

SUITE 3420 • PRUDENTIAL PLAZA • CHICAGO 1, ILLINOIS
INC.

Richard Reones, President

September 28, 1963

Mr. Jim Cassin
Board of Economic Development
Room 533, State of Illinois Building
160 North LaSalle Street
Chicago, Illinois

Dear Jim:

Enclosed is a proposal for a Preview Trip to the Illinois Exhibit of the New York World's Fair next May 1... about two weeks after the Fair officially opens.

Considering the type of person who would be invited to go on this trip, we have made the accommodations and services first class all the way.

At the same time, we have not attempted to make this an "escorted tour" but have provided the maximum of independent or free time--with the exception, of course, of going to the Fair and the Dedication Ceremonies of the Illinois Exhibit and the subsequent banquet... which must be done as a group.

The per person cost of this program is \$167. This is quite an excellent price, Jim, when you consider that we are providing round trip jet transportation--orchestra seat theater tickets to top Broadway shows, (These cost almost \$12 apiece.)

Also provided is a deluxe cocktail party (\$7.50)... and cocktails and dinner at the Century Show Case which cost about \$15. You can see that this is really

Mr. Jim Cassin
Board of Economic Development
September 28, 1963
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quite a deluxe program including, of course, two nights at the fabulous, new New York Hilton Hotel. These rooms are \$27 a day rooms.

Most important... WE HAVE INCLUDED TEN (10) FREE TRIPS for the Governor and others whom you may wish to invite on this Preview Trip.

This means that this Preview Trip will not cost the State of Illinois one penny and will be paid for entirely by the 110 invited participants, each paying his own way.

Jim, it is quite possible that we can have Saturday, May 2nd, declared "Illinois Day" at the Fair. However, I shall need the go ahead from you almost immediately in order to accomplish this.

To qualify, it will be necessary for us to buy 1000 tickets but I will be pleased to do this on my own speculation with the hope that I can utilize the remaining tickets in some manner throughout the rest of the season.

When you give the word, Jim, we will be glad to print up an itinerary to go out with a letter of invitation from the Governor although I doubt that you would want to send the letter until some time in February of 1964.

Let me know what you think, Jim, and you can be sure that we will operate an excellent trip for you that will be a credit to both you and the State of Illinois.

Warm personal regards,

Dick Beunes

RR/smh
enclosed-itineraries

COPIES TO: RGN and JAC

FROM: VLM

LIST OF COLUMNISTS AND BROADCASTERS RECEIVING SPECIAL INVITES TO PREVIEW FLIGHT.

Handwritten notes:
I
Please file for
WAM

NEWSPAPERS:

DAILY NEWS: Mr. Tony Weitzel

Town Crier Daily News 401 N. Wabash Avenue

SUN-TIMES: Mr. Irv Kupcinet

Kup's Column Chicago Sun Times 401 North Wabash av.

CHICAGO'S AMERICAN:
Mrs. Maggie Daly
Mr. Jack Mabley

Maggie Daly's Column 437 North Michigan Avenue
Mabley's Column 437 North Michigan Avenue

TRIBUNE:
Mr. Herb Lyons
Mr. Bill Leonard

Tower Ticker 435 No. Michigan Avenue
435 No. Michigan Avenue

LERNER PAPERS: Mr. Leo Lerner

7519 N. Ashland Avenue

SPRINGFIELD JOURNAL AND REGISTER:

Mr. Ed Armstrong Journal and Register
Mr. Gene Callahan Journal and Register

Springfield, Illinois
Springfield, Illinois

CHICAGO DEFENDER:

Marion B. Campfield, Woman's Editor
Robert Hunter, Radio-TV

2400 S. Michigan 60616
2400 S. Michigan 60616

BROADCASTERS:

Mr. Len O'Connor	NBC	Merchandise Mart	Chicago 60654
Mr. John Justin Smith	WBBM-TV	630 N. McClurg Ct.	Chicago 60611
Miss Lee Philip	WBBM-TV	630 N. McClurg Ct.	Chicago 60611
Mr. Hugh Hill, Reporter	WBKB-TV	190 N. State Street	Chicago
Mr. Frank Reynolds, Reporter	WBKB-TV	190 N. State St.	Chicago
Mr. Alex Drier	WBKB-TV	190 N. State St.	Chicago
Mr. Norman Ross	WBKB-TV	190 N. State St.	Chicago

mrt

:

March 6, 1964

Mr. Bill Leonard
Chicago Tribune
435 North Michigan Avenue
Chicago, Illinois

Dear Mr. Leonard:

You are cordially invited to attend the formal dedication and preview of the Illinois "Land of Lincoln" Pavilion at the New York World's Fair which will be held at 3:00 P.M., April 20, at the Fairgrounds in Flushing, New York.

