

CHANGE SLIDES EACH TIME AN X APPEARS
WLD ENTERPRISES, INC.
FINAL SCRIPT - 12/4/61

FORD MOTOR COMPANY--NEW YORK WORLD'S FAIR

SLIDE PRESENTATION

PRESENTOR MR. MOORE OF FORD HAS JUST GIVEN A SLIDE
PRESENTATION ABOUT THE FAIR ITSELF --- THE DATES,
THE PLACE, EXPECTED ATTENDANCE, FORD'S LOCATION
IN THE TRANSPORTATION AREA, AND THE BACKGROUND
OF THE CREATIVE DEVELOPMENT OF THE PROJECT. HE
FINISHES HIS INTRODUCTION WITH THE HOUSE LIGHTS ON
FOR A MINUTE OR SO, THEN TURNS THE PRESENTATION
OVER TO THE DISNEY AND BECKET PEOPLE. NOW THE
HOUSE LIGHTS HAVE DIMMED AGAIN, AND THE SCRIPT THEN
PICKS UP WITH OUR SLIDE PRESENTATION AS FOLLOWS:

SLIDE 1 "UNISPHERE" --- ON SCREEN AS MUSIC STARTS. (MISSING)

SLIDE 2 3 (2 - TRANSPORTATION AREA) --- MISSING
(3 - PAVILION EXTERIOR)

AUDIC YOU HAVE JUST ARRIVED IN THE TRANSPORTATION AREA

AT THE NEW YORK WORLD'S FAIR, YOU'RE WALKING TOWARD
THE FORD MOTOR COMPANY PAVILION... AND THIS IS WHAT
YOU SEE

→ START TRACK #1 1/3

DES 4 & 5 EXTERIOR VIEWS OF PAVILION

DIO: THE FORD PAVILION... A BLENDING OF DRAMATIC ARCHI-
TECTURE WITH THE EXCITEMENT OF SHOWMANSHIP. HIGH

ABOVE YOU, MAGNIFICENTLY SPREADING LIKE A SUNBURST,
THE TOP OF THE ENTRANCE PAVILION IS ITS OWN TANTAL-
IZING MARQUEE.

SLIDE 6

PAVILION EXTERIOR.

AUDIO:

RADIATING COLOR AND BEAUTY THE LENGTH OF A FOOTBALL
FIELD, IT SYMBOLIZES IN ITS OWN SPECTACULAR FASHION
THE VERY THEME OF THE FAIR ITSELF: THE EXPANDING
UNIVERSE OF MAN.

SLIDES 7-9

PAVILION EXTERIORS

AUDIO:

DESIGNED BY WELTON BECKET AND ASSOCIATES TO HOUSE A
SHOW CREATED BY WALT DISNEY AND WED ENTERPRISES, INC.
THE FORD PAVILION IS NOT ARCHITECTURE FOR ARCHITECTURE'S
SAKE ALONE, IT IS MUCH MORE. A BLENDING OF ARCHITEC-
TURE WITH SHOW, STYLED TO STIMULATE THE IMAGINATION,
TO CREATE ITS OWN FEELING OF EXCITEMENT AND ADVENTURE.
AND TO ENTICE YOU INSIDE... INTO A PAVILION WHERE EVERY-
THING HAS BEEN DESIGNED FOR YOUR ENTERTAINMENT AND
COMFORT BY YOUR HOST, THE FORD MOTOR COMPANY.

SLIDES 10-12

HIGHWAY IN THE SKY.

AUDIO:

LOOK UP! HIGH ABOVE YOU AS YOU WALK TOWARD THE
PAVILION IS STILL ANOTHER SPECTACULAR MARQUEE---A
CONTINUOUSLY MOVING LINE OF FORD BUILT CARS
DRAMATIC SHOWCASE OF FORD MOTOR COMPANY AUTOMOBILES
TRAVELING ALONG A "HIGHWAY IN THE SKY" YOU CAN SEE

PEOPLE IN THE CARS...

SLIDE 13

CAR ENTERING WATERFALL.

AUDIO:

...ALREADY ON THEIR WAY TO SEE AND HEAR FORD MOTOR
COMPANY'S SHOW. THEY DISAPPEAR, MYSTERIOUSLY, TO
YOUR LEFT AND TO YOUR RIGHT AS THEY RE-ENTER THE
BUILDING---TRAVELING FROM VIEW IN SPECTACULAR FASHION
THROUGH WATERFALLS THAT PLUNGE MORE THAN 50 FEET. X¹³ X¹⁴

SLIDES 14 & 15 PEOPLE ON BRIDGE CROSSING POOL.

AUDIO:

AS YOU REACH ONE OF TWO MAIN ENTRANCES, TWO ROWS OF
PEOPLE CONVERGE AND JOIN TOGETHER. EVEN THOUGH YOUR
MOVEMENT APPEARS TO BE FREE FLOWING, FROM THIS POINT
IN YOUR WORLD'S FAIR VISIT WITH FORD MOTOR COMPANY
YOU ARE ACTUALLY PART OF A CONTROLLED AUDIENCE
PROGRESSION X¹⁵ ---A CONTROL THAT WILL RESULT IN A PROPER
SEQUENCING OF IDEAS TO FORM A TOTAL IMPRESSION OF
FORD MOTOR COMPANY FOR EACH GUEST. THIS CONTROLLED
AUDIENCE FLOW ACTUALLY BEGINS AS YOU CROSS A SPARKLING
POOL AND ENTER X¹⁶ THE PAVILION.

SLIDES 16-19

LONG SHOTS OF LOBBY.

AUDIO:

AS YOU ENTER THE BUILDING, YOU ARE SUDDENLY IN THE
MIDST OF A GLITTERING INTERNATIONAL GARDEN ---A VAST
PANORAMA THAT SPREADS OUT IN ALL DIRECTIONS, RADIATING
THE COLORFUL KALEIDOSCOPE OF THE FORD WORLD X¹⁷ WHERE-
EVER YOU LOOK IN THIS SPECTACULAR PAVILION, THE DRAMA

OF THE "FORD WORLD" UNFOLDS AROUND YOU. ¹⁸ A HUGE,
LUMINOUS THEME MURAL, ---DEPICTING THE ENTIRE WORLD
AS THE SOURCE OF IDEAS AND INSPIRATION FOR FORD MOTOR
COMPANY ---RISES IN THE DISTANCE, AND AT ¹⁹ EACH SIDE
OF THE THEME MURAL, PEOPLE ARE GLIDING SLOWLY UP-
WARDS TOWARD AN INVISIBLE HIGHER LEVEL ABOARD 150
FEET LONG MOVING RAMPS. ²⁰

SLIDES 20-22

FORD CARS IN GARDEN SETTING.

