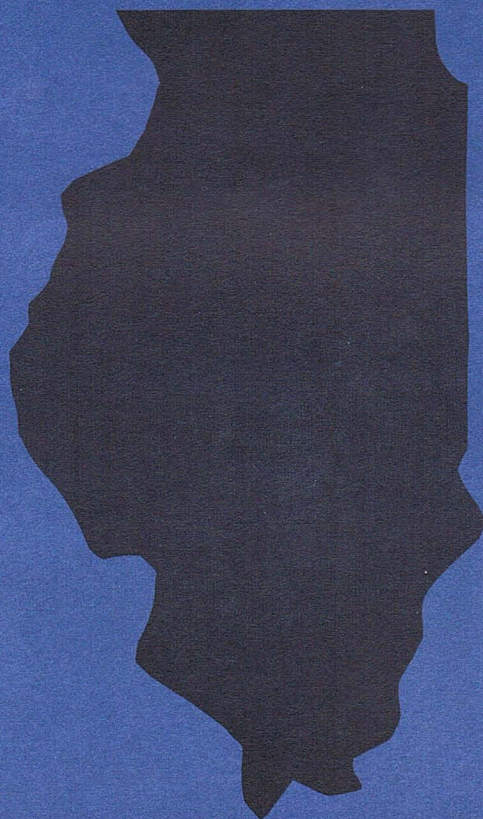


ILLINOIS  
LAND OF LINCOLN





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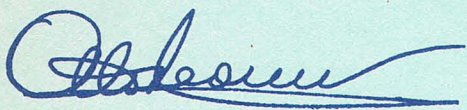
Illinois will be represented at the New York World's Fair by our greatest son, Abraham Lincoln. We are presenting a sampling of the scenic, historic, recreational, industrial, educational, and cultural activities in our great state.

We invite visitors from all over the world and from the many parts of our own country to continue on in their travels to Illinois—the Land of Lincoln—after they have made a stop in New York and the Fair.

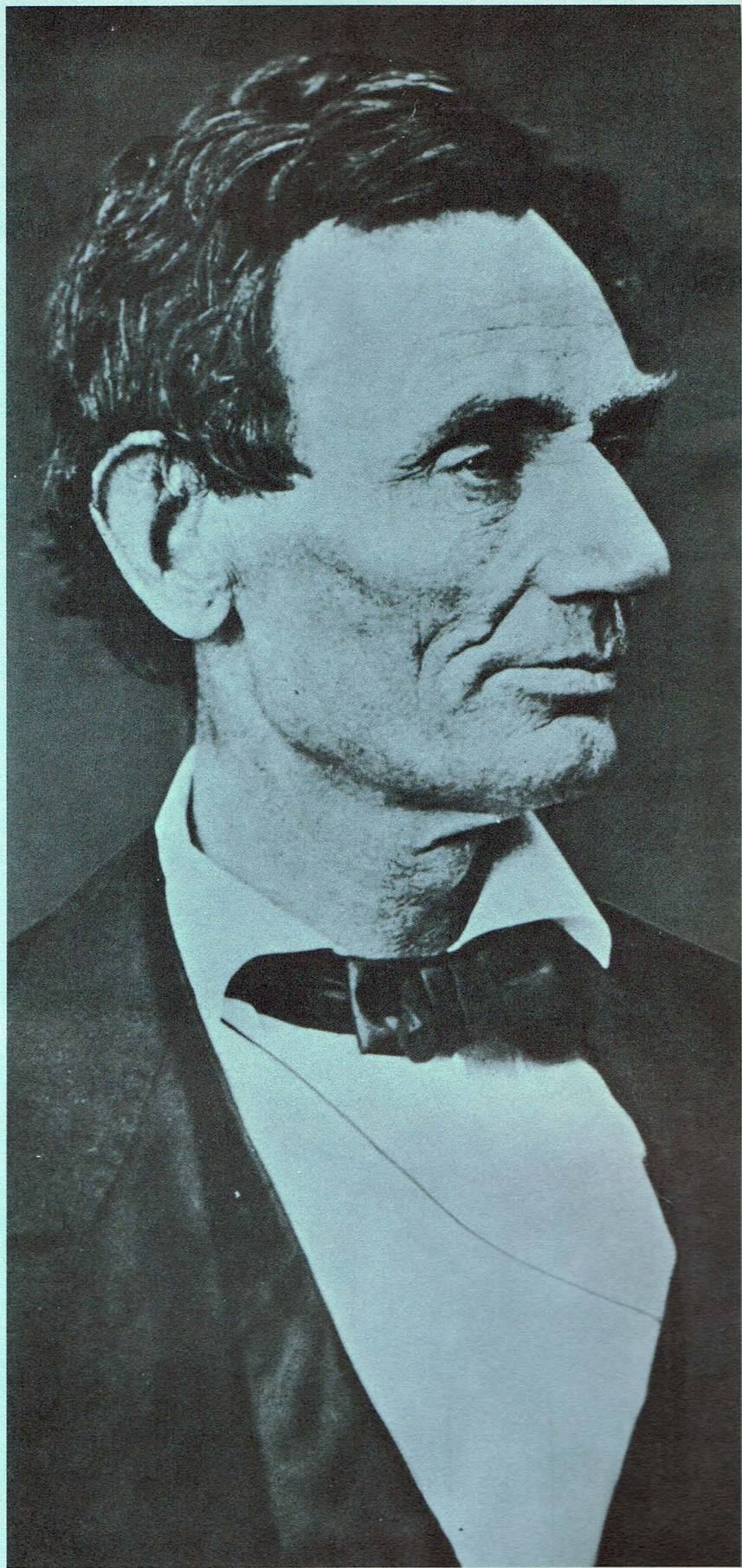
A little over a century ago, Abraham Lincoln said:

“Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed. Consequently he who moulds public sentiment, goes deeper than he who enacts statutes or pronounces decisions.”

The greatest advocate of our democratic form of government—the political statesman who helped perfect the image of the United States as the exemplar of freedom will, in effect, be the “salesman” who will present The Illinois Story.

A handwritten signature in blue ink, appearing to read "Otto Kerner", with a long, sweeping horizontal line extending from the end of the signature.

OTTO KERNER, Governor



Illinois, the twenty-first state in the Union, is proud of its appellation "The Land of Lincoln," and the phrase will be the theme of our presentation in the New York World's Fair 1964-65. We offer to the world a treasure-house filled with actual treasures and with a multitude of ideas that will enrich the lives of our millions of visitors.

