

# UNITED STATES STEEL UNISPHERE CEREMONIES

MARCH 6, 1963



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AT THE NEW YORK WORLD'S FAIR 1964-1965

Following is a transcription of remarks by officials present at "first steel" ceremonies for Unisphere, held in the model room, New York World's Fair, Wednesday, March 6, 1963.

**RICHARD C. PATTERSON** [Chief of Protocol]: At this important ceremony I have the pleasure of presenting to you, your master of ceremonies, Mr. Thomas Deegan, chairman of the Executive Committee of the New York World's Fair 1964-1965.

**THOMAS J. DEEGAN, JR.:** Good morning, ladies and gentlemen. I'm sorry that we can't be outside on this great and auspicious occasion, and I'm just as glad that we, through the far sightedness of our management, have this ideal model room in which to escape the elements. We are here today to help the beginning of construction of the Unisphere, which is the symbol of the 1964-1965 World's Fair. As many of you are aware, the Unisphere, while standing as our symbol throughout the Fair, gains additional importance because of its permanence.

This spectacular piece of open stainless steel will for many years dominate the landscape of Flushing as one of the most important pieces of sculpture in the metropolitan area. People of two continents, two countries, and per-

hapse most significantly, two cities, are here today to participate in this memorable observance. The Honorable Robert Wagner, mayor of our city, is here, and later will extend an official welcome to you. We are also proud that the U.S. Commissioner for the Federal Pavilion, Norman K. Winston, is with us.

We welcome to the Baron Alexis de Gunzburg, president of the Eiffel Tower Corporation, and most particularly extend a cordial welcome to Mr. René Legrain Eiffel, who has come here to receive an award in honor of his grandfather Gustave Eiffel, from U.S. Steel, represented here this morning by Mr. Roger Blough, chairman of the board of U.S. Steel. We are delighted that you too could be here, Mr. Blough.

It is particularly appropriate that the ceremonies this morning link two great Fairs and two masterpieces in design and construction — Unisphere, and the Eiffel Tower in Paris. Built for the Paris Exposition in 1889, 75 years ago, the Eiffel Tower was conceived by Gustave Eiffel as a monument to the basic concept behind all international expositions — a better understanding and a closer union between all peoples of the world. Unisphere continues this tradition, for it is dedicated to the ever-pressing need for peace through understanding.

At this time I would like to present the Mayor of the City of New York, who just four years ago, as I stated a number of times previously, sat with a group of New Yorkers including myself, and discussed a world's fair

for New York in 1964 and 1965; and in August of that year, announced that this would be the greatest event of its kind in our time. I am happy to introduce the Mayor, who has come away from the pressing need of the newspaper strike discussions and a sleepless night to be with us today. Mayor Wagner.

**MAYOR ROBERT WAGNER:** Thank you very much Mr. Deegan. As the Mayor of our city and on behalf of its eight million people, it is indeed a pleasure to extend the salute of one great city to another. M. Eiffel, welcome to our country and to our city. It is especially fitting that we salute the most famous predecessor of Unisphere, the Eiffel Tower, symbol of France, symbol of Paris, and symbol of a great world's fair.

Paris is known not only for its glamour, its romance and excitement, but also for its important contribution to the spirit and development of international fairs and expositions. The Eiffel Tower, built for the Paris International Exposition of 1889, remains a permanent landmark in the skyline of Paris. We in New York City look forward to Unisphere becoming a permanent part of the New York landscape. Unisphere is more than a stainless steel reproduction of our earth; it is truly a symbol of man's achievement on a shrinking globe in an expanding universe.

In 1889 millions of visitors from all over the world visited Paris to behold the wonders, hopes and aspirations of their time at the International Paris Exposition; it was



Presentation of World's Fair medallions; left to right, William Berns (facing in), Fair vice president for Communications and Public Relations; Baron Alexis de Gunzburg, president of the Eiffel Tower Corporation; René Legrain Eiffel, grandson of famous engineer and builder Gustave Eiffel; Thomas J. Deegan, Jr. (in background), chairman of the Fair's Executive Committee; Fair President Robert Moses and Roger Blough, chairman of U.S. Steel Corporation, which is building the Unisphere.

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the greatest spectacle of its time. We are confident that the success of the New York World's Fair 1964-1965 will be equally successful.

**THOMAS J. DEEGAN, JR.:** Thank you Mr. Mayor. Conceived by the Fair, Unisphere I am told, could be executed only in steel. Because it would permanently beautify Flushing Meadow Park, it was logical that stainless steel was selected; and only natural that we turn to U.S. Steel Corporation, the world's largest producer of steel, to build Unisphere. As the Eiffel Tower embodied the new design and structural concepts of its time, so does Unisphere — the largest stainless steel structure yet to be built. It represents, in a way, the ultimate achievement of its day.

