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ROBERT MOSES
PRESIDENT

NEWS:

September 21, 1964

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NEW YORK 1964-1965 WORLD'S FAIR NEWSLETTER NO. 53

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Milton Caniff, 57-year old creator of Steve Canyon, the widely syndicated cartoon of the "peacetime Air Force trouble-shooter", received many citations for his newspaper character on "Steve Canyon Day" at the World's Fair.

Many of the nation's top cartoonists, including 81-year old Rube Goldberg joined Caniff on his "day". William Berns, vice president of Communications and Public Relations to the Fair, presented a Silver medallion to Caniff in ceremonies taped in color at the RCA Pavilion. For the past three months, a series of Steve Canyon, with his "niece", Poteet, as a Press Aide at the World's Fair, has appeared in newspapers.

Other citations received by the famous cartoonist included the Golden Scroll by the National Cartoonist Society at the Better Living Center's Comics Cavalcade, and a plaque from Major Gen. E.B. LeBailly, Director of Information for the Secretary of the Air Force, in recognition of Caniff's dedication to space power.

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Representatives from more than 30 nations were the guests at the Republic of Sudan Pavilion at the New York World's Fair. At a reception and buffet, six Americans were honored for their voluntary contributions of counsel or service to the Pavilion. On hand to receive the 250 invited guests were Ambassador Omar A.H. Adeel, Sudan Permanent Representative to the U.N.; Dr. Osman El Hadari, Sudan Ambassador to the U.S.; and Sayed Zaki El Hag, Commissioner General of the Sudanese Pavilion.

The World's Fair Corporation was represented by Governor Charles Poletti, vice president for International Affairs and Exhibits; William Berns, vice president, Communications and Public Relations; Dr. George Bennett, of the Fair's International Staff; and Dr. Roberto DeMendoza, Fair Deputy Chief of Protocol.

The honored guests were Lionel Harris of the Fair's International staff; Professor Seymour Z. Lewin of the Fine Arts Conservation Center; Dr. Colin M. Turnbull, African Curator of the American Museum of Natural History; Mrs. Roxanne McCollester, anthropologist and ethnomusicologist; Frederic Whitaker, honorary president of the American Water Color Society; and Joseph W. Arcier, noted artist.

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Fair President Robert Moses addressed the members of the New York State Publishers Association, Inc. at the group's 43rd annual convention. Following a reception, the visitors spent the afternoon touring the Fairgrounds.

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More than 600 members of the League of Women Voters converged on the World's Fair last week to celebrate citizenship Day and to honor 13 women prominent in government and politics, in a special 3-part program.

September 17 commemorates the signing of the Constitution in 1787, and the key theme of all of the speeches at a Citizenship Rally in front of the United States Pavilion, saluting new voters, stresses the responsibilities as well as privileges of citizenship.

Gen. William E. Potter, Fair Executive Vice-President, acting on behalf of Robert Moses, presented Fair medallions to the honor women

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who were chosen by the women's divisions of the Democratic and Republican Parties for their achievements in government and politics. The medallion recipients were: Miss Genevieve Blatt, Pennsylvania Secretary of Internal Affairs; Miss Grace Gurisic, Member of Board of Freeholders of Somerset County and former Mayor of Rocky Hill, New Jersey; Mrs. Verda F. Welcome, Member of the Maryland State Legislature; Mrs. Marie Hager, Member of the Michigan State Legislature; Mrs. Henry Hillman, Republican Chairman of the 14th Ward, Pittsburgh, Pa., and Mrs. Ellen Sampson, Mayor of Lowell, Mass. Each of the women later participated in a question and answer panel meeting held in the Beech Nut Theatre.

Also honored were Mrs. Robert J. Stuart, National President of the League of Women Voters, who presided at the Rally and accepted medallions for Mrs. Edna Kelly and Mrs. Katharine St. George, U. S. Representatives from New York's 12th and 27th Congressional Districts, Mrs. Margaret Price, Vice-Chairman, Democratic National Committee, Mrs. Laddie Hutar, Assistant Chairman, Republican National Committee, Mrs. Esther Petersen, Assistant Secretary of Labor and Special Assistant to the President for Consumer Affairs and Mrs. Dorothy Elston, President, National Federation of Republican Women.

