

WED ENTERPRISES---July 6, 1961

OUTLINE:

QUEUE LINE, RECEPTION AREA AND THEME SETTING

- Objectives:**
1. Establish Ford as "Good Host"
 2. Introduce the Company---Who we are, What we do."
 3. Establish theme of show.

- Sequence:**
1. Queue Line
 2. Reception
 3. Pre-Show (setting of theme and company)

QUEUE LINE (Outside Pavillion)

At this point, Fair visitors are still on the Fairgrounds, they have not entered the Ford Pavillion. However, while they stand in line moving toward the entrance to the Ford building, their wait is made more palatable by:

- * Entertainment (small, musical groups)
- * Ice Water Carts (Small motorized carts which move up and down the line, dispensing ice water in some form, perhaps in plastic tubes. The carts have Ford ID plainly marked.)
- * Strollers for infants provided.
(Again, they are clearly marked "Ford". These can be turned in within the building.)
- * Posting of waiting time for the show at various points in the line.
- * Retreat Ceremony at flagpoles at dusk. Also, when important visitors from other countries or state governors visit, flag of their nation or state can be run up poles, with appropriate ceremony.

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RECEPTION AREA

As guests enter the Ford building, the atmosphere immediately changes. Now they are guests of the Ford Motor Co. and in air-conditioned comfort, Ford is establishing itself as "The Good Host". The Reception Area includes:

- * A greeting by Ford receptionists.
- * A welcoming statement by Henry Ford II. (a wall mural)
- * A Central Exhibit: The original Quadricycle and Aeronutronic's Lunar Vehicle. (To portray yesterday and tomorrow in the company.)
- * Rest Rooms, Lounge and First-Aid areas.
- * A Theme Garden with topiary plantings, waterfalls, fountains and a central theme display.
- * An Audio-Registration system to enable the company to get names and addresses of all guests.
- * Traffic Control, from the time guests enter the building, funneling them to the Ramps.

PRE-SHOW

1. Ramps to Third Floor
2. Third Floor "bullpen";

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I. Ramps to Third Floor

On one side of the ramps, animated dioramas or murals are seen as guests move toward the third floor. The theme is historical, related to the history of Ford. Designed to show "Where we've come from"--- and to lead into the Third Floor presentation of the Ford Motor Company today.

II. Third Floor "bullpen"

The story of Ford -- "Where we are today". This takes the form of a presentation of the creation of today's automobile ---styling, the laboratory aspects of engineering and research, manufacturing (steel, glass, assembly line, etc.) -- and culminates in a series of Test Cels in which various Ford auto models are undergoing "Hurricane Road" testing conditions.

After passing by these displays, guests reach the loading belt and step into a Ford car --- with the implication clear that this car is the result of these complete quality and reliability tests.

Now... the show begins.

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ROUGH SHOW OUTLINE:

THE FORD MOTOR COMPANY PRESENTS:

"TRAVELMAGIC"

Guests are now seated in Ford Motor Company cars, traveling in the tube toward the waterfall and the beginning of the show.

Over the car radio, the narrator explains that Ford's "TRAVELMAGIC" is indeed a "magic carpet" --- it can take you back in time to the dawn of history, or far into the future.

"THE MACHINE"

As the cars enter the waterfall, they seem to speed up perceptibly. Lights begin to flash past in a blur. Yearly dates --- progressing backwards --- race by the cars, establishing the feeling that passengers are travelling far, far back in time. In effect, this speed tunnel is a "time machine" transporting us back to the dawn of history.

DAWN OF CIVILIZATION

As we seem to be racing faster and faster, LIGHT EFFECTS AND SOUND COME TO A CLIMAX, and suddenly the road disappears. We appear to be floating in a black, silent void. Mist rolls by and dissolves ... revealing the primeval earth on the eve of civilization.

Great mastodons, dinosaurs and other primitive beasts wander over the marches. Volcanos erupt ... sheets of rain fall ... and lightning bolts electrify the air. Appropriate mood music penetrates the eerie surroundings.

