



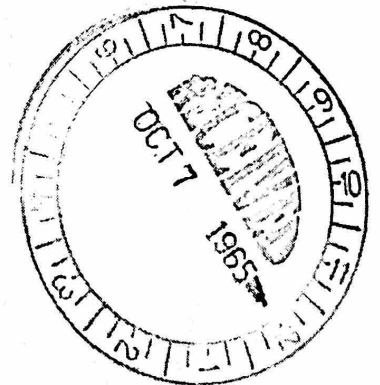
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NEW YORK WORLD'S FAIR 1964-1965 CORPORATION  
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK  
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ROBERT MOSES  
PRESIDENT

October 6, 1965

This is reluctant and belated  
testimony of a critical newspaper to the  
success of the Fair.

President



Sunday, October 3, 1965

New York Herald Tribune

# The Fair Is a Great Success For Industrial Exhibitors

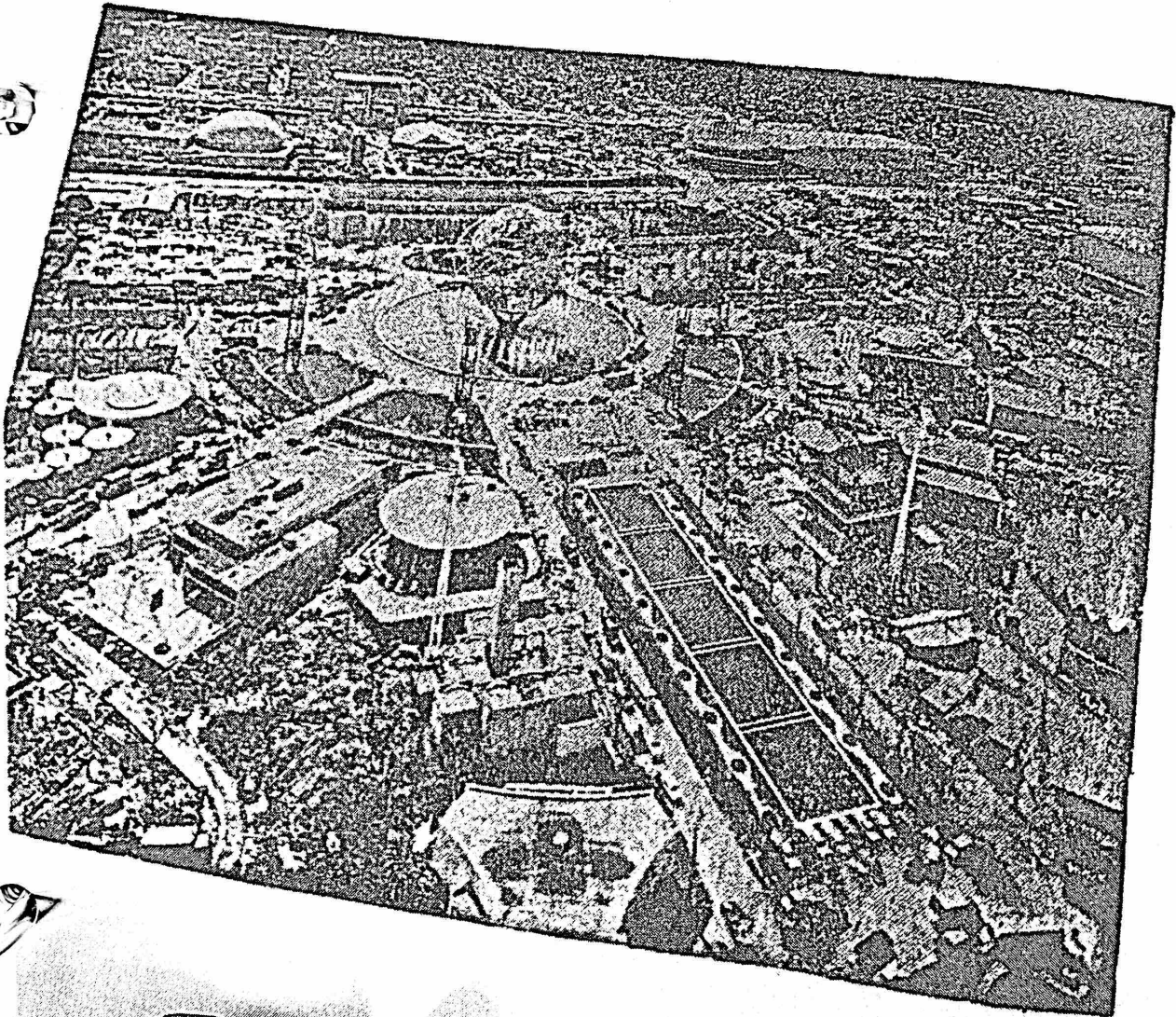
By Fred Ferretti  
Of The Herald Tribune Staff

## WORLD'S FAIR

Despite grumblings about the increase in the World's Fair admission price for the second year, exhibitors representing American industry feel they have benefited from their participation in the soon-to-close exposition.

