

## MEMORANDUM

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TO: Commissioner Robert Moses, President, New York World's Fair  
 FROM: Guy F. Tozzoli 1964-65 Corporation  
 DATE: June 4, 1962  
 SUBJECT: TRANSPORTATION SECTION, WORLD'S FAIR -  
~~REFERENCE~~ SUMMARY OF SPACE ALLOCATIONS AND NEGOTIATIONS

REFER		NOTED	
TO	DATE	BY	DATE
RETURN TO		FILE	

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
Mobile Homes Mfgrs. Association	6,000
Arlington Hat Company	7,000
Five Concessions	<u>30,000</u>
Total:	1,055,557

Leases Under Active Negotiation

Heliport	60,000
Greyhound (Exhibit area included within operating and maintenance area)	<u>85,000</u>
Total:	145,000

Space Allocations

Aerospace	250,000
Air France	10,000
B.O.A.C.	10,000
B.A.M.A. (British Automobile Mfgrs. Assn.)	9,000
Strol-A-Matic	<u>24,000</u>
Total:	303,000

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STATUS OF NEGOTIATIONS

<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
Transportation & Travel Pavilion	112,500	The option on this pavilion expires on June 13th. Agreement has been reached with Mr. Thatcher, the President of Transportation & Travel Pavilion, Inc. to execute the lease document and to proceed with definitive plans and construction.
Marine Center	130,000	Messrs. Briggs and Crane, the developers of the Marine Center, have begun a promotional campaign to attract participants in this multiple exhibit venture. This campaign will continue throughout the summer and will culminate in the Chicago Boat Show scheduled for next September.
Aerospace	250,000	The American Rocket Society has declined the sponsorship of this exhibit due to a large extent on NASA's reluctance to endorse the project. We are now in the process of attempting to have several major aerospace manufacturers combine together on this project and are arranging with a contractor for the construction of a building on a cost plus basis. Of course, this exhibit depends in large measure upon the content of the Federal Pavilion. If the Federal exhibit is centered upon the exploration of space, there is quite obviously little need for an independent space exhibit. We must now await the appointment of a Federal Commissioner in order to determine the extent to which the Federal Government will emphasize the space story.

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<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
Greyhound	85,000 (Exhibit area included within operating and maintenance area)	Stuart Constable, Erwin Witt and I met with Messrs. Maino and Brion of Greyhound and reached a tentative agreement on the rental payment for an exhibit within Greyhound's operating and maintenance area. This agreement is now being incorporated into an appropriate document by the World's Fair legal staff.
Mobile Homes Mfgs. Assn.	6,000	During this reporting period, the Mobile Homes Manufacturers Association signed its lease which was subsequently executed by the Port Authority on behalf of the Fair Corporation. We have forwarded the Association's check for \$12,000 to Mr. Witt.
Firestone	Indefinite	Firestone is the exclusive supplier of original equipment tires to the Ford Motor Company. This is the only remaining exclusive tire arrangement in the auto industry. In view of this, Howard Cullman will meet with Henry Ford II in an attempt to have Mr. Ford use his good offices on our behalf with Harvey Firestone.
Goodyear Carveyor		The objections of General Motors have caused Goodyear to abandon its efforts on this project. In line with your instructions, we will make no further efforts on the Carveyor.
StaRRcar	41,360	The Carling Brewing Company has turned down the proposal to sponsor this new form of transportation. We have therefore turned the Carling account over to Mr. Constable and Judge Roseman to see if they can work out something with this firm in some other section of the Fair. The originators of StaRRcar will hold a series of meetings on June 10th and 11th, in New York, in the hopes of attracting a sponsor for the exhibit.

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<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
Sports & Special Events Stadium	102,000	A full presentation on this project has been made to the Atlantic Refining Company and the Socony-Mobil Oil Company. These organizations have the project under active consideration at this time.
Eastern Air Lines	10,000	After a delay of several weeks, Eastern has shown a sudden increase in interest in this project. We expect a decision shortly.
Railroad Exhibit	Indefinite	The railroads are pleased with the results of the western roads' exhibit at the Seattle World's Fair and they are considering a similar approach for New York. A final decision will be made at a meeting of the Eastern Railroad Presidents Conference to be held in New York on June 21st.
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 now presume, in the light of the International Division's recent announcement of the pavilions for the major European nations, that these foreign organizations will exhibit in the International Section of the Fair.
B.O.A.C.	10,000	
B.A.M.A.	9,000	
Standard Oil Company of New Jersey	Indefinite	We have been discussing with Mr. Motley his arranging a meeting with executives of this firm in order to make a presentation. Mr. Motley may also be of help with several of the other oil and rubber companies.

*Guy F. Tozzoli*  
 Guy F. Tozzoli, Director  
 World Trade Department

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