

# FAIR NEWS

OFFICIAL BULLETIN OF THE **NEW YORK**  
**WORLD'S FAIR**  
**1964-1965**

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## FAIR'S ADVANCE TICKET SALE EXCEEDS \$35,000,000

### PAVILION OF JORDAN TO DISPLAY HISTORY AND CULTURE OF HOLY LAND



His Majesty King Hussein I

His Majesty King Hussein I of the Hashemite Kingdom of Jordan will visit the Fair in late April, according to word received by Mr. Moses and Governor Poletti. The monarch is expected to tour the grounds and inspect, especially, his country's pavilion.

The Pavilion of the Hashemite Kingdom of Jordan is a unique architectural undertaking which was designed to depict the ancient Land of Jordan — the cradle of all Western civilization. In Jordan, a country rich in religious background, are found the great shrines of Jerusalem, Bethlehem and Jericho, and the storied River Jordan and Dead Sea.

Through the centuries, the art of Christian man has continually strived to represent the glory and the suffering of Christ as He approached Calvary. The stained glass windows of the Jordan Pavilion attempt to convey The Holy Spirit which emanates from the 14 Stations of the Way of the Cross in the Holy City of Jerusalem. The Pavilion's skylights of multicolored many-faceted glass reflect the spirit of light ever present in the Holy Land — the light from above which brings inspiration and direction to man below.

On exhibition in the pavilion will be a collection of Dead Sea Scrolls which were discovered during 1947 in caves on the banks of the Dead Sea. These Scrolls comprise the earliest known manuscripts of the Old Testament. An ancient column brought from the old Jordanian city of Jerash will stand near the pavilion. This column is a gift from His Majesty King Hussein to the World's Fair and the City of New York, and will remain in Flushing Meadow Park after the conclusion of the Fair.

On Monday, March 2nd, a spectacular press conference was held in the Fair's Press Building, where Robert Moses, president of the Fair Corporation, issued a statement announcing the results of the Fair's advance ticket sale program. The pre-opening admissions sale was the largest for any single event in history.

The thronged conference, attended by every major metropolitan daily, in addition to radio, television and magazine reporters, revealed that the advance sale had soared to 28,034,987 tickets as of February 29 for a total of \$35,219,602 in cash, almost three times greater than the target figures.

Among important effects of the huge sale were the ability of the Fair Corporation to repay \$3 million in 5% bank loans, not due until August 1st, 1964, thus saving substantially in interest charges; and the Fair's anticipation of paying off the \$30 million 6% notes outstanding, before the end of 1964, even though the notes will not mature until August 1, 1966.

Thomas J. Deegan, Jr., chairman of the executive committee, supplemented Mr. Moses' statement with comparative statistics, showing that the advance ticket sale exceeds the entire attendance at the 1939 New York World's Fair.

*(Continued on page 2, col. 1)*

### PLANS READIED FOR SPECTACULAR OPENING PARADE AND CEREMONIES

When the first ticket holder enters the Fairgrounds at 9:00 a.m. on Opening Day, April 22nd, he will be greeted not only by Fair officials but, undoubtedly, by a barrage of reporters for newspapers, magazines, radio and television outlets around the world.

Promptly at 9:15 on the Fair's red letter day, the American and World's Fair flags will be raised with appropriate ceremonies at the Court of the Universe. The national anthem will be played by the World's Fair Band.

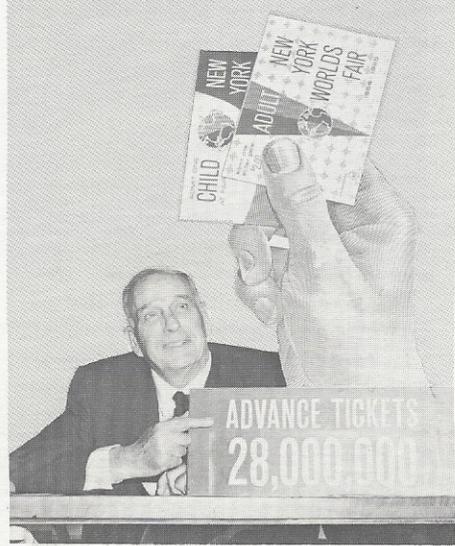
At the conclusion of the flag ceremonies, General William E. Potter as Marshal, will lead the great parade accompanied by his staff and the Color Guard. When the marchers reach the reviewing stand in front of the Central Pool and facing the Court of the Universe, General Potter will enter the stand to review the entire parade.

