

WESTINGHOUSE *time capsule*



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

JUNE 14, 1963





Excerpts from transcription of remarks made by Westinghouse Electric Corporation and World's Fair officials at the Westinghouse Time Capsule site, New York World's Fair, Friday, June 14, 1963.

DR. ROBERTO DE MENDOZA [Deputy Chief of Protocol]: Mr. Cresap, Mr. Moses, distinguished guests, ladies and gentlemen. We are gathered here for a really momentous event—the sinking of the shaft for the Westinghouse Exhibit which will be dedicated as an inspired legacy which Westinghouse is bequeathing to the peoples of the year 6939, a legacy of a record of our civilization and the rapid progress it has made during the last quarter century. It is very fitting and natural that Westinghouse, which has pioneered so very many of the great scientific

and technical conquests of our age, should bequeath this legacy to a civilization which will flourish 5000 years hence.

It gives me great pleasure to present our first speaker, Mr. Martin Stone, director of the Industrial Section of the New York World's Fair.

MR. MARTIN STONE: Thank you, Dr. De Mendoza. Mr. Cresap, Mr. Moses, ladies and gentlemen. We are delighted to welcome Westinghouse to the Fair—those of you who have come here for this ceremony as well as those you represent: the 200,000 Westinghouse stockholders; the more than 100,000 employes in nearly a hundred plants throughout the U.S.A.; the 350 independent distributors in 166 countries and territories. Westinghouse is one of the world's most diversified manufacturing concerns, engaged in the fields of electricity, industry, consumer products, atomic energy, defense, and space. Westinghouse produces elevators, flash bulbs, refrigerators, radios, television receivers, ovens, air conditioners.

Covers The Westinghouse Time Capsule is suspended between three pylons of an open-air pavilion being built by Westinghouse Electric Corporation. Rooted across across the monument at center, which now marks the site of the 1938 Time Capsule, will contain exhibits of both capsules and a forecast of life in the future. Head on cover is that of Janus, the Roman god of beginnings, who looks both into the past and the future. Mr. Eliot Noyes of New Canaan, Connecticut, is consultant director of design.

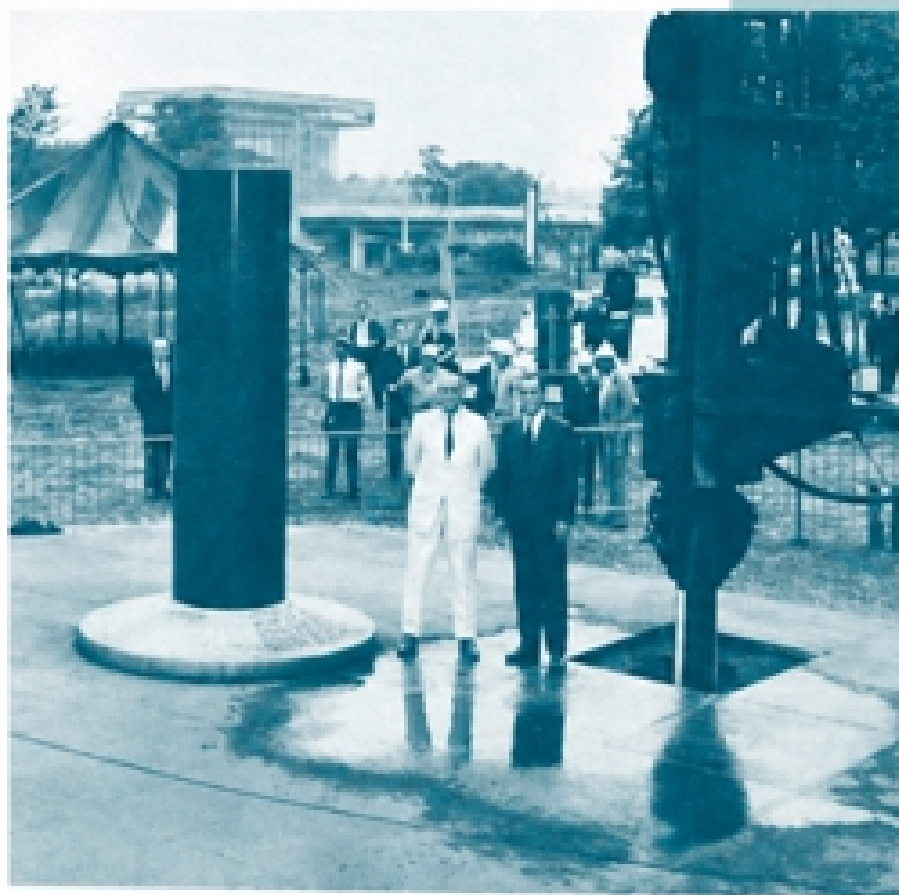


washers and dryers; it owns five television and seven radio stations. It contributes to research in radar, electronics, power plants, nuclear submarines, space craft, desalinization and medicine — in all 300,000 variations of 8,000 basic products. This is Westinghouse.

