

# What It Took To Get New England To The Fair

Seventy million people will taste the flavor of New England—thanks to hard work and perseverance and the coordinating efforts of The New England Council

*By Melvin D. Peach*

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**WHAT'S THE APPEAL** of a world's fair?

Challenge and exposure!

Simple words, but what do they mean for New England with a World's Fair coming to New York?

First, there's the challenge of presenting the region in its fullest—its history, its people, its culture, its achievements, its potential for a great future, its assets as a place to live and work.

Second, there's the opportunity for telling the story to a large number of the 70 million people from all over the world who will visit the two-year showing—a much larger number than will be found in any other one place during such a short period of time. And once the story is told, and told effectively, it is reasonable to assume that many of the Fair visitors will want to come on up to the region and enjoy it to the fullest.

These were the principal factors that motivated the New England governors in November, 1959, to ask the heads of their state development agencies to look carefully into the matter and make a recommendation. This was the beginning of years of planning and selling which is about to result in a \$4 million presentation of New England, \$2.7 million of it monies appropriated by the six state legislatures, the remainder being spent by business and industry on special exhibits.

The road to the World's Fair has not been an easy one for the New England states. Delays and frustrations have been frequent. Changes in the composition of successive Governors' Conferences and legislative inertia have eaten up valuable time. While a few more de-



New England's six governors check over model of the region's pavilion for the New York Fair . . .



. . . which will attract some 70,000,000 visitors in two years—right at our front door

tails are still to be cleared, it is expected that the project will be moving into high gear early this month.

The first committee established by the Governors' Conference went to work early in 1960 interviewing experts in the management of exhibitions, in exhibit design and building construction. At

that time there was a great deal of vagueness about the plans for the Fair itself, and there were relatively few firms experienced in the complexities of managing such large-scale exhibit activities. From several of them, the committee was able to develop a comprehensive idea as to what the states might do.

## ... World's Fair

By the late summer of 1960 the committee was ready to report, and it recommended that the states participate jointly.

The fall of 1960, however, was a year of presidential and gubernatorial primaries and elections. Because of their involvement in these, there was no meeting of the governors in those months, and it was not until February of 1961 that the committee was able to make its report. At that time the governors endorsed the concept of participation for the New England states, but asked for additional details as to costs and procedures.

Meanwhile, in independent action originated in January, 1960, The New England Council had been in contact with the sponsors of the New York World's Fair to have a site set aside for the New England states. This was protective action, taken in the hope that the states would exhibit, but knowing from the experiences with the 1939 World's Fair that it would take time for the states to act. The Council's was the first request on behalf of state governments for a site at the Fair, and as a result New England has been allocated a choice two-acre site on the edge of the focal point of the Fair—the Unisphere. No charge is made of the states for the use of this site.

The committee still experienced difficulty in obtaining cost figures since accurate estimates were impossible without more specific knowledge as to what shape and size the exhibit was to take. It was decided to ask the governors to introduce legislation authorizing them or their designees to act on behalf of the states in the development of a plan of operations and to obtain plans and specifications. At their meeting in May, 1961, the governors agreed to do this and to ask for a total of \$150,000.

The Governors also accepted a formula for distribution of the costs among the six states. This formula was developed for the committee by the Federal Reserve Bank of Boston and was based on estimated tourist income, total personnel income, value added by manufacture and population. The percentage shares of the states were: Maine 17, New Hampshire 12, Vermont 7, Massachusetts 42, Rhode Island 5, and Connecticut 17. This formula has been followed in all subsequent allocations of costs.

