presented by (USS) United States Steel

VOL. 3, NO. 1 · JANUARY 22, 1964

# PASSES GOAL ESTABLISHED MORE THAN FULL YEAR AGO Due to the tremendous response to date by both exhibitors and non-exhibitors, transportation groups and individuals, and with the big month of February ahead,

ADVANCE TICKET SALE

Thomas J. Deegan, Jr., chairman of the executive committee, predicts that the Fair's advance ticket sale goal of 10,000,-000 tickets will be met and passed by Opening Day. The latest report on advance admission ticket sales placed the number at 4,500,-000, or almost as high as the original estimate of 5,000,000 for the entire campaign made more than a year ago when tickets were first put on sale.

Mr. Deegan, under whose direction the ticket campaign is being conducted said:

"We have exceeded our greatest expectation. We now feel confident we will sell more than 10,000,000 tickets before we open, making this the largest advance ticket sale in history." Mr. Deegan said he was basing his prediction on the large number of 100,000unit or larger ticket orders expected from corporations and banks during the next

five weeks.

Companies are buying the tickets in bulk lots for resale to their employees and customers at substantial savings. At the 321/2 per cent discount, a purchase of 100,000 tickets, for example, saves \$65,-000. Orders for fifty or more tickets, the minimum number required to qualify for the full 321/2 % discount, are being re-

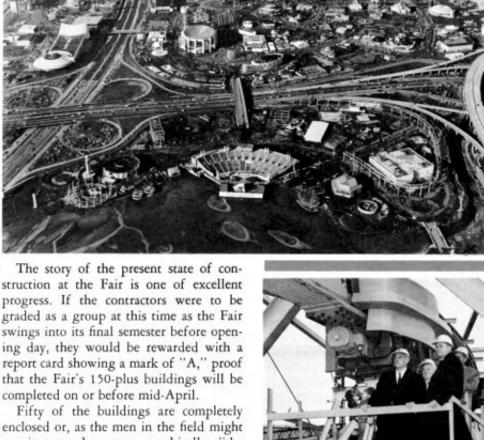
ceived in rapidly increasing quantities.

C 1964 New York World's Fair 1964-1965 Corporation



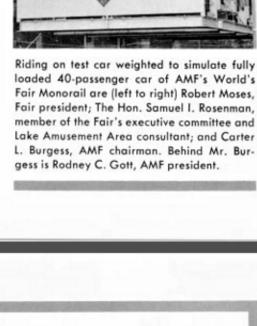
CONSTRUCTION PROGRESS EARNS

HIGH GRADES AS OPENING NEARS



say it somewhat more graphically, "the skins are on." (continued on page 2, col. 2) A check for \$135,000 representing the largest single re-order of advance sale tickets to the New York World's Fair is presented by First National City Bank officials John E. Thilly, senior vice president, right, and Robert F. Burns, manager of the bank's World's Fair

branches to Erwin Witt, left, comptroller of the New York World's Fair Corporation. Mr. Witt prepares to deposit the check in a TV bank, a closed circuit television banking system which will be a feature of First National City's Visitors' Branch at the Fair.



BOARD OF DIRECTORS MEETS TODAY AT TOP OF THE FAIR Thomas J. Deegan, Jr., chairman of the

Fair's executive committee, will preside at today's meeting of the Board of Direc-

tors. The meeting will be held for the

first time at the Top of the Fair. Representatives of various news media have

been invited to hear reports by the Fair's

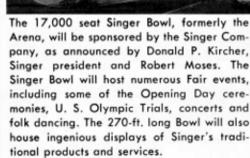
Approximately 6,500 men are now em-

departmental heads and Mr. Moses.

hire a night shift.

Final design of commemorative stamp to be

## when Postmaster General John A. Gronouski will present one of the first stamps to Mr. Moses. The Post Office is also embossing the new stamp on an envelope. SINGER SPONSORS STADIUM



CONTROL OF THE PROPERTY OF THE PARTY OF THE

gram director for the Operations Department. City's Cultural Institutions Presenting Special Exhibits Special exhibits and programs presented by the City's major cultural organizations will complement the attractions at the

Fairgrounds during the exposition years

of 1964 and 1965.

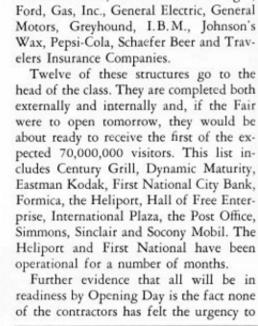
century paintings.

