



NEWSLETTER

Number 20

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MODEL IN SPOTLIGHT -- A detailed scale model of the Transportation & Travel Pavilion is generating unusual interest in the Time & Life Exhibition Center, at 50th Street and Avenue of the Americas in New York. It is appearing as part of an exhibition titled "New York World's Fair: Preview," which opened to the public July 16. By early August the show had attracted more than 100,000 visitors, and the total is expected to near a quarter million by the September 8 closing date. It is already established as one of the most popular exhibits ever staged in the Time & Life Building.

Want To See It? -- The Fair Preview, with the T&T model, can be seen seven days a week...weekdays from 9:30 A.M. to 5 P.M. and weekends from 11 A.M. to 7 P.M. If you should view it on a weekday, you are invited to visit the T&T offices, which are on the 46th floor of the Time & Life Building.

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MODELS IN PAVILION -- The T&T Pavilion will offer hobbyists a chance to tell important parts of the transportation and travel story in their own homes...in a scaled-down version. Pavilion Hobby Souvenir Center, Inc. has leased space in the pavilion to display and sell one of the most comprehensive collections of model kits ever assembled. Emphasis will, of course, be on planes, trains, automobiles, ships and rockets. Many will be motor powered. Souvenirs will also be available.

Repeat Performance -- Leo Becker, president of PHSC, notes that his exhibition in the Aviation Building at the 1939 New York World's Fair was a resounding hit. "Our T&T display will incorporate all the vast advances made since then in every phase of transportation," he says. "If history repeats itself, and we expect it will, then many thousands of hobbyists will come to see if model-making technology has kept pace."

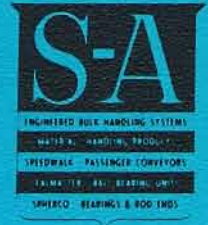
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TWO MORE TO THATCHER -- Thatcher Construction Co., Inc., which is building the T&T Pavilion, has announced that Elizabeth Iron Works will fabricate, furnish and erect structural steel for the project. In addition, it has been announced that Thatcher Construction will build two more pavilions at the Fair, bringing its total to five. The newly announced projects are:

Philippines Pavilion -- This pavilion, in the conical shape of the characteristic Philippine hat, will be a two-story structure of pre-stressed laminated timber. Its exhibits will tell the history of the islands in panelled wood carvings and replicas. Jeffrey Ellis Aronin, Teresita Canlas Yerre and Otilio A. Arellano are the architects.

Seven-Up Pavilion -- Featuring a clock tower 107 feet high, this pavilion will cover about 45,000 square feet. Four circular stages, fountain pools and facilities for serving international sandwiches to 640 people will be provided. Becker & Becker Associates, Inc. is the designer.

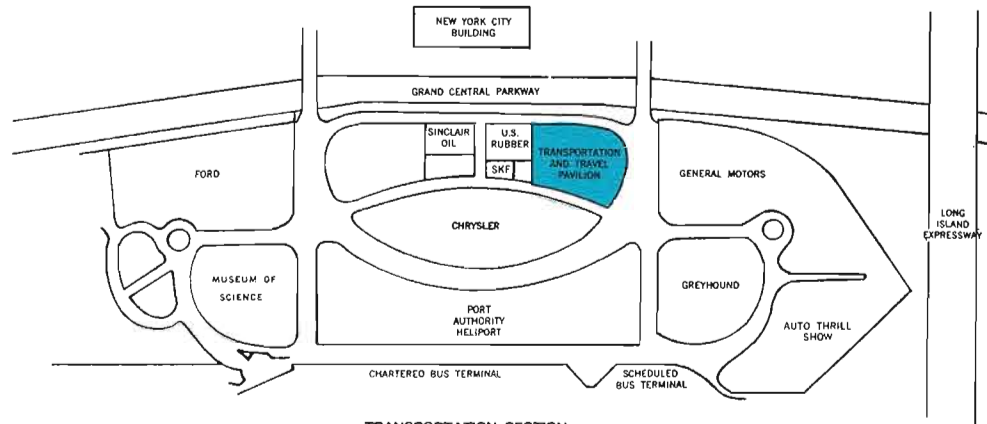
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TRANSPORTATION & TRAVEL PAVILION INC.
NEW YORK WORLD'S FAIR - 1964-1965

