



merican

FOOTBALL LEAGUE

609 FIFTH AVENUE  
NEW YORK 17, N.Y.  
HA 1-2424

June 12, 1964

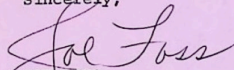
Mr. M. R. Pender  
Director of State Exhibits  
New York World's Fair  
World's Fair, New York 11380

Dear Mr. Pender:

A note of thanks for your recent letter and for the photograph which was taken of the South Dakota delegation at the state's ceremonies last week. I appreciate your sending it along, and it will be a reminder of a most pleasant occasion.

My thanks again, and best.

Sincerely,

  
JOE FOSS  
Commissioner

JF:mi

UNISPHERE®



PEACE THROUGH  
UNDERSTANDING

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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

IN HONOR OF  
THE GOVERNOR OF TEXAS AND MRS. CONNALLY

The President and Officers  
of the  
New York World's Fair 1964-1965 Corporation  
request the pleasure of your company  
at a luncheon  
on  
Wednesday, February twenty-six  
at  
one o'clock in the afternoon  
at  
The Terrace Club  
Port Authority Heliport  
New York World's Fair Site  
Queens, New York

R. S. V. P.  
Protocol Office  
WF 4-5387

There will be a Flag Raising Ceremony at the Texas Pavilions and The Music Hall prior to the luncheon. Assemblage for guests wishing to attend the ceremony will take place at World's Fair Headquarters, Administration Building, twelve o'clock noon.

The Connecticut Mutual Life Insurance Company



CHARLES J. ZIMMERMAN, C. L. U.  
President

August 25, 1964

Mr. M. R. Pender, Director of Exhibits  
New York World's Fair 1964-1965 Corporation  
World's Fair, New York 11380

Dear Mike:

Thanks a lot for your good letter of the 20<sup>th</sup>. Certainly we don't want to put you to any additional trouble.

I called Bill Morton, of W. H. Morton and Company, because I knew that his company had helped greatly in the financing of the Fair, but found Bill en route to Tokyo.

Thus I'm getting in touch with Mr. John Frith, of the New England Pavilion. As a matter of fact, the life insurance companies of New England participate in the New England Pavilion and I was given the responsibility of enlisting the financial support of the other Connecticut life companies domiciled here. Thus we have at least a little point of contact with Mr. Frith.

I am sending you a copy of my letter to him.

Thanks again for your suggestion and your helpful interest.

Cordially,

  
President

CJZ/ra  
Enclosure

THE CONNECTICUT MUTUAL LIFE INSURANCE COMPANY  
HARTFORD, CONN.

Mr. M. R. Pender

August 25, 1964

C  
O  
P  
Y

Mr. John Frith, Manager  
New England Pavilion  
World's Fair, New York 11380

Dear Mr. Frith:

Some while back, I wrote to my friend and fellow Dartmouth alumnus, Mike Pender, in regard to a visit which members of the bowling club to which I belong here wish to make to the World's Fair. At Mike's suggestion, I'm taking this means of getting in touch with you.

In my letter to Mike, I pointed out that this was a very influential group of eight men, who, with their wives, compose the bowling team of sixteen. There are in the group two life insurance presidents, the most prominent surgeon in this area, Chancellor of the University of Hartford, a prominent physician, two of our leading life insurance managers, and the recently retired chief executive officer of one of our general insurance companies.

These insurance companies, between them, are substantial owners of stock in a number of corporations having exhibits at the Fair, including, of course, General Motors and Ford. I would guess that many of the individual members are substantial stockholders individually in these corporations.

Additionally, of course, the life insurance companies of New England are participating in the New England Pavilion. At the request of Byron Elliott, who is president of the John Hancock, I headed the committee which rounded up the financial support of the other life insurance companies domiciled in Connecticut here. All of these, with the exception of the Travelers, which has its own exhibit going, are, therefore, participants in the Fair.

I pointed out to Mike that I was a member of the Gas Industry Club, Inc., as a director of the Hartford Gas Company, and could, therefore, probably make the necessary luncheon or dinner arrangements for this group at the Gas Industry Club if that seemed the best place to take them.

Mr. John Frith

-2-

August 25, 1964

It would be the intent of the group to charter a bus to the Fair sometime about mid-September arriving there about 10:30 and probably leaving there about 8:00 in the evening. A program not too exhausting would be very much in order. Visiting probably three and certainly no more than four of the exhibits would seem to be about all we could take in. We could, of course, arrange to come directly to the New England Pavilion upon arrival at the Fair.

I'll look forward to any suggestions which you may have for the comfort of this group.


Cordially,


President

CJZ/ra

C  
O  
P  
Y

... your good letter of the 20<sup>th</sup>. Certainly  
... to any additional trouble.  
... of W. S. Hartog and Company, be-  
... company had helped greatly in the  
... but found Bill on route to Tokyo.  
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... Thus we have at least a little point of con-  
... Frith.  
... sending you a copy of my letter to him.  
... again for your suggestion and your helpful interest.

Cordially,  
  
President



MARINAS OF THE FUTURE. INC.

---

WORLD'S FAIR MARINA  
NORTHERN BOULEVARD  
CORONA 68, NEW YORK

MARINA OFFICE: TWINING 8-6300  
EXECUTIVE OFFICE: TWINING 8-1212

June 24, 1964

Mr. M. R. Pender  
Deputy to Executive Vice President  
New York World's Fair Corp.  
Flushing Meadow Park  
Flushing 52, New York

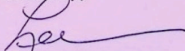
Dear Mike:

My ego sure was damaged when I nicked your headlight. It was pure stupidity, I guess.

Bill was with me at the time and we decided that anyone with a Dartmouth sticker on his car couldn't be all bad. Hence, the note.

Thanks for being so understanding.

Cordially,



Lee L. Starr  
Vice President

pc  
enclosure



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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"

June 18, 1963

ROBERT MOSES  
PRESIDENT

Mr. Lee L. Starr  
 Vice President  
 Marinas of the Future, Inc.  
 World's Fair Marina  
 Northern Boulevard  
 Corona 68, New York


Dear Mr. Starr:

I want to thank you for leaving the note on my car last week. It is not often that such action occurs. I really appreciate it.

The damage was very minor as you can see from the attached bill.

Best of luck with the Marina. Give my regards to Bill Crane.

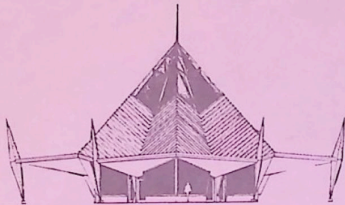
Cordially,

  
 Lee L. Starr  
 Vice President

M. R. Pender  
 Deputy to  
 Executive Vice President

Attachment

MRP/sc  
 cc: MRP - Personal



Wisconsin World's Fair  
Participation Corporation

June 10, 1964.

Mr. Michael Fender  
Director of State Exhibits  
New York World's Fair  
Flushing Meadow Park  
Flushing, N.Y.

CHAIRMAN

GOVERNOR JOHN W. REYNOLDS

EXECUTIVE CHAIRMAN

LT. GOVERNOR JACK B. OLSON

BOARD OF DIRECTORS

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HON. ROBERT HAASE  
HON. EARL F. MESSY  
HON. EARL D. MORTON  
HON. HOLGER B. RASMUSSEN  
HON. DAVIS DONNELLY  
DONALD McDOWELL  
LES R. VOIGHT  
FRANK ZEIDLER  
J. C. BOLTON  
ELMER CONFORTI  
G. W. HALL  
S. L. HIRMAN  
ROBERT BIRD  
LEO HOWARD

PROJECT COORDINATOR

WILLIAM D. DYKE

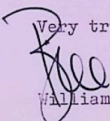
Dear Mike:

The official party list from Wisconsin at the New York World's Fair will be amended to include the following names:-

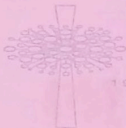
1. Mr. Floyd Springer, representing the University of Wisconsin at Milwaukee.
2. Mr. Frank Haushear, representing the Wisconsin State Chamber of Commerce.
3. Arlie M. Mucks, Jr., representing the University of Wisconsin.
4. Robert Skuldt, representing the City of Madison.
5. Jack C. King, representing the Wisconsin National Guard Association.
6. John M. Fox, representing Madison Chamber of Commerce.
7. Robert C. Dizenzo, representing the Wisconsin Bar Association.
8. Mr. & Mrs. August A. Suemnicht, representing Wisconsin Cheese Foundation Inc., Wisconsin.

