

Artist's sketch of the Ford Pavilion

Preview of Ford's Pavilion at the New York World's Fair



*Every visitor who rides
the Magic Skyway, created by
Walt Disney, will be
enchanted by its fantasy*

by Richard Barrett
photographs by George Hurrell

Walt Disney and sculptors check miniature clay models of prehistoric beasts

TO SAY THAT VISITORS to the Ford Pavilion at the New York World's Fair next summer will be amused, enchanted and completely captivated is—in spite of sounding like a carnival barker's spiel—anything but. And there are two very good reasons why: one is that the same genius who created what has been called the most spectacular fantasy of all time, Disneyland, is also applying his magic to the Ford Pavilion (no need to tell you *his* name). The other reason is simply that no one will have ever seen anything quite like the entertainment “imagineered” for you.

As Walt Disney himself put it, “What we want to provide guests at the Ford Pavilion is an entirely original experience, something no one has seen or done before. It could never happen in real life, but we can achieve the *illusion* by creating an adventure so realistic that visitors will feel they have lived through a wonderful, once-in-a-lifetime experience.”

Disney has not reneged on his promise. At every turn in the huge rotunda-shaped pavilion something intriguing attracts, then holds the eye, and in true Disney fashion, fantasy becomes so convincing you cannot, for the life of you, separate it from reality.

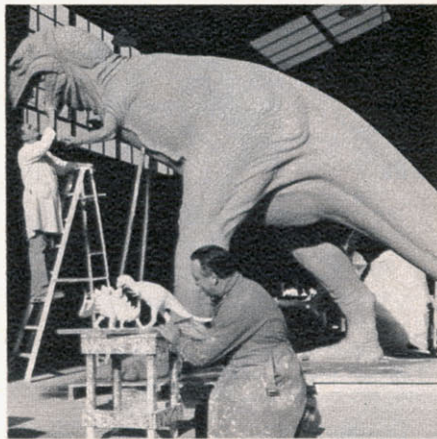
This is the essence of great entertainment and it will envelop you from the moment you enter the Ford Pavilion's serene International Gardens, move through a wonderland of unique exhibits to the “Magic Skyway” ride and from there to the Hall of Science, which turns the tables by making the reality of Ford's

advanced space-age products seem like make-believe.

It would be unfair, of course, to reveal at this early date *all* of what you'll see and do, principally because it could dilute the fun and surprises in store for you. But certainly a peek at what promises to be the most talked-about attraction at the Fair—Ford's Magic Skyway—might help to persuade you to use your vacation next summer for a trip to New York and the Fair.

The enchantment of the Magic Skyway will begin as you step from the embarkation area into one of the many sleek new Ford-built convertibles and are whisked off on the remote-controlled ride. As you glide along, the colorful panorama of the Fairgrounds will spread beneath you, for you will be traveling high around the outside of the circular pavilion

Life-size clay model of tyrannosaurus rex stands fifteen feet, weighs six tons





in a transparent plastic tunnel. Then suddenly you will dip into a "time tunnel" inside the pavilion, taking you back through the ages to emerge upon a breathtaking scene of primeval splendor. You will be "living" in the prehistoric age, for the effect will be just that convincing.

Huge, life-size prehistoric beasts, a stegosaurus and a tyrannosaurus rex will move about in violent combat. Farther on, a towering brontosaurus dips her long neck into ante diluvian ooze to snatch bottom vegetation for her two-ton baby, as monstrous, bat-like pteranodons soar overhead.

Following the course of evolution you'll see the emergence of man and share with him the experience of making his first discoveries and his invention of primitive tools. You'll watch a caveman teaching a child how to make fire by spinning a stick, early Boy Scout fashion. The young boy's hands actually move as they spin the stick, and the gestures of his "teacher" are just as real. His lips move as he grunts instructions and his facial expressions are as lifelike as those of a flesh-and-blood caveman.

As one animated tableau after another unfolds before you, you'll watch a prehistoric man's actual movements as he records his own brief history in colorful paintings on the walls of his cave, and fights off a saber-toothed tiger with fire to protect his family. You'll witness the killing of a gigantic mastodon by a horde of cavemen, and then watch as members of their families cook and eat the meat. You'll



This "animated" caveman with Walt Disney talks and gestures with life-like reality

even see the invention of the wheel—a wonder without parallel in nature—and, in a very amusing scene, learn how the wheel was used to create the first caveman suburbanite.

Ever wonder what the caveman's first spoken word was and what made him say it? You'll see a close approximation when a caveman suddenly spots a ferocious giant cave bear sneaking up behind a friend of his, unaware of the danger. Panic-stricken, he points a wagging finger at the snarling beast and tries to shout a meaningful word of warning.

Making such prehistoric events real enough to touch requires a great deal

Various stages in the development of a caveman family



Above: Engineers at Walter E. Disney Enterprises work on model of one section of the Magic Skyway's prehistoric phase.



Left: Model in miniature shows how cavemen preserved their history by painting on walls of their caves

of time and a special kind of wizardry. To achieve it, Walt Disney and his associates at WED Enterprises, Inc. worked for ten years developing a totally new technique of animating life-like figures of people and animals. It's called "Audio-Animatronics," which is certainly a mouthful, but it works absolute wonders.

Created by Disney "imagineers" using space-age control systems, Audio-Animatronics is animation powered by sound and controlled by electronics. The startling effects of movement and sound of the cavemen and prehistoric animals are "programmed" onto a magnetic tape. As the tape sends signals into a caveman's body, for example, each sound impulse triggers an air valve, shooting compressed air through plastic tubes connected to an intricate system of springs within the caveman that act like muscles, and thereby control actual movements.

The work involved in creating the vivid, animated story of "instant evolution" in the prehistoric era was enormous and required the combined talents of hundreds of imaginative artisans. Sketches first had to be made of every detail by artists. Sculptors then took over and fashioned miniature reproductions of each scene in clay. After each form of man and animal was authenticated, life-size forms were sculptured—quite a feat when you consider that the largest clay brontosaurus (a sort of cousin to the dinosaur) stands eighteen feet high and weighs five tons!

The final step, of course, was to fabricate the figures and "engineer"

them through complex mechanical devices to enable them to perform virtually every movement and sound of their counterparts in real life.

The total effect of bringing the prehistoric past to three-dimensional life with movement and sound is, as you can well imagine, quite astounding. So realistic are the cavemen and their families, for example, that their chemically processed "skin" has the touch of human skin; they "perspire" just as humans do and even "bruise" as you and I!

And there's still more

If the Magic Skyway journey ended with the completion of the ride into the dim, distant past, it would be no exaggeration to say that on your return to the reality of the present you would be excited and pleased. But there's more—much, much more. After leaving your new-found old friends at the cave, you'll enter still another "time tunnel" and zoom forward into the future to burst upon the "City of Tomorrow" in a kaleidoscope of dazzling light, towering architecture, soaring highways and . . . But it really would be unfair to give away the whole plot of the adventure.

After all, when Walt Disney promises "an entirely original experience, something no one has ever seen or done before"—you know that you're in for a rare treat of superb entertainment.

Every thrilling moment of it, and more, will be awaiting you when the gates of the New York World's Fair swing open on the morning of April 22, 1964. ■