

Progress Report #1

ISSUED BY THE COMMITTEE FOR CHRISTIAN SCIENCE ACTIVITIES WORLD'S FAIR
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Artist's rendering of the Christian Science Pavilion at the 1964-65 New York World's Fair. The main exhibit building and smaller Reading Room structure are planned by Edward Durell Stone in seven-pointed design.

CONSTRUCTION TO BEGIN ON CHRISTIAN SCIENCE PAVILION

By **Mary Hornaday**

Staff Correspondent of The Christian Science Monitor

In keeping with Mary Baker Eddy's use of the seven-pointed star in *The Mother Church* in Boston (Pulpit and Press, pages 25: 17 and 42: 21), a committee of Christian Scientists, operating with the complete approval of The Christian Science Board of Directors, has appropriately chosen that design for the Christian Science Pavilion at the 1964-65 New York World's Fair.

The jewel-like building, set in a reflecting pool ornamented with 14 fountains, will house a dignified exhibit designed "to present Christian Science to the world through the latest and most modern means of communication," according to Hobson F. Miller, chair-

man of the Executive Committee for Christian Science activities at the Fair.

A ground-breaking ceremony for the building is scheduled to take place at Flushing Meadows on April 21, with Oct. 1, 1963 set as the target date for completion.

Crowning the pavilion will be a 35-foot translucent dome, letting daylight into the exhibit hall during the day and serving as a landmark when it is illuminated at night. The whole atmosphere of the building will be one of openness, radiance and light.

Edward Durell Stone, one of America's most noted architects,

(Continued on next page)

INITIAL STEPS TOWARD CHRISTIAN SCIENCE ACTIVITIES AT THE FAIR

The first steps toward a Christian Science Pavilion at the New York World's Fair were taken in the fall of 1960. With the approval of The Christian Science Board of Directors, an organizational meeting was held in Third Church of Christ, Scientist, New York. Representatives from all of the churches in the greater New York area were present to explore the many aspects of the project. The meeting approved the plan to enter the Fair with an exhibit appropriate to the Christian Science movement.

Because of the broad scope of the activity, a state committee, headed by a state chairman, was selected in every state east of the Mississippi River from names submitted by the State Committees on Publication. These state chairmen serve as liaisons between the Executive Committee for Christian Science activities at the World's Fair, and the churches and societies. Each church and society was asked to invite a member to serve as World's Fair Representative.

(Continued on next page)

Construction on Pavilion *(Continued from page 1)*

has designed the Christian Science Pavilion. A designer of beautiful buildings for over 30 years, Mr. Stone is especially famous for his designs of the U.S. Embassy in New Delhi, India, for the American pavilion at the Brussels World's Fair and the new North Carolina State Legislative Building. Critics have described him as departing strikingly from conventional modern architecture. Time Magazine has called him "the most versatile designer of his generation" and "most likely to inherit the place in American architecture Frank Lloyd Wright held."

Mr. Stone was instructed by the Executive Committee to design a building that would primarily furnish a place of peace and quiet in the midst of the bustling Fair grounds. This he has done, not only by the use of openness and light, but by leaving extensive open space for gardens and by setting the projected Reading Room apart in an adjoining building, corresponding in architecture to the main pavilion.

Desirable Location

The Christian Science building will occupy one of the most desirable locations on the World's Fair grounds. Situated in the International Section with many overseas exhibits close by, it has a plot of ground measuring 25,000 square feet. The two buildings take up 3800 and 1800 square feet, respectively, leaving the rest for park area, with carefully landscaped walks, benches and gardens. As landscape architect, Robert L. Zion of New York has been engaged. Mr. Zion is doing similar work on some of the biggest Fair exhibits, including the United States Pavilion, the Ford Motor Co. display and the New York State building.

The major skyride of the Fair, to be built by the Swiss Government, will take off just in front of the Christian Science Pavilion, affording riders a bird's eye view of the seven-pointed building with its glass tower. The sky view will be especially breathtaking at night when the tower is illuminated.

During the 180 days of the Fair in 1964, beginning April 22, and in the corresponding period in 1965, the exhibit will be manned by competent Christian Scientists, all of whom will be volunteers serving on a continuing basis. The building will be open to visitors from 10 a.m. to 10 p.m., seven days a week.

With Mr. Stone's plans nearly completed, an able team of Christian Scientists has been assembled to carry them out and to create the exhibits inside the pavilion. The building schedule calls for plenty of time for the team to complete its work with comfort and ease, unharrassed by the kind of last-minute rush that usually takes over at international fairs, often sending costs skyrocketing from overtime pay.