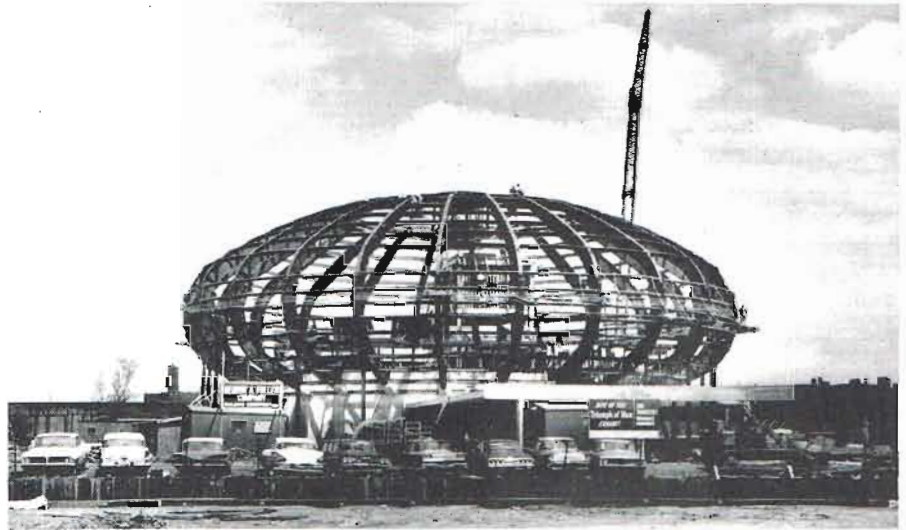
A change in the operational pattern that had been set up occurred as the stage legislatures took favorable action on the requests of the governors. Five of the states authorized their governors or their designees to act. Massa-

chusetts, however, appointed a legislative commission and took the direct responsibility from its governor. In the other states, the governors asked the heads of their development agencies to continue to act for them.

In September of 1961, the governors asked The New England Council to call the organizational meeting of the new group and early in October the New England States World's Fair Committee came into being. Its members were: Representative Peter J. Cloherty of Massachusetts, chairman; Lloyd K. Allen, Maine's Commissioner of Economic Development; Allan V. Evans, Director of New Hampshire's Division of Economic Development; Roland R. Vautour, Commissioner, Vermont Development Department; Senator Stanley J. Zarod of Massachusetts; Adolph T.

publicity programming. One basic requirement was that such an association of firms be New England oriented. The Committee proceeded to screen groups that expressed interest and eventually selected three groups to make formal presentations before the full committee.

On the basis of these presentations and the overall competence of the parties concerned, the committee in June of 1962 selected the group headed by Exhibition Services International Corporation of Cambridge and New York City to undertake the detailed planning. Associated with ESI were Campbell and Aldrich, Boston architects, Madewell Company, Boston exhibit designers, Daniel Kiley Associates, Vermont landscape architects, Fred S. Dubin Associates, Connecticut mechanical engineers, William LeMessurier As-



The Travelers Insurance Companies building, which will house the Triumph of Man exhibit, was one of the first buildings to get under way for the Fair. This view was made one year from opening.

Schmidt, Executive Director, Rhode Island Development Council; and Sidney A. Edwards (succeeded by LeRoy Jones in January of 1962), Managing Director, Connecticut Development Commission. Melvin D. Peach of The New England Council served as secretary.

The New England States Committee was charged with the development of detailed plans for all phases of exhibit activity. Therefore, it was decided to seek the services of a coordinated team which could provide fair management, exhibit design, architectural and landscaping services, and special events and

sociates, structural engineers of Boston, Newsome & Company, Inc., Boston public relations firm, and Northeast Public Relations, with associated firms in each of the six states.

The planning report and detailed drawings and specifications for the exhibit buildings were presented to, and accepted by, the committee last December. The cost of this phase of the World's Fair project was approximately \$200,000. It carried a price tag of an additional \$2.7 million to cover construction of the buildings, operations, special events, promotion, construction of state and regional theme exhibits, and the final demolition and restoration of the grounds to its pre-Fair state. Armed with this information, the committee was ready for its next round of legislative requests for money.

Two interesting situations developed during the course of the committee's work. One was its lack of legal authority to sign contracts. The second was the problem of handling money from six sources. In dealing with both, the com-

### About the Author . . .

Melvin D. Peach, secretary of New England Governor's Conference and former director and president, American Industrial Development Council, is the executive vice president of the World's Fair Corporation, The New England Council's Director of Industrial Development Activities, Coordinator of general Council Program Activity and has served as the Council's Secretary of Aviation and Transportation Committees. He is a graduate of Boston University.

mittee turned to The New England Council.

