

ILLINOIS "LAND OF LINCOLN" PAVILION

NEW YORK WORLD'S FAIR

A Report to

The Governor

Members of the 74th General Assembly

Members of the Advisory Committee

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Submitted by the

Illinois Commission - New York World's Fair

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# INTRODUCTION

This report will cover in a very few pages a broad and complex undertaking by the State, which represents an unprecedented promotion effort in the world-wide medium of the New York World's Fair.

The report takes the approach of dividing itself into five parts:

1. A statement of objectives and policies,
2. An explanation of the format, and operational techniques of the Pavilion, and
3. The results obtained, measured by statistical analysis, publicity, and other forms of recognition.
4. Financial condition--1964 statement of expenditures--budget request for 1965.
5. Conclusion, plans for 1965, acknowledgements of assistance

The Commission staff has on hand additional materials to substantiate each point made in the report. The scrap books of press coverage, the daily attendance reports, the original copies of information requests, tape recordings of special addresses at the Pavilion, and many other items can be made available to interested parties on request. By necessity, this report will provide only a sampling of the supporting materials, but care has been taken to use only statements and statistics that can be substantiated.



# PAVILION FORMAT

The original Pavilion information brochure, published for the press conference in November of 1963 and already distributed to the addressees of this report, established the elements to be used in the Pavilion. With very few exceptions, the actual format has followed the original plans.

The low profile building, entirely of Illinois brick from Danville kilns, provides a striking contrast to the many gaudy buildings at the World's Fair. Lincoln's words, in large, raised letters against the brick walls, set the immediate theme and relationship between Illinois and Lincoln. The monumental sized photo portrait of Lincoln, the new equestrian statue and the Borglum head of Lincoln in the entrance courtyard continue the theme.

Visitors enter the building through turnstiles placed in the wide entrance corridor and are first shown a seven-minute slide and sound presentation entitled "The Illinois Story." The presentation again shows Illinois following Lincoln's inspiration in achieving leadership. The guests of Illinois then are invited to see Walt Disney's "Great Moments with Mr. Lincoln" audio-animatronic show.

Following the two shows, the visitors are free to visit the Manuscript Room and Library and the individual exhibits inside and outside the Pavilion.

Illinois Pavilion's format provided several great advantages, including short waits during heavy attendance periods, since the audiences were cycled on a twelve minute schedule. The shows run simultaneously, keeping more than 1,000 people occupied and entertained, in addition to those who are circulating through the post-show exhibits. The Pavilion's capacity, including the courtyard areas, exceeded 2,000 persons at any given time.

Another important feature of the Pavilion was the use of 80 Illinois college-age hosts and hostesses, along with Illinois State Police who served on rotating shifts to welcome and handle the visitors. The Illinois Pavilion employed the personal touch in informing the visitors of what they were to see, where they were to go, and keeping them from feeling "processed", as was so typical of many World's Fair pavilions.

We show here a few photographs to illustrate the physical characteristics of the Pavilion.



# PAVILION FORMAT AND OPERATING TECHNIQUES

Continued

One feature of the Illinois Pavilion, which deserves special mention, is known as the **Special Events and Community Events programs**.

In order to bring current events and the human element into the Pavilion's activity, the Commission created the facilities for speeches, performances, and group meetings within the Pavilion. WGN, Inc. of Chicago sponsored these projects by providing the funds, and, in the case of special broadcasts and telecasts, provided the technical assistance required.

In the 1964 season Illinois communities had their day at the Pavilion and the Fair; Illinois universities held alumni and faculty meetings; Ambassadors from the United Nations gave addresses in the Pavilion Theater, which were available for re-broadcast in Illinois, pointing out Lincoln's world-wide influence and paying tribute to the State of Illinois for its efforts in New York. The broadcast series, known as "In the Lincoln Tradition", hosted a wide variety of guests ranging from Ambassador Stevenson to columnist Cleveland Amory to the Kinsmen folk singing group from Southern Illinois University.

This feature of the Pavilion provided continuing news coverage, a means for local participation from within Illinois, and international interest in the project. It can be said that the Pavilion combined a mass audience appeal with Disney's "Great Moments with Mr. Lincoln" and at the same time reached the special interest audiences and situations within our State.

The trade ad published by WGN is reproduced here as one example of the far reaching effects of the Special Events and Community Events program.

