

# World's Fair Planned Here In '64 at Half Billion Cost

*Flushing Meadow Likely to Be the Site  
—'Biggest' Exposition to Celebrate  
New York's 300th Anniversary*

By IRA HENRY FREEMAN

A New York world's fair, bigger than any exposition previously held anywhere, is projected for 1964.

It is likely that the fair will be built at Flushing Meadow Park, where New York's last world's fair was held in 1939 and 1940. The sponsors feel they will have to raise \$500,000,000, more than three times the cost of the 1939-40 show.

Mayor Wagner announced yesterday that he had approved preliminary plans for the fair presented to him by an organizing committee of twenty-five—made up mostly of business leaders in the city.

The committee will be enlarged at a meeting Aug. 18 to about fifty, including representatives of large corporations who may wish to become exhibitors.

Thomas J. Deegan Jr., a public relations man who has had

experience in three world's fairs since 1939, is chairman of the committee.

Application for permission to hold a world's fair in New York five years from now has already been filed with the Bureau Internationale des Expositions. Abraham K. Kaufman, general counsel to the committee, recently returned from Paris, where he discussed the project with officers of the international agency.

The planning committee said that the date had been selected to "commemorate the 300th anniversary of the founding of the city." Actually, 1964 is the 300th anniversary of the name "New York."

The theme of the fair will be "Peace Through Understanding," Mr. Deegan said. How this will be expressed, what will be exhibited and who will exhibit,

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# '64 WORLD'S FAIR IS PLANNED HERE

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how big the fair will be and even where it will be built could not be learned over the week-end.

All the committee was prepared to say was that it intended the fair to surpass the Brussels Fair of 1958, the New York World's Fair of 1939-40 and any other in history.

### Prosperity Cited

They said the last world's fair in New York was marred somewhat by the depression, which was just ending, and the outbreak of World War II in Europe. In contrast, they noted the widespread prosperity of today, the development of fast, cheap air travel throughout the world and a tax policy in the United States that encouraged corporations to spend money for publicity.

The committee thought it possible that the 1964 fair might bring \$6,000,000,000 worth of tourist and other business into New York City, as contrasted with \$1,000,000,000 for the 1939-40 fair.

Mayor Wagner has already

pledged the support of the city administration. A joint resolution asking President Eisenhower to invite foreign nations to exhibit at it will be introduced this week in both houses of Congress by Senator Jacob K. Javits and Representative Edna Kelly, both of New York City. Republican leaders in this state are said to have assured Mr. Deegan of Governor Rockefeller's support also.

Although the committee would not discuss possible sites, it is known that a majority of them favor Flushing Meadow Park. That 1,257-acre tract in northern Queens is entirely city-owned and not highly developed, nor heavily used. The only buildings on it are the Aquacade, where a pool show is held in summer, and a public skating rink.

The committee is sure that even if a 50,000-seat baseball stadium is built by 1964 in that area, as recently proposed, it will not interfere with their plans. The best spot for the stadium, they hold, is on the municipal parking field between Roosevelt Avenue and Northern Boulevard, just north of the park proper. The fair would rise on the land south of Roosevelt Avenue, and the stadium would enhance, not damage, it.

A week ago, William Shea,

chairman of the Mayor's special committee looking for another major league baseball team for New York, proposed to establish a third major league and to build a new stadium in the Flushing Meadow Park area.

World's fairs, such as that projected for 1964, are only about 100 years old. The first of these huge expositions, in which the nations show their educational, cultural and industrial achievements, was the Great Exhibition in the Crystal Palace at London in 1851.

The dazzling shed of glass erected in Hyde Park housed the displays of 15,000 exhibitors, attracted 6,000,000 persons in its 144 days, and made a profit of \$700,000. The show's success inspired many other fairs in Europe and America.

### 1853 Fair Held Here

Two years later, the first international fair in the United States was held. A little Crystal Palace was erected in New York, where the basin fountain in Bryant Park now stands. It attracted 4,800 exhibitors from twenty-three nations, but it lacked government subsidy and lost money.

The 1876 centennial of United States independence, held at Philadelphia, focused attention on the industrial expansion of America. An exhibitor there was Alexander Graham Bell, who

gave the first public demonstration of his telephone.

Perhaps the most famous of many fairs in Paris was that of 1889, on the centenary of the French Revolution. The 984-foot Eiffel Tower, the tallest structure in the world at the time, was built to advertise it. More than 25,000,000 visitors were drawn to the show.

