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ROBERT MOSES
PRESIDENT

NEWS:

21 DAYS TO CLOSING 1964

September 28, 1964

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NEW YORK 1964-1965 WORLD'S FAIR NEWSLETTER NO. 54

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FROM: Wm. J. Donoghue Corporation
10 Columbus Circle, N.Y.C.

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Representatives of some 66 nations exhibiting at the New York World's Fair joined with other dignitaries to honor UN Secretary General U Thant at a luncheon at the Fair's Terrace Club.

Addressing luncheon guests, the UN Secretary General called the Fair "a panorama of man's achievements and creativeness," and added that "the Fair represents the cream of human endeavor, the accumulation of millions of years in the spheres of art, science and technology."

He also cited Fair President Moses as "a great creator, the brain behind New York City, who is most responsible for making the city the most inspiring and most spectacular in the world." Mr. Moses presented him with an inscribed Fair souvenir book.

Other dignitaries at the luncheon included C. V. Narasimhan, the Secretary General's chief of cabinet; Richard C. Patterson, Jr., Fair chief of protocol; Zairain Zain, Indonesian ambassador to the U.S., and Gov. Charles Poletti, Fair vice president for international affairs and exhibits.

During his visit to the Fair, the Secretary General toured the U.S. Pavilion, the Pavilion of Spain, the House of Japan, the Vatican Pavilion and the Burma Exhibit Center.

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The Spanish Pavilion at the New York World's Fair welcomed its 8 millionth visitor recently. Mrs. Basilio Herrera of Guatemala City, Guatemala, accompanied by her husband, was greeted by Miguel Garcia De Saez, commissioner general of the pavilion.

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Mrs. Herrera and her husband were feted at the pavilion's Toledo restaurant, were guests at performances of the pavilion's flamenco shows, and received a bevy of gifts of Spanish manufacture.

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Ireland's industrial development, progressing at a rapid rate, is reflected in many of the exhibits in that country's pavilion at the New York World's Fair.

The pavilion's information staff, well versed in the particulars of Irish economic growth, are prepared to confer at length with businessmen interested in the advantages of investment or construction in the Emerald Isle.

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The Pavilion of Lebanon at the New York World's Fair is credited with contributing to an increasingly widespread appreciation in the U.S. of Lebanese culture.

Fouad Abi-Saleh, commissioner general of the pavilion, reports a significant three-fold rise during the past month in the number of visitors viewing the historical and cultural exhibits that make the pavilion what he characterizes as "a bit of Lebanon in the U.S."

The recent arrival of a troupe of Lebanese folk dancers now performing in the pavilion should prove another boon to attendance during the remaining weeks of the Fair's 1964 season, according to the official.

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"Art in Israel," an exhibition of paintings by nine leading artists, has opened in the American-Israel Pavilion at the New York World's Fair.

The works, ranging from realism to the abstract, were created by: Nahum Gutman, Ziona Tadger, Pinchas Shaar, Yohanan Simon, John Byle, Yosef Falevi, Dan Levin, Igal Geyra and Tully Filmus.

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Lt. Col. Djali Aznam, the Indonesia's deputy minister of tourism, addressed 350 travel agents attending a Pacific travel seminar at the New York World's Fair.

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The seminar, held in the Indonesian Pavilion under the auspices of the Pacific Area Travel Association's New York Chapter, was a highlight of an "Explore the Pacific Day" program at the pavilion. A special show, titled "Indonesia--Thousands of Islands Invite You," was presented.

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Additional quantities of 40 stamp mint sheets of three of the denominations included in the Vatican-New York World's Fair Commemorative issue are available to stamp collectors at the Vatican Pavilion.

The 40 stamp 15 lira sheets are \$1.50 each; the 40 stamp 50 lira sheets are \$4.50 each, and the 40 stamp 100 lira sheets are \$9.00 each.

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A 20-minute film on the Vatican Council was shown recently in the Protestant & Orthodox Center at the New York World's Fair. The film is narrated by Dr. C. Stanley Lowell, correspondent to the Vatican Council and editor of the Church-State Review.

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Visitors to the New York World's Fair, and its approximately 400 exhibitors, are getting the best in communications.

In keeping with its look-to-the-future theme, the Fair has the nation's most advanced telephone communications network.

