



On the Avenue of Commerce beside the Pool of Industry

YOUR TOUR OF
PROGRESSLAND

A *WALT DISNEY* PRESENTATION
1964-65 NEW YORK WORLD'S FAIR

GENERAL  **ELECTRIC**

CAROUSEL OF PROGRESS



AN ENTERTAINING GLIMPSE OF ELECTRICAL PROGRESS IN THE HOME—YESTERDAY AND TODAY

Enter Progressland on the magic carpet of a moving ramp. Instantly you'll come face to face with the wizardry of Walt Disney. Seated in a large auditorium that revolves around 6 stages, you watch the warm, sometimes humorous story of life in "the good old days"—from the late 1800's up to the present. The life-sized figures on the stage are fantastic—they move, they talk, they even seem to breathe. Yet they are really electronically-controlled marvels developed by Disney, making their first public debut at Progressland.

The Carousel Theater is top entertainment for the whole family. But it ends with a question: Where will the progress of the past take us in the future?





SKYDOME SPECTACULAR **and FUSION DEMONSTRATION**

**THE EXCITING DRAMATIC STORY OF MAN'S
OPPORTUNITY TO HARNESS THE POWER OF THE SUN**

You've arrived on the Third Floor of Progressland. Overhead is a tremendous 200-foot-wide dome—the largest projection screen in the world. Lightning flashes as you look up and see man's struggle to put to work the awesome forces of nature. You learn that while electrical energy has changed our entire world in recent years, a "new" and even greater source of energy is on the horizon for tomorrow. . . . *thermonuclear fusion*.

You'll be an eyewitness to the first public demonstration of fusion. Conducted under the supervision of G-E scientists, Progressland's atomic spectacular has already been called one of the great sights to see at the 1964-65 World's Fair.

MEDALLION CITY



ALL-ELECTRIC LIVING AS IT COULD BE TODAY IN YOUR COMMUNITY

Returning to Progressland's first floor, you are free to inspect the all-electric wonders of Medallion City. Intriguing homes, stores, a hospital, town hall, a school, space museum and even a newsreel theater invite your attention. Take your time and see them all—there is something for every family member.

As you leave Progressland, you realize you've witnessed the full story of electrical progress—yesterday, today, and tomorrow. But more than that, you have seen the story of a *new* General Electric—a company that in many ways intersects the lives of every visitor to the Fair. *Don't miss General Electric Progressland.*

GENERAL  ELECTRIC