

news

OF THE

WORLD OF REFRESHMENT

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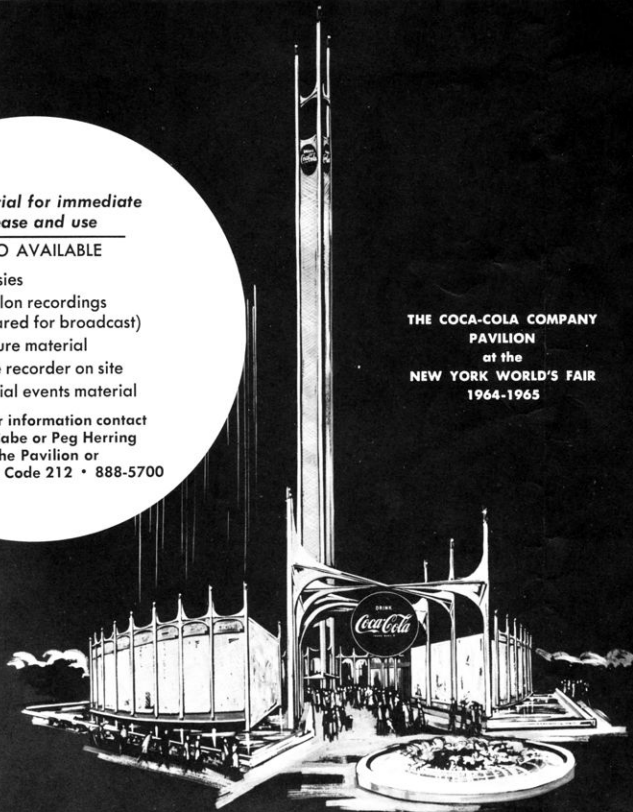
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THE COCA-COLA COMPANY
PAVILION
at the
NEW YORK WORLD'S FAIR
1964-1965



Free Global Holid

It's an exciting world for would-be travelers at The Coca-Cola Company Pavilion. The unique "global holiday" exhibit puts visitors into the middle of five of the most famous world locations everyone longs to see.

These exotic parts of the world will be faithfully reproduced in their entirety. Not only the sights but the authentic sounds, odors, and temperatures will make the Fair-goer feel he is in Hong Kong, the park surrounding the Taj Mahal in India, a cozy Bavarian ski-lodge, a

tropical rain-forest near the ancient temple of Angkor Wat or the deck of a luxury cruise ship anchored off Rio's Copacabana beach.

The tour starts in the cobbled streets of Hong Kong. The time is just after sunset. The sound of traditional Chinese wind bells mingles with the clatter of rickshaws, tinkling Chinese music and the voices of passers-by speaking in Chinese and in British accents. Shops overflowing with genuine wares from Hong Kong line the streets. Sampans and junks are bobbing in the

harbor.

From the feverish activity of Hong Kong, the Fair-goer next finds himself on a quiet walk shaded by poplars in the gardens surrounding the serene beauty of the Taj Mahal. There are marble arcades, cool fountains, a light breeze rustling the leaves and the plaintive sound of Indian music.

The next experience in instant travel takes the visitor to a cold and frosty winter scene. The setting is a typical Bavarian ski lodge, high on a mountain top near Garmisch-Partenkirchen and Oberammergau. There is a crackling fire and the fragrance of pine in the air. From the leaded windows and the balconies, vistas of the snow-capped and fir tree studded Alps stretch off into the distance.

When the visitor steps onto the balcony of the ski lodge it is a cold sunny day outside with a crisp invigorating wind. There are icicles on the roof and the rail of the balcony is freezing cold to the touch.

The next contrast is a dramatic one. Our travelers walk into a moist and cool tropical forest in Cambodia. It is bright day, but some sun filters through dense jungle foliage. The call of birds and the chatter of monkeys combine with the musky scents of the jungle to create the illusion that each Fair-goer is an intrepid explorer gazing at the ruins of the ancient temple of Angkor Wat.

From the lush jungle of Cambodia, our guests will next move to the sophisticated atmosphere of a cruise ship at anchor off the coast of Rio's famous Copacabana Beach. They hear samba music and the rhythmic throbbing of the ship's generators. As they lean on the gently vibrating rail of the deck our cruise passengers will see the lights of Rio and the silhouette of Sugar Loaf mountain against the sky, while the scent of salt water and the cry of sea gulls fill the night air.



