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FAIR LADIES WILL SERVE AS HOSPITALITY CENTER HOSTESSES

Plans for the official Women's Hospitality Center at the New York 1964-1965 World's Fair were revealed Nov. 12 by the Women's Advisory Council of the Fair Corporation during a reception at the Astor Gallery of the Waldorf-Astoria Hotel.

The Center, which will be located atop the Better Living Building in the expansion's Industrial Area, was formally unveiled as a Fair showcase and social headquarters for more than 265 major women's organizations representing some 25 million women here and abroad.

Mrs. Oswald Bates Lord, general chairman of the Women's Advisory Council, highlighted the project's goals, including its aim to serve throughout the Fair's two six-month seasons as "the meeting place and center of information and exchange for groups of top-ranking women from all parts of the world."

Working closely with Mrs. Lord are Mrs. Richard J. Olds, deputy chairman, Mrs. Mary Jane McCaffree, director of Women's Activities for the Fair, and Mrs. Dorothy Lewis, who will serve as chairman of the Council's Executive Committee. Mrs. Robert F. Wagner and Mrs. Jacob K. Javits are Honorary Chairmen.



Mrs. Mary Jane McCaffree, Mrs. Dorothy Lewis, William S. Adams, Jr., and Mrs. Oswald Bates Lord at the reception where plans for the official Women's Hospitality Center were announced.

104 WORKING DAYS TO OPENING DAY

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Independent Backers Assure African Building

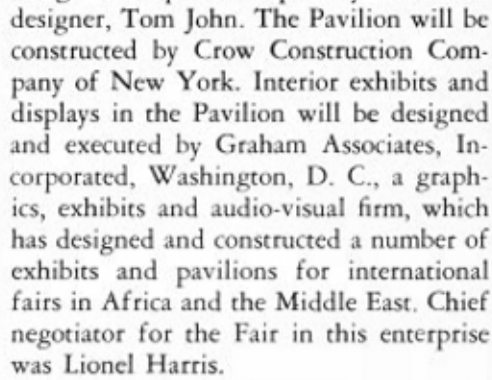
Representative Bolton Spearheads Drive For Unique Pavilion

Plans for an African Pavilion, representing many of the continent's nations at the New York 1964-1965 World's Fair, were announced jointly at a November 12th press conference by Robert Moses, Fair president, and Ray T. Graham, manager of the exhibit for African Pavilion, Inc., the sponsoring organization. Rep. Frances P. Bolton, Ohio, and a group of independent financiers are participating in the project.

Mrs. Bolton, a member of the House Foreign Affairs Committee, has been active in African affairs since she was elected to Congress in 1940. She headed a special mission to Africa in 1955, visiting 24 countries, and was one of four official United States delegates to the Ghana independence ceremonies in 1957.

Features of the Pavilion, to be located on a site of 60,000 square feet in the Fair's International Area, will include a film presentation of the history of Africa to the present, a Hall of Aspirations displaying the resources and economic development potential of Africa and the art and culture of its people, and a wild life exhibit where the birds and animals of Africa will be seen in their native habitat. Popular attractions will include baby elephants, a lion's den where visitors may be photographed with the lions, and a monkey island. Food and refreshments will be served in a multi-level Tree-House bar and restaurant, overlooking an outdoor stage where dancing, singing and African drumming will be presented.

The firm of Kahn and Jacobs is preparing the architectural plans based on a design concept developed by industrial designer, Tom John. The Pavilion will be constructed by Crow Construction Company of New York. Interior exhibits and displays in the Pavilion will be designed and executed by Graham Associates, Incorporated, Washington, D. C., a graphics, exhibits and audio-visual firm, which has designed and constructed a number of exhibits and pavilions for international fairs in Africa and the Middle East. Chief negotiator for the Fair in this enterprise was Lionel Harris.



Mr. Moses and Governor Poletti flank Representative Frances Bolton in front of African Pavilion model during press conference.

MACY'S PARADE SALUTES THE FAIR

Show to be Nationally Televised

A salute to the New York World's Fair 1964-1965 will be the theme of the 37th annual Macy's Thanksgiving Day Parade to be held on November 28th.

