

NEW YORK WORLD'S FAIR 1964 • 1965

FACTS

on
INDUSTRIAL, FEDERAL,
STATE and
SPECIAL EXHIBITS

"The biggest and most fascinating showcase ever conceived and constructed by the hand of man"—Robert Moses, President

© 1961 New York World's Fair, 1964-1965 Corporation

UNISPHERE PRESENTED BY  United States Steel

THEME

The basic purpose of the Fair is peace through understanding, that is education of the peoples of the world as to the interdependence of nations to insure a lasting peace. The Fair is dedicated to man's achievements on a shrinking globe in an expanding universe, his inventions, discoveries, arts, skills and aspirations, to the celebration of the 300th anniversary of the founding of the City of New York, to the opening of the Lincoln Center for the Performing Arts, to wholesome entertainment, to the realization of the metropolitan arterial program, and the completion of Flushing Meadow Park with a legacy of permanent recreational facilities after the Fair.



NEW YORK WORLD'S FAIR 1964 • 1965

Opening Day at the Fair: April 22, 1964

GENERAL INFORMATION in brief

Sponsor

New York World's Fair 1964-1965 Corporation—a private, non-profit organization.

- **Address:** P. O. Box 1964, Flushing 52, New York, U.S.A.
- **Telephone:** WF 4-1964. Area Code 212.
Cable Address: WORLDSFAIR
- **Washington, D. C. Office:** 1001 Connecticut Ave., N.W. Telephone: EX 3-1964. Area Code 202.

Government Approval

The Fair has the official approval of the United States Government and the approval and enthusiastic support of the governments of the State of New York and the City of New York. At its 1961 Hawaii meeting, the Conference of Governors unanimously adopted a resolution urging participation in the World's Fair by every State of the Union.

The Fair Site

Flushing Meadow Park, the site of the 1964-1965 New York World's Fair, is in the Borough of Queens, New York City, geographic and population center of the world's greatest metropolitan area where 18,000,000 people live within a 50 mile radius. It was also the site of the 1939-1940 World's Fair.

- **Size:** 646 acres (28,140,000 sq. ft.), of which approximately 10,000,000 sq. ft. is available for rent by exhibitors and concessionaires. The balance of the space is represented by parks, ponds, shaded walks, bridges, fountains, roads.

- **Access:** Highways, subways, railroads, airways and waterways converge on the Fair. A \$95,000,000 program of arterial improvements will supplement the city's new wide-spread expressway and parkway system in and adjacent to the Fair. New York International and LaGuardia Airports are a few minutes away.

Exhibitors and Entertainment

- *The United States Government* will have an impressive exhibit.
- *The States.* New York, New Jersey, Delaware, Florida, Hawaii and Oklahoma individually, the six New England States as a unit, the ten Midwestern States of the Missouri Basin as a unit, and Puerto Rico have already selected definite sites. Sites for Pennsylvania, North Carolina, and for some Southern States as a unit are under negotiation.



GOVERNORS UNANIMOUSLY ENDORSE
FAIR PARTICIPATION

Honolulu, June 28—Gov. Nelson Rockefeller of New York, right, is congratulated by Gov. Albert Rosellini of Washington, center, after a resolution endorsing participation by the 50 States in the 1964-1965 New York World's Fair was adopted unanimously by the 1961 Conference of Governors. John S. Young, representing the Fair Corporation, is at left.

On the cover: 135 feet high, of stainless steel, above a 350-foot reflecting pool, UNISPHERE is the theme center of the New York World's Fair 1964-1965—the world with its land masses supported on an open grid of latitudes and longitudes. UNISPHERE symbolizes man's perpetual search for truth and his absolute need of peace through understanding. UNISPHERE'S satellites in orbit tie us together, closer than ever, in our new 100-minute world.

- *The Nations of the World.* Fifty acceptances, including the USSR, have been received.
- *American industry and companies,* large and small, will exhibit. *Foreign industry* may exhibit in the pavilion of its country; or outside of it, with the permission of its Government.
- *New York City.* The host metropolis will construct an exact scale model of the five boroughs for display in the renovated City Building at the Fair grounds. The total cost of this exhibit will exceed \$1,675,000.
- *Entertainment.* Varied and novel entertainment and amusement features of the highest type will be provided in abundance in the Lake Area.