The hour-long, colorful parade will feature exhibitors' floats, numerous high school and college bands, international representatives in native costume and prancing, decorated animals — all keyed to gaiety and excitement.

After the conclusion of the parade at 10:30, Guy Lombardo will entertain Fair guests and the press in the Singer Bowl until the visiting dignitaries file into the Bowl and take their places on the speakers' platform.

After Richard Tucker sings the Star Spangled Banner, Thomas J. Deegan, Jr. will start the official ceremonies by introducing His Eminence Francis Cardinal Spellman, who will deliver the invocation. After brief addresses by Mr. Moses, City, State, and Government officials, Postmaster General John A. Gronouski will present the first folders of World's Fair Commemorative Stamps to the principals.

The ceremonies will be concluded by a rendition of Richard Rodger's official World's Fair song, "Fair is Fair."



## QUOTE OF THE MONTH

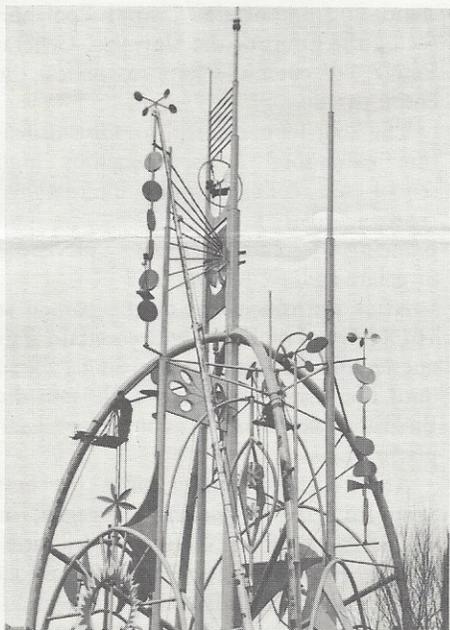
**FAIR OUTLOOK FINE**—*ADVANCE SALES* of tickets to the World's Fair during the last 10 months total \$35,219,602 in cash—larger, reports Robert Moses, president of the corporation, "than any previously achieved by any comparable enterprise anywhere."

*We share the pride of Mr. Moses when he adds, with colossal understatement, "we may have a success on our hands."*—Editorial, New York Journal-American, March 4, 1964.

(Continued from page 1, col. 2)

## FAIR'S ADVANCE TICKET SALE

A letter from Mayor Wagner addressed to Mr. Moses and Mr. Deegan was distributed to the press. In congratulating the Fair executives, staff, exhibitors and workmen on the Fair's progress, the Mayor said that the enormous advance sale of tickets is "the best evidence of public confidence here, all over the country and abroad in the ability of the City of New York to produce outstanding organizers, financiers and builders."



Tower of the Winds, part of Pepsi-Cola exhibit at the Fair, is readied for Opening Day, April 22. Titled "It's A Small World," the exhibit will present a spectacular tour of the globe designed and built by Walt Disney. A UNICEF pavilion and garden operated by U.S. Committee for UNICEF is also part of the Pepsi-Cola project.

## WOMEN'S ADVISORY COUNCIL PLANS ANNOUNCED AT WALDORF

Fair President Robert Moses paid tribute to the Fair's Women's Hospitality Center at a luncheon held at the Waldorf Astoria, at which Mrs. Esther Peterson, Assistant Secretary of Labor, was the honored guest. The luncheon was sponsored by the Women's Advisory Council of the Fair. Plans for special Honor Days during the Fair's seasons were revealed.

Mrs. Peterson, who is Special Assistant to the President for Consumer Affairs and Director of the Women's Bureau, will be honored on the "Women in Politics and Government Day" at the Fair.

William Berns, Fair vice president, served as master of ceremonies for the program which included remarks by Adrien Pelletier, chairman of the board of Purex Corporation, Ltd., Mrs. Dexter Otis Arnold, president of the General Federation of Women's Clubs, and Douglas Lapham, vice president of the Better Living Center, which will house the Women's Hospitality Center, courtesy of Purex.

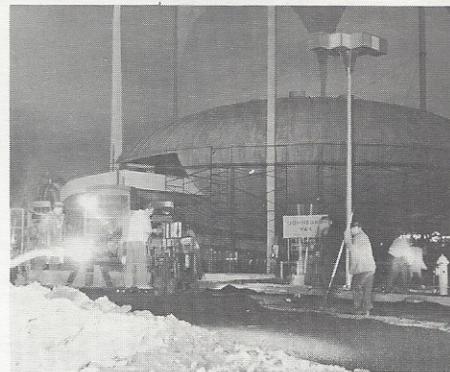
## U.S. Space Park Slated for Fair's Transportation Area

A United States Space Park, displaying the most impressive array of full-scale rockets and spacecraft ever assembled outside of Cape Kennedy, will be a highlight of the Fair's Transportation Area, according to a joint announcement by Fair President Robert Moses and City Council President Paul R. Screvane. It is sponsored by the Department of Defense, the National Aeronautical Space Agency and the Fair.

