

July 27, 1964

Mr. Richard Hodgson  
R. R. Donnelley & Sons Company  
223 South Parkway  
Chicago, Illinois

Dear Dick:

It will not be a surprise to you that the Illinois Pavilion has a very heavy attendance of special guests and V.I.P.'s. As already discussed, we have been giving the ranking visitors mementos of their visit including your Gettysburg Address Manuscript facsimile.

As of today, we have given out the entire supply of approximately 75 (3 packages of 25 each). Our ground rules for distribution have been to offer the facsimile portfolio, along with the John Morrell collection of paintings, to those who are important enough to receive specially escorted tours ending in our library or in my office. Included in that category are Ambassador Stevenson, at least four state Governors, Justice Goldberg and our state's top ranking officials. Virginia Marmaduke, Dick d'Anjou and I are the only ones that are authorized to distribute mementos.

We would very much like to continue this practice. If you agree that it is good for R. R. Donnelley (and we do credit you in every instance) we would like to have additional handouts. The best estimate I can give you is that we can use two or three a day (or up to one hundred a month) and still be strict about the distribution.

While we never issued a press release about the facsimile as we once discussed, I can still assure you that you are getting fine public relations especially with the display panel in the manuscript room. If you would like to reopen the issue of press release, I suggest that you send Miss Virginia Marmaduke the background information or contact her directly to work out details.

Thank you again for your cooperation.

Best regards,

James A. Cassin  
Executive Director

JAC:man

c.c. Miss Virginia Marmaduke

The Lakeside Press  
R·R·DONNELLEY & SONS COMPANY

CORPORATE HEADQUARTERS

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August 3, 1964

Mr. James A. Cassin  
Executive Director  
Illinois Commission  
New York World's Fair  
Flushing, New York

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Dear Jim:

I was glad to have your report of July 27 on the use you have been making of the Gettysburg Address Portfolios. If our records are correct you should still have another package since we originally sent out a total of 100 for your use.

Unfortunately, our supply of the "Donnelley version" of the portfolio is very limited. Therefore, we will be unable to supply you with any additional copies of this version.

As it stands now, however, we have an over supply of the "World's Fair" version. Since you have not reordered any, I'm assuming they are not moving particularly well through your concessions at the Fair. If this is the case, I would suggest that you use the simpler version for your V.I.P. presentations. (As a matter of fact, the simpler portfolio is much more practical than the rather complicated one we use for our own promotion. There is a definite advantage to having both the sheets and the booklet in pockets so they can be easily removed for inspection and reinserted.)

I'm sincerely sorry, Jim, that I am unable to fulfill your request for additional copies of the fancier portfolio. Our own demand is so great that we are having to turn down about ten requests for every one we fulfill. Incidentally, I'm enclosing a copy of the card we use when we have to say "no."

I'm indeed sorry that we were unable to get together on my last trip to New York. At the present time it doesn't look like I'll have a chance to get back to the Fair until late September or early October. In the meantime, I would be interested in knowing what response you are getting to the Gettysburg Address portfolios in the concessions.

Best regards,

Richard S. Hodgson, Manager  
Advertising & Sales Promotion

RSH/cg