The lead float in this traditional yearly event will feature a 29-foot high replica of the Unisphere®, exact in every detail. Girls in native costumes from nine of the countries represented at the Fair will be grouped around the symbol of the Fair, affirming the theme of "Peace Through Understanding."

Dominating the scene will be the rubber replica of one of Sinclair's prehistoric monsters, 3½ stories high and 60-foot long, fed on 20 cubic feet of helium.

A model of Elsie the Cow will ride in a free float balloon. Swinging on a trapeze, she will proclaim to one and all "See You at the Fair."

A replica of New York City and a float representing Lincoln Center will pay a joint tribute to the Fair and the City whose 300th anniversary will be commemorated by the Fair.

NEW YORK WORLD'S FAIR 1964-1965

Flushing 52, N. Y. • Tel.: 212-WF 4-1964

ROBERT MOSES, President

QUOTE OF THE MONTH

"This fair is not just, as some people have said, a commercial gadget, although attracting people to New York City is one of its main objectives. But we have really tried to make this a sort of Olympics of progress." — Robert Moses. (The Fair has picked up from the New York Times, November 13th, "Quote of the Day" as its Quote of the Month.)



The Fair's Jaycopter, to be installed in the Lake Amusement Area, in a demonstration of its lifting power, flies with a car weighing over a ton.

5 MONTHS TO OPENING DAY

(continued from page 4, col. 3)

Their service projects will include: assistance with large groups of children; daily flag ceremonies; guards of honor for visiting celebrities from home and abroad; special program features and assistance.

Exhibits will tell of Scouting's purpose and program. Certain "Live expo" areas will resemble the activities and campcraft of America's Scout camps. The public will be invited to try its hand at certain Scouting skills such as knot tying, pioneering lashings, rope heaving and the like. There will also be periodic demonstrations of Indian dances and ceremonies, rope spinning, tower building, signaling, and making a fire by primitive methods.

VARIETY OF COLORFUL ENTERTAINMENT, RIDES AND

Last of two installments

Montana — Cars from territorial centennial train housing Indian artifacts, game trophies, gold nuggets, original Charles Russell paintings.

Morocco — Theater, shops featuring native handicrafts. Restaurant serving Moroccan delicacies.

National Cash Register — "Machine Game Room," audience participation to teach rudiments of computer arithmetic. Computer system programmed to supply recipes, routes.

New England — Six-state exhibit will include village green, country store, town meetings, fish hatchery, historical and industrial displays. Restaurant featuring regional cooking.

New Jersey — Pageants and shows, dancing, bands in performing arts center. 21 small pavilions will cover history, famous people, industrial, commercial, educational aspects of State.

New Mexico — 5 adobe buildings. Indian ceremonies, trading post, restaurant serving southwestern foods.

New York City — Exact three-dimensional reproduction of City built to scale of 1" to 100' viewed in simulated helicopter ride. . . . Dick Button's Ice-Travaganza, spectacular ice skating revue featuring world champions.

New York State — Circular theater with panoramic film of State; Tent of Tomorrow with concerts and fashion shows. Highest point of Fair atop one of three observation towers.

Oklahoma — Artificial lakes and waterfall depicting state's water resources, large contour map.

Oregon — Timber carnival with lumber jacks. Log rolling, timber cutting.

Pakistan — Archeological exhibits and other antiquities, modern industrial products, handicrafts, film showings; restaurant and bazaar.

Pan American Highway Garden — Planting of trees, flowers from countries which the Inter-American highway services centered around 12 large photomurals of Pan American scenes.

Parker Pen — Data on age and interests will be fed into Univac machine for matching "pen pals" all over the world.

Pavilion, The — Among free events scheduled are band concerts, folk dancing, jazz concerts, folk festivals, children's theater, dance contests, barbershop quartets.

Pavilion of American Interiors — Home furnishings exhibits; room settings by AID chapters, Museum of Contemporary Arts; design contests; source information center; restaurant.

Venezuela — Native life in primitive surroundings against examples of ultra-modern advances. Restaurant-nightclub featuring gourmet food and top native entertainment.

Walter's International Wax Museum — Life-size, life-like figures depicting famous events and personalities.

West Berlin — Illustrates importance of Berlin to the free world.

Westinghouse — Replica of contents of 1939 Time Capsule; new capsule adding documentation of past 25 years.

