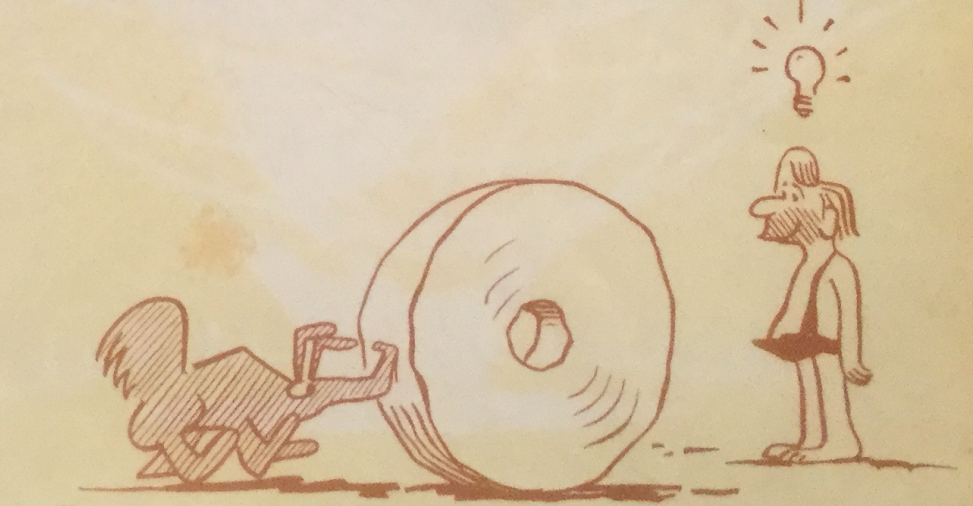


Your story

AT THE RIGHT PLACE  
AT THE RIGHT TIME  
AT THE RIGHT PRICE

**T&T**  
Transportation &  
Travel Pavilion, Inc.  
New York World's  
Fair, 1964-1965



What else is new?.....



