

The Fair Resumes Today With Many New Exhibits

By ROBERT ALDEN

The World's Fair, its 168 pavilions representing a half-billion-dollar investment, will open its second and final season today with fireworks, charity balls, a parade, a few speeches and determined hopes. It will be the financially decisive season for the fair and there was an undercurrent of optimism among its officials that the disappointing first season would be followed by a successful second run.

The promise is for a sunny day, so the first-day visitors, including Vice President Hubert H. Humphrey, should be able to savor the panoramic show. Last year's opening was marred by a cold, all-day rain.

Much has been freshly prepared in the industrial and foreign pavilions for the new season and several exhibitions have been added.

Strolling around the grounds yesterday to survey final preparations, Robert Moses, president of the fair, said:

"Look at this, the world's most exciting show. And to think New Yorkers have it right at their door! The kids they take to the fair will thank them forever. Years from now they will say: 'Mom and Pop took us to the fair. We will never forget it, it was the high point in our lives.'"

Tulips and Pansies Planted

As Mr. Moses made his inspection, gardeners pruned and fussed as the last of 125,000 tulip bulbs and 238,600 pansies were put into the ground. Plumbers tightened valves and adjusted the jet stream at the Astral and Lunar Fountains.

At General Electric's Progressland, hostesses fretted over the fit of their trim red-and-white uniforms. Last-minute adjustments were made by a resident seamstress.

At the main gate 15 youngsters, first of the millions of visitors the fair expects in its second session, lined up for the 8:30 A.M. opening.

The first to arrive was 17-year-old Gary Schuster of Orangeburg, N.Y., who was second in line last year. He arrived at 10 A.M. on Monday. "My parents think I'm crazy," said Gary, "But they figure I'll freeze and learn my lesson."

At the Singer Bowl, where the formal opening ceremonies will be held, carpenters prepared the speaker's platform. Among the opening-day speakers will be Vice President Humphrey, Mayor Willy Brandt of West Berlin, Mayor Wagner,

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The World's Fair Begins Its Final Season Today With Many Added Exhibits

PARADE INCLUDED IN GALA PROGRAM

Humphrey and Brandt Will Speak — Moses Predicts a Rise in Attendance

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Lieut. Gov. Malcolm Wilson and Mr. Moses, The Vice President plans to spend the whole day at the fair.

Mr. and Mrs. Humphrey arrived at La Guardia Airport at 7:15 o'clock last night. After dinner they saw the Broadway show, "Any Wednesday."

As at last year's opening, the Congress of Racial Equality is threatening demonstrations on the fairgrounds. This season it is protesting what it terms the lack of progress in New York's integration program. The leaders would not say whether the demonstrations would take place on opening day or later.

Mr. Moses, a center of controversy after a disappointing season in 1964, is predicting an attendance of 37.5 million in the 180 days that the fair will be open in 1965.

In 1964 it projected an attendance of 40 million. Just over 27 million came through the gates. Instead of the surplus that had been expected the fair found itself \$17.5 million in the red at the end of the year.

Thus the fair finds itself in a financial bind. It has borrowed \$1 million from three banks and had deferred payments of \$2 million to major creditors. To bolster the flow of needed cash the fair has raised the adult admission rate from \$2 to \$2.50. The price for children remains \$1.

Employees Total 30,000

On hand for the opening will be 30,000 employees who will man the 168 pavilions. Visitors will come to the fair by subway, automobile, Long Island Rail Road, hydrofoil, taxi, bus and on foot.

When the gates open a barrage of fireworks will thunder across the fairgrounds. Father Knickerbocker, in the person of James J. O'Brien of the City's Department of Public Events, will cut the symbolic ribbon at the fair's main gate, with 10 young women from the international area in attendance.

At 9 A.M., in the Court of the Universe, the United States Navy Band will salute the fair. Fifteen minutes later the United States Merchant Marine Academy Band will play the national anthem as the United States and World's Fair flags are raised over the Court of the Universe.

At 9:30 Abebe Bikila, two-time Olympic marathon champion from Ethiopia, and Mamo Wolde, his countryman, will start to run to the fair from 64th Street and Fifth Avenue. Bikila, who won the gold medal in Rome, shoes because he could not find a proper fit. He will wear shoes for today's opening. He will bear the greeting of Emperor Haile Selassie to the fair.

Five minutes before that, at 9:25, the big parade will start across the fairgrounds—18 bands, 31 floats, 4,000 marchers including beautiful girls (Miss America, Miss New York State, Miss New Jersey, Miss Connecticut, Miss U.S.O., among others).

Cardinal Spellman will give the invocation. Then, with Mr. Moses acting as master of ceremonies, speeches will be delivered by Thomas J. Deegan Jr., chairman of the fair's executive committee, Mayor Wagner, Lieut. Gov. Wilson, Mayor Brandt and Vice President Humphrey.

The Rev. Dr. Julius Mark, senior rabbi of Temple Emanuel, will ask a blessing and the Right Rev. Horace W. B. Donegan, Bishop of the Episcopal Diocese of New York, will deliver the benediction.

New Exhibits on View

Several major additions will be seen by the public for the first time.

In the United States Pavilion a Hall of Presidents has been installed, containing memorabilia of 13 Presidents. The exhibit includes an original copy of the Bill of Rights and original copies of Washington's First Inaugural and Farewell Addresses, the Emancipation Proclamation and Lincoln's first, second and Gettysburg addresses.

Memorabilia of Winston Churchill also have been added in the Churchill Center sponsored by the Hallmark Foundation.



SYMBOL OF THE FAIR: The Unisphere is silhouetted against the sky as fountains play in the reflecting pool

\$7 MILLION SPENT IN IMPROVEMENTS

History and Space Exhibits Added—More Restaurants

By MURRAY SCHUMACH

Dramatic advances in the Space Age as well as priceless historical manuscripts and objects will be among the scores of new displays at the World's Fair in its final season.

Photos of Mars for the United States Space Park; an extraordinary collection of Churchill memorabilia at The Pavilion and the Bill of Rights at the United States Pavilion are highlights of the additions.

"There is much that is new and much that is exciting, with virtually everything at the fair improved since last year," said Robert Moses, head of the World's Fair Corporation. "I am sure that everyone who comes here will have a good time."

