GROUNDBREAKING AT THE NEW YORK WORLD'S FAIR 1964-1965

WORLD OF FOOD PAVILION JANUARY 23, 1963

Following is a transcription of remarks by World of Food and World's Fair officials at groundbreaking ceremonies for the World of Food Pavilion, New York World's Fair, Wednesday, January 23, 1963.

MARTIN STONE [Director Industrial Section]: Monsignor Joseph McCaffrey will deliver the invocation.

MSGR. McCAFFREY: In the name of the Father and of the Son and of the Holy Ghost, Amen. Almighty Eternal God, who has dominion over all mankind and his works, look down with approval upon the erection of this new building. Consider that this work will be done for the benefit of mankind. Bless all those who by their ingenuity, industry and labor, will erect this building, and particularly bless all those who in the future will work in this building. May all that they do or all that we ever hope to accomplish redound to the greater honor and glory of God, Amen. In the name of the Father and of the Son and of the Holy Ghost, Amen.

MARTIN STONE: Ladies and gentlemen, I have been asked by Mr. Jones, executive vice president of the World of Food, to act as master of ceremonies, as it were, for this occasion, because I have lived with him through many of the labor pains, so I guess I am supposed to be here at the birth of the baby.

I want to thank all of you for coming here, in behalf of the Fair. We are delighted to have you. We are delighted at this wonderful turnout and we anticipate that this may reflect the gate that Mr. Deegan predicts will be seventy million in 1964 and 1965. Please keep in mind that during those years you will be paying at the gate.

I should like to read just a few telegrams if I may, from

Cover: More than thirty major food manufacturers and distributors will display their products in the World of Food Pavilion. Shown here and situated near the main entrance to the Fairgrounds, the five-story structure will be topped by an "edible garden." Exterior landscaping will be highlighted by rare fruit trees and spice plants. Architect: Lionel K. Levy. Contractor: Charles Miesmer, Inc.

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The World of Food groundbreaking ceremonies, held at the New York World's Fair, January 23, 1963.

some people who unfortunately could not be here with us. From Mr. Adlai Stevenson. "Unfortunately the pressures of official business prevent me from attending your groundbreaking ceremonies on January 23. However, I would like to extend my best wishes in your World of Food Pavilion — a subject of keen importance to the world as a whole." Adlai Stevenson.

Senator Javits: "Please convey my greetings on this auspicious occasion to all those participating at the groundbreaking ceremony for the World of Food Pavilion for the New York World's Fair, and my special regards to your many distinguished guests. It is indeed a noteworthy event, and marks a vital contribution on behalf of our community and nation." Jacob Javits.

And one other telegram, from the Mayor of the City of New York: "Board of Estimate meeting prevents me from attending groundbreaking ceremonies for the World of Food Pavilion. The impressive plans for the pavilion assure that it will become one of the most memorable events in the forthcoming Fair. All good wishes." Robert F. Wagner.

At this time I should like to introduce Mrs. Sylvia Shur. She is a director of the World of Food Advisory

Board, and will be in charge of the coordination of special events. She is a former food editor of LOOK magazine. She is now director of Creative Food Services, Inc., and widely acknowledged as one of the food experts in the nation. Mrs. Shur.

MRS. SHUR: Of all things which a fair means, it means food too. A fair satisfies many kinds of hunger, and creates many kinds of interest. Hunger for excitement, for color, for the closest kind of communication, the new experience. And a fair means hunger for food too. Of all the appeals of a fair none is stronger, more lasting, or more basic than the interest in food.

We break bread here today, even before we break ground. An old tradition in fair planning — the word "fair" itself comes from a Latin word meaning a "feast day." American fairs became a show place for prize foods and the birthplace of many favorites in American eating. It was at a fair that the hot dog was first served in a roll; ice cream in a soda; tea poured over ice. At an older French fair, almost 300 years ago, coffee was first introduced. We owe much to fairs.

The seventy million visitors who will stream by here, when the grass under foot is real along with the flowering trees outside an edible garden, will find more than an imposing structure. This is to be the stage where the American food industry will meet millions of adult visitors and the next generation of young Americans, face to face. Here fairgoers will walk down a main street of Americana foods, visit the miracle of convenience foods, find special food appeal for teens, for sportsmen, for outdoor cooks, for gourmets and for kids.

