



**CROWD AT FAIR**—Thousands visited the World's Fair Sept. 5 during Labor Day weekend, but within a few months all of structures will be wrecked or moved.

UPI photo

# World's Fair Arranging Super Rummage Sale

## All but 19 of 150 Structures Will Be Sold Along With Exhibitions' Contents

NEW YORK (UPI) — What Moses hath wrought is coming down. Everything must go. Well, almost everything. Anybody care to buy the Beatles (wax)?

The New York World's Fair, the first billion-dollar exposition in history and the most heavily attended (around 50 million people in two years), will close its gates—on Oct. 17. After that, the wreckers. All but 19 of its more than 150 structures will go, plus their wondrous contents.

Within six months fair President Robert Moses and the New York World's Fair Corp. expect to have the one-square-mile area cleaned out and back in the city's hands as one whiz of a public recreation area—the Flushing Meadows-Corona Park.

### Gift for Caroline

Meanwhile, the bargains: buy a smoke-ring machine, anybody (blows 150 feet high, will go to 1,000 feet with a few minor adjustments)? the world's largest cheese (cheddar, 17-1/4 tons, 18 months sharp)? a make-believe breathing, croaking bullfrog? (You can't. Caroline Kennedy's getting it as a gift.)

Don't try to buy the Austrian pavilion or the Lowenbrau Gardens (replica of a Bavarian village). The former was bought by a New York State ski resort as a ski lodge. The latter is being briskly bid for by Vermont ski area operators.

And don't bother about the Beatles—wax replicas in the Walter's International Wax Museum. Even a wistful scream from a little girl couldn't win one. She wrote in that she couldn't afford all four but had \$10 saved and would like to have her favorite, Paul McCartney.

No dice. One man has a \$7,000 option to buy all four—"and if he doesn't take it this week, another guy gets them," a Walter's man said.

### Offered at \$60,000

The smoke machine, producing an 8-foot-diameter ring, was designed as a scientific device to test air turbulence by the M. and W. Developing Co. at a cost of \$200,000 but was leased to the general cigar exhibit. It's being offered for sale at \$60,000, and several people are interested—some for advertising, some for science, some for shooting off in stadia when a touchdown is made, and one to scare pigeons in Springfield, Ill.

If you want to outbid them, M. and W. says try \$100,000. It can also be used as a rain-making machine, or to put out forest fires.

The Wisconsin pavilion's big cheese, largest ever made, representing a day's output of 16,000 cows, will go for about \$35,000 to Borden, which will send it on a very sharp U.S. tour and finally chop it up for sale all over.

### Wish Comes True

"I want it! I want it!" Caroline Kennedy told her mother last year when she saw the artificial bullfrog croaking on a lily pad in a Cambodian rain forest whipped up by Coca-Cola in its "global holiday" display. Somebody remembered. She'll get it.

The American Machine & Foundry's \$5 million monorail, the two-parallel-loop, 14-car high ride around the fair's perimeter, is in amazing demand: an aircraft company, to move personnel building-to-building; several universities, to move students class-to-class; shopping centers, to connect with a common parking area; a

convention city to connect hotels in a loop with convention hall (step from your balcony into a car).

Lipsett, Inc., the demolition and construction firm with which AMF contracted to take the monorail away, says hardly an hour goes by that someone doesn't inquire about it including a Japanese building complex group, and a southern city with a horrible town-to-airport traffic situation (the rail length can be extended).

### Dinosaurs to Tour

Seven of the nine spun glass dinosaurs of the Sinclair Dinoland, three of which move and growl and one of which is 80 feet long, will go on tour, rearing prehistoric heads in shopping areas.

The Vatican pavilion has been accepting sale bids on art works since July 1. Michelangelo's Pieta, from St. Peter's Basilica, will go back by ship to Rome packed carefully in plastic balls.

The International area's individual pavilions probably will begin selling their art objects, jewelry, handicrafts, cloths and the like at sharp reductions the last week or two, with buyers swarming.

### Heavy Expenses

The wreckers dismantling the big buildings will have all sorts of furniture and fixings and heavy machines for sale. Most of the major industrial exhibitors probably will have to spend around \$200,000 for clearing out. The Fair Corp. estimated it would spend \$7,262,000 on demolition and restoration of exhibit areas and the private exhibitors would spend \$5,430,000 more for similar work.

