

The Fair That Business Built

By David R. Francis

Business and Financial Correspondent of
The Christian Science Monitor

New York

The support of business has been crucial to the New York World's Fair.

It is business that has built the biggest and most expensive pavilions at the fair.

Although General Motors has never announced the cost of its Futurama, it is said to be the most expensive exhibit. Outsiders estimate its value at \$40,000,000 to \$50,000,000.

It is business that cooperated heartily in the advance sales of tickets. As a result, the estimate three years ago that the fair would require \$40,000,000 in preopening financing was reduced to \$6,000,000.

Spectacular Shows

It is business that will offer the World's Fair visitor some of the most spectacular free shows.

And it is the transportation business that is spending freely to get people to come to the fair. It stands to gain from the increased travel.

In fact, each business participant, by publicizing its activities at the fair, is plugging the fair itself.

Again, it was United States Steel that donated the symbol of the fair, the Unisphere.

Since the New York show never received the approval of the international organization regulating world's fairs, business support was essential to the success of the fair.

Governments Refused

Many national governments refused to participate because of this international frown on the fair—Britain and the Soviet Union, for instance.

Although the fair authorities say some 80 nations are represented in 37 pavilions, many of these national exhibits are sponsored by private business of these countries. Among others, this is true of the Swedish, Danish, and French pavilions.

What does business hope to gain from such vast expenditures?

Corporations hope to improve their "image." They are displaying their best side.

Audience Potential

Businessmen have the chance to become showmen, to show off their present products, their future products, their contribution to society.

Their potential audience is

Funds Supplied

estimated at 70,000,000 people. That's a lot of people.

When visitors to Ford's Wonder Rotunda ride the Time Tunnels of the Magic Skyway, they will travel in current-model Ford convertibles.

After people have taken the GM Ride Into Tomorrow, they will see exhibits of GM cars, trucks, buses, and other products of GM and its divisions.

Pen-Pal Project

Radio Corporation of America, which introduced television at the 1939 New York World's Fair, will feature a closed-circuit color television service at its exhibit. It happens that color television is RCA's big sales effort today.

Parker Pen Company will conduct a gigantic international pen-pal project through its pavilion. Its theme is a variation on the fair's theme—"Peace Through Understanding Through Writing."

In the Carousel of Progress of the General Electric Company, the six auditoriums with six audiences move past six stages, not vice versa, showing the advances in the use of electricity.

At the Mobil Oil Company Pavilion, people will have an opportunity to have their driving ability tested.

Bell Telephone introduces the Picturephone at its pavilion. There visitors also can take a tour through communications history.

Several insurance companies will have pavilions, including Equitable, Traveler's, and Continental. Their exhibits deal

with the history of the population explosion.

Du Pont presents "The Wonderful World of Chemistry," a musical revue featuring the firm's main products, chemicals.

Main attraction of the International Business Machines Pavilion will be a 90-foot high information machine. Audiences will be lifted into this elevated theater for a presentation dramatizing the story of computer systems.

Industry associations also are represented at the fair. The Electric Power and Light Exhibit talks about "the brightest show on earth," which, as can be expected, deals with electricity.

The Festival of Gas Pavilion will attempt to persuade the visitor that the gas industry can cook his food, heat his home, work his refrigerator—and nearly everything else.