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Twelve New Flags Added to International Area

Global Interest in Fair Runs High

GOVERNOR ROCKEFELLER DRIVES FIRST PILE FOR OBSERVATION TOWER OF HOST STATE'S EXHIBIT

Governor Nelson D. Rockefeller drove the first pile in the 200-foot high observation tower of the New York State pavilion from which millions will have a sweeping view of the Fair's 646-acre site.

At the ceremonies held on October 9th, Lieutenant Governor Malcolm Wilson, who is chairman of the New York State Commission on the World's Fair, also revealed for the first time plans for the state's \$5,000,000 installation.

Conceived as the "County Fair of the Future," the installation will combine the activity and the excitement of the traditional local fair with a dramatic and unique architectural treatment that envisions a world of tomorrow.

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Architect's rendering of the New York State pavilion being built at Flushing Meadow for the New York World's Fair, showing the theatre (circular building on lower left), the flag-bedecked "Tent of Tomorrow" and the three observation towers.



Dr. Johannes Willfort, Consul General of Austria, and Governor Charles Poletti, Vice President, International Division, sign the Agreement of Participation for the Austrian Federal Economic Chamber. With them are Mr. Otto M. Spitz (left), Austrian Trade Delegate, and Mr. Gates Davison (standing) of the International Division, who negotiated the arrangements.

With 385 working days to its opening, the Fair's International Area has all the busy boom and bustle of a full calendar at the United Nations. Delegates from many lands, often dressed in their native costumes, are almost daily visitors to World's Fair headquarters against a background of the renderings of exotic pavilions to rise on the Avenues of the International sector. The months of intensive activity involving global negotiations by former Governor Charles Poletti and his staff are rapidly bearing fruit. Twelve nations in September alone are just one indication of the marked increase in worldwide representation on the part of the many exhibitors who have announced participation in the 90-acre International Area.

385 WORKING DAYS TO OPENING DAY

From Europe came word that SWITZERLAND will have a pavilion at the Fair. The agreement with AUSTRIA was ratified in a ceremony at which Consul General Dr. Johannes Willfort signed the contract on behalf of the Austrian Federal Economic Chamber. It will have an 18,000 square-foot site fronting on the Dwight D. Eisenhower Promenade.

From the Far East came a JAPANESE delegation to bring the agreement signed in Japan by Michisuke Sugi, president of the Japan External Trade Organization, and to advance plans for their 50,000 square-foot site.

More World's Fair news was made in signing ceremonies for countries of the Middle East, from the shores of the Mediterranean to the Persian Gulf. The KINGDOM OF JORDAN, represented by His Excellency Ambassador Abdul Monem Rifa'i, ratified an official agreement of

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NEW YORK WORLD'S FAIR 1964-1965

Flushing 52, N. Y. • Tel.: 212-WF 4-1964

ROBERT MOSES, President

NEW CONSTRUCTION HIGHLIGHTS INDUSTRIAL AREA CALENDAR

Johnson's Wax Breaks Ground Today

S. C. Johnson & Son, Inc., started construction at its site today, in the 147-acre Industrial Area with a ground-breaking ceremony. Plans were revealed by Howard M. Packard, president, for the exhibit's soaring, open-tower, 80-foot high pavilion within which will be suspended a huge metal disc enclosing a 600-seat auditorium. In addition to the auditorium, where continuous daily entertainment will be offered, the pavilion will feature an adjacent double-decked open promenade structure in which educational exhibits will be displayed. Robert Moses, president of the Fair, joined Mr. Packard in shoveling the first spadefull of dirt at the 33,000 square-foot site of the Johnson's Wax Pavilion.

On Thursday, the F. & M. Schaefer Brewing Company will unveil its model as men and machines continue to drive piles for the foundations of the many other Industrial Area exhibitors who have work well under way at their pavilion sites.

Two More Major Exhibitors Begin Construction

Two previous groundbreakings—for the Electric Power & Light Exhibit on September 26th and the Pavilion of American Interiors multiple-tenant pavilion on October 2nd—were high points in a full month of Industrial Area activity by Martin Stone and his staff.