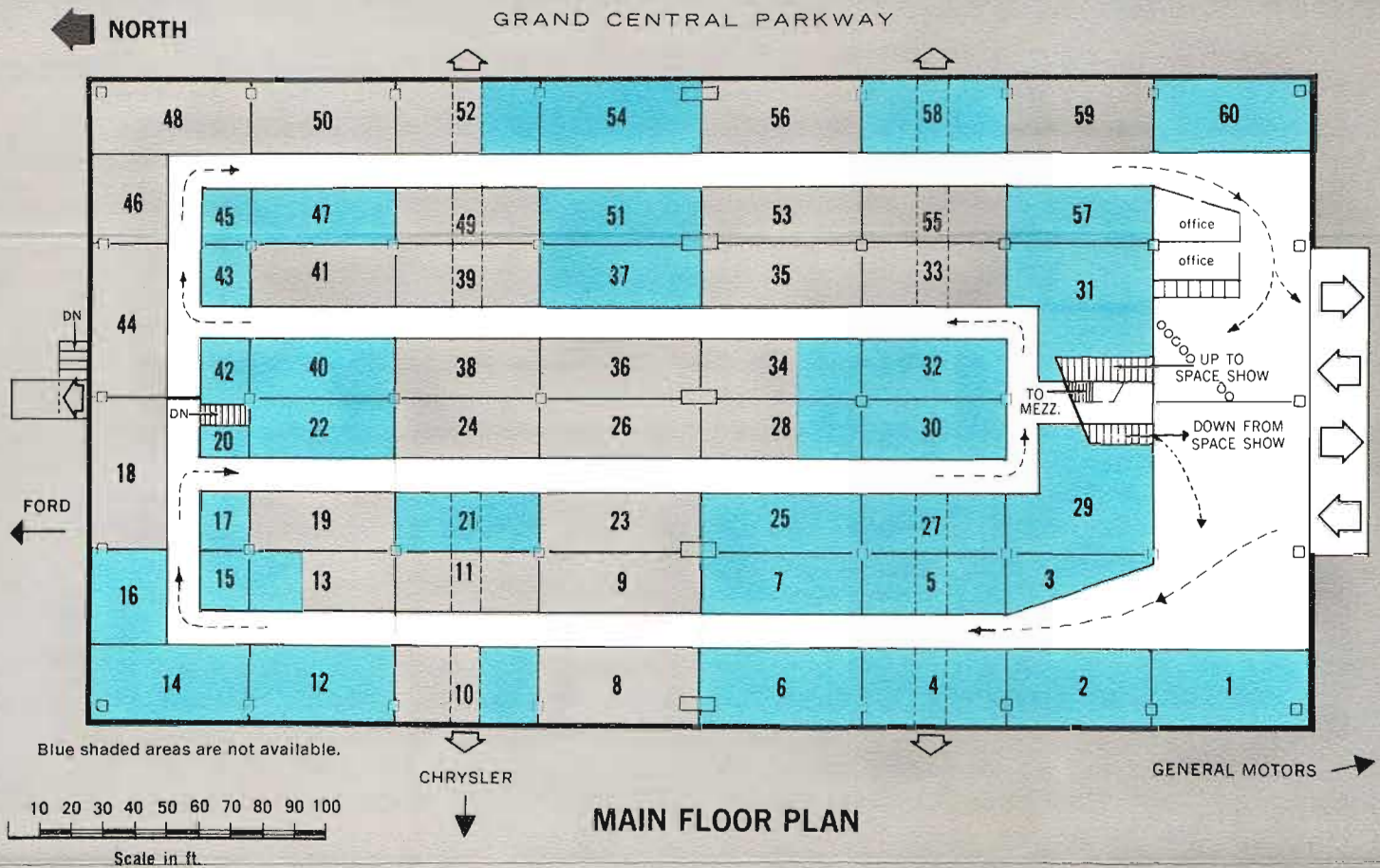


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TRANSPORTATION SECTION
NEW YORK WORLD'S FAIR 1964-1965

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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