Joint Program with Lincoln Center for the Performing Arts

Lincoln Center for the Performing Arts, which is expected to be completed at the time of the Fair's opening, will cooperate with the World's Fair in 1964-1965 in presenting a program in the performing arts. The Center is planned to include the Metropolitan Opera, Philharmonic Hall, Juilliard School, New York State Theatre, Repertory Drama Theatre, Damrosch Park (Band Shell), and possibly other facilities.

New Sports Stadium

A new 55,000-seat, \$17,000,000 stadium is being built in Flushing Meadow Park adjacent to the Fair. Completion is scheduled for 1962. The new stadium will house many sports events of international interest during 1964 and 1965.

Flushing Bay Improvements

\$4,000,000 has been allocated by the Fair Corporation for improvements which will be completed before the opening of the Fair. These include an enlarged permanent marina for use during and after the Fair by pleasure and other craft in the metropolitan area.

Admission to the Fair:

Adults . . . \$2.00* Children . . . \$1.00*
Parking . . . \$1.00

*Multiple admission books at reduced rates.

- *Estimated Attendance:* 70,000,000—40,000,000 in 1964; 30,000,000 in 1965.

Periods and Hours of Operation

The Fair will operate from April through October in 1964 and 1965: daily, including Sundays and holidays. Exhibits will be operated from 10 a.m. until at least 10 p.m. Exhibits and concessions may remain open until 2 a.m.

Food and Refreshment Facilities

Twenty-nine food and refreshment oases of identical design, to be constructed by The Brass Rail Food Service Organization, Inc., will serve Fair visitors. Each oasis is shown in brown on the site plan.

Finances

- Total expenditures of the Fair Corporation to and including the closing of the Fair at the end of 1965 and the restoration of Flushing Meadow Park are estimated at \$131,600,000. Total receipts (including the proceeds of the Fair Corporation's 6% Promissory Notes) are tentatively estimated at \$224,710,000, as follows:

Proceeds from sale of 6% Notes	\$ 40,000,000
Prepaid 1964 Space Rentals	
and Ticket Sales	30,800,000
1964 Admissions, Rentals, Other Income	72,150,000
1965 Admissions, Rentals, Other Income	81,760,000
TOTAL	\$224,710,000

- The City of New York will finance an additional \$24,000,000 for construction of permanent Flushing Meadow Park improvements.
- Any surplus remaining after payment of all expenses, repayment in full of the principal of \$40,000,000 of notes with interest, and repayment of the \$24,000,000 advanced by the City of New York will be turned over to the City of New York for educational purposes.

HONORARY CHAIRMEN OF THE BOARD OF DIRECTORS

Herbert Hoover Harry S. Truman Dwight D. Eisenhower

EXECUTIVE COMMITTEE

Thomas J. Deegan, Chairman	Richard C. Patterson, Jr. Charles Poletti
Lou R. Crandall	William E. Potter
James J. Delaney	Charles F. Preusse
Bernard F. Gimbel	William E. Robinson
Wallace K. Harrison	Samuel I. Rosenman
Robert Moses	George E. Spargo
J. Anthony Panuch	

ADMINISTRATION

Robert Moses, President

Ernestine R. Haig Secretary of the Corporation and Assistant to the President	William E. Potter Executive Vice President
J. Anthony Panuch Vice President, Industrial, Federal and Special Exhibits	Stuart Constable Vice President, Operations
Charles Poletti Vice President, International Affairs and Exhibits	William Berns Vice President, Communications and Public Relations
Erwin Witt Comptroller	William Whipple, Jr. Chief Engineer