Also please request the Master of Ceremonies of the occasion to provide time for a presentation by Alice in Dairyland to a proper dignitary. I will follow up on this when it is confirmed. Now, what about passes to the grounds for this group? Do they come from Sanders or from you? Please advise.

Very truly yours,

  
William D. Dyke,

WDD:wkc



1964 • 1965 NEW YORK WORLD'S FAIR

*Ford Motor Company,*

October 1, 1965

Mr. M. R. Pender  
Director of State Exhibits  
New York World's Fair  
1964-65 Corporation  
World's Fair, New York 11380

Dear Mike:

Your thoughtful note is much appreciated and it pleases us a great deal to know that you feel our efforts have been beneficial to you.

We too enjoyed the very pleasant relationship we have had this season with you and General Potter and others in the World's Fair management setup. One of the rewards of an experience like this is getting to know people better, and I am glad that we could lend a helping hand.

Cordially,

John E. Sattler  
Resident Manager

jt

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UNDERSTANDING

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 "WORLDFAIR"

September 13, 1963

Mr. Jean Shepherd  
Radio Station WOR  
1440 Broadway  
New York, New York

Dear Jean:

Having roomed on the third floor of Lord Hall at Dartmouth College at the same time that John A. Gambling roomed on the fourth floor, I feel a certain comradeship with Station WOR and would like to comment on your dissertation last evening. (Incidentally, I am glad to hear you will have Gamblings at least until the year 2100!)

I heard your talk on time capsules last night and regret to inform you that the original capsule will not be unearthed until the year 6939 (5000 years from burial). During the 1964-1965 New York World's Fair, however, the Westinghouse Corporation will display a duplicate of this capsule in addition to examples of the contents of the same. Then, sometime, during the second year of the Fair Westinghouse will bury a second capsule with contents showing man's remarkable progress since 1938. (I don't know if Elsa Maxwell will be included or not!) I am enclosing a brochure prepared subsequent to the groundbreaking by the Westinghouse Corporation in June. This will give you more details should you be interested in following this further.

MR Shepherd COPY

Mr. Jean Shepherd

-2-

September 13, 1963

The Fair is going to be one of the great experiences of our lifetime and I hope you will devote many programs to its numerous facets.

We listen to your nightly sessions often and really enjoy them. Keep up the good work.

Cordially,

M. R. Pender  
Deputy to  
Executive Vice President and  
Director of State Exhibits

Enclosure



TENNESSEE DEPARTMENT OF CONSERVATION  
CORDELL HULL BUILDING  
NASHVILLE

FRANK G. CLEMENT  
GOVERNOR

DONALD M. MCSWEEN  
COMMISSIONER

August 4, 1965

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

Dear Mr. Pender:

Enclosed herewith are mementos of our recent and most enjoyable visit to the Fair on the occasion of "Tennessee Day," July 13, which I hope you will accept with my compliments.

Hoping that our paths cross again before too long and with kindest regards, I remain

Sincerely,

Donald M. McSween

w

Enclosures



STATE OF NORTH DAKOTA  
EXECUTIVE OFFICE  
BISMARCK

WILLIAM L. GUY  
GOVERNOR

June 13, 1964

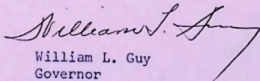
Mr. M. R. Pender  
Director of State Exhibits  
New York World's Fair  
World's Fair, New York 11380

Dear Mr. Pender:

Thank you very much for sending along the photographs taken during North Dakota Day at the New York World's Fair.

These will occupy a prominent place in our picture portfolio and will provide a pleasant reminder of that noteworthy day.

Sincerely,

  
William L. Guy  
Governor

WLG:bc



## Thirty-eighth Legislative Assembly

STATE OF NORTH DAKOTA

BISMARCK

Williston, North Dakota  
June 1st, 1964

Mr. M. R. Pender, Director  
State Exhibits  
New York World's Fair  
New York, New York

Dear Mr. Pender:

Please accept our sincere thanks, for the many courtesies offered our North Dakota delegation on our recent visit to the New York World's Fair.

Your hospitality plus the feeling of friendliness that was so prevalent throughout the many exhibits made our visit most enjoyable.

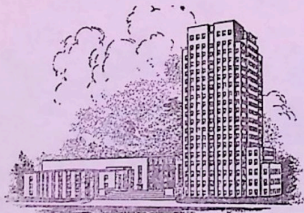
Those of us who were privileged to participate in the events of North Dakota Day at the Fair, have many pleasant experiences that will be remembered always.

Respectfully yours,

A handwritten signature in cursive script, appearing to read "Frank A. Wenstrom".

Frank A. Wenstrom  
Lieutenant Governor

FAW/oy





MARK O. HATFIELD  
GOVERNOR

OFFICE OF THE GOVERNOR  
STATE CAPITOL  
SALEM 97310

September 10, 1964

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

Dear Mr. Pender:

Thank you very much for sending along the pictures taken of Mr. Nunn during his visit to the World's Fair on Oregon Day. These will be added to a scrapbook and saved for fond recollection of this event.

Your congratulations and good wishes on the occasion of little Theresa Hatfield's arrival are appreciated. She tipped the scale at nine pounds nine ounces so she is already quite a girl, and a mighty sweet one at that.

I do hope the Douglas firs that were planted on Oregon Day will thrive and prosper in their new environment.

Kindest regards and grateful thanks.

Sincerely yours,

  
Governor

MOH:s

PEACE THROUGH  
UNDERSTANDINGNEW 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 WORLDSFAIRROBERT MOSES  
PRESIDENTWILLIAM E. POTTER  
EXECUTIVE VICE PRESIDENT  
TELE WF 4-2241

June 4, 1965

TO: THOSE LISTED BELOW  
FROM: M. R. PENDER  
SUBJECT: STATE MANAGERS' OUTING

The boat trip aboard the "O-Sea" will leave the Marina as scheduled at 12:00 Noon on Tuesday, June 8, 1965, weather permitting.

Please try to be at Gate 2 by 11:30 a. m. so that we can shuttle you over to the Marina. If no one is there when you arrive, don't panic because we may have already taken the first load over.

Please let me know as soon as possible if you are unable to go so that we may take someone else in your place.

See you on Tuesday.

M. R. Pender

Ty Tarby, Florida  
Herb Honig, Hawaii  
George Hadland, Wisconsin  
Rod Rodomista, Hollywood

Ott Tschache, Montana  
Joe Kasperek, Oklahoma  
Sammie Cole, West Virginia  
Bob Boyd, Oklahoma  
Tom Macdonald, New England

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UNDERSTANDING

WILLIAM BERNIS

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INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK  
WORLD'S FAIR, N. Y. 11380 • AREA CODE 212 - WF 4-1964

CABLE: WORLDSFAIR

Telephone: 212-494-6100

March 19, 1965

April 2, 1965

1965 - Communications  
Department  
1965 World's Fair

*Mr. Pender*  
*Anything we can do to help the Bill Bernis*

Mr. Joseph P. McLaughlin  
President  
The Beacon Agency, Inc.  
Western Saving Fund Building  
Broad and Chestnut Streets  
Philadelphia 7, Pennsylvania

Dear Mr. McLaughlin:

Bill Bernis has asked me to reply to your letter of March 19, 1965.

