

NEW YORK WORLD'S FAIR
1964-1965 CORPORATION
RE-OPENING DAY CEREMONIES
SINGER BOWL
FLUSHING MEADOW
WEDNESDAY, APRIL 21, 1965
11 A.M.
ROBERT MOSES *Presiding*

*Re-Opening
New York World's Fair
Flushing Meadow*

April 21, 1965

Singer Bowl

The National AnthemThe Cities Service World's
Fair Band of America
Conducted by Paul Lavallo

SoloistWilliam Walker, Baritone
Metropolitan Opera

PresidingThe Honorable Robert Moses
President of the New York World's Fair

* InvocationHis Eminence Francis Cardinal Spellman
Archbishop of New York

AddressThe Honorable Thomas J. Deegan, Jr.
*Chairman of the Executive Committee
New York World's Fair*

AddressThe Honorable Robert F. Wagner
Mayor of the City of New York

AddressThe Honorable Malcolm Wilson
Lieutenant Governor of the State of New York

SelectionsThe Cities Service
World's Fair Band of America

BlessingThe Reverend Doctor Julius Mark
Senior Rabbi, Congregation Emanu-El

AddressThe Honorable Willy Brandt
Governing Mayor of Berlin

AddressThe Vice President of the United States
The Honorable Hubert H. Humphrey

BenedictionThe Right Reverend
Horace W. B. Donegan
Bishop of New York

Honors to the Vice President of the United States

*First United States Army Band,
Fort Jay, Governor's Island, New York*

Ladies and Gentlemen,
Our National Anthem.

1 1 1

Introducing His Eminence Francis Cardinal Spellman

Will you please rise. The invocation will now be delivered by Francis Cardinal Spellman:

"Lord, God Almighty, by Whose creative hand the earth was formed and the heavens were summoned forth to give the light of day, we humbly acknowledge Your Presence among us and recognize Your absolute dominion over us, as, with modest pride we salute the wonders shown at this World's Fair and dedicate them to Your greater glory and to the betterment of our fellow men.

"Grant, O Gracious Lord, that material progress may never dim the light which shines within the soul of man, but rather may the restless yearning of the human spirit illuminate the road which opens up before the eyes of all mankind.

"Unto all who enter here, to wander in wonderment amid the fantastic realities of our accomplished age, impart the special grace to recognize the wisdom of this Fair's exalted motto, 'Peace Through Understanding'. Send them forth, renewed in spirit, to fashion a world more worthy of Your liking and Your love.

"Make us still more grateful, O Loving Father, for the blessings You have lavished upon us, and grant that, as custodians of Your gifts, we may be ever more worthy of Your trust. Amen."

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Introducing Thomas J. Deegan, Jr.

Having said my say in the printed introduction to today's program, I shall not trespass on the time of others. I present to you now, as our first speaker, the Chairman of our Executive Committee, a founder of the Fair, who has seen it through vicissitudes to success and will tell you what to expect at the second season we inaugurate today.

Tom Deegan.

"My friend Bob Moses, distinguished guests both here, on the platform, and out in the audience, welcome to the Fair in its second, final and we hope greatest season.

"Once again Fair-goers will see the wonders of the world, the glories of the past and the challenges of the future assembled here at Flushing Meadow.

"This magic city, this miniature metropolis, will not be here forever. It is now that we have the opportunity

to savor it to the full, to experience its fun and excitement by day and by night.

"The New York Fair is of a scope and size never seen before and I would be remiss here if I didn't express thanks to the exhibitors—all of them—whose executive judgment, promotional skills, and substantial resources have made and are making this the greatest Exposition of all time.

"Here the nations of Europe and Asia and Africa and Latin America have brought their best design and art and cuisine and entertainers for our delight. Here are the ingenious and imaginative divertissements devised for your pleasure by America's industrial giants. Here is a trip around the world capsuled into 640 acres.

"Here above all is a unique feast for the sense of wonder. Fairs are for the young at heart as well as for the young. I promise you that anyone who has not totally lost the capacity to have fun will have fun at our Fair.

"Many of you will be making return visits. The greatest enthusiasts for the New York World's Fair are those who have been here and have seen it for themselves.

"This Fair is New York's Fair and America's Fair. We are proud that in our first season the Fair boosted the city's economy by almost a half billion dollars and also made a significant contribution to our country's invisible exports and foreign exchange earnings.