Your story

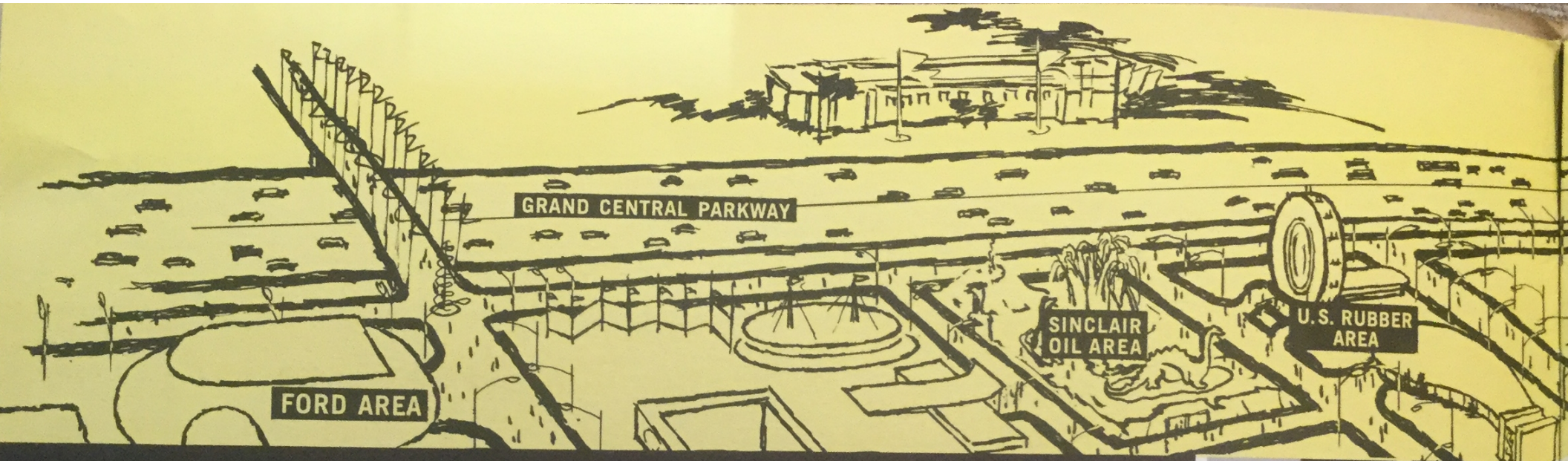
AT THE RIGHT PLACE

AT THE RIGHT TIME

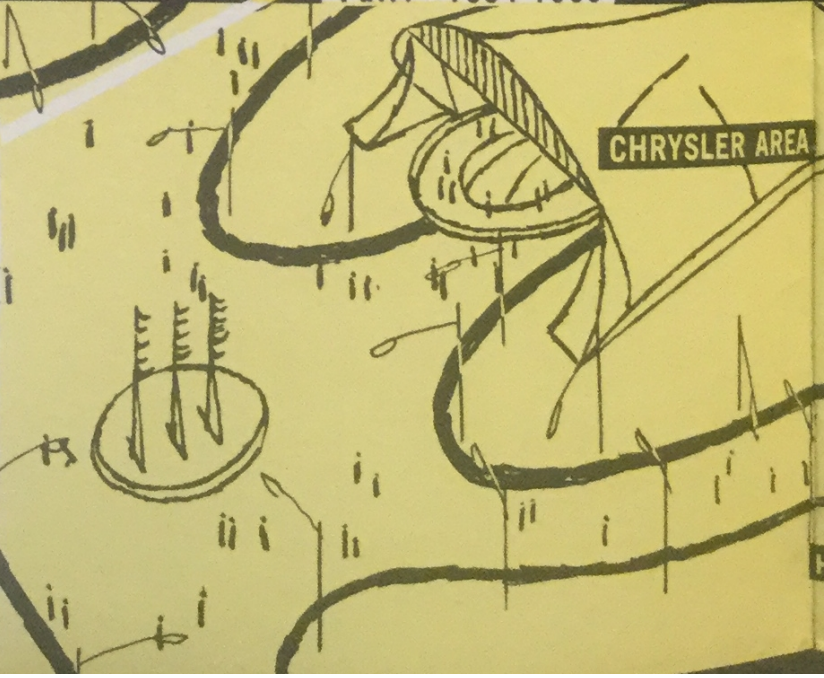
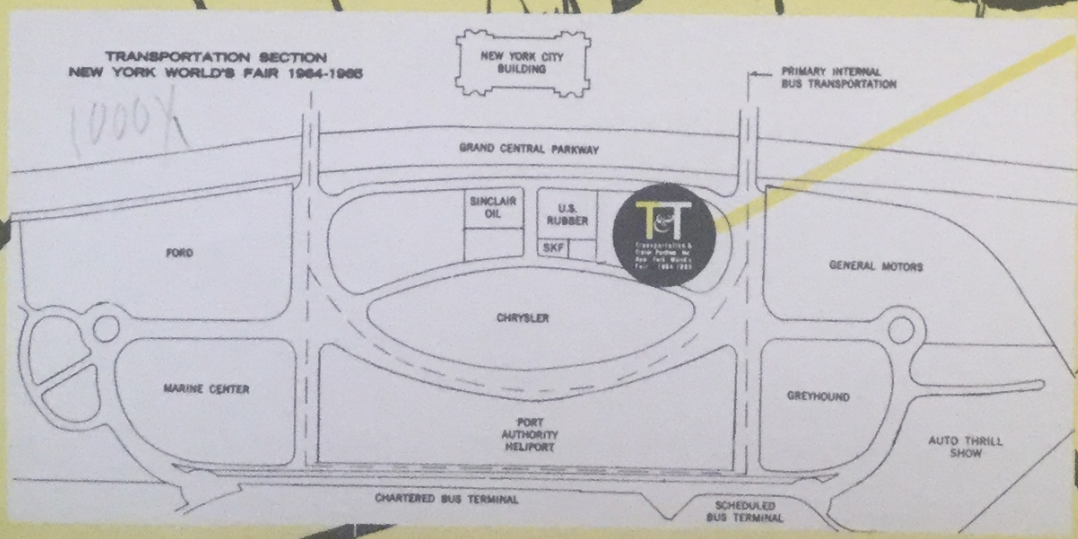
AT THE RIGHT PRICE