At the request of the committee, The Council signed contracts with only the indicated willingness and ability of the states to provide the necessary funds keeping them in force. In taking this action, The New England Council became, in effect, a fiscal agent of the New England states and a coordinating agency for the six-state committee.

The final major action of the New England States Committee was the drafting of similar legislation for enactment in each state. This was presented to the New England Governors' Conference in January, 1963, with a plea for fast action in order to be ready for the opening of the Fair on April 22, 1964. Again, the committee was faced with a change in the composition of the Conference, with four new governors needing detailed briefing. The Conference chairman, Governor John Dempsey of Connecticut and the other continuing member, Governor John H. Reed of Maine, stressed the commitment which the new Conference inherited. As a result, the Conference approved the recommendations of the Committee, and a timetable for legislative action by April first was set up. The time set was within the realm of possibility, but turned out to be far from practical. It was not until June third that Governor Peabody signed the Massachusetts act, the last of the six state measures to be enacted.

Meanwhile, the question of providing a legal entity to handle the project on behalf of the six states was solved through the creation in January, 1963, of The New England Council World's Fair Corporation, chartered under Massachusetts laws. The corporation has on its 28-man Board of Trustees representatives of each of the six governors and the members of The New England Council's Executive Committee. In the separate legislative actions appropriating money for construction and operation, the governor or a state official is authorized to enter into a contract with the corporation. The appropriations of the states for these purposes were: Maine, \$495,000; New Hampshire, \$324,000; Vermont, \$189,000; Massachusetts, \$1,134,000; Rhode Island, \$135,000; and Connecticut, \$459,000.

The first act of the corporation was to submit to the states proposed contracts spelling out its responsibilities. These are in the process of approval and signing. With the signing comes an authorization for the transfer of funds to the corporation, the ingredient necessary for the corporation to carry out its functions.

The corporation also instructed the architect to invite construction bids in order to meet the requirement for ac-

cepting the lowest bidder. Through the cooperation of the architect, some 15 construction firms had been certified as being capable of handling a project of the size contemplated in the New York City area. Only six of these indicated an interest in bidding, and all six were unanimously approved by the governors. On the day bids were opened, June 25, only four were received, with Gilbane Building Co., Providence, R. I., offering the low bid of \$1,379,000, slightly below the estimated budget.

The corporation has to work out and sign a number of contracts in order to put into effect the machinery that will actually produce and operate the New England Exhibit. These include contracts with the architect, general contractor, restaurant operator, country store operator, and Exhibition Services International for the completion of exhibits in the state pavilions and the regional theme center, for development and installation of industrial exhibits, for the development of a program of special events, and for the general management of the exhibition.

Throughout this lengthy period of planning and negotiations, the New Englanders involved have maintained a close contact with the New York World's Fair Corporation and have found some solace in the fact that the region's problems are small compared with those of the larger project. The patience and helpfulness of the staff involved with the Federal and State Exhibits, particularly Executive Vice President William E. Potter and his deputy, Michael R. Pender, have been particularly important to the New England group.

The New England States Committee and The New England Council World's Fair Corporation have also been impressed with the willingness of the planning team and the architect to continue to actively develop plans and industrial participation on exhibits during the many months of legislative activity and negotiations over state contracts.

Through this initiative and effort, the project has advanced to the point where the Corporation is still hopeful that the opening date of April 22 can be met.

What will all of this activity produce? A compact, hard-hitting presentation of New England's incomparable balance of assets—education, finance, technology, industry, culture and a dedicated citizenry. It will set forth the basic New England story—that the vitality of the present and the promise of the future are firmly built upon the uniquely rich heritage of the past.

