

MEMORANDUM

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REFER		NOTED	
TO	DATE	BY	DATE
RETURN TO		FILE	

TO: Commissioner Robert Moses, President, New York World's Fair
 FROM: Guy F. Tozzoli 1964-1965 Corporation
 DATE: April 5, 1962
 SUBJECT: TRANSPORTATION SECTION, WORLD'S FAIR - SUMMARY OF SPACE
 ALLOCATIONS AND NEGOTIATIONS
 COPY TO:

Tabulated below is the status of leases signed, space allocations and negotiations to date in the Transportation Section:

Total Area - 2,129,000 S.F.

Leases Signed or Participation
Agreements Signed

	<u>Area (S.F.)</u>
Ford Motor Company	304,998
General Motors	304,920
Marine Center	130,000
Chrysler Corporation	129,987
Transportation & Travel Pavilion	112,500
Sinclair Refining Co.	15,152
U. S. Rubber Company	15,000
Arlington Hat Company	7,000
Five concessions	<u>30,000</u>
Total:	1,049,557

Leases Under Active Negotiation

Mobile Homes	6,000
Heliport	60,000
Greyhound (Exhibit area included within operating and maintenance area)	<u>85,000</u>
Total:	151,000

Space Allocations

Aerospace (American Rocket Society)	250,000
Air France	10,000
B.O.A.C.	10,000
British Automobile Mfgs. Assn. (BAMA)	9,000
Strol-A-Matic	<u>9,000</u>
Total:	288,000

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STATUS OF NEGOTIATIONS

<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
Marine Center	130,000	The World's Fair has signed an agreement with Messrs. James Briggs and William Crane under which they will take on the responsibility of developing the Marine Center in conjunction with the Marina. They have paid \$25,000 for an option on the Marine Center even though we may withdraw this option on ten days notice if we are not satisfied with their progress.
Aerospace (American Rocket Society)	250,000	The American Rocket Society proposal has received the strong endorsement of Dr. Edward Welsh, Executive Secretary of the National Aeronautics and Space Council, which is headed by Vice President Johnson. The letter from Dr. Welsh is attached. The Board of Governors of the American Rocket Society will give a decision this week on sponsorship of the aerospace show.
Caterpillar Tractor Co.	15,000	On March 1st we presented Caterpillar with a plan for a specific exhibit together with a cost estimate. Caterpillar has advised us that although they considered the plan to be "the best proposal we have ever received concerning our company's participation in any exposition", their management has made a decision not to participate in the Fair. The reason given was that the expenditure could not be justified by a sufficient increase in sales. Our next step will be to take the proposed exhibit to the Better Highways Information Foundation and try to have it put on as an industry-wide effort.

Commissioner Robert Moses

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<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
Mobile Homes Mfgs. Assn.	6,000	The amendments to the lease are being reviewed by the Association's legal staff. We anticipate that this lease will be signed by the end of April.
Goodyear Carveyor	50,000	The Walt Disney group has completed its economic study of this project and Goodyear will advise us of their decision by April 20th. Mr. Constable and I met with Goodyear last week and this is progressing well.
StaRRcar	41,360	The preliminary engineering feasibility studies of this ride have been completed and the cost estimates have been refined. It is expected that we will have a decision before the end of April.
Sports & Special Events Stadium	100,000	After completing our cost estimates and presentation material for this package proposal, we have presented it to American Motors and to a number of oil companies. It is now under active consideration by several of these firms.
Pan American World Airways	Indefinite	A meeting is being arranged with Mr. Juan Trippe to discuss Pan American's participation in the Fair.
Eastern Air Lines	10,000	We have been advised by Eastern Air Lines that their decision on participation is being delayed because of the impending merger with American Airlines.
Railroad Exhibit	Indefinite	After many meetings with railroad officials, we convinced them that they should spend a small amount of money to hire a designer in order to determine what they might do at the Fair and what it would cost. Their designer (George Nelson) is close to the completion of his assignment and we expect a decision by May or June.

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<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
Air France	10,000	The decisions of Air France, BOAC and BAMA will be based on the status of the French and British exhibits at the Fair. We are not pressing these organizations for their decisions until the question of their national pavilions has been resolved.
E.O.A.C.	10,000	
British Automobile Mfgs. Assn. (BAMA)	9,000	


 Guy F. Tozzoli

GFT:nb

Att.

**EXECUTIVE OFFICE OF THE PRESIDENT
NATIONAL AERONAUTICS AND SPACE COUNCIL**

WASHINGTON

EXECUTIVE SECRETARY

March 19, 1962

Dear Dr. Pickering:

I have had correspondence and personal discussions with Jim Harford and others who are interested in making the space feature of the New York World's Fair a major contribution to that significant event.

As you may know, the National Aeronautics and Space Council, under the Chairmanship of the Vice President, has taken a policy position to date of not formally endorsing conventions or exhibitions. Of course, the World's Fair itself has already received the formal and tangible support of the President of the United States in his March 13 message to the Congress asking for appropriations for the government's participation in this historic presentation of knowledge and accomplishment.

I understand that the American Rocket Society has been asked by the President of the World's Fair Corporation to assume the responsibility for a major event at the Fair to reveal man's achievements in space in a manner characterized with integrity, authenticity, reliability, imagination, and accuracy. My reactions to his request are as follows:

1. Based upon what I know of the Society's accomplishments and of the quality of its leadership, I compliment the World's Fair Corporation on the excellent judgment it has shown in making this request of the Society.
2. I trust the Society will show equally good judgment by accepting the mission.
3. It is a matter of great significance to the national space program, to the government, and to the whole world that the public's

understanding of space productivity and space importance be multiplied many times over what it now is. There is no future aspect of our space activities which exceeds this job in importance, as all other elements of the program will lag if public comprehension is not increased.

4. The American Rocket Society would be adding greatly to its record of public service if it does everything within its power to make the space exhibition at the Fair an unsurpassed success. By taking on this responsibility, I am confident that such will be the result.

You have my very best wishes in this matter and I will be honored if called upon to be of any assistance which I can properly offer.

Sincerely,

A handwritten signature in cursive script, appearing to read 'E. C. Welsh', with a long horizontal flourish extending to the right.

E. C. Welsh

Dr. W. H. Pickering
President
American Rocket Society, Inc.
500 Fifth Avenue
New York 36, New York