

UNISPHERE



PEACE THROUGH
UNDERSTANDING

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NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE-AREA CODE 212-WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES
PRESIDENT

WILLIAM E. POTTER
EXECUTIVE VICE PRESIDENT

January 28, 1963

JAN 29 1963

Mr. Victor de Grazia
Executive Director
Board of Economic Development
State of Illinois
160 North LaSalle Street
Chicago, Illinois

Dear Vic:

I have seen the results of Red Motley's campaign in Illinois and I can well understand your concern with the problems of raising funds for the exhibit.

I think you are familiar with the New Jersey plan where professional men were hired to raise the \$1/2 million which was industries contribution. Of particular interest is the Governor's call on Presidents of the more important proposed contributors. It is my understanding that none of these refused his personal request. It is also my understanding that they are going to raise over \$1/2 million.

I was in Georgia last week. They are proposing a somewhat similar plan, but are bringing in individuals right down to the teenage level giving a small but beautifully designed lapel pin to each contributor. They are going after and will get \$1 million. They will probably ask the major organizations, such as the Junior Chamber of Commerce, the American Legion, Veterans of Foreign War, etc., to co-sponsor and handle part of the drive.

Mr. Victor de Grazia
Executive Director

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January 28, 1963

It is my understanding that the state of Washington, which is just putting in its bill, is going to ask the state's industry to share the major cost.

Vic, you can't tell me that this can't be done with a state with a wide complex of industry such as is the situation in Illinois, and you are the boy to do it.

I will be in St. Louis from the 3rd of February to the 5th. I would be glad to come over to see you if it can be arranged.

Cordially,



W. E. Potter
Executive Vice President



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ROBERT MOSES
 PRESIDENT

April 1, 1963

THE STATE OF ILLINOIS
 AND THE
NEW YORK WORLD'S FAIR 1964 - 1965

The New York World's Fair will be held on a 648 acre site in New York City's Flushing Meadow Park during the summers of 1964 and 1965. It will be a once-in-a-lifetime opportunity to exhibit the assets of your State.

The leading industries of our country, at least 45 foreign nations, and over thirty of our states will erect pavilions on the Fairgrounds. Congress recently appropriated \$17 million for the Federal Exhibit.

Whereas space in the Industrial Area costs a total of \$8 per square foot for the two seasons, and foreign countries are paying \$3 per square foot, space in the Federal and States Area is rent free. Illinois has already reserved a 55,540 sq. ft. plot.

Many of the states which have reserved space are well along with their planning. Legislation has been passed by several setting up World's Fair Commissions and appropriating funds for the exhibit. Additional funds are coming from industrial contributions and, in some cases, revenue-producing features of the exhibits. In some instances, local industry is considering erecting the building as their contribution.

In order to develop an exhibit for the Fair, a certain time element is involved. The following time schedule has been evolved for the program:

Selection of Architect	Immediately
Design of Pavilion	3 months
Raising of Funds	concurrent
Development of Exhibit	concurrent
Approvals & Advertising	1 month
Construction	6 months
Exhibit Installation	<u>2 months</u>
	12 months

367 DAYS TO OPENING DAY

The State of Illinois and the
New York World's Fair 1964-1965

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April 1, 1963

This schedule can be compressed in particular instances where construction is not complicated and where a preliminary concept is already known but, in general, planning and development will take 12 months. In that the Fair opens its gates to the public on April 23, 1964, an immediate decision is imperative.

Certainly the State of Illinois has numerous features which are worthy of exposure to the Fair's 70 million visitors, and the rest of the world, through the vast coverage of Fair exhibits; through the millions of official World's Fair Guides published by Time, Inc.; and through repeated stories and pictures in the press, magazines, radio and new worldwide television. Such features of Illinois life and culture include:

Industrial Opportunities
Tourist Attractions
Local Entertainment
State History
Lincolnia
Heritage and Future

We recommend that a World's Fair Committee be appointed, and report prepared to show concept, proposed budget and method of operation. These recommendations should be given statewide exposure to develop support for the project. The Fair Corporation is available to provide whatever assistance necessary to assure participation in the Fair by the State of Illinois.

Cordially,

W. E. Potter
Executive Vice President

MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO
FROM
SUBJECT

[Faint, illegible text]

DATE

APRIL 16, 1964

*Mr. Motley
Indo. 1/1/64
[Signature]*

The following telegram (addressed to Mr. Motley) was read to me by Mr. Motley's secretary this afternoon:

Dear Mr. Motley:

Could you please forward me information which would help us with an editorial advocating that Illinois form a World's Fair Commission and appropriate \$1 million for an Illinois Exhibit at the New York World's Fair.

Thanks.

Herb Hames
Associate Editor
News Tribune
La Salle, Illinois

Mr. Motley thought perhaps you would be interested in this telegram.

State File - Illinois
Reading File

COPY

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PEACE THROUGH UNDERSTANDING

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE AREA CODE 718 • WF 4-1964 • CABLE ADDRESS "WORLDFAIR"

April 11, 1963

ROBERT MOSES
PRESIDENT

VIA AIR MAIL - SPECIAL DELIVERY

Mr. Herb Farnes
Associate Editor
News Tribune
LaSalle, Illinois

Dear Mr. Farnes:

Mr. Motley has asked us to reply to your telegram regarding Illinois participation in the New York World's Fair.

For your information we are enclosing a copy of a paper entitled "The State of Illinois and the New York World's Fair 1964-1965," our States Status Report, Progress Report No. 7 and several copies of our latest edition of FAIR NEWS.

Progress in the Federal and States area has been stepped up considerably within the last few weeks. Appropriations have been passed in the states of Vermont, Missouri, Tennessee, West Virginia, Maryland and Alaska. A bill authorizing Pennsylvania's participation is expected to pass within a few days. There has been renewed interest in California and Texas and both of these exhibits are now assured. The State of Illinois has reserved one of the prime locations in the Fair, adjacent to the United States Government exhibit. The suggested theme for your pavilion, Abraham Lincoln, will cause it to be one of the most sought out exhibits in the Fair.

If we can provide you with any further information, please let us know.

Cordially,

M. R. Fendler
Director of State Exhibits

MRP/sc
cc: E. Winter - E. Hazlett
Illinois
Reading