Exhibitors have spent \$5 million to bring new shows to the fair, plus some \$2 million to refurbish the hits of last year that helped draw 27 million paying visitors to the fair's 646 acres.

Smash fair hits of 1964 that created tired feet in endless lines will probably be doing the same this year at Ford, General Motors, General Electric, Johnson's Wax, DuPont and R.C.A. Chrysler, with its puppets of Bill and Cora Baird, will have a new 20-minute musical comedy prepared by Burt Shevelove and Larry Gelbart, who co-authored the Broadway success "A Funny Thing Happened on the Way to the Forum."

Progress has been made in trying to appease the hunger of the crowds who overwhelmed the fair's eating facilities last year.

The number of restaurants has been increased from 111 to 198. This means the fair can now serve more than 38,000 persons simultaneously, or about 8,000 more than last year. These figures include eating places in foreign pavilions.

One of the most promising of the attractions of the new season is the People to People Fiesta, which will stress folk singing and dancing in a setting of colorful tents. The arts and crafts of various parts of the world will be displayed in this complex, opposite The Pavilion in the Industrial Area. There is also a restaurant that will serve foods from many lands.

The Space Park will have an exhibit on Mariner 4, the spacecraft shot from Cape Kennedy last Nov. 28 on a 325-million-mile journey toward Mars. The exhibit will show pictures that Mariner 4 sends as it nears the planet, with the closest point expected on July 14.

R.C.A. will display pictures taken by Ranger, Tiro and Nimbus spacecraft.

A historic display of guns is being sponsored by the Continental Insurance Companies.

Reopening Just 'Another' Day to Traffic Police

Routine Detail of 281 Men to Guide Cars to Flashing

By JOSEPH C. INGRAHAM

The reopening of the World's Fair today will be treated by the Police Department as just "another large gathering." Only a normal detail of 281 traffic patrolmen—including 5 on motorcycles—has been assigned to smooth the motorists' path to the 20,000 parking spaces ringing Flushing Meadows.

This is in marked contrast to last year's opening, when 900 foot patrolmen and 200 on motorcycles were assigned. The Congress of Racial Equality had threatened a "stall-in" on highways leading to the fair, and the heaviest concentration of traffic policemen in the city's history turned out.

Optimistic fair officials expect an occasional traffic jam today. However, they stress that the vast web of roads to and from the exhibition area should allow a relatively free flow, except at peak periods when fair traffic and commuters cars might tangle and cause brief congestion.

Signs May Confuse

Confusion rather than congestion is likely to be the major problem, traffic engineers warn. They contend that the signs leading from the fairground exits to express roads could confuse "even the initiated." As an example, they noted that to get to Grand Central Parkway, a main link to the Bronx-Westchester-New England area or to Manhattan, the directional sign is to Shea Stadium.

One more plus is now available with the completion of the southern bypass of Manhattan: the new Verrazano-Narrows Bridge and its connecting roads, which offer swift passage between the fair and New Jersey and southern points.

About 50 per cent of fairgoers are expected to use the subway or the Long Island Rail Road. Both mass transit systems are offering improved service this year.

For the more adventurous there may still be hydrofoil boat service. However, the fast helicopter rides available last year will be missing; there was little interest in them last year, according to the operators, New York Airways.

The public transportation routes are:

SUBWAYS

Express service every three minutes throughout the day and evening between Times Square and the fair on the IRT Flushing line. Between 9:46 A.M. and

Fair Calendar

APRIL 21, 1965

Reopening Day

8:30 A.M.—The fair opens its second and final season with fireworks at Gotham Plaza as "Father Knickerbocker" (Commissioner James J. O'Brien of the New York City Department of Public Events) cuts official ribbon at fair's Main Gate No. 1. At this time 500 lucky balloons will be released with free admission tickets to the fair.

9:25 A.M.—Parade forms at intersection of Avenues of Progress and Commerce. Eighteen bands, 31 floats and over 4,000 marchers will proceed to Singer Bowl.

10:30 A.M.—Reopening Day ceremonies at Singer Bowl, including addresses by Vice President Hubert H. Humphrey and Mayor Willy Brandt of Berlin. Invitation only.

10:30 A.M.—New York State Exhibit begins a day-long program of entertainment with the Galway Central High School Band. (Galway is the smallest incorporated village in New York State.)

Noon—Mount Vernon (Ohio) Academy Band; Tiparillo Band Pavilion.

1:15 P.M.—University of Vermont Band at Tiparillo Band Pavilion. Again at 3:45 and 4:45 P.M.

3 P.M.—John Carroll University Concert Band (Cleveland). Federal Pavilion to 4 P.M.

5 P.M.—From Due West, S. C., the Erskine College Choralers at Tiparillo Band Pavilion.

7 P.M.—Paul Lavalle conducts the World's Fair Band of America in a special concert to 8:10 P.M. Court of the Universe.

8:15 P.M.—Fountain and fireworks display at Pool of Industry.

10 P.M.—Exhibits close. Lake Area open with amusements until 2 A.M.

2 A.M.—Gates close.

2:58 P.M., every other train will be a super-express, stopping only at Fifth Avenue and Grand Central in Manhattan before proceeding to the World's Fair station at Willets Point.

Between 8:51 P.M. and 10:57 P.M., every other train leaving the fair for Manhattan will be a super-express. Express travel time is estimated at 20 minutes, except during morning and evening rush hours. Locals take six minutes longer.

All 481 stations on the subway network have posters showing directions either to the Flushing Line at Times Square or methods of connecting with fair trains at other points. The routes are identified by blue arrows. Riders on the IND system can transfer to fair trains at the Roosevelt-Jackson Heights station (74th Street) or from the BMT station at Queensboro Plaza. The fare is 15 cents.

BUSES

The Transit Authority is operating five special bus routes

Ample Public Transportation Available to Fairgoers

to the fair. There will be two express routes in Brooklyn. One is the B-80 route from Flatbush and Nostrand Avenues. It will make two stops—at Rockaway Parkway and at Glenwood Road. The buses will operate on a 20-minute headway from 9 A.M. to 10:40 P.M. to the fair, and from 10 A.M. to 11:40 P.M. from the fair. The run will take 56 minutes each way, and the fare will be 25 cents.

