

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

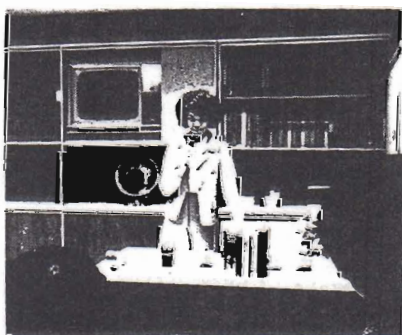
and narrated dramatization of the power of nature's energy and man's efforts to harness it. It ends with an explanation of nuclear fusion as audiences then descend the central well of Progressland for the nuclear fusion "bang."

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.

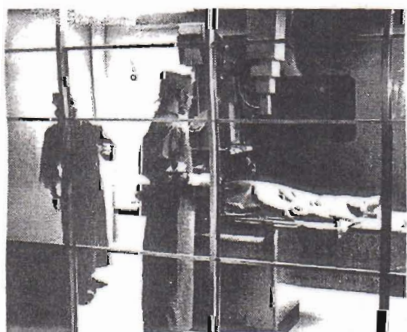
Displays in Medallion City are enlivened by programmed sound

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. •

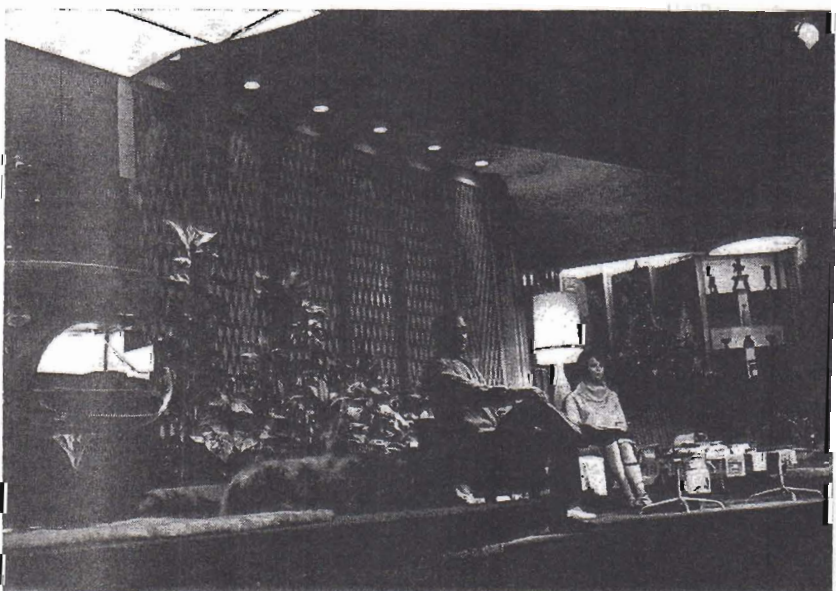


Programmed sound sequences enliven these Medallion City displays. Left: Hotpoint Story Book Kitchen; right: model high school classroom.



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.

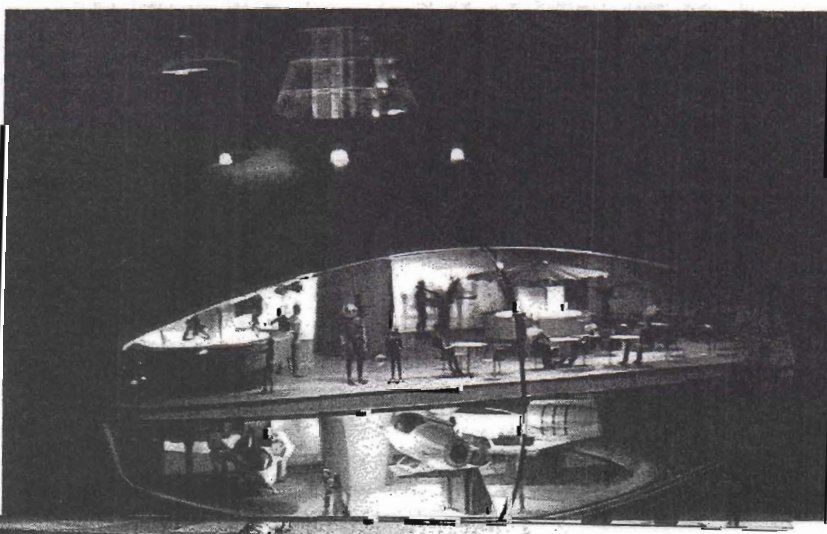
A unique system, designed, manufactured and installed by Reevesound, provides stereophonic sound for the 1,389-passenger ride which consists of 463 three-