Ted Duffield, Creative Director for The Coca-Cola Company Pavilion at the New York World's Fair, can't help feeling at home in each of the "global holiday" areas. □ A million-miler, he has visited practically every major city and country in the world during his ten years as Sales Promotion Manager of The Coca-Cola Export Corporation. □ Here Mr. Duffield, right, The Coca-Cola Company Pavilion's own travel expert, inspects the progress of the fabled temple of Angkor Wat. The sculpture is of an ancient god-king.

ay for Fair-Goers



The streets of busy Hong Kong with their fascinating shops are featured in the exhibits.

BACKGROUND INFORMATION ON GLOBAL HOLIDAY AREAS

Hong Kong, the first stop in the tour is the tiny British Crown Colony poised perilously off the coast of mainland China. Refugees from Red China have swollen the population to an estimated three million. Hong Kong, at the crossroads of the Orient, is a major center of world trade, and a bargain-hunter's dream. The name of this exciting city means "Fragrant Harbor."

The *Taj Mahal* was built at Agra, India in the seventeenth century by a Mogul emperor, Shah Jahan, as a memorial to his dead wife. Many people consider this palace of marble topped by a white dome, the most beautiful building in the world. Seeing the *Taj Mahal* by moonlight is a classic experience of world travel.

Bavaria in Southern Germany boasts many popular Alpine ski resorts. The Garmisch-Partenkirchen and Oberammergau area is situated near the Austrian border. A winter sports holiday in this part of the world offers all age groups informal fun. Oberammergau is the site of the famed Passion Play.

Cambodia, the country which lies between Thailand and South Viet

Unique "Experience Areas" Construction Among Toughest Jobs of World's Fair

The authentic reproductions of far-away places for the World of Refreshment in The Coca-Cola Company Pavilion were achieved by equal amounts of inspiration, technical effort, encyclopedic research and expert engineering.

The idea for the "experience areas" was first conceived three years ago. The combined talents of over 100 expert staff all contributed to this outstanding exhibit which has been several years in the making.

The Displayers, Inc., noted world's fair exposition creators, who designed and built these five exotic scenes, studied thousands of photographs from the 125 lands where Coca-Cola is sold, and also called upon the personal travel experiences of The Coca-Cola Company executives. Wherever possible, genuine objects from the countries represented were added to help ensure realism.

The use of all human senses to create an absorbing illusion of real travel brought into play never-before-used techniques. The appropriate aroma for each foreign locale is piped into each "experience area" and is controlled by the air-conditioning exhaust vents so there is no mingling of fragrances.

Each "experience area" also contains its own individually designed temperature and humidity controlled climate.

Ingenuous design and use of lighting has created many startlingly realistic effects of perspective within a confined area.

Nam in South East Asia, has a tropical climate and much of the land is covered by forest and jungle. The fabled temple of *Angkor Wat*, deep in the Cambodian rain-forest, was built in the 12th century to glorify an ancient god-king and only rediscovered in 1860.

Rio de Janeiro, on Brazil's Atlantic

Other special effects depend on custom-built mechanical devices and painstaking attention to small details.

On the balcony of the Bavarian ski-lodge there is a rail which is icy to the touch—because there is a refrigeration unit under the floor at that point.

In the Cambodian rain-forest, a rushing waterfall cascades over mossy rocks. This demanded a special fiberglass trough hidden among the rocks and a recirculation system for the water. The rain-forest flora and fauna from the monkeys and parrots (stuffed) to the hoarsely croaking frogs (arranged to inflate and deflate) are correct for the area.

For added realism the goods on display in the Hong Kong shops were all specially purchased in Hong Kong for The Coca-Cola Company Pavilion. The signs and posters are genuine too.

In the Bavarian ski-lodge, the badges of existing ski-clubs have been carved into the pine timbers of the walls, just as skiers in Bavaria traditionally do.

The marine fittings and lifeboat on the deck of the cruise ship off the coast of Rio de Janeiro are the genuine articles from Moore-McCormack Lines Inc. A special machine under the deck keeps the deck rail gently vibrating to the throb of the ship's engines which can be heard from below.

The globetrotters who visit The Coca-Cola Company Pavilion are assured the most authentic three-dimensional and five sense foretaste of exotic places possible.

coast, is the South American country's chief port and was the capital until the building of Brasilia. Over three million people live in Rio and tourists find this sophisticated and cosmopolitan modern city provides an unforgettable vacation. Copacabana Beach is a world-famous rendezvous for globetrotters.

