

**SWISS SKYRIDE
DESCRIBED TO
EXECUTIVE COMMITTEE**

Details of the Swiss Skyride, one of the exciting features to be installed at the New York 1964-1965 World's Fair, were revealed last week during the monthly meeting of the Fair's executive committee in the Flushing Meadow Park headquarters of the international exposition.

A contract for the aerial journey over the Fairgrounds was signed recently by Robert Moses, president of the Fair, and Paul Zuberbuhler, general manager of the Berne Works, a subsidiary of the Von Roll Iron Works. Mr. Zuberbuhler presented to Mr. Moses a check for \$100,000 as the first payment for the concession.

Mechanically ingenious and carefully designed, the Swiss Skyride will span the Fair across its main axis reaching a height of 112 feet, carrying up to 50,000 visitors a day in 4-seat gondolas. The gondolas will travel at a rate of five miles per hour as they make the 2,000 foot journey over the International Area, crossing the center boulevard of the Fair, and passing the Unisphere. Visible will be every corner of the Fair including the gaily lighted fountains and pools and the Industrial Area with its spectacular Pool of Industry and Fountain of the Planets.

Skyride passengers may board the gondolas at either the northern terminal of the aerial installation, near the Fair's main entrance, between the exposition's Avenue of the Americas and the Federal Pavilion, or at the southern terminal, adjacent to the Pavilion of Switzerland. Two complete cable circuits, forming four cable lines joining the two terminals, will accommodate two rows of gondolas on each circuit.

Having a capacity of 4,800 passengers an hour, the Swiss Skyride will be in operation from 10 A.M. to 10 P.M. each day. Admission will be 50¢ with infants under two years of age permitted to ride free of charge.

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**CONSTRUCTION OF UNISPHERE
PEDESTAL TO START TODAY**



The Unisphere section depicting Italy (right) and southern France is shown in fabricated stainless steel at U.S. Steel's American Bridge Division in Harrisburg, Pa. The pre-fabricated sections of the Fair's symbol will be shipped to Flushing Meadow Park by rail and truck.

The first section of the pedestal for Unisphere, presented by United States Steel Corporation to the Fair as its symbol, will be lifted into place this morning as the initial step in erecting a structure destined to become one of the world's great landmarks.

Mayor Robert F. Wagner is expected to join Roger Blough, chairman of U.S. Steel, Mr. Moses and Mr. Deegan in paying tribute to Gustave Eiffel, who will be represented by his grandson René Legrain Eiffel.

The Eiffel Tower

Seventy-five years ago, erection was in progress for another Fair symbol, one of the greatest attractions that Europe—and the world—had ever anticipated. The Eiffel Tower, designed and under construction by Gustave Eiffel, had already been the subject of aesthetic awe as well as pompous doubt by some critics. On March 31, 1889, accompanied by a twenty-one gun salute in Paris, the tower had its counterpart of the modern day "topping-off" ceremony. In its first year of operation,

as the symbol of the Paris Universal Exposition, the tower was visited by almost two million visitors from all continents. It is expected that twenty times that number of visitors will view Unisphere, newest of World's Fair symbols, in the first year of the New York exposition.

"Around The World"

Even as the pedestal takes shape on the Fairgrounds, Unisphere is becoming a reality at U.S. Steel's American Bridge Division in Harrisburg, Pa. There, "around the world," the phrase that encompasses all things in man's land-locked domain, has been reduced to a daily job description by the steel workers as they crawl across the huge globe. The creation of Unisphere has been under way at the fabricating plant for several weeks.

Structural design and engineering problems already conquered by quiet men at desks and drawing boards—yet with pencil and calculus—the stainless steel, when made, must then be fabricated and positioned into an image of the world—the largest ever made by mortal man.

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

QUOTE OF THE MONTH . . .

"There is no doubt that consumers desire this Fair to be a smashing, glittering success. They want to come with eager hearts and wide-open eyes to have a marvelous time. They want to be won by the wonders of U.S. production. What better showcase can there be for U.S. marketing men?"

"The smart ones will see to it that their companies are there at the Fair, to welcome all these consumers with best foot forward in 1964."

A WOMAN'S VIEW by Sarah Welles from PRINTERS' INK MAGAZINE

FIVE NEW LICENSEES ANNOUNCED

A total of twenty companies are now listed as licensees of the Fair's merchandising program, according to an announcement made by Milton P. Kayle, executive vice president of Media Enterprises Inc., the Fair's licensing agent.