These benefits include such tangibles as new product testing and experiments in marketing and manufacturing techniques. And this plus factor is consumer good will and something which Madison Ave. calls product identification.

In a poll of the 48 exhibitors representing American manufacturers, selling, communications and transportation, and service corporations, and encompassing the industrial and transportation areas of the Fair, the response was virtually unanimous: American industry liked the Fair.



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Few exhibitors mentioned the failure of the Fair to live up to its attendance estimates, except to note that despite the Fair's lag, they were doing fine. None mentioned for the record, what many admitted privately—that their experience at Flushing Meadow with extremely high maintenance and security costs and with a management that was largely intractable, has made parent companies slightly wary over future participation in Fairs.

The three major automobile manufacturers, General Motors, Ford and Chrysler, invested well over \$100 million each for the upcoming Expo '67 Fair in Montreal, they will join together in one pavilion. Total cost: \$2 million. This has been given as one indication of corporate wariness.

One rebuttal offered is that normal advertising expenditure in Canada is about one-tenth that of the United States' concerns. Add to this the fact that Expo '67 is a one-year Fair. And, the argument continues, add to this the fact that very many of Expo's visitors will come from the United States.

Of the 48 concerns polled, only one, Kodak, through its advertising agency, declined to comment. The responses of a broad sample of the others follow and are divided into four categories. Listed first are those concerns rated among the top companies in sales throughout the United States. Next to their names, in parenthesis are their 1964 standings, as reported by Fortune Magazine.

Following these are other industrial and manufacturing companies. Listed after these are communications and transportation concerns and finally, companies which provide services of various kinds. The criterion for the poll was that each exhibitor checked has either a self-contained pavilion, or exhibit.

The results:

**GENERAL MOTORS (1)**, Thomas H. Roberts, Pavilion Manager:

"The General Motors Futurama has been the most popular pavilion, with a two year attendance of over 26 million persons—three out of every five paid admissions to the Fair. It has effectively displayed General Motors' suggestions for accelerating future technological developments for the benefit of all mankind, how these proposals may be attained, through research and development, and the potential role of General Motors in these attainments. When General Motors announced its plans to participate, it predicted that its exhibit would be "a most admirable one." The consensus of those who have visited the Futurama is that the prediction has been fulfilled."

**FORD (3)**, John E. Sattler, Resident Manager:

"Ford Motor Co. is highly pleased with its participation in the New York World's Fair. Last year more than 6,500,000 visited the Ford Pavilion and rode the now famous Walt Disney-designed "Magic Skyway" in Ford automobiles. This year the pavilion has already had 1,150,000 more visitors than it had during the same period last year, and a total of more than 8 million visitors is anticipated for the 1965 season. Capacity alone, however, is no measure of true popularity. The Magic Skyway ride is a unique entertainment feature and has had high World's Fair visitor priority."

**CHRYSLER (6)**, Thomas J. Ferguson:

"By Oct. 17, 1965, over 18 million people will have visited Chrysler Corp.'s Autofare, and everyone of them has been a VIP. All the people at the World's Fair have been wonderful to know, the other individual exhibitors, the exhibitors in the States and International Areas, the visiting politicians, celebrities and firemen. But most of all the average Fair-goers have been just great; orderly, well-behaved, understanding of the long lines, respectful of others and property and they are the ones who have made my two years at the Fair an enjoyable and memorable experience."

**UNITED STATES STEEL (7)**, Bennett S. Chapple Jr., Administrative Vice-President.

"Building the Unisphere and presenting it to the New York World's Fair to serve as the Fair's symbol, was

United States Steel's major participation in this tremendous 1964-'65 World's Fair. Seen by day or night, the magnificent symbol expressing the Fair's basic theme, Peace Through Understanding, has evoked expressions of pleasure, wonderment and joy, and has inspired countless thousands of laudatory comments. Many millions have seen the structure and are aware of steel's contribution to one of the most inspiring Fairs of all time. U.S. Steel is glad to have been a participant.

