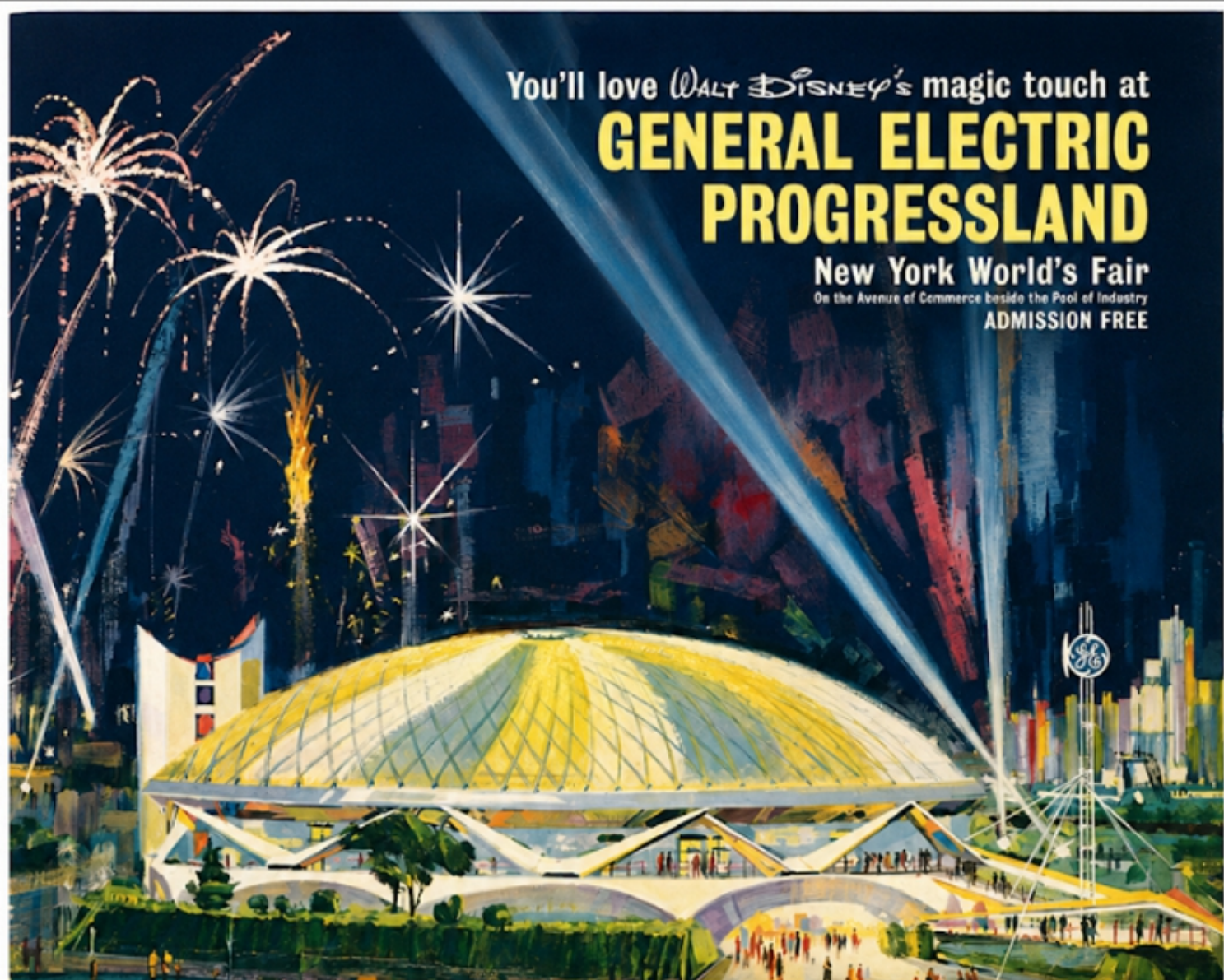




You'll love WALT DISNEY's magic touch at
**GENERAL ELECTRIC
 PROGRESSLAND**

New York World's Fair
 On the Avenue of Commerce beside the Pool of Industry
ADMISSION FREE



Delightful Carousel of Progress—where the audience moves and electronic figures enact a warm, whimsical drama, from the days before electricity to the present.



Mammoth Sky-Dome Spectacular — big excitement on the biggest projection screen in the world; the epic struggle of man to control Nature's energy.

