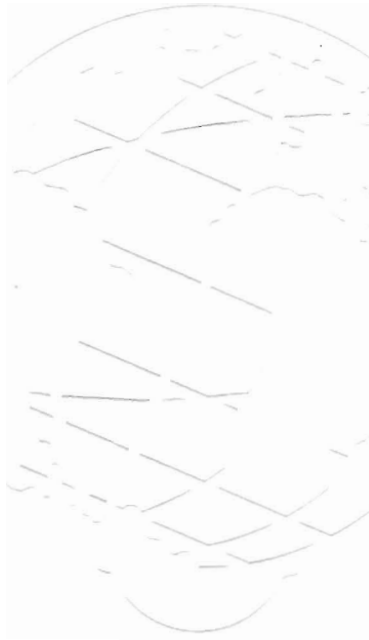




New York World's Fair



Re-Opening Day

April 21, 1965

Foreword

I am repeatedly asked for a definition of the Fair and a guide to its wonders. What indeed is a Fair? A Fair is an Olympics of Progress. It spells mass production, the amazing fruits of the Industrial Revolution, the hopes and triumphs of the democratic process, a baffling search for common international ground, temples of religion and prayer, the march of science around the globe and into space, the arts from primitive to abstract, the wealth of Ormus and Ind, the jewels of the Count of Monte Cristo, cargoes of ivory, apes and peacocks, food and wine from the Terrace Club to the Brass Rail and amusement in a thousand guises. Whatever man has thought and wrought, we have it, something for all to last them through their lives.

In simple terms, using superlatives only where they are provable and justified, the New York World's Fair is the greatest Fair in history. It reopens today, April 21, 1965, with every prospect of larger attendance, respect and approval. It was visited last year by more people than any other American exposition, exceeding Seattle in 1962, New York in 1939 and 1940, Chicago in 1933 and all others. It drew a larger gate in dollars than any other Fair, and it has thus far contributed over half a billion dollars to the economy of the metropolitan area. Its permanent benefits to the City after the Fair include a comprehensive expressway system, a modern marina, the Shea Stadium, a Zoo and Botanical Garden, the nucleus of a Hall of Science and many other improvements.

Among new attractions this summer are the Hall of Presidents, the Winston Churchill Exhibit, the new Florida Exhibit, including an exciting water ski show at the Amphitheatre, and numerous other Lake Area Improvements, a People-to-People International Fiesta, added attractions in the International Area, the completed Belgian Village, the new Bourbon Street, and scores of other improved exhibits, most of them free.

Some of us have been lucky enough to have witnessed the dramatic rise of Flushing Meadow from a mountainous ash and garbage dump to glory at the first World's Fair, then watched it subside into innocuous desuetude broken only by temporary occupancy of the United Nations General Assembly, and now see it burgeoning again as World's Fair Two. When the cloud-capp'd towers are gone and the insubstantial pageant has faded, and only the Great Globe remains as a symbol, we shall somehow have the greatest urban park of all time.

If the visitor had eyes with a thousand facets, he could not see the Fair in a day. He would merely see too much of too little and it would all be distorted. Businessmen find at the Fair the latest goods and marketing trends, scientists, senior and junior, the most ingenious discoveries and inventions, the evangelical evidence of both faith and works, vacationists a change, tourists a trip around the whole world within Flushing Meadow, and children fun.

The philosopher finds at the Fair the dramatic record of the problems which have agitated man since before the dawn of recorded history, his origin, adaptation to environment, mutation, rise and future,

free will and predestination, the laws of conservation, dissipation and degradation of energy, the relation of food to human fertility, population control by war, famine and pestilence, industry versus agriculture, healthy competition of diverse peoples on a shrinking globe and senseless rivalries which spell war.

Viewing the Fair as a great summer university and unique opportunity for world travel at home, it is a little difficult to prove to those concerned exclusively with crowds, gate receipts and midways that shills and shooting galleries are not more important than the promotion of international friendship, education, culture, industrial progress, trade, transportation, the march of our states and the immanence of the Deity in the new universe of atoms, energy, space and scientific discovery. These higher objectives are by no means inconsistent with fun at the Fair. It is all a matter of emphasis.

Local coolness about the great attractions at the Fair has puzzled outsiders. As a result they ask logically, "What is the matter with New York with all its magnetism, its record of coexistence of diverse peoples and its towering accomplishments?" We shall have to listen to the diagnostician if we expect a cure and a recovery. We claim we have the talent in abundance, but admit that it is often too busy laying up treasures and commuting to bother about the city. We know that the rank and file are sound and civic-minded, but that the mighty truth is slow to break through and prevail.

