

NEW YEAR'S MESSAGE FROM ROBERT MOSES, PRESIDENT

This is the beginning of the year before the Fair opens — the year in which not only the avenues of access and basic improvements must be finished on schedule; but pavilions and exhibits must be installed; the concessions and shows which furnish the entertainment must be built and equipped; the internal transportation system must begin to roll and landscaping, greenery and restful park facilities installed. Labor and equipment supplies are bound to get in each other's way before what looks like utter confusion to the average resident and commuter is resolved and the ultimate preparations are under control; that we shall open on time and that our promises will be kept. ❊

REPUBLIC OF CHINA FIRST GOVERNMENT TO START WORK IN INTERNATIONAL AREA

The Republic of China set the example for more than sixty other foreign national exhibitors expected to participate in the Fair's International Area, when ground was broken on Thursday, November 29, for the Chinese Pavilion near the site of the Unisphere. The event followed by less than a month the transatlantic groundbreaking for the Vatican Pavilion.

Participating in the Flushing Meadow Park ceremonies with Robert Moses were Chinese Consul General Kien Wen Yu, officials of the Chinese Government Program, and Chinese Mission and former New York State Governor Charles Poletti, vice president of the International

(continued on page 6, col. 3.)

PRESIDENT KENNEDY BREAKS GROUND FOR U.S. PAVILION

Signals start of work at site on \$17 million Federal Exhibit



President Kennedy as he spoke at groundbreaking ceremonies for the U. S. Pavilion at the New York World's Fair. Seated behind him are Robert Moses, president of the Fair, and New York City's Mayor, Robert F. Wagner.

Last Friday, December 14th, the Fair was host to President John F. Kennedy who addressed a large crowd before signaling the start of construction for the United States Pavilion. Participating in the official ceremonies with the President, who had been invited to the Fair by Thomas J. Deegan, chairman of the executive committee, were Robert Moses, president of the Fair, Mayor Robert F. Wagner and Norman K. Winston, United States Commissioner for the Federal exhibit.

Arriving shortly before 1:00 p.m. at Idlewild Airport, the President was greeted by Mayor Wagner. The official party, including thirty members of the White House press, then proceeded to the Fair's Administration Building.

After a short briefing on World's Fair progress by General William Whipple, Jr., Fair chief engineer, in the model room with a press pool in attendance, the group moved directly to the 196,394 sq. ft.

United States Pavilion site in the Federal and State Area. Here other members of the press, the executive committee and visiting public had gathered for the event.

Mr. Winston presided over a fifteen-minute ceremony during which he described the Federal Pavilion as "an expression of the American spirit." Mayor Wagner said the groundbreaking for the United States exhibit "marked another milestone in the way to the realization of what was expected to be one of the greatest world expositions ever held."

The President expressed appreciation to Robert Moses, Mayor Wagner and all those who are working on the Fair to make it a success. Describing the theme as "most appropriate," the President said he thought the 616-acre Fair would show visitors from abroad "what kind of people we are, what kind of country we have and what the land is like."

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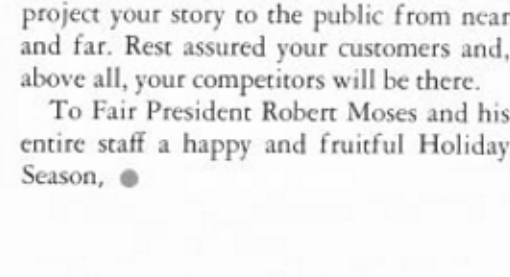
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ROBERT MOSES, President

GUEST COLUMN GREETINGS FROM THE EXHIBITORS ASSOCIATION

By Stanley B. Finch
Chairman, New York World's Fair Exhibitors Association
and
Executive Secretary of Gas Inc.

