

A TALK GIVEN ON THE
Ford Sunday Evening Hour

*Inspired By
a Fair*



By W. J. Cameron

April 30, 1939



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FORD MOTOR COMPANY

Dearborn, Michigan

MID diplomatic alarms and militaristic excursions, now happily receding in importance, the United States has calmly built a great exposition in which part of the world of today will indicate what it thinks the World of Tomorrow will be. Not that anyone need expect to see the World of Tomorrow on the Flushing Meadows at New York—probably a lot of it will die of having been shown today. But Fairs have their theme songs: Philadelphia in '76 celebrating the centenary of the Declaration of Independence; Chicago, in 1933 and '34, attempting to sum up A Century of Progress; San Francisco this year presenting in a thrillingly beautiful setting the glamor of the Golden West; while at New York the theme song is "The World of Tomorrow."

Like the rest of the future, *that* world began some time ago. We are already well across its threshold. And though it is by no means in full view as yet, we know it will hardly be so bizarre as eager young designers would make it, nor yet so uncouth in so many ways as the world we see today. But, after all, it is a mere play on words to speak of the World of Today or the World of Tomorrow. Isn't it always the World of Today, and can we run away from it without finishing it? Isn't that what we *mean*—that we are seeking how to rectify and harmonize and complete the World of Today? The Fair may have a greater influence in that direction than we can now forecast. It may spark in some young minds ideas that will have tremendous power in realizing for tomorrow *today's* possibilities.

Here is an illustration of that. Forty-six years ago—that would be in 1893—a young Detroit engineer, 30 years old, set out for Chicago to see the Columbian Exposition—the World's Fair. It celebrated—a year late—the 400th anniversary of the discovery of America.

He saw something there that may fairly be said to have founded the American automobile industry. That was in the month of August. Had we been in that young engineer's home the following December just before Christmas, we might have seen him working over an old-fashioned wooden kitchen sink making an experiment based on what he had seen at the Columbian Exposition. Fastened to a plank that was clamped to the sink was a little engine made of a piece of ordinary gas pipe, a simple piston, a small flywheel turned by hand, two ordinary brass check valves, a pair of gears and a little oil cup. The cord of the electric light above the sink had been split to create a circuit, one strand of the wire being the spark, the other grounded on the water tap. The young engineer was trying to find if he could make gasoline do, *in a much simpler way*, what he had seen it do at Chicago. Of course, he could not start the flywheel and handle the gasoline at the same time, so his young wife stood by feeding gasoline, drop by drop, to the intake valve. And in that kitchen there came that December evening the insistent put-put-put of tiny explosions that have since echoed round the world.

That kitchen sink and that original gas pipe engine will be on exhibition at the New York Fair as testimony of what Henry Ford believes Fairs may do for people—for, as you have already guessed, he was the young engineer of 1893. As he sees hundreds of thousands of the nation's youth this summer absorbing the spirit of that vast panorama of progress he will feel that upon some of them the vision will arise, within some of them a torch will be lighted that will illumine the farther reaches of the path. It is in this thought—in this *belief*, rather—that Mr. Ford has put so much of his time and work in

personally preparing the Ford exhibit at the Fair.

That is the *permanent* value of great expositions. Of course, they have other values. Fairs have served from oldest times for travel, trade and education. Many ancient religious festivals and pilgrimages were essentially great Fairs. In this year's New York Fair, 61 foreign nations are exhibitors—which alone should inform us of other people's achievements. And 38 of our own states have exhibits that should help us get a view of our own country. As a source of entertainment, Fairs are in a class by themselves. But their *permanent* value is their power to spark the minds of those who are to carry on. It is perhaps a growing sense of this that has rendered our great Fairs increasingly worthy with the years.

Now we are to have a few moments at New York and then we all return to complete our Sunday Evening Hour here.

Young Henry Ford went to the Fair

It was summer, 1893. The Chicago World's Fair was crowded, clamorous, exciting. But a thirty-year-old mechanic named Ford forgot everything else as he studied a small gasoline engine mounted on a fire hosecart. He had been working a long time to develop just such a power-plant. Here was proof that his plans were sound! He hurried home to his little shop in Detroit, and by 1896 produced a horseless carriage that would really run.

