

UNISPHERE

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UNDERSTANDING
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NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE: AREA CODE 212-WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES
PRESIDENT

NEWS:

August 3, 1964

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NEW YORK 1964-1965 WORLD'S FAIR NEWSLETTER NO. 46

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10 Columbus Circle, N.Y.C.

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World's Fair Food Fact: although the exotic cuisine available at the New York World's Fair is proving a major attraction, visitors are not neglecting the good old American standbys. The Brass Rail organization, operators of 25 refreshment stands and 6 restaurants at the Flushing Meadow Park exposition, has sold more than 8 million hot dogs and hamburgers since the Fair opened.

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"Peace Through Understanding," the theme of the New York World's Fair, was given a noteworthy application when a group of high-ranking Soviet scientists toured the international exposition as guests of Fair President Robert Moses.

The six man official party, including A.I. Churin, Chief Administrator of the Soviet State Committee on Co-ordination of Scientific Work, and N. Sinev, Deputy Chairman of the Soviet State Committee on Atomic Energy, had been touring the U.S., visiting government research and development installations as part of a U.S.-Soviet exchange program.

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"The realization of a dream", an "astounding sight", and "most amazing" were some of the comments made by Frank W. Orrell, 47-year-old blind Chattanooga (Tenn.) resident, his 17-year-old crippled son, Donald, and his wife, Florence, who is afflicted with an eye ailment, as they toured the New York World's Fair recently.

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After a busy day Fairgoing, the handicapped visitors said, "Only exhaustion prevented us from seeing even more." The blind Orrell, enthusiastic over his impressions of the Fair, said: "You can't help but feel the spirit of the World's Fair, the sound of music, the penetrating smell of food, the bouncing of balloons by children, and the 'pushing' of milling crowds. These things get you immediately."

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An impressive graphic display of the largest hydroelectric complex in the western world, the Niagara and St. Lawrence Power Projects, is attracting crowds to the exhibit sponsored by the Power Authority of the State of New York in the New York State Pavilion at the New York World's Fair.

The complex, completed during the nine-year tenure of Robert Moses, now Fair President, as Power Authority Chairman, has an annual energy output of 26 billion kilowatt hours of low-cost electricity.

More than 650,000 Fair visitors to date have toured the 3,000 square foot exhibit. On view are striking photographs, including a 12-by-24 foot illuminated photo mural of Niagara Falls, dioramas and cutaways. A recording explains how the Power Authority has utilized water made available by a treaty with Canada to develop and operate publicly owned power resources of the Niagara River and the International Rapids Section of the St. Lawrence River.

The Power Authority of the State of New York is a non-profit organization created by the legislature to develop the hydroelectric potential of the Niagara and St. Lawrence Rivers while preserving their beauty. No state or federal money is used by the Authority. It has sold more than a billion dollars in revenue bonds to prudent private investors who are being repaid out of earnings from the sale of the Authority's low-cost power to industry, municipal, rural co-operatives and to private utilities.

The Authority is composed of five trustees appointed by the Governor. Heading the group is James A. FitzPatrick, Plattsburgh, N.Y., Chairman; Theodore Hill, Jr., Jefferson Valley, N.Y., Vice-Chairman; Finla G. Crawford, Andover, N.Y.; Edmund H. Brown, Lockport,

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N.Y., and Arthur M. Richardson, Rochester, N. Y. William S. Chapin is the General Manager and Chief Engineer.

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A 64 year-old physical fitness enthusiast set a new distance record for those hardy souls who have thus far cycled to the New York World's Fair. Willy Wright's record is not likely to be bested. The Palm Springs, California man took six weeks to pedal from his home to Flushing Meadow Park. "I tried to make 100 miles each day, but the mountains slow a fellow down," said the stalwart bicyclist.

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Jack Dempsey, one of boxing's immortals, visited the Chrysler Exhibit at the New York World's Fair recently and gave admirers a sample of his famous wry wit.

To a query about what had induced him to become a professional pugilist, the Champ replied, grinning: "I always wanted to own my own restaurant."

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Ninety four year-old elder statesman Bernard Baruch toured the New York World's Fair recently and commented, "I never dreamed I'd live to see a Fair like this one."

