



“Geograph” at Ford’s Wonder Rotunda

Electronic tabulator registers visitors from everywhere

A DISTINCTIVE buzzing has been heard in the vicinity of the Ford Wonder Rotunda ever since the New York World’s Fair opened in April. The buzzing, not unlike the sound of a beehive, comes from electronic tabulators of Ford Motor Company’s aptly named “Geograph.”

Unique in the history of international expositions, the Ford “Geograph” rings up attendance patterns like miles on a car’s odometer. On the very first day of the Fair, people watching the “Geograph” dials were amazed to see visitors register from every state in the union and nearly every part of the world.

By mid-summer, New York State led all others in Fair attendance. Pennsylvania soon passed nearby New Jersey, Connecticut and Massachusetts in the parade of states, with distant California quickly establishing itself in sixth place. Others in the top ten: Florida, Ohio, Georgia and Illinois.

Canada forged to the front in the international derby, while the West Indies spurred past Germany, with Mexico in fourth place among nations.

There was no mistaking as the Geograph buzzed on that the Ford Wonder Rotunda had become a crossroads for the world. ■