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FAIR NEWS

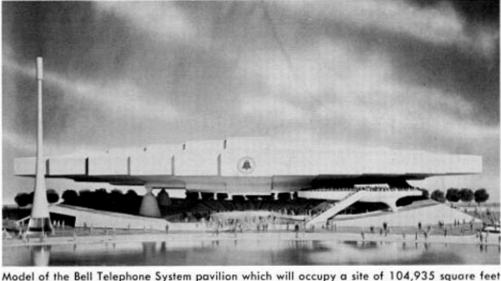
WORLD'S

THE NEW YORK

1964-1965

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BELL TELEPHONE SYSTEM BREAKS GROUND Model To Be Unveiled



FIVE EUROPEAN NATIONS JOIN FAIR The most significant developments for in the international exhibit sector.

in the Fair's Industrial Area. Shown in foreground is microwave tower.

The City of Amsterdam, the Port of Amsterdam and Chambers of Commerce,

the Fair's International Area to date were announced recently by president Robert Moses and vice president Charles Poletti. Specialized groups of commerce, culture and industry are organizing the participation of France, Italy, Germany, Belgium and The Netherlands. In announcing the developments, Mr. Moses said:

"We are delighted with the participation of these nations of Western Europe. Our Fair will be an Olympics of industry, trade, transportation and culture. It is a free competition of all nations."

leaders in trade, industry, government and transportation, as well as the city of Paris, is planning a unique pavilion. Ambassador Giustino Arpesani, who was Commissioner of the 1961 Turin Fair,

In France, a committee, comprised of

Italian Pavilion in the New York Fair. The Belgian exhibit is destined to be the largest and one of the most thrilling in the International Area. La Belgique Pittoresque, Inc., headed by George M. Potie and noted architect A. De Rijdt, is plan-

is organizing a corporation to create the

ning an immense Belgian Village plus an industrial exhibitor section. A contract has been signed with the New York Fair calling for a site of 164,000 square feet, largest © 1962 - New York World's Fair 1964-1965 Corporation

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as well as prominent leaders of industry, are organizing The Netherlands Pavilion. Meetings are currently under way in Holland preparatory to the formal organization of the sponsoring group. Within Germany there is considerable activity regarding the organization of a pavilion. It is expected that plans will

be announced soon. The nations and foreign interests which have executed agreements for space and are proceeding with their architectural and other plans are: Republic of China,

Ethiopia, Guinea, Haiti, Hong Kong, India, Indonesia, Mexico, the Philippines, Sudan, Thailand, U.S.S.R., and the United Arab Republic. The participation of Japan was approved by the Cabinet June 1st. Other exhibits in the international area include the Vatican and Christian Science The Union Africaine et Malgache, the new organization of twelve African nations, has agreed to exhibit at the New York World's Fair and preparations are

now being made to organize this joint More than two score other nations have signified their intention to participate.

and Work Started on Site

Ground was broken today for the Bell Telephone System exhibit building at the Fair. A model of the pavilion will be unveiled at a luncheon following the cere-Eight other exhibitors, including Ford,

Chrysler, General Electric and the Edison Electric Institute (Electric Power & Light Exhibit), are expected to begin work on their sites before the end of this month. An additional eleven exhibitors have announced their intention to break ground between July and October. Gas, Inc. and General Motors are already developing their exhibit sites.

The Bell Telephone System building will be in the form of a floating wing, 400 feet long, 24 feet above the ground and supported at four points. It will occupy

a 105,000 square-foot site on the Pool of Industry in the main axis of the Fair opposite the Unisphere, a steel globe which is the main theme structure. Visitors to the building will be seated in moving chairs which will take them through a series of theaters in which the story of communications will be drama-

tized. They will hear a narrator speaking through binaural speakers set in the wings of the chairs. Commenting on the Bell System exhibit, Frederick R. Kappel, board chairman of the American Telephone & Telegraph Co.

This dramatic display will illustrate how the Bell System has expanded man's ability to communicate through science and technology. It will show the close relationship between development of communica-

tions and the achievement of the Fair's

main theme - Peace Through Under-

standing."

Clifton W. Phalen, New York Telephone Company president, said his company has begun a construction and expansion program to make sure the best possible communications will be ready when the Fair opens. The New York company will operate the exhibit. (continued next page)

670 DAYS TO OPENING DAY

WEST VIRGINIA, MISSOURI AND MARYLAND SIGN

Federal exhibit.

THOMAS J. DEEGAN, JR., Chairman of the Executive Committee WILLIAM E. POTTER, Executive Vice President

STUART CONSTABLE, Vice President-Operations CHARLES POLETTI, Vice President International Affairs and Exhibits

ROBERT MOSES. President

Flushing 52, N. Y.

