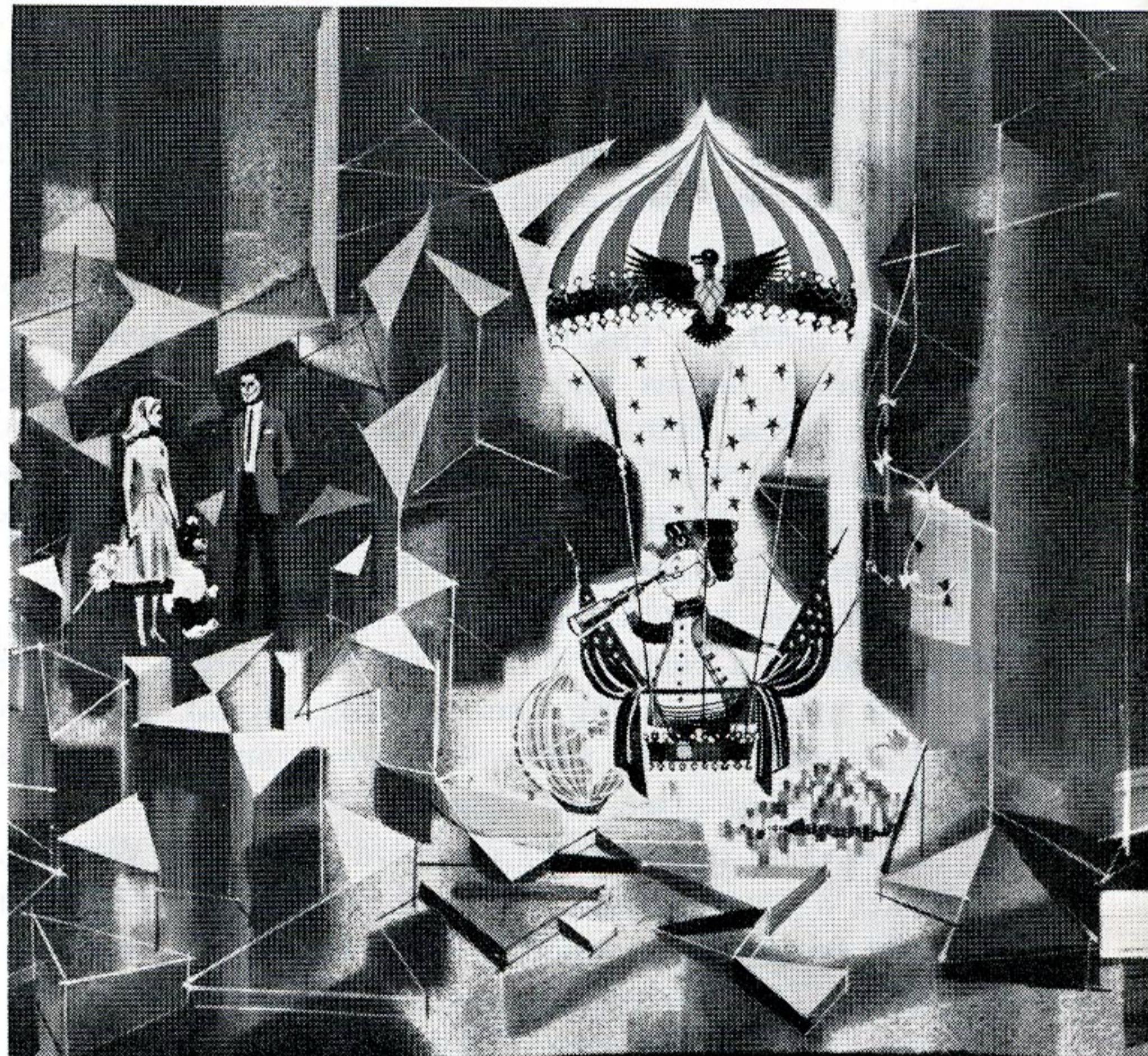
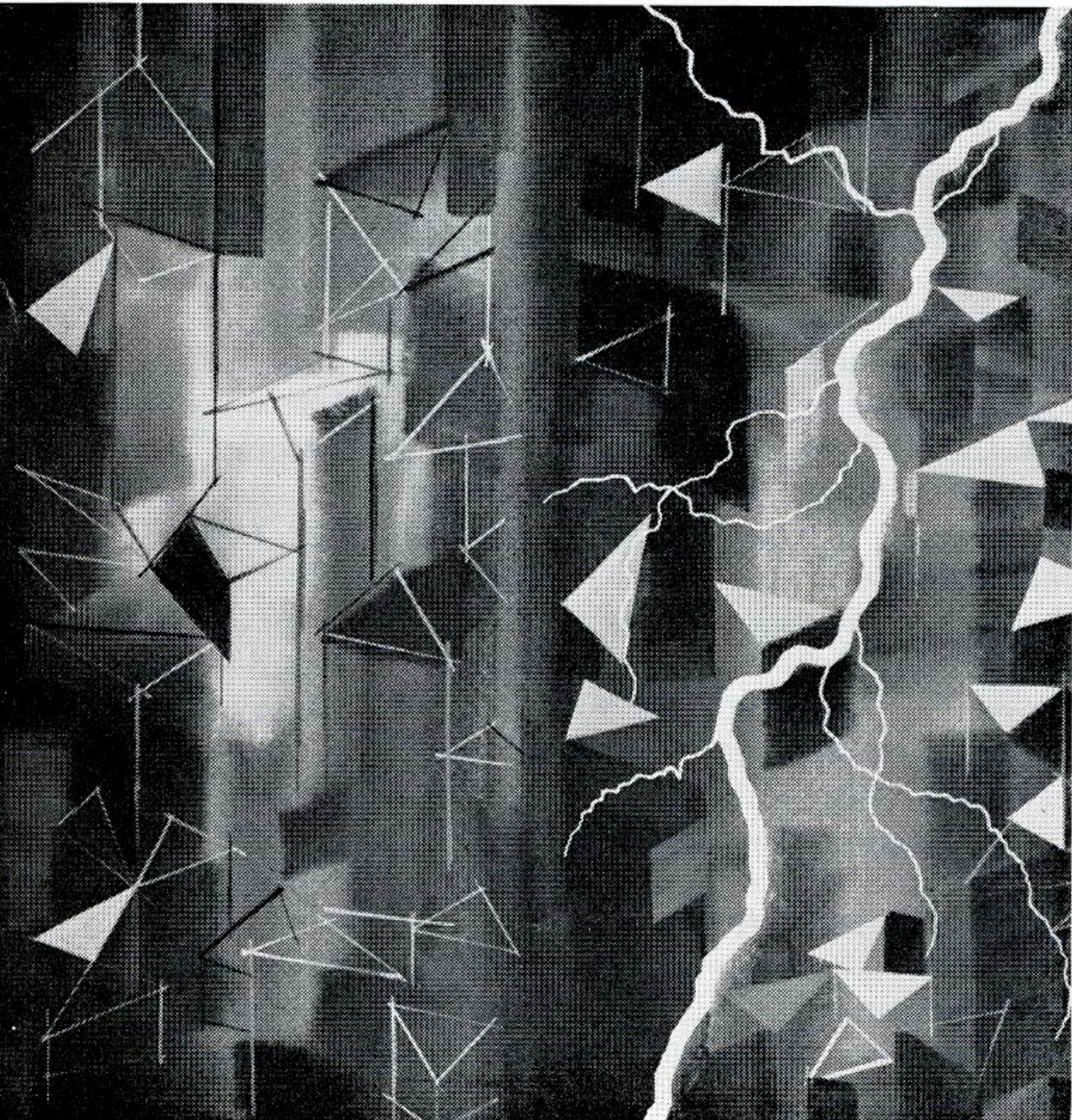


