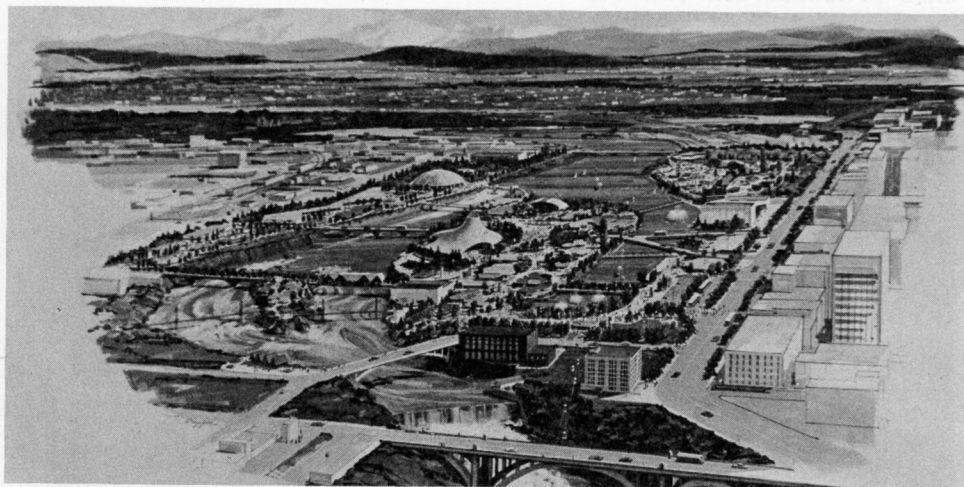


News Letter



**Celebrating tomorrow's
fresh new environment**



Spokane World's Fair, P. O. Box 1974, Spokane, Washington, U.S.A. 99210

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JUNE 1973

One Summer Left to Build a World's Fair

The cycle of change on the Expo '74 site is nearing the 180-degree phase, with the demolition sounds of jack hammers and toppling buildings slowly giving way to the sounds of carpenters' hammers and excavation blasts.

After a year of tearing down, demolition is nearly complete, and redevelopment is beginning. Then, for six months, the 100-acre riverfront site will be a hub of international activity, followed by a final re-development phase, as the area is turned back to open spaces and natural areas of a city park.

Projects now underway include:

- International pavilions. Footings have been poured for the Japanese and Soviet pavilions, and steel columns are up on the site tentatively selected for the European nations. A total of 8 international pavilions are under contract, with construction to begin as areas become available.

- Washington State Pavilion. Construction began in September on the huge concrete structure, which will contain the 2,700-seat Opera House as well as the Washington State exhibit. The building, a

part of the State's \$11.9 million participation, will be permanent.

- The U.S. Pavilion. Excavation completed, the foundation and walls are beginning to ring the site of the circular, permanent structure which represents the federal government's \$11.5 million participation.

- Concessions buildings. A contract for 50,000 square feet of concessions

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List of Participants Now Includes Kodak

A World's Fair without photography would be a play without scenery.

