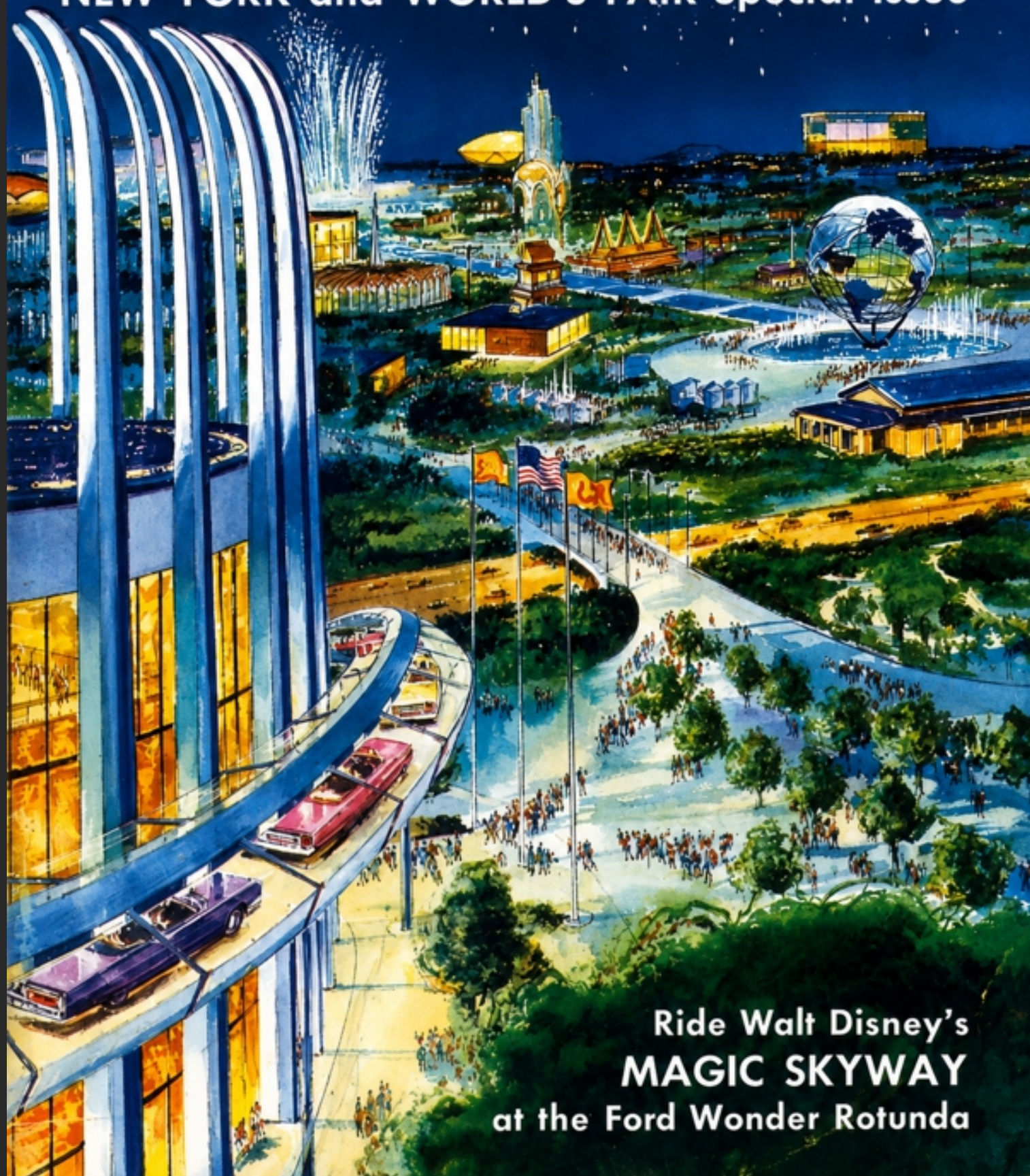


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Ride Walt Disney's
MAGIC SKYWAY
at the Ford Wonder Rotunda



