



## NEWSLETTER

Number 18

June 24, 1963

T&T IN FLIGHT -- United Air Lines, the world's largest airline company by virtually every measure, has leased 2,117 square feet of exhibit space in the Transportation & Travel Pavilion, according to a joint announcement by D.C. Meenan, United's Vice President of Facilities and Property, and Robert O. Thatcher, T&T President. The lease was signed at the airline's headquarters in Chicago on June 11.

FAIR PREDICTION -- "We are interested in people on the move, and they are universally interested in transportation and travel," Mr. Meenan stated. "We are tremendously pleased that United will play a major role in the T&T Pavilion at what we confidently expect to be the greatest international exposition in history."



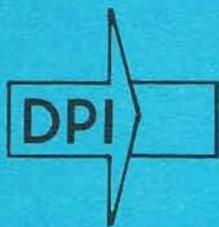
STAR AT SEATTLE -- United has not yet announced plans for its exhibit, but past performance indicates that it will be memorable. At last year's Seattle World's Fair, United featured its Instamatic electronic reservations system, which can handle 540,000 transactions per day, or 15 per second. The exhibit attracted nearly 4 million visitors. With the larger audience potential of the New York World's Fair, an estimated 16 million will view the company's exhibit in T&T.

SOARING STATISTICS -- Size, scope and speed are facts of life at United. The airline's 18,000-mile system serves 116 cities in 32 states, including Hawaii, as well as the District of Columbia and British Columbia. United operates the world's largest jet fleet, including 38 DC-8s, 29 B-720s, 20 Caravelles and 46 prop-jet Viscounts, and it will be among the first companies to place into service the new tri-engine Boeing 727 short-to-medium range jet. In 1962, United flew nearly 8½ billion revenue passenger miles and nearly 130½ million freight ton miles.

"EXTRA CARE FOR PEOPLE" -- Statistics, however, tell only part of the United story. Says W.A. Patterson, United's President and one of a dozen U.S. executives selected for the cover of Time last May 31: "Our achievements reflect the teamwork of employees working toward common goals and guided by the philosophy of Extra Care for People." United's more than 31,000 personnel have had long experience at working together. Approximately one-third have been with the company more than 10 years.

A DAY IN THE LIFE OF UNITED -- Extra Care reaches into every phase of the company's operations. On a representative 24-hour working day last year, these were some of the phases: More than 45,000 passengers flew on 1,493 scheduled flights... 71,200 reservations were made and 31,100 others changed... 281 aircraft costing \$700 million were utilized... 208,300 pounds of express, 362,500 pounds of mail and 873,800 pounds of freight were carried... 97,400 man-hours were devoted to aircraft maintenance and overhaul... 33,700 meals were prepared and served.

