GROUNDBREAKING AT THE NEW YORK WORLD'S FAIR 1964-1965

Grouped with ceremonial shovels and the Johnson's Wax exhibit model are, left to right, H. F. Johnson, chairman of Johnson's Wax; Joan Marie Engh, Miss Wisconsin; Howard M. Packard, Johnson's president; and Robert Moses, president of the Fair.

JOHNSON/S WAX

OCTOBER 16, 1962

REMARKS BY JOHNSON'S WAX AND WORLD'S FAIR OFFICIALS AT THE JOHNSON'S WAX EXHIBIT GROUNDBREAKING CEREMONIES, NEW YORK WORLD'S FAIR, TUESDAY, OCTOBER 16, 1962.

MARTIN STONE (Director for Industrial Exhibits): We are happy to welcome you on the occasion of the groundbreaking of the Johnson's Wax exhibit. This is a particularly auspicious occasion, not only because it signifies the addition of another splendid name on the roster of American business that will come to this "Olympics of Industry," as Mr. Moses has described it, but also because this marks the first midwestern company to break ground at the Fair.

I think we should immediately acknowledge with thanks the visit of Mr. Johnson and Mr. Packard, who have come here from Racine, and tell them that we are certain that the midwest will be represented well indeed by Johnson's Wax, a company over seventy-six years old which has stood for integrity throughout all these years, and has consistently been a symbol of progress even in architecture as evidenced by the Frank Lloyd Wright Administration and Research Center in Racine. We feel certain that the World's Fair exhibit here in New York will reflect the character and integrity of the Johnson's Wax company.

Now I'd like to turn the ceremonies over to the Director of Public Relations of Johnson's Wax, Mr. Floyd Springer.

FLOYD SPRINGER: Thank you, Martin. You know, we have an unexpected treat for you here today. We not only have two of our midwestern business leaders, Mr. Johnson and Mr. Packard; we also have some midwestern pulchritude. We've been quite flattered by the reference of the Fair people to our building as a jewel of a building. But, we have with us here today a princess. I am speaking of Joan Marie Engh, 21-year-old beauty of La Crosse, Wisconsin — Miss Wisconsin who is here today to join us in these ceremonies. Miss Engh. (Applause.)

© 1962 New York World's Fair 1964-1965 Corporation

I might let you in on a little secret I learned from Miss Engh — who was runner up in the recent Miss America contest. She informed me that every day, very patriotically for good old Wisconsin, she has a chocolate soda with two scoops of ice cream.

I'd also like to acknowledge the presence here today of Mr. Walter P. Margulies, president of Lippincott & Margulies, whose architectural genius has been a guiding light in preparing this wonderful building that we have. Mr. Margulies. (Applause.)

As you know, and as Mr. Stone mentioned, we are honored to have with us here at this important ceremony, the third generation of Johnson family leadership of S. C. Johnson and Son, Incorporated — the grandson of the founder of Johnson's Wax, and the man whose vision inspired the construction of our world-renowned Frank Lloyd Wright buildings. He has been a guiding light also in our planning for the New York World's Fair. I refer to our chairman, Mr. H. F. Johnson. Mr. Johnson. (Applause.)

Another of our company's leaders is not only providing the stimulus for our company to move forward in developing exciting new products for the home, for industry and agriculture, but he is also inspiring the development of some exciting things for our participation in the New York World's Fair. I refer to our president, but before introducing him, I'd like to introduce to you his very charming wife, Mrs. Howard M. Packard. (Applause.)

And now to speak to us, our president, Howard Packard.

HOWARD M. PACKARD: Ladies and gentlemen, Mr. Moses, you know that the company's decision to come to this Fair was strictly a business decision. But I think you also know that we are counting on having quite a little fun here at this Fair, with our business and our personal friends. In fact, you know, in the Johnson Company we have an official policy — that conducting our business is to be a pleasure — in fact, it's to be a little fun.

We understand that Mr. Moses has described the Fair as an opportunity to emphasize the democratic process that we practice in our country, and to try to find a common ground of international understanding and good will; to demonstrate our own progress as a nation, and to emphasize our gains in science and education. Now at *Johnson's Wax* we try to be good businessmen — sound

businessmen — and as such we can visualize the application of the Fair objectives to our own company and to the entire system of private enterprise.

