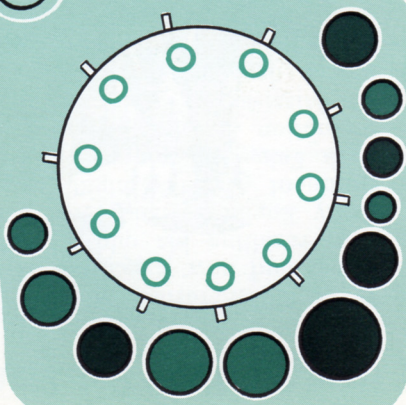
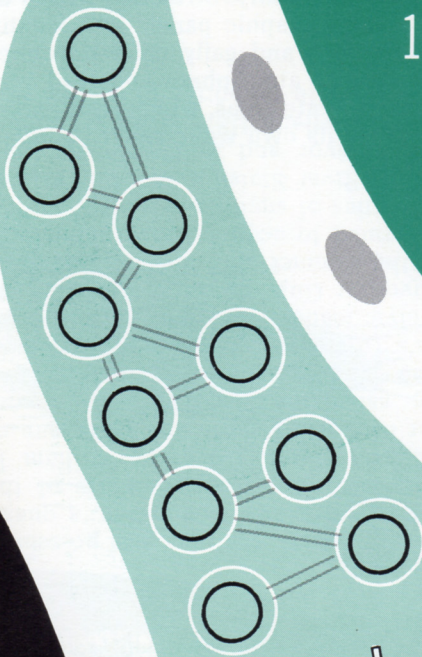


# HEARTLAND USA EXHIBIT

New York  
World's Fair  
1964-1965





The New York World's Fair  
1964-1965

In the words of Robert Moses, President of the Fair, *"the most fascinating showcase ever conceived by the imagination and executed by the hand of man"*. The Fair will run from April through October for the two years of 1964 and 1965. More than seventy million people will pass through its turnstiles. Seventy-five foreign nations, the giants of American industry, states and regions will dramatize their achievements. The United

States is expected to have a spectacular display. Theme of the Fair will be PEACE THROUGH UNDERSTANDING, dedicating the magnificent exposition to man's achievements on a shrinking globe in an expanding universe. The Fair will coincide with the 300th anniversary of the founding of New York City, the opening of the Lincoln Center for the Performing Arts and the dedication of the 55,000 seat New York Sports Stadium. In all, more than a billion dollars will be spent to insure that this Fair fulfills its promise as the most exciting exposition in history.

Why the Heartland is Interested  
In a New York Fair

An international exposition such as this occurs but once in a generation. It will have more color, more drama, more motion and more impact than perhaps any similar event in the history of the world. What better stage could be conceived for the great heartland of America to portray its contributions to the westward movement of America's civilization and its promise of even more stirring contributions to the future!

What Type Exhibit?

Creative minds are already at work developing a "theme". The Heartland States Exhibit will be a "family-type" exhibit. Like a family, it will dramatize the cohesion which makes the heart of America a regional entity. The exhibit will portray factors common to the region; its history, its culture, its agriculture; its industry and its resources—both natural and human. Yet it will also permit expression of the individuality which makes each participating state unique. Each state will have ample opportunity to point out its own attributes, its attractions for tourists and industry and its hopes and aspirations for economic expansion.





## How Did It All Get Started?

The idea was born early in 1961. General W. E. Potter, former Missouri River Division Engineer and now Executive Vice President of the Fair, recalling his midwestern service with the Army Engineers, suggested informally that mid-continent America might logically use the New York Fair as a springboard for regional growth promotion. He made the suggestion to officials of the Mississippi Valley Association, a natural resource development organization with members throughout the area. Investigation disclosed that here, indeed, was a magnificent opportunity to advertise the heartland area to more than seventy million people from all over the Nation and the World.

In the Spring of 1961, the idea was presented to the Missouri River States Committee, a quasi-official body consisting of the governors of the ten Missouri Basin states. Governor William L. Guy, Governor of North Dakota and Chairman of the committee, asked the Mississippi Valley Association to coordinate a thorough investigation of the project's feasibility. Several key industry, business and civic leaders were contacted. At the request of Governor Guy, they formed a "team" which, during the summer and fall of 1961, called on the ten governors to acquaint them personally with the possibilities of such an exhibit.

The Missouri River States Committee viewed the project with favor and in December, 1961, established the "Heartland USA World's Fair Exhibit Commission" with authority to set the project in motion.

