

WEP

RECEIVED OCT 30 1964

29 October 1964

Dear Walt:

I am sorry that I could not meet you at the Fair over the closing weekend. However, Jim Cassin has kept me informed of his discussions with you and Jack Sayres.

It is unfortunate that there was an apparent communications breakdown regarding your plans to open a second Lincoln show at Disneyland. If we had only been given some advance notice before the press release went out, we could have "prepared" our state press and broadcasters for the announcement. As of this writing, the Springfield papers have run the story, and we expect further interest after the elections.

I need not explain to you how feelings in Illinois about "Great Moments with Mr Lincoln" have gone from negative, to uncommitted, to fanatically loyal. Because of the strong emotions about the project, the prospect of another Lincoln presentation in Disneyland arouses another round of negative reactions, such as:

1. No indication was given of the possibility of a second Lincoln during the period of the World's Fair. It was always assumed that the completion of the one Lincoln would be a major task.

2. Illinois no longer has a completely unique attraction at the World's Fair.

3. Two Lincolns bring up the question of good taste and dignity -- and the question "Where else will Lincoln crop up?"

4. Our critics have, in the past, claimed that the Illinois Pavilion is first, a tourist promotion for Disneyland and, secondly, for Illinois. This is a development that will give them the opportunity to reiterate this charge.

5. State appropriated money was used to perfect the audio-animatronic Lincoln figure -- the criticism in this instance is that it did, in effect, contribute to another Disneyland development.

Of course we - your organization and mine -- can refute each point of the objections. I am afraid our answers will go unheard unless we reverse the entire view of the Disneyland show and present it as another Illinois tie-in.

You can help us salvage our position with the Legislature and our request for a supplementary appropriation for 1965 by permitting our Division of Tourism to operate a small booth at Disneyland offering Illinois travel information and literature to those who see "Great Moments" there. We would bear the cost of building and staffing the booth with a 1965 budget of \$20,000.

This would have the excellent effect (and, indeed, it would be true) of demonstrating to the Legislature that Illinois had been granted a fine additional opportunity to promote the Land of Lincoln at Disneyland, and that the least we could do was to completely cooperate with your plans for a Lincoln presentation on the West Coast.

5. Illinois no longer has a completely unique attraction at the World's Fair.

order for us to save the project for 1965, we should be able to announce the Illinois "Land of Lincoln" booth at Disneyland before the Budgetary Commission hearings scheduled for mid-November.

I realize how many pressures are on you from your many projects, and I don't want to add to your problems. But I know that you understand my particular position, and I would appreciate having your thoughts on this matter at your earliest convenience.

Sincerely,

Ralph G. Newman

Mr Walt Disney  
500 South Buena Vista Street  
Burbank, California

RGN:flw

cc: Mr Jack Sayres  
Mr James Cassin

COPY

October 23, 346-2449

November 9, 1964

Mr. Robert Jackson  
WED Enterprises, Inc.  
800 Sonora Avenue  
Glendale 1, California

Dear Bob:

I suppose you are in the middle of the slight furor caused by the announcement of Walt's plans to open the second Lincoln show at Disneyland next year. All of us were distressed (and hurt) that in this instance we were not kept informed of the plans and tipped off before the press release went out. I am sure this was not of your doing because we have kept up a remarkable long distance liaison throughout the project. In any case, we are hopeful of salvaging our position here in Illinois and we are now awaiting Walt's reply to our request, which will turn the Disneyland show into an asset for Illinois.

Incidentally, the Saturday Evening Post's use of photos of the Lincoln figure was also unfortunate. - I would love to have any background you have on how they obtained and used the photography. It would help in answering our local friends. If that came so that segments of them may be included in

The enclosed copy of a memo from the World's Fair is the basic reason for my letter. We would like to let the Fair use an excerpt from the "Great Moments" tape in their "Sounds of the Fair" series.

As you know, parts of the show have already been used by us in working with civic groups and service clubs around the State. Furthermore, New York area broadcasters have recorded the show "live" in the theater for their Fair programs. (Tex McCrary comes to mind in particular.)

I do not think there is a good reason to withhold permission to use the soundtrack, but I want to double-check with you. Please let me know as soon as possible how we can proceed.

Best regards,

Sincerely,

*James A. Cassin*  
James A. Cassin  
Executive Director

JAC:imr  
Enc.

cc: Messrs. Ralph Newman and Dick d'Anjou

Executive  
Programs & Promotion  
Press Building

*As I have a little  
copying soon re: the  
asset for WED.*

*Al*

WESTERN UNION TELEGRAM

W.F.

