



News Release

North American Automotive Operations, Dearborn, Michigan 48121
Telephone: (313) 322-1300

IMMEDIATE RELEASE

The feature film at Ford Motor Company's exhibit at Expo '74 in Spokane, Wash., looks at the American outdoors through the eyes of a hiker in the Grand Canyon, a chuck-wagon cook in Arizona, a cyclist in New York's Central Park and a child playing on a beach in California.

The 12-minute, wide-screen color movie was filmed by Ford for continuous showing at Expo which begins May 4 and runs through November 3.

Supporting Ford's display theme, "Sharing the Environment," the movie is titled "Mother Earth, Father Sky" -- a line from an ancient Indian proverb recited in the film by a Pueblo Indian.

A narrator voices the theme of the film when he says, "There is freedom within us all, and perhaps our mother the earth, our father the sky, just makes us more aware of it."

The movie captures the freedom and excitement of outdoor activities ranging from adult camping, horseback riding, lawn bowling and boating to children building snowmen and playing in piles of freshly fallen leaves.

Five months in production, the movie was filmed in Arizona, California, Florida, Michigan, New York, New Mexico and Washington, D. C., by John Holmstrom of Ford's Film and Electronic Communications Department.

He shot some footage from a giant inner tube traveling down an Arizona river and other footage as if from the vantage point of a frisbee sailing through the air.

This feature film is joined by two other presentations shown on smaller screens in the domed Ford pavilion. One traces the evolution of travel and camping

since the invention of the automobile. Historical black-and-white footage from the National Archives shows a Ford Model T with a tent added for camping.

The third movie focuses on Ford's commitment to meet the transportation challenges of today and tomorrow. Expo visitors will see Ford working on vehicle emissions control, safety improvements and public transit systems.

This film also includes ideas for the 21st century including an inter-city mass transportation vehicle traveling 300 miles per hour while suspended on a magnetic field.

#

5/3/74