COUNSEL—Whitman,
Ransom & Coulson

LABOR RELATIONS—
Edward C. Maguire

SPECIAL COUNSEL—
W. Bernard Richland

THE SITE

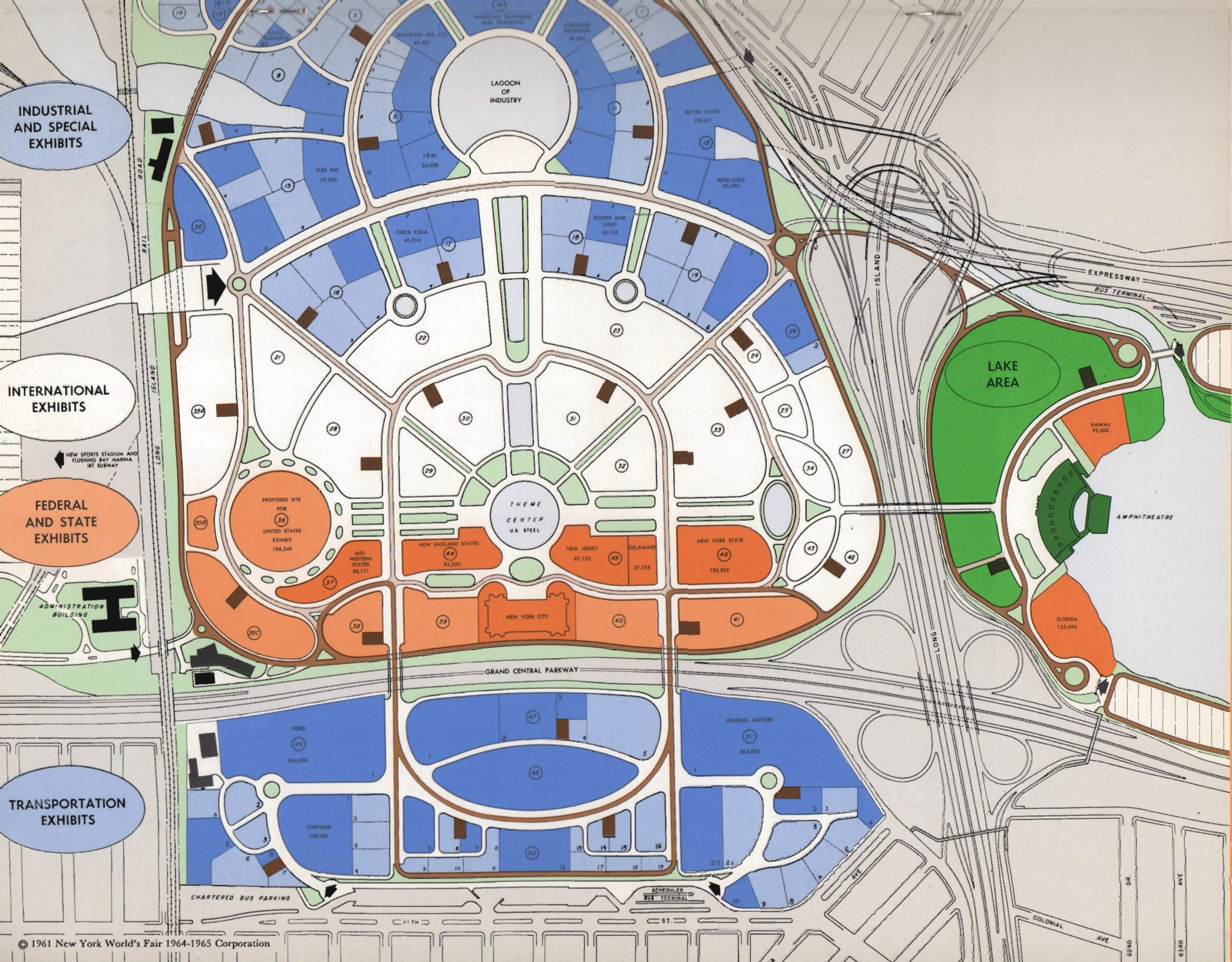
The basic plan of the Fair has been settled, permitting completion of contract drawings for roadways, walks, grading, waterways, electric and telephone lines, and storm and sanitary sewers. Plans for lighting, landscaping, bus stations, parking areas and incidental structures are under way.