West Virginia — Model community of tomorrow, trip through coal mine, glass blowing techniques, radio astronomy sky exhibit.

Wisconsin — Vacation attractions and display of largest single cheese ever produced.

World of Food — Exhibits of foods and food-related equipment; edible plant garden, Miracle Kitchen, Supermarket of the Future, Teen Center, demonstrations and lectures by leading food authorities.

EDUCATIONAL FEATURES ABOUND IN FAIR'S PAVILIONS

in details of exhibitor plans

Pepsi-Cola — Boat tour of the world designed and built by Walt Disney with animated figures of children in costume. Proceeds to U.S. Committee for UNICEF.

Philippines — Scale replicas of Bataan and Corregidor, history of the islands in paneled wood carvings.

Polynesia — Tahitian pearl divers in tropical lagoons, pearl culturing, native dancers and musicians, "long house" restaurant.

Port of New York Authority and Helicopter — Cylindrical theater featuring wrap-around, 360° motion picture of Port, Top-of-the-Fair Restaurant with gourmet international cuisine. Drinks around the World cocktail lounge, helicopter shuttle service and sightseeing tours.

Post Office — View of entire processing of incoming and outgoing mail using latest mechanized equipment, descriptive tape recordings.

Poupees de Paris, Les — New family type show featuring song and dance by famous puppet troupe.

Protestant Center — Music garden, chapel, children's center, color film showing exhibits by many denominations and church groups.

Radio Corporation of America — Television communications center allowing visitors to see color TV shows in production, stereo listening lounge, exhibits of company's research projects.

Russian Orthodox Greek-Catholic Church of America — Virgin of Kazan, gem encrusted icon to be enshrined in replica of Fort Ross chapel.

Santa Maria — Exact replica of Christopher Columbus' flagship built in Spain with wax tableau of shipboard life.

Schaefer, F & M Brewing Company — "Restaurant of Tomorrow" featuring gourmet American food; landscaped beer garden, history of brewing, color transparencies from Schaefer Circle of Sports.

Scott Paper — Enchanted Forest serves as take-off point for exhibit on paper making and consumer products displays.

Sermons From Science — Moody Institute films and live science demonstrations show relationship of religion and basic laws of science.

Seven-Up — International sandwiches and continuous entertainment.

Sierra Leone — Performances by native dancers, exhibits featuring history culture and economic potentials.

Simmons Beautyrest Center — Private roomettes for short naps.

Sinclair Refining Company — Authentic full-sized recreations of nine different types of dinosaur in natural plant life settings.

SKF Industries — Theater presentation and display based on man's achievements in field of motion engineering.

Socony Mobil Oil — "Driver Game" in which drivers' reactions to typical roads situations are judged and scored.

Spain — Programs by top Spanish artists, motion picture festival, art masterpieces on loan from museums. Two restaurants operated by Cortes and wine cave.

Sudan — Cinema programs and native entertainment, huts housing craftsmen making native products.

Sweden — Exhibits of advanced industry and research of country, handicrafts and arts. "Smorgasbord" restaurant, shops.

Swiss Sky Ride — 2,000-foot journey across International Area in cable cars at height of 112 feet.

Switzerland — Atomic clock and other examples of watch industry. Chalet restaurant with Swiss specialties and wines. Boutique.

Texas — Music Hall showing musical extravaganza "To Broadway With Love," Frontier Palace restaurant-nightclub. Series of pavilions showing different phases of "new" Texas and featuring southwestern food.

Thailand — Cultural exhibits; restaurant and shop.

Transportation and Travel — Transportation Hall of Fame honoring pioneers in exploration and transportation. Man on the Moon show featuring activities of a lunar expedition team.

Travelers Insurance Companies — "The Triumph of Man," a trip through history. Animated dioramas, special sound effects; murals by Shirley Tettersfeld.

Underground World Home — Modern home and garden completely enclosed in concrete shell the top of which is five feet below ground level. Modeled after a Texas prototype to show advantages of underground living.

United Arab Republic — Museum in which treasures from the tombs of the Valley of the Kings will be exhibited.

United States Rubber — Ferris Wheel ride in gondolas attached to 80-foot high giant fiberglass tire.

