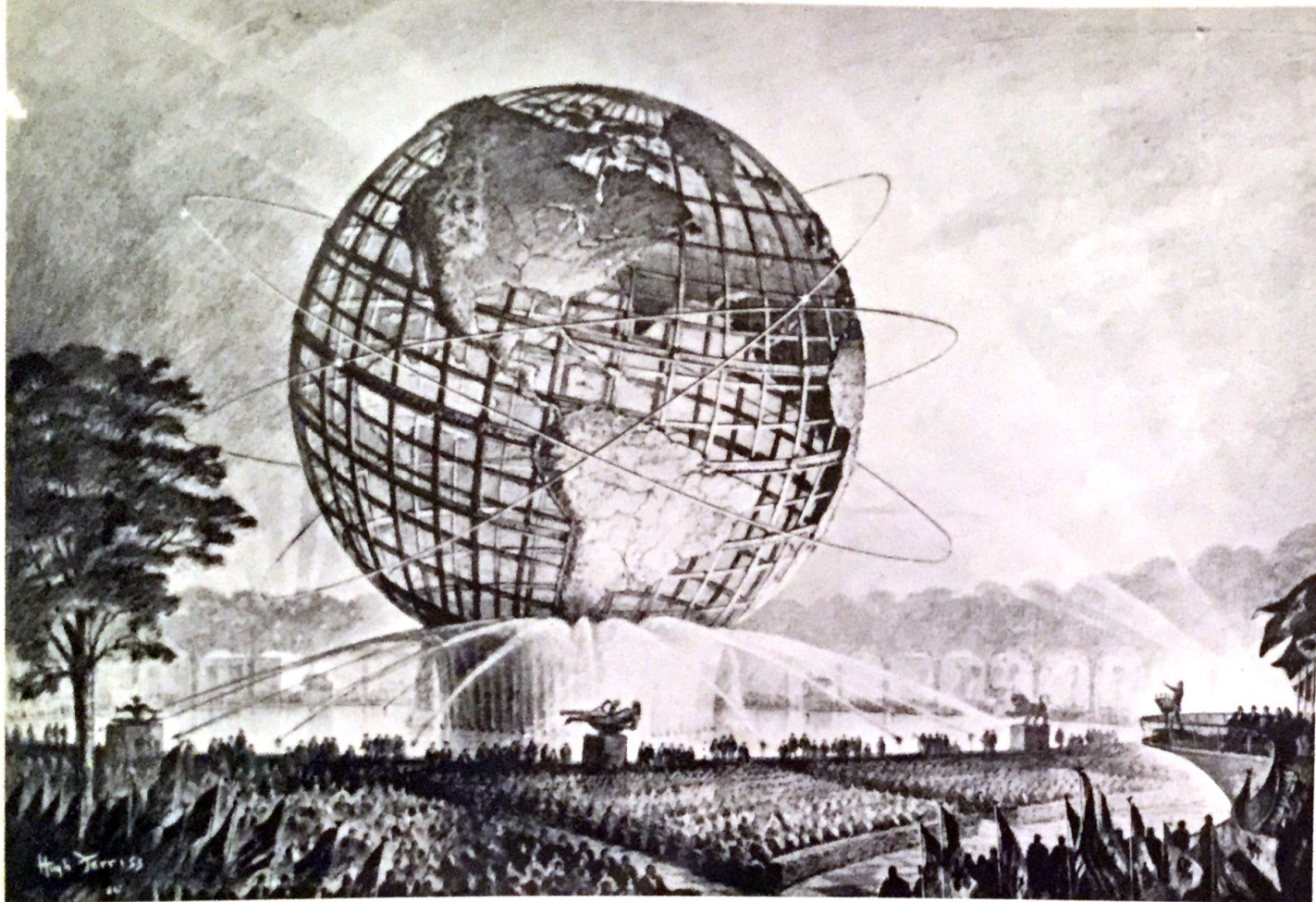


**FLORIDA at the  
1964.65 New York  
World's Fair**

←

front cover only 60 #42 M305



THEME  
CENTER  
OF THE  
1964 - 65  
NEW YORK  
WORLD'S  
FAIR

UNISPHERE is the theme center of the New York World's Fair 1964 - 1965.

