



MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO: Mr. Robert Moses DATE: April 10, 1962

FROM: Mr. Martin Stone Page 2

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

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
World of Food	50,066
	<u>419,018</u>

Special Exhibits

Hall of Medicine & Health	70,012
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1,273,643

Option Signed

Continental Insurance Company	12,699
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Additional Space to be Leased

General Electric	2,845
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TOTAL 1,289,187

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Page 3

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Space Under Negotiation

<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
American Machine & Foundry		A meeting was held on March 28th with Morehead Patterson, Chairman of the Board, who has referred the World's Fair project to Mr. Carter Burgess. A letter from Burgess to Panuch on April 4th, without reference to the Patterson meeting, indicates small hope. An idea for an "Olympics of Bowling" may serve to revive AMF interest. We have asked for word by May 1, addressing attention to the "Olympics" concept.
P. Ballantine & Sons	20,000	Donald Deskey Associates are working on designs. We expect word from Ballantine by April 15.
Beech-Nut Lifesavers	81,400	We have submitted a plan for a Children's World and have established a deadline of April 15th for a decision on space and concept, until now reserved for Beech-Nut. A full presentation was made to the Board Chairman, President and other officers of the company on March 21st.
Better Living Building	150,677 seeking reduction to 80,000	Edward H. Burdick, Jr., developer of this project, has advised the Fair Corporation that he is unable to complete his pavilion as originally conceived. In order to begin construction this summer of a smaller-scaled

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Space Under Negotiation (Continued)

<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
		building, he has requested a reduction in the area of his leased premises to approximately 80,000 square feet. We are discussing details with the Legal Department and are seeking to "merge" Project '64 with Burdick.
Continental Insurance	12, 699	Option expires April 15.
Data Patterns	21, 400	Data Patterns, Inc. has completed lease negotiations with the Fair. Execution has been delayed pending resolution of the conflict between the proposed "Leadmaster" itinerary planning service to be offered by Data Patterns and the rights held by Time, Inc. Talks continue.
Equitable Life Assurance	25, 000	The Company has its own concept of a demographic clock and map of the United States. A meeting held on April 2 at Equitable indicated no other possibility could excite the company's interest. Other proposals have been turned down by the Board of Directors. We are pursuing this project which is estimated to be a \$750,000 expenditure by Equitable. A meeting is scheduled for April 12th.

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Page 5

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Space Under Negotiation (Continued)

<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
Hall of Medicine & Health	70,012	The American Museum of Health, Inc. has failed to develop any financial support whatsoever for this project. The Fair Corporation's legal department believes adequate grounds exist for the cancellation of the existing lease, which will permit this department to offer the concept directly to one or more major pharmaceutical companies for sponsorship. We are proceeding with resolving the entanglements.
Metropolitan Life	27,925	Fred Ecker, Chairman of Board, is still confronted with negative thinking of executives around him. We will contact Ecker after resolution of Equitable proposal.
Piel's	30,000	A meeting was held on March 30. They are considering plots in both the Industrial Area (20,000 sq. ft.) and the Transportation Area (10,000 sq. ft.). Another meeting is scheduled April 13th, and negotiations are proceeding favorably.
Revlon	36,043	A three months option has been offered Revlon. Decision was requested not later than April 15. We are not hopeful of a reply by the deadline date. If there is no commitment in time, we will pursue negotiations without an option provision.

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New Policy Adopted by Industrial Section

1. We will no longer grant any options for space, a practice which in the past has frozen allocations of prime lots. Unless there be extraordinary circumstances, we prefer to make no commitments unless there be a lease signed and the required deposit paid. This will provide, as well, a uniform deposit payment -- which up until now has been variable and without a formula.
2. We are no longer entertaining Multiple Exhibit promotions which have resulted in "hunting licenses." Project '64 which sought a lease on 170,000 square feet on an option payment of \$30,000 has been cancelled. Only a circumscribed and well-defined project such as has been proposed for the Building and Construction Industry, under organized and reputable auspices, will be encouraged. All promotions -- Beauty, Business, Fashion Pavilions and the like -- are being notified they have no recognized status and will be referred to existing Multiple-Exhibitors under lease (for example, Better Living).
3. A working committee is being formed, to be headed by Red Motley, with representation all over the country to act as liaison with industrial prospects for the purpose of "opening doors" and creating interest among business heads in the Fair.
4. A sales organization is being formed to solicit aggressively new business by making calls on prospects, with prepared presentations and, where possible, creative suggestions for exhibits tailored to the prospect's needs.
5. A meeting was held with Dave Berge of Brass Rail on April 6 to review his commitments on food concessions and establish a liaison with Brass Rail for potential marketing in concessions of future (or existing) exhibitors.
6. A projected closer coordination with the resources and experience of the Transportation Section is being evolved, with new personnel assigned to such liaison.