General William E. Potter, Fair executive vice president, discussed means to accelerate the work of the architectural, engineering and contracting firms and stressed the importance of getting construction under way.

### Construction Well Advanced

General Whipple reported that for the first time, "there are more people working on exhibitors' construction than on Fair contracts." Thirteen exhibitors had started construction by October 1st, with a total of thirty-five expected to begin by December 1st. By May of 1963, some 150 exhibit buildings will be under way.

Building in the Industrial Area speeds along with many above-ground signs of real progress. Ford Motor has just announced first major steel construction. Walls are up at the General Electric pavilion and the concrete floor foundation for Eastman Kodak's building is in place. The foundation for General Motors is now a landmark to passing motorists on Grand



Mrs. Indira Gandhi, daughter of India's Prime Minister Nehru, and chairman of her nation's World's Fair Committee, visited the New York 1964-1965 Fair Administration Building during her recent visit to New York City. Mrs. Gandhi and her party of dignitaries, are shown here with Governor Poletti, vice president in charge of international affairs and exhibits for the Fair, viewing the scale model of the international exposition.

## 17-BLOCK BELGIAN VILLAGE WILL OCCUPY LARGEST SINGLE SITE IN FAIR'S INTERNATIONAL AREA

A Belgian village will come to life at the New York World's Fair. The lease for the 164,811 square-foot pavilion was signed by noted architect A. De Rijdt, with Charles Poletti, vice president of the Fair in charge of International Affairs and Exhibits.

The display will consist of a 17-block complex modeled after existing buildings in Belgium and will include 124 houses, a church, a town hall and shops.

A feature of the exhibit will be an exact reproduction of St. Nicholas Church in Antwerp, including a replica of Rubens' "Descent from the Cross" done in colored sand. Here also, the Stations of the Cross will be displayed in magnificent 5-foot square sand panels.

The exhibit promises to be a traveler's

paradise offering a wide variety of things to see and do. Planned is a 25,000 square-foot rathskeller underneath the Town Hall, an ice cream parlor, cafes and concerts, fish markets, furniture stores and souvenir shops where visitors can purchase, among other famous Belgian products, the handiwork of the copper workers, the glass blowers and others who will be seen at their work on the colorful streets of the exhibit.

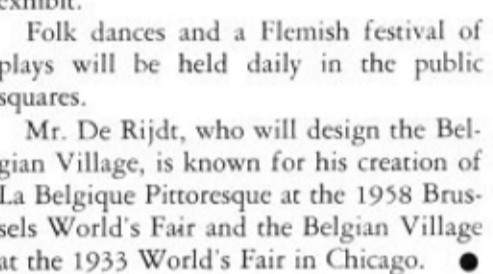
Folk dances and a Flemish festival of plays will be held daily in the public squares.

Mr. De Rijdt, who will design the Belgian Village, is known for his creation of La Belgique Pittoresque at the 1958 Brussels World's Fair and the Belgian Village at the 1933 World's Fair in Chicago.

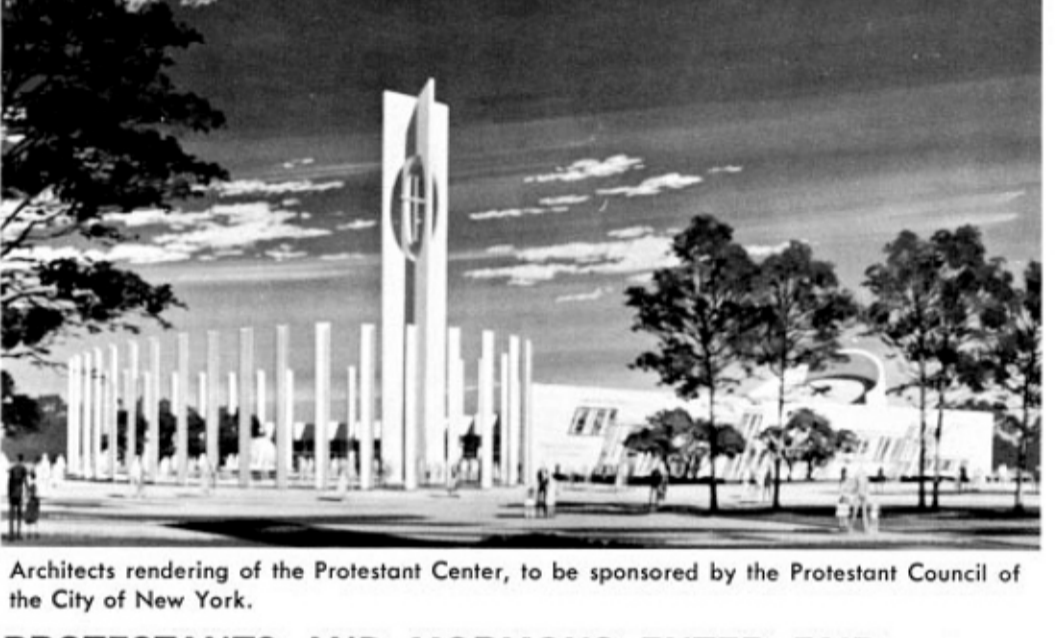
### Central Parkway. Piles are in for Electric Power & Light, du Pont, Festival of Gas, International Business Machines and the Vatican exhibits.

