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AMERICAN-ISRAEL PAVILION TO DISPLAY HISTORY AND CULTURE OF HOLY LAND

The American-Israel Pavilion, now nearing completion, will depict the history and culture of the Jewish people in relation to the Holy Land and the Old Testament era. Israeli boys and girls, presently enrolled in American colleges and universities, will conduct visitors on the tour through 4,000 years of biblical and cultural events.

Emphasizing American interest and participation, the goal of the Pavilion will be to show Israel's promise to its people and to other developing nations.

A Shopping Mall will display and sell arts and crafts and other products of Israel and a Snack Bar in the courtyard will serve Kosher foods and Israeli food specialties.

Those credited with the participation of the American-Israel Pavilion in the New York World's Fair are: Harold S. Caplin, chairman of the board; Zechariah Sitchin, president; Emil Weitz, vice president; Martin Wolman, treasurer; and Nathan Strauss III, chairman of the Advisory Board. Also serving as directors are: Myron Angel, Benjamin S. Berkowitz, Dr. Emanuel Hellman, Bernard Polan and Maxwell M. Rabb. Designers for the Pavilion are Ira Kessler and Associates, Inc., Architects, and the art director is Zvi Geyra.



Occupying a site of 6,000 square feet in the International Area, the spiral-shaped American-Israel Pavilion is sheathed in red-wood mahogany. Contractor for the pavilion is Hegeman-Harris Company, New York, N. Y.

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AMPLE HOUSING MADE AVAILABLE FOR INFLUX OF FAIR VISITORS

by Royal W. Ryan, Executive Vice President
New York Convention and Visitors Bureau

There will be no shortage of hotel rooms for visitors to the World's Fair.

The New York World's Fair Housing Bureau, which is now in its third year of operation, has obtained full participation from hotels and motels in and around New York. Within a radius of 35 road miles of the Fair we have, at the present time, 380 hotels and motels with a total of some 100,000 transient rooms available for Fair visitors. Even at peak periods, this will be more than enough rooms to accommodate everyone.

The Housing Bureau, a special unit of the New York Convention and Visitors Bureau, is the official housing service of the World's Fair.

The Housing Bureau has two basic functions. On the one hand, it encourages attendance by assuring the public that it will have an adequate choice of housing at reasonable cost. Secondly, it increases the economic benefit to New York City by making possible the most efficient use of the housing supply that is available.

In no sense does the Housing Bureau control the housing supply. It accomplishes its task by functioning as a clearing house for reservations and as a source of information for the travel industry and indi-



vidual visitors.

The Housing Bureau staff, under the direction of A. T. Fitzsimons, is already processing inquiries and actual reservation requests from groups and individuals.

They are currently receiving mail at the rate of 2,000 pieces daily. All of it is acknowledged within 24 hours of receipt.

In addition to requests from individuals, they have received and answered over 8,000 requests for housing information from travel agents, transportation companies and government agencies.

Requests for group accommodations are circularized to all participating hotels, who may then send their proposals directly to the group. More than 1,000 group requests have been processed in this manner.

A separate agency-and-tour department of the Housing Bureau has been set up to assist groups who have special housing requirements. One group that has gotten such assistance is the corps of athletes who will be taking part in the Olympic trials here during the Fair.

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Chrysler Announces Details of Exhibit in Transportation Area

First official details of the six-acre Chrysler exhibit disclose that it will consist of five islands set on a huge artificial lake, the islands being connected by bridges and causeways. Each island will be symbolic of a major facet of the company's activities: engineering, production, styling, space and missile work, and international operations.

The company's corporate symbol — the Pentastar — has been architecturally integrated into one of the exhibit buildings, which will have four connected structures,

each shaped like a pentagon. With a seating capacity of 2,500 and featuring a 70-foot revolving stage, facilities will permit up to 45,000 visitors each day to view a continuous musical presentation which will be given during regular Fair hours.

The exhibit, says Chrysler, will be a departure from traditional one-building World's Fair formats. The displays will be spread over a number of indoor and outdoor facilities, permitting visitors to choose their own route and pace.

NEW YORK WORLD'S FAIR 1964-1965
World's Fair, N. Y. 11380 • 212-WF 4-1964
ROBERT MOSES, President

QUOTE OF THE MONTH

"It will be far and away the greatest show on earth, an extravaganza of man's achievements in an expanding universe' (the Fair's theme) which will hint there is virtually no limit to expansion . . ." — Feature article on the World's Fair in the February 16th edition of the SUNDAY NEWS national edition.