A full-scale "Boattail" section of the Saturn V rocket, expected to carry American astronauts to the Moon, will be a feature of the imposing exhibit. The model stands 85 feet tall and measures 33 feet in diameter.

Towering over the two-acre Park will be a Titan II booster, 110 feet high, standing vertically with the Gemini capsule on top, just as it would be on the pad at Cape Kennedy before launching two astronauts into Earth orbit.

Other exhibits will include the spacecraft Apollo, Lunar Excursion Module, Atlas-Mercury and Thor-Delta launch vehicles, an X-15 rocket-powered research aircraft and the Agena space vehicle. Space and utilities for DoD-NASA participation are being provided at no cost to the Government. There will be no charge for viewing the exhibits.



## PAVING THE WAY FOR OPENING DAY

—Crews working on day and night shifts pave the huge complex of avenues which link the hundreds of exhibits at the Fair. Most of the paving is done at night when traffic on the grounds is at a minimum. Because all curbing was laid in advance, paving operation is simple and fast. Every artery will be spic-and-span for Opening Day, April 22.

## 10th Exhibitor PR Meeting Tomorrow

The exhibitor public relations meeting tomorrow is the tenth such working session. William Berns, vice president in charge of Communications and Public Relations, will mark the occasion by expressing the grateful appreciation of his staff and consultants for the fine cooperation and outstanding contributions of the exhibitor public relations representatives to the success of the Fair.



Giant Saturn V rocket arrives to become part of the United States Space Park exhibit in the Fair's Transportation Area.

## LINCOLN CENTER FESTIVAL EVENTS COMPLEMENT FAIR ATTRACTIONS

In accordance with its "Memo of Understanding," Lincoln Center for the Performing Arts and the New York World's Fair are co-sponsoring the Lincoln Center World's Fair Festival, which began on March 15 and will continue through the fall of 1965. The Festival will present outstanding international performing artists in Philharmonic Hall and The New York State Theater.

In announcing the Festival, Schuyler G. Chapin, vice president of programming for Lincoln Center said: "We are looking forward to the opportunity of not only presenting these great performing arts companies, but of playing host to new audiences visiting Lincoln Center and the World's Fair. We are also particularly pleased to introduce The New York State Theater to our audiences during the Festival."

Especially for Fair visitors, the Metropolitan Opera Company will give a gala two-week season of nine different works, including "Falstaff," "Macbeth," and "Otello," from April 27 through May 10. The New York Pro Musica will dedicate three concerts to Shakespeare on April 25, May 2 and 9.

Among the many other outstanding World's Fair Festival events will be the Bayanihan Philippine Dance Company and the Chilean National Ballet in the State Theater, and the 'Sahm-Chun-Li Dancers and Musicians in Philharmonic Hall. The latter company, from Korea, will be on their first tour of the United States and represent the first successful effort to bring together in one company all the great dancers of Korea.

## FAIR POST OFFICE DEDICATED

The New York World's Fair Commemorative Stamp was unveiled last week during the dedication of the Fair's Post Office, described as the "most modern in the world." The stamp, of 5-cent denomination, will go on sale nationally on April 22, the Fair's Opening Day. It is horizontal, green, measures eight-tenths of an inch by  $1\frac{1}{2}$  inches, and bears an imprint of the Unisphere® and Main Mall.

Among the 350 persons attending the ceremony were Postmaster General John A. Gronouski, Mr. Moses and former Postmaster General James A. Farley, named by President Lyndon B. Johnson as Honorary Postmaster for the Fair.

**FAIR ZIP CODE — 11380**

## MOST OLYMPIC TRIALS TO BE HELD ON OR NEAR THE FAIRGROUNDS

The World's Fair and nearby metropolitan area will host fifteen of the scheduled nineteen Olympic tryouts this spring and summer. William S. Adams, Jr., Fair Sports Director, who is coordinating this record program, reports that more than 2,000 of the nation's foremost athletes will vie for positions on the U.S. Olympic team which will compete in the XVIII Olympiad in Tokyo, Oct. 10-24, 1964.