AUDIO:

TO YOUR RIGHT AND TO YOUR LEFT, AND AHEAD OF YOU
THROUGHOUT THE GARDEN, FORD'S BEAUTIFULLY DESIGNED
AND BUILT PRODUCT ---AUTOMOBILES FROM AROUND THE
WORLD ---ARE IN THE SPOTLIGHT. ²¹ HERE, SURROUNDED BY
LIVING GARDENS IN MINIATURE REPRESENTING FAMILIAR
SETTINGS FROM NATIONS THROUGHOUT THE WORLD, THE
CARS THEMSELVES ARE "ON STAGE"... FOR THIS IS FORD'S
"INTERNATIONAL SHOWROOM"... A SHOWCASE OF FORD MOTOR
COMPANY ²² AUTOMOBILES FROM MANY LANDS.

SLIDE 23

INTERNATIONAL GARDEN SETTING.

AUDIO:

UNIQUE THEATRICAL TECHNIQUES ARE COMBINED WITH
DRAMATIC LIGHTING AND COLOR SCHEMES TO EMPHASIZE
THE BEAUTY OF EACH CAR ²³ AND AS YOU PASS THE AUTOMOBILES,
YOU HEAR MUSIC NATIVE TO THE COUNTRY OF ORIGIN OF EACH ²⁴
STYLING "ART" IDEA.

SLIDE 24

AUDIO:

FORD'S STYLING STORY IS ALSO DRAMATIZED IN THE GARDEN
SETTING. HERE, COMPONENT PARTS ARE GIVEN STATUS AS

Page 5

WORKS OF INTERNATIONAL ART AND BEAUTY CREATED BY
FORD STYLISTS.

SLIDE 25

STYLING "ART" IDEA.

AUDIO:

THE ASSOCIATION IS CLEAR AND PRECISE: JUST AS THE INTER-
NATIONAL MASTERPIECE IS A WORK OF ART, THE COMPONENT
PARTS OF A FORD MOTOR COMPANY PRODUCT ALSO COMBINE
THE ELEGANCE OF ART OBJECTS WITH FUNCTIONAL PURPOSE.

SLIDE 26

MEDIUM SHOT OF LOBBY.

AUDIO:

AS YOU MOVE THROUGH THE INTERNATIONAL GARDEN INTO
THE CENTER OF THE PAVILION, THE "FORD WORLD" ALSO
REVEALS TWO OF THE MOST EXCITING AND SYMBOLICAL
CHAPTERS IN FORD MOTOR COMPANY HISTORY. HERE ON
DISPLAY, DRAMATICALLY LIGHTED AND STANDING IN BOLD
RELIEF AGAINST A BACKGROUND OF THE "FORD WORLD"
MURAL MAP, ARE HENRY FORD'S ORIGINAL QUADRICYCLE AND
AN AERONUTRONIC SPACE VEHICLE. X 27

SLIDE 27

THE QUADRICYCLE.

AUDIO:

THIS IS HOW IT ALL BEGAN... WITH "A MAN AND AN IDEA"...
AN IDEA THAT WAS SOON TO OPEN THE VAST PANORAMA OF
OUR NATION AND LITERALLY CHANGE OUR WAY OF LIFE.
YOU SEE THE ACTUAL QUADRICYCLE STANDING BEFORE A
TRANSPARENCY OF THE BAGLEY STREET SHOP, AS NORMAN
ROCKWELL VISUALIZED IT IN HIS FAMOUS PORTRAYAL OF
HENRY AND MRS. FORD. X 28

Page 6

SLIDE 28
SLIDE 29

THE SPACE VEHICLE.
MEDIUM SHOT OF LOBBY (REPEAT)

AUDIO:

AND HERE, TOO, IS THE AERONUTRONIC LUNAR SURFACE
VEHICLE, SYMBOL OF FORD'S ROLE IN THE FUTURE OF
AMERICA ---OPENING UP VAST NEW HORIZONS OF THE
UNIVERSE THAT HOLD THE PROMISE OF MAKING OUR LIFE
A RICHER AND FULLER ONE, ²⁹ ~~X~~ THUS, GRAPHICALLY, THE
CONTINUITY OF FORD MOTOR COMPANY IS PORTRAYED---
THROUGH THE EXPANSION, OVER THE YEARS, OF "A MAN
AND AN IDEA". ~~X~~ 30

SLIDES 30 & 31
SLIDE 32

SHOTS OF MURAL MAP.
RAMP UP.

AUDIO:

AS YOU PASS THE QUADRICYCLE AND SPACE VEHICLE AND
APPROACH THE THEME MURAL ---DEPICTING THE WORLD
AS A KALEIDOSCOPE OF MEN AND IDEAS ---YOU CAN SEE
THAT FORD IS IN THE VORTEX OF THIS MURAL MAP. HERE
FORD MOTOR COMPANY TODAY IS SYMBOLIZED ---GATHERING
AND EXCHANGING IDEAS AND MEN WITH THE FOUR CORNERS
OF THE WORLD IN THE CREATION OF THE BEST POSSIBLE
PRODUCTS OF BENEFIT TO PEOPLE EVERYWHERE ~~X~~ ³¹ NOW
YOU MOVE PAST THE THEME MURAL MAP AND REACH THE
MOVING RAMPS.

SLIDE 33

PEOPLE ON MOVING RAMP.

AUDIO:

AS THEY CARRY YOU SLOWLY TOWARD THE SECOND FLOOR,
THE HIGHLIGHT HISTORY OF FORD MOTOR COMPANY CONTINUES

TO UNFOLD ³² A SERIES OF THEATRICAL DIORAMAS AND
TABLEAUS LINE THE WALLS, AND AS THE RAMP CARRIES
YOU PAST, YOU ARE INTRODUCED TO THE "FIRSTS" CREATED
BY "A MAN AND AN IDEA". HERE ARE FORD MOTOR COMPANY
HIGHLIGHTS THAT START WITH. ³³

SLIDE 34

FIRST COMPLETED CAR BEARING FORD NAME (1903)

AUDIO:

... PRODUCTION OF THE FIRST AUTOMOBILE TO BEAR THE
FORD NAME... AND CONTINUE CHRONOLOGICALLY THROUGH
THE DEVELOPMENT OF. ³⁴

SLIDE 35

FORD'S FIRST MOVING ASSEMBLY LINE.

