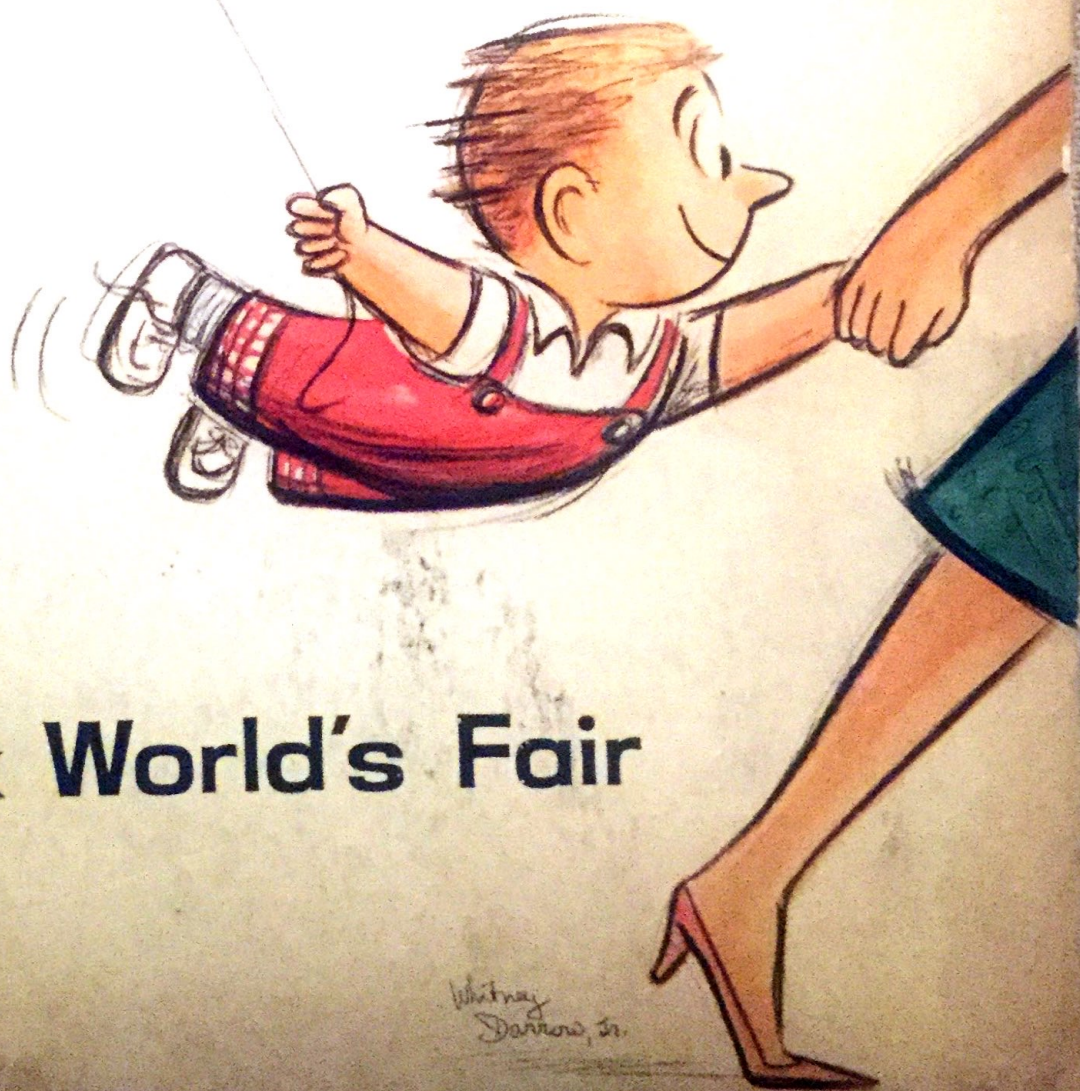


# Opening Day

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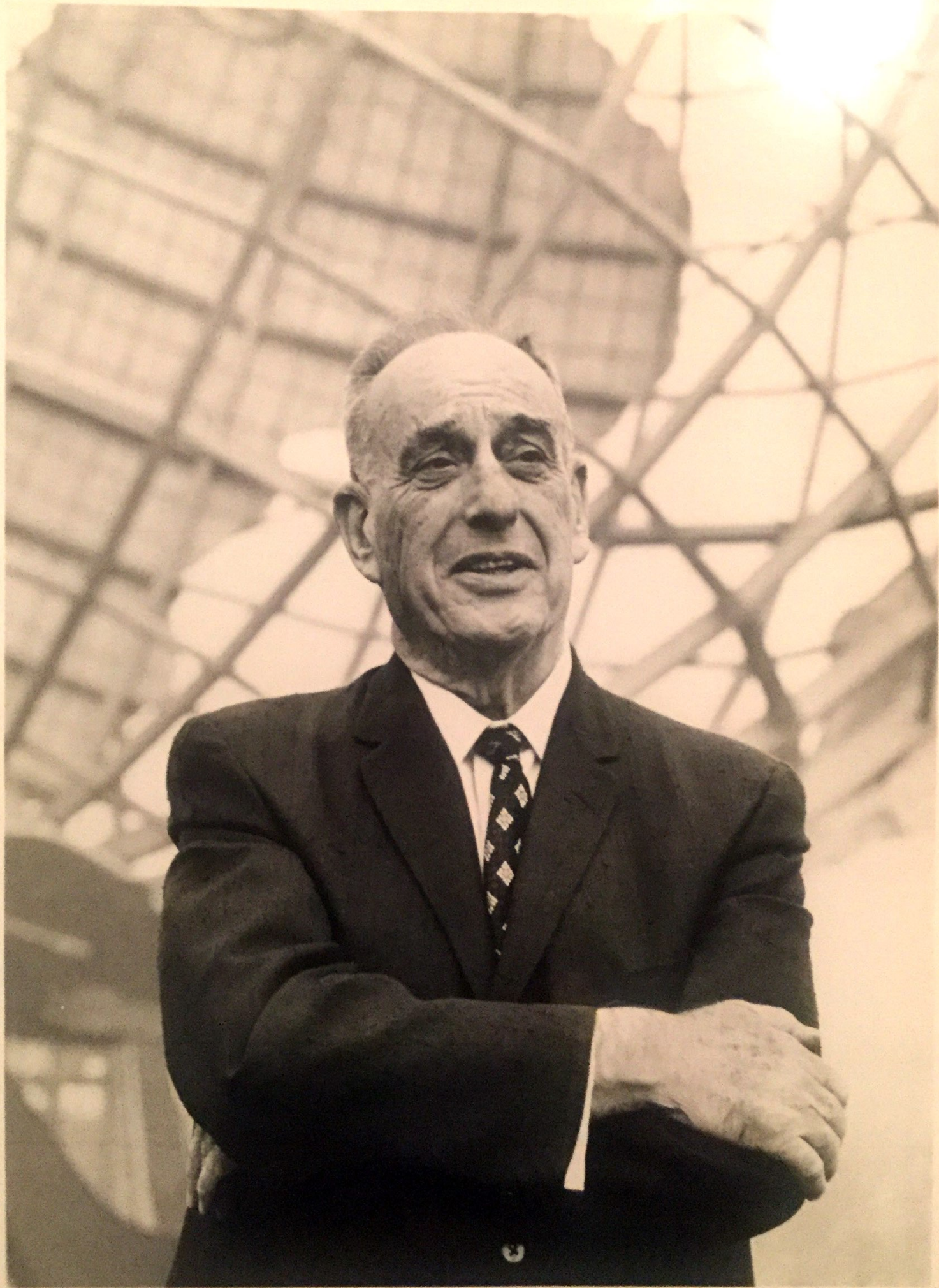
April 22, 1964



New York World's Fair

Whitney  
Darrow, Jr.







## UNITED STATES SPACE PARK

A major feature of the New York World's Fair is the United States Space Park which includes, among other space-age hardware, the Aurora 7 that carried Astronaut Scott Carpenter on the second U. S. manned orbital flight.

The two-acre, outdoor exhibit in the southwest corner of the fair grounds is located between Gates 2 and 3 near the Hall of Science.

The Space Park, is co-sponsored by the National Aeronautics and Space Administration, the Department of Defense and the World's Fair. It includes the most imposing array of full-scale U. S. rockets and spacecraft ever assembled outside of Cape Kennedy, Fla.

Highlighting the park is a full-scale "boattail" or propulsion section of the massive Saturn V rocket which will send American astronauts to the Moon. The model stands 52 feet tall, measures 33 feet in diameter, and is the bottom section of the 282 foot tall Saturn.

Among the spacecraft shown are the TIROS and Nimbus weather satellites; Syncom, Telstar, Relay and Echo communications satellites; Explorers for near-Earth space investigation; the orbiting observatories; Rangers and Surveyors for unmanned lunar exploration, and Mariner II, the world's first successful Venus probe. Also in the group are the Canadian-built Alouette, the British Ariel I, and Discoverer XIV, the first satellite recovered from orbit by aircraft when it re-entered the Earth's atmosphere.



Towering over the two-acre exhibit is a Titan II-Gemini launch vehicle and its two-man spacecraft. The Titan II booster, 110 feet high, stands with the Gemini capsule attached on top just as it will be on the launch pad at Cape Kennedy.

Surrounding the Titan II-Gemini are full-scale models of the Apollo Command and Service Modules which will carry American astronauts to the Moon, the Lunar Excursion Module, and two-man Gemini spacecraft.

Other full-scale exhibits in the Park are the Atlas-Mercury and Thor Delta rockets, an X-15 rocket-powered research aircraft and the Agena rocket.

A biosatellite spacecraft illustrates future space missions to explore the effects of the space environment on animal and plant tissues.

The NERVA, or Nuclear Engine for Rocket Vehicle Application, is shown in one-quarter scale, and the SNAP-8 (Space Nuclear Auxiliary Power) is represented in one-twelfth scale. A 1/48th scale model of the Titan III C launch vehicle will be shown also.

# # #



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FLUSHING 52, N.Y. • TELEPHONE: AREA CODE 212-WF 4-1964 • CABLE ADDRESS "WORLDFAIR"

ROBERT MOSES  
PRESIDENT

# NEWS:

April 22, 1964

## REFER INQUIRIES TO:

Peter McDonnell - WF 4-6531  
Jerome Edelberg - WF 4-6541  
Joyce Martin - WF 4-6543

FOR RELEASE: P.M.'s, TUESDAY, APRIL 21, 1964

A.M.'s, WEDNESDAY, APRIL 22, 1964

## OPENING DAY PARADE

Pomp and pageantry, the blare of bands and an ever-changing kaleidoscope of colors expressed in floats, banners and costumed marchers will comprise the memorable 88-unit Opening Day Parade tomorrow morning (Wed.) at the New York World's Fair.

