



Finding Aid for

WORLD'S FAIR PHOTOGRAPHS SERIES, 1933-1964
Accession 232

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OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI 48124-5029
www.thehenryford.org
research.center@thehenryford.org

ACCESSION NUMBER: 232

CREATOR: Ford Motor Company. Photographic Department.

TITLE: World's Fair Photographs series

INCLUSIVE DATES: 1933-1964

BULK DATES: 1933-1940

QUANTITY: 15.2 cubic ft.

LANGUAGE: The materials are in English.

ABSTRACT: Ford Motor Company was a leading exhibitor in world fairs and other expositions held in America between 1934 and the early 1960s. This collection, consisting of 8x10 black and white photographic prints, documents various aspects of Ford's involvement including buildings, exhibits, displays, employees, celebrities and special events.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The series is open for research.
- COPYRIGHT:** Copyright has been transferred to the Henry Ford by the donor. Copyright for some items in the collection may still be held by their respective creator(s).
- ACQUISITION:** Ford Motor Company Archives donation, 1964.
- RELATED MATERIAL:** Related material held by The Henry Ford:
- Part of the Photographic Department (Ford Motor Company) photographs subgroup
- Exhibitions and World's Fair Collections
 - New York World's Fair Photograph Albums, 1939-1940, Accession 1892
 - New York World's Fair Records series, 1934-1965, Accession 1109
Related collections beyond The Henry Ford:
- New York World's Fair 1939 and 1940 Incorporated records, 1935-1945 (bulk 1939-1940). Call number MssCol233. New York Public Library.
- PREFERRED CITATION:** Item, folder, box, accession 232, World's Fair Photographs series, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Ford Motor Company Archives staff, date unknown.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared by Ford Motor Company Archives staff, date unknown, and updated and published by Benson Ford Research Center staff, October 2003.

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Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

HISTORICAL NOTE

Ford Motor Company began displaying its products at non-automotive exhibitions as early as 1904, becoming a leading exhibitor in world's fairs and other events by the mid 1930s and into the 1960s. In 1915, Ford Motor Company demonstrated the mass assembly of automobiles at the Panama-Pacific Exposition in San Francisco, California. In 1933, Henry Ford boycotted the Century of Progress Exposition in Chicago and instead held his own exhibition in Detroit and New York called the Ford Exposition of Progress.

Due to the success of 1933 exhibits, Ford joined the Century of Progress International Exposition in 1934. Ford Motor Company hired Albert Kahn to design a building to house exhibits. The building, a circular pavilion which was later called the Ford Rotunda, resembled graduated internally meshed gears standing twelve stories high. Exhibits in that year included a soybean processing display, a collection of new and historic Ford vehicles, an exhibit on the conversion of raw materials into finished parts, an industrialized barn, replicas of nineteen famous highways, and exhibits from twenty-one Ford Motor Company suppliers. A similar large circular building erected in 1935 in San Diego for the California Pacific International Exposition was donated to the city of San Diego after the fair.

For the 1939 New York World's Fair of Tomorrow, designers anticipating elevated roads developed an exposition building that featured a "road of tomorrow." Visitors were driven down a spiral ramp in brightly painted Ford, Mercury, and Lincoln-Zephyr automobiles.

In 1964-1965, New York was again the site for a world's fair with the theme "Peace Through Understanding." Ford Motor Company hired Welton Becket and Associates to build the Ford Pavilion, a rotunda building reminiscent of the original 1933 Ford Rotunda. Walt Disney's design firm, WED Enterprises, was also hired to create a Magic Skyway where visitors boarded convertibles for a twelve minute ride through time featuring life sized audio-animatronic figures. Other exhibits highlighted the international scope of the company.