AUDIO:

THE FAMOUS MOVING ASSEMBLY LINE THAT PRODUCED THE
MODEL T AND ITS ANCESTORS. ³⁵

SLIDES 36 & 37

THE MODEL T ---MIRROR EFFECT OF MILLIONS OF CARS.

AUDIO:

NOW YOU'VE STEPPED FROM THE MOVING RAMP ONTO THE
SECOND FLOOR OF THE FORD PAVILION. THROUGH A UNIQUE
DEVELOPMENT IN MIRROR EFFECTS, THIS AREA DRAMATICALLY
SUMS UP FORD MOTOR COMPANY'S HISTORY TO THE TIME WHEN ³⁶
THE MODEL T HAD BECOME A NATIONAL INSTITUTION THE
LIKES OF WHICH HAVE NOT BEEN SEEN BEFORE OR SINCE.

SLIDE 38

THE MODEL T---MIRROR EFFECT.

AUDIO:

³⁷ THE MODEL T... FROM ITS INTRODUCTION IT CHANGED OUR
WAY OF LIFE... CUSSED BY ITS LOVERS AND LOVED BY A
NATION, IT FREED US FROM FARM AND CITY ISOLATION...
BROUGHT DEMANDS FOR BETTER ROADS, AND THEN SUPER
HIGHWAYS, AND MADE IT POSSIBLE FOR PEOPLE TO DISCOVER

THEIR OWN NATION. BUT THE MODEL ~~IT~~^{X 38} WAS ONLY THE BEGINNING.

SLIDE 39

GRAPHICS WALL---GLOBAL REPORT.

AUDIO:

(GAY MUSIC CHANGES THE MOOD IMMEDIATELY)
AS YOU MOVE THROUGH THE SECOND FLOOR OF THE PAVILION,
YOU ARE WALKING PAST A GRAPHICS WALL THAT ACTS AS A
TRANSITION FROM THE PAST. ITS MESSAGE IS THAT TODAY,
THE MODERN FORD MOTOR COMPANY RESEMBLES ITS EARLY
DAYS ONLY IN THE "FIRSTS" THAT FORD CONTINUES TO
PRODUCE... AND PRODUCTS BEARING THE FORD NAME EFFECT
NOT ONLY A NATION, BUT THE ENTIRE WORLD. X 39

SLIDE 40

GRAPHICS WALL---GLOBAL REPORT.

AUDIO:

THE SCENE HAS NOW SHIFTED... TO A UNIQUE "PERSONALITY
PORTRAIT" OF FORD TODAY... A "GLOBAL REPORT" THAT
LITERALLY DEPICTS THE HEARTBEAT OF THE FORD MOTOR
COMPANY. X 40

SLIDES 41 & 42

GLOBAL DISPLAY

AUDIO:

AS YOU WALK THROUGH FORD'S GLOBAL DISPLAY, YOU ARE
LITERALLY "LOOKING OVER THE SHOULDERS" OF A CROSS-
SECTION OF FORD EMPLOYEES ---WATCHING THEM AT WORK
IN THE MANY FACETS OF THE COMPANY'S OPERATIONS---
AND EVEN WATCHING THEM AT PLAY. X 41
THERE IS NO ATTEMPT
TO PORTRAY FORD IN TERMS OF BUILDINGS, FACTORIES OR
PRODUCTS, INSTEAD, THROUGH A SERIES OF SIMULATED
CLOSED CIRCUIT TELEVISION SCREENS, YOU SEE BITS AND

PIECES OF THE COMPANY'S OPERATIONS THROUGHOUT THE
WORLD ---AS THEY MIGHT EXIST AT ANY GIVEN MOMENT OF
ANY DAY. X 42

SLIDE 43

LABORATORY SCENE (DEARBORN).

AUDIO:

ON ONE SCREEN, YOU SEE AND HEAR FORD SCIENTISTS IN
DEARBORN TESTING A NEW MATERIAL IN A FORD LABORATORY X 43

SLIDE 44

FORD PARTS DEPOT FOR DEALERS (LONDON)

AUDIO:

ON ANOTHER SCREEN, YOU WATCH AND LISTEN IN AS A FORD
DEPOT IN LONDON LOADS OUT PARTS TO A DEALER X 44

SLIDE 45

ASSEMBLY LINE.

AUDIO:

AN ASSEMBLY LINE IS PORTRAYED ON THE NEXT SCREEN. AS
YOU WATCH, A FOREMAN IS GIVING INSTRUCTIONS, AND IN
THE BACKGROUND YOU HEAR THE SOUNDS OF AIR HOSES AND
OTHER EQUIPMENT AT WORK. X 45

SLIDE 46

BOWLING TEAM (SAO PAULO).

AUDIO:

HERE YOU WATCH A SAO PAULO EMPLOYEES BOWLING TEAM
IN ACTION... AND HERE, X 46

SLIDE 47

STYLE CENTER SHOT.

AUDIO:

A GLIMPSE OF THE FORD STYLING CENTER. IN THIS MANNER,
YOU SEE THE PANORAMA OF JOBS AND PEOPLE AT FORD
THROUGHOUT THE WORLD. HERE'S THE WAY IT WILL SOUND
AS YOU WATCH THE TELEVISION SCREEN: X 47

SLIDE 48

TELESCREENS IN GLOBAL DISPLAY.

AUDIO:

(GLOBAL DISPLAY "CROSS TALK" FROM VARIOUS TELESCREENS
PICTURED IN SLIDE).

SLIDES 49-53 REPEAT OF GLOBAL DISPLAY SLIDES.

AUDIO: THROUGH THESE TECHNIQUES, ^{V49}PERHAPS IN A WAY THAT NO COMPANY HAS EVER BEEN PORTRAYED ^{X41}BEFORE, THE TELE-SCREENS SHOW FORD AS IT REALLY IS ⁵⁰X--HUNDREDS AND THOUSANDS OF PEOPLE DOING AS MANY DIFFERENT JOBS ^{X51}BUT ALL IN AN ORGANIZED PATTERN ^{X52}THEIR SKILLS DIRECTED TOWARD A COMMON GOAL. ^{X53}

SLIDES 54 & 55 (54 - OVERALL - GLOBAL DISPLAY - REPEAT).
(55 - HUGE COUNTER TICKING OFF FORD PRODUCTION).

