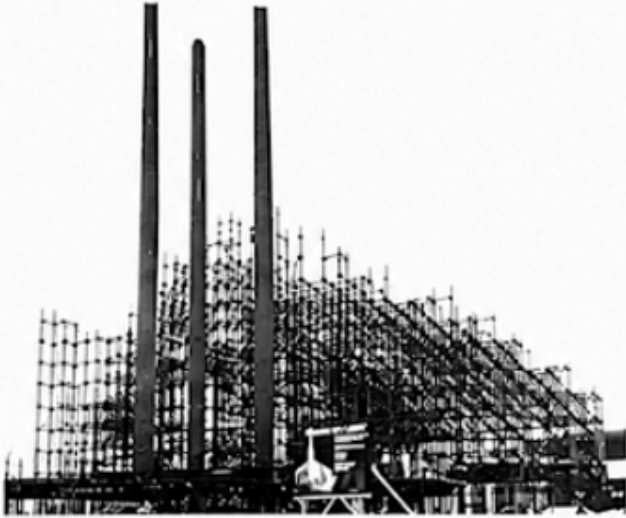




*The History
of the Industry's
Participation in the
N. Y. World's Fair*



Electric Power and Light Industry Started Fair Preparations in 1960

NEARLY four years before the N. Y. World's Fair opened, EEI announced that it would be an exhibitor.

In those four years the huge Flushing Meadow site of the Fair was transformed from a "dismal dump" to a 646-acre land of magic, under the direction of Robert Moses, President of the New York World's Fair, and hundreds of exhibitors, large and small, from America and from around the world.

Sherman R. Knapp, Chairman of the Board, The Connecticut Light & Power Co., was President of the Institute in 1960, when it was decided that EEI would be an exhibitor. In the fall of that year, Ernest R. Acker, then President of Central Hudson Gas & Electric Corp., was selected to be Chairman of the Institute's N. Y. World's Fair Committee, which was made up of 17 electric company leaders. The task of this committee was to develop plans for the industry's exhibit.

Early in 1961, it was announced that a new corporation, known then as Power & Light Exhibit, Inc., (later changed to Electric Power & Light Exhibit, Inc.) had been formed to conduct the participation of the investor-owned electric utility industry in the Fair. Mr. Acker, who was now Chairman of the Board of his company, was elected President of EP&LE. Other officers, at the time, included: Vice President, Edwin Vennard, Vice President and Managing Director of EEI; Secretary, Garland S. Landrith, Jr., of EEI; Treasurer, H. S. Sutton, then Treasurer of EEI and Consolidated Edison Co. of New York, Inc.; and Assistant Treasurer, C. R. Bozek, of EEI. Since that time, Mr. Landrith has been elected Vice President and General Manager of EP&LE; John D. Gray, who succeeded Mr. Sutton as Treasurer of Con Ed and EEI, has been named Treasurer of EP&LE; and E. Kendall Gillett of the law firm of Whitman Ransom and Coulson was elected Secretary.



When this early scale model of the "Tower of Light" was made, the building still was just a dream.

In the spring of 1961, EP&LE leased a 45,000-square-foot exhibit site. Mr. Sutton presented a check for \$90,000 — representing half the first year's rent — to J. A. Panuch, then Vice President in Charge of Industrial, Federal, State and Special Exhibits for the World's Fair Corp.

At that time, Mr. Acker announced that "an exciting concept is being developed for the electric industry exhibit. By the middle of the year," he said, "we expect to be able to announce the principal features of the exhibit."

Also in the spring of 1961, Mr. Landrith was selected as the general manager of the exhibit corporation. Mr. Landrith's duties were to "supervise arrangements and activities in connection with the designing, erecting, operating, and maintaining of the industry's World's Fair exhibit." Mr. Landrith, since joining EEI in 1957, had been Assistant to the Institute's Assistant Managing Director.

Because the World's Fair efforts of the industry had been fragmentary up until now — and the Fair was more than three years in the future — there had been very little written about it.

All this changed, however, when, at the 29th Annual Convention of the Institute in New York City in June, 1961, Mr. Acker presented a "World's Fair Progress Report."