The Travelers Insurance Companies' builders are currently completing the pavilion floor. Work on the pools and fountains of the Pool of Industry begins in December.

The Bell System pavilion will rest on four clusters of 64 H-beams each, which are now in the ground. By next month, Fair officials say, some 1200 wooden piles will be driven at the rate of 40 per day.



General Motors' "Futura," with foundations and sidewalks well along, is a construction pacesetter among exhibits.



Architects rendering of the Protestant Center, to be sponsored by the Protestant Council of the City of New York.

## PROTESTANTS AND MORMONS ENTER FAIR ASSURING PARTICIPATION OF SIX WORLD RELIGIONS

Two of America's largest religious groups, the Protestants and the Mormons, made firm commitments for Fair participation with Stuart Constable, vice president of the Fair's Operations Department.

The Protestant Council of the City of New York held groundbreaking ceremonies for its impressive Protestant Center, on Sunday, November 11, Veterans' Day. The Center will be located on the Avenue of the Americas.

The Protestant site, one of the largest at the Fair, covers 76,416 square feet. Architect's plans show an open, elliptical-shaped forecourt, 80 feet wide and 160 feet long, surrounded by 34 columns dedicated to pioneers in the Protestant movement. Visitors will stroll through this Court to the 26,000 square-foot exhibit building, incorporating the displays of the participating denominations and related organizations.

The pavilion will include a reception center, lounges, a small chapel for meditation and special services, a children's

center where parents may leave the youngsters while they visit other sections of the Fair, and a "Music Garden" in a protected outdoor corner where "tired Fairgoers may rest, meet friends, and listen to especially recorded music," according to the announcement by Professor J. Marshall Miller, Program Director for the Center.

### Mormon Church Will Participate

On Friday, October 19th at ceremonies in Salt Lake City, David O. McKay, President of the Church of Jesus Christ of Latter Day Saints and Stuart Constable, for the Fair, concluded the agreement committing the Mormon Church to a handsome pavilion on a 50,014 square-foot plot facing the Fair's central Avenue of Commerce.

The architectural firm of Raymond and Rado, under the direction of Harold Burton, chief architect for the Church, are already developing plans for a twin-theatre structure to be set amidst fountains and landscaping.

Mr. Constable carried with him to Salt Lake City a formal invitation from Fair President Robert Moses to Church President McKay, asking the world famous Mormon Tabernacle Choir to participate in the Fair's cultural program at Lincoln Center's Philharmonic Hall. Plans for the choir's participation are now being worked out.

The Protestant and Mormon exhibits, together with those of the Synagogue Council of America, the Islam Mosque, the Christian Science Church and the Vatican, bring to six the number of religious pavilions already determined for the New York World's Fair 1964-1965.

## ALOHA, HAWAII!

Ground was broken on November 1st for the exhibit of the State of Hawaii which will rise on a 113,838 square-foot site in the Lake Area of the Fair. Robert Moses, president of the Fair and General William E. Potter, executive vice president and head of the Federal and States Area, joined Lt. Governor James Kealoaha, chairman of the Hawaii World's Fair committee, for the ceremonies.

Discussing the exhibit, General Potter termed it one of the most exciting features of the Fair. He noted that "it will not only add to interest in Hawaii as an international tourist attraction, but will also expose Hawaii's business advantages to the estimated 70,000,000 visitors expected for the Fair's two six month seasons."

### Tropical Paradise Planned

Architect Reino Aarnio has designed an exhibit that will transform the selected area into a tropical island paradise, where typical features of the state will be recreated.

The plans, as approved by the Hawaiian Commission, call for an Aloha Building with displays depicting various phases of Hawaiian history and culture. The eight islands which dot the Pacific to create the State itself will be on view in their proper positions in a miniature ocean, while many-hued rainbows play above a 40-foot waterfall.