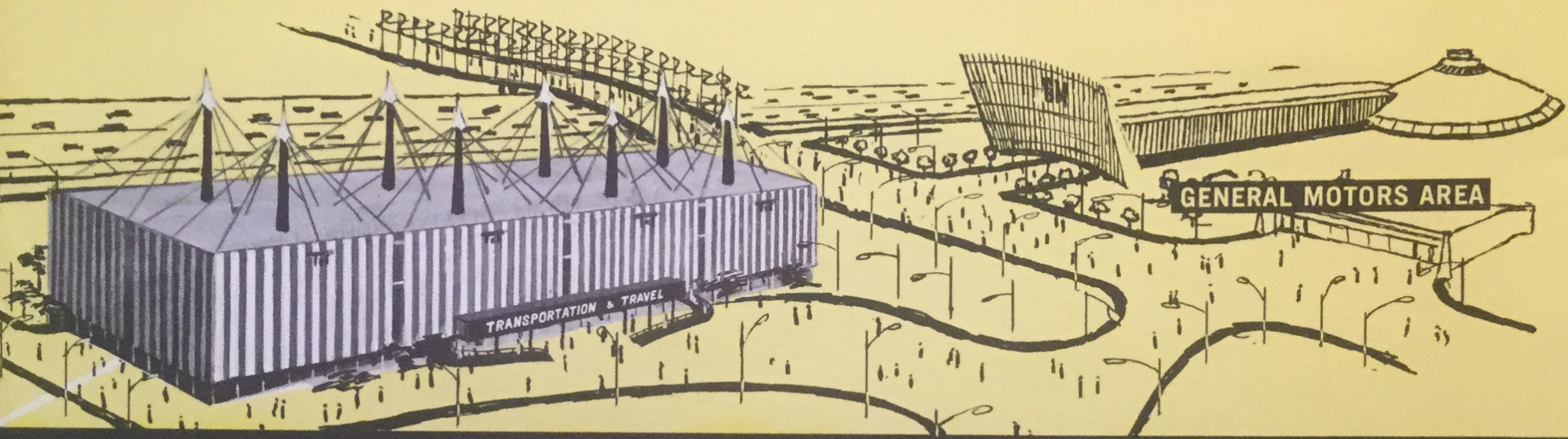




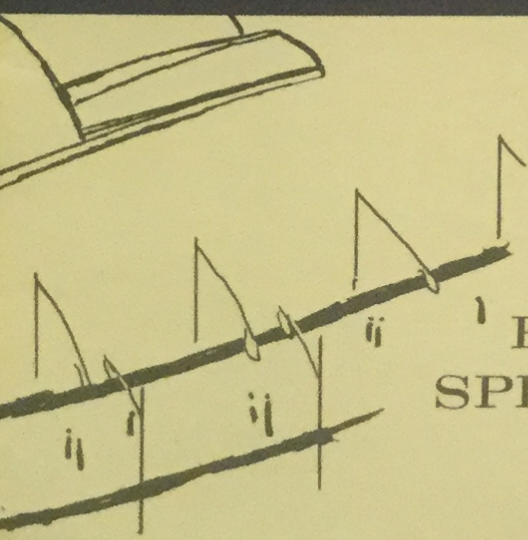
**Transportation &  
 Travel Pavilion, Inc.**  
 New York World's  
 Fair: 1964-1965







# YOUR SHOWCASE



AT THE  
WORLD'S  
GREATEST  
SALES  
PROMOTION  
SPECTACULAR

Why have the giants of the transportation and travel industry — General Motors, Ford, Chrysler, Sinclair Oil — budgeted millions of dollars for buildings and exhibits at the New York World's Fair of 1964-65? Because their experience in previous World's Fairs justifies the cost, the planning, the effort.

Not every company in the transportation and travel industry can or should invest millions in its own building. But every company that makes a significant contribution to this vast and vital industry can and should be represented at this colossus of sales promotion events.

The only multi-purpose building in the Fair's Transportation section is being erected in a prime location, surrounded by the General Motors, Ford and Chrysler exhibits to provide the finest possible showcase for your exhibit.