First Pictures—Complete Preview of the Industry's Show at the 1964-65 N. Y. World's Fair

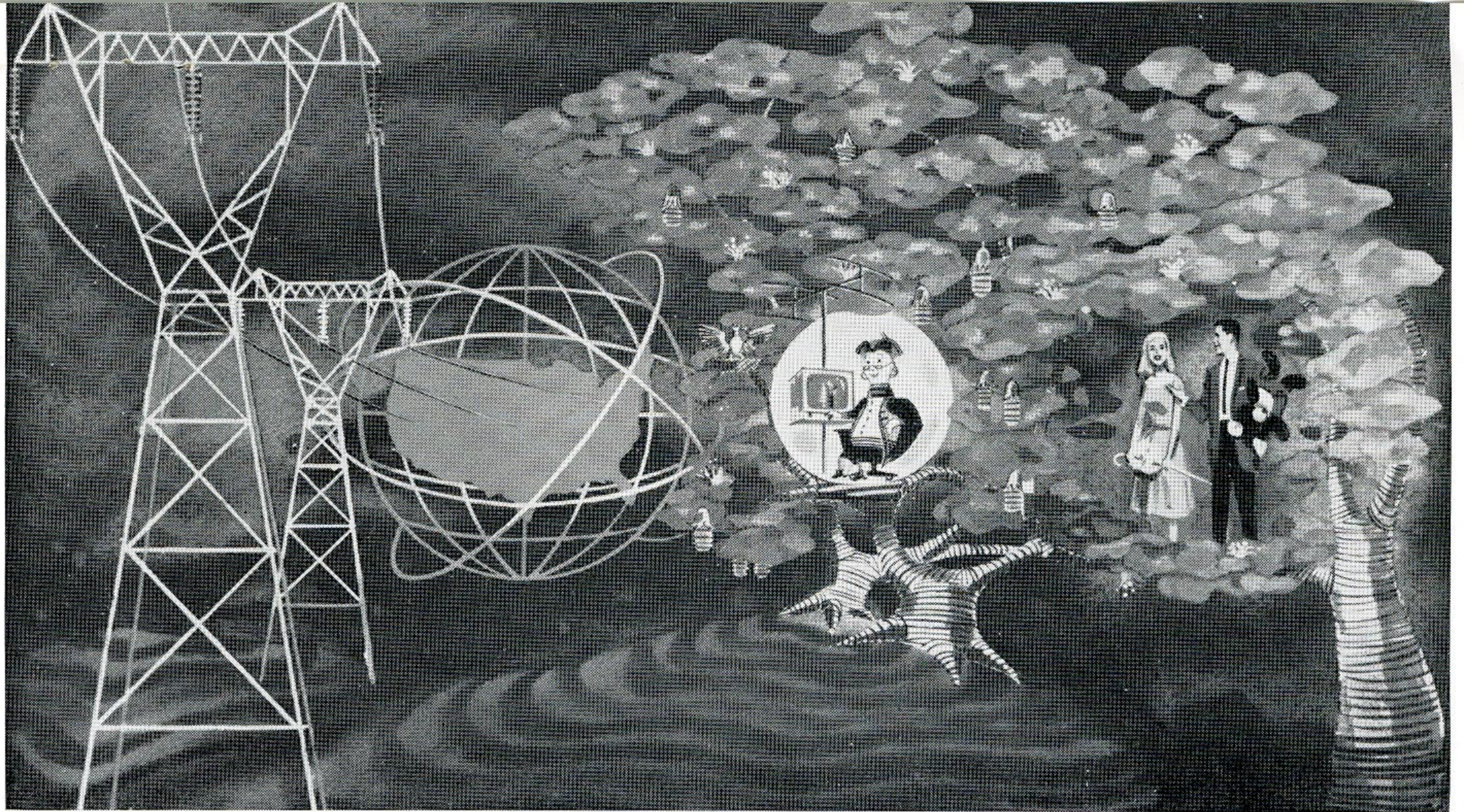
ON this and the following pages are presented for the first time a complete preview of the "Brightest Show on Earth," the investor-owned electric utility industry's show at the Tower of Light pavilion at the 1964-65 N. Y. World's Fair.

The show is being designed and produced by Robinson-Capsis-Stern Associates, New York. The show's main character is an animated "Uncle Ben" who resembles an earlier Ben — named Franklin. Uncle Ben and his friend, Sam the Eagle, are electronically controlled, three-dimensional figures that move and talk, and who tell the industry story. They guide the audience through the seven chambers of the show.

