



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-Anima-tronic" 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.



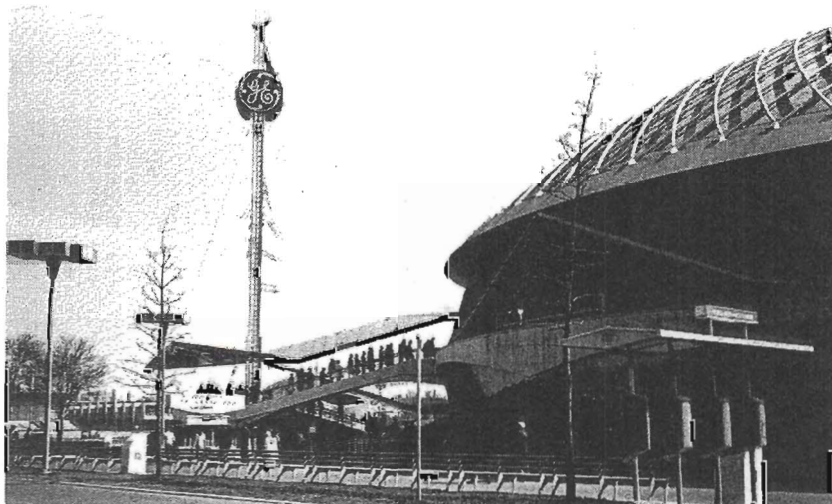
G.E. IN PROGRESSLAND

a carousel ride beyond "electrical living"

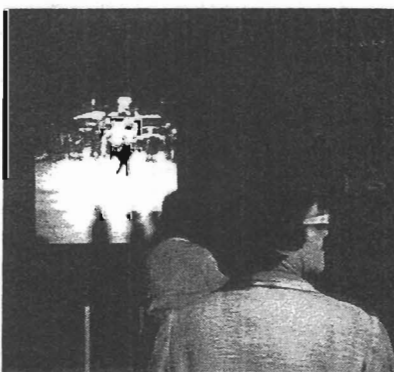
leads to a demonstration of nuclear fusion

GENERAL ELECTRIC'S "Progress-land" 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.



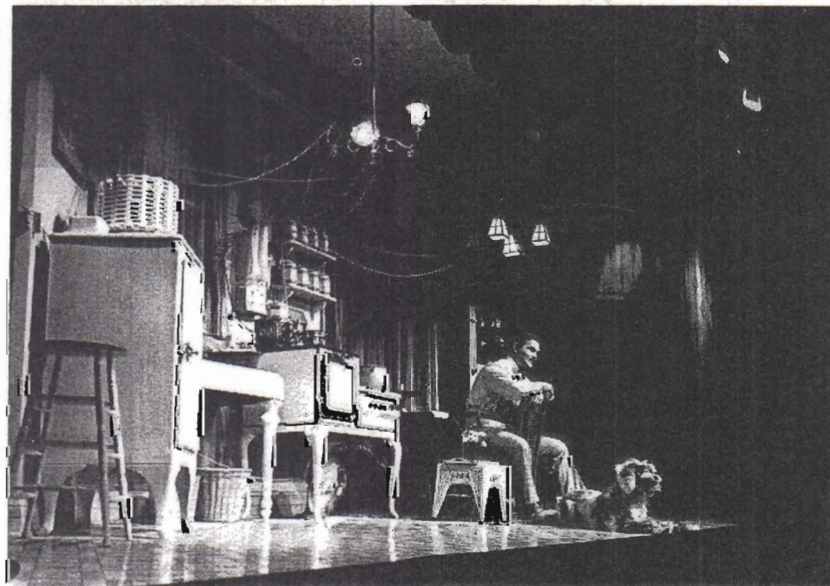
On the lower level of the G-E Pavilion, two little "stand-up" theaters offer continuous showings of G-E product pictures.

Disney-designed "Audio Anima-tronic" figures in re-enactings 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.



Re-Creations of the Past and Visions of the Future Are
in These Three Major Pavilions of the New York Fair

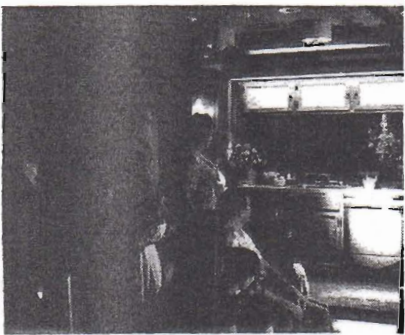
and narrated dramatization of the power of nature's energy and man's efforts to harness it. It ends with an explanation of nuclear fusion as audiences then descend the central well of Progressland for the nuclear fusion "bang."

The Carousel returns visitors to "Medallion City" on the first floor. This model, all-electric community features the latest innovations in home living, electronics and space exploration.

