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PRESIDENT

NEWS:

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HIGHLIGHTS OF NEW ATTRACTIONS FOR THE 1965 FAIR SEASON

NEW YORK WORLD'S FAIR, Apr. 21 -- A brighter, more stimulating New York World's Fair re-opened its gates today for its second and final big season. Exciting new exhibits and features promised by Fair President Robert Moses have been added to the long roster of last season's popular attractions.

Readied and refurbished with countless improvements, the one-billion dollar, one-square mile show, offers 85 per cent of its attractions free to visitors for the admission price.

Even greater emphasis has been placed this season on family fun and nighttime entertainment, as well as new art and cultural contributions. More signs and directional information coordinated with internal transportation make it easier to get around the Fair. Many exhibitors have stepped up the number of their performances to better accommodate the flow of visitors, and picnic areas have been

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FROM: Wm. J. Donoghue Corporation
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increased along with low-cost menus to fit in with the Fair family budget.

All of the 400-odd exhibitors and concessionaires have joined with the Fair Corporation to make the 1965 season, which closes on October 17, a Fair of the heart and a Fair to remember for people of all ages and interests.

Highlighting the panorama of new and excited offerings is the all-free Florida Citrus water ski and boat thrill show in the renovated Amphitheatre; the two People-to-People exhibits, "A Tribute to Winston Churchill" in the World's Fair Pavilion, and the Fiesta, an international bazaar, located on what was formerly a landscaped area in the Industrial Area, near the Fair's main entrance.

People-to-People is a non-profit organization of private citizens dedicated to promoting friendship and understanding between Americans and peoples of other lands. It has been headed by General Dwight D. Eisenhower since its founding in 1956. Joyce Hall, one of Sir Winston's closest friends, who is responsible for the two new attractions at the Fair, is honorary president of the People-to-People organization.

A collection of some 30 of Sir Winston's paintings, many of which have never before been shown in public, a film on his life and a replica of his country library-study at Chartwell, including all of the furniture, photographs, inscriptions, books and every detail left by the great statesman upon his death, and additional memorabilia from Sir Winston's office and Hyde Park Gate home are on display at the Churchill Center.

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Other Churchill items include the Nobel Prize award, the honorary United States Citizenship proclamation and passport; President Franklin D. Roosevelt's famous letter in which he quotes "Sail on, O Ship of State"; the Atlantic Charter draft; the Chancellor of the Exchequer Carrying Case; Sir Winston's walking sticks, and many other personal properties of the great statesman.

An admission charge of 50 cents for adults and 25 cents for children will go largely toward the construction of an international educational institution which, in the words of Mr. Hall, "will perpetuate Sir Winston's vision, philosophy and foresight".

Fiesta, the other People-to-People attraction, displays and offers for sale in colorfully covered kiosks authentic native art from nations around the world. Continuous entertainment and demonstrations of artisans at their handicraft, folk dancers and native singers also are part of the Fiesta, conceived as a living example of international understanding - the Fair's basic theme.

At the center of this world-wide complex, Restaurant Associates operates a People-to-People Food Bazaar, featuring items indigenous to many of the nations represented in the exhibit. Admission is 25 cents with all proceeds contributed to the People-to-People program. Children who can wriggle through Fiesta's specially designed keyholes will be admitted without charge.

The most exciting of the new free shows at the Fair is the spectacular Florida Citrus Water Ski carnival, consisting of daring water skiing exhibitions and thrilling boat stunts in the renovated 8,000-seat Amphitheatre on Meadow Lake. The entire show, sponsored

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by the Florida Citrus Commission, will take place at least four times daily on a specially constructed doughnut shaped pool.

The popular Florida show at the Porpoise Stadium, which attracted huge crowds last year at a cost of \$2 for adults and \$1 for children, is seen without charge six to seven times daily this season. The Stadium accommodates 1,600 persons. Other free attractions at the Florida Pavilion include the popular Everglades Show.

