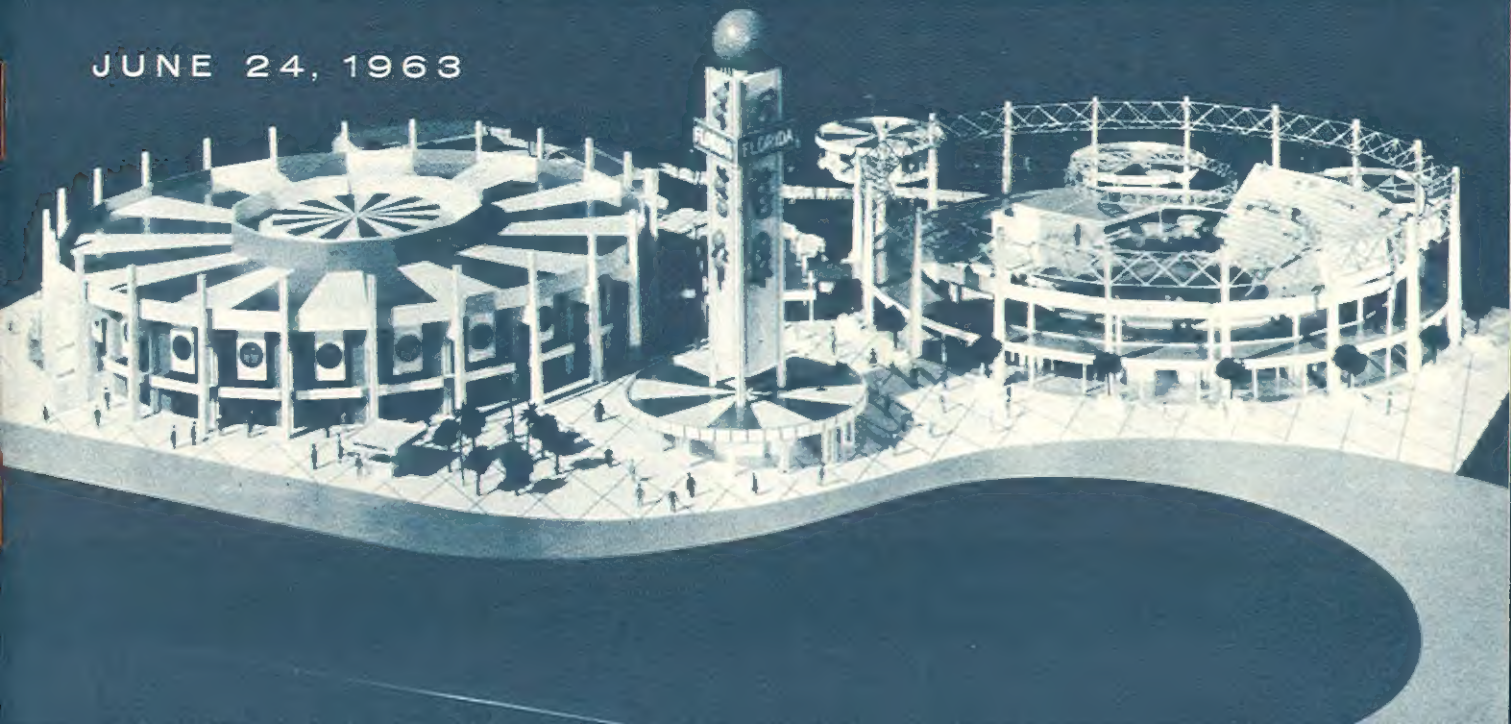


# DEDICATION OF THE FLORIDA CITRUS TOWER AT THE NEW YORK WORLD'S FAIR 1964 • 1965



JUNE 24, 1963



The following message, addressed to The Honorable Farris Bryant, Governor, State of Florida; The Honorable Robert Moses, president, The New York 1964-65 World's Fair; and The Honorable Sam Banks, chairman, Florida Citrus Commission, was received from The Honorable Comer J. Kimball, chairman, Florida World's Fair Authority:

"I sincerely regret that I am unable to be with you today in person for the dedication of the Florida site for the New York World's Fair in 1964-65.

"It is only because of the foresight and courage of the Governor of the State of Florida that we record today this milestone in the progress of this project.

"Little did we realize more than a year ago when our first meeting was called by the Governor and when the unanimous decision was made that Florida should participate in the coming World's Fair that in such a short

period of time construction would be so far along on the 3.12 acre State site.

"The 17 dedicated members of the Florida World's Fair Authority are to be congratulated for the unlimited use of their intelligence, their diverse talents and their valuable time in putting together this project which we know will be one of the most interesting and exciting in this, the greatest of all international expositions.

"Our Exhibition Hall will feature fabulous exhibits representing cities and counties, business and industry and our university system. The main central area in this structure will feature an outstanding display of the cultural arts which will be changed periodically and which will be on loan from both public and private collections. We have every confidence that the Florida site will be among the most beautiful, educational and entertaining of all."