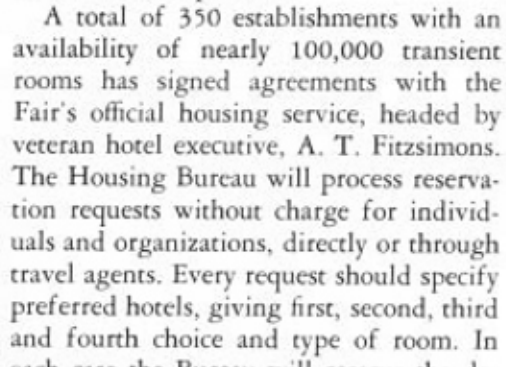


With only 339 working days to go before opening day in 1964, it is evident that 1963 will be a busy year for everyone connected with the Fair. Perhaps we should all relax for a few days during this holiday season.

Man's ingenuity knows no bounds and all the drama, excitement and entertainment of a World's Fair will certainly be demonstrated in every imaginable form in Flushing Meadow Park. New inventions, products and techniques, many now being dreamed of, will stir the imagination and stimulate the future economy. After all, what better way can be devised as a show-case to expose your industry and consumer products to seventy or more million persons.

This association salutes the industrial giants for the vision and knowledge it takes to participate in this great exposition and extends a bow to the men on the actual firing line whose duties are to transfer these dreams into reality.

If you are not a participant listed on our roster on opening day in 1964, you will be missing the opportunity of a lifetime to project your story to the public from near and far. Rest assured, we will be there to help. Fair President Robert Moses and his entire staff a happy and fruitful Holiday Season. ❊



Advance copy of the New York World's Fair Housing Handbook is inspected by (left to right) A. T. Fitzsimons, director of the New York World's Fair Housing Bureau, Royal W. Ryan, executive vice president of the New York Convention and Visitors Bureau, and Charles Gillett, Convention Bureau promotion director. All three visited the Fair with representatives of their bureaus for a special luncheon and briefing.

FAIR VISITORS ASSURED WIDE CHOICE OF HOUSING

Official Housing Bureau Wins Enthusiastic Support

Virtually every transient hotel and motel in New York City and its environs has agreed to participate with the New York World's Fair Housing Bureau to provide accommodations for visitors to the exposition, according to Royal W. Ryan, executive vice president of the New York Convention and Visitors Bureau, which is operating the Housing Bureau on behalf of the Fair Corporation.

A total of 350 establishments with an availability of nearly 100,000 transient rooms has signed agreements with the Fair's official housing service, headed by veteran hotel executive, A. T. Fitzsimons. The Housing Bureau will process reservation requests without charge for individuals and organizations, directly or through travel agents. Every request should specify preferred hotels, giving first, second, third and fourth choice and type of room. In each case the Bureau will send the desired accommodations and reserve an immediate confirmation.

New World's Fair Housing Handbook

Detailed information on rates, facilities and services at each establishment has been compiled in a special WORLD'S FAIR HOUSING HANDBOOK for people working in the travel industry and related activities. It is now in circulation to travel agents, carriers, government representa-

tives, auto clubs and other distribution centers throughout the world for use in planning housing arrangements for Fair visitors.

Fair-Housing Agreements

An important feature of the program is that all of the hotels and motels listed in the handbook have pledged to hold the line on prices during the Fair period. According to the agreement they have signed with the Housing Bureau, each will:

- Hold and honor all reservations made by it in accordance with its confirmation and maintain the highest standard of fair dealing in its relations with World's Fair visitors.
- Charge rates for the period when the Fair is open to the public — April 22-October 18, 1964, and April 21-October 17, 1965 — which will not exceed the regular rates in effect on January 1 of each Fair year.

The information includes a schedule of current rates in detail by type of accommodation, as well as data on special facilities, parking, net group rates, foreign language parlors and other services of the Fairgrounds from each establishment.

In commenting on the Housing Bureau's progress to date, Mr. Ryan noted that "the hotel industry is by a special command for its outstanding cooperation toward insuring the success of this major World's Fair program."

All inquiries and requests for reservations should be addressed to:

NEW YORK WORLD'S FAIR HOUSING BUREAU
New York 19, New York
P. O. Box 1964, Radio City Station

Variety of Family Entertainment in Store for Lake Area Visitors

A 2,400-seat theater featuring musical extravaganzas and a convertible restaurant-club and dining pavilion were added to the growing roster of entertainment attractions in the Fair's Lake Area with the signing of an 82,000 sq. ft. lease by Angus G. Wynne, Jr., of Dallas, Texas, and Compass Productions, Inc. of New York — partners on the project.

