



For Immediate Release

For Further Information:
Contact: Richard Boke
N. W. AYER & SON, INC.
1271 Avenue of the Americas
New York, N.Y. 10020
PLaza 7-5700

April 14, 1964

Uncle Ben, a genial, three-dimensional animated figure, is the leading character in "The Brightest Show On Earth," the Electric Power and Light Exhibit's musical revue at the New York World's Fair. Uncle Ben, reminiscent of an earlier Ben named Franklin, moves his lips, arms, head, and carries out the theme of the light bulb by illuminating his tummy and twinkling his eyes.

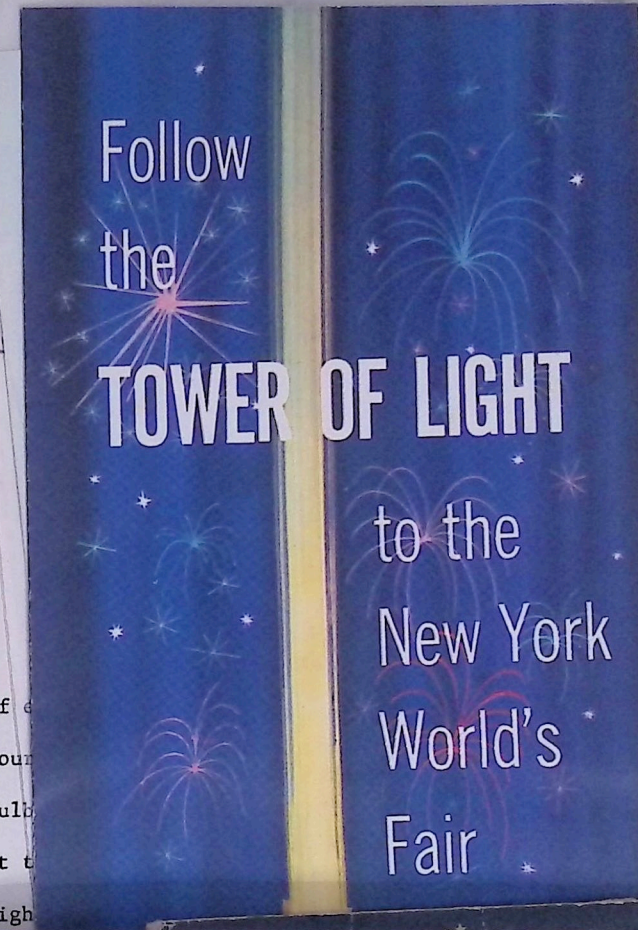
#

Show Producers and Designers: Robinson-Capsis-Stern Associates, Inc.,
New York City.

#4

ELECTRIC POWER AND LIGHT EXHIBIT, INC.

Avenue of Commerce at the Pool of Industry
New York World's Fair
New York 11380



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April 14, 1964

greatest concentration
s skyward from the
Twelve 5KW Xenon
source for the beam.
giving colored flood-
k of a dazzling



TOWER OF LIGHT

Press Kit

This press kit contains the following material:

Left side: Feature and fact sheet on the pavilion

Feature and fact sheet on the searchlight

Feature and fact sheet on "The Brightest Show On Earth."

Right side: Daytime photograph of the pavilion

Nighttime photograph of the pavilion

Photograph of the Court of Light

Photograph of Uncle Ben

Additional material on the pavilion, the searchlight and the show is available on request. Please contact: Richard Boke, N. W. Ayer & Son, Inc., 1271 Avenue of the Americas, New York, N. Y. 10020 - PLaza 7-5700



TOWER OF LIGHT

Electric POWER & LIGHT EXHIBIT

INCORPORATED

750 THIRD AVENUE · NEW YORK 17, N.Y. · YUkon 6-4100

News

FROM: Garland Landrith, General Manager

For Further Information:

Contact: Richard Boke

N.W. AYER & SON, INC.
1271 Avenue of the Americas
New York, N.Y. 10020
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April 14, 1964

For Immediate Release

THE TOWER OF LIGHT - A NEW ARCHITECTURAL FORM

At the New York World's Fair, where rotunda, dome, and circular shaped buildings predominate, the Tower of Light, with its hundreds of vertically staggered prisms, stands out as a distinctive architectural achievement.

The pavilion appears to be an inverted crystalline chandelier floating over a glimmering reflecting pool. Over 1,000 Alcoa Alply panels, the largest application of this material ever used, form prisms that rise 80 feet to a peak at the center of the structure.

Three steel pylons rise 120 feet in the middle of the structure to frame the 12-billion candlepower concentration of light which emanates nightly from the open Court of Light. Viewed from the front, the powerful shaft of light appears to cut right through the building, stabbing miles into the sky.

A seventy-foot high aluminum sculpture, the largest ever constructed in this medium, is suspended over the Court of Light. The sculpture, named Photonium, is constructed of aluminum tubing suspended in a network of

(more)

stainless steel aircraft cable. Kenneth Snelson designed and built the sculpture which is, at night, the most brilliantly illuminated piece of art work in the world.

The Tower of Light was constructed to house the investor-owned electric utility companies' World's Fair exhibit. The distinctive vertical impression became the basis of the building's design and the architects and designers employed the myriad array of triangular prisms which come alive at night with ever-changing, multi-colored lights, creating a magic fairy-tale castle effect. During the day, the prisms reflect the sun's rays, radiating a magic iridescence.

Visitors enter the pavilion by means of a motorized ramp that carries them across the reflecting pool to the main exhibit floor. Inside, they step onto an electrically powered revolving ring which carries them through seven acts of "The Brightest Show On Earth," a dazzling 30-minute musical presentation that tells of the wonders of electricity.

The ring, one of the largest ever created, carries eight groups of 165 spectators each, making stops in each of the seven show chambers. Operating at peak capacity, 35,000 people a day can see the show.