OUT of that early Fair came a Ford conviction, as well as a Ford car. The conviction that expositions are education. The conviction that if you show men's most advanced ideas to the minds of other men, progress is inevitable and everybody benefits.

That's why the Ford Motor Company has been a big exhibitor at every

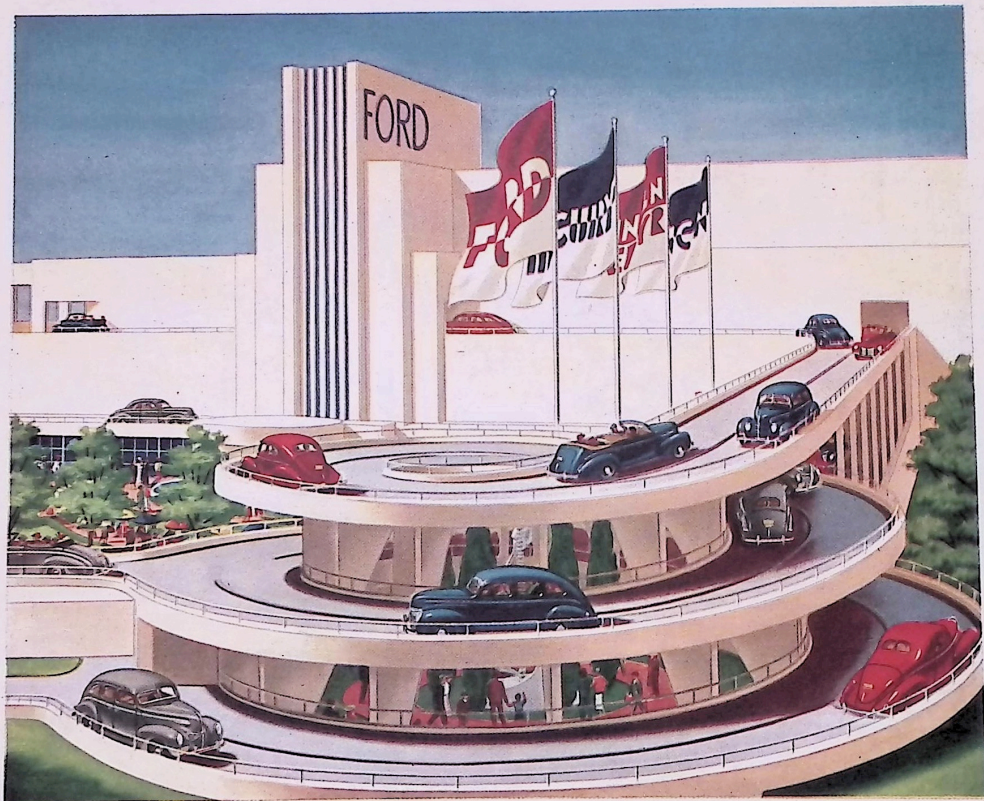
important fair since its founding. And that's why Ford is one of the largest industrial exhibitors at the New York World's Fair this year.

Mr. Ford believes that all these exhibits will help eager young people to gain inspiration and knowledge for inventions that will be as important to the world of

