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**WORLD'S FAIR PROGRESS REPORT**

New Films for Principal Exhibit Areas Are Listed; Technical Improvements Being Made in Major Shows

**T**HE LATEST PROGRESS REPORT of the New York World's Fair lists several changes and improvements which are scheduled to take place with the reopening of the Fair, April 21, 1965. Here is a run-down of the changes in visual communications aspects of the various pavilions:

**INTERNATIONAL AREA**

**CENTRAL AMERICA & PANAMA:** Motion pictures featuring the tourist attractions of the Central American countries will be shown.

**CHRISTIAN SCIENCE:** Will have a new descriptive film on the nature of God.

**KOREA:** New films showing the industrial progress of the country as well as its history, customs and religion will be introduced.

**MOROCCO:** Will add color slides depicting places of scenic beauty to be projected continuously.

**SWEDEN:** The Johnson Industrial Group has added a colorful continuous slide presentation depicting typical Swedish scenes.

**FEDERAL AND STATES AREA**

**UNITED STATES PAVILION:** Changes will be made in the opening film, *Voyage to America*, to show not only the immigrants who came here, but to present America as the land of opportunity that it was and is.

**HAWAII:** Upon entering the exhibit, visitors will be given beautiful leis which admit them to the Aloha Theatre where giant screen movies are shown of lush Hawaii, exciting volcanic eruptions and surfing in the island waters.

**ILLINOIS:** The Disney audio-animatronic show, *Great Moments with Mr. Lincoln*, will be technically improved without any major change in content.

**INDUSTRIAL AREA**

**BELL SYSTEM:** A ten per cent increase in the speed of the Bell System's popular film ride will boost capacity by 3,000 to about 41,000 total. The pavilion plans to continue its streamlined method of crowd handling which is credited with an average visitor wait of less than 15 minutes on the busiest days.

**CLAIROL:** Passengers on the Carousel will sit in booths which will now be the "world's smallest movie

theatres" where a film on beauty will be shown.

**CONTINENTAL INSURANCE:** Will have an expanded Cinema '76 theatre.

**DUPONT:** New music, new choreography and new film will be added to the musical revue, *Wonderful World of Chemistry*.



**EASTMAN KODAK:** Certain motion pictures and slide shows of the various displays are being changed. In the Tower Theatre a new version of Kodak's feature presentation *The Searching Eye* will be shown.

**GENERAL CIGAR:** Changes will be made in the vertically projected Sports Illustrated exhibit.

**GENERAL ELECTRIC:** The audio-animatronic figures have undergone appearance and animation improvements at Disney's West Coast studios to make them more sophisticated and realistic.

**HALLMARK FOUNDATION:** Will present a *Tribute to Winston Churchill*, an entirely new exhibit for the 1965 season. It will include a special 15-minute Churchill film in a new 600-seat theatre.

**IBM:** The multi-screen film presentation in the big ovoid theatre is undergoing revisions.

**TRANSPORTATION AREA**

**MARTIN-MARIETTA:** Combines a Cinemascope color film with full scale models of space vehicles executing a rendezvous mission. The theatre in the Hall of Science will be equipped with seats.

**ABBOTT LABORATORIES:** *Chemical Man* will portray through three-dimensional models, cinemicrography and animated motion pictures the role of certain molecules in creating and sustaining human life.

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## NEW YORK WORLD'S FAIR REPORT:

(CONTINUED FROM PAGE 72)

**GENERAL ANILINI & FILM:** Will contain expanded audio and visual communications techniques to describe complex technical chemical processes.

**SCIENCE FOR SURVIVAL:** Will have a new five-minute film illustrating the adaptation of man to his environment.

**SOCOSNY MOBIT:** Will increase its capacity by altering the electronic control equipment to operate the film portion of the show simultaneously on both sides of the pavilion. The program previously played alternately on the two sides.

