

UNISPHERE

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PEACE THROUGH
UNDERSTANDING
UNISPHERE PRESENTED BY
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 "WORLDFAIR"

ROBERT MOSES
PRESIDENT

NEWS:

April 22, 1964

REFER INQUIRIES TO:

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

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

NEW YORK 1964-1965 WORLD'S FAIR OPENING DAY PROGRAM

Wednesday, April 22, 1964

- 9:00 a.m. World's Fair gates open.
- 9:15 a.m. Flag Raising Ceremony at the COURT OF THE UNIVERSE. American and World's Fair flags will be raised with Military Color Guard present. The Cities Service World's Fair Band of America will play the "Star Spangled Banner." World's Fair Corporation officials will witness the ceremony.
- 9:30 a.m. Parade starts, led by Parade Marshal General William E. Potter, Executive Vice President of the World's Fair Corporation.
- 10:10 a.m. Parade ends at Unisphere.
- 10:30 a.m. OFFICIAL CEREMONY AT SINGER BOWL. Guy Lombardo and his Band play introductory music.
- 10:45 a.m. All invited guests MUST be in their seats by 10:45 a.m.
- 10:55 a.m. Speakers' platform guests arrive.
- 11:00 a.m. National Anthem by the Cities Service World's Fair Band of America directed by Paul Lavallo. Richard Tucker, Metropolitan Opera star, soloist.
- Presiding - The Honorable Thomas J. Deegan, Jr., Chairman of the Executive Committee, New York World's Fair.
(10 minutes)

(more)

- Invocation - His Eminence Francis Cardinal Spellman,
Archbishop of New York.
(3 minutes)
- Address - The Honorable Robert F. Wagner
Mayor of the City of New York.
(6 minutes)
- Message from the Honorable Dwight D. Eisenhower,
former President of the United States,
read by Mr. Deegan.
- Address - The Honorable Nelson A. Rockefeller
Governor of the State of New York.
(6 minutes)
- Remarks - The Honorable Robert Moses
President of the New York World's Fair.
(3 minutes)
- Message from the Honorable Herbert Hoover
former President of the United States
read by Mr. Deegan.
- Address - Mrs. Indira Gandhi
Chairman of the Advisory Committee
on Indian Participation at the
New York World's Fair.
(10 minutes)
- Presentation of first folders of the World's Fair
Commemorative Stamp by the Honorable John A.
Gronouski, Postmaster General of the United States.
- Address - The Honorable Harry S. Truman
former President of the United States.
(5 minutes)
- Fanfare by the Cities Service World's Fair Band
of America conducted by Paul Lavalley.
- "Hail to the Chief" by the United States Marine Band.
- Address - The Honorable Lyndon B. Johnson
President of the United States.
(4 minutes)
- Benediction - The Reverend Doctor Julius Mark
Rabbi of Congregation Emanu-El
(3 minutes)
- Benediction - The Right Reverend Horace W. B. Donegan
Bishop of New York
(3 minutes)
- "Fair is Fair" by the Cities Service World's Fair
Band of America.
- 2 - 4 p.m. Guy Lombardo and his Band play concert
at the Pavilion.
- 4 p.m. Premiere performance of Ferde Grofé's
World's Fair Suite by full symphony
orchestra under direction of Paul
Lavalley at Tiparillo Band Pavilion.

(more)

- 5 - 5:40 p.m. Concert at Tiparillo Band Pavilion
by Cities Service World's Fair
Band of America.
- 6 - 7 p.m. Dinner.
- 8 - 8:40 p.m. Concert at Court of Universe by
Cities Service World's Fair Band
of America.
- 9:20 p.m. Fountain of Planets Show.

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