An important addition to the revitalized Lake Area is the new multi-million dollar entertainment park for the entire family known as Carnival. It occupies the site of the former Texas Pavilion which has been converted into a gaily decorated entertainment complex for children (and adults too) with seven rides, souvenirs, exhibits and restaurants. Rides are priced at three for 50 cents and seven for \$1.

Outside is a Sea Aquarium, a replica of an ocean liner filled with 500 varieties of rare and exotic fish, adult rides, free entertainment and low priced snack bars with seating for 1,200. These outdoor eating facilities include a shrimp bar, Mexican Garden and an ice-cream parlor.

Carnival also has two indoor restaurants including a Carnival Dinner Club, which features sophisticated night club entertainment at popular prices.

Another new attraction in the revamped Lake Area is Continental Park, which replaces last season's circus. A menagerie of tame animals, and the two gorillas, M'Toto and Gargantua II, are the main

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attractions. There also are three adult rides, at 35 cents per ride or three rides for \$1, a children's "Go-Kart" ride (self-propelling automobiles running on a 300 foot track) for 50 cents and a picnic area with snack-stand facilities.

The American Express Company has added "New Art 1965", an exhibit showing the works of 60 young, undiscovered artists and sculptors, both American and foreign, in some 14,000 square feet of interior and exterior space.

Velazquez's "The Hunter," valued at \$1.7 million dollars, is hung at the Spanish Pavilion as part of its priceless art display. Other new paintings include El Greco's "The Annunciation", and "The Men in Cloaks" and "Pottery Vendor" by Goya. Works by Picasso, Dali and Miro are again exhibited this season.

Such historic United States documents as original copies of 13 inaugural addresses (including those hand-written by George Washington, Abraham Lincoln and John Adams) and the signed original of the Bill of Rights are featured this season in the Federal Pavilion's new Hall of Presidents. The mementos and portraits in the presidential display were brought to the Fair from the Library of Congress, White House and the National Archives, as well as from various parts of the country. This is the first such comprehensive collection ever to be assembled in one place.

The revamped Pavilion of Venezuela features a spectacular 21-foot reproduction of the famous Angel Falls -- complete with jungle sounds and scenery. The Falls, which drop 3,212 feet from Devil Mountain in Venezuela, were discovered by an American aviator,

Jimmy Angel. The original falls is equal to two and a half Empire State Buildings and is fifteen times higher than Niagara Falls.

Completely remodeled and redecorated for 1965 is Bourbon Street, which features many restaurants, night spots and continuous live entertainment. Seven restaurants in Bourbon Street give the diner a wide range of food, including German, French, Italian, Hungarian, Chinese, American and others.

In addition to the fun atmosphere, the new Bourbon Street Pavilion, which consists of 28 exhibits, has demonstrations by glass blowers, who make and sell objects requested by Fairgoers, a gallery of contemporary art and sculpture that sells items from \$250 to \$1000 and an elaborate antique display at its Louisiana State House.

At the Bell System, children talk to their favorite Walt Disney characters on the "Kiddie Telephone". Other popular new exhibits include a map showing the path of Telstar and a telephone museum showing various models of the telephone as it appeared over the years.

An unusual live animal exhibit on the ground floor of the Better Living Center, known as "Animal Kingdom" shows diverse animals living at peace with each other and mankind in man's environment. Sponsored by the Humane Society of the United States, "Animal Kingdom" includes a llama, kangaroo, deer, dogs and cats, doves and macaws. No cages are used in this "Peaceable Kingdom". Instead glass walls will contain the animals within the exhibit and afford visitors complete visibility.

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Animated figures, "Ben Franklin" and "Reddy Kilowatt", again star in a new 15-minute musical at the Tower of Light exhibit. This year, visitors are seated on a revolving ring to view a completely new show, called "Holiday with Light".

At the Chrysler Corporation exhibit, a new musical marionette show features last season's star "Carby Carburetor", whose popularity with small fry was well established.

Over at the Ford Pavilion, 10 model kitchens have been added to display Philco products and the Ladies Home Journal magazine staff has designed a "Dream Kitchen" to tease the imagination of visiting homemakers.

