

Wilson

Box 50

Folder 2

Public Relations: Fairs, Expositions, etc.

1958-1965

A large collection of letters, telegrams, booklets, statements, pamphlets, news clippings, resolutions, California & U.S. Senate Joint Resolutions, memos, office notes and press releases. These are filed from 1958 to 1965. **Selected examples for 1958 are:** a telegram (12/2) from Neil Morgan & Wilson's reply (12/22) re/ a mix up between Morgan & Roades column as to five-year old Elizabeth Morgan & discussion of Moscow Fair and "City Alive" PR; July & Aug. letters and PR Booklet from Visual and Industrial Design of San Diego re/ U. S. International Trade Fair Program and their design; statements from former President Herbert Hoover and Adlai Stevenson (9/5 & 6/26) praising the U.S. Building and exhibit at the Brussels World's Fair; letters & pamphlet (June-July) re/ R. J. Spiegel (President, Bradston Rattan Products Co.) visited the Brussels World's Fair, reported back to Wilson & enclosed a "Pavilion of the USSR A Guide" pamphlet, also in this item are the Dept. of State's comments sent back to Wilson. **Selected examples for 1959 are:** a number of letters and resolutions from various counties and cities (June-Oct.) re/ the proposed California International Exposition in 1963 should be created in the Los Angeles area; a packet of letters & a news clipping (June-July) re/ the successful 12<sup>th</sup> Assembly of the International Civil Aviation Organization (ICAO) in San Diego & the San Diego Convention and Tourist Bureau's interest in getting the Baghdad Pact, the Southeast Asia Treaty Organization & the Antarctica Conference to meet in San Diego; letters (Aug.) re/ Wilson's help to the San Diego Museum of Man's new exhibit featuring gas-propelled weapons, starting with blow guns and including modern weapons from the U.S. Marine Corps; a packet of letters, a telegram & a promotional pamphlet (1958-1959) re/ the Walker Scott Company's success in getting the model of the United States Building at the Brussels Fair displayed in the company's corner window at Fifth and Broadway; **Only one example for 1960:** a stapled packet of letters (Mar.-Apr.) re/ a missile display for the Southern California Exposition and San Diego County Fair to be held in Del Mar on June 24-July 2; **Selected examples for 1961 are:** letters (Jan.) re/ correspondence "by the Southern California Exposition and San Diego County Fair, containing a request for an Armed Forces exhibit at the Fair;" letters (Jan. & July) re/ promotion for the New York World's Fair to open in the Spring of 1964 – this includes a press release from N.Y. World's Fair Corp. indicating that "On the 28<sup>th</sup> of June, 1961, at the Governor's Conference held in Honolulu, Hawaii, the 50 Governors unanimously passed the enclosed Resolution endorsing the New York World's Fair; letters & an editorial (Aug.) re/ promotion for an International Exposition in Long Beach in 1966; letters (Aug.) re/ UC Berkeley student Miss Jo Anne Parchem's interest in a summer job at the Seattle World's Fair; letters (Aug.) re/ attempt to obtain the original Alan Shepard space capsule to be placed on exhibit at the Los Angeles County Fair; **Selected examples for 1963 are:** letters (Mar. & Apr.) re/ Wilson seeks assistance from the New York World's Fair Corp. for an Exposition in San Diego; letters (6/1 & 6/7) re/ this year's S.D. County Fair and passes and window sticker for Wilson; several letters (June-Sept.) re/ coverage of the Advisory Committee of California Exhibit for the New York World's Fair of 1964-65, its difficulties, financial problems, the State's decision to not have a CA exhibit and letters from the S.D. Chamber of Commerce; a Wilson letter (9/9) to Jack Walsh re/ a proposal

for holding a World's Fair on Camp Elliott property in 1969/70. Wilson contacted the GSA about this; letters & office memo (Dec.) re/ H.R. Joint Resolution to permit political party fund-raising at the United State Pavilion at the New York World's Fair; **Selected examples for 1964 are:** letters (5/29 & 6/3) & a copy of the Bell Telephone System's "Fun at the Fair. . . where and how to find it " pamphlet re/ PT&T's invitation to Wilson to the Fair and to see their exhibit; letter & office note (June) re/ Major Ronald Everett, USAF, is the new DOD Project Officer at the New York World's Fair; letters, news release & telegram (May & June) re/ appointment of George Whitney (V.P. & Gen. Mgr. KFMB/TV/8) to the Board of Directors of the California State Fair and Exposition; letters (June-July) and guest pass re/ an invitation to Wilson to the Time-Life Broadcast World's Fair Information Center; letter (8/6), news release & b&w photo re/ two Californians representing the California World's Fair 1967-68 organization appeared before the General Assembly of the 31-nation Bureau of International Expositions in Paris and California was given the unanimous endorsement of that body; letters (8/31 & 9/14) & 4 Los Angeles County Fair Courtesy Passes re/ details on the County Fair & invitation to Wilson; brief note from Henry Ford II & attached 1964 pass – "Please Admit Robert C. Wilson Ford Motor Company New York World's Fair Pavilion;" **Only one example for 1965:** letters (9/23 & 9/24 & memo) re/ Wilson is asked to obtain VIP privileges for Mr. and Mrs. Don Knapp and their three children who will be attending the World's Fair in New York, also memo from a General Electric lobbyist & letter from General Motors Mgr. on 1966 car prices.