

STATE EXHIBITS

EXHIBIT

Alaska, State of

AUTHORIZED REPRESENTATIVE

Mr. Morris Ford, Director  
 Travel Division, Department of  
 Economic Development & Planning  
 Post Office Box 2391  
 Juneau, Alaska  
 907 JU 6-5284

CONTRACT SIGNED

December 18, 1962

ADMISSION

Free

CONTRACTOR

F. D. Rich  
 Stamford, Conn.

LOCATION

Block 41; Lot 4  
 State Area

AREA

32,277 sq. ft.

ARCHITECT

Olson and Sands  
 Post Office Box 2331  
 Juneau, Alaska  
 and  
 Mr. Gordon Mandeville  
 Mandeville and Burge  
 500 Union Street  
 Seattle 1, Washington  
 206 MU 2-1020  
 and  
 Mr. Walter Stengel  
 343 Manville Road  
 Pleasantville, New York  
 914 RO 9-5443

FEATURES

The Alaska Pavilion will be an enlargement of its highly successful Seattle Exhibit. Visitors will pass through various introductory exhibits showing recreation, industry and Alaska's way of life. The main feature of the exhibit will be a large animated panorama of the state and a reproduction of the aurora borealis. There will be a totem pole display outside the pavilion.

CALIFORNIA

EXHIBIT

California, State of

AUTHORIZED REPRESENTATIVES

Mrs. Herman Ridder, President  
California World's Fair Corp.  
5649 Sorrento Drive  
Long Beach 3, California  
213 GE 8-4488  
and  
Mr. George Murphy  
George Murphy and Associates  
780 North Gower Street  
Hollywood 38, California  
213 HO 9-5911

CONTRACT

Not signed

LOCATION

Block 38; Lot 1  
State Area

AREA

75,373 sq. ft.

ARCHITECT

Welton Becket and Associates  
300 Park Avenue  
New York 22, New York  
PL 1-1540

STATUS

Governor Brown signed the enabling legislation for the Golden California Exhibit in June, 1963. The exhibit is expected to consist of two buildings.

# FEDERAL PAVILION

## EXHIBIT

United States Exhibit

## AUTHORIZED REPRESENTATIVE

Mr. Norman K. Winston  
United States Commissioner  
for the Federal Pavilion  
United States Commission -  
New York World's Fair, Rm. 5896  
Department of Commerce  
Washington 25, D.C.  
202 DU 2-3956

## NEW YORK OFFICE

Mr. Norman K. Winston, Commissioner  
and  
Mr. James J. Lyons, Deputy Commissioner  
and Liaison officer with Fair  
60 West 49th Street  
New York 20, New York  
LT 1-6610

## CONTRACT SIGNED

August 28, 1962

## LOCATION

Block 36; Lot 1  
State Area

## AREA

196,349 sq. ft.

## ARCHITECT AND DESIGNER

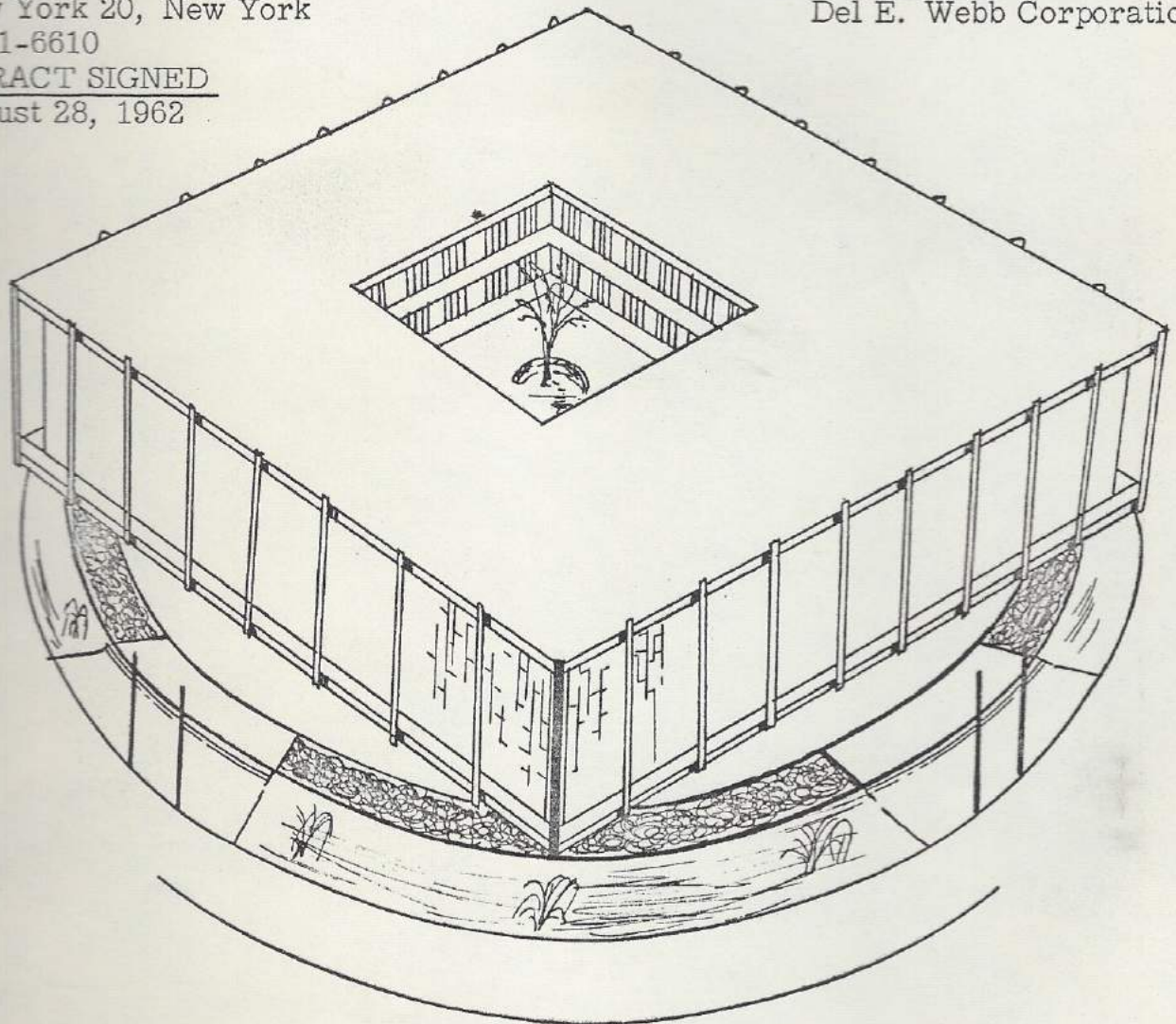
Mr. Donald Wilcox  
Charles Luckman Assocs.  
9220 Sunset Blvd.  
Los Angeles 69, California  
213 CR 4-7755

and

Charles Luckman Assocs.  
680 Fifth Avenue  
New York 19, New York  
JU 6-1970

## CONTRACTOR

Del E. Webb Corporation



## FEATURES

Ground was broken on Friday, December 14, 1962, by President John F. Kennedy

FEATURES - cont'd

for the Federal Pavilion. On July 27, 1962 when President Kennedy signed the bill appropriating \$17,000,000 for the Pavilion, he stated "that the theme 'Challenge to Greatness', proposed by a citizens' committee established by Secretary of Commerce Luther Hodges, will enable us to present to the world not a boastful picture of our unparalleled progress, but a picture of democracy - its opportunities, its problems, its inspirations and its freedoms."

The Federal Pavilion will cover more than a city block and will seemingly "float" 18 feet above the ground on four supporting columns. Its two exhibit floors, of almost 150,000 square feet will handle 40,000 visitors daily. As high as an 8-story building, the building's exterior wall will be fabricated from thousands of vari-colored glass pieces that will reflect sunlight during the daylight hours and glow with interior light at night. The enclosed Garden Court will function as a central meeting place with access to all exhibits. It is exposed to the sky, yet protected on four sides by the inner walls of the Pavilion. It will provide an oasis of peace and quiet from the noise and bustle of the Fair.

Cinerama Camera Corporation will design and operate a combination film and three-dimensional exhibit for the Pavilion.

This exhibit will depict the "Pioneer Spirit of America" past, present, and future and will be installed on the second floor. A specially designed vehicle will enable 3,000 visitors to view the exhibit each hour.

FEDERAL AND STATE EXHIBITS, OFFICE OF

WILLIAM E. POTTER, Executive Vice President

MICHAEL R. PENDER, Deputy to Executive Vice President  
and Director of State Exhibits

F. J. McCARTHY, Special Representative

PHYLLIS BURKE, Administrative Assistant

FUNCTIONS AND RESPONSIBILITIES

This office is in charge of Federal, State and City participation in the Fair.

Contact is maintained with each of these exhibitors throughout the United States.

Plans for special state days for all 50 states are coordinated through this office.

EXHIBIT

Florida, State of

AUTHORIZED REPRESENTATIVEMr. Comer Kimball, President  
andMr. William Stensgaard,  
Executive Director  
Florida World's Fair Authority  
307 Poincianna Plaza  
Palm Beach, Florida  
305 833-3886PUBLIC RELATIONS AGENCYMr. Jack Waugh  
Hank Meyer Associates, Inc.  
609 Fifth Avenue  
New York, New York  
EL 5-2740CONTRACT SIGNED

August 15, 1962

ADMISSION

Free

PORPOISE SHOW

Adults \$2.00

Children \$1.00

(under 12)

LOCATION

Block 59; Lot 1

Lake Amusement Area

AREA

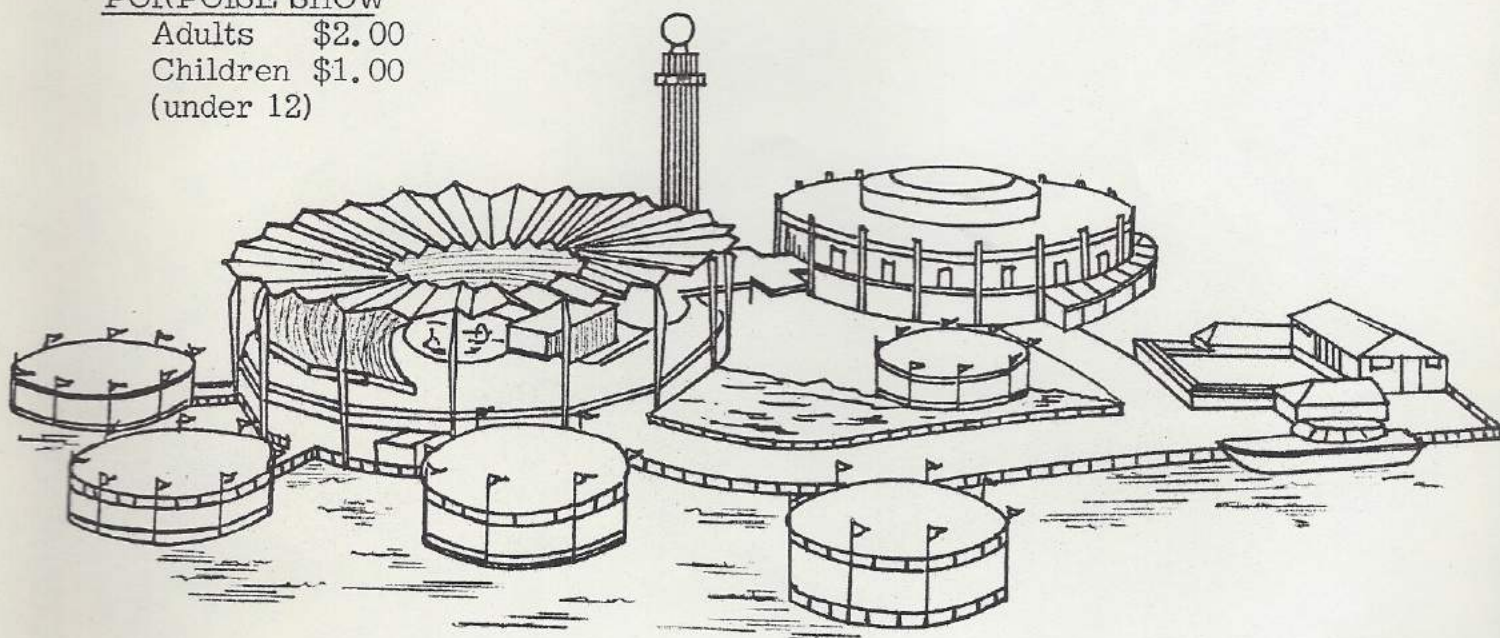
116,146 sq. ft.

