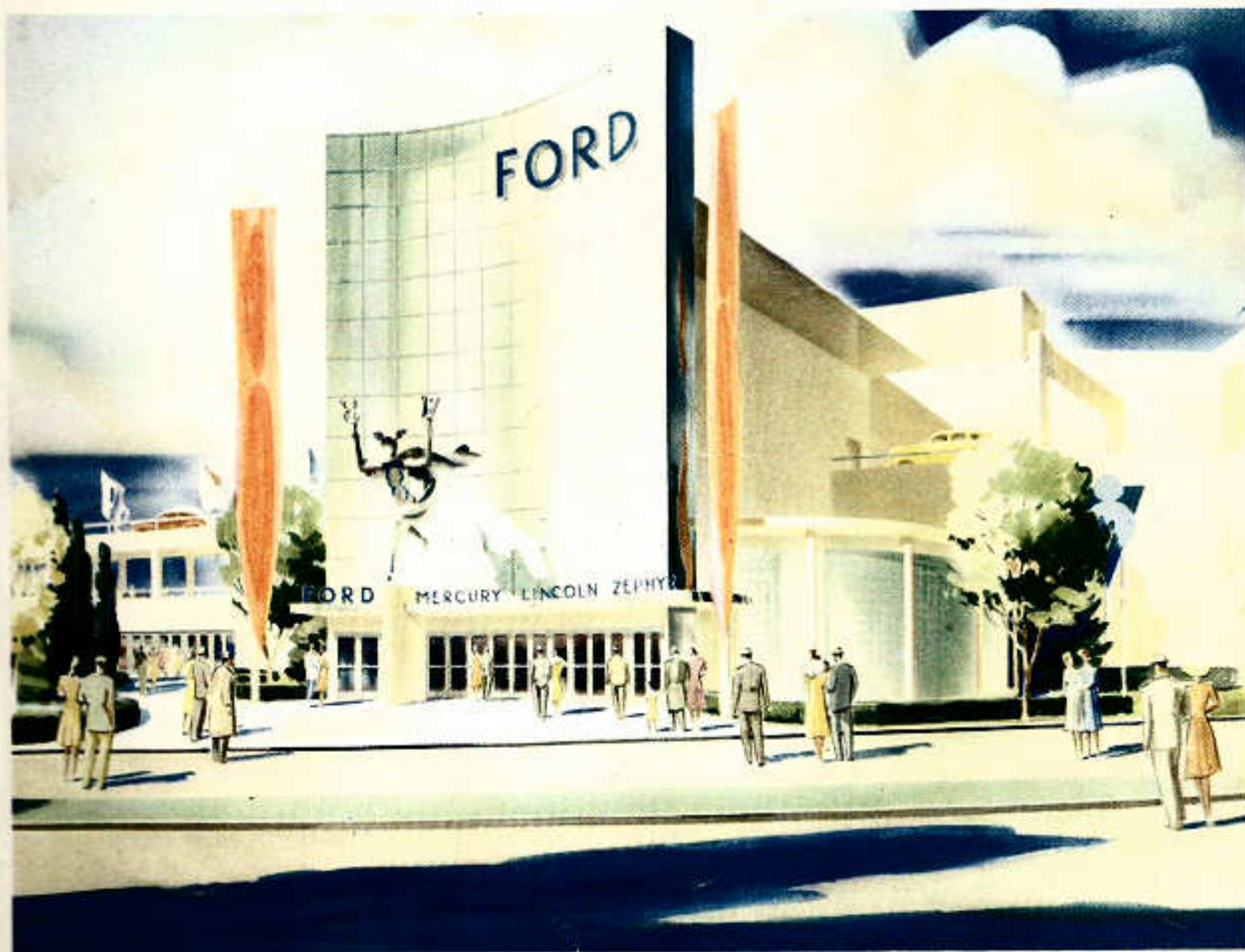


The FORD EXPOSITION *New York World's Fair—1940*



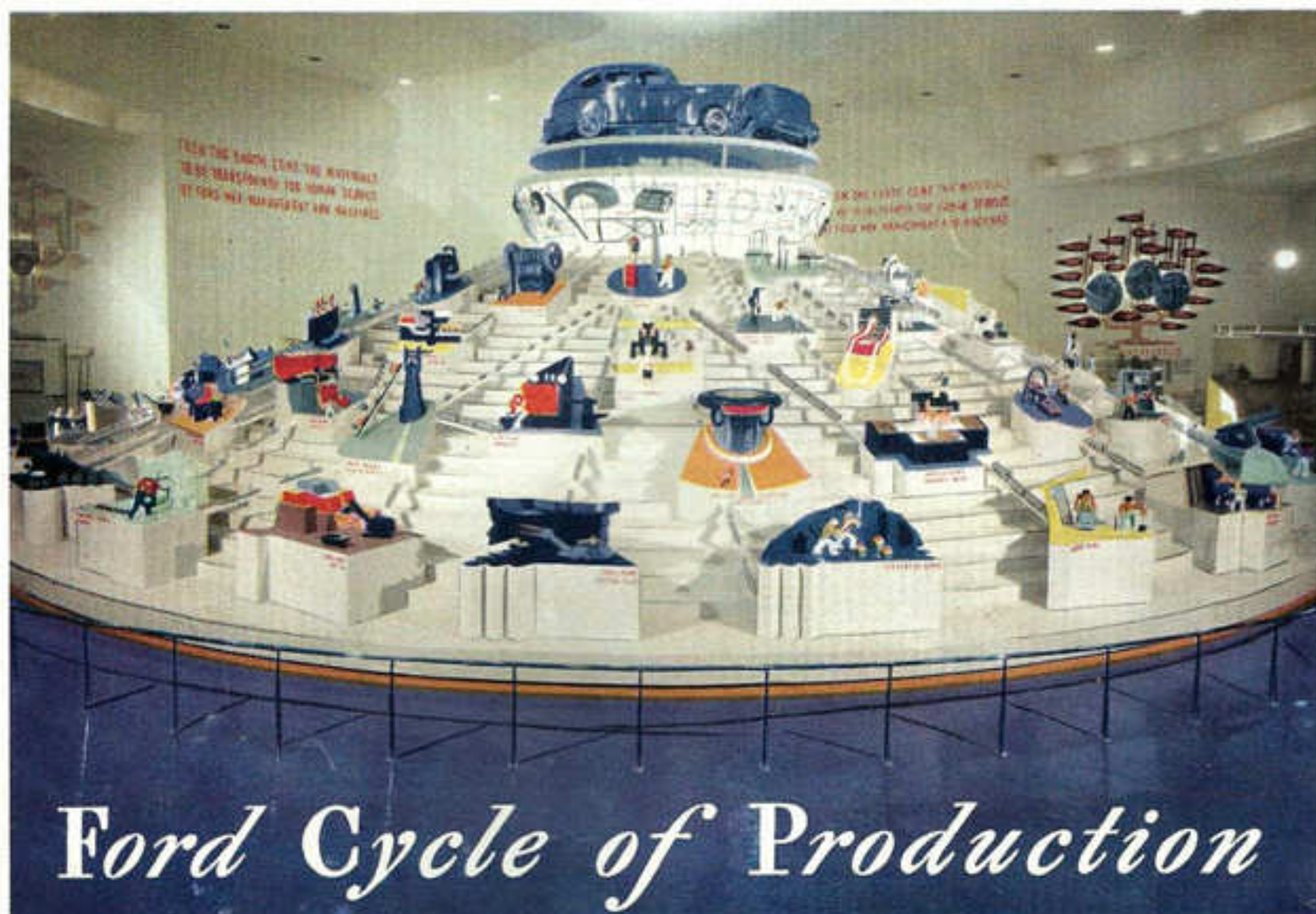
HENRY FORD has a conviction that progress comes when you show men's advanced ideas to other men. He believes that the exhibits at the World's Fair will help young people to gain inspiration for improvements that will be as important to the future as the motor car has been to the world of today. It is with that thought in mind that the Ford Exposition has been developed. This folder will help you to remember the highlights of your visit.

The Ford Exposition is strikingly mod-

ern, and many interesting features are evident even before you enter. At the main entrance is a twentieth century impression of the god Mercury, symbol of the swift, effortless magic of modern transportation. Dynamic in effect is the constant movement of the brightly colored Ford, Mercury and Lincoln-Zephyr cars on the Road of Tomorrow. Visitors who take the trip over the Road of Tomorrow have a fine view of the Fair,

for the Ford Building is located on the highest point of land within the Fair grounds.





THE INDUSTRIAL HALL of the Ford Exposition is dominated by a huge revolving exhibit called the "Ford Cycle of Production." It shows how the Ford Motor Company, pioneering the idea of a low-priced car that millions could afford to buy, has stimulated employment in every corner of the earth.

In its larger aspects, this exhibit is symbolic of the entire automobile industry today. It suggests how this industry spreads employment back from the hundreds of thousands

directly employed in the automobile plants—back through the thousands of suppliers of those plants—back to the raw materials, and the millions engaged in their production, transportation and early processing.