Your paper has already been notified by an invitation to your Managing Editor. Because of your special interest in the project, I would like you to know of our plans and, if possible, have you join us on that day.

As you well know, the Illinois Commission has no funds to provide complimentary press travel or accommodations. We can only offer you the opportunity to use a package trip prepared by a private travel agency for our guests. The preview trip includes plane fare, lodging at the Summit Hotel, and several special features for a total cost of \$198 for the three and one-half days (April 19 through April 22). A copy of the schedule is included for your information.

If you cannot take advantage of the full package trip, we will be happy to provide you with credentials and further information. For our planning purposes, we would appreciate an early reply.

Sincerely yours,

JAC:art
Encl.

James A. Cassin
Executive Director

March 6, 1964

Mr. Leo Lerner
Lerner Newspapers
7519 North Ashland Avenue
Chicago, Illinois

Dear Mr. Lerner:

A dedication program and press preview of the Illinois "Land of Lincoln" Pavilion at the New York World's Fair will be held at 3:00 P.M., April 20, at the Fairgrounds in Flushing, New York.

You and/or your representative are invited to attend.

As you know, the Illinois Commission has no funds to finance press trips but we can welcome you at the Pavilion entrance and assure you of Special Guest services while you are there.

To coincide with the Illinois Pavilion dedication on April 20, and the general opening of the Fair on the 22nd, a private travel agency has assembled a "Preview Package Flight" which includes plane fare, lodging at the Summit Hotel and several extra entertainment items for \$198.00 total cost. A 128-seat TWA Jet has been chartered for the Preview Flight.

You are invited to join Illinoisans connected with the dedication ceremonies who will use this "package trip."

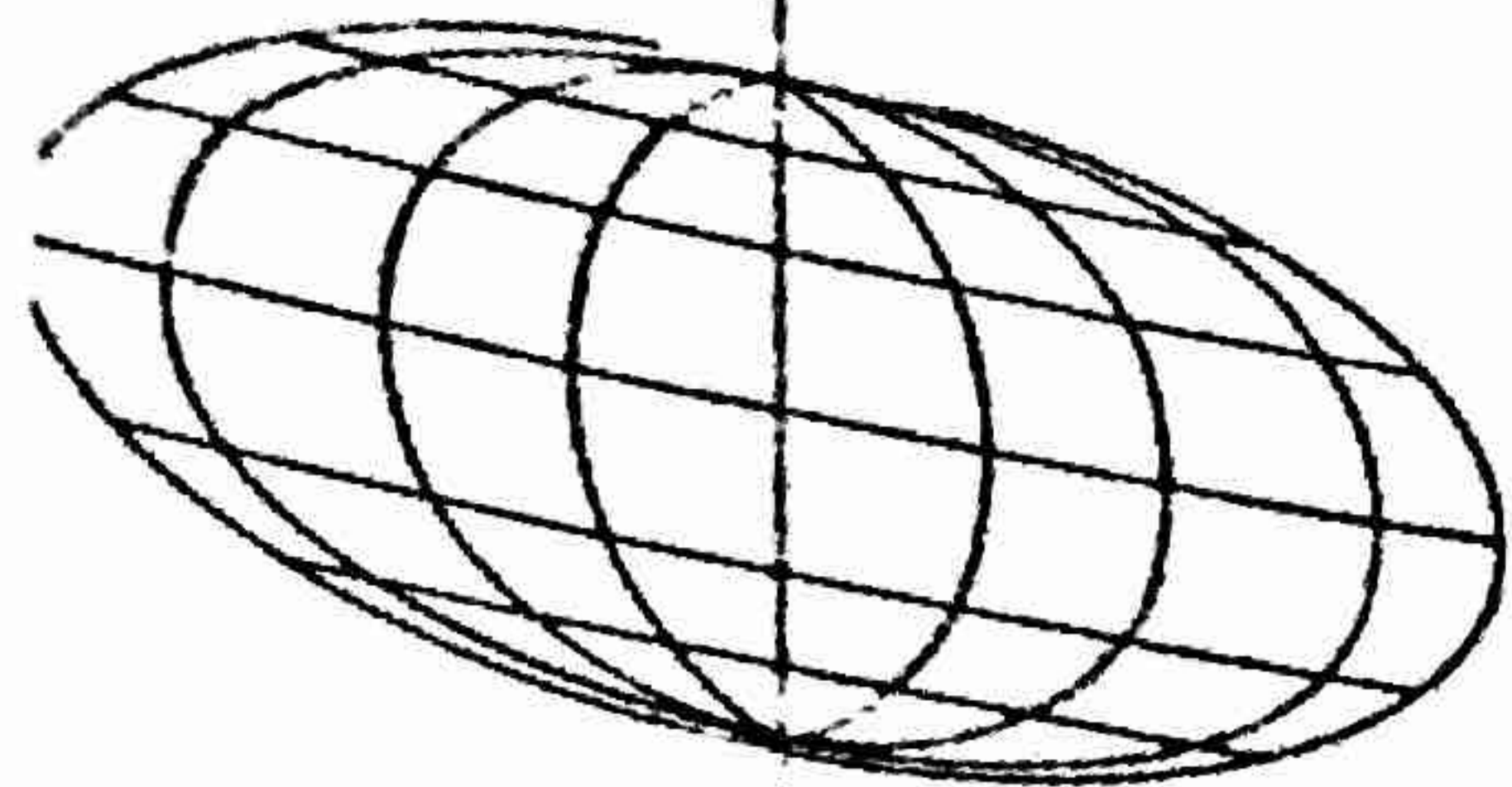
If you prefer to come on your own, the dedication ceremony will be from 3 to 5 p.m., Monday afternoon, April 20. We will furnish directions on how to get to the Illinois building from the Entrance Gate.