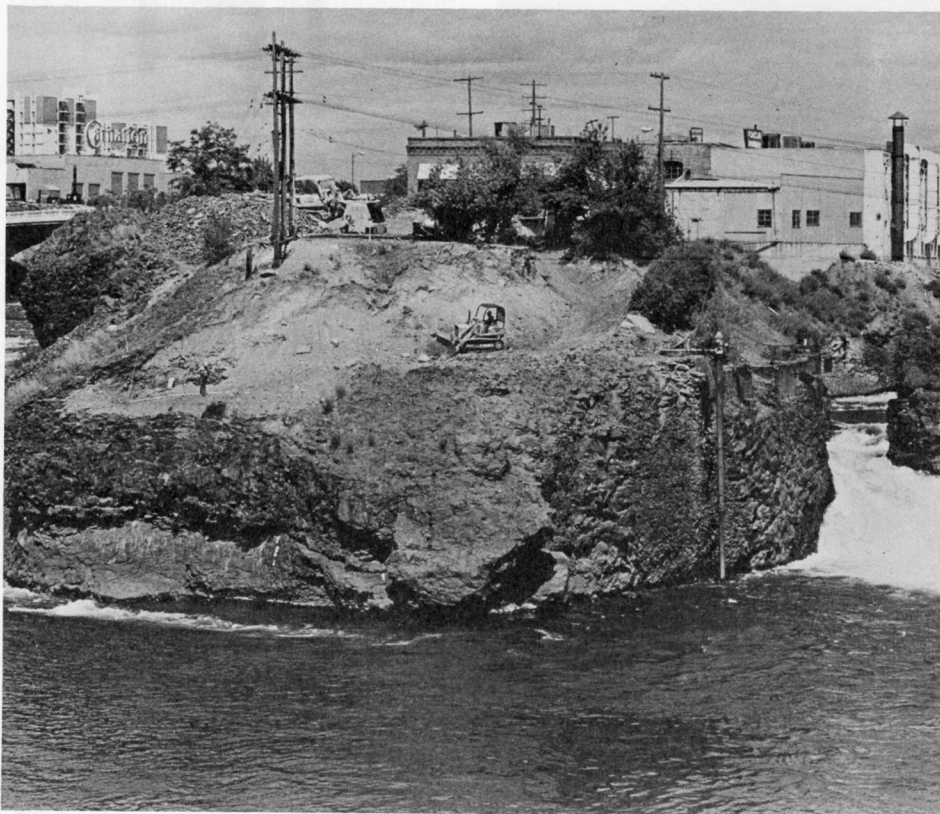
Rest assured, however, that the Expo '74 stage will be complete with photography an integral part of the props for the 1974 World's Fair, "Celebrating Tomorrow's Fresh, New Environment."

Eastman Kodak has announced plans for an exhibit at Expo '74, an assurance that photography will be present outside the many exhibits which will incorporate the medium in their statements.

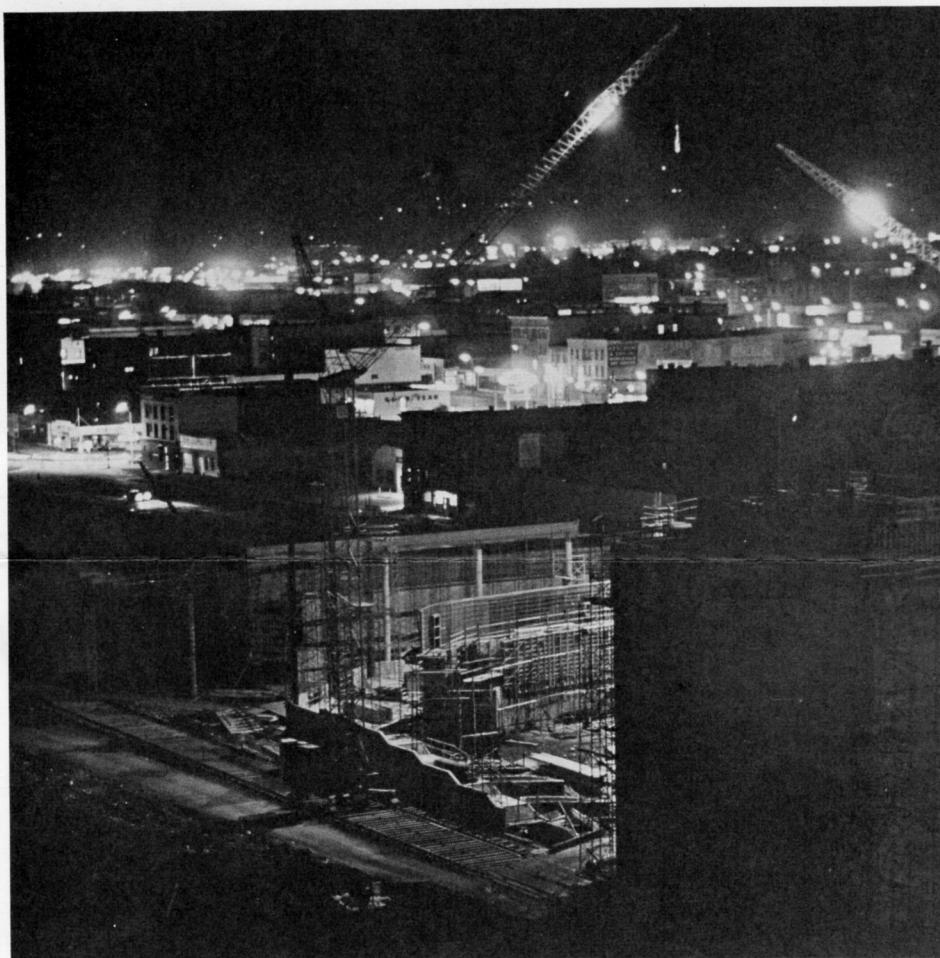
Walter A. Fallon, president of the photographic firm, said, "The universal language of photography in this World's Fair should assist man to understand the world's environmental problems. Photography spotlights the wonders of mankind as well as those facets of our environment which need upgrading."

