NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

CONTENTS OF EXHIBITS, PAVILIONS, AND SHOWS

AREAS OF THE FAIR: CONCESS

CONCESSIONAIRES

FEDERAL AND STATES

INDUSTRIAL

INTERNATIONAL.

OPERATIONS -- SPECIAL EXHIBITS

TRANSPORTATION

CHARTS PREPARED -- SEPTEMBER 7, 1962

CONCESSIONAIRES		_				·	7
Exhibit)	Admission charge	Restaurant	Theater	Shops	Display(s)	Walk -aroun exhibit	Other
Amphitheatre, Inc.			Yes- live perfor- mances	•			
Continental Circus, Inc.				•	·	•	Air conditioned arena for performances.
First National City Bank					Yes - back lighted wall display	Modern banking equipment	TV broadcastii provisions
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STATE OND S	TATE EXHIBITS Admission	Restaurant	Theater	Shops	Display(s)	 Walk =aroun	Other
DIALL	charge	Hostaalan		DITO PO	Display(s)	exhibit	· Ocho!
NOTE: The follo	wing are the on	ly states for wh	ich information	on the interior	of the exhibit	is available.	
FEDERAL EXHIBIT			Yes in basement				
Hawaii	Yes	Five Volcanos Restaurant	Outdoor amphitheater	Yes	Native village	Yes-several	
Maryland		Two- Maryland House and a seafood snack l			•	Yes	Rest area VIP reception area
Montana					·		Centennial trai
New Jersey	No		?			Yes	Several outdoo: performing areas
NEW ENGLAND STATES EXHIBIT			Moving picture screen in an auditorium				Amphitheater
New York	No	Probably	Possibly a circarama		Fashion sho	W	Observation towers
							·
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INDUSTRI/ TEXHI	BITS					. !) .
Exhibit	Admission charge	Restaurant and/or Clubs	Theater	Shops - Souvenirs	Display(s)	Walk -aroun exhibit	Other
The Bell System	No		Presentation of the developmen of communicati				
Better Living Building	No	Private club for exhibitors	300 seats the room will be a meeting	Yes			
• . •			hall				
Coca -Cola	No ·			, Coke			
Continental I nsurance 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 convention the other to de	? Film al nonstrate speci	al effects and	techniques	
Electric Power & Light Exhibit	Ņo	Under consi - deration; not for public	Seven "exper- ience chambers Projection and light effects.	'' ?	·	·	
Festival of Gas	No	Exclusive restaurant for public Clubfor Gas l	ndustry	No			
General Electric	No		Revolving theatermotio picture or live	4			
Graphic Arts Exhibit Building, Inc.	No	Public restaura cłub, lavish bar	nt •	,?		Yes	

INDUSTRI EXH Exhibit	BITS2 Admission charge	Restaurant and/or clubs	Theater	Shops - Souvenirs	Display(s)	Walk-aroun exhibit	Other
Hall of Education	No	200 seats Open to public		Yes		Main floor - human & electr brains	TV broad-
	·	,			٤	Third floor industrial exhi	casting in bits auditorium
*							,
House of Good Taste	?	Plans for an exclusive restaurant	·	No		Yes	
International Business Machines Corp.	No		Multi-screen projector NOT FOR PUB-	No ·	•		
·Liebmann Breweries, Inc.	No	Beer garden and skyline terrace dining r	LICATION Dom	No .			
National Cash Register Company	No			No		Newest develop ment of office automation syst	
Pavilion of American Interiors Inc.	Yes-\$.50	Plans for a club		No	Yes-home furnishings	·	· .
Pepsi -Cola Company	No inform	ation until the e	nd of October				•
Project '64 Company	No	Definite plans for a restaura and/or club		No		An "experience through which people will be t	ransported by
The Simmons Company	Yes- for part of exhibit		*	7 :≥€		moving equipm	ent. Rest area- for a fee NOT FOR PUB

INDUSTRIAL EXE	(BITS3					. (5
Exhibit -	Admission charge	Restaurant and/or clubs	Theater	Shops - Souvenirs	Display(s)	Walk -aroun exhibit	ConOtherness.
S. C. Johnson & Son, Inc.	No		-	Yes			
The F. & M. Schaefer Brewing Company	No	Two restaurant one inside, one outside;		No	Audio-visual display		
		Bar; cocktail lounge	,			·	
Travelers Insurance Companies	e No		Film of the	No			
United States Steel	:		variety -NOT	FOR PUBLICAT	ION .	UNISPHERE	
World of Food	No .	Co-ed club and hospitality roo on a members		Yes hibitors)		Yes-food exhibits	Small audi- torium
			•	*;		·.	
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CONTENTS OF EXHIBITS -- INTERNATIONAL SECTION