## What are the "Heartland States"?

Starting point was the Missouri Basin but it soon became apparent that a more inclusive grouping was desirable. Original states were Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas, Montana, Wyoming and Colorado. The three westerly states were considering a Rocky Mountain exhibit. Other adjacent states to the east and south expressed an interest in joining the Heartland group. Therefore, the Missouri River States Committee, when it established the Heartland Exhibit Commission, invited any state contiguous to the main body of states to participate if it desired. Such states, after appointing a Commissioner, may participate fully in all aspects of the project.

## States and Regional Exhibits

The Fair Corporation, in order to encourage state and regional exhibits, will provide land rent free. In the case of the Heartland Exhibit, an option on an 82,000 square foot tract has been granted. Rental of similar space to an industrial or foreign exhibitor would be in the excess of \$640,000. The plot is one city block from the "Unisphere"—theme center of the Fair. It is across street from the proposed Federal Exhibit. It is opposite the "V.I.P." entrance through which a steady procession of the Nation's and the World's important people will pass.

Already nearly thirty states have indicated their intention to participate either individually or in the cohesive regional groupings and have received allocations of specific tracts of land.

## The Heartland Exhibit Commission

As formally established, the Commission has the following purpose:

*To arrange for a "Heartland USA Exhibit" at the New York World's Fair to be held in 1964-1965, which exhibit shall be educational in nature and which shall be considered the official exhibit from each participating state.*

The Commission has the following powers:

The Commission shall have the power and authority to conduct any and all business considered by it to be necessary and prudent in connection with the design, construction, operation and removal of the exhibit, including, but not limited to, the power to elect a Chairman, adopt rules of procedure, determine general policies in connection with all states' participation, establish committees, employ or otherwise provide for staff and clerical assistance, collect and expend funds and execute contracts.

The Commission shall have the power and authority to incorporate in one or more of the participating states as a nonprofit, educational corporation.

The Commission may not obligate any participating state beyond that which may be specifically authorized by the Governor and/or legislative body of that state.

A decision by a state or states not to participate shall in no way affect the authority of the Commission to proceed with the exhibit in behalf of the remaining states.

The Commission may invite adjacent states to participate in the exhibit.

Governors of participating states either have or are in the process of appointing their commission. The Commission has met, agreed on a basic plan of action, elected acting officers and commenced the appointment of key committees.

At its initial meeting, the Commissioners elected Mr. W. L. Shomaker, Nebraska Commissioner and Senior Vice President of Northern Natural Gas Company of Omaha, as Chairman, Mr. Marvin Schmidt, Iowa Commissioner and Counsel for Deere and Company, Des Moines, Iowa was named Vice Chairman. Mr. James R. Smith of Omaha, Nebraska, Vice President of the Mississippi Valley Association, serves as Commission Secretary.

## The Theme Committee

The Commission agreed that the most important task to be accomplished immediately was the development of a specific theme, a tentative design for buildings and land allocation and the general type of exhibits or displays contemplated. The first committee established was the Theme Committee with Mr. Eugene Kingman, Director of Joslyn Memorial Art Museum in Omaha and Exhibits Consultant to the Smithsonian Institution in Washington as Chairman.

The committee consists of two representatives from each participating state. The first is the director of the state's industrial development agency to insure inclusion of a man who knows his state's economy and its program and prospects for economic expansion. The second is a man from each state, selected by the governor, skilled in artistic and creative fields to insure that each exhibit is tastefully and dramatically executed.

The Theme Committee will provide an initial design for the general layout of the lot, including the main pavilion and individual state pavilions, grouped in multiple units or separate structures. The design will be so conceived as to allow independent expression by each state in its allocated area and also to express the total Heartland area. The basic plan will be submitted to the Commission and will be subject to revision or change as plans progress. Each state's representatives will also be responsible for the preparation of their own state's individual display.

## It Will Cost Money, Of Course

The "Heartland Exhibit" must be done well or not at all. Only the largest and wealthiest states will exhibit individually. Midwestern ingenuity and cooperation can do as well for less money per state without sacrificing any of the individuality which each state seeks to portray.

Initial estimates of total cost hover at about \$1½ million, to be split equitably among the participating states. The estimate envisions the main pavilion and exhibit to cost about \$300,000 with individual state pavilions and displays to

cost from \$75,000 to \$100,000 each. Administration, operation, maintenance, insurance, etc., have been estimated by the Fair Corporation to cost in the neighborhood of \$200,000 to \$300,000.

