

MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO: STUART CONSTABLE

DATE: June 3, 1963

FROM: ROBERT COHEN

SUBJECT: REPORT ON ALL FAIR CHARGES

In many instances the price schedules contained in this report are not final. Several exhibitors and concessionaires have requested that the information contained herein not be given out to the public.

Most of the International and State exhibitors will have gift shops in their pavilions at which products native to their countries and states will be sold.

All of the multiple exhibit pavilions will sell products and services of various types to Fair visitors.

Concessionaires in the Lake Amusement Area will probably give a 25% discount for school and other groups of 10 or more persons. This policy will probably not apply to sit-down shows such as the Century Showcase, the Amphitheatre show and the Circus.

Unless otherwise agreed upon, all charges to the public made by concessionaires must be approved in writing by the Fair Corporation. Industrial exhibitors must submit price schedules to the Fair Corporation. Any changes in the schedules thereafter must similarly be submitted to the Fair Corporation. All price schedules must be made available to the public by the exhibitor at locations designated by the Fair Corporation. Exhibitor must adhere to the prices and rates stated in the schedules. Any over-charges from these prices must be refunded to the customer.

RC:mi
Attachments

cc: File

Bob Cohen

LAKE AREA

Exhibit	Charges	Attraction
American Indian Pavilion	<p>\$1.00 - Adults</p> <p>.50 - Children under 12</p> <p>Sale of Indian made products and food</p>	<p>An integrated display of the history, lore, crafts and tribal rights of the American Indian.</p> <p>Entertainment consisting of dancing, singing, archery exhibits, hatchet throwing, etc. Live snake dance; hot coals dance performed for first time off reservation.</p> <p>First time that American Indians will have an organized exhibit at a World's Fair.</p>
Amphitheatre, Inc.	<p>\$1.00 General Admission 5251 seats</p> <p>\$2.00 Reserved 3811 seats</p> <p>\$3.00 Reserved <u>610 seats</u></p> <p>9672 seats</p> <p>Programs, food, beer, soft drinks, cushions and souvenirs will be sold.</p>	<p>4 shows daily - Monday - Friday.</p> <p>5 shows Saturday, Sunday, and Holidays.</p> <p>Spectacular show with cast of 250 taking place on stage, in pool, and in the air.</p> <p>Largest turntable stage in world.</p> <p>Show is being produced by Meyer Davis and Leon Leonidoff.</p>

Exhibit	Admission Charge to Pavilion	Charges for Exhibits, Shows or Rides in Pavilion		
		Attraction	Charge	Free Attractions
Auto Thrill Show	. 50¢ to \$3. 00	souvenirs 7, 500 seat stadium featuring dare devil and precision automobile driving by Kochman Hell Drivers.	not determined	
Century Grill	-----	Restaurant	-----	-----
Chrysler Corp.	No	-----	Entire exhibit free	An audio-visual seated performance. Other viewing-participating exhibits.
Ford Motor Co.	No	-----	Entire exhibit free	Disney produced ride through a fantasy land of the past, present and future.
General Motors Corp.	No	-----	Entire exhibit free	"Ride into tomorrow" Exhibit building for product displays
Greyhound Exhibit	No	Restaurant Newsstand	-----	Filmed show -- occasional live show. Displays. Travel information
Hall of Science	No	No information	-----	No information
Intercontinental Cuisine	-----	3 Restaurants	-----	-----
Mobile Care	No	Restaurant <u>Tours for the</u> <u>handicapped</u> Grand tour (2 hours) \$3. 75- Segment tour \$1. 25 Specific exhibit tour . 75 (round trip \$1. 25)		-----

Mobile Homes Manufacturers Association	No	No information	-----	No information
Port of New York Authority	No	Terrace Club Restaurant "Drinks around World" New York Airways Inc. will provide shuttle helicopter service to and from Fair	<u>Membership dues</u> \$1, 250 for 2 yrs. \$125 for wives of members	360 - degree movie and Port Authority static exhibits
Sinclair Refining Co. (Dino Land)	No	-----	Entire exhibit free	Full size re-creation of 9 types of Dinosaurs -- Prehistoric exhibit -- History of Sinclair. Information about oil.
SKF Industries Inc.	No	No information	-----	No information
Transportation and Travel Pavilion	No	Man on Moon Show Antique Auto Museum	\$1. 00 \$1. 00	50 to 60 transportation and travel exhibits
United States Rubber Co.	. 25¢	For ride on giant ferris wheel		
Antique Auto Ride (not signed)	. 50¢ adults . 35¢ children	Ride in an authentic replica of 1910 Cadillac		

OTHER WORLD'S FAIR ATTRACTIONS,
SERVICES, E TC.

