



"Medallion City" is one of the attractions at the General Electric pavilion at the New York World's Fair.

PARROT AND ATOMS HELP GE TELL STORY OF POWER

*Walt Disney Creates 'Progressland,'
Spotlighting Role of Electricity
in Bettering the Life of Man*

A COLORFUL parrot and a toucan, animated through Walt Disney's lifelike medium of "audio-animatronics," are just two of the stars at General Electric Co.'s "Medallion City" exhibit at the Fair.

These tropical birds star in a breezy skit that summarizes the history and economics of electric power.

Disney has created for GE a show that interprets, in an educational and entertaining way, the role that electricity has played in bettering man's living con-

ditions, and dramatizes the vast potential of man's work with electric energy in the future.

It is a five-part show: "Carousel of Progress," tracing electrical living from the "good old days" to the present; "Galaxy of Science and Engineering;" "Skydome Spectacular," a projected, narrated show that takes place on the interior of the pavilion's huge dome and tells the story of man's historic efforts to control and use new energy sources — from the early days when cave men first harnessed fire, to present-day man's peaceful uses of atomic fission; Fusion

Demonstration, which is the climax of the "Progressland" show; and Medallion City, a walk-through exhibit.

GE's exhibit is climaxed by a demonstration of thermonuclear fusion. This is the first time a general audience has been permitted to witness a demonstration of the process by which the sun and stars derive their energy. GE is now studying the fusion process, and believes it holds promise as a future source of unlimited energy to fulfill man's power requirements.

Medallion City is a model, all-electric community of displays showing the latest innovations from GE in home living, industry, power generation, space research, and many other fields. Several of the displays feature brief, live-narrated shows. There are more than 20 exhibits, some of which are:

- **GE and "Hotpoint" Homes.** Here, in actual interior settings, the latest GE home products and Hotpoint kitchen appliances are demonstrated. In addition to such kitchen innovations as the self-cleaning oven range, visitors see new modular audio equipment, controlled interior lighting, climate control, and numerous small appliances in operation, all demonstrating the advantages of all-electric living.

- **Steinmetz High School.** Visitors here see demonstrations of new teaching aids, including such devices as closed-circuit TV and audio-tape teaching machines, in an explanation of how students are being helped by electronics in the classroom.

- **Appliance Store.** In this exhibit, visitors inspect display samples of GE's latest-model home appliances, lighting, and home entertainment products. While products will not be available for sale, GE attendants are on hand to answer questions about operation and availability of all GE consumer products.

- **Steel Mill Exhibit.** A three-dimensional, animated diorama demonstrates how a modern, automated, hot-strip mill can transform a 25-ton steel slab to a strip

1/16th of an inch thick, 45 inches wide, and nearly a mile long in less than two minutes. The demonstrator "operates" a full-sized control console similar to those used in today's most highly automated steel mills.

- **Electric Power Generation Exhibit.** An animated parrot and toucan summarize the history and economics of electric power. The display also shows how modern power generation systems work.

- **City Hall.** Here, the "Mayor of Medallion City" demonstrates to visitors the many functions of electricity in municipal transportation, sanitation, lighting, commerce, and city planning. Exhibits highlight high-speed rapid transit systems; two-way radio communication control through closed-circuit TV; and the part that good street lighting plays in safety and suppression of crime.

- **Coolidge Hospital.** Inside this exhibit, several demonstrations interpret the role of electronics in medical diagnosis, surgery, and hospital management. Operation of X-ray equipment is described, as well as the use of the angiogram in open-heart surgery. Another demonstration shows how radio and closed-circuit TV help save lives and improve hospital efficiency.

- **Space Observatory.** Multiple exhibits dramatize the challenges involved in man's forthcoming exploration of space. Visitors may inspect a simulated, full-scale space station, and see how outer space conditions are now being duplicated on earth. The exhibit includes explanatory models of the Nimbus weather satellite and the Orbiting Astronomical Observatory (OAO), the "telescope in space" that will produce new facts about the universe.

Other exhibits in Medallion City include a news-reel theater where brief films of new GE developments are shown, and dioramas interpreting the role of electricity in such fields as recreation, building construction, and transportation.



A demonstration of thermonuclear fusion, shown in the artist's conception, above, is the climax of General Electric's "Progressland" presentation at the Fair. It is the first time a general audience has been permitted to witness a demonstration of the process by which the sun and the stars derive their energy.