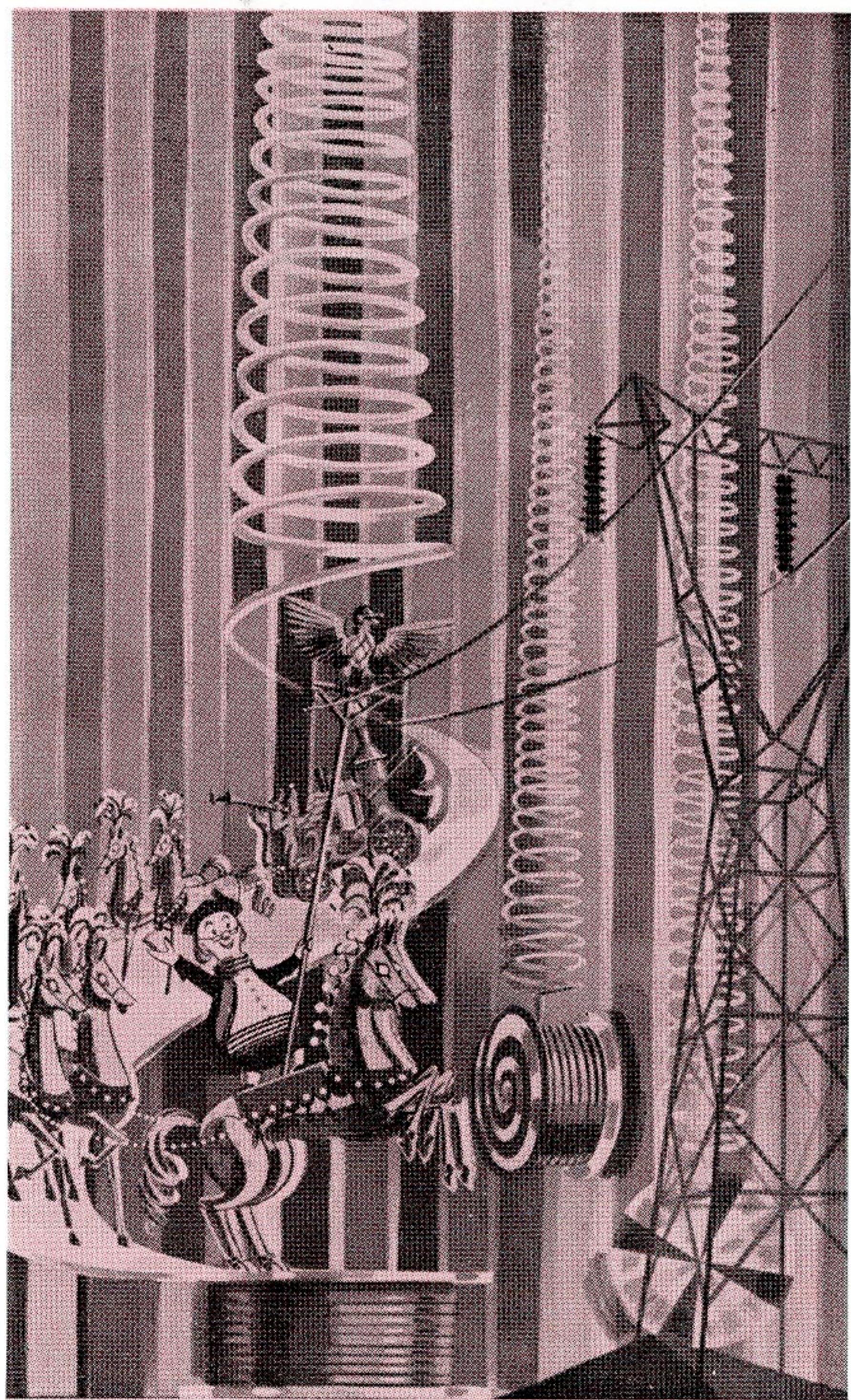
1—In the first chamber of the "Brightest Show on Earth," the audience experiences the Overture of Light, below, which relates light and energy with electricity. The chamber glows with the myriad shades of the Aurora Borealis — deep blues, emerald greens, violets and purples. Then brilliant golden lights flood the area. Next it fades to the previous blues and greens. Gradually the light grows in intensity in fiery reds, oranges and golds, and is followed by a rainbow spectrum of luminous colors that fade into a darkness that is broken by a startling flash of lightning. A special recorded musical score, performed by full orchestra and chorus, accompanies the action. The scene ends with a representation of Edison's first incandescent lamp, which changes into Uncle Ben's festive balloon.



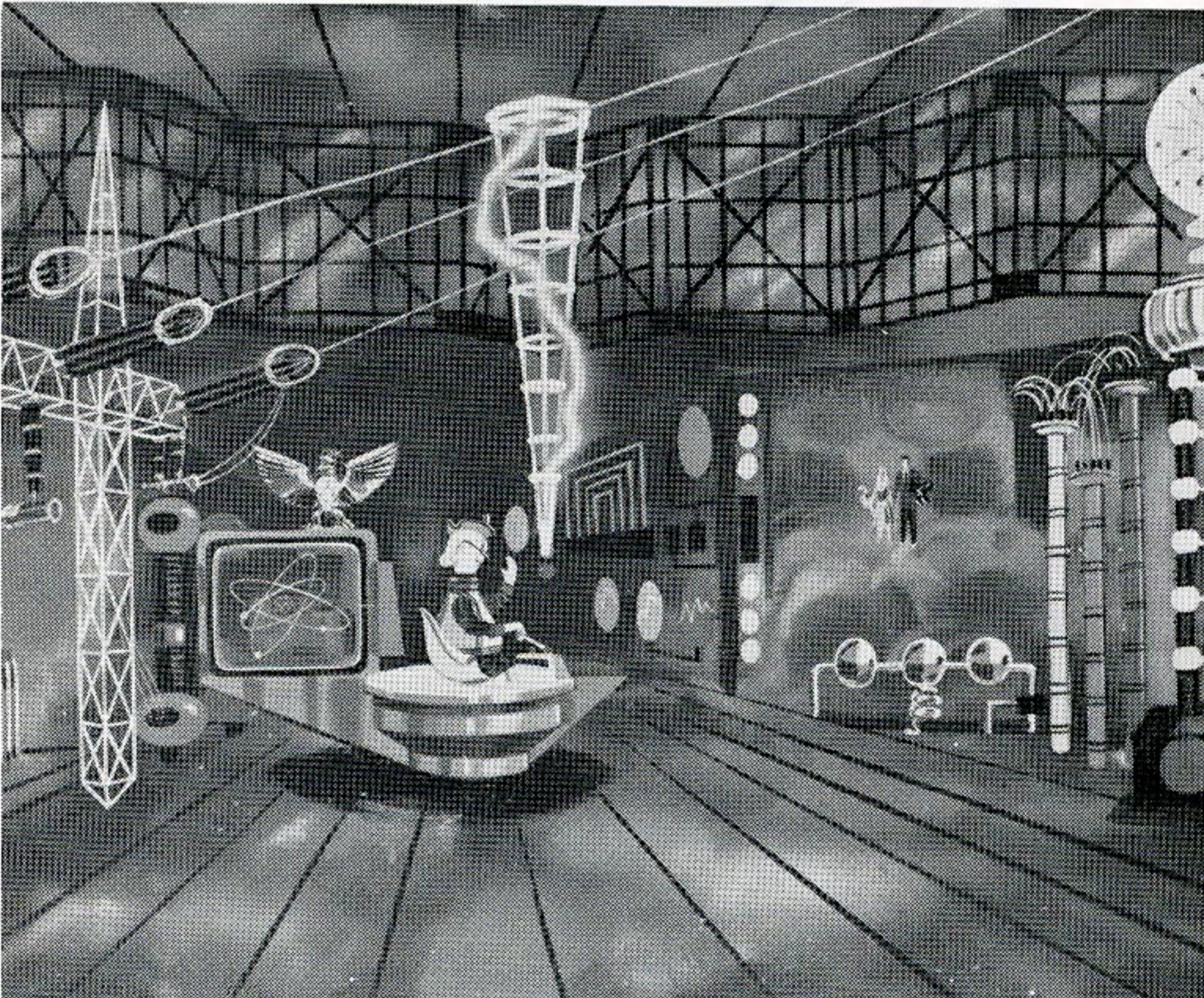
2—The balloon floats down into the Fair, above, which is simulated in this chamber. It is here that Uncle Ben meets George and Betsy, a young man and a girl projected via film technique, who meet at the Tower of Light pavilion and are curious about electricity. The young couple provides the bridge between the audience and the animated characters as they accompany Uncle Ben through the show chambers. Uncle Ben introduces himself and his companion, Sam the Eagle, and offers to lead George and Betsy and the audience into the next scene.



