



## NEWSLETTER

Number 19

July 25, 1963

T&T TAKES SHAPE -- Construction activity at the site of the Transportation & Travel Pavilion, in the heart of the World's Fair's Transportation Section, has sharply accelerated in the past several weeks. With the site already cleared and excavation virtually completed, work has begun on footings and foundation walls. Late next month, the steel superstructure of the pavilion will begin to take shape, and installation of exhibits will take place at the start of March, 1964. On April 22, 1964, the first of an estimated 16 million visitors will enter the pavilion to experience the story of transportation and travel, told by leading companies, large and small. Your company can still take its place in T&T's all-star cast.

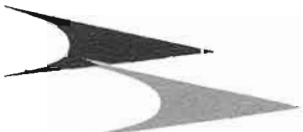
BLUE-CHIP GENERAL CONTRACTOR -- Thatcher Construction Company, which is building the T&T Pavilion, has a 10-year record of top performance for blue-chip clients...including such transportation firms as American, Scandanavian, Seaboard & Western, United and Trans World Airlines, New York Central Railroad and States Marine Lines. In the field of exhibition space, Thatcher Construction has worked for the Museum of Modern Art and American Geographical Society. And the firm is among the busiest at the Fair. Its projects there, in addition to T&T, include these:

Republic of China -- This colorful pavilion will offer all the romance of a traditional Chinese pagoda, rising from a fortress-like base, with a highly ornamental exterior. It will house nearly 9,000 square feet of exhibit space. C.C. Yang and Paul K.Y. Chen, of New York, are the architects.

U.S. RUBBER -- Located next to the T&T Pavilion, this exhibition will take the form of an outdoor amusement device.

Thatcher Construction is also in negotiation for additional pavilions in the International and Industrial Sections.

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HASTE MAKES GOOD BUSINESS -- The fast, dependable movement of business materials within the New York Metropolitan area presents unique problems. They are solved daily by Fleet Messenger Service Inc., the largest such service in the world. Fleet has been named Official Messenger Service to T&T and has leased space in the pavilion for its World's Fair dispatch office.

ON-TIME DELIVERIES TO ANYWHERE -- Fleet Messenger made approximately three-quarters of a million prompt deliveries in 1962, and its rate of operations is still increasing. On tap in prestige buildings throughout New York are the company's 400 trained messengers, backed by 20 radio-equipped trucks. Air freight and manpower services are also available. Fleet arranged deliveries as distant as Yokohama, according to Ed Sarnoff, president, though most are made in New York for local companies. He cites CBS, ABC, Time, Inc., New York Telephone Company and TWA among satisfied Fleet customers, noting that smaller companies also share its high standards of service.

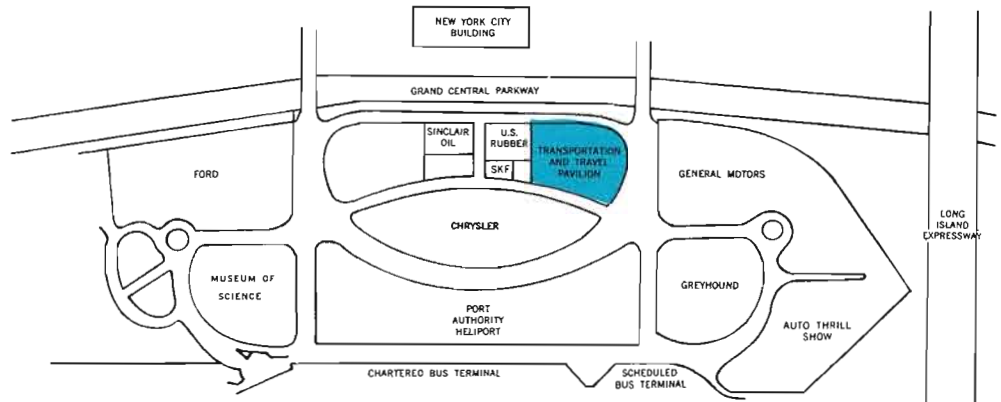
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TRANSPORTATION & TRAVEL PAVILION INC.  
NEW YORK WORLD'S FAIR - 1964-1965

