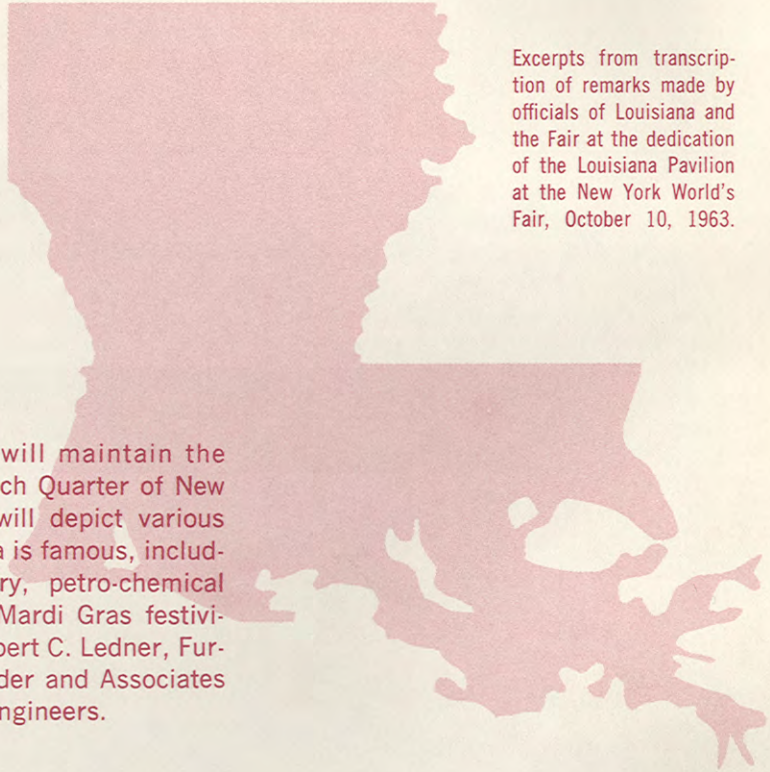
Dedication Ceremonies at the New York World's Fair 1964-1965

THE PAVILION OF *Louisiana*

OCTOBER 10, 1963

COVER:

the pavilion of Louisiana will maintain the atmosphere of the French Quarter of New Orleans. The exhibits will depict various areas in which Louisiana is famous, including agriculture, industry, petro-chemical complexes, opera and Mardi Gras festivities. Saputo & Rowe, Albert C. Ledner, Furman & Furman and Rader and Associates are the architects and engineers.



Excerpts from transcription of remarks made by officials of Louisiana and the Fair at the dedication of the Louisiana Pavilion at the New York World's Fair, October 10, 1963.

DR. ROBERTO de MENDOZA [Deputy Chief of Protocol]: Secretary Martin, Mayor Schiro, General Potter, distinguished guests and ladies and gentlemen. The Pavilion of Louisiana which we are dedicating today will house exhibits depicting the culture, history, achievements and aspirations of the state, and will create the atmosphere of charm and the many attractions of that great and lovely state.

Our first speaker today is General William E. Potter, executive vice president of the New York World's Fair.

GENERAL WILLIAM E. POTTER: Secretary Martin, Jim Reily, Mayor Schiro, friends. This country was discovered through two great rivers: the St. Lawrence and the discovery from the north, and New Orleans and the Mississippi and the discovery from the south. I think for a hundred years the center of this country existed because of New Orleans and Louisiana and the Mississippi River. With the exception of Texas, no part of the country has been under more flags than has Louisiana. Many different cultures, many different nationalities exist in your state. And I think the history of New York City, and every other place where there are melting pots, has shown that those places go forward faster, do better things, have greater futures.

I want to compliment the Governor, his staff, the backing that this staff got from New Orleans, the discovery of Mr. Lupo and the imagination that he has put into the exhibit.

I would at this time like to present official medallions of the Fair. First, to Secretary Wade O. Martin, Jr., and if Secretary Martin would accept one also, for the Honorable Jimmie Davis. Next, the Honorable Victor H. Schiro, Mayor of New Orleans; Jim Reily; Mr. Lupo; Mr. George Healy; and Mr. William Eden.

I will now call on Secretary Martin to speak for the Governor.

HON. WADE O. MARTIN, JR. [Secretary of the State of Louisiana]: Thank you very much. Mr. Moses, General Potter, Ambassador Patterson, Mayor Schiro and other distinguished guests and friends. I'd like to say that I'm very honored to be here today and to represent Governor Davis. I am sorry, as you are, that Governor Davis could not join us.

