



UNISPHERE
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UNITED STATES COMES TO THE FAIR

FAIR HONORS LATIN AMERICAN AMBASSADORS AND DELEGATES

Representatives of 14 Countries Entertained At Luncheon

Senator Wayne Presided at a luncheon given in Washington on July 16 by the Fair's International division in honor of ambassadors and delegates of 14 Latin American countries. More than 80 guests and press representatives attended the event held in the Capitol's new Conference Room under the supervision of Bruce Nicholson of the International staff. Senator Morse, chairman of the Senate Committee on Latin American Affairs, introduced speakers Robert Moses and Governor Charles Poletti of the Fair Corporation and Teodoro Moscoso, director of the Alliance for Progress program.

(continued on page 3, col. 1)

AUSTRIA AND IRELAND TO ERECT PAVILIONS

The Cabinet of Austria decided on July 17 to participate in the Fair and on the same day Ireland's Cabinet decided definitely to erect a Government exhibit in the International Area.

The Austrian Cabinet decision was made after a report on the Fair by Trade Minister Fritz Bock, according to an Associated Press story from Vienna. Vienna had been a candidate for a World's Fair but withdrew when New York made its plans known.

Ireland has decided to lease a 10,000 square foot site, according to Governor Poletti who recently visited the Republic with Douglas Beaton of the International division.

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Congress Approves, President Signs Fair Appropriation

Congressional approval of an impressive Federal Pavilion to be erected at the Fair was expressed emphatically on July 23, when both the Senate and the House voted an appropriation of \$17,000,000 for construction and operation of the governmental exhibit. The appropriations bill was sent to President Kennedy immediately and the chief executive signed it on July 26.

Robert Moses, president of the Fair, welcomed the news as "an announcement of great significance not only for the expected 70 million Fair visitors but also, and more especially, for our nation."

Concepts of the Federal Pavilion and its proposed theme "Challenge to Greatness" give promise of an exceptionally fine exhibit that will take maximum advantage of the Fair's great potential for promoting international good-will and peace through understanding.

Planned by a citizens' advisory committee established by Secretary of Commerce, Luther H. Hodges, the Federal Pavilion will encompass three sections:

1. AN INTRODUCTORY AREA—to welcome viewers and highlight the purpose of the Pavilion.
2. A SPECIAL EVENTS AREA—to emphasize the relationship of the individual citizen to local, state, and national governments through examples of historical events of special significance to the American heritage. Space will also be set aside in this area to show arts and crafts illustrating native skills of the American people.
3. A MAIN EXHIBIT AREA—with displays devoted to progress down to the present and looking to the future in the fields of public affairs, economics, science, education, health and the arts.

As described by President Kennedy in his March 13 message to the House of Representatives the "Challenge to Greatness" theme of the Federal Pavilion "will enable us to present to the world not a boastful picture of our unparalleled progress but a picture of democracy—its opportunities, its problems, its inspirations and its freedoms." (continued on page 4, col. 1)



President John F. Kennedy, as he conferred with Robert Moses and Thomas J. Deegan, Jr. some months ago regarding Government participation in the Fair. The President signed an appropriations bill of \$17,000,000 for the Federal Pavilion on July 26.

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

FAIR EXHIBIT OPENS IN DAILY NEWS LOBBY

Robert Moses, president of the New York 1964-1965 World's Fair, and Richard Clarke, editor of the New York Daily News, unveiled a World's Fair exhibit in the lobby of the News Building, 220 East 42nd Street on July 23.



DAILY NEWS officials with Mr. Moses as they inspect the Unisphere model, part of the Fair exhibit in the NEWS lobby. Flanking the Fair president are Richard Clarke, editor of the paper, left, and George E. Donnelly, general manager.

The exhibit, consisting of a model of the Unisphere, the Fair's symbol, renderings of various pavilions to be erected on the exposition grounds in Flushing Meadow Park, and a slide presentation with commentary and music, will remain in the News Building through 1964. It is planned to change the displays constantly as construction progresses and other Fair participants announce their plans. The exhibit occupies an area of approximately 175 square feet.