They will meet at first hand familiar food names in very memorable settings. We are cooking up here one of the great food experiences of our generation. At the World of Food, visitors will find a dazzling new way to shop in the supermarket of the future. They may dine on new kinds of steak dishes, sip a rainbow of new drinks, or go home talking about their first taste of such novelties as fried ice cream, frozen inside but batter dipped outside.

The bread we break today is made by participating bakers whose loaves for one year, if laid end to end, would reach from here to the moon and back again, with enough left over to feed even the crowds at the Fair. This is the drama of American food production to be highlighted at the World of Food. The prologue to this food spectacle

A giant set of silverware is used to break ground for the World of Food Pavilion. Left to right: George P. Monaghan, Jim Jones, Robert Moses, Thomas J. Deegan, Jr. and Martin Stone.

is being written now. Special programs developed by our Board of Advisors, leading editors, and daily program activities are designed to make the World of Food the stage for an exciting, two season performance. The stars — you and the food industry.

MARTIN STONE: Thank you, Mrs. Shur. Our next speaker is the director of the Food and Agricultural Liaison Office with the United Nations. In 1948, Mr. Joseph Orr was appointed assistant secretary general of the International Emergency Food Committee, and assistant director of the Distribution Division. In 1951, he held the post of special assistant to the Director General, which post he held until his present appointment, January 1, 1956. For 25 years he was with the United States Department of Agriculture. I have the pleasure to present Mr. Joseph Orr.

JOSEPH ORR: Mr. Stone, distinguished guests, ladies and gentlemen. It is indeed a pleasure for me to represent the Food and Agriculture Organization at this groundbreaking ceremony for the World of Food Pavilion of the New York World's Fair. As you know, FAO is an inter-

governmental organization in which 100 countries have joined together to improve the world's food production. Its objectives include improving the production, distribution and utilization of food, and raising the nutritional levels of the world's people.

It is becoming more and more apparent that the food processing and distributing agencies have a vital role to play in this field. It was for this reason that FAO participated actively in the recent Fifth International Food Congress. Our Director General, Mr. B. R. Simms, addressed the Congress, and we provided an exhibit to acquaint members with our work. Out of the Congress came a suggestion for the food trade for the establishment of a committee representing food processors and distributors, to maintain liaison with the Food and Agricultural Organization.

We hope that this will lead to increased participation by the food trade of the developed countries, in helping to modernize the processing and distribution of food in the less developed countries, and thus help them improve their levels of living. FAO's particular interest in the World of Food arises from the interest which we believe it will have for visitors from the under-developed areas. We believe that it will give them a comprehensive view of the most modern techniques of food processing and distribution, and will inspire them to strive for rapid development of their own industries in this field. Thank you.

MARTIN STONE: Thank you, Mr. Orr. I had the pleasure of having lunch with the next speaker, who is Assistant Secretary of Agriculture. Mr. John Duncan is Assistant Secretary of Agriculture in the area of marketing and stabilization. He participated in the drawing up of the Alliance for Progress. He is a board member of the Commodity Credit Corporation — by the way, the largest corporation in the world.

Among other things this corporation, as you may know, participated in the financing of the Food for Peace program. Mr. Duncan has been in Washington since the beginning of the Kennedy administration, although he is from the state of Georgia, as you will soon see. Mr. Duncan.

JOHN P. DUNCAN, JR.: Thank you Mr. Stone. Distinguished guests, ladies and gentlemen. I am certainly honored to have this opportunity to participate in the

groundbreaking ceremonies for this World of Food Pavilion. When this building is completed, it will house a bountiful assembly of foods from all over the world. It will be a symbol of the ever-increasing ability of agriculture to close the hunger gap which has existed throughout human history.

True, there is still a long way to go, but it is clear that mankind is on the march. I hope that this pavilion will also be significant as a symbol of flourishing international trade. There is little doubt but that the world family of nations is on the threshold of a new age in trade — one of immense promise but also one of grave challenge. If the nations of the free world are resolute — if they cooperate in taking advantage of this era of promise — standards of living will rise throughout the world.