HELIPORT AREA



# SAMPLING OF PROSPECTIVE EXHIBITORS IN THE T. & T. PAVILION

## AIRCRAFT MANUFACTURERS

Boeing Airplane Company  
Cessna Aircraft Company  
Douglas Aircraft Company, Inc.  
General Dynamics Corporation  
Fairchild Engine & Airplane Corporation  
Grumman Aircraft Engineering Corp.  
Hiller Aircraft Corporation  
Hughes Tool Company  
Lockheed Aircraft Corporation  
North American Aviation, Inc.  
Aero Commander, Inc.  
Beech Aircraft Corporation  
United Aircraft Corporation  
Ryan Aeronautical Company  
Bell Helicopter Company  
Gyrodyne Company of America  
Helio Aircraft  
Piper Aircraft Corporation  
Republic Aviation Corporation  
Canadair, Ltd.  
De Havilland Aircraft Co.  
Fairey Company, Ltd.  
Vickers-Armstrong (Aircraft) Ltd.  
Piaggio  
Handley-Page Ltd.  
Sud Aviation  
Hawker-Siddeley Aviation  
British Aircraft Corporation

## AIRLINES

Alitalia  
Sabena-Belgian Airlines  
Swissair  
Trans-Canada Air Lines  
Aerolineas Argentinas  
Aeronaves de Mexico, S.A.  
Scandinavian Airlines System, Inc.  
British Overseas Airways Corp.  
Pan American World Airways  
Transportation Corporation of America  
Quantas Empire Airways, Ltd.  
Northwest Orient Airlines  
Lufthansa-German Airlines  
American Airlines, Inc.  
Braniff Airways, Inc.  
Eastern Air Lines, Inc.  
Flying Tiger Line, Inc.  
United Airlines, Inc.  
Allegheny Airlines, Inc.  
Lake Central Airlines, Inc.  
Western Airlines, Inc.  
Mohawk Airlines, Inc.  
Northeast Airlines, Inc.  
Trans World Airlines, Inc.  
K. L. M.  
Air France

## ASSOCIATIONS

British Automobile Mfg. Association  
American Trucking Association

American Automobile Association  
Transportation Association of America  
Air Transport Association of America  
International Air Transportation Association  
American Motor Hotel Association  
Association of American Railroads  
American Merchant Marine Institute, Inc.  
The Asphalt Institute  
Association of Local Transport Airlines

## AUTOMOTIVE MANUFACTURERS

American Motors Corporation  
Studebaker Corporation  
Checker Motors Corporation  
Willys Motors, Inc.  
The Rover Motor Company of North America Ltd.  
Fiat Motors, Inc.  
Citroen Cars  
SAAB Motors, Inc.  
Volvo  
Volkswagen of America  
Rootes, Ltd.  
Jaguar Cars, Inc.  
Renault, Inc.  
Standard Triumph Motor Co.  
Alfa-Romeo, Inc.  
The British Motor Corporation Ltd.  
Fruehauf Trailer Company  
Superior Coach Corporation  
Marmon-Herrington Co., Inc.  
Mack Trucks, Inc.  
Divco-Wayne Corporation  
The White Motor Co.  
International Harvester Co.

## BUS LINES

Europabus (Overseas) Inc.  
Gray Line Sight Seeing Companies, Associates  
National Trailways Bus System  
Linjebus

## PETROLEUM

Hess Incorporated  
Standard Oil Company (N.J.)  
Pennsylvania Grade Crude Oil Co.  
Sun Oil Company  
Tidewater Oil Company  
Texaco, Inc.

The American Oil Company  
Cities Service Co.  
Shell Oil Company  
Socony Mobil Oil Company  
Phillips Petroleum Company

## MATERIALS HANDLING

Koehring Company  
Marion Power Shovel Company  
Yale & Towne Mfg. Company  
Clark Equipment Company  
Allis Chalmers Manufacturing Company  
Hyster Company  
J. I. Case Company  
Container Transport International, Inc.  
Texas Eastern Transmission Corporation  
Stephens-Adamson Mfg. Co.

## RAILROADS

NY Central Railroad  
French National Railroad  
Canadian National Railroad  
Canadian Pacific  
Atchison, Topeka & Santa Fe Railway  
Missouri Pacific Railroad Co.  
New York Central System  
Pennsylvania Railroad Co.  
Southern Pacific Co.  
Union Pacific Railroad  
Long Island Rail Road

## RAILROAD EQUIPMENT

St. Louis Car Company  
Pullman Company  
General Railway Signal Company  
Westinghouse Air Brake Company  
Budd Company

## STEAMSHIP LINES

Moore McCormack Lines  
United States Lines Company  
Cunard Steamship Company  
Caribbean Cruise Lines  
Matson Navigation Company  
French Line  
Furness Bermuda Line  
Grace Line, Inc.  
Holland American Line  
Italian Line  
States Marine Lines  
American Export Lines  
American President Lines, Ltd.