Message of Greeting from Herbert Hoover, Jr., President of the American Radio Relay League

The American Radio Relay League—celebrating in 1964 our fiftieth anniversary—is proud indeed to be a participant in the 1964-1965 New York World's Fair. We look forward to another half century of public service as we start our second half century of operation.

We invite amateur radio enthusiasts throughout the world to use the fine facilities provided to us through the cooperation of The Coca-Cola Company in furthering the theme of the World's Fair, "Peace Through Understanding."

Come to the Fair, and use the amateur transmitting facilities at K2US to share with others around the world the excitement and educational values of history's greatest fair!



Mr. John Huntoon, left, of the American Radio Relay League, together with League President, Mr. Herbert Hoover Jr., admire the amateur radio facility in The Coca-Cola Company Pavilion at the New York World's Fair.

"Ham" Radio to Bring Fair to Handicapped, Shut-ins

Arrangements are underway to help many of the handicapped and shut-ins, who have no chance of getting to the New York World's Fair in person, capture the thrilling spirit of the world's greatest fair.

Several thousand shut-ins are enthusiastic "ham" radio operators. Medical experts have long recognized "ham" radio's therapeutic benefits. Radio "hams" can be found in Veterans' Hospitals, rest homes and private hospitals. Even polio victims have chatted via short-wave radio from iron lungs.

The plans to bring the excitement of the World's Fair to such shut-ins are centered in the unique communications area of The Coca-Cola Company Pavilion.

Daily special reports "calling all shut-ins" will be broadcast from the World's Fair amateur radio station, K2US. Celebrities and other important visitors will be invited to send their personal messages from the World's Fair to the physically handicapped.

The highlights of each day's events will reach people like an amputee in Iowa or a bed-ridden housewife in New Zealand or a "ham" confined in a wheel chair in London in a special personalized form. Of course the traffic will be two-way.

The Coca-Cola Company Pavilion Is Headquarters At World's Fair For Amateur Radio Operators

The finest three-position sending and receiving station ever built for world-wide amateur radio communication has been installed in The Coca-Cola Company Pavilion at the New York World's Fair.

Visitors to the exhibit will be able to watch and listen to amateur radio operators talking to their counterparts around the world from the Fair.

"Ham" radio operators anywhere on the globe will be able to tune in to the excitement and glamour of the World's Fair by contacting K2US, the special call letters assigned to the "shortwave voice of the Fair."

Any amateur radio operator who visits the exhibit will be allowed to broadcast from the studio after presenting a "ham radio ticket" or amateur radio operator license.

And if a glimpse of "ham" radio in action encourages visitors to

Shut-in "ham" radio operators will be able to contact their fellow "hams," who have volunteered to keep the World's Fair station on the air, making new friends and linking themselves with the exhilarating atmosphere of the New York World's Fair.

learn more about it, educational information on this fascinating scientific hobby will be available.

Volunteer members of the Hudson Amateur Radio Council in cooperation with The American Radio Relay League will keep the World's Fair station on the air.

The American Radio Relay League is the national non-profit membership association for "hams" in this country. Herbert Hoover, Jr. is the president of the League. It was founded in 1914 and will celebrate its 50th anniversary during the first year of the New York World's Fair. Headquarters are in West Hartford, Conn.

Public service is one of the American Radio Relay League's most important functions. Its "Amateur Radio Emergency Corps" forms a valuable nucleus of back-up communication for disaster work.

The "Radio Amateur Civil Emergency Service" maintains a series of national, regional and local networks ready to aid civil defense communication if needed.

An estimated 350,000 "hams" all over the world keep the airwaves busy and in the United States about 250,000 amateur radio operators are licensed by the FCC.



Glamorous singing star Anita Bryant, whose tours of overseas bases with Bob Hope have made her a favorite with service personnel, has been chosen as the official hostess for the USO Lounge in The Coca-Cola Company Pavilion at the New York World's Fair.

Anita will spend as much time as she can at the Fair and also help arrange for other stars to make personal appearances at the USO Lounge. She says she's looking forward to this special assignment and hopes the service friends she made on her overseas tours will visit her at The Coca-Cola Company Pavilion.

U. S. O. Lounge for Servicemen at World's Fair

The USO Lounge will be in The Coca-Cola Company Pavilion at the New York World's Fair and serve as an invaluable reception center and rendezvous point for all free-world servicemen who visit the Fair.