CHARGES FOR OTHER WORLD'S FAIR ATTRACTIONS,
SERVICES, ETC.

Exhibit or Service	Attraction or Service	Charges
Arlington Hat Co.	Will operate 5 novelty hat stores. Stores will be located in Industrial, International and Transportation Areas of the Fair. One of the stores will have an exhibit showing how a hat is manufactured. Another store will have an historical hat museum. A third store will have an exhibit showing the evolution of hats in relation to transportation.	Admission to hat exhibits free of charge.
		Contemplated retail prices for Individual Items of Novelty Hats
		\$1.00
		1.25
		1.50
World's Fair Marina	Located in Flushing Bay the 800 Boat Marina will provide services to boatmen and docking for excursion, commuter type boats and hydrofoil boats. After the Fair the Marina will be expanded to accommodate 2,000 boats.	2.00
		3.00
		Exhibit of H. M. S. Bounty.
		90¢ Adults
		50¢ Children
		Marine service from Manhattan, Bronx, Westchester, Newark -- Rates not yet established.
		Marine store, restaurant, electronic sales and service, showers, laundromat, boat and engine sales -- Rates not yet established.
		Automobile parking rates at Marina -- Not yet established.
		<u>Dockage Rate Schedule - 1964:</u>
		Dockage day starts at 6 AM. Any vessel docked prior to 6 AM will be charged dockage for the previous night. Check-out time shall be 6 PM. Any vessel that occupies a berth after 6 PM will be charged dockage for the following night.

(continued)

Exhibit
or
Service

Charges

Dockage Rate Schedule - 1964 (Continued)

World's
Fair
Marina

Seasonal*

(April 1 - Oct. 31)

Slip: \$13.00 per ft. of finger pier or
boat, whichever is greater.

Mooring: \$5.00 per ft.

*Boats docked for 2-1/2 months or more will be charged seasonal rates.

Monthly

Slip: \$5.40 per ft. of finger pier or
boat, whichever is greater.

Mooring: \$2.70 per ft.

Overnight
(24 Hours)

Slip: 20¢ per ft. of finger pier or
boat, whichever is greater.

Mooring: 10¢ per ft.

Winter Storage
(Nov. 1 - March 31)

Ice free wet storage - \$6.00 per ft.

Temporary Tie-Up

Over 1 hour - Boats under 35 ft. - \$1.00
Boats 35 ft. and over - \$2.00

Electricity

Season \$3.00 per month - boats under 40 ft.
7.50 per month - boats 40 ft. and over

Transients .50 per day - boats under 40 ft.
1.00 per day - boats 40 ft. and over

Water

Season \$5.00 per season - boats under 50 ft.
10.00 per season - boats over 50 ft. to 75 ft.
5.00 per month - boats over 75 ft.

SERVICE	ATTRACTION OR SERVICE	CHARGES
Brass Rail	<p data-bbox="378 140 1059 323">25 Refreshment Unit Complexes will be operated by The Brass Rail. Each complex will include a complete line of refreshments, a souvenir stand, telephone booths and rest rooms.</p> <p data-bbox="378 363 1059 507">The Brass Rail will also operate 8 individual table service restaurants and 5 newsstands. The newsstands will be located near entrances to the Fair.</p> <p data-bbox="378 547 1059 691">The Brass Rail will sell a complete line of World's Fair licensed items at its souvenir stands. These items and prices have not been determined as yet.</p> <div data-bbox="623 1281 1059 1570"> <p><u>Sundry Items:</u></p> <p>Popcorn . 15 & . 25</p> <p>Pretzels . 25</p> <p>Soft Ice Cream . 25</p> <p>Candy . 10 & . 25</p> <p>Caramel</p> <p>Corn . 25 & . 35</p> </div>	<p data-bbox="1151 140 2059 172"><u>Contemplated charges at Refreshment Unit Complexes:</u></p> <p data-bbox="1151 188 1378 220"><u>Main Course:</u></p> <p>Hamburger on Roll . 40</p> <p>Frankfurter on Roll . 30</p> <p>Chow Mein on Roll . 35</p> <p>Sandwiches -</p> <p>Ham, Cheese, Combination . 40 to . 50</p> <p data-bbox="1151 451 1357 483"><u>Side Dishes:</u></p> <p>French Fries . 25</p> <p>Baked Beans . 25</p> <p>Egg Roll . 25</p> <p>Cheetos, Fritos and Potato Chips . 15</p> <p>Pizza . 40</p> <p>Soup . 35</p> <p data-bbox="1151 762 1342 794"><u>Beverages:</u></p> <p>Coffee . 15</p> <p>Iced Coffee . 25</p> <p>Tea . 15</p> <p>Iced Tea . 25</p> <p>Coca Cola . 15 & . 25</p> <p>Pepsi Cola . 15 & . 25</p> <p>Canada Dry Ginger Ale and Grape . 15 & . 25</p> <p>Seven Up . 15 & . 25</p> <p>Milk . 15</p> <p>Milk Shake . 35</p> <p>Regular Beer . 40</p> <p>Premium Beer . 50</p> <p data-bbox="1151 1281 1315 1313"><u>Desserts:</u></p> <p>Ice Cream Cups . 25</p> <p>Frosted Sticks . 15</p> <p>Cookies & Crackers . 15 & . 25</p> <p>Pies, Cakes & Fruit Roll . 25</p>

