



NEW ENGLAND STATES EXHIBITION PROGRESS NEW YORK WORLD'S FAIR 1964-1965 REPORT

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Six Governors Approve Report, Model of Regional Fair Exhibit

The governors of the New England States were given a verbal "premiere" of their forthcoming New York World's Fair exhibition by the chairman and members of the New England States World's Fair Committee at the governors' recent meeting at Concord, New Hampshire. With the preliminary model as a focal point, proposals for exhibits were described and received full approval of the group.

The briefing was one of the first steps in providing up-to-date information on progress to the several states.

Community Participation Planned For Special Events at N.Y. Fair

The governors also endorsed plans which call for exhibit participation by many communities throughout the region. As plans progress, special chairmen and committees will be appointed in the several states to carry out programmed projects.

Some of these projects will involve assistance in developing appropriate exhibits, historical material and local background to insure authenticity. Other essential assistance will involve industrial and business participation, cooperation of service clubs and educational institutions. It is expected that before the end of the year the organization of at least 50 committee groups will have been started.

Scale Model Gets First Showing As 60,000 Attend Maine Event

In its first public showing, at the Maine Products Show, 60,000 people had an opportunity to see the scale model of the New England States Exhibition for the New York World's Fair. The three-day show held at the Bangor Municipal Auditorium, was sponsored by the Maine Department of Economic Development. Commissioner Lloyd K. Allen, who organized the Product Show, is a member of the New England States World's Fair Committee.

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The New England Governors inspecting World's Fair Exhibit model at the Governors' Conference in Concord, N.H. Left to right Governors Keyser (Vt.), Powell (N.H.), Notte (R.I.), Reed (Me.), Volpe (Mass.) and Dempsey (Conn.).

NEW ENGLAND STATES SIGN LEASE FOR EXHIBITION AT WORLD'S FAIR

In an official lease signing ceremony, at Flushing Meadow Park, the six New England States have confirmed their joint participation in the 1964-65 New York World's Fair. The New England Council's executive vice president, Gardner A. Caverly, acting in behalf of the New England States, signed the two year lease with Robert Moses, president of the New York World's Fair 1964-65 Corporation. The signing was witnessed by Mass. Rep. Peter J. Clougherty, chairman of the New England States World's Fair Committee; Sen. Stanley J. Zarod, chairman of the Massachusetts World's Fair Commission; Melvin D. Peach, secretary of the New England States World's Fair Committee; and, members of the Committee and Commission.

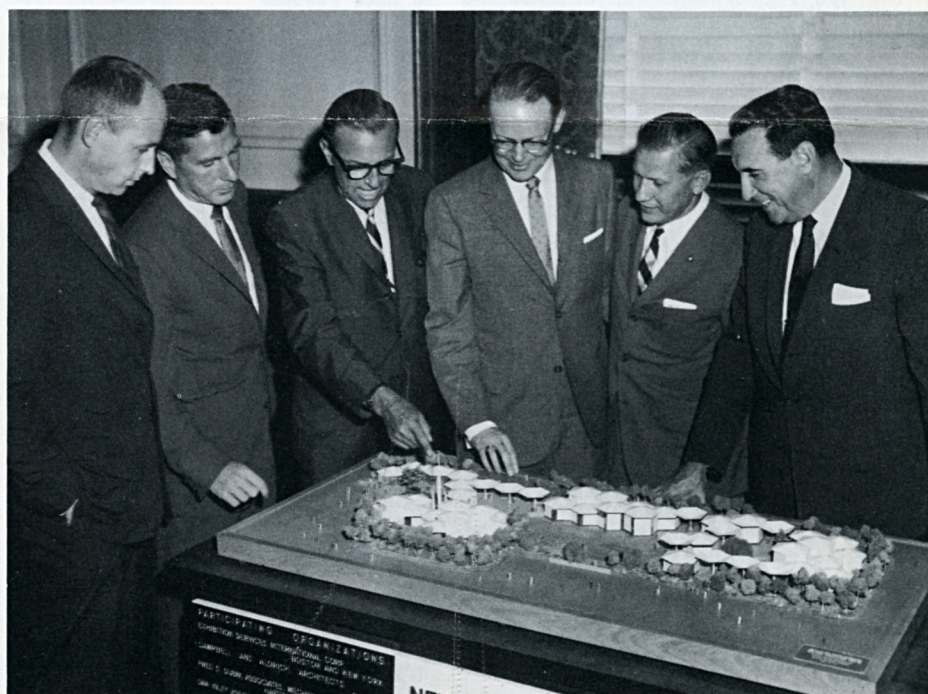
Will be Located in Heart of the New York 1964/65 Global Event