## PLEASURE MARINE

Brunswick Corporation  
Correct Craft, Inc.  
Outboard Marine Corporation  
Pearson Corporation  
American Fiberglass Corporation  
Bertram Yacht Company  
Chris-Craft Corporation

## RUBBER COMPANIES

Armstrong Rubber Company  
Goodrich Tire Company  
The Mohawk Rubber Company  
Dunlop Tire and Rubber Corporation  
Firestone Tire & Rubber Company  
The General Tire and Rubber Company  
Goodyear Tire Company  
Michelin Tire Corporation  
Pirelli Sales, Inc.

## TRAVEL AGENTS

Cook, Thomas & Son, Inc.  
American Express Company  
Simmons Tours, Inc.

## TOURIST BOARDS

Virgin Islands Government Tourist Office  
French Government Tourist Office  
Italian State Tourist Office — ENIT  
Ontario Department of Travel & Publicity  
Scandinavian Travel Commission  
Bahamas Development Board  
Belgium Trade Development Board  
Swedish National Travel Office  
Swiss National Tourist Office  
Mexican Government Tourism Department  
British Travel Association  
Australian Government Trade Commission  
Jamaica Tourist Board  
Guatemala National Tourist Bureau  
New Zealand Government Travel Commission  
Provincial Government of Quebec Tourist Bureau  
Quebec Tourist & Publicity Bureau  
Aruba Government Tourist Bureau  
Casa de Portugal  
Bermuda Trade Development Board

## ACCOMMODATIONS

Hilton Hotel Corporation  
Holiday Inns of America, Inc.  
Hotel Corporation of America  
Intercontinental Hotels  
Quality Courts United  
Schine Hotels, Inc.  
Howard D. Johnson Company  
Sheraton Corporation of America

## MISCELLANEOUS

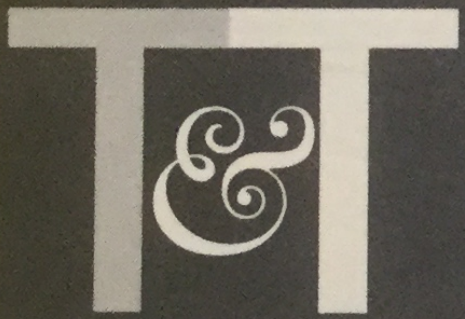
The Travel Agent  
Popular Publications, Inc.  
Holiday  
Kaiser Aluminum Company  
Borg-Warner Corporation  
Owens-Corning Fiberglass Corporation  
Motorola Communications & Electronics  
ACF Industries, Incorporated  
Airstream Trailers, Inc.  
Detroit Mobile Homes, Inc.  
Hertz Corporation  
National Car Rental System, Inc.  
Ryder System, Inc.  
Avis-Rent-A-Car System  
Midas, Inc.  
The Electric Autolite Company  
Fram Corporation  
Rockwell Standard Corporation  
Midland Ross Corporation  
R. E. Dietz Company  
Eaton Manufacturing Company  
Maremont Automotive Supply  
Bendix Corporation  
Continental Motors Corp.  
Raybestos Division of Raybestos-Man. Inc.  
Rohr Aircraft Corp.  
Sperry Gyroscope Co.  
Ford Instrument Co.  
Radio Corporation of America  
Lear, Incorporated  
Timken Roller Bearing Co.

## TRUCKING

Allied Van Lines, Inc.  
Cooper Jarrett, Inc.  
Pacific Intermountain Express  
Railway Express Agency  
Akers Motors Lines, Inc.  
Denver Chicago Trucking Company, Inc.  
Spector Freight System Inc.  
Sealand Service, Inc.  
Consolidated Freightways



Transportation & Travel  
Pavilion, Inc. New York  
World's Fair: 1964-1965



Time and Life Building  
New York 20, New York



We want to reserve exhibit space  
in the **T&T** Pavilion

We want more information

We want to know where Our Company  
belongs in the **T&T** Pavilion

We want ideas for the type of exhibit  
that will best tell Our Company's story

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

YOUR NAME \_\_\_\_\_

TITLE \_\_\_\_\_



When the World's Fair opens, your customers, your prospects, your friends, your stockholders, your employees, your fellow citizens in your home communities will be looking for your exhibit. Be sure they can find it where it belongs — in the Transportation and Travel Pavilion.

