

*Eye on New York* 

WCBS-TV, 485 Madison Avenue, New York 22

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"EYE ON NEW YORK" REVISITS THE WORLD FAIR JAN. 5

Purpose and accomplishment of New York's 1964-1965 World Fair are appraised on EYE ON NEW YORK in "Reflections on the Fair" Tuesday, Jan. 5 (7:30-8:00 PM) on Channel 2.

With Robert Trout, CBS News Correspondent, as narrator, WCBS-TV camera teams revisit Flushing Meadows during what the broadcast describes as "the neutral season" when the Fair is "half-over, half-remembered, half forgotten." The broadcast tours the temporarily shuttered exposition and also plays back scenes taken at the peak of the Fair's operations last summer.

In a critique of the effectiveness of the exhibits in attracting customers for their products and serving progress the broadcast examines pavilions from the viewpoints of design for the future and salesmanship.

Four of the more popular displays in the industrial sections -- General Motors' "Futurama," Ford's "Magic Skyway," the IBM pavilion and General Electric's "Progressland," are shown in action. They are compared with exhibitions at New York's first major exposition, the Crystal Palace, before the Civil War and with the World's Columbia Exposition in Chicago in 1893.

Robert Moses, President of the 1964-1965 New York World Fair, gives the philosophy behind the general design of this Fair and this view is contrasted with that of earlier expositions.

Gordon Hyatt is the writer-producer of "Reflections on the Fair." EYE ON NEW YORK is a presentation of WCBS-TV.