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FOR IMMEDIATE RELEASE

*cc Friedrich
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Illinois Pavilion, New York World's Fair, July 16--The Illinois "Land of Lincoln" Pavilion at the New York World's Fair clocked its one-millionth visitor Thursday, July 16, at 11:35 a.m. when Donald Lutz, 53, of Leawood, Kan., walked through the turnstiles at the building entrance.

Sen. Dwight P. Friedrich of Centralia, vice chairman of Illinois' New York World's Fair Commission, welcomed the millionth visitor and presented mementos of the occasion in the pavilion's library. The one-millionth family party consisted of Lutz and his wife, Betty, their daughter, Karen, 19, a sophomore at Kansas State University; their son, Charles, 13, and Mrs. Lutz's mother, Mrs. Myrtle Kreis. Lutz is an accountant for Western Electric Co. at its Lee's Summit plant.

The Lutz family motored from Kansas to New York, coming on Route 40 through Illinois. Lutz said they were planning to return through Illinois, this time using Route 66, and that they plan to visit in the Lincoln Country.

Their visit to the Illinois Pavilion was their first stop on the fairgrounds. Mrs. Lutz said, "We had heard that this pavilion was one we shouldn't miss, so put it at the top of our list."

Sen. Friedrich presented a replica of the famous Gutzon Borglum Lincoln Bust to the Lutz family as a permanent memento of their visit to the Illinois Pavilion.

Commenting on the attention fairgoers are giving the Illinois Pavilion's presentation, Sen. Friedrich announced that daily attendance is hovering around the 20,000 mark.

"This means that about 10 per cent of the daily paid attendance chooses the Illinois Pavilion out of the more than 100 exhibits and attractions on the fairgrounds," he said.

Sen. Friedrich explained that attendance projections point to about three million visitors by this year's closing date, Oct. 18, and that this matches earlier projections by the commission.

The Illinois "Land of Lincoln" Pavilion has been cited in national publications as a "must" for fairgoers and has been named "best of state exhibits" in several nationally compiled recommended lists.

It includes Walt Disney's "Great Moments with Mr. Lincoln" presentation and an extensive collection of rare Lincolniana. The Illinois-owned original manuscript of the Gettysburg Address is on display in its Manuscript Room along with 43 original Lincoln letters and documents. In its photo gallery every known picture of Abraham Lincoln has been assembled chronologically. This is the first time such a display has been offered for public viewing.

Sen. Friedrich said that complimentary letters have come to Illinois through the governor's office and the pavilion's office from out-of-state visitors from throughout the nation. He said the commission recently learned that similar letters have been sent to the White House in Washington commending the patriotic and historic presentation at the Illinois Pavilion.

At its Tourism Information Center, the Illinois Pavilion is receiving an average of 1,000 individual written requests for travel literature per day. In addition, more than 3,000 brochures are being distributed daily by information guides. The pavilion's travel promotion efforts are in cooperation with the new Illinois Division of Tourism, responsible for increasing tourism in Illinois. The information staff also handles requests for general information regarding the state's industrial and agricultural opportunities.

The Illinois Pavilion is operated by the Illinois Commission on the New York World's Fair, created at the last session of the legislature and financed by the state tax on pari-mutuel betting at Illinois race tracks.