All of us in Louisiana have watched the progress of the Louisiana exhibit at the Fair, and all of us are gratified. At long last, the hard work and the vision of those charged with the responsibility for this exhibit has been rewarded by these ceremonies today.

This project staggers my imagination, as I'm sure it must yours. During all the time I've served as Secretary of State I have seen Louisiana embark on many interesting

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The Honorable Wade O. Martin, Jr., Secretary of the State of Louisiana, speaking at the dedication ceremonies for the Pavilion of Louisiana at the Fair.

Shown on the bulldozer are: (left to right) Mr. James S. Reily, chairman of the Louisiana World's Fair Commission; Mr. Thomas J. Lupo, chairman of the World-A-Fairs Corporation; the Honorable Wade O. Martin, Jr., Secretary of the State of Louisiana; the Honorable Victor H. Schiro, Mayor of New Orleans (wearing hat); and Mr. Robert Moses, president of the Fair.

projects. There has never been anything equal to this one. Our regular and continuing programs, designed to bring New Yorkers and people from throughout the world to lovely Louisiana, are usually exciting enough — but now we are really fascinated with the challenge of bringing Louisiana, symbolically at least, to New York and to the 70 million Fair visitors.

Naturally, I can't go into detail, but I think our plans are very interesting and I'd like to tell you a little about them. Through the opportunity afforded us by the Fair, we shall accomplish two major objectives, both of which shall contribute greatly to the overall success of the Fair as we envision it. In brief, we will reemphasize the world-famous fun and the food to be found in New Orleans and our other cities, while at the same time dramatically emphasizing the fabulous future that lies ahead for all who settle among us, either for recreation, industrial or agricultural progress, or for retirement.

It was almost two years ago that Louisiana began this program actively. Mr. Jim Reily, one of our most capable public servants of long standing, was entrusted by Governor Davis with the responsibility of formulating a commission on state level, to devise ways and means whereby Louisiana could be represented at your Fair. This commission studied many proposals, and of all those submitted, the one finally chosen was the one for which we are turning the earth here this morning.

There are no state funds involved in this project. It will be constructed with private funds, and as a native Louisianian I know the tremendous potential of our state. I am as familiar as anyone with the achievements, the expectations, the hopes and desires of more than three million people who make up our state's population. It will be a tremendous job to try to capsule all of these things into one package, but we are confident that those who have charge of it will do a commendable job. No representation of Louisiana would be complete unless it exhibited the spirit and the determination of a state that, during its lifetime, has been beset with virtually all of the trials and tribulations that the human mind can conjure.

Our history, as the General told you, is a colorful one indeed. It is favored by the unique contributions of more than a score of ethnic groups and nationalities — the French, the Spanish, the English, the Italians, the Germans — all these left their imprint upon a land which is as cosmopolitan as any area of the world today.

I hope that this exhibit will depict with accuracy and with drama, the emergence of Louisiana as one of the industrial leaders of this nation. All this, mind you, while still retaining the unique charm and flavor of the Old World, which attracts visitors by the millions to our countryside annually.

As the chemist in the clinical atmosphere of the laboratory will blend various ingredients into a predetermined

formula, so have we in Louisiana through the centuries, blended our resources, natural and human, into a compound without equal in the western hemisphere. And we hope to bring that to you here in New York.

Time — the eternal leveling agent — has provided us with the will not to succeed, but to excel. And if this exhibition approaches the Louisiana story, it will be one of the most spectacular at the Fair. It will be an enduring credit to you, Mr. Moses and Mr. Reily, and to Tommy Lupo and all those who helped to insure its existence. In constructing this pavilion, Louisiana is accepting a challenge to show itself as it really is.

We bring you all that our state has garnered from the centuries. We will portray a culture which developed from the Acadians who came down to our Evangeline country, and the Spanish and the French and the Italian, the German and the Greek, and missions of people who came to Louisiana from all corners of the world.

We bring you an agriculture blended together by all the fine blood that has gone to make up our sovereign state of Louisiana. Not only will our tremendous petrochemical complexes, our sulfur, timber and other natural resources be shown, but we'll show you also our great industries that have developed from seafood and other food for which we are universally known.

We will bring you our opera, and present to you an image extending from the realm of dignified leadership which has made history throughout the nation. We bring you our Mardi Gras kings, Rex, nights in the old Vieux Carré, our spring fiestas and a live carnival parade down your Avenue of Americas.

I want now to recognize some of the members of our party, at Governor Davis' request. Mr. James Reily surrounded himself with the council and advice of some of our state's leading industrialists, labor leaders, statesmen, former governors, and through their diligence and their recommendations, they adopted an excellent concept presented to them by Tommy Lupo, chairman of the board of directors of World-A-Fairs Corporation.