Contractors Appointed

General contractor for the building is Theodore L. Rubsamen and Co., Inc. Mr. Rubsamen is head of the company that has been

active in the construction field for 54 years, particularly in greater New York and on Long Island where the Fair will be located. Mr. Rubsamen has been a Christian Scientist all his life, and now attends First Church of Christ, Scientist, Freeport, New York.

The Freeport edifice, incidentally, was the Christian Science Pavilion of the 1939-40 World's Fair, which the Freeport Church bought for its building after the Fair closed.

High on the list of buildings which Mr. Rubsamen has built are savings banks and churches, many of them Christian Science churches.

Design of the Christian Science activities exhibit is in the hands of two men — Glenn H. Wegele, president and general manager, Display Studios, Inc., Pittsburgh, Penna., and David I. Johnson, vice president, Hadley Exhibits, Inc., Buffalo, N.Y.

Mr. Wegele has been a member of a Christian Science branch church since 1934 and has served as First Reader and as Christian Science Minister for the Armed Forces.

His firm services such well-known companies as the Aluminum Company of America, Pittsburgh Plate Glass Co., U.S. Steel Corp., Westinghouse Electric, and others.

Mr. Johnson is a graduate of Pratt Institute. He has designed exhibits on subjects ranging from housing to instrumentation for various government and private agencies. His contracts have included the Atomic Energy Commission; U.S. Agriculture Department; Department of Health, Education and Welfare; National Science Foundation; and the Defense Department.

In 1955 Mr. Johnson designed the U.S. Exhibit at the first international convention for the Peaceful Uses of Atomic Energy in Geneva, Switzerland. He also supervised the design of extensive exhibits at the Brussels Fair in 1958 for the National Science Foundation. Mr. Johnson is a member of The Mother Church.

As electrical and electronic contractor, B. Eichwald & Co., Inc. of New York has been retained. Bernard Eichwald conceived and erected the radio and television towers atop the Empire State Building. He also planned, installed, operates and maintains the complex electrical and electronic systems in the United Nations buildings in New York.

The Christian Science Board of Directors has given the Executive Committee access to the vast resources of the Manager of the Committees on Publication in Boston, De Witt John, to facilitate the preparation of exhibit materials.

All Christian Science activity for the New York World's Fair is currently being coordinated from the mid-Manhattan office of the Committee. Communications should be addressed to: Committee for Christian Science Activities, World's Fair, 1964-65, Suite 3213, 551 Fifth Ave., New York 17, N.Y.

FACTS ON INTERNATIONAL PARTICIPATION

The question has been asked, are fairs in the United States approved by the Bureau of International Expositions, and do they operate under its regulations? The answer is, No. The United States is not a signatory to this international agreement and only an act of Congress could validate B.I.E. membership and open the way for B.I.E. approval of U.S. fairs.

Meanwhile, any world's fair scheduled within our borders may receive unofficial sanction expressed through the participation of other nations.

Such unofficial approval for the New York World's Fair is evidenced so far by 64 nations to be represented in the International Area. They include both large and small nations, and represent every continent.

WORLD'S FAIR EMERGING

By Harry C. Kenney

Staff Correspondent of The Christian Science Monitor

There are [about 400] days in all to the opening of the New York 1964-1965 World's Fair on April 22, 1964, but at its Flushing Meadow park site work is proceeding as though the visitors were arriving tomorrow.

A sense of urgency pervades the atmosphere—the big push is on—as the international exhibit rapidly springs to life on the grounds where earlier world's fair history was made in 1939-1940...

At the Flushing Meadow administration building there is a busy rush of builders, engineers, architects, and exhibitor representatives finishing plans against a colorful background of the flags of participating nations and renderings of the varied state, industrial, and transportation pavilions already under construction.

Visiting dignitaries from other lands, many in their native costumes, give a United Nations atmosphere to the fair headquarters, as officials from every level of government, both here in this country and abroad, tour the grounds. Mr. Moses [president of the Fair] seems to be everywhere. He is the man most responsible for the advanced stages of progress. After talking with him, one gets the impression that when he says the fair will open at 10 a.m. on April 22, 1964, you had better rush right out for your advance tickets.

Figures about the fair are staggering. The pavilions which over 70,000,000 people will visit, from every corner of the globe, will cost upward of \$700,000,000. This figure does not take into account the highways to the grounds, nor the scores of millions of dollars to be spent for exhibits and personnel in the dozens of pavilions...

The world's industry, products, wares, and culture will be on display for all to see and enjoy. Besides this there will be entertainment. The extent and kinds of entertainment have been the subject of much debate. Mr. Moses is intent upon barring every type of risqué attraction.