Stuart Constable (center), Fair vice presi-

dent in charge of Operations, with Dr. Ira

L. Eshelman, president of Bibletown Produc-

tions-U.S.A., and Walter Giebelhaus, pro-



One of the most important functions of

by Protocol, which will keep a master guest list, available to all exhibitors. Liaison will

be maintained with the U.S. World's Fair

Commissioner, the Commissioners General

of international pavilions, the managers of

state, industrial and transportation exhibits,

and officials of the New York City, New

documents such as Washington's Farewell

Address, a draft of the Declaration of In-

dependence and a Columbus letter. In

commemoration of the 400th anniversary

of Shakespeare's birth, the Library will

also offer a "Shakespearean Treasures" ex-

hibit. Notable acquisitions since the 1939-

1940 World's Fair will be featured in The

can painting and sculpture will be ex-

hibited at the Riverside Museum, and

dioramas and exhibits on archaeology and

history will be featured in the Staten Island

loan exhibition of paintings, sculpture and

and for the second summer, "Young Amer-

ica 1965" will be an exhibition of young

At the Bronx Zoo, the New York Zoo-

logical Society will salute the Fair and

open a new Aquatic Bird House. The

Brooklyn Botanical Garden will have un-

usual displays of Japanese horticulture

while the New York Botanical Garden will feature a World's Fair Plant and

drawings entitled "Between the Fairs Landmarks of American Art, 1939-1964,

The Whitney Museum will present a

Several exhibits of contemporary Ameri-

Pierpont Morgan Library.

Institute of Arts and Sciences.

American painters and sculptors.

(continued from page 1, col. 2) These 50

include some of the exposition's so-called

# A Fair official summed up the construction picture as it looks today, exactly three months from Opening Day, in these

help became unnecessary.

"Likening the Fair to a thoroughbred racehorse, we have a good stretch runner going for us. The closer to the finish line he gets, the faster he runs. Watch him fly during the final furlong. It may not even be a photo finish."

Ambassador Richard C. Patterson, Jr. is Chief of Protocol. Serving as Deputy Chief of Protocol is Gates Davison, formerly of the Fair's International Division. Other officers include Roberto deMendoza, Assistant Chief of Protocol and Saeed Kahn, assistant to the Chief of Protocol. Communications and Public Relations will service news media with all information received from Protocol regarding details of special visits, arrival and departure

time, press conferences, speeches, public

appearances, official receptions, dinners,

banquets and other highlights.

FIFTY-NINE LICENSEES

GRANTED FAIR RIGHTS

A total of fifty-nine licensees have been

The two newest companies are: A. H.

signed to date, according to the latest an-

nouncement from Media Enterprises, Inc.,

Schreiber Co. Inc. for children's play

clothes, and S. M. Frank and Co. Inc., for

pipes and pipe smoking accessories.

the Fair's licensing agent.

York State and Federal governments. Visits

Other licensees announced previously by Milton Kayle, executive vice-president of Media Enterprises Inc., are: Arlington Hat Co. Inc — Dexter Press, Inc. - Bearse Manufacturing Co. - United World Films, Inc. - Interstate Bag Co. Inc. -Marchal, Inc. — Allison Mfg. Co. Inc. — Photo Lab, Inc. — Lowell Toy Manufacturing Corp. — Mallory Battery Company — Spertus Publishers, Inc. — Topping, Inc. — Good

Housekeeping Magazine - Stancraft -

Macksan Imports, Inc. — Scarves by Vera,

Inc. — The Tie King, Inc. — Ed-U-Cards

Manufacturing Corp. — Annin & Company —

Hortie-Van Mfg. Co. — Goldfarb Exposition

Souvenir Corp. — Peerless Plastics, Inc. —

RMS Sales Corporation - Parker Pen Com-

pany — World Wide Paper Products Corp. —

Frederick A. Krause Associates, Inc. -

Imperial Knife Assoc. Companies, Inc. —

issued by the Post Office on Opening Day,

144444

Lincoln Center for the Performing Arts and the Metropolitan Opera Company, museums, libraries and botanical gardens will, in effect, become part of the Fair as they extend enthusiastic hospitality to the Fair's 70 million visitors. The American Museum of Natural History will open its new Hall of North American Birds. In the Hayden Planetarium, the Museum plans a major exhibition on the history of astronomy. "The Art of Nepal" will be presented by the Asia Society. In the Brooklyn Mu-

seum there will be a reconstruction of the

17th century Schenk House as well as a

display of European and American 19th

salute the Fair with an exhibition of post-

ers illustrating earlier World's Fairs. A

two-part exhibition of Vincent Van Gogh

will be presented in the Guggenheim Mu-

Exhibits illustrating the culture of Spain

and Portugal will be offered by the Hispanic Society of America and at the

The Huntington Hartford Museum will

Jewish Museum, an archaeological exhibition will focus on biblical times. The Metropolitan Museum of Art, now being renovated, will present a comprehensive survey of American art from Colonial times to the present.

