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United States Steel

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION  
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK  
WORLD'S FAIR, N.Y. 11380 TELEPHONE- AREA CODE 212-WF 4-1965 CABLE ADDRESS "WORLD'S FAIR"

ROBERT MOSES  
PRESIDENT

# NEWS:

April 21, 1965

REFER INQUIRIES TO:

Joyce Martin -- WF 4-6543

FOR RELEASE: A.M. WEDNESDAY, APRIL 21, 1965

NEW YORK WORLD'S FAIR, Apr. 21 -- Vice President Hubert H. Humphrey and Mayor Willy Brandt of Berlin will be principal speakers at dedication ceremonies marking the Re-Opening Day of the New York 1964-1965 World's Fair today (April 21). More than 15,000 invited guests will be present in the Singer Bowl, where an hour-long program will highlight a day-long calendar of pageantry and special events.

Starting at 8:30 A.M., the colorful program will get under way with fireworks and "Father Knickerbocker" (Commissioner James J. O'Brien of the New York City Department of Public Events) cutting the official ribbon at the Fair's Main Gate No. 1 (Gotham Plaza) to open the second and final season of the billion dollar International Exposition.

Simultaneously, 500 World's Fair Lucky Balloons will be released, carrying free admission tickets for the Fair.

A flag-raising ceremony at the Court of the Universe will take place at 9:15 A.M., with the New York City Fire Department and Boy

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Scout Color Guards in attendance. The United States Merchant Marine Band will play the "Star Spangled Banner" and give a short concert.

Fifteen minutes later, at 9:25 A.M., the mammoth parade with 80 units, led by Lt. Col. Robert Wright of the New York Armed Forces, Police Department, will start to march at the intersection of the Avenues of Progress and Commerce. Including 18 bands, 31 floats and more than 4,000 individual marchers, the parade will continue along the Avenue of Africa, the Court of the Presidents and the Court of the States before entering the Singer Bowl at approximately 10:25 A.M.

Fair Executive Vice President William E. Potter, Parade Grand Marshal, will review the procession with honored guests and Fair officials.

At 9:30 A.M., Ethiopian Abebe Bikila, only two-time Olympic gold medal marathon champion, and his Olympic countryman, Mamo Wolde, will start their run from the Arsenal Building (64th Street and 5th Avenue, N.Y.C.) to the Fair's Singer Bowl.

Prior to the arrival of Abebe and Mamo, the invited guests will be seated in the Singer Bowl, and at 10:45 A.M., the speakers platform guests will proceed to the platform. From 10:00 A.M. until the parade units enter the Bowl at 10:25 A.M., the arriving guests will be entertained by the Cities Service World's Fair Band of America, under the direction of Paul Lavallo.

At 10:55 A.M., the famed Ethiopian runners, Abebe and Mamo, are scheduled to arrive in the Singer Bowl and present Queens Borough President Mario J. Cariello with a parchment scroll carrying a message

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from His Imperial Majesty, Emperor Haile Selassie of Ethiopia. The Borough President will give a short response, and Governor Charles Poletti, Vice President of International Affairs and Exhibits for the exposition, will present Fair plaques to both Abebe and Mamo.

Fireworks at 11:00 A.M. will signal the start of the official ceremonies, followed by our National Anthem, played by the Cities Service World's Fair Band of America. William Walker of the Metropolitan Opera will be the soloist.

Fair President Robert Moses will be the Master of Ceremonies. He will introduce His Eminence Francis Cardinal Spellman, Archbishop of New York, for the Invocation.

Following the introductory remarks by Mr. Moses, will be addresses by Thomas J. Deegan, Jr., Chairman of the Fair's Executive Committee, the Honorable Robert F. Wagner, Mayor of the City of New York, and the Honorable Malcolm Wilson, Lt. Governor of the State of New York.

After a brief musical interlude, the Reverend Doctor Julius Mark, Senior Rabbi of the Congregation Emanu-El, will give a blessing, followed by the address of the Honorable Willy Brandt, Governing Mayor of Berlin.

Vice President Humphrey will conclude the program of speakers. Benediction will be delivered by the Right Reverend Horace W. B. Donegan, Episcopal Bishop of the Diocese of New York. The First United States Army Band, under the direction of Warrant Officer Abraham Ignacio, will render honors for the Vice President upon his arrival at the Singer Bowl.

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From starting time on, gaiety and fun will mark the Re-Opening Day program as various pavilions open their shows, and bands and floats parade throughout the Fair. Among the outstanding post-ceremony events will be a special concert by the Cities Service World's Fair Band of America from 7 to 8:10 P.M., at the Court of the Universe, and the spectacular Fireworks Show (Patriotic Theme) at the Fountain of the Planets in the Pool of Industry, beginning at 8:15 P.M.

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FAIR'S SECOND AND FINAL SEASON CLOSES OCTOBER 17th.