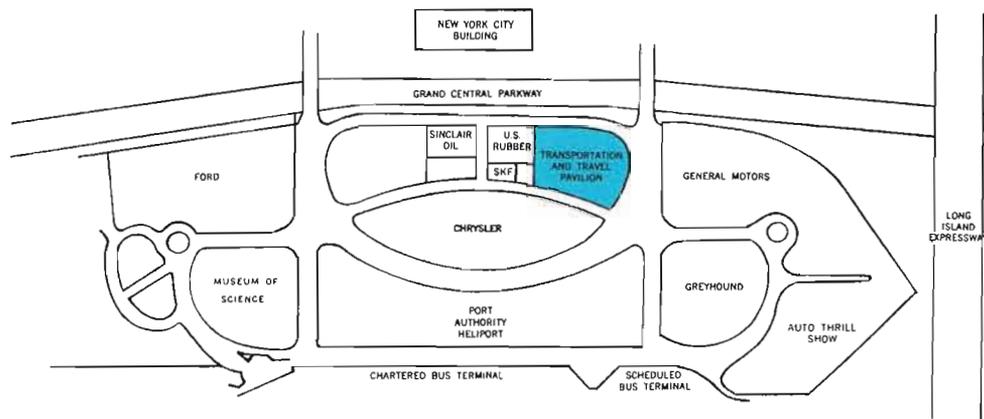
-over-



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

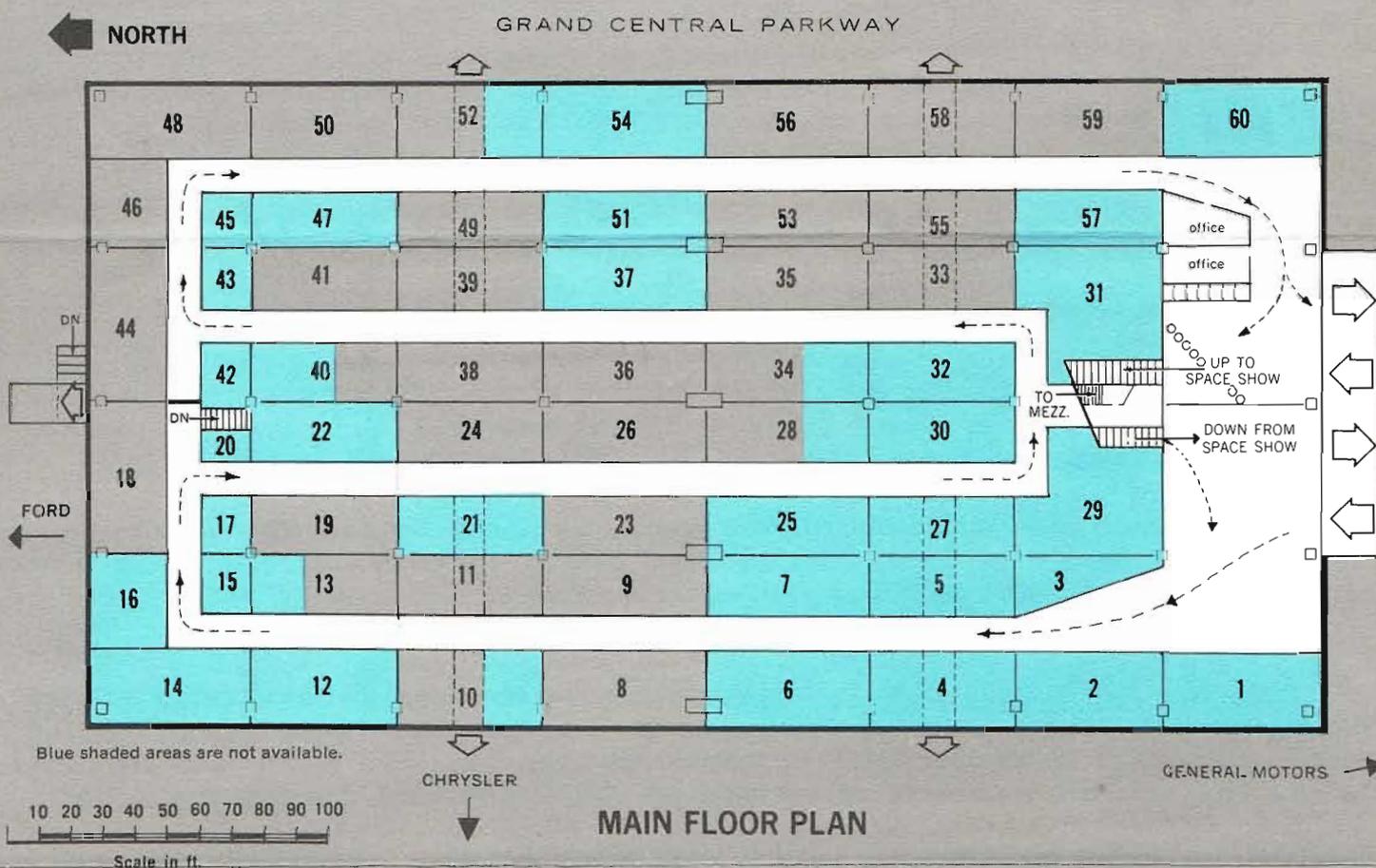


TIME & LIFE BUILDING  
NEW YORK 20, N. Y.  
TEL.: (212) MU 6-6400



TRANSPORTATION SECTION  
NEW YORK WORLD'S FAIR 1964-1965

©1960, 1961, 1962, 1963 NEW YORK WORLD'S FAIR 1964-1965 CORPORATION



LAST CALL

June 30 is the deadline for nominations to the Transportation Hall of Fame, which will be located in the T & T Pavilion. More than 200 nominations are already being screened. They represent this century's leaders and pioneers in every aspect of the industry - from motor vehicles, ships, railroads, airplanes and space craft to bicycles and outboard motors.

Many of the greatest and most popular heroes of the 20th Century are men and women who have achieved milestones in the field of transportation. Announcement of their selection is certain to make national and international news. Their presence in the Hall of Fame is certain to attract crowds.

To enter a nomination, simply send his name and background on your letterhead, with any supporting material you wish, to the T & T Pavilion at the above address.

"MAN ON THE MOON"

The magnificent 22-orbit flight of the Faith 7, with Astronaut Gordon Cooper at the controls, has moved our country dramatically closer to achievement of a major national goal: to place a man on the moon in this decade. Americans are excited about this great challenge today, and they will be even more so during the Fair years.

The adventure of our conquest of the Moon will be unfolded on the upper level of the T & T Pavilion. A replica Moon crater will be built on gigantic scale so visitors to the pavilion can experience - with all their senses - a simulation of the climactic moment when Man takes his first, hard-won steps on our satellite.

This dramatic attraction, titled "Man on the Moon," is certain to be one of the most compelling and memorable of the entire Fair, and its benefits will be assured to every T & T exhibitor.

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