

Monsanto

M A G A Z I N E

Summer 1964



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OUR COVER: Night follows day in rapid sequence as lights rotate about the giant Unisphere at the New York World's Fair. Towers of the New York State Pavilion are at right in this scene, taken by Jack Wahl from a vantage point along the Court of States (see flags, left). For more about the fair, see the article beginning on the next page.



Visiting family gets involved in an impromptu "Ring Around a Rosy" with other passersby and Disney characters in costume.

King of the Fair

NEW YORK CITY

There is some question among visitors to this World's Fair as to who is King.

Some say it's Walt Disney. They've even gone so far as to call this the "Disneyland of the East." It's true that the movieland master of fantasy is very much in evidence — in the animated displays at the popular Ford, General Electric and Pepsi-Cola exhibits, and even in the Illinois Pavilion,

In salute to UNICEF, children of the world are represented by figures which sing and dance in Pepsi-Cola Pavilion. They move by process which is called "audio-animatronics" by Disney.



At Festival of Gas Pavilion, family enjoys lunch in restaurant and admires carousel. Carpeting in both is of Chemstrand Acrilan acrylic fiber. Chairs are of molded vinyl made by new process.



where an "animatronic" Abe Lincoln moves and speaks.

But it's a big fair ...

Others say the King—or rather, the Queen—is Ma Bell, of telephone fame, who is certainly all over the place. Not only does she have one of the most striking buildings (it's covered with glass fiber-reinforced plastics), but she also offers one of the most interesting free shows. What's more, she has public phone booths all over the fairgrounds—and all of them use push-button phones. There are also family phone booths, for the whole tribe to crowd into and say hello to grandma.

But it's a big fair ...

There are those who say that the King of the Fair is Nostradamus. You will recall that he professed to be able to look into the future, and certainly most of the Fair seems to play that theme. Not only are there picturephones, a monorail transportation system, and space capsules (replicas of both Mercury and Gemini are on display at the Missouri pavilion and in the U.S. Space Park), but there is also one of the fair's most exciting exhibits: the General Motors Futurama.

But it's a big fair ...

Another candidate for King is the late Mr. Eastman, who may be said to have invented snapshots. Atop the Eastman Kodak building, five huge color photos, the



In the Bell System Pavilion, our family learns from "talking walls" how a telephone works. Heavy traffic in this area dictated carpeting of knitted Chemstrand *Acrlan* acrylic fiber; 3,500 square yards were used.

largest ever made, dominate the Fair Grounds from almost every angle. Furthermore, this is such a picturesque Fair that everybody's taking pictures—not only with Kodak cameras, but with every other kind of camera and film you can think of.

But it's a big fair...

Mr. Greyhound looks like a pretty good prospect for the Kingship, what with sightseeing buses and tractor trains wherever you look. So does Mr. Brass Rail, who probably leases more space than any other single exhibitor, just to feed the thousands who drop in at meal time every day.

But it's a big fair...

There are those who proclaim King Art, starting with Michelangelo, and proceeding through Goya and El Greco, George Caleb Bingham, Thomas Hart Benton and Eero Saarinen to Dong Kingman, Charles Eames, Edwin Durell Stone and Walter Dorwin Teague. The list goes on and on, both early and late.

But it's a big fair...

A substantial claim could be made for John Winthrop Jr., but he's no longer around. Winthrop in 1635 started a chemical business in Boston and thus could be considered the father of industrial chemistry. And certainly chemistry dominates the fair—in man-made fibers such as those produced by Monsanto's Chemstrand Cam-

Chemstrand stars again, along with playful porpoises, as family gets special demonstration at Florida Pavilion. Canopy over pool is weather-resistant vinyl-coated Chemstrand nylon; carpeting in Exhibit Hall is of *Cumuloft* nylon.





Johnson's Wax Pavilion has color movie which has been acclaimed by critics, public. Almost as popular is its free shoe shine center (above), where 300 visitors an hour can get shines.

In United States Space Park, visitors can see (from foreground) bottom stage of Saturn V; Titan II for use in Gemini program; Atlas/Mercury; and Thor rocket with Delta stage on top (hidden).



Minnesota building's striking appearance is partly due to sandwich panels consisting of rigid vinyl, made by Monsanto's Building Products Department, with a foamed plastic core.



pany Division and on display in literally scores of exhibits; in reinforced plastics, which go into many of the buildings, the Monorail cars and Greyhound vehicles, and even the docks and piers at the World's Fair Marina; in structural plastic materials produced by Monsanto's Building Products Department and used in the Pepsi-Cola and Minnesota buildings; in the adhesives used for plywood, which finds scores of structural applications at the fair; and in hundreds of other unseen, unsung uses.

Monsanto understandably casts its vote for King Chemistry as it follows a family about the fair. But it's a big fair...

One man whose name keeps coming up again and again, and who perhaps should be the No. 1 pretender to the throne, is Robert Moses, president of the World's Fair 1964-1965 Corp. Mr. Moses, who has been in public life for the past 50 years, can't be ignored. He almost singlehandedly engineered and bulldogged to its consummation this gigantic spectacle, despite the jeers of many. Now everyone marvels: "It came out just the way he said it would!"

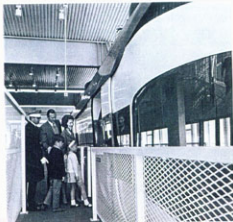
But it's a big fair... And it's all for you. So in the end, there is only one answer to the question: who is King of the fair? *You* are.

SUMMER 1964

Rolling rooftop of the Kodak building leads to many picturesque vistas, including some which simulate surface of the moon. Huge color pictures, 30 by 36 feet, are changed every four weeks.



American Machine & Foundry built the Monorail system, believes it will be the rapid transit of the future. Monsanto customers provided reinforced plastics components used in cars built by St. Louis Car Co.





International aspect of fair is everywhere. At left, part of Swiss exhibit is chalet restaurant serving fondues, ramequins, fine wines. Swiss sky ride is overhead. Photo below shows Hong Kong Pavilion, which boasts restaurant where Chinese acrobats perform on carpet of Chemstrand Acrilan acrylic fiber.



Above, Federal Pavilion is the largest ever built by the U. S. for a world's fair. It cost \$17 million, houses two theaters, a library, many exhibits. Right, Calypso singers entertain at Caribbean restaurant featuring pumpkin soup, suckling pig.





Unisphere presented by  United States Steel

UNISPHERE

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