The Armillary, UNISPHERE'S ancient name, was an instrument of the early scientists in their search for truth. Today's UNISPHERE symbolizes man's perpetual search for truth and his absolute need of peace through understanding. UNISPHERE'S satellites in orbit tie us together, closer than ever, in our new 100-minute world.

135 feet high, of stainless steel, above a 350 foot reflecting pool, UNISPHERE is presented by United States Steel.

## THEME

The basic purpose of the 1964-65 New York World's Fair is peace through understanding, that is education of the peoples of the world as to the interdependence of nations to insure lasting peace.

The Fair is dedicated to Man's achievements on a shrinking globe in an expanding Universe, his inventions, discoveries, arts, skills and aspirations; to the celebration of the 300th anniversary of the founding of the City of New York; and to wholesome entertainment.

# 1964 - 65 NEW YORK WORLD'S FAIR FACTS

SPONSOR: New York World's Fair 1964-1965 Corporation (a non-profit organization)

PRESIDENT: Robert Moses, the greatest builder in the world.

EXECUTIVE VICE PRESIDENT: Maj. Gen William E. Potter

MAILING ADDRESS: P. O. Box 1964, Flushing 52, New York.

TELEPHONE: WF 4-1964. Area Code: 212

LOCATION: Flushing Meadow Park, Queens, New York.

SIZE: 646 acres, or 28,140,000 square feet of which approximately 10,000,000 is available for rent by exhibitors and concessionaires.

OPENING DATES: Opens Wednesday, April 22, 1964.  
Closes Sunday, October 18, 1964

Re-opens Wednesday, April 22, 1965  
Closes Sunday, October 17, 1965

180 operating days each year. Total of 360 days

#### ESTIMATED ATTENDANCE:

70,000,000 visitors  
40,000,000 in 1964  
30,000,000 in 1965

#### ACCESS TO FAIR:

There is probably no other site in the world as accessible as Flushing Meadow Park by so many parkways, expressways, bridges, tunnels, railroads, subways, busses, ships and planes.

#### ADMISSION PRICES:

Adults ..... \$2.00  
Children ..... \$1.00  
Parking ..... \$1.00

#### PARKING SPACE:

Space adjacent and near the Fair Grounds has been allocated for parking 20,000 automobiles. On the west side of Meadow Lake, just south of the site selected for the Florida Exhibit is a Fair Parking area for 4,000 automobiles.

#### GOVERNMENT SANCTION:

The Fair has the official sanction of the United States Government.

#### PROBABLE EXHIBITORS:

1. All members of the United Nations and other countries are invited. It is expected most of them will exhibit.
2. Most of the major industrial concerns in the United States.
3. Every major company concerned with transportation.
4. The Federal Government and the majority of states.
5. As many amusement exhibitors as can be accommodated.

