

Illinois  
State Journal  
of 1/1/41  
(1/1/41 page  
under photo)

Feature Of World Fair Display

# Disney Stakes Reputation On Talking Lincoln Statue

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"I HAVE MORE at stake in this than any other of Disney's projects," he says. "I am in a desperate straits."

Disney, who has staked his reputation on the success of his animated feature, "Snow White and the Seven Dwarfs," is now staking his reputation on the success of his new production, "Great Moments With Mr. Lincoln."

"THE DRAMA and personal history of the theater were irreplaceable," he added.

Disney

state employees, is a production "more perfect than most actors' could have done. The production, "Great Moments With Mr. Lincoln" was illustrated through colored slides and a recorded stereophonic presentation of some famed Lincoln comments, accompanied by a musical background.

THE AUDIENCE loved it and responded with vigorous applause at the conclusion.

Disney's efforts also received a strong endorsement from Ralph Newman, World's Fair

Continued On Page 2, Column 2



**President Of World's Fair Learns About Lincoln**  
Robert Moses, left, a New York planner and builder who is serving as the president of the New York World's Fair, gets his questions about Abraham Lincoln's home answered by an authority, Ralph G. Newman, a Lincoln historian. Moses, one of the hon-ored guests at the Gettysburg Address Commemorative Luncheon held Tuesday at the Elks Club, toured Lincoln's home with the other banquet guests following the luncheon. (Staff Photo)

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FRONT PAGE



Walt Disney (standing) addresses state and city officials and representatives of the New York World's Fair during a Civic Luncheon Tuesday at the Elks Club sponsored by the Springfield Citizens Committee. From left to right are, Mrs. Otto Kerner, Robert Moses, president of the World's Fair; Gov. Otto

Kerner; Abe Roberts, chairman of the Springfield Citizens Committee; and Disney. Robert Moses (bottom left) discusses highlights of the world's fair with Gov. Otto Kerner after Moses' talk on Lincoln and the World Fair during the luncheon. — Staff Photos.



Nov. 20, 1963

8A

# Illinois' N. Y. Fair Theme on Lincoln

## Kerner Explains Idea at Gettysburg Centennial Luncheon in Springfield

By MARION R. LYNES

Chief of The Globe-Democrat Springfield, Ill., Bureau  
 SPRINGFIELD, ILL.—The central theme of Illinois' million dollar exhibit at the 1964-65 New York World's Fair will be the influence of a Lincoln heritage, Governor Otto Kerner explained here Tuesday.

He made the announcement at a Gettysburg address centennial luncheon sponsored by a Springfield Citizens committee. The luncheon marked the 100th anniversary of the Gettysburg address by Abraham Lincoln.

The original manuscript of the address owned by the state was on display at the luncheon and also will be one of the exhibits at the New York fair.

Ralph G. Newman of Chicago, chairman of the 17-member Illinois commission that will handle the exhibit, stated in a progress report that Illinois will be represented by "tasteful balance of historic, economic, recreational and entertainment features."

### WALT DISNEY

Special guests at the luncheon included Walt Disney of Glendale, Cal., who created the "Great Moments of Mr. Lincoln" which will be a feature of the Illinois exhibit and Robert Moses of New York, president of the New York World's Fair Corp.

In his report, Mr. Newman said the exhibit is being built of native brick of Danville, Ill., and will feature the Gettysburg Address manuscript, a new equestrian sculpture showing Lincoln as the horseback prairie lawyer, a totem pole said to be the first carved likeness of the Great Emancipator, and a collection of all known photographs of Mr. Lincoln.

A 500-seat theater will house a special events program where regular programs of general news interest would be presented.

### LINCOLN'S SPEECHES

One of the special attractions of the exhibit will be Walt Disney's "Great Moments of Mr. Lincoln." In this exhibit a life-like figure of Mr. Lincoln will talk, stand, sit, gesture and deliver portions of some of the civil war President's more important speeches.

Mr. Disney told the luncheon audience he had been working on the idea for more than 10 years. In an apparent reference to recent criticism from various newspapers in the state that the idea would demean Mr. Lincoln, Mr. Disney declared the presentation would be dignified and quite in spirit of the Great Emancipator.

The Illinois exhibit will also feature modern Illinois and stress the state's attraction to tourists as well as dramatize the state's leadership in industrial, agricultural and educational fields.

A replica of the Rutledge tavern at New Salem where Lincoln studied law by firelight will be in full operation as it is regularly now at the New Salem Park near Springfield.