The time is already short — and getting shorter. The Transportation and Travel Pavilion cannot possibly accommodate all the great names in transportation and travel.

## TIME IS SHORT-SPACE IS LIMITED

The names listed on these pages — several hundred of them — are a limited selection of the leaders of transportation and travel.

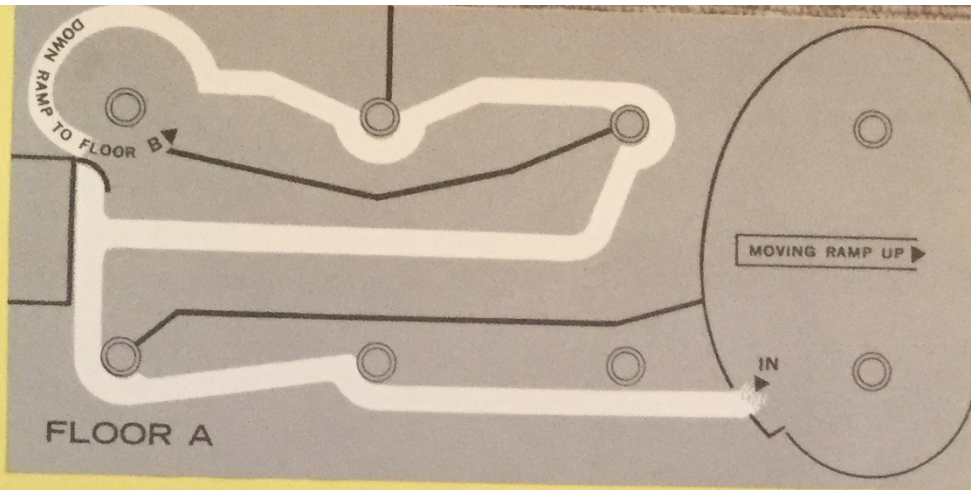
These are the kind of firms that will make the Transportation and Travel Pavilion one of the outstanding exhibits at the Fair.

They are going to be looking for the prime exhibit space in the prime location which only the Transportation and Travel Pavilion can offer.

The Transportation and Travel Pavilion is filling up fast. Construction has started. The rush is already on. Your competition is no longer delaying. There is space for only about 100 to 150 out of 1500 or more potential exhibitors.

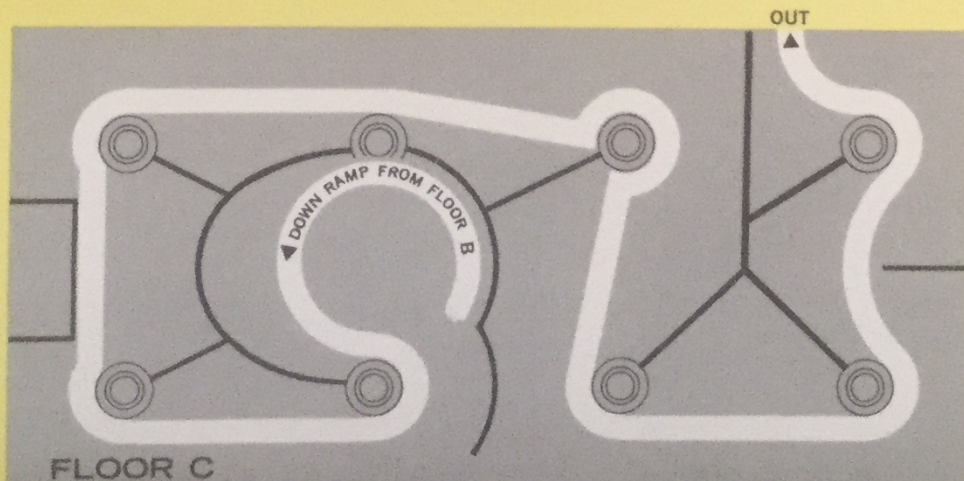
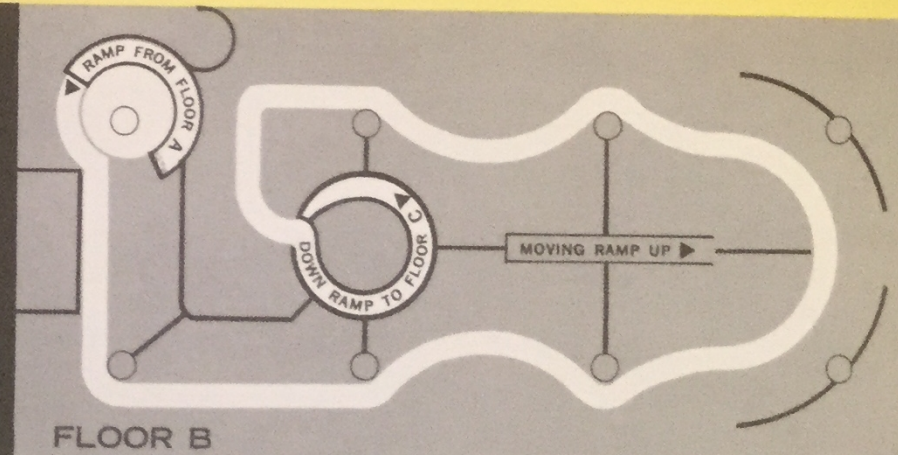
*Reserve your space now. First come must be first served.*