Mr. Acker's description of the exhibit showed that those intimately connected with the project had, indeed, been busy in the preceding nine months.

Discussing the selection of materials to be exhibited, he said: "The difficulty of selection is a tribute to the magnitude and scope of our industry, as well as a recognition of the fact that its operations are complex and even incomprehensible from the standpoint of the general public. Another difficulty stems from the fact that new inventions and developments in our industry come so fast that we cannot firm up our over-all exhibit



A check for \$90,000 — half of the first year's rent for the 45,000-square-foot exhibit site of the investor-owned electric utility industry at the 1964-65 World's Fair — is presented to J. A. Panuch, second from left, former Vice President of the Fair Corp. Check is presented by H. S. Sutton, former treasurer of EEI and former treasurer, Consolidated Edison Co. of New York, Inc. At left is Ernest R. Acker, President, EP&LE. Edwin Vennard, EEI Vice President and Managing Director, is shown at right.



Participating in the ground-breaking ceremonies for the electric utility companies' New York World's Fair exhibit at Flushing Meadow Park are Robert Moses, World's Fair President, and Ernest R. Acker, President of EP&LE.

plan until the last possible moment. What we view as exciting and futuristic in 1961 may be only comfortable old-hat in 1964."

But even at that early date a guide had been established for the final exhibit pattern, using seven major categories of displays upon which to base the industry's story.

Mr. Acker said, "I feel, of course, that the Fair is truly a remarkable opportunity for everyone in our industry. Many have already been informed of the (E)P&LE organization, plans, and proposed financing in letters which have been sent to chief executives."

"We have already been greatly assisted by the thoughts and efforts of many members in the industry, including the members of the EEI Sales Division Executive Committee and the EEI Public Relations Committee, and this we deeply appreciate."

Mr. Acker concluded his report with this statement: "Because every electric company in the nation will be

benefited by the (E)P&LE exhibit at the Fair, we are now seeking, and counting on, the widest possible financial support for this great undertaking. We have here an unparalleled opportunity to make contact with millions of our customers in a truly face-to-face way and, for this reason, we plan to have an exhibit that will be one of the Fair's principal attractions — and that will tell our industry's story as it has never been told before."

Some 150 electric utility companies ultimately became participants in this exciting project.

In May, 1962, EP&LE announced that a new pavilion (an earlier design was rejected) had been designed for the industry's Fair exhibit.

With a 12-billion candlepower beam as the center of the exhibit, the pavilion was described as irregular in shape, with its appearance different — yet harmonious — from every angle. It would be known as



In December, 1962, the site of the "Tower of Light", above, had just been cleared of trees, and there was little about the location to suggest the magnificent building which would stand there within a year and a half. The photograph, below, made on Feb. 1, 1963, shows that some progress had been made.





On Feb. 27, 1963, excavations were being made, above, by Slattery Contracting Co., but the "Tower of Light" still was visible only in the imagination.



Early in 1963, the foundation, above, for the "Tower of Light" pavilion was being laid at the Flushing Meadow site of the 1964-65 New York World's Fair.



Signs of progress are shown, above, in the photograph made on May 28, 1963. Part of the steel framework had been erected and the steel for the three 120-foot pylons had been set up.



A construction worker applies welding tape, above and below, to the "sandwich-type" aluminum paneling which forms the facade of the building.





A panel of Alcoa "Alply" aluminum siding is hoisted into place, above, by a member of the construction crew at the "Tower of Light" building.

the "Tower of Light." Vertically staggered prisms, forming the walls of the building, would rise to a height of 80 feet, and three pylons would rise—an additional 40 feet to emphasize the Tower of Light rising from its central core.

In a news release on the Tower of Light, Mr. Acker said: "The asymmetrical exterior will tend to increase the visual impact and enhance the illusion of size and height."

He added that "an exciting show containing the important elements of the industry's story will be presented in an informative and highly entertaining

manner within the exhibit chambers, and will be integrated with the spectacular appearance of the building. The structure lends itself to many possible descriptions — pavilion of light prisms, a crystal palace of ever-changing light and color, a Gothic cathedral of light."

