

INDUSTRIAL SECTION

STATUS REPORT
(as of July 6, 1964)

1. EXHIBITORS

Most of the companies in the Industrial Area are pleased with the response at their Pavilions. General Electric, Johnson's Wax, Du Pont, RCA, IBM and Clairol are reporting nothing but waiting lines. Parker, Scott, Coca-Cola, Pepsi-Cola, Seven-Up, Rheingold, Schaefer, Kodak, General Cigar (including Guy Lombardo) are doing extremely well. The Bell System exhibit, Gas, American Express, Travelers Insurance, Equitable Life Assurance, Electric Power and Light, National Cash Register are satisfied -- though these are somewhat less popular than the others. Formica and Simmons have a problem with their location; Continental Insurance admittedly made a mistake with its show.

The multiples remain in trouble, and they are troublesome. House of Good Taste is in serious debt and not getting enough attendance to cover costs; their recently opened restaurant is excellent and may help their financial position. The Pavilion of American Interiors is not drawing crowds at 50 cents per admission. The Hall of Education is no credit to its name and has caused us continuing problems; they are in debt to the Fair for rent and charges past due. The Better Living Building has improved its appearance considerably, but it has incurred a debt far beyond expectation. The principals are attempting to arrange loans and solicited help from the Fair. The matter has been turned over for review to George Moore who by coincidence acts as banker for the building's principals.

2. THE SINGER BOWL

We have employed the services of a consultant to promote additional attractions for the Bowl. To date several events have been included (for example, The Harlem Globe Trotters--4/27/64; Starflight Trampoline from the U. S. Navy at Pensacola--5/1/64; International six-man soccer tournament--5/7/64; Folk Festival--6/9/64; Professional Wrestling--6/11/64; Twin Twirler Tournament--6/27/64). All of these attractions were obtained without cost to the Fair by means of sponsorship, and extensive advertising of the events

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2. THE SINGER BOWL (cont.)

was obtained at the sponsor's expense. The first attraction paid for by the Fair (cost: \$4,000.00) was Louis Armstrong on June 30th. It was widely advertised (without expenditure by the Fair) by Rheingold on radio and television. A crowd of approximately 8,500 attended on one of the summer's hottest evenings. He received a standing ovation from the crowd on hand. Similar free attractions are planned for July: YMCA Day--7/11/64; Tony Bennett--Salute to American Variety--7/12/64; Count Basie--7/14/64; and Operation Sail's International Hootenanny--7/18/64.

3. PLANS FOR 1965

The Industrial Section is now pointing towards its additions for 1965.

A survey of our existing exhibitors indicates the following plans for next year:

- a. Clairol -- Requesting additional land and plans for enlargements of exhibit to introduce new products.
- b. DuPont -- Some minor, but no major, changes in their show.
- c. Dynamic Maturity -- Will add new 360 degree lens to their camera obscura.
- d. Kodak -- Will have new pictorial displays (no news as yet on new main film).
- e. General Cigar -- New material for their magic show.
- f. Gas Inc. -- Will add a demonstration of glass manufacturing and turn their Fun House into a House of the Future.
- g. Scott -- Contemplating additional land for expansion of facilities.
- h. Pepsi-Cola, Coca-Cola, IBM, Bell and GE report contemplated work on refinements and improvements of existing displays.

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3. PLANS FOR 1965 (cont.)

I have made a trip to London, Lausanne and Copenhagen to explore ideas for 1965. The results have been largely set forth in memoranda to Mr. Moses already distributed. On top of our project list is a Medical Exhibit for 1965, along with the development of entire areas now vacant into thematic complexes. We are currently preparing a memorandum for Mr. Moses with concrete suggestions for the year ahead.