lections. 'The Industry and Arts of All Nations' will be the main exhibit scheduled to coincide with the Fair's opening by the New York Historical Society. The New York Public Library's "64 Treasures for the '64 Fair' will include an illuminated 14th century psalter, rare early issue books and priceless historical

of Light

New York

State

scheduled to open the day after the Fair's official opening, will be the scene of the Lincoln Center-World's Fair Performing Arts Festival. Included as part of the Festival program are performances by the New York City Ballet, Bayanihan Philippines Ballet, Chil-

ean National Ballet, a well-known Euro-

pean theater group and productions of The

King and I and Merry Widow. The Royal

Shakespeare Company will stage several

productions in commemoration of Shake-

The Metropolitan Opera Company will

interrupt its Spring Tour to present sixteen

special post-season performances planned

primarily for out-of-town visitors to the

Fair. Featured works in the World's Fair

repertoire will be three Verdi operas based

on Shakespeare's plays, part of the world-

speare's 400th anniversary.

wide anniversary celebration.

Mormon Church

Medallic Art Company — Time, Inc. —

Alvimar Manufacturing Co. Inc. — Ebsco Industries, Inc. — Indian Head Mills, Inc. — Allen Hollander Co. Inc. — Thomson-Leeds Company, Inc. — Park Electrochemical Corp. — Linn Myers, Inc. — Houze Glass Corporation — The Harlee Company — Foster Grant

Co. Inc. — Match Corporation of America —

Diamond Match Corporation — Universal

Match Corporation — Banner Printing Prod-

can Match Company — Simmons Company — Sylvania Electric Products, Inc. — Leader Sales Corp. — Fleetwood Cover Service — Haffkine Mfg. Co. Inc. AMF Monorail

### will open the two new wings of the Museum of Modern Art. An Indian "Hall of Fame," pre-Columbian metal art and a tribute to Alaska are among the scheduled exhibits in the Museum of the American Indian. Period

A large exhibition of modern painting

and sculpture, international in character,

prints, paintings and furnishings will be

assembled at the Museum of the City of

New York in a special exhibition entitled

will feature the works of outstanding con-

temporary craftsmen while the Museum

of Primitive Art will display masterpieces

of pre-Columbian sculpture from its col-

The Museum of Contemporary Crafts

"New York in 1664."

Fair Construction Grade "A" Proof

Austria

General Electric

Vatican

the Fair's focal points. Encompassing the exposition's largest exhibits - the pavilions of the three United States automotive giants - the area is headquarters for all internal transportation and guided tours, terminal for bus shuttles to the airport, and

INTERNATIONAL AREA TO

ing constructed in concrete and glass, where visitors can see whole steers roasted on a large wheel rotisserie, Mexico's with its concave walls, the Republic of China's pagoda-style pavilion, and the Caribbean complex, where the islands are exhibiting jointly. After a glimpse of Denmark's Pavilion one will be attracted by the Pavilion of Venezuela, and then view Hong Kong, where many oriental souvenirs await closer inspection. Continuing his journey, the "instant world traveler" will view the Pavilion of Centralamerica-Panama, where the common market countries of Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua join Panama in displaying exhibits

Further along the way is Argentina's build-

rama film on the history of the United feet underground to a luxury home and garden designed to show the advantages States, will emphasize the pioneering spirit of living below the earth's surface. of Americans, past, present and future. Mechanized, life-like dinosaurs in na-The New York State exhibit features three towers, with the tallest, the highest tural habitat, science exhibits that youngsters can work, and a simulated rendezvous point on the Fairgrounds, capped by an observation platform; a circular theater and a huge elliptical "Tent of Tomorrow." In the last two, films, shows and displays will emphasize the state's industry and

main gate, a visitor will walk along New York Avenue, past the Pavilion of West Berlin, and arrive in about three minutes at one of the two terminals of the Sky Ride. The visitor then will walk up steps to a platform, enter a four-passenger cable car, be carried to the height of the ride and thus become one of the 4,800 travelers per hour who will so begin the journey. The visitor will first view the two-story Pavilion of Korea, in an architectural style never before seen here, India's Pavilion with its theme of "Progress in Democracy," and the Pavilion of Ireland faced with slabs of native Irish stone and depicting the life and customs of the Emerald Isle.