Also in May, 1962, it was announced that the site of the Tower of Light had been changed to a plot adjacent to the one it was to occupy originally. It was a better location, on the corner of the Avenue of Commerce and the Dwight D. Eisenhower Promenade, directly opposite the General Electric Co. pavilion, and near the Pool of Industry.

The design of the new building and exhibit concept were created by Robinson-Stern Associates, Inc., New York City, the firm that produced the theme show for the Seattle Century 21 World's Fair, held in 1962. Since then the firm has become Robinson-Capsis-Stern Associates, Inc. The concept for the building was turned over to the architectural and engineering firm of Synergetics, Inc., Raleigh, N. C., founded by the world-renowned Buckminster Fuller, for execution. This firm also was the structural design consultant for the Seattle theme exhibit and is well known for its imaginative architectural achievements.

When the architect's rendering of the Tower of Light and scale models appeared, with the beam of light simulated, it became an immediate favorite with newspapers and magazines around the nation. The Tower of Light probably received more unsolicited national and local publicity than any other exhibit at the Fair.

In October, 1962, Mr. Moses, Mr. Acker and Mr. Vennard joined with electric utility executives, John Edison Sloane, grandson of Thomas A. Edison, and the designers and architects in ground-breaking ceremonies at the site.

Rockefeller Sends Greetings

Governor Nelson A. Rockefeller sent his personal greetings to Mr. Acker upon the occasion. The Governor said: "It is a pleasure to send cordial greetings to all present at the ground-breaking ceremonies for the exhibit of the investor-owned electric utility industry at the coming New York World's Fair.

"This exhibit of your industry will be completely appropriate to the theme of the World's Fair and will be interesting, informative, and vividly illustrative of this nuclear age in which we live.

"My congratulations and best wishes."

Mr. Moses said: "I think I can say without exaggeration . . . that this is really a wonderful building . . . and you have room inside for everything you want to show. It will not only be attractive in the daytime . . . but will be stunning at night . . . I am sure this exhibit is going to be one of the greatest shows of the World's Fair."

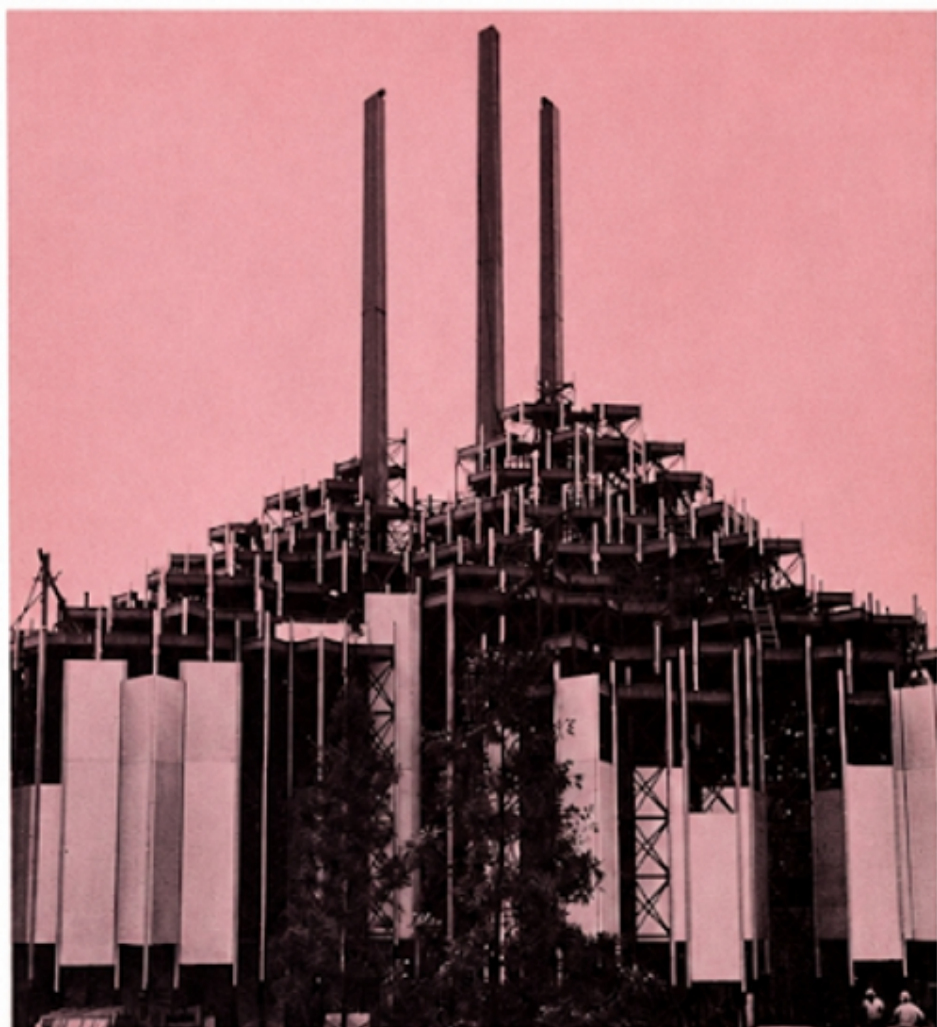
At the ceremonies, Mr. Acker said: "Without electricity, no modern industrial society can exist, and without full electrification, no nation can hope to compete in today's world. To maintain America's position of leadership, the investor-owned electric utilities will be spending \$140 billion . . . over the next 20 years to build power plants and transmission lines ahead of the constantly growing demand for electricity. That's a large sum — even by World's Fair standards.

