

WALTER'S INTERNATIONAL

# Wax Museum

DEDICATION AT THE NEW YORK WORLD'S FAIR 1964-1965

OCTOBER 1, 1963



Mr. Robert Moses, president of the New York World's Fair, speaking at dedication ceremonies for Walter's International Wax Museum. Ambassador Richard C. Patterson, Jr., Chief of Protocol, is at right.



**Cover:** Walter's International Wax Museum will contain more than thirty life-size tableaux based on famous paintings, mythology, religious and historic events, and motion picture and television personalities. The architect is Mr. John Harold Barry.



Excerpts from transcription of remarks made by officials of Walter's International Wax Museum and the Fair at dedication ceremonies at the New York World's Fair, October 1, 1963.

AMBASSADOR RICHARD C. PATTERSON, JR. [Chief of Protocol]: Mr. Walter, Mr. Moses, Mr. Constable and ladies and gentlemen. A world's fair serves many purposes, and one of them is to provide entertainment for its visitors — not the sort of entertainment suggested by some misguided people, but as Mr. Moses has so often said, a wholesome program, which will appeal to all people.

Walter's International Wax Museum fits this bill perfectly, and if what happened at the Seattle World's Fair is any indication, it could turn out to be one of the most popular exhibits at the Fair. The Wax Museum — Paris Spectacular at Seattle attracted over one million paying

guests. This turn-out more than justified the belief of Lou and Manny Walter that wax museums are a lost art in America.

Long and varied experience in many fields has made our first speaker the perfect choice for the post he holds. He is an architect, a landscape specialist, a dedicated public official, and a famous consultant to countless official and private agencies. I am privileged to present the vice president of Operations, Mr. Stuart Constable.

MR. STUART CONSTABLE: Thank you. We're delighted to welcome the Walter's Wax Museum people here at this ceremony. We are sure that their show will be as great a success as was the one in Seattle. We'll be seeing you people from now through the operating period of the Fair. There's just one thing I want to say: I do not believe that the characters in your production are likely to give our police very much trouble.

And now it gives me a great deal of pleasure to introduce the man with whom I have been associated for thirty years, Mr. Robert Moses, president of the World's Fair.

MR. ROBERT MOSES: I like these shows. My mind goes back to earlier days in New York — when my family moved here from New Haven. One of the things that I was introduced to was the Eden Musée down on 23rd Street. My brother and I, and chums of ours, used to go down there very often — we loved the wax figures;

they were very good. And there were some very gruesome ones that we liked, too — one was a fellow in India, being put to death by having an elephant step on his head. A delightful scene. And they had a character there called "Ajeeb"; he was a chess and checker player from the Near or Far East. He had wires inside of him and he was terrific. He could beat practically anybody in chess or checkers, and if you tried any funny stuff, he'd sweep all the pieces off the checker board. And actually, of course, there couldn't have been anyone inside this thing — it was all wired. We were always trying to figure out where Ajeeb really was, and how he made this thing work.

We found out one day — we went down there and stood on a brownstone stoop across the way, next to the Putnam Publishing House, and we found that Ajeeb was up in the ceiling, working this thing with wires. And when he saw these two fresh kids across the way watching, he pulled down the shades, but by that time we knew where Ajeeb was.

I don't know whether or not you're going to have an Ajeeb. I like all these characters here very much, I think they're terrific.

Anybody who wanders into one of these places at night is going to have a terrific experience. I think this museum is one of the most entertaining things and I'm delighted that we have it here. I'm an *afficionado* — if that's the

word — of these wax works. I think this will be a great thing, and I think Fair visitors are going to enjoy it immensely.

Now, I have a couple of medallions that I want to present to Mr. Lou Walter — one for him and one for his brother. The medallion has the Unisphere® on one side and the coat of arms of the City of New York on the other. The reason for the coat of arms is that 1964 will be the 300th anniversary of the City. Will you keep this among your wax works and look at it occasionally, Mr. Walter?

AMBASSADOR PATTERSON: Ladies and gentlemen, earlier I referred to the success of Lou and Manny's Wax Museum — Paris Spectacular at the Seattle Fair. It all began in the late 1950s when these two prominent California businessmen toured the wax museums of Europe. They decided this was a lost craft in America, and they would do something about it. We are grateful that they did, and that the millions of Fair visitors will see a sample of this fabulous art. I have the privilege of introducing Mr. Lou Walter.