(continued)

Exhibit or Service	Attraction or Service	Charges
Greyhound (Internal Transportation)	<p>Transit buses, sightseeing buses, tractor trains and lounge cars will be used to provide internal transportation to Fair visitors.</p> <p>Greyhound will operate 20 information booths around Fair grounds. Souvenir replicas of Greyhound vehicles used at the Fair will be sold at these information booths. Prices have not been determined.</p>	<p>Perimeter Rapid Transit Bus Service - \$.25</p> <p>"Streetcar" Service (tractor trains) .25 one way .50 round trip</p> <p>Segment Sightseeing Tours (tractor trains) .75 adults .40 children</p> <p>Bus Sightseeing Grand Tours 3.00 adults 1.50 children</p> <p>Escorter (Grand Tour) (on taximeter basis) 9.00 per hour plus</p> <p>For 3rd passenger 1.00 For 4th " 1.00</p> <p><u>Free Service</u> Tractor trains will bring visitors from far reaches of Meadow Lake parking lots to entrances of Fair.</p>
American Locker Co.	Will install and maintain approximately 2,500 coin operated lockers throughout Fair grounds.	\$.25 ea.
First Aid Stations	First Aid treatment will be available to visitors free of charge at 6 large First Aid Stations located throughout Fair grounds.	Free

(continued)

Exhibit
or
Service

Attraction or Service

Charges

Sinclair
Gas
Stations

Gas Stations will be located in Meadow Lake and Flushing Airport parking lots for sale of gasoline, tires, batteries, etc. and minor automotive repairs. Towing services will be provided in all Fair parking lots.

The price per gallon charged by Lessee for gasoline and diesel fuel shall not be greater than the sum of Lessee's prevailing official established tank wagon price per gallon to dealers as scheduled at the bulk plant serving Lessee's stations and facilities at the Fair site plus ten (10¢) cents plus applicable taxes, provided, however, that any price per gallon in excess of the sum of said tank wagon price plus eight (8¢) cents plus applicable taxes shall be subject to prior written approval of the Fair Corporation. The prices charged by Lessee for other petroleum products, tires, batteries, automotive accessories and such other merchandise as Lessee is permitted to sell hereunder, shall not exceed the manufacturer's prevailing suggested retail prices therefor. The prices charged by Lessee for minor automotive repair and adjustment services shall not exceed those generally charged for similar services at the same time by others in the Borough of Queens

New York
Telephone
Co.

The New York Telephone Co. will install coin public telephone facilities throughout the Fair grounds. There will be approximately 500 public telephones outdoors and 1,100 indoor public telephones in serpentine clusters. There will be 10 large family type installations.

Regular telephone rates will apply.

