



PEACE THROUGH
UNDERSTANDING

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"

ROBERT MOSES
PRESIDENT

March 1, 1962

WILLIAM BERNS
VICE PRESIDENT-COMMUNICATIONS
AND PUBLIC RELATIONS

TENTATIVE LIST OF EXHIBITORS AND CONCESSIONAIRES

Industrial Exhibits

*Aerospace Island
Air France
Aluminum Company of America
American Telephone & Telegraph Co.
*Better Living Incorporated
British Overseas Airways Corp.
*Business Machines Pavilion
Chase Manhattan Bank
Chrysler Corporation
Coca-Cola Company
Continental Insurance Company
Data Patterns, Inc.
du Pont de Nemours & Company
Eastman Kodak Company
Electric Power & Light
First National City Bank
Ford Motor Company
Gas Incorporated
General Electric Company
General Motors Corporation
*Graphic Arts Pavilion
Greyhound Corporation
*Hall of Education
*Hall of Medicine & Health
*House of Good Taste, Inc.
International Business Machines
Johnson, S. C. & Son, Incorporated
Liebmann Breweries (Rheingold)
*Marine Center
Metropolitan Life Insurance Company
Mobile Homes
National Cash Register Company
National Dairy Products
National Trailways Bus System
Owens-Corning Fiberglas Corp.
*Pavilion of American Interiors
Pepsi-Cola Company
Port of New York Authority - Heliport
*Project '64
Radio Corporation of America
Revlon, Incorporated

Industrial Exhibits (Cont.)

Schaefer Brewing Company
Simmons Company
Sinclair Oil Corporation
Temple of Religion
*Transportation & Travel Pavilion
Travelers Insurance Company
United States Rubber Company
United States Steel Corporation
*World of Food
*Youth Pavilion

Concessionaires

Amphitheatre, Inc.
119 West 57th Street, New York 19, N. Y.
Attention: Mr. Meyer Davis

The Brass Rail Food Service Organization
511 Fifth Avenue, New York 17, N. Y.
Attention: Mr. David J. Berge, President

Continental Circus, Inc.
10 Rockefeller Plaza, New York 20, N. Y.
Attention: Mr. Harry Dube

Nik-o-Lok Company (toilet locks)
215 Park Avenue South, New York 3, N. Y.
Attention: Mr. A. Melnichak, District Manager

Grayson-Robinson Stores, Inc. (photo.supplies)
550 West 59th Street, New York 19, N. Y.
Attention: Mr. Edgar B. Nye

Greyhound at the World's Fair, Inc.
1234 Avenue of the Americas, New York 20, N.Y.
Attention: Mr. A. N. Brion

The Simmons Company
300 Park Avenue, New York 22, N. Y.
Attention: Mr. John Person

*Multiple exhibitor pavilion.

(Continued)

TENTATIVE LIST OF EXHIBITORS AND CONCESSIONAIRES (Con't.)

Licensing

Licensing Agent - Mr. Martin Stone
Room 4600, Time & Life Building
Rockefeller Center, New York 20, N. Y.

Licensees

Medallic Art Company
325 East 45th Street, New York 17, N. Y.
Attention: Mr. William T. Louth, President

Time, Incorporated
Time & Life Building
Rockefeller Center, New York 20, N. Y.
Attention: Mr. Jerome Hardy, Publisher, Book Division

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PRESIDENT

March 1, 1962

WILLIAM E. POTTER
EXECUTIVE VICE PRESIDENT

FEDERAL AND STATES AREA PARTICIPANTS

Arkansas	* Nebraska
** Connecticut	** New Hampshire
Delaware	New Jersey
Florida	New York City
Georgia	New York State
Hawaii	* North Dakota
Illinois	Pennsylvania
* Kansas	** Rhode Island
Kentucky	* South Dakota
Louisiana	** Vermont
** Maine	West Virginia
Maryland	
** Massachusetts	Federal Exhibit
Michigan	
Minnesota	
Missouri	Commonwealth of Puerto Rico