Angus Wynne, president of the Great Southwest Corporation and creator of the huge amusement center, Six Flags Over Texas, said: "I'm convinced that the World's Fair will be a major attraction for some 70,000,000 people. I know that Compass Productions can produce a show that will captivate a large portion of this audience."

Martha Wright, acclaimed for her performance as Baroness Von Trapp in the Broadway musical hit, "The Sound of Music," was present for the November 28th ceremonies at the Fair Administration Building.

Award-Winning George Schaefer to Direct Productions

Director of productions that will combine visual splendor with music, singing, dancing and comedy on an ingeniously designed stage will be George Schaefer, producer-director for Compass Productions, Inc. which turned out such award-winning TV shows as "Victoria Regina," "Macbeth," and "The Teahouse of the August Moon." Its most recent Broadway hit was last season's "Write Me A Murder." Envisioned for the Fair theater is a show

based upon a century of American musical comedy — 1864-1964.

The restaurant and lounge operations will feature a complete change of decor three times daily by means of an elaborate electronic system. Negotiations are proceeding with a number of New York's top restaurateurs to manage this phase of the operation. It is planned to transform the restaurant into a "night club" from 9:30 p.m. to 2:00 a.m. nightly, booking top entertainment talent.

Judge Roseman Predicts Quality Entertainment

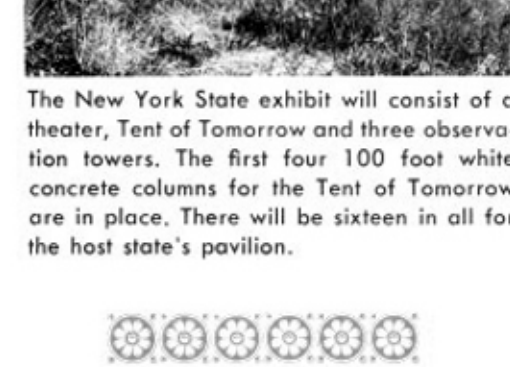
At the ceremonies, Judge Samuel L. Roseman, a member of the Fair's executive committee and in charge of leasing the Lake Area, stated:

"This theater and night club project and the people behind it indicate that which we have been saying all along — there will be quality entertainment at the Fair. This project which is being signed today, the Amphitheatre, the Circus and the American Indian Pavilion will provide Fair visitors of all ages with good, clean entertainment."

The building is being designed by John Graham & Co., architects and engineers of the Seattle Fair's Space Needle, and the construction will be executed by the Tishman Realty & Construction Company, 666 Fifth Avenue, New York City.

The entire project will be developed under the supervision of Gordon R. Wynne, Jr., vice president of Compass Productions, Inc. ❊

EXHIBIT BUILDINGS TAKE VISIBLE SHAPE AT CONSTRUCTION SITES



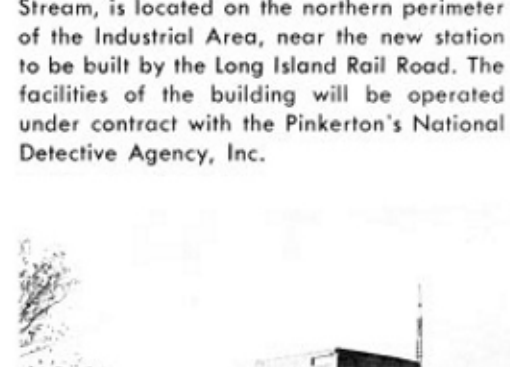
The New York State exhibit will consist of a theater, Tent of Tomorrow and three observation towers. The Fair's 100-foot white concrete columns for the Tent of Tomorrow are in place. There will be sixteen in all for the host state's pavilion.



Construction is visibly advancing on the circular structure that will house General Electric's theater and its Walt Disney production. This is among other exciting presentations of MCI's achievements in the field of electricity and electronics. The 56,000 sq. ft. site is in the Industrial Area alongside the Pool of Industry at the intersection of the Avenue of Commerce and Progress.



