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ROBERT MOSES  
PRESIDENT

# NEWS:

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REFER INQUIRES TO:

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New York World's Fair, Mar. 22 -- There is an air of hustle and bustle at the New York World's Fair as more than 400 exhibitors continue sprucing up for the opening of the 1965 season, April 21.

One of the most popular exhibits, the Wisconsin Pavilion, is doubling its area in anticipation of doing even better than its record turn out last year of 6-million visitors, which was more than 20 per cent of the total attendance at the \$1-billion exposition.

According to Major General William E. Potter (USA-Ret.), a native son from Oshkosh, who is Executive Vice President of the World's Fair, Wisconsin came up with a formula that was the envy of most of the state and international exhibitors.

"They provided Fairgoers with good food at low prices, wholesome entertainment and graphically illustrated the state's assets from fishing to beer and from logging to cheese."

The General, who at the time of his retirement in July 1960, was Governor of the Canal Zone and President of the Panama Canal Company, points out that "as a native of the great state of Wisconsin, I am particularly interested in the success of the

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pavilion. I know that this summer, with its expanded plans, the exhibit will have greater impact on the public than ever before."

The area around the Wisconsin complex of five buildings with some 59,336 sq. ft. of space was always a busy thoroughfare. Owing to its tremendous popularity, the pavilion was asked by World's Fair authorities to include a bandshell and outside picnic area that will draw many thousands. Bands, choral groups, folk dancers and entertainers from all over the country will perform at the bandshell while diners eat Wisconsin-only served food.

Also hailing the success of the Wisconsin Pavilion is another native son, Charles (Chuck) Sanders of Green Bay, president of the exhibit. He describes the popularity of the low-priced Tad's Steak House, "where we served close to 2-million steaks, and had problems trying to accommodate the throngs seeking admission to our old-fashioned Beer Garden."

Decorated in a 'Gay 90's' motif, Tad's Steak House this year will have increased accommodations for 800 and there will be two service lines. For only \$1.29, the serve-yourself dinner includes flame-grilled steak (imported from Wisconsin), a salad, baked potato and garlic roll.

Wisconsin's famous brewing industry, tops in the country, is brought to the Fairgoer in the form of an old-fashioned Beer Garden with sawdust floor, chilled steins and banjo music. Manned by college boys and girls, the Beer Garden is probably the liveliest place at the Fair, and draws heavily from the young element, particularly the collegians. With the Red Garter Banjo Band of five furnishing the exciting music, the visitors get into

the mood instantly. The handclapping goes on until 2 A.M. As a former Badger athlete puts it: "This is an inexpensive way of being together in an atmosphere we enjoy so much."

Another attraction is the exhibit building, a rectangular structure that features displays of outstanding manufactured products shown in every manner and form, blended together in individual themes with Wisconsin's vast recreational, agricultural and industrial facilities.

Bound to be popular for the second year will be the world's largest cheese, a 17½-ton Cheddar, made near Denmark, Wis. to exemplify the state's role as the 'Cheese Manufacturing Center of the Nation.' It is 6½-feet wide, 5½-feet high and 14½-feet long.

Then there are the popular little shops, such as the "Indian Trading Post", the "Cheese Shack", the "Sugar House" and the "Souvenir Store", which sell Wisconsin items.

Approaching the Wisconsin complex of building, the Fairgoer is attracted by the unique Rotunda, a glass tepee-shaped building significant of the state's Indian lore background. A spire lettered 'WISCONSIN' soaring 80-feet above the grounds tops the Rotunda which is 48-feet in diameter and 46-feet high. This unusual-designed building contains the official state exhibit.

General Potter, who is in charge of the Fair's State Exhibits, reminds you that there's no denying that the Wisconsin Pavilion has helped stimulate the state's economy by means of increased travel by tourists from other states and that many worthwhile results have come from Wisconsin's representation at the Fair.

He also says that: "as a native son, I can take great pride, as will all those from our state who have visited the World's

Fair, in the fine image created by Wisconsin in the eyes of millions through this most popular exhibit."

The General also points out how other states, too, have been delighted with the results of their exhibits. Florida's new Governor, Haydon Burns, has raised \$2-million from state funds and other sources to enhance and emphasize Florida's drive for increased tourism to the state by doubling its area and attractions for 1965.

Governor Henry Bellmon of Oklahoma discloses that his state "has made one of the best investments in the past two years in our exhibit at the World's Fair, and much favorable national publicity was produced as a result of the unique outdoor concept of the exhibit, the excellent food available and overall friendliness which prevailed."

The Oshkosh, Wis. born Executive Vice President of the World's Fair, General Potter, reveals that the Illinois General Assembly in approving a \$657,000 appropriation to see its fine pavilion through this second year of the Fair is "convinced that the exhibit is matchless as a state tourism promotion."

"They say that figures never lie," said General Potter, "that's why authorities at the Wisconsin Pavilion have a right to proclaim far and wide the success of their exhibit. We know that it will do even better in 1965."

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