



EDISON

*Centennial*  
1847 - 1947

PAGEANT OF LIGHT  
Ft. Myers • Florida

Feb. 8th  
through 16th



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*Because of her Love for and Devotion  
to Fort Myers, the Junior Chamber of  
Commerce respectfully dedicates this  
Centennial Program to*

MRS. THOMAS A. EDISON

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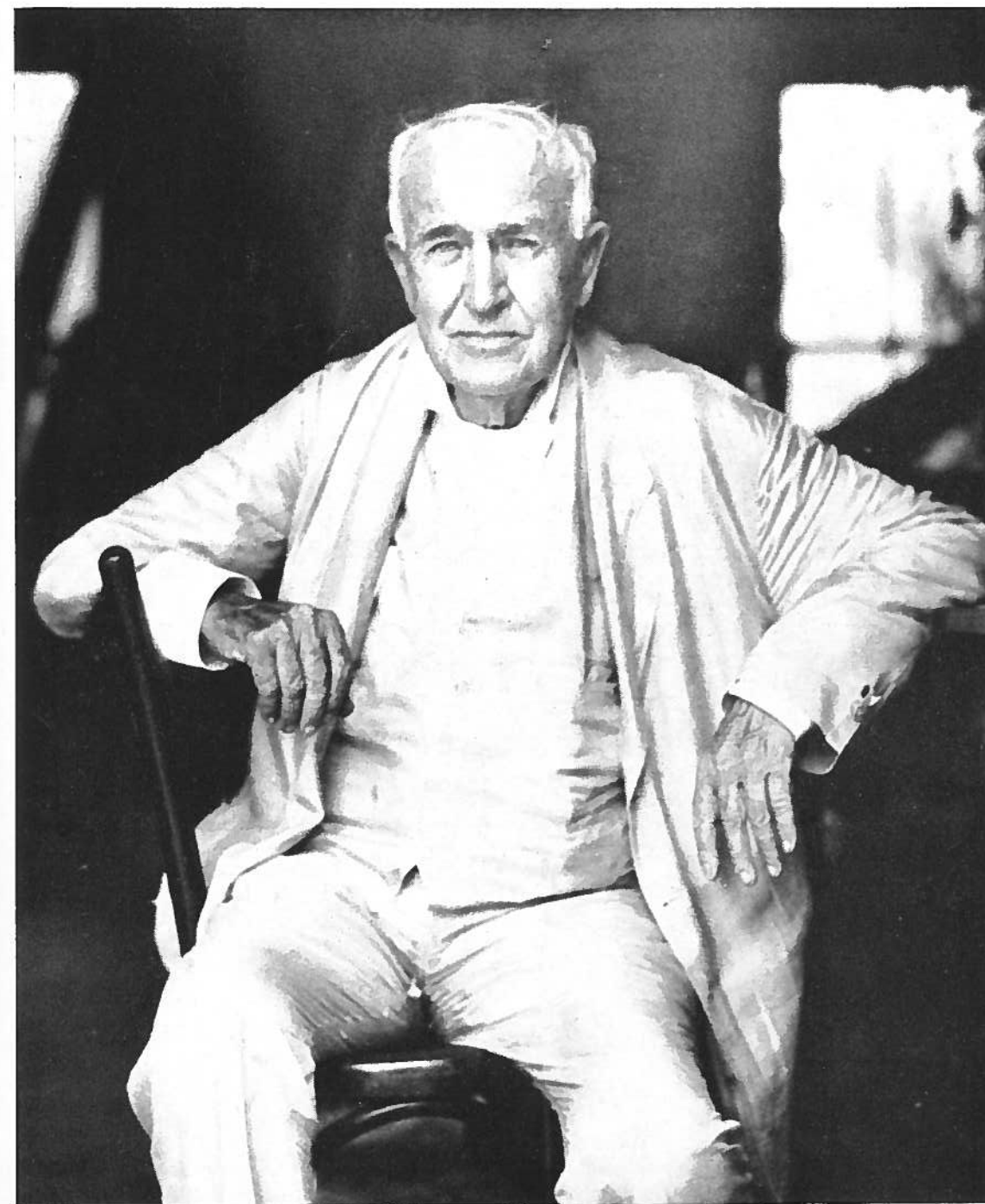
Because of  
to Fort My  
Commerce  
Centennial

*You Are  
The Heir  
of Edison*

MR

Address by  
Charles F. Kettering  
2/11/47

*He Rolled Back the Darkness . . .*



THOMAS ALVA EDISON  
(1847-1931)



## "This Is The Place For Me"

By MRS. THOMAS A. EDISON



It's a long trail since two men took a cruise in a very small yacht from Jacksonville to Punta Rassa. No Palm Beach, no Miami of today, but a crude landing at a crude hotel on stilts eight to ten feet high filled with tired but happy sportsmen needing rest from nagging responsibilities of business, who were made comfortable by a genial host and his wife, Mr. and Mrs. Schultz.

The men were made over in a short time by the relaxation they found in the old *real* fishing days of that long ago.

Mr. Schultz was in charge of the last telegraph communications plant between North and South America. It being a Western Union Station in which line Mr. Edison and Mr. Gilliland, our travelers, were associated an avenue of mutual interest was established. After being heartily received they were urged to take time from their quest to sail up the then little known beautiful Caloosahatchee to which they consented. Fascination grew until by the time of their arriving at the little hamlet of two hundred people or thereabouts, Fort Myers, they were ready to say "this is the place for me."

With one accord the real estate agent was found, the acreage of Seminole Lodge was purchased with the idea of being one mile and a quarter from the center of life of the place, as plenty of space and quiet was the aim.

In another year and a half Thomas A. Edison and his bride were established for a life-time of experience just sixty years ago in houses constructed of lumber transported from Maine to Fort Myers by water. There was a loss of one shipment and there were many vicissitudes, but the achievement was accomplished by the usual perseverance and determination of our great pioneer.

Remembrances of events of happy years are interwoven with Research and Recreation, ever mindful of the growth of this quaint and beautiful center of activity. It is difficult to realize that the Fort Myers of today has developed from houses in this area that had to be built on stilts or be washed away. It is hard to realize that the approach to Fort Myers was made by water from Punta Gorda, after a ten hours sail, on a boat somewhat fashioned after the type of a New York ferry, or by a haphazard drive of practically twenty-four hours from Arcadia through wild country and with snakes in abundance, swamps and adventures of various description, arriving exhausted but tremendously impressed with the possibilities of a great state, to which promise Florida has arrived and Fort Myers one of the most beautiful and prosperous settlement in it.

May the richness of God's blessings continue and Fort Myers ever remain the dignified and exemplary town it has always been in the past.

## And She Kept the Faith . . .



MRS. MINA MILLER EDISON



## ... About Charles A. Edison



CHARLES EDISON, justly eminent in his own right, despite having grown to maturity in the shadow of his famous father, has spent numerous winter seasons in Fort Myers, but that of 1918 undoubtedly stands out in his memory. For it was then that he was married here, with attendant circumstances worthy of an imaginative scenarist.

The scene was set when Charles, without revealing the object of his request, asked his mother to invite as her house guest Miss Carolyn Hawkins, of Cambridge, Massachusetts. Upon her arrival, they entered into the swim of social events. One such affair, a dance at the Royal Palms Hotel, had the effect of speeding Charles' plans for getting Caroline to say "Yes," because unanticipated complications arose. Another young man was vying for her attention. Charles lost no time. He asked the question, received Carolyn's affirmative reply, and then informed his mother to prepare for a small informal wedding at which only friends of the family would be invited.