The five most recent additions to the growing number of concerns participating in this program are: Stancraft, a division of Standard Packaging, St. Paul, Minn., for playing cards; Tie King, Inc., New York, N. Y., for men's and boys' ties; Mackson Imports Inc., New York, N. Y., for rainwear; Haffkine Mfg. Co. Inc., New York, N. Y., for towels, table linens, and place mats; and Scarves by Vera, Inc., New York, N. Y., for scarves and handkerchiefs.

**EXHIBITOR P.R.
MEETING TODAY**

The fifth meeting of exhibitor public relations representatives will be conducted today by William Berns, Fair vice president in charge of Communications and Public Relations. Major subject on the agenda is one-year-to-go global ceremonies for April 22.

Among those reporting on plans will be Mark Foster of Radio New York Worldwide (WRUL). Operated by Communications Worldwide, a division of International Educational Broadcasting Corporation, WRUL will devote the entire day of April 22 to a preview of the Fair for its 3,000 shortwave outlets all over the world.

SPAIN AND JORDAN SIGN FOR ADDITIONAL SPACE

The governments of Spain and Jordan have both signed agreements with the Fair Corporation to enlarge their pavilion sites, as many other international exhibitors complete plans for groundbreaking ceremonies.

His Excellency Angel Sanz-Briz, Consul General of Spain and Governor Charles Poletti, Fair vice president of international affairs and exhibits, signed an agreement to increase the size of Spain's exhibit from 23,000 sq. ft. to 50,000 sq. ft.

Present at the signing ceremony was Miguel Garcia Saez, newly appointed Commissioner General for the Spanish Pavilion at the New York exposition.



His Excellency Angel Sanz-Briz, Consul General of Spain (left) and Governor Charles Poletti signing the agreement which increased the size of Spain's exhibition site to 50,000 sq. ft. With them is Mr. Miguel Garcia Saez, Spain's newly appointed Commissioner General to the New York World's Fair.

In order to accommodate the larger space for the Spanish Government's Pavilion the site was relocated from its position near the Unisphere, symbol of the Fair, to the centrally located site originally reserved by the U.S.S.R.

At the signing the Consul General affirmed that the works of such great Spanish masters as Goya, El Greco and Velasquez will be an important feature of his country's exhibit. Besides the magnificent art gallery, it was announced that a theater and a restaurant have been added to the Spanish exhibit concept.

The government of the Hashemite Kingdom of Jordan signed its agreement for more space with Governor Poletti on February 18th, enlarging the pavilion site to 8,000 sq. ft. The new contract was signed by His Excellency Abdul Monem Rifa'i, Jordan's Ambassador to the United Nations. Hugh D. Auchincloss Jr., consultant to the Fair Corporation on Arab Nations' Affairs, witnessed the signing for the Fair Corporation.

News from Central and South America

Sr. Pedro Abelardo Delgado, Secretary General of the Centralamerican Common Market, signed an agreement of participation on February 8 with Fair President Robert Moses for the Pavilion of Centralamerica. The signing followed recent visits to the Republics of Centralamerica by Roberto DeMendoza of the International staff. Jointly participating in the Pavilion which will rise on a 6,000 sq. ft. site on the Avenue of the Americas will be the Centralamerican Common Market's Republics of El Salvador, Costa Rica, Guatemala, Honduras and Nicaragua.

Plans were also released for the Venezuelan Pavilion which will occupy a 20,000 sq. ft. site on the Avenue of the Americas. Utilizing native materials the structure designed by Edmundo Diquez and Oscar Gonzalez will be representative of modern Venezuelan architecture. Its floors and ceilings of exotic tropical wood will hang suspended from exposed steel columns forming various sized balconies at each level. Included in the exhibit will be displays of native life in primitive surroundings against examples of the ultra modern advances which have been taking place as a result of the Republic's rapid industrialization. One of the highlights of the Pavilion will be a basement restaurant-nightclub reached by a free floating, hydraulic telescoping elevator rising vertically through the entire edifice. The nightclub will feature native dishes and an array of the country's top talent.

An agreement of participation was also signed on February 15 for the Pavilion of Chile.



