

**Maine  
Vermont  
New Hampshire**

**Massachusetts  
Rhode Island  
Connecticut**

*Bulletin of The New England Council World's Fair Corporation*

# New England's Past, Present, Future On View in Unique Six-State Exhibit

**Had Great Love for Region —**

The tribute to President Kennedy is the climax of the tour of the Regional Theme Building. It presents him in the historic line of New England Presidents and emphasizes his New England heritage and his great love of the region.

Entitled, "John F. Kennedy — New England President", the tribute presents pictorially the places associated with his life in New England, including his birthplace in Brookline, Mass., his school and college days at Choate School in Wallingford, Conn., and Harvard College, his residence in Boston and his Summer home in Hyannisport.

The tribute centers upon his life with his family and the joys and pleasures he associated with New England. It also portrays his political career in his home state. Material for the tribute has been selected with the assistance of the Kennedy Family, the White House and the John Fitzgerald Kennedy Memorial Library. The exhibit also contains a series of paintings of the President never before exhibited publicly.

The tribute occupies the highest level of the Theme Building and provides a reflective conclusion to the review of New England's past, present and future to which the Theme Building is dedicated.

A tribute to President Kennedy . . . A walk on the moon . . . A look at New England's past, present and future . . . An animated model city . . . Dramatic and exciting presentations of the region's technical and industrial skills . . . Special events on the Village Green portraying the many facets of life in the six-state region . . . A series of fashion shows . . . A typical country store . . . A New England restaurant specializing in the delicacies of the past and present . . . The Colonial and Space Ages blended into a dynamic kaleidoscope of achievement, progress and opportunity.

## From Pilgrim To Astronaut in Theme Building

From Pilgrim to Astronaut, from 1620 to 2020 are the dimensions of the story related in the Regional Theme Building.

The visitor's first impression reflects that of the Pilgrims — waves lapping a rocky shore. Models of early sailing vessels, an over-sized facsimile of John Smith's early map of New England, and a vast mural of dawn's early light over Cape Cod's Great Beach, complete the preface to a realization of New England heritage.

The next and a central aspect of the Theme Building is the Liberty Tree — the unique New England symbol of man's struggle to control his own destiny. The Tree is constructed of metal and stands 23 feet tall. More than 60 leaves of acrylic plastic ranging in size from 3' x 4' to 2' x 2' bear engravings of tax stamps, Revolutionary War battle plans, a reproduction of the Hartford Courant, the nation's oldest newspaper, this year observing its 200th anniversary and more than 30 other historic items.

Enclosing the Tree, three curved floor-to-ceiling panels depict related aspects of New England community life — the village green as seen from a near-by hill; the tidy panorama of meeting-house, homes and lawns as seen from the green; and the interior of the meeting-house with its straightforward pews and stalwart pulpit.

Connecting "Liberty" at the core with the confines of the village, six glass cylinders dramatize such acknowledged Yankee traits as frugality, perseverance and vigilance with

*(continued on Pg. 4)*

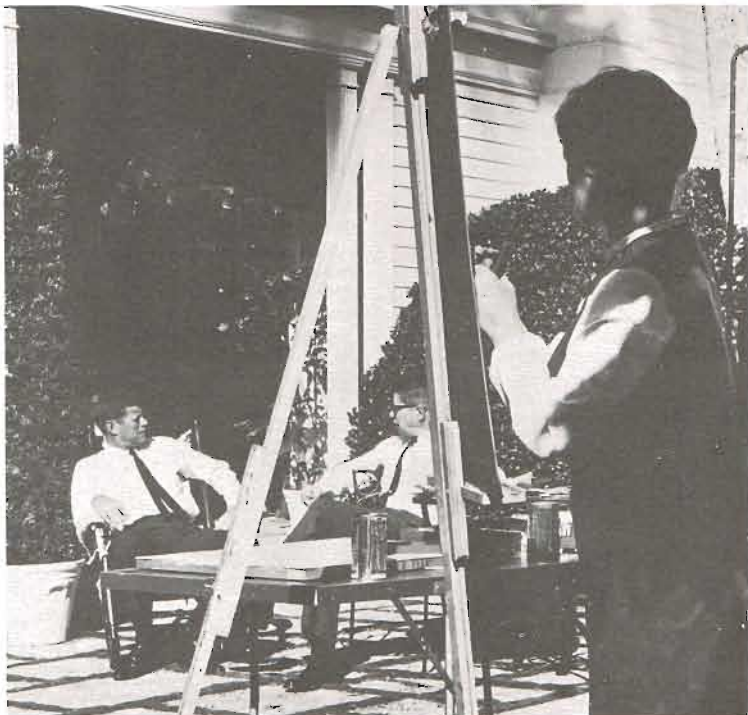
All this is New England at the World's Fair in a historic and unique six-state "hard sell" effort to tell the New England story to an estimated 12 million of the 100 million anticipated visitors to the 1964-65 extravaganza on Flushing Meadows Park.