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## Snow White and Lincoln

# Disney Exhibit Is Tops 26

By Ralph Johnson  
 Lindsay-Schaub Newspapers  
 Legislative Correspondent  
 Springfield

Illinoisans went to the state capital Tuesday to launch the Land of Lincoln pavilion at the 1964-65 New York World's Fair, but the show was stolen by a transplanted Illinois "sucker" named Walt Disney.

Disney, best known for his cartoons, adventure films, nature films and other attractions, has developed what will be the star attraction at the pavilion, an "auto-animatronic" show which presents the Abraham Lincoln in a three-dimensional life-size figure, speaking some of his most famous prose. Apparently in response to criticism of a Disney production of Lincoln, the showman told an overflow audience:

"I have more stake in this presentation than the state of Illinois. I'm not a carnival operator. I'm staking my reputation that this will be a dignified pro-

duction."

Disney said his studio has invested \$1 million to develop the animated figure of Lincoln. Using slides and a musical background, he presented a preview of the pavilion show, entitled "Great Moments With Mr. Lincoln."

Over the opposition of state business groups, the Illinois Legislature appropriated \$1 million to build the Illinois pavilion, a brick structure emphasizing sweeping curves and modern lines. Construction will be completed March 1 in New York.

Gov. Otto Kerner also referred to opposition to the exhibit by saying: "There are those who thought Illinois should not be represented at the New York fair. I felt by failing to take part we would admit lack of strength. I am happy we are making Lincoln our symbol for millions of visitors, including Europeans, who will visit the Pavilion."

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

WEDNESDAY, NOVEMBER 20, 1963

## TELL ILLINOIS N.Y. FAIR PLANS

### Lincoln to Be Theme of Exhibit

BY ROBERT HOWARD

[Chicago Tribune Press Service]

Springfield, Nov. 19 — Plans to emphasize an Abraham Lincoln theme in the Illinois exhibit at the New York World's fair in 1964-65 were disclosed here today.

Walt Disney, whose three-dimensional animated figure of Lincoln will be the main attraction, and Robert Moses, president of the fair, spoke at a meeting of the state legislative commission which is sponsoring the exhibit.

The occasion was the 100th anniversary of Lincoln's Gettysburg address.

A \$50,000 check from the Robert R. McCormick charitable trust, to pay for a permanent exhibit case for Illinois' original copy of the Gettysburg address and other historic documents, was presented to Ralph G. Newman, commission chairman.

#### Benefit to Millions

"The display of such a great historical document will benefit millions of people," said Gilbert G. Twiss, president of the Illinois State Historical society, after the presentation.

The Illinois copy of the address, one of five in existence, was on display at the luncheon meeting. The permanent exhibit case is to be used by the State Historical society after the New York fair closes.

Newman announced that WGN-TV will meet the costs of special events for the Illinois fair exhibit.

#### Attraction for State

Newman said a large number of fair visitors who see the Illinois exhibit will want to visit Illinois, where Lincoln lived and is buried, to learn more of the state's history and attractions. The legislature appropriated 1 million dollars for the exhibit.

Disney said he is staking his reputation that there will be a favorable reception of his Lincoln figure, which will arise from a chair, move around, and make a speech. The figure will be life-like, characteristic of the Civil war President, with

[Continued on page 2, col. 2]

Gilbert Twiss (left), president of Illinois State Historical society, with Ralph G. Newman at meeting in Springfield. Newman, chairman of Illinois commission in charge of this state's exhibit at New York fair next year, had been presented \$50,000 check from Robert R. McCormick charitable trust to pay cost of exhibiting Illinois' original copy of Lincoln's Gettysburg address and other manuscripts at the fair.

[Continued from first page]

articulation more nearly perfect than that of most actors, according to Disney.