(continued)

Exhibit
or
Service

Attraction or Service

Charges

The Nik-O-Lok Co.	Will furnish, install, operate and maintain toilet coin locks in all Fair operated Comfort Stations.	10¢ charge for 76% of toilets. 24% of all toilets in Fair operated rest rooms will be free. 10% of all toilets in exhibitors' rest rooms must be free of charge.															
Unisphere	Theme symbol of the World's Fair. A massive armillary sphere. The continents and principal islands of the earth, executed in stainless steel mesh, will be superimposed on the sphere.	Free Attraction.															
Transportation	Subway Long Island Railroad Automobile	<table border="0"> <tr> <td><u>Fare</u></td> <td>-</td> <td><u>One Way</u></td> </tr> <tr> <td></td> <td>\$.15</td> <td>Adult</td> </tr> <tr> <td></td> <td>.15</td> <td>Child</td> </tr> <tr> <td></td> <td>.50</td> <td>Adult</td> </tr> <tr> <td></td> <td>.25</td> <td>Child</td> </tr> </table> <u>Automobile Parking Fee at Fair</u> \$1.50 at the Fair site parking fields. \$1.50 at Flushing Airport parking field.* * Includes free bus transportation to Entrance Gate and back. <u>Bus Parking Fee</u> \$5.00 per day at Flushing Airport 8.00 per day at Meadow Lake and Roosevelt Ave. \$2500.00 stall for 2 yr. period at 111th St. field. <div style="text-align: right;">(continued)</div>	<u>Fare</u>	-	<u>One Way</u>		\$.15	Adult		.15	Child		.50	Adult		.25	Child
<u>Fare</u>	-	<u>One Way</u>															
	\$.15	Adult															
	.15	Child															
	.50	Adult															
	.25	Child															

Exhibit
or
Service

Attraction or Service

Charges

Rest Areas

The Fair plans to have a minimum seating capacity for 10,000 persons on benches to be placed on the malls of the main streets.

Several picnic areas will be located around Fair grounds.

It is not known at this time what the exhibitors are planning for rest and lounge areas, balconies, deck chairs, etc. However, it is expected that many of the exhibitors will have such areas.

Free Attraction.

Pools
and
Fountains

Pool of Industry * 335 ft. in diameter and
(Fountain of the Planets) surrounded by 44 ft.
wide promenade.

Spectacular show with multiple fountains,
lighting, fireworks, and music.

Central Pools * 360 ft. long
80 ft. - 110 ft. wide

225 ft. long
55 ft. - 75 ft. wide

Along major axis west of Pool of Industry -
each of these pools will have a row of
arching jets on each side.

Reflecting Pool * 310 ft. long
55 ft. wide

Consisting of 5 pools of still water
separated by falling water.

Free Attraction.

(continued)

Exhibit
or
Service

Attraction or Service

Charges

Pools
and
Fountains
(cont'd.)

Unisphere Pool *

(Fountain of the Continents)

A 300 ft. diameter pool with 2 rows of vertical jets surrounding Unisphere pedestal -- A series of lighting towers to light the Unisphere and supplemental lighting for the fountain jets.

* PERMANENT

Lunar Fountain

120 ft. diameter pool -- fountain consisting of water bubble, 10 ft. high with series of parabolic jets rising 30 ft. from bubble. Spectacular lighting for night effects.

Solar Fountain

120 ft. diameter pool -- fountain consisting of golden bubble with sparkling glass insets, vertical column 40 ft. high, supporting 6 ft. diameter golden sunburst - water falling from sunburst surrounded by wobble jets. Spectacular lighting for night effects.

Free Attractions.

Astral Fountain **

140 ft. diameter pool with 70 ft. high central column of water surrounded by 60 ft. high rotating cage with multiple jets, two lighting towers in addition to other spectacular lighting.

Pools

Two 80 ft. diameter pools in Transportation Area.

** POOL TO BE PERMANENT

(continued)

Admission ChargesGate Sales - Individual Tickets

Adults	\$2.00 each
Children	\$1.00 each

Books of 20 Tickets

Tickets are detachable only by Collector when books are presented at entrance gates. A single book may be used by more than one person.

Adults	\$30.00
Children	\$15.00

Volume Ticket Sales

(minimum of 50) The 25% discount on the face value price will terminate on February 29, 1964.

Adults	\$1.50 each
Children	.75 each

Travel and Transportation Agencies:
(minimum of 20)

Adults	\$1.50
Children	.75

Advance Ticket Sales:

The advance sale of tickets on which a discount of 10% will be given, will terminate on February 29, 1964.

Children's Tickets:

Children's tickets will apply to the ages of 2 through 12 years. Children under the age of 2 will be admitted free.

Exhibit
or
Service

Charges

Time,
Inc.

Official Guide Book	\$1.00
Official Souvenir Book	2.00
Isometric Pictorial Map of Fair	1.00
Standard Map of Fair, 36" x 34" (showing all points of interest), folded	1.00
rolled in a tube	1.25
Smaller version of above Map, 18" x 17"	.25 or .50

Time may produce other maps but it has not been decided as yet.