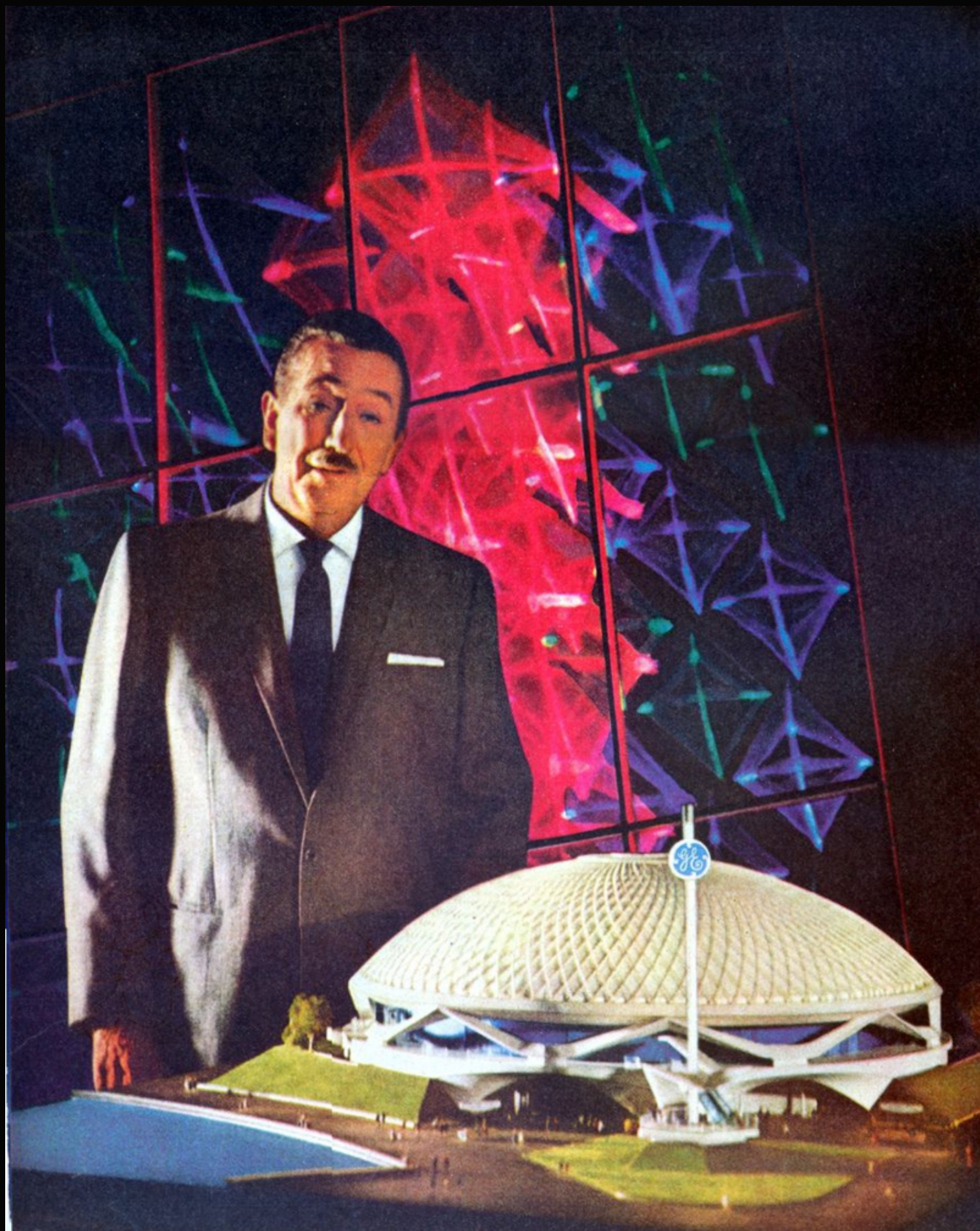


Awe-inspiring Atomic Fusion — a man-made sun — that may in the far-off future become man's greatest power source. Shown to the general public for the first time.



Fascinating Medallion City. Beyond the arch you'll visit the homes and other buildings of an all-electric city. See the newest advances in electrical living.

