

FORD NEWS

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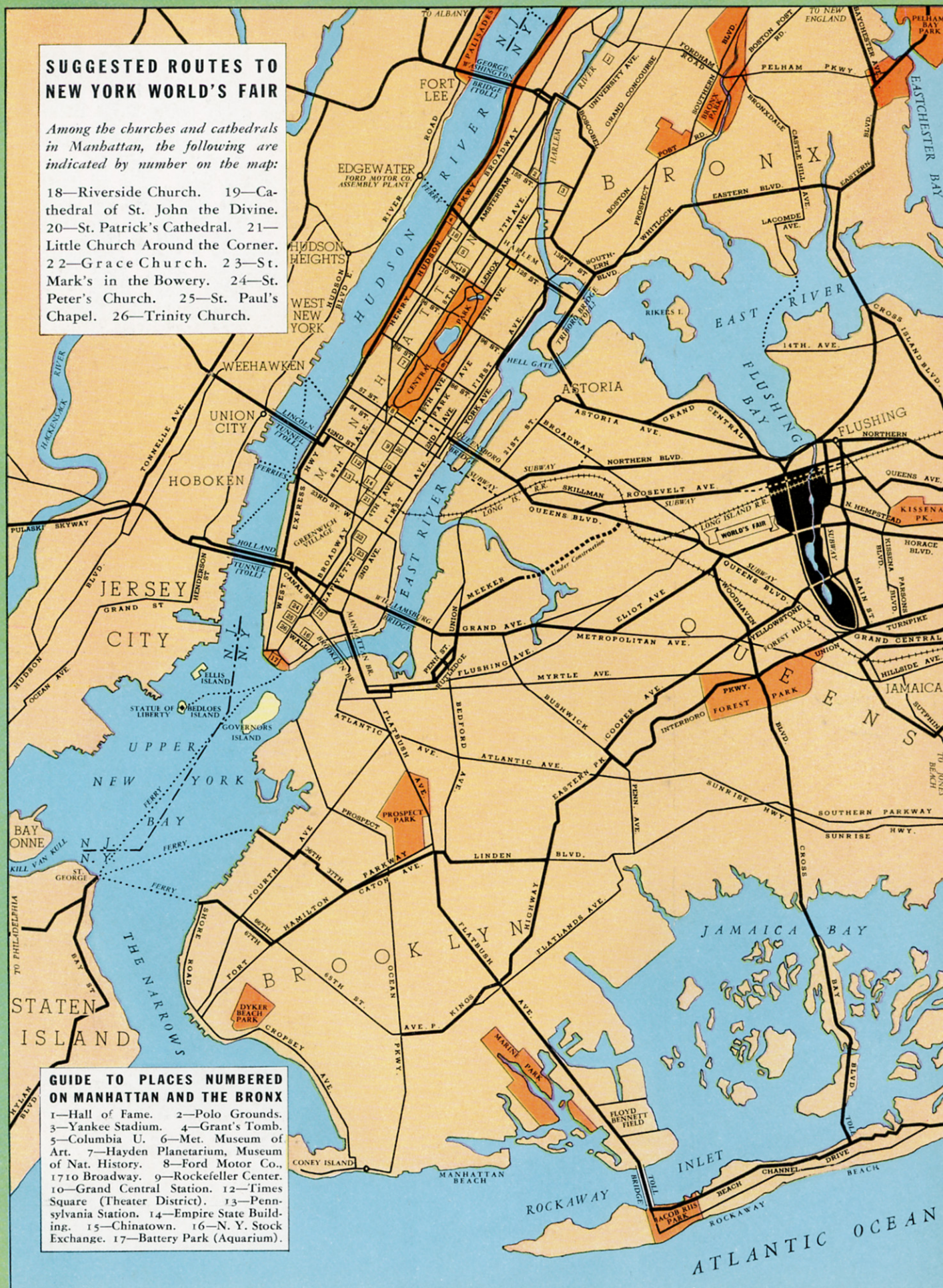


*The New York
World's Fair
1939*

SUGGESTED ROUTES TO NEW YORK WORLD'S FAIR

Among the churches and cathedrals in Manhattan, the following are indicated by number on the map:

- 18—Riverside Church. 19—Cathedral of St. John the Divine.
20—St. Patrick's Cathedral. 21—Little Church Around the Corner.
22—Grace Church. 23—St. Mark's in the Bowery. 24—St. Peter's Church. 25—St. Paul's Chapel. 26—Trinity Church.



GUIDE TO PLACES NUMBERED ON MANHATTAN AND THE BRONX

- 1—Hall of Fame. 2—Polo Grounds.
3—Yankee Stadium. 4—Grant's Tomb.
5—Columbia U. 6—Met. Museum of Art.
7—Hayden Planetarium, Museum of Nat. History. 8—Ford Motor Co., 1710 Broadway. 9—Rockefeller Center.
10—Grand Central Station. 12—Times Square (Theater District). 13—Pennsylvania Station. 14—Empire State Building.
15—Chinatown. 16—N. Y. Stock Exchange. 17—Battery Park (Aquarium).



■ ENCIRCLING THE FORD EXPOSITION IS THE FUTURISTIC ROAD OF TOMORROW

■ UNVEILING WORLD OF TOMORROW, ON FAIR ADMINISTRATION BUILDING



THE WORLD OF Tomorrow



AIR VIEW OF NEW YORK FAIR—
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ON THE last day of this month, today's world will commence looking into the World of Tomorrow. The future will not be conjured from the depths of crystal balls but will be revealed in a magical city which has risen from a dump heap, within ten minutes by subway from midtown Manhattan. There, in steel and concrete and shimmering glass, architects, scientists, engineers and artists of America, her far flung possessions and more than sixty nations are presenting New York World's Fair 1939.

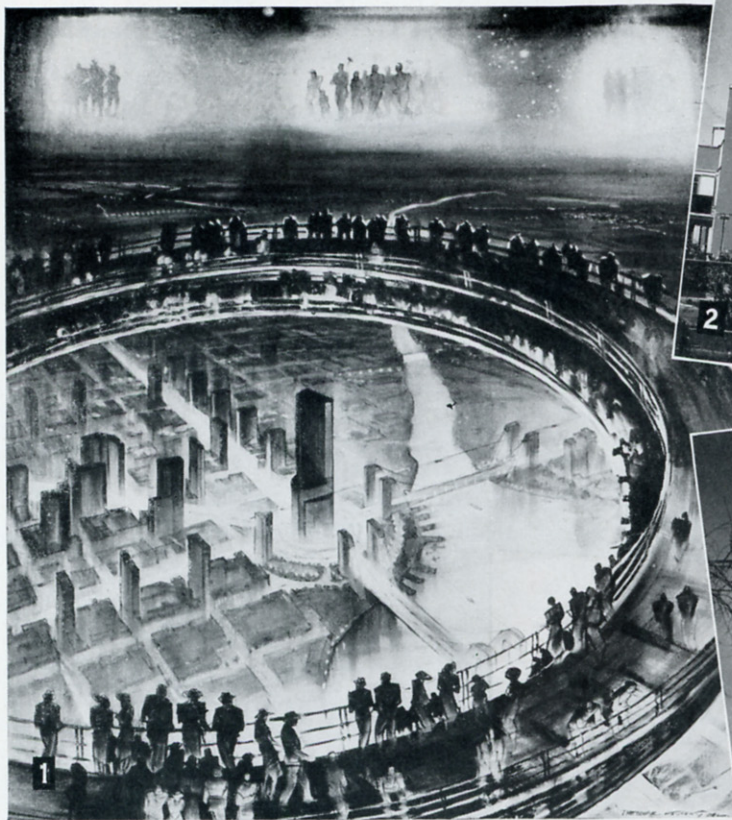
Three and a half miles long and one and a half miles wide, the fair has risen with all the color and fantasy of a new world wonder. Built upon Long Island's Flushing swamp which was filled with 50,000,000 cubic yards of rubbish and topped with 800,000 cubic yards of swamp mud chemically converted into rich soil, the entire exposition was completed in two and a half years. An excess of \$155,000,000 was expended in wages and materials.

The fair has been divided into zones, one for each phase of modern life. They are: Government, Production, Transportation, Communication, Business Administration, Shelter, Clothing and Cosmetics, Food, Health and Public Welfare, Education, Recreation, Arts and Religion. The exhibit zones will enable the visitor to see the fair with a maximum of profit and enjoyment.

The Theme Center, from which the exhibit zones radiate, is a dominant



■ SPEED, AN EXAMPLE OF THE FAIR STATUARY, WITH THE TOWERING TRYLON AND PERISPHERE IN THE BACKGROUND



1 DEMOCRACY, THE COMMUNITY OF TOMORROW IN THE 200-FOOT PERISPHERE

architectural feature of the fair. A huge white sphere is poised on a cluster of fountains, flanked by a triangular obelisk which thrusts its slender top 700 feet into the air. To describe these structures, new words were used: Trylon and Perisphere.

The Perisphere rises eighteen stories, has an interior more than twice the size of spectacular Radio City Music Hall. Sixteen thousand persons an hour can ride up the world's longest moving stairway to the Perisphere's entrance sixty feet above ground. Inside, one seems to be suspended in space on revolving platforms, gazing down on a vast panorama showing all the elements of society co-ordinated into a better World of Tomorrow.

Distinguished by its spaciousness, its long pools and cascades, its sculpture and elaborate planting, is the Constitution Mall. Terminating this central axis is the United States Federal Building housing exhibits which portray America's history and tell how the government serves the people who support it.

Among many exhibits in the fair's Medical and Health Building is one in the Hall of Man showing full-size silhouettes of the human figure with "cut-outs." In the latter are inserted the organ or joint or muscular structure occupying that locality in a living being.

Other wonders in the main exhibit area include the generation of 10,000,000 volts of artificial lightning. A 300-foot-long diorama shows New York City in detail functioning by day and by night, above and

2. BRIDGE OF TOMORROW, ARCH AND ROOF FINISHED IN CLEAR VARNISHED FIR



3. THE MERCURY 3 BESIDE "THE ROAD OF TOMORROW" AT THE FORD EXPOSITION

4. THE TEMPLE OF RELIGION, A "SYMBOL OF THE INDIVIDUAL'S BELIEF IN GOD"



below ground. Precious gems valued at \$5,000,000 are displayed; perfumes worth \$500,000 may be seen. Visitors may walk on floors made of cotton and flagstones from the Tower of London.

Separating this section from the foreign zone is the Lagoon of Nations. At night this water becomes the scene of a spectacle of fire, steam, water and fireworks. The foreign zone with its huge Court of Peace is flanked by the Hall of Nations. Among the foreign pavilions the foreign visitor may well feel at home, whether he seeks a cheese cellar from Switzerland or tropical Belgian Congo. Near-by is the Court of States, where the forty-eight states of the Union, and

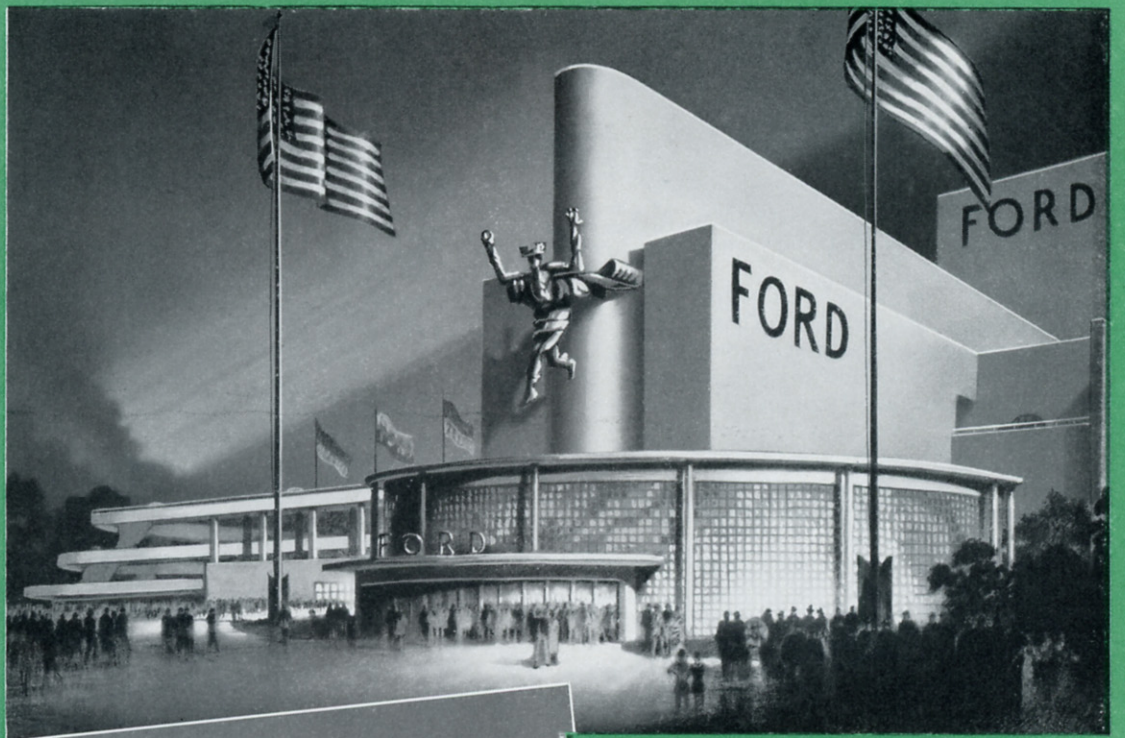
United States possessions, are represented.

