

UNISPHERE

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NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
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INDUSTRIAL AREA

Surrounding the spectacular Pool of Industry and the Fountain of the Planets, the Industrial Area of the New York World's Fair is a thundering tribute to American industry's past and present achievements and its vision of the future. The Area embraces the largest of the five Fair sectors covering more than 3-1/2 million square feet, and is filled with eye-popping wonders.

The "floating wing" of the Bell System Exhibit, 400-feet in length, is suspended 24-feet in the air on four ankle-like points. A ten-minute ride in moving chairs equipped with stereophonic sound is a presentation of human communications from early speech, drums and smoke signals to the use of global and space networks.

At the entrance to the American Express Pavilion near the Fair's main gate, a million dollars in authentic currency from many nations "grows" on a money tree. Inside is the official scale model of the World's Fair.

A Tower of Music, housing a 610-bell carillon with a glass-enclosed console at its base, is one of the features of the Coca-Cola exhibition. The Clairol Building is the only structure designed and for the exclusive use of women. The Continental Insurance Company's Pavilion has a slide presentation, accompanied by original folk songs,

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of great moments in the American Revolution based on the company's Revolutionary Art Collection.

In its exhibit, du Pont offers a sparkling mixture of performers, motion pictures and dramatic demonstrations in a show titled "Wonderful World of Chemistry." The Dynamic Maturity Pavilion is a showcase of achievements by America's older adults. The giant color transparencies topping the Kodak Pavilion are eye-catchers and the building's theater will attract hordes of "repeat" visitors.

The nation's electric Power and Light companies sponsor the "Tower of Light," featuring the strongest man-made beam in the world -- twelve-billion candlepower -- visible at night in New York, New Jersey, Connecticut and possibly further on a clear night. A huge 45-foot Demograph is exhibited by the Equitable Life Assurance Society. It records births, deaths, immigrations and emigrations as they occur and in the state where they occur. The seven-room World's Fair house, on the Fair's highest hill demonstrates the many applications of Formica Corporation's laminated plastics.

Gas suppliers and appliance makers present the Festival of Gas which features a Funhouse of the Future. A magic show, part live and part film, entertains children and adults in the General Cigar Company Pavilion. The General Electric Exhibit, designed by Walt Disney, is highlighted by the first public demonstration of nuclear fusion.

Visitors seated in a grandstand are raised 53-feet by hydraulic machinery into a theater where the fascinating intricacies of computer technology are explained entertainingly in the International Business Machines Pavilion. A golden canopy supported by 80-foot columns houses a theater in the Johnson's Wax Pavilion. Smallest exhibit in the Industrial Area is the Julimar Farm designed by famed architect, Edward Durell Stone, Jr.

Liebmann Breweries, Inc. presents an authentic recreation of a 1904 New York street complete with five eating places, a cobblestone street, village green and park band stand.

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In National Cash Register's Pavilion, the company's growing role in electronics and its operations in 720 countries are described. The perfect pen pal for young visitors is selected by a Univac Machine in the Parker Pen Pavilion. The Pepsi-Cola Exhibit contains a salute to UNICEF and features a Walt Disney created world water cruise on which visitors are entertained by animated figures of children in native costume.

Radio Corporation of America highlights color television in its exhibit and originates a closed-circuit color television setup to be seen at more than 200 locations on the Fairgrounds. Children will be reunited with teachers and parents via this media. A Restaurant of Tomorrow, a beer garden and a brewing exhibit comprise the F & M Schaefer Center. Scott Paper Company's Pavilion tells the story of paper from tree to finished product. A tour of the world via international sandwiches and entertainment is offered diners in the Seven-Up Pavilion. The Singer Bowl is an open stadium on the Fairgrounds with 15,000 bleacher-type seats. The south side of the Bowl is turned over to an exhibit of Singer developments in personalized fashion and modern home goods.

The Simmons Beautyrest Center Building introduces something new in private roomettes where visitors may take a short nap. In the Travelers Insurance Companies Building, topped by a red umbrella-shaped roof conforming to the company's symbol of protection, the contributions that insurance makes to everyday living are told.

Among the multiple-exhibit buildings spotted in the Industrial Area are the Pavilion of American Interiors, the Better Living Center (also the headquarters of the Fair's Women's Advisory Committee), the House of Good Taste, and the Hall of Education.

Three religious organizations sponsor Pavilions in this Area. In the Protestant Center, more than a dozen denominations and religious organizations demonstrate their work. A unique feature of the Mormon Pavilion is the fact that at the end of the Fair, it will be dismantled and parts of it used in construction of future chapels of

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the Church of Jesus Christ of the Latter Day Saints on Long Island. Highlight of the Russian Orthodox-Greek Catholic Pavilion is a replica of the Fort Ross, Cal. chapel in which is enshrined the famous Virgin of Kazan icon.

The Tiparillo Pavilion in this area is the official assembly area for the Fair. Some 2,100 seats radiate from a center stage which will present some of the Fair's major events. New York's First National City Bank is the only bank at the Fair and United States Post Office demonstrates the nation's most mechanized mail service.

Other exhibitors in the Industrial Area are All-State Properties with model vacation retreat homes, American Express with a complete scale model of the Fair, the Wonder World of Scouting which will be manned by 130 Boy Scouts, the Chunky Pavilion featuring a glass-enclosed candy factory, the Long Island Rail Road featuring a model train exhibit, Long Island windmill and a duck farm, Mastro Pizza which boasts a pizza-making school and Medo Fair Corp. dealing in photo supplies.

The Oregon Pavilion will feature a "timber carnival," to be presented several times daily. Skills to be displayed include log rolling, ax-throwing, topping, speed climbing and other activities related to logging, all within view of a 1,250-seat grandstand. Landscaping will be in the manner of the Pacific Northwest.

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