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**T**HE WONDER-WIDE EYES of a  
tow-headed 12-year-old will be  
a window on the World's Fair for  
millions of film viewers during the  
next few months. In a new General  
Motors-sponsored motion picture  
produced by MPO Productions,  
the day-dream adventures of Chris  
Meredith as he wanders through  
the fantasyland that has sprung  
up on Long Island are painted  
into a vivid portrait of the New  
York exposition.

Produced to help increase pub-  
lic interest during the final sea-  
son, the picture enables those who  
have visited the Fair to relive a  
colorful memory while encourag-  
ing those who have not attended  
to do so.

#### Will Get Wide Distribution

Some million persons are ex-  
pected to see the film before the  
Fair closes October 17. It will  
be shown here and abroad on tele-  
vision, in theatres and before var-  
ious organizations through the  
General Motors Film Library. 440  
prints were in the initial lab order.

Chris Meredith makes his first  
—and possibly last — theatrical  
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His father, a New York motion  
picture photographer, is not over-  
ly eager for his son to pursue a  
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"If, when he grows up, he wants  
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right now school, a normal child-  
hood and the chance to choose  
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#### Chris Likes Picture Business

A stocky, quick-moving boy  
with laughing blue eyes and an  
apple-shine complexion, Chris  
romped through the weeks of  
shooting the film all over the  
Flushing Meadows Fairgrounds.

"Making the picture was a lot  
of fun," he said. "I saw everything  
at the Fair and I got out of going  
to school." That he did, but a  
tutor kept him abreast of his  
schoolmates in Pleasantville, N.Y.

The script was tailor-made for a  
venturesome boy with a bent for  
athletics, which Chris — a Little  
League baseball payer, avid swim-  
mer and winter sports fan —  
surely is. He bounced on a tramp-  
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edge of the Unisphere pool, climb-  
ed the rigging of the *Santa Maria*  
and drove an antique auto about  
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Chris was suggested for the part  
by Director Vic Solow who has  
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Christopher Meredith plays Columbus on verge of "discovering America" in film sponsored by General Motors to help publicize the Fair.

## The Fair Through a Boy's Eyes

Sharing the Wonders of the New York Show With Millions  
General Motors Pictures "Fair Today, Futurama Tomorrow"



Chris relives a voyage of exploration aboard replica of the *Santa Maria* at New York World's Fair

parents agreed because they felt  
the film would be a good one-time  
experience and because the salary  
would help pay for his education.

"I think Chris could become a  
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#### Film Follows Boy Through Fair

The film follows Chris as he  
daydreams through the Fair, sav-

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He watches the dancers and drum-  
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The Futurama was the most  
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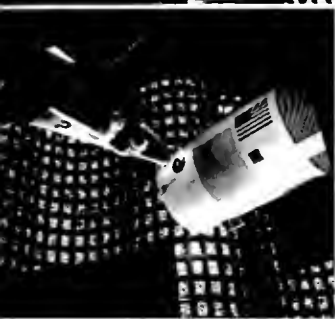
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in Company film "Rendezvous in Space" is climaxed by mock-up of spacecraft in action. The animation sequences in the were created by Graphic Film Corporation, in collaboration with Capra for Martin Marietta.

The Searching Eye in the Theater, a Filmex' production for Eastman Chemical in the age, and a Herb Shriner film to open shortly in another Theater, which were "made-up" when the Fair opened year, now have seats — and has been proved that there is a tired Fairgoer wants more than a chance to sit down. the Fair opened. Greyhound

was not operating its revolving Circle Theater.

#### New Shows at Festival of Gas

Festival of Gas has replaced the small stand-up theater, where a puppet film was shown last year, with two new visual presentations. The House of Energy features a 12-screen slide show in a small stand-up room demonstrating the effectiveness of gas in air-conditioning. The Festival Theater has continuous showings of motion pictures on French, Italian, Pennsylvania Dutch and Chinese cooking. The ladies love it!

Among the Transportation Building holdovers from 1964 — KLM and Graphic Films' *To the Moon and Beyond*, United Airlines and Saul Bass' *From Here to There*, the Navy and Marine Corps' *Cine Globe Cruiser* and the Army's *Man on the Moon* are noteworthy attractions, while the Coast Guard has added continuous films on two Moviematic projectors.

#### Films in the Hall of Science

In the Science Building, not open early in the season last year,



Up the escalators to the speeded-up "film ride" in the Bell System Pavilion at New York World's Fair.



Signs lead to film showings at the Fair: at left above, entrance to *Cine Globe Cruiser* (Navy-Marine Corps' film). Right above: the Festival of Gas theater is showing films on unusual cookery. Left below: this little theater is showing U. S. Atomic Energy Commission's film. Right below: poster heralds Jam Handy Cine-Globe Cruiser show in the Transportation Building.

Martin-Marietta is showing Frank Capra's film *Rendezvous in Space*, featuring Danny Thomas, to enthusiastic audiences in a beautiful 300-seat hall with stained glass windows in curving walls. At the climax of the show the film cuts off on the 50-foot wide screen and high overhead two real spacecraft meet as if in mid-space (see illustration)

In the lower level of the Science Building are displays with films of Abbott Laboratories, the U. S. Atomic Energy Commission's *Tomorrow's Power Today*, and the American Cancer Society film —

*Time for Life*, featuring Gregory Peck.

The Electric Industries' Tower of Light has removed the continuous-loop film segments of its show, which has been revised considerably from last year. But it is still rather heavy-handed propaganda with little audience appeal.

Triborough Bridge and Tunnel Authority is presenting a new production made by Tom Cosugan and Richard Milbauer called *Here to There*. Showings are continuous in the New York City Pavilion.