He was accompanied by Fair President Robert Moses and Fair Corporation advisor Judge Sam I. Roseman and Mrs. Roseman. Asked by Mr. Moses if he would return to the Fair, the elder statesman said, "This was the most interesting evening I've ever had. You couldn't keep me away."

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"Les Poupees de Paris," the smash hit puppet show at the Walter-Krofft Theater in the New York World's Fair Amusement Area, chalked up its 500th performance recently.

The Sid and Marty Krofft production features 250 French dolls who sing, dance, swim, ice-skate and entertain in the Ziegfield manner. The one hour revue plays five shows a day, with six on week-ends.

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Ten abstract paintings on a religious theme by William Congdon have been put on display in the Vatican Pavilion at the New York World's Fair. Among the works displayed are "The Eucharist," "The Crucifixion," "The Black City," and "Christ on the Lake."

Congdon, presently residing in Assisi, Italy, has paintings hanging in museums all over the world, including the Whitney Museum and the Museum of Modern Art in New York.

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More than 300 youths from some 100 nations, guests of the U.S. Youth Council here to attend the World Assembly of Youth at the University of Massachusetts, Amherst, toured the New York World's Fair recently.

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The "Staging Lounge" in the RCA Pavilion at the New York World's Fair is a wonderful place for a visitor to rest his tired feet and at the same time be entertained in soothing, relaxing fashion.

Classical and popular music is piped through hidden loud speakers set in the walls high up around the pleasantly draped, air-conditioned room, which is darkened to just the right degree for TV, and the color television is shown in this room from 10 a.m. to 10 p.m. daily.

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A full scale replica of the Ranger 7 spacecraft which photographed the moon's surface was placed on temporary display at the U.S. Space Park at the New York World's Fair along with four of the photos of the moon taken by Ranger 7.

The U.S. Space Park at the Fair is sponsored by the National Aeronautics and Space Administration and the Department of Defense.

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Future archeologists probing the site of the New York World's Fair will owe a debt of gratitude to the Westinghouse Electric Corporation.

The company's Time Capsule Pavilion, located in the international exposition's Federal and States Area, features three cycloramic

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displays showing many of the contents of a 1938 Time Capsule, a record of progress over the past 25 years, and a 5,000-year calendar of significant historical events. The original Capsule is buried at this same site.

Time Capsule II will be buried there on Oct. 16, 1965. Contents of the new capsule will go on display at the pavilion during the Fair's 1965 season.

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"A Journey Through 4,000 Years of Jewish History," the audio-visual tour taken by visitors to the American-Israel Pavilion at the New York World's Fair, has a taped narration by Georgie Jessel, veteran entertainer.

The taped narration has ten sections, each relating to a different aspect of Jewish history, from the Biblical era to modern Israel. Pavilion guides point out displays related to the narrative.

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A pamphlet to guide blind visitors at the New York World's Fair, titled "A Fingertip Trip Through The Fair," has been published by Convention Planners, Inc.

The only such aid for the sightless, the new publication presents an itinerary of exhibits which can be most easily toured -- and enjoyed -- by the blind. It also lists dining places and entertainments.

The idea for the pamphlet originated with Mr. Al Sperber, President of Convention Planners, Inc., who is himself blind.

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Fifty seven Maryknoll Sisters from more than a dozen nations visited the New York World's Fair recently as guests of Mr. and Mrs. James A. Roe of Queens (N.Y.).

The Sisters, who had gathered from all over the world to attend a conclave at the Order's establishment in Ossining, N.Y., spent a day at the Fair that included visits to many foreign pavilions and a Mass at the Vatican Pavilion. The group was headed by Mother General Mary Colman. A daughter of Mr. Roe, their host, is a Maryknoll Sister.

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Eight members of the Los Angeles Dodgers spent a day at the New York World's Fair recently. Wally Moon, Darrell Griffith, Maury Wills, Jim Brewer, Tommy Davis, Howie Reed, Larry Miller and Joe Moeller saw the film "Triumph of Man" at the Travelers Insurance Pavilion. The players lunched at the Millstone Restaurant in the New England States Exhibition, where they received World's Fair Medallions from Fair Sports Director William Adams. After lunch, they toured the General Motors and Denmark Pavilions.

