

August 12, 1964

Mr. Clyde C. Walton
Historical Library
Centennial Building
Springfield, Illinois

Dear Clyde:

Bernard Gimbel is one of the World's Fair Corporation directors and like Mr. Moses, thinks very highly of our state's exhibit. He asked Mr. David Arons, his sales manager, to look into the possibility of some between season Gimbel's stores promotion based on the World's Fair, including Illinois.

In my discussion with Mr. Arons, we got around to talking about your history mobile being representative of the Illinois Lincoln exhibits.

Let me ask you the following questions:

1. Can the history mobile travel out of the state for this sort of department store tie-in?
2. Would you be able to adapt the history mobile so that it would relate to the Illinois Pavilion?
3. Is the early 1965 schedule for the history mobile filled at this time?
4. What costs, if any, are passed on to the community hosting the history mobile?

If the use of the history mobile is impossible, do you have any other thoughts I could pass on to Gimbel's, so we could take advantage of their kind offer?

Best regards.

Sincerely,

cc: Mr. David Arons

Bcc:P.S. I envy you your fishing trip. If this reaches you on your return you should be ready for anything.

To answer your questions, the Troopers will be available for the moving of the manuscripts. They will be on duty through the end of October. I have reason to think that we will not have to work after midnight and I will have a final ruling shortly.

Regards,

JAC/ak

September 9, 1964

Mr. David Arons
Sales Promotion Manager
Cisbel Brothers
Philadelphia, Pennsylvania

Dear Mr. Arons:

The Illinois State Historian, Dr. Clyde C. Walton, has forwarded me the background material on their Historymobile. You will recall that we suggested that the mobile exhibit may be the most appropriate form of exhibition concerning the Illinois "Land of Lincoln" Pavilion.

Dr. Walton informs me that the Historymobile is not scheduled next February, and he would be willing to make it available for Cisbel's use as part of the World's Fair between-seasons promotion.

The usual terms for use of the Historymobile would apply to your stores. First of all, the actual cost of driving the vehicle from Springfield to Philadelphia, i.e., the gas, oil, tolls, etc. would have to be borne by your company. Secondly, the per diem costs of the driver/lecturer would have to be paid by Cisbel, or the sponsoring community. Finally, if the State Historian or other representatives of the State, Historical Society, or Pavilion must be involved in activities, such as a reception or luncheon meeting, their travel costs must also be borne by others. The problem here is that there are no State appropriated funds for the expenses in connection with bringing the Historymobile to a community.

The enclosed materials give you a good idea of the characteristics and features of the mobile exhibit. Please feel free to contact me or Dr. Walton if you need any further information to consider this tie-in promotion.

Sincerely yours,

James A. Cassin
Executive Director

JAC:irr

Enc.

cc: Dr. Clyde C. Walton

ORR
PHILADELPHIA
BURGH
WAUKEE

Gimbel Brothers

PHILADELPHIA 5, PA.
WALNUT 2-3300

EXECUTIVE
OFFICES

September 10, 1964

Dear Mr. Cassin:

May I recall to you the correspondence we had previous to the opening of the World's Fair, when we asked you to join us at a preview in January of 1964.

It may interest you to know that it was most successfully launched with a visit by Mr. Moses, who was a guest of our City Mayor and was attended by leaders of our business and cultural institutions.

Now that the first year of the Fair is about over, it occurred to us that you may be planning to extend the message of your exhibit in whole or in part between now and next year or after the Fair is over in 1965. Your investment in time, ingenuity and funds are on such a great scale that it was our impression that the message you are telling at the World's Fair is worthy of being retold in various areas of the country. Perhaps you are considering showing your exhibit totally or partially so that the people who have seen your exhibit at Flushing Meadows may see it again and of course to more millions of others who have not or cannot see it.