MR LOU WALTER: Thank you. Mr. Moses and officials of the Fair. Before we came into this room we were taken into the briefing room and one becomes spellbound. It's such a magnificent feat — the World's Fair of 1964-1965. We are blessed to be born in the days when we can





Mr. Lou Walter, of Walter's International Wax Museum, receiving official Fair medallion from Mr. Robert Moses.



Discussing the wax figures are Mr. Stuart Constable, vice president in charge of Operations at the Fair, Mr. Lou Walter, and Mr. Robert Moses.

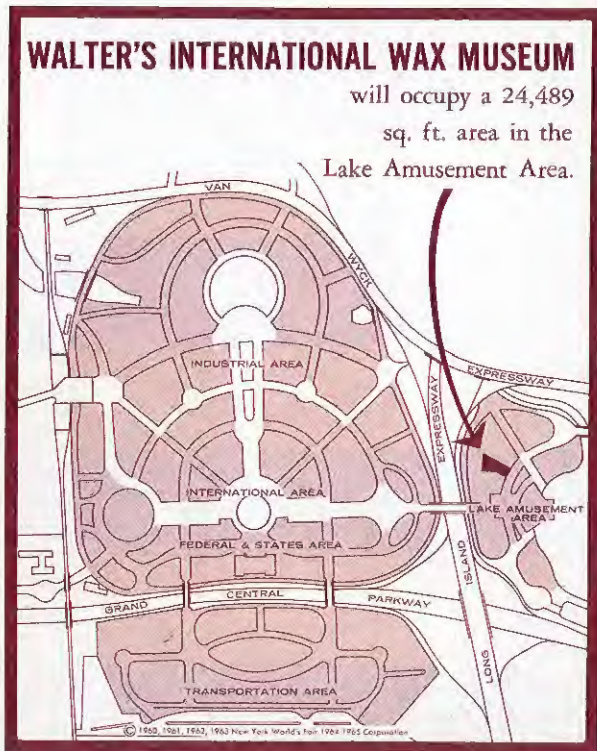
have the type of architectural and structural designs within our grasp today. And we are very happy to be part of this magnificent undertaking. I am sure we will do our best to make this — our show — a success and keep it in a dignified and elegant manner. We will have a medium of entertainment that will reach all the masses — the young and the old.

Our building is under construction now, and it will be up in time. I would like to say we were the first exhibit in the entertainment field in Seattle to be up in time. So we're going to meet our schedule here, also. We feel that we have the experience behind us and we will go forward and will be a big asset.

I'd like to say one more thing, if I may. I failed to introduce my wife, who has been a mainstay in our undertaking: Mrs. Lou Walter.

AMBASSADOR PATTERSON: Thank you, Mr. Walter. Here is a telegram, just handed to me, from Mr. Lou Walter's brother:

"Walter's International Wax Museum, care of the World's Fair Board Room: Dear Lou: We have gone through many hard and trying days together. My wishes, I am sure, are as yours — that this day will be memorable and successful and coupled with the happiness and health that we have had in our many years of association. Love to you. Signed, brother Manny."





## WALTER'S INTERNATIONAL WAX MUSEUM

LOU WALTER

MANNY WALTER

JOHN HAROLD BARRY, A.I.A., *Architect*

## NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

Flushing, N. Y. 11380

Tel. 212-WF 4-1964

ROBERT MOSES, *President*

THOMAS J. DEEGAN, JR., *Chairman of the Executive Committee*

WILLIAM E. POTTER, *Executive Vice President*

CHARLES POLETTI, *Vice President, International Affairs and Exhibits*

STUART CONSTABLE, *Vice President, Operations*

WILLIAM BERNS, *Vice President, Communications and Public Relations*

ERWIN WITT, *Comptroller*

MARTIN STONE, *Director of Industrial Section*

GUY F. TOZZOLI, *(Port of New York Authority) Transportation Section*

ERNESTINE R. HAIG, *Secretary of the Corporation and Assistant to the President*

WILLIAM WHIPPLE, JR., *Chief Engineer*



Unisphere® presented by  United States Steel  
© 1961 New York World's Fair 1964-1965 Corporation