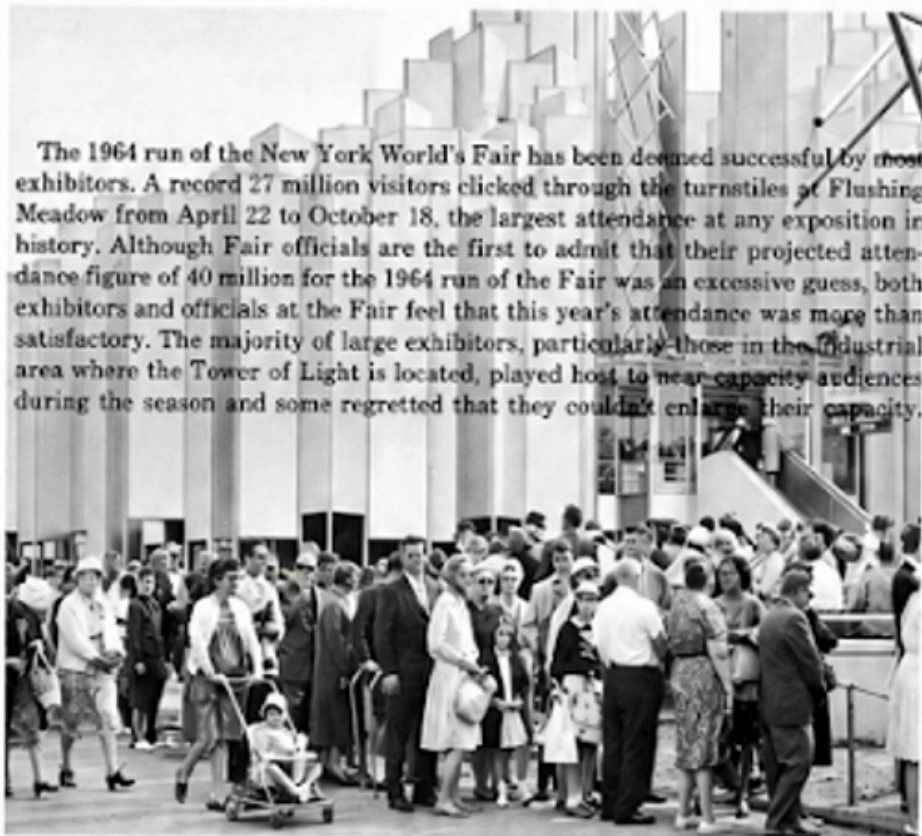




FIRST FAIR SEASON A SUCCESS



The 1964 run of the New York World's Fair has been deemed successful by most exhibitors. A record 27 million visitors clicked through the turnstiles at Flushing Meadow from April 22 to October 18, the largest attendance at any exposition in history. Although Fair officials are the first to admit that their projected attendance figure of 40 million for the 1964 run of the Fair was an excessive guess, both exhibitors and officials at the Fair feel that this year's attendance was more than satisfactory. The majority of large exhibitors, particularly those in the Industrial area where the Tower of Light is located, played host to near capacity audiences during the season and some regretted that they couldn't enlarge their capacity.

The Tower of Light was high on the list of successful exhibits from an attendance standpoint. The total of 3,358,385 makes the Electric Utility Companies' exhibit the eighth most popular at the Fair. An average of 19,000 people rode the giant turntable through our musical show daily and anywhere from 25 to 27,000 on peak attendance days.

High attendance at the exhibit is accountable to a variety of factors, not the least of them being the tremendous promotion it received from sponsoring companies and in the national press prior to and during the run of the Fair. The building's unique exterior proved to be a crowd pleaser, particularly at night when the hundreds of colored lights and the giant beam made it one of the most exciting sights on the Fairgrounds.

Another important factor which contributed to the exhibit's high attendance was four of its neighbors—

DuPont, IBM, General Electric and Johnson's Wax, which proved to be among the biggest hit attractions at the Fair. Lines at these exhibits never waned and people, observing the swift moving lines in front of the electric companies' intriguing looking building decided upon visiting it rather than waiting up to an hour and more at the other pavilion entrances.