**Cover:** Florida's 3.12 acre site with a 500-foot lake front will feature a spectacular 110-foot high illuminated Citrus Tower topped by a huge orange, about 15 feet in diameter. Among the exhibits will be porpoise shows, Florida movies and fashion shows. Architects for Florida's exhibit are Pancoast, Ferendino, Skeels, Grafton and Burnham, and Connell, Pierce, Garland and Friedman, both of Miami, and the contractors are the George A. Fuller Company of New York.



Excerpts from transcription of remarks made by officials of the Florida World's Fair Authority, Inc., and the World's Fair, at dedication ceremonies at the New York World's Fair, Monday, June 24, 1963.

AMBASSADOR RICHARD C. PATTERSON, JR. [Chief of Protocol]: Governor Bryant, Mr. Stensgaard, distinguished members of the Florida Citrus Commission, Mr. Moses, General Potter, ladies and gentlemen. It is a great privilege to be here today at the dedication ceremonies for the Florida Citrus Tower. Our first speaker is General William Potter, executive vice president of the New York World's Fair Corporation.

GENERAL WILLIAM E. POTTER: Governor Bryant, Mr. Moses, Mr. Banks, members of the Florida Citrus Commission and friends. I'm very proud to take part in this dedication today because it involves a State whose way of life differs from that of most other states. I never will forget when the decision was made by Governor Bryant that Florida would participate in the Fair — from then on things moved. To my knowledge no other state has the knowledge and ability to use public relations and promotions to a greater advantage than Florida, Governor Bryant.

Florida is blessed with civic leaders. When the Gover-

nor decided on Florida's participation in the Fair he appointed a commission of some of the greatest leaders that I have ever seen, and they picked a Chicagoan who came to Florida to retire, to design the exhibit, get it going and manage it. I congratulate you, Governor, and I congratulate the people of Florida for doing a wonderful job.

AMBASSADOR PATTERSON: Thank you, General Potter. Our next speaker is a great American, admired and well-known throughout the world for his outstanding achievements which have benefited our nation, our states and our cities during his brilliant and fruitful career dedicated to the service of the public. I have the high honor to present The Honorable Robert Moses, president of the New York World's Fair.

THE HONORABLE ROBERT MOSES: Governor and friends. The Florida exhibit is in roughly the same place that it was at the last Fair. I still think it's the very best spot for a state exhibit, and I don't say that because the Governor is here with his associates, but because I believe it. They have more space, they have a bigger exhibit, they have more to show, and as General Potter said, they certainly know how to exploit their wares.

If you have to select one field in a fair which would appeal to the country, the hemisphere and the world, it would be private enterprise. Private enterprise today is very mixed up with government, and when the two co-operate and work together you get pretty nearly ideal results. What impresses people from abroad and people from the big hinterlands here in the United States is what



Ambassador Richard C. Patterson, the Fair's Chief of Protocol, speaking at the dedication of the Florida Citrus Tower. On the right is Brenda Sue Scarborough, Florida Citrus Queen, and in the background are members of the Fair and the Florida World's Fair Authority. Guy Lombardo, whose production "Around the World in 80 Days" is playing at New York's Jones Beach Marine Theatre, is shown to the right of Miss Scarborough.

enterprises of this kind are able to show. By way of contrast with what countries behind the Iron Curtain are doing this shows what we are able to do.

We welcome Florida here as a top-notch State production and we haven't the slightest doubt of its success. I would now like to present the Fair medallions to Mr. Banks, Mr. Bayless, Mr. Stensgaard and Mr. Robertson. Thank you.

**AMBASSADOR PATTERSON:** Thank you very much, President Moses. The next speaker is the distinguished governor of Florida. He's distinguished in many ways: he's been an attorney; he's a graduate of three universities; he was elected to the Florida State House of Representatives in 1942 and resigned to enter the Navy where he was in combat much of the time during his three and a half years of service. He was reelected to the House from 1947-1955 and he served as speaker of the House in 1953. I have the high honor and privilege to present to you The Honorable Farris Bryant, Governor of the State of Florida.

**THE HONORABLE FARRIS BRYANT, GOVERNOR OF FLORIDA:** Mr. Ambassador, Mr. Moses, General Potter, gentlemen from Florida and ladies. I was interested in the remarks made about Florida's participation in this Fair. General Potter said that I made the decision to come here. That is not true; the decision to participate was made by circumstances which permit no other decision. We thank you, Mr. Moses and General Potter, and those who are associated with you, for the



vision that you have had to embark upon this venture. It's Florida-like in concept. It looks to the future. Like Florida, it looks to the world. We like to think that coming here, we will do ourselves a great favor because we will expose those things about Florida, which are unique and beautiful, to the millions of people who are so fortunate as to come here. We will also have an opportunity to make contact with the rest of the world.

