

Missouri Goes to the Fair

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Published monthly by the
 MISSOURI STATE CHAMBER OF COMMERCE

JACK A. PEARSON, Editor

Missouri Hotel, 400 E. High, P. O. Box 149, Jefferson City, Mo.
 Subscription price per year; Members \$3.00, Non-Members \$6.00

All subscriptions, change of address notices and undeliverable copies should be sent to the publisher.
 Second Class postage paid at Jefferson City, Missouri.

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COVER

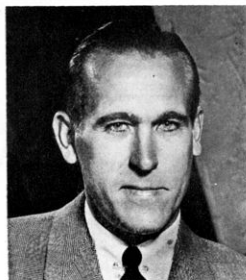
Artists drawing of the Missouri Pavilion at the New York World's Fair. Kivett & Myers Architects, Kansas City.

THE

MISSOURI STATE CHAMBER

presents . . .

MISSOURI
AT THE
FAIR



*Vice-President
Richard C. Green
Chm. of Board & Pres.
Missouri Pub. Service Co.
Kansas City, Missouri*



EXECUTIVE OFFICES

MISSOURI STATE CHAMBER OF COMMERCE

MISSOURI HOTEL, P. O. BOX 148, JEFFERSON CITY, MO. - TELEPHONE 438-8151
March 15, 1964

Dear fellow Missourians:

As citizens of this fine State, we are proud of its past - enjoying its present - and looking forward with great anticipation to a prosperous future.

The Missouri State Chamber of Commerce is always pleased at having the opportunity to "tell others" of the many opportunities available in Missouri.

Millions of persons in the next two years will judge us by our Missouri Pavilion at the New York World's Fair. We can all look upon it with pride - and we know you will want to see it!

Sincerely,

Robert M. Morris, President
Missouri State Chamber of Commerce



President
Robert M. Morris, V.P.
Monsanto Chemical Co.
St. Louis, Missouri



Vice-President
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Jefferson City, Missouri

A Message from the Governor





EXECUTIVE OFFICE
STATE OF MISSOURI
JEFFERSON CITY

JOHN M. DALTON
GOVERNOR

Are you a Missourian thinking about travel this summer?

Please, then, include the New York World's Fair in your plans. You are certain to find a spectacle there that will make you proud.

The Missouri Pavilion is one of the fine state buildings at the fair, and the exhibits within it are exciting. I think you will learn things that will make you feel the Show-Me state has shown everybody.

This pavilion will emphasize electricity over rusticity, science over fiction and art over the accustomed. You will be thrilled by the made-in-Missouri Gemini space capsule, the made-possible-by-Missouri Spirit of St. Louis and the showing of technical and cultural accomplishments of many Missourians.

You will want to take your family to the fair for fun and for information. When they get both, and an additional pride in their home state, it will be a trip for every member of the family to cherish through long years ahead.

Do see the great New York fair! Do visit the Missouri Pavilion! I know you'll be glad you went!

John M. Dalton
Governor



Ground breaking for the Missouri Pavilion on New York World's Fair site, May 24, 1963. Pictured (left to right): General Leif J. Sverdrup, Chairman of the Missouri New York World's Fair Commission, Mrs. Dalton, Governor, John M. Dalton, Mrs. Potter, General William E. Potter, Executive Vice President in charge of Federal and State Exhibits, Hon. Richard C. Patterson, Jr., Chief of Protocol of the Fair.

GENERAL

LEIF J. SVERDRUP

Chairman,

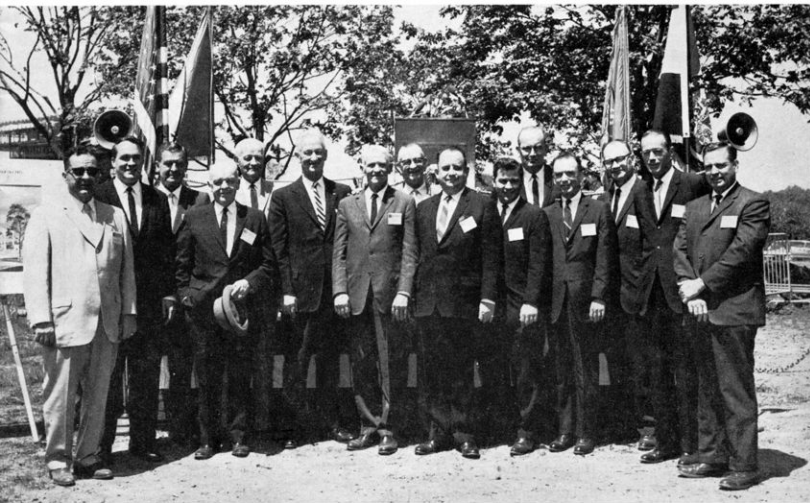
Missouri-New York World's Fair Commission

"In just a few short weeks, the New York World's Fair will open its gates to the public. Missouri is proud to have the opportunity to participate in what I am convinced will be the most spectacular Fair ever presented.

As Chairman of the Missouri New York World's Fair Commission, I invite you to visit us in New York. We are expecting 14,000,000 visitors to the Missouri Pavilion in the next two years—we hope you will be one of them."



General Leif J. Sverdrup



Missouri New York World's Fair Commission (left to right): Hon. Thomas A. Walsh, Hon. James G. Trimble, David R. Calhoun, Jr., Sen. Omer H. Avery, Judge Lue C. Lozier, Gen. Leif J. Sverdrup, Hon. V. M. Baltz, Hon. J. Luther Robinson, Governor John M. Dalton, Sen. John J. Johnson, Hon. Thomas D. Graham, Speaker of the Missouri House and Vice Chairman of the Commission, Sen. Jack S. Curtis, Sen. J. F. Patterson, Hon. R. J. King, Jr., Hon. Dorman L. Steelman. Commission members not included in above photo are: James M. Kemper, Jr., Robert M. White, II and Senator Albert M. Spradling, Jr.



UNISPHERE®

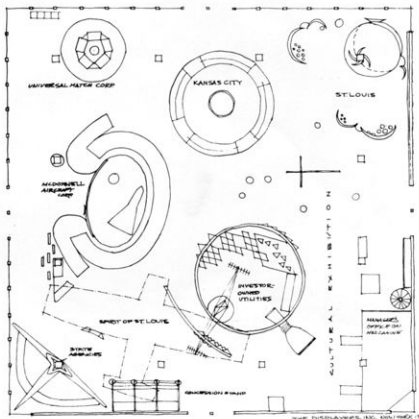
The theme of the New York World's Fair 1964-65 is "Peace Through Understanding." It is symbolized by the Unisphere®, a stainless steel scale model of the World, 140 feet high, surrounded by a 310-foot reflecting pool. Land masses are supported by an open grid framework of latitudes and longitudes. Three orbit rings suspended from the structure by virtually invisible stainless steel wires pay tribute to man's probing of outer space. The Unisphere®, presented to the New York World's Fair 1964-1965 Corporation by the United States Steel Corporation, will become a permanent feature of Flushing Meadow Park after the Fair.

