

MERCHANTS ON THE LINE

P.O. Box 504 West Somerville, MA 02114

"A Business Coalition Working to Assist Mass Transportation"

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THE HARVARD COOP

David Bryant
CAMBRIDGE TRAFFIC DEPT.

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CAMBRIDGE ARTS COUNCIL

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SOMERVILLE CHAMBER
OF COMMERCE

Anne Thomas
THOMAS & HOWARD

September 4, 1980

Mr. Paul E. Healey
City Clerk
Cambridge City Hall
Cambridge, MA 02138

Dear Mr. Healey:

As a major sales promotion for the four areas impacted by the T's Red Line Northwest Extension, the Merchants on the Line would like to bring the R.W. Commerford Circus to town on Thursday, September 25, to Saturday, September 27.

Potential customers will be drawn to the area by elephants, camel and pony rides, clowns and stiltwalkers, music, peanuts, popcorn and cotton candy, and children's rides. The hours will be 12 noon until store closing. We will also be doing a special promotion with the Ringling Brothers - Barnum & Bailey Circus, coming to Boston October 15 - October 27, which will be providing us with colorful point-of-purchase materials, posters and balloons, and tickets. This promotion will draw customers into the area a second time to check for winning raffle tickets.

We would like to feature the following attractions at these possible locations depending upon city regulations and availability of water, electricity and space.

I. Harvard Square -

Umbrella and Tower rides

Requirements:

- 32 diameter Umbrella Ride -- 220 single phase 50 amp
- 20 x 20' Tower slide -- 110V outlets for night illumination

Possible Locations:

- Cambridge Common
- The traffic island at Brattle and Mt. Auburn
- The alley between the Harvard Coop and the Coop Annex
- Lawn at Kennedy Library

on/2

II. Massachusetts Avenue -

A 40' x 80' tent and petting zoo

Popcorn trailer

Elephant, camel and pony rides

Requirements:

- 2 30 amp breakers (4 outlets drawing 60 amps combined)
- Access to water
- The 40' x 80' tent requires the driving of stakes
- Dumpster
- Parking for 3 tractor trailers

Possible Locations:

- Sears Roebuck parking lot across from Sears on Mass. Ave.

III. Porter Square -

Elephant, camel and pony rides

Requirements:

- 2 15 amp outlets
- Dumpster
- Access to water

Possible Locations:

- Porter Square Shopping Center parking lot

IV. Mini-parade with elephants, camels and ponies each day of the circus at 11 AM

R.W. Commerford has safe rides designed for children. He works regularly with the Ringling Brothers - Barnum & Bailey Circus and does major tradeshow and state fairs along the Eastern Seaboard. He will arrange for state inspections to check his rides on location. He also carries \$1 million liability insurance.

"The Red Line Four Ring Circus," to focus on Harvard Square and Massachusetts Avenue to Porter Square, will be a great opportunity to bring traffic through these affected retail areas, and we would appreciate your permission and cooperation as well as guidance on the licenses we will need for this promotion. Individual permission will be requested from the merchants directly affected by each element of the Commerford Circus.

Sincerely,



James Argeros
Merchants on the Line

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Comm. from James Argeros, Merchants on the
Line requesting permit for a R.W. Commerford
Circur for Thursday Sept. 25th through
Saturday, Sept. 27, 1980.

In City Council,

September 8, 1980

*Referred to the
City Manager
with Power to*

*Approve Request
Copy sent to C. Mgr. 9/9/80
(20)*