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Mr. Warren Scaman
Match Corporation of America
2433 W. 49th Place
Chicago, Illinois 60632

March 9, 1964

Dear Mr. Scaman:

I have the correspondence relating to your interest in providing match books for the Illinois Pavilion at the New York World's Fair.

The subject of corollary promotion and advertising of all sorts has been considered for some time by the officers of the Illinois Commission. A rather general policy has been established, that the funds appropriated for the Illinois exhibit at the New York World's Fair would not be made available for other types of promotion, such as, advertising in the various media, mailing campaigns to promote attendance, and, in fact, includes the use of match books or other handouts. No doubt you will appreciate the problem of creating and operating an exhibit at the World's Fair with the very high costs for every phase of our work.

The Commission is further concerned that any handouts, whether they are miniature bars of soap, or match books, or anything else, have to be in a quantity that would soon add up to a considerable investment. According to present estimates the attendance at the Illinois Pavilion should exceed seven million persons for the two year run of the Fair.

For the reasons cited above I am sorry to have to inform you that there is at this time no hope for the use of match books in the World's Fair program for Illinois. Thank you for your willingness to be of assistance. If our plans change in any way, you will certainly hear from me.

Sincerely yours,

JAC:ler
cc: Senator E. S. Keirstein
Messrs. Gene Graves
W. E. Chamberlain
R. C. Newman

James A. Cassin
Executive Director