The information you have asked for happened during 1959, a year before most of us came to the Fair Corporation. I have reviewed the files, and it appears that the City of New York did prepare some sort of a report, but we have no copy of it in our files. I was able to uncover the outline of the presentation to President Eisenhower's committee, and a copy of it is attached.

I have also enclosed a copy of a report which we prepared during the period when we were asking Congress to appropriate funds for a U. S. Pavilion at the Fair.

I hope these documents will be of help to you.

Cordially,

M. R. Pender  
Director of State Exhibits

Enclosures  
MRP Personal File

ERE<sup>®</sup> Peace through understanding

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WILLIAM BERNIS  
Vice President  
Communications and  
Public Relations

New York World's Fair 1964-1965 Corporation

**AGENCY, INC.** WESTERN SAVING FUND BUILDING  
BROAD AND CHESTNUT STREETS  
PHILADELPHIA 7, PENNSYLVANIA  
Telephone Kingsley 6-1830

March 19, 1965

ent - Communications  
orporation  
ing Meadow Park

have and we all enjoyed it. And I  
e feeling that the 1965 Fair is on  
served success.

ir team continues to assemble  
ial Celebration to this City, don't  
team from time to time for advice  
t I am wondering if you have anywhere  
e New York World Fair group made to  
. You mentioned that you took some  
: we would like to see what you put  
or Federal support. What other

ught out of your old files and a  
grateful.

ir continued helpfulness. With

kindest regards,

Cordially,

*Joe*  
Joseph P. McLaughlin

EXCEPT<sup>®</sup> presented by  United States One

**THE BEACON AGENCY, INC.**

WESTERN SAVING FUND BUILDING  
BROAD AND CHESTNUT STREETS  
PHILADELPHIA 7, PENNSYLVANIA  
Telephone Kingsley 6-1830

Joseph P. McLaughlin, President

March 19, 1965

Mr. William A. Berns, Vice President - Communications  
New York World's Fair 1964-1965 Corporation  
International Exposition at Flushing Meadow Park  
World's Fair, New York 11380

Dear Bill:


That's a grand film you have and we all enjoyed it. And I believe you left your PPRA audience feeling that the 1965 Fair is on the way to undoubted and richly deserved success.

While our 1976 World Fair team continues to assemble ammunition to bring the Bi-Centennial Celebration to this City, don't be surprised if we call upon your team from time to time for advice and counsel. At the present moment I am wondering if you have anywhere copies of the presentation that the New York World Fair group made to President Eisenhower's Commission. You mentioned that you took some sort of model or models along, but we would like to see what you put on paper to back up your request for Federal support. What other cities were your competitors?

If this item can be brought out of your old files and a copy sent to us, we would be most grateful.

Thank you again for your continued helpfulness. With kindest regards,

Cordially,

  
Joseph P. McLaughlin

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UNDERSTANDING

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 WORLD'S FAIR, N. Y. 11380 • AREA CODE 212 - WF 4-1964 • CABLE WORLDSFAIR

February 23, 1965

Mr. John Sattler  
 Resident Manager  
 Ford Motor Company  
 Ford Pavilion  
 Flushing, New York 11380

Dear John:

Enclosed find one of the Flo McCarthy dinner invitations. We would be pleased to have you join us with or without your wife if it is convenient. We would appreciate a confirmation if you are coming.

On another subject, I read in one of the trade papers some time ago that Ford had produced a souvenir coin or medallion in connection with your pavilion. I have a collection of such medallions connected with the New York World's Fair and already have over twenty-five different ones. I would appreciate it if you could confirm or deny the existence of a Ford medallion, and if possible, let me know how one or two could be obtained.

Many thanks.

Cordially,

M. R. Pender  
 Director of State Exhibits

Enclosure

MRP:jfm  
 Personal File

BROWN, DANIELS, REEVES & DAVILA  
ATTORNEYS AT LAW  
601 TOWER LIFE BUILDING  
SAN ANTONIO 5, TEXAS

January 27, 1965

Mr. Michael Pender  
New York World's Fair  
1964-1965 Corporation World's Fair  
New York, N. Y. 11380

Dear Mike:

Thank you very much for the time and information you made available to us last Thursday when Mr. Frank Manupelli and myself visited you on behalf of HemisFair. Please convey our gratitude also to General Potter. We followed up your suggestion and did visit with Mr. Milton Kayle the next day. It was also a big help to us. You will recall that I mentioned to you that it would help us tremendously if we had some idea of the content of a typical license agreement, not wishing to intrude upon what might be confidential information. I discussed this with Milton and he indicated that he would be glad to furnish such with your okay and that they really were representing the Fair. So I would appreciate it if you would see that we get some sort of a rough form that might have been used blanking out any information that should not be divulged.

I am also going to write and thank Bill Kane and also Howard Vogel for their kindness.

We left New York and went to Montreal, as I told you we were going to do and had a great visit there. We are excited about both the New York and the Montreal Fair. We wish you a great 1965 and sincerely hope that we can perhaps be of some assistance to you in some capacity. Please don't hesitate to call on us.

Very truly yours,



John A. Daniels

JAD:io

CC: Mr. Frank Manupelli  
General Manager  
San Antonio Fair, Inc.  
421 South Alamo Street  
San Antonio, Texas



## OKLAHOMA WORLD'S FAIR COMMISSION, Inc.

GOVERNOR HENRY BELLMON  
K. S. ADAMS, BARTLESVILLE  
W. H. HELMERICH, III, TULSA  
DEAN A. MCGEE, OKLAHOMA CITY

June 23, 1964

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

Dear Mike:

As they say, "No tears, no sighs, no sad goodbyes...", but I wanted to make official to you my thanks and appreciation for everything you have done to help us during the past year or so.

No matter how hectic and frantic the Fair pace became, we have always been able to look to you and your office for advice, help and assistance-- and most importantly, for a smile and friendly word.

A lot of water has passed under the bridge since that eventful day when you met three of us at the airport on a cold, rainy day in March. If you're ever in the neighborhood of Will Rogers Field in Oklahoma City, I hope you'll let me meet you!

Sincerely,

Warren K. Jordan

WKJ:s



# JAMESTOWN Foundation



DRAWER JF • WILLIAMSBURG, VIRGINIA • TELEPHONE: CAPITAL 9-1607

April 26, 1965

Mr. and Mrs. M. R. Pender  
New York World's Fair 1964-65 Corp.  
Flushing Meadow Park  
World's Fair, New York 11380

Dear Mr. and Mrs. Pender:

The 358th anniversary of the Jamestown landing, on May 13, has been designated as "Virginia Day" again this year at the New York World's Fair. Governor and Mrs. Albertis S. Harrison, Jr., have accepted an invitation to be present as honor guests on that occasion.

The Governor has asked the Jamestown Foundation to arrange an appropriate ceremony to take place at 2:30 p.m. on Thursday, May 13, at the Fair. We have accordingly arranged to have the Jamestown Festival Park halberdiers take part and to have the choir of the College of William and Mary sing.

These exercises will take place at the United States Pavilion at 2:30 p.m. following selections by the William and Mary Choir. The choir will also present an outdoor concert at 12 noon at the Pavilion. Both events are open to the public.

You are cordially invited to be present for these exercises and, earlier, for an informal reception and luncheon at 12:30 in the Governors' Suite of the Maryland Pavilion, which adjoins the United States Pavilion. Governor and Mrs. Harrison and the Jamestown Foundation will be your hosts.

Please note that all times listed are Daylight Saving Time.

Should you find it possible to be with us for "Virginia Day," we suggest you make transportation arrangements and return the enclosed card immediately. It will be necessary for us to have all acceptances in hand by May 8.

Trusting that we may have the pleasure of your company, I am

Yours sincerely,

*Lewis A. McMurrin, Jr.*  
Lewis A. McMurrin, Jr.