A one-ton model of the spectacular Electric Power & Light Exhibit was mounted on a decorated float for the ground-breaking at which Garland Landrith, general manager of the Electric Power & Light Exhibit, acted as master of ceremonies and introduced Mr. Ernest R. Acker, president. Robert Moses, president of the Fair, presented Mr. Acker with the official World's Fair silver medallion.

Mr. Acker described the Electric Power & Light Exhibit and its complex of vertically staggered metal prisms which rise 80 feet in height. Crowning the pavilion are three vertical pylons rising from a mass of searchlights within the central core of the building. A solid beam of light probing high into the sky will be seen for hundreds of miles.

Visitors to the building will be carried through a dramatic show on an elevated, revolving ring and will exit by a spiral ramp leading them past the core of the

tower of light.

The design was created by Robinson-Capsis-Stern Associates, Inc. The architect-engineers are Synergetics, Inc.

The Pavilion of American Interiors groundbreaking site was dominated by a huge blow-up of the pavilion. Mrs. Jacob Javits, representing her husband, Senator Javits, who had been called to Washington, delivered greetings for the Senator and turned the first shovel of earth. Other speakers included Mr. Robert Elton, chairman of the board of Pavilion of American Interiors, Mr. Nathan Ancell, chairman of the advisory board of PAI and Mr. Thomas Bresnahan, member of the staff and of the advisory board.

The Pavilion of American Interiors is a four-story, \$2,300,000 structure which will house the exhibits of 125 manufacturers of furniture, floor coverings, lamps, draperies and other home furnishings. There will be a total of 68,000 square feet of display space. Features include a special designers' gallery and a fully manned information center on each floor.

Thomas H. Yardley is the architect and John Vassos is the designer.

Scott Paper Company has leased a 25,000 square foot site in the Industrial Area of the Fair. The Company—a large producer of sanitary paper products, plastic cups and polyurethane foam for industrial and apparel use—intends to construct an exhibit to display the useful products that are made from wood.



Traffic Safety Center a Possibility—William Foulis (left), executive director of the President's Committee on Traffic Safety, views the Fair's scale model along with Thomas Donovan (center) of the Port of New York Authority and Queens Assistant District Attorney Harvey Ehrlich. Mr. Foulis discussed with Robert Moses, president of the Fair, the possibility of establishing a Traffic Safety Center at the Fair. Also participating in the discussions were Queens District Attorney Frank O'Connor, Mr. Donovan and Mr. Ehrlich.

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Consisting of three principal structures, the exhibit will include a theatre, a "Tent of Tomorrow," three observation towers, the tallest of which will be the highest point in the World's Fair grounds.

The Tent of Tomorrow will be the heart of the state exhibit. An elliptical shaped, 350-foot by 250-foot structure, whose outer support will be sixteen 100-foot tall, white concrete columns, the Tent will feature the world's largest suspension roof.

At the groundbreaking ceremony which was attended by various members of the New York State World's Fair Commission, Robert Moses, president of the Fair, greeted Governor Rockefeller and Lieutenant Governor Wilson and presented them with silver World's Fair Souvenir Medallions.

Following the presentation, Mr. Moses and other members of the official group proceeded to the state's site where the three officials spoke briefly to the assembled workers and guests. Governor Rockefeller then tripped a valve, activating the pile driver, and the Fair's tallest structure was underway.

The Thompson-Starrett Construction Company is building the "County Fair of the Future," which was designed by Philip Johnson.

Governor Rockefeller's visit was the high point of a busy month of Federal and States Area activity, during which General Porter met with representatives from a dozen states to review architectural plans and prepare for up-coming groundbreaking ceremonies.

PLANS REVEALED FOR FIRST TRANSPORTATION HALL OF FAME AT GROUNDBREAKING CEREMONIES

Christopher Columbus and Others Honored

The Transportation and Travel Pavilion, the only multi-tenant, industry-wide building in the Fair's Transportation Area, is now on the way from its unique blueprints into solid glass and steel, housing 130,000 square feet of exhibit space.

