"Out of the earth come the materials that make the modern automobile. Man takes the basic materials from the soil and his ingenuity transforms them into fabricated products."
INDUSTRIAL HALL

"High wages and best materials—the only road to low prices."

Located North of the central rotunda, this section of the building houses upwards of 30 industrial exhibits which trace the progress of raw materials such as wool, cotton, copper, asbestos, iron, rubber, aluminum and zinc from their original state into finished parts for the Ford V-8. The exhibits are fully explained by trained lecturers who describe them in simple, everyday terms.

FORD SYMPHONY GARDENS

"Industry is mind using nature to make human life more free."

An orchestra shell and comfortable seats in the beautifully landscaped Ford Gardens on the shore of Lake Michigan invite the lover of fine music to relax and listen. The Chicago Women's Symphony orchestra began the summer musical program and the Detroit Symphony, under Victor Kolar, has presented a 12 weeks concert series in the shell. Various other programs have been arranged.

THE ROTUNDA

"Growing of food, making of tools, transportation—three basic jobs."

Sixty seven vehicles chosen from Henry Ford's priceless collection are exhibited in the rotunda. Among them is a reproduction of an ancient chariot, carriages and early automobiles of all types. On the rotunda walls a photographic mural occupies 12,000 square feet of space. A 20-foot globe map, with continents and Ford plants in relief, revolves in the Rotunda Court.

INDUSTRIALIZED BARN

"With one foot on the land and one in industry, America is safe."

Henry Ford long has believed a closer union between farm and factory is inevitable, and that it will be mutually beneficial when it is brought about. The Edison Institute, established by Mr. Ford, conducts experiments in processing farm produce for industrial uses. It has developed a number of such possibilities in connection with the soy bean, and these are portrayed in the barn.

ROADS OF THE WORLD

"The auto made roads and roads make commerce and civilization."

Sections of 21 famous roads have been reproduced in an oval track around which visitors to the Ford Exposition may ride. The trip, which consumes about four minutes, carries the spectator back through the centuries to the reign of Emperor Appius Claudius of Rome, over various European and early American highways, and concludes with modern road types familiar to present-day motorists.

FORD THEATRE

"One-third of A Century of Progress produced the new Ford V-8."

The Ford Theatre offers half an hour of pleasant entertainment topped by a beautifully filmed motion picture of steps in the manufacture of Ford V-8s at Dearborn. A musical score prepared specially to accompany the picture, adds to the beauty of the production. In addition to being informative the film is an artistic triumph. Also on the program is "The Human Ford"—an amusing wag.
FLOOR PLAN SHOWING POINTS OF INTEREST AT THE FORD EXPOSITION

To see the Ford Exhibits with the least effort, follow this numbered route:

1. Main Entrance straight ahead to globe.
2. Roundabout—20-foot revolving globe map of the world.
4. Stamping machines on this island automatically produce small Ford V-8 parts and souvenir seals of the Ford Exhibition.
5. Gear-cutting machines produce driving gears for Ford V-8s with unvarying accuracy.
6. Steady, long-lasting engine gaskets are made here.
7. Brass strips are rolled into tubes for the Ford V-8 radiator.
8. Here spark plugs are formed from a rare material called silimanite with high insulating properties.
9. The story of aluminum from clay to Ford V-8 cylinder head.
10. The Ford V-8 instrument panel is produced here.
11. Ford safety glass windshields are built on this island.
12. Three cars hang from a single Ford welded-steel wheel.
13. Here firing shuttles and intricate looms tell the story of making cloth for upholstery.
14. The conception and modeling of a new auto body design is shown, together with a huge multi-planter, capable of producing 600 sedan seats and backs an hour.
15. Here engineers have devised weird devices in a "torture room" to test Ford V-8 parts for resistance to street and wear.
17. "Watch the Fords go by" on 40-foot animated map.
18-19. The secret of Ford V-8 performance, motor and chassis, is told here in simple terms.
20. Here speedometers are completely assembled.
21. A miniature rubber plantation shares interest with a huge mill, rolling strips of rubber.
22. Here the story is told when automatic welding machines join parts of the Ford V-8 steel body.
23. The story of cast-iron engine block, the keynote of the Ford V-8 motor is told here.
24. Here are two of the most beautiful and costly machines in the World's Fair. One is the Ford V-8 engine block cast in a single piece.
25. Here is the inside story of starting, running and stopping as told: Ford V-8 starter gears, carburetors and brakes.
27. Here hammers heat hot metal into parts for Ford V-8 steering gear.
28. A miniature steel rolling mill shows how huge steel ingots are rolled into thin sheets.
29. Here the "core system" of the car is made by looms that form wiring for Ford V-8s.
30. Here the springs in Ford V-8 suspension are made.
31. The story of zinc in the modern motor car is told here.
32. The Ford Theatre—The Imp Takes a Hand; The Human Ford.
33. Showroom for Ford V-8 and Lincoln cars; Entrance, Theatre.
34. The history of transportation (circular to right). Photo sets in background.
35. Women's rest room.
37. Exit to Industrialized Barn and soy bean patches.
38. Men's rest room.
39. Soy bean patches.
40. Industrialized Barn, Soy bean processing machinery.
41. Henry Ford's Century Room.
42. Henry Ford's first workshop, first engine and Ford car No. 1.
43. Early machine shop demonstrating old fashioned machine shop methods and equipment.
44. Early steam engine, Edison dynamo, modern turbine, Otto gas engine, hot air engines.
45. Modern testing machinery and gages with an accuracy measured in thousandths, ten thousandths or millionths of an inch.
46. Edison's camera, world standard in precision gaging.
47. Test for dynamic balance in Ford V-8 crankshafts.
48. East portion of History of Transportation and mural.
49. The elevator or moving stairway gives an effortless ride to the balcony. (See balcony plan, upper right.)
50-51-52-53. stairways to balcony.
54. First aid hospital.
55. Writing room; souvenirs.
56. 1 5 millionth Ford, 20 millionth Ford and millionth V-8.
57. Balcony: Ford shock absorbers work.
58. Henry Ford Trade School, where boys learn and earn.
59. What makes automobile clocks tick.
60. By-products display; a penny saved is a penny earned.
61. The world's standard in precision gages.
62. 15,000 parts that make up a Ford V-8.
63. Seats both indoors and out for relaxation.
64. Edison laboratory and Greensfield Village miniatures.
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HENRY FORD'S CENTURY ROOM

"Precision methods in manufacturing make quality production possible."

The heart of the Ford Exposition is the tiny brick workshop where 60 years ago Henry Ford, a young and unknown mechanic labored over his first automobile and dreamed grand dreams. The Ford shop—copied in every intimate detail—stands at the center of the Century Room at the south end of the Ford Building. There is no more significant part of the Exposition than the first Ford workshop. There convictions and ideals crystallized and took shape. Henry Ford built more than his first car as he worked in the early Detroit shop; he built the foundations of the Ford industrial organization. • The first Ford ideal was low cost, quality production. The second, was an obsession for precision and accuracy in manufacture which would how, would make quality production possible. • How this fast aim was achieved is told graphically in the Century Room where an early machine shop is contrasted with a battery of modern gears and precision instruments built in Ford laboratories. • The Ford Motor Company has always been a leader in the realm of precision manufacturing. • This theme of unendless tests for accuracy, uniformity and precision pervades every exhibit. Every part that goes into a Ford V-8 must pass indefinite tests both for dimensions and quality. There is no compromise with established standards.

"Out of the earth come the materials that make the modern automobile. Man takes the basic materials from the soil and his ingenuity transforms them into fabricated products."

A CENTURY OF PROGRESS 1934
HENRY FORD’S CENTURY ROOM

"Precision methods in manufacturing made quantity production possible."

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