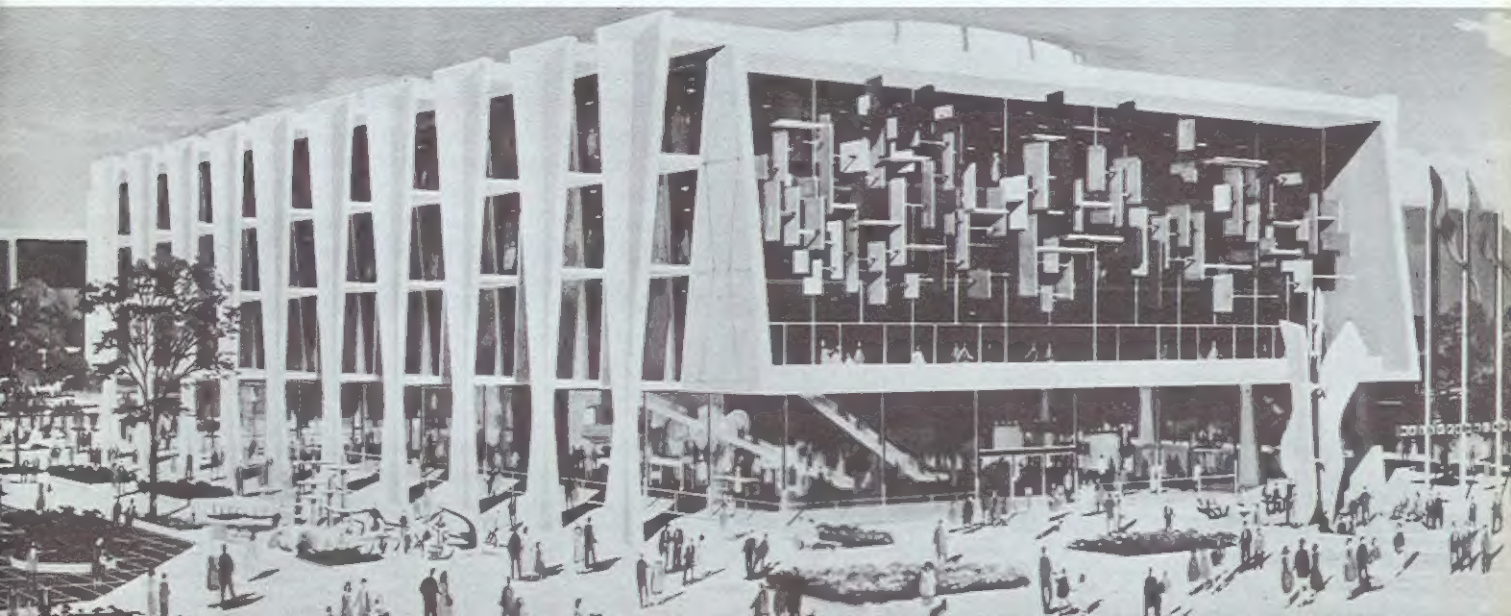


FEBRUARY 14, 1963

# THE HALL OF EDUCATION

GROUNDBREAKING AT THE NEW YORK WORLD'S FAIR 1964-1965



Excerpts from remarks by World's Fair and Hall of Education officials, and special guests at the Hall of Education groundbreaking ceremonies, New York World's Fair, Thursday, February 14, 1963.

DR. LEONARD P. STAVISKY [Executive Vice President, International Fair Consultants, Inc.]: February 14, 1963 marks the groundbreaking of the Hall of Education at the New York World's Fair. For the first time in World's Fair history, an entire pavilion will be devoted to the world of education.

This project dramatizes the interaction between industry and education.

Exciting programs will originate from the Hall of Education. Special areas will be devoted to the School of Tomorrow, Library of the Future, Science and Industry,

the Audio-Visual Center, Teaching Machines and Programmed Instruction, an Adventure Playground, Vocational Training, the Fine Arts, the Story of Writing, Health and Medicine, Vacationland, the World of Youth, Educational Tours, a Model Book Store, Public Opinion Polls and an Information Retrieval Center.

Dialogues in Depth — a series of informal discussions with the great minds and personalities of our time — will originate live from the Hall of Education's Demonstration Center and will be preserved on film and tape as a compendium of living history and a legacy to the future.

Over fifty nationwide associations are participating in the planning and development of the Hall of Education program, and many are scheduling meetings and conventions to coincide with special events at the pavilion.

We are grateful to the distinguished educators, led by Dean Harry J. Carman and Dr. Robert M. MacIver, who have given wise counsel and advice. We are proud of our exhibitors who will participate in this prestige setting.

