

# CALIFORNIA WORLD'S FAIR

1967  
1968

## • Operating Season

—April 3 through October 30, 1967, and 1968 (two seasons of 211 days).

## • Estimated Attendance

A minimum of 40 million visitors will attend the fair during the two seasons.

## • Transportation

Modern rapid transit facilities will be in service to accommodate the millions of fair visitors.

## • Parking

A minimum of 350 acres will provide space for 27,000 automobiles daily.

## • Housing

Housing facilities for the California World's Fair presents no problems. There is adequate housing in Los Angeles County and the adjacent Orange County. There are more than 600 Hotels and Motels within a thirty (30) mile radius.

## • Market Area

In 1967, the population of Los Angeles County will exceed seven million. During the same year, California's population will pass the 20-million mark.

## Federal Endorsement

The favorable recommendation of the State and Commerce Department prompted the United States Senate and the House of Representatives to unanimously pass a Joint Resolution endorsing a World's Fair in Long Beach, California. This bill was signed by the President of the United States on August 31, 1962. The bill authorizes and requests the President to issue a proclamation calling upon States of the Union and foreign countries to take part in the Exposition.

## Invitation

The Fair Management, too, takes this opportunity to invite the nations of the world, our own nation, our states and cities, industry, the arts and sciences to join us at this great International Exposition. YOU and YOURS are invited to Long Beach, California, in 1967-68 to see the greatest show on earth—something the world has not seen before.

## Management

The California World's Fair is a non-profit corporation incorporated under the laws of the State of California as International Exposition for Southern California, Inc.

Mr. Fred Hall is Executive Vice President and General Manager of the Exposition Corporation.

Correspondence pertaining to exhibitor participation should be directed to Exhibits Department.

Inquiries relative to concessions should be sent to: Director of Concessions.

For general information or promotional materials, inquiries should be directed to Public Relations Department.

Mail all inquiries to:

CALIFORNIA WORLD'S FAIR, 1967-68  
P. O. Box 20110  
Long Beach, California



CALIFORNIA

WORLD'S  
FAIR

1967  
1968

SAN FRANCISCO

LOS ANGELES

LONG BEACH

SAN DIEGO

LONG BEACH, CALIFORNIA

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*Roll on, thou deep and dark blue Ocean--roll,  
ten thousand fleets sweep over thee in vain*  
--BYRON

A year and a half search by officials of the International Exposition for Southern California, Inc., for a magical site for the greatest World's Fair in the history of mankind ended abruptly in Long Beach, California, in 1961.

Here, without question, was the finest "almost made to order" location this side of Heaven. The "almost" is the Pacific Ocean, which today is being requisitioned for one of the largest parcels of real estate ever acquired by man from a mighty ocean.

## Construction Started

Under construction presently at Long Beach, California, is a peninsula, stretching South and West for two miles into the blue waters of the Pacific. This area comprising more than 300 acres will be the site of the 1967-1968 World's Fair.

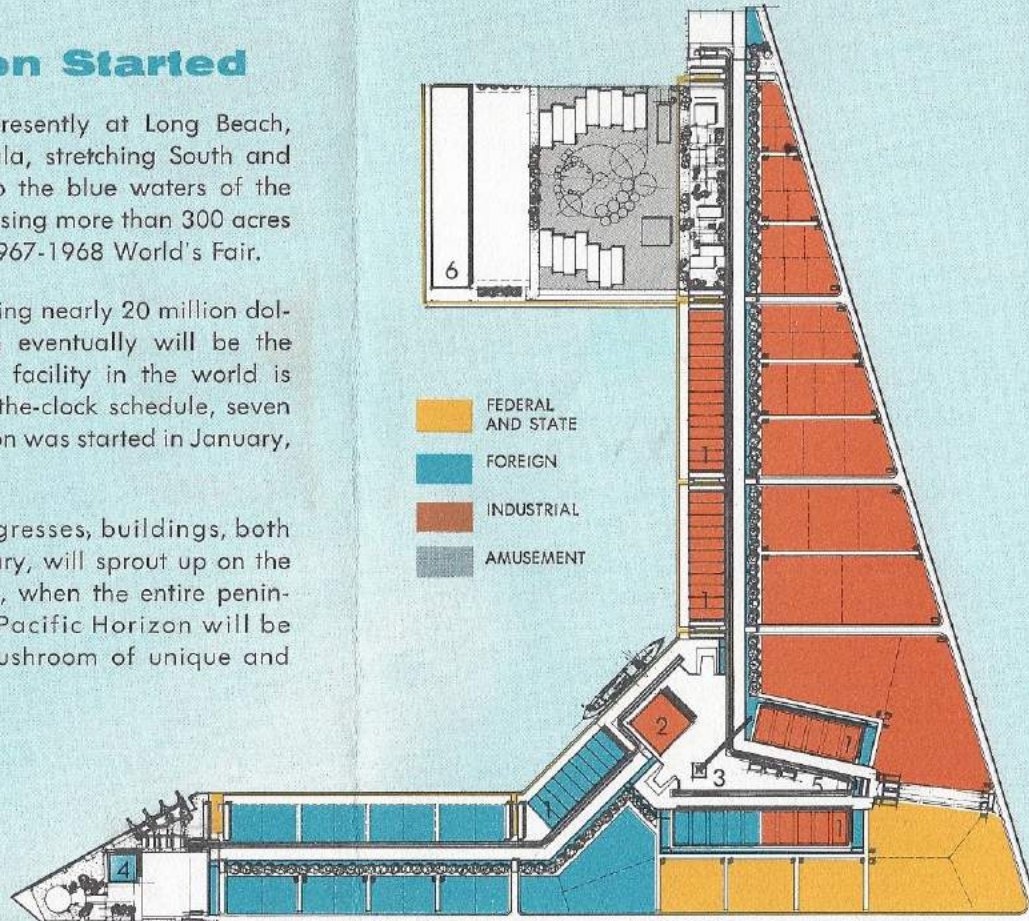
A monstrous job, costing nearly 20 million dollars, this project which eventually will be the largest man-made port facility in the world is being built on a round-the-clock schedule, seven days a week. Construction was started in January, 1962.

As the filling-in progresses, buildings, both permanent and temporary, will sprout up on the fairgrounds site. Finally, when the entire peninsula is complete, the Pacific Horizon will be foreshadowed by a mushroom of unique and spectacular structures.

## Site

The site of the California World's Fair is an L-shaped parcel of land extending a mile into the Pacific Ocean from the existing shoreline. The drawing shows the planned basic development of the site.

- |                                |                          |
|--------------------------------|--------------------------|
| 1 FAIR-BUILT EXHIBIT BUILDINGS | 4 INTERNATIONAL PAVILION |
| 2 TRANSPORTATION TERMINAL      | 5 FINE ARTS BUILDING     |
| 3 THEME STRUCTURE              | 6 SERVICE BUILDINGS      |



## Exhibits

Exhibitors will have their choice of leasing space in Exposition Corporation-built structures or may care to erect their own buildings. It is estimated that approximately four million square feet of space will be available to exhibitors — one million in covered space and three million in open space.

RENTAL AREAS square feet		
SECTOR	FAIR-BUILT GROSS AREA WITHIN BLDGS.	OPEN GROUND LEASE AREA
Federal and State		960,000
Foreign	256,000	897,000
Industrial	704,000	2,465,000
Amusement	—	640,000
TOTAL	960,000	4,962,000

It is the policy of the Exposition Corporation to make it feasible for both small and large exhibitors from all parts of the world to participate. Exhibitors will not be limited to any maximum amount of space. Exhibit space areas will be allocated on a first come first bid basis.

The Exposition Corporation will provide distribution lines for major utilities such as water, gas, electricity, television, telephone, sanitary and storm sewers. Exhibitors may connect into these lines when they start construction.

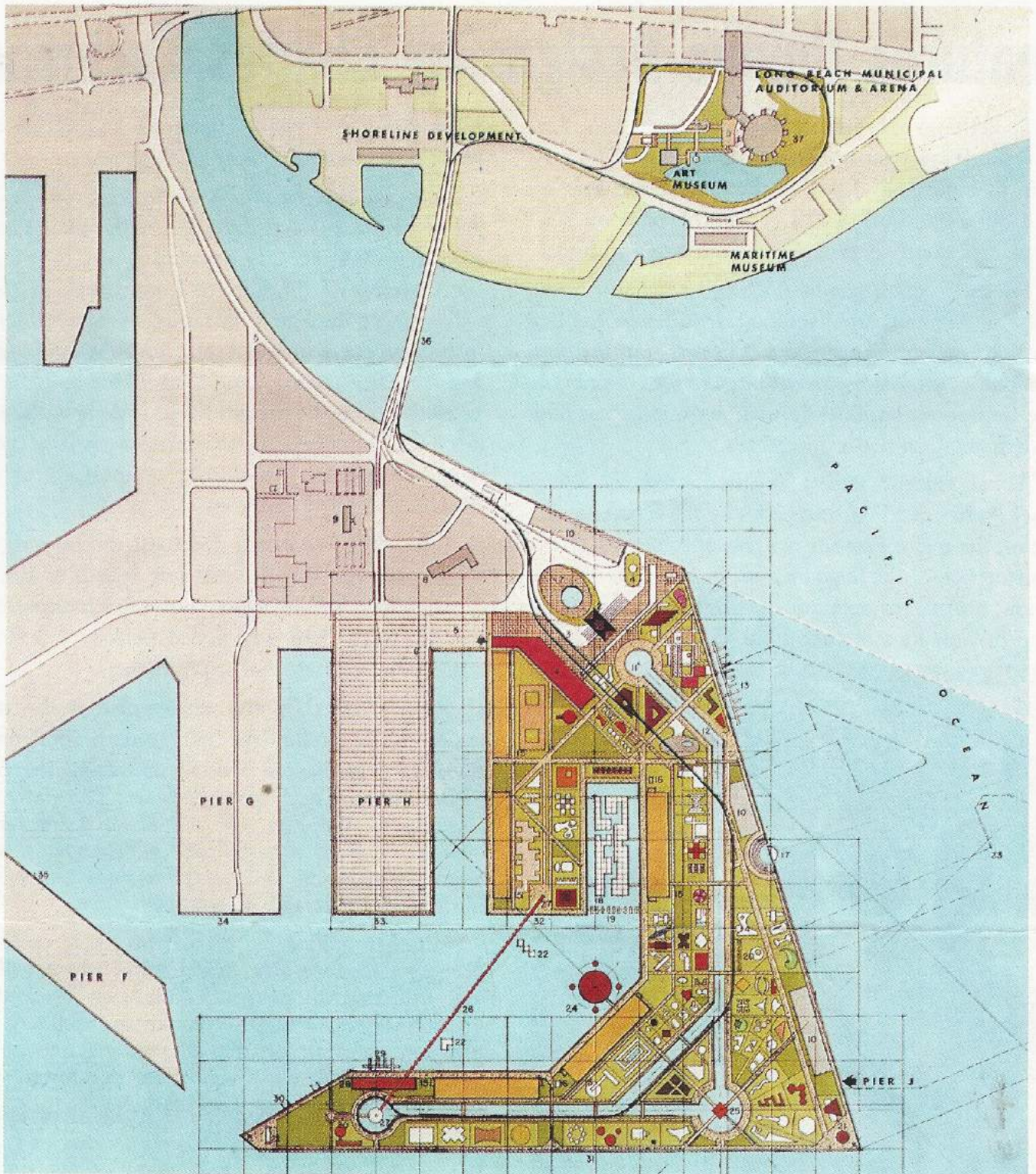
Design and structure of all buildings, and required landscaping are subject to approval of the Exposition Corporation.

## Concessions

Approximately a million and a half square feet will be allotted to concessionaires. This, of course, will include the amusement area. Rentals for these parcels will be similar to those charged to exhibitors. Of the allocated million and a half square feet, two-thirds will be open space and the remainder covered space.

It is in these areas where the visitor will be entertained with rides, games, music and refreshments. Here too will be the Shopping Plaza where colorful shops and bazaars will exhibit the wares of countries all over the World. The gourmet will be delighted with International restaurant row where restaurateurs from all nations will offer their cuisines.

# CALIFORNIA WORLD'S FAIR MASTER PLAN



Copyright, 1964, International Exposition for Southern California, Inc.

- |                             |                                    |                               |   |                                |
|-----------------------------|------------------------------------|-------------------------------|---|--------------------------------|
| 1. Main Entrance            | 9. LBHD Administration Building    | 15. Exhibition Structures     | 23. Future Marina                           | 31. Pier J                     |
| 2. Bus Station              | 10. Drill Sites                    | 16. Fire, Ambulance           | 24. Water Exhibits                          | 32. Pier Y                     |
| 3. Elevated Transit Station | 11. Entrance Pool and Boat Landing | 17. Aquastadium               | 25. Theme Structure                         | 33. Pier H                     |
| 4. Heliport                 | 12. Fair Canal                     | 18. Floating Exhibits         | 26. Chairlift                               | 34. Pier G                     |
| 5. Bus, Taxi Parking        | 13. Fisherman's Wharf              | 19. Bridge                    | 27. Chairlift Terminals                     | 35. Pier F                     |
| 6. Private Auto Parking     | 14. Administration Building        | 20. Elevated Transit Stations | 28. Passenger Terminal and Exhibition Bldg. | 36. Bridge (to be constructed) |
| 7. Entrance Plaza           |                                    | 21. Major Restaurants         | 29. Small-Boat Landing                      | 37. Auditorium and Arena       |
| 8. World Trade Center       |                                    | 22. Floating Restaurants      | 30. Fire and Pilot Boats                    |                                |

# New Master Plan for California World's Fair Features Unique Designs by Charles Luckman

Something old, something new, something fantastic and everything colossal, including the view. This, in a nutshell, describes the new master plan of the California World's Fair, a \$400,000,000 international exposition to be held in Southern California.

Recently completed by Charles Luckman Associates, world-famous architectural firm, after more than two years of intensive study, the master plan features a unique canal system, overhead sky rides, monorail-type transportation, floating marine exhibit areas and modern multi-storied exhibit halls.

A magnificent setting in the harbor of Long Beach, surrounded on three sides by the broad Pacific Ocean, the major Fair site consists of some 311 acres. Construction of the huge man-made peninsula, which is now nearing completion, involves the barging of three million tons of rock from Catalina Island, 22

miles away, and the dredging of 33 million cubic yards of fill from the floor of the ocean.

Although the major site of the Fair will be comprised of the 311-acre site, the master plan also provides for a cultural and performing arts center along the shoreline of the City of Long Beach. A bridge will connect the Fair with the arts center, which will include an opera house of some 2,500 seating capacity and a theatre seating some 900. These buildings will be erected near the present Arena. Along with numerous other buildings, these structures will be permanent and will be turned over to the City of Long Beach after the Fair closes.

The old flavor with a new twist will be a 100-foot wide canal running the two-mile length of the peninsula, which will be utilized for visitor transportation, for the more than 43,000,000 persons expected to attend the international exposition.

Also included in the master plan is the theme structure, A Monument to Freedom, designed to stand as a permanent symbol portraying the theme of the Fair — The Dignity of Man. The water areas surrounding the Fair site will be used for floating exhibits, a huge aquastadium, a fisherman's wharf, floating restaurants and numerous marinas for berthing private boats and cruise ships.

Another unique feature of the master plan is a proposed 400-foot observation tower which will provide visitors with a breathtaking view of Southern California, and a large restaurant as well. A huge platform elevator, capable of carrying 350 persons at one time, is being designed for this tower.

The California World's Fair is being planned to accommodate as many as 300,000 persons a day. For this reason, plans call for as many as five different types of transportation on the site. Offsite parking serviced by rapid transit to avoid congestion near the Fair is an outstanding feature of the master plan.

Governor Edmund G. Brown is honorary president of the Fair, and Glenn R. Watson is executive vice president and general manager. Dan A. Kimball, former Secretary of the Navy, is Commissioner General of the California World's Fair.



Charles Luckman, world-famous architect, points to some of the outstanding features of the California World's Fair master plan. Looking on is Del E. Webb (center), whose firm will manage construction, and Glenn R. Watson, executive vice president and general manager of the \$400,000,000 international exposition.

11  
CALIFORNIA  
WORLD'S FAIR 1967-68  
LONG BEACH  
**news**

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IMMEDIATE RELEASE

For Further Information:

Joe Scholnick  
Vice President  
Public Relations &  
Communications

LIST OF PARTICIPANTS IN CALIFORNIA WORLD'S FAIR

CONTINUES TO GROW AS ORGANIZATIONS SIGN CONTRACTS

General Brewing Corporation of San Francisco became the twelfth major organization to become a participant in the California World's Fair, the \$400,000,000 international exposition scheduled to be held in Long Beach, California, in 1967-68.

The latest announced participant, brewers of Lucky Lager Beer, largest selling brand in the West, has agreed to advance to the California World's Fair a \$350,000 line of credit, to cover interim operating costs. The Fair will endorse Lucky Lager Beer as the official beer of the California World's Fair.

Other participants in the California World's Fair reads like an industrial who's who of the West Coast -- and the opportunities for major profits and sales are attracting firms throughout the nation as the Fair continues to solicit organizations interested in providing the many goods

(more)

FAIR PARTICIPANTS -- Page 2

and services needed for the major international exposition.

Exhaustively researched, the concept of the California World's Fair, to be held on a unique man-made peninsula stretching some two miles into the Pacific Ocean in Long Beach Harbor, has been proven eminently sound and feasible.

According to reliable economic researchers, the Fair will attract well over 40,000,000 visitors during the two six-month seasons of its operation, between April and October, 1967 and 1968.

The major site of the Fair is a 300-acre land-fill area, the largest such man-made harbor facility in the world. Adjacent areas, along the shoreline of the City of Long Beach, will also be utilized as part of the Fair area, primarily for performing arts. Master planning of the entire Fair site, as well as design of a number of the Fair-built buildings, is being done by Charles Luckman Associates, noted architectural firm serving the Fair as Master Planners & Coordinating Architects.

The Del E. Webb Corporation, world-renown construction firm, also serves the California World's Fair, as managers of construction and design.

Other participants in the California World's Fair are: Aero-Jet General Corporation; American Protection Services, Inc.; Bulgar, Cameron & VanderVelde; Dexter Color New York, Inc.; Foremost Dairies, Inc.; Korinth Container-Pak; Minute Man Enterprises, Inc.; Thompson Industries, Inc.,

(more)

and Trams, Inc.

Meantime, manufacturers and wholesale purveyors of a variety of goods and materials, needed for a project as vast as this major international exposition, are being urged to contact the Fair's marketing division, headed by Don Rose, Vice President-Marketing, for details regarding contracts now being offered to such organizations.

The California World's Fair is headquartered in the California World's Fair Building, 230 East Fourth Street, Long Beach, California.

---30---

C A L I F O R N I A  
WORLD'S FAIR 1967-68  
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# news

Vol. 1 - No. 2

SEPTEMBER, 1963

## KIMBALL ELECTED BOARD CHAIRMAN



Discussing Fair plans, following the meeting of the Board of Directors, are, from left, Fred Hall, executive vice president and general manager; Nelson McCook, Jr., president; Mayor Harry Faull, vice chairman of the board; Del E. Webb, director, and Board Chairman Dan A. Kimball.

### 5 Directors Named to Committee To Study By-Law Changes

A special committee of five directors has been named by Board Chairman Dan A. Kimball to study the By-Laws of International Exposition for Southern California, Inc., and recommend possible changes.

Named to the committee were: William Grant, appointed chairman; Kenneth Hemphill, Nelson McCook, Jr., David F. Pon Tell and Dean Sweeney.

Appointed ex-officio member of the committee was Glen Watson of the law firm of Richards, Watson & Hemmerling, general counsel to the Fair organization.

The committee was appointed on a resolution of the Directors to study the corporate By-Laws of the non-profit Fair organization, and make recommendations at a special meeting of the Board within 60 days.