ARCHITECTSMr. Edward Grafton  
Pancoast, Ferendino, Skeels,  
Grafton and Burnham  
25-75 South Bayshore Drive  
Miami 33, Florida  
305 HI 4-6518

and

Connell, Pierce, Garland,  
and Friedman  
315 NW 27th Avenue  
Miami, Florida  
305 NE 5-0606CONTRACTOR

George A. Fuller

FEATURES

The Florida Pavilion, situated on Meadow Lake, will be a complex of buildings to show Florida's history, current and future potential for living, vacationing, industrial development and cultural pursuits. A one hundred-ten foot citrus tower, a spectacular porpoise show, two model Florida homes and a large exhibit hall will be featured.

FEATURES (cont'd)

The entire area will be landscaped with semi-tropical vegetation, pools and fountains simulating Florida living.

The 110 foot citrus Tower topped with a giant orange which lights up at night, will be the landmark of the Florida exhibit. Near the top of the tower, a sign, 24 feet long and 3 feet wide, will spell out Florida on each side. The circular building, 50 feet in diameter at the base of the tower will be occupied by the Minute Maid Company.

A beautiful 250 foot long bridge called "Bridge to the Keys" will lead to the two model retirement homes. These homes will be furnished and set in a Florida landscape of grass, shrubs, palm and citrus trees. They are two bedroom models, priced at about \$12,000.

Florida will also present the first live porpoise show ever seen at any international exposition. Ten shows will be given daily in a 1,600 seat theatre.

Wellman-Lord Engineering, Inc. will have several scale models of phosphate chemical plants to demonstrate the chemical process and show how raw materials are produced and the finished product obtained.

Patricia Murphy will have a gift shop in the exhibit.

EXHIBIT

Hawaii, State of

AUTHORIZED REPRESENTATIVE

Mr. James K. Kealoha  
Executive Director  
Hawaii World's Fair Commission  
P. O. Box 195  
Honolulu, Hawaii

EXHIBIT MANAGER

Mr. Leslie Levi  
Ivel Construction Corporation  
53rd Street and First Avenue  
Brooklyn 32, New York  
HY 2-3730

CONTRACT SIGNED

August 29, 1962

ADMISSION

25¢

LOCATION

Block 55; Lot 2  
Lake Amusement Area

AREA

121,696 sq. ft.

ARCHITECT

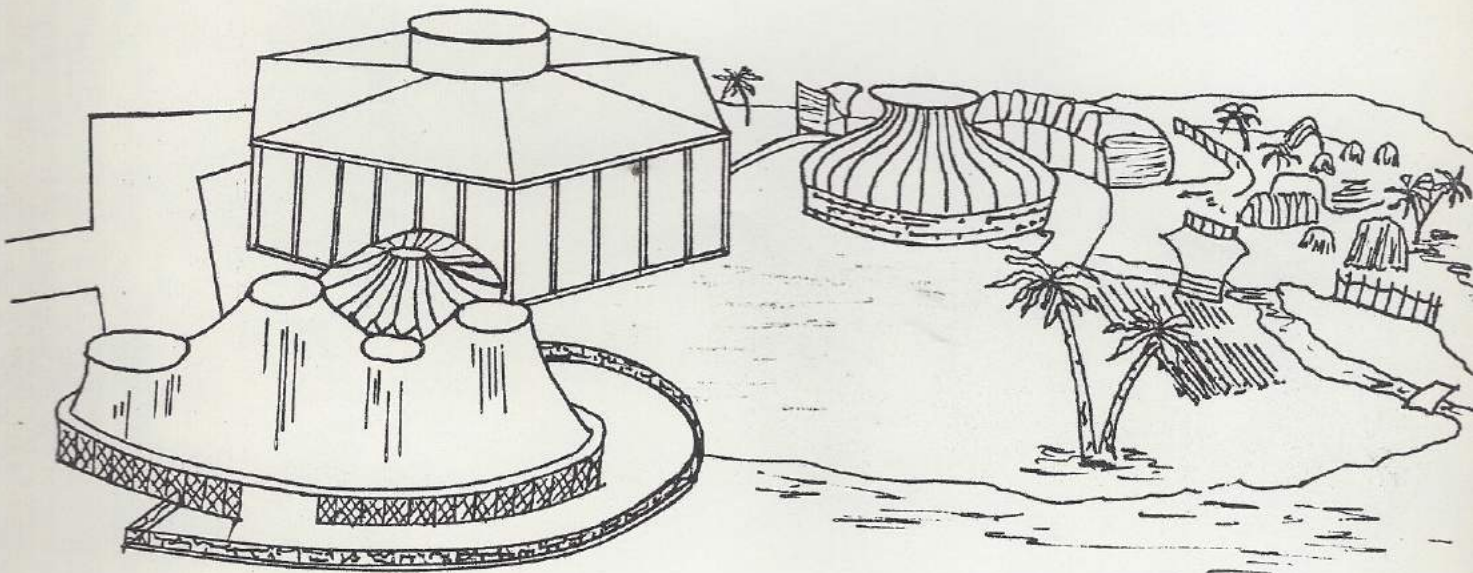
Reino Aarnio  
244 Madison Avenue  
New York 16, New York  
OR 9-1530

DESIGNER

Mr. Lothar P. Whitteborg  
114 East 40th Street  
New York 16, New York  
TN 7-9380

CONTRACTOR

Gilbane Building Company

FEATURES

The Hawaiian Exhibit with a hundred feet of water frontage, has been designed to display the utmost of the beauties of this Pacific Paradise. The theme of the exhibit is "Aloha".

Akua Tower: At the northwest corner of the site the Akua or Tiki Tower is 80 feet high and will have a traditional Hawaiian design facing in two directions. Fifty-five feet above the base and surrounding the tower is a ring of six flaming torches. Thirty feet from the base is a ring of ceremonial Kahili standards illuminated at night in a pattern of tiny spots of light.

Aloha Theme Pavilion: The columns of the Aloha Theme Pavilion will rise from a reflecting pool crossed by a bridge at its entrance. The entrance will have an impressive 20 foot waterfall and a Ku figure from Polynesian mythology. This building will contain exhibits tracing the history of Hawaii from the arrival of the Polynesian people

FEATURES -Cont'd

a thousand years ago, through the arrival of British Captain James Cook in 1778, the coming of the missionaries, the establishment of the Hawaiian monarchy in 1810 and its history through 1893. The historical development of Hawaiian agriculture will also be traced in this building and the influx of Chinese, Japanese, Filipinos, Portuguese and Americans to the islands will be portrayed. The present-day sociological harmony of Hawaii will be graphically portrayed throughout as part of the overall "Spirit of Aloha" which will govern the exhibit. Hawaiians of various national and ethnic derivations will be depicted in government, industry, agriculture, education, civic associations and all other walks of life. Other exhibits will include the story of government and statehood, Hawaii's role as a bastion of U.S. defense in the Pacific, the cultural life of Hawaii and the current development of new "think industries" in the state.

Tourism and Industrial Exhibits: The visitor will approach this area by means of an elevated walkway. Here they will find color visuals showing the wonders of Hawaii and exhibits portraying tourism and travel with a Hawaii Visitors' Bureau information booth. Various Hawaiian industries and businesses will contribute to this part to communicate the healthy growth of business and industry in Hawaii and the opportunities there for future industrial and commercial development.

Hawaiian Restaurant: The Restaurant of the Five Volcanoes and the Lava Pit Bar will occupy approximately 10,000 square feet of space and will serve Hawaiian specialties in an authentic style and setting. It will have a seating capacity of 500. There will also be a Sandwich Isle Bar, a snack bar for Hawaiian specialties such as fresh pineapple sticks and juice, Kona coffee, teriaki steaks, fresh papaya and papaya juice, passion fruit and macadamia nuts. In addition, the famous pageantry feast of Hawaii, the Luau, will be featured on Tuesdays, Wednesdays, Thursdays and Sundays. The colorful and unique Luau will include the festive dinner of imported fruits and foods and all the rum punch one can drink, together with the re-enactment of ancient Hawaiian rituals and Polynesian entertainment.

Hawaiian Shops: The Hawaiian Exhibit will also have a series of five shops accessible from the main roadway and also from within the exhibit area. Hawaiian merchandise such as arts and crafts, fabrics and fashions, foods and flowers and a decorator shop will be featured in this area.

Ancient Hawaiian Village: An ancient Hawaiian Village, similiar to the popular Ulu Mau Village in Honolulu will be constructed directly behind the Hawaii shops and fronting on Meadow Lake. Lei, tapa, hat, quilt, feather and wood crafts will be demonstrated in this village as will the making of poi. There will be a staff of 14 men in the village and six canoe operators.

Aloha theatre: Performances of Hawaiian music and dance will take place at intervals during the day and evening in the Aloha theatre adjacent to the Ulu Mau Village and the industrial exhibits. The theatre will be situated on a man made peninsula facing the water and will be reached by means of walkways over a canal. The estimated seating capacity will be from 800 to 1,000 seats; while the stage on a man made island off shore, will afford excellent sight-lines for all seats in the Aloha theatre. This stage will also lend itself to fashion shows and other special events.

The Hawaiian exhibit will be generously landscaped with plants and flowers indigenous to Hawaii. A man-made, 20 foot waterfall at the entrance to the Aloha Theme Building will supply a small river which will weave its way through the grounds to Meadow Lake. Torches will be used liberally outdoors throughout the grounds to lend further genuine atmosphere to the exhibit.

EXHIBIT

Hollywood - California

AUTHORIZED REPRESENTATIVE

Mr. Lee Savin, Vice President  
 George Murphy and Associates  
 Entertainment Industries, Inc.  
 9229 Sunset Boulevard  
 Hollywood 69, California  
 213 273-6282

FAIR CONTACT

Mr. Michael Pender

CONTRACT SIGNED

August 2, 1963

LOCATION

Block 38; Lot 1  
 State Area

AREA

75,375 sq. ft.