PHOTO BY ROBERT BORAM

DIMINUTIVE REPRODUCTION above of a Thames-side village in England is one of twelve countries visitors can stroll through in Gulliver-style at the "International Gardens" exhibit at the Ford Wonder Rotunda. Because this unique exhibit helps visitors to understand much of the culture and history of many far-flung lands by providing a realistic, close-up perspective, it also dramatically symbolizes the primary objective of the Fair, stated by its President, Mr. Robert Moses: " 'Peace through understanding' is more than an eloquent slogan. We aim to show that on a shrinking globe in an expanding universe, the continents and people draw closer together and must learn to live in harmony." ■



Above: Rotunda reception area features massive bas-relief mural symbolizing great ideas of mankind, replica of the quadricycle built by Henry Ford, a solar-probe satellite from Ford's Philco Corporation and the International Gardens, a delightful "Gulliver's tour" of the world

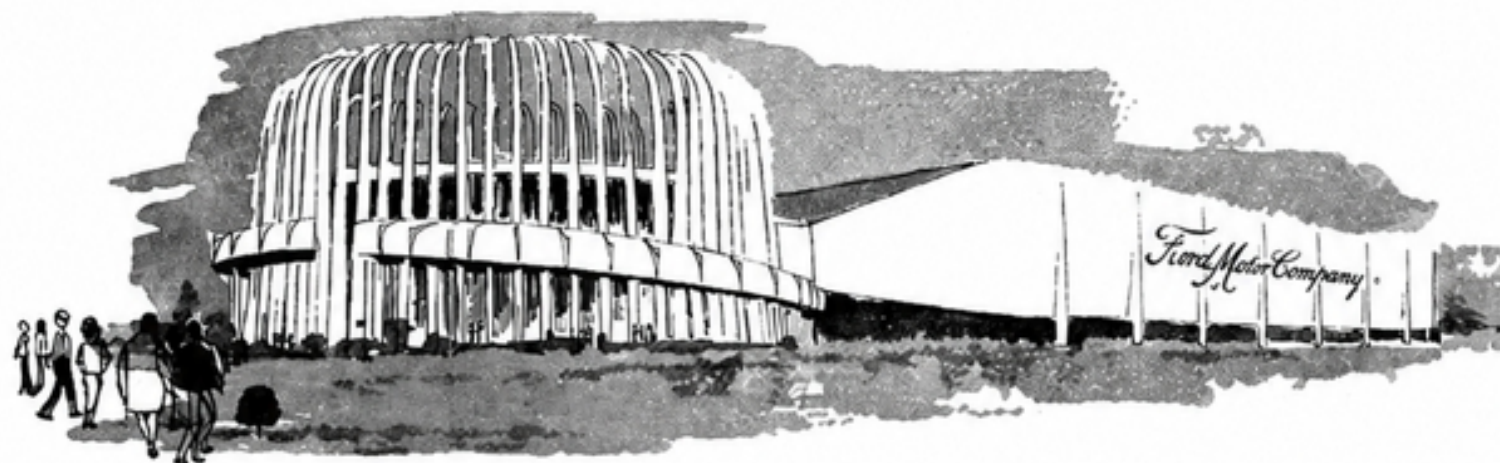
*Take Walt Disney's
Magic Skyway to new adventure at the*
Ford Wonder Rotunda

