

## NEW YORK WORLD'S FAIR REPORT

A VISITOR DRIVING by the chaos of construction that is now the Long Island Expressway viewpoint of the New York World's Fair could hardly believe that here — in less than ten month's time — will open what seems certain to be the greatest Fair in history.

Robert Moses, president of the Fair, speaks of the irritating delays in roadway construction, and points out that foreign nations cannot be ordered about or unduly pressured in implementing their commitments, but he is confident that all will wind up ready to go on the big day — April 22, 1964.

Those who have watched Moses on the move in the past will have no doubt his predictions will come true.

### Many Exhibitors to Use Films

As more plans are revealed of the visual presentation aspects of the Fair, it is evident that a large proportion of exhibitors will use films in one way or another — either as major attractions in large theatres, or as "in-the-wall" traffic stoppers within many other exhibits.

Among the International Exhibitors, Italy has just announced a Circarama theatre which will show an exciting film of a tour through



Eastman Kodak's N. Y. Fair pavilion is under construction (foreground). It has two theatres, is topped by 80-foot tower of giant color photos.

that country. The theatre will also be the central theme for an area devoted to exhibits of travel and industry.

Hong Kong expects to make extensive use of sound to simulate the real atmosphere of that exotic island colony.

Recent increased schedules of press conferences, ground-breakings and other events show that ex-

citating plans are underfoot in the Industrial Area.

Theatres for IBM, Johnson Wax  
A raised oval theatre will be the main feature of the IBM Pavilion. The audience will be elevated into the 80 foot high theatre to view entertaining explanations of complex computer problem-solving techniques. Surrounding exhibits will be located in a covered gar-

den. Charles Eames is the designer on this project.

A suspended theatre will be the major part of the Johnson's Wax Pavilion. Seating 600, the theatre appears like a large gold lozenge and will be entered from beneath.

A wedge-shaped building will house the Hall of Education, in which industrial exhibits, contemporary educational materials and concepts of tomorrow will be on display. Ground was broken this year. Great minds and personalities will participate in *Dialogues in Depth*, a unique audio-visual program of discussions. They will be taped and preserved for future generations. Exhibitors in the Hall of Education include U. S. Industries, Inc., New York Daily News, National Catholic Educational Association and the Wilkie Foundation.

Within the Bell System's floating wing will be an armchair ride in which the audience will see and hear an original presentation of human communications from early speech through global and space transmission, and describing the Bell System's activities in improving man's capabilities in communications.

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### State Exhibits Have Theatres

Among the states exhibiting at the Fair, Maryland will have a 130-seat theatre which will be the scene of a dramatic presentation of the Battle of Fort McHenry and the writing of *The Star Spangled Banner*. New Jersey will also have a central theatre tying together the various elements of its exhibit, and New York expects to have a circular theatre with a panoramic motion picture of the state.

In the Protestant Center Pavilion will be a 372-seat theatre to house a specially-produced film which will later be made available to Protestant groups all across the country. Two other Protestant groups, the Church of Jesus Christ of Latter-Day Saints and the Billy Graham Evangelical Association will also feature theatres as important parts of their exhibit. ☐

### Port Authority Plans Film

The New York Port Authority has already announced plans for an impressive circular film theatre in which a color film, produced by the Fred Niles Communication Centers is to be a key visitor feature. ☐

\* \* \*

### Third in Series of New York Fair Report Films Being Shot

The third in a series of filmed progress reports on the New York World's Fair is now in preparation by John Campbell Films. Lowell Thomas has been signed as narrator-host.

Wearing his familiar western hat, Thomas is seen on a tour of the upcoming Fair, describing exhibits, models and highways being constructed for the expected 70 million visitors.

*Preview III* has been preceded by two other pictures about the Fair. The first, filmed in 1961, featured H. V. Kaltenborn as narrator. A current film, with Bob Considine on the sound track, is being distributed by Association Films. Twelve million viewers are said to have seen it thus far. ☐



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## THE EDITORIAL VIEWPOINT:

### Castle Films Contracts for Sales Rights on Films of 1964 New York World's Fair

☆ The New York World's Fair may be having its difficulties in this always-rugged construction phase on the Flushing Meadows (see page 20) but audio-visual coverage is certainly assured. Latest to sign up is Castle Films, the United World subsidiary, who have obtained the rights to 8mm and 16mm films of the fair, destined for sale through this com-



United World president Jim Franey (left) signs Fair film contract for Stuart Constable (right) as U W vice-president Murray Goodman looks on.

pany's worldwide distribution outlets. Stuart Constable, vice-president of operations for the World's Fair Corporation, signed the pact with United World president James Franey and Murray Goodman, in charge of Castle Films' operations.

John Campbell Films (see page 22) is the licensed producer of all motion pictures taken at the Fair and can supply footage (at a price) to exhibitors. Hearst Metrotone News, Inc. has the contract for all commercial news film; United Press International is licensed for all commercial still photography. There's still a question about the use of Fair footage in industrial films after the Fair is open. Such material would publicize the big show widely. It's sure, however, that any motion picture work on the Fair grounds will have to be handled by fully union crews, supplied by organized companies or by New York locals.

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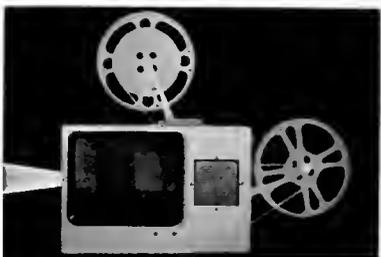
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