

# KODAK PROVIDES FAIR WITH COLOR

## Changing of Prints Has Become a Monthly Show

By WALTER CARLSON

A complicated once-a-month procedure that takes two days to accomplish has just been completed at the World's Fair in a new splash of color—Kodacolor, that is.

The attraction was the changing of the huge outdoor color prints on the Kodak Pavilion's 80-foot-high picture tower. The five prints, called the world's largest of their kind, are 30 by 36 feet, and can be seen across the fairgrounds.

The brilliantly colored prints are not put up like the usual billboard poster with paste or other adhesives. Instead they are held to the five-sided tower by suction. Each print is made in three 10-foot sections and takes six to eight hours to install. This was the fourth time that the photographs have been changed since the fair opened.

The prints are illuminated day and night from platforms below and in front of each picture by 12 20,000-watt non-gaseous discharge lamps. The daylight illumination eliminates any glare or reflections and gives the prints a glowing appearance, even in cloudy weather.

The giant color prints depict scenes of nature and of people at work and play around the world. This month's display includes pictures of a young boy smiling minus his front teeth, an Iranian girl carrying a water pitcher, a river scene in Amsterdam, two water skiers in Cyprus Gardens, Fla., and a group of about 70 children on a gymnasium floor of a school in Rochester.

### Abounds in Pictures

The entire pavilion abounds in photographs of every size, shape and subject. Photography of yesterday, today and tomorrow is depicted in more than 20 exhibits in the two-level free-form structure of reinforced concrete.

There are exhibits on the uses of X-rays and on news and portrait photography.

The main show at the pavilion is a film, "The Searching Eye," which was made by Saul Bass and Associates of Hollywood. The film portrays the commonplace and the unusual as seen through the eyes of a 12-year-old boy.

One of the most popular areas of the pavilion is the information center, where panic-stricken fairgoers go when their cameras jam or run out of film. A staff of about 30 Kodak experts is on hand to discuss every phase of photography and show the latest in photographic equipment.

While the center is not a repair shop, minor camera difficulties are diagnosed and often remedied. The most common difficulty encountered by the experts is that of would-be photographers who take loaded cameras from home, and, after snapping away at the very photogenic fair, cannot figure out how to reload it.