

Mr. Pender

MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO: THOSE LISTED BELOW

DATE: FEBRUARY 7, 1962

FROM: M. R. PENDER

SUBJECT: SEATTLE FAIR

January 19, 1962
SEATTLE WORLD'S FAIR PROGRESS REPORT

Attached for your information is a copy of the latest progress report issued by the Seattle Fair. Included are lists of industrial and international exhibits.

As of February 1, 1962 the shells of most of the permanent buildings were complete. Work is just starting on some temporary buildings i.e. Alaska, "Gayway" stands, etc. Ford only decided to participate in January and had not yet broken ground for their building. However, the only interior exhibit material on the Fairgrounds was that of AT&T. There is some interior framing going on in two or three of the buildings but the remaining are standing idle waiting for the arrival of the exhibits.

Mr. Pender

M. R. Pender

MRP/ew

- cc: Mr. Moses
- General Potter
- Mr. Panuch
- Gov. Poletti
- Mr. Constable
- Mr. Berns
- Mr. Witt

11 Sent to Cf. Council } 2/8/62
 " " } at Mr. Moses request
 Consultants }
 Staff }
 E.R.H.

January 19, 1962

SEATTLE WORLD'S FAIR PROGRESS REPORT

Early Development. There have been three major turning points or milestones which, having been passed successfully, established the international stature and over-all success of the Seattle World's Fair.

The first of these was the enlistment of support from the City, State and Federal Governments. The City of Seattle and the State of Washington were convinced of the potential of the Fair at an early date. Initially, each appropriated \$7.5 million to be used in the purchase of land for the site and the construction of the permanent Civic Center buildings and the giant Coliseum to be used as the Theme Building of the Fair. In addition, during the course of the development of the program, the State appropriated an additional \$3 million, and the City of Seattle an additional \$3 million as well as approximately \$12 million in existing utilities and buildings.

The most significant event in this area occurred when the Fair gained the attention and interest of the nation's science leaders. The end result was the appropriation of \$9 million by the United States Congress for a Federal Science Pavilion, the largest amount it has ever designated for such a purpose. An additional appropriation of almost \$1 million was approved at the last session of Congress.

Second was the decision of the Bureau of International Expositions at Paris last November, authorizing its thirty member nations to take part in the Seattle World's Fair - a decision which precludes similar support for any other world's fair in America until after 1972.

Third was the completion last fall of a \$3 million underwriting program, assuring the resources for management and promotion of the Fair until opening day. The enthusiastic response of the business community to this program so exceeded expectations that an additional \$1.5 million was added to the fund to be available if needed.

Administrative Operation. The staff now number 181 with principal headquarters in Seattle and offices in Paris, Washington, D.C., Manila and Bangkok. In addition, 10 major contracts for professional services and consultant activities are in effect. The staff has been built by drawing on the finest professional talents available in America.

Site Development. The \$7.5 million Coliseum which the State of Washington is providing is 93% complete in construction. The International Commerce and Industry buildings which surround the Coliseum are completed. At this time, almost all temporary buildings to house both U. S. industrial and foreign exhibitors are under construction, with work scheduled to begin on the final few within a few weeks.

Bids totaling \$3,091,736 were received on the United States Science Pavilion in January, and groundbreaking ceremonies were celebrated in February by a message which was bounced off the moon, picked up in Schenectady, New York by the General Electric Company, and relayed to Seattle. The five buildings making up this pavilion are now 86% completed.

A contract with Alweg International for the \$4.2 million Monorail project was completed in December, and groundbreaking was held April 5. Rail supports have been poured and raised to position. The Monorail is scheduled to be operational several months in advance of opening day. The 600 foot Space Needle, a symbolic structure of the Fair, has reached the 550 foot level and the structural frame is 90% completed.

The present investment in this entire program exceeds \$80 million. Virtually the entire physical plant of the Fair becomes a great Civic Center after the operating period.

Domestic Participation. A list of private domestic participants in the Seattle World's Fair is attached. In addition, the National Aeronautics and Space Administration, the agency in charge of U. S. ventures into outer space, will present a 19,600 square foot exhibit. The development of this significant exhibit makes this truly "America's Space Age World's Fair."

Foreign Participation. The key to substantial foreign participation in the Seattle World's Fair was the decision of the Bureau of International Expositions. This decision brings with it the major participation of virtually all western European countries and several of the Eastern European countries.

Great Britain, one of the outstanding exhibits at the New York World's Fair in 1939, has announced substantial participation. Canada is well along in the detailed planning and construction of a great national exhibit. The

European Economic Community countries will make an announcement of their participation shortly. Additional commitments include Denmark, Mexico, Korea, San Marino, Republic of China, India, Yugoslavia, Philippines, Japan, Brazil, Peru, Sweden, United Arab Republic, City of Berlin, Thailand and several of the new African nations. France will exhibit in the Coliseum with an outstanding science exhibit in addition to their EEC participation.