UNISPHERE® presented by  United States Steel

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FLOOR PLAN OF THE MISSOURI PAVILION

Diagram at the right is the latest up-to-the-minute drawing indicating exhibits.





Governor John M. Dalton points to Missouri Pavilion location on scale model of the New York World's Fair.

PEACE THROUGH UNDERSTANDING

The basic purpose of the Fair is *Peace Through Understanding*, that is education of the peoples of the world as to the interdependence of nations to insure a lasting peace. The Fair achievements on a shrinking globe in an expanding universe; his inventions, discoveries, arts, skills and aspirations; to the celebration of the 300th anniversary of the founding of the City of New York; to the opening of the Lincoln Center for the Performing Arts; to wholesome entertainment; to the realization of the metropolitan arterial program; and the completion of Flushing Meadow (New York) Park with a legacy of permanent recreational facilities after the Fair.

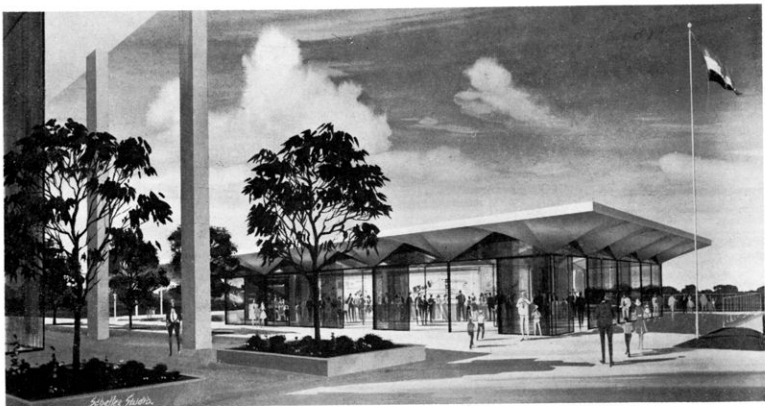
"A BILLION DOLLAR WORLD'S FAIR"

Flushing Meadow Park, the site of the 1964-65 New York World's Fair, is in the Borough of Queens, New York City, geographic and population center of the world's greatest metropolitan area where 18,000,000 people live within a 50 mile radius. The site is comprised of 646 acres, of which approximately one-third is to be covered by exhibits. The balance of the space is repre-

sented by parks, ponds, shaded walks, bridges, fountains and roads.

Included among industry exhibits are: the spires and mounds of the Eastman Kodak pavilion, the 120-foot towers of the Electric Power and Light exhibit, IBM's "egg shaped" pavilion, The Festival of Gas pavilion with its roof hovering high above glass walls, General Electric's dome shaped structure—200 feet in diameter—which will be crowned with over a thousand lights, the split-level Bell System pavilion, the Johnson Wax theater, Ford's pavilion featuring a great glass rotunda amid 64 towering pylons and many, many others.

American industry and companies, large and small, will exhibit at the New York World's Fair. Foreign industry may exhibit in the pavilion of its country; or outside of it, with the permission of its Government. Some sixty countries have indicated their acceptance and will be included in the Fair. Many varied and novel entertainment amusement features of the highest type will be provided in abundance in the Lake Area of the Fair.



Artists drawing of the Missouri restaurant which will be constructed adjoining the Missouri Pavilion.

MISSOURI ACCEPTS THE CHALLENGE

In constructing the Missouri pavilion at the New York World's Fair, it accepted the challenge to show itself as it really is. Missouri is going to the Fair, not as a Shepherd of the Hills country, but as a great industrial state of the Missouri Valley.

With "First in Air—First in Space" emblazoned on the Missouri banner, and the Spirit of St. Louis, Friendship VII and Gemini capsules 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 is increasingly aware of its great destiny in a new era.



MISSOURI NEW YORK WORLD'S FAIR COMMISSION

JOHN M. DALTON, Governor

OFFICERS

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Missouri Building, 1904 World's Fair, St. Louis.

HILL AND HILL
Displays

GOES TO THE FAIR!

WE WERE PROUD TO BE SELECTED TO CREATE AND PRODUCE THE STATE OF MISSOURI AND THE UNIVERSAL MATCH CORP., EXHIBITS THAT WILL BE VIEWED IN THE STATE OF MISSOURI PAVILION AT THE NEW YORK WORLD'S FAIR

We were commissioned by the State to tell the world about our State's rich heritage of history. Its higher education, its progressive present, and its promising future. **SO WE DID . . .** Relying on our professional, creative design organization and our years of experience in custom exhibit and display production.

Considering this reputation, the Universal Match Corporation also chose us to develop their theme, "Matches to Missiles" into an outstanding exhibit.

See these exhibits in your State of Missouri Pavilion at the New York World's Fair.

For your next Trade Show or Point of Purchase needs . . .

Consult

HILL AND HILL
Displays, Inc.

FOREST
1-0376

4820 DELMAR BLVD. • ST. LOUIS 8, MO.



Write for samples of PORTA-FLOOR vinyl tile . . . exclusive for Trade Show use.

What You Should Know about the Fair

THE TIME. The Fair will run daily (including Sundays and Holidays) for two seasons: April 22-October 18, 1964, and April 21-October 17, 1965—a total of 360 days. Gates to the fairgrounds proper open at 9:30 a.m. The exhibits will open at 10 a.m. and close between 10 p.m. and midnight. Many amusement concessions, restaurants and shows will remain open until 2 a.m.

THE PLACE. Flushing Meadow Park, the Fair site, is in New York City's Borough of Queens, less than 10 miles from Times Square. This is the same site that housed the New York World's Fair of 1939/1940. The 646 acres of fairgrounds are laid out in five Areas: Industrial, International, Federal and States, Transportation, and Lake Amusement. There will be some 150 exhibits plus other structures. The space not taken up by pavilions will include parks, ponds, shaded walks, fountains, and miscellaneous buildings.