George E. Donnelly, general manager of the News, assisted in the brief ceremony.

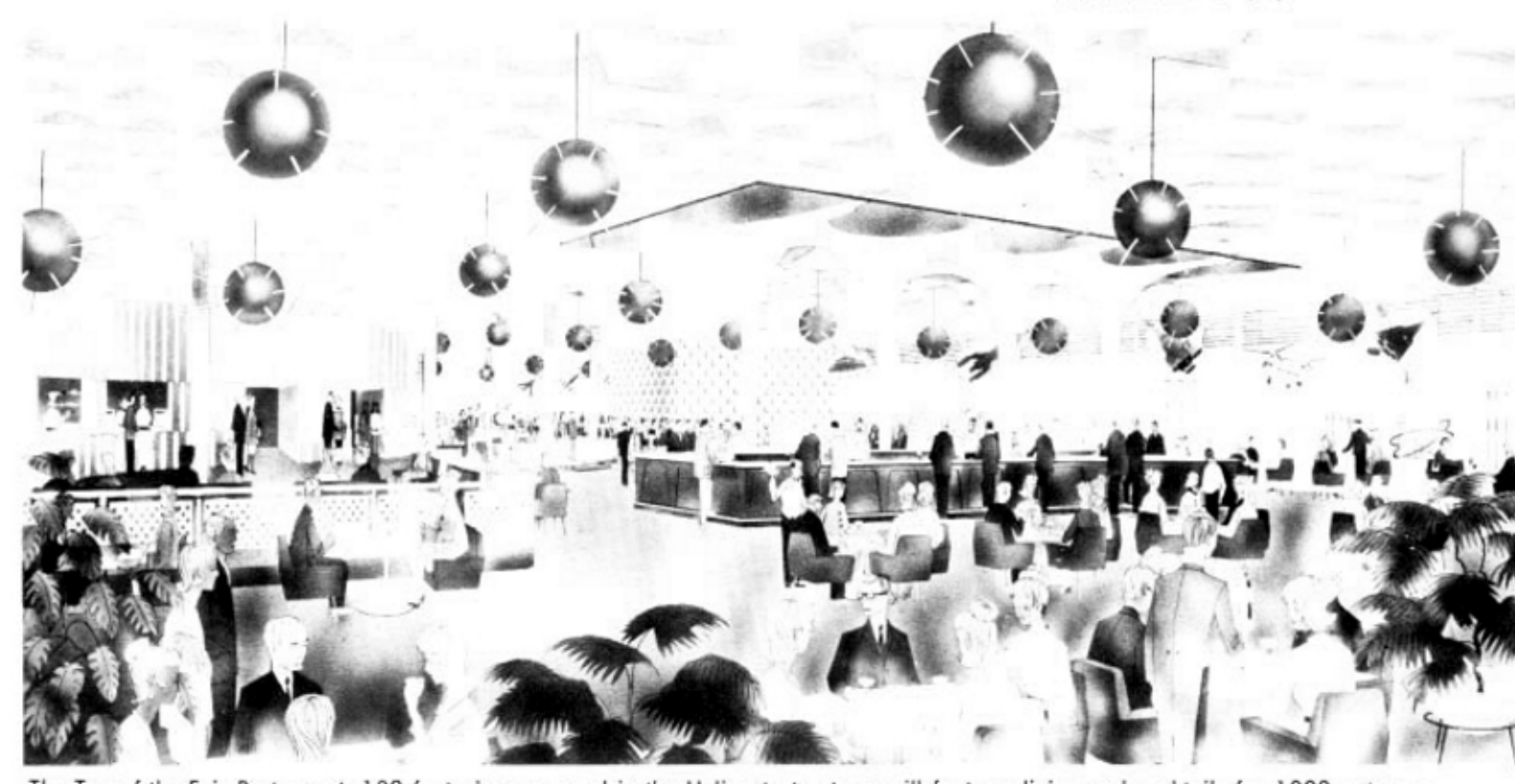
OFFICIAL FAIR CLUB AND TOP-OF-THE-FAIR RESTAURANT FOR HELIPORT

Arrangements have recently been concluded for the operation of the restaurant, cocktail lounge and official World's Fair Club, which will be managed by the internationally known Knott Hotels Corporation. Located atop the 120-foot high Port Authority Heliport in the Transportation Section, the restaurant and cocktail lounge will be open to the public, while use of the Club will be confined to its members.

