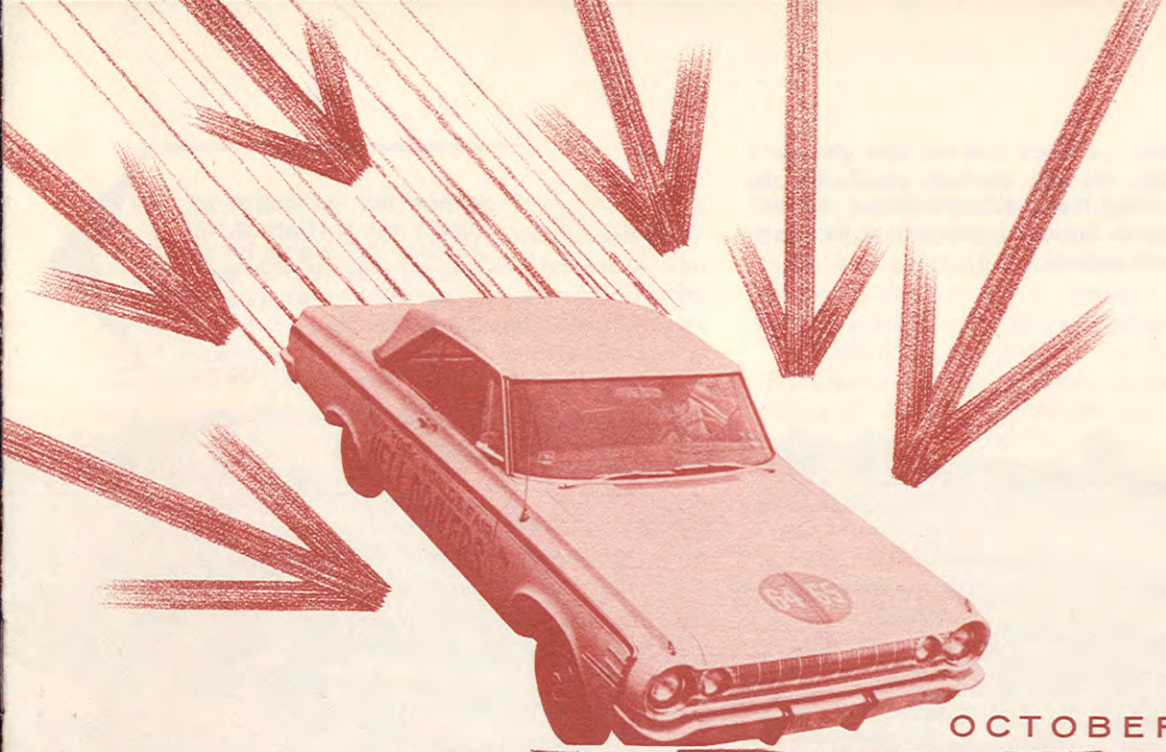


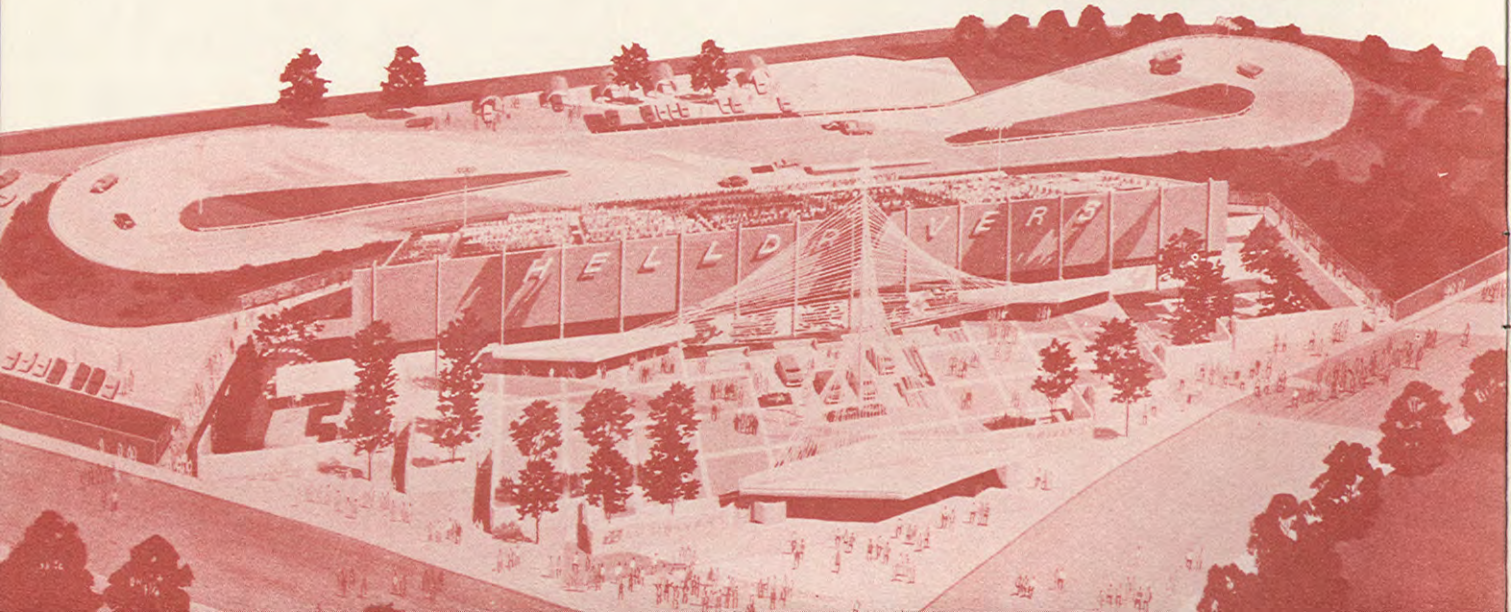
OCTOBER 30, 1963

AUTO THRILL SHOW

Preview at the New York World's Fair 1964-1965

The Auto Thrill Show performances will take place in a 6,000-seat stadium, the only stadium specifically designed for thrill driving. It will include a unique, banked, figure-eight auto track layout where thirty world champion Helldrivers will perform.

Excerpts from transcription of remarks made by officials of the Auto Thrill Show and the Fair at a preview of the Auto Thrill Show at the New York World's Fair, October 30, 1963.



DR. ROBERTO de MENDOZA [Deputy Chief of Protocol]: Mr. Gottlieb, Mr. Lippert, Mr. Constable, Mr. Tozzoli, distinguished guests, ladies and gentlemen. This ceremony today will undoubtedly be one of the most thrilling to be held at the Fairgrounds before opening day. I understand that this banked, figure-eight track is the first to be specially constructed for thrill driving. It was designed in consultation with the nation's leading race drivers, with a view to making possible the performance of the most daring and sensational feats that have ever been executed in this spectacular and popular sport. This morning we will have a chance of viewing some of the highlights of that great achievement in the world of sports.

After serving with distinction in the Navy, our first speaker had an outstanding career in engineering before assuming the responsibility for the design, construction and development of this Transportation Area of the Fair, where all participation primarily concerned with transportation has been brought together in a glittering concentration of fabulous exhibits. It is my pleasure to present Mr. Guy Tozzoli, director of the World Trade Department of the Port of New York Authority.

MR. GUY TOZZOLI: Thank you very much, ladies and gentlemen. We are extremely proud of the exhibits that we have in the Transportation Area of the Fair, and we are quite pleased to have an Auto Thrill Show. This is the kind of exciting entertainment that we think the Fair will offer not only to grownups but to children, the type of entertainment that we want at the Fair.

