MAY 13, 1963

Pavilion of the Federation of Malaya

GROUNDBREAKING AT THE

NEW YORK

WORLD'S FAIR

1964-1965

Cover: Murals of the Malayan way of life will decorate the facade of the two-story Malayan Pavilion. An illuminated pool at the entrance will display the flags of the Federation. Paul Leung of Kuala Lumpur, and H. Dickson McKenna of Tippetts-Abbett-McCarthy-Stratton of New York, designed the building.

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Excerpts from transcription of remarks made by His Excellency Dato Ong Yoke Lin and officials of the World's Fair at groundbreaking ceremonies for the Pavilion of the Federation of Malaya, New York World's Fair, Monday, May 13, 1963.

AMBASSADOR RICHARD C. PATTERSON, JR. [Chief of Protocol]: Your Excellency, Mr. Constable, ladies and gentlemen. This is a happy and very important occasion — our coming together to witness this breaking of the ground from which will rise the beautiful Pavilion of the Federation of Malaya.

Our first speaker, after a career as an advertising executive in London and New York, was one of the first to join the International Division of the New York World's Fair, and he has been responsible for coordinating the participation of the Federation of Malaya. It is a great pleasure for me to present Mr. Douglas Beaton.

MR. DOUGLAS BEATON [International Affairs and Exhibits]: Thank you, Ambassador Patterson. Your Excellency, Mr. Constable, ladies and gentlemen. Governor Poletti is today in Rome and he has asked me to convey to Ambassador Ong his gratitude for all of the work and effort that Ambassador Ong has put in in reaching his goal — getting a pavilion for Malaya at the Fair. Almost eighteen months ago Ambassador Ong came to the Fair and declared that he was determined that Malaya should be represented here; and here we are today at the groundbreaking ceremony.

We're all looking forward to what Malaya is going to show in what will be one of the most attractive pavilions at the Fair. I want to thank Mr. Ismail and Mr. Choong for their efforts on behalf of this pavilion. I want to congratulate Dickson McKenna for his work and the plans for this pavilion, and Tippetts-Abbett-McCarthy-Stratton and the Fortunato Construction Company. All we want now is for the pavilion to be built so we can go in and eat *sathay* and *gulamalaka* on April 22nd next year. Thank you very much.

AMBASSADOR PATTERSON: Thank you, Mr. Beaton. Our next speaker is a graduate of both Ohio State and Ohio University. He has been honored by colleges and institutions throughout America. He's had a long and distinguished career in public service for the City of New York, first as chief designer and executive officer of the Department of Parks, and later as Acting Commissioner in the Art and Planning Commissions. He's been consultant to many, many organizations, including the New York State Power Authority, and in 1945 he

won the Brooklyn War Memorial Competition. I am honored and pleased to give you Mr. Stuart Constable, vice president in charge of Operations at the Fair.

MR. STUART CONSTABLE: Mr. Patterson, Your Excellency, distinguished guests, ladies and gentlemen. May I extend to you, on behalf of the president and officers of the New York World's Fair, a most cordial welcome. On this ground will rise the pavilion which will depict the colorful history and economy of a nation which, though comparatively young (and now I quote the words of our president) "... is the best hope of security in Southeast Asia." Yours, Mr. Ambassador, is a country of freedom-loving people, and here at Flushing Meadow you have the opportunity to compete in an atmosphere of friendship and good will for the good opinion of the world. The success of enterprises such as this cannot be accomplished without the generous contribution of time and effort of people such as yourself. As a token of appreciation on behalf of the president and officers of the Fair, I have the honor to present to Your Excellency the World's Fair medallion.

AMBASSADOR PATTERSON: Ladies and gentlemen, our next speaker is our guest of honor. After an unusually distinguished and successful career — elected to the Federal Legislative Council in the first national election of the Federation of Malaya — in 1959 he was elected to the first Malayan Parliament. He is a co-founder of the Alliance Party and has served as vice president of the Malayan-Chinese Association. Before his appointment to the United States in 1962 he held several important Cabinet posts, and was elected a member of the National Executive Committee and of the National Council of the Alliance Party. It is a great honor for me to present His Excellency Dato Ong Yoke Lin, Ambassador to the United States and Permanent Representative of his country to the United Nations. Ambassador Ong.

HIS EXCELLENCY DATO ONG YOKE LIN, AMBASSADOR OF MALAYA: Ambassador Patterson, Mr. Constable, Mr. Beaton, ladies and gentlemen. I'd like to begin by thanking Mr. Constable and Mr. Patterson for their very kind words about me and my country. My government is happy to be able to participate in this New York World's Fair. It will provide us with a unique opportunity for making ourselves better known to the world, and at the same time we shall learn more about other people.

It is important for all of us to know how dependent we are today upon each other in our daily lives. I understand the basic purpose of the Fair is to illustrate this point. The Government of the Federation of Malaya subscribes fully to this idea for we believe that new appreciation of it will go a long way towards achieving world peace and understanding. Malaya's participation is rather modest when compared with some of the others, but we believe our exhibit will adequately and effectively serve

As a gift of the Malayan peoples, a beautiful Malayan silver bowl in the shape of a rose was presented to the Fair by His Excellency Dato Ong Yoke Lin, Ambassador of Malaya.

Joining in the excavation of the Malayan Pavilion are: (standing) Mr. Stuart Constable, vice president in charge of Operations at the Fair; Mr. Ismail bin Ahmad, Second Secretary of the Embassy of the Federation of Malaya; Mr. Choong Kok-Swee, Counselor of Information of the Embassy of the Federation of Malaya; and Mr. Douglas Beaton, International Division of the Fair. In the driver's seat of the bulldozer is His Excellency Dato Ong Yoke Lin, Ambassador of Malaya to the United States.

the purpose of portraying our young nation to the world.

As regards exhibits, our central theme, of course, has been the production of a faithful image of our nation. This will not be an easy task since we have to portray our past, our present and our plans for tomorrow. When the Fair opens you will see this reflected in the Malayan Pavilion. Particularly interesting will be exhibits portraying rural development in Malaya today. These efforts are aimed at raising the standards of living in our rural areas. Our rural development plan was started in 1961 and represents a major undertaking by the government; it is the central theme of our second 5-year development plan.

In addition to this there is, of course, a whole range of other exhibits promising equal interest to visitors; these will include cultural, industrial and commercial exhibits. I must particularly mention the restaurant in the pavilion where the most authentic Malayan food and drinks will be served; I am sure visitors will find these both delicious and exotic.

Before concluding my remarks, Mr. Constable, I would like to present to the Fair Corporation a silver bowl — an example of our handicraft — as a gift from Malaya to mark this very happy occasion. And finally, I would very much like to thank the executives of the Fair, for their very ready assistance and cooperation, which I am sure will continue throughout the period of the Fair. May I wish the New York World's Fair every success. Thank you.

The Pavilion of the Federation of Malaya
will occupy
an 8,898 sq. ft. site
in the
International Area.

PAVILION OF THE FEDERATION OF MALAYA

HIS EXCELLENCY DATO ONG YOKE LIN, *Ambassador of Malaya to the United States*

PAUL LEUNG, *Architect, Kuala Lumpur*

CROOKS, MICHELL & PEABODY, *Consulting Engineers, Kuala Lumpur*

TIPPETTS-ABBETT-McCARTHY-STRATTON, *Engineers & Architects, New York*

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

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