The continuous loading procedure at the Tower of Light made it possible to load visitors faster than Johnson's, DuPont or IBM where visitors had to wait until one show was completed before the next audience could be accommodated.

However, on busy days, crowds waited as long as 30 and 40 minutes before being admitted to the Tower of Light. Guides, equipped with megaphones, kept the crowd informed of waiting time and told them about the show before they ascended the moving ramp carrying them into the pavilion.

A thorough summation of the exhibit's 1964 run can be found in Mr. Ernest Acker's report which appeared in your last October's issue of the EEI Bulletin. A reprint of the report is attached for your information.

REDDY KILOWATT CO-STARS WITH UNCLE BEN IN 1965

Thousands of fair-goers will recognize the familiar symbol of their local utility company, Reddy Kilowatt when they attend the new Tower of Light show, "Holiday With Light" in 1965. Reddy has been chosen to co-star in the new version of our exhibit presentation and will have a talking and singing role playing opposite Uncle Ben.

Preliminary readings of the script depict Reddy as the friendly, helpful servant of the public—the image he has so successfully reflected for so many of our companies throughout the country.



Reddy Meets Miss Tower of Light

We are certain Reddy's debut as a musical comedy star will be greeted with rave reviews.

An added note of interest to those companies who use Reddy in their advertising and sales promotion activities is that all of the materials in the 1965 Tower of Light public relations program will include artwork featuring Reddy so that full benefit can be realized locally from his participation in the fair.



Foxiest Pair at the Fair

As almost everyone who ever visited the Tower of Light knows, the exhibit houses a veritable barnyard full of animals, namely, "Kilowatt Birds," a cow, two piglets and three chickens. However, it's a little known fact that behind the scenes, two sly foxes are hard at work for us. Unlike the animated, electrically operated farm friends in the show, the two Foxes, John and Frederick (not related), are mortal beings, both busily at work to get the new show in shape.



John Fox

John Fox joined the Electric Power and Light Exhibit as an assistant manager in early 1964 and is now Manager of Show Operations. Thus he coordinates

all technical operations of the show including installation of our new equipment and supervises maintenance personnel. Previous to his World's Fair activity, John worked as Manager of the Demonstration Group of Special Events at RCA, setting up demonstrations of the company's new color television facilities and equipment.

Frederick Fox, set designer for the new show, has designed sets for over 200 Broadway plays including *Junior Miss*, *The Seven Year Itch*, *The Two Mrs. Carrolls*, and *Darkness At Noon* which won him the Donaldson Award. In 1949 he pioneered the first sustained weekly television series, the *Sid Caesar* — Imogene Coco Show for NBC and went on to design the first color spectacles used by the same producers. During this time, he also designed three productions for the Metropolitan Opera Company.



Frederick Fox

TOWER OF LIGHT GUIDE A SINGING STAR OFF SEASON

Among the 40 some guides and hostesses who did such a fine job meeting the public at our World's Fair pavilion, some extremely talented young people were discovered. For instance, Alan Blish, an accomplished painter whose work is so good that we staged an art show featuring his canvases on Tower of Light Day at the Fair. His work was acclaimed highly by the critics and the show was widely publicized throughout the United States. Another example of hidden talent among our ranks was Marlene Clark. Tower of Light management picked up the Sunday New York Times Magazine one day only to see a photo spread in the fashion section featuring Marlene, who it turns out, is one of New York's outstanding High Fashion models.