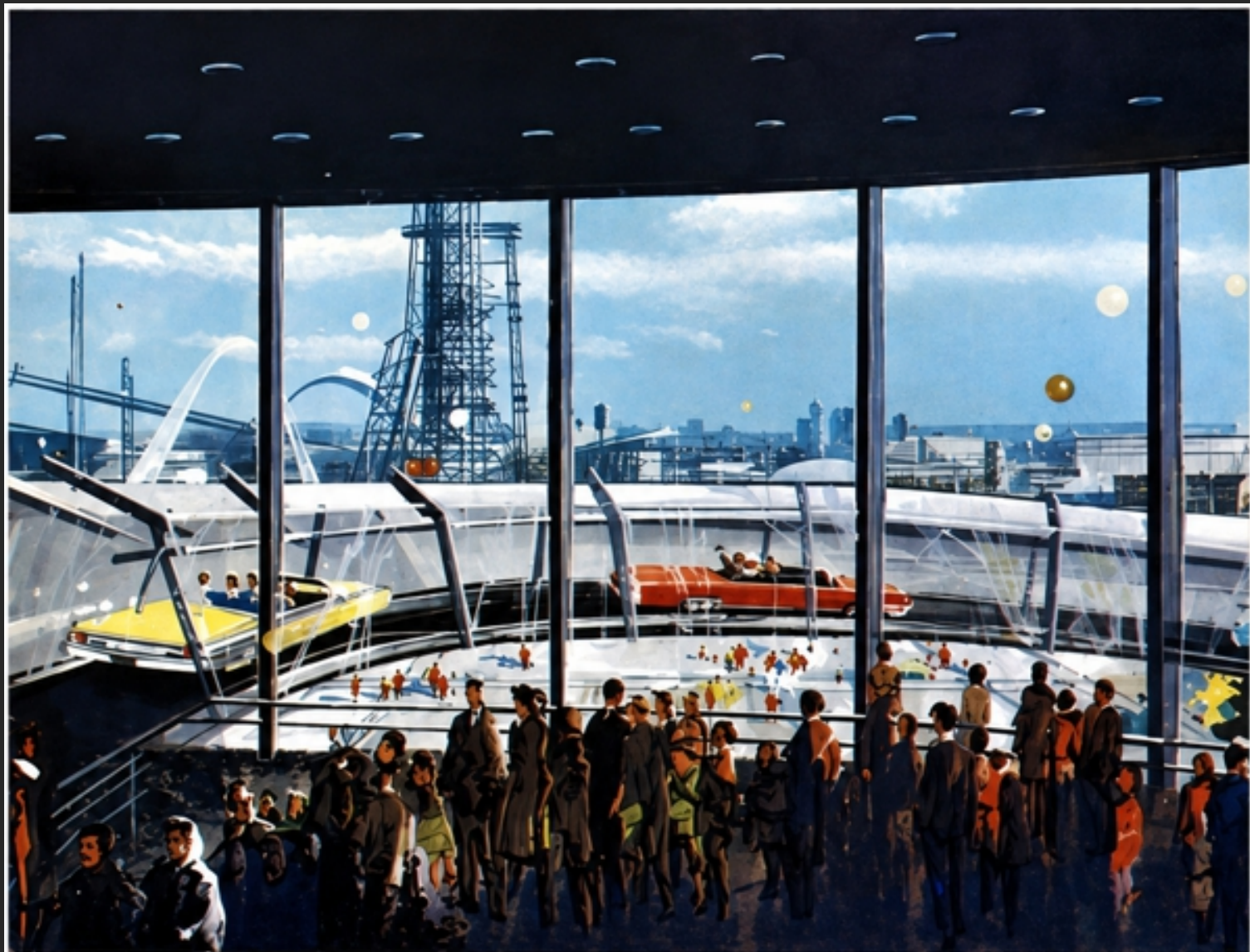
BY RICHARD BARRETT

THE FIRST THING that strikes you on seeing the Ford Wonder Rotunda at the Fair is its monumental size. It fairly looms above and beyond you with almost a physical impact. The gracefully curving pylons of the Rotunda stab the sky, and the long, flat façade containing the show and exhibit area considerably exceeds the dimensions of a football field. Like a modern fairyland palace in dazzling white, it invites your curiosity and promises all manner of wonders never seen before.

That promise begins its fulfillment from the moment you step through the entrance into the vaulting Rotunda area.

Ford pavilion, the largest above-ground structure on the fairgrounds, overlooks Grand Central Parkway





Above: Unique embarkation area of Magic Skyway ride assures a minimum of waiting for visitors. Below: Ford-built convertibles whisk you through a "time tunnel" to the dawn of life on earth many eons ago