Sports will have a prominent part in the calendar of fair events, as will musical programs featuring opera, ballet, symphony orchestras and folk music. The theater is to be presented in all its phases. Contemporary American art is being shown on an unprecedented scale, in addition to an assemblage of old masters. Along Fountain Lake is the looped fairway or amusement zone where merriment reigns.

Information booths are scattered through the city—policemen are ready to direct arrivals. Traffic channels to the exposition can handle up to 160,000 persons an hour, it is estimated.

■ MAIN ENTRANCE TO THE NEW YORK WORLD'S FAIR FORD BUILDING. OVER THE ENTRANCE IS A TWENTY-FIVE-FOOT-HIGH RUSTLESS STEEL STATUE OF THE MYTHICAL GOD MERCURY

■ STRIKING IN ARCHITECTURAL CONCEPTION, WITH A COLOR SCHEME OF WHITE, RED AND BLUE, THE FORD BUILDING AND GARDENS AT NEW YORK FAIR COVER NEARLY SEVEN ACRES



FORD AT THE Fair

STRIKING in architectural conception, with a color scheme of white, red and blue, the Ford Motor Company's World's Fair exhibit building occupies the highest spot within the grounds. The buildings and gardens cover almost seven acres. Near the main west entrance gate, auto parking lots, railroad and subway terminals, the building is easily accessible and overlooks the towering Trylon and Perisphere.

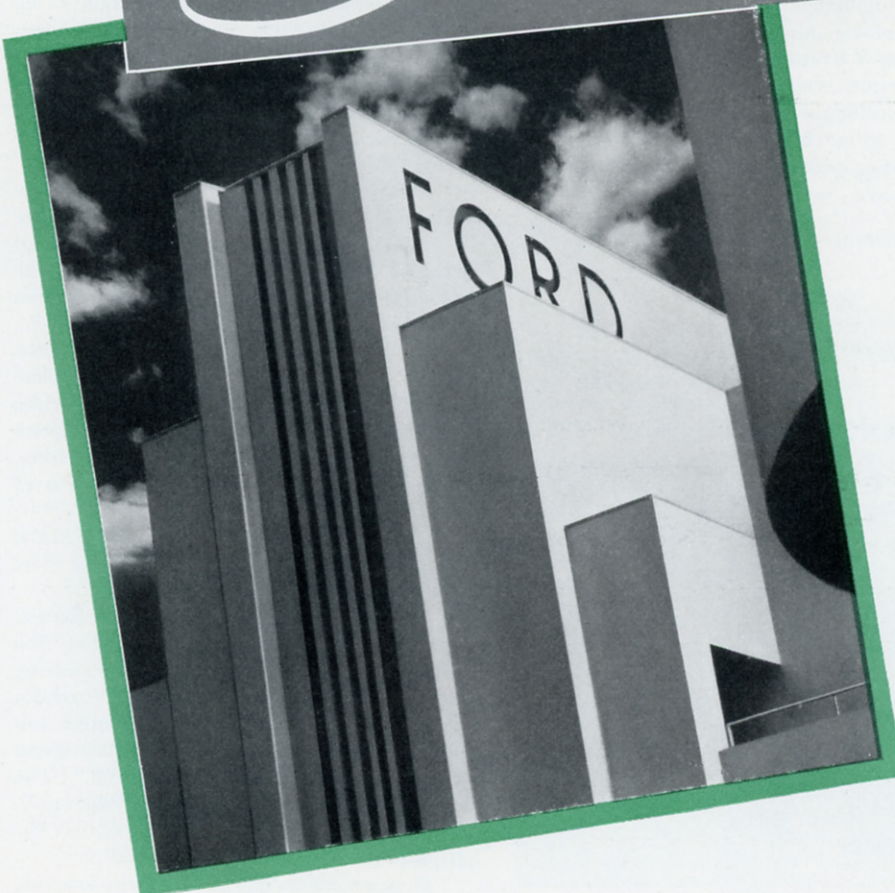
The theme of the building is prophetic of the advances America may expect in transportation in coming decades. Based upon an exposition of the institutional character of the Ford company and the fundamental policies which have directed its growth through the past thirty-five years, the exhibit is climaxed in "The Road of Tomorrow." The latter is an elevated highway rising upon a series of ramps and circling the main building on a deep set-back from it. Over it visitors will ride in Ford, Mercury 8 and Lincoln-Zephyr cars high above the crowds below.

Over the glass inclosed Entrance Hall to the building is a twenty-five-foot-high, five-ton rustless steel figure of the god, Mercury. Exhibits in the Entrance Hall set forth the basic policies underlying the company's activities. They are climaxed with the twenty-foot-high Billings Mural, which demonstrates how modern manufacture is founded on the pure sciences.

The mural, so far as known, is the first "activated" mural in the world. Many of its elements are animated in order to impress its story more effectively upon the millions who will view it after the fair opens.

Designed as an introduction to the main section of the Ford exposition, the mural provides a bridge between the institutional exhibits in the Entrance Hall and the industrial exhibits in the huge Industrial Hall.

To bring new life to the traditional painted



mural, the Ford presentation uses bas-relief and full-relief units. Seventy feet long and thirty feet high, it is a combination of many mediums. Activated by whirling gears and moving pistons, it dynamically reproduces certain phases of the Ford Rouge Plant at Dearborn, as observed by Henry Billings, the designer and painter. In addition to the painted impression, the new Ford mural achieves the authenticity that only actual glass and steel can give.

Among the moving parts in the mural are six large gears, eight pistons of the Ford V-8 engine, the governor of a steam engine, a crankshaft, three gears and a sprocket.

In the center of the mural is a huge V-8 engine cross-section. Made in perfect scale, all moving parts of the giant engine represent those used in the original. Pistons and valves of the mural motor are synchronized to work as they do in the engine of a Ford car.

On the semicircular wall surrounding the engine block in the mural are painted typical machines and conveyors, as used in the manufacture of engines at the River Rouge Plant. A ladle pours steel into ingot molds in the scene on the left-hand wall. Through the smoke and sparks above the molds appear equations and formulas relating to the physical and chemical laws demonstrated in the decoration.

WITHIN the six giant revolving gears at the base of the mural are scientific exhibits representing the steps in the cycle whereby energy coming from the sun as heat is transformed into motor car power and how this is changed to other forms of energy. The steps include the conversion of light to chemical energy, chemical energy to heat, heat to motion, motion to heat, motion to electricity and electricity to heat.

Above each gear are those parts of the Ford car which best interpret the scientific principle described within the gear.

Another dramatic feature of the mural is provided by the panels above the car parts. In one is painted a human eye, symbol of

■ AT NIGHT THE GARDEN COURT IS BATHED IN LIGHT, MUSIC IS PROVIDED FOR VISITORS AND CARS GLIDE NOISELESSLY OVER "THE ROAD OF TOMORROW" HIGH ABOVE



visual measurement. Image lines from this eye are carried around the curved wall through a series of lenses and prisms to a metallurgical microscope.

In a similar panel on the opposite side of the mural is depicted a human hand, symbolic of manual measurement. This is surrounded by micrometers, master gages and other measuring devices used extensively in the Ford plant to control manufacturing precision.

Lights set behind the lower objects illuminate the planes above. At the start of the regular cycle, the gears are brilliantly lighted. After visitors have studied the exhibits within the gears, chrome hoods close and successive higher tiers of the mural are illuminated.

Starting almost imperceptibly, pistons in the V-8 engine block move faster and faster until a climax, when hidden floodlights in the ceiling show. These are focused on the block to catch and reflect the rays of each ascending piston. This is the climax of the cycle.

Next the cycle reverses swiftly. Gears slow down and stop; the chrome hoods open, and the cycle is finished.

Though millions still talk of other spectacular Ford exhibits, the most popular display at each of the recent fairs was designed and built by Henry Ford himself in 1896. It was the first Ford automobile. It is displayed in a glass case in the Entrance Hall.

From the Entrance Hall visitors pass into the giant Industrial Hall given over to exhibits of modern manufacturing process, shown in actual operation. The exhibits present an exposition of how mass production methods make available at moderate price to the mass market such luxuries as the modern automobile.

Dominating the Industrial Hall is an exhibit known as the "Ford Cycle of Production." On a turntable 100 feet in diameter, more than eighty activated models depict the wresting of raw materials from nature and the principal processes involved in their conversion into completed parts.

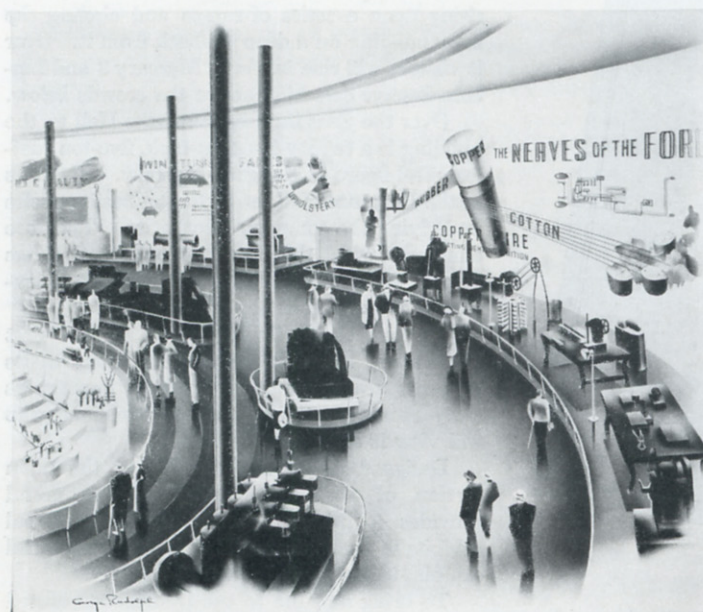
Arranged around the outside circle of the hall, beneath striking photo murals, are manufacturing processes performed by Ford workers on machines brought from the Rouge Plant at Dearborn, Michigan, or from the plants of Ford parts suppliers.

In the first exhibit, the handling of raw metal is demonstrated in a foundry where Ford V-8 valve guide bushings are cast. All of the operations required to complete the part are also shown—sand blasting, annealing and machining to 3/10,000ths of an inch.

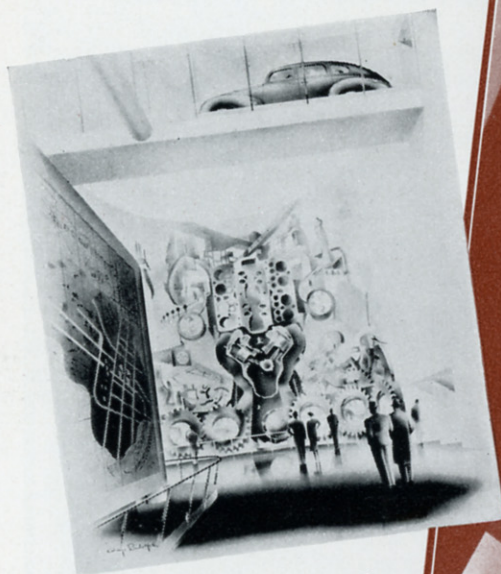
The rolling of sheet metal is shown in the Lyon Inc., exhibit where Ford rustless steel wheel bands are produced.

A steel rolling mill, a glowing electric furnace and machines for completing the manufacture of drag links, part of the steering mechanism, form a spectacular exhibit by Thompson Products. Rough steel billets are heated in a furnace, lengthened and reduced in diameter in the rolling mill. The finished drag links are shipped to Edgewater, New Jersey, assembly branch across the Hudson River, to go into Ford cars.