Johnson's Wax is considering moving its entire pavilion—containing the beautiful "to be alive" movie that so moved former President Dwight D. Eisenhower—in pieces and reassembling it at the home office in Racine, Wis. Much of the Disney-designed drollery in various shows was on lease by Disney, and he'll keep it.

Instead of making a profit, the fair is ending up owing \$22.5 million in notes to its bondholders—its outstanding obligation. It got \$24 million from New York City and had hoped to repay from profits. Moses says there is no reason the city should get back the money, because it went into permanent improvements in the park: landscaping, roads, sewers, water lines, pools, fountains.

### Work Advanced

The New York Convention and Visitors Bureau estimates the fair will have brought an additional \$275 million into the city. Moses also says the fair caused to be built \$120 million worth of expressways and parkways that would not have been built for two decades.

Most of the fair structures were built to last two years and then be torn down. The 19 planned now to be left permanently include:

The Unisphere, the stainless steel "Peace Through Understanding" symbol of fair, donated by U.S. Steel, to be a park focal point.

The 80-foot auto-tire ferris wheel built by U.S. Rubber, to be the center of an amusement area.

The hand-carved stone wall of the Japanese pavilion, to be a background for a Japanese garden.

The two-story, masonry grillwork New York City Building, once home of the United Nations, to be an ice and roller skating rink.

The \$12.6 million New York State Building with its three inspiring towers, one of which has a 226-foot observation platform, its translucent cable-suspension roof larger than a football field, and a theater in the round—to be used for drama, athletic events, concerts, and a tourist attraction.

The "Top of the Fair" heliport, half as high as the state tower for use as a restaurant.

The Hall of Science, an undulating concrete structure as a nonprofit science and technology museum.

The amphitheater, the 10,000-seat place where Billy Rose in 1939 paraded his aquacade and Florida this time did a water ski show.

The world's fair marina—to be expanded to a 2,010-boat capacity.

There's a controversy about the city-block-size, blue and green glass fronted U.S. pavilion, for which the late President John F. Kennedy signed a bill appropriating \$17 million to get a building embodying the theme "Challenge to Greatness." The reports of the mayor's committee on the park's future and of the fair corporation did not include it as one to be saved, although it was built to be permanent.

### Fate Undecided

Several proposals have been made to save it, including one by a bar association to convert it into "a revolutionary new kind" of law school for future prosecutors, district attorneys, and judges. But its fate is still undecided.

The fair has had its trials, monetary and sociological. On opening day, April 22, 1964, drizzly and rainy, CORE demonstrated, and more than 300 were arrested. Catcalls and boos echoed as President Johnson spoke. Ford had to close its pavilion for a day because of sit-ins and lie-ins.

This year, CORE pickets demonstrated outside the city pavilion on April 25 and were joined by counter-pickets identifying themselves as SPONGE (Society for the Prevention of Negroes Getting Everything).

### Protest Pickets

The following day the American Jewish Congress picketed the Jordan Pavilion. Four days later, the Action Committee on American-Arab Relations picketed the Israel Pavilion to protest picketing of the Jordan pavilion.

Hardly anything funny happened in two years. This summer someone put detergent in the Unisphere fountain. The bubbles were a bust.

Optimists two years ago said probably 70 million would attend. There will be 20 million less than that. But 50 million paid is the largest attendance in the history of fairs.

### Patrons Praised

And Moses has a point: "It isn't only the number of people who come... it is in part the kind of people who come. We have had an orderly, interested, enthusiastic crowd. We haven't had the beatniks, the people who want to see a midway, or Coney Island. We haven't catered to them. The people who come here are going to talk about it the rest of their lives—the young people get an entirely new view of science, invention, discovery, which we played up a good deal."

And being Moses, a 77-year-old who has headed so many gargantuan projects around here that one newspaper always calls him "Big Bob the Builder" He says he doubts if he ever wants to run a fair again: "You have no right to ask a reasonably decent character with a bit of a reputation to be at once an executive, an evangelist, and a martyr."