

TO: DIVISION HEADS DATE: APRIL 22, 1964
FROM: ALFRED R. ROCHESTER
SUBJECT: EXHIBIT MANAGERS - SPECIAL

THE BILLY GRAHAM PAVILION

Mr. Dan Piatt
The Billy Graham Pavilion at the World's Fair
Park Sheraton Hotel
7th Avenue and 56th Street
New York, New York
JU 2-2561 or CI 7-8000 site: AR 1-9393

BOY SCOUTS OF AMERICA

Mr. William Scollay, Director
Boy Scout Service Corps
Boy Scouts of America
New York World's Fair
World's Fair, New York 11380
AR 1-8050

CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS (MORMONS)

Mr. Bernard Brockbank
Eastern States Mission
Church of Jesus Christ of Latter-Day Saints
973 Fifth Avenue
NYC
TR 9-8797 site: AR 1-1120

GENERAL FOODS CORP. (GEN. INDICATOR)

Mr. Fred Smart
250 North Street
White Plains, N. Y.
(914) 694-2500

LONG ISLAND RAIL ROAD

Mr. Herbert Hansen
Long Island Rail Road World's Fair Station
World's Fair
Flushing, New York
888-8000

MASONIC BROTHERHOOD CENTER

Judge Charles W. Froessel
71 West 23rd St., NYC
OR 5-3720 site: AR 1-3377

PROTESTANT AND ORTHODOX CENTER

Rev. G. Barrett Rich
The Protestant Council of the City of New York
475 Riverside Drive - Suite 456
New York, New York 10027
RI 9-1214

site: AR 1-7110

RUSSIAN ORTHODOX CHURCH

Mr. John L. Hennessy
2040 Anza Street
San Francisco, Calif.
(site) AR 1-5444

STADIUM

Mr. William J. Tooley
N. Y. C. Dept. of Parks
64th Street and Fifth Avenue
NYC
RE 4-1000
(Stadium No.) NR 2-3000

WORLD'S FAIR MARINA

Mr. Lee Starr
World's Fair Marina
Northern Blvd. at 125th Street
Corona, New York
TW 8-1212

ARR/ak

Alfred R. Rochester

TO: DIVISION HEADS
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ALL STATE PROPERTIES

Mr. Joel S. Jablons, Exh. Mgr.
c/o All State Properties, Inc.
230 Park Avenue
NYC
MU 6-5320

AMERICAN EXPRESS

Mr. J. Hardy Patten, Exh. Mgr.
American Express Exhibit
World's Fair, New York 11380
888-4106

BETTER LIVING

Mr. Russ Mathews
Better Living Exhibit
World's Fair, New York 11380
888-5170

CHUNKY

Mr. J. R. Kirk, Exh. Mgr.
The Chunky Exhibit
World's Fair, New York 11380
AR 1-8180

CLAIROL

Mr. Sidney Drazien, Exh. Mgr.
Miss Joan Cochran, Asst. Proj. Mgr.
Clairol Exhibit
New York World's Fair
World's Fair, New York 11380 site: AR 1-8888

COCA-COLA

Mr. Henry D. Kahrs, Exh. Mgr.
The Coca-Cola Exhibit
New York World's Fair
World's Fair, New York 11380
888-5700

CONTINENTAL INSURANCE CO.

Mr. Norbert Mack, Exh. Mgr.
The Continental Insurance Company Exhibit
World's Fair, New York 11380
AR 1-8080

DuPONT

Mr. John E. Sly, Exh. Mgr.
DuPont Exhibit
World's Fair, New York 11380
888-4480

DYNAMIC MATURITY

Mr. Ralph D. L. Price, Exh. Mgr.
Dynamic Maturity Exhibit
World's Fair, New York 11380
AR 1-4848

EASTMAN KODAK EXHIBIT

Mr. Thomas M. Connors, Exh. Mgr.
Eastman Kodak Exhibit
World's Fair, New York 11380
888-5050

ELECTRIC POWER & LIGHT

Mr. Richard Hooper, Exh. Mgr.
Electric Power & Light Exhibit
World's Fair, New York 11380
888-8740