AUDIO: ... THE CREATION AND MANUFACTURE OF QUALITY PRODUCTS
... OF BENEFIT TO PEOPLE THROUGHOUT ^{X54}THE WORLD. SYMBOL-ICALLY, A HUGE "COUNTER" IN THE GLOBAL DISPLAY CONTINUOUSLY TICKS AWAY... EACH SOUND MARKING THE PRODUCTION SOMEWHERE IN THE WORLD OF ANOTHER FORD MOTOR COMPANY PRODUCT. ^{X55}

SLIDE 56 EMBARKATION AREA. VIEW OUT TOWARD FAIR, SHOWING CARS ON HIGHWAY IN SKY.

AUDIO: NOW YOU'VE REACHED FORD'S SHOW EMBARKATION CENTER, AND SUDDENLY, SPREADING OUT BEFORE YOU IS AN EXCITING PANORAMA---AN INVITATION TO ADVENTURE THAT WILL KINDLE YOUR IMAGINATION FOR WHAT LIES AHEAD IN YOUR VISIT TO THE FORD PAVILION. ^{X56}

SLIDES 57 & 58 VIEW OUT TOWARD FAIR SHOWING CARS IN HIGHWAY IN THE SKY.

AUDIO: YOU ARE LOOKING OUT OVER THE TRANSPORTATION AREA OF

THE NEW YORK WORLD'S FAIR. AND AS YOUR GAZE WANDERS
OVER THE SCENE, FORD'S "HIGHWAY IN THE SKY" DOMINATES
THE ENTIRE PANORAMA. ~~X~~ FORD MOTOR COMPANY CARS ARE
TRANSPORTING OTHER GUESTS ALONG THIS HIGHWAY IN THE
SKY, CARRYING THEM IN STYLE, SAFETY AND WEATHER-
CONTROLLED COMFORT INTO AN UNSEEN ADVENTURE THAT
YOU AND YOUR FAMILY ARE NOW ON THE THRESHOLD OF
ENJOYING. ~~X~~ 58

SLIDE 59

HOSTESS GREETING PEOPLE.

AUDIO:

NOW A HOSTESS HAS STEPPED UP TO YOU AND GREETED YOU
AND YOUR FAMILY ON BEHALF OF THE FORD MOTOR COMPANY.
---FOR THIS IS ONE OF SEVERAL AREAS IN THE PAVILION
DRAMATIZING FORD AS A "GOOD HOST", SHOWING ITS CONCERN
FOR YOUR ENJOYMENT OF ITS PRESENTATIONS. SPECIALLY
TRAINED IN HER ROLE AS A FORD HOSTESS, SHE ARRANGES
YOUR GROUP INTO THE PROPER SEQUENCE FOR ENTERING
THE CARS. ~~X~~ 59

SLIDES 60 & 61

(60 - LOADING BELT AREA).
(61 - ATTENDANTS HOLDING OPEN DOORS).

AUDIO:

AND NOW YOU ARRIVE AT THE CAR LOADING BELT. STEPPING
ONTO A MOVING SIDEWALK, YOU ARE TRAVELING PARALLEL
TO A MOVING LINE OF CARS AND AT THE SAME SPEED AS THE ~~X~~ 60
CARS. ATTENDANTS ARE ON HAND TO HELP YOU, AS FROM
THIS MOVING BELT YOU STEP WITH EASE DIRECTLY INTO A
FORD AUTOMOBILE---YOUR SEAT FOR THE BIG SHOW --- AND
THE CAR MOVES OUTSIDE THE PAVILION ONTO THE "HIGHWAY
IN THE SKY". ~~X~~ 61

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SLIDE 62

"HIGHWAY IN THE SKY".

AUDIO:

YOU'RE NOW SEATED IN A FORD MOTOR COMPANY CAR...
PART OF A SMALL, CAPTIVE AUDIENCE. AS YOU LOOK OUT
OVER THE ENTIRE TRANSPORTATION AREA FROM A HEIGHT
OF MORE THAN 25 FEET,

SLIDE 63

CAR RADIO SHOT.

AUDIO:

... AN INTRODUCTION TO THE SHOW ITSELF IS HEARD OVER
THE CAR RADIO. FORD, YOUR HOST, IS TALKING DIRECTLY
TO YOUR INTIMATE GROUP... EVEN USING YOUR OWN FOREIGN
LANGUAGE IF YOUR PARTY IS FROM ANOTHER COUNTRY. THIS
IS WHAT YOU HEAR: X 62

SLIDE 64

ANOTHER SHOT OF CAR IN HIGHWAY IN THE SKY.

AUDIO:

(VOICE OF NARRATOR THAT WILL ACCOMPANY THE SHOW).
THE FORD MOTOR COMPANY WELCOMES YOU TO WALT DISNEY'S
PRESENTATION OF "FORD'S MAGIC SKYWAY". YOU ARE ABOUT
TO BECOME A PARTICIPANT IN A JOURNEY THROUGH TIME
AND SPACE---MAN'S JOURNEY THROUGH THE UNIVERSE, FROM
THE DARKNESS OF YESTERDAY TO THE BRILLIANT HORIZONS
OF TOMORROW. X 63

SLIDE 65

SHOT OF PEOPLE'S FACES (IN CARS).

AUDIO:

(NARRATOR CONTINUES)

FORD'S "MAGIC SKYWAY" WILL BE YOUR TIME MACHINE FOR
THIS JOURNEY THROUGH THE AGES --- DOWN THE LONG ROAD
MAN HAS TRAVELED. YOU WILL SEE MAN'S SEARCH FOR
UNDERSTANDING... HIS EXPANDING HORIZONS OF TECHNOLOGY

AND SCIENCE... THE DYNAMIC PART TRANSPORTATION HAS PLAYED IN HIS EVER INCREASING CAPACITY TO USE THE FORCES OF NATURE...

SLIDE 66

SHOT OF PEOPLE'S FACES ---FOREIGN GUESTS.