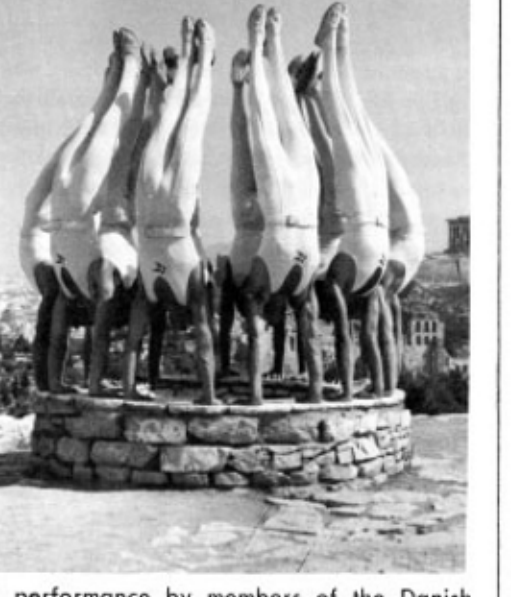
Rendering of the Pavilion of Venezuela.

287 WORKING DAYS TO OPENING DAY

**FAIR SPORTS PROGRAM
TAKING SHAPE RAPIDLY**

The famed Danish Gym team, directed by Eric Flensted-Jensen, will be one of the feature sports attractions for the Fair's first year, it has been announced by William Adams, director of the Sports Program. News also came that the All-Star Baseball Game will be played in mid-July of 1964 at the new William A. Shea Stadium, adjacent to the Fairgrounds.

Performers for the Danish Gym Team, 32 boys and girls ranging in age from 17 to 25, were chosen from the most skillful gymnasts in Denmark. Included in their demonstrations for Fair visitors will be advanced and rhythmical gymnastics, tumbling and body-building exercises, and modern Danish gymnastics performed to specially composed music.



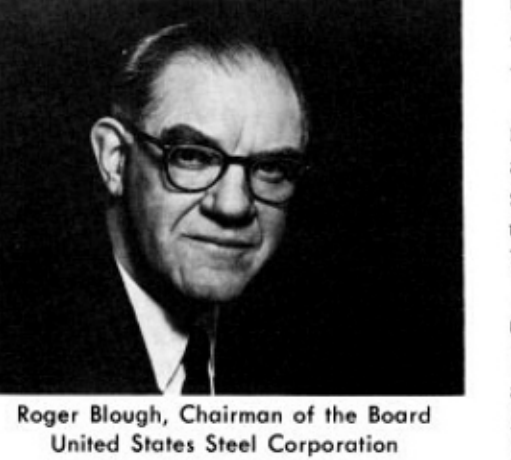
A performance by members of the Danish Gym Team which will be a featured attraction of the Fair's Sports Program in 1964.

Among the other sporting events which the Fair will host in its first season are the National A.A.U. Championships in Judo, wrestling and gymnastics, as well as the National Junior A.A.U. Weightlifting Championships. Previously announced for the Fair's environs were the 1964 Olympic tryouts.

Already scheduled for the A.A.U. agenda in 1965 are the National A.A.U. Senior Weightlifting Championships and the National A.A.U. Boxing Championships.

Mr. Adams also announced that Paradise Tennis, the youngest of the court games, will have a monthly showing of top tennis stars in 1965 and their National Championship Sport finals. This and all other sports events held at the Fair will take place in the Assembly Area, adjacent to the Main Gate.

**EXCERPTS FROM REMARKS BY ROGER BLOUGH
AT TODAY'S UNISPHERE PEDESTAL CEREMONY**



Roger Blough, Chairman of the Board United States Steel Corporation

"The people of United States Steel, almost 200,000 strong, feel privileged to design, fabricate and erect UNISPHERE, the symbol of the New York World's Fair of 1964-65."

"One of the most famous and majestic examples of structures which symbolized a world's fair was the Eiffel Tower, a structure which at the 1889 Paris Universal Exposition thrust its graceful yet stalwart steel frame to a height of 984 feet and still stands in all its grandeur. This

tower was the product of the genius and daring of one of the world's great builders — Alexandre Gustave Eiffel.

"And every American should be mindful that it was Gustave Eiffel who designed and built the framework of that revered symbol of freedom — that symbol of the unseverable bond between France and the United States — the Statue of Liberty.

"It is a signal honor for all of us that the grandson of Gustave Eiffel, René Legrain Eiffel, is present today as we mark an important milestone in the preparation for an exposition that will be, I am confident, the most magnificent showcase of cultural, industrial and technical attainments, including those of America, that the world has yet seen."

"It is most appropriate that as we begin construction of UNISPHERE we pause in tribute to a man whose technical achievements have inspired so much progress in building and in design. It is equally fitting that we bear in mind . . . the strong link between Paris and New York — between two world's fairs 3,000 miles and 75 years apart, but linked closely in spirit."

BROADCASTERS FORUM FOR ACADEMY OF T.V. ARTS AND SCIENCES



A panel of World's Fair officials headed by William Berns, vice president in charge of Communications, and by other Fair officials and consultants at a forum sponsored by the Academy of Television Arts and Sciences.