General William E. Potter, Fair executive vice president, will set the cadence for the cavalcade as Parade Marshal, accompanied by a Color Guard representing each branch of the armed forces.

The fairest of the fair will be in the Fair parade: Donna Axum, 1964 Miss America, representing General Motors, and in an ancient horse-drawn American Express stagecoach, Brazil's Ieda Maria Vargas, current Miss Universe with Miss USA, Marite Ozers of Chicago; Celeste Yarnall, this year's Miss Rheingold, riding an antique car in a turn of the century outfit and a parka-clad Miss Alaska, driven by a husky dog team. Donna Reed and her family will represent the Singer Company, fashion models will display a foretaste of shows to be held in Better Living's Crystal Palace, Ford will have cars full of pretty girls, and smartly uniformed hostesses serving in various pavilions will typify American young women.

Interspersed among the parade units will be many marching bands. There will be music by the United States Army, Navy, Air Force,

(more)



Coast Guard and Merchant Marine Bands, the American Legion and New York City's Sanitation Department. These will be supplemented by bands, with color guards, from New Jersey, New England and New York State, the Virginia Polytechnic Institute's Regimental Band, the University of Pennsylvania's and the magnificently costumed Shriners. Two outstanding youth bands - the Maryland Naval Academy and the Indian Marching Band from Peru, New York - will also participate.

In addition there will be a Jordanian Military Band with its famous bagpipe section, Continental's fife and drum corps in Colonial dress, an Irish all-girl bagpipe band, a Mariachi band from New Mexico, Chrysler's kilted Highlanders and a steel drum band from Mexico. And there will also be the big brass Ringling Brothers circus band with cavorting clowns, bareback riders and caged animals.

Color Guards, carrying their state flags and banners, will lead many of the state contingents. Adding to the festive air will be girls from Illinois in authentic Lincoln-era costumes, a Floridian glee club, and from Missouri, the most advanced space capsule - the Gemini. There will be floats from New Orleans Mardi Gras and a magnificent fresh flower creation from Hawaii. Outstanding will be the spectacular Montana unit, headed by the state's governor, Tim Babcock, riding a horse. It will feature trappers and miners and mule packs, rope twirlers, dancing Indians, and cowboys and cowgirls on Western cow ponies; indigenous animals such as deer, moose and elk and the many types of wagons which carried pioneers along the westward trails.

There will be Boy Scouts, Masons in white uniforms and marchers carrying church flags representing the Protestant Council; and there will also be walking 7-Up bottles, marching Pillars of Wisdom, Elsie the Cow and Sinclair's Dinosaur.

Miss Tiparillo will puff away for General Cigar, marching red umbrellas will identify the Travelers Insurance unit, twenty little pixies dressed for bed will follow Mr. Sandman from the Simmons Pavilion, and a dozen dolls will be wheeled in Hertz baby strollers.



There will be a miniature Long Island Railroad train and an 1842 steam locomotive train commemorating the founding of the Schaeffer Company. Massive golden-brown Clydesdale horses from Germany will pull a Lowenbrau beer wagon, Greyhound vehicles will carry skaters from Dick Button's Ice-Travaganza, and in a 15th century coach-and-four, a costumed and be-jeweled "King Ferdinand and Queen Isabella" from Columbus, Ohio, will ride in state accompanied by "Christopher Columbus".

There will be Avis' antique cars, Hell Drivers, the newest in maintenance equipment from Allied, a helicopter model carried by Jaycopter pilots, and banjo players from the Mississippi River boat, the "Jennie Sue."

Tellers will transact business on a First National Bank float, marchers in native costumes will designate the countries in which Pepsi-Cola is sold, and contingents of young men and women in uniform will represent the pavilions with which they will be identified.

Probably the most interesting and meaningful section of the parade line-up will be marchers representing the countries in the Fair's International Area. Dressed in their native costumes and carrying their national flags, they will add brilliant splashes of color and a thought-provoking element of dignity to the Opening Day holiday atmosphere.

Many of the national contingents, among them those of Morocco, Polynesia, Guinea and Sudan, will include musicians performing on instruments generally unknown to this country. Adding to the pageantry will be cow bell ringers from Switzerland, Swedish Singing Societies, Spanish folk dancers and the Caribbean carnival "walking dolls".

Joan of Arc, riding a white horse, will lead a group of war veterans carrying France's war flags, an 85-foot dragon will twist and turn to the rhythm of a Chinese drum and bugle corps, trotting rickshaw boys will pull bright red and green Hong Kong rickshaws



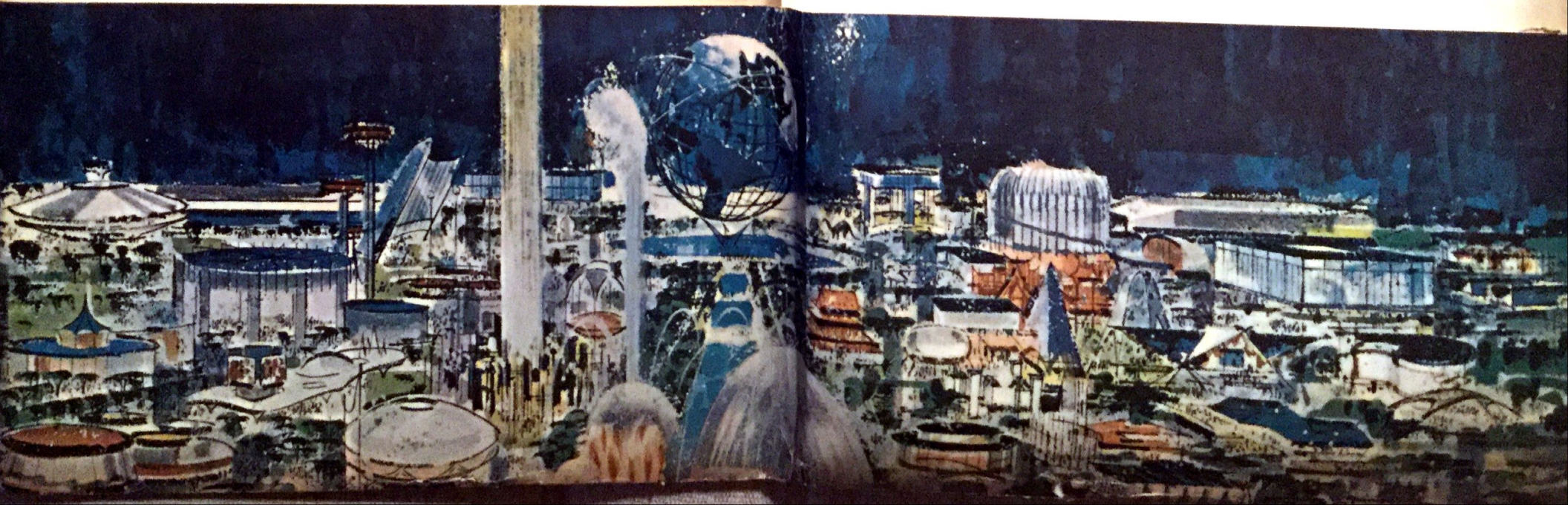
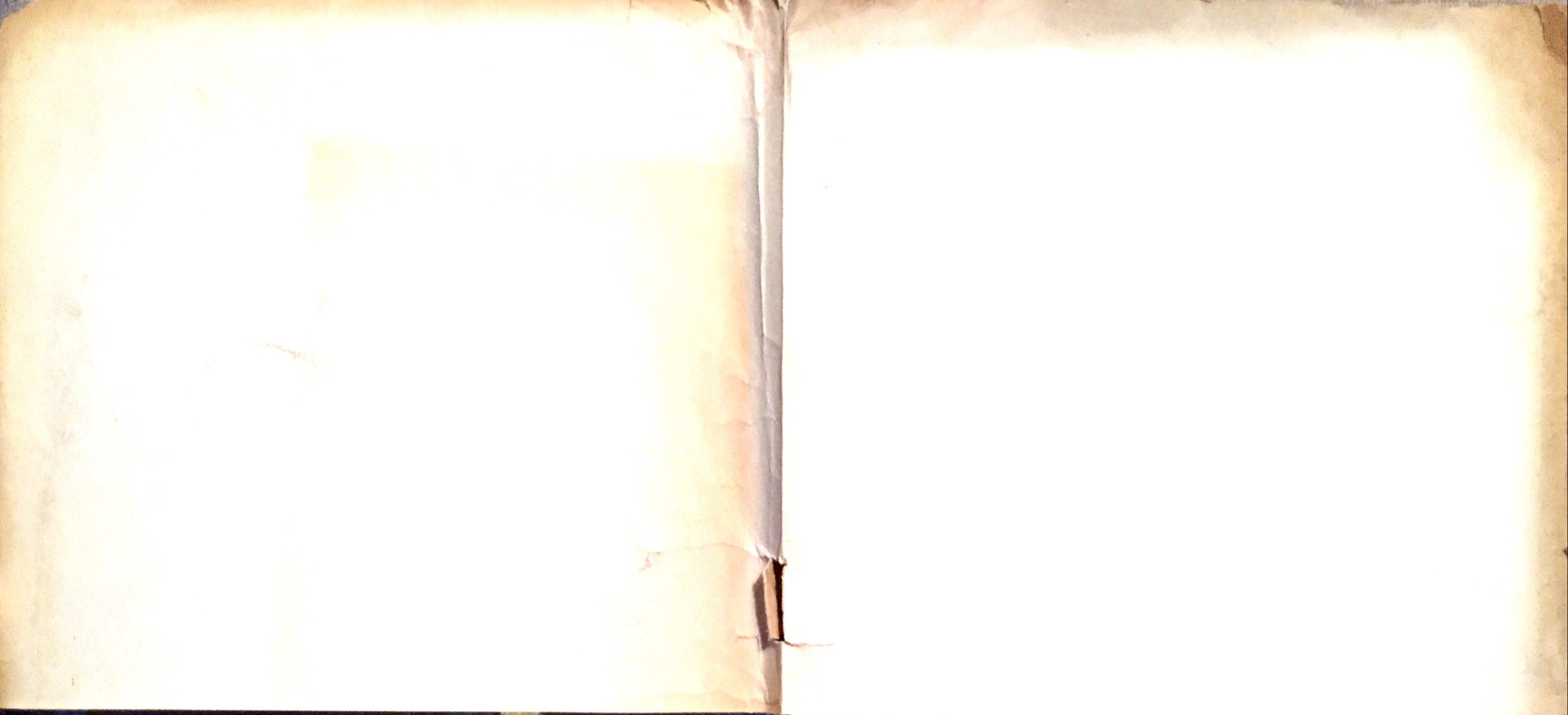
carrying cheongsam-dressed girls, and a hundred Japanese girls in beautiful kimonos will twirl their colorful parasols. For the first time in any World's Fair, some two dozen exotically costumed African Watusi dancers and Burundi drummers will participate.