For this exhibit, 27 typical raw materials have been chosen, and the progress of each, through the processing stages to the finished car part, is shown by activated models. The whole exhibit, suggesting how raw materials are transformed by

men, management and machines to serve mankind, forms the background for all the other exhibits in the Industrial Hall.

The turntable itself is 100 feet in diameter, 30 feet high, and weighs almost 152 tons. It is floated on pontoons in a moat containing 20,000 gallons of water, and is revolved by a small two horsepower motor. There are 87 models in the exhibit, 142 human figures carved in wood and 133,600 individual moving parts.

Hundreds of hours of work were spent on some of the models to achieve the life-like movements of the figures. The great array of artists and craftsmen employed includes sculptors, pattern makers, electrical and mechanical engineers, wood carvers, painters, seamstresses, cabinet makers, plastic fabricators, art metal craftsmen, welders and blacksmiths.





The concerted demand of car owners for improved highways is leading not only to more miles of road, but to advanced highway design. To suggest the trend toward a special type of elevated highway for city driving, the Road of Tomorrow has been constructed as an integral part of the Ford Exposition Building.

On such roads there will be no intersecting streets, no traffic light delays. They can separate local and express traffic, or separate all motorized traffic from pedestrians. They

provide for a complete physical separation of opposing streams of traffic.

