



---

*Christian  
Science  
at the  
World's  
Fair*

*1964-1965*

---

## THE OPPORTUNITY

*If more of the world's people knew the great blessings of Christian Science as we know them, our churches would be filled to overflowing.*

*If more of the world's people came to our churches expecting to be healed, our healings would be multiplied.*

*If all of those who turned to our practitioners for healing were confident that healing would take place, we would have more healings and more instantaneous healings.*

*If more people knew that Christian Science is today an established world-wide religion, this knowledge would not only disassociate Christian Science from the cults and isms of this period, but would inspire both confidence and respect in the minds of men trained to think of big nations, big business, world-wide business, all bigness as symbolic of success.*

*If more people knew why our Church was founded (as set forth by Mary Baker Eddy in her Manual) and knew that it has reinstated primitive Christianity and its lost element of healing, there would be recognized a practical everyday reason for accepting Christian Science—for a fuller, happier, more successful life.*

*To reach the minds of men today with these truths, we must talk in the language of their understanding, even as Jesus did to the more primitive, agricultural people of his day.*

*And toward these ends* The World's Fair of 1964-1965 offers us a tremendous opportunity

*—to attract*

*—to inform*

*—to interest*

thousands of the world's people in the blessings of *Christian Science* which today embraces the world.

The enthusiastic, dynamic, convincing presentation there of the truths of Christian Science will have far-reaching effects upon our movement everywhere.

The harvest can be truly great!

## THE WORLD'S FAIR OF 1964-1965

The World's Fair of 1964-1965, now under construction in Flushing Meadow on Long Island in New York, is to be truly a World's Fair with a concept universal in scope and with an objective which touches all men and nations.

The certificate of incorporation of the World's Fair Corporation, issued by the State of New York, empowers that Corporation to organize, construct, hold and operate a World's Fair in the City of New York for the exclusively educational purpose of educating the peoples of the world as to the interdependence of nations and the need for universal peace.

## TABLE OF CONTENTS

	PAGE
The Opportunity .....	1
The World's Fair of 1964-1965 .....	1
Christian Science at a World's Fair .....	3
The Christian Science Project .....	3
Map of International Section .....	4 & 5
The Location .....	4
The Building .....	5
Our Organization and its Functions .....	6
State Committees .....	7
The Christian Science Board of Directors .....	7
The Financial Plan .....	8
Your Part in this Activity .....	8
Financial Support .....	8
Summation .....	9
Coupon for Individual Contribution .....	9
Map of World's Fair .....	Back Cover

*Published by*

COMMITTEE FOR CHRISTIAN SCIENCE  
ACTIVITIES WORLD'S FAIR 1964-1965

Suite 3202A, 551 Fifth Avenue  
New York 17, New York  
Telephone: TN 7-2788

The theme of the Fair is

*"Man's Achievements  
on a Shrinking Globe  
in an Expanding Universe"*

Its main objective is

*"Peace through Understanding"*

More than 65 nations have already signified their intent to exhibit their culture and accomplishments. About 40 more have their representation under consideration. All of the States of the Union and the Federal Government itself will, of course, be represented.

Of the *seventy million people* expected to pass through the Fair's turnstiles, about four million are expected to come from abroad.

The total expenditure of money involved in and having to do with the Fair will approximate *one billion dollars*.

When the demand arose to hold a World's Fair in the United States in 1964-1965, President Eisenhower appointed a distinguished committee to hold hearings and to decide among rival city applicants which city had the most to offer. That committee chose New York, with the promise that the great Flushing Meadow Park be made available. (Note: Flushing Meadow Park and adjoining Kissena Park comprise 1,351 acres of which 646 acres have been leased to the Fair and 16 adjoining acres allotted to a 55,000-seat stadium now under construction.) The Fair will thus be easily accessible by car, bus, subway, and railway train. Two major airports—LaGuardia and Idlewild—are nearby. Parkways and highways are direct and will be well marked.

The Honorable Robert Moses, a dedicated and outstanding public servant of tremendous accomplishments, who now heads and manages the Fair's organization, has said: "If this were merely a scheme to attract crowds and promote local business, I would not be here today; and in fact would be no part of the Fair. At my time of life, hearing however faintly the rolling of the distant drum, there would be larger purposes to serve."

Since the first World's Fair in 1851, there have been a few that could be properly called *great*: Philadelphia in 1876, which showed to the world the result of the first century of the American Republic; Chicago in 1893 where the potential of the Western World was enthusiastically portrayed; and Paris in 1900, which heralded not only the renaissance of France but man's leap forward in the exercise of his dominion.