GETTING THERE. New York City is a hub for every form of transportation. Fairgoers can reach the city from any place on the continent by modern highway or railroad; from any place in the world by air or ship. Once in New York the ways to the Fair will be many:

- By car, via the Queens-Midtown Tunnel or over the Triborough, Bronx-Whitestone, Queensborough or Throgs Neck Bridge.
- By subway via any one of the city's three subway lines—IRT, BMT and IND. There are 236.7 miles of subway in New York, and the Fair can be reached from any point in the system for 15 cents. Directions will be marked with blue arrows.
- By helicopter from the Port of New York Authority's heliport in Manhattan, or from Newark, LaGuardia or Idlewild Airports.
- By boat, private or public, to the new Flushing Bay Marina. (At least a half-million visitors are expected to journey to the Fair this way.)
- By bus or taxicab. Bus fare within New York City is 15 cents; cabs charge 25 cents for the first 1/5 of a mile and five cents for each additional fifth. Cab drivers, briefed by the Fair, will aid you in planning your visit.

WHAT IT COSTS. An admission ticket is required for each visit to the Fair. At the gate, tickets will cost \$2 per adult and \$1 per child (ages 2-12).

The Fair estimates that the average adult visitor will spend \$7.20 per day at the Fair (most of the attractions are free, but restaurants, rides and some shows will charge), while \$5.45 will be spent for each child. The Fair's statisticians have also estimated the average

number of times visitors are expected to attend. Residents of New York's metropolitan area will come to the Fair an average of 5.11 times, Americans from more than a thousand miles distant will see the Fair an average of 2.36 times, and foreign visitors 3.2 times.

WHERE TO STAY. Over 350 hotels and motels in the New York area have signed agreements not to raise rates during the Fair seasons. For general or specific aid in picking a place to stay or in making reservations, write to:

N.Y. World's Fair Housing Bureau
30 Rockefeller Plaza
New York, New York 10020

WHERE TO PARK. There will be four huge parking areas bordering the fairgrounds, with a combined capacity of 29,000 cars. In addition, when Shea Stadium is not in use for other attractions, its 9,000-car parking lot will be available for Fairgoers. The charge for parking is \$1.50 a day in any of these locations. Flushing Airport, a short bus ride away, will also provide parking space at \$1.50 a day.

HOW TO GET ABOUT. On the fairgrounds, the footsore can see the sights from any of 300 vehicles operated by the Greyhound Corporation. These include:

- Full-sized, air-conditioned glass-topped sightseeing buses, which will tour the grounds.
- Glide-a-ride tractor-trains that will take 60 people on an open-air ride around the Fair.
- Four-passenger "Escorters," each with a bench-like seat plus a back seat driver who answers questions.

WHERE TO EAT. Some 75 restaurants, including 31 operated by the Brass Rail Corporation, will be spotted through the Fair, catering to all budgets and appetites. Food will range from foot-long hot dogs to an exotic Thai buffet.

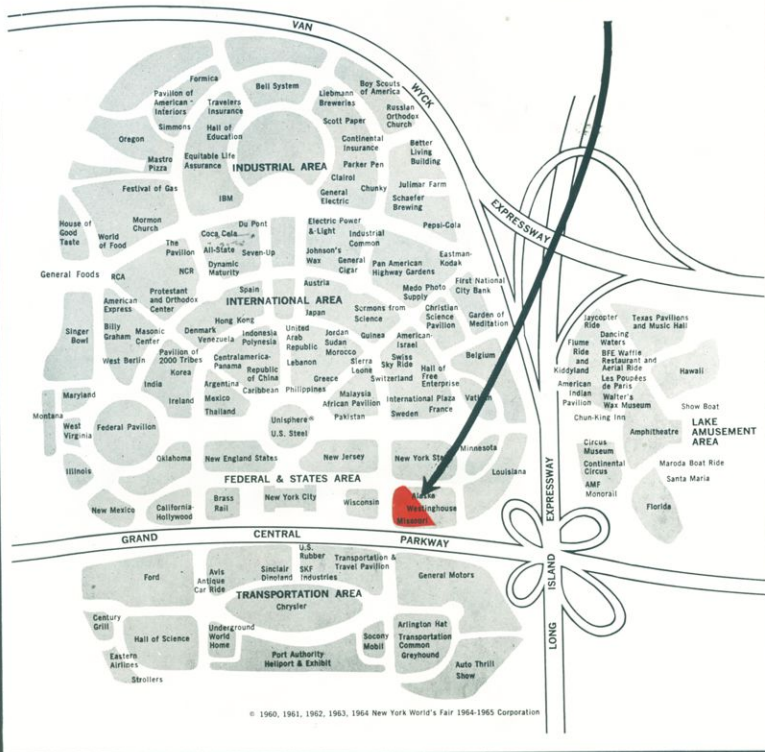
WHILE IN NEW YORK. A visit to the Fair is a visit to New York—and New York likes to call itself "A Summer Festival." Visitors may take in a play in the drama capital of the U.S., dine in one of the more than 16,000 eating places that make New York a kind of international exposition in its own right, sightsee in any of the city's 35 museums and art galleries. They can enjoy the great new Lincoln Center for the Performing Arts, where special programs are scheduled for the World's Fair seasons, sit in at the United Nations, watch the Yankees or the Mets, walk through Time Square, Rockefeller Center, past the famed shops of Fifth Avenue. All these attractions are but a few minutes from the Fair.