"Along with some others six years ago, I sat in Mayor Wagner's office and we determined as a theme for this Fair, 'Peace Through Understanding'. I should like to sum up the impact of the Fair and the impact of that theme by quoting the fresh and sincere words of a twelve-year old girl who was one of the prize winners in the essay contest conducted by the Fair last fall.

"She wrote about her trip and said, 'through all the sounds and pictures heard and seen at the World's Fair, one image stands out above the others. Exhibitors have come from all over the world in their best Sunday clothes', she went on, 'bringing good will and good cheer and asking the same for themselves. Their message to the world is a message of hope and peace and progress. Progress in chemistry and motors and cooking ranges, in medicine, philosophy and music'. She concluded, 'Progress in reaching a greater joy in living, in gaining better understanding of the magnificent world that has been given to us'.

"Welcome to the Fair. Thank you."

*Introducing The Honorable Robert F. Wagner
Mayor of the City of New York*

The City of New York faces today challenges which the most farsighted of our Founding Fathers never dreamt of, and which Liberty, lifting her torch beside the Golden Door, could not have anticipated when she became the Mother of Exiles. From now on the office of Mayor, never a sinecure, will become the center of activities so widespread, pressing, complex, and in many respects so unpredictable as to tax the patience and fortitude to which Fiorello LaGuardia so often referred.

We have our honest differences in this superlatively free city, but we are united in loyal support of its continued progress and in abiding faith in its future. I now give you, on the eve of his fourth term and at the beginning of our fourth century, the Honorable Robert F. Wagner:

"Thank you very much. President Bob Moses, Reverend Members of the Clergy, Cardinal Spellman, Bishop Donegan, Dr. Mark, Vice-President and Mrs. Humphrey, Chief Justice and Mrs. Warren, Mayor Willy Brandt, Lt. Governor Wilson, Your Excellencies and Ladies and Gentlemen:

"With the opening of these gates today we present the pageant of our world as it was, as it is, and as we hope it may come to be.

"We in New York City are proud that here in Flushing Meadows, for the *second* time in two years, we can offer the world a picture of the progress, accomplishments and hopes of all men everywhere.

"From this platform our many distinguished guests—headed by the Vice President of the United States and the Mayor of West Berlin—can look out over these grounds and see what the mind, muscle and heart of man have wrought in ages gone by.

"Millions of visitors to this World's Fair last year went away with new knowledge and inspiration. I know that the many more millions who will visit here this year will have an even greater experience.

"New displays, exhibitions, and collections of art and artifacts, and new amusements and diversions have been added to the impressive array already seen by millions. Those who were here last year must come again and again this year; each time there will be something new to see, to experience, to enjoy and to learn.

"Those with a share of responsibility for this Fair may each say, in the words of the philosopher's creed,

'Grant me the serenity to accept things I cannot change, the courage to change things I can, and the wisdom to know the difference'.

"In the presence of the great Mayor of Free Berlin, Mayor Willy Brandt, I quote an old German proverb: 'Every beginning is hard', says the proverb. And it is. Last year was the beginning, the first half of our World's Fair. Last year there took place the plowing, the planting, the first flowering and the first gathering. This year is the year of final realization—the final fulfillment of the dream for the World's Fair.

"This year even that which is old is new—and better, and that which is new is, I am told, truly impressive and rewarding.

"New York City is proud of its Fair, and grateful to all of those, headed by Bob Moses, the great builder and great citizen of our country, who have labored so much, given so much, and invested so much to make this great Fair possible—again.

"Of course, New York City regards the Fair not only as here this year and gone the next, but as a source of permanent additions and enrichments.

"The Hall of Science at the Fair will be the center of a future Museum of Science and Technology. The Fairgrounds itself will be a park, with a zoo and a bird sanctuary. The New York State Pavilion may become an area for games, concerts and theatre. This Singer Bowl will be an outdoor theatre. I will not go through the entire list. I mention these simply to indicate that this Fair is not only an attraction for visitors this year, but an addition to our City's attractions for all time.

"Of course, we are honored here today by the presence of the Vice President of the United States. He brings us the promise of smiling skies and happy throngs, reflecting his own happy, gregarious nature. We are likewise honored by the presence here of so many eminent dignitaries, each one a distinction to have in our City.