AMPLE HOUSING

(continued from page 1, col. 3)

To aid individuals in selecting their housing accommodations, the Housing Bureau has published a rate folder, known as the "World's Fair Hotel and Motel Guide," which has received worldwide distribution.

Thanks to the cooperation of the Hotel Industry, we were able to get a very early start on the 1964 edition of this Guide which contains the actual rates that will be in effect during the Fair season.

We printed 1,050,000 of these in November of 1963 and have already distributed 600,000. With this information in their hands, prospective visitors are now able to make firm reservations for the Fair.

A recent check indicates that, excluding convention and group reservations, the hotels and motels have already confirmed approximately 30,000 individual reservations for the Fair period. Most of these represent family groups of two or more persons.

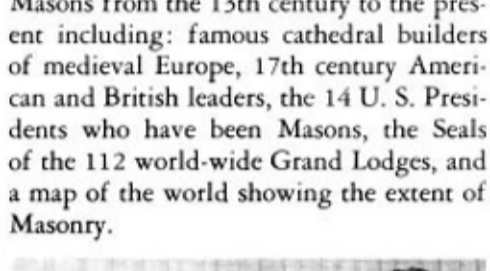
STATE MASONS FINANCE COST OF ORGANIZATION'S CENTER BY ADVANCE TICKET SALES

The Masons of New York State were cited last week by Fair officials as the fraternal organization purchasing the greatest number of advance admission tickets to date.

On Feb. 13, former Court of Appeals Judge Charles W. Froessel, general chairman of the Masonic Center at the Fair, reported their purchase of 267,500 tickets.

The entire cost of the center is being financed by the sale of advance tickets to New York State members and friends. The goal is for each member to buy at least two tickets by the termination of the advance sale on Feb. 29, one week hence.

Located in the International Area, the exhibit illustrates the contributions of Masons from the 13th century to the present including: famous cathedral builders of medieval Europe, 17th century American and British leaders, the 14 U. S. Presidents who have been Masons, the Seals of the 112 world-wide Grand Lodges, and a map of the world showing the extent of Masonry.



Judge Charles Froessel and Harry Ostrov with Gen. William E. Potter, Fair executive vice president, holding the 267,500th ticket purchased by the Masons of New York State.



Her Majesty Queen Fredericka of the Helenes receives Fair's Gold Medal from Robert Moses during her recent Fair visit. Looking on is Her Royal Highness Princess Irene.

MANY FAIR-LICENSED PRODUCTS ALREADY ON SALE IN N. Y. AREA

The total number of licensees in the World's Fair program is now 65, with the signing of an agreement covering the sale of cameras to be produced by Eastman Kodak Company.

Since the last report in the "Fair News," other companies added to the roster include: Pleasure Belt Corp.; Miss Fair Gifts, Inc., plastic and thermoware products; Davis Delaney, Inc., World's Fair poster stamps and albums; Holt Hosiery Corp., women's nylon hosiery and women's slipperettes; and Burry Biscuit Division of the Quaker Oats Co., cookies and crackers.

Milton P. Kayle, executive vice president of Media Enterprises, Inc., the Fair's licensing agent, reports that many of the licensed products already are on sale in the New York Metropolitan area.

Simmons



Ford



INTERIORS OF EXHIBIT

COLORED LIGHTS OF THE GENERAL ELECTRIC DOME BRIGHTEN FAIR GROUNDS

The Fairgrounds burst into brilliant color on the night of Jan. 29 in a formal "lighting up" of the General Electric Pavilion's dome. It marked the first major lighting display to be completed by an exhibitor. Some other exhibits that are also complete externally and lighted at night are Ford, General Motors, the Heliport, and the Unisphere.

The lighting ceremony also marked the "arrival" at the pavilion of Walt Disney's Progressland. Almost five years ago, G.E. went to Disney in Hollywood and gave him the challenging assignment to conceive and build a World's Fair show that would "interpret in an educational and entertaining way the role electricity has played in bettering man's living conditions and dramatize where man's work with electrical power may go from here."

Progressland is a five-part presentation that will entertain a number of audiences simultaneously within the G.E. Pavilion.

The five parts are the Carousel of Progress, a six act dramatization of electricity's contribution to living; the Corridor of Mirrors, depicting G.E.'s present research and engineering work; the Skydome Spectacular, a projected, narrated show telling of man's quest for energy sources that takes place on the interior of the pavilion's huge dome; a controlled nuclear fusion demonstration; and Medallion City, a tour of a model, all-electric community.