NEW YORK WORLD'S FAIR
1964-1965 CORPORATION

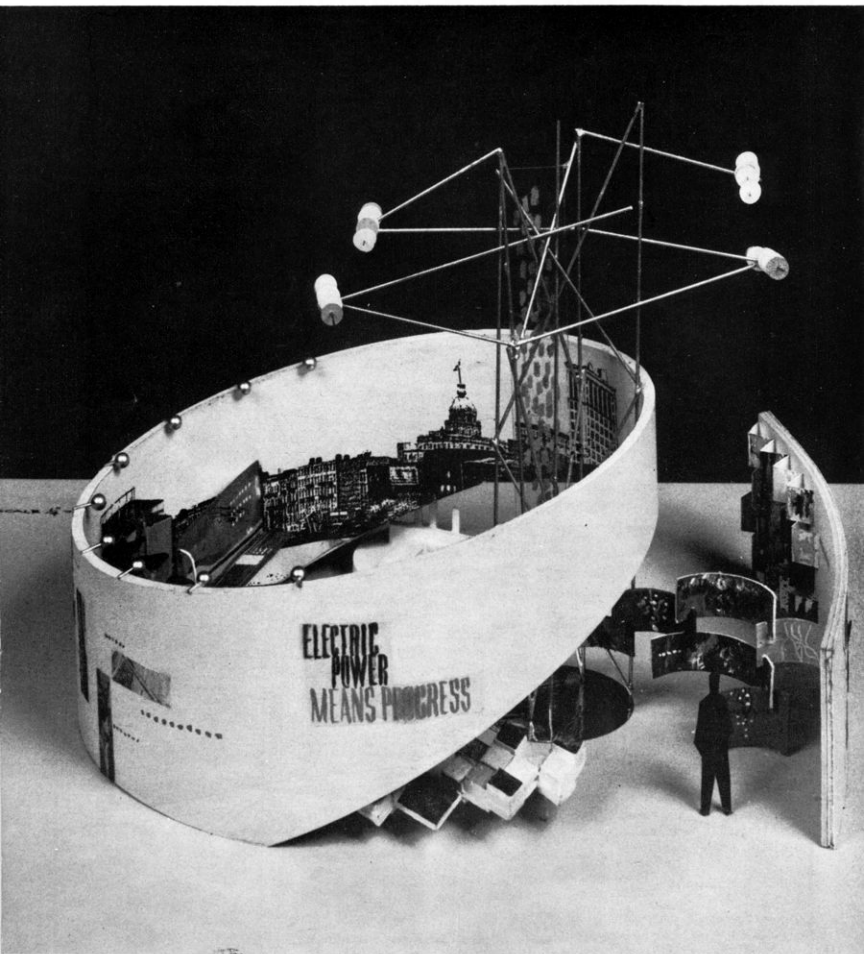
PLAN OF THE FAIRGROUNDS

THE
MISSOURI
PAVILION

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



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INVESTOR-OWNED POWER COMPANIES OF MISSOURI

The past, present and future of electric power in the state of Missouri will be displayed pictorially as part of the Missouri investor-owned electric companies' exhibit at the New York World's Fair during 1964 and 1965.

Located in the Missouri pavilion, the utilities' exhibit will feature a rocket engine, manufactured in Missouri, and a model of the unique Taum Sauk pumped-storage hydro plant, along with several scores of interesting photographs. A symbolic transmission tower, 25 feet high, will serve as focal point of the exhibit.

Enlarged black and white photos will portray the historical aspect of electric power in Missouri, while diamond-shaped, back-lighted color pictures will dramatically show electricity's present day applications.

A giant, 360 degree photo-mural; 14 feet high and 82 feet long, depicting typical metropolitan, industrial and rural areas served by electric power, will be applied to the inside of the main ring wall.

Triangular, revolving, three-stop columns will tell the broad story of electricity in home, industry and community, while another section titled "Missourians Can Do Everything" will show the variety of skills and professions of the people of Missouri.

A natural resources map will present mineral and agricultural assets of Missouri, and actual ore samples of major state minerals will be displayed alongside the map. Important key statistics will give a broad scope of the electric utilities operations in the state.

The exhibit, sponsored by Union Electric, Kansas City Power & Light, Missouri Public Service, Empire District, St. Joseph Light & Power, Arkansas-Missouri Power, Missouri Utilities, Missouri Power & Light and Missouri Edison, will have as its theme "Power for Missouri's Progress."



THEATRE • BASEBALL • SHOPS

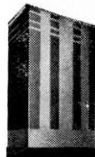
Kansas City offers attractions possible only in a metropolitan center, plus the advantages of a great hotel, the comfortable, hospitable Phillips! 500 rooms, 100% air conditioned, tub/showers.

THE SIR LOIN ROOM—one of America's fine restaurants with exciting decor and music. **THE COFFEE TERRACE** for breakfast.

Make Hotel Phillips your home while you enjoy these advantages.

FAMILY RATES

Send for colorful descriptive folder.



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- Point of Purchase Displays
- 24 & 30 Sheet Posters

*"Producers of the Missouri
World's Fair Billboard"*

18 HANLEY INDUSTRIAL COURT

ST. LOUIS 44, MO.

Photo at the left shows a model of the Missouri investor-owned electric companies' exhibit for the Missouri Pavilion, New York World's Fair.



MISSILES MATCHES TO MISSILES

UM

You can see the difference in the
AMERICAN AIR CURTAIN DOOR

AMERICAN AIR CURTAIN
DOOR

Solitec MATCHES

Solitec MATCHES



UNIVERSAL MATCH CORPORATION

The Universal Match Corporation's exhibit for the New York World's Fair, designed and built by Hill and Hill Displays, Inc., St. Louis, combines the dramatic use of a current topic of great interest with audience participation through the utilization of a company product. On a base consisting of five vending machines manufactured by UMC subsidiary National Vendors, Inc., which will dispense souvenir matches, a fifteen foot diameter half-moon forms a canopy over much of the exhibit area.

This moon, made of sculptured figerglass with technical supervision from the USAF Chart Center, shows in accurate detail the main features of the moon's visible surface. This replica is thought to be one of the largest of its kind that has ever been constructed. Large three-dimensional letters repeat the theme of the exhibit,

Matches to Missiles, which indicates the operational scope of the Universal Match Corporation and its subsidiaries.

Soaring above the moon "saucer" to a height of 25 feet a stainless-steel pylon carries the revolving company trademark—the world pierced by a match. Other sections of the exhibit present a "technamated" explanation of the operation of the air-curtain entrance manufactured by American Air Curtain, another subsidiary of UMC, and there is also a money changer for currency from yet another division of UMC, National Rejectors, Inc.

In the exhibit, Hill and Hill Displays has skillfully combined a maximum use of Universal Match's products and services with the presentation of a timely and educational subject of importance.

Photo on left indicates size of Universal Match Corporation display UMC officials (from left) are Robert R. Kelly, Vice President—vending and commercial products; John L. Wilson, Chairman of the Board, and Thomas B. Donahue, President.



ELECTRIC SERVICE

**What else does so much
so often for so little?**

The many ways electricity is used in the home, in business and industry makes it the most versatile source of power the world has ever known and its low cost makes it one of the biggest bargains.

Here at Missouri Power & Light Company, we're always looking for new ways to expand that versatility and to help our customers use our electric service. And we're always searching for the most economical way to bring them the most efficient electric service at the lowest possible price. That's the way it is with every investor-owned company.





UNIV. OF MISSOURI

EXHIBIT

The World's Fair exhibit prepared for the University of Missouri was designed with utmost brevity in view.

The exhibit represents *higher education in Missouri* in general and the University of Missouri System in particular.

On one side of the University's exhibit the attention of the viewer is drawn to a translighted map of Missouri showing the location of 47 colleges and universities in the State, both public and private, as well as the four campuses of the University of Missouri System at Columbia, Rolla, St. Louis and Kansas City.

