

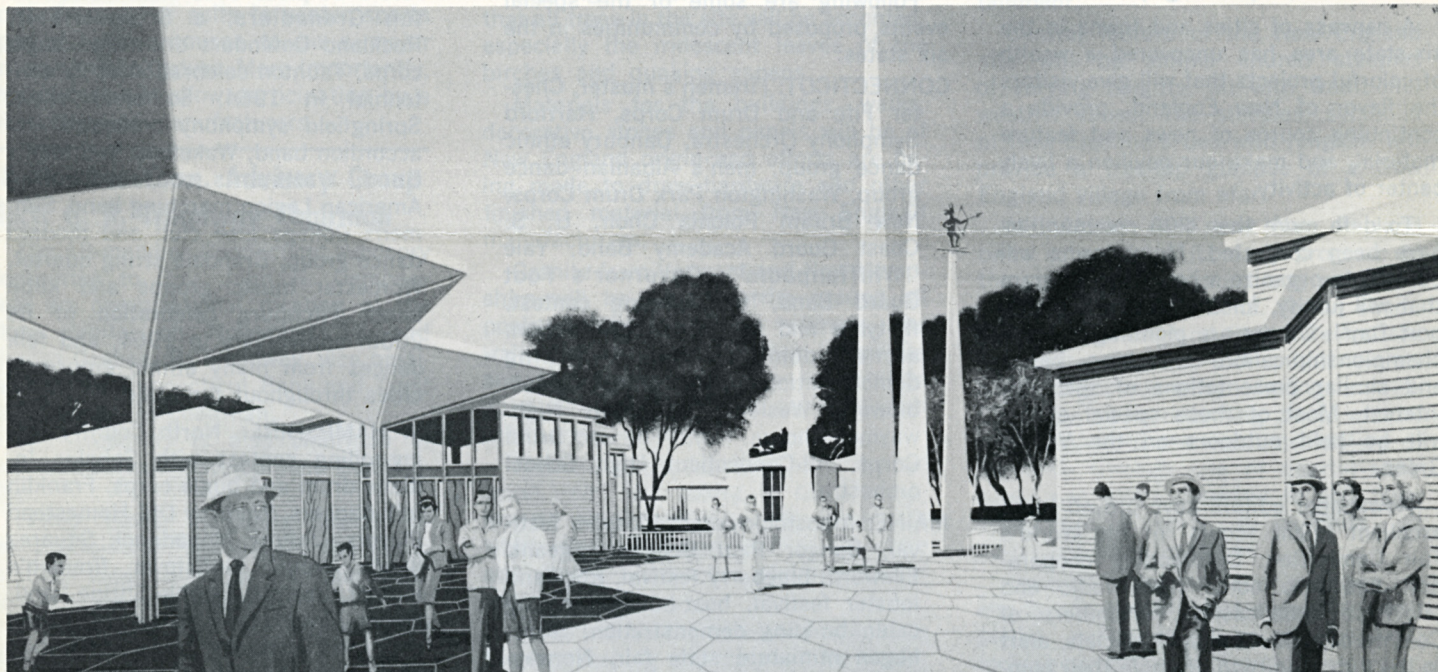


NEW ENGLAND STATES EXHIBITION
PROGRESS
 NEW YORK WORLD'S FAIR 1964-1965
REPORT

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PUBLISHED BY THE NEW ENGLAND STATES WORLD'S FAIR COMMITTEE

JANUARY 1963



PROMENADE, seen from the Court of States, looking out toward the Village Green and showing the Theme Building on the right, the Court of Commerce and Industry on the left. In the center are the weather-vaned spires with the Country Store in the background.

OPENING DAY SET FOR APRIL 22, 1964

The 1964-1965 New York World's Fair will be an exciting panorama of exhibits and shows from around the globe, with more than 70 countries, 200 major industries, federal and state pavilions combining to offer fun for a day or a month for all the family.

In the vital statistics department, the fair will open on Wednesday, April 22, 1964, and will close on Sunday, October 18, 1964.

The following year it will open its doors on Wednesday, April 21, 1965 and will close forever on Sunday, October 17.

Entrance gates will be opened at 9:30 a.m. daily and exhibits will be operated from 10 a.m. until at least 10 p.m. but must close not later than midnight.