SCOPE AND CONTENT NOTE

There are four subseries in the World's Fair photographs series. **Century of Progress International Exposition, Chicago, Illinois subseries**, 1933-1934 (1.2 cubic ft.) is comprised of images numbered from 1 to 310. There are also several folders arranged alphabetically, primarily documenting exhibits. The **California Pacific International Exposition subseries**, 1935 (1.2 cubic ft.) is arranged numerically, 2 to 671. **Dallas Centennial Central Exposition subseries**, 1936-1937 (1.6 cubic ft.) is also arranged numerically, 1 to 816. The **New York World Fairs subseries** contains material for both the 1939-1940 fair in New York and the 1964-1965 fair. The 1939-1940 New York World's Fair subsubseries, 1939-1940 (10.4 cubic ft.) is the largest and includes images both topically and numerically arranged. A numerical run begins with 1 and ends at 3,463 (with a few gaps). Among the topics are typical American families, exhibit details, Ford Motor Company employees and dealers, Ford Day, good driver's awards, visiting celebrities, and special events. There is also an index to the images in this subseries. The final subsubseries, 1964-1965 New York World's Fair, 1960-1964 (0.8 cubic ft.) is comprised wholly

of photographs gathered together to create a mural entitled "Decades of Progress" for the 1964-1965 New York fair. The mural depicted the evolution of the Ford Motor Company from its inception into the 1960s. All items are black and white photographic prints, 8 x 10 inches in size.

ARRANGEMENT

The World's Fair Photographs series is arranged in 4 subseries:

Subseries I: Century of Progress International Exposition, Chicago, 1933-1934

Subseries II: California Pacific International Exposition, 1935

Subseries III: Dallas Centennial Central Exposition, 1936-1937

Subseries IV: New York World Fairs

Subsubseries I: New York World's Fair, 1939-1940

Subsubseries II: New York World's Fair, 1960-1964

SUBJECT TERMS

Names, Personal and Corporate

Ford, Henry, 1863-1947.

Ford, Edsel, 1893-1943.

Disney, Walt, 1901-1966.

Ford Motor Company -- Exhibitions.

Ford Motor Company -- Employees.

Ford Rotunda (Dearborn, Mich.)

Henry Ford (Organization)

Henry Ford Trade School.

Ford Village Industries.

WED Enterprises, Inc.

Meetings or Events

Century of Progress International Exposition (1933-1934 : Chicago, Ill.)

Texas Centennial (1936 : Dallas, Tex.)

California Pacific International Exposition (1935-1936 : San Diego, Calif.)

New York World's Fair (1939-1940)

New York World's Fair (1964-1965)

Subjects

Exhibitions--20th century.

Exhibition buildings

Exhibit booths

Rotundas

Public relations--Automobile trade

Automobile industry workers

Lincoln-Zephyr automobile.

Ford automobile

Subjects continued:

Mercury automobile
Families--United States.
Tourism
Automobile industry and trade--By-products.
Celebrities
Automobile dealers
Soybean products
Roads
Automobile driver education

Geographic

Chicago (Ill.)
Dallas (Tex.)
New York (N.Y.)
San Diego (Calif.)

Genre and Form

Photographs.
Portraits.
Group portraits.
Aerial views.

CONTAINER LIST

Box no. **Description**

CENTURY OF PROGRESS INTERNATIONAL EXPOSITION, CHICAGO, ILLINOIS, 1933-1934

Box 1

Numbered photographs

- 1-15 (Building exterior, Court of the World, Soy Bean Barn, Century Room, various exhibits)
- 16-31 (Century Room, main exhibit hall, building exterior, barn interior)
- 32-41H (999 race car, building exterior and grounds, exhibit hall, dioramas)
- 41J-58A (dioramas, building exterior at night, By-Products exhibit, stage performers)
- 58B-76 (Exploded V8 chassis exhibit, band shell)
- 77-113 (Brass and rubber exhibits, building exterior, Century Room, visiting groups, strip mill model, copper mining exhibit)
- 114-150 (Visiting groups, building exterior, supply and distribution diorama, writer Hamlin Garland, building exterior at night, exhibit crowds)
- 150-185 (Century Room, main exhibit hall, building exterior, roads of the world, writer Hamlin Garland, exhibit crowds)
- 187-199 (Math and physics exhibits, exhibit crowds, Johansson Gage Division exhibit, yarn production exhibit, visiting groups)
- 200-216 (Visiting groups, building exterior, vehicle displays, Evolution of the Ford Wheel exhibit)

