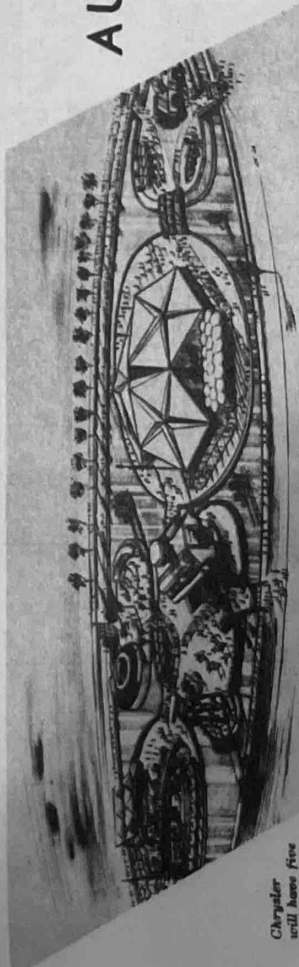
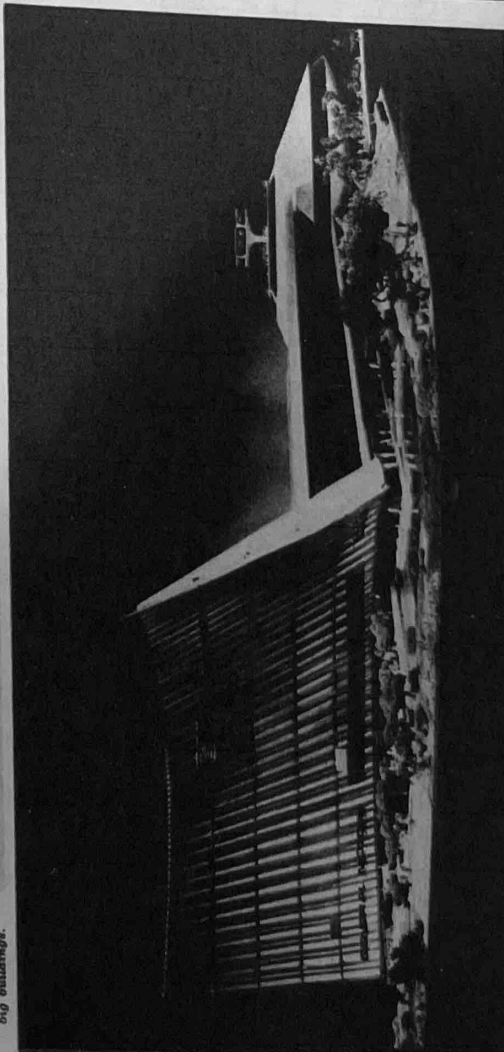


# BIG 3 DOMINATE WORLD'S FAIR

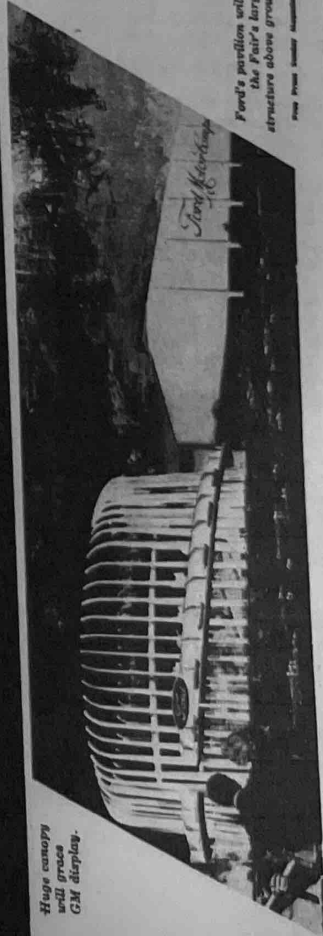
## AUTO



Chrysler will have five big buildings.



Huge canopy will grace GM display.



Ford's pavilion will be the Fair's largest structure above ground.

From Press Release Automobiles, April 6, 1934

By Kathie Norman

Visitors will discover that it's a small world, indeed, when the New York World's Fair opens on April 22.

Of the nearly 150 pavilions, representing 24 states and 51 countries, the two companies belonging to Ford and General Motors.

Being the biggest costs the most. The three firms already have spent a combined total of more than 70 million dollars on their exhibits, and the cost may reach 100 million.