The other express route is B-81 from the IRT subway at Eastern Parkway and Utica Avenue, Brooklyn, also at 25 cents. The one-way trip will take 32 minutes.

The three other regular Transit Authority runs are offering supplemental service directly to the fair. They are the B-58 Corona line; the Q-44 WF-Bronx-World's Fair route between West Farms, the Bronx, and the fair, and the Q-44 WF Jamaica-World's Fair service. The regular 15-cent fare will apply, plus a 5-cent surcharge for crossing the Bronx-Whitestone Bridge.

L.I. RAIL ROAD

Direct nonstop service is planned between Pennsylvania Station and the fair grounds every 15 minutes weekdays and every 10 minutes weekends and holidays, mostly in air-conditioned coaches. The 15-minute trip will cost 50 cents. There will be more frequent service than last year for Long Island-ers with the line's Woodside station serving as the focal point. There also will be a new special train from Babylon direct to the fair on Saturdays and Sundays. If it proves popular, similar direct service from other branches may be operated.

Nearly all trains on the Port Washington branch will stop at the fair station. There also will be special discount round-trip excursion fares from many Long Island rail stations and a 50-cent discount on fair admission tickets bought with rail tickets.

BOATS

American Hydrofoil Lines says it expects to start service May 1 between East 23d Street in Manhattan and the Marina, near the fair. Service is scheduled at 30-minute intervals between 9 A.M. and 7 P.M. The round-trip fare will be \$6, and one-way, \$3.50. Children under 12 will be carried at half fare. From the Marina to the fair site there is a 15-cent bus ride.

will contain a new display on "The City, Places and People," and New Jersey will have an exhibit on the theme of "People, Purpose and Progress."

West Virginia has arranged two giveaway contests in which the winners may wind up a mountain chalet or a colt with racing ancestors. And Minnesota is displaying the Kensington Runestone, said to have been left in that state by Viking expeditions in 1392.

REMEDY FOR DEBT: BELT-TIGHTENING

Budget and Staff Are Cut After a Hard Winter

Income \$64,716,260, outgo \$82,256,360. Result: deficit.

Remedy: The New York World's Fair for 1965 will operate with a reduced budget and a reduced administrative, security and maintenance force.

But unless unusual situations arise, the fair believes, the personnel cuts will have little or no effect on safety and efficiency.

Although the fair closed for the winter last Oct. 18, it was consistently in the news even while it slept. There were resignations and recommitments; there were rumors that the president of the fair corporation, Robert Moses, would be "promoted" to an ineffectual position.

Surplus Fails to Materialize

The first official indication that something was wrong in Flushing Meadows was an interim report issued by the fair just before it closed. The fair had expected a \$55 million surplus for the two years it would run. The interim report indicated that for the first season the surplus would be only \$12.6 million. As it turned out, even that was extravagantly optimistic. The fair was \$17.5 million in the red by the end of the year.

Then, in January, Mr. Moses said that the fair would be unable to return the \$24 million that the city had advanced for permanent improvements to Flushing Meadows Park.

City Controller Abraham D. Beame announced that he would send city auditors to the fair to study its books. Mr. Moses refused to permit this.

Meanwhile there was an internal rift in the fair's organization. Early in January a majority of the fair's executive committee, supported by Mr. Moses, raised the fair's admission price from \$2 to \$2.50. The increase was opposed by George S. Moore, president of the First National City Bank and chairman of the fair's finance advisory committee.

Bankers Resign

A few days later Mr. Moore and four other bankers resigned from the committee, charging that they had repeatedly asked Mr. Moses for detailed information on the fair's finances and that Mr. Moses had repeatedly refused to give it to them.

And a few days after that Thomas J. Deegan, chairman of the fair's executive committee, dropped the fair as a client of his public relations and promotion company. He blamed the increase in the admission price and Mr. Moses' refusal to tell

What Will Be Left After It's All Over? Box Office Will Tell

New Yorkers will have an improved Flushing Meadows Park at the close of the World's Fair this year, but any idea of how much better it will be depends on the fair's success at the box office.

Current plans call for the retention of a number of buildings constructed especially for the fair.

The chief post-fair objective of the Fair Corporation now is the restoration of Flushing Meadows Park to its original state, with perhaps some major improvements.

The extent of such improvements as baseball, softball and football fields, handball, tennis and shuffleboard courts is conditional upon the number of people who pass through the fair's turnstiles this season.

Of the buildings planned for retention, three—the New York City Building, the amphitheater and the boathouse—were constructed for the 1939 World's Fair. The city structure will revert to a skating rink.

Among the new buildings proposed for keeping are three built by the Fair Corporation for administrative and maintenance staffs.

Other proposed permanent additions to Flushing Meadows Park are the Hall of Science, the New York State Building, the heliport and restaurant atop the Port of New York Authority Building, the Equitable Life Open-Air Pavilion, the Better Living Center, the Greyhound Bus Lines Building and Singer Bowl.

the bankers what they wanted to know.

As if Mr. Moses hadn't enough problems, Mr. Beame kept insisting on seeing the fair's books, and he finally subpoenaed them. The lower courts upheld the city's right to see the books, but the fair appealed. The court case dragged.

In mid-February reports were published that Governor Rockefeller and Mayor Wagner had taken part in talks that considered the possibility of elevating Mr. Moses to an emeritus or honorary position.

Nothing came of this, however, and the fair's executive committee gave Mr. Moses a vote of confidence; eight voted for him and six abstained, including three representatives of Mayor Wagner.

As spring neared, things began to look a shade rosier. On March 12 the fair announced that, through a short-term bank loan, it had secured the \$1 million necessary to open its second season.

Mr. Moses said at the time that budgets for the fair had been cut "to the minimum consistent with safety and sound operation."

DIRECTORS HOPING FOR BIGGER CROWD

Area Residents Are Target of Promotion Drive

A red-haired grandmother who lives in Flushing across the street from the World's Fair says of it: "I didn't go once last year." Would you believe it?

A lawyer in Merrick, L. I., within easy driving distance of the exhibition, says: "I didn't have time to go."

They are two of 27 million residents in Greater New York whom the fair's directors hope to attract this season.