"A BILLION DOLLAR WORLD'S FAIR"

Fair Corporation (Estimated Total Expenditure).....	\$ 131,600,000
Exhibitors and Concessionaires (Estimated Expenditures).....	550,000,000
Arterial Program.....	95,000,000
Throgs Neck Bridge and Approaches.....	120,000,000

City of New York.....	\$ 24,000,000
Flushing Bay Improvements.....	4,000,000
New Stadium.....	17,000,000
Long Island Railroad.....	1,000,000
Miscellaneous.....	57,400,000
TOTAL.....	\$1,000,000,000





INDUSTRIAL
AND SPECIAL
EXHIBITS

INTERNATIONAL
EXHIBITS

FEDERAL
AND STATE
EXHIBITS

TRANSPORTATION
EXHIBITS

SPECIFIC INFORMATION FOR EXHIBITORS

Construction and Demolition of Pavilions and Exhibits

The Fair Corporation will *not* sponsor, design, construct or finance any pavilion or exhibit. It maintains no preferred list of architects, designers, engineers or contractors.

- Each exhibitor—at its own expense—will design, construct and operate its own pavilion and exhibit under policies, rules and regulations of the Fair Corporation.
- Pavilions or other structures will be demolished at the expense of the exhibitor within ninety days after termination of the Fair.

Leases and Rentals

All leases will be executed on the Fair Corporation's standard lease form for the two-year period of the Fair.

- Ground rent is \$4. per square foot per year, payable: 25% of two-year total on signing lease; 25% before beginning construction; 25% on July 15, 1964; 25% on January 15, 1965.
- Maximum rentable space is 50,000 square feet *except* in the Transportation and Federal and States areas, and in special cases as determined by the Fair Corporation.

Utilities

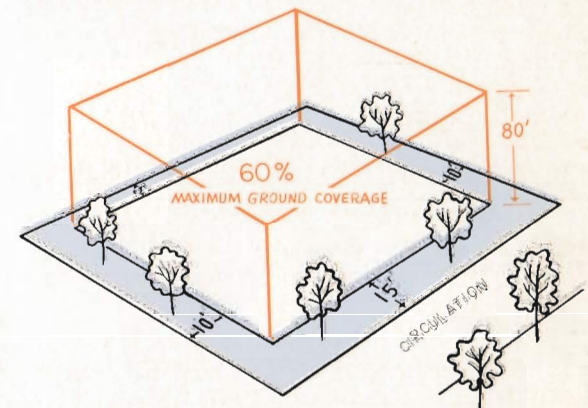
The Fair Corporation will provide distribution lines for major utilities: water, gas,

electric, television, telephone, sanitary and storm sewers.

- Exhibitors may connect into such lines when they start construction in 1962.
- Cost schedules for connections and usage are available on application.