Participation in the Fair represents a very major expenditure. So, naturally, we studied this matter to determine whether the Fair would represent a sound expenditure. We set up a series of criteria that had to be answered in the affirmative in order to justify coming into the Fair. Obviously, we have reached an affirmative decision on each one of these criteria, and have decided to participate.

The selection of this very site where we are standing, the building to be erected on it, the educational and entertaining program that we intend to present here — and especially the merchandising opportunity presented by the Fair—all of these played a significant role in this decision.

Certainly one of the major factors influencing our decision to come to the Fair is its international aspect, which has a particular interest to us. The *Johnson's Wax* company established its first overseas company 50 years ago in England. We now have an associated group of 21 companies around the world. We think that each one of them will benefit from the World's Fair program that we are embarking upon today. Indeed, in June 1964, we are going to hold an international conference of our 21 companies and it will be closely integrated with the World's Fair program.

The Fair will also be a world-wide showcase for architecture, and we like that. Adventure in the field of architecture is not new to our company. In the mid 30's, Mr. H. F. Johnson commissioned the late Frank Lloyd Wright to design our administration and research center in Racine, Wisconsin. Those buildings — as proven over the last 25 years — were a decided advance in architectural concept.

We are very pleased with the design achievements of the Lippincott & Margulies firm who is our architect and design consultant for this Fair building. You will see the model over there, and we hope very much that the actual building on this site will turn out to be, as the Fair officials have called it, a jewel of a building. We expect it will turn out that way.

Within our building, we are going to present entertainment in an educational manner. We are not prepared to discuss the details now, but we do say that we have picked out a highly dramatic theme and we believe it will be entertaining and rewarding to all the people who come

Soaring 80-foot columns that arch over and suspend a giant disc 90 feet in diameter are the most dramatic features of the Johnson's Wax pavilion for the 1964-1965 New York World's Fair. The huge disc, sheathed in gold anodized aluminum, will contain a 600-seat theater.

to the Fair and visit our exhibit.

Now, in conclusion, I just want to say that we are happy to join the many other exhibitors who will come here and compete in this healthy, friendly rivalry among companies, states and nations. We sincerely hope that our participation in what is being called the Olympics of Progress in 1964 and 1965, will make a worthwhile contribution to the goal of world peace through understanding. Thank you very much. (Applause.)

MARTIN STONE: Thank you very much. Mr. Packard, Mrs. Packard, Mr. Johnson, Mr. Margulies, I have the privilege of presenting the President of the New York World's Fair, Robert Moses. (Applause.)

ROBERT MOSES: Mr. Johnson, Mr. Packard, ladies and gentlemen — I am always glad to see one of these big industrial exhibits get under way. We have lots of difficulties here with the other exhibitors — the United States government is slow in getting under way, the states are necessarily slow because, even after they've signed up and appointed commissions, they have to wait for legislatures to meet and provide funds.

We don't have too much trouble with the amusement people. Foreign governments, of course, present unusual problems in this particular day and generation. Some of us were here in 1936 and 1937 getting this place ready for the 1939-1940 Fair. I had charge of the basic improvements here at that time as City Park Commissioner. And we know pretty well what the problems are with the underground utilities and all that sort of thing. At that time Grover Whalen was the head of the Fair, and there were relatively few foreign countries and only part of them came over here.

Today we have all these new nations including the very new, very ambitious, very sensitive African countries who have very little experience in this kind of thing, not an awful lot of money, and yet want to put their best feet forward and show what they can do. This is an entirely new thing for them and an entirely new thing for us.