No firm estimates can be projected until designers and architects have translated the "theme" into specific structures and displays. The regional exhibit and the state displays will be as simple or as complex as the participating states themselves determine.

Although time is of the essence in getting started with funding the project, the cost will be spread over a several year period. Subject to final determination by the Commission, each participating state may be expected to provide about \$12,000 in 1962, \$50,000 in 1963 and again in 1964 and a final \$20,000 in 1965. Thus the design will be finished in 1962, construction in 1963, operation in 1964 and 1965 with removal of the exhibit taking place soon after the Fair closes in 1965.

## How Will The Exhibit Be Financed?

Each participating state will finance its share of the exhibit in a manner best suited to its own situation. The cost-sharing formula among states will be developed by the Commission and agreed to by participants. Both private and public sources may be used in a proportion depending on each state's special circumstances. Statewide and regional industries will be asked to provide substantial portions of the total in virtually every state. Foundations have been considered likely prospects in several instances. At least two governors have called meetings of statewide organizations such as the auto dealers, the broadcasters, hardwaremen, farm groups, etc., who have indicated a willingness to raise funds from their member firms. In several states, the industrial development agency has been assigned the task of state-wide liaison by the governor. State tourist promotion, advertising and industrial development funds are being considered for a share of the total in several states. Legislative appropriations are being considered. Financial requirements will be spread over a four year period but since each state's display may be removed after the Fair and returned for future use within the state, the amortization period may be extended well beyond four years.

Pooled funds will be used to construct, maintain, operate and eventually remove the central pavilion and display and for administrative costs as deemed necessary and prudent by the Commission. Each state will be individually responsible for its own pavilion and exhibit. Building construction will be undertaken jointly to save money on design, engineering and contracting.



## A Suggested Design Concept

"Spaciousness will keynote the Heartland Exhibit as it keynotes the region being portrayed. At the highest point, crowning the site, delightful fountains will symbolize water so vital to the area's economy. Passerelles will lead traffic into the Heartland Pavilion, focal point of the exhibit. Inside, separate alcoves around the perimeter will invite viewers to a central audio-visual presentation, defining the region, its history, its resources, its economics and its culture. Perhaps a small auditorium will permit states, cities and organizations to present specially prepared motion pictures.

"Complimenting the circular exhibition center, individual state pavilions will be arranged around the tract in casual terraces. Simple circular roofs will again express spaciousness. Color will be used tastefully but boldly. Stretching above the state pavilions, large graphic panels will identify each state. State flags and gaily colored banners will convey a festive atmosphere and lead visitors into the various state areas, where each participating state will, in its own way, depict its unique attributes."

This description, a scale model and various sketches were prepared gratuitously by the Leo A. Daly Company, an architectural firm, to suggest a type of concept which might be suitable for the Heartland Exhibit. Illustrations in this folder are based upon these designs and suggest this type of interpretation. Final designs will be suggested by the Theme Committee subject to acceptance by the Heartland Exhibit Commission.

## The Value of an Exhibit

By October 22, 1965, the largest audience ever to attend a single event in the history of the world will have passed through the New York World's Fair turnstiles. Seventy million people will have reviewed "Man's Achievements in an Expanding Universe". *The Heartland's contributions to America's growth and its limitless opportunities for expansion are part of that story.* The World watches and judges the struggle between totalitarianism and freedom. *The Heartland's sovereign states and free enterprise and agriculture are part of that story.* Each state has certain distinctive characteristics—for tourist promotion, for industrial growth, for agricultural stability, for cultural achievement. *The Fair will be a matchless advertising medium for that purpose.*

Mid-continent America—the Heartland—has much in common. It shares the westward sweep of American history. Historically agricultural, it is attracting more and more industry. Its citizens are unexcelled anywhere, as a labor force, in the professions, as farmers and in cultural achievements. The most comprehensive river basin development program ever conceived is taking place in the Heartland. It is a vast and complex area where many great things are taking place.

And yet—the area is not fully known nor understood. Across this nation and throughout the world are millions of people who know little or nothing about the region, who still think of the Heartland as "the Great American Desert", who believe its citizens still wear six-guns and worry about Indian raids.

At a cost of about 1/7 of a cent per person attending the Fair, the Heartland States can dispel such notions, tell the story of their own state and dramatize the Heartland's role in a dynamic America.

