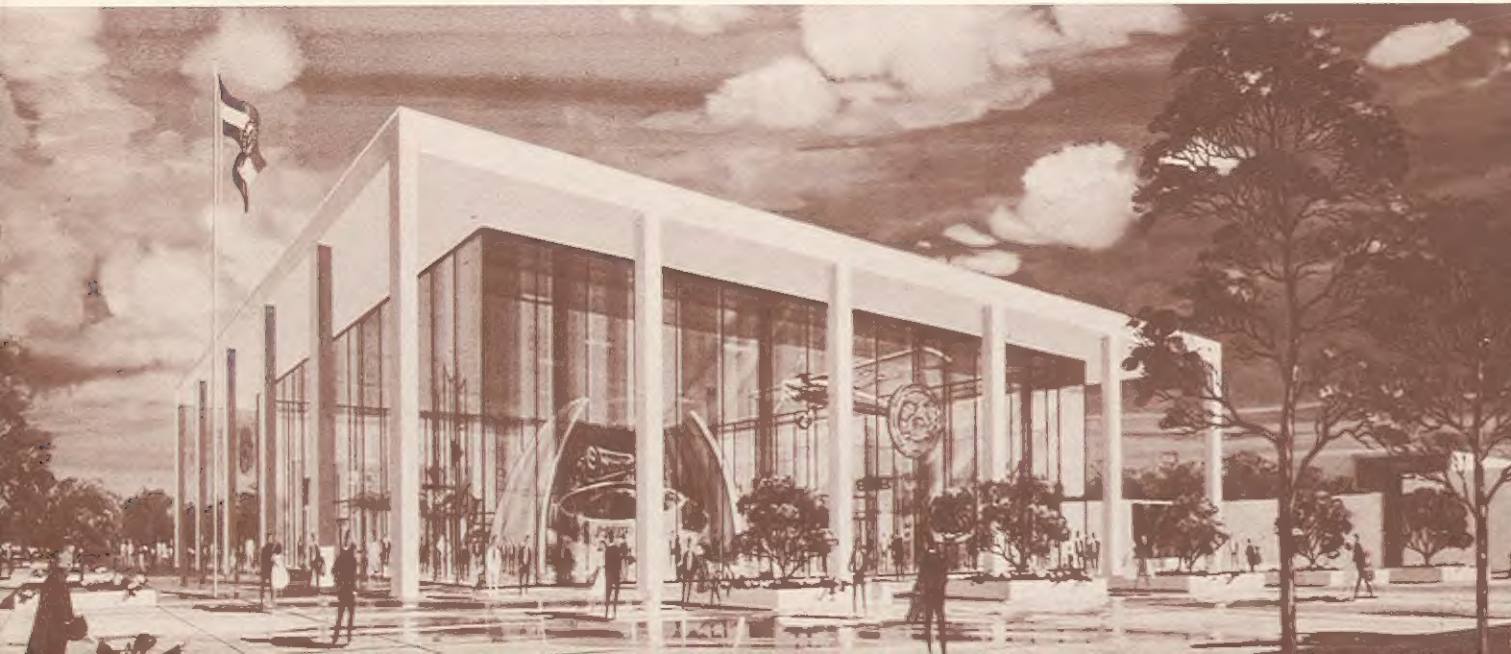




MAY 24, 1963

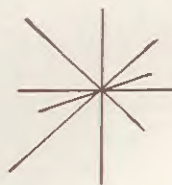
MISSOURI PAVILION

Groundbreaking at the New York World's Fair 1964-1965



COVER: The Missouri Pavilion will house exhibits of the State's culture, industry and tourism as well as a display of the latest space craft. A replica of Charles Lindbergh's "Spirit of St. Louis" will also be featured. Kivett and Myers of Kansas City, Missouri, and Mr. Daniel Schwartzman of New York City are the architects; the designers are The Displayers, Inc. of New York.

*Excerpts from
transcription of remarks
made by officials
of Missouri and the
World's Fair at the
groundbreaking
ceremonies for the Missouri
Pavilion, New York
World's Fair,
Friday, May 24, 1963.*



AMBASSADOR RICHARD C. PATTERSON, JR. [Chief of Protocol]: Governor and Mrs. Dalton, General Sverdrup, General and Mrs. Potter, ladies and gentlemen. A very happy and significant occasion brings us together this morning: the groundbreaking for the Pavilion of the State of Missouri. The first speaker has had an exciting and impressive career, which confirms once again that ours is truly the land of opportunity. He is an inspiring example of how a young foreigner with a touch of greatness in his heart can rise to the heights in our country.