United States Steel — The thirteen-story high Unisphere®, symbol of the Fair and the largest representation of the Earth. Remains in park after the Fair.

Vatican — Michelangelo's Pieta, 3rd century Good Shepherd, color transparencies of Sistine Chapel frescoes, collection of Vatican coins and reproduction of the Tomb of St. Peter excavations.

THREE NEW ATTRACTIONS WILL ENHANCE INTERNATIONAL AREA

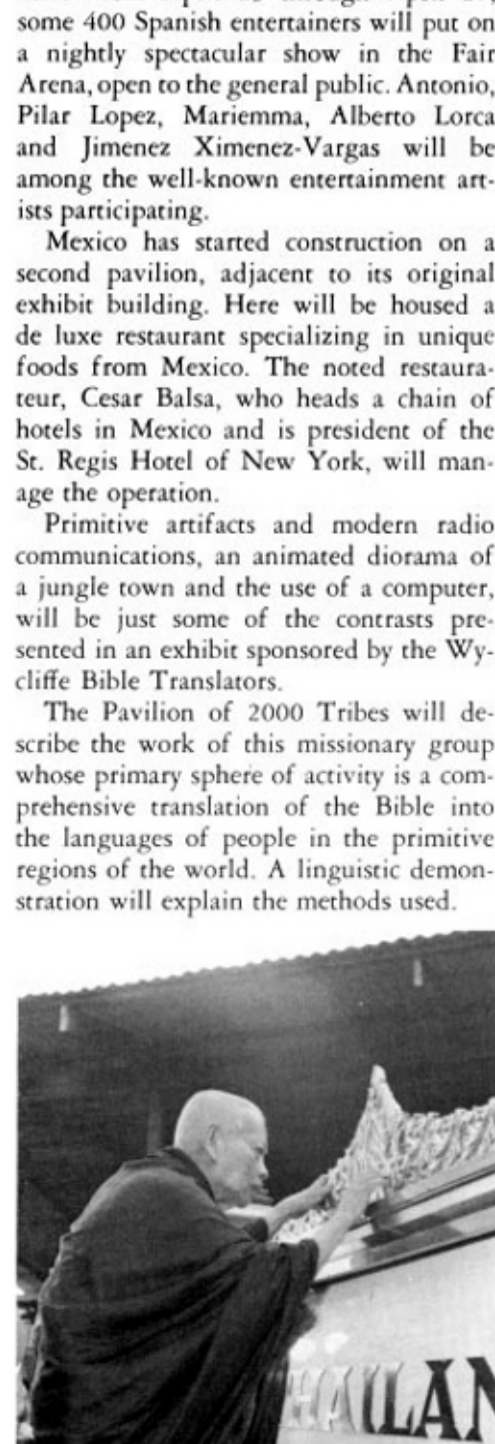
News was made within the past two weeks with the announcement of three new impressive attractions by exhibitors in the International Area.

A gala festival of arts is being planned by the Pavilion of Spain for a four-day period right after the inauguration of the Fair. From April 23 through April 27, some 400 Spanish entertainers will put on a nightly spectacular show in the Fair Arena, open to the general public. Antonio, Pilar Lopez, Mariemma, Alberto Lorca and Jimenez Ximenez-Vargas will be among the well-known entertainment artists participating.

Mexico has started construction on a second pavilion, adjacent to its original exhibit building. Here will be housed a de luxe restaurant specializing in unique foods from Mexico. The noted restaurateur, Cesar Balsa, who heads a chain of hotels in Mexico and is president of the St. Regis Hotel of New York, will manage the operation.

Primitive artifacts and modern radio communications, an animated diorama of a jungle town and the use of a computer, will be just some of the contrasts presented in an exhibit sponsored by the Wycliffe Bible Translators.

The Pavilion of 2000 Tribes will describe the work of this missionary group whose primary sphere of activity is a comprehensive translation of the Bible into the languages of people in the primitive regions of the world. A linguistic demonstration will explain the methods used.



His Holiness, the Supreme Patriarch of the Buddhist Church in Thailand, anointing the Pavilion of Thailand in Bangkok. A replica of the Phra Budhadat Shrine at Saraburi, the pavilion was assembled in Thailand and is being shipped to New York.