Design and exhibit content were not a part of the announcement, but the pavilion, to be designed by Kodak, will sit on site 8 at the west end of Havermale Island near the upper falls of the Spokane River.

"Kodak is pleased to be associated with this Expo," Fallon said. The firm has been a participant in many recent World's Fairs, including the 1964-65 New York Fair, Montreal's Expo '67 and Osaka's Expo '70. "Expo '74 is a highly cultural and educational activity which should appeal to the entire family."



Crystal Island begins its transformation from a laundry operation site to a scenic vista and environmental center. Bulldozers and blasting crews are cutting pathways into the west end of the island (this view is to the east), which will eventually become the site of the Canadian exhibit at the World's Fair. Also planned for this end of the island is a Canadian restaurant.



Even into the night, work on the Washington State Pavilion goes on. Construction crews use the evening hours to pour cement, keeping the cement trucks out of the daily traffic and preventing possible slow downs because of cement pouring activity. Lights of Spokane shine in the back ground in this view to the southeast from the Burlington Northern clock tower on Havermale Island. The Pavilion is on the south bank of the Spokane River.

Rooms are Ready Through Hospitality Services Bureau

Travel to a World's Fair and plan to sleep on a park bench, right?

Wrong, says Alan C. Edmunds, director of Hospitality Services in Spokane. The only visitors to Expo '74 who will have to depend on their own resources will be those who insist on depending on their own resources.

Everyone else will have called or written ahead to Hospitality Services, the lodging and information bureau for Expo '74. The bureau will reserve a room and direct the traveler to the hotel, eliminating the "search and can't find" frustrations.

Since it was formed last fall, the bureau has been cataloguing and inspecting all available hotels and motels within a 100-mile radius of Spokane. Next project is to do the same for campgrounds and recreation areas, then all information will be fed into a computer for use during

the period of the Fair. A catalogue will be published listing all available accommodations.

In addition to commercial facilities, Edmunds said, area colleges have made available dormitory rooms during the summer months, adding about 5,500 beds. These rooms will be particularly adaptable to a hostel program for young people traveling on a low budget.

Reserving a bed through Hospitality Services, Edmunds said, also gives some assurance of cleanliness and fair rates. The bureau will refer travelers to only those places which agree to maintain fair prices and adhere to "high standards and a code of ethics."

More information can be obtained from Hospitality Services through Expo '74, P.O. Box 1974, Spokane, 99210, or by telephone: (509) 456-1974.

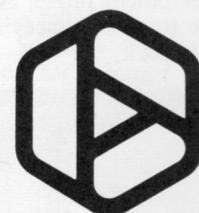
Building Goes On

(Continued from Page 1)

buildings has just been let to a Spokane contractor, Redding Construction Company. As sites become available to the contractor, the temporary, prefabricated structures will begin to rise, with a 30-day timetable for each unit.

— General site work. The City of Spokane is constructing a city park simultaneously with the development of the World's Fair. Their work includes construction of one building, river bank redevelopment and an arterial highway which will tunnel through Havermale Island. Pedestrian walkways are being cut into the tip of Crystal Island and will eventually connect with suspension bridges over the upper falls.

All buildings to be built by Expo '74 are to be finished by fall. The Washington State Pavilion will be structurally complete by January, and the Federal Pavilion is to be done by April. In addition, several domestic exhibitors — including Ford Motor Company, General Motors, Bell Telephone and Eastman Kodak — plan to design and construct their own pavilions.