WILLIAM BERNS, Vice President Communications and Public Relations MARTIN STONE Director of Industrial Section

(continued from page 1) In addition to the theaters, the building will contain a large hall with exhibits of

communications from man's first primitive efforts to the latest advances in space.

Close by there will be a shaded rest area. Next to the pavilion will be a 130-foot microwave tower, which will be used to transmit radio and television broadcasts from the Fair. The control room will be

visible to the public. It is estimated that 23 million people will visit the exhibit. The pavilion was designed by the architectural firm of Harrison and Abramovitz. Contractor for the building is the George

A. Fuller Construction Company, Industrial designer Henry Dreyfuss is a consultant on the exhibits. Stage designer Jo

Mielziner will produce the show in the upper section of the pavilion. Donald Voorhees, who regularly conducts the Bell Telephone Orchestra, is music consultant. Mr. Robert Moses, president of the Fair corporation, stated at the recent Directors' meeting that as far as possible each exhibitor, as construction begins, will have a paved road for access and connections for water, gas, sewer, drainage, telephone and

electric service. Despite adverse weather conditions during the winter, progress has been made on construction of the first phase roads and the utilities throughout the main exhibit areas. Contracts which have been let by the Park Department and the Fair Cor-

Hawaii Also To Participate ceremonies with the State of Maryland. Executive Vice President William E. This state is planning a restaurant as a Potter announced that three additional major feature of the pavilion to be located

AGREEMENTS FOR FEDERAL & STATES AREA

ginia-have signed agreements to exhibit at the Fair. In addition the Hawaii legislature passed a bill authorizing the issuance

states-Maryland, Missouri and West Vir-

of \$2,300,000 in bonds for the State of Hawaii's pavilion. Governor William W. Barron of West Virginia signed a lease for a 34,409 squarefoot area adjacent to the site reserved for the Federal Government pavilion. West Virginia officials said their state's theme will center on the centennial observation which will be celebrated during the year

prior to the Fair's opening. Also featured

will be tourist attractions within West Virginia's borders. A seven-man Missouri World's Fair Commission met at the Fair on May 18, and signed a participation agreement for a 50,000 square-foot site. The pavilion will be located adjacent to one of the bridges connecting the Federal and States Area with the Transportation Area. General Leif J. Sverdrup of St. Louis is chairman of the commission.

excavation and rimming of the 600 foot wide Pool of Industry have been completed. Telephone lines to serve construc-

tion are being installed in the new conduit

system. Utilities connections for exhibi-

tors are well advanced and it is expected

On June 14, General Potter went to

Annapolis to participate in lease signing

poration have been completely coordinated.

The re-routing of the Flushing River and

Hawaii will erect its exhibit on a site of 109,000 square feet along the shore of Meadow Lake. The State is now appointing its 16 member World's Fair Commission under the chairmanship of Lt.

on a 35,951 square-foot site near the

Governor James K. Kealoha. He will visit the Fair on June 26th to inspect the site of the exhibit. Preliminary plans include an Aloha Building with displays of Hawaii's culture and history, a Five Volcanos Restaurant, an amphitheatre and a native village. A party of 85 business leaders of New

Mexico, led by Governor Edwin L. Mechem, visited the Fair in May. The New Mexico contingent studied the Fair's model

to consider details of a possible pavilion of the "Land of Enchantment" state. The group was impressed with the Fair's progress and recommended to the governor that the state participate. Work was started in early June on the \$5,000,000 New York State Exhibit. Philip Johnson is the architect and the contractor is Thompson-Starrett. • overpass structure, which will connect the

rapid transit line and the Long Island Rail Road to the Fair and the Customs Building, to be incorporated into the overpass structure, is under final design. Design is nearing completion for other

that the electric system will provide construction service to exhibitors in July. A contract has been awarded for the

major contracts soon to be let, including curbs, additional paving, low voltage electric circuits throughout the main exhibit area for roads and utilities in the Lake area. The low voltage system will supply power for street lighting, for the smaller

fountains, and for the sound system background music throughout the Fair. The Press Building design is complete. Construction will start in July. The main bus terminal and five maintenance and service buildings have been designed and will soon be under contract. The Queens Botanical area in the Kissena Corridor has been completely filled at nominal cost through arrangements with contractors on nearby arterial highway work. It is now

being graded and will be ready for trees displaced by exhibitor construction.

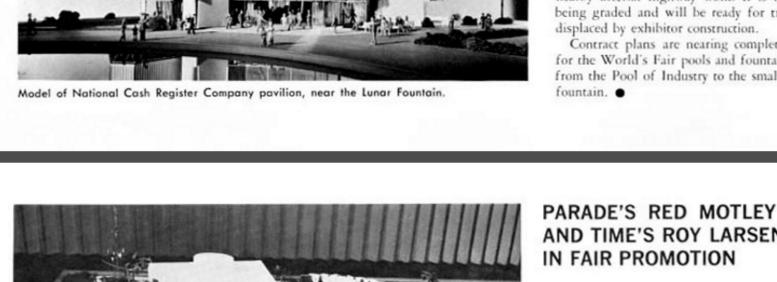
Contract plans are nearing completion for the World's Fair pools and fountains, from the Pool of Industry to the smallest

fountain. .

