



HOLIDAY WITH LIGHT PRESS PREVIEW "A HIT"

On March 1st, some three hundred members of the press, World's Fair Corporation representatives, and exhibitors enthusiastically applauded a 20 minute live preview of the electric companies' new World's Fair "Holiday with Light" show. The preview, produced by Wilding, Inc., was held at the famous Lambs Club Theater in New York City.

The special presentation consisted of the showing of a completely new set of art renderings depicting the seven show sequences of our new production. As the scenes were projected on a giant screen, Kenny Delmar, the voice of Ben Franklin in our show, served as narrator, describing the action, while Russell Nype, the voice of Reddy Kilowatt, performed selections from the musical score. The live performance by Kenny and Russell was aided by full orchestral and choral accompaniment accomplished via recording.

As each of the acts in our show unfolded, the presentation was interrupted by spontaneous applause. At the conclusion of the preview Gar Landrith, vice president and general manager of the Tower of Light pavilion was called to the stage to address the group. "We are most enthusiastic about the second Fair season," he said. "The fact that we have produced an exciting new show is evidence of our confidence in this great exposition."

Edwin Vennard, Managing Director of the Edison Electric Institute, also greeted the assemblage. He represented Ernest Acker, EP&LE President, who couldn't attend due to illness. Mr. Vennard echoed Gar Landrith's comments concerning the confidence the electric companies have in this Fair and our new show. He added, "...The Fair has our complete assurance that the Electric Power and Light Exhibit will do everything possible to promote the success of the bigger and better second Fair season."

At the reception following the performance, everyone seemed to agree that "Holiday with Light" has "hit" potential. Some of the important press in attendance included reporters from the New York Times, Herald Tribune, scores of New York area newspapers and all the leading wire services. The national publications such as Pageant, Argosy, Parents, McCall's, Look, Better Homes & Gardens, Parade and many others all indicated an enthusiastic response to the show, and the EP&LE public relations staff was kept busy answering editors' questions and working out arrangements for feature story and photo placements.

Our preview was a success. Now we are looking forward to March 17th, at which time our producers, Wilding, Inc., have promised to give us a complete run-through of the actual show at the Tower of Light pavilion

ROSES FOR MOSES



Miss Tower of Light (Carol Ciccarone) presents a bouquet of roses to General William Potter, World's Fair Executive Vice President, as a well wish to the Fair and its President, Bob Moses. The occasion was the "Holiday with Light" press preview held at the Lambs Club Theater in New York City. . . General Potter represented Mr. Moses at the affair, the latter not being able to attend because of other pressing World's Fair business.

NEW WORLD'S FAIR SHOW TO BE PREVIEWED AT THE EEI SALES CONFERENCE.

Some one thousand top utility sales executives will have an opportunity to see the new Electric Power & Light Exhibit World's Fair Show "Holiday with Light" at the 31st annual EEI Sales Conference on March 22nd at the Edgewater Beach Hotel in Chicago. The special preview will be presented in the Edgewater Room North at 1:15 p.m. and the entire performance will last approximately twenty minutes.

The show will be essentially the same performance that was presented at the successful press preview held in New York City on March 1st. Russell Nype and Kenny Delmar will appear in person to perform musical selections from the show with recorded accompaniment of the full orchestra and the Dick Williams Singers. In addition, each of the scenes will be projected on screen as the story of the new show unfolds. Lee Pockriss, the composer of the new score, Sid Brooks, script writer and Howard Hoyt, the producer, will be introduced at the gathering.

Key trade publication and shelter magazine editors as well as representatives of allied trades will also be in attendance at the Chicago showing.

We'll be expecting a big turn-out. . . and we promise an entertaining and enlightening performance.



OOPS! A SLIGHT ERROR

A slight misprint slipped past our proofreader in the recent issue of our Newsletter. Daily average attendance which was reported as 17,000 should have read 19,000

NEW SHOW "SELLS" STRONG INDUSTRY MESSAGE

When it was decided that EP&LE would completely re-do its show for the 1965 season, many industry executives expressed concern as to whether or not a good industry "sell" message could be retained in a show that was to be shortened from 25 to 15 minutes. Yet, our producers, Wilding, Inc., assured us that we could keep the "SELL" in and, at the same time, increase the entertainment value of our new presentation.

The exhibit committee met continually with writer Sid Brooks from the planning stages right up to the final completion of the script. It is simply impossible to include every sales interest of our industry, but we do feel that the exhibit committee managed to include the essential industry messages in the new show.