Century Showcase
& State of Texas
Exhibit

\$2.00 to \$4.80 for show.

Possible ride charges not determined

Restaurants - Night Club

Sale of Souvenirs

90 minute musical spectacular under executive direction of award-winning producer-director George Schaefer in 2400 seat theatre.

Many free attractions not defined as yet.

Continental
Circus Inc.

Monday through Friday All Performances

1913 seats-Adults \$1.50 Children under 12 \$.75

1378 seats-Adults 1.50 Children under 12 .75

1238 seats-Adults 2.50 Children under 12 1.25

476 seats 4.00 Adults and Children

5005 seats

Saturday, Sunday and Holidays -

All Performances

1913 seats-Adults \$1.50 Children under 12 \$.75

1378 seats-Adults 2.50 Children under 12 1.25

1238 seats-Adults 2.50 Children under 12 1.50

476 seats 4.00 Adults and Children

5005 seats

Sale of program, souvenirs and novelties, food and beverages.

John Ringling North will present a "truly Continental Circus" featuring acts from all corners of the world in 5005 seat one ring circus building. Free Admission to Circus museum. Circus parade throughout Fairgrounds every day.

Chun King
Corp.

Large Chinese Restaurant

Dancing Waters
Inc.

\$.50 for Adults and Children
\$.35 or \$.50 Program

World famous presentation comprised of
water formations, light, and music.

Each show will run between 15 and 30 minutes

Florida

Free admission to Florida Exhibit
\$1.50 Adults) Estimated admission
\$.50 Children) charge for live
Porpoise show in
1700 seat arena

~~\$.50 Adults) Admission to~~
~~\$.25 Children) Florida Fabulous~~
~~Home~~

Florida Exhibition Hall, Retirement Home and
other exhibit buildings - 115 foot Florida
Citrus Tower.

Hawaii

\$.25 Admission to State of Hawaii
Pavilion

Restaurant, Gift Shops

Aloha building will contain historical and cultural
displays.
Miniature ocean will encompass a model of the
islands - 40 ft. high waterfall nearby -
Ula Mau Village reproduction - Amphitheatre
(600 seats) for Polynesian shows.

Maroda
Enterprises Inc.

\$.90 Adults
\$.50 Children under 12
Children under 6 free
Gift Shop

Boat cruise in specially designed boats around
Meadow Lake. 20 persons per boat
Possible give away souvenir for children

<p>Monorail</p> <p>(American Machine & Foundry Co.)</p>	<p>\$.75 Adults</p> <p>\$.50 Children</p>	<p>2 Loop monorail ride 4,200 feet in length around Lake Amusement Area.</p> <p>Each of the 14 cars will accommodate 40 passengers</p>
<p>Santa Maria Replica</p>	<p>\$1.00 Adults</p> <p>\$.50 Children</p> <p>Free to Children under 6</p> <p><u>Free admission</u> to 200 feet long enclosed pier with exhibits and booths selling goods, food, etc.</p>	<p>Authentic replica of Christopher Columbus Flagship the "Santa Maria" 75 feet in length and 25 feet in width. Constructed in Spain. Life size wax tableau portraying shipboard life in hold.</p> <p><u>Free</u> 200 foot enclosed pier with exhibits and booths selling goods, food, etc.</p>
<p>Waffle Restaurant and Aerial Ride</p> <p>(A. D. A. Inc.)</p>	<p>\$.90 Adults</p> <p>\$.45 Children under 12</p> <p>Restaurant Souvenirs</p>	<p>120 ft. high tower ride designed in Europe which will give patrons a panoramic view of Fair. 3 large cabins which will hold 15 to 30 persons each will convey visitors to top of tower where they will remain 3 or 4 minutes.</p>
<p>Wax Museum</p>	<p>\$1.00 - Adults</p> <p>\$.50 - Children under 12</p> <p>Souvenirs and Souvenir Brochure</p>	<p>Wax museum will contain historical and artistic legendary scenes in life sized wax figures. Museum is substantially larger and will contain many more tableaux than the very successful wax museum which was operated by the same individuals at the Seattle World's Fair.</p>