This message of New England as a place to visit, live, learn, work and play has been skilfully organized in a \$4 million, two-acre exhibition located at the heart of the Fair and eager to compete with the other exhibitors, large and small, for a lion's share of public attention.

The buildings at the Exhibition are hexagonal to carry out the six-state theme and their colors — white and barn red along with the church steeples at the entrance are New England itself. The entire exhibit is done in excellent taste and while it presents a restful contrast to the many soaring concrete and steel temples of industry at the Fair, it nevertheless conveys through a series of exciting and memorable scenes, words, pictures, experiences and unique concepts the impression of the Exhibition's Regional Theme Building — "Where Our Past Began, Our Future Begins."

Dotted by pools and native trees and shrubs, the Exhibition offers the restful charm of New England as it charts the historical and cultural contributions and the continuing progress of the region.

The area's pre-eminence and leadership in technological, scientific, medical, industrial and educational fields are stressed and presented in interesting and fascinating exhibits. The historical and patriotic beginnings of the nation in New England are portrayed not only as accomplishments but, in conjunction with present achievements and future opportunities, as evidence of the continuing vitality of New England in 1964.



**PORTRAITS** and sketches featured in the Kennedy Tribute are the work of Mrs. Elaine de Kooning which took place in December, 1962-January 1963 at Palm Beach. Above is a candid view of the artist at her easel while she created a painting of the late President.



# Court of Industry and Commerce Offers Full Range of Region's Varied Skills, Resources

The Court of Industry and Commerce offers an interesting and exciting insight into the technological, scientific and industrial skills of the region. Its attractions range from a walk on the moon to a presentation of the New England food industry. Interspersed are metal working, jewelry and silversmithing displays, a look at the region's diverse industrial capacity and production, its firearms industry and an animated model city portraying the contributions of 19 life insurance companies serving the region.



## Walk on the Moon

One of the outstanding features of the entire Fair is the "Walk on the Moon" exhibit in the Court of Industry and Commerce. The exhibit portrays New England's pre-eminence in space and technological accomplishments.

The moon will be reached after a visit to a pre-conditioning chamber, and visitors will step on the simulated surface of the moon. Special sound and vibration effects provide a feeling of lengthy space travel. Hot air will pre-condition the visitor for the landing on the moon's surface and when the door opens out on the moon the visitor is hit with cold air.

The surface has been created to duplicate a crusty regenerative substance underfoot. The visitor will be at the bottom of the moon crater, Moretus, with the weird and eerie light of the sun making every object stand out in sharp contrast. A three-dimensional setting will give a sense of extreme vastness. Since scientists hold that there is a complete lack of echo on the moon, an unusual experience of a lack of reverberation is expected to contribute both to the authenticity and the strangeness of the moon visit.

Symbolic colors, red and orange, will be used to represent the blast-off and blue and black will be the hues of outer space.

To insure the scientific authenticity of the trip to the moon, James S. Plaut, president of Exhibition Services International, Inc., Cambridge, Mass., planners and managers of the New England States Exhibition, appointed a committee of distinguished scientists to work with the planners of the Technology Exhibit. The committee is headed by Dr. Jonathan Karas of Science House, Manchester, Mass., and includes: Dr. Fred. L. Whipple, director, Smithsonian Institution

Astrophysical Observatory; Dr. Ross A. MacFarland, Guggenheim Professor of Aerospace Health and Safety, Harvard School of Public Health; Dr. Paul M. Fye, president, Woods Hole Oceanographic Institution and Dr. H. Bradford Washburn, director of the Museum of Science.

## Metalworking Exhibit

Huge moving gears and intricate clockworks illustrate a symbolic theme of New England's pre-eminence in metalworking and trace the development of metalworking skills in the region by displaying the versatility of New England toolmakers, gear manufacturers, clockmakers and allied suppliers.

On view is a machine which magnifies parts to permit minute inspection and a series of knives cutting endless belts of material. A darkened portion of the double hexagonal display area features a large two-sided glass curtain within which is a continuous flying shower of sparks from an abrasive wheel.

