



# PROGRESSLAND

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

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GENERAL  ELECTRIC

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## SHOWING THE ROLE OF ELECTRICITY IN THE PROGRESS OF MAN



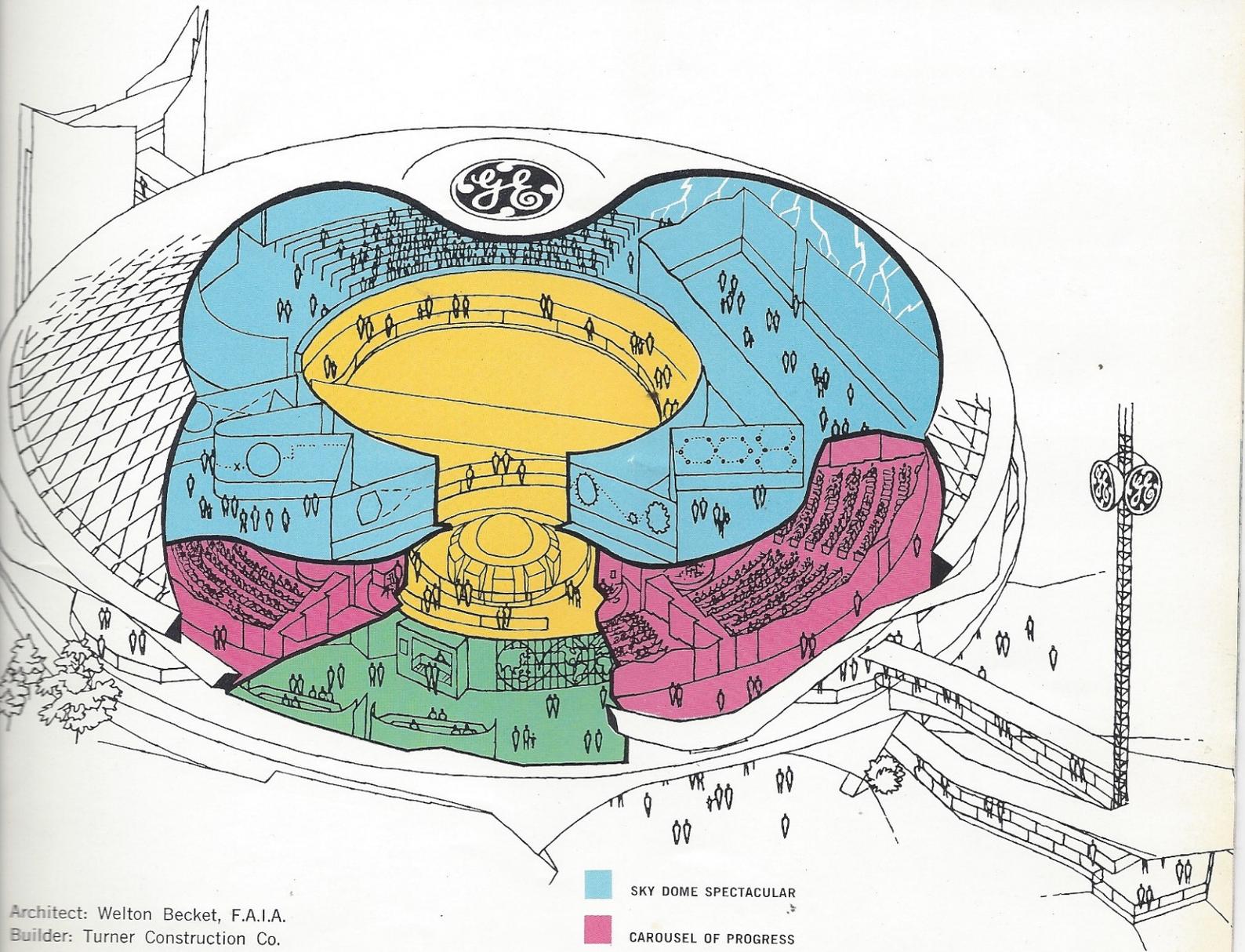
THE New York World's Fair, a billion dollar enterprise, is one of the great spectacles of this century. In its two seasons, it will attract upwards of 80 million visitors, from every part of the world.