Gerry Hamilton

Our latest talent find is Gerry Hamilton. Gerry will be remembered by many industry people as one of the most popular and well-liked hosts working at our exhibit. Little did we know that his locker room serenades were singing treats that music lovers all over the country pay a premium price to hear during concert season. It seems that Gerry is a promising classical baritone. In fact, he will be featured this winter during a seven week tour of Canada with the Montreal Symphony. After his stint north of the border, he will tour the United States with his accompanist, giving concerts in Madison and LaCrosse, Wisconsin, Minneapolis and St. Paul, Minnesota, the University of Ohio, Des Moines, Iowa, Lincoln and Omaha, Nebraska, Mexico City ... winding up his tour in San Juan, Puerto Rico just in time to get back to New York to be fitted for his new uniform for the 1965 season of the World's Fair at the Tower of Light.

It seems curious that these talented and successful people are content to work as guides and hostesses at the World's Fair when they have so much to offer in other fields. When asked about this ...they all responded with perfectly logical explanations. "Meeting the wide variety of interesting people at the Tower of Light Pavilion and the World's Fair helps us in our careers."

Our hats are off to these young people and we will welcome them back to the Tower of Light in 1965.

HIGHLIGHTS OF 1964

Regardless of what reasons people had for visiting the Tower of Light; whether it was to officiate at our lighting ceremony, see the show or simply to relax in the exhibit's comfortable lounge, the Tower of Light became known as a good host to VIP's and the public alike.

Two prominent exhibit visitors who were eagerly pursued by newsmen looking for scoops in the tense pre-election months, were Michigan's Governor George Romney and Pennsylvania's Governor William Scranton and their families. Their appearance at the exhibit, including dining at the Kite & Key Club and turning on the Tower of Light, generated considerable press coverage for the Detroit Edison Company and Pennsylvania Electric Company who worked with the exhibit's public relations department in servicing photographs taken of the events.



Governor and Mrs. Romney Greet Fair Audience

Federal Power Commissioner J.C. Swidler topped off his visit to the fair by dining at the Kite & Key Club and officiating at the lighting ceremony with actress Ethel Waters and Edwin Vennard, managing director of EEL.

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Three other governors also honored the exhibit with their presence and enjoyed the hospitality of the Kite & Key Club and the excitement of turning on the World's Fair Welcome Light. The gubernatorial visitors included: Governor John Reynolds of Wisconsin, Governor Carl Sanders of Georgia and Governor George Clyde of Utah.



Mr. Vennard Welcomes FPC Chairman to Fair

Some of the most beautiful women in the world also graced the Tower with their presence, including Miss France, Miss Hong Kong, Miss Republic of China, Miss Georgia and Miss U. S. A. who dazzled Tower of Light visitors.



Alan Blish

On Tower of Light Day, September 9th, exhibit guide, Alan Blish, a gifted artist in his own right, was given his first art show at the exhibit. The works of two other employees, Gloria Hahn and Stella Deree were also on exhibit.

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NEW SHOW TAKES SHAPE

Enthusiastic applause greeted the first reading of the musical score of our new show, *Holiday With Light*, when it was performed recently for representatives of our industry in a private audition in a New York hotel suite. Script writer, Sid Brooks seems to have captured that rare combination of dialogue that is both entertaining and informative ... essentials in our presentation which seemed to be so lacking in our 1964 World's Fair show. The new musical score was bright and happy and had that catchy quality that makes people whistle and hum it after hearing it only once.

Our theme for the new show will be *American Holidays*. After a dramatic introduction to what the show is all about, and meeting Ben Franklin and Reddy Kilowatt in Chamber #1, the audience will be transported into a gay chamber where Reddy and Ben are in the midst of a New Year's celebration. Each chamber thereafter will depict an American red letter day such as Labor Day, Thanksgiving, Fourth of July ...and of course, Christmas. While treating the audience to a brief celebration of each of these festive holidays, we will attempt to convey how the investor-owned utility companies never cease working to find better and more economical methods of generating and transmitting electric power for all the needs of their customers throughout the year.

While the dialogue and music will be completely different, many of the beautiful settings will be redesigned and reused in the new show.