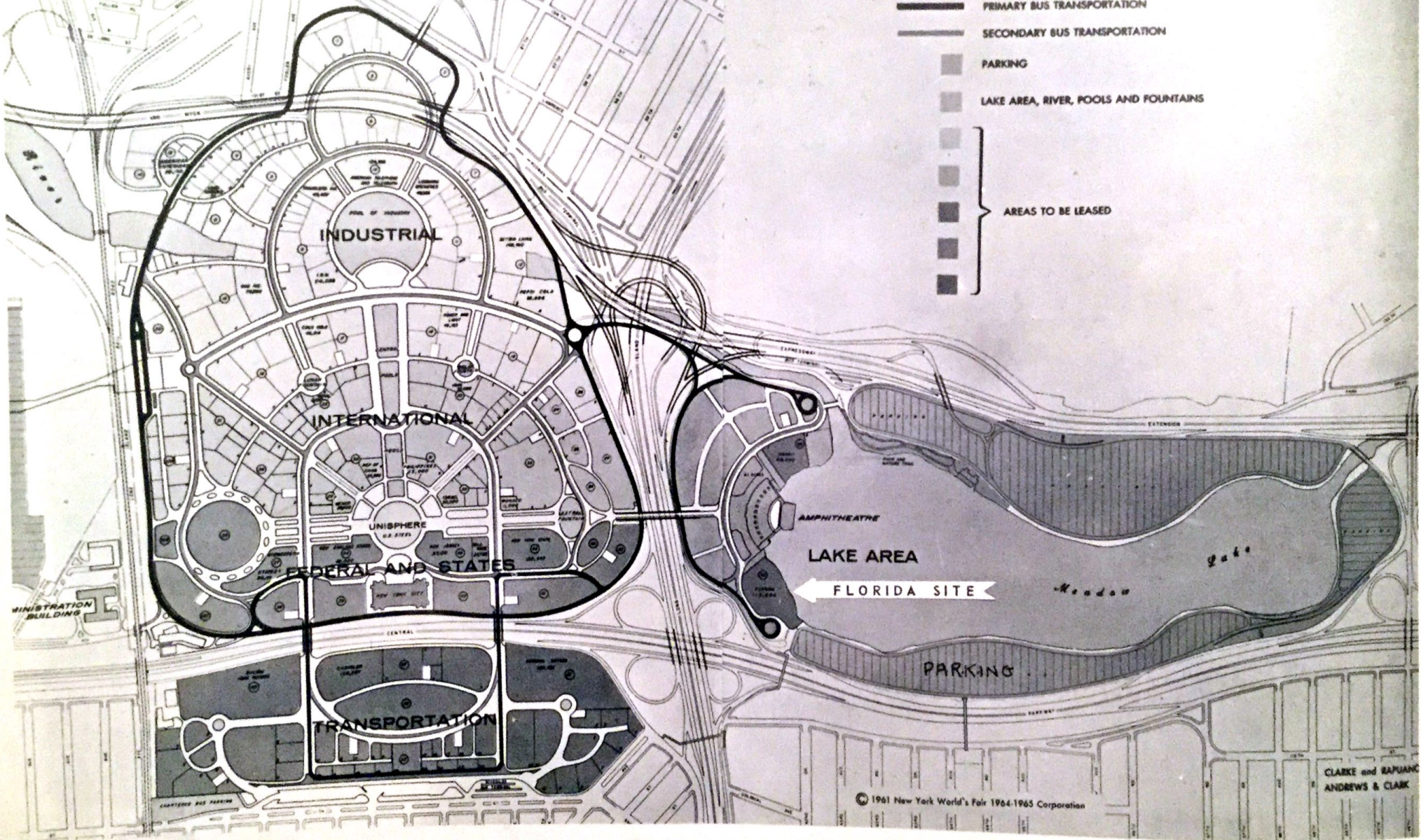
#### INVESTMENT OF EXHIBITORS:

The total investment by foreign countries and the United States Government and Industry . . is expected to exceed \$500,000,000

THE TOTAL OVER-ALL INVESTMENT IN CONJUNCTION WITH THE 1964 - 1965 WORLD'S FAIR IN NEW YORK IS EXPECTED TO BE ONE BILLION BOLLARS.

# Florida Site SELECTED

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION



The FLORIDA EXHIBIT at the 1964-1965 New York World's Fair will be in the heart of the Fair's entertainment section on a three-acre lakefront site adjacent to the amphitheatre where Billy Rose introduced his famed Aquacade in 1939.

It is adjacent to one of the main entrances into the Fair grounds from a large parking lot (3,500 cars) on the west side of Meadow Lake. The proximity of this site to the Fair's entertainment section and its strategic location traffic-wise, led Fair officials to predict the Florida Exhibit will have a potential of 300,000 daily visitors.