## Jewelry, Silversmithing

A sparkling exhibit of jewelry, gold filled materials and silversmithing is one of the highlights at the Court of Industry and Commerce at the New England States Exhibition at the New York World's Fair.

A feature of the display is a mural frieze depicting the evolution of jewelry and silversmithing from their new world origins in New England.

The eye-catching exhibit is housed within a unique, hexagonal shaped, open-sided building covering about 525 square feet. The flat roof is made up of multi-colored plexiglas panels, supported at the outer edges by steel and aluminum rods.

During the daytime, sunlight filters through the overhead colored panels imparting a shimmering rainbow effect to the glass prism cases

and the jewelry. At night, overhead floodlights shine on the objects.

The displays are contained in five vertical prismatic display cases. Made of glass, the cases contain a variety of products including bracelets, necklaces, watch bands, earrings, gold-filled findings and intricate sterling silver ornaments. The gold-filled display relates the history and development of this material and its quality story.

Basic to the New England States Exhibition, the hexagonal shape illustrates the combined effort of the six states to present a single cultural, industrial, educational and creative exhibition.

## Village Green Is Site For Community Events

A series of 152 community events staged on the Village Green at the New England States Exhibition will present various facets of New England life to the millions who will visit the Fair in 1964 and 1965.



Northeastern U. "Masqueraders"

The events range from historical pageants presented by New England towns observing anniversaries, through marching bands and drum corps, drill teams, maypole dancers, ethnic group song and dance presentations, dowsing and scallop opening demonstrations, to a special 400th anniversary presentation of Shakespeare.

Adult groups, youth organizations, choirs, choral groups, barber-shop harmonizers, craftsmen — all participate in a parade of events in two daily showings on the Village Green three days a week. Groups rained out will be able to present a delayed appearance on Tuesdays and Thursdays.

The community events program touched off a large wave of interest throughout the six-state region. Participating groups raise their own money for transportation, lodging and food costs incidental to their participation at the Fair. Special committees have been at work for months screening applicants for the program to insure that each state will present its most representative groups.

The two-year program will present a colorful, moving, special attraction at the \$4 million complex which will portray New England — past, present and future — at the Fair. Many of the events will be shown on closed-circuit color television throughout the Fair multiplying by many times the numbers of people who will be able to get this unique look at New England.

## Thrice-Daily Show To Present Fashions

A series of 720 fashion shows will be presented at the New York World's Fair by New England manufacturers of apparel, shoes, textiles and accessories. The fashion show will be a prominent regular feature of the two-year Special Events program scheduled for the Village Green at the New England States Exhibition.

The show is given three times daily from June through September during both 1964 and 1965 and demonstrates the design leadership and craftsmanship of the region's huge fashion industry.

The show is staged in the manner of a musical production with a story line, original lyrics, music and props. It is presented in a series of four spectacular scenes, against a background of unique settings. Each scene is color-keyed to New England's changing seasons and will feature clothes for all ages and runs for 30 minutes.



# New England Restaurant Features Regional Foods

The Millstone-at-the-Fair...the New England restaurant at the New York World's Fair...is a blend of American Colonial and contemporary cuisine and decor.

For instance, two of the desserts...blueberry slump and apple grunt are out of the pages of history. They are on the same menu with popular New England dishes of 1964.

Albert Kandarian, president of the Millstone Restaurant of North Attleboro, Mass., who operates the Millstone-at-the-Fair, has presented a unique New England atmosphere in addition to serving a wide variety of traditional and contemporary dishes.

All foods will have a New England origin, from farms, food processors, or the Atlantic Ocean.

Seafood dishes will consist of lobster, fishermen's style; famous Boston scrod, and Block Island swordfish.

"The clam chowder may come as a revelation to those persons who know only the Manhattan style with tomatoes and vegetable soup as a base," Kandarian says.

Traditional chicken dishes will be country fried, covered dish chicken pie, and, as a concession to modern tastes, a boneless chicken which has been both roasted and broiled.

"We have developed a dressing for our chicken which tends to glorify the bird and is made up of fresh sauteed mushrooms, wines, sausage meat, chopped pecans, flavored chicken broth, chopped boiled eggs, fresh celery, and natural seasoning," Kandarian explains.

He also listed the kinds of beef dishes — the favorite Yankee pot roast, roast beef pie, steak, and broiled chopped beef steak — which will be served.