## Enclosure

JAMESTOWN FESTIVAL PARK • OPEN THROUGHOUT THE YEAR

Stanley W. Abbott	Lewis A. McMurrin, Jr., <i>Chairman</i>	Lloyd C. Bird, <i>Vice Chairman</i>	Richard S. Gillis, Jr.	Fred G. Pollard
George S. Aldhizer, II	Fred W. Bateman	Alvin D. Chandler	Edmund T. DeJarnette	Samuel E. Pope
John S. Alfriend	Samuel M. Bemis	<i>Vice Admiral, USN, Retired</i>	Mrs. Alfred I. du Pont	Victor W. Stewart
	Edward L. Breeden, Jr.	M. Hale Collins	Felix E. Edmunds	
	Russell M. Carneal	John Warren Cooke	Thomas Frost	
			Carlisle H. Humelsine	
			Parke Rouse, Jr., <i>Executive Director</i>	



STATE OF IOWA  
OFFICE OF THE GOVERNOR  
DES MOINES  
June 30, 1964

HAROLD E. HUGHES  
GOVERNOR

Mr. M. J. Pender  
Director of State Exhibits  
New York World's Fair  
Flushing 52, New York

Dear Mr. Pender :

I would like to take this opportunity to thank you personally for the many courtesies which you extended to me, my family and the other members of the Iowa party during the observance of Iowa Day at the New York World's Fair on June 13.

We are particularly grateful for the many hours that you and others associated with the Fair devoted to the careful planning and execution of the day's activities. All in all, Iowa Day at the Fair was a memorable and worthwhile experience.

Our visit was necessarily a brief and hurried one, but we will not soon forget the splendid attractions at the Fair and your extraordinary courtesy and hospitality.

Very sincerely,

A handwritten signature in cursive script that reads "Harold E. Hughes".

HAROLD E. HUGHES  
Governor

HEH:llk

GENERAL  ELECTRIC

COMPANY

NEW YORK WORLD'S FAIR OPERATION

FLUSHING, NEW YORK 11380

TELEPHONE 212-888-5200

GENERAL ELECTRIC  
**PROGRESSLAND**



A WALT DISNEY PRESENTATION  
AT THE NEW YORK WORLD'S FAIR

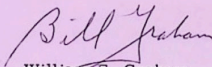
July 18, 1965

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

Dear Mike:

That is a swell idea outlined in your June 15 letter. I am enclosing in a separate mailing one of our bronze medalion of Progressland.

Yours truly,



William E. Graham  
Manager - Visitor Relations

WEG:jl

*International Business Machines Corporation*

IBM

*World's Fair Pavilion  
Box 518, World's Fair Station  
Flushing, New York 11380*

*Telephone: 888-7090 (Code 212)*

July 17, 1965

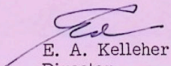
Mr. M. R. Pender  
Director of State Exhibits  
N. Y. World's Fair Corporation  
World's Fair, New York 11380

Dear Mike,

I would be happy to have you have one of our medallions,  
and I am enclosing same.

Best regards.

Sincerely,

  
E. A. Kelleher  
Director  
IBM Pavilion

EAK:sb  
Enclosure

UNISPHERE®

PEACE THROUGH  
UNDERSTANDING

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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

July 15, 1965

Mr. E. A. Kelleher  
Manager  
IBM Pavilion  
World's Fair, New York 11380

Dear Ed:

This year I have been trying to put together a collection of the various souvenir medals, coins, etc., that have been issued in connection with the Fair. To date, I have almost 50 different items and plan to show the collection at a numismatic show this fall.

Recently, I noted that IBM has a bronze medalion which is not represented in my collection. I would like very much to purchase, beg, borrow, or steal an example of this item in order to be able to complete the collection.

Do you have any suggestions on how this might be accomplished? Any help you can give would be greatly appreciated.

Cordially,

M. R. Pender  
Director of State Exhibits

MRP:jfm

Personal File



# MISSISSIPPI VALLEY ASSOCIATION

KANSAS CITY • NEW ORLEANS • OMAHA • ST. LOUIS • WASHINGTON

## Headquarters

SUITE 1032T  
225 SOUTH MERAMEC  
ST. LOUIS, MISSOURI 63105  
AREA CODE 314 PARKVIEW 5-6579

July 13, 1965

Mr. M. R. Pender  
New York World's Fair  
P.O. Box 1964  
Flushing 52, New York

Dear Mike:

I regret that I did not have an opportunity to see you during our day at the Fair. But I do want you to know how much I appreciate your making all the arrangements for us. We could not possibly have seen so much in one day without your help.

You have a truly outstanding fair and my only regret is that I did not have time enough to enjoy the Fair and to see you and General Potter.

Thanks again for your help and best personal regards.

Cordially yours,

E. Michael Cassady  
Executive Assistant & Area Manager

EMC:lb

# MISSOURI NEW YORK WORLD'S FAIR COMMISSION

MISSOURI PAVILION, FLUSHING, NEW YORK 11380

212 AR 1-0440

GENERAL LEIF J. SVERDRUP, CHAIRMAN



July 5, 1965

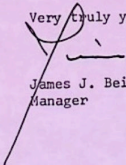
Mr. Michael R. Pender  
Director of State Exhibits  
New York World's Fair 1964-65 Corporation  
World's Fair, New York 11380

Dear Mike:

The Missouri New York World's Fair Commission would be delighted to have you attend a luncheon following the official ceremony on Missouri Day, August 27. The luncheon will be held at 12:45 on the Missouri site.

Please let us know if you will be able to join us for the festivities.

Very truly yours,

  
James J. Beisman,  
Manager

JJB:sg

MAP - Bureau  
1/3

WORLD'S FAIR 1966-67

LONG BEACH, CALIFORNIA

NELSON McCOOK, JR.

PRESIDENT

FRED HALL

EXECUTIVE VICE PRESIDENT

March 4, 1963

Mr. Mike Pender  
Deputy to  
Executive Vice President  
New York World's Fair  
Flushing 52, New York

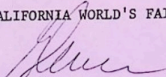
Dear Mike:

I wish to thank you very much for the extra copies of your No. 7 New York World's Fair brochure which we received several weeks ago. We appreciate also your comments relating to contracts with wholesale suppliers. As you know, this is an area that requires the utmost discretion in dealing with the individual suppliers to retail Concessionaires.

I am not sure that I mentioned to you during my visit to the New York World's Fair offices last year that I still retain a partnership in a local exhibit company known as Industrial Displays. For the past year, I have been devoting full time to the California World's Fair project and, therefore, have only been concerned with referring exhibitors to the services that we offer at Industrial Displays. Mr. Richard King, who is President of Industrial Displays, will be in New York the week of March 25. I have suggested that Dick take this opportunity to meet with you personally. I would appreciate any courtesies that you have the time to extend to Dick and I am sure that you will enjoy meeting him.

Sincerely,

CALIFORNIA WORLD'S FAIR

  
Glenn Bourret  
Assistant to  
Executive Vice President

GB/dw



## OPERATIONS RESEARCH INCORPORATED

8605 CAMERON STREET  
SILVER SPRING, MARYLAND

March 19, 1963

Mr. M. R. Pender  
Deputy to Executive Vice President  
New York World's Fair 1964-1965 Corporation  
Flushing Meadow Park  
Flushing 52, New York

Dear Mike:

Thank you again for the copy of your progress report showing the remarkable development of the New York World's Fair for 1964 and 1965. I am always impressed with what can be done with an area such as that in Flushing; the buildings and the transportation system growing there are most spectacular. I am glad that we had an opportunity to see the area last May at the relative beginning of the construction period.