What is known is that the lake area will be the site of the fair's center of entertainment. A major attraction, under the management of John Ringling North, is a continental circus featuring global talent in a one-ring circus so popular on the European continent.

Leon Leonidoff, stage director of the Radio City Music Hall, and Meyer Davis, noted orchestra leader will produce water and stage extravaganzas at the enlarged amphitheater where Billy Rose's Aquacade was enjoyed by so many visitors to the 1939 fair...

Other entertainment centers include the new 55,000-seat municipal stadium for athletic events of all nations, including some of the United States Olympic trials for the 1964 Olympiad to be held in Tokyo that year.

The spirit and the accomplishments of our nation will be appropriately pictured in the 32-acre federal and states area prominently headed by the \$17,000,000 federal pavilion now planning its "challenge to greatness" theme...

Chairman of the Executive Committee is Hobson F. Miller, and its members are: William Henry Alton, Herman J. Schmidt, George T. Sweetser, Fred M. van Eck, and John Orr Young. Sub-committee chairmen are as follows: Finance, J. Burwell Harrison; Communications, H. Victor Grohmann; Structure, James Stott Dawson; Program, Wallace R. Magill.

Initial Steps (Continued)

A subsequent meeting was held in Eighth Church of Christ, Scientist, New York City, June 7, 1962, for the presentation of ideas for Christian Science activities at the World's Fair. The meeting was tape recorded, and recordings have since been made available to branch churches.

By June of 1962 the organization was well established in states east of the Mississippi. Encouraging word was sent from The Christian Science Board of Directors in their letter to the Committee for Christian Science Activities World's Fair 1964-65, Inc., dated June 1, 1962. "We feel that you are carrying out the work in an appropriate manner and in a way that is representative of Christian Science. We assure you that your efforts in this respect have our support."

Although the financial provision for this activity is to come primarily from churches and societies in the eastern half of the country, the Executive Committee felt that there would be many individuals in the Field who would desire to give both their metaphysical and financial support. This consideration was concurred in by The Christian Science Board of Directors and officially stated in their letter to the Executive Committee of Feb. 18, 1963: "...we now approve your solicitation of any individuals you feel might be interested in giving financial support to the project, regardless of their location."

General Manager Named

In January, 1963, the Executive Committee named Gilbert A. Robinson of New York City as General Manager of the Christian Science Pavilion. Mr. Robinson is experienced in this field, having been Coordinator of the American National Exhibition in Moscow in 1959. He was responsible for and produced the United States exhibits in Turkey in 1956 and in Tunisia in 1958. He is a member of The Mother Church and of Eighth Church of Christ, Scientist, New York City.

The Executive Committee appointed several sub-committees to serve as its aides. All of these committee members are active in branch churches and societies. They have wide experience in finance, engineering, architecture, advertising, press, TV and radio and public relations, and have volunteered their services to the World's Fair project.

MEETING ANNOUNCED FOR JUNE 6, 1963

The Executive Committee announces a meeting in the interest of the Christian Science Pavilion at the New York World's Fair, to be held at 8 p.m. Thursday, June 6, 1963, in Fifth Church of Christ, Scientist, 9 East 43rd St., New York City, between Fifth and Madison Avenues. *This meeting is for those from states east of the Mississippi River.*

In addition, a *Workshop Meeting* is scheduled for 2:30 p.m. on June 6 in Fifth Church. This meeting is open only to state committee members and branch church representatives for Christian Science Activities at the World's Fair. The meeting will afford an opportunity for free discussion and for questions to be answered by the heads of the working team and by Executive Committee members.

With a total seating capacity of 1800 in the Fifth Church auditorium and Sunday School room, it will be impossible to accommodate all who would like to attend the evening meeting. Therefore, priority will be given to those who have served, and will continue to serve, most closely in the World's Fair activity in the Field. Heading this list are *state committee members and branch church representatives*. To the extent that seats are available, tickets will be issued by mail to the following other classifications:

- State Committees on Publication
- Assistant Committees on Publication
- Executive Board Members
- Reading Room Librarians (one per church)
- Christian Science teachers, practitioners, and nurses registered in the Journal
- College Organization representatives
- Delegates from Sunday Schools (one per church)

Husbands or wives of key workers will be accommodated to the extent possible.

The coupon below should be filled out and RETURNED TO THE NEW YORK OFFICE BY APRIL 30 for reservations. Please be sure to indicate under what classification you are applying.

Reception area. For the convenience of those who will attend the meetings a registration and reception area will be open all day in Fifth Church, beginning at 10 a.m. Limited check room facilities will be available.

