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VOL. 2, NO. 11 • HOLIDAY ISSUE

HAPPY FAIR YEAR!



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

ROBERT MOSES, President

QUOTE OF THE MONTH

"COMING: THE MOST MARVELOUS FAIR EVER! A Preview of the New York World's Fair — An impressive display of man's achievements and a dazzling vision of his prospects." . . . from an article by Ira Wolfert in the January issue of Reader's Digest now on the newsstands.

FIRST "FOUNTAIN OF THE PLANETS" SHOW PREVIWS FAIR'S EXCITEMENT

When darkness settled over the rooftops and domes of the rapidly-rising New York World's Fair on December 7, the grounds came alive as the largest automated fountain in the world was activated in a brilliant, synchronized display of water patterns, color, sound, fire and fireworks (see cover photo). Hundreds of guests watched the first demonstration of the Fair's "Fountain of the Planets" — a preview of the many wonders in store when the Fair opens on April 22 of the New Year.

The fountain will be in continuous operation during the life of the Fair. Each night, a spectacular show will be presented to the visiting public — one of the many free attractions of the exposition.



Masakatu Uraga, 26, one of the eight young sculptors who arrived in the New York four months ago to work on the Japanese Pavilion, explains to fellow worker Charles Christopher the formation of lava rock shipped from Japan for the exhibit. Uraga, of Aji Village, Shikoku Island, about 650 miles from Tokyo, is thinking of living permanently in the United States "provided I could attend a big league baseball game every day."

A PERSONAL GREETING FROM ROBERT MOSES

Don't worry about the opening of the Fair on time or, for that matter, about the fulfillment of our promises. This time the barkers and shills will not disappoint you. Get ready to come often, I might almost say regularly, for you will never exhaust the treasures we are preparing for you.

What do you want? Vast forces dormant in nuggets of imprisoned sunlight? Machines that fly, think, transport, fashion and do man's work? Spices, perfumes, ivory, apes and peacocks? Dead Sea Scrolls? Images divine and graven? Painted lilies and refined gold? The products of philosophy, which is the guide of life, and knowledge, which is power? We shall have them all.

Study the Fair and don't rush through, spare your visits, save your arches, spare your muscles, use your head, patronize buses, rolling stocks, rides, ramps and escalators, spot the oases and cultivate repose in the midst of chaos. No trip to far-off places with strange sounding names will be half as rewarding. Happy Fair Year!

Robert Moses
President

NEW YORK AND OTHER STATES PREPARE TO HOST FAIR VISITORS FROM ALL PARTS OF THE WORLD

Construction activity in the Federal and States Area was climaxed by a "topping out" ceremony for the New York State Pavilion, site of the highest observation point on the Fairgrounds.

The ceremony, held December 9 and participated in by Fair President Robert Moses, Lieutenant Governor Malcolm Wilson and various State officials, was highlighted by raising the flags of the United States and New York State atop the pavilion's 230-foot observation tower. Both flags, which had flown over the Capitol in Albany, were immediately lowered to half-mast in keeping with the nation's mourning for the late President John F. Kennedy.

The tower, tallest of three and accessible by elevators to Fair visitors for a panoramic view of the exposition, dominates the exhibit which includes a theatre and huge, oval "Tent of Tomorrow." Here films, fashion shows, displays and performances will emphasize New York State's many attractions as a place to live, work and enjoy leisure time.

Plans for the Hollywood-California exhibit were also revealed by actor George Murphy at a recent press conference in New York City.

The entrance to the exhibit will simulate the front of the famous Grauman's Chinese Theatre in Hollywood. Once inside, visitors will have an opportunity to observe every technical and artistic aspect of the making of a movie. Other plans are under way for a restaurant and personal appearances by Hollywood film celebrities.

Detailed plans also have been announced for the Pavilion of Oklahoma. The exhibit will feature a huge topographical map emphasizing Oklahoma's progress in water development.