The restaurant and club facilities are to be installed on the level immediately beneath the Heliport, with the cocktail lounge one level lower. The restaurant and club dining rooms are to be served by kitchens capable of handling more than one thousand diners at one time. The cocktail lounge, with a capacity of over 300, will feature world famous resort and vacation spots around the world. Both levels insure a unique eye-catching view of the Fair.

It is planned to have individual dining rooms in the club for luncheons, dinners and other events sponsored by its members who will include many World's Fair exhibitors, as well as other business concerns and private individuals.

The Port Authority is erecting the structure and will have a Port of New York-New Jersey exhibit in the Heliport building. According to Port Authority engineers, construction will start in August and the dining and club facilities will be available in late 1963.



The Top-of-the-Fair Restaurant, 120 feet above ground in the Heliport structure, will feature dining and cocktails for 1000 patrons.

LATIN AMBASSADORS

(continued from page 1, col. 1)

Reviewing recent progress in the International Area, Governor Poletti urged that the Latin American nations "please get cracking, pick an architect, and get going with your design and plans."

Mr. Moscoso used the enthusiastic reception given to the late William Faulkner by students in Lima as an example of Latin American interest in the United States, adding that U.S. citizens probably could not show a comparable knowledge of major figures in Central and South America.

"We certainly need to know our Latin American friends a lot more than we do and, on the other hand, I think it behooves our Latin American friends to let themselves be known," Mr. Moscoso said, suggesting that there would be "an opportunity in the World's Fair which should not be passed by."

A two-minute film clip of the lunch, with a tape in Spanish of excerpts from the speeches, has been distributed throughout Central and South America, where a radio version of the luncheon was also heard over WRUL.

Representatives of the National Federation of Coffee Growers of Colombia as they signed an agreement to participate in the New York World's Fair. Shown before a picture of the famous Colombian coffee farmer, Juan Valdez are, left to right, Andrés Uribe of the Coffee Federation, Fair representative Bruce Nicholson, Dr. Arturo Gómez Jaramillo, manager of the Coffee Federation in New York, and Gates Davison of the Fair's International division.



