

PEACE THROUGH
UNDERSTANDING

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE - AREA CODE 212 - WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES
PRESIDENT

March 9, 1962

J. ANTHONY PANUCH
VICE PRESIDENT
INDUSTRIAL & SPECIAL EXHIBITS

Dear Mr. Moses:

I submit herewith a report of operations in this department since my last report of February 2, 1962. For purposes of convenient reference, it is divided into six self-explanatory annexes.


Though the status of the two bank leases is reported under Annex II, a word of explanation may be desirable to avoid confusion. These buildings will be banking facilities, pure and simple, with no exhibit aspects.

Both locations are outside the Industrial and Special Exhibits Area and within the International Section (Block 21, Lot 1; Block 26, Lot 1) at sites insisted on by the banks, which met with Mr. Witt's technical approval. We thereupon negotiated the release of the two sites with the International Division.

As a matter of courtesy to Mr. Witt, and because I knew the bank officers involved as a result of previous negotiations which you asked me to carry on with the Clearing House, we have conducted these initial space negotiations with the bank people. We have done this in full coordination with Mr. Witt, and, in reality, as his agents. It is self-evident that as "banking facilities" these service installations are not exhibits within my sphere of responsibility.

When the stage is reached for the negotiation of formal leases which define the respective relationships of the two banks with the Fair, our temporary good offices necessarily must come to an end, and the matter becomes the responsibility of Mr. Witt, acting with Mr. Spargo's advice and under the guidance of the Fair Corporation's legal counsel.

Faithfully,



J. Anthony Panuch

Attachments

The Honorable
Robert Moses, President
New York World's Fair 1964-1965 Corporation
Flushing Meadow 52, New York

REPORT TO PRESIDENT MOSES

- Annex I Status of Leases Signed
- Annex II Status of Lease Negotiations with Companies
Whose Participation Seems Certain
- Annex III Status of Lease Negotiations with Individual
Companies and Industry Associations Whose
Participation is Undecided.
- Annex IV Multiple-Exhibitor Pavilions Under Promotion
- Annex V Status of Special Exhibits
- Annex VI Promotional Activities

March 9, 1962

J. Anthony Panuch

ANNEX I

LEASES SIGNED as of MARCH 1, 1962

<u>Category of Exhibitor</u>	<u>Sq. Ft.</u>	<u>Rental Down Payment</u>	<u>Two-Year Rental</u>
<u>Companies</u>			
AT&T	104,935	\$ 209,870	\$ 839,480
Coca-Cola	46,314	92,628	370,512
duPont	46,956	93,912	375,648
Eastman Kodak	69,497	150,994	555,976
General Electric	53,256	106,512	426,048
IBM	54,038	108,076	432,304
National Cash Register	18,892	37,784	151,136
Pepsi-Cola	93,696	187,392	749,568
Rheingold	49,385	98,770	395,080
S. C. Johnson	17,305 *	20,000 **	138,440
Schaefer	45,478	90,956	363,824
Simmons	10,931	21,862	87,448
Travelers Insurance	49,487	98,974	395,896
	<u>660,170</u>	<u>\$1,317,730</u>	<u>\$5,281,360</u>
<u>Industry Associations</u>			
American Gas Assn.	79,290	158,580	634,320
Edison Electric Institute	45,153	90,306	361,224
	<u>124,443</u>	<u>\$ 248,886</u>	<u>\$ 995,544</u>
<u>Multiple-Exhibitor Pavilions</u>			
Better Living Building	150,677	299,840	1,199,360
Hall of Education	50,001	50,001 **	400,008
House of Good Taste	74,160	75,000 **	593,280
Pav. of American Interiors	38,110	76,220	304,880
World of Food	50,066	100,132	400,528
Graphic Arts	56,004	112,008	448,032
	<u>419,018</u>	<u>\$ 713,201</u>	<u>\$3,346,088</u>
<u>Special Exhibits</u>			
Hall of Medicine & Health	70,012	None ***	None
	<u> </u>	<u> </u>	<u> </u>
TOTAL	<u>1,273,643</u>	<u>\$2,279,817</u>	<u>\$9,622,992</u>

OPTION SIGNED as of MARCH 1, 1962

<u>Company</u>			
Continental Insurance	12,699	\$ 15,000	\$ 101,592
TOTAL - Leases & Option	<u>1,286,342</u>	<u>\$2,294,817</u>	<u>\$9,724,584</u>

* S. C. Johnson has option exercisable on or before July 2, 1962 on approximately 10,000 square feet of additional space.

