

# Beneath Glitter, Gaiety, Brussels Fair Develops As Cold War Battle Site

By ROBERT S. MUSEL  
 United Press International  
 BRUSSELS (UPI)—Beneath the glitter and the gaiety, the fair-land pavilion and the rainbow lights, the Brussels World's Fair has developed into a major battleground of the cold war.

On both sides of the Iron Curtain experts are trying to assess who is ahead at this point of the six-months struggle, in which the United States and Russia are in direct and open competition for one of the few times since the end of the wartime partnership.

This is the summer week, the half-way mark in the fair which opened April 17. Gross admissions have passed 17,000,000 with the holiday half of the fair yet to come. So the final total in October may be near 40,000,000.

Both nations have recognized in this multitude a unique chance to promote good will and public relations on a mammoth scale. The question they have been asking themselves this week is: How well have we seized it?

With characteristic lack of guile the United States is conducting its summing up mostly in public. Congressmen have attacked the American exhibit as incomplete, misleading or inept. American tourists have complained so often there is a very saying around the American pavilion. Scratch a taxpayer and you'll find a critic.

President Eisenhower asked George V. Allen of the U.S. Information Agency to fly over for a look. He liked most of what he saw. Former President Hoover, who used to deal with fairs as a federal officer, came over and said the U.S. display was "magnificent."

Defenders and detractors made such a hullabaloo they missed the cries of anguish from the Soviet Pavilion where Russia, too, was conducting a midway clinic.

A few days ago a glum member of the Soviet staff complained privately. "You can't satisfy everybody." It might have been coincidence that a few hours earlier Deputy Premier Anastas Mikoyan had departed for the Kremlin after some reportedly harsh criticism of the Sputnik exhibit.

This proud centerpiece of the Soviet building—a real Sputnik which was to have gone up if the first failed to orbit, and a full scale model of Sputnik Two—is displayed completely without imagination.

Furthermore Russian tourists seem to be just as critical—though not aggressively so—as American tourists.

The Russian building is a glass and steel rectangle the size of an armory. American architect Edward A. Stone fashioned for the U.S. a beautiful circular building, and there is not the slightest doubt that architecturally the American Pavilion overwhelms the Russian building. Even Russian technicians have been heard admitting this many times.

But the exhibits are more important propaganda than the buildings. Russia has poured 50 million dollars into hammering home the following message instantly and bluntly to whoever crosses its threshold:

Forty-five years ago Russia was a land of wooden plows—today it pioneers the space. All over the vast hall the theme of the great advance is repeated—1913 against 1958—in housing, in education, in industry and the arts.

But Brussels is the soft sell, and the one million season ticket holders and the multitude of others who come more than once seem

to find the American Pavilion more rewarding than the Russian. It has three of the biggest crowd pullers at the fair—an hourly display of inexpensive fashions by beautiful models, "Cinerama," a circular screen color film of a trip across the United States, and American voting machines.

The American Pavilion is the only one open after 7 p.m.—till 11 p.m. It is the only one with free washrooms—and don't think there isn't propaganda value in that! It has the most guides—200 young men and women from every state in the union, all linguists. Visitors enjoy talking with them—whereas it is difficult to find anyone to explain something in the Russian Pavilion.

Since the fair opened, United Press International correspondents have spoken to hundreds of tourists from many lands about the Russian-U.S. rivalry. From these talks it appears that women nearly always prefer the American Pavilion to the Russian. Farmers, laborers and technicians are more impressed with the Soviet display. White collar workers, students and professional men prefer the American layout.

It is difficult to find unbiased visitors since even many Swedes and Swiss have East or West sympathies. But one neutral, Andre Bergerer, press attache of the Swiss exhibit, said:

"I don't understand the criticism of the American Pavilion. It's the most beautiful of them all. The American and the Russian pavilions are drawing two and

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### Yreka Veto School Bonds

YREKA—Only 521 voters cast ballots out of the 3,200 voters registered in the Yreka Elementary School District at the special school election held on Tuesday, thus defeating the proposals to issue bonds in the amount of \$113,000, and to accept a state allocation of \$295,000 for the construction of a senior elementary school.

The first issue on the local bonds was defeated by a vote of 272 to 249; and the second proposal was defeated by a vote of 266 to 250.

The board of trustees held a meeting at the time the votes were being counted, and headed by George Wacker, the group discussed what means should be followed to present the need of a senior elementary school.

Supt. Robert Reynolds stated that in the opinion of the board, a series of public meetings would be necessary to show that added facilities were needed, and what course should be adopted next.

An issue against the proposed new school was the possibility of using the Yreka High School, which is to be abandoned this fall for the new school. According to Roberts, the high school would not meet the architectural standards as set by the state, and the large gymnasium would decrease the square footage of class room space that the district would be entitled to for state aid.

Reynolds also stated that when the board decides what action it will take when the problem of a growing school population will bring about overcrowding of the present facilities, the already offered state allocation could still be applied to the construction of a new school.

**TROOPS TO CYPRUS**  
 NICOSIA, Cyprus (AP)—British flew more troops into Cyprus Saturday to replace the forces sent to Jordan.

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