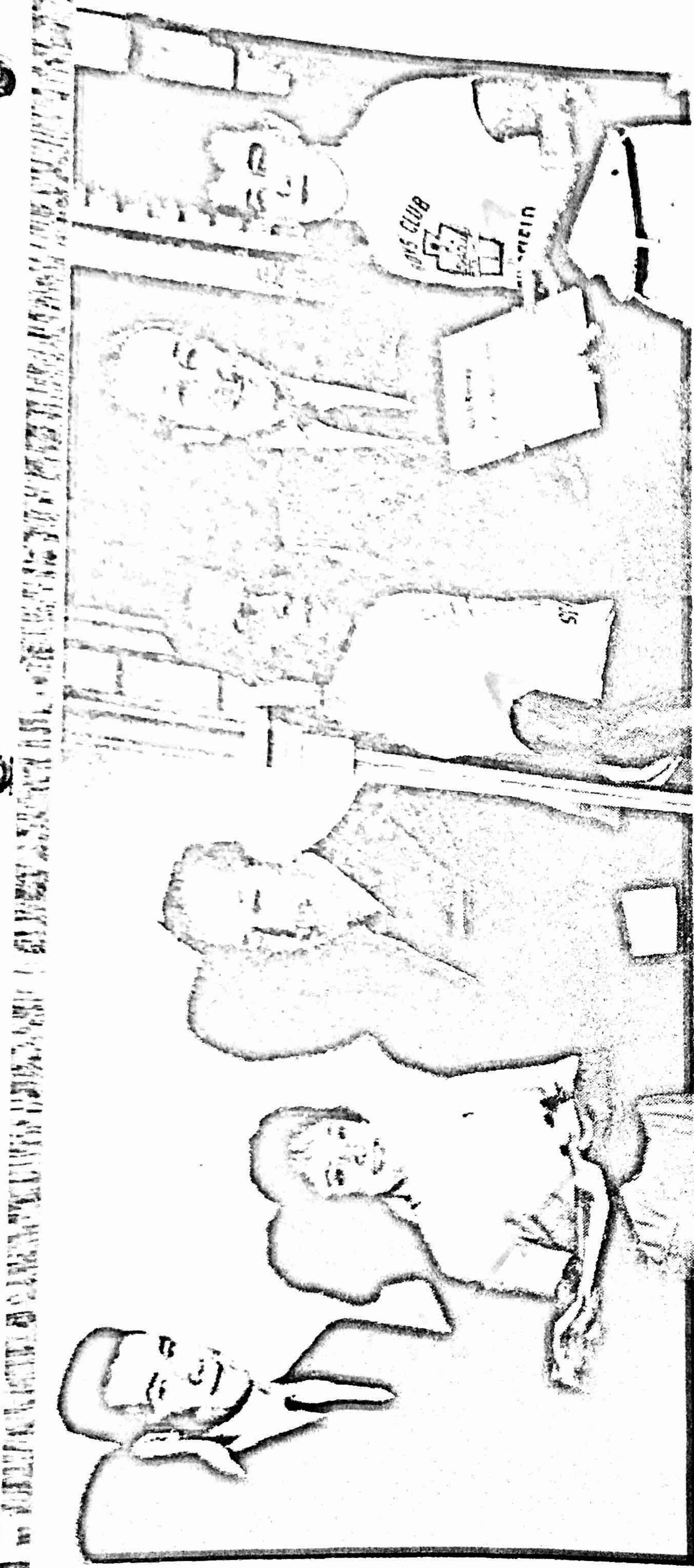
Reaction was generally favorable to a tape recording of the speech to be given by the Lincoln figure. The theme of the speech is the importance of liberty to all Americans, which can be destroyed not by foreign enemies but only by internal forces.

The speech closes by saying

that liberty should be the political religion of the nation.

Construction of the Illinois exhibit building is expected to be completed by March 1, 1964. The central part of the building will be a 500-seat theater on whose stage the Lincoln figure is to perform every 12 minutes.

The copy of the Gettysburg address will be displayed in a special room, and other exhibits will be designed to impress fair visitors with the importance and attractions of Illinois.



**Local Youths Present Disney With Hand Made Billfold, Honorary Membership**

A billfold, hand made especially for Walt Disney by the patients at St. Johns TB Sanatorium and a brochure "Calling All Artists" from the TB Association, are presented Tuesday to Disney by Penny Sutphin of Springfield High School and

Ron Perce of Glenwood High School. Both students are former TB patients. Walt Disney receives an honorary board membership in the Boys' Club of Springfield (right) from George Madden (left) and Phillip Foley, both members of the

club. A long and active worker in the Boys' Club field. Disney is a member of the national board of directors of the Boys' Clubs of America. The presentation was made Tuesday at Lincoln's Home.

**Illinois**

SECTION 2

**State**

WEDNESDAY, NOVEMBER 20, 1963

**Journal**

PAGE 15

# Civic Luncheon Marks Centennial Of Famous Speech

## 'Lincoln' Delivers

"Abraham Lincoln" spoke the Gettysburg Address to a crowd of over 600 people at the Elks Club today.

The occasion was a civic luncheon marking the 100th anniversary of that historic two-minute speech.

The Lincoln voice was a tape recording made especially for today's presentation.

The luncheon also was used to tell plans for the Illinois Pavilion at the New York World's Fair which opens next April 22. The pavilion will be known as the Land of Lincoln exhibit.

Walt Disney, whose Lincoln figure will be one of the principal features of the exhibit, and World's Fair President Robert Moses were special guests at

the luncheon.

Disney displayed at a morning press conference a series of slides and artwork he is using to set up his Lincoln presentation at the fair.

He is creating a lifelike Lincoln figure which walks and talks and has some of the same nervous mannerism as the famous President.