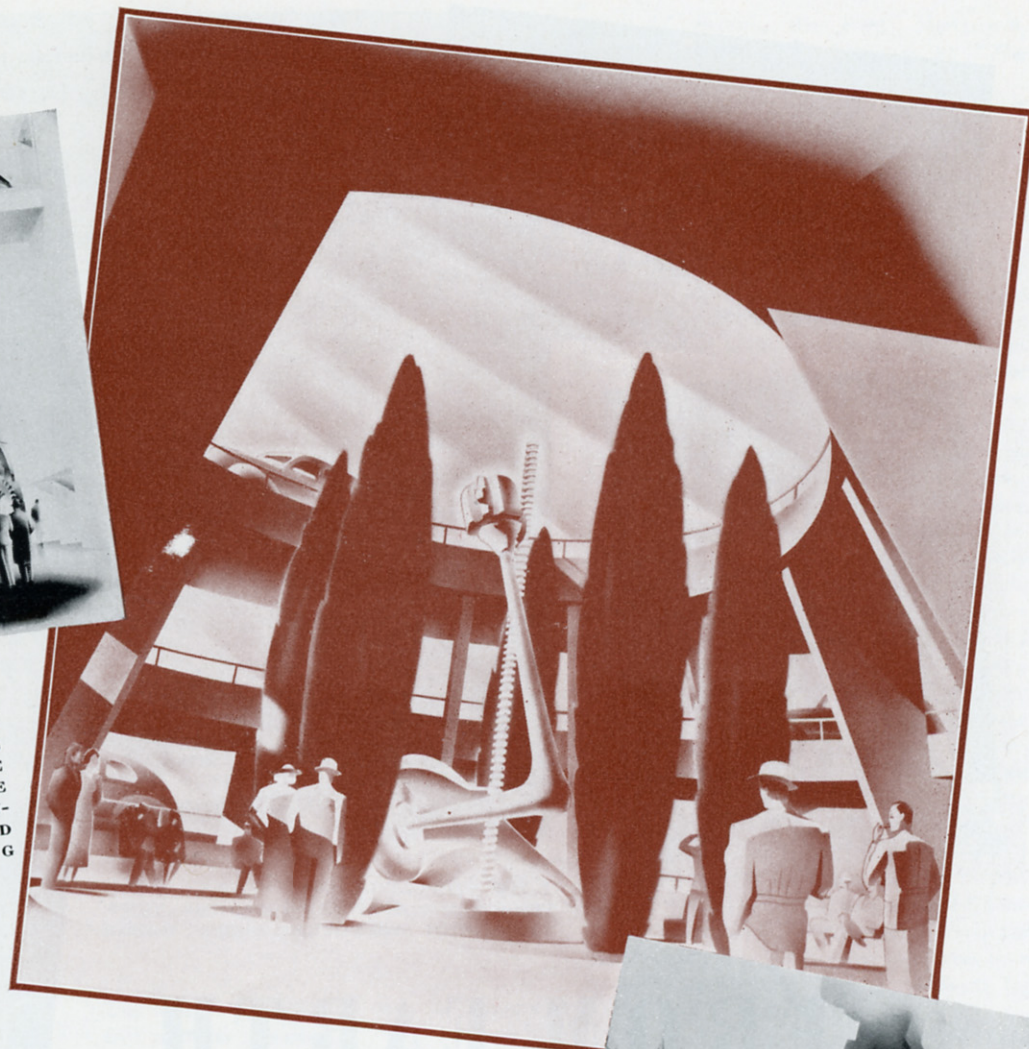
How machinery has made jobs by lowering



■ CENTER OF THE FORD EXHIBIT IS THE INDUSTRIAL HALL, GIVEN OVER TO EXHIBITS OF MODERN MANUFACTURING PROCESS



■ THE TWENTY-FOOT-HIGH BILLINGS MURAL, WHICH IS ANIMATED, DEMONSTRATES HOW MODERN MANUFACTURE IS FOUNDED ON THE PURE SCIENCES. IT COVERS ONE WALL OF THE EXPANSIVE ENTRANCE HALL OF THE FORD WORLD'S FAIR BUILDING



■ THE FOUNTAIN IN THE GARDEN COURT, ABOVE, WAS DESIGNED BY ISAMU NOGUCHI, AN INTERNATIONALLY FAMOUS SCULPTOR

selling prices is shown in a display in which a craftsman is shown hammering a V-8 hub cap inner-shell from metal. To show the contrast, he operates nearby a big press which exerts 700 tons pressure in stamping out twelve hub caps a minute;

In the Industrialized Farm exhibit, a soy bean oil extractor is operated and Ford accelerator pedals are molded from soy beans. In a new process, V-8 glove compartment doors are manufactured from paper which is impregnated with a hardening material, dried and stamped in a 150-ton press. Tenite, a cotton base material and farm product, is used in making gear-shift knobs. Another interesting agricultural exhibit is that in which soy bean fiber is woven into skeins of thread.

In the display by Essex Wire, one of the many Ford parts suppliers, the manufacture of copper wire is shown, and workers make the cowl wiring assembly for the Ford car.

In a laboratory exhibit, a few of the testing machines used on Ford parts are demonstrated. In a tensile test, Ford axles are twisted; while a universal testing machine pulls bars of steel apart.

In the Shelton Looms display, visitors may watch mohair, one of the quality Ford upholstery materials, manufactured.

Students from the Henry Ford Trade School operate machines and work at drawing boards in their own exhibit, telling the story

(Concluded on page 81)

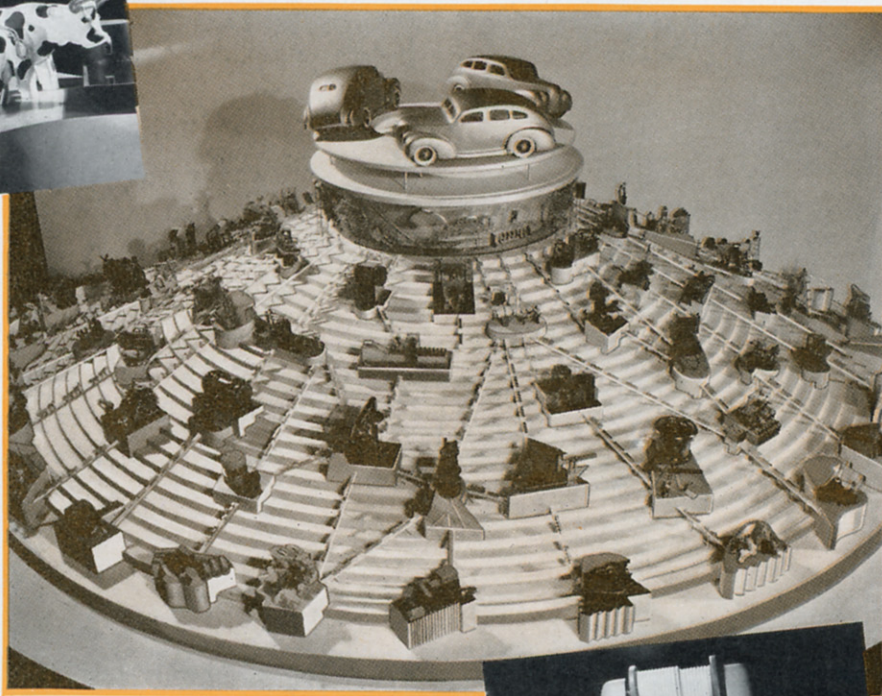
■ IN THE GARDEN COURT, RIGHT, VISITORS MAY REST ON COMFORTABLE BENCHES AND LISTEN TO MUSIC OF FOUR NOVACHORDS



■ THE FORD EXHIBIT AS VIEWED FROM THE AVENUE OF FLAGS. THE BUILDING OCCUPIES THE HIGHEST GROUND WITHIN THE FAIR AREA



The conversion of raw materials into finished parts is visualized on a huge floating turntable in the Industrial Hall



■ Top left—CATTLE FOR LEATHER. Left—LUMBER FOR CRATES. Above—THE TURN-TABLE, WITH MORE THAN EIGHTY MODELS

FROM EARTH to MOTOR CAR

THE sources of raw materials, the manner in which they are obtained and how they are processed for use in an automobile make a dramatic story. In a unique exhibit known as the "Ford Cycle of Production" and dominating the Industrial Hall of the Ford Building, the company has attempted to visualize these steps.

This exhibit comprises a turntable, 100 feet in diameter, weighing almost 152 tons and floating in a circular moat filled with 20,000 gallons of water. It is revolved slowly by a two horsepower electric motor.

Like a wedding cake, with each succeeding layer set back from that below, this thirty-foot-high structure is topped by three full-sized cars.

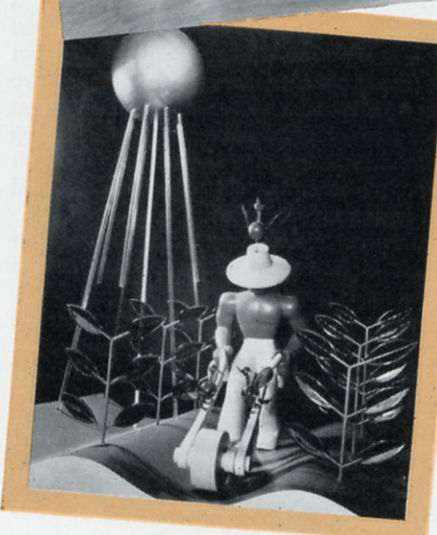
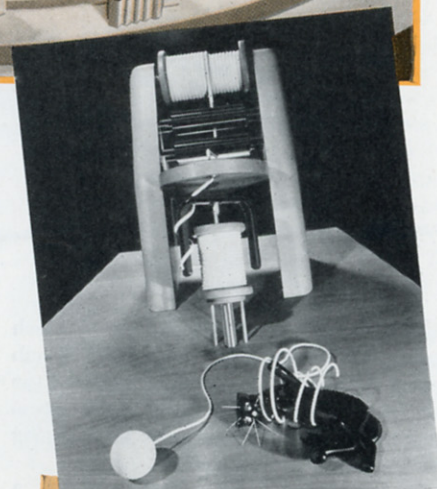
Beginning at the circumference, the progress of each of twenty-seven raw materials is shown by eighty-seven activated models depicting the principal processes used. The sequence of processes is told so effectively that even the casual visitor may obtain a clear understanding of the steps necessary in the conversion of each raw material into finished parts.

In the iron sequence, for instance, the "source" model shows an open pit iron mining scene. Ford Great Lakes freighters move from the mine to the next scene in the cycle, a blast furnace.

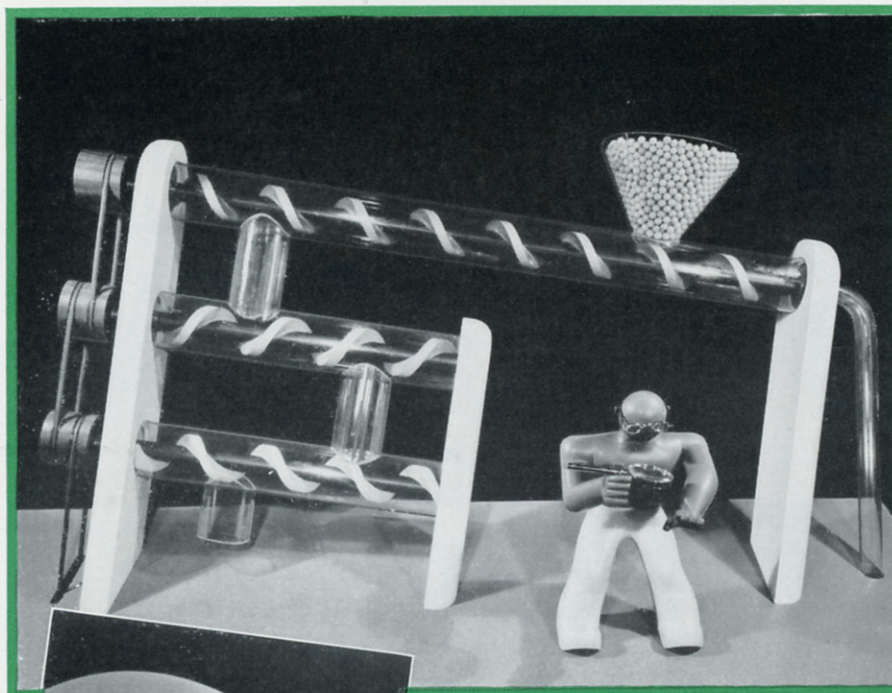
This scene simulates "flowing" metal within the furnaces. In the following step trains of ladels carry the "molten" iron from the blast furnace to the open hearth, where steel is produced. Then the sequence progresses to the steel rolling mill, a train of ingot molds forming the transportation link. The rolling mill scene shows a simplified blooming mill in which ingots are rolled into shapes for further reduction into sheets, bars or rods.