I would like to pay special tribute to Alan Gottlieb and Bill Lippert who have put this together with Dodge Division of Chrysler Corporation, and I wish them good luck on their enterprise. Thank you.

DR. de MENDOZA: Thank you, Mr. Tozzoli. Our next speaker is an architect and administrator with a long and distinguished record of public service. For many years he was chief designer and later executive officer of the Department of Parks of the City of New York, as well as acting commissioner of the New York City Planning Commission. He was also consultant for great projects both at home and abroad before coming here to cooperate with Mr. Moses in the creation of this, the greatest international fair in the history of the world. I have the honor to give you Mr. Stuart Constable, vice president of Operations of the New York World's Fair Corporation.

MR. STUART CONSTABLE: Ladies and gentlemen. I remember when these boys first came here and brought this exhibit — this idea — in to us, I didn't think they

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A demonstration of the Helldrivers show at the preview of the Auto Thrill Show at the Fair.

could pull this thing off at all. I never thought they'd get there. But one of their good friends, and one of my old friends, called me and said the boys really would deliver if we would do what we could to assist them. We did what we could — it wasn't much — and they helped themselves and here they are with what we think is going to be one of the real attractions of the Fair. We wish them luck and hope they make a lot of money.

And now it is my pleasant duty as the representative of the World's Fair to present to Mr. Gottlieb and to Mr. Lippert the World's Fair medal.

DR. de MENDOZA: Thank you, Mr. Constable. The success of Jimmy Lynch's exciting presentation in the 1939 New York World's Fair inspired the Helldrivers' Auto Thrill Show which Transportation Productions, Inc. is presenting at the Fair. Our next speaker, is a graduate of New York University, has served in the United States Army, and is an enthusiastic and enterprising businessman who waxed with enthusiasm when the idea was conceived for an Auto Thrill Show at the 1964-1965 World's Fair.

