

NEWS

OF THE WORLD OF REFRESHMENT

THE Coca-Cola Company Pavilion AT THE New York World's Fair

1965 ATTRACTIONS

- "Global Holiday" free trip around the world.
- "Hall of Reflection" new display area for 1965.
- Carillon concerts daily from the Coca-Cola Tower.
- Amateur radio "ham" shack for world-wide communications.
- U.S.O. Lounge referral center for servicemen.

For further information contact F. J. McCarthy at the Pavilion or Phone— Area Code 212-888-6915



Dazzling Success of Global Holiday Mirrored in New "Hall of Reflection"

SIGHTS, SOUNDS AND AROMAS OF UNIQUE "EXPERIENCE AREAS" OFFER AUTHENTIC ATMOSPHERE

A visit to the Fair will include a trip around the world for Fairgoers who journey through the free "Global Holiday" at The Coca-Cola Company Pavilion. The itinerary of the seventeen-minute walking tour includes five far-flung locales noted for glamour and excitement. First stop is Hong Kong, where sounds, sights and aromas of that bustling British colony envelop the visitor in total realism.

The presence of the Orient fades as the traveler moves into the next experience area. Here, the scent of jasmine and the sounds of Indian lute music are a part of the magical illusion of the moonlit pools of the Taj Mahal.

Leaving the serenity of the Taj, the traveler then encounters the brisk atmosphere of a Bavarian ski lodge complete with pine odor, crackling logs and the happy sounds of yodeling. Towering above the corridors of the "Global Holiday" is a breathtaking vista of the Bavarian Alps.

Beckoning ahead are the mysterious temple ruins of Cambodia. The great god head of Angkor Wat stares silently at the visitor. Monkeys swing in trees and a waterfall rushes down a gorge. Children, in particular, stare wide-eyed at this total re-creation of the lushness of a tropical rain forest.

Matted vegetation underfoot changes to the hard wood planking of a scrubbed deck as the visitor strolls onto the S.S. Brasil. The deck throbs with the sound of heavy motors, a breath of salt sea spray is in the air, and in the distance the world-famous skyline of Rio de Janeiro looms through the night.

As the trip around the world nears completion, the traveler moves into the "Hall of Reflection," where a myriad of flashing lights recalls people and places of the world. This dramatic effect, new in 1965, is followed by a display area where the internationally-available products of The Coca-Cola Company are spectacularly displayed in a fountain showcase.



"HALL OF REFLECTION"

The new "Hall of Reflection" at The Coca-Cola Company Pavilion provides a perfect conclusion to the visitors' trip through the "Global Holiday" exhibit. Under a canopy of twinkling stars, visitors see a host of beautiful color transparencies and product samples suspended in space and repeated an infinite number of times in two mirrored walls. Visitors, too, are reflected in the mirrors, thus participating in this amazing illusion of spacial infinity. The transparencies in the cylindrical light-boxes overhead portray some of the millions of people who enjoy the products of The Coca-Cola Company.

The entire presentation comprises an area approximately thirty feet long by eight feet wide. The lilt of a Reprise theme fills the air, recalling the five fascinating experiences which the audience has just enjoyed in The Coca-Cola Company Pavilion. This new, exciting area was created by Displays, Inc., the same firm responsible for the "Global Holiday."



A journey through the winding corridors of the "Global Holiday" takes the visitor into re-creations of such far distant locales as Rio de Janeiro, Cambodia, Bavaria, India and Hong Kong (above).

"Coca-Cola" and "Coke" are registered trade-marks which identify only the product of The Coca-Cola Company.

K2US Short Wave Voice of the Fair Speaks to the World this Season

The finest three-position sending and receiving station ever built for world-wide amateur radio communication is operating again this year at The Coca-Cola Company Pavilion. Messages are flying across the country and over the seas to such distant lands as South Africa, Israel, Venezuela and Germany. K2US is truly the short wave voice of the World's Fair.

Any amateur radio operator who visits the exhibit is allowed to broadcast from the studio after presenting his operator license. Visitors to the exhibit can watch and listen as these amateur "hams" talk to their counterparts around the world.