The spiral type of ramp is an important factor in our Road of Tomorrow, for it shows how traffic can be lifted to the express level in the heart of a city without wasting space. The Road is surfaced with a

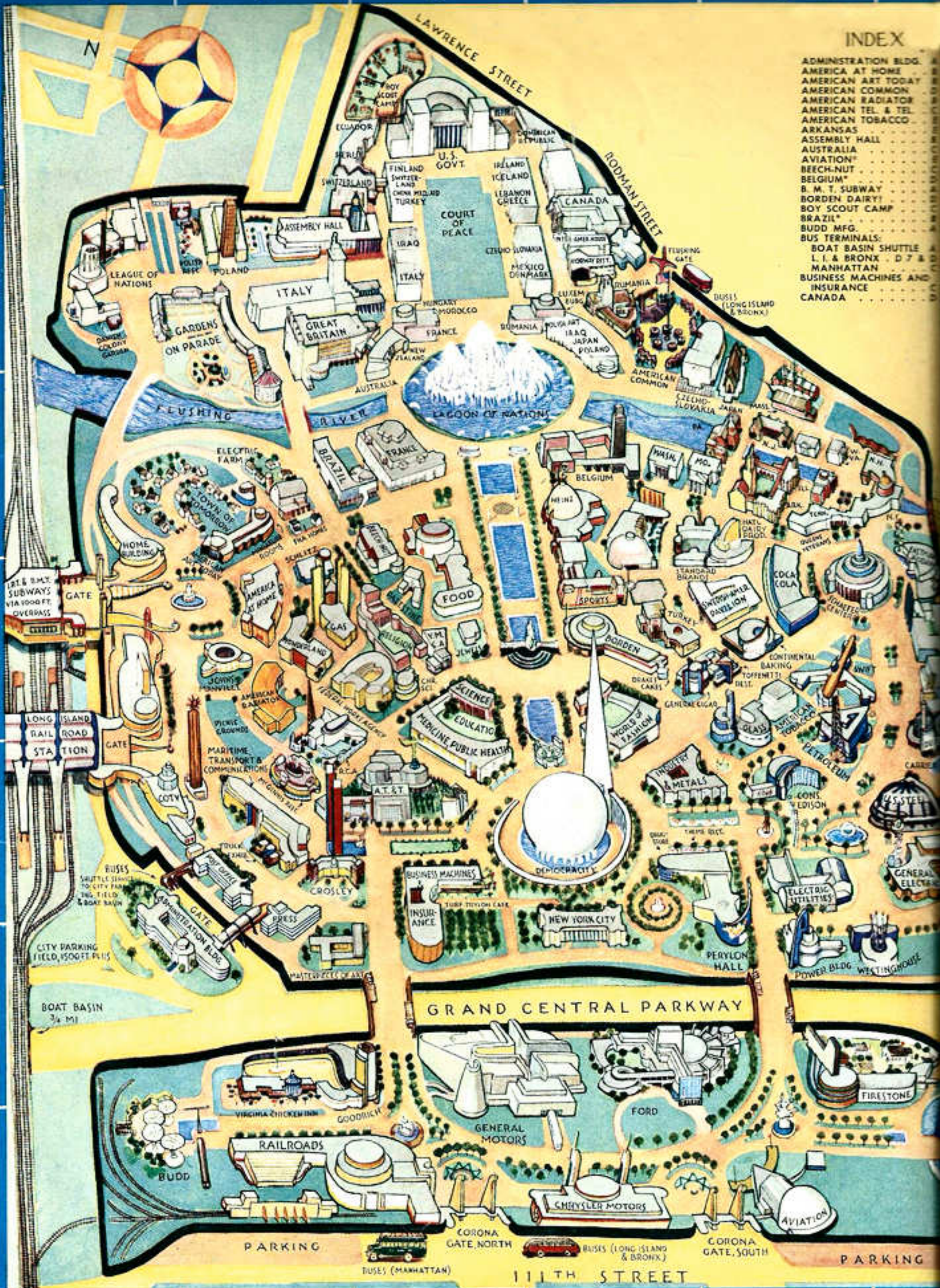
composition including cork and rubber, unusually quiet and with excellent non-skid properties.

Motorists of New York and points nearby already know the convenience of elevated highways. Traffic counts and time studies show that their savings to motorists are considerably greater than their cost.

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The Ford Exposition Building, landscaping and gardens together cover almost seven acres. In the Garden Court, shaded tables and chairs provide for the comfort of visitors, who are invited to rest and listen to the music of The New World Ensemble. In the orchestra shell there are four Novachords, the newest type of electronic instrument, and a Hammond electric organ. The musicians are under the direction of the famous composer and arranger, Ferde Grofé.