One of the two final steps in the sequence is a forging scene, conveyors carrying model axle bars from the rolling mill to the forge where one of the many cleverly animated figures operates the forging press.

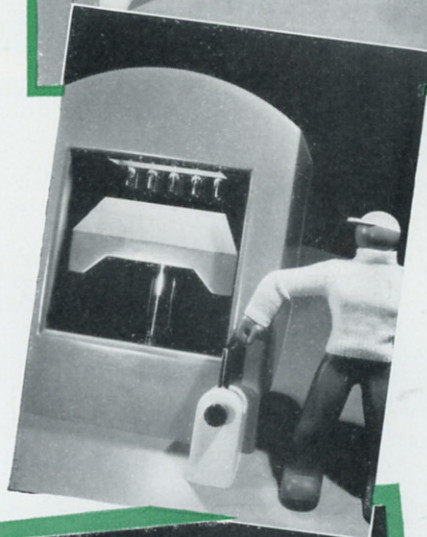
The last step is a stamping scene where Ford V-8 frames are manufactured. Model frame section blanks move by conveyor to the frame press which is operated by a miniature figure. At the Rouge Plant, the



■ EACH OF THE MODELS ON THE THIRTY-FOOT-HIGH TURN-TABLE IS ANIMATED. THE CENTER VIEW ABOVE SHOWS THE CAT WITH A BALL OF YARN BEFORE THE WOOL CARDING MACHINE. SOY BEANS FOR FORD ENAMEL ARE BEING CULTIVATED IN BOTTOM MODEL



■ *Above*—MODEL OF SOY BEAN DISTILLATION PLANT USED BY FORD MOTOR COMPANY TO CONVERT A FARM PRODUCT INTO INDUSTRIAL USE



■ *Left*—MODEL HYDRAULIC PRESS, A PART OF MANUFACTURING SECTION OF THE TURNTABLE



■ *Below*—MINING SCENE IN THE PHASE DEVOTED TO SOURCES OF RAW MATERIALS

The uses of asbestos and cork in manufacture also are described.

The actual construction of the turntable was carried out at the Long Island City Ford plant by many artists and craftsmen. The 142 human figures, carved in wood by skilled wood sculptors, presented one of the most difficult problems in the construction of the turntable. Hundreds of hours were spent on some models in achieving a construction that would lend itself to life-like movement.

FORD AT THE FAIR

(Concluded from page 79)

of the work carried on by one of the oldest trade schools in American industry.

In a weather tunnel—a one-fourth size replica of the big tunnel at the Ford Engineering Laboratories at Dearborn—wind and rain are simulated in demonstrating some of the principles of scientific testing employed in streamlining the Ford car.

On a huge blackboard in a display entitled "The Style Leaders," an artist sketches automobile body designs as do his colleagues at Dearborn. Animated displays on revolving turntables show the six stages in the development of body design—from the drawing board to the full-size clay model. Near-by, the simplicity of construction and accessibility of the Ford V-8 engine are demonstrated in an exhibit where the V-8 engine is assembled or disassembled in a few minutes.

In a model Ford service station that is

open to visitors, the Ford, Mercury 8, Lincoln and Lincoln-Zephyr cars on "The Road of Tomorrow" are serviced.

Near the service station is an exhibit by The Edison Institute, Dearborn, where Greenfield Village students work on one-quarter size machines in a one-third size scale model of Thomas Edison's famous Menlo Park machine shop.

Beyond the Industrial Hall is an expansive patio. Seats and benches on which visitors may rest are provided and at one end of the patio there is an inclosed bandstand. There Ferde Grofe, well-known modern composer and musician, heads a group presenting afternoon and evening concerts of specially arranged music on a battery of four Novachords, and a Hammond electric organ.

In the Garden Court is an arresting fountain designed by the famous sculptor, Isamu Noguchi, which expresses abstractly the power of the automobile. The fountain depicts certain parts of the Ford car—the engine, connecting rod, differential and rear wheel, which splashes water into a retaining fender. A spiral gear, eighteen feet tall, accents the action of the connecting rod. Water flowing down this gear will tend to show it in motion and the water spouting from the wheel will impart a dynamic quality to the whole fountain.

Encircling the entire patio and partly inclosed by glass walls is a colorful display of Ford V-8, Mercury 8, Lincoln and Lincoln-Zephyr cars and Ford trucks. From the west side of the patio, circular steps rise to a broad mezzanine and loading platform for "The Road of Tomorrow."

Air-conditioning equipment at the Ford Exposition Building provides complete summer cooling and winter heating for the Entrance Hall, the great Industrial Hall and offices and lounges. The system insures clean air with proper humidity at all times.

Changes motorized transportation will bring about in American cities and villages in the next three decades are predicted by a striking activated map of "Everytown" in the Entrance Hall. The map portrays a typical community in 1903, shows the improvements which the motor car already has made and suggests how the community will appear in 1969, following further transportation improvements.

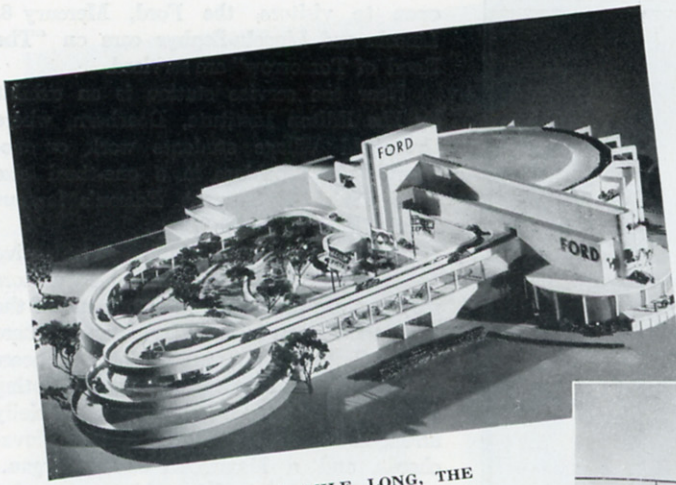
This Month's Front Cover

With its opening scheduled to coincide with the one hundred and fiftieth anniversary of George Washington's inauguration as first President of the United States, April 30, the New York World's Fair is today ready to receive visitors.

About the middle of February, when the four-color aerial photograph on this month's FORD NEWS front cover was made, the magical transformation of Long Island's Flushing Meadows into a colorful vista of the World of Tomorrow was still under way. Taken from another American Airlines twenty-eight-passenger flagship, the photo shows the towering Ford Building which stands at the highest point on the fair grounds.

final step in this manufacturing sequence is the welding of the frame sections into a single rigid unit.

Emphasizing the efforts of the company to integrate agriculture and industry, the turntable also displays the contributions of the farm to the automobile. The processing of soy beans and tung oil into body enamel; wood into shipping boxes; cattle into leather upholstery, glue and grease; and cane sugar into shock absorber fluid are all illustrated.



■ MORE THAN HALF A MILE LONG, THE ELEVATED HIGHWAY WHICH ENCIRCLES THE TOP OF WORLD'S FAIR FORD BUILDING RISES TO A HEIGHT OF THIRTY-THREE FEET

PROPHETIC of the World of Tomorrow, "The Road of Tomorrow" at the Ford Exposition Building is the dream road of highway experts who vision elevated roads as the solution of automobile traffic congestion.

An integral part of the building, this road is more than half a mile long, rises by a spiral ramp from the ground level to a maximum height of thirty-three feet. Over it visitors are driven in Ford V-8, Mercury 8 and Lincoln-Zephyr cars around and through the building at an elevation indicating how vehicular traffic will be separated from pedestrian traffic in the near future.

"The Road of Tomorrow" is reached from the patio of the building by short stairs to a second-floor loading platform replete with tables, chairs and umbrellas. The ride itself affords the passengers an unexcelled view of the entire fair grounds and the rolling Long Island countryside. Cars leave the loading zone and proceed north to spiral ramps at the corner of the patio where they climb to the upper level, come back above the loading platform, go last along the north wall of the building and then through a tunnel lined with photo murals. After circling the top of the Industrial Hall, the roadway goes through a glass tunnel high in the "nave" of the Entrance Hall, and then descends a ramp to the second level for the circuit of the patio before returning to the loading zone.

The dramatic effect is heightened at night when floodlighting falls upon the cars as they circle the highway high on the wall of the Industrial Hall, playing moving shadows on the building in full sight of most of the fair grounds.

On such roads there will be no intersecting streets, no traffic-light delays and, hence, no congestion or delay in travel.

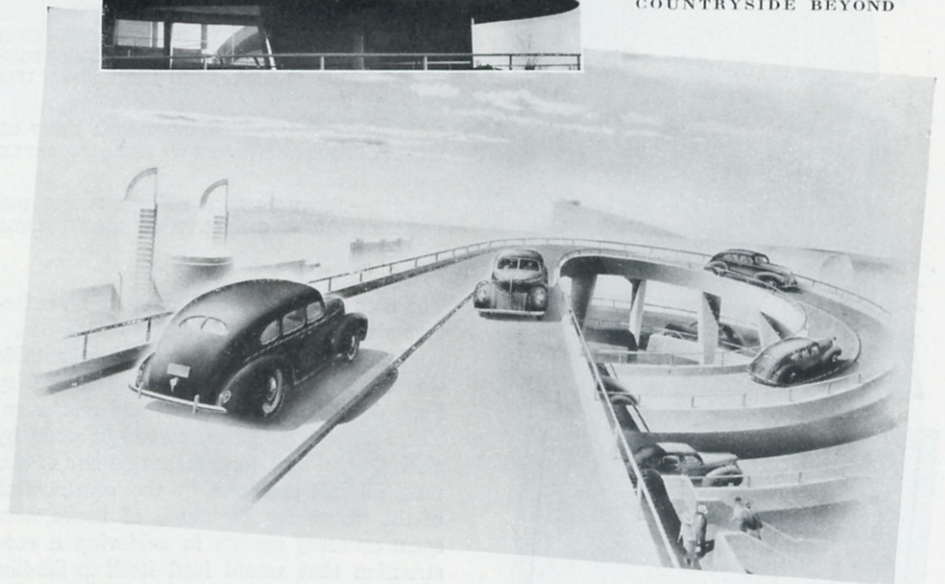
After a comprehensive survey of the Chicago traffic problems, the Harvard Bureau of Street Traffic Research recommended the immediate erection of over a hundred miles of elevated highways in and

THE ROAD OF Tomorrow



■ IN THE GARDEN COURT OF THE FORD BUILDING THE ELEVATED HIGHWAY REACHES GROUND LEVEL

■ FROM THE ROAD, PASSENGERS MAY VIEW THE ENTIRE FAIR GROUNDS AND THE ROLLING LONG ISLAND COUNTRYSIDE BEYOND



The Dream Road of Highway Engineers is a Feature of Ford New York Exposition

around the metropolis. A study of Chicago traffic showed that over a seven year period, traffic on city streets has increased ninety per cent, by actual count made at fifty stations. Chicago has developed traffic control methods that are unexcelled in any city in the world, but the congestion continues to grow and experts believe it will continue, until elevated highways employing the principles used in "The Road of Tomorrow" have been adopted.

Cities are losing business annually because of the movement of industries to less congested areas and through traffic confusion which prevents car owners from driving into metropolitan areas for business or pleasure.

Elevated highways were once considered

too costly, but experience has proved this untrue. The Pulaski Parkway was built in New Jersey at a cost of more than \$20,000,000. A traffic count and time study made by the United States Bureau of Public Roads proved that savings to automobilists using the Skyway are greater than its cost.