Synergetics, Inc., architects and designers of the Tower of Light, are well known for producing some of the most exciting architectural designs of the decade. Among the outstanding Synergetics-designed structures are St. Louis' Climatron, the world's largest greenhouse, a completely portable school designed for the Ford Foundation, and the New York World's Fair Pavilion located near the Tower of Light.

#

Show Producers and Designers: Robinson-Capsis-Stern, Associates, Inc.,
New York, N. Y.

Architects and Engineers: Synergetics, Inc., Raleigh, N. C.

FACT SHEET

THE TOWER OF LIGHT PAVILION

Electric Power and Light Exhibit, New York World's Fair

Architects and Engineers: Synergetics, Inc., Raleigh, N. C.

General Contractor: Slattery Contracting Co., Inc. - James King & Son, Inc.,
New York, N. Y.

Mechanical and Electrical Consultants: Cosentini Associates, New York, N. Y.

Location: On the Avenue of Commerce facing The Pool of Industry

Dates Open: April 22, 1964 through October 18, 1964
April 21, 1965 through October 17, 1965

Times Open: 10am to 10pm daily

Capacity: 35,000 people a day

Staff: 70 people on each of three shifts, including personnel in chamber
and loading areas, show operation, building maintenance, and
public relations

EXTERIOR

Walls: 1,126 specially treated Alcoa Alply Panels form prisms which are
arranged on a five-foot triangular module. Prisms are of such
varying heights and relationships, one to another, that an infinite
number seem to appear as one moves around the building.

Panels: Largest application of Alcoa Alply Panels. Natural anodized
finish consisting of light caustic etch and thirty-minute anodic
oxide treatment.

Pylons: Three triangular shaped hollow steel pylons rise 120 feet from
their bases in the core of the building.

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INTERIOR

Air Conditioning: Fully climate conditioned by an all-electric system that uses a centrifugal refrigeration machine for dehumidification and cooling, plus a unique condenser water "reheat" system for individual control of temperature and humidity in the several zones of the building. Electric heaters are provided for cool weather. Carrier Corporation supplied all air conditioning equipment which keeps the pavilion comfortably climate controlled no matter how large the crowds or what the weather.

Entry Ramp: The high speed moving ramp carries 4,000 people an hour over the reflecting pool to the main exhibit floor.

Turntable: 5,000 square foot ring (second largest ever constructed) carries eight groups of 165 people at one time through the half hour show.

THE SCULPTURES

Two aluminum sculptural pieces, designed and built by Kenneth Snelson, are the largest art forms ever built in this medium. The larger of the two, named Photonium, a 70-foot column suspended over the Court of Light, is constructed of Alcoa aluminum tubing suspended in a network of stainless steel aircraft cable. The sculpture reflects the light of the 12-billion candlepower concentration of light and is the most brilliantly illuminated piece of art work in the world.

The other Snelson creation stands 30 feet high over the entrance way to the pavilion, just at the base of the moving ramp. Named Electronia, it too, is constructed of aluminum tubing suspended in a network of stainless steel aircraft cable. Lettering, identifying the pavilion and its sponsor, is tastefully integrated into the art form.

#

Special Acknowledgements:

The Carrier Corporation
Copper Development Association
The Aluminum Company of America



TOWER OF LIGHT

Electric POWER & LIGHT EXHIBIT INCORPORATED

750 THIRD AVENUE · NEW YORK 17, N.Y. · YUkon 6-4100

FROM: Garland Landrith, General Manager

News

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For Immediate Release

April 14, 1964

BRIGHTEST WELCOME LIGHT OF ALL TIME

LIGHTS WAY TO NEW YORK WORLD'S FAIR

The most brilliant welcome light of all time has been created for the New York World's Fair. A 12-billion candlepower searchlight, the greatest concentration of exposition lighting of its kind, will soar into the skies over Flushing Meadows nightly inviting the millions of visitors to "Follow the Tower of Light to the Fair."

Source for the giant beam is the Electric Power and Light Exhibit's spectacular Tower of Light pavilion, sponsored by some 140 investor-owned electric utility companies throughout America.

A battery of twelve 5KW Xenon bulbs, each producing more than one billion candlepower, act as light source for the powerful beam, which can be seen for great distances in every direction. Each of the bulbs, produced by General Electric for solar simulators in space research, is approximately three times as bright as the surface of the sun.

The Tower of Light itself will be equal in brilliance to 50 fully illuminated Yankee Stadiums.

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Here are some other comparisons:

The 60-inch diameter lights used in World War II for aircraft spotting had an intensity of 800 million candlepower. Each of the 12 units in the Tower of Light has an intensity of 1.08 billion candlepower.

Chicago's State Street, brightest street lighting in America, has an illumination rating of 15 foot candles. The beam from the Tower of Light produces the same illumination at 5.6 miles under ideal atmospheric conditions.

Visibility of the beam depends, of course, upon the weather, especially on the height of the cloud layers. Electric Power and Light Exhibit officials state that no accurate estimate can be made as to the distances the light will be visible from the Fair for several weeks.

The planners of the pavilion have spent more than two years determining that the Tower of Light will be a welcome light in all respects. Since 1961, they have been investigating the effect of this unprecedented concentration of light on aircraft navigation and bird migration.

NOT FOR THE BIRDS

During the bird migration season in Fall of 1961, powerful search-lights were assembled on the World's Fair Grounds. The National Audubon Society, the Linnaean Society and the U. S. Fish and Wildlife Service were consulted in arranging for tests of the reaction of migrating birds to the sky-trained Tower of Light beam.

The south end of Long Island, site of the Fair, lies in one of the major flyways of migrating birds. Flocks of birds flying directly through the powerful beam continued on their way with little or no hesitation.