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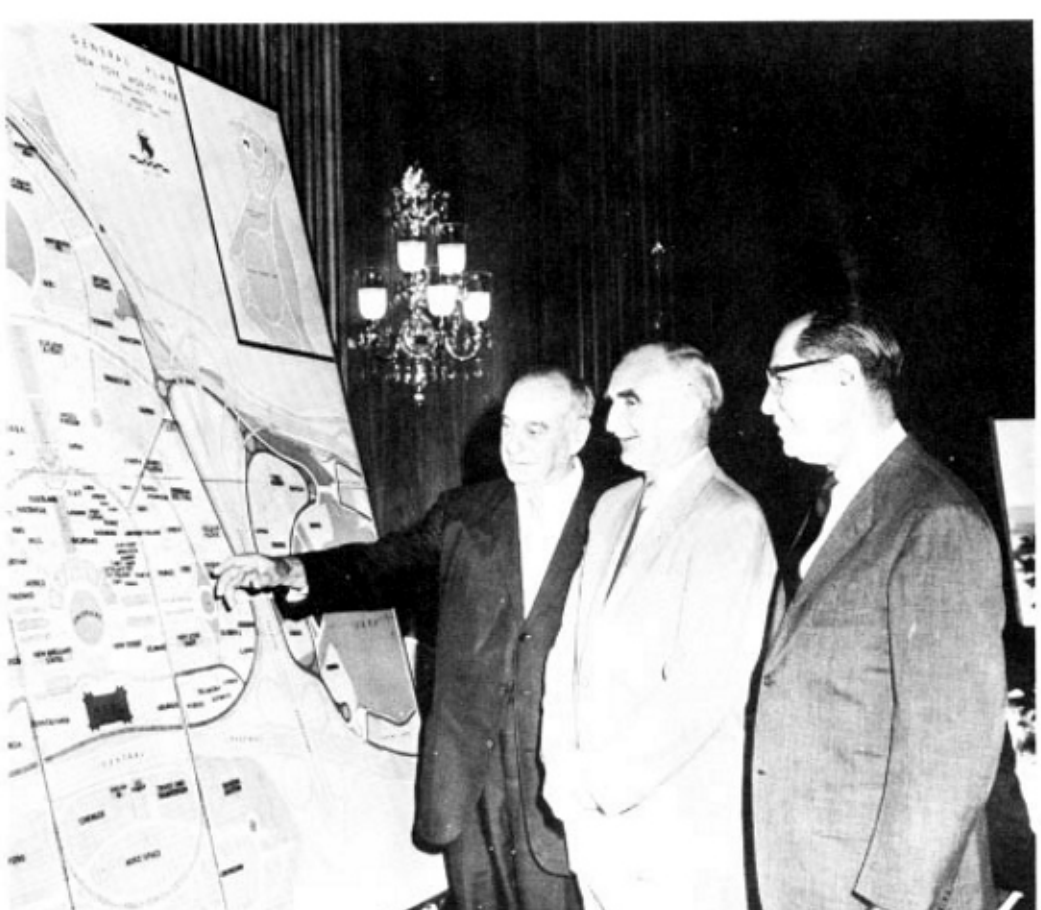
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Mr. Moses describes plans for the International Area to Senator Morse (center), chairman of the Senate Subcommittee on Latin American Affairs, and Teodoro Moscoso (right), director of the Alliance for Progress program.

BUILDING SERVICE UNION PLEDGES "NO STRIKE"

David Sullivan, general president of the Building Service Employees International Union, visited the World's Fair grounds on July 25 to present a "no strike" pledge in behalf of the International Union and five of its New York area locals to Robert Moses, president of the New York 1964-1965 World's Fair.

The pledge gives assurance that there will be "no strikes, picketing, cessation of work or interference with the rendition of necessary building services throughout the preparatory period for the Fair and during its operation."

Other signatories to the Declaration which sets forth mediation and arbitration procedures for the peaceful and equitable solution of any disputes that may arise were the Allied Maintenance Corporation and Pinkerton's National Detective Agency, Inc., contractors for the Fair Corporation.

Several thousand members of these unions will be working at the Fair on a wide range of services. Included is Local 32-B, one of the largest in the United States. This local alone has a membership of over 30,000, thus insuring that there will be a sufficient supply of the required

class of labor represented in the pledge given to Mr. Moses.

In addition to Mr. Sullivan, those present for the labor agreement presentation were Frank J. Dooley and Edward F. Heinen, vice presidents, and Mark A. Paulos, director of Labor Relations representing Allied Maintenance Corporation, and Rear Admiral Frederick Wolsieffer, U.S.N. (Ret.), representing Pinkerton's National Detective Agency, Inc.



Ben Grauer of NBC interviews Mr. Moses at luncheon of Building Services Employees International Union. At right is David Sullivan, general president of the Union.

(continued from page 1, col. 3)

The Fair's executive committee greeted the official green light from Congress as the signal to give every priority and maximum cooperation to the Commission responsible for erecting a pavilion of American democracy in time for Fair Opening Day, April 22, 1964.

