



FOR IMMEDIATE RELEASE

NEW YORK, N.Y., SEPT. 23--World's Fair President Robert Moses isn't overlooking any bets in efforts to advertise and promote the opening of the Fair next April. Here, Mr. Moses inspects a new 1964 Ford taxicab, painted in the official Fair colors--blue and orange--and sporting the Fair Unisphere emblem on its doors. Mike Balaban, 1549 160th St., Whitestone, is the cabbie. This Ford taxi is the first of thousands of New York cabs which may be similarly painted and decorated to become mobile billboards for the Fair if fleet operators adopt a plan proposed by the Metropolitan Taxicab Board of Trade.

Northeast Public Relations Office  
Ford Motor Company  
477 Madison Ave., NYC  
Elaborado 5-6194