The City and the Fair will serve as co-hosts of the 59 "Olympic Days," marking the first time in U.S. Olympic annals that so many events have been assigned to a single region. Besides the Olympic tryouts, the World's Fair will also be the scene of numerous National A.A.U. championships.

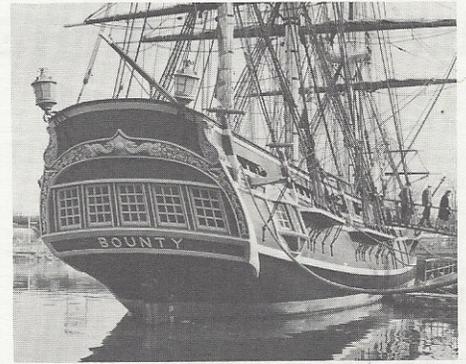
Olympic tryouts in boxing, wrestling and judo will take place at the Fair's Singer Bowl, which has a seating capacity of 18,000. Fencing and weight-lifting will be contested in the Fair's 2,100-seat Assembly Pavilion.

Men's and women's track and field trials are bound to attract capacity throngs to Downing Stadium, Randalls Island, which can accommodate 22,000. Swimming, diving and water polo events will be staged at the Astoria Pool, Queens.

In the words of Kenneth L. Wilson, president of the U.S. Olympic Committee, "The New York Fair and its unprecedented facilities for handling huge crowds will make it possible for a greater number of people than ever before to witness the tryouts for the XVIII Olympiad."



Postmaster General John A. Gronouski (left), Fair President Robert Moses and former Postmaster General James A. Farley hold up enlarged facsimile of World's Fair Commemorative Stamp at dedication of Fair's post-office, described as "most modern in the world." Stamps first will be sold in all U.S. Post Offices on Opening Day of Fair, April 22. Mr. Farley was named by President Lyndon B. Johnson as Honorary Postmaster for the Fair.



**BOUNTY SLIPS IN** — The Bounty, Metro-Goldwyn-Mayer's World's Fair exhibit, is shown at its slip at the World's Fair Marina as it is opened to the public for the first time. The Bounty, constructed in Lunenburg, Nova Scotia in 1960, is a detailed reproduction of the 18th century H.M.S. Bounty on whose decks the drama of a mutiny was once played.

## DANISH AND SWEDISH PAVILIONS HAVE VARIETY OF APPEAL

Both the Pavilions of Denmark and Sweden will have many tempting features to offer all Fair visitors.

In the Pavilion of Denmark, a miniature Tivoli Gardens playground for children created by eleven of Denmark's leading artists, is complete with slide, sandbox, playhouse, maze, pools, canals and a cafe.

The Restaurant of Denmark will serve Danish breakfasts, luncheons featuring dishes from the Danish provinces, dinners from the world-famous menus of Copenhagen, and the popular Danish Koldt Bord, a table laden with meats, fish, cheese, hams and other foods in endless variety.

Sidewalk cafes modeled after those in Copenhagen, will be outside both the Denmark Restaurant and the Kattegat Inn, where smorrebrod will be served.

A Butik will offer a thousand and one different gifts from food parcels to fabrics, silver to salad bowls, toys to trays, and pins to porcelains.

The Pavilion of Sweden, dedicated to the theme of "Creative Sweden," is a testimonial to that nation's private enterprise. Sponsored by leading industries and businesses, it has three main sections: a large "Hall of Industry" featuring exhibits of Swedish technology and products; a miniature branch of the Nordiska Kompaniet in Stockholm, Sweden's largest department store, which will display and sell hundreds of examples of Swedish craftsmanship in crystalware, ceramics, metals, textiles and other fields; and "Restaurant Sweden," specializing in authentic Swedish smorgasbord, which will serve a selection of up to 40 dishes daily. The Skal Bar will feature Swedish beers, aquavit and other thirstquenchers.

# ART COLLECTIONS OFFER VARIETY AND BEAUTY IN FAIR'S PAVILIONS

The art collections to be offered at the Fair range from priceless antiquities to abstract, non-representational paintings and sculpture, promising a rewarding experience for all visitors.

The circular base of the Federal Pavilion will have an outdoor display of sculpture selected for it by the Museum of Modern Art, and an outdoor sculpture exhibit will be featured in the New Jersey Pavilion.

Florida will present a rotating art exhibit displaying both old masters and examples of contemporary art loaned by museums and private collectors. A special feature will be its large collection of pre-Columbian art.

Montana's centennial train will house Charles Russell originals depicting scenes of the Old West, and within the New England Pavilion a 150-foot segment from a mural in the New Bedford Whaling Museum will tell the story of whaling.