ARCHITECT

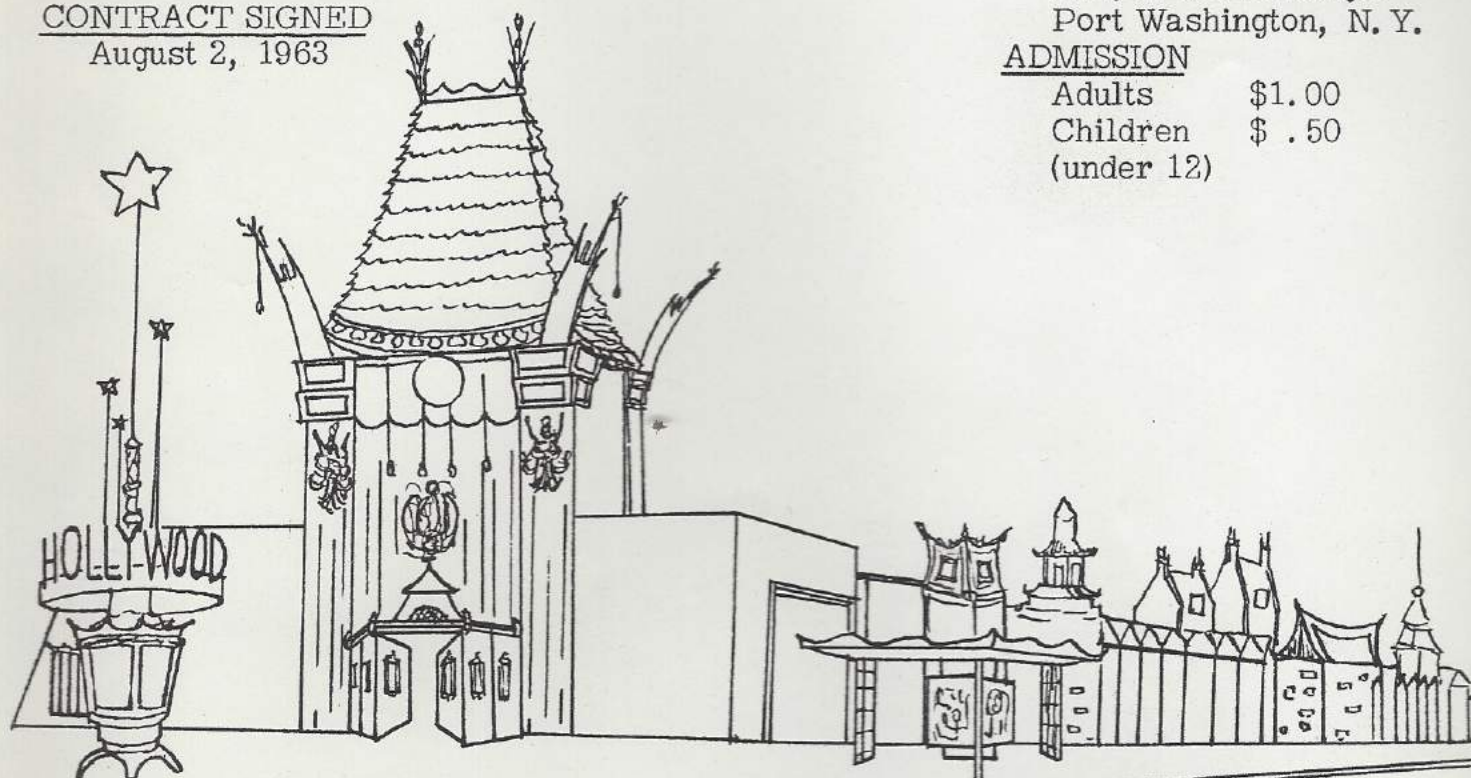
Mr. Randall Duell  
 P. O. Box 191  
 Arlington, Texas

CONTRACTOR

Sawyer and Dolfinger  
 Port Washington, N. Y.

ADMISSION

Adults	\$1.00
Children	\$ .50
(under 12)	

FEATURES

The glamorous movie industry will be shown to Fair visitors at the Hollywood USA Pavilion. The visitor will enter the exhibit through a reproduction of the façade of Graumann's Chinese Theatre in Hollywood. The sidewalk will have hand and foot prints of the movie stars.

Inside, the visitor will view many of the sets used in recent films including "My Fair Lady", "Cleopatra", "West Side Story", "The Greatest Story Ever Told", etc. The many facets of moviemaking will be shown, such as wardrobe, make-up, lighting and film techniques. In the center there will be a museum of many of the mementos of the movie industry.

Live filming will take place in a small amphitheatre in the Pavilion. Hollywood personalities will make personal appearances in the exhibit.

Included in the exhibit will be a Sunkist citrus display and a restaurant operated by the A and W Root Beer Company.

EXHIBIT

Illinois Pavilion

AUTHORIZED REPRESENTATIVE

Mr. James Cassin  
 Director, Illinois Pavilion  
 160 North LaSalle South, Rm. 533  
 Chicago 1, Illinois  
 312 FI 6-2000

FAIR CONTACT

Mr. Michael Pender

CONTRACT SIGNED

September 12, 1962

ADMISSION

Free

LOCATION

Block 35C; Lot 1  
 State Area

AREA

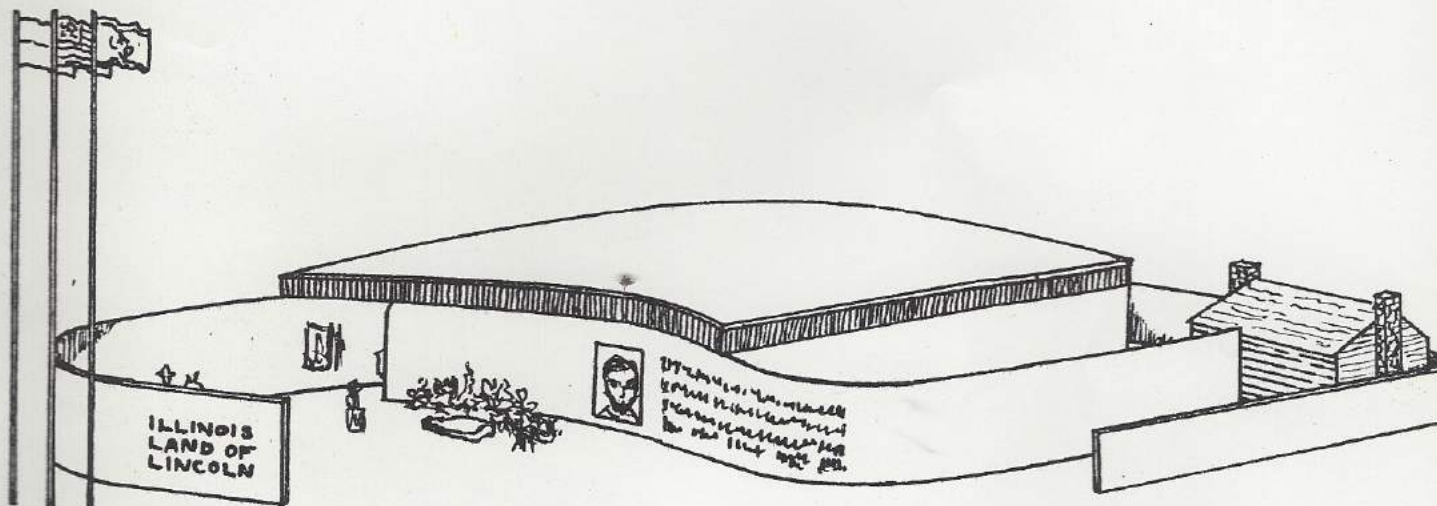
55,540 sq. ft.

ARCHITECT

Mr. Bruce Graham  
 Skidmore, Owings & Merrill  
 30 West Monroe Street  
 Chicago, Illinois  
 312 FI 6-6161

CONTRACTOR

George A. Fuller Construction Co.

FEATURES

Exterior: Illinois brick, low profile, and smooth, un-interrupted continuity of lines make the Illinois building a reflection of the Prairie State and the simplicity of Mr. Lincoln. The words of Lincoln in raised letters on the brick walls appear to support the building. The exhibit will explain why Lincoln continues to grow in Illinois political philosophy, cultural inheritance, social and moral consciousness, and economic development. The exhibit will feature the present day virtues of the state in industry, education and recreation.

Entrance Courtyard: The entrance courtyard which leads the way into the Pavilion will contain a monumental photo portrait of Lincoln, a new equestrian statue of the

FEATURES -Cont'd

young Illinois lawyer by Anna Hyatt Huntington and a relief map of the state watched over by the famous Borglum "shiny nose" head of Lincoln.

Lincoln Exhibit Hall: The Lincoln Exhibit Hall features a giant panorama projection story of Lincoln, displays of Lincoln artifacts, the complete Lincoln photo collection, and will have regularly scheduled Lincoln exhibits from all over the world. On the east side of the hall the visitor will stop at the Gettysburg Address Alcove which will contain the Illinois owned original manuscript of the Address, equipped with multi-language listening devices for the international audience.

Lincoln Theatre: "Great Moments with Mr. Lincoln", a 10 minute production which dramatizes the personality and philosophy of the Prairie President will be presented by Walt Disney's WED Enterprises. This unique dramatization will use newly developed techniques of three dimensional animation, called, "Audio-Animatronics", in a life-like figure of Abraham Lincoln to recreate the words and thoughts of Illinois' famous son.

Illinois Exhibit Hall: The Illinois Exhibit Hall will have examples of Illinois leadership in the arts, sciences, commerce, education and recreation.

Historical Reference Library: The Library will contain important books and documents which will be available for use in the reading room.

Special Exhibit Courtyard: Specific displays will treat elements of the Illinois story that best exemplify the state's advantages.

Tourism Center: The Tourism Center gives a sampling of the vacation pleasures in Illinois. A restoration of the Rutledge Tavern of New Salem will be in full operation as it is at the State Park, showing life during Lincoln's early Illinois years.

Special Exhibit Garden Area: The visitor can view the Special Exhibits Garden at his leisure or rest on one of the many benches placed in the area.

EXHIBIT

Louisiana, State of

LOUISIANA

AUTHORIZED REPRESENTATIVE

Mr. Thomas J. Lupo  
World-A-Fairs Corporation  
990 Kenilworth Street  
New Orleans 24, Louisiana  
504 486-3773

CONTRACT SIGNED

June 4, 1963

LOCATION

Block 42; Lot 3  
State Area

AREA

123,078 sq. ft.

ARCHITECT

Saputo and Rowe  
501 Jefferson Davis Parkway  
New Orleans, Louisiana  
504 HU 6-6501

STATUS

Governor Davis appointed a Louisiana World's Fair Commission in February 1962, with Mr. James Reily as Chairman. The agreement for a three acre site was signed by Mr. Thomas J. Lupo, the State's officially designated representative. The Pavilion will house exhibits of the State's culture and history, and will feature a section reproducing part of the Vieux Carrée of New Orleans, a children's center and a fashion display.

## EXHIBIT

Maryland, State of

MARYLAND

## AUTHORIZED REPRESENTATIVE

Mr. C. Elmer Nolte, Jr., Chairman  
Governor's Advisory Committee  
Arcade Theatre Building  
5436 Harford Road  
Baltimore 14, Maryland  
301 HA 6-4410

and

Mr. Robert Filliettaz  
Executive Director  
1123 North Eutaw Street  
Baltimore, Maryland  
301 LE 9-1964

## CONTRACT SIGNED

June 14, 1962

## ADMISSION

Free

## LOCATION

Block 35A; Lot 5  
State Area

## AREA

35,951 sq. ft.

## ARCHITECT

Tatar & Kelly, Architects  
and

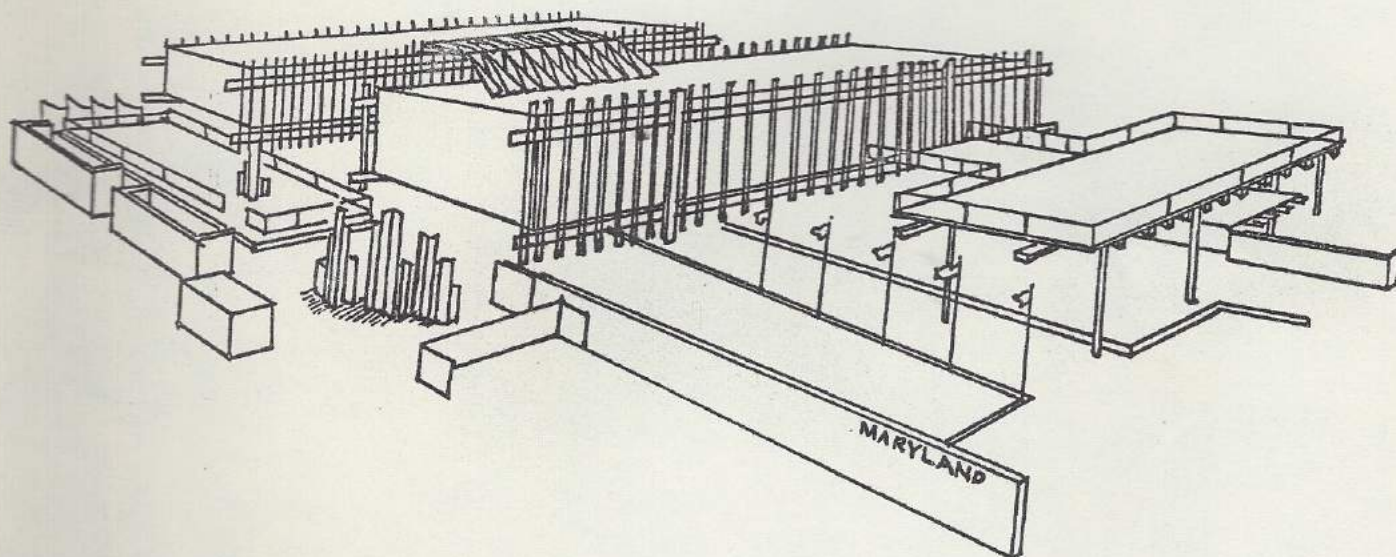
Van Fossen Schwab, Assoc. Arch.  
520 Light Street  
Baltimore 2, Maryland  
301 727-6684

## DESIGNER

Carreiro Industrial Designers  
1426 Spruce Street  
Philadelphia 2, Pennsylvania  
215 KI 5-2909

## CONTRACTOR

Baltimore Contractors, Inc.