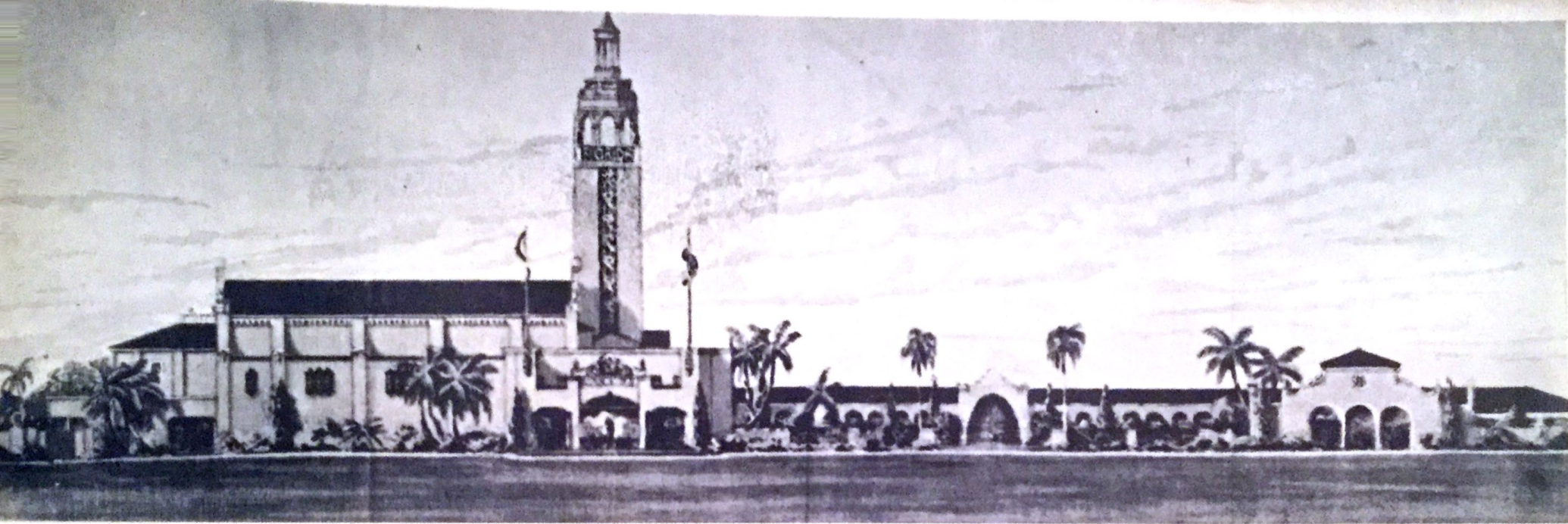
## FLORIDA DELEGATION SELECTS SITE

The site for the Florida exhibit was selected in New York last June 12 by the All-Florida delegation shown above. (left to right) Fred O. Dickinson, West Palm Beach, chairman of the Florida Council of 100; Robert Reidel, Tallahassee, State Hotel and Restaurant Commissioner; Reid Hughes, Daytona Beach, Florida Development Commission; Wendell Jarrard, Chairman-Director of Florida Development Commission; Don Shoemaker, Miami, Council of 100; John Davis, Miami, President of the Florida Junior Chamber of Commerce; Louis Finske, Jacksonville, Florida State Chamber of Commerce; Carl Latons, West Palm Beach, executive-secretary of the Council of 100; Dick Pope, Cypress Gardens, chairman of the World's Fair Committee for the Council of 100; John S. Young, manager of State exhibits for the World's Fair and William Stensgaard, Palm Beach, industrial exhibitions adviser.

## An "On-Site" Inspection Tour

While the Florida delegation was in New York to select the Florida site at the World's Fair for 1964-1965, they made a thorough inspection of the location on Meadow Lake. (left to right) Fred O. Dickinson of West Palm Beach, Dick Pope of Cypress Gardens and Wendell Jarrard of Tallahassee.





(REPRODUCTION OF A DRAWING BY BYRON STEPHENS.)

## FLORIDA'S "PREMIER" EXHIBIT IN 1939-40

At the last World's Fair in New York in 1939 - 1940 the Florida exhibit, which was presented under the capable leadership of Earl W. Brown of Deland, was widely acclaimed as the most outstanding exhibit there.

The building was in the Florida theme of post-boom-time Spanish architecture, with tile roof, ornamental grill work and coquina dash finish and was built of native materials such as Florida pine, cypress, rock and Portland cement.

At the entrance to the building an heroic size talking statue of Ponce de Leon invited people to visit the Land of Flowers.

A beautiful tower reminiscent of the Spanish cathedrals of early Florida, contained a carrillon which rang out over the Fair Grounds. At night it was brilliantly lighted with the word "FLORIDA" spelled out in large glowing letters at the top.

