

*PEOPLE
IN
MOTION*



*Thrills
and Moods
are Created*

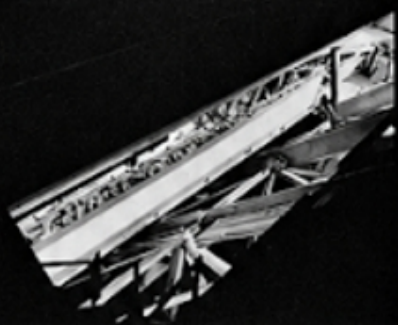


On some of the "people-movers", the creation of an exciting experience or a tranquil mood transcends, or equals the act of transporting. Here again, the object of the exhibitor is to imprint a lasting impression upon the visitor; an association not soon to be forgotten. IBM's "People Wall" is good for a series of gasps; the first when the narrator appears "out of the blue" (but really on a special elevator "out of the ovoid"); the second when the great grandstand makes its first movement. The spectators have read that it goes up—the announcer has said that it will go up—but obviously it's a hoax—much too massive to move. When it does start upward, there's more than a surprise—it's a real thrill! The grandstanders emit a third gasp, when they are finally "enwombed" in the theater-egg, and a fourth when they start the journey down. All in all, IBM stimulates the most vocal response at the Fair.



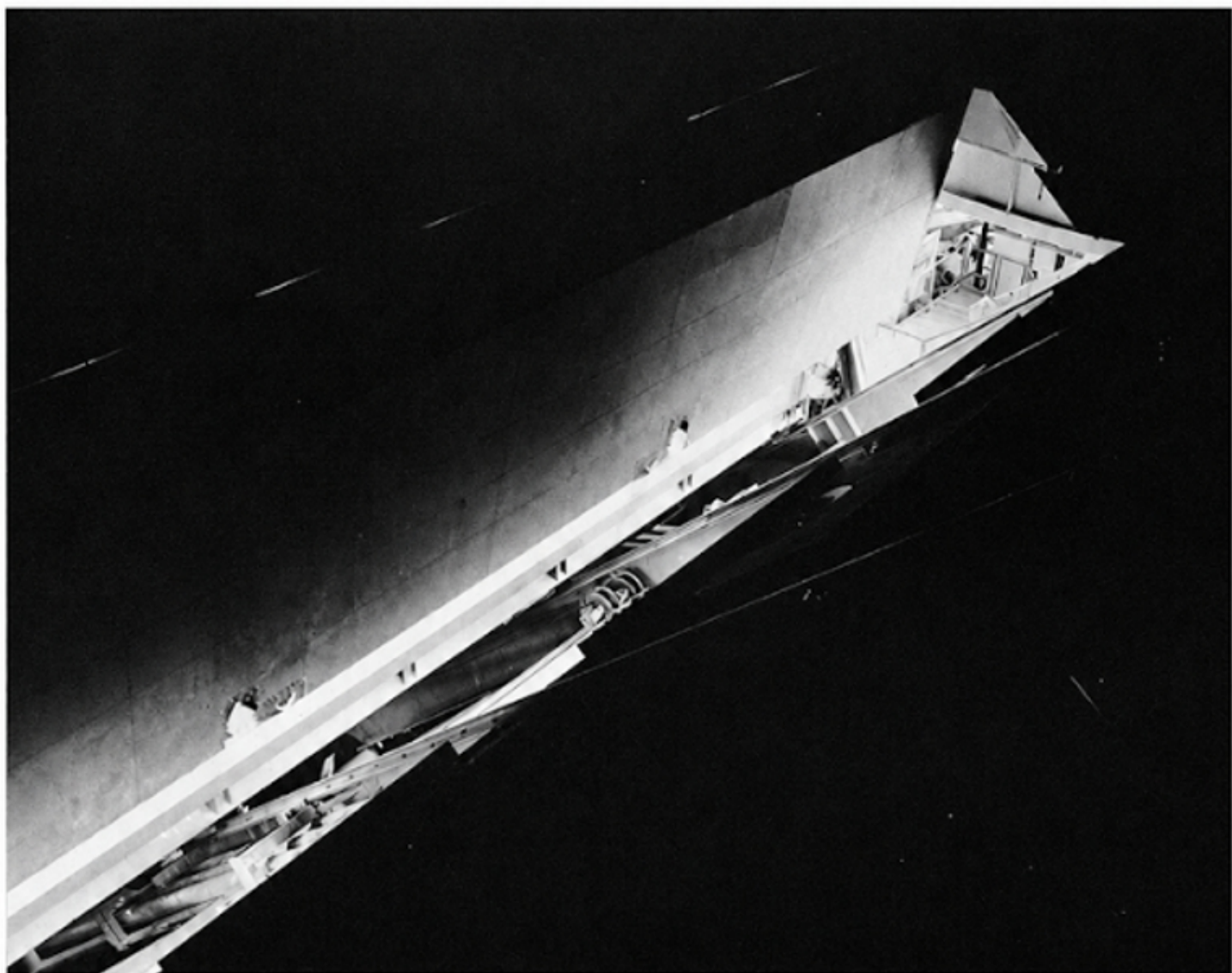


***PEOPLE
IN
MOTION***



***Transitions
are
Complete***

The desire of each exhibitor is to capture the visitor's attention, if only for moments; to remove him quickly and completely from the hustle and bustle of the Fair's mainstream. The idea is to sweep him up, pop him into a new environment and seal him off from the outer world!



After two huge hydraulic rams have pushed the 420-spectator grandstand 53 feet into IBM's "egg-head theater", a mechanical door seals the hatchway, the last slot of daylight vanishes, and the group exchanges the crowded street for an effective, if eerie, black velvet isolation.



A close-up of the "People Wall" at the IBM Pavilion, New York World's Fair. This grandstand seats 450 persons, approximately 36 tons of people. The audience, seated, is lifted to the auditorium in the dome. After the show, the unit is lowered, the audience leaves and the process is repeated.

Who else but MONTGOMERY elevates 36 tons of people (450) at a time?



The IBM Pavilion at the New York World's Fair. Below the dome is the "People Wall" which moves 53 feet up and down at a 45 degree angle.

Yes, Montgomery Elevator Equipment is doing this job every day at the New York World's Fair. And up to now, so far as we can learn, no elevator has ever carried this kind of people-load before.

As the largest independent elevator manufacturer, it is logical that Montgomery, who specializes in elevator applications, should have this distinction.

When you attend the Fair, you can

see Montgomery in action at the IBM Pavilion where the unusual "People Wall" elevates 36 tons of spectators to the auditorium to view the exhibit.

In the meantime if you have an elevator requirement, usual or unusual, ask Montgomery how to do it. The Montgomery representative in your area is listed in the yellow pages. Call him or write to us, as you prefer.



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