** Additional Payments Due

*** Rental Payments Waived

ANNEX II

Status of Negotiations with Companies Whose Participation is Regarded as Virtually Certain

Chase Manhattan Bank

All essential factors have been negotiated. Lease signing awaiting approval of state banking department for opening of a new branch. Architects are working on design.

First National City Bank

Status same as Chase, with the added feature that approval by the Comptroller of the Currency is required. At a recent conference at the Fair with the bank's officials and a representative of the Comptroller of the Currency, it was indicated that no difficulty was anticipated in this respect and Federal approval is expected shortly.

Metropolitan Life Insurance Company

Charlie Dougherty, Senior Vice President, and the closest man in the company to Chairman Fred Ecker, tells me that since November 1, 1961, he has talked to Mr. Ecker at least once and often twice a week about signing the lease. Last week he managed to obtain Mr. Ecker's consent to have the matter scheduled on the agenda of the Company's Executive Council of which Mr. Ecker is Chairman. However, at Mr. Ecker's direction, the item was passed when reached.

America Fore Loyalty Group (Continental Insurance Company)

This company had paid us \$15,000 for a sixty-day option on a 12,699 square foot site facing the Rodman Street entrance. This option expires on April 3. The purpose of the option payment was to enable VEK Associates to submit a feasibility study to Continental before a lease was signed.

ANNEX III

Status of Negotiations with Individual Companies and Industry Associations Whose Participation is Undecided

Beech-Nut Lifesavers, Inc.

A presentation of a second rendering of the Children's Zoo which included the company's suggestions as to additional product identification, was made to Mr. Gordon Young, Executive Vice President of the company and his staff, on March 8 by Messrs. Young, Patten and myself. Mr. Clyde Vandeburg of VEK Associates participated. As requested by Mr. Young, preliminary cost estimates were submitted which come to \$2,100,000.

Vandeburg's renderings and models of carousel animals were left with Gordon Young who was intensely interested and impressed. It was agreed to meet again early in the week of March 12 to present the matter, including preliminary cost estimates to A. B. Chapman, Chairman of the Board and E. J. Jordan, President. The Children's Zoo is designed to occupy Lots 2 and 3 of Block 8, an area of 63,000 square feet.

American Machine & Foundry

Since my last report, all efforts to activate this matter with the World's Fair Committee of AMF were met with the statement that Chairman Morehead Patterson would have to make the policy decision on participation.

AMF claims that the pivotal issue is one of costs. This is only partially true. The real question is one of priorities in the allocation of company resources. AMF is heavily involved in the new Madison Square Garden building going up on the site of the Pennsylvania Station, and in a massive missile project in Denver, Colorado which is regarded so important that Carter L. Burgess, President of the Company, is stationed in Denver on a fulltime basis.

So far, we have been unable to find anyone who has sufficient influence with Mr. Patterson to open a door for us to make a presentation to him either in Washington or in New York.

National Dairy

The decision on Fair participation depends on the action of the Board of Directors on whatever recommendation Mr. J. Huber Wetenhall, President and Principal Executive Officer of the company, may make.

All efforts on the part of Bill Robinson and myself to induce Mr. Wetenhall to visit the Fair site have proved unavailing. In a recent conference with the company's World's Fair liaison officer Mr. Joseph Caliri, who is Secretary of the company and Assistant to Mr. Wetenhall, he told me flatly that (1) the company is satisfied with the new site allocated to it; (2) that it is fully briefed, and no visit to the Fair by Mr. Wetenhall is necessary; and (3) that a decision whether the company will exhibit and, if so, how, will be reached probably within three weeks.