INDUSTRIAL AREA

Exhibit	Admission Charge to Pavilion	Charges for Exhibits, Shows or Rides in Pavilion		Free Attractions
		Attraction	Charge	
Argus Photo Funland	No	8 amusement rides 2 amusement rides 1 amusement ride food, beverages, souvenirs, photographic equipment	\$. 50 cents each . 35 cents each . 25 cents Charges not determined	Educational exhibits by Argus and sub-exhibitors. Several unique picture taking areas. Elevated viewing spots for Pool of Industry show.
Assembly Pavilion	No	Food and beverages		<u>All events in Assembly Pavilion will be free of charge.</u> Among the many events scheduled for this large enclosed Pavilion will be Band Concerts, Jazz Concerts, Folk Festivals, Children's Theatre, Ballroom dancing contests, etc.
Bell System	No		Entire exhibit free	<u>10 minute ride</u> in moving chairs - presentation of human communications from early speech through the use of global and space networks. Some 50 scenes in all. <u>Exhibit hall</u> will feature visitor participation in demonstrations. <u>Microwave Tower</u> will transmit radio and T. V. from Fair.
Better Living	No	Charges for goods and services of sub exhibitors Restaurant	Charges not determined	Exhibits devoted to health and science, leisure, food and beverage, fashion, finance and security and home. Among free attractions are a theatre and Dorothy Draper's Dream House.

Boy Scouts of America	No		Entire exhibit free	Scouting exhibits and demonstrations
Church of Jesus Christ of Latter Day Saints (Mormons)	No		Entire exhibit free	Two exhibition halls, a gallery and two theatres.
Coca-Cola Company	No		Entire exhibit free	Electronic carillon, U. S. O. Lounge, studio for radio hams
Continental Insurance Company	No		Entire exhibit free	Front of pavilion features unusual rear projection screen. Interior of pavilion is a walk through exhibit featuring dioramas and other exhibits covering events during the American Revolution. Audience activation displays.
Country Fair	No	<p>Possibly exhibit, show or ride where there would be charges</p> <p>Food and beverage charges for goods and services of sub-exhibitors</p>	Charges not determined	Entertainment on central stage - country music by strollers - farm and industrial exhibits and displays of food processing. Department of Agriculture exhibit.
duPont	No		Entire exhibit free	Theatre and product exhibit area will dramatize contributions made by chemistry to man's basic needs.

Dynamic Maturity	No		Entire exhibit free	Exhibition of original paintings of older persons by Danish artist Kurt Ard. Panorama of the Fair through eyes of the "Camera Obscura". Showcase of achievements of America's older adults and the story of the Association's program and services. A free Polaroid picture of each visitor taken in the courtyard of flag
Eastman Kodak Company	No	May sell photographic products and services	Not determined	A 700 seat theatre will show 12 to 14 minute film. A small theatre will be utilized for demonstrations of projection techniques and audio visual presentations of Kodak products. Five giant photographs on "tower of photography". Numerous other photography exhibits. Floating carpet roof will be attractive picture taking setting. 26 exhibit areas.
Electric Power and Light Exhibit	No		Entire exhibit free	The Eple presentation of "The Brightest Show on Earth". (a 25 minute show). Various other supporting exhibits on electrical air conditioning, research, etc.
Equitable Life Assurance Society of the United States	No		Entire exhibit free	Giant electronic map of United States with a population counter which will register births and deaths, emigration and immigration, and resultant net increase in population. Other audio visual regional reports. Fairgoers will be able to participate by asking questions and receiving information.

First National City Bank	No	Efficient banking facilities		Banking exhibits
Formica Corporation	No		Entire exhibit free	Seven room house. Talking house tour. Review of latest easy living conveniences in maintenance free, carefree residential home life.
Gas, Inc.	No	Restaurant		Puppet show. Theatre of Cuisine. House of the Future.
General Cigar Company, Inc.	No		Entire exhibit free	Magical Show - Magical Hand Machines, Talking Cigar Machines. Product exhibit area.
General Electric Company	No		Entire exhibit free	Walt Disney produced show in 1,500 seat, 6 stage theatre. Ride will take visitors around theatre. Demonstrations of G. E. products.
Hall of Education	No	Possibly to special shows and exhibits. Restaurant.	Possibly up to \$3.90 per show	All general exhibits of industrial and educational exhibitors.
House of Good Taste, Inc.	Probable entrance charge		Exhibits free	3 model homes designed by Edward D. Stone, Royal B. Wills Associates and Jane P. Coble.

