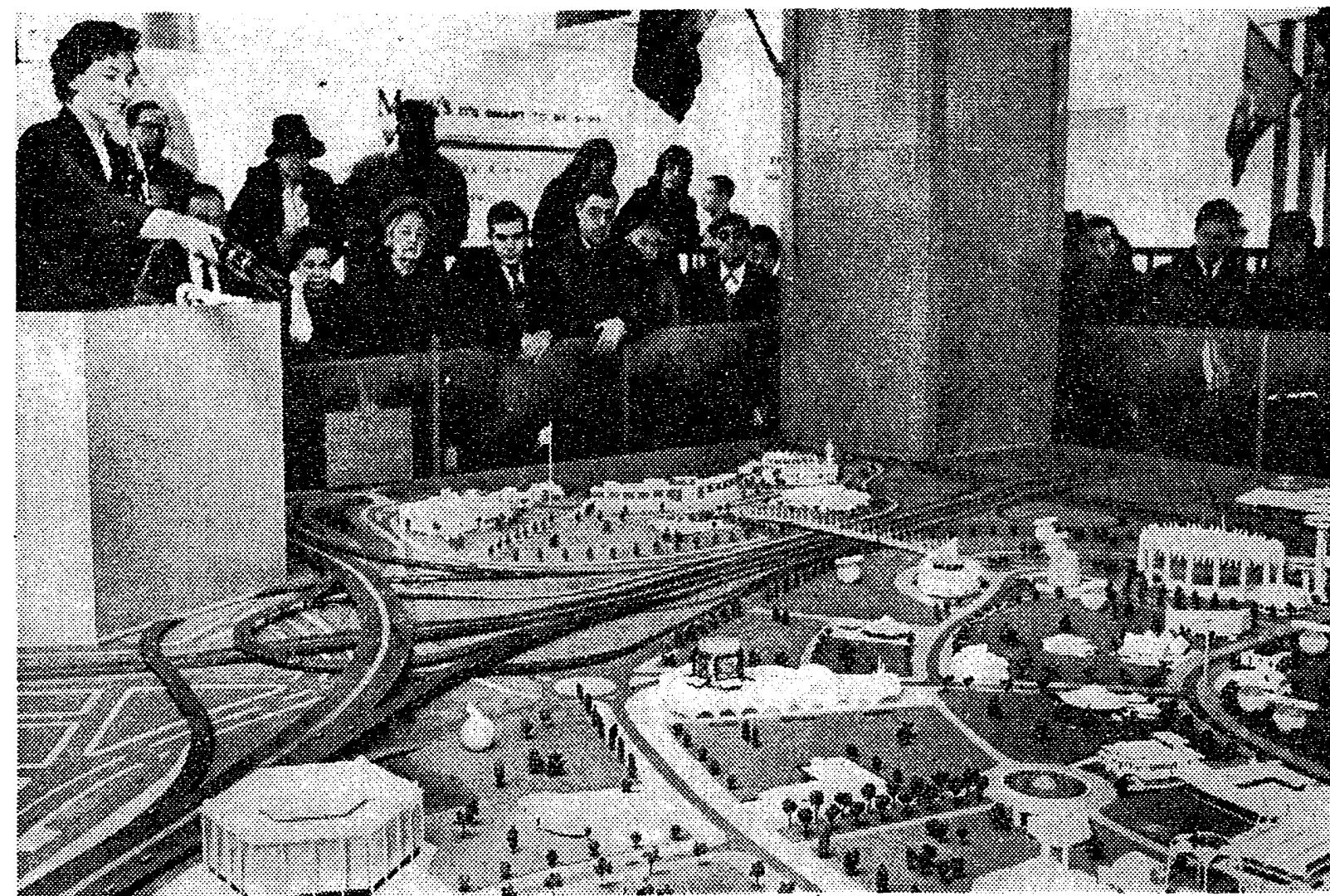


Macy's Promotes the World's Fair at Herald Square Exhibit Center



The New York Times

Laurel Lockhart describes features of 400-square-foot model of New York World's Fair on fifth floor of Macy's

With big crowds flocking around its World's Fair exhibit center, the Macy's New York division of R. H. Macy & Co., Inc., will begin an extensive promotion campaign for the fair tomorrow.

A series of newspaper advertisements will invite the public to the 400-square-foot model of the fair on the fifth floor of Macy's Herald Square store.

Even before its formal opening, shoppers have been swarming around the scale model of the 646-acre fair at Flushing Meadow, Queens. Macy guides have been pointing out the various fair attractions and answering questions about specific events and exhibitions.

The Macy campaign will include tie-in ads with Pan

American World Airways, National Car Rental System, Inc., and Holiday Inns of America, Inc.

In addition, newspaper and magazine ads in both foreign and American publications are planned in conjunction with Galleries Lafayette in Paris, Selfridges in London and La Rinascente in Milan.

When the fair opens, Macy's will furnish two model homes

erected there by All-State Properties, Inc. The homes will be completely equipped by the store down to linen, silverware and chinaware.

The 8,000-square-foot exhibit center in the Manhattan store is on the fifth floor adjacent to the toy department. It will remain open until Aug. 15, when the store will start to prepare for the arrival of Santa Claus.