

Ford Motor Company
News Bureau
New York World's Fair
Flushing 52, New York
Telephone: 888-4532
(area code 212)

IMMEDIATE RELEASE

"AUTO PARTS HARMONIC ORCHESTRA" AMUSES FORD WORLD'S FAIR GUESTS

Probably no one but Walt Disney would gaze at a new car and see a 13-piece orchestra.

Disney's way of portraying the inner workings of Ford Motor Company's current models for the New York World's Fair was to design an orchestra made entirely of car parts.

The novel "Auto Parts Harmonic Orchestra" entertains visitors in the Ford Wonder Rotunda as they prepare to board new convertibles for their ride on the "Magic Skyway".

Here is the music of spring -- an auto spring -- as a xylophone made of spring leaves taps out its part of specially composed music. That rhythmic beating of the drum is true to life, for its head is stretched over a brake drum.

Harp strings are brake cables attached to a driveshaft extending from a transmission housing. Banjo strings are choke wires stretched over half an axle housing and attached to spark plugs for tuners.

Trumpets are fashioned around a section of axle with assorted parts and a heater hose.

So it goes, through the orchestra of 13 instruments, from wailing clarinet to zooming bass viol. Even the music stands are made of car parts, with racks featuring electric windshield wipers, swishing in time to the music.

Disney's WED Enterprises, Inc. designed the instruments which were assembled from Ford and Autolite parts by Display and Exhibit Company, Detroit.

###