BIRTH OF THE WHEEL

Far off in the distance, a small flickering light appears out of the darkness. As our car approaches, the light flares into a small campfire inside a cave, where primitive man is chipping away at a crude circular form --- the first wheel.

Now the tempo begins to pick up. The cars emerge in a sort of "corridor of wheels" --- wheels that tell the history of civilization and the story of man's progress through the centuries.

As man develops his knowledge, he builds larger and more sophisticated wheels ... wheels are attached to crude carts and chariots, farm plows and handsome coaches of ladies and gentlemen. The wheels move faster and faster, spinning ... the sounds of movement envelope the diorama: human feet, animals and rolling wheels. Soon, the only sights and sounds are wheels and the sound of their movement --- a progression through the ages.

TURN OF THE CENTURY

Leaving the spinning wheels, the cars segue directly into a 1900-style traffic jam. Seated in the cars, passengers are right in the midst of this milling mass ... in a turn of the century American city. On both sides of the car are animated carts, horses and people --- all moving in the tempo of a speeded-up old-time movie. Lights flicker on and off. All the street sounds and music are speeded up to match this mood ... in contrast to the darkness of the primeval world and the light-effects of the wheel-history, the entire color scheme is sepia monochrome.

The wheel has now progressed to the most sophisticated forms of horse-drawn vehicles. But a new day is dawning.

THE QUADRICYCLE

As we move down the turn of the century street, the light grows ever darker. Street sounds begin to fade and offstage the sounds of a sputtering, backfiring engine are heard... suddenly, a bright yellow light glows through an open door in a little shop on Engley Street... and amidst the sputtering and backfiring, Henry Ford and the Quadricycle are dramatically spotlighted.

AMERICA IN TRANSITION

Henry Ford literally changed our way of life... and as the car we're riding in picks up speed, the world moves forward through the Evolving 20th Century.

Here is a montage of projections, murals, animatronics, etc... revealing the sights and sounds of change... of the 20th Century industrial revolution... World War... the Charleston... Model A and Model T... great sport heroes... the Roaring 20's... Motion pictures: silents and talkies... Lindbergh... Wall Street... Boom and Bust... Great Cities... Science and Technocracy... Changing fashions... World War... Television... Jet planes, rockets and space shots... the 1964 World's Fair... A montage in which the entire broad panorama of life in 20th Century America passes by.

"TIME MACHINE"

Car speed gradually increases, and as we pass the World's Fair of 1964, the cars enter another speed tunnel... We are in the "time machine" once more... the speed of our car seems to grow faster and faster as lights

flash by...and suddenly, darkness envelopes the car passengers.

CITIZENS OF THE UNIVERSE

As darkness gradually fades at the end of the speed tunnel, mist surrounds the cars again, and once more we are "floating". The cars enter a strange new world.

In contrast to previous experiences, this is an area of dazzling colors. A strangely costumed host who amazingly greets a passenger in each car by name, welcomes you to this mysterious world...a "blue sky" world in its architecture, vehicles and the clothing worn by its inhabitants.

Although the feeling of strangeness is present, there's also something very familiar about this place...we see a housing development done in the manner of a Florida luxury subdivision...and the people look like we do...yet it's a mystery, this "blue sky" land.

Gradually, through the narrator's words over the car radio, we realize what it is: we're visiting a space community on planet Venus! This then is where "TRAVELMAGIC" will take us in the years to come.

TRANSITION TO PRODUCT AREA

As we leave planet Venus and step out of the cars on the second floor, we still feel that the final act of the show is continuing. For the atmosphere, the color schemes, the architecture, music and costumes...all carry out the same theme as the "space" area in the show.

This, however, is the Ford product area...and the last act of the show has in effect carried beyond the ride into product display.

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Here we are free to wander at our leisure, past the product "islands" toward the exit ramps. Guests may merely walk past and see all product representing every Ford division... or they may step into one of the "islands" for more detailed information.

The exit ramps spill onto the ground floor, where guests pick up souvenir cards which entitle them to a suitable souvenir from the Ford Motor Company... collectable at his local dealer.