* Heartland States Pavilion
** New England States Pavilion

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ROBERT MOSES
PRESIDENT

March 5, 1962

CHARLES POLETTI
VICE PRESIDENT
INTERNATIONAL AFFAIRS & EXHIBITS

INTERNATIONAL EXHIBITORS

Of the 66 International Participants which have declared their intent to be present at the New York World's Fair 1964-1965, the following have executed an agreement for space and are proceeding with their architectural and other plans:

	<u>Square footage</u>
Republic of China	24,529
Guinea	22,000
Haiti	10,000
Hong Kong	6,000
India	25,000
Indonesia	40,000
Mexico	30,000
Sudan	10,000
Thailand	12,000
U.S.S.R.	78,000
United Arab Republic	20,000
Christian Science	21,000

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March 1, 1962

OFFICE OF THE CHIEF ENGINEERExhibitor and RepresentativeArchitectEngineer

American Telephone & Telegraph
Co., 195 Broadway, NYC 7 -
Henry Habley

Harrison & Abramovitz
630 Fifth Avenue, NYC 20

Amphitheatre, Inc., 119 West
57th Street, NYC 19 -
Meyer Davis

Better Living Pavilion, 104
East 40th Street, NYC 16 -
Edward H. Burdick

John Lo Pinto & Associates,
50 East 42nd Street, NYC 17

Weiskopf & Picksworth (Struc.)
230 Park Avenue, NYC 17
Cosentini Associates (Mech.)
10 Columbus Circle, NYC 19

Brass Rail Restaurant
511 Fifth Avenue, NYC 17
David J. Berge

Christian Science Exhibit
Suite 3202, 551 Fifth Ave.
NYC 17 - Hobson F. Miller,
Chairman

Edward Durell Stone
7 East 67th Street, NYC

Chrysler Corporation
341 Massachusetts Avenue,
Detroit, Mich.

Coca-Cola Company, 515 Madison
Avenue, NYC 22 - Miss N. I.
Holmgren, Asst. Secy.

The Displayers, Inc., 635
West 54th Street, NYC 19
Welton Becket & Associates
116 East 55th Street, NYC

du Pont de Nemours, E. I.
Wilmington 98, Delaware -
Mr. Virgil Simpson

Voorhees Walker Smith Smith
& Haines, 101 Park Avenue
NYC 17

Eastman Kodak Company, 343
State St., Rochester 4, N.Y.
R. J. Allendorf

Kahn and Jacobs
2 Park Avenue, NYC 17

Electric Power & Light Exhibit
750 Third Avenue, NYC 17 -
Harland S. Landrith, Jr.

Robinson Stern Associates
74 Grove Street, NYC 14

Walter Kidde Constructors Inc.,
19 Rector Street, NYC

Exhibitor and Representative

Architect

Engineer

Ford Motor Company, Central Office Bldg., The American Road, Dearborn, Mich. - D. Carlton Bell, P.O. Box 117, Dearborn, Mich.	WED Enterprises, Inc. Welton Becket Associates 10,000 Santa Monica Blvd. Los Angeles 25, Calif.	
Gas, Incorporated, 60 East 42d Street, NYC 17 - Stanley Finch	Walter Dorwin Teague Associates 415 Madison Avenue, NYC	Purdy & Henderson Associates 1 Madison Avenue, NYC
General Electric Company One River Road, Schenectady 5, N.Y. - S.A. Graves, R.E.C.O.	Welton Becket Associates 10,000 Santa Monica Blvd. Los Angeles 25, Calif.	
General Motors Corporation General Motors Bldg., Detroit 2, Mich. - A. H. Belfie	Albert Kahn Associates 345 New Center Bldg. Detroit 2, Mich.	
Georgia State Dept. of Commerce 100 State Capitol, Atlanta 3, Ga. - Jack J. Minter	Gregson and Associates Mortgage Guaranty Bldg. Atlanta 3, Ga.	
Graphic Arts Building, Inc. 295 Madison Avenue, NYC 17 Philip Handelman	Schofield & Weed 331 Madison Avenue, NYC	
Greyhound at the World's Fair, Inc., 1234 Avenue of the Americas, NYC 20 - A.N. Brion	Kahn & Jacobs, 2 Park Avenue, NYC 16	
Hall of Education - International Fair Consultants, Inc. 10 Columbus Circle, NYC 19 Dr. Leonard P. Stavisky	Frederick P. Weidersum Assoc. 10 Columbus Circle, NYC 19	
Hall of Medicine & Health - American Museum of Health, NYU Medical Center, 550 First Avenue, NYC - Edwin A. Salmon, President	Skidmore, Owings & Merrill 425 Park Avenue, NYC	
House of Good Taste, Inc. 17 East 63rd Street, NYC 21 John F. Tunnicliff	Jack Pickins Coble 252 E. 48th St., NYC Royal Barry Wills Assoc. 82 Charles St., Boston, Mass. Edward Durell Stone 7 East 67th Street, NYC	
International Business Machines 590 Madison Avenue, NYC 22 - J. T. Carty		
Johnson, S. C. & Son, Inc., Milwaukee, Wisconsin - Lloyd Springer, Jr.		