Polaroid Corp., Top Cameramen Develop Major Photo Panorama

Officials of Polaroid Corporation, Cambridge, Mass., are making plans for a major photographic exhibit of New England, to be installed as a continuing panorama running through the six State pavilions.

Polaroid expects to commission six of the world's outstanding photographers, assigning one to each of the states to carry out a dramatic survey of the state's human and physical assets.

The exhibit is to be entitled: "New England: Proud Land, Proud People."

INDUSTRIES TO TELL NEW ENGLAND STORY

Private industry's acceptance of the tremendous role assigned to it is a big step toward the goal of making the New England States Exhibition one of the "must see" attractions of the New York World's Fair.

An estimated \$1,500,000 will be spent by major industry groups to construct a series of sparkling exhibits that will tell the story of a dynamic New England and demonstrate the region's pre-eminence in a wide variety of fields, from agriculture to space-age technology.

Following a series of conferences with business leaders, James S. Plaut, planning coordinator, said the response in-

(Continued on Page Four)

CITIES AND TOWNS WILL STAGE OWN PROGRAMS ON SPECIAL 'DAYS'

Newspaper Eds Volunteer As Able Talent Scouts

The New England States Exhibition will enjoy a competitive advantage over other World's Fair attractions because of its unique ability to mount a succession of crowd-pleasing special events.

A canvass of cities and towns in the six-state area has uncovered a wealth of colorful projects that will give visitors the flavor of New England, provide a continuing source of news and feature material, and make our pavilion a lively center of activity.

To date more than 200 communities have been contacted. Many towns will be able to organize a complete program that will justify, for example, a "Bridgeport Day". Others are planning to send championship-calibre marching bands and similar presentations of spectator interest. Most of these special events will be held outdoors on the Village Green.

Newspaper editors have proved to be excellent talent scouts for the World's Fair Committee. Outstanding cooperation has also come from radio and television broadcasters, Chambers of Commerce, and municipal officials, alert to the opportunity to promote their communities before a national audience.

The promotional staff is being geared to handle three special events each

week, or a total of 150 during the two-year period. Of this number, 100 dates will be allocated to individual cities, towns and counties. The balance is to be divided among colleges, state and region-wide organizations, and anniversary observances.

Following are some of the special events proposed by communities in the six states:

CONNECTICUT: Firemen's muster, Chester Fife and Drum Corps, Hartford Symphony Orchestra, Danbury ethnic dance group, men's Albanian dance group, Washington Park Drum Corps, New Britain Polonia Choir, U. S. Coast Guard Academy Band, Yale "Whiffenpoofs", Governor's Foot Guard Band, frog-jumping contest, fly-tying and casting demonstration, archery demonstrations, whittling demonstrations and contest, glass-blowing, Wesleyan University Highwaymen chorus, Royal Fife and Drum Corps, All-Connecticut High School orchestra.

MAINE: Aroostook potato blossom festival, Bangor Paul Bunyan pageant, Ellsworth blueberry festival, Rockland lobster festival, boat-building or log cabin building demonstration, Skowhegan miniature state fair, Norway-Paris Drum and Bugle Corps, Belfast broiler festival, Maine drum and bugle contest, Bowdoin College Meddiebempsters glee club, presentation

of camping in Maine, exhibition of horses and oxen pulling stone, and presentation of a grange or church supper.

MASSACHUSETTS: Bunker Hill day pageant, Braintree champion marching band, North Shore square dance team, Brockton Garde d'Honneur drill team, exhibition by the Dedham Society for the Apprehension of Horse Thieves, Falmouth High School band, Cape Ann Bell Ringers, Lynn's North Shore Philharmonic Orchestra, Milford's 60-piece accordion band, Milton Grenadiers, a Science Fair, Rockland Defenders drum and bugle corps, Taunton celebration of its centennial in 1964, Somerset choir, Springfield symphony orchestra and accordion band, Wakefield Red Men's Band, Waltham's contest-winning American Legion marching band, Simmons College glee club and modern dance group, Brandeis string quartet, Worcester music groups and kiltie band, Fitchburg celebration of its 200th anniversary in 1964, and folk dances from many ethnic groups in cities throughout the state.

NEW HAMPSHIRE: North Country Day log-rolling contest with Sohokie Indians drum and bugle corps, Franklin folk dancers, Swansey Old Homestead Players, Jaffrey Monadnock Squares dance group, Goffstown firemen's muster, Bektash Temple Shrine band, Berlin Snowshoe Club color guard drill, and Portsmouth demonstration of the Strawberry Banke restoration.