Over 6,000 flowering plants, shrubs and trees from Florida decorated the patio and grounds.

Within the building were 45 exhibit units composed of miniature and life size reproductions of Florida's points of interest, agriculture, industry, natural resources, education, culture and tourist activities. Featured also was the largest diorama ever built, depicting Florida's valuable citrus industry.

This was a great exhibit, which fully deserved and enhanced the reputation Florida had gained in this field as a "premier exhibitor" at the 1933-1934 Century of Progress in Chicago and the 1936-1937 Great Lakes Exposition in Cleveland.

But this was in 1939-1940, almost a quarter of a century ago. Since that time Florida has grown tremendously and the whole aspect of the State is gradually changing. Today we have a new story to tell.

How then will be the best way to tell the "Florida Story" to the seventy million expected visitors at the 1964-1965 New York World's Fair?

**MILLIONS  
VISIT  
FLORIDA  
EXHIBIT  
IN  
1939-40**

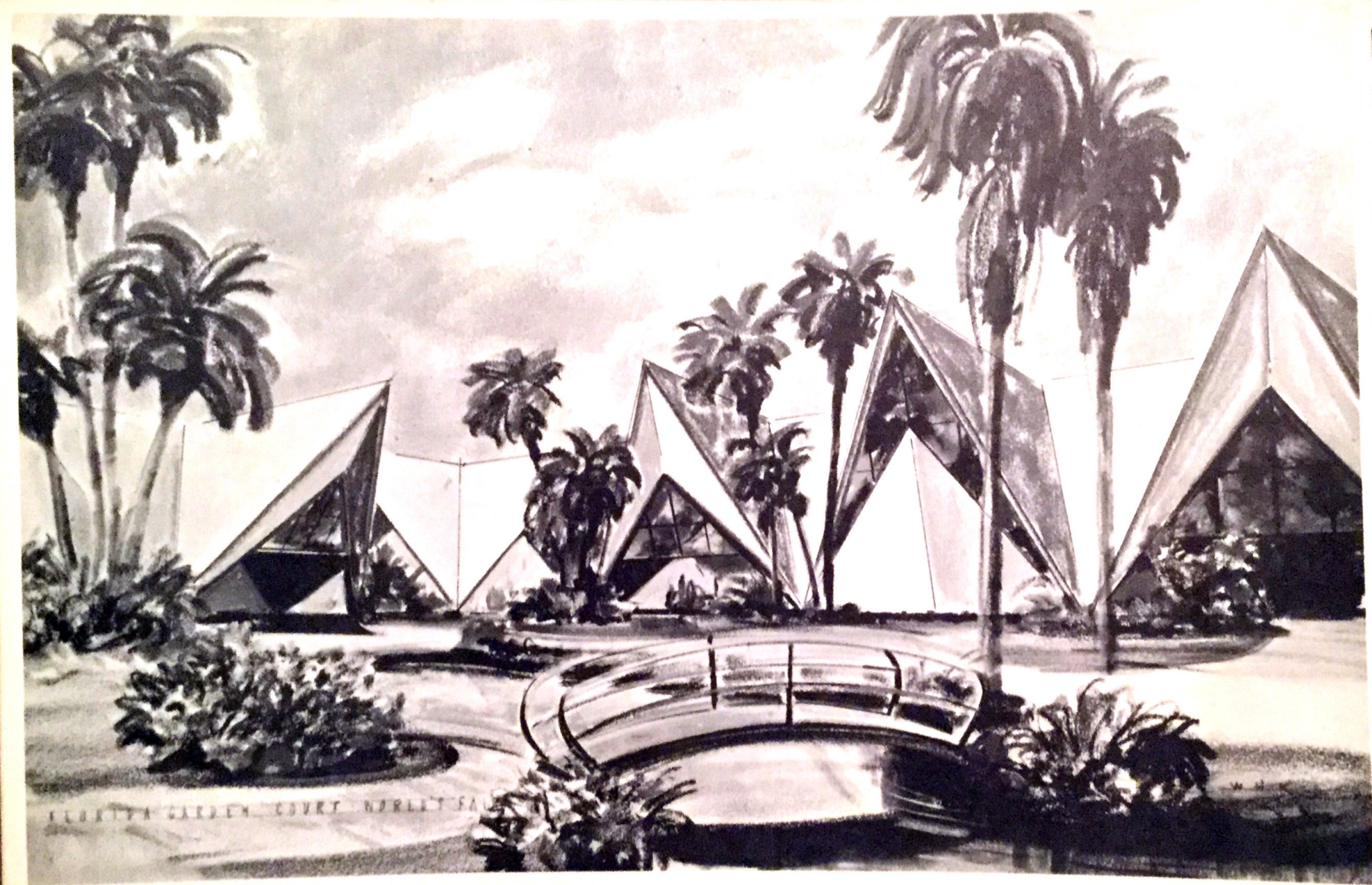


**MILLIONS OF PEOPLE WERE SOLD ON FLORIDA AFTER THEY HAD VISITED THE FLORIDA EXHIBIT AT THE 1939-1940 WORLD'S FAIR IN NEW YORK.**

**THIS PICTURE WAS MADE INSIDE THE FLORIDA BUILDING AT THE 1939-1940 WORLD'S FAIR. IT SHOWS AN "EVERYDAY" CROWD OF PEOPLE WHO VISITED THE FLORIDA EXHIBIT.**

**THIS IS HOW IT WAS DONE A QUARTER OF CENTURY AGO, BUT TODAY WE MUST DO IT AGAIN AND WE MUST DO IT EVEN MORE SUCCESSFULLY THAN WE DID BEFORE.