

INDUSTRY TAKING SPACE IN '64 FAIR

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75% of Allotment Is Spoken for, Exhibition Reports— Park Being Surveyed

By IRA HENRY FREEMAN

Less than three months after Federal approval of a world's fair in New York in 1964, 75 per cent of the available space for private industry exhibits has been informally spoken for.

Robert Kopple, executive secretary of the fair, gave this estimate yesterday on the basis of inquiries received by him from large industrial corporations that wish to erect exhibit buildings of their own.

Of the 1,216 acres of Flushing Meadow Park that have been allotted to the fair, about 500 acres are reserved for large industrial exhibits, he said.

Twenty per cent of this acreage will be required for streets, landscaping, rest areas and the like. It is 75 per cent of the remaining 400 acres that has been requested by companies that wish to exhibit, Mr. Kopple said.

The secretary was not at

liberty to identify these concerns yet, but he said they included some of the largest in the country. He was certain the industrial exhibits of 1964 would far surpass those of the 1939-40 world's fair.

The fair corporation, itself, will develop about 100 acres, he estimated, with possibly twelve buildings. These would include administrative offices, press headquarters, a clubhouse for executive personnel, and—most important, of all — exhibition buildings in which space will be rented to companies that cannot afford to erect an entire building of their own.

The rents of exhibit space have not yet been determined, since the cost of development is not yet known. Mr. Kopple was sure, however, that the rents would far exceed the top of \$14 a linear foot charged in the 1939-40 fair. Some corporations may take as much as 300,000 square feet on a most favored location.

Mr. Kopple said the fair hoped to have, in addition to industry and foreign governments, a third type of exhibitor. This would include the United Nations, universities, and cultural, educational and charitable foundations like the Ford Foundation.

About 300 acres have been allotted for exhibits of foreign

nations. Official invitations to participate were delivered last week by State Department couriers to the embassies of eighty-four nations with representatives in Washington. These invitations were signed by Secretary of State Christian Herter.

Mr. Herter repeated President Eisenhower's recommendation for "maximum participation by foreign nations and their nationals in the 1964 World's Fair." His letter was accompanied by another from Mayor Wagner urging participation, and extolling New York.

Meanwhile, engineers for the Park Department are making surveys of the fair site to determine what roadways, utilities, parking fields, railroad connections and other facilities will be required. The utility lines left over from the 1939-40 fair are still in the ground. Whether they can be used again, or must be augmented or replaced, is another question to be answered.

The Board of Estimate has appropriated \$80,000 to Park Commissioner Robert Moses for this survey.

It cost \$26,000,000 to prepare the site for the last world's fair. This one will cost much more.

Mr. Kopple is planning an international contest to select a symbol for the theme of the fair, "Peace Through Understanding."