Dan A. Kimball, world-renowned industrialist and former Secretary of the Navy, was unanimously elected Chairman of the Board of Directors of International Exposition for Southern California, Inc., the non-profit organization sponsoring the California World's Fair in Long Beach in 1967 and 1968.

Elected Vice Chairman of the Board was Harry Faull, Mayor of Pomona and widely known Southern California business leader.

The elections came during the August 8 meeting of the Board of Directors, held in the California World's Fair building. S. Louis Gaines, former Board Chairman, declined to stand for re-election.

In a statement to the directors, Gaines said that "I may, from time to time, continue to be the devil's advocate, but I hope we will all cooperate to make this project a great thing for California."

The more than 50 Directors attending the meeting also voted to expand the executive committee to 19 members, thus permitting the election to that body of Gaines and E. O. Rodeffer, who had previously served as Board Chairman.

The directors, who heard progress reports on Fair plans from Fred Hall, executive vice president and general manager of the Fair, and from Axel Johnson, vice president of Del E. Webb Corporation, construction and design managers of the Fair, approved appointment of a committee to study changes in corporate By-Laws affecting the powers of the Board, and providing staggered three-year terms of office for members of the Executive Committee.



# Long Beach Reports Official Audit

The soundness of the non-profit corporation that will sponsor the California World's Fair in Long Beach in 1967 and 1968 was verified beyond question in a comprehensive official report presented to the City Council of Long Beach by the City Auditor's office.

The report, titled "A Review of Accounts and Records of International Exposition for Southern California, Inc.," is based upon a complete and painstaking analysis and audit of the management and corporate affairs of the California World's Fair organization.

It was prepared by the City Auditor of Long Beach, at the request of the City Manager, and covers virtually the entire history of the Fair organization, up to June 30, 1963.

The 11-page report, which was almost a month in the making, explains that the City of Long Beach has an increasing interest in the affairs of the non-profit corporation and its sound management because the electorate of the city voted, by a more than 75% majority, in favor of setting aside up to \$60,000,000 of Tidelands oil revenues as collateral for borrowings by the Fair for construction costs.

While suggesting minor changes in procedures and reviews for the future, the Official City Report clearly establishes the soundness of the management and operations of the non-profit corporation sponsoring the California World's Fair.

## Suit Filed Against Fair Corporation

A group of former employees and directors filed suit against the Fair corporation Aug. 8, asking the Courts to enjoin the Fair organization from further activity because of improper by-laws.

In a surprising subsequent development, however, one of the persons listed as a plaintiff in the suit, charged that his name had been improperly used, without his prior knowledge, consent or permission. He stated that he had directed the attorney in the law suit to file a "request for dismissal" removing his name from the action.

The suit, termed an "obvious harrassment" by Fair officials, will be answered in court soon. Four persons listed as plaintiffs have made separate claims that they were unfairly dismissed by the Fair corporation, and each has a suit pending seeking extravagant sums of money for alleged services to the Fair.

From The Los Angeles TIMES, Aug. 14, 1963

### World's Fair Finances OK'd in Audit Report

The fiscal soundness of the corporation sponsoring the projected Long Beach World's Fair was affirmed Tuesday in a city auditor's report which predicts an operating surplus of \$31 million.

International Exposition for Southern California, Inc., the sponsoring organization for the 1967-68 event, came under attack last week when ousted members of the corporation accused board members of conflicts of interest and making "secret profits" from concessions.

In his 11-page report to the Long Beach City Council, city auditor Murray T. Courson made only passing note of the lawsuit against the organization, but cautioned that because of a delay in tidelands oil revenues, future concessions should be granted by the city on the basis of competitive bids.

#### Voters Gave Approval

Voters last June approved the use of up to \$60 million in tidelands oil revenues to underwrite the fair's construction costs.

Courson said that because the corporation will enjoy this financing from the city, Long Beach should assume increased control in franchise and concession matters.

Other sources of advance revenue suggested in the report include advance fees required for exclusive concession rights, the subleases of space and loans from organizations and individuals.

#### Suit Names Hall

Last Thursday, Fred Hall, former Kansas governor, Richard Richards, former state senator, and other board members were named in a civil suit filed by eight ousted board members. Hall termed the suit "an apparent attempt to harass the organization."

## FAIR EXECUTIVES VIEW PROGRESS OF PIER J CONSTRUCTION

"This site is just fabulous!"

These were the words used by Dan A. Kimball, newly elected Chairman of the Board of the California World's Fair, during a sea-going tour of the 300-acre pier on which the Fair will be located.

Kimball took the tour only four days after his election as Board Chairman; he avowed at the time of his election that he intends to be a "working chairman," not a figurehead.

A tug, provided by Connolly-Pacific Co., the firm creating the two-mile-long pier from the ocean depths, picked up Kimball and other Fair executives, and circled the area where the pier is now under construction. More than 3,000,000 tons of rock — barged 22 miles from Catalina Island — is being used to form the edges of the huge pier. Meantime,



### 2,000,000th Ton of Rock

A milestone in the construction of Pier "J" in the Long Beach Harbor — a facility that will be the world's largest man-made pier — was reached during the visit by Dan A. Kimball and Fair executives. A total of 3,000,000 tons of rock is required to create the two-mile-long pier, and Fair officials witnessed the setting of the 2,000,000th ton. The Pier, consisting of more than 300 acres of filled land, is expected to be ready for construction of Fair buildings in early 1965.

huge dredges are pumping sand up from the 45-foot depths of the ocean floor, and filling in the land areas of the pier proper. A total of some 33,000,000 cubic yards of fill will be dredged up to create the port facility.

Prior to the tug ride, Kimball met with members of the Long Beach Harbor Commission, to discuss the work being performed in the harbor, and with Charles Vickers, Long Beach Harbor manager.

"It is the most fabulous Fair site I've ever seen," Kimball commented, "and I am convinced that the California World's Fair will be the greatest the world has ever seen."

A first-hand tour of the Fair site was first order of business for Dan A. Kimball after his election as Board Chairman of the California World's Fair. He met with Charles Vickers (at left) manager of the Port of Long Beach, and then (lower left) in company with Fair executives Fred Hall, David F. Pon Tell, and Nelson McCook, Jr., sailed into the Harbor for a close-up look (below) at Pier "J" construction progress. (U.P.I. Photos)



## Potential Exhibitors, Concessionaires, Visit Fair Express Increasing Interest In Participation



Details of the "Top Of The Fair" Restaurant, in the Port of New York Authority Building in the New York World's Fair, are described to Fred Hall by George Hyam (right), president of the restaurant firm. During a visit to Long Beach, Hyam expressed great interest in operating a similar restaurant facility during the California World's Fair.

### RODEFFER NAMED TO EXECUTIVE COMMITTEE

E. O. Rodeffer, president of Rodeffer Industries Inc. of Arcadia, was elected to membership on the Executive Committee of International Exposition for Southern California, Inc.

Rodeffer formerly served the California World's Fair organization as first Chairman of the Board of directors. He heads a large organization active in the construction business in Southern California and nationally.

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California World's Fair  
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California World's Fair Building  
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Reprint of the material in this publication is welcomed. Additional data about the California World's Fair as well as glossy photographs, stories, other communications material, sent upon request.

Interest in exhibit and concession contracts with the California World's Fair has been increasing in recent weeks, as measured by the accelerated tempo of visits and inquiries at Fair offices.

At the same time, invitations to bid on various concession contracts and services have been issued by the Fair, via business magazines and trade publication, to a variety of industrial groups — with a resultant expression of interest by many firms and organizations.

Many exhibitors and concessionaires in the New York World's Fair have expressed particular interest in participation in the California exposition. The New York Fair will open next April, and many exhibitors have completed their construction programs there, and are now exploring additional exposure for their products and services.

Publicity given California World's Fair plans, particularly in Eastern newspapers and magazines, has evoked a number of inquiries.

In the past few weeks, two groups visited Fair headquarters to explore participation here. Both are involved in successful operations in the New York World's Fair.

In addition, Eisaku Yamada, an executive of the Japanese Internal Trade Organization, which will have one of the largest exhibits in the New York Fair, visited with Fair officials and toured the Long Beach Harbor for a first-hand look at the unique site of the California World's Fair.

Interest is expected to accelerate even more sharply in the weeks ahead, as Charles Luckman Associates completes the Fair's Master Plan, which will be given wide publicity throughout the world.



The huge Pier, major site of the California World's Fair, is graphically indicated on a re-touched photograph to Eisaku Yamada, an executive of the Japanese Internal Trade Organization, by Long Beach Mayor Edwin Wade (center) and Nelson McCook, Jr., President of the Fair. Mr. Yamada came to Long Beach to obtain first-hand details about exhibit space at the California World's Fair.

# CALIFORNIA WORLD'S FAIR 1967-68 LONG BEACH

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## news

VOL. 1 — NO. 4 NOVEMBER, 1963

### LUCKY LAGER JOINS GROWING LIST OF PARTICIPANTS

The growing support of the California World's Fair by the business and industrial community gained impetus this month with the announcement that General Brewing Corporation, of San Francisco, has made available to the Fair a line of credit for \$350,000.

The announcement was made jointly by Nelson McCook, Jr., President of the California World's Fair, and Roy Woodman, President of General Brewing Corp., producers of Lucky Lager Beer — largest selling brew in the West.

The \$350,000 — of which \$100,000 has already been received — will be used by the Fair in its interim financing, McCook noted.

"We are delighted to be associated with this fine organization in this great civic project," McCook said. "It is gratifying that this fine corporation, an industrial leader in California, has joined the other organizations that are now whole-heartedly and financially supporting the concept of the California World's Fair."

He noted that General Brewing Corporation became the 12th organization to become an active participant in the California World's Fair, joining a growing list of blue-chip organizations such as Aerojet-General Corp., Foremost Dairies, Inc., Del E. Webb Corporation, and others.

McCook added that Lucky Lager Beer will be the official beer endorsed by the California World's Fair. It was noted that full approval from all regulatory authorities or additional legislation is contemplated before the agreement is put into effect.

The Lucky Lager company, established in San Francisco 30 years ago, has grown to one of the giants in the brewing industry in the West. Today, it has breweries in San Francisco, Azusa in Southern California, Salt Lake City, Utah, and Vancouver, Wash. Some 2,000,000 barrels of beer are produced annually at these four breweries.



Examining the production facilities of the Lucky Lager brewery in San Francisco are Roy Woodman, left, President of General Brewing Corp., and Don Rose, Fair Vice President of Marketing, following signing of an agreement whereby the brewery arranged for a \$350,000 line of credit to the California World's Fair for interim financing.

# KEY EXECUTIVES CONDUCT FAIR'S BUSINESS

Six key executives head up the day-to-day efforts required to produce the major international exposition scheduled to be held in Long Beach in 1967 and 1968, the California World's Fair.



NELSON McCOOK, JR.



KEN HEMPHILL



LOREN McCANNON



DON ROSE



HALCYON BALL



JOSEPH B. SCHOLNICK

President of the Fair corporation, officially titled International Exposition for Southern California, Inc., is Nelson McCook, Jr., a native of Sumner, Iowa, who has been a resident of Long Beach since 1918. He serves the Fair on a volunteer basis; he is also vice president of the First National City Bank of Long Beach and active in community affairs.

Another volunteer worker is Chairman of the Executive Committee, Ken Hemphill. Extremely active in Long Beach civic affairs, he has served as President of the Long Beach Chamber of Commerce, and in a leadership role with many other community organizations. He heads a manufacturing firm which produces Hemphill's HandieCreme, a chemical hand cleaner used in industry and homes.

Administrative Vice President and Acting General Manager is Loren McCannon, who formerly served as Assistant City Manager of Long Beach before joining the Fair. McCannon, a native of Greenwood, Ill., is a graduate of San Diego State College, and served as Senior Administrative Analyst with the City of San Diego. Active in Long Beach civic affairs, he is a director of the Long Beach Public Transportation Corp., community owned transit organization.

Marketing Vice President is Don Rose, heading up the division responsible for sales of exhibits and concessions. For 15 years, he held advertising and merchandising posts with major department stores in New York before coming to California; more recently, he served as associate managing director of Lakewood Center, largest shopping center in the West.

Joseph B. Scholnick is Vice President of Public Relations & Communications. A native New Yorker, he served as vice president of an international public relations agency, and as director of public relations for a major industrial firm. A former newspaperman and magazine writer, he has earned more than a dozen awards for outstanding public relations activities, including a medal from the Government of France for original promotional progress.

Halcyon Ball serves as Director of Finance. A native of Long Beach, he is a Certified Public Accountant, and was employed with a nationally known accounting firm, and in private industry, prior to joining the Fair. Active in area civic affairs, he serves as President of the Lakewood Rotary Club, and is a past secretary of the Long Beach Chapter, California Society of Certified Public Accountants.

# Chances "Excellent" For California World's Fair To Obtain Bureau Of International Expositions Endorsement



The proposed Master Site Plan for the California World's Fair is the focus of attention during the B.I.E. presentation by Fair officials. Seated is Mlle. Genevieve Marechal, Director of the Bureau of International Expositions, as Joseph B. Scholnick, Vice President of Public Relations & Communications, points out features of the plan to her; watching is Joseph E. Gandy, former president of the Seattle World's Fair, now serving the California World's Fair as special consultant.

Preparing to embark for Paris, for important conferences with the Bureau of International Expositions are, from left, Joseph E. Gandy, James H. Crooker, member of the Fair's Long Beach Advisory Committee, and Joseph B. Scholnick, Vice President of Public Relations & Communications of the California World's Fair.

Chances of obtaining an endorsement for the California World's Fair from the Bureau of International Expositions in Paris are "extremely good," Fair officials stated after returning from a presentation made in Paris at the semi-annual meeting of the international organization in mid November.

The optimistic assessment was made following detailed discussions with the B.I.E. officials during that organization's semi-annual meeting in Paris Nov. 12-13. Attending the meeting were Joseph B. Scholnick, Fair Vice President of Public Relations & Communications; Joseph E. Gandy, former president of the Seattle World's Fair, now serving as special consultant to the California International Exposition, and James H. Crooker, a member of the Fair's Long Beach Advisory Committee.

The Bureau of International Expositions is an international organization counting among its membership the 31 more sophisticated nations of the world, predominantly of Europe, the Middle East and Africa, that grants endorsements to world expositions that qualify under its rules. Endorsement by the B.I.E. means that the member-nations may exhibit at the approved Fair.

The California World's Fair had been invited to Paris to make a presentation to the B.I.E. on plans and programs for the international exposition to be held in Long Beach. Following the presentation, the B.I.E. indicated great interest in the California plans, and Fair officials were told that chances "are excellent" that the Fair can qualify for B.I.E. endorsement.

As a result of the conference, the California World's Fair has been invited to submit a formal application for endorsement at the March, 1964, B.I.E. meeting, and action on that application would be expected perhaps at the November, 1964, meeting of the international organization.



## SUPPORT FOR FAIR CONTINUES TO ROLL IN

Strong community support for the California World's Fair continued to mount this month, as many area groups and organizations adopted resolutions supporting the Fair and its new management.

Leading the groups voicing support for the Fair was the Council of the City of Long Beach, which unanimously adopted a resolution endorsing the Fair, to be held in Long Beach. At the same time, Mayor Edwin Wade also announced that he had appointed three members of the City Council to a special committee to assist the Fair in exploring alternative methods of construction financing for the international exposition.

The three councilmen appointed are: Vice Mayor James Hayes, Mr. Robert Crow and Mr. Ray Kealer.

Meantime, letters and resolutions supporting the Fair have been received from the following individuals and organizations:

The Los Angeles County Board of Supervisors, Assemblyman C. George Deukmejian, Assemblyman Joseph M. Kennick, All States Society of Long Beach, Belmont Shore Business Association, Downtown Long Beach Associates, Fraternal Order of Eagles, Aux. #791, Japanese American Citizens League, and the Kiwanis Club of Uptown Long Beach.

The Long Beach Apartment House Assn., Long Beach Arts Council, Long Beach Board of Realtors, Long Beach Chamber of Commerce, Long Beach Community Concert Assn., Long Beach Diamond Jubilee Organization, Long Beach Optometric Society, Los Altos Business Assn., Margaret Ives B.P.W. Club, National Society of Professional Engineers (Long Beach Chapter), North Long Beach Commercial Club, Sportsmen Boat & Ski Club, and the Teachers Assn. of Long Beach.

Published each month by the  
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Department  
California World's Fair Building  
230 East Fourth Street  
Long Beach, California  
Phone: (213) 432-7471

Reprint of the material in this publication is welcomed. Additional data about the California World's Fair as well as glossy photographs, stories, other communications material, sent upon request.



## Marketing Department Boosts Tempo

With the list of participants in the California World's Fair now at the dozen mark, the Marketing Department is stepping up its activities in inviting bids from firms and organizations qualified to do business with the more than 40,000,000 visitors expected to attend the international exposition.

The "honor roll" of participants in the California World's Fair, hung in the executive offices of the California World's Fair Building in Long Beach, lists 12 firms and organizations that have invested in the Fair. In alphabetical order, these are:

Aerojet-General Corp., preliminary site engineering and design; American Protection Services, Inc., security and other emergency services; Bulgar, Cameron & Vander-Velde, insurance brokers; Del E. Webb Corp., managers of construction and design; Dexter Color New York, Inc., postcards and allied products; Foremost Dairies, Inc., milk, ice cream and dairy products.

General Brewing Corp., Lucky Lager Beer; Korinth Container-Pak, water freight forwarders; Charles Luckman Associates, master planner and coordinating architects; Minute Man Enterprises, Inc., pre-opening feeding; Thompson Industries, Inc., disposable plastic and paper cups; and Trams, Inc., sky ride construction and operation.

The Marketing Department, under the direction of Marketing Vice President Don Rose, and his assistant, Robert Claussen, is now contacting other qualified firms and organizations throughout the nation, directly and through various advertising media.

16 THE WALL STREET JOURNAL,  
Wednesday, October 9, 1963

### THE CALIFORNIA WORLD'S FAIR At Long Beach, 1967-68

now accepting proposals from firms interested in providing exclusive products and services for the anticipated 40,000,000 visitors expected to attend. Currently accepting proposals for exclusive contracts for:

#### MAINTENANCE & JANITORIAL SERVICES LICENSING REPRESENTATIVE PROPOSALS

Also from wholesale manufacturers and/or purveyors of:

BREAD & BAKES	PEANUTS & POPCORN	TOBACCO & SANDY
DRY GROCERIES	STORAGE LOCKERS	COFFEE & TEA
SEA FOOD	JANITORIAL SUPPLIES	PAPER PRODUCTS
POULTRY	SOUVENIRS & NOVELTIES	COIN LOCKS
FROZEN FOODS	CUBED & GRUSHED ICE	SOAP PRODUCTS
PRODUCE	BEER & WINE	

CARBONATED & NON-CARBONATED BEVERAGES  
CASH REGISTERS & TICKET MACHINES

Firms interested in providing these products or services, or in any other business arrangement with the California World's Fair, can obtain complete information by contacting:

Marketing Department, California World's Fair  
California World's Fair Building  
230 East Fourth Street, Long Beach 12, California  
Phone: Area Code 213; TR 2-7471—SP 5-2741

The invitation is issued to qualified firms to bid on providing a variety of goods and services required by the California World's Fair during its two years of operation.

Firms interested in exploring business arrangement possibilities with the California World's Fair are urged to contact Mr. Don Rose at the California World's Fair Building in Long Beach, California — telephone numbers are: (Area Code 213) HEmlock 2-7471 or SPruce 5-2741.

# news

VOL. II, NO. 2

FEBRUARY, 1964

## GLENN R. WATSON NAMED GENERAL MANAGER

Glenn R. Watson, widely known and respected Los Angeles attorney, was unanimously elected Executive Vice President and General Manager by the Executive Committee of the California World's Fair. The action, naming Watson chief executive officer, came at the meeting of the committee on Tuesday, Feb. 25.

