

UNISPHERE

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United States Steel

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE- AREA CODE 212-WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES
PRESIDENT

NEWS:

March 4, 1965

REFER INQUIRIES TO:

Frank Elkins - WF 4-6508

FOR RELEASE FRIDAY, MARCH 5, 1965

NEW YORK WORLD'S FAIR, Mar. 5 -- The new and exciting 26 1/2-minute technicolor film, "TO THE FAIR", which portrays the fun and excitement of the New York World's Fair, will receive nation-wide exposure through theatrical bookings before the opening of the 1965 Fair season, Wednesday, April 21, Robert Moses, president of the Fair Corporation, announced today.

The film will appear in twenty-five Loew's Theatres in the New York City-New Jersey area. It is currently playing at the Capitol on Broadway, Metropolitan, Valencia, Paradise, New Rochelle, White Plains, Orpheum, Kings, Oriental, Triboro and other theatres.

"TO THE FAIR" also will be shown in twenty-three out-of-town Loew's Theatres, in such key cities as Atlanta, Boston, Buffalo, Cleveland, Columbus, Evansville, Houston, Miami, Indianapolis, Memphis, New Haven, New Orleans, St. Louis, Syracuse, Providence, Washington and Wilmington.

Eleven Century Theatres in Brooklyn and Long Island, eight Associated Playhouses on Long Island, and seven in the Paramount Theatre Circuit of Pennsylvania also have scheduled the delightful Fair entertainment film.

Theatrical bookings are handled by Cain Productions, Inc., 1501 Broadway, N.Y.C. In addition, four hundred 16mm prints are available for non-theatrical distribution to schools, churches, community organizations and other institutional groups through Association Films, Inc., Broad and Elm Streets, Ridgefield, N. J.

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FROM: Wm. J. Donoghue Corporation
10 Columbus Circle, N.Y.C.

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"TO THE FAIR" was produced by Francis Thompson, whose Johnson's Wax film, "TO BE ALIVE", played before capacity crowds during the 1964 Fair and received a special award from the New York Film Critics. Emphasizing the fun of fairgoing, the film has tremendous appeal and should be an important factor in attracting a great number of visitors to the 1965 World's Fair, says Fair president Moses.

Association Films, Inc., with six distribution branch offices, located in Ridgefield, N. J.; La Grange, Ill.; Dallas, Tex.; Oakmont, Pa.; Hayward, Calif.; and Toronto, Ontario, also has two hundred 16mm prints for television distribution in the United States and Canada. More than 100 prints also have been purchased by Fair exhibitors and transportation companies for extensive promotional efforts.

Besides the World's Fair film, "TO THE FAIR", an additional forty films about the Fair, produced by Fair and non-Fair exhibitors (transportation firms), are also in circulation.

The Fair's film is expected to be seen by approximately 25 to 30 million people, and it is estimated it will be shown 30,000 times in schools, churches, fraternities, conventions and civic and business organization meetings.

Following are the theatrical bookings thus far of "TO THE FAIR" and the dates the film will be shown:

BOOKINGS IN LOEW'S THEATRES

New York City - New Jersey Area	March 3-10, 1965
Capitol, Broadway	"
Metropolitan, Brooklyn	"
Valencia, Jamaica	"
Paradise, Bronx	"
New Rochelle, New Rochelle	"
White Plains, White Plains	"
Orpheum, New York City	"
Kings, Brooklyn	"
Oriental, Brooklyn	"
Triboro, Astoria	"
Alpine, Brooklyn	March 10-16, 1965

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BOOKINGS IN LOEW'S THEATRES (cont'd)

New York City - New Jersey Area	March 17-23, 1965
175th Street, New York City	"
Sheridan, New York City	"
Delancy, New York City	"
46th Street, Brooklyn	"
Victoria, New York City	"
Gates, Brooklyn	"
American, Bronx	"
National, Bronx	"
Spooner, Bronx	"
Jersey City, Jersey City, N.J.	"
Newark, Newark, N.J.	"
Route 35 Drive In, Keyport, N.J.	"
83rd Street, New York City	March 24-30, 1965
Embassy, North Bergen, N.J.	April 14-20, 1965

OUT OF TOWN

Atlanta	Loew's Atlanta	March 4-10, 1965
Boston	Orpheus	March 10-16, 1965
Buffalo	Loew's Buffalo	March 10-16, 1965
Cleveland	State	March 10-16, 1965
Columbus	Loew's Ohio	March 11-17, 1965
Dayton, Ohio	Loew's Dayton	March 17-23, 1965
Evansville, Indiana	Victory Theatre	March 11-17, 1965
Houston, Texas	Loew's State	March 5-11, 1965
Indianapolis	Loew's Indianapolis	March 3-9, 1965
Miami	170th Street Theatre	March 4-10, 1965
Memphis	Palace Theatre	March 11-17, 1965
Nashville	Vendome	March 5-11, 1965
New Haven	Loew's Theatre	Feb. 24 - Mar. 3, 1965
New Orleans	State Theatre	March 5-11, 1965
Norfolk, Virginia	State Theatre	March 12-18, 1965
Providence	Loew's Theatre	March 10-16, 1965
Richmond, Va.	Loew's Richmond	March 10-16, 1965
St. Louis	State Theatre	Feb. 24 - Mar. 2, 1965
South Miami	Riviera Theatre	March 4-10, 1965
Syracuse	Loew's Syracuse	March 11-17, 1965
Washington	Palace	March 10-16, 1965
Waterbury, Conn.	Poli Theatre	March 12-18, 1965
Wilmington	Loew's Wilmington	March 11-17, 1965

BOOKINGS IN CENTURY THEATRES

New York City Area	March 3-16, 1965
Greenacres, Valley Stream, L.I.	"
Grove, Freeport, L.I.	"
Kingsway, Brooklyn	"
Plainview, Plainview, L.I.	"
Prospect, Flushing, L.I.	"
Huntington, Huntington, L.I.	"
Bliss, Franklin Square, L.I.	March 17-30, 1965
Glen Oaks, Glen Oaks, L.I.	"
Mayfair, Brooklyn	"
Nostrand, Brooklyn	"
Morton's Village, Plainview	"

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ASSOCIATED PLAYHOUSES

North Massapequa, Massapequa, L.I.	March 3-9, 1965
Kings Park, Kings Park, L.I.	March 3-9, 1965
Ronkonkoma, Ronkonkoma	March 3-9, 1965
Lakefield, East Northport	March 3-9, 1965
Mayfair, Commack	March 10-16, 1965
Hauppauge, Hauppauge	March 10-16, 1965
Deer Park, Deer Park	March 17-23, 1965
#3 Village, East Setauket	March 10-16, 1965

Paramount Theatre Circuit

(dates to be selected all in March)

Strand or Center, Scranton
 Paramount, Wilkes Barre
 American, Pittstown
 Capitol, Pottsville
 Strand, Sunbury
 Carlisle, Carlisle
 State, Williamsport

Penn, Titusville (Stanley Warner) March 24-27, 1965

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