We in the United States are determined to do our part in fostering this cooperation. We are most anxious to see a continued sharing with other people of both knowledge and abundance. It is our firm belief that liberal trade policies must be the keystone upon which the new age in international trade is built.

Men of all nations are looking into the future, asking themselves: What is ahead a generation hence? The answer, at least a large part of it, is symbolized in the concept of this World of Food Pavilion. Here we shall see striking signs of free world progress and success in providing and trading the necessities for adequate and varied diets. Here we can visualize the advance of mankind toward an age of plenty such as has never been before within the human grasp.

And there is good reason to hope that the dawn of an age of abundance can, and will, bring much closer the long sought era of peace. It is with a great anticipation, an expectation, therefore, that we break ground for the World of Food Pavilion — a symbol of the era of peace and well-being that we hope and believe, lies ahead. Thank you.

MARTIN STONE: Thank you, Mr. Duncan. Ladies and gentlemen, the President of the New York World's Fair, Robert Moses.

ROBERT MOSES: Mr. Stone, ladies and gentlemen. I don't believe most of the mottos that were taught in our early youth — one of them is that man can't live by bread alone — that's somewhat biblical. I am sure that you can't live without bread, and I am inclined to think that

we can live without anything else. This is a very significant part of our Fair.

Someone told me the other day that what is lacking in our plans is the big gap that has to do with agriculture. And I said I think that this food show is the nearest thing to agriculture — basic ground-root agriculture that we are going to get to and the thing that people most understand. I don't know how many people coming to the Fair and looking at the scientific exhibits are going to understand them. I must admit that not having been brought up in science, I don't understand any of them too well. One group of people tells us that the earth is cooling, the sun is cooling, and pretty soon there'll be a small number of people on the last marginal piece of land, freezing to death and that'll be the end of the human race. And then you run into another set of people who tell you that the sun is getting hotter and hotter, we are all going to be frizzled and baked, and that will be the end of the human race.

And we're told that by extracting salt from salt water, we are going to reclaim all the deserts and make them bloom like the rose, and that's going to feed the increasing population which otherwise would overrun the world. And we are told that we are all going to eat plankton out of the bottom of the ocean.

I don't understand these things too well but I think everybody is going to be able to understand this food exhibit, because these are the things that they deal with every day. They are things that everybody has to know about, and I'm delighted that this group has come in just as they have — as a group under their own auspices.

Now we had a tough time at the beginning of this Fair, in arriving at a symbol of the Fair, and we had the usual arguments as to whether what we had selected — the Unisphere — was a cliché thing, was something that dated back to the Middle Ages, that it was dated and didn't mean anything any more. The alternatives offered were, none of them, nearly as good. Well they've got used to that. That symbol has gone around the world.

And then we had a great argument, the biggest argument, I guess, that we did have — as to whether we should have a design committee that told everybody what to do. A design committee that controlled the shape of buildings, the architecture of buildings, the school of architecture, and to a considerable extent the exhibits in the interior. Well we decided not to do that. We had a committee of

five members and they recommended to us that the theme and symbol of the Fair — a building a mile around, two stories high, in the shape of a doughnut, and all the industries, including the industries represented here, were to buy or rent a wedge of that doughnut. They were all going to be in the same building.

The exhibitors pointed out that they didn't want that. They wanted to have their own architects. They wanted to have their own ideas. They wanted to put up their own buildings. Well, we were told that that would result in all sorts of conflict of design and plan — there would be no unified plan. There would be no central theme, and we said — well as against that we'll have ingenuity and everybody will be on his own and we'll have variety if we have nothing else. And that's what we decided upon.

And on that high note we were told that all five members of the design committee would resign. Actually only one resigned and we went on and we've got along on the basis of letting exhibitors pick their own location to the extent that we were able to give them the space; determine on architecture; determine on content; subject only to our right to order certain setbacks and heights. And that we've done.

I think you're going to have an excellent exhibit here. I like the architecture. I like what I have heard about the interior. It isn't going to be like anything else in the Fair, and in my book it shouldn't be like anything else. Now, I remember at the time of the last Fair, I had a friend who was in this particular kind of business and he was an old Yale acquaintance of mine and he was down here to try to get some of us to go to Pittsburgh to work on the Pittsburgh Plan. That was Howard Heinz. That was the time we were getting ready for the first World's Fair and we came down here to Flushing Meadow — I was Park Commissioner, a sort of landlord of the premises — and he said to me that the Heinz company was going to have an exhibit and what did I think of having it in the shape of a pickle?

