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NEW YORK WORLD'S FAIR REPORT

Film Preview of Fair from the American Gas Association

THE FIRST EXHIBITOR at the New York World's Fair 1964-1965 to contract for space and to break ground at the Fair site was the American Gas Association, whose exhibit, Festival of Gas, is planned to be, primarily, a place of fun and entertainment for young and old. In a splendid building designed by Walter Dorwin Teague Associates visitors will be regaled with demonstrations of the handsome kitchens of tomorrow, watch world-famous chefs do their stuff, and visit a theatre to see a three-screen puppet show on film.

All this is told in a new film just put out by the AGA called *Come to the Fair*. Thirteen minutes in length, and featuring Jinx Falkenburg as hostess-narrator, the picture shows through art, models and live photography what the Fair — and the city, too — will be like next year.

Production by Owen Murphy

Come to the Fair, which will be distributed through members of the American Gas Association, was produced by Owen Murphy Productions, which is currently busily engaged in doing the revolutionary three-screen puppet film which will be featured in the exhibit. Tom Tichenor is the designer of the puppets and Marc Siegel is the writer of the film.

Action in the 15-minute puppet film will be unusual in that it will take place on one, two, or three of the five-foot screens, which will not be butted together but mounted separately. Thus, tantalizingly, some of the action will take place *between* the screens.

Originally planned with children in mind, tests have shown that adults are so enchanted with the puppets that it will be impossible to keep them out of the small intimate theatre that will house the presentation.

Owen Murphy Productions is also doing an exciting visual presentation for the Telephone Company pavilion, which we hope to tell you about in our next issue.

"World Children" Pepsi Theme

Pepsi Cola Company has signed an agreement with Walt Disney Productions and UNICEF to present an attraction designed by Disney which will probably be some sort of ride, or rides. The exhibit will not only advertise Pepsi but will contribute substantially to the objectives of the



United States Committee for UNICEF and the United Nations Children's Fund to promote the health and happiness of children throughout the world. Further details of the exhibit will be announced when Disney's plans are more complete.

Disney is also creating a "Progressland" for General Electric Company, which will include an auditorium in which the seated audience will be moved from one to another of six stages where life-size, life-like talking figures will perform. The first demonstration of nuclear fusion ever presented for the general public will be one of the main attractions of the exhibit.

U. S. to Have Cinerama Show

The United States Government will present a combination film and three-dimensional exhibit designed and operated by the Cinerama Camera Corporation.

According to Commerce Department Under Secretary Franklin D. Roosevelt, Jr., the exhibit will cost two million dollars and will depict the "pioneer spirit of America in the past, present and future."

The Cinerama exhibit will be installed on the second floor of the U.S. Pavilion. Three thousand visitors per hour will be able to see the exhibit from a specially designed vehicle which will carry them on the "ride".

Guy Hearon, of Cinerama Camera Corporation, a subsidiary of Cinerama, Inc., is working out details with Norman K. Winston of the United States Commission for the Fair.

A "People Wall" seating 400 and rising 53 feet into an elevated theatre by means of a hydraulic mechanism will be the featured attraction of the IBM exhibit at the Fair. Puppet-like devices explaining such subjects as computer logic, data processing systems and probability curves were among the plans disclosed for its
(CONCLUDED ON PAGE THIRTY)

**The
Script...**

A good way to decide about script writers is to look at films they have written which they consider their best. Then... phone the producers and clients for whom they wrote them and ask the films' records. For any who may be considering us as their script writers, here is a list which...

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"The Buyers"
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General Pictures

"Proofmark: Cleveite"
Academy-McLarty

"A Sure Thing"
Westinghouse
Wilding, Inc.

"Stand-in for Dan"
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"Explore Kentucky"
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"The Big Step"
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FALL BUSINESS PREVIEW IN OUR NEXT ISSUE!

Trends in sponsored film production will be featured in the first fall issue of your BUSINESS SCREEN, publishing in Mid-August. We'll also present sprightly new reviews of available films for sales and industrial training use *plus* the latest in preview theaters and a-v equipment for both production and projection. You can't afford to miss this important fall preview!

WORLD'S FAIR

(CONTINUED FROM PAGE 28)

pavilion by International Business Machine Corporation.

The pavilion has been designed by Charles Eames and Eero Saarinen and Associates. It will be used by IBM to tell visitors the story of modern information handling techniques.

Continental Insurance Companies' exhibit will provide the setting for recreation of the events attending the birth of our nation. It will present great moments in the American Revolution through the use of advanced graphic techniques, including outdoor, daylight slide projection.

Other recent audio-visual plans announced by Fair exhibitors are a theatre to be included in the Spanish Government pavilion, and a complete recording studio to be part of the State of Louisiana building.

Closed-Circuit TV Network at American Dental Convention

A closed-circuit television network, bringing news, interviews, top-level discussions and films to all hotel and motel rooms in Atlantic City will serve the American Dental Association at its 104th annual convention in that city on October 14-17. The "ADA TV Network" will be sponsored by the Colgate-Palmolive Company and Wyeth Laboratories.

Program times are being arranged so as not to conflict with any segments of the regular scienti-

fic, social and business events. The ADA-TV Network was originated at the 1962 session in Miami Beach. A survey was conducted to determine its effectiveness. 75% of those responding had watched some part of the programming and 97% of those viewing expressed the desire to have the telecast repeated at future ADA sessions.

* * *

Jack Bernard, Board Chairman of Rapid Film Techniques, Dies

A pioneer in the field of film restoration and rejuvenation, Jack Bernard, chairman of the board and president of Rapid Film Technique, Inc., died at his home in Scarsdale, New York on June 6th. He was 59.

Known in the industry he served since 1940 as "The Film Doctor," Mr. Bernard opened his first laboratory at 21 West 6th Street in New York City. In 1954, Rapid became a public corporation and



The late Jack Bernard

the laboratory was moved to its greatly-expanded quarters in Long Island City. A subsidiary for television film shipment was also initiated from the new plant and, in 1960, the company introduced its service to the 8mm amateur field, franchising several hundred retail outlets across the country.

A key factor in lowering film replacement costs and improving screen presentations, the processes developed by Jack Bernard have now been recognized as an integral part of the industry. Rapid's founder was active in all professional and trade groups of the industry and in such groups as the National Association of Credit Management and the Motion Picture Credit Association.

Rapid Film Technique, Inc. is now under the active direction of Mr. Bernard's long-time associate, Henry Lloyd, its secretary-treasurer, and his son, Marvin, executive sales director. Another son, Lawrence, international editor of ADVERTISING AGE, and his beloved wife, Sylvia, survive this widely-liked friend and fellow worker in the industry.

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