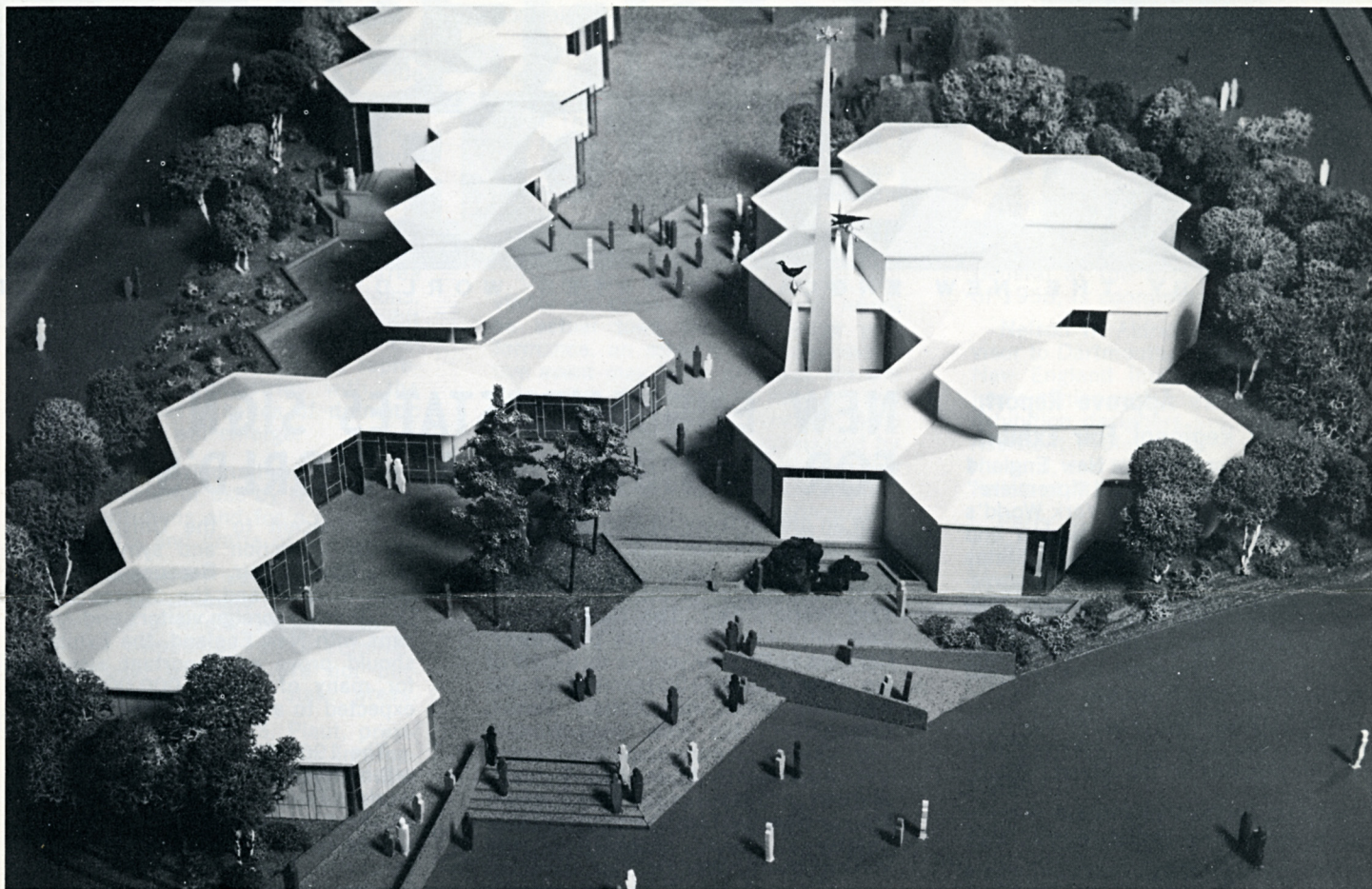
On display at the ceremony was a scale model of the six-state pavilion which will occupy a two acre plot of

land adjacent to the Unisphere; the central attraction and symbol of the N.Y. World's Fair. Because of its strategic location and the diverse family-ties of many foreign visitors and Americans with New England, the Exhibition should prove an important attraction for many of the 70,000,000 people expected to attend the Fair.