More than 6,500 telephones are in service on the Fairgrounds, including 1,400 public telephones. Most of them are equipped with the fast, new Touch-Tone push-button system, making the World's Fair the first major installation of its kind in the world.

Visitors are able to make group calls from family booths that look like giant egg shells. The booths feature air conditioning and fiberglass seats. Voices are transmitted through built-in speakers and microphones.

There are also acoustically treated open booths called Serpentes for individual use. All public phones at the Fair have one thing in common: they allow all callers to dial directly to any point in the country. And telephone attendants provide information and change for those who need it.

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To make all this possible, the telephone company built a new central office in Corona, a mile from the Fairgrounds. Calls to and from the Fair are funneled through the dial equipment in this building. An average of approximately 200,000 calls a day are handled through this equipment.

The Fair also has facilities for both closed circuit and network television transmission. There are provisions for telecasting from every part of the Fairgrounds over 30 microwave and 8 wire channels. There is a completely equipped television switching center in the Bell System Exhibit, where visitors can watch both the technicians and the six monitoring screens carrying shows in progress, as part of the Bell System show.

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Senior citizens of retirement age are now able to avoid lines at some of the more popular pavilions at the New York World's Fair. Tickets, available at Patio 55 in the Dynamic Maturity Pavilion permit them to gain immediate entrance to the following exhibits: Chrysler, Clairol, Coca-Cola, Dupont, Eastman-Kodak, Hall of Science, New York State, Parker Pen, Port of New York Authority, RCA, Spain, Tower of Light, Socony Mobil, U.S. Rubber, and, during specified hours, General Motors, IBM and Johnson's Wax. Similar arrangements are being made with other pavilions.

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Governor Otto Kerner of Illinois, at ceremonies celebrating "Illinois Day" at the New York World's Fair, called his state "the greatest export state, the greatest farm state, and a great state for tourism."

He told an audience in the Illinois Pavilion that "this pavilion has helped immeasurably in telling the Illinois story." Included in the audience were members of the Illinois New York World's Fair Commission, the Illinois State Historical Society and the Chicago Association of Commerce and Industry.

Participating in the pavilion ceremonies were UN Ambassador Adlai Stevenson and Fair President Robert Moses. Mr. Moses presented medallions to Ambassador Stevenson and Governor Kerner. Special guest

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Robert T. Lincoln Beckwith, great grandson of the Civil War president, received a bust of President Lincoln from Governor Kerner. The official ceremonies concluded with a showing of Walt Disney's, "Great Moments with Mr. Lincoln."

Pre-ceremony activities included the dedication of a memorial to the late Illinois Secretary of State Charles Carpentier and a music program titled "Songs Lincoln Loved." An afternoon concert at the Federal Pavilion featured the winners of the Chicago Music Festival. An evening reception was held at the Official Women's Hospitality Center in the Purex Penthouse of the Better Living Center.

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The New York World's Fair proved an enchanting playground for John-John Kennedy, 3-year-old son of the late President. During a 1-day visit, the diminutive off-spring of a distinguished father, accompanied by Secret Service men and the Rev. Richard McSorley, a Kennedy family friend, visited Fair President Robert Moses in his office; rode the Swiss Sky Ride and other rides in the Lake Amusement Area; attacked Sinclair Dino-Land's tyrannosaurus with a toy sword; sat at the wheel of a car on Ford's Magic Skyway and "signed" the guest book at GM's Futurama.

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American-born Countess Estelle Bernadotte, whose husband, Count Folke Bernadotte, was killed in 1948 while serving on a United Nations' mission in Jerusalem, enjoyed a "most pleasant" visit to the New York World's Fair. It was a sentimental trip, too, since her husband, a cousin of King Gustav VI Adolph of Sweden, was Sweden's Commissioner General at the 1939-40 New York World's Fair.

The Countess was the honored guest at a luncheon at the Swedish Pavilion, after touring the Ford, General Motors, General Electric and U.S. Space Park exhibits. "The exhibits were very specific and interesting. Each had a different story to tell," she said,

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Two 3-year-olds, Lee Robin Gebhardt of Woodside, N. Y., and Mark Freudenthal of Forest Hills, N. Y., were winners of a "Grandparents' Darling Contest" sponsored by the Pavilion of American Interiors at the New York World's Fair.