The scenario began to take shape, because when Charles and Carolyn set forth quietly to obtain their wedding license they made a slight error in destination, and were informed by an attendant: "This is the telephone office. You'll have to go to City Hall for a marriage license." Having corrected this false start by proceeding to the municipal building, Charles and Carolyn approached the marriage license clerk who—of all persons—turned out to be the young man who had paid strong court to Miss Hawkins at the previous night's dance.

At this point a really inspired scenarist might have pictured the clerk as steadfastly refusing to issue the necessary certificate in an effort to thwart his successful rival, but the facts are the opposite and the wedding went off on schedule.

The ceremony took place on March 27, 1918, under the shade of a cinnamon tree on the lawn of the home of the bridegroom's parents. A flower-covered sideboard, hastily requisitioned from the dining room, served as an altar. In the absence of her husband, who was on a business trip away from Fort Myers, Mrs. Thomas A. Edison gave the bride away. Multi-colored tropical blooms picked in the Edison gardens served as the bridal bouquet. "I have yet to see another bouquet so gorgeous," Mrs. Charles Edison said in recalling her wedding day.

Although Charles Edison was educated as an electrical engineer at the Massachusetts Institute of Technology, his abilities were to gain his recog-

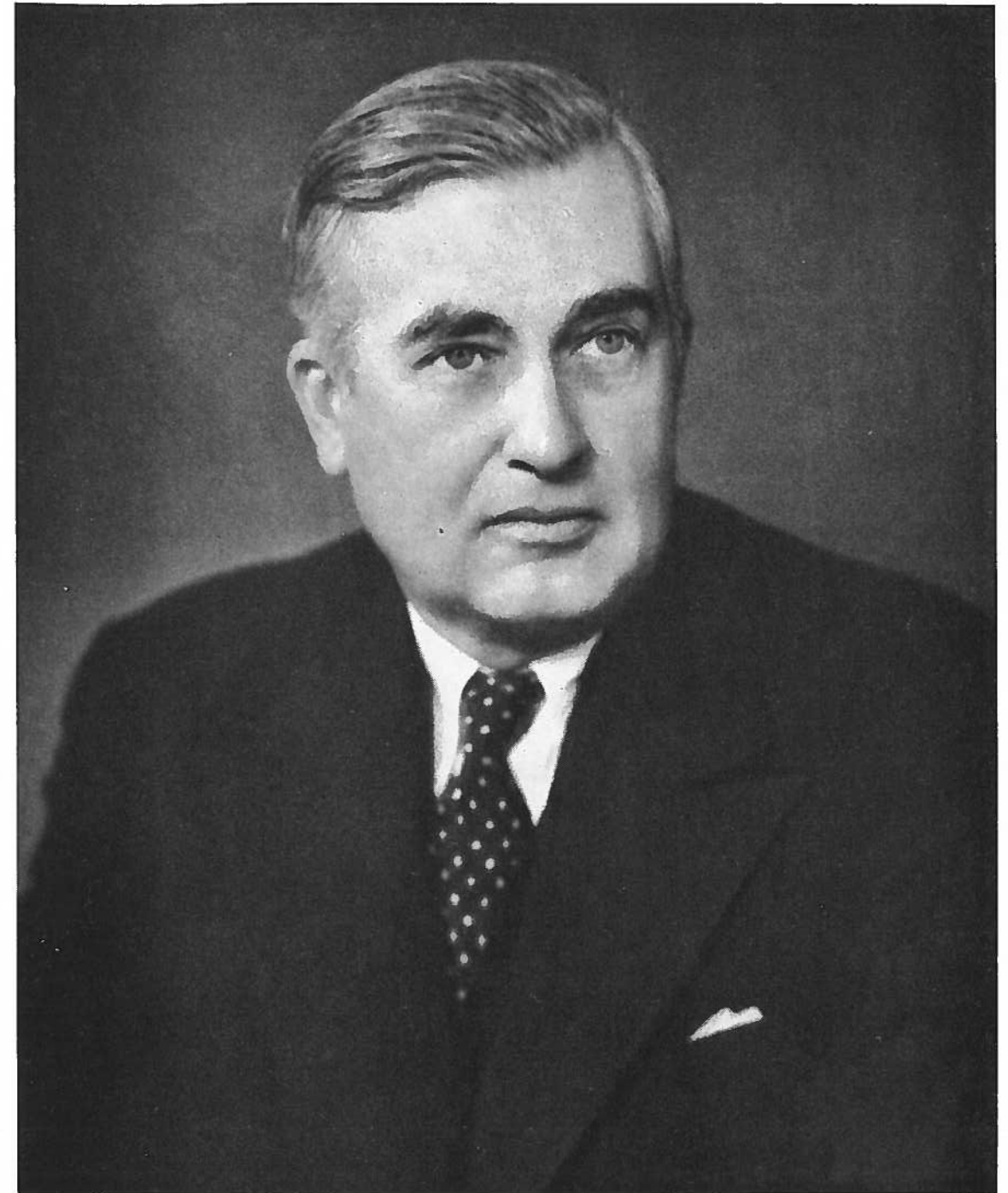
nition in the fields of business and public service. He directed a reorganization of his father's manifold enterprises in 1926 and, as president of Thomas A. Edison, Incorporated, with headquarters at West Orange, New Jersey, has guided their activities ever since.

His interest in public service was crystalized by the arrival of the depression. Acting on the belief that business men should take a more prominent part in public affairs, he began service in 1933 on the New Jersey State Recovery Board and the Regional Labor Board organized under the National Recovery Act. Edison then assisted in the preparation of legislation that created the Federal Housing Administration, and in 1934 he served as Regional Director of the Federal Housing Administration for the region embracing New Jersey, Pennsylvania, Delaware and Maryland. Early in 1935 President Roosevelt appointed Edison a member of the National Industrial Recovery Board in Washington.

On November 17, 1936, President Roosevelt summoned him to more important duties, appointing him Assistant Secretary of the Navy under Secretary Claude A. Swanson. Following Mr. Swanson's death, Edison was advanced by President Roosevelt to full cabinet status on December 30, 1939. While serving with the Navy Department, first as assistant secretary and later as the secretary, Edison fashioned an outstanding record by pioneering in the building of battleships with engines of revolutionary design which threw into discard longstanding ideas concerning battleship construction; in the introduction of PT Boats, which proved such an effective addition to the Navy in World War II; and in effecting other improvements within the Navy Department.

In his first and only entry into campaign politics, Edison was elected Governor of New Jersey and served a three-year term which ended January 17, 1944. At that time he retired to devote full time to his duties as president of the Edison industries. As Governor, he successfully sponsored sweeping tax reforms, model management-labor legislation, and improvements within the State's judiciary.

In addition to his corporate duties, Edison now serves as chairman of United Service to China (formerly United China relief); chairman of the board of Town Hall, Inc., New York City; and as trustee of Hotchkiss School at Lakeville, Conn.