## FEATURES

The Maryland Pavilion, a two story structure, is designed to provide a citadel for a display of the state's past, its present, and its future. The pavilion will incorporate a fisherman's wharf, a theatre, an exhibit area, a pool and a lounge and restaurant.

Fisherman's Wharf: To the right of the main entrance, a fisherman's wharf will be built largely of the same creosoted wood planking used in Maryland wharf construction. The wharf will offer a selection of crab cakes, fried chicken, ham, clams and beverages for snacks and light eating.

Pool: On the left of the entry way is a rectangular shaped pool. The pool is extended underneath the entry walk and wharf just far enough to give the illusion that water runs completely beneath. To symbolize the Chesapeake Bay, the pool is to be lined at the bottom with oyster shells and objects associated with Maryland waterways.

FEATURES (cont'd)

Theatre: In the theatre, every six minutes, there is to be a dramatic motion picture presentation of the Battle of Fort McHenry during the War of 1812. The movie will depict the writing of the words of the "Star Spangled Banner" by Francis Scott Key. Exits from the theatre take the audience into a brick concourse where the main exhibits are to be displayed.

Exhibit Areas: The introductory portion of the exhibit will include models of the "Ark" and "Dove", the two boats which carried 200 of Maryland's original settlers to its shores in 1634; the original document containing The Acts of Toleration; the original oil painting of General Washington resigning his commission of the State House, and a model of 189 year old state capital building.

Among the other sections are: Models and photographs of Chesapeake Bay and an aquaria depicting ships of the bay; engravings, photographs and original art work showing the facilities and advantages of the port, and a photographic trip through Maryland. The "Future" will be a selected panorama of what the city of Baltimore will look like when the rebuilding, rerouting and renaissance becomes a reality. Near the end of the exhibit area, there will be a concession stand where souvenirs of the state and mementos of its heritage will be sold.

Restaurant and Lounge: Housed in twin rectangular units, the lounge and dining areas are bridged by an open cross walk made of wood decking. A faceted awning between the units will diffuse the Maryland colors found in the canopy into the exhibit areas below. The restaurant will serve traditional Maryland dishes for which the state is noted. Menus, prepared to interest the uninitiated and delight the gourmand, are to feature seafood, poultry, ham, baked foods and desserts. An abstract painting of the Maryland flag executed in color plastic will be exhibited in the restaurant.

Suspended above the bar is to be a wood grid ceiling containing stained glass set into the apertures. An opaque paneled wall running the length of the room behind the bar and lounge will serve as a backdrop for a photographic exhibit.

EXHIBIT

Minnesota, State of

AUTHORIZED REPRESENTATIVE

Mr. James Kaufman, President  
North Star World's Fair Corporation  
North Star Center, Suite 169  
Minneapolis 2, Minnesota  
612 339-6081

CONTRACT SIGNED

March 7, 1963

LOCATION

Block 43; Lot 1  
State Area

AREA

46,296 sq. ft.

ARCHITECT

James R. Dresser & Associates  
228 Hawthorne Road  
Hopkin, Minnesota  
612 WE 5-6501

FEATURES

The Minnesota Exhibit will acquaint visitors with the outdoor aspects of Minnesota life. There will be a number of open pavilions for state and industrial exhibits. Water displays and ice fishing will also be featured.

EXHIBIT

State of Missouri

AUTHORIZED REPRESENTATIVE

Mr. James Beisman  
Exhibit Manager  
Missouri World's Fair Commission  
915 Olive Street  
St. Louis 1, Missouri  
314 MA 1-5771

CONTRACT SIGNED

May 18, 1962

LOCATION

Block 41; Lot 1  
State Area

AREA

55,998 sq. ft.

ARCHITECTS

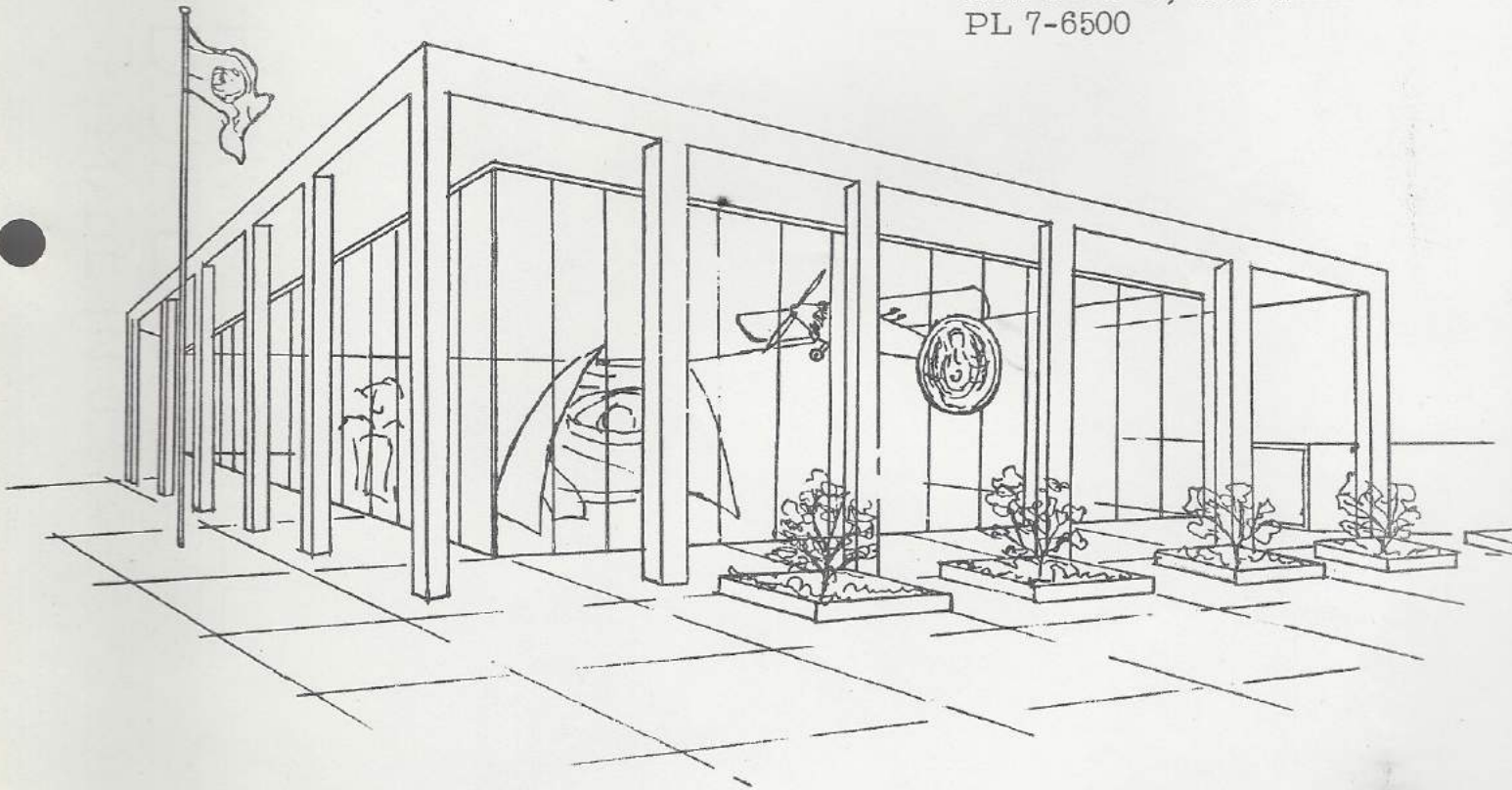
Kivett & Meyers  
1016 Baltimore Avenue  
Kansas City 5, Missouri  
816 VI 2-8100

and

Mr. Daniel Schwartzman  
12 East 36th Street  
New York, New York  
LE 2-2375

DESIGNER

Displayers, Inc.  
635 West 45th Street  
New York 19, New York  
PL 7-6500

FEATURES

Missouri's role as a miniature America will be the theme of the Missouri Pavilion. The main 10,000 sq. ft. exhibition hall will house exhibits of the state's history, culture, music, fine arts, industry and tourism. Charles Lindbergh's "Spirit of St. Louis" will be featured together with a display of the latest space craft. A separate restaurant building is being designed featuring historical highlights of the State of Missouri.

EXHIBIT

Montana, State of

AUTHORIZED REPRESENTATIVE

Mr. Ott Tschache, Director  
 Montana World's Fair Exhibit  
 P. O. Box 1964  
 Bozeman, Montana  
 406 586-9492

CONTRACT SIGNED

September 3, 1963

LOCATION

Block 35E; Lot 2  
 L. I. Rail Road Siding  
 State Area

AREA

39,917 sq. ft.

ARCHITECT

Oswald Berg and Associates  
 Bozeman, Montana

CONTRACTOR

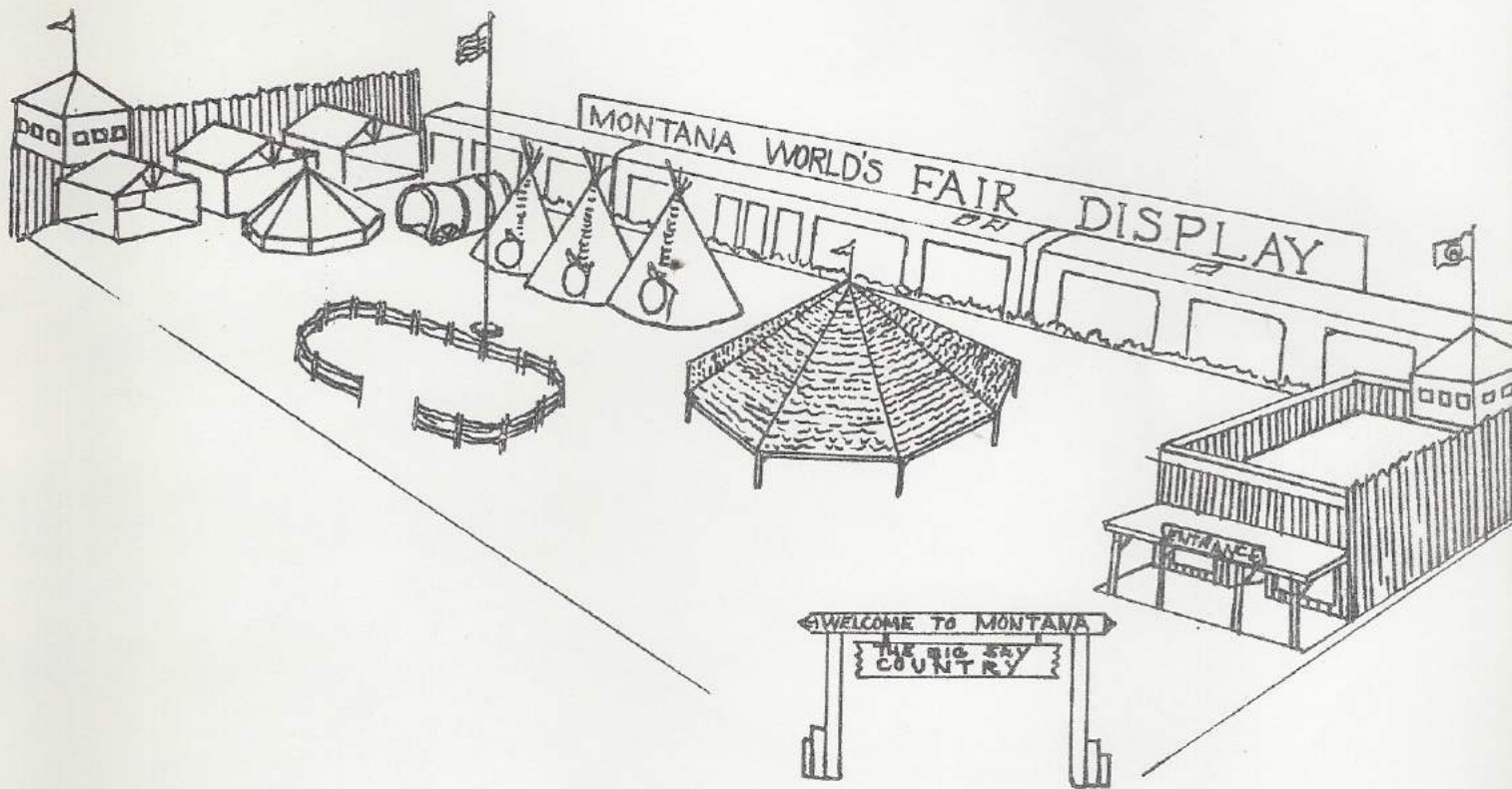
Sawyer and Dolfinger

ADMISSION

Adults \$1.00

Children \$.50

(under 12)