"The poet said, 'Every day is a fresh beginning. Every morn is the world made new'.

"So this revised edition of the World's Fair is a new volume, with a brilliant new look.

"May good luck attend this exhibit of man at his best—this World's Fair under its proud slogan, 'Peace Through Understanding'.

"And to those distinguished and honored guests from distant and near places, thank you all for coming. Come again. Our city is your city. This World's Fair is your Fair."

*Introducing the Honorable Malcolm Wilson,
Lieutenant Governor of the State of New York*

Compared to City Hall, Albany is a sheltered place. It is so much easier to go to the top executives by subway than by air or by the Empire State Express. Our elected State officials, the Governor, Lieutenant Governor, Comptroller and Attorney General, today have few immunities and can not hope to live like country gentlemen, satisfied to leave everything to Washington and Home Rule. Lieutenant Governor Wilson has given us our finest State exhibit, a major contribution to the Fair and to the great park which will remain to posterity as a reminder. We welcome therefore a friend who, as Chairman of the State Commission on the World's Fair, has made this Meadow attractive and accessible.

The Honorable Malcolm Wilson:

"Commissioner Moses, Reverend Sirs, Your Excellencies, the Vice President and the Chief Justice, Your Honor Mayor Wagner, Mayor Brandt, Other Distinguished Guests, Ladies and Gentlemen:

"We have just heard a splendid message from the Mayor of New York City, and are looking forward eagerly to hearing from the Mayor of Berlin—and the former Mayor of Minneapolis.

"Clearly then this is no place for an Acting Governor to say much, except . . . a very warm welcome to you all.

"I bring you the greetings and best wishes of Governor Rockefeller and of the people of New York State.

"I bring a special welcome for Vice President Humphrey—the ex-Mayor whose progress to higher office is so inspiring to other Mayors everywhere!

"And I bring to our distinguished visitor from overseas, Mayor Willy Brandt, a renewed expression of America's admiration for the extraordinary courage and high principle that make him a world-wide symbol of peace through understanding—the great and noble objective to which this Fair is dedicated.

"Once again we salute the intrepid Bob Moses, who sometimes seems to be granted neither peace nor understanding—but who goes right on performing wonders such as this fairest Fair of all.

"And once again we express our thanks to Mayor Wagner and to the City of New York for the cooperation which has done so much to make this Fair a success.

"We who are associated with the government of New York State are naturally very happy that the New

York State Pavilion was one of the most popular exhibits at the Fair last year, and we fully intend not alone to maintain but to improve our standing during this season.

"We hope, too, that all Fair visitors, those who are here today and the tens of millions who will come during this season, will go on from here to see other parts of the Empire State.

"For from its Long Island beaches to its northern mountains to its western lakes—and all way stations in between—New York is a State of rare beauty and diversity that will amply reward all who see it.

"Welcome, then, to these acres of enchantment and inspiration—yes, enchantment and inspiration both—for they are here not merely to divert and to amuse, but to lift the souls of men.

"Because, ladies and gentlemen, this Fair is more than a display of man's achievements, much more than a showcase for his imagination—yes, more even than the sum total of its parts. It is the American Nation, the Free World, in microcosm—a wonderful, delightful, and inspiring symbol of man's higher aspirations, his nobler dreams—a sign of man's yearnings for a world of harmony, a world of progress and a world of peace."

We shall now hear selections by the Cities Service World's Fair Band of America.

Introducing the Reverend Doctor Julius Mark

May I ask you to rise again for the Blessing by Dr. Julius Mark of Congregation Emanu-El:

"We, the people of a great city, wherein dwell citizens of many religions, races and national origins, beseech Thy blessing, O Heavenly Father, as we reopen our magnificent World's Fair.

"Once again, millions will come from far and near to experience the thrills of viewing the expositions of man's breath-taking scientific accomplishments and to enjoy the rest and relaxation which these beautiful grounds afford.

"Mingled with the gratitude which fills our hearts for the evidences of our material progress, there is the prayer that we may be equally successful in our pursuit of peace which can be achieved only through understanding. How our hearts yearn for peace—peace

among the races and classes of men, peace among the nations of the world! But there can be no peace unless there is first a sincere desire, nay more, a veritable passion for understanding.