AUDIO:

... AND THE CHALLENGE OF HIS HOPES AND DREAMS FOR A MORE FRUITFUL LIFE. ALONG THE WAY, WE'LL EVEN PASS THROUGH YOUR OWN HOME TOWN --- ^{X 65} THOUGH YOU MAY NOT RECOGNIZE IT AS IT WAS MILLIONS OF YEARS AGO!... AND NOW, SETTLE DOWN IN YOUR FORD "EASY CHAIR"...

SLIDE 67

SHOT OF CAR ENTERING BUILDING THROUGH WATERFALL.

AUDIO:

... LET'S GO BACK THROUGH THE TIME TUNNEL... BACKWARDS MILLIONS OF YEARS... TO THE DAWN OF LIFE ON EARTH! ^{X 66}

SLIDES 68-77

TIME MACHINE (SPEED TUNNEL)

(TIME TUNNEL) 67
3 SEC EACH

AUDIO:

(SECOND VOICE---COMES IN WITH SECOND SLIDE). YOUR CAR HAS PICKED UP SPEED, ACCELERATING INTO THE TIME TUNNEL. STROBE LIGHTS FLASHING PAST YOUR CAR AND SOUND EFFECTS HAVE CREATED THE ILLUSION THAT YOU HAVE BEEN HURTLING THROUGH SPACE AND TIME, RACING ACROSS MILLIONS OF YEARS TOWARD A FAR DISTANT YESTERDAY. ^{X 76} SUDDENLY, DARKNESS BECOMES LIGHT...

68
69
70
71
72
73
74
75

SLIDE 78

MISTY SCENE (ENTERING REPTILE AGE DIORAMA).

SLIDE 79

DINOSAURS.

AUDIO:

(SECOND VOICE CONTINUES)

... MYSTERIOUS MISTS ENVELOPE THE MAGIC HIGHWAY... AND OUT OF THE SWIRLING VAPORS, THE PRIMEVAL EARTH BECOMES ^{X 77}

SIGHT AND SUBSTANCE, TREMBLING UNDER THE TREAD OF MAMMOTH CREATURES! ^{TV} ← LAST SLIDE TRAY #1

SLIDES 80-82

GIANT REPTILE AGE SCENES, CHANGING AT VARIOUS POINTS OF THE DIALOGUE AND MUSIC.

AUDIO:

(NARRATOR - CONTINUES THROUGH SHOW): TRAY #2
THE MAGIC PROCESS OF LIFE ON EARTH HAD BEGUN IN THE WARM PRIMEVAL SEAS. BUT ONE DAY, GIANT PREHISTORIC ANIMALS --- MAN'S PREDECESSORS UPON THE LAND ^{X1} INHERITED THE EARTH. AND FOR A HUNDRED AND FORTY MILLION YEARS, THESE HUGE DINOSAURS ^{X2} AND OTHER REPTILES RULED THE VEGETATION CHOKED SWAMPS.

SLIDES 83-86

MORE REPTILE AGE.

AUDIO:

THESE WERE THE DAYS WHEN MORE THAN ^{X3} HALF OF MAN'S PRESENT SUPPLY OF OIL WAS DEPOSITED IN THE EARTH. ^{X4} WHEN CALIFORNIA'S FAMOUS MOTHER LODE COUNTRY WAS FILLED WITH GOLD. ^{X5} WHEN THE DIAMOND MINES OF SOUTH AFRICA FIRST BEGAN TO GLITTER... AND WHEN MUCH OF OUR ^{X6} COAL WAS FORMED IN A WORLD RESOUNDING WITH THE HEAVY FOOTSTEPS OF GIANT BEASTS. ^{X7}

SLIDES 87-89
SLIDE 90

MORE REPTILE AGE.
VOLCANO.

AUDIO:

BUT THE EARTH DID NOT STAND STILL. CLIMATE AND PLANT LIFE CONTINUED THEIR PROCESS ^{X8} OF EVOLUTION, AND SOON THE DINOSAURS AND MASTODONS COULD NO LONGER ^{X9} ADAPT TO THE CHANGES TAKING PLACE. PRISONERS OF THEIR ENVIRONMENT ^{X10} UNABLE TO MOVE ABOUT AND ALTER THEIR

OWN LIFE PATTERN, THEY WERE DOOMED TO EXTINCTION! ^{X11}

SLIDES 91-93
SLIDE 94

VOLCANO, LAVA FLOWS AND BUBBLING GASES.
"GEYSERS".

AUDIO:

YEARS OF NATURAL TURMOIL FOLLOWED THE EXTINCTION
OF THE GIANT REPTILES... YEARS MARKED BY VIOLENT
CHANGES WRITTEN ACROSS THE FACE OF THE LAND BY HOT
VAPORS, EXPLODING GASES AND IMMENSE LAVA FLOWS. ^{X12}

AND AS THE EARTH CHANGED, SO TOO DID ITS INHABITANTS ^{X14}
THE LAND HAD ALREADY BECOME A STOREHOUSE OF FUTURE
POWER. ^{X15}

SLIDES 95-97.
SLIDE 98
SLIDE 99

MISTY SCENES.
SHADOW OF MAN ON CAVE WALLS.
ON CUE, SHOT OF MAN.

AUDIO:

... NOW, ALL THAT WAS NEEDED WAS A BEING WITH REASON
... WITH ABILITY TO ACCUMULATE AND USE KNOWLEDGE...

TO COMMUNICATE AND TO MOVE ABOUT. ^{X16} TO ADAPT TO HIS
ENVIRONMENT... AND TO HARNESS THE GREAT ENERGY OF
THE UNIVERSE. ^{X17} THE COAL, THE IRON ORE, OIL AND OTHER
RAW MATERIALS IN NATURE'S STOREHOUSE. ^{X18} SOMEWHERE,

PERHAPS A MILLION OR SO YEARS AGO, THERE ARRIVED ON
THE EARTH A CREATURE WHO WAS SOON TO ANSWER THE
CHALLENGE OF THE UNIVERSE. THAT CREATURE WAS MAN! ^{X19}

SLIDES 100-102 VARIOUS CAVE MAN SHOTS.

AUDIO:

AT FIRST HE WASN'T MUCH OF A FELLOW AS YOU AND I KNOW
HIM... HIS LIVING CONDITIONS WERE ---WELL, SOMEWHAT ^{X21}
PRIMITIVE. HIS CLOTHING LEFT LITTLE TO THE IMAGINATION.