1964 OCT. 14 PM 2: 36

RALPH NEWMAN, CHAIRMAN, ILLINOIS WORLD'S FAIR COMMISSION  
18 EAST CHESTNUT STREET, CHICAGO

THE FOLLOWING TELEGRAM WAS SENT TODAY:

THE HONORABLE OTTO KERNER, GOVERNOR OF THE STATE OF ILLINOIS  
THE CAPITOL, SPRINGFIELD, ILLINOIS

WE ARE RELIABLY INFORMED THAT WALT DISNEY IS PLANNING TO REFURBISH THE ANIMATED LINCOLN IN THE ILLINOIS PAVILION AT THE FAIR AND RETURN IT IN TIME FOR THE OPENING OF THE 1965 SEASON, AND AT THE SAME TIME TO CREATE A SECOND ANIMATED LINCOLN FIGURE, MORE OR LESS A REPLICA OF THE ONE AT THE FAIR, TO BE EXHIBITED AT DISNEYLAND NEXT SUMMER AS PART OF THE TENTH ANNIVERSARY CELEBRATION OF DISNEYLAND. THIS PRESENTS BOTH A LEGAL AND AN ETHICAL PROBLEM. NO DOUBT YOU WILL WISH TO EXAMINE BOTH AS WE SHALL. WE ARE NOT SURE THAT A SECOND LINCOLN AT DISNEYLAND WILL NECESSARILY HURT THE ILLINOIS PAVILION AND THE FAIR BUT THIS CERTAINLY REQUIRES CONSIDERATION.

ROBERT MOSES, PRESIDENT  
NEW YORK WORLD'S FAIR 1964-1965 CORP.

USED

September 20, 1964

Mr. Walt Disney  
500 S. Buena Vista St.  
Burbank, California

Dear Walt:

After receiving a copy of Bob Moses' letter to you, I want to repeat my thoughts on any changes in "Great Moments with Mr. Lincoln".

First of all, we must leave the creative judgements to you. If the show can be improved with more gestures, we know you will do everything technically possible. We have no interest in interfering with the "Disney magic".

You have heard our policy on the Gettysburg Address. The Illinois Pavilion has devoted a manuscript gallery to the Address, including multilingual recordings. We give appropriate attention to that great and familiar classic of American history. The use of the composite speech in "Great Moments" heightens the dramatic effect and serves to give millions of our guests a new insight into Lincoln's leadership.

We heartily agree with your concept of the show as it now is- it should not become another tribute to the Gettysburg Address.

Best personal regards,

Ralph G. Newman

COPY



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INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK  
WORLD'S FAIR, N. Y. 11380 • AREA CODE 212-WF 4-1964 • CABLE WORLDSFAIR

September 16, 1964

WFD

Mr. Walt Disney  
500 South Buena Vista Avenue  
Burbank, California

Dear Walt:

General Potter tells me that he is meeting with some of your people next Tuesday to discuss Lincoln for next year.

As you know, this is one of the greatest and most highly regarded shows at the Fair and the attendance has surely proven its attraction to people of all levels of life. I don't think it requires major changes for next year, but the presentation could be made more impressive if additional action in the hands and arms could be added. I am told you have considered having Lincoln raise his arms and grasp his lapels and am hopeful you can add this particularly well-known gesture. In my opinion, the addition would at least double the shows present impact. I believe the talk should be confined to the Gettysburg Address, not any more. This would be most dramatic and memorable. No woven together excerpts from other speeches.

This I would like to discuss with you.

Cordially,

/S/ ROBERT NOSES

President

CC; Mr. Ralph Newman

JAE

RECEIVED 12 9 1964

WALT DISNEY

August 21, 1964

Dear Ralph -

This is in reply to your August 11th letter asking for some ammunition to present to the Legislature regarding the second year of the Fair.

I am having WED Enterprises, the company which owns the Lincoln figure, prepare a detailed breakdown of the various costs incurred, which will include the work done on the pre-show (which comes to around \$72,000 plus), the Lincoln figure itself and the show (which runs \$800,000 plus) and our cost of operating and maintaining it for the years 1964-65 and 1965-66, including the re-hab, which is \$365,000. All this roughly totals over \$1,250,000.

The breakdown will show you where the money was spent and also give a little data on what we have to do on reworking the figure and how we will take care of it through the winter. It will give you a pretty clear picture of what went into the show.