No one who does not love his city more than himself can do anything for it. The heart of New York is sound and quiet, but it's all hell to reach it. The great hinterland thinks New York is alien, envies its wealth, fears its sophistication, and tends to accept us at our own most critical valuation. We can, however, change this. It is one of the tasks of the World's Fair. We must shoulder the burden. It is significant that the numerous unsolicited, generous and enthusiastic letters of praise of the Fair come mainly from visitors from outside the metropolis who appreciate the extraordinary opportunity to crowd a lifetime of education into a week.

The Fair means much to New York that New York does not as yet appreciate. We are beginning to overcome our provincial insularity. The latent dislike of Gotham on the part of older stocks and of foreigners is dying out. The opportunity to help overcome such handicaps alone would justify the Fair if there were not a myriad of other prospective benefits. We have a brave show here to which the whole world will repair in even greater numbers to learn, enjoy and store up memories. They will give New York credit.

Pessimism is not in the American tradition. It is not entertained by common folks who have nothing but their native piety, pioneer instincts and irrepressible hopes and aspirations to guide them. They continue to have faith in the improvability of man, faith above and beyond reason, physics and even history. The average human mind simply rejects the facile theory of the degradation of man and matter, and continues stubbornly to believe that the physical world is not giving out and that the course of mankind is more or less steadily upward. Our World's Fair is dedicated to this belief and in this sign we shall conquer.

A handwritten signature in dark ink, appearing to read 'Robert Moses', with a stylized, flowing script.

ROBERT MOSES

SCHEDULE OF EVENTS

April 21, 1965

- 8:30 A.M. Ribbon Cutting Ceremony at Gotham Gate (Gate #1).
- 9:15 A.M. Official Flag Raising at Main Flag Staff, Court of the Universe.
New York City Fire Department Color Guard.
- 9:30 A.M. Re-Opening Day Parade starts.
- 10:25 A.M. First units of Parade enter Singer Bowl.
- Parade Marshal: General W. E. Potter,
Executive Vice President, New York World's Fair.
- 10:55 A.M. Abebe Bikila of Ethiopia, Double Gold Medal Winner of the Olympic Marathon, completes his run from the Arsenal Building in Manhattan and presents a scroll to the Honorable Mario J. Cariello, President of the Borough of Queens.
Accompanying Abebe Bikila is Mamo Wolde, number two Ethiopian long-distance runner.
- Borough President Cariello responds.
- Presentations to Abebe Bikila and Mamo Wolde by
Governor Charles Poletti, *Vice President, International Affairs
and Exhibits, New York World's Fair.*

Re - Opening
New York World's Fair
Flushing Meadow

April 21, 1965

Singer Bowl

THE NATIONAL ANTHEM	THE CITIES SERVICE WORLD'S FAIR BAND OF AMERICA Conducted by PAUL LAVALLE
SOLOIST	WILLIAM WALKER, Baritone Metropolitan Opera
PRESIDING	THE HONORABLE ROBERT MOSES President of the New York World's Fair
INVOCATION	HIS EMINENCE FRANCIS CARDINAL SPELLMAN Archbishop of New York
ADDRESS	THE HONORABLE THOMAS J. DEEGAN, JR. Chairman of the Executive Committee New York World's Fair

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THE HONORABLE ROBERT F. WAGNER
Mayor of the City of New York

ADDRESS

THE HONORABLE NELSON A. ROCKEFELLER
Governor of the State of New York

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THE CITIES SERVICE WORLD'S FAIR BAND OF AMERICA

BLESSING

THE REVEREND DOCTOR JULIUS MARK
Senior Rabbi, Congregation Emanu-El

ADDRESS

THE HONORABLE WILLY BRANDT
Governing Mayor of Berlin

ADDRESS

THE VICE PRESIDENT OF THE UNITED STATES

BENEDICTION

THE RIGHT REVEREND HORACE W. B. DONEGAN
Bishop of New York

HONORS TO THE VICE PRESIDENT OF THE UNITED STATES
First United States Army Band, Fort Jay, Governors Island, New York

