

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

IMMEDIATE RELEASE

"MAGIC SKYWAY" NARRATION IN FOUR LANGUAGES

Car radios that switch from one language to another at the touch of a push button give an international flavor to Ford's "Magic Skyway" at the New York World's Fair.

Ford guests hear a description of Walt Disney-designed wonders along the ride in any of four languages -- English, French, German or Spanish.

The languages were chosen after consultation with United Nations language experts to offer a choice that would appeal to the largest number of Fair visitors.

In the Ford Wonder Rotunda, guests entering new convertibles for the "Magic Skyway" ride are invited to tune their car radios by pushing buttons marked for the language of their choice.

Visitors first hear a brief message of welcome from Henry Ford II, chairman of the company's Board of Directors. The narration continues in English, French, Spanish or German. The language selection can be switched any time.

Push buttons tune in on any of four magnetic tapes which play continuously throughout the ride.

The 12-minute ride takes visitors past scene-after-animated-scene all made lifelike by the new "Audio-Animatronics" electronic process perfected by Disney's WED Enterprises, Inc.

The final words on each tape are in the voice of Walt Disney, inviting riders to "step out and see a world where tomorrow begins today," introducing Space Age wonders created by scientists of Ford and its Philco subsidiary.

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