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FRENCH PAVILION UNDER WAY AT SIGNAL FROM CHEVALIER

Maurice Chevalier joined Miss French Pavilion in ceremonies marking the first bulldozer operation at the 77,000 sq. ft. site of the French exhibit. "It has to be beautiful," Chevalier said at the groundbreaking, "to be in harmony with all the beautiful things around it."

Fair President Robert Moses presented a silver medallion to Anthony B. Goff, president of International Expositions, Inc., in honor of the occasion at which Ambassador Richard C. Patterson, Jr. acted as Master of Ceremonies. Allen Beach, director of International Exhibits for the Fair, welcomed the group and read a cable from Governor Poletti who was out of the country at the time.

In his own remarks, Robert Moses, president of the Fair, made the quote of the day when he laid to rest once and for all

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Suzanne Bernard swings ribbon-bedecked bottle of champagne to break it on a bulldozer during groundbreaking ceremonies for the French Pavilion. Watching Suzanne, who is Miss French Pavilion, are Anthony B. Goff, president of International Exposition Corp., Allen Beach, director of International Exhibits, Robert Moses and Maurice Chevalier.

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The Sultan of Djokjakarta Breaks Ground for Indonesia's Pavilion

The Republic of Indonesia led off a heavy calendar of groundbreakings planned early this year for the Fair's International Area. Acting as the personal representative of President Sukarno, His Highness Sri Sultan Hamengku Buwono IX signaled the start of work for his country's pavilion with shovel-wielding ceremonies held at the Fairsite on January 18.

The Sultan, who is Commissioner General for the Pavilion of Indonesia at the New York 1964-1965 World's Fair, journeyed from his native land especially for the occasion which was observed by Fair executives, U. N. officials and other visiting dignitaries.

Allen Beach, director of International Exhibits, welcomed the guests on behalf of Governor Charles Poletti, Fair vice-president, who was traveling abroad at the time, and presided over the luncheon which followed. Relating his experiences during the months he worked on the Pekan-Raya International Fair held in Djakarta in 1955, Mr. Beach said he was "happy to know that the millions who might never have the opportunity to travel to Indonesia would now be able to enjoy

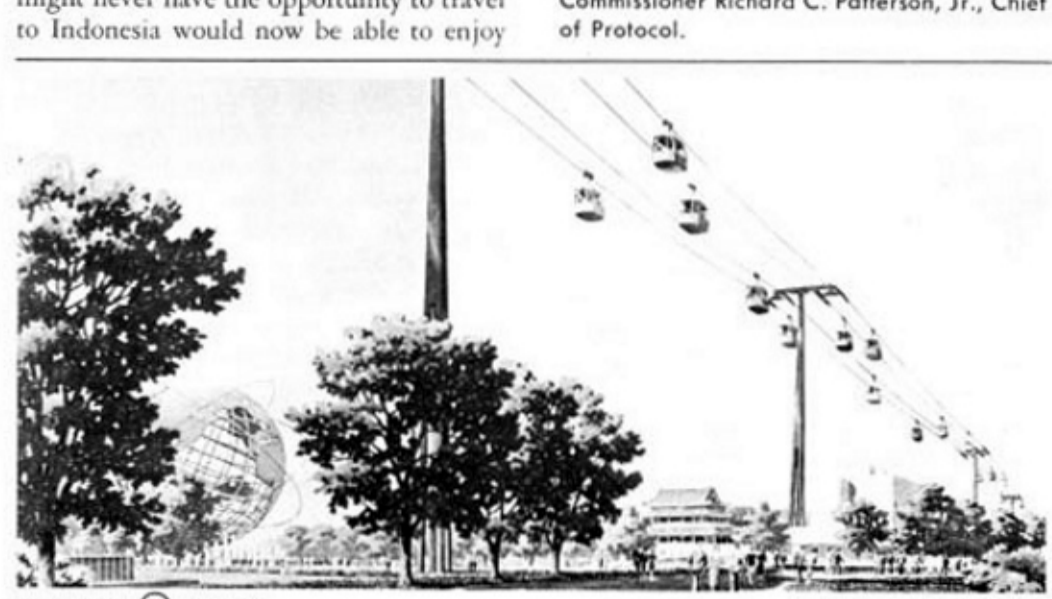
and learn more about its land as a result of the magnificent pavilion planned for the Fair years."