If you are interested, please let us know and we will provide further details at once.

Yours sincerely,

Ralph G. Newman, Chairman
Illinois Commission-New York 1964-65 World's Fair

RGN;mrt



TRAVEL HEADQUARTERS INC.

SUITE 3420 • PRUDENTIAL PLAZA • CHICAGO 1, ILLINOIS • Telephone: 467-5400

March 19, 1964



Mr. James Cassin
Illinois Commission
New York World's Fair
Room 533, 160 No. La Salle St.
Chicago, Illinois

Dear Jim:

The following is a list of persons who have sent reservations for the State of Illinois Preview Trip to the Fair:

<u>Name</u>	<u>Amount Paid</u>	<u>To be Invoiced</u>
Mr. & Mrs. Paul J. Randolph	\$396.	
Mr. A. F. Bauer	\$198.	\$ 15.
Mr. & Mrs. Eldon Hazlet	\$396.	
Mr. Horace Gardner		\$213.
Mr. & Mrs. James G. Clark	\$396.	
Senator & Mrs. Dwight Friedrich	\$396.	
Mr. & Mrs. Walter Schwimmer	\$396.	
Mr. & Mrs. F. W. Wood	\$396.	
Mr. Robert S. Gaiswinkler		\$213.
Mr. & Mrs. E. A. Purnell		\$396.
Mr. & Mrs. Wayne Morgan		\$396.
Mr. & Mrs. Perry Lindley		\$396.
Mr. & Mrs. Charles Becker, Jr.		\$396.
Mr. & Mrs. Donald Patton		\$396.
Mr. & Mrs. Robert Roach		\$396.
Mr. & Mrs. Paul Schanbacher		\$396.
Mr. & Mrs. Harper Allan		\$396.
Mr. & Mrs. Robert Prather, Jr.		\$396.
Mr. & Mrs. Al Reyhan		\$396.

Total to Date

35 persons

OFFICES:

New York City
New York

Cleveland
Ohio

Atlanta
Georgia

Seattle
Washington

San Francisco
California

Los Angeles
California

Miami
Florida

Dallas
Texas

OVERSEAS
OFFICES:

London

Paris

Rome

Naples

Florence

Zurich

Milan

Mr. James Cassin
Illinois Commission
New York World's Fair
March 19, 1964
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Jim, Senator Randolph suggested that Ed Logelin be invited and, also, that his Assistant, Dave Ferguson and the U. S. Steel Public Relations man, Tom Ward, also be invited.