The 1964-65 New York World's Fair will be held on the site of the 1939-40 World's Fair at Flushing Meadow Park, Flushing Long Island, N.Y. The Fair will be open to the public April 22 to October 18, 1964 and April 21 to October 17, 1965.

In addition to a seemingly endless variety of attractions at the Fair Grounds, many events have been planned in cooperation with the nearby Municipal Stadium, Lincoln Center for the Performing Arts in New York City and Jones Beach on the south shore of Long Island.





Bird's-eye view of model of N.E. Exhibit showing; in left foreground, The Court of States and the six State Pavilions; in right foreground, the Regional Exhibit Building; behind, Industrial Pavilions and the Village Green.

EXHIBITION WILL DRAMATIZE PORTRAYAL OF WIDE RANGE OF NEW ENGLAND ACHIEVEMENTS

The New England States Exhibition at the New York World's Fair in 1964 and 1965 will provide the visitor with a fascinating impression of the total range of the area's development, from its historical background to its leadership in advanced technology.

The exhibition will combine the atmosphere of New England with its dynamics of creative living, and will vividly depict the diverse elements which establish the character of the region.

New England will be presented in dramatic exhibits housed in a series of hexagonal structures conceived for their flexibility, economical construction and possible re-use, at a later date, on New England fair grounds. The structures will be grouped in a manner that provides well-organized areas for state, regional, industrial and commercial participation. There will be a country store, indoor and outdoor restaurants and an amphitheatre for special events. Over 30,000 sq. ft. of the 2-acre plot will be landscaped as a restful retreat for Fair visitors, in typical New England surroundings.

Each N. E. State to have Pavilion

The main entrance to the New England Pavilion will be through a "Court of States" in which each state will staff its own reception center to answer visitor's questions on its tourist attractions and economic opportunities. The natural flow of traffic will then direct the visitor toward the Regional Theme Center, in which past and present accomplishments of the six states will be blended to illustrate New England's important role in the evolution of our national culture and economy. Before leaving this area, the visitor will witness startling new examples of New England's spaceage leadership.

Among the attractions proposed are models of clipper ships, hand-blown glass, whaling gear, the first dollar watch, Colt's original revolver, a model of Simon Lake's submarine designed in 1897; alongside computers, jet engines, radar navigational aids and atomic-fueled power plants. The exhibit will trace New England's industrial development from Colonial and Revolutionary times through the Industrial

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Plans Call for \$2.5 Million Exhibition of N.E. Greatness

The New England States Exhibition will cost an estimated \$2.5 million, according to Rep. Peter J. Cloherty of Massachusetts, chairman of the New England States World's Fair Committee.

It will be underwritten by the six states on a pro-rata basis determined by size, industrial activity and other economic factors. Under this plan Massachusetts will pay 42% of the total; Maine and Connecticut, 17% each; New Hampshire, 12%; Vermont, 7%; and Rhode Island, 5%. The New England Council has been named as fiscal intermediary for the project.

Rep. Cloherty recently announced that the contract for detailed planning of the event has been awarded to Exhibition Services International Corporation, following a thorough study by a six-state committee of proposals submitted by a number of competing organizations.

Included in the Exhibition Services International group working on the plans are: Campbell and Aldrich, Architects, Boston; Fred S. Dubin Associates, Mechanical Engineers, Hartford, Boston and New York; Dan Kiley Associates, Landscape Architects, Charlotte, Vt.; and, William Le Messurier, Structural Engineers, Boston.

NEW ENGLAND STATES WORLD'S FAIR COMMITTEE

Rep. Peter J. Cloherty, Chairman
Massachusetts

Melvin D. Peach, Secretary
New England Council

Sen. Stanley J. Zarod
Massachusetts

LeRoy Jones
Connecticut

Lloyd K. Allen
Maine

Allan V. Evans
New Hampshire

Roland R. Vautour
Vermont

Adolph T. Schmidt
Rhode Island

MASSACHUSETTS WORLD'S FAIR COMMISSION

Sen. Stanley J. Zarod, Chairman

Rep. Peter J. Cloherty, Secretary

Sen. Thomas S. Burgin

Rep. Anthony M. Colonna

Rep. Lincoln G. Pope, Jr.

