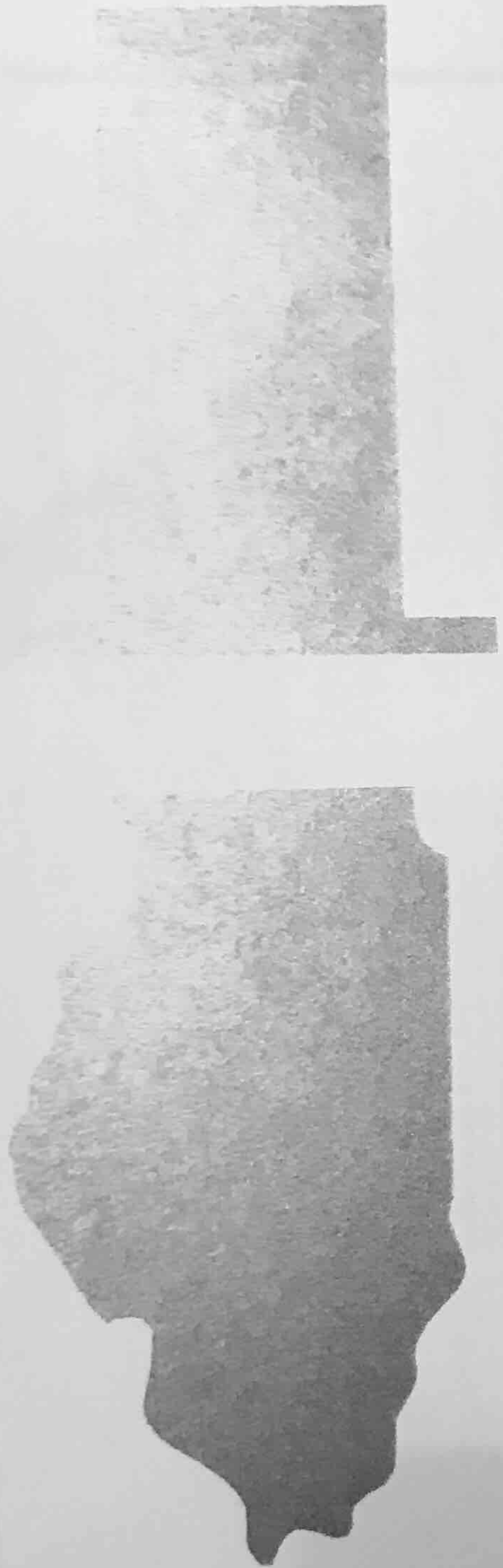


ILLINOIS
"LAND OF LINCOLN"
PAVILION
1964-1965

**THE
FINAL REPORT
TO THE
GOVERNOR,
MEMBERS OF THE
74th
GENERAL ASSEMBLY,
MEMBERS OF THE
ADVISORY
