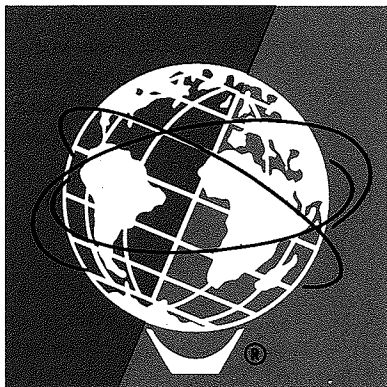


NEW YORK WORLD'S FAIR
1964-1965



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REMARKS OF
ROBERT MOSES
PRESIDENT OF
THE NEW YORK WORLD'S FAIR
1964-1965 CORPORATION
* IBM DAY
"WELCOME TO THE FAIR"
"FIFTY YEARS OF PROGRESS"
SINGER BOWL
FLUSHING MEADOW
WEDNESDAY, JULY 8, 1964
11 A.M.

COME TO THE FAIR!



General Eisenhower, Mayor Wagner, Mr. Watson and Members of the IBM Family:

I welcome the IBM tribe to the Fair as you come from all the four corners of the world. Yours is a unique institution and your highly imaginative and original Pavilion, in concept, plan and exhibits, presents your objectives dramatically to visitors of all origins, occupations and ages. It may be that your "unarchitecture" will herald new future building along brilliant unconventional lines. As a park man, I am not sure that I am as yet ready to go all out for steel trees, but as a supplement, if not a substitute, for nature, I am open to conversion.

It has been the fixed policy of the Fair, not initially comprehended or unanimously applauded, to guarantee complete freedom of design to our exhibitors both in and outside of their pavilions, façades, operational devices and exhibits. That policy has been fully vindicated. The IBM show would be a sad business if it were jammed into a segment of a single gigantic architectural doughnut or confined to a slice of pie imposed on us by geniuses anxious only to build monuments to themselves. The IBM Pavilion is unique because it reflects IBM.

Whether or not, in the current lingo, form should follow function, it is quite certain that in the industrial area of a great Exposition, function can not follow form. I do not pretend to grasp more than a small part of the computer field, but what I get is due to your efforts to simplify, illustrate, illuminate and popularize what would otherwise be quite incomprehensible to the average layman. The end, as you say, is to lift the mystique by your "Information Machine" and other quaint devices, but to have the wonder remain.

May I offer a suggestion in passing. I hope that in this exciting election year you will not lend your great ingenuity, appeal and prestige to the more extreme claims, prophecies and prognostications which are supposed to be factual and are often merely informed guesses clothed in impressive mechanical evolutions which can be misused by partisans for personal and political ends. We even hear from some quarters that there is no sense in holding a Presidential Convention or election since the computers have already announced the results.

Maybe the prospective voter labelled in the sample polls with mysterious initials as a typical white, educated, middle-aged midwestern Protestant, or as a member of some other supposedly captive stereotyped group, out of sheer devilry and perverseness will go to the real polls and make a fool of the computers just to show he can't be neatly catalogued and classified by opinion experts. What a gargantuan joke *that* would be.

Great inventions should not be allowed to be diverted to such ends. Computers from now on are a more or less accepted feature of public as well as business life. They are not a substitute for individuality, human brains and the ebb and flow of opinion. Nothing could be more harmful to the computer business than the growth of the idea that machines will solve everything for lazy people. The smart boys say: "Relax, feed your problems into a slot, turn on the juice and just wait for the output." Machines, no matter how clever, are adjuncts to thinking, not a relief from it.

We pay less and less attention to our supersensitive and superabundant local critics who complain that there is too much commercialism at the Fair. There is poetry here as well as business. There is landscaping as well as house and bookkeeping. Contrary to the academic pundits and doom sayers, I say to you that there are no irrepressible conflicts between industry and culture, business and the humanities, Olympic competition and world friendship, science and religion, fun and recreation, patriotism and peace, if only intelligence, tolerance and humor are brought to bear.

May I in closing sound a personal note. I knew Tom Watson, Senior well and had the greatest admiration for him. He epitomized and stood for American free enterprise. I tried to get him to establish a Hall of Yankee Genius, and I guess that's what in large part our new permanent Hall of Science, launched here in the Fair, will become. The basic theoretical scientists are of course indispensable. They get at the underlying causes and lay the foundations for application to the uses of man. Our Benjamin Franklins, Eli Whitneys and Edisons were hard-headed practical inventors. Today's complex machines rest on the researchers, formulas and theorems of men like Willard Gibbs and Albert Einstein. IBM has combined and galvanized into action the findings of the philosophers and the genius of the inventors.

Tom Watson, Junior is a true son of his father. I greet him as a notable contributor to entertainment, education and business at the Fair and incidentally as a very good Scout, who, like his father, is the proud wearer of the Silver Buffalo.

Members of the IBM family, thanks for visiting the Fair. Come again and don't forget there is another season with new attractions in 1965. We have two summers in which to teach the knowledgeable, interest and amuse the young, create goodwill for business, stimulate healthy rivalry and demonstrate the superiority of the free enterprise system. These challenges IBM is meeting here, demonstrating success by the numbers and enthusiasm of visitors.