At the same time, the major investors in the Fair — Del E. Webb Corporation and the insurance firm of Bulger, Cameron & Vander Velde — agreed to a deferment of notes, amounting to more than \$500,000, that would have fallen due on April 1, 1964.

Watson's election fills a management gap in the Fair that existed for the past four months. He immediately announced plans to accelerate the programming for the \$400,000,000 international exposition, to be held in Long Beach in 1967 and 1968. The Executive Committee also unanimously agreed to strengthen its

own position by broadening the membership on that governing body of the Fair, by adding to it prominent community leaders from throughout Southern California. Under terms of the reorganization plan, the Executive Committee will be reconstituted, so that of the present members, six from the Long Beach area and six from the Greater Los Angeles area will remain, and the resulting six vacancies will be filled by prominent community leaders from Southern California.

Watson, a partner in the law firm of Richards, Watson & Hemmerling, has been associated with the Fair almost from the inception of the idea. A native of Oklahoma, he has been a Californian since 1946, following a four-year Navy stint as a lieutenant.

His election to the key spot climaxed a four-month search for a suitable manager to offer dynamic direction to the huge international exposition. His acceptance of the post was greeted with unanimous approval by the investors in the Fair.

"There is a great deal that must be done — and done now," Watson commented following his selection. "We intend to get this job done, and produce the finest world's fair ever held — one which the citizens of all of California can be proud."



GLENN R. WATSON



# KNBC NEWS TELLS STORY OF CALIFORNIA WORLD'S FAIR

On Thursday, January 23, Station KNBC devoted some five minutes of its 6 p.m. newscast to a progress report on the California World's Fair. Following is a verbatim transcript of that report:

## JACK LATHAM

Well, it's safe to say, I guess, that Southern California will never quite be the same again — that is, if plans that are being developed in Long Beach are completed. For that story, here's Bob Wright.

## BOB WRIGHT

Only a few months ago there were many who said that the \$400 million World's Fair at Long Beach would never come about. Since then, however, the project has been moving ahead and officials now say there is no doubt that it will open its gates on schedule in April of 1967.

Meanwhile, a 300-acre land mass is literally rising from the waters off Long Beach Harbor, as dredge and fill operations go on 24 hours a day. Its outline is already visible in a breakwater of massive rock. Three million tons of rock are being hauled in by barge from quarries on Catalina Island.

The world's largest dredge is scooping 33 million cubic yards of silt and sand off the ocean floor, piping it inside the breakwater, and spewing it out to form an artificial peninsula.

Now this retouched aerial photo shows the size of the operation. When completed, the peninsula, seen in white, will be the largest man-made facility of its kind in the world. It is here that the California World's Fair will arise, a colossus of the West! An exhibit for many nations!

The marvels of science and technology will be displayed here. There will be floating displays, underwater displays — even a giant mountain of water rising out of the sea. Gondolas will carry visitors along picturesque canals while alongside them other visitors will zoom by in 20th century monorail cars.

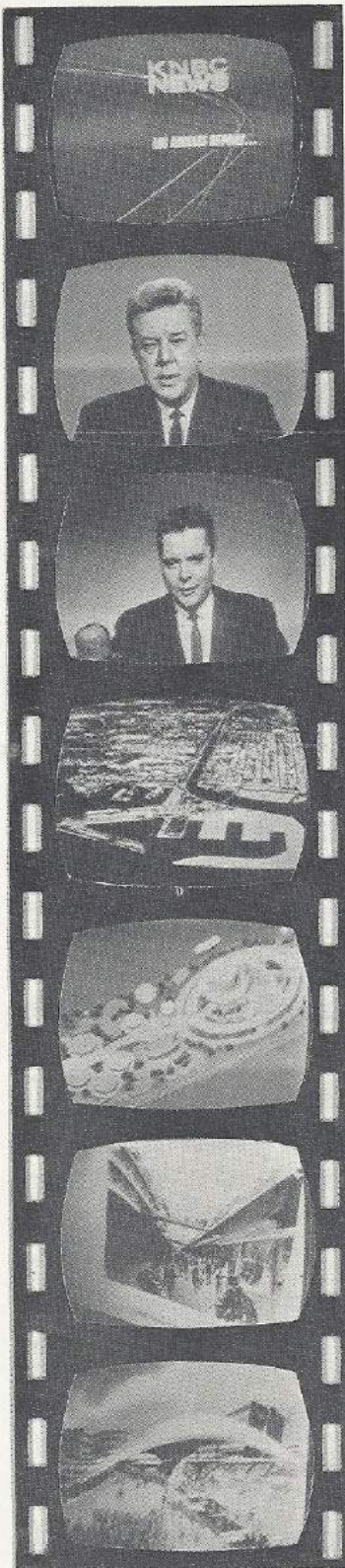
Fair officials predict 40 million persons will visit the exposition, which leads Public Relations Director Joe Scholnick to make this prediction:

## JOE SCHOLNICK

It means in terms of retail sales, well over \$650 million — additional sales that would not ordinarily occur in this State without the California World's Fair. To the State, for example, it means additional sales taxes — sales taxes alone — of almost \$25 million. It means a total investment in this area of about one billion dollars. The economic impact of the California World's Fair will be tremendous.

## BOB WRIGHT

If all these glowing promises are fulfilled, Southern California will win world acclaim. If not, we'll suffer a monumental black eye. The officials of the California World's Fair and Long Beach know it.



# JAC AGENCY NAMED EXCLUSIVE LICENSING AGENT OF FAIR

The California World's Fair has signed another contract which will provide services for the 40 million visitors expected, as well as additional interim financing for the international exposition.

The latest contract is with the Jac Agency of 780 North Gower, Hollywood, Calif. The agency will serve as exclusive licensing agent for the \$400,000,000 California World's Fair.

Under terms of the agreement, the Jac Agency will arrange contracts with manufacturers whereby these manufacturers will be permitted to use the trademarks of the California World's Fair on their various products. The Jac Agency, headquartered at the Desilu Studios in Hollywood, operates internationally and has offices in New York and Chicago. It is the largest merchandising firm on the West Coast, and one of the largest in the nation.

Partners in the firm are Al and Chick Schmitman and Jerry Paul, who have been operating the organization for more than eight years. They presently merchandise more than 60 per cent of the available properties in television and have counted among their clients such firms as Desilu Studios, Bing Crosby Productions, 20th Century Fox, Four Star Films and many other film and television studios.

Nelson McCook, Jr., Fair president, said that the Jac Agency paid to the California World's Fair, a "sizable sum" as an advance against expected revenues to be earned in the licensing operation.

"We are proud that the Jac Agency has agreed to associate with this great civic project," McCook added. "Not only will their efforts result in additional income for the Fair, but it will also be a tremendous aid to us in our worldwide promotional program."



The pleasant task of contract-signing occupies the attention of Nelson McCook, Jr. (seated), president of the California World's Fair, on the conclusion of an agreement appointing the Jac Agency of Hollywood as exclusive licensing agent for the \$400,000,000 international exposition. Watching the signing are, from left, Loren McCannon, Fair administrative vice president, and Jerry Paul and Chick and Al Schmitman, partners in the Jac Agency. The agency, largest merchandising organization on the West Coast, has advanced to the Fair a "sizable sum of money" as an advance on expected licensing revenues.

## C of C Execs Learn of Benefits to State of California World's Fair

More than 150 executives of Chambers of Commerce in Southern California learned of the tremendous economic benefits that will be derived by each of their communities as a result of the California World's Fair, to be held here in 1967 and 1968.

The economic impact story of the huge \$400,000,000 international exposition was told to the managers, executive officers and presidents of area chambers of commerce at a luncheon held at the Reef Restaurant in Long Beach, overlooking the vast peninsula now being constructed in Long Beach Harbor that will serve as the major site of the Fair.

Co-hosts at the luncheon were the Long Beach Chamber of Commerce and the California World's Fair. More than 60 communities were represented, including representatives from as far away as Palm Springs, La Jolla and Oxnard.



The unique and unusual architecture that will be an outstanding feature of the California World's Fair is described by William Schoenfeld, project manager of Charles Luckman Associates, master planners and coordinating architects of the California World's Fair, to Assemblyman George Deukmejian, Harry Krusz, executive vice president of the Long Beach Chamber of Commerce, and Loren McCannon, administrative vice president of the Fair, during a luncheon attended by more than 150 executives of chambers of commerce throughout Southern California.



Jumping for joy at the exciting prospect offered by the California World's Fair is pretty Kelli Blair, Long Beach City College co-ed, as she visits, for the first time, the future site of the gigantic international exposition to be held in Southern California in 1967 and 1968. Major site of the Fair will be a 300-acre man-made peninsula created in the Harbor of the City of Long Beach. Kelli participated in a symbolic tree-planting ceremony on the peninsula as the first portion of the huge land-mass emerged from the sea. In the background are dredge lines pumping fill onto the land area brought up from the bottom of the Pacific Ocean some three miles away. The huge peninsula, on which the more than 40,000,000 visitors to the California World's Fair will view exhibits from virtually every nation in the world, stretches two miles into the Pacific — some 3,000,000 tons of rock and 33,000,000 cubic yards of fill are required to create the large land mass.

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## Long Beach Harbor Department Gives Fair 'Hearty Endorsement'

The City of Long Beach Board of Harbor Commissioners has unanimously reaffirmed its "hearty endorsement of the California World's Fair," and urges all "citizens of this city, state, nation and the world . . . to lend their best efforts and support to the creation" of the \$400,000,000 international exposition.

The action was reported to the California World's Fair, with a copy of the endorsement which pledges the full and unqualified support of the Harbor Commissioners for the civic project.

The text of the Resolution, unanimously adopted by the Long Beach Board of Harbor Commissioners, follows:

WHEREAS, a vast amount of preliminary arrangements has already been undertaken for the establishment of the colossal California World's Fair, scheduled to be held in 1967-68 in the City of Long Beach, California; and

WHEREAS, this titanic project will be tangible and living evidence of the accomplishment of man and an everlasting testimonial and monument to his dignity, thought and spiritual quality; and

WHEREAS, the California World's Fair will not represent the relatively narrow aspirations of a single locality, state or nation, but will properly reflect the interests of the entire world and, in a very proper sense, will belong to it; and

WHEREAS, it behooves all men of good will and peaceful intentions to view the California World's Fair with approbation to the end that it will come to glorious fruition as a tribute to their basic nobility of purpose; and

WHEREAS, the City of Long Beach, California, constituting as it does a major crossroad of the world, is uniquely endowed from every standpoint to be the location for a project of the magnitude of the California World's Fair and would not disappoint the most critical analyst of the Fair's requirements:

NOW, THEREFORE, the Board of Harbor Commissioners of the City of Long Beach, California, resolves as follows:

Section 1. That the Board of Harbor Commissioners of the City of Long Beach, California, by these presents, expresses again its hearty endorsement of the California World's Fair and looks with great favor on its establishment within this city. All the citizens of this city, state, nation and the world are likewise urged to lend their best efforts and support to the creation of the California World's Fair, so that it will be a living reflection of the universal good in man.

C A L I F O R N I A  
WORLD'S FAIR 1967-68  
L O N G B E A C H

230 EAST FOURTH STREET  
LONG BEACH 12, CALIFORNIA  
LONG BEACH - HE 2-7471  
LOS ANGELES - SP 5-2741

# news

VOL. II—No. 1

JANUARY, 1964

## FAIR CONTRACTS FOR SECURITY SERVICES

A contract to provide private guards, and security and protection services for the California World's Fair has been consummated with American Protection Services, Inc., of Long Beach, Calif., it was announced this month by Nelson McCook, Jr., president of the international exposition to be held here in 1967 and 1968.

At the same time, Harry L. Lee, president of the security organization, announced that his firm has advanced to the California World's Fair, as a loan, the sum of \$100,000 — to provide the Fair organization with interim operating capital.

Under terms of the contract, American Protection Services, Inc., will serve the \$400,000,000 exposition in the role of a private police force, providing uniformed guards to protect the millions of dollars worth of exhibits and concession properties on the Fair site, throughout the two seasons of the California World's Fair.

The security service will also perform a multitude of other services for the Fair, including gate and crowd control, fire control, medical and first-aid services, a lost-and-found service — both for misplaced property and children — transportation of valuables, and other security chores.

Because of the unique site of the California World's Fair, located on a man-made peninsula in the Long Beach Harbor, the security organization will utilize helicopters and a variety of boats to properly patrol the Fair site, as well as foot patrols and automobiles.

More than 40,000,000 visitors are expected to attend the Fair, between April and October in 1967 and 1968; with this volume of visitors, security and crowd control personnel are vital to the success of the international exposition.

McCook noted that Lee, president of American Protection Services, Inc., has been head of another security firm, American Plant Protection, Inc., providing services for industries in the Southern California area, since 1951.



Seated at the controls of a "chopper" is Harry L. Lee, president of American Protection Services, Inc., the Long Beach firm awarded the guard service and security contract. Offering congratulations to Lee is Nelson McCook, Jr., (right) president of the California World's Fair, and Loren McCannon, administrative vice president and acting general manager of the Fair.

# Fair's Impact Told To State Senators

Data regarding the tremendous and far-reaching impact that the California World's Fair would have on the economy of the entire State of California was presented to members of a State Senate Committee holding hearings in Los Angeles in January.

The information was included in testimony prepared for the State Senate Fact Finding Committee on Natural Resources by Loren McCannon, Administrative Vice President and Acting General Manager. The Fair had been invited to brief Committee members on progress being made.

## CALIFORNIA BUILDERS' GROUP JOINS IN BOOSTING FAIR

The California State Builders' Exchange, statewide organization of building contractors, with headquarters in Sacramento, has endorsed the California World's Fair, to be held in Long Beach, Calif., in 1967 and 1968, as a "great civic project deserving the support and confidence of all Californians."

The endorsement was contained in a resolution sent to Nelson McCook, Jr., president of the \$400,000,000 California World's Fair, by Frank D. Corbett, executive director of the California State Builders' Exchange.

The resolution, adopted at the 39th Annual Convention of the builder's organization offers the organization's "full and wholehearted support" to the project, and urges other civic and governmental organizations throughout the State to join in supporting the international exposition.

Corbett, in a letter accompanying the resolution, stated that "we have every confidence that the City of Long Beach will not only be a good host, but that the many organizations in the community will join together and make this California World's Fair one of the most outstanding events of this type ever to be held."

The resolution of support from the California State Builders' Exchange is the latest of more than two dozen similar such resolutions received by the Fair within the past two months.

Among organizations that have adopted endorsements of the Fair, received this month, are the following: Alamitos Bay Yacht Club, G. O. P. Juniors of Long Beach, East Long Beach Lions Club, Long Beach Naval Shipyard Employees Association, Inc., Military Order of the Purple Heart, North Long Beach Lady Lions, West Long Beach Lions Club, Y.M.C.A. of Long Beach, and the Y.W.C.A. of Long Beach.

The California World's Fair was one of several subjects scheduled for discussion by the Senate Committee during hearings held in Los Angeles.

McCannon noted, in his presentation, that the Fair would generate retail sales in excess of \$675,000,000, and that the State treasury would benefit to the tune of almost \$24,000,000 in sales taxes alone.

The facts and figures, he noted, were prepared by Economic Research Associates, one of the most respected economic research organizations in the nation.

The economic impact of the California World's Fair would be felt throughout the State, McCannon pointed out, although the major impact would be in a 50-mile area around the Fair site. Within that 50-mile radius, research disclosed, a total of \$461,121,000 in new retail sales would be generated by the major exposition; in the rest of the southern section of the State, below Merced, retail sales would total \$130,302,000, and in the northern sections of the State, there would be a total of \$83,717,000 in new retail sales created by the Fair.

## Speaker's Bureau Tells Fair Story

More than 50 organizations in the Southern California area have learned all about the \$400,000,000 California World's Fair — and what it will mean to all Californians — at first hand, through the dedicated efforts of a group of volunteer businessmen serving as the California World's Fair Speaker's Bureau.

The talks have been given at luncheons, dinner meetings — and in one unique case, just before the start of a golf tournament — at the invitation of a variety of civic and service clubs and organizations in the area.

Activities of the Speakers' Bureau are being increased, and invitations are now being solicited from organizations wanting to know more about the Fair. Additional speakers are also welcomed. In either case, a phone call to the Public Relations and Communications Department of the Fair will get results.

# EXECUTIVE COMMITTEE ELECTS THREE

Three prominent Southern California business leaders have been elected to the Executive Committee of the California World's Fair organization, International Exposition for Southern California, Inc.

The Committee, top policy-making body of the Fair organization, also re-elected Ken Hemphill as Chairman, and Harry Faull as Vice Chairman, for 1964.

Named to membership on the Executive Committee were Llewellyn Bixby, Jr., president of the Bixby Land Company of Long Beach; Daniel H. Ridder, co-publisher of the Long Beach INDEPENDENT, PRESS-TELEGRAM, and William H. Vander Velde, partner in the insurance firm of Bulger, Cameron & Vander Velde of Los Angeles.

The elections came as the reorganization of the California World's Fair continues to make important strides, in gaining support from the community and business leaders throughout California, and from commercial and industrial firms anxious to participate in this huge \$400,000,000 international exposition.

Bixby, a native of Los Angeles who was reared in Long Beach, and is third generation of one of the founding families of Long Beach, was also elected to the Board of Directors of International Exposition for Southern California, Inc., the non-profit corporation sponsoring the California World's Fair.

A graduate of Pomona College, Bixby, associated with several area land development firms, is active in many civic projects in the community — he is a member of the Advisory Board, Long Beach State College; former member of the California State Fair Board; former Drive Chairman, American Red Cross in Long Beach; director, Long Beach Community Hospital; member of the Long Beach Kiwanis Club, and a member of the Los Angeles Yacht Club, the St. Francis Yacht Club, the San Francisco Yacht Club, and former Staff Commodore, Alamitos Bay Yacht Club.

Ridder, who is a member of the Fair's Board of Directors, and Chairman of the Advisory Board of the California World's Fair, has been co-publisher of the Long Beach newspapers since 1958. He is also an officer and director of several other publishing firms, which publish newspapers in California, New York and other states.

A native of New York, he is a graduate of Princeton University, and served with the U. S. Navy during World War II. Active in civic and community affairs, he serves as a member of the California State College Board of Trustees; Chairman of the Advisory Board of St. Mary's Hospital; a director of the All Year Club of California, and of the Long Beach Chamber of Commerce, and in similar leadership positions with other groups in the State.

Vander Velde, who was also elected to the Board of Directors of the Fair organization, is a partner in the firm of Bulger, Cameron & Vander Velde, with offices at 600 South New Hampshire in Los Angeles.

A native of Kansas, he is a graduate of the Emporia State Teachers College, and has been in the insurance business for the past 30 years. He and his wife make their home in Los Angeles.

Hemphill, unanimously elected to his second term as Executive Committee Chairman, is a Long Beach business and civic leader.

Faull, who also serves as Vice Chairman of the Board of Directors, is Mayor of Pomona, Calif., and president of Calsol, Inc.



LLEWELLYN BIXBY, JR.



DANIEL H. RIDDER



WILLIAM H. VANDER VELDE



HARRY FAULL



KEN HEMPHILL

# WORLD'S FAIR SITE TAKES (GOOD) SHAPE

The California World's Fair took better shape during January — in different ways. Below is a photo of the huge man-made peninsula now under construction in the Port of Long Beach Harbor area, which shows the fine progress being made on that mammoth construction job. The peninsula, on which the major facilities of the California World's Fair will be situated, is a 311-acre land fill, designated Pier "J" by the Long Beach Harbor, stretching some two miles into the Pacific Ocean. About two miles of rock jetty, which will serve as the perimeter of the peninsula, has now been completed, as the photo shows, and Harbor officials estimate that some 60% of the three million tons of rock, and 40% of the 33 million cubic yards of fill, is now in place. The photo on the right indicates another interesting shape of the California World's Fair—having more to do with the shape of the Future . . .



