



# FAIR NEWS

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## DECLARATION OF ITALIAN PARTICIPATION IN THE NEW YORK 1964-1965 WORLD'S FAIR

"We are happy to be able to announce officially that Italy will be present and well represented in the New York World's Fair. The official group now formed in Italy is in its final stages of organization and will send a representative to New York in January 1963 to sign the formal agreement with the Fair.

"Architects have completed the preliminary planning of the Italian Pavilion, which will be situated on a 50,000 sq. ft. site directly across the avenue from the Vatican City Pavilion.

"The Italian Pavilion will consist of three areas: A Circarama theater, which will show an exciting film of a tour through Italy, will be the central theme for the area devoted to exhibits of travel and industry; an art gallery will display a selection of paintings and sculpture by Italian masters of both the past and present; the third area will be devoted to Italian consumer products.

"Participants in the Italian Pavilion include a prominent array of Italian industries and organizations, such as the Italian Tourist Organization, IRI, the great Italian Industrial complex which embraces such well-known firms as the Italian Line, Alitalia, Finmeccanica, Finsider and Ansaldo.

"Private enterprises of international renown such as Montecatini, Fiat Automobile Company, Sna-Viscosa, Pirelli, Olivetti, Cinzano, Martini and Rossi, Carpano, Campari, Gancia and others are all lending their full support to this project.

"We anticipate that work will start on the Italian Pavilion in January 1963. We are proud and pleased that Italy was among the first of the nations of the world to manifest its intention to participate in the New York World's Fair and has now completed the plans which make Italy a part of this important world event."

*Giustino Arpesani*  
Giustino Arpesani  
*Robert Moses*  
Robert Moses

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## FORD MOTOR COMPANY ANNOUNCES ITS PAVILION PLANS



Walt Disney (left) and Henry Ford II, chairman of the board, Ford Motor Company, inspect a scale model of the Ford Pavilion. A major highlight of the entertainment and show will be an exciting automobile trip through a fantasy of the past, present and future.

Today, the Ford Motor Company is revealing exterior design and architectural styling features for its pavilion at the Fair. The company also announces that a unique and exciting automobile trip through a fantasy land of the past, present and future will be a distinctive and memorable feature of the pavilion.

All of the Ford Pavilion's show, exhibit and entertainment features, including the ride fantasy, are being created by Walt Disney and designed by W.E.D. Enterprises, Inc.

The Ford Pavilion, paralleling Grand Central Parkway diagonally across the parkway from the New York City Building, will occupy most of a seven-acre site.

Incorporating the very latest architectural styling and construction techniques, the Ford building has been designed and engineered by Welton Becket, internationally-known architect, and his staff at Welton Becket and Associates in Los Angeles.

The huge, ultramodern pavilion will feature a glass-enclosed rotunda-like structure, 235 feet in diameter, fifty-six feet high, and surrounded by sixty-four glittering

pylons 100 feet tall. Adjoining this main entrance to the Ford Pavilion will be a flared rectangular show and exhibit building more than 500 feet in length and standing as high as a seven-story building. It will house the major show and entertainment features being created for Ford by Walt Disney and his staff.

At night the rotunda portion of the pavilion will become a waterfall of light. Each of the eight-foot-deep pylons will be illuminated with incandescent lights ranging from low to high density, creating the effect of motion.

Huge glass panels enclosing the pavilion will be held in place by steel columns, aluminum extrusions and newly-developed neoprene glazing gaskets, all engineered to resist extraordinary changes in weather and winds of hurricane force.

The central core in the pavilion, which will be completely air-conditioned, will contain rest rooms and a first aid station on the first floor level. The mezzanine level will include a reception lounge for Ford guests, as well as offices for operating personnel.

NEW YORK WORLD'S FAIR 1964-1965  
Flushing 52, N. Y. • Tel.: 212-WF 4-1964  
ROBERT MOSES, President

## FAIR QUOTE OF THE MONTH

"The Fair will attract 75 million visitors from around the world . . . will stimulate hugely New York's economy . . . will be marked by various cultural, sports and entertainment milestones that will reinforce New York's preeminence as a kind of enchanted capital of the world. And we shall wind up praising Robert Moses. This is Mike Wallace for WINS-NEWS."