ular throughout the world. The Flume Ride, "shooting the shoots" in a floating hollow log, will be a lure for visitors to Kiddyland and the Jaycopter offers a simulated helicopter trip 100 feet above the crowd. Maroda Enterprises Mississippi River Showboat and the exhibit of the Santa Maria will take the Fair visitors onto the cool waters of Meadow Lake. Maroda will offer a 20-minute boat cruise of the lake. The Showboat, a doubleside-wheeler anchored 250 feet from shore, will have musical entertainment and dining. It will also have a supperclub revue. The Santa Maria will be an authentic replica of Christopher Colum-

**To Opening Day** 

of two-manned orbital vehicles, are among the other prominent transportation area at-Here also visitors will be able to test their driving skills on electronically-controlled simulated highways, ride an 80-foot high giant-tire ferris wheel, thrill to daredevil and precision automobile driving, or take a leisurely ride in a gasoline powered "antique" car. Theater presentations will include the history of motion engineering, a simulated coast-to-coast bus ride, and a "wraparound" 360-degree motion picture of the world's greatest port. Attention has also been given to the traveling gourmet who may select from a

control, push-button future, new applications of communications, and totally new eral and States exhibits. Twenty-four states products of scientific research are among are building individual or joint pavilions the exciting concepts of a fifteen minute and a number of others expect to rent space in the multiple-exhibit Travel and

Transportation Pavilion.

The U.S. Government pavilion, dedi-

cated by the late President Kennedy to the

theme, "Challenge to Greatness," stands eight stories high and covers more than a

city block. Its exhibits, including a Cine-

The New York City building is likely

to prove one of the Fair "sleepers" as an

attraction. One half of it will be devoted to

a simulated helicopter ride over a scale

model of Greater New York on which are

reproduced every one of the city's more

taurants and a "wine cave." being transported, figuratively, to faraway

> country will be highlighted. Other buildings in the Area include the Christian Science Pavilion, featuring a three-dimensional exhibit, the Billy Gra-

The audience of more than 70 million visitors will be a receptive one, willing to

ham Pavilion with a 400-seat theater and The largest section of the Fair - the

gilded, deliberately soft sell with the message delivered via rides, revues and revels, and informal, often ingenious teaching Within the 40 pavilions of the Industrial Area, visitors will see examples of Walt Disney's startling audio-animatronic figures, either along the banks during a boat ride or performing on a series of There will be magic shows and puppet shows and a fantasy world of mechanized A global tour will stop at exotic ports of call, another will break through time

# ucts Corp. — Loft Candy Corporation — Milton Bradley Company — Hassenfeld Bros. Inc. - Lion Match Company, Inc. - Ameri-

Suburban Toy & Mfg. Co. — Cosby Brush & Import Co. Inc. — M. Z. Berger & Company, Inc. — Gordon Peters Co. Inc. —

Republic of China Port Authority Heliport with S-61 N Helicopter Federal Pavilion Festival of Gas

IBM

cationland displays and a model of Balti-

visitors will be able to watch all steps taken

in making a movie and see sets used in

some famous films of the past. Florida will

emphasize its tourist and industrial attrac-

tions with a "Cape Coral" model home

and a porpoise show. Hawaii will also em-

phasize its tourist attractions in spectacular

ways. New Jersey adds to its tercentenary

celebration with an exhibit joining 21 sep-

arate buildings, each representing one of the state's counties. Missouri will display

a replica of Lindbergh's famous "Spirit of

Carnival," consisting of log rolling, ax

throwing, and other contests in the skills

connected with the northwest's timber in-

dustry, will be performed daily. In the

Oklahoma pavilion, a huge topographical

map, emphasizing the state's water devel-

opments, will be on display. West Virginia

will show models of a community of the

future and a coal mine, as well as exhibits

of glass-blowing, radio astronomy and the

state's vacation attractions. Wisconsin, in

addition to displaying the state's industrial

accomplishments, also will emphasize va-

cation attractions and show the largest

The New England pavilion, with all six

states in the area represented, will empha-

size the region's contributions to the coun-

try's past and present. The Illinois exhibit

will include a "living," moving and talk-ing figure of President Abraham Lincoln,