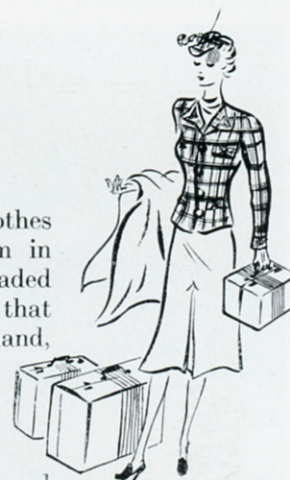
Of interest to every motorist, as well as Ford dealers, is the model Ford dealership service station and garage in one corner of the Ford Building beside "The Road of Tomorrow." There, all of the thirty Ford V-8, Mercury 8 and Lincoln-Zephyr cars carrying visitors over the spectacular elevated highway are serviced by mechanics trained in the same branch service training school attended by Ford dealership employees.

Like the earlier Roads of the World, part of the Ford exhibit at Chicago, "Roads of the Pacific" at San Diego and the "Roads of the Southwest" at Dallas, "The Road of Tomorrow" at New York is expected to be one of the high points of the exhibit.

Fair Wardrobe



DRIVING East to the fair presents a clothes question only second to papa's problem in finding the money to go! Any woman headed toward New York wants some town-wear that sets her up sartorially. On the other hand, the fair itself has a colorful, country club background against which you will lunch and dine at smart terrace cafes between serious rounds of sight-seeing. Therefore, please, no peasant hankies tied around heads! We're sending you off smartly in a four-part plan of light-weight woolen and Truhu washable, pure silk crepe. All the Truhus shown below are ready-made (in good stores) and ready to pack. And they *do*!



By
DOROTHY
DIGNAM

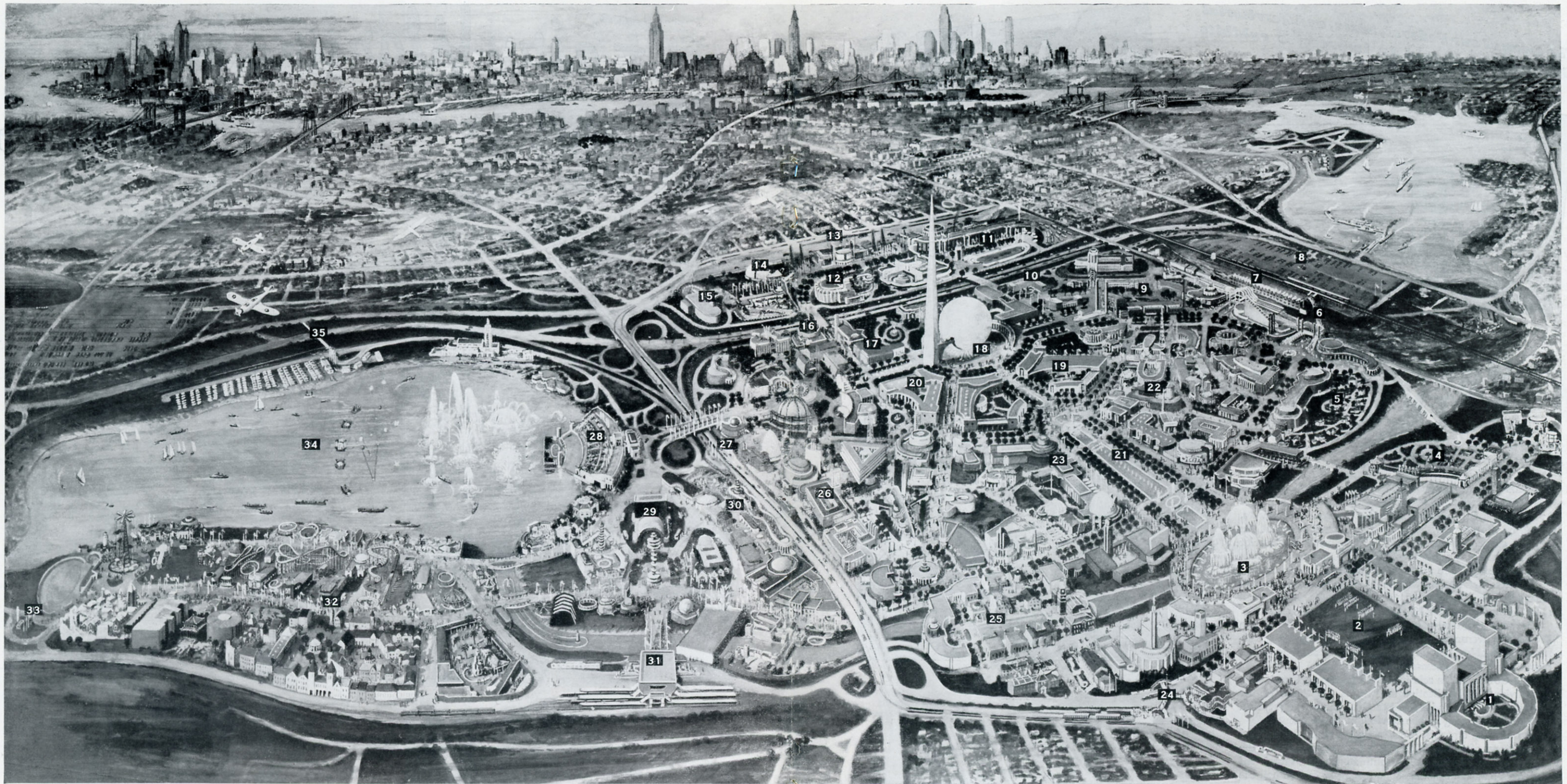


■ Start with the 4-piecer shown up top; tweed hat and jacket in 3 tones; dark skirt; topper-coat that matches skirt in weave but repeats a bright hue in the jacket. This year you'll feel right in a separate skirt, silk blouse over the skirt, and swinging coat over all.

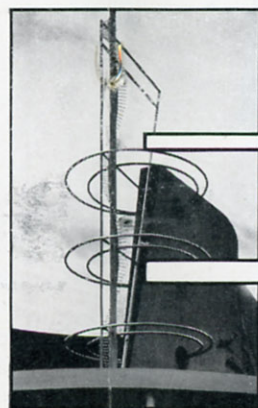
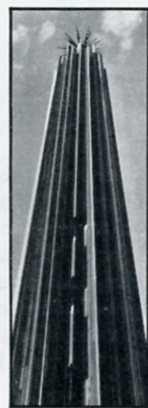
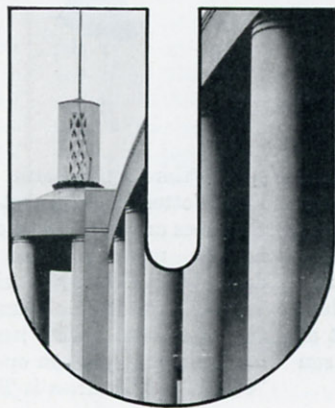
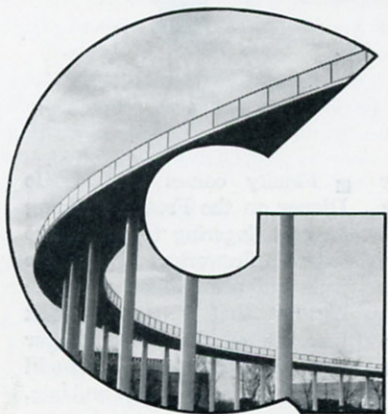
■ Fold in at least two of these finely tailored Truhu shirt-dresses. You could even play golf in one or drive out on Long Island. For Fifth Avenue, add your tweed jacket and hat. When you wear a small hat at the fair, by the way, have sun glasses along.

■ The third is the charm! Your little dotted crepe jacket-frock that goes anywhere, unadorned, in the morning, then gets dressed-up with white chiffon turban and white accessories for afternoon. The neckline has a zip that you can open for "coolth." This dress is Truhu.

■ Finally comes that Little Dinner on the French Building terrace, lingering to watch the fountain fireworks. Slip off the jacket of print dress, pose the big hat that you *could* pack (because of this year's larger luggage compartments) and add long tinted suede gloves and bag.



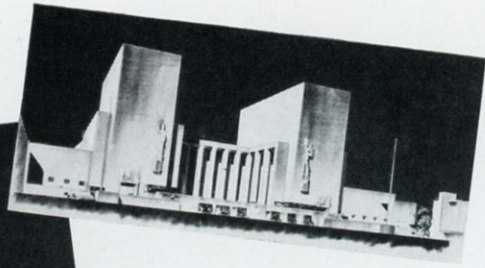
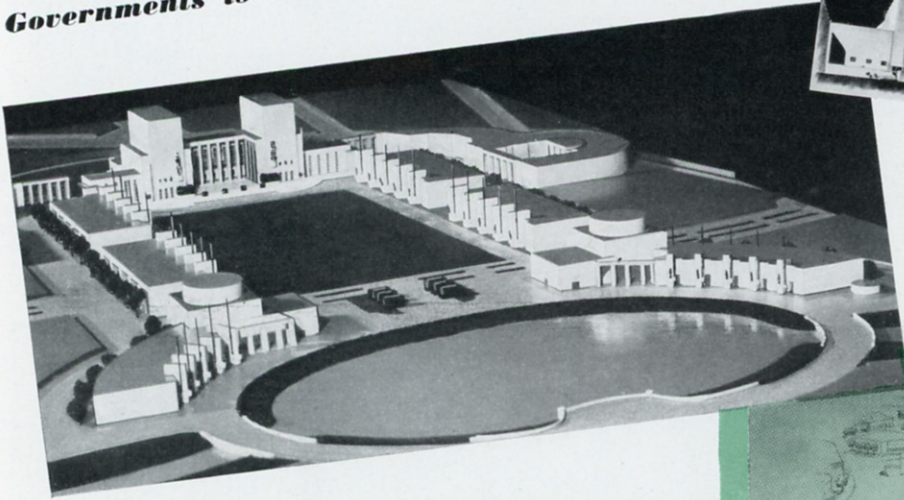
—From a painting by H. M. Pettit. Copyrighted, The New York World's Fair 1939, Inc.



A bird's-eye view of the New York World's Fair

- | | | | |
|---|--|--|---|
| 1. FEDERAL GOVERNMENT | 11. COURT OF RAILWAYS | 20. CONSUMERS | 28. N. Y. STATE AMPHITHEATER |
| 2. COURT OF PEACE (flanked by foreign pavilions and exhibits of 62 foreign governments) | 12. FORD MOTOR EXHIBIT (on Avenue of Transportation and Grand Central Parkway Extension) | 21. CONSTITUTION MALL | 29. WORLD'S FAIR MUSIC HALL |
| 3. LAGOON OF NATIONS | 13. CORONA AVENUE GATE | 22. TEMPLE OF RELIGION | 30. CHILDREN'S WORLD |
| 4. HORTICULTURE | 14. AVIATION | 23. ACADEMY OF SPORTS | 31. INDEPENDENT SUBWAY GATE |
| 5. TOMORROW TOWN | 15. MARITIME | 24. FLUSHING GATE | 32. AMUSEMENT AREA (280 acres of quaint villages, gay restaurants, thrilling rides) |
| 6. I. R. T.—B. M. T. SUBWAY GATE | 16. ELECTRIC PRODUCTS | 25. COURT OF STATES (12 acres; includes displays of most of the 35 exhibiting commonwealths) | 33. SOUTH GATE |
| 7. L. I. R. R. GATE | 17. HALL OF PHARMACY | 26. HALL OF INDUSTRIAL SCIENCE | 34. FOUNTAIN LAKE (scene of nightly fire and water shows) |
| 8. PARKING GROUND | 18. TRYLON AND PERISPHERE | 27. WORLD'S FAIR BOULEVARD AND GATE | 35. FOUNTAIN LAKE GATE |
| 9. COMMUNICATIONS | 19. SCIENCE AND EDUCATION; MEDICINE AND PUBLIC HEALTH | | |
| 10. FINE ARTS | | | |

The story of our Federal, State, and Territorial Governments is told in impressive exhibits



■ ABOVE IS THE FEDERAL BUILDING DOMINATING THE COURT OF PEACE AND THE HALL OF NATIONS AT FAIR

■ AT LEFT IS A MODEL OF THE \$3,000,-000 FEDERAL AREA AND COURT OF PEACE

GOVERNMENT AT THE FAIR

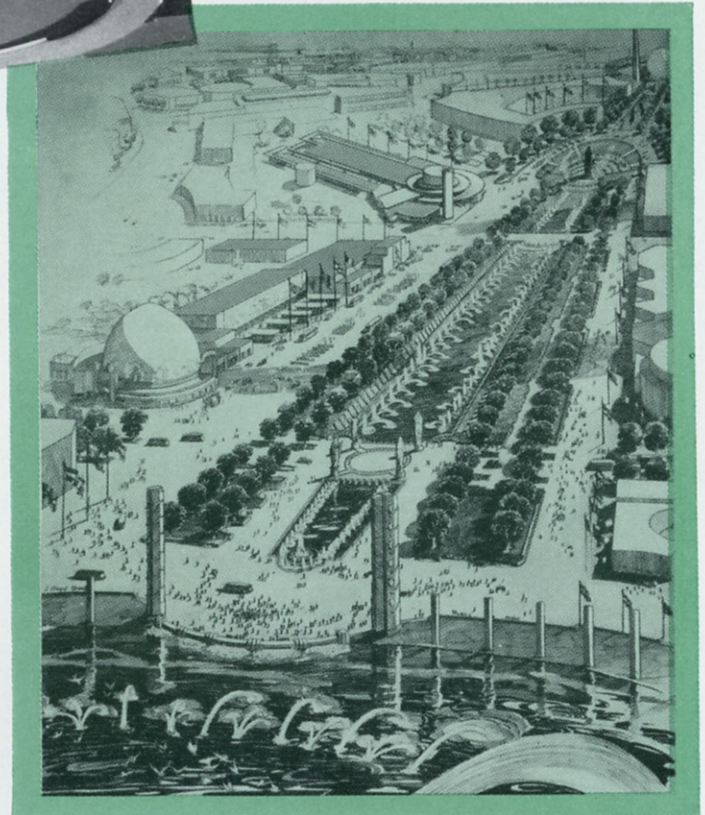
THE Federal Government exhibits at the World's Fair are embodied in nine impressive buildings, a parade ground and a fountain-studded lagoon. Two towers, joined by a center division of thirteen pillars, represent the original states. These are backed by a wide semicircular exhibit chamber. Three departments, Legislative, Executive and Judicial, are represented in the main structure.