**INTERNATIONAL BUSINESS MACHINES (9)**, Edward A. Kelleher, Pavilion Director.

"The IBM company is very pleased at the reception our pavilion has received from the visitors to the World's Fair. We expect that more than 10 million people will have seen it by closing day. The Fair has been a rare opportunity for the company to tell the IBM story firsthand to so many people."

**E. I. DuPONT Co. (12)**, J. E. Dean, Director of Advertising.

"The DuPont Company's experience with its pavilion at the New York World's Fair has been most gratifying. During the first season of the Fair, attendance at the DuPont Pavilion was at capacity. Attendance totalled about 2.1 million. During the 1965 season, pavilions were made to accommodate more visitors, and attendance during the 1965 season should exceed 3 million. It is difficult to evaluate the results from our participation in the World's Fair. However, the predominantly favorable reaction we have had from important customers and visitors lead us to believe that our company has benefited as a host."

**RADIO CORP. OF AMERICA (27)**, Kenneth W. Bilby, Executive Vice-President, Public Affairs.

"The New York World's Fair has been a most effective showcase for one of the greatest industrial advances of recent years, color television. At the RCA exhibit millions of visitors had their first opportunity to see themselves on color TV and to view a live-TV studio in operation. The behind-the-scenes view of the studio and control room gave many visitors a deep appreciation of the skills and techniques required to bring color programs in full color into their living rooms. In the past two years, color television had become the fastest selling consumer product in the world. We believe it has been helped to a significant degree by the wide exposure received at the World's Fair."

**GENERAL FOODS (35)**, James J. Judge, Director of World's Fair Activities.

"As it draws to a close, General Foods is happy to have provided the Fair with a communications first—the 11 archways to understanding—and to have delivered a valuable public service to Fair visitors and exhibitors alike. This electronic communications system throughout the Fair grounds keeps visitors posted on the time and location of interesting and important events on the site. Additionally, in cooperation with the Time-Life News Service, we have kept visitors alerted to important local, national and international news developments throughout the day and night."

**KODAK (41)**, no comment.

**SINCLAIR REFINING CO. (46)**, Carl G. Drescher, President.

"The entire exhibit has been most successful. The overall value cannot be immediately determined, but as the sale of Sinclair products increases, part of this increase can be attributed to the exposure at the World's Fair. The millions of children who enjoy our Dinosaurs, Today will be the future users of Sinclair products, and therefore this World's Fair exhibit will have a long term value."

**UNITED STATES RUBBER CO. (49), J. R. McMenamin, Director of Advertising.**

"When the United States Rubber Co. joined the World's Fair two years ago, we expected more over-all and even that the U.S. Royal Tire would receive most attention because of its uniqueness. We have exhibits of our home furnishings in the Pavilion of American Interiors, our U.S. Keds in the Demonstration Center, and special new indoor-outdoor carpets spread out at more than ten different pavilions, being tested for wear and endurance. Our tire was a bigger success than we had expected. Our tire was a mated an attendance of 1.2 million. We have exceeded 1.8 million at this time. During our World's Fair tenure, the company changed its trademark to UniRoyal and thousands of people riding our tire have been exposed to our new Uni-Royal symbol."

**THE SINGER CO. (60) Edward F. Royal, Director of Advertising and Public Relations.**

"Singer has been pleased with its entire participation at the World's Fair during both years. Our results on all accounts have exceeded our expectations."

**COCA COLA (68), Harry Kipke, President of Refreshment at the Fair, a subsidiary of the Coca Cola Co.**

"Our company has been very happy. This year we have had the same number of people through our pavilion as last year. Right now we are running ahead of last year. Our product sales are greater than last year. We have had a great many more important people from the States this year visit our pavilion. I think I can speak for the parent company in saying that we are very happy with the exposure we have had in the two years of the Fair. It has been a great experience. I look forward to the end of it, but I know I will miss it very much when it is over."

**NATIONAL CASH REGISTER CO. (90), James Pearson, Pavilion Manager.**

"It has been all in all a pretty good Fair. We are very well pleased. We've met a heck of a lot of very nice people. We've gotten many new business leads, and in this respect we are far ahead of last year. We have had over 2.5 million people visit in two years."

**AMERICAN MACHINE AND FOUNDRY CO. (150), Mansfield Sprague, Vice-President.**

"It's been a wonderful experience for AMF, thanks to our terrific exposure to the public. We will have had over 4,250,000 passengers. I think in terms of image and public relations it's been a satisfying experience. The Florida shows have helped us a lot this year. Our problems have always been that the ride was perhaps not as long as we would have liked to have had it, and we were somewhat unhappy with the price increase. Nevertheless, our experience has been satisfying and rewarding."

