

FAIR RESTRAINED ON BLOCKING SIGN

Dispute With A. & P. to Be Heard in Court Monday

The World's Fair was temporarily stopped yesterday from erecting a "fence" of balloons to mask a \$110,000 A. & P. sign 300 feet north of the fairgrounds.

State Supreme Court Justice Henry Clay Greenberg issued a stay until Monday, when the court will consider the dispute between the fair and the A. & P. company.

The food-store chain brought the action in a bitter attack on officials of the fair and, in particular, its president, Robert Moses, for their "capricious" attitude.

On Wednesday, the fair announced that it was going to block out the sign on top of the company's bakery at 131-13 Avery Avenue, Flushing, Queens, because it was "an affront to the exhibitors at the fair."

The sign was erected in February, 1963.

Appeal Unavailing

Mr. Moses had previously sought to have the sign removed voluntarily by A. & P., but to no avail.

The company said that the sign represented a considerable investment, was in an ideal location and would be costly to remove for the duration of the Fair and re-erect later.

The sign, about 250 feet long says, in 10-foot neon letters, "Jane Parker A. & P. Baked Foods." It is visible to motorists using the Van Wyck and Long Island Expressways, Grand Central Parkway and other major arteries.

The fair had announced that it planned to install a shield of artificial shrubbery and "decorative balloons" calling attention to the Jones Beach State Park's pavilion, "80 Days Around the World," and, by implication, blocking the A. & P. sign from view inside the fair.

Two weeks ago, a permanent court injunction was issued preventing the fair from tearing down an uncompleted pavilion near the main entrance. The fair had maintained that the pavilion could not be finished for the April 22 opening and should therefore be razed.

But the litigation lasted seven weeks during which no work was done, thus assuring that the pavilion would be less complete on opening day than if there had been no attempt to tear it down.

Litigation over the A. & P. sign, it was considered, might also prove an embarrassment to the fair, since the case could be of long duration.

Huntington Hartford 3d, an heir to the A. & P. fortune and a principal stockholder in the company, is a director of the fair.

Officials at the fair had no comment yesterday on the A. & P. dispute and Mr. Hartford could not be reached.