The automakers doubt that they will hit the jackpot when the Fair is dismantled in 1935. (A possible exception is the new Ford Rotunda, which may be turned here to replace General Motors, which predicted today's superhighway in its Futurama at the 1939-40 Fair, estimates that 25 million persons will view the new Futurama which is a hefty captive audience ride will transport 50,000 people a day—in new Ford-built composite bays over the 300 days the show will be open. (It's a bet.) And Chrysler's exhibition, nestled between the other two, figures to capture everybody coming and going.

**FIVE CHRYSLER 'ISLANDS'**

All three corporations are softening their sales pitch with showmanship, and with lavish displays featuring whizmy and/or information.

Chrysler, figuring that five buildings are more effective than one, is building an island, like the other two, in a water-filled lagoon.

Four islands represent various Chrysler operations—styling, engineering, production and diversified products.

The Chrysler exhibits will make the fair more interesting. The Julliettation is a beautiful automobile. The building on Brighton Island is an "engine" 100 feet long, 70 feet wide and 35 feet high. Its parts, which work to music, resemble gigantic monsters.

The crankshaft is a 25-foot dragon, driving eight-foot pistons with human faces, and other complete hands. One day when they had nothing better to do, Chrysler engineers figured out that a real engine that also would have a million horsepower and could drive five aircraft carriers also a mammoth Chrysler "top" made from auto tires, wheels, hood tops, etc. The squawking, lively critters are herded by a 25-foot zoogeographer whose massive similes are two complete sets of legs. The engine is a simulated production line, to watch a car put together by fantastic robots—a display that will amuse everybody except Walter Reuther.

### MAGIC FROM FORD

Ford, in addition to its widely touted "Magic Skyway" ride with its articulation magnets, will feature Walter Disney's "Magic Skyway" ride with its articulation magnets up its corporate sleeve.

Before entering the Skyway's "time tunnel," visitors circle the Rotunda in a treatment. This gives riders a magnificent view of the entire building of the new cars.

In Ford's display pavilion, Fair-goers will be accompanied by an "Auto Paris Harmonica Orchestra"—a harp made of brake cables stretched between a steering shaft and part of an axle, fuel pump, handlamp housing and a heater base; a clarinet with a sparkplug for a mouthpiece; a banjo made from a differential housing, chain worm and engine lighter bulb. The orchestra will play the music for guitars, and they describe their traditional functions in music.

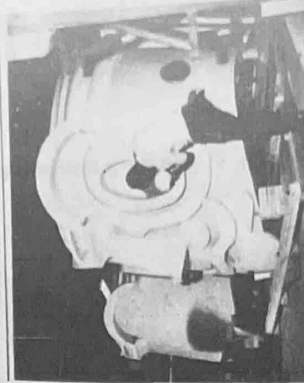
Disney also has built an amazingly authentic "International Gardens" for Ford, depicting buildings and village scenes in 11 lands, all of them in the style of the 19th century.

Disney displayed his "Monas Tower of the Rhine" where, according to legend, a cruel Ninth Century cleric was devoured by an ogre. The tower is a masterpiece of architecture that would find unthinkably. The architectural history and landmarks of each area are captured in the villages, right down to the streams, chiming clocks, windmills and people.

### A LOOK AT THE FUTURE

The GM exhibit has a ponderous title—"General Motors: Many Minds at Work." Hands Serving the Needs of Mankind—but it promises to be fun anyway.

Continued



TOP: The dragon represents the crankshaft of a huge working engine at Chrysler's exhibit.

BOTTOM: The pistons for Chrysler's engine are shaped like faces and are eight feet high.