ADMINISTRATION BLDG.
 AMERICA AT HOME
 AMERICAN ART TODAY
 AMERICAN COMMON
 AMERICAN RADIATOR
 AMERICAN TEL. & TEL.
 AMERICAN TOBACCO
 ARKANSAS
 ASSEMBLY HALL
 AUSTRALIA
 AVIATION
 BEECH-NUT
 BELGIUM
 B. M. T. SUBWAY
 BORDEN DAIRY
 BOY SCOUT CAMP
 BRAZIL
 BUDD MFG.
 BUS TERMINALS
 BOAT BASIN SHUTTLE
 L. I. & BRONX
 D 7 & 8
 MANHATTAN
 BUSINESS MACHINES AND
 INSURANCE
 CANADA



CARRIER CORP. F 5
CHINA MEDICAL AID C 2
CHRISTIAN SCIENCE C 4
CHRYSLER MOTORS D 7
COCA-COLA E 4
CONSOLIDATED EDISON E 5
CONTINENTAL BAKING CO. E 4
COTY A 5
COURT OF PEACE C 2
CROSLY BLDG. B 5
CZECHO-SLOVAKIA D 3* & C 2
DANISH COLONY A 2
GARDEN D 5
DEMOCRACY D 2
DENMARK D 1
DOMINICAN REPUBLIC D 4
DRAKE'S CAKES D 5
DRUGSTORE F 5
DU PONT F 4
EASTMAN KODAK C 1
ECUADOR B 3
ELECTRIC FARM E 5
ELECTRIC UTILITIES F 5
ELGIN WATCH F 5
EMPIRE STATE BRIDGE F 5
EQUITABLE LIFE F 5
FHA HOMES B 3
FEDERAL WORKS C 4
AGENCY C 1
FINLAND E 6
FIRESTONE C 4
FOOD D 6
FORD C 3* & C 2
FRANCE B 2
GARDENS ON PARADE B 4
GAS WONDERLAND B 4

GATES:
ADMINISTRATION A 5
B.M.T. SUBWAY A 4
CORONA C 7 & E 7
FLUSHING D 2
INDEPENDENT SUBWAY G 4
L.R.T. SUBWAY A 4
LIBERTY LAKE J 6
LONG ISLAND R.R. A 5
SOUTH GATE K 5
TERRACE CLUB G 6
WORLD'S FAIR BLVD. G 5
GENERAL CIGAR E 4
GENERAL ELECTRIC F 5
GENERAL MOTORS C 6
GLASS E 4
GOODRICH C 6
GREAT BRITAIN B 2
GREECE C 2
HEINZ D 3
HOME BLDG. CENTER A 3
HUNGARY C 2
ICELAND C 1
ILLINOIS F 3
INDEPENDENT SUBWAY G 4
INDUSTRY & METALS D 5
INTER-AMER. HOUSE D 2
L.R.T. SUBWAY A 4
IRAQ C 2* & D 2
IRELAND C 1
ITALY B 2* & C 2
JAPAN E 31 & D 2
JEWELS C 4
JOHNS-MANVILLE B 4
LAGOON OF NATIONS C 3
LEAGUE OF NATIONS A 2
LEBANON C 2
LONG ISLAND STATION A 5
LUXEMBURG D 2
MARITIME TRANSPORT, COMMUNICATIONS B 5
MASSACHUSETTS E 3
MASTERPIECES OF ART B 6
McGINNIS B 5
MEDICINE, PUBLIC HEALTH C 5
MEXICO D 2
MINIATURE ROOMS B 3
MISSOURI D 3

MOROCCO C 2
NATIONAL DAIRY E 3
NEW HAMPSHIRE E 3
NEW JERSEY E 3
NEW YORK CITY D 6
NEW ZEALAND C 2
NORTH CAROLINA F 3
NORWAY RESTAURANT D 2
PALESTINE C 4
PENNSYLVANIA E 3
PERU C 1
PERYLLON HALL E 6
PETROLEUM E 4
PICNIC GROUNDS B 4
POLAND D 21 & B 2
POLISH ART EXHIBIT D 2
POLISH RESTAURANT B 2
POST OFFICE B 5
POWER BLDG. E 6
PRESS B 5
QUEENS VETERANS E 3
R.C.A. B 5
RAILROADS B 7
RELIGION C 4
RUMANIA D 2* & C 2
SCHAEFER CENTER E 4
SCHLITZ PALM GARDEN B 4
SCIENCE, EDUCATION C 4
SPORTS D 4
STANDARD BRANDS D 3
SWEDISH-AMER. PAV. E 4
SWIFT PACKING E 4
SWITZERLAND C 1
THEME RESTAURANT E 5
TENNESSEE E 3
TOFFENETTI E 4
TOWN OF TOMORROW B 3
TRUCK EXHIBITION B 5
TURF-TRYLON C 5
TURKEY D 4* & C 2
U. S. GOVERNMENT C 1
U. S. STEEL F 5
VIRGINIA CHICKEN B 6
WASHINGTON (STATE) D 3
WEST VIRGINIA E 3
WESTINGHOUSE F 6
WORLD OF FASHION D 4
Y.M.C.A. C 4

