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World's Fair Progress Report



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BEFORE discussing any details of the industry's building or exhibit program for the 1964-1965 New York World's Fair, I would like to give a brief impression of the tangible and intangible factors which create the setting in which our exhibit building will be placed.

The over-all theme of the Fair is a basic factor in determining the character of our exhibit and its most significant element is stated in this way: "The Fair is dedicated to man's achievements in a shrinking globe in an expanding universe, his inventions, discoveries, arts, skills and aspirations."

A World Forum of Ideologies

But Robert Moses, President of the New York 1964-1965 World's Fair Corp., has called attention to an important additional aspect of the Fair: "Today a Fair is not only a place to exhibit and see the finest and most modern and significant products of the imagination and skill of all the nations, but a forum in which national ambition and ideologies are combined and fully exploited and promoted. We must be prepared to meet not only the challenges of the nations of the free world, but also the competition of Soviet Russia and its satellites, who will make every effort to prove in this world forum that they are at the very forefront of progress, and that their totalitarian system is capable of doing more and better things for mankind than our democratic system of enterprise. This is the kind of competition that the ingenuity, training, energy, and ability of American industry must meet."

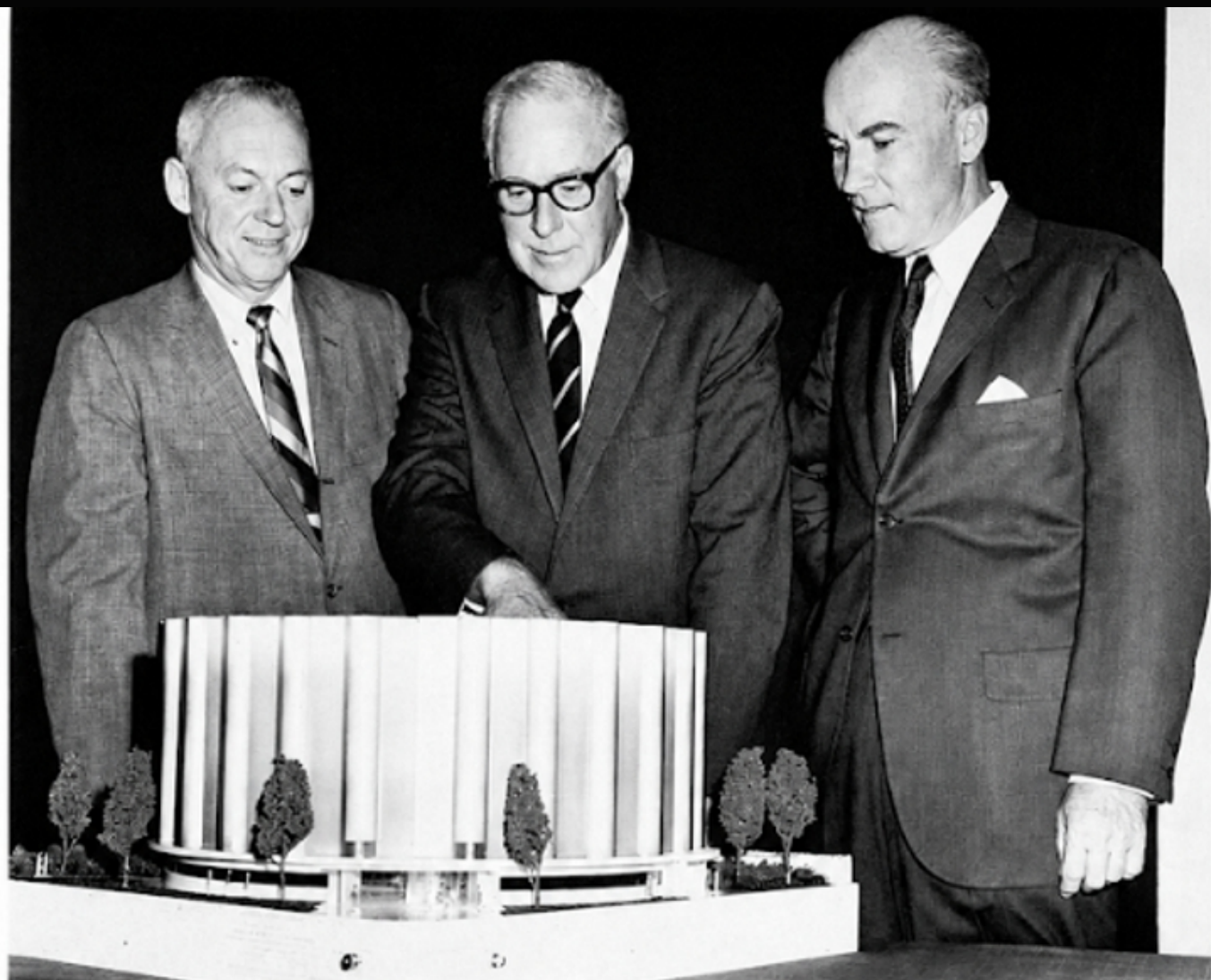
This, then, is the philosophical or, if you will, the ideological setting of all exhibits at the Fair. It will be truly international. Some three dozen countries have thus far accepted invitations to participate—in-