"We recall the plea of the ancient Psalmist who prayed: 'Give me understanding, O God, and I shall *live!*' Without understanding, men may *exist*, but cannot truly *live!* Thy priceless gifts of life and peace will become our cherished possession when we have proved our worthiness by gladly bestowing upon others the opportunities and freedom we demand for ourselves.

"Fervently we invoke Thy blessing upon the dedicated men whom the people have set in authority—the Mayor of our city, the Governor of our state, the President of our country. We ask Thy special benediction upon the Vice President and Chief Justice who are honoring us with their presence this day. Grant that the people of our blessed land, and of all lands, may be zealous in their pursuit of mutual righteousness and understanding.

"May the words of our lips, the meditations of our hearts and the works of our hands be acceptable in Thy sight, O God, our Strength and our Redeemer.

"Amen."

Introducing the Governing Mayor of Berlin, the Honorable Willy Brandt

In the shadow of the Great Wall, which divides the desert from the sown, holding the last bastion of Western civilization, stands an intrepid leader, unmoved by daily frustrations, alarms and excursions—the proud, sturdy Bürgermeister of no mean city. The Communist Wall is perhaps the stupidest symbol ever invented by bigotry to mark its exclusiveness.

I give you Mayor Willy Brandt of Berlin:

"Mr. Vice President, Mr. Chief Justice, Mayor Wagner, President Moses, Ladies and Gentlemen, Friends:

"This occasion, the re-opening of the New York World's Fair, is a colorful and impressive testimonial to the aspirations of the human spirit, the human will to achieve difficult goals that sometimes, and to some people, seem impossible. As a Berliner I feel particularly happy to be included in these re-opening ceremonies because my city knows something about what it means to accomplish the impossible. So we Berliners take our hats off to New York for bringing together

once again such a vast variety of things and people and cultures, of sights and sounds and experiences. And our industries are proud to have contributed the Berlin Pavilion to the exciting World's Fair scene. It is not as big as some pavilions here, not quite as elaborate as others, but you won't have to look very hard to find it. It is in a very appropriate place—right by the United States Pavilion. And all access routes are open.

"The purpose of this Fair—'Peace through Understanding'—is pointedly meaningful to me as a Berliner, a German and a European. I do not intend on such a gala occasion to deliver a solemn address on world affairs—in fact I am glad I don't have to because I shall start back home tomorrow to prepare for an election campaign and there will be plenty of opportunity there for solemnity. But I would like to say a word about 'Peace Through Understanding' and how important Understanding is for Peace in the world.

"Here on these grounds many people from many lands have come together to parade, as it were, in their Sunday finest. What they have to show is chosen from the best they have to offer, the things and achievements in which they have the most pride.

"Each institution, each state, each nation represented here hopes that its participation will enlarge people's understanding of specific areas of human enterprise. And since understanding usually is accompanied by appreciation and acceptance, this hope is legitimately shared by commercial institutions as well as political ones. Indeed, there are times when understandings reached on a commercial level can be more productive of peace than negotiations on the political plane.

"Political progress often lags behind other forms of human enterprise. And one of the reasons for this, I submit, is that diplomats and politicians too often forget that the purpose of politics is to improve the human condition. Too often they lose sight of the fact that the power they seek, or the positions of strength they try to achieve, should have as an ultimate purpose not just the exercise of political muscle but the application of that energy in a way that best serves humanity. The human being, how he can live in dignity, how much he can get out of life, how well he can carry out the responsibilities of citizenship, how much of life's values he can pass on to his children—this is the true purpose of politics and government.

"In closing, let me say that I deeply appreciate the honor that President Robert Moses and the World's Fair have accorded my city in inviting me to speak from this platform along with the distinguished guests and personal friends gathered here. I am sure they share my earnest wish that the Fair this year will prove to be a tremendous success of which the great city of New York can be proud.

"Thank you all."