Box 2

- 217-235 (Barn exterior, building exterior, rotunda interior, visiting groups)
- 235A-249B (Century Room, visiting groups, Edison Institute model)
- 250-263 (Henry Ford Hospital exhibit, Henry Ford Trade School exhibit, Gears exhibit, V8 engine assembly exhibit, steel and aluminum exhibits)
- 264-285 (Rotunda interior, Research and Testing exhibits, By-Products exhibit, phosphorus plant model, Pioneer steam locomotive, lounge / reception areas, kitchen, visiting groups, infirmary)
- 286-310 (V8 engine manufacturing exhibit, building and grounds aerial views, V8 engine assembly demonstration)

Exhibits

- A-B (United Engineering and Foundry, steel manufacturing, aerial views of building)
- C-D (Aerial view of building, materials including cork, copper and brass, Timken Axle)

Box 3

- E-F (Cork asbestos, Essex Wire)
- G-H (Foundry, Bendix, Essex Wire)
- I-J (Industrial Hall, aluminum, L.A. Young, Anaconda Copper, L.C. Young Spring, Industrialized Barn)
- K-T (Rotunda vehicles, Court of the World, Kelsey-Hayes, Briggs Body, Stewart-Warner)

Miscellaneous (Rotunda, Century Room, Industrialized Barn, Ford Workshop, Industrial Hall, Court of the World, building exterior and aerial views, Henry Ford)

**CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION, SAN DIEGO,
CALIFORNIA, 1935**

Box 4

Numbered photographs

- 2-50 (Building and grounds, Roads of the Pacific, Henry Ford Trade School exhibit, visitors and guests, exhibit hall and crowds, lounge and infirmary)
- 51-100 (Off-site buildings, ocean front, building and grounds, visitors and guests, performers, lounge, Roads of the Pacific, exhibit hall)
- 101-150 (Exhibit hall and crowds, opening of building front doors, Roads of the Pacific, dioramas, children at balcony telescope, building heating and ventilation equipment)
- 151-200 (Visitors and guests, lounge, event at off-site Ford dealership, performers, exhibit hall and globe, dioramas, intersection on El Camino Real, Five Hundred Thousandth Visitor, building interior and exterior, Irvin S. Cobb)

Box 5

- 201-250 (Building exterior and interior, aerial views of building and grounds, visitors and guests, Casey Ford dealership, State of California Lt. Governor George Hatfield, exhibition performers and staff, One Millionth visitor, conductor Willem Van Hoogstraten)
- 251-299 (Building exterior and interior, visitors and guests, arrival of Two Millionth V8 Ford, James Rooney, actor Toby Wing, actor Paula Stone, actor Anne Shirley, actor Patricia Ellis, exhibition performers, actor Nancy Carroll, actor James Cagney, Heber J. Grant, Roads of the Pacific, dioramas, exhibits)
- 300-350 (Visitors and guests, performers, Mormon Tabernacle Choir, Ford Motor Company dealers, Roads of the Pacific, exhibit crowds, Ford Bowl, City of Chula Vista police, contest winners, building exterior and interior, Emma Lucy Gates Bowen, Seattle Symphony Orchestra)
- 351-400 (Musicians, One Millionth visitor, truck and tractor display, soybean oil extractor, dioramas, crowd at Roads of the Pacific, Quadricycle, Seattle Symphony Orchestra, testing equipment exhibit, visitors and guests, Henry Ford Trade School, "Miss Seattle" Marie Jensen)

Box 6

- 401-450 (Visitors and guests, building at night, Japanese visitors, performers and musicians, Edsel Ford, jalopy contest, Ford trucks, exhibit hall and crowds, Joe E. Brown)
- 451-500 (Crowds, line for Roads of the Pacific, soybean extractor, visitors and guests, Ford and Lincoln management, Japanese army and navy officials, Winslow Indian Band)
- 501-550 (Ford and Lincoln management, Ford Memphis Branch train passengers, visitors and guests, Edsel Ford, Ford management dinner, school groups, John Hodgdon Bradley)

- 551-600 (Visitors and guests, National Rose Show, 1936 Ford V8 motorcade, Balboa Park grounds, school groups, performers and musicians)
- 601-671 (portraits of individuals, visitors and guests, event at Neuner Bros. Ford dealership featuring rotunda shape showroom, Neuner Bros. showroom at night, parade of Lincoln Zephyr V12 automobiles, exhibit assembly / teardown)
- 1196-2466 (Henry and Edsel Ford with Two Millionth V8 Ford, orchestra shell, musicians, Morman Tabernacle Choir, Morman Temple in Salt Lake City, Greenfield Village scenes, diorama assembly, Ford and Lincoln dealer luncheon)