The automated and talking likeness of President Abraham Lincoln, which Walt Disney has created for the Illinois Pavilion at the Fair, was the center of interest at a news conference and luncheon held recently in Springfield. The occasion was the centennial celebration of the Gettysburg Address, attended by Fair President Robert Moses and Mr. Disney.



Santa Claus about to take off from the Fair's Heliport with a bag full of special gifts for this Christmas season — advance World's Fair admission tickets. More than 2,400,000 advance tickets have been purchased to date.

PEACE ON EARTH — PEACE THROUGH UNDERSTANDING

A message of old, " . . . in terra pax . . ." is being voiced again as the theme of our World's Fair: "Peace Through Understanding."

At the Vatican Pavilion groundbreaking in October of 1962, the late Pope John XXIII expressed for all faiths an ideal which is inherent in the Fair's basic purpose and its hope for the future:

"The World's Fair, while it will bear testimony to what the genius and labors of men have been able to accomplish for the progress of civilization, will also contribute without doubt to the solidarity of people and to their fruitful collaboration for the welfare of humanity. To this end, from our heart, we cherish the hope that this remarkable progress of science will serve for the spiritual progress of mankind, without which there can be neither true prosperity nor secure peace."

Within nine pavilions at the Fair will be told the history and contributions of major religions.

The American-Israel Pavilion will highlight the history of the Jewish people in relation to the Holy Land, the seat of Judeo-Christian tradition.

The Protestant and Orthodox Center, including 16 denominations and religious organizations representing 90% of all Protestant churches, will contain a stained-glass paneled reception center, a chapel, exhibit hall, music garden theater and supervised children's center. One of the Center's major attractions will be the charred cross from the bombed Cathedral in Coventry, England, dramatic symbol of man's resistance to tyranny.

The Pavilion of the Church of Jesus Christ of Latter-Day Saints (Mormons) will feature a replica of the façade of the Salt Lake City Temple, crowned by a gilded statue of the Angel Moroni. Highlighted will be giant murals by Harold Kilburn and a replica of Bertel Thorvalden's "Christus," executed in marble by Aldo Rebecchi.

The Christian Science Pavilion, rising 35 feet in the form of a seven pointed star and topped by a diamond-shaped sky dome beaming a shaft of light at night, is designed to provide a quiet place for meditation. The Bible, Christian Science periodicals and textbooks will be displayed in the languages of the many countries in which the Church is active.

Evangelist Billy Graham is scheduled to make personal appearances from time to time in the Pavilion named in his honor. The octagonal-shaped building will incorporate a chapel, a 400-seat theater, counseling rooms and an information display area.

Sermons from Science, sponsored by the Christian Life Convention, will feature a 500-seat circular theater offering live demonstrations with multilingual translations of scientific phenomena and color-sound films produced by the Moody Institute of Science.

The Pavilion of 2000 Tribes, sponsored by the Wycliffe Bible Translators, will show the work of the organization in remote areas of the world in translating unknown spoken dialects into the written word.