(more)

In the event that birds are attracted to the light, the Electric Power and Light Exhibit will have the safeguard of a "bird and weather watch." Bird migration periods over the Fair site on Long Island extend from mid-April to early June in the Spring, and from early September to the end of October in the Fall. During these two periods of the Fair, a trained ornithologist secured through the Department of Botany and Zoology of Rutgers University will be on call while the 12-billion candlepower beam is lighted. The staff ornithologist will maintain close liaison with La Guardia Control Tower so that in the event birds are attracted to the light, the controllers can advise aircraft of the hazard.

The ornithologist will be supplied with weather reports as well as information from Rutgers, which is studying bird migration with the aid of the Atlantic Highlands radar.

In the Fall migration, bird flocks usually travel just ahead of advancing cold fronts, and in Spring, slightly behind warm fronts. The ornithologist will keep an alert eye on the light in periods of heavy migration. He will order the light extinguished at the first sign of danger to migratory flocks.

NO HAZARD TO AIRCRAFT

Tests undertaken by Electric Power and Light representatives working in cooperation with the Federal Aviation Agency, the Air Transport Association, and the Air Line Pilots Association proved that the light is not a hazard to aircraft. In January, 1962, they collected practically all the powerful arc lights available in New York for tests and even searchlights and crews from as far away as Baltimore to approximate the beam of the Tower of Light.

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For 10 nights, in all kinds of weather conditions from fair skies to minimum flying ceilings, 21 billion candlepower of light was turned skyward at a command from the control tower at La Guardia field, almost double the brilliance of the Tower of Light. A Federal Aviation Agency plane carried observers through and around the light beam, checking it from all directions and in varying weather. Comments from air line pilots flying regularly scheduled runs in and out of La Guardia were solicited during the tests.

These tests satisfied the observers that the proposed "Tower of Light" did not appear to present a problem to air operations in the La Guardia area. However, as a precautionary measure, a switch by which the beam can be instantly extinguished is being installed in the control tower at La Guardia for the duration of the World's Fair.

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FACT SHEET

Lighting at the Tower of Light

Electric Power and Light Exhibit, New York World's Fair

The Light

Projects upward from central "Court of Light" in the Tower of Light pavilion. Intensity of central beam is more than 12-billion candlepower. Generated by 12 Xenon, short-arc lamps developed by General Electric Co.

Each lamp rated at 5KW, in combination with its optical assembly, produces 1.08 billion candlepower of white light.

Total KW input: 6,260 Watts.

Total Voltage: 7,480.

G.E. developed the 5 KW Xenon lamps for solar simulators in space research. At peak brightness, the 5KW Xenon lamps are approximately three times as bright as the surface of the sun.

The visibility of the beam depends upon atmospheric conditions, especially on height of cloud layers.

Some comparisons:

The 60-inch diameter arc lights used in World War II for aircraft spotting had an intensity of 800-million candlepower. Each of the units in the Tower of Light has an intensity of 1.08-billion

(more)

candlepower.

A typical good reading lamp produces 50 footcandles of illumination on the printed page held at a comfortable distance under it. The beam from the Tower of Light will produce the same illumination at 3 miles.

The illumination rating on Chicago's State Street, brightest street lighting in America, is 15 footcandles. The beam from the Tower of Light will produce the same illumination at 5.6 miles.

Illumination ratings of other main streets in America:

Sixty-Ninth Street, Upper Darby, Pa.	9	footcandles
San Pablo Ave., Emeryville, Calif.	9	"
Nicollet St., Minneapolis, Minn.	4	"
State St., Albany, N. Y.	8	"
Broughton St., Savannah, Ga.	5	"
Main St., Lexington, Ky.	5	"
Fayetteville St., Raleigh, N. C.	6	"
Main St., Lowell, Mass.	5	"
Public Square, Cleveland, Ohio	4.5	"
Downtown Salt Lake City, Utah	4.5	"
Getty Square, Yonkers, N. Y.	5	"
Main St., McPherson, Kansas	8	"

The Tower of Light beam has more candlepower than --

50 fully illuminated Yankee Stadiums

43,600 locomotive head lamps

(more)

The diameter of the Tower of Light beam is 18 feet at 1500-foot altitude, 30 feet at 2500 feet, and 43 feet at 3500 feet.

Physical characteristics of 5KW Xenon lamps --

- Bulb diameter - 3½-inches
- Bulb height - 19½-inches
- Bulb material - Quartz jacket
- Cathode material - tungsten
- Anode material - tungsten
- Arc gap - 8mm

Each of the 12 Xenon lamps is positioned in the center of a 60-inch diameter, parabolic reflector mounted in a cone-shaped aluminum fixture standing on an aluminum base.

Short-arc Xenon lamps reach full brightness almost immediately after the arc is struck. Instantaneous restarting is possible.

Exterior Lighting

Over 100 1500-watt, quartz-iodine floodlights, covered by colored filters, shine on the lowest level of the building from across the reflecting moat. Cycle timers automatically vary the predominantly blue and green color tones of light on the ground level of the structure.

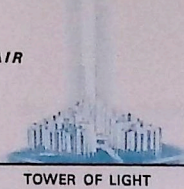
912 PAR bulbs and 161 quartzline bulbs are located in the tiers of the roof to light the upper sections of the exterior. There are nine roof levels, on which independent circuits of light are located. These circuits are also automatically controlled by cycle timers to produce dramatic light combinations of red, yellow, amber, green, blue and pink. Fourteen cycle

(more)

timers, operating independently, provide an infinite variety of color patterns on the building exterior.

Fifteen concealed colored lights (1500 watt quartz-iodine floodlights) in two of the three pylons at the apex of the structure, illuminate the "Court of Light" and the 70-foot high sculpture suspended from the pylons.