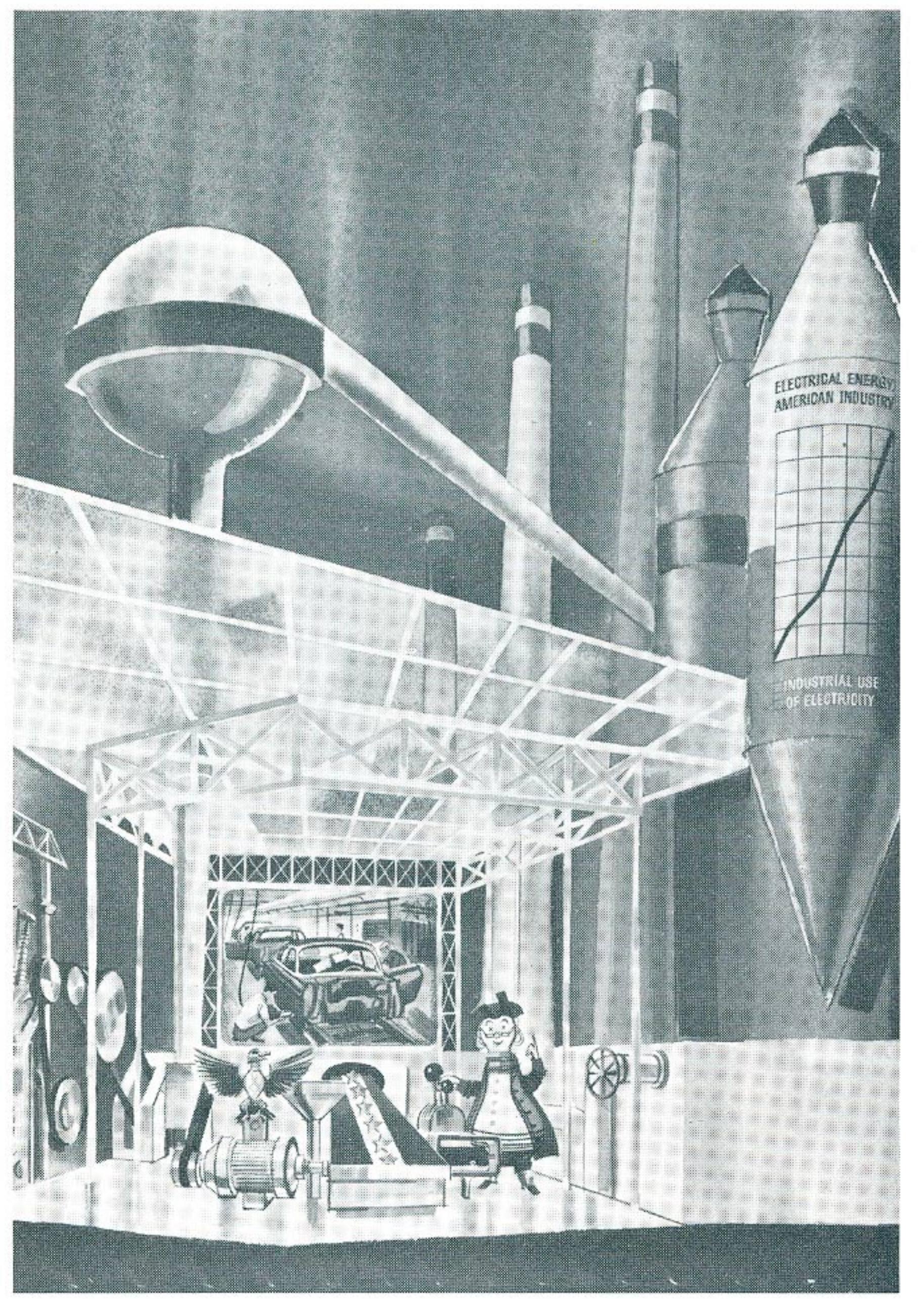
3—In the Dell of Distribution, above, Uncle Ben, Sam, George and Betsy appear in a fantastic tree house, where they view transmission towers leading to a map of the U.S., depicted on the Unisphere. In answer to a question by Betsy, a chorus answers with "The Song That Never Ceases," a tune that simplifies the story of power distribution in America.



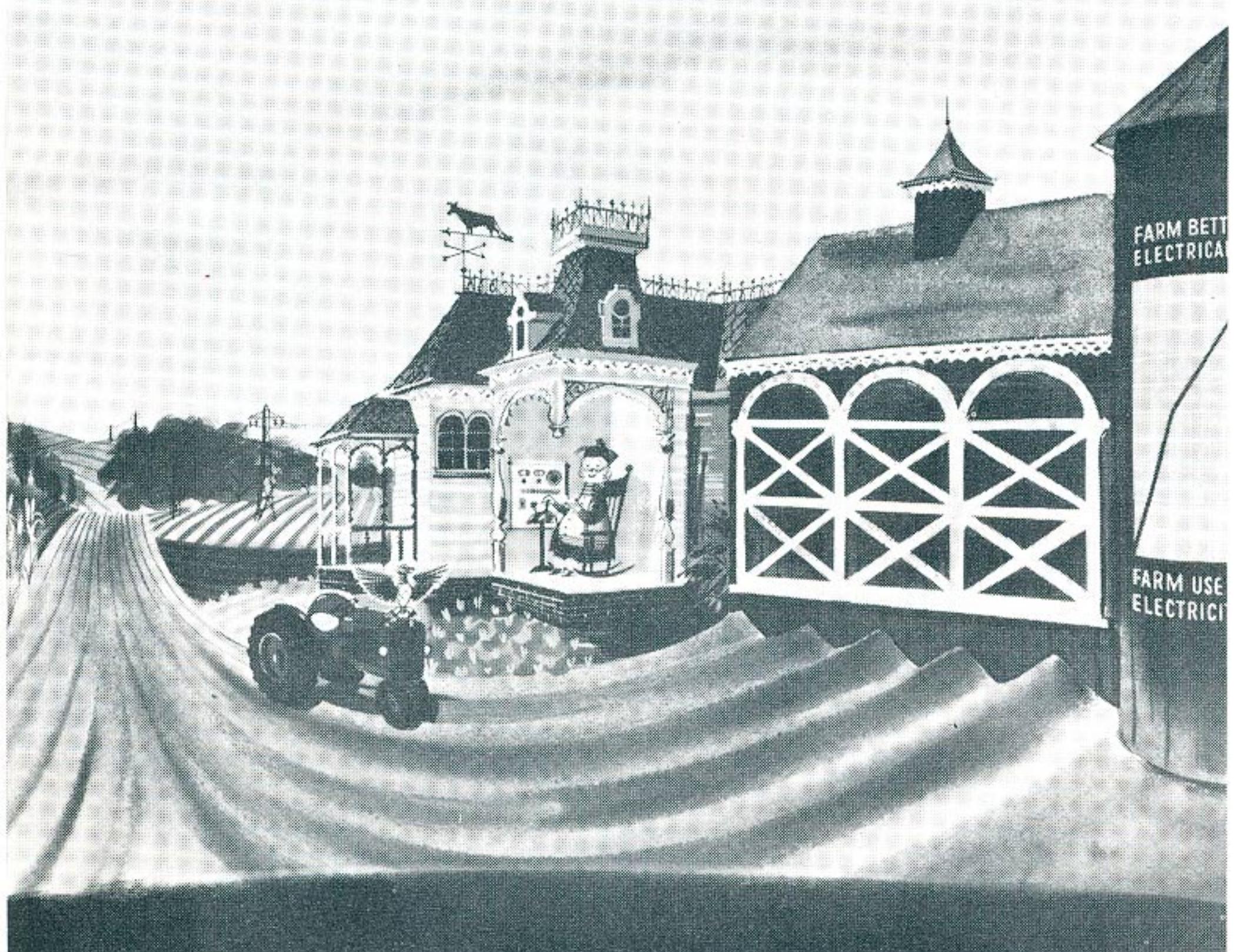
4—In the next scene, above, the Power Pool, everything is highlighted. Cable drums spin, and Sam blows a shrill circus ringmaster's whistle. Uncle Ben, standing on the backs of two ponies, tells how the hundreds of investor-owned electric utility companies pool their power and work together in the public interest.