Why didn't more New Yorkers go last year?

"Your guess is as good as mine," a fair official said recently. But behind the scenes the officials have been trying to understand the reasons for the lag in attendance and to eliminate them, mostly through publicity.

The grandmother, the lawyer and several other Flushing residents indicated they were in no rush last year because they knew there would be a second season. Others thought that the fair was not completely finished and would be better this year.

The controversies surrounding the fair are believed to have deterred some New Yorkers as well as out-of-towners. A woman who admitted she had never walked the few blocks to the fair—and did not intend to this year, either—said bitterly: "It costs too much."

Disappointed with last season's paid attendance of 27 million, when a total of 40 million was hoped for, fair officials were further surprised last year that less than half (48.3 per cent) of the visitors came from the New York area. "Sure it's a World's Fair," says Murray Davis, assistant to Robert Moses, "but it's a New York City show."

The lag in visitors from the area was obvious from other indications. Despite a brightly colored subway line that provided 20-minute service from Times Square to the fair's doorstep, only 29 per cent of the visitors used it, according to the fair's estimates. An unexpectedly large 34 per cent arrived by car. The rest took railroads and buses.

A great part of the advertising effort this season will be aimed at residents of the metropolitan area. They will be reminded of the fair at every turn.

Fair officials are also counting on some psychological factors to raise attendance. The promotion is emphasizing that this is the "last" year to see the fair. And the officials are watching hopefully for a fair "sympathy movement."

"After all," a spokesman said, "we've taken quite a lot of controversial kicking around."

City Adding an Extra Dash of Culture

The World's Fair and environs are going to steep the visitor in a warm-weather cultural brew of arts—performing, visual, fine and some not so fine.

There will be concerts at Flushing Meadows, on the Mall in Central Park, in Lewisohn Stadium and in the parks. Art will hang in fair pavilions, on Greenwich Village fences and as usual, museum walls. Dancers will spin about at various halls in the spring and at the fair in summer. There will be theater—Broadway, Off Broadway and summer.

This prospect is pleasing to the culture-boomers, who resent the conclusion that art takes the same route in a New York summer that flies take in a New York winter.

"This rather extraordinary program speaks well for the best summer program we have ever had," said Robert W. Dowling, cultural executive of New York City. "Altogether, it appears to me to be the richest program in the performing arts that we have ever enjoyed in the city."

A Shift in Emphasis

At the fair there will be new infusions of arts and humanities to supplement those that remain from last summer.

Charles Poletti, vice president of the fair's international affairs and exhibits, said that many nations were stressing their cultural heritages this year—more so than last year.

"So many nations wanted to prove that they were industrially and technically advance," he

said. "Now they understand that they can do more for their countries if they show some of their artistic and cultural heritages. People are not impressed by learning that they have a bottle plant; they want the flavor of the country."

Spain, India, Venezuela, China are among those augmenting and rearranging their art presentation at the fair. Mexico is introducing new new statues, among them a 14-ton statue that is 1,500 year old.

The American Express Company will brighten its premises with "New Art 1965," an exhibit of 60 contemporary foreign and American artists and sculptures.

The New York State Pavilion will have a new exhibit, "The City, Places and People," presenting 50 paintings by 36 New York artists. Once again the pavilion will open its doors to more than 2,000 performing groups.

Cinematographic arts at the fair will be honored at the New Jersey Pavilion by four films made many years ago at the old Edison studios.

Meanwhile at the downtown end of the subway line, the arts will also flourish.

The Metropolitan Museum of Art, which is featuring "Three Centuries of American Painting," will be air-conditioned for the first time.

At the Museum of Modern Art a special exhibit on modern American architecture may be seen from May 18 through Sept. 6.

The Guggenheim Museum will spiral visitors through Im-

pressionist, Post Impressionist and 20th-century paintings from April 22 through Sept. 19.

The Brooklyn Museum opens its new Gallery of New World Indian Culture on May 2.

Sidewalk browsers will be able to patrol the Washington Square Outdoor Art Exhibit from May 21 to June 13 and then return for more between Sept. 3 and 19.

Music under the stars will be provided by the Metropolitan Opera, which leaves its big top on 39th Street for the outdoors of Lewisohn Stadium on June 21 for a seven-week stand.

The New York Philharmonic will begin a series of subway concerts in various parks from April 22 through Sept. 19.

There will be many other far-flung musical events, from the annual summer music festival at Forest Hills to the Goldman Band Guggenheim concerts in Central and Prospect Parks.

The New York City Ballet will occupy the New York State Theater from April 20 through June 13.

Britain's Royal Ballet enters the Metropolitan Opera House this week and will leave in time for the Soviet's Moiseyev troupe to start on May 18.

The Brooklyn Academy of Music will sponsor four operas starting April 24.

The New York Shakespeare Festival is outdoor, and there is no charge in Central Park's Delacorte Theater, starting June 8.



WORLD'S FAIR PANORAMA: View to the northwest includes Van Wyck Expressway Extension, foreground, the Unisphere, upper center, Grand Central Parkway, top, and Long Island Expressway, left. Shea Stadium is upper right.

Fair's Amusement Area Offers Free Shows and Cut Prices in a Bid for Crowds

FLORIDA PRESENTS 2 WATER DISPLAYS

Stress Still on 'Family Fun' as Lake Area Exhibitors Aim to Reverse Losses

By McCANDLISH PHILLIPS
Prices will be lower and some attractions free in the amusement section of the World's Fair this year. The objective remains the same: In Robert Moses' phrase, "Clean fun for the whole family."

That means no tawdry midway, no tattooed ladies or fire-eating men, no hokey-kooky shows.

This formula had no compelling magnetism last year, when prices were high. But now it is being blazoned on the fair's banners with fresh expectation because this year the family fun is going to cost a lot less.

Last year a family of two adults and three children wishing to see the porpoise show at the Florida Pavilion paid \$7. This year the same family can see the same show free.

Last year 2.4 million persons paid for single rides around the monorail's 4,000-foot overhead loop. This year the admission—60 cents for children, 80 cents for adults—entitles riders to unlimited trips around the loop.

Millions Expected

There were times last year when the amusement section was like a deserted village. Exhibitors are hopeful this season of drawing millions of people across the bridge that connects the amusement enclave to the rest of the fair.