Mr. Lovejoy, whom you suggested to me for information in regard to the Port Authority Bus Terminals in New York, sent me some very impressive data. The number of buses and passengers which are handled through the Lincoln Tunnel and by the New York Bus Terminals, is an order of magnitude greater than anything else I have heard. I doubt that this performance is applicable to most other cities. The Alameda-Contra Costa Transit Company in Oakland, California, has an operation which is comparable in efficiency if not in actual volume carried.

The situation in Washington is now approaching the hearing stage in regard to the National Capital Transportation Agency's recommendation for development of a subway system. There are many, and I am included, who feel that the emphasis

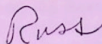
OPERATIONS RESEARCH INCORPORATED

Mr. M. R. Pender  
Page Two  
March 19, 1963

in the NCTA plan is directed toward rail transit too much, to the exclusion of highway and bus transportation. We believe that a more balanced system is possible and preferable from the points of view of service, flexibility and costs. We do not believe that the full potential of the bus, both local and express, has been utilized. As you say, the NCTA's plans are pretty grandiose. I also hope that some of the things planned can be done, but hope too, that more of a highway system be introduced through the over-all plan.

I will try to see you when I am in New York again and hope that you will get in touch with me here in Washington. My best wishes are with you for success of the World's Fair.

Cordially,



S. Russell Stearns  
Associate Staff  
Transportation Division

SRS:js



NEW YORK WORLD'S FAIR 1964-1965

BELGIAN VILLAGE

# Beautiful Belgium INC.

(Service Technique) of Construction  
85 Boulevard Brand Whitlock  
Bruxelles 4 Phone 345182

(Bureau New-York Office)  
The Waldorf-Astoria  
301 Park Avenue  
New York 22, N. Y.  
Phone MA 1-1380

(Public Relation of Masurelle)  
66 Ravenstein - Shell Building  
Bruxelles 1 - (Witz-Air)  
Phone 112445

(Service Commercial) et participants  
63 Rue Jean Solien  
Bruxelles 2 Phone 273436

May 20, 1963

Mr. M. R. Pender  
Deputy to Executive V.P.  
New York World's Fair Corporation  
Flushing Meadow Park  
Flushing 52, N.Y.

Dear Mr. Pender:

As promised during the briefing of the Sabena Ladies Club, I am pleased to send you enclosed some documentation concerning our Belgian Village.

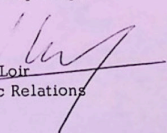
I trust you will find the enclosed information useful, especially with regard to the future briefings in the Model Room. It might equally be useful as guide for the bus tours around the World's Fair. It might help the guides to answer more easily to the questions posed by the visitors regarding the future pavillons.

Thanking you very much for your kind cooperation, I remain,

Yours very truly,

Encs.

TH:RH

  
Theo Loir  
Public Relations





ILLINOIS COMMISSION • New York WORLD'S FAIR 1964 • 1965

Flushing, New York 11380  
Area Code 212 • AR 1-5010

June 17, 1965

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

Dear Mike:

All of us here at the Illinois Pavilion wish to thank you for your special help in our Illinois Day festivities yesterday.

Miss Marmaduke and Mr. d'Anjou have told me of your extra help and we all wish to thank you.

Our Governor was sincerely pleased with the whole program and this, of course, makes us proud and happy.

Virginia and Dick wish to join me in thanking you for the World's Fair plaques. They will be nice reminders of our pleasant associations here for the years to come.

Sincerely,

James A. Cassin  
Executive Director

JAC:lgh



STATE OF NEW JERSEY  
OFFICE OF THE GOVERNOR  
TRENTON

RICHARD J. HUGHES  
GOVERNOR

Dear Mr. Pender:

Thank you very much for the photographs  
which you sent me.

It was most thoughtful of you, and you  
may be sure that I shall place them in my collec-  
tion.

Sincerely,

A handwritten signature in dark ink, appearing to read "Richard J. Hughes".

GOVERNOR

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

July 31, 1964

WORLD'S FAIR 1966-67

LONG BEACH, CALIFORNIA

February 1, 1963

NELSON McCOOK, JR.  
PRESIDENT  
FRED HALL  
EXECUTIVE VICE PRESIDENT

Mr. M. R. Pender, Deputy  
to Executive Vice President  
NEW YORK WORLD'S FAIR  
Flushing Meadow Park  
Flushing 52, New York

Dear Mike:

Congratulations once again! It seems each time we receive one of your reports, you have been promoted to a higher echelon.

I have just received a copy of your New York World's Fair Report No. 7. In reviewing this excellent report, it is quite apparent that the information contained therein is very detailed and covers practically every area of endeavor of the New York Fair.

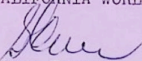
I would appreciate it very much, if at all possible, if you would forward to my attention at your earliest convenience, ten or twelve copies of Report No. 7. I feel that our entire staff should have the opportunity to review this report in great detail, as a matter of information on future planning of the New York Fair project. If it is not possible to send the reports, I will certainly understand because this is a costly publication and must be distributed with a great deal of discretion.

I am happy to report that we have finally moved into our new California World's Fair Administration Building, at 230 East Fourth Street, here in Long Beach. The Real Estate Section of the local paper plans to run a full page spread on our move, and when it is published I will send you a copy for your general information.

Keep up the good work, and I wish to thank you for the splendid cooperation we have received from you and your staff members in the past.

Very truly yours,

CALIFORNIA WORLD'S FAIR

  
Glenn Bourret  
Assistant to  
Executive Vice President

INTERNATIONAL EXPOSITION FOR SOUTHERN CALIFORNIA, INC.

P. O. BOX 20110 · LONG BEACH, CALIFORNIA · HEMLOCK 6-9066 · CABLE ADDRESS: MANLA

MRP

HP

*Importers and Distributors of Select Wines and Liquors*



**STANDARD FOOD PRODUCTS CORP.**

45-11 33<sup>RD</sup> STREET · LONG ISLAND CITY 1, NEW YORK  
STILLWELL 6-7800 · CABLE 'LIQUERWINE'

November 15, 1963

Mr. Michael R. Pender  
Deputy to Executive Vice President  
New York World's Fair 1964-1965 Corporation  
International Exposition at Flushing Meadow Park  
Flushing 52, New York

Dear Mike:

My sincere thanks again for sending the up to date listing of restaurant and bar concessions at the 1964-1965 World's Fair.

It is providing a tremendous assistance for us.

Sincerely,

STANDARD FOOD PRODUCTS CORP.

Ira R. Schattman, Jr.  
Secretary

IRS:sb

UNISPHERE<sup>®</sup>

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UNDERSTANDING

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 "WORLDFAIR"

November 13, 1963

Mr. Ira R. Schattman, Jr.  
Secretary  
Standard Food Products Corporation  
45-11 33rd Street  
Long Island City 1, New York

Dear Buddy:

Enclosed, finally, find the latest listing that you requested.

Thank you for coming to the recent meeting and I hope we will see you at the December meeting.

Also, many thanks for your kind offer. We may take you up on it one of these days soon.

Cordially,

M. R. Pender '47  
Deputy to  
Executive Vice President

Enclosure

M. M. DILLON & COMPANY  
LIMITED

CONSULTING ENGINEERS

Box 219, Station K

88 Eglinton Ave. E., Toronto, Ont.

HU 1-6886

OUR FILE P-13

YOUR FILE

25 November 1963.

Mr. M. R. Pender,  
Deputy to Executive Vice-President,  
New York World's Fair 1964-1965 Corporation,  
FLUSHING 52, N.Y.  
U.S.A.

Dear Mr. Pender:

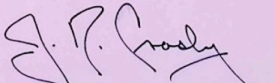
I wish to thank you for the information furnished to me during our recent telephone conversation and the numerous reports and brochures which were received by me this morning. We are confident that this information has increased our appreciation of basic work involved in the planning for such a massive undertaking.

The personnel information furnished by way of our discussion and tabulated in your letter may also prove quite useful. However, for the time being, we will hold these data until our area of involvement in the Canadian World Exhibition 1967 has been clarified.

