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Sinclair's Corythosaurus has first look at the Fair from Dinoland Exhibit site.

### SINCLAIR DINOSAURS ARRIVE AT TRANSPORTATION AREA SITE

Nine life-size dinosaur replicas for Sinclair Refining Company's Dinoland Exhibit are now part of the World's Fair coming attractions visible to motorists on Grand Central Parkway and visitors to the Top of the Fair Restaurant.

The giant animals reached their destination at Flushing Meadow Park on October 15 after a spectacular water trip from Hudson, N. Y., where they had been created of fiberglass in the studio of famed animal sculptor, John Paul Jonas.

Stopping along the way for ceremonies at the Battery, renamed Dino Park for the day, the dinosaurs were given an official City and Fair welcome by Robert Moses, president of the Fair, Edward L. Steininger, president of the Sinclair Oil Corporation, and Deputy Mayor Edward F. Cavanagh, Jr.

The barge then continued up the East River to the Fairsite, accompanied by city-fire boats providing the traditional water spouts accorded to distinguished guests of the City.

**First Exhibitor's Building Completed**  
In special ceremonies on September 17 the Simmons Beautyrest Center marked the completion of the first exhibitor's building at the Fair. The three-story structure was officially unveiled by Grant Simmons, Jr., president of the company, who revealed plans for its use as a rest center for Fair visitors. The building will house forty-six rest alcoves—private roomettes—that will be rented to visitors, and a V.I.P. suite that will be reserved for celebrities to use prior to or after World's Fair appearances.

## FAIR OPENS ITS FIRST PUBLIC FACILITY

*Dedicated at Ceremonies in Top of the Fair Restaurant*

More than one thousand people were in attendance at the October 16 official opening of the Port of New York Authority's Heliport and Exhibit as the first 25-passenger Sikorsky S-61 helicopter landed on the roof of the 120-foot high Fair structure.

On the inaugural flight to the "T"-shaped building in the heart of the Fair's Transportation Area were Governors Nelson A. Rockefeller of New York, and Richard J. Hughes of New Jersey and City Council President Paul R. Screevane. They were greeted upon arrival by Mr. Moses, Port Authority Honorary Chairman Howard S. Cullman and Vice Chairman James C. Kellogg, III, and Queens Borough President Mario J. Cariello.

Dedication ceremonies for the aerial gateway to the Fair followed in the glass-

enclosed Top of the Fair Restaurant on the floor below the Heliport. The 1,100-seat dining area, operated by the Knott Hotels Corporation, overlooks the sweeping panorama of the Fair and the New York City skyline. From now until the Fair opens and in between seasons, the restaurant will be in continuous operation to the public from 11:30 A.M. to 10:00 P.M. on weekdays and Sundays, and from 11:30 A.M. to 2:00 A.M. on Fridays and Saturdays. During the Fair seasons it will operate from 8:00 A.M. to 2:00 A.M. daily. On the floor below is the oval "Drinks Around the World" 400-seat cocktail lounge.

The Port Authority Exhibit, a full circle motion picture of the story of the New York-New Jersey Port, will open in April.



City Council President Paul R. Screevane, Governor Richard J. Hughes, Fair President Robert Moses, and Governor Nelson A. Rockefeller on top of the Fair Heliport. Mr. Moses greeted the three officials as they arrived by helicopter at dedication ceremonies for the Port of New York Authority Heliport and Exhibit Building.

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**NEW YORK WORLD'S FAIR 1964-1965**  
Flushing, N. Y. 11380 • Tel.: 212 - WF 4-1964  
ROBERT MOSES, President

### QUOTE OF THE MONTH

*"All that is needed now is that the Fair management shall be not only imaginative but prudent, courageous, independent and economical, to insure a balance sufficient to meet all obligations and to finish the park for the enjoyment of future generations..."* — Fair President Robert Moses speaking on October 16th at the opening of the Port of New York Authority Heliport and Exhibit Building.