There will be less competition for the amusement dollar in the city area this year. Freedomland, the huge amusement center in the Bronx that opened in 1960, is bankrupt—a \$30 million flop.

Steeplechase Park at Coney Island, which opened in 1897, will be closed this season and perhaps forever.

For whatever magic there may be in it, the World's Fair has shortened the name of its most troubled sector. The "Lake Amusement Area" of last year is now the "Lake Area."

Last year exhibitors and concessionaires had an even shorter name for it. They called it "Siberia."

It was a disaster site then, strewn with the wreckage of spectacular failures. Shows like "To Broadway With Love" and "Wonder World," which cost millions to produce, were forced to shut. They received good reviews, but with so many free attractions in other sectors of the fair, people would not pay relatively high prices to see the amusements.

Florida Attractions Free

This year the Lake Area is answering free with free. Florida, whose exhibits drew the best crowds in the area last season, has doubled its space and has removed the admission charges from everything.

At the 7,500-seat marine amphitheater, looking out on Meadow Lake, Florida will present a water-ski show. The free attraction opens May 8, and the cast of 30 will include clowns, water skiers holding national and world titles, and Judy Scott, the aqua ballerina of the Cypress Gardens Water Ski Show in Florida.

Last year the amphitheater housed "Wonder World," a water-and-stage extravaganza with 130 performers. It lost heavily before it folded.

Last year Florida's trained porpoise show drew \$2 and \$1 admission fees. This year every show in the circular, canvas-covered porpoise stadium, seating 1,800, is expected to play to a full house.

Both free shows are expected to exert a powerful attraction, especially on family groups with children. But neither show will offer performances after 6 P. M.

Fireworks Considered

That leaves a disturbing question: What will draw people across the bridge at night? Fireworks detonations on the lake at 10 o'clock nightly are being considered.

The Continental Circus, which sometimes last year played to as few as two dozen spectators, will not be back this season. In its place there will be a zoo of little animals—baby elephants, lion cubs, colts and ponies—for children to feed and photograph.

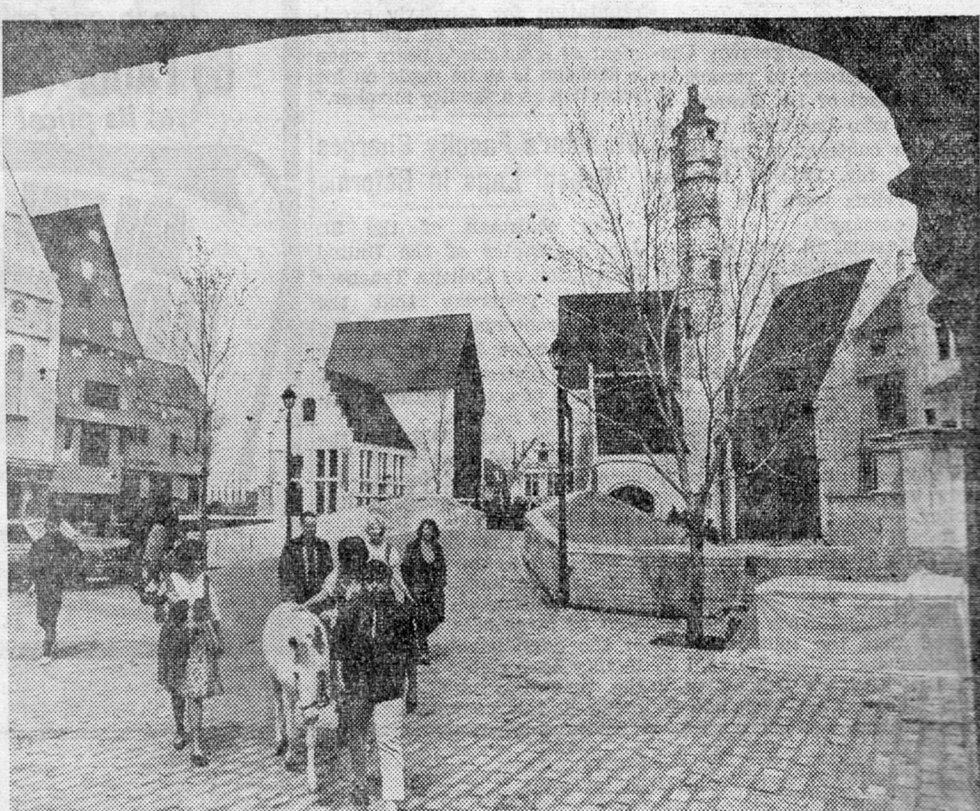
The seats have been ripped out of the former Texas Music Hall, and the slanting orchestra floor now has seven children's rides anchored to it.

The Hawaii exhibit drew two million paid spectators last year (more than three times the population of the state) in spite of the fact that it was flanked by the empty Music Hall and the empty marine amphitheater.

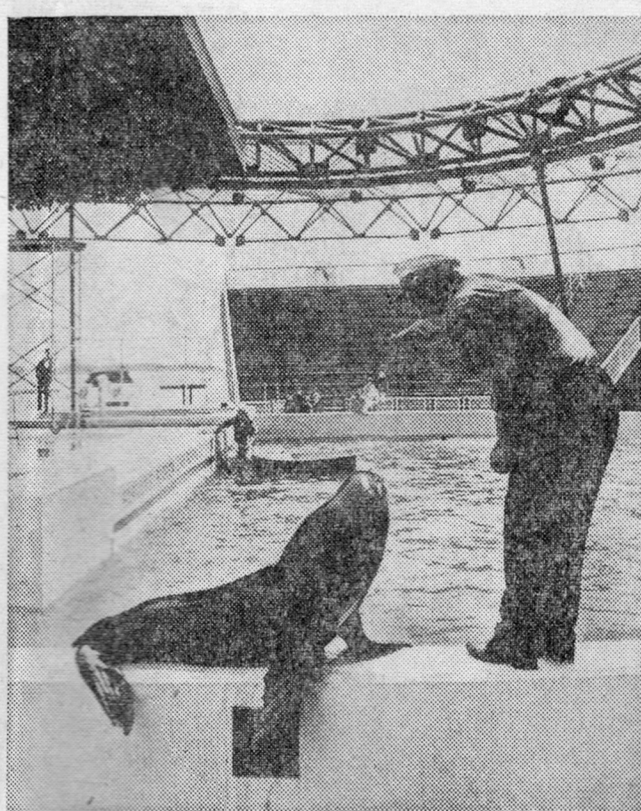
This year Hawaii is putting \$700,000 into additional performers for its "Fashion Fair," "Hawaiian Village Show" and an Aloha Theater presentation that traces Polynesian song and dance patterns through the centuries.