Photo Courtesy Long Beach INDEPENDENT, PRESS-TELEGRAM



U.P.I. Photo

. . . Pretty Sharon Barnhart impatiently awaits the opening of the California World's Fair by setting up a small model of the Swiss Sky Ride to be constructed by Trams, Inc., the Seattle, Wash., specialists in this type of amusement attraction. Trams, Inc., which operated a similar ride at the Seattle World's Fair, advanced \$100,000 to the California World's Fair upon signing the contract for a similar ride at the California exposition. The Shape of the Fair is interesting indeed.

## Fact Sheet Available

Want a quick summary of the basic facts of the California World's Fair? A small brochure has been prepared for distribution to those specifically interested in the basic economic and business facts of the Fair, and copies are available from the Public Relations and Communications Department.

Also available, in limited quantities, are copies of the basic feasibility reports on the California World's Fair prepared by Economic Research Associates. The economic reports, based on detailed studies by the organization regarded as one of the best in the field of fairs, expositions and spectaculars, covers financial feasibility, attendance factors, economic impact of the Fair upon the State, and similar such data essential to firms and organizations considering participation in the Fair.

Because of the limited supply of these detailed studies, please address requests on company letterhead

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# news

VOL. II, NO. 3

MARCH, 1964

## TWO FAIR SPECIALISTS APPOINTED TO STAFF

Two specialists in planning and producing world's fairs have joined the professional staff of the California World's Fair, it was announced by Glenn R. Watson, executive vice president and general manager.

The two specialists are Clyde M. Vandenburg, who joins the fair as vice president, exhibits and concessions, and Nick Jorgensen, who will serve as director of food services, the same position he held with the successful 1962 Seattle World's Fair.

### INTERSTATE BAKERIES CORPORATION NAMED OFFICIAL SUPPLIER TO FAIR

The California World's Fair announced the appointment of Interstate Bakeries Corporation, giant producers of breads and cakes, as official wholesale supplier of breads and baked goods.

The baking firm, whose national headquarters are located in Kansas City, Missouri, is best known in the Southern California area as the producers of Weber's bread. Interstate Bakeries Corporation operates a total of ten bread bakeries throughout the state, with eight located in Southern California.

In addition, the firm also produces Dolly Madison and Blue Ribbon cakes.

Operating nationally, Interstate Bakeries maintains sales branches in 35 states of the nation, and operates bread bakeries in about 20 cities.

Glenn R. Watson, executive vice president and general manager of the huge international exposition planned for the Southern California area, noted that the size of the organization, as well as its proven quality of products, were factors given careful consideration in the choice of Interstate Bakeries as the official California World's Fair purveyor of bread and rolls.

"Supplying bread and rolls for the more than 43,000,000 visitors expected to attend the California World's Fair requires an organization with proven capabilities," Watson commented. "Interstate Bakeries Corporation has certainly demonstrated this capability — and the acceptance of their bread and cakes throughout the nation is a clear indication of

(Continued on Page 4)

Vandenburg, who will assume responsibility for all sales activities of the California World's Fair, comes to the California exposition from services as president of Vandenburg-Linkletter Associates, Inc., a terminated organization that master-planned major exhibits in the New York World's Fair.

Among the organizations served by that firm were the Coca-Cola Company, the Continental Insurance Companies, H. J. Heinz Company, Chrysler Corporation, the air transport industry, DuPont, the American Petroleum Institute and several northeastern states.



VANDEBURG



JORGENSEN

Jorgensen, who formerly owned an extensive restaurant chain in Seattle, and whose food experience dates back to 1928, worked with the Seattle World's Fair from 1960 through the close of that exposition, with full responsibility for all food sales and services.

Vandenburg's exposition experience began with the California Pacific International Exposition, held in San Diego, Calif., in 1935-36, where he served as a

(Continued on Page 4)



# CHAMBERS OF COMMERCE AND BUSINESS GROUPS EXPRESS STRONG SUPPORT AND ENDORSEMENT OF WORLD'S FAIR

The California World's Fair, and the tremendous contributions the \$400,000,000 international exposition will make to the economy of the entire Southern California area, is being clearly recognized by the business and community leaders in this area of the state.

More than a dozen chambers of commerce and business groups throughout the Southern California area have passed resolutions expressing "wholehearted support and endorsement of the California World's Fair."



Congratulations to the executive vice president and general manager of the California World's Fair, Glenn R. Watson (left) are offered by Del E. Webb (center), chairman of the board of the Del E. Webb Corporation, international construction firm that serves the Fair as executive manager of construction and design, and Dan A. Kimball, former United States Secretary of the Navy and presently chairman of the board of Aerojet-General Corporation. Kimball and Webb are both members of the board of the California World's Fair, and Kimball serves as chairman of the board of directors. Both visited the Fair offices to extend their congratulations — and expressions of strong support — to Watson.

## FAME OF FAIR SPREADS TO FAR-OFF PLACES

Now businessmen in Kuala Lumpur, Malaysia, are familiar with the unique site, the exciting plans and the excellent business opportunities presented by the California World's Fair.

They learned about the Fair through the courtesy of the Embassy of the United States in Kuala Lumpur, and the activities of the Commercial office there, which publishes a monthly Commercial Newsletter.

In a recent issue of the Newsletter was a detailed description of the plans for the \$400,000,000 international exposition to be held in Long Beach Harbor.

One of the strongest such expressions of support came from the president of Downtown Long Beach Associates, the organization of Long Beach businessmen. Mr. Joseph A. Shuff, Long Beach department store executive, issued this statement:

"We downtown merchants in Long Beach are in full and wholehearted support of the California World's Fair, and we are convinced that it will have a tremendously beneficial effect upon the economy, not alone in Long Beach, but throughout the entire Metropolitan Los Angeles area, all of Southern California . . . and, in fact, throughout the entire state. We think that the election of Glenn Watson as Executive Vice President and General Manager is a good step in giving the great project the kind of dynamic direction it must have, and we in Long Beach certainly pledge our continued support to the management of the California World's Fair."



JOSEPH A. SHUFF

Resolutions of endorsement for the tremendous World's Fair, to be held on a unique site in the Long Beach Harbor, have also been passed by the following area chambers of commerce:

- Azusa Chamber of Commerce
- Burbank Chamber of Commerce
- Chula Vista Chamber of Commerce
- Claremont Chamber of Commerce
- Culver City Chamber of Commerce
- Downey Chamber of Commerce
- Gardena Valley Chamber of Commerce
- Hawthorne Chamber of Commerce
- La Habra Chamber of Commerce
- La Mirada Chamber of Commerce
- Lancaster Chamber of Commerce
- Long Beach Chamber of Commerce
- Lynwood Chamber of Commerce
- Rialto Chamber of Commerce
- San Fernando Chamber of Commerce
- South Pasadena Chamber of Commerce

## BALL, HUNT & HART RETAINED AS COUNSEL FOR FAIR



Conferring on legal problems of the California World's Fair are George Hart, Jr. (left), of the law firm, Ball, Hunt & Hart, newly appointed corporate counsel of the Fair, and Glenn R. Watson, executive vice president and general manager.

## Fair Officials Serve as 'Good Neighbors'; Tell Story in Mexico

Letters of appreciation were received by two Fair officials from Governor Edmund G. Brown, for their service during the recent historical meeting in Southern California between President Lyndon B. Johnson and President Adolfo Lopez-Mateos of Mexico.

Nelson McCook, Jr., president of the California World's Fair, and Dan Ridder, co-publisher of the Long Beach Independent, Press-Telegram, and a member of the Fair's Executive Committee, both served as members of a committee of prominent Southern California civic leaders to promote "Good Neighbor Week" in conjunction with the meeting of the two presidents.

Meantime, the facts of the California World's Fair found a ready audience south of the border, when a member of the Fair's Speakers Bureau addressed the mayor, city officials and top businessmen of Tijuana, Mexico. Ernest La Bell, who is manager of area development for the Long Beach Chamber of Commerce, reported an enthusiastic response to the story about the \$4,000,000,000 international exposition.

The law firm of Ball, Hunt & Hart, of Long Beach, has been named corporate counsel of the California World's Fair.

The retaining of the prominent Long Beach law firm was announced by Glenn R. Watson, executive vice president and general manager of the \$400,000,000 international exposition, whose recommendation that the law firm be retained was unanimously approved by the Executive Committee of the Fair organization.

He also revealed that other announcements would be forthcoming soon, having to do with an accelerated program of activities for the California World's Fair.

George Hart, Jr., partner in the law firm of Ball, Hunt & Hart, expressed pleasure at his firm's association with the California World's Fair.

"There is no question that the Fair will have a tremendously beneficial effect on the economy of the entire state, and particularly on the economy of Southern California and Long Beach," Hart said. "We in Long Beach are certainly proud that our city will be the host to the world, with the California World's Fair in our city, and I am personally pleased that our firm will play a part in making this great project a reality."

Ball, Hunt & Hart has been prominent in business and civic affairs of Long Beach and Southern California, and counts among its clients some of the outstanding firms and individuals in the Long Beach area.

Joseph A. Ball, senior partner in the firm, was recently appointed by President Lyndon B. Johnson to serve with the Warren Commission investigating the assassination of President Kennedy in Dallas, Texas.

## News of Fair to Be Broadcast Regularly by KFOX, Long Beach

News of the California World's Fair is the subject of a special monthly report on Station KFOX in Long Beach, starting in April.

That station will air a 15-minute report each month, bringing to its listeners news and interviews with Fair officials. The first interview is with Glenn R. Watson, executive vice president and general manager of the Fair.

Dick Provensen, news director of KFOX, made the time available to the Fair as a regular monthly feature. KFOX broadcasts on 1280 kilocycles.

## Two Fair Specialists Appointed to Staff

(Continued from Page 1)

sales and promotion executive. He later worked with the Texas Centennial Exposition in Dallas, in 1936-37.

In the World's Fair held on Treasure Island in San Francisco, in 1939-40, he served as an executive in charge of promotional activities, and developed the program of Western States participation.

The organization, Vandeburg-Linkletter Associates, Inc., of which he served as president since 1956, specialized in creative planning for world's fairs. That organization produced one of the basic master plan studies for the new California State Fair and Exposition, soon to be constructed in Sacramento; produced the master plans for the Colorado Centennial program of 1959, and a ten-year redevelopment program for the Memphis Fair and Exposition.

In addition, Vandeburg's exposition experiences included work with the California State Fair Authority; the Detroit Festival of the Great Lakes, and the Detroit Golden Jubilee, celebrating the 50th anniversary of the automotive industry.

Jorgensen's experience in all aspects of the food business date back to 1928, when he opened a grocery store in Seattle. That store soon expanded into a chain, to which was added a chain of 11 restaurants and 15 bakeries.

In 1960, he sold his restaurant interests, planning to retire, but instead joined the staff of the Seattle World's Fair. With that exposition, his responsibilities included all aspects of supplies, contracts, transportation, service and selling of foods on the Fair site.

When the Seattle World's Fair closed, in the fall of 1962, Jorgensen continued with the successor organization, Century 21 Center, Inc., a position he leaves to join the California World's Fair.

Active in civic affairs, Jorgensen has been a member of Toastmasters International since 1938, and in 1956 served as international president of that organization. He is also a former member of the board of trustees of the Seattle Chamber of Commerce, a member of the Rotary Club, and of the Washington State Restaurant Association.

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## Interstate Bakeries Named Official Supplier

(Continued from Page 1)

the quality of their products, certainly another vitally important factor in our consideration."

Under terms of the agreement with the California World's Fair, Interstate Bakeries Corporation, as official World's Fair bread and baked goods wholesaler, will be the exclusive supplier of such products during the two-year term of the international exposition. The firm will pay to the Fair a percentage of all sales.

In addition, Watson noted, Interstate Bakeries Corporation advanced a "sizeable sum of money" to the California World's Fair, to provide the growing Fair organization with operating capital.

"This brings the list of important participants in the California World's Fair to 14," Watson said. "We are certainly pleased with this association, and with the expression of confidence by Interstate Bakeries Corporation and the other major firms that have become associated with the Fair."

Officials of the bakery organization also expressed their pleasure at being associated with the California World's Fair. E. B. Heuter, vice president of Interstate Bakeries Corporation, commented: "The California World's Fair is an exciting project, which will have a marked effect on the economy of the entire area. We are, of course, pleased at the opportunity to participate, and are proud of the fact that the Fair has chosen Interstate Bakeries Corporation as official bread and rolls wholesale supplier."



A taste of things to come is given Glenn R. Watson, executive vice president and general manager of the California World's Fair, by E. B. Heuter (left), vice president of Interstate Bakeries Corporation, national baking giant named official World's Fair bread and rolls wholesale supplier. Providing bread products for the more than 43,000,000 visitors expected to attend the \$400,000,000 international exposition in Southern California will be a big job, indeed, Heuter tells Watson, as he loads a minute portion of the needed bread in Watson's arms. Weber's Breads is one of the products marketed in the Southern California area by Interstate Bakeries Corporation.

C A L I F O R N I A  
WORLD'S FAIR 1967-68  
L O N G B E A C H

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# news

VOL II, NO. 4

APRIL, 1964

## GOVERNOR BROWN ELECTED HONORARY PRESIDENT OF FAIR

Gov. Edmund G. Brown of California has been elected honorary president of the California World's Fair, the \$400,000,000 international exposition to be held in Long Beach in 1967-68.

The Governor accepted a scroll naming him to the position in the executive offices of the State Capitol in Sacramento. Making the presentation were Glenn R. Watson, executive vice president and general manager of the California World's Fair; Dan A. Kimball, chairman of the Fair's board of directors, and Del E. Webb, a member of the Fair board of directors. Governor Brown, in accepting the appointment as honorary president of the California World's Fair, stated that he was most anxious to assist "in any way I can" to make the vast project a success.



The new honorary president of the California World's Fair, California's Governor Edmund G. Brown (center), proudly displays a scroll attesting to his election. Presenting the scroll to the state's chief executive are Glenn R. Watson (left), executive vice president and general manager of the \$400,000,000 international exposition to be held in Long Beach in 1967-68, and Dan A. Kimball, chairman of the Fair's board of directors. The Governor, in accepting the position with the California World's Fair, stated that he thought the vast civic project is "a good thing for the entire state."

"I'm personally convinced that the California World's Fair will be a very fine thing for the State," the Governor said, "and I am most anxious to help it in every way I can."

Governor Brown was notified of his election as honorary president of the California World's Fair during a progress report given to him on the tremendous strides being made in producing the first international exposition ever held in the booming Los Angeles-Long Beach Metropolitan Area. According to economic forecasts, more than 43,000,000 visitors are expected to attend the California exposition during the two six-month seasons of its operations.

Watson, general manager of the Fair, to be held on a unique site now being constructed in Long Beach Harbor — a vast, 311-acre land fill, the largest man-made harbor facility in the world — at a cost to the City of Long Beach of some \$20,000,000, informed the Governor that a new and exciting Master Plan for the giant exposition has been completed by Charles Luckman Associates, serving the Fair as coordinating architects and master planners.

He also informed the Governor that the California World's Fair has been invited to attend a meeting of the Bureau of International Expositions in Paris, to be held next month. The B.I.E. is an international treaty organization that grants endorsements to international expositions; the California World's Fair has an application pending, and is confident of meeting the rigid requirements for endorsement by the B.I.E.

# PENINSULA CONSTRUCTION STATUS REPORT

Construction of the \$20 million, 311-acre site of the California World's Fair is right on schedule, according to the Long Beach Harbor Commission. At low tide, almost the entire shape of the massive port facility is visible.

This vast project, which eventually will be the largest man-made port facility in the world, was started in January, 1962. The Connolly-Pacific Company has been barging 3 million tons of rock from Catalina Island, 22 miles southwest of Long Beach, while Construction Aggregates is pumping 33 million cubic yards of fill from the bottom of the Pacific Ocean.

The huge dredge, working day and night, has been pumping an average of a million cubic yards of fill each month. Less than seven million cubic yards are still to be pumped. This will bring the huge peninsula 15 feet above mean tide around the end of 1964.

The site was originally under 47 feet of water. By pumping fill into the site, the outer harbor was also deepened to 70 feet. The largest dredge of its type, the 2,000-ton "Sensibar Brothers," was built especially for the job. The dredge is powered by a 14,000-horsepower engine and is operated by a crew of 65.

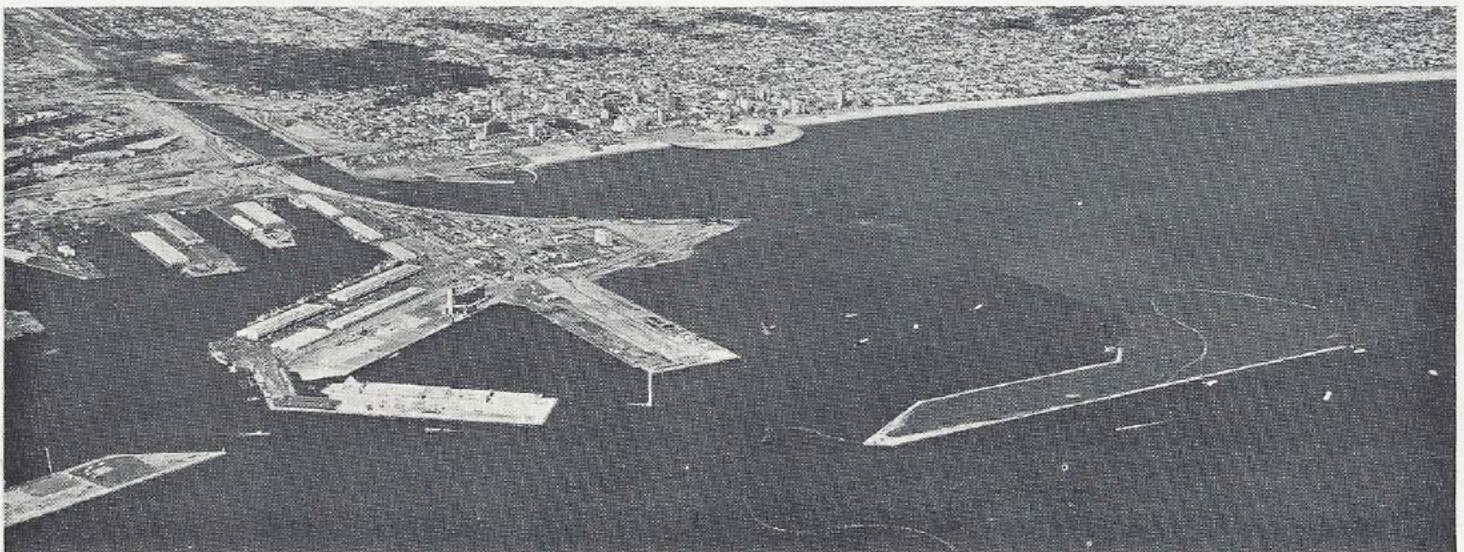
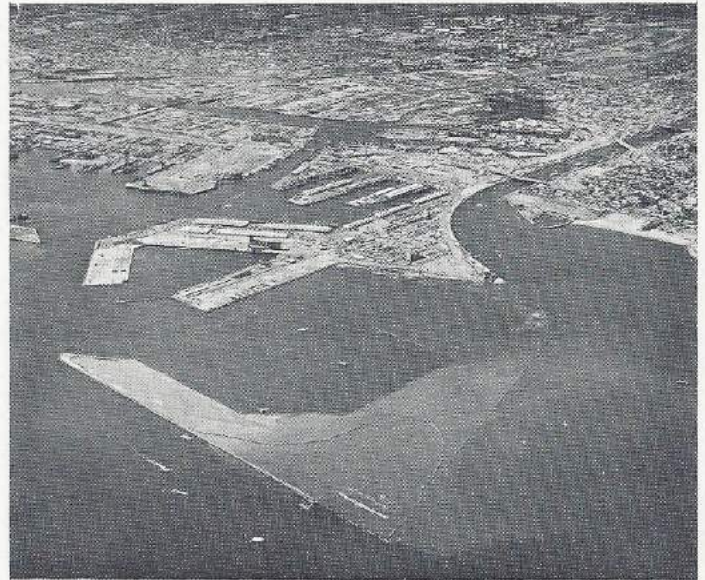
**These aerial photographs show distinctly the outline of the site of the forthcoming California World's Fair. The black line snaking across the center of both photos is the pipeline feeding the fill from the outer harbor to the areas between the dikes, which frame the huge port facility.**

**In the upper photo, left background, is the Long Beach Naval Shipyard. In the center is the present facilities of the Port of Long Beach. The lower photo shows the Port of Long Beach and the World's Fair peninsula in the foreground.**

The 23,000-foot-long perimeter rock dike of the peninsula, now practically completed, was raised in three stages, approximately 15 feet to each stage. More than 100 men, three derricks, 24 barges and assorted heavy construction equipment is being used.