EQUITABLE LIFE

Mr. William T. McCaffrey, Mr. Orville S. Purdy, Jr.,
Mr. Richard D. Quigley, Exhibit Managers
The Equitable Life Assurance Society of the U.S. Exhibit
World's Fair, New York 11380
AR 1-1234

FIRST NATIONAL CITY BANK

Mr. Robert Burns, Mgr.
First National City Bank Exhibit
World's Fair, New York 11380
888-6141

INDUSTRIAL

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FORMICA

Mr. Stuart Whitehead, Res. Mgr.
Formica House
New York World's Fair
World's Fair, New York 11380
AR 1-7270

GAS, INC.

Mr. E. J. Cantwell, Exh. Dir.
Gas, Inc.
New York World's Fair
World's Fair, New York 11380
AR 1-2320

GENERAL CIGAR

Mr. Manness T. Martin, Oper. Mgr.
General Cigar Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-7575

GENERAL ELECTRIC

Mr. Steven C. Van Voorhis, Mgr.
Mr. James G. Rebeta, Oper. Mgr.
Mr. William E. Graham, Mgr. Visitor Relations
General Electric Exhibit
New York World's Fair
World's Fair, New York
AR 1-7049

GENERAL FOODS

Mr. Fred K. Smart, Mgr.
c/o General Foods Corp.
250 North Street
White Plains, New York
914 - 694-2500

HALL OF EDUCATION

Miss Ann McLoughlin, Mgr.
Hall of Education Exhibit
New York World's Fair
World's Fair, New York
AR 1-4110

HOUSE OF GOOD TASTE

Mr. Richard W. Jones, Exh. Mgr.
House of Good Taste Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-2800

INTERNATIONAL BUSINESS MACHINES

Mr. Edward A. Kelleher, Mgr.
I.B.M. Exhibit
New York World's Fair
World's Fair, New York 11380
888-7090

JOHNSON'S WAX

Mr. Robert L. Burgess, Mgr.
Johnson's Was Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-7130

JULIMAR FARM

Mr. Charles Rigdon, Mgr.
Julimar Farm Exhibit
World's Fair, New York 11380
AR 1-6230

MASTRO PIZZA

Mr. Julian Amodei, Mgr.
Mastro Pizza Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-4270

NATIONAL CASH REGISTER

Mr. James Pearson, Mgr.
N.C.R. Exhibit
World's Fair, New York 11380
AR 1-2510

PARKER PEN

Mr. Warren D. Grob
Parker Pen Exhibit
World's Fair, New York 11380
AR 1-7711

PAVILION OF AMERICAN INTERIORS

Mr. Philip Elton, Pres.
Pavilion of American Interiors Exhibit
World's Fair, New York 11380
AR 1-8054

PEPSI-COLA

Mr. Peter Crimmings, Exh. Mgr.
Pepsi-Cola Exhibit
World's Fair, New York 11380
888-7400

U.S. COMMITTEE FOR UNICEF

Mr. Allan Walker, Mgr.
U. S. Committee Pavilion
World's Fair, New York 11380
888-7430

R. C. A.

Mr. Robert Saunders, Mgr.
R. C. A. Exhibit
World's Fair, New York 11380
MU 9-7200 ext. RR 591

RHEINGOLD

Mr. Raymond M. Webb, Mgr.
Rheingold Exhibit
World's Fair, New York 11380
888-5273

F. & M. SCHAEFER BREWING CO.

Mr. James G. Ryan, Promotion Mgr.
The F. & M. Schaefer Brewing Co. Exhibit
World's Fair, New York 11380
AR 1-1842

SCOTT PAPER

Mr. Burch Hindle, Exh. Mgr.
Scott Paper Exhibit
World's Fair, New York
AR 1-1230

&

Mr. Jesse P. Schaudies

SEVEN-UP

Mr. John C. Furnas, Gen. Mgr.
The Seven-Up Exhibit
World's Fair, New York 11380
AR 1-8610

SIMMONS COMPANY

Mr. Arthur F. Clyne, Coordinator
Simmons Exhibit
World's Fair, New York 11380
AR 1-6060