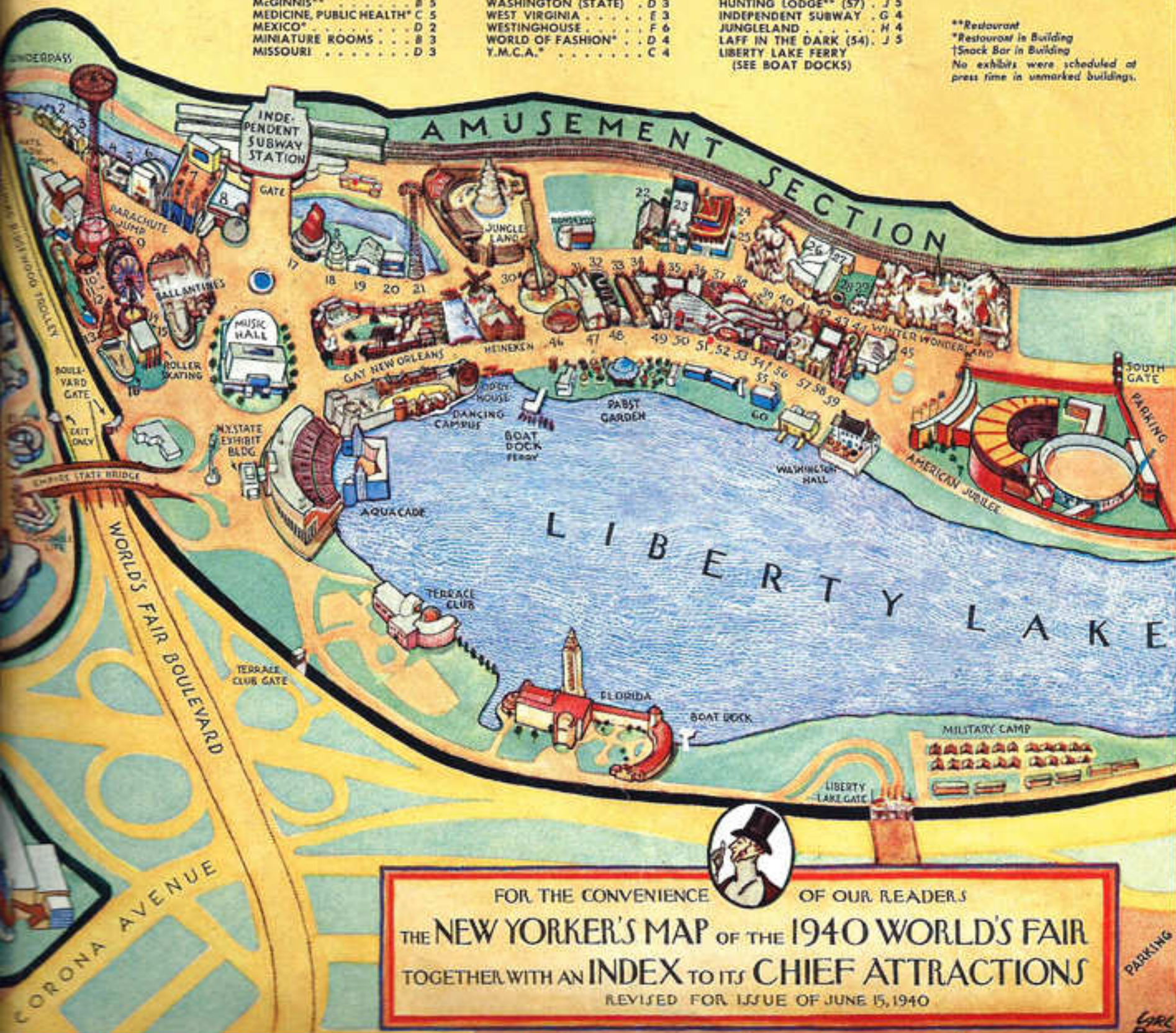
AMUSEMENT SECTION

(Buildings too small to be named on map are numbered)

ADVISORY COMM. F 4
AERIAL JOYRIDE (30) J 4
AMERICAN JUBILEE K 5
AQUACADE H 5
ARCHERY RANGE (58) J 5
ATWOOD J 5
AUTO DODGEM (47) J 4
BABY INCUBATOR (5) G 4
BALLANTINE'S G 4
BARBARY COAST J 4
BATTLE OF EMOTIONS (31) J 4
BOAT DOCKS J 5 & J 6
BOBSLED RIDE (44) J 4
BOWLING ALLEYS (39) J 4
BRASS RAIL J 4
BUITONI'S G 4
CAROUSEL (10) F 4
CARUSO J 4
CENTIPEDE RIDE (51) J 4
CHAMPAGNE BAR (4) G 4
CHILDREN'S
PLAYGROUND (16) G 5
COMET RIDE (32) J 4
CRIMSON TOWER (35) J 4
CYCLONE COASTER (50) J 4
DANCING CAMPUS H 5
FERRIS WHEEL (59) J 5
FERRIS WHEELS (11) G 4
FLORIDA J 6
FLYING SCOOTERS (14) G 4
FORBIDDEN TIBET (24) J 4
GAY NEW ORLEANS H 4
GLASS BLOWERS (2) F 3
HAWAII (22) J 4
HEINEKEN H 4
HOT AND COLD (26) J 4
HUNTING LODGE J 5
INDEPENDENT SUBWAY G 4
JUNGLELAND H 4
LAFF IN THE DARK (54) J 5
LIBERTY LAKE FERRY
(SEE BOAT DOCKS)

