

DU PONT
PRESENTS

Wonderful
WORLD OF
CHEMISTRY





Fairs are for fun, and a World's Fair is for a world of fun. That's why, at this greatest of all World's Fairs, Du Pont is placing the emphasis on entertainment.

"Wonderful World of Chemistry" is a free-and-easy, light and breezy swing through the fascinating world of chemistry . . . and the role that Du Pont has played in its development. You'll meet the nameless Neanderthal man who started it all; the Greek philosophers who couldn't agree on the nature of nature; Mr. Goodfellow, his grocery store and pet cat; and the slightly giddy Mrs. Weston, who knows somewhat less than the rest of us about chemistry.

The "Wonderful World of Chemistry" is a musical revue employing a new theatrical technique by which the singers and dancers onstage join in musical interplay with other singers and dancers on motion picture film. So, if you think you see a girl onstage hand a rose to a boy on film, who hands it to another girl onstage, be assured that everyone else in the audience will be seeing the same thing.

You'll also see breathtaking creations from the World of Fashion, modeled by beautiful girls who can sing and dance while they complement a New York original. And, it won't matter whether you're in the glamorous Blue Theatre or the striking Gold Theatre—the same show is performed in both theatres at the same time.

Following the musical revue, you move into the dazzling Red Room for demonstrations of chemical wizardry. This fast-moving chemical show, augmented by the splendor of its setting and the music of a modern quintet, provides an entertaining look at the versatility of chemistry.

The entire show was written, produced and directed by Michael Brown, whose many talents have won acclaim in stage shows and recorded entertainment. Notable among his many song credits have been the Chad Mitchell Trio's hit number "Lizzie Borden", Julius Monk's revues both Upstairs at the Downstairs and at the Plaza Hotel, as well as words and music for "New Faces" and "The Littlest Revue".

NINE WONDERS IN THE "WONDERFUL WORLD OF CHEMISTRY"

1

Development of Chemical Research

... From the day man first came in out of the rain

2

Nylon

... Nature loses a monopoly

3

Pre-Nylon

... A boom in beautiful cars as well as in explosives

4

Packaging

... Revolution in the market place

5

Parade of Products

... By rank and file, and all done through chemistry

6

Plastics Family

... Plastics in pantomime

7

Textile Fibers

... Music, dancing—beautiful girls, beautiful gowns
by Donald Brooks, Oleg Cassini, Ceil Chapman,
David Kidd of Arthur Jablow

8

"Corfam" openmeric material

... Exciting new Du Pont creation for shoes, upstage
center in a rousing musical number

9

Finale

... Better things for better living

DU PONT Presents

"WONDERFUL WORLD OF CHEMISTRY"

Produced by Michael Brown Enterprises, Inc.

Assistant Producer: David Carter

Special Consultant: Robert Hills

Technical Direction: Robert Vogel

Costume Design: Donald Brooks

Lighting: Claire Carter

Wardrobe Supervision: Celia Bryant, Florence Gabrielle

Sound Amplification: Sound Systems, Inc.

Musical Direction:

Norman Paris

Entire production written, composed, and directed by:

MICHAEL BROWN

In the Gold Theatre and the Blue Theatre

Set Design: William & Jean Eckart

Motion Picture: Elliot, Unger & Elliot, Inc.

Curtain Design: Dorothy Liebes

Animation: Pintoff Productions, Inc.

Fashion Co-ordinator: Eleanor Lambert

Special Effects: Film Effects of Hollywood

Hair Styles: Michel Kazan

Choreography: Buddy Schwab, Ellen Martin

Fashion Sequence Designs: Donald Brooks, Oleg Cassini, Ceil Chapman, David Kidd of Arthur Jablow

In the Red Room

Scientific Concepts and Designs: Jonathan Karas

Stage & Interior Design: Tom Lee, Ltd.

Industrial Glassware: Corning Glass Works

Lightnin Gas Absorber: Mixing Equipment Co., Inc.

Scientific Furniture: Metalab Equipment Company

Finale Effect: Mobilcolor, Inc.

Stage Managers

Ernest Austin • John Fortna • Bernard Hart • Kermit

Kegley • Ned Manderino • Paul Sullivan • Jack Timmers

General Press Representatives:

Bill Doll & Company



CAST

In the Gold Theatre and the Blue Theatre

On Stage

Narrators

Jerry Holmes
Bob Kaliban
Robert Kaye
Dargan Montgomery
Doyle Newberry
Gordon Ramsey
Wayne Storm

Beautiful Girls

Suzanne Astor
Lynette Bennett
Connie Burnett
Joyce Devlin
Louise Ferrand
Ellen Fluhr
Marjorie Graner
Marti Hespen
Barbara James
Karen Jensen
Betty Hyatt Linton
Sigyn Lund
Roseann Palma
Jean Preece
Bella Shalom
Barbara Strouse
Barbara Tabor

Talented Boys

Frank Andre
Johnny Beecher
Allan Byrns
Bob Carey
Joel Conrad
Michael Davis
Carl Esser
Garold Gardner
Ben Gerard
Ronnie Hall
Clyde Laurents
Christopher McCall
Gary Oakes
Don Slaton
Doug Spingler
Ted Sprague
Jerry Young

On Film

Marge Redmond as Mrs. Weston

Bobo Lewis	Michael Monohan
Alice Pearce	Hal Smith

and in the Fashion Sequence

Shirley de Burgh.	Diahn Williams
Sheila Sullivan	David Carter

The Red Room

John Dutra	Sam Stoneburner
Bob Shaver	Ronny Whyte
Edward Blessington	Ted Richert
Harvey Evans	Paul Reid Roman
Andrew Jarkowsky	King Wehrle
Marc McCrary	Palmer Whitted



1802 TO 1964 AND 1965

The Du Pont Company was started in 1802 by a young immigrant from the French Revolution, who discovered in America a real need for gunpowder as dependable as that made in Europe. This young man, Eleuthère Irenée du Pont, had learned powder-making under Lavoisier, the noted French scientist; he applied this knowledge to the making of a reliable gunpowder in mills near Wilmington, Delaware.