Different colors and symbols were used to designate the different types of institutions beyond the high school. The four University of Missouri campuses are indicated by yellow stars; St. Louis and Washington universities by green triangles; the State Colleges and teachers colleges by blue circles; and private and public junior colleges in squares of red.

Flashing lights behind the map pinpoint these locations, and a legend or cutline beneath explains symbols and colors.

Circling the map is a series of translighted color photos of University buildings and scenes. These attempt to depict historical transition by including the University's first building at Columbia, erected in 1810, and the most modern classroom buildings and residence halls, the Medical Center and Teaching Hospital, and other structures completed within the last several years. The group also includes buildings on the campus of the University's School of Mines and Metallurgy at Rolla and the University of Missouri at Kansas City, and an architect's painting of the proposed first modern classroom building for the University's St. Louis Campus. To add a touch of reality, the group also includes a color photo of action in a football game between Missouri and Oklahoma.

A panel on this side of the display also carries a brief legend outlining significant and historical facts of the University.

The face of the exhibit, facing the center of the room, includes a translighted color photograph of the historic Columns on the Columbia campus with Jesse Hall in the background, and a large montage of translighted photos of actual research in progress, calling attention to the tremendous significance of research in the development and progress of the State of Missouri. A brief legend panel tells that of more than 23,000 students enrolled in the University of Missouri, more than a fourth are graduate students participating in research

To Visitors of the 1964--65 NEW YORK WORLD'S FAIR

Missouri's Own 1964-1965 World's Fair Exhibit



Plan to visit the Missouri Pavilion where you will find an interesting and instructive exhibit sponsored by Missouri's Electric Utility Companies. It will point up the importance of investor owned companies to Missouri and the nation.

St. Joseph 
LIGHT & POWER COMPANY
YOUR PARTNER IN PROGRESS SINCE 1883

contributing to the advancement of science and the progress of industry, medicine, and agriculture.

The State's exhibit also includes a number of dioramas arranged around a center pole in the exhibit room. One of these is a miniature depiction of Research Park on the University of Missouri Columbia campus, a newly created center of research in which the Nuclear Research Reactor, most powerful at any university in the world, is now under construction. Also in this diorama several other research buildings which are now in construction or in the blueprint stage for Research Park are shown in miniature.

The entire display is designed to fit closely with those of five other Missouri governmental agencies in depicting the significant variety of the State's attractions for recreation, industry, science, and education.

Cultural Exhibit

Dr. Richard S. Brownlee, Director of the State Historical Society of Missouri and recently appointed director of the New World's Fair Missouri Cultural Exhibit, has announced the works of two great Missouri artists, George Caleb Bingham, 19th century genre artist, and Thomas Hart Benton, realistic painter of contemporary scenes, will be featured primarily in the cultural exhibit section of the Missouri Pavilion.

Bingham's famous painting, *Order No. 11*, now owned by the State Historical Society of Missouri, will be displayed. Although he was against secession, Bingham painted *Order No. 11* to expose the cruelty and injustice of Union General Thomas Ewing's General Order No. 11, issued August 25, 1863, demanding the evacuation

ORDER NO. 11—This famous painting by George Caleb Bingham depicts the tragedy caused by the Union Order No. 11 which decreed that citizens of four border counties must leave their homes. It was an attempt by the government to stamp out partisan resistance.



of civilians in the western border section of Missouri, an area populated by Southern sympathizers. After Ewing refused Bingham's request to rescind the order, the artist is said to have warned, "If you persist in executing that order, I'll make you infamous with brush and pen as far as I am able." The painting, executed on a linen tablecloth, was completed in 1869. Other Bingham paintings from the State Historical Society's Collection will also be included.

Negro Soldier and *Persephone* have been chosen for display from the works of Artist Thomas Hart Benton who now lives in Kansas City. In the World War II painting, *Negro Soldier*, owned by the State Historical Society, the subject is depicted at the moment when in full dress he resolutely charges with his bayonet. The model, Leroy Green, a Texan, was stationed in Kansas City and detailed to Benton by the United States Army. *Persephone*, a large tempura oil painting completed in 1939, is a retelling of the classic legend of Persephone, personification of the birth and decay of vegetation.

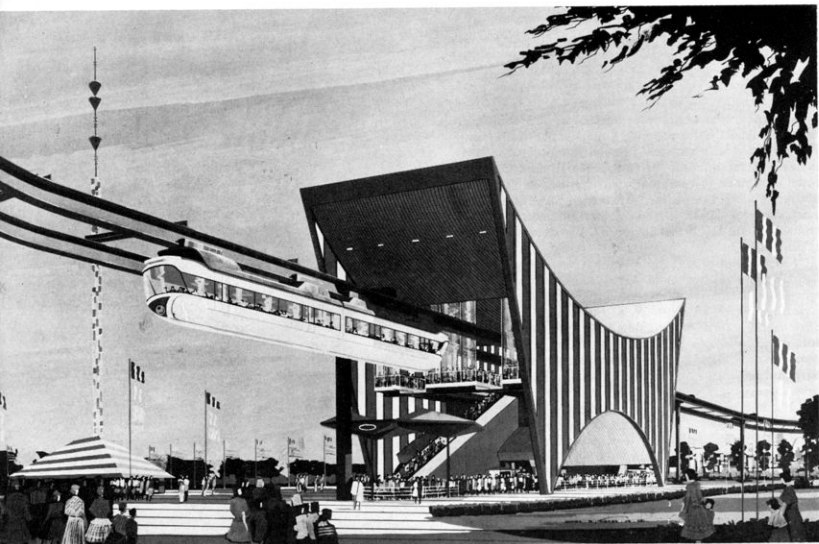
Other contemporary artists whose paintings or sculptures will be included in this year's exhibit are faculty members Siegfried Reinhardt, Werner Dewes, and Fred Conway, Washington University, St. Louis; Frederick Shane, Don Bartlett, and Lawrence McKinin, University of Missouri, Columbia; Robert Graham, University of Missouri at Kansas City; and William McKim, Kansas City Art Institute.

Various cultural agencies in Missouri are cooperating in the project. The Missouri Historical Society, St. Louis, will exhibit a fur trade case and the St. Joseph Museum will display Pony Express items. Paintings from the William Rockhill Nelson Gallery of Art, Kansas City, Charles Russell bronzes from the St. Louis City Art Museum, sculptures from the Sculptor's Gallery, St. Louis, and a painting from the Springfield Art Museum will be included. Other contributions will be a display of Truman memorabilia from the Harry S. Truman Library, Independence; an archaeological exhibit from the Department of Sociology and Anthropology, University of Missouri, Columbia, and a Mark Twain exhibit, prepared cooperatively by the Missouri State Park Board and the State Historical Society of Missouri. Exhibits will be ready for shipment to New York by March 23.