SINGER COMPANY

Mr. Daniel Dempster, Res. Mgr.
The Singer Company Exhibit (Singer Bowl)
World's Fair, New York 11380
AR 1-6512

TRAVELERS INSURANCE

Mr. Thomas F. Maher, Gen. Mgr.
The Travelers Insurance Exhibit
World's Fair, New York 11380
888-4600

UNITED STATES STEEL

Mr. James E. Hagen, Coordinator
World's Fair Activities
71 Broadway
NYC
558-4378

WESTINGHOUSE ELECTRIC

Mr. Gilbert H. Furgurson, Exh. Mgr.
Westinghouse Exhibit
World's Fair, New York 11380
AR 1-3535

TO: DIVISION HEADS DATE: APRIL 22, 1964

FROM: ALFRED R. ROCHESTER

SUBJECT: EXHIBIT MANAGERS - TRANSPORTATION & TRAVEL

ANTIQUE RENT-A-CAR

Mr. Walter A. Smith, Jr.
Antique Rent-A-Car, Inc.
P. O. Box 201
Garden City, New York 11534
516 CH 8-9300 site: AR 1-8710

CHRYSLER

Mr. Thomas J. Ferguson
Chrysler Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-7100 (site)

EASTERN AIRLINES

Mr. John Campbell, Mgr. on site
Eastern Airlines, Inc.
10 Rockefeller Plaza
NYC
YU 6-4500

FORD

Mr. C. Gayle Warnock, Res. Mgr.
Mr. W. W. Hersey, Assoc. Res. Mgr.
Ford Motor Company Exhibit
New York World's Fair
World's Fair, New York 11380
888-6000 (site)

GENERAL MOTORS

Mr. Thomas H. Roberts, Exh. Mgr.
General Motors Exhibit
New York World's Fair
World's Fair, New York 11380
888-5570 (site)

GREYHOUND

Mr. Travis Taylor, Mgr.
Greyhound Pavilion
New York World's Fair
World's Fair, New York 11380
888-8860 (site)

HALL OF SCIENCE

Mr. Robert Riley
c/o Port of N. Y. Authority
Heliport Exhibit Building
New York World's Fair
World's Fair, New York 11380
AR 1-9241 (site)

LOWENBRAU BEER

Mr. Albert Miller
Lowenbrau Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-4510 (site)

PORT OF NEW YORK AUTHORITY (HELIPORT)

Mr. Francis Miller
c/o Port of N. Y. Authority
Exhibit Building
New York World's Fair
World's Fair, New York 11380
620-8167 (site)

SINCLAIR DINOLAND

Mr. J. R. Tucker
Sinclair Refining Company Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-2100 (site)

SKF

Mr. Bernard Hughes
SKF Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-0200 (site)

SOCONY MOBIL

Mr. Ed Sostek
94-10 - 59th Avenue
Rego Park, New York
DE 5-8837 (home)

site: 888-9843

TRANSPORTATION & TRAVEL

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TRANSPORTATION & TRAVEL

Mr. Lawrence Low
c/o Transportation & Travel
Time & Life Building
NYC
TN 7-9400

site: 888-7200

UNDERGROUND WORLD HOME

Mr. Jay Swayze, Mgr.
c/o Underground World Home Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-7770 (site)

UNITED STATES RUBBER

Mr. Walter Gabriel
c/o U. S. Rubber Company
1230 Avenue of the Americas
NYC
CI 7-5000

Alfred R. Rochester

TO: DIVISION HEADS

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SUBJECT: EXHIBIT MANAGERS - CONCESSIONS

AERIAL RIDE & WAFFLE RESTAURANT

Mr. Arnold Fisher
BFE, Inc.
156 North Franklin Street
Hempstead, New York
516 IV 9-3010

site: AR 1-1030

AMPHITHEATRE

Mr. Max Allentuck, General Manager
100 East 42nd Street
NYC
OX 7-8745

site: 888-6700

ARLINGTON HAT

Mr. Joseph Moore
Arlington Hat Company
900 Broadway
NYC
GR 7-8520

site: AR 1-4250

AUTORAMA

Mr. William Lippert, Manager
Mr. Vincent B'Agnello, Asst. Mgr.
Auto Thrill Show
New York World's Fair
World's Fair, New York 11380
AR 1-6220