This attractive lounge will occupy 1,110 square feet of space in the pavilion and has been designed by architect Creighton Jones.

Here servicemen and their families will be able to relax in comfort between enjoying the sights of the Fair.

There will be a direct tie-line between the USO Times Square Center and the USO World's Fair Lounge so service personnel and their families visiting the Fair can be informed of the total services offered by USO of New York City.

An estimated one million American and Allied service personnel and their families are expected to use the facilities of the USO Lounge.



The Navy and the Army plan a joint "Operation World's Fair" at the USO Times Square Center, New York, which is linked by a direct tie-line with the USO World's Fair Lounge in The Coca-Cola Company Pavilion. Left, FN Larry Digby, Plainwell, Mich. Right, SP5 John Quintana, Espanola, New Mexico.

things go
better
with
Coke



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World's Largest Carillon Featured at The Coca-Cola Company Pavilion

The largest carillon in the world is installed in The Coca-Cola Company Pavilion.

The stirring sound of its bells will peal from the Coca-Cola tower which rises 120 feet above the Fair.

This unique musical installation, built by Schulmerich Carillons, Inc., of Sellersville, Pa., pioneers of modern carillon development, combines the unprecedented number of 610 bells into a single instrument.

The bells are actually tiny rods of traditional cast bronze which produce pure bell tones when struck

with miniature hammers. The sound is barely audible, but tuned far more accurately than even the most carefully cast conventional bell.

Banks of high-fidelity speakers amplify the bell notes more than a million times to produce the richly sonorous tones and joyous peals of carillon music.

If the World's Fair carillon consisted of traditional cast bells, they would weigh more than 2,000,000 pounds and still not provide all the musical advantages and diversity of this modern carillon.

Because of its size it possesses great musical versatility and offers unique opportunities for outstanding carillonists to perform works which require full orchestration, as well as any type of light popular music from showtunes to folk songs.

A glass-enclosed area at the base of the Coca-Cola tower contains a giant console from which the carillon's 610 bells are sounded. Fairgoers will be able to watch master carillonists, who are outstanding musicians, perform an imaginative choice of classical and popular music.

A WONDERFUL WORLD OF MUSICAL REFRESHMENT

For millions of visitors from every corner of the globe the evocative bell music of the world's largest carillon will be the most memorable sound at the world's greatest fair.

Visitors will hear the carillon strike the hours, and twice a day there will be carillon concerts. Music from the 125 lands where Coca-Cola is sold will also be played on special national days. When important visitors come to the Fair

Miracle Of The Modern Carillon

America, for many centuries, turned to the ancient casting foundries of Europe for bells. But through the perfecting of modern techniques in this country, the process has been reversed and Europe now turns to us for modern carillons and bells.

The method by which these modern carillons are created was invented in 1930 by George J. Schulmerich, who was then a young Philadelphia engineer.

He had been making and installing public address systems, many of them in churches. Often clergymen told him regretfully that it was impossible for them to afford the high cost of cast bells and the strong towers needed to support them.

Mr. Schulmerich tackled the problem of creating the sound of bells without using the great mass of metal required to mold the traditional cast bronze bells. The amplifying powers of modern electronics provided the solution.

Visitors to The Coca-Cola Company Pavilion can listen to the finest example of the modern carillon maker's art, the 610-bell unique musical instrument.



John Klein, one of America's most outstanding and versatile musicians, has been named Musical Director-Consultant of The Coca-Cola Company Pavilion at the 1964-1965 New York World's Fair. □ Mr. Klein is an accomplished carillonist, composer, arranger, organist, pianist and recording artist. He has been a musical pioneer of modern carillon music and Fairgoers will be able to watch him at the console of the world's largest carillon as he performs the daily recitals. □ Mr. Klein was the official carillonist of the Seattle World's Fair. He also gave recitals in 1958 at the International Carillon Festival in Cobh, Ireland and the Brussels World Fair. In 1959, for the first time in history, carillon music played by Mr. Klein was part of the Salzburg Music Festival.

appropriate music will be played on the carillon.

The console from which the carillonist will control his instrument is so located within the court area of the pavilion as to accommodate groups who will gather there not only to watch the master musician perform, but also to join with him in choral accompaniment.

Various special groups of visitors, from throughout the United States and the world, have been invited to visit the pavilion and join with the carillonist in musically celebrating events of particular interest to them, such as national holidays, feast days; by singing their own songs.

There is space available also for folk dances which might seem appropriate to add to the carillon music and the choral voices.