MAJOR PRE-CHRISTMAS AD CAMPAIGN BACKS FAIR ADVANCE TICKET DRIVE

The pre-Christmas advertising drive to back-up advance ticket sales activity rolled into high gear this month in a full-scale campaign, it was announced by William Berns, Fair vice president for Communications and Public Relations.

The drive was given a tremendous send-off in the November 8th issue of LIFE, which carried a double-truck in four colors offering \$15 worth of World's Fair fun for only \$10.10.

Starting on Wednesday, November 13th, the metropolitan dailies, the Long Island dailies and weeklies, the collegiate press—including the metropolitan and Ivy League colleges—and other special interest papers were given a schedule of 1,000 line ads with the headline "GIVE THEM THE WORLD'S FAIR FOR CHRISTMAS." Wherever possible, the ad ran in two colors.

In addition, more than 50 radio com-

mentators in the metropolitan area and the Ivy Network will present spot announcements offering the same package to prospective ticket purchasers. The package consists of seven adult tickets and a Guide Book Certificate, redeemable at the Fair's gate.

It is expected that the ad campaign, directed by the Fair's agency J. Walter Thompson, will be expanded to include the trade press within the next several weeks.

Not included in the advertising campaign is the Fair's participation in the special Macy Parade section which will appear in the metropolitan papers the day before Thanksgiving Day.

The World's Fair advertisements also will announce that tickets may be purchased personally through the various outlets such as banks and stores around New York City.

Boy Scouts Start Construction as Fair Plans are Announced

Eight New York City Boy Scouts, representing more than five million Scouts and leaders, participated in a ceremony marking the construction of the half-acre "Wonderful World of Scouting" exhibit at the New York World's Fair on November 12.

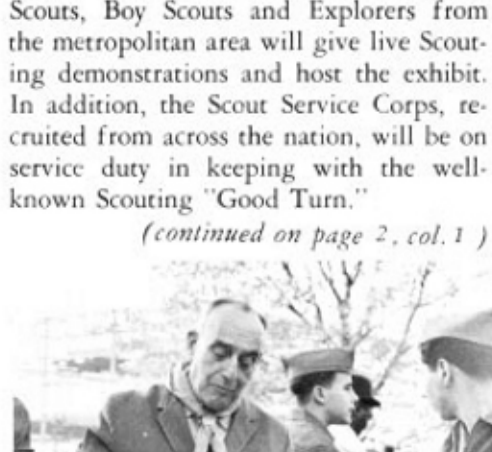
Mr. Moses, president of the New York World's Fair, received the special neckerchief and a Scout Service Corps jacket which 2,200 Boy Scouts and 220 adult leaders from all parts of the nation will wear during weekly tours of service from May 25 to September 27, 1964 and again in 1965.

Mr. Moses presented World's Fair medallions to Charles McCabe, chairman of the Boy Scouts' World's Fair Committee, and to Joseph A. Brunton, Jr., the Chief Scout Executive of the Boy Scouts of America. The Scouts cooked flapjacks at the site.

There will be two types of Scout participation in the Fair. At the Boy Scout

Exhibit and Demonstration Area, Cub Scouts, Boy Scouts and Explorers from the metropolitan area will give live Scouting demonstrations and host the exhibit. In addition, the Scout Service Corps, recruited from across the nation, will be on service duty in keeping with the well-known Scouting "Good Turn."

(continued on page 2, col. 1)



Mr. Moses samples flapjacks at Boy Scouts' cook-out on Fairgrounds.

LICENSING PROGRAM GROWS AS 54 COMPANIES RECEIVE GRANTS

Fifty-four companies have now received grants under the New York Fair licensing program, according to an announcement by Media Enterprises Inc., the Fair's licensing agent.

The seven companies which have been added to the list since the last report in the Fair News are: Lion Match Company, Inc., and American Match Company, New York City—matches; Simmons Company,

New York City, mattress ticking; Sylvia Electric Products, Inc., Salem, Mass., night lights; Leader Sales Corp., Great Neck, New York, candy specialties and non-chocolate candy products; Fleetwood Cover Service, Pleasantville, New York, First Day covers; and Suburban Toy & Mfg. Co., Coraopolis, Pa., toy batons and toy musical instruments.