

Hodges Takes Over Kaye's Role in Needle Jollity

Comedian Plays It Straight

If happiness can be measured by so prosaic a rule as the linear foot, many luncheon guests in the Eye of the Needle soared to 1,000 feet or more, even though the Space Needle's tip is only a little above 600 feet.

High flyers included Luther H. Hodges, secretary of commerce, who observed flippantly (for him) that for opening day of the Seattle World's Fair he would provide any necessary bon mot and Danny Kaye could provide the straight lines.

It was a switch which even the comedian enjoyed, for he confined his wisecracks to the silent kind — pantomime—and made faces as he pushed elevator buttons in the Space Needle.



LESTER SMITH, left, WITH DANNY KAYE IN PANTOMIME
The film-and-television star clowning in the Space Needle

Hodges punned. "Mr. Kaye can discuss the common market."

Herbert Kotz felt in a jovial mood, too. "This is really pie in the sky," said Kotz, a member of Hodges' staff.

Mrs. Martha Hodges, the secretary's wife, and Mrs. Donald M. Bernard, Jr., of Anacortes, their daughter, smiled the understanding smiles of women while men are bantering.

John White, restaurant manager, spent so much time moving around the huge glassed circle that

the Needle, turning slowly and spreading a sunlit Seattle for a variety of guests of honor, including Governor Rosellini and his wife, Lieutenant Governor Cherberg and his wife, ambassadors, Senators Henry M. Jackson and Warren G. Magnuson and Congressmen Thor C. Tollefson, Thomas M. Pelly, Don Magnuson and Mrs. Catherine May.

John White, restaurant manager, spent so much time moving around the huge glassed circle that

guests occasionally asked whether he was moving clockwise or counter-clockwise with the circular movement of the Needle's Eye.

Far below, rides looked like the toys of midgets: people seemed infinitesimal, the scattered colors of roofs shaped liked inside-out umbrellas and Oriental pagodas made an exotic mosaic of buildings, fountains, statues, exhibits, passenger vehicles, eating palaces and the feasts of foreign lands.



From left, GOVERNOR ROSELLINI, SENATOR WARREN G. MAGNUSON, MRS. GERMAINE PERRALTA, MRS. HENRY M. JACKSON, SENATOR JACKSON and MRS. ROSELLINI
Luncheon joys in the Eye of the Needle on opening day

WITH A GOOD segment of the Pacific Northwest spread before him, Hodges beamed as he chewed happily on sauteed medallions of beef drenched in mushroom sauce.

Ewen C. Dingwall, general director of the fair, paused to ask the secretary how he managed to absorb both the scenery and the delicious repast.

"I chew toward the view," Hodges replied promptly.

Another luncheon companion asked the secretary if he didn't think Kaye would be outdone by such a line.

"IT'S ONLY FAIR,"

WHILE DIALOG went 'round, so did the Eye of

SECOND SECTION

The Seattle Sunday Times

LOCAL NEWS

SUNDAY, APRIL 22, 1962.

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COMPLIMENTS:

450 Writers Send Out News of Fair to World

By DICK MOODY

Some 450 newsmen and women from all over the world covered the opening of the Seattle World's Fair yesterday.

Their reactions, with but few exceptions, were highly favorable.

They filed thousands of words of copy with Western Union or telephoned their articles to their newspapers from the fair.

THE NEW YORK newspapers, looking toward their own world's fair in 1964, each had three or four reporters on the grounds.

Robert C. Mooers, correspondent for The Haverhill (Mass.) Journal, advised his readers, "Don't pass up Seattle for the closer New York fair. Each will have its own unique offerings."

Mikel Lopoukhin, correspondent for the Moscow Economic Gazette, expressed regret that Russia was not more heavily represented in the exhibits in the Federal Science Pavilion.

"A picture of Glenn, yes; a picture of Gregarin, no," Lopoukhin said.

Col. John Glenn was the first American astronaut to orbit the earth. Yuri Gagarin, as the first Russian to orbit the earth, had preceded Glenn in the feat.

"There was no mention here of Alexander Popov, the inventor of radio," Lopoukhin continued.

Western nations credit the Italian, Marconi, with the invention of radio.

LOPOUKHIN PRAISED the summarizing narration in "The World of Tomorrow" exhibit in The Coliseum.