If, as Addison once said, "Colors speak all languages", the vivid colorful Opening Day Parade will salute and underscore the Fair's theme of "Peace Through Understanding."

The Parade will start at 9:30 from the Avenue of Research and Meridian Road, wind its way down the Avenue of Progress to the Avenue of Commerce, where it will turn left and pass the reviewing stand facing the Court of the Universe. General Potter will leave the Parade here to take his place on the reviewing stand. The Parade will continue to the Avenue of Africa, turn and proceed to the Court of the President of the United States and into the Court of States, where it will disband.

# # #









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ROBERT MOSES  
PRESIDENT

# NEWS:

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Joyce Martin - WF 4-6543

## ROBERT MOSES

ROBERT MOSES is president of the New York World's Fair 1964-1965 Corporation. In that capacity, he is directing the construction of the first billion dollar international exposition which is expected to attract a minimum of 70 million visitors during its two six-month seasons.

At the same time, Mr. Moses is chairman of New York City's important Triborough Bridge and Tunnel Authority. In this capacity since 1934, Mr. Moses has been responsible for the world-famous complex of bridges and tunnels built by the Authority to serve metropolitan New Yorkers.

As chairman of the Authority, and as Coordinator of the metropolitan arterial program, Mr. Moses has been responsible for the construction of seven bridges, two tunnels, the New York Coliseum, East Side Airlines Terminal and miles of city, state and federal-aid expressways, parkways and highways. His Authority is presently constructing the world's longest single span bridge, the \$320,000,000 Verrazano-Narrows Bridge, linking Brooklyn and Staten Island. Like other toll facilities, the bridge is being financed by the sale of bonds to private investors. He has plans for the construction of a lower Manhattan Elevated Cross-Town express highway and a Mid-Town Elevated express highway, among other programs to relieve vehicular traffic congestion.

(more)

FROM: Wm. J. Donoghue Corporation  
10 Columbus Circle, N.Y.C.



In almost 40 years of public service, Mr. Moses has been the power and force behind the development of the internationally-famous parks and playgrounds, highways and parkways, beaches and outdoor recreational facilities and power projects of New York City and New York State. Repeatedly, he has been acclaimed publicly as his State's outstanding public servant and in recognition of his achievements, has received honorary degrees from a score of colleges and universities, in addition to numerous honors and awards.

Mr. Moses probably has held more public offices than any other man in American history.

Despite his work burden, Mr. Moses contributes prolifically to national and international publications and is in such constant demand as a dramatic, effective speaker that he is called upon to address almost every type of audience from professional and non-professional groups to school children and academicians. His advice has been sought and still is, by a legion of public officials, municipalities, governments, and private organizations at home and abroad.

Mr. Moses was born in New Haven, Connecticut, graduated from Yale University and as a Rhodes Scholar received his degree as Master of Arts, with honors in jurisprudence, from Oxford University in 1913. A year later, he received his doctorate in philosophy at Columbia University.

Mr. Moses began his public career as assistant to the late Governor Alfred E. Smith, who named him to the State Council of Parks and the Long Island State Park Commission in 1924; posts he held until he resigned in 1963.

As chairman of the State Council of Parks, Mr. Moses established the present unified and integrated system of nine Regional State Park Commissions. He reorganized and coordinated all State Park activities under the Council in place of the numerous independent boards and commissions.

When Mr. Moses became a member of the Long Island State Park Commission in 1924, there was only Fire Island State Park on Long Island. As president of the Commission, Mr. Moses increased its size from 200 to 1000 acres and his latest development for Fire Island

(more)



State Park is the almost completed Fire Island Bridge which will link the Island with the easterly end of Jones Beach.

Under Mr. Moses' direction, the present system of 16 state parks on Long Island was established and 140 miles of parkways in Nassau and Suffolk Counties were constructed.

One of Mr. Moses' most outstanding achievements was the building, under strenuous opposition, of Jones Beach State Park, which is recognized throughout the world as the finest example of public beach development. The herculean task was undertaken while Mr. Moses was serving as New York Secretary of State in 1927-28. It was opened to the public in 1929 while he was Moreland Act Commissioner investigating the State Banking Department. Mr. Moses developed a program of continuing improvement of Jones Beach facilities and the highway system serving the popular recreational area.

Mr. Moses' demonstrated ability as a developer of public recreational facilities and highway systems led to his being named, in 1933, as chairman of the Jones Beach State Parkway Authority and the Bethpage Park Authority.

In 1934, Mr. Moses ran unsuccessfully for governor as the Republican candidate; became New York City Park Commissioner and sole member of the Henry Hudson Parkway Authority and Marine Parkway Authority.

As New York City Commissioner of Parks from 1934 until he resigned in 1960, to become president of the World's Fair Corporation, Mr. Moses reorganized the old system of separate park departments, for each borough, increased playgrounds from 119 to 730, swimming pools from 2 to 17, beaches from 1 mile to 18 miles, golf courses from 6 to 10, tennis courts from 240 to 463, and the total park area from 14,000 to 34,245 acres.

During this time, Mr. Moses directed the construction of 85 miles of parkways. In addition, his reclamation project for the old Corona dumps resulted in Flushing Meadow Park, site of the 1939-1940 New York World's Fair and the present exposition. His proposed post-Fair improvement program for the restoration and development of Flushing

(more)



Meadow is proof of the vision, dedication and determination of Mr. Moses.

As Commissioner of Parks, he was ex officio member of the governing board of 12 New York City cultural institutions including the Metropolitan Museum of Art, the Museum of Natural History, the Botanical Gardens and Bronx Zoo. Mr. Moses was responsible for the cooperation of the City in the rebuilding and expansion of the institutions.

As Chairman of the Power Authority of the State of New York from 1954 until he resigned in 1963, Mr. Moses directed the financing and construction of the \$720 million Niagara Power Project and the \$650 million St. Lawrence Power Project.

As City Construction Co-Ordinator, he coordinated all major City, State and Federal projects. He still retains the office of Representative on Arterial Highways for Mayor Robert F. Wagner.

In his "spare time", Mr. Moses has been consultant on public works programs for major national and international cities and countries and is among other things, an honorary citizen of Sao Paulo in Brazil. He was coordinator of the Survey of Congested War Production Areas for Army and Navy Munitions Board in 1943 and was chief consultant under Herbert Hoover on public works to the Commission of Organization of the Executive Branch of the United States Government in 1942.

Mr. Moses has served under six governors of New York State and four mayors of New York City.



DIRECTOR OF STUDIES AND CONSULTANT ON PROGRAMS OF

PUBLIC WORKS FOR:

Canton, Ohio

Pittsburgh, Pennsylvania

Congested areas report for  
War Department

Berlin, Germany

Portland, Oregon

Hoover Commission Report -  
Public Works Task Force

Baltimore, Maryland

New Orleans, Louisiana

Chicago, Illinois

Caracas, Venezuela

Sao Paulo, Brazil

St. James, Missouri

West Point Military Academy

Hartford, Connecticut

New Britain, Connecticut

Hamburg, New York



DEGREES

1909	Yale University, Bachelor of Arts
1913	Oxford University, Master of Arts with honors in jurisprudence
1914	Columbia University, Doctor of Philosophy in political science

HONORARY DEGREES

1936	Yale, Master of Arts
1936	Syracuse University, Doctor of Laws
1938	Union, Doctor of Laws
1945	Bates, Doctor of Laws
1947	Princeton University, Doctor of Laws
1948	Hofstra College, Doctor of Laws
1950	New York University, Doctor of Engineering
1952	Columbia University, Doctor of Laws
1952	Yale, Doctor of Laws
1953	Harvard, Doctor of Laws
1953	University of Michigan, Doctor of Engineering
1954	Manhattan College, Doctor of Engineering
1954	Long Island University, Doctor of Laws
1954	Colgate University, Doctor of Humane Letters
1955	Pratt Institute, Doctor of Laws
1956	Polytechnic Institute of Brooklyn, Doctor of Engineering
1959	University of Buffalo, Doctor of Engineering
1959	Fordham University, Doctor of Humane Letters
1959	St. John's University, Doctor of Engineering
1960	Wadham College, Honorary Fellow
1961	Niagara University, Doctor of Fine Arts
1961	New York Law School, Doctor of Laws



AWARDS

1937	Gold Medal, American Scenic and Historic Preservation Society
1937	Medal of Merit, Columbia University
1937	Medal of St. Nicholas Society
1938	Medal of Fairmont Park Art Association
1938	Medal of Garden Club of America
1938	Roosevelt Memorial Medal
1939	Lincoln Award of Lincoln High School, Brooklyn
1939	White Medal of Massachusetts Horticultural Society
1939	Bartlett Award for Contribution to Highway Progress
1941	Medal of National Institute of Arts and Letters
1941	John Lloyd Kimbrough Medal of American Institute of Steel Construction
1941	Moles' Annual Plaque Award for Outstanding Improvements
1945	Medallion for Distinguished Service, Nassau County Bar Association
1945	Medal of National Sculpture Society for Civic Achievement
1946	Gold Medal of National Institute of Social Sciences
1950	Medal of New York Academy of Public Education
1951	Medal of Society Des Architects Diplomes, France
1951	Wm. Randolph Hearst Memorial Gold Medal of Greater N.Y. Civic Center Association
1951	Finley Award of College of the City of New York
1952	Order of Cruzeiro Do Sol, Brazil
1952	Honorary Member, American Institute of Architects
1952	Medal of Board of Education, City of New York and Sachs Foundation for Community Service
1952	Medal of West Side Association of Commerce of the City of New York
1953	Honor Award of Stevens Institute of Technology
1953	Winner, General Motors Better Highway Award Contest
1954	Silver Beaver Award of Greater New York Council of Boy Scouts
1954	Honorary Citizen of Sao Paulo, Brazil
1954	First Gold Medal for Service, Metropolitan A.A.U.
1954	Distinguished Achievement Medal of the Holland Society

(Continued)



