



Hundreds of people get on line in front of the "Tower of Light" pavilion at the N. Y. World's Fair, waiting their turn to be transported through the investor-owned electric industry's show, *The Enjoyment of Electricity*.

'Tower of Light' Pavilion Is Major Fair Attraction

THOUSANDS of visitors to the N. Y. World's Fair each day are touring *The Enjoyment of Electricity*, the story of the investor-owned electric utility industry which is presented in the "Tower of Light" pavilion.

On many days, up to 25,000 people have witnessed the show, which was conceived and produced by Alfred Stern of Robinson-Capsis-Stern Associates, Inc., New York City.

The industry's show is one of the Fair's main attractions. A firm dealing in polls and public opinion sampling discovered that 91 percent of those who went through the industry's show would recommend it to their friends who were planning to visit the Fair.

The Tower of Light, which has been acclaimed by architects and engineers as one of the most outstanding pavilions at the Fair, becomes by night a man-made aurora borealis, with multicolored floodlights bathing the facade of the building in handsome pastel colors, and the 12-billion candlepower beam welcoming visitors all over the Fair grounds.

One of the highlights of the day at the Fair is the ceremony during which the greatest concentration of exposition lighting in the world is turned on. Motion picture starlets, film producer Otto Preminger, Rumania's Electric Power Minister, Gov. George A. Romney of Michigan, and many others are among the international figures who have switched on the lights

at 8:30 p.m. since the Fair opened. The lighting ceremony usually attracts from 500 to 5000 people. Often there is spontaneous applause as the world's most powerful beam slices through the night, reaching for the sky.

The Tower of Light pavilion is an architectural triumph in vertical prisms in a Fair heavily dominated by geodesic domes and square "boxes." *The Enjoyment of Electricity*, a light-hearted musical telling the industry's story, also is a standout among the major attractions at the Fair.

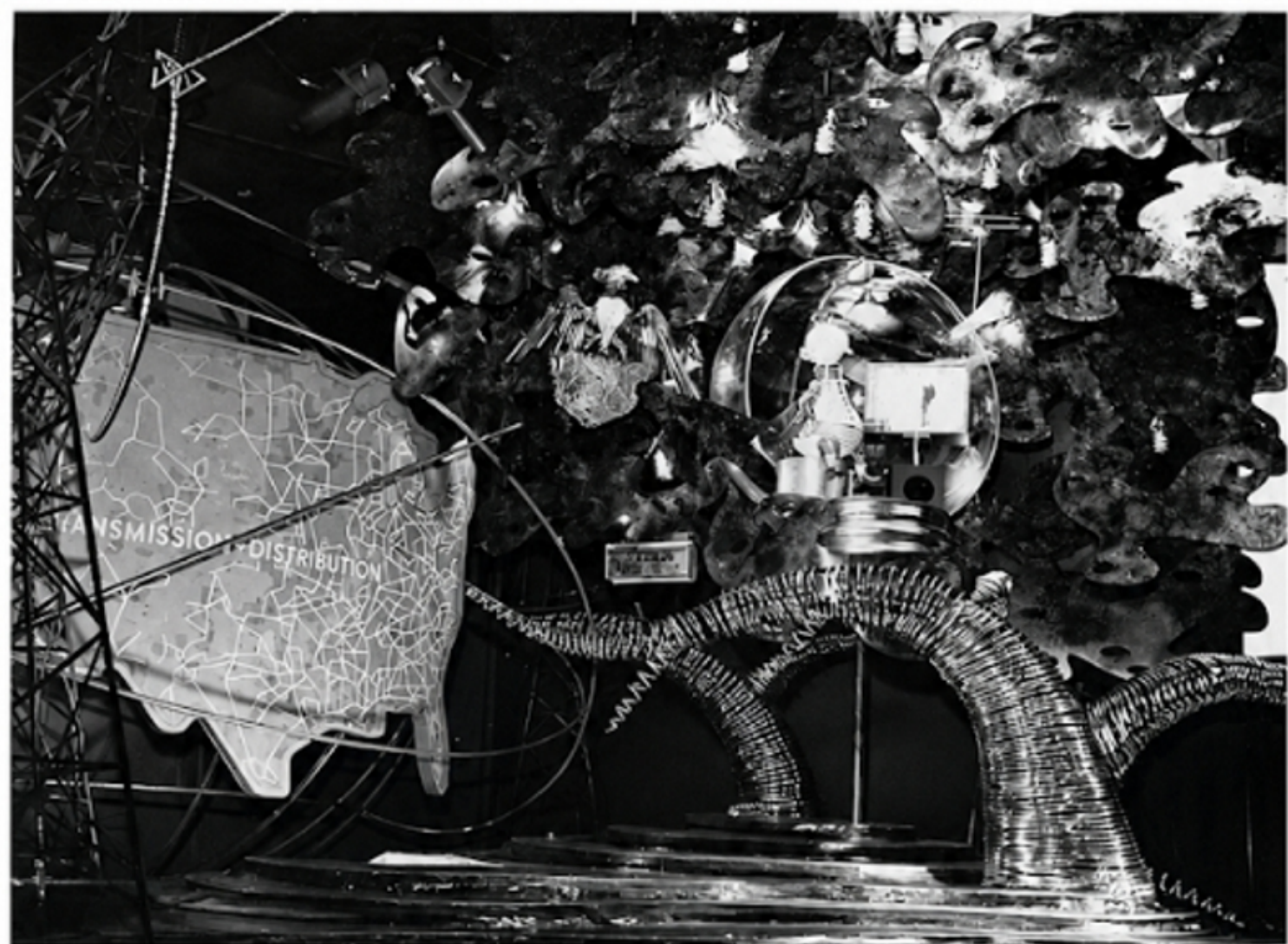
From the "Overture of Light," in the show's first chamber, to the fantastic Christmas scene, in the final chamber, the audiences have been impressed with the marriage of animation and word and song. Claibe Richardson, a talented young New York composer, has written witty lyrics and composed an outstanding score to accompany the action of the electronic figures which staff the show. The musical director was Robert Russell Bennett, one of America's foremost musicians and composers, who won an Academy Award for his scoring of the film, "Oklahoma."

