

COPY

September 20, 1962

Dear Mr. Mesa:

Thank you very much for your letter. I certainly agree with you as to the desirability of promoting trade and better relations with Latin America.

Sincerely yours,

S

Lyndon B. Johnson

Mr. Antonio Mesa
Centro Latinoamericano, Inc.
10 East 39th Street
New York 16, New York

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CENTRO LATINOAMERICANO, INC.

10 EAST 39TH STREET — NEW YORK 16, N. Y.

Sept. 11, 1962

Vice-President
Mr. Lyndon B. Johnson
State Department
Washington D.C.

My dear Mr. Johnson:

To day more than even before, we are eager to promote better relations, mutual understanding, trade and commercial development between U.S.A. and all Latin American Countries.

In May 1961 we had the pleasure and opportunity to show you in person our real efforts, toward this goal, at the Latin American pavilion during the U.S. World Trade Fair, at the Coliseum of New York. Enclose you will kindly find a press release to all Latin American, in that occasion.

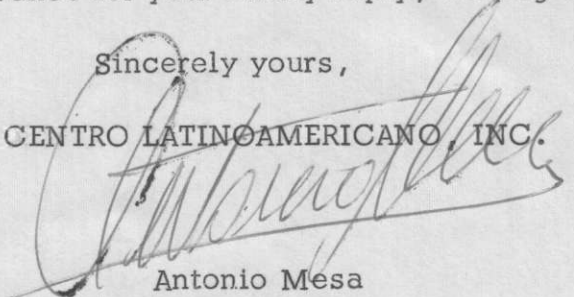
Now we wish you to be the first to know that our organization's Project of the "First North American Cattle Exposition" to be held in some Latin American countries, has been received enthusiastically by governments and private Cattle organizations. Departments of "Agricultura, Ganado y Cría" of Venezuela, Colombia and Peru as well as from various Cattle associations of those countries are ready to cooperate and assist our plan of the Cattle Exposition in each country, giving us all facilities as: grounds for the expositions, maintenance of the breed and a world wide publicity in each country.

We will be happy to know your valuable opinion on this unique program allied and supported by private enterprise.

Thanking you in advance for your kindly reply, we beg to remain,

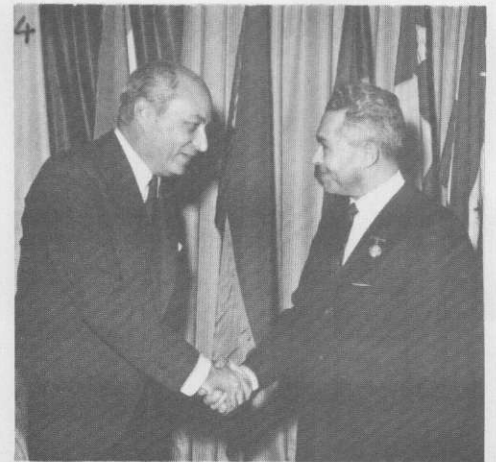
Sincerely yours,

CENTRO LATINOAMERICANO, INC.


Antonio Mesa
President.

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SEEN AT LATIN AMERICAN PAVILION (EXHIBIT OF CENTRO LATINOAMERICANO, INC.)
AT 5TH U.S. WORLD TRADE FAIR, NEW YORK COLISEUM, MAY 3-13, 1961