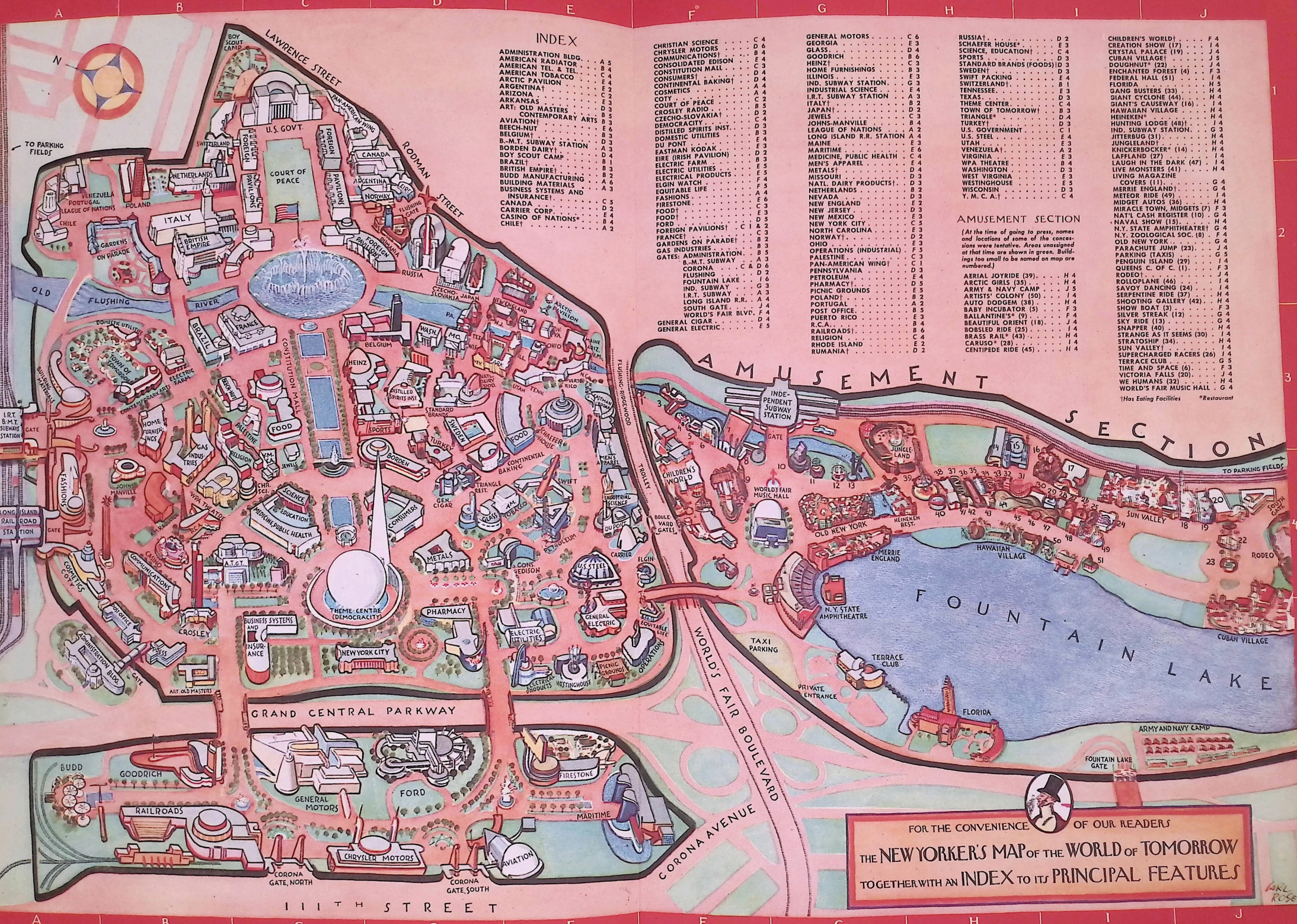
tomorrow as mass motor car production has been to the world of today.

You are cordially invited to visit the Ford Building, shown below.

Here a ride on the Road of Tomorrow will give you a grand view of the entire Fair. Here you can watch the complete cycle of Ford production on a tremendous turntable, with striking lighting and moving figures. Here, too, you'll see the world's first animated mural, and many actual production and testing operations which highlight the quality of all Ford-built cars.



The Ford Building, above, also appears in section D5 of the World's Fair Map which occupies the next two pages. This view shows part of the Road of Tomorrow and the elm-shaded patio, where visitors may rest and relax.