AWARDS

(Continued)

1955	Lord and Taylor Award
1955	George Washington Honor Medal of the Freedoms Foundation of Valley Forge
1955	Governor of Long Island Award
1956	Named New Yorker of the Year by New York Daily News
1957	Gold Medal of National Council of State Garden Clubs, Inc.
1958	Distinguished Service Award, Long Island Press
1959	Special Award of Horticultural Society of New York, Inc. for Outstanding Accomplishments in Public Plantings
1959	Medal of Honor of the Municipal Art Society of the City of New York
1959	Allied Professions' Medal of the American Institute of Architects
1960	Manhattan Medal Award for Community Service
1961	Forsythia Award from Brooklyn Botanic Garden
1961	Public Affairs Award from Bronx Board of Trade
1961	Applause Award from Sales Executive Club of New York
1962	New York Mirror Welfare Fund Humanitarian Award
1963	Distinguished Service Award of New York State Building and Construction Trades Council
1963	Award of Merit of the American Institute of Consulting Engineers
1963	Lincoln Award from Springfield, Illinois Citizens' Committee
1963	God and Country Award of Business & Professional Men's Chapter #37, St. George Association
1963	Fifth Avenue Association's Honor Award
1964	Special Citation of the National Sculpture Society
1964	The Unisphere Award



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FOR RELEASE: P.M.'s, TUESDAY, APRIL 21, 1964

A.M.'s, WEDNESDAY, APRIL 22, 1964

## FREE ATTRACTIONS AT THE FAIR

With more than 75% of its attractions entirely free, an admission ticket to the Fair will open doors to the greatest entertainment bargain in history.

Rides, theater, cinema, dancers, fashion shows, concerts and magicians will create only a problem of choice amidst the plethora of gratis offerings.

Among the highlights of the free exhibits are a few geared specifically for children:

In Chunky's "Sculpture Continuum" playground, children will be able to clamber over thirteen seemingly unrelated abstract forms, but which line up as realistic objects when viewed through eye-high peepholes in the sculptures. The Hall of Education, too, will offer a futuristic Adventure Playground.

Little girls, particularly, will revel in Simmons Land of Enchantment, peopled with whimsical, animated dolls, while in the Child Entertainment Center of the Johnson's Wax Pavilion, grownups will be able to peek from hidden areas as children play in a "Fun Machine", a maze-like device full of interesting surprises.

"Atomsville, USA" in the Hall of Science will also be a world for children only where adults will be able to observe them - through

(more)



one-way viewing devices - as they participate in "games" designed to introduce the principles of atomic science to youngsters of 7 to 14.

Parents visiting the Danish Pavilion will be able to leave their children in a supervised playground modeled after the one in Copenhagen's famous Tivoli Gardens, and in the children's room of the Federal Pavilion's library exhibit youngsters will be regaled with storytelling hours and film showings.

However, since most of the exhibits have been designed to appeal to the broadest segment of the population, families will be able to enjoy the attractions as a unit.

In the competition to attract their share of the anticipated 80-million visitors, industry, unhampered by box office considerations, has engaged outstanding creative talents of the entertainment world to enhance merchandising stories with an abundance of unique diversions which won't cost the visitor a cent.

Walt Disney, master showman, will introduce Audio-Animatronics on a grand scale at the Fair. In the Ford Pavilion's Magic Skyway ride, Fairgoers will be taken on a fantasy journey from the pre-historic past inhabited by animated cavemen and their families and huge primitive monsters, to a world of the future.

Life-size, moving and "talking" figures will perform on a series of stages in General Electric's Carousel Theater. Additionally, a spectacular show depicting man's search to harness nature's energy sources, will be culminated by the first public demonstration of controlled nuclear fusion. A startlingly life-like Lincoln, who stands, talks and gestures, will be the outstanding attraction in the Pavilion of Illinois.

A world of three-dimensional, electronically controlled figures and special audio-visual effects has been created by Alfred Stern for the "Brightest Show on Earth", a musical production in the electric industry's Tower of Light, and in the Better Living Center, a

(more)



capsule musical comedy starring Borden's Elsie the Cow, will use similar figures as the supporting cast.

Baird puppets will perform in a Max Liebman musical comedy production in the Chrysler Pavilion, which will also feature a car parts "zoo". Nine prehistoric monsters, some of them animated, will attract young and old to Sinclair's "Dinoland".

Within Bell System's floating wing, a seated audience will be taken on a Jo Mielziner produced armchair ride through a series of chambers where the development of human communications, from drum-beat to Telstar, will be presented via movies and three-dimensional effects.

General Motors will take visitors on a global Futurama ride, exploring a world of tomorrow in today's jungles, underseas and deserts, and suggesting vehicles which could help make these waste areas habitable.

Another ride, this time in a vertical direction, will raise the seated audience into a theater in the IBM Pavilion where the fascination of numbers and today's computer living will be explained through the use of multiple slide and movie projectors and special lighting and sound effects.

Fairgoers will take a walking tour of the world in Coca Cola's Pavilion visiting five exotic areas, complete with sights, sounds and aromas. The Pavilion's Tower will house the world's largest electronic carillon where visitors will be able to see renowned carilloneurs performing at the console.

A million years of human history will be reviewed in the Travelers Insurance Pavilion in 13 dioramas, using life-sized models, sound and lighting effects.

American history, specifically stories of Revolutionary War heroes, will be presented in a series of ingenious slide cartoons accompanied by the lilting songs of Ray Charles in the Continental Insurance Pavilion.



- 4 -

Movie lovers will be able to spend days attending free film showings - most of them in color with stereo sound.

There is the Francis Thompson sensitive production interpreting the daily lives of peoples around the world in the Johnson's Wax Pavilion and Saul Bass' "The Searching Eye" in Eastman Kodak's Pavilion, which presents a child's view of commonplace and unusual wonders of the world. The Port of New York Authority will tell its story on a huge circular screen. Greyhound will vividly portray America as it might appear through the window of a cross-country bus, and in the Travel and Transportation Building, films demonstrating the wonders of jet flights will be shown.

There will be contemporary religious films in the Protestant and Orthodox Center, in the Billy Graham and Mormon Pavilions, and spectacular live scientific demonstrations will alternate with films produced by the Moody Institute of Science in Sermons from Science.

"Wonderful World of Chemistry", a sparkling, original musical comedy produced by Michael Brown for the du Pont Pavilion, will ingeniously combine film with live performances, followed by a demonstration of magical effects.

Animated appliances will pop out of the ceiling and walls in the Gas Pavilion's "Fun House of the Future". People and objects will appear out of nowhere, float about and vanish in General Cigar's Hall of Magic, and an Enchanted Forest will come alive in the Scott Paper Pavilion.

A working color television studio in the RCA building will show visitors how a TV show is put together - or they can see themselves on monitor sets. A Camera Obscura will pick up and project Fair scenes in the Dynamic Maturity Pavilion, and live performers, brass bands and barbershop quartets will entertain visitors in Rheingold's Little Old New York.

Women can get tips on decorating in Formica's World's Fair House, see the latest fashions in the Better Living Center, learn to sew at the Singer exhibit, select a new hair color at Clairol and

(more)



even master the art of pizza-making with Mastro. And as a special service to single lasses, Equitable Life will reveal those states which have a plurality of males.

A million international friendships will be launched via Parker Pen's pen pal project, Boy Scouts from all over the world will meet in The Wonderful World of Scouting, and in the Pepsi-Cola Pavilion a UNICEF exhibit will portray its activities with children around the world.

There will be a machine game room in the National Cash Register Pavilion and a drivers game in Socony Mobil, a world of motion engineering in the SKF Pavilion, the wonders of our era in the Westinghouse Time Capsule and the vehicles which will carry us into new worlds in the U.S. Space Park adjacent to the Hall of Science.

The Fair will offer an "instant global tour" in the States and International Pavilions. Here festivals of the arts, handicrafts, reproductions of historical landmarks, scenic displays, exhibits of natural resources and indigenous industry - and native hosts and hostesses - will re-create the sights and sounds of four continents.

Folk dancers from the Philippines, contemporary dance groups from Venezuela, or dancing drummer girls from Korea can be seen along with an Indonesian puppet show, an exhibition of the intricate dance steps and acrobatics of Sierra Leone, and a frog jumping contest on a New England Village Green.

The voices of Ireland's foremost actors reading from the works of Shaw, Joyce and other Irish-born writers can be heard, or a symphony orchestra from Oklahoma, calypso singers and steel bands from the Caribbean, and New Orleans jazz.

One of the most acclaimed examples of religious art, the incomparable Pieta in the Vatican Pavilion, and the historical, gem-encrusted Holy Icon of the Virgin of Kazan in the Pavilion of the Russian Orthodox Greek Catholic Church are but two of the treasures on display. There are exhibits of old Masters, on loan from Madrid's Prado Museum and commissioned contemporary art in the Spanish Pavilion,

(more)



as well as an unusually inclusive collection of beautiful, rare objects of art at the China Pavilion. Contemporary Greek sculpture, the De Lue statue of George Washington in the Masonic Center, ancient art pieces from India, and contemporary murals and enameled picture panels from Mexico can be enjoyed, while connoisseurs can compare the 19th century Hudson River school paintings within the New York State Pavilion with the "Pop" art decorating its exterior.

Other attractions include a simulated West Virginia coal mine and an exhibit of tin mining in Malaysia. Shipbuilders at work on real boats are shown in the Pavilion of New Jersey, craftsmen tooling leather and hammering brass in the Moroccan Pavilion and artisans carving in wood and ivory in the Pavilion of Guinea.

The ritualistic Japanese tea ceremony and the art of flower arranging are one view and Wisconsin's experts can improve the visitor's skills in flycasting, trout fishing and archery. A Hong Kong bazaar can be window-shopped along with the many displays, including a precious gem collection, in the International Plaza.

An Alaskan Eskimo Village is open to Fairgoers as is a simulated helicopter ride around a huge scale model of New York City. Animal lovers can watch cattle from Texas, Florida's brilliantly colored flamingos and a pond stocked with ducks in the Long Island Rail Road exhibit.

Color films not only will take the Fair visitor to the scenic areas of New Mexico, to Central America's resorts, jungles and mountains, but also will provide a panorama of Egypt's agricultural and industrial achievements and show East Berliners going about their daily activities.

The historical heritage of America will be vividly depicted in the Federal Pavilion as it is viewed on a ride in a Cinerama-produced film employing a host of revolutionary projection techniques, and in the Pavilion of Maryland, a motion picture will recount the Battle of Fort McHenry and the writing of "The Star Spangled Banner."