Priceless historical documents from Government archives, including the Constitution, are displayed. Murals and sculptures were executed by winners of a national contest.

Between the towers is a rostrum for the uses of the President, governmental officials, foreign dignitaries, governors and notables. On important occasions sound amplifiers carry their addresses across the parade ground.

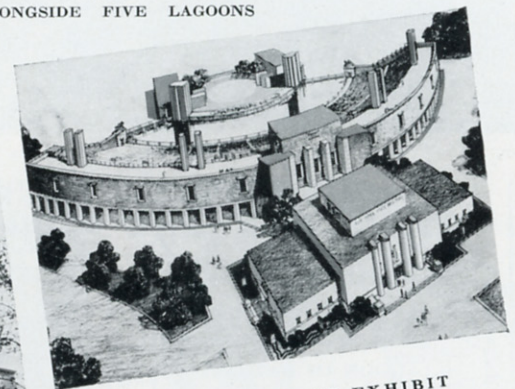
The Government's role in the promotion and protection of individual and collective security is the theme of the Federal exhibit. It is intended to give the average person a better understanding of the services of Government.

Surrounding a garden court in the center of the building is another set of murals in color on glass. Beginning with the landing of the Pilgrims at Plymouth Rock, these murals tell America's history in pictures. In a moving picture hall the story of the nation lives again on the screen.

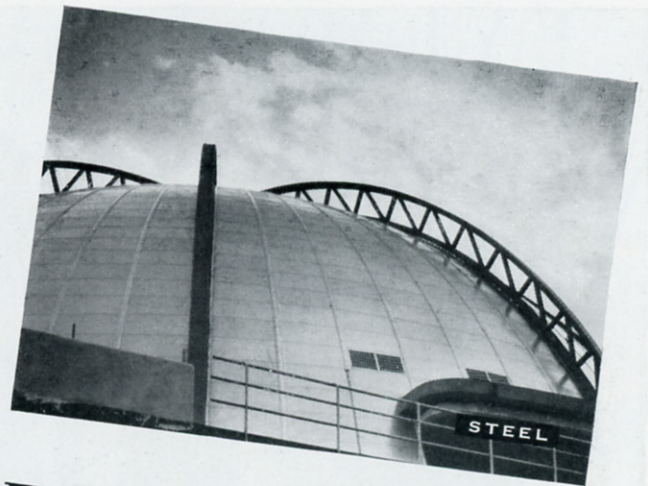


■ ABOVE IS A DRAWING OF THE MIDDLE SECTOR OF CONSTITUTION MALL, SHOWING A 2,000-FOOT ESPLANADE LINED WITH 250 TREES AND HUNDREDS OF BENCHES ARRANGED ALONGSIDE FIVE LAGOONS

■ A SECTION OF NEW YORK CITY'S BUILDING AT THE FAIR. AFTER THE EXPOSITION, THE STRUCTURE WILL BE USED AS A RECREATION CENTER



■ THE NEW YORK STATE EXHIBIT BUILDING AND MARINE AMPHITHEATER ON MEADOW LAKE IN THE AMUSEMENT AREA OF THE EXPOSITION



PREVIEW of PROGRESS

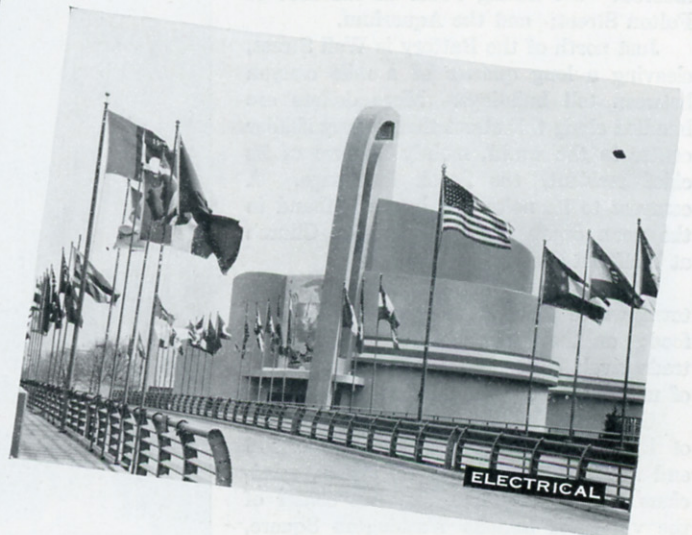
All that man possesses of genius in novelty of design have been brought together in the main exhibit area of the New York World's Fair 1939. His achievements are portrayed in approximately 1,500 major industrial displays, which are mechanized, given movement in entirely new ways and accentuated by new employment of color and lighting.

Buildings to the right of the theme center are blue, beginning with the palest shade. The color deepens and merges into purple toward Constitution Mall, the main avenue, where it swings into red. Toward the left, red turns into orange and this fades gradually to yellow at the west.

In the Hall of Aviation a giant transport airplane can be operated in seemingly full flight and brought to a landing by visitors. For railroad enthusiasts the largest table model railroad system ever built is displayed. The entrance of the Maritime Building simulates the bows of two giant liners. Interesting to women will be the display of precious stones in a "House of Jewels."



**Men's Achievements—From
Textiles to Cosmetics—to be
Portrayed at Fair in 1500
Major Industrial Displays**

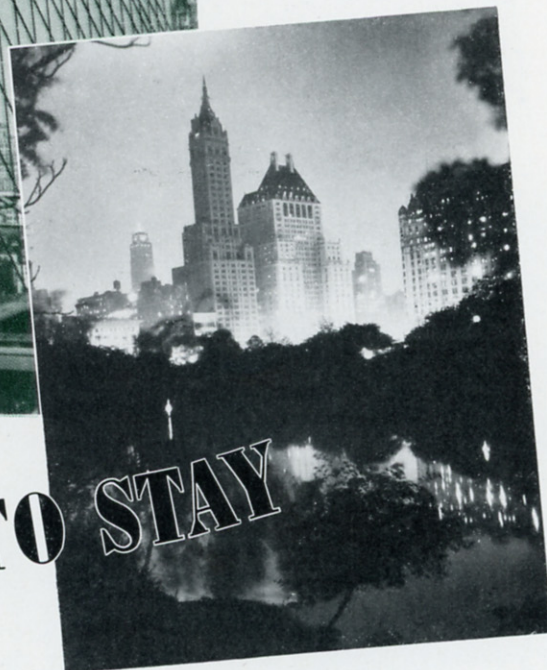




■ PART OF MANHATTAN'S SKYLINE SEEN, AT LEFT, THROUGH BRIDGE CABLES

■ Below—HOTEL LIGHTS SPARKLE AT NIGHT ABOVE TREES OF CENTRAL PARK

■ NIGHT OR DAY, TOURISTS STREAM THROUGH ROCKEFELLER CENTER, (BOTTOM)



MOST people want to see as much as possible of New York, the largest city in the United States, from which radio programs emanate and magazines are edited—the colorful, fascinating city which O. Henry dubbed “Bagdad on the Subway.”

Beginning at Battery Park, at the foot of Manhattan, one may ferry to Staten Island for a nickel and be part of the harbor traffic of tugs, barges, fishing boats, ocean tramps and sedate liners. Coming up the bay, past Ellis Island, the Statue of Liberty and the military post on Governors Island, an excellent view is afforded of the amazing New York skyline. Midtown the Empire State Building stretches 102 stories into the clouds, offering a breath-taking panorama for those who ascend into its tower. The Rockefeller Center, Woolworth and other buildings also have towers open to visitors.

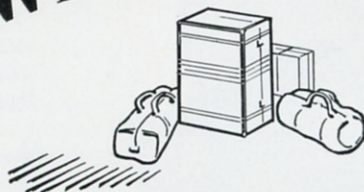
On lower Manhattan are the open piers of South Street, where old canal barges are moored; the fishing boats at the foot of Fulton Street; and the Aquarium.

Just north of the Battery is Wall Street, cleaving a long quarter of a mile canyon between tall buildings. More dollars are handled along this street than in any similar center in the world, mainly because of its chief resident, the Stock Exchange. A contrast to its noise and bustle is found in the noon organ recital in Trinity Church at Wall and Broadway.

Downtown, east of Broadway, is Chinatown where New Yorkers go for Chinese food; on the lower east side the pushcart trade rivals a department store for variety of merchandise.

Greenwich Village, a small quarter west of Broadway, is the habitat of successful and not-so-successful writers, artists, musicians and stage people. At one corner of the village is famous Washington Square,

WHERE TO STAY



where Fifth Avenue begins. All types of people from the smartly dressed to art students affecting the Bohemian life, walk through the square in the evening.

On the near-by Hudson River are the passenger liner piers. At times, seven or eight of the largest ships are moored within a few hundred yards.

A ride up wide Fifth Avenue, atop the double-decked buses, takes one through the swanky shopping district, past the Empire State Building, offers a fleeting glimpse of the remnants of the brownstone front era, and a good view of St. Patrick's and St. Thomas' cathedrals. Above 59th Street, Central Park extends for two and a half miles.

IN

In the Public Library at 42nd Street and Fifth Avenue may be found literature dealing with almost every conceivable subject—the back numbers of a Czechoslovakian newspaper, the ancestors of America's oldest families, or Egyptology.

New York's thirty or forty art museums include the Metropolitan Museum of Art at Fifth Avenue and 82nd Street, one of the famous institutions of the Western Hemisphere, the Museum of Natural History and the Hayden Planetarium.

On Park Avenue is the Grand Central Terminal, where one may catch a train, go to a movie or attend an art exhibit. West of Fifth Avenue is the classic Pennsylvania Station and legendary “Broadway.”

Opportunities to attend the theater are unequalled. Strolling between 42nd and 59th Streets, on Seventh Avenue or Broadway, one sees everything from Grand Opera to trained flea shows. New York has more than 200 theaters devoted to spoken drama. For the glamour of "Broadway," see Times Square at night in all its incandescent glory.

Visitors with epicurean tastes can order everything from New England clam chowder to the piquant sauces of French chefs, for there are restaurants in all price ranges offering the distinctive dishes of thirty-seven nationalities.

Newcomers will want to ride the subways, for the experience and convenience, but you will want to drive your car over the Henry Hudson Express Highway, elevated above the Hudson River piers; up Riverside Drive past the Cathedral of St. John the Divine, and Riverside Church; and over on Broadway to Columbia University. Also uptown is the notable Triborough Bridge, of interest to every motorist.

Much experience at welcoming large groups of individuals has prepared New Yorkers to offer the best in ample accommodations at moderate prices. Close to Times Square, or in the lovely countryside, rooms are available in establishments maintaining rigid standards of cleanliness and comfort at prices as low as \$1.50 per day.