Employing an electronics system with multichannel electronic tape control, the Lincoln replica will pull its lapel, rub its nose and speak with lips in complete synchronization with the voice.

The voice may be criticized by some because it is not what they have been used to hearing in plays and movies, but many

# Gettysburg Address

Scholars are said to be pleased because the sound is so similar to that described by historians as belonging to Lincoln.

In addition to Disney and Moses, guests at today's luncheon and press conference included Gov. Otto Kerner and other state officials, and members of the Illinois Commission on the New York World's Fair, in Springfield until after the

headed by Lincoln historian Ralph G. Newman and Judge James B. Parsons, both of Chicago.

Also on hand was James Cassin, executive director of the Illinois pavilion.

Moses, whose plane was delayed by bad flying conditions in New York and did not arrive in Springfield until after the

press conference, told the luncheon audience:

"Lincoln at Gettysburg pondered the durability and fate of democracies and took increased devotion from the sacrifice of our soldiers for a great ideal. Like the prophets of old andaviour, he assumed vicariously some of the intolerable burdens of mankind. It was more a

prayer than a mere affirmation.

"We at the World's Fair salute you of Illinois for your initiative in sending to us Walt Disney's Lincoln, the astonishing animated figure of 'the prairie lawyer, master of us all.'

"You could have thought of nothing which so vividly epitomizes the spirit which informs (Continued on Page 4, Col. 1)

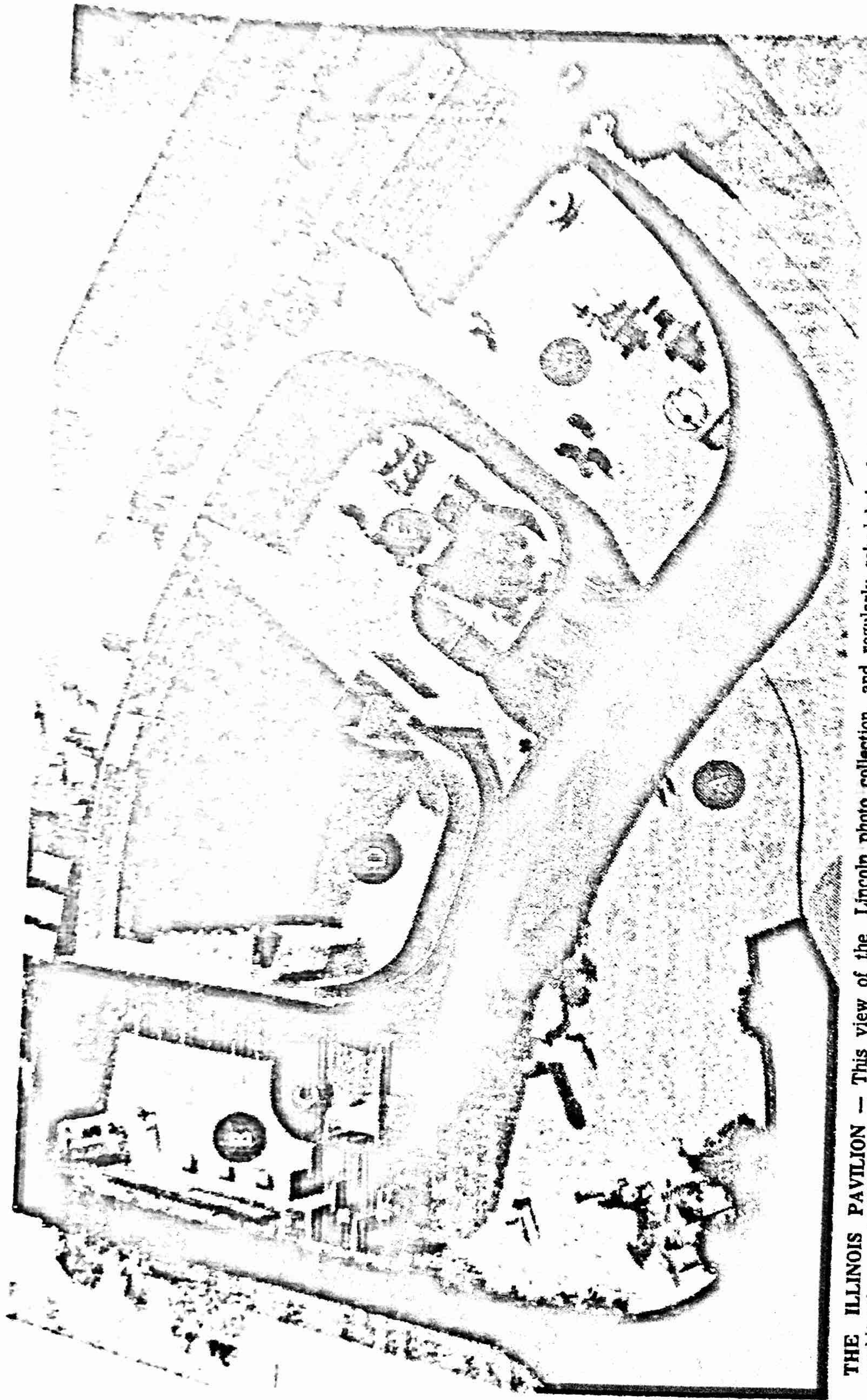
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FRONT PAGE