Priceless relics from Pakistan will trace that country's history from 2500 B.C. to the 19th century, archeological findings in the Pavilion of Lebanon will shed light on ancient civilizations, and in the replica of Thailand's Mondop of Saraburi, ancient statuary, weapons and other artifacts, will depict the traditions of ancient Siam. An exhibit in the Pavilion of 2000 Tribes will show the life of present day remote tribes who are still living in a stone age civilization.

For those who enjoy hard-core industrial exhibits, there will be a two-million dollar display of Swiss watches, Sweden will feature exhibits of its mechanical and electronic technology, Japan will show its amazing progress in electronics and railroading skills and Austria will present a detailed model of the processing of oxygen-steel. In the Pavilion of Missouri, a replica of the Spirit of St. Louis and space capsules will highlight the state's aircraft industry.

The Fair itself will sponsor many free events. There will be band concerts, jazz concerts and symphonic orchestras, choral groups and barber shop quartets, square dancing and folk dancing, drum and bugle corps, baton twirlers and accordionists. There will be lavish performing arts festivals and church choirs and a fabulous sports program including Olympic tryouts and National A.A.U. events. There will even be free "electronic newspapers", underwritten by General Foods, to keep one in touch with the outer world.

Nightly, there will be a spectacular fountain show with taped music and fireworks accompanying brilliant water patterns. And from Memorial Day to Labor Day, six nights a week in the Tiporello Dance Pavilion, there will be dancing to the music of Guy Lombardo and his Royal Canadians.



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ROBERT MOSES  
PRESIDENT

# NEWS:

April 22, 1964

## REFER INQUIRIES TO:

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Jerome Edelberg - WF 4-6541  
Joyce Martin - WF 4-6543

FOR RELEASE: P.M.'s, TUESDAY, APRIL 21, 1964

A.M.'s, WEDNESDAY, APRIL 22, 1964

## OPENING DAY PARADE

Pomp and pageantry, the blare of bands and an ever-changing kaleidoscope of colors expressed in floats, banners and costumed marchers will comprise the memorable 88-unit Opening Day Parade tomorrow morning (Wed.) at the New York World's Fair.

General William E. Potter, Fair executive vice president, will set the cadence for the cavalcade as Parade Marshal, accompanied by a Color Guard representing each branch of the armed forces.

The fairest of the fair will be in the Fair parade: Donna Axum, 1964 Miss America, representing General Motors, and in an ancient horse-drawn American Express stagecoach, Brazil's Ieda Maria Vargas, current Miss Universe with Miss USA, Marite Ozers of Chicago; Celeste Yarnall, this year's Miss Rheingold, riding an antique car in a turn of the century outfit and a parka-clad Miss Alaska, driven by a husky dog team. Donna Reed and her family will represent the Singer Company, fashion models will display a foretaste of shows to be held in Better Living's Crystal Palace, Ford will have cars full of pretty girls, and smartly uniformed hostesses serving in various pavilions will typify American young women.

Interspersed among the parade units will be many marching bands. There will be music by the United States Army, Navy, Air Force,

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Coast Guard and Merchant Marine Bands, the American Legion and New York City's Sanitation Department. These will be supplemented by bands, with color guards, from New Jersey, New England and New York State, the Virginia Polytechnic Institute's Regimental Band, the University of Pennsylvania's and the magnificently costumed Shriners. Two outstanding youth bands - the Maryland Naval Academy and the Indian Marching Band from Peru, New York - will also participate.

In addition there will be a Jordanian Military Band with its famous bagpipe section, Continental's fife and drum corps in Colonial dress, an Irish all-girl bagpipe band, a Mariachi band from New Mexico, Chrysler's kilted Highlanders and a steel drum band from Mexico. And there will also be the big brass Ringling Brothers circus band with cavorting clowns, bareback riders and caged animals.

Color Guards, carrying their state flags and banners, will lead many of the state contingents. Adding to the festive air will be girls from Illinois in authentic Lincoln-era costumes, a Floridian glee club, and from Missouri, the most advanced space capsule - the Gemini. There will be floats from New Orleans Mardi Gras and a magnificent fresh flower creation from Hawaii. Outstanding will be the spectacular Montana unit, headed by the state's governor, Tim Babcock, riding a horse. It will feature trappers and miners and mule packs, rope twirlers, dancing Indians, and cowboys and cowgirls on Western cow ponies; indigenous animals such as deer, moose and elk and the many types of wagons which carried pioneers along the westward trails.

There will be Boy Scouts, Masons in white uniforms and marchers carrying church flags representing the Protestant Council; and there will also be walking 7-Up bottles, marching Pillars of Wisdom, Elsie the Cow and Sinclair's Dinosaur.

Miss Tiparillo will puff away for General Cigar, marching red umbrellas will identify the Travelers Insurance unit, twenty little pixies dressed for bed will follow Mr. Sandman from the Simmons Pavilion, and a dozen dolls will be wheeled in Hertz baby strollers.

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There will be a miniature Long Island Railroad train and an 1842 steam locomotive train commemorating the founding of the Schaeffer Company. Massive golden-brown Clydesdale horses from Germany will pull a Lowenbrau beer wagon, Greyhound vehicles will carry skaters from Dick Button's Ice-Travaganza, and in a 15th century coach-and-four, a costumed and be-jeweled "King Ferdinand and Queen Isabella" from Columbus, Ohio, will ride in state accompanied by "Christopher Columbus".

There will be Avis' antique cars, Hell Drivers, the newest in maintenance equipment from Allied, a helicopter model carried by Jaycopter pilots, and banjo players from the Mississippi River boat, the "Jennie Sue."

Tellers will transact business on a First National Bank float, marchers in native costumes will designate the countries in which Pepsi-Cola is sold, and contingents of young men and women in uniform will represent the pavilions with which they will be identified.

Probably the most interesting and meaningful section of the parade line-up will be marchers representing the countries in the Fair's International Area. Dressed in their native costumes and carrying their national flags, they will add brilliant splashes of color and a thought-provoking element of dignity to the Opening Day holiday atmosphere.

Many of the national contingents, among them those of Morocco, Polynesia, Guinea and Sudan, will include musicians performing on instruments generally unknown to this country. Adding to the pageantry will be cow bell ringers from Switzerland, Swedish Singing Societies, Spanish folk dancers and the Caribbean carnival "walking dolls".

Joan of Arc, riding a white horse, will lead a group of war veterans carrying France's war flags, an 85-foot dragon will twist and turn to the rhythm of a Chinese drum and bugle corps, trotting rickshaw boys will pull bright red and green Hong Kong rickshaws

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- 4 -

carrying cheongsam-dressed girls, and a hundred Japanese girls in beautiful kimonos will twirl their colorful parasols. For the first time in any World's Fair, some two dozen exotically costumed African Watusi dancers and Burundi drummers will participate.

If, as Addison once said, "Colors speak all languages", the vivid colorful Opening Day Parade will salute and underscore the Fair's theme of "Peace Through Understanding."

The Parade will start at 9:30 from the Avenue of Research and Meridian Road, wind its way down the Avenue of Progress to the Avenue of Commerce, where it will turn left and pass the reviewing stand facing the Court of the Universe. General Potter will leave the Parade here to take his place on the reviewing stand. The Parade will continue to the Avenue of Africa, turn and proceed to the Court of the President of the United States and into the Court of States, where it will disband.

# # #



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## TRANSPORTATION AREA

In the Transportation Area, the industries involved in the travel of people and products will tell how they have contributed toward the shrinking of global distances and the exploration of outer space. Here, the "Big Three" of the auto world, General Motors, Ford and Chrysler, will be among the important exhibitors, along with N.A.S.A. and the Dept. of Defense.

Surrounded by four reflecting pools, the GM Pavilion, one of the landmarks of the Fair on its attractively landscaped site, will house a continuous show, the Futurama, capable of entertaining 72,000 visitors daily. It will envision a world-wide adventure into man's potential for progress in the future.

Futurama riders will be transported three abreast in contoured lounge chairs through futuristic scenes depicting the moon, the Antarctic, the ocean floor, the jungle, the desert and the city. The ride lasts for fifteen minutes and extends almost a quarter of a mile.

Loudspeakers, mounted in the headrest of each chair, bring the visitor a detailed, vocal description of the scenes against a background of original music written expressly for the Futurama. Within each of the scenes are new concepts of transportation, new methods

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of exploration, new applications of science and communication, new types of industry and agriculture, new modes of commerce and living.

A 250-foot domed building at the other end of the GM Pavilion will house a display of the company's automotive and non-automotive products. Larger vehicles, railroad engines, earth movers and buses will be shown outside the Pavilion.

Visitors to the Ford Motor Company Pavilion will travel in some twelve minutes through millions of years of life on earth as depicted by Walt Disney - from the dawn of history to the world of tomorrow. The ride on Ford's "Magic Skyway" - will be in the newest convertible automobiles. Once seated, passengers will seem to break through the barriers of time and space.

A "time tunnel", creating the illusion of high speed will transport them to the dawn of life on earth. Through misty vapors and shadowy half-light, the passengers will see prehistoric monsters engaged in mortal combat, while other primeval beasts roam the rugged terrain.

As the changing world unfolds, Fairgoers will see cave men so life-like, they raise their eyebrows, blink, wave, smile and speak. They will be creating fire, painting on cave walls and working on their inventions such as the wheel. In brief, the fast-paced Ford-Disney show moves from prehistoric times to the Space Age and far into the future.

The Ford Pavilion will be entered through a glass-enclosed rotunda-like structure with 64 pylons, 100-feet in height. It will be illuminated at night in such a way as to create the image of constant motion. A circular ramp surrounding this building leads to the main exhibition area. Cars ranging from "dream" vehicles to automobiles manufactured by Ford in the U.S., England, Germany, Canada and Australia will be on display along with Ford's new Mustang which will make its debut at the Fair.

Chrysler's Pavilion is set in a dramatic five-island layout, surrounded by water, and interconnected by bridges. Each island's

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exhibit is symbolic of a major facet of the Corporation. Fair visitors will be able to walk through and around the exhibits, selecting their own route and pace. The displays will be self-explanatory and visual.

Chrysler's corporate symbol, the Pentastar, has been architecturally integrated into one of the area's most unusual buildings. Consisting of four connected structures, each shaped like a pentagon, it will have a seating capacity of 2,500 individuals, and feature a huge 70-foot revolving stage. Facilities will permit up to 45,000 visitors each day to view the continuous musical presentation.

