

Big Three Building Elaborate Exhibits at N. Y. Worlds Fair

Carmakers Will Spend 70 Millions

Workers are putting the final touches on the multimillion dollar New York World's Fair exhibits that will be presented by the auto industry's Big Three.

General Motors corporation, Ford Motor company, and Chrysler corporation have made elaborate plans for the fair, which opens a two-year run on April 22.

G. M.'s exhibit will be built around a mammoth Futurama building. Among the features will be a ride designed to place the environment of tomorrow into focus.

The rides at Ford's pavilion were designed by Walt Disney and the highlight will be a magic skyway trip thru a Disney woodland of "time tunnels" ranging from cave-man days all the way up to the space age and beyond.

Chrysler's exhibition will be five bridge-connected islands in a large oval-shaped lagoon. On each of the five islands will be exhibits illustrating a major facet of the company's operations.

The combined value of the three exhibits has been estimated at 70 million dollars. Here are details of each exhibit:

General Motors

A seemingly suspended building with a 10-story entrance canopy of soaring metal spars is the G. M. Global Futurama exhibit at the fair.

W. G. Donner, G. M. spokesman, said that the company hopes its 240,000 square foot building will add heavy and significance to the skyline of the fair.

The building was designed to express the message of the Futurama—the faith of G. M.—as a corporation doing business thruout the free world—that mankind can make great future strides in every area of the globe if it exercises its full potential.

Fair visitors can visit G. M.'s ride into the world of tomorrow and a multitude of other displays and products included in the 7-acre exhibit.

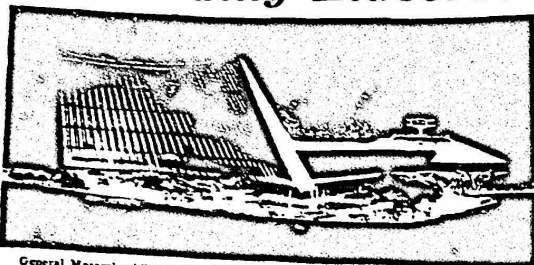
The Futurama building will be white and refreshing in the overall panorama of the fair. Despite its capacity to entertain tens of thousands of people, it will achieve thru a combination of sculptured forms the illusion of being suspended above its landscaped site.

Behind the entrance canopy, the main portion of the building—which will house the Futurama ride and many other futuristic and scientific exhibits—will be long and sweeping. It will terminate in a dramatic, rounded pavilion which will house Ford's cars and other products.

The domed pavilion will house a special landmark to many motorists and to air passengers flying over the site as well as to visitors on the fair grounds. Revolving on its roof will be an eight-foot sculptured indicator which shows the time and temperature in large illuminated symbols.

A broad base of the canopy will hover over a relaxing pool lying at the entrance of the building. The 20 slim metal spars supporting the canopy will rise to a height of 110 feet and will be visible for many miles.

As visitors approach the building, the canopy will move under the protective tip of the canopy as he crosses the promenade over the pool. The canopy will sweep down to greet him at the entrance.



General Motors' exhibit at New York World's fair will be housed in this futuristic building. Inside, visitors will take a "ride into tomorrow" for a glimpse at man's potential for the future.

Once inside, he will discover the building's exterior shape has disguised an immense amount of space. Slightly narrower than its canopy, the building will measure 200 feet in width and 680 feet in length. Its 44-foot high roofline will be deceptive because the building's total depth of 68 feet will extend down into the site itself.

The domed product pavilion in to which the main portico flows will be 250 feet in diameter and 70 feet high. The temperature indicator will be 24 feet above the dome and 40 feet in diameter. The grade of the site will slope down as it reaches the pavilion, enhancing its illusion of floating. Surrounding it will be outdoor displays of heavy equipment produced by G. M. including trucks, buses, locomotives, and earth-moving equipment.

The Futurama building itself will occupy nearly 3 acres of the 7-acre site. Surrounding it will be more than 4 acres of trees, grass, rock gardens, and reflecting pools complete with islands and waterfalls.

As well as creating an expressive and inviting architectural image, G. M.'s designers have attempted to create in the Futurama building the most functional exhibit structure ever devised.

Ford Motor

Visitors to the Ford pavilion at the fair will span millions of years of life on earth—from the dawn of history to the world of tomorrow—in exactly 12 minutes.

The ride on Ford's "Magic Skyway"—about the fastest trip thru time and space ever experienced—will be accomplished in air-conditioned comfort in current model automobiles.

Taking the fair's theme, "Man's Achievements in an Expanding Universe," as his guide, master showman Walt Disney created the entertainment feature that animates the story of life on earth and man's constant search for knowledge and progress.

