

MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO: Mr. Robert Moses

DATE: June 6, 1962

FROM: Mr. Martin Stone

SUBJECT: INDUSTRIAL SECTION -- SUMMARY OF SPACE ALLOCATIONS AND NEGOTIATIONS

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Multiple-Exhibitor Pavilions

Better Living Building	150,677 ∅
Graphic Arts Pavilion	56,004
Hall of Education	50,001
House of Good Taste	74,160
Pavilion of American Interiors	38,110
Project '64	75,000
World of Food	<u>50,066</u>
	494,018

Option Exercised

Continental Insurance Company	12,699 *
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TOTAL 1,296,226

* Continental Insurance Company has exercised its option and is in the process of negotiating a formal lease.

∅ Contract being renegotiated for less space.

INDUSTRIAL SECTION

STATUS OF ALL NEGOTIATIONS
(as of June 6, 1962)

1. AMERICAN CAN CO. Meeting with H. H. Howry, Jr. (also Chrmn: Shows & Exhibits Committee of Association of National Advertisers) indicated company had turned down participation. However, they will reconsider and plan a marketing committee meeting at the Fair in early July. If they participate, it could be with their own exhibit, in a multiple or in cooperation with some other company. A concept is not the problem. It is the decision to participate or not, and, if so, to what extent.
2. AMERICAN CARPET INSTITUTE. Meeting with Mr. Connett, Publicity and Advertising Director of the Associated, indicated interest. A \$2,000,000 proposal was submitted to an association meeting. Subsequently, their Executive Committee turned down the project (5/26/62).
3. AMERICAN CHICLE CO. Preliminary meeting with Mr. Harris Vice President (Advertising) and Mr. Vandeburg (V. E. K. Associates) has been held at which they presented children's area concept to this company (originally offered to Beech-Nut). Another meeting scheduled.
4. AMERICAN CYANAMID (Formica Division). Company policy is not in terms of an integrated approach, but opportunity is left open to the various divisions. The Formica Division is interested in introducing a revolutionary, complete plastic house in 1964. They have been put in touch with McCall's Magazine who are interested in furnishing and promoting this house. Lot 1, block 5 (21,774 sq. ft.) has been offered them. Investigation of costs, labor, etc., is being pursued. This looks hopeful.
5. AMERICAN ECONOMIC FOUNDATION. This foundation plans a "Hall of Free Enterprise" on about 40-50,000 sq. ft. There will be no identification of sponsorship. While given no promises by the Fair other than that their idea is acceptable, they are beginning a fund raising drive for \$3,000,000 to finance the project, the aim of which it is to tell the story of "American Economics." According to the Foundation, their response (6/4/62) has been encouraging.

6. AMERICAN IRON & STEEL INSTITUTE. On a visit to Pittsburgh, there seemed hope this organization might still be interested in an exhibit, notwithstanding previous discouraging reports. On May 28, 1962 we were told there was no interest.
7. AMERICAN MACHINE & FOUNDRY. This company has been offered an idea for an "Olympics of Bowling," including competition among foreign countries, states and industries represented at the Fair. No action has been taken since this was presented to Mr. Moorehead Patterson, Chairman of the Board. The matter now rests with Mr. Carter Burgess.
8. AVON PRODUCTS, INC. All early presentations resulted in refusals. We are seeking to reopen this potential with a new concept for an exhibit which will have to be inexpensive (May 16, 1962).
9. P. BALLANTINE & SON. Final drawings were prepared and presented by Donald Deskey Associates on May 29, 1962. We have as yet no final decision.
10. BEECH-NUT. This situation has been pending for over a year. A \$3,000,000 project for a children's area has been proposed. The company is now studying the proposition in relation to the cost factor. The idea has been presented to the Chairman of the Board and the full Executive Committee. No change since May 15, 1962.
11. JOHN H. BRECK, INC. May 24, 1962 visit to Mr. J. H. Breck, Jr., Executive Vice President, indicated participation not feasible because of cost. Possible opening in the future if a three-way joint pavilion could be arranged with Clairol and Ladies Home Journal.
12. BURLINGTON INDUSTRIES. Preliminary investigation with J.S. Love, Jr (son of top man), indicated some interest. We are exploring ideas for a proper representation of corporate image.
13. CAMPBELL SOUP CO. Negative reaction of Mr. William Murphy, President, reported by Mr. Ken Jolly, Vice President and Public Relations Director May 15, 1962. Next step is to get to Mr. Murphy with a new and, at his request, inexpensive exhibit idea.
14. CARNATION COMPANY. Visit with A. M. Chormley, President, May 25, 1962 on west coast. A good prospect. Needs development of exhibit ideas.