Ballantine

As previously reported, Donald Deskey Associates were commissioned by Ballantine to design its proposed exhibit and building. Deskey is working on three concepts each tailored to a \$1.5 million budget, with self-liquidating features. Selection of the site will depend on which Deskey design Ballantine prefers. Deskey's original plan which will be included among those to be submitted, was designed for the old Heineken site on the Flushing River.

Budd Manufacturing Company

Mr. Budd, President of the company, has written us that after a reconsideration of our exhibit proposal by his Board and himself, the unanimous decision was to adhere to the company's original decision not to exhibit, which was reached in the summer of 1961 after a presentation made in Philadelphia.

Budd's heavy involvement in its new joint venture in Argentina mitigated against the allocation of any substantial resources for a World's Fair exhibit.

All efforts to have Mr. Budd visit the Fair site were unsuccessful.

Avon Products Corporation

On February 15, 1962, we had a meeting at the Fair with top management of Avon. We gave them a comprehensive briefing which induced them to reconsider their original decision not to participate. The effect of the diorama was most helpful.

While Avon is the largest cosmetic company in the United States, unlike Revlon, it is a direct sales operation with practically no advertising and no retailing. It manufactures all its products under the Avon name and manufactures no products for any other company.

For these reasons, exhibiting at the Fair would be a radical departure from Avon's previous policies. Accordingly, we have stressed advantages which the Fair offers of (1) providing Avon personalized advertising to a live audience (2) dramatic possibilities of demonstration of its product lines and community method of operations, and (3) a perfect forum for the attraction, recruitment and on-the-job training in a glamorous setting, of personnel from all parts of the country.

While the chances for participation must be regarded as slim, we are giving Avon the "college try." If anybody on our Board of Directors can help in this respect, an assist would be most welcome.

Revlon

A meeting was held with William Mandel, Executive Vice President on March 8. Some progress was made but it is sticky going. Mandel has worked on several proposals, but is still, he admits, stuck for a satisfactory idea. Charles Revson, the President and the man who makes the big decisions will, of course, make this one. For this reason, I gather Mandel wants to make sure "all his ducks are in a row" before he goes to Revson with a concrete proposal calling for an expenditure of three million. This is a live prospect and I see no way of forcing the issue without risking an irrevocable "NO." We propose to keep after Mandel and plan to meet with him again in 10 days.

RCA

We have been awaiting Mr. Deegan's return from Florida to bring Mr. Engstrom, the new President of RCA, and Mr. Bilby, Vice President of Public Relations, to the Fair in an effort to obtain a decision on participation. We have a proposal for a pavilion which might be of interest to General Sarnoff.

Swift & Company

Swift's decision to participate or not to participate in the Fair will be reached on President Jarvis' return from Europe within the next two weeks. Mr. Schiewe, Exhibition and Construction Manager of Swift, has told me that he would definitely recommend against Swift's participation in a multiple-exhibitor pavilion; that he would recommend a one-story pavilion housing an appropriate display. It is this or nothing and costs will determine the issue when Mr. Jarvis returns.

Corning Glass Works

As previously reported, this matter of Corning's participation has been reactivated by General Electric, one of its principal customers. So far, GE's efforts for reconsideration have not been rebuffed by Mr. Decker, the principal executive officer of Corning, which leaves some hope that he might reconsider the decision reached last September against participation. Should this occur, the Board approval would be forthcoming as a matter of course.

As I have said before, I do not regard the Corning situation as hopeless, now that GE has intervened with Mr. Decker to reconsider.

Pittsburgh Plate Glass

This project emanated through the good offices of J. Walter Thompson.

The company is seriously considering an exhibit of 50,000 square feet, which in addition to PP&G conventional product line display, will have a Marconi System of large screen closed circuit television as a major feature of its exhibit.

Armour & Co.

Mr. Fairfax Cone as a result of the visit of Messrs. Young and Patten to Chicago in February has discussed with Mr. E. R. Wilson, the president of the company, an exhibit at the Fair.