Mr. Moses will receive the Award of Merit given annually by the American Institute of Consulting Engineers at the organization's dinner tonight.

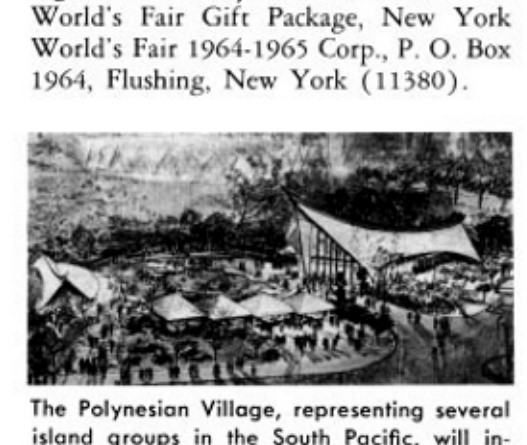
### FAIR GIFT PACKAGE READY NOW FOR EARLY SHOPPERS

The Fair has an unusual gift idea for family, friends or business associates. An Official Gift Package, consisting of seven adult admission tickets (value: \$14.00) plus an official guide book (value: \$1.00) is available now for only \$10.10.

The package represents a 32½% saving and, in words of the Fair, "the lowest price at which you will be able to buy World's Fair tickets." The tickets can be used anytime during the life of the exposition. Each adult ticket is exchangeable for 2 children's tickets when the Fair opens.

The Guide Book, published in handy pocket size by Time, Inc., contains over 300 pages of vital information including maps of the Fairgrounds, descriptions of exhibits, and schedules of special events.

Gift packages can be purchased by sending check or money order to: Official N.Y. World's Fair Gift Package, New York World's Fair 1964-1965 Corp., P. O. Box 1964, Flushing, New York (11380).



The Polynesian Village, representing several island groups in the South Pacific, will include a lagoon in which pearl diving and pearl culturing will be demonstrated.

## VARIETY OF COLORFUL ENTERTAINMENT, RIDES AND

*(First of two installments)*

- Aerial Ride and Waffle Restaurant** — straight ascent of 100 feet in gondola. Restaurant features Belgian waffles (gaffles).
- Alaska** — igloo, authentic totem poles, reproduction of aurora borealis and animated panorama of state.
- American Express** — orientation center featuring scale model of Fair and its access routes.
- American Indian Village** — ceremonial dances, rites, sports and handicrafts, food preparation by United States and Canadian Indians.
- American - Israel** — ancient artifacts, manuscripts, technological exhibits trace Israel's 4,000 year history; American-Jewish and Israeli foods.
- American Machine and Foundry** — Monorail, suspension-type ride on 4,000-foot closed loop at height of approximately 40 feet.
- Amphitheatre** — Leon Leonidoff's elaborately staged "Wonder-world" with international cast of 250. Land, air and water ballet.
- Arena** — sports events including Olympic trials for judo, wrestling, weight lifting, boxing. Several A.A.U. events, bands, dancing.
- Argentina** — Cultural, industrial, tourism exhibit. Pampas-style barbecued beef (whole steer roasted on huge wheels).
- Arlington Hat** — hat museum and history of felt-making in two of six pavilions.
- Atomic Hospital** — official medical facility of Fair. Exhibit of electronic monitoring equipment and structural innovations.
- Auto Thrill Show** — death-defying stunts, auto comic acts on specially designed quarter-mile, banked, figure-eight track.
- Avis Antique Auto Ride** — patron-operated ride in gasoline powered "antique" cars along scenic roadways.
- Belgian Village** — authentic replicas of buildings and streets at the turn of the century. Flemish folk dancing, bands, shops, Rathskeller.
- Bell System** — ride and original film/stage production on development of communications. Audience participation exhibits and microwave tower for TV transmission.
- Better Living** — displays of products related to fashion, Dorothy Draper Dream House, home furnishings, health, food, leisure and family security. Headquarters of Women's Advisory Committee.
- Billy Graham** — wide screen color film highlighting Billy Graham's evangelistic crusades; counseling rooms, informational

