

THE GALLAGHER R

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Marketing,
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Editor

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Dear Sir:

WORLD'S FAIR FIASCO. For most exhibitors. Few winners. Many losers. 16.7 million attendance to date indicates Fair will achieve only 80% of promised 40-million first-year quota. Fair burdened by adverse publicity, due to New York City crime image, racial strife. Crippled by inadequate public relations, ineffective advertising and promotion.

Losers. American Machine & Foundry's \$5 million Monorail will be lucky to carry 2 million passengers this year. Will lose close to \$2 million. Other disappointments: Chrysler Corp. (\$15 million), Eastman Kodak (\$12 million), American Gas Association (\$6 million), Travelers Insurance (\$5 million), Westinghouse Electric (\$3 million), National Cash Register (\$3 million), Radio Corporation of America (\$3 million), Singer Co. (\$2 million).

Questionable. Pepsi-Cola's "It's a Small World -- a Salute to UNICEF" (\$6 million) well attended. Charges adults 95¢, children 60¢ for nine-minute boat ride through Walt Disney creation (not even a free Pepsi). Impression given that money goes to UNICEF. Not true, according to UN representative. UNICEF gets what's left over after Pepsi-Cola and Disney get theirs. Very poor p.r. May boomerang.

Winners. General Electric (\$20 million) best integrated show. Carousel Theater excellent example of product promotion in guise of entertainment. Other GE exhibits -- Corridor of Mirrors, Sky-Dome Spectacular, Fusion on Earth (thermonuclear fusion demonstration), Electric Living exhibit -- superfluous. General Motors New Futurama (\$50 million) number-one in attendance. Crowds drawn by memory of 1939 Futurama, plus top show. Ford Motor's Magic Skyway (\$40 million) good show. Excellent handling by personnel.

Surprises. Among top ten. Johnson's Wax (\$3 million) excellent 12-minute color film, "To Be Alive." No sell for S.C. Johnson & Son products. Audience should receive promotional folders. Vatican Pavilion (\$2 million) big attendance surprise. Michelangelo's Pietà attracting crowds second only to General Motors.

Worth investment. IBM (\$12 million) -- few visitors get film's message, but most enjoy it. Coca-Cola (\$8 million) -- good low-pitch sell. Bell System (\$20 million). DuPont's musical review, "Wonderful World of Chemistry" (\$10 million).

Inadequate public relations, promotion, advertising. Robert Moses largely to blame. Has made Fair a paying proposition at expense of exhibitors. 4,000 to 4,500 working for Fair, compared to 7,500 in 1939. World's Fair p.r., under v-p William Berns, inadequate. Only 30 on p.r. staff. Press and publicity through William J. Donoghue weak. Promotion by "Marvel" Harper's Thomas J. Deegan Co. ineffective. Advertising handled by J. Walter Thompson no help. Lack of p.r. assistance one reason for negative stories in press throughout the country. Failure image promoted by announced closings of Leonidoff's Wonder World, Dick Button's Ice-Travaganza, Texas Pavilion's From Broadway With