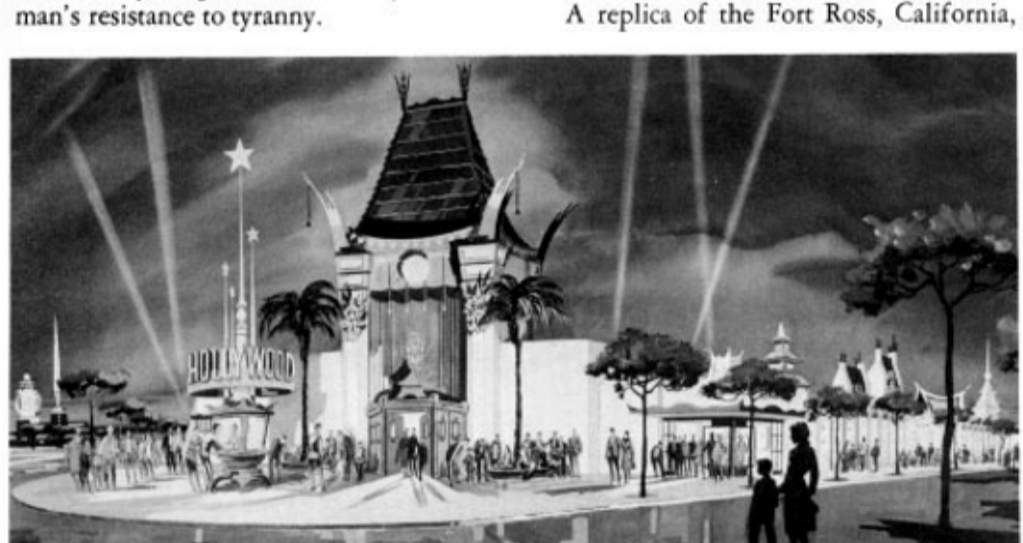
A replica of the Fort Ross, California,

Russian Orthodox Chapel will be the focal point of the Pavilion of the Russian Orthodox Greek-Catholic Church of America. Enshrined here will be the gem-encrusted, five-century old "Holy Icon of the Virgin of Kazan."

The Vatican Pavilion's main attraction, and one of the most noteworthy acquisitions of the Fair itself, will be Michelangelo's "Pietà," scheduled to arrive here on or about April 13th. On display outside of St. Peter's Basilica for the first time, the marble sculpture will be shown in a setting designed for the Vatican Pavilion by Jo Mielziner. In addition, the exhibit will feature a gallery containing color transparencies of Michelangelo's works, a copy of the excavated tomb of St. Peter, a chapel housing the third century statue of "The Good Shepherd," a collection of Vatican coins and other treasures.



His Holiness Pope Paul VI receiving a World's Fair commemorative album on the Vatican Exhibit from Thomas J. Deegan, Jr., chairman of the Fair's Executive Committee. The presentation took place in Rome on November 4. Looking on are His Eminence Francis Cardinal Spellman, Archbishop of New York, (extreme right) and the Most Reverend Bryan J. McEntegart, who is the Bishop of Brooklyn.



Rendering of Hollywood-California Exhibit. Plans for this pavilion were announced by actor-executive George Murphy at a press conference held recently in New York City. Mr. Murphy heads the firm sponsoring the exhibit which occupies a 75,000 square foot site.



Fair Vice President William A. Berns (right), moderator of the WNYC Radio-TV "World's Fair Report," during recent studio interview with exhibitor representatives (left to right): James P. Horace, director of Bell System exhibit, David Davies, executive director of the Tercentenary Commission of New Jersey, and Hon. John O'Brien, Consul General of the Republic of Ireland. The half-hour show, now finishing its 20th program, is heard over WNYC-Radio every Monday at 5 PM and telecast on channel 11 at 9:30 PM, Fridays, and 4:30 PM, Saturdays. The weekly report will continue until the Fair's April 22 opening.

4 MONTHS TO OPENING DAY

"AROUND THE WORLD TOUR" NOW NEARING COMPLETION FOR WORLD'S FAIR VISITORS

As the Fair year approaches, many International Area pavilions are nearing completion at the exposition's Flushing Meadow Park site. Included among the buildings which are expected to be fully enclosed by January are:

- Billy Graham Pavilion
- China (Republic of)
- Christian Science
- Hall of Free Enterprise
- Hong Kong
- Indonesia
- International Plaza
- Ireland
- Malaysia
- Mormon Church
- Pakistan
- Protestant and Orthodox Center
- Spain
- Vatican
- West Berlin

Highlights of the recent 2 Fair visit of Philippines President and Mrs. Diosdado Macapagal, along with members of the Macapagal government. After a tour of the grounds, including an inspection of their country's pavilion, the group met with Fair President Robert Moses. The luncheon which followed was hosted by Fair Vice President and Mrs. Charles Poletti.