The Transportation and Travel Pavilion, a multiple exhibit structure devoted to the industry, has as its main attraction a trip by moving ramp around the rim of a simulated moon crater. Over twenty companies will be represented in the Pavilion. Two stories high, the Pavilion is bound to be popular with its extra-terrestrial presentation and its Cinerama-produced "Voyage to the Moon and Beyond."

Sinclair Oil will present true-to-life, huge, plastic models of nine dinosaurs in a natural setting based on fossil evidence from 165,000,000 years ago. Three of these realistic monsters will be animated. The late Dr. Barnum Brown, Curator Emeritus of the American Museum of Natural History, known by many as "Mr. Dinosaur", guided the construction work of Louis Paul Jonas, the noted sculptor.

Based on the Company's extensively advertised Mobil Economy Run, the Socony Mobil Oil Pavilion will offer 36 participants an opportunity to play the "driver game" at one time, working the wheel, accelerator and brake as they watch a motion picture of highway situations. Each "driver" reads his gas economy score on a huge lighted scoreboard at the end of the run.

The Greyhound-at-the-Fair Pavilion, in addition to exhibits and a fine restaurant, will be headquarters for all World's Fair intra-transportation, general information and guide services. In the Pavilion, there will be an interesting show highlighting Greyhound's 100,000 miles of routes around the nation.

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For those who enjoy vicarious thrills, daredevil and precision auto driving exhibitions will take place on a figure-8 banked track in a stadium seating 7,500 at the Auto Thrill Show. An intriguing collection of three-quarter scale antique cars, rentable for operation on enclosed roadways decorated in an attractive, old-fashioned atmosphere, will feature the Avis exhibit. Gasoline-powered, the touring cars are self-operated. The ride will take about four minutes along a scenic highway.

Eastern Airlines Pavilion is called the World's Fair Terminal. It will serve as the terminal for Eastern's scheduled hourly bus service to and from Eastern's terminals at LaGuardia and John F. Kennedy International Airports. The building will contain an airline ticket office, lounges, baggage-checking facilities and provisions for complete air travel service.

For space-minded people, the United States Space Park sponsored by the Fair, N.A.S.A. and the Dept. of Defense, displays the most impressive array of full-scale rockets and spacecraft ever assembled outside of Cape Kennedy.

Eleven companies will participate in the Hall of Science and Technology, under construction by the City of New York and due to remain as a permanent feature of Flushing Meadow Park at the conclusion of the Fair. The museum is designed to show educational groups the practical application of scientific theories.

The Port of New York Authority Heliport and Exhibit Building contains the Top-of-the-Fair Restaurant and the Terrace Club. New York Airways will provide shuttle service between near-by airports and heliports and the landing deck atop the Fair's Heliport. The base of this structure houses a theater showing a 360-degree motion picture of the world's greatest port.

The Pavilion of SKF Industries, Inc., features a unique theater and display based on the theme, "Motion Engineering", emphasizing man's achievements in this field.

Encased in a concrete shell, the Underground Homes Exhibit is five feet below the surface of the earth. Complete in every detail,

(more)



its features include pure air, complete climate control, noiselessness and freedom from climatic hazards.

The U.S. Royal Tire Company presents a specially designed 80-foot replica of its automobile tire, which has within its steel-plastic structure gondolas to transport visitors on a new type ferris wheel ride. Carrying 96 people at one time in its 24 gondolas the ride offers the Fairgoers an excellent view of the grounds.

Also included in the Transportation Area is the Lowenbrau Gardens, an outdoor rathskeller featuring German-type sandwiches and delicacies representative of the world-famous October-fest held in Munich each year. The motif will be a Bavarian Village scene.

An alumnus of the 1939-40 World's Fair, the Century Grill restaurant will feature charcoal specialties and hamburger steaks prepared in accordance with the customs and recipes of the nations exhibiting at the Fair.

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## LAKE-AMUSEMENT AREA

Space age wonders are blended with the marvels of ancient times in the Lake-Amusement Area of the New York 1964-1965 World's Fair.

The attractions embody a new concept in entertainment, devoid of honky-tonk atmosphere customarily associated with major expositions.

In a landscaped section adjoining Meadow Lake, young and old will be able to relive the past even as they enjoy the miracles of modern transportation.

From the height of a simulated helicopter trip or an aerial ride, the viewer will get a panoramic view of the Fair. A replica of Columbus' flagship, the Santa Maria, and the Mississippi River boat, the "Jennie Sue," will be ready for inspection.

There is something to satisfy every taste in entertainment in the Lake Amusement Area:

In the 10,000-seat roofed Amphitheatre, a cast of 250 presented by Leon Leonidoff and Meyer Davis will perform in the water, in the air and on the world's largest revolving stage. One of the highlights will be the simulated launching of a woman astronaut in a flight to the moon.

At BFE, Inc., a restaurant will specialize in Belgian-type waffles or guafres. The aerial ride there will carry up to 30

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passengers in each of four gondola cabins to a height of 120-feet for a 3 to 4-minute birds-eye-view of the Fair.

Oriental dishes will be served at Chun King Inn, consisting of glass enclosed tea houses set in a Chinese garden adjoining several small lakes. The feature will be a 7-course meal for less than a dollar.

There will be a one-ring Continental Circus, performed under a vinyl plastic "big top" with a seating capacity of 5,000. A museum tracing a history of the circus adjoins the performance area.

The Dancing Waters display, with its multi-colored lighting accompanied by music, will present limitless formations, from a fireworks display to classical ballet scenes.

The Florida Pavilion, removed from the Federal and States Area to take advantage of the water, is a complex of buildings showing the state's history and its current and potential attractions for living, vacationing, industrial development and cultural pursuits. Featured are a 100-foot citrus tower, a porpoise show, two model Florida homes and a large exhibit hall.

An entirely new idea, the Flume Ride will give riders the thrill of shooting the rapids while seated in a floating, hollow log. There also will be simulated space ship rides for children.

With "Aloha" as its theme, the Hawaiian Exhibit, which also is set in the Lake-Amusement Area, extends 300-feet along Meadow Lake and depicts Hawaii as the Paradise of the Pacific. There is a 40-foot waterfall, as well as artificial lagoons and a 600-seat amphitheatre where Polynesian shows will be staged. Hawaiian specialties will be featured at the Restaurant of the Five Volcanoes and the Lava Pit Bar. The pageantry feast of the Luau will be highlighted on Tuesdays, Wednesdays, Thursdays and Sundays.

On the Jaycopter Ride, a captive helicopter will simulate conventional flight, carrying 16 passengers to a height of 100-feet by means of a 77-foot boom mounted on a 25-foot metal tower.



For the nautical-minded, Maroda Enterprises Lake Cruise will provide a 20-minute journey on Meadow Lake as it passes the Hawaii and Florida exhibits, the Santa Maria and more than two miles of landscaped park area. The specially designed craft, each carrying 20 passengers, will have a captain and hostess.

A pontoon levee, in a waterfront town setting of the 1800's leads to the Mississippi River boat, the "Jennie Sue," anchored 250-feet off-shore in Meadow Lake. There will be a supper club revue on the upper deck and continuous entertainment on the lower deck, with the restaurants serving southern specialties.

Designed to incorporate the best features of a scenic ride, the American Machine and Foundry Company's Monorail system consists of two parallel, 4,000-foot, closed loops around the perimeter of the Amusement Area. There are six trains of two air-conditioned cars, with a capacity of 80-passengers for each train.

A 700-seat air-conditioned building especially constructed for a puppet theatre is the setting for the new version of "Les Poupees de Paris," in which Sid and Marty Krofft present song and dance in miniature.

Anchored in Meadow Lake is the Santa Maria, an authentic replica of Christopher Columbus' flagship, reached by a 200-foot enclosed pier. Life aboard the ship is depicted in a 3-dimensional diorama, constructed by the Scenic Department of the Barcelona Opera House.

A series of buildings, each presenting a different phase of Texas life, make up the Texas Pavilions, personally sponsored by Angus G. Wynne, Jr. A frontier Palace will recapture the atmosphere of the Old West of the 1800's and lavish entertainment will be provided in the \$4 million, 2,560-seat Texas Music Hall with the presentation of "To Broadway With Love," a spectacular based on 100 years of American musical comedy.

At Walters International Wax Museum, motion picture and television stars are immortalized in wax. There are also more than 30 life-sized tableaux based on famous paintings, historical and contemporary figures, mythology and religious events.

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## INTERNATIONAL AREA

The International Area of the New York World's Fair is truly a world's fair in itself.

Exotic and exciting exhibitions housed in 43 separate Pavilions and representing more than 80 nations and some private interests stand ready to beguile the Fair visitor. Here too is the Garden of Meditation, a two-acre park set aside for rest and relaxation.

Concentrated in a huge semi-circle directly north and east of the Unisphere<sup>®</sup>, the Area abounds in colorful architecture, delightful displays of foreign cultures, rare and priceless art treasures, exotic foods and entertainment and appealing examples of native handicrafts and skills. Although each Pavilion boasts its own native charm, the Area is suffused with an aura of friendliness and warmth in keeping with the Fair's main theme: Peace Through Understanding.

The famed Watusi dancers and drummers are performing in the African Pavilion for the first time outside their native country of Burundi. Twenty-four different sub-Sahara nations are represented in the Pavilion with exhibits of their respective cultures. A tree house restaurant and zoo are also featured.

The graceful A-shaped wooden Pavilion of Austria illustrates the mountains and encourages tourism in that country. Industry, art

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and social work are also featured in a modernistic lodge suspended 15 feet above the ground.

The Belgian Village is a 17-block reproduction of an old-fashioned Flemish village. The complex of 124 buildings includes a Rathskeller, craftsman shops and other novelties.

The gay Pavilion of the Caribbean displays arts and crafts indigenous to all the Caribbean Islands. Calypso singers and limbo dancers perform to the music of steel drums.

El Salvador, Costa Rica, Guatemala, Honduras, Nicaragua and Panama exhibit their common march to a brighter future in the six stylized "sombreros" of the Central America-Panama Pavilion.

The Republic of China has sent to the Fair an art collection dating back as far as 3000 B.C. in its traditionally designed exquisite Pavilion. The Pavilion of Denmark boasts displays of Danish furniture, silverware, and other products in addition to two restaurants. The best the French nation has to offer in culture, food, fashion, industry and science is highlighted in the Pavilion of Paris and French Industry.