It is just two years ago that Mr. Moses, our associates and I sat in the office of the U.S. Steel Corporation with Mr. Blough to have a meeting of imaginations; and today the vision and enthusiasm expressed by the U.S. Steel Corporation and the management of the Fair Corporation have brought us to this memorable occasion. I am happy now to present the chairman of the board of U.S. Steel Corporation, Mr. Roger Blough.

**ROGER BLOUGH:** Thank you Mr. Deegan. It's a pleasure to join you and Mayor Wagner in greeting our distinguished visitors from France. The visit symbolizes Franco-American friendship just as this occasion symbolizes the best in the tradition of world's fairs. Displaying to millions the most advanced

skills, this new World's Fair will present a striking portrayal of contemporary culture. The people of U.S. Steel, almost 200,000 strong, feel privileged to design, fabricate and erect Unisphere as the symbol of the New York World's Fair of 1964-1965.

One of the most famous and majestic examples of structures which symbolized a world's fair was the Eiffel Tower, a structure which at the 1889 Paris International Exposition, thrust its graceful yet stalwart frame to a height of 984 feet, and still stands in all of its grandeur. This tower was the product of the genius and the daring of one of the great builders, Alexandre Gustave Eiffel who also pioneered the use of the materials of his day in structurally designed concepts for bridges, buildings and viaducts, even before his imagination and courage produced the great tower of which we speak.

And every American should be mindful that it was Gustave Eiffel who designed and built the framework of that revered symbol of freedom, that symbol of the unseverable bond between France and the United States, the Statue of Liberty. It's a signal honor for all of us that the grandson of Gustave Eiffel, René Legrain Eiffel, is present today as we mark an important milestone in the preparations for an exposition which will be, I am confident, the most magnificent showcase of cultural, industrial and technical attainments including those of America, that the world has yet seen.

It's most appropriate that as we begin the construction of Unisphere, we pause in tribute to a man whose technical

achievements have inspired so much progress in building and in design. It's equally fitting that we bear in mind — as Mayor Wagner and Mr. Deegan have asked us to do — the strong link between two cities, Paris and New York, between two world's fairs; 3,000 miles and 75 years apart, but linked closely in spirit.

M. Eiffel, it is my great privilege to present to you this stainless steel plaque honoring the memory of your grandfather and inscribed as follows:

*Man's achievement in an expanding universe. Eiffel Tower 1889, Unisphere, 1964. Commemorating start of construction of Unisphere. The theme symbol of the New York World's Fair, 1964-1965, and honoring Gustave Eiffel, magician in iron, engineer, designer, master builder, innovator, and creator of Eiffel Tower, symbol of the 1889 Paris International Exposition.*

**RENÉ LEGRAIN EIFFEL:**

Mr. Mayor, Mr. President, ladies and gentlemen: Let me say how deeply I am touched by the great honor which you have just paid to the memory of my grandfather. If he could see us from above, you can be sure that he would feel richly rewarded by this commemorative ceremony held by the compatriots of his old friend Edison.

Gustave Eiffel deeply admired the United States. On June 22, 1889, a few weeks after the inauguration of the 300-meter high tower at the 1889 World's Fair, my grandfather had the joy to receive an important delegation of engineers from your country. He greeted them with these

words: "We are very proud to welcome you here, you American engineers who are among the finest engineers in the world."

In all branches of the engineering art you have created works of daring and scientific accomplishment that we have often admired. In your wonderful Brooklyn Bridge you have brought to perfection the technique of suspension bridge building; in fact your beautiful cantilever bridges are known all over the world and are setting a trend that is being followed by many nations. Your works are not only big but they are put up with a speed that is characteristic of your country; your achievements in the field of metallurgy are equal to those in the field of communications. You were one of the first countries to use steel for railway tracks. Your metal foundries, especially those in Pennsylvania, surpass in importance anything that we have in Europe. You are constantly working towards the improvement of your equipment in order to reduce labor to a minimum and to perfect the quality and precision of your products. Everything you do, you do well; you are ever alert to continuous progress.