Other speakers at the Citizenship Rally included Mayor Robert F. Wagner, John Lomenzo, Secretary of State of New York, representing Governor Nelson Rockefeller, and Joseph G. Zavatt, Chief Judge, United States District Court, Eastern District of New York.

A late afternoon tea and reception held at the Women's Hospitality Center in the Purex Penthouse of the Better Living Center, climaxed the day's activities.

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Westinghouse Electric Corp. announced the items selected for the time capsule scheduled to be buried when the New York World's Fair closes next year. The capsule is to be dug up in the Year 6964.

The 44 items intended to reflect life in the 20th century include antibiotics, synthetic fibers, a computer memory unit, a plastic heart valve, parts of space ships, and atomic reactors and films and tape recordings of our times.

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Birth control pills, a Beatles record, two credit cards, an electric toothbrush, a ball point pen, and a Bikini bathing suit were also included in the capsule which is a torpedo shaped tube, eight feet long, made of stainless steel and 15 alloys.

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Fair President Robert Moses received the Northwest Airlines "Top Flight Award", a beautiful mahogany and gold plaque, in recognition of "his steadfast support and contributions to air transportation and its ever increasing transportation in the affairs of this country and the world." The event took place in Mr. Moses' office.

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"WOR-Radio Day" at the World's Fair proved a huge success with the network's programs originating from the various pavilions and sites at the International exposition.

Robert Leder, WOR vice-president and general manager was presented with a silver medallion by William A. Berns, Fair vice president of Communications and Public Relations in appreciation of the station's long support of the Fair.

Barry Farber, who speaks 16 languages, did a show from the Swedish Pavilion called a "Smorgasbord of Languages". He interviewed Fair employees from all nations.

Other WOR personalities who participated in the day-long program included: James Randi, John Gambling, Peter Lind Hayes, Mary Healy, Martha Deane, The McCanns, The Fitzgeralds, Evelyn Keyes (substituting for Arlene Francis), Carleton Fredericks, Faye Henle, Stan Lomax, Clure Mosher, Jean Shepherd, Tex McCreary, Vincent Tracy, Martin Block and Walter Kiernan.

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Harry James and the magic of his trumpet attracted 5,000 fans to a concert and show at the Singer Bowl as the famed bandleader celebrated his "Day" at the World's Fair.

James and his "horn" was backed up by a fine group of music-makers, with Buddy Rich on the drums and Ruth Price as vocalist.

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Sharing the spotlight on the show was Nina Simone, blues and jazz singer. With a trio on the bass, drums and flute behind her, she rendered songs that made her famous.

A bright, new comedian, John Byner, was master of ceremonies for the program.

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A "dog tag", no different in appearance than the metal identification tags worn by millions of American G.I.'s, will be prominently exhibited in the New England States Exhibit at the New York World's Fair next year. It states the name, rank, blood type and religion of its owner.

But as His Eminence, Richard Cardinal Cushing of Boston said, it's a dog tag "unique in history" because the owner was the late John F. Kennedy. His rank as President was Commander-in-Chief of the Armed Forces and he was the first Roman Catholic to be Commander-in-Chief.

The Cardinal, on his recent visit to the World's Fair, promised he would lend his dog tag, given to him by Mrs. Jacqueline Kennedy, to the New England Pavilion so that it might serve as a reminder of the President the Cardinal knew so well. His Eminence wears the tag at all times, he said.

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Prize-winning prints from the 21st annual National Press Photographers Association contest will be on display until September 30th in the Salon area of the Kodak Pavilion at the World's Fair.

The best in newspaper and magazine photo-journalism of the past year is on display. It represents awards made in 22 different categories.

The "Pictures of the Year" contest is sponsored annually by the National Press Photographers Association, University of Missouri School of Journalism and the World Book Encyclopedia.

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Beauty was on tour when Miss U.S.A., Jeanne Quinn, 20, of East Meadow, L.I., paid a day-long visit to pavilions and exhibits to mark Miss U.S.A. Day recently at the World's Fair.

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Miss Quinn, a former Miss New York State, won her present title at the Miss U.S.A.-World Beauty Pageant Aug. 31 at Detroit, Mich. She was accompanied on her Fair tour by Broadway musical star, Nancy Andrews, who co-starred with Sid Caesar in "Little Me". Coincidentally, Miss Andrews was one of the judges who selected Miss Quinn for the Miss U.S.A. title.

