to USS United States Steel

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Twelve New Flags Added to International Area Global Interest in Fair Runs High

GOVERNOR ROCKEFELLER DRIVES FIRST PILE FOR OBSERVATION TOWER OF HOST STATE'S EXHIBIT

Governor Nelson D. Rockefeller drove the first pile in the 200-foot high observation tower of the New York State pavilion from which millions will have a sweep-

ing view of the Fair's 646-acre site. At the ceremonies held on October 9th, Lieutenant Governor Malcolm Wilson, who is chairman of the New York State Commission on the World's Fair, also

revealed for the first time plans for the state's \$5,000,000 installation. Conceived as the "County Fair of the Future," the installation 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. (continued on page 2, col. 3)



the New York World's Fair, showing the theatre (circular building on lower left), the flag-bedecked "Tent of Tomorrow" and the three observation towers. C) this tree that Wester has the 1965 Corporates

Flushing 52, N. Y.

ROBERT MOSES, President



Economic Chamber, With them are Mr. Otto M. Spitz (left), Austrian Trade Delegate, and Mr. Gates Davison (standing) of the International Division, who negotiated the arrangements. With 385 working days to its opening, From Europe came word that SWITZthe Fair's International Area has all the ERLAND will have a pavilion at the Fair. The agreement with AUSTRIA was rati-

at the United Nations. Delegates from many lands, often dressed in their native costumes, are almost daily visitors to World's Fair headquarters against a background of the renderings of exotic pavilions to rise on the Avenues of the International sector. The months of intensive activity involving global negotiations by former Governor Charles Poletti and his staff are rapidly bearing fruit. Twelve signings in September alone are just one indication of the marked increase in worldwide representation on the part of the many exhibitors who have announced participation in the 90-acre International Area. 385 WORKING DAYS TO OPENING DAY

busy boom and bustle of a full calendar

fied in a ceremony at which Consul General Dr. Johannes Willfort signed the contract on behalf of the Austrian Federal Economic Chamber. It will have an 18,000 square-foot site fronting on the Dwight D. Eisenhower Promenade. From the Far East came a JAPANESE delegation to bring the agreement signed in Japan by Michisuke Sugi, president of

the Japan External Trade Organization, and to advance plans for their 50,000 square-foot site. More World's Fair news was made in signing ceremonies for countries of the Middle East, from the shores of the Medi-

terranean to the Persian Gulf. The KING-DOM OF JORDAN, represented by His Excellency Ambassador Abdul Monem Rifa'i, ratified an official agreement of (continued on page 3, col. 3)

NEW CONSTRUCTION HIGHLIGHTS INDUSTRIAL AREA CALENDAR

NEW YORK WORLD'S FAIR 1964-1965 tower of light.

Johnson's Wax Breaks Ground Today S. C. Johnson & Son, Inc., started construction at its site today, in the 147-acre

Industrial Area with a ground-breaking

ceremony. Plans were revealed by Howard M. Packard, president, for the exhibit's soaring, open-tower, 80, foot high pavilion within which will be suspended a huge metal disc enclosing a 600-seat auditorium. In addition to the auditorium, where continuous daily entertainment will be offered, the pavilion will feature an adjacent double-decked open promenade structure in which educational exhibits will be displayed. Robert Moses, president of the Fair, joined Mr. Packard in shoveling the first spadefulls of dirt at the 33,000 squarefoot site of the Johnson's Wax Pavilion. On Thursday, the F. & M. Schaefer Brewing Company will unveil its model as men and machines continue to drive piles for the foundations of the many other In-

well under way at their pavilion sites. Two More Major Exhibitors Begin Construction Two previous groundbreakings - for the Electric Power & Light Exhibit on September 26th and the Pavilion of American Interiors multiple-tenant pavilion on

dustrial Area exhibitors who have work

October 2nd - were high points in a full

month of Industrial Area activity by Martin Stone and his staff. A one-ton model of the spectacular Electric Power & Light Exhibit was mounted on a decorated float for the groundbreaking at which Garland Landrith, general manager of the Electric Power & Light Exhibit, acted as master of cere-

monies and introduced Mr. Ernest R. Acker, president. Robert Moses, president of the Fair, presented Mr. Acker with the official World's Fair silver medallion. Mr. Acker described the Electric Power & Light Exhibit and its complex of vertically staggered metal prisms which rise 80 feet in height. Crowning the pavilion are three vertical pylons rising from a mass of searchlights within the central core of the building. A solid beam of light probing

high into the sky will be seen for hundreds

Visitors to the building will be carried

through a dramatic show on an elevated,

of miles.

revolving ring and will exit by a spiral ramp leading them past the core of the

The Transportation and Travel Pavil-

ion, the only multi-tenant, industry-wide

building in the Fair's Transportation Area,

is now on the way from its unique blue-

prints into solid glass and steel, housing

130,000 square feet of exhibit space.

groundbreaking site was dominated by a huge blow-up of the pavilion. Mrs. Jacob Javits, representing her husband, Senator Javits, who had been called to Washing-

engineers are Synergetics, Inc.