A New England impact greets visitors in the lobby and the main dining room. A 200-foot mural, depicting scenes in New Bedford Harbor during the whaling era has been obtained on loan from the Whaling Museum in New Bedford.

To the left of the entrance, the Seafarer's Lounge features a lighted bar front of pulleys and ropes. Waiters and hostesses wear uniforms similar to those of New England sailors of long ago. Special antique flooring completes the authentic representation.

The main dining room is decorated in a brown and beige motif. All chinaware is white and the silverware is of a special design. Top to bottom glass curtains afford diners a view of a New England millpond. Two other dining areas feature unusual antiques reflecting New England artifacts displayed in shadow boxes along the wall.

Chairs are of various designs, including ladderback, and all tables have antique finishes.

Kandarian has stated that meal prices are competitive with other restaurants in the Fair area.

Also on display are the headwaiter's desk, formerly a typesetting table, circa 1895, once owned by the Pawtucket, R.I. Times; an 1890 cash register, one of the first to use a tape, and choice wood carvings dating from 1835.

The restaurant's historical 1137-pound Millstone has been transported to the Fair from North Attleboro to grace the outside area.

## Nantucket Sleighride is 'Whale of a Drink'

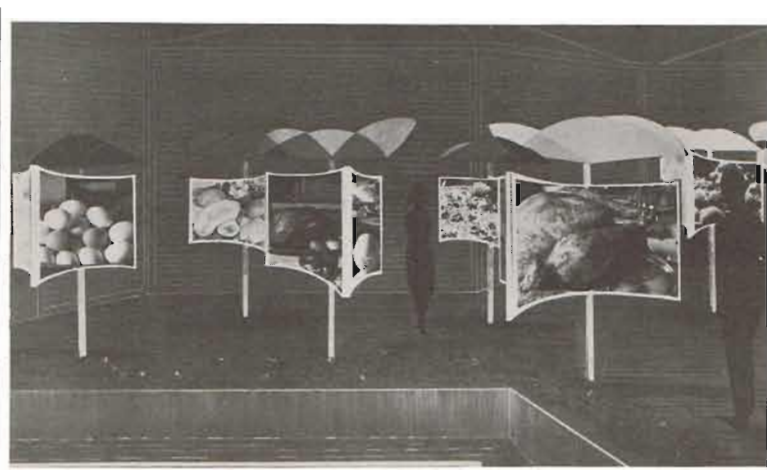
*The Nantucket Sleighride — a term once used to describe the thrilling ride in an open boat being pulled by a harpooned whale — has come to life again at the New England States Exhibition.*

*This time the sleighride is a drink — a special concoction conceived by Al Kandarian of North Attleboro, Mass., who operates the New England restaurant known as "Millstone-at-the-Fair."*

*The precise mixture is a New England states secret, says Kandarian.*

*The Sleighride is served in a special glass designed for the drink and the swizzle stick is in the shape of a harpoon. The mixture has a foamy top. Kandarian said the drink, designed for men and women, is a feature of the Seafarer's Lounge at the restaurant.*

*Observers at a pre-Fair preview described the Nantucket Sleighride — naturally enough — as a "whale of a drink".*



## Food Exhibit

Foods, representative of New England family menus, are pictorially presented in an unusual outdoor food exhibit at the Court of Industry and Commerce.

Six individual stations, each with three panels, are placed so that viewers are able to walk in and through the exhibit.

The panels, free standing on a central pole, feature concave viewing surfaces for the large, back-lighted color transparencies. Featured on each of the 18 panels are mouth-watering scenes of typical New

England dishes, emphasizing processed, native agricultural and marine products.

Over each station are multi-colored paraboloid roof coverings. Hexagonal shaped asphalt tiles comprise the flooring for the area.

Firms and associations taking part in the food exhibit also display full-color photographs of their top-line products on the panels. The exhibit has been designed so that panels and feature foods may be replaced to fit the changing seasons.