With the wholehearted support of Mr. Cresp and his associates, I think you can take new confidence Mr. Moses, in telling the story of the Olympics of Progress. To put it another way, you can be sure if it's Westinghouse. Thank you.

DR. DE MENDOZA: Thank you, Mr. Stone. Our next speaker's outstanding achievements in a career dedicated to the service of the public have showered him with honors at home and abroad. The success of very vast, vitally needed and highly complex projects have been due mainly to his untiring efforts and guiding genius throughout the years. Now he is applying all his knowledge, energy and exceptional organizing ability to forging into reality the greatest Fair ever conceived by the mind of man. It is my privilege to give you The Honorable Robert Moses, president of the New York World's Fair Corporation.

MR. ROBERT MOSES: I've often said that I like this



Robert Moses, Fair president, and Mark W. Cresp, Jr., president of Westinghouse Electric Corporation, at the site of the Westinghouse Time Capsules.

job because it represents the completion of something that was planned and envisioned a number of years ago but never was completed. Back in 1936 and 1937 when I was City Park Commissioner and also a State official, Mayor LaGuardia asked me to find a site for a world's fair. This place was selected because it was the geographical center and close to the population center of New York. That fair wasn't as successful financially as it might have been. It was a great show, but when it was over there wasn't enough money to finish the park, so in a sense it was unfinished business. Now we are very glad to come back here to the second World's Fair, not only to have a bigger and better Fair in the same area, but to finish the park — one of our great ambitions.

I don't suppose any two people are ever going to agree on the emphasis to be put on different things in an international exposition. We all agree that the objective is Peace through Understanding, that we are organizing a sort of Olympics of Progress, that we invite people from all over the world to bring their best products in free and open competition. We also agree that it isn't a diplomatic venture and not a question of protocol. We will never convince those who are interested in culture and the arts

that we've done enough for them, and I suppose that applies to all other realms and avenues and areas of human endeavor.

I do want to say this and I do not say it to flatter those who are here today; probably the most important parts of this Fair are the Industrial and Transportation Areas. The thing that impresses foreigners most are our achievements made possible through our private enterprise system. The Westinghouse Exhibit will be one of the great shows here. We welcome our friends here and we are sure that what Westinghouse accomplishes here will do them credit and will do us credit. Another thing we appreciate is the fact that these people know how to build, they know how to design and they know how to get things done on time.

