



**V**ISITORS to the World's Fair in New York next year will see a concept of the electrical world of tomorrow through two of the world's largest show windows. These huge convex windows, each 55 feet high and 4,500 square feet in area, will enclose two front wings of the Westinghouse World's Fair building.

David S. Youngholm, Vice President, who is in charge of the World's Fair Committee, recently announced that the building will be shaped like a horseshoe with the glass-enclosed wings serving as the prongs of the shoe. One of the wings is to be known as the Hall of Electric Power, and the other is to be designated the Hall of Electrical Living.

In the Hall of Electric Power, self-operating exhibits will demonstrate how electricity is generated, distributed and utilized to supply power and control for virtually all of modern industry's diversified demands.

In the Hall of Electrical Living will be shown a panorama of electrical living as it affects the daily existence of the average person. The exhibits will demonstrate how electricity has assumed the burden of major household tasks, and how it contributes in many ways to the pleasure, convenience, safety and health of people. Continually changing "living murals" will supplement the story of all floor exhibits in the Electrical Living wing of the Westinghouse building.

Leading from these two main halls are electric stairways to the circular part of the horseshoe. In one section of the building will be

displays of research, engineering and manufacturing, together with employee, public and industrial relations activities. The exhibits will occupy a floor space of more than 46,000 square feet. In addition, a theater will present continuous performances. Two large clubrooms are planned.

Outside, in the open court between the wings, will be a 115-foot central fountain playing a symphony of water, color and sound. Fifty feet deep in the ground beneath the court rests the Westinghouse Time Capsule, containing a cross section of today's civilization for future scientists.

In pointing out features of the Westinghouse World's Fair building as it was designed by Skidmore and Owings, Mr.

Youngholm said: "We are not thinking of our exhibit alone, as a self-contained and separate enterprise, but rather that it shall have a harmonious setting in its neighborhood, and be an acceptable contribution to the group which will surround the Electrical Plaza.

"Inside our building we shall vie with our neighbors in picturing the accomplishments of the electrical industry. It takes no glory from any other industry to say that the electrical business affects very closely the comfort and convenience and manner of living of our whole people. And we shall try to show the public that all this development has been the result of private enterprise and initiative, that the industrial life of this nation has been achieved by the brains and fortitude of its citizens. If we accomplish this, the Fair will have served its purpose."

## In Retrospect

*An article by E. H. Sniffin*

Well, we buried the Time Capsule. It went into the ground September 23 at twelve o'clock noon, the instant of the Autumnal Equinox. It was buried at our exhibit site on the New York World's Fair grounds . . .

About fifty big corporations are putting up their own exhibit buildings on the World's Fair grounds. Some of them will cost upwards of four or five million dollars; none of them less than several hundred thousand. Industry will certainly be on parade. It became the fashion for each one to hold some kind of a dedication ceremony, most of them of a conventional nature.

We wondered what we could do. We hoped we might think of something that

*Continued on next page*

would be rather striking, and of course worthy of our name. The idea of the Time Capsule took form; it was first suggested by one of our number who says that the validity of the project was established by the contributions of so many of our men that it stands as a real organization effort. He's right about that. Whenever we try to do something unusual, as we do at world's fairs and places of that kind, we generally end up with wonderment at the resources, talent and skill of our organization.

I am not going to describe the Capsule or what went into it. You have already read about it in the MAGAZINE; the press has been full of it. I don't think we ever did anything that achieved quite so much publicity—news items, feature stories, editorials, cartoons. Everywhere it seemed to challenge the public imagination. People wanted to know what the Capsule was made of to last so many years; what we would put in it to fittingly record our present civilization; how we intended to preserve its contents for five thousand years; how the record of it would be kept; and how anyone would find it at that remote period. It was a running news subject for more than a month, climaxed by the final publicity of the burial ceremony which was broadcast on the air, and recorded by newsreel and press photographers. In attendance were approximately a hundred and fifty guests, representing science, industry, public utilities, railroads, publications, literature, and the arts. Following the burial of the Capsule were a luncheon and a pleasant social hour, presided over by our Chairman, who spoke at the ceremony. So it

## The Book of Record

To lamaseries in Tibet, to Shinto shrines in Japan, to Buddhist temples in India and to 2,000 libraries, museums, universities and monasteries throughout the world have gone copies of the limited edition book describing the Westinghouse Time Capsule and telling posterity of 5,000 years hence how to find it and understand it. Called *The Book of Record of the Time Capsule of Cupaloy*, the priceless volume is printed in non-fading ink on permanent rag paper from type designed by Frederic W. Goudy, noted typographer.

The book describes the design and structure of the torpedo-shaped Time Capsule, gives its location, and includes a vocabulary of high-frequency English in neo-phonetics which includes drawings to illustrate the meaning of words and a mouth map by which linguists of the future will be able to duplicate the exact sounds of English as spoken in 1938.

was pretty much of a Westinghouse day, important even in the glamorous metropolis, and heralded all over the country.

And here's what I liked most about it. We didn't go after the publicity, but we got more of it than if we had planned for it. You know our crowd; you know that they would tackle such a job objectively. This idea of perpetuating the contemporaneous scene had to be well done. No faking about it. We had to comb pretty well the arts and sciences that related to the problem. We went to

the Bureau of Standards, to the Coast and Geodetic Survey, to librarians, archaeologists, astronomers, physicists, to everyone who could help us insure the preservation of the Capsule and its contents, and the record of it to be filed in the important museums and libraries of the world, with directions how to find it. Into the Capsule went letters from men like Einstein, Millikan, Thomas Mann and Karl T. Compton, conveying their messages to what we hope will be a happier age. If the work had been done by a group of scientists and scholars, they would have striven no more intently for the fidelity of a real archaeological venture.

And the world, of course, jumped to it. It was intrigued with the unusual spectacle of an industrial concern stepping away from the market place for the moment and indulging in a bit of idealism—sending down through the ages this message which is intended to outlast every bit of handiwork that we see today. By doing it with scientific sanction, with the tone of scholarship, with no blah of commercialism, public acclaim became a natural by-product.

People asked how many business concerns could conceive of such a project, could do it if they did think of it—or would do it. Folks think about such things, and they think pretty pleasantly of a Company that bears the stamp of this unusual quality. It is no marvel to you or me, for we know the organization. But we do welcome the opportunity sometimes to give to the world an expression of the soul of our organization, of the engineering and scientific spirit that dominates our work so completely. People hear our men talk about our work, and probably believe most of it, but at best it savors of the advocate. Who shall say what a world of influence flows our way through the casual and unsought impressions that we make upon the public. Some of the greatest world's victories have been achieved that way. The Time Capsule is in that category.



Grouped around a replica of the bottom third of the Time Capsule are John Mason, Vito Bonacci, Michael Pendro, Alex Batchner, John Jurman, Robert Hlava, George Rennie, John Buchanan, James Carischio, Harry Morrison, Fred Askem, Joseph Fescho, I. B. Seastone, Harry Monheim, John Signet, Otto Starke, W. A. Graham, F. L. Cofeen, Anton Auer and George Wardy, the men who made the Capsule of Cupaloy in the East Pittsburgh Works.