RHODE ISLAND: Bristol yacht-building exhibition, Rhode Island Philharmonic, Providence Civic Chorale demonstrations by students, Rhode Island finals of Science Fair exhibits, Pawtucket demonstration of old-fashioned and modern method of fabric making, state-wide battle of bands between Pershing Rifles, Varum Continentals, Coggeshall Continentals and Lafayette Brass Band, demonstration of handicraft and square dancing, Warren Indians band, fishing chair tug-of-war, fly-tying and flycasting contest, Rhode Island Opera Company, Newport Artillery.

VERMONT: Stowe demonstration of skiing on artificial ski slope, Vermont water dowers exhibition, Trapp Family singers, Strafford pageant commemorating Land Grant College act, Ed Larkin Square Dancers from Chelsea, Vermont Sugarmakers Association demonstration of sugaring off, Vermont town meeting, Norwich University Rifle team exhibition, bowling on the green, horse-pulling contest by Morgan horses, demonstration by Vermont weavers, exhibit of granite sculpting.



PLANS UNDERWAY — Committee from the Smaller Business Association of New England discusses the theme for the exhibit of the region's smaller industries. Left to right, Ernest H. Osgood, Jr., vice president, State Street Bank and Trust Co.; Richard G. Lee, Lee Associates, Inc.; Chairman David T. Barry, president David T. Barry Associates; John H. Blodgett, Jr., president of Raymond Whitcomb and Co. Not shown is Robert Goodyear, president, Fenwall Electronics, Inc.

Plan Daily Fashion Shows To Spotlight Area Effort

The large number of nationally-famous fashion designers and manufacturers located in New England, and the need to dramatize their leadership position, indicates a special type of presentation for the apparel, textile, shoe and leather industries.

A fast-paced fashion show of professional quality is planned three times daily during June, July, August and September. It will present the four seasons, from swim suits to winter sports apparel, and promises to be a major entertainment feature. More importantly, this format will allow participation by a wide range of manufacturers.

18-Member Conn. Advisory Group Elects G. R. Treadway Chairman

The 18-member Connecticut Advisory Committee to Gov. John N. Dempsey held an organizational meeting at the state capitol on November 12 and elected Graham R. Treadway, vice president of the Connecticut Bank and Trust Company as its chairman.

Mr. Treadway is also chairman of the Connecticut Development Commission.

LeRoy Jones, managing director of the commission, encouraged the group to make suggestions for state participation directly to the governor.

Overall plans for the exhibition were outlined by James S. Plaut of Exhibition Services International and a scale model of the New England site was displayed.

The group also heard John W. Tierney, president of Northeast Public Relations, Inc., who briefly outlined public relations programming and planning.

In addition to Chairman Treadway, other members of the Connecticut Advisory Committee are:

William P. Gwinn, president, United Aircraft Corp., East Hartford; R. M. Stewart, president, Anaconda American Brass Co., Waterbury; David S. Meiklejohn of Greenwich, vice president and treasurer, American Machine & Foundry Co., New York; Frank V. Kenna, Jr., president, Marlin Firearms Co., New Haven; J. William Jones, vice president and general manager, Electric Boat Division, General Dynamics Corp., Groton; Carlyle F. Barnes, president, Associated Spring Corp., Bristol.

K. T. Middleton, president, Fafnir Bearing Company, New Britain; Robert F. Meyer, president, Yankee Silversmith Inn, Wallingford; Eugene J. Brown, publisher, Danbury News Times, Danbury; John D. Briscoe, member of State Council on Agriculture and Natural Resources, Lakeville; Kenneth M. Cooper, president, Station WICC-TV, Fairfield; J.

ARCHITECT SAYS N. E. EXHIBIT DESIGNED TO STAND OUT AS GEM

"The New England States Exhibition will be so different, so restful in contrast to other areas at the New York World's Fair that it will stand out as a gem," says Architect Nelson W. Aldrich, whose firm, Campbell and Aldrich, designed the buildings.

Lighting effects will be utilized so that all trees in the site will be accented, especially the iridescent leaves of the birches and quaking aspens.

Materials for the buildings, walks, decorative stones and panels will be of New England origin and efforts are being made to draw hardware and other finished material from New England manufacturers.