Ground was broken on Thursday, October 11th, with Major Alexander P. de Seversky, a great figure in aviation since World War I, wielding the ceremonial shovel.

Robert O. Thatcher, president of the Transportation and Travel Pavilion, revealed the varied plans for the 384-foot-long unique suspension pavilion as William Berns, Fair vice president of communications and public relations, welcomed the exhibitors who will help tell the story of people and products on the move from bicycles to space vehicles.

A Transportation Hall of Fame included among the exhibits planned will

pay tribute to the trail-blazing men of vision—inventors, explorers and industrialists—who have principally shaped the development of this worldwide industry.

Christopher Columbus was named as the first to be honored in the Hall of Fame. All others will be chosen from the 20th century by a national poll which will be conducted in the coming year. The first selectees for the tribute—Major de Seversky himself, the Wright brothers, Major Yuri A. Gagarin and Lt. Col. John H. Glenn, Jr.—typify the variety of accomplishment envisioned for representation in the Hall of Fame.

Fast moving ramps will carry visitors directly from the Pavilion's entrance to its three floors which will dramatize travel for business and pleasure in the Western Hemisphere and the world-at-large for the transportation industry, with a special section devoted to exploring the future.



David Whitley (center), vice president of Libby Frozen Foods, views 30 by 60-foot scale model of exhibits to come at the New York World's Fair 1964-1965 with Bill Lorrie, (right) of J. Walter Thompson, during briefing by Richard Whitney of the Industrial Area.

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participation, as did LEBANON and KUWAIT. Jordan will display her Dead Sea Scrolls.

The Avenue of Africa added two more flags as the REPUBLIC OF MALI officially signified its participation, and LIBERIA formally signed for a 10,000 square-foot site near the Sudan exhibit.

On this side of the Atlantic, South American countries highlighted their interest in the Fair with three more exhibitors contracting for space on the Fair's Avenue of the Americas. VENEZUELA evidenced its traditional Latin American hospitality by presenting Governor Poletti with a signed contract during his recent visit. ARGENTINA'S Ambassador, H. E. Sr. Roberto T. Alemann, telephoned first news of the signing for his nation for a 32,000 square-foot site as word arrived by cable from URUGUAY announcing its participation in the Fair.

All of these nations are giving the Fair visitor an inspiring insight into the cultural riches and achievements of their citizens. Almost daily more details are forthcoming from other nations well under way with their concepts and designs.

First plans for the spectacular Pavilion of SPAIN revealed a unique structure featuring a dome roof built in a centuries-old technique without supporting timbers. Here will be housed replicas of masterpieces by Spain's most famous artists and outstanding examples of the nation's tourism, commerce and industry.

Andrew Devane, one of IRELAND'S leading architects who studied under Frank Lloyd Wright, has been appointed to design his country's pavilion on a site of almost 15,000 square feet directly across from the United States Pavilion. During a recent visit to the Fair headquarters, Mr. Devane promised a pavilion which would appropriately portray both

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LATE NEWS . . .

RICHARD C. PATTERSON, JR., COMMISSIONER OF THE DEPARTMENT OF PUBLIC EVENTS OF THE CITY OF NEW YORK, HAS BEEN NAMED CHIEF OF PROTOCOL FOR THE FAIR'S INTERNATIONAL DIVISION . . . THE U.S. STEEL HOUR (C.B.S. CHANNEL 2) SPENS EVERY OTHER WEDNESDAY AT 10 PM WITH A DRAMATIC PRESENTATION OF THE UNISPHERE, WORLD'S FAIR SYMBOL . . . IBM CORPORATION MADE THE FIRST MAJOR PURCHASE OF FAIR TICKETS WITH AN ORDER AND CHECK FOR \$100,000 FROM

THOMAS J. WATSON, JR., BOARD CHAIRMAN . . . A SPECIAL WORLD'S FAIR SILVER BOWL TROPHY WILL BE PRESENTED AT THE ANNUAL HORSE SHOW AT MADISON SQUARE GARDEN ON CLOSING NIGHT, NOVEMBER 6th . . . CARTOONISTS' DAY AT THE FAIR IS SCHEDULED FOR NOVEMBER 13th WHEN THE NATIONAL CARTOONISTS SOCIETY WILL VISIT THE GROUNDS . . . THE NEW YORK WORLD'S FAIR EXHIBIT AT THE SEATTLE FAIR WILL OFFICIALLY OPEN IN DISNEYLAND ON DECEMBER 1st.