**PEPSI-COLA CO. (245), Mitchell Cox, Vice-President.**

"We are very pleased with the success of the Pepsi-Cola Pavilion at the New York World's Fair. The expected two year attendance of more than 10 million far exceeds the hopes we had when the pavilion was on the drawing boards. It seems that about one of every five persons visiting the Fair, had the pavilion on their must-see list and this made our attraction the top in paid attendance and one of the top handful among all pavilions at the Fair. About the Fair itself, it's easy to knock the Fair, even fashionable. But at Pepsi-Cola, we think it was a fine two-year show. Moreover, what other event in history attracted 50 million people in two years? By any measure of public enjoyment, we think the Fair and our participation in it was a great success."

Other manufacturers and industrial concerns polled (arranged alphabetically):

**GENERAL CIGAR CO., Edgar M. Cullman, President.**

"Our participation in the New York World's Fair exposed our products to millions of people. The decision to build the pavilion was based on the desire to raise the image of cigars and play a major part, along with other consumer goods and modern concepts of selling. The numbers of people who have enjoyed our magic show, seen our smoke rings and listened to Guy Lombardo at the Tiparillo Band Pavilion could not help but carry away a feeling of good will toward our products."

**JOHNSON WAX, Peter Crane, Manager.**

"The New York World's Fair afforded Johnson's Wax with the opportunity to make a public expression of thanks to the millions of home-makers throughout the world who have purchased Johnson's products during our 79 years of service. Our feature attraction, the motion picture, "To Be Alive," proved to be a perfect way to say thank you. The wonderful reviews of the film by the nation's press and the thousands of letters of appreciation written by the people who visited our pavilion have more than justified our decision to participate in what we believe has been the greatest exposition of this age."

**LOWENBRAU, H. Dieter Holterbosch, President.**

"While it is still too early to assess all debits and credits of our participation in the World's Fair, it is not premature to say that we are completely satisfied. The overall results have far exceeded all our expectations. We certainly would do it again. By the time the Fair ends next month we will have sold close to 3 million steins of Lowenbrau. More important, Lowenbrau Gardens has given us the opportunity to publicize Lowenbrau throughout the United States."

**PARKER PEN CO., Richard W. Holtzrecht, Vice President.**

"The Fair provided the Parker Pen Co. with an ideal situation for initiating a program that will now remain a continuing part of our activities—the International Pen Friend Program. Over one million people from some 160 countries have obtained pen pals because we went to the Fair. This was our target and so I think that for us the Fair has been a definite success."

**PEOPLE-TO-PEOPLE EXHIBITS AT THE FAIR (the Churchill Pavilion, and the People-to-People Fiesta), sponsored by Joyce Hall, President of Hallmark Cards, Jack Reiss, Manager.**

"Since the objectives of the World's Fair are fundamentally the same as the People-to-People Program—namely to bring the people of the world closer together through friendship and knowledge of each other, People-to-People has been delighted with the response of the thousands of fair-goers who visited its two pavilions."

**RHEINGOLD, Walter Arm, Vice President in Charge of Public Relations.**

"We are very happy with the Rheingold Little Old New York exhibit. In both years we found it to be the best type of exposure to people of our product, first of all because of our restaurant, whose food was very satisfactory and whose prices were below many other Fair restaurants. In addition, the outdoor garden and the tavern have been one of the most popular family spots at the Fair. Last year well over a million people were served. This year we will exceed that. Our attendance is up, and we have served more than 250,000 complimentary beers."

**THE F. & M. SCHAEFER, R. J. Schaefer, President and Chairman of the Board.**

"The Fair, as far as Schaefer is concerned, has been completely rewarding. As it did in 1939, when our sales took off following the first Flushing Meadow presentation, the exposure that our product has had had been well beyond our own realistic dreams."

**THE SEVEN-UP CO., International Gardens, David A. Harding, Manager.**

"The Seven-Up Co. is highly gratified with its experience at the World's Fair. Its International Garden, which proved to be one of the most successful single restaurant operations at the Fair, demonstrated the affinity that Seven-Up has with food, and gave the company the tremendous exposure to New Yorkers and people from all over the world, thus accomplishing the company's aim in coming to the Fair."

**SIMMONS CO., Grant G. Simmons Jr., President.**

"The company is very pleased with the results of its participation in the World's Fair. We saw in the World's Fair an important opportunity to introduce our mattresses and home furnishings products to the American public. Thousands of people had the chance to visit our Rest Alcove and take a rest on our adjustable Beautyrest, which we believe will be the bed of the future. We believe the American public will not be content to sleep on a simple, hard slab, but will want a sleeping surface which provides a head-up or feet-up possibility, as does a hospital bed."