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Two G.I.'s stationed at Fort Dix, New Jersey, were the lucky 18 millionth visitors to the New York World's Fair.

Private Michael R. Davis, 64 Pleasant Street, Athol, Mass., and Private Robert J. Permoda, 443 Schiller Street, Buffalo, N.Y., were making their first visit to Flushing Meadow Park when they were greeted by Fair official Leigh Chamberlain and told that they were to be accorded a VIP tour complete with special aide, automobile, and topped with a three hour luau at the Hawaiian Exhibit.

The occasion proved providential. The servicemen, on a weekend pass from their base, revealed that they had only six dollars between them.

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Christian Science Day at the New York World's Fair drew 12,000 people to Singer Bowl. It was one of the largest crowds to attend an event at the Fair's open-air stadium. They came to hear a one-hour talk by Herbert E. Rieke of Indianapolis, Indiana, a member of the Christian Science Board of Lectureship.

Mr. Rieke told his audience that "one of the greatest desires in the hearts of men is to establish and maintain harmonious relationships with others," and said that "the only sure way to peaceful relationships is through an understanding of man's relationship to God."

After the Singer Bowl ceremony, thousands visited the Christian Science Pavilion in the International Area. The Pavilion, staffed by volunteers from all over the world, is a striking structure shaped like a 7-point star.

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Puerto Rican Nationality Day at the New York World's Fair was characterized by a colorful whirl of island music and dancing. At a festival in The Pavilion, Puerto Ricans residing in the New York metropolitan area enjoyed a 2-hour evening program featuring popular Joe Valle and his orchestra, singer Ruth Fernandez, dancers Polly and Jimmy Rogers of "West Side Story" fame, a native combo headed by Ladi Martinez, soprano Amalia Duarte, and Puerto Rican actress Miriam Colon.

Miss Magdalia Jordan, San Juan Festival Queen and a student at the University of Puerto Rico, was introduced to the gathering. The celebration marked the 12th anniversary of the creation of the Commonwealth of Puerto Rico.

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Civil Air Patrol Day at the New York World's Fair was celebrated with an official ceremony at the Federal Pavilion in honor of the 17th Annual International Air Cadet Exchange Program.

One hundred and forty-five young airmen from 22 countries participated in the celebration. At the Federal Pavilion, Fair Executive Vice President General William E. Potter presented a World's Fair Silver Medallion to Colonel Paul W. Turner of the Civil Air Patrol. Also present for the occasion were Colonel Jess Strauss, Commander of CAP's New York Wing, and Major Dorothy L. Welker of the CAP. Colonel Strauss presented CAP New York Wing public service award certificates to the Fair Corporation and the U. S. World's Fair Commission.

Following the presentation ceremony, and luncheon at the Pavilion of Mexico, the 145 air cadets toured several major Fair pavilions, including the U. S. Space Park.

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United Arab Republic Day at the New York World's Fair recently was the occasion for a reception and buffet dinner hosted by the U.A.R. Consul General in New York, Mr. Mohamed Kamel Ahmed, at the U.A.R. Pavilion.

Heading the list of 300 dignitaries who attended the affair: His Excellency Dr. Mostafa Kamel, Ambassador of the U.A.R. to the U.S.; His Excellency Mohamed Awad El Kouny, Ambassador to the United Nations

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and head of the U.A.R. Permanent Delegation; His Excellency Ambassador Amin Hilmy II, Deputy Permanent Representative of the U.A.R. to the United Nations.

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The Swiss Pavilion at the New York World's Fair celebrated Swiss Independence Day by inviting a group of 45 orphans to enjoy some of the delights the Fair provides for children.

The youngsters, from the Bethlehem-Lutheran Orphanage in Staten Island, and their counselors participated in Swiss Pavilion flag raising ceremonies marking the official opening of "Swiss Day" at the Fair, and were provided with balloons, samples of cheese, boxes of chocolate and all the ice cream they could eat.

Their tour included a visit to the Ford Pavilion, a ride through Disney's "Small World" in Pepsi Cola's Pavilion, the Swiss Sky Ride, the porpoise show at the Florida Pavilion and lunch in the African Pavilion's "Treehouse" restaurant.

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Vermont's 40 year-old Governor Philip H. Hoff, keynoted Vermont State Day at the New York World's Fair.