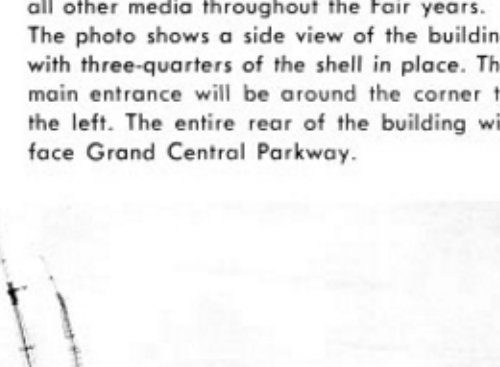
General Motors — Construction is moving forward at an accelerated pace for General Motors' World of Tomorrow, a global Futurama exhibit. The GM exhibit is currently under construction on a seven-acre site, and the building will have a 10-story canopy entrance. The pavilion will be surrounded by more than three acres of landscaped area, including reflecting pools and waterfalls. GM President Frederic G. Donner says that the Fair's Futurama will "suggest the great strides forward that are entirely possible if mankind exercises its full potential."



Nearly completed for its official opening, the 12,000-square-foot structure, shown above, will house the Fair's fire, police, medical, lost-and-found and lost children services. The new building, constructed by Electronic & Missile Facilities, Inc. of Valley Stream, is located on the northern perimeter of the industrial area near the new station to be built by the Long Island Rail Road. The facilities of the building will be operated under contract with the Pinkerton's National Detective Agency, Inc.

AMERICAN INDIAN PAVILION — ANOTHER WORLD'S FAIR FIRST

For the first time in history, the American Indians will offer an organized program in an international exposition, as the result of an agreement signed on November 21st, with Fair President Robert Moses, for an American Indian Village in the Lake Area. Chief Charles White Eagle, chairman of the National American Indian Youth Committee of Arrow, Inc., which will sponsor the exhibit, represented Arrow at the lease-signing.



Designers preliminary sketch of the American Indian Village to be built in Fair's Lake Area

The American Indian Pavilion will occupy a site of 35,000 sq. ft. for an integrated display of the history, lore, crafts and tribal rites of the original settlers of this country. Its sponsor, Arrow, Inc., is a non-profit organization launched in 1949 by Will Rogers, Jr. to work on behalf of American Indians in the fields of health, education, housing, arts and crafts and the development of resources.

Exhibits for the Indian Village to be built for the New York World's Fair will include instantly to embrace many periods. Indian art will be represented by works of early times loaned for the exhibit by the Bureau of Indian Affairs and other U. S. government sources. Additional artwork, bows and arrows, beaded saddles and displays of early handicrafts, now in the possession of Spain and other foreign governments, and now seen in the United States for at least two centuries, will also be loaned for the exhibit during the two Fair seasons.

One of the Northwest Indian delicacies to be served in the village will be salmon, smoked on the grounds. Among the exciting events planned to be shown for the first time off Reservation are a live snake dance, a bear hunt and a black wild fire.

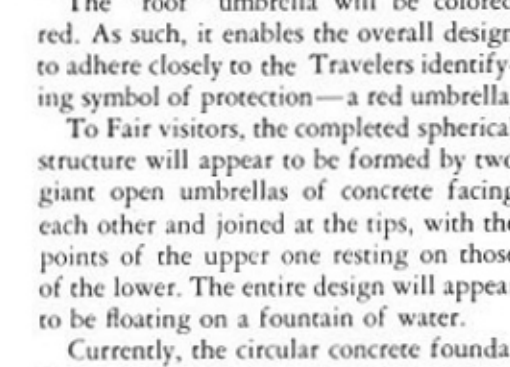
Sage Ventures, a District of Columbia corporation which is financing the pavilion, is engaged in exploration and development of Indian Reservations. Its contracts, including the present Fair agreement, must have the prior approval of the Bureau of Indian Affairs and the Department of Justice. Harold Rainville, president of Sage Ventures, signed the agreement for the pavilion. ❊