AND TIME'S ROY LARSEN

Publishers Cooperate With Industrial Section Sales

IN FAIR PROMOTION





Full page ads on the Fair are running in eight countries of Western Europe and in the international editions of the Journal of Commerce. Above ad is from Belgium. Headline reads: Magnificent Spectacle, Significant Marketplace. LATE NEWS THE NEW WORLD'S FAIR FILM, "PREVIEW," WILL HAVE COLOR TV PREMIERE SUNDAY, JULY 1, WNBC-TV, 5:00-5:30 PM . . . "HIGHLIGHTS," PUB-LICATION OF NEW YORK CITY'S DEPARTMENT OF PUBLIC EVENTS. WILL DEVOTE ENTIRE JULY ISSUE TO THE FAIR . . . THIRTY MISS UNIVERSE DELE-GATES TO VISIT FAIR ADMINISTRATION BUILDING ON JUNE 28 . . . GUY LOMBARDO'S "PARADISE

Richmond Newspapers, Inc.; Norman Chandler, Los Angeles Times; Archie K. Davis, Wachovia Bank & Trust Company; F. M. Flynn, New York Daily News; Jack

Martin Stone, Director of the Industrial Section, has announced that a group of distinguished publishers and business executives throughout the nation are cooperating with members of the Industrial sales department.

will work personally with Mr. Stone and his staff in their efforts to reach top management of prospective exhibitor industries. It includes, in addition to Messrs.

Motley of Parade and Roy Larsen of Time,

The group, organized by Arthur (Red)

Motley and Larsen, the following: George V. Allen, Tobacco Institute, Inc.; Richard H. Amberg, St. Louis Globe-Democrat; Walter Annenberg, The Philadelphia Inquirer; Richard E. Berlin, The Hearst Corporation; William Bien, Anheuser-Busch, Inc.; David Tennant Bryan,

Foster, Rocky Mountain News; Clarence Francis, General Foods; Louis Goldberg, The Austin American; George W. Healy, Jr., The Times-Picayune Publishing Co.; Lee Hills, The Detroit Free Press; John S. Knight, The Miami Herald; Louis Lundborg, Bank of America; Paul Miller, Gannett Company, Inc.; Frank G. Morrison, The Pittsburgh Press; John H. Murphy, Texas Daily Newspaper Association; William Paley, Columbia Broadcasting System, Inc.; Wm. E. Robinson, Coca-Cola Company; Stephen Rogers, Syracuse Herald American; Louis B. Seltzer, The Cleveland Press; Allan Shivers, Western Pipe Line, Inc.; Frank Stanton, Columbia Broadcasting System, Inc.; John Sterling, This Week Magazine; Jack Tarver, Atlanta Newspapers, Inc.; Wm. Davis Taylor, The Boston Globe; and Gus S. Wortham, American General Insurance Co. ISLAND" REOPENS AT JONES BEACH MARINE THEATRE ON JUNE 27 - PLANS NOW BEING MADE FOR AN AROUND-THE-WORLD EXTRAVAGANZA DURING THE FAIR YEARS . . . SINCLAIR OIL TO ANNOUNCE PLANS FOR PAVILION IN TRANSPORTATION SECTION SOON . . . FOR ADDITIONAL COPIES OF FAIR NEWS CON-TACT PUBLIC RELATIONS AND COMMUNICATIONS DEPARTMENT AT THE FAIR . . . Recent Distinguished Visitors At World's Fair

The Missouri World's Fair Commission signs a lease for their state's participation with



of the Fair's Industrial Section.

Jeno F. Paulucci, left, president of the Chun King Corporation and Martin Stone, director exhibit model.



Executive Vice President William E. Potter. Seated left to right are Thomas D. Graham, co-vice chairman of the Commission, Lief J. Sverdrup, chairman, and Gen. Potter. Other Commission members standing are Lue Lozier,





Governor and Mrs. Charles Poletti greeted the Shah and Empress of Iran at the World's

Shown left are Robert L. Foreman, Executive Vice President of BBDO and Robert Moses, President of the Fair. BBDO clients

Fair site recently.



Phyllis Adams, special assistant to Martin Stone and in charge of liaison with the exhibitors, discusses Kodak pavilion with L. V.

J. E. (Jiggs) Weldy (insert) of General Electric Co., as he addressed the special meeting of the Association of National Advertisers at the World's Fair site recently. Seated from left in front row are Peter Allport, President of ANA, and Fair vice presidents, William A. Berns and William E. Potter.

Burrows of the Eastman Kodak Co.