

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

CONTENTS OF EXHIBITS, PAVILIONS, AND SHOWS

AREAS OF THE FAIR: CONCESSIONAIRES
FEDERAL AND STATES
INDUSTRIAL
INTERNATIONAL
OPERATIONS-- SPECIAL EXHIBITS
TRANSPORTATION

CHARTS PREPARED-- SEPTEMBER 7, 1962

INDUSTRIAL EXHIBITS

Exhibit	Admission charge	Restaurant and/or Clubs	Theater	Shops - Souvenirs	Display(s)	Walk-around exhibit	Other
The Bell System	No		Presentation of the development of communications ?				
Better Living Building	No	Private club for exhibitors	300 seats-- the room will be a meeting hall	Yes			
Coca-Cola	No			Coke			
Continental Insurance Company	No			?			
E. I. duPont deNemours & Company	No	Private club for their own executives	Three theaters each to seat 300 people	No	Yes		
Eastman Kodak Company	No		Two theaters One conventional the other to demonstrate special effects and techniques	? Film			
Electric Power & Light Exhibit	No	Under consideration; not for public	Seven "experience chambers" Projection and light effects.	?			
Festival of Gas	No	Exclusive restaurant for public Club--for Gas Industry		No			
General Electric Company	No		Revolving theater -- motion picture or live	No			
Graphic Arts Exhibit Building, Inc.	No	Public restaurant club, lavish bar		?		Yes	

INDUSTRIAL EXHIBITS--2

Exhibit	Admission charge	Restaurant and/or clubs	Theater	Shops - Souvenirs	Display(s)	Walk-around exhibit	Other
Hall of Education	No	200 seats-- Open to public		Yes		Main floor - human & electronic brains	School of Tomorrow TV broadcasting in auditorium
						Third floor-- industrial exhibits	
House of Good Taste	?	Plans for an exclusive restaurant		No		Yes	
International Business Machines Corp.	No		Multi-screen projector NOT FOR PUBLICATION	No			
Liebmann Breweries, Inc.	No	Beer garden and skyline terrace dining room		No			
National Cash Register Company	No			No		Newest development of office automation systems	
Pavilion of American Interiors Inc.	Yes-\$.50	Plans for a club		No	Yes - home furnishings		
Pepsi-Cola Company	No information until the end of October						
Project '64 Company	No	Definite plans for a restaurant and/or club		No		An "experience" through which people will be transported by moving equipment.	
The Simmons Company	Yes - for part of exhibit			Yes			Rest area - for a fee NOT FOR PUBLICATION

INDUSTRIAL EXHIBITS--3

Exhibit	Admission charge	Restaurant and/or clubs	Theater	Shops - Souvenirs	Display(s)	Walk-around exhibit	Other
S. C. Johnson & Son, Inc.	No			Yes			
The F. & M. Schaefer Brewing Company	No	Two restaurants one inside, one outside;		No	Audio-visual display		
		Bar; cocktail lounge					
Travelers Insurance Companies	No		Film -- of the circarama variety -NOT FOR PUBLICATION	No			
United States Steel						UNISPHERE	
World of Food	No	Co-ed club and hospitality room on a membership basis (for exhibitors)		Yes		Yes-food exhibits	Small auditorium

Country	Admission Charge	Restaurant	Theater	Shops	Other
Afghanistan					
Arab League					
Argentina		Yes		Yes	Night Club
Australia			Yes		
Austria		Yes		Yes	
Belgium	Yes --\$1.00 to entire exhibit	Yes	Yes	Yes	
Bolivia					
Brazil		Yes		Yes	Night Club
Canada					
Central American Republics					
Chile					
China		Yes		Yes	



Country	Admission Charge	Restaurant	Theater	Shops	Other
Christian Science Church	No	No			
Columbia	Yes -- for part of exhibit	Yes		Yes	A grotto with huacas (admission charge)
Cyprus					
Denmark					
Ecuador					
Finland					
France	Yes-for part of exhibit	Yes		Yes	
Germany		Yes	Yes	Yes	
Ghana				Yes	
Greece	Yes- for part of exhibit	Not known	Yes	Yes	
Guinea		Yes	Yes	Yes	



Country	Admission Charge	Restaurant	Theater	Shops	Other
Hong Kong	No	Yes	No	Yes	
India	No	Yes		Yes	
Indonesia	Yes	Yes	Yes	Yes	
Iran	Yes	Yes		Yes	Art display (Charge)
Iraq					
Ireland	No	No	Anticipated	Not known	
Israel	Anticipated to part of exhibit	Yes	Yes		
Italy	Anticipated to part of exhibit	Not known	Yes	Yes	
Japan		Yes	Yes	Yes	Night club
Jordan				Yes	
Korea	No	Anticipated	No	Yes	
Kuwait				Yes	

Country	Admission Charge	Restaurant	Theater	Shops	Other
Lebanon		Anticipated		Yes	
Liberia					
Libya					
Malaya	No	Yes	Yes-no charge	Yes	
Mali	Anticipated- for part of exhibit			Anticipated	
Mexico		Yes		Yes	Night club
Morocco					
Netherlands	Not known	Yes			
Norway					
Organization of American States					
Pakistan	No			Anticipated	

Country	Admission Charge	Restaurant	Theater	Shops	Other
Panama				Yes	
Paraguay					
Peru					
Poland					
Portugal				Yes	
Saudi Arabia					
South Africa					
Spain	Yes--for art gallery Adults-\$1.00 Children-\$.50	Yes		Yes	
Sudan		Yes		Yes	
Sweden	No	Yes		Yes	
Syria					
Thailand					



Country	Admission Charge	Restaurant	Theater	Shops	Other
Togo					
Tunisia	Anticipated- for part or all	Yes		Yes	
Turkey	Yes	Yes		Yes	Art display(charge)
UAM		Yes	Yes	Yes	
UAR		Yes	Yes	Yes	
UNICEF		Yes (snacks)			
United Kingdom					
USSR	No	Yes	Yes		
Uruguay					
Venezuela		Yes		Yes	
Yugoslavia					

TRANSPORTATION EXHIBITS Exhibit	Admission charge	Restaurant	Theater	Shops	Display(s)	Walk-around exhibit	Other
Aerospace Island							
Chrysler Corporation							
Ford Motor Company						Yes - "The Evolution of Transportation"	
General Motors Corporation							Ride-a look at the World of 2,000 A. D.
Greyhound Corporation		Yes - Automated Cafeteria type	Yes - Movie to show travel films				
Marine Center						Navigational instruments boating equipment	
Mobile Homes						Yes - trailers etc.	
Port of New York Authority --- Heliport		Yes -- 1,000 seats -- 1/2 for public; 1/2 for Official Fair Club	Yes -- Circa-rama; highlights from NY, NJ area.			Series of working models of some of major facilities	
Sinclair Oil Corporation						Prehistoric garden with life size animal models	Cave-like structure of building
SKF Industries							

TRANSPORTATION EXHIBITS -- CONT'D

Exhibit	Admission charge	Restaurant	Theater	Shops	Display(s)	Walk-around exhibit	Other
Transportation and Travel Pavilion						Many small exhibits	
United States Rubber Company							Exhibit is within the outline of a large
							rubber tire; contains a Ferris wheel.
Autorama							Precision driving display