Two of the major complaints we received from visitors to our 1964 show were a lack of seats and the fact that our show was simply too long. Steps have been taken to correct this in 1965. Each visitor to our show next season will be comfortably seated in a swivel chair that will enable him to see the dramatic action that takes place on either side of him. In addition, each show segment will be timed at two rather than three minutes, cutting the total playing time to 14 rather than the 21 minutes it took to see our 1964 version. We are confident that the added comfort factor of seats coupled with the brisk and snappy pace of our new production will contribute greatly to the enjoyment of those who visit our pavilion next year.

While the creative architects of our new show are busy with their pencils and piano, workmen are busy with their paint brushes, saws and hammers working feverishly toward a successful, on-time opening for the second World's Fair season. The Electric Power and Light Exhibit Committee,



Lee Pockriss Accompanies Singers at Audition

made up of industry representatives, have worked closely with the Wilding people in the development of every aspect of our new presentation and will continue to guide artists and workmen alike through every step of the way until we are satisfied that we have a "winner".

WILDING: LEADER IN FIELD

Wilding Inc., the firm selected to produce the new Tower of Light show, is the largest producer of industrial shows in the country. The Chicago-based firm, with offices in New York, Detroit, and Hollywood, has most recently produced a spectacular live and film presentation for the Ford Motor Company to introduce the new Mustang to dealers in the greater New York metropolitan area.

The firm was founded in 1914 to produce industrial motion pictures and training films. Over the years, it became aware of opportunities to help various companies' selling programs, and expanded its activities to include a range of audio-visual programs to motivate, train, persuade and sell.

Wilding's client roster reads like a blue book of American business. It has produced television commercials, films, industrial shows and meetings for Ralston Purina, Illinois Bell Telephone, Schlitz and Reynolds Metals, just to name a few.

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TOWER OF LIGHT CEREMONY NIGHTLY FEATURE OF FAIR



Lillian Gish and Helen Hayes



Liberace and His 12-Billion Candelabra



Pennsylvania's First Family Honored at Tower

The Fair played host daily to visiting movie stars, well-known Federal, State and Civic dignitaries and other famous personalities who came to see the sights, at Flushing Meadow. One place the public could almost be sure of seeing the visiting celebrities of the day was at the Tower of Light's colorful lighting ceremony.

Every night, in front of the pavilion, crowds ranging from one to twelve thousand gathered to watch celebrities turn on the 12-billion candlepower beam...the World's Fair welcome light.

To make the ceremony of regular news value to sponsoring companies, a family from a different state was selected from the audience to turn the golden switch with the celebrity and to pose for publicity photographs. The story was sent the next day to the appropriate sponsoring companies for servicing to local press.

Many companies found the lighting ceremony stories valuable. One company received more than 30 clips from a single lighting ceremony picture of Miss Georgia it circulated to newspapers in the state. Other companies received from 5 to 15 clips from a single story.

As the list of celebrities increased during the run of the fair the ceremony took on added touches giving it greater crowd appeal. The make-shift grey switch box was replaced by a gold one presented by our good neighbor General Electric. Other additions included improved lighting, a permanent sound system and a sign inside the pavilion announcing the event and the celebrity to officiate at each of the evenings' ceremonies.

Among the celebrities who officiated at the event were actresses Helen Hayes, Gina Lollobrigida, Gloria Swanson, Nancy Kelly, Mitzi Gaynor and June Allyson.

Other personalities who did lighting honors included singers Jane Morgan, Connie Haynes, Sarah Vaughan, Hildegarde, Al Hibler and Eddie Fisher.

Joseph Cotton, Hermione Gingold, Mercedes McCambridge, Hal March, Bill Haley, Guy Lombardo, Liberace, and Eddy Arnold also threw the gold switch as the crowds cheered.

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SoCal Ed's Harold Quinton and Guy Lombardo



Mitzi Gaynor and Sammy Kaye



Phillip Morris' "Johnny"

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In 1965, the stage for the ceremony will be enlarged and the lighting and sound systems improved. It is hoped that next year, more sponsoring companies will participate in the lighting ceremonies by inviting special customers visiting the fair to turn on the light. Just let us know well ahead of time and we will be pleased to plan to schedule your guests.

