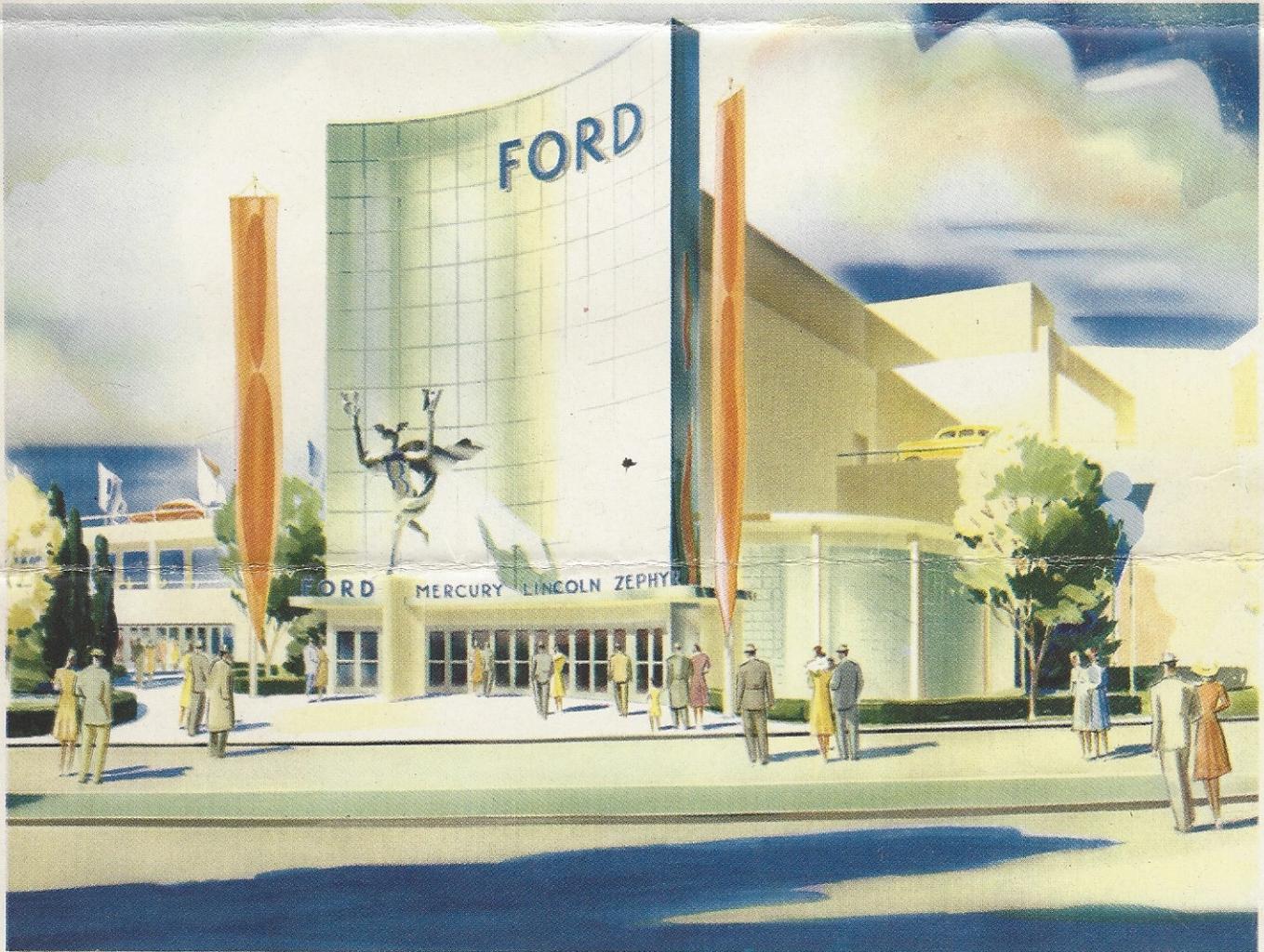


*The*  
**FORD EXPOSITION**  
*New York World's Fair - 1940*



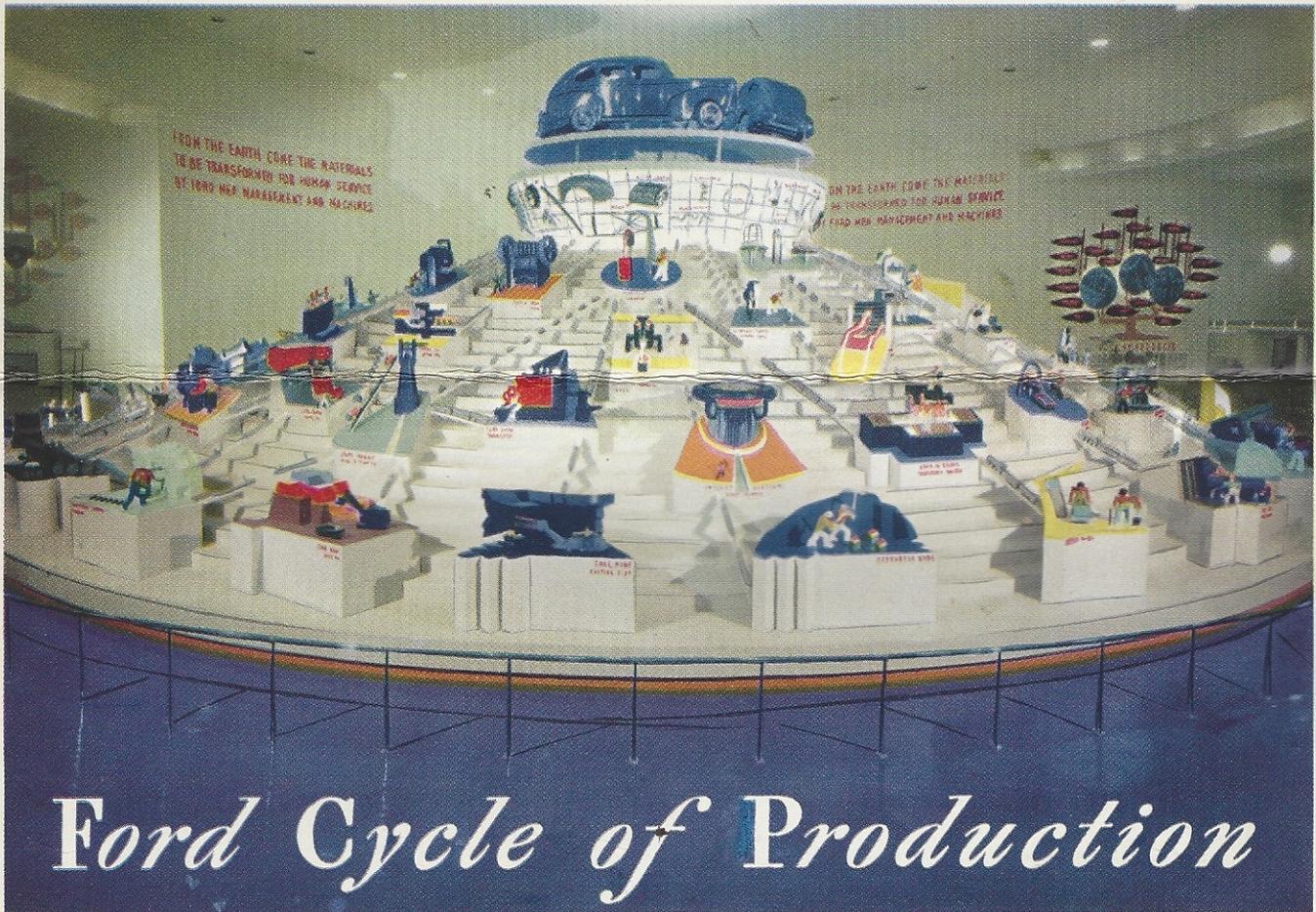
**H**ENRY FORD has a conviction that progress comes when you show men's advanced ideas to other men. He believes that the exhibits at the World's Fair will help young people to gain inspiration for improvements that will be as important to the future as the motor car has been to the world of today. It is with that thought in mind that the Ford Exposition has been developed. This folder will help you to remember the highlights of your visit.

The Ford Exposition is strikingly mod-

ern, and many interesting features are evident even before you enter. At the main entrance is a twentieth century impression of the god Mercury, symbol of the swift, effortless magic of modern transportation. Dynamic in effect is the constant movement of the brightly colored Ford, Mercury and Lincoln-Zephyr cars on the Road of Tomorrow. Visitors who take the trip over the Road of Tomorrow have a fine view of the Fair,

for the Ford Building is located on the highest point of land within the Fair grounds.





## Ford Cycle of Production

THE INDUSTRIAL HALL of the Ford Exposition is dominated by a huge revolving exhibit called the "Ford Cycle of Production." It shows how the Ford Motor Company, pioneering the idea of a low-priced car that millions could afford to buy, has stimulated employment in every corner of the earth.