## Hometown U.S.A.

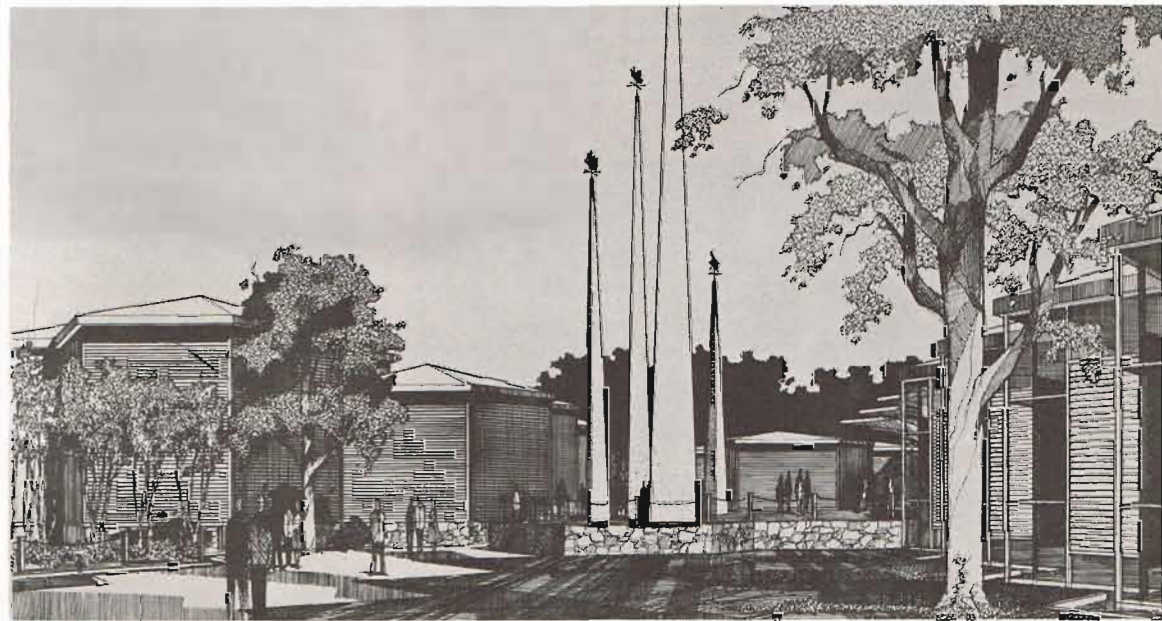
A fascinating display of life insurance dollars at work in the American economy highlights the exhibit of 19 New England life insurance companies.

Five thousand man hours and three different types of model builders were involved in putting together "Hometown, U.S.A." a detailed model of a typical American community.

Visitors to the exhibit by crossing a photocell set in motion: cars, busses, trains and trucks which travel from outlying areas to the downtown commercial district bringing people to work and goods to market as a large coastal tanker unloads at a wharf.

Jet liners land and take off from the airport and large cranes and trucks work on a new industrial building erecting the steelwork, pouring cement and driving piles. Children enroute to school, an electric company crew working on the construction of a new high voltage distribution line, and a fishing fleet unloading the day's catch are also among the animated parts.

In another section of the exhibit, an actuarial board gives the curious visitors their life expectancy. By simply dialing their present age, they set off the complicated mechanism which registers the answer on a thermometer-like instrument.



**NEW ENGLAND CHURCH STEEPLES** dominate six-state regional exhibition at New York World's Fair. Red and white clapboard buildings and the spires provide traditional New England setting for the exhibition which ranges from 1620 to 2020. Buildings are modern and hexagonal carrying out the six-state effect of the only regional exhibition at the Fair.





### Firearms Exhibit

The sporting use of firearms, and the development of the industry in the New World, is told in the "Romance of Firearms" exhibit.

Keyed mainly to recreation, the exhibit features a ceiling-to-floor curved wall comprised of wooden gun stocks. On the opposite wall is an enlargement of the interior of a

barrel. Underneath are samples of various caliber barrels which the public can see and touch.

Constantly changing scenes on a backlit transparent screen show the various uses of sporting arms. Display cases contain a number of contemporary and ancient rifles and pistols from each of the participating manufacturers.



SIX NEW ENGLAND GOVERNORS, Robert Moses, president of the New York World's Fair Corporation and Gardner Caverly, president of the New England Council World's Fair Corporation broke ground for the New England States Exhibition in September. Left to right are Governor John N. Dempsey of Connecticut, chairman of the New England Governors Conference; Governor John H. Reed, Maine; Governor John W. King, New Hampshire; Mr. Moses; Governor Philip H. Hoff, Vermont; Governor Endicott Peabody, Massachusetts; Governor John H. Chafee, Rhode Island and Mr. Caverly. The six state flags and Unisphere provide the background for the ceremonies which started the New England States activity at the Fair.



Model Carole Shea and "Hometown U.S.A." Model

# Country Store Highlights New England Products

The New England Country Store at the New York World's Fair is a fascinating display of New England products of yesterday and today.