The City of Berlin's novel

waiting for is the film show in Kodak theater. It was produced by Filmex . . .

These ladies will see *Clairol's* five-minute film in what is called "world's smallest movie theater."

Christian Science Pavilion is also featuring a film, being viewed intently by this audience.



## WORLD'S FAIR REVISITED:

"globular" motion picture is no longer operating. A continuous film is projected within one display wall.

Hawaii's Aloha theater is now presenting a giant screen show of volcanic eruptions and surfing as part of its Hula Show which goes on at regular intervals.

Christian Science has two new films — one, in a small 10-seat theater, is on the nature of God; another, in a continuous projector on a wall screen, has testimony on the curative powers of Christian Science belief.

Clairol now features a new five-minute film which is shown to individual viewers in booths on the Carousel — the "world's smallest movie theatres." Produced by Dolphin Productions, it is based on the experience of four 1964 pavilion visitors who changed their appearances with hair coloring.

### Best of Last Year's Shows

Other pavilions carrying on successful film presentations of last year are: The Mormons' twin



Bahamas Police Band was on hand for the opening of the Hallmark exhibit of Churchill mementos.

theaters, Protestant Pavilion's *The Parable*, Continental Insurance's *Cinema '76*, General Cigar's *Patterns in Sports*, Billy Graham's *Man in the Fifth Dimension*, Ireland's wide screen slides and movie in a "well," United Arab Republic's battery of continuous projectors, Sermons from Science's *Moody Bible Institute films*, United States' *Challenge to Greatness*, West Virginia's radio-telescope film, New England's *Faces of New England*, New York's 360-degree *A Round New York*, Sonoma's *Economy Run*, Maryland's *O'er the Rampart*, and the Port Authority's 360-degree film, *From Every Horizon*.



Girl pantomime act out talk on advantages of Agfa's "Rapid" system of 35mm cartridge-loading as IPEX visitors listen in on telephone receivers.

## Photo Industry Holds World Trade Fair

Debut of "Super 8," Other Products for Industrial Use, Adds to Lure of International Photographic Exposition

THE INTERNATIONAL PHOTOGRAPHIC Exposition, held at the New York Coliseum, May 1-9, attracted over 25,000 visitors, representing photographic companies and dealers from all over the world, to attend the Exposition and the annual national conventions of five major photographic associations which took place in New York that week.

The IPEX show, held in New York for the first time, and for the second time ever in the United States, is said to be the greatest display of photographic equipment ever to be seen in one place.

Although most of the exposition was concerned with purely popular and amateur aspects of photographic equipment, there was much among the exhibits of over 200 manufacturers, importers and distributors to interest the industrial sponsor and producer.

### Kodak Introduces "Super 8"

The biggest story of the exposition was probably the official introduction of the new Super-8 size 8mm film and related equipment by Eastman Kodak, and by almost all other manufacturers in the 8mm field, including Ansco, Argus, Beaulieu, Bell & Howell, Bolex, DuJur, Ansco, Honeywell, Elmo, Keystone, Pathe, Richmond, while editing equipment for the new size was displayed by HPI and Kalart's Craig Division. Reels by Goldberg and special lights and projection lamps were

unveiled by General Electric, Sylvania and Westinghouse.

Kodak occupied a dominant position at the entrance to the exposition. The exhibit had a central garden of large transparencies on pedestals surrounded by booths devoted to various branches of photographic equipment and materials. Prominent among items displayed in addition to the Instamatic line of Super-8 cameras and projectors, were 16mm high speed sound film systems, including camera and Viscomat processors.

Paillard Bolex had a new model 18-5 8mm Super-8 projector, and a new 400 foot magazine and synchronous motor for the H-16 Reflex 16mm camera.

Technicolor was showing the Below: handsome Eastman Kodak exhibit area was centerpiece of show; booths surrounded a garden.



full line of cartridge-loading 8mm projectors, including a new model 700 Automatic Display Projector System which can be actuated by pushing a button and is intended for display and point of purchase use.

Hudson Photographic Industries demonstrated the unique Contour-A-Show system which programs two slide projectors with sound tape, dissolving from one image to another. Also on display were Solo System desk top slide projector and screen, and a Super version of HPI's Quik splicer.

Sickles Sales and Service Co. showed a line of automatic slide mounting machines, plus the Circle S Copy/Filmstrip stand.

Kalart's principal attraction was its unique Soundstrip projector featuring sound-on-film.

### Arriflex Cameras and Projectors

Both the Siemens Double projector and the full line of Arriflex cameras were drawing crowds to the Arriflex Corp. of America's section of the Berkeley-Kalart exhibit.

Viewlex had the "Viewtall" slidefilm projector on the front table, and in the back, unveiled, a much-rumored-about 8mm optical sound projector.

Fairchild had several Mark 8mm projectors in continuous operation and a new Model 90 8mm sound-on-film camera.

One of the more interesting exhibits at the exposition was that of Front Projection Corporation demonstrating a background system for very realistically simulating "on location" photography.

### Exhibitors Use Audiovisuals

Audio-visual presentations were featured at three of the major exhibits.

Agfa-Rapid had a girl delivering a pantomime performance while viewers listened to a voice on telephone receivers extolling the advantages of the Rapid film loading system. Perfect synchronization between the girl's lip movements and the canned voice was achieved by use of an invisible hearing-aid size receiver in the girl's bouffant hair-do.

Sylvania's show, *The Fleeting Moment*, was produced by Martin W. Swithbank of Visual Enterprises. The presentation used eight Carousel slide projectors programmed on an electronic control device.

General Electric had a stand-up theater showing a V-produced three-screen motion picture extolling the merits of its bulb photography.