Our over-all theme concerns itself with the life, times, influence, and philosophy of our greatest son. Through the spirit of Abraham Lincoln which today, almost a century after his death, influences most profoundly the lives, thoughts, attitudes, and actions of modern Americans, we shall present the story of the past, present, and future of our great State and his conception of the mission of America as a trustee for humanity.

Why does Lincoln endure more than one hundred and fifty years after his humble birth in Kentucky? Why does Lincoln continue to grow in our political philosophy, our cultural inheritance, our social and moral consciousness? Why has he remained in death as powerful an influence and reality as he was in life? Why is it that that influence is growing, not fading?

The Lincoln story as told in the Illinois pavilion will not only be a biography of a man whose life span was a brief fifty-six years, two months, and four days, it will also be an interpretation of the man, an explanation of his hold upon the minds of men, and an attempt to come closer to a real understanding of why Abraham Lincoln lives for the ages. In sight and sound, by means of hitherto unknown techniques, we shall tell this story, and it is our belief that those who see and hear it will be enriched by their exposure to this great American's personality.

Justifiably proud as we are of our Lincoln heritage, the Illinois story does not begin or end with the life of our Sixteenth President. The dramatic history of our state, just a few years removed from its 150th birthday, is worthy material for a Homer, a Parkman, or, in our time, talented sons such as Carl Sandburg and Allan Nevins. In New York, visitors will be exposed to the drama of the early years of Illinois, the beauties, advantages, and opportunities of present-day Illinois, and the magnificent promise of a future Illinois.

Our cultural, historical, recreational, educational, and industrial virtues (and there are many) will be presented with dramatic effect and in the best of taste, and we firmly believe that many of the eighty millions of visitors expected to visit New York during 1964 and 1965 will sooner or later come to Illinois, The Land of Lincoln.



RALPH G. NEWMAN, Chairman

**SAID ABRAHAM LINCOLN:**

**"Our defense is in the preservation of the spirit which prizes liberty as the heritage of all men, in all lands, everywhere."**

(Edwardsville, 11 September 1858)

**"Let reverence for the laws . . . become the political religion of the nation."**

(Springfield, 27 January 1838)

**"In times like the present, men should utter nothing for which they would not willingly be responsible through time and in eternity."**

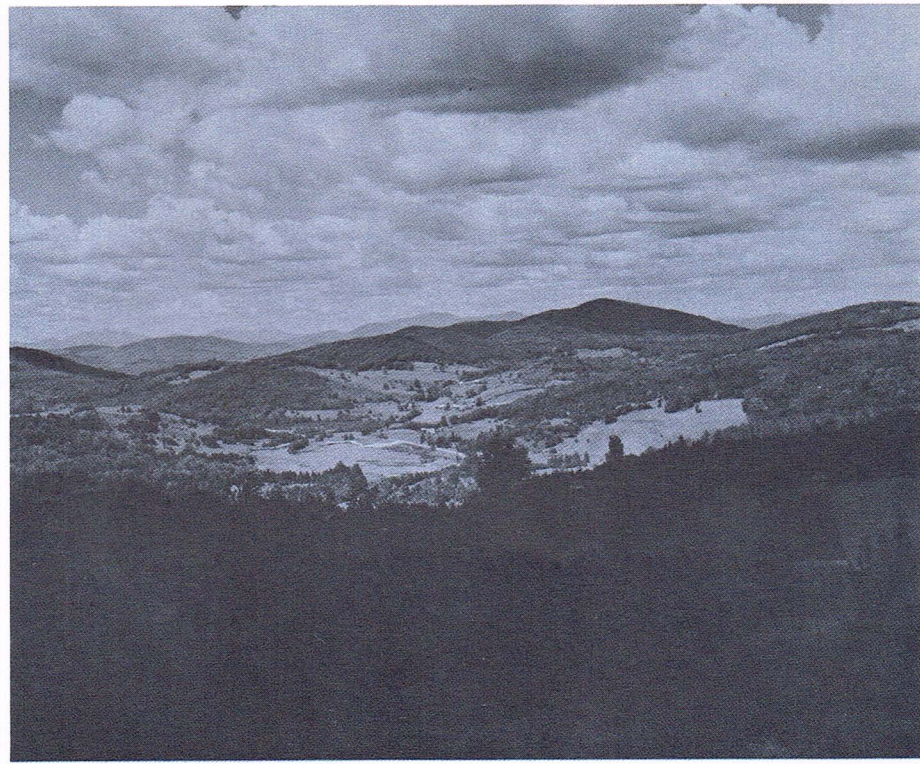
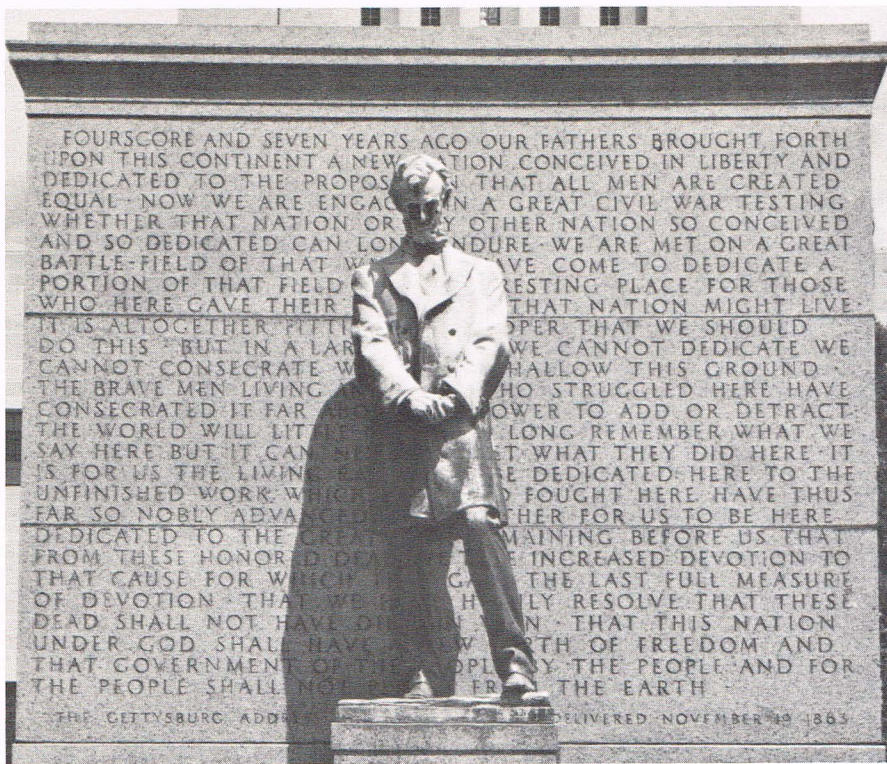
(Message to Congress, 1 December 1862)