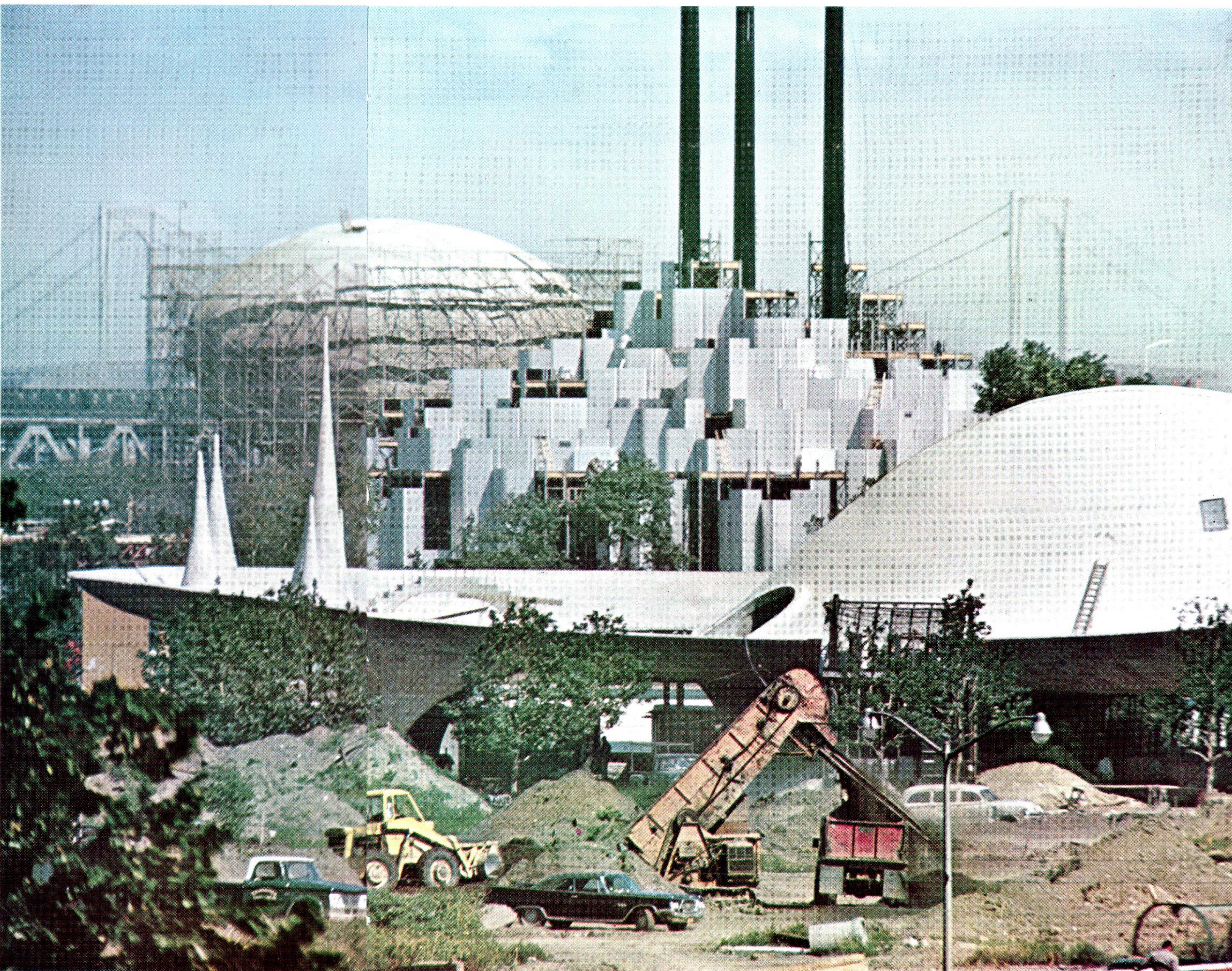
5—In this chamber, above, the audience learns that research conceived and developed the industry and that today research still represents a major segment of the industry's efforts to develop more efficient and economical sources of power generation and methods of transmission.



6—Here, Uncle Ben and Sam turn out illuminated silver stars on the production line of a super-modern, fantastic factory. They stress the importance of electric power to industry. As they tell their story, different graphics in the chamber illustrate their remarks. The point is made that industries and every exhibit at the Fair depend on the efficiency of electric power and the beauty of electric light.