## NOVEL BOAT RIDES TO CIRCLE MEADOW LAKE

The Lake Area of the New York 1964-1965 World's Fair, studded by the attractive exhibits of Florida and Hawaii, the Amphitheatre, the Continental Circus and numerous other entertaining features, will also offer exciting, novel boat rides, and a wax museum, according to terms of contracts signed recently.

David Shriber, president of Maroda Enterprises Inc. of Ft. Lauderdale, signed the contract for the boat rides with Stuart Constable, vice president of operations for the World's Fair, in the presence of Robert Ward, vice president and general manager, and Malcolm Pope, vice president of public relations. Mr. Pope's interests include the world-famed Cypress Gardens, where Mr. Pope's brother operates the spectacular water show.

### A Mariner's View of the Fair

Planned for operation on Meadow Lake during the Fair years are seven or eight types of boats carrying up to 20 persons each. The boats will range from the paddle river type for groups of 20 plus crew to gondolas and pontoon boats and will include glass, flat-bottomed boats, outriggers and surrey-top conveyances, all offering a mariner's view of the Fair.

### Wax Museum

The most famous stories of history will be portrayed in wax tableaux at the Fair, according to Louis and Manuel Walter who will operate a wax museum. The museum will occupy 20,000 sq. ft. in the Lake Area.

The wax groups were inspired by scenes of paintings from the Louvre in Paris, Tate Gallery in London, Pitti Palace in Florence, the Prado in Madrid and the Vatican Museum in Rome.

## Pavilion of Spain Features Tourism, Art and Industry

Works of art, industrial accomplishments and tourist attractions will be among the many features of the Spanish Government's Pavilion at the New York 1964-1965 World's Fair, it was announced today by former New York State Governor Charles Poletti, vice president for international affairs and exhibits for the Fair.

Governor Poletti said that an agreement covering the erection of the Pavilion of Spain has been signed by Angel Sanz-Briz, Consul General of Spain, and Fair President Robert Moses in the presence of Vice Consul Jose Garcia Banon and Miguel de Aldasoro, second secretary of the Spanish Embassy.

Many of the paintings by great Spanish masters on loan from private collections in Spain for exhibit in the pavilion will be seen in this country for the first time. The lure of Spain to tourists also will be accentuated, as well as products indicative of the nation's industrial achievements. Another feature of the pavilion will be a restaurant operated by Valentin, Madrid's famous restaurateur.

The Pavilion of Spain will be located on

a 23,000 sq. ft. site near the Unisphere, symbol of the Fair, according to the terms of the agreement.

Governor Poletti said construction is expected to be under way by March 1.



His Excellency Angel Sanz-Briz, Consul General of Spain, and Robert Moses as they signed an agreement covering the erection of the Spanish Government's Pavilion in the New York 1964-1965 World's Fair. Witnessing the ceremony are (standing, left to right) Douglas Beaton of the Fair's International Division, Miguel de Aldasoro, second secretary of the Spanish Embassy, Vice Consul Jose Garcia Banon and Allen Beach, director of international exhibits for the Fair.

## Special Days Lure Convention Groups During Fair Years

Almost 200 special events are presently scheduled for the first six months of the New York 1964-1965 World's Fair, from Opening Day, April 22 to the first year's closing, Oct. 18, 1964.

During the first six-month period, special days and weeks are planned for industrial, fraternal, social, educational, religious and many other groups, according to Mrs. Mary Jane McCaffree, director of special events for the Fair.

Shriners Day, July 23, is expected to be one of the most colorful of the special events with 25,000 marchers participating in a seven-hour evening parade on the Fairgrounds. It is estimated that Shriners Day will attract 120,000 additional visitors to the Fair.

Another special event that is expected to draw upwards of 50,000 Boy Scouts and Scout Masters is Boy Scout Jamboree Week, which will be divided in two parts — July 13 through 16 and from July 23 through the 25th.

Montana Day is scheduled to be the first State Day observance with National Forest Products Week, October 18, slated as the last during the Fair's initial season.

Electric Power and Light is planning a noteworthy Electric Week from May 30

through June 5; American Field Service Week is scheduled from Aug. 1 through the 7th; and Gas Industries Week from Oct. 12 through the 17th.