The history and art of Greece are featured in the Greek Pavilion, while the famous Ballet Troup of Guinea performs in that Republic's thatched-roof Pavilion. The exotic flavor of the Crown Colony of Hong Kong is reflected in its Pavilion. Theme of the Pavilion of India is "Progress in Democracy". A restaurant with live native shows and other diversified exhibits attracts visitors to the Indonesian Pavilion.

Enclosed by a wall of native stone, the Pavilion of Ireland accents the cultural, historical and economic heritage of the Emerald Isle. The American-Israel Pavilion displays the products and art of the Holy Land. The Government-sponsored unit of the Japanese Pavilion is an adaptation of a Nipponese feudal castle faced with sculptured lava stone. Another industrially-sponsored unit, the "House of Japan," features traditional Japanese entertainment and this nation's achievements in industry, science and commerce. The Dead

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Sea Scrolls, among the greatest treasures of the world, can be seen in the Pavilion of the Hashemite Kingdom of Jordan. The restaurant of the Korean Pavilion serves "kinchi" and "pulgogi", two dishes introduced for the first time to the American public.

The Pavilion of Lebanon is constructed of imported Lebanese stone while murals depicting the Malayan way of life adorn the Pavilion of Malaysia. A translucent circular dome lights up the interior of one Pavilion of Mexico. A second Mexican Pavilion houses a restaurant. Morocco's Pavilion reflects the culture of that country. In its Pavilion, the Republic of Pakistan offers graphically illustrated exhibits and a model of Islamabad, its capital city. Paneled wood carvings enhance the Philippine Pavilion. A "long house" restaurant including a lagoon for pearl diving are features of the Polynesian Pavilion representing several South Pacific Island groups.

Three conical-shaped structures, reminiscent of the country's mountain peaks and roof shapes, comprise the Pavilion of Sierra Leone. Spain's Pavilion includes an art gallery for famous paintings by Velasquez, Goya, El Greco and others. The Islamic design of the Sudan Pavilion will feature an ancient treasure, the recently discovered Madonna of Sudan.

Smorgasbord is featured in the restaurant of the Pavilion of Sweden whose theme is "Creative Sweden," while the Swiss Pavilion houses a Chalet Restaurant, Watch Pavilion and high fashion shop. Near the Pavilion is the thrilling Swiss Sky Ride.

The Pavilion of Thailand is a reproduction of the Temple of Dawn in Bangkok. The atmosphere of the old city of Cairo permeates the Pavilion of the United Arab Republic.

Michelangelo's world-renowned "Pieta" is featured among other works of art in the Vatican Pavilion. Its exhibit here marks the first time the masterpiece has been shown outside the Vatican where it was placed in 1550.

Modern Venezuelan architecture and exotic tropical woods highlight the Pavilion of Venezuela. West Berlin's Pavilion is a perfect cylinder of pre-fabricated, pre-stressed cast stone.

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The International Plaza features a series of small pavilions for other countries, companies and organizations; included are private exhibitions from Belgium, Ecuador, Formosa, Brazil, Burma, Columbia, India, Artisans of Italy, Kenya, Tower of London, Luxembourg, Mexico, Monaco, Norway, Philippines, Rhodesia, Tanganyika, Thailand, Tunisia, Turkey and Yugoslavia. The Hall of Free Enterprise is also set up in this 80,000 square-foot area.

Five other Pavilions located in the International Area offer interesting and informative exhibits; these include the Pavilion of the Billy Graham Evangelistic Association and the Christian Science Pavilion where audio-visual presentations highlight the activities of the Church. All visitors are welcomed to the Masonic Brotherhood Center which displays the brotherhood and history of that organization. In a 500-seat theater in the Sermons from Science Pavilion, multilingual films on such subjects as creation, the atom, space, underseas life and other scientific subjects are offered. Wycliffe Bible Translators, Inc. operate the Pavilion of 2000 Tribes showing missionary work in four continents of the world. The title of the Pavilion stems from some two thousand language groups who do not have written, or official languages.

# # #



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## "COLOR"

Nature's bounty and man's ingenuity, and people--many faces from many lands--have created at the Fair a magnificent pageant in a park.

Large oaks, maples and sycamores casting a protective shade, and on the ground ivy and myrtle and miles of grassy walks... blossoming hawthornes, forsythias and mountain laurel...thousands of white, yellow, blue pansies and multi-colored tulips which will give way to a myriad of summer-blooming flowers, and later to masses of chrysanthemums--all mixed with the scent of flowers, the tantalizing aromas of grilled hamburgers and hot dogs at crowded refreshment stands and the smell of barbecuing meats for diners in outdoor terraces and cafes--they all make up the "color" of a great Fair.

Brilliant and dynamic architecture reflect many diverse heritages and talents. Soaring shapes of metal, stone and man-made materials, which required fantastic engineering feats to conquer unparalleled problems of stress, equilibrium and support, offer visions of the future.

Translucent walls fabricated of thousands of pieces of vari-colored glass and the world's largest suspension roof, a giant wing suspended in space and a floating cement carpet, geodesic domes, a

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huge steel "egg" and aluminum prisms forming a towering modernistic Gothic cathedral -- all part of the "color."

In addition, a moat-surrounded Japanese feudal castle, a stylized medieval Irish tower, western stockades and adobe dwellings, thatch-roofed native huts and a Chinese pagoda, Moorish arches, Balinese temple gates, gilded surfaces, intricate carvings and intense colors...the Fair is a riot of "color."

Spectacular fountains in ingenious patterns and colors, jets of water seemingly supporting structures, reflecting pools, lagoons with lily pads, and cascades of water falling into a lotus pool-sparkle in the sun and bring the clean cool smell of the sea.

Complementing the landscaping, buildings and heroic sculptures of weathered bronze and stainless steel are soaring, airy white entrance towers, totem poles, and a tower of brilliantly colored mobiles that spin and turn in the wind; and gleaming in the sunlight, a golden cross crowning the Vatican Pavilion, the gilded statue of the Angel Moroni, gold sunbursts -- and a huge plastic orange atop a tower.

The Fair will be a babel of sounds merging together into a euphoric medley - conversations in many languages, happy shouts of children clambering on playground equipment, the roars of spectators at athletic contests - or the tense hush of those watching outdoor aerial acrobats. It will include the tinkling of temple bells, the buzzing of overhead helicopters and the lilting "Go Greyhound" tune of passing Escorts, the bark of porpoises, the roar of lions and the squeaking, squealing of an auto parts zoo. Soft background music can be heard throughout the day, in addition to brass bands and singing voices, the sound of carillon bells and the wail of a caliope.

The Fair is also vibrantly alive with colored flags and banners fluttering in the wind and huge smoke rings rising into the air, automobiles whizzing around a rotunda, gaily colored prancing steeds

(more)



on a carrousel, multi-colored cable cars in the air and toothy dinosaurs peering through tree tops, gazing at the crowds below.

But a fair is primarily people - VIPs, celebrities, diplomatic dignitaries but mostly, and most important, the millions of "just people" from all over America and the five million anticipated visitors from abroad--having in common, if nothing else, the universal pursuit of pleasure.

Here are the joyous chatter of happy people - vacationers from every state identifiable by their regional speech patterns and a steady parade of individuals in colorful saris, turbans, charros, kimonos, ibayas and balintawaks; school groups shepherded by harassed looking teachers and infants in miniature automobiles propelled by one-mother, power; people earnestly consulting guide books, methodically plotting routes on maps or rushing helter-skelter from one attraction to another....wearing zany novelty hats, carrying souvenirs and patiently waiting, cameras set, for unobstructed moments.

Here too are handsome, wholesome-looking young people who work at the Fair - "Golden Girl" guides and smartly uniformed waitresses, attendants, press aides, hosts and hostesses, and costumed entertainers - adding color to the ever-changing kaleidoscope....and 3500 benches seating the foot-sore, surreptitiously or defiantly slipping out of shoes, tired but alive and alert.

As darkness descends the Fair will become a glittering fantasy land, glowing and gleaming with thousands of lights in a rainbow of hues.

Soft shafts of light diffused through translucent domes creating halos, and luminous clouds of color surrounding jewel-toned stained glass walls and translucent mosaics...brilliantly floodlit buildings, multi-colored shimmering waterfalls of light, waves of constantly changing color patterns and the most powerful beam of light in the world piercing the clouds.

(more)



Multi-colored light fixtures in unusual shapes and iridescent reflectors are affixed to trees, while huge, vivid color transparencies crown an eerie lunar landscape and the breath-taking beauty of a seemingly weightless Unisphere bathed in soft lights simulates the cycle of day and night.

The Fair's street lights, luminaries grouping cubes in varied arrangements, are combinations of twelve cool and warm colors used to enhance the mood and support the theme of the areas in which they are located.

As a crescendo to the day's activities, the Fountain of the Planets will be transformed into the most spectacular display at the Fair. Colored lights illuminate the fountain whose waters rise to great heights in intricate formations following the mood of especially orchestrated and recorded music. For added emphasis, fireworks bursting in the air, create a smoke and flash brilliant lighting effects reflected in the sky and surrounding pool.

In the late hours of the night, when the festivities are over, the lights are dimmed but never extinguished. The watchmen of the night are at their posts - guarding, cleaning, repairing, replenishing supplies - readying the Fair to again greet her guests with a brave, bold face, filling their day with joy and providing the stuff of pleasant memories for the years to come.

# # #



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PEACE THROUGH  
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United Nations Trust

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION  
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK  
FLUSHING 52, N.Y. • TELEPHONE: AREA CODE 212 WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES  
PRESIDENT

# NEWS:

April 22, 1964

## REFER INQUIRIES TO:

Peter McDonnell - WF 4-6531  
Jerome Edelberg - WF 4-6541  
Joyce Martin - WF 4-6543

FOR RELEASE: P.M.'s, TUESDAY, APRIL 21, 1964

A.M.'s, WEDNESDAY, APRIL 22, 1964

President Lyndon B. Johnson will address 16,000 invited guests in the Singer Bowl tomorrow (Wednesday) as the New York World's Fair, largest international exposition in history, opens the first of its two six-month seasons.

The gates of the Fair will open at 9 A.M. when Thomas J. Deegan, Jr., chairman of the executive committee, will sell the first ticket.

At 9:15, General William E. Potter, executive vice president of the Fair, acting as Marshal, will lead the Opening Day Parade after the American flag and the official World's Fair flag have been raised at the Court of the Universe in the presence of a military color guard, as the Cities Service World's Fair Band of America plays the "Star Spangled Banner." World's Fair officials will witness the ceremonies.