TRAVELERS INSURANCE EXHIBIT ANNOUNCES FIRST STEEL

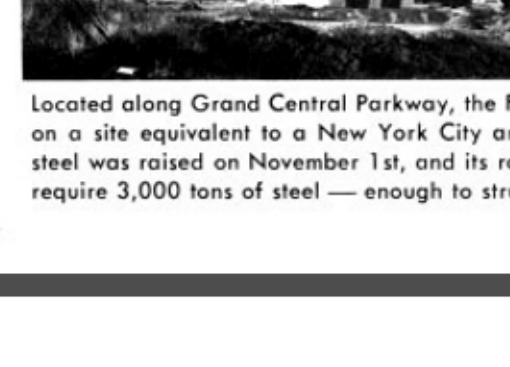
The Travelers Insurance Companies, one of the first major organizations to lease space in the Fair and first to insure the curved ribs of the upper one. The upper umbrella ribs will be colored red. As such, it embodies the overall design and adheres closely to the Travelers identifying symbol of protection — a red umbrella.

To Fair visitors, the completed spherical structure will appear to be formed by two giant open umbrellas of concrete facing each other and joined at the tips, with the points of the upper one resting on those of the lower. The entire design will appear to be floating on a fountain of water.

Currently, the circular concrete foundation wall which will support the umbrellas is nearing completion. Ribs of the lower umbrella will be anchored to sawtooth notches at the top of the wall and fan out and up to be joined at the tips by the curved ribs of the upper one. The upper umbrella ribs will be held together at the top by a network of steel cables. On completion, the foundation wall will be hidden by a fountain of water. ❊



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Located along Grand Central Parkway, the Ford Motor Company Fair Pavilion is rising rapidly. The pavilion, which will house the Ford Motor Co. exhibit, is being planned by the Ford Motor Co. The building will ultimately require 3,000 tons of steel — enough to structure a 22-story office building, 125 feet square.



Up-to-date progress photo shows Travelers Insurance Company exhibit structure ready to rise (center) adjacent to the Pool of Industry. Bell System Pavilion construction is seen at right. Pylon and steelwork progresses on the Van Wyck Extension across top of photo.

NATIONAL CASH REGISTER READY TO START WORK AT SITE

Officials of the National Cash Register Company, of Dayton, Ohio, are preparing to break ground shortly for the NCR Pavilion.

NCR Chairman and President, Robert S. Oelman said the display will feature the newest developments in office automation systems with a preview of tomorrow's computer world. The accent will be on the international aspects of life in 1964 as typified by NCR's own operations in more than 120 countries.

Supported by three concrete pylons, the structure will employ special "space frame" construction throughout. There will be some 17,000 sq. ft. of exhibit area plus a mezzanine on three levels of the pavilion.

Harry C. Kessecker, vice president of Marketing for NCR, is also expected for the groundbreaking ceremonies.

The firm which has exhibited at almost every major world exposition during the past 75 years, plans the most comprehensive presentation in its history at this Fair. NCR's exhibit in the 1959 New York World's Fair will be remembered for its story of "The Future of the World" in a running count of each day's attendance. ❊

BROWN & WILLIAMSON TOBACCO CORPORATION

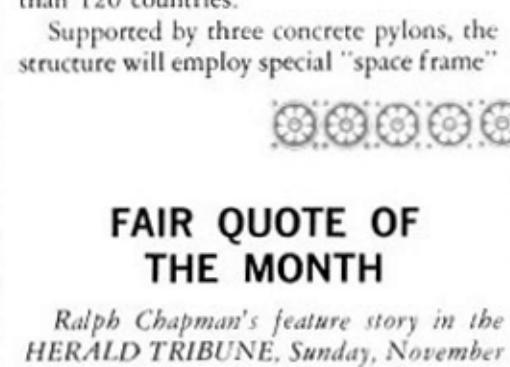
The Brown & Williamson Tobacco Corporation is the newest addition to the roster of exhibitors at the New York World's Fair. The Louisville, Ky. firm plans a 1962 Visitor Information Center, in addition to demonstrating the culture and manufacture of tobacco in its 14,684-sq. ft. Gotham Plaza site at the Long Island Rail Road IRT subway entrance to the Fair.