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**Cover:** Rendering of the Hall of Education, with its futuristic columns framing the wedge-shaped main structure. At the main entrance, a new symbol of education, selected through a nationwide competition, will be unveiled for the first time. Architects, Frederic P. Weidersum Associates; contractors, Cauldwell-Wingate and Vermilya-Brown.



We also wish to thank our associates who have cooperated with International Fair Consultants in the planning and development of this project — Frederic P. Wiedersum Associates, Cauldwell-Wingate, Vermilya-Brown, Straus-Duparquet, Supronics Corporation and Raymond Loewy-William Snaith. Finally, we want to acknowledge the presence here today of a man to whom we turned for guidance and friendship — former president of General Electric, Mr. Charles E. Wilson.

I should like to acknowledge the work of several dedicated individuals who have rendered service above and beyond the call of duty: Dr. Nathan Dechter, L. Edward Masin, Miss Ann McLaughlin and Dr. Charles M. Fonck.

MARTIN STONE [Director of Industrial Section, New York World's Fair 1964-1965 Corporation]: While I was in California, I had the opportunity to listen to Governor Brown being interviewed on the TV show "Today." Governor Brown was quite sure in his mind that there was one factor above all else that is making California the great State that it is today, and that is education. Industry is being attracted to California because of the educational force that is being built there.

Similarly, we want you to know that in this World's

Fair, which Mr. Moses describes as an Olympics of Progress, we recognize that education must be displayed before all the world. So that this Hall of Education is not only an opportunity, it is a responsibility. We know that in Dr. Stavisky's hands we will have at this Fair an educational exhibit of which we can all be proud.

HARRY HERSHFELD: New York in itself is a World's Fair. All over the City, the whole facade is changing.

They are putting up apartment houses, office buildings, cooperatives. In one part of the City, a beautiful house of worship was going up. In the process of construction, a fellow walked over and said: 'That's a beautiful house of worship. What denomination is it?' And the other fellow replied: 'I can't tell you. We're putting it up on speculation.'

Now, you invited us all here on opening day, the 22nd of April, 1964. I won't forget. You don't forget.

Of all the things in the World's Fair, this Hall of Education pinpoints it all. Nothing in this Fair would be here if it weren't for this Hall of Education. Let's keep it up. Invite me again. I'll be here.

DR. JAMES E. ALLEN [Commissioner of Education, State of New York]: A World's Fair is always an exciting event, as evidence of progress already made, and as harbinger of things to come. A Fair is a source of pride and a stimulus to further achievement.

With education assuming ever-increasing prominence in our society, I believe that the Hall of Education will be one of the most significant buildings in the entire Fair. The programs and activities carried on here will be, in the far reaches of the future, most influential and lasting.

The concept behind the Hall of Education is an intriguing one — to tell the story of American education — its past, present, and primarily its direction toward the future. The School of Tomorrow, which is to be the central feature, will challenge our imagination and foresight.

It is possible to forecast some of the features of the School of Tomorrow. It will be a veritable electronic wonderland, served by computers, television, individual learning centers and many other miracles of technology. But despite all the wonders of the electronic age, the heart of the endeavor will still be the teacher, the person skilled in curriculum and instruction who will continue

to be the most vital factor in education.

DR. GRAYSON L. KIRK [President of Columbia University]: Those of us who are sufficiently interested in the field of education have many reasons for which to be grateful to those who have planned this great exposition. I am grateful to those who have planned the location of the Hall of Education. I see on the map that it is comfortably located between two insurance companies, and flanked on either side by AT&T and IBM. I think this is an admirable arrangement which guarantees safety and security for the Hall of Education.

Throughout the world today, educational dimensions have entirely changed. Until very recently in human history, education was regarded as a privilege of a few who, either through wealth or through status or position, or through dedication to a life of austerity, had opportunities to enjoy it. But today throughout the world, beyond the basic requirements of existence of food, shelter and clothing, the demand for education has become almost the next commodity in desirability.

Burdens are placed upon those of us who represent institutions in the field of education. The burden will





Attending Hall of Education groundbreaking are, left to right: L. E. Masin, Monsignor Eugene J. Molloy, Dr. Leonard P. Stavisky, Dr. Grayson L. Kirk, Dr. James E. Allen, Dr. Nathan Dechter, Harry Hershfield, Charles E. Wilson, Frederic G. Wiedersum, Dr. Immanuel Jakobovits and Guy Rothenstein.

continue to be great upon us for a long time to come because we are absorbed with our own problems, faced by the rising numbers of those who seek education at higher, ever-higher levels. There is a burden upon those who are more and more aware of what education can contribute to the welfare and progress of our society, and, happily, an increasing burden placed upon our great institutions for the conduct of more scientific and technological research, and for research in fields far removed from science and technology.