In the meantime, I shall be looking forward to the opportunity for personal discussion with you.

Sincerely,

M. M. DILLON & COMPANY LIMITED.

  
John R. Crosby, P. Eng.,  
Senior Traffic Engineer.

JRC/HT



LONDON . TORONTO . OTTAWA . WINDSOR . SUDBURY . WINNIPEG



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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

November 22, 1963

Mr. John Crosby  
M. M. Dillon & Co., Ltd.  
88-90 Eglinton Avenue E.  
Toronto, Ontario  
Canada

Dear John:

It was pleasant talking with you on the telephone, and we wish you success on your project.

As promised, I am enclosing a copy of the Financial Prospectus on the Fair which includes the feasibility study. Also inclosed is a copy of the latest progress report on the Fair.

As I mentioned, Dave Carruth of Clarke and Rapuano, 830 Third Avenue, New York, New York has been coordinating the design and location of the internal transportation system (operated by Greyhound) in coordination with the firm of Andrews and Clark.

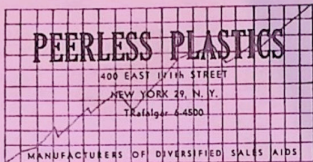
T. T. Wiley would be your best source of information if you need detailed information.

Cordially,

M. R. Pender  
Deputy to  
Executive Vice President

Enclosures  
MRP:jfm  
cc: MRP Personal File

DAYS TO OPENING DAY



MKP, File  
PP

PLASTICRAFT  
*Originals*

August 13, 1963

Mr. M. R. Pender  
Deputy to Executive Vice President  
New York World's Fair Corporation  
Flushing 52, New York

Dear Mr. Pender:

This will confirm our telephone conversation of this morning and also your letter of August 1st.

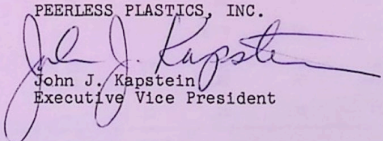
Under separate cover we are sending you a complete kit of World's Fair material currently available for immediate delivery. As we discussed on the phone, some of these items have been used by World's Fair participants in Groundbreaking Days and other ceremonies. We are currently preparing additional samples but these will not be available for delivery for some time. I am certain that in this kit there is suitable merchandise for all occasions.

We are enclosing a price list covering the various items which are included in the Attache Case Kit. For your purpose you may use the 1000 price for any quantity, minimum, of course, 50 pieces, and deduct 30% for the 1M quantity price. This will give you our World's Fair Corporation billing price.

If there are any questions, please do not hesitate to call me. Be assured of our cooperation.

Kindest personal regards,

PEERLESS PLASTICS, INC.

  
John J. Kapstein  
Executive Vice President

JJK:kb

enc.

STYLE	DESCRIPTION	50	100	250	500	1000
A13WF	Award Case	.77	.72	.70	.62	.55
A22WF	Auto Vizion Kit	1.69	1.63	1.58	1.40	1.27
B21WF	Note Book	--	.40	.38	.33	.30
B90WF	Attache Case	3.87	3.83	3.81	3.45	3.14
B93WF	Brief Case	.94	.88	.85	.76	.68
C28WF	License Holder	.38	.34	.32	.28	.24
C30WF	License Holder	.28	.24	.22	.19	.17
C45WF	Card Case	.30	.27	.24	.21	.19
D78WF	Pocket Diary	.49	.44	.43	.38	.34
D136WF	Sales Executive Portfolio	2.44	2.39	2.33	2.11	1.93
G416WF	Writing Case	1.56	1.52	1.49	1.33	1.21
H2WF	Pocket Protector	.22	.19	.18	.16	.13
H30WF	Accident Report	--	--	.22	.20	.19
K30WF	Keyflash	.95	.90	.88	.79	.72
K38WF	Coin Caddy	--	--	.13	.12	.10
K152WF	Key Case	.61	.55	.53	.46	.42
K57WF	Key Case	.34	.31	.30	.26	.23
K4025WF	Ladies' Key Case	.54	.49	.48	.42	.38
K46WF	Key Case	.36	.33	.31	.28	.24
L3WF	Luggage Tag	.22	.18	.17	.13	.11
L5WF	Luggage Tag	.33	.30	.29	.26	.22
L28WF	Litter Bag	.42	.39	.37	.31	.28
MB8WF	Mylar Address Book	.63	.57	.55	.49	.43
MN135WF	Mylar Secretary	1.20	1.16	1.14	1.01	.92
MX14WF	Mylar Change Caddy	.27	.23	.22	.19	.17
N32WF	First Aid Kit	2.02	1.96	1.94	1.75	1.60
O4WF	Check Book Cover	.38	.33	.31	.27	.23
O13WF	Check Book Cover	.52	.48	.45	.40	.35
O20WF	Pass Book Cover	--	.15	.13	.11	.10
O36WF	Snap Pouch	.41	.37	.35	.31	.28
P418WF	Credit Card Case	.77	.74	.71	.63	.56
PW22WF	Flip-a-Pass Case	.78	.74	.72	.64	.57
PW429WF	Card Case - Billfold	1.30	1.25	1.21	1.09	.99
R60WF	Menu Cover	.84	.78	.75	.67	.61
S2WF	Junior Secretary	.45	.41	.39	.34	.31
S59WF	Tel-a-Minder	1.07	1.01	.99	.88	.79
S203WF	Pocket Secretary	1.55	1.49	1.46	1.29	1.17
S1151WF	Pocket Secretary	.60	.55	.44	.37	.30
SD119WF	Planning Secretary	.73	.70	.67	.58	.51
T20WF	Passport Case	.75	.71	.68	.61	.55
V36WF	Insurance Folder	1.37	1.31	1.29	1.16	1.05
W27WF	Billfold	.95	.89	.86	.76	.68
W32WF	Wallet	.60	.55	.53	.46	.41
X6WF	Change Purse	--	.22	.20	.17	.15

**PLASTICRAFT** - an official "New York World's Fair 1964-1965 Corporation" Licensee  
*Originals*

H30 - 1A2B; K38 - 2A  
 All Others - 3ABC

UNISPHERE

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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 212-WF 4-1964 • CABLE ADDRESS "WORLD'SFAIR"

December 10, 1963

ROBERT MOSES  
PRESIDENT

Miss Juanita Toupin  
Librarian  
Canadian World Exhibition Corporation  
Montreal, Canada

Dear Miss Toupin:

In reply to your question regarding foreign personnel, the only information we have is that 45 foreign pavilions are being erected. Most of the labor is local with only a few highly skilled technicians brought in from overseas. During the Fair each exhibitor will undoubtedly man its pavilion with its own nationals, but we won't know how many until each country begins to request employee identification cards next April.

Cordially,

M. R. Pender  
Deputy to  
Executive Vice President

COMPAGNIE DE  
L'EXPOSITION UNIVERSELLE CANADIENNE  
MONTRÉAL 1967

CANADIAN WORLD EXHIBITION  
CORPORATION  
MONTRÉAL 1967

PLACE VILLE-MARIE, MONTRÉAL, QUÉBEC, CANADA

ADRESSE TELEGRAPHIQUE  
CABLE ADDRESS  
"MONTEXPO"

TELEPHONE  
EXPOSITION 1967

Montreal  
November 25, 1963.

Mr. M.R. Pender  
Deputy to Executive Vice President  
NEW YORK WORLD'S FAIR 1964-1965  
INTERNATIONAL EXPOSITION at  
FLUSHING MEADOW PARK  
FLUSHING 52, N.Y. (U.S.A.)

Dear Mr. Pender :

Here we are asking again more information about the organization of your World's Fair. This time, we would like to find out the number of foreign personnel that is and will be working at the New York World's Fair.

Do you think it is possible for you to supply us with this information.