EVEN IN HIS MOST ELITE ^{X20} SOCIAL CIRCLES, DRAWING ON THE WALLS WAS THOUGHT TO BE IN GOOD TASTE,

SLIDE 103

CAVE MAN SCENES.

AUDIO:

BUT COMPARED TO HIS NEIGHBORS---THE MASTODONS, THE ^{X23} MAMMOTHS AND GIANT CAVE BEARS---MAN WAS GODS CHOSEN CREATURE. HIS ACTIVITY DIRECTED BY INTELLIGENCE AND REASON, HE WAS SOON CHANGING HIS OWN ENVIRONMENT ^{X24}

SLIDE 104

CAVE MAN POINTING AT BEAR.

AUDIO:

HE INVENTED LANGUAGE TO COMMUNICATE HIS IDEAS. ^{X25}

SLIDE 105

FIRE SCENE IN CAVE.

AUDIO:

HE USED NATURE'S FIRE TO WARM HIS BODY AND COOK HIS FOOD. ^{X26}

SLIDE 106

CAVE MAN WATCHING BOY PRODUCE FIRE.

AUDIO:

HE LEARNED TO CREATE FIRE, TO PASS ON HIS NEW FOUND KNOWLEDGE TO HIS CHILDREN. ^{X27}

SLIDE 107

CAVE MAN WARDING OFF TIGER WITH FIRE.

AUDIO:

... AND TO PROTECT HIMSELF. ^{X28}

SLIDE 108

DRAWINGS ON CAVE WALLS.

AUDIO:

HE RECORDED HIS EXPERIENCES, PASSING ON HIS KNOWLEDGE TO FUTURE GENERATIONS. ^{X29}

SLIDE 109

CAVE MAN USING STONE AS TOOL.

AUDIO:

HE LEARNED TO USE STONE AS A TOOL... A TOOL TO CREATE THINGS THAT HELPED HIM TO ADAPT TO HIS SURROUNDINGS.

SLIDE 110

THE WHEEL IN CAVE.

AUDIO:

AND SOMEWHERE, THOUSANDS OF YEARS AGO, HE INVENTED THE WHEEL!

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SLIDES 111-114 OTHER SHOTS OF CAVE MAN AND THE WHEEL.
SLIDE 115 TRANSITION SHOT TO WHEELS THROUGH THE AGES.

AUDIO: THERE IS NO PARALLEL IN NATURE TO THIS ROTATING
MECHANISM CALLED THE WHEEL. ITS CREATION CHANGED
THE LIFE OF MAN AND ALTERED THE COURSE OF HIS FUTURE
HISTORY, THROUGH HIS URGE TO KNOW, HIS PHENOMENAL
POWER TO LEARN AND COMMUNICATE, AND HIS NEW FOUND
ABILITY TO MOVE ABOUT, MAN MOVED FORWARD, FORWARD
TOWARD THE FUTURE AND HIS UNKNOWN DESTINY.

SLIDES 116
THRU 129

AUDIO:

PROGRESSION OF WHEELED VEHICLES THROUGH THE AGES.

THOUSANDS OF YEARS RACED BY... MAN APPLIED THE WHEEL

TO PUSH FORWARD HIS HORIZONS... THROUGH THE GREAT
CIVILIZATIONS... THE EGYPTIANS... ASSYRIANS... THE ROMAN

EMPIRE AND FRENCH MONARCHY... FASTER AND FASTER

ACROSS THE PAGES OF TIME THE WHEELS RACED... SOON

WHEELS BEGAN MAKING WHEELS... SYMBOLIZING MAN'S

TECHNICAL PROGRESS IN THE AGE OF INDUSTRY... AND

EXPANDING MAN'S HORIZONS INTO TIME AND SPACE

FIRST VIEW LOOKING OUT OVER THE CITY.

SLIDE 130

AUDIO:

THIS IS THE THRESHOLD OF TOMORROW... A VISION IN THE
NIGHT SKY OF A BRAND NEW ERA BORN OUT OF MAN'S LONG
JOURNEY THROUGH TIME... THE PROMISE OF THE FUTURE
UNFOLDING BEFORE OUR EYES.

SLIDES 131
thru 136

SHOTS OF THE CITY.

AUDIO:

LITTLE DID WE IMAGINE JUST A FEW YEARS AGO THAT SUCH
AN AGE WAS JUST AROUND THE CORNER. TODAY, MAN NO
LONGER THINKS IN TERMS OF WORLDLY HORIZONS ^{X52} HE HAS
HARNESSED THE RESOURCES STORED IN THE EARTH AND IS
NOW SEARCHING ^{X53} THE UNIVERSE FOR SOURCES OF ENERGY.
THE ACHIEVEMENTS OF MAN THE SCIENTIST, MAN THE
TECHNOLOGICAL MASTER, AND MAN THE INDUSTRIAL MAGI-
CIAN, HAVE EXPLODED ^{X54} THE HORIZONS LIKE THE BLAST-OFF
OF A SPACE SHIP... AND WITH THE SPEED OF THAT SAME
SPACE VEHICLE ^{X55} HURTTLED OUR HOPES AND OUR DREAMS OUT
INTO TIME AND SPACE ^{X56} AND THE ENTIRE UNIVERSE---ENCOM-
PASSING THE MICRO AND MACRO WORLDS AS WELL---HAS BECOME
THE CHALLENGE OF MAN'S TODAY AND MAN'S TOMORROW ^{X57}
SHOTS OF THE CITY.

SLIDES 137
thru 143

AUDIO:

THIS IS THE CITY... NOT THE CITY OF OUR GRANDCHILDREN, ^{X58}
BUT THE CITY OF OUR OWN LIFETIME. A PANORAMA OF
DAZZLING LIGHTS ^{X59}. GLEAMING TOWERS OF GLASS AND
STEEL... RECREATION AREAS WITHOUT PARALLEL ^{X60}. WEATHER-
CONTROLLED "HIGHWAYS IN THE SKY". HERE SURELY IS ^{X61}
BRAVE NEW WORLD... BUT JUST AS CERTAINLY A WORLD THAT
WILL LITERALLY CHANGE FROM DAY TO DAY ^{X62} FOR AS WE
HAVE SEEN IN OUR JOURNEY, MAN IS ALWAYS ON THE ^{X63} MOVE...
PUSHING BACK THE HORIZONS, ANSWERING THE CHALLENGES...
AND MAN'S JOURNEY THROUGH THE UNIVERSE IS JUST BEGIN-
NING! ^{X64}

Slide 141

SCENE 141 & 142 SHOT OF CARRYING INTO UNLOADING AREA, THROUGH FULL-SCALE BUILDING OF THE CITY.