The special events will include a number of days for athletic contests in connection with the 1964 Olympic tryouts, which have been awarded to New York for the first time.

Mrs. McCaffree said that tentative dates are being confirmed almost daily and that many more are expected to be added before Opening Day.



Robert Moses, president of the World's Fair Corporation, and Governor Charles Poletti, vice president of the International Division, receive the Declaration of Italian Participation in the New York World's Fair from their distinguished visitor, His Excellency Giustino Arpesani, former Italian Ambassador (seated right). Mr. Arpesani was accompanied by Vincent Gariboldi, U. S. director of the Fiat Motor Company, Inc.

## REPLICA OF COLUMBUS SHIP FOR MEADOW LAKE

An exact replica of Christopher Columbus' flagship, the Santa Maria, will be a floating exhibit in the Lake Area of the New York 1964-1965 World's Fair, with flags, pennants, armaments and a wax crew.

The Santa Maria exhibit which will be known as "Space Ship—1492," will include 10 life-size tableaux of the crew busy at their various duties, Spanish merchandise, pictures, including Watlings Island, with recorded Basque sea chanteys as they still are sung playing in the background.

The reproduction of the vessel is being built in the Astilleros Cardona shipyard in Barcelona. The Nina and Pinta were built in the same yard for the 1892 Columbian Exposition in Chicago by the same family of shipbuilders who have built 625 other wooden vessels.

The Santa Maria replica design is being supervised by Jose Martinez-Hidalgo, na-



Mrs. Lawrence H. M. Vineburgh, president of San Mar, Inc. of West Hartford, as she signed an agreement with Stuart Constable, vice president-operations of the New York 1964-1965 World's Fair, to exhibit an exact replica of Christopher Columbus' flagship, the Santa Maria, in Meadow Lake. At right is a model of the Santa Maria.

val architect and chief curator of the Maritime Museum in Barcelona and will be approved and developed by Col. Howard I. Chapelle, head curator of the naval and transportation division, Smithsonian Institution and a foremost authority on wooden ships. National Geographic is cooperating on the authenticity of the replica.

The replica will be seventy-five feet long, twenty-five feet wide and fifteen feet deep. The ship will have a 100-foot mast and eight sails. The paint, caulking and construction material will be the same type as that used in the thirteenth century.

Mr. and Mrs. Lawrence H. M. Vineburgh, of San Mar, Inc., West Hartford, Conn., sponsors of the exhibit, plan to bring Cristobal Colon, 17th lineal descendant of the discoverer of America, to the Fair in connection with the Santa Maria display. The 37-year-old descendant of Columbus lives in Majorca, Spain, and is the Duke of Veragua (Central America) and Admiral of the Indies. The title was handed down to him from Columbus to whom it was given in perpetuity after it was believed he had reached the Indies.

The Duke will present a model of the replica to President John F. Kennedy, according to the plans.

The Santa Maria will lie 200 feet out in Meadow Lake between the Florida exhibit and the Amphitheatre. It will be reached by a covered walkway modeled after the one in the Monastery of La Rabada, formerly the Court of Isabella.

The concession agreement was signed by Mrs. Vineburgh and Stuart Constable, vice-president of operations for the Fair.

## FIRE DEPARTMENTS OF CITY AND FAIR AGREE ON MUTUAL AID PLANS

The New York City Fire Department, largest in the world, and the greatest international exposition in history have signed a mutual fire fighting assistance agreement, it has been announced by Robert Moses, president of the New York 1964-1965 World's Fair, who signed the agreement with City Fire Commissioner Edward Thompson.

In effect, the pact between the City department and the Fair Corporation places units of the City's fire fighting resources, 13,000 men strong and 760 pieces of rolling apparatus, at the service of the Fair when, as and if needed. Conversely, the Fair's firemen and equipment are at the disposal of the City's Fire Department, as needed. The Pinkerton National Detective Agency has been awarded the contract for security, including fire protection, prevention and extinguishment at the World's Fair.

### Details of Pact

The fire fighting agreement permits either the Fire Department of the City or the Fair to call for assistance when necessary. It then becomes the duty of the senior officer on duty at the fire office receiving the request to determine the availability of apparatus and personnel and to dispatch them to the scene.