Louisiana's building will be fashioned after the New Orleans "Vieux Carré." The

Texas pavilions include a spectacular stage

show. Other exceptional attractions will be

on display in the exhibits of Alaska, Min-

nesota, Montana and New Mexico. In all

state pavilions visitors, in addition to

watching the exhibits, will be able to savor

the best of each section's cooking. Every

state of the Union, whether or not repre-

sented in an exhibit, will have its own

particular day at the Fair through the ap-

the Sermons from Science Pavilion, spon-

throughout the world as they do their part in achieving the Fair's goal of Peace

One of the most notable events of the Fair's

pre-season activity occurred when President

Diasdo Macapagal visited the Philippine Pa-

vilion site and later was tendered a luncheon

FOOD, RIDES AND

SPECTACLE

nental Circus, the Fair's Lake Amusement

The area will attract visitors from

sored by the Christian Life Convention.

Through Understanding.

pearance of state organizations.

piece of cheese ever produced.

created by Walt Disney.

St. Louis' and full-sized space capsules. In the Oregon exhibit, a "Timber

In the Hollywood-California building,

Johnson's Wax

more harbor.

#### site of "the air gateway to the Fair," the Guy F. Tozzoli, director of the Transportation Section, addresses the Board of Directors at its last meeting held in Shea Stadium. The drama of motion is everywhere in the exhibits of the area, as is the spanning of time. A "Magic Skyway" automobile trip, created by Walt Disney, will take passengers through time tunnels that cover millions of years in exactly twelve minutes. New ways of underwater exploring and living, new ways to cope with the remote

trip through the world of tomorrow.

As they take a trip to the moon, in the

area's only multiple exhibit building, visi-

tors will see a lunar exploration team mov-

ing under reduced gravity, riding strange

vehicles and manning orbiting space stations. Another exhibit will take them five

OFFER AN INEXPENSIVE, INSTANT WORLD TOUR Without crossing an ocean, some 70 to 80 million visitors will be able to see the world in Flushing Meadow Park, for at the Fair more than 50 foreign nations will display their attractions in 39 pavilions, attractively spaced across the exposition's International Area. Visitors to the area will take advantage of an "Around-the-World" bargain, as they delight in the exhibits of world cultures, handicrafts and arts, learn of the nations' agricultural resources and enjoy

tions and the performances of native danc-

ers, singers and musicians will heighten

will be provided in a journey of but five

minutes and at a cost of only 50 cents on

the Swiss Sky Ride, a 112-foot high trip

of 2,000 feet, straight across the heart of

the International Area, with a fine overall

view of the Fair. After entering the Fair's

The "instant" trip around the world

the illusion.

symbolic of their vigorous march toward a brighter future of economic develop-Chun King Inn, set in a Chinese garden adjoining several small lakes, will serve a 7-course dinner for 99¢. The Continental Circus will present a

typical international one-ring circus. A

museum tracing the history of this enter-

tainment medium will be adjacent to the

A display of unusual water formations

in colorful designs, controlled by the play-

ing of an organ, will be the offering of

Dancing Waters. This show has been pop-

5,000-seat circus arena.

bus' flagship. A 200-foot enclosed pier will lead to the ship, where the life of Columbus will be depicted in three-dimensional titans of manufacture and commerce but The famous one-hour puppet show, a revised version of Les Poupees de Paris, will feature song and dance in miniature fields. with actual voices of theatrical stars. Walters International Wax Museum will contain more than 30 life-size tableaux based on famous paintings, historical and contemporary figures, mythology, religious events and motion picture and television personalities. The three states of Florida, Hawaii and

Texas will have major exhibits in the Lake Amusement Area. Florida will have a live porpoise show and a 100-foot Citrus Tower. Hawaii will have an exhibit telling the story of the islands, a 40-foot waterfall, artificial lagoons and a 600-seat amphitheatre. A series of pavilions will make up the Texas exhibit, each presenting a different phase of Texas life. A 2,500-seat Music Hall will present "To Broadway With

Love," a spectacular based upon 100 years of American musical comedy. All in all, the Lake Amusement Area will be a tasteful, entertaining complex, dedicated to wholesome fun for all. 3 MONTHS

'SEE AMERICA' TOURS STIMULATED BY FEDERAL AND STATES EXHIBITS Visitors who normally would take their full vacation time to see only one or two points of interest in the country, can make a "Tour of America" by visiting the Fed-

places, in an atmosphere characteristic of other lands. Food indigenous to the na-

Here, industries representing the countries

of West Germany, Ecuador, Monaco, Italy

and the Government of Nepal will have

displays along with an International Res-

taurant, where world-wide epicurean de-

first time outside of St. Peter's Basilica in

the visitor will encounter such special ex-

hibits as the Hall of Free Enterprise. Here,

will be housed the Tree of Economic Life,

Hall will bring added foreign representa-

nations on its Advisory Council.