CHARLES EDISON

Former Governor of the State of New Jersey

# PROGRAM of EVENTS

for

## EDISON PAGEANT OF LIGHT CENTENNIAL

FEBRUARY 8-16, 1947

Saturday, February 8

SHRINE DAY, *Speeches* - - - - - MAYOR, JC PRESIDENT, GENERAL CHAIRMAN  
FIREWORKS (*Night*) - - - - - YACHT BASIN  
KING AND QUEEN'S ROYAL DINNER AND DANCE - - - - - CIVIC CENTER

Sunday, February 9

CHURCH OBSERVANCE - - - - - FT. MYERS CHURCHES  
GOLF TOURNAMENT - - - - - GOLF CLUB

Monday, February 10

GOLF TOURNAMENT - - - - - GOLF CLUB  
TENNIS TOURNAMENT - - - - - CITY COURTS  
SHUFFLEBOARD TOURNAMENT - - - - - CITY PARK  
STREET DANCE (*Night*) - - - - - FIRST STREET

Tuesday, February 11

COMBINED CIVIC LUNCHEON - - - - - HOTEL ROYAL PALM  
TENNIS TOURNAMENT - - - - - CITY COURTS  
SHUFFLEBOARD TOURNAMENT - - - - - CITY PARK  
CHORAL CONCERT (*Night*) - - - - - CIVIC CENTER

Wednesday, February 12

AVIATION EXHIBITION - - - - - PAGE FIELD  
PAGEANT OF EDISON'S LIFE (*Night*) - - - - - CIVIC CENTER

Thursday, February 13

GOPHER SWEEPSTAKES - - - - - FIRST STREET  
FLOWER FASHION SHOW (*Night*) - - - - - CIVIC CENTER

Friday, February 14

BABY PARADE, CORONATION OF BABY KING AND QUEEN  
CORONATION BALL (*Night*) - - - - - CIVIC CENTER

Saturday, February 15

PRESIDENT TRUMAN DAY

BOAT RACES - - - - - CALOOSAHATCHEE RIVER  
GRAND PARADE  
GLADIOLI QUEEN DANCE (*Night*) - - - - - CIVIC CENTER

Sunday, February 16

BOAT RACES - - - - - CALOOSAHATCHEE RIVER  
EDISON MEMORIAL SERVICES (*Night*) - - - - - CIVIC CENTER

ALL WEEK: CANDID CAMERA CONTEST - FISHING CONTEST  
GENERAL ELECTRIC'S "HOUSE OF MAGIC"  
GENERAL MOTORS' "PARADE OF PROGRESS"

## Edison Discovered Fort Myers

By RONALD HALGRIM

THE NAME and fame of Thomas A. Edison is a world-wide legend. Florida is a legendary state. Any story in which the names of Edison and Florida are coupled, therefore, should not stick too closely to dates and routine events. As far as dates are concerned, suffice it to say that Mr. Edison "discovered" Fort Myers in 1885 and returned here the next year with his bride, Mina Miller Edison, to make a home on the banks of the Caloosahatchee.

It must have been about 1887 that Edison built his first laboratory on his Fort Myers estate, imported a steam engine, dynamo, and gave the pioneer Fort Myers citizens their first taste of incandescent light. There is a story that Edison offered to light Fort Myers with electricity free of charge but that the village officials turned down the offer because they thought the glass enclosed lights would keep the cattle and chickens awake at night.

From 1885 until his death in 1931, Edison spent at least part of every year but one in Fort Myers, which he was fond of calling his "adopted home" where he came to spend "working vacations." The one year he missed was during the first World War when he volunteered his inventive genius to help the United States solve the submarine menace. He did invent submarine detectors which were of great value and other devices of his are still filed in active war department secret archives. If he were alive today he would be busy helping the national defense program.

Many people have forgotten that after he had first gained world-wide acclaim for his inventions, the story was that Edison was broken in health. The New York World sent a special correspondent to Fort Myers to interview the electrical wizard. Here is a quote from the interview in which Mr. Edison said: "The air here in Fort Myers is perfect; the weather, as you see, is beautiful and the days are a constant succession of blue skies and warm sunshine, and to all this I owe my rapidly returned health."

It was somewhat later that he said, "There is only one Fort Myers and ninety million people are going to find it out."

The present Edison home was prefabricated in Maine and shipped to Florida by schooner. He built a half-mile-long pier out into the river and lighted it with electricity. He launched the first electric yacht in the world on the placid waters of the Caloosahatchee. He loved to sit on the dock and fish. But he didn't care about catching fish.

He would walk out with a cane pole and dangle a line in the water. If people came to talk with him he would put a finger to his lips for silence on the old theory that noise scares away the fish. Those who kept quiet while Edison kept on thinking did not know that he did not even have a hook on the end of his line.

But he liked to talk with old fishermen like Capt. E. L. Evans and W. Ashby Jones. They bragged about big tarpon. He gave out an interview that scared them. He said he had invented an electric lure and that he could go out and kill any fish that even nibbled his bait by pushing a button. Mr. Edison liked a practical joke. One time a bunch of titled Englishmen and New York dignitaries came to visit him. Before dinner they told stories they had heard of the toughness of Florida beef steak. Edison went out to his laboratory and cut up a thick rubber and web belt into the size of steaks and had the belting served for dinner—covered with gravy. They say he laughed 30 minutes as his guests, trying to be polite, attempted to cut up the pseudo steaks.

Edison believed in work but liked physical comfort. During his last years in Fort Myers, he was visited by Joe Mitchell Chapple with whom he had collaborated on the publication of "Heart Throbs" and "Heart Songs." Mr. Edison loved the old poems and the old songs. After exchanging a chew of tobacco, Joe put his hands on Edison's shoulders and said: "Well, old timer, if I don't see you again in this world I'll see you in heaven."

"I don't know about that, Joe," said Edison. "Florida is just about as near heaven as I hope to get."

It was Edison back in 1905 who first urged the city fathers to line the avenues with royal palms. He bought and paid for the first schooner-loads of palms and today Fort Myers is known as the "City of Palms." The Edison estate with its many rare imported trees, orchid row and beautiful flora is a jungle-like botanical garden not to be compared with any other planting in Florida.

As he grew older, Edison's birthday became more of an event and it brought many famous persons to Fort Myers who were privileged to claim friendship with the "living immortal." It was the occasion for an annual interview in which Edison answered all questions. The writers and reporters would work for days and nights on a list of approximately forty questions covering practically every subject in the world.

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ARCHIE, REX: *House of ODOM*

The Junior Chamber of Commerce carefully preserving the tradition of its Edison Pageant of Light, looks forward each year to a better pageant. At the coronation ball of 1946, Archie Odom became the Centennial King of Light. He will reign until his successor is named on the night of February 14, 1947. This year the Pageant will have all of the traditional observances that go with our celebration. Starting again in 1946 after a lapse of several years due to the war, the Edison Pageant of Light is looking forward to a gala celebration of its Centennial anniversary.

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HER MAJESTY THE QUEEN



Queen Frances Harris took over the throne with King Archie Odom at the Coronation Ball on February 8, 1946. Queen Frances is one of the youngest queens to have ever ruled the court of Edisonia. She will relinquish her crown on February 14, 1947. Before this, she and King Archie will have their traditional banquet for the court, followed by the Royal Ball, an invitation to which is a coveted social honor.



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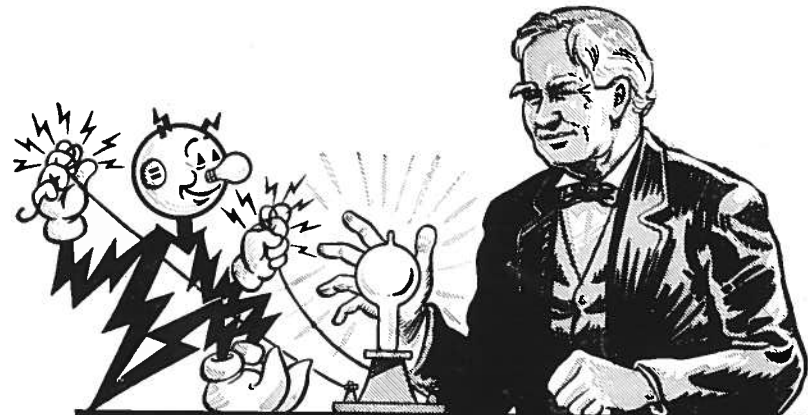
FORT MYERS, FLORIDA





★ ★ ★

# CENTENNIAL CELEBRATION



**THOMAS ALVA EDISON**

Thomas Alva Edison, citizen of Ft. Myers, was born in 1847. As a young genius, just 32 years later, he invented the incandescent lamp. Today lighting by electricity stands high among those factors contributing most to world progress. And the companies generating and supplying the electricity are doing their share by making electricity cheap and plentiful.