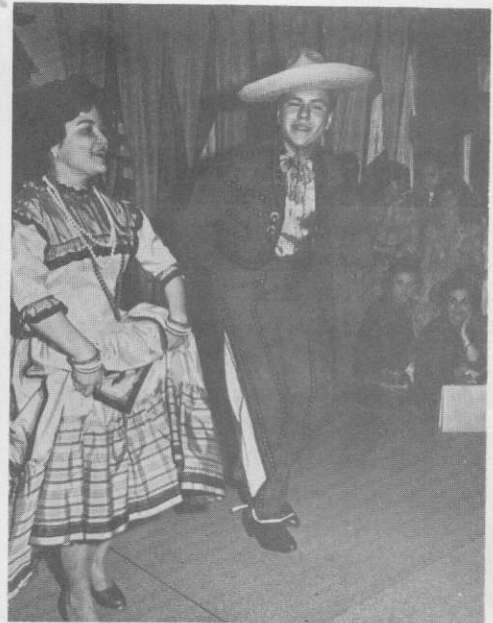


1. Vice President Lyndon B. Johnson congratulating Centro Latinoamericano's director, Mr. Antonio Mesa. 2. Group of participants in Latin American show with Mr. Mesa and Dr. Leopoldo Benites, Ambassador of Ecuador to the U.N. 3. Mr. Charles Snitow, president of the Fair, and Senator Jacob K. Javits. 4. Performance of Colombian "bambuco" at show. 5. Dr. Donato del Carril, Ambassador of Argentina, and Mr. Mesa. 6. Senator Luis M. Debayle, Ambassador of Nicaragua to the U.N., broadcasting to Latin America over W.R.U.L. with WRUL commentator Mr. Carvalho and Mr. Mesa. 7. Daily crowd visiting the Pavilion.

ACTIVITIES ORGANIZED BY CULTURAL DIVISION OF CENTRO LATINOAMERICANO, INC.
 AS PART OF PROGRAM AT LATIN AMERICAN PAVILION,
 5TH U.S. WORLD TRADE FAIR, NEW YORK COLISEUM, MAY 3-13, 1961



COLOMBIA (Bambuco)



MEXICO



BRAZIL



ECUADOR AND GUATEMALA



COLOMBIA (Cumbia)



PUBLIC WATCHING SHOW



VENEZUELA (Joropo)

ACTIVITIES ORGANIZED BY CULTURAL DIVISION OF CENTRO LATINOAMERICANO, INC.
AS PART OF PROGRAM AT LATIN AMERICAN PAVILION,
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PUBLIC WATCHING SHOW



FOLK GROUP



ARGENTINA



COLOMBIA



HONDURAS



NICARAGUA

LATIN AMERICAN PAVILION
(EXHIBIT OF CENTRO LATINOAMERICANO, INC.)
AT 5TH U.S. WORLD TRADE FAIR, NEW YORK COLISEUM
MAY 3-13, 1961

One of the leading attractions at the 5th U.S. World Trade Fair at the New York Coliseum was provided by the Latin American Pavilion, where for the first time 16 Latin American countries were jointly represented, and which also counted with the participation of United States firms of recognized prestige in different fields throughout the hemisphere, in a message of progress and inter-American harmony.

Centro Latinoamericano, Inc., of New York, who organized this project with the cooperation of the official authorities of the World Fair, especially Mr. Charles Snitow, its president, had the aim from the start of promoting the commercial values and private industry of Latin America with regard to the United States. The interest aroused by the Latin American Pavilion and the results achieved are proof of its success, rewarded by the special honorary award of the Key to the City of New York given by Mayor Robert Wagner to the Pavilion which attracted the highest number of public at one time during the Fair.

In the well appointed space of over four thousand square feet occupied by the Latin American Pavilion, the multicolor flags of the Latin American family of nations, arranged circularly around a huge map of the Americas, extended greetings to all visitors with a warm "SALUDOS AMIGOS" welcome sign.

On one side of the Pavilion, a beautiful display of hand made rugs and carpets, in modernistic design representing the Ecuadorian and Argentine folklore, aroused the admiration and justified praise of all those visiting the Pavilion.

The beautiful flower motifs of the Argentine painter Margarita Hahn de Vidal, as well as the typical Argentine scenes of her equally well-known husband, Eduardo Vidal Couce, set out an exhibit of typical Argentine objects and were source of continuous compliments.

Brazil was represented by the finest glassware, colorful pottery, precious stones and jewelry, table ware and exquisite embroidery, drawing constant attention from buyers and visitors whose inquiries were efficiently answered by select personnel of the Brazilian Government Trade Bureau of New York.

The Pan American Coffee Bureau of New York was present for the first time in the Fair, with a most attractive panel with color transparencies illustrating the process of coffee, of special interest to the young students, eager to secure more information in the literature distributed by Centro Latinoamericano during the Fair.