The 1893 World's Columbian Exposition in Chicago surpassed all previous fairs for size and grandeur. Hundreds of imposing buildings erected by nearly every foreign country and every state in the union covered 600 acres in Jackson Park on Lake Michigan. In the Midway Plaisance, "Little Egypt" made history with her daring "kootch" dance.

Chicago also mounted the Century of Progress Exposition in 1893 and 1934, another of the great world's fairs.

Grover Whalen and his associates called their New York World's Fair of 1939-40 the biggest and most costly show, offering more and more varied "wonders and entertainment" than had ever been seen before. The exposition covered 1,216 acres, cost \$155,000,000, showed the products of sixty nations and most American states, employed 50,000 persons and achieved a

total of 45,000,000 admissions in two summers.

Among its memorable exhibits were General Motors' Futurama, a vision of super highways lacing the country; television, one of the most representative shows of painting and sculpture of the entire world and the latest scientific discoveries.

The Brussels World's Fair, hailed the atomic age, counted 42,000,000 visitors in six months of 1958. Forty-seven nations contributed to it. The United States building was visited by 30,000,000, but there was sharp disagreement as to whether the exhibit was a success.

### New Amsterdam Incorporated

As to whether the city was founded or named in 1664, this is the history:

It was in 1626 that Peter Minuit made his famous purchase of Manhattan Island from the Indians for \$24 worth of trinkets and then established New Amsterdam as the first permanent white settlement on the spot. On Sept. 8, 1664, the British captured New Amsterdam and renamed it New York, after the Duke of York, to whom King Charles II, his brother, had generously given it.

By that time, New Amsterdam had been an incorporated city for eleven years, had a population of about 1,000 Dutchmen, paved streets, a city hall, church, shops, a tavern and

other evidences of "foundation."

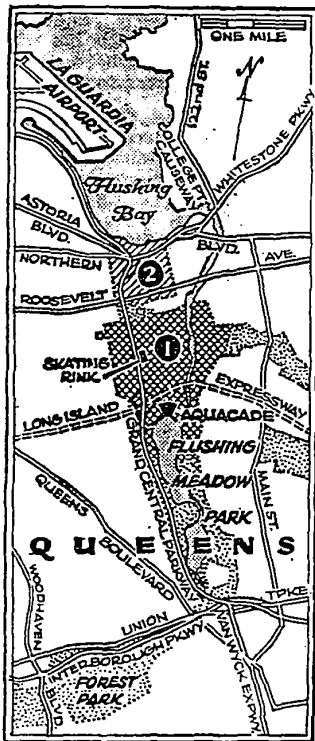
It was not until Nov. 10, 1674—285 years ago—that the city was finally ceded by the Dutch to Britain, and everybody agreed to call the town New York.

Robert Kopple of 450 Seventh Avenue, a lawyer, has been named executive director of the 1964 fair committee. Other members are:

Vincent Barnet, chairman, Barber Steamship Lines; Peter Brennan, president, Building Construction Trades Council; A. N. Brion, president, Eastern Greyhound; Lloyd Dalzell, chairman, Dalzell Towing Company; Raymond Deering, vice president, Manufacturers Trust Company; Harold Drescher, Grey Lines Sightseeing, Inc.; Fred Glass, senior vice president, Empire State Building Corporation; Harold Gray, executive vice president, Pan American Airways; Peter Grimm, chairman, Wm. A. White and Sons; George Hyam, George Hyam Associates; Abraham K. Kaufman, attorney; Walter Kolb, president, Industrial Bank of Commerce; Robert Kriendler, president, "21" Club; David M. Levitt, DCA Food Industries, Inc.; Douglas Leigh, chairman, Douglas Leigh, Inc.; John E. McCarthy, president, Fifth Avenue Coach Lines; Thomas Jefferson Miley, executive vice president, Commerce and Industry Association; J. J. Moore, vice president, Beech-Nut Life-savers Company; Alfred E. Perlman, president, New York Central System; Charles F. Preusse, City Administrator; Thomas J. Shanahan, president, Federation Bank and Trust Company; Harry Van Arsdale Jr., president, Central Labor Council, AFL-CIO; Jerome Weinstein, International Press.



Thomas J. Deegan Jr. has been named chairman of a committee to draw preliminary plans for world's fair in New York in 1964.



The New York Times Aug. 10, 1959 Site (1) of 1939 fair is favored for new exposition. Diagonal shading (2) is the place where a major new baseball park may be built.