Stories on each night's ceremony will continue to be sent out to our sponsoring companies and based on the good press coverage past stories received, we hope more companies will release these photographs.

At present, we are contacting motion picture studios, Broadway shows, the State Department and Governmental bodies to invite their participation in the lighting ceremony in 1965. We look forward to setting up an equally impressive parade of celebrities for the coming season.

SANTA'S FAIREST HELPER PRESENTS CHECK
TO TB ASSOCIATION'S PRETTIEST HELPER



Carol Ciccarone (left) the World's Fair's Miss Tower of Light, played Santa Claus here recently by presenting popular TV star Betsy Palmer with a one hundred dollar check as a gift to the Tuberculosis Association from the employees of the Tower of Light Pavilion. Uncle Ben, animated star of the exhibit show, looked on approvingly from Santa's sleigh.

Miss Palmer is national honorary chairman of the Association's Christmas Seal Campaign. Miss Ciccarone was voted the girl with the "brightest" personality at the World's Fair by her fifty fellow employees at the Tower of Light pavilion in the 1964 season.

Airline Industry Eager to Promote Tower of Light again in 1965

In 1964, our 12-billion candlepower beam became known as the World's Fair Welcome Light. This opened up a very lucrative outlet through which to promote the Tower of Light...the travel industry. The slogan "Follow the Tower of Light to the Fair" was



used extensively as a theme for displays and advertising by many airlines and travel agencies. Some of the specific results of our efforts to lure the travel industry's support were two radio campaigns: one conducted by Eastern Airlines (a 15 minute program featuring the Tower of Light heard in 20 key markets throughout the country) and a radio spot campaign recorded live from our pavilion by United Airlines. It was heard over 1,000 times in the top eleven markets in America. In addition, our Tower of Light posters were displayed in all ticket and reservation offices in the Delta Airline System. Travel agencies such as Cook's worked out display and co-operative promotions with our local companies. This year we plan to expand this theme. Great interest was shown in Tower of Light displays recently exhibited at the annual airline employees convention held at Las Vegas. Literally thousands of Pilots, Hostesses and Reservation Reps viewed our pavilion model.

Setting for the presentation was the spectacular Christmas scene at the pavilion which is one of the features of the Tower of Light's new 1965 World's Fair musical show appropriately called "Holiday With Light".

A copy of this photo and story was sent to sponsoring company World's Fair representatives for local placement. If any clips result, please send copies to the Tower of Light public relations department.

TOWER OF LIGHT IS NOT FOR THE BIRDS

You may recall that there was a great deal of concern expressed by bird lovers throughout the country that the brilliance of our 12-billion candlepower beam would be a source of danger to birds flying over the fairgrounds which, it just so happens, is one of the major flyways for migrating flocks in both the spring and fall months. In fact, we cooperated with the Audubon Society by actually engaging an ornithologist to continually study the reaction of birds to our beam of light, and he was entrusted with the authority to order the light extinguished if there appeared to be any danger to our feathered friends.



Ornithologist at the Tower of Light

We are happy to report that our vigilance was rewarded with a perfect record in 1964. Not one bird's death occurred as a result of flying into our light beam. The National Audubon Society publicly commended the managers of the Tower of Light Exhibit for "alertness that may have saved hundreds of migrating songbirds from death." They complied with the ornithologist's order to turn off the light when he observed a flock of birds circling downward into the lights on several occasions.

Additional information on this subject is available through the Tower of Light public relations office should any company be interested in pursuing this aspect of our exhibit for publicity purposes or to answer inquiries from local bird lovers.

HOSTING AT THE FAIR

Many executives of our industry and their guests will remember the pleasant hours spent in the comfort of the Kite & Key Club, the lounge-restaurant located in our pavilion at the Fair. The facility consisted of a bar and dining area with a capacity for about 35 to 40 people. However, on special occasions larger groups were accommodated for special industry functions.