I don't say that these difficulties can't be overcome — they will be overcome — but I will say that they are there and they have to be reckoned with. Now when we get to the big American industries, that's when we're happy, because we know when they decide what they want to do, that they are experienced and they have the talent to design what they want to show. They know what they

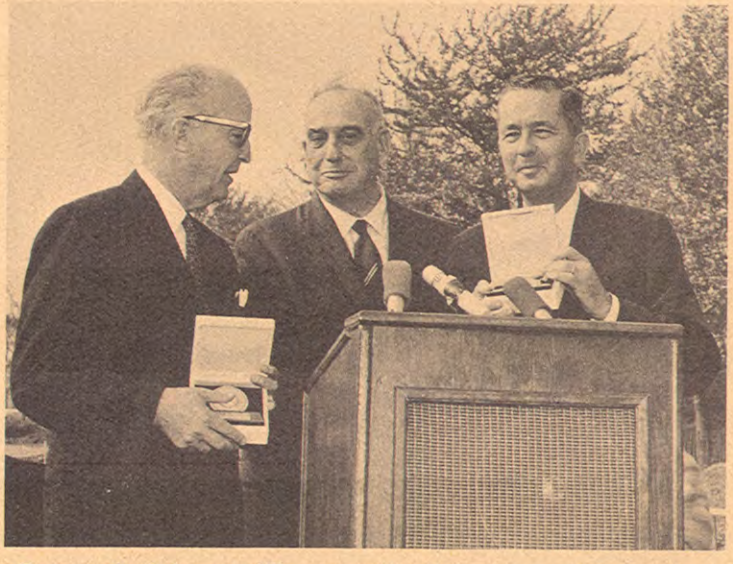
want to put inside of their pavilion, and they go ahead in a businesslike way and get done on time.

That's a great comfort to us. There isn't too much of that around here. We have other things to distract our attention. You can see the arterial work going on around here. Governor Rockefeller said the other day, at Buffalo where he was looking at somewhat similar arterial developments — bridges and tunnels and that sort of thing — that this here in New York, around the Fair, is the most complex arterial construction going on anywhere in this country, and I would add anywhere. We have to give an inordinate amount of attention to the arterial program to guarantee its completion on schedule so that it is a great thing for us when these industries, responsible to themselves, join us at the Fair.

Now, without flattering the Johnson company or any other big company, it is a fact — something we learned from our daily contact with foreign countries — that it is American industry that impresses them more than anything else. Perhaps I ought to say frankly that it impresses foreigners more than American government does. They are interested in what industry has been able to do under our so-called private enterprise system. They admire it. They can see what people are driving at. They imitate it. They want to equal it. They want to surpass it.

Now as for your architecture, I think that this building Mr. Margulies and his associates are working on is going to be a worthy successor to what Frank Lloyd Wright has done for Johnson's Wax in his home territory. Cousin Frank was a great friend of mine. He was a sort of distant relative of my wife's — I inherited him when he came to New York. I used to see him, try to bail him out of some of his difficulties with the various city officials that had to administer the building code. Frank adamantly took the position that a building code should yield to genius and that he represented genius. And there were some various people around New York in the city administration who didn't altogether like that description. So they used to throw the book at him. I think he had rather more troubles than he should have had.

But he was a remarkable fellow and I wish he were around today to work on various buildings here. There is a shortage of people of that kind of talent and genius. That's all I have to say, except to welcome you here, and to hope that we'll all get together here when the Johnson's Wax exhibit opens.



During the Johnson's Wax groundbreaking ceremonies, president of the Fair Robert Moses (center) presented official World's Fair medallions to H. F. Johnson, chairman, and Howard M. Packard, president of S. C. Johnson & Son, Inc.

UNISPHERE

presented by USS United States Steel

© 1961 New York World's Fair 1964-1965 Corporation

JOHNSON'S WAX COMPANY

H. F. JOHNSON — *Chairman*
HOWARD M. PACKARD — *President*
ROBERT P. GARDINER — *Manufacturing Vice President*
J. VERNON STEINLE — *Research & Development Vice President*
RAYMOND W. CARLSON — *Household Products Division Vice President*
SAMUEL C. JOHNSON — *International Division Vice President*
W. C. KIDD — *Vice President and Regional Director for Europe, Africa and Near East*
HAROLD C. MASON — *Treasurer*
KENFORD R. NELSON — *Secretary*
EDWARD J. GRANT — *Service Products General Manager*
FLOYD K. THAYER — *Chemical Division General Manager*
DOUGLAS L. SMITH — *Advertising & Merchandising Director, Household Products Division*
THOMAS B. MARTIN — *Advertising & Merchandising Director, Service Products Division*
FLOYD SPRINGER, JR. — *Public Relations Director*

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

Flushing 52, N. Y. **Tel. 212-WF 4-1964**

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 A. 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*