What will it look like? Plan now to visit the World's Fair in 1964 and get the answer and read page 4 for further planning details. ●

## THE NEW ENGLAND STATES EXHIBITION

The New England States Exhibition at the New York World's Fair will be a \$4 million complex projecting the future, highlighting the present and honoring the past of the six-state region.

Located on a two acre tract in the heart of the Fair, adjoining the Unisphere, the Exhibition will reflect both the dynamic progress and the restful charm of New England in a tree-shaded and pool-dotted oasis of hospitality.

A central aspect will be the village green upon which a series of community events will portray all phases of New England life. Surrounding the green will be six state pavilions, a Central Theme Building, the Court of Industry and Commerce, a typical New England country store and a restaurant specializing in New England menus.

The buildings of wood exteriors and clapboard sidings will be painted red and white and will be outlined by special lighting effects at night. The native trees and the pools will set off the buildings and a tree-top glimpse of a typical New England village from any point in the fair will be provided by church steeples of varying height capped with traditional weather vanes.

The Central Theme Building will emphasize New England's patriotic, religious, educational, business, commercial and international aspects.

Private industry in New England is sponsoring a major presentation of the region's leadership in a wide variety of fields from agriculture, through insurance and banking to medicine and space-age technology. Private industry's contribution will be about \$1.3 million and the six states have provided \$2.7 million for the Exhibition.

Events scheduled for the village green presented by individual communities throughout the six states will include musical performances, displays and demonstrations by master craftsmen, a New England town meeting, re-enactment of historical events, cooking contests, ethnic dances, carving, wood-chopping, frog jumping contests and spelling bees.

Among the exhibits in the Central Theme Building will be a presentation of the 'good life' available in New England depicting the unlimited opportunities for recreation and cultural satisfaction.

The entire Exhibition has been planned to present New England, its charm, its history, its advantages and its opportunities to the World.



Three New England Council World's Fair Corporation officers examine a miniature of the New England States World's Fair Exhibition to be erected next to the Unisphere at the New York World's Fair.

**LEFT TO RIGHT**

Melvin D. Peach, Executive Vice President, New England Council World's Fair Corp. and Executive Assistant, The New England Council  
Gardner A. Caverly, President, New England Council World's Fair Corporation and Executive Vice President, The New England Council  
Everett Ware Smith, Treasurer, New England Council World's Fair Corporation and Senior Vice President, New England Merchants National Bank.

### *Contract signing starts construction of New England World's Fair exhibit*

BOSTON—Signing of major contracts for construction and management of the New England States exhibition at the New York World's Fair has been announced.

The construction contract was signed by Thomas E. Battles, Vice President, Gilbane Building Company, Providence, Rhode Island. Gilbane won the contract on its low bid of \$1,379,000. Construction began Aug. 20 on the two-acre site adjacent to the World's Fair symbol, the Unisphere.

Architect for the project is the Boston firm of Campbell and Aldrich, which will continue to provide architectural services in connection with construction and interior design. Walter E. Campbell signed for his firm.

The fair management contract was signed by James S. Plaut, President of Exhibition Services International of Cambridge, Mass. and New York City.

Contract for public relations and publicity services was signed by Paul A. Newsome, President of the Boston firm of Newsome and Company, Inc., an associate of Northeast Public Relations, Inc. Hartford, with affiliates in each of the New England states.

## VILLAGE GREEN SITE OF 'DAYS'

BOSTON—Plans for participation by Massachusetts cities and towns were announced by Melvin D. Peach, executive vice president of the New England Council World's Fair Corporation.

Mr. Peach said the Bay State has been allocated 63 special "Days" during the two-year period. More than 20 communities have already applied for dates and are working on a wide variety of programs featuring marching bands, orchestras, anniversary celebrations, demonstrations, choral groups, square dances and craft shows.

The community events will take place on the Village Green—the central aspect of the \$4 million New England States Exhibition.

Headquarters for the New England States Exhibition were opened recently at 802 Statler Office Building, Boston, under the supervision of Mrs. Ruth T. Newsome, New England Director of Community Events.