Again this season the Chun King Inn will offer its variety dinner—egg roll, chow mein, noodles, fruit roll, egg foo yong and beverage—for 99 cents. But this year, instead of table service, there will be a double buffet line that can serve 600 diners an hour, with no tipping.

Returning this year—at half price—will be "Les Poupées de Paris," the engaging revue in which 200 marionettes, costumed in the style of Ziegfeld Follies girls, kick up their heels in a 45-minute musical romp. The show will run continuously



TRANQUIL SCENE AT BELGIAN VILLAGE: Employees of Chez Bon Bon confectionery store lead a white donkey through the village, one of the fair's big attractions.



REHEARSAL: A seal gets directions from a trainer at the Florida Pavilion pool, where porpoises also perform.

List of Prices for Meals, Rides, Shows and Exhibits

Following is a list of prices at representative restaurants, rides, shows and exhibits that will open at the fair today:

RESTAURANTS

International Area			
Pavilion	Restaurant	Lunch	Dinner
Africa	Tree House	\$3.25-3.95	\$3.25-5.75
Austria	Austria	\$2.50-up	\$2.50-up
Belgian Village	Rathskeller (Buffet)	\$1.95	\$3.95
Brass Rail	Danish Gardens	\$.95-2.50	\$.95-2.50
Caribbean	Caribbean	To \$7.50	To \$7.50
	(Smorgasbord)	\$4	\$5
Denmark	Kattegat Inn	\$2.50	\$2.50
India	India	\$3.50-5.75	\$3.50-5.75
Japan	House of Japan	\$1.50-4	\$2-6
Jordan	Al Mat'am	To \$4	\$2.50-up
Hong Kong	Sun Luck	\$2-up	\$2.50-up
Korea	Korea	\$2-3	\$3-4
Lebanon	Patio	\$1.50-3	\$1.50-3
Malaysia	Malaysia	\$3.50-up	\$4.50-up
Mexico	Pocallare	\$3.75-8	\$3.75-8
Pakistan	Farooq	\$3.50-6	\$6-up
Philippines	Snack Patio	\$.99-up	\$.99-up
Polynesia	Polynesia	To \$2.25	To \$6.25
Spain	Toledo	\$7.50	\$7.50
Sudan	Granada	\$2-3.50	\$2-3.50
Sweden	Marisqueria	\$3	\$3
Switzerland	Nile Terrace	To \$8.50	To \$6.50
Thailand	Sweden (Smorgasbord)	\$6	\$6
United Arab Republic	Le Chalet	To \$2.50	To \$3.85
	Snack Bar and	\$.25-up	\$.25-up
	Patio Restaurant		

Industrial Area

Better Living Center	Cafe International	\$.75-3.95	\$.75-3.95
Brass Rail	Penthouse	To \$3.50	To \$3.50
Festival of Gas	Pan American	\$.95-2.95	\$.95-2.95
Port of Good Taste	Steak House	To \$2.50	To \$2.50
Rheingold	Jim Downey's	\$2.50-up	\$3.95-up
Schaefer Center	Town House	\$3.50	\$4.50
		To \$1.95	To \$3.95
		To \$3.25	To \$4.25

Transportation Area

Brass Rail	Country Farm	\$.95-2.75	\$.95-2.75
Century Grill	Post House	To \$1.65	To \$1.65
Greyhound	Federal Room	To \$.99	To \$.99
Greyhound	Nantucket Inn	To \$1.95	To \$3.95
Greyhound	Western Room	To \$1.95	To \$3.95
Greyhound	Lowenburt	To \$1.95	To \$3.95
Restaurant Associates	Top of the Fair	\$3.50-up	\$4.95-up
Transp. and Travel	Carriage Room	To \$3.95	To \$6.95
Carnival	Carnival Club	\$1.50-3.50	\$1.50-3.50
Carnival	Frontier Palace	To \$2.50	To \$3.50
Carousell Park		To \$1.39	To \$1.39
Chun King		\$.99-up	\$.99-up
Hawaii	Five Volcanoes	\$2.95	\$2.95

from noon to midnight at \$1 admission.

"Dancing Waters" will be back in its air-supported, bubble building. Against a black velvet background, the rhythmic waters, controlled by an organ-like console that activates 4,000 jets, rise up to 40 feet in rollicking polkas and pulsing tangos. At one point the waters also simulate a classical ballet.

Admission to the 22-minute display will be 75 cents for adults, 50 cents for children. Walter's International Wax Museum will offer 30 scenes behind glass, ranging from a 30-foot-long reproduction of Leonardo da Vinci's "The Last Supper" to a depiction of Superman fighting a one-eyed monster on a Manhattan rooftop. The house is "marvelously air conditioned," a spokesman said, not only to comfort the customers at \$1 for adults, 50 cents for children, but also to keep the wax figures from melting.

Riding anchor on the lake will be the Santa Maria, a faithful reproduction of the ship in which Columbus made his 15th-century voyage of discovery. Adults may inspect it for \$1 and children for half that.

The Log Flume Ride, a sort of roller coaster in water, will be open again at 75 cents for adults, 50 cents for children.

The Jockey, a simulated helicopter flight in an armed forces training device, will carry adults aloft for \$1 and children for 50 cents.

Pago Pago Teen-Agers Dance to Stay Warm

Among the shivers on frigid Flushing Meadow in the chilly pre-opening days was a group of youngsters who shivered with all the grace of Samoan dancers.

They were a group of Samoan dancers. The teen-agers from Pago Pago will appear at the Polynesian Village and were selected in an islandwide competition for grace, dancing ability and school grades.

In sweaters and far from the 85-degree temperatures of their island home, they danced during their practice sessions with unusual fervor. This was not through joy at being here, according to a spokesman, but just to keep the blood circulating.

