

## MEMORANDUM

PA 80-A  
8-59

TO: Commissioner Robert Moses, President, New York World's Fair  
 FROM: Guy F. Tozzoli 1964-1965 Corporation  
 DATE: March 8, 1962  
 SUBJECT: TRANSPORTATION SECTION, WORLD'S FAIR - SUMMARY OF SPACE  
 ALLOCATIONS AND NEGOTIATIONS  
 COPY TO: J. Anthony Panuch

REFER		NOTED	
TO	DATE	BY	DATE
RETURN TO		FILE	

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

Total Area - 2,130,000 S.F.

Leases Signed or Participation  
Agreements Signed

Area (S.F.)

Ford Motor Company	304,998
General Motors	304,920
Chrysler Corporation	129,987
Transportation & Travel Pavilion	112,500
Sinclair Refining Co.	15,152
U. S. Rubber Company	15,000
Five concessions	<u>30,000</u>

Total: 912,557

Leases Under Active Negotiation

Arlington Hat Company	7,000
Marine Center	130,000
Mobile Homes	6,000
Heliport	53,862
Greyhound (Exhibit area included within operating and maintenance area)	<u>85,000</u>

Total: 281,862

Space Allocations

Aerospace (American Rocket Society)	250,000
Air France	10,000
B.O.A.C.	10,000
Strol-A-Matic	<u>9,000</u>

Total: 279,000

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STATUS OF NEGOTIATIONS

<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
Marine Center	130,000	A letter has been received from Mr. James Briggs and Mr. William Crane, indicating their willingness to proceed with the construction of the Marina in Flushing Bay along the general lines of the plans developed by Owens Corning Fiberglas. They also agreed to take an option on the Marine Center area until December 31, 1962. Their many discussions with the Boating Industry have indicated that the major portions of the industry will be in a position to commit themselves in September of this year provided that sales are satisfactory during the first nine months of 1962. My discussions with Outboard Marine, the "General Motors" of the Boating Industry, bear out this opinion. The first meeting to negotiate the formal lease was held on March 6th.
Aerospace (American Rocket Society)	250,000	The Executive Committee of the American Rocket Society at a meeting held on February 18 decided that it would be an excellent idea to present the story of space at the Fair. With the approval of the directors a letter was sent to Vice President, Lyndon Johnson, requesting an opportunity to present the plans, with a view toward obtaining his support of the project. This support would not be financial but would rather be in the form of his approval of the presentation of such a show to the world at the World's Fair. We were requested by Dr. Welsh, Executive Secretary of the National Aeronautics and Space Council, which Lyndon Johnson heads, to send a letter from Mr. Moses inviting the American Rocket Society to put on such a show. This was done. The American Rocket Society is awaiting the outcome of this meeting before proceeding.

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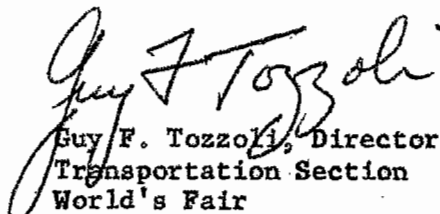
<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
Caterpillar Tractor Co.	15,000	A plan for a Caterpillar exhibit, together with a cost estimate, was presented on March 1st. The idea was well received and will be presented to top management within the next thirty days. Mr. George Moore, President of the First National City Bank of New York is a close associate of Mr. William Blackie, President of Caterpillar. Mr. Moore has been sent the brochure of the plan with a request that he discuss it with Mr. Blackie to get his support.
Mobile Homes Mfgs. Assn.	6,000	The amendments to the lease are being reviewed by their Legal Staff.
Goodyear Carveyor	50,000	The Walt Disney group completed their economic study of this project and Goodyear will advise us of their decision by April 1st.
The Hertz Company	10,000	Mr. Fred Glass, Executive Vice President, has not yet made his decision.
StaRRcar	41,360	The preliminary engineering feasibility studies of this ride have been virtually completed and Carling has requested that the total cost estimates be refined. A meeting has been scheduled for March 19th between Mr. Harry Russell of Carling and Mr. Linnell.
Little League Stadium	100,000	For the past six months we have been discussing with Mr. McGovern, President of Little League, the possibility of having a Little League Stadium at the Fair sponsored by a transportation exhibitor. We have met several times with Mr. Eddie Egan to discuss the possibility of incorporating various other sports championship events to make use of the area when it is not being used by Little League. We have also discussed with Bill Adams and Lou Ames the possibility of holding special events in this stadium. We have completed our cost estimate and presentation material for this total package. It will be presented to both the rubber and oil companies as an excellent way of their being represented at the Fair. Mr. Moses has also written to American

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<u>Company</u>	<u>Sq. Ft.</u>	<u>Status</u>
Little League Stadium (Cont'd)		Motors requesting them to reconsider their decision on Fair participation and we expect to present this plan to them.
Pan American World Airways	Indefinite	A meeting is being arranged with Mr. Juan Trippe to discuss Pan American's participation in the Fair.
Eastern Airlines	20,000	We have been advised by Eastern Airlines that their decision on participation is being delayed because of the impending merger with American Airlines.
Railroad Exhibit	Indefinite	The writer attended a meeting called by Mr. David Mackie, President of the Eastern Railroad Presidents Conference. The meeting was also attended by Tom Goodfellow of the Long Island Railroad, the Vice President of the Railway, Progress Institute and representatives of the Kerite Company, General Railway Signal Company and U. S. Switch and Signal. The railroads had originally decided to investigate space in the Transportation and Travel Pavilion but now that we have managed to project the suppliers into the picture, they have begun to consider their own site. We are working closely with George Nelson, their designer, and this appears quite promising.
B.O.A.C.	10,000	B.O.A.C.'s decision to participate will be based on the status of the British exhibit at the Fair. We are not pressing B.O.A.C. for their decision until this has been determined.

  
Guy F. Tozzoli, Director  
Transportation Section  
World's Fair

GFT:nb