

CON EDISON AT THE FAIR

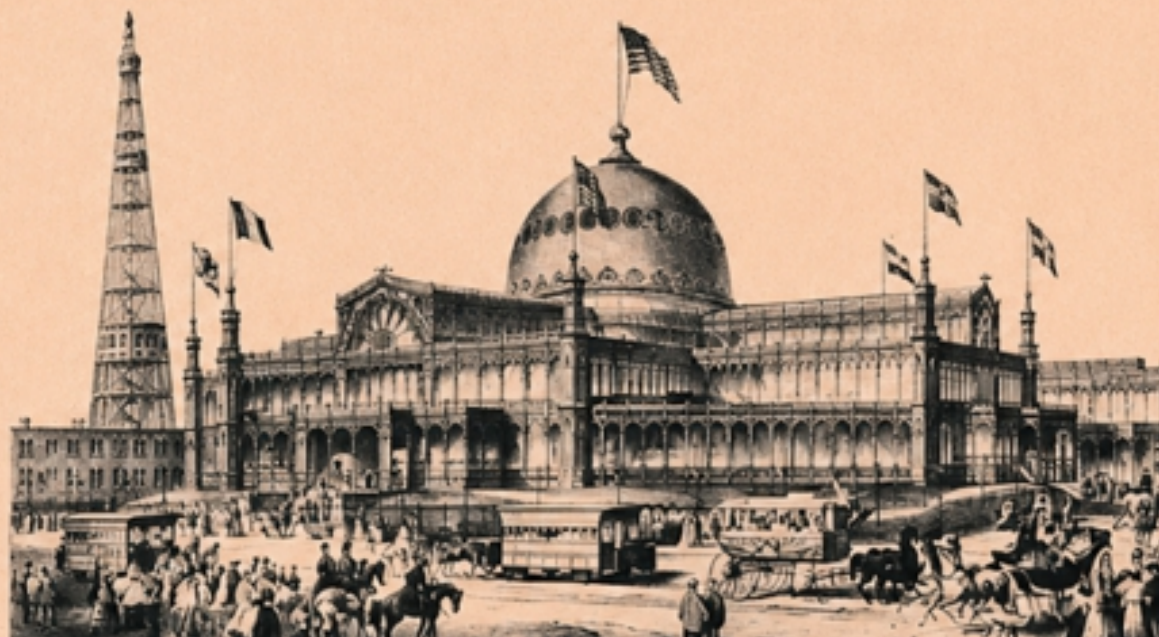




It was back in 1853 that the United States held its first exposition. President Franklin Pierce was there and Daniel Webster and P. T. Barnum, too. All New York turned out to witness the thrilling exhibits at the sunlit Crystal Palace...located at what is now Bryant Park on 42nd Street. Imagine, a four-story glass and iron building filled with products from every corner of the globe!

Come To The Fair^{*}

Now, 111 years after that pioneer effort, New York hosts another exposition—646 acres of buildings and parks that compose the New York World's Fair of 1964-65. Within the 165 pavilions are exhibits to excite and stagger the imagination. There is variety enough to rival Broadway, Hollywood, and Picadilly Circus combined. There are musical fountains, electronic dinosaurs, robot cavemen, and exciting exhibits from the whole world of science, industry, and the arts.



Behind all the vast array of drama and entertainment, there is one element common to all, a vital ingredient unavailable in the days of the Crystal Palace—electricity!

Electricity lights the Fair, animates the robots, moves the ramps, revolves the stages, powers the projectors . . . and vibrates, illuminates, displays, stimulates, attracts, excites, propels, energizes, and dramatizes. Electricity brings the Fair to life!



As you tour the wonders of the Fair, you will be attracted to the Tower of Light, a building of more than 1,100 shimmering, aluminum-clad prisms. . . . At night, a single beam of 12,000,000,000 candle-power—the mightiest single concentration of exposition lighting ever assembled—is focused on the sky from the Tower of Light. This great beacon welcomes you to the exhibit pavilion sponsored by Con Edison and America's other electric power companies.



Inside the Tower of Light, a moving ring will transport you through a delightful musical fantasy that tells the exciting tale of electric energy.



Set to a background of original music, there are animated three-dimensional figures
motion pictures
breath-taking lighting effects
a soaring balloon
and electronic fireworks





Also shown at the Tower of Light is the exciting promise of research in electricity. See how scientists and engineers are preparing to power tomorrow's world.

One of the fruits of research will be seen in the complex Power Pool that links together America's electric systems. Through extra-high voltage inter-connections, a reservoir of electric energy is created. You will learn how this pool of electric power is available to you in emergencies and how it helps keep the cost of electricity down.

You will see the applications of electricity that touch each of us, and place at our fingertips the power that makes



modern living possible.

It is electricity that brings to life the dazzling wonders of the New York World's Fair. For without the magic of electricity, the 100,000 motors would be stilled; the lights would be dimmed; there would be no moving robots, no revolving stages, no elevators, no escalators, no telephones, no loudspeakers, no motion pictures.