FEATURES

The State of Montana is celebrating its centennial in 1964. Plans are under way to bring the centennial train to the Fair for the April 22nd opening, and to leave seven exhibition cars on display during the two Fair seasons. The cars will house original Charlie Russell paintings, exhibits of the Montana Advertising Department, one million dollars in gold nuggets, exhibits of the Fish and Game Department, and travel exhibits.

The State will have a series of Indian tepees, a fishing area, a souvenir shop and other typical western displays in front of the cars.

## NEW ENGLAND STATES EXHIBIT

### EXHIBIT

New England States Exhibit

### LOCATION

Block 44; lot 1  
State Area

### AREA

81, 518 sq. ft.

### ARCHITECT

Campbell & Aldrich  
37 Newberry Street  
Boston, Mass.  
617 CO 6-4780

### LANDSCAPE ARCHITECT

Dan Kiley Associates

### CONTRACTOR

Gilbane Building Company

### AUTHORIZED REPRESENTATIVES

Mr. Melvin D. Peach  
Executive Vice President  
New England Council World's  
Fair Corporation  
1032 Statler Building  
Boston 16, Mass.  
617 LI 2-2580  
and  
Hon. Peter J. Cloherty, Chairman  
New England States World's  
Fair Committee  
12 South Street  
Brighton, Mass.  
617 AL 4-5500

### OFFICIAL CONTACTS

Mr. J. Griswold  
Exhibition Services International  
300 Park Avenue  
New York 22, New York  
MU 8-4040  
and

Mr. James S. Plaut, President  
Exhibition Services International  
225 Brattle Street  
Cambridge 38, Mass.  
617 EL 4-3175

### CONTRACT SIGNED

June 4, 1963

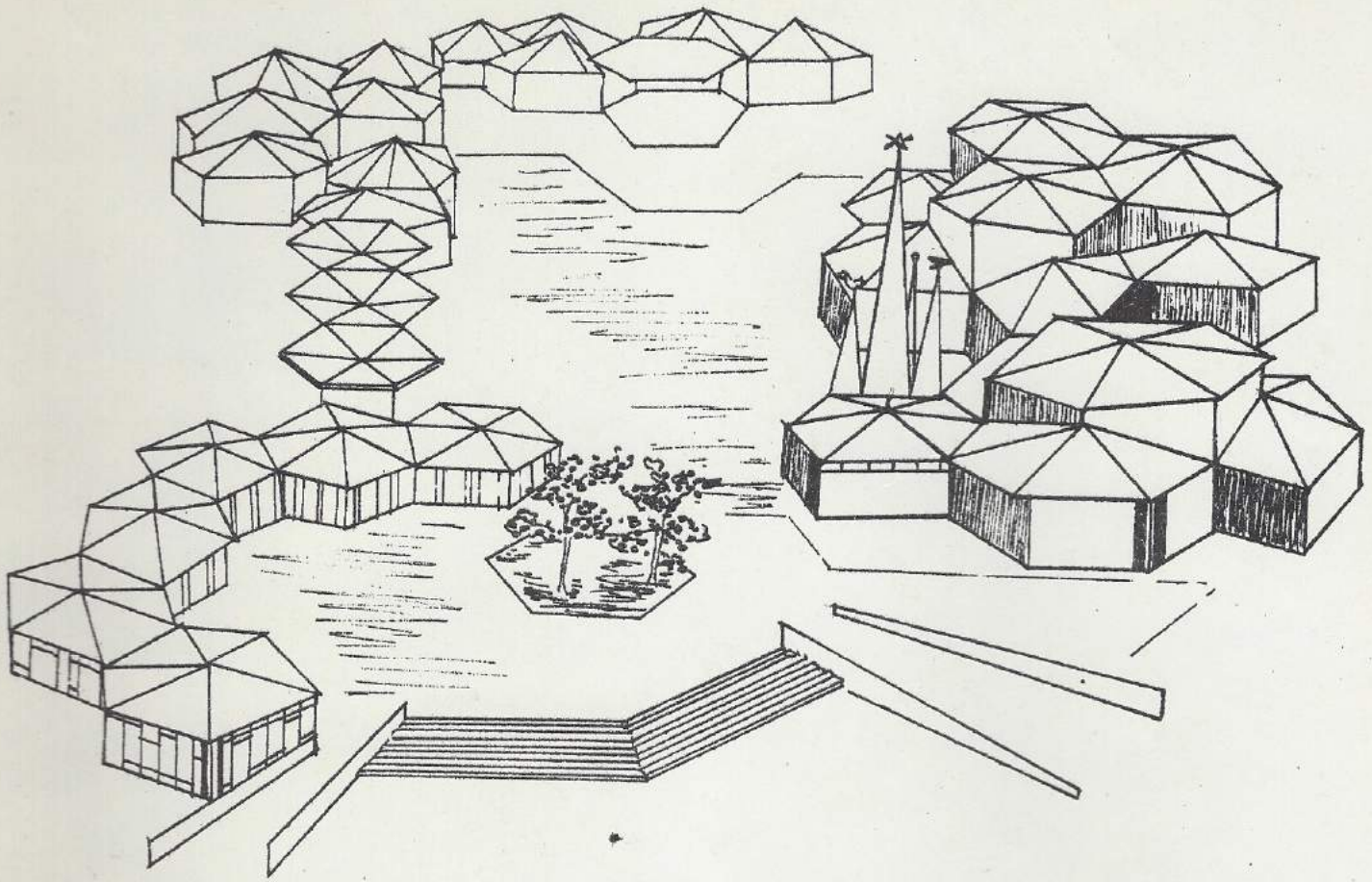
### FEATURES

The six New England States Pavilion will convey the theme of "New England; Where Our Past Began, Our Future Begins", with an exciting variety of exhibits portraying the historical landmarks, culture, seafaring background and industry of this sector of the United States.

(more)

Pg. 1

7.13.63



FEATURES - (cont'd)

In the regional portion of the exhibit the visitor will see original or replica landmarks affecting the development of the United States and the world. Also included will be a relief model of New England. From this regional section the visitor will move out through beautiful landscapes that provide a flavor and fragrance of New England, to the village green and amphitheater where a variety of events are planned to include a town meeting and performances of the Boston Pops orchestra.

There will be separate exhibits for each state showing past achievements along with future aspirations. These exhibits will serve as information and tourist centers.

Planned also is a fish hatchery, a country store and a restaurant featuring foods for which New England has become famous.

## NEW ENGLAND STATES EXHIBIT

<u>STATE</u>	<u>GOVERNOR</u>	<u>LIAISON REPRESENTATIVE</u>
Connecticut	Hon. John Dempsey Governor, State of Conn. Executive Chambers Hartford, Conn.	Mr. Leroy Jones Managing Director Connecticut Development Commission State Office Building Hartford, Conn.
Maine	Hon. John H. Reed Governor, State of Maine Executive Chambers Augusta, Maine	Hon. Lloyd Allen, Commissioner Maine Department of Economic Development State House Augusta, Maine
Massachusetts	Hon. Endicott Peabody Governor, State of Mass. Executive Chambers Boston, Mass.	Hon. Stanley, J. Zarod 537 Main Street Indian Orchard, Mass. (Chairman of Mass. World's Fair Comm.)
New Hampshire	Hon. John W. King Governor, State of N. H. Executive Chambers Concord, N. H.	Mr. Allan V. Evans Executive Director N. H. State Planning and Development Commission State Office Building Concord, N. H.
Rhode Island	Hon. John H. Chafee Governor, State of R. I. Executive Chambers Providence, R. I.	Mr. Adolph T. Schmidt Executive Director Rhode Island Development Council Roger Williams Building Hayes Street Providence 8, R. I.
Vermont	Hon. Philip H. Hoff Governor, State of Vermont Executive Chambers Montpelier, Vermont	Mr. Ronald Vautour Managing Director Vermont Development Commission State Office Building Montpelier, Vermont

EXHIBIT

State of New Jersey Exhibit

AUTHORIZED REPRESENTATIVE

Mr. David S. Davies, Executive Director  
Tercentenary Commission  
State House  
Trenton, N.J.  
609 - EX 2-2131

CONTRACT SIGNED

January 12, 1962

CONTRACTOR

Harold A. Brandt

LOCATION

Block 45; Lot 1  
State Area

AREA

91,266 sq. ft.

ARCHITECT

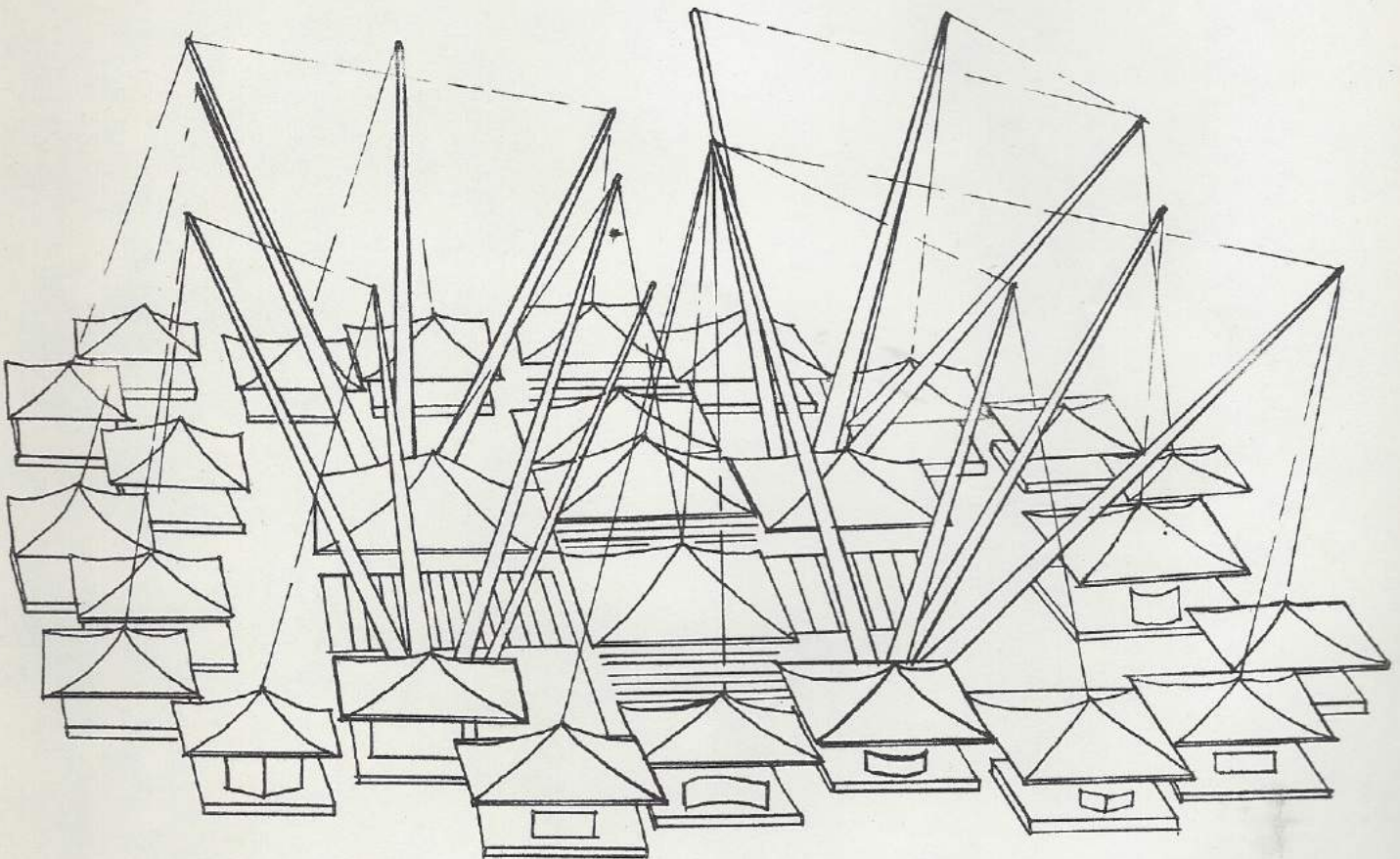
Philip Sheridan Collins  
82 Nassau Street  
Princeton, N.J.  
609 - 921 - 6065