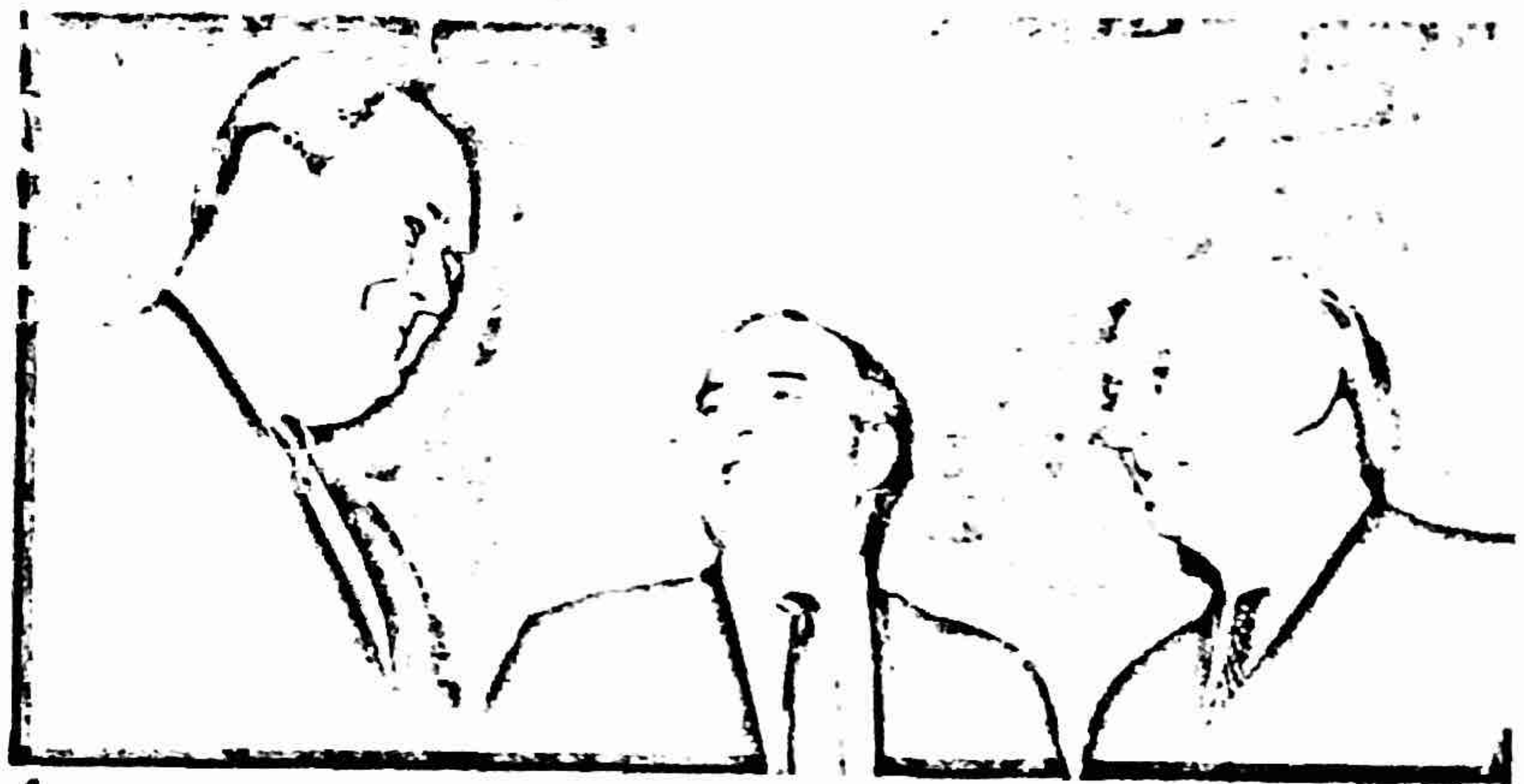


# SPECIAL EVENTS

● **Joseph Block**, Board Chairman of **International Steel**, was invited speaker in the **WGN Distinguished Guest** series. He spoke on "**Lincoln and Economic Freedom**." **WGN V. P. Charles Gates** presents **WGN commemorative plaque**, awarded to those contributing to Illinois "In The Abraham Lincoln Tradition."



† **Ambassador Frank Matsch** of **Austria**, chairman of the **United Nations Committee on Space**, visits at the **Illinois Pavilion** with (from left) **Charles H. Schrader**, assistant director of the **Illinois Board of Economic Development**, and **Emmett Dedmon**, executive editor of the **Chicago Sun-Times**. **Ambassador Matsch** was a participant in the **WGN series**, speaking on "**The UN and Space**."



■ Set inside a plastic bubble, the **State Agricultural display** shows a typical **Illinois farm** in action. **Graphs and other illustrations** proclaim Illinois "**As Great An Agriculture as In History**." Exhibit sponsored by the **Department of Agriculture**.