**"Let us have faith that right makes might, and in that faith, let us to the end, dare to do our duty as we understand it."**

(Cooper Union, 27 February 1860)

**"Those who deny freedom to others deserve it not for themselves; and, under a just God, cannot long retain it."**

(Letter to H. L. Pierce, 6 April 1859)



## THE ILLINOIS MESSAGE AT THE NEW YORK WORLD'S FAIR

### PRIDE IN THE LINCOLN LEGACY

Abraham Lincoln, Illinois' most famous son, has provided an inspiration for greatness. The Pavilion will demonstrate how the Lincoln precepts of liberty, equality, and progressive leadership account for many of Illinois' accomplishments and set the goals for the State's plans.

The Land of Lincoln will bring to the World's Fair the finest presentation of rare Lincolniana ever assembled for a major international event. Priceless original letters, photographs, paintings, and other treasures have been selected on the basis of timelessness and particular application to current events. The most advanced audio-visual techniques will virtually bring the Lincoln story to life.

The Lincoln Library and photo collection in the Illinois Pavilion will appeal both to the general public and the scholar, and will provide welcome intellectual elements at the World's Fair.

### AN INVITATION TO VISIT

Illinois' natural beauty and visitor conveniences are unexcelled. Among the many recreational and tourist attractions featured will be the unspoiled Illinois Ozarks and the outdoor sportsman facilities of southern Illinois. The story of historic Illinois landmarks, such as the restoration of Lincoln's early home, New Salem, and the river port of Galena, the home of American generals, will be presented.

The great metropolis of Chicago is called the "most American city" by our foreign guests. Its current building activities have attracted international attention. Displays showing its vigorous and steady expansion will be shown along with its already famous entertainment and cultural attractions.

Illinois will be portrayed as the ideal vacationland and an exciting place for a business/pleasure stopover.



### A SHOW OF ECONOMIC STRENGTH

Illinois is the best-balanced economic unit of the fifty states. The exhibit will inventory our diversified assets:

- Agriculture and industry

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- Production and merchandising

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- Mining and fabricating

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- New product development and pure research

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- Burgeoning foreign trade and center of domestic transportation

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- Abundant natural resources and unlimited skilled labor

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Each is important in its own right, combining to make Illinois the logical centerpoint for industry's further expansion.

### PLANS FOR THE FUTURE

Visitors to the World's Fair will see dramatic examples of Illinois' preparation for the future—how the State is meeting the challenges of population growth, education, automation, advances in science, expanded transportation, and the resulting public works requirements.

There will be no doubt that Illinois is working, in the long shadow of Mr. Lincoln, to make even a better State in which to visit, live, work, and grow.