**

**IF FLORIDA IS TO FAVORABLY IMPRESS ITS RIGHTFUL SHARE OF THE SEVENTY MILLION EXPECTED VISITORS AT THE 1964-1965 NEW YORK WORLD'S FAIR THEN A TREMENDOUS AMOUNT OF RESEARCH, PLANNING AND HARD WORK MUST GO INTO THE PROJECT OF BUILDING THE NEW FLORIDA EXHIBIT!**



### WHAT TYPE OF BUILDING?

The above picture (also front and back cover) is an artist's conception of an A-Frame type building of structural anodized aluminum in gold or other brilliant colors which would be symbolic of the space age and our Florida way of living.

### WHAT KIND OF EXHIBIT?

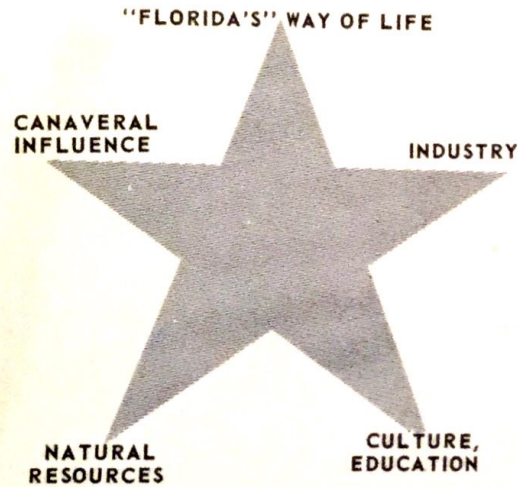
Perhaps one way to build an exhibit is to have a conception of what should go into it. We know if we are to successfully present the real 'Florida Story' to such a vast audience at New York in 1964-1965, we face a tremendous problem. Because Florida is a complex state which almost defies detailed description or portrayal.

There are so many advantages to living, working and playing in Florida it is difficult to describe or portray them, other than in broad generalities. Thus, it becomes necessary to begin with a plan, whereby these many aspects of Florida living can be placed in separate categories.

One such suggested idea is presented on the opposite page.



# Florida "Star" AT THE WORLD'S FAIR!



## Millions Will Learn About The Florida Star

Under these five points we might list, enumerate, describe and portray most of the outstanding aspects of our great state.