"Commissioner Moses has said the Fair will be dedicated to man's achievements on a shrinking globe in an expanding universe — his inventions, discoveries, arts, skills and aspirations. We honestly believe that



The biggest "tinker toy" he ever saw, in the background, above, dwarfs the real "tinker toy" of this

The exhibit building, right, finally begins to take shape. About half of the facade has been applied.



In the photograph of the building, below, made in the summer of 1963, the progress on the construction can be seen. By this time the building had already captured the imagination of newspaper and magazine editors all over the nation.





In the photograph, above, made on Feb. 24, 1964, engineers were already installing the bank of 12 "Xenon" lamps which were to provide the 12-billion candlepower beam for the exhibit.



The fantasy in steel, above, actually is the inside of the Court of Light, looking upward. This is the core of the "Tower of Light," from which emanates the world's most brilliant exposition lighting.

the unique design of our building . . . and the story told in our exhibit will contribute substantially to this aim."

In the fall of 1962, ground was turned, pilings driven, and the foundation for the Tower of Light started. By the spring of 1963 the foundation had been laid, but there was much work to be done.

In April of 1963, the show for the Tower of Light was taking shape. Robinson-Capsis-Stern had outlined a show for the industry. Uncle Ben, an animated, character who resembled an earlier Ben — Franklin — was to be the central character who escorted the audience through the show. His sidekick was to be "Sam the Eagle," an animated bird with more electrical facts at his disposal than any bird in history.

A story which appeared in the April, 1963, EEI BULLETIN said that Uncle Ben and Sam were animated, three-dimensional, talking figures, lighted from within and electronically controlled . . . "The entire presentation maintains an aura of a musical fantasy, while presenting the facts about the industry, striking a balance between entertainment and information."

"The story of the industry is presented in seven episodes, each episode being staged within its own chamber within the pavilion and consisting of several sequences," the story continued. "Visitors will be revolved from chamber to chamber on a moving ring. They will spend three minutes in each chamber."

It was also announced that the whole show "will be automatically run from a central control room which will contain all the electronic equipment necessary to program the seven chambers, the company identification display and the climate-conditioning sequence. Since . . . the show . . . is produced through a wide variety of techniques, including dialogue, music, lighting effects, graphics, three-dimensional animated figures and motion pictures, the problem of synchronizing them electrically and controlling them as the script requires necessitated some brilliant engineering."

The story revealed that "many months of work and thousands of man-hours have gone into the conception and design of the show."

One-Day Meetings

As work on the building progressed and the exhibit became nearer and nearer realization, EP&LE "took to the road" in a series of eight regional meetings designed to inform participating companies of the nature and contents of the exhibit and of the materials available for promotional activities.

The one-day regional meetings began in Dallas on May 28, 1963, and concluded in New York on June 25 of that year. Sessions also were held in Atlanta, Los Angeles, Spokane, Chicago, Cleveland and Boston.