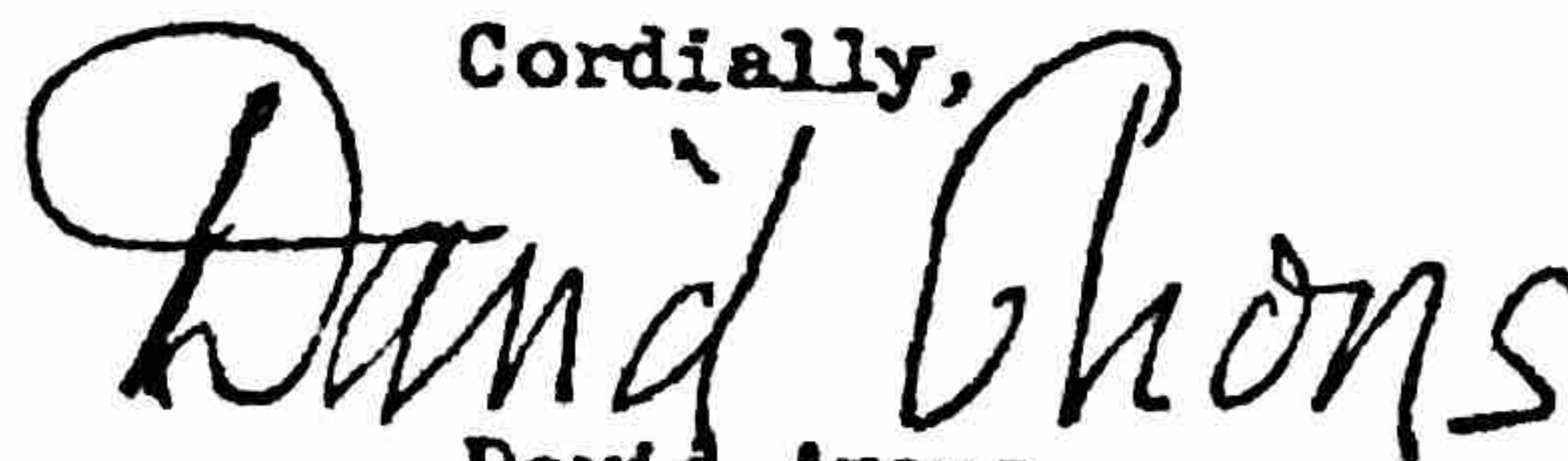
We at Gimbels are willing to place our facilities at your disposal. As you undoubtedly know we dominate the Philadelphia area with five hugh stores with a total floor area of one and a half million square feet, in a market of over four million population.

Your exhibit or significant parts of it could be used in our auditoriums, windows, selling floor displays or exterior displays depending upon the nature of your plans. It will be supported by advertising, Public Relations, publicity, direct mail to our charge customers, radio and television.

We feel that the World's Fair has done an outstanding job in showing many wonderful ideas to our charge customers and we believe between now and next year as well as after the Fair, your exhibit will continue to attract wide attention.

If you do have such plans for your exhibit, we would be delighted to hear from you and work with you promptly to develop a mutually satisfactory program.

Cordially,



David Arons

Sales Promotion Director

DA:anc

NEW YORK
PHILADELPHIA
PITTSBURGH
MILWAUKEE

Gimbel Brothers

PHILADELPHIA 5, PA.
WALNUT 2-3300

EXECUTIVE
OFFICES

September 16, 1964

Mr. James A. Cassin
Executive Director
Illinois Commission
New York World's Fair
Flushing, New York 11380

Dear Mr. Cassin:

Your letter of September 9th addressed to our Mr. David Arons was forwarded to my attention and since this falls into my responsibility, I will be the person that you will be working with and having all future contacts.


First of all, I do want to thank you for informing us that your Historymobile is not scheduled for next February and that it could be available for Gimbels' use in Philadelphia. I have read your letter and fact sheet and we would like to have this Historymobile shown in our Gimbel stores on the conditions that were stated in your letter.

We have four suburban stores and I feel that this exhibit would be ideal for them as they have huge parking lots and I could devote more than adequate space for this exhibit.

I would like to have this exhibit timed around Lincoln's birthday. If it is available for the week of February 8th, I would like to have it scheduled for us at Gimbels-Philadelphia. I would like to have it for about two days in each of our stores, which would bring it to approximately February 16th.

In each of our stores, you would have no problem with the arrangements as there is 220 volts as well as 10,000 watts of electricity. I know that most of our dealings will be done by correspondence, but if by chance either you or one of your staff should be in the Philadelphia area, I would be more than delighted to discuss this in more detail.

Sincerely,


Christian I. Mattie, Jr.
Director of Special Events

CM:ph

The Lincoln Story

Abraham Lincoln's dramatic life story is told authentically but simply in a new exhibit in the Robert R. McCormick Historymobile of the Illinois State Historical Society which will be at (city) from date to date .

This exhibit tells its story with photographs, maps, mementos, official documents, original Lincoln letters and facsimile copies of other papers arranged in the 18 display cases of the museum on wheels. The material for the exhibit is from the collections of the Illinois State Historical Library.