Among its many outstanding attractions is the General Electric Pavilion—Progressland. Progressland is a large graceful building with a curving 200-foot-wide dome, supported by a unique pattern of swirling circular pipes. It is eye-catching by day . . . and dazzlingly colorful by night.

To pack as much interest and entertainment as possible inside the 3 levels of the Progressland exhibit, General Electric enlisted the master showman of them all—Walt Disney. Walt has used all his resources to make Progressland the number one attraction at the Fair. He has filled it with surprising, often startling, and always pleasing evidences of his great ability to entertain.

But the purpose is never lost sight of—to tell the story of electricity and the way it is changing the world—past, present and future . . . to showcase a great industry, the electrical industry, and tell how it has grown and prospered (and helped the nation to grow and prosper) in a free, competitive society.

We expect 14 million people to visit Progressland. We hope each of them will carry Progressland's message back home.



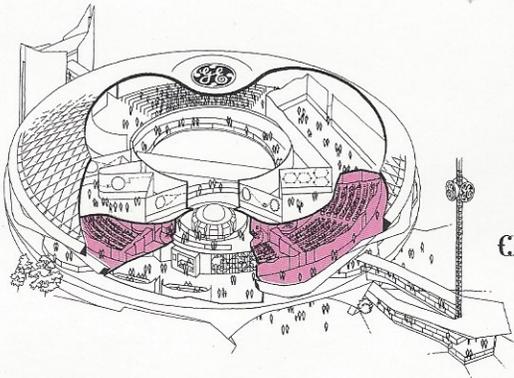
- SKY DOME SPECTACULAR
- CAROUSEL OF PROGRESS
- NUCLEAR FUSION DEMONSTRATION
- MEDALLION CITY

Architect: Welton Becket, F.A.I.A.  
 Builder: Turner Construction Co.