- displays.
- "Bounty" Sailing Vessel** — full-sized replica at the Marina, of HMS Bounty used in production of MGM's "Mutiny on the Bounty" against South Sea Island shore.
- Boy Scouts of America** — headquarters for Boy Scouts Service Corps at Fair; scout activities, skills, ceremonies.
- Brass Rail** — six restaurants serving medium priced meals. 25 refreshment units.
- California-Hollywood USA** — motion picture production, mementos, live filming. Citrus and other displays. Restaurant.
- Caribbean** — Calypso singers, steel bands, limbo dancers against background of handicraft displays typical of participating islands.
- Centralamerica** — native dancers and shows. Exhibits emphasizing economic goals, industrial and social developments.
- Century Grill** — "International" hamburgers from authentic recipes, foot-long hot dogs.
- China, Republic of** — ancient jades, paintings, sculpture, tapestries, calligraphy. Shops, foods.
- Christian Science** — activities and publications around the world. Exhibit of Christian Science. Reading room.
- Chrysler** — No information released.
- Chun King** — Oriental dishes served in Chinese garden teahouses. Special 99¢ complete meal.
- Chunky Corporation** — sculptured continuum: group of 13 abstract animal forms used as playground equipment.
- Church of Jesus Christ of Latter-Day Saints** — gigantic mural by Arnold T. (Dale) Kilbourn, dioramas, replica 12-foot sculpture, "The Christus" of Bertel Thorvaldsen.
- Coca-Cola** — recitals by world famed carillonists, radio ham station, USO lounge.
- Continental Circus** — John Ringling North's one-ring circus featuring acts from all corners of the world. Daily circus parade.
- Continental Insurance Companies** — daylight color slide projection accompanied by original folk songs, dioramas, color transparencies of events in the American Revolution.
- Dancing Waters** — unique water formations synchronized with lighting and musical accompaniment.
- Denmark** — displays of furniture, china, silverware and other products of skilled craftsmanship. Restaurant with Danish food, aquavit.
- Du Pont** — two theaters presenting live

## EDUCATIONAL FEATURES ABOUND IN FAIR'S PAVILIONS

*(details of exhibitor plans)*

- productions on role of chemical research in today's living.
- Dynamic Maturity** — role and achievements of older persons, original paintings by Kurt Ard, "Camera Obscura," history of American flag.
- Eastern Air Lines** — terminal for special bus shuttles linked with Eastern's operations at LaGuardia and Idlewild airports, package tours, reservations.
- Eastman Kodak** — movies, service center, new product displays, question-answer robot, photography exhibits and background settings.
- Electric Power and Light** — "Brightest Show on Earth," musical revue performed by animated three-dimensional figures.
- Equipment for Fairs, Inc.** — wheelchair and stroller rental in four buildings which will also house various concessionaires.
- Equitable Life Assurance Society** — 45-foot demograph on which births and deaths will be recorded as they occur in each state.
- Federal Exhibit** — combination film and three-dimensional show by Cinerama, children's library with film showings, Univac answering questions.
- First National City Bank** — exhibit bank and operational bank. Personnel trained in foreign languages.
- Florida** — performances by live porpoises. Flamingos in tropical garden, citrus tower, valuable art collection.
- Flume Ride** — "Shooting the rapids" while seated in a floating, hollow log.
- Ford Motor Company** — Disney-created fantasy trip from Stone Age to Space Age in Ford-built automobiles.
- Formica Corporation** — contemporary 7-room "World's Fair House."
- France** — Pavilion of Paris and French Industries — divided into sections named after the quarters and famous avenues of the French capital: Champs Elysees, Quartier Latin, Rue de la Paix; the best that France has to offer in fashion, art, culture and consumer products.
- Garden of Meditation** — oasis of quiet amid trees, flowering shrubbery, pool. Granite boulders inscribed with Biblical references.
- Gas, Inc.** — carousel ride, magical effects, filmed puppet show, food demonstrations of world-famous chefs, gas appliances exhibited on a ferris wheel. American gourmet restaurant.
- General Cigar** — magical shows, both live and filmed; display on development of cigar industry.
- General Electric** — six-stage theater