The blonde beauty's Fair visit was climaxed by a ceremony at the Tower of Light. Miss Quinn will go to London Nov. 4 to compete for the title of Miss World. She is a junior at Hofstra College, majoring in mathematics.

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Walter James Drescher, world champion 100-mile walker, made a 50-mile exhibition walk ending at the World's Fair Gate #2, recently. The walk was made "to publicize the plight of 200,000 victims of the crippling disease (muscular dystrophy), and to remind the public that the annual 'March Against Dystrophy' is coming up in November."

The champion walker was met at the finish line at the Fair by a reception committee that included: State Senator Seymour R. Thaler, State Assemblyman Anthony P. Savarese, Jr. and Mrs. Rosaline Straussner, President of Queens Chapter, MDAA.

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Adrian W. Connor, a 45-year old bookstore proprietor and his three sons bicycled from Los Angeles to the New York World's Fair. The tanned, bespectacled father with his boys, David, 12, Chris, 13 and Joseph 14, was met at New Amsterdam Gate (No. 2) by his niece, Nadine Cannon of the AMF Monorial ride at the Fair.

The coast-to-coast pedal pushing family averaged 85 miles per day. They had 21 flat tires, a broken chain and one encounter with a scorpion en route.

"It did us a world of good", Mr. Cannon remarked of his trip. "I lost 11 pounds, the boys gained eight pounds each and we found that this country has one great, big hospitable heart from coast to coast."

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Plastic hats again made their appearance at the World's Fair atop the heads of youngsters who visited the Continental Insurance Pavilion. The plastic tricorneres will be distributed free to boys and girls until the end of the Fair. The Insurance company estimates 60,000 will be given away by the time the Fair closes.

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Unexpected bonuses were received by two families when they visited the New York World's Fair recently. One family registered at the Tampa-St. Petersburg exhibit of the Florida Pavilion and became the one millionth visitors to do so. They registered as Mr. and Mrs. Anatol Kurdsjuk, 660 Marion Drive, East Meadow, L.I. Mr. Kurdsjuk is a systems analyst for Minneapolis-Honeywell and on this, his second visit to the World's Fair, he picked up a three day all-expense paid trip to the Tampa-St. Petersburg area complete with water skiing lessons, use of a convertible, and a fishing cruise out past Mullet Key into the Gulf of Mexico.

Mr. and Mrs. Bruce Huntzinger, their son, Kurt and the daughter, Karen, became the two millionth visitors to the Johnson's Wax Golden Rondelle, where the movie hit of the Fair, "To Be Alive" is playing. Mr. Huntzinger is a CPA with the Pennsylvania Blue Shield and with his family lives at 1502 Kay Street in Harrisburg. Pretty Golden Rondelle hostess, Marilyn Douglas presented the family with two volumes of "Art USA Now", a kit of Johnson's products, and a luncheon at the Marco Polo Club at the Fair.

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"Useful, good and full lives" were the key words in Esther Petersen's speech today at the Dynamic Maturity Pavilion at the World's Fair, kicking off a campaign by the American Association of Retired Persons to include the special needs of older citizens in the President's Consumer Program.

Speaking before a group of 250 New England Senior Citizens, who had arrived at the Fair in a special train, Mrs. Petersen, Special Assistant to the President for Consumer Affairs and Assistant Secretary of Labor, conveyed greetings from President Johnson.

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Granddads from all over the nation had their day at the World's Fair recently as the Fair celebrated National Granddad's Day.

Mayor Wagner's proclamation was read at a special program in the Tiparillo Pavilion by Master of Ceremonies George E. Jessel proclaiming granddads inalienable rights and privileges as head of the household.

Robert Moses, Fair President and Senator Kenneth B. Keating were inducted as honorary members by Jack Glasser, secretary of the club. Mr. Glasser accepted scrolls on behalf of the absent Mr. Moses and Senator Keating.

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Thousands of dollars worth of custom built cars, complete with Playboy Bunnies, toured the World's Fair Grounds in a Custom Car Cavalcade. The motorcade was led by the Maharajah, valued at about \$50 thousand, complete with television, radio, telephone, a tape recorder, a radar-warning device, and a fur lined interior.

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About a dozen blind youngsters between the ages of three and six, from the Lighthouse Nursery School of the N.Y. Association of the Blind "saw" the "All About Elsie" show at the Better Living Center of the New York World's Fair. Accompanied by a staff of teachers under the direction of Sally Anderson, they heard the show narrated by Charlotte Rae, a television personality, and later met Elsie the cow in person.

