



FOR PAVILION. -Titled "Tower of the Four Winds," this 110-ft. mobile will be planted atop 2-story building housing exhibits of UNICEF at New York fair.

Times photo

110-FT. HIGH TOWER

Tallest Mobile Built in L.A. for N.Y. Fair

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New Yorkers may know how to build the world's tallest skyscrapers, but they had to come to Los Angeles for the world's tallest mobile.

Mobiles, as everyone knows, are those wire artifacts which usually dangle and twirl from the ceilings of avant-garde living rooms.

This particular mobile, 10 stories or 110 ft. high, was designed for the Pepsi Cola Pavilion at the New York World's Fair by Walt Disney. It was constructed by Zeon Corporation, 1100 N Main St.

Will Not Dangle

Titled the "Tower of the Four Winds," the structure will not dangle but will be planted atop a two-story building housing exhibits of UNICEF, the United Nations' Children Fund.

Construction of the \$200,000 tower required more than 200,000 lb. of steel and more than 100 blends of paint, according to Zeon officials.

"The colors of every flag in the world will be represented somewhere on the mobile," Disney said last week after inspecting the completed product.

"We have attempted to combine an It's a Small World theme with a salute to the world's children for the Pepsi people," he said.

Three primary columns support the mobile, which has over 100 spinning, swivelling and oscillating elements. All these moving parts — animals, birds, insects, a carousel and a representation of the sun — depend on the wind for locomotion.

Seven Chartered Vans

The mobile, currently at the Zeon plant, will be disassembled this week and trucked in seven chartered vans to the fairgrounds on Long Island's Flushing Meadows.

Disney is also designing and constructing a boat ride for the Pepsi Pavilion which will be located behind the eye-catching mobile.