

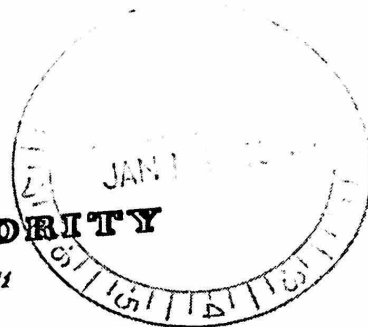
**THE PORT OF NEW YORK AUTHORITY**

*111 Eighth Avenue - at 15th Street New York NY 10011*

**WORLD TRADE DEPARTMENT**

*Guy F. Tozzoli*  
DIRECTOR

820-8171



January 13, 1965

Mr. John Sattler  
Resident Manager  
The Ford Pavilion  
New York World's Fair  
Flushing, New York 11380

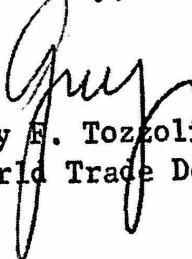
Dear John:

On January 26, the World's Fair Corporation will be holding a meeting of its Board of Directors. At that meeting, as I have done in the past, I will be making a short presentation on the Transportation Section.

Since there will be press representatives present, I would like to emphasize "what's new" in the Transportation Section. I realize that, for all practical purposes, there are no major changes contemplated by any of our exhibitors for the next year. I would, however, appreciate hearing from you any new slant on your exhibit or your operation for 1965.

I hope you will find time to advise me before the January 26 meeting.

Sincerely,

  
Guy F. Tozzoli, Director  
World Trade Department

GFT/jc

File

January 21, 1965'

Mr. Guy F. Tossoli, Director  
World Trade Department  
The Port of New York Authority  
111 Eighth Avenue  
New York, New York 10011

Dear Guy:

Thanks for your letter. I had not forgotten your request for some indication of what we are up to here at Ford in connection with plans for the 1965 season.

I wish I could tell you everything at this point, but it is not possible for me to do so because we are planning a press announcement at a later date that will cover the specifics of some changes we have in mind for the pavilion.

Suffice to say that while we were one of the hits of the Fair during the 1964 season and look forward to an equally successful, if not better year during 1965, we are bending every effort to improve our show to the fullest extent possible.

One thing we are giving attention to at the present time is the subject of crowd handling and we are hopeful that we will be able to make some changes to enable us to handle more people at Ford than was the case during the 1964 season. This in itself is a major objective because of the line situation that prevailed here and at other popular pavilions last year.

We will have a generally sharpened show in all respects, Guy, including completely new narration to be provided by Walt Disney, new product and performance displays and exhibits and the introduction of some new and compelling features in our product display salon. Naturally, everyone who takes the trip on the Magic Skyway will ride in spanking new 1965 convertible models and they are scheduled to begin arriving here at the pavilion within the week.



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That's about all I can tell you for now. There will be more later.

Cordially,

January 13, 1965

John E. Sattler  
Resident Manager

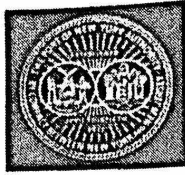
cc: Mr. Sattler  
Manager  
Mr. Fran Miller  
New York 11380

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I hope you will find time to advise me.

Sincerely,



**THE PORT OF NEW YORK AUTHORITY**

*111 Eighth Avenue - at 15th Street New York NY 10011*

**WORLD TRADE DEPARTMENT**

*Guy F. Tozzoli*

DIRECTOR

620-8171

January 21, 1965

Mr. John Sattler  
Resident Manager  
The Ford Pavilion  
New York World's Fair  
Flushing, New York 11380

Dear John:

Mr. Moses has shortened the agenda for the next Director's meeting and there will be no separate reports on the individual areas.

Thank you very much for your cooperation and, when all the smoke and fire clears away, I am sure we will all proceed to the positive aspects of a successful new season.

Sincerely,

  
Guy F. Tozzoli, Director  
World Trade Department

GFT/jc

