

FAIR FIRES SALVO AT 'BALEFUL EYE'

**Rolling Thunder Suggests
Moses Wrote Statement
Damning A. & P. Sign**

'PIETA' VS. JANE PARKER

**Neon Ad Held Desecration
of Garden of Meditation
—Ruling Is Due Today**

By JOSEPH LELYVELD

The World's Fair fired another broadside at the A. & P. yesterday and, even before the smoke cleared, literary sleuths were confident they recognized the rolling periods of Robert Moses.

It was, they reasoned, no ordinary scribbler who penned this preamble:

"A. & P. says bluntly that its baleful neon eye must beam throughout the fair — must shine undimmed on the edifices of the fair, its fountains and shows."

The "baleful neon eye" is a 250-foot sign proclaiming "Jane Parker A. & P. Baked Foods." It stands on top of the food-store chain's bakery in Queens, just outside the fairgrounds.

Advice to Writers

The fair and Mr. Moses, its president, planned to interpose a curtain of balloons and fake shrubbery between the sign and visitors to the fair. The A. & P. then went to court and got a stay against the curtain.

"The position of A. & P., as stated in legal papers served on the fair, is, in essence, 'the public be damned,'" the statement released yesterday by the fair corporation declared. A spokesman for the fair said he didn't know and couldn't immediately find out who the author of the statement was.

But the well-honed ironies and baroque rhetoric were at least characteristic of Mr. Moses, who, in giving advice once to would-be writers, urged an "avoidance of the Dale Carnegie school of salesmanship, sycophancy and soft soap, and a stomach for a fight if challenged and an instinct for the jugular."

The fair's statement adopts a variety of heart-tugging attitudes:

Indignant: "All the visitors to the fair must day and night observe this unblinking and omnipresent big brother."

A Glorious Salvo

Incredulous: "We can't believe there is any legal doctrine that will compel us to use the fair to glorify Jane Parker's rolls."

Protective: "One's home is still one's castle. The World's Fair grounds are our home."

Pastoral: "Those who seek a quiet moment in our Garden of Meditation should not be compelled to reflect on this strident advertising slogan."

In one passage, the statement mingles all these notes in a sustained chorus:

"We believe the many magnificent pavilions within the fair are entitled to be viewed without interference by A.&P."

"Those who scan the Dead Sea Scrolls should not have to read also A.&P.'s sign."

"Those who glory in Michelangelo's 'Pietà' should not have to gain inspiration from the poetic message of Jane Parker's Baked Foods."

State Supreme Court Judge Henry Clay Greenberg is scheduled to rule today on whether to allow the fair to go ahead with plans for blocking out the sign.