All of the popular film shows of 1964 — Johnson's Wax, Billy Graham, Morman, Greyhound, etc. — are scheduled to return again, intact, in 1965. •

\* \* \*

### "To the Fair" Is Bringing New York's Show to Millions

A new 26½-minute film describing the New York World's Fair has recently been released by the Fair Corporation. Emphasizing the fun of fairgoing, *To the Fair* was produced by Francis Thompson, whose Johnson's Wax three-screen documentary was so highly acclaimed last year.

"We are convinced," said Fair President Robert Moses, "that this fast-moving Technicolor film has tremendous audience appeal. It should be an important factor in attracting a great number of visitors to the 1965 World's Fair."

#### See It Through Their Eyes

*To the Fair* looks around the fairgrounds in the company of an American family, two teachers, an East Indian engineer and his sariclad wife, two college boys chasing a couple of girls, and a whole Boy Scout troop. The cameras jump from one to another of these people as they go about the various pavilions, take the rides, watch the fountains and bright lights at night.

While not as exciting as *To Be Alive*, the film does present the

Fair with its best face showing, and it is lively fun, indeed.

The film made its debut at a recent World's Fair board of directors meeting and received lavish praise. It is expected to be seen by approximately 25 to 30 million people during the year.

#### 30,000 Showings Are Expected

The Fair's most important promotional effort to increase attendance at the 1965 exposition, opening April 21, the film will be distributed on free loan by Association Films, Inc. It is estimated that *To the Fair* will be shown 30,000 times in schools, churches, fraternities, conventions, civic and business organizations, etc.

The film is also being used by World's Fair exhibitors and associated companies in the travel, transportation and related fields. It will also be seen on television and in theatres. (It was booked into several dozen metropolitan New York theatres in early March, playing on the same bill with *Goldfinger*.)

#### Directed by Alexander Hammid

*To the Fair* was directed by Alexander Hammid and Wheaton Galentine, with Peter Robinson as associate director. The music was composed and directed by Gene Forrell; narration was written by Edward Field and spoken by Robert Fields. •

\* \* \*

### Appoint Casey General Manager of Kodak World's Fair Exhibit

Carroll E. Casey has succeeded Thomas M. Connors as general manager of the Kodak Exhibit at the New York World's Fair for 1965. In making the announcement, Gerald B. Zornow, Vice President, Marketing, said Roy F. Horne will continue as assistant manager of the exhibit.

Casey will report to Lincoln V. Burrows, Director of Marketing Administration, who will continue to have the responsibility for coordination of the exhibit plans. Casey will operate out of Rochester until the Fair opens. •

## Cancer Society Votes Budget for New Films

**T**HE AMERICAN CANCER SOCIETY has voted \$100,000 for the production of four films during 1965 and is considering a proposal to further update the Society's medical film library. The Survey Committee recommended that up to \$250,000 be spent on this project.

Francis J. Wilcox, chairman of the Society's board of directors, included the preceding report in his letter which opens the Annual Report for 1964, recently distributed by the Society. The report reflects the importance of audio-visual aids in the programs and national crusade of the organization.

During the next few years, the Society hopes to produce 15 new films for physicians. Among the new titles will be *Cancer in Children*, which is being planned by the California Division, in cooperation with the National Society.

A new filmstrip on *Breast Self-Examination* (BSE) was completed at the end of the year. According to the report, about one in five women have seen the Society's other great film on BSE, produced by Audio Productions, Inc.

During 1964, the anti-smoking program aimed at primary and secondary schools received the most attention, the report states. More than 30,000 pupils in 85 schools saw the film *Is Smoking Worth It?* The cartoon film, *The Huffless, Puffless Dragon*, aimed at sixth and seventh graders, reflects educators' feelings that the very young must be reached and their images of the smoker and non-smoker changed.

Since the beginning of the program in 1958, the Society has distributed 53,000 copies of two filmstrips and 17 million copies of two leaflets on smoking to schools. Its programs have been used by more than 23,000 secondary schools and nearly 9,000 elementary schools.

During 1964, the educational "Tell Your Neighbor" campaign was pushed by the Society. •

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for our trade  
than to be in style"  
Archibald MacLeish

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