



NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N. Y. • TELEPHONE - AREA CODE 212 - WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

September 10, 1962

FACT SHEET

SPONSOR: New York World's Fair 1964-1965 Corporation - non-profit

MAILING ADDRESS: P. O. Box 1964, Flushing 52, New York

TELEPHONE: WF 4-1964 Area Code 212

DATES OF FAIR: April 22 - October 18, 1964
April 21 - October 17, 1965

OCCASION: The Tercentenary of New York City

PURPOSE: Peace Through Understanding

THEME: Man's Achievements in an Expanding Universe

SYMBOL: Unisphere - Presented by United States Steel Corporation

OBJECTIVES:

1. Exhibitions of the best work and products of all nations.
2. A performing arts program jointly sponsored by the Fair and Lincoln Center for the Performing Arts, Inc.
3. Celebration of the three hundredth anniversary of New York City.
4. Completion of the metropolitan arterial system.
5. Entertainment.
6. Restoration and improvement of Flushing Meadow Park.

LOCATION: Flushing Meadow Park, Queens, New York.

SIZE: 646 acres.

LANDLORD: The City of New York.

LEASE RENTAL: One Dollar.

GOVERNMENT
COOPERATION:

The Fair has the official sanction of the United States Government and the site was selected by a special commission appointed by President Dwight D. Eisenhower. Special legislation with respect to the Fair has been enacted by the State and the City of New York.

ESTIMATED
ATTENDANCE:

70,000,000 - 40 million in 1964, 30 million in 1965.

FINANCING:

\$40,000,000 of 6% Promissory Notes due August 1, 1966 to be sold to private investors.

SECTORS OF
FAIR:

Rentable Area
Square Feet

1. International	1,740,000
2. Industrial	3,840,000
3. Transportation	2,130,000
4. Federal and State	1,450,000
5. Lake Area	640,000

RENTABLE
SPACE:

Maximum of 50,000 square feet per exhibitor, except in Transportation Area or by special arrangement with Fair Corporation.

BALANCE OF
SPACE:

Parks, ponds, shaded walks, bridges, fountains, etc.

RENT:

Industrial, Transportation and Special Exhibits to cost \$4.00 per square foot for each year of operation of Fair, i. e. , 1964 and 1965.

International Exhibits to cost \$3.00 per square foot for each year of operation of Fair.

Concessions - per individual contract.

GROUND COVERAGE
RESTRICTION:

Structures may occupy not more than 60% of the lot and must be set back not less than 15 feet at the front, 10 feet at each side and 5 feet at the back.

HEIGHT OF EXHIBITS:

Not to exceed 80 feet, except as specially permitted.

CONSTRUCTION:

Each exhibit to be designed and constructed by individual exhibitor, after approval of plans by the Fair Corporation. The remainder of the rented area must be appropriately landscaped to the satisfaction of the Fair Corporation.

PAYMENT OF RENT
FOR INDUSTRIAL,
TRANSPORTATION
AND SPECIAL
EXHIBITORS:

1. 50% of first year's rent on signing of contract.
2. Balance of first year's rent five days after issuance of building permit.
3. 50% of second year's rent on 7/15/64.
4. 50% of second year's rent on 1/15/65.

ANTICIPATED
PARKING FEES:

Automobile: \$1.50 at the Fair Site Parking Field.
\$.75 at Flushing Airport Parking Field.

ANTICIPATED
ADMISSION PRICES:

Gate sales individual tickets:
Adults \$2.00 each
Children \$1.00 each

Books of 20 tickets:
Adults \$30.00
Children \$15.00

Group Tickets: (Minimum of 50 to an organization
or 20 to a transportation or travel agency)
Adults \$1.50 each
Children \$.75 each

Advance Ticket Sales:

The advance sale of admission tickets on which a discount of 10% on the above prices will be given, shall begin on April 22, 1963 and terminate on February 29, 1964.

Children's tickets will apply to the ages of 2 through 12 years. Children under the age of 2 will be admitted free.