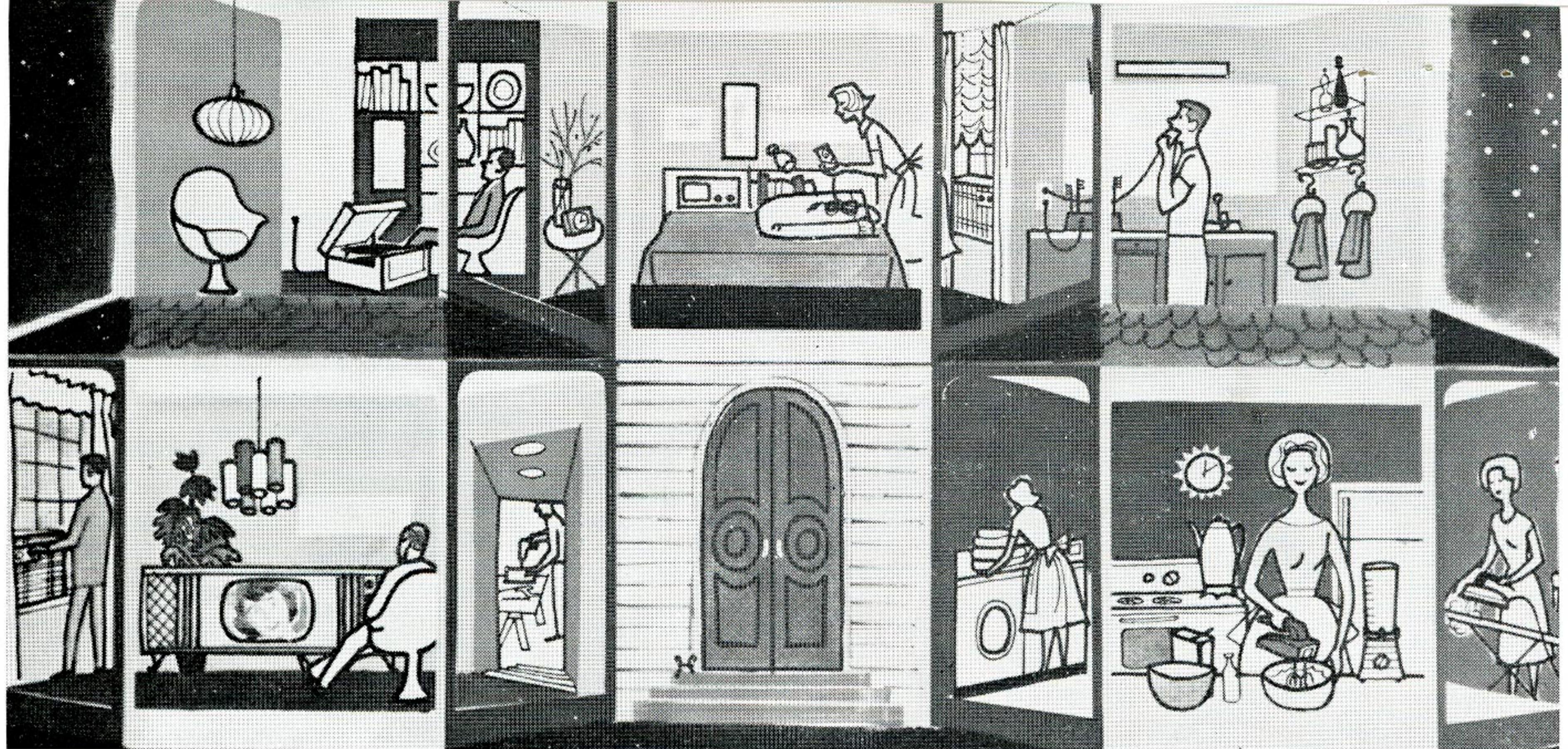


7—In this scene Uncle Ben is seated on the porch of a farmhouse operating a fantastic all-electric farm from a control board. Here the audience learns how electricity has increased farm production, improved food processing methods, packaging, distribution and preservation. In the barn, a cow, two piglets and three chickens sing a song about the electric advantages they enjoy.