"I can't repeat it exactly," the Russian added, "but it said that it is most essential to secure the future by getting peace today. That is most important."

Western Union, which handled the bulk of the reporters' articles, estimated that its week-end total would be 100,000 words.

Excerpts from other news articles follow:

Joe Brooks, San Diego Union—"The fair, billed as a scientific springboard to Century 21, offers just about everything you can name in the field of entertainment, including an enthralling once-over-lightly of what the world will be like not many years hence and how scientists go about making it that way."

Donald Stainsby, London (England) Observer—"Seattle certainly had its place in the sun today."

Ray Oviatt, Toledo Blade

"The cacophony (of the opening), accompanied by fireworks which spewed flags and confetti over the stands and clusters of balloons sent aloft into the suddenly blue skies, also seemed to produce a throng in a holiday mood. The fair had the final important ingredient it needed—people."

Karin W. Pearson, Tidningarnas Telegrambyra, Stockholm, Sweden—"It is terrific. I am glad to say that Sweden was particularly honored by being the only foreign nation to participate in the opening. We thought the old Vasa cannon might crack, but, to our enjoyment and excitement, it performed beautifully."

Mort Cathro, Oakland Tribune—"The Space Needle is the overwhelming feature of the fair. It is a shame more people will not be able to get up there because of its limited capacity. It is a lovely thing to look at. It is America's answer to the Eiffel Tower."

Correspondents were registered at press headquarters from such foreign nations as Denmark, Sweden, West Germany, India, Japan, Norway, England and Canada, Gary Boyker, public relations coordinator, said.

Text of President's Speech Opening Fair

Following is the complete text of the remarks by President Kennedy to mark the opening of the Seattle World's Fair yesterday:

I am honored to open the Seattle World's Fair today. What we show was achieved with great effort in the fields of science, technology and industry.

These accomplishments are a bridge to carry us completely toward the 21st Century. Many nations have sent exhibits and will send their people. We welcome them. This exemplifies the spirit of peace and cooperation with which we approach the decades ahead.

THIS MANNER of opening the fair is in keeping with the exposition's Space Age Theme. Literally, we are reaching out to space on the new ocean to a star which we have never seen, to intercept sound, in the form of radio waves, already 10,000 years old, to start the fair.

The sound emanates from Cassiopeia in the northern sky. Astronomers see only a faint, filmy cloud where the entire constellation is located.

How different did our globe look 10,000 years ago when that sound started on its long voyage. We hope that the light which starts from that star today, 10,000 years later arrives here, will see a happy and a peaceful world.

I am confident that this sound from outer space is utilized to open the fair, the fair in turn will open the doors to further scientific gains by letting all see what has been accomplished today.

BEFORE ME is a telegraphic key that is of special significance. It has been used by seven Presidents to open great expositions such as the Alaska-Yukon-Pacific Exposition in Seattle in 1909—the Panama Canal and many others.

It was presented to me by your senior senator, Warren G. Magnuson, at the White House last Wednesday. By closing this key, may we open not only a great world's fair, but may we open an era of peace and understanding among all mankind.

Let the fair begin! (The final sentence was uttered as the President pressed the golden key.)

IT WORKED:

Kennedy Joshes At Uneasy Official On Starting Signal

PALM BEACH, Fla., April 21.—(A.P.)—President Kennedy sat at a table in Palm Beach, picked up a blue telephone, made a speech, pressed an elaborately designed gold telegraph key to establish contact with a radio signal speeding through space and thereby opened the Seattle World's Fair today.

The Space Age ceremony, linking two opposite corners of the country, took place in the loggia—partly enclosed wing of the patio—on the beachfront estate where the Kennedys are spending Easter vacation.

IT MARKED the first public performance of the communications satellite station at Andover, Maine. And it worked, to the vast relief of the telephone company representative, Robert Bright, who helped stage the stunt.

Standing by Mr. Kennedy, Bright stayed in telephone contact with a colleague in Seattle. Informed that the signal had been picked up and set off all sorts of motion at the fairgrounds, Bright sighed and announced: "It opened!"

The President grinned and joshingly remarked, "You didn't think it was opening, huh?"