ILL. STATE REGISTER.

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*Moses and press conf.*



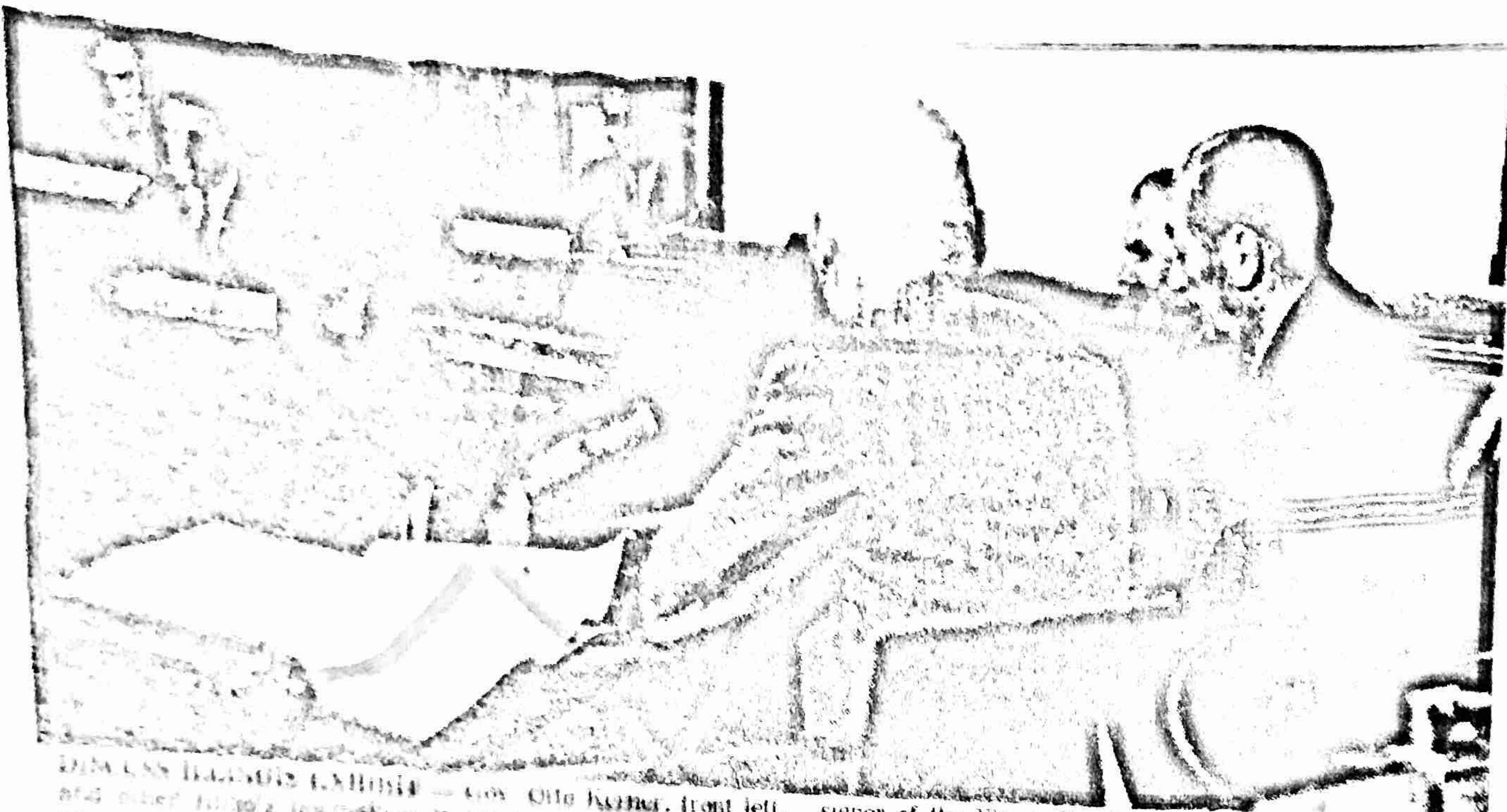
**THE ILLINOIS PAVILION** — This view of the architect's model of the Illinois Pavilion, with the roof removed, shows how a tour by a visitor to the New York World's Fair can be made: (T) The entrance courtyard, containing a monumental photo-portrait of Lincoln, a new equestrian statue of the young Illinois lawyer and a relief map of the state, watched over by the famous Borglum "shiny nose" head of Lincoln; (B) Lincoln Exhibit Hall, featuring a giant panorama projection story of Lincoln, displays of Lincoln artifacts, the complete