**Peoria Day visitor** inspects **Caterpillar Tractor Co.** exhibit, proud of his hometown representation.

h **Chicago Association of Commerce and Industry** conducted two special group-tours to Fair, both centered around the **Illinois Pavilion**. Here **Pavilion Director James Cassin** pins **Special Guest badge** on **Lloyd Norris**, of **Chamber's executive staff**. **Illinois Committee members** also attended **Dedication and Illinois Day**.



k **MacMurray College president, Dr. Gordon Michelson**, presents book on history of college to **James A. Cassin**, executive director, for **Pavilion Library**. **MacMurray Chorallers** sang concert on plaza of **United States Pavilion** and then were **Special Events Guests** at their **homestate Pavilion**.



## RESULTS OF FIRST SEASON

The report will devote a major portion of its space to establish the successful results of the Illinois Pavilion during the 1964 operating season.

The six most common measures of effectiveness will be used here:

1. Attendance statistics.
2. Distribution of Illinois travel information and visitor registrations for additional travel information.
3. Publicity in print and other media.
4. Relative prestige among exhibitors as ranked by World's Fair Protocol Office and VIP interest in the Pavilion.
5. Public reaction--letters, comments at the Information Center, surveys.
6. Special awards, ratings, and commendations.

It should be noted, before showing the almost unanimous acclaim for the Illinois Pavilion, that in the very early planning stages there were a number of skeptics, particularly in the Illinois communications media, who felt that a State exhibit could not attract attention at a World's Fair and, more specially, the use of electronic animation to dramatize Lincoln would be in questionable taste and a dangerous experiment by Illinois. In retrospect, this early criticism and comment brought national attention to the Illinois Pavilion that may or may not have been focused on it if the new technique were not a part of the Pavilion.



# ATTENDANCE

The target established by the Commission for Illinois' share of the World's Fair gate was a hopeful 10%. Considering the more than 300 other exhibits and attractions at the World's Fair, the Commission was working towards receiving approximately thirty times its normal share of attendance.

The final results of the 1964 Pavilion attendance are as follows:

Turnstile count (those visitors entering the Pavilion through the front entrance and following the normal itinerary of viewing the two shows and then visiting the other exhibits in the Pavilion)  
 - Just short of . . . . 2,750,000

Visitors who saw part(s) of the Illinois Pavilion without using the turnstile counting system (based on sample counts which established a daily average of 1,000 to 1,500 of this type of visitor per day) . . . . 250,000

Illinois attendance total . . . . 3,000,000

World's Fair paid

attendance - Just under . . . . 26,000,000

10% share of World's Fair gate . . . . 2,600,000

Illinois attendance . . . . 3,000,000

Illinois' percentage of World's Fair attendance - 11.6%

It is significant to note that the Illinois Pavilion used no corollary advertising promotions to draw attendance to the Fair, or within the Fair to the State's exhibit. In the closing week of the Fair, General Motors alone is reported to have spent \$60,000 in New York area advertising to bring attention to their Pavilion which cost the company more than \$60 million.

From all indications the Pavilion's attendance grew from word of mouth reports, local news coverage in the visitors' home areas, and recommendations by employees of other exhibits and the Fair Corporation. Included here is a graph showing how the Pavilion's attendance grew not only in actual numbers, but in percentage of Fair gate as the season advanced. The graph is based on weekly totals and is meant only to show a pattern rather than specific high and low attendance days. The record highs and lows are also shown and were taken from the daily turnstile counts.







## TOURIST PROMOTION

The entire Pavilion was geared to provoke an interest in a visit to Illinois--the Land of Lincoln. The State's Information Center at the very end of the traffic pattern was the logical place to distribute promotional materials, answer questions, and take names of those who would like to know more about traveling in Illinois. The basic hand-out to the visitor was the State's Division of Tourism pamphlet, which is enclosed herewith.

Registration forms were used by the visitors to indicate their name and address and their choices of tourist regions in the State that they would like to visit. A sample of the registration form is also enclosed.

The statistics in the Information Center's activities are remarkable--more than 1,000,000 pieces of literature were distributed--more than 100,000 families signed up for additional information and have been receiving correspondence and materials from the regions and/or trails concerned.

Each employee of the Pavilion, and in particular the young hosts and hostesses and the State Troopers, was specially trained in orientation sessions to answer the most common questions about travel in Illinois and to use extraordinary hospitality in receiving the visitor. The combination of the successful shows and exhibits, along with the courteous and hospitable Pavilion personnel, resulted in the most effective tourist promotion campaign ever mounted by the State.



