

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"

1 April 1962NOTES FOR THE CONSTRUCTION INDUSTRYGeneral

Hereafter we will issue monthly in a new format "Notes for the Construction Industry" giving information of the 1964-1965 Fair of particular interest in the New York area. The first part is notes from the Chief Engineer's office, summarizing recent changes in policy and regulations, and other developments of general interest. The second part is a list of exhibitors, including their architects, engineers, and contractors, and estimated dates of starting construction where available. The third part will be a list of World's Fair and Park Department contracts recently awarded or contemplated for advertising within the next three months.

Notes from the Chief Engineer's office

Construction progress in the Fair area is picking up with the good weather. There is still a good deal of work to be done and we are currently concentrating on back-filling of trenches and general cleanup, which have been holding back remaining work in a number of areas. The first 5000 KVA transformer for Substation No. 2 is due 17 April; and pouring of concrete base is an urgent order of business. The new paving of roads cannot start until utilities are practically complete in each area. Slattery, Johnson Electric and Eastern States Electric have the contracts for this critically important work.

The overpass structure which will cost over \$2 million and the Lawrence Street Bridge have cleared City authorities and have been advertised by the Park Department. Other anticipated contracts are indicated on attached schedule.

Access to the Fair site for construction traffic is being very well maintained. Vehicular movement on the site itself is very limited, but will be much improved by the time the first exhibitors' contractors start work in the latter half of April.

Our Rules and Regulations have been amended to allow us to supply low voltage electricity to users of small amounts of power adjacent to established circuits. This will help the small exhibitor or concessionaire who otherwise would have to pay the cost of a transformer station from 4160 volt current.

Detailed Safety and Identification Regulations have been approved as part of Rules & Regulations. They govern not only job safety, but special identification required for personnel and vehicles requiring regular access to the job site. All contractors and suppliers active on the site will need to become familiar with these Regulations. They are in process of being printed now.

Exhibitors Engineering Memorandums No. 3 and No. 4 have been published. Memorandum No. 3 outlines a portion of our security system as it works in accordance with exhibitors buildings. Memorandum No. 4 involves a general variance to the Fair Building Code to allow a smaller type standpipe hose in accordance with a recent ruling of the New York City Building Department.

Exhibitors' plans are now being received in increasing numbers. Over 30 exhibitors have submitted part or all of their plans. Clearance of questions raised is being handled promptly.

All buildings on the Fair site are required to be predominantly white except for natural materials. Colored portions of structures will be permitted but must be in harmony with surrounding structures. Our consultants have approved a certain "warm" shade of white, known as "World's Fair White" which is now being manufactured commercially by several leading companies, and will soon be available at a number of outlets.

The pile yard for reserves of piling on the Fair site by the Niedermeyer-Martin Company is now under construction. (See Engineering Memorandum No. 2).

Mr. Moses in a recent talk emphasized the tremendous task of building the Fair. All elements of the Construction Industry have been cooperating admirably in getting it under way. We have successfully passed certain milestones, but the big job lies ahead.

World's Fair and Park Department Construction Contracts

(Note: Contracts to be let by Park Dept. indicate PD; by World's Fair Corporation WF.)

<u>Item</u>	<u>Engineer or Architect</u>	<u>Anticipated or Actual Date of Contract Award and Amount</u>	<u>Contractor</u>
5 Maint. Bldgs. WF	Wilcox & Erickson, N. Y. C.	1 July Approx. \$600, 000.	
Overpass Structure PD and Lawrence Street Bridge.	Andrews & Clark, N. Y. C.	1 May Over \$2, 000, 000.	
Press Building WF	Eggers & Higgins N. Y. C.	1 June Approx. \$550, 000.	
General Contracts for Roads, Paths, Storm Sewers, Sanitary Sewers, Water, etc. PD	Andrews & Clark, N. Y. C. Hazen & Sawyer N. Y. C.	1 June Approx. \$1, 900, 000.	
Electrical Conduit Phase II PD	Syska & Hennessy, N. Y. C.	1 June Approx. \$130, 000.	
Bus Terminal 111th Street WF	Andrews & Clark, N. Y. C.	1 July Approx. \$400, 000.	