The Sultan highlighted the major features of the building's design which was

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His Highness Sri Sultan Hamengku Buwono IX, special emissary of President Sukarno of Indonesia, during his speech at the groundbreaking ceremony for the Pavilion of Indonesia. With him are (from left) Mr. Allen Beach, director of International Exhibits; His Excellency Mr. L. N. Palar, Ambassador to the United Nations; Mr. Sudjarwo Tjandronegara, Assistant Minister for Foreign Affairs; Col. Young; Fair President Robert Moses; and Commissioner Richard C. Patterson, Jr., Chief of Protocol.



Shown above is a rendering of the aerial ride, which will be one of the features of the Swiss Pavilion. The cable extends from the base of the pavilion in the Lake Area across the Fair's International Area, so that riders will be afforded a panoramic view of the Fair.

Images provided by United States Steel

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NEW YORK WORLD'S FAIR 1964-1965

Flushing 52, N. Y. • Tel.: 212-WF 4-1964

ROBERT MOSES, President

FAIR QUOTE OF THE MONTH

"One of the world's most respected planning authorities, Mr. Moses for more than 40 years has served in a dozen or more capacities in the City and State of New York. Parks, parkways, port authorities are but a few of his specialties. Patrician-born, the Yale Phi Beta Kappa has spent a lifetime in public service. He is now President of the New York World's Fair. Of him the New York Times has said: 'He has always been the strong man... always looking far ahead of the current visible objectives, impatient with those who disagree with him but free of bitterness when the battle is over.'" Editorial — The Chattanooga Times

GOURMET NEWS FROM GOOD HOUSEKEEPING

The Good Housekeeping Division of the Hearst Corporation has signed a licensing agreement with the Fair Corporation to produce the official World's Fair International Cookbook, it was announced by Milton Kayle, executive vice-president of the Fair's licensing agent, Media Enterprises, Inc.

The book, which will be published in association with Harcourt, Brace & World, Inc., will feature native dishes from countries around the globe as well as famous recipes from restaurants serving Fair visitors. ●

CORPORATION EXPANDS BOARD OF DIRECTORS

Elected as Directors of the New York World's Fair 1964-1965 Corporation at the Annual Members Meeting were: Queens Congressmen Joseph P. Addabbo and Benjamin S. Rosenthal; Louis Broido, Commissioner of the New York City Department of Commerce; R. Frank Brooks, partner, Brooks, Harvey & Co.; Charles P. Buckley, Jr., Freeport, N.Y., attorney; Mario J. Cariello, Borough President of Queens County; Sidney A. Edwards, Portland, Connecticut; Dr. Elmer W. Engstrom, president, RCA; Arlene Francis, well known TV, radio and stage personality; William D. Fugazy, president, Fugazy Travel Bureau, Inc.; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc.; Alan J. Gould, executive editor, Associated Press; (continued on page 4, col. 2)

ONE THOUSAND AT WORLD OF FOOD'S GROUNDBREAKING

With giant knife, fork and spoon, ground was broken on January 23 for the Industrial Area's World of Food Pavilion. Under a heated tent, nearly 1,000 persons watched the ceremony, led by Fair President Robert Moses, Martin Stone, director of the Industrial Area, and Jim Jones, executive vice-president of the World of Food, Inc. The first pile was driven into the site, following presentation of the Fair's silver medallion to Mr. Jones.

