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ROBERT MOSES  
PRESIDENT

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION  
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TELEPHONE WF 4-1964-AREA CODE 212 CABLE ADDRESS "WORLDFAIR"

GEN. W. E. POTTER  
EXECUTIVE VICE PRESIDENT

March 19, 1962

Honorable Otto Kerner  
Governor, State of Illinois  
Executive Chambers  
Springfield, Illinois

Dear Governor Kerner:

You may be interested to note that on March 13, 1962 President Kennedy requested a \$25 million appropriation to construct a Federal Pavilion at the 1964-1965 New York World's Fair. In his message to Congress the President said:

"The basic purpose of the New York World's Fair is to help achieve "Peace Through Understanding," its major theme being 'Man's Achievements in an Expanding Universe.'

"Sixty-six nations and world organizations, including the Soviet Union, have notified the fair that they will exhibit. Thirty states have expressed their intent to participate and most other states are expected to be represented.

"The potential of this fair for promoting international good-will and understanding is apparent. I believe participation in the fair by the Federal Government is essential.

"The theme, 'Challenge to Greatness,' proposed by a citizens' advisory committee established by Secretary (of Commerce Luther H.) Hodges, will enable us to present to the world not a boastful picture of our unparalleled progress but a picture of democracy - its opportunities, its problems, its inspirations and its freedoms."

The inclusion of an outstanding Federal Pavilion in the States Area of the Fair is thus assured. With such a magnet we are certain that the position of exhibits in the States Area will be greatly enhanced. It is our hope that all of the fifty states will participate in this



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once-in-a-generation opportunity. Your state is one of those which has reserved space. We are already working with your representatives in the planning of your state's exhibit. Time is getting short and we are urging all exhibitors to expedite their design as rapidly as possible.

Cordially,



W. E. Potter  
Executive Vice President