

PEACE THROUGH
UNDERSTANDING

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE - AREA CODE 212 - WF 4-1964 • CABLE ADDRESS "WORLDFAIR"

June 1, 1963

LIST OF EXHIBITORS, CONCESSIONAIRES AND LICENSEESIndustrial Exhibits

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|---------------------------------------|--|
| Argus Photo Funland, Inc. | * Pavilion of American Interiors, Inc. |
| * Better Living Building | Pepsi-Cola Company |
| E. I. duPont de Nemours & Co., Inc. | Radio Corporation of America |
| Dynamic Maturity | Scott Paper Company |
| Eastman Kodak Company | Simmons Company |
| Electric Power & Light Exhibit, Inc. | The Bell System Exhibit |
| Equitable Life Assurance Society | The Coca-Cola Company |
| of the United States | The Continental Insurance Companies |
| Festival of Gas | * The Country Fair |
| Formica Corporation | * The House of Good Taste, Inc. |
| General Cigar Co., Inc. | The F. & M. Schaefer Brewing Co. |
| General Electric Company | The National Cash Register Company |
| * Hall of Education | The Seven-Up Exhibit |
| International Business Machines Corp. | The Travelers Insurance Companies |
| S. C. Johnson & Son, Inc. | United States Steel Corporation |
| Liebmann Breweries, Inc. | Westinghouse Electric Corporation |
| | * World of Food, Inc. |

Transportation Exhibits

- | | |
|----------------------------|--------------------------------------|
| Auto Thrill Show | * Marine Center |
| Chrysler Corporation | Mobile Homes |
| Ford Motor Company | Port of New York Authority-Heliport |
| General Motors Corporation | Sinclair Oil Corporation |
| Greyhound Corporation | SKF Industries, Inc. |
| Hall of Science | * Transportation and Travel Pavilion |
| | United States Rubber Company |

Operations - Special Exhibits

Church of Jesus Christ of Latter Day Saints
The Billy Graham Evangelistic Association
The Boy Scouts of America
The Protestant Center

- * Multiple Exhibitor Pavilions in which a total of over 226 companies are exhibiting.

Concessionaires

A.D.A., Inc.
(Waffle Restaurant & Aerial Ride)
c/o Hotel Gorham
136 West 55 Street, New York 19, N. Y.
Attention: Mr. Gerard Vande-Velde

American Locker Company, Inc.
570 Seventh Avenue, New York, N. Y.
Attention: Mr. Frank W. Greco, Dist. Mgr.

American Machine & Foundry Co.
261 Madison Avenue, New York 16, N. Y.
Attention: Mr. Mansfield D. Sprague, V. P.

Amphitheatre, Inc.
119 West 57 Street, New York 19, N. Y.
Attention: Mr. Meyer Davis

Arlington Hat Company, Inc.
900 Broadway, New York 3, N. Y.
Attention: Mr. N. Strongin, Pres.

Beautiful Belgium, Inc.
c/o Waldorf Astoria
Room 585
301 Park Avenue
New York, N. Y.

The Brass Rail Food Service Organ.
511 Fifth Avenue, New York 17, N. Y.
Attention: Mr. David J. Berge, Pres.

Century Grill International
Silver Tower, Apt. 618
125-10 Queens Blvd., Kew Gardens 15, N. Y.
Attention: Mr. J. R. Holden

The Chun King Corp. (Chinese Restaurant)
5020 Roosevelt Street, Duluth, Minnesota
Attention: Mr. Jenio Paulucci

Continental Circus, Inc.
10 Rockefeller Plaza, New York 20, N. Y.
Attention: Mr. Harry Dube

Dancing Waters, Inc.
(Elaborate Musical Water & Light Display)
250 West 57 Street, New York 19, N. Y.
Attention: Mr. Sam Shayon

First National City Bank
399 Park Avenue, New York, N. Y.
Attention: Mr. Carl W. Desch, Cashier

Greyhound at the World's Fair, Inc.
224 West 34th Street
New York 1, N. Y.
Attention: Mr. A. N. Brion

Hearst Metrotone News, Inc.
450 West 56th Street
New York 19, N. Y.
Attention: Mr. Caleb B. Stratton,
Exec. V. P.
(Official World's Fair Motion Picture
Photographer)

Intercontinental Cuisine Inc. (Restaurants)
c/o Edward McDonald
Benton & Bowles
666 Fifth Avenue
New York, N. Y.

Marinas of the Future, Inc.
World's Fair Marina
Northern Boulevard
Corona 68, New York

Maroda Enterprises, Inc. (Boat Rides)
c/o Mr. Robert W. Ward, V-P & Gen'l. Mgr.
Box 4111, Fort Lauderdale, Florida

Medo Fair Corp. (Photo Supplies)
902 Broadway, New York 3, N. Y.
Attention: Mr. Jack Edelstein

Mobile Care at the World's Fair, Inc.
(Tours for the Handicapped)
2079 Wantagh Avenue, Wantagh, Long Island
Attention: Mr. Lou Goldberg, Pres.

