

PT
May 26, 1964

Mr. Stone ✓
Rex Reichert
Frank Davis
Howard Vogel

Mr. Rex Reichert
Rex Reichert Associates, Inc.
11 North Madison Street
Boyertown, Pennsylvania

Dear Mr. Reichert:

In response to your letter of May 21, 1964, and also to our telephone conversation which dealt with the same topic, namely the present condition of the Better Living Center, as I mentioned to you during our telephone call, there are very great problems inherent in effectively coordinating and installing in excess of 125 exhibitors in a building of the nature and size of ours. During the first several weeks of operation, conditions throughout the building were somewhat hectic due to the continuous necessity of installing major exhibits, even though the building itself had for some time been completely constructed. During our conversation, I mentioned to you that this condition was vastly improved as by this date the majority of exhibitors are installed and the building has, in the main, taken on an aspect of complete integration. More specifically, the third floor containing the Hilton International Restaurant, Marco Polo Club and the Women's Headquarters has been completed since opening date and is, in our opinion, a very attractive asset. The third floor is now substantially complete with the exception of the Whirlpool miracle kitchen of which the final assembly is being made behind an enclosure and should be operable by the end of this week. The other major exhibitors on this floor such as Hershey, Canada Dry, Sunshine and Borden's with their musical production featuring Elsie the Cow have been completed and operating for some time. Last Friday evening the Art Gallery featuring Four Centuries of American Masterpieces, under the joint sponsorship of the Skowhegan School of Painting and Sculpture and the Better Living Center, was officially opened to the public.

The second mezzanine, which during the first few weeks of operation contained some small incomplete exhibits and exhibitors who were obnoxious and noisy, has been reorganized and the undesirable elements either removed or repositioned so that the overall traffic flow and quality of exhibition is at a satisfactory level.

Several exhibits on the second floor in the vicinity of Crystal Palace have been rearranged and the area to which you made the specific reference in your letter has been closed down and is presently being completely redesigned so that it will compliment the Crystal Palace area. The Palace itself is undergoing a moderate reorganization and design in an effort to integrate all the elements more fully and give greater exposure to exhibitors through improved traffic flow and substantially increased seating and standing capacity so that the area can accommodate a larger audience. It is our belief that the Crystal Palace will be one of the outstanding features of the building, if not the entire Fair. I think the attendance in the area bears out our feelings.

The first mezzanine is substantially completed and now contains a very attractive bar and food vending area which is integrated with the very fine Taylor Provisions exhibit.

On the first floor, the Dorothy Draper Dream House has been completed and in operation for some time and with the exception of one or two very minor exhibits, this floor is complete and we feel it is very attractive. The Loewy-Snaith organization is presently preparing a proposal for a face-lifting of the lobby and exterior area of the building which will give it a great deal of life and a vastly improved general appearance.

I hope this recap of our telephone conversation of last week gives you sufficient understanding of the present condition of the building. I would like to reassure you that we are making a continuous effort to create a building as outstanding as possible, both for the satisfaction of our many

Mr. Rex Reichert
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May 26, 1964
Page 3

fine exhibitors and for the general public so that it is a most inviting place.

If you have any further inquiries, please get in contact with me or Mr. Matthews who is the building manager.

Yours sincerely,

RICHARD G. BURGE
President, Better Living Center

RGB:mb

bcc: Martin Stone