

Ford Motor Company
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New York World's Fair
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IMMEDIATE RELEASE

"WONDER" IS THE WORD FOR FORD'S PAVILION AT THE NEW YORK WORLD'S FAIR

Wonder Rotunda is a name befitting the Ford Pavilion at the New York World's Fair.

Wonders of entertainment, created by Walt Disney, make the Ford exhibit one of the greatest free shows ever offered.

Wonders of space research, the work of Ford and Philco scientists, offer visitors a chance to listen in on the sounds of the stars, as radio-telescopes probe for signs of intelligent beings in distant galaxies.

Wonders of new ideas in car design bring together one of the most comprehensive exhibits of dream cars ever assembled.

Wonders of animation -- a new Disney miracle call "Audio-Animatronics" -- make giant prehistoric creatures and captivating cave men in the Ford Pavilion the talk of the Fair.

Wonders of art -- including several large murals -- tell the story of man's accomplishments in the finest Ford tradition of imagination coupled with good taste.

Such is the scope of World's Fair attractions prepared by Ford Motor Company to emphasize its role as a worldwide corporation and to dramatize the Fair's theme, "Man's Achievements In An Expanding Universe."

Through unique design, the Wonder Rotunda offers two identical shows to accommodate anticipated crowds. By dividing its audience, Ford plans to avoid long lines and undue delays and to assure each guest "the best seat in the house."

Two lines of visitors meet and parallel each other through much of the exhibit without being aware of each other. Each group watches the same animated prehistoric sequences and sees the achievements of man without interfering with the view of the other. The Ford Wonder Rotunda is virtually two pavilions in one.

Ford's preparations for the Fair, like its manufacturing and marketing operations, were worldwide.

Ford-built cars from Britain, Germany, Italy, Mexico, Australia, Canada and the United States have been transported to New York. They blend into the design of Ford's "International Gardens" -- authentic, scale-model reproductions of scenes and buildings from 11 nations of the world.

The International Gardens are the first sight to greet visitors in the entrance to the Ford Pavilion, largest above-ground structure at the World's Fair.

Designed in Glendale, Calif., by Walt Disney's WED Enterprises, Inc., the International Gardens were constructed by model makers at Display and Exhibit Company in Detroit.

Spotlighted in the Wonder Rotunda is a replica of the famous Quadricycle built by the late Henry Ford in 1896.

Visitors travel to the upper level of the Pavilion on "speed ramps" -- escalators without steps.

Gliding upward, they gaze through giant picture frames at humorous tableaux that recapture the fun and fickleness of early motoring.

A "magic mirror" multiplies a handful of Ford Model T's so that viewers seem to see many of the 15,000,000 that put America on wheels.

Faces of the past five decades -- figures from the world of entertainment, sports, politics and business -- appear on a mural that winds through an upper level of the Wonder Rotunda.

Music and animation combine to make the story of a car's assembly as captivating as a Disney cartoon as guests are serenaded by an "Auto Parts Harmonic Orchestra." Each instrument is made entirely of auto parts, and each is animated.

All this serves as a prelude to the chief attraction of the Ford-Disney show, the "Magic Skyway" ride in new Ford-built convertibles.

Visitors are transported through "time tunnels" to the dawn of life on earth and again to the threshold of tomorrow.

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Entering the flared, rectangular portion of the Ford Rotunda, the cars, which travel at speeds of approximately four miles per hour, seem to speed faster than sound itself as they pass through "time tunnels."

Passengers emerge in a strange, primeval land where dinosaurs move about, utter unworldly sounds and fight their frenzied battles.

Volcanic eruptions precede the Coming of Man. Scenes representing man's development and his greatest achievements portray lifelike cave men painting on walls, fighting off vicious beasts, discovering fire, inventing the wheel and establishing the earliest forms of suburbia.

Other "time tunnels" transport visitors into the Space City, a breathtaking view of scientific wonders from a roadway that arches high above the city.

Travelers leave their "Magic Skyway" cars to visit five science areas, detailing Ford Motor Company advances in computers, space technology, new sources of power, new materials and engineering for the future.

Visitors "return to earth" in an area where they can examine the idea cars Ford prepared especially for World's Fair showing.

A final Disney animation, depicting scenes of city and country life, forms a background for a "product parade," an endless line of current Ford-built cars, trucks and tractors, moving past the viewers.

A hospitality area features another mural, depicting the United States and its territories in mosaic tile. Nearby are displayed original paintings representing each of the 50 states, done by artists native to each state.

An automobile "dealership area" with cars on display and "bucket seat" lounge chairs complete the Ford Wonder Rotunda.

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