The children, selected for their unusual good looks from photographs submitted by doting grandparents, were awarded juvenile furniture. The contest is continuous and a second set of winners will be announced.

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Mrs. Sylvia Gersten of Bayside, New York, was named "Working Mother of the Year" by The Mothers of Merit Guild, a non-profit organization of mothers engaged in business and the professions,

In a ceremony in the New York State Pavilion at the New York World's Fair, Mrs. Gersten received the Guild's plaque for her achievements as a wife, the mother of a teen-age scholarship winner, and the successful head of her own decorating firm. The plaque was presented by Mrs. Jacob Javits, wife of the U. S. Senator.

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Prestidigitation, the ancient magician's art, is holding its own amidst the wonders of the future on display at the New York World's Fair.

At the General Cigar Hall of Magic, illusion master Jim Marshall and his assistant, Elaine Legaro, recently welcomed the millionth person to witness their dazzling 10-minute magic show.

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Light furs with exquisite dressmaker detailing were presented at a fashion show during Ontario County Day at the New York State Pavilion of the New York World's Fair.

Sponsored by the Genesee Valley Trappers Association, in cooperation with Bernard Held of Rochester, New York, the show featured short coats and jackets which combined fur with leather, satin and velvet, and new pale colors such as pearl tourmaline mink, oyster white beaver and a rosy beige sheared muskrat resembling velvet.

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Highlight of the show was a highly successful imitation of the new status symbol, sable. It is a full length squirrel at less than a tenth of the cost of sable.

Seven young beauty queens from the Honeoye, New York, Winter Carnival served as models. Louise Wilson of Radio Station WHAM, Rochester, narrated.

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The Fair's sponsorship of a fencing clinic under the auspices of the United States Olympic Development Program highlighted the sports calendar at the New York World's Fair during the past week. Some of the country's top coaches and fencers participated in the clinic and demonstrations held at the World's Fair Pavilion. The clinic sought to help young people of high school age learn the blade art.

Heading the list of coaches who lectured and demonstrated were Stanley Sieja, whose Princeton team won the National Collegiate Athletic Association crown this year; Hugo Castello, New York University, Irving DeKoff, Columbia, and Edward Lucia, City College. Former Olympians taking part included Dr. Tibor Nylas, George W. Worth, Hal Goldsmith, Abe Cohen and Wally Farber.

The Cincinnati Reds, in New York for a five-game series with the Mets, had their "Day" at the Fair. One of their star pitchers, Jim O'Toole, along with Art Cranfield, the new pocket billiard world champion, and Doug Ford, one of the top money winners in professional golf, served as Sports Hosts at the Schaefer Center.

A prominent sports figure, Dr. Merritt E. Stiles, president of the United States Sky Association, a member of the U.S. Olympic Committee and vice president of the American Heart Association, visited the Fair from Spokane, Wash.

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Miss America of 1965, 21-year-old Vonda Kay Van Dyke, fresh from her Atlantic City triumph, spent a day at the New York World's Fair. The former Miss Arizona visited the General Motors Pavilion, where she acted as Oldsmobile exhibit hostess, lunched at the New England

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States Exhibit, and signed autographs at the New Jersey Tercentenary Pavilion.

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A 38-year-old writer and yoga expert exercised both talents 112-feet above the New York World's Fair while riding a 6-foot-high, 5-foot-wide Swiss Sky Ride gondola for a record 48 hours.

Roy Dexter of London, England, was locked into his tiny cable car to begin his attempt to break a Swiss Sky Ride marathon record of 37½ hours reportedly set at the 1958 Brussels Fair.

While high in the sky continually from 9 a.m. to 2 a.m. daily, Dexter passed the time typing, reading, and perfecting his yoga techniques, which include relaxing for lengthy periods while standing on his head.

Between 2 a.m. and 9 a.m. each day he remained locked in the gondola, which was "grounded". The Swiss Sky Ride at the Fair takes approximately 5 minutes to complete its 2,000 feet trip across the Fair.

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Her sixth visit to the New York World's Fair proved a lucky one for 19-year-old Mary Ann Butler of Flushing, N.Y.

Entering the Fair's Gotham Gate, she became the 30 millionth visitor to the mammoth international exposition since its April 22nd opening.

