

New York Report

The Fair Becomes Alive

By Mary Hornaday

The countdown clock at the New York World's Fair says just 93 days till opening.

With snow drifting and swirling around the Unisphere, on Flushing Meadows, one's imagination has to be pretty vivid to envision how the fair will look when the ribbon is cut next April 22, and the first of an anticipated 70,000,000 to 80,000,000 visitors begins to stream in.

Still, the fair has begun to come alive. Any doubt that it has a heart was dissipated recently when its president, Robert Moses, agreed after a bitter battle with New York City to let school children visit the fair for 25 cents on Monday, Wednesday and Friday during the school year. (The regular admission price for children is one dollar.)

The fair has sinews, too. First they were raw steel, but now their angular towers and overhanging domes and suspended wings are covered—with fiber-glas or other revolutionary substances. Materials at the 1964-65 fair are different than they were at the 1939-40 fair and may have an influence on the construction industry the world around for years to come. For instance, a new glazing method developed in West Germany has been used at the Festival of Gas pavilion, eliminating frames and giving unobstructed visibility to huge expanses of glass.

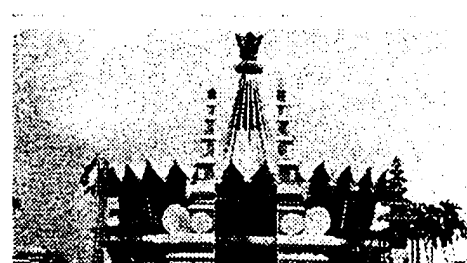
Taking a quick look at the unfinished fair, it appears that what will be most impressive will be (1) its magnitude (the Seattle World's Fair of 1962 would have fitted into just the transportation section of the New York World's Fair, 1964-65) and (2) its rides (they will go up and down and every which way).

Most spectacular of the "rides" are Monorail and the Swiss Skyride. But there will be dozens of others ranging from helicopter rides off the New York Port Authority's "Top of the Fair" building, and a ferris wheel, to moving chairs and a spectacular log ride down a "flume" into a body of water.

A question many prospective fair visitors are asking: "Will the two dollar general admission fee cover everything, or must one expect to pay extra for each exhibit?" A quick, over-all answer is that in the industrial sections there will be plenty to see without additional admission charges, such as Walt Disney's "Carousel of Progress" at the GE pavilion, IBM's computers, Dorothy Draper's "Dream House," the Westinghouse "Time Capsule," the United States Pavilion's "Challenge to Greatness," GM's "Futurama" and Ford's "Magic Skyway." In the entertainment section, most everything will cost extra, with admission running from 50 cents to as high as six dollars. Some nations will charge for their exhibits. Most will not.

Parking at the fair will cost \$1.50, but the Flushing subway from Times Square or Grand Central is just as handy at 15 cents per person.

Not all of the fair, it should be remembered, will be at the fairgrounds. One of the "not-to-be-missed" items,



By Hamilton Wright

Model of Indonesian Pavilion

is the famed 20 white Lippizan horses from the Spanish Riding School in Vienna. They will be appearing at Madison Square Garden from May 19 through May 24.

The program of special fair events is shaping up. Practically every day there will be a circus parade through the fairgrounds, and special events at national pavilions. Though there are no solid dates yet, it would surprise fair officials, if sometime during the summer they are not paid visits by heads of foreign nations and United States presidential candidates.

Miss Sarah Turner, in charge of special events, explains that each exhibitor is in charge of its own guests. If, for instance, Pope Paul VI decides to visit the fair—as has been rumored he may—he would only have to invite himself since the Vatican is an exhibitor in the international section. After he had decided to come, his visit would be funneled through the fair protocol office which would make a request for the use of any general fair facilities that might be needed.

A world's fair song, "Fair Is Fair," written by Broadway composer Richard Rodgers, introduced by Guy Lombardo on coast-to-coast TV on New Year's Eve has begun to catch on.

Advance ticket sales to the fair at year's end totaled \$3,800,000, delighting fair comptroller Erwin Witt.

Final reminder: Feb. 29, is the deadline for discounts when sales of tickets in bulk lots at a discount of 32½ percent will be discontinued. Meanwhile, "fair money scriptbooks" have just become available offering 25 percent discount at 14 attractions in the lake amusement area.