PUBLIC LIABILITY
INSURANCE:

Prior to opening of Fair - not less than
\$250,000/1,000,000

After opening of Fair - not less than
\$300,000/10,000,000

ESTIMATED COSTS
TO BE BORNE
BY FAIR:

\$131,600,000

ESTIMATED
REVENUES:

\$184,710,000

REIMBURSEMENT
OF CITY OF
NEW YORK:

\$24,000,000

ESTIMATED
SURPLUS:

\$29,110,000

PROBABLE
EXHIBITORS:

1. Most of the principal nations of the world through government or industrial pavilions.
2. Most of the major industrial concerns in the United States.
3. Most of the major companies concerned with transportation.
4. The Federal Government and the majority of states.
5. Amusement concessionaires as necessary for a well-rounded program.

METHOD OF
INVITATION:

Domestic - by letter and through representatives of the Fair Corporation.

Foreign - by the Mayor of the City of New York, with the cooperation of the Department of State, and by the international visiting teams acting on behalf of the Fair Corporation and working through the United States embassies in the countries involved. The teams are comprised of outstanding men and women in business, government or letters.

INVESTMENT OF
EXHIBITORS:

The total investment by foreign countries and the United States - Government and Industry - is expected to exceed \$500,000,000.

JOINT PROGRAM:

Lincoln Center for the Performing Arts, which is expected to be completed at the time of the Fair's opening, will cooperate with the World's Fair in 1964-1965 in presenting a program in the performing arts. The Center is planned to include the Metropolitan Opera, Philharmonic Hall, Juilliard School, New York State Theater, Repertory Drama Theater, Lincoln Square High School, Damrosch Park (Band Shell), and other facilities.

ACCESS TO FAIR:

The site of Flushing Meadow Park is accessible by parkways, expressways, bridges, tunnels, railroads, subways and buses, ships and planes.

HIGHWAYS, ETC.:

Major highway improvements, largely financed by the Federal and State Governments, will be ready for the Fair opening. Under construction are the Grand Central Parkway widening, the Whitestone Expressway, the Northern Boulevard improvement and the Van Wyck Expressway Extension. These vast and complex improvements, costing approximately \$124,000,000, will be paid for under the formula of 90% Federal and 10% State, with the exception of the Van Wyck Expressway Extension and the Grand Central Parkway widening which will be paid for 50% by the Federal Government and 50% by the State. Approximately \$700,000 will be contributed by the City as its share of the land acquisition costs for the Van Wyck Expressway Extension and the Grand Central Parkway widening.

AUTO FACILITIES:

Space has been allocated for the parking of approximately 20,000 cars.

UTILITIES:

All necessary subsurface utilities, including electrical conduits and cables and sewers, will be available.

RESTORATION:

Under the law and the Corporation's lease with the City, the Corporation has the responsibility, at its own expense but under the supervision of the City Department of Parks, to restore the Fair site to a City park and recreation area upon the termination of the Fair. The demolition of the temporary structures will be carried out in accordance with specifications to be furnished by the Department of Parks.

Also, under the law, all net revenue derived from any source by the Corporation and remaining to its credit after the close of the Fair and after payment of all indebtedness and liabilities of the Corporation, must be paid to the City for use in restoring and improving Flushing Meadow Park and for educational purposes.

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Director of Special Events - Mary Jane McCaffree
Insurance Manager - Arthur Lessmann

The Transportation Section of the Fair is administered by The Port of New York Authority acting as the Fair's agent.
Chairman of The Port of New York Authority -
S. Sloan Colt
Executive Director - Austin J. Tobin
Director of World Trade Department -
Guy F. Tozzoli
Director of Transportation Section,
World's Fair - Francis D. Miller

111 Eighth Avenue, New York 11, New York
AL 5-1000

STATE EXHIBITS

New York:

Gen. W. E. Potter
M. R. Pender
F. J. McCarthy

St. Louis:

Everett T. Winter
J. Michael Cassady
Address: 1978 Railway Exchange
St. Louis 1, Missouri
Telephone: CHestnut 1-5813
Area Code 314

Omaha:

James R. Smith
Address: 1060 Omaha National Bank Building
Omaha 2, Nebraska
Telephone: 341-1378-Area Code 402

New Orleans:

Robert Shortle
Address: 801 International Building
New Orleans, Louisiana
Telephone: JAckson 5-3402
Area Code 504

Washington, D. C. :

F. Bourne Upham, III
Address: 1001 Connecticut Ave., N. W.
Washington 6, D. C.
Telephone: EXecutive 3-1964
Area Code 202

STATE EXHIBITS (Continued):

Kansas City, Kansas:

Lew M. Paramore

Address: Town House Hotel

Kansas City, Kansas

Telephone: DR. 1-3070-Area Code 816

CONSULTANTS:

W. Earle Andrews

Robert Russell Bennett

Gilmore D. Clarke

Jean Dalrymple

William J. Donoghue

Edward P. F. Eagan

Thomas F. Farrell

Ferde Grofe

Richard C. Guthridge

J. S. Hamel

Robert G. McCullough

A. K. Morgan

Donald Oenslager

Samuel I. Rosenman

Sidney M. Shapiro

T. T. Wiley

COUNSEL:

Whitman, Ransom & Coulson

522 Fifth Avenue, New York 36, New York

TN. 7-1700

Office at the Fair - WF. 4-1964

Charles F. Preusse

John V. Thornton

Carol Lyttle

Howard Vogel

LABOR RELATIONS
COUNSEL

Edward C. Maguire

50 East 42 Street, New York 17, New York

MU. 7-4473

Office at the Fair - WF. 4-1964

BOND COUNSEL:

Hawkins, Delafield & Wood

67 Wall Street, New York 5, New York

HA. 2-5140

SPECIAL COUNSEL:

W. Bernard Richland

Baer, Marks, Friedman & Berliner

20 Exchange Place, New York 5, New York

HA. 2-4910

WASHINGTON
COUNSEL:

Oscar L. Chapman

Chapman & Friedman

Pennsylvania Building, Washington 4, D. C.

EXecutive 3-3234 Area Code 202

LICENSING AGENT:

Media Enterprises, Inc.

Martin Stone, President

Milton P. Kayle

Marvin Pierce

Suite 2760, Time & Life Building

Rockefeller Center, New York 20, New York

JU. 2-2300

HOUSING BUREAU:

New York World's Fair Housing Bureau

Mr. Fitzsimmons, Director

1270 Avenue of the Americas

New York 20, New York

CL. 6-3860

Operated By: New York Convention & Visitors
Bureau, Inc.

INFORMATION:

Public Relations Policy and Promotion

Thomas J. Deegan Company, Inc.

Time & Life Building, Rockefeller Center

New York 20, New York, PLaza 7-7070

Joseph D. Ryle

At the Fair:

Howard S. Johnson, Sr. Vice President

WF. 4-1964

Mrs. Diana McArthur, Vice President

Ring Building, 1200 18th Street, N. W.

Washington, D. C., Tel. 965-2345

William Humphreys

29 Rue Cambon, Paris, France

OPera 89-31

Byron Tefft

811 West Seventh Street

Los Angeles 17, California

Press

The William J. Donoghue Corporation

10 Columbus Circle, New York 19, New York

JUdson 2-7060

William J. Donoghue, Edward V. O'Brien,

Joyce Martin, Adam Lunoe

At the Fair:

Peter J. McDonnell, Jerome Edelberg,

Joseph A. Boyle, Al Simon, John W. Sweeney

WF. 4-1964

INFORMATION (Continued):

Advertising

J. Walter Thompson
420 Lexington Avenue, New York 17, New York
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Charles A. Rheinstrom, Edward Royal
William Baylor, William Banks (International)

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15th Street & Pennsylvania Avenue, N. W.
Washington 25, D. C.
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George J. Rothwell, Deputy Commissioner

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COMMISSION:

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