



## NEWSLETTER

Number 17

May 24, 1963

MEMA ROLLS IN -- The Motor and Equipment Manufacturers Association (MEMA) represents a \$7 billion industry which employs more than half a million men and women throughout the nation. The Association has a vital story to tell. It has reserved 1,500 square feet in the Transportation & Travel Pavilion to tell it to at least 16 million American and foreign visitors.

KEEPING AMERICA MOBILE -- MEMA is made up of approximately 500 of the nation's leading manufacturers of replacement parts, chemicals, accessories, tools and equipment for motor vehicle manufacturers and the automotive aftermarket. In addition to their tremendous contribution to the economy through research, development and production of components that get motor vehicles on the road -- and keep them there -- these companies make mobility possible. If all were to cease operations tomorrow, the American Road would be clear of vehicles within 90 days, according to William A. Raftery, general manager of the Association.



SAFETY FIRST...AND ALWAYS -- The safety of American motor vehicles depends to a large extent on the high quality standards of products developed and made by MEMA members. They include brake systems, tires, lighting, oil and fuel filters, spark plugs, exhaust systems, windshields, ride control and suspension systems, wiring and inspection equipment. Interestingly, many products developed by this industry as accessories have become standard equipment, including windshield wipers and bumpers. MEMA president Steven S. Gordon, of Republic Gear Company, sees the industry moving in the direction of fewer automotive parts -- each of which will be more sophisticated in order to do many more jobs.

STATISTICAL NOTE -- Americans on the move bring their vehicles to some 300,000 individual outlets for servicing. MEMA members produce all the necessary parts, chemicals, tools and equipment which make this service possible.

ROLL CALL -- Leading companies in the industry will tell various phases of the MEMA story. Among those for which space has been set aside are Wagner Electric Corporation, manufacturers of hydraulic brake systems...Tung-Sol Electric Inc., miniature lamps and flashers... Electric Storage Battery Company, Exide batteries...Purolator Products, Inc., oil, air and fuel filters...Federal-Mogul-Bower Bearings, Inc., engine, roller, clutch and ball bearings...Anchor Industries, Inc., molded rubber products...Ammco Tools, Inc., automotive tools and equipment...and Leece-Neville Co., alternators, generators and regulators.

YOUR PLACE IN T&T -- Your company belongs at the Fair with other industrial leaders. To help find your place at the right price, please turn....

