



ECONOMICS FOR EVERYMAN

dioramas and slides combine to help tell the story of free enterprise in this fair theater

The Hall of Free Enterprise, located in the International Area at the Fair, has a 100-seat theater in which a 15-minute sight/sound show on economics is presented. The scene below shows one of the dioramas in this combined slide and diorama presentation. Action takes place all around the theater; audience is seated on swivel chairs to follow it.

THE HALL OF FREE ENTERPRISE, located in the International Area, is sponsored by the American Economic Foundation with the hope of spreading the validity of a free market economy and private competitive enterprise.

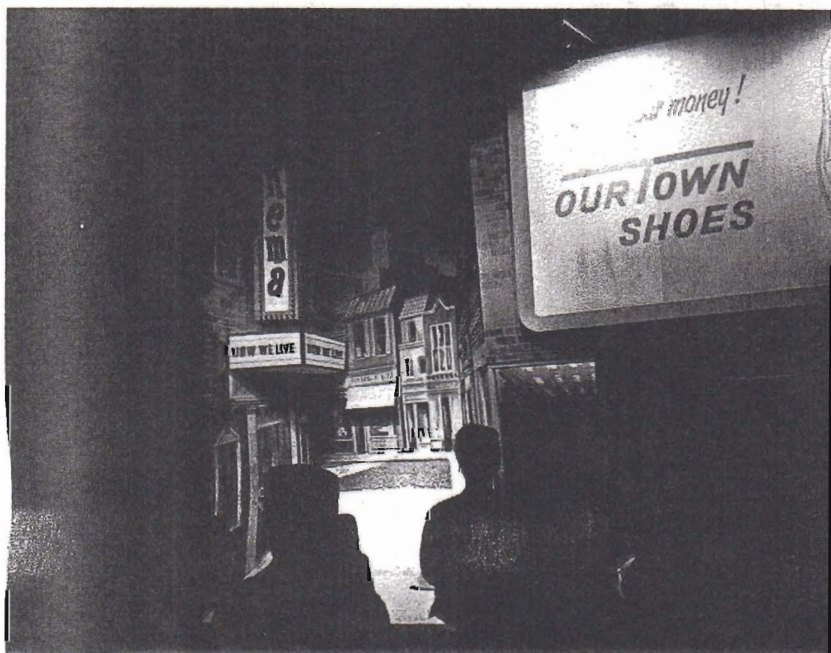
in which all the chairs swivel so that the action may be followed in any direction.

Exhibits in the pavilion are designed to show the superiority of the economic principles on which a democratic system of free enterprise rests.

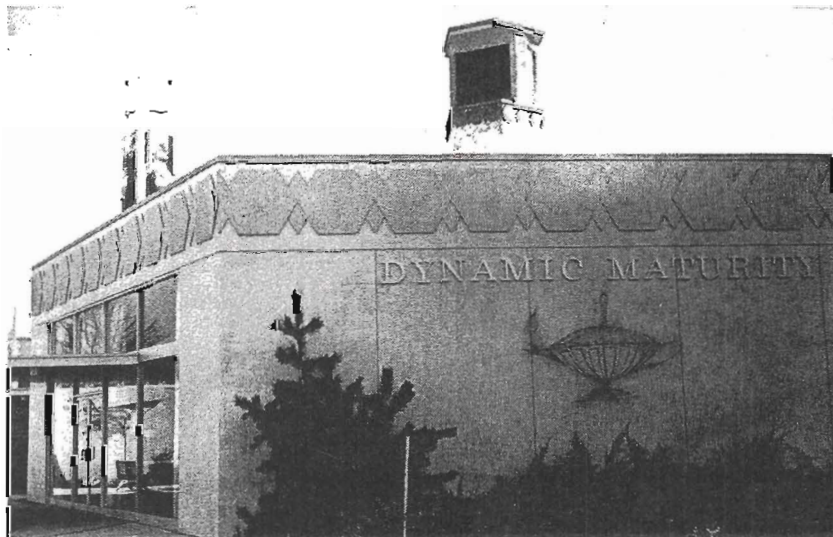
The "plot" is that Mr. Everyman is "Mr. Both" — he wants higher wages for his work, but wants to buy goods at lower prices. The solution proposed is that a free, non-regulated economy is the best answer to Mr. Both's dilemma.

A principle vehicle used is a 15-minute sight/sound show entitled *Mr. Both Comes to Town*, which is staged with dioramas, slides, and other illuminated settings completely around the perimeter walls of a 100-seat theatre

Other exhibits offered in the Hall include: *Money in Motion*, an animated display showing how America's corporate economy works and *The Tree of Economic Life*, which demonstrates the inter-relationship of natural resources, jobs, tools and capital.



There's Even a "Camera Obscura" at the Fair



At right: the Dynamic Maturity exhibit at the Fair (sponsored by retired persons) brings its guests one of the earliest kinds of visual devices: the Camera Obscura. Tower in the picture below shows a mirror and lens arrangement; images are projected down onto a circular screen at the bottom of a "well." Viewers watch scenes of the Fair outside at showings which take place every five minutes in this hall.

Vignettes Show the Services of American Express

The American Express pavilion below is opposite the main gate of the Fair. Within its main hall, seven slide shows are being shown on a continuous basis. They offer "vignettes" (each of 11½-minutes) on Express services such as Travelers' Checks, the Credit Card, etc. 370 slides are presented on five Kodak Master projectors, modified

by the show's producer and designer, Roger Wade Productions. These are the same units which showed the memorable Kodak Pavilion slide program at the 1939-40 New York Fair. Each projector has two lenses; screen images dissolve from one to the other. Programming is on a master tape which controls all five machines, operating individually or as a unit. Sound is carried by directional speakers in the ceiling to avoid interference. Screen surface measures 37½ x 7½-feet.