Lincoln photo collection, and regularly scheduled Lincoln exhibits from all over the world; (C) Gettysburg Address Alcove, enclosing the Illinois-owned original manuscript of the address, equipped with multi-lingual listening devices for the international audience; (D) the Lincoln Theater, where the "Great Moments With Mr. Lincoln," be available for use in the reading room (G) Special Illinois Exhibit Hall, with examples of Illinois leadership in the arts, sciences, commerce, education, and recreation; (F) Historical Reference Li-

brary, where important books and documents will be available for use in the reading room (g) Special Exhibits Courtyard, with specific displays of Illinois that best exemplify the state's advantages; (H) Tourism Center, which gives a sampling of the vacation pleasures in Illinois, and a restoration of the Rutledge Tavern from New Salem, which will be in full operation as it is at the State Park; (I) Special Exhibits Garden Area, where the visitor can rest at his leisure on one of the benches.







DISNEY TELLS HIS EXHIBIT — Gov. Otto Kerner, front left, and other Illinois lawmakers including Sen. Arthur Bidwell, President pro tempore of the Senate, second row, left, and Judge James H. Madson of Chicago, listen as visiting dignitaries, right, Walt Disney, with his back to the camera, exhibit designer of the Illinois Pavilion, and Walt Disney, center, tell of their respective functions in the setting up of the Illinois exhibit at the World's Fair. Seated next to Disney at the right is Lincoln historian Ralph G. Newman. (Staff Photo)

## 'I'm Staking My Reputation' On Lincoln Exhibit: Disney

"I've got more at stake in this than the State of Illinois," Walt Disney, who is designing a Lincoln figure for exhibit in the Illinois Pavilion at the New York World's Fair, told newsmen at a press conference today.

I'm staking my reputation

on this, I'm not a carnival operator; this will be a dignified presentation, Disney said.

He told how he had conceived the idea of telling the Lincoln story through a three-dimensional figure and had worked on it for years. He said thousands of hours of work and \$1 million of his own money had gone into the project.

Disney credited Robert Moses, president of the New York World's Fair, as being greatly responsible for the figure being on exhibit there. He said Moses saw the figure, which walks, talks and gestures, on a visit to the Disney studios in Burbank, Calif., and said it should go to the fair.

So, when Illinois decided on the Lincoln theme for its exhibit, the Disney production was a natural for inclusion there.

He said much research had gone into recreating the Lincoln voice as close as possible to what it was.

Disney is a native of Chicago, went to school there and received some of his early art training there. He said he learned about Lincoln in school and "learned reverence for him which has grown through the years."

Gov. Otto Kerner said: "Today is another red letter day in the history of Illinois, another spoke in the wheel of what we're trying to do here."

Referring to the state's plans for the World's Fair exhibit, he said, "There is no better place than in New York for visitors from abroad to learn of Illinois."

Ralph Newman, chairman of the World's Fair Commission, said the Illinois exhibit will present the past, present and future of the state. He said the exhibit will present an interpretation of the man (Abraham Lincoln) and of his hold on the lives of men. But "the Illinois story does not start or end with Lincoln," he added.

Bruce Graham of the architectural firm of Skidmore, Owings and Merrill, designers of the Illinois pavilion, said construction is on schedule and will be completed next March 1, well before the start of the fair.

Design consultant Will Burtin commented during showing of slides on the building's design that in drawing the plans they "desired to effect the power and dignity the occasion requires" in order to create the proper mood for persons touring the exhibit.

ILL. STATE  
REGISTER,

Nov. 20 - 1963

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## First Carload Shipped to New York

# State Pavilion at World's Fair Being Built with Danville Brick

The Illinois Pavilion at the New York World's Fair, 1964-65, is being built of brick made in Danville.

So far as is now known, says planner Ralph Newman, the exhibit will be the only structure of its kind at the fair. He said the building will include "graceful, flowing walls" with extensive use of curves to provide alcoves and good display areas.

Newman was named by Gov. Otto Kerner as chairman of the 17-man Illinois commission to plan and produce the Illinois exhibit.

The first railroad car of brick left Danville last week for New York, according to James Connolly, sales manager for Western Brick Co., a division of the Illinois Brick Co. in Chicago.

