



News Release

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IMMEDIATE RELEASE

Ford Motor Company has built a mountain in Wayne, Mich., and moved it to Spokane, Wash.

The realistic-looking mountain, actually only 22 feet high and 36 feet wide, is made of a styrofoam-like material. The mountain, complete with seven waterfalls, is a focal point of Ford's display at Expo '74.

America's only international exposition during the decade runs May 4 through November 3. Ford's exhibit theme is "Sharing the Environment." Displays include past, present and future forms of mobility and portability, some of which are provided by Ford products.

Architectural and design concepts for the exhibit were developed by Ford's Design Center and Plant Engineering Office. Planning and building of the exhibit were handled by Display and Exhibit Company (D & E) of Wayne.

The display mountain is based on an 11-inch-high scale model which D & E carved from clay. Twenty-five D & E carpenters then worked five weeks sculpturing the actual model from the lightweight material.

Plumbing was added to allow 300 gallons of water per minute to recirculate from the pond below up to the streams. Painters colored the mountain sandstone gray to give it a weathered, rocky appearance. Workers added moss-like material to the mountain, and placed trees and bushes at its base.

The 3,000-pound mountain was separated into 12 sections and shipped in three 40-foot trucks for the five-day trip to Spokane where it was reassembled.

Two other trucks carried other elements of the Ford display, also pre-fabricated in Wayne. Included were a foot bridge crossing the pond and a theater that shows a Ford-produced movie.

Also going along for the ride was a replica cougar cat. At Expo '74, it overlooks a Mercury Cougar, one of the current Ford products displayed.

The cat rests high on the mountain that owns the distinction of being built 2,000 miles away...before Ford brought the mountain to Spokane.

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5/3/74