Nik-O-Lok Company (Toilet Locks)
215 Park Avenue South, New York 3, N. Y.
Attention: Mr. A. Melnichak, Dist. Mgr.

LIST OF EXHIBITORS, CONCESSIONAIRES AND LICENSEES

Concessionaires (Cont'd)

Sage Ventures, Inc.
(American Indian Pavilion)
1405 G Street, N. W., Washington, D. C.
Attention: Mr. E. Thomas Colosimo, Exec.Dir.

San Mar, Inc.
(Replica of Christopher Columbus' Santa Maria)
381 Simsbury Road, West Hartford, Connecticut
Attention: Mr. Lawrence H. M. Vineburgh

Simmons Company
300 Park Avenue, New York 22, N. Y.
Attention: Mr. John Person

Sinclair Refining Co. (Gas Stations)
600 Fifth Avenue, New York 20, N. Y.
Attention: Mr. J. R. Tucker

Swiss Exhibits, Inc. (Official Time)
99 Wall Street, New York 5, N. Y.
Attention: Frederick Pagnani, Esquire

United Press International, Inc.
(Official World's Fair Photographer
for Still Photographs)
220 East 42 Street, New York 17, N. Y.
Attention: Mr. Roy Mehlman, Dir.

Von Roll, Ltd., Berne Works (Swiss Sky Ride)
Berne P O Box Transit
Berne, Switzerland
Attention: Mr. Paul Zuberbuhler,
Mgr.Dir., Berne Works

Louis & Manuel Walter (Wax Museum)
P. O. Box 4608, Compton, California

Angus G. Wynne, Jr., and Compass Fair, Inc.
(Theatre & Night Club)
1841 Broadway, New York, N. Y.
Attention: Mr. Gordon R. Wynne, V. P.

Licensing

Licensing Agent - Media Enterprises, Inc.
Mr. Milton Kayle, Exec. Vice Pres. - Room 2760
Time & Life Building, Rockefeller Center
New York 20, New York

Licensees

Allen Hollander Co., Inc.
(Automobile Bumper Strips, Automobile
Emblems & Paper Decals)
385 Gerard Avenue, Bronx 51, N. Y.
Attention: Mr. Arthur Berliss

Allison Manufacturing Co., Inc.
(Tee Shirts & Sweat Shirts)
350 Fifth Avenue, New York 1, N. Y.
Attention: Mr. N. Schneider

Alvimar Manufacturing Co. Inc.
(Plastic Inflatable Toys)
1881 Park Avenue, New York 35, N. Y.
Attention: Mr. Alan P. Friedlander, Pres.

Annin and Company (Flags)
85 Fifth Avenue, New York, N. Y.
Attention: Mr. Digby Chandler, Pres.

Arlington Hat Co., Inc. (Novelty Hats)
900 Broadway, New York 3, N. Y.
Attention: Mr. N. Strongin, Pres.

Bearse Mfg. Company (Flight Bags)
P. O. Box 230, Newburgh, N. Y.
Attention: Mr. W. E. Larson

Castle Films, Inc. (Home Movies)
1445 Park Avenue, New York 20, N. Y.
Attention: Mr. Murray Goodman

Dexter Press N.Y., Inc. (Post Cards)
West Nyack, N. Y.
Attention: Mr. Thomas A. Dexter, Pres.

Ebsco Industries, Inc.
(Cigarette Lighters)
1st Avenue North at 13th Street
Birmingham, Alabama
Attention: Mr. Elton P. Stephens, Pres.

LIST OF EXHIBITORS, CONCESSIONAIRES AND LICENSEES

Licensees (Cont'd)

Ed-U-Cards Mfg. Corp. (Children's Card
Game Sets & Picture Flashcard Sets)
36-46 33 Street, Long Island City, N. Y.
Attention: Mr. Irving Brambier, Pres.

Fernand & Spertus Publishers, Inc.
(Children's Coloring Books)
156 Fifth Avenue, New York 10, N. Y.
Attention: Mr. Fred Spertus, Pres.

*Goldfarb Exposition Souvenir Corporation
(Several)
3835 9th Avenue
New York 34, N. Y.
Attention: Mr. Philip Goldfarb

Good Housekeeping Magazine (Cookbook)
959 Eighth Avenue, New York, N. Y.
Attention: Mr. Van Cartmell

Haffkine Mfg. Co., Inc. (Towels, Table
Linens, Bibs & related Products)
105 Wooster Street, New York, N. Y.
Attention: Mr. Ronald Haffkine

Hortie-Van Manufacturing Co. (Flags)
1930-40 East Walnut St., Pasadena, Calif.
Attention: Mr. Leon Van der Wyk, Vice Pres.

Imperial Knife Assoc. Companies, Inc.
(Knife Novelties)
1776 Broadway
New York 19, N. Y.
Attention: Mr. Henry Baer, Vice Pres.

Indian Head Mills, Inc. (Calendar Towels)
1430 Broadway
New York, N. Y.
Attention: Mr. E. Concheiro

Interstate Bag Company, Inc. (Shopping Bags)
Walden, New York
Attention: Mr. William C. Scott, Exec. V.P.