At 9:30, the Parade will arrive at the Reviewing Stand, where General Potter will enter to review the procession along with other Fair officials and guests. The Parade will consist of many bands, colorful floats, representatives of international exhibitors in native costume and other marchers to provide a spectacle for the Opening Day visitors. It will end at 10:10, when the invited guests will proceed to the Singer Bowl for the Presidential ceremonies.

(more)



- 2 -

In the Singer Bowl, Guy Lombardo and his Royal Canadians will entertain the guests as they await the arrival of the President.

All guests must be seated in the Singer Bowl by 10:45 as the Presidential program will begin at 11:00 A.M. with the rendition of the National Anthem by the Cities Service World's Fair Band of America.

Thomas J. Deegan, Jr., will be the first speaker and he will introduce His Eminence Francis Cardinal Spellman, Archbishop of New York, who will deliver the Invocation.

Following addresses by the Honorable Robert F. Wagner, Mayor of the City of New York, Former President Dwight D. Eisenhower, Honorable Nelson A. Rockefeller, Governor of the State of New York, and Honorable Robert Moses, president of the New York World's Fair, Mr. Deegan will read a message from former President Herbert Hoover.

Mrs. Indira Gandhi, Chairman of the Advisory Committee on Indian participation at the Fair will then address the guests after which the Honorable John A. Gronouski, Postmaster General of the United States will present the first folders of the World's Fair Commemorative Stamp to the dignitaries on the speakers' stand.

Former President Harry S. Truman will then deliver a brief address after which the United States Marine Band will salute President Johnson with the traditional "Hail to the Chief" as he enters the Bowl.

The President will climax the program with his address which will be followed by Benediction delivered by Reverend Dr. Julius Mark, Rabbi of Congregation Emanu-El and the Rt. Reverend Horace W. B. Donegan, Bishop of New York.

The Cities Service World's Fair Band of America will conclude the ceremonies with a rendition of Richard Rogers' official exposition song, "Fair is Fair".

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A.M.'s, WEDNESDAY, APRIL 22, 1964

## NEW YORK 1964-1965 WORLD'S FAIR OPENING DAY PROGRAM

Wednesday, April 22, 1964

9:00 a.m. World's Fair gates open.

9:15 a.m. Flag Raising Ceremony at the COURT OF THE UNIVERSE. American and World's Fair flags will be raised with Military Color Guard present. The Cities Service World's Fair Band of America will play the "Star Spangled Banner." World's Fair Corporation officials will witness the ceremony.

9:30 a.m. Parade starts, led by Parade Marshal General William E. Potter, Executive Vice President of the World's Fair Corporation.

10:10 a.m. Parade ends at Unisphere.

10:30 a.m. OFFICIAL CEREMONY AT SINGER BOWL.  
Guy Lombardo and his Band play introductory music.

10:45 a.m. All invited guests MUST be in their seats by 10:45 a.m.

10:55 a.m. Speakers' platform guests arrive.

11:00 a.m. National Anthem by the Cities Service World's Fair Band of America directed by Paul Lavalley. Richard Tucker, Metropolitan Opera star, soloist.

Presiding - The Honorable Thomas J. Deegan, Jr.,  
Chairman of the Executive Committee,  
New York World's Fair.  
(10 minutes)

(more)



Invocation - His Eminence Francis Cardinal Spellman,  
Archbishop of New York.  
(3 minutes)

Address - The Honorable Robert F. Wagner  
Mayor of the City of New York.  
(6 minutes)

Message from the Honorable Dwight D. Eisenhower,  
former President of the United States  
read by Mr. Deegan.

Address - The Honorable Nelson A. Rockefeller  
Governor of the State of New York.  
(6 minutes)

Remarks - The Honorable Robert Moses  
President of the New York World's Fair.  
(3 minutes)

Message from the Honorable Herbert Hoover  
former President of the United States  
read by Mr. Deegan.

Address - Mrs. Indira Gandhi  
Chairman of the Advisory Committee  
on Indian Participation at the  
New York World's Fair.  
(10 minutes)

Presentation of first folders of the World's Fair  
Commemorative Stamp by the Honorable John A.  
Gronouski, Postmaster General of the United States.

Address - The Honorable Harry S. Truman  
former President of the United States.  
(5 minutes)

Fanfare by the Cities Service World's Fair Band  
of America conducted by Paul Lavalie.

"Hail to the Chief" by the United States Marine Band.

Address - The Honorable Lyndon B. Johnson  
President of the United States.  
(4 minutes)

Benediction - The Reverend Doctor Julius Mark  
Rabbi of Congregation Emanu-El  
(3 minutes)

Benediction - The Right Reverend Horace W. B. Donegan  
Bishop of New York  
(3 minutes)

"Fair is Fair" by the Cities Service World's Fair  
Band of America.

2 - 4 p.m. Guy Lombardo and his Band play concert  
at the Pavilion.

4 p.m. Premiere performance of Ferde Grofé's  
World's Fair Suite by full symphony  
orchestra under direction of Paul  
Lavalie at Tiparillo Band Pavilion.

(more)



- 5 - 5:40 p.m. Concert at Tiparillo Band Pavilion  
by Cities Service World's Fair  
Band of America.
- 6 - 7 p.m. Dinner.
- 8 - 8:40 p.m. Concert at Court of Universe by  
Cities Service World's Fair Band  
of America.
- 9:20 p.m. Fountain of Planets Show.

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A.M.'s, WEDNESDAY, APRIL 22, 1964

## FEDERAL AND STATES AREA

The Federal and States Area will present a cavalcade of American progress, with emphasis on cultural and recreational attractions, regional cuisine, indigenous industries and resources.

Many of the pavilions will be financed wholly by state funds, some will have a joint funding by state and private groups. Others will be financed by private groups with the sanction of their respective state governments.

Rising from the heart of the area is the Unisphere<sup>®</sup>, theme symbol of the New York 1964-1965 World's Fair. The stainless steel sphere, presented by the United States Steel Corporation, illustrates the shrinking globe and emphasizes the need for peace through understanding. The Unisphere<sup>®</sup> will be a permanent feature of Flushing Meadow Park.

With the theme of "Challenge to Greatness," the \$17-million Federal Pavilion, 65-feet in height, will tell the story of American democracy, its opportunities, problems, inspirations and freedoms. A combined film and three-dimensional exhibit, produced by Cinerama, will depict the "Pioneer Spirit of America."

(more)



A modernized igloo-shaped pavilion, featuring recreation, industry and the state's way of life with a reproduction of the Aurora Borealis, will be a feature of the Alaska Pavilion.

The motion picture and television industries will be highlighted in the Hollywood U.S.A. Pavilion. A replica of the famous Grauman's Chinese Theatre, complete with star imprints, the appearance of many famous movie stars, a restaurant and a movie industry museum will be other features.

In the Louisiana Pavilion, a portion of the Vieux Carree section of New Orleans will be recreated. Exhibits of Louisiana's culture and history, its industries and natural resources, a children's center, a fashion display and dixieland jazz also will be part of the pavilion, as well as Michael Todd, Jr.'s modern musical show, "America, Be Seated" to be presented in the Music Hall.

A historical presentation of the battle of Fort McHenry and the composing of the "Star Spangled Banner" will be presented at the Maryland Pavilion. A restaurant, fresh sea food bar, vacational exhibits and other displays emphasizing the maritime interest of the state will be located around a pool.

A series of seven polyhedrons, simulating the state's symbol of the North Star makes up the unique Minnesota Pavilion structure. Industrial and tourist displays and a restaurant selling Minnesota's food products will be among the highlights.

The theme of the Missouri Pavilion, "First in Air, First in Space," will be emphasized by a replica of Lindbergh's Spirit of St. Louis, the Mercury Space capsule and a simulated rendezvous in space.

Several cars of Montana's territorial centennial train will remain on the Fairgrounds for the duration of the exposition. They will house Indian artifacts, game trophies, original Charles Russell paintings and a "million dollars worth of gold nuggets."

The Pavilion of the six New England States will convey the theme: "Where Our Past Begun, Our Future Begins." A fish hatchery, country store and restaurant will be among the features. There also will be periodic town meetings and performances by the Boston Pops Orchestra.

(more)



New Jersey will be represented by 21 small pavilions, one for each of the state's counties, and will commemorate the Tricentenary of the State. On exhibit will be each county's contribution to the industry and resort life of the Garden State. Free entertainment will be offered 4-5 hours daily.

The New Mexico Pavilion, accenting the spirit of southwestern U.S.A., will be a series of adobe-style buildings, housing a trading post, state industrial accomplishments, and restaurants serving food typical of that part of the country. Indian dances and other ceremonies also will be performed.

Using its permanent building from the 1939 Fair, with a "new face", New York City will offer a two-part exhibit. Dick Button will stage his "Ice-Travaganza", five to six times daily, in a fully air-conditioned 2,700-seat auditorium. In the other part, a giant scale model, 150x100 feet, of all five boroughs of the city, will be complete with detail of over 800,000 buildings. A simulated helicopter ride will transport visitors over the city as changing lights depict the metropolis from dawn to dusk.

The New York State Pavilion, combining the activity of a traditional local fair with dramatic architecture in its "Tent of Tomorrow", will house fashion shows, concerts of varied style, competitions, exhibits and motion pictures, offering continual variety. The highest point in the Fairgrounds will be the 200-foot peak of one of the three observation towers.

The Oklahoma Pavilion will include a display of the state's many industrial and tourist attractions, its water resources and a landscaped garden development where Fair visitors may relax.

An exciting "timber carnival" will be presented at the Oregon Pavilion, where easterners may enjoy vicariously the thrills of the west.

West Virginia's Pavilion will include its Information Rotunda, Industrial Park, Mountain Lodge, Natural Preserve, Gift Shop and radio-telescope Astronomy Exhibit.

(more)



Wisconsin's vacation attractions and a display of the world's largest piece of cheese, a 17-ton Cheddar, will be among the features in that pavilion. Other attractions include waterfalls, a stocked trout stream; low priced steak, potato and salad plate dinners.

In the Federal and States Area there will also be a Long Island Rail Road exhibit, featuring a large model train exhibit, a reproduction of a Long Island windmill, a duck farm incubator (with eggs hatching daily), a children's miniature railway ride, and an observation car and diesel engine for amateur photographers.

Also in the area is the Westinghouse exhibit, which is built around the monument marking the site of the original Time Capsule buried for the 1939-40 World's Fair. Consisting of three 100-foot structural towers, the exhibit includes three cycloramic displays. One shows a full-scale model of the capsule and its contents, the second a display of progress over the last 25 years, and the third a 10,000-year calendar of significant events, reaching 5,000 years into the past and future.

# # #





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