Brown & Williamson, which dates back to the 1870's and is headquartered in North Carolina, is manufacturer of Viceroy, Kool, Raleigh, Bel Air and de Manier cigarettes. ❊

FAIR MONTH OF THE QUOTH

Ralph Chayman's feature story in the HEALD TRIBUNE, Sunday, November 25, 1962, covered the probable impact of the Fair on Long Island in particular, and the national economy in general.

"Among those questioned about the Fair and its after-effects," he wrote, "none was more enthusiastic than Harold V. Gleason, senior vice-president of the Franklin National Bank of Long Island. 'The Fair is an extremely well planned operation,' he said. 'Its notes will weigh their weight in gold.'"



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FAIR'S LICENSING PROGRAM NOW TOTALS ELEVEN CONTRACTS

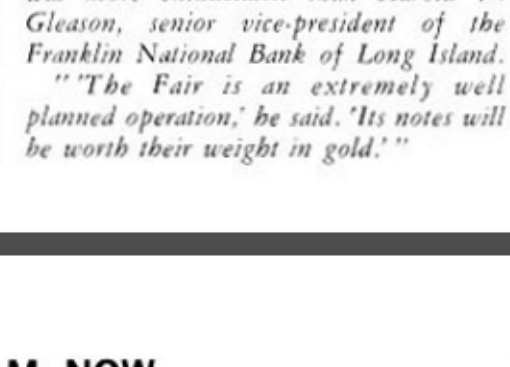
Newest Signings for Home Movies, Shopping Bags, T-Shirts, Pennants and Jewelry

Eleven contracts have been awarded to date for novelties, souvenirs and other official mementos of the New York World's Fair. Martin Stone, head of the Fair's licensing program, highlighted the goals of the operation at a recent meeting of the exhibitor-public relations group in stating that "each decision has been made on a highly selective basis to preserve uniformity, avoid imitation and insure prices that represent both quality and value for the Fair visitor. One of the primary aims," Mr. Stone said, "is to achieve millions of impressions that will help beam the Fair's message across countries and continents."

Media Kayle, executive vice-president of Medias Enterprises, Inc., the Fair's licensee for home movies, has announced recent signings. The latest contract to be negotiated is with United World Films, Inc. (Castle Films) which was granted exclusive rights to produce and sell the Fair's official home movies.

Another signing was effected by Herbert Diamond, president of the Lowell Toy Manufacturing Corp. which received sole rights to produce and sell New York World's Fair pennants.

Interstate Bag Company has also just negotiated a franchise with the Fair Corporation providing for the sale of convenient shopping bags both before and during the Fair years. William C. Scott, vice president of Interstate, signed the agreement for the company with Stuart Constable, Fair vice president in charge of operations. Embellished with the Union



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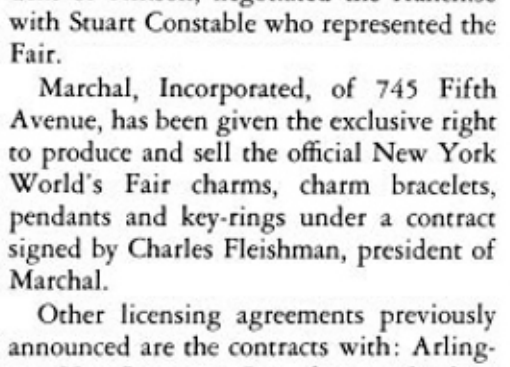
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TEXAS FLAG TO FLY AT WORLD'S FAIR

The Sovereign State of Texas Area of the Fair on a 46,296 sq. ft. site adjacent to the New York State Pavilion. An agreement of participation for the Lone Star State was signed on November 29th by W. W. Lynch, chairman of the Texas World's Fair Advisory Committee.

Commenting on the state's interest in the exposition, Governor Price Daniel described it as "important from the standpoint of attracting industry, trade and tourists" that Texas be represented along with most of all the states of the union which are also reserving space in the Fair.

Mr. Lynch, president of Texas Power and Light, who was appointed chairman



The architectural competition for the design of the Pakistan Pavilion, shown here, was won by D. H. Darvalov and Taj-ud-din Bhamani of Karachi.

of the Texas World's Fair Advisory Committee by Governor Daniel, will work with a twenty-four-man committee of outstanding leaders in the fields of business, government, press, public relations, tourism and travel to plan the exhibit. ❊

French Pavilion to Feature "Folies Bergere" and Maxim's Among Famous Parisian Attractions

Artist's rendering of the \$10 million French Pavilion which will feature over 200 displays and a variety of industrial exhibits. The ellipse — designed like a mammoth oval will be the home of the "Folies Bergere."