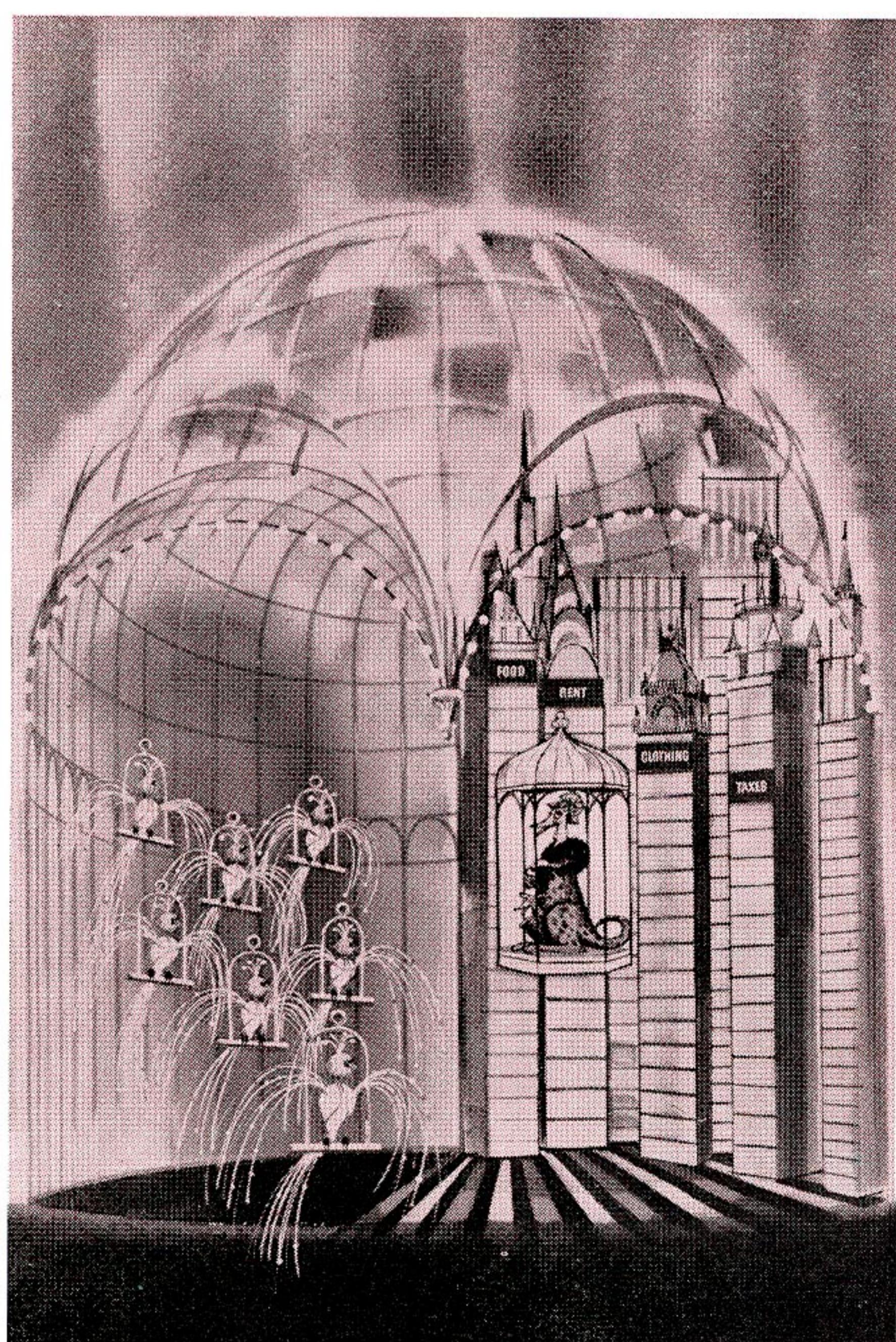


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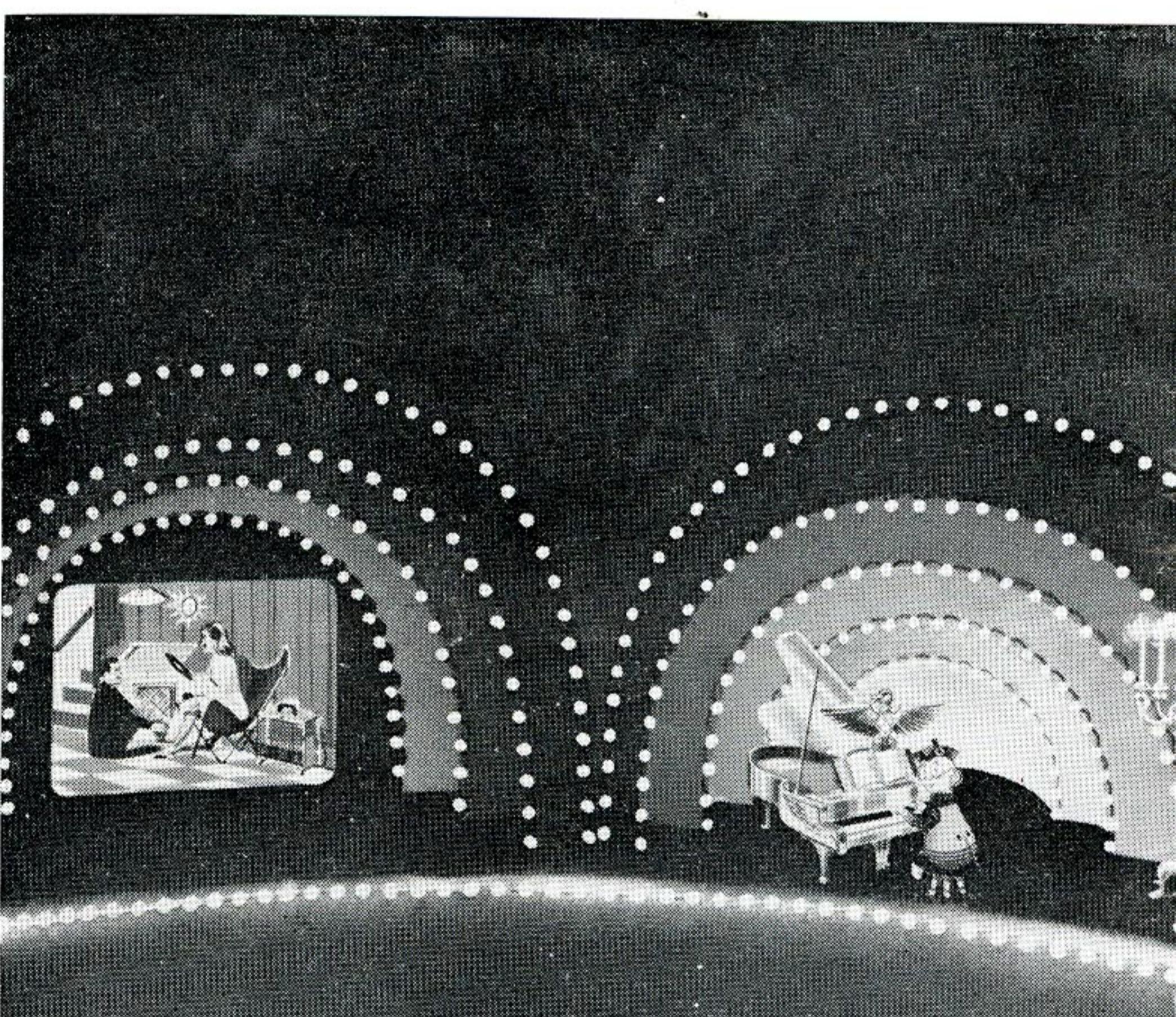
The Tower of Light pavilion, center, is shown as photographed from behind the Kodak exhibit, foreground. Behind the pavilion of the investor-owned electric utility industry is the "egg" of the International Business Machines Corp.



8—An open view of a 1939 vintage house shows the audience that only eight or nine electrical appliances were present in the home 25 years ago. In contrast, the modern total electric home, above, shows that some 40 different appliances make 1964 electric living more comfortable, convenient, and enjoyable.



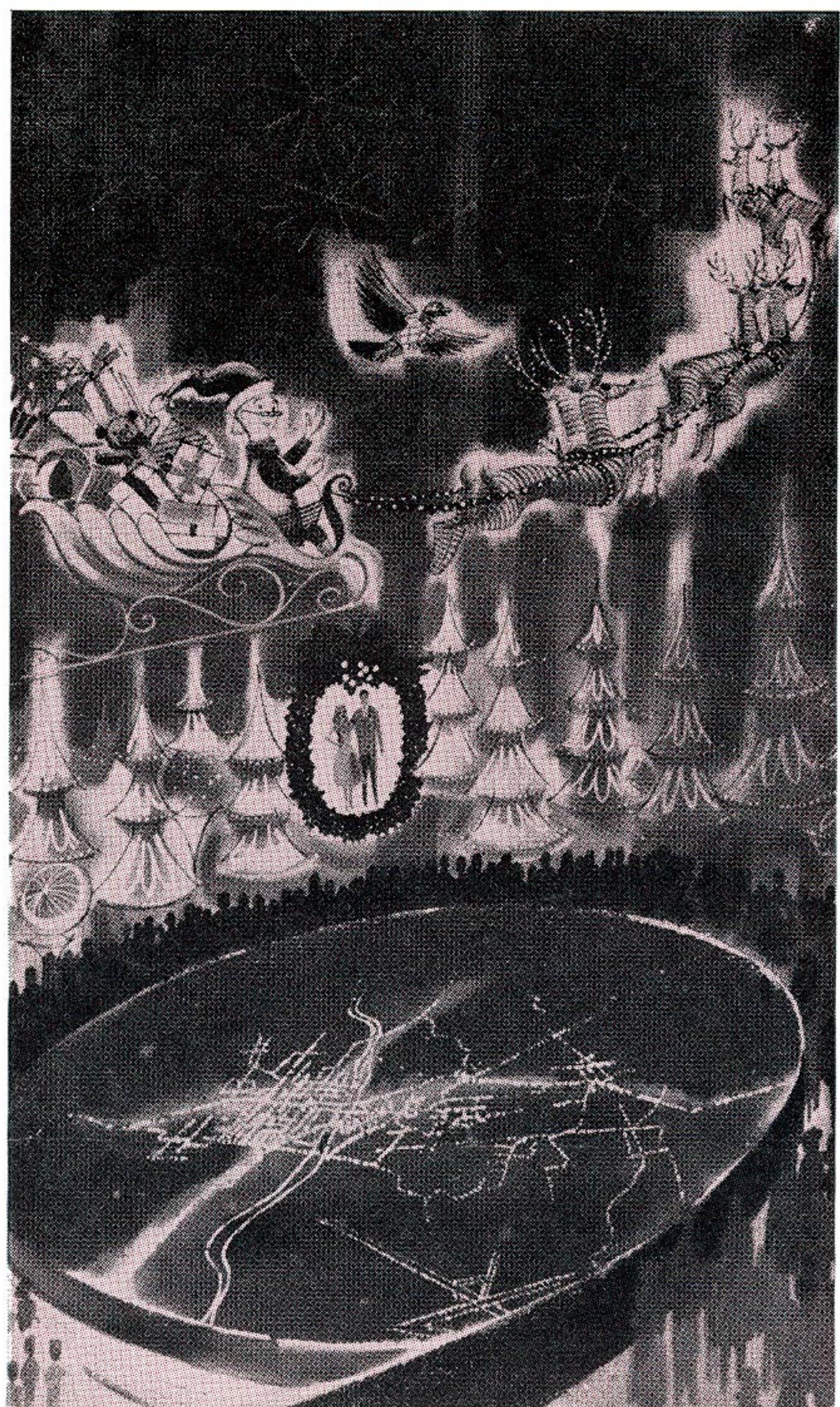
10—A kangaroo and her baby are the stars of this scene. As the elevator and living standards both rise, they sing a blues lament about the high cost of living. In the same scene attractive kilowatt birds, beautifully illuminated, sing a happy song about the low cost of electricity.