Mrs. Kennedy wore pale-

blue slacks and a sleeveless blouse, and the First Family's guests for lunch were attired in gay sports outfits but Mr. Kennedy changed to formal blue pinstripe for the occasion.

Working on split-second timing, the President began talking into the telephone at 2:57 p. m. It was three hours earlier in Seattle.

Mr. Kennedy's words were beamed to thousands at the fair but trouble in the loud-speaker system kept the crowd from hearing most of his message keyed to the theme of "Peace and cooperation with which we approach the decades ahead."

As he pressed the gold button, Mr. Kennedy said: "By closing this key may we open not only a great world's fair, may we open an era of peace and understanding among all mankind. Let the fair begin!"

What he had done by closing the key was to focus an antenna at Andover and a Navy radio telescope station at Maryland Point, Md., on a star called Cassiopeia A in the northern sky. They in turn picked up a radio signal turned loose by Cassiopeia A's energy 10,000 years ago.

THE SOUND was transmitted by microwave radio and cable to Seattle, where

it started ringing carillon bells, roasting a restaurant on its turntable in the fair's landmark tower and gushing a geyser.

It all happened, from loggia to fair grounds via space, in 20 seconds.

The telegraph key on a slab of Alaska marble encrusted with gold nuggets has now been used by seven Presidents. William Howard Taft pressed it in 1909 to open the Alaska-Yukon-Pacific Exposition, also in Seattle.

After taking his turn, Mr. Kennedy congratulated Bright and Col. George McNally, chief White House Signal Corps officer. McNally's eagles were pinned on only two days ago. Shaking hands, the President noted, "You're a full colonel now."

Ban on Export Of Painting Hit

MADRID, April 21.—(U.P. I.)—The Rev. Constancio de Aldea Seca, secretary-general of the Franciscan order, said today he would appeal if the government bans the export of a Rubens portrait valued at \$500,000. The Roman Catholic order wants to auction the portrait abroad to build two new churches.

'Jewel of an Exposition,' New York Observer Calls Fair

(How does the Seattle World's Fair strike an out-of-town visitor? This is what Robert Bird, a roving reporter for The New York Herald Tribune, yesterday told his readers in New York and in other cities where The Herald Tribune News Service is used.)

By ROBERT S. BIRD
New York Herald Tribune News Service

The Seattle World's Fair officially was opened at noon today, and a thrill it was for everybody. A radio signal sent out on an historic gold telegraph key by President Kennedy in Palm Beach, Fla., was received on the fairgrounds here at the tick of noon.

That served to project the Century 21 Exposition on a flying start into the future which furnishes its theme—"Man in the Space Age."

It touched off a noisy and colorful celebration at the fair, with flag-raising and music and speeches. And all Seattle breathed a proud sigh of relief. For the city had seen a civic idea grow into a dream and then become a great effort in which all shared, and now there was a rewarding reaction.

The consensus of some 1,100 press and other communications-media people who have been previewing the exposition is glowing praise.

Now the city and its people, who seem the most unabashedly friendly folk to be found anywhere, are settling back to welcome the millions who will be coming here through the next months until October 21, 1962 days away.

IT IS A JEWEL OF AN EXPOSITION. It is small but exquisite—rich in adventures for everybody. A delight to the eye, arresting to the ear, inspiring to the mind. For those with an interest in the Space Age, the fair offers rare marvels of exhibits. And it abounds in profound insights on things in space which have been bewildering many people.

The federal government's science and space exhibits, which dominate all else, are simply overwhelming. For young people who are science-minded, this could provide a fundamental experience. But the general effect of the whole fair was, to this reporter, an adventure in new hope and new solutions for harassed mankind.

Still it would be wrong to give the impression that these 74 acres are principally concerned with science. For there is tinsel galore on the Gayway and glamour and plenty of square inches of curvaceous nude flesh and wonderful music, from the finest classical to the exotic foreign.

There also are all kinds of adventures in eating. The food building itself has some 65 different eating places, and there are all kinds of international restaurants, to say nothing of that wondrous restaurant 500 feet high on the Space Needle, which serves as the architectural theme of the fair.

YOU STEP INTO A GLASS ELEVATOR and whiz up the outside of the graceful steel structure almost as if you were experiencing a velvety blastoff into the space above Seattle. Then you enter a quiet, subdued, paneled restaurant that looks as if it were situated in a fine club on some sedate street below.