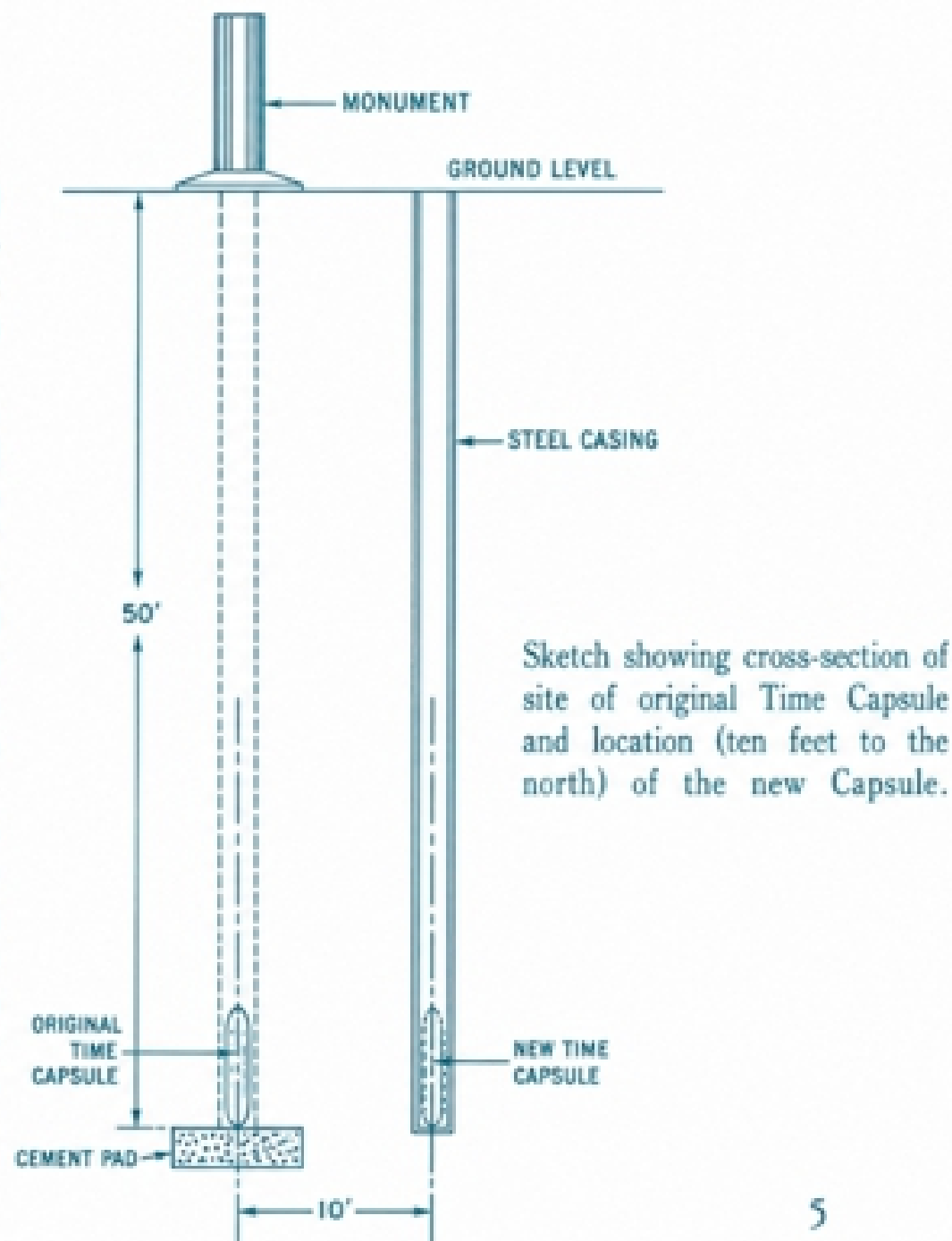
Mr. Cresap, I want to welcome you and present to you this medallion as a memento of this occasion.

MR. MARK W. CRESAP, JR. [President, Westinghouse Electric Corporation]: Thank you very much, Mr. Moses. I don't think it would be possible for Pittsburgh to welcome you to a New York World's Fair, but I do want to welcome our other guests to the Westinghouse Exhibit site and express to all of you our pleasure in

having you share this occasion with us. I think I should point out at this time that this is not a groundbreaking — it's a casing sinking. As such it represents a preliminary step in our effort to project the understanding which is a major part of the theme of this Fair.

We planned this exhibit first, for the millions of visitors to the Fair during the two years it will be open, and ultimately for those people who will unearth this cache about 5000 years from now, if they can find it. Much of the record of 20th century civilization is located fifty feet beneath us in the Westinghouse Time Capsule buried here at the 1939 Fair. Its contents provide a record of the history, faiths, arts, sciences and customs suitably preserved and encased in a special vessel addressed to the people of 6939 A.D.

Its location and the means of translating the information to the archaeologists of the future, should knowledge of the English language be lost in the interval, is on record in libraries, museums, monasteries, convents, lamaseries and temples throughout the world. However, in the twenty five years since the last fair, man has made unprecedented progress in science and in many other endeavors — a fact which is most evident in this vast complex



of buildings and exhibits which will make up the Fair.

The rapid pace of our civilization is illustrated by a very wide variety of achievements ranging from the conquest of Mt. Everest to the four minute mile on the one hand, to space exploration and the utilization of the power of the atom on the other, as well as an important new matter concerned with providing water for the peoples of the world in the future through the purification of sea water for human consumption.