Last year's Royal Banquet

Our Compliments  
to those who have made this  
**PAGEANT OF LIGHT**  
a great success

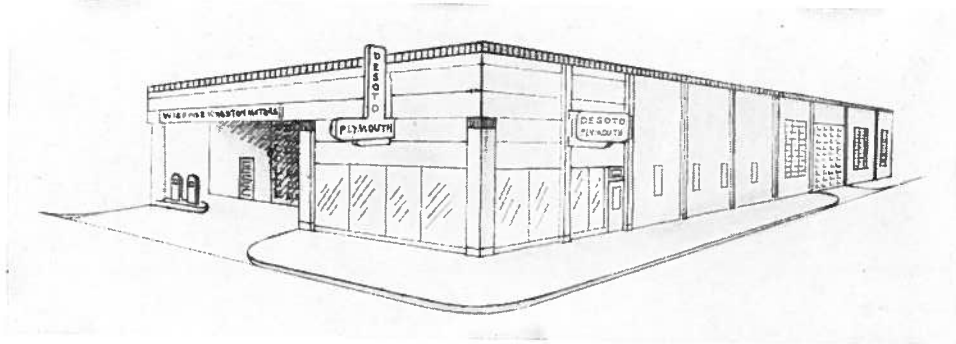
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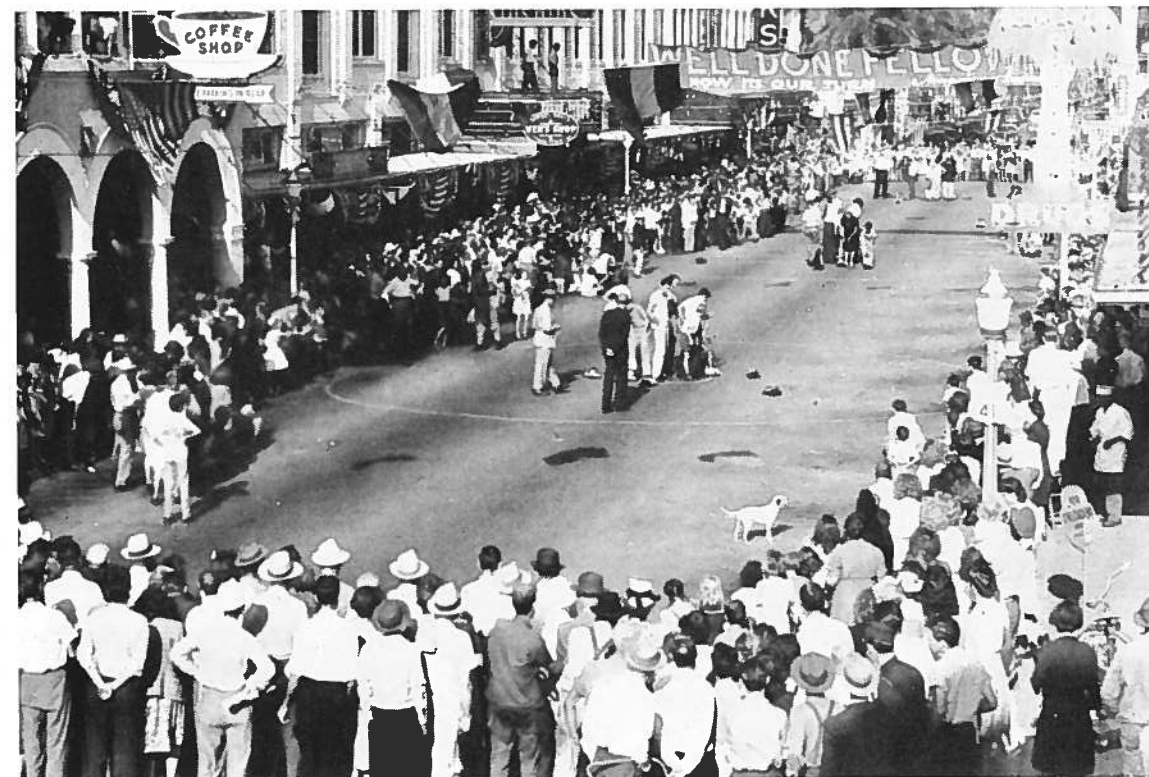
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Then came the fireworks

### Edison Discovered Fort Myers

*(Continued from Page 7)*

Mr. Edison would sit down, sharpen a stub pencil with a pocket pointer and then give pat answers to all the questions in less time than it took to type them. Everything Edison said was news. He didn't waste words. Among those who usually celebrated his birthday with the inventor in Fort Myers were Henry Ford, Harvey Firestone, Herbert Hoover, Dan Beard and some of the "Edison Pioneers." It was out of these birthday celebrations that the Edison pageant of light during the week of Feb. 11 was born.

The last six years of his life, Mr. Edison concentrated on the discovery and production of an "emergency supply of rubber." He found what he wanted after making more than 100,000 experiments. He found a way to produce rubber from *Solidago levanworthii*—common goldenrod. It will grow in every state of the union, can be sown broadcast and reaped with ordinary machinery. All results of this last work were given

to the government as Edison's final gift to his country. It was a gift from an unselfish man and a man who really merited the title of "benefactor of mankind."

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NOTE: From the first Pageant of Light in 1938, Ronald Halgrim was indispensable to Pageant committees. As a personal friend of the great inventor, visiting newspapermen found him of the greatest assistance in getting interviews. He was an authority on the history of the region and he knew Pageant tradition as an author knows his own works. The death of Mr. Halgrim in August, 1945, was a bitter blow, not only to his many friends throughout Florida, but particularly to his associates on this year's pageant committee. He leaves a gap that cannot be filled. This article, prepared by Mr. Halgrim for the 1941 Pageant program is a fitting part of this year's publication.



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The Centennial Gladiolus Queen, Jeanne Elizabeth Powell.

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Gladiolus Queen Jeanne Elizabeth Powell!  
receiving the trophy from  
Mayor Dave Shapard

Edison Pageant of Light Queen

FRANCES HARRIS

and Gladiolus Queen

JEANNE ELIZABETH POWELL



We take pleasure on this, the 100th Anniversary of his birthday, of honoring the memory of one who though living at the time in the dark, had the vision to see LIGHT; where others saw only darkness.



Because of his great vision, ability, and determination truly he has LIGHTED the way for those who follow.

## **INTER COUNTY TELEPHONE & TELEGRAPH CO.**



A Skyview of the Fort Myers Yacht Basin where the boat regatta is held.

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of FORT MYERS, FLORIDA

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We have helped a great many families to achieve this goal with our practical monthly payment Mortgage Loan Plan. We can help you, too, to finance the purchase or building of a home or in refinancing your present mortgage. Your investment in shares of our Association provides safety, earnings and availability and is guaranteed up to \$5,000.00.