Organ program. A special organ program will be given from 7:30 to 8 o'clock preceding the meeting.

To: Christian Science at the World's Fair
551 Fifth Avenue, Suite 3213
New York 17, N.Y.

Request for ticket for World's Fair meeting—Thursday, June 6, at 8 p.m.

PLEASE PRINT

Name _____

Address _____

From: _____

Church _____

College Organization _____

City and State _____

Classification under which you are attending the meeting: _____

If you are a state committee member or church representative, please fill out the following.

I (will) attend the Workshop Meeting on Thursday, June 6, at 2:30 p.m.
(will not)

FROM THE FINANCE COMMITTEE

In a setting in which material science and religions will be impressively presented it is imperative, today, that God's Science be appropriately and dynamically presented. The most advanced techniques of audio and visual presentation will be used throughout the Fair, and so Christian Science must be presented to mankind in the same language of the day—with the dignity befitting the message.

Building an exhibit that will offer Christian Science to those whose mental doors are open, and help to open mental doors now closed, is one of the rare opportunities of our generation.

The total expenditure for the Fair by all concerned will exceed \$1,000,000,000 for the site preparation, buildings, exhibits and two-year operation. Various individual pavilions will cost as much as \$25,000,000, with religious pavilions budgeted up to \$6,000,000. The final budget of \$809,000 for the Christian Science Pavilion submitted to The Christian Science Board of Directors, is relatively modest. It is, however, completely adequate. The Christian Science Pavilion will be one of the architectural gems at the Fair—the message will be presented in an atmosphere of dignity, light and peace.

The building of the Original Mother Church was the first movement-wide project to which Christian Scientists put their unified and collective shoulder. In the "Dedicator Sermon" Mary Baker Eddy said, "There was no urging, begging or borrowing; only the need made known, and forth came the money, or diamonds, which served to erect this 'miracle in stone'."... (Pulpit and Press, page 8)... "only the need made known."

Gratitude for Christian Science is as great today as when movement-wide support built and paid for the Original Mother Church, the Extension, and the Publishing House, while they were being built. We conclude therefore, that in the proven method by which all things important to the mission of our movement have been provided, the Christian Science Pavilion and its Exhibit will be paid for through adequately making the need known to the members and attendants of our churches—those who have reason to be grateful to Christian Science and, out of gratitude, wish to take part in this Gospel-spreading mission.

By special communication to the Committee, The Christian Science Board of Directors has stated that interested individuals throughout the Field, wherever located, may avail themselves of the opportunity—the privilege—of supporting this activity metaphysically and financially. However, it has also been stipulated that only the churches east of the Mississippi should be invited to make regular contributions of money from church funds. This latter stipulation is made because, it will be recalled, the churches west of the Mississippi officially supported the Christian Science Exhibit at the Seattle Fair in 1962.

To achieve its mission the presentation of Christian Science at the New York World's Fair 1964-1965 must rise above mere human activity to the level of scientific demonstration. This applies to its financing as well as to any other aspect of the program. To be demonstration, this project must be accomplished from **additional giving** which deprives no other essential activity of rightful support. "Christian Science at the World's Fair" is an activity related to spreading the Gospel. However, for donors to divert funds from their regular contributions to churches, from other authorized activities, or from proven worthwhile services for Christian Scientists, would constitute a transfer of funds rather than a demonstration of supply.

Our Pavilion will be under construction from April to October, and will be paid for by the time it is finished in October, 1963. During this period expenditures will exceed the normal monthly flow of funds from churches by about \$400,000.

It is therefore during this important period—April through October, 1963—that a constant flow of individual contributions, *small and large*, will be essential.

J. BURWELL HARRISON
Chairman, Finance Committee

FAIR PREPARING FOR RECORD CROWDS

Seventy million people — probably a conservative estimate — will visit the forthcoming New York World's Fair during the two exposition seasons in 1964 and 1965. At least 25,000 other people must be employed at the Fair grounds between now and late 1965 to build, maintain, operate, and restore to pristine parkhood the site of what may be the greatest exposition in history.

The hordes of anticipated visitors are the equivalent of the combined population of Chicago, Philadelphia, San Francisco, Los Angeles, Detroit, Pittsburgh, St. Louis, Cleveland, Seattle, Dallas, Atlanta, Boston, London, Paris, Moscow, Hong Kong, Rome, Leopoldville, Brussels, Dublin, Glasgow, plus every man, woman and child in Greece, Netherlands, Norway, Austria, Sweden and Denmark.