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April 14, 1964

"THE BRIGHTEST SHOW ON EARTH" -

A MUSICAL TREAT AT THE TOWER OF LIGHT

America's investor-owned electric utility industry has looked to the magic of Broadway to produce "The Brightest Show On Earth," a dazzling musical revue being presented in the Tower of Light pavilion at the New York World's Fair.

The show's lively musical score was arranged by Robert Russell Bennett, Broadway's most famous orchestrator. Claibe Richardson, composer for the musical version of *The Madwoman of Chailot* scheduled to open on Broadway next year, composed the music. Miles White, who has designed costumes for scores of Broadway and Hollywood musicals including *Oklahoma*, *Carousel* and *Gentlemen Prefer Blondes*, designed settings and characters.

The show uses a variety of techniques, including spectacular lighting effects, a lively original musical score, dialogue, and three-dimensional animated figures and motion pictures to tell about the wonders of electricity in a fanciful, light-hearted way.

Uncle Ben, a three-dimensional animated talking figure, is the star of the half-hour show. He resembles an earlier Ben named Franklin who had a significant electrical experience with a kite and is recognized as a traditional figure who suggests inventiveness, thrift and free enterprise.

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An eagle named Sam, a factual character who narrates much of the show, serves as Uncle Ben's sidekick. Like Uncle Ben, Sam is an animated, three-dimensional figure, electrically lighted and controlled.

"The Brightest Show On Earth" takes place in seven show chambers. Visitors ride a revolving magic ring through the chambers, spending three minutes in each as they revolve through the show.

In the first chamber, a spectacularly illuminated and orchestrated "Overture of Light" introduces the show. In subsequent chambers, the audience is told in song and story of the contributions of the investor-owned electric utility industry in meeting the electrical energy needs of a growing America.

Uncle Ben and Sam lead George and Betsy, a young couple who meet at the Fair (projected on film), and the audience, on a guided tour of electrical progress. The audience meets a fanciful cast of characters including a cow, piglets, chickens, a blues singing kangaroo and "kilowatt birds," who all sing lilted songs about the wonders of electricity.

The show, produced by Robinson-Capsis-Stern Associates, maintains the aura of a musical fantasy and sparkles with a variety of elaborate scenes; among them, a stirring Fourth of July sequence brilliantly illuminated with electrical fireworks, and a charming Christmas episode featuring an enchanting new Christmas song, "It's the Fill Your Heart With Gladness Time of Year," one of the highpoints of the show.

After the Christmas scene, visitors descend to the ground floor of the pavilion where they may view the source for the Tower of Light. On this floor they also see an all electric climate conditioning sequence and an electrical research exhibit.

In the Court of Light, a glass wall separates visitors from the battery of 12 powerful Xenon bulbs, light source for the Tower of Light beam...equal in brilliance to 50 fully illuminated Yankee Stadiums.

Many months of work and thousands of man-hours on the part of well-known Broadway talents have gone into the conception and design of the show to insure that "The Brightest Show On Earth" will be one of the most entertaining and dazzling presentations at the Fair.

FACT SHEET

"The Brightest Show On Earth"

The Musical presented in the Tower of Light,

The Electric Power and Light Exhibit, New York World's Fair

Production and Design by Robinson-Capsis-Stern Associates, Inc., New York

Concept and Script by Alfred Stern

Settings and Characters by Miles White

Music and Lyrics by Claibe Richardson

Orchestration and Musical Direction by Robert Russell Bennett

Vocal Direction by Buster Davis

Project Coordinator - Jack Robinson

Technical Director - Wallace V. Wolfe

Lighting Director - John Robert Lloyd

Wire Sculpture by Valerie Clarebout

Recording by RCA Victor Record Division

Vocal Cast

Kilowatt Birds - Larry Kert Cow & Mermaid - Anita Darian
(& First Pig)

Uncle Ben - Mort Marshall Sam The Eagle - Charlotte Rae

Soloist (Christmas and
Fourth of July Scene)- Donna Sanders The Voice - William Johnstone

Kangaroo - Nina Varela Polar Bear - Glenn Kezer
(& First Chicken)

Second Pig - David Cryer Second Chicken - Gordon Ramsey

Ensemble Singers: Nancy Price, Helen Streiff, Connie Treadwell, Lou Angel,
Lee Hale, Alan Sokoloff, Jim Stover, Harley Streiff

(more)

Film Cast - Lynda Day, Michael Beirne
Film Producer - Ulu Grosbard
Film Director - Joe Manduke

Synopsis of Scenes

Chamber One:

Scene One: The Overture of Light relates light and energy with electricity in a spectacularly illuminated and orchestrated scene broken by a startling flash of lightning. Scene ends with a representation of Edison's first incandescent lamp which changes into Uncle Ben's festive balloon.

Scene Two: Uncle Ben floats into the Fair and meets George and Betsy (projected on film), a young couple who meet at the Fair and are hesitatingly curious about electricity. Uncle Ben offers to lead the couple through the show.

Chamber Two:

Scene One: Seated in a fantastic tree house, Uncle Ben simplifies the story of power distribution for the couple and the audience by having a chorus sing "The Song That Never Ceases."

Scene Two: Uncle Ben, astride one of a string of circus horses, tells how the investor-owned electric utility companies pool their power. The ponies prance, Sam the Eagle, Uncle Ben's sidekick, blows a shrill circus whistle and giant brass cable drums spin.

(more)

Chamber Three:

Scene One: Uncle Ben, in a futuristic laboratory full of electrical pyrotechnics, tells the audience how the electric industry constantly seeks more efficient, economical sources of power generation and distribution through research.

Scene Two: In an operating, super-modern, fantastic factory, Uncle Ben stresses the importance of electric power in industry.