Mr. Wilson stated that participation in the Fair was a matter of such high policy that it would have to be taken up directly with Mr. W. W. Prince, the Chairman of the Board and Principal Executive Officer of Armour.

This Mr. Cone proposes to do shortly, but strongly suggests that a member of our Finance Committee, Mr. William M. Moore, Chairman of the Bankers Trust Company and a personal friend of Mr. Prince, "open the door" for Mr. Young and myself to meet with Mr. Prince in Chicago, accompanied by Mr. Cone.

Mr. Whitney is trying to arrange this with Mr. Moore before he leaves for Europe on March 10.

American Petroleum Institute

At a recent meeting of the Production Committee, it was proposed to abandon the effort to induce the Institute to reconsider its 1961 decision to withdraw from the Fair.

In lieu thereof, it was recommended that the Port Authority, because of its contacts with the oil industry, should concentrate on the possibility of inducing an oil company or a group of individual companies to join in organizing a pavilion of their own. I concurred in this proposal.

You will remember that in my memorandum to you of July 14, 1961 I reported that after API had withdrawn as an exhibitor Jack Rathbone, Chairman of the Standard Oil Company of New Jersey, advised me to forget about a petroleum industry exhibit because of the virtual impossibility of satisfying the smaller companies who were members of API. Rathbone, who is a personal friend and former client, advised us to go after an individual oil company or a group of companies.

We did not immediately abandon the plan for an industry exhibit sponsored by API because Jay Gould and Stan Hope believed it could be done. The late Alton (Pete) Jones of Cities Service also felt that way. The same is true of Red Motley, who has been working on the industry exhibit idea through Mr. McCollum, the new President of API. However, so far all the efforts of the Fair and of Messrs. Gould, Hope and Motley for an industry exhibit have been unproductive.

Wm. Wrigley, Jr. Company

Mr. A. G. Atwater, Vice President of the company, visited the Fair on February 15 and was given a comprehensive briefing in an effort to change the company's decision to participate in a multiple-exhibitor pavilion.

Our efforts to induce Wrigley's participation in a pavilion of its own were unsuccessful. The reason for this, according to Mr. Atwater, is that the company's policy is NOT to promote the Wrigley name or company image, but to push its brands, such as SPEARMINT, DOUBLEMINT, etc.

Mr. Atwater, who is a good friend of Bill Robinson's, promised to lay out pavilion proposals before Mr. Wrigley, whom he expected to visit in Phoenix, Arizona, within the next few days, but held out no hope for a change in the company's position.

Fairbanks-Whitney

David Karr, President of Fairbanks-Whitney, has told me that the desalting plant which its subsidiary Fairbanks Morse, built for Israel at the port of Elath at the Gulf of Aquaba, is now in volume operation where it promises to be economic. He feels this volume can be substantially increased if a few technical "bugs" which have developed can be ironed out.

He tells me that his Board has instructed him "to let the technology catch up with the advertising" on the Zarchin process by getting four plants into operation at a commercial level by the end of August. If this succeeds, and he seems to have no doubt as to the outcome, he says that Fairbanks "will be pounding on our doors" to exhibit with an actual plant operating with salt water drawn from the Flushing River. I explained that this would involve sedimentation problems to which he replied that these could be "licked" by a filtering plant.

The company is intensely public relations minded and its earnings have improved in 1961. The company and Karr are former clients of mine, and if there is any hope of getting a desalting plant as an exhibit, the Fairbanks-Whitney plant represents our best chance. I regard Fairbanks as a live prospect which I intend to pursue.

ANNEX IV

Multiple-Exhibitor Pavilions Under Promotion

Project '64

The key figures in this undertaking are the firm of St. Phalle & Spalding of 230 Park Avenue. This project has been carefully researched by the firm of Arthur D. Little & Company of Boston on behalf of its sponsors.

Participants in the project include ten partners of the firm of Scudder Stevens & Clark, Charles A. Spalding, a close personal friend of President Kennedy and Chairman of the Department of Commerce Advisory Committee on U. S. participation in the Fair, Mr. James Linen, former publisher of Time and a number of other substantial persons of like calibre.

