

DEDICATION  
CEREMONIES  
AT THE  
NEW YORK  
WORLD'S FAIR  
1964-1965

# The Coca-Cola Company Pavilion

May 7, 1963





Cover:

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Artist's conception of The Coca-Cola Company Pavilion. A feature of the building will be a 120-foot "Tower of Music" rising from a center court. The tower will house the world's biggest and finest electronic carillon. The theme of the exhibit will be "World of Refreshment." Another attraction will be a seventeen minute trip around the world. A three-position sending and receiving station will be installed for operation by members of the American Radio Relay League.

Excerpts from transcription of remarks by executives of The Coca-Cola Company and World's Fair officials at dedication ceremonies, New York World's Fair, Tuesday, May 7, 1963.

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RICHARD C. PATTERSON, JR. [Chief of Protocol]: Distinguished guests and ladies and gentlemen. It's a great pleasure to be here today for the announcement and dedication of the Coca-Cola "World of Refreshment."

Our first speaker has a dual relationship. He's chairman of the executive committee of the World's Fair, in which role he has seen this beautiful spectacle grow from its infancy; he was one of the three or four who coined the idea of a World's Fair four years ago. He is also a particular friend of The Coca-Cola Company. He graduated from Fordham University, has been a newspaper man, a prominent business executive, has practiced public relations for over twenty-four years, and at present serves on the board of many large companies. He is chairman of his own firm, which has its headquarters in New York, and offices in Washington, Los Angeles and Paris. And in 1962 President Kennedy appointed him to the Board

of Visitors of the U. S. Naval Academy. I have pleasure in giving you Thomas J. Deegan.

THOMAS J. DEEGAN, JR.: Thank you, Mr. Ambassador. That's a tremendous buildup for a fellow who is just going to be a catalyst here for about thirty seconds.

We reach now the "Pause that Refreshes" in this great project of the World's Fair, and I am sure that the seventy million persons whom we expect to come during the two years of the Fair will almost reach the seventy-one million Cokes which are consumed around the world every day. So we do have a great deal in common.

I will now introduce someone who needs no introduction, the chairman of The Coca-Cola Export Corporation, a walking symbol throughout the world of The Coca-Cola Company, Postmaster General James A. Farley.

JAMES A. FARLEY: Mr. Deegan, Commissioner Moses, Mr. Gimbel, distinguished ladies and gentlemen, including our prize winner from Mobile, by way of Louisville, Kentucky. It is a pleasure to be in the Coca-Cola business and to be with you today, and to share with you our plans and enthusiasm for the Fair. As a New Yorker, I take great pride in witnessing the increased tempo which ultimately will result in the finest international exhibition ever conducted anywhere in the world.

It takes a great vision, courage and perseverance to deliver such an achievement. A similar vision has been required through the years by the leaders of our company,

because today we are the most internationalized product in the history of man, available in over 118 countries throughout the world. We anticipate that this achievement in a free society will not be lost on all the visitors to the Fair, including the many thousands who will come here from foreign lands. It would thus be essential that plans for Coca-Cola at the Fair be universal in concept, appeal to people of all ages, all nationalities and from all walks of life.

As you can see by this model, we will erect a landmark at the Fair — a 120-foot "Tower of Music." It will be the musical voice of the Fair. In this tower will be installed the largest and finest carillon in the entire world. Its tones will be heard throughout the Fair. Leading carillonners from all over the world will come to the Fair to entertain visitors.

The carillon will strike the time of day, it will participate in the official functions of the Fair and will participate in the events of the various nations, states and cities. The setting and the use of the carillon will be exciting, and add to the festive overtones of the Fair.

We are honored to announce that the American Radio Relay League will install a communication center for amateur operators, with the finest such facility ever installed for use in communication between amateurs throughout the world. An announcement of this ceremony today will be sent to 350,000 amateur operators tonight on a special broadcast.

Because we are international in our thinking, it is only natural that we should include a foreign theme in our pavilion to be known as "World of Refreshment." The actual contents of the building will remain a secret until a future date. However, I can say this: The Coca-Cola Company Pavilion will provide an exciting visit to exotic foreign lands. We will provide additional communications constantly with the rest of the world. A fabulous foreign land surely awaits our visitors.

Commissioner Moses, we of Coca-Cola are glad to be here, and to look forward to a most exciting exposition and it will be great because you are in charge, because I know of no one else who could make this possible. Good luck and God bless you.

**RICHARD PATTERSON:** Thank you, Jim. Like Jim Farley, the next speaker literally needs no introduction, but I'd like to say just one word, and that is that he is well known throughout the world for having dedicated his life to the service of the public, city, state and nation — I give you the Honorable Robert Moses.

**ROBERT MOSES:** The older I get to be, the less patience I have — the less confidence I have in forms of government and charters and constitutional amendments and things of that kind. We have to depend upon people — men, to do things. And as some sage has remarked, every successful institution is the lengthened shadow of one man. And Jim Farley is my idea of the right kind of lengthened shadow to have. Jim Farley has not only

intelligence, which isn't so rare in the world; he has courage, and he has loyalty, and he's never found it worth while to speak anything but the truth.