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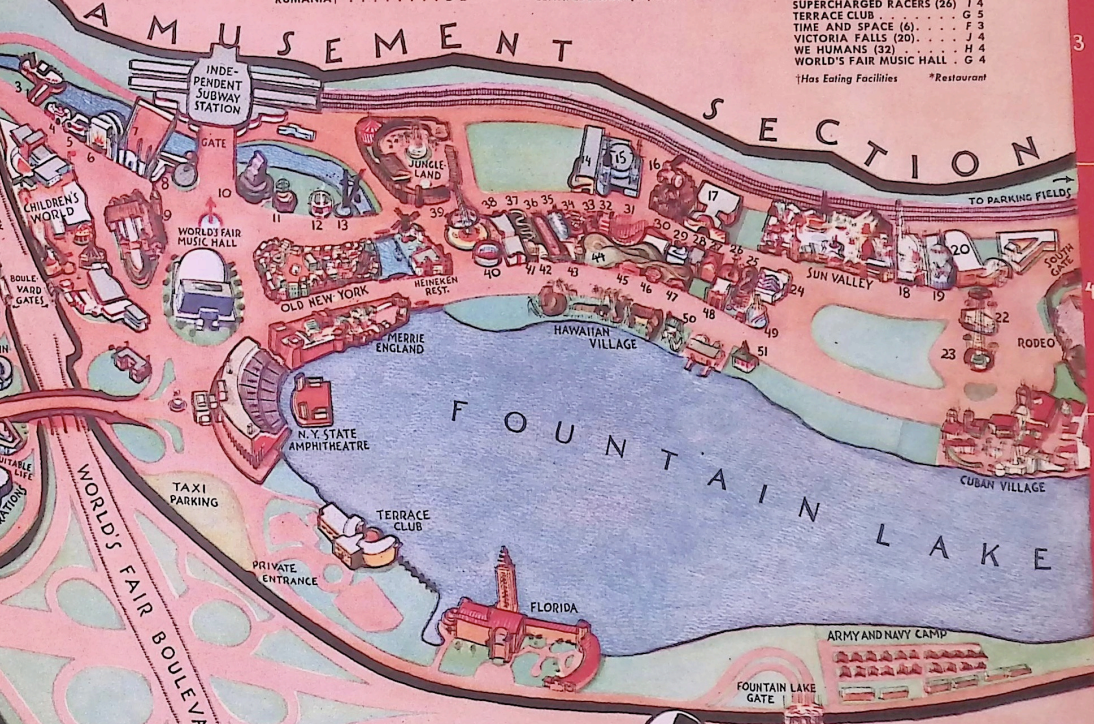
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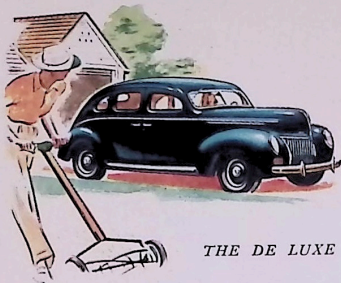
AMUSEMENT SECTION

(At the time of going to press, names and locations of some of the concessions were tentative. Areas unassigned at that time are shown in green. Buildings too small to be named on map are numbered.)

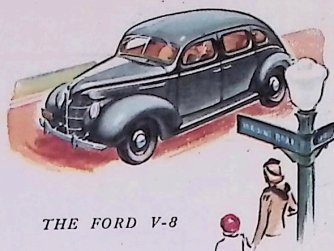


FOR THE CONVENIENCE OF OUR READERS
 THE NEW YORKER'S MAP OF THE WORLD OF TOMORROW
 TOGETHER WITH AN INDEX TO ITS PRINCIPAL FEATURES

ARKL ROSE



THE DE LUXE FORD V-8



THE FORD V-8

How Ford Serves the World of Today

In the five quality cars shown on this page, you have the definite advantages of large-scale manufacturing.

They come from the huge, modern plants of the Ford Motor Company—where Ford ships bring coal, iron ore and crude rubber—where gas, coke, iron, steel, glass, plastic and Ford tires, as well as cars, are made.

Here, where production processes can be controlled completely, Ford has found many ways to increase quality and decrease cost. *And the sum of all these savings is passed along to you in the form of greater value.*

That is true of the Ford, which has served more motorists than any other car—faithfully, and at low cost.

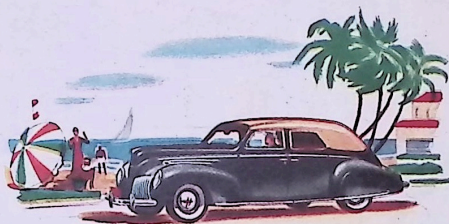
It is true of the Lincoln, which is built to be the finest possible car—without regard to cost. And it is equally true of every car in this broad line.

With so wide a selection, it's easy to find a car that fits your ideas of size, style, power and price *exactly*. But whichever you choose, wherever you drive, you'll have the assurance that fine materials, honest workmanship and rugged reliability go with you all the way!