For Kiddies: Rides and Ducks and . . .

By PHILIP H. DOUGHERTY

Kids love fairs, and world's fairs are no exception.

Kids love robots and dinosaurs and puppets and rockets and cavemen and magic and cartoons and model trains and animals and fast rides and high rides and Disney characters, and they'll find them all and more at the New York World's Fair.

The subject of the fair came up the other day at Public School 196, Forest Hills, which overlooks the lake that runs into Flushing Meadow and the fairgrounds.

The youngsters thought back to six months ago and remembered their favorite exhibits: General Motors, Ford, General Electric, Bell Systems, Pepsi-Cola, Du Pont, Coca-Cola, Dinoland, the Swiss Sky Ride and the Flume Ride.

What specifically did they remember?

Off-the-Cuff Opinions

General Motors: "We went into the dark and saw the future," said Rita Flash, 10 years old.

Ford: "It showed the Stone Age and how man made the wheel and fire. The lines didn't bother me, cause it was worth the wait"—Barry Herbst, 9.

General Electric: "I liked the way they designed the houses and made the dummies"—Barbara Friedman, 10.

Pepsi-Cola: "You go in a boat in the water, and you see all sorts of singing and dancing dolls"—Anat Yaron, 7. "And there were funny things like mooses on a hill"—John Novick, 8.

Du Pont: "Excellent. There was this chemist who takes plain water, puts in chemicals and all of a sudden pulls out nylon"—Peter Parkas, 11. "And the lady gets a pie in her face"—Myra Shapiro, 5.

The fair, in general: "It's fun because you can eat there"—Elisha Lawrence, 5. "When I go to the fair, I feel like a prince"—Stuart Silverman, 8. "The state pavilions were boring, just advertisements"—Cathy Gallagher, 11.

Other features that the children remembered were the Avis Exhibit Ride and the Chrysler Exhibit in the Transportation Area and the Kodak Pavilion

and General Cigar Hall of Magic.

Young repeaters will find new things at familiar sites.

A nest of dinosaur eggs (one hatching) has been added to Sinclair's Dinoland, and the Brontosaurus, Tyrannosaurus and Triceratops will be making noise this season.

"Last year we were of the school that dinosaurs had no vocal cords," explained a spokesman. "This year we are in a new school."

The Space Park of the National Aeronautics and Space Administration, with the greatest collection of rockets this side of Cape Kennedy, was remembered by Cathy Goldstein, 8, this way: "I didn't understand it." This season NASA is adding a simulated trip in space just for the youngsters.

They've put in a model of a Mercury capsule that will carry two children, rock, show films of a space flight and be piped for a countdown.

Kiddie Phone Center

Besides its ride through the history of communications and its exhibits of telephonic equipment, the Bell Systems exhibit has installed a Phone Fun Fair that includes a Kiddie Phone Center. The center has three tot-sized phone booths where a youngster, by dialing, can get a pleasant message from one of six Disney characters, or a commercial message from the operator.

The youngsters with a warm spot for animals will find ducks that hatch daily for the Long Island Rail Road, and African fauna near the Unisphere.

The Scott Paper Company has added stuffed animals to its Enchanted Forest and, by popular demand, bottle warmers to its baby-changing facilities. Twenty-two thousand infants got their diapers changed at the pavilion last year, and the 10,000th received 10 shares of common stock (now worth about \$370) along with the comfort. Another child will be so honored this year, but the company hasn't decided on which milestone.

Youngsters with a liking for knots and handicraft can look in on the Boy Scouts of America.

There will again be play-

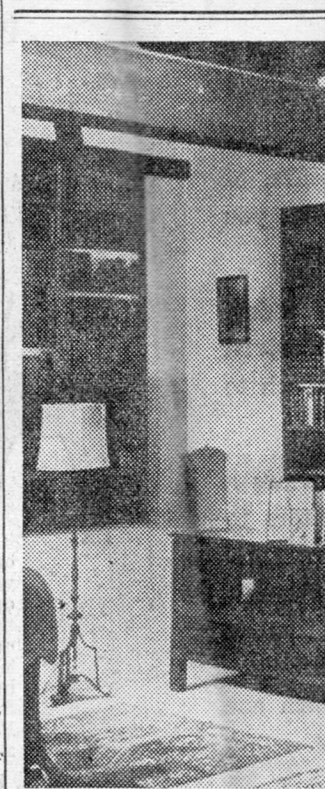
grounds at the Danish and Chunky Candy Pavilions, the Hall of Education, and the Protestant and Orthodox Center. Denmark and the Protestant Center will also offer a babysitting service at a nominal fee.

Parents who would rather roll their children than drag them may rent strollers at Gates 1, 3, 4 and 7 for \$2 a day.

The Pinkertons will once again be operating their Lost Children Center at the Entrance Building.

With thousands of schoolchildren in the metropolitan area on Easter vacation this week, the fair is braced for a brisk influx. Children might profit from the advice of Michael Greenberg, 9, at P.S. 196, who said: "It's a nice place to go, but I don't think you want to go to every pavilion more than three or four times."

The days of heaviest traffic at the fair are Mondays, Tuesdays and Saturdays.



CHURCHILL MEMORABILIA will be in one of new exhibitions at the fair. Here, Phillip George, designer of the Churchill Center, confers with Mrs. Jane Welby, who was Sir Winston's private secretary for more than five years, in reproduction of study.

Dancing and Judo From Orient Are Among New Foreign Shows

By TANIA LONG

Foreign exhibitors in the International Area of the World's Fair say they expect to draw bigger crowds this season than they did last year.

Their expectation is based on the theory that the majority of fair visitors last year devoted most of their time to the big industrial pavilions. The long waits in line to get into the more popular ones and the time consumed in going through them left little time, it is thought, for more than quick, casual visits to the foreign pavilions.

The foreign exhibitors thus hope to attract two categories of visitors this year: those who failed to visit them last year, and those who did visit, liked what they saw and will return.

Most of the attractions that proved so popular last year are returning for the final season. There will be fiery flamenco dancers from Spain, primitive native dancers from Africa, Indian girls in silken saris serving spicy foods, doll-like Japanese girls in kimonos presiding at the tea ceremony. There will also be much that is new.