## **PUBLICITY**

It is literally impossible to give a complete count of the news stories, radio and television time, magazine and special feature accounts of the Illinois Pavilion.

We list here some of the statistics that point to the attention showered on the Pavilion.

1. One Associated Press wire story was printed in almost 200 U.S. dailies in every state of the union. The full text of that story is enclosed in the page of clippings shown here.
2. The Pavilion alone originated 105 radio shows through WGN and seventeen television programs.
3. Nationally syndicated columns were devoted to the Illinois Pavilion, including Cleveland Amory, Paul Molloy, and Hedda Hopper.
4. One newspaper (THE NEW HAVEN REGISTER) devoted an entire editorial to the excellence of the Illinois Pavilion. Another paper (THE LONG ISLAND PRESS) used the composite speech given in the "Great Moments with Mr. Lincoln" show as an editorial without further comment.

Completely unsolicited letters to the editor appeared in papers throughout the country and in magazines, including the SATURDAY EVENING POST.

We have assembled here a collection of sample clippings showing the variety and various types of coverage received. Also included is a sampling of the broadcast coverage, particularly in the New York area and in Illinois.



# REVIEW OF COVERAGE BY RADIO AND TELEVISION BROADCASTERS

The most significant coverage of the World's Fair and the Illinois Pavilion was provided by WGN Radio and Television of Chicago:

1. A half-hour television special covering the dedication and opening of the Pavilion in April 1964
2. Seventeen weekly television shows directly from the World's Fair
3. One hundred and one daily radio programs broadcast 11:55 AM and called "Post Cards from the Fair."

The M.C. for the radio and television series was the Special Events Director for the Pavilion, Virginia Marmaduke. In addition to being "chief hostess" for the Pavilion, Miss Marmaduke was the voice of Illinois and WGN at the World's Fair. Her "Post Cards" radio series has been nominated by WGN as its entry in McCALL magazine's "Golden Mike" award national competition.

Among many on the spot interviews and broadcasts that originated from, or covered, the Illinois Pavilion are the following:

- ... A 30 minute commentary by Tex McCrary on New York area radio
- ... The prestigious NEW YORK

TIMES radio station interview of the Executive Director Cassin

- ... The half-hour documentary "Dateline Chicago" by WMAQ-TV, NBC Chicago
- ... The Voice of America recording and Armed Forces Network interviews at the Pavilion
- ... Coverage on the NBC "Today" show in October showing the transfer of the Gettysburg Address manuscript to a Manhattan bank vault.

In addition to the programs devoted entirely to the Illinois Pavilion, a number of broadcast celebrities mentioned our State's exhibit on their many shows. Included in this group are David Brinkley, Ted Mack, Bess Meyerson, Gene Rayburn, Jack Sterling, Rudy Vallee, Lee Phillip, and, of course, Walt Disney on his special show concerning his World's Fair creations.

In Chicago alone there were more than a dozen interview shows where the Pavilion Chairman, Executive Director, or Special Events Director explained the Pavilion's features. These shows included Bob Elson, Jack Eigen, Sig Sakowicz, and virtually every one of the local radio stations.



# DISTINGUISHED GUESTS



a U. N. Ambassador Adlai Stevenson and U. S. District Judge James B. Parsons congratulate each other on success of their native State's Pavilion at the Fair.

b A former President comes to pay respects to another former President. General and Mrs. Dwight Eisenhower make special visit to see "Mr. Lincoln." Escort is State Trooper Arthur Athmer.

c When Supreme Court Justice Arthur Goldberg stood silently to read the immortal Gettysburg Address in Lincoln's own handwriting, crowds gathered to share the dramatic moment.

d When Robert Lincoln Beckwith came from his home in Washington, D. C. to see the Audio-Animatronic presentation of his great grandfather, he declared it "inspiring." A special guest at Illinois Day ceremonies, he shared table at WGN Luncheon with his secretary Mrs. Margrate Fristoe and Mr. and Mrs. Cab Calloway. Mr. "Hi-de-ho" is a native Illinoisan.

e Admiring the famous Storey portrait in the Pavilion Library are the Hon. Ray Mc Neill of Jamaica and his wife and daughters. He is Minister of Home Affairs in the Jamaican Cabinet and made special pilgrimage to learn about his "favorite American." Protocol office of Fair chose Illinois for most foreign visitors.





## SURVEYS VERIFY AUDIENCE APPROVAL

NEW YORK WORLD'S FAIR (date) -- "Illinois should take **great pride** in its World's Fair presentation. The impact will be **remembered always.**"

"**Thrilling, impressive**; the words of Lincoln hold so true even for today's problems."