F O R D M O T O R C O M P A N Y



THE MERCURY 8



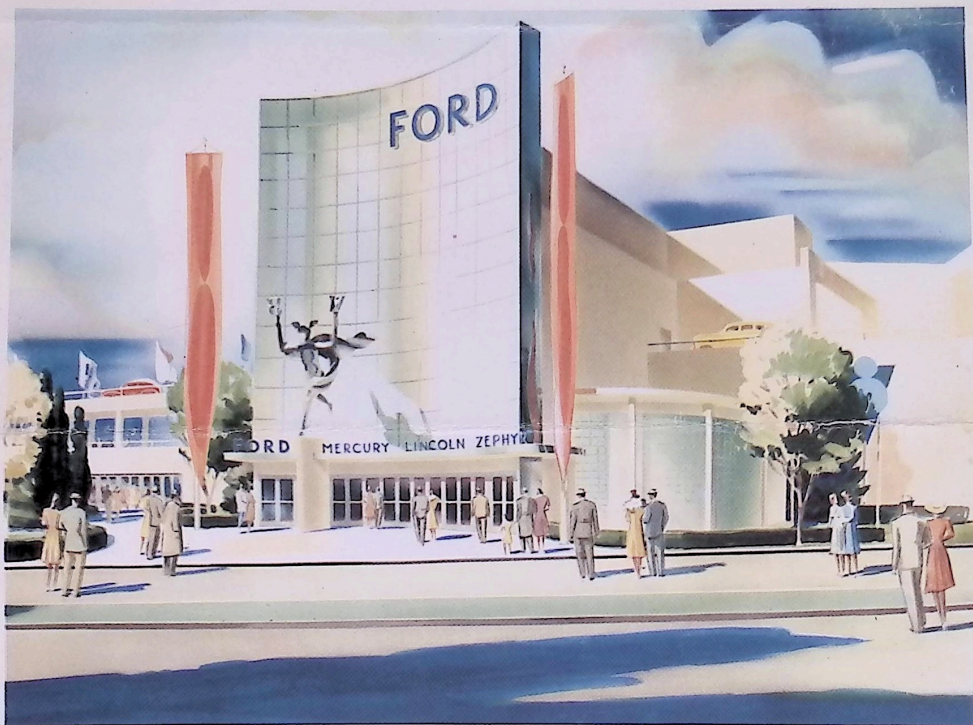
THE LINCOLN-ZEPHYR V-12



THE LINCOLN V-12

10-

The
FORD EXPOSITION
New York World's Fair - 1940



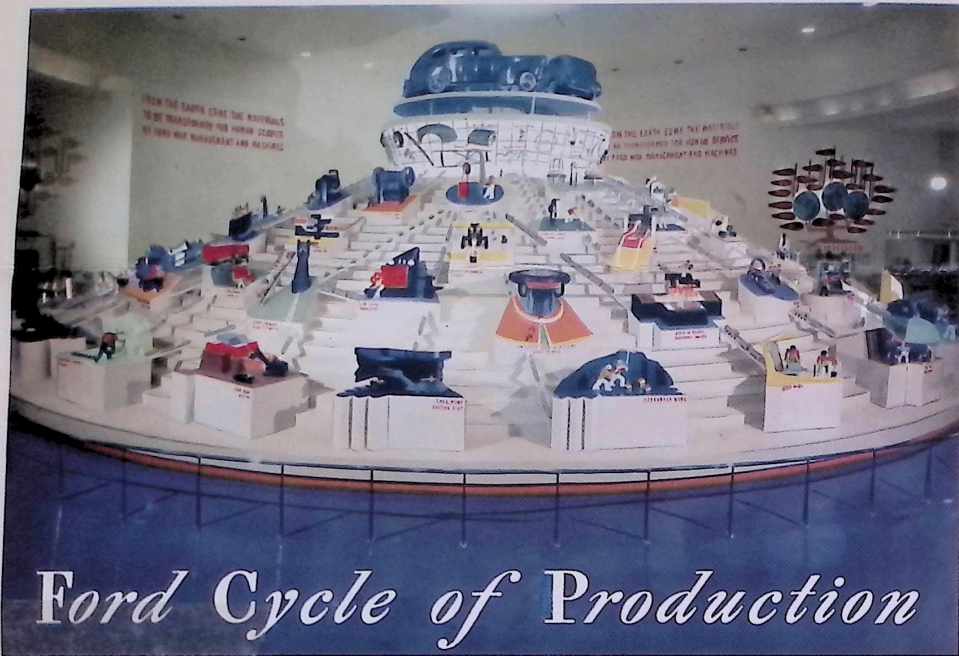
HENRY FORD has a conviction that progress comes when you show men's advanced ideas to other men. He believes that the exhibits at the World's Fair will help young people to gain inspiration for improvements that will be as important to the future as the motor car has been to the world of today. It is 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.