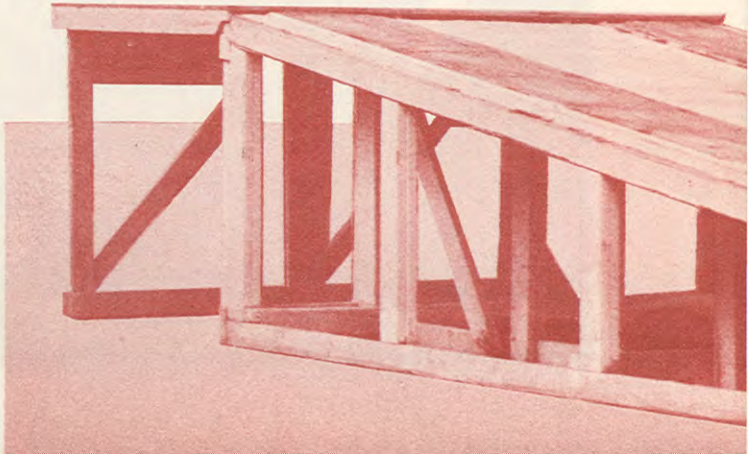
It is in great part due to his energetic determination that the original idea culminates today in this unique preview of the Helldrivers' Act. I now have the privilege of introducing Mr. William L. Lippert, vice president, Trans-

portation Productions, Inc.

MR. WILLIAM L. LIPPERT: Thank you, Dr. de Mendoza. I want to thank all of you for coming here today to witness the preview of the Auto Thrill Show. It has been a pleasure working over the past two years with all the fine people of the New York World's Fair Corporation and the Port Authority.

I am sure that many of you remember the Jimmy Lynch Daredevil Auto Show that took place here during the 1939-1949 World's Fair. I am proud of the fact that our program will be put on by the organization which is the direct successor to the Jimmy Lynch show. That organization is headed by Jack Kochman, who is here today. I'd like to pay tribute to Jack for all the help he's given us in putting together this project. Thank you.

DR. de MENDOZA: Thank you, Mr. Lippert. Our next speaker attended New York University, served in the U. S. Navy, and is president and fourth generation representative of a family-owned concern. He has spared no effort to make the New York World's Fair Auto Thrill Show a glowing reality. Today's preview to dedicate the Auto Thrill Stadium is for him a proud moment indeed, and crowns with successful achievement his vigorous determination to produce the Helldrivers' Auto Thrill Show. I have the honor to give you Mr. A. Alan Gottlieb,



Mr. Guy F. Tozzoli, director of the World Trade Department at the Fair, Mr. A. Alan Gottlieb, president of Transportation Products, Inc., Mr. Stuart Constable, vice president of Operations at the Fair, and Mr. William L. Lippert, vice president of Transportation Products, Inc., are shown at the preview of the Auto Thrill Show.

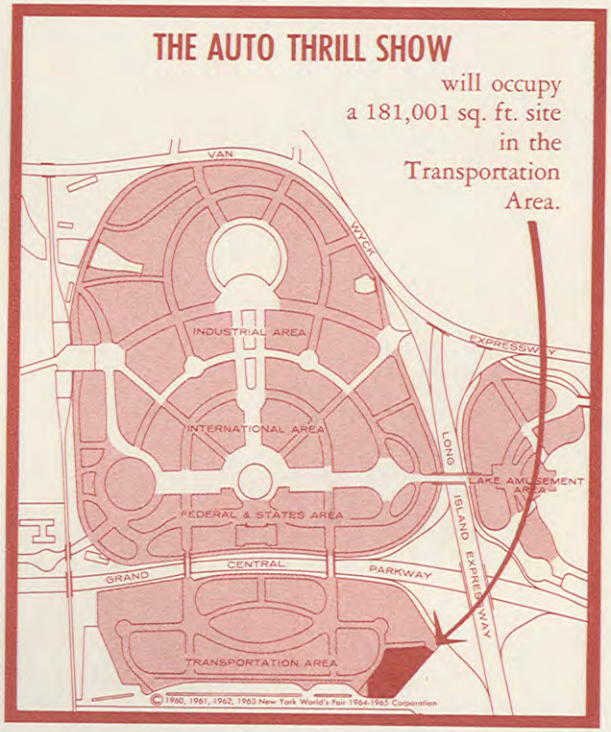
president of Transportation Productions, Inc.

MR. A. ALAN GOTTLIEB: Thank you, Dr. de Mendoza. First, I'd like to endorse what Bill Lippert said about the fine cooperation we have received from the Fair, the Port Authority, and in particular Mr. Guy Tozzoli, Mr. Fran Miller and Mr. Neil Lynch.

We are very proud of this project, and we are sure that you will enjoy it when you see it next spring. We have brought together the finest team of daredevil drivers that we could find, and we have provided them with the world's only figure-eight track and stadium, designed and constructed from the ground up for this type of show.

We have the utmost confidence that the Fair will be an overwhelming success and will provide an unprecedented audience. Our aim has been to provide a great show as befits a great Fair. Once again, thanks for coming out today, and please accept my personal invitation to come back and see us next April. Thank you.

DR. de MENDOZA: Thank you, Mr. Gottlieb. Ladies and gentlemen, Mr. Gottlieb and Mr. Lippert will now have the pleasure of presenting some preview highlights of their great World's Fair Auto Thrill Show. Mr. Bob Conto will give a crash-by-crash narration of the daring performance. I have the honor and great pleasure of announcing the Helldrivers' Act.



TRANSPORTATION PRODUCTIONS, INC.

MR. A. ALAN GOTTLIEB, *President*

MR. WILLIAM L. LIPPERT, *Vice President*

BILL DOLL and COMPANY, *Public Relations*

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

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