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PEACE THROUGH  
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United States Steel

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION  
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK  
FLUSHING 52, N.Y. • TELEPHONE- AREA CODE 212-WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES  
PRESIDENT

April 22, 1964

# NEWS:

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FOR RELEASE: P.M.'s, TUESDAY, APRIL 21, 1964

A.M.'s, WEDNESDAY, APRIL 22, 1964

President Lyndon B. Johnson will address 16,000 invited guests in the Singer Bowl tomorrow (Wednesday) as the New York World's Fair, largest international exposition in history, opens the first of its two six-month seasons.

The gates of the Fair will open at 9 A.M. when Thomas J. Deegan, Jr., chairman of the executive committee, will sell the first ticket.

At 9:15, General William E. Potter, executive vice president of the Fair, acting as Marshal, will lead the Opening Day Parade after the American flag and the official World's Fair flag have been raised at the Court of the Universe in the presence of a military color guard, as the Cities Service World's Fair Band of America plays the "Star Spangled Banner." World's Fair officials will witness the ceremonies.

At 9:30, the Parade will arrive at the Reviewing Stand, where General Potter will enter to review the procession along with other Fair officials and guests. The Parade will consist of many bands, colorful floats, representatives of international exhibitors in native costume and other marchers to provide a spectacle for the Opening Day visitors. It will end at 10:10, when the invited guests will proceed to the Singer Bowl for the Presidential ceremonies.

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In the Singer Bowl, Guy Lombardo and his Royal Canadians will entertain the guests as they await the arrival of the President.

All guests must be seated in the Singer Bowl by 10:45 as the Presidential program will begin at 11:00 A.M. with the rendition of the National Anthem by the Cities Service World's Fair Band of America.

Thomas J. Deegan, Jr., will be the first speaker and he will introduce His Eminence Francis Cardinal Spellman, Archbishop of New York, who will deliver the Invocation.

Following addresses by the Honorable Robert F. Wagner, Mayor of the City of New York, Former President Dwight D. Eisenhower, Honorable Nelson A. Rockefeller, Governor of the State of New York, and Honorable Robert Moses, president of the New York World's Fair, Mr. Deegan will read a message from former President Herbert Hoover.

Mrs. Indira Gandhi, Chairman of the Advisory Committee on Indian participation at the Fair will then address the guests after which the Honorable John A. Gronouski, Postmaster General of the United States will present the first folders of the World's Fair Commemorative Stamp to the dignitaries on the speakers' stand.

Former President Harry S. Truman will then deliver a brief address after which the United States Marine Band will salute President Johnson with the traditional "Hail to the Chief" as he enters the Bowl.

The President will climax the program with his address which will be followed by Benediction delivered by Reverend Dr. Julius Mark, Rabbi of Congregation Emanu-El and the Rt. Reverend Horace W. B. Donegan, Bishop of New York.

The Cities Service World's Fair Band of America will conclude the ceremonies with a rendition of Richard Rogers' official exposition song, "Fair is Fair".

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