Ford Cycle of Production

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

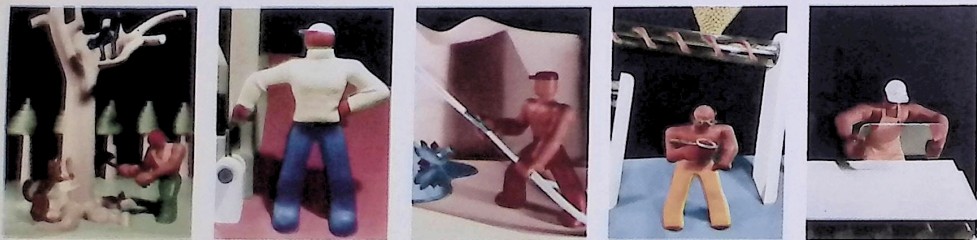
directly employed in the automobile plants—back through the thousands of suppliers of those plants—back to the raw materials, and the millions engaged in their production, transportation and early processing.

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.

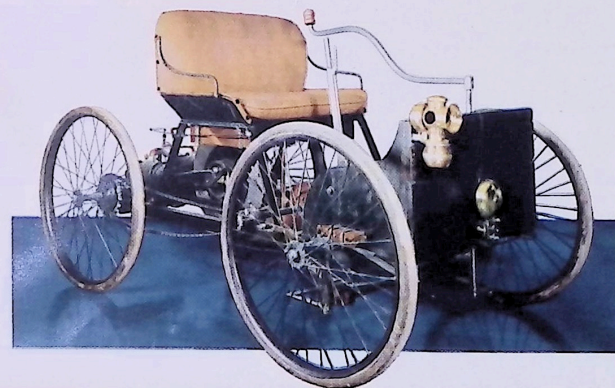
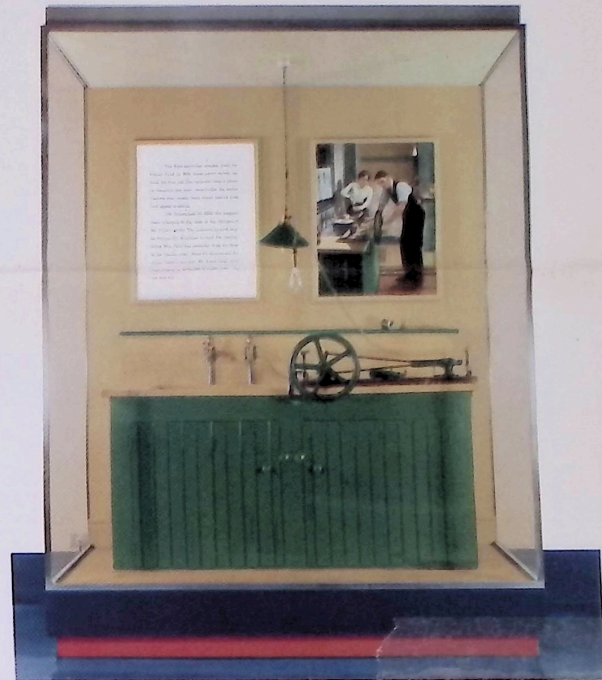
Hundreds of hours of work were spent on some of the models to achieve the life-like movements of the figures. The great array of artists and craftsmen employed includes sculptors, pattern makers, electrical and mechanical engineers, wood carvers, painters, seamstresses, cabinet makers, plastic fabricators,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



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.