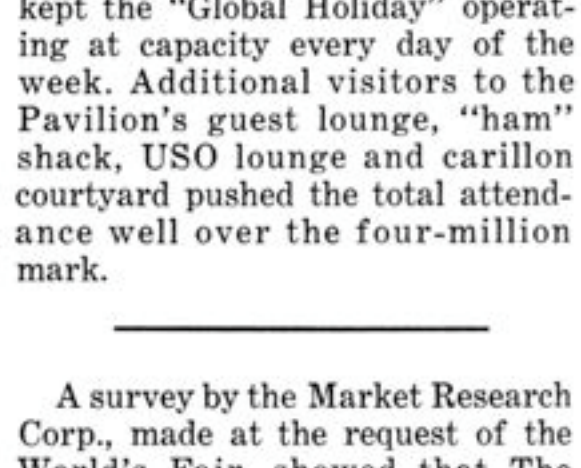
Some 7,000 amateurs availed themselves of the equipment in the "hamshack" in 1964. On May 30, one of its busiest days, a total of 59 different operators used K2US for a total of 258 two-way contacts!

The station is managed on a volunteer basis by members of the

Hudson Amateur Radio Council in cooperation with the American Radio Relay League. Its members kept K2US on the air ten hours a day for six months during 1964 and have made it the most famous short wave station in the world.

The A. R. R. L. is the national non-profit membership association for "hams" in this country. Herbert Hoover, Jr. is the president of the League, which was founded in 1914. Its headquarters are in West Hartford, Connecticut.

Public service is one of the League's most important functions. Its "Amateur Radio Emergency Corps" forms a valuable nucleus of back-up communication for disaster work. At the Fair, the League is serving to carry forth news of the most exciting of all Fairs to "hams" around the world. The Coca-Cola Company is pleased to make Pavilion space available to them.



The best known amateur radio call letters in the country—K2US—proudly identify the A. R. R. L. "ham" shack at The Coca-Cola Company Pavilion.

Highlights of 1964

Twenty thousand daily visitors kept the "Global Holiday" operating at capacity every day of the week. Additional visitors to the Pavilion's guest lounge, "ham" shack, USO lounge and carillon courtyard pushed the total attendance well over the four-million mark.

A survey by the Market Research Corp., made at the request of the World's Fair, showed that The Coca-Cola Company Pavilion was rated "most interesting" industrial exhibit, along with such favorites as General Motors, General Electric, Ford and Bell System.

The National Arts Club bestowed upon the World of Refreshment a "Citation of Merit" for its good taste in display in the industrial section of the Fair. Spain received a similar "most creative" award for the international section.

A critic no less severe than TIME magazine said in appreciation of The Coca-Cola Company Pavilion: "The Fair's best trip of all."

USO LOUNGE PROVIDES A "HOME AT THE FAIR" FOR VISITING SERVICEMEN

The official World's Fair USO Lounge is once again providing servicemen with a "home away from home" during their visits to the Fair. The lounge is located at the rear of The Coca-Cola Company Pavilion (opposite the new Churchill Center). Visitors enter through newly-installed plate glass doors, and see that the recreation area is complete with stereo, a player piano, free soft drink machines, television and a desk where attractive hostesses advise what other exciting places there are to visit at the Fair. This service is provided to the USO by The Coca-Cola Company as an acknowledgment of the great service USO is providing to servicemen the world over.

The spacious lounge, which occupies 1,110 square feet of Pavilion space, proved itself in 1964 to be an invaluable referral center and rendezvous point for the military exploring the Fairgrounds. In addition to volunteers who supply information about Fair happenings, the Lounge also has a direct tie-line to the USO Times Square Center. Information thus can be obtained regarding free tickets in Manhattan to the theatre, sporting events, and other entertainment.

USO officials expect the Lounge to be a greater success this year than it was in 1964 when more than eighty thousand servicemen—ranging from Privates to Generals, Seamen to Admirals—availed themselves of the services provided here. Allied service personnel from over thirty foreign nations registered in the Lounge last year.