15. CHAMPION PAPER & FIBRE CO. April 26, 1962 Ed Russell, Executive Vice President, reported negative response.
16. CLAIROL DIVISION OF BRISTOL/MYERS. May 17, 1962 Jack Shor, Corporate Public Relations Director, visited Fair. Company is interested if they can afford their own exhibit. If not, they may want to combine (see Breck above).
17. COLGATE-PALMOLIVE CO. Several meetings have been held recently with this company against a background of earlier definite refusals. There now seems to be a revival of interest. This company wants an exhibit to describe Colgate's image - "cleanliness, modernity, research." Money seems to be the problem. (May 11, 1962)
18. CORN PRODUCTS. May 15, 1962. This company reported having had six or eight presentations made by designers costing \$6 to \$8,000,000 which were far too expensive. The result is a refusal unless they find a good, inexpensive exhibit idea.
19. DISTILLERS CORPORATION - SEAGRAMS, INC. May 22, 1962 approach made through the Compton Agency and an appointment made to see the Messrs. Bronfman on June 5, 1962. The advertising agency is enthusiastic about the New York Restoration (1664) idea.
20. DOLE CORPORATION. May 25, 1962 visit with Mr. H. C. Corneulle, President, on the west coast. No immediate good prospects.
21. EQUITABLE LIFE. This company is seriously considering a special exhibit to feature demography. A modest expenditure (probably \$400,000) has informal approval from the president of the company. Details are being followed. This looks hopeful, but still no change since May 15, 1962.
22. GENERAL CIGAR. George B. Reichert, Advertising Director, indicated some interest in a sports stadium. A follow-up is being made through Mr. Cullman, via Mr. Miller Moore of Bankers Trust.
23. GENERAL MILLS CO. Call on General Edwin Rawlins, President, with Mr. Motley on June 5, 1962. General Rawlins assigned consideration of Fair participation to Mr. Crabtree, Public Relations Director.
24. H. J. HEINZ CO. Ralph Johnson, Assistant to the President, reported that Mr. Young of Skidmore, Owings & Merrill, architect for this company's office building, is a key to this situation. There is little interest now, but they did decide to go into Seattle Fair as late as January 15, 1962. Matter is being reopened. Frank Armour, President, also has been consulted.

25. HUNT FOODS & INDUSTRIES Visit with the Executive Vice President, Arthur Winston, on the west coast, May 24, 1962. No immediate prospects. Needs development.
26. KOPPERS CO. Visit to Pittsburgh found interest by Koopers Co. based on their recent business growth overseas. They indicated a desire for an International Hospitality Center to be located in the Industrial Area on the periphery of the International Area. This company has agreed to call a meeting of their executive group in Pittsburgh. A design is being prepared for them. No change since May 15, 1962.
27. LADIES HOME JOURNAL May 22, 1962 Kent Mitchell, Publisher, agreed to assign a staff member to study possible participation with Clairol (see above).
28. McCALL'S A. Edward Miller, Publisher, is interested in participating with the Formica Division of American Cyanamid (see above).
29. METROPOLITAN LIFE INSURANCE CO. Last meeting on June 4, 1962. After long negotiations it now appears that this is a refusal, unless Mr. Ecker wishes to take it on himself to change the decision. Several propositions have been offered, but Charles Dougherty, Sr., Vice President, Public Relations, and his assistant C. L. Fisher, Third Vice President, are against participation and have so advised Mr. Ecker. Mr. Ecker has advised Mr. Moses of this decision.
30. MINNEAPOLIS-HONEYWELL Visit with Mr. Motley in Minneapolis with Mr. Sweatt, former Chairman of Board, and Mr. Wishart, present Chairman, resulted in assignment of Fair participation to Mr. Herb Bissell, Advertising Vice President. Follow-up scheduled.
31. MINNESOTA MINING & MANUFACTURING Visit with Mr. Motley in Minneapolis with Mr. Herb Beretow, President, and Messrs. Patterson, Sampair and Moosberger of Foreign Division and Advertising Department, has reopened consideration of participation. Additional meetings scheduled.
32. MUTUAL OF OMAHA Harold Fair (their advertising agency's New York representative) has been approached (May 24, 1962) and participation in Fair is being considered for first time by this company. In initial stages.
33. NATIONAL DAIRY CO. Originally was a strong negative. The matter has been reopened with an idea for an old fashioned "ice cream parlor," featuring all of the Sealtest and Kraft products. Mr. Joseph Caliri, Secretary, is to present this to the President. No further progress since May 15, 1962.