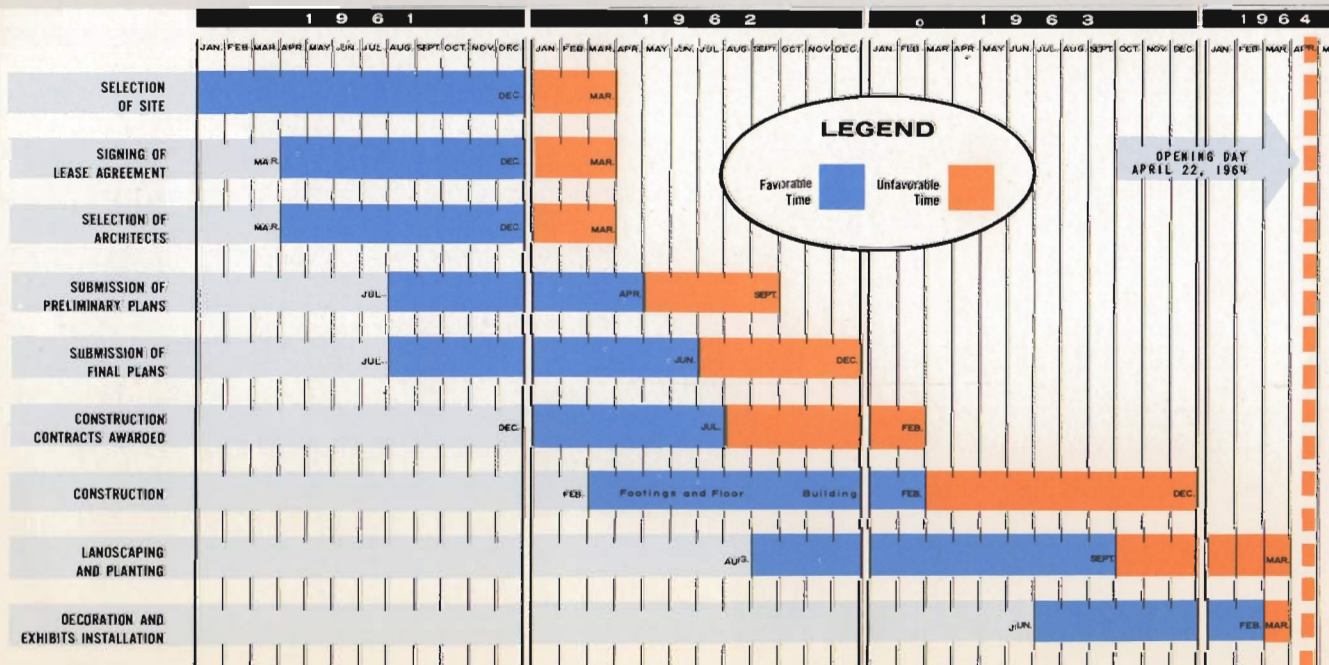
Limitations on Structures

Design and structure of pavilions, and required landscaping are subject to the approval of the Fair Corporation.



- Building coverage will not exceed 60% of any lot.
- Set-backs must be not less than 15 feet at the front, 10 feet at each side, and 5 feet at rear of lot.
- Area of any lot not covered by buildings must be landscaped.
- Structures may not exceed 80 feet in height *except* in special cases as determined by the Fair Corporation.
- Building Code, Health Code and other Rules and Regulations applicable to the Fair premises must be observed.

RECOMMENDED TIME SCHEDULE for EXHIBITORS



Insurance

Participants must subscribe to a single standard *general liability* policy provided by the Fair Corporation:

- **Bodily Injury Liability:** Prior to opening of Fair not less than \$250,000/\$1,000,000; after opening of Fair not less than \$300,000/\$10,000,000.
- **Property Damage Liability:** Prior to opening of Fair not less than \$100,000/\$200,000; after opening of Fair not less than \$5,000,000/\$5,000,000.

Fire, Auto Liability and Workmen's Compensation Insurance will be required in accordance with applicable statutes and Fair Corporation Regulations.

Labor Relations

Leaders of labor and management of New York's building and construction industry signed a pledge, on March 16, 1961, that "there shall be no lockouts, strikes, picketing or interference with the progress of construction and building at the Fair site and on all work relating thereto."

Product Sales in Exhibit Pavilions

Sales or order-taking by a prime exhibitor within its pavilion must be incidental and subordinate to the educational purpose and content of the exhibit.

- It must be conducted in an enclosure or area of the pavilion physically separated from the exhibit itself.
- Such enclosure shall comprise no more than 10% of the floor area of the exhibit building, not including restaurants or bars.

Multiple-Exhibitor Pavilions

The Fair Corporation encourages the organization of multiple-exhibitor pavilions, under responsible sponsorship and financing, in which the products and services of industries and companies in related fields may be effectively displayed.

- Smaller and medium-sized companies may participate in the Fair with maximum effectiveness.

- Fair participation costs can be materially reduced and equitably allocated among a large number of participating companies.

Transportation Exhibits

Companies or industries concerned with the movement of people and goods—by air, land or water—will exhibit in the Transportation Section.