In Chamber One of the show, the "Overture of Light" relates light and energy with electricity in a beautifully illuminated and orchestrated scene broken by a bright flash of lightning. The scene ends with a representation of Edison's first incan-

'The Enjoyment of Electricity'

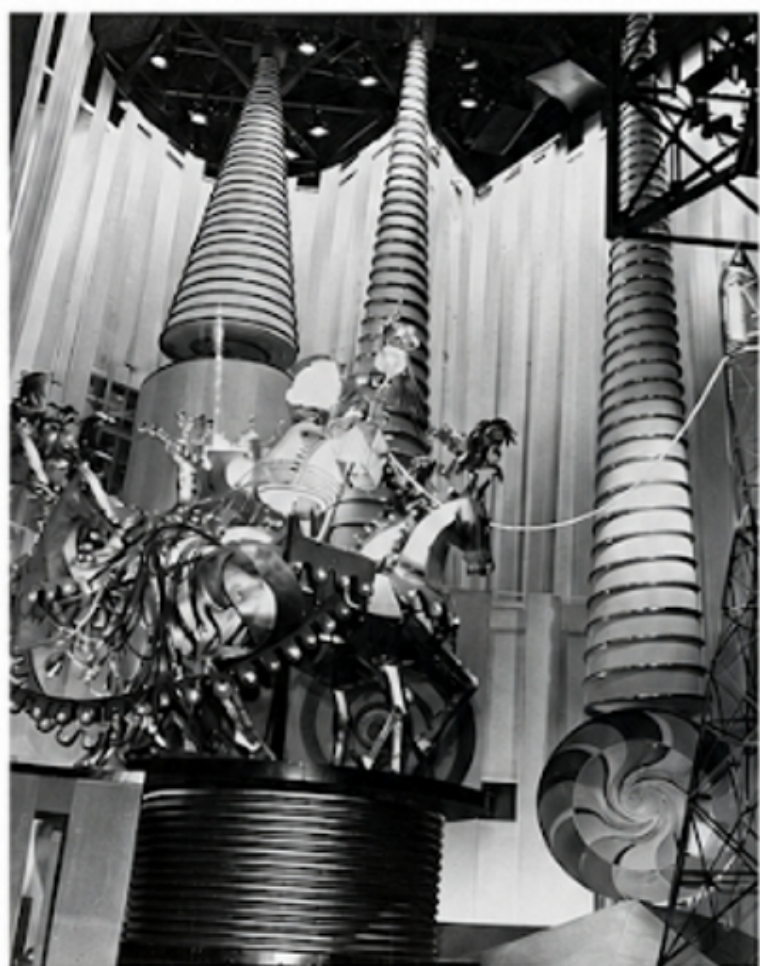


In the first chamber of *The Enjoyment of Electricity*, the visitors to the "Tower of Light" pavilion hear the "Overture to Light." Then Uncle Ben descends in a bulb-like balloon, and Betsy and George, the young romantic couple, make their first appearance, via the motion picture screen, in the left side of the photograph.



In a fantastic tree house, Uncle Ben simplifies the story of transmission, and a chorus sings "The Chorus of the Copper Cables," in Chamber Two.

In Chamber Two, Scene Two, Uncle Ben, astride one of a string of circus horses, tells how the investor-owned electric utility companies pool their power.





Uncle Ben, in a futuristic laboratory full of electrical pyrotechnics, in Chamber Three, above, tells the audience how the electric industry constantly seeks more efficient, economical sources of power generation and distribution through research. Chamber Four, below, presents Uncle Ben seated on the porch of an all-electric farm, operating it from a central control board.



Chamber Five, right, a fanciful theater with dual stages, presents Uncle Ben singing a song about "The Enjoyment of Electricity." A gala fireworks display, below, climaxes the scene in Chamber Six.



descent lamp, which changes into Uncle Ben's festive balloon. In the second scene, Uncle Ben floats into the Fair.

In Chamber Two, Uncle Ben, seated in a fantastic tree house, simplifies the story of power transmission by having a chorus sing "The Chorus of the Copper Cables." In 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 whistle and giant brass cable drums spin.

In Chamber Three, 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. In scene two, Uncle Ben, in an operating, fantastic factory, stresses the importance of electric power in industry.

All-Electric Farm

In Chamber Four, Uncle Ben, seated on the porch of an 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. In 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 40 different appliances.

In Chamber Five, in a fanciful theater with dual stages, Uncle Ben and Sam sing about "The Enjoyment of Electricity." In 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 illuminated, sing a happy song about the cost of electricity.

In Chamber Six, Uncle Ben and Sam, in a typical Hometown USA, Fourth of July scene, deliver an inspiring Independence Day address, climaxed by a spectacular burst of electrical fireworks.

In 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."

On the ground floor of the building, the audience, after seeing the Court of Light, source for the powerful Tower of Light beam, 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.

Robinson-Capsis-Stern Associates, Inc., New York City, were the show producers and designers, and