Ernest R. Acker, president of the Electric Power & Light Exhibit, describes pavilion in model form at groundbreaking to Robert Moses, president of the Fair and guests.

RECENT INTERNATIONAL SIGNINGS AT THE WORLD'S FAIR

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traditional and modern Ireland. The agreement of participation was formalized by H.E. Mr. Frank Aiken, Ireland's Minister for External Affairs.

The Government of ISRAEL has made public its decision to come to the Fair indicating the possibility of also bringing their Dead Sea Scrolls to the Exhibit.

It is in the International Area that Fair visitors will be able to view the pavilions representing many of the world's religions. Included to date are: The Holy See, Christian Science Pavilion, Church of Latter Day Saints, the Protestant Center, the Synagogue Council of America and the Islam Mosque.

Most of the International Area has now been reserved and many of the exhibitor's architectural plans have been completed. The equivalent of a trip around the world, long ago predicted by Governor Poletti for the Fair's opening on April 22nd, 1964, is now assured.



Ambassador Roberto T. Alemann signing the agreement of participation between the Republic of Argentina and the New York World's Fair 1964-1965. With him are Hugh D. Auchincloss, Jr., (center), consultant to the Fair Corporation on Arab nations' affairs who conducted the negotiations, and General William E. Potter (left), member of the executive committee, who signed the agreement for the New York World's Fair 1964-1965 Corporation.



Fair President Robert Moses reads message from Mr. Michisuke Sugi, president of the Japan External Trade Organization, presented by a special delegation consisting of Mr. Ejiro Fujise, executive director of the Japan Trade Center (left), Mr. Yashushi Murazumi, Vice Consul (standing) and Mr. Noboru Imamura, Japanese Consul in New York. The delegation also brought the signed agreement of participation from Mr. Michisuke Sugi, to which Mr. Moses added his signature.



Ambassador S. Edward Peel, [right] Liberian Ambassador to the United States, receives the official medallion of the New York World's Fair from former New York State Governor Charles Poletti. The presentation was made in the New York office of Liberia's Consul General upon the occasion of the nation's agreement to participate in the international exposition.



Mr. Talat Al-Ghoussein, Minister Counsellor and Charge d'Affaires at the Embassy of the State of Kuwait in Washington, D.C., signs the Agreement of Participation on August 30, 1962, which makes his country an exhibitor at the New York World's Fair 1964-1965. With him are Hugh D. Auchincloss, Jr., (center), consultant to the Fair Corporation on Arab nations' affairs who conducted the negotiations, and General William E. Potter (left), member of the executive committee, who signed the agreement for the New York World's Fair 1964-1965 Corporation.



Signing the agreement of participation in the New York World's Fair 1964-1965 on behalf of Lebanon is His Excellency Ibrahim El Ahdab, Lebanese Ambassador to the United States. Hugh D. Auchincloss, Jr. (left), assistant to the chairman of the Board of Trustees of the American University of Beirut and consultant to the New York World's Fair 1964-1965, on Arab nations' affairs, is an interested witness.



Mr. David Gordon, president of the company which will coordinate the exhibits from Spain, discusses plans with Douglas Beaton of the International Division, after signing a contract for a 23,000 sq. ft. site.



Mr. Bautista Ochoteco, Charge d'Affaires of the Uruguayan Embassy, signing the Agreement of Participation between the Republic of Uruguay and the New York World's Fair Corporation, at the Embassy in Washington, with Mr. Bruce Nicholson from the International Division of the Fair.