Hon. Richard F. Treadway

Roy F. Williams

PLANNING AND DESIGN STAFF

James S. Plaut
Coordinator

John S. Griswold
World's Fair Liaison

Nelson W. Aldrich

Jan K. Sterling
Architectural Design

Dan Kiley
Landscape Architecture

Harold C. Mindell
Mechanical Engineering

William LeMessurier
Structural Engineering

Ernest Marks
Exhibits Coordinator

Manfredi Nicoletti

Albert Surman

Albert Szabo

Edward Baum
Exhibits Design

Kenneth H. Baird
Industrial Exhibits

CONSULTANTS

Perry G. E. Miller
Historical

Gyorgy Kepes
Exhibits

Richard Preston
Industrial Relations

**NEW ENGLAND STATES
WORLD'S FAIR COMMITTEE
Box 1964, Waltham, Mass.**

World's Fair Committee is Publishing Progress Report

The New England States World's Fair Committee is publishing a periodic report on progress of the exhibition plans and program, of which this is the first issue. This report is being mailed to a number of people in New England active in the region's political, economic and cultural life.

The purpose of this report is not merely to inform. It is to open up areas of inquiry in which recipients might be helpful. What are the most important contributions of Vermont to industrial progress? In what way does Rhode Island make a special contribution to better education in public schools? How could New Hampshire tourist attractions best be translated to hundreds of thousands of New York visitors in 1964?

It is one purpose of this report to elicit voluntary contributions of information on New England which can be translated into meaningful exhibition material. Another is to provide news to news media. This will be the principal organ of communication between editors and other leaders during the period of preparation. We suggest close attention to its contents.

While the list of those who might receive the report is necessarily limited, it is not desired to omit anyone who has a special interest in this great project. Suggestions will be appreciated.

Please address all comments and inquiries to the New England States World's Fair Committee, P.O. Box 1964, Waltham, Massachusetts.



Contract signing ceremony at N.Y. World's Fair: (seated) Gardner Caverly of the New England Council and Robert Moses, President of the N.Y. World's Fair Corporation; (standing) members of the New England States World's Fair Committee and the Massachusetts World's Fair Commission.

PRESIDENT OF NEW ENGLAND COUNCIL SEES WORLD'S FAIR PARTICIPATION AS GREAT OPPORTUNITY FOR NEW ENGLAND INDUSTRY

The industrial exhibition area of the New England exhibition at the New York World's Fair will be provided rent free to New England industry, a policy decision of the region's World's Fair Committee.

In commenting on this policy, Mr. Joseph A. Erickson, President of the New England Council, pointed out that this aspect of the exhibition offers industry in the region an excellent opportunity to portray its special competence to industrial leaders from all over the world.

"This competence of research in New England, for example, is matched probably nowhere else", Mr. Erickson said. "It is perhaps not widely known how and why New England has achieved and maintained this superiority. At the Fair, this story can be told. By focusing attention on New England's great research and industrial achievements, we will broaden our chances of attracting scientists and highly skilled workers, capital investments and orders for our products."

Mr. Erickson emphasized that the total exhibition will do far more for industry than merely show off its work. "By dramatizing our industrial achievements within the context of our outstanding educational system, our unmatched recreational opportunities, and our basic traditions, we will create an interest in living and working here under conditions which few places in the world can match."

Although the Court of Industry and Commerce in the New England States Exhibition will be provided by the states without rent, it is expected that

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Signing into effect a contract for detailed planning of the New England States Exhibition for the 1964-65 New York World's Fair are: seated (l. to r.) Nelson W. Aldrich, Architect; Gardner A. Caverly, executive vice president of the New England Council; and James S. Plaut, president of Exhibition Services International Corp. Standing: Melvin D. Peach, secretary of the New England States World's Fair Committee; Allan V. Evans of New Hampshire, Roland R. Vautour of Vermont, Adolph T. Schmidt of Rhode Island, Lloyd K. Allen of Maine and James S. Klar of Connecticut.

Council President Sees . . .

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New England industry will provide appropriate exhibits.

A group of fourteen pavilions, similar to the basic hexagonal structure used throughout the exhibition, has been reserved for industry. Each pavilion contains an area of about 700 sq. ft. The industry-sponsored exhibits will be located in a high-traffic area adjacent to the six State Pavilions, between the regional theme exhibit and the New England restaurant. Exhibit space will be allocated to representative N. E. industries with the expectation that a series of dramatic group exhibits will emerge.