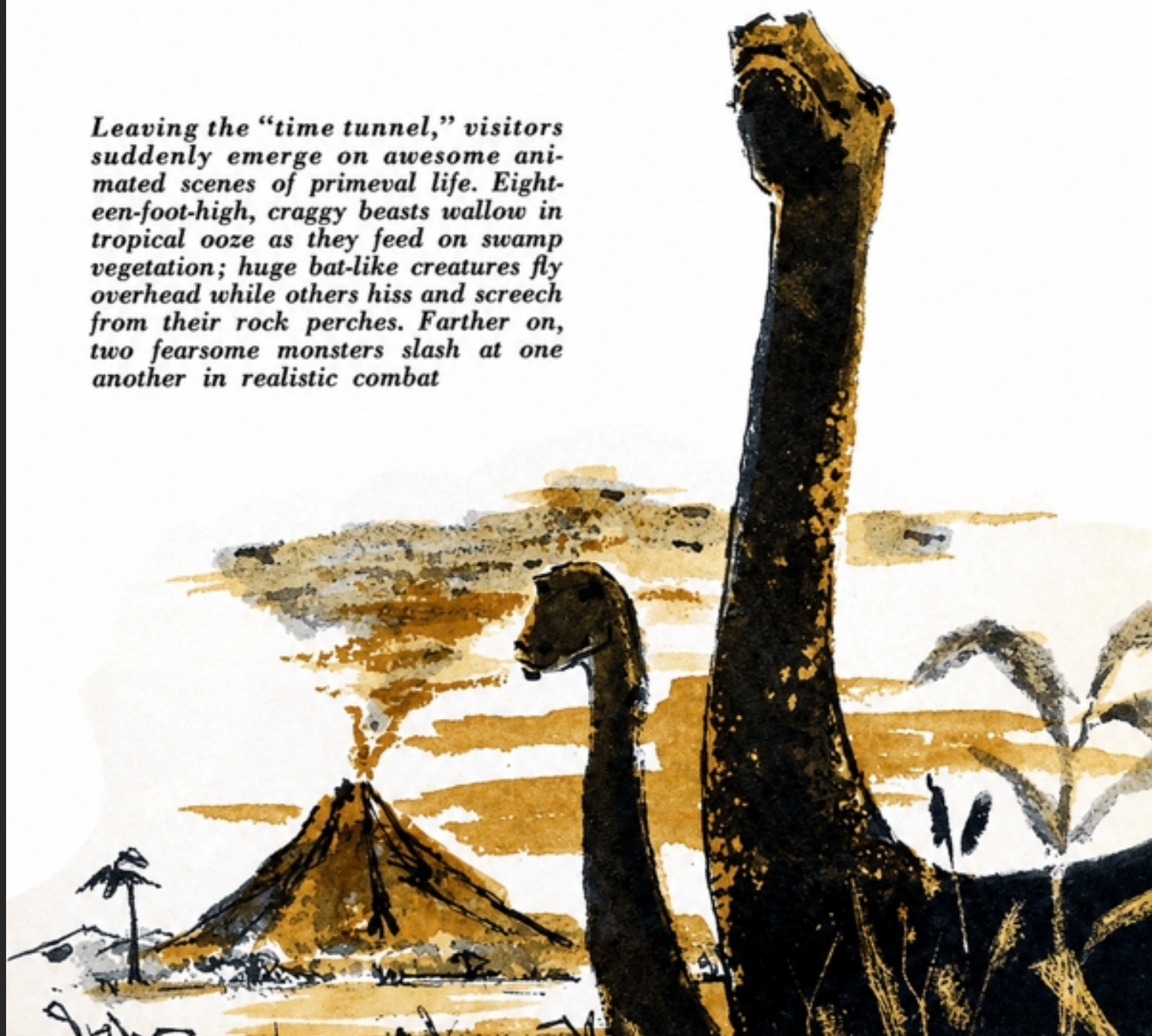
ILLUSTRATION © FORD K&D BOWEN/ELSON PAC

Here, among fountains and pools, soaring columns, colorful murals and cool, comfortable atmosphere, your eyes will be drawn inevitably to the Pavilion's first major attraction, Ford's International Gardens.

Unlike many exhibits which you merely look at and pass on, the Ford exhibits, created by Walt Disney and designed by his WED Enterprises, Inc., are a series of new adventures which you actually become a part of, and in this respect each is an excitingly different, *personal* experience.

The International Gardens is no exception. In this instance, you'll feel transformed into a twentieth-century Gulliver as you stride through miniature reproductions of the towns and

Leaving the "time tunnel," visitors suddenly emerge on awesome animated scenes of primeval life. Eighteen-foot-high, craggy beasts wallow in tropical ooze as they feed on swamp vegetation; huge bat-like creatures fly overhead while others hiss and screech from their rock perches. Farther on, two fearsome monsters slash at one another in realistic combat





After nature's violent upheavals drive mighty reptiles to extinction, a new creature emerges to meet the challenges of his environment

countrysides of medieval Europe, England of old, colonial America, and the Far East—twelve nations in all—each fashioned in the most exquisite detail.