There's wonder and warmth and the magic of Walt Disney in General Electric Progressland. Plan to enjoy it with your whole family. You're expected—at the unique blue-and-white domed pavilion on The Avenue of Commerce, beside the Pool of Industry. Open 10 A.M. to 10 P.M. **ADMISSION FREE.**



You'll love Walt Disney's magic touch at General Electric Progressland

Our pavilion at the New York World's Fair sparkles
with unforgettable attractions. Be sure to see it!

America's master showman is up to his old magic at General Electric Progressland.

He'll seat you in a theater where the *audience* revolves . . . and the stage stands still. He'll show you life-like figures of people and animals that move and talk and even seem to *breathe*!

Have you ever seen a wall of color that "plays" in tune with the music? Or photographs that "echo"? You will at General Electric Progressland.

You'll see a fiery story of man's struggle to control Nature's energy, on the world's largest projection screen. You'll sight-see a bustling all-electric city, complete even to a space observatory. And as long as you live, you'll never forget the demonstration of controlled thermonuclear fusion, an actual man-made "sun," shown to the general public for the first time.

We hope you'll also carry away a few thoughts about electricity and the way electricity has changed your life — all the comforts and conveniences it makes possible, the way it helps industry to serve you better and helps the nation to grow and prosper. It's a fascinating story.

Come on out — any time during the Fair. And bring the kids. They won't be lonesome: there'll be lots of other kids there. *Ours*.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Carousel of Progress. A warm, whimsical, wonderful Walt Disney drama beginning in the days before electricity, and going to the present. The most unique theater and the most astounding cast you have ever seen!