EXHIBITORS WITH ADVANCED BUILDING PLANS

<u>Exhibitor and Representative</u>	<u>Architect and Engineer</u>	<u>Contractor and Estimated Starting Date</u>
American Telephone & Telegraph Co. 195 Broadway New York 7, New York Mr. Henry Habley	Harrison & Abramovitz, NYC Paul Weidlinger, NYC(Struc.) Syska & Hennessy, NYC (Mech. & Elec.)	May 1962
Better Living Building * 104 East 40th Street New York 16, New York Edward H. Burdick Associates	John LoPinto & Associates, NYC Weiskopf & Picksworth, NYC(Struc.) Cosentini Associates, NYC(Mech.)	June 1962
Brass Rail Restaurant *** 511 Fifth Avenue New York 17, New York Mr. David J. Berge		May 1963
Christian Science Exhibit Suite 3202, 551 Fifth Avenue New York 17, New York Mr. Hobson F. Miller, Chairman	Edward Durell Stone, NYC	
Chrysler Corporation 341 Massachusetts Avenue Detroit 31, Michigan Mr. Vincent T. Hepp		June 1962
Coca-Cola Company 515 Madison Avenue New York 22, New York Miss N. I. Holmgren, Asst. Secy.	The Displayers, Inc., NYC Welton Becket & Assocs., NYC	October 1962
Continental Circus, Inc. *** 10 Rockefeller Plaza New York, New York Mr. Harry Dube		June 1963
Continental Insurance Company 80 Maiden Lane New York 38, New York Mr. Dekker	Vanderberg-Linkletter Assocs., NYC Gordon Powers Inst., NYC	August 1962 Thatcher Const. Cq., Inc. NYC
E. I. duPont de Nemours Wilmington 98, Delaware Mr. Virgil Simpson	Voorhees Walker Smith Smith & Haines, NYC	September 1962
Eastman Kodak Company 343 State Street Rochester 4, New York Mr. J. R. Allendorf	Kahn & Jacobs, NYC Lev Zetlin & Assoc., NYC(Struc.)	September 1962
Electric Power & Light Exhibit 750 Third Avenue New York 17, New York Mr. Garland S. Landrith, Jr.	Robinson Stern Assocs., NYC Ebasco Services, NYC Walter Kidde Const., Inc., NYC	May 1962

<u>Exhibitor and Representative</u>	<u>Architect and Engineer</u>	<u>Contractor and Estimated Starting Date</u>
Ford Motor Company Central Office Building The American Road P. O. Box 117, Dearborn, Michigan Mr. D. Carlton Bell	WED Enterprises, Inc. Welton Becket Assocs., California Dames & Moore, NYC	April 1962
Gas, Incorporated 60 East 42nd Street New York 17, New York Mr. Stanley Finch	Walter Dorwin Teague Assoc., NYC Purdy & Henderson Assocs., NYC	June 1962
General Electric Company One River Road Schenectady 5, New York Mr. S. A. Graves, R.E.C.O.	Welton Becket Assocs., California	May 1962
General Motors Corporation General Motors Building Detroit 2, Michigan Mr. H. R. Boyer	Albert Kahn Assocs., Detroit, Michigan	May 1962 Turner Construction Co. NYC
Graphic Arts Exhibit Building, Inc.* 295 Madison Avenue New York 17, New York Mr. Philip Handelman	Edwin A. Weed, NYC	
Grayson Robinson Stores, Inc.*** 550 West 59th Street New York, New York Mr. Theodore Schmidt		June 1963
Greyhound at the World's Fair, Inc.** 1234 Avenue of the Americas New York 20, New York Mr. A. N. Brion	Kahn & Jacobs, NYC	
Hall of Education * International Fair Consultants, Inc. 10 Columbus Circle New York 19, New York Dr. Leonard P. Stavisky	Frederick P. Weidersum Assoc. NYC	November 1962
Hall of Medicine & Health * American Museum of Health NYU Medical Center 550 First Avenue New York, New York Mr. Edwin A. Salmon, Pres.	Skidmore, Owings & Merrill NYC	September 1962
House of Good Taste * 17 East 63rd Street New York 21, New York Mr. John F. Tunnickliff	Jack Pickins Coble, NYC Royal Barry Wills, Boston, Mass. Edward Durell Stone, NYC	June 1963

