

64 gracefully-curved steel pylons surround glass pavilion of the Ford Motor Company's Exhibit. The theme is "A Man and An Idea."



Steel Shapes the World's Fair

"Designs Against the Sky" an Exciting Preview of N. Y. Exposition

Sponsor: American Iron & Steel Institute.

Title: *Designs Against the Sky*, 13 min. color, produced by Audio Productions, Inc.

The modern, versatile steels which are being used to create new architectural shapes and designs for the New York World's Fair are the subject of this 13-minute color motion picture, *Designs Against the Sky*. Their application to a variety of breathtaking projects by architects, designers and engineers is recorded for the guidance of builders of the future.

Here, in one place and at one time, much of the nation's finest talent from the design professions is at work on a billion dollar undertaking that will set the styles for tomorrow.

Shape of Things to Come

Their imaginative designs, framed with steel, are being fashioned into airy circles, triangles, curves, arches and soaring free-forms. They show in dramatic fashion how modern steels can be used to create buildings of every conceivable shape. But most of the variegated steel skeletons will not be seen by visitors when the fair opens on April 22. By that

time they will be covered by exterior building materials.

Recognizing this, the American Iron and Steel Institute asked Audio Productions, Inc., to produce a film to show the role of steel in the construction of the fair. *Designs Against the Sky* is a tribute to the creative architects, designers and engineers whose imaginative steel designs will help establish themes and moods for 70 million visitors to the fair.

Shows Versatility of Metal

For years, many people have thought of steel as an old-fashioned material of great strength but little beauty, suitable mainly for massive structures such as skyscrapers and bridges. But the film of the fair structures shows the great versatility of modern steels, which permit the designer to let his imagination soar without limitation — to design structures of any shape, with exquisite beauty and economy.

The film shows the pavilions and exhibits from the designer's viewpoint, stressing creative design concepts as well as imaginative uses of steel. Most of the designs call for large, open spaces within the structures, unobstructed by supporting columns. New high-strength steels and new design techniques provide necessary structural strength with great saving of space, materials and money.

Erection Speed a Key Factor

Speed of erection was another factor favoring steel designs, because the fair structures have to be completed before opening day April 22. Structural steel parts can be prefabricated to precise dimensions under closely controlled shop conditions — then speedily erected in the field under almost any weather conditions.

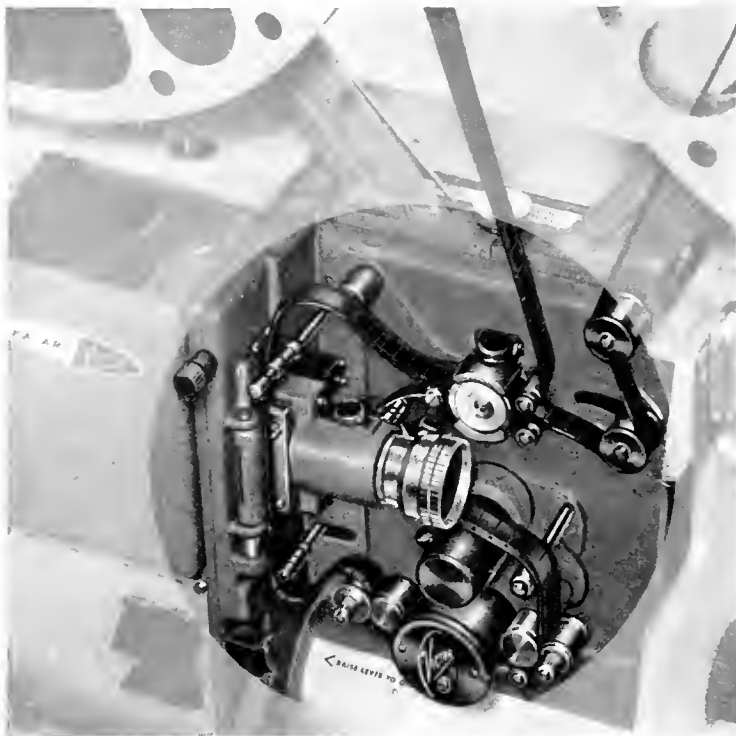
High salvage value of steel was another important design consideration, as most of the pavilions must be torn down after the fair. Steel-framed buildings not only



Above: steel-framed prism staggered vertically to 80-foot high form complex of geometric shapes housing Electric Power and Light exhibit. Below: Simmons Company exhibit utilizes this structural steel frame designed as an "oasis of tranquility" symbolic of the trade name "Beautyrest."