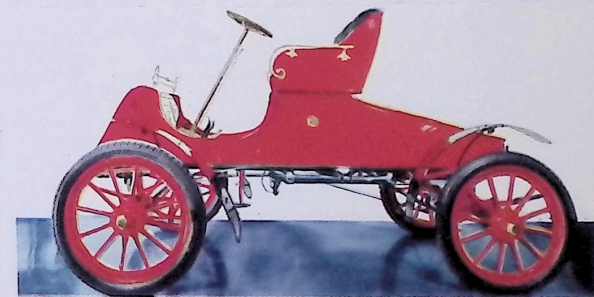


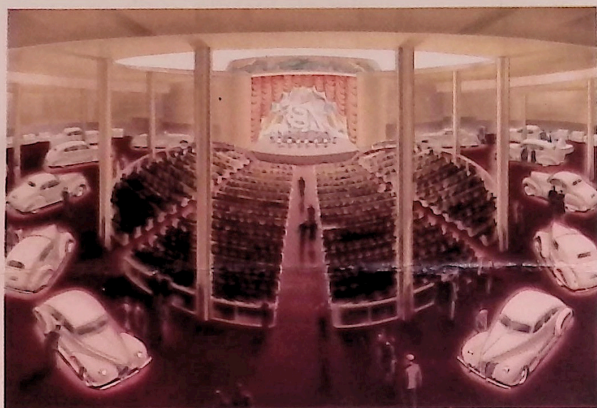
HENRY FORD'S FIRST CAR

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.



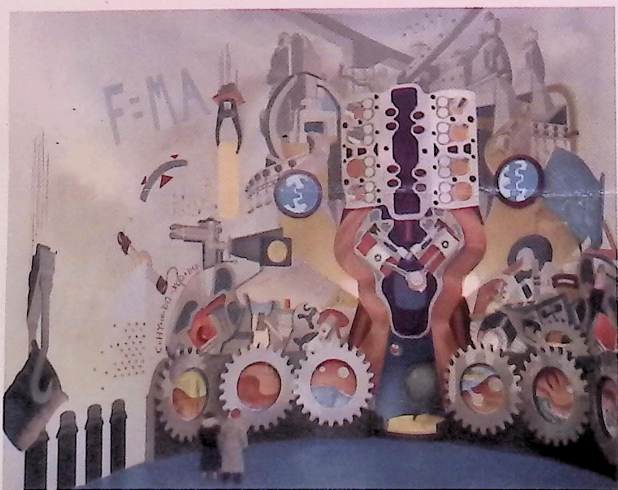


THE FORD PLAYHOUSE

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.

