

FAIR FINDS A WAY TO RISE OVER SIGN

Will Answer Jane Parker
With Ads on Balloons

The New York World's Fair Corporation said yesterday it would shield the fair from a large A. & P. neon sign by putting up an advertising device of its own.

The corporation said in a statement:

"Our plans call for artificial shrubbery and decorative balloons calling attention to the Jones Beach State Park World's Fair, '80 Days Around the World.'"

The controversial sign, advertising the Jane Parker baked foods of the A. & P., is on top of the company's bakery at 131-133 Avery Avenue, Flushing, Queens.

The corporation, noting that the A. & P. had declined to exhibit at the fair, called the sign "a prime example of the worst kind of advertising, utterly devoid of good taste."

The statement went on:

"We believe the sign is an affront to the exhibitors at the fair who are spending hundreds of millions of dollars to present the best side of American life and to the 70 million visitors who will come to the fair."

Fair officials said that one of the entertainment features of the fair would be a fountain display with fireworks, and that unless the sign were blocked out its 10-foot neon letters would destroy the effect of the display.

Legislation permits the Board of Estimate to limit signs within 500 feet of the fair site. But lawyers for the A. & P. have warned the fair that any attempt to control the Jane Parker sign by use of this legislation would "present serious legal questions."

"It appears, therefore," the fair officials said, "that any effort to proceed against A. & P. legally will result in a lawsuit that might not be decided until the fair is over."

In his long tenure as Long Island State Park Commissioner Robert Moses, president of the fair, was closely associated with the shows at Jones Beach. However, he is no longer connected with them in an official way.

An A. & P. spokesman disagreed last night with the fair's opinion of its sign.

"Our sign," he said, "is in good taste."