

1100A AND "C" ARE

Mr. [unclear]

1044

January 9, 1964

Mr. J. G. Mally

January 21, 1964

TO: **Mr. Parsons**

This will confirm my telephone conversation last week regarding the sale of model car radios. On January 15th through the offices of Howard Johnson, Director of Promotion for the Fair, permission was granted to sell these radios to interested visitors who will order same by filling out order blanks obtained at the Ford Rotunda and mailing direct to supplier. Johnson obtained permission for us through the concessionaires for the Fair. This has been the only request of this kind received by the Fair, which is of some interest.

At the time, plans are being made for a decal to indicate it is a souvenir of the Fair. It would be wise to present two or three sketches, one of which might say "souvenir of the World's Fair" (if you want to go that way) but the others should indicate only that it is a souvenir of the Ford Rotunda. I'm not even sure we want to plug the World's Fair but even if we do, it is possible that permission would not be granted without proper payment. There seems to be no question that identifying the radio as a souvenir of the Ford Rotunda would receive an official o.k.

CCW:dt

C Gayle Karnock

cc: J. G. Mally

