

Fair's Auto Exhibits Offer Startling Look Into Future: 'Big Three' Outlay Is 300 Million  
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# Fair's Auto Exhibits Offer Startling Look Into Future

## 'Big Three' Outlay Is 300 Million

By Leonard Barnes  
 NEW YORK — "The Big Three" of the auto world — Chrysler, Ford, and General Motors — are spending one-third of the 300 million dollars being put into buildings for exhibits and amusements at the New York World's Fair, continuing a tradition of outstanding exhibits that goes back to Chicago's Century of Progress in 1933-34.

Ford's rotunda-shaped exhibit building has become familiar as a trademark of worthwhile, educational attractions at shows, beginning with the Chicago World's Fair. When the Ford rotunda at Dearborn, Mich., burned, the nation took it as a tragedy. A rotunda has been incorporated into Ford's York exhibit and there are signs that it will be reassembled in Dearborn after the fair in October, 1965.

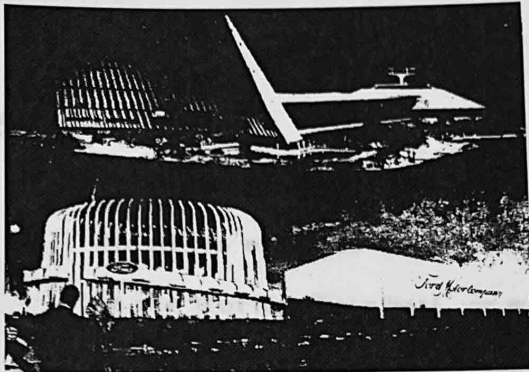
The hit of the 1939-40 World's Fair (also in New York) was G. M.'s Futurama exhibit. Millions remember its amazingly accurate prediction of today's expressways, elevated urban highways, and buildings similar to Chicago's marvel apartment, Marina City. Millions of Americans have seen G. M.'s traveling Motorama, with its amazing science demonstrations, and the smaller caravans which have visited high schools across the land, attracting many into science as a career.

Millions also remember Chrysler corporation's "New Worlds in Motion," which traveled the country to tell the story of trends in transportation and engineering, particularly in autos. Americans are yearly overwhelmed by Broadway-quality productions of all companies introducing new model cars. But, in the words of the fairgrounds sideshow barker, "They ain't seen nothin' yet."

An estimated 100 million dollars will go into the three companies' World's Fair exhibits, figuring out to more than \$1 a visitor. [Fair officials predict an attendance of 70 million in 1964 and in 1965]. The auto companies expect to attract more than 75 million persons.

Here's a rundown on auto industry exhibits at the Fair:

Chrysler departs from traditional one-building world's fair format, with many displays spread out over five islands in a 20-inch deep lagoon connected by bridges and causeways. Theme is an auto fair, with four islands representing Chrysler's auto styling, engineering,



The "Big Three" of the automobile world—General Motors, Ford and Chrysler—will spend one-third of the 300 million dollars being put into buildings for exhibits and amusements at the New York World's Fair. The 100 million dollars being spent by the three auto companies figure out to more than \$1 a visitor. [Fair officials predict 70 million persons will come to the fair during its two-year run]. Visitors to General Motors' exhibits, totaling eight acres, will enter thru this three-acre building with its 10-story-high canopy (top) to take a "ride into tomorrow" for a glimpse at man's potential for future progress. The Ford pavilion (sketch at bottom), described as "nearly three football fields long," will be entered thru a rotunda ringed by 100-foot pylons, "making it the largest above-ground structure on the fairgrounds," and a transparent tunnel thru which fairgoers will be carried on Ford's "Magic Skyway" ride to see a Walt Disney-produced fantasy.

production, diversified products. A fifth island contains a "Show-Go-Round" theater.

Four pentagon-shaped structures blended into one building house the show theater; here 2,500 persons in four separate auditoriums will watch different parts of the same show simultaneously. A Max Liebman musical comedy features puppets resembling animated parts of cars and tools.

Engineering island holds what Chrysler calls "the largest engine in the world," 55 feet tall, 100 feet long, 70 feet wide.

In the lagoon, a 10-story rocket stands, with fountains of water spraying up to give a realistic blast-off effect. Canopy-covered rest areas are located on the island, and a perimeter of seats around the exhibit has been christened "Sit-A-Del."