Explore the broad and wondrous world electricity brings us. Come visit Con Edison and America's other electric power companies at the Fair. The fascinating Tower of Light is delightful entertainment for the entire family.

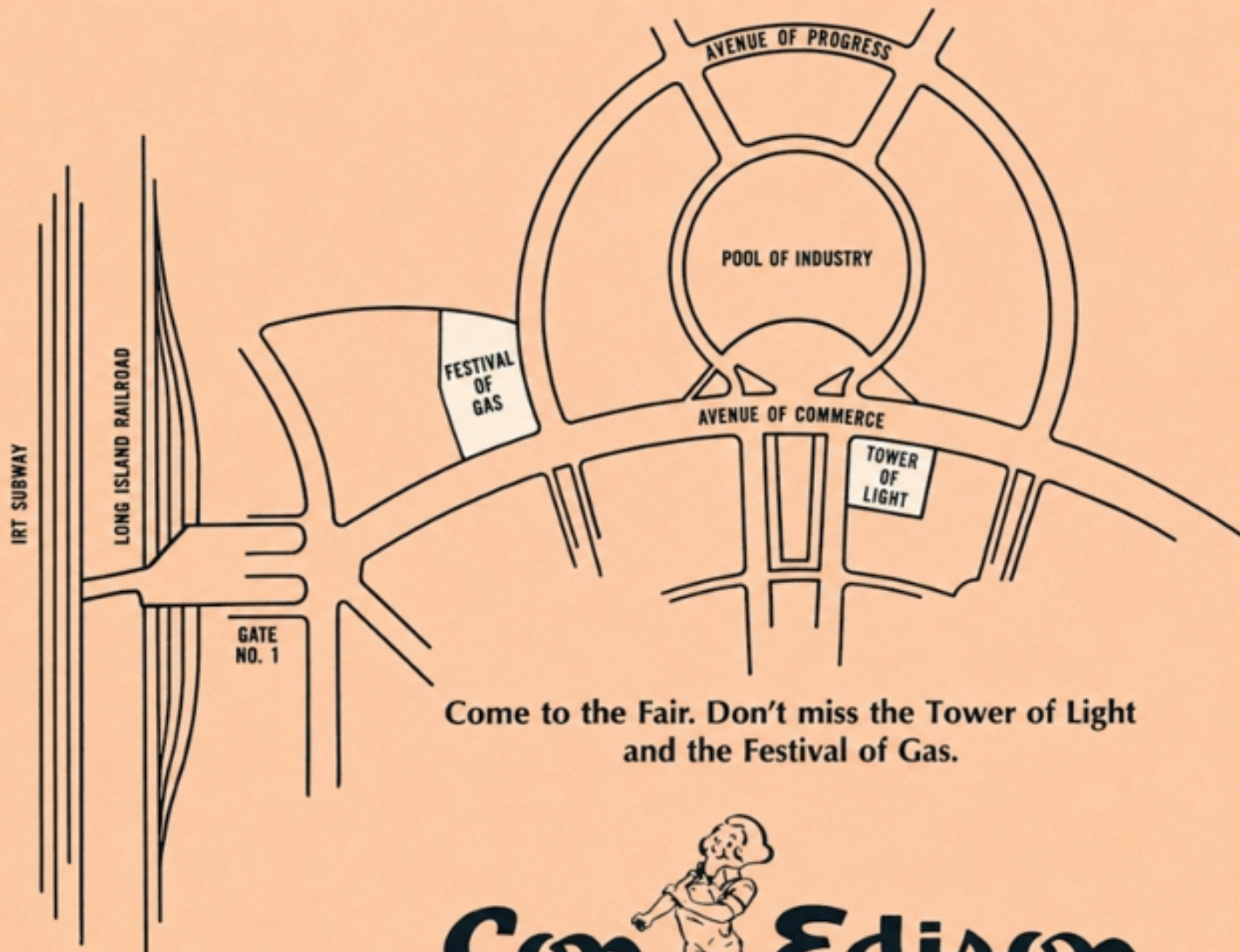
Festival of GAS



A short walk from the Tower of Light, along the Avenue of Commerce, stands an exciting pavilion. This is the Festival of Gas, set in a landscape of flowing streams, pools, floating flower beds and beautiful foliage. Con Edison and other members of the gas industry invite you to enjoy it all.

Beneath the sculptured roof that "floats" five stories above the ground, you will ride the gay 90-foot carousel...enjoy the Kitchen of Tomorrow in the House of the Future...peek into the Wishing Wells to see the wonders wrought by natural gas...and be entertained by charming puppet and magic shows.

But this is only the beginning of what awaits you at the Festival of Gas. You'll walk through the unique Appliance Ferris Wheel, see how energy is produced in the Garden of the Giants, and enjoy the "Magic of Food" show.



Come to the Fair. Don't miss the Tower of Light
and the Festival of Gas.