cluding Soviet Russia—and here it is worth noting that this Fair will come just three years before a



This is the artist's conception of the 24-billion candlepower tower of light which is planned as part of the investor-owned electric utility industry's exhibit at the 1964-65 New York World's Fair. The 24 "light cannons," each of 1 billion candlepower, will produce a light which is expected to be visible from such points as Washington, D. C., and Boston, Massachusetts.

An address before the Twenty-Ninth Annual Convention of the Edison Electric Institute, New York City, N. Y., June 7, 1961.



A model of the tower of light building being planned for the 1964-65 New York World's Fair is inspected by three of the industry's leading executives at the Waldorf-Astoria Hotel in New York during the Institute's 29th Annual Convention. From left are: Sherman R. Knapp, immediate past President of EEI, and President, The Connecticut Light & Power Co.; E. R. Acker, Chairman of the Board of Central Hudson Gas & Electric Corp.; Chairman, EEI World's Fair Committee, and President, Power & Light Exhibit, Inc.; and Philip A. Fieger, President of Edison Electric Institute, and Chairman of the Board and President of Duquesne Light Co.

Soviet-sponsored World's Fair planned for Moscow in 1967.

As representatives of the investor-owned electric utility companies in America, we are all well aware of our industry's essential role in preserving and developing our national strength and our free society, and are, therefore, particularly fitted to take up the opportunity and the challenge offered by this great promotional enterprise.

70 Million People

Irrespective of themes and ideologies, however, the most volatile and important factor at the Fair will be—people. On opening day, April 22, 1964, the first of some 70 million people will enter the gates of this magnificent exposition. Most of them will be from the United States, but there will be sizable numbers from other nations around the world.

They will be the same kind of people who go to county and state fairs, to movies and sports events—and who watch television. Their families will be with them in many instances. They will come out of curiosity, to see something different, to be entertained, and,

incidentally, to learn. They present to each exhibitor seeking to attract their attention the fundamental challenge of how to impart his message to them.

What is the physical setting to which these people



Figure 1

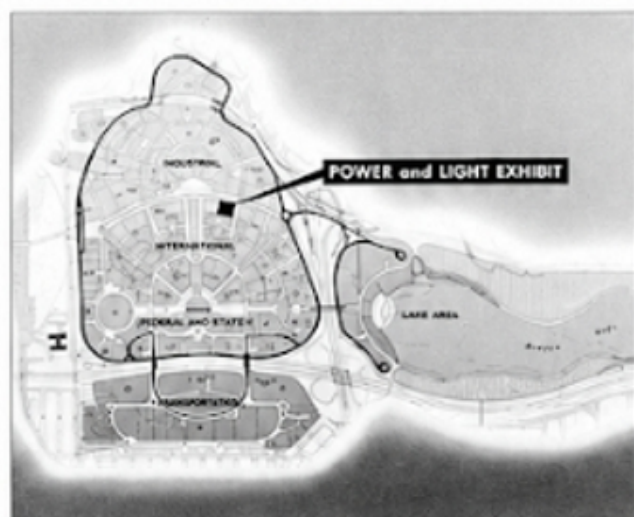


Figure 2

will come? Let us suppose for a few moments that we are approaching the Fair in a high-altitude helicopter.