ACT 141

AND AS THE MOVING SNYWAY SWEEPS AROUND FROM HIGH ABOVE THE SHINING TOWERS AND DAZZLING LIGHTS YOUR FORD CAR CARRIES YOU DIRECTLY INTO A BUILDING IN THAT VERY CITY.

Slide 143

SHOT OF UNLOADING AREA.

ACT 142

NOW YOUR CAR COMES ALONGSIDE ANOTHER MOVING BELT, AND FORM ATTENDANTS INVITE YOU TO STEP OUT FOR A CLOSER LOOK AT THE NEXT CHAPTER IN OUR ADVENTURE WITH MEN AND MACHINES. AS THE MOVING BELT CARRIES YOU ALONG, A PANORAMIC GRAPHICS WALL---SYNCHRONIZED WITH THE SPEED OF THE CAR AND THE UNLOADING BELT---GIVES YOU A GLIMPSE OF THE EXCITING STORY THAT WILL UNFOLD JUST AHEAD.

Slide 147
Slide 148

LONG SHOT---HALL OF SCIENCE.
MEDIUM SHOT---HALL OF SCIENCE.

ACT 143

STEPPING FROM THE MOVING BELT, YOU ENTER THE DIVERSE WORLD OF THE SCIENTIST AND ENGINEER---AN AREA BRIGHT AND ALIVE WITH THE SIGHTS AND SOUNDS OF MODERN SCIENCE AND ENGINEERING. A BRIEF INTRODUCTORY EXHIBIT PROVIDES A TRANSITION BY POINTING OUT THAT THE ADVANCEMENT EFFORTS OF THE CAVE MAN TO IMPROVE HIS ENVIRONMENT AND EXPAND HIS HORIZONS HAVE THEIR COUNTERPART IN THE IMMENSELY COMPLEX PROBLEMS OF TODAY'S SCIENTISTS AND ENGINEERS.

SLIDES 149 & 150 CLOSE UP SHOT IN HALL OF SCIENCE.

AUDIO: LIKE A PEBBLE DROPPED INTO A STILL POND, THE CAVE
MAN'S EFFORTS TO START A FIRE, TO COMMUNICATE, AND
TO MOVE ABOUT IN HIS WORLD HAVE PRODUCED RIPPLES THAT
ARE STILL SPREADING ^{X70} OUTWARD---EXPANDING MAN'S HORIZONS
AT AN EVER INCREASING PACE AS THE YEARS ROLL BY.

SLIDE 151 REPEAT OF LONG SHOT. HALL OF SCIENCE.

AUDIO: WHILE THE IDEAS IN THIS BROAD SPECTRUM OF ADVANCED
SCIENTIFIC RESEARCH ARE GENERAL, ALL THE EXAMPLES
ARE SPECIFICALLY ^{X71} FORD MOTOR COMPANY. THUS THEY
ARE SEEN AS THE IDEAS, THE PEOPLE AND THE FACILITIES
OF FORD... DRAMATICALLY PORTRAYING THE CAPABILITIES
OF THE COMPANY AS YOU ARE TAKEN RIGHT INTO THE LAB-
ORATORIES OF FORD AERONUTRONIC AND FORD ADVANCED
RESEARCH AND ENGINEERING. X72

SLIDE 152 HURRICANE ROAD.

AUDIO: YOU ARE THERE AS FORD SCIENTISTS SUBJECT AN AUTOMOBILE
TO THE EXTREMES OF COLD, HEAT AND WIND IN DEARBORN'S
"HURRICANE ROAD". X73

SLIDE 153 LUNAR CAPSULE.

AUDIO: YOU ARE THERE AS AERONUTRONIC SCIENTISTS BOUNCE THE
LUNAR CAPSULE ONTO THE SURFACE OF THE MOON IN A
LABORATORY TEST. X74

SLIDE 154 AUSFORM HIGH STRENGTH MATERIALS TEST.

AUDIO: NEW HORIZONS IN BUILDING OPEN UP BEFORE YOUR EYES AS

SLIDE 151

FORD TECHNOLOGIES TEST A DEVELOPMENT OF ALUMINUM HIGH STRENGTH STRUCTURAL MATERIALS

SLIDE 152

SELF-ORGANIZING ELECTRONICS SYSTEM

AUDIO:

AND YOU MARVEL AT THE IDEAS THAT WERE A FORD DEVELOPED SELF ORGANIZING ELECTRONICS SYSTEM SOLVES A COMPLEX PROBLEM THAT WOULD OTHERWISE TAKE HUNDREDS OF MAN A LIFETIME TO UNSOLVE

SLIDE 153

SHOT OF PEOPLE ON DOWN RAMP

AUDIO:

AFTER PASSING THROUGH THE WONDERFUL WORLD OF SCIENCE AND ENGINEERING YOU WERE DOWNWARD ON A RAMP TOWARD THE FINAL ACT OF THE FORD MOTOR COMPANY SHOW---THE PRODUCT AREA, WHERE YOU WILL SEE THAT THE IDEAS OF MEN ARE BEING APPLIED HERE AND NOW. REFINING THE STORY THAT IS ABOUT TO UNFOLD ARE THESE WORDS ENGRAVED ON A MURAL WALL DIRECTLY BEFORE YOU.

SLIDE 157

KEYNOTE WORDS ON MURAL WALL

AUDIO:

"WE WILL NEVER MAKE A MACHINE THAT CANNOT BE SUBSTANTIALLY IMPROVED. WE WILL NEVER DEVELOP A TECHNIQUE THAT CANNOT BE MADE SUBSTANTIALLY BETTER. SO LONG AS SEARCH IS ENCOURAGED, WE WILL NEVER COME TO THE END OF THE ROAD OF PROGRESS. HENRY FORD II."

SLIDES 158 & 159 VIEW FROM MEZZANINE OUT OVER PRODUCT FLOOR.

