

Fair to Be Shielded From Big Sign



The New York Times

The sign is on building at 131-33 Avery Avenue, Flushing

Jane Parker has been irritating Robert Moses out at the New York World's Fair for more than a year, and he has decided to do something drastic about it.

Every evening since February, 1963, whenever Mr. Moses, president of the fair, happened to look eastward at the industrial area, there it was: a sign 265 feet long with neon letters 10 feet high reading, "Jane Parker A&P Baked Foods."

Six months ago, Mr. Moses asked the food chain to remove the sign, which is atop the bakery at 131-33 Avery Avenue, Flushing. The com-

pany refused, informing him that the sign had been contracted for, at a cost of more than \$100,000, "well before the possibility of the fair appeared in public print."

A spokesman for the A. & P. explained yesterday:

"Any sign is put up for people to see, in this case for drivers on the Van Wyck Expressway. Its removal and re-erection would be very costly."

"Jane Parker" now is being screened out by means of long, flapping streamers suspended across three 70-foot poles 75 feet apart. No official of the fair would comment.