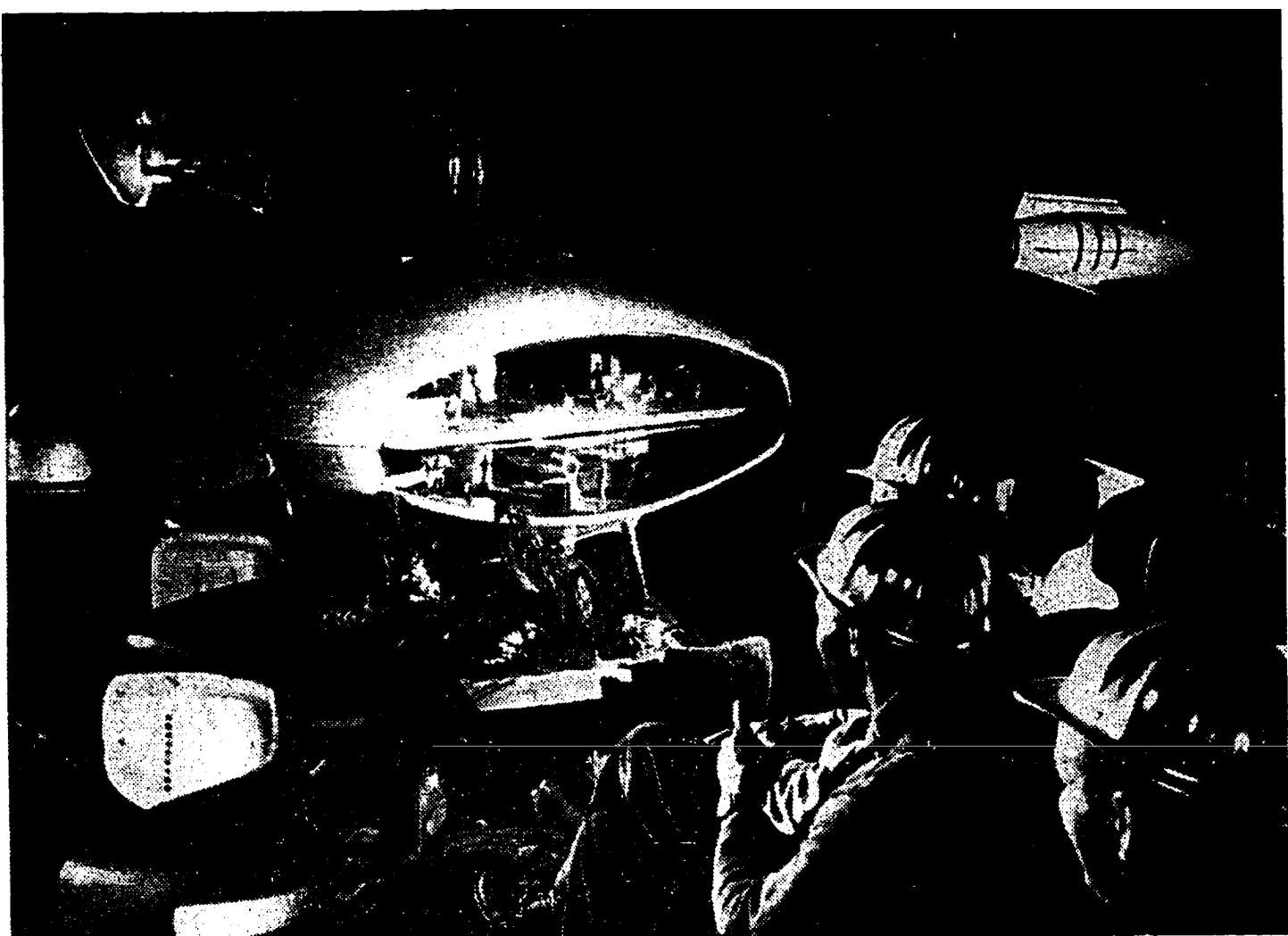


# Lights Go Up on Lavish Shows

By Anne Sloper Written for The Christian Science Monitor

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Workmen Who Helped Build Exhibit Get Preview of World-of-Tomorrow Display