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MASSEY-HARRIS TRACTORS  
the Modern Farm Equipment



1015 Cleveland Avenue

Telephone 1059

FORT MYERS, FLORIDA

## DUKES Custard Shop

2210 Hendry Street

FREEZER-FRESH FROZEN CUSTARD

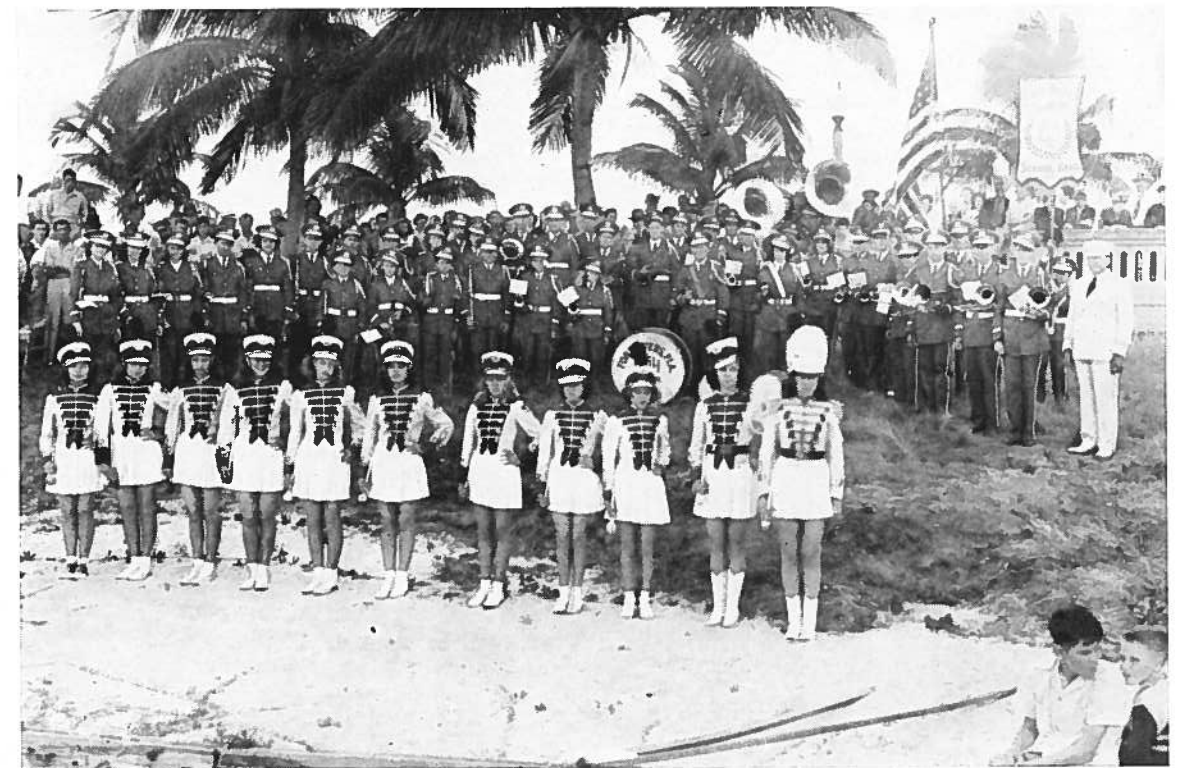
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ALL FLAVORS

**PINTS 30¢ — QUARTS 60¢ — GALLONS \$2.00**



Fishing Contest Winners



Fort Myers High School Band. They do outstanding service at all times.



"There is only one  
Fort Myers . . . and  
90 million people  
are going to find  
it out."

*Thomas A. Edison*



# Fort Myers News-Press

*For 62 years a Lee County family institution*



HARRY S. TRUMAN  
*President of the United States*



**WELCOME GUESTS**  
and  
**SUCCESS TO EDISON PAGEANT OF LIGHT**

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Supt. of Public Instruction

**FLOYD ELLIS**  
Sheriff

**D. T. FARABEE**  
Clerk of Circuit Court

**HIRAM W. BRYANT**  
County Judge

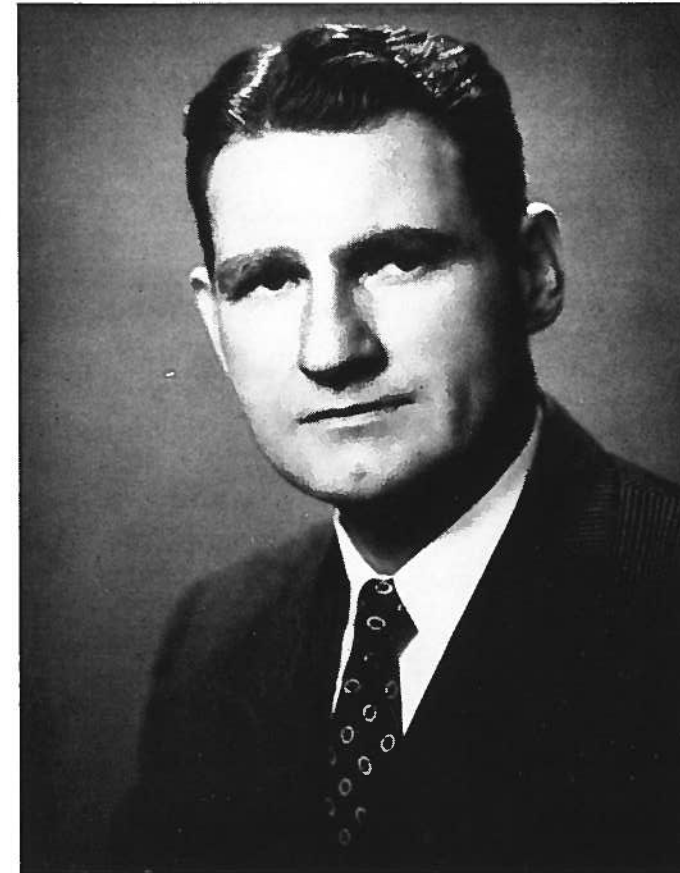
**JOHN M. BORING**  
Tax Assessor

**JAMES B. ROBERTS**  
Tax Collector

**JOHN K. WOOLSLAIR**  
County Prosecuting Attorney

**GEO. W. WHITEHURST**  
Judge Circuit Court

**WILLA SMITH**  
Supervisor of Registration



**MILLARD F. CALDWELL**  
*Governor of the State of Florida*

Governor Millard F. Caldwell and his cabinet. *Left to right: NATHAN MAYO, Commissioner of Agriculture; J. M. LEE, Comptroller; R. A. GRAY, Secretary of State; GOVERNOR CALDWELL; TOM WATSON, Attorney General; J. EDWIN LARSON, Treasurer; COLIN ENGLISH, Superintendent of Public Instruction.*





WELCOME  
TO OUR WINTER VISITORS

WE HOPE THAT YOUR VISIT  
WILL BE A PLEASANT ONE

FIRST NATIONAL BANK

*Our Leading  
Citizens*

MAYOR DAVID SHAPARD  
*City of Fort Myers*



HARRY W. STRINGFELLOW  
*Chairman Lee County Commission*



DWIGHT L. ROGERS  
*Member of Congress*



JAMES A. FRANKLIN  
*State Senator*

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ELECTRICAL SUPPLIES



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for

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TEXACO SERVICE  
STATIONS  
OF  
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First Street is beautiful avenue of palms

