

Ford Motor Company
News Bureau
New York World's Fair
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IMMEDIATE RELEASE

FORD OFFERS PERSONALIZED KEEPSAKE TO WORLD'S FAIR VISITORS

Ford Motor Company is simply glowing at the New York World's Fair.

The company has a novel souvenir, given to each visitor as he leaves the Wonder Rotunda -- an emblem marked with the state or part of the world from which the visitor hails. It can be attached easily to a lapel or shirt pocket.

The emblem is luminescent and stores energy while it is worn in sunlight; it glows in the dark for several hours.

Ford believes that Fair visitors enjoy seeing others from their home state or continent. The company believes it is the first to use such a mark of identification at a world's fair.

The souvenir makes Ford an unofficial tabulating center for representative Fair attendance. By counting the number of persons from each state and part of the world who pass through the Ford Pavilion, the company has an indication of total Fair attendance patterns.

Figures on attendance will be made available to the World's Fair publicity department, as well as to the general press.

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