Also participating in the ceremonies were the Hon. John P. Duncan, Jr., assistant secretary of Agriculture, Joseph L. Orr, director of the Food and Agriculture Liaison Office to the United Nations, and officials of many of the companies which will have displays in the multiple-exhibitor pavilion.

Representing the \$80-billion-a-year food industry, the five-story structure is located at the rail-subway entrance to the Fairsite. Among the many attractions planned for it are a supermarket of tomor-

row, a replica of Hershey, Pa., a New England fishing village, a gourmet shop and an international steak house. The Whirlpool "Miracle Kitchen," visited by former Vice-President Nixon and Soviet Premier Khrushchev in Moscow five years ago, will also be featured. ●



Participating in the initial turning of earth with a 6-foot knife, fork and spoon are (left to right) George Monaghan, attorney, and Jim Jones, executive vice-president, World of Food, Inc.; Robert Moses; Thomas J. Deegan, Jr., chairman of the Fair's executive committee and Martin Stone, director of the Fair's Industrial Area.

Steelwork Completed For Fair Heliport

"Topping-out" of steelwork for the Heliport and Port of New York-New Jersey Exhibit Building was marked by traditional flag-raising ceremonies Thursday morning, January 31. Guy F. Tozzoli, director of the Port Authority's World Trade Department, watched with Mr. Moses as the last girder was lifted into place.

The 160- by 210-foot Exhibit Building is under construction on a 1 1/4-acre site in the center of the Transportation Area on the main axis of the Fairgrounds between the two principal entrances.

Air Gateway to the Fair, the 120-foot-high structure will contain the Top of the Fair Restaurant dramatically suspended beneath the helicopter landing surface. The Port Authority's Harbor Exhibit, featuring a spectacular "wrap-around" motion picture, will be located on the ground floor.

Construction of the Exhibit Building and Heliport was begun in August 1962 and will be completed this year.

The steel is being erected by the American Bridge Division of the United States Steel Corporation. ●



The final section of steel atop the Port of New York-New Jersey Exhibit Building and Heliport at the New York 1964-1965 World's Fair, was lifted into place on January 31. The building will be completed by the end of 1963.

NEW WATER DISPLAY FOR THE LAKE AREA

Dancing Waters, an internationally-known display combining water formations, dramatic lighting and music is assured for visitors to the Lake Area, as the result of a contract signed by Sam Shayon, General Manager of Dancing Waters, Inc.

Located on a 6,000 sq. ft. site, the unusual water attraction will be presented within a modern theater building designed to accommodate more than one thousand people at each twenty-minute performance.

The colorful attraction, which has been offered to many audiences in the last decade, was viewed by more than 100,000 people during its four-week presentation at the Seattle exposition. ●



Mrs. William C. Crane, Jr., wife of the co-founder of Marinas of the Future, Inc., does the honors as the first floating unit is installed. Looking on with Mr. Moses are John Mulcahy (left), executive director of the Parks Department and Mr. Crane. ●

FIRST FLOATING UNIT INSTALLED FOR MARINA

Following a traditional champagne send-off, the Flushing Meadow Park Marina was officially "launched" on January 23 with the installation of the first floating unit.

In attendance for the ceremonies were Fair President Robert Moses, John Mulcahy, executive director of the Parks Department representing Commissioner Newbold Morris and Mr. and Mrs. William C. Crane, Jr. Mr. Crane is co-founder with James B. Briggs of Marinas of the Future, Inc. which will build and operate the development.

Mrs. Crane broke the bottle of champagne signaling installation of the first unit, 100 feet long with 40-foot finger piers. Services for 250 boats will be in operation for the 1963 season with a minimum capacity for 800 boats during the Fair's operating seasons. Plans calling for expansion to 2000 boats would make this the largest Marina in the country.

Located in the southwestern portion of Flushing Bay, it will be a permanent Park Department facility. It is accessible to the entire eastern seaboard and the Great

Lakes, through the Atlantic Intracoastal Waterway to Florida and the Hudson River-New York Barge Canal. Flushing Bay is an arm of the East River which connects the New York Harbor and the Long Island Sound.