Sidney Larson, artist, curator of the State Historical Society Art Gallery, and member of the faculty at Christian College, Columbia, who is serving as coordinator of the Missouri Cultural Exhibit, has recently visited the Missouri Pavilion on the New York Fairgrounds. He reports the building and area for display are excellent.



"MISSOURI DAY"
AT THE
WORLD'S FAIR
IS
JUNE 17TH



Artist's conception of the New York World's Fair monorail cars built by St. Louis Car Division, General Steel Industries, Inc., for American Machine and Foundry Company. Cars will travel 40-feet in the air around a 4,000-foot track, affording riders a panoramic view of the entire Fair.

ST. LOUIS CAR DIVISION GENERAL STEEL INDUSTRIES

Missouri visitors to the New York World's Fair, opening April 22, will be able to see and to ride in several of their State's outstanding achievements in the transportation field.

One exciting development is the shiny, red and white, air conditioned monorail train built by St. Louis Car Division, General Steel Industries, Inc., for American Machine and Foundry Co. Travelling 40-feet in the air along a 4,000-foot, kidney shaped track, these cars are equipped with special gray glass for sightseers and amateur photographers. From their "seats in the sky" visitors will have a splendid panoramic view of the entire Fair and its more than 200 exhibits.

But St. Louis Car's contribution to the Fair goes even further. Visitors wanting a fast, economical and colorful trip from mid-Manhattan to the Fairgrounds can take the New York City Transit Authority's "Festival blue and gray" St. Louis built rapid transit cars. Equipped with extra-large windows, these cars, 430 in all, allow riders a breath-taking view of the New York skyline as they emerge from the East River tunnel. More than half of the anticipated 80-million visitors are expected to choose this route to the Fair.

Sverdrup and Parcel Associates, St. Louis, designed the monorail passenger stations, track and supports.

THE DISPLAYERS, INC.



DESIGN CONSULTANTS

EXHIBIT FABRICATORS

FOR

THE MISSOURI PAVILION

NEW YORK WORLD'S FAIR 1964-1965



THE KANSAS CITY EXHIBIT

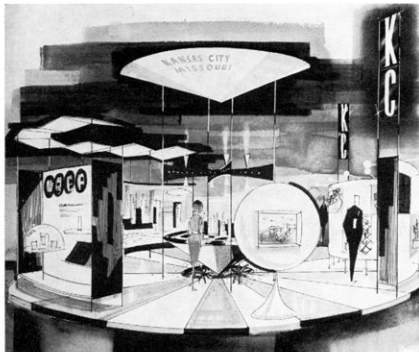
The Kansas City Exhibit for the Missouri Pavilion at the New York World's Fair stands on a circular platform 26' in diameter.

Four industrial exhibits, illustrating some of the services and products of the Kansas City area, are displayed in 7' x 8' areas facing outward from the exhibit. Vendo, Western Auto, Rival Manufacturing Co. and Commerce Trust Co. are these exhibitors, and interesting displays showing their products are planned for these showcases.

On the back side of the industrial displays are 6-4' x 6' transparencies featuring photos of the Kansas City skyline, fountains, parks and the theatre.

Across from this back-lighted panorama, is a double-sided display of photographic murals depicting the cultural, educational, resources, etc. of the city.

The center theme highlights the attitude "A Dynamic Kansas City" with an inverted parasol about a



Artist's drawing of the exhibit being prepared for the City of Kansas City.

KANSAS CITY EXHIBITORS

COMMERCE TRUST COMPANY
RIVAL MANUFACTURING COMPANY
VENDO CORPORATION
WESTERN AUTO

rotating drum of color transparencies. Beneath this drum is a lavish garden, beautifully illuminated.

A 4' diameter sphere is the housing for a rear-view picture story of "The Kansas City Story".

Always Years Ahead

in the **Planned Progress** of our

INDUSTRIAL—COMMERCIAL—RESIDENTIAL

Requirements

MISSOURI UTILITIES COMPANY

"A CITIZEN WHEREVER WE SERVE"

ST. LOUIS EXHIBIT

Construction is under way
for outstanding display

The final planning is now in progress for the St. Louis, Missouri, exhibit at the Missouri Pavilion, New York World's Fair. Although plans and construction of the St. Louis exhibit are not completed, it is anticipated that they will present a display in keeping with the demonstrated spirit of the St. Louis area.

The fund raising effort is continuing at this time and the final construction of the display will be completed well in advance of the April 22nd opening date of the New York World's Fair. The St. Louis fair exhibit will feature a series of modules or elements depicting the industrial, recreational, cultural and educational facilities of the area. It will also highlight the new River Front Memorial currently under construction. Each individual portion or segment of the St. Louis display will be constructed in such a manner as to make it feasible to return these various display portions to St. Louis following the World's Fair for display individually throughout St. Louis during the celebration of the Bicentennial. The chairman of the St. Louis exhibit committee is John Gillis, Vice President of Monsanto Chemical Company.

The exact location of the St. Louis display in the Missouri Pavilion can be seen by referring to the floor plan elsewhere in this issue.

Follow the **TOWER OF LIGHT**



to the
**NEW
YORK
WORLD'S
FAIR**

BE SURE TO VISIT THE ELECTRIC POWER
AND LIGHT EXHIBIT AT THE NEW YORK
WORLD'S FAIR 1964-65.

SEE THE TWELVE BILLION CANDLE-
POWER "TOWER OF LIGHT"—THE BRIGHT-
EST SHOW ON EARTH—A WORLD OF
FANTASY, HUMOR AND LIGHT.

WE ARE PROUD TO BE ONE OF THE
SPONSORING COMPANIES TO THIS AT-
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Follow the Tower of Light to the Fair!

MISSOURI EDISON COMPANY



Unisphere, presented by  United States Steel
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New York and the World's Fair with TWA! A whole new world of holiday fun!

New York! New York! The magnificent skyline. Art, industry, glamour, entertainment . . . sprawling excitedly in all directions. And right next door, an astounding panorama of progress, beauty, fantasy and sheer fun . . . New York's World's Fair. Together, they make a dazzling package of vacation variety.

TWA has non-stop service to New York from many major cities throughout the U.S. And after you've ex-

plored the Fair, it's easy to extend your TWA adventure to other cultural and vacation centers in the East. See the historic splendor of the nation's capital. The calm picturesque beauty of New England. The stately magnificence of Colonial Virginia.