Before leaving the International Area,

lights will be served.

her myriad attractions.

FAIR EXHIBITS SHOW CURRENT AND FUTURE PROGRESS OF INDUSTRY 31/4 million square foot Industrial Area -will be a gigantic showcase fully stocked with the fantastic accomplishments and progress industry has made in our era and will serve as its prospectus for tomorrow.

be informed and ready to be entertained. In the competition to lure their share of the anticipated influx, the business con-

itor buildings, are not only blue ribbon

also smaller businesses eager to project a

picture of leadership in their respective

country in dramatic, tasteful promotions directed primarily toward an impact on public good will. The result has been a

cerns of the Fair's Industrial Area have produced an exciting, extravagant variety of exhibit concepts. A combination of advanced technological knowledge and theatrical flair has given expression to the visions of the best creative talent in the

in the Administration Building. He was accom-Nearby, "Creative Sweden" will prepanied by Mrs. Macapagal and a delegation sent her advanced industry and research, of his country's officials. He is shown above Switzerland will delight the tourist with at the luncheon with Fair President Robert Moses and Governor Charles Poletti, vice her many noted products such as watches president of International Affairs and Exhibits and chocolates, and France will highlight for the exposition. As the car descends to the platform of LAKE AMUSEMENT AREA the destination terminal, the disembark-REPLETE WITH MUSIC, ing "world traveler" will see a typical turnof-the-century Belgian Village. Alighting, and walking but a few paces, the visitor will end his global tour on an inspirational note at the Vatican Pavilion, where Typifying the slogan of one of its main attractions, John Ringling North's Conti-Michelangelo's Pieta will be shown for the

tracing the economic progress of man through the constant improvement of tools. Of international interest is the fact that the a panoramic view of the Fair. tion to the International Area, as it has 45 Another special exhibit is the Pavilion of 2,000 Tribes, sponsored by Wycliffe Bible Translators, who will demonstrate the will produce a spectacular stage and water process of creating an alphabet and the show replete with music, dancing, swimwritten word from the spoken languages ming, picturesque waterfalls and a glimpse of primitive peoples. In the Masonic Ceninto "way-outer space." The American Indian Village will offer ter Pavilion, Masonry's connection with the history of New York State and the

live coal and snake dancing and present

the story of true Indian life, past and

rant and aerial ride. The ride, straight up,

will rise slowly to a height of 120 feet.

barriers as it spans man's history.

Broadway and Hollywood will be well

represented with Morton Gould, Carol

Haney, Joe Mielziner, Michael Brown,

Tom Tichener, Elmer Bernstein, Robert

Davis and the Eckards, among many

others, contributing their special talents to

live theatrical productions, motion pic-

tures, slide shows - and revolutionary

will offer cooking demonstrations, fash-

ion shows, beauty consultations, sewing

tips, a forecast of home-related products

and striking, original room settings and

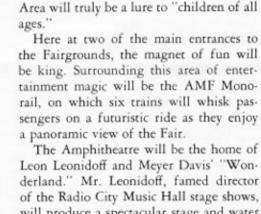
model homes created by the country's

For women, the pavilions in the Area

combinations of all three.

BFE, Inc. will present a waffle restau-

Gen. William E. Potter (right), executive vice president and director of the Federal and States Section, and Governor J. Millard Tawes of Maryland with construction workers in front of the Pavilion of Maryland.



quick nap, will add much to create com-Unifying all of the exhibits and underlining the global significance of the Fair is its symbol — the massive Unisphere® donated by the United States Steel Corporation, which will also sponsor the special Opening Day NBC telecast ex-

#### "big boys," such as Bell System, duPont, ployed in the field. A Fair official said the Eastman Kodak, Electric Power & Light, number might rise to 7,500 between now and Opening Day, but judging from the present rate of progress, that would be As recently as four months ago there Twelve of these structures go to the was some talk around the Fair of the possibility of having to put an army of 15,000 men into the field during the final three months. Work was speeded up in the final quarter of 1963, however, and additional