The manager selected for the project is Pat Weaver and the designers are the Ivel Corporation which participated in the creation of the beautiful Hawaiian exhibit. This project has been under negotiation for almost a year, but a lease is expected to be signed during the week of March 11.

Business Pavilion

After a great deal of intensive effort this project is about ready to be launched. The promoter, Irwin Kahn of Unified Management Consultants, has been able to negotiate a contract for the support of the pavilion with the Business Equipment Machines Exposition (BEME). This is the official service organization of the Business Equipment Manufacturers Association and it has permitted its Managing Director, Mr. Rudolph Lang, to act as Director of Rentals for the Business Pavilion.

All essential basic details have been negotiated and a lease is expected to be signed shortly. This is the pavilion whose attractive brochure I submitted to you sometime ago and which elicited your favorable comment. It would occupy a site of 90,988 sq. ft.

Building Materials Pavilion

This project is proceeding in satisfactory fashion and I have systematically routed to it all companies in the building materials lines which desire to exhibit at the Fair but are not in a position to finance their own pavilions.

The organizers of the pavilion advise me that they will be in a position to negotiate for a large site of 100,000 square feet or more in the very near future.

Because of your request to me of March 7, I have suspended all further activity with respect to these pavilions until you have had an opportunity to review the entire multiple-exhibitor pavilion situation as a whole.

In this connection, I attach hereto a pamphlet recently issued by the Association of National Advertisers entitled

"Key Facts for Advertisers
on the
1964-65 World's Fair in New York"

This information was compiled as a result of specific inquiries by ANA's corporation clients. You will note that these companies have expressed interest in nine multiple-exhibitor pavilions.

ANNEX V

Special Exhibits

Synagogue Council of America

Since my last report we have been successful in resolving a potentially dangerous jurisdictional conflict between the Council, and the New York Board of Rabbis, Inc.

I expect to hear shortly from Dr. Julius Mark, Chief Rabbi of Temple Emanu-El and President of the Synagogue Council of America as to when the lease to the Council's site will be signed.

Protestant Center

The Board of Directors of the Protestant Council of the City of New York has authorized Dr. Potter to go ahead with plans for an exhibit (tentatively called "The Protestant Center"), to appoint a steering committee to raise \$30,000 for preliminary work, to recruit a staff and engage an architect. A portion of the money is in hand, and there is no question in Dr. Potter's mind that the full amount will be subscribed. He is presently interviewing candidates for the staff.

The Executive Committee of the Protestant Council meets on March 20th. At that time, the approval of an agreement with the World's Fair Corporation, and the selection of an architect will be on the agenda. Formal signing of the agreement can take place at a date to be determined thereafter.

Dr. Potter has plans well in hand and has done a great amount of preliminary work. He himself is a "pro", and he has at hand a complete public relations staff to assist in raising necessary funds throughout the country. This will be a nation-wide Protestant project, leaning most heavily on the eight major denominations that comprise approximately 85% of the Protestant community in the United States. On March 1, the National Council of Churches in convocation unanimously adopted a resolution supporting and endorsing the religious efforts at both Century 21 and the New York World's Fair.

Hall of Labor

In my last report it was stated that the International Fair Consultants, Inc. had arranged with Labor Secretary Goldberg to send Assistant Secretary George L. P. Weaver to New York to sit in on a conference to discuss ways and means to proceed with a Hall of Labor. Before this meeting was held, Dean Carman and Dr. Stavisky met with Harry Van Arsdale to discuss Labor participation in the Fair. Harry asked Dean Carman to postpone the meeting which had been scheduled for February 15, until he had had a chance for a preliminary discussion of the matter of Labor participation in the Fair with George Meany.

Alex Rose had suggested that one feature of the Fair might be a modernized version of "Pins and Needles" to be put on with an all-Labor cast.

Hall of Medicine and Health

A meeting of executives of principal Pharmaceutical companies was held at the Metropolitan Club on February 20.