C.W. Meytrott, (right) Sales Vice President of Consolidated Edison Company of New York congratulates EP&LE Vice President and General Manager Gar Landrith on new show.

ADMISSION IS INCREASED

On November 19th, the EP&LE public relations department circulated a questionnaire to sponsoring companies that was designed to get a reading on company supply and demand ticket problems for the 1965 season. The survey showed that a substantial surplus of adult tickets is available within our industry that can be purchased for the pre-Fair discount price of \$1.35. This is particularly significant in view of the fact that the Fair Corporation has recently announced that the price of adult admission tickets will be raised from \$2.00 to \$2.50.

While we are not prepared right now to make tickets available to companies in large quantities, we will soon be able to offer tickets in small quantities (100 or less at a time) at the original price of \$1.35. . . this represents a savings of \$1.15 per ticket.

The World's Fair ticket price increase does not apply to children's tickets. However, it is important for you to know that two children's tickets may be obtained in exchange for one adult ticket at any admission gate. This will apply regardless of whether you paid the \$1.35 discount price or the 1965 \$2.50 price.

If your company has any ticket problems please feel free to contact the EP&LE public relations office. We're certain that we can handle any reasonable request by sponsoring companies to either purchase or sell adult admission tickets at the \$1.35 price.

The theme of the show is "Holiday with Light". . . each of the seven show chambers depicting a different American holiday, such as New Year's Eve, Labor Day, Thanksgiving, the 4th of July, Christmas, etc. This theme is not simply a frivolous means of entertaining. It is an effective instrument with which to sell the investor-owned power and light companies' message.

As one instance, in the first show sequence, Reddy Kilowatt sings to Ben Franklin and the audience about the ability of America's electric companies to generate and transmit electric power into our homes and businesses.

Here is an excerpt of the lyrics from a song about transmission.
*"Look around, there's power everywhere Whether you're at home or at the Fair.
 Companies are interconnected - Adding power to be directed
 So as towns and cities grow - More electricity will flow
 And you'll have light and power to spare - Whether you're at home or at the Fair.*

...and now an excerpt from a song with generation as the theme.

*We're generating power - Every single hour
 To feed your every power need
 Sending current straight and true - Through the lines direct to you. . . etc.*

Naturally, supporting dialogue by the two major players, Ben and Reddy, elaborate on these subjects and the spectacular staging and lighting effects contribute to make the songs even more entertaining. To cite another example of how this combination of showmanship and selling accomplish our dual objectives, Reddy and chorus sing this clever ditty in the Labor Day sequence.

*What turns the wheels - And cooks our meals
 And heats our schools - And makes the tools - for Industry?
 Electricity!*

*What's everywhere? - It's at the Fair
 And even more - In every store - and factory?
 Electricity!*

*What helps us thrive - And gives us drive
 And puts the zing - In everything - with energy?
 Electricity!*

It's impossible to reprint the entire musical score, lyrics and script for mass distribution throughout the industry. However, in sampling the lyrics as we have attempted to with some of the songs above, we hope to stress that no stone has gone unturned to strike the happy medium balancing good entertainment and our industry's sales message. When you see our 1965 show we think you'll agree. . . "Holiday with Light" is a show that sells.



OUR NEW "HOLIDAY" SHOW NOW READY TO GO



Orchestrator and conductor, Larry Wilcox, (left) is briefed by composer, Lee Packriss, before recording session begins.



Producer Chet Gierlach signals engineer to "Roll the tapes".



Timing is everything. Russell Nype waits for cue from conductor as stop-watch ticks.

For months, while we were working on the new show, we labored through a series of creative meetings; these produced endless pages of musical notes, lyrics and dialogue. There were changes, additions, omissions.

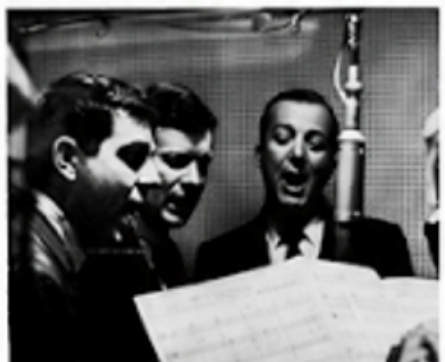
Wilding, Inc. wanted to be certain that our show would entertain as well as tell our story and, therefore, they insisted on meeting with our industry representatives on every aspect of the presentation. And so, we had meetings...and more meetings...and still more meetings. Then one day the "powers that be" sat around a conference table and read the final script. "This is it" was the unanimous opinion. Now the true test was to come.