1. Florida's "way of life", could be convincingly portrayed by showing how we work, how we play and how we live in the warm climate of our sunshine state.
2. The Canaveral Influence could be depicted by showing the almost unbelievable influx of activity associated with the Cape Canaveral complex and Martin Company at Orlando, along with other such space age projects and plants in Florida.
3. Industry. Under this point we would present all other industry in Florida, not related directly to space age projects. These would include the making of many products, the processing of food stuffs and the manufacturing of wearing apparel in Florida.
4. Florida's natural resources could be explained and displayed under the larger categories of citrus, agriculture, minerals, fishing, timber and phosphate.
5. Under Education and Culture, we could present a good panorama of Florida's many universities and institutions of higher learning, its libraries, museums, little theatres, symphony orchestras and ballet groups and its literature, art and native crafts.

First, we think an exhibit which will attempt to present Florida to seventy million people, should be as new as tomorrow! Therefore, perhaps we should try to dismiss from our minds all pre-conceived ideas about such a project . . . and all of us should make the Herculean effort to "reach up and touch a star".

In our present space age, when talk of planets, satellites and distant stars are much in evidence, perhaps we could use a star, a hypothetical star, on which to build our ideas of a Florida exhibit. A star which would beckon, guide and welcome millions of people to our state.

The five points of this hypothetical star to be used in our thinking, about building a Florida exhibit, could be: 1. Florida's "way of life". 2. The Canaveral Influence. 3. Industry. 4. Natural Resources. 5. Education and Culture.

The buildings for the Florida exhibit should be modern and of functional design which would harmonize with a large and appropriate planting of tropical Flowers, Shrubs and Trees which would enhance the overall pleasant and convincing picture of Florida's "way of life".

## PROBLEMS

and

## SUGGESTIONS

THE SUCCESS OF AN EXHIBIT AT THE WORLD'S FAIR WILL DEPEND ON A DESIRABLE SOLUTION TO THESE TWO BASIC PROBLEMS: (1) GETTING VISITORS TO THE EXHIBIT. (2) MAKING THE EXHIBIT IMPRESSIVE TO THOSE VISITORS.

Unimpeded circulation is as vital to the success of an exhibit as it is to any living organism. The "free flow" of pedestrian traffic is an absolute "must".

To insure this "free flow" of large crowds through the exhibit there should be no steps, stairs, escalators or elevators.

All floors should be inclined ramps or aisles, with sturdy hand rails, which are "non-skid", easy to walk on and well lighted.

All exhibits should be interesting, easily understandable and visually explicit.

All "shows" should be short and interesting.

All personnel on the exhibit floor should "know Florida".

There should be an adequate "First Aid" lounge and public address system.

If birds and animals are allowed at all, they should be comfortably caged in a protected area.

All flowers and tropical fruit should be chained off, out of "reaching" distance.

BECAUSE OF ITS IMPORTANCE TO THE EXHIBIT, THE INFORMATION LOUNGE SHOULD BE LARGE ENOUGH TO ACCOMMODATE CAPACITY CROWDS. IT SHOULD BE WELL STOCKED WITH BOOKS, PAMPHLETS AND FOLDERS AND SHOULD BE STAFFED WITH COURTEOUS, INTELLIGENT AND ATTENTIVE MEN AND WOMEN

# The Florida Council Of 100

EXECUTIVE OFFICES, 1107 HARVEY BUILDING  
WEST PALM BEACH, FLORIDA • TELEPHONE TE 3-0000

Farris Bryant  
GOVERNOR



Fred O. Dickinson Jr.  
CHAIRMAN

In this preliminary report, the committee has tried not only to bring everyone up to date on its activities, but to present certain essential information and factual material concerning Florida World's Fair Exhibits, both past and for 1964-65.