Warm regards,

Wick

Richard Revnes,
President

rr/smh

The Hon. Fred Schwengel
116 House Office Building
Washington 25, D.C.

March 24, 1964

Dear Congressman Schwengel:

You and your wife are cordially invited to be guests of the Illinois Commission - New York World's Fair at the preview and dedication of its exhibit on Monday, April 20, 1964, at 3:00 PM. The dedication will consist of remarks by our state's leaders, headed by Governor Otto Kerner, and will include the first showing of Walt Disney's production, "Great Moments with Mr. Lincoln".

There are two events connected with the dedication to which you are also most cordially invited. Sunday evening, April 19, at the Summit Hotel, Governor Kerner will have a cocktail reception for those from Illinois who are visiting for the dedication and other special guests. The cocktail reception will begin at 7:30 and should be concluded by 9:00. After the dedication ceremonies on Monday afternoon there will be a dinner at the Terrace Club on the World's Fair grounds for special guests. We would like very much to have you and your wife join us for dinner about 6:30 PM following the dedication.

If you are able to take time from your busy schedule to be with us on these two days, we would appreciate your letting us know as soon as possible so that we can send identification badges and other materials for your use. After hearing so much about you from my Chairman, Ralph Newman, I look forward to having the opportunity to meet you in the very near future.

Sincerely yours,

James A. Cassin
Executive Director

JAC:imr
cc: Mr. Ralph G. Newman

Copy sent to RSN. 4/2/64.



OFFICE OF THE GOVERNOR
SPRINGFIELD

March 25, 1964

Mr. Robert Moses
President
World's Fair Corporation
1111 Broadway, New York

Dear Mr. Moses:

The State of Illinois will hold a preview of its Illinois
Exposition at the New York World's Fair on Monday, April 20, 1964, at
11:00 P.M.

This precedes the formal opening of the World's Fair on April
22. We should like very much to have you be our guest on this occasion,
to view our "Land of Lincoln" presentation. Following the preview,
there will be a dinner at the Terrace Club on the World's Fair grounds.
It is my sincere hope that you can remain with us for the dinner.

Arrangements have been made to transport guests to the preview
and dinner from New York City, up the East River to the World's Fair
Marina by specially chartered hydrofoil boats. Motor coaches will be
available to take you to the 25th Street pier; they will depart from
the Samois Hotel, East 51st Street at Lexington Avenue, at 2:00 P.M.

As the guiding spirit in this great enterprise, your presence
on this occasion would be of primary importance to the State of Illinois,
and will be deeply appreciated. I hope that you will consent to speak
briefly from the stage in the Lincoln Theatre to the 500 guests and mem-
bers of the Press who will be present.

Sincerely,

Governor

COPY



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

April 2, 1964

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

Dear Governor Kerner:

I will be delighted to be with you at the preview of the Illinois Pavilion at 3:00 p.m. on April 20, 1964. Unfortunately, due to other commitments, I will be unable to attend the dinner which follows.

Please, if possible, allow enough time to have a good look about.

Cordially,

/s/ Robert Moses

President

bc: Messrs. Stuart Constable
William Berns
William Donaghue
Murray Davis
Jim Cassin ✓
Illinois file
WEP-R. Moses file
Central file
Reading file
W.E. Potter *
Miss Tappan
Library

Illinois Pavilion
New York World's Fair
Flushing, New York 11380
Phone: AR 1-5010

April 15, 1964

Mr. Robert W. Waitt, Jr.
Executive Secretary
Richmond Civil War Centennial Committee
311 N. Ninth Street
Richmond, Virginia

Dear Mr. Waitt:

You are cordially invited to participate in the preview and dedication ceremonies for the Illinois "Land of Lincoln" Pavilion at the New York World's Fair.

You will see from the enclosed schedule that a full trip has been planned from Chicago to New York and return, which includes a number of special activities. Obviously you will not be able to take part in the full trip, so we call your attention to the Governor's cocktail reception on Sunday night, the 19th. The ceremonies at the Pavilion begin at 3:00 PM on Monday the 20th, and the dedication follows at 6:30 at the Terrace Club on the Fairgrounds.

