

Here It Is Again: The World's Fair

Moses' Fair Is the World's Again

By Robert A. Caro

Flushing Meadow—Its winter of discontent behind, a "brighter, bigger" New York World's Fair reopens today with recent discord over financial problems submerged in a sea of pageantry, several significant new exhibits and opening day speeches by Vice President Humphrey and Mayor Willy Brandt of West Berlin.

A parade of 18 bands, 4,000 marchers and 31 floats and a day-long series of special events were to highlight the opening of the fair's second and final six-month season. Fair officials are hoping that large attendance—they're giving no estimates—will signal the end of the fair's financial misfortunes.

Fair President Robert Moses, in a reopening eve statement, said, "We weren't ready at opening day last year. At least one-third of the exhibits weren't ready. But this year we are presenting a new fair, a new show. Better than 40 per cent of the fair is different this year."

Among the "differences" which Moses hopes will make the difference in public response to his spectacular creation in Flushing Meadow are:

- Two major new historical exhibits—a Churchill pavilion containing a film of Sir Winston Churchill's life, 30 of his own paintings and a comprehensive collection of Churchill memorabilia, and a new tribute to 13 U.S. Presidents in the Federal pavilion—on both of which workmen were still laboring right up to the fair's opening this morning.

Girlie Shows for All

- A general emphasis on lighter amusements such as dance-hall entertainment, games of skill, "family-geared" girlie shows and a water-thrill show.

- A new emphasis on "a night-time fair," which is designed to increase after-dark attendance and will feature nine discotheques.

Meanwhile, the Congress of Racial Equality, it was learned, was planning to demonstrate at the fair's opening day ceremonies. The demonstration, CORE sources said, was to be aimed at Mayor Wagner, who is scheduled to participate in the ceremonies. The sources would not say what form the demonstration would take. (Story on Page 98.)

Reopening day was to begin at 8:30 AM with a time signal from the atomic clock at the Neuchatel Time Observatory in Switzerland, transmitted by telephone to signal the firing of a 339-year-old Swedish cannon at the fair's Gotham Gate (the main entrance to the fairgrounds), the cutting of a ribbon and the release of 500 balloons containing free passes to the fair.

Making a Run for It

Later, two-time gold-medal Olympic marathon champion Abebe Bikila of Ethiopia and his countryman, Olympic marathon runner Mamo Wolde, were to start running from the Arsenal Building at 64th Street and Fifth Avenue in New York City to the fairgrounds. At the same time the parade was to begin with beauty queens and floats from the major exhibits and countries around the world.

The parade was to enter the Singer Bowl, an 18,000-seat amphitheater, to be reviewed by a platform full of dignitaries. Bikila and Wolde, arriving at the bowl after about an eight-mile run, were to present officials with a parchment scroll from Emperor Haile Selassie of Ethiopia.

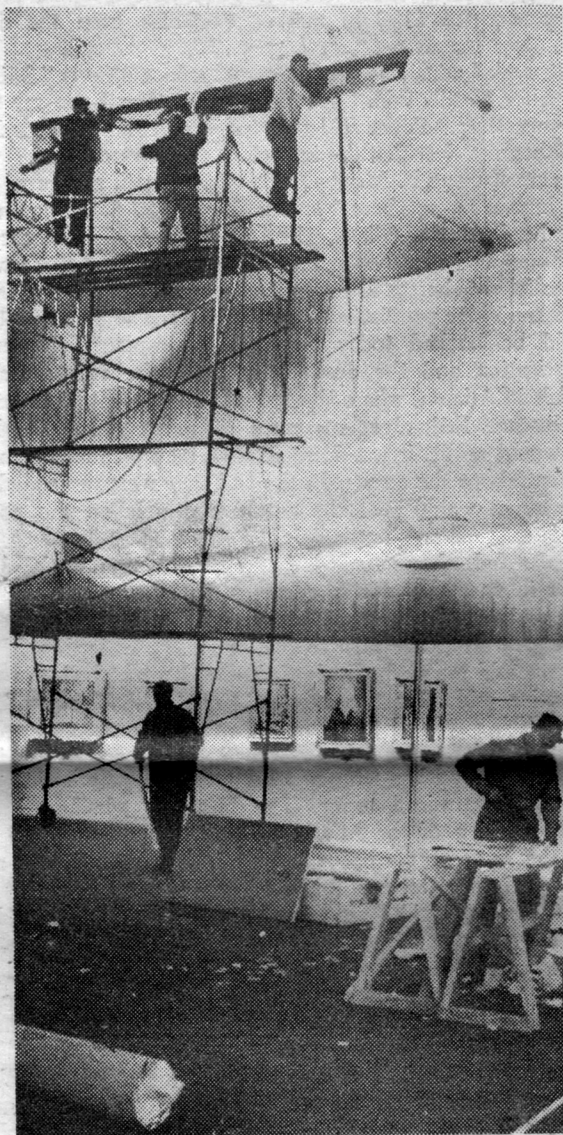
A fireworks display was to be followed by speeches by Humphrey, Brandt, Moses, Wagner, Lt. Gov. Malcolm Wilson and Francis Cardinal Spellman, Archbishop of New York.