LIVE MONSTERS (48) J 4
MAGAZINE COVERS (18) H 4
MAGIC CARPET (42) J 4
MAGIC MOUNTAIN (13) G 4
MAYFLOWER 5 & 10 G 4
MIDGET AUTOS (33) J 4
MIDGET TOWN (7) G 4
MILITARY CAMP K 6
MUSIC HALL G 4
NATL. CASH REGISTER (17) G 4
NATURE'S MISTAKES (19) H 4
NEW YORK STATE BLDG. G 5
N. Y. ZOOL. SOC. (8) G 4
ODDITORIUM (38) J 4
OP'RY HOUSE H 5
OVER THE TOP (53) J 4
PARADE GARDEN J 5
PARACHUTE JUMP G 4
PENNY ARCADE (3) F 4
PENNY ARCADE (60) J 5
PLANTATION SHOW (34) J 4
QUEENS HOST HOUSE (1) F 3
ROLLER SKATING G 4
RONDEVOO J 4
SCROLL OF LIFE (36) J 4
SKY RIDE (21) H 4
SNAPPER (46) J 4
SPORT OF KINGS
GAME (40) J 4
TERRACE CLUB H 6
TRAP SHOOTING (20) H 4
TRIP AROUND WORLD (12) F 4
20,000 LEGS (29) J 4
WALL OF DEATH (56) J 5
WAR MUSEUM (25) J 4
WASHINGTON HALL J 5
WATER BUGS (28) J 4
WHALE FAMILY (37) J 4
WHIP RIDE (52) J 4
WHITE WAY CASINO (45) J 5
WHY DO (6) G 4
WINTER WONDERLAND J 4
ZOMBIE J 4

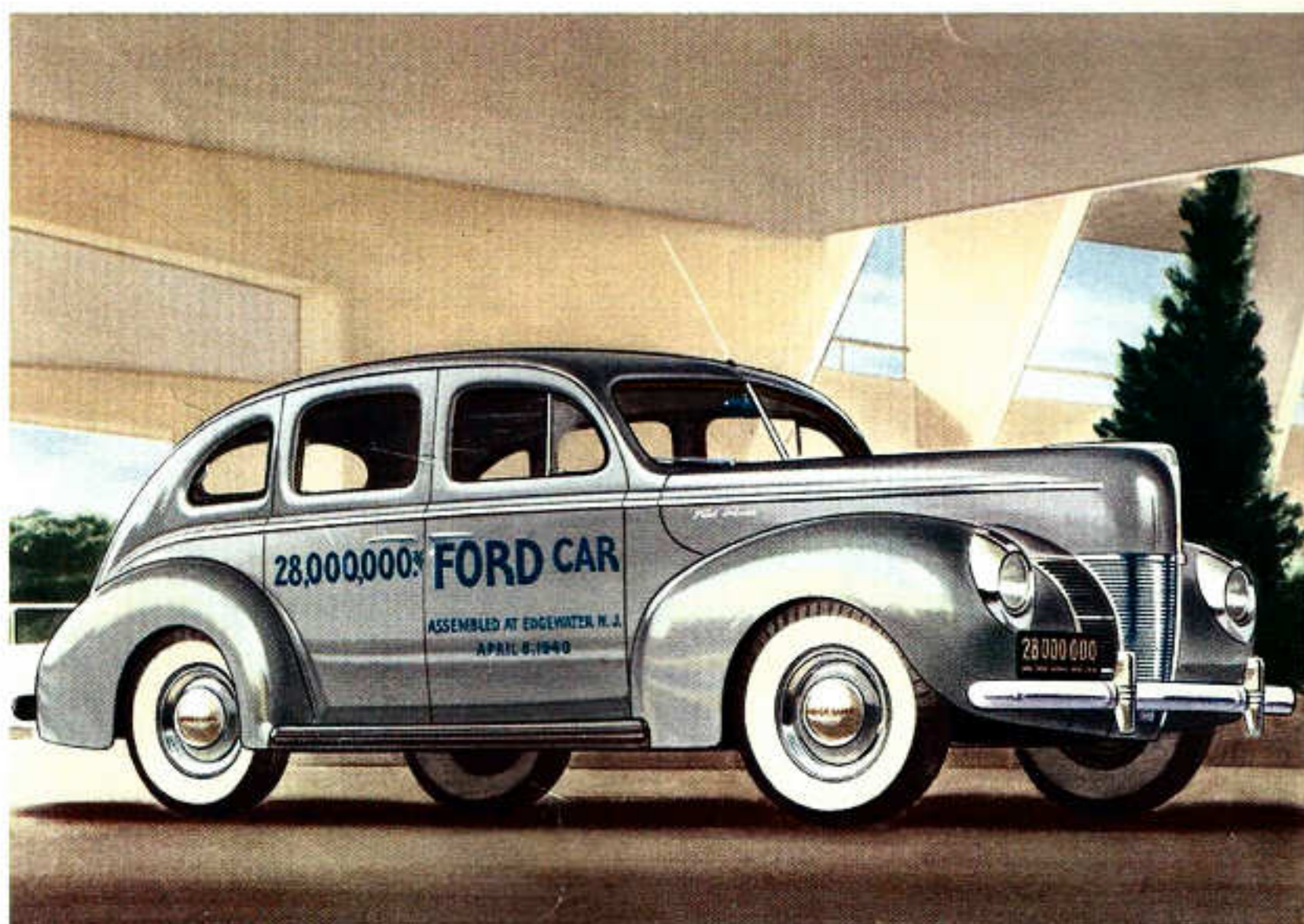
**Restaurant
*Restaurant in Building
†Snack Bar in Building
No exhibits were scheduled at press time in unmarked buildings.