We're all familiar with Coca-Cola's international appeal. It has been suggested by a shrewd observer that the unifying impulses of the world, the ties that bind all peoples, are soft drinks and beer. At the Fair, we like to think of your carillon as echoing — as Jim has said — beyond Flushing Meadow to the utmost reaches of the globe. We are pleased also that The Coca-Cola Company is providing space for Bill Leonard and his numerous ham radio friends. Ham and Coke are as close as the wall paper and the wall. Congratulations, Jim Farley.

**RICHARD PATTERSON:** I have pleasure in giving you Mr. Paul Austin, the president of The Coca-Cola Company.

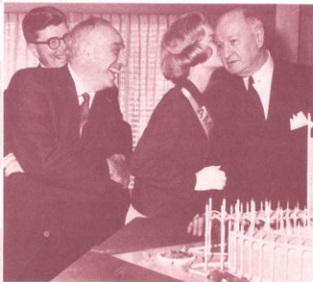
**PAUL AUSTIN:** Thank you very much, Mr. Patterson. I love the brevity of these speeches and I will be right in conformity, but before we present a little token of our esteem for Mr. Moses, I'd like to give one or two statistics about the carillon which might be of interest to you.

It will have 610 electronic bells, almost 100 more than have ever been put into this type of musical instrument. Were these bells to be made of the traditional cast type of bell made of bronze, the instrument would have to weigh 500,000 lbs. So we are using electronics, in order to



Robert Moses  
accepts token of  
carillon from  
J. Paul Austin,  
president of  
The Coca-Cola  
Company.

Diane Sawyer of Louisville,  
Kentucky, America's Junior  
Miss is shown kissing  
James A. Farley, chairman  
of the board of The Coca-Cola  
Export Corporation, while  
J. Paul Austin, president of  
The Coca-Cola Company, and  
Robert Moses, president of  
the Fair Corporation look on.





**America's Junior Miss Diane Sawyer and James A. Farley, chairman of the board of The Coca-Cola Export Corporation, look over the site of the Coca-Cola Exhibit at the Fair.**

achieve the same effect.

We will, of course, make the instrument available to the Fair officials, and in order that we may all realize what this instrument means, you would be interested in knowing that there haven't been too many of them made, and they have been placed in some of the most outstanding spots in the world. Let me tell you of just a few to give you an example: the Bok Singing Tower in Florida; the U. S. Air Force Academy in Colorado Springs; the Arlington National Cemetery in Arlington, Virginia; the national shrine of the Immaculate Conception in Washington, D. C.; the Hollywood Bowl in Hollywood, California; the Vienna Opera House; and the North American College in the Vatican in Rome.

Our company, The Coca-Cola Company, exists for only one reason: to be a service organization. We exist to service the bottlers of Coca-Cola in various ways, and I was interested in Mr. Patterson's very brief and very appropriate introduction of you, Mr. Moses, that your life had been dedicated to service. We and you are two entities that have been in a long series of adventures, and all of them dedicated to service. This carillon is designed to be of service to you, sir, and to the Fair. I'd like now to give you a little token of the carillon. That is not an electronic bell. You can put that on your desk to call your secretary.

Now it is a pleasant duty of mine to introduce some of our people who will be active here at the Fairgrounds,

but first I'd like to present a very lovely young lady, Miss Diane Sawyer, who is America's Junior Miss.

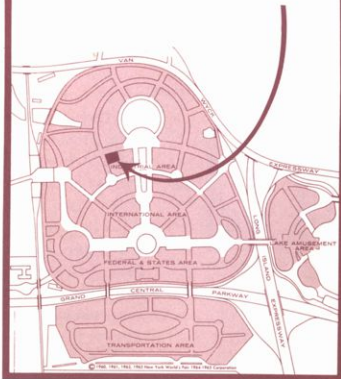
DIANE SAWYER: Thank you. First let me say how excited and grateful I am that I was included in this preview of the Coca-Cola Pavilion. In a few minutes, in the model room, Mr. Moses will be telling us more about the plans for 1964 and 1965. I'm as interested in this as you are, but before we go, may I say that I as well as my entire generation realize the contribution Coca-Cola has made to youth and education. And I regard this pavilion as a step in that direction in that it will provide not only wholesome entertainment but stimulating education as well.

During the coming summer, I'll be touring the United States, and I'll be able to spread the word about the New York World's Fair and the Coca-Cola "Tower of Music" will get top billing.

May I take this time to thank you Commissioner Moses, on behalf of my contemporaries, for working so hard to insure us such a wonderful, wonderful exposition. Thank you very, very much.

PAUL AUSTIN: And now I'd like to acknowledge the presence of Mr. Harold Sharp, president of our activity here at the Fair. I'd also like to introduce Mr. Henry Kahrs, vice president of "Refreshment at the Fair," who is in charge of our building, and Mr. Ted Duffield, vice president in charge of all that goes into the inside of the building.

**THE COCA-COLA EXHIBIT**  
will occupy a  
**46,314 sq. ft. site**  
in the Industrial Area







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J. PAUL AUSTIN, *President*  
JAMES A. FARLEY, *Chairman,*  
*The Coca-Cola Export Corporation*  
RALPH GARRARD, *Vice-President*

## Refreshment at The Fair:

HAROLD SHARP, *President*  
HENRY KAHRS, *Vice-President*  
J. E. DUFFIELD, *Vice-President*

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