International Business Machines Corp.	No		Entire exhibit free	90 foot ovoid theatre consisting of 9 screens used in various combinations to show how computer systems have evolved. Group of little theatres where mechanical puppet like devices will be used to explain various subjects. Computer court - probability court - scholar's walk, and other exhibits.
S. C. Johnson and Sons, Inc.	No		Entire exhibit free	600 seat theatre for feature motion picture 15 minutes in length. Numerous participation exhibits. Possible light entertainment.
Liebman Breweries, Inc.	No	Restaurant		Band concerts, fashion shows, entertainment in variety. "Little Old New York" is theme of Rheingold's exhibit. Turn of the century exhibits.
National Cash Register Company	No		Entire exhibit free	Exhibits will focus on developments in office automation systems and preview tomorrow's computer world. Visitor participation in machine game room.
Medo Fair Corporation	No	Will sell at retail prices film, photographic supplies and equipment. Provide developing and printing services for the public.	Prices not exceeding manufacturer's suggested list price or not exceeding a mark-up of 70% over the cost price to Medo, whichever is higher.	Demonstrations of new photographic products and techniques of photography.

avilion of American teriors, Inc.	.50¢	Charges for goods and services of sub exhibitors. Restaurant.	Not determined	Exhibits of home furnishings
epsi-Cola Company	No	"Around the World boat ride"	Not determined	UNICEF Complex and ride by Walt Disney. Performances by special groups in staging area.
ost Office	No	Operational Post Office		Glass enclosed spectator's gallery from which visitors can view the entire process ing of incoming and outgoing mail.
rotestant Center	No	Children's Center	Charge not determ- ined	Chapel - music garden - film theatre accommodating 372 persons. Exhibit area
adio Corporation f America	No		Entire exhibit free	Full scale color TV center in operation. "See yourself on color TV". Stereo listening lounges. Exhibits showing RCA's activities in in- dustrial defense and space electronics.
& M Schaefer Brewing Company	No	Restaurant		Pictorial exhibits - do-it-yourself program - picture taking sets.
cott Paper Company	No		Entire exhibit free	Exhibit depicting story of paper from tree to tissue. A look into the future of con- sumer products made from foam and other materials.

Seven-Up Company	No	Restaurant		Four separate stages within the dining area will be used to present free entertainment.
Simmons Company	No	Rest center	Charges not determined	Displays and exhibits of interior home furnishings.
Travelers Insurance Companies	No		Entire exhibit free	Man's ability to triumph over the perils that have threatened his survival from stone age to space age is theme of 13 minute show. Other sections will show highlights of U. S. presidential elections and protective services of insurance to modern man.
World of Food, Inc.	No	Charges for products and services of sub exhibitors. Restaurant.	Not determined	RCA Whirlpool Miracle Kitchen, teen center, supermarket of future, seminars and lectures on culinary arts, New England fishing village, Auditorium on roof for shows.

INTERNATIONAL AREA

Exhibit	Admission Charge to Pavilion	Charges for Exhibits, Shows or Rides in Pavilion		Free Attractions
		Attraction	Charge	
Argentina	No	Restaurant	-	No information
Assembly Area (Stadium)	Admission Charge for a few events. <u>Most</u> events will be free of charge.	Danish Gym Team Harlem Globetrotters Food and Beverages	.25¢ .25¢	17,898 seat stadium will house many large scale fair events including: Olympic trials for judo, wrestling, weight lifting, boxing, several A.A.U. championships, folk dancing, marching bands, convention special day ceremonies, events and performances in connection with domestic and foreign exhibitions.
Austria	No	Child Care Center	Possibly Free of Charge	Tourism Exhibits - Past and present culture - Industrial Exhibits.
Beautiful Belgium	\$1.00 to \$1.25 Children under 12 at half price	Admission Charge for Church and exhibit of 14 sand paintings. Charge for old-fashioned European carrousel. 4 or 5 restaurants.	Charges Not determined	Dances in market place Folk dances of the "Gilles" every hour. Handwork, glass blowing demonstrations. 17 block complex including 124 houses of Belgium town.