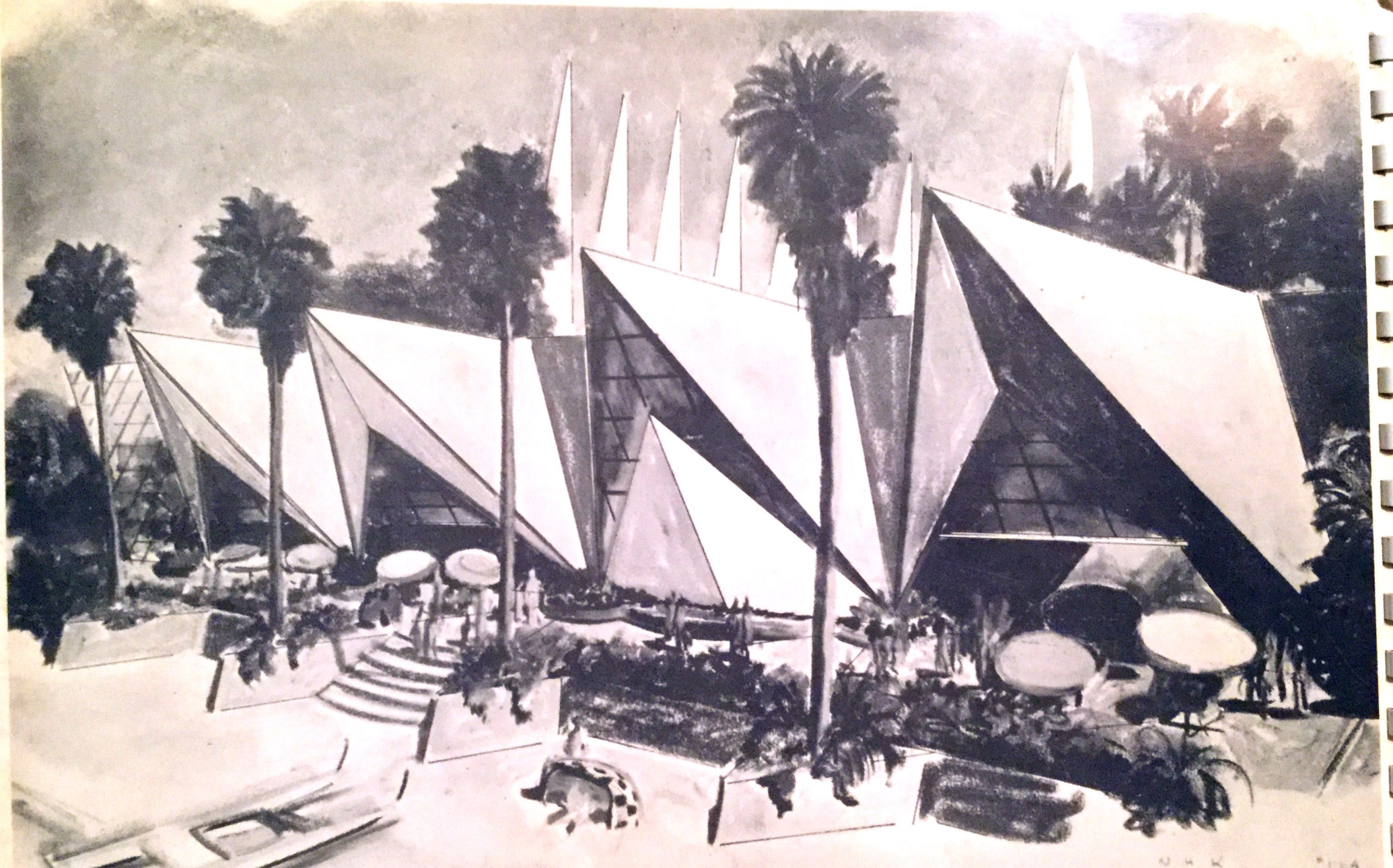
It is conceded that since Hawaii will have an action show, that Florida should certainly present something in this same line, short but thrilling, and preferably on the aquatic side. A pool show or something with an aquarium touch, or even a fifteen-minute ski show six times daily - something from these categories, would furnish the thrills and spills so necessary for the spectators, and yet exemplify Outdoor Florida.

Governor Farris Bryant will soon appoint the official Florida World's Fair Authority to take over our work, and we should all co-operate with our State's gain in mind.

The page opposite is for ideas and suggestions - don't hesitate to write them down!

*Richard Pope*

Chairman,  
FLORIDA WORLD'S FAIR COMMITTEE



FLORIDA AT THE NEW YORK WORLD'S FAIR . . . LAKE SHORE TERRACE  
ORANGE JUICE BAR \* \* \* \* \* VIEWING OF BEACH, WATER OR POOL SHOWS  
PAYING OF TERRACE TO CARRY OUT TRIANGULAR THEME.