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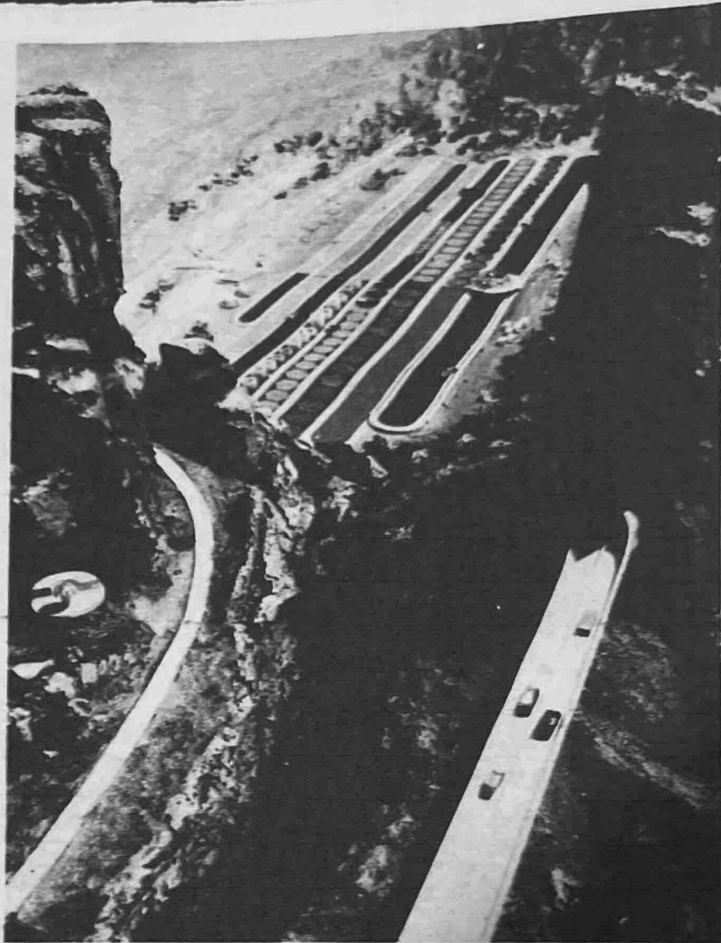


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**HUDSON'S**



# DETROIT:

"fairest  
of the Fair"

*Detailed sea water  
will help crops  
flourish in the  
desert seen on  
GM's Futurama ride.*

### Continued

pend on fresh paint jobs, construction could not begin until the worst of winter was over. Now things are pretty frenzied in the lagoon, and the last paint-daubing and monster-arranging won't be done until just before Fair time.

When the visitors begin streaming in on April 22, few will realize what it has taken to stage Detroit's three Fair extravaganzas. That's too bad, for the "recipes" are nearly as sensational as the exhibits themselves.

During a 15-minute ride, viewers of GM's Futurama will whisk past 10 acres of plywood, three million staples, 5½ tons of nails, 5,000 gallons of glue, eight miles of paper rope, two tons of fake snowflakes, and 8,100 shower curtain rings. (The rings support 30,000 square feet of scenic backdrops done by MGM artists in Hollywood.)

And what little boy wouldn't like a backstage peek at GM's "mud machine," which turned out mud pies in

50-gallon batches. The mud, a concoction that would do any mad scientist proud, was used to make Futurama's scenery. Its recipe: 55,000 pounds of powdered asbestos, and two tons of glue mixed to the right consistency with wheat paste water, coloring and sodium benzoate.

Meanwhile, in Hollywood, Walt Disney craftsmen have laid a half-million tiny vinyl bricks in Ford's miniature gardens. They have made 300,000 wee plastic shingles, painted thumbnail-size stained glass windows, "grown" trees from 350,000 two-foot lengths of wire. Ex-circus clown Jean La Roy has populated the villages with three-inch citizens carved from white oak.

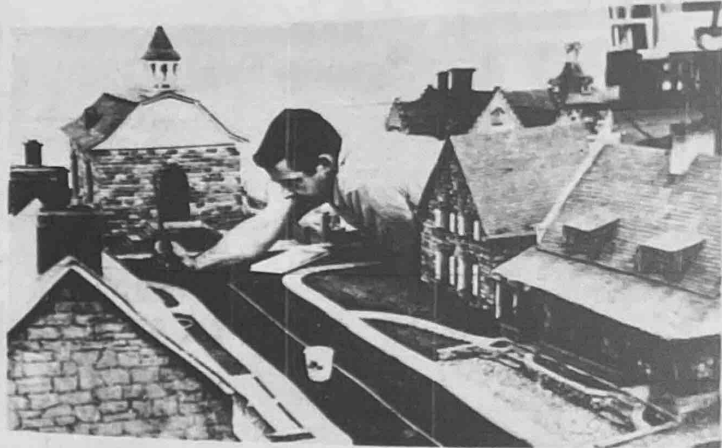
All these detailed components add up to three dazzling displays of showmanship and salesmanship. Details that will give Detroit a two-year billing as "the city that's fairest of the Fair."

From *Prize Sunday Magazine*, April 5, 1941





Detroit Symphony musicians James Tamburini (left) and Paul Schaller oil up a trumpet made from auto parts. Elyze Yockey watches.



Mac Watkins is a giant in Colonial America as he works on the Walt Disney display which will be in Ford's building.

"Next time buy a pair of Red Wings!"

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