The pert McGraw Hill Publishing Co. secretary, accompanied by 19-year-old Rod O'Connor, also from Flushing, said that she has "enjoyed immensely" what she has seen of the Fair during her previous visits. The couple plan to tour the exposition at least another half dozen times before the 1964 season closes on Oct. 18.

To mark Miss Butler's lucky visit, the couple was taken on a VIP escorted tour of pavilions. At the American Express Pavilion, she received \$22 worth of traveler's checks.

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Lynda Bird Johnson, daughter of the President, is a New York World's Fair enthusiast. Her recent visits to the New York area have

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included tours of the Flushing Meadow exposition. On her latest visit, the fourth, she lunched at the Marco Polo restaurant in the Better Living Center.

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New York State Governor Nelson Rockefeller addressed an executive session of the National Conference of State Legislative Leaders at the Terrace Club at the New York World's Fair. At the luncheon session that followed, Robert Moses, Fair president, also addressed the legislators.

The National Conference is designed as a meeting ground for policymakers of the 50 State Legislatures...a forum where the Majority and Minority can, ignoring partisan differences, exchange experience data, know-how, and strengthen our legislative bodies.

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The spirit of Johnny Appleseed, who reputedly sowed many of the nation's apple orchards in the early 1800's, returned to the New England States Exhibition at the New York World's Fair in the person of a Leominster, Mass., youth.

John Chapman, namesake of the man known as Johnny Appleseed 190 years ago, appropriately costumed, handed out apples from the Leominster area to Exhibition visitors.

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Monsignor James A. Asip, Assistant Director for the Propagation of the Faith, Brooklyn Diocese, was the principal speaker at a Communion Breakfast of the New York World's Fair Police and Fire Departments at the Indonesian Pavilion.

The breakfast, sponsored by the World's Fair Division of Pinkerton's National Detective Agency, was preceded by a Mass at the Vatican Pavilion. The Pinkerton Agency operates the Fair's Police and Fire departments.

Other speakers at the breakfast included: Robert A. Pinkerton, president of the agency; Carl Holgren, Fair chief of maintenance; John J. Manning, executive official of the Fair Division of Pinkerton's,

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and Joseph J. D'Azevedo and Thomas P. O'Brien, chiefs of the Fair Police and Fire departments, respectively.

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A collection of outstanding prints produced by 124 internationally known photographers are on display at the Kodak Pavilion at the New York World's Fair. The collection offers Fairgoers a representative cross section of photographic styles over the past 64 years. At the end of the Fair's 1964 season, the collection will be shown in museums and galleries in the United States and Europe.

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Members of the PROS (Public Relations Officers' Society) comprising public information officers of New York City government departments, met at the New York World's Fair for a buffet supper and the organization's first Fall meeting. The affair took place at the Official Women's Hospitality Center in the Purex Penthouse of the Better Living Center.

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More than 175 graduates of Russell Sage College, Troy, N.Y., gathered at the New York World's Fair to celebrate their college day at Flushing Meadow with a reception at the Official Women's Hospitality Center in the Purex Penthouse of the Better Living Center. There, they were greeted by Dr. Lewis A. Froman, the college's president. Russell Sage College Day at the Fair was the kick-off for a long-range series of events marking the college's 50th anniversary in 1966.

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"Export Expansion Council Day" at the New York World's Fair was marked by the presentation of President Johnson's "E" for Excellence Award to Smith, Kirkpatrick & Co., Inc. for its outstanding efforts to increase U. S. exports.

At ceremonies in Downey's Restaurant at the Fair, Robert L. Clarkson, Jr., president of the firm, and Carlton A. Hohlock, vice president and treasurer, received the award from Roy L. Morgan of the

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U.S. Department of Commerce. Smith, Kirkpatrick & Co. is the 100th New York City firm to receive the presidential citation.

Gov. Charles Poletti, Fair vice president for international affairs and exhibits, addressed New York Regional Export Council members attending the presentation ceremonies.

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Members of Leningrad's famed Kirov Ballet Troupe made a surprise visit to the New York World's Fair before departing on a North American concert tour.

The Russians praised the film "Challenge to Greatness" featured at the U.S. Pavilion. After touring that pavilion, they visited the Spanish, Vatican, IBM and General Motors exhibits, with a stop-off at Colonel Morley's Louisiana Cafe for refreshments.

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