Yours very truly,

*Juanita Toupin*

Juanita Toupin (Miss)  
Librarian  
Canadian World Exhibition Corporation.

JT/nf.

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

February 4, 1963

VIA AIR MAIL.

Mr. Glen Bourret  
Assistant to Executive Vice President  
World's Fair 1966-67  
Post Office Box 20110  
Long Beach, California

Dear Glenn:

As you can imagine, the pace is getting more hectic. We are still battling trying to get a State of California Exhibit. Some days the chances look good, while others are not too promising. Today, however, it looks good.

We do not have any contracts with wholesale suppliers as such and, therefore, have not had requests that a supplier become an exhibitor. We have had many licensing agreements for the use of the World's Fair name, symbol, etc. In these cases the advance monies are usually considered first payment on the percentage agreed upon.

I hope the above answers your questions.

Best regards,

Cordially,

M. R. Pender  
Deputy to  
Executive Vice President

P. S. I have sent you, under separate cover, six (6) copies of Progress Report No. 7

WORLD'S FAIR 1966-67

LONG BEACH, CALIFORNIA

January 29, 1963

RON MCCOOK, JR.  
PRESIDENT  
ED HALL  
EXECUTIVE VICE PRESIDENT

Mr. M. R. Pender  
Director of State Exhibits  
NEW YORK WORLD'S FAIR  
Flushing 52, New York

Dear Mike:

With opening date just months away, I am certain that you are very busy with the many details that must be finalized before the opening of the New York World's Fair.

I would appreciate very much your ideas regarding wholesale suppliers activities as follows:

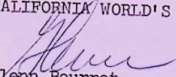
- (1) In your negotiations with wholesale suppliers, was it mandatory that they also participate as an exhibitor, and if so, to what extent?
- (2) Upon receipt of advance monies from wholesalers, were these monies considered an outright gift, or were they applied as advance monies against future space costs and percentage of payments back to the World's Fair Corporation?

Any ideas or suggestions you may have will be greatly appreciated, as we are in the process of negotiating with a great number of wholesale suppliers, and the above mentioned items pop up most frequently in our discussions with them.

Thanks in advance for your help.

Very truly yours,

CALIFORNIA WORLD'S FAIR

  
Glenn Bourret  
Assistant to Executive Vice President

GB:a



# Disneyland

A DIVISION OF WALT DISNEY PRODUCTIONS

1313 HARBOR BLVD., ANAHEIM, CALIF. • TELEPHONES: KEYSTONE 3-4456 AND MADISON 6-8605

September 9, 1963

Mr. M. R. Fender  
New York World's Fair  
Flushing, New York.,

Dear Mike:

Many thanks for your nice letter, and the wonderful informative book about the Fair.

From looking at the book I am certain that the New York World's Fair of 1964-1965 will be the best ever. Incidentally I saw Marie Kordupel yesterday, and she informed me that she had received the map just one day late.

My wife and I are hoping to be able to visit the Fair next spring. If luck is with me and I can make the trip I will look you up.

Again many thanks for the wonderful book, and wishing you every success for the Fair, I remain,

Cordially,

Robert F. Norie

RFN:ad

UNISPHERE

PEACE THROUGH  
UNDERSTANDING

© 1961

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 "WORLDFAIR"

September 6, 1963

VIA AIR MAIL

Mr. Robert Norie  
c/o Disneyland  
Anaheim, California

Dear Bob:

Many many thanks for your excellent tour of the park last week. I am sure that I wouldn't have been able to see one tenth of it without your able guidance.

I was very much impressed with the quality of the attractions and the excellent maintenance standards. I hope that we will be able to approach those ultimate objectives at our Fair.

If you should ever get to New York please come out and see us and be ready for the red carpet treatment. Incidentally, the map went out to Marie Kordupel on Wednesday.

Best of luck in your ranch operation.

Cordially,

M. R. Pender  
Deputy to  
Executive Vice President and  
Director of State Exhibits

*Robert F. Norie*  
Robert F. Norie

Enclosure

CC: MRP File Personal



*Executive Office's  
State of Hawaii Exhibit  
New York World's Fair 1964-65*

EXECUTIVE OFFICER  
JAMES K. KEALOHA

PHONE 212 AR 112134

May 20, 1965

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

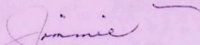
Dear Mike:

Please accept my sincere thanks for your very kind invitation to an outing tomorrow, May 21, 1965, at 11:30 a.m.

This is to further inform you that I will be at Gate 2 at the time and date designated.

Wishing your outing and the others to follow every joy and success.

With Best Wishes & Aloha,

  
James K. Kealoha  
Executive Officer  
Hawaii State Pavilion

JKK:m



TENNESSEE  
EXECUTIVE CHAMBER  
NASHVILLE

FRANK G. CLEMENT  
GOVERNOR

July 21, 1965

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

Dear Mr. Pender:

I regretted that Mrs. Clement and I were unable to participate in "Tennessee Day" at the Fair on June 13th.

I appreciate, however, the many courtesies which you extended to my representative, Commissioner McSween, and I wanted you to know of my deep appreciation.

Again thanking you and hoping to see you in Tennessee at some future date, I remain

Sincerely,



Frank G. Clement

FGC:js

BINGHAMTON, NEW YORK 13902 | TELEPHONE 723-9311 | TWX 607-772-0226  
SYSTEMS DIVISION

September 22, 1965

Mr. M. R. Pender  
Director of State Exhibits  
New York World's Fair, 1964-1965 Corporation  
International Exposition  
Flushing Meadow Park  
World's Fair, New York 11380

Dear Mr. Pender:

We are expanding to provide you with more comprehensive service.

Based on the excellent acceptance of the Link HLS-1 Loop Detector and other transportation products, we have decided to expand our traffic control product line and to establish our own Sales and Service organization. Commencing 1 November 1965, we will no longer be represented by Automatic Signal Company.

We plan to begin working with you immediately to discuss your new requirements as well as our future developments. As our program progresses, you will be contacted by our representatives. In the interim, if you have a present or future traffic control problem - let us know about it. We invite you to send requests for information, specifications, bid requests and other similar data to the following address and we will respond to your requests in an expeditious manner.

Mr. Dalton E. Chabot  
Manager, Transportation Products Sales  
Link Group - General Precision, Inc.  
1451 California Avenue  
Palo Alto, California Phone 415 326-2773

If you have a particular technical problem, Mr. Robert N. Doble, Manager, Transportation Products, or a member of our engineering staff would welcome the opportunity of discussing it with you.

Mr. M. R. Pender

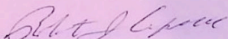
September 22, 1965  
Page 2

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We look forward to the opportunity of meeting with you personally to discuss and demonstrate our unique systems and to extend to you the systems design capability, quality and service which have been Link trademarks for well over 30 years.

Give us an opportunity to help you improve traffic control.

Very truly yours,

  
Robert J. Campbell  
Vice President - Marketing

RJC/djp



MRP Personal  
R

WEST VIRGINIA PAVILION  
NEW YORK WORLD'S FAIR  
Flushing Meadow Park, New York  
World's Fair New York 11380  
Phone 212-271-6363

JULIUS W. SINGLETON, JR.  
Director

SAM E. COLE  
Manager

September 29, 1965

Mr. M. R. Pender  
Director of State Exhibits  
New York World's Fair 1964-1965 Corp.  
World's Fair, New York 11380

Re: Crisis in the Sewers

Dear Mr. Pender:

You came to my rescue! And I am grateful.  
There are others who are grateful too:

Mr. Julius Singleton, Director  
Mr. Sammie E. Cole, Manager  
The public, in general  
The personnel, in particular

But most of all....ME.

Many thanks,

*Jo Ellen*  
Jo Ellen Ryan

P.S. They are going to bill us.