Granite from Vermont and New Hampshire will be used as trim around all pools, buildings and the millrace. The walks will be a combination of granite and tile. Marble will also be used to good effect as decorative panels and in other choice locations.

The building exteriors will be of wood, with the siding to be of clapboards three and one-half inches in width. Some buildings will be all white and others will be the traditional barn red.

Trees will be the dominant feature in the landscaping and they will be a mixture of aspen and white and red birch, interspersed with the oak and pine already on the site. The existing shrubbery will be augmented by mountain laurel and other flowering plants.

Handcrafts In Country Store

It is planned to have the Country Store serve as an exhibit and sales site for displays of handcrafts such as ceramics, silk screening, wood working and metal working, knitting and weaving.

By handling crafts entries in this manner it is hoped that each craftsman will have an opportunity to represent his state, profit personally and to aid in increasing his reputation among New Englanders and visitors.

C. Hulett, president, Hartford Accident & Indemnity Co., Farmington; Richard C. Maconi, president, Dwight Building Company, Hamden; William J. Cooper, president, United Illuminating Company, New Haven; Lewis A. Shea, president, Conn. National Bank, Bridgeport; Frank McCann, vice president, Edgcomb Steel of New England, Inc., Milford; and Rudolph Hennick, publisher, Naugatuck News, Naugatuck.

Around the Village Green granite posts will be placed at intervals, with heavy iron chain links strung between them. The green, 120 x 60 feet, will have an ample supply of benches for footweary visitors. A platform at one end will allow groups to offer entertainment.

Central feature of the New England site will be simple church steeples of varying heights, all with traditional weather vanes. The steeples, symbolic of New England's ties with religion, will provide a tree-top glimpse of a New England village from afar.

Mr. Aldrich said that New England owes so much of its early progress to the sea that there is a heavy emphasis on maritime connections. As an example, the New England States Restaurant will feature a 150-foot mural on its walls, depicting early whaling scenes. Close by, in a reflecting pool, will be a panorama of the maritime history of the area through use of quarter-scale boats and ships traveling to and from New England ports. In addition, all pools will have fountains.

Detailed plans and specifications for the buildings and landscaping are completed, and ready to go out for bids, looking toward an April ground-breaking.

According to Mr. Aldrich, close to 70,000 persons a day can be handled at the New England exhibition. That's more than 25 million persons during the 360 days the fair will be open.

New England Cook Book

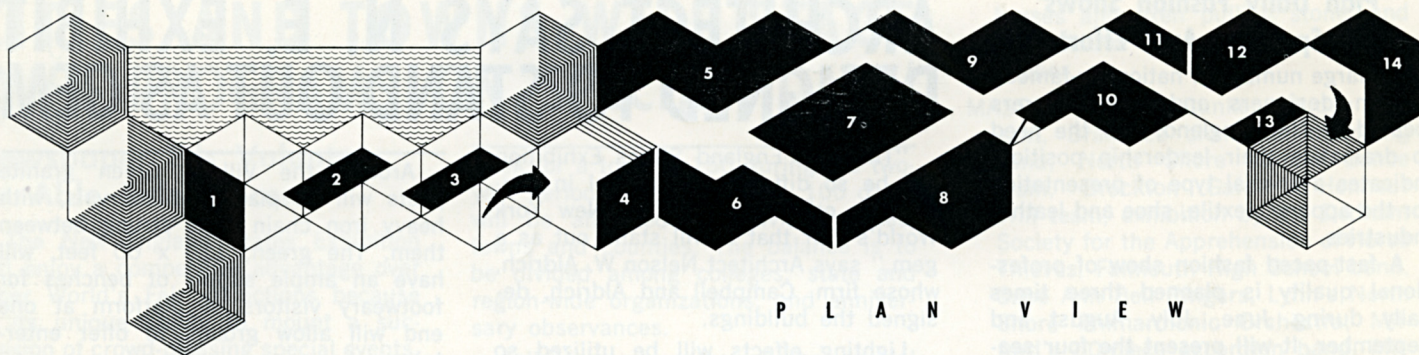
A proposed New England cookbook is intended to reflect the regional and cosmopolitan tastes, as well as folk lore of the area.

Already food editors of Boston newspapers have served as consultants for the makeup of such a cookbook.

The book will serve as a handsome souvenir of the fair, as well as an incentive to visit the region, and also as a source of accurate recipes.

