

"MOTOR PARKWAY"

" Rehabilitation Plan."

E.W.Beals.
Corner Fulton & Hendrickson Sts
Hempstead. Long Island.

Motor Parkway.
" Rehabilitation Plan".

Introduction.

The Motor Parkway (having as potential "Feeders" many of Long Island's finest Highways) occupies a strategic position at the threshold of America's Buying Centre.

This situation should be capitalized. Furthermore, the uncertainties of present conditions tax the national advertiser's consideration as to the advisability of carrying, in 1935, as much, more or less paid advertising.

This fact gives the Motor Parkway its opportunity to lend itself to an undertaking for which it appears to be peculiarly adapted.

It is the "psychological moment" for all Advertising Agencies to welcome being put in a position to offer their Advertisers a new Medium teeming with possibilities of stimulating the "Buying Public's" interest in their products thru a new line of approach.

The Motor Parkway is peculiarly adaptable to the constructive development of such a Medium.

Rehabilitation Plan.

- 1; It is purposed to convert the Motor Parkway into a permanent, National Advertising Mart", operated in close co-operation and for the benefit of all allied advertising interests.
- 2; The entire Motor Parkway would be utilized as "a Forty-five Mile Industrial-Tech Lane"
- 3; The "Tech Lane" will function the year round

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as an authoritative Clearing House for national Advertisers and allied interests. It will serve as "a Common Meeting Ground" for salesman and buyer.

Zoning Stations.

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The Motor Parkway, as the "National Advertising Mart", will be divided into twelve Major Zones housing permanent exhibits of Industrial-Tech concerns.

- 1; Textiles and their Products
- 2; Chemicals and Allied Products
- 3; Leather and its Manufacture
- 4; Iron, steel and their Products
- 5; Non-ferrous metals and their Products
- 6; Machinery and Miscellaneous Industries
- 7; Transportation Equipment
- 8; Stone, Glass and Clay Products
- 9; Paper and Allied Products
- 10; Printing, Publishing and allied Industries
- 11; Food and Kindred Products
- 12; Sports Equipment and Official Sports Events

Exhibits.

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The Advertising Mart will be operated as an active, co-ordinated Chain of National Industrial-Tech Publicity and Service Centers. Each Zone will be developed in its own distinctive setting, the "Mart" Concentrating on devising special features to attract Buyer's alert interest on its varying Exhibits.

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Advertisers will plan their Exhibits to stress the most interesting phases of their own historical development; exhibit contributing pioneer inventions; set up demonstration manufacturing units; or arrange displays of raw product materials or finished products.

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The architectural, detailed perfection of the proper housing of each Zone in a beautified, natural setting will spur individual advertising interests to exercise their best efforts in excelling in the initiative, individuality and originality reflected in the

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character of their own concession Plan, as a distinctive unit in a co-ordinated Advertising Display programme.

8/With this co-operation, The Advertising Mart will undertake to perfect a constructive whole that will fix the Advertising Mart as a momentous, permanent Historical Exposition of America's Industrial-Tech Progress.

9/

Programme.

The Mart will sponsor daily programmes of industrial-tech, scientific and special import, designed to attract, hold and stimulate the interest of a "buying Public in the activities of "Tech Lane"

Programmes and special exhibits will be timed and varied to supplement and support other featured advertising as it appears, currently in other advertising mediums.

Sports Equipment Zone

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In the Sports Equipment Zone, National Challenge Sports Events will be featured. These matches will be sponsored by the Sports Equipment Zone concessionaires and under the direction of representative athletic coaches.

Daily prizes of intrinsic value for high scores in qualifying matches, Substantial cash prizes for Fortnightly Elimination contests with an annual Grand Prix of a high percentage of the net proceeds from all sources will make the twelfth Zone an official attractive centre for national sports and sportsmen.

Properly accredited, this Zone, will serve to insure Advertisers additional active interest in a centralized, national advertising centre.

Celebrated sports Events will be sponsored

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as in Radio Programmes, by the Marts individual Advertising concerns.

Resume'.

A/
Projected on a scale of this magnitude, with widely diversified ways and means of centering active interest on the Advertising Mart, the forty five mile Tech Lane should become a National Advertising Institution.