**ROYAL CROWN COLA**

BEST BY TASTE-TEST

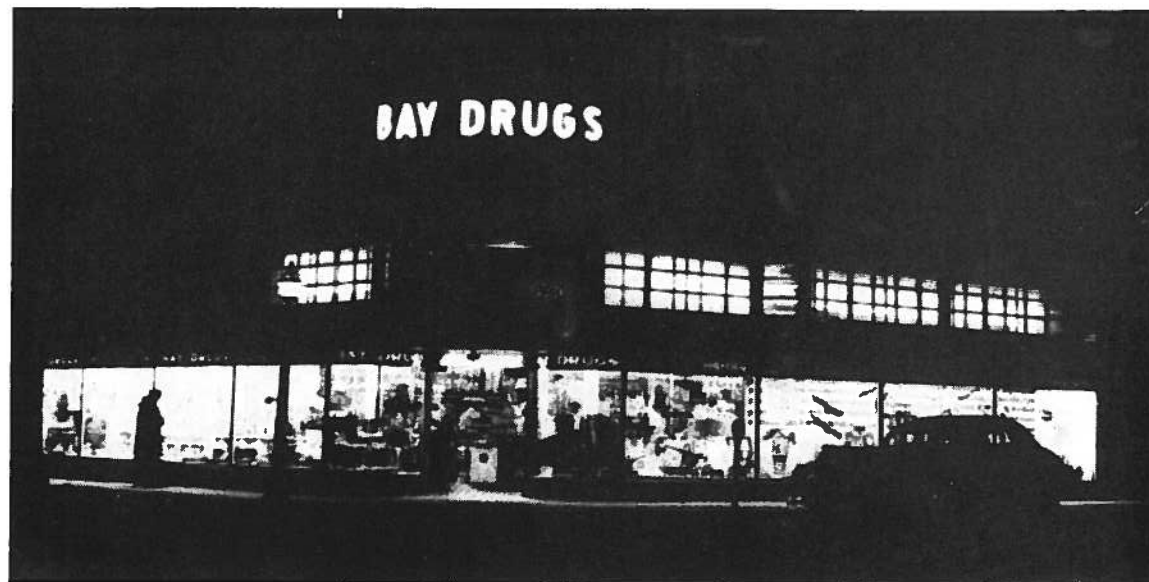


COMPLIMENTS OF

ROYAL CROWN BOTTLING CO.

FORT MYERS, FLORIDA





AIR-CONDITIONED



THE BIG STORE THAT HAS EVERYTHING



Mr. and Mrs. Edison in front of Original Fort Myers Laboratory now in Ford's Greenfield Village

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*President*



JOE WEBER  
*First Vice-President*



C. B. FRANKLIN  
*Second Vice-President*



ERNEST MITTS  
*Third Vice-President*

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It is quite natural to honor Thomas A. Edison who solved our most difficult problems in electricity, etc.

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AN ORGANIZATION OF MEN  
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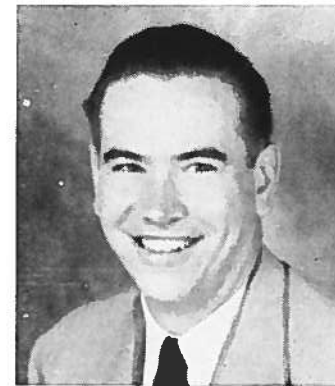
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*Treasurer*



TOMMY KURTZ  
*Secretary*

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**H. L. LONG**  
BUILDING CONTRACTOR  
20 Collier Arcade



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INDUSTRIAL  
BUILDING  
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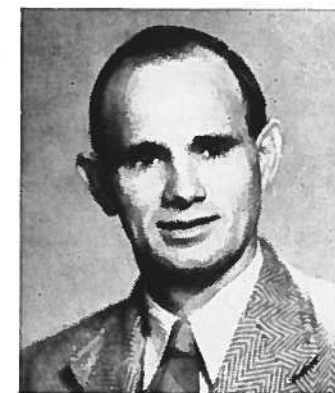
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*Advisory Committee*



CARL ROBERTS  
*Advisory Committee*



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2223 Hendry Street

## X-RAY SHOE STORE

1009 First Street

*We are inviting you personally to see this great event*

THE PAGEANT OF LIGHT of 1947

Centennial Celebration

Commemorating the great inventor

THOMAS A. EDISON

And when in Fort Myers be sure to visit our store

### THE X-RAY SHOE STORE

There you will find anything your heart desires in the way of  
FOOTWEAR for the entire family.

We feature the following Nationally advertised brands:

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Massagics  
Shefields  
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Gay Steps

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Enna Jetticks  
Connies  
Jaunties  
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Friendly  
Natural Poise  
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also a large variety of play shoes for you at all times.

### X-RAY SHOE STORE

1009 FIRST STREET

Phone 320



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### FAMILY SHOE STORE

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MRS. GEORGE C. ELVY  
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MRS. SIDNEY DAVIS  
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*Sales — Service — Parts*



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## Welcome Visitors

May your stay be a pleasant one and  
your memories of the Edison Centennial  
Celebration bring you back again.



**PINELLAS GLADIOLUS INC.**

McGregor Boulevard



## The Committees

THE JUNIOR Chamber of Commerce and Woman's Community Club are made up of the younger business men and women and wives of younger business men. They are responsible for the Edison Pageant of Light which is held every year during the week of Feb. 11—the great inventor's birthday. Fort Myers and Lee County are proud of having been the winter home and workshop for Thomas Alva Edison during the last 47 years of his life. Both Mr. and Mrs. Edison entered into the community life of Fort Myers and were more like neighbors than famed visitors. For this reason, the membership of various civic organizations count it a privilege to each year keep fresh the memory of Edison's birthday.



FRANK CARSON  
*General Chairman*

To Frank "Son" Carson, General Chairman of the Edison Pageant of Light, We the Junior Chamber of Commerce, say we are indebted to him for his devoted efforts in making this, The Centennial Year, the most successful. Upon his shoulders has been placed the entire burden of organizing and running the pageant.



MRS. RALPH KINGSTON  
*Chairman, Woman's Division*

To the Women's Community Club, the Junior Chamber of Commerce owes their appreciation for their whole-hearted support. Their members are there at each and every call.

To our Community we offer our humble thanks. No effort, no project is too great when the cooperation of the town is behind it. The Junior Chamber of Commerce says

*"Thanks, Fort Myers."*





SIDNEY DAVIS  
Master of Ceremonies, Edison Ball



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School Participation



W. H. DOWLING  
Fishing Contest



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VIRGIL HARRIS  
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On Their Centennial Celebration Of The  
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FORT MYERS, FLORIDA



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*Pageant Show*



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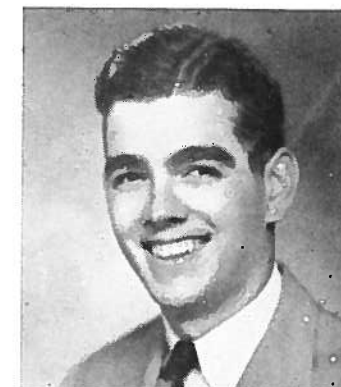
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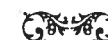
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IT'S DONE RIGHT!

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● ●



The members of the Court pay their respects. Taken from last year's ceremonies.

*Compliments of*

**J. G. HOLST**

41 Patio DeLeon  
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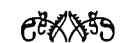
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on

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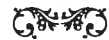
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EDISON PAGEANT OF LIGHT COMMITTEE



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*"YOU'LL BE GLAD WITH OUR GLADS"*

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Drawer 832

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We have our weddings surrounded by stately royal palms. The wedding ring float.