A 300-foot wide, 15-foot deep channel and a six-foot deep anchorage area of several acres will be completed this year by Federal dredging. A dike and breakwater will protect the Marina from excessive wave action.

The Marina will include a series of connecting main floats with finger piers for each two boats. Laundromats, vending machines for food and other commodities, shops, marine supplies, dressing rooms, showers and other services will be available in an onshore administration building.

Mr. Crane said that the plans call for every service a yachtsman may want, including slip-to-shore telephone service, the first complete electronic repair service and cruiser guide service.

Owens-Corning Fiberglass Corporation is the design sponsor and Peter Schladermundt Associates designed the Marina. ●



Workers installing the catwalk for the majestic Verrazano-Narrows Bridge preparatory to spinning the cables between Brooklyn and Staten Island anchorages this spring. The \$325,000,000 bridge, which will have the largest center suspension span in the world, is a key project in the metropolitan arterial system. By 1965, it will provide a new fast route to the Fair for visitors from south and central New Jersey.

Dr. Marcel R. Duriaux, president of Swiss Exhibits, Inc., and Stuart Constable, vice president in charge of operations for the Fair, at contract signing for the Swiss Pavilion, a model of which is seen in the foreground. Observing the official ceremony are (standing, left to right) Douglas Beaton of the International Division who negotiated arrangements; Miss Ernestine R. Haig, Secretary of the Fair Corporation; and Mr. Howard Vogel, Fair Corporation counsel.



Dr. Marcel R. Duriaux, president of Swiss Exhibits, Inc., and Stuart Constable, vice president in charge of operations for the Fair, at contract signing for the Swiss Pavilion, a model of which is seen in the foreground. Observing the official ceremony are (standing, left to right) Douglas Beaton of the International Division who negotiated arrangements; Miss Ernestine R. Haig, Secretary of the Fair Corporation; and Mr. Howard Vogel, Fair Corporation counsel.

298 WORKING DAYS TO OPENING DAY

BOY SCOUT SIGNING

On February 13, Mr. Moses and Joseph A. Brunton, chief scout executive, signed the agreement outlining World's Fair participation by the Boy Scouts of America. Present for the ceremony were five Eagle Scouts, one from each Borough of the City, and key Boy Scout executives, including — Charles B. McCabe, chairman of the World's Fair Committee, National Council, Boy Scouts of America; M. M. Ammerman, assistant chief scout executive, Boy Scouts of America; James H. Gelwick, director of activities and special events, National Council, Boy Scouts of America;

Dan O. Henry, scout executive, Greater New York Councils, Boy Scouts of America; Alfred C. Nichols, director of program service, Greater New York Councils, Boy Scouts of America.

Under the terms of the agreement the Fair Corporation will provide for the scouts an assembly and ceremonial area better than a half-acre in size, together with a small office where the activities of the scouts on the Fairgrounds will be controlled. For their part the scouts will organize a Service Corps of 130 boys, aged 14 through 17, who will be on duty at the Fair during the summer months of 1964 and 1965. ●

Eugene Black Honored at Waldorf Luncheon

Fair President Robert Moses joined Mayor Robert F. Wagner in honoring Eugene Black, recently retired head of the World Bank, at a January luncheon in the Waldorf-Astoria.

In addition to leading bankers of the metropolitan area, the 150 guests included Francis Cardinal Spellman, who delivered the invocation, Secretary of the Air Force Eugene M. Zuckert, U.S. Commissioner to the Fair Norman K. Winston, former Atomic Energy Commissioners Louis Strauss and Arthur Dean, Queens Borough President Mario Cariello, James A. Farley and Floyd Odlum.