- presenting Disney's "Carousel of Progress" performed by electronically controlled figures. First public demonstration of nuclear fusion and current research projects.
- General Motors** — global Futurama ride suggesting possible future vehicles which could make today's waste areas habitable.
- Greece** — history and art of Greece, museum pieces of ancient sculpture, modern handicrafts, "taverna" serving food and beverages.
- Greyhound** — turntable theater presenting color transparencies and stereo sound film, live special events, filmed travel tours. Post House Restaurant.
- Guinea** — traditional huts housing native craftsmen at work; famous ballet troupe of Guinea will entertain restaurant diners.
- Hall of Education** — past, present and future of American education, Dialogues in Depth — discussions with great minds of today.
- Hall of Free Enterprise** — exhibits showing superiority of private competitive enterprise and free market economy in democratic system.
- Hall of Science** — space rendezvous, electronics, nuclear physics, physics of light, chemistry of color, exhibits of neurology, anatomy, physiology, cytology and chemotherapeutics, oceanography.
- Hawaii** — reproduction of old Hawaiian village, Polynesian dancers, industrial exhibits, restaurant and outdoor luau.
- Hong Kong** — exotic shops selling clothing, damasks, furniture, ivory and jade. Chinese restaurant and Bar of Dragons.
- House of Good Taste** — three homes of varying styles and price ranges will serve as showcase and marketing vehicle for new products in home equipment and accessories.
- Illinois** — Lincolnia theme with Walt Disney's "Great Moments with Mr. Lincoln," manuscripts, portraits.
- India** — examples of ancient art, sculpture, industrial goods including handloom products.
- Indonesia** — Dance performances, art, handicraft, silverware, jewelry and batik.
- International Business Machines** — bleacher-type "people wall" lifts audience into theater for story of informational handling devices. Garden of steel trees, calypso singers, puppets.
- International Plaza** — multi-nation exhibit with many small pavilions; international restaurant.
- Ireland** — origins of Irish language and its development, tribute to prominent

### FAIR PRESIDENT ROBERT MOSES HONORED DURING FIFTH AVENUE WEEK-LONG SALUTE TO FAIR

Highlight of the special "World's Fair on Fifth Avenue Week" sponsored by the Fifth Avenue Association, was its October 24 "Salute to the Fair" luncheon at which Fair President Robert Moses received the annual honor award.

Frank E. Conant, president of the Association and vice president of Chase Manhattan Bank, presided during the luncheon which was held for more than 1,000 guests in the Waldorf-Astoria Hotel's Grand Ballroom. Speakers included Bernard F. Gimbel, chairman of the Luncheon Committee, and Thomas J. Deegan, Jr., chairman of the World's Fair Executive Committee.



Ground will be broken today for the Chunky Candy Corporation pavilion, depicted above in an architect's rendering. It will feature an unusual outdoor sculpture group called a "continuum" and an ultra-modern candy factory. Chunky is the only candy company which will have its own separate exhibit at the Fair.

### NEW FAIR LICENSEES

Eleven additional companies have been granted Fair licenses, bringing the total grants to date to forty-seven; Banner Printing Products, Brooklyn — greeting cards, stationery, calendars; Diamond Match Corp.; Foster Grant Co., Leominster, Mass. — sunglasses; Harlee Co., Brigantine, N. J. — weather and glow cards; Hassenfeld Bros., Central Falls, R. I. — children's luggage and school supplies; Houze Glass Corp., Chicago — bent glass trays; Lynn Myers, Inc., New York — glassware; Loft Candy Corp., Long Island City; Match Corp. of America; Milton Bradley Co., Springfield, Mass. — board games, jigsaw puzzles, model kits; and Universal Match Corp.