When the California World's Fair is ended, the port facility will be turned back to the Long Beach Harbor Commission. It will be capable of berthing 22 large, modern ocean liners and will nearly double the present berthing capacity of the Port of Long Beach.

California World's Fair officials are anticipating the construction of exhibit and pavilion buildings next year. The first buildings will probably be the Fair Corporation's Administration Building, and the Fair's Communications Center.



# PARKING CONCESSION CONTRACT LET TO HILL SYSTEM, INC.

Pledges totaling more than three-quarters of a million dollars have been received by the California World's Fair, as the \$400,000,000 international exposition announced that it has signed an exclusive parking concession contract. The organization chosen to handle the Fair's parking requirements, Hill Parking System, Inc., has had long experience throughout Southern California and the state in major parking lot operations.

Facilities will be provided, according to terms of the agreement, for the parking of as many as 30,000 automobiles at one time. Glenn R. Watson, executive vice president and general manager of the California World's Fair, first major international exposition to be held in Metropolitan Los Angeles, said that the agreement provides for the Fair to receive a portion of all parking fees paid by the more than 43,000,000 visitors expected to attend the Fair.

## Fair Appoints Souvenir Licensee

A California toy, novelty, and souvenir producer, Markell Imports, Inc., has been appointed official California World's Fair souvenir licensee, it was announced by Glenn R. Watson, executive vice president and general manager of the \$400,000,000 international exposition to be held in Long Beach in 1967 and 1968.

Markell Imports, Inc., of Los Angeles, was granted a licensing contract which permits that firm to market a selected list of souvenirs bearing the California World's Fair trademarks.

At the same time, Watson said that the Markell organization, which has been in business for the past 11 years, has agreed to pay to the California World's Fair the sum of \$150,000, as an advance on royalty payments to be earned by the Fair from the sale of the souvenir merchandise.

The Fair will receive a percentage of all revenues derived by Markell Imports, Inc., from the sale of merchandise bearing the California World's Fair name and trademarks.

Maxwell M. Markell, president of the organization bearing his name, expressed his pleasure at the Fair appointment.

"The California World's Fair will be one of the most important events in the history of Southern California," he commented, "and our organization is proud of the fact that the California World's Fair has chosen us as official licensee."

Watson noted that the contract with the Markell organization marks the 15th agreement reached by the California World's Fair with leading firms and organizations, providing a variety of goods and services.



M. M. MARKELL

Watson noted that the Hill Parking System, Inc., is well established in the automobile parking industry in this area of the state, and at present operates several of the major facilities in Los Angeles.

Milton H. Handman, president of the organization, noted that his firm has also designed and engineered parking facilities in Southern California — including the unique garages at the California Federal and Tishman Buildings in downtown Los Angeles.

Handman also noted that his parking experience includes providing parking facilities for the California State Fair and Exposition in Sacramento, and that "we have operated parking facilities from Long Beach to Seattle."

(Continued on Page 4)



Providing efficient and convenient parking for the 43,000,000 visitors to the California World's Fair is the question intriguing Milton H. Handman (left), president of Hill Parking System, Inc., and Glenn R. Watson, executive vice president and general manager of the \$400,000,000 international exposition. Hill Parking System, Inc., has been named official World's Fair parking concessionaire. Provision is being made for as many as 30,000 automobiles to be parked at one time.

## Parking Concession Contract Let to Hill System

(Continued from Page 3)

Watson, in announcing the parking concession, said that Hill Parking System, Inc., has also agreed to advance to the Fair organization a total of \$300,000 to be used for interim operating funds, and to provide an additional \$500,000 when construction financing has been arranged.

"This organization has proven beyond any question its capabilities in handling the huge volume of automobiles we expect during the California World's Fair," Watson said. "We're pleased at this association — and are confident that the millions of Fair visitors will be equally pleased with the service they get during their visits to the Fair."

The California World's Fair, which will occupy a unique site in Long Beach Harbor, will attract in excess of 43,000,000 visitors during the two seasons of its operations in 1967 and 1968.



Two opening-day guests at the New York World's Fair were Glenn R. Watson, executive vice president and general manager of the California World's Fair, and Mrs. Herman H. Ridder, being directed to their seats for the opening ceremonies. The mammoth New York Fair's opening was marred by a steady downpour on opening day; however, the weather failed to dampen the enthusiasm of the thousands of visitors who crowded through the turnstiles of the Fair.

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## B.I.E. INVITES FAIR TO MEET

The Bureau of International Expositions, an international treaty organization to which 31 nations belong, has formally requested the California World's Fair to be present at a special meeting of the organization's Classification Committee, convened specifically to give consideration to the pending application for endorsement by the California World's Fair.

The B.I.E. is an international organization that schedules expositions throughout the world. Endorsement by the B.I.E. virtually guarantees participation by foreign nations. The California World's Fair, which is seeking endorsement as a Special Exposition, emphasizing the themes of Transportation and Communications and the vital importance of these two areas of human endeavor in man's past, present, and future accomplishments, has been in negotiation with the Bureau for the past two years. "We are confident that we can meet the rigid requirements for endorsement by this important organization," commented Glenn R. Watson, executive vice president and general manager.

"Endorsement by the B.I.E. will certainly assist us in presenting an outstanding World's Fair here," Watson added, "since it will insure that we have full foreign participation."

The Bureau of International Expositions was formed in 1928, and counts among its members virtually every nation in the European Common Market, as well as the Soviet Union and other Soviet-bloc nations. Each of the 31 nations that has signed the B.I.E. treaty is usually a major exhibitor at fairs and expositions. The United States, however, is not a member of the B.I.E.

## SUIT AGAINST FAIR THROWN OUT

The long-pending Sheilah Murison case against the California World's Fair has ended in favor of the Fair Corporation.

Los Angeles Superior Court Judge Donald A. Odell recently denied a petition from Sheilah Roberts Murison seeking \$7,750 from the International Exposition for Southern California, Inc. Miss Murison contended that the total sum represented a \$250 weekly salary she said was due since being hired in 1961 as executive secretary and promotional assistant.

Previously, the Fair Corporation had entered a counter-suit, charging that she had damaged the organization by making derogatory statements against the forthcoming exposition.

Shortly after Judge Odell denied Miss Murison's suit, the Fair Corporation's attorneys declared they were satisfied and withdrew their petition for damages.

# CALIFORNIA WORLD'S FAIR 1967-68 LONG BEACH

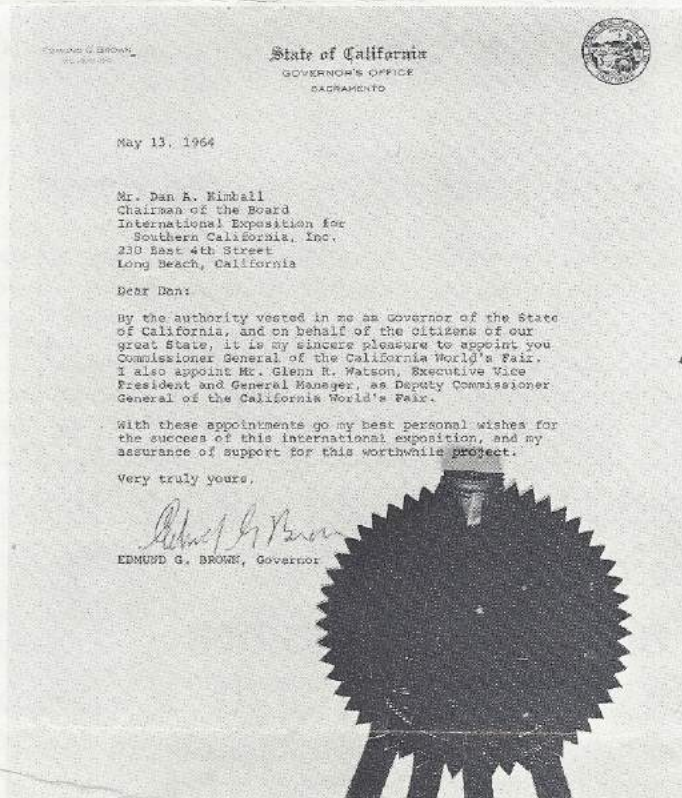
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## news

VOL. II, NO. 5

MAY/JUNE, 1964

### GOVERNOR APPOINTS COMMISSONER GENERAL



Governor Edmund G. Brown has appointed Dan A. Kimball, former Secretary of the Navy, as Commissioner General of the California World's Fair. At the same time, the California Governor named the Fair's executive vice president and general manager, Glenn R. Watson, as Deputy Commissioner General.

With these appointments, in a letter addressed to Kimball, the Governor also pledged his "assurance of support for this worthwhile project," the California World's Fair to be held in Long Beach in 1967-68.



DAN A. KIMBALL



GLENN R. WATSON

As Commissioner General, Kimball's job will be to maintain close coordination with the representatives of the various foreign nations that participate in the California World's Fair. The appointment of a Commissioner General is a basic requirement of the Bureau of International Expositions, whose endorsement is being sought by the California World's Fair.

Governor Brown recently accepted the position of Honorary President of the international exposition, expected to attract more than 43,000,000 visitors during the two years of its operation.

The Fair, which will occupy a unique site now under construction in the Long Beach Harbor, will make a tremendous economic contribution to the State of California, and will be the first international exposition ever held in the booming Los Angeles-Long Beach metropolitan area.

### FAIR ELECTS 18 TO BOARD

The California World's Fair, in a major step designed to broaden representation and support for the \$400,000,000 international exposition from throughout the Southern California area and the entire state, elected 18 persons, prominent in civic, financial and industrial affairs, to the Board of Directors of the non-profit corporation, International Exposition for Southern California, Inc., that is sponsoring the Fair.

The 18 new members represent a cross-section of community affairs in Southern California. Glenn R. Watson, executive vice president and general manager of the California World's Fair, planned for Long

(Continued on Back Page)



# World's Fair Officials Meet With B.I.E. in Paris

"We are exceedingly confident that the California World's Fair will qualify for endorsement by the Bureau of International Expositions in Paris."

That was the comment of an official of the \$400 million World's Fair to be held in Southern California in 1968-68.

And an endorsement by the powerful B.I.E. means that chances are excellent that the 31 foreign governments that comprise the B.I.E. will construct official national exhibits at the California World's Fair.

Glenn R. Watson, executive vice president and general manager of the International Exposition, pointed out that most of the important nations of the world — except the United States — belong to the Bureau of International Expositions.

"France, Great Britain, all the Common Market nations, the Soviet bloc nations, all are among the countries that have signed the international treaty creating the bureau," Watson commented. "If the bureau fails to endorse a world's fair, none of these nations are permitted, by that treaty, to participate with official exhibits."

In recent years, the B.I.E. endorsed as a "General Exposition" the 1962 Seattle World's Fair, but failed to endorse the current New York World's Fair.

The California World's Fair, Watson pointed out, is seeking endorsement as a "special exposition," with

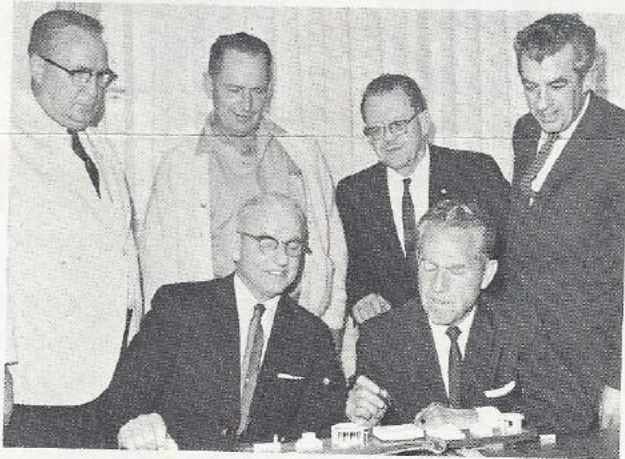


major emphasis on the fields of transportation and communications. Endorsement is being asked only for the year 1968.

Watson, accompanied by Joseph B. Scholnick, vice president of public relations and communications for the California World's Fair, were in Paris on June 4 by formal invitation of the Bureau. The Fair officials attended a meeting of the B.I.E. Classification Committee to discuss details of the pending endorsement request.

The California World's Fair, to be held in Long Beach, Calif. — some 15 miles from downtown Los Angeles — is expected to attract more than 43 million visitors to a unique waterfront site of about 550 acres. By comparison, the New York World's Fair occupies some 660 acres and hopes to attract about 70 million visitors. The Seattle World's Fair, in 1962, located on a 74-acre site, attracted 9,600,000 visitors.

## L.B. City Council Visits N.Y. Fair



Fascinating features of the New York World's Fair are pointed out to Long Beach Mayor Edwin Wade and three members of the Long Beach City Council, during a recent visit to the huge New York Fair. Indicating some of the features of the U. S. Pavilion to Mayor Wade (seated left) on a model is General William E. Potter, executive vice president of the New York World's Fair. Interested spectators are, from left, Long Beach City Councilmen Emmett Sullivan, Bert Bond and Pat Corbett, and Joseph B. Scholnick, vice president of public relations and communications for the California World's Fair.

## Fair Adds Specialist From Seattle Exposition To Food Services Staff



Dean Guintoli, a world's fair specialist who served as assistant director of concessions with the successful Seattle World's Fair of 1962, has joined the food services staff of the California World's Fair, it was announced by Glenn R. Watson, executive vice president and general manager of the \$400,000,000 international exposition.

Guintoli, a native of Tacoma, Wash., will devote his time with the California exposition to the development of food concessions, an area of essential importance since it requires preparation and proper operation of feeding facilities for the 43,000,000 visitors expected to attend the California World's Fair.

He will draw upon years of experience in the food and merchandising business. At one time, Guintoli represented a large food concern in the 11 Western States, and his responsibilities with the Seattle World's Fair were of a similar nature.

# INTERNATIONAL TACOS, INC., SIGNS FIRST RETAIL CONTRACT

The first retail concession contract with the California World's Fair was announced by Glenn R. Watson, executive vice president and general manager of the \$400,000,000 international exposition.

The contract, signed with International Tacos, Inc., of Los Angeles, permits the Southern California based firm to serve Fair-goers with a wide selection of Mexican specialty foods, including tacos, enchiladas, tamales, tortillas, burritos, refried beans and fritos, as well as soft drinks and beer, in six separate establishments on the Fairgrounds. Each of the six locations will occupy 2,500 square feet in the amusement and entertainment sections of the Fair. The contract calls for International Tacos, Inc., to operate during the two six-month Fair periods.



Attractive and modern architectural design, distinguished by tile and Mexican mosaic art, will be the unique features of the restaurants established by International Taco, Inc., on the grounds of the California World's Fair. Pointing out the features of the restaurants to Glenn R. Watson (left), executive vice president and general manager of the \$400,000,000 international exposition, is Manuel Toroya, president of the food firm that has been awarded the first retail concession contract for the California World's Fair.

In signing the contract with Manuel Toroya, president of International Tacos, Inc., Watson said, "Although we have signed contracts with 15 large corporations for other services, it gives me exceptional satisfaction to announce the signing of our first retail concession — another rung in our ladder of opportunities."

"We have sold a lot of Mexican specialty dishes since starting in business in 1947, but serving the 43-million-plus visitors to the California World's Fair will be something of a record for us," Toroya said.

As well as being president of International Tacos, Inc., Toroya is also president of Artesia Door Company and Adco Fold-Away Door Company. He also is associated with American Plywood Company, Robinson Plywood Company, Dairy Valley Prefinishing Company and Togova Enterprises, Inc.

# FAIR SIGNS ANOTHER SOUVENIR AND NOVELTY CONTRACT

Another internationally known souvenir and novelty producer — the Goldfarb Centennial Fair Corporation — has been appointed a California World's Fair souvenir licensee, Glenn R. Watson, executive vice president and general manager, has announced.

The Goldfarb Corporation's California headquarters is located at 2684 Lacy Street, Los Angeles. It has offices in New York, Florida, Canada and Hawaii. Among the Goldfarbs' large accounts is the New York World's Fair.

Under terms of its contract with the California World's Fair, the Goldfarb Corporation is permitted to market a selected list of souvenirs bearing the international exposition's trademarks. Among the souvenirs which will be offered to the more than 43,000,000 Fair visitors will be compacts, cigarette cases, jewelry boxes, trophies, coins and medallions.

In signing the contract with Philip Goldfarb, president of the novelty corporation, Watson said he was pleased to do business with such a well-established and internationally known firm.

"We have one of the largest grants in the New York World's Fair," Goldfarb said, "This is because we traveled throughout the world creating and developing new types of novelties. We shall do the same for the California World's Fair."



Philip Goldfarb, president of the Goldfarb Centennial Fair Corporation, happily signs contract which awards firm bearing his name to market a selected list of souvenirs at the California World's Fair to be held in Long Beach in 1967-68. Looking on are brothers Al and Chick Schmitman, officials of the JAC Agency, licensing agents for the California World's Fair.

# FAIR ELECTS 18 TO BOARD

(Continued from Page 1)

Beach in 1967-68, said that the appointments of these new members will be followed shortly by additional elections of individuals prominent in the state and the nation.

"The California World's Fair is a statewide project, of great importance and significance to each of us in California," Watson noted. "It has always been our intention to insure that our Board of Directors consists of individuals from each part of the state, who will assist in making the Fair a civic project of which all Californians can be justly proud."

The names of the new directors, listed alphabetically, follow:

Robert S. Bell, chairman and chief executive officer of Packard Bell Electronics Corporation, Los Angeles

John Bowles, president of Rexall Drug Company, Los Angeles

Walter M. Briggs of San Marino, president of Walt's Auto Parts & Garages

Mrs. Margaret Brock of Beverly Hills, women's chairman of the National United Republic Finance Committee

Mrs. Thurmond Clarke of Pasadena, connected with the Irvine Ranch interests, and active in civic and cultural affairs in Southern California

Hernando Courtright, owner of the Beverly Wilshire Hotel, Beverly Hills

Alfred Hart of Los Angeles, president of the City National Bank in Beverly Hills

Allerton H. Jeffries of Los Angeles, vice president of Jeffries Bank Note Company and past director of the Los Angeles Chamber of Commerce

John Jorgensen of San Marino, vice president of Earle M. Jorgensen Steel Company

Mervyn Le Roy, producer and director, Universal Studios, Universal City

Art Linkletter of Beverly Hills, well known entertainment celebrity and business leader

Louis S. Merrill, general manager, Western Fairs Association, Sacramento

Kenneth T. Norris Jr., of Pasadena, vice president of Norris-Thermador Corporation

Martin Pollard of Sherman Oaks, president of Casa de Cadillac

John T. Reynolds, senior vice president, CBS Television Network, Los Angeles

Col. Clifton S. Smith of Compton, publisher of the Herald-American Newspapers

Lloyd S. Whaley, president, L. S. Whaley Real Estate Company, Long Beach

Carl Zachrisson of San Francisco, former advertising agency executive

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# RETAIL CONCESSION LET TO ORANGE JULIUS OF AMERICA

The signing of another retail concession contract with the California World's Fair was announced by Glenn R. Watson, executive vice president and general manager of the \$400,000,000 exposition.