DESIGNER

Peter Quay Yang Assocs.  
135 East 44th Street  
New York 17, N. Y.  
MU 2-3068

LANDSCAPE ARCHITECT

Richard Cripps

FEATURES

The theme of the New Jersey Tercentenary Pavilion is "1664-1964 For Three Centuries People Purpose Progress". The World's Fair Tercentenary Pavilion will have continuous programs expounding this theme, coordinated with the state wide celebration which will be going on throughout the year.

(more)

8.16.63

Exterior: The Pavilion will consist of twenty-one small pavilions, each bearing the name of one of the counties of the State. The islands will be arranged about a central theatre and four interior gardens. Exhibit platforms spring from a continuous reflecting pool, which will serve to mirror the rhythms of the pavilions and the nocturnal brilliance of the Fair, as well as to create a barrier between the exterior promenades and the interior gardens. Roofs over each platform and over the theatre are suspended from sixteen tapered masts, or booms, grouped in clusters of four. At night the booms will be illuminated from below. The roofs will appear to float over the platforms, since the only connection between the two will be corner tie-down cables, one-half inch in diameter. At several points the visitor may descend from the exhibit platforms to the interior gardens to rest and relax at tables set among intimate gardens and shade trees within the complex.

Interior: Pageants and shows of all kinds will be presented in a performing arts area that will be created in four village squares in the center of the exhibit. Here visitors will become part of the State's 300th birthday celebration as they view local choral groups, bands, symphony orchestras and folk dances. New Jersey art and photography will be shown in outdoor displays in this area.

Each of the twenty-one islands is devoted to the "Faces of New Jersey" told in terms of its people. The first island will welcome visitors with a filmed message from Governor Hughes. Subsequent islands will show the "faces" including the following topics: Community, Transportation, Recreation, Tourism, History, Famous People, Industry, Chemical, Glass Making, Pharmaceutical, Food Processing, Oil Refining, Ship Building, Research, Education and finally the Potential of the State for the future. The final island will include an information center where maps, brochures and other publicity material will be available. An automatic answer machine will also be located in this area.

EXHIBIT

City of New York

AUTHORIZED REPRESENTATIVE

Hon. Newbold Morris  
Executive Secretary  
New York City World's Fair Commission  
c/o Department of Parks  
Arsenal Building, Central Park  
New York 21, N. Y.  
RE 4-1000

MODEL MAKER

Lester Associates, Inc.  
Thornwood, New York  
914 - RO 9-7800

SET DESIGNER

Will Steven Armstrong

SOUND SYSTEM

James Jewell

ADMISSIONS

10¢ - "Helicopter" ride

Ice Show

Monday to Friday Matinee

473 seats \$1.00

1957 seats \$1.50

300 seats \$2.00

All Evenings & Saturday,

Sunday & Holiday Matinees

473 seats \$1.50

2257 seats \$2.00

LOCATION

New York City Building  
State Area

AREA

Approx. 122,250 sq. ft.

ARCHITECT

Daniel Chait  
107 East 31 Street  
New York 16, N. Y.  
MU 5-6340

ICE SHOW PRODUCED BY

Messrs. Paul Feigay and  
Dick Button  
119 East 57 Street  
New York 19, N. Y.  
LT 1-9450

ICE SHOW PERFORMANCE TIME

5 shows daily

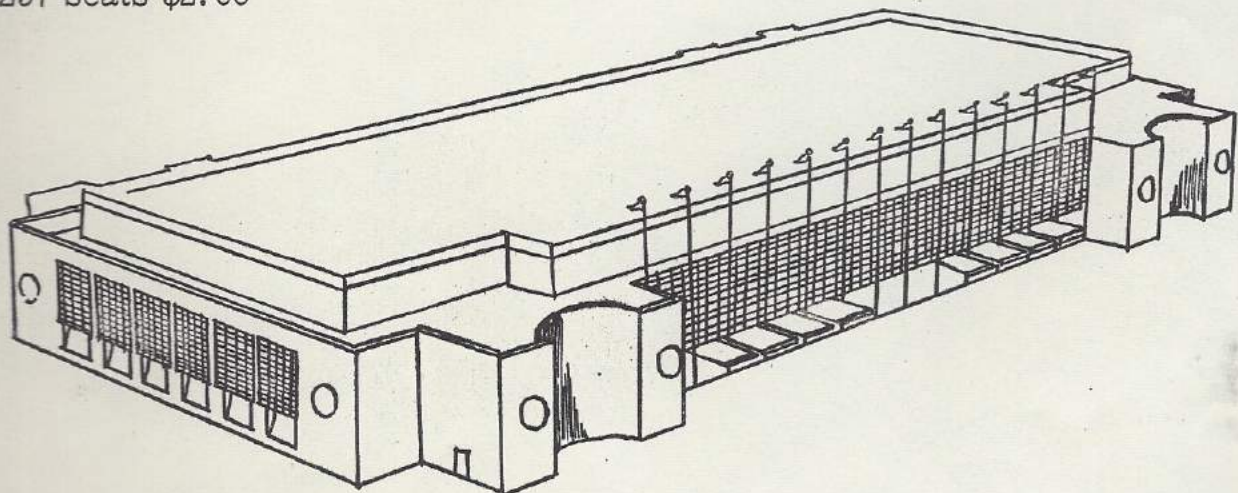
6 on weekends and holidays

SEATING CAPACITY

2730 seats in Arena

CONTRACTORS

Norge Associates  
Charles Hyman  
Burton Plumbing Corp.  
L. J. Axman  
Nab Construction Corp.



FEATURES

The Board of Estimate has approved funds for design of a scale model of the entire City of New York. The model will be superimposed upon the roller skating rink, which is 17,000 sq. ft. in area, in the City Building.

FEATURES (cont'd)

The representation of the city will be animated and will faithfully reproduce every one of the more than 800,000 structures and the topography of the five boroughs of the city. The scale will be one inch to 100 feet. On this scale for instance, the Empire State Building will be 12 inches high.

Visitors to the exhibit will be conveyed in suspended cars around the 500 foot perimeter of the city model. The cars will simulate a low flying helicopter trip around New York City. As the car passes by points of interest, a synchronized explanatory recording will point out the various city details. Special lighting techniques will create sunlight and twilight effects. During the twilight scenes each city department facility will be highlighted by different color lights in sequence. As each department lights up, a synchronized tape message will describe the department and its function.

On the balcony, the New York City World's Fair Commission plans to display special World's Fair exhibits from various museums and cultural institutions in the city. They are as follows:

CULTURAL INSTITUTIONSEXHIBIT

American Museum of Natural History

Panoramic Design showing the place of exploration and research in the development of museum exhibitions.

Brooklyn Botanic Garden

A pictorial exhibit featuring points of interest in the Brooklyn Botanic Garden.

Brooklyn Museum

Vertical display panel which will highlight the Museum's seven departmental collections.

Gallery of Modern Art (Huntington Hartford Museum)

A selection of posters depicting types of entertainment available to New Yorkers at the end of the last century.

The Hispanic Society of America

A display of photographs, partly in color, summarizes the Society's complex collection created by Christians, Moors and Jews.

Jewish Museum

A photographic display indicating the scope of the Museum's permanent collection.

FEATURES (cont'd)

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NEW YORK CITY

FEATURES (contd')

CULTURAL INSTITUTIONS

Metropolitan Museum of Art

Museum of Modern Art

Museum of the American Indian

Museum of the City of New York

Museum of Contemporary Crafts

New York Botanical Garden

New York Historical Society

New York Public Library

EXHIBIT

An exhibit featuring works of art from the Museum's encyclopedic collections - - will indicate the scope of its art treasures.

A display designed to indicate the variety of exhibitions and activities available for museum visitors during spring and summer, 1964.

An exhibit case which will show the extent of the Museum's collections, the aims and purposes of the institution and the means by which it serves the New York City community and the country.

Large transparencies of the Museum's permanent exhibitions and 3 dimensional objects dramatizing material in the Museum and its relationship to the history of the city. In addition, a scale model of the Costello plan, showing New York in 1660, will be on display.

Selected objects from the permanent collection of the Museum of Contemporary Crafts.

Four maps of the New York Metropolitan area will trace the development of botany 1664, 1764, 1864, and 1964.

Color photographs of interior views of the Museum - original lithographs, posters, photographs illustrating the financial and commercial districts of early New York - also objects from the Museum which will include silver, glass, ceramics and toys.

Reproductions of some of the Library's treasures related to the history of the city.

## FEATURES (cont'd)

## NEW YORK CITY

### CULTURAL INSTITUTIONS

New York Zoological Society

The Pierpont Morgan Library

Riverside Museum

Solomon R. Guggenheim  
Museum

Staten Island Institute of  
Arts and Sciences

Whitney Museum of American Art

### EXHIBITS

Photographic panels depicting scenes and animals at the Bronx Zoo and the Aquarium

- 1) Autographs of writers connected with New York City.
- 2) Illuminated manuscript leaf from an antiphonary, Spanish, early 16th century
- 3) Photographs of the Morgan Library.
- 4) Drawings of flowers by P. J. Redoute,

- 1) Two Tibetan Thankas (paintings) 17th-18th century.

A montage of 20th century art. Also, large photo of Museum.

Panel exhibition unit describing art, science and natural history programs.

"Hudson River Landscape - 1951" by David Smith. An important sculpture from the permanent collection of the Whitney Museum of American Art.

Dick Button's "Ice Travaganza" will be presented in the south portion of the New York City building. This spectacular show will have 12 individual stages and 6 revolving stages and the world's largest indoor ski run. A new version of a process, making simultaneous use of film and live actors will give an unique optical effect, and will serve to introduce the "Salute to Olympic Games".

One of the most elaborate productions planned for the show is the "Five Senses" number, an audience involvement during which the walls of the entire building change color and the air is permeated with a new summer fragrance called "Ice-Travagance".

HISTORY - The New York City Building designed by Aymar Embury was the home of the New York City exhibit during the 1939-1940 New York World's Fair. The two story rectangular structure was the largest permanent building erected for the 1939 Fair.

After World War II, the city offered the building as a temporary headquarters to the United Nations, then meeting and organizing in Hunter College. Within six months, the Assembly Hall, Office and Services were completed, to be used by the United Nations for the next five years.

The building also served as temporary administration headquarters for the 1964-1965 New York World's Fair for nine months during 1960.