Over the years, the Du Pont Company expanded from black powder to dynamite and other explosives. And then, soon after the turn of the century, Du Pont began branching out into products other than explosives. In recent decades, the Company's concentration on research has resulted in dramatic developments that have affected the lives of people everywhere.

What was once a small powder mill and later America's leading explosive manufacturer, is now the world's largest chemical manufacturer. Du Pont has plants in 28 states, subsidiary and affiliated companies in 19 foreign countries, and approximately 100,000 employees and over 230,000 stockholders.

The Du Pont Company makes hundreds of assorted products, ranging from antifreeze for automobiles to packaging films for foods. So it's only natural that some people find it difficult to "pigeon hole" the Company in the industrial scheme of things. The picture is clearer, perhaps, if you think of Du Pont as a firm that concentrates on research. For research has made possible Du Pont's variety of new and improved products for better living. Some of the more familiar products of Du Pont research are featured in the "Wonderful World of Chemistry". Forty-eight have been used in building and furnishing this Pavilion.

CONICAL ROOF TO CARPETS

For instance, the Du Pont sign, lighting fixtures and red railings on the outside of the Pavilion are made of LUCITE acrylic resins and monomer. So are the interior lighting fixtures. The low, conical roof and the exterior of the second floor are covered with TEDLAR PVF film, bonded to the construction material for long, trouble-free protection. The rest of the exterior surfaces are covered

with LUCITE house paint, other Du Pont paints, and enamels.

As you enter either of the two theatres and the Red Room, you walk on carpets that bear "501" Certification. These colorful and long-wearing carpets are made of Du Pont nylon. Underfoot comfort has been improved by a urethane foam rug-underlay made with HYLANE organic isocyanates.

The seats in the Blue Theatre are covered with FABRILITE vinyl upholstery. The Gold Theatre's seats are upholstered in a specially designed fabric of ANTRON nylon, which has been treated with ZE PEL fabric fluoridizer for stain resistance. All theatre seats are cushioned in molded urethane foam made with HYLANE. The stage curtains are a woven combination of metallic MYLAR polyester film and ORLON acrylic fiber. And, the painted surfaces are LUCITE wall paint and Duco enamel.

REGAL RED ROOM

When you move from either of the two theatres into the regal Red Room and pass from the Red Room to the outside again, you walk on a new kind of floor tile made with HYRALON synthetic rubber, created specifically for long-lasting beauty and comfort.

Besides LUCITE, Du Pont plastics can be seen in the door knobs made of DELRIN acetal resin and in hinges made with bearings of ZYTEL nylon. Nylon, of course, was introduced by Du Pont in hosiery at the New York World's Fair 25 years ago. Since then, its uses have ranged from fibers for apparel to filaments for brushes. The Company's constant improvement of this fiber can be seen in the stockings of new CANTRECE nylon worn by Pavilion hostesses.

FIBERS FOR FASHION

These young ladies' outfits also feature some of the latest fabrics made of Du Pont fibers. Their costumes were especially created by two of America's leading designers of casual clothes. If you care to, ask our hostesses about their ensembles.

The Pavilion hosts are also outfitted in the latest men's fabrics made of Du Pont fibers, and both the hosts and hostesses wear shoes made of the newest in man-made materials—CORTAM polymeric material for shoe uppers that excel in comfort, appearance, and long life.

These are a few of the Du Pont products in the Du Pont Pavilion. Several of these same products can be seen to special advantage elsewhere at the Fair . . . be sure to see:

LUCITE house paint and LUCITE wall paint, FLOW KOTE wall paint, Duco enamel and Dulux enamel on the modern home at the HOUSE OF GOOD TASTE.

SAVALUX fast colors and ZE PEL fabric fluoridizer in upholstery and drapery materials at the PAVILION OF AMERICAN INTERIORS.

DACRON, ORLON and Du Pont Nylon at the PAVILION OF AMERICAN INTERIORS and the BETTER LIVING PAVILION.

The following product names from the "Wonderful World of Chemistry" are registered trademarks of the Du Pont Company:

ALATHON polyethylene resins	No. "7" products
ANTRON nylon	ORLON acrylic fiber
CANTRECE nylon	PATTINA olefinic shoe material
COREAM poromeric material	QUILON chrome complex
DACRON polyester fiber	SAVALUX fast colors
DELRIN acetal resin	TEDLAR PVF film
FREON fluorocarbons	TEFLON fluorocarbon resins
HYPALON synthetic rubber	TYNEX nylon filament
LUCITE acrylic paints, resins	VALCLEN drycleaning fluid
LYCRA spandex fiber	ZE PEL fabric fluoridizer
MYLAR polyester film	ZEREX antifreeze
NORDEL hydrocarbon rubber	ZYTEL nylon

FOR INFORMATION
ON ANY OF THE
DU PONT PRODUCTS IN THE SHOW
OR PAVILION.
USE THIS COUPON
AND MAIL TO

E. I. DU PONT DE NEMOURS & COMPANY (INC.)
ADVERTISING DEPT.
WORLD'S FAIR SECTION
WILMINGTON, DELAWARE 19998

Name

Address

City

State

Send me information on:



Better Things for Better Living . . . through Chemistry