We thank another member of our official party, the Honorable George Healy, Jr., editor and chief of one of the south's largest and oldest newspapers, the Times Picayune, for his help and interest. George is an astute reporter as well as editor.

Also at the Governor's specific request I want to present Vic Schiro who is indeed a vigorous politician, a good one, fine traveling companion and the Mayor of America's most interesting city — New Orleans.

Also here with us, is General William Whipple, Jr., director general of Engineering at the Fair. Many of us in Louisiana know General Whipple and we have followed his progress with very great interest. And as a testimonial of our appreciation for you, General Whipple, I hope you will accept this plaque, appointing you as an

Honorary General in charge of Engineering for the Louisiana World's Fair Commission, in recognition of your services to Louisiana and to the Fair.

And now my friend General Potter, Ambassador at Large for Louisiana — on behalf of Governor Davis I give you this tribute, appointing you an Honorary Admiral on the Governor's staff of Louisiana.

I am happy that one of America's outstanding personalities and builders is here, and on behalf of Governor Davis, I'd like to pay a tribute to him. Mr. Moses, it's a real privilege to have met you and as of this moment you are designated Official Honorary Planner of the State of Louisiana.

In closing, in behalf of the Louisiana World's Fair Commission, Governor Davis, the chairman of the World's Fair Commission, the Honorable James Reily and myself, I want to thank each and every one of you for your great courtesy, your kindness and consideration and understanding that you have shown to our state. Thank you very much.

DR. de MENDOZA: Thank you, Secretary Martin. Our next speaker has also had close association with Louisiana. In 1946 he was director of arterial planning for New Orleans. I have the honor to give you the president of the New York World's Fair Corporation, the Honorable Robert Moses.

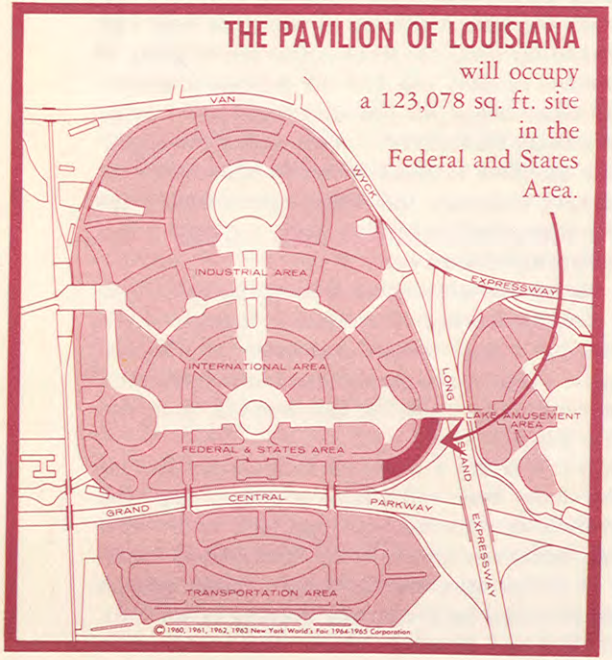
MR. ROBERT MOSES: Dr. de Mendoza, friends. We're delighted that you're here. I like the combination of the government and private enterprise — you have the government interested in the government exhibit as such and private enterprise showing what has been done in Louisiana by people under our American private enterprise system. I'm sure it's going to work out very well here. It has so far. And the result is that you're going to have a first-rate pavilion and first-rate exhibits in competition with other things that you see around you — other states, some larger than others — some working in combination, like the New England States. In addition to the states, we have industries and foreign governments, the U.S. Government, the City of New York, and a good deal of amusement represented here.

There may be a certain amount of mopping up to do at the end, a certain amount of pressure — there always is in big jobs, but I think we are reasonably on schedule. Excepting for a very few minor contracts and objectives, I see no reason to suppose that the Fair won't be ready and open on the 22nd of April.

All I can add is that I hope you look around and see what we're doing here, and I hope it pleases you. And I'm particularly anxious that you come back to see what we've done, what your exhibit is like, what place it has in the scale of things here, and above all — allow enough time when you come back after the opening of the Fair, to see this thing in a leisurely fashion. Thank you.

THE PAVILION OF LOUISIANA

THE HONORABLE JIMMIE H. DAVIS, *Governor of the State of Louisiana*
THE HONORABLE JAMES S. REILY, *Chairman of Louisiana World's Fair Commission*
MR. THOMAS J. LUPO, *Chairman of World-A-Fairs Corporation*



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