The Fair Fire Department, composed primarily of recently retired City fire officers and men, will be divided into three companies, each consisting of a captain, three lieutenants and 20 firemen. They will operate on a round-the-clock basis to protect the buildings on the Fairgrounds and will stand ready to assist the New York City Fire Department in fighting fires in the vicinity of the Flushing Meadow Park site of the Fair.



The first of three fire engines, ordered by the New York 1964-1965 World's Fair Fire Department, which has been delivered to the Flushing Meadow Park site of the international exposition. The engine, decorated in the familiar orange and blue of the Fair and the City of New York, has the most modern equipment available, including more than 600 feet of nylon, self-drying hose.

## FAIR PLANS BROAD CULTURAL PROGRAM

A colorful series of Nationality Day programs highlighting music, songs and dances of national and international ethnic groups will be featured in the two six-month seasons of the New York 1964-1965 World's Fair, Robert Moses, Fair president, announced.

Mr. Moses said that Walter Bacad, chairman of the Folk Festival Council of New York, the Ukrainian Youth League of North America Foundation and director of the Ukraine Dancers, has been named program director. He served as director of similar programs during New York City's Hudson celebration of 1959 in Central Park.

Mr. Bacad's assistants will be Frederick Tanner and Robert Wiechnick, Daniel Kuzyk and Artistic Director Yurek Lazowski.

Louis B. Ames, director of the Fair's cultural program, will supervise the programs with Miss Jean Dalrymple, consultant for the performing arts.

Square dances also will be featured in the Fair Assembly Area every Tuesday night from May 19 through Sept. 8, 1964, according to Stuart Constable, operations vice president of the international exposition.

The square dances will be under the direction of Al Brundage, nationally known expert, who will select professional callers to lead the dancers.

Square dances typical of each section of the country, with callers and special routines from each area, will be featured.

Mrs. Brundage has organized square dance groups for 4-H clubs, colleges and churches all over the country.

## TWO NEW LICENSEES GRANTED FAIR RIGHTS

The appointment of two additional licensees by the Fair Corporation has been announced by Milton P. Kayle, executive vice president of Media Enterprises, Inc., the Fair's Licensing Agent. This brings to 13 the total number of firms which have been licensed so far to use World's Fair copyrighted material in connection with various products.

P. R. Mallory & Co. Inc., 3029 East Washington Street, Indianapolis 6, Indiana, has been granted the right to produce a line of World's Fair flashlight novelty items.

The firm of Fernand & Spertus Publishers, Inc., of 156 Fifth Avenue, New York 10, New York, will produce the official World's Fair children's coloring books. A wide variety of books featuring pictures and themes based on the Fair will be given broad national distribution with a view to stimulating young people's interest in a trip to the exposition.

Mr. Kayle reports that the strong interest of national firms in the Fair's licensing program continues, with closings of contracts in a number of fields scheduled for the coming weeks.

## INTERNATIONAL PLAZA CONTRACT SIGNING

International City, Inc., signed an agreement with the Fair on Saturday, January 5, to build an International Plaza on 67,000 sq. ft. of space in the International Area. Signing for International City, Inc., was Mr. Arnold Kagan, 30 Rockefeller Plaza, New York City. This agreement will be presented to the Fair's Executive Committee for approval on January 24.

The sponsor of this international exhibitor enterprise will build a series of small pavilions to give the opportunity to many foreign companies and organizations to exhibit at the Fair.

It is expected that many of these exhibitors will come from those countries which are not otherwise represented at the Fair.

## LATE NEWS . . .

UNISPHERE CONSTRUCTION STARTS IN APRIL . . . IT IS PLANNED TO BREAK GROUND FOR GREYHOUND ON JANUARY 30TH AND FOR THE BILLY GRAHAM PAVILION ON FEBRUARY 6TH . . . WORLD OF FOOD CEREMONIES ARE SET FOR JANUARY 23RD . . . SECOND FAIR PREVIEW FILM HAS BEEN VIEWED BY 8,500,000 PEOPLE ON 202 TELECASTS . . . MAYOR WAGNER WILL BE AT THE FAIR FOR THE JANUARY 24TH BOARD OF DIRECTORS MEETING AND JOIN THE MOTORCADE AROUND THE GROUNDS . . .

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WORKING DAYS  
TO OPENING DAY