FOR THE CONVENIENCE OF OUR READERS
THE NEW YORKER'S MAP OF THE 1940 WORLD'S FAIR
TOGETHER WITH AN INDEX TO ITS CHIEF ATTRACTIONS
REVISED FOR ISSUE OF JUNE 15, 1940

On display at the Fair after Ford Day, June 16

THE 28,000,000th FORD CAR



On April 8, the 28,000,000th Ford car came off the assembly line. Since then it has visited Mexico, Canada and the San Francisco Fair. Beginning Sunday, June 16, Ford Day at the New York World's Fair, it will be on display in the Ford Exposition Building.

UNDER one management, the Ford Motor Company has built and sold 28,000,000 cars. No other maker even approaches this total. No other has so many cars on the road today.

How has it been done?

Not by building a "cheap" car. People do not go on buying a "cheap" product for thirty-seven years.

Not by squeezing workers to achieve a low price. The Ford Motor Company took the lead years ago in paying higher wages,

shortening hours and improving working conditions.

Not by monopolistic methods. Henry Ford has always encouraged competition. He has made his company's inventions and technical advances available without charge to any one who wanted to adopt them.

Free competition in the industry has presented a constant challenge to find ways of offering better and better value to the public.

The Ford Motor Company holds the lead in total number of cars built and

sold because it has met this challenge with more than ordinary vision and skill—backed by a set of business principles which the American people respect and approve.

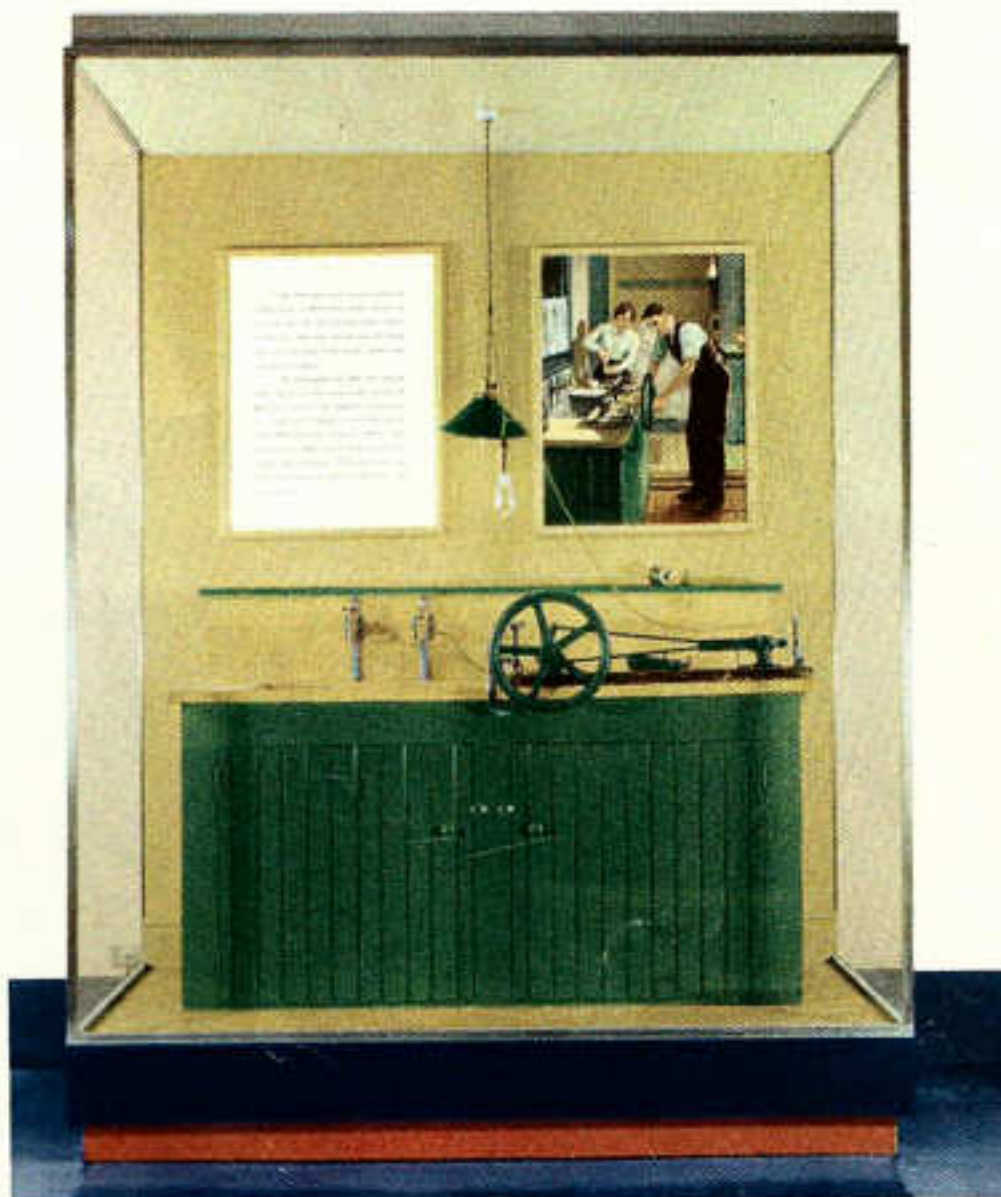
As these 28,000,000 cars have been produced, the company's experience has continued to accumulate. Its facilities have continued to increase. Profits have been turned back into the business to provide the means for offering still greater value.