Chamber Four:

Scene One: Uncle Ben, seated on the porch of an elaborate all-electric farm house, operates everything from a central control board. Barn doors open to reveal a cow, two piglets, and three chickens who sing songs about the electrical advantages they enjoy.

Scene Two: An open view of a 1939 vintage house, with only eight or nine electrical appliances, is contrasted with that of a modern total electric home, which has some forty different appliances.

Chamber Five:

Scene One: In a fanciful theatre with dual stages, Uncle Ben and Sam sing about "The Enjoyment of Electricity," as George and Betsy are shown enjoying the variety of appliances in their home.

Scene Two: A kangaroo and her baby, riding a rising elevator, sing a blues lament about the high cost of living. In the same scene, attractive kilowatt birds, beautifully

(more)

illuminated, sing a happy song about the cost of electricity as they fly to the bottom of their gilded cage.

Chamber Six:

Uncle Ben and Sam, in a typical hometown U.S.A. Fourth of July scene, deliver an inspiring Independence Day address climaxed by a spectacular burst of electrical fireworks.

Chamber Seven:

In a breathtakingly beautiful Christmas scene, Uncle Ben, dressed as Santa Claus, guides six reindeer through the sky. The audience steps off the revolving ring, descends a circular ramp surrounded with huge illuminated ornaments and hears a charming Christmas song: "It's The Fill Your Heart With Gladness Time Of Year."

Chamber Eight:

On the ground floor, after seeing the Court of Light, source for the powerful Tower of Light beam, the audience meets a penguin, polar bear and a mermaid. Each of these animated three-dimensional figures sings a song about the comforts of electric climate control.



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April 14, 1964

The 12-billion candlepower Tower of Light, the greatest concentration of exposition lighting of its kind in the world, soars skyward from the Court of Light in the Electric Power and Light Exhibit. Twelve 5KW Xenon bulbs, each emitting 1.08 billion candlepower, are the source for the beam. At the base of the powerful beam, over 1,000 ever-changing colored floodlights illuminate the pavilion, giving it a magical look of a dazzling inverted chandelier.

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#1



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April 14, 1964

A mountain of 1,126 ALCOA aluminum prisms ...

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A mountain of 1,126 ALCOA aluminum prisms of varying heights and relationships form the unusual exterior of the Tower of Light. Rising 80 feet from a glimmering reflecting pool, the pavilion resembles a sparkling inverted chandelier. During the day, the prisms reflect the sun's rays, radiating a magic iridescence.

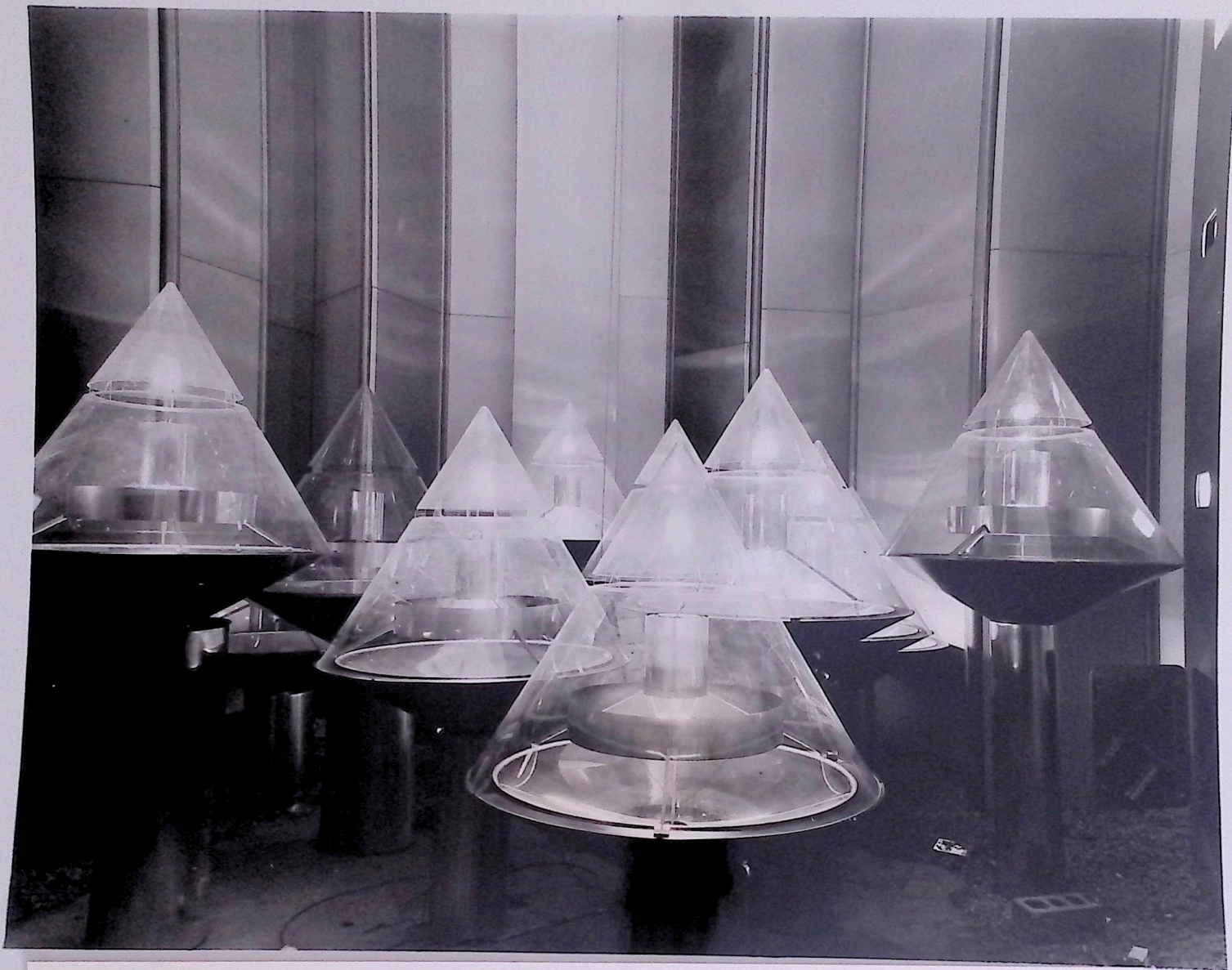
A 70-foot high aluminum sculpture, called "Photonium," the largest art form ever created in this medium, is suspended from three 120-foot high pylons over the central "Court of Light," source for the 12-billion candlepower Tower of Light searchlight.