For ease in orientation, an "X" has been placed on the Waldorf-Astoria in this map of the New York area (Fig. 1). The Fair grounds are located only a few miles from Manhattan. The Fair occupies the same site as the one in 1939-40. LaGuardia Field is near by, and New York's International Airport at Idlewild is not far to the south. It will be easy to get to by air, rail, car—even by boat, since there is a boat basin practically at the Fair entrance.

If we were to hover over the Fair grounds, its general lay-out would be very clear—although obviously it won't be marked as shown in Fig. 2 to indicate the areas occupied by the various types of exhibits—industrial, international, Federal and states, and transportation. The main entrance is to the left, just above the lower semi-circle of industrial exhibit sites. The word "Industrial" is across what will be a lake. In the last fair it was known as the "Lagoon of Nations." It will be one of the focal points of interest, whatever it may be called in 1964. Power & Light Exhibit, Inc., the company set up to administer the industry's participation in the Fair, has an excellent site near the lake on the main traffic artery from the principal entrance. There are additional entrances on the right side of the Fair grounds which will also bring a flow of people naturally to our site.

Many of the nation's foremost business organizations are planning exhibits at the Fair. General Electric is one of these, and we have reason to believe it will be a near neighbor of P&LE. Others at the Fair include AT&T, IBM, RCA, Borden, Corning Glass, DuPont, Eastman Kodak, National Dairy, Institute of Life Insurance, and the American Gas Association.

Since this is a World's Fair, it seems fitting that one of its most prominent features will be the Unisphere (Fig. 3), selected for the theme center. It will be 135 feet high, some 50 feet higher than the permissible height of the exhibit buildings, and will appear



Figure 3



Figure 4

to float above a 350-foot reflecting pool. It is presented to the Fair by United States Steel. The Unisphere is said to symbolize "man's perpetual search for truth and his absolute need of peace through understanding."

Rainbow-Colored Building

A view from the air of a model of the Fair grounds is shown in Fig. 4. On P&LE's site, we plan to erect a tower of light based in a rainbow-colored building 80 feet high—the maximum allowable height.

From the building's superstructure a battery of searchlights will beam the greatest concentration of light ever generated straight up into the sky, and it is expected to be visible as far away as Boston and Washington, D. C. This 24-billion-candlepower beacon should help to focus the public mind with great effect on our industry's exhibit—and on the Fair itself. In developing this concept, there have been, of course, a number of factors to consider—not the least of which involves aircraft. We have consulted with the proper

authorities on this matter and must make sure, of course, that our tower of light conforms to the requirements of the regulatory agencies.

This is admittedly the spectacular and crowd-attracting frosting on our cake, but I don't want it felt that we have neglected the cake itself.

The model of our building has been cut through the middle to indicate what the inside of the cake might be like (photo below). Visitors, on entering the building, will be conveyed on a moving ramp to the top floor of the structure. From there they will begin a spiral walk downward, across flat exhibit floors, separated by easy ramps or steps, to be entertained—and to be educated about our business.

The artist's sketch indicates only the method by which the crowd will be controlled and, in general, how the exhibits will be laid out. In recent weeks, we have received many sets of suggestions from our team of experts, headed by VEK Associates, on exhibit content and sequence, and I assure you that the problem is not what to put in, but what stimulating presentation must be left out.

Selecting the Exhibits

The difficulty of selection is a tribute to the magnitude and scope of our industry, as well as a recognition of the fact that its operations are complex and even incomprehensible from the standpoint of the general public. Another difficulty stems from the fact that new inventions and developments in our industry come so fast that we cannot firm up our over-all exhibit plan until the last possible moment. What we view as exciting and futuristic in 1961 may be only comfortably old-hat in 1964.