A three-dimensional animated and illuminated model of Paris — The City of Light — will be presented in continuous twenty-minute showings in a pavilion beneath the ellipse.

The third structure of the pavilion is a massive pyramid rising to a height of 120 feet in an avant-garde simulation of the Eiffel Tower.

The French Pavilion will be able to feed 3,500 people at one time in its combined restaurant facilities.

Chief consulting architect for the pavilion is Charles Riegler, the well-known French designer, and project architects are Katz, Waisman, Weber, Strauss. The engineers are Bernard Shaw & Associates, construction is by Rand Construction Company and traffic management by International Expeditors, Inc. Exhibit design and production is by 3-Dimension Exhibits of Chicago who have already leased 80,000 sq. ft. of space in Long Island City for the exclusive use of creating and designing French Pavilion exhibit displays. ❊

FORMICA TO BUILD 7 ROOM "HILLTOP HOUSE"

The Formica Corporation of Cincinnati, a subsidiary of American Cyanamid Company, announced the signing of an agreement to exhibit a seven-room, 2,600 sq. ft. house at the New York 1964-1965 World's Fair.

The house, to be placed on a fully landscaped half-acre plot is being planned by Emil A. Schmidlin, architect, and Miss Ellis Leigh, designer, both of East Orange, New Jersey, it was announced by Walter A. Smith, president of Formica.

The Formica exhibit, situated on a hill at the Flushing Meadow site, will bear the address 64-65 Hilltop Lane.

In addition to demonstrating the application of all Formica laminated plastic products, the house will serve as a show-case for other Cyanamid consumer products. Besides the house itself, 7,000 more sq. ft. of space will be used to detail such products as Formica acrylic fiber, Melmac quality melamine dinnerware, Acrylite decorative sheet, Skydome skylights and chemical aids for the farm and garden. ❊

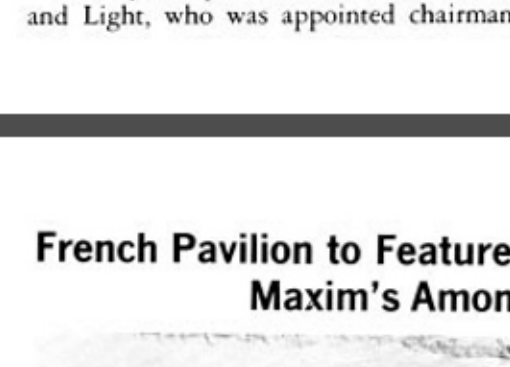


Officials of the Formica Corporation of Cincinnati, their architect and their designer, examine plans for the seven-room "Hilltop House" to be erected by the American Cyanamid Company subsidiary of the New York World's Fair. From left to right: Dr. Joseph F. Nobis, director of commercial development for Formica, who has been named director of all World's Fair activities for the company; Miss Ellis Leigh, designer; Walter A. Smith, president of Formica, and Emil A. Schmidlin, architect.

SWISS SKY RIDE TO SPAN INTERNATIONAL AREA

There will be two Swiss Pavilions at the Fair. The Federation Horlogere will sponsor a pavilion which will be devoted to the Swiss watch industry. The other, the Swiss Club, will contain tours and industrial exhibits. One of its main attractions will be a Swiss restaurant.

The Von Roll Iron Works of Switzerland will sponsor the cable ride which will span the International Area. ❊



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Mr. Moses in thanking the President said, "We are elated, Mr. President, that you have come personally to inaugurate the Federal exhibit of the World's Fair, and thus again to demonstrate dramatically your wholehearted support of this olympic of progress." Mr. Moses presented the President with the first gold commemorative medalion.

The event was climaxed by President Kennedy as he signalled the first bulldozer



339 WORKING DAYS TO OPENING DAY

Opening Day, Wednesday, April 22, 1964