The World's Fair in 1964-1965 promises to be by far the greatest.

## CHRISTIAN SCIENCE AT A WORLD'S FAIR

There is historic precedent as related by Norman Beasley in his book "The Cross and the Crown." In 1893 an invitation was extended to Christian Scientists in Boston to participate in the World's Parliament of Religions at the World's Fair in Chicago. So important was this opportunity considered by Mrs. Eddy that she designated nine of her students to select quotations from her writings and send them to Judge Septimus J. Hanna in Chicago with instructions to arrange them properly for the presentation of Christian Science at The World's Fair Congress.

Charles Carroll Bonney, President of the Parliament of Religions, introduced Judge Hanna to a great audience. He said in part, "When science becomes Christian, then the world indeed advances toward the millennial dawn. We had come to the state in the world in which science was called infidel, although true science could never look otherwise than up through nature into nature's God. The Christian Scientists were therefore called to declare and emphasize the real harmony between religion and science; and to restore the waning faith of many in the verities of the sacred Scriptures."

The press reported: "No paper of the day elicited more applause . . . than one on Christian Science. Here, perhaps it may be said that none of the congresses going on at the same time with the Parliament of Religions, have drawn such immense audiences as that of Christian Science." This was indeed the first public acknowledgment of the vital force of Christian Science—brought out through participation in a World's Fair.

### THE CHRISTIAN SCIENCE PROJECT

The *purpose* is to attract, to inform, to interest in *Christian Science* many thousands of the millions of people attending the Fair.

It is proposed to construct a building which, with its contents, will interest and impress all who see it.

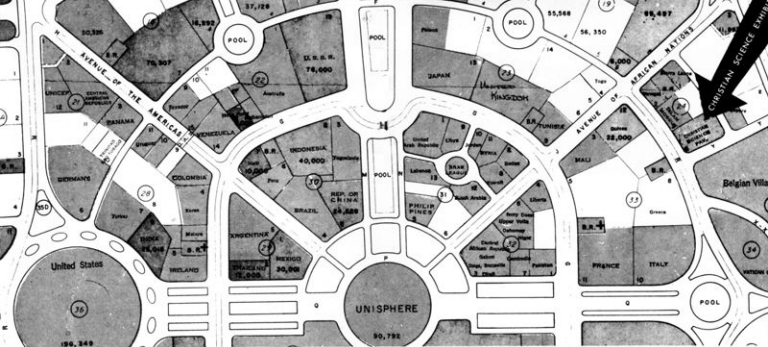
The fact that Christian Science is today a world-wide religion is both an attractive and confidence-inspiring statement. It is the inspiration for our theme

*Christian Science Embraces the World.*

With our textbook published in eight languages, our periodicals in twelve, and our churches established in more than forty countries, our theme cannot be gainsaid.

To interest the World's Fair visitors, we must answer that natural human question:

*"What will Christian Science do  
for me and mine?"*



THIS IS THE INTERNATIONAL SECTION IN THE CENTER OF THE WORLD'S FAIR. FULL MAP ON BACK COVER.

Our immediate promise in terms of the individual's present understanding and of world interest today is

- Freedom from fear
- Freedom from sickness
- Freedom from want.

These promises are full of meaning when we consider the reason for founding the Church of Christ, Scientist by Mary Baker Eddy:

"To organize a church designed to commemorate the word and works of our Master, which should reinstate primitive Christianity and its lost element of healing" (Manual of The Mother Church, p. 17; and

when we offer proof of its utility.

Our purpose will be implemented by illustrating how and why Christian Science is the practical religion of today all over the world.

These are the precepts that have guided our plans for our World's Fair presentation. Here is the plan.

### THE LOCATION

The sincerity of the desire of the World's Fair Corporation to have Christian Science represented at the Fair is evidenced by their free grant to us of 21,500 square feet, which would cost any non-religious organization \$168,000. As can be seen from the map, this area upon which our building will be located is in the International Section.

It is fitting that Christian Science, with world-wide connections through its churches and societies, its lecturers, its international daily newspaper *The Christian Science Monitor*, and its periodicals in many languages,

should be recognized and honored by its inclusion with the great nations and religious organizations of the world.

### THE BUILDING

Our architect, Edward Durell Stone, is outstanding in his profession and has expressed a deep personal interest in this project.

Mr. Stone's greatest reputation is in the field of monumental buildings. One of his recent noteworthy designs was the United States Building at the Fair in Belgium in 1958; another is the recently built American Embassy in New Delhi, India.