Colombia was present with magnificent colonial pieces carved in pure silver, which belonged at one time to one of the leaders of Colombian independence.

Huge mural illustrations of architectonic monuments and centenary churches of Ecuador made a beautiful background to a display touching on the agriculture of Ecuador. A picturesque note was given by five attractive bunches of banana tree, courtesy of Standard Fruit, of which approximately 30 million bunches are annually exported from Ecuador, constituting one of the richest sources of income for the country.

Peru was present in a genuinely colonial corner, with a fine display illustrating colonial and modern Inca culture. One could see there the historic Torre Tagle house, traditional desks in carved cedar, and silver receptacles in high relief, bringing to mind the charm of the once leading Vice Royalty in America. This presentation of Grace Line was arranged by Mr. Charles Bellows, its Artistic Director.

Venezuela was represented by the Municipality of Barquisimeto, presenting the map of the country and its region in an official appeal to foreign investors and business men to set up new industries and manufactures on the basis of the extraordinary facilities and privileges accorded by the Municipality to any new concern from within the country or from abroad.

The financial section contained a presentation of banking enterprises of Argentina, Mexico, Chile, Ecuador, Colombia and Central America. Also noteworthy was the complete display of different currencies of each nation of the Americas, presented in a luxurious frame by courtesy of the Chase Manhattan Bank of New York.

To complete a visualization of Latin America, the press was present with classified editorials and special editions of papers like "La Nación" of Buenos Aires, which had a special display, and publications and magazines in Spanish and Portuguese published in the United States, among which "Vision" magazines deserves special mention.

The Latin American Pavilion has the exceptional merit of implementing a presentation of the commerce, industry and productivity of the Americas, illustrated with huge charts with international market values and data on

export and import rarely made available to the public before. As it is known, the World Trade Fair of the United States is especially directed to the industry and trade. Figures, products and manufactures ready to take up a place in the international market of values are essential factors in this connection and were uppermost in the mind of Centro Latinoamericano in planning the Pavilion. The results speak for themselves:

Over 50,000 persons visited the Pavilion and, apart from the thousands of verbal inquiries that were answered, over ten thousand written inquiries on Latin America were received at the Pavilion during the eleven days of the Fair, number which can be classified as follows: 825 on investments, 1,100 on new industries, 1,800 on travel, 750 on raw materials, 650 on cultural matters (art, music, customs, etc.), 790 on education, 1,600 on imports from Latin America, 2,800 on export to Latin America. Approximately 95,000 pieces of printed matter were distributed by Centro Latinoamericano during the Fair.

A colorful and authentic note was given by a gay program of typical folklore shows and dances offered by representatives of 14 different Latin American countries, whose attractive costumes and genuine performances merited the warm applause of the public daily attracted to the Pavilion.

Day by day, the Latin American public was kept up to date as to the events at the Latin American Pavilion through the efficient coverage of W.R.U.L., only private short-wave radio station in New York, whose president, Mr. Ralph Brent, personally conducted some of the interviews to notable personalities of Government, industry and commerce who transmitted in this way their greetings and expressed their views on the Fair, the Pavilion and inter-American unity in general. Among the distinguished guests who made a special visit to the Pavilion were Vice President Mr. Lyndon B. Johnson, H.E. the Ambassador of Argentina Dr. Donato del Carril, Governor Nelson Rockefeller, Senator Jacob K. Javits, and Miss Vada Horsh of the National Association of Manufacturers, who congratulated Mr. Antonio Mesa, director of Centro Latinoamericano, for the Pavilion and had words of praise and hope for the strengthening of inter-American links through trade, travel and intellectual achievement.

The Latin American Pavilion is conclusive proof of the enormous possibilities existing with regard to inter-American relations. Centro Latinoamericano, Inc. will continue its task of promotion and coordination of business and cultural relations between countries of Latin America and the United States, in the spirit of President Kennedy's "Alliance for Progress" program, with the aim of establishing a permanent exhibit representing the industry, products, intellectual achievement and tourist attractions of Latin America, and to facilitate relations between business men of the United States and the countries of Central and South America.