Visiting Boy Scouts with Mr. Moses in the Model Room in the Administration Building at the Fair. Mr. Moses is holding a model of Boy Scouts Fair exhibit, presented to him by the Scouts.

Electronic Library Featured in Fair's Federal Pavilion

A unique computer-equipped reference library, occupying 10,000 square feet of floor space, will be one of the outstanding features of the Federal Pavilion, it was announced last week by Norman K. Winston, U. S. Commissioner to the Fair.

The huge reference center, sponsored by the American Library Association, will utilize a "combination of books, electronic equipment and professional librarians not only to provide information to Fair visitors, but also to demonstrate the dynamic nature and significance of the modern library in today's world," according to David Clift, ALA executive director.

The information center, known as "Library/USA," will concentrate on the 76 broad subject areas of the Federal Pavilion's "Challenge to Greatness" exhibit. It will also offer ready reference service to World's Fair visitors via some 2,000 standard reference books supplemented by a Univac information retrieval system.

The computer will be programmed with annotated reading lists, essays in several languages, and lists of periodical articles from current publications. A collection of 2,500 children's books as well as a theater for story-telling and audio-visual presentations will introduce young folks to today's world of books. A browsing area will provide a relaxing spot for adults to examine the President's Library, a collection of books based upon libraries to be established in the White House and in the Blair House.

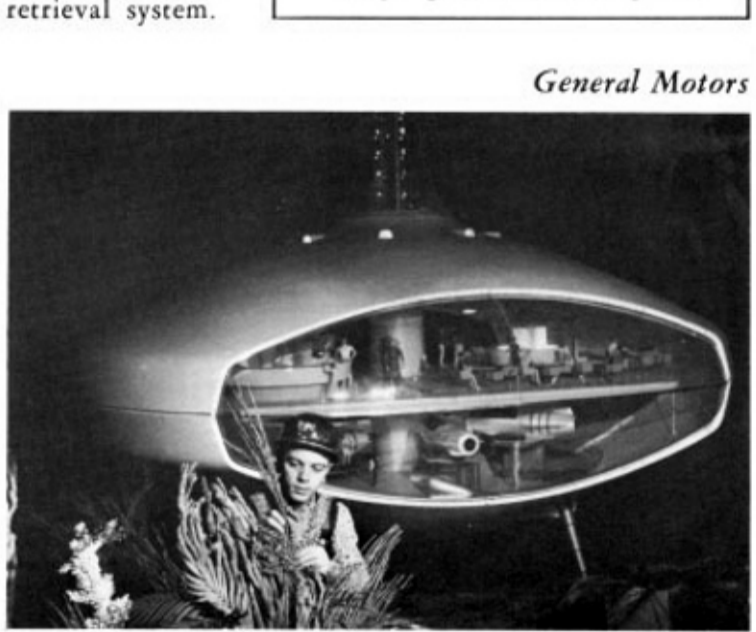
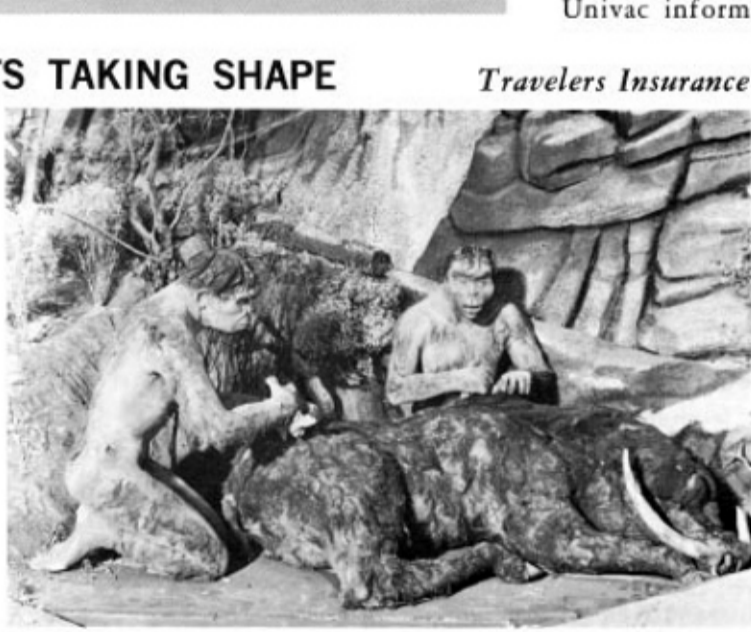
The RCA Victor Records today releases the Norman Luboff Choir and orchestral rendition of "Fair is Fair," the exposition's official song by Richard Rodgers

OPENING DAY

BITS TAKING SHAPE

Travelers Insurance

General Motors



NATIONAL ARTS CLUB WILL HONOR MEN RESPONSIBLE FOR CREATING UNISPHERE®

Fair President Robert Moses, Gilmore D. Clarke, consultant to the Fair, and Roger Blough, president of the United States Steel Corporation, will receive awards from the National Arts Club for the part they played in creating the Fair's symbol, at the Unisphere® Ball to be held March 6th at the club's headquarters in New York City.