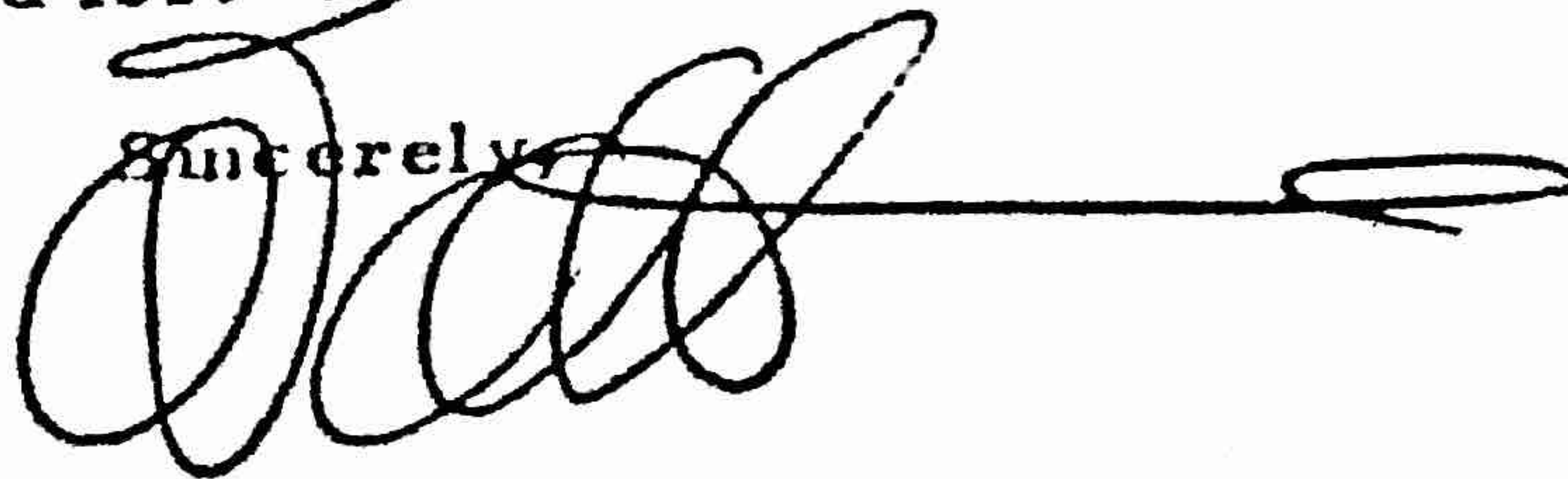
In answer to some of your other questions - such as the business of Lincoln delivering other speeches. I think we will have to forget that and be content with what we have. We are in deep enough now costwise. Frankly, I am in over my head. As a matter of fact, as the old saying goes "I am losing my shirt".

We can't do anything about Lincoln himself now. We will have to wait until the Fair is closed in October. We'll have a new figure and a new head ready for the opening of the 65-66 year, but to do anything now would mean closing down the exhibit, which we would not want to do.

Considering the circumstances and the things we went through to get this show on the road I feel our audience polls have been good.

You will be hearing directly from Bill Cottrell, President of WED, with the detailed report you asked for. In the meantime, all my best.

Sincerely,



Mr. Ralph Newman  
18 E. Chestnut Street  
Chicago, Illinois 60611

WD:tw



WED ENTERPRISES, INC.

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97-45 QUEENS BLVD. • FOREST HILLS 74 • NEW YORK • IL 9-1300

RECEIVED

August 25, 1964



**JED**  
*Engineering*

MC  
Mr. Ralph Newman  
18 East Chestnut Street  
Chicago, Illinois 60611

Dear Mr. Newman:

This letter is in reply to your request to Mr. Walt Disney for detailed information regarding schedules, costs, etc., of the show "Great Moments With Mr. Lincoln" at the Illinois Pavilion at the New York World's Fair.

Regarding this matter, I am enclosing the following data:

1. Schedule of WED costs to Design, Manufacture and Install the Show for the Illinois Pavilion.
2. Operation and Maintenance estimates for the two years at the New York World's Fair.
3. Detail of Pre-Show costs.
4. Preliminary Winter Rehab check list.

As of this date, we are in a better position to see where we stand in the cost of producing and operating this show. One of the most excessive costs is the electrical. Our present billings from the World's Fair Maintenance Company for electrical run from \$12,000 to \$13,000 per month. Our own personnel, the Disney supervisors of this highly sophisticated equipment, the replacement parts, tapes, etc. are averaging \$7,000 per month.

At the end of the 1964 season, Mr. Lincoln will be returned to WED Enterprises for rehab, which will include electronic and mechanical repairs and improvements, new wardrobe and makeup.

Mr. Ralph Newman

-2-

August 25, 1964

Detailed schedules are being prepared for the winter shutdown in all equipment, sets, props, security requirements, etc. The attached preliminary check list will indicate the scope of this work. We would appreciate receiving your schedule of winter shutdown so that we can co-ordinate certain activities.

Please feel free to check with us regarding any further information.

My kindest regards,

WED ENTERPRISES, INC.



William H. D. Cottrell  
President

WHDC:cb  
Encls.