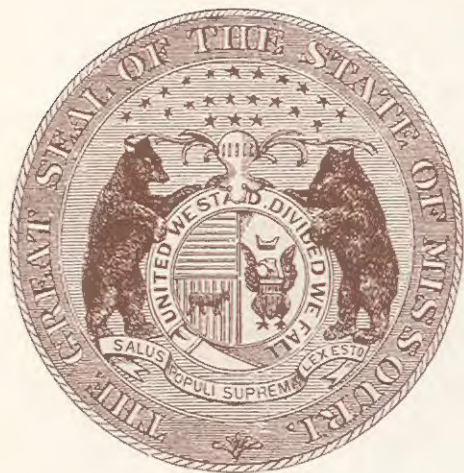
He was born in Norway and came to the U. S. in 1914; he graduated from Augsburg College in Minneapolis in 1918, and the University of Minnesota in 1921. In 1928 he, in partnership with his former professor, was head of his own engineering consulting firm. After distinguished active service, he emerged from World War II with the rank of Major General in the United States Army. He has received many military awards from the U. S. and foreign countries. He has dedicated his life to civic activities for the welfare of the people and has received numerous academic and professional honors for his outstanding service in engineering. It is my great privilege to present to you General Leif J. Sverdrup, chairman of the Missouri New York World's Fair Commission.

GENERAL LEIF J. SVERDRUP: Thank you, Mr. Ambassador. Mrs. Dalton, Governor Dalton, distinguished guests — but above all, fellow Missourians. You know, there's one thing that we who come from Missouri know: there are fifty great states in the Union, but the greatest of them all is Missouri. A great many other states were started by Missouri — like Texas, for instance. You'll find more Missourians have started that state than any other states.

I have the great fortune of having a wonderful Commission to work with: five Senators, five members of the House and five appointed from outside the legislature. They have indeed worked hard and well. I want also to say that we are exceedingly fortunate that in our competition Kivett and Myers, architects of Kansas City, Missouri, were selected. I dare say that not only are we the greatest state in the Union, but we'll have the greatest building in which to show it.

I now have the honor and pleasure to introduce a wonderful governor whom we all respect very highly, Governor John Dalton of Missouri.

GOVERNOR JOHN DALTON: General Sverdrup, General and Mrs. Potter, Ambassador Patterson and other distinguished guests and friends. I appreciate the



*Pictured here are the members
of the Missouri
New York
World's Fair Commission*

S A L U S P O P U L I S U P R E M A L E X E S T O

*Participating in the official
groundbreaking ceremonies at the Fair site
are: (left to right) General Leif J. Sverdrup,
chairman of the Missouri Commission
to the Fair; Mrs. Dalton;
Governor John Dalton; Mrs. Potter;
General Potter, executive vice president
of the Fair; and Ambassador Richard C. Patterson, Jr.,
Chief of Protocol for the Fair.*



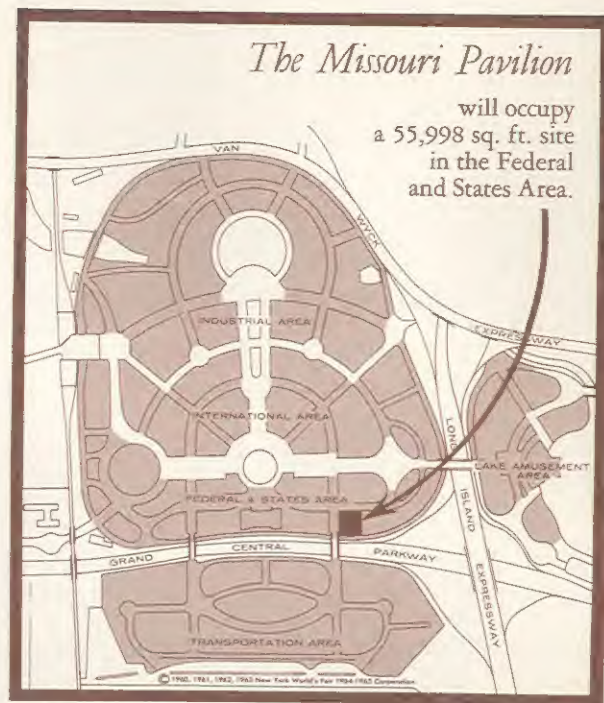
ORIGINALLY CARVED FROM THE LOUISIANA PURCHASE, MISSOURI WAS THE 24TH STATE TO BECOME PART OF THE UNION.

kind remarks that General Sverdrup made about me and any time that anyone says anything good, I'll admit it. We are delighted to be here to break ground for the Missouri Pavilion. We are honored to be associated with an exposition that will entertain so many people and will inform them about the world today.