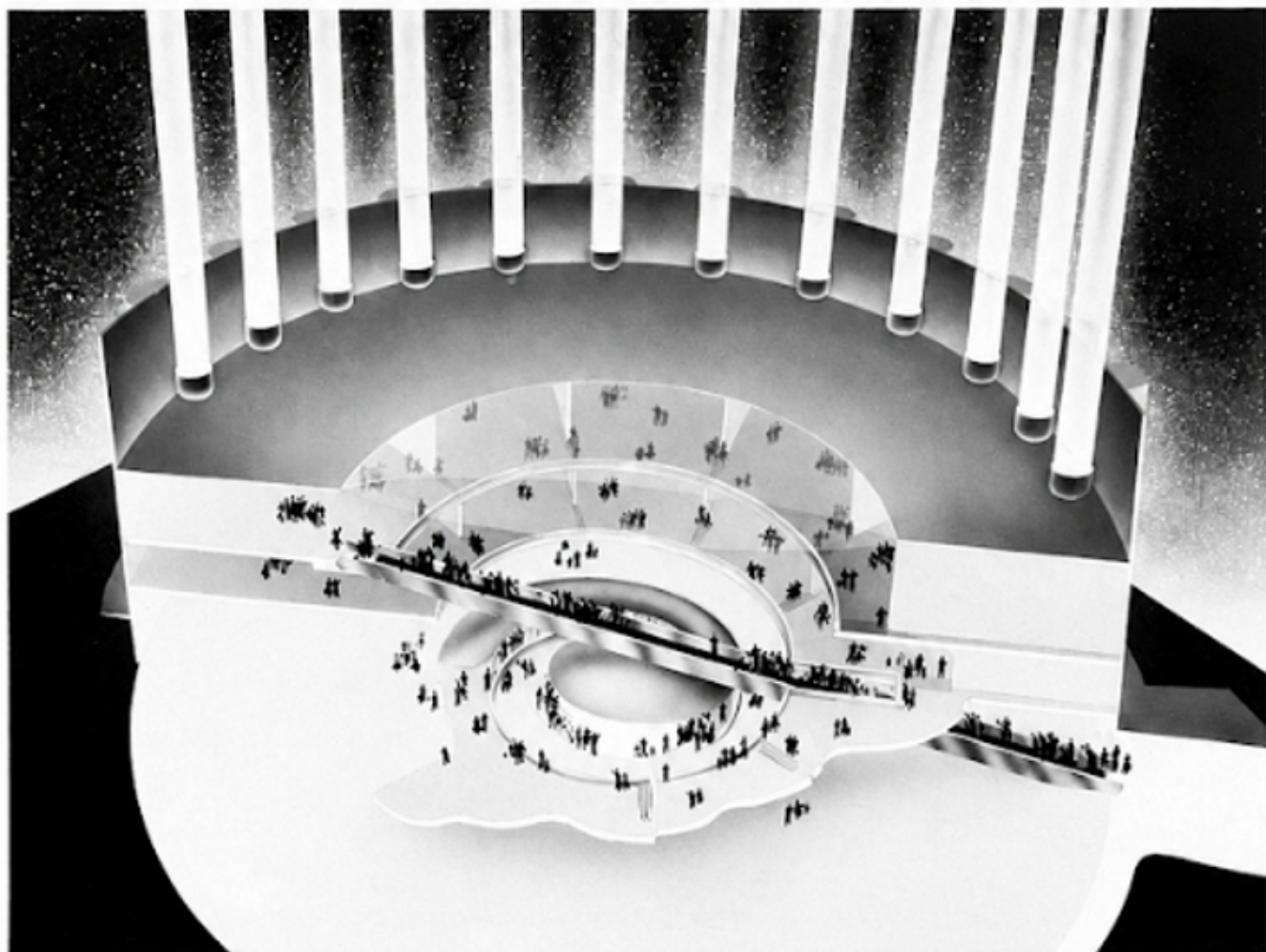
As a guide in the establishment of the final exhibit pattern, we are using seven major categories of displays on which to base our story:

1. A dramatic presentation will be developed to show the great abundance in electric power supply which the nation enjoys, and various aspects of the system which produces and distributes this energy.

2. The story of research, development and growth will be presented from Edison's initial pioneering contributions to the great power pools of today.

3. Displays will cover the price record, indicating

The cut-away below indicates the artist's conception of the basic interior layout of the tower of light building planned for the investor-owned electric companies for their exhibit at the 1964-65 New York World's Fair. Visitors will be conveyed on a moving ramp to the top of the 80-foot structure, and then will begin a spiral walk downward, viewing exhibits on all of the floors.



how the industry's development, under government regulation, has resulted over the years in a remarkable record of lower prices per kilowatt-hour, despite inflation and increasing costs of labor, material and supplies.