In its larger aspects, this exhibit is symbolic of the entire automobile industry today. It suggests how this industry spreads employment back from the hundreds of thousands

directly employed in the automobile plants—back through the thousands of suppliers of those plants—back to the raw materials, and the millions engaged in their production, transportation and early processing.

For this exhibit, 27 typical raw materials have been chosen, and the progress of each, through the processing stages to the finished car part, is shown by activated models. The whole exhibit, suggesting how raw materials are transformed by

men, management and machines to serve mankind, forms the background for all the other exhibits in the Industrial Hall.

The turntable itself is 100 feet in diameter, 30 feet high, and weighs almost 152 tons. It is floated on pontoons in a moat containing 20,000 gallons of water, and is revolved by a small two horsepower motor. There are 87 models in the exhibit, 142 human figures carved in wood and 133,600 individual moving parts.

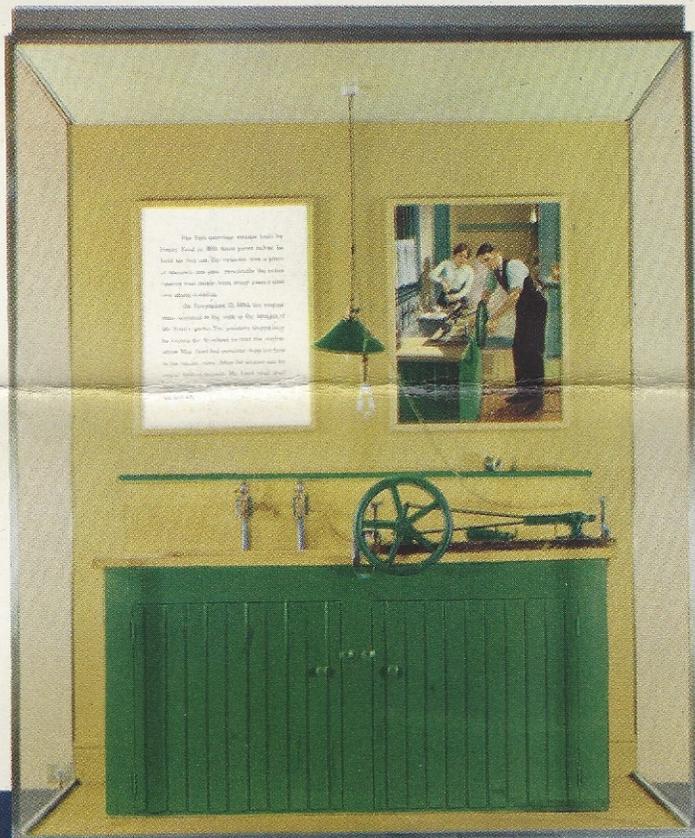
*Hundreds of hours of work were spent on some of the models to achieve the life-like movements of the figures. The great array of artists and craftsmen employed includes sculptors, pattern makers, electrical and mechanical engineers, wood carvers, painters, seamstresses, cabinet makers, plastic fabricators, art metal craftsmen, welders and blacksmiths.*



# Three FAMOUS FIRSTS

## HENRY FORD'S FIRST ENGINE

In a glass case, in the Entrance Hall, is the first engine built by Henry Ford in 1893. The cylinder is a piece of one-inch gas pipe; practically the entire engine was made from scrap pieces and cost about a dollar. On December 22, 1893, the engine was clamped to the sink in the kitchen of Mr. Ford's home. He turned the flywheel while Mrs. Ford fed gasoline drop by drop to the intake valve. After the engine ran for about half a minute, Mr. Ford shut it off and started to work on a larger one . . . for his first car.