In constructing this pavilion Missouri is accepting the challenge to show itself as it really is. We are coming to the Fair not as a Shepherd of the Hills country, but as a great industrial state of the Missouri Valley. Two out of three Missourians today are urbanites, and while we still love and appreciate the virtues of the Harold Bell Wright characters, we are finding it increasingly difficult to preserve enough of the quaint and rustic to satisfy our tourists who expect to see cowboys and Indians. With First in Air — First in Space emblazoned on our banner, and the Spirit of St. Louis and Friendship VII as supporting evidence — we shall here reflect the modern Missouri that builds space capsules, and the rockets that thrust them into orbit, the Missouri of growing research capability and improving education, the Missouri that is the crossroads, USA, the Missouri of abundant water resources and inviting recreational areas. Missouri is proud that its tax and business climate nurtures the seedbed of growth and

The Missouri Pavilion

will occupy
a 55,998 sq. ft. site
in the Federal
and States Area.



is increasingly aware of its great destiny in a new era.

General Potter, we consider it a great privilege to be here in your state and to be a part of your magnificent Fair. We know that you stayed in Missouri for a period of time and we claim you because you are a part of all you have seen. I have here a Missouri country ham which I will present to you as a small token of our appreciation. It's a genuine Boone County ham. We want to thank you for your great courtesy, the kindness and consideration that you have shown to us as we endeavored to get Missouri's participation in your Fair underway.

AMBASSADOR PATTERSON: Thank you, Governor. Mr. Moses is abroad and in his absence General Potter, executive vice president, takes over. This pleasant and important ceremony is fittingly studded with generals. General Potter has had an outstanding engineering career; he has been director of many major construction programs, including a billion dollar river control project in Missouri, so he knows and loves Missouri. I have the great pleasure to introduce General William E. Potter, executive vice president of the Fair.

GENERAL WILLIAM E. POTTER: Ambassador Patterson, Governor and Mrs. Dalton. I have dug into Boone County hams in the past and I am very appreciative

of this one. Thank you very much.

It was my fortune, in my so-called formative years, to come under the aegis, the guidance and sometimes the beating over the head that General Sverdrup gave me as he attempted to make an engineer and public servant out of me. Also helping in that particular task were General Pick and his great and good friend Lou Lozier. Since then I've come to know your senators, your representatives and your citizens.

After my formative years I came under the aegis of a great genius. It was my good fortune to have been able, accidentally and through the forces of fate, to come under the guidance of Mr. Moses and to be able to help him perform one eighth of his job. It's been a great opportunity for me and it's a wonderful thing that New York State and this nation have a man like Mr. Moses to conceive and put together a Fair such as this.

In his name and in his absence, it is my great honor, Governor, to present to you this New York World's Fair medallion. General Sverdrup, I would also like to present a medallion to you. Thank you very much.

MISSOURI NEW YORK WORLD'S FAIR COMMISSION

John M. Dalton
Governor



OFFICERS

GENERAL L. J. SVERDRUP, *Chairman*
HON. THOMAS D. GRAHAM, *Vice Chairman*

JUDGE LUE C. LOZIER, *Secretary*
SENATOR J. F. PATTERSON, *Treasurer*

MEMBERS

SENATOR ALBERT M. SPRADLING, JR.
SENATOR OMER H. AVERY
SENATOR JACK CURTIS
SENATOR THOMAS G. WOOLSEY
SENATOR JOHN J. JOHNSON
HON. THOMAS A. WALSH
HON. R. J. KING

HON. DORMAN L. STEELMAN
HON. J. LUTHER ROBINSON
HON. V. M. BALTZ
JAMES M. KEMPER, JR.
DAVID R. CALHOUN, JR.
ROBERT M. WHITE, II

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

Flushing 52, N. Y.

Tel. 212-WF 4-1964



Uniquliers® presented by  United States Steel
© 1964 New York World's Fair 1964-1965 Corporation

ROBERT MOSES, *President*

THOMAS J. DEEGAN, JR., *Chairman of the Executive Committee*

WILLIAM E. POTTER, *Executive Vice President*

CHARLES POLETTI, *Vice President, International Affairs and Exhibits*

STUART CONSTABLE, *Vice President, Operations*

WILLIAM BERNS, *Vice President, Communications and Public Relations*

ERWIN WITT, *Comptroller*

MARTIN STONE, *Director of Industrial Section*

GUY F. TOZZOLI, *(Port of New York Authority) Transportation Section*

ERNESTINE R. HAIG, *Secretary of the Corporation and Assistant to the President*

WILLIAM WHIPPLE, JR., *Chief Engineer*