The Ford Motor Company today knows how to build a better car than it has ever built—it has the resources to build it—and it is building it. In the few moments it has taken you to read this, half a dozen of the finest Ford cars that have yet been built—part of the twenty-ninth million—have come off the assembly lines.

Three FAMOUS FIRSTS

HENRY FORD'S FIRST ENGINE

In a glass case, in the Entrance Hall, is the first engine built by Henry Ford in 1893. The cylinder is a piece of one-inch gas pipe; practically the entire engine was made from scrap pieces and cost about a dollar. On December 22, 1893, the engine was clamped to the sink in the kitchen of Mr. Ford's home. He turned the flywheel while Mrs. Ford fed gasoline drop by drop to the intake valve. After the engine ran for about half a minute, Mr. Ford shut it off and started to work on a larger one . . . for his first car.



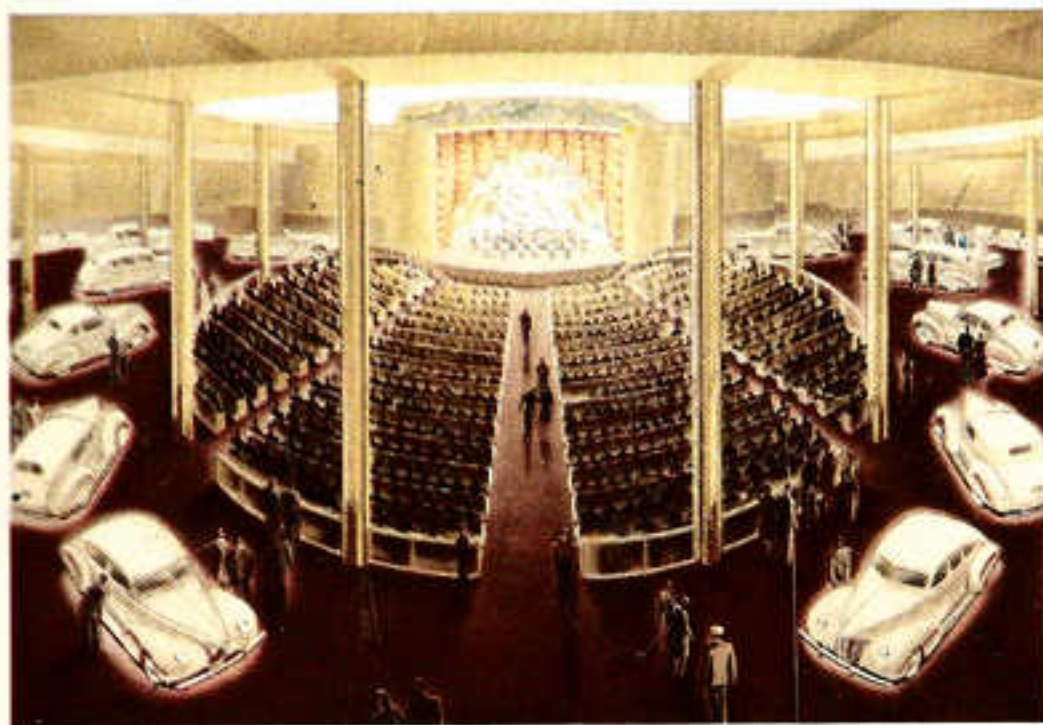
HENRY FORD'S FIRST CAR

In the Entrance Hall is the first car built by Henry Ford. On a May morning in 1896, Mr. Ford pushed the car out of the little brick shop behind his home at 58 Bagley Avenue, Detroit. The engine sputtered and ran; the car shook and then bumped over the cobblestone drive. A dream had come true. This was the first car ever built in Detroit, which later became the automobile center of the world.

FORD MOTOR COMPANY'S FIRST MODEL

Third of the "famous firsts" is the two cylinder Model A, first model built by the Company after its founding in 1903. It was known as a Touring Car, although it seated only two. A tonneau attachment was available, which raised the seating capacity of the car to four persons. As a touring car, it sold for \$850.





THE FORD PLAYHOUSE

The theater in the Ford Building is located in an entirely new wing, and was one of the major building projects for the 1940 New York World's Fair. It has a revolving stage of the most modern type. Shows of a varied nature are presented here throughout the day. They include an original ballet, a style show, and an unusually interesting motion picture entitled "Symphony in F"—inspired by the activated models in the Ford Cycle of Production.

THE MOBILE MURAL

The huge moving mural designed by Henry Billings suggests the dependence of modern industry upon the pure sciences. Its theme is expressed as follows: "Man can change the form of energy, but he can neither create nor destroy it. The sun pours energy upon the earth, where it is stored in many forms. By controlling the channels through which it flows, as it changes from one form to another, industry harnesses this energy for the benefit of man."



The Ford Exposition is designed for your entertainment and information. It presents swiftly and clearly the fascinating story of the truly modern automobile. We will be glad to have your comments on what feature of the Exposition interests you most.

One impression, we feel sure, is bound to emerge clearly. That is the care, the quality of materials, the methods and resources that combine to produce remarkable value for your money when you buy a car built by the Ford Motor Company.

The complete line of cars—the Ford, De Luxe Ford, Mercury, Lincoln-Zephyr — and Ford Trucks, Tractors and Commercial Cars—is on display at the Ford Exposition. Your visit provides an excellent opportunity to study them in detail and learn why each represents the greatest possible value in its price class.