



World's Fair Exhibitors Sponsor Short Films to Show on RCA Closed-Circuit Color Network

MANY OF THE NATION'S leading companies with exhibits at the Fair are sponsoring five-minute motion pictures for showing exclusively on RCA's closed-circuit color television network on the Fairgrounds.

About 75 firms, thus far, are planning to supply films for the 300-set network, including Time, Inc., National Cash Register, Eastman Kodak Company, General Cigar Company, Ford Motor Company, Schaefer Beer, American Express, Formica, General Foods, Socony Mobil, Bell System, Chrysler, DuPont, IBM, General Motors and New York Airways. These films will run the gamut from things to do and see at the Fair to the new uses for helicopters. At this writing (late in May) about 150 sets have been installed at various sites around the Fair, half of them in VIP lounges of the big pavilions. By the middle of June, most of the other public location sets will have been set up.

While most of the sets are located indoors — largely in public and private lounges — a few are outdoors and operating only at night — at the Denmark and Chunky Candy pavilions, for instance. National Cash Register has a set in a prominent place in its pavilion, Bell System has six sets, and IBM has five.

All the sponsored films to be shown on the network are institutional in nature — Fair-oriented and non-commercial. They will

range from reviews of what is going on inside the pavilions to things about the Fair that people would not normally know about —



RCA color television set at the Danish pavilion. Network will be completed by middle of June.

odd facts, odd jobs, even movie shots of the Fair under construction.

"Since it might take as much as three weeks for a visitor to see everything at the Fair," says James M. Toney, Director of RCA's World's Fair Operations, "the closed-circuit network will help visitors see many things they might otherwise have missed."

Mr. Toney said the color TV network — largest of its kind in the world — will be programmed to make the Fair "more interesting, entertaining and informative for all visitors."

U.S. Steel Corporation, for example, has made a color film (by

MPO) on how the Unisphere was designed, fabricated and erected as a permanent reminder of the Fair's "Peace Through Understanding" theme. Sinclair Oil Company is producing a film on its life-sized dinosaur exhibit.

The American Iron and Steel Institute is doing a film (by Audio Productions) on the importance of steel construction in the Fair buildings. The Bell System has been shooting for several weeks (Owen Murphy Productions) on its exhibit at the Fair. Walt Disney is doing a film on the Pepsi-Cola exhibit, which was designed by his staff.

In addition to running the short

films repeatedly each week, RCA will divide the Fair into eight zones and run a ten-minute film highlight of each zone on its appropriate hour — zone 1 at 1 pm, zone 2 at 2 pm, and so on.

The films are only part of the over-all programming being planned for the network. Edited videotapes of shows appearing live in RCA's color television studio at the Fair will also be run at regular intervals.

Highlights of important events on the Fair grounds including the Olympic speed trials, will be carried live, as will lost children and five-minute news shows produced by the Fair Corporation. •

Everywhere you look at the Fair there are friendly faces and all kinds of exotic costumes. These boys from Chichicastenango, Guatemala have been taking in sights at Hong Kong exhibit in the background.