As we look at these immense challenges now placed before the world, we are grateful for the opportunity that will be presented to us in this Hall of Education; not only to demonstrate what we think ought to be done, what we have perhaps accomplished, but above all what we hope we will be able to do in the future, not only for ourselves, but for a great many others.

HONORABLE KENNETH B. KEATING [United States Senator, State of New York]: I am deeply honored to mark with you today the dedication of the splendid dream to which you are now giving substance, the Hall of Education. The breaking of ground since time began is the act of a man who is planting a seed.



Senator Kenneth B. Keating (left) and Fair President Robert Moses were featured speakers at the Hall of Education groundbreaking ceremony.



Our planting today will grow and flower as food for the mind, for the Hall of Education will be at once a living expression of man's eternal quest to know, and our recognition of how vital, how precious, how sacred is that quest.

It is eminently fitting that education should have a focal habitation at the New York World's Fair. It is fitting as well that education is here related not with a nation alone, but with the world, that this building has its true foundation on the vast territory of the earth itself, because education is not an island but a universe — touching all men, shaping all men, a life force without nationality, a language that knows no barriers, because it is itself a denial of barriers.

Today it is an epic irony of history that we are bent on discovering new worlds before we have fully discovered our own world — discovered it in the deep and real sense of exploring the spirit and imagination of man. We speak of captive people. Illiteracy too is a jailor, imprisoning half a world in ignorance. The conquest of illiteracy is a mining of great untapped resources, a liberation of intellectual forces that could have a transforming effect upon the future of mankind.

Let this, therefore, be the century of light. This Hall of Education will stand before us as a symbol of the sublime victory of light over darkness. This indeed was the concept of the imaginative and far-seeing creators of the idea that is to be concretized in the Hall of Education. It will serve as a dynamic workshop wherein the teaching and learning process will in a sense go to school for the purpose of improvement. The doors of the future will be opened here, leading to new methods, new techniques, new advances designed to meet the new needs, challenges and opportunities of an expanding nation.

May this splendid realization — the Hall of Education — help to light our people, our nation, our civilization, toward a destiny enriched and ennobled by the mind of man.

DR. STAVISKY: Not only do I present the President of the New York World's Fair 1964-1965 Corporation, but I am honored to present Dr. Robert Moses.

ROBERT MOSES: In the rarified atmosphere in which I operate, I learned long ago to hide a Phi Beta Kappa key and to say absolutely nothing about a Ph.D. I must

say though that I was kind of pleased to hear the other day that my small granddaughter has been elected a Phi Beta Kappa at Radcliffe, so it's still in the family.

But these are things that are all very well in this gathering here, but in the more or less political atmosphere in which I have had to operate for years, you hide the hood and the Phi Beta Kappa key, and then you have a chance to get along among the roughnecks. I am very much pleased on behalf of the Fair management, to welcome this Hall of Education. It's been one of the gaps in our program, and a gap that we've been very anxious to fill, and which apparently is going to be filled admirably.

There has been a tendency in New York and perhaps in some of the outlying sections, in the hinterlands, to emphasize what appears to be lacking in the Fair, rather than what we have accomplished, and to draw attention to the absence of, for example, the USSR, the British Commonwealth, the state of Israel, some important factors in the railroad and air transportation industries, and some other absentees. They are not numerous. In the main, not terribly important. I would be less than frank if I didn't say that I think it's unfortunate that we don't

have a first-rate health and medicine exhibit. I don't know why. We tried every possible way to get it. We tried through the medical societies, we tried through the foundations which have put a good deal of money into that sort of thing — but that has not been successful.

That by the way was the second most popular exhibit at the 39-40 fair. Second only to General Motors, measured in the only way you could measure those things — by actual turnstile attendance. I am sorry that the United Kingdom isn't in, and it would be futile to speculate as to the reasons for it. I have foreseen, as most of us here have who have had any close relations with Canada, that Canada would not come in but it seems an almost incredible thing that we have been unable to get the Canadians, on the other side of an unguarded border — people with whom some of us worked, without even a contract on huge power projects — it has been astonishing that they haven't been in the Fair.

But these absentees shouldn't be emphasized. Half of them are coming in, half of the gaps are being filled. This is a very important one, as I said, that is filled by the Hall of Education. It's much better to dwell on what you have here than on what's missing. We have a larger



number of foreign nations than have been in any world's fair before. Among the new foreign nations are proud and ambitious, completely inexperienced, and very poor countries, which are reaching out to establish democracies, republics, or whatever you want to call them — over night. Something some of us have some lingering doubts about. In any event, quite a few of them are coming in.

