

# ONE GERMAN FIRM TO EXHIBIT AT FAIR

## Porcelain Maker Will Be Sole Commercial Entrant

By ROBERT ALDEN

West German commercial participation at the New York World's Fair will be limited to a single porcelain manufacturer and a display of German goods by one American importing firm.

After long negotiations, during which German manufacturers balked at the cost of exhibition space at the fair, officials of its International Pavilion decided to grant exclusive space for the display of German goods to Gabriel and Hewitt of Seattle.

The sole exception will be a stand by the W. Goebel Company, maker of Hummel figurines. The Goebel concern contracted for their stand before the deadline set by the fair.

Now German firms wishing to display at the fair must do so within the 1,800 square feet contracted for by Gabriel and Hewitt, which has exclusive rights to display and sell German goods at the fair.

The fair's decision has apparently caused irritation among German manufacturers. But an official of the International Pavilion said yesterday: "They had every opportunity to conclude contracts to take space and they wouldn't do it. Now they can't get in even if they want to."

An official of Gabriel and Hewitt in Seattle said there was still space available in its exhibit for German manufacturers who were prepared to sell their goods through the firm.

### Lack of Applicants

"But we haven't been approached by a single company—not one," the official said. "The only people who have approached us are other importers who want to rent space at less than what we are paying."

Along with other European governments, the West German Government refused to sponsor exhibitions because the New York Fair has not received the approval of the Bureau of International Expositions. Individual West German concerns, however, were permitted to make their own arrangements for participation.

No German manufacturer, except for Goebel, concluded an agreement. German manufacturers said it would cost them up to \$875 a square yard to rent space for the two-season run of the fair, as compared, for example, with the \$20 a square yard it costs for three weeks' participation at the Hanover Fair.

Among the European fairs at which West German concerns are heavily represented is the Leipzig Fair in East Germany. Those which exhibit there do so in the face of official Government disapproval.

The only German governmental participation at the New York World's Fair will be a West Berlin Pavilion. A concrete wall, symbolic of the barrier between East and West Berlin, will be the central figure in the 10,000-square-foot pavilion.