The native charm will be further displayed in the Five Volcanoes Restaurant, reaching partly over the Lake, where Island cuisine is to be featured and in shops displaying typical Hawaiian merchandise for sale. An outdoor reproduction of the Honolulu showplace, "Ulu Mau Village," will present the thatched huts and life of old Hawaii.



Present for Hawaii's groundbreaking ceremonies are Laki and Olinia with the shovels, Lt. Gov. and Mrs. James Kealoaha, and Robert Moses.



R. J. Schaefer, president of the Schaefer Brewing Co. is pictured over the model of the exciting new Schaefer Center for the 1964 Fair.



**Cartoonists' Day at the Fair** — Leading members of the National Cartoonists Society covering the Eastern Seaboard visit the Fair today for a briefing co-hosted by Milton Caniff, past president of the Society and creator of the famed "Steve Canyon" cartoon strip for the Chicago Sun Times Syndicate. With many cartoons already inspired



by the coming New York World's Fair, including drawings by Walt Kelly, Al Capp and Milton Caniff, to open their drawing pads and "foresee" what the Fair might be like for the projected 70 million visitors from all parts of the world.



The Very Rev. Msgr. Timothy J. Flynn responds to the Pope's message on the occasion of the groundbreaking for the Vatican Pavilion. With him at the 3 a.m. ceremonies are Robert Moses, center, and the Honorable James J. Delaney.

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a message carried by radio throughout Europe said: "The theme of the New York World's Fair is peace through mutual understanding on a shrinking globe in an expanding universe."

"We welcome the support of the Vatican at this crucial time and its willingness to send us its greatest and most moving sculptural symbol. We regard the announcement of the beginning of construction of the Vatican Pavilion as an event of immense world significance."

Also responding to the Holy Father's message at the Fair was the Very Rev. Msgr. Timothy J. Flynn, director of the Bureau of Information of the Archdiocese of New York. The Most Rev. Auxiliary Bishop of New York, blessed the site as workers finished driving the first pile into the ground.

Directors of the Vatican Pavilion at the New York World's Fair are: The Rt. Rev. Msgr. James W. Asip of Brooklyn, the Very Rev. Msgr. Timothy J. Flynn, the Very Rev. Msgr. Francis M. Costello of New York, and the Rev. Raymond Leonard of Brooklyn.

### (continued from page 1, col. 1)

Ben Wells, vice president, General Sales & Advertising of the Seven-Up Company, will be in charge of the company's World's Fair program.

### General Cigar Exhibit Announced

General Cigar Company, Inc. will construct a special exhibit on a 15,000 square-foot tract it has leased at the Fair. Julius Strauss, president of General Cigar, announced that the specially-designed General Cigar exhibit will be centrally located, directly facing the Solar Fountain, just across from the International Area on the Avenue of Europe.

He pointed out that the General Cigar building, as at the last New York World's Fair in 1939-1940, will occupy the major portion of its 15,000 square-foot site. Both the building and a generous landscaped area surrounding it will, Mr. Strauss said, "provide an atmosphere and location where a man can sit down and quietly enjoy a good cigar with his family and friends."

### "Restaurant of Tomorrow" Planned for Schaefer Center

Details of the Schaefer Center were announced at the Fair on October 18, by R. J.

Schaefer, president of the F. & M. Schaefer Brewing Company, of Brooklyn. One of several industrial firms also represented at the New York World's Fair in 1939-1940, the brewing company will exhibit its 120-year history in one segment of a three-part pavilion which will feature a "Restaurant of Tomorrow."

Because of its unique design and construction with plastics and Fiberglas, the Schaefer Center will weigh a fifth as much as a comparable conventional structure.



Present for the Seven-Up contract signing are, left to right, Stuart Constable, Fair vice president for Operations, Martin Stone, Director of the Industrial exhibit area, and Ben Wells, Seven-Up's vice president for general sales and advertising.

### National Horse Show

**New York World's Fair Trophy**  
William Adams, Fair director of sports, arranged for a New York World's Fair 1964-1965 Trophy to be awarded to the individual international champion at the National Horse Show. The first silver bowl was presented on November 6th at Madison Square Garden by Deputy Mayor Edward F. Cavanagh, Jr., to Major Piero D. Inzeo, Captain of the Italian team.

### AUSTRIAN PAVILION

The exhibit for the Austrian Pavilion at the World's Fair was signed in Vienna by the Austrian Federal Economic Chamber and in New York by Governor Poletti at Fair headquarters in the presence of Mr. Otto M. Spitz, official representative of the Chamber in New York. Consul General Dr. Johannes Willfort accompanied Mr. Spitz at the ceremony, but did not sign the document as was mistakenly reported last month.