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Show Producers and Designers: Robinson-Capsis-Stern Associates, Inc.,
New York City.

Architects and Engineers: Synergetics, Inc., Raleigh, N. C.

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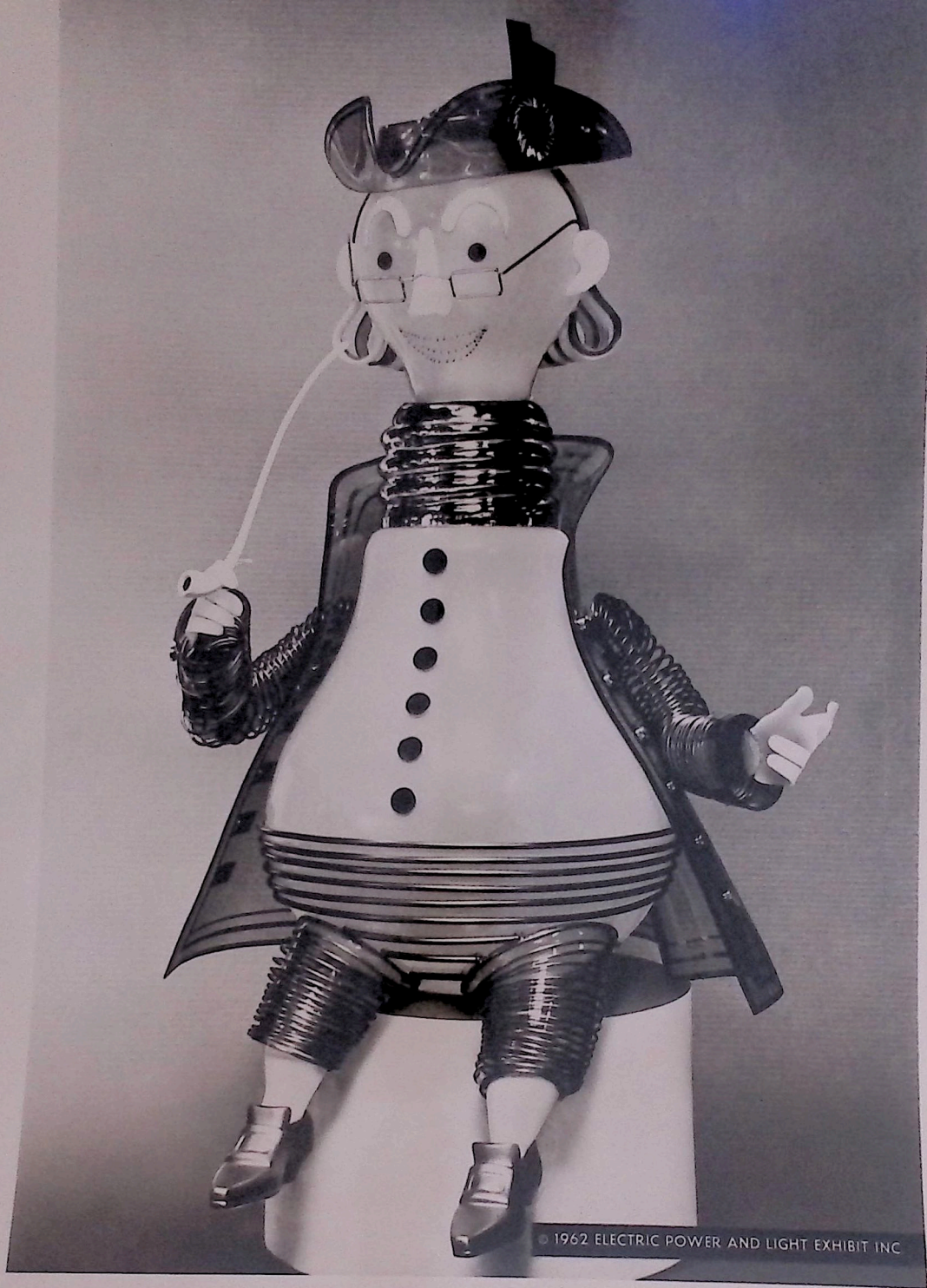


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A battery of twelve 5KW Xenon bulbs, encased in aluminum stands ...



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Uncle Ben, a genial, three-dimensional animated figure . . .

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Uncle Ben, a genial, three-dimensional animated figure, is the leading character in "The Brightest Show On Earth," the Electric Power and Light Exhibit's musical revue at the New York World's Fair. Uncle Ben, reminiscent of an earlier Ben named Franklin, moves his lips, arms, head, and carries out the theme of the light bulb by illuminating his tummy and twinkling his eyes.