chair cars. Each chair is equipped with a special Reevesound two-car 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.





Futurama riders in the General Motors Pavilion can watch this big articulated crawler, capable of surmounting any terrain obstacle, as it moves across surface of the moon to a communications post.

THE GENERAL MOTORS RIDE THROUGH FUTURAMA: (CONTINUED FROM PAGE 39) are placed in fixed locations along the ride's route, while others are mounted on the ride itself to assure maximum reliability. uses existing production facilities, recorders, printing machines and conventional methods for making release prints.

The 16mm photographic sound print has two pairs of tracks, one pair in the right-going direction, and one pair in the left-going direction. Each pair of tracks provides separate right-ear and left-ear programs, resulting in a full binaural reproducing system free from cross talk between adjacent channels. Forward and reverse running capability of the transport provides a unique solution to the long running time requirement. Reevesound malfunction detectors

are placed in fixed locations along the ride's route, while others are mounted on the ride itself to assure maximum reliability. Interspersed among the dioramic Futurama displays are a number of 16mm motion picture images projected by professional Norelco units supplied by Reevesound. Some units are equipped with integral dichroic reflector incandescent light sources, and others with Xetron 450 watt Xenon lamps.

Reevesound's installation at the General Motors Pavilion was done in collaboration with the creative and technical staffs of General Motors Styling. ✻



Travelers Companies' pavilion is reflected in Pool of Industry at the New York World's Fair.



Repulse of Attila the Hun is depicted in one of the dioramas of the "Triumph of Man" show.

TRAVELERS HAS "TRIUMPH OF MAN"

under a red umbrella, a film takes up search for life

HOUSED IN A DOMED stone structure designed to resemble its red umbrella symbol of insurance protection, the Travelers Exhibit presents a dioramic portrayal of man's struggles and growth through the ages.

Beginning in prehistoric times, the dioramas trace human existence through more than two billion years from the dawn of man to the present. This story, "The Triumph of Man," culminates in an unusual motion picture depicting man's current explorations in-

to the reaches of outer space, his current searching for the basis of life itself.

Produced by Robert P. Davis of Little Movies, Inc., the film is projected by a specially designed Reevesound motion picture system. The picture images and ultraviolet stars are received by a dark blue screen wall and ceiling shaped like a half-sphere.

Reevesound's projection system consists of a 35mm Norelco FP-20 projector with conventional shutter, a 2500 watt Zeiss Xenosol II

light source, and a Reevesound-designed continuous 35mm film looping rack. The Reevesound-modified projector has intermittent start-stop operation, triggered every four minutes by a sensing device signalling the conclusion of the dioramic display one floor below.

Two first-surface mirrors, one mounted at the front of the projector mechanism and another located overhead, receive light beams leaving the machine, redirect them to the screen wall, thereby increasing projector distance and image size. The system operates with a 50 watt Fairchild power amplifier.

Donald Deskey and Associates were architects for the Travelers Pavilion, which was constructed by the George A. Fuller Company. Designers were Lippincott & Margulies. ✻

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At right: 35mm Norelco projector, modified for intermittent start-stop operation, is being used for Travelers' film show. It has sensing device and 2,500-watt Zeiss Xenon light source.

Below: this special Reevesound-engineered projection system for the Travelers' Pavilion shows motion pictures on a dark blue screen wall. First-surface mirrors at top and front of projector step up images.