**SKF INDUSTRIES, INC.**, Thomas A. Fitzgerald, Director of Advertising and Public Relations.  
"We feel that the SKF Industries pavilion provided many people with insight into the vital nature of rolling bearings. The program extended the reach of our promotion efforts to the general public not necessarily acquainted with our products and the precision requirements necessary to manufacture them. We enjoyed an excellent flow of visitors in the face of overall attendance figures."

### COMMUNICATIONS AND TRANSPORTATION EXHIBITORS:

**BELL SYSTEM**, James T. Horris, Exhibit Director.

"We've been proud to be a part of the world's great exposition, which has been a tribute to the free enterprise system and has been seen by people from all over the world. We welcome the opportunity and the challenge to tell the people what the Bell System is like, and to hold and reaffirm Bell System tenets—a business of people and not machines. Bell System people carried the show. We were able to familiarize our visitors with selective Bell System equipment and service offerings, as a world leader in the science of communications."

**AMERICAN AIRLINES**, Marion Sadler, President.

"The Ford trimotor on display at the Fair by American Airlines, has provided an unusual opportunity to point up the enormous improvements in equipment and service rendered the public by air transportation during its relatively short history. Fords, similar to that on exhibit, were significant pioneer transports flown by American and other airlines in the late twenties and early thirties."

**EASTERN AIRLINES**, David J. Frawley, Manager Eastern Passenger Lounge.

"Thanks to an increased frequency of bus service this year between our building and the two Queens airports, we have hosted double the number of air travelers of a year ago. Last season Eastern operated buses for the exclusive use of its own passengers, but this year Carey is providing the service, and travelers arriving in New York on any airline are equally welcome in our building."

**UNITED AIRLINES**, John M. Kearns Jr., Director of Activities at the New York World's Fair.

"United Airlines definitely feels that its investment in the New York World's Fair has been worth while. By the time the Fair closes, over 2.5 million will have visited our two exhibits at the Transportation and Travel Pavilion and the State of Hawaii Pavilion. While over-all attendance is down, Jetarama Theater attendance is up over 18 per cent over last year. In addition, the Fair generated in excess of \$23 million in revenue for us from air travel to New York during its two year run."

**AVIS RENT-A-CAR**, Richard W. Segesta, General Manager World's Fair Operations, Avis, Antique Rent-A-Car.

"Our participation in the New York World's Fair, 1964-'65, has been a most interesting and memorable experience. We set out to offer the visitors to the Fair a little fun in the form of a ride in an antique car on winding roadways, appropriately landscaped to depict the early 1900s. The thousands of smiling, happy faces we have seen on young and old alike as they rode on our antique replicas has been most gratifying and heartwarming."

**HERTZ RENT-A-CAR**, James Walker, Fair Manager, Hertz-Rent-A-Car.

"We believe our participation was most beneficial. It has provided an excellent exposure of the Hertz name and Hertz-Rent-A-Car to millions of people from all over the world, and we operate in 82 countries."

**GREYHOUND CORP.**, Frank L. Nageotte, Vice President Greyhound at the Fair.

"We have had tremendous exposure and are quite pleased. In addition to our transportation here, our restaurants here and at Rheingold. Fair surveys show that they were two of the best. Our information booths also provided good exposure and we ran the telephone center for the Fair, we supervised and managed it. They've been pleased and so have we. We are quite pleased with the results of our participation."

### SERVICE CORPORATIONS:

**AMERICAN EXPRESS CO.**, James A. Henderson, Senior Vice-President.

"I believe in fairs and expositions of such international scope as the New York World's Fair, which has attracted and caused the movement of millions of tourists from within and without this country, the publicity value and strong identification with American Express in such ventures is most valuable for entrenching our company as the top organization for the sale of travel and related travel financial instruments. I believe it is the most natural thing that we are proponents of such expositions and personally feel it is one of the reasons why we were able to establish such a close working relationship with Robert Moses and the New York World's Fair."

## 15 DAYS TO THE END OF THE FAIR

**HAVE YOU SEEN . . .** The Pavilion of Jordan, constructed like an undulating expanse of dunes, with its windows consisting of chunks of stained glass? Inside, see that paneled mural that almost caused a war between Jordan and the American Israel Pavilion here. Admission is free.

The Fair's gates open at 8:30 a. m., most exhibits open at 10 a. m. and close at 10 p. m. Gates close for admission at midnight and for all purposes at 2 a. m.