(Continued)

<u>Exhibitor and Representative</u>	<u>Architect</u>	<u>Engineer</u>
Liebmann Breweries, 36 Forrest Street, Brooklyn 6, N.Y. - Thomas Liebmann		
National Cash Register Company, Main and K Streets, Dayton 9, Ohio - H. C. Keesecker		
New Jersey Tercentenary Commission State House, Trenton, N. J. - David S. Davies	Philip Sheridan Collins 12 Boudinot Street, Princeton, N. J.	
New York City Exhibit N.Y.C. World's Fair Commission, The Arsenal, NYC 21	Mr. Daniel Chait 107 East 31st Street, NYC	
New York State Commission on the World's Fair, State Capitol, Albany 1, N.Y. - Malcolm Wilson		
Pavilion of American Interiors, 301 East 47th Street, NYC 17 Robert Elton	Thomas H. Yardley, 1758 Newfield Avenue, Stamford, Conn.	Werner-Jensen & Korst, 641 Summer Street Stamford, Conn.
Pepsi-Cola Company, 500 Park Avenue, NYC 22 - Thomas Elmezzi		
Puerto Rico, Commonwealth of - Robert E. Bouret, Director of Tourism, Economic Development Administration, Box 2672, San Juan, Puerto Rico	José Firpi, 1351 Ashford Ave., Santurce, Puerto Rico	
Schaefer Brewing Company, The F. & M., 430 Kent Avenue, Brooklyn 11, N. Y. - Alvin E. Heutchy	Eggers & Higgins, 100 East 42nd Street, NYC	Eggers & Higgins, 100 East 42nd Street, NYC
Simmons Beautyrest Center, 300 Park Avenue, NYC 22 - J. P. Person	A. Epstein & Sons, Inc., 2011 W. Pershing Road, Chicago 9, Ill.	A. Epstein & Sons, Inc. 2011 W. Pershing Road, Chicago 9, Ill.
Sinclair Dino Land Sinclair Refining Company 600 Fifth Avenue, NYC 20 - J. R. Tucker	J. Gordon Carr & Associates 80 West 40th St., NYC	
Transportation & Travel Pavilion, Inc., Time & Life Building, Room 4658, Rockefeller Center, NYC 20 - Elliott Lawes	Charles Luckman Associates 680 Fifth Avenue, NYC	Guy B. Panero, Inc. 630 Third Avenue, NYC 17 Strobel & Rongved 70 West 40th Street, NYC 1 General Contractor: Thatcher Construction Co., Inc. 18 East 41st Street, NYC 1

Exhibitor and Representative

Architect

Engineer

Travelers Insurance Exhibit,
700 Main Street, Hartford
15, Conn. - Henry Palm

Kahn & Jacobs, 2 Park Avenue,
NYC 16

Jansen & Rogan, 500 Fifth
Avenue, NYC 36

World of Food - Paul C. Virdone,
49 West 37th Street, NYC 18

Lionel Levy
158 East 35th Street, NYC 16

Blank space indicates - not assigned.