The \$1,500,000 Trailer Town, across the East River from the fair, provides space for 1,200 trailers and a cabin colony on a ninety-acre wooded tract. It can fill the requirements of 5,000 people. Main Street is occupied by a drug store, food market, dry cleaning establishment, barber shop and other retail establishments.

There are 133,334 hotel rooms in the city. Suburban hotels, tourist homes, rooming houses, apartments, Y. M. C. As, clubs and other semi-public institutions raise the total to 343,334 rooms. Thus, New York is set to be the perfect host for the 1939 World's Fair.

A drive across the George Washington Bridge to New Jersey offers a splendid view of Manhattan stretching away below. The skyscrapers are massed like turrets above the battlements of a magic city.

The ride down the New Jersey shore unfolds scene after scene of new designs in the skyline. This other side of the Hud-

NEW YORK

son is not just a place from which to look at the city, for it too has much of interest. Above the 125th Street ferry landing antiquated canal barges are moored against the Hudson's banks, now permanent homes. Little gardens border the path to the gangplank, curtains hang at the windows and street addresses are tacked on a post near their mailbox.

Farther down the shore is the Edgewater Plant of the Ford Motor Company.

- Below—ONE OF THE APPROACHES TO THE FAMED TRIBOROUGH BRIDGE
- At right—THE STATUE OF LIBERTY WELCOMES FOREIGNERS



WHAT TO SEE



- Above—AT THE END OF WALL STREET, SKYSCRAPERS OVERSHADOW TRINITY CHURCH

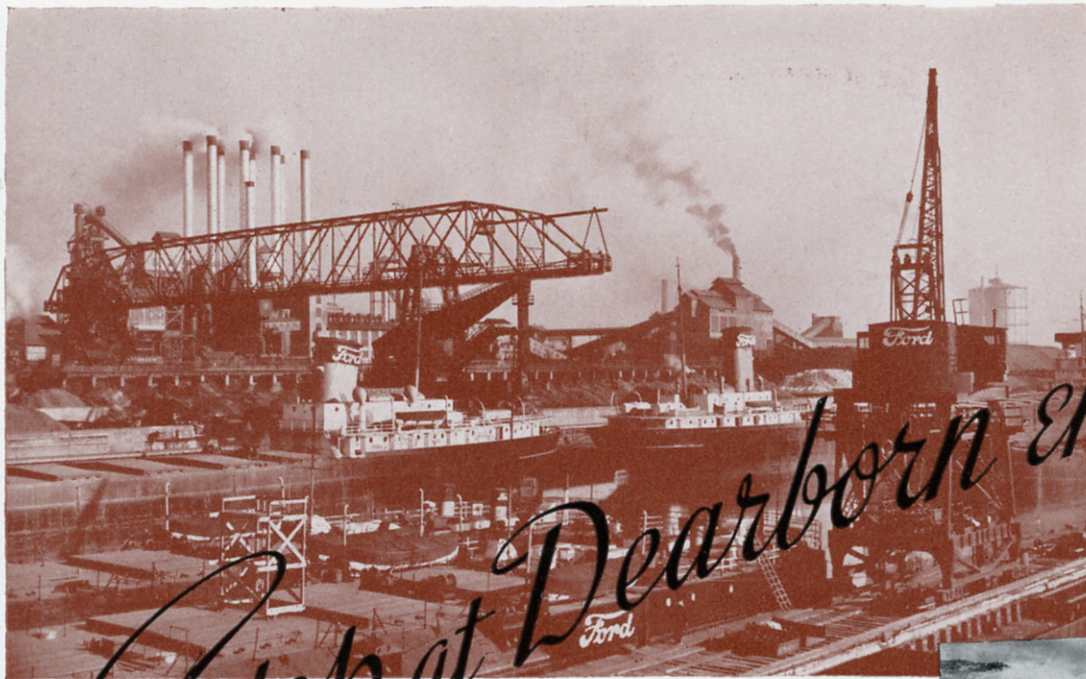
- THE EMPIRE STATE BUILDING TOWERS 102 STORIES INTO THE CLOUDS ABOVE MANHATTAN

- THE LARGEST OCEAN LINERS IN THE WORLD DOCK AT PIERS ALONG BROAD HUDSON RIVER



■ VISITORS TO THE ROUGE PLANT MAY WATCH FORD SHIPS UNLOAD CARGOES BESIDE THE GIANT HIGHLINE

■ BELLE ISLE, A WOODED ISLAND PARK AT THE HEAD OF DETROIT RIVER

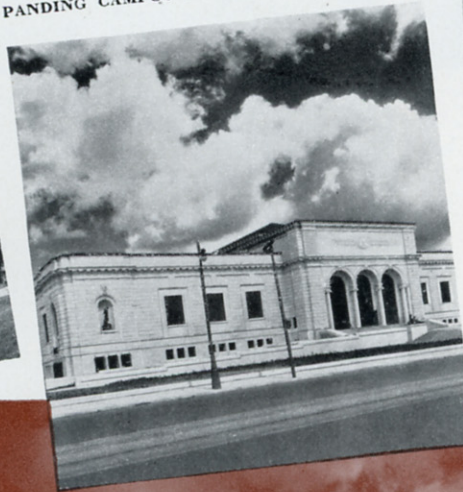


Stop at Dearborn en Route

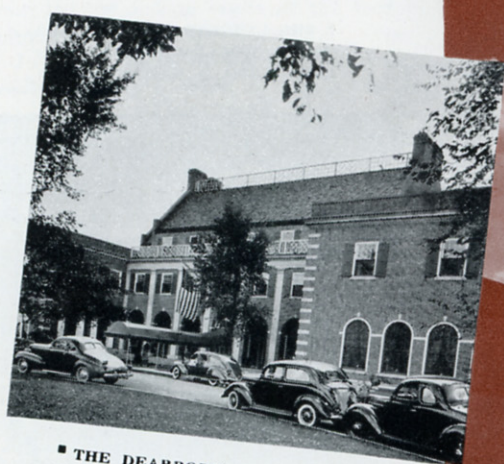
■ THE DETROIT ART INSTITUTE IS PART OF AN EXTENSIVE CULTURAL CENTER. IT FACES THE MAIN BRANCH OF THE PUBLIC LIBRARY, AND BEYOND THAT IS THE EXPANDING CAMPUS OF WAYNE UNIVERSITY



■ THE EDISON INSTITUTE MUSEUM ADJOINS GREENFIELD VILLAGE, AND IS LOCATED IN DEARBORN



■ THE VIEW ACROSS THE ROUGE PLANT HARBOR SHOWS THE COKE OVENS AND OTHER BY-PRODUCTS INDUSTRIES' BUILDINGS AND POWERHOUSE SMOKESTACKS

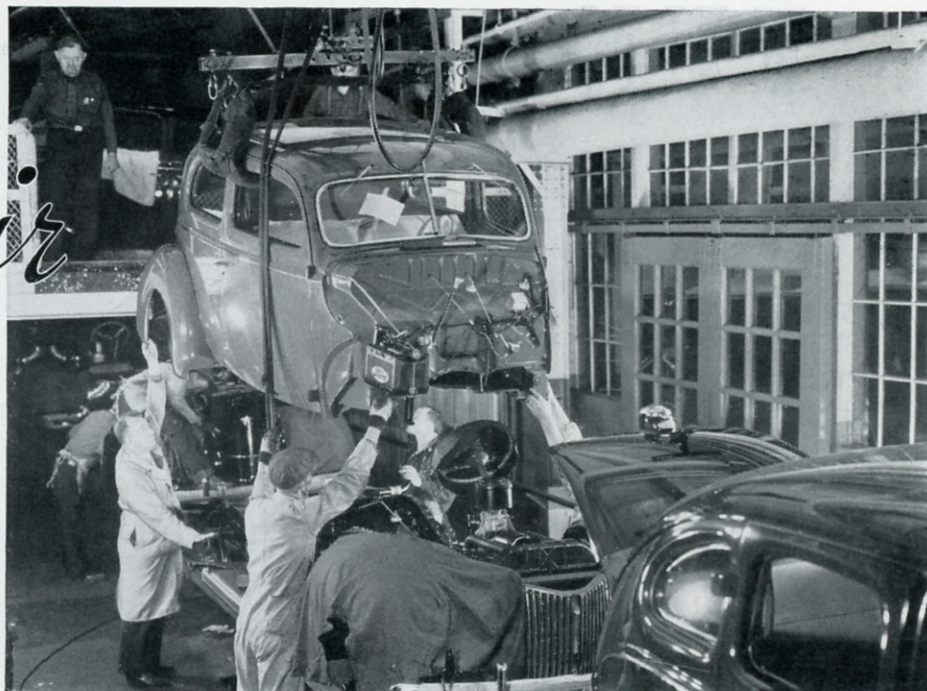


■ THE DEARBORN INN IS SITUATED IN THE WOODED COUNTRYSIDE NEAR MAIN ROADS LEADING TO DETROIT



to the Fair

Visit the Ford Industries on the River Rouge, the Ford Rotunda and the many Interesting and Educational Attractions near Dearborn



■ AT THE ROUGE PLANT ASSEMBLY LINE, VISITORS SEE FORD V-8'S CONSTRUCTED FROM FINISHED PARTS

THE Ford Motor Company cordially invites 1939 World's Fair visitors to stop at Dearborn en route to see the Rouge Plant and other points of unusual interest in the Detroit area. The Dixie Highway, which passes through Dearborn, is the key road to a tour of the Great Lakes and resort area of Michigan. The popular Canadian route from the Middle West to the East passes close to Dearborn.

Nearly a million people are guests of the Ford Motor Company each year, coming from every state in the Union and all parts of the world. An equal number and more are expected this year.

The Ford Rouge Plant has been called an industrial city in itself. It can develop electrical power to supply a city of 3,000,000, it uses in a day enough gas for a city of 1,500,000, and as much water is pumped through the plant as is needed by the cities of Detroit, Cincinnati and Washington combined.

Visitors are able to follow the cycle of production from the ore docks, where Ford ships are unloaded, through the blast furnace, steel mill, and machine shop, to the assembly line, where the finished car is driven away—a cycle which can be completed in twenty-eight hours.

The accessories to manufacture of the product are seen in this gigantic plant which spreads over 1,096 acres; 100 miles of railroad tracks and 100 miles of overhead conveyors keep parts and materials steadily flowing to the shops where they are utilized. Equally an accessory to good working conditions and good workmanship is the standard of cleanliness. Sunlight streams through sixty-eight acres of spotless windows, and floors and equipment are kept clean by a force of 5,000 men working with broom, mop, soap and paint.

The Gateway to the Rouge Plant is the Ford Rotunda where guides are assigned to plant visitors, and where exhibits and dis-

plays demonstrate and explain many Ford activities. In the open center court of the Rotunda, a huge world globe turns on its axis, showing location of Ford plants around the earth.

The Detroit area is rich in scenic attractions, such as Belle Isle, the island park in the Detroit River, with yachting anchorage on one side and the navigation channel through which lake freighters pass on the other. On the Canadian shore may be seen the Ford Motor Company of Canada, Ltd., plant, which supplies much of the far-flung British Empire.

Rouge Park is a three mile wooded and hilly tract along the Rouge River, west of Detroit.

The variety of educational and cultural institutions is unusual. Among universities: Wayne, a part of the Detroit school system; the University of Michigan at Ann Arbor; Michigan State College at Lansing; the University of Detroit and Marygrove College attract students from all over the world. The Art Institute and Detroit Public Library, occupying beautiful structures, two blocks of lawns and trees, make a cultural center. North of Detroit, in the Bloomfield Hills district, are the Cranbrook schools.

Greenfield Village and The Edison Institute Museum are west of Detroit, near The Dearborn Inn. Here the past has been reconstructed in an early American village, complementing the scene in modern Detroit and ultramodern New York.

The Michigan resort area begins at Detroit, with Lake St. Clair, the St. Clair River and Lake Huron a few miles north. Approximately 150 miles to the west are the sand dunes on Lake Michigan. Between these waters are thousands of inland lakes and streams in a wooded and hilly country.