After this Gulliverian sojourn, you'll step onto one of the moving up-ramps, and as you glide smoothly to the second level, you'll be entertained by a series of amusing dioramas depicting some of the early and notable achievements of Henry Ford I in three-dimensional representations.

Emerging on the second level, you'll pass through fascinating mural displays, and as you move on, you'll be greeted by some rather startling sounds. Quite soon you'll discover they emanate from the Musical Assembly Line—a succession of moving car parts which produce what can be described as musical adaptation of the sound each part catually makes in operation.

This, in itself, is eye-and-ear catching fare, but only a

Right: Not much of a match, physically, for his enemies, man could usually out-think them, and in a crisis like this probably learned to communicate by shouting the first word of warning





Above: Gradually, man made some pretty startling discoveries. Fire, he learned, had more uses than warming himself

Right: Reason and a thumb enabled him to invent and make things. This one—the wheel—turned out to be pretty useful



prelude of the grand finale to come—the “Auto Parts Harmonic Orchestra.” The instruments, 13 of them, are made from actual Ford parts, and as they bob, weave and jiggle in unison, they “play” specially composed music the likes of which you’re unlikely to hear again.

Comes now the star attraction — Walt Disney’s Magic Skyway ride, promising to be a unique and unforgettable experience, simply because no one has seen anything quite like it before.

You’ll step from the moving platform in the embarkation area into one of the Ford-built convertibles. which, incidentally, move at the same pace as the platform, and by remote control, begin your ride as you glide around the outside of the building in a transparent tube for a panoramic view of the fairgrounds. Accompanying narration of the exciting journey is piped into the radio of your car, and should you be a visitor from French, German or Spanish speaking lands, a touch of a button will bring in the narration in your native language.

Dipping into a “time tunnel,” you’ll then burst forth onto

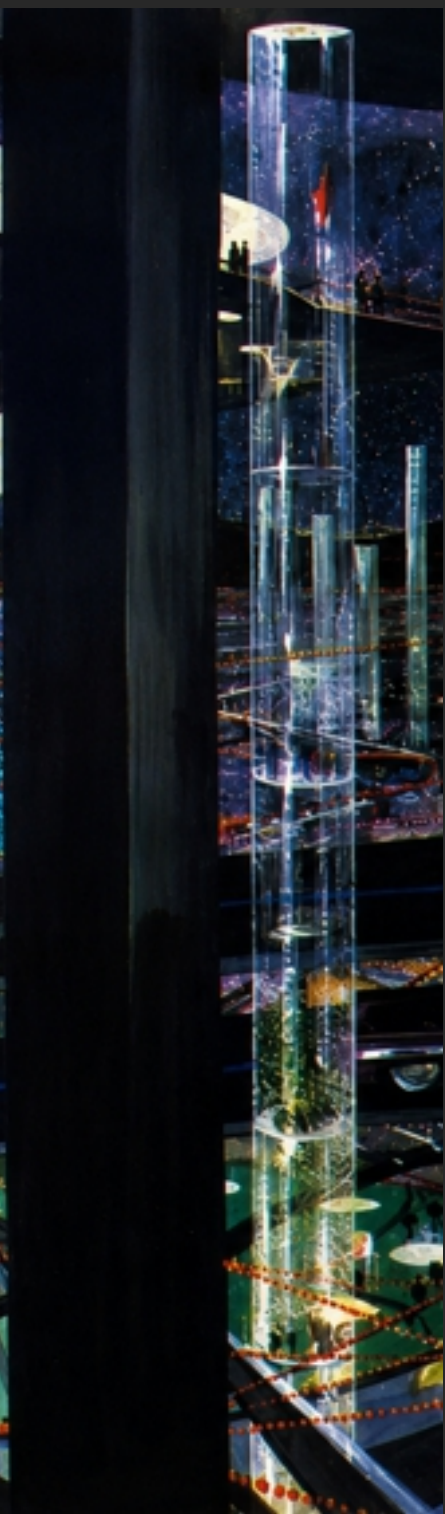


In this amusing scene, life-size cave-men actually move as do all the other figures and animals



ILLUSTRATIONS © 1964 WDP ENTERPRISES INC.

