



# News Release

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## IMMEDIATE RELEASE

Ford Motor Company's exhibit at Expo '74 tells the story of portability and mobility beginning with the American Indian and continuing into the world of tomorrow.

Display elements range from an original Indian dugout canoe, and an actual "covered wagon" used by early American settlers, to a motorized pogo stick that has the look of tomorrow.

Expo '74 in Spokane, Wash., runs May 4 through November 3. The theme of America's only international exposition planned for this decade is "Celebrating Tomorrow's Fresh New Environment." The Ford exhibit, with the supporting theme, "Sharing the Environment," shows how man relates to his surroundings from the standpoint of the mobility and portability which Ford products help provide.

Ford's half-acre site is at the entrance to the exposition on a branch of the Spokane River. A translucent, geodesic dome, 120 feet in diameter and 45 feet high, houses displays and a theater that accommodates 200 persons.

A Ford-produced color movie shows people enjoying themselves in the outdoors. In it, youngsters build snowmen and families enjoy summer campouts in the West and picnics in New York's Central Park.

"Mini theaters" along the exhibit's rustic pathways show how Ford is working to reduce automotive emissions, produce safer cars, increase gasoline mileage and develop alternate power sources and new methods of transportation.

A realistic, 22-foot-high model of a mountain with waterfalls was built in Michigan, disassembled, and shipped to Spokane for use as a key element of the exhibit.

The portability-mobility display in the outdoor setting shows hand-crafted Indian artifacts including a canoe and a travois -- a horse-drawn conveyance for transporting goods. Next is a canvas-covered Conestoga wagon, in effect an early American camper. A later recreation vehicle shown is the first station wagon built on a moving assembly line -- a 1929 Model A Ford.

Also displayed are elements from campouts by the founder of Ford Motor Company, Henry Ford. A pioneer outdoorsman, Mr. Ford was joined on campouts by such close friends as Thomas A. Edison, Harvey S. Firestone, and, occasionally, President Warren G. Harding.

Shown is Mr. Ford's unique "Lazy Susan" portable camping table, nine feet in diameter and able to seat 15 persons.

A selection of current Ford and Lincoln-Mercury products help tell today's portability-mobility story. Included are a Ford Mustang II, a Mercury Cougar and an American Road camper.

Futuristic display items on loan from the Portable World Exhibit of New York's Museum of Contemporary Crafts include a "Hot Rod Pogo Stick," a wrist radio, a hat that turns into an umbrella in the rain, and electric socks for cold weather.

Architectural and design concepts for the Ford exhibit were developed jointly by Ford's Design Center and Plant Engineering Office. Display and Exhibit Company of Wayne, Mich., constructed and erected the displays.

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