AUDIO:

NOW YOU'VE STEPPED FROM THE RAMP ONTO THE MEZZANINE OF THE PAVILION, AND SPREAD OUT BELOW YOU IN A

TANTALIZING PANORAMA, ARE THE PRODUCTS OF FORD MOTOR COMPANY. AND AS YOU DESCEND TO THE GROUND FLOOR ~~X~~ YOU ARE TRANSPORTED DIRECTLY INTO AND AMONG THESE FORD PRODUCTS---THE VERY LATEST EXPRESSIONS AND ACHIEVEMENTS OF MEN AND IDEAS---ARRANGED NOT IN TERMS OF MANUFACTURING METHODS AND COMPANY DIVISIONS, BUT IN TERMS OF HOW THEY SERVE THE PEOPLE WHO BUY AND USE THESE PRODUCTS.

FIRST SLIDE # 3

SLIDE 160

GROUND LEVEL VIEW OF PRODUCT AREA.

AUDIO:

AS YOU WALK THROUGH THE PRODUCT DISPLAY, HIGHLIGHTS OF THE SHOW---AND THE ASSOCIATIONS THEY CALL TO MIND--- ARE BROUGHT INTO FOCUS. ~~X~~ 1

SLIDE 161

FORD "ON VACATION" SCENES.

AUDIO:

HERE YOU CAN GO ON VACATION WITH FORD, IN A SETTING DRAMATIZING THE FUN AND ADVENTURE OF VACATION LIVING. THE VERY LATEST CAMPING AND COOKING AND OUTDOOR RECREATION PRODUCTS ARE UTILIZED IN COMBINATION WITH AN ECONOLINE CONVERSION, A STATION WAGON AND A CONVERTIBLE TO CREATE A COMPLETE ADVENTURE IN THE OUTDOORS. AND---WELL, HERE ~~X~~ 2 A FAMILIAR SCENE...

SLIDE 162
SLIDE 163

CAVE MAN IN HIS FIRST WHEELED VEHICLE.
RELATION OF "FORD ON VACATION" TO CAVE MAN GRAPHIC.

AUDIO:

... YES, OUR FRIEND THE CAVE MAN. HIS SOLUTIONS TO VACATION TIME WERE... WELL, ~~X~~ 3 SOMEWHAT DIFFERENT FROM OUR MODERN DEVELOPMENTS---BUT THE BASIC MOTIVATION IS CLEARLY CONNECTED. ~~X~~ 4

SLIDE 164

FORD "ON THE FARM" SCENE.

AUDIO:

HERE YOU SEE "FORD ON THE FARM" ---AT WORK PLANTING,
GATHERING AND SHIPPING THE STAPLES OF OUR DAILY LIFE.
TRACTOR AND TRUCK, PICK UP AND INDUSTRIAL ENGINE---
THESE ARE THE MYRIAD TASKS THEY ACCOMPLISH ON THE
FARM. AND OVER HERE, ~~X~~⁵ YES, ITS THAT MAN AGAIN...

SLIDE 165

CAVE MAN HAULING A GIANT BEAST ON CRUDE DEVICE OF
ROLLING LOGS.

AUDIO:

... PERHAPS THIS MOMENT WAS A MAJOR MILESTONE IN THE
HISTORY OF MAN. ~~X~~⁶

SLIDE 166

FORD "IN THE SKY" SCENE.

AUDIO:

FORD'S AERONUTRONIC DIVISION AIMS FOR THE UNIVERSE.
WITH THE RELIABILITY THAT ENABLED AERONUTRONIC TO
BUILD THE FIRST LUNAR SURFACE VEHICLE, MAN'S TRAVEL
ON THE PLANETS IS JUST OVER THE HORIZON. MAN HAS
INDEED TRAVELLED A LONG, LONG ~~X~~⁷ ROAD SINCE THIS DAY
THOUSANDS OF YEARS AGO...

SLIDES 167 & 168 CAVE MAN USING FIRE.

AUDIO:

... WHEN CAVE MAN LEARNED TO HARNESS THE POWER OF
FIRE, ~~X~~⁸ LITTLE DID MAN KNOW THAT THESE FIRST SPARKS WOULD
ONE DAY BE DEVELOPED INTO THE ENERGY TO CARRY HIM
INTO SPACE.

SLIDES 169-174

REPEATS OF PRODUCT AREA.

AUDIO:

THUS, ~~X~~⁹ THROUGH UNOBTRUSIVE GRAPHICS, YOU SEE DEPICTED
THE CAVE MAN'S "BREAKTHROUGH" SIDE BY SIDE WITH FORD

MOTOR COMPANY'S OWN BREAKTHROUGHS IN TERMS OF
PRESENT DAY PRODUCTS THAT MAKE OUR LIVES RICHER
AND FULLER ¹⁰ ~~IN THE HOME~~ ¹¹ ~~ON VACATION~~ ¹² ~~IN CITIES~~ ¹³
ON THE FARM AND ¹⁴ ~~IN THE SKY~~. OF COURSE, THE SPECIFIC
EXAMPLES AND PRODUCTS MAY CHANGE BY 1964 AND 1965 ¹⁵

SLIDES 175-179 RECAPS.

AUDIO: ... BUT AS YOU MOVE THROUGH FORD'S PRODUCT AREA AND
OUT THROUGH THE PAVILION'S EXIT, YOU HAVE INDEED
VIEWED AND PARTICIPATED IN A ¹⁶ ~~UNIQUE~~ ADVENTURE... A
PANORAMA OF OUR LIFE ¹⁷ ~~YESTERDAY~~, ¹⁸ ~~TODAY~~ AND TOMORROW
¹⁹ ~~PORTRAYED~~ THROUGH FORD'S "MAGIC SKYWAY" AND
²⁰ ~~THROUGHOUT~~ THE FORD PAVILION!

SLIDES 180-183 REPEAT OF PREVIOUS SLIDES - EXTERIORS OF PAVILION.

AUDIO: THIS HAS BEEN FORD'S FINEST... YOUR BEST SEAT FOR THE
BIG SHOW... THE FACE FORD MOTOR COMPANY ²¹ ~~WILL~~ PRESENT
TO 70 MILLION PEOPLE AT THE NEW YORK WORLD'S FAIR IN
1964 AND 1965 ²²

MUSIC: BUILDS TO CLIMAX AND CLOSES SHOW.

23 ON MUSIC ACCOMP!