At this time, space for foreign national participation is 95% allocated, and it appears that additional facilities will have to be provided to accommodate all the governments which now wish to participate.

Fine Arts. One of the great prestige exhibits of the Seattle World's Fair will be the Fine Arts Pavilion, a new permanent building being provided by the City of Seattle. The "World of Fine Art" will consist of three main sections: Masterpieces of Art, a collection gathered from 62 museums throughout the world with an insured value in excess of \$20 million; Painting and Sculpture Since 1950, a world-wide collection of modern art; and Northwest Indian Art, a priceless collection gathered from museums in Leningrad, Western Europe, Canada and elsewhere.

The fine arts exhibits are being developed by Dr. William Milliken, former Director of the Cleveland Museum of Art; Dr. Wilhelm Sandberg, Director of the Brandeis University Art Gallery; and Dr. Erna Gunther, Director of the University of Washington State Museum.

Performing Arts. A \$15-20 million entertainment program unrivaled in show business history for a six months schedule has been announced by Harold Shaw, Performing Arts Director of the Seattle World's Fair. The program cost alone represents the largest amount ever allocated in this country for a performing arts program within a six month period.

Shaw, an associate of theatrical impresario S. Hurok, has been on a world-wide talent hunt signing leading performers and groups from Great Britain, the Soviet Union, France, Japan, Denmark, India, Guatemala, Italy, Roumania, Poland, Yugoslavia, the Philippines, the Republic of China, Mexico, Korea, Thailand and Canada. Among the companies announced at this time are: The Royal Dramatic Theater of Sweden, Folklorico Ballet of Mexico, Belgrade Opera, Old Vic Company, Royal Dancers of Thailand, Comedie Canadienne, Japan's Banraku Puppets, Bayanihan Dancers from the Philippines, Llaká Puppet Company, Ukrainian State Dance Company from Russia, Korean Folkart Co., the D'Oyle Carte Opera Co., Rapsodia Romina, Uday Shankar Dancers and Foo-Hsing Theatre.

The United States will be represented by some of its major orchestras, ballet companies, theatrical productions, artists and instrumentalists. The

Seattle Symphony Orchestra, under the direction of Milton Katims, has scheduled a World's Fair Festival Week which will include the world premiere of a work by an American composer, Benjamin Lees. Those artists and orchestras announced at this time include the Philadelphia Orchestra under Eugene Ormandy, Isaac Stern, Eugene Istomin, Leonard Rose, Adele Addison, Theodore Bikel, Van Cliburn, the Mormon Tabernacle Choir, Billy Graham, Carl Sandberg, Richard Dyer Bennet, Robert Frost, to name just a few.

On the popular side will be such artists as Johnny Mathis, Benny Goodman, Count Basie, Nat King Cole, Ella Fitzgerald, Lawrence Welk, Victor Borge, Louis Armstrong, Erroll Garner and others.

Special entertainment for children will include Ringling Brothers Circus, the Shrine Circus, Littlest Circus, Children's Theater of America and the Ice Follies.

Other spectacular entertainment includes the famous Lippizzan Waltzing Horses of Vienna, Motorcyclistas de Transito, Voladores de Papantla; Roy Rogers Show, Philippine Sport Exhibitions, Huckleberry Hound and Yogi Bear, Helicopter Acrobats, Royal Canadian Mounted Police and others.

Sport events will include the V.F.W. International Boxing Tournament and the A.A.U. Senior Gymnast Competitions. School and college bands and choirs from all parts of the United States will perform.

Amusements. A \$2 million "Gayway" program developed for the Seattle World's Fair has been termed by veterans of the amusement business as the most glittering and thrilling ever created for a world's fair. A total of 17 rides and devices will be included, some of which have never been seen in this country before.

Promotion. A world-wide promotional program utilizing the existing facilities of such organizations as American Express, American Automobile Association, all the major world-wide air carriers, travel associations, etc. is well advanced. A concentrated advertising program in major U.S. newspapers and periodicals is in progress, as well as programs being conducted by the Fair's foreign offices in their own areas. Many national magazines, including Harper's Bazaar, Architectural Record, Saturday Evening Post, Life, Look and Esquire have articles about the fair either in progress or staff writers assigned. Negotiations are proceeding for major radio and television coverage, including such outstanding attractions as a nation-wide color television spectacular.

The effort throughout has been to build a program of the highest quality, far beyond the usual standards for a world's fair, creating what has been termed a "Jewel Box" event to be long remembered by the millions of visitors to the Seattle World's Fair.