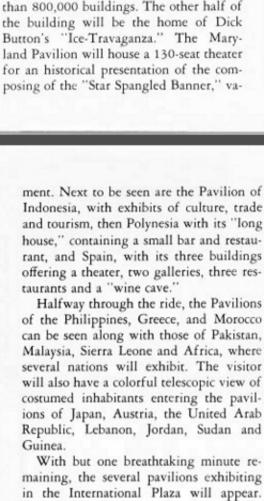
Construction Progress Earns High Grades As Opening Nears

#### the Fair's operating seasons will be the by dignitaries will be handled in conjuncsupervision of official Fair ceremonies and tion with the Fair host division and respecthe handling of visits by chiefs of state tive exhibitor representatives. and other prominent governmental, business and community leaders from the United States and abroad. This responsibility rests with the Office of the Chief of Protocol, located in the Fair's Administration Building. All official Fair invitations will be issued

Fair Protocol Office Prepares for Visiting State Dignitaries

Garden Information Center. Originally part of the 1939-1940 New York World's Fair, the Queens Botanical Gardens have been moved to a more advantageous site in Kissena Corridor Park, just outside the exposition grounds. Lincoln Center for the Performing Arts which will function as the performing arts wing of the World's Fair, will be America's greatest cultural complex at its completion. The already completed Philharmonic Hall and the New York State Theater,

TRANSPORTATION TALE wide variety of menus at the Top of The Fair Restaurant, located beneath the Heli-OF THE PAST, PRESENT port and offering a dramatic view of the AND FUTURE FEATURED Fairgrounds, several Brass Rail dining areas, the Post House Restaurant, and Cen-The opportunity to span millions of tury Grill, which will feature international years from the dawn of history to the hamburgers and foot-long hot dogs. world of tomorrow awaits visitors to the After all has been absorbed in the excit-Fair's 69-acre Transportation Area. Here, ing world of transportation at the Fair, the auto and related industries will present the visitor can board a twin turbine Sikorsky story of people and products on the move, S-61 N helicopter from atop the Port Aufrom the beginning of time through the thority Building for a breathtaking view present and finally, into the not-too-distant of the entire grounds. future with its dramatic probabilities. Fronting on the westerly side of Grand Central Parkway, the area will be one of



Just as the '39 Fair launched the consumer acceptance of television, nylon, clover-leaf traffic patterns and air conditioning, so products and services which will be displayed here in 1964 and 1965 are expected to have far-reaching effects

offices of TWA, El Al, Pan American and various department stores. On the West Coast, Al Rackin and Ken Manson have placed visual materials on 74 radio and television shows and are developing Fair story lines with the producers of ties throughout the nation. a number of major motion pictures. PUBLICITY AND PRESS RELATIONS verbal and pictorial transmission. Although day-to-day press activity is the primary responsibility of the William J. Donoghue Corporation, the staff, headed by Peter J. McDonnell, director of publicity, and Jerome Edelberg, assistant publicity director has taken on broader duties,

foremost architects and interior designers. The very young will enjoy the latest in on the taste, buying trends and concepts of living of the millions who will attend playground equipment while older children can absorb the principles of computer the Fair, and the many more who will have arithmetic and nuclear physics, learn how been exposed to its glamour and excitement via all forms of mass media. a television facility operates and how a demograph works and gain further en-That Business has recognized the injoyable insight into American history valuable opportunity to expose the largselect a pen pal. Older persons est single aggregate of people ever gathpoint with pride to their own accomplishered in such a limited area to its products ments and their active future. and message is evident in the impressive roster of Fair exhibitors. Among the A variety of foods and beverages served in attractive settings and private roommore than 300 companies and trade assoettes with beds which can be rented for a ciations represented either in their own pavilions or in one of the multiple exhib-

> including magazines, radio and television news, the weekly press, trade books and rection of Joseph Boyle. company publications. In the magazine field, the two-year concentrated effort of Joyce Martin, magazine coordinator, is bearing rich fruit. What seemed to be early apathy due to the remoteness of April, 1964, changed to deep interest and in the most recent five weeks alone, a circulation of 51,146,000 has been attained in the fourteen magazines listed below. It is well to keep in mind that these

are ABC circulation figures, not to be confused with what Madison Avenue and the publishers rightly term, "readership."