Avis has added a Rent-A-Car Ride in the Pan American Highway Garden, International Area. This new car ride features scale models of 1965 convertibles, and operates in much the same manner as the Avis Antique Rent-A-Car Ride in the Transportation Area.

The Vatican, which proved one of the greatest attractions of the Fair with millions crowding to see Michelangelo's famous "Pieta", displays Pope Paul VI's three-tiered conical jeweled crown given to Cardinal Spellman last year as a gesture of gratitude to Americans for their generous aid to the destitute overseas. The 40-inch high statue of St. John, attributed to Michelangelo, and the Gutenberg Bible are displayed at the pavilion this season.

Several other pavilions, that were completed near the end of the 1964 season, will be considered as new exhibits for many Fairgoers. One of these is the Hall of Science, a permanent structure which will remain as a City-owned Science Center after the Fair

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closes. A highlight of the Hall of Science is the Martin Company's "Rendezvous in Space" exhibit which combines a cinemascope color film with full-scale models of space vehicles to dramatize the docking-in-space maneuver. Atomsville, U.S.A., is a pint-sized atomic city, in which youngsters can activate two dozen simulated nuclear experiments.

Another late starter was the beautiful Belgian Village which is bound to be one of the most popular fun places at the Fair this season. An authentic Belgian complex of more than 100 buildings, it offers Fairgoers continental atmosphere from 9 A.M. to 2 A.M.

It includes an authentic replica of Antwerp's 500-year-old Gothic Cathedral and the City Hall of Dame. Other delightful features are cobblestone streets, tiny shops, a quiet canal and the Belgian Rathskeller for buffet luncheons and dinner. In addition to exhibits of outstanding art and jewelry, one can just browse around and spend time enjoying Bel-Gem Waffles, sampling a little wine or any of the fine food available in the twenty restaurants, where the price range is from 75 cents to \$6.50.

For a \$1 admission charge, visitors can spend the entire day at the Belgian Village.

In the Village's amusement area there is a 99-year-old carousel, imported from Belgium, and believed to be the only steam-driven one in America. The ride costs 25 cents. Again, the famous Gilles dancers add their festive color to the atmosphere as they march, dance and parade throughout the picturesque Village.

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Later in the 1965 season, a 2500-pound bronze replica of the Liberty Bell, which stands at Independence Hall, Philadelphia, will be installed at the Court of the Universe. It will remain there during the rest of the season.

Other new highlights include New York State's exhibit "The City, Places and People" which replaced last year's display "The River: Places and People". New Jersey has completely revamped its exhibit to stress "People, Purpose and Progress" through the use of animated displays.

Continental Insurance Company has enlarged its presentation to include Revolutionary War arms and Scott Paper Company has added animal figures to its "Enchanted Forest".

And there are countless more.

Free entertainment and special events highlight the 9 A.M. to 2 A.M. Fair schedule. Outstanding school bands and choral groups from all over the United States perform at the Tiparillo Band Pavilion. Continuous entertainment also is provided in the Pavilions of New York State, the United States and many others.

Guy Lombardo plays for dancing every night except Monday in the Tiparillo Band Pavilion. Paul Lavelle and his World's Fair Cities Service Band of America tours the Fairgrounds serenading visitors from a specially arranged glider bandstand. Free concerts are given at the Port Authority and other band shells at the Fair.

Nightly at 9 P.M., there is the spectacular fireworks and fountain displays with music and familiar tunes at the Fountain of the Planets in the Industrial Area's Pool of Industry. At the

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Singer Bowl there will be amateur music contests, folk festivals, jazz concerts and other attractions throughout the season, all free to Fairgoers.

In the words of Fair President Robert Moses, "This is not a spectacular to be enjoyed in a day, but a global summer university to be studied and savored, pavilion by pavilion. Don't let slip by this last opportunity to see it in 1965."

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FAIR'S SECOND AND FINAL SEASON CLOSES OCTOBER 17th.