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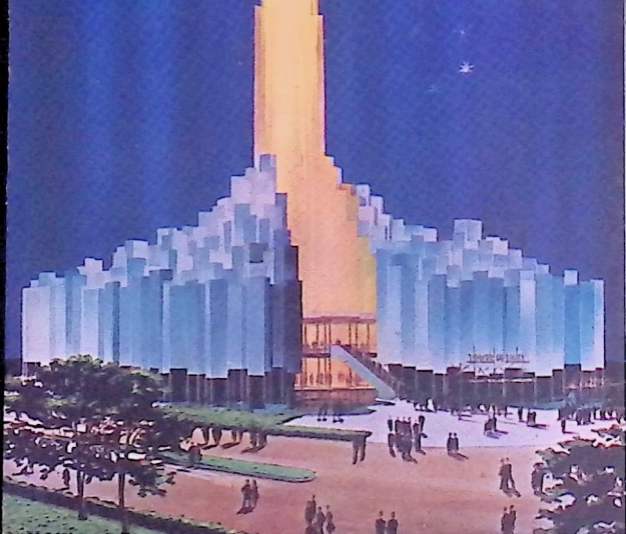
Show Producers and Designers: Robinson-Capsis-Stern Associates, Inc.,
New York City.

#4

Follow
the

TOWER OF LIGHT

to the
New York
World's
Fair





At night, no matter where you are on the Fairgrounds, a great welcome beacon will light your way to one of the most outstanding pavilions of all time—the TOWER OF LIGHT. This exciting mountain of aluminum prisms will shoot a 12-billion candlepower concentration of light into the sky—a beam equal in brilliance to 50 fully illuminated Yankee Stadiums.

Inside the TOWER OF LIGHT pavilion, a revolving brass ring will carry you through *The Brightest Show On Earth*, a dazzling musical presentation. Uncle Ben, a genial animated three-dimensional figure reminiscent of an earlier Ben named Franklin, will introduce you to a delightful cast of electrically automated animals who will sing to you about the magic of electric power. An eagle, circus ponies, a kangaroo, a flock of

kilowatt birds, a “gorgeous” cow, two piglets, three chickens, Santa’s reindeer, a penguin, a polar bear and a mermaid will sing the story of electricity in the home, on the farm, in industry and commerce.

Some of America’s greatest talents combined their efforts to bring this delightful show to you. Robert Russell Bennett, Broadway’s famous orchestrator—Claibe Richardson, composer—and Miles White, renown set and costume designer are just a few of the artists who collaborated to make *The Brightest Show On Earth* an experience you and your family will always remember.

So . . . FOLLOW THE TOWER OF LIGHT TO THE FAIR and let it light your way to *The Brightest Show On Earth!*



The most brilliant concentration of exposition lighting in the world shines miles into the sky over Flushing Meadow Park to welcome you, and millions of other travelers, as you approach New York via train, plane, bus, car or boat to attend the New York World's Fair. The TOWER OF LIGHT is a promise of excitement and fun at this marvelous exposition where you will visit gleaming pavilions, wander through exotic temples and serene gardens, tour towering fantasies of glass and steel, stroll down picturesque promenades, view colorful fountains and sample foods from every corner of the globe. You'll enjoy water shows, theatrical productions, sports events, fireworks, symphonies and brass band concerts.

In the International section you'll see a magnificent collection of the world's cultural treasures — Michelangelo's *Pieta* in the Vatican Pavilion — art treasures dating back 5,000 years in the Republic of China Pavilion, the Dead Sea Scrolls on display in the Pavilion of Jordan.

In the Federal and States section you will see the Government's "Challenge to Greatness," a stirring, international Cinema exhibit. Hawaii will invite you to stroll through an authentic Ula and attend a Live porpoises shows will delight you at the Florida famous orchestra will and the New England States' pavilion. A circus, musical extravaganzas, exotic restaurants and thrilling rides will delight you in the Lake Amusement area. It is here where you will see the spectacular show at the Amphitheatre, featuring a cast of 250 performers. See how the crew of Columbus' famous Santa Maria lived and worked on their trip to the new world, in an authentic replica of that historical ship constructed in Spain.

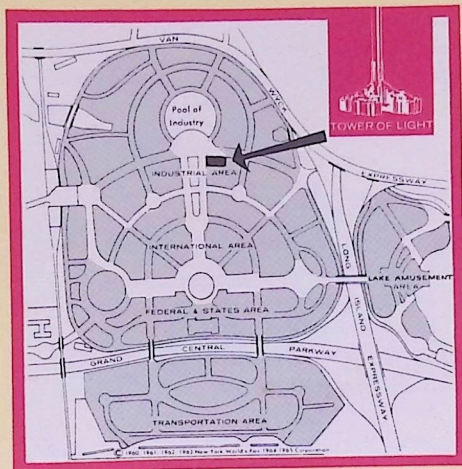
You will take an eye-opening ride into the future at General Motor's *Futurama*, look into the past at Sinclair's *Dinoland* where animated life-size dinosaurs graze in a natural setting of over a million years ago. In the Industrial section, high speed motor boats will take you to far-off places in the Pepsi Cola pavilion. You will be able to photograph the Fair from the top of the Eastman Kodak pavilion which simulates the surface of the moon. You'll see an actual demonstration of controlled atomic fusion at General



and States section United States theme, "Challenge to Greatness," carried out in three-dimensional exhibit through an authentic Muu Village lavish Luau. and fashion exhibit, and the Boston Pops entertain you at

Electric's rotunda-shaped exhibit. At the Coca-Cola pavilion you will hear music from 120 countries played on a 610-bell carillon. In the Du Pont exhibit live actors will show you how chemical research has helped man overcome the forces of hostile nature.

You will wander through an Oriental market place in the Hong Kong pavilion, cheer the feats of daredevils at an auto thrill show, and learn of the wonders of electricity at the TOWER OF LIGHT pavilion where you will delight to a cast of electrical people and animals in *The Brightest Show On Earth*.



The Tower of Light is located on the Avenue of Commerce at the Pool of Industry.