Frederick A. Krause Associates, Inc.
(Stamped metal trays, canisters and
related stamped metal items)
Frenchtown, New Jersey
Attention: Mr. Frederick Krause, Pres.

Lowell Toy Mfg. Corp.
(World's Fair Pennants)
1074 Brook Avenue, New York 56, N. Y.
Attention: Mr. Jules Cooper, Dir. Spl. Sales

Mackson Imports, Inc. (Rainwear Articles)
1220 Broadway, New York, N. Y.
Attention: Mr. Mack Schwartz, Pres.

Mallory Battery Co. (Flashlights &
Flashlight Novelties)
60 Elm Street, North Tarrytown, N. Y.
Attention: Mr. Mogens Christiansen, V.P.

Marchal, Incorporated (Charms)
745 Fifth Avenue, New York 22, N. Y.
Attention: Mr. Edgar M. Segal

Medallic Art Co. (Official Medallion)
325 East 45 Street, New York 17, N. Y.
Attention: Mr. William T. Louth, Pres.

Parker Pen Company (Ballpoint Pens,
Fountain Pens, Desk Sets, Mechanical
Pencils)
45 Rockefeller Plaza - Room 520
New York 20, New York
Attention: Mr. John W. Gibb

*Peerless Plastics, Inc. (Several)
400 East 111th Street
New York 20, N. Y.
Attention: Mr. J. Kapstein, Exec. V.P.

Photo Lab, Inc. (Color Slides)
3825 Georgia Ave., N.W., Washington 11, D.C.
Attention: Mr. Frank B. Christopher,
Director of Spl. Sales

RMS Sales Corporation (Novelty Savings
Banks and Play Money)
225 West 34th Street
New York, New York
Attention: Mr. Robert M. Silverman, Pres.

Scarves by Vera, Inc.
(Scarves & Handkerchiefs)
45 West 18 Street, New York, N. Y.
Attention: Mr. Joe Simon, Sales Mgr.

LIST OF EXHIBITORS, CONCESSIONAIRES AND LICENSEES

Licensees (Cont'd)

Stancraft (Div. Standard Packaging)
(Playing Cards)
1286 University Ave., St. Paul 4, Minn.
Attention: Mr. Arnold Isaacson, Dir. Sales

The Tie King, Inc. (Men's & Boy's Ties)
17 West 45 Street, New York, N. Y.
Attention: Mr. Sol Weisblatt

Time, Incorporated (World's Fair Guide
Book, Souvenir Program & Maps)
Time & Life Bldg., Rockefeller Center
New York, N. Y.
Attention: Mr. Jerome Hardy, Pub., Book Div.

Topping, Inc. (Miniature Unisphere
Replicas)
147 Kenwood Street
Elyria, Ohio
Attention: Mr. E. W. Topping, Pres.

World Wide Paper Products Corp.
(Paper Book Covers)
3902 Spring Garden Street
Philadelphia 4, Pa.
Attention: Mr. Ben Dubin, President

* For Detailed List Please Contact Media Enterprises Inc.

FEDERAL AND STATES AREA PARTICIPANTS

Alaska
California
**Connecticut
Florida
Hawaii
Illinois
Kentucky
Louisiana
**Maine

Maryland
**Massachusetts
Minnesota
Missouri
Montana
**New Hampshire
New Jersey
New York State
Oklahoma

**Rhode Island
Tennessee
Texas
**Vermont
West Virginia
Wisconsin
Federal Exhibit
New York City
Virgin Islands

**New England States Pavilion

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INTERNATIONAL EXHIBITORS

Of the International Participants which have declared their intent to be present at the New York World's Fair 1964-1965, the following have executed a contract for space and are proceeding with plans:

Argentina	Japan (JEA)	United Arab Republic
Austria	Jordan	Union Africaine et Malgache
Belgium	Korea	(13 African Nations:)
Caribbean	Kuwait	Cameroun
Central America:	Lebanon	Central African Republic
Costa Rica	Malaya	Chad
El Salvador	Mali	Congo (Brazzaville)
Guatemala	Mexico	Dahomey
Honduras	Morocco	Gabon
Nicaragua	Pakistan	Ivory Coast
Panama	Philippines	Malagasy Republic
Chile	Polynesia	Mauritania
China	Sierra Leone	Niger
Greece	Spain	Senegal
Guinea	Sudan	Rwanda
Hong Kong	Sweden	Upper Volta
India	Switzerland	Uruguay
Indonesia	Thailand	Vatican
Ireland	Tunisia	Venezuela
Japan (JETRO)	Turkey	West Berlin

OTHER PARTICIPANTS IN INTERNATIONAL AREA

<u>Exhibitor</u>	<u>Space</u>
Arlington Hat	6,000 sq. ft.
Brass Rail	106,805
Christian Science Pavilion	25,189
Rev. Billy Graham	37,000
International Plaza	62,770
Swiss Sky Ride	62,910
The Hall of Free Enterprise	5,000