Commissioner of Health Dr. Leona Baumgartner, Dr. Willard A. Rappleye, President of the Josiah Macy Foundation and formerly Vice President of the Medical Department at Columbia University, Dr. Howard A. Rusk, Director of the Rehabilitation Center at New York Bellevue, and Arthur H. Motley, President of Parade Publications all spoke of the necessity for an outstanding medicine and health exhibit at the Fair.

Mr. Edwin A. Salmon, President of the American Museum of Health, outlined the features of the proposed American Museum of Health Pavilion.

President Moses as the principal speaker of the meeting, stated frankly that the support of the pharmaceutical companies was essential to a Medicine and Health Exhibit at the Fair. He pointed out that while they were free to choose between the Salmon proposal or some other form of exhibit, the choice would have to be made promptly if any expectations for a respectable Hall of Medicine and Health were to be realized.

The present status of the Hall of Medicine and Health is set forth in the attached letter dated March 7, 1962 from Mr. Moses to Dr. Leona Baumgartner, Commissioner of Health of the City of New York.

Attachment

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
FLUSHING MEADOW PARK • P. O. BOX 1964 • FLUSHING 52, N. Y.
TELEPHONE WF 4-1964 — AREA CODE 212 CABLE ADDRESS "WORLDFAIR"

ROBERT MOSES
PRESIDENT

March 7, 1962

Dr. Leona Baumgartner
Commissioner of Health
125 Worth Street
New York 13, New York

Dear Leona:

I have your letter about the centenary of the Metropolitan Board of Health. The idea of celebrating this event a year early sounds rather contrived and artificial to me. Anyway, it would complicate an already mixed up situation.

The whole thing boils down, as I think we have agreed, to two possible alternatives. First, we could have something like the Hall of Man and Health Exhibit proposed in the brochure with the pharmaceutical element somewhat muted and played down, but financed and run by the pharmaceutical industry as constructive advertising to promote good will and present a better image than the one which emerged from the Congressional hearings. These companies would pay rent in the usual way. They would need an absolutely topnotch person to head the thing and run it.

Second, there could be a pharmaceutical building as such with the broad health aspects a minor factor. This would be a commercial advertisement.

I don't see any advantage whatever in pursuing this subject with the medical group with whom we have been dealing, including Ted Salmon, and I see no reason to approach the heads of the pharmaceutical companies through one advertising agency which seems to represent several of them. Our contacts will have to be directly with the heads of the companies, and I believe we can exhaust this subject very quickly.

The method we have been pursuing in good faith has been a failure and the Fair acknowledges it, if some of our medical friends do not. We have certainly made every effort to persuade the medical profession to take the lead. We have also helped in every way we could to

Dr. Leona Baumgartner

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March 7, 1962

persuade the various foundations to participate, without eliciting the slightest interest on their part. It is a strange business, but so it is.

Anyway, the vaudeville is over, and from now on it will be legitimate drama.

Contrary to the opinion of a good many people who take it out in sublimation and advice, we can run a Fair without a Hall of Man or The Hall of Medicine and Health Exhibit. It would be a pity, but we simply can't continue to spend an excessive amount of time on this one subject.

I will see you and Nat at Washington Mews on the 12th.

Cordially,

/s/ ROBERT MOSES

President

CC: Mr. Thomas Deegan
Mr. Charles Preusse
Mr. John Thornton
Mr. Martin Stone
Mr. J. A. Panuch
Gen. Wm. Potter
Mr. George Spargo
Mr. Erwin Witt
File ✓
Miss Tappan
Library

ANNEX VI

Promotional Activities

Midwest Exhibitors

Late in January, Mr. Fairfax Cone, head of Foote, Cone & Belding of Chicago, wrote Mr. Moses offering to be of assistance in interesting his client companies and possibly other companies in the Chicago area to exhibit at the World's Fair.

Pursuant to this invitation, I wrote Mr. Cone, indicating the companies in which we would be interested, both from his client roster and from the Chicago area. This letter was accompanied by detailed information on the progress of the Fair to date and on the status of industrial rentals. It was followed up by a visit to Chicago on February 1 by Messrs. Young and Patten to confer with Mr. Cone.