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Members of the Argentine National War College, including Rear Admiral Roland Octavio Esteverena, Director of the College, were recent visitors to the New York World's Fair. Greeted by Fair officials, the group visited the United States Navy-Marine Exhibit in the Transportation and Travel Pavilion, followed by General Motors, The Vatican, Coca-Cola, General Electric, lunch at Schaefer Center, Spain and the U.S. Space Park.

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Ethel Waters, star of stage and screen, who turned from blues singing to gospel music, was given her "day" at the New York World's Fair. The deeply religious Miss Waters was greeted by Fair officials and escorted to the Pepsi Cola, General Motors, Hawaiian and Johnson's Wax Exhibits before being interviewed on a closed circuit color telecast at the RCA Pavilion. She discussed the role of religion in her life with Dr. Ira Lee Eshleman, founder of Bibletown, USA.

Later that evening, Ethel Waters imprinted her hands and signature in the cement outside the Hollywood Pavilion. Following dinner at the Malaysian Pavilion, she pulled the switch that sent a 12 billion candlepower beam of light of the Tower of Light Exhibit. Later she watched the Fountain of the Planets fireworks display, musically themed around familiar melodies including several in the Ethel Waters repertoire.

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Rocky Marciano, the only heavyweight champion of the world to retire undefeated, attracted many visitors at the Schaefer Center where he was sports host. Rocky was also interviewed by Madison Square Garden ring announcer, Johnny Addie in a color telecast from the RCA Pavilion.

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Everett Hutchinson, Commissioner for the Interstate Commerce Commission, and his wife enjoyed a recent visit to the New York World's Fair. After arriving at the Fair's Administration Building, they were greeted by Fair officials. Then the couple was escorted to General Motors, Chrysler, The Hall of Science, Ford, Spain, Johnson's Wax, IBM and Pepsi Cola Pavilions.

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The candle vigil for the restoration of religious freedom to the peoples of Russia and of the other countries behind the Iron Curtain at the Fort Ross Chapel of the Russian Orthodox Pavilion, the smallest pavilion at the Fair, enters its third month this week, it was announced today by the Most Reverend John, Archbishop of San Francisco and Western United States and chairman of the Pavilion.

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Good posture was the byword at the New York State Pavilion where "Chiropractic Day at the Fair" ceremonies were held. A scroll was presented to Lt. Col. George F. Meyers of the U.S. Marine Corps by Charles Krasner, president of the Chiropractic Association. It was presented because the Marine Corps which prides itself in building men by stressing physical fitness, also builds good posture, and therefore good health.

Miss Kristin Atkinson of Floral Park, L.I., 1964 New York State Posture Queen, also took part in the ceremonies.

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Rheingold's Little Old New York was the scene of a one-hour musical program presented by the U.S. Marine Corps Band representing the 6th Communications Battalion and the 23rd Band of the U.S. Marine Corp Reserve recently.

Following a picnic lunch at the Rheingold Pavilion, the band assembled at Gate #2, marched through the Federal and States areas before the concert. Celeste Yarnall, Miss Rheingold of 1964, made an appearance with the band.

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Secretary of the Treasury, Douglas Dillon, with his wife, Phyllis and daughter, Joan, recently visited the New York World's Fair for a tour of Pavilions.

After being greeted upon arrival by Gates Davison, Deputy Chief of Protocol, the Secretary and his family met with Fair president Robert Moses who presented a Fair medallion to the Secretary and official gold charms to his wife and daughter.

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The famous Al-Jarrar Lebanese Folklore Dance Company performed special excerpts from its repertoire at the Lebanon Pavilion of the New York World's Fair.

It marked the first appearance of Lebanese dancers in the United States. The company was sent by the Lebanese Government to further interest Fair visitors in its country and its cultures.

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The company presents two separate and different programs daily in the open air courtyard inside the Pavilion. A daytime program, "Lebanon-Land of Plenty", starts at 4 p.m., and the evening program, "Lebanon-Land of Contrasts", at 8:30 p.m. Ranging in age from 16 to 22, the group is made up mainly of students.