The Port of New York Authority negotiates leases in the Transportation Section, under agency contract with and subject to the policies and regulations of the Fair Corporation. Inquiries should be addressed to: Guy F. Tozzoli, Director, Transportation Section, World's Fair, The Port of New York Authority, 111 Eighth Avenue, New York 11, New York. *Telephone:* AL 5-1000, Extension 8172.

Special Exhibits

Non-industrial and non-commercial exhibits are welcomed by the Fair Corporation *provided* they are appropriately sponsored and adequately financed. Negotiations for special exhibits are under way with leaders and outstanding groups in the fields of medicine, religion, education, labor, youth organization, and the like.

FOR FURTHER INFORMATION:

State Exhibits: WILLIAM E. POTTER,
Executive Vice President

Industrial, Federal and Special Exhibits:

J. ANTHONY PANUCH,
Vice President,
Industrial, Federal and Special Exhibits

JOHN S. YOUNG,
Director of Industrial Exhibits

F. BOURNE UPHAM,
Director of Federal Exhibit

WILLIAM H. OTTLEY,
Director of Special Exhibits

Address: New York World's Fair 1964-1965
Corporation
Box 1964, Flushing 52, New York
Telephone: WF 4-1964

WHAT WILL IT COST?

Rough estimate of medium size World's Fair Pavilion (Construction and operation for two years).

	Minimum	Maximum
Rental of land (20,000 sq. ft.)		
@ \$8.00 per sq. ft. for 2 years.....	\$160,000	\$160,000
One Story Basic Structure		
a. Construction (60% of lot = 12,000 sq. ft., 25 feet high), including air conditioning (but not heat), normal interior and exterior finishes, public washrooms, general lighting, but no extra features.		
@ \$20.00 per sq. ft. minimum.....	\$240,000	
@ \$40.00 per sq. ft. maximum.....		\$480,000
b. Architect and Engineering Fees		
@ 8.3% of construction costs.....	\$ 20,000	\$ 40,000
c. Building Fees, Utility Connections and Contingencies.....	\$ 50,000	\$100,000
Landscaping (40% of lot = 8,000 sq. ft.)		
Not including structural walls or fountains.		
@ \$1.00 per sq. ft. minimum.....	\$ 8,000	
@ \$5.00 per sq. ft. maximum.....		\$ 40,000
Fountains, Statues, Art Work, Murals or Special Items. Could run anywhere from \$10,000 for a few simple fountains to any figure, depending on quality of art work.....	\$ 10,000	\$100,000
Demolition @ 10% of cost.....	\$ 31,000	\$ 62,000
CONSTRUCTION TOTAL	\$519,000	\$982,000
Operating Costs		
a. Cleaning service, two years.....	\$ 12,000	\$ 20,000
b. Air conditioning watch engineers (one man, three shifts, two years).....	\$ 30,000	\$ 35,000
c. Electrician (one man, two years).....	\$ 9,000	\$ 10,000
d. Utilities (three years).....	\$ 10,000	\$ 15,000
e. Protection (one man on duty during exhibit hours, two years = 3 men, 2 shifts, 7-day week).....	\$ 20,000	\$ 40,000
f. Garbage removal, two years.....	\$ 3,000	\$ 4,000
g. Winter protection and rehabilitation, 1964-65.....	\$ 20,000	\$ 50,000
h. General repairs, plumbing, maintenance of grounds, two years.....	\$ 30,000	\$ 60,000
i. Supplies, two years.....	\$ 12,000	\$ 15,000
j. Insurance:		
i. Fire—four years.....	\$ 12,000	\$ 24,000
ii. Liability and compensation: During construction, 1-2 years.....	\$ 15,000	\$ 30,000
k. Office staff:		
One manager, two years.....	\$ 20,000	\$ 40,000
One assistant manager, two years.....	\$ 16,000	\$ 30,000
One secretary, two years.....	\$ 10,000	\$ 12,000
OPERATING TOTAL	\$219,000	\$385,000
TOTAL COST OF 20,000 SQ. FT. EXHIBIT	\$738,000	\$1,367,000

*Not included: cost of exhibits, liability insurance during operating period, restaurant facilities, entertainment offered, advertising and promotion, TV or radio service, guides or lectures, multiple-story structural costs.