**Floor A**, the third and staging floor, will house the exhibits of the companies and organizations which offer new and exciting possibilities in the wonderful world of travel for pleasure and business in the Western Hemisphere. Here, too, will be displayed the breathtaking concept of Space travel.

**Floor B**, the second floor, will be devoted to travel in the world at large, an Arabian nights of the thousand-and-one opportunities for pleasure awaiting today's traveler by land, sea, and air; a panorama of the wonders of Europe, Asia, Africa, the Middle East for 16,000,000 Pavilion visitors.



**Floor C**, the main floor, will dramatize as never before the marvels of transportation equipment and organization created by the boldness and genius of private enterprise. Here will be told the full story of the transportation industry's contribution to peace and prosperity today and in the future.



## UNIQUE ADVANTAGES

Your exhibit space in the Transportation and Travel Pavilion for the two years of the Fair costs little more than a single full page color advertisement in a mass circulation magazine.

Because your exhibit will be an integral part of the whole fascinating panorama of the transportation and travel industry you will be able to make more impact—at a fraction of the cost—than in your own building.

The interior of the building is so designed as to guide visitors past every exhibit.

The building itself will be a major Fair attraction. Designed by Charles Luckman Associates, it is equal in height to an eight-story building and covers an area larger than a football field.

Exhibit space rents in units averaging 250 square feet. Minimum rental is two units at a total cost for the two years of the Fair of only \$25,000 per unit. Rental covers air conditioning, general maintenance, general lighting and access to all utilities. Payments may be made on the following schedule: 30% in 1962; 40% in 1963; 20% in 1964; and 10% in 1965.

With 16,000,000 people expected to visit the T. & T. Pavilion, your story reaches these viewers at a cost of only 30 cents per 1,000.

## YOUR AUDIENCE

The 16,000,000 visitors to the T. & T. Pavilion will be vitally interested in every form of transportation and travel.

They constitute the great consuming and opinion making public and the great traveling public. Among them will be business and political executives not only from America but from the underdeveloped countries of Africa, Asia, Latin America, the Common Market countries, from every country in the world.

Few of them know as much about your company as you would like them to know. You can tell it all to them in the Transportation and Travel Pavilion

— *and the price is right.*

## COSTS





Transportation &  
Travel Pavilion, Inc.  
New York World's  
Fair: 1964-1965

**OFFICERS:**

Robert O. Thatcher, *President*  
A. Elliot Lawes, *Assistant to the President*  
Martin F. O'Toole, *Vice President*  
Miroslau Koren, *Treasurer*

**BUILDERS:**

Thatcher Construction Co., Inc.  
18 East 41st Street  
New York 17, New York

**ARCHITECTS:**

Charles Luckman Associates  
680 Fifth Avenue  
New York 19, New York

**MECHANICAL ENGINEERS:**

Guy B. Panero, Inc.  
630 Third Ave.  
New York 17, New York

**STRUCTURAL ENGINEERS:**

Strobel & Rongved  
70 West 40th Street  
New York 18, New York

**CORPORATION COUNSEL:**

Robert Kopple  
450 Seventh Avenue  
New York 1, New York

**ACCOUNTANTS:**

S. D. Leidesdorf & Company  
125 Park Avenue  
New York 17, New York

**BANKERS:**

Irving Trust Company  
1 Wall Street  
New York 15, New York