The Coca-Cola Company is happy to cooperate in this venture through which servicemen benefit from such services as entertainment, tickets, tours, accommodations, housing placement, counselling, guidance, referrals—and FUN.



Passing out free tickets to Fair attractions was one of the pleasant duties of lounge Program Director, Elizabeth "Libby" Wooddell, who worked with volunteers to make servicemen's Fair visits pleasant.



Lovely singing star Anita Bryant is again the official hostess of the USO lounge. Above, she receives the annual "Guardsman Award" from Brig. Gen. John C. Baker. Others pictured, left to right, are Guardsman manager, George Biddick; Governor Henry Bellmon of Oklahoma; and Brig. Gen. Vito Castellano.

The Coca-Cola Tower Brings Beauty of Carillon Music to Millions

John Klein, one of America's most outstanding and versatile musicians, is back this year as resident carillonneur at The Coca-Cola Company Pavilion. He is again delighting millions of Fairgoers with his daily carillon concerts of pop standards such as "Laura," "Shangri La," "Stardust" and "Climb Every Mountain." As last year's Fairgoers know, John traditionally opens his shows 12:30, 3:30 and 6:00 concerts with the famous Leonard Joy theme song or the equally famous "Things Go Better" theme.

The stirring sounds of the giant carillon come from the Coca-Cola Tower, which rises 120 feet into the air above a glass-enclosed console room. This unique musical installation, the largest of its kind in the world, was built by Schulmerich Carillons, Inc., of Sellersville, Pa. The Coca-Cola Tower can be seen from any part of the Fairgrounds, and the peals of the carillon bells can be heard throughout the surrounding environs.

The bells are actually tiny rods of traditional cast bronze which

produce pure bell tones when struck with miniature hammers. The sound is barely audible until banks of high-fidelity speakers amplify the bell notes more than a million times to produce the richly sonorous tones and joyous peals of carillon music. If the carillon in the Coca-Cola Tower consisted of traditional cast bells, it would weigh more than 2,000,000 pounds.

John Klein, a carillon virtuoso, is no stranger to World's Fairs. He was the official carillonneur of the Seattle World's Fair and also gave recitals in 1958 at the International Carillon Festival in Cobh, Ireland, and at the Brussels World's Fair. An RCA Victor recording star, he has been musical director for such stars and shows as Frank Sinatra, Gizelle McKenzie and TV's "Your Hit Parade."

The console from which John performs is in the center of the Pavilion's courtyard. Its central location plus glass encasing makes it a popular attraction to visitors who are drawn to the Pavilion by the strains of John's music.

Miracle of the Modern Carillon

America, for many centuries, turned to the ancient casting foundries of Europe for bells. But through the perfecting of modern techniques in this country, the process has been reversed and Europe now turns to us for modern carillons and bells.

The method by which these modern carillons are created was invented in 1930 by George J. Schulmerich, who was then a young Philadelphia engineer.

He had been making and installing public address systems, many of them in churches. Often craftsmen told him regretfully that it was impossible for them to afford the high cost of cast bells and the strong towers needed to support them.

Mr. Schulmerich tackled the problem of creating the sound of bells without using the great mass of metal required to mold the traditional cast bronze bells. The amplifying powers of modern electronics provided the solution.

Visitors to The Coca-Cola Company Pavilion can listen to the finest example of the modern carillon maker's art, the 610-bell unique musical instrument.



Popular carillonneur John Klein is shown here during a visit to the Coca-Cola Tower by hostesses of International pavilions. Klein performs three daily concerts.



The World of Refreshment is a big, round building rising majestically from a crowded Fairgrounds. And it is more—a conference between two Pavilion executives, Ted Duffield and Harry Kipke, where the problems and joys of operating a multi-million dollar exhibit are discussed—a sweeping view of the lofty Coca-Cola Tower on a sunny morning—it is people—excitement—laughter and marching bands—a dramatically-lighted Angkor Wat temple ruin in the "Global Holiday." It is a pause in the center courtyard to refresh with one of the products of The Coca-Cola Company.