*Your "tour" of Progressland starts with . . .*

# the CAROUSEL OF PROGRESS

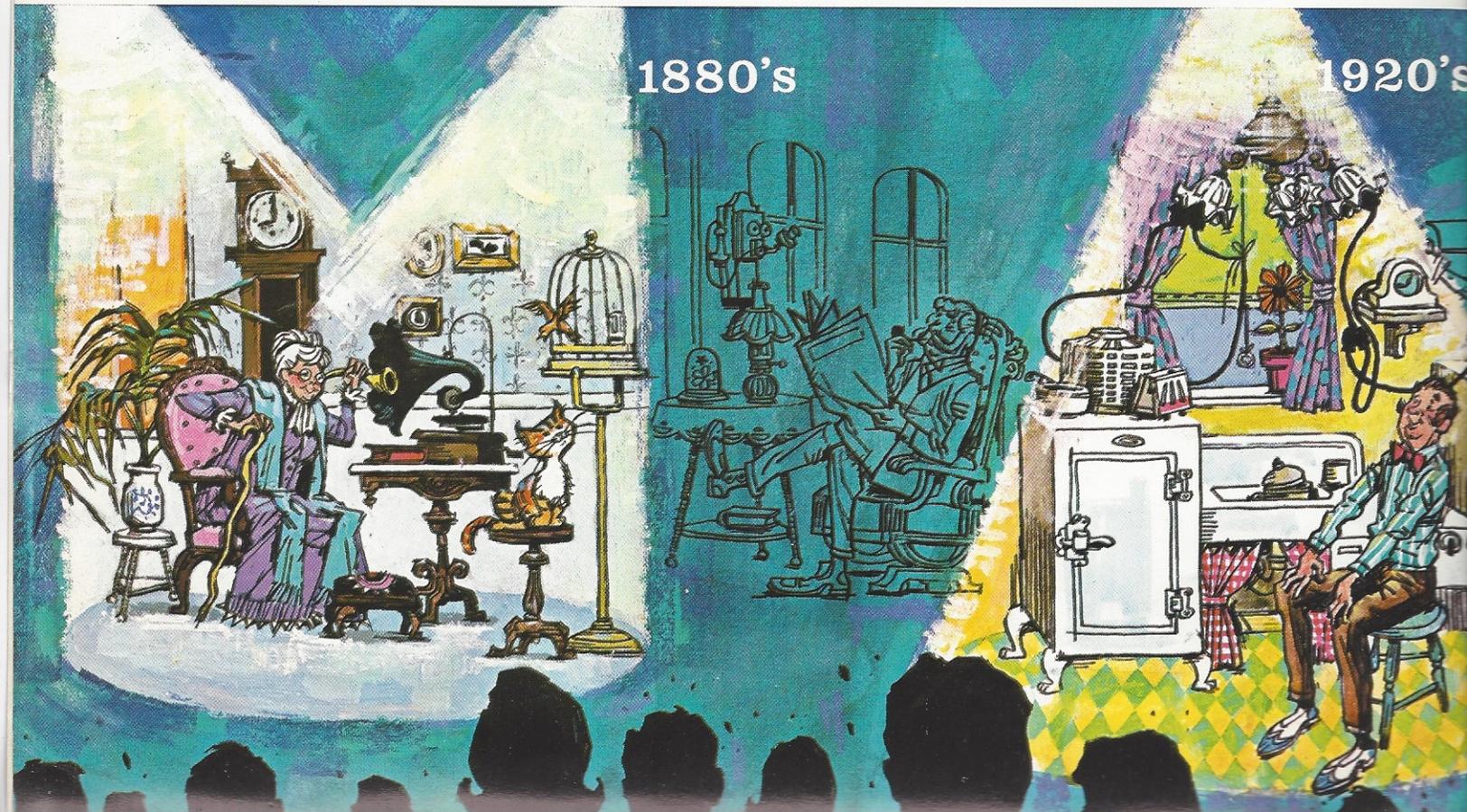
Electrical living  
from the 'good old days'  
to the present



CAROUSEL OF PROGRESS

1880's

1920's



You ride a moving ramp to the second level; it's an outside ramp that affords one of the best views of the Fair.

Then, at the top, you enter the Carousel of Progress.

Instantly, you sense the magic of Walt Disney. You are in a large auditorium, that holds 250 people. Colored lights play on the stage in synchronization with the music. And you find a comfortable seat facing the stage.

