

**GENERAL ELECTRIC**  
COMPANY

HEMISFAIR '68, P. O. BOX 68005, SAN ANTONIO, TEXAS 78206 • TEL. 512 223-5517



Ted Kramer

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SAN ANTONIO, TEXAS, March 28 -- The General Electric THEATERAMA was formally opened at HemisFair '68 today.

GE's show, entitled "The Wonderful World of Progress," is a two-act musical.

The filmed portion of the show features a mythical Genie of the Southwest, who speaks and inter-acts with an on-stage hostess-housewife. The musical score contains five original songs.

James G. Rebata, Manager of Special Projects for GE's Corporate Marketing and Public Relations, said the show contains all the creativity and ingenuity of the Company's highly popular presentations at Seattle's Century 21, the 1964-65 New York World's Fair, and Disneyland. Mr. Rebata was instrumental in GE's participation at those exhibitions.

The General Electric show is the story of progress in electrical living since the first electric lights were turned on at the Old San Antonio Opera House in 1882.

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General Electric was the first international corporation to contract participation in the San Antonio Fair.

Written by the Broadway team of Fred Tobias and Stan Lebowsky, "The Wonderful World of Progress" includes a musical score of five original songs and features both live and filmed characters. The show was produced by Wilding, Inc., of New York and Chicago, under the supervision of veteran General Electric writer/director Louis V. Marsh.

Starring in the show will be 16 show hostesses in the role of housewives who play to a filmed "genie," portrayed by television performer Bill McCutcheon. A wide variety of audio-visual techniques, including live-to-film, film-to-live, "op art," "blue mat" and magic effects will be utilized.

The show will be housed in the 5,000-square-foot circular, cantilever-roofed GE THEATERAMA, situated on a 9,000-square-foot plot. The site overlooks the northwest corner of the HemisFair lake area and is adjacent to one of the three stops on the fair's minirail line.

GE THEATERAMA will have a capacity of approximately 16,100 persons each day for the 20-minute show. Its two theater sections will each accommodate nearly 225 persons, and the entire building will be completely air conditioned.

Present plans call for GE THEATERAMA to be open 12 hours each day from 10 a. m. until 10 p. m.

Guests will be greeted at the entrance to the pavilion by a show hostess who introduces them to the attraction and then leads them into

the first act, where she assumes the role of a typical Southwestern American housewife.

The show begins with the audience filing in to an instrumental version of the catchy "We're Headin' for a Wonderful Tomorrow." The hostess then joins the group, singing the lyrics and inviting the guests inside, where the setting is an ultra-modern, all-electric kitchen. The hostess introduces the humorous Genie of the Great Southwest, and the two of them convey the story line through the two acts.

During Act 1 the audience hears the Indian-flavored "What Does a Genie Do When Everyone Can Do What a Genie Does?" and "A Hundred Years of Happenings," a contemporary song with a "modern beat."

Following Act 1, the hostess leads the audience to Act 2, accompanied by the same instrumental version of the theme song heard earlier while another group (with another hostess) enters Act 1.

In this act the audience finds itself viewing an ultra-modern family room complete with all the latest equipment for family entertainment, including radio, color television, stereo recorder, and video tape recorder. Featured in this act, in bossa nova style, is "The World Outside" and the progressive "There's Nothing We won't Try." A concluding chorus of "We're Headin' For a Wonderful Tomorrow" and a surprise finish are designed to send GE guests off with an optimistic view of the future.

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The facility, staff, and operation of GE THEATERAMA are under the direction of Resident Manager Ted M. Kramer. Prior to assuming responsibility of General Electric's participation at HemisFair, Kramer was resident manager of the GE Carousel of Progress at Disneyland. He was also associated with General Electric Progressland at the New York Fair, where he was a member of the visitor relations staff.

Working with Kramer will be Miss Evelyn Reynolds, administrative assistant, who previously held a similar position at the Company's Disneyland pavilion. Hardy C. Lewis will be technical assistant, and Mrs. Ernestine Fryer will be personnel assistant. A staff of 11 hosts, 16 hostesses, 8 technicians, and 3 administrators will complete the GE THEATERAMA personnel complement.

GE THEATERAMA was designed by Phelps & Simmons & Associates, a San Antonio architectural firm, and R. L. Burney Construction Company of San Antonio was general contractor. Martin Wright Electric Company and the Dillard Corporation, both San Antonio firms, were electrical and mechanical sub-contractors, respectively.

General Electric's objective at HemisFair, according to Company spokesmen, is to offer the public the same type of entertaining show which attracted more than 15,697,000 people to Progressland during the two seasons at the New York Fair, and the more than 3 million who have already visited the Carousel of Progress at Disneyland since it opened in July, 1967.