**"The struggle of today is not altogether for today—it is for a vast future also."**

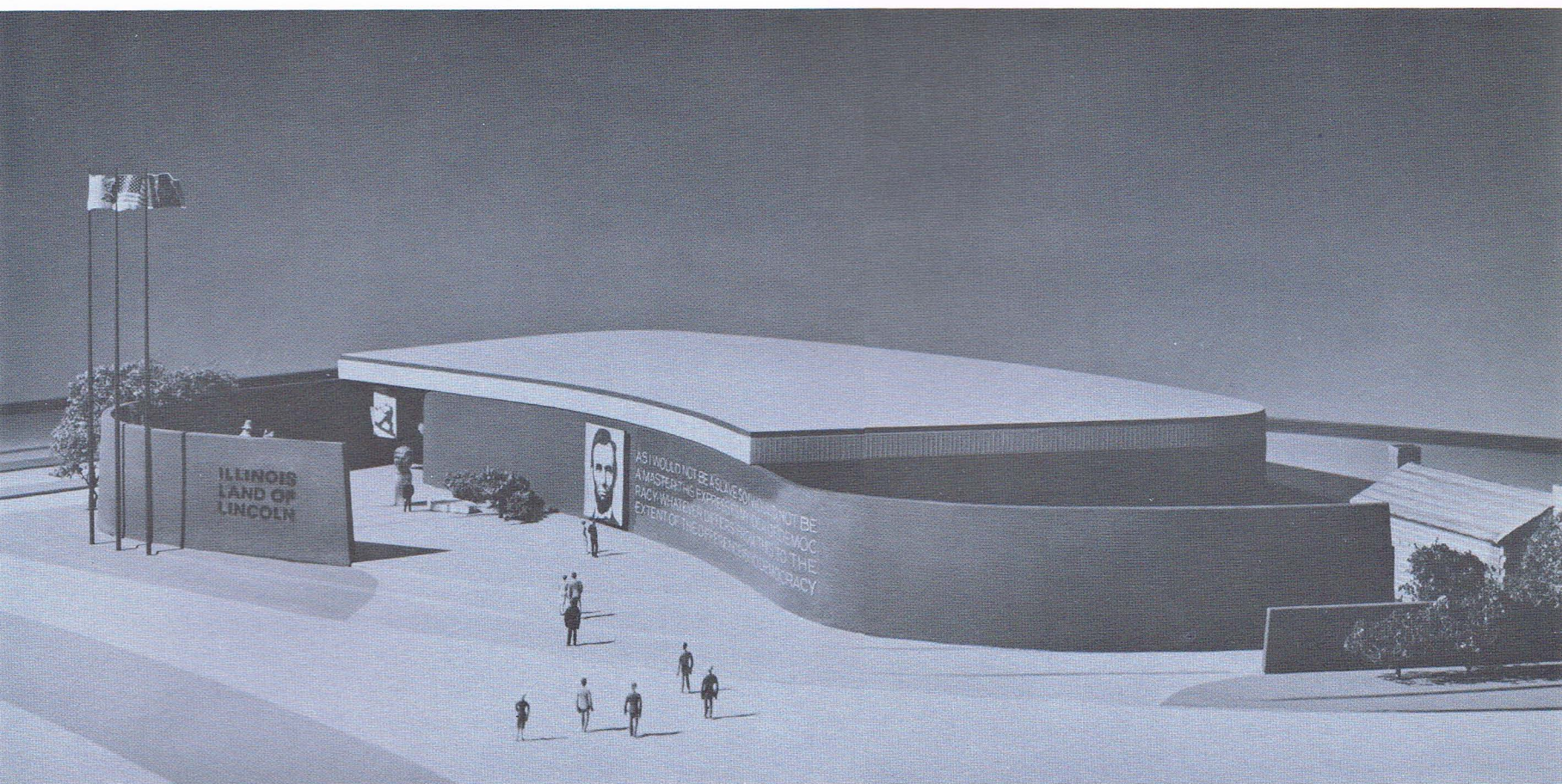
# ILLINOIS LAND OF LINCOLN PAVILION

Use of Illinois brick, low profile, and flowing lines make the Illinois building a reflection of the Prairie State and the simplicity of Mr. Lincoln. The words of Lincoln in raised letters on the brick walls give the effect of supporting the building itself. Illinois is located opposite the U.S. Pavilion and at the special guest entrance at the World's Fair. West Virginia and New Mexico, neighbors to the north and south, provide geographical contrast.

The building occupies a 55,000 square foot island site surrounded by visitor roadways. The enclosed area and exhibit courtyard total 35,000 square feet.

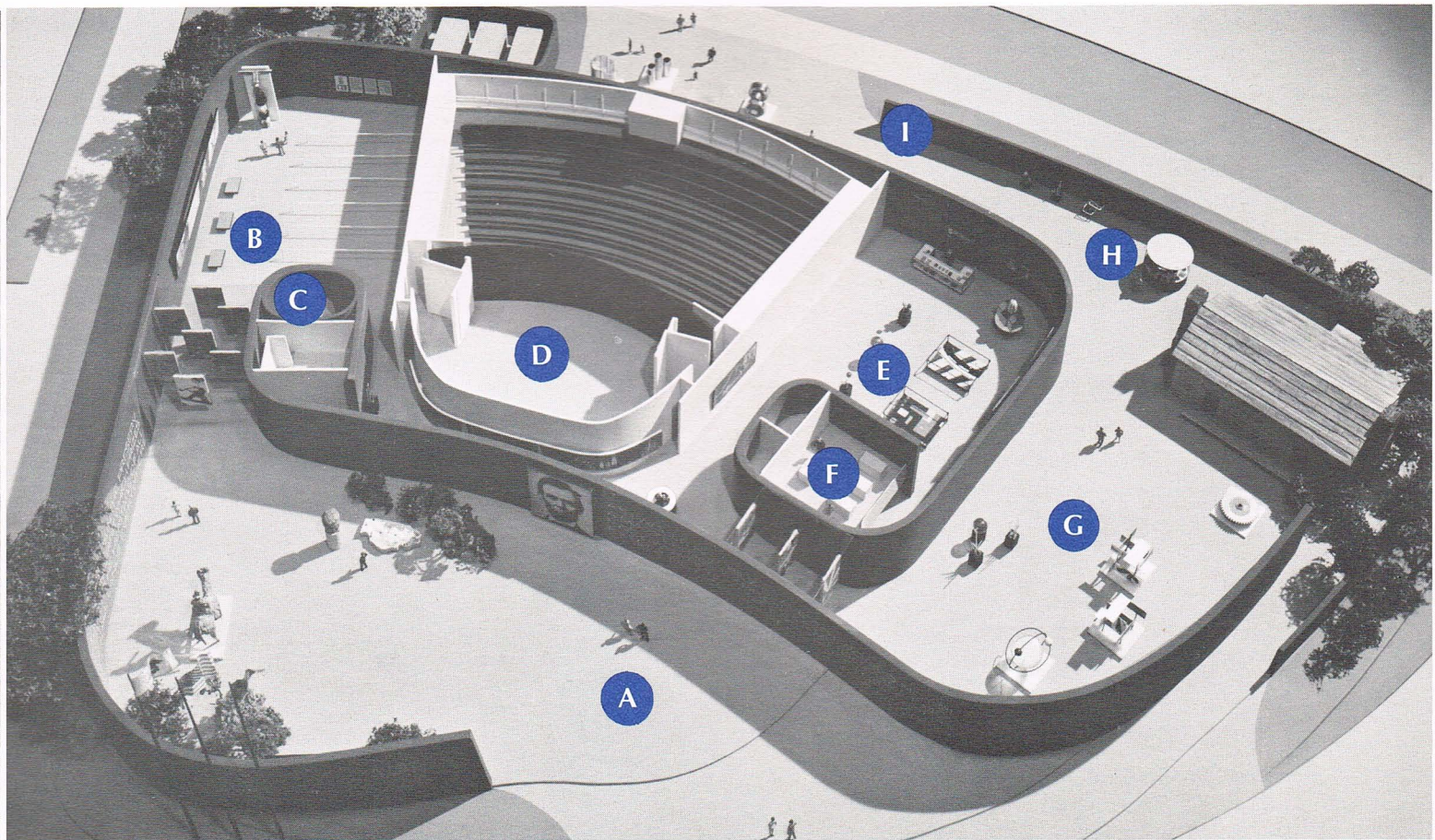
A tour through the Illinois Land of Lincoln Pavilion takes the visitor through **A ENTRANCE COURTYARD** containing a monumental photo portrait of Lincoln, a new equestrian statue of the young Illinois lawyer by Anna Hyatt Huntington, a relief map of the state watched over by the famous Borglum "shiny nose" head of Lincoln, through the entranceway into **B LINCOLN EXHIBIT HALL** featuring a giant panorama projection story of Lincoln, displays of Lincoln artifacts, the complete Lincoln photo collection, and regularly scheduled Lincoln exhibits from all over the world. On the east of the hall the visitor stops at **C GETTYSBURG ADDRESS ALCOVE** enclosing the Illinois-owned original manuscript of the Address, equipped with

Architects/Engineers: Skidmore, Owings & Merrill  
General Contractor: George A. Fuller Company  
Exhibits Designer: Will Burtin, Inc.