We have said to Mr. Stone that our building must not only be arresting but it must reflect the spirituality and practicality of Christian Science; our building must interpret our theme: *Christian Science Embraces the World*.

The visitor's first impression when entering the building must be that of a world-wide religion whose focal point is *The Mother Church in Boston*. This central exhibit will be attractively surrounded by exhibits of Christian Science churches around the world.

As our visitors enter the building, they will see an inviting display of our international newspaper and our other world-distributed publications in the various languages.

Adjacent to the display of our publications will be an area for reading and studying.

From the entrance, one will be led toward an area devoted to testimonies of healing—evidence of the fulfillment of our promise of the three freedoms.

This area will be flexible in arrangement, with projection equipment and radio and television equipment and facilities so that we can make full use of our television and radio programs, as well as whatever other available means we have to document our promise. Studies are now being made to find the most effective audio-visual and display techniques.

Our visitors will also be invited to read the articles and study the testimonies in our publications concerning particularly our promise of the three freedoms.

There will be made available to our visitors as they leave our building a compilation of selected articles and testimonies from our publications. These articles will have a direct relation to the subject of our three freedoms.

Our Information Center will be staffed at all times by competent and experienced Christian Scientists.

### **OUR ORGANIZATION AND ITS FUNCTIONS**

At a meeting of representatives of the Christian Science churches and societies of Greater New York, held on November 17, 1960, a Permanent Committee for Christian Science Activities at the World's Fair of 1964 and 1965 was appointed.

Shortly after its organization, the Permanent or Executive Committee took steps to create under the laws of the State of New York a religious educational non-profit corporation to be known as Committee for Christian Science Activities, World's Fair 1964-1965, Inc., so as to have a legal entity which could be used to carry out our objective. The Charter for this corporation was issued some months ago. It is free from all taxes, and donations to it are deductible from the otherwise taxable income of the donor, up to the legal limits for tax-free donations to charities and religious institutions.

The Permanent Committee, which also constitutes the Board of Directors of the corporation, consists of seven members, including the Chairman, the Treasurer, and the Secretary.

To assist the Permanent or Executive Committee, the following subcommittees have been formed:

*Program Committee.* The functions of the Committee on Program are: To prepare for the approval of the Executive Committee, in accordance with the basic objectives and concepts (as hereinbefore described) a Program and Schedule of Exhibits and Events to be presented at the World's Fair. This shall set forth the nature, content, scope, form and chronology of our presentations. Such Program and Schedule will serve as a guide and a source of information to the other committees as desired by the Executive Committee.

*Committee on Communications.* The functions of the Committee on Communications are to prepare, plan, and supervise the dissemination of information

with respect to the Christian Science Activities at The World's Fair of 1964-1965. In this manner all Christian Scientists, their churches and societies, will be fully acquainted with the reasons for this project, its objectives, and the ways and means by which it will be carried out, to the end that all may be given an opportunity to participate in its support and in its activity. They will also be kept informed of its progress, conduct and fruition. This committee will also prepare, plan, and supervise a publicity Program and Schedule with respect to the general public.

*Committee on Structure.* The function of the Committee on Structure is to aid the Executive Committee in its supervision of the design and construction of the structure, its equipment and its furniture and fixtures, as well as the attendant landscaping.

*Finance Committee.* The functions of the Committee on Finance are concerned, first, with the financial needs of this project and, second, with the ways and means for meeting them. Under its supervision will come the budget, the accounting, the obtaining, receiving, and disbursement of funds. The Treasurer is, ex-officio, a member of this Committee.

*Committee on Administration and Personnel.* This Committee will provide for the proper manning of our exhibit with Christian Scientists who will render services in contact with the public at the Fair. It will also implement the maintenance and protection of the building and grounds during the two years of use.

### **STATE COMMITTEES**

A Committee for World's Fair Activities is to be organized in each state east of the Mississippi River. The functions of these state committees will be to inform all churches and societies and all individual Christian Scientists within their respective state of the proposed Christian Science activity at the World's Fair of 1964-1965; to marshal aid and support, both metaphysical and financial, from the churches, societies, and individual Christian Scientists in their state; and to arrange for direct participation by the churches of their state in the activities at the World's Fair to the extent deemed practical and desirable.

### **THE CHRISTIAN SCIENCE BOARD OF DIRECTORS**

This Program for the presentation of Christian Science at The World's Fair of 1964-1965 was laid before The Christian Science Board of Directors in Boston. It met with their approval. They also approved our direct solicitation of financial support from all the Christian Science churches and societies in all of the states located east of the Mississippi River, as well as from individuals.