B/
It should open a new, constructive field of co-ordinated, co-operative national advertising Service. Equipped to constantly stimulate interest and sales Tech Lane should serve to enlarge the scope of activities of all other advertising mediums thru their connection with an Institution, dedicated to furthering allied advertising interests.

C/
Thru close affiliation with the Mart, advertising agencies can utilize more constant, greater facilities and enlarge their opportunities to distribute their peak load activities.

D/Tech Lane, serving as a common meeting ground and clearing house for Advertisers and advertising concentrates the interest of a Buying Public at the threshold of America's Buying Center.

E/
With the "National Advertising Mart" established on the proper basis, the Buyer will appreciate the greater opportunities offered him, the year round, to examine, compare, test and select his merchandise from a full and varied assortment of competitive products.

Conclusion.

Properly organized, and closely allied with representative advertising interests, the National Advertising Mart will justify its claim as a National Advertising Institution, committed

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to rendering allied advertising interests a distinctive service and functioning, impartially, as a recognized common medium for all mediums.

The Mart should eventually command high concession rates that should yield the Motor Parkway substantial net returns.

The influence that the Institution will exert in the Advertising Field will be reflected in the Motor Parkways Balance Sheet.

Estimated Rough Statement.

Based on 365 days Overhead; 200 days Income.
Hours 1 P.M. to 1 A.M. Daily.

Initial Expenses.

Bldgs, 12 Zones ---- \$1,200,000.00
Equipment " " ---- 300,000.00
Wayside Bldgs ---- 100,000.00
Advertisng ---- 120,000.00
Working Capital ---- 120,000.00

Total Initial Expenses ----- \$1,840,000.00

Gross Income.

Gate Receipts;

Based on 750 cars per day, 200 days.
4 persons per car, @ \$.40 per car and
Driver and \$.10 per extra persons.

750 cars per day, 200 days --- \$60,000.00
2250 Persons " " " -- 45,000.00

Total Gate Receipts ----- \$ 105,000.00

Concessions;

Based on 540 Space Concessions
660 Electric Bulletin Directory
Medium of 600,000 persons per
200 days.

288 Concessions ---- \$436,000.00
(29'x25' @ \$1500.00) ----
240 Gallery Concessions --- 180,000.00
(18'x12' @ \$750.00)
2 Restaurant Concessions -- 15,000.00
12 Wayside " "
660 Electric Registry -- 86,700.00
(@ \$ 120.00 a year)

Total Space Concessions ----- \$717,700.00

Estimated Rough Statement.(cont)

*Gross Income.

Brought Forward	-----	\$822,700.00
100 featured Wayside Ads.		25,000.00
225 special Forum Ads---		11,250.00
(@ \$50.00 per lecture)	-----	
Total Gross Income	-----	\$858,950.00

Overhead

Utilities;

Light & Power	-----	\$30,000.00
Heat	-----	15,000.00
Water	-----	300.00
Telephone	-----	7,200.00

Utilities		\$52,530.00
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Personel;

Treas.& Gen'l Mgr.	-----	\$6,000.00
12 Zone directors	----	28,800.00
12 Floor Men	-----	14,400.00
Cashier	-----	1,200.00
Book keeper	-----	\$1,200.00
secretary	-----	1,200.00
Field secretary	-----	1,500.00
24 Ushers (Salesmen)	-----	11,520.00
12 Gatemen	-----	8,640.00
12 Watchmen	-----	8,640.00
12 Parking Checkers	-----	5,760.00
12 Porters	-----	5,760.00
12 Char women	-----	8,640.00

Personel		\$104,600.00
Incidentals	-----	2,870.00

Total Overhead	-----	\$160,000.00
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* Estimates are for the first year only as Advertising Rates are exceptionally low until value of this Advertising Medium is established . The second year rates should be on a par with the larger circulation mediums.

Estimated Rough Statement(cont)

Net Income.

Gross Income	-----	\$358,950.00
Overhead	-----	160,000.00
Net Income	-----	\$698,950.00

sinking Funds.

Rental	-----	\$55,000.00
Initial Expenses	-----	250,000.00
Repairs & Renewals	-----	25,000.00
Working Capital	-----	100,000.00
Advertising	-----	150,000.00

		\$580,000.00
Total Net Income	-----	\$108,950.00
Deducting 50% for Hazards	-----	\$ 54,475.00