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American Locker Company
American Machine & Foundry Monorail
Arlington Hat Company, Inc.
Astral Fountain
Atomedic Hospital
Austrian Pavilion
Auto Thrill Show
Avis Antique Car Ride
Avis Pan American Highway Ride
Bargreen Buffet
Belgian Village
The Bell System Exhibit
Berlin Pavilion
Better Living Center
BFE Aerial Tower Ride and Waffle Restaurant
The Billy Graham Pavilion
Bourbon Street Pavilion
Brass Rail Food Service
British Lion Pub
Caribbean Pavilion
Carnival
Centro America Pavilion
Pavilion of the Republic of China
Christian Science Pavilion
Chrysler Corporation—Autofare
Chun King Inn
Chunky Square
The Church of Jesus Christ of Latter-Day Saints
Sir Winston Churchill Center
Clairol Color Carousel
Classic Cars
The Coca-Cola Company Pavilion
Continental Park
The Continental Insurance Companies Pavilion
Dancing Waters
Demonstration Center
Pavilion of Denmark
DuPont—Wonderful World of Chemistry
Dynamic Maturity Pavilion

Eastern Air Lines—World's Fair Air Terminal
Equipment for Fairs, Inc.—Baby Strollers
The Equitable Life Assurance Society Pavilion
Festival of Gas
First National City Bank Service Branches
Florida Pavilion
Ford Magic Sky Ride
Formica World's Fair House
Fountain of the Continents
Fountain of Planets
Fountains of Progress
Garden of Meditation
General Cigar Hall of Magic
General Electric Progressland
General Foods "Archways to Understanding"
General Motors Futurama
Pavilion of Greece
Greyhound at the World's Fair Post House
Pavilion of the Republic of Guinea
Hall of Free Enterprise
Hall of Science
 Abbott—Chemical Man
 American Cancer Society
 American Chemical Society
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 Atomic Energy Commission
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 General Aniline & Film—World of Color
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 The Upjohn Company—The Brain
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Hearst Metrotone News
Hertz Travel Center
Hollywood, U.S.A. Pavilion
Pavilion of Hong Kong
House of Good Taste
House of Japan
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Pavilion of India
IBM Pavilion
International Plaza
Pavilion of Ireland

Japan Pavilion
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 Johnson Wax Golden Rondelle
 Pavilion of the Hashemite Kingdom of Jordan
 Kodak Pavilion
 Pavilion of Korea
 Pavilion of Lebanon
 Lectour Radio Rental
 "Les Poupées de Paris" Puppet Theatre
 Log Flume Ride and Funland
 Long Island Exhibit by the Long Island Rail Road
 Lowenbrau Gardens
 Lunar Fountain
 Pavilion of Malaysia
 Maroda Lake Cruise and Amphicar Ride
 Maryland Pavilion
 Masonic Brotherhood Center
 Mastro Pizza Pavilion
 Medo Fair Corporation
 Pavilion of Mexico
 Minnesota Pavilion
 Missouri Pavilion
 Montana Pavilion
 Moroccan Pavilion
 National Maritime Union
 NCR Pavilion
 New England States Pavilion
 New Jersey Pavilion
 New Mexico Pavilion
 New York Airways
 New York City Pavilion
 New York State Pavilion
 Nik-O-Lok Company
 Oklahoma Pavilion
 Oregon Pavilion
 Pavilion of Pakistan
 Pavilion of Paris
 The Parker Pen Pavilion
 Pavilion of American Interiors
 Pavilion of Fine Arts
 People-to-People Fiesta
 Pepsi-Cola Presents "It's a Small World"
 Philippine Pavilion
 Polynesian Village
 Port of New York Authority Heliport
 and Exhibit—"From Every Horizon"
 The Protestant and Orthodox Center

RCA Color TV Pavilion
 Rheingold—Little Old New York
 Russian Orthodox Church Exhibit
 Santa Maria
 Schaefer Center
 The Scott Enchanted Forest
 Sermons from Science
 The 7-Up International Sandwich Garden
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 Sinclair Service Stations
 The Singer Bowl
 SKF Motion Engineering
 Socony Mobil Driver Game
 Solar Fountain
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 Pavilion of the Republic of the Sudan
 Pavilion of Sweden
 Pavilion of Switzerland
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 Swiss Skyride
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 Top of the Fair Restaurant
 Tower of Light Pavilion
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 Vatican Pavilion
 Pavilion of Venezuela
 Walter's International Wax Museum
 WBT 2000 Tribes Pavilion
 West Virginia Pavilion
 Westinghouse Time Capsule
 Wisconsin Pavilion
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 World's Fair Marina
 World's Fair Post Office

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