34. NATIONAL DISTILLERS & CHEMICAL CORPORATION. Henry Brown, Public Relations Director, agreed to try to get the proper group from this company to visit the Fair and reopen consideration. (May 31, 1962)
35. NEW YORK LIFE INSURANCE CO. Against a negative background this situation has recently been reopened, both directly with the company and with their advertising agency. New top company officers have been elected recently and an approach will be made; advertising agency (Compton) has been cooperative.
36. PHILIP MORRIS, INC. Preliminary idea of a hospitality center was presented to Roger Greene, Ad. Dir. Next step is to get to Mr. Cullman, which has been arranged through the Bankers Trust Co.
37. PIEL BROS. Plans for two Piel Bros. exhibits - one in the Industrial and the other in the Transportation Section - were agreed to in principle on May 17, 1962. Costs and other factors are now being investigated. All signs seem favorable.
38. PILLSBURY. Meeting in Minneapolis with Mr. Motley resulted in assignment of Mr. Powell, Public Relations Director, by Mr. Paul Gerot, President of Pillsbury. Many officers and marketing and advertising personnel have been briefed. Further appointments to be arranged.
39. PITTSBURGH PLATE GLASS. Several proposals have been made to this company including a tie-in for closed circuit television rights throughout the Fair. Top management has been reluctant to make a commitment despite recommendations from J. Walter Thompson (their advertising agency) and Vice President in charge of Public Relations. We have not thus far been able to convince the President of the company, Mr. David Hill. No progress since 5/15/62.
40. QUAKER OATS CO. Appointment scheduled in Chicago, June 6, 1962.
41. RADIO CORPORATION OF AMERICA. Messrs. Engstrom (President) and Bilby (Vice President-Public Relations) have been out to the Fair. The major problem seems to be the creation of an exhibit which will protect a cost-conscious administration. Mr. Moses has proposed an admission charge for an RCA "show" and we are pursuing this approach together with other suggestions of means whereby RCA can recoup a multi-million dollar expenditure which we feel is surely justifiable. (May 21, 1962) RCA commissioned two designers to submit proposals. Also there have been approaches made to RCA concerning a "monorail" as a concession.

42. REVLON. This company definitely wants to participate in the Fair. They have sought ideas from their public relations and advertising firms without satisfying Mr. Charles Revson. We are making several new proposals.
43. REXALL DRUG & CHEMICAL CO. May 24, 1962 meeting with Mr. Bowles, President, on the west coast. This followed earlier meeting at the Fair with other top officers. Company is interested but apparently reluctant to spend. A tie-in with a drug outfit is being explored.
44. ROCKWELL MANUFACTURING. May 24, 1962 Mr. W.F. Weiner, Vice President and Director of Advertising and Public Relations, indicated lack of money and consumer products make prospects difficult. They might respond favorably if a good, inexpensive idea could be found.
45. SKF INDUSTRIES. Earlier approaches indicated interest, but no answer will be made until July. The matter is now being considered in Sweden.
46. SPERRY RAND. May 24, 1962 possible interest by their Univac Division based on their success in Seattle.
47. WESTINGHOUSE ELECTRIC CORPORATION. This company has been negative on participation in the Fair. Now there is a new interest in a revival by Westinghouse of its "time capsule" project of 1939.
48. WORLD COFFEE COUNCIL. May 21, 1962. This client of J. Walter Thompson may be interested in an exhibit. The presentation now awaits return of key men.
49. WORLD OF TOYS. Offer of Lot 9, Block 8 - 26,800 sq. ft. - has been made to "World of Toys" which is negotiating a lease. This is an industry-wide cooperative effort, and the lease forms are in their hands. Appears favorable.