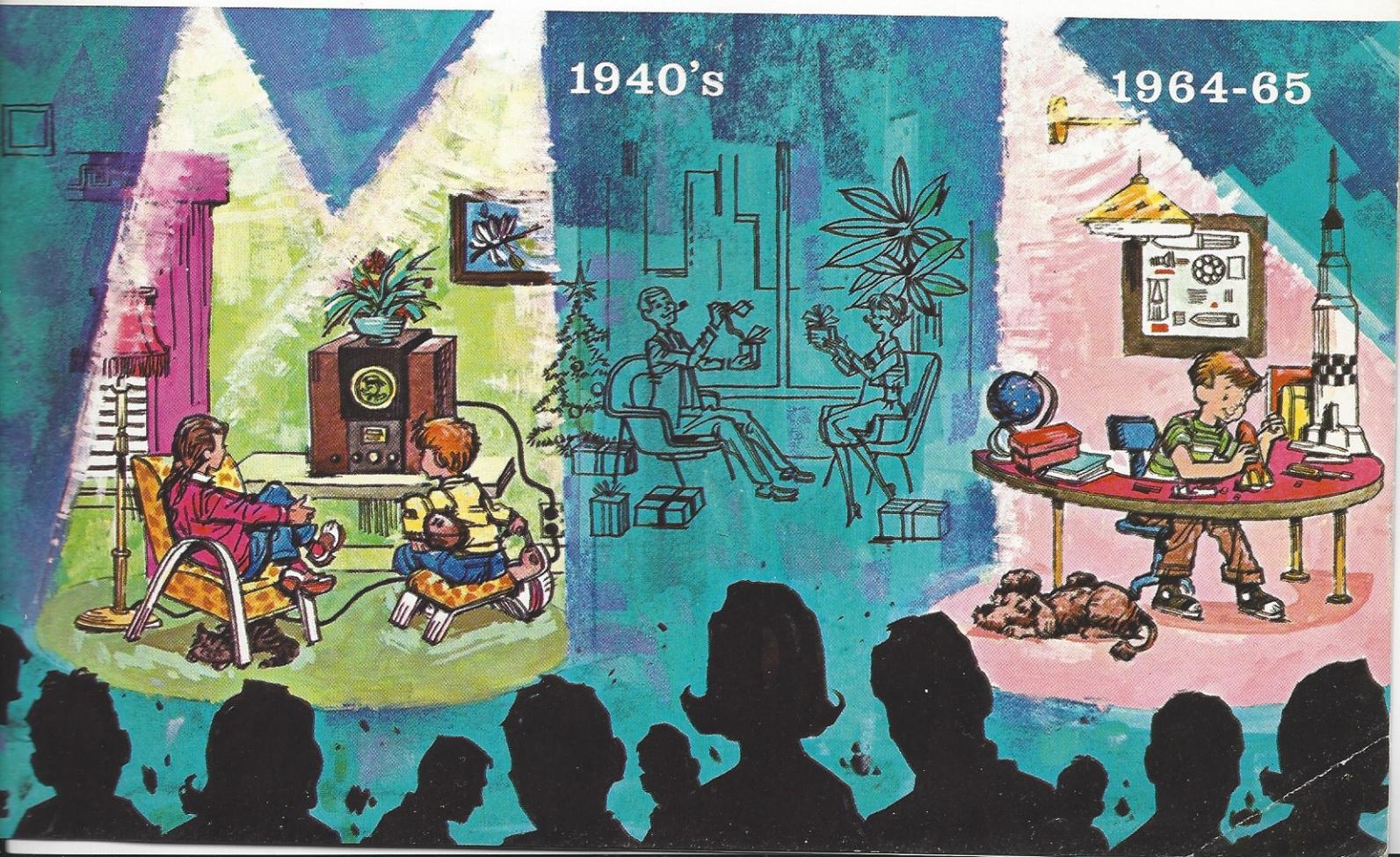
But in the Carousel of Progress, the stage does not move, the audience does! Progressland's second floor has 6 auditoriums, 6 audiences circling progressively from stage to stage. People outside the building can see the entire second level rotate periodically.

The play begins, as you stop at the first stage, and continues through each successive stop. You see the inspiring, often humorous, story of an American family—first, in the 'good old days' of the 1880's—before electricity in the home . . . then during the time when electricity and electrically-run appliances brought marvelous advances in the 1920's . . . and the 1940's . . . up to the present day. Each Carousel act has the warm, whimsical, winning quality you always associate with Walt Disney.

The 'players', too, are remarkable. They move and talk and seem almost to breathe. Yet they are electronically-controlled figures, specially designed by Walt Disney and used here for the first time.

In short, the Carousel of Progress is top entertainment—with a message. The message is this: too often we take the wonders of electricity for granted. Electricity has introduced undreamed-of convenience, comfort and enrichment into our family living. And even today, most of us are not really availing ourselves of all the opportunities electricity has to offer.

As the show ends, you move up the Time Tube to the third floor. There has been tremendous progress in the past half-century. Now what is being done about the future?



