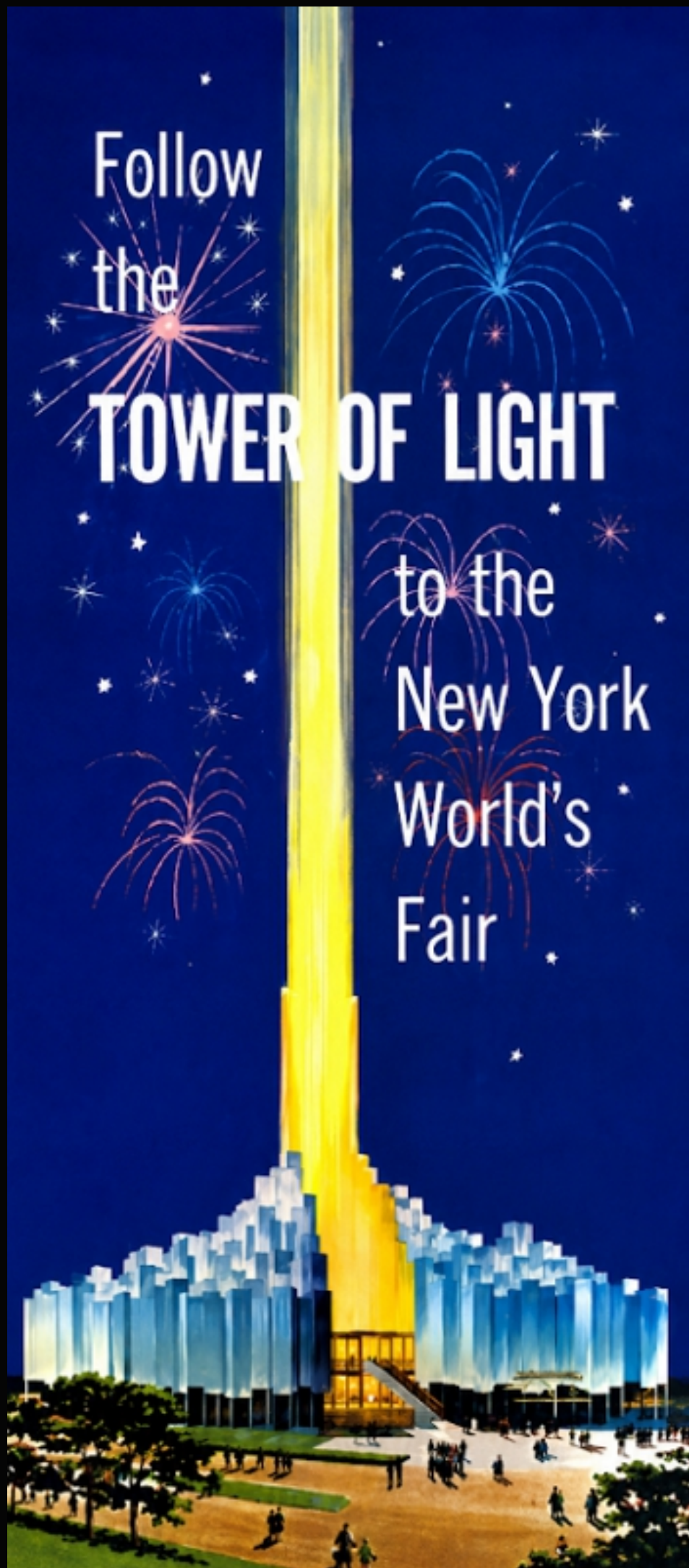


Follow
the

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—Claude 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 *Pietà* 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 you will see the Government's to Greatness," a stirring, sional Cine-hibit. Hawaii you to stroll authentic Ula and attend a Live porpoises shows will the Florida famous chestra will



and States section United States theme, "Challenge carried out in three-dimen-rama ex-will invite through an Mau Village lavish Luau. and fashion delight you at exhibit, and the Boston Pops or-entertain you at

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

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-CAPIS-STERN ASSOCIATES, New York City

Architects and Engineers

SYNERGETICS, INC., Raleigh, North Carolina

Special Acknowledgments

ALCOA • CARRIER CORPORATION
COPPER DEVELOPMENT ASSOCIATION

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World's Fair, N. Y. 11380