SEATTLE WORLD'S FAIR
DOMESTIC PARTICIPANTS
as of January 19, 1962

Abbott Laboratories
Air-Mac Inc.
Alaska, State of
Aluminum Company of America
American Biltrite Rubber Co.
American Gas Association
American Library Association
American Rapid Transit Company
Ampex Corporation
Atomic Energy Commission

Beckman Instruments
Bell Telephone System - includes:
 American Telephone & Telegraph Co.
 Bell Laboratories
 Pacific Northwest Bell
 Western Electric Company
Bekins Moving and Storage Co.
Bendix Corporation
Blake, Moffitt & Towne
Bobbie Brooks, Inc.
Boeing Company
Boise-Cascade Corporation
Buchanan Lumber Company

California & Hawaiian Sugar
 Refining Corporation, Ltd.
Canadian Pacific Airlines
Carnation Company
Catalina, Inc.
Century Sportswear, Inc.
Christian Business Men's Committee
Christian Science at Century 21, Inc.
Christian Witness in Century 21
Coca Cola Bottling Company
Cole of California, Inc.
Columbia River Paper Mills
Consolidated Vacuum Corporation
Coronet Toy Manufacturing Company
Crown Zellerbach Corporation

du Pont de Nemours & Co., E. I.

Eclipse Lumber Company
Edmar Corporation
Electric Utilities Exhibit Inc.
Elliott Bay Lumber Company
Encyclopaedia Britannica, Inc.
Evelyn Pearson, Inc.
Evinrude Motors

Fisher Flouring Mills
Flexi-Mat Corporation
Ford Motor Company
Foster-Hochberg Mfg. Co. Inc.

Garland Knitting Mills
General Dynamics Corporation
General Electric Company
General Insurance Company
General Motors Corporation
Georgia-Pacific Corporation

Haloid Xerox, Inc.
Handmacher-Vogel, Inc.
Hanes Hosiery, Inc.
Herman Miller Furniture Company

International Business Machines Corp.
International Good Music Inc.
International Paper Company

Janco-United, Inc.
Jantzen, Inc.
Johnson and Son, S. C. Inc.
Jonathan Logan, Inc.

Kaiser Aluminum & Chemical Corp.
Karlin-Davis Company
Koret of California

L'Aiglon Apparel Inc.
Leeds & Northrup
Leitz Company
Leslie Fay, Inc.
Longview Fiber Company

Majestic Specialties, Inc.
 Masonic Hospitality Lounge Association
 Miss Pat
 Modern Learning Aids
 Moody Institute of Science

National Academy of Sciences
 National Aeronautics & Space Administration
 National Bank of Commerce
 National Bureau of Standards
 National Cash Register Co.
 Nalley's Inc.
 Nelly Don, Inc.
 Nettleton Lumber Company
 New York Airbrake Company
 New York World's Fair

Pacific Food Products Co. (Sunny Jim)
 Pacific Frozen Foods
 Parke-Davis & Company
 Paxport Mills
 Perkin-Elmer Corporation
 Pfizer & Company, Charles
 Phillips Electronics
 Pope & Talbot
 Port of Seattle
 Potlatch Forests, Inc.

REA Express, Inc.
 R & K Originals
 Red Cedar Shingle Bureau
 Remington Rand - Univac
 Revlon, Inc.
 Reynolds Metals Company
 Richardson & Holland
 Rohr Aircraft Corporation
 Rose Marie Reid
 Royal Corona Coffee Co.

Saony (S. Augstein & Co. Inc.)
 Schulmerich Carillons, Inc.
 Science Film Research
 Scott Paper Company
 Seaboard Lumber Company

Seattle Cedar Lumber Company
 Seattle-First National Bank
 Seattle Packing Co. (Bar S & Cudahy)
 Seattle-Snohomish Mill Company
 Seattle University
 Simpson Timber Company
 Smithsonian Institute
 Springfield Leather Products Co.
 Standard Oil Company of California
 St. Regis Paper Company
 Sweden Freezer Manufacturing Co.

Thompson, Ramo, Wooldridge Inc.
 Town & Country Shoes

Union Oil Co.
 United Air Lines
 United States Army Ordnance
 United States Department of Agriculture
 United States Plywood Corporation
 United States Rubber Company
 United States Steel Corp.
 Universal Match Company

Vogue Magazine
 Von Roll Iron Works

West Coast Paper Company
 Western Washington Corporation of
 Seventh Day Adventists
 Weyerhaeuser Company
 Willis, Rogers & Pearson Lumber Co.
 Woodlam, Inc.

DEPT. _____

TO: _____

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FROM: _____

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INTER-OFFICE LETTER

FILE NO. _____

Date: _____

--- Nations Exhibiting ---

--- Commercial ---

- United Kingdom
- Republic of China
- Egypt
- Brazil
- France
- Holland x
- Belgium x
- Italy
- Japan
- Venezuela x
- Greece
- Thailand
- San Marino
- West Berlin
- Sweden
- Ivory Coast
- Germany
- Luxemburg x
- Mexico
- Canada
- Denmark
- Korea
- India
- Cameroun
- Philippines
- Peru

- Hong Kong
- Syria
- Yugoslavia
- Morocco

M. R. Pender
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Sent to Sp. Committee 2/8/62
Committee at his house request
Staff
E.P.H.