Hawaii will exhibit replicas of Tikis in its Bishop Museum, and the works of contemporary Texans will be on display in the Texas Pavilion.

The New York State Council on the Arts will sponsor the art exhibitions at the State pavilion. "The River: People and Places" will be a survey of 17th-19th century paintings featuring the Hudson River country.

Exhibits from various museums and cultural institutions in the City will be displayed in the New York City Pavilion. Among the highlights will be the Metropolitan's small sculpture collection, objects

from the Museum of Primitive Art, a montage of 20th century art prepared by the Guggenheim Museum, and important pieces from the Whitney Museum's permanent collection.

A committee of distinguished museum directors and curators has supervised the selection of 40 paintings to comprise a "Four Centuries of American Masterpieces" exhibition in the Better Living Center.

Bronzes, porcelains, jade, ancient calligraphy, and stone monsters from the Shangera, representing 40 centuries of oriental art, will be sent to the Fair by the Republic of China. The U. A. R. Pavilion will display the most extensive collection of Egyptian treasures—including the King Tutankhamen collection—ever sent to a foreign country.

Old masters from the Prado—works of El Greco, Goya, Velazquez, Zurbaran—will be on display in the Spanish Pavilion. Supplementing this collection will be contemporary paintings of Dali, Picasso and Miro, and sculptures by Sanchez and Seran.

A rotating art show in the American-Israel Pavilion will feature the works of Rembrandt, Lieberman, Chagall, and others who have interpreted Jewish life in their paintings.

Diego Rivera murals and Orozcos will be exhibited in Mexico's pavilion and in the Pavilion of Venezuela will be the works of Jesus Soto and "white" landscapes by

Armondo Reveron.

There will be primitive art in the African Pavilion, colored sand portraits in the Belgian Village, ancient art and sculpture in India's Pavilion, an exhibit of ornate weapons and other artifacts in the Pavilion of Thailand, and in the Philippine Pavilion the history of the Islands will be told in paneled wood carvings.

A 50-foot abstract in stainless steel, executed by Bertoni, will be placed at the entrance to Austria's Pavilion, and Greece will show bronze sculptures by Capralos as well as stone and marble statues by Lameraras.

The processes involved in block printing will be demonstrated in the privately-sponsored Japanese Pavilion, and Indonesian artisans will teach the ancient process of batik printing and dyeing.

The religious pavilions will incorporate art works as an integral part of their exhibits. The centuries-old, gem-encrusted Holy Icon of the Virgin of Kazan will be shown by the Russian Orthodox-Greek Catholic Church. The Protestant and Orthodox Center will be beautified by a series of stained glass windows, while the Mormon Church will have giant murals and a replica of Bertel Thorvaldsen's "Christus" executed in marble by Aldo Rebecchi.

The Fair's most noted acquisition and one of the greatest of all works of art—Michelangelo's *Pietà*—will be exhibited for the first time outside of St. Peter's in the Fair's Vatican Pavilion.

## Radio and Television Provide Saturation Coverage of Fair

Changes occurring in the American way of life since the 1939 New York World's Fair will be dramatically reflected in the major role which the radio and television industry will play in the new World's Fair.

The first television programs ever seen by the public originated from the 1939 Fair, with nearly 200 TV sets in the area carrying President Roosevelt's opening day speech to some 1,000 people.

At the 1964-1965 Fair, there will be 300 color television sets within the Fairgrounds itself, programming closed-circuit highlights of Fair events, originated by RCA from 69 TV outlets around the grounds.

The Fair's radio and television center will be located in the Singer Bowl where each of the national networks will have its own office. Additional space will be available for other broadcasters reporting from the Fair.

Coverage of Fair events to date has been extensive, especially in the New York area. WNYC-TV and Radio have carried weekly programs for the past year featuring as host William Berns, Fair vice president in charge of Communications and Public Relations.

Plans for covering the Fair once it is open are being made by broadcasters from all over the country and from abroad. Such

well-known attractions as the "Today" Show and "Queen For A Day" will originate from Flushing Meadow numerous times after Opening Day.

On Opening Day, April 22, at 7:30 p.m. EST, NBC Television Network will bring viewers to the Fair via a special hour-and-a-half program in color sponsored by United States Steel. Under producer Robert Bendick, a staff eventually to number 250 persons has been at work on the grounds creating a show to capture and commemorate the Fair's excitement and color. Henry Fonda will act as program host and among his area hosts will be Fred MacMurray, Carol Channing and Lorne Greene.