NOT APPLICABLE TO STATES EXHIBITS

Where rental is free and other costs will be dependent on scope of exhibit

ON FEDERAL PARTICIPATION IN THE FAIR...

"... it is now my view, fully concurred in by all agencies concerned, that the Federal Government should participate in the New York World's Fair. We believe further that such participation should be on a scale and in a manner commensurate and appropriate to the Fair as a whole, calculated to assure widespread participation and attendance and to achieve the best possible effect in terms of promoting international good will—the underlying purpose of a World's Fair.

"... we are very favorably impressed with the accomplishments reported to us by the New York authorities, particularly in regard to American industry participation already committed, as well as their state of readiness insofar as staffing, organization, financing and construction plans, and site and other preparations are concerned."

*Secretary of Commerce Mueller's Report
to the President, December 15, 1960*

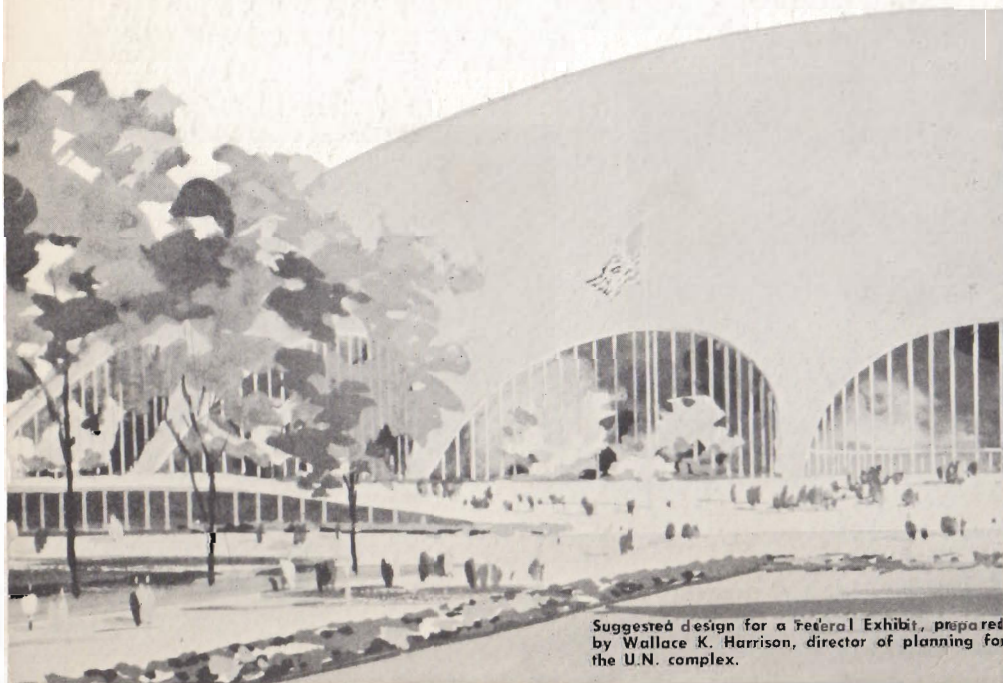
"I have received your report ... and I approve your recommendations ... While I realize that the Congress must authorize formal participation and make the necessary appropriations, I believe that because of the urgency as to time ... planning required should be initiated immediately.

"I, therefore, authorize and direct the Secretary of Commerce to be in charge of theme development and planning for the United States Exhibits ..."

President Eisenhower, December 20, 1960

"... it is our belief that the Federal Government should participate in this Fair and to that end we are requesting the Congress to approve our undertaking the necessary preliminary study and report ..."

Excerpt from identical letters of Secretary of Commerce Hodges to the Speaker of the House and the President of the Senate requesting Congressional legislation and funds to enable the Executive to recommend the scope and nature of U. S. participation.



Suggested design for a Federal Exhibit, prepared by Wallace K. Harrison, director of planning for the U.N. complex.