The design was created by Robinson-

The Pavilion of American Interiors

Capsis-Stern Associates, Inc. The architect-

ton, delivered greetings for the Senator and turned the first shovel of earth. Other speakers included Mr. Robert Elton, chairman of the board of Pavilion of American Interiors, Mr. Nathan Ancell, chairman of the advisory board of PAI and Mr. Thomas Bresnahan, member of the staff and of the advisory board. The Pavilion of American Interiors is a four-story, \$2,300,000 structure which will house the exhibits of 125 manufacturers of furniture, floor coverings, lamps, draperies and other home furnishings.

There will be a total of 68,000 square feet of display space. Features include a special designers' gallery and a fully manned information center on each floor. Thomas H. Yardley is the architect and John Vassos is the designer. Scott Paper Company has leased a 25,000 square foot site in the Industrial Area of the Fair. The Company — a large

producer of sanitary paper products, plastic cups and polyurethane foam for industrial and apparel use-intends to construct

an exhibit to display the useful products that are made from wood.



PLANS REVEALED FOR FIRST TRANSPORTATION HALL OF FAME AT GROUNDBREAKING CEREMONIES Christopher Columbus and Others Honored pay tribute to the trail-blazing men of

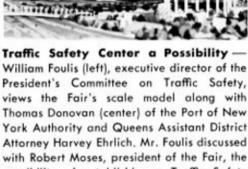
vision - inventors, explorers and indus-

trialists-who have principally shaped the

the first to be honored in the Hall of

Christopher Columbus was named as

development of this worldwide industry.



Attorney Harvey Ehrlich, Mr. Foulis discussed with Robert Moses, president of the Fair, the possibility of establishing a Traffic Safety Center at the Fair. Also participating in the discussions were Queens District Attorney Frank O'Connor, Mr. Donovan and Mr. Ehrlich. (continued from page 1, col. 1) Consisting of three principal structures, the exhibit will include a theatre, a "Tent of Tomorrow," three observation towers,

point in the World's Fair grounds. The Tent of Tomorrow will be the heart of the state exhibit. An elliptical shaped, 350-foot by 250-foot structure, whose outer support will be sixteen 100foot tall, white concrete columns, the Tent

the tallest of which will be the highest

will feature the world's largest suspension At the groundbreaking ceremony which was attended by various members of the New York State World's Fair Commission, Robert Moses, president of the Fair, greeted Governor Rockefeller and Lieutenant Governor Wilson and presented them with

silver World's Fair Souvenir , Medallions. Following the presentation, Governor Rockefeller, Lieutenant Governor Wilson, Mr. Moses and other members of the official group proceeded to the state's site where the three officials spoke briefly to the assembled workers and guests. Governor Rockefeller then tripped a valve, acti-

vating the pile driver, and the Fair's tallest

Company is building the "County Fair of

the Future," which was designed by Philip

The Thompson-Starrett Construction

structure was underway.

ing ceremonies. •

Governor Rockefeller's visit was the high point of a busy month of Federal and States Area activity, during which General Potter met with representatives from a dozen states to review architectural plans

and prepare for up-coming groundbreak-

Ground was broken on Thursday, Oc-Fame. All others will be chosen from the tober 11th, with Major Alexander P. de 20th century by a national poll which will be conducted in the coming year. The first Seversky, a great figure in aviation since

selectees for the tribute - Major de Sever-World War I, wielding the ceremonial sky himself, the Wright brothers, Major Robert O. Thatcher, president of the Yuri A. Gagarin and Lt. Col. John H.

long unique suspension pavilion as William Berns, Fair vice president of communications and public relations, welcomed the exhibitors who will help tell the story of people and products on the move from bicycles to space vehicles.

Transportation and Travel Pavilion, re-

LATE NEWS . . . RICHARD C. PATTERSON,

CITY OF NEW YORK, HAS BEEN

NAMED CHIEF OF PROTOCOL FOR

THE FAIR'S INTERNATIONAL DI-

VISION . . . THE U.S. STEEL

HOUR (C.B.S. CHANNEL 2) OPENS

EVERY OTHER WEDNESDAY AT 10 PM

WITH A DRAMATIC PRESENTATION

OF THE UNISPHERE, WORLD'S FAIR

Glenn, Jr. — typify the variety of accomin the Hall of Fame. Fast moving ramps will carry visitors directly from the Pavilion's entrance to its

business and pleasure in the Western Hemisphere and the world-at-large for the transportation industry, with a special section devoted to exploring the future. • THOMAS J. WATSON, JR., BOARD CHAIRMAN . . . A SPECIAL WORLD'S FAIR SILVER BOWL TROPHY WILL BE PRESENTED AT THE ANNUAL