At the regional meetings round table conferences were held with public relations, publicity, advertising and home service people of sponsoring companies to discuss suggestions and improvements of the contemplated program. Each meeting began with a preview of the exhibit, including a sound-slide presentation describing the unusual design of the pavilion and the show. A taped version of the show's musical score also was presented.

The meetings were conducted by Mr. Landrith, Jim Stanley, Public Relations Coordinator of the exhibit, and Craig Tarler of N. W. Ayer & Son, Inc., the public relations consultants to the exhibit.

From the time the first shovelful of dirt was turned in the ground-breaking ceremonies until the building was completed and the show installed in April, 1964, there were more than 100 people working on the Tower of Light building almost every day of the week.

In November, 1963, Walter Bouldin, then President of the Institute, said that the participation of the industry in the World's Fair exhibit symbolized a very important area of cooperation of the industry.

"This is just one of the manifestations of the cooperative spirit of the investor-owned electric utility industry," Mr. Bouldin said. "This is just one example — one that has received widespread attention in the nation's press because of its public nature."

Following are members of two committees associated with the Fair, at the time of its opening, as well as board members of EP&LE.



This aerial photograph above of the "Tower of Light" was made just two months before the Fair opened on April 22, 1964. In the lower left corner is the Johnson's Wax pavilion.

The General Electric pavilion is to the right of the Tower of Light and at the center top is the exhibit building of Bell Telephone.

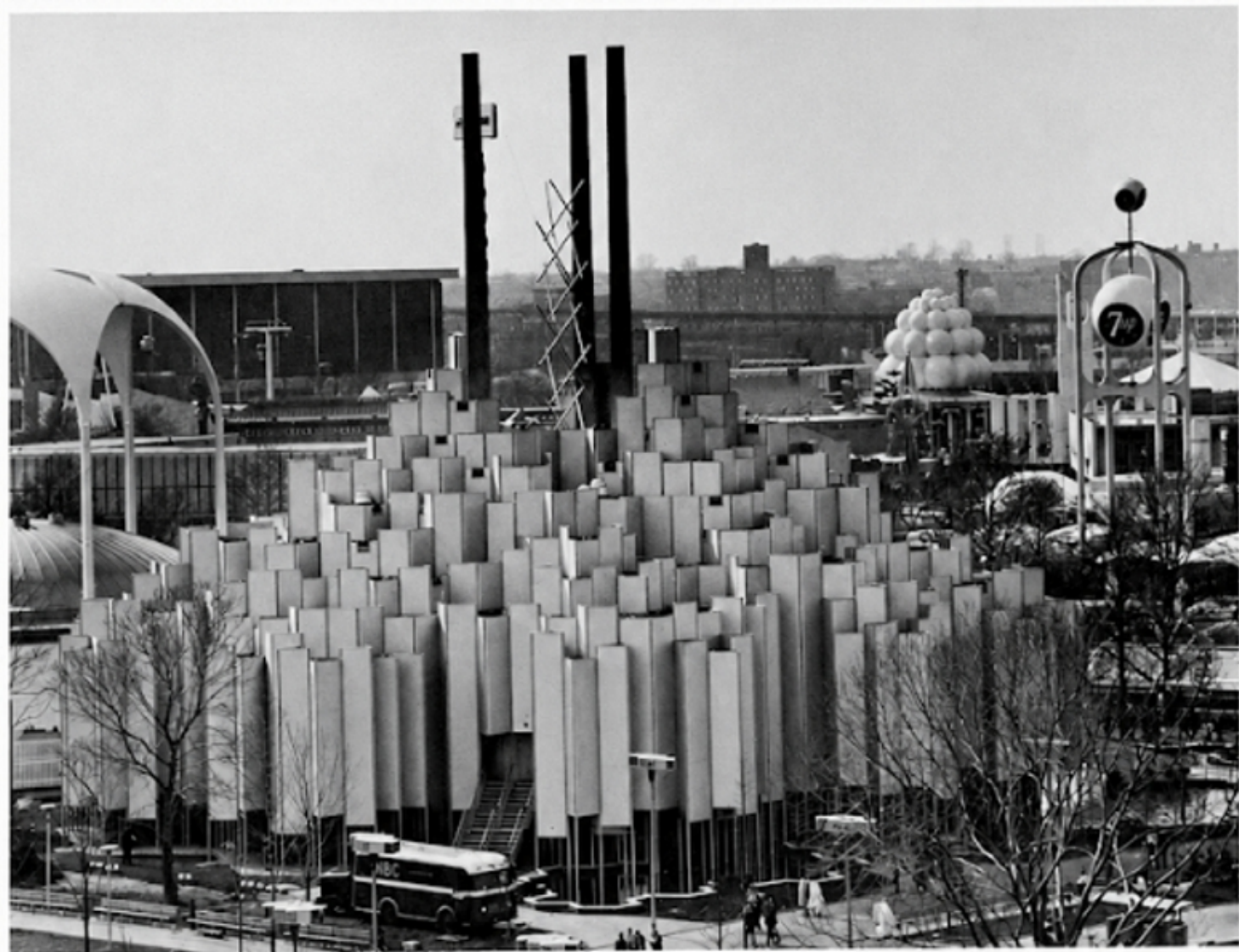
Mr. ACKER is Chairman of the EEI World's Fair Committee, and members are: G. L. ANDRUS, Middle South Utilities, Inc.; HARLEE BRANCH, JR., The Southern Co.; H. J. CADWELL, Western Massachusetts Electric Co.; D. C. COOK, American Electric Power Co., Inc.; J. E. CORETTE, The Montana Power Co.; C. E. EBLE, Consolidated Edison Co. of N. Y., Inc.; BEEMAN FISHER, Texas Electric Service Co.; WILLIS GALE, Commonwealth Edison Co.; E. L. LINDSETH, The Cleveland Electric Illuminating Co.; D. C. LUCE, Public Service Electric and Gas Co.; E. J. MACHOLD, Niagara Mohawk Power Corp.; D. B. MANSFIELD, Ohio Edison Co.; J. W. MCAFEE, Union Electric Co.; HAROLD QUINTON, Southern California Edison Co.; R. G. RINCLIFFE, Philadelphia Electric Co.; J. J. TUOHY, Long Island Lighting Co.