will devote all windows to the World's Fair during the month of February. In Newsweek: New York, Gimbels has erected a five-story Cover, major and photos Architectural Forum: Cover, story and photos Unisphere® on the Sixth Avenue side of their building, to remain throughout the Story and full color photos Fair. U.S. News and World Report: Major Story with photos LIFE is producing World's Fair displays which will be featured simultane-Major spread with full color art ously in 200 department stores across the country during the winter and spring Full issue, including cover, plus insert months of 1964. Seventeen: Full issue, including cover The Deegan Company has distributed over 8,000,000 pieces of literature, pro-Vogue: Spread vided a variety of speakers kits, and has Harper's Bazaar: organized a speakers' bureau responsible Popular Mechanics: for making more than 2,500 speeches a week throughout the United States and Changing Times Article in some parts of Europe. Cooperation has been provided by such exhibitors as Trav-New Yorker Article elers, General Electric and the Bell System. Parade

Show (NBC-TV) will originate from the Fair at least half-an-hour a week. Other programs already making specific plans for Fair origination include "Tonight," "Steve Allen," "Candid Camera," "Ed Sullivan," "Perry Como," "Danny Kaye," "Queen For A Day," "Captain Kangaroo," and "To Tell The Truth." A complete promotion kit is being prepared to service over 6,000 radio and television stations in the United States and abroad. In Philadelphia, the five Gimbel stores

Company for advertising. **PROMOTION** tion of its president, L. Richard Guylay, and its senior vice president, Howard S. the trade is being employed to assure the sale of ten million pre-opening tickets.

Among programs scheduled, the Today

press relations and J. Walter Thompson The Thomas J. Deegan Company enters the final pre-Fair phase under the direc-Johnson. With accent on advance ticket sales, every promotional scheme known to

techniques. stages.

> tions and Public Relations, makes first call on a bank of touch-tone telephones just installed

> > 450

port of the advance ticket sales program. New posters have been created and will soon join the now famous Bob Peak posters which have been distributed all over All advertising is planned and created for the Communications and Public Relations Division by the J. Walter Thompson Company, consultants to the Fair. The ac-CIRCULATION count team at Thompson is headed by 15,250,000 Charles Rheinstrom, management supervisor, Ted Royal, account supervisor, Bill 1,500,000 Baylor, representative and Bill Banks, in-63,000 ternational representative.

2,700,000 1,250,000 7,250,000 7,500,000 1,100,000 500,000 300,000

The Fair recently has used extensive New York market area advertising in sup-

pected to reach 40,000,000 persons across Martin Stone, director of the Industrial Section, with the model of the Eastman-Kodak pavilion at the Time-Life preview exhibition. 64 WORKING DAYS To Opening Day least on a daily basis, inquiries are handled constantly by telephone, letter and personal call and special features are prepared as the occasion demands. A special newsletter is issued every Monday to the weekly newspapers within a 100-mile radius of Flushing Meadow Park and the pick-up has well exceeded all expectations. As Opening Day approaches, circulation of the weekly letter will be expanded to include papers in key communi-Radio and television outlets in nearby communities of New York, New Jersey, Connecticut and Pennsylvania are serviced with weekly material especially slanted for Trade books and company magazines are provided photographs and copy, while their editors are given tours of the grounds and the identical personal attention given major consumer magazines. Assistance is given on all tours by press aides, for the most part young collegians, under the di-

1,250,000 1,000,000

483,000 William Berns, vice president, Communica-

MAGAZINE Reader's Digest: Major article by Ira Wolfert (U.S. and Canada)

in charge of Communications and Public are displayed in such traffic centers as the Relations for the Fair. Assisting Mr. Berns on the Fair staff is Gregory Dawson, director of public relations activities. Consulting with Mr. Berns and activating the various programs are the Thomas J. Deegan Company for promotion, William J. Donoghue Corporation for publicity and

ALL-OUT PROMOTIONAL EFFORTS ACHIEVING SPECTACULAR RESULTS What the trade magazines and newsvice and the United States Information Serletters have referred to as "the greatest vice in European promotion. De Grassi & single promotional effort in history," is Associates, Tokyo, handle the Fair's promoving into the homestretch under the motional activity in the Far East. direction of William Berns, vice president In addition, model and poster exhibits

11,000,000 Article

In the field of daily newspapers and the wire services, releases are sent out at

in the Fair's ultra-modern Press Building.

The Paris office of the company, headed by Bill Humphreys, has had the close cooperation of the United States Travel Ser-