At the Ford exhibit yesterday (4 million years ago), today, and tomorrow (2000 A. D.) will be in view. Visitors will walk into the exhibit, thru a glass-enclosed, rotunda-shaped structure 235 feet in diameter and 56 feet high, ringed by 100-foot crowd-attracting pylons.

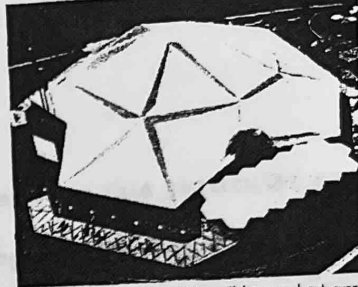
On the way to the magic skyway ride, visitors will pass thru the international gardens, thru the garden areas which will 11 separate areas in colonial recreate 11 lands in colonial America, merrie England, medieval Europe and the Far East. Famous landmarks; local history and legends will be shown in scale model (one-half inch to the foot) villages using landmarks and typical buildings from many localities to capture the romance of entire nations. Flowing streams, chiming clocks, and spinning

passengers will go to a 70-foot-long loading ramp on the second floor. Here they will board moving Ford convertibles from a ramp moving parallel with the cars.

As the trip begins, they'll see a panorama view of the fairgrounds below, for they'll be traveling high around the outside of the circular pavilion in a transparent plastic, air-conditioned tunnel. Then they'll take what Ford calls "the fastest trip thru time and space ever experienced," in 12 minutes. A "time tunnel," creating illusion of high speed, will transport them to the dawn of life on earth.

Here Disney's touch will bring prehistoric monsters — stegosaurus, tyrannosaurus rex, among others — into combat, seen dimly from one's convertible seat thru misty vapors and half-shadowy light. Long-extinct, bat-like creatures will soar overhead. A towering broctosaurus will lower her long neck into prehistoric ooze to grab vegetation for her two-ton baby. The air will be alive with primeval sounds. All this from a 1964 convertible, which everyone who reads Ford ads knows is the latest in transport.

The evolution of man comes next, ushered in by groups of cavemen so lifelike they raise their eyebrows, blink, smile, and speak. They'll create fire, paint cave walls, fashion the first wheel. All this will be done thru a system of animation created by Disney called



Chrysler's World's Fair exhibits will be spread out over five islands in a 20-inch deep lagoon connected by bridges and causeways on a six-acre, oval-shaped site. Four "pentastar" structures, each shaped like a pentagon, are joined to form this building which will have a seating capacity of 2,500 and will feature a 70-foot revolving stage on which a continuous musical show will be presented. Chrysler's theme will be an auto fair. Exhibits include "the largest engine in the world," 55 feet tall, 100 feet long, 70 feet wide.

"Audio-Animatronics," where figures come to life thru a combination of sound and electronic impulses. Air jets inside the creatures whose skins seem so real that they perspire and bruise, will move muscles.

Another "time tunnel" will zoom one forward into the future, the "City of Tomorrow," with dazzling light, soaring architecture, and flying highways.

General Motors has made the entrance to Futurama a 10-story-high canopy, constructed of 39 spars rising 110 feet. It has been likened to a giant auto tailfin. Atop one end of the building, visitors will be able to see for miles as indicator flashing time and temperature. This building occupies three of G. M.'s eight acres, with G. M. trucks, buses, locomotives, earth-moving equip-

ment dotting the area outside. "Futurama II will present an imaginative yet realistic look at tomorrow's ways of living as they can exist and be enjoyed—primarily on this planet," G. M. spokesmen said.

Both the animated scenes along the 15-minute Futurama ride in moving lounges and the displays in the rest of the building will carry out this theme. Each feature is a definite possibility, not a dream.

The quarter-mile, two-level Futurama ride passes thru a panorama which features new modes of living, transportation innovations, vehicles unlike any seen today, advances in scientific research, faster and better communications techniques, and revolutionary industrial and agricultural processes.

There's almost a mile of track on which miniature vehicles, human figures, and other objects travel. A finely detailed miniature church of Gothic architecture is one of 100 buildings the ride will pass. Some are 16 feet high. There are over 4,000 miniature figures of people and 1,700 vehicles along the way.

Riders of Futurama will see what city living in the future may be like—above highways and interchanges. A "living deck" above a superhighway is a self-contained unit, including high and low-rise housing and shopping, service and recreational facilities. It occupies what is now unused air space in our cities.