Unnumbered photographs (Edsel Ford, infirmary, visitors and guests, Ford and Lincoln management, building and grounds construction, exhibit installation, exhibits and crowds)

DALLAS CENTENNIAL CENTRAL EXPOSITION, DALLAS, TEXAS, 1936-1937

Box 7

Numbered photographs

- 1-21 (Ford vehicles in residential neighborhood, farm field, old buildings)
- 22-40 (Lincoln Zephyr, Ford factory building, herding long-horn steers at Exposition, Ford exhibit workers)
- 41-61 (Quadricycle, Cotton exhibit, Assembly Line exhibit, soybean extractor, parade)
- 62-82 (Parade, spinning demonstration, exhibit crowds, building and grounds, aerial views, midway)
- 83-98 (Building exterior, Firestone exhibit, visiting groups, dinner reception, dioramas, arrival of Three Millionth V8 Ford)
- 99-120 (Spinning wheel, lounge area, stage performers, building exterior, Ford V8 on Chisholm Trail road, exhibit crowds, dinner reception, visiting groups, vehicle displays, Tigua Indians demonstration, Blacksmith Shop exhibit, Edsel Ford(?) and Three Millionth V8 Ford)
- 121-136 (Service station exhibit, information booth, V8 engine exhibit, exhibit crowds, individuals posing with Ford and Lincoln vehicles)
- 137-143 (Building exterior, Johansson Gage exhibit, visiting groups, soybean extractor model, Ford Lincoln plant exterior)

Box 8

- 144-166 (Vehicle showroom, Exposition building and grounds, Exposition crowds, stage performers, exhibits)
- 167-190 (Exhibits including Trade School, exhibit crowds, building exterior and grounds)
- 191-215 (Group portraits, exhibits, tractor display, checkers tournament)
- 216-236 (Visitor and guest portraits, exhibits, antique chairs)
- 237-257 (Visitor, guest and performer portraits, fish pond, covered wagon)
- 258-278 (Visitor, guest and performer portraits, Edythe Wright, stage coach)
- 279-300 (Molding machine, visitor, performer and guest portraits, kids at fountain, mule train, Maytag toy racer go-kart race)

- 301-326 (Roads of the Southwest exhibit sections, African American visitors, other visitors and guests, performers, V8 engine exhibit, Firestone exhibit, Essex Wire exhibit, visitors taking naps)
327-359 (Visitor, performer and group portraits, business lounge, stage performances, exhibit hall, carriage, prize winner)
372-396 (Ford truck at landfill, visitor, performer and group portraits, Three Millionth V8 Ford, Scout troop)
397-420 (Visitor, performer and group portraits, switchboard, car lineup at airport, courtesy buses, school groups, factory assembly line, blindfolded chess tournament)
421-446 (Visitor, performer and group portraits, dinner speakers)

Box 9

- 447-470 (visitor, performer and group portraits, measurement mural sections, filming of cowboys and stagecoach)
471-491 (Visitor, performer and group portraits, measurement mural sections, filming of cowboys and stagecoach, Ford Parts exhibit)
492-517 (visitor and group portraits, Testing exhibit, assembly plant interior, Wonder Bread delivery truck, arrival of Three Millionth Ford Truck)
518-540 (Arrival of Three Millionth Ford Truck, visitor and group portraits, building air conditioning equipment)
541-563 (Steer horns, guest arrival at airport, stagecoach near Jefferson Hotel, Dallas)
564-586 (Cowboys and horses downtown Dallas, Texas-themed dinner)
587-608 (Wrist watch gift presentations, dinner)
609-634 (Dinner, visitor and group portraits, Lincoln Zephyr V12 automobile)
635-659 (Horses and riders, performers, visitors and guests, dining room)
660-675 (Child performers, visitors and guests, costumed performer posing with Lincoln Zephyr, Three Millionth V8 Ford)
676-691 (Guests and performers, photographic lab, dinner speakers)

