

PEACE THROUGH
UNDERSTANDING

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE - AREA CODE 212 - WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

April 20, 1964

TO ALL PARTICIPANTS

FROM STUART CONSTABLE

We have previously called to your attention the fact that Colourpicture Publishers, Inc. of Boston, Massachusetts, without permission or authorization from the New York World's Fair 1964-1965 Corporation, had requested from certain exhibitors color transparencies of their exhibits with permission to publish them in their general line of merchandise such as postcards and other products.

It has now come to our attention that Colourpicture Publishers, Inc. claims to have obtained from certain exhibitors permission to utilize depictions of their exhibits on postcards to be sold outside the Fair grounds. Any such consent, if in fact given, would be contrary to the provisions of the Rules and Regulations of the Fair Corporation, with which each exhibitor has agreed to comply in its contractual arrangement with the Fair Corporation.

As stated in our previous letter, the Fair Corporation has designated Dexter Color New York, Inc., West Nyack, New York, the official licensee for postcards and Photo Lab Inc. of 3825 Georgia Avenue, N.W., Washington 11, D.C. the official licensee for color transparencies.

We would suggest that you notify all appropriate personnel in your organization to contact our licensing agent, Mr. Milton Kayle, Executive Vice President of Media Enterprises, Inc., Time & Life Building, Rockefeller Center, New York, N.Y. (JU 2-2300) before complying with any requests which you may receive for the use of reproductions of your exhibit or pavilion on articles of merchandise or for other commercial purposes to ascertain if such requests have in fact been authorized by the Fair Corporation.

Your cooperation in this matter will be greatly appreciated.

Stuart Constable
Vice President-Operations