After a full briefing, including the showing of the short version of our progress film, and answering a variety of questions, Mr. Cone proposed to approach the following client companies:

Armour
Zenith
Sunbeam
Hiram Walker

This approach would be of an exploratory character, and if any favorable response were indicated, he would then request us to return to Chicago for individual conferences with the top management of each company. His efforts with respect to Armour are described in Annex III.

Chemical Industry

At the request of the American Chemical Society, I addressed the meeting of its Public Relations Committee on February 1 at the National Arts Club. All present were of the opinion that while it would be difficult for individual companies to undertake the costs of individual pavilions and exhibits, an industry exhibit is highly desirable and should be promoted without delay.

The Allied Chemical representative made a speech to the effect that the chemical companies were next on Senator Kefauver's list and would undoubtedly be blamed for water and atmospheric pollution, and now was the time to get ready to tell the real story of the industry in a dramatic way at the 1964-1965 Fair.

As an effective method of mobilizing the industry, it was suggested that full-page advertisements should be run periodically in THE WALL STREET JOURNAL. This message, in the opinion of those present, should be geared to the potentialities in the Fair for big industry, including a progress report of industry rentals to date, time schedule for construction, etc. The report it was suggested, should be written in a way "which talks industry's language." THE WALL STREET JOURNAL was suggested as a medium because it is the one publication that is read by all levels of corporate management which effectively reaches the industry audience that the Fair must be interested in NOW.

Mobilizing Advertising Agencies' Support

On February 8 a luncheon was organized by the top management of J. Walter Thompson to explore the ways and means by which advertising agencies could be of assistance in promoting the Fair.

Present at this meeting were Frederick Gamble, President of the American Association of Advertising Agencies; Theodore Repplier, President of the Advertising Council; and William Heimlich, Vice President of the Association of National Advertisers. Those from J. Walter Thompson were: Messrs. Charles Rheinstrom, Edward Royal, Richard Brecker, and Kennett Henks. Mr. Whitney and I attended on behalf of the Fair Corporation.

Mr. Gamble felt that the advertising agencies were not in a position to have an exhibit at the Fair telling the story of advertising because (1) no agreement could be reached as to what the content of such an exhibit should be; and (2) no money was available for such a purpose.

Mr. Repplier agreed with this conclusion and stated that the Advertising Council's function was limited to promoting matters which were in the "public interest." Therefore, in his opinion, the Council would not be a suitable vehicle for the sponsorship of a "self serving" advertising exhibit, even if the money were available, which was not the case.

However, there was full agreement that the advertising agencies should help the Fair. It was agreed that the AAAA would immediately form a committee on the New York World's Fair composed of representatives of agencies whose clients were exhibitors at the Fair. Such a committee has been formed. The ANA agreed to form a parallel committee composed of officers of clients of the ANA who were exhibitors at the Fair. This Committee is in the process of formation and will visit the Fair on March 14. In addition, the ANA reported it would shortly distribute an information brochure to all its clients giving them the essential facts on the World's Fair, based on inquiries the ANA had received from member companies. This brochure has been compiled and distributed to ANA's member companies. A copy is attached.

Pharmaceutical Industry

On February 20 a meeting was held at the Metropolitan Club to which top executives of the leading pharmaceutical companies had been invited. This meeting is reported in full in Annex V, Special Exhibits.

Industry Meeting at Harvard Club, March 3

This meeting was sponsored by International Fair Consultants. Its purpose was two-fold: (1) to mobilize the interest of industry in participating in the Fair and (2) to stress that time was of the essence for any company which desired to exhibit, regardless of whether it would do so in a pavilion of its own or in an existing multiple-exhibitor building.

I was requested to address this meeting, which was attended by representatives of some 120 companies on the Fortune 500 list. I emphasized the main theme of the meeting -- that time was a critical factor and that whatever form any company chose as its way of participation in the Fair, its decision should be made promptly. The International Fair Consultants show, which preceded my address, was an excellent "build-up" for the Fair, imaginative and accurate.