Commissioner Richard C. Patterson, Jr. of the Fair's executive committee presided and speakers included Ambassador Adlai

E. Stevenson, Secretary of Commerce Luther H. Hodges, Mr. Moses, the Mayor and Mr. Black.

Mr. Moses concluded his remarks by presenting the gold World's Fair medalion to Mr. Black saying, "we at the World's Fair offer you, as fellow workers, this golden symbol of our efforts to organize an Olympics of progress and to bring peace through understanding on a shrinking globe in an expanding universe."

Mr. Black responded in a short talk which he concluded by addressing Mr. Moses directly. "You would be surprised, Mr. Moses," he said, "how many times I prayed during my visits to countries all over the world that you were with me — to do in those countries the kind of magnificent job you have done in this City and State." ●



Francis Cardinal Spellman and Robert Moses, president of the New York 1964-1965 World's Fair, are pictured at the Waldorf Astoria luncheon held on January 16th in honor of Eugene Black, recently retired head of the World Bank. Mr. Moses presented the Fair's official medallion to Mr. Black.

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given direction and guidance by President Sukarno, himself an engineer of prominence.

The roof of the pavilion will bear in its center a symbol of the "Pancha Sila" — the State philosophy of the five inseparable principles of belief in God, humanitarianism, national unity, democracy and social justice.

The cultural past will be expressed along with exhibits of the Republic's renowned export products and tourism on the ground floor of the structure. A restaurant featuring exotic Indonesian dishes is also planned for the pavilion which was designed by the Indonesian Architectural Committee, headed by Mr. R. M. Soedarsono in association with Max O. Urbahn and Abel Sorensen. ●

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the B.I.E. ghost. "As to the B.I.E.," he said, "we are not, and never could have been, members. The New York Fair is not governmental, and our country could not join the B.I.E. otherwise than by treaty approved by the Senate. Ours is a two, not a one-year Fair; it operates under a charter, rules and regulations entirely out of the B.I.E. jurisdiction. These facts have been certified and publicized over and over again. The subject no longer constitutes news.

"One look about you at the multifarious activities at Flushing Meadow will tell you that we deal here with realities and the future, not with clichés, old, unhappy far-off things or battles long ago. We recognize past glories and memories, but our faces are to the future." ●



National Cash Register President and Chairman Robert S. Oelman accepts the World's Fair silver medallion from Mr. Moses at NCR's recent groundbreaking. Mr. Oelman was director of his company's giant cash register exhibit at the 1939 Fair. The pavilion is rising in the Industrial Area adjacent to the Protestant Center and the World's Fair Assembly Pavilion.

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Mrs. Denny Griswold, editor and publisher Public Relations News; Ralph C. Gross, executive vice president, Commerce & Industry Association of New York; George V. McLaughlin, member Triborough Bridge and Tunnel Authority; Julian S. Myrick, director Empire Trust Co.; William I. Nichols, editor and publisher This Week Magazine; Floyd Odlum, noted syndicalist, Indio, California; R. S. Reynolds, Jr., president, Reynolds Metals Co.; Mrs. Ralph K. Robertson of New York; Hulett C. Smith, Commissioner, West Virginia Department of Commerce; Robert W. Sarnoff, chairman of the Board, NBC; and David A. Werblin, president, MCA-TV. ●



J. Doyle DeWitt, president of the Travelers Insurance Companies, as he was presented the World's Fair medallion by Martin Stone, director of the Industrial Area. Travelers broke ground in June, 1962.



Fair President Robert Moses accepts an invitation to address the annual Mike and Screen Dinner of the Radio-Newsreel-Television Working Press Association which will be held this year at the Americana Hotel, New York City on April 22. Tom Costigan, of CBS News, the president of the Association, tends the invitation in the presence of John Tillman, WPX News (left), and Gabe Pressman, NBC News, and Deborah B. Beach, executive secretary of the Association (right). Former President Harry S. Truman, an Honorary Chairman of the Fair, will receive the Annual Freedom of Information Award at the dinner. Mr. Moses will give a World's Fair Progress Report: "One Year to Opening Day."