Make this year for an unforgettable vacation. Call your nearest Trans World Airlines office for more details and free literature.





Col. Hugh H. Waggoner, Superintendent
Missouri Highway Patrol

MISSOURI STATE HIGHWAY PATROL

Although they do not class it as routine duty, Missouri highway patrolmen are not too surprised at being assigned to patrol duty at the New York World's Fair.

Colonel Hugh H. Waggoner's patrolmen stoically accept such duty as part of the job.

"When I made application for the highway patrol," one trooper said, "I marked the application blank that I would go wherever the Superintendent sent me for the welfare of the state and the organization." "I'll admit," he continued, "I didn't have anything as exciting as this in mind at the time, but, if the Colonel says we are going to patrol the moon, I'll start getting my 'gear' ready."

Colonel Hugh H. Waggoner, Superintendent of the Missouri Highway Patrol said, "Our selection program for members assures us of high caliber men who have the ability to do the many things they are called upon to do. Our continuing training program gives them confidence to take over and do the job we expect of them whether it is under-water rescue, keeping the peace in face of danger and violence, routine patrolling of the highways or acting as good will ambassadors for the state of Missouri."

Each of the men assigned are buying complete new uniforms. These uniforms will be cut from the same bolts of cloth so there will be no difference in shades of color.

"We want them to look 'sharp,'" Colonel Waggoner said, "Millions of people will visit the fair and the Missouri pavilion. We hope that every one of them will be so impressed they will want to visit our beautiful state to see at first hand all of the fine things we have to offer.

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VISIT THE NEW YORK WORLD'S FAIR



See and Enjoy . . .

MISSOURI INVESTOR-OWNED Electric Companies'
"Electric Power Means Progress" display located
in the Missouri Building, and the . . .

TOWER OF LIGHT, sponsored by 139 investor-owned
electric companies—where "The Brightest Show
On Earth" will be going on beneath 12 giant
searchlights, each producing one billion candle
power.

**Arkansas-Missouri
POWER COMPANY**

We want our patrolmen at the pavilion to be assurance to them that they will be in good hands when they are traveling on our highways."

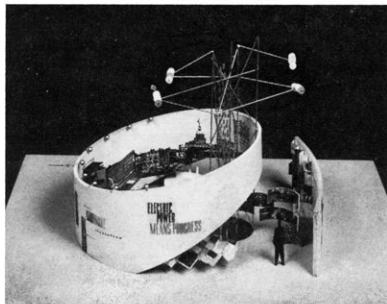
Colonel Waggoner is dead serious about the benefits that can be gained from Missouri's participation in the New York World's Fair. He has made several trips to New York in preparation for the event.

"Tourism is one of our largest businesses," he said, "and when people visiting the Missouri pavilion realize what a splendid vacationland we have, it is bound to grow even bigger and other industries will learn of the tremendous potential and benefits the 'Show-Me' state can offer them."

Missouri's highway patrol will be the only highway patrol or state police agency participating in their state's exhibit. Missouri patrolmen have been selected to be in the honor guard for President Lyndon B. Johnson during the parade and opening ceremonies of the New York World's Fair.

Visit the Investor-Owned Utilities Exhibit

in the Missouri
Building at the
New York World's
Fair which opens
April 22, 1964



**THE EMPIRE DISTRICT
ELECTRIC COMPANY**

An Investor-Owned Electric Company

Joplin, Missouri

Life in Southwest Missouri will be on display for the world to see as it is featured in pictures in the exhibit of Missouri's Investor-owned utilities in the Missouri Building of the New York World's Fair. Empire invites you to visit this exhibit during your trip to the Fair.

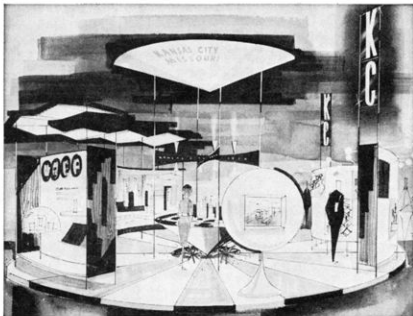
12,000,000 PEOPLE WILL SEE THIS EXHIBIT.....

That's how many people will see the ultra-modern Kansas City display in the Missouri Pavillion at the New York World's Fair in 1964.

Designed and built by Manncraft Exhibitors Service, it is typical of the stunning display work created regularly for Manncraft clients.

Put this talent and know-how to work for you on your next trade show or exhibit. You'll be delighted with the results.

Call for a Manncraft consultant today.



"A Dynamic Kansas City" is the theme of this unique 26-foot exhibit designed and built by Manncraft.

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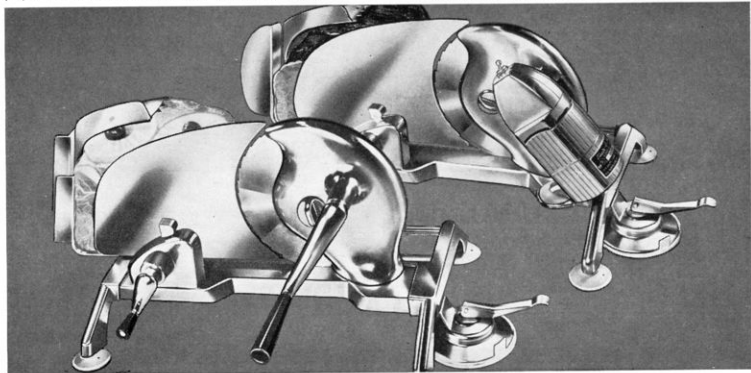
219 S. Howard Ave.
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Mobile Municipal
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I'm featured at the N.Y. World's Fair in the State of Missouri Pavilion!

RIVAL PROTECT-O-MATIC® FOOD SLICER is my name. Remember it—because millions of World's Fair visitors will. And once people see how swiftly and neatly I slice and how my exclusive

removable Vac-O-Matic™ base locks me to any non-porous surface with absolutely no slip—forward, backward or sideways—they'll want me. Better order a lot of me—in four new-for-'64 models.



SO AM I...



NEW RIVAL AUTOMATIC CAN-O-MATIC® CAN OPENER/KNIFE SHARPENER is my name—and I'll really make money for you, because I'm a new member of America's most beautiful line of electric can openers.

ME, TOO!

Rival Show-Stopping Housewares from the "Show-Me" State also featured in the HOUSE OF GOOD TASTE—New York World's Fair!



