



TOWER OF LIGHT presents the most brilliant concentration of exposition lighting on record, consisting of twelve 5-kw Xenon searchlights, each producing 1,080,000,000 maximum beam candlepower, located in the open central core of the building. Thus a 12-billion candlepower beam stabs miles into the sky. The pavilion's exterior is a kaleidoscopic pattern of color.

TOWER OF LIGHT PAVILION

Tower of Light is the logically apt name given to the World's Fair pavilion sponsored by 140 investor-owned electric utility companies throughout America. This pavilion consisting of hundreds of aluminum prisms rising in a staggered fashion from a reflecting pool to a height of 80 ft at the center, houses twelve 5-kw Xenon lamp searchlights in the open central core of the structure. These searchlights project a 12-billion candlepower beam of intensely white light straight up into the sky. This beam of light is considered the most brilliant, and the most spec-

tacular light ever produced.

In addition, the pavilion's modular aluminum panels are lighted in color by a variety of lighting units. There are 912 PAR-38 lamps, 12 floodlights equipped with PS-52 1500-watt standard lamps, and 161 1500-watt quartz-iodine floodlights. All of these units are equipped with special dichroic color filters in four colors—red, blue, green and amber. The quartz-iodine floodlights, located at ground level around the perimeter of the building, are also equipped with parallel louver shields, to prevent spill light from one unit overlapping the color effect from other units, and also to prevent glare in the eyes of exhibit visitors at ground level.

All of the exterior lighting is dimmer-controlled, and is programmed for a sequential pattern of color combinations embracing hundreds of different colors during a complete cycle. The central white beam of light burns full brightness at all times.

Architects and engineers for this project were Synergetics, Inc., Raleigh, N. C., and electrical work was by T. Frederick Jackson, Inc., New York City.



THE BRILLIANT light beam is seen in this view of "The Brightest Show on Earth," against one of the hundreds of color effects produced on the building's exterior.

James King and Son, Inc., General Contractor.



SEARCHLIGHTS each contain a 5-kw Xenon lamp, and can be viewed by visitors to the exhibit as they leave the building.



COLOR LIGHTING on building's exterior is provided by floodlight units equipped with dichroic filters in red, blue, green and amber, and with louver shields.