The displays present a chronological account of the Emancipator's life from his birthplace in Kentucky to his burial in Oak Ridge Cemetery, Springfield.

A feature of the first case, which tells of Lincoln's family in Kentucky, is a color photograph of a portrait of his mother, Nancy Hanks Lincoln, painted by Lloyd Ostendorf, Ohio artist and authority on Lincoln pictures.

The second case, which is devoted to Lincoln's childhood in Indiana, has pages from his school exercise book with examples of his earliest known handwriting.

Exhibits in the largest number of cases are about the longest part of his life, which was spent in Illinois-- first near Decatur and then at New Salem and Springfield. The New Salem display includes a certificate Lincoln wrote in 1832 for a soldier who served in his company in the Black Hawk War, a poll book he signed the same year as an election clerk, his earliest known letter, which he wrote on July 1, 1834 as the village postmaster, and a survey he made in 1836.

The Springfield period is portrayed by displays devoted to the Lincolns' family home life, to Lincoln as a legislator, circuit-riding lawyer, and Congressman; and to his debates with Stephen A. Douglas, his election as President, and his farewell to his neighbors.

In the cases containing mementos from the Lincoln home are the original doorplate, a piece of the original wallpaper, a plate, candle snuffer, a billfold, and a hat owned by Lincoln, a vanity which belonged to Mrs. Lincoln, and letters written by two of the Lincoln boys, Tad and Willie.

The stories of Lincoln's years as President, the Civil War, and the assassination are told briefly by the displays in three cases. In addition to a playbill from Ford's Theatre for the night of the assassination, these cases contain the silver nameplate from the original Lincoln coffin

and a piece of the dress worn by actress Laura Keane and stained by Lincoln's blood on the fatal night.

The final case in the exhibit contains a picture-story of the funeral train and the burial in Oak Ridge Cemetery. Included are photographs taken in eight of the cities where the train stopped. Along with these are an American flag, crepe, and other decorations that were used when the body lay in state in several of these cities.

INSTRUCTIONS FOR SCHOOLS AND OTHER EXHIBITIONS OF THE HISTORYSMOBILE

I Preparations for the Historymobile.

1. A firm, dry, level parking space at least 50 feet long and 20 feet wide is required.
2. If possible, a 220 volt, single phase electrical supply should be furnished. The Historymobile has a 50 foot extension cable with alligator clamps.
3. A power line supplying 10,000 watts of electricity will be required.
4. Only qualified electricians will be permitted to connect the unit to a power supply.
5. In the event no electrical current is available or accessible, the unit will operate on its portable generator.

II Exhibitions other than schools.

1. The above preparations regarding electrical connections and parking will be made.
2. Adults or children may enter singly or in groups.
3. Admission is free to all.

III School Exhibitions.

Previous introduction for students. If possible, teachers should brief students on the subject in order that they have a general understanding of the exhibit, a bibliography can be obtained from the Historical Library if requested.

IV Procedures to be followed for exhibition.

1. Admission should be by group with no more than 30 senior high or 35 lower grade pupils admitted at any one time.
2. Time allotted in the vehicle should be at least 15 minutes per group. Thus approximately 120-140 pupils can be handled each hour if necessary. More time may be spent if the number of pupils to be accommodated is small, or if sufficient knowledge and maturity by the pupils warrant it.

3. After all of the students have entered the bus, the driver-lecturer will give an introduction to the exhibit and answer questions as the students examine the display.

4. If possible, the next group should be waiting at the entrance door in order that it may enter as the preceding group leaves. This will help make maximum use of the time available and will prevent loitering.

5. Students below the 4th and 5th grade level as a group do not derive much benefit from the exhibits. Therefore it is suggested that they individually view the display after school hours or with their parents in the evening. The Historymobile will be open for a short period following the closing of school. This is to permit pupils to study the display at length and allow those who were unable to visit to do so at that time.

6. The driver-lecturer is to be permitted the equivalent of one class room period for his luncheon. Arrangements for this will be made by him with the proper authority at the beginning of his visit.

V Comments regarding the exhibition.

Any comments, criticisms, recommendations or suggestions will be welcomed by our staff. We would particularly like to have statements made by the students and teachers in any class-room discussion.

VI Because of the value of the exhibit and the vehicle, police should be notified of the exhibition and arrangements made for protection during the night. Arrangements need not be elaborate but periodic checks should be made.

Please direct inquiries and correspondence to the Illinois State Historical Library, Centennial Building, Springfield, Illinois.