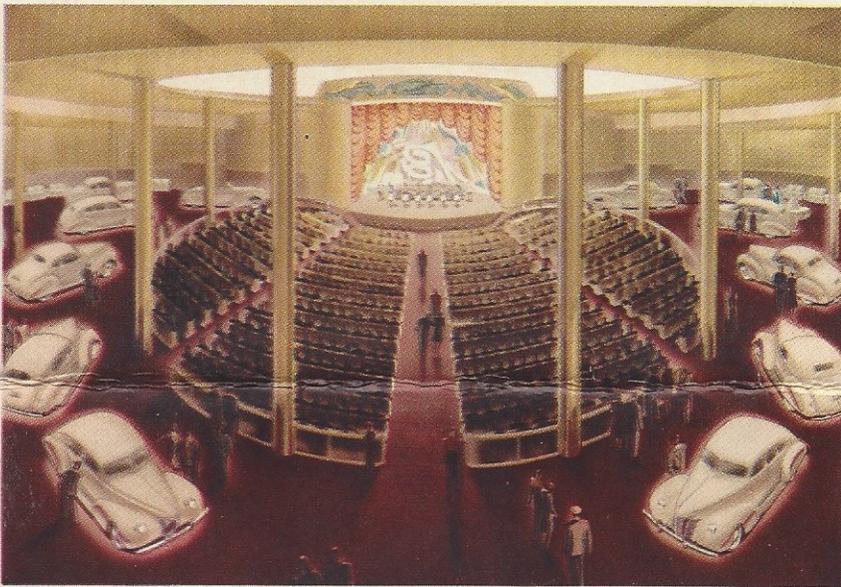
## HENRY FORD'S FIRST CAR

In the Entrance Hall is the first car built by Henry Ford. On a May morning in 1896, Mr. Ford pushed the car out of the little brick shop behind his home at 58 Bagley Avenue, Detroit. The engine sputtered and ran; the car shook and then bumped over the cobblestone drive. A dream had come true. This was the first car ever built in Detroit, which later became the automobile center of the world.

## FORD MOTOR COMPANY'S FIRST MODEL

Third of the "famous firsts" is the two cylinder Model A, first model built by the Company after its founding in 1903. It was known as a Touring Car, although it seated only two. A tonneau attachment was available, which raised the seating capacity of the car to four persons. As a touring car, it sold for \$850.



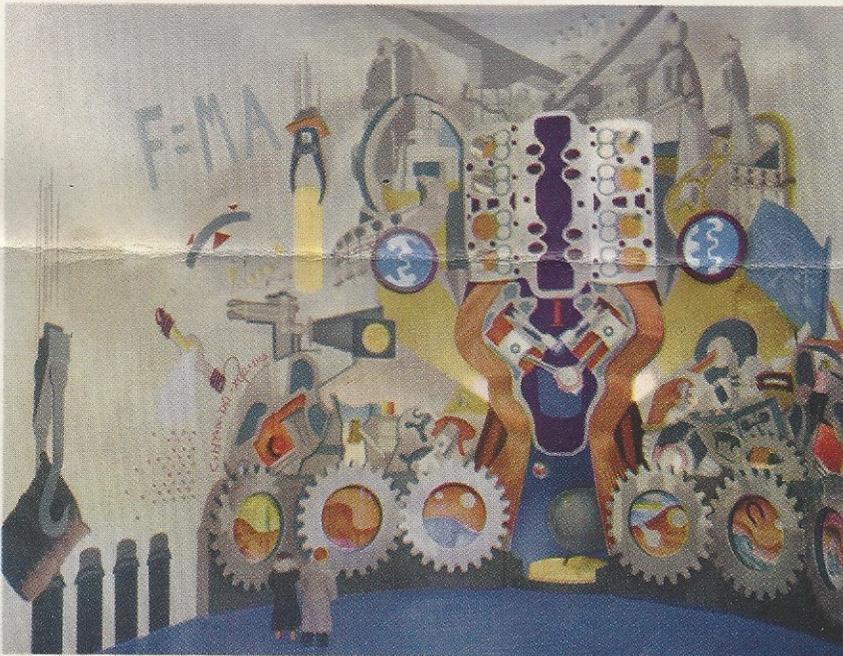


### THE FORD PLAYHOUSE

The theater in the Ford Building is located in an entirely new wing, and was one of the major building projects for the 1940 New York World's Fair. It has a revolving stage of the most modern type. Shows of a varied nature are presented here throughout the day. They include an original ballet, a style show, and an unusually interesting motion picture entitled "Symphony in F"—inspired by the activated models in the Ford Cycle of Production.

### THE MOBILE MURAL

The huge moving mural designed by Henry Billings suggests the dependence of modern industry upon the pure sciences. Its theme is expressed as follows: "Man can change the form of energy, but he can neither create nor destroy it. The sun pours energy upon the earth, where it is stored in many forms. By controlling the channels through which it flows, as it changes from one form to another, industry harnesses this energy for the benefit of man."



The Ford Exposition is designed for your entertainment and information. It presents swiftly and clearly the fascinating story of the truly modern automobile. We will be glad to have your comments on what feature of the Exposition interests you most.

One impression, we feel sure, is bound to emerge clearly. That is the care, the quality of materials, the methods and resources that combine to produce remarkable value for your money when you buy a car built by the Ford Motor Company.

The complete line of cars—the Ford, De Luxe Ford, Mercury, Lincoln-Zephyr — and Ford Trucks, Tractors and Commercial Cars—is on display at the Ford Exposition. Your visit provides an excellent opportunity to study them in detail and learn why each represents the greatest possible value in its price class.