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NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
WORLD'S FAIR, N. Y. 11380 • AREA CODE 212-WF 4-1964 • CABLE WORLDSFAIR

ROBERT MOSES
PRESIDENT

WILLIAM E. POTTER
EXECUTIVE VICE PRESIDENT

December 28, 1964

CONFIDENTIAL

RECORDED 12 31 1964

TO: STATE EXHIBIT MANAGERS
FROM: M. R. PENDER
SUBJECT: 1965 SEASON

The Fair Corporation is considering extending
the 1965 season to November 14, 1965. Would your State have
any objection to this extended exposure for your Pavilion?


M. R. Pender
Director of State Exhibits

MRP:jfm

114 DAYS TO OPENING DAY, April 21, 1965

January 1, 1965

Mr. M. R. Pender
Director of State Exhibits
New York World's Fair Corporation
Flushing, New York 11380

Dear Mike:

Your confidential memo reached this office just two days after my visitations in Springfield which determined the financial limitations of the Commission for 1965. The Governor's office, the Department of Finance, and the leaders of the Legislature have all agreed to a final appropriation total.

Let me assure you that we have a lean budget that could not be stretched out for the additional four weeks of operating costs. Furthermore, it would be impossible to go through the necessary channels for a second time to adjust the total upwards.

I have consulted with Commission Chairman Newman and Secretary Graves representing our Executive Committee, and I have been directed to inform you that Illinois could not extend the operation of its Pavilion. We also want to register a protest if we incur additional housekeeping, security, and administrative costs because the Fair is kept open in spite of our closing on the original date of October 17.

Since our decision is based solely on finances, we did not even consider the theoretical advantages of more exposure. It seems debatable whether attendance would hold up into the fall to justify a longer period. We would appreciate further background on the proposal and the results of your survey memo.

Best wishes for the New Year.

Sincerely yours,

James A. Cassin
Executive Director

JAC:imr
cc: Messrs. R. G. Newman
Gene Graves
bcc: Mr. James Beisman

" Dick & Angie