

FACE THROUGH
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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

January 19, 1965

RECORDED

M E M O R A N D U M

TO: STATE PAVILION MANAGERS
FROM: M. R. PENDER
SUBJECT: APRIL 21st OPENING

Please notify me by letter or wire what plans you may have for any special ceremonies at your pavilion on Reopening Day, April 21, 1965. Do you plan ribbon cutting, Governor's appearance, special performing groups, ceremonies, etc.

We would like to know your present thinking by February 1, 1965 and then to be kept up-to-date if you change your plans.

M. R. Pender

M. R. Pender
Director of State Exhibits



January 22, 1965

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

Dear Mike:

Some of us do profit from experience and the Illinois Pavilion has no intention of having any spectacular opening day activities. Not until Mr. Lincoln is feeling 100% healthy after the re-installation of the show by the Disney people will we think of any major public or press activities.

The extent of the announcement of our opening will probably be some kind of press stunt that can be used as a photo or feature story, rather than an anxious audience in the Pavilion, as you will remember from last year.

Best regards,

James A. Cassin
Executive Director

JAC:imr

cc: Mr. Richard d'Anjou