Almost all the big industries are in. All of the states which have funds and legislative sessions ready to act are in the Fair. The U.S. Government is in; the City of New York is in. The transportation industry excepting air and rails, as I indicated before, is in the Fair, and they are in the Fair in a big way. And to give you some idea, to get away from generalities, of what this adds up to — the arterial program in and immediately adjacent to the Fair, runs to a total of between 300 and 400 million dollars. There is more arterial work going on here in this narrow compass than in any other corresponding urban area in this country or elsewhere and that is not an exaggeration. These are permanent improvements that would have been made sometime, anyway, but they have been expedited in order to get them ready for the Fair.

I don't know how long it would have taken had there



Dr. Leonard Stavisky and Dr. Nathan Dechter break ground for the Hall of Education.

been no Fair, for them to be realized, but a long time in any event. In the last Fair, General Motors made no public announcement of what it spent, but I figure that it was somewhere between 7 and 8 million dollars. This time it is above 36 million dollars. Florida is up to 27-28 million dollars, and these are magnificent exhibits, and they are free — there won't be any extra charge to get into them.

It's going to be quite a place in those two years. I don't think that any of you need to worry much about our opening on time, there may be some things that are lagging. I don't anticipate any labor difficulties — we have a no strike pledge by Harry Van Arsdale, Jr. and Peter J. Brennan and the other labor leaders. They have always respected their pledges as far as I am concerned, and I assume they will keep this one.

We may run into some very high costs due to delays, double time, over time — but we'll get the Fair open, and it will be substantially if not entirely finished and I think entirely finished. There isn't much time to finish any project that's just starting, like this one. If you look at these signs — there doesn't seem to be one here in this room — but here's the number of days until the opening

of the Fair and the number of working days. That's one of these little gadgets that some of us have used for the last 20 or 30 years to impress upon people the fact that time is passing, and they can't delay very long.

Now we assume that you are going to pitch in, and not only get your building up but install the exhibits which have been described today, and all I can say in closing is that I thank you for this Hall, and that we will all meet again here when it finally opens.

Now this is the symbol of the Fair on one side and the coat of arms of the City of New York on the other. And it's given to you on the occasion of the groundbreaking today.

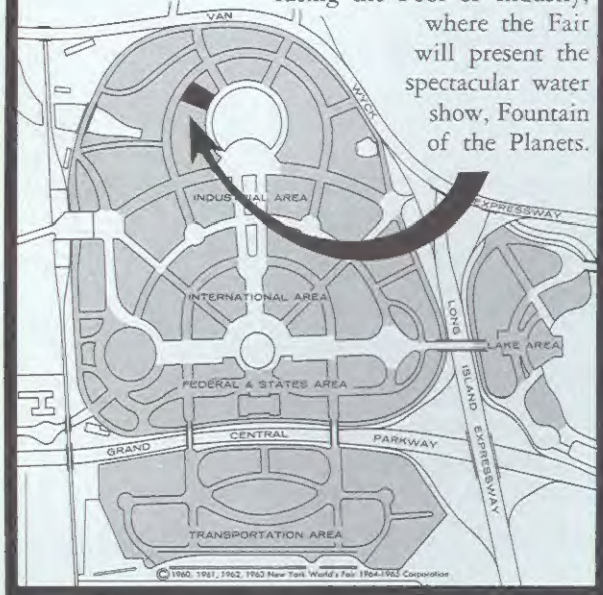
DR. STAVISKY: Speaking for my associates in International Fair Consultants, our cooperating companies and our exhibitors, I want to thank the World's Fair for its expression of faith and confidence in the Hall of Education. I am very proud to accept this official medallion in their behalf.



# P R O G R A M

## THE HALL OF EDUCATION

is located on a 50,000 sq. ft. plot,  
facing the Pool of Industry,  
where the Fair  
will present the  
spectacular water  
show, Fountain  
of the Planets.



- Invocation:** Very Reverend Monsignor Eugene J. Molloy  
Associate Superintendent of Catholic Schools  
Diocese of Brooklyn
- Welcome:** Dr. Leonard P. Stavisky  
Hall of Education
- Greetings:** Mr. Martin Stone  
Director of Industrial Section  
New York World's Fair 1964-1965 Corporation
- Introduction of Special Guests:** Mr. Charles E. Wilson  
Past President, General Electric Co.
- Remarks:** Mr. Harry Hershfield
- Remarks:** Dr. James E. Allen  
Commissioner of Education  
State of New York
- Spiritual Message:** Rev. Stanley H. Topple  
New York Bible Society
- Remarks:** Dr. Grayson L. Kirk  
President  
Columbia University
- Address:** Honorable Kenneth B. Keating  
United States Senator
- Address:** Honorable Robert Moses  
President  
New York World's Fair 1964-1965 Corporation
- Presentation of World's Fair medallion to Hall of Education**
- Benediction:** Dr. Immanuel Jakobovits  
Rabbi  
Fifth Avenue Synagogue



## HALL OF EDUCATION

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UNISPHERE

presented by  United States Steel

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