Pavilions Revamped

Millions have been spent on refurbishing the 37 foreign pavilions. Many are presenting entirely new interiors. Others have enlarged theirs or added patios and restaurants. Nearly all have new features and fresh entertainment.

The handsome pavilion of India has been completely renovated inside, for instance. In addition to the traditional Indian handicrafts and art, the exhibit this season includes seven rare bronze and stone sculptures dating to between the 2d and 11th century B.C.—never before seen outside India.

Another new exhibit will show Indian artisans carving, weaving and decorating. Movies in a new hall will depict the life and culture of the Indian people, and there will be two shows of Indian dancing, demonstrations of how to wear sari, and concerts of recorded Indian music.

In the West Berlin Pavilion, New Yorkers will get a chance to see what it means to live in a divided city. Among the new exhibits is a large illuminated one that superimposes, in rapid succession, first, a view of Berlin with its dividing wall and then, a view of New York with the wall cutting across Manhattan.

Venezuela has enlarged her pavilion at a cost of \$250,000 and created a whole new interior. Among the new exhibits are a 21-foot reproduction of Venezuela's spectacular Angel Fall, with jungle sounds and scenery.

Japan's new exhibits are intended to illustrate two aspects of her culture: industrial development and religious heritage. In one building, Japanese aircraft, automobiles and the latest

in cameras are being displayed. In another, visitors can see a miniature of the famed Nikko Toshogu shrine, considered one of Japan's finest examples of ancient architecture.

This year, too, the Japanese are providing demonstrations of the art of judo.

The United Arab Republic Pavilion has removed the admission charge from its museum area. Objects of art from Egyptian museums, as well as murals and panels, will illustrate the artistry of the days of the Pharaohs. Outdoors, in a new patio, visitors can enjoy Egyptian food and beverages.

The pavilion of the Republic of China will include a restaurant this year on its second floor and an enlarged cultural exhibit consisting of 473 items of ancient Chinese art. The tower of the pavilion, ideal for picture-taking because of its location near the center of the fairgrounds, will be open to the public.

A 10-by-10-foot model of an ancient Mayan city is being displayed at the Central American Pavilion, along with a large collection of articles of gold, silver and other precious metals.

The American-Israeli Pavilion will have a number of new exhibits. A lifelike copper-mining scene, based on recent discoveries at the site of King Solomon's Mines in the Negev Desert is included in the Holy Land section. There also is a collection of idols once worshiped by the pagans of Canaan, and of weapons and clay and glass utensils dating back 3,000 years.

There will be a Viennese Coffee House in the Austrian Pavilion, and in the enlarged dining room of the Hong Kong Pavilion there will be presentations of the Dance of the Dragons, with fireworks and Oriental music.

Great Art of Spain

A large food specialty shop for gourmets has been added to the Denmark Pavilion.

The Greek Pavilion will show a film, "History of the Acropolis," as well as a new major exhibition of classical sculpture from the National Museum of Athens and the Delphi Museum.

Spain, whose pavilion last year was one of the most popular in the International Area, is again displaying a major collection of classical and contemporary art. Included will be paintings by Goya, Dali, Velazquez and El Greco. Additional outdoor dining facilities will also be opened at the pavilion.

In the Vatican Pavilion, the jeweled tiara presented to Cardinal Spellman by Pope Paul VI has joined the display. There will be two fewer foreign pavilions this year, Indonesia pulled out of the fair, as she did from the United Nations. And Sierra Leone decided not to participate again, on the grounds that her pavilion proved too costly.

Trade Groups Expect Dip in Fair Business

Dip in Fair Business

Business spokesmen don't expect the second season of the World's Fair to contribute to the city's output of goods and services as much as the first season did: more than \$500 million.

But many agree that it will come close.

Daniel C. Hickey, president of the Hotel Association of New York, has just completed a swing around the country during which he has been talking up the fair before travel agents and other business groups.

"The travel agents feel this is going to be a good year for the fair, but not as good as last year," Mr. Hickey said. "However, there'll be a bigger response from tour groups than last year. It's the individual reservations that will be off a little."

"One thing the out-of-town visitor can be sure of is accommodations. May, July, August and September are wide open. Because of a record number of conventions, the second, third and fourth weeks of June will be a little tight."

The days of heaviest traffic at the fair are Mondays, Tuesdays and Saturdays.

3-WHEELED 'BUGS' GONE THIS YEAR

But Glide-a-Train and Bus Transport Will Be Back

Those little three-wheeled "bugs" called Escorters will be missing from the fair this season. A trademark last year—they once enlivened a cover of The New Yorker magazine—escorters may be cropping up in some unlikely places this summer—estate gardens, resort boardwalks, college campuses and baseball diamonds, for instance.

The vehicles, which could be rented with a chauffeur-guide for \$9 an hour or \$70 a day, proved to have too many flaws for the Greyhound concessionaires. All 147 of the white plastic carts have been sold to Hausman Bus Sales, Inc., of Chicago which is trying to resell them to baseball teams, groundskeepers and novelty seekers who will pay \$1,000 for bizarre and slow (three miles an hour) transportation.

This season Greyhound is depending for fair transit on its 3-car, 54-seat Glide-a-Ride trains. It has 61 of these tractor-pulled vehicles. Their three routes—green, blue and red—have been modified to eliminate bottlenecks, facilitate identification and increase safety.

For example, the road that each train follows has been marked with a center line painted to correspond to the route color. Route signs will be bigger and will follow the color scheme.

In addition to the three Glide-a-Ride routes, which cut through the fair, Greyhound is providing a perimeter bus system. The fare for all remains at 25 cents.

Gutenberg Bible Is Lent To the Vatican Pavilion

In an ecumenical gesture, the General Theological Seminary (Episcopal) has lent its 500-year-old Gutenberg Bible to the Vatican Pavilion.

One of the only six complete Gutenberg's in the United States, the Bible is insured for \$600,000. Dr. Neil Sonne, seminary librarian, explained the other day that the idea of the loan was that of Mother Cathryn Sullivan of the Catholic Biblical Association.

"The seminary," said Dr. Sonne, "considered it with care and detail during the winter and decided to help them out."