You seat yourself beside the window and drink in the incomparable panorama of this Northwestern setting of water, mountains, tall conifer trees and grand cloud effects. And you notice that you are moving. The whole restaurant is slowly revolving, and in the space of an hour you have boxed the compass between your opening course of Olympia oysters and your mountain-blackberry-parfait desert.

The genius of this exposition is that so much is packed in so little space. The federal government's science exhibits alone would require 40 hours of viewing to take in everything among these seemingly endless things to see.

One thing that is different about the Seattle World's Fair is that the big, showy, monumental-type exhibition halls and the spacious, landscaped grounds and plazas that go with them are absent here. This is a World's Fair situated at the edge of the downtown center of a metropolitan city, and so things are crowded and more intimate and, in their own way, more adventurous in the turning of every corner.

THE ONE THING THAT SUPREMELY DOMIN-

ATES the fair is the outthrusting theme of man in the Space Age. The industry exhibits and even the principal international exhibits—there are 59 countries represented here—have taken their cue from that same theme and harmonized their offerings in a way that justifies the statement of one official that "this is a thinking man's World's Fair."

This harmony of theme is especially successful in the big-industry exhibitions. Here are presented the newest developments in a particular industry then farther on in the exhibition of that industry the developments expected in the near future and finally the long-term outlook.

It astonishes one, for example, to enter the transportation exhibition and see that the railroads are thinking creatively and dramatically about the future, too. They have on exhibition models of passenger "capsules" that would go flying at 200 miles an hour through transport "tubes" to distant destinations. In the future you would sit in a kind of roomette, ready at all times to be shot through the tube, so you wouldn't have to wait for timetable departures.

Or, what about a train that slides on a film of air flowing over the track? There's a model of such a train, and you can move with your own hand the actual metal block that floats on the film of air.

THE MAIN FEDERAL EXHIBITION is shown in a complex of buildings, all architecturally dramatic and dominating. Here the framework of understanding of science is introduced by six motion-picture projects simultaneously showing in color different things on six different screens. One would think this would create chaos, but it has the opposite effect. It achieves a unifying effect.

The second federal-exhibition building continues the theme by introducing the visitor to the unreliability of man's senses as he exerts his curiosity and the development by him of tools for the measurement of nature.

By the time the visitor has proceeded this far he is enchanted, and he enters with great expectation the Spacearium, where are shown the vistas of space. Here he is taken on a visit to a neighboring galaxy

by projection of astral bodies on a planetariumlike dome. This is so convincing and thrilling that the previewing press parties broke out in spontaneous applause at the finish.

For youngsters from 8 to 11 or thereabouts, there is a whole Federal Science Hall of their own. Parents are discouraged from entering it with them. The scientists don't want the Dads and Moms to try to explain science to the children. This room is designed to let the youngsters learn science from first-hand experience—such as wrestling with a gyroscope, or playing, actually, on an atomic pinball machine. Or learning the laws of probability from games.

The National Aeronautics and Space Administration exhibition gives a gripping picture of the Space Age as it exists in the experience of science up to this time. Everything from the animated chart of the actual pulse and respiration rate of an astronaut in space to models of virtually all the devices that have gone into orbit are shown here.

FOR THE WOMEN OF THE FAMILY the fair offers endless enjoyments in everything from home interiors and futuristic kitchens to fashion shows and all the wonderful varieties of products from foreign countries. There are scores of "grab booths" scattered through the fairgrounds with gifts of every description, and the home-economic exhibits and the food displays are other outstanding attractions for the womenfolk.

Everywhere are uniformed staff people, mostly young persons with conspicuously outgoing friendliness and warmth of manner. Everybody here seems to want the visitor to have a wonderful time, and this is indeed an asset to this exposition.

And finally, you can ride the Monorail from the downtown heart of Seattle to the fairgrounds a mile and a quarter away. Here is an experience. The four-car trains glide on rubber tires over their single concrete "rail" noiselessly, effortlessly and swiftly. This is a thrill for any New Yorker, certainly, for here seems to be the suburban transit of the future.

Oh, well, it would take eight hours a day for three days to write even a bare outline of the wonders of this World's Fair, the first in 20 years in America.