Connolly said the order calls for about a quarter of a million bricks, described as in the darkish-brown range with a rough texture.

Theme for the Illinois exhibit will be the tall top hat

of Abraham Lincoln, according to an announcement in Springfield today by Gov. Kerner.

The governor announced the theme at a Gettysburg Address Centennial luncheon in Springfield today, which marked the 100th anniversary of Lincoln's Gettysburg address.

In attendance were all of those who are playing a part in the production of the Illinois Pavilion.

The Lincoln exhibit areas of the Illinois Pavilion will feature a display of the Gettysburg Address manuscript and a collection of all known photographs of the 16th president.

Probably one of the most talked-about attractions at the fair will be the regular showing in the 500-seat Lincoln Theater of Walt Disney's special production in his newly-developed medium called "audio-animatronics." A 12-minute program, it is called "Great Moments with Mr. Lincoln" and will be seen by an estimated 25,000 visitors a day.

## Land of Lincoln Story Will Be Told At Nov. 19th Springfield Gathering

SPRINGFIELD, Ill. — The first chapter of the Land of Lincoln story, as it will be told at the Illinois pavilion of the New York World's Fair beginning next April, will be told Nov. 19 at a Gettysburg Address centennial luncheon in Springfield, presented by the Springfield Citizens Committee.

As a part of the 100th birthday observances, the world famous Illinois-owned original manuscript will be brought to the luncheon from its permanent home in the Illinois State Historical Library.

Walt Disney, whose WED Enterprises of Glendale, Calif., created the inspiring "Lincoln Show" which will highlight the Illinois exhibit, and Robert Moses, president of the New York World's Fair 1964-65 Corp., will be special guests.

when Lincoln spoke them more than a century ago.

Commission chairman Ralph Newman, internationally known Lincoln scholar and authority, and co-chairman James Parsons, judge of the U.S. District Court, both of Chicago, will also speak. Newman will give a progress report on the Illinois exhibit and Judge Parsons will speak on the Gettysburg Address as a "human document of today."

### Dignitaries to Attend

Gov. Otto Kerner, members of the Illinois Commission for the New York World's Fair, and other Illinois dignitaries will also attend.

Designed to tell the cultural, economic and recreational story of Illinois, the Land of Lincoln Pavilion will feature a Lincoln Library, a Lincoln Theater for special programs and events, an exact reproduction of the famed Rutledge Tavern as it now stands at New Salem State Park, and individual exhibits of Illinois industry, agriculture, education, recreation, and historical and tourist attractions.

At the luncheon, Walt Disney will tell some of the background of his tribute to Mr. Lincoln in "audio animatronics." His "Great Moments with Mr. Lincoln" will be a continuous feature at the Illinois Pavilion throughout the run of the fair.

### Described as Life-like

In it, the Lincoln figure talks, stands, sits and gestures in incredibly lifelike action. Included in the speeches are excerpts as appropriate today as

Star  
Rockford, Ill.

Nov 4 1963

# Disney Stakes Reputation On Statue of Abe for Fair

SPRINGFIELD, Ill. (UPI) — The figure was  
The man who created Disney built by a Disney corporation.  
Land and Mickey Mouse Dies Disney Tuesday answered  
day said he is "staking my criticism that the animated  
reputation" on the success of a figure might be "grotesque" or  
life-like Abraham Lincoln figure resemble a carnival side-show.  
that is to be the heart of the The famed Hollywood pro-  
Illinois exhibit at the New York duer said the Lincoln presenta-  
World's Fair. tion will appear to audience to

Wait Disney told a news con- be "as life-like as I am stand-  
ference here. "I have more at ing before you—perhaps more  
stake in this than the state of so

Illinois I am staking my repu- "He is going to speak to  
tation on this—my integrity. I you," Disney said. "His voice  
am not a carnival operator" is as close as we could get

Disney showed colored slides from actual descriptions of this  
and a sound presentation ex- great man. He will appear in  
planning and illustrating the a very dignified setting. While

planned Illinois exhibit He is seated in a chair before speak-  
producing a 15 minute presenta- ing he will drop his head in  
tion called "Great Moments thought, a characteristic Lin-

With Mr. Lincoln" which will coin action. When he is intro-  
be held in a 500-seat auditorium duced he will stand—putting his

at the \$1 million Illinois pavilion hands behind his back — as  
at the fair. though deep in thought."

In the production, a life-size, Disney said the figure even  
animated figure of Lincoln will will tap its fingers on its chair  
sit, stand, speak and gesture to while waiting to be introduced

Besides the "Great moments  
with Mr. Lincoln" program, the  
Illinois exhibit will house a  
manuscript of the Gettysburg  
Address and other Lincoln  
objects.