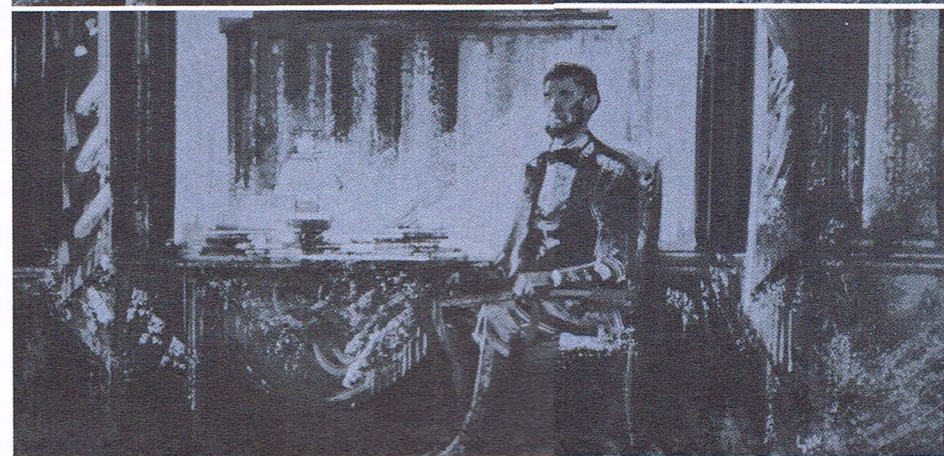
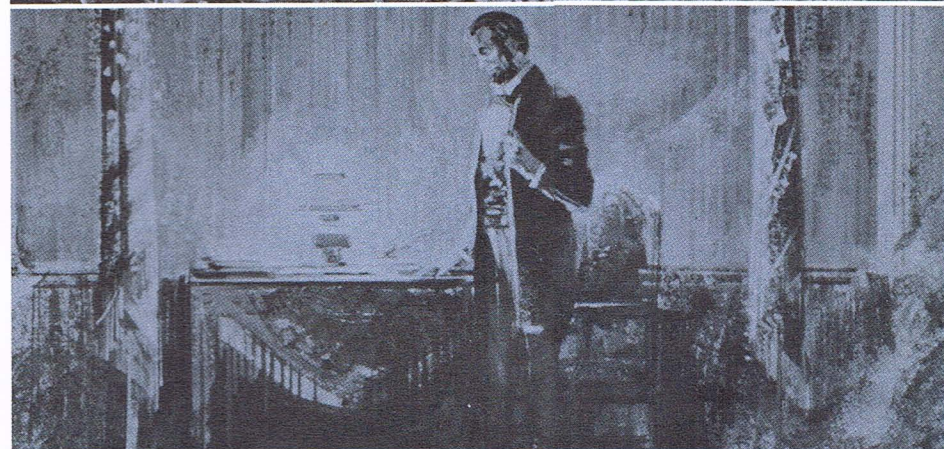
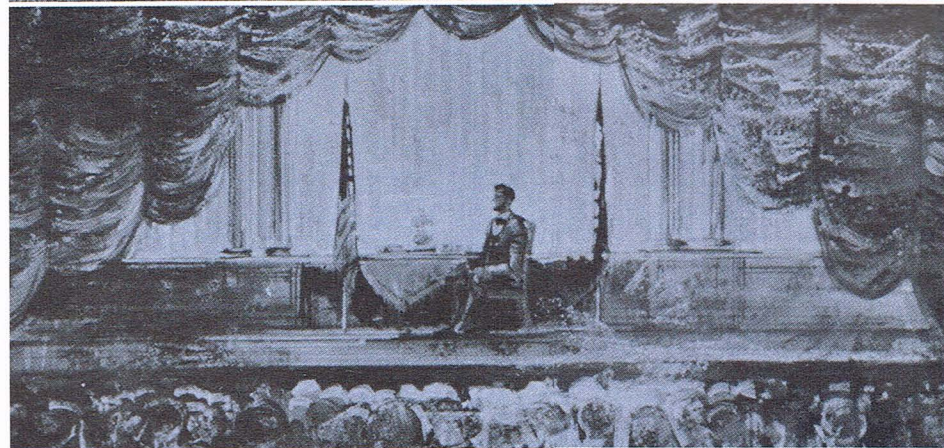
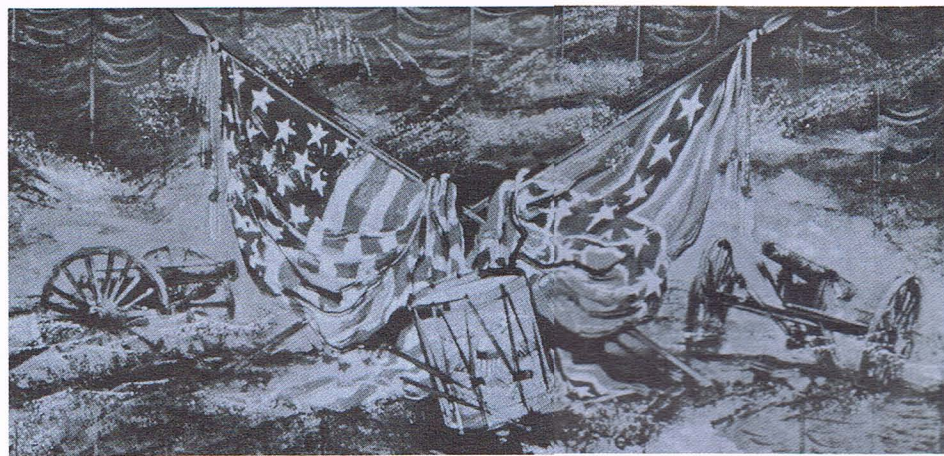


multi-lingual listening devices for the international audience. After enjoying the "Great Moments With Mr. Lincoln" show produced by Walt Disney, or attending a special event in **D the LINCOLN THEATRE**, the visitor enters modern Illinois as illustrated in **E ILLINOIS EXHIBIT HALL**, with examples of Illinois leadership in the arts, sciences, commerce, education, and recreation. The interested visitor may pursue his study of Illinois and Lincoln in **F the HISTORICAL REFERENCE LIBRARY** where important books and documents will be available for use in the reading room. When the Fair visitor leaves contemporary Illinois, he is given a glimpse of Illinois' plans for the future as he moves out to **G the SPECIAL EXHIBITS COURTYARD**. Specific displays will treat elements in the Illinois story that best exemplify the state's advantages. One of the most important display areas is **H the TOURISM CENTER**, which gives a sampling of the vacation pleasures in Illinois. A restoration of the Rutledge Tavern from New Salem will be in full operation as it is at the State Park, showing life during Lincoln's early Illinois years. Finally, the visitor can view **I the SPECIAL EXHIBITS GARDEN AREA** at his leisure, and rest on one of the benches.