BOATS (MEADOW LAKE - MARINA)

Mr. Lee L. Starr, Manager
Mr. William Crane, Asst. Mgr.
World's Fair Marina
Northern Blvd. at 125th Street
Corona, New York
TW 8-1212

BOUNTY SHIP

Mr. Brian Backman, Mgr.
The Bounty Exhibit
World's Fair Marina
World's Fair, New York

site: NR 2-3130-1

CONCESSIONS

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BRASS RAIL

Mr. Robert A. Robinson, Vice Pres.
Brass Rail
Service Building
World's Fair, New York 11380
888-4640

CENTURY GRILL

Mr. Joseph R. Holden, Pres. & Gen. Mgr.
Holden, Inc.
Silver Towers, Apt. 618
125-10 Queens Blvd.
Kew Gardens 15, New York
LI 4-5083

site: AR 1-9280

CONTINENTAL CIRCUS

Mr. Lloyd Morgan
Continental Circus Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-3100

DANCING WATERS

Mr. Samuel Shayon
Dancing Waters, Inc.
Fisk Building
250 West 57th Street
NYC 19
CI 7-1348-9

site: AR 1-8383

FIRST NATIONAL CITY BANK

Mr. Robert Burns
First National City Bank
New York World's Fair
World's Fair, New York 11380
888-6141

FLUME RIDE & KIDDYLAND

Mr. Cleveland Smith
c/o Tishman Construction Company
P. O. Box 229
Flushing, New York
(site) AR 1-8241

CONCESSIONS

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GREYHOUND

Mr. Travis Taylor, Manager
Greyhound Exhibit
Greyhound Pavilion
New York World's Fair
World's Fair, New York 11380
(site) 888-8860

JAYCOPTER RIDE

Mr. Gene E. Ryan
Empire State Building
350 - 5th Avenue
Suite 1535
NYC
CH 4-6800

MEDO PHOTO

Mr. Jack Edelstein
Medo Photo Exhibit
New York World's Fair
World's Fair, New York 11380
AR 1-9254 (site)

MONORAIL

Mr. H. Glenn Holland
A.M.F. Service Building
New York World's Fair
World's Fair, New York 11380
AR 1-4646-7 (site)

POST OFFICE

Mr. David J. Mondschein, Exh. Mgr.
180 Northfield Road
Hauppauge, New York 11788
516 - 234-4199 (home)
or
c/o Post Office Exhibit
New York World's Fair
World's Fair, New York 11380
&
Mr. Fred Rinaldi, Asst.
104-50 - 46th Avenue
Corona, New York 11368
TW 8-4775

CONCESSIONS

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PUPPET SHOW

Mr. Marty Krofft
c/o Fair Motor Inn
Long Island Expressway
& Grand Central Parkway
Flushing, New York
TW 9-4100

site: AR 1-1334

RIKSHA INN (CHUN KING)

Mr. Ray Denslow, Pres.
Mr. & Mrs. Joseph Puglisi, Asst.
Lefrak City
U. S. Building, Apt. 3D
Forest Hills, New York

site: AR 1-2740

SANTA MARIA SPACE SHIP 1492 EXHIBIT

Mr. Charles Bowden
2 West 45th Street
NYC
TN 7-5750

site: AR 1-1492

SINCLAIR (GAS STATIONS)

Messrs. J. R. Tucker,
George Stone,
Jim Delaney
c/o Sinclair Refining Company
New York World's Fair
World's Fair, New York 11380
AR 1-2100 (site)

STROLLERS

Mr. Martin Davis
Equipment for Fairs
166-40 Powell's Cove Blvd.
Whitestone 57, New York
RO 2-7884

WAX MUSEUM

Mr. Lou Walters
c/o Fair Motor Inn
Long Island Expy. & Grand Central Pkwy.
Flushing, New York
TW 9-4100

site: AR 1-1334