*Introducing the Vice President of the United States
the Honorable Hubert H. Humphrey*

The seal and imprimatur of the Government of the United States will now be placed on the Fair by Vice President Hubert Humphrey:

"Commissioner Moses, Your Eminence Cardinal Spellman, Dr. Mark, Right Reverend Donegan, Reverend Clergy, Chief Justice of the Supreme Court of the United States, Secretary of Commerce who is with us today, my friend Mayor Wagner, and my friend from Free Berlin, Mayor Willy Brandt, and Lt. Governor Wilson, Chairman Tom Deegan, Ambassador Winston, friends and neighbors:

"First of all, may I say that it is good to be here with fellow mayors. I want to thank the Acting Governor, the Lt. Governor, for his mentioning of this fraternal organization of city bürgermeisters, mayors, present and former. Then, may I add that this festive occasion recalls another festive occasion that took place just a few months ago when the spokesmen of both political parties, Commissioner Moses, promised you and promised the Mayor of this City that on the Opening Day of the World's Fair in 1965 that with God's help and our promise, you would have good weather. And I am happy to say that we meet here to see that promise redeemed and fulfilled.

"I come here today to represent our country on a most happy and meaningful occasion, and I bring you the greetings of the President of the United States. He would like very much to be here with you, but the burdens of his office in these troubled days deny him the pleasure of this occasion.

"As many of you know, at this very hour our President is meeting with the Prime Minister of the Republic of Italy and the Foreign Minister of that great country—the leaders of these great nations, the United States and Italy, speaking together and working

together as friends and as allies in the cause of human betterment and human peace. I bring you today also the thanks of a people and a nation as this great World's Fair reopens.

"I would give thanks that our nation and other nations are enjoying great prosperity and some nations are reaching out for their national identity and progress. And I bring you and offer thanks in this nuclear age that we have not only not destroyed ourselves but, as this Fair indicates, are utilizing science and technology, knowledge and understanding, for the general good. And we can also give thanks today that throughout this world, with all of its trials and difficulties, the cause of man's freedom and his fulfillment is gaining.

"If anyone has doubt of this, the message of the Mayor of Free Berlin should once again inspire us and encourage us. Where there is the will to freedom and human dignity, there is the chance and the opportunity for its attainment. But as we give thanks, and we rightly should, we also should renew our pledge that this country's resources will be dedicated towards the even greater achievements in science, in technology, in industry, in agriculture and in the arts. And let the world know that we will continue to devote our efforts to the full liberation of the spirit of man.

"A World's Fair in this day and age should above all underscore the importance of man and his achievements, the importance of human dignity and its protection. This great World's Fair, exemplifying progress, can serve as a beacon to remind us that man can, with God's help and through his own will and continuing work, build a better life for himself.

"The promise of this nation, entered into many, many years ago, the promise of life and of liberty and of the pursuit of happiness, is the hallmark of this occasion and it continues to inspire us now as it did at the time of its enunciation. So now, in the spirit of this occasion, I wish to extend an invitation to all those here today, to all those who are watching or listening on television or radio, to all of our friends overseas and in this country, an invitation as old-fashioned and yet as new as day itself.

"Come, see the Fair. It portrays and exhibits the best of the modern world. Its message is one of brotherhood, as witness this gathering today. Its message is one of progress, as these glorious exhibits reveal. And its purpose is the advancement of brotherhood and of peace, and of 'Peace Through Understanding'.

"I predict, therefore, Commissioner Moses, Mr.

Deegan and Mr. Mayor, that this will be the banner year. And my fellow Americans, make it your business to see your country in 1965. And see this world in miniature that is here for your observation. Your America is a beautiful country. It's a land of excitement, of glorious history, and of unequalled promise, and it is portrayed here in graphic demonstration.

"So, if you're a citizen of another country, we extend to you our hand of fellowship, our hospitality, and we say: 'Welcome.' If you are an American, we say: 'Travel—travel in 1965—and know better your America, know your neighbors, know the richness of this great nation in its culture and in its people.'

"On behalf of The President of the United States, my best wishes to all of you and to the success in 1965 of the New York World's Fair."

*Introducing the Right Reverend
Horace W. B. Donegan, Bishop of New York*

These ceremonies will be brought to a close by the benediction of Bishop Donegan:

"May the God who hath called all men to His service, and has shown us that this service is known in our ministering one to another, grant that the millions of His people who shall come to this place may leave it refreshed and happier for the kindness they shall find here.

"And the blessing of God Almighty, the Father, the Son, and the Holy Ghost be upon you and remain with you forever.

"Amen."

NEW YORK WORLD'S FAIR
1964-1965



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COME TO THE FAIR!