The contract, signed with Orange Julius of America, 626 South Spring Street, Los Angeles, gives the beverage company exclusive rights to dispense their own type of whipped orange blended drink at eight locations in the amusement and entertainment areas on the Fairgrounds.

Watson, who signed the contract with Mike Bloom, western regional director of the beverage company, said the agreement covers the two six-month Fair periods.

More than 43,000,000 visitors are expected to attend the California World's Fair, which will be located on a huge man-made peninsula stretching two miles into the Pacific Ocean.

# Portal for Boy Scout National Jamboree Presented by Fair



The thanks and appreciation of the Long Beach Boy Scouts is expressed to Glenn R. Watson, left, executive vice president and general manager of the California World's Fair, for the colorful portal to be used by the area Scout Council at the National Jamboree in Valley Forge, Pa., this summer. Expressing the thanks of the scouts are Roy Herbold (center), Lomita Gasoline superintendent, who serves as Scoutmaster of Jamboree Troop 59, and Gilford M. Funston Jr., director of exploring and activities, Long Beach Area Council, Boy Scouts of America. The portal was designed and created by the California World's Fair for the Boy Scouts, and presented to the scouts during ceremonies at Will J. Reid Park in North Long Beach.

C A L I F O R N I A  
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# news

VOL. II, NO. 6

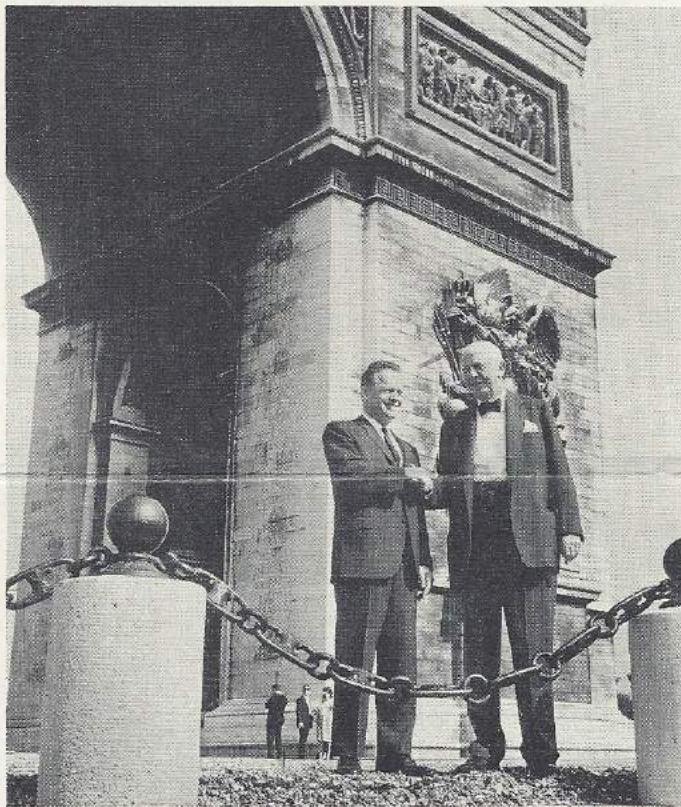
JULY, 1964

## Fair Given B.I.E. Approval

The California World's Fair has been granted the coveted approval of the 31-nation General Assembly of the Bureau of International Expositions, meeting in Paris, France, on June 22, 1964.

At the same time, the United States Government announced to the international treaty organization, which schedules world's fairs and expositions, that it is exploring, by Presidential directive, the various policies involved in possibly joining the B.I.E.

The approval granted to the California World's Fair permits each of the 31 nations that have signed the international treaty creating the Bureau to exhibit at the \$400,000,000 international exposition to be held in the Los Angeles-Long Beach metropolitan area.



The famous Arch of Triumph in Paris serves as a fitting background for Glenn R. Watson (left), executive vice president and general manager, and Fair Commissioner General Dan A. Kimball shortly after the General Assembly of the Bureau of International Expositions in Paris unanimously voted approval of the California World's Fair as a Special Exposition on Transportation and Communications for the 1968 season.

Under terms of the endorsement, the B.I.E. approved the California World's Fair as a Special Exposition on Transportation and Communications. The approval is for the six-month period of April through October of 1968.

The semi-annual General Assembly of the Bureau, which convened in Paris, also learned that the U.S. Government has started in motion the necessary machinery to explore the possibility of that country ratifying the international treaty. The U.S. is the only major nation not now a member of the Bureau of International Expositions.

The endorsement of the California World's Fair on Transportation and Communications virtually insures foreign participation in that exposition, first to be held in the booming Southern California area. While the Seattle World's Fair of 1962 had been successful in obtaining the coveted B.I.E. endorsement, the New York World's Fair was not given it.

Among members of the B.I.E. are the Common Market countries, Great Britain, the Soviet Union and Soviet bloc nations, and several Mediterranean countries. All of the nations are generally major exhibitors at fairs and expositions throughout the world.

U.S. interest in the possibility of joining the B.I.E. was expressed in a letter from U.S. Ambassador Charles Bohlen, read to the General Assembly by Mr. Rene Chalon, director of the B.I.E.; the letter

(Continued on Page 3)

# GEORGE EASON NAMED EXECUTIVE COMMITTEE CHAIRMAN

George M. Eason, chairman of the board of the billion-dollar California Federal Savings & Loan Association — largest federal savings and loan institution in the world — has been elected chairman of the Executive Committee of the California World's Fair.

The move was described by the Fair's executive vice president and general manager, Glenn R. Watson, as a "major step in the Fair's continuing policy of obtaining the moral and active support and participation by civic and community leaders from the Greater Los Angeles area — and from throughout the state."



Examining the master plan for the California World's Fair are George M. Eason (left), chairman of the board of the billion-dollar California Federal Savings & Loan Association, newly elected chairman of the Fair's Executive Committee, and Glenn R. Watson, executive vice president and general manager of the California World's Fair.

Eason's election came following the announced resignations of several Executive Committee members, all residents of Long Beach. These members left the Executive Committee because of differences of policy opinion regarding Long Beach's representation on the policy-making body of the \$400 million international exposition.

Six of the Executive Committee members from Long Beach who left that committee were Ken Hemphill, Nelson McCook, Jr., Paul McClaughry, Llewellyn Bixby, Dan Ridder and Malcolm Epley. All but Ridder, however, have retained their membership on the Fair's Board of Directors.

In submitting their resignations, Hemphill, McCook and McClaughry pledged their continued support for the Fair, and stated that their resignations were submitted in an effort to obtain stronger and more cohesive support for the Fair from Long Beach.

Immediately following these resignations, representatives of more than 30 community organizations in Long Beach formed a committee to choose replacements to the Fair's Executive Committee "truly representative of the interests and desires of the people of Long Beach." The Long Beach Chamber of Commerce also created a special high-level committee to lend its assistance in "making the California World's Fair a reality."

## FAIR WINNER IN LAWSUIT

A lawsuit, filed almost a year ago challenging the validity of the California World's Fair organization, has ended with a complete reaffirmation of the validity and stability of the California World's Fair.

The end to the annoying legal problem facing the Fair came with a judgment entered in Superior Court here pursuant to stipulation filed by Chris H. Corveleyn, the last remaining plaintiff in the action.

"However, I am now convinced as to the stability and integrity of present management," Corveleyn said, "and am fully convinced that the California World's Fair — which has made such excellent strides of progress in recent months — will be a wonderful reality of which all of us in Southern California can be proud."

The legal action, started in August of last year by Corveleyn and several other members of the Fair's

Board of Directors, charged that the officers and executive committee occupied their offices improperly, and that the by-laws of the corporation had never been properly adopted.

In the course of several preliminary hearings on the suit, the plaintiffs in the action had been enjoined from interfering in any way with the operations of the California World's Fair, and all of the plaintiffs, except Corveleyn, had previously dropped from the lawsuit.

The California World's Fair organization, International Exposition for Southern California, Inc., had contended from the start that the corporate by-laws were in good order, and had been legally and properly adopted.

This action ends all legal controversy regarding the validity of the corporate structure. Corveleyn, one of the original incorporators of the Fair organization, remains as a director.

## Fair Given B.I.E. Approval

(Continued from Page 1)

expressed interest in exploring the policy questions involved in the U.S. signing the international treaty, and expressed Presidential interest in reserving the year 1975 or 1976 with the B.I.E. for a possible bi-centennial world's fair to be held in the U.S.

Accepting the B.I.E. endorsement were Dan A. Kimball, former secretary of the U.S. Navy, who serves the California World's Fair as Commissioner General, and Glenn R. Watson, executive vice president and general manager of the interational exposition. Both spoke to the more than 100 delegates attending the General Assembly of the B.I.E. Also in the California delegation to the B.I.E. General Assembly was Joseph B. Scholnick, the fair's vice president of public relations and communications.



Congratulations are offered by M. Leon Barety (center), president of the 31-nation Bureau of International Expositions, to Dan A. Kimball (right), Commissioner General of the California World's Fair, and Glenn R. Watson, the Fair's executive vice president and general manager, upon the unanimous approval by the General Assembly of the B.I.E. of the California World's Fair as a Special Exposition during the 1968 season on Transportation and Communications.



U.S. Ambassador to France Charles Bohlen (center) examines with interest some of the plans for the California World's Fair. Mr. Bohlen, in a letter read to the B.I.E. General Assembly, expressed the interest of the United States in holding a bi-centennial celebration in 1975 or 1976, with B.I.E. endorsement, and also expressed the United State's interest in possibly joining the international treaty organization.

## 4 Elected to Board of Directors

Four outstanding civic leaders in the Los Angeles area were elected to the Board of Directors of the California World's Fair.

At the same time, one of them, George M. Eason, was also named to the Fair's Executive Committee. The other new board members are Z. Wayne Griffin, director of the Hollywood Bowl Association and president of six corporations in the Los Angeles area; William D. Ross, senior vice president of Lincoln Savings & Loan Corporation, and Mark Boyar, widely known banker and land developer.

Eason, a native of Scotland, has been a Californian since 1912, and has been engaged in the real estate business as well as banking. In 1924, he founded the Standard Federal Savings & Loan Association, and in 1959, that organization merged with California Federal to form the present billion-dollar organization.

Griffin, extremely active in civic affairs of Greater Los Angeles, has earned an international reputation as a producer of motion pictures, television programs and radio shows.

Since 1951, he has served as a director of the Hollywood Bowl Association, was director and vice president of the Southern California Symphony Association from 1945 to 1960, and was formerly or is presently a director of: The Los Angeles Civic Light Opera Association, Young Music Foundation, the Los Angeles Tennis Club, the Youth Tennis Foundation, Big Brothers, Stanford Board of Governors, Stanford National Executive Committee, YMCA, American National Theater Authority, the Opera Guild and Los Angeles Music Festival Association.

Ross, immediate past president of the Los Angeles Junior Chamber of Commerce, and a director of the Los Angeles Chamber of Commerce, makes his home with his wife and four children in San Marino. Active in athletics, he represented the United States in the 1956 Olympics team in Australia, and in the 1955 Pan American Games in Mexico City. He currently serves as Southern California chairman of fund raising for the U.S. Olympics team, and is chairman of Mayor Yorty's Olympics host committee, as well as being active on other civic and community committees and organizations.

Boyar, a founder of the Equitable Savings & Loan Association, is noted as one of the major land developers in the Southern California area; he played a major role in the development of the 100,000-population City of Lakewood, and is one of the largest tract home builders in the West. Extremely active in Los Angeles civic and community affairs, he makes his home in Beverly Hills.

## Directors Hold Annual Meeting

"The California World's Fair can be a tremendously successful affair, if it has the unstinting support of the entire community."

That was the advice offered by Joseph E. Gandy, former president of the successful 1962 Seattle World's Fair, to the members of the Board of Directors of the California World's Fair, at that group's annual meeting in Long Beach.

Gandy, a Seattle attorney and businessman who served as chief executive officer of the Seattle exposition, has served as a consultant to the California World's Fair for the past nine months.

"There is no reason why the Fair here in this great market can't be the finest World's Fair ever held in this country," he said, "providing the businessmen and civic leaders of Los Angeles and the entire Southern California area continue to give it wholehearted support."

Taking note of the recent additions to the Fair's Board of Directors and Executive Committee of leading Los Angeles community leaders, Gandy praised the Fair's management for the progress it has made in recent months.

"I certainly hope that those with little faith and less confidence will recognize the tremendous opportunities now available to Long Beach and to the entire Southern California area," he said. "We, too, had the doubters and the nay-sayers in Seattle; we proved them wrong there, and I am confident that the California World's Fair will do the same here, by being a tremendous success."

Following a detailed progress report by the Fair's executive vice president and general manager, Glenn R. Watson, the 76-member Board of Directors adopted a resolution commending "the present management of the California World's Fair for the excellent progress it has achieved, with particular emphasis on the past four months," and approved the "sound policies and programs which it has placed in effect."

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230 East Fourth Street  
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Telephone (213) 432-7471

Reprint of the material in this publication is welcomed. Additional data about the California World's Fair, as well as glossy photographs, stories, other communications material, sent upon request.



## Transportation Contract Signed

One of the nation's largest operators of trackless train transportation systems for fairs, zoos and amusement parks has been awarded the contract for providing that type of transportation at the California World's Fair, it was announced by Glenn R. Watson, executive vice president and general manager of the \$400,000,000 international exposition.

The contract was awarded to Kenny Transportation, Inc., of San Francisco, an organization which provided the same type of transportation at the successful Seattle World's Fair.

In addition, the firm provides in-grounds transportation at the Griffith Park Zoo in Los Angeles, the Fleischacker Zoo in San Francisco, the Philadelphia Zoo, the Swope Park Zoo in Kansas City, Mo., the Seattle Zoo, and Sterling Forest Gardens in New York.

"We're pleased that this highly qualified and experienced organization will solve the in-grounds transportation problem for the California World's Fair," Watson said. "Our forecasts show in excess of 43,000,000 visitors to our Fair in 1967 and 1968, the two seasons of our operations, and it takes an experienced organization to insure smooth, gracious service for these visitors."

In signing the contract, the organization advanced to the Fair corporation a substantial sum of money. In addition, the Fair will receive a percentage of all fares paid to the transportation organization by Fairgoers using the transit facilities.

The trackless trains and other transportation facilities to be used by the organization will be specially designed for the California World's Fair, according to James E. Kenny, president of the transportation organization.

"The California Fair, with its unique and dramatic site, and operating in the rich and booming Southern California area, will be a tremendous success," Kenny said. "We feel, too, that with the international endorsement the Fair has received, it can't possibly fail — and we are proud to be associated with this great civic project."

The California World's Fair is scheduled to occupy a unique site some 25 minutes from downtown Los Angeles. Only last month, the 31-nation Bureau of International Expositions granted its coveted approval to the California World's Fair.



# CALIFORNIA WORLD'S FAIR 1967-68

230 EAST FOURTH STREET  
LONG BEACH 12, CALIFORNIA  
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LOS ANGELES - SP 5-2741

## news

VOL. II, NO. 7

AUGUST, 1964

# American Express to Be Exhibitor

AMERICAN EXPRESS  
45 FIFTH AVENUE, NEW YORK

JAMES A. HENDERSON  
VICE PRESIDENT

July 31, 1964

Mr. Joseph E. Schelnick  
Vice President  
Public Relations & Communications  
California World's Fair  
230 E. Fourth Street  
Long Beach, California 90801

Dear Mr. Schelnick:

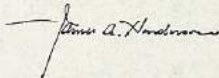
We are pleased to inform you that the American Express Company is planning to be one of the first major exhibitors at the California World's Fair.

As you know, our Company has an American Express Pavilion at the New York World's Fair, and we serve as an official information center for that Fair. It would be our intention to construct a similar Pavilion - featuring perhaps the famous American Express International Money Tree at the California World's Fair.

Our initial plans contemplate the utilization of perhaps 40,000 square feet for the American Express complex, located in a key area adjacent to the main entrance gate of the California World's Fair. Because we are the Company for people who travel, we hope to serve the Fair similarly as an official ticket and information center.

We are certainly impressed with the plans and progress of the California World's Fair and look forward to being an active participant in the exhibition.

Very truly yours,



## President Johnson Signs Fair Law

Federal legislation changing the year of approval of the California World's Fair, to conform with the endorsement of the Fair by the Bureau International des Expositions, was unanimously passed by both the House and Senate, and signed into law August 27 by President Johnson.

The law amends the previous approval, changing the year of recognition for the California World's Fair to 1968. The California World's Fair has been endorsed as a special exposition on transportation and communications for the 1968 season by the B.I.E.

Rep. James Cormack introduced the measure in the House, and the late Sen. Clair Engle and Sen. Thomas Kuchel co-sponsored a similar bill in the Senate. The law extends United States recognition to the California World's Fair, and authorizes the President of the United States to issue a Proclamation calling upon the States of the Union and foreign nations to participate in the international exposition.

The American Express Company, internationally famous organization with more than 400 offices in some 34 countries, will be one of the first major exhibitors at the California World's Fair.

The decision was announced in a letter to the Fair from James A. Henderson, senior vice president of the multimillion-dollar organization, in which the plans of the American Express Company are revealed.

While the precise form of the American Express pavilion has not yet been determined, the company is exploring unique designs and plans for a dramatic exhibit at the California World's Fair.

The American Express pavilion at the New York World's Fair, located in a key area near the main entrance, is one of the more popular exhibits; it features a huge scale model of the fairgrounds, and visitors to the pavilion are given a preview tour of the Fair.

In addition, the company serves the Fair as official information center for Fair visitors. The American Express Money Tree, a unique structure erected outside the American Express pavilion, on which is hung more than \$1,000,000 in currencies of the world, is also an outstanding feature of that exhibit.

Glenn R. Watson, executive vice president and general manager of the California World's Fair, expressed pleasure at the decision of American Express to become one of the first major exhibitors at the California World's Fair.

"The American Express Company," said Watson, "is certainly widely known and respected throughout the world. Not only does it maintain more than 400 offices of its own, in 34 nations, but it also maintains correspondents who transact financial, shipping and travel business for American Express in 142 other countries.

"The decision of the American Express Company to exhibit at the California World's Fair will certainly

(Continued on Back Page)



# SPEAKERS TELL STORY OF CALIFORNIA WORLD'S FAIR

A speakers bureau, consisting of volunteers from local business and civic organizations, has been telling the story of the California World's Fair to thousands of interested listeners throughout Southern California. This group, initiated early in 1962, now consists of 18 volunteers plus several members of the Fair staff. Since its inception, some 225 speeches have been delivered by members of the bureau, with an estimated total audience of more than 10,000 persons.

Groups that have requested speakers include 27 Lions Clubs, 14 Kiwanis Clubs, 13 Rotary Clubs, 12 Optimist Clubs, 10 Exchange Clubs, 16 Chambers of Commerce and a host of others, including Men's Clubs, Sororities, Fraternities, Parent-Teacher Associations, Advertising Clubs and a number of industrial and labor associations.

The speakers have been called upon to give talks as early as 7 a.m., at luncheons, and after dinner.

Members of the bureau receive no reimbursement for their time or travel expenses and have appeared before groups in Southern California as far as 75 miles from their homes. This devotion and enthusiasm can only be attributed to their personal desire to assist in making the California World's Fair a success.

