

Advance Ticket Sales Will Let World's Fair Repay Big Loans in '64

By a WALL STREET JOURNAL Staff Reporter

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Discount Ticket Volume Totals
\$35,219,602, Allowing Firm
To Pay Off Notes Due in '66

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NEW YORK—The New York World's Fair has raised \$35,219,602 from advance ticket sales and expects to pay off its principal borrowings before the end of this year.

The fair will open April 22 and run through October and will be open again from April to October next year.

Robert Moses, president, and Thomas J. Deegan, Jr., chairman of the fair's executive committee, announced that a special sale at a 32.5% discount had resulted in purchases of 28,034,987 admission tickets. The discount sale ended Feb. 29.

The fair corporation said it has repaid \$3 million in 5% bank loans which weren't due until Aug. 1.

Mr. Moses added, "It is anticipated that the \$30 million in 6% notes outstanding, maturing on Aug. 1, 1966, will be paid before the end of 1964."

The fair's remaining financial obligations consist of paying for the construction of such fair properties as roads and administrative buildings and refunding to New York City the \$24 million it will have spent for permanent improvements to the fair area, such as extending water and lighting services. George E.

Spargo, chairman of the fair's finance committee, said there is "no doubt" the fair corporation will take in enough money to reimburse the city for its expenses and carry out Mr. Moses' plans for creating a large new city park.

The discount tickets were priced at \$1.35 for an adult admission, compared with the \$2 regular admission and 67.5 cents for a child, compared with the \$1 regular admission. A high proportion of the advance sales was made

to banks, airlines, exhibitors, and groups that will resell the tickets at the discount cost to customers, employees and the public.

The 28 million tickets already sold equal about 70% of the attendance forecast for 1964

alone. Fair officials said the predicted two-season total of 70 million admissions probably will be "considerably exceeded."