After receiving a World's Fair Silver Medallion from Fair President Robert Moses, the Vermonter donned a pair of five foot skis and executed an intricate "side step" maneuver down a 35 foot, 30-degree nylon carpeted "snow slide" in front of the New England States Exhibit. He also christened a subway car "State of Vermont."

At the ceremonies marking his state's day at the international exposition, Governor Hoff called the Fair "a most delightful spectacle which shows the world of today and tomorrow." He added: "I can't conceive anybody in this country or abroad who is able to visit the World's Fair not doing so."

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Colorado State Day at the New York World's Fair was celebrated with special ceremonies at the Fair's Federal Pavilion where an official delegation from the Centennial State was greeted by General William E. Potter, Fair Executive Vice President.

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U. S. Senator Gordon L. Allott headed the delegation that included 19 year-old Kathleen Knight, "Miss Colorado" and Chief Justice of the Colorado Supreme Court Robert H. McWilliams.

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Ceremonies marking the 105th anniversary of the Equitable Life Assurance Society of the U.S. were celebrated at the Equitable exhibit at the New York World's Fair.

James F. Oates Jr., chairman of the board, greeted more than 500 leading agents and their families attending the anniversary "Day" held under a tent adjoining the exhibit. The Choral Group from Equitable's New York home office entertained the guests. Box lunches, novelty "skimmer" hats and balloons for the children gave the affair a picnic atmosphere.

General William E. Potter, Executive Vice President of the World's Fair extended birthday greetings and welcomed the group on behalf of Fair President Robert Moses.

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At a luncheon marking Sales Executive Day at the New York World's Fair, members of the Sales Executive Club of New York paid tribute to a young lady who has done an outstanding selling job for the Flushing Meadow exposition.

Miss Anne McKeon, who is "Miss World's Fair Summer Festival Queen" and has traveled to nearly every state in the Union on behalf of the international exposition, received a "Supersalesman Award" from the club's president, John Timothy Collins.

After the luncheon at the Top of the Fair restaurant in the Fair's Port Authority Building, members of the sales organization toured Fair pavilions.

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The Prime Minister of Malaysia, His Excellency Prince Tunku Abdul Rahman, visited the New York World's Fair on the occasion of Malaysia Day at the international exposition.

The Prime Minister's visit was highlighted by a visit to his nation's colorful pavilion at the Fair and the presentation of a

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World's Fair Gold Medallion by Governor Charles Poletti, the Fair's vice president for international affairs. There were also receptions at the Federal Pavilion and the Official Women's Hospitality Center in the Purex Penthouse of the Better Living Center. Accompanying him was His Excellency Dato Ong Yoke Lin, Malaysian Ambassador to the U.S. Dr. Ralph Bunche was among the dignitaries who greeted the Prime Minister during his Fair visit.

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His Excellency Philibert Tsiranana, President of the Malagasy Republic, toured the New York World's Fair recently and was presented with the World's Fair Gold Medallion by Thomas J. Deegan, Jr., chairman of the Fair's executive committee.

The Malagasy Republic, once the French overseas territory of Madagascar, is a large island off the African east coast.

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The Deputy Prime Minister and Minister of Interior of Thailand, His Excellency General Praphat Charusathian, visited the New York World's Fair recently.

After a welcome by Fair officials, the Prime Minister toured the Pavilion of Thailand, the Federal Pavilion, and other major exhibits. A luncheon was tendered him by the Fair Corporation at the Pavilion of Malaysia.

In the evening, the Prime Minister was the guest of honor at a reception and dinner in the "Nid of Thailand," the restaurant in his nation's pavilion.

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The American Machine & Foundry Company launched its \$30,000 "Sports That Last A Lifetime" fitness program for Explorer Scouts at the New York World's Fair.

At the AMF Monorail site, the first check for \$2,750, raised by setting aside the eightieth penny from each Monorail fare, was presented by AMF chairman Carter Burgess to Charles McCabe, member of the BSA National Executive Board and chairman of the Scout's New York World's Fair Committee.

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"Sports That Last A Lifetime" medallions will be won by Explorers who equal or surpass standards set in bowling, golf, swimming, and physical fitness established jointly by the Boy Scouts of America and the AMF Company.

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