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A limited reservation system designed to eliminate waiting in long lines has been put into operation by the International Business Machine Corporation at its pavilion at the World's Fair. This system entails the setting aside of 105 of the 450 seats on the People Wall (the principle attraction at the IBM pavilion) for advance reservation. Thus, visitors encountering long lines may register and secure reserved seats for a later show, and return at the time indicated.

A ten-day test of the plan showed that there were some who found it inconvenient to come back a second time and preferred to wait on line.

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More than 250 young men and women in colorful native attire performed in a special Armenian Day program at the Federal Pavilion, New York World's Fair.

The program included Armenian folk songs, dances and musical presentations. The event, sponsored by the Armenian Folk Festival Committee, V.K. Babayan, Chairman, featured the Kousan Chorus directed by the Reverend Krikor Pidejian and the Nayiri Dance Group under the direction of Nevarte Hamparian.

Appearing with the groups were a number of instrumental and vocal soloists.

This was the third Fair appearance of the Chorus and Dance Group.

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Visitors to the Lowenbrau Gardens usually come for a glass of brew in a pleasant atmosphere, but when the management ran out of beer recently there were no complaints. The management served champagne for about three-quarters of an hour at beer prices.

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Albert Mueller, manager of the 18th century Bavarian hamlet replica, remembered the Lowenbrau slogan: "if they run out of Lowenbrau, order champagne". That's just what he did when the pavilion's refrigerating unit went out of order. It proved a stimulating experience for the customers.

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150 dancers and 350 singers, clad in colorful native costumes, paid tribute to the culture and traditions of the Lithuanian people at the World's Fair New York State Pavilion. Whirling through their fast-paced and intricate steps punctuated by full, rich voices singing in their mother tongue, the troupe entertained a capacity crowd in the colorful Tent of Tomorrow.

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"Faces of Freedom", a historical series of paintings dealing with persons, places and events that have influenced American history have been added to the exhibitions in the Federal Pavilion's Challenge Area.

Commissioned by the John Hancock Mutual Life Insurance Company and sponsored by the American Heritage Foundation, the portraits include John Paul Jones, Walt Whitman, Francis Scott Key, the Wright Brothers and Daniel Boone.

The Signing of the Declaration of Independence, the Boston Tea Party and Minutemen responding to the warning of Paul Revere are also depicted in other paintings.

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Joseph F. Periconi, Bronx Borough President, welcomed a crowd of Bronxites at the New York State Pavilion as the World's Fair celebrated Bronx Golden Jubilee Day last week. The Borough President was welcomed by William J. Drohan, the pavilion's project director. Mr. Periconi presented George Farkas, Honorary Chairman for the Bronx Golden Jubilee Day and a member of the board of Alexanders Dept. Store, with a special citation on behalf of his "initiative and outstanding contribution to the success of the Golden Jubilee".

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To celebrate World's Fair Stamps Day, the first 1000 youngsters, led by John F. Wrobel, age 11, and his sister, age 9, of 1425 De Soto Drive, Pacifica, California, passed through the Coca-Cola Pavilion and received a collection of World's Fair scenic stamps, a free Monorail ride and a free coke. Their father, a United Air Line production planner, thought this Fair compared favorably with 1939's, which he recalled seeing as a boy.

John Jr. was asked which exhibit at the Fair he preferred. "I liked Ford best", the youngster answered. His sister quickly and diplomatically amended that statement with, "But now we like Coca Cola".

The Wrobel's have been staying with their parents in Maspeth, L.I. and return to California next week.

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Fairgoers celebrating a birthday at the World's Fair will receive a choice Manila cigar free if they visit the Insular-Yebana depot at the Philippine Pavilion. Miss Aurora Blaquera, manager of the depot said the offer applies to both men and women who have reached 18. The fair sex will receive a five-pack of Insular Yebana's Garitos-- the smaller sized cigar. 45 percent of the Garitos sales have been to women, Miss Blaquera reports.

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Julimar Farm, one of the tiniest yet attractive pavilions at the New York World's Fair, is now offering its visitors an opportunity to purchase the new, enlarged and revised version of Ida Bailey Allen's cookbook for gourmets, "Gastronomique." The volume, Ida Bailey Allen's 55th on cookery, has been acclaimed by three of the world's most famous epicures: Louis Vaudable of Maxim's in Paris; C. C. Philippe, vice president of New York's Summit Hotel; and Roy C. Alciatore, grandson of the founder of New Orleans' world famous "Antoine's." The book sells for \$5.95.

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