Unfortunately, because of budgetary limitations, the Illinois Commission cannot extend complimentary invitations to the reception or dinner. If you care to be with us on those two occasions, we can make arrangements for our travel agency to bill you the estimated \$25 for the two events. Of course, the ceremonies at the Pavilion are without admission charges.

Enclosed is an identification badge for your use in gaining access to the Fairgrounds on Monday. If you would like to join us on Sunday and Monday nights, we would appreciate a reply so that we can make the necessary arrangements.

I know that the Commission Chairman, Ralph Newman, will be pleased to see you, and I look forward to meeting you.

Sincerely yours,

James A. Cassin
Executive Director

cc: Ralph G. Newman

Otto Kerner, Governor



ILLINOIS COMMISSION • New York WORLD'S FAIR 1964 • 1965
18 East Chestnut Street • Chicago 11, Illinois

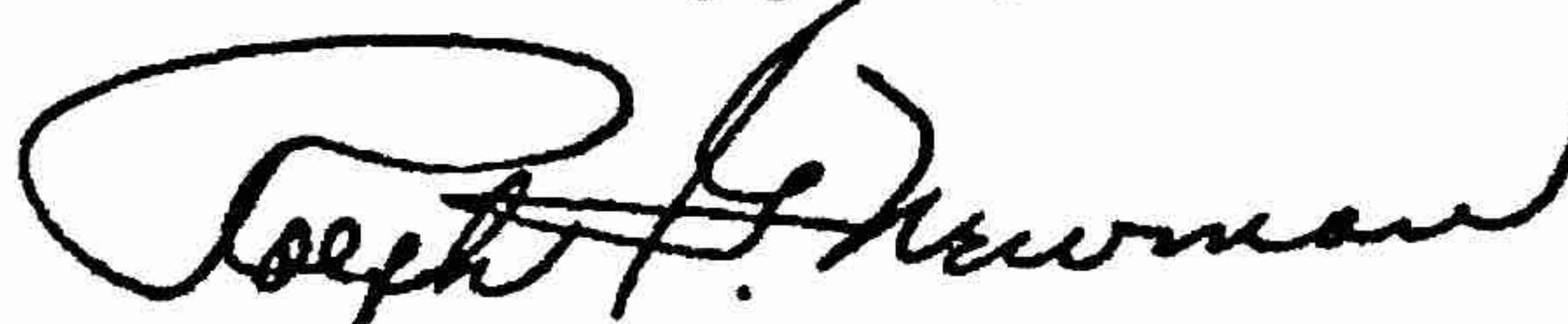
The State of Illinois will hold a preview of its Illinois
LAND OF LINCOLN Pavilion at the New York World's
Fair on Monday, April 20, at 3:00 P. M.

This precedes the formal opening of the World's Fair on
April 22.

We should like very much to have you as our guest on
this occasion. This will include the premiere public
presentation of the Walt Disney "Great Moments with
Mr. Lincoln". The ceremonies will conclude about
5:00 P. M.

I hope that you will be able to take the time to be with us
on this dedication day.

Sincerely yours,


Ralph G. Newman

RGN:fhw

Ralph G. Newman, Chairman, Chicago • Judge James R. Parsons, Co-Chairman, Chicago • Dwight P. Friedrich,
Vice Chairman, State Senator, Centralia • Clyde Lee, Vice Chairman, State Representative, Mt. Vernon • Gene H. Graves,
Secretary, Springfield • Mrs. Vernon Barnes, Rushville • Arthur J. Bidwill, State Senator, Chicago • Charles M.
Campbell, State Representative, Danville • Fairfax M. Cone, Chicago • George E. Drach, State Senator, Springfield •
Edward G. Eberspacher, State Senator, Shelbyville • John G. Fary, State Representative, Chicago • J. Horace Gardner,
State Representative, Chicago • Robert Gaiswinkler, Belleville • Eldon Hazlet, Carlyle • Albert Myers, Jr., Springfield
• Donald J. O'Brien, State Senator, Chicago • Paul J. Randolph, State Representative, Chicago • U.S. Senators Everett
M. Dirksen and Paul H. Douglas, Advisory Committee Co-Chairmen • James A. Cassin, Executive Director.