In accordance with the legislation passed, the Fair is now awaiting the official



Governor Edmund G. (Pat) Brown of California visited the site of the New York 1964-1965 World's Fair on July 10 to discuss plans for his state's participation. Governor Brown was presented with a medalion by Stuart Constable, vice president in charge of operations. Left to right: Thomas J. Deegan, Jr., chairman of the executive committee New York World's Fair; Governor Brown and Mr. Constable.

appointment of a Federal Commissioner who will be named to plan the exhibit on the 196,349 sq. ft. site reserved by the United States.

The 68 foreign nations and the domestic, industrial and commercial community of America who have already announced participation may now look with confidence to the host nation as a distinguished fellow exhibitor.

LATE NEWS . . .

ED SULLIVAN WILL DEVOTE HIS ENTIRE SHOW TO A PREVIEW OF THE FAIR ON SUNDAY, OCTOBER 28. HE LEFT FOR EUROPE LAST MONTH TO SCOUT TALENT FOR THE REALLY BIG SHOW . . . AMONG THE MANY SPECIAL EVENTS PLANNED FOR THE NEW MUNICIPAL STADIUM DURING THE FAIR YEARS ARE THE AMERICAN FOOTBALL LEAGUE ALL STAR GAMES . . . SUPERVISORS OF AIRLINE HOSTESSES WILL BE GUESTS OF THE FAIR AT A LUNCHEON IN THE ADMINISTRATION BUILDING ON AUGUST 9. PURPOSE IS TO BRIEF AIRLINE PERSONNEL WITH A VIEW TO HAVING THE FAIR INCLUDED AS A POINT OF INTEREST IN STEWARDESSES' DESCRIPTIVE COMMENTARY ON THE NEW YORK SKYLINE . . . GOVERNOR JOHN PATTERSON OF ALABAMA SIGNED THE AGREEMENT FOR HIS STATE'S PARTICIPATION IN THE FAIR ON JULY 27. THE COTTON STATE HAS RESERVED A SITE OF MORE THAN 43,000 SQUARE FEET . . .

LAKE AREA TO FEATURE VARIETY OF ENTERTAINMENT

The Fair's Lake Area will offer a variety of entertaining features, including the interesting exhibits of Florida and Hawaii. Three major attractions will be the Continental Circus, a spectacular show in the Amphitheatre and an ice revue. The Continental Circus, under the management of Ringling Brothers, will feature the one ring presentation so popular in Europe. Representatives of the Continental Circus are now abroad searching out the most spectacular talent available. The Amphitheatre performances will be under the direction of Leon Leonidoff, producer for many years of the Radio City Music Hall shows. The Amphitheatre shows will combine the best techniques of water and stage presentations. The New York City Building will be the scene of ice revue which will be under the direction of one of the outstanding figure skaters of all time, Olympic champion Dick Button. This building will

also house a simulated helicopter ride over a scale model of Greater New York.

A daily event which should provide fun and excitement for Fair visitors will be a circus parade supervised by the Continental Circus. This parade, over the Fair grounds, will have elephants, wild animals in cages, clowns, a calliope, a bell wagon, and other colorful elements.

The official World's Fair Band will give several free concerts daily for the enjoyment of Fair visitors.

A free entertainment project now under way is a folk festival which will provide major interest as it features a different ethnic group over each six-month period of the Fair. Each group will have a so-called "Nationality Day" and offer a display of music and dance typical of the homeland.

Another gratis entertainment feature will be a barbershop quartet festival, featuring performances by the best national

quartets and choruses in addition to tours through the Fair grounds by singing groups.

An outstanding complimentary musical treat will be a weekly festival of jazz by the best international jazz musicians. Other musical attractions will include performances by the top military service units including the U.S. Marine and Navy bands and crack American Legion Drum and Bugle Corps.

In 1964, the International Baton Twirling Association will hold its annual tournament at the Fair. Over a period of three or four days upwards of 500 girls from 6 to 21 will perform.

Once a week, Fair visitors will have a chance to see the best national square dancers. With professional callers, these dancers will demonstrate the different styles of exhibition square dancing from various regions of the country.