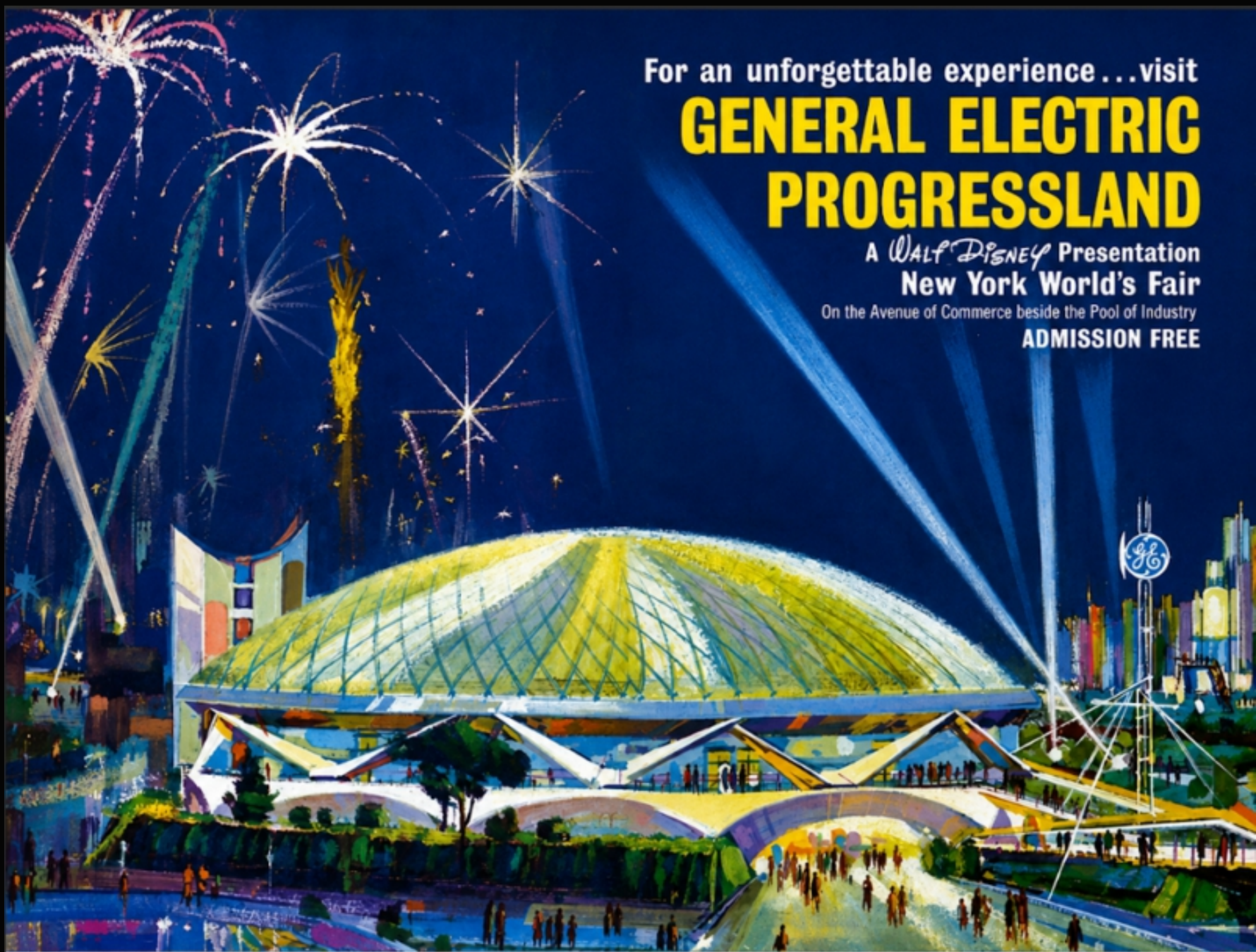


Thermonuclear Fusion. The secret of the sun, that may in the far-off future become man's greatest power source. Highlight of your visit.



Medallion City. You'll visit the homes and other buildings of a modern all-electric city and see the newest advances in electrical living.





For an unforgettable experience...visit

GENERAL ELECTRIC PROGRESSLAND

A *WALT DISNEY* Presentation

New York World's Fair

On the Avenue of Commerce beside the Pool of Industry

ADMISSION FREE

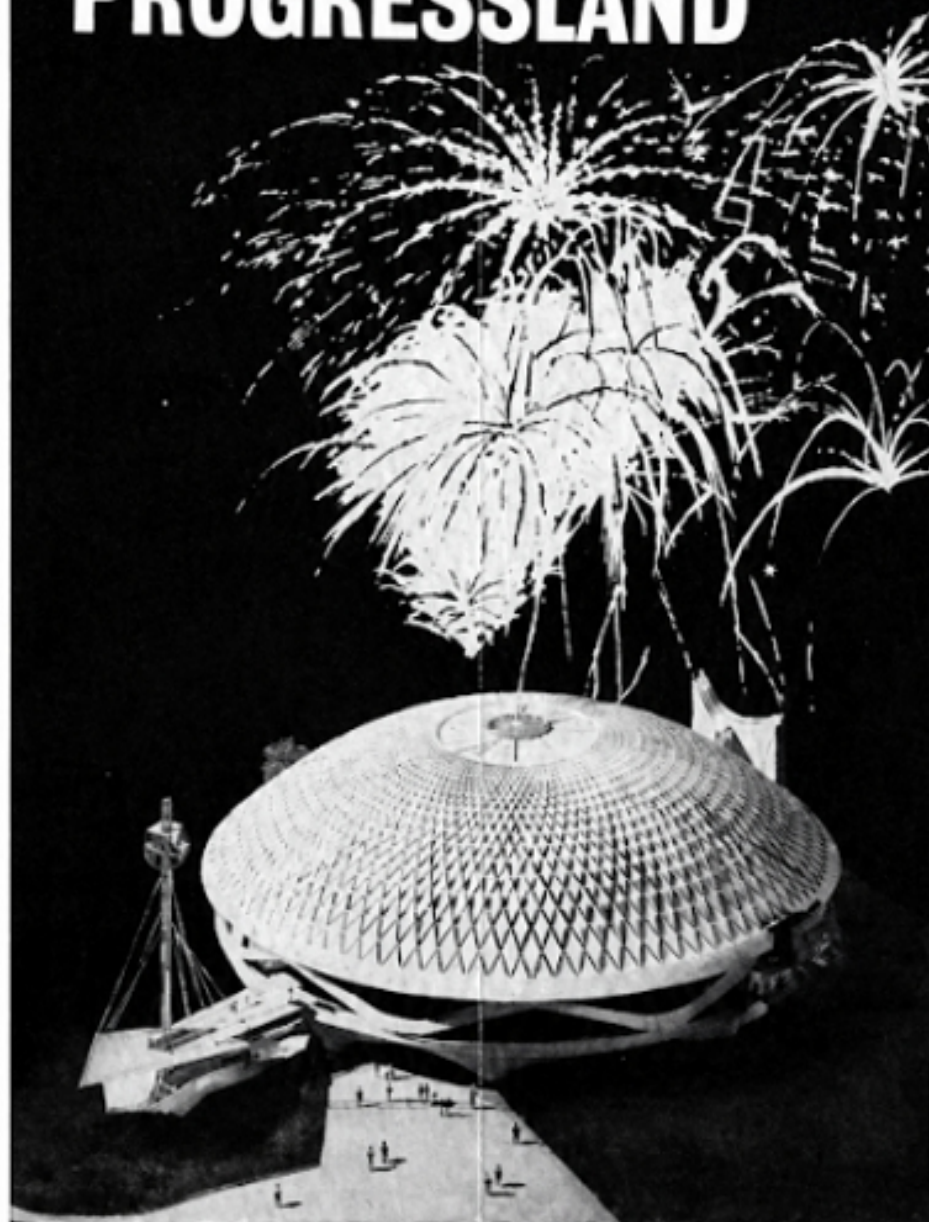
You'll love Walt Disney's magic touch in the delightful Carousel of Progress, the awe-inspiring Sky-Dome Spectacular.