EXHIBIT

New York State

AUTHORIZED REPRESENTATIVES

Lt. Governor Malcolm Wilson, Chairman  
 New York State Commission on World's Fair  
 22 West 55th Street  
 New York 19, New York  
 JU 2-7030

and

Mr. Stanley C. Hope, Executive Director  
 Mr. William Drohan, Project Director  
 New York State Commission on World's Fair  
 1270 Avenue of the Americas, Room 304  
 New York, New York  
 JU 2-1310

CONTRACT SIGNED

February 2, 1962

ADMISSION

Free

TOWERS

Adults \$1.00  
 Children \$ .25

LOCATION

Block 46; Lot 1

State Area

AREA

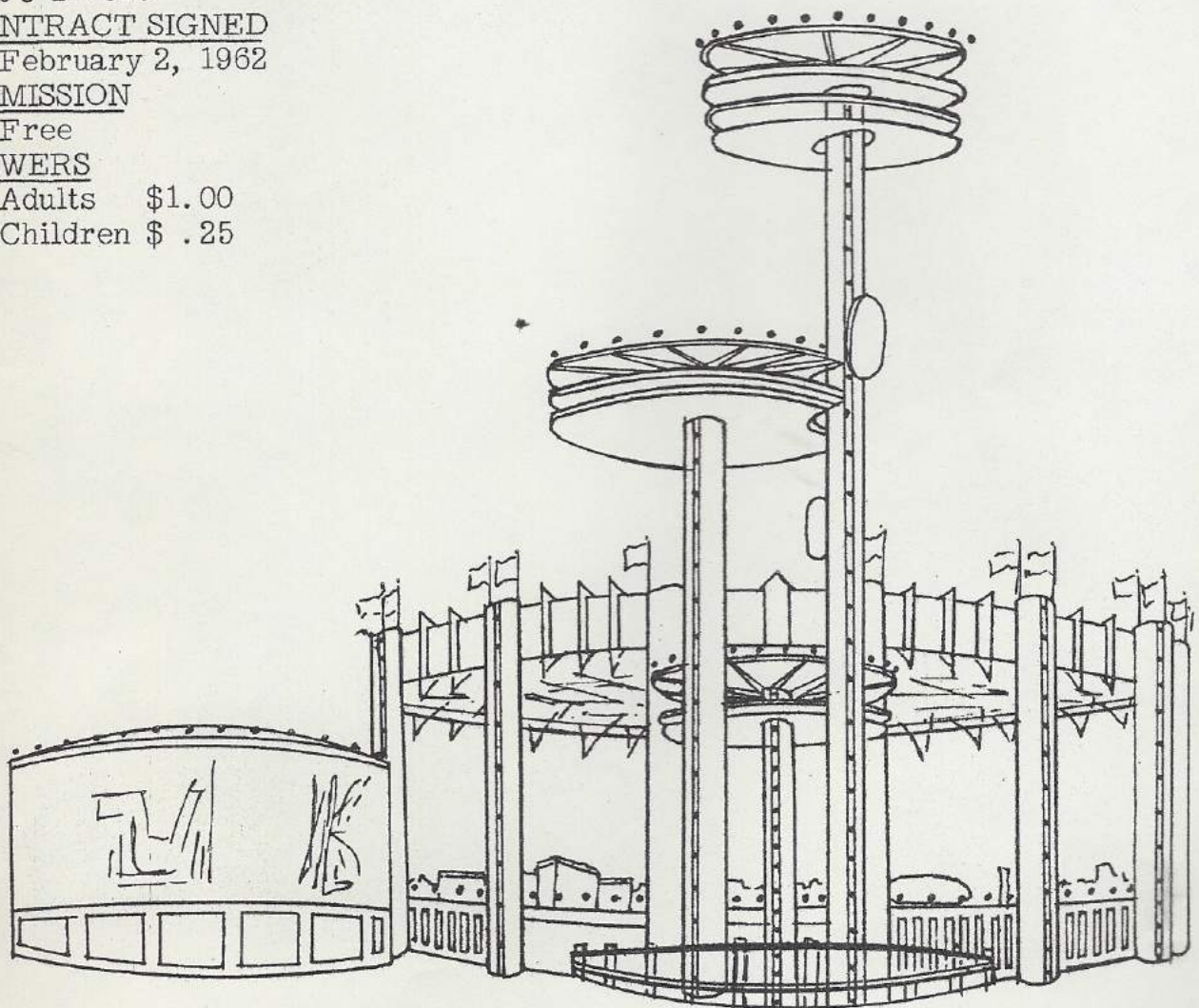
129,392 sq. ft.

ARCHITECT

Philip Johnson Assoc.  
 375 Park Avenue  
 New York 22, New York  
 PL 1-7440

CONTRACTOR

Thompson-Starrett  
 Construction Co., Inc.

FEATURES

Conceived as the "Country Fair of the Future", the New York State Exhibit 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. The exhibit

FEATURES -Cont'd

which will consist of three main structures, will include a "Tent of Tomorrow", three observation towers, and a theatre.

"Tent of Tomorrow": The "Tent of Tomorrow", the heart of the exhibit, is an elliptical building supported by 16 white concrete columns each 100 feet high. The pre-stressed cable suspension roof with translucent colored fiber glass panels will create a stained glass effect. The balcony will contain many industrial, government, artistic, agricultural and other exhibits including a glider, grape and apple orchards, and an aviary. The ground level will be the daily scene of various performing competitions as well as fashion shows and music by leading bands. The two fashion shows daily include all phases of the fashion industry such as jewelry, millinery, leather goods and hair pieces. There will also be a 700 seat restaurant operated by Schrafft's with automatic vending of all types of inexpensive meals, an exhibit of the Power Authority and a huge Terrazzo map of the state.

Observation Towers: Adjacent to the main structure will be three observation towers, rising 60 feet, 150 feet and 200 feet respectively. Each tower will be capped by an observation platform 64 feet in diameter. The two lower towers will be enclosed and will include eating facilities. The 200 foot tower will be the highest point in the World's Fair grounds. From this tower visitors will have a sweeping view of the Fair. All three towers will be accessible by elevators as well as stairs.

Theatre: The final component of the New York State installation will be a circular concrete theatre. The exterior of the theatre will be decorated with examples of "pop" art such as: a comic strip redhead laughing her head off; a Times Square-like billboard; an assemblage of parts from smashed automobiles; a green parachutist; the 13 most wanted men; fragments of blown-up photographs of the Sistine Chapel, a bald eagle, the Statue of Liberty and an astronaut capsule; and a group of formal black tuxedos made rock hard by treatment with polyester resins. The theatre will house several hundred people standing, who will view on the wide screen on the walls a panoramic motion picture of New York State as a place to live, work and play.

EXHIBIT

Oklahoma, State of

AUTHORIZED REPRESENTATIVE

Mr. Warren Jordan  
Executive Director  
Oklahoma World's Fair Commission  
P. O. Box 3312  
Oklahoma City, Oklahoma  
405 JA 5-9493

CONTRACT SIGNED

September 18, 1962

LOCATION

Block 37; Lot 7  
State Area

AREA

67, 575 sq. ft.

LANDSCAPE ARCHITECT

Mr. Robert Rucker  
Post Office Box 526  
Norman, Oklahoma  
405 JE 6-1569

FEATURES

The Oklahoma Exhibit will feature the state's water resources with a landscaped garden development where Fair visitors may relax. At least one small pavilion will be located on the site to house the commission's offices and other displays of the state's industry and tourist attractions.

EXHIBIT

Oregon Timber Carnival

AUTHORIZED REPRESENTATIVE

Mr. George Mitchell, President  
 Oregon Timber Carnival Association  
 319 Executive Building  
 Portland 4, Oregon  
 503 234-3524

FAIR CONTACT

Mr. Michael Pender

CONTRACT SIGNED

September 26, 1963

ADMISSION

Timber Carnival  
 Adults \$1.00  
 Children \$ .50  
 (under 12)

LOCATION

Block 8; Lot 7  
 Industrial Area

AREA

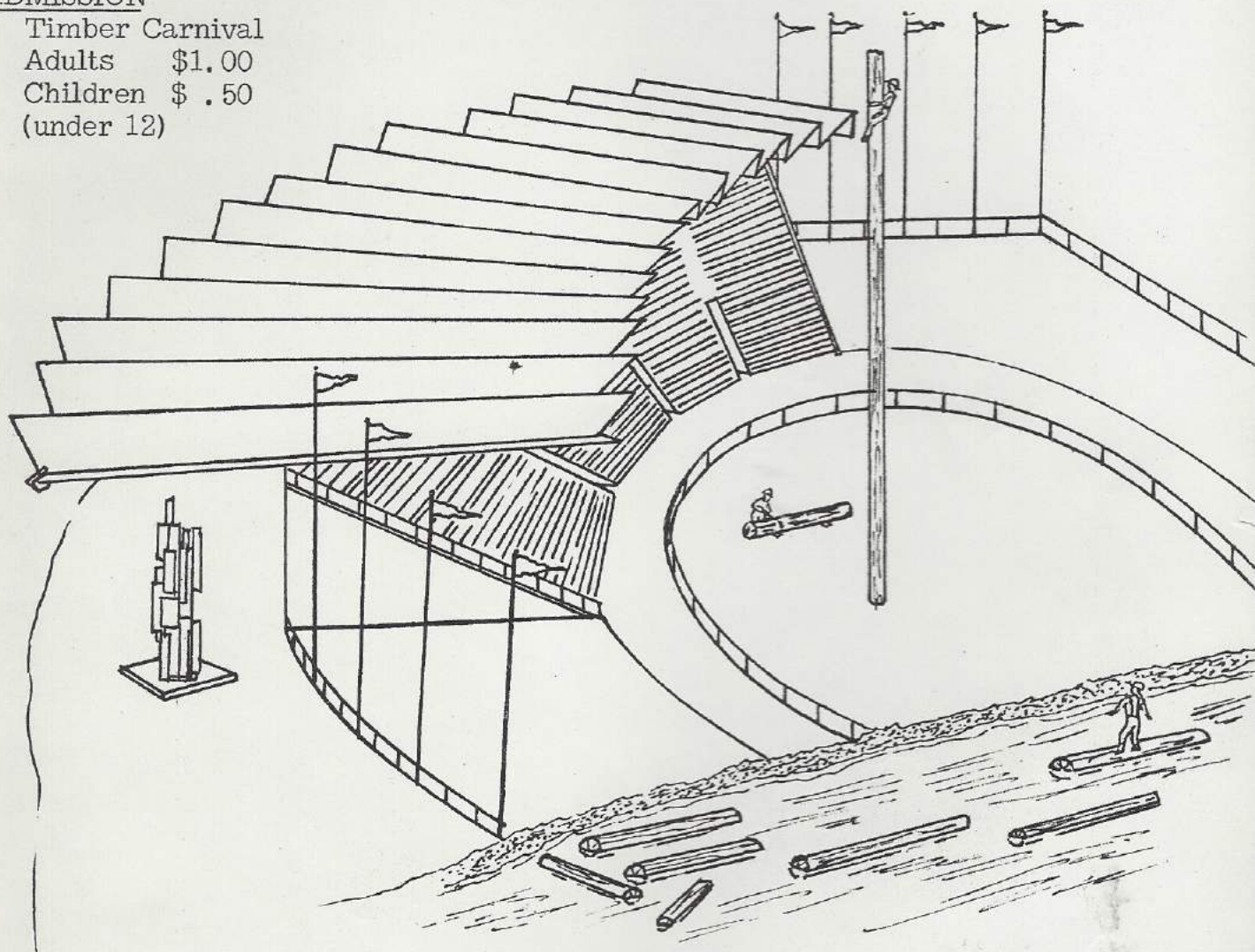
70,061 sq. ft.

ARCHITECT

Reese and Blachly  
 421 SE 10th Street  
 Portland, Oregon  
 503 232-5812

CONTRACTOR

H. L. Johnson and Son

FEATURES

The Oregon Timber Carnival will be held before a 1,250 seat stand located on the east bank of the Flushing River. The events of the Carnival include log rolling contests, bucking, chopping, speed climbing, topping and ax throwing contests.