*Sisko Enterprises, Inc.*  
32 CENTER DRIVE  
MALBA, N. Y. 11357

September 13, 1965

Mr. M. R. Pender  
Director of State Exhibits  
New York Worlds Fair  
Flushing, N. Y.

Dear Mr. Pender:

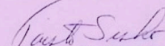
Thank you very much for your assistance in planning and promoting the successful running of the Worlds Fair Kart Klassic on September 2-6.

I am happy to say that it was a huge success and the participants from all over the country were greatly impressed with the cooperation showed to them here at the Fair.

Many Karters have long awaited the day for Karting to be seen in New York City and we were able to present it to them ideally--even to the point of perfect weather. We estimate that about 50,000 new people were introduced to kart racing during the five-day period.

Thank you again for your cooperation and assistance.

Sincerely,



Taisto Sisko, Pres.  
SISKO ENTERPRISES, INC.

TS:ms

*Wilbur N. Baughman*  
*Attorney at Law*  
*Penthouse*  
*1430 K Street, Northwest*  
*Washington, D.C. 20005*

*Chey. Maryland Office*  
*929-9000*

*Telephone*  
*347-6416*

November 5, 1965

Mr. M. R. Pender  
Director of State Exhibits  
New York World's Fair  
1964-1965 Corporation  
World's Fair, New York 11380

Dear Mr. Pender:

You were very kind to remember my request concerning the resale of the "Jolly" cars used at the Fair.

I note that the actual "Jolly's" used at the Fair are not for resale, but that I can get information concerning a new one through Mr. Seiler at the address given by you. This is most helpful, and I appreciate your assistance very much.

I do hope we may meet again in the not too distant future, and if at any time you are in the Nation's Capital, please call me and we'll try to get together.

Sincerely yours,

*Wilbur N. Baughman*  
WILBUR N. BAUGHMAN

WNB/thc

WHITE OWL  
ROBT. BURNS  
ROBT. BURNS  
CIGARILLOS  
TIPARILLO  
VAN DYCK  
WM. PENN

# General Cigar Co., INC.

605 THIRD AVENUE, NEW YORK, N. Y. 10016

August 13, 1965

Mr. Mike Pender  
Assistant to General W. E. Potter  
New York World's Fair 1964'- 1965 Corporation  
Flushing 52, New York

Dear Mr. Pender:

On behalf of Mr. Edgar M. Cullman, President of General Cigar Co., Inc., I would like to invite you most cordially to join with us in ceremonies marking "Robert Burns Day At The World's Fair" on Wednesday, August 18, 1:30 p. m. to 3 p. m. at the Tiparillo Band Pavilion.

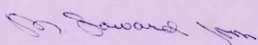
On this occasion, an exhibit of Robert Burns memorabilia, loaned by leading museums, will be dedicated in the colorful Ceremony of the Haggis. This will be performed by officials of the Saint Andrew's and Robert Burns Societies, who are co-operating fully with us in arranging this tribute to Robert Burns.

Our guests, most of whom will participate in the ceremonies, will include Lady Malcolm Douglas-Hamilton, Clive Driver, Curator of the Rosenbach Foundation in Philadelphia; Allan Bruce, star of the forthcoming musical based on Robert Burns, "Great Scot!"; officials of the Robert Burns and Saint Andrew's Societies; And representatives of the British Commonwealth Consulates-General. Guy Lombardo will be the Master of Ceremonies.

We look forward to seeing you.

Cordially,

GENERAL CIGAR CO., INC.



Maurice Soward

Director, Public Relations





*MR P Pender*

NEW YORK STATE THRUWAY AUTHORITY  
DELAWARE PLAZA  
ELSMERE, NEW YORK

R. BURDELL BIXBY  
CHAIRMAN AND SECRETARY  
ARTHUR M. CROMARTY  
VICE CHAIRMAN  
CHARLES R. DIEBOLD  
TREASURER

MAILING ADDRESS: P. O. BOX 100, ALBANY 1, N. Y.

HOLDEN A. EVANS, JR.  
GENERAL MANAGER

May 8, 1963

Mr. M. R. Pender  
Deputy to Executive Vice President  
New York World's Fair 1964-1965 Corp.  
Flushing 52, New York

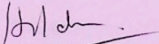
Dear Mike:

Thanks again for your report on the progress of the World's Fair.

I saw Bert last week when we had the Pan American Highway group under our wing for 36 hours. I wondered what his connection with the Fair was, because he was encouraging the delegates to pay you a visit.

With respect to the zone permit, while I can understand your scepticism, we may fool you and do something about it this year.

Cordially,

  
General Manager

HAE:RC



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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

May 6, 1963

Mr. Holden A. Evans, Jr.  
General Manager  
New York State Thruway Authority  
Post Office Box 189  
Albany 1, New York

Dear Holden:

I trust Wally Browne has reported to you about his inspection of the Fair. We are quite proud of our accomplishments to date and like to show off our progress. Wally tells me you are still studying ways and means to find a zone permit system. I sometimes wonder if I'll grow to old age still hearing about this problem.

Bert Tallamy has been in several times lately concerning his study of a possible Pan American Highway exhibit. He sure still looks the same.

As usual I am enclosing a copy of our latest Progress Report. We are now up to No. 8. Thanks for sending the Thruway Report, which I spent several hours reading and reminiscing. Best of luck.

Cordially,

M. R. Pender  
Deputy to  
Executive Vice President

Enc.

MRP/sc  
cc: MRP File - Personal

Church of the Lord Jesus Christ of the Apostolic Faith

BISHOP S. McDOWELL SHELTON - APOSTLE AND GENERAL OVERSEER

BISHOP S. C. JOHNSON - FORMER APOSTLE

HEADQUARTERS: 22ND & BAINBRIDGE STREETS, PHILADELPHIA 46, PA., U.S.A.  
POST OFFICE BOX 3880

August 5, 1965

Mr. Michael R. Pender  
Deputy to Executive Vice President  
and Director of State Exhibits  
and Mrs. Pender  
World's Fair, New York 11380

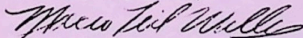
My dear Sir and Madam:

August 29, 1965, has been designated "Apostolic Faith Day" at the New York World's Fair. On this Sunday, Bishop S. McDowell Shelton, Apostle and General Overseer of the Church of the Lord Jesus Christ of the Apostolic Faith, will officiate at all day services and events at the Singer Bowl, on a day commemorating the Church's 30th National Convention and 6th International Convention.

Bishop Shelton requests the honor of your presence as a distinguished guest at the 12 Noon Radio Broadcast and Reception following. The Bishop's theme will be that of the World's Fair, "Peace Through Understanding", and the Noon Broadcast will be heard by shortwave worldwide.

We look forward to your acceptance.

Respectfully yours,



Maceo Teil Waller  
Director - Public Relations  
For The Bishop

MTW: jlb

R.S.V.P. for further details:

'Loretta'  
Apostolic Faith Day  
701 South 22nd Street  
Philadelphia, Pennsylvania 19146  
Pennypacker 5-8910

Mrs. Miller  
Apostolic Faith Day  
4 West 58th Street  
New York, New York 10019  
Plaza 2-3352

*SOUTH DAKOTA IDEA*

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State Office Building  
Capitol 4-5911, Ext. 307  
Pierre, South Dakota



*INDUSTRIAL DEVELOPMENT EXPANSION AGENCY*

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June 8, 1964

Mr. M. R. Pender, Assistant to the  
Executive Vice President  
New York World's Fair Corporation  
Flushing Meadow Park  
Flushing 52, New York

Mike:

The South Dakota group from Governor Archie Gubbrud on down were warm in their praise of your organization's handling of South Dakota Day.

The event will live long in their memories, I am sure, and I want you to know that we all are very appreciative of your efforts.

Warm personal regards,

*Eugene H. Stearns*  
Eugene H. Stearns  
Director

EHS:rb