MEMORANDUM

NEW YORK WORLD'S FAIR 1864-1965 CORPORATION

y το:

MR. MOSES

FROM:

John V. Thornton

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

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.

March 23, 1962

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 yoursuggestion 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.

MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

MR. MOSES

DATE:

March 23, 1962

FROM:

John V. Thornton

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

-2-

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.

W Thomson

MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO:

MR. MOSES

DATE:

March 15, 1962

FROM:

Mr. Preusse

SUBJECT:

Addition to the Rules and Regulations

In a preliminary agreement with United States Rubber dated January 4, 1962, U. S. Rubber was granted the exclusive right to construct and operate a ferris wheel at the Fair site. The Executive Committee, at its January 17th meeting, authorized a regulation entitled "Special Exhibits and Amusements" giving effect to this right. In connection with the execution of the formal lease, U. S. Rubber has also requested exclusivity as to certain structures the main appearance of which would be a giant tire. Mr. Tozzoli has approved expanding the scope of U. S. Rubber exclusivity in this manner. Accordingly, we recommend that the Executive Committee implement these further exclusive rights by adding the following to the section of Part 1 of the Special Regulations dealing with Special Exhibits and Amusements.

"Without express written permission of the Fair Corporation, no participant may erect a device or structure on the Fair site, the main appearance of which is a giant tire in a vertical position, any part of which extends higher than forty feet above ground level.

Without express written permission of the Fair Corporation, no participant may erect a device or structure on the Fair site, the main appearance of which is a giant tire in a vertical or non-vertical position, so designed as to enable the public readily to obtain, from said device or structure, a general view of the Fair by optical, mechanical or other means from a height greater than thirty feet above ground level."

The agreement with U. S. Rubber will provide that participants who have signed prior to the date of U. S. Rubber's lease will not be affected by the above regulations.

Early Premain