EP&LE Board Members

Board members of EP&LE are Mr. Acker; G. L. Andrus, Middle South Utilities, Inc.; Harlee Branch, Jr., The Southern Co.; H. J. Cadwell, Western Massachusetts Electric Co.; D. C. Cook, American Electric

Power Co., Inc.; J. E. Corette, The Montana Power Co.; C. E. Eble, Consolidated Edison Co. of New York, Inc.; Beeman Fisher, Texas Electric Service Co.; Willis Gale, Commonwealth Edison Co.; E. L. Lindseth, The Cleveland Electric Illuminating Co.; D. C. Luce, Public Service Electric and Gas Co.; E. J. Machold, Niagara Mohawk Power Corp.; J. W. McAfee, Union Electric Co.; Harold Quinton, Southern California Edison Co.; R. G. Rincliffe, Philadelphia Electric Co.; W. H. Sammis, Ohio Edison Co.; J. J. Tuohy, Long Island Lighting Co.; Edwin Vennard, EEI; and Garland S. Landrith, Jr., EEI.

Ray Martin, Director of Advertising, Consolidated Edison Co. of New York, Inc., is Chairman of the EP&LE Committee on Exhibits. Members are: Mr. Acker, J. F. Burt, Western Massachusetts Electric Co.; E. R. Eberle, Public Service Electric and Gas Co.; A. W. Evans, Niagara Mohawk Power Corp.; H. R. Johnson, American Electric Power Service Corp.; E. W. Hodgetts, The Cincinnati Gas & Electric Co.; E. R. Laws, Philadelphia Electric Co.; B. D. Mitchell, Jr., Middle South Services, Inc.; and E. T. Strong, Central Hudson Gas & Electric Corp.



On opening day at the Fair — April 22, 1964 — the "Tower of Light" pavilion is shown above. A mobile unit of National Broadcasting Co. used the facilities of the building as its headquarters to cover the opening day activities. The unit's truck is parked beside the building.