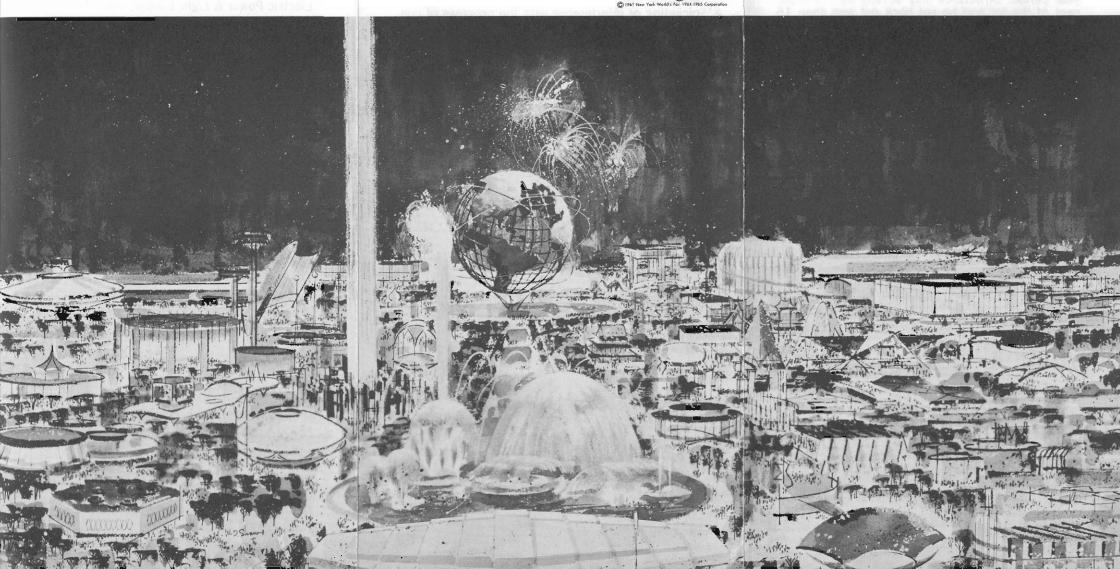
$for \ further \ information \ please \ write$

The Industrial Section
New York World's Fair 1964-1965
Flushing 52, New York
phone: WF 4-1964

INDUSTRIAL SECTION

New York World's Fair 1964-1965





FAIR FIGURES

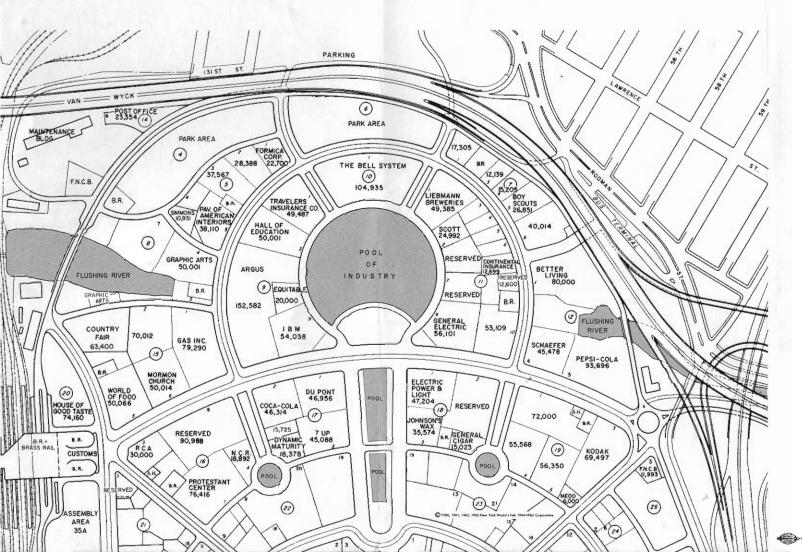
ATTENDANCE: It is estimated conservatively that the Fair will attract 40 million people in 1964 and 30 million in 1965 for a total of 70 million.

RENTAL SPECIFICATIONS: The Industrial Section leases space at \$8.00 per sq. ft. covering the two year period. Structures may occupy up to 60 per cent of the lot and be set back not less than 15 feet at the front, 10 feet at each side and five feet at the back.

FINANCING: On signing of contract, \$2.00 per sq. ft. is due. The three additional payments of \$2.00 per sq. ft. each are due as follows: five days after issuance of building permit, July 15, 1964 and January 15, 1965, completing the \$8.00 per sq. ft. payment.

UTILITIES: All necessary subsurface utilities, including electrical and telephone conduits and cables, water, gas and sewers, will be available.

LABOR RELATIONS: The Building and Construction Industry of the city has presented a declaration pledging 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."



EXHIBITORS

The following companies are constructing pavilions of their own.

Argus Photo Fun Land The Bell System Exhibit Coca-Cola Company Continental Insurance Companies E. I. du Pont de Nemours & Company, Inc. Dynamic Maturity Eastman Kodak Company Electric Power & Light Exhibit, Inc. Equitable Life Assurance Society of the United States Festival of Gas Formica Corporation General Cigar Company, Inc. General Electric Company International Business Machines Corp. S. C. Johnson & Son, Inc. Liebmann Breweries, Inc. National Cash Register Company Pepsi-Cola Company Radio Corporation of America Simmons Company The F. & M. Schaefer Brewing Company The Scott Paper Company The Seven-Up Exhibit Travelers Insurance Companies United States Steel Corporation Westinghouse Electric Corporation

MULTIPLE EXHIBITORS

Multiple-exhibitor pavilions are designed to house business concerns which are not constructing buildings of their own.

Better Living Building
Country Fair
Graphic Arts Building
Hall of Education
House of Good Taste, Inc.
Pavilion of American Interiors, Inc.
World of Food, Inc.