

UNISPHERE

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NEWS:

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OPENING DAY PARADE

Pomp and pageantry, the blare of bands and an ever-changing kaleidoscope of colors expressed in floats, banners and costumed marchers will comprise the memorable 88-unit Opening Day Parade tomorrow morning (Wed.) at the New York World's Fair.

General William E. Potter, Fair executive vice president, will set the cadence for the cavalcade as Parade Marshal, accompanied by a Color Guard representing each branch of the armed forces.

The fairest of the fair will be in the Fair parade: Donna Axum, 1964 Miss America, representing General Motors, and in an ancient horse-drawn American Express stagecoach, Brazil's Ieda Maria Vargas, current Miss Universe with Miss USA, Marite Ozers of Chicago; Celeste Yarnall, this year's Miss Rheingold, riding an antique car in a turn of the century outfit and a parka-clad Miss Alaska, driven by a husky dog team. Donna Reed and her family will represent the Singer Company, fashion models will display a foretaste of shows to be held in Better Living's Crystal Palace, Ford will have cars full of pretty girls, and smartly uniformed hostesses serving in various pavilions will typify American young women.

Interspersed among the parade units will be many marching bands. There will be music by the United States Army, Navy, Air Force,

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

Coast Guard and Merchant Marine Bands, the American Legion and New York City's Sanitation Department. These will be supplemented by bands, with color guards, from New Jersey, New England and New York State, the Virginia Polytechnic Institute's Regimental Band, the University of Pennsylvania's and the magnificently costumed Shriners. Two outstanding youth bands - the Maryland Naval Academy and the Indian Marching Band from Peru, New York - will also participate.

In addition there will be a Jordanian Military Band with its famous bagpipe section, Continental's fife and drum corps in Colonial dress, an Irish all-girl bagpipe band, a Mariachi band from New Mexico, Chrysler's kilted Highlanders and a steel drum band from Mexico. And there will also be the big brass Ringling Brothers circus band with cavorting clowns, bareback riders and caged animals.

Color Guards, carrying their state flags and banners, will lead many of the state contingents. Adding to the festive air will be girls from Illinois in authentic Lincoln-era costumes, a Floridian glee club, and from Missouri, the most advanced space capsule - the Gemini. There will be floats from New Orleans Mardi Gras and a magnificent fresh flower creation from Hawaii. Outstanding will be the spectacular Montana unit, headed by the state's governor, Tim Babcock, riding a horse. It will feature trappers and miners and mule packs, rope twirlers, dancing Indians, and cowboys and cowgirls on Western cow ponies; indigenous animals such as deer, moose and elk and the many types of wagons which carried pioneers along the westward trails.

There will be Boy Scouts, Masons in white uniforms and marchers carrying church flags representing the Protestant Council; and there will also be walking 7-Up bottles, marching Pillars of Wisdom, Elsie the Cow and Sinclair's Dinosaur.

Miss Tiparillo will puff away for General Cigar, marching red umbrellas will identify the Travelers Insurance unit, twenty little pixies dressed for bed will follow Mr. Sandman from the Simmons Pavilion, and a dozen dolls will be wheeled in Hertz baby strollers.

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There will be a miniature Long Island Railroad train and an 1842 steam locomotive train commemorating the founding of the Schaeffer Company. Massive golden-brown Clydesdale horses from Germany will pull a Lowenbrau beer wagon, Greyhound vehicles will carry skaters from Dick Button's Ice-Travaganza, and in a 15th century coach-and-four, a costumed and be-jeweled "King Ferdinand and Queen Isabella" from Columbus, Ohio, will ride in state accompanied by "Christopher Columbus".

There will be Avis' antique cars, Hell Drivers, the newest in maintenance equipment from Allied, a helicopter model carried by Jaycopter pilots, and banjo players from the Mississippi River boat, the "Jennie Sue."

Tellers will transact business on a First National Bank float, marchers in native costumes will designate the countries in which Pepsi-Cola is sold, and contingents of young men and women in uniform will represent the pavilions with which they will be identified.

Probably the most interesting and meaningful section of the parade line-up will be marchers representing the countries in the Fair's International Area. Dressed in their native costumes and carrying their national flags, they will add brilliant splashes of color and a thought-provoking element of dignity to the Opening Day holiday atmosphere.

Many of the national contingents, among them those of Morocco, Polynesia, Guinea and Sudan, will include musicians performing on instruments generally unknown to this country. Adding to the pageantry will be cow bell ringers from Switzerland, Swedish Singing Societies, Spanish folk dancers and the Caribbean carnival "walking dolls".

Joan of Arc, riding a white horse, will lead a group of war veterans carrying France's war flags, an 85-foot dragon will twist and turn to the rhythm of a Chinese drum and bugle corps, trotting rickshaw boys will pull bright red and green Hong Kong rickshaws

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carrying cheongsam-dressed girls, and a hundred Japanese girls in beautiful kimonos will twirl their colorful parasols. For the first time in any World's Fair, some two dozen exotically costumed African Watusi dancers and Burundi drummers will participate.

If, as Addison once said, "Colors speak all languages", the vivid colorful Opening Day Parade will salute and underscore the Fair's theme of "Peace Through Understanding."

The Parade will start at 9:30 from the Avenue of Research and Meridian Road, wind its way down the Avenue of Progress to the Avenue of Commerce, where it will turn left and pass the reviewing stand facing the Court of the Universe. General Potter will leave the Parade here to take his place on the reviewing stand. The Parade will continue to the Avenue of Africa, turn and proceed to the Court of the President of the United States and into the Court of States, where it will disband.

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