"Well done" is what the builder of the Eiffel Tower would have said today, 74 years later, on March 6, 1963, to express his admiration for the builder of the Unisphere. New York and Paris are proud to possess the most frequently visited monuments in the world: the Eiffel Tower, about which Baron de Gunzburg will tell you in a moment, and the Statue of Liberty, conceived by Bartholdi in the grand artistic spirit, which, thanks to Eiffel's precise

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B. PEAK



JOHN WENRICH



SANTORE

HENFELD



**UNISPHERE**, symbol of the New York World's Fair, is donated as the exhibit of United States Steel Corporation. It will tower 140 feet above a gigantic 340-foot reflecting pool, with its land masses of stainless steel supported on an open grid of latitudes and longitudes. It will dramatize the interrelation of the peoples of the world and their hopes for "Peace Through Understanding."

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Rain notwithstanding, the first steel units for Unisphere's pedestal were erected in the presence of (left to right) Baron de Gunzburg, Eiffel Tower Corporation; Roger Blough, U. S. Steel; René Eiffel and Robert Moses, New York World's Fair.

man whom you have honored today during this ceremony of placing the first foundation unit for the Unisphere which, like the Eiffel Tower, will become a permanent invitation to people to achieve Peace Through Understanding.

**THOMAS J. DEEGAN, JR.:** It's always a source of great pride to me to introduce the next man. I'm usually at a loss as to how to characterize him, and I must say over the years he has been characterized by experts in various ways. Shall I describe him as creative genius, administrator, master builder, leader, friend, or shall we lump them all together and call him Bob Moses?

**ROBERT MOSES:** Mr. Deegan and friends. We looked high and low for a challenging symbol for the New York World's Fair of 1964 and 1965. It had to be of the space age; it had to reflect the interdependence of man on the planet Earth, and it had to emphasize man's achievements and aspirations. It had to be the cynosure of all visitors, dominating Flushing Meadow, and built to remain as a permanent feature of the park, reminding succeeding generations of a pageant of surpassing interest and significance.

And so we discarded startling abstractions and decided on a transparent, or shall I say diaphanous globe with orbits, with the continents outlined, and ingenious lighting and other effects in place of revolving machinery. What stronger, more durable, and more appropriate metal could be thought of than stainless steel? And what builder



The first steel section for Unisphere's pedestal weighing twenty tons, is lowered into place. Fabrication of sections for the world's largest representation of the Earth is taking place in Harrisburg, Pa., at U.S. Steel's American Bridge Division, and from there will be shipped by rail and truck to Flushing Meadow Park.

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more imaginative and competent than the United States Steel Corporation?

This symbol floating over the Meadow, is going around the world. It signifies the New York Fair everywhere. Its effect is instantaneous. It speaks volumes in a single picture. On behalf of the Fair, and my associates, I congratulate Roger Blough and his steel associates on this, the first manifestation of the Unisphere and present to him, the Baron de Gunzburg and M. Eiffel of the famous Eiffel Tower, these medallions which will show how our symbol will look to the millions who will be attracted to the Fair.

**THOMAS J. DEEGAN, JR.:** Ladies and gentlemen, I can't think of a more appropriate way to climax these brief ceremonies than to have the Baron de Gunzburg respond as the representative of the Eiffel Tower Corporation. Baron de Gunzburg.

**BARON DE GUNZBURG:** M. Mayor, Mr. Eiffel, Mr. Moses, Mr. Blough, ladies and gentlemen. I am very happy and proud to greet you in the name of Eiffel Tower. We look upon the birth of Unisphere as we would upon the birth of a new born sister. We welcome her with warmth and wish her every possible success. The link between the Eiffel Tower and Unisphere will be a symbol of Franco-American friendship, and it will bind this friendship firmly and lastingly.

It will do so all the better because Unisphere is built in that lasting material, stainless steel produced by U.S.

design, rides out safely the most terrible storms. Today, the Unisphere takes its place alongside these famous landmarks. Like the Eiffel Tower, it represents more than an architectural design. The engineers and technicians of U.S. Steel are faced with intricate problems in its construction, but their inventive genius, already recognized by Eiffel in 1889, will result in a monument which, light and magnificent, will soon dominate Flushing Meadow Park.

For the first time in the history of cultural and industrial expositions, you have organized a ceremony which joins two symbols — the Eiffel Tower and the Unisphere. Each signifies the peak achievement of its time and represents an expression of the economic and social progress and the affirmation of the most sacred ideals of man — Liberty and Peace.

Mr. Mayor, distinguished guests, in honoring Mr. Eiffel today you, the pioneers of scientific and technical Franco-American relations, have recalled to mind the work and research of that great magician in the field of iron to whom the world owes much. I am deeply moved to find myself among you on this occasion and to be associated with the homage you are paying him by inscribing his name on the plaque which will be attached to the Unisphere, and by receiving, as his grandson, the small reproduction of it. My family and I are greatly touched by this gesture of admiration on your part.

