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For Immediate Release

MULTI-MILLION DOLLAR 'CARNIVAL' TO OCCUPY SITE OF TEXAS PAVILION AT WORLD'S FAIR

WORLD'S FAIR, N.Y., March 25 -- A Chinese-American from Marshall, Texas,\* a former colonel in the Chinese Nationalist Army, today announced plans for Carnival, a multi-million dollar entertainment park "for the entire family" that will occupy the site of the former Texas Pavilion at the New York World's Fair.

Jimmy I. C. Chiang, 46, who became a naturalized citizen of the United States in 1959 by a special act of Congress sponsored by then Senator Lyndon B. Johnson and Congressman Wright Patman, said that more than \$1,000,000 is being spent to renovate and convert the large Texas Pavilion site into a Tivoli-like fun center for children and adults. Features range from a roller coaster to a discotheque; from an ice cream parlor to a dinner club.

Fair President Robert Moses said he "welcomes the new pavilion as an important addition to the revitalized Lake Area. Carnival personifies the Area's concept of clean fun for the whole family, young and old alike. The youngsters will have seven rides of their own.

"Florida's free Water Ski shows, announced recently, and now Carnival nearby in the Lake Area are two exciting new attractions for our 1965 Fair," Mr. Moses added. "Now visitors to the Fair can spend hours as spectators and participants at exhibits, shows and rides representing healthy amusements."

Steps are being taken, he said, to insure that the entire Lake Area will be bright and gay. Carnival and the Florida Amphitheatre both will be brightly lighted at night.

\* Marshall, Texas is the home town of Mrs. Lyndon B. Johnson.



According to Mr. Chiang, "Carnival will have features especially selected for children and others chosen for adults. All will be popularly-priced and all will be suitable for the entire family."

The former 2,400-seat Texas Music Hall auditorium built at a cost of about \$6,000,000, is being converted to a gaily decorated entertainment complex for children, with seven rides, souvenirs, exhibits and refreshments. The rides will be priced at three for 50¢ and seven for \$1.

Outside there will be a Sea Aquarium, a replica of an ocean liner filled with 500 varieties of rare and exotic fish, three adult rides, free entertainment, and low priced snack bars with seating for 1,200. These outdoor eating facilities include a shrimp bar, Mexican Garden, an ice cream parlor and a beer garden. The adult rides will include the Wild Mouse, a mild roller coaster, the Scooter (bumping cars), and Rock-O-Plane.

Carnival will also have two indoor restaurants with a combined seating capacity of 700. The Carnival Frontier Palace, one of the restaurants, will feature Can-Can girls and other entertainment. American and continental foods, with entrees priced from \$1.00 to \$3.50, will be served.

Plans are being completed for discotheque dancing.

In addition, Mr. Chiang said that the Carnival Dinner Club is being created on the second floor of the pavilion. The club will offer sophisticated night club entertainment and an American and continental cuisine, at a \$1.25 minimum. Details of the show will be announced later. Redesign and refurnishing of the restaurants are being executed by interior designers of Straus-Duparquet, Inc.

Carnival is the property of Flushing Meadow Concessions, Inc., a new corporation formed for this specific purpose. Mr. Chiang, who is president, said that there is no connection between the new corporation and the 1964 operations at the Texas Pavilion, now defunct. Last year at the Fair Mr. Chiang was general manager of the successful restaurant at the China Pavilion.



Background On Jimmy Chiang, Texas Businessman And Former Chinese Nationalist Colonel

Jimmy Chiang, a leading Chinese-American businessman from Marshall, Texas, is in charge of the newest pavilion at the 1965 New York World's Fair -- the multi-million dollar Carnival fun center.

Mr. Chiang became an American Citizen in 1959 by a special act of Congress which was sponsored by the then Senator Lyndon B. Johnson and Congressman Wright Patman. The year before, Texas Governor Price Daniel proclaimed Chiang an "honorary citizen and admiral of the Texas Navy."

Born in Shanghai in 1919, Mr. Chiang joined the Chinese nationalist army as a lieutenant during the Japanese invasion of China. Assigned to the headquarters of Generalissimo Chiang Kai-shek, he became a full colonel by the time he was 26, the youngest person to hold that rank. Earlier he had studied for three years at St. John's University in Shanghai. Moving to Taiwan (Formosa) in 1948, before the Chinese Communists gained complete control of the mainland, Chiang transferred to the civil service and worked under C. K. Yen, now premier of Nationalist China.

The former colonel came to the United States in 1953 as a foreign exchange student to study at East Texas Baptist College in Marshall, Texas.

Following his graduation in 1955 with a B. A. degree in business administration, Chiang taught at East Texas for a year. He then organized Asiatic-American, Inc., an import-export and investment firm, of which he is president and chairman of the board. In association with Texas oilmen, he concluded a petroleum exploration agreement between the Chinese Government and Asiatic-American, Inc.

One of the founders of the Marshall Civitan Club, Chiang also is a special adviser to the U. S. House of Representatives' Select Committee on Small Business.

Chiang, whose home is in Marshall, is married and has six children.