Well I said, I think that's a little extreme, but I said, as far as I'm concerned, I don't see any reason why you shouldn't have your exhibit in the shape of a pickle if you want it. And that's the theory on which we've been proceeding here.

I think that there's going to be more variety and more of a stimulus of the clash of ideas here in this Fair than there ever has been in any fair before. Now I want to

give to the top fellow of this picture, Mr. Jim Jones, the symbol of the Fair. It has the Unisphere on one side which you know is a globe — with these orbits, satellites around it. It doesn't move. We originally planned with the United States Steel people that it would revolve, but it was too heavy. It just was a mechanical matter — it was an engineering matter that couldn't be done. So we get the same effect by lighting.

And that is going to stay here. That's going to be a main feature and central point of Flushing Meadow Park when the Fair is over. And on the other side is the coat of arms of the City of New York, which will be celebrating its 300th anniversary next year. Now, Mr. Jones.

JIM JONES: Again, I want to thank all of you people for coming. It's a wonderful turnout and a wonderful day, and we will have a wonderful building here. In accepting this World's Fair plaque, I want to do it as a tribute to the vision of those who are really the World of Food. Out here at an earlier groundbreaking, one of the people conducting the ceremony used an expression that I think fits our occasion most appropriately. It was that only those who can see the invisible can do the impossible.

And today, the impossible has been accomplished. This showcase and monument to our nation's most important industry here in the greatest of all fairs — the New York World's Fair — will take shape after the groundbreaking ceremonies, when the pile driving starts. Within twelve months, the building will stand almost eighty feet high, here at the main door, where millions of people will be streaming through.

But those who were able to see the invisible — to those belong the accolades and the laurels, and I would like to take just these next few minutes to list and applaud each of those individuals. Because to be here today has involved months and months of hard work, and we have a plan and a program that will be very unique throughout this important Fair, and will draw millions of people.

Mr. Paul Virdone, nearly four years ago, dreamed the first dream. He is in charge of our exhibit design in the pavilion and he led the parade of the imaginative participants that created the World of Food plan.

Next to join the parade was a firm by the name of Republic Graphics. They were important in the original financing of the program. Creating the graphic and visual concept of the World of Food, and to put into a graphic

form the sketches and ideas to the point where all those who couldn't see the invisible, could see it.

And Commissioner George P. Monaghan, and his expert legal staff. They were there from the very beginning and formed the company. They were invaluable in negotiating the original agreement with the Fair Corporation, and each of the following agreements with all the exhibitors that we have.

One of the original concepts that helped set the initial direction for the World of Food, came from the public relations and management firm, J. V. Connolly Company.

To the World of Food Advisory Board, a special tribute must be paid to each. These represent the nation's leading food editors, commentators and writers, and they joined in a team when all that existed was just an idea. Their competence has been a source of great value. Mrs. Shur will coordinate these special events.

And the World of Food's sales personnel — they shouldered the hardest task of all. They did it with great vision and they've been on the firing line for over twenty months, with the toughest selling job that could be imagined. I imagine they will be leaving a little early this afternoon to sign up a couple of other participants.

An important part was played by both Kenyon and Eckhardt and the Birmingham, Castleman and Pierce advertising agencies.

Effective today, the World of Food is now in the hands — the very capable hands — of the combined genius of our architect, Lionel Levy, and our builder, Charles Meismer. They will bring their talents to bear on the construction, effective immediately.

But to our exhibitors must go the supreme, the ultimate honor. They, too, saw the invisible. They had the faith and the courage to contract in a non-existent building. Only because of their vision and total acceptance of the World of Food's plan and program, are we privileged to stand here today. The World of Food salutes these exhibitors. It's their pavilion, and theirs alone . . . that will take shape in a way that will show their industry in an exciting 360-day show.

So the signal to break ground is done in the names of each and every one of the exhibitors. And they exemplify the best of our free enterprise way of life. Mr. Moses, Mr. Stone, if you will join me, we can break ground and signal the A-OK to the groundbreaking and start of construction for our World of Food.

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UNISPHERE

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