



3421-33 WEST 48th PLACE • CHICAGO 32, ILLINOIS
PHONE Virginia 7-2244 • Cable Address "MATCHCORP"

WARREN E. SCAMAN
Director Special Contracts
Phone: Virginia 7-2244

RESIDENCE
6543 34th Street, Berwyn, Illinois
Phone: Pioneer 9-2519

July 3, 1963.

RECEIVED
JUL 8 1963
THE GOVERNOR'S OFFICE

State of Illinois
Gentlemen:

I understand you will exhibit at the New York World's Fair in 1964-65 - and if you plan to use advertising match books, I'd like very much to show you what we can do.

Our main plant is in Chicago; we make a fine match and our prices are competitive.

I can envision two types of programs -- one a match book that you would pass out at the exhibit itself - and a second one, which we could distribute thruout the state of Illinois (or thruout the U.S. if you wish) playing up the features of our state. We could put millions of the latter into circulation.

We have been licensed by the New York World's Fair committee to produce match books with the World's Fair emblem.

I will be very glad to come to Springfield to discuss this with you - or perhaps you have someone in Chicago you want me to talk to.

May I hear from you please?

Sincerely
Warren Scaman
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MATCH CORPORATION OF AMERICA

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Dear Sam:

We have been licensed by the New York World's Fair to produce matchbooks with the official Fair emblem...and the word is that the State of Illinois who will exhibit there, may be interested in using matches.

I wrote Gov. Kerner's secretary today and sent along a letter that I asked him to refer to the proper dept....so as to get it out of the general nois scene.

The Governor and I were kids together back in Lawndale, and he knows me and what I do, but I can't bother him with something like this.

Can you make some inquiries around to see what goes on - and what we can do to get the business for us? Maybe the package will even be bought here in town.

I envision two types of matches - one that would outline the many fine features of the State which would be passed out at the booth in New York by the State of Illinois ...

... and two .. we could distribute millions of matches thruout the state (as we do for Sportsmans Park) telling about the State and reminding users to see our exhibit at the New York World's Fair in 1964-65.

This could be a big one...for both of us.

Please check and let me know what you learn, Sam.

Regards

Warren Scaman