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Room 19

LEON BUILDING



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Gus                      Charles  
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"600"



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SERVICE

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The Gladiolus Queen's Float

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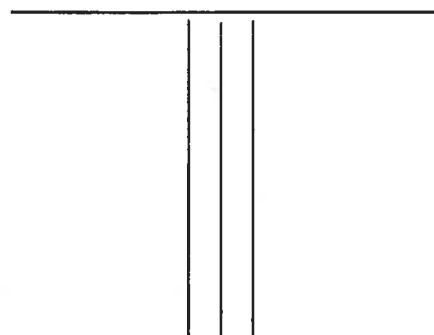
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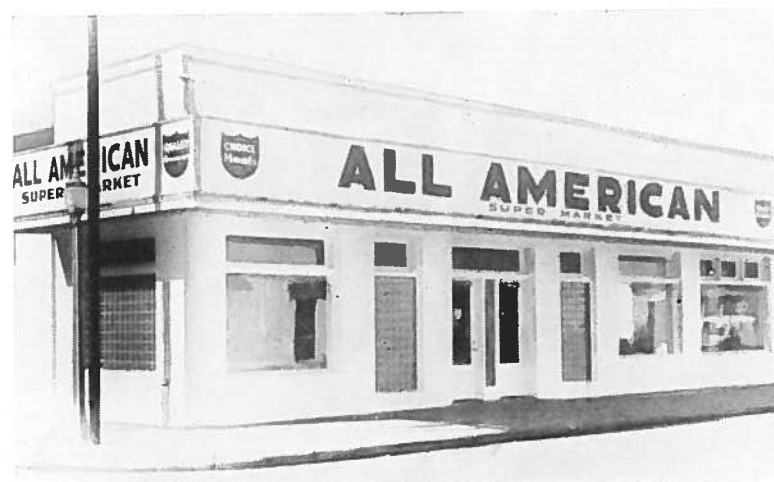
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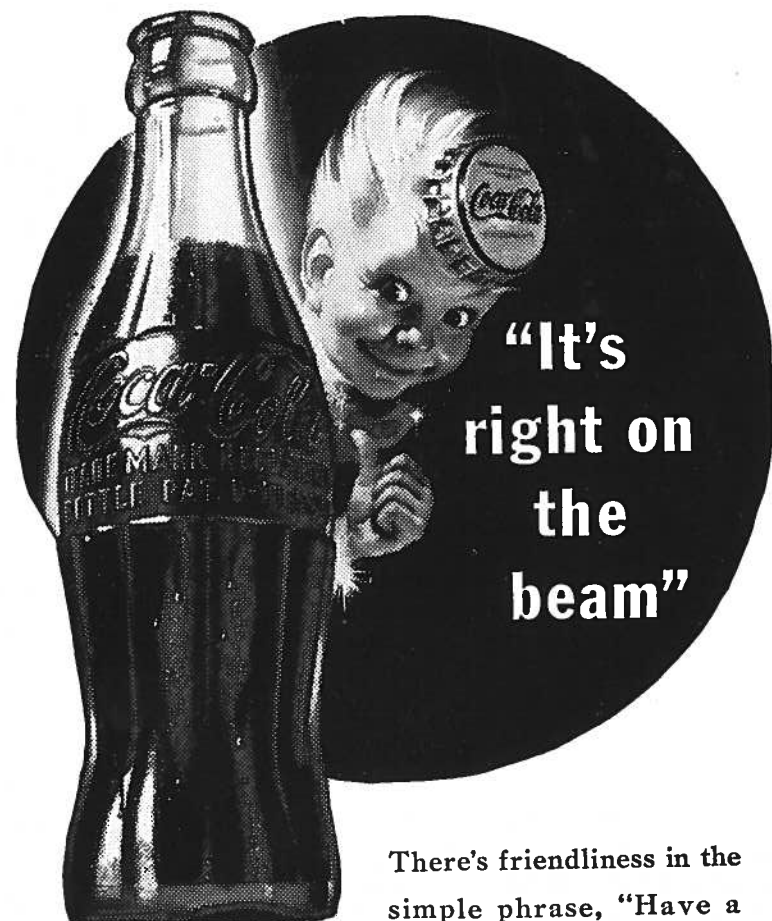
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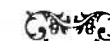
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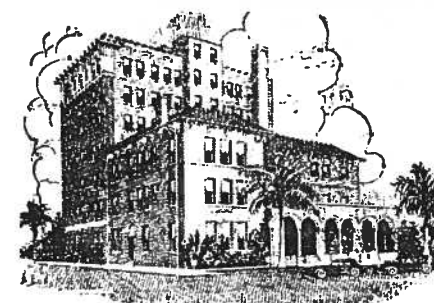
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*"You like 7up  
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7 FLOORS  
Delightfully  
Cool Bedrooms  
Each with  
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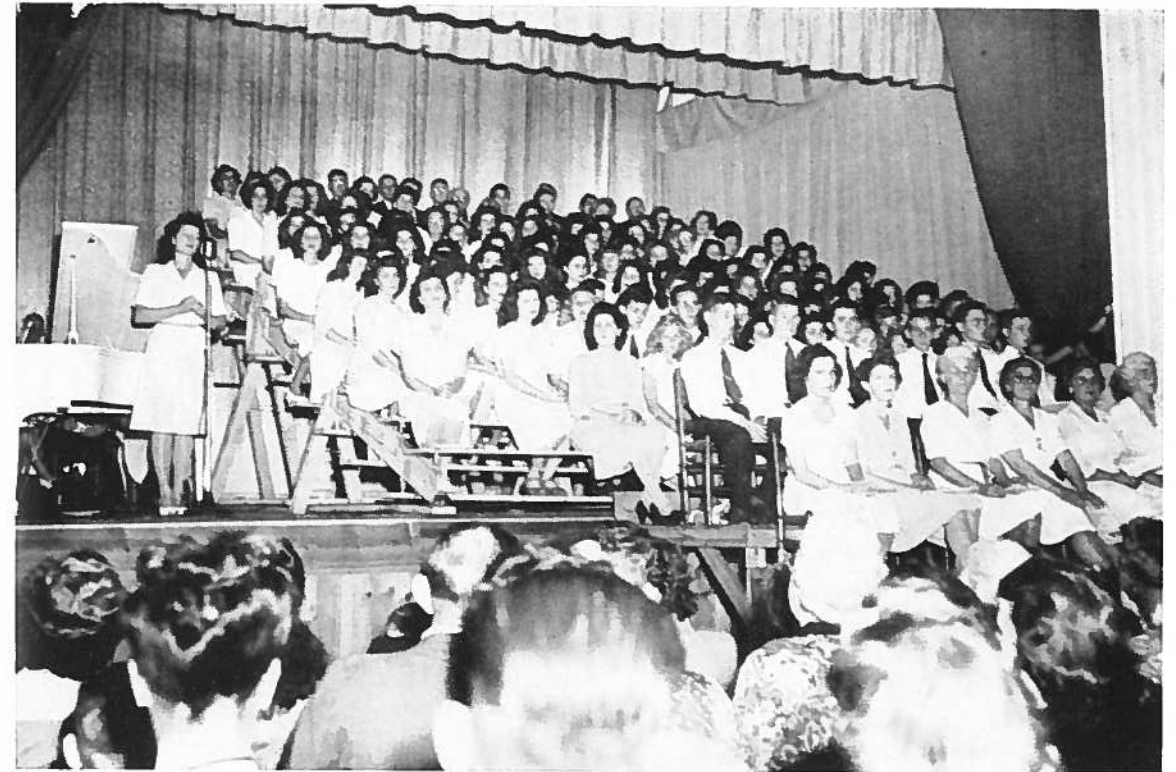
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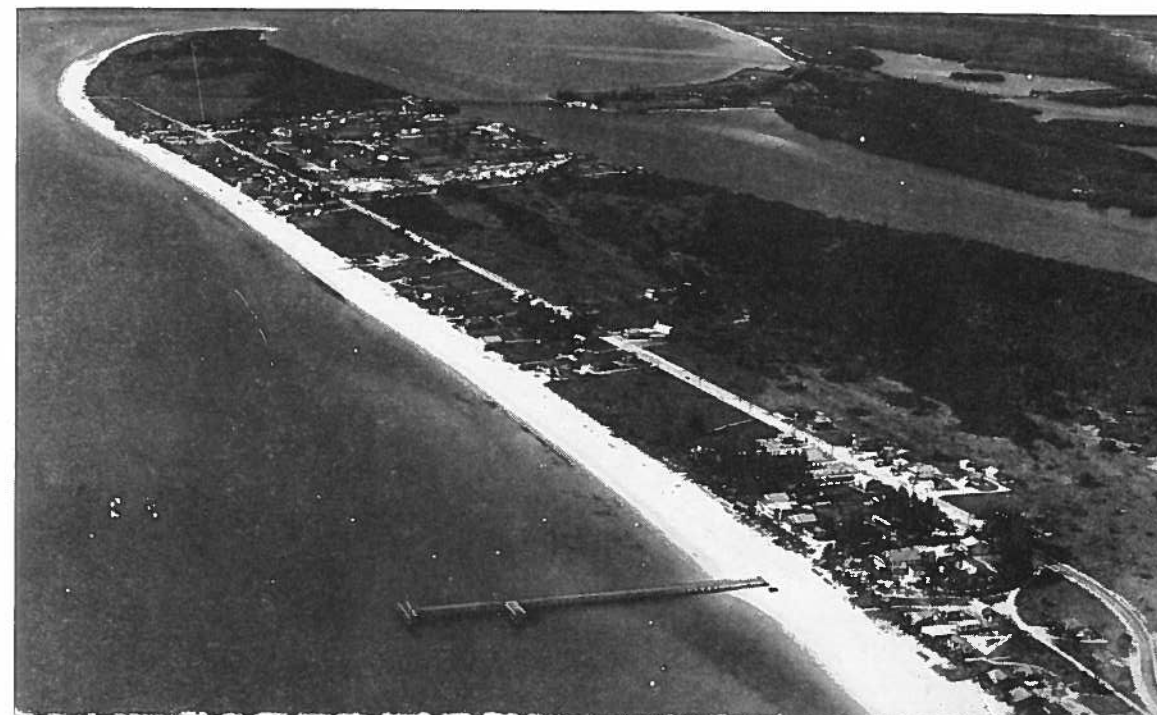
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Mrs. Thomas Edison and her guests at last year's Coronation Ball