The area under the stands will be devoted to industrial and tourist displays from the State of Oregon and a concession where Oregon products will be sold.

The lumbering industry will be prominently featured. The landscaping of the site will feature trees and shrubbery from the Pacific Northwest.

12.6.63

## TEXAS PAVILIONS & MUSIC HALL

### EXHIBIT

Texas Pavilions and Music Hall

### AUTHORIZED REPRESENTATIVES

Mr. Angus G. Wynne, Jr. and

Mr. Gordon R. Wynne, Jr.

Compass Fair, Incorporated

1841 Broadway

New York, New York

JU 6-4814

and

Mr. David T. Blackburn

Wynne-Compass Fair, Incorporated

The Chatham, Suite 606

33 East 48th Street

New York 17, New York

PL 2-7810

### FAIR CONTACT

Mr. Michael Pender

### PUBLIC RELATIONS AGENCY

Mr. Paul E. Meneg

Rogers and Cowan, Incorporated

598 Madison Avenue

New York 22, New York

PL 9-6272

### CONTRACT SIGNED

November 28, 1962

### LOCATION

Block 56; Lot 7

Lake Amusement Area

### AREA

127,779 sq. ft.

### ARCHITECT

Mr. Peter A. Strobel

Strobel and Rongved

70 West 40th Street

New York 18, New York

LO 3-3931

### DESIGNER

Mr. Randall Duell

P. O. Box 191

Arlington, Texas

### CONTRACTOR

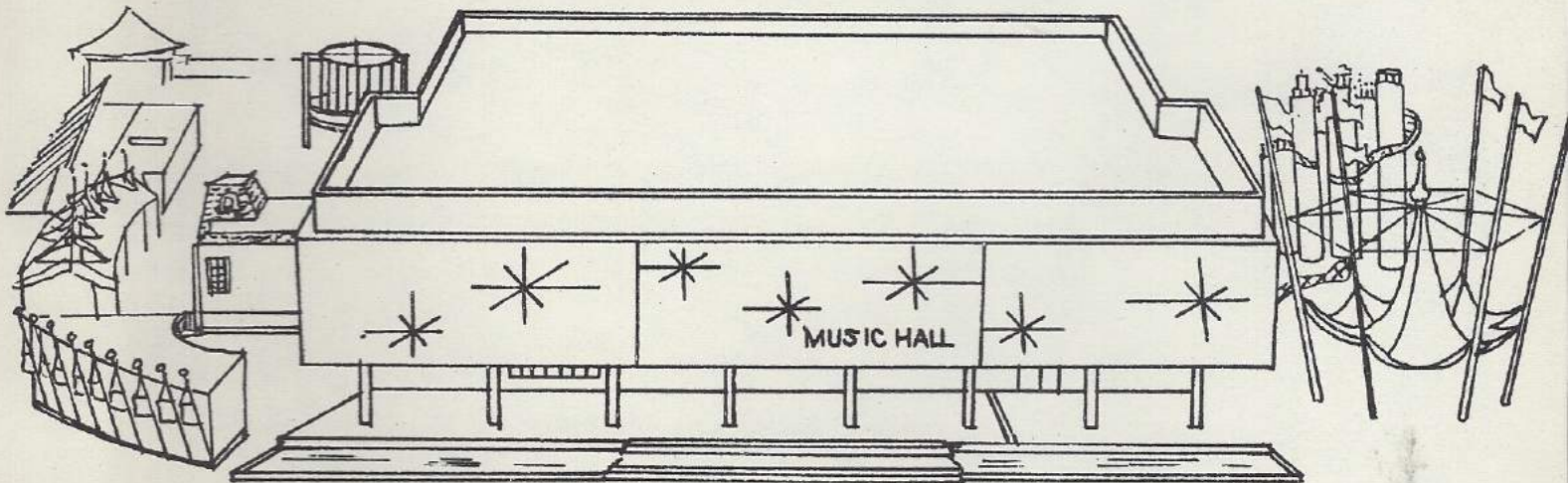
Tishman Realty & Construction Co

### ADMISSION

Texas Pavilions- Free

Music Hall for "To Broadway

With Love" \$2-\$3-\$4-\$4.80-\$6.



### FEATURES

The Texas Pavilions: The story of the new Texas will be conveyed in a series of pavilions-each of which will feature a different style of food, beverage, service, costuming and decor. Unusual and entertaining devices will involve participation of patrons to convey the Texas image. The emphasis here will be on the industrial and economic development of today's Texas and upon Texas' potential for the future. Among the exhibitors are the petroleum industry, the cattle industry, Mexican Gardens, the shipping industry, a Shrimp Bar and Gulf Coast exhibits, the National Aeronautics and

## TEXAS PAVILIONS & MUSIC HALL

### FEATURES -Cont'd

and Space Administration exhibit, a beer garden, and modern Texas exhibits and tourism. The Hosts and Hostesses will be college students from Texas.

The Frontier Palace: The Frontier Palace will recapture the atmosphere of the Old West of the 1800's. With a Western Saloon decor and a unique entertainment bar, the costuming and "dance hall" fun will transport patrons back in time to one of the liveliest eras in American history. While the main attraction will be fun and enjoyment, a steak menu for which Texas is noted will be featured in the 500 seat restaurant.

Executive Lounge and Bar: The Executive Lounge and Bar, small and intimate, will cater to distinguished visitors from all over the world; where special guests will be entertained with elegance.

The Champagne Circle: The Champagne Circle, in the Music Hall, will consist of a series of 24 private boxes in choice locations which will seat from 8 to 10 patrons. These boxes will be designed by William P. McFadden, noted Dallas decorator, and occupants will view the production as though they were in a private parlor. Beverages will be served before and after shows and during performances.

The Music Hall: The Music Hall, the Fair's largest theatre facility, will be utilized to present a spectacular stage production "To Broadway With Love". A musical salute to 100 years of history of the American Musical Theatre, the show will be produced by George Schaefer and Compass Productions and will be directed by Morton Da Costa. Performances will be at 3:00, 7:00 and 9:30 each day.

The Music Hall will also be used for many special events such as television and radio broadcasts; fashion shows; meetings; conventions and various other usage by large groups.

The Music Hall will be the most modern of facilities featuring the latest developments in stage devices, lighting and technical requirements.

This Pavilion will be open from 10:00 A. M. to 2:00 A. M.

## WEST VIRGINIA

### EXHIBIT

West Virginia, State of

### AUTHORIZED REPRESENTATIVE

Mr. E. L. Montgomery  
Director, West Virginia Pavilion  
State Capitol  
Charleston 5, West Virginia  
304 DI 3-4411

### CONTRACT SIGNED

May 3, 1962

### CONTRACTOR

Arthur Venneri Co.  
West Field, New Jersey

### LOCATION

Block 35B; Lot 1  
State Area

### AREA

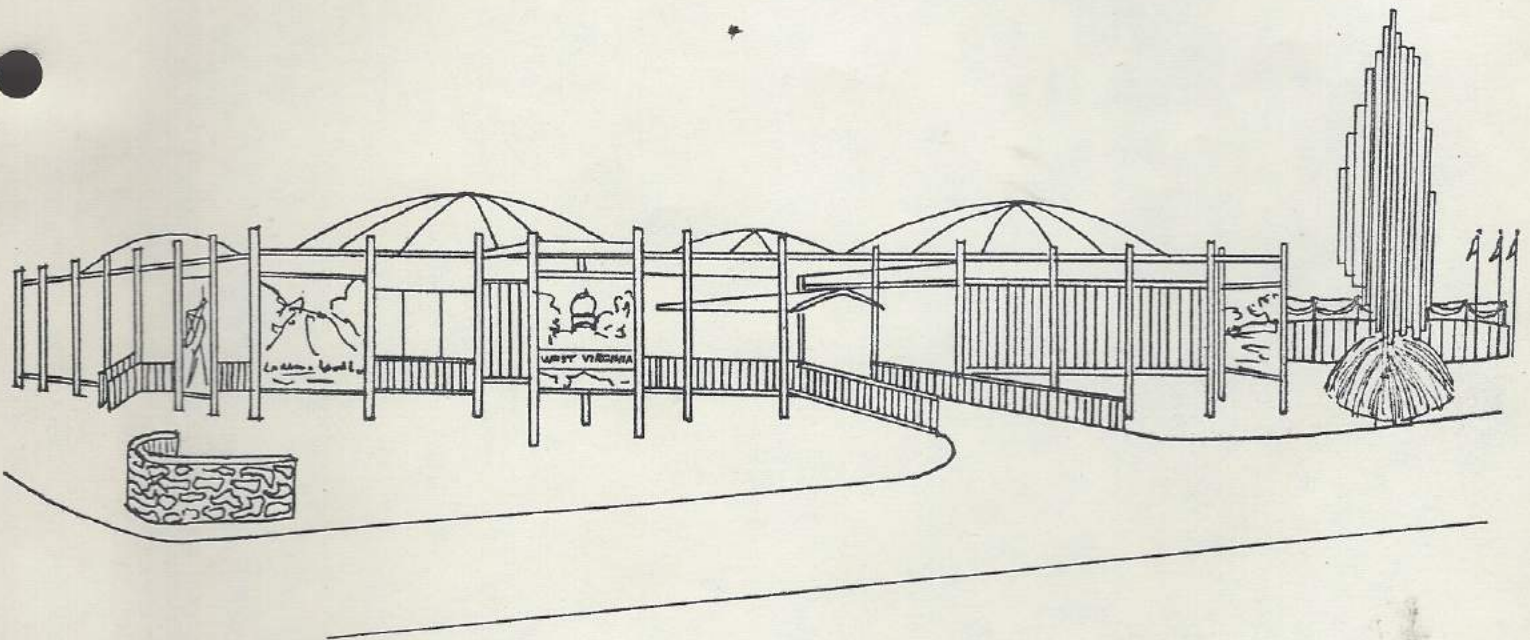
34,409 sq. ft.

### ARCHITECTS

Frederick P. Wiedersum Assoc.  
10 Columbus Circle  
New York 19, New York  
JU 2-1540  
and  
Irving Bowman  
Davidson Building  
Charleston, West Virginia  
304 DI 4-2468

### DESIGNER

Mr. Dave Ellies  
799 West Goodale Blvd.  
Columbus 12, Ohio  
614 221-4481



### FEATURES

The West Virginia Pavilion will feature a model community of the future—an industrial park complex with provisions for business opportunity, gracious living and recreation side by side. Fair visitors will be introduced to West Virginia as a land of relaxation—an inviting oasis in which to live, work and play on a year round basis.

FEATURES (cont'd)

The pavilion will be a modified L-shaped design, with a pergola-like extension providing an additional wing of landscaped garden area. Sculptured pre-cast panels and artistically-treated glass provide an unusual pattern of exterior wall treatment. The outer structure also features majestic full color views of West Virginia's leading scenic resorts. Five translucent domes rise above the roof to give further definition to the structure. A free form reflective pool envelopes three sides of the building. The pool is bridged by a gently inclined ramp which affords access to the pavilion. Adjacent to the main entrance, a towering sculptural symbol rises to a height of 50 feet and represents the aspirations of the people of West Virginia, through the development of industry, education and natural resources.

The major areas of the pavilion will include:

An Information Rotunda: Themes depicting the State in all its major aspects, including the history, culture, government and educational institutions.

An Industrial Park: Dramatic exhibits sponsored by West Virginia's leading industrial firms.

West Virginia's Vacationland: The unspoiled natural preserve, with winter, spring, summer and fall activities for the entire family.

Coal Mine: The visitor will be taken on a trip through a West Virginia coal mine.

A Gift Shop: A full line of souvenirs, fashioned by West Virginia's craftsmen, including stemware shown by Mrs. John F. Kennedy during her televised tour of the White House.

An Astronomy Exhibit: (A Radio Astronomy Sky) Special effects will interpret the meaning of the radio-telescope, explain its ability to "see", relate its impact upon the world of science today, and explore the significance of this magic "window of the universe". The exhibit will incorporate a planetarium dome, dioramas, animation, motion pictures, sound, displays and other audio-visual techniques.