



While line gathers before Ford Rotunda, convertible on runway above prepares to enter the "dinosaur to the wheel" show area just beyond.

## ON FORD'S MAGIC SKYWAY

*a convertible ride into prehistoric times*

SIGHTS UNSEEN for millions of years on earth are recreated in animated dioramas along a "ride" which is the feature of the Ford Rotunda at the Fair. Taped sound is fed through speakers of Ford convertibles in which visitors are towed past the dinosaurs, through the Birth of Man, emergence of the cave man and the invention of the wheel.

☆ Walt Disney "Audio-Animatronic" figures make it all pretty realistic and the new cars are an unbeatable "commercial" by themselves. Henry Ford II does the introductory talk; a professional narrator carries on during the ride. Crowd lines are generally long. Principal early problem was keeping sound going through those car speakers along the ride. ●

Fair visitors hear narrated story on car speakers as they watch two Audio-Animatronic triceratops during hatching of prehistoric babies.



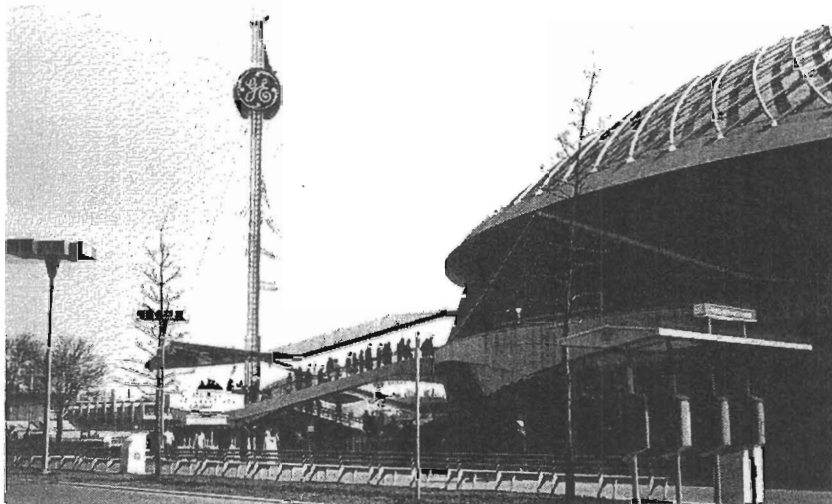
## G.E. IN PROGRESSLAND

*a carousel ride beyond "electrical living"*

*leads to a demonstration of nuclear fusion*

GENERAL ELECTRIC'S "Progressland" show ends up with an actual demonstration of controlled nuclear fusion. No Fair exhibitor can top that for a finale!

☆ The big G-E Pavilion features a Carousel of Progress ride on which six audiences of 250 visitors apiece move along ramps and into theaters. The show opens with



Crowds move up the ramps to the Carousel of Progress within the G-E Pavilion. Circular building is 200 feet in diameter, 80 feet in height.



On the lower level of the G-E Pavilion, two little "stand-up" theaters offer continuous showings of G-E product pictures.

Disney-designed "Audio Animatronic" figures in re-enactments of life-at-home in the 1890's, through the 1920's, 40's and the up-to-the-minute all-electric home of today!

Groups are moved out of the nostalgic past into a "Time Tube" which opens on the third floor "Galaxy of Science and Engineering" with its dramatized examples of G-E scientists working on current research projects. Kaleidoscopic mirror effects are a feature of this sequence.

Inexorably, visitors find themselves in the top-level "Skydome" with its "Spectacular," a projected

In the 1920's: the family's latest "electrical servants" are connected to cords dangling from ceiling as "father" proudly notes progress.