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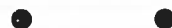


A winning baby parade float

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*POVIA BROS., Proprietors*



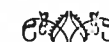
FORT MYERS, FLORIDA

*Wishing Continued Success to the*

"EDISON PAGEANT OF LIGHT"

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1025 First Street



*You Are  
The Heir  
of Edison*

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Telephone: MURRAY HILL 5-6677

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## HEIRS of EDISON

ONE day when Henry Ford, Harvey S. Firestone, and Thomas A. Edison, three staunch companions for many years, were visiting Luther Burbank, the latter asked them to register in his guest book. Its final column was entitled "Interest in . . .". Here Mr. Edison wrote, "Everything."

That simple act, done with the quiet humor that characterized so many of his activities, typifies Thomas A. Edison. It reveals the characteristics that enabled him to contribute more than any other one man toward making the last 100 years the greatest period of progress the world has ever known.

The great electrical industries, railroads, motion pictures and radio, the building trades, automotive and aeronautical industries, chemical and plastic factories, metal mining operations . . . all of these and more base much of their development on the brilliant advances made possible in so large a measure by the genius of Edison.

Henry Ford, himself a great pioneer in improving the world's standard of living

through industrial progress, once said, "It is the fashion to call this the Age of Industry. Rather, we should call it the Age of Edison, for he is the founder of modern industry in this country. He has done more to abolish poverty than any group of persons since the beginning of the world."

Yet Edison bequeathed to us far more than merely the material things which developed from his inventions. His discoveries transformed America and the world.

A great part of what Edison did is so much a part of our lives that we forget how much we owe him. But now a notable group of the nation's leaders have established the Thomas Alva Edison Foundation. Its stated purpose is "to keep alive and active the genius exemplified in the life, accomplishments, and ideals of Mr. Edison and thereby to stimulate research and educational activities for the more effective advancement of human welfare."

The immediate objectives of the Foundation are three-fold: (1) The preserva-

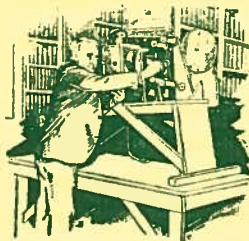
tion of Edison's laboratories and library at West Orange, N. J., (2) The establishment there of the Edison Center for Invention, Discovery, and Research, one of the important activities of which will be to study and make available to all scientists the methods developed by Edison in making his own efforts so productive, (3) The restoration of the nation-wide



Edison scholastic competition so that fundamental American concepts of life and government — free enterprise, for example — may be instilled in Young America.

To accomplish these and kindred purposes, considered judgment indicates that \$2,590,000 must be obtained from all sources conscious of their equity in Edison — both the great industries and the public they serve. This amount will finance for the next ten years the activities presently planned. It is further felt, with confidence, that under the direction of the officers and trustees, these and other projects will so well prove themselves that funds will be





forthcoming to perpetuate the work of the Foundation.

PROBABLY more than any other man, Edison was the creator of that industrial civilization which has grown up around the research laboratory.

America now stands upon the threshold of her greatest era of industrial research, invention, and development. To attain the goals ahead, there must be men trained in the best methods of organized research. Experience shows that it is possible to develop thinkers and inventors just as we can educate people in other lines.

The Edison Foundation intends to establish in the library, laboratory, and adjacent facilities where the inventor worked for so many years the Edison Center for Invention, Discovery, and Research. This will not be "just another research laboratory." It will, for example, undertake research into the technique of research as practiced by Edison, and the results of this study will be made available to all scientists and research centers.

EDISON recognized that there is no substitute for hard work and sound thinking. To him there was no ceiling on achievement.

The Foundation believes in this principle and also realizes that leadership in science must be balanced by an appreciation of the rights of men to live together in harmony, and that our steps must be guided in that direction.

An immediate advance towards realizing this objective will be an annual competition among high school students throughout the country. Its purpose will be to stimulate self-development among the contestants as well as the awarding of a scholarship to the ultimate winner.

In this way will be revived the spirit of the original Thomas A. Edison scholarship award. The purpose of that award was "to stimulate the interest of the youth of America in mental development, with particular emphasis on scientific matters and, more generally, in the high ideals that make for the highest type of American manhood."





## PROMISE *for* TOMORROW

---

THOSE now seeking to honor Edison include some of the nation's great leaders of science, industry, and education. These men will guide the Foundation in fulfillment of its purposes, making such adjustments in its objectives and in its administration as are called for by changing conditions.

We believe that, on the centenary of his birth, there are men of vision eager to develop a program to reinvigorate the Edison tradition. And, certainly, there also are men willing to invest in America's youth.

Edison endowed all mankind. As Mr. Charles F. Kettering, president of the Edison Foundation recently said, "Every citizen is as much a beneficiary of Mr. Edison as if he had mentioned him in his will."

*You are the heir of Edison!*



*The Edison Foundation is advised by the U. S. Treasury Department that subscriptions to the Foundation are deductible for income tax purposes.*