Mr. Moses will be honored for originating the idea of the Unisphere. Mr. Clarke for designing it and Mr. Blough for building it.

The Ball will mark the first official recognition of the Fair's symbol as a great design. The \$250,000 diamond-studded miniature Marchal Unisphere® will be displayed at the Ball.



Model of the General Foods Corporation Information Arch, which will be installed at eleven strategic locations on the Fairgrounds. Activated from a central message center, the arches' electronic news panel will keep visitors in touch with special events at the Fair and with news of the outside world.

Advance Ticket Sales end next Saturday at midnight. Order tickets now to get full 32½% discount.



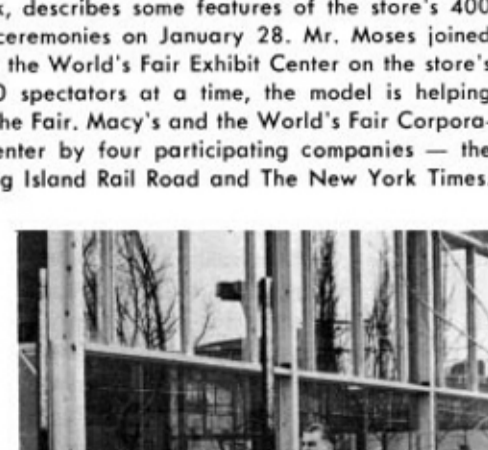
David L. Yunch, president of Macy's New York, describes some features of the store's 400 square foot model of the Fair at its unveiling ceremony on January 28. Mr. Yunch is officiating at the event. Located in the World's Fair Exhibit Center on the store's fifth floor and capable of accommodating 200 spectators at a time, the model is helping New Yorkers and visitors pre-plan their trips to the Fair. Macy's and the World's Fair Corporation are being joined in the store's Exhibit Center by four participating companies — the Sinclair Oil Company, United Air Lines, the Long Island Rail Road and The New York Times.

REPLICA OF CRYPT STARTS TRIP TO VATICAN PAVILION

A life-size replica of the famed crypt beneath St. Peter's Basilica began its journey to the Fair's Vatican Pavilion last week.

Placed aboard the Leonardo Da Vinci at Naples, the 15-ton wood, plaster and plastic replica took six months of painstaking work by eighteen Italian artisans as they constructed separate pieces and packed them in five cases for final assembly in New York.

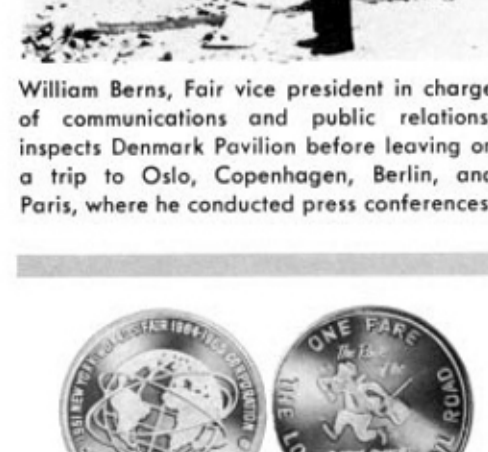
The Pietà and the Good Shepherd will arrive in New York in April.



William Berns, Fair vice president in charge of communications and public relations, inspects Denmark Pavilion before leaving on a trip to Oslo, Copenhagen, Berlin, and Paris, where he conducted press conferences.



Fair President Robert Moses receives special citation as "a leader, builder, and patron of the fine arts," from the National Sculpture Society during February 11th dinner at the Architectural League. Shown with Mr. Moses are (left) Adolph Block, president of the Society and Newbold Morris, Commissioner of the New York City Department of Parks.



The 1½ inch diameter bronze fare token which the Long Island Railroad is issuing at fifty cents for its World's Fair shuttle service from Penn Station.