I can tell you that Florida will have an exhibit here that will be consistent with your highest wishes for it. I'm glad to see that General Motors and New York State selected sites close to the Florida exhibit. We're going to see to it that their judgment is borne out by developments here. If we are true to the responsibility and measure up to the opportunity that we have, we will extend a hand of friendship and invitation to millions of people who will pull up their roots, extend their businesses and come down to make Florida, industrially and sentimentally, their home.

We know that as a result of your efforts and what we are able to contribute, the New York World's Fair will go down in history, as did its predecessor, as the outstanding event of its particular half of the twentieth century. It is a pleasure to be with you today. Thank you.

**AMBASSADOR PATTERSON:** Thank you so much, Governor Bryant. I'm now going to introduce four or five people up here on the dais. The first is very active in civic affairs in Florida. He is the chairman of the Florida Citrus Commission and has devoted his entire business career to the citrus industry. Mr. Sam A. Banks, will you



Farris Bryant, Governor of Florida, Brenda Sue Scarborough, Florida Citrus Queen, and Robert Moses, president of the Fair, at the dedication of the Florida Citrus Tower.

take a bow?

The next man is a *cum laude* Phi Beta Kappa, graduate of the University of Florida. He has received many decorations for combat service in World War II. Since 1957 he has been general manager of the Florida Citrus Commission and during that time the work has multiplied and grown in many ways. I take great pleasure in introducing Mr. Homer E. Hooks.

And this is Mr. Paul Robertson, chairman of the Advertising Committee of the Florida Citrus Commission — an important Commission, for without it you might not sell your citrus crops.

Our next visitor is a member of the Florida World's Fair Authority, and a very important businessman who was admitted to the Florida Bar in 1936. He is president of the Consolidated Financial Corporation which controls large grove acreage and packing houses, and he is also a bank president. I give you Mr. Elgin Bayless.

Now I want to introduce one of the fine men, good men, a man that New York City owes much to: Guy Lombardo.

MR. GUY LOMBARDO: Mr. Moses, Governor Bryant. I am very happy to say that I'm part of the Florida picture and I'm part of the New York picture with our Jones Beach show "Around the World in 80 Days," and I think that's a pretty good way of life — a winter job in Florida and a summer job up here. I'm certainly happy to be here. I know this is going to be one of the finest exhibits at the Fair. Thank you very much.

AMBASSADOR PATTERSON: Thank you, Guy Lombardo. I'm going to ask Mr. Stensgaard to come forward and say a word. For half a century he's had an extremely distinguished career in the fields of marketing promotion and advertising, and has received, believe it or not, more than 100 awards in national competitions related to creative design and showmanship in selling. He came out of retirement to be executive director of the Florida's World's Fair Authority, and has had many other successes. I have the privilege to give you Mr. W. L. Stensgaard, executive director of the Florida World's Fair Authority.

MR. WILLIAM L. STENSGAARD: Here Florida will bring to you the greatest show in our history. We know that the millions of people whom we expect here will, in a great part, come to Florida to spend their lives with us on a sunny day like this all year round. Thank you.

AMBASSADOR PATTERSON: Thank you very much. And now I would like to introduce Miss Brenda Sue Scarborough, Florida's Citrus Queen, who is here for the citrus tree planting. She's a lovely, cultured and educated lady from one of our great states. Miss Scarborough, please come up here and say a word to us.

MISS BRENDA SUE SCARBOROUGH: Thank you. It's a very great privilege to be here today, and I hope to get back when everything is completed.

AMBASSADOR PATTERSON: Thank you. Now, ladies and gentlemen, we will conclude this ceremony by planting the Florida citrus tree.



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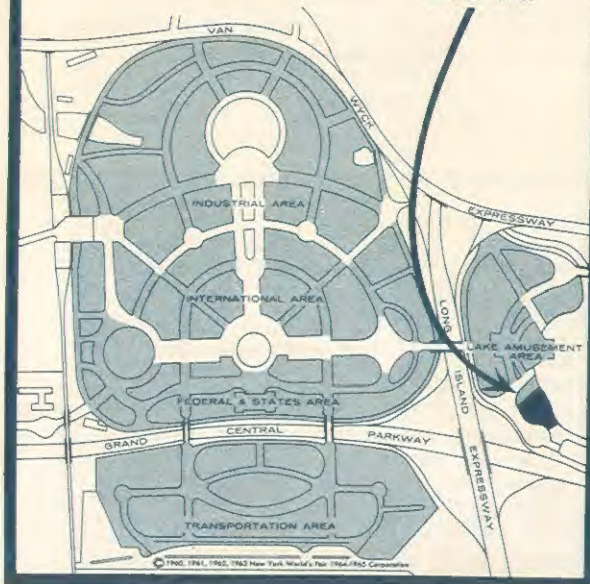
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