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***************************************	Country	Admission Charge	Restaurant	Theater	Shops	Other	
	Afghanistan	•			•		
	Arab League						
	Argentina		Yes		Yes	Night Club	
	Australia		,	Yes	•		
	Austria		Yes		Ϋes		
ě	Belgium	Yes\$1.00 to entire exhibit	Yes	Yes	Yes		
	Bolivia		·				
	Brazil	*	Yes		Yes	Night Club	
	Canada	,	,				
	Central Americ Republics	an .			·		
	Chile						
	China		Yes		Yes		
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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				٥	
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	

CONTENTS OF EXHIBITS -- INTERNATIONAL SECTION -- 3

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	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	

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(MATERIAL PROPERTY AND ADDRESS OF THE PARTY AN	Other	
	·	
	Night club	
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Country	Admission Charge	Restaurant	Theater	Shops	Other
Lebanon	AREA COMMITTER VIOLENCE COMMITTER CO	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	



ntt nu leon	Country	Admission Charge:	Restaurant	Гheater	Shops	Other
	Panama				Yes	
	Paraguay					
	Peru					
	Poland			,	٠.	
	Portugal	٥			Yes	
ŧ	Saudi Arabia					
	South Africa					
	Spain	Yesfor art galler Adults-\$1.00 Children-\$.50	y Yes		Yes	
	Sudan		Yes		Yes .	•
	Sweden	No	Yes		Yes	
	Syria					·
	Thailand				-	

Country	Admission Charge	Restaurant	Theater	Shops	Other
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Tunisia	Anticipated- for part or all	Yes	the same and a	Yes	,
Turkey	Yes	Yes	,	Yes	Art display(charge)
UAM		Yes	Yes	Yes	
UAR		Yes	Yes	Yes	
UNICEF		Yes (Snacks)			
United Kingdom				1	
USSR	No	Yes	Yes		· ,
Uruguay			in the land was the		
Venezuela		Yes		Yes	
Yugoslovia					,
	,. •				

OPERATIOS SPE	CIAL EXHIBITS Admission charge	Restaurant	Theater	Shops	Display(s)	Walk -aroun exhibit	Other
Synagogue Council of America			Yes	Yes-souvenirs	Yes	Yespossik ScrollsNC	ly the Dead Sea T FOR PUBLI-
The Protestant Center		,	Yes-movies type not known	Yes-souvenirs	Yes	Yes	CATION Child Care Center; Adult Rest Area
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TRANSPO ATION	NEXHIBITS Admission charge	Restaurant	Theater	Shops	Display(s)	Walk -around Other .
Aerospace Island						
Chrysler Corpo- ration					, .	
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 Caf- eteria_type	Yes- Movie to show travel films			
Marine Center			·			Navigational instruments boating equipment
Mobile Homes				· e.		Yes-trailers etc.
Port of New York Authority Heliport		seats 1/2 for public; 1/2 for	Yes Circa- rama; highligh from NY, NJ ar			Series of wor- king models of some of majorfacilities
Sinclair Oil Corporation		Official Fair C	LUD			Prehistoric Cave-like garden with structure life size animal of building models
SKF Industries					:	inducis

TRANSPOTATION							5
Exhibit	Admission charge	Restaurant	Theater	Shops	Display(s)	Walk -aroun exhibit	Other
Transportation and Travel Pavilion			· :	-	• •	Many small exhibits	
United States Rubber Company		•	-			•	Exhibit is within the ou line of a larg
			·				rubber tire; contains a Ferris wheel
Autorama	·				•		Precision driving display
*							
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MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO:

Mr. William Berns

PATE: September 7, 1962

FROM:

Beverley Brown

SUBJECT:

Report on Contents of Pavilions and Exhibits at the Fair

The major part of the information in the attached charts came from people at the Fair who are concerned with the particular exhibits, pavilions, or shows. The rest, particularly in the case of the industrial Section, came from the designers and architects themselves.

This compilation is highly tentative. However, the Industrial and International sections want copies for their own use. These are being sent to them.

Attachments: Charts showing the contents of pavilions, exhibits, and shows at the Fair.

cc:

Mr. Michael Pender Mr. Allen Beach
Miss Phyllis Adams
Mr. Gregory Dawson
General File

Reading File