You'll see the first public demonstration of Atomic Fusion, an exciting all-electric Medallion City. Bring the whole family!

SOURCE: 1964 Official Guide Book, 1964-1965 New York World's Fair

You'll love *WALT DISNEY'S*
magic touch at

GENERAL ELECTRIC PROGRESSLAND



See the Carousel of Progress,
Sky-Dome Spectacular,
Atomic Fusion, and
fascinating Medallion City.

NEW YORK WORLD'S FAIR
ADMISSION FREE

SOURCE: *National Advertising*

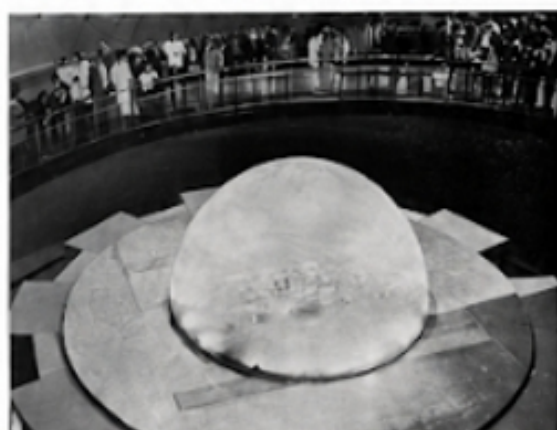
You'll love *WALT DISNEY'S* magic touch at
**GENERAL ELECTRIC
 PROGRESSLAND**



Delightful Carousel of Progress — unique revolving theater where electronic figures enact a warm, whimsical play in the wonderful Walt Disney manner.



Mammoth Sky-Dome Spectacular — on the world's biggest projection screen. The epic struggle of man to harness the energy of the atom for peaceful purposes.



Awe-inspiring Atomic Fusion — a man-made sun — demonstrated to more than 7,400,000 people in the 1964 season. A highlight of your visit to the World's Fair.



Fascinating Medallion City. A modern all-electric city — with homes, a school, hospital, steel mill, department store... and all the latest home appliances.

Come and bring the whole family. Open daily, 9:30 AM to 10 PM.
 On the Avenue of Commerce near the Pool of Industry. **ADMISSION FREE.**

Who cares how much fun and fascination you find at the World's Fair?



General Electric cares

(that's why we called in master showman Walt Disney)

Under the graceful 200-foot-wide dome of General Electric Progressland, there's a world of excitement waiting for you.

In the Carousel Theatre, you'll sit in an audience revolving around a stationary stage and watch a four-act play with some incredible characters...the life-size "Audio-Animatronic" creations of Walt Disney. They talk. They move. They almost seem to breathe. And they'll delight you and the children.

You'll also see a man-made "sun" ... in an exciting demonstration of controlled thermonuclear fusion. Here is the basic power of the hydrogen bomb, tamed by man for peaceful purposes.

And in Medallion City you'll see the newest ways in which electricity is changing the way you live.

Don't miss seeing Progressland. During the '64 season of the New York World's Fair, 7,500,000 people visited Progressland. And thousands wrote us to say that it's one of the "hits" of the Fair. (Even if you saw it last year, come again. There's lots that's new.)

Who cares if you have fun at the Fair? We care ... at General Electric Progressland.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

The nearsighted MISTER MAGOO



New York World's Fair at last! The lights on the midway don't glare like they do at most fairs. Must be using General Electric Soft-White bulbs.