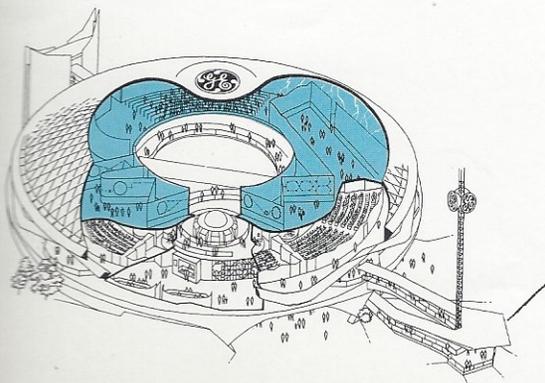


## the **SKYDOME SPECTACULAR**

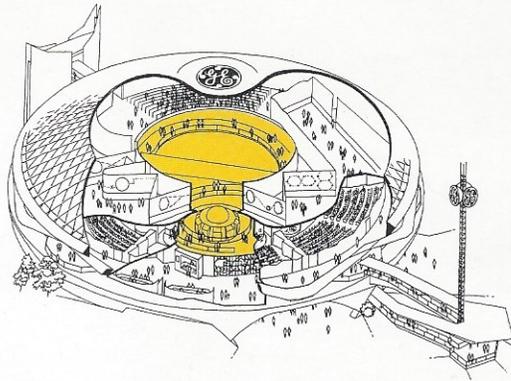
### The search for a better life in the future

You enter the Corridor of Mirrors, its endless vistas dotted with reflected photographs of General Electric scientists and engineers doing basic research—research in space, in electronics; research for electric utility companies and for industry, for the home and for the nation. Much of their emphasis is on new energy sources, new technologies—the fuel cell, thermionic conversion, magnetohydrodynamics, nuclear fission.

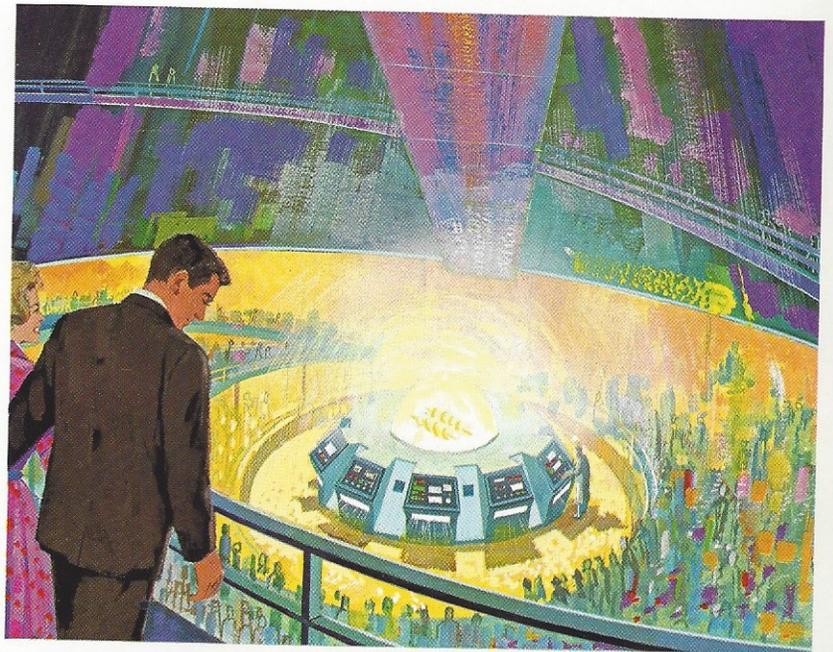
Then, ahead of you, you see a large marquee. It heralds the Sky-Dome Spectacular . . . the epic story of man's efforts to control and use the new energy sources of nature for the benefit of all.



**SKYDOME SPECTACULAR**



**FUSION DEMONSTRATION**



## **CTACULAR** and **FUSION DEMONSTRATION**

You pass out onto the dome terrace, as lightning flashes overhead on the largest projection screen in the world. Under the spell of Disney's artistry, you see first the long struggle of man through the centuries . . . learning to make fire serve him . . . using fire to make steam . . . using steam to generate electricity . . . gaining the power of the atom. And then you see the greatest challenge of all—fusion . . . man's dream of duplicating that huge thermonuclear furnace we call the sun!