## The Plan For Success... where we are; where we are going

With approval of the basic plan and the formal creation of the World's Fair Exhibit Commission, the administrative vehicle is complete. The site has been selected. An option is held.

1962 . . . the critical year.

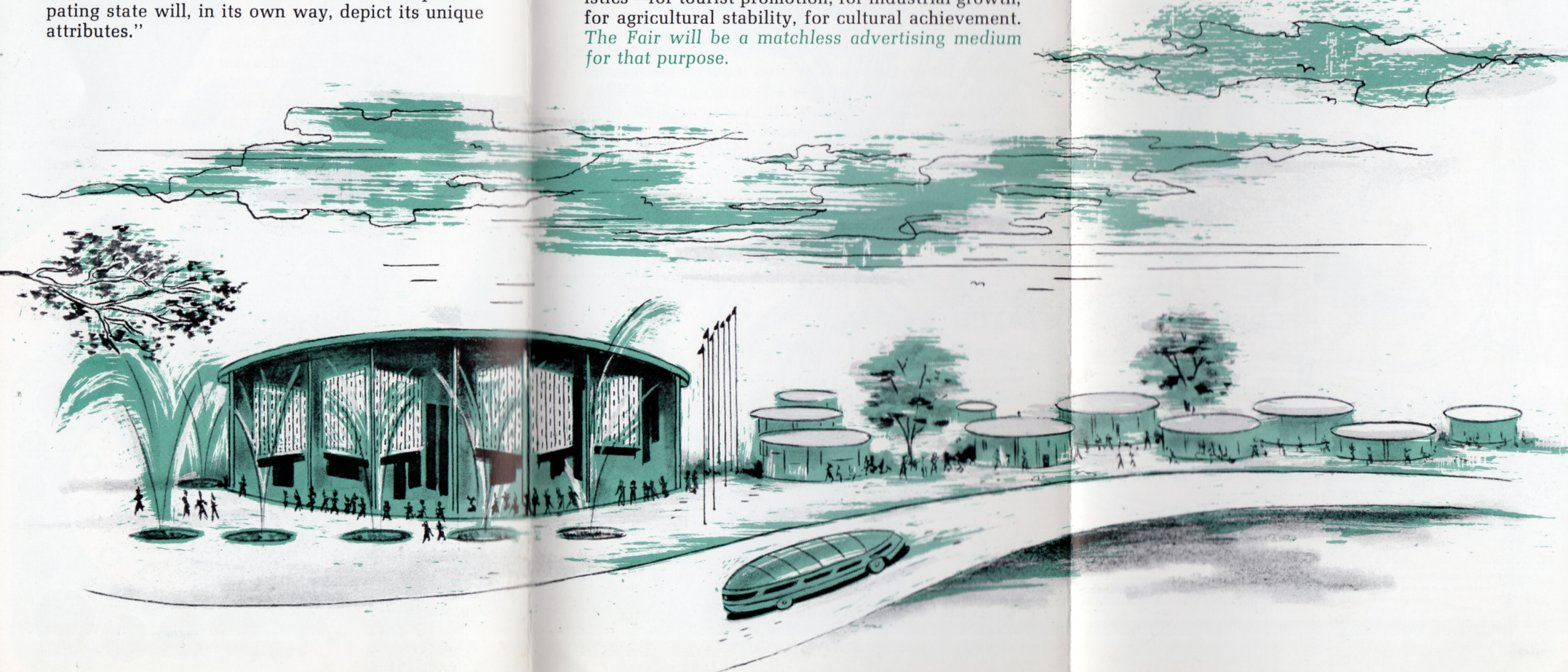
The Commission is proceeding along two fronts. The Theme Committee is already underway developing the basic theme and building design. Simultaneously, the Commission is perfecting its own organization structure to enable it to function as a continuing body, collect and expend funds, sign contracts and supervise the project. Participating states have been asked to complete their own state-level organizations under the leadership of their Commissioner. Top industrial, agricultural and civic leaders are being contacted in the various states. During 1962, an education and publicity program will be undertaken in each state. Before the end of 1962, the following should be accomplished: participating states finally determined; lease with the Fair Corporation signed; budget worked out; exhibit theme and basic design agreed upon; content of state pavilions well developed; architects working on plans and specifications; a substantial portion of each state's financial contribution in the bank and the 1962 portion already at work.

This brochure has been published for the Heartland Commission by the Mississippi Valley Association to assist in describing the project to citizens in the Heartland.