Below: 120-foot heliport is atop Port of New York Authority exhibit building. Glass-enclosed restaurant is below the flight deck





Film Preview: the New York World's Fair

(CONT'D FROM PRECEDING PAGE) come down faster and less expensively, but they can be re-erected on another location, or the steel can be sold for other use. Concrete structures, on the other hand, must be destroyed to be removed.

Primary audience for the film will be educators, students and professionals in the fields of architecture, design and engineering. Distribution, through Association Films, Inc., will begin in January.

* * *

Unique 10-Camera Rig Used by Niles for Port Authority Film

The Port of New York-New Jersey Authority, completing a circular theater in its Heliport and exhibit building at the New York Fair, will literally surround viewers with a 360-degree film presentation. The 12-minute film telling the dramatic story of the New York-New Jersey Port and its 14 million neighbors will feature panoramic views of the area, emphasizing transportation facilities operated by the Authority.

Crews from the New York studios of Fred A. Niles Communications Centers, Inc. are said to have developed new filming techniques for the "wrap-around" picture. A sub-contract was awarded to the Chicago firm of Behrends, Inc. to design and build, in consultation with Niles' technicians, the unusually distinctive camera needed for the circular images.

10 Cameras on Circular Rig

The intricately-synchronized device is actually composed of 10 professional 16mm Arriflex cameras mounted on a circular rig. Weighing 650 pounds, the unit was leased to Niles for six months to

cover duration of filming. It is undergoing rugged use with crews shooting from helicopters, rafts on the Hudson and from the top of the George Washington Bridge. It will also be hung under a jet plane to capture dramatic scenes.

The rig is 40 inches in diameter and the same height. The 10 cameras are mounted to shoot up into 10 circularly-aligned mirrors. Each camera is equipped with a 12½mm lens by Taylor, Taylor & Hobson of London, covering an angle of 42-degrees. The extra six-degree latitude on each lens will be corrected by masking on the projection equipment. Without the mirrors, continuity between cameras of objects moving horizontally at close range would be broken.

Ralke Is Equipping Theater

Audio-visual contractor William C. Ralke, long experienced in this special field of presentation through his work on the Circarama Theater, etc. is already at work on the theater installation. It will utilize a central projection gondola with 10 Eastman synchronized 16mm sound projectors, with the new Xenon cold lamp source. This marks Ralke's third World Fair installation. He previously designed special a-v equipment for use at the Brussels and Seattle Expositions.

* * *

"Atomsville, U. S. A." at Fair Brings Science to Youngsters

☆ Young visitors to the New York 1964-1965 World's Fair will receive special attention in a section of the Atomic Energy Commission's exhibit. The exhibit at the Fair's Hall of Science in the Transportation Area

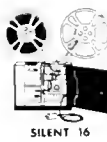
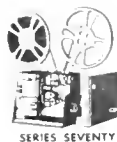
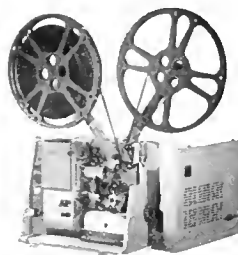
Niles' crew member adjusts shade protecting ring of 10 cameras and mirrors on unique rig used to film 360-degree picture for N.Y. Port.



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will introduce the principles of atomic science to the youngsters as they operate interesting new science-educational devices.

This children's section, called *Atomsville, USA*, is designed to appeal to youngsters between the ages of 7 and 14. The rest of the exhibit, titled *Radiation and Man*, is also devoted to explaining principles of nuclear science, but for older students and adults. It includes other new educational displays and a large percentage of audience-participation devices.