- O V E R -

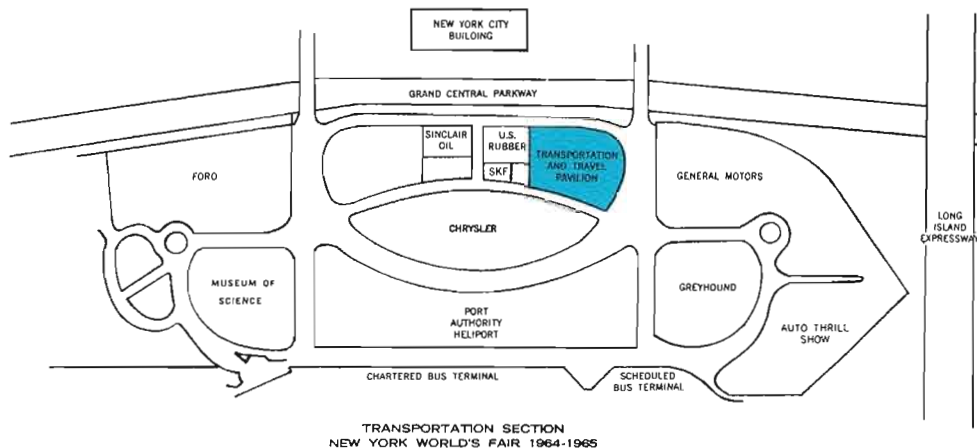
THESE CAN BE YOUR NEIGHBORS IN THE TRANSPORTATION SECTION



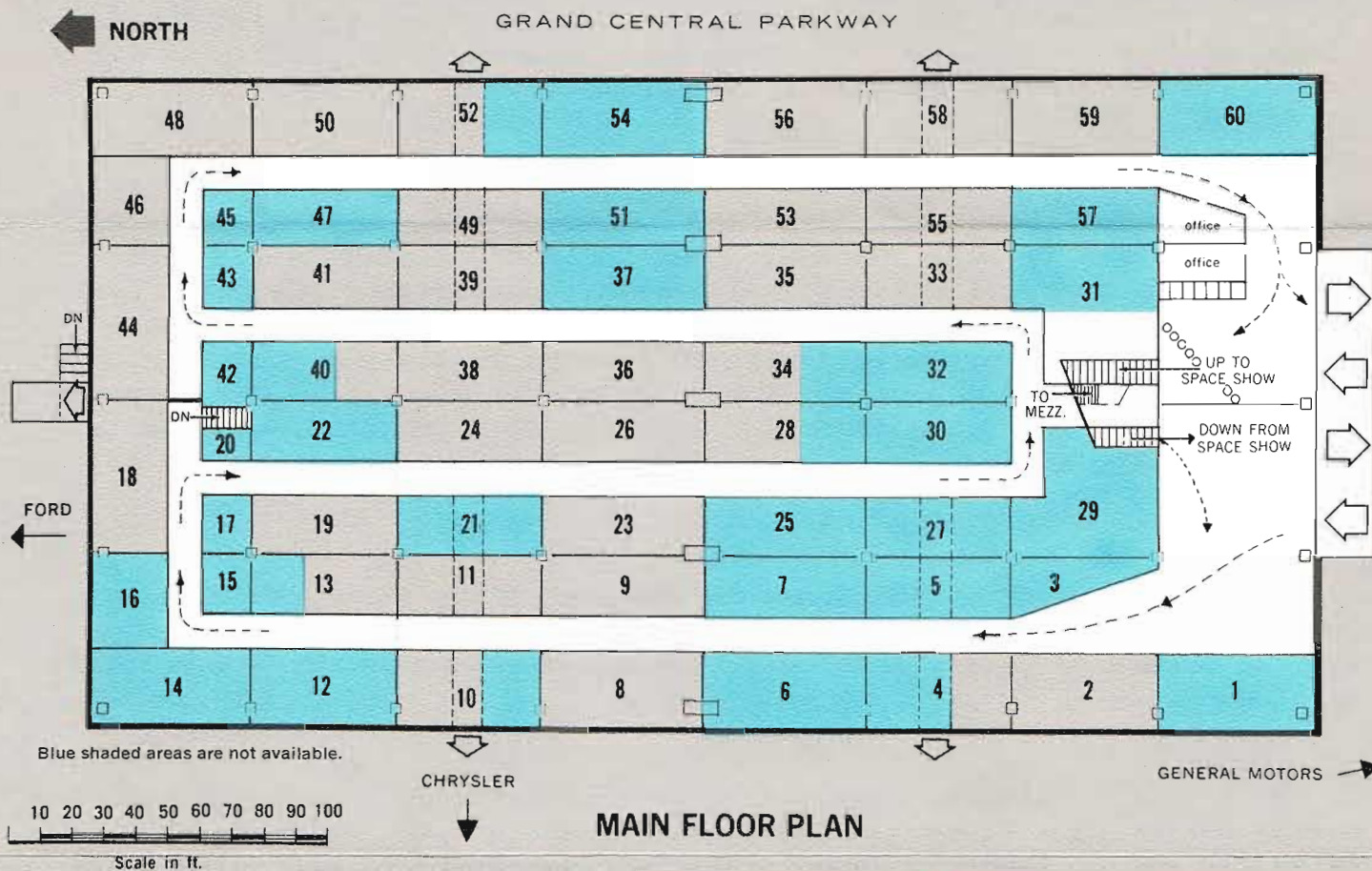
TRANSPORTATION & TRAVEL PAVILION INC. NEW YORK WORLD'S FAIR - 1964-1965



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TRANSPORTATION SECTION  
NEW YORK WORLD'S FAIR 1964-1965



MAIN FLOOR PLAN

"MAN ON THE MOON"

The magnificent 22-orbit flight of the Faith 7, with Astronaut Gordon Cooper at the controls, has moved our country dramatically closer to achievement of a major national goal: to place a man on the moon in this decade. Americans are excited about this great challenge today, and they will be even more so during the Fair years.

The adventure of our conquest of the Moon will be unfolded on the upper level of the T&T Pavilion. A replica Moon crater will be built on gigantic scale so visitors to the pavilion can experience - with all their senses - a simulation of the climactic moment when Man takes his first, hard-won steps on our satellite.

This dramatic attraction, titled "Man on the Moon," is certain to be one of the most compelling and memorable of the entire Fair, and its benefits will be assured to every T&T exhibitor.

LAST CALL

June 30 is the deadline for nominations to the Transportation Hall of Fame, which will be located in the T&T Pavilion. More than 200 nominations are already being screened. They represent this century's leaders and pioneers in every aspect of the industry - from motor vehicles, ships, railroads, airplanes and space craft to bicycles and outboard motors.

Many of the greatest and most popular heroes of the 20th Century are men and women who have achieved milestones in the field of transportation. Announcement of their selection is certain to make national and international news. Their presence in the Hall of Fame is certain to attract crowds.

To enter a nomination, simply send his name and background on your letterhead, with any supporting material you wish, to the T&T Pavilion at the above address.

THE RIGHT PRICE

The cost of your exhibit at the Fair, in the T & T Pavilion, is competitive with that of exposure in many media that are far less memorable and effective. Units of 250 square feet are available at a rental cost of \$25,000 each for the two-year period of the fair. An exhibitor may lease a minimum of two units.

The rental cost covers such normal services as air conditioning, general lighting, general maintenance and access to all utilities. Payments schedule is as follows:

- 50% upon signing of lease
- 20% October 12, 1963
- 20% April 22, 1964
- 10% April 1, 1965