On January 21st a fifteen-piece orchestra tuned up. The Dick Williams Singers studied their music sheets. Kenny Delmar cleared his famous vocal chords. Russell Nype hummed the melodies he would sing. Larry Wilcox penciled in some last minute orchestration changes and producers Howard Hoyt and Chet Gierlach ran last minute checks on acoustic and recording equipment.

Finally, the "click-click" of the baton being rapped on the podium brought hushed silence to the recording studio. The conductor nodded, raised his baton and "Holiday with Light" came to life.

A critical audience made up of sponsoring company representatives sat in the control room listening intently to every note of music and spoken word. These were the men who worked so diligently with the producers in preparing the show for this recording.

As the last note sounded, the audience and the performers exchanged smiles of confidence. The show was on tape, and it sounded top-notch. All that is left to do now is the installation of the show in our pavilion. As they say in show business □ "It's in the can □ let's see if it plays".



Dick Williams Singers bring living lyrics to life for "Holiday with Light"



Bright note is struck by orchestra's reed section during rehearsals for the show.



Conductor gives "A-OK" sign to all hands as session comes to a successful ending



EP&L President, Ernest Acker, (left) and EEL Managing Director, Edwin Vennard follow script intently during recording session.

TOWER OF LIGHT PUBLICITY

Publicity for the Tower of Light is apparently picking up where it left off after its exceptionally successful first year of headline grabbing. Naturally those publications planning special coverage of the Fair in 1965 will be less than those who gave the Fair its big push in 1964. Nevertheless, the Tower of Light will be well represented in those publications that do run Fair stories through 1965.

N.W. Ayer is working with editors of such national consumer magazines as *Parents*, *Reader's Digest* and others. National Geographic plans to do a full length, in depth photo story on the Fair for its April issue and we have seen the proofs of the full page color picture of the Tower of Light that will be included in this important piece.

The story on the first season's very successful operation was sent to our sponsoring companies and received good pick-up in local papers. And the stories about our new show and the appointment of Wilding, Inc. as our new producer have been carried in the *New York Herald Tribune*, *The New York Times*, *Variety* and other show business trade papers.

We will not ease our efforts to keep the Tower of Light and our new show "Holiday with Light" before the public through every publicity outlet available to us. Please keep your eyes open for clippings, and send them along to us whenever possible.

HANDLE WITH CARE



The golden switch that was flipped by so many luminaries during the 1964 World's Fair season gets frequent care by this young maintenance man. It is his hope that sometime during the '65 season he can share honors with one of our visiting celebrities in turning on the famous Tower of Light.



Those who remember the good old radio days and the famous Allen's Alley Program will recall the famous Senator Claghorn (it's a joke, son). Kenny Delmar (right) is the man who made America laugh with his brilliant portrayal of this delightful character. He is also the voice (minus the drawl) of Benjamin Franklin in our new show.

Broadway show buffs will be quick to recognize the name Russell Nype. This famous actor thrilled audiences in the smash hit "Call Me Madam". He is also a popular nightclub singing star and commercial TV performer. Russell's voice will speak Reddy Kilowatt's lines in our new production and it is he who sings most of the delightful songs in the show.

We are proud to have these two top professionals associated with our show and are sure that their performances will add greatly to the success of the HOLIDAY WITH LIGHT.

TOWER OF LIGHT PROMOTION PROGRAM GAINS STEAM

There have only been a few working months between Fair seasons to plan, produce and execute promotion and publicity materials for sponsoring companies. Naturally, many of the elements of our promotion program in 1964 will be re-used during the 1965 season. For instance, posters, models, transparencies, art work, etc. all fit into our program this year.

We are working on some new items, however. A complete new set of art renderings depicting scenes from our new show have been created and we will soon integrate them into a brand new speaker's kit. Wilding, Inc. is planning to produce recordings of our new show music that can be used with our speaker's kits and given away in conjunction with World's Fair promotions.

We are negotiating with the Fair and other exhibitors to obtain the best World's Fair films that will be made available to companies for showings on a loan basis.

New artwork is on the drawing board to replace the repro ad material we sent to you last year. The Reddy Kilowatt people are also creating some excellent advertising material promoting Reddy's role in our new show.

Several news stories have already been sent to sponsoring companies and these have produced some excellent publicity. The new press kit announcing our "Holiday With Light" Show has been sent to sponsoring companies. The distribution of this press kit marks the kick-off of our pre-65 Fair season publicity drive. From this point on you will receive a story a week, hopefully, to allow you to saturate the local press with news of our new show.

In the meantime, if you need special news or publicity material for publications planning special coverage of the 1965 season of the Fair, please contact the EP&LE public relations department.