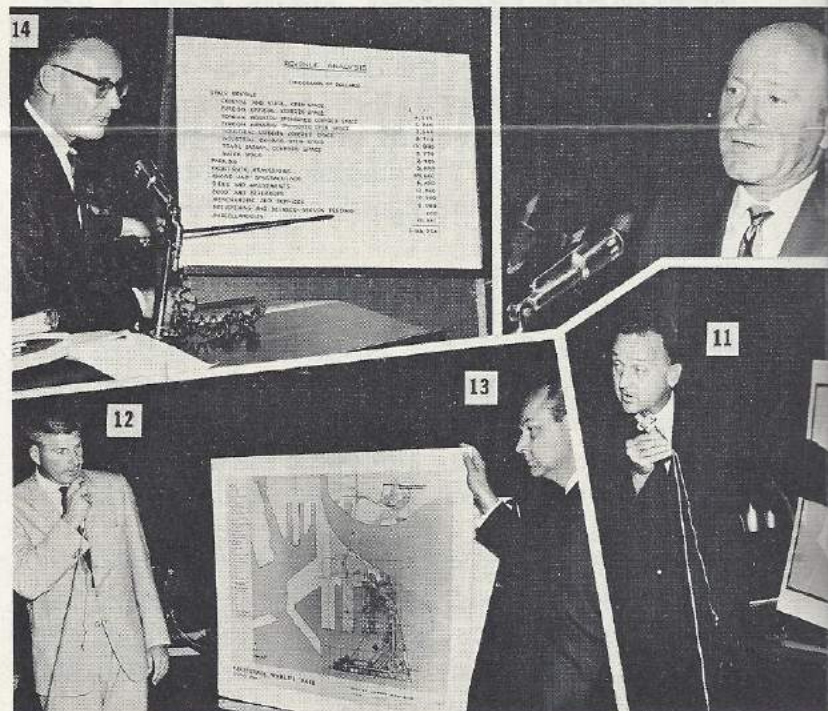
The speakers and the California World's Fair welcome the opportunity to meet with organizations and present an outline of the tremendous plans and impact of the first international exposition ever to be held in Southern California.

Additional speakers — and interested organizations — are wanted. For details, contact the Fair's Public Relations and Communications Department.

Introductions were made at the opening of the Assembly sub-committee hearings by Long Beach Mayor Edwin W. Wade (1) and Assemblyman Joseph M. Kennick (2). Among those testifying during the two-day hearing were Dan A. Kimball (3), Commissioner General of the California World's Fair; John Mansell (4), Long Beach city manager; Axel Johnson (5), Del E. Webb Corp.; and Clyde M. Vandeburg (6), vice president of exhibits and concessions for the California World's Fair. Also, Bob Lorimer (7) and Harrison Price (8), Economics Research Associates; Nick Jorgensen (9), director of food services for the fair, and William L. Fieldman (10), J. B. Hanauer & Co. Presentations were made by Ed Killingsworth (11), Killingsworth-Brady & Associates; Otto Kilian (12) and Bill Schoenfeld (13), Charles Luckman & Associates, and Loren McCannon (14), administrative vice president of the California World's Fair.



Learning all the facts about the \$400,000,000 California World's Fair, in order to make a recommendation on a multi-million-dollar California State Pavilion at the Fair, are members of a special State Legislature sub-committee, who held hearings in Long Beach. Above, Sub-Committee Chairman Jerome R. Waldie (seated) goes over some of the Fair details with Glenn R. Watson (right), executive vice president and general manager of the Fair, under the interested gaze of the other committee members, from left, Assemblymen James Mills, Joseph Kennick, Carl Britschgi, Carlos Bee and Frank Belotti. Dan A. Kimball, by appointment of Governor Brown, Commissioner General of the California World's Fair (below, left) was also present at the legislative hearings. The sub-committee heard suggestions that the State of California be represented by a major pavilion costing upwards of \$15,000,000 in the California World's Fair.



# ASSEMBLY HEARING HELD ON CALIFORNIA STATE EXHIBIT

A California pavilion at the California World's Fair, "unmatched in its beauty and excellence," was the topic of study of a special State legislative sub-committee meeting in a two-day session in the Board Room of the Port of Long Beach Harbor Administration Building.

The Fairs and Expositions Sub-committee of the California State Assembly Committee on Ways and Means conducted the hearings before recommending to the entire State Legislature the type of participation by the State in the California World's Fair.

The inquiry was prompted by a resolution introduced by Assemblymen Joseph M. Kennick and George Deukmejian on February 20, last year. That resolution reads as follows:

## HOUSE RESOLUTION No. 107

Relative to California's participation as a state exhibitor at the California World's Fair—Long Beach, 1967-1968

WHEREAS, Worldwide interest and attention will focus upon the State of California during the years 1967 and 1968 as this State plays host to at least an estimated 40 million visitors from all nations at an exposition of exceptional magnitude and grandeur, the California World's Fair, which will be held in Long Beach from April 3 through October 30, in 1967 and in 1968; and

WHEREAS, This spectacular exposition will rank with the greatest of past international expositions due to the careful long-range planning of Fair officials, the enthusiastic local and regional support which has been engendered for the Fair, the fact that it will be held in the second largest metropolitan area in this Country, the increased emphasis on leisure-time activities throughout the world, the known magic of Southern California in attracting tourists, the breathtaking oceanfront setting in Long Beach which has been selected as the site of the Fair, and the unexcelled, year-round, refreshing climate of the area in which the Fair will be held; and

WHEREAS, It is imperative not only because of its role as the host State, but also because of the eminence of California as the most populous state of the United States, that California's participation as a state exhibitor at the Fair should be unmatched in its beauty and excellence and should clearly reflect the position of leadership of this State and its people; and

WHEREAS, In order that this ambitious goal may be achieved and this State's exhibit shall be such as will earn the admiration and respect of all, it is vital that a careful study should be undertaken relative to California's participation as a state exhibitor at the Fair; now, therefore, be it

Resolved by the Assembly of the State of California, That the Assembly Rules Committee is directed to assign to an appropriate interim committee for study the subject of the participation by the State of California as a state exhibitor at the California World's Fair which will be held in Long Beach during the years 1967 and 1968 and to require such interim committee to report its findings and recommendations thereon to the Assembly not later than the fifth legislative day of the 1965 Regular Session of the Legislature.

Glenn R. Watson, executive vice president and general manager of the \$400,000,000 international exposition, and the staff and consultants to the Fair, presented a program detailing the progress and plans of the California World's Fair. Every aspect of the planning, programming and progress of the Fair was presented to the interested legislators; particular interest was expressed by the committee members in the precise role the State would be called upon to play in the Fair. In response to such questions, Watson told the committee that, using the criteria of other states and their participation in world's fairs, as well as the participation by California in the Golden Gate Exposition of 1939-40 in San Francisco, a suitable California Pavilion and exhibit at the Fair would involve an investment of "upwards of \$15,000,000."

The chairman of the sub-committee, Jerome R. Waldie, said that the committee would meet again, probably in December, before making a recommendation on the California State Exhibit at the California World's Fair. Other committee members are Thomas Bane, Carlos Bee, Frank P. Belotti, Carl A. Britschgi, Charles J. Conrad, Edward M. Gaffney, James L. Holmes, Frank Lanterman, James R. Mills, John C. Williamson and Gordon H. Winton, Jr.



## AMERICAN EXPRESS TO BE EXHIBITOR

(Continued from Page 1)

serve as an impetus in our continuing program of obtaining major exhibitors from throughout the world." Watson also noted that interest by potential exhibitors, both industrial and governmental, has shown a marked increase in recent weeks.

"We are currently in negotiation with a major communications organization known and respected throughout the world," he said, "and have been approached by a paper manufacturing firm, and an organization that specializes in arranging Fair exhibits for a group of some 20 foreign nations."

**Beauty and the California World's Fair made a pleasing combination during the recent International Beauty Congress held in Southern California. Miss American Beauty of 1964 graced a California World's Fair float (left) in the Beauty Congress parade, while four of the lovely contestants were charming guests at a Fair reception honoring State legislators. Obviously enjoying the beautiful company are, left, Long Beach City Manager John R. Mansell, State Assemblyman Edward Gaffney, Glenn R. Watson, executive vice president and general manager of the Fair, and (below) Assemblyman Joseph M. Kennick.**



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## Fair Hosts Newspapermen at Guild Conclave

Some 300 newspapermen from throughout the nation and Canada learned at first hand about plans and progress of the California World's Fair, during the 31st annual convention of the American Newspaper Guild held here.

The Fair hosted a cocktail party for the assembled newsmen and their wives just prior to the organization's annual convention banquet, at which Senator Pierre Salinger was featured speaker. Convention delegates also took with them brochures, booklets and other materials about the California World's Fair.

The American Newspaper Guild, an organization of working newspapermen and women from cities throughout the country and Canada, passed a resolution of thanks to the California World's Fair.

# CALIFORNIA WORLD'S FAIR

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## news

VOL. II, NO. 8

SEPT./OCT., 1964

### Pres. Johnson Signs Proclamation

The President of the United States issued an invitation to the States of the Union and the foreign nations of the world to participate in the California World's Fair, to be held in Southern California in 1968.

The invitation, in the form of a Presidential Proclamation, was signed by President Lyndon B. Johnson on Monday, October 19, 1964. The Presidential Proclamation was issued after Congress unanimously passed a Joint Resolution endorsing the California World's Fair, which had been approved on Aug. 27, 1964.

Taking note of the fact that the California World's Fair, dedicated to the Dignity of Man, will be an international exposition, will encourage tourist travel to the United States, and will stimulate foreign

trade, the Proclamation invites the "several States of the Union and foreign countries to take part in the California World's Fair."

The Presidential invitation also takes note of the fact that the California World's Fair will "demonstrate the vital importance of transportation and communications in the achievement of man's aspirations; the role of arts, commerce, industry and the sciences as they affect the lives of mankind, and the contributions of the cultures of the various nations of the Earth to man's eternal quest for dignity, as exemplified by his physical, mental and moral attainments."

The California World's Fair, scheduled to be held in Southern California in 1968 and 1969, has won the coveted endorsement of the powerful Bureau of International Expositions, headquartered in Paris, France. The B.I.E. endorsement is granted to the California World's Fair for its 1968 season, as a special international exposition on Transportation and Communications.

Glenn R. Watson, general manager of the California World's Fair, said that the Presidential Proclamation is the first essential step in obtaining agreement by foreign nations to exhibit in the California World's Fair.

"We are planning to contact the foreign nations throughout the world, to implement the Presidential invitation to participate, immediately after the first of the year," Watson said. "We're now in the process of finalizing selection of the new site for the California World's Fair, and plan to accelerate our entire program as soon as possible."

Text of the Presidential Proclamation follows:

(Continued)



Associated Press Wirephoto

(Continued)

# The White House

BY THE PRESIDENT OF THE UNITED STATES  
OF AMERICA  
A PROCLAMATION

WHEREAS the California World's Fair, an international exposition to be held in Southern California in 1968, will be dedicated to the dignity of man, and will depict man's efforts to achieve his aspirations for greater growth, maturity, and dignity; and

WHEREAS the exposition will demonstrate the vital importance of transportation and communications in the achievement of man's aspirations, the roles of the arts, commerce, industry, and the sciences as they affect the lives of mankind, and the contributions of the cultures of the various nations of the earth to man's eternal quest for dignity as exemplified by his physical, mental, and moral attainments; and

WHEREAS the exposition will provide an excellent and effective medium for the exchange of information by which all people may evaluate the attainments of men of other nations, will encourage tourist travel to the United States, and will stimulate foreign trade; and

WHEREAS the Congress, by a joint resolution approved August 27, 1964 (Public Law 88-496), has authorized and requested the President to issue a proclamation calling upon the several States of the Union and foreign countries to take part in the exposition; and

WHEREAS the Governor of California has appointed a Commissioner General of the California World's Fair and will invite the several States of the Union to participate in the Fair:

NOW, THEREFORE, I, LYNDON B. JOHNSON, President of the United States of America, do hereby invite the several States of the Union and foreign countries to take part in the California World's Fair.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the United States of America to be Affixed.

DONE at the City of Washington this nineteenth day of October in the year of our Lord nineteen hundred and sixty-four, and of the Independence of the United States of America the one hundred and eighty-ninth.

(SEAL)

LYNDON B. JOHNSON

By the President:  
DEAN RUSK  
Secretary of State

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## Governor Brown Extends Thanks to B.I.E.

Gov. Edmund G. (Pat) Brown extended his formal thanks—as Governor of California and as Honorary President of the California World's Fair—to the powerful Bureau of International Expositions, in Paris, France, for that treaty organization's endorsement of the international exposition.

The Bureau, an international organization formed by a treaty signed by 31 nations of the world, unanimously extended its coveted and vitally important approval to the California World's Fair as a special international exposition on Transportation and Communications for the 1968 season.

The Governor's letter, expressing his appreciation for that endorsement, also pledged that every effort is being made to assure that the California World's Fair will be a project worthy of the B.I.E. endorsement—and a point of pride for every Californian.

The Governor's letter follows:

EDMUND G. BROWN  
GOVERNOR

State of California  
GOVERNOR'S OFFICE  
SACRAMENTO



September 30, 1964

M. Leon Barety  
President  
Bureau International des Expositions  
50, Avenue de la Bourdonnais  
Paris, France

Dear Mr. President:

Please permit me, as Governor of the State of California and as Honorary President of the California World's Fair on Transportation and Communications, to extend to you and to the Bureau my sincere appreciation for the approval extended to our international exposition.

I would be most grateful if you would extend my appreciation, too, to each of the member nations and delegates who voted unanimously to extend endorsement to our Exposition, at the General Assembly of June 22, 1964.

Every effort is being made to assure that the California World's Fair on Transportation and Communications, to be held in the Southern California area in 1968, will be an international exposition worthy of your confidence, and all of us in the State of California look forward to acting as host to each of the nations of the Bureau International des Expositions.

Very truly yours

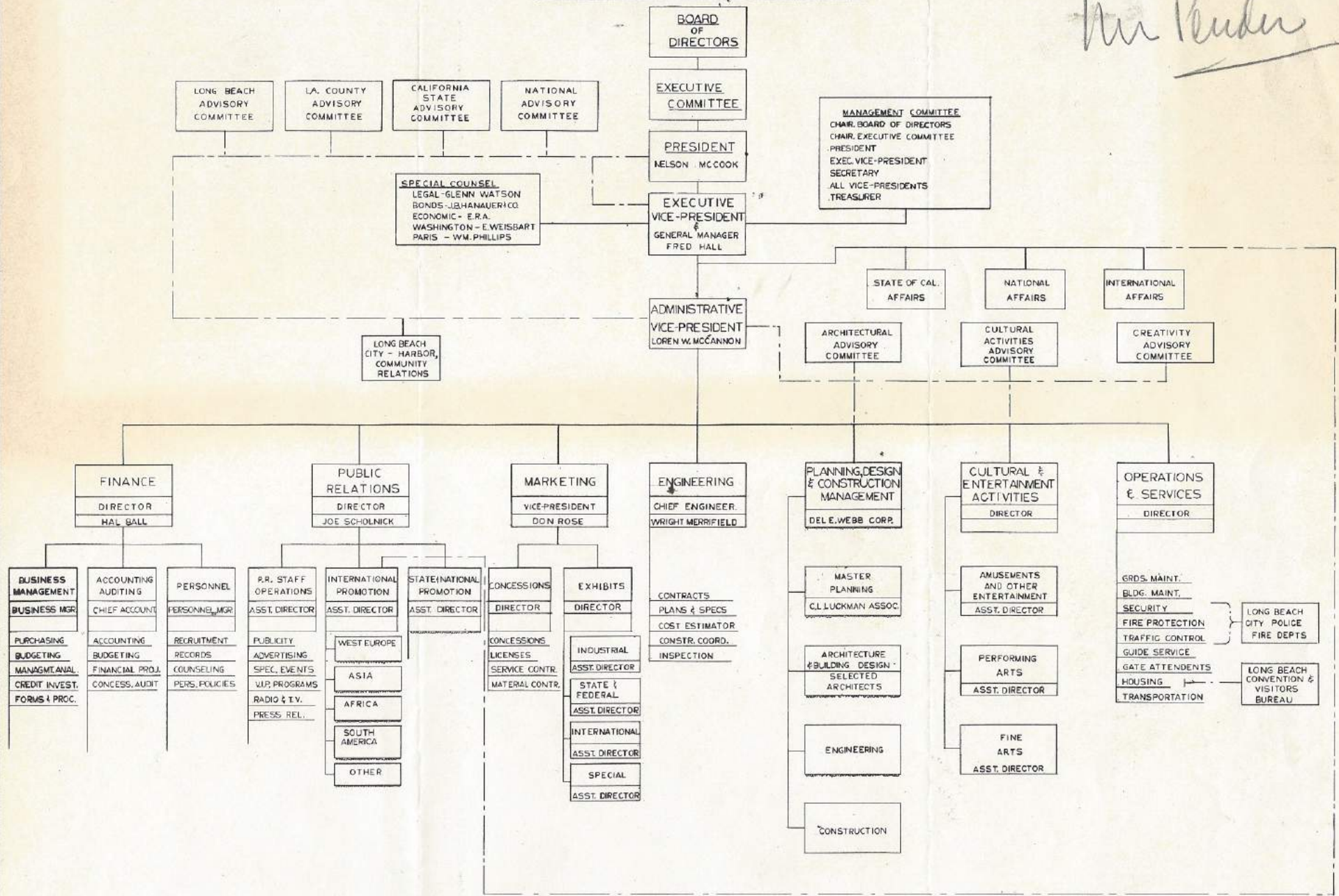
EDMUND G. BROWN, Governor

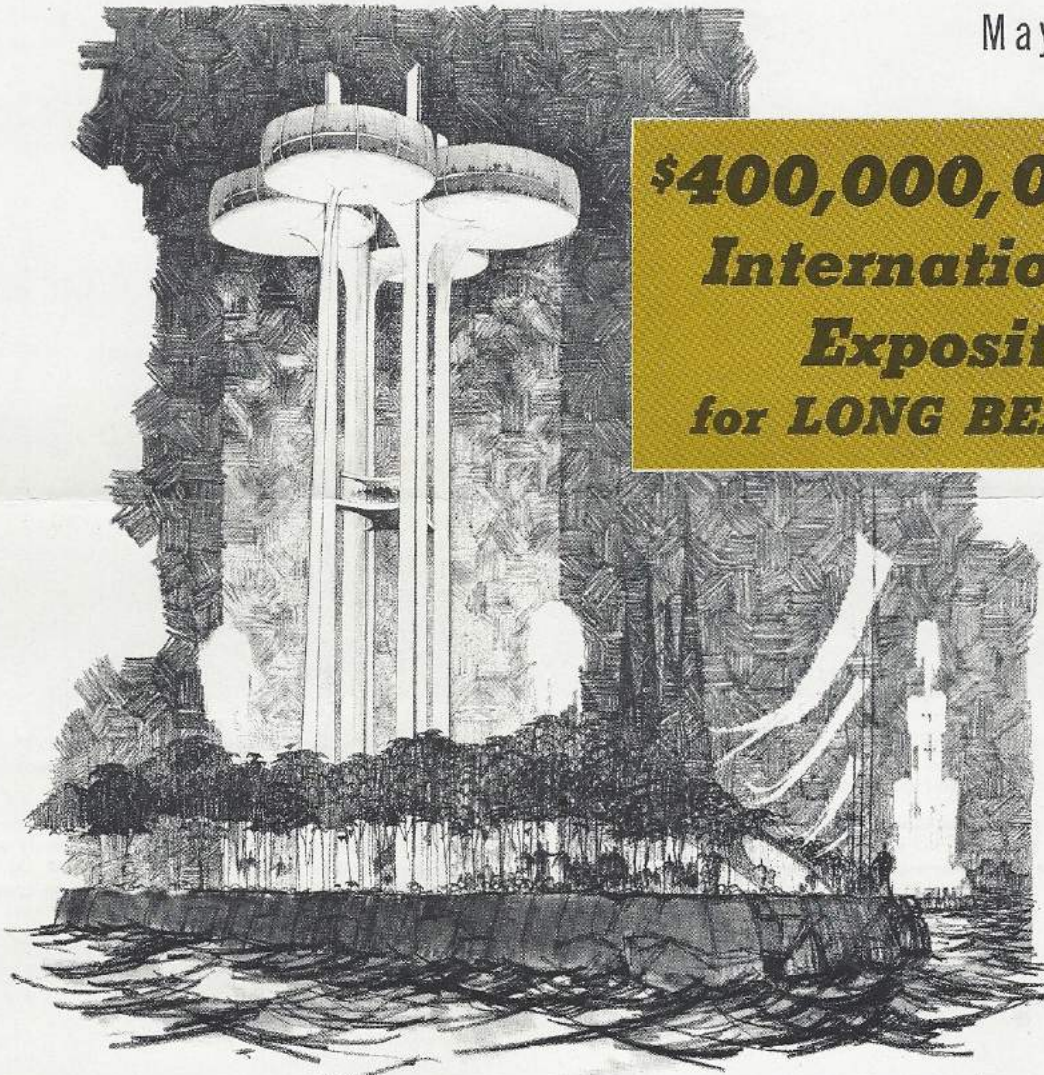
Introducing the California World's Fair representatives to the delegates of 31 nations assembled in the International Conference Hall of Paris, France, on June 22, 1964, is Leon Barety, president of the Bureau of International Expositions. Watching, with arms crossed, is Rene Chalon, director general of the B.I.E. while Dan A. Kimball, Commissioner General of the California World's Fair, and Glenn R. Watson, executive vice president and general manager of the international exposition, prepare to address the delegates. The General Assembly of the 31-nation international treaty organization voted unanimously to grant its endorsement to the California World's Fair as a special international exposition on Transportation and Communications for the 1968 season.