4. The uses of electric energy will be shown in a major portion of the exhibit, with exciting examples of applications in the home, on the farm, and in industry and commerce.

5. Financing the industry's growth in the free market will be given significant attention. Included will be displays on the industry's annual investment in new facilities and how it affects various phases of the economy, on the ownership of the industry, and on its tax contributions to all levels of government.

6. America's power supply compared with the rest of the world will form the basis of another category of displays, showing in different ways the electrical leadership position of the United States.

7. The climactic group of displays will be concerned with the industry's plans for the future, including what is expected from research and development in many fields of power production, distribution, and utilization.

I would like to emphasize that, in the final result, you may not recognize such a neat compartmentation of subjects, but as many as possible will be expressed in the most exciting terms possible. In whatever way our story is presented, and no matter how many elements it may include, our basic purpose will be to make sure that when a visitor leaves our building, he is convinced as never before that our industry is vitally concerned with his well-being, and that we can be counted on to continue to provide the best in electric service for his benefit now and in the future.

Visitors Are Customers

Because investor-owned companies serve about 80 percent of all electric utility customers in America, it is clear that most of our visitors will also be our own customers. For this reason we propose to make it possible somewhere in our building for our visitors to identify the name of their own companies back home. This will be accomplished through prominent and appropriate display of the names and symbols of the contributing companies. There will also be opportunities for special "days" at the Fair sponsored by individual companies supporting the project. There will be meeting-room and auditorium facilities in our building for the use of any groups the companies may plan to bring to the Fair from their service areas. Detailed information on this aspect will be supplied in plenty of time for planning purposes.

I feel, of course, that the Fair is truly a remarkable opportunity for everyone in our industry. Many have already been informed of the P&LE organization, plans, and proposed financing in letters which have been sent to chief executives.

Support by the Industry

But I would like to indicate the extent of participation and support we have received to date as evidence of the over-all industry character of the Fair project.

The first evidence comes from the members of the World's Fair Committee, who also constitute the Board of Directors of P&LE. Besides myself, these gentlemen are:

Harlee Branch, Jr., President, The Southern Co., Inc.; H. J. Cadwell, President, Western Massachusetts Electric Co.; J. E. Corette, President, The Montana Power Co.; E. H. Dixon, President, Middle South Utilities, Inc.; C. E. Eble, President, Consolidated Edison Co. of N. Y., Inc.; Willis Gale, Chairman, Commonwealth Edison Co.; E. L. Lindseth, Chairman of the Board, The Cleveland Electric Illuminating Co.; D. C. Luce, President, Public Service Electric and Gas Co.; E. J. Machold, President, Niagara Mohawk Power Corp.; J. W. McAfee, President, Union Electric Co.; Harold Quinton, Chairman of the Board, Southern California Edison Co.; R. G. Rinchliffe, President, Philadelphia Electric Co.; W. H. Sammis, President, Ohio Edison Co.; Philip Sporn, President, American Electric Power Co., Inc.; J. B. Thomas, Chairman of the Board, Texas Electric Service Co.; and J. J. Tuohy, President, Long Island Lighting Co.

Every one of these 17 electric company leaders has already pledged the financial support of his company to the P&LE exhibit. In addition, four other companies came in prior to the general solicitation. They are: The Connecticut Light & Power Co., Duquesne Light Co., Kansas Gas & Electric Co., and Northern States Power Co. I hope all of you will join us soon. You will be interested to know that \$5 million has been committed already.

The Board of Directors of the P&LE exhibit, at its meeting on June 5, approved a budget of \$6½ million for the entire cost of the project. This is of the same order of magnitude as the estimated exhibit costs of other organizations of similar character.

We have already been greatly assisted by the thoughts and efforts of many members of the industry, including the members of the EEI Sales Division Executive Committee and the EEI Public Relations Committee, and this we deeply appreciate.

Because every electric company in the nation will be benefited by the P&LE exhibit at the Fair, we are now seeking, and counting on, the widest possible financial support for this great undertaking. We have here an unparalleled opportunity to make contact with millions of our customers in a truly face-to-face way and, for this reason, we plan to have an exhibit that will be one of the Fair's principal attractions—and that will tell our industry's story as it has never been told before.