



Finding Aid for

**NEW YORK WORLD'S FAIR (1939-1940) PHOTOGRAPH ALBUMS,  
1939-1940  
Accession 1892**

Finding Aid Published: February 2012



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<http://www.dalnet.lib.mi.us>



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## OVERVIEW

**REPOSITORY:** Benson Ford Research Center  
The Henry Ford  
20900 Oakwood Blvd  
Dearborn, MI 48124-5029  
[www.thehenryford.org](http://www.thehenryford.org)  
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**ACCESSION NUMBER:** 1892

**CREATOR:** Ford Motor Company. Photographic Department.

**TITLE:** New York World's Fair (1939-1940) photograph albums

**INCLUSIVE DATES:** 1939-1940

**QUANTITY:** 2 oversize boxes

**LANGUAGE:** The materials are in English.

**ABSTRACT:** The collection contains photographs of celebrities, politicians, scientists, explorers, and dignitaries from around the world at the New York's World Fair in 1939 and 1940. Ford Motor Company displayed products at many exhibitions from 1904 to the 1960s.

## 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
    - World's Fair Photographs series, 1939-1964, Accession 232
    - 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 1892, New York World's Fair (1939-1940) photograph albums, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Benson Ford Research Center staff, February 2012.
- DESCRIPTION INFORMATION:** Finding Aid prepared by Elyssa Bisoski, February 2012, and published by Benson Ford Research Center, February 2012.
- 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. For the 1939-1940 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. The Ford Exposition building, which was 520 feet long, 429 feet wide, and 88 feet high covering seven acres, also included an Industrial Hall dominated by a revolving exhibit called the "Ford Cycle of Production" and the Ford Playhouse theater.

## **SCOPE AND CONTENT NOTE**

The accession is comprised of two photograph albums entitled "Executive Lounge, Ford Exposition, New York." They contain photographs of celebrities, politicians, scientists, explorers, and dignitaries from around the world at the New York's World Fair in 1939 and 1940. The 8 x 10 inch black and white images include Alfred E. Smith, New York Mayor Fiorello LaGuardia, Tallulah Bankhead, Judith Anderson, Cary Grant, Lowell Thomas, Kate Smith, Mary Pickford, Edward Steichen, Carl Sandburg, Sonja Henie, Helen Hayes, Harvey Firestone, Roy Rogers, Helen Keller, Pearl Buck, Edsel Ford, Henry Ford, and Clara Ford among others. Occasionally a Ford automobile or tractor is depicted in a photograph, but the images are primarily portraits.

## SUBJECT TERMS

### Names, Personal and Corporate

Ford, Clara Bryant, 1866-1950  
Ford, Henry, 1863-1947  
Ford, Edsel, 1893-1943  
Anderson, Judith, 1897-1992  
Bankhead, Tallulah, 1902-1968  
Buck, Pearl S. (Pearl Sydenstricker), 1892-1973  
Firestone, Harvey Samuel, 1868-1938  
Grant, Cary, 1904-1986  
Hayes, Helen, 1900-1993  
Henie, Sonja, 1912-1969  
Keller, Helen, 1880-1968  
La Guardia, Fiorello H. (Fiorello Henry), 1882-1947  
Pickford, Mary, 1892-1979  
Rodgers, Roy  
Sandburg, Carl, 1878-1967  
Smith, Alfred Emanuel, 1873-1944  
Smith, Kate, 1907-1986  
Steichen, Edward, 1879-1973  
Thomas, Lowell, 1892-1981  
Ford Motor Company. Photographic Department  
New York World's Fair (1939-1940)

### Subjects

Automobile industry and trade  
Exhibitions--20th century  
Celebrities  
Tourism  
Ford Motor Company--Exhibitions  
Ford Motor Company--Executives  
Ford Motor Company--Public relations

### Genre and Form

Photographs  
Photograph albums  
Portraits

## CONTAINER LIST

<b>Box no.</b>	<b>Description</b>
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**Box 1 (oversize)**

"Executive Lounge, Ford Exposition, New York 1939" (photograph album)

**Box 2 (oversize)**

"Executive Lounge, Ford Exposition, New York 1940" (photograph album)