A featured unit of the exhibit is a short motion picture projected from overhead to give a 360-degree image on a horizontal, bowl-shaped screen below. This film shows the tracks of subatomic particles as they appear in cloud chambers, bubble chambers and spark chambers.

There will be another short motion picture on power reactor installations throughout the country.

* * *

Show Abbott's "Chemical Man" Exhibit to N.Y. Fair Visitors

These columns have already previewed (NUMBER 7, 1963) the "Chemical Man" exhibit theater and its fascinating film-in-the-round at Chicago's Museum of Science & Industry. The sponsor's (Abbott Laboratories) exhibit at the New York World's Fair will duplicate the setup, adding untold thousands of viewers of this "spectrum of molecular activity that creates and sustains human life." The film, a combination of animation, live action and phase microscopy, was created by Graphic Films Corporation, of Hollywood.

Graphic Films is also in production (in conjunction with John Houseman) on a monochrome Cinemascope film, *A Voyage to America*, telling the story of immigration. It will be presented in the U. S. Government Pavilion at the New York Fair.

An excursion through space and time, projected in a dome-shaped theater via 65mm color film, is also in production at Graphic Films for the Fair. It combines animation, 3-dimensional models and live action to take viewers beyond the farthest galaxies, moving finally through earth to man, the cell and, ultimately, to the atom itself.

* * *

Sight and Sound at the Fair

☆ The General Cigar Company will show a spectacular color mo-

tion picture as a feature of its New York Fair exhibit. Film Effects of Hollywood is completing special effects on the picture.

Recorded sounds of primitive languages will be heard by visitors to the "Pavilion of 2,000 Tribes" at the Fair. The Wycliffe Bible Translators, Inc. (WBT) is the sponsoring organization of the 8,000 square-foot exhibit in the International Area. The story of primitive cultures and arts and crafts will be shown through a large photo exhibit.

United World Films announces the release of a 28-minute documentary on the New York Fair, titled *Come to the Fair*. The film was produced by Dudley Pictures Corporation and is being offered for sponsorship by industry by UWF, an official licensee.

* * *

"And Then There Were Four," Safety Film Classic, Re-Issued

The classic highway safety motion picture, *And Then There Were Four* (narrated by James Stewart) has been "out of print" for months and unavailable to many groups and organizations who recognize its impact for safety education showings.

These prospective users will be gratified to learn that the film is being re-issued. New prints as well as replacement sections are now available from Datafilms, c/o Parthenon Pictures, 2625 C Street, Los Angeles 90026. Direct your inquiries to the attention of W. T. Palmer.

* * *

Rev. Fore to Direct BFC for National Council of Churches

The Rev. William F. Fore is the new executive director of the National Council of Churches' Broadcasting and Film Commission. He was director of the Department of Visual Education, Methodist Board of Missions where, since 1954, he has been responsible for planning, production and distribution of audio-visual materials in the home and foreign missions programs of The Methodist Church.

Effective February 1st, Fore will assume responsibility for religious radio-TV and film production and distribution on behalf of 31 major Protestant and Eastern Orthodox communions cooperating through the National Council. He will also head the BFC's broadcast training program for churchmen nationwide.

(MORE NEWS ON PAGES 20, 22)



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Klopman leans on "Moviematic"

Klopman Mills, Inc., a division of Burlington Industries, wanted to show their new color film "Man You Can Lean On" to 1500 top buyers and store training directors across the country, plus about 7 to 8,000 retail sales people. To do this they supplied each of their local representatives—all women—with a KALART VICTOR Moviematic Repeater projector loaded with a 16mm sound print of the film. These representatives then carried the convenient Moviematic to the store people. Wherever the buyer, Klopman pictured the "Man You Can Lean On" in the best selling atmosphere... and you can do the same for your business. With the Moviematic you're not selling in the dark. You can see what arouses your prospect's interest... then clinch the sale. That's because the last time you showed it, the film was rewinding itself ready for this time. Is Klopman enthusiastic about Moviematic? You bet! More buyers are specifying Klopman, not just any fabric. How about your product? You can purchase, lease or lease-to-buy the Moviematic. Ask your KALART VICTOR dealer or write:



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