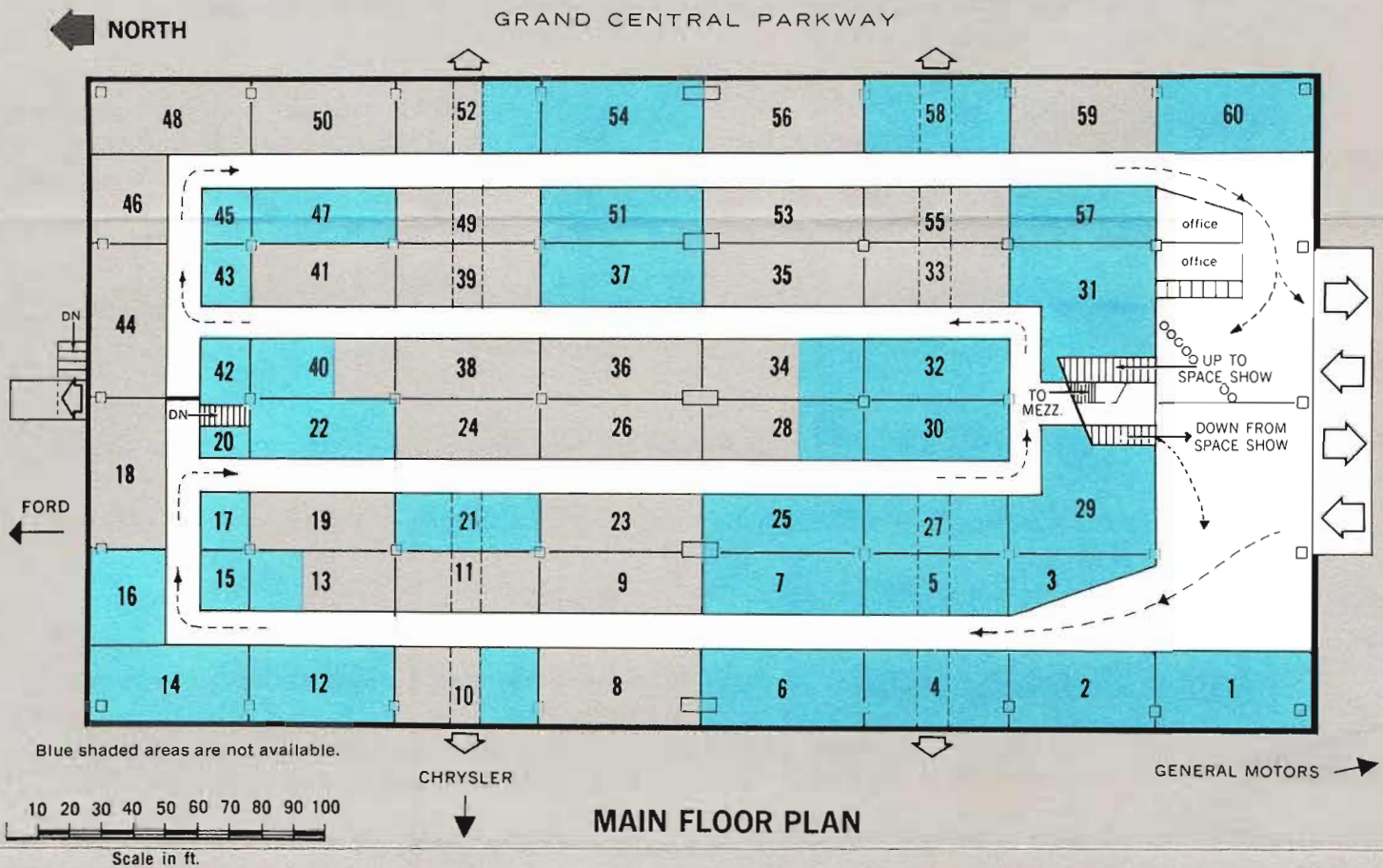


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TRANSPORTATION SECTION  
NEW YORK WORLD'S FAIR 1964-1965

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MAIN FLOOR PLAN

**SCREENING ADVANCES**

Reaction to the announcement of the Transportation Hall of Fame, to be seen for the first time at the T&T Pavilion, has been spontaneous and enthusiastic. Companies, individuals and even nations nominated and endorsed approximately 200 transportation leaders of the 20th Century.

The selection process has now begun. The Hall of Fame Screening Committee is selecting 60 names to appear on the final ballot. Early this fall the 25 to 30 charter members of the Hall of Fame will be selected by vote of the T&T Advisory Council, made up of 33 leading executives in every phase of the transportation industry, and the editors of 45 major trade publications.

When the selection is announced, the nation and even the world will take note. When the Fair opens, millions will visit T&T to see the display. Doesn't your company's exhibit belong nearby?

**OLYMPICS OF PROGRESS**

The New York World's Fair 1964-1965 will be the largest, most heavily attended exposition in history, an "Olympics of Progress." It will also be the subject of the greatest combined advertising, publicity and promotion campaign in history. This campaign has already begun, and its pace is accelerating.

You know that participation in this event would be of tremendous benefit to your company, but you have decided you could not justify the cost of your own pavilion. There is still a way your company can play a major role, and that way is offered by the T&T Pavilion.

T&T will be the only multi-tenant pavilion in the Fair's Transportation Section. An estimated 16 million visitors will tour it during the two years. Weigh the cost of participation against your advertising and promotion budget, and you will recognize the unique value of being part of the Fair.

**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