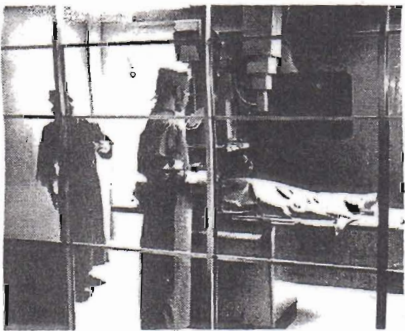
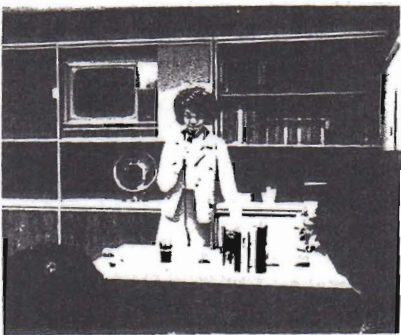
Displays in Medallion City are enlivened by programmed sound

sequences installed by Wilding-Dramaturgy specialists. These help tell the story (on tape) of the Hotpoint Story Book Kitchen, the Medallion Home, a model classroom at Steinmetz High School, closed circuit tv in a hospital, an automated hot-strip steel mill.

Two little "stand-up" theaters show G-E product films in the Medallion City area; 87 projectors are used to cover the big dome ("largest screen in the world") for the Skydome show with images of stars, lightning and rockets. •



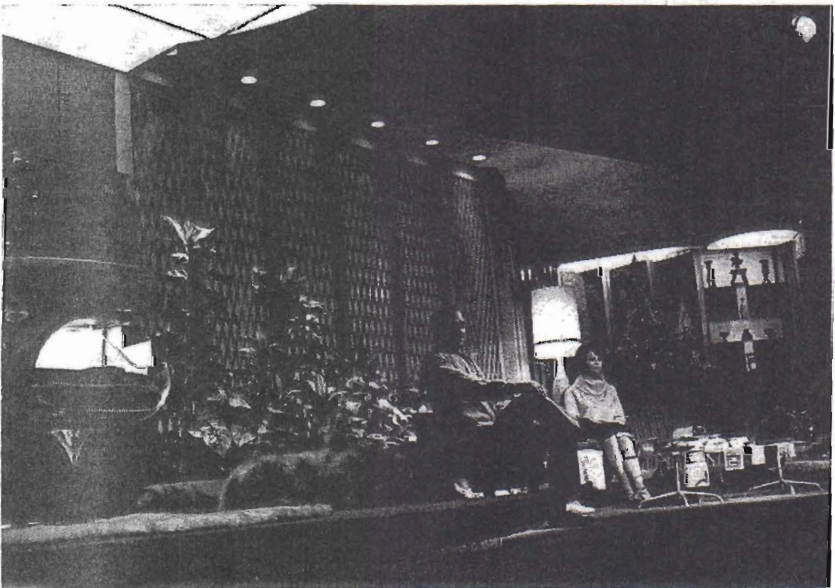
Programmed sound sequences enliven these Medallion City displays. Left: Hotpoint Story Book Kitchen; right: model high school classroom.



Above: Wilding-Dramaturgy taped sounds describe use of closed circuit television at Coolidge Hospital (scene at left) and (right) a three-dimensional diorama shows modern automated hot-strip steel mill.



The present: a beautifully-appointed, all-electric Medallion Home is described by the animated figures as dog "woofs" and cat wags tail.



Largest building at the Fair is the General Motors Pavilion. Entering below this flaring facade, visitors see and hear the world of future.

RIDE THROUGH FUTURAMA

science finds space for growing populations

TRAVELING THREE ABREAST in sleek, space-type chairs, visitors to the giant General Motors Pavilion regularly discard the realities of the present and cross over into the fantastic world of the future.

Highlight of the GM Exhibit, the Futurama Ride permits visitors to see, hear and feel the world as it may be known in the future . . . a lunar outpost, a permanent community in once-lifeless Antarctica, a vacation playground amid the strange beauty of the ocean floor, Metropolis of Tomorrow, U.S.A., where an extensive freeway network speeds traffic to a park-like industrial sector or recreational and cultural areas, while moving sidewalks whisk shoppers from store to store.

A unique system, designed, manufactured and installed by Reevesound, provides stereophonic sound for the 1,389-passenger ride which consists of 463 three-

chair cars. Each chair is equipped with a special Reevesound two-ear listening system. The speech program, originating on every third car from a multi-track sound film reproducer, feeds the succeeding two cars for a total of nine passengers per individual sound unit.

Reevesound created the multi-channel photographic sound track reproducing system for those high-reliability, low-maintenance applications in which a single program has to be repeated continually, and where it is possible to have that program doubled up on a single recording medium and run back and forth, as contrasted with endless loop systems, which run continually in a single direction.

The four-track, 16mm reproducing system is based upon existing motion picture industry dimensional standards, formerly used only on 35mm film. The system (CONCLUDED ON PAGE SIXTY)

Below: mankind's hope of the future is expressed in "Futurama" which takes Fair visitors past models showing how the world and outer space are yet to be conquered. Space station of future is pictured below.