Final announcement was also made concerning the content of the Pavilion of Argentina. The two-story, concrete and glass structure will include, along with exhibits of culture, industry and tourism, a large native restaurant featuring a wheel rotisserie on which whole Argentine steers will be roasted. Choice vintage wines will be served in the building's rotunda.

Following a recent visit to Freetown by Dr. George H. Bennett of the Fair's International Division, further details were revealed for the Pavilion of Sierra Leone. In addition to entertainment by native dancers and musicians, the pavilion will feature a diamond display, mining exhibit and examples of arts and crafts.

The government of Mexico will have a second pavilion at the Fair, this one to house three restaurants — one on each of the building's two floors, and the third an outdoor restaurant in a plaza behind the pavilion. The upstairs restaurant will be of a more luxurious nature, designed for private dining. All three will be managed by Cesar Balsa, well-known for his association with the St. Regis Hotel in New York City and a chain of hotels throughout Mexico.

VARIETY OF SPORTS EVENTS PLANNED FOR FAIR FANS

Sports enthusiasts will have a veritable field day at the Fair.

In response to a joint invitation extended by the Fair Corporation and the City of New York, the United States Olympic Committee agreed to make the metropolitan area the location for the majority of the 1964 Olympic trials. These tryouts or qualifying events for the top U.S. amateur sportsmen will span from April to September of 1964. Many of the events will be held on the Fairgrounds or within the immediate vicinity.

Events scheduled by the Fair include boxing, fencing, gymnastics, judo, weight lifting and wrestling. The trials at the Fair will start with boxing in the middle of May, less than a month after the exposition opens, and will conclude with wrestling in late August. No admission will be charged for Olympic events held at the Fair.

In addition to American participants, Fair appearances are under consideration by many foreign teams and athletes, including Danish gymnasts, Spanish equestrians, German motorcyclists and Japanese judo artists.

Even sports less familiar to city dwellers have not been neglected. There will be a canoe regatta on Meadow Lake, log rolling contests on Flushing River, and a fly casting show.

One of the most popular events of the baseball season, the annual All-star Game, will take place at Shea Stadium in early July. The official opening of the Stadium will be on Friday, April 17, with the Mets playing the Pittsburgh Pirates.

The staff of the New York World's Fair extends its very best wishes for the happiest of holiday seasons to friends of the Fair everywhere.



The New Year's Eve launching of the official World's Fair song, "Fair is Fair," is discussed by Robert Moses, with its world-famous composer, Richard Rodgers (left), and New York City Commissioner of Parks Newbold Morris during recent meeting at the Player's Club.

OFFICIAL FAIR SONG WRITTEN BY RICHARD RODGERS TO BE INTRODUCED NEW YEAR'S EVE

The New York World's Fair theme song, "Fair is Fair," composed by world-famous Richard Rodgers, will be played for the first time on New Year's Eve by Guy Lombardo and his Royal Canadians. The performance will be heard during a special, hour-long program over the nation-wide facilities of the CBS Television network, beginning at 11:15 P.M.

The Lombardo holiday program will emanate from Grand Central Station in New York City.

Of Mr. Rodgers and the song, Mr. Moses commented:

"A Fair must be tuneful as well as thoughtful. It must have a theme song as well as a symphony."

"It must be a march to which people everywhere will hum and mark time, and which will make them think of Flushing Meadow."

"Who can write our song better than Dick Rodgers? That's a rhetorical question to which there is just one answer. There is only one Rodgers and he is our minstrel."

FIFTY-SEVEN FAIR LICENSEES ANNOUNCED AT YEAR'S END

Three new grants bring to fifty-seven the total number of companies now covered under the World's Fair licensing program, according to latest information from Media Enterprises Inc., the Fair's licensing agent.

The new companies are: Cosby Brush & Import Co., combs and brushes; Gordon Peters Co. Inc., women's and girls' tailored shirts and blouses; and M. Z. Berger & Co., Inc., wristwatches and pendant watches.