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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 "WORLD'S FAIR"

ROBERT MOSES
PRESIDENT

NEWS:

May 15, 1962

REFER INQUIRIES TO:

Pete McDonnell - JU 2-7060

Jerome Edelberg, or
Adam Lunoe - WF 4-1964

FOR RELEASE: P.M. NEWSPAPERS, WEDNESDAY, MAY 16, 1962

Heading a party of 85 business leaders, Governor Edwin L. Mechem of New Mexico will visit the administration building of the New York 1964-1965 World's Fair on Wednesday, May 16, to discuss the possibility of his state's participation with Fair President Robert Moses.

Arriving for lunch, the New Mexico contingent will study maps of the Fair grounds to consider details of a proposed state pavilion for an exhibit depicting the natural beauty of the "Land of Enchantment", its ancient cultures and handicrafts.

The party will include a group of entertainers wearing the traditional sombreros and silver conchas of the state.

The visit to the Fair is part of an itinerary which will take the party to Pittsburgh, Washington, D. C., Detroit and Chicago, where tour members will extend personal invitations to groups to visit New Mexico during the state's Golden Anniversary celebrations this year.

(more)

FROM: Wm. J. Donoghue Corporation
10 Columbus Circle, N.Y.C.

Featured at these meetings will be a 28-minute motion picture of an artist faced with an assignment to tell the story of New Mexico as "a way of life" and not just a part of the geography of the nation.

The New Mexican group, known as the Amigos, hopes to spread across the country the story of their state's old world charm and new world excitement.

The tour is privately financed by its members and travels on a chartered airliner with appropriate Gold Carpet service to accentuate the Golden anniversary feature of the tour.

Governor Mechem, who at present is serving his fourth term as the state's chief executive, is also celebrating his own 50th birthday.

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