Two of the pavilions have tentatively been set aside for use by N. E. educational institutions and for a display of the fine arts and crafts of the region.

The industrial exhibits will be conceived to promote New England industry as a whole, rather than as individual companies, since commercial exhibits, as such, are not permitted in any of the state areas.

According to James S. Plaut, president of Exhibition services International, the organization charged with the planning and preparation of the region's exhibition, exhibits will be designed "to depict the inventiveness and pursuit of excellence that has always characterized New England industry." "Equally important," said Plaut, "will be exhibits showing how financial resources of the area have sustained and made possible the growth of our New England economy and have contributed, in a larger sense, to national and world economies."

Exhibits for several industry groups are contemplated. The New Englander's traditional ingenuity and pride of craftsmanship will be displayed in manufacturing industry exhibits for the machine tool, electrical and electronics, aircraft, shipbuilding, jewelry, silversmithing, printing and publishing, plastic and chemical industries. Others include N. E. industries based on natural resources such as; the textile, leather, pulp and paper, granite and marble, agricultural, dairy, fishing and food processing industries. Also planned are exhibit areas for small industry and the Space-Age and research-based industries that form such an important part of the N. E. industrial scene.

Mr. Plaut's staff is currently consulting with a number of leading New England industrialists to determine how best to present an imposing cross-section of N. E. industry in the limited space available for this purpose.

Artist's concept of the outdoor dining area which will be landscaped to provide a restful atmosphere in which the finest of traditional New England menus can be enjoyed by visitors to the Fair.

Exhibition will Dramatize . . .

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Revolution to its present pre-eminence in the fields of research and development. The great scholars, writers, political figures and artists of New England will be depicted in an exhibit emphasizing the rich human resources of the region.

Outdoor Features on Village Green

On leaving the regional exhibit, the visitor will cross a village green; where an actual town meeting, stage performance, an athletic or commemorative event may be in progress. He will then enter the "Court of Industry and Commerce" which will contain \$1.5 million worth of exhibits sponsored by private enterprise. There will be a few static exhibits in this area. New England industrial leaders and technologists will be consulted in an effort to provide the most timely and fascinating animated displays or demonstrations that have ever been incorporated in an industrial exhibit.

The Fair visitor will find excellent dining facilities a few steps from the "Court of Industry and Commerce". New England food such as lobster, clam chowder, baked-beans, boiled dinners and home-made bread will be prepared from recipes that have been handed-down in New England families for generations.

Country Store to be Reproduced

A novel feature of the Exhibition will be a reproduction of a Country Store where the visitor may purchase many oldtime and contemporary delicacies faithfully prepared and packaged by New England food processors, as well as hand-woven fabrics, leather products, antique reproductions and dozens of other products made by New England craftsmen.

For the visitor to the World's Fair who, in many other exhibits will be bombarded with blatant commercialism and futuristic sensationalism, a visit to the New England States Exhibition will be a dignified and inspiring experience, nearly as refreshing as a New England vacation.

Outstanding New England Team Assembled to Guide the Project

New England's vast educational resources are being tapped for the planning and design of the regional exhibit at the World's Fair.

James S. Plaut, former Director of the Institute of Contemporary Art in Boston and Deputy U.S. Commissioner General at the Brussels World's Fair of 1958, is coordinator of planning.

Nelson W. Aldrich, architectural advisor to Dartmouth, Radcliffe and other New England institutions is the project's senior architect while the senior exhibition designers are Albert Szabo, Assistant Professor of Architecture at Harvard, and Manfredi Nicoletti, Sloane Fellow at M.I.T.

Perry G. E. Miller, Professor of American Literature at Harvard, author of *THE PURITANS*, *THE NEW ENGLAND MIND* and other celebrated works on the New England scene, is serving as historical consultant to the project.

Gyorgy Kepes, Professor of Visual Design at M.I.T., painter, designer and author (*THE LANGUAGE OF VISION*) is acting as an advisor in design matters.

First Showing of Model . . .

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Maine's Governor John H. Reed was guest of honor at a show preview staged for 1000 city and state officials, exhibitors, purchasing agents and representatives of New England publications. The exhibition, featuring diverse products manufactured or processed by Maine industry, was open to the general public. Several state and federal government agencies manned booths to help visitors from industry with their business problems.

The scale model of the New England States Exhibition was displayed in the Department of Economic Development booth where it attracted a large audience and much favorable comment. The model will be shown in a number of other New England regional, state and county fairs.