Throughout the day, floats and bands will parade through the fairgrounds, which were generally spic and span yesterday and blossoming with thousands of azaleas and pansies. As workmen put finishing touches on a last-minute spruce-up job, the fair's appearance was in marked contrast to that of opening day last year, when much of the landscaping had not been completed and a scene of disorder prevailed in some parts of the grounds.

Also in sharp contrast to last year's opening day was the weather. Opening day, 1964, was cold and rainy. Today's forecast called for early morning cloudiness with temperatures ranging from 40 to 60 degrees. The weather bureau said the possibility of rain is remote. Fair officials, who know that the fair needs to approach Moses' estimate of 37,500,000 paid attendance this year—as compared with 27,000,000 last year if it is to erase a \$17,500,000 deficit and pay off its noteholders, were hopeful that today would produce an attendance higher than last year's disappointing opening-day crowd of 89,137.

Fair officials are justifiably emphasizing that this year's edition of

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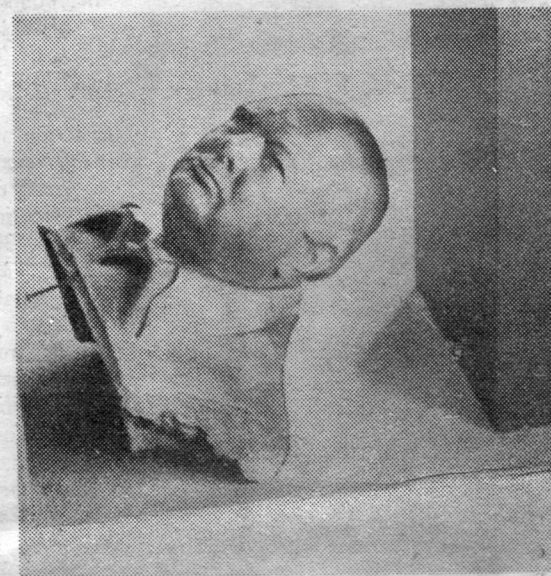
Newsday Photo by Curran

Workmen Labor to Ready Churchill Pavilion



Newsday Photo by Luckey

ROUGH RIDER. A closeup of part of the Theodore Roosevelt display at the U.S. pavilion at the fair shows a statue of the old Rough Rider on his horse.



Newsday Photo by Curran

NEW PERSPECTIVE. A bust of Sir Winston Churchill, above, lies last night in front of the pedestal where it was to be set for the opening of the Churchill pavilion at the fair today. Workmen, left, make last-minute efforts to complete the pavilion on time.

Show's Ready —Except For New Exhibits

Flushing Meadow—A year after the New York World's Fair got under way, it was finally ready today for opening day.

That is, it was almost ready for reopening day. The catch was at the only two new exhibits that had not been at the fair last year, the Churchill Pavilion and the new presidential display at the U.S. Pavilion. Both were being baptized under fire last night to the same frenzied last-minute tinkering that many of their fellow pavilions had undergone in 1964.

In the Churchill Pavilion, a bust of Sir Winston lay on the floor as scores of laborers worked into the night to ready the exhibit for today's opening. Workmen struggled to mount and light 500 photographs depicting Churchill's life. But with less than 16 hours to go, and few of the photographs mounted, it appeared to be a losing battle.