COMMITTEE**

*submitted by the
Illinois Commission
on the
New York World's Fair
1964-1965*

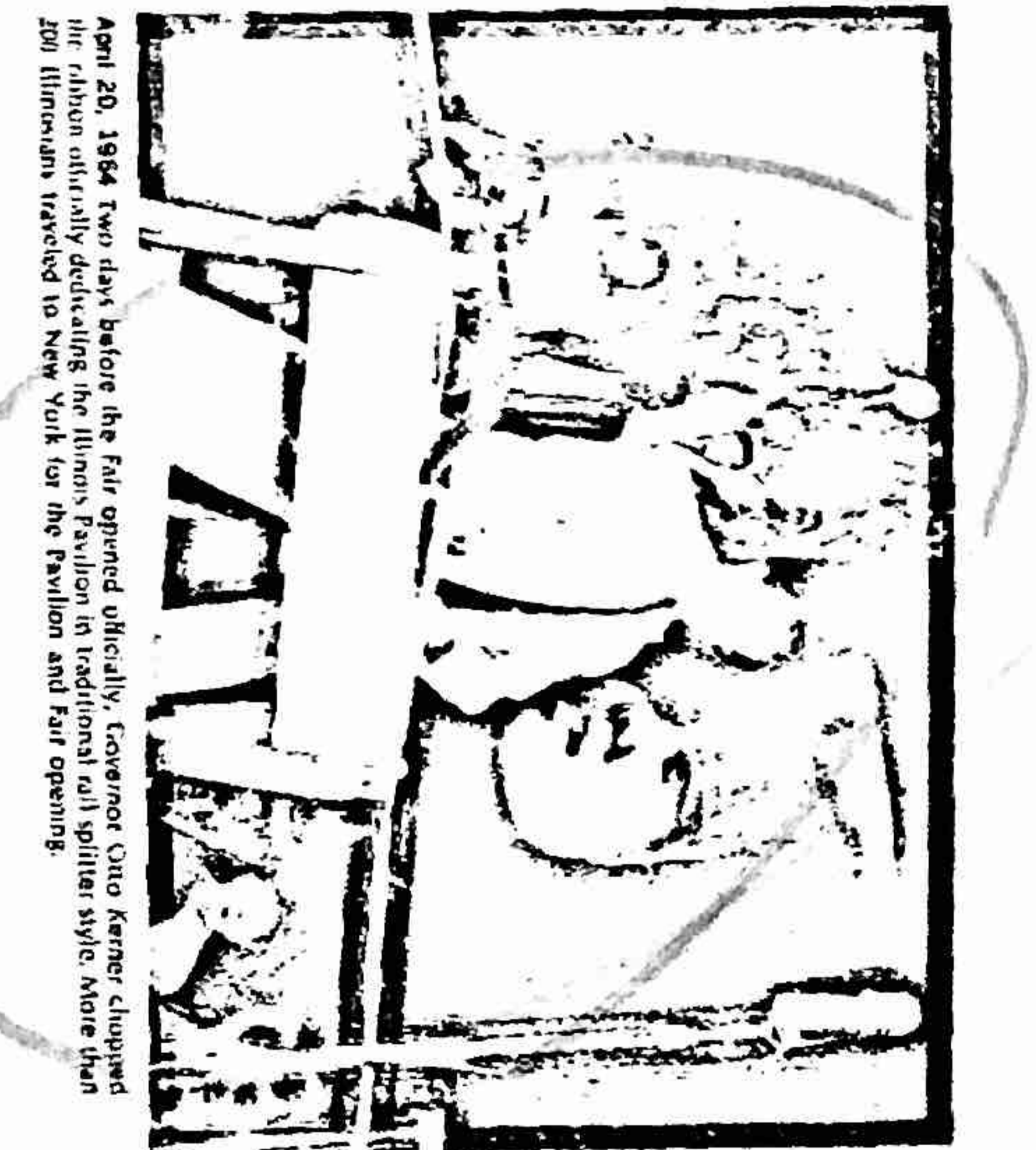
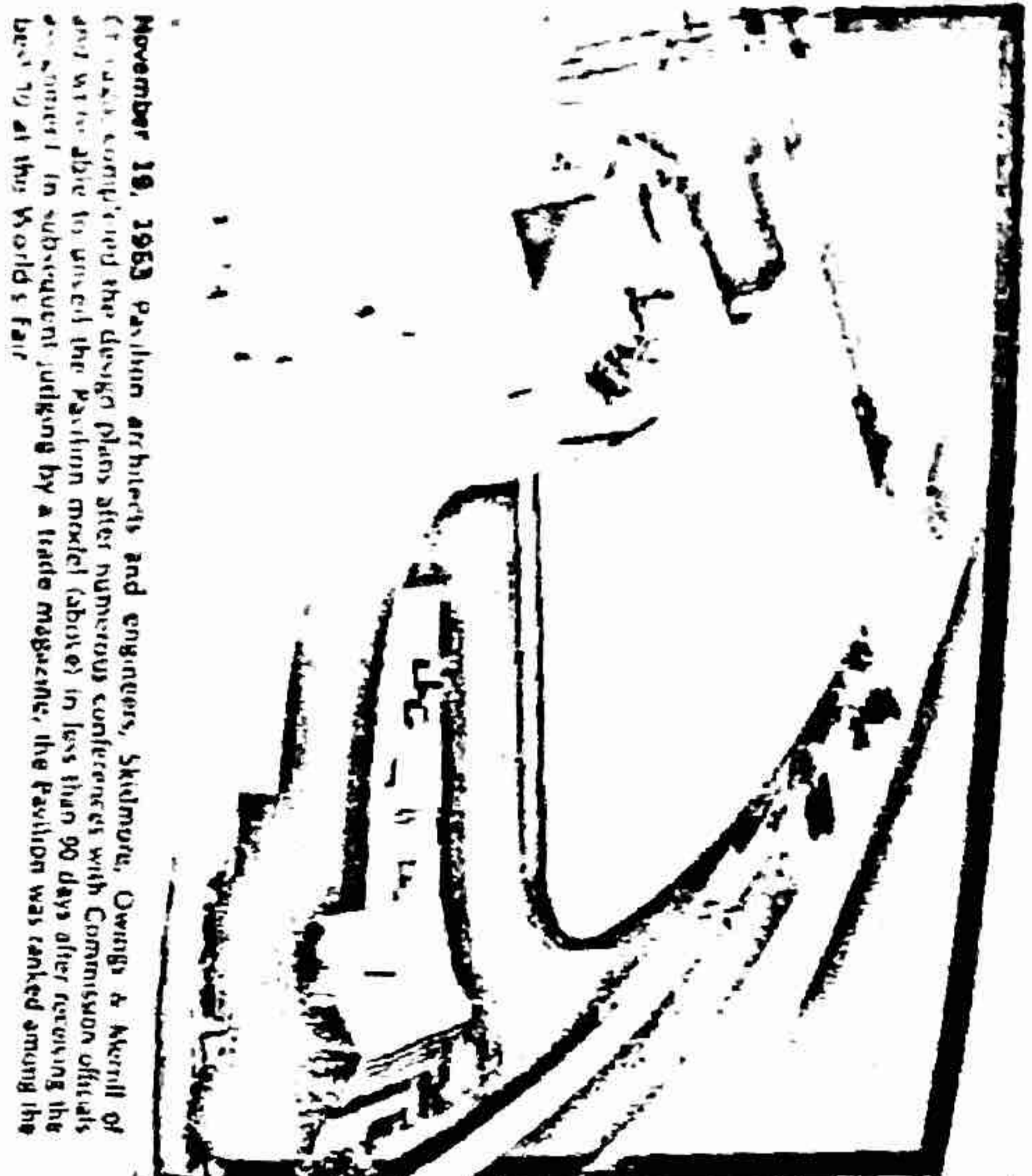
JUNE 1966



