

MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO: MR. MOSES

DATE: March 23, 1962

FROM: John V. Thornton

SUBJECT: U. S. Rubber - Exclusivity on Giant Tires

In a preliminary agreement with U. S. Rubber, signed January 4, 1962, the Fair agreed that no participants signing up after January 4, 1962 would be permitted to erect a ferris wheel anywhere in the Fair. The Executive Committee on January 17, 1962 approved this preliminary agreement and passed a no ferris wheel regulation.

In subsequent negotiations of the final lease, U. S. Rubber, whose ferris wheel will be in the shape of a giant tire, requested that the exclusivity be expanded to prevent future participants from erecting anywhere in the Fair ferris wheels or structures appearing as giant tires.

You have suggested that the ferris wheel and giant tire exclusivity should not apply in the International Area. We have talked this over with Guy Tozzoli and believe that your suggestion should be reconsidered for the following reasons:

1. U. S. Rubber's preliminary agreement already grants them ferris wheel exclusivity throughout the Fair; to try to exclude the International Area now would be a belated backtracking.
2. U. S. Rubber's attorney has informed us that he is prepared to approve the lease and clear it for signature on the basis of getting an exclusive on ferris wheels and giant tires throughout the Fair.
3. U. S. Rubber has conceded on several other points which have been negotiated since January 4.
4. Gov. Poletti has told Guy Tozzoli that he sees no particular problem if International Area participants who sign up hereafter are prohibited from erecting ferris wheels and giant tire-like structures.
5. Guy Tozzoli tells us a quick signing of U. S. Rubber will be of considerable help in getting other exhibitors to sign.

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We believe that the ferris wheel and giant tire prohibitions should not cause serious difficulty to others and that to attempt to carve the International Area out of U. S. Rubber's exclusivity would, at the least, cause further delay in finally signing up U. S. Rubber.

JV Thornton