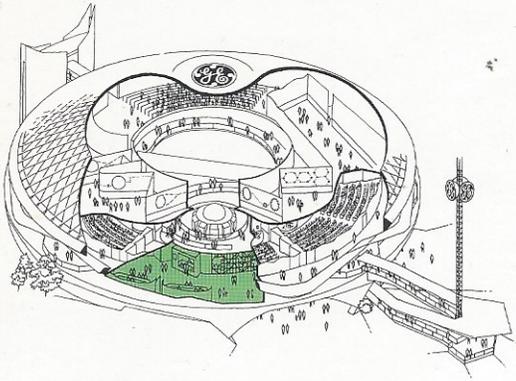
The show ends. You move down the ramp that circles the centerwell. You are about to see an actual demonstration of fusion—a man-made sun!

Here is the climax of the Progressland visit. Everyone looks intently at the large quartz tube atop the fusion equipment at the bottom of the centerwell. The count-down ends. There is a sudden brilliant burst of light . . . and a crash of discharging high voltage that echoes and re-echoes through the centerwell. You have just seen one of the first public demonstrations of fusion—the energy source that may someday supply all the electricity we'll ever need. Much new knowledge, many new skills, are needed before sustained fusion power can be realized on a large scale. But General Electric has made a beginning. . . .