A panel of World's Fair officials headed by William Berns, vice president in charge of Communications, briefed members of the Academy of Television Arts and Sciences on the scope of the broadcasting operations at the Fair. The forum was held at the Astor Hotel on February 20.

Mr. Berns, in his introductory remarks outlined the history of the Fair, its themes, its content, and its goals.

The two-hour program marked the first formal presentation of the plans for radio and television coverage of the Fair. The audience, which was comprised of executives from all phases of the industry, was

told of the multitude of opportunities for coverage and of the extensive facilities which will be provided at the Fair.

The program included a report from James Tonoy of RCA on his company's plans for closed-circuit color television throughout the Fairgrounds.

Martin Stone, Director of the Industrial Section, took the group on a "television tour" of the various sections of the Fair with emphasis on the areas of interest to television producers, writers and directors.

Other panelists from the Fair included, Louis Ames, Gregory Dawson, Walter Giebelhaus, and John O'Keefe.

**FLORIDA WORLD'S FAIR AUTHORITY HONORS
ROBERT MOSES AT LUNCHEON**

Governor Farris Bryant conveyed "a warm Florida welcome" and a promise of an outstanding Fair exhibit for his state at a February 20 luncheon given at Palm Beach in Mr. Moses' honor. The affair was sponsored by the Florida World's Fair Authority.

Comer Kimball, Authority chairman, said the presence of Mr. Moses and General William E. Potter, Fair executive vice president, "is evidence to all Florida of your interest in the Sunshine State's participation in the New York World's Fair next year. The men of the Florida World's Fair Authority, the Florida Development Commission, the County Commissions, the Citrus Commission and many more, join hands in the project to encourage additional millions to take advantage of the state's many assets."

With over 500 feet of waterfront on Meadow Lake, the Florida Pavilion will feature a Citrus Tower some 100 feet high. Among the attractions of the exhibit will be a model retirement home of Florida design, the first purpose show ever to be seen in a World's Fair, and displays of the industry, education, agriculture and tourism of Florida.

While in Florida, Mr. Moses was also entertained at a reception given in his honor by Mr. and Mrs. Bernard F. Gimbel at their Palm Beach home. The President's mother, Mrs. Joseph P. Kennedy, was

among the 280 prominent guests who joined in the tribute to Mr. Moses.

Florida, New Jersey and Hawaii are the latest states to award contracts for the building of Fair pavilions and, according to General Potter, appropriation bills are before a number of other state legislatures to provide construction funds. The Missouri legislature passed a \$500,000 appropriation for its pavilion in February, while participation agreements have been signed for two sites along Grand Central Parkway for the state pavilions of Alaska and Arkansas.



Fair President Robert Moses at Palm Beach luncheon given in his honor by the Florida World's Fair Authority. With Mr. Moses are (left to right) Comer Kimball, Authority chairman, General William E. Potter, Fair executive vice president, and W. L. Stensgaard, executive director of the Authority.



Governor William E. Egan of Alaska is shown examining Fair plaque presented to him by M. R. Pender (right), director of state exhibits, during Juneau signing ceremony. Looking on are Don Dickey, of the Alaska State Chamber of Commerce, and Commissioner Henry Roloff of the Alaska Department of Economic Development and Planning.



Dr. Leonard P. Stavisky, executive vice president of the Hall of Education, receives the Fair's silver medal from Fair President Robert Moses during February 14 groundbreaking luncheon. Senator Kenneth B. Keating addressed the gathering which was attended by prominent educators and other dignitaries.



Elsie, the Borden Cow, pushes the plunger to break ground for the Better Living Building, February 13. Present were (from left) William H. Ewen of The Borden Company; Edward H. Burdick, president, Better Living Building; Martin Stone, director of the Industrial Area and J. R. Van Raalte, chairman of the board, Thompson-Starrett Construction Co., Inc.



Fair attractions are reviewed by visitor officials and consultants during full-hour program televised February 28 on Channel 13 — WNDT. Shown above as they participated in the panel discussion are from left, its chairman, General William E. Potter, Fair executive vice president; Gilmore D. Clarke and J. S. Haimel, Fair consultants; Max Abramovitz, architect; and General William Whipple, chief engineer of the Fair. The program will be re-broadcast on other educational television stations throughout the country.



Governor Charles Poletti presenting a silver World's Fair medal to President Nazem El-Kudsi of the Syrian Arab Republic in Damascus. American Ambassador Ridgway B. Knight and Gates Davison of the World's Fair International staff witness the ceremony.