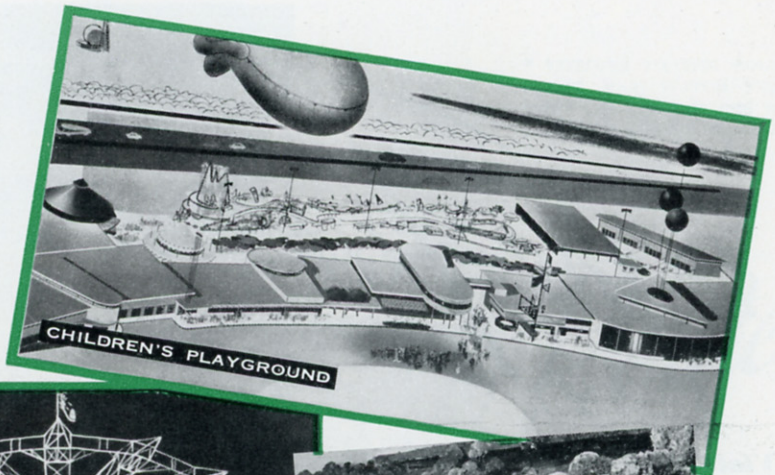


■ THE ENTRANCE TO THE FORD ROTUNDA AS IT APPEARS AFTER DARK. MOVING PICTURES, EDUCATIONAL EXHIBITS AND DISPLAYS OF FORD PRODUCTS ARE ATTRACTIONS IN THE VISITORS' GATEWAY TO THE ROUGE PLANT

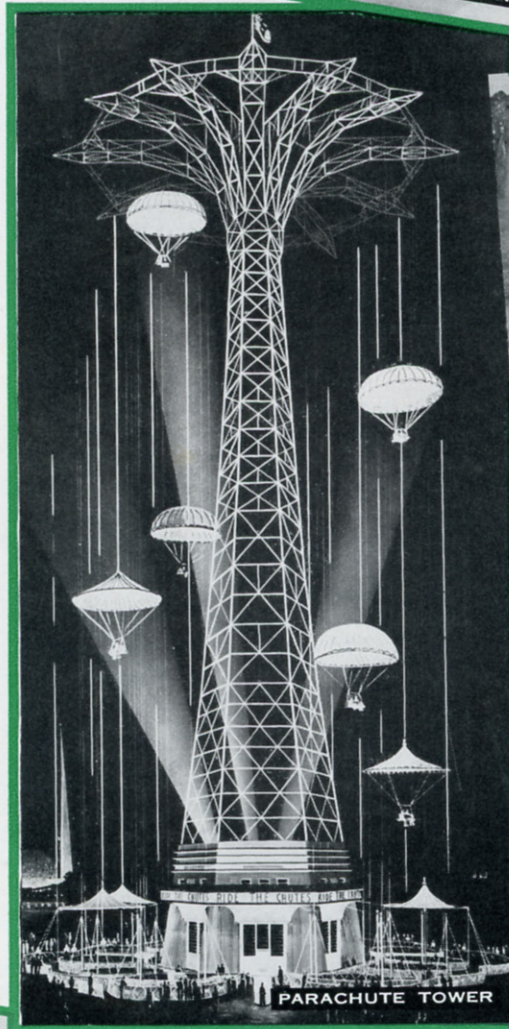
FUN AT THE *Fair*

AFTER an excursion into the World of Tomorrow as interpreted by science and industry, the World's Fair visitor will be beckoned back to the World of Today by the 280-acre Fair Amusement Area where merry-making Puck will hold forth in the largest side show of history. Embracing Fountain Lake and its shores south of the main exhibit area, it will accommodate 300,000 fun-seekers at one time. Ingredients of the exposition's ollapodrida of entertainment include everything from the Music Hall, seating 2,500, to a "Children's World," a miniature fair in itself. Trips around the world by rail and auto, rides a la elephant, donkey, camel and miniature boat, descent into a jeweled cave, ascent to a smoking volcano, walk through an arctic cave, a restaurant, a theater, a circus, a pet show, a toyland, a playground, a dog and a doll house—all these and more are attractions for boys and girls.

Nearby is "Kiva," an American Indian village where tribesmen from the Western plains, from the forests of the Northwest and from the cliff villages of the Colorado Basin demonstrate their age-old customs and crafts.



CHILDREN'S PLAYGROUND



PARACHUTE TOWER



VICTORIA FALLS



FIREWORKS

Next to the totem poles and Kachinas, Tony Sarg holds forth his "Enchanted Forest," an illusion show peopled with birds, animals, fairies, elves and other diminutive creatures. Mr. Sarg will demonstrate, in an adjoining workshop, how he makes his balloons, marionettes and toys.

Rear Admiral Byrd's "Penguin Island" is located in this zone, along with Flash Gordon's rocket trip to the planet Venus. Other attractions include "Little Miracle Town," a village inhabited by 125 midgets, and the New York Zoological Society's Bathyspherium and collection of zoological oddities.

A feature of the amusement area is the "villages," in authentic atmosphere. The "Cuban Village" includes a sugar mill, cigar factory, a reproduction of Morro Castle and three restaurants.

"Sun Valley—A Winter Wonderland," is an Alpine village complete with blizzards, toboggan slide, ski jump and a skating rink. George Jessel's "Old New York," recaptures the atmosphere of the mauve decade.

No fair is complete without rides, and the New York World's Fair has its quota, ranging from parachute jumps from a 250-foot tower, second tallest structure on the grounds, to the 3,000-foot long "Giant Safety Roller Coaster."



WINTER WONDERLAND



While in the East at the New York World's Fair, why not tour the New England and Middle Atlantic States, and visit the Nation's Capital

■ OUTSTANDING TOURIST ATTRACTIONS IN WASHINGTON, D. C., IS THE NATION'S CAPITOL BUILDING

THE EAST Beckons

A CIRCLE tour, radiating a few hundred miles from New York, traverses a scenic and historic country.

Boston may be reached directly by the express highways via the inland route or by a longer drive over the historic Boston Post Road through New Haven, seat of Yale University, and New London, submarine base with one of the finest harbors in the country. The Post Road parallels the Narragansett Bay shore, opposite the famed resorts at Newport. At the headwaters of the bay is Providence, the capital of Rhode Island, founded in 1636 by Roger Williams.

Cape Cod's background dates from the landing of the Pilgrims. The cape inhabitants represent the fishing type of "down-easterners," and the contrast of fine homes with fishing shacks, old-fashioned kitchens and modern art schools, rotting hulks of old whaling ships and modern, sleek motor launches is striking. Provincetown, at the tip of the cape, commemorates the landing of the Pilgrims with the striking Pilgrim Memorial Monument. The road through the sand dunes to the ocean is unusually scenic.

Plymouth, on the mainland, has preserved Plymouth Rock, one of America's most famous shrines. The date of the Pilgrim landing, "1620," is carved on the stone.

Boston overflows with history. Days could be spent visiting the ancient buildings and scenes, evidence of events which loom in American history: Faneuil Hall; Old State House; Boston Commons, where Pilgrims built stocks and whipping post, and where Emerson grazed his mother's cow; Harvard University at Cambridge and the homes of Longfellow and Lowell; and Boston fish wharf on the harbor where the Tea Party was held. One should have time to enjoy New England cooking,—a crock of succulent browned beans in a coffee shop, or an elaborate dinner at the famous old Parker House.

North of Boston, within one-day range, are the old fishing villages of Marblehead, Salem and Gloucester. Miles of sandy beaches and rocky coast surround Marblehead Harbor. The Old Witch Jail and Dungeon is open to visitors in Salem, and The House of Seven Gables, where Nathaniel Hawthorne lived, and of which he wrote, can be seen. In Gloucester quaint shops and homes line one side of the main street, and the fishing wharves jut from the other side into the sea.

Following Paul Revere's ride out of Boston brings us to the green in Lexington



■ Above—AMERICA'S FIRST CAPITOL, INDEPENDENCE HALL IN PHILADELPHIA, PENNSYLVANIA

■ Left—THE OLD MAN OF THE MOUNTAIN IN LOVELY NEW HAMPSHIRE

■ Extreme left—A TYPICALLY QUAIN VILLAGE SCENE IN CONNECTICUT



where the first skirmish of the Revolutionary War was fought on the morning of April 19, 1775. A stone boulder bears the heroic words of Captain John Parker, "Stand your ground, don't fire unless fired upon, but if they mean to have a war, let it begin here."

At Concord Bridge, which still stands, was fired the "shot heard round the world." The town has landmarks of a later fame, from the time of Emerson, Thoreau, Hawthorne, the Alcotts and William Ellery Channing.

Twelve miles south of Concord, in South Sudbury, the Wayside Inn still serves the traveler. It was named the "Red Horse Tavern" when Longfellow laid a scene around its hearth. The inn was restored by Mr. Henry Ford to present the



■ THE MAINE SEACOAST OFFERS MANY VIEWS SUCH AS THIS, OVERLOOKING THE BAY AT BAR HARBOR, MAINE

visitor with a first-hand view of early New England.

More than 100 miles northeast of Boston lie the rock-ribbed Maine coast, Mount Desert Isle and Bar Harbor. Northwest are the Maine forests, a primeval splendor open to tourists. Farther west are the breath-taking panoramas of the White Mountains of New Hampshire and Vermont. At Burlington, a ferry may be taken across Lake Champlain to Port Kent and Ausable Chasm in New York State, and from there Lake Placid, and the Adirondacks resorts, Saranac Lake, Lake George, Saratoga Springs and Albany lie in general southerly direction.

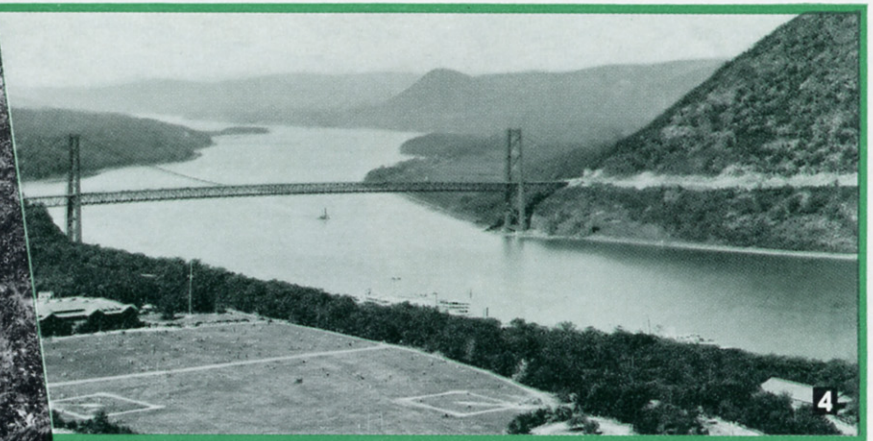
Of course, everyone will not have

time for the northern jaunt, but no one should miss the trip between Albany and New York, close to the Hudson River. To the motorist's right are the foothills of the Catskills; below him, in winding majesty, the lordly Hudson. At Newburgh is the scene of Washington's Headquarters. Bear Mountain is famous for its inns, park, bridge and mountain of the same name. These are just below West Point, U. S. Military Academy.

South and west of New York City are New Jersey and Pennsylvania, rich in historic and scenic values, which will attract many fair visitors. The New Jersey beach resorts have long been famous, and the names Atlantic City, Asbury Park and Barnegat are famous. The length of the Delaware River, from the ocean to the Delaware Water Gap, winds through an unusually interesting country. Washington's Crossing, Trenton and numerous quaint towns, on both Pennsylvania and New Jersey shores, will prove worth all the time spent among them.

Northwest of the Gap are the Poconos Mountains and their resorts.

Two cities have not been mentioned in this southern portion of the circle tour. They are Philadelphia and Washington, and like Boston, there is nothing that can be said about them in a brief space, that every man cannot describe better for himself. Beginning at Independence Hall and following the footsteps of Benjamin Franklin through Philadelphia is a minimum requirement for a tour of that city, with Valley Forge taken as a side trip. And everyone's vision of Washington includes the Capitol, the Washington and Lincoln monuments, Mount Vernon, the park-like shores of the Potomac, Alexandria, the tree-shaded avenues and the White House amid its sweeping lawns.



1. LONGFELLOW'S WAYSIDE INN, SOUTH SUDBURY, MASSACHUSETTS
2. AMERICA'S SHRINE, PLYMOUTH ROCK, PLYMOUTH, MASSACHUSETTS

3. SMOOTH HIGHWAYS BORDER COOL STREAMS IN VERMONT
4. BEAR MOUNTAIN BRIDGE SPANS THE BROAD HUDSON RIVER

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 in 1903. And that's why the company 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.

While at the fair, 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 other interesting things. Or you may rest in the Garden Court and listen to the music.

Some of these features are described on the pages of this issue of FORD NEWS.



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THOMPSON MOTORS

Authorized Ford Dealer

Pullman, Wash.