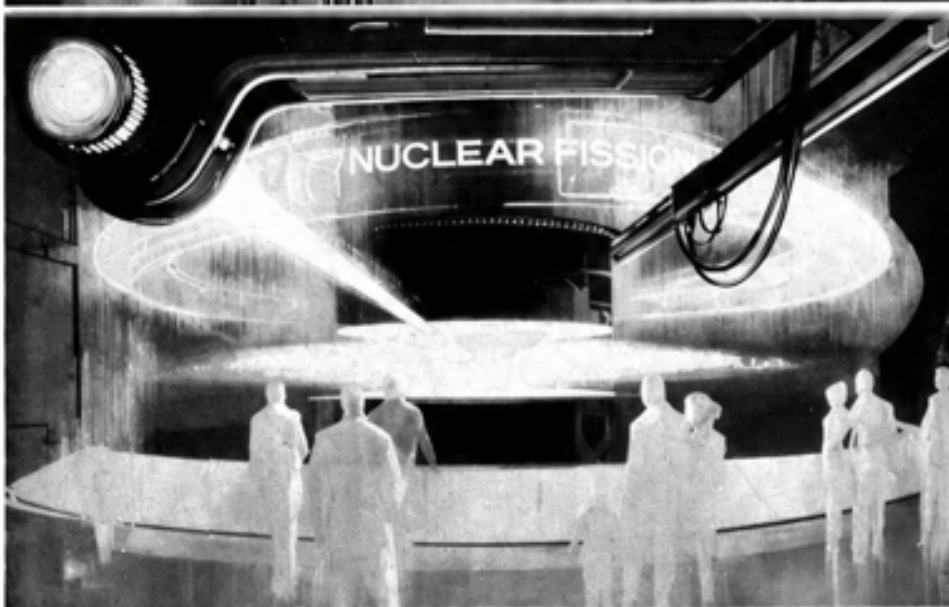
Later, the wheel gave mobility to caveman's wanderlust and the world's first suburbanite came to be



Leaving the Magic Skyway, visitors enter the Adventures in Science exhibit for a fascinating look at Ford's scientific research in nuclear fission, rocket engines and turbines



Visitors also get a preview of new, stronger, lighter materials—metals, plastics, glass—bringing space-age developments into automotive design for advanced automobiles



a scene of primeval splendor that existed millions of years ago. Life-size, prehistoric beasts actually move about in combat, others wallow in antediluvian ooze, feeding, while winged creatures soar overhead.

Gliding onward, you'll come upon the emergence of the cavemen and watch them in a series of amusing, animated tableaux as they make their first important discoveries—speech, fire, cooking, cave painting and, yes, even the wheel—all in lifelike *action*, thanks to the genius of Mr. Disney and a device of his called "Audio-Animatronics."

Bringing the prehistoric past to three-dimensional life with



The staccato rhythms of electronic computers are the new sounds of progressive industry, technology and science. Ford designs and builds computers and uses them in many ways to engineer automobiles higher in quality, lower in cost. In this computer exhibit, visitors will be entertained—and educated—by a vivid and colorful presentation on the workings of this marvelous mechanical genie

movement and sound is quite a trick, and Mr. Disney and his "imagineers" have done it brilliantly. So realistic are his cavemen that their chemically processed "skin" has the touch of human skin and even "perspires" and "bruises" as yours does!

Before you've had time to ponder this enchantment, you'll sweep through another "time tunnel," this time to vault into the future as you weave your way above the fantastic Space City — a brilliant kaleidoscope of towering structures, sky highways, strange hovercraft and seemingly suspended landing platforms.

Somewhat reluctantly you'll return to the present at the debarkation area, but reluctance will vanish as your interest is again sparked by the space age marvels of the Ford-owned Philco Corporation in the Adventures in Science exhibit and the stunning "dream cars" in the elegantly appointed products salon. Here among the sparkling and sleek Ford-built cars of '64 are the advanced-style cars of the future, the graceful and fast Allegro, Cougar II and Mustang II—"dream" cars today but perhaps not for long.

Everything considered, when Walt Disney said that a visit to the Ford pavilion would be "an original experience . . . a wonderful once-in-a-lifetime adventure," he did not exaggerate. Needless to say, it would be a shame to miss it. ■

Visitors eventually emerge in the elegantly appointed product salon