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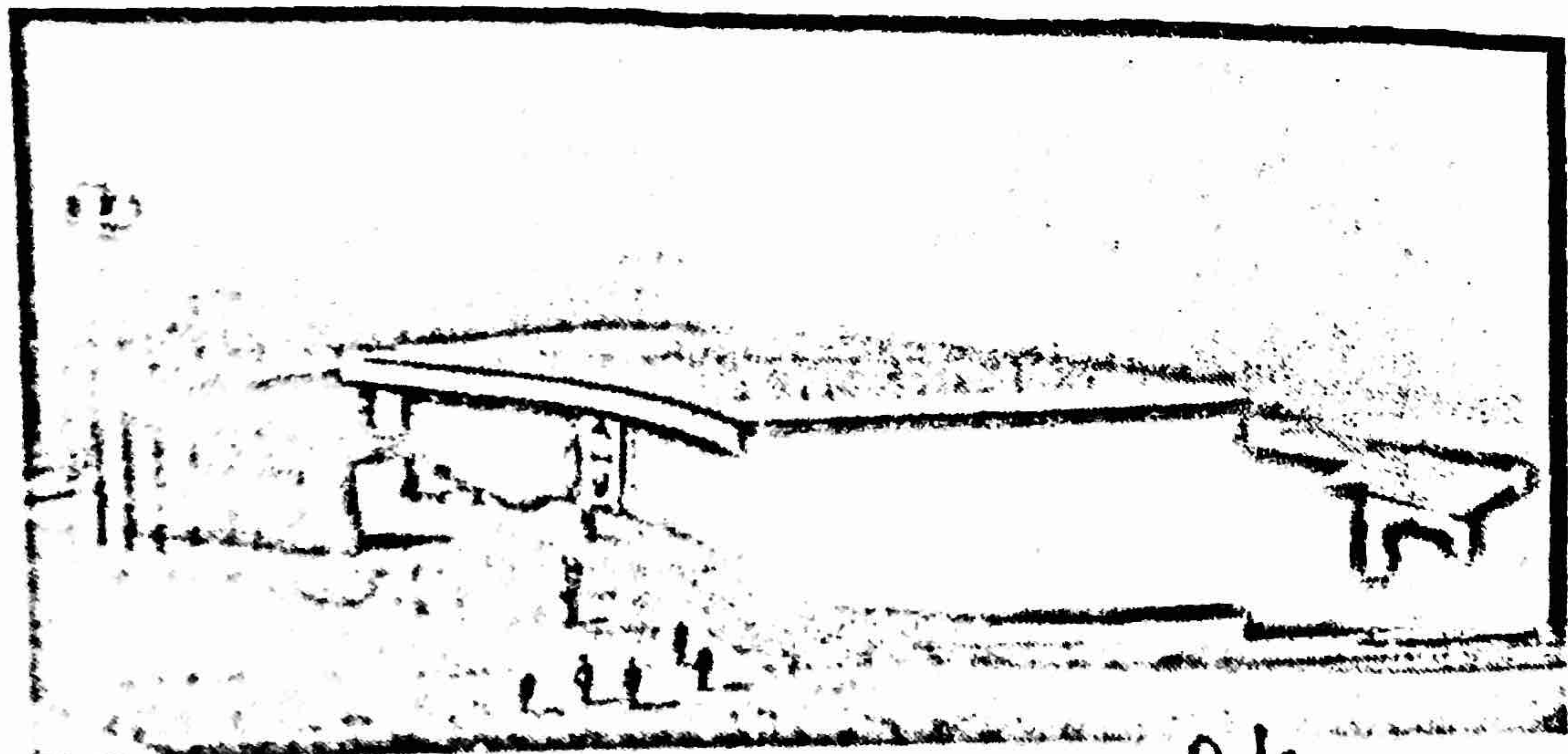
NOV 7

## Lincoln Exhibit Gets Big Boost

SPRINGFIELD, Ill.—A \$50,000  
gift to help pay the cost of ex-  
hibiting the Illinois original  
copy of Lincoln's Gettysburg  
address at the 1964 New York  
World's Fair has been received  
from the Robert R. McCormick  
charitable trust, State Historian  
Clyde Walton announced Satur-  
day.

MIDWEST NEWSCLIP, INC.  
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Journal-Standard  
Freeport, Ill.  
Evening Circ. 17,381



ILLINOIS PAVILION at the New York 1964 World's Fair was described at a news conference Tuesday as a setting for a new animated figure of Abraham Lincoln. This model illustrates the planned pavilion. — AP Photo.

NOV 6 1963