We are grateful for both the metaphysical and financial support that we are receiving from the Directors in Boston.

## THE FINANCIAL PLAN

The financial plan considers first our needs and second, the ways and means for meeting those needs. Our needs arise from the costs of:

1. The designing and building of the structure, equipping it with the best available mechanisms and devices for audio-visual communications, the acquisition and installation of the exhibits, as well as all furnishings and fixtures in a harmoniously landscaped setting.

2. The servicing, maintaining, and protecting of the building and grounds during the two years of their use. This includes the cleaning services, electricians and technicians, public utilities, protection, refuse removal, winter protection, and subsequent rehabilitation, as well as general repairs to the structure, its plumbing, lighting, and other electrical equipment, and also the maintenance of the grounds.

3. The salaries, fees, and expenses of those who will render services in contact with the public at the Fair.

4. The office rent, salaries, telephone, supplies, printing, promotional exhibits, travel, legal fees, insurance, etc., incurred by the Executive Committee during the four and one half years of its existence.

5. The demolition of the structure and the clearing of the site at the end of the Fair in 1965.

The preliminary estimate is that the cost of the above items will be approximately \$500,000.

The resulting increase in attendance at our churches, including your church, increased demands upon our practitioners, and the increase in the number of Christian Scientists, should mean the return of this sum to our movement many times over in the future.

## YOUR PART IN THIS ACTIVITY

What can you do to aid in bringing the blessings of Christian Science to thousands of those who will visit the World's Fair in 1964 and 1965 from all parts of the world?

1. First in importance comes your effective metaphysical work—affirmative prayerful support for the orderly unfoldment of the true idea of service and for the receptivity of human consciousness to the Christly message of Christian Science.

2. Second comes financial support, both through your church as a corporate entity and from yourself as an individual.

3. Third, by cooperating with your state committee when it is formed, in considering the possibility that the churches and societies of your state may take some direct part in the activities at the Fair.

## FINANCIAL SUPPORT

The financial support of Christian Science churches is earnestly solicited on a continuing basis until the fall of 1965 to provide an appropriate and effective

means in keeping with the greatness of our Cause, to "furnish a table in the wilderness" for those seeking freedom from fear, to those reaching out for healing, and to those in need of the understanding of the affluence of the children of God.

In addition to the continuing regular support from the churches and societies during the coming two and a half years, individuals are being relied upon to make substantial contributions directly.

Therefore, individual Christian Scientists are urged to recognize the potentials of this great opportunity and to join with us, effectively and fruitfully.

## SUMMATION

To show forth to the millions who will visit the World's Fair in 1964 and 1965 from far and near, the truths of Christian Science—clearly and convincingly.

To impress upon them the fact that here is the way to the true freedom—Freedom under God—which the world so sorely needs.

To prove to them that in Christian Science they can gain for themselves

- Freedom from fear
- Freedom from sickness
- Freedom from want.

This is our so-very-great objective.

We know that you will help toward its attainment—faithfully and freely.

## COUPON FOR INDIVIDUAL CONTRIBUTION

The Treasurer,  
Committee for Christian Science Activities,  
World's Fair 1964-1965  
551 Fifth Avenue, New York 17, N. Y.

Enclosed is my initial contribution of

\$ \_\_\_\_\_

toward the support of the Exhibition of Christian Science at The World's Fair in 1964-1965.

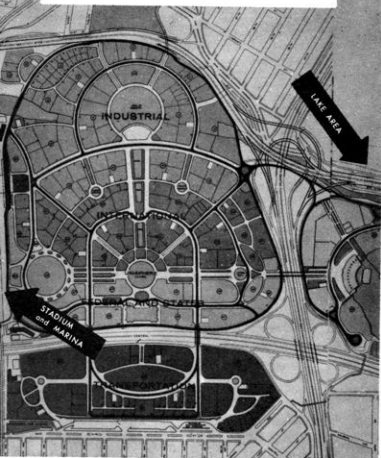
Name \_\_\_\_\_  
(please print)

Address \_\_\_\_\_


City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

(Not for transmittal of branch church funds)

MAP OF WORLD'S FAIR SHOWING LOCATION OF THE INTERNATIONAL SECTION SHOWN ON CENTER SPREAD.



© 1961. NEW YORK WORLD'S FAIR 1964-1965 CORPORATION.

*Symbol of Unisphere on front cover: presented by  United States Steel; copyright 1961 New York World's Fair 1964-1965 Corporation.*

Printed in U.S.A.