NYWOF 64

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Mar 1966



ILLINOIS GOES TO THE NEW YORK WORLD'S FAIR . . . COMES HOME A WINNER!

The Illinois Pavilion, designed by the Illinois Land of Lincoln Show, Inc., and built in 1965, was the only state pavilion where there was no bar and no restaurant concession.

talked about Illinois exhibit. There were no charges of any kind. In addition, Illinois was the only state pavilion where there was no bar and no restaurant concession.

man that I have ever witnessed". Abraham Lincoln's own great-grandson felt the same way. When Robert Lincoln Beckwith came from his home in Washington, D. C. to see the lifelike figure of his illustrious ancestor, he said he was "thrilled and gratified."

be "one of the most significant events" of the entire Fair. With Gov. Otto Kerner as official host, some 2000 special friends of the late Illinois Governor and U. S. Ambassador to the U. S. gathered to hear Ambassador Arthur Goldberg in his first public address as the United States Representative at the United Nations. Joining to pay mutual respects to the late Illinoisan were Representatives of the United Nations, scientists, historians, and many close and personal friends of Stevenson.

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Boys and Girls "Sell" Illinois with Smiles
Incredibly, these great crowds were handled solely by the regular Park Staff of Illinois boys and girls and Troopers of the Illinois State Highway Police. So that as many Illinoisans as possible would get the opportunity to represent their state at the New York World's Fair, the individual hosts and hostesses and the State Troopers served on a rotating basis—six-week and 30-day shifts respectively. It proved to be a wise and winning pattern. It meant a continuing, enthusiastic and joyful staff each group trying to outdo the records left by its predecessor. Letters commending on the gracious hospitality extended by its hosting staff poured into the Illinois Pavilion from every state and many foreign countries. Many wrote direct to Gov. Otto Kerner to offer formal congratulations on his state's exhibit.

Notables Make Special Visits
Celebrities visiting the Fair made the Illinois Pavilion a "must" stop on their fairground itineraries. The Protocol Department of the Fair Corporation paid Illinois its highest compliment by including it on almost every schedule of visiting dignitaries. The VIP's included leaders from nearly every country in the world, industrial tycoons from nearly every American industry, and "famous faces" from throughout the entertainment world. Among these were Princess Grace of Monaco, who explained about Lincoln in French to her eight-year-old daughter Caroline; Mayor Willy Brandt of Berlin, who stood in reverence before the manuscript of the Gettysburg Address; President and Mrs. Dwight Eisenhower, who each wrote individual thank-you notes after their visit; Lynda and Lucie Johnson, who were escorted by respective boyfriends and secret service guards; and Jack Benny, who quipped that he "remembered Lincoln well" from their common early days in Illinois.

"Bargain" Pavilion
The lowest budgeted exhibit to achieve a place in the official "Top Ten" of the entire Fairgrounds, Illinois was able to attract the greatest exhibits of entertaining and handling of guests. With nearly 250 individual pavilions competing for attention of the public, Illinois drew approximately 13 1/2% of the total fair attendance. Major industrial exhibitors invested tens of millions of dollars each in their pavilions. Per visitor cost in other major exhibits normally exceeded \$1.50, and in several instances approached \$3.00 per visitor. Illinois, with a total cost of \$1,657,000 (state funds), was able to build, operate and handle its guests for approximately \$25 (twenty-five cents) per visitor.

As a result of the Illinois Pavilion, the Illinois Land of Lincoln Show, Inc., and the Illinois Pavilion, Inc., were able to secure the rights to the Illinois Pavilion for the New York World's Fair.