RIVAL ICE-O-MATIC® CORDLESS ICE CRUSHER is my name. I've got exclusive Lift-O-Matic™ starting, and I deliver an avalanche of crushed ice almost instantly. You can sell me in a cool new plug-in model, too.

visit the
MISSOURI
 PAVILION

NEW YORK WORLD'S FAIR 1964-1965

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Space has been donated by the Missouri Outdoor Advertisers to carry the above message to all who travel in Missouri

Service Is Our Business Helps Buyers Buy — Helps Sellers Sell

Supper club, restaurant and home on 3 acres just outside Missouri county seat. Good terms. 6-18

Restaurant in Missouri college town of 14,000 doing up to \$100,000 yearly. Price only \$14,750. 2-18

Grain Elevator and feed mill in Missouri doing \$150,000 yearly. \$29,750 plus inventory. Terms. 7-17

Nursing home doing \$30,000 to \$35,000 yearly. Missouri town of 14,000. Priced with terms. 9-17

Drug sundry store in county seat near Table Rock Lake doing around \$25,000 yearly. 8-17

Feed, poultry, eggs, butterfat, etc., produce business in Missouri doing \$138,000 yearly. 4-17

Motel, 14 units and home, doing \$12,000 yearly. Large city in southern Missouri. \$20,000 down. 0-18

Auto agency doing \$500,000 yearly in Missouri town of 12,000. A real buy at \$34,000. 9-18

Grocery and market doing over \$140,000 yearly cash volume in Missouri. Price only \$25,000. 5-17

Bowling, 16 lanes, in large city in Missouri, doing \$130,000 yearly. Priced with some terms. 6-18

Trucking business-local and parcel delivery doing \$35,000 yearly. Large city in Missouri. \$20,500. 0-17

Plumbing and heating business in large Missouri city. A real money maker. Priced with terms. 1-18

Bakery in southeast Kansas town of 12,000 doing \$100 per day. Worth \$6,500, consider offer. 1-18

Drive in restaurant in college city in Missouri doing over \$10,000 monthly. 52 speakers. Terms. 5-18

Ladies ready to wear doing \$20,000 yearly. Missouri town of about 2,000. Only \$1,000 plus stock. 7-19

Auto and truck (used) sales and service doing \$100,000 to \$200,000 yearly. Missouri resort area. 8-18

MB 3-64

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My business is for sale. Without obligation, please send information concerning your service.

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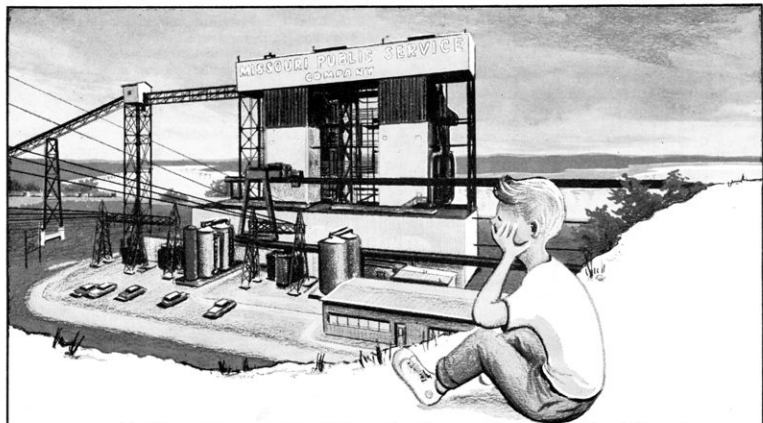
AMERICA'S LARGEST
 BUSINESS **FOR SALE** SERVICE
 COAST TO COAST

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WICHITA, KANSAS



The Spirit of St. Louis is being lifted into position at the Missouri Pavilion last month. Workmen get a close look at the Gemini capsule before placing it in position for millions to see. The size of the State Exhibit is indicated at the right as they are moved into final position.



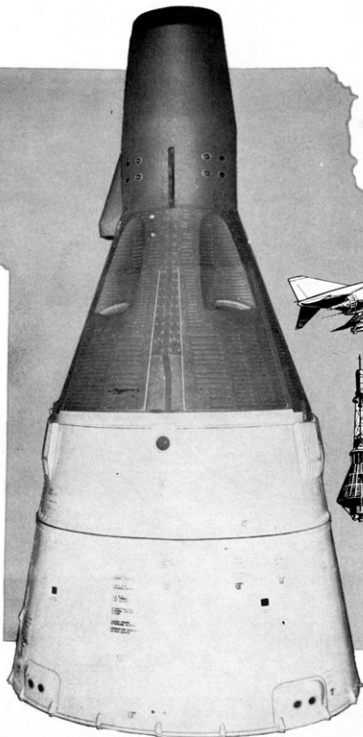
An idea will grow tall in Metropolitan Kansas City and Western Missouri.



MISSOURI PUBLIC SERVICE COMPANY SERVING 222 COMMUNITIES IN WESTERN MISSOURI

For confidential information: Director of Industrial Development, Missouri Public Service Company, Executive Offices, Kansas City 38, Missouri

Make
your
"meeting
place"
at the
Fair



The RENDEZVOUS SPACECRAFT, GEMINI

With so many exhibits to see, each of individual interest, you'll want to avoid wasting a minute of your visit to the New York World's Fair. After you and your family and friends pass through the turnstiles to your first glimpse of this magnificent spectacle, plan your "rendezvous" for later in the day at the natural meeting place at the Fair, the Rendezvous Spacecraft in the Missouri Pavilion. Here, you'll be amid the wonders of air and space that have sprung from Missouri and from the Free World's industrial leader in the development of manned spacecraft and supersonic fighters, McDonnell. You'll look into the

cabin of the NASA-McDonnell Gemini that will soon carry two Americans on two-week missions in space and make breathtaking rendezvous with other orbiting spacecraft. You'll view models of America's most exciting jet fighter planes, gaze at the suspended replica of Lindbergh's Spirit of St. Louis, and see the Mercury Spacecraft that carried Astronauts Shepard, Grisson, Glenn, Carpenter, Schirra and Cooper on their history-making flights. You can even peek into space at a dramatic sunrise 100 miles above the Earth as you await your family and friends at your planned "rendezvous" at the Fair.

MISSOURI PAVILION, Corner of Avenue of the States and Avenue of the United Nations



MCDONNELL Our 25th Year

Gemini, Asset and Aeroballistic Spacecraft • STOL Transport •
Phantom II Fighter, Attack and Reconnaissance Aircraft • Electronic Systems and Equipment •
Atlas Missile Airframes and Engines • Automation

ST. LOUIS