**Meantime, why wait till tomorrow?**

# MEDALLION CITY

## a glimpse of the all-electric promise of Today

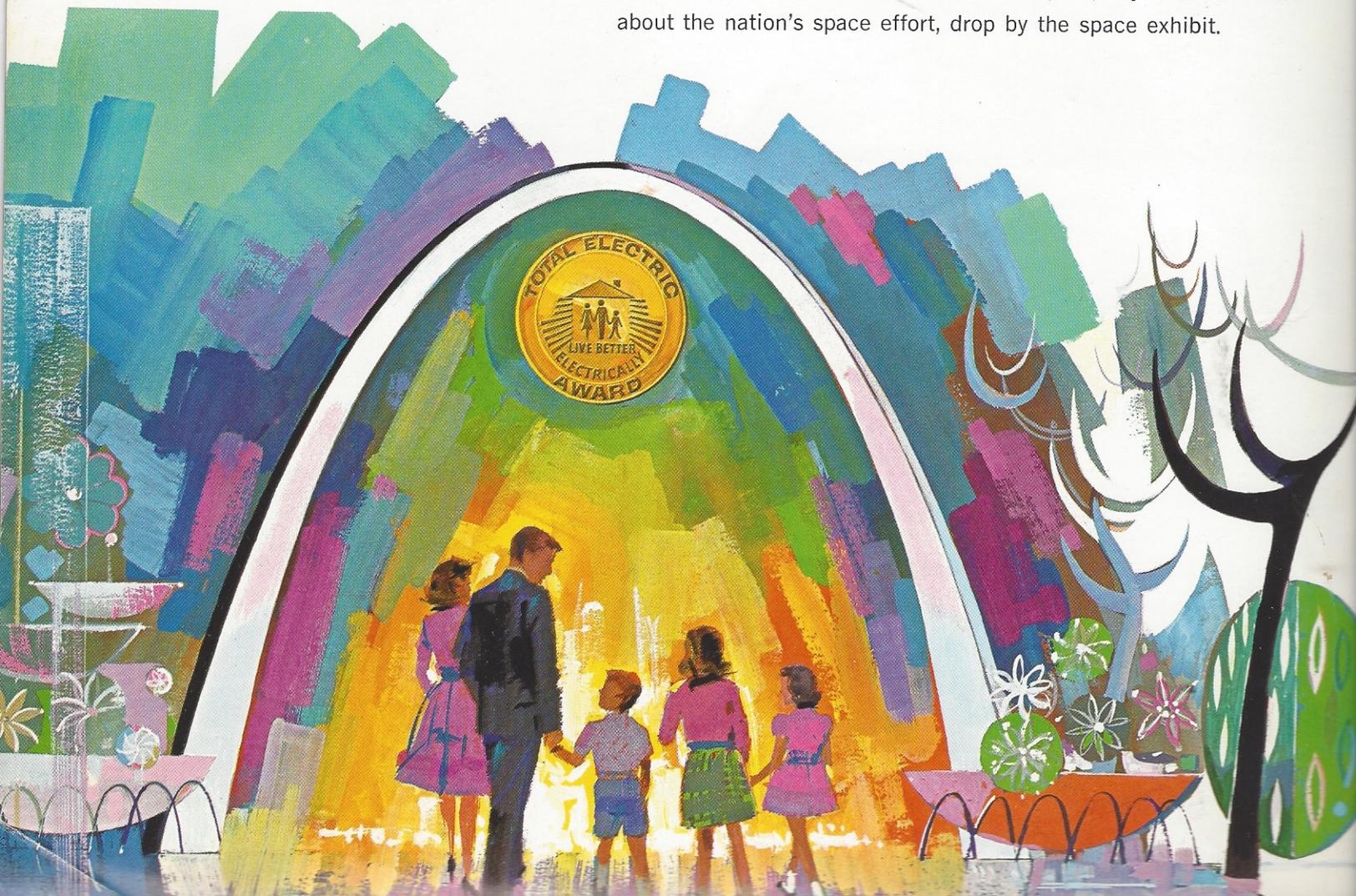


MEDALLION CITY

Pass through the arch to the ground floor . . . and you see a city spread before you—Medallion City! Here is impressive evidence of the way in which General Electric and the electrical industry intersect the lives of all of us . . . today.

Intriguing homes, stores, a town hall, civic and industrial buildings, and even a newsreel theater invite your inspection. The magic of Progressland bewitches you—behind the exciting stylized facades are all the electrical products now changing the world we live in.

Look around at your leisure. Here is what electric living could be for all of us—in our homes, in offices or factories, in our cities—today. If you are interested in home care and comfort products, look in the homes or the stores. If you want to inspect business and industrial equipment there's the steel mill and the electric utility. If you want to know more about the opportunities for civic improvement, visit the town hall or school or hospital; if you're concerned about the nation's space effort, drop by the space exhibit.





Whatever your particular interest, you'll find Medallion City an exciting, challenging place to visit and visit again.

**THIS IS PROGRESSLAND** —at the New York World's Fair. An attractive, popular exhibit. But more than that, a shining tribute to electrical living and the many contributions of the electrical industry. Equally, it is the story of a company that believes 'progress is our most important product'—General Electric.

make your plans now  
to visit  
**PROGRESSLAND**

Progressland is easy to find at the Fairgrounds. It's right next to the Pool of Industry and the Fountain of Planets, at the intersection of Commerce and Progress Avenues.

There will be no admission charge.

By day, General Electric's Pavilion offers you a warm, entertaining 45-minute inside show that the entire family can enjoy. And helpful guides will be on hand to make your tour as pleasant and enjoyable as possible.

If you come at night, Progressland's spectacular outdoor lighting will add to your enjoyment. The building's dome, lighted in multiple colors, will appear to revolve. Watch it for up to 14 minutes—you won't see the same pattern appear twice.

At 9 p.m. each night . . . when the Fountain of Planets is lofting 150 tons of water into the air at one time . . . when the fireworks display is in full force overhead . . . all to musical accompaniment . . . there will be no more dazzling spot at the Fair than General Electric Progressland.