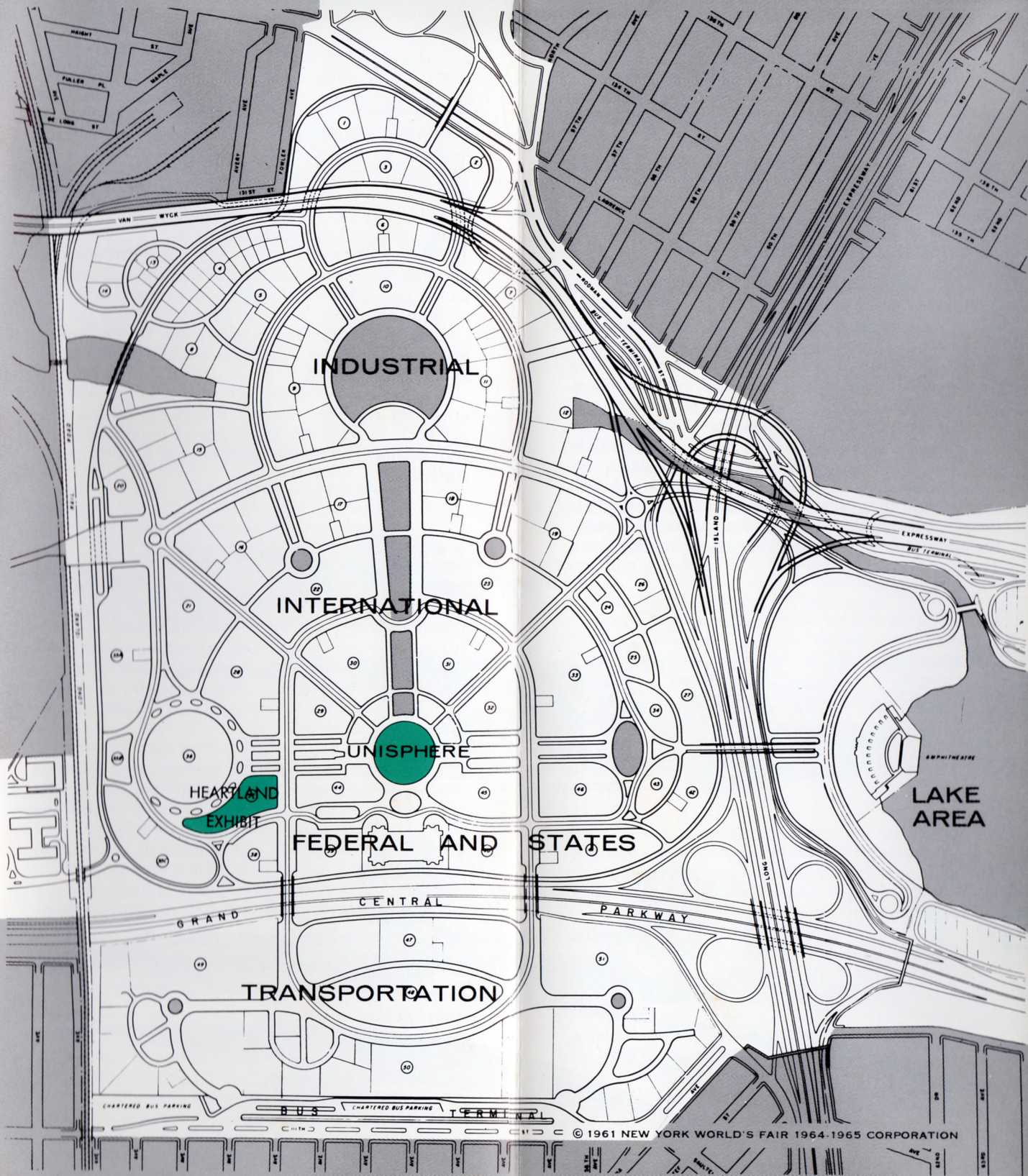


UNISPHERE

PRESENTED BY U.S. United States Steel









Additional information about  
THE HEARTLAND USA EXHIBIT  
may be secured from  
COMMISSION MEMBERS  
or  
The Omaha Office of  
THE MISSISSIPPI VALLEY ASSOCIATION  
1060 Omaha National Bank Building  
Omaha 2, Nebraska  
Phone 341-1378



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

UNISPHERE PRESENTED BY  
United States Steel