<u>Exhibitor and Representative</u>	<u>Architect and Engineer</u>	<u>Contractor and Estimated Starting Date</u>
International Business Machines 590 Madison Avenue New York 22, New York Mr. J. T. Carty		August 1962
S. C. Johnson & Sons, Inc. Racine, Wisconsin Mr. Floyd Springer, Jr.		October 1962
Liebmann Breweries 36 Forrest Street Brooklyn 6, New York Mr. Thomas Liebmann	Kahn & Jacobs, NYC	
National Cash Register Company Main & K Streets Dayton 9, Ohio Mr. H. C. Keesecker	Deeter & Ritchey, Pittsburgh, Pa.	September 1962
New Jersey Tercentenary Commission State House Trenton, New Jersey Mr. David S. Davies	Mr. Philip Sheridan Collins Princeton, N. J. Bliss & Hanle, Somerville, N. J.	September 1962
New York City Exhibit New York City World's Fair Commission The Arsenal, New York 21, New York	Mr. Dainel Chait, NYC	
New York State Commission on the World's Fair State Capitol Albany 1, New York Lt. Gov. Malcolm Wilson	Philip Johnson & Assocs., NYC Lev Zetlin & Assocs., NYC (Struc.)	August 1962
Pavilion of American Interiors, Inc. 301 East 47th Street New York 17, New York Mr. Robert Elton	Thomas H. Yardley, Stamford, Conn. Werner-Jensen & Korst, Stamford, Conn.	July 1962
Pepsi-Cola Company 500 Park Avenue New York 22, New York Mr. Thomas Elmezzi		July 1962
Protestant Council of the City of New York 475 Riverside Drive, Suite 456 New York 27, New York Dr. Daniel Potter, Exec. Director Re: Temple of Religion		September 1962
Commonwealth of Puerto Rico Mr. Robert E. Bouret Director of Tourism Economic Development Administration Box 2672 San Juan, Puerto Rico	José Firpi, Santurce, P. R.	

<u>Exhibitor and Representative</u>	<u>Architect and Engineer</u>	<u>Contractor and Estimated Starting Date</u>
The F. & M. Schaefer Brewing Company 430 Kent Avenue Brooklyn 11, New York Mr. Alvin E. Heutchy	Eggers & Higgins, NYC	June 1962
Simmons Beautyrest Center ** 300 Park Avenue New York 22, New York Mr. J. P. Person	A. Epstein & Sons, Inc., Chicago, Ill.	June 1962
Sinclair Dino Land Sinclair Refining Company 600 Fifth Avenue New York 20, New York Mr. J. R. Tucker	J. Gordon Carr & Assocs., NYC	
Transportation & Travel Pavilion, Inc.* Room 4658, Time & Life Building Rockefeller Center New York 20, New York Mr. Elliott Lawes	Charles Luckman Assocs., NYC Guy B. Panero, Inc., NYC Strobel & Rongved, NYC	October 1962 Thatcher Const. Co., Inc., NYC
Travelers Insurance Exhibit 700 Main Street Hartford 15, Connecticut Mr. Henry Palm	Kahn & Jacobs, NYC Jansen & Rogan, NYC	September 1962 George A. Fuller Const. Co., NYC
The American Bridge Division of U. S. Steel Corporation 525 William Penn Place Pittsburgh 30, Pennsylvania		
World of Food, Inc. ** 49 West 37th Street New York 18, New York Mr. Paul C. Virdone	Mr. Lionel Levy, NYC	September 1962

\* Multiple Exhibitor Pavilion  
 \*\* Both Concessionaire and Exhibitor  
 \*\*\* Concessionaire