According to present estimates, at least eight million people will have the opportunity to take this tour through the Illinois Land of Lincoln Pavilion.



## "GREAT MOMENTS WITH MR. LINCOLN"



A new medium for the presentation of an historical personality will be previewed at the Illinois Pavilion with the showing of Walt Disney's "Great Moments With Mr. Lincoln."

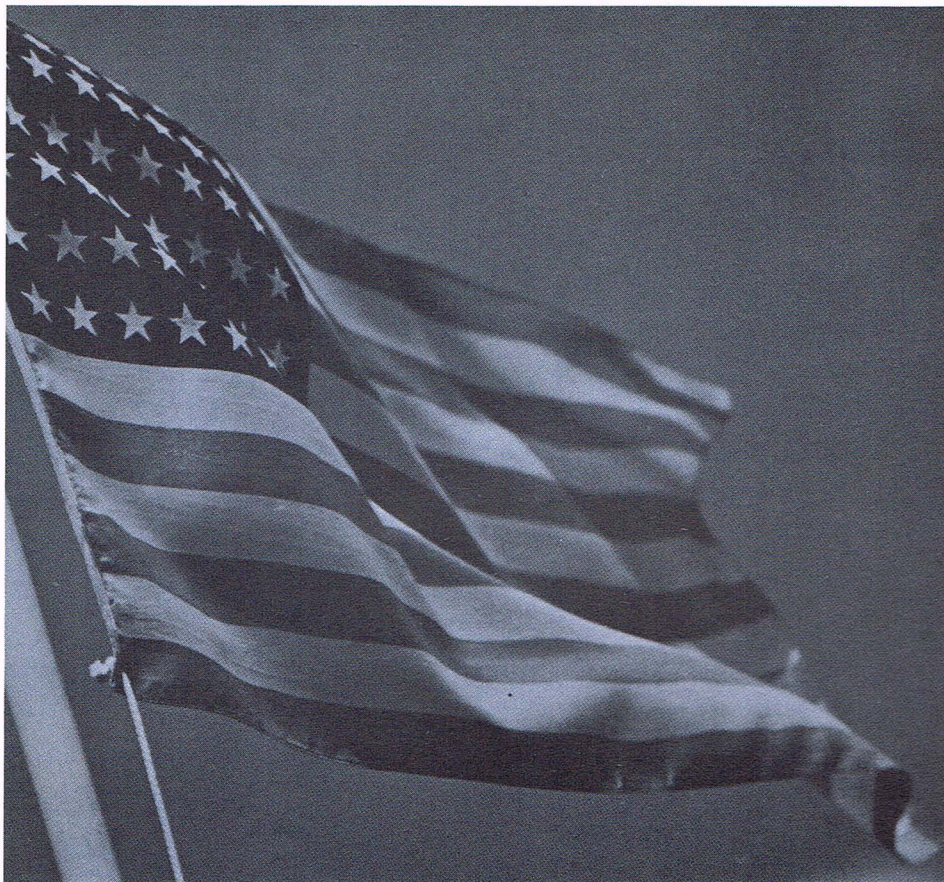
In the presentation, a lifesize, lifelike Lincoln figure talks, stands, sits and gestures in historically authentic action. Included in the speeches are excerpts as appropriate today as when Lincoln spoke them more than a century ago.

When Walt Disney dedicated himself and his WED Enterprises "imagineers" to the presentation of a few "Great Moments With Mr. Lincoln," he set some stern commandments.

"There must be some way . . . some undeveloped means of communication . . . perhaps some new art form that can combine the best of traditional media . . . to present the courage and strength of Abraham Lincoln," he began.

"Imagination must be tempered with authenticity. Drama must intertwine with serenity. Fantasy must be abandoned since its presence would defeat our purpose. Reserve is demanded but it must have the form of subdued excitement. And dignity must be the constantly sounded keynote."

The inspiring result of these stipulations will be presented daily in the 500-seat Lincoln Theatre at the Illinois Pavilion in continuing ten-minute presentations. There are no admission charges.



The President of the United States stops by to pay his respects. The Secretary General of the United Nations makes a similar call.

Mahalia Jackson sings her praise and other nationally known artists join in musical salute. A happy group of school children starts its tour of the New York World's Fair with a first stop here. A representative committee of the American Bar Association presents a program to pay tribute to a distinguished member of the legal fraternity.