"I was taken completely by **surprise** that anything could be so **beautiful.**"

"Everyone should see this show because of its **patriotism** and definitions of **freedom and liberty**. Please **find a permanent home for it.**"

These quotations are typical of the opinions expressed by more than 1,550 anonymous guests polled recently after they had seen Walt Disney's "Great Moments with Mr. Lincoln." The show is featured in the Illinois Land of Lincoln pavilion at the New York World's Fair.

Five audiences in as many days were canvassed to provide a wide cross-section of visitors.

Summaries of the surveys, released today by pavilion officials, show that an overwhelming majority of guests were highly complimentary about the presentation. Some 85% **praised** it with such statements as "**very inspiring,**" "**educational and entertaining,**" "**realistic,**" and "**best at the Fair.**"

Only 3% of the respondents made any **negative comments**. Generally, those dealt with **waiting in line, a preference for different lighting effects** and a wish for the show to be of a longer duration.

Other complaints were aimed at the few members of the audiences who intruded on the dignified tone and atmosphere of the presentation by taking **flash photos**. All guests have been asked to refrain from taking pictures during the show.

The remaining 12% made either "**neutral**" comments, such as "**surprising**" and "**different,**" or did not answer that question.

Among other information revealed by the surveys was the fact that the presentation is attracting people from many parts of the world. **West Germany, England, Sweden, India** and 11 other foreign nations were represented, as were 39 states. **Seven percent** of the respondents were from Illinois.

In analyzing age categories, the pollsters found that 23% of the guests were **over 44 years** old, comprising the largest age group. The second category in number, 20%, were **between 35 and 44**.

Those **under age 14** composed 13% of the audiences, as did guests between the ages of **19 and 24**. Some 16% were **14 to 18 years** of age, and those between **25 and 34** made up 12% of those in attendance. Three percent did not respond.

"Great Moments with Mr. Lincoln" features an address delivered by Walt Disney's Abraham Lincoln figure. The speech is a composite of excerpts from five talks given by the 16th president.

Through the magic of Disney's "Audio-Animatronic" system of three-dimensional animation, the figure rises, stands and addresses from 50 to 55 audiences each day.



## CONCLUSIONS

From the foregoing materials it is perfectly clear that the Illinois "Land of Lincoln" Pavilion at the New York World's Fair was successful in the first season beyond the most optimistic predictions.

A few additional comparative statistics will dramatize this:

- . . . General Electric, one of the most satisfied industrial exhibitors, invested an estimated total of \$40 million, and computes their cost per visitor at approximately \$5.
  - . . . General Motors, with \$60 million invested, computes its per visitor capita cost at \$3.
  - . . . Illinois spent 30 cents per visitor.
- The record of states' participation in the World's Fair is less than spectacular:
- . . . The Texas Music Hall, with many millions involved, closed after less than six weeks operation.
  - . . . The Louisiana Pavilion never opened as a state endorsed exhibit, and was turned over to private operators under the Fair supervision by mid-season.
  - . . . The host state of New York operated a highly successful pavilion after increasing the scope of the project to a total of nearly \$14 million.
  - . . . Illinois, with \$1 million of State funds, was referred to as both the "show stealer" and the "bargain pavilion" of the Fair.



## COMMENDATIONS

The Illinois Commission on the New York World's Fair respectfully recommends that the Administration and Legislature support the request for necessary funds to exploit the reputation and recognition earned by the Illinois Pavilion in the 1964 season.

The immediate considerations are:

- . . . The timing of the release of new funds in order to prepare for the 1965 season opening April 21. Unfortunately, the Fair season does not coincide with the beginning of the State's biennium and, therefore, special steps must be taken to make the funds available no later than February 1965.
- . . . The total requested for 1965 reflects the experience gained in the first year and is the absolute minimum needed to accomplish the stated objectives within the Commission policies, particularly avoiding commercialization and the disastrous effects of admission charges to the Pavilion.

The Commission recommends no significant changes in the Pavilion format for 1965. From our surveys and from the advice of the Fair Corporation experts, Illinois would be ill-advised to tamper with a successful combination of shows and exhibits. The Walt Disney magic has again shown itself in the "Great Moments with Mr. Lincoln" presentation, and it can be demonstrated that repeat visitors are anxious to see and enjoy the same show. The only changes proposed include modification of the administrative facilities and the addition of identification signs and special landscaping for the exterior.

The Special Events and Community Events programs, which received so many fine comments from Illinoisans who participated, will be continued on the same basis.