

G.E. IN PROGRESSLAND

a carousel ride beyond "electrical living"

leads to a demonstration of nuclear fusion

GENERAL ELECTRIC'S "Progressland" show ends up with an actual demonstration of controlled nuclear fusion. No Fair exhibitor can top that for a finale!

☆ The big G-E Pavilion features a Carousel of Progress ride on which six audiences of 250 visitors apiece move along ramps and into theaters. The show opens with



Crowds move up the ramps to the Carousel of Progress within the G-E Pavilion. Circular building is 200 feet in diameter, 80 feet in height.



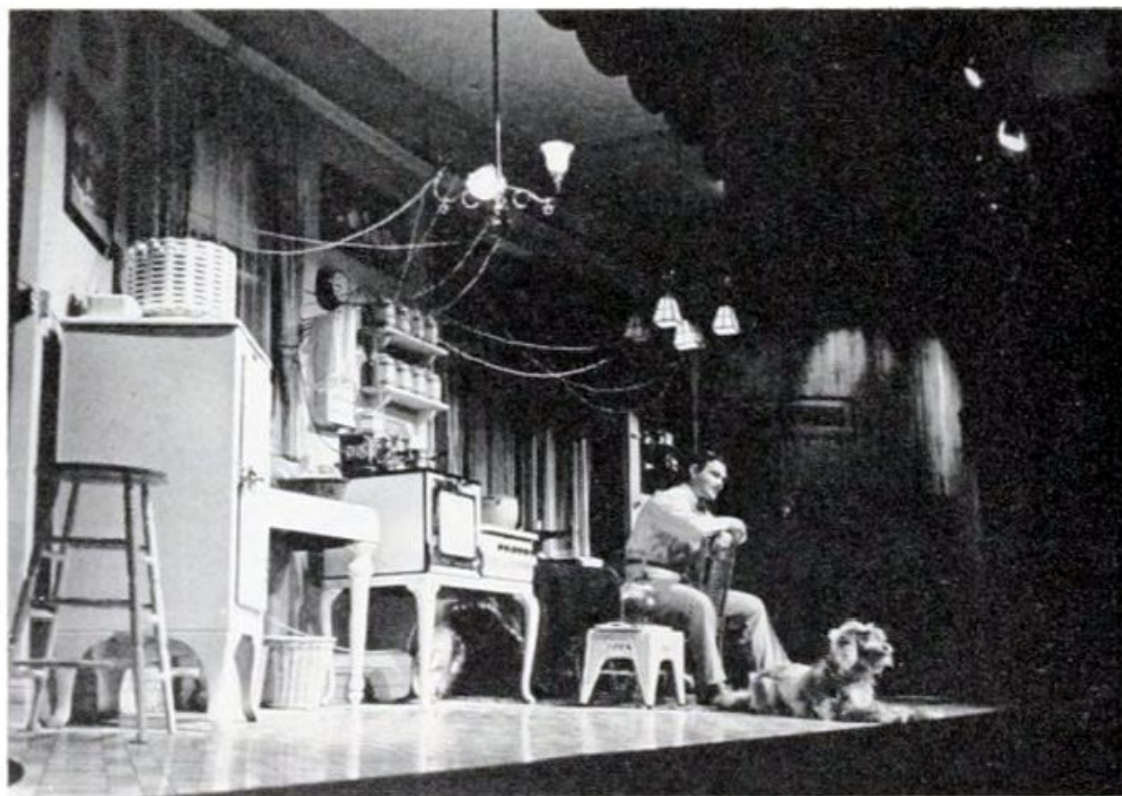
On the lower level of the G-E Pavilion, two little "stand-up" theaters offer continuous showings of G-E product pictures.

Disney-designed "Audio Animatronic" figures in re-enactions of life-at-home in the 1890's, through the 1920's, 40's and the up-to-the-minute all-electric home of today!

Groups are moved out of the nostalgic past into a "Time Tube" which opens on the third floor "Galaxy of Science and Engineering" with its dramatized examples of G-E scientists working on current research projects. Kaleidoscopic mirror effects are a feature of this sequence.

Inexorably, visitors find themselves in the top-level "Skydome" with its "Spectacular," a projected

In the 1920's: the family's latest "electrical servants" are connected to cords dangling from ceiling as "father" proudly notes progress.



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.