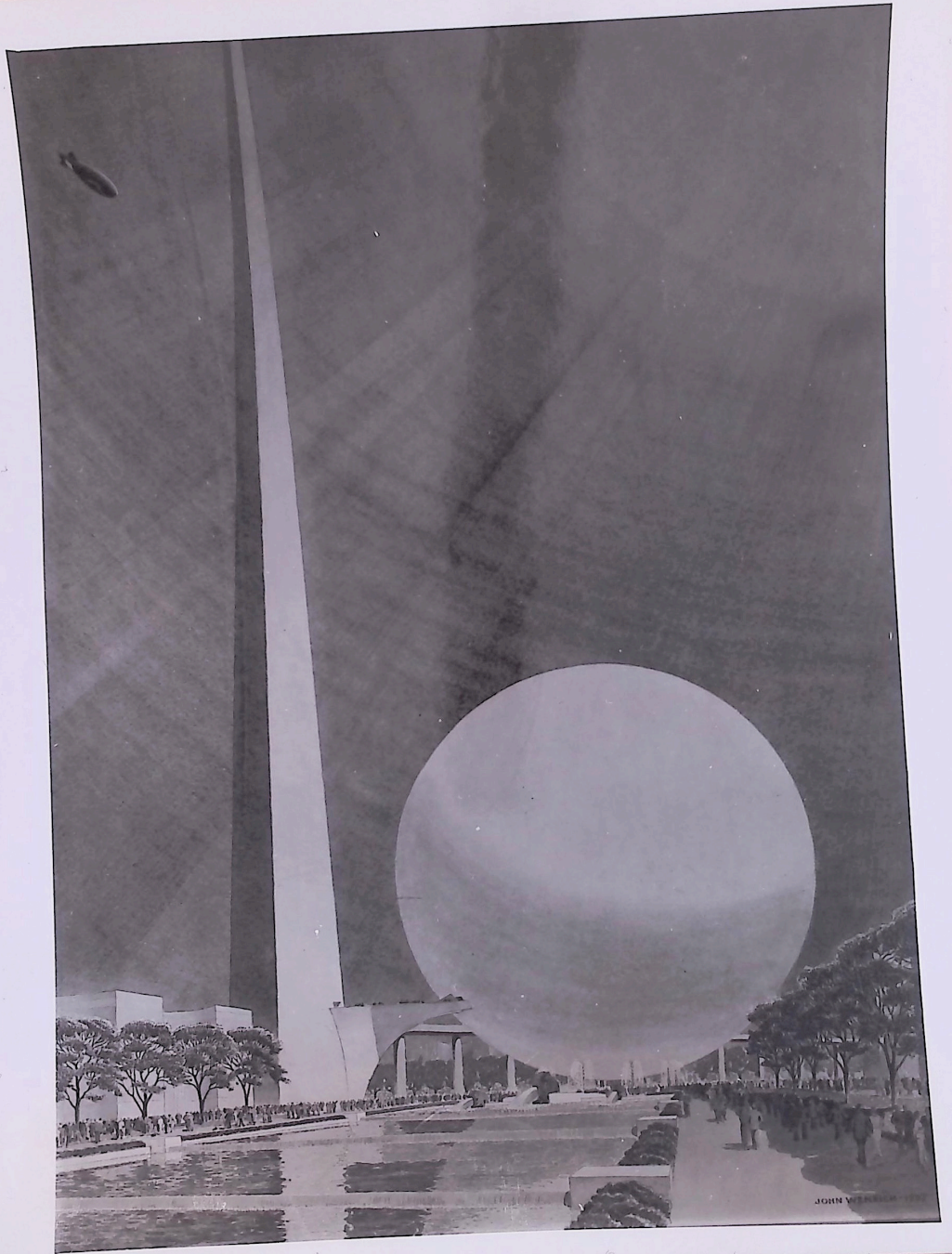


Central Mall

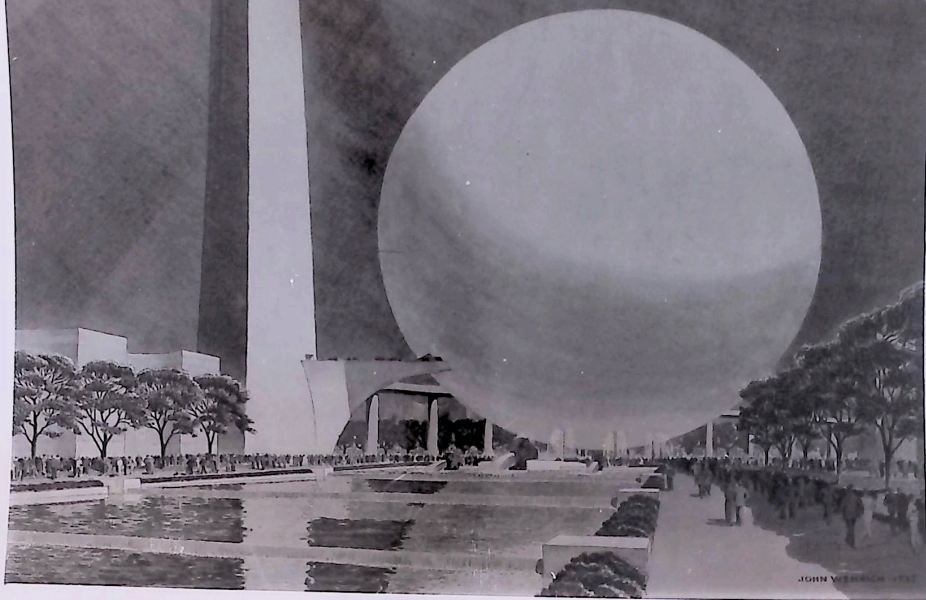
Please return to the
Fashion & Merchandising Department
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New York

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JOHN W. BROWN 1928



KEY BUILDINGS OF THE NEW YORK WORLD'S FAIR

Artist's sketch of the 200-foot Perisphere within which visitors to the New York World's Fair of 1939 will view, from a revolving platform suspended in mid-air, a dramatization of the World of Tomorrow. Clusters of fountains will screen the piers supporting the Sphere so that the great ball will appear to be poised on jets of water. The 700-foot triangular Trylon at the left - a unique architectural form - will serve as a Fair beacon and broadcasting tower.

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