In the past twenty five years man has developed wonder drugs, polio vaccine, commercial television, jet aircraft, the United Nations, but also, unfortunately, has unleashed forces which, subject to the frailty of human control, emphasize the importance of preserving a record of his achievements. For these reasons, a new Time Capsule recording the events and activities of this most significant quarter century in man's history is being prepared for burial adjoining the original Time Capsule at the bottom of this casing.

The new Time Capsule will be suspended in the air fifty feet above us from three structural towers which will make up the Westinghouse Exhibit. The open-roofed areas at the base of the three pylons will house a full-



Mark W. Cresap, Jr., president of the Westinghouse Electric Corporation, receiving the Fair medallion from Robert Moses, president of the Fair.

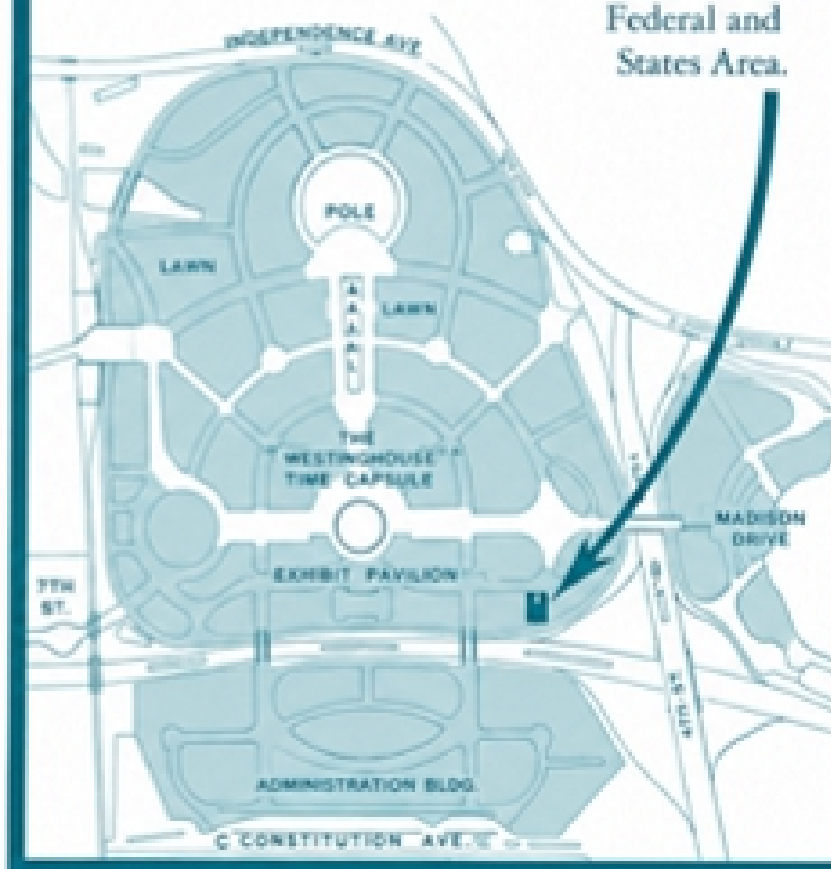
scale model of the original Time Capsule and a representative selection of its contents — materials selected for the new capsule — and a projection of life in the future.

The contents of the new Time Capsule will be chosen by a special committee of authorities in such areas as medicine and health, space, science, atomic energy, communications, education, sports, recreation and transportation. The record of achievements during the past twenty five years, recommended by these efforts, will be preserved within the Capsule together with new or modified articles of common use in our daily life. It seems to me appropriate that on this 14th day of June—Flag Day—we display one such article, the American flag two stars stronger than it was in the original Capsule. The addition of these two stars illustrates the changes which have occurred in history in the past twenty five years and the need to add a postscript to our letter to the people of the future. I will conclude our ceremonies and inaugurate the driving of the casing by raising a flag. When it has reached the top of the pole an electric switch will start building up steam in the pile driver in ten seconds and then the casing will be on its way to locating the final resting place of the new Time Capsule.



THE WESTINGHOUSE TIME CAPSULE

will occupy
a 26,410 sq. ft.
site in the
Federal and
States Area.





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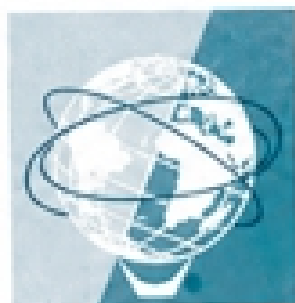
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