A tour of the Ford pavilion will require approximately 25 minutes. The ride along Ford's "Magic Skyway" will take approximately one-third of that time. Ford is planning a host of other attractions for its pavilion, including an extensive showcase of idea cars. Appearances at the fair for three of the company's new futuristic vehicles, the Allegro, Cougar II, and Mustang II, already have been announced.

For the "Magic Skyway" ride, Ford visitors will step into moving automobiles from a special boarding ramp moving parallel with the cars.

Once seated in new Ford-built convertibles, passengers will seem to break the barriers of time and space. A "time tunnel," creating the illusion of

high speed, will transport them to the dawn of life on earth.

Thru misty vapors and shadow half-light, they will see prehistoric monsters engaged in mortal combat, while other primeval beasts roam the rugged terrain. Long-extinct creatures will soar overhead, and the air will be alive with sounds of a time, remote and primitive.

As the changing world unfolds, fairgoers will see groups of cave men so lifelike they raise their eyebrows, blink, wave, smile, and speak. They will be creating, fire, painting on cave walls and working on inventions, like the wheel.

How will these things be done? Thru a new system of animation called "Audio-Animation," created for Ford by matronics, Inc. The Ford World's Fair show will be one of the first applications of the system, which has been in the experi-

mental development stage for more than six years.

Audio-Animation, in the words of Walt Disney, is "a new dimension and form of entertainment made possible in recent years thru advances in space-age electronics."

The fast-paced Ford-Disney

show moves from prehistoric times to the space age and far into the future—once more thru the magic of "time tunnels."

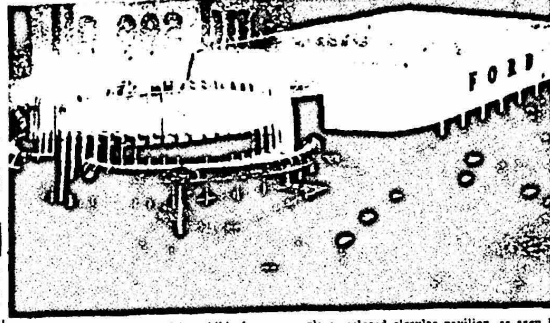
What looks like "instant evolution," however, required years of preparation and the combined talents of artists, animators, sculptors, engineers, taxidermists, chemists, and other highly skilled technicians in workshops of the creators of Disneyland.

Chrysler

Five bridge-connected islands in a large, artificial lake covering a unique oval-shaped site will highlight Chrysler's fair exhibition.

John D. Leary, Chrysler vice president—administration, said the exhibit will cover six acres—more than 250,000 square feet—and will be located in the transportation section of the fair.

Each of the five islands will be symbolic of a major facet of the company's activities.



Ford Motor company's fair exhibit features a glass-enclosed circular pavilion, as seen in this detailed scale model.

Visitors will have easy access to the islands and exhibits by means and causeways and bridges.

"Our exhibition will provide an exciting setting for entertainment and information—

dual objective synonymous with any successful world's fair exhibition," Leary said.

"Millions of visitors will have an opportunity to better understand what Chrysler corporation is doing in the automotive world, the aerospace field, and other industrial areas. The exhibition has been planned to interest members of the entire family—from youngster to grandparent."

Chrysler's exhibition will be a departure from traditional one-building world's fair formats. The displays will be spread out over a number of indoor and outdoor facilities.

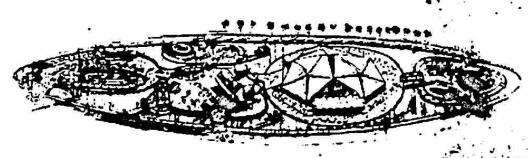
Leary said fair visitors will be able to walk thru and around the exhibits, thus selecting their own route and pace. Displays will be self-explanatory and visual.

Leary pointed out that the company's corporate symbol—

the Pentastar—has been architecturally integrated into one of the area's most unusual buildings. The building consists of four connected structures each shaped like a pentagon and will have a seating capacity of 2,500 individuals and will feature a huge 70-foot revolving stage. Facilities will permit up to 4,000 visitors each day to view the continuous musical presentation which will be given during regular fair hours.

"Some of the company's major facets, such as engineering, production, and styling, will be uniquely portrayed on the islands," Leary said.

Richard E. Forbes, corporate advertising manager, said work on Chrysler's New York World's Fair project was begun more than two years ago, and that progress at the site is rapidly approaching completion.



Artist's sketch shows Chrysler corporation's oval-shaped exhibition for New York World's fair. Five bridge-connected islands will be used for major exhibits. The lagoon in which the islands will nestle will be 20 inches deep and will contain more than 832,000 gallons of water.