Obviously, they will create a tremendous demand for transportation, lodging, eating places and recreation. Even now new highways are under construction in Long Island, hotels and motels spring up like dandelions, huge stores open branches and the three fastest growing counties in the nation spruce up to fill their role as international hosts. The by-products of such activity must necessarily affect the world's economy in a positive way.

Five Areas at Fair Grounds

The Fair is divided into five areas — International, Federal and States, Industrial, Transportation, and the Lake or entertainment center. The listing may well be in the order of importance at least as far as the top spot is concerned, for this Fair's purpose is Peace Through Understanding, and its officials feel that lasting peace may best be achieved through an exchange of ideas made possible in a huge exposition such as this one.

It is expected that some sixty-five flags will fly over Flushing Meadow Park, where, in effect, an "instant world tour" will be offered within the confines of a 1,740,000 square-foot International Area.

Most of the states will join the Federal Government to place their best feet forward for their warmly welcome guests from 'round the world.

In the Industrial Area, the corporate giants will provide priceless entertainment, just as they do on television, to attract their share of what is termed by some "the greatest box office in history." The Bell System, duPont, General Electric, Travelers Insurance and the other great names of commerce and industry must vie with General Motors, Ford, Chrysler and other exhibitors in the **Transportation Area to hold the attention of a crowd heaven-bent for fun and painless education.**

The world's great religions will be represented in rent-free sites. The Christian Science Pavilion will be located in the International Area, while nearby will be the only other religious pavilion in this Area, that of the Vatican which will feature Michelangelo's "Pieta." The Protestant Council, the Church of Latter Day Saints, the Synagogue Council of America, and other religious pavilions will be in adjacent areas of the Fair grounds.

The Lake Area, while specifically geared to entertainment as such, will be merely another fun-filled and educational sector. Rides on land and water, the Continental Circus, a great theatre, the Leonidoff-Meyer Davis shows in the Amphitheatre and similar attractions all point to fun along with learning. The wax museum will display historical tableaux and the American Indian Pavilion will portray the beginnings of our nation.

All in all, the Fair will provide fun and education in fairly equal portions and in sufficient quantity and quality to satisfy even the hungriest and most discerning visitor.

April 21, 1963 Ground Breaking for Christian Science Pavilion

The ground breaking ceremony for the Christian Science Pavilion will take place Sunday, April 21, 1963, at 3 p.m. in the International Area of the Fair grounds. Taking part in the ceremony will be Ralph Wagers, President of The Mother Church, Robert Moses, President of the New York World's Fair Corp., and Edward Durell Stone, architect of the building.

Members of Boards of Trustees and World's Fair Representatives of branch churches and societies within a fifty-mile radius of New York City are invited to participate in the ceremony, and invitations are also being extended to World's Fair Chairmen in the twenty-seven states east of the Mississippi.

It is expected that many Christian Scientists in the area will be on hand to view this ceremony which officially launches the construction of the building at the Fair.

BUILDINGS TAKE SHAPE

Exhibitor construction at the New York 1964-1965 World's Fair is now in full swing with over thirty pavilions under way and another seventy-five to break ground this spring. There will be more than 200 pavilions when the Fair opens on April 22, 1964.

More than 7,000,000 man-hours of work have been performed at the World's Fair site and on related highway approaches, with over 20 recent groundbreakings and major construction progress continuing.

Among the exhibitors evidencing marked progress are the Bell System, Coca-Cola, duPont, Electric Power and Light, Ford, Gas Inc., General Electric, General Motors, I.B.M., Kodak, New York State, the Pavilion of American Interiors, The Port of New York Authority Heliport, Transportation and Travel, Traveler's Insurance, U.S. Steel. Many others more recently started are in the foundation stages and establishing utility connections. In all, over thirty exhibitors are at work at their pavilion sites, with New York State and Hawaii leading off in the Federal and States Area and the Republics of China and Indonesia following in the International Area.

Nearly all of the World's Fair utilities work, totaling over \$8 million in value, is in place underground and available for exhibitors. Fourteen miles of water distribution mains, twenty-two miles of drainage and sewage lines and 150 miles of the underground high voltage electric distribution system have been completed.

Construction has begun on the 200-seat Assembly Pavilion designed to remain as a permanent feature of Flushing Meadow Park. The open-air structure, roofed to protect audiences from rain and sun, will have complete stage facilities for free entertainment and will serve as the center of many Fair activities.

The Fair Housing Bureau has signed agreements with 350 establishments with nearly 100,000 rooms — virtually every transient hotel and motel in New York City and its environs — thus insuring Fair visitors a wide choice of housing in all price ranges. Prices will be held to normal levels during the Fair.