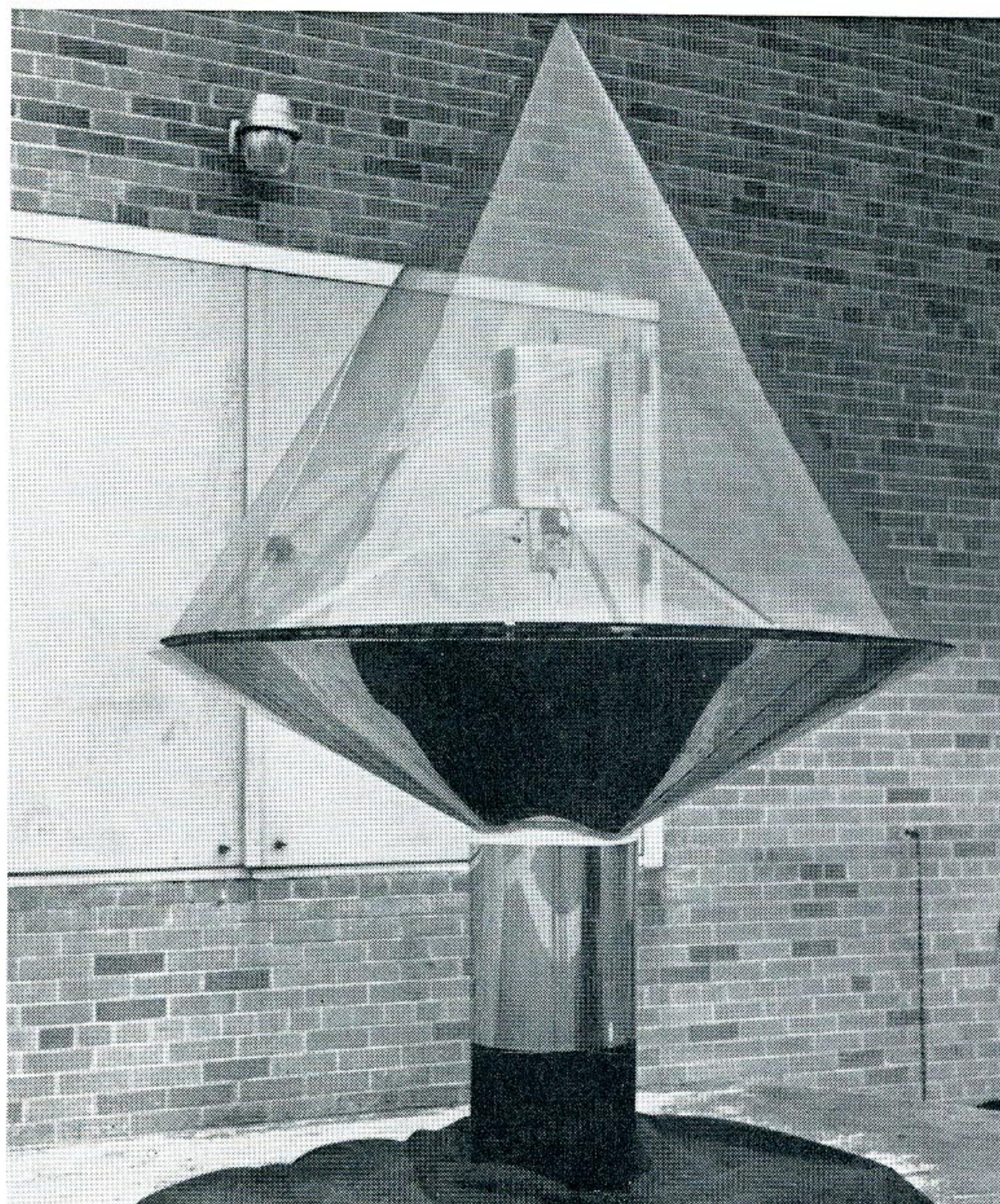
9—Here the audience sees a fanciful theatre with dual stages. Uncle Ben and Sam sing a ballad, "The Enjoyment of Electricity," as George and Betsy are shown enjoying the variety of appliances Uncle Ben sings about.



11—In the Fourth of July scene, the audience sees a miniature version of Hometown, USA. It's night-time, and the whole town has turned out to hear Uncle Ben deliver an Independence Day address. Stars flicker in the sky and a fireworks display over the fountain dazzles the audience.



12—The audience steps off the revolving ring and finds itself at the top of a circular ramp looking at a breathtaking Christmas scene, left. Above the audience Uncle Ben, dressed like Santa Claus, guides six reindeer through the sky. As the audience looks below, it sees the sparkling countryside of a typical American city on Christmas Eve. A Christmas song fills the chamber; Christmas ornaments light up — each with an electric appliance inside. Uncle Ben wishes everyone a "Merry Christmas."



Special reflectors have been designed to house the 12 5-kw "Xenon" bulbs that will produce the 12 billion candlepower light beam. A prototype of the reflectors, built by GE, is shown above.



13—When the audience reaches the ground level of the floor, it sees a research exhibit and a giant display identifying the sponsoring companies. Finally, just before leaving the pavilion, the visitors are treated to one final scene, featuring a penguin, a polar bear and a mermaid. Each of these three-dimensional characters sings a song about the comforts of electric climate conditioning.