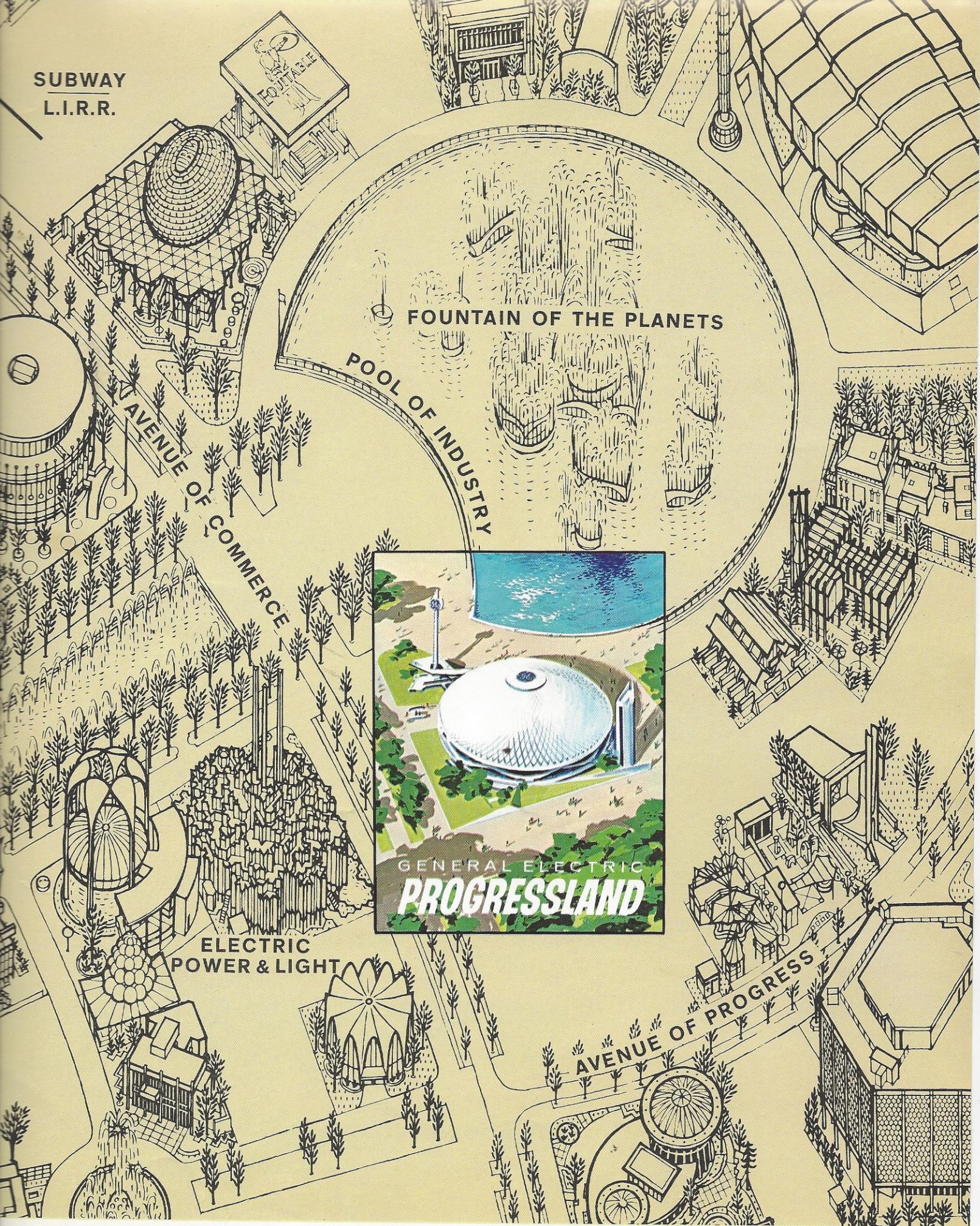
So you are invited. Plan to visit Progressland. Showcase of the greatest electrical company in the world, it symbolizes a corporation that, in one way or another, intersects the lives of everyone in the United States.

We'll be expecting you!



General Electric's crack corps of Tour Guides will work to make your visit a memorable experience.

SUBWAY  
L.I.R.R.



al perspective of the Pool of Industry, with key landmarks identified. Progressland is a short  
from Willet's Point Subway Station or the Long Island Railroad Station at the Fairgrounds.

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Book and the Official Souvenir Picture Map.



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**GENERAL**  **ELECTRIC**

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