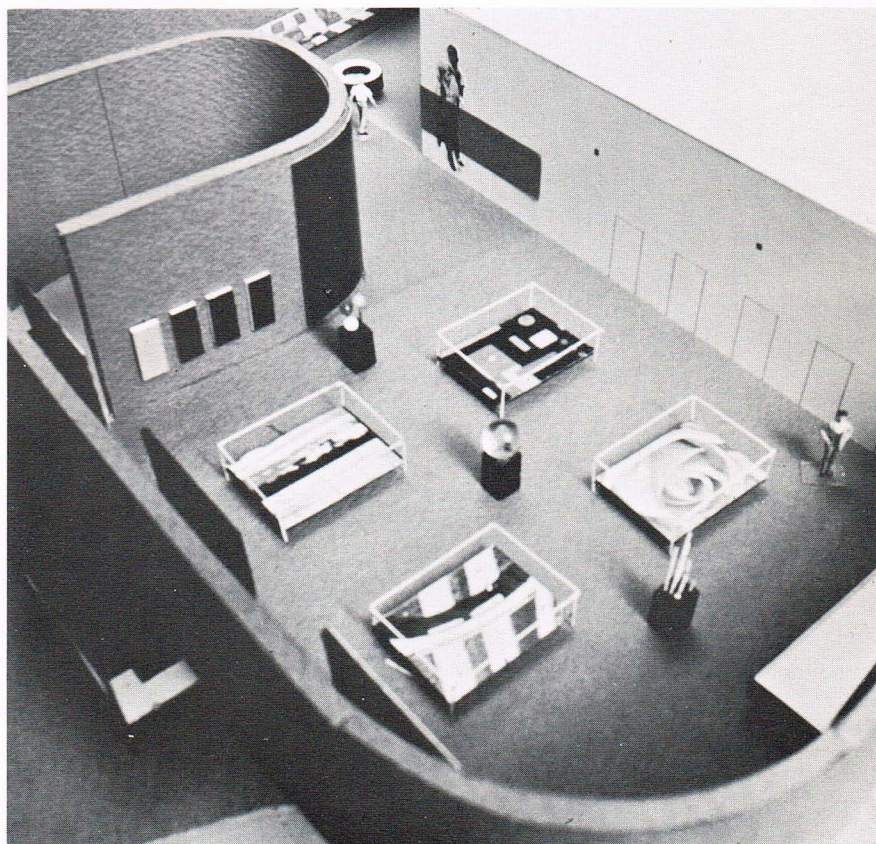
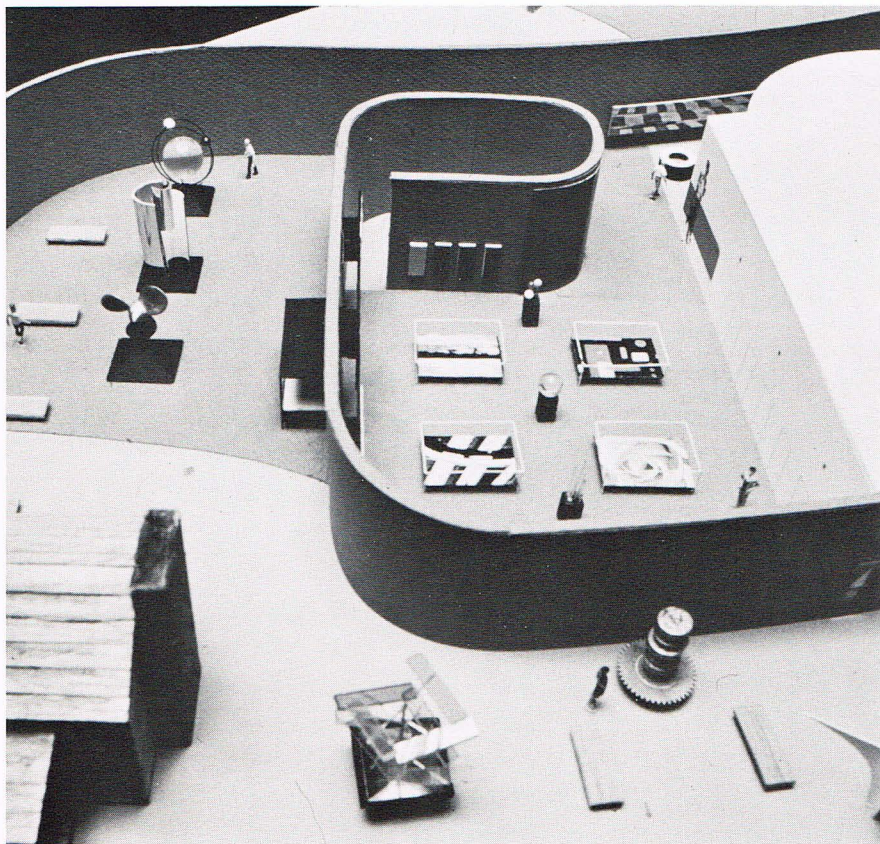
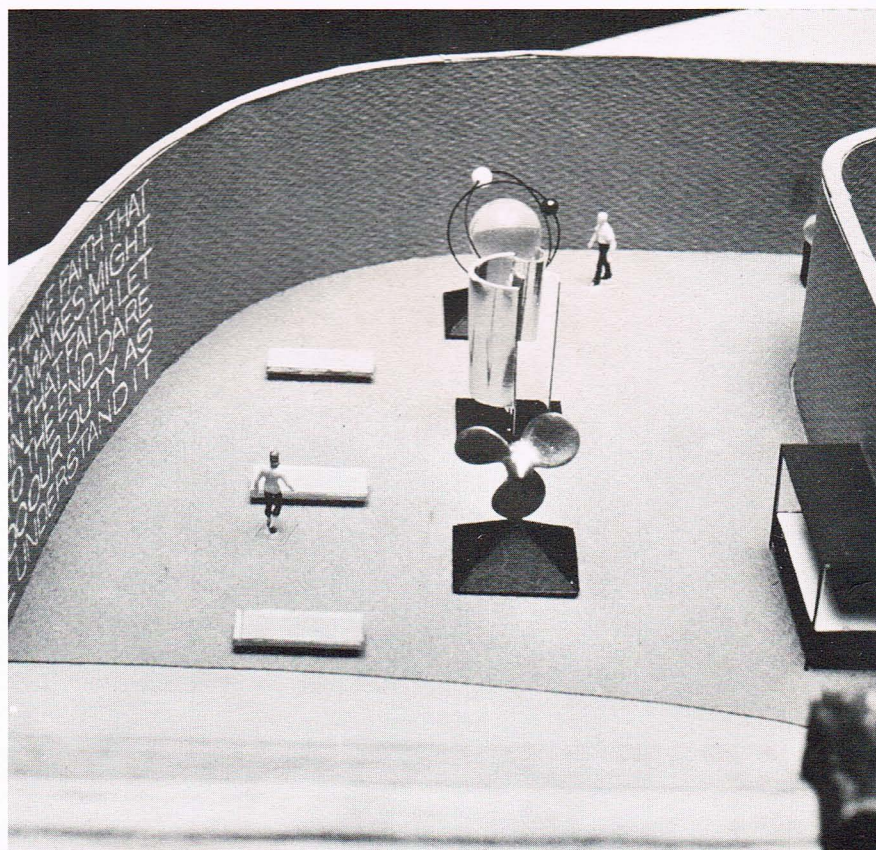
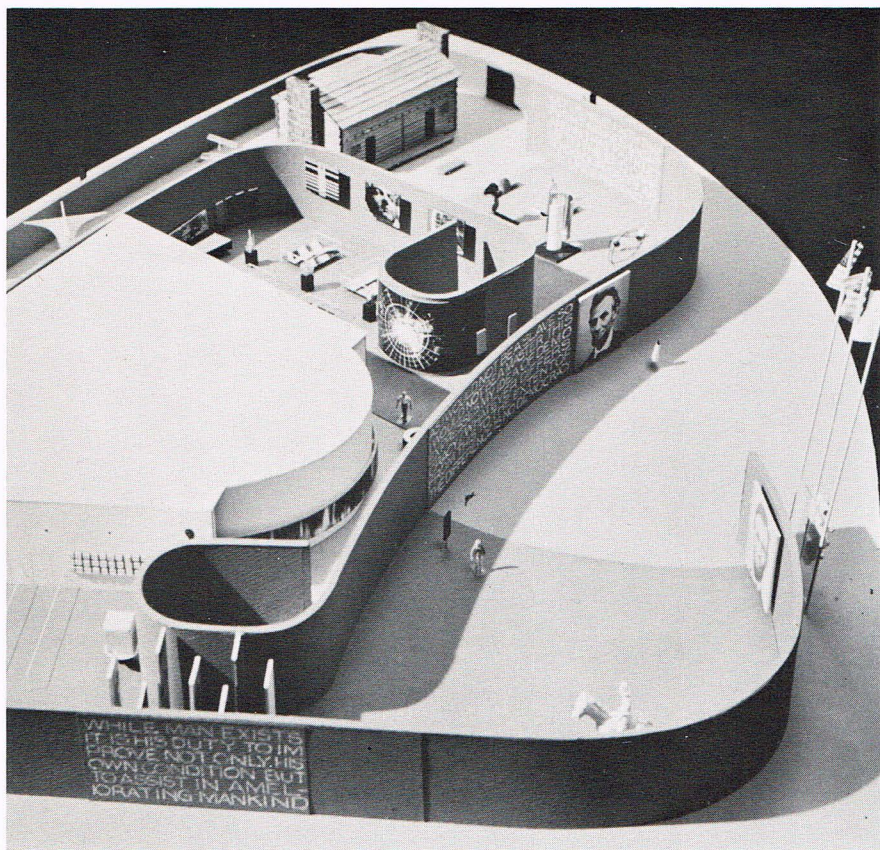
The man they honor is Abraham Lincoln.