Box 10

- 692-715 (Dinner and guests, horses and riders)
716-740 (Horses and riders, visitor and guest portraits, exhibit workers, exhibit hall, Three Millionth V8 Ford, African Americans)
741-761 (Visitor groups at train station, soybean extractor, visitor and guest portraits, band concert, views of grounds surrounding Ford Lincoln assembly plant taken from roof of plant building)
762-783 (Visitor and guest portraits, exhibit office area, individuals posing with Ford V8 sedan)
784-802 (Individuals and groups posing with Ford V8 sedan, visitor and guest portraits, exhibit building exterior, Ford V8 sedan on assembly line)
803-816 (Infirmary, visitor and guest portraits, Ford V8 sedan display in hotel(?) lobby, kitchen and reception areas, two dead deer on hood of automobile, unlocking door to exhibit building)

Duplicate photographs
D1-D54
D55-D89
90-103 (includes arrival of Three Millionth V8 Ford)
105-134
135-170
172-197
Miscellaneous numbers

NEW YORK WORLD'S FAIRS
New York World's Fair, 1939-1940

Box 11

Indexes
Photograph caption list (contains listing of photograph captions by photograph number covering photographs numbered 1-1486 and 2000-3463) (1 binder)
Photograph caption list (contains listing of photograph captions by photograph number covering listing covers photographs numbered 1-1465 and 2000-2742; also includes lists of New York area photography contacts and list of Ford Photographic staff) (1 binder)
Photo order list (list of photograph orders including information for order number, date, negative number, and description and instruction)

Box 12

Photographs by topic
American families (2 folders)
Ballet
Car design
Celebrities

Box 13

Dealers
General
Merit salesmen
Edison Institute
Employees
Entrance hall

Box 14

Ford Day (4 folders)
Ford Exposition (2 folders)

Box 15

Fur fashion
Garden Court
Good drivers (3 folders)

Box 16

Guests
General
Entertained (3 folders)

- Box 17**
Entertained (3 folders)
- Box 18**
Theatrical (5 folders)
- Box 19**
Hub cap press
Johansson gage
Laboratory testing
Lounge
Dealers
Executive
Miscellaneous (3 folders)
- Box 20**
Motor assembly
Other events
Portraits, formal (3 folders)
Product trees
"Road of Tomorrow"
Service
Shelton looms
- Box 21**
Special events (5 folders)
- Box 22**
Style show
Trade school
Turntable
Twenty-seven millionth Ford
Weather tunnel
Winter, 1939-1940
Numerically arranged
- Box 23**
No. 1-499 (4 folders)
- Box 24**
No. 199-299 (4 folders)
- Box 25**
No. 300-499 (4 folders)
- Box 26**
No. 500-699A (4 folders)
- Box 27**
No. 700-899 (4 folders)
- Box 28**
No. 900-1099A (4 folders)
- Box 29**
No. 1100-1299 (4 folders)
- Box 30**
No. 1300-1481 (4 folders)

- Box 31** No. 2000-2199 (4 folders)
- Box 32** No. 2300-2500 (4 folders)
- Box 33** No. 2501-2699 (4 folders)
- Box 34** No. 2801-2999 (4 folders)
- Box 35** No. 3201-3299 (4 folders)
- Box 36** No. 3300-3463 (5 folders)

New York World's Fair, New York City, 1960

- Box 37**
- Development of mural ("Evolution of Ford Motor Company")
 - Aviation contributions
 - Camping
 - Dagenham and Cologne
 - Foreign operations and shipments
 - Plastic car
 - Rouge Plant, circa 1927
 - 1920s
 - Title
 - Later 1920s
 - Lincoln purchase
 - Products of early 1920s
 - 1930s
 - General
 - Model changeover to Model A
 - Plastics
 - Products
 - Rouge expansion
 - Rubber plantations
 - World Fairs
 - 1940s
 - Early
 - Post-war period
 - War production
 - 1950s
 - General
 - Automation and control panels
 - Manufacturing and production
 - Plants and buildings
 - Plants, foreign
 - Products

1955 Thunderbird
1960s
Products (2 folders)
Manufacturing
Research and development
Selections, pictures in montage on early years

Box 38

Photo selection
General (2 folders)
Notes and directions
Twenties
World War I
Thirties
1939 Mercury
Forties
1949 Ford
Fifties
Sixties
Tractors