



FLOODLIGHTING extends around the entire huge Ford Motor Company Pavilion, which has a floor area in excess of seven acres. Special architectural lighting is used on the Ford Rotunda section, simple incandescent floodlighting on the remainder of the building. The "Ford Motor Company" electric sign is the largest at the Fair.

FORD PAVILION

Ford's Pavilion at the Fair is a huge ultra-modern structure designed specifically to accommodate the Ford exhibit theme—a "Magic Skyway" ride—including a product parade of existing cars, and dream cars of the future. Entrance to this building is a glass-enclosed, rotunda-like structure 235 feet in diameter and 56 feet high, surrounded by 64 glittering pylons, 100 feet tall. Adjoining the rotunda is a rectangular show and exhibit building as a seven-story building. At night, 500-watt PAR-56 lamps located on each side of each pylon at the base (four on each side), floodlight the surface of the adjoining pylon, which is eight feet deep at the bottom. Additional floodlights, mounted on the roof of the rotunda floodlight the finger tops of these pylons.

The rectangular section of the building is also floodlighted. The floodlights used here are 1000-watt



LIGHT BOXES at the base of vertical pylons eight feet deep and 100 feet high contain four 500-watt PAR-56 lamps which light the adjoining pylon. Two light boxes are used on each pylon, one on each side.

incandescent units, and are mounted four to a pole. A special four-finger mounting arrangement was developed for this purpose, following the design of the rotunda pylons (photo, above). The Ford sign on the long facade of the building is 188 feet long, and the letters are 28 feet high. The electrical work was performed by J. Livingston & Company, electrical contractors, New York City.