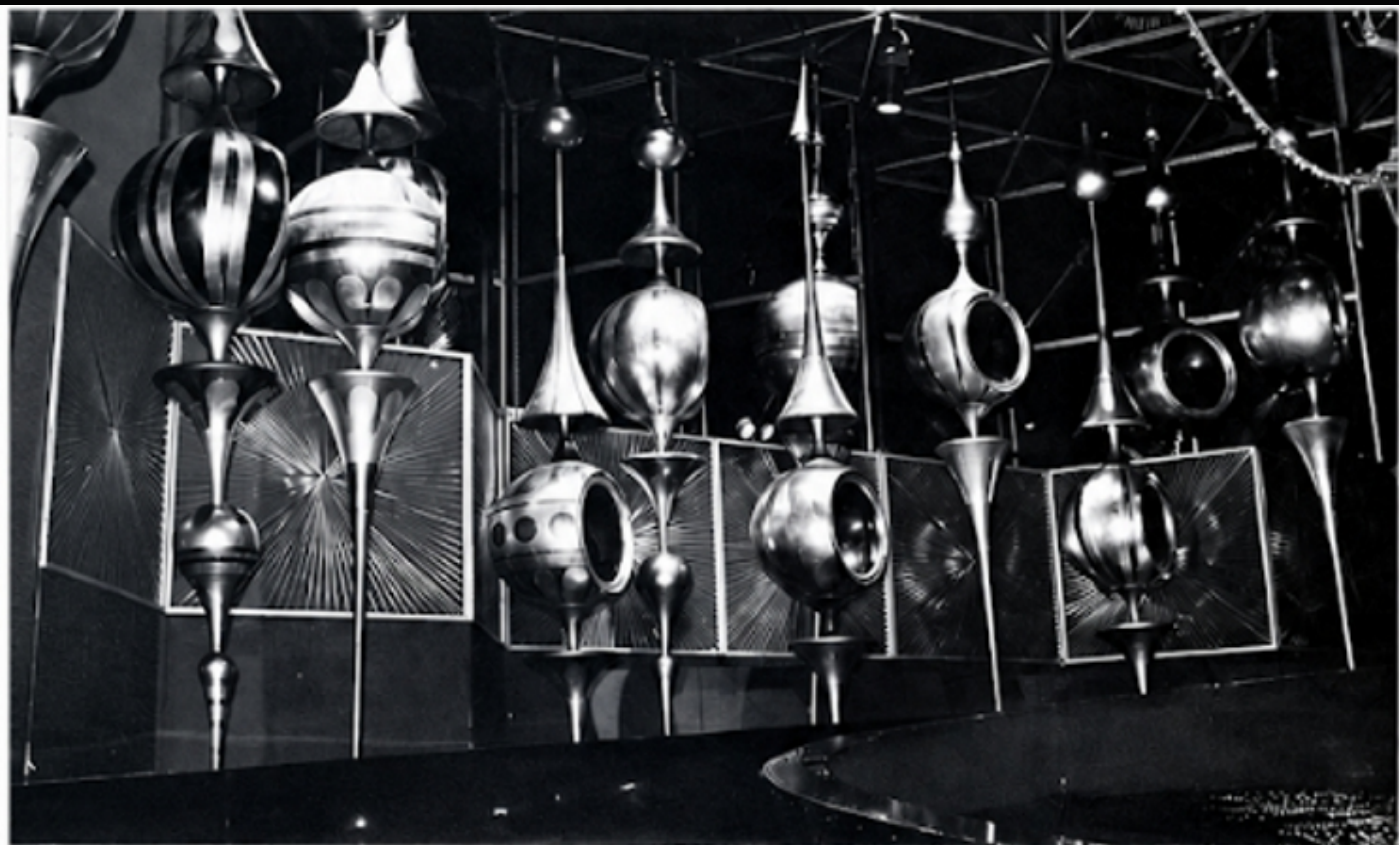
Synergetics, Inc., Raleigh, N. C., was the engineering and architectural firm.

The Tower of Light pavilion, which appears as an inverted crystalline chandelier floating over a glimmering pool, is covered with some 1200 aluminum panels, to form prisms that rise 80 feet to a peak at the center of the structure. Three steel pylons, 120 feet high, in the center of the structure, frame the 12-billion candle-power concentration of light which emanates nightly from the Court of Light, in the center of the building. Each of 12 General Electric "Xenon" arc lights produces an intensity of more than 1 billion candelpower, the greatest concentration of exposition lighting of its kind in the world. Hundreds of floodlights aimed at the building and equipped with automatic timers create a dazzling spectacle at night.

A 70-foot aluminum sculpture, said to be the largest ever constructed in this medium, is suspended over the Court of Light, which, at night, makes it one of the most brilliantly illuminated pieces of art in the world. Sculptor Kenneth Snelson calls his sculpture "Photonium."

The magnificent Tower of Light, with its industry show, is the culmination of four years of extensive efforts on the part of some 150 electric utility companies, the EEI World's Fair Committee, and others.





In Chamber Seven, above, a breathtakingly beautiful Christmas scene, Uncle Ben — dressed as Santa Claus — guides six reindeer through the sky. The chamber is decorated with huge, colorful Christmas ornaments.



Children, at left, wait patiently to be ushered through the industry's show. The guides insure a steady flow of visitors, through the chambers.