Billy Graham Evangelistic Association	No	-	Entire Exhibit free.	600 seat theatre - 28 minute film shown hourly. Display area - Counseling rooms. Personal appearances of Graham.
Caribbean	Charge Not determined	Show	Not determined.	No information.
Central America	No	Coffee Shop	Not determined.	No information.
Chile	No	-	Entire exhibit free.	Display of native products - Chilean wines - art - tourist attractions.
China	No	Art exhibit Restaurant Gift Shop	Not determined.	Exhibits - meeting rooms - Precious jade ware, etc.
Christian Science Church	No	-	Entire exhibit free.	Reading room - Church.
Germany (West) (Not Signed)	No	Zeiss Planetarium	Not determined.	No information.
Greece	No	Theatre Taverna serving food and beverages.	Not determined.	Exhibits of Greek culture, industry, tourist attractions.

Guinea	Yes	No information	-	No information.
Hong Kong	No	Restaurant 11 exhibit areas for sale of merchandise and services to visitors.	- Not determined.	Works of art and variety of other exhibits.
India	No	Art Gallery Restaurant	Not determined. -	No information.
Indonesia	No	Theatre - native dances Restaurant.	Not determined. -	Dance performances outside theatre - cultural demonstrations. Handi- craft and many other exhibits.
International Plaza	No	No information. Restaurant.	-	Series of small pavilions for foreign countries, companies and organiza- tions.
A. Hall of Free Enterprise	No	No information.	-	12 stage walk through diorama. Two theatres. Question and answer board. Profitland game area.
Ireland	No	No information	-	No information.

Japan (Government)	No	-	Entire exhibit Free.	Showcase of electronic, optical and other technical industries.
Japan (Private)	No	Restaurant Part of area.	- Not determined.	Theatre for films, Japanese dancing, fashion shows, tea ceremony, flower arranging.
Jordan	No	Viewing of Dead Sea Scrolls	Not determined.	Bazaar type exhibits.
Korea	No	Restaurant	Entire Exhibit Free.	Drum dancing, movies, music concerts, etc. Model of Inchun Harbour.
Kuwait	No	-	Entire Exhibit Free.	No information.
Lebanon	No	Restaurant	Entire Exhibit Free.	No information.
Malaya	No	Restaurant	Entire Exhibit Free.	Theatre and Exhibits.
Mali	Yes	No information.	-	Presentation of National Ballet. Natural resources exhibit.
Mexico	No	-	Entire Exhibit Free.	Exhibits will cover 3 floors.
Morocco	No	Restaurant	Entire Exhibit Free.	Craftmen and women performing for public.

OAMCE (13 African Nations)	Yes	Restaurant Animal Ride	Not determined.	Theatre - animal exhibit Individual exhibits of 13 nations.
Pakistan	No	Restaurant	Entire Exhibit Free.	Exhibits emphasizing Pakistan's historic past, progressive present and promising future. Children's cart ride - Camels.
Philippines	No	-	Entire Exhibit Free.	Replica of island of Corregidor. History of island exhibit.
Polynesia	Considering Charge.	Part of Area. Restaurant.	Not determined.	Pearl diving in lagoon. Exhibits of tourism and handicrafts.
Sierra Leone	No	-	Entire Exhibit Free.	Elevated stage for native dancing.
Spain	No	Art Gallery. Restaurant	Not determined.	1,000 seat theatre - Spanish dancing and other events.
Sudan	No	- Native products specialty shop	Not determined.	Cinema programs, native entertainment. Handcraft displays.

Sweden	No	Restaurant Gift Shop	Not determined	Industrial exhibit - handicrafts and art exhibit.
Switzerland	No	Restaurant Shops	Not determined	Watch pavilion - other exhibits.
Swiss Sky Ride	\$. 50	Souvenirs	Not determined	Spectacular 4 seat gondola type aerial cable ride will travel at a rate of 5 miles per hour at a height of 112 ft. across the International area making the 2,000 ft. journey in 5 minutes. Capacity of ride 4,800 persons per hour.
Thailand	No	-	Entire Exhibit Free.	Reproduction of Temple of the Dawn of Bangkok.
Tunisia	No	Handcrafts will be sold.	Not determined	Cultural and commercial exhibits - entertainment.
Turkey	No	No information.	-	No information.
United Arab Republic	No	Treasures of Tombs Restaurant	Not determined	No information.
Uruguay	No	No information	-	No information.

Vatican	No	Religious articles will be sold.	Not determined	The "Pieta" - St. Peter's Tomb in replica. Good Shepherd statue - Sistine Chapel in transparencies. Collection of Vatican Coins. 350 seat chapel.
Venezuela	No	Restaurant	Entire Exhibit Free	Displays of native life in primitive surroundings. Examples of ultra-modern advances.
West Berlin	No	No information	-	No information.