

UNISPHERE

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UNDERSTANDING  
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United States Steel

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION  
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK  
WORLD'S FAIR, N.Y. 11380 TELEPHONE- AREA CODE 212-WF 4-1965 CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES  
PRESIDENT

# NEWS:

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## FOR IMMEDIATE RELEASE

NEW YORK WORLD'S FAIR, June 18 -- Father's Day will be given special recognition by many of the pavilions at the New York World's Fair which will offer unusual attractions for the head of the house on Sunday, June 20.

The Clairol Color Carousel has set up a barber chair on the terrace in front of the Carousel where Pop will be treated to a free haircut by a pretty female barber. The Clairol Carousel is off limits to males, but the restrictions have been lifted for Father's Day, so that Dads, will be admitted from Noon until 5 P.M., if accompanied by children.

The Parker Pen Company will present ball point pens to Fathers accompanied by their offspring.

AMF Monorail will show its appreciation to all Fathers visiting the Fair by having slogans printed on the Monorail cars bearing such titles as "Father's Express" and "Dad's Dynamo."

Reproductions of Abraham Lincoln's "Liberty Speech," will be the Father's Day gift of the Illinois Pavilion. It is expected that from 400 to 500 fathers, accompanied by children, will be presented with these popular reproductions. The pavilion can accommodate about 50 fathers and children an hour.

The Auto Thrill Show, "Helldrivers," is offering 1,000 free admissions throughout the day as their tribute to Father's Day. Only two children per father can be accommodated.

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The Festival of Gas has a unique gift for some lucky Father. From 10 A.M. to 2 P.M., Fathers with seven or more children are invited to register for the largest family of the day. Announcement of the winner -- the Father with the largest number of children -- will be made at 3 P.M. Prospective winners may call or drop over to the Festival of Gas to find out who is the lucky winner. Prize is dinner for the entire family.

The Bell System Exhibit will give favors to the first 500 children visiting the exhibit on Sunday. The kiddies, who must be accompanied by their daddies, will receive ballpoint pens, key chains, balloons and other souvenirs.

The Top-of-the-Fair Restaurant at the Port Authority Heliport in the Fair's Transportation Area goes a step further by adopting as their Father's Day theme--"Let's Not Forget Mother on Father's Day." The distaff side of the family will be presented between 1 P.M. and 9 P.M. with bottles of "20 Carat" perfume by Dana.

Schaeffer Center will also laud Dad by crowning him King for a Day with a gold paper crown. Cigars will be distributed and poloroid snapshots taken with the children. The pictures will be given as souvenirs of "Father's Day-1965-at the New York World's Fair."

The first 50 Fathers visiting the Log Flume Ride in the Fair's Amusement Area will get passes for free rides on that popular thriller which opens to the public at 10 A.M. The passes are limited to six per family.

Another tribute to Father's Day will be offered by the Pavilion of West Virginia, when Governor Hulett C. Smith will share the spotlight at the combination "Statehood" and Father's Day fete at the pavilion. Twenty-two West Virginia children, who are in New York to entertain at children's hospitals, will present Governor Smith with an "Honorary Father of the Year" citation.

Later in the day, the World's Fair will give a silver medal and proclamation to the Governor, in recognition of West Virginia's entry into the Union.

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121 DAYS TO CLOSING