"Mr. Lincoln" Beloved by All
Probably the most gratifying to all concerned were the hundreds of letters praising the inspiring presentation of Wall Disney's "Great Moments With Mr. Lincoln". When it was first announced, in late 1963, that the Illinois Pavilion had housed Disney's newly developed Audio Animatronic figure of Abraham Lincoln, there were some critics. Some were hearing the rumor that it might detract from the great man it sought to honor. But those who saw and heard the inspiring and wonderful presentation were won away from their doubts. A parade judge from an eastern state wrote: "It is the most inspiring presentation of great words from a great

Illinois Hosts Distinguished Gatherings
Four special Illinois Days, a series of 13 special speakers in the Special Events Program, and 29 "days" for individual Illinois towns and cities made the Illinois Pavilion one of the most active spots on the fairground. Probably the greatest assemblage of dignitaries during the entire two years of the fair came when a Memorial Tribute to Adlai E. Stevenson was held in the Pavilion's Lincoln Theater, followed by a luncheon in the United States Pavilion. Fair President Robert Moses declared it to

Prestige and Fame
At the close of the two-year New York World's Fair, it was conceded that Illinois had achieved singular and enviable success and prestige. Letters of thanks for inter-pavilion cooperation was received from all of the major pavilions.

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In view of the widespread financial problems of other exhibitors—and of the Fair Corporation itself—Illinois proved the old proverbial adage that no matter the investment, if you enter something good, it will succeed.

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FINANCIAL STATEMENT OF PAVILION PROPERTIES

FINANCIAL STATEMENT

The following is a summary of the financial statement of the Pavilion Properties for the period from August 1, 1963, to October 31, 1965. The total amount of the appropriation for the period is \$1,000,000.00. The total amount of the expenditures for the period is \$1,000,000.00. The total amount of the fund balances at the end of the period is \$1,000,000.00.

ACKNOWLEDGEMENTS

- 1. The Honorable Robert Anderson, Advertising Manager, for making available the records of the Advertising Bureau.
- 2. The Honorable Robert Anderson, Advertising Manager, for providing a copy of the records of the Advertising Bureau.
- 3. The Honorable Robert Anderson, Advertising Manager, for providing a copy of the records of the Advertising Bureau.
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December 28, 1965

The Honorable Louis P. Roberts,
 Acting General
 State of Illinois, Department of Audits
 Springfield, Illinois

In our opinion, subject to the adjustments by the Auditor General, the financial statement of the State of Illinois, Department of Audits, for the period from August 1, 1963, to October 31, 1965, is true and correct in all material respects. The adjustments are as follows: (1) The amount of the appropriation for the period is \$1,000,000.00. (2) The amount of the expenditures for the period is \$1,000,000.00. (3) The amount of the fund balances at the end of the period is \$1,000,000.00.

STATE OF ILLINOIS
 ILLINOIS COMMISSION—NEW YORK WORLD'S FAIR
 BALANCE SHEET—OCTOBER 31, 1965

ASSETS		State Fund	Other
		Appropriation	
Cash		\$ 17,294.07	\$ 21,319.74
Balance in State Appropriation (sanitary—accounts payable)			
Accounts receivable			14,214.79
Contingencies			455.00
Miscellaneous			9,349.21
State of Illinois			11,147.18
Liability included in accounts payable of State Appropriation Fund			
Furniture and equipment		\$20,540.16	\$26,785.82
		\$ 17,294.07	\$ 53,431.70
			1,098.58
			17,850.25
			20,644.21
			11,147.18
			\$26,785.82
			\$50,741.82

STATE OF ILLINOIS
 ILLINOIS COMMISSION—NEW YORK WORLD'S FAIR
 STATEMENT OF APPROPRIATIONS AND EXPENDITURES
 FOR THE PERIOD AUGUST 1, 1963 TO OCTOBER 31, 1965

Appropriation	Expenditures	Total	Initial Supplemental
			1963 1965
August 1, 1963—October 31, 1964	\$76,954.34	\$76,954.34	\$76,954.34
November 1, 1964—October 31, 1965	\$53,516.93	\$23,012.14	\$6,371,444.79
Accounts payable, October 31, 1965	\$1,649,210.74	\$99,046.44	\$44,275.96
		\$1,748,157.12	\$8,776.14
		\$ 8,276.14	\$ 8,276.14
Reconciliation to operating expenses		\$1,649,210.74	
Total expenditures as above		\$1,649,210.74	
Less—Expenditures paid for other fund		\$1,649,210.74	
Operating expenses		\$ 86,965.94	
Applicable to follow-up per OIA		1,362,971.92	
Fifteen months ended October 31, 1964		\$1,649,210.74	
Twelve months ended October 31, 1965		\$1,649,210.74	

NOTE: Copy of original financial statement with independent audit report is available in the Office of the Auditor General, State of Illinois.