Show Designers and Producers

ROBINSON-CAPSIS-STERN ASSOCIATES, New York City

Architects and Engineers

SYNERGETICS, INC., Raleigh, North Carolina

Special Acknowledgments

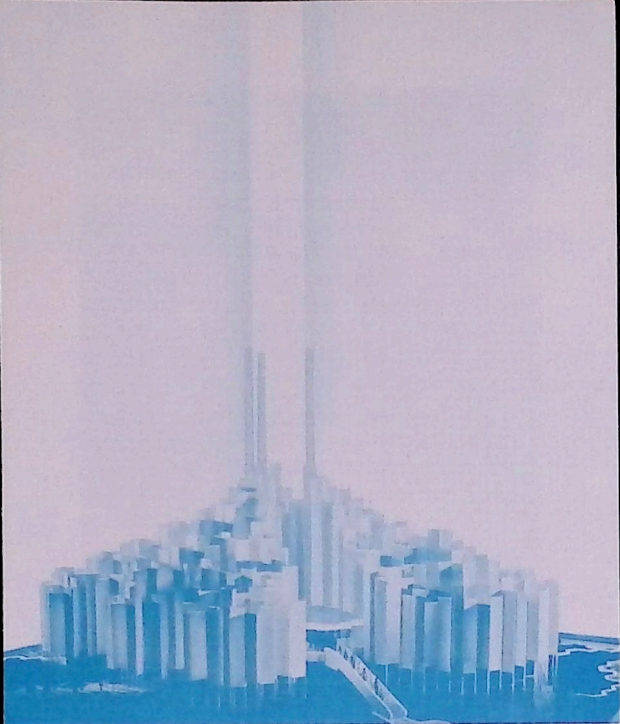
ALCOA • CARRIER CORPORATION
COPPER DEVELOPMENT ASSOCIATION

Electric Power & Light Exhibit, Inc.

750 Third Avenue
New York, N. Y. 10017

Tower of Light
World's Fair, N. Y. 11380





TOWER OF LIGHT

This is the exciting exterior of the investor-owned electric utility industry's exhibit at the New York World's Fair in 1964-1965.

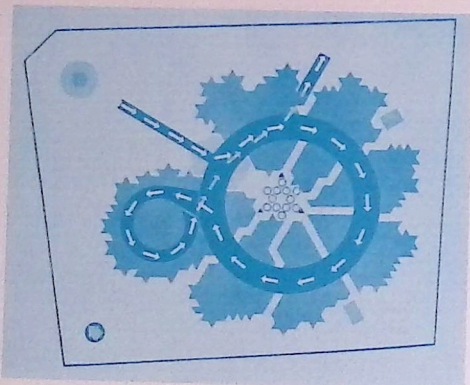
A pavilion of vertically staggered prisms, it rises 80 feet from a reflecting pool and surrounds an open light court from which three 120-foot high prismatic pylons extend. The court contains 12 searchlights, each producing one billion candle power of light.

Inside, visitors step onto a revolving ring after ascending to the upper floor via a moving ramp. The ring rotates them through

seven major exhibit chambers in each of which they spend three minutes experiencing a segment of the light-hearted, entertaining musical review. This tells the story of the growth, development, and aspirations of the electric utility industry and the concept of free enterprise which makes it possible. Fast-moving, the entire show takes less than half an hour counting the 30 seconds between each scene necessary to revolve the visitors from one chamber to the next. At capacity, it will play to 40,000 visitors a day.

"The Brightest Show on Earth" uses a wide variety of techniques, including lighting effects, music, dialogue, three-dimensional animated figures, and motion pictures. All are electrically controlled and synchronized to the script.

The editorial voice of the industry and free enterprise is represented in the leading character, Uncle Ben. He is an animated, three-dimensional, talking figure, electrically



Schematic diagram of revolving ring and exhibit chambers.

lighted and electronically controlled. He resembles an earlier Ben named Franklin who once had a significant electrical experience with a kite. His friend and constant companion is an animated eagle named Sam, who narrates much of the factual material.



Uncle Ben makes his entrance via a light-bulb balloon.

A romantic touch is achieved with two other characters, a boy and a girl who meet at the exhibit. They are projected through film technique and become the bridge between the audience and the fantasy of the show.

In the first chamber the audience experiences a spectacular "overture of light" and meets the main characters of the show. Worked into the story line is the tremendous growth in production and use of electric power over 25 years—since the last New York World's Fair.

Words, music, and dramatic special effects in succeeding episodes tell the stories of transmission and distribution, interconnection of power systems, and research.

Entertaining and educational sequences follow on industrial and commercial uses of

electricity, farm applications, home use, the over-all enjoyment of total electric living—and the low cost of electric service.

The story of free enterprise is emphasized in a Fourth of July sequence. The closing episode is a charming treatment of Christmas in music and lighting effects—showcasing a profusion of electrical gifts.

After the finale, the visitors walk down a spiral ramp to the ground floor where all sponsoring companies are identified, and where the spectators can view the dramatic source of the Tower of Light, visit a research exhibit, and experience an all-electric climate conditioning show.



Sam the Eagle in profile and full-face pose.

Show Designers and Producers:
ROBINSON-CAPSIS-STERN ASSOCIATES, New York City

Architects and Engineers:
SYNERGETICS, INC., Raleigh, North Carolina

Electric **POWER & LIGHT EXHIBIT**
INCORPORATED

750 THIRD AVENUE • NEW YORK 17, N.Y.

BETTER
LIGHT
BETTER
SIGHT
BUREAU

30th Anniversary: 1934-1964

The TOWER OF LIGHT

Investor-owned electric utility companies throughout America present...the Brightest Show on Earth. We hope that you leave the Tower of Light pavilion thoroughly entertained by Uncle Ben and his cast of delightful characters. We also hope that you will take with you a better understanding of the electric utility companies' past, present and future.

30th Anniversary: 1934-1964

Electric
Power
and Light
Exhibit

The
**TOWER
OF
LIGHT**
at the
New York
World's Fair