Relaxing in the Kite and Key Club

Automatic Retailers of America catered the club and, we feel they did an outstanding job. Special accolades must go to Charles Sperow of the Ohio Edison Company who designed the all electric kitchen in which all meals served in the club were prepared.



Charles Sperow in his Kitchen of Tomorrow

Naturally, the club will function again next year, and we are hopeful that it will serve the needs of our visiting dignitaries as successfully as it did in 1964.

WILDING From Page 3

Howard Hoyt, Wilding's producer in charge of the Tower of Light show, has been producing musical shows for twenty years. He was instrumental in producing the Broadway productions of Pal Joey, On Your Toes, High Button Shoes, & Ankles Aweigh.

For the past five years, Mr. Hoyt produced summer musicals for the U.S. Government's Carter Barron Theatre in Washington, D. C. More recently, Mr. Hoyt produced the Ford Motor Company Mustang Show mentioned earlier in this story.

The score for the new Tower of Light show was composed by Lee Pockriss, composer of the Broadway hit, Tower-riick, and other Broadway and off-Broadway productions. Mr. Pockriss also has many hit popular songs to his credit, including "Catch A Falling Star," "Itsy Bitsy Teenie Weenie..." and "Johnny Angel." His songs have been recorded by Johnny Mathis, Perry Como, Jane Morgan, Mitch Miller and Tony Bennett.

Sidney Brooks, who helped create three other New York World's Fair presentations...portions of General Electric's Progressland, Chrysler's Giant Engine Show and DuPont's Zeppelin Presentation...wrote the lyrics and script for our new show.

WORLD'S LARGEST CHRISTMAS ORNAMENT

The fabulous spectacle of the multi-colored Tower of Light pavilion, when illuminated has been likened to many things...a fairytale castle, a giant inverted chandelier, a beautiful ornament for Christmas. This Yuletide season, the Tower of Light will really be a Christmas ornament, as it has been decided to illuminate the building at night to brighten the otherwise darkened fairgrounds through the holidays.

Commuters using the super-highways around the Fairgrounds enjoy the colorful sight and airplane passengers flying in and out of LaGuardia Airport are reminded of the Fair as the building is visible from the air.

While the building will remain lit throughout the holidays (and possibly for the remaining off-season months) the giant 12-billion candlepower beam will not be activated. Since the beam has become the Fair's official welcome light, it will not be turned on until the Fair re-opens on April 21, 1965.

HIGHLIGHTS From Page 3

Three great names in show business, movie actress Gloria Swanson, band leader Guy Lombardo and comedian, Marty Ingels helped top off the day with Mickey Mouse, Pluto and other Disney characters by officiating at the lighting ceremonies that night. What was probably the largest crowd at any lighting ceremony, over 12,000 people, watched Miss Swanson pull the gold switch as the huge Goodyear Blimp glided overhead, its 6 ft. high electric sign spelling out the words Goodyear Salutes The Tower of Light.



Goodyear Blimp Hovers in Light Beam

Pan Am Calendar Features Tower of Light

Another example of how our tie-in with the travel industry has paid off is evidenced in the new Pan American World Airways calendar which shows a full color photograph of the Tower of Light Pavilion (illuminated at night) to illustrate its December, 1964 page. The Pan Am Calendar is the largest circulated world-wide calendar produced in the United States...Some 5 million were distributed throughout the world. In addition to the English, copies were printed in French, Italian, Spanish, Portuguese, Chinese, Japanese, Arabic and German. Copies of the calendar may be obtained by contacting your local Pan American Airways ticket or reservation office.

Fair officials were a little too optimistic in predicting that 40 million people would pass through the turnstiles in 1964. The actual number of visitors was something like 27 million people...13 million short of the advance estimate. Fair Public Relations top man, Tom Deegan, is being a bit more conservative in his forecast for '65. He feels that it is safe to expect 37 million next year.

As is pointed out in our front page story...if Fair attendance predictions fell short of the mark, it was no great disaster. Most every exhibitor including the Tower of Light did capacity business last year.