In return please allow me to present to you, Mr. Mayor, and to you, Mr. Moses, on behalf of my family this commemorative medallion, which was coined in memory of the

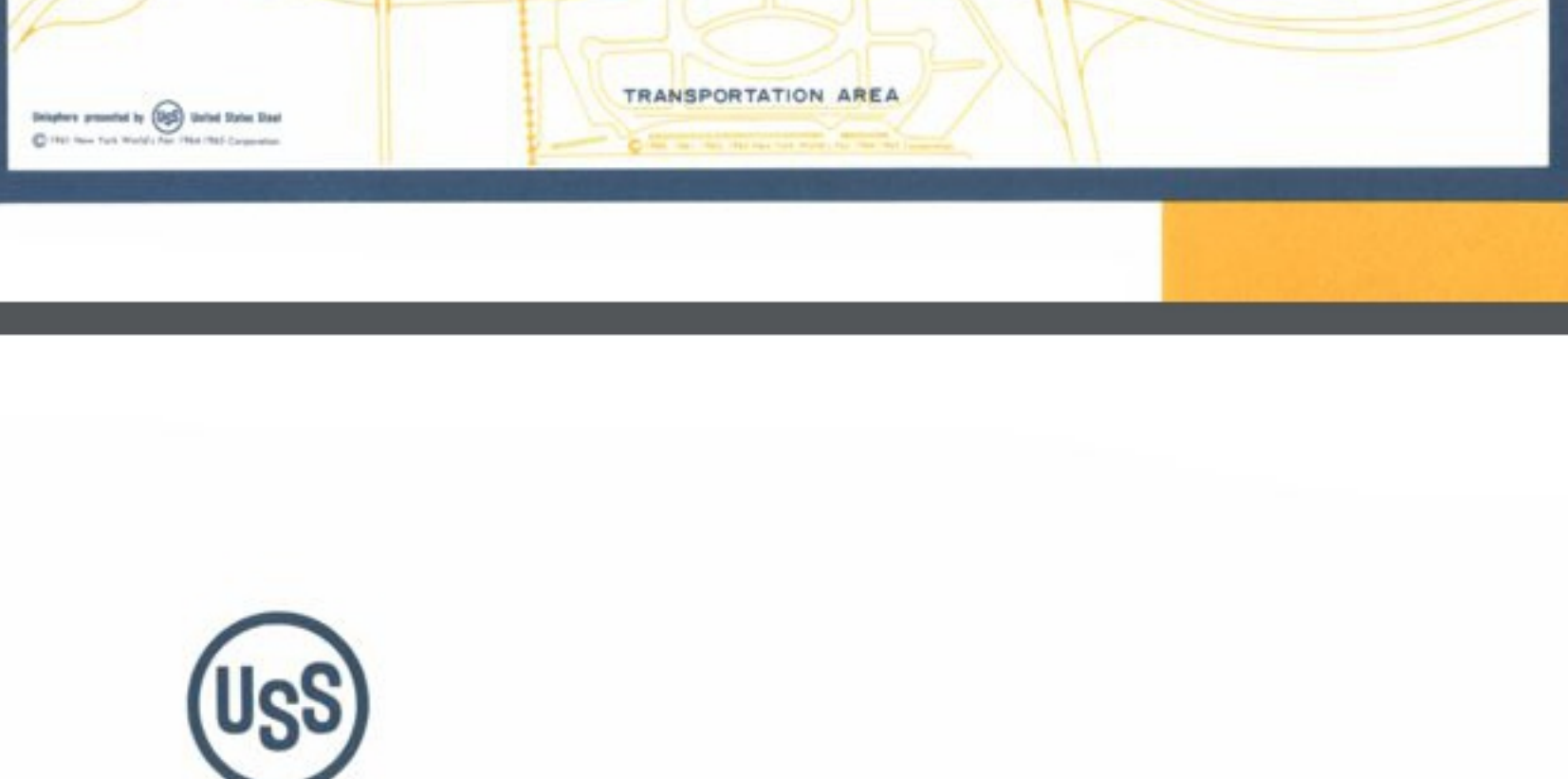
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UNISPHERE will occupy its own 340-foot reflecting pool in the center of the exhibit areas, commanding a view up and down both axes of the Fairgrounds.



NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

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- ROBERT MOSES, President
- THOMAS J. DEEGAN, Jr., Chairman of the Executive Committee
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- WILLIAM WHIFFLE, JR., Chief Engineer



UNISPHERE  
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