

January 22, 1965

Mr. James E. Armstrong, Publisher
ILLINOIS STATE JOURNAL and
ILLINOIS STATE REGISTER
313 S. Sixth Street
Springfield, Illinois

Dear Mr. Armstrong:

Virginia Marmaduke has informed me of your conversation regarding a possible editorial on the accomplishments of the Illinois Pavilion at the World's Fair. It is my understanding that Virginia promised we would supply you with suitable facts and figures.

Although I may be "too close" to the subject, I will be presumptuous enough to list the items that I consider most significant. I must point out that when we use superlatives, I am comparing our statistics with the known statistics released by the other exhibitors or printed in accounts of the World's Fair.

1. DOLLAR FOR DOLLAR ILLINOIS GOT MORE FOR ITS MONEY THAN ANY OTHER EXHIBITOR - Our per-visitor cost is less than any other pavilion's -- less than 30 cents per visitor versus up to \$5 per visitor in the cases of the major industrial pavilions. (Our definition of visitor, incidentally, is one that has spent time touring the building, not simply passing by. The length of an average visit to the Illinois Pavilion was thirty minutes.)
2. THE ILLINOIS LAND OF LINCOLN PAVILION HAS RECEIVED RECOGNITION FROM ALL QUARTERS: For architecture and design (one of the six selected by Architecture and Engineering News), for contribution to the understanding of the American way of life (Freedoms Foundation), for entertainment (Time and Holiday magazines), and for hospitality (by the many, many letters congratulating us on the hosts and hostesses representing our state.)
3. WE KNOW OF NO OTHER PROJECT THAT REACHED AS MANY PROSPECTIVE VISITORS AND LEFT SUCH A FAVORABLE IMPRESSION OF OUR STATE - The pay-off, as far as the state's tourism promotion efforts, was the more than 100,000 families that registered for further specific information about areas of the state, the more than one million travel brochures that were distributed, and the almost 10,000 people who were interested enough in visiting Illinois to ask for highway maps to plan their trip.

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4. AS A RESULT OF THE WORLD'S FAIR PROJECT, ILLINOIS WILL BE THE ONLY STATE WITH VISITOR PROMOTIONS ON BOTH THE EAST AND WEST COASTS OF THE U.S. IN 1965 - The most exciting recent development is the opportunity to have an Illinois information booth at Disneyland in connection with the Lincoln show to be permanently located at the California park. This bonus gives us another entirely untapped audience of potential visitors.

Please let us know if you would prefer going more deeply into one of the aspects of the Pavilion that I have outlined above. We can provide supporting materials to develop any of the points into a complete story. I have asked Virginia to stay in touch with you in Springfield.

Best regards,

James A. Cassin
Executive Director

JAC:imr

cc: Miss V. L. Marmaduke