

# Ford to Depict Past and Future

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Time tunnels, cavemen, prehistoric animals, futuristic idea cars . . .

All—or reasonable facsimiles thereof—are in the final stages of preparation for display at the Ford Pavilion at the New York World's Fair, opening April 22.

## CAR NOTES

### State Share Of Auto Output Up

States auto output rose in the 1964 model year through Dec. 31 to 55.3 per cent, highest in seven years, Ward's Automotive Reports revealed.

"Fears prompted several years ago that establishment of out-of-state assembly plants would cripple Michigan's auto industry are now erased," Ward's said.

The trade journal said a leading railroad executive believed that cheaper transport costs as a result of use of multi-level rail cars would show less need for widely scattered auto assembly plants.

A total of 1,012,000 1964 model cars were assembled in Michigan through Dec. 31, Ward's said.

### Chevrolet Breaks Its Output Record

Auto production this week is scheduled at 175,760 units, according to Automotive Industries magazine. The schedule is 15 per cent above the 151,577 new cars assembled a year earlier.

Chevrolet Motor Division again set an industry record Tuesday for production of cars and total vehicles in 24 hours. Output included 10,741 autos and 2,479 trucks for a total of 13,220 units, breaking a car record set last Nov. 29 and a total vehicle mark set Dec. 30.

### Comet Sales Rises

Lincoln-Mercury Division reported Comet sales in the Jan. 16-20 period were 3,601, 48 per cent ahead of the period a year ago.

Lincoln Continental sales totaled 1,065, up 29 per cent from a year ago, while Mercury sales were 2,570 compared with 2,587 a year earlier.

Combined sales of 99,190 Ford Division cars and trucks during the first 29 days of January were the highest in history for any similar January period. Car sales for the Jan. 11-20 period totaled 51,582. Truck sales in the mid-January period totaled 8,156, or 4,183, per day, the

The scope of the company's attractions is intended to emphasize its role as a worldwide corporation and to dramatize the fair's theme, "Man's Achievements in an Expanding Universe."

The global angle will be portrayed in "Walt Disney's International Gardens," authentic, scale-model reproductions of 11 nations of the world.

REPRESENTING the fair's theme will be a radio signal emitted by an uncharted star, which will be heard by visitors as it registers on a radio telescope built by Philco Corp., a Ford subsidiary.

On the upper level of Ford's Rotunda, largest above-ground structure at the fair, visitors will see an "Infinity Mirror" counting 15 million Model T's, a new collection of photographs portraying "Ford Today" around the world and stylized paintings of famous figures representing "Five Decades of Progress—1910 to 1960."

For the "Magic Skyway" ride, they will board 1964 convertibles for a trip through a transparent tunnel that circles the Rotunda in full view of the fairgrounds.

Passing through the time tunnels, the passengers will be transported through a primeval land of dinosaurs, volcanic eruptions and animated cavemen and also into the "City of Tomorrow," a view of scientific wonders from a roadway arching high above the city.

FIVE SCIENCE areas in the city display will detail the company's advances in such areas as computers, space technology, new sources of power, new materials and engineering for the future.

The "return to earth" will include an exhibit of experimental Ford dream cars, a "product parade" against a background of animated city and country life, a hospitality area and a model automobile dealership.

Among the novelty displays is a collection of musical instruments, made entirely of car parts and called the "Auto Parts Harmonic Orchestra." Each animated "instrument" will tell in music its part of the story of a modern automobile.

The instruments include a xylophone made of Ford rear leaf springs propped up on axle rods and a banjo shaped from half a differential housing with slide wires attached to cigarette lighter knobs.

### New Dealership

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