The workers dashed about, brushing past irreplaceable memorabilia of the Churchill family. A forlorn silver replica of a plumed helmet, presented to Churchill by his old unit, the Fourth Queens Own Hussars, lay unattended on a small table.

And the bust, fashioned by sculptor Oscar Nemon, still lay on the floor at the foot of the pedestal on which it is supposed to sit. Where was the sculptor? He was working on a newly commissioned 10-foot statue of Churchill that will stand outside the pavilion a spokesman said, adding: "He's putting the finishing touches on it."

On the bright side, most of Churchill's 32 paintings that will be shown in the pavilion were in place yesterday and the replica of his study at Chartwell, the Churchill family home, appeared ready for viewing. And officials at the pavilion said that the night-long efforts would have the exhibit completely ready for the fair's opening at 8:30 AM today. Their

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It's Almost Ready

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American cousins at the U.S. pavilion said the same thing about their efforts.

But the best-laid plans of master builders and men oft go astray and on Monday, when a special invitational preview of the Hall of Presidents at the U.S. pavilion was held, only about half the memorabilia of 13 presents was in place. A spokesman for the pavilion said yesterday: "Sadly, I can't show you the Hall of Presidents." Why? "There are several problems" that are being ironed out. Asked if the exhibit was completed, the spokesman said: "No, that's one of the problems." But he insisted that it would be ready before the opening.

But if there is some last minute frenzy it is on a much smaller scale than on opening day last year when some pavilions lacked roofs and the roads were covered with mud. For the most part, landscapers and craftsmen were methodically putting the finishing touches on flower beds yesterday, a far cry from 1964.



Newsday Photo by Maguire

LIGHTLY VIEWED. Coast Guard Bosun's Mate Chief Albert McKinley surveys the World's Fair scene yesterday from the deck of the lightship "Scotland." The ship, normally stationed in New York Harbor at Sandy Hook, is docked for public viewing this season at the fair's marina. McKinley is standing just below one of the two light towers on the ship.

World's Fair Starts Its 2nd Year Today

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the fair, with its theme "Peace Through Understanding," will have fresh delights for second-time visitors as well as those who will attend for the first time. Besides the collection of Churchill memorabilia at the Churchill Pavilion, and the historic exhibit at the Federal pavilion, there are numerous other new items among the 400 exhibits at the 198 pavilions.

The Belgian Village is finally completed, with its authentic recreation of a medieval town complete with 150 buildings which house nine restaurants, a fairy-tale carousel, and numerous gift and craft shops. In addition, Florida's pavilion is completely overhauled to include a new \$500,000 water ski show. This show, as well as the popular porpoise and Everglades show, will be free. Many new children's rides, menageries and spectacles also have been installed.

A \$600,000 Gutenberg Bible, the Pope's bejeweled coronation tiara, and Michelangelo's statue of St. John has been added at the Vatican pavilion to vie with the famed "Pieta" for attention.

The "new look" at the fair includes 69 new bars, gorillas Toto and Gargantua II, a can-can show, all-time woman's world swimming champion Barbara Cooper Cloak, 118 new drinking fountains, more glide-a-rides to replace the discontinued escorter cars, and no less than 65,000 more places to sit and rest. Visitors also will be able to get a medium-priced dinner at the formerly expensive Top of the Fair Restaurant.

Besides the new exhibits and attractions, top exhibitors of last year have spent \$7,000,000 to improve their attractions and reduce waiting lines. Those that have been either renovated or improved include General Motors' Futurama, General Electric's Progressland, the Chrysler and Ford pavilions, Pepsi-Cola's Global Cruise, Sinclair's Dinoland, and New York State's Observation Towers.

Photos From Mars

Visitors this year will see the dramatic advances in the space age brought into focus in the Space Park. There, a replica of the Mariner 4, the spacecraft launched from Cape Kennedy last Nov. 28 on a journey to Mars, will be on view. The exhibit will show pictures that the craft sends to earth as it nears the planet.

Visitors may even be persuaded that the Norsemen and not Columbus discovered America. The Minnesota pavilion will display the Kensington Runestone and other Viking artifacts found in the state, which Minnesota contends supports the Viking claim.

Moses, in summing up this year's fair, said: "There is much that is new and much that is exciting, with virtually everything at the fair improved since last year. I am sure that everyone who comes here will have a good time."