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New York—

Extravaganza is the key word for entertainment planned at theaters on the grounds of the New York World's Fair. An array of lavish productions by topnotch Broadway showmen, featuring name performers and spectacular scenic effects, is nearing completion. 1

Novelties are abundant in the various stage attractions,

### Novelties Abundant on Stages

with Mike Todd Jr.'s "America, Be Seated!" leading the innovations for 1964. Mr. Todd has assembled an integrated minstrel show to be presented, appropriately enough, at the fair's Louisiana Pavilion. The 950-seat theater café housing the musical is a supper club where the revue may be seen from ringside tables.

"America, Be Seated!" will

be performed on a twice-nightly schedule, with extra shows planned to cover the expected weekend payload. It has lyrics by David Axelrod, music by Sam Pottle, and choreography by Peter Conlow. Ronny Graham is featured as interlocutor, while leading players include Timmie Rogers, Mae Barnes, Bibi Osterwald, and Louis Gossett.

Mr. Todd's is the only theatrical production at the fair to follow the traditional pattern of playing pre-Broadway engagements. After a world premiere in New Haven, it moves on to Boston for an April 14 opening.

The original tryout tour has been extended. This means a mid-June arrival at the Fair, bringing the publicity spotlight into Todd-like focus on the only fair attraction to feature a late-opening date.

In the lake amusement area of the fair a 700-seat theater is under construction for Sid and Marty Krofft's "Les Poupées de Paris," which was the unexpected box-office champion of the recent Seattle World's Fair. Spectacular acouterments for the new edition of the popular puppet show include a 20-foot waterfall, real fireworks, and a Grand Guignol scene.

"Les Poupées de Paris" has a cast of 250 puppets including likenesses of Edie Adams, Pearl Bailey, Milton Berle, Cyd Charisse, Bing Crosby, Tony Martin, Frank Sinatra, and Loretta Young. The actual recorded voices of these stars are used in connection with their puppet appearances. A caution to parents is contained in advance press releases which bill the production as "a naughty revue" and "an opulent adult entertainment," with "adult" underlined.

#### 'World of Chemistry'

Seeking an unusual presentation, E. I. du Pont de Nemours & Co. teamed a young showman, Michael Brown, with an established natural scientist, Dr. Jonathan Karas. They conceived "The Wonderful World of Chemistry," an industrial show to be housed in identical 300-seat theaters at the du Pont pavilion.

Admission to the production, described as "a musical exploration in the development of the science of chemistry," is free. A new du Pont technique permits live actors to sing, dance, and talk with life-size figures on multiple motion-picture screens.

Theatrical producer Paul Feigay has joined Olympic star Dick Buttons to present "Ice-travaganza," an elaborate display of technical wizardry. Located in the New York City building, the ice theater offers a completely unobstructed view from all 2,650 seats. Scenic spectacles include indoor ski runs, flying equipment in the Peter Pan style, and an enormous catwalk above the auditorium. Two separate casts of skaters will perform 38 ice shows each week.

#### Spanish Flavor

At the Pavilion of Spain, in an 850-seat theater, the echo of castanets and guitar music may be heard. Flamenco specialists, fiesta revues, folk dancing, ballet companies, opera singers, and symphony orchestras—all with a Spanish flavor—have been engaged. The diversified and comprehensive program of the Spanish Pavilion's theater will even include a film festival.

A number of distinguished Broadway experts, under the supervision of Morton Da Costa, will contribute "To Broadway With Love." Billed as "the musical show of the century," it may be seen in the music hall of the Texas Pavilion.

Meyer Davis and Leon Leonidoff have taken over the amphitheater which housed Billy Rose's Aquacade during the 1939 World's Fair. Here they will present "wonder world," mysteriously described as an "earth-and-water musical extravaganza," with a cast of 250 performers.

John Ringling North, who thinks no entertainment extravaganza is complete without a circus, has agreed to assemble a one-ring circus in the European style under a canvas top.

Visitors wishing to see pure drama, family comedy, or famous classics will find non-extravaganza legitimate theater either on or off Broadway.