# CALIFORNIA WORLDS FAIR

*Mr. Bender*





**\$400,000,000-**  
**International**  
**Exposition**  
**for LONG BEACH**

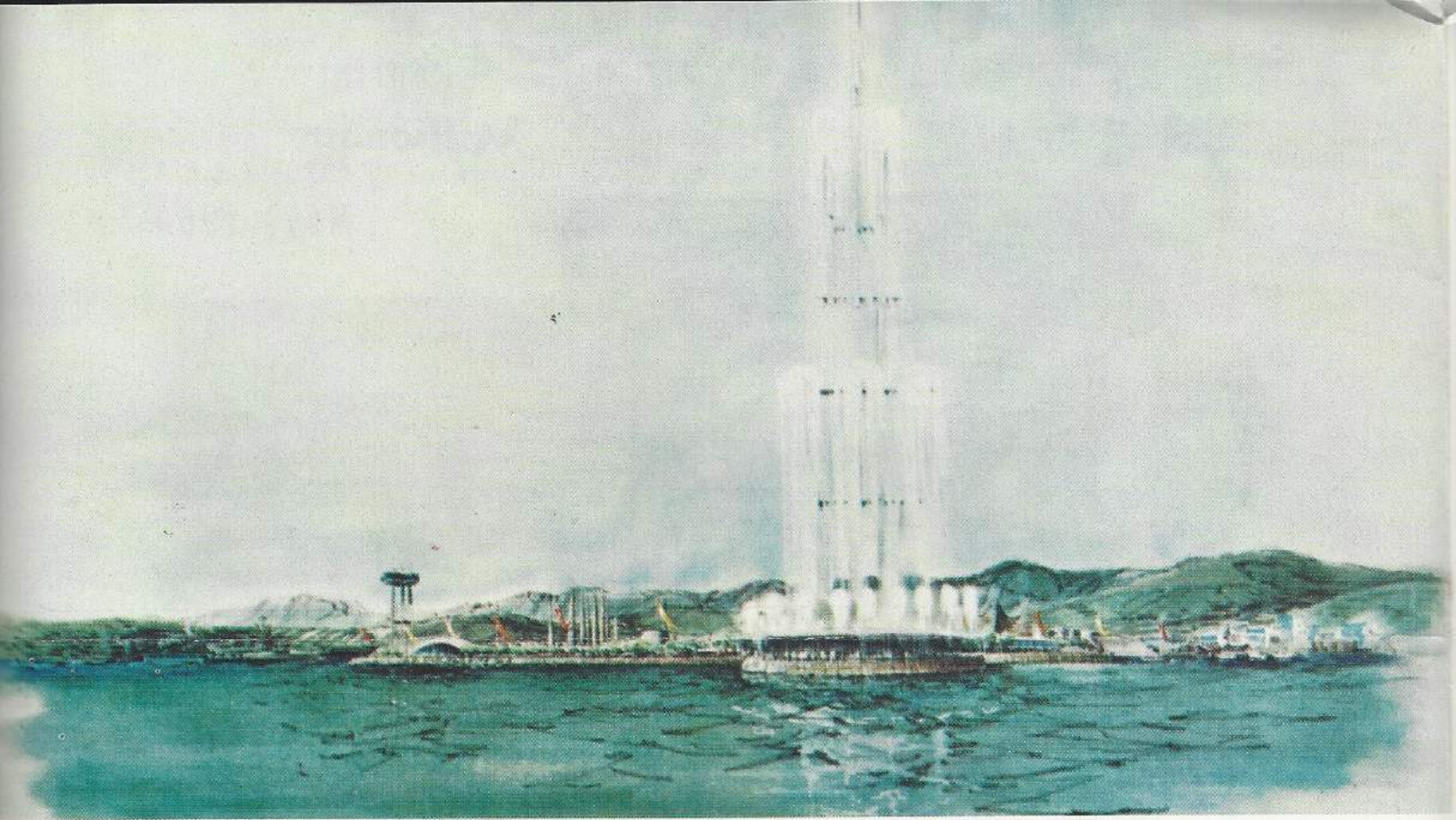
## **1967 - 1968 WORLDS FAIR**

A wonderland of imaginative architectural and design concepts, located on the world's most unusual site, are the basic ingredients of what is planned as the greatest spectacular of the century - the California World's Fair to be held in Long Beach in 1967 and 1968.

The \$400 million international exposition - the first major world's fair ever planned for the burgeoning Southern California area - will be held on a huge peninsula being created in the Harbor of the City of Long Beach - a peninsula literally being raised from the sea, to create the largest man-made pier in the world and the Fair will be financed by private money.

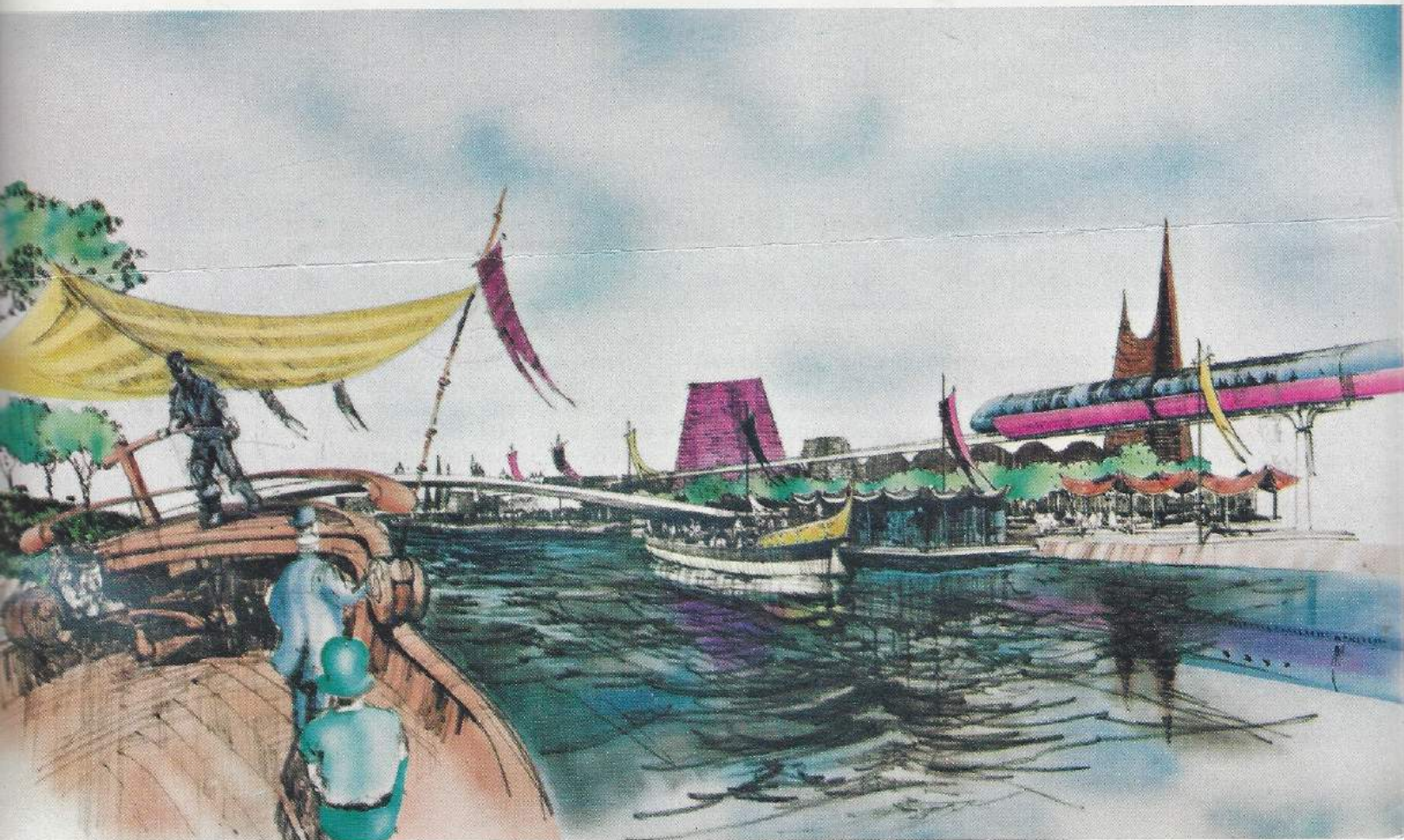
Some 50 million visitors are expected to attend this vast spectacular, which will occupy more than 500 acres in the heart of the Southern California area, and while the show of the Fair will be attractive and unique, the biggest attraction is the site itself.

The peninsula, designated Pier "J" by the Long Beach Board of Harbor Commissioners, who have been planning its construction for the past 20 years, will stretch more than two miles into the blue Pacific Ocean off the shore of Long Beach, a southern neighbor 15 miles away from downtown Los Angeles. At the end of the Fair, Pier "J" will revert to its original purpose - com-



A graceful tower of water rising up from the surrounding sea will be one of the architectural accomplishments in the California World's Fair. The graceful structure will combine the beauty of spouting water, in a huge fountain effect, with the spectacular quality of flame - a giant gas jet serving as a beacon at the top of the edifice.

A system of picturesque canals through the site of the Fair is one of the features proposed for the international exposition to be held in Long Beach in 1967 and 1968. The canal system will serve double-duty — as a transportation system, and as a lovely addition to the extensive landscaping planned for the spectacular site of the California World's Fair. A variety of boats will ply the canal waters — and Venetian Gondoliers will sing arias to their passengers as they leisurely traverse the two mile long system.





Floating cafe . . . looking south to  
the Peninsula of the States.



Looking west along Peninsula of the States  
to Federal Pavilion.



Looking south along International  
Promenade to Space Mast.

mercial shipping for World Trade.

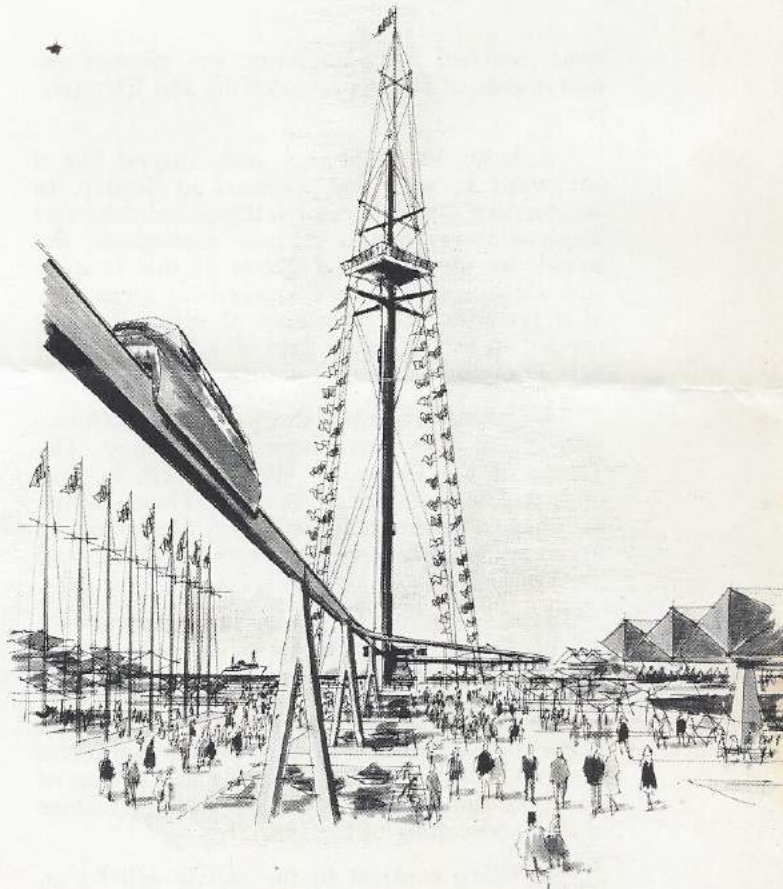
Construction of this giant peninsula will require a total of 3 million tons of rock - all being barged to the construction site from Catalina Island 22 miles away - to form a perimeter wall to protect the land mass from the ebbs and swells of the Pacific tides.

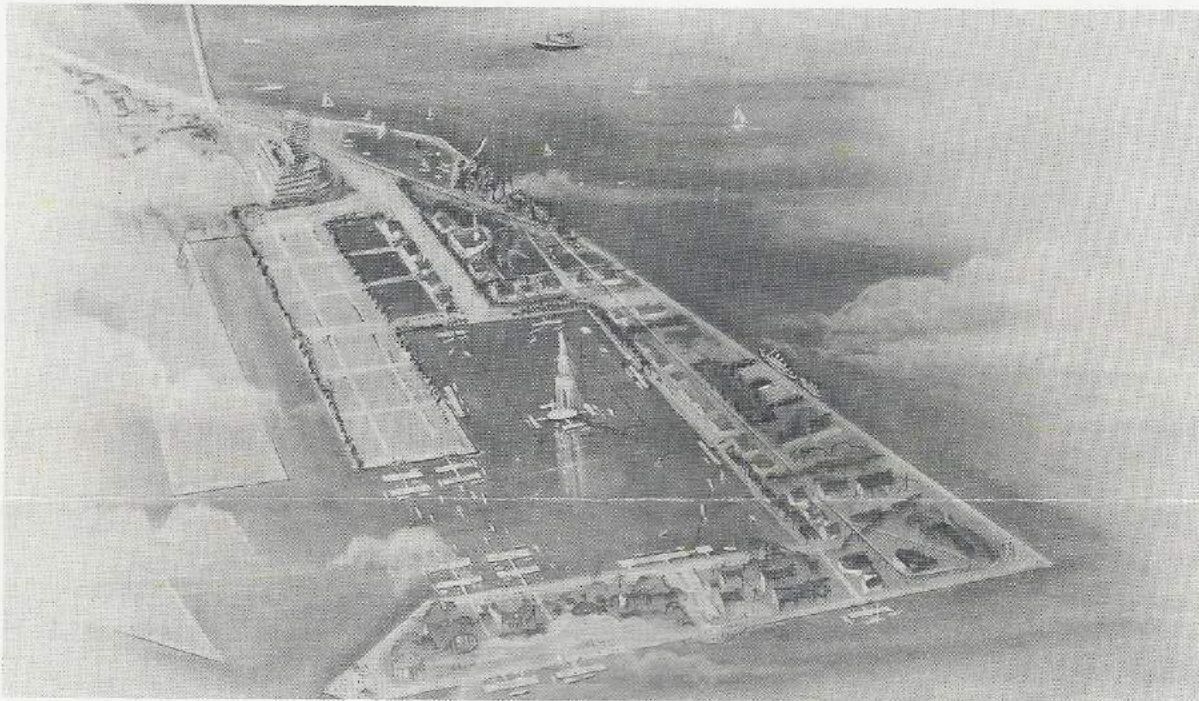
Within the rock perimeter will be pumped 33 million cubic yards of fill, dredged in a continuous operation from the bottom of the harbor area, and pumped through more than three miles of pipe to the peninsula area.

The vast land-fill area, now about half completed, will cost a total of about \$20 million and will rise from the sea to a height of 15 feet above mean tide, shortly after the beginning of 1965.

And upon that huge site - consisting of some 320 acres of bare land - will be constructed the major portions of the \$400 million installation to be the California World's Fair.

Designing the master plan for the Fair is the responsibility of Charles Luckman Associates, chosen by the California World's Fair as master planner and coordinating architects. Luckman's organization has gained world - wide fame for meeting architectural challenges before but





The proposed Master Site Plan for the California World's Fair, shows how the huge man-made land-fill area in the Long Beach Harbor will be utilized for various Fair exhibits and facilities. The Master Site Plan, still to get final approval, indicates areas for Industrial Exhibits, Federal and States Exhibits, an Amusement Area, an area for Foreign Exhibits, and other facilities — an Acquastadium facing the ocean, a "Fisherman's Wharf" facility, an area for Floating Exhibits, and an exciting Sky Ride across a long expanse of water.

none matched the complexity and creative requirements of those presented by the Fair project.

A huge, two-mile-long area, shaped like a backward L, must be prepared to display, in imaginative and beautiful settings, exhibits and displays from foreign nations throughout the world, by the industrial giants of this country and abroad, and to hold amusement areas, service facilities, and the host of other features needed to service more than 50 million individuals attending a huge international exposition.

In being presented the problem, Luckman was given only two major guide lines: The Theme of the California World's Fair, he was told, is The Dignity of Man; the Theme Structure, yet to be designed, will be A Monument to Freedom, conceived of as a Statue of Liberty of the West Coast.

How well the Luckman organization met this challenge is best judged by the enthusiastic response the preliminary master plan received.

According to the preliminary site plan presented by Luckman, a canal system will traverse the length of the Pier area, serving as a system of transportation as well as a picturesque feature of the landscaping of the Fair area.

In sharp contrast to the canals will be an

ultra-modern monorail transportation system, which will serve as the basic method of mass movement within the Fair site, and connecting the huge pier area with the performing arts section of the Fair on the Long Beach shoreline.

Areas of the Fair site are designated for exhibits by the Federal and State governments, by domestic and foreign industrial organizations, and by foreign governments. An area is also designated for the amusement zone.

Some of the structures proposed by the Luckman organization are startlingly beautiful - utilizing the sea and water as thematic concepts in architectural design. One structure would rise from the sea as a giant fountain, and the play of lights and music would transform the structure into a wondrous fairyland at night.

Luckman also proposes to utilize the water areas in a unique "floating exhibits" section; visitors would view these exhibits by crossing a bridge system from exhibit to exhibit. An underwater area is also in the planning stages - a simulated under-water city, which would be open to inspection of the Fair's visitors.

The breath-taking beauty of the area - and of the architecture - will make the California World's Fair the most unusual, and best attended, international exposition ever held in this country. ●