Visitors delight in the ceiling-high shelves displaying New England products which are sold throughout the world. Some New England manufacturers have made special "packs" for the Country Store, using labels in the style of 50 and 75 years ago.

Such items as wall hat racks, pierced tin lanterns, tallow candles, handcrafted pottery, leather moccasins, table linens, toys, penny candy, food and hundreds of other typically New England products have been manufactured specially for World's Fair visitors and sold at the store.

The New England Country Store is managed by the Dunfee Family Hotels and Motor Inns under a contract with the New England Council World's Fair Corporation. The Dunfee Family operate hotels, motor inns and country stores in New Hampshire and Maine.

Mrs. Feralyn Watson, who was a member of the original staff and set up the Country Store at world-

famous Old Sturbridge Village, is in charge of the store operation. She has worked together with the Dunfee Family for years as manager for them of the Flax Wheel Shop at Lamie's Tavern and John Goffe's Store at the Wayfarer Motor Inn.

The store gives visitors to the Fair an opportunity to see one of the country's most colorful and picturesque traditions in action.

As a convenience to World's Fair visitors, the store has special mail order counters staffed to handle maximum traffic, so visitors, quickly and easily, may have the items they select shipped directly to their homes.

A delightful Almanac Catalogue is available at the store as an attractive souvenir for visitors to mail home or to friends unable to attend the Fair.

Visitors from any one of the 50 states see at a glance the amount of dollars paid in benefits and invested in their state by the participating New England life insurance companies. At the touch of a button, they have the answer when their state lights up on a large illuminated wall map.

**THEME BLDG.** (cont. from Pg.1) such authentic artifacts as candle moulds, a plow wedged against a boulder, and a carved wooden eagle. All together — each with an appropriate quotation from a spokesman for the region — they portray the elusive and storied New England character.

Next the visitors meet outstanding New Englanders — past and present — through a parade of floating likenesses, and also see a brief film showing the evolution of enduring New England ideas.

Then the visitor moves to an exhibit-area as impressive as the story it tells — the story of the strengths of the six-state region. Standing in the center, the visitor is surrounded by the world — a unique projection-map whose surface extends above and beneath him — as New Englanders have always extended their horizons. Illustration after illustration depict the area's philosophical, cultural, scientific and material contributions to world society.

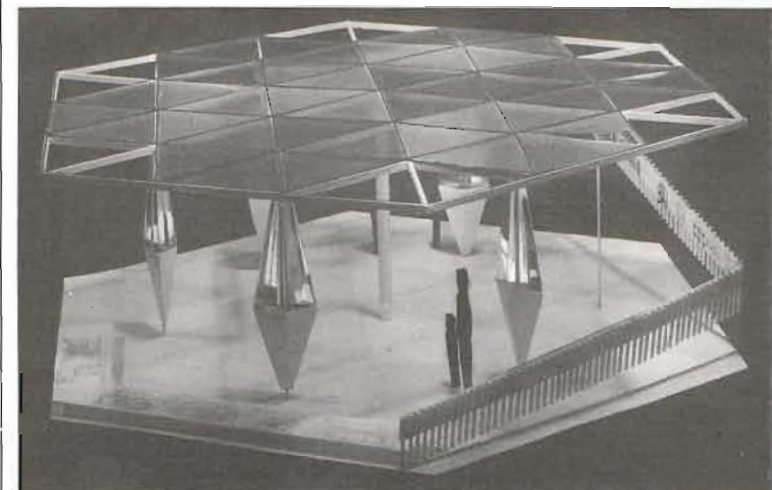
All around the outer exhibit-area are examples of notable Yankee

achievement. The New England-developed modern technique of the teaching machine teaches that this is where the concept of the public school originated. The scope of higher education in this corner of the United States is projected from an immense map bearing the names of all its colleges and universities, and an assemblage of some of their famous alumni and their leadership in many realms . . . immigration, human dignity, finance.

Next is Yankee inventiveness in action — from Eli Whitney's revolutionary rifle, to a sub-miniaturized electronic system . . . from Elias Howe's first sewing machine to the precursor of today's monorail.

Also on view are working models from the fields of rocketry and medicine against a backdrop showing the diversity of New England business.

Then the visitor is invited to sample "the good life" — the museums and concerts, skiing and swimming, the many opportunities for personal enrichment with which New England abounds.



Jewelry, Silversmithing