### 25 WEEKS TO OPENING DAY

Irish-American families, Irish coffee, snacks.  
**Japan** — Government exhibit stressing Japan's contributions to world trade. House of Japan will include theater showing movies, plays, traditional dancers. Flower arrangements, two restaurants.  
*(To be continued in next issue.)*



At the groundbreaking ceremonies for the New England States Exhibit; (left to right) Governors John N. Dempsey of Connecticut; John H. Reed of Maine; John W. King of New Hampshire; Robert Moses; Governors Philip H. Hoff of Vermont; Endicott Peabody of Massachusetts; John H. Chafee of Rhode Island; and Gardner A. Caverly, president of the New England Council World's Fair Corporation.

## State Pavilions Rising Rapidly Following Dedication Ceremonies

Seven governors and numerous other officials were among the delegations visiting the Fairgrounds during recent weeks to take part in ceremonies connected with their exhibits in the Federal and States Area.

On September 16th, Governor Henry Bellmon headed the group of more than 100 Sooners attending the dedication of the State of Oklahoma Pavilion.

On September 24th, the Governors of all six participating states took part in the groundbreaking ceremonies for the New England Exhibit. Governors John Dempsey of Connecticut, John Reed of Maine, Endicott Peabody of Massachusetts, John

King of New Hampshire, John Chafee of Rhode Island and Philip Hoff of Vermont attended.

The principal address at Louisiana's dedication ceremony was given by the Honorable Wade O. Martin, Jr., Louisiana Secretary of State. Commissioner of Administration James Reily and Mayor Victor H. Schiro of New Orleans headed the list of other officials.

In other late developments within the Federal and States Area, it was announced that construction would begin no later than November 1st on the State of Oregon Pavilion.

### INTERNATIONAL AREA EXHIBITS PREVIEWED AT FAIR CEREMONIES

Construction was started in September for two more pavilions along the Avenue of the Americas, as Argentina and Mexico joined the many other International Area exhibitors.

At the September 11 groundbreaking ceremonies for the Pavilion of Argentina, Ambassador Roberto T. Alemann represented his Government with Dr. Ignacio M. Monaco officiating for Comarg, S.A. Ambassador Antonio Carrillo-Flores and former President Licencio Miquel Aleman represented their Government at the groundbreaking ceremony for the Pavilion of Mexico on September 20.

His Excellency Per Haekerrup, Denmark's Minister of Foreign Affairs and chairman of the Danish Delegation to the United Nations, and Erik Stokmann, of the Danish Marketing Board, led a flag raising ceremony on September 30 for his country's exhibit at the Fair.

A ritualistic religious ceremony highlighted the September 30 groundbreaking for the Pavilion of Greece. Most Reverend Archbishop Iakovos, Primate of the Greek Orthodox Church of North and South America, gave the invocation.

Ambassador Alexander A. Matsas represented the Government of Greece with Athanasios Makris, of the sponsoring organization, and John James Carlos, Commissioner General of the Pavilion, officiated.

The significance of the Fair as a showcase for smaller nations was highlighted in the following statement by the Honorable M. Barry, Minister of Planning for Guinea, during his recent Fair visit. "We consider our participation at the World's Fair a first step, as a free nation, in getting the people of the United States to know and understand our country."



Erik Stockmann (center), managing director of the Danish Agricultural Marketing Board and chairman of the committee for Denmark's participation at the Fair, receives the World's Fair silver medallion from Mr. Moses at the flag raising ceremony for the Pavilion of Denmark on September 30. Governor Charles Poletti looks on.



An original Rube Goldberg drawing located in the Terrace Club of the Port Authority Building.

**176 WORKING DAYS TO OPENING DAY**