HORSE SHOW AT MADISON SQUARE

GARDEN ON CLOSING NIGHT, NO-

VEMBER 6th . . . CARTOONISTS'

DAY AT THE FAIR IS SCHEDULED

FOR NOVEMBER 13th WHEN THE NA-

TIONAL CARTOONISTS SOCIETY

WILL VISIT THE GROUNDS . . . THE

NEW YORK WORLD'S FAIR EXHIBIT

AT THE SEATTLE FAIR WILL OFFI-

CIALLY OPEN IN DISNEYLAND ON

three floors which will dramatize travel for

vealed the varied plans for the 384-footplishment envisioned for representation

A Transportation Hall of Fame included among the exhibits planned will JR., COMMISSIONER OF THE DEPART-MENT OF PUBLIC EVENTS OF THE

DECEMBER 1st.

SYMBOL . . IBM CORPORATION MADE THE FIRST MAJOR PURCHASE OF FAIR TICKETS WITH AN ORDER

AND CHECK FOR \$100,000 FROM

(continued from page 3, col. 3,)

traditional and modern Ireland. The agree-

It is in the International Area that Fair visitors will be able to view the pavilions representing many of the world's religions. Included to date are: The Holy See, Chris-

tion Science Pavilion, Church of Latter

Day Saints, the Protestant Center, the

Synagogue Council of America and the

been reserved and many of the exhibitor's

The Kingdom of Jordan becomes an exhibitor

at the World's Fair as H. E. Ambassador

Abdul Monem Rifa'i, and Governor Charles

Poletti, Fair vice president, sign the agree-

ment of participation. Mr. Hugh D. Auchin-

closs, Jr., consultant to the World's Fair on

Arab nations' affairs, is an interested witness.

Most of the International Area has now

Islam Mosque.



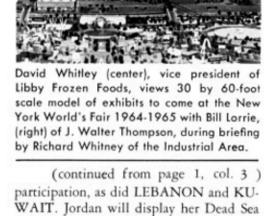


Fair President Robert Moses reads message from Mr. Michisuke Sugi, president of the Japan External Trade Organization, presented by a special delegation consisting of Ambassador Roberto T. Alemann signing the Mr. Eijiro Fujise, executive director of the



Arab nations' affairs who conducted the negotiations, and General William E. Potter (left), member of the executive committee, who signed the agreement for the New York World's Fair 1964-1965 Corporation.





square-foot site near the Sudan exhibit. On this side of the Atlantic, South American countries highlighted their interest in the Fair with three more exhibitors contracting for space on the Fair's Avenue of the Americas. VENEZUELA evidenced its traditional Latin American hos-

pitality by presenting Governor Poletti

with a signed contract during his recent

visit. ARGENTINA'S Ambassador, H. E.

Sr. Roberto T. Alemann, telephoned first

news of the signing for his nation for a

The Avenue of Africa added two more

flags as the REPUBLIC OF MALI offi-

cially signified its participation, and LI-

BERIA formally signed for a 10,000

32,000 square-foot site as word arrived by cable from URUGUAY announcing its participation in the Fair. All of these nations are planning a variety of exhibits that will give the Fair visitor an inspiring insight into the cultural riches and achievements of their citizens. Almost daily more details are forthcoming from other nations well under way with their concepts and designs. First plans for the spectacular Pavilion of SPAIN reveal a unique structure featuring a domed roof built in a centuriesold technique without supporting timbers. Here will be housed replicas of masterpieces by Spain's most famous artists and outstanding examples of the nation's tour-

ism, commerce and industry.

During a recent visit to the Fair headquarters, Mr. Devane promised a pavilion which would appropriately portray both (continued on page 4, col. 1)

Andrew Devane, one of IRELAND'S leading architects who studied under Frank Lloyd Wright, has been appointed to design his country's pavilion on a site of almost 15,000 square feet directly across from the United States Pavilion.

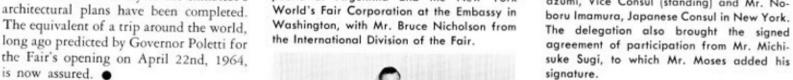
agreement of participation from Mr. Michisuke Sugi, to which Mr. Moses added his signature.

Japan Trade Center (left), Mr. Yashushi Mur-

azumi, Vice Consul (standing) and Mr. No-







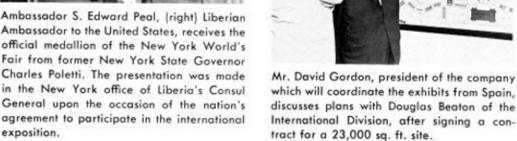
agreement of participation between the Re-

public of Argentina and the New York





Mr. David Gordon, president of the company which will coordinate the exhibits from Spain,





the Uruguayan Embassy, signing the Agreement of Participation between the Republic of Uruguay and the New York World's Fair Corporation, at the Embassy in Washington, with Mr. Bruce Nicholson from the International Division of the Fair.