It is expected that the contemplated cookbook would be of a convenient size with line drawings to serve as illustrative material. Recipes for the book would be obtained from inns, restaurants, food processors, food writers and others.

The book is also designed to be self-liquidating, with food processors and growers' associations asked to underwrite the basic printing cost with the expectation of repayment through book sales.



Industries To Tell Story . . . (continued from page one)

dedicated complete agreement on the concept of non-commercial presentations by industry categories, rather than by individual large industries.

An outstanding example of industrial statesmanship is the exhibit contemplated by the major New England-based international companies, entitled "New England and the World". Among firms already contacted are the First National Bank of Boston, United Shoe Machinery Corp., Gillette Company, Arthur D. Little, Inc., American Machine and Foundry Co., Inc., and Singer Sewing Machine Co.

To date, planning meetings have been held with the following industry groups:

ELECTRONICS: Several conferences have been held with Raytheon Company and other leaders in the field, pointing to a dramatic, manned "working" exhibit.

INSURANCE: Representatives of 12 New England life insurance companies were given a briefing on the New England States Exhibit at a meeting held on October 26, 1962 at the John Hancock Building, Boston. Exhibit plans will be further developed with executives of these companies early in 1963.

PAPER AND PULP: Through the good offices of President William Chisholm of the Oxford Paper Company, representatives of the leading producers met on December 7, 1962 in Waterville, Me., to explore the potential of an industry-wide exhibit.

SMALL INDUSTRY: By vote of its board of directors, the 800 member Smaller Business Association of New England has accepted responsibility for this exhibit, and is well under way toward selection of a theme and the securing of financial sponsorship.

BANKING: A number of exploratory sessions have been held with a cross-section of bankers and the Federal Reserve Bank of Boston has been asked to serve as catalyst in bringing the various groups together.

COURT OF INDUSTRY AND COMMERCE

TENTATIVE SPACE ALLOCATIONS

SUBJECT TO MODIFICATION IN ACCORDANCE
WITH RESPONSE OF INDUSTRIAL SPONSORS

- 1 APPLIANCES AND CONSUMER GOODS
- 2 OPTICAL AND SPORTING EQUIPMENT
- 3 JEWELRY AND SILVERSMITHING
- 4 AGRICULTURE, DAIRY AND FISHING
- 5 ELECTRONICS AND ELECTRICAL
- 6 INSURANCE, FINANCE AND UTILITIES
- 7 SMALL AND MISCELLANEOUS INDUSTRY

- 8 AVIATION AND MARINE INDUSTRIES
- 9 MACHINE TOOL AND METAL TRADES
- 10 PULP AND PAPER PRODUCTS
- 11 PRINTING AND PUBLISHING
- 12 TEXTILE AND LEATHER GOODS
- 13 PLASTICS AND CHEMICALS
- 14 RESEARCH AND SPACE AGE INDUSTRIES

Construction Work Requires Full Year

The most critical problem facing the New England World's Fair Committee is created by the fast-turning calendar.

Melvin D. Peach of the New England Council, who is secretary of the Committee, points out that only about 15 months remain before the Fair opens to the public. In a tight labor market, construction will require a full year, which means that foundations must be poured by next April.

Blueprints, specifications and operating plans have now been submitted, completing the intensive planning and design phase of the project. They will be studied by the Governors and the appropriate executive departments and, when approved, the legislatures will be asked to appropriate the necessary funds.

TRANSPORTATION: Leaders in this category are the Electric Boat Division of General Dynamics, United Aircraft, and Bethlehem Shipbuilding. Connecticut industries will be a major factor in this exhibit.

During the coming months conferences will be scheduled for the following groups: appliances and consumer goods, optical and sporting equipment, jewelry and silversmithing, food and beverages, machine tool and metal trades, printing and publishing, textile and leather goods, plastics and chemicals, research and space-age industries.



Dr. Jonathan Karas

NAMED scientific consultant to the New England States Exhibition is Dr. Jonathan Karas of Science House, Manchester, Mass.

Most recently this personable, 40-year-old scientist served as technical consultant to the United States Science Exhibit at the Seattle World's Fair.

Dr. Karas is well known in New England for the numerous radio and television programs which he produced and starred in and also for his several guest appearances on the "Today" program over the NBC-TV network.

Please address all comments and inquiries to: New England World's Fair Committee, P.O. Box 1964, Waltham, Mass.