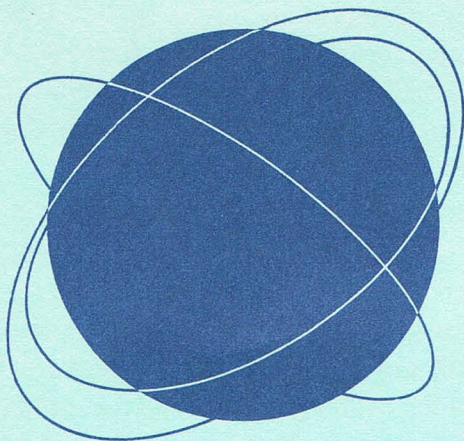
The place is the Illinois Pavilion with its Lincoln Theatre, Historical Library, reproduction of Rutledge Tavern, and many other treasures of the Land of Lincoln, both of yesterday and today.

Events like these, and many others, will be a part of the Special Events program at the Illinois exhibit, a service designed to present features of interest to all fair goers and those back home in Illinois as well.

Special Events in the Lincoln Theatre may range from addresses by world-famous Lincoln scholars to the reading of an eighth grade Lincoln essay by its youthful author.

The primary requirement is that all events and programs be in the Lincoln tradition and of general interest. Advance reservations must be made.





The State of Illinois is pleased to have the opportunity to take advantage of the 1964-1965 New York World's Fair, which promises to be one of the most successful events of its kind. During the two years of the World's Fair, April 22 to October 18, 1964 and April 21 to October 17, 1965, Illinois can reach a nationwide and worldwide audience.

Statistically the New York World's Fair is most impressive:

... Approximately 80 million visitors are expected for the two seasons.

... When the highway and other community developments to accommodate the World's Fair are included, New York will have the first billion dollar fair in history.

... The fairgrounds cover 690 acres; the successful Seattle Century 21 used approximately 75 acres.

... The Federal Government, twenty-six states, forty-one foreign countries, and several hundred leading corporations are planning to exhibit.

Illinois will be in good company, bringing a great story to a receptive audience.

## **SPECIAL EXHIBITS**

Final impressions that visitors to the Illinois Pavilion take away with them will be based on the SPECIAL EXHIBITS, located in the west courtyard and garden area, which treat specific subjects ranging from higher education to recreation from research and development to heavy manufacturing. While the displays are made possible by Illinois corporations, trade associations, and professional organizations, the themes will be institutional and industry-wide rather than commercial. In each case the display will show a part of the Illinois story.

Up to fifteen SPECIAL EXHIBITS can be accommodated in the Illinois Pavilion area. A few locations may be set aside for topical displays which will be scheduled as appropriate.

In many ways SPECIAL EXHIBITS can be considered the most important part of the Illinois message, for they show the actual results of the efforts of the people of Illinois and the manifestations of the State's dedication to the Lincoln philosophy. It is particularly significant that the SPECIAL EXHIBITS program is another example of the cooperation between private enterprise and government activities so typical in Illinois.

## **A UNIQUE OPPORTUNITY...**

The Illinois Commission on the New York World's Fair invites Illinois companies and organizations to consider the many advantages of participation in the Illinois "Land of Lincoln" Pavilion. With the cooperation of the Commission staff and designer, effective private representation in the World's Fair can be accomplished conveniently and economically.

There are two types of private participation in the Illinois Pavilion. Participation may take the form of sponsorship of one of the existing elements in the Pavilion, as in the case of the presentation of the original manuscript of the Gettysburg Address.

Equally important is participation by exhibitors who provide special exhibits, such as a tribute to their own industry. Private companies and organizations are not restricted to exhibiting in their own fields. For example, a merchandising enterprise might prefer to salute arts and architecture in Illinois.

Interested parties may feel free to explore how this opportunity may apply to them by contacting the office of the Illinois Commission:

### **IN NEW YORK**

Illinois "Land of Lincoln" Pavilion  
New York World's Fair  
Flushing 52  
Area Code 212—AR 1-5010

### **IN CHICAGO**

Room 533, 160 N. La Salle Street  
Area Code 312—346-2449

My friends—No one, not in my situation, can appreciate my feeling of sadness at this parting. To this place, and the kindness of these people, I owe every thing. Here I have lived a quarter of a century, and have passed from a young to an old man. Here my children have been born, and one is buried. I now leave, not knowing when, or whether ever, I may return, with a task before me greater than that which rested upon Washington. Without the assistance of that Divine Being, who ever attended him, I cannot succeed. With that assistance I cannot fail. Trusting in Him, who can go with me, and remain with you and be every where for good, let us confidently hope that all will yet be well. To His care commending you, as I hope in your prayers you will commend me, I bid you an affectionate farewell

Lincoln's Farewell Address at Springfield—February 11, 1861