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Expo '74 Public Relations



Groundbreaking ceremonies behind them, construction crews are well into the job of constructing the Federal Pavilion. The structure represents the major portion of the \$11.5 million U.S. participation. Immediately behind the pavilion site (at the north edge of Havermale Island) is the Spokane River. The U.S. pavilion will house the federal exhibit "Man and Nature, One and Indivisible," including two theater areas (one utilizing an I-Max screen) and an environmental communications center. The facility will be a permanent addition to the city park area the 100-acre site is slated to become.

Foods, Gifts of the World To Be Found at the Fair

Caviar from the Soviet Union, Italian handcrafted pottery, hand-painted scrolls from Taiwan and Hong Kong. Perhaps a silk scarf from India, or a tasty delicacy from China.

Foods and gifts from around the world will be provided at Expo '74 through a contract with Arnold Kagan, president of Hegeman-Harris Company.

The firm, with World's Fair experience dating back to the 1936 New York World's Fair, will operate several restaurants and international gift shops, including the restaurant and all commercial operations for the Soviet Union.

For an estimated investment of \$1.5 million, Kagan said, his firm will operate a Chinese restaurant, a buffet, and several hamburger, fish and chips, and steak, chicken and fish restaurants, as well as gift shops featuring Italian, Hong Kong, Taiwan and Indian handicrafts. All restaurants are to be "moderately priced," he said.

The contract also covers operation of the VIP lounge for Expo staff, exhibitors, concessionaires and their guests.

NSF OKs Symposia Funds

Beyond the glitter and glamor of a World's Fair and the general-public level of educational exhibitry, Expo '74 will take an in-depth look at the environmental problems of the world.

A \$50,000 grant by the National Science Foundation provides funds for planning a series of scientific symposia for the world's leading environmentalists and scientists.

A preliminary planning session, under the temporary chairmanship of E. A. "Gene" Eschbach of Battelle Northwest, will be held July 12 at NSF headquarters in Washington, D.C.

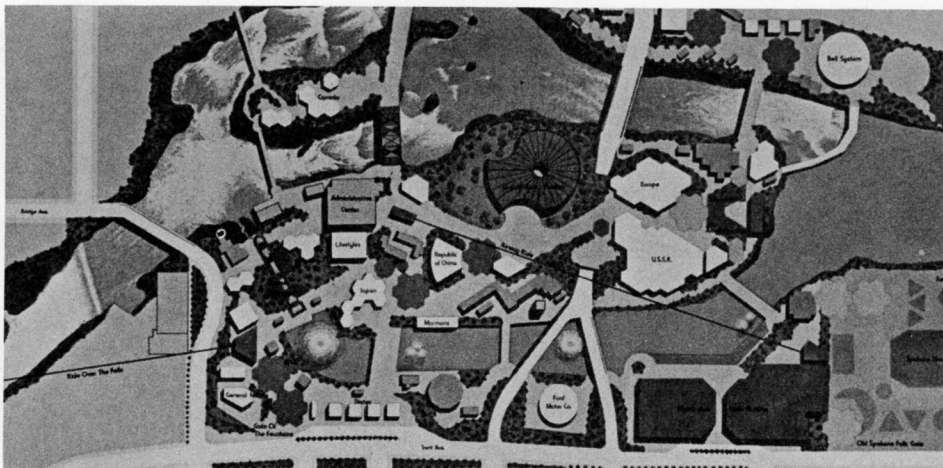
At that meeting, an interim national advisory committee will begin selection of a larger, international committee which will coordinate the entire series. The interim committee will also begin defining specific areas of interest for the symposia.

Working with Eschbach, who is a consultant to the directors of Battelle Northwest, is Lou Bonnefond, director of symposia and meetings for the research firm. Battelle is contributing the services of Eschbach and Bonnefond as their participation in the series.

Response from environmentalists has already been good, even though the series has been tentative pending NSF approval of the grant. Russell Train, chairman of the President's Council on Environmental Quality, reacted with enthusiasm when told of the plans.



Bruce Bergman and two airmen from nearby Fairchild Air Force Base prepare to haul away the first of many derelict cars from the Spokane area. The project is a part of Operation Carcase, the Expo '74 Youth Task Force's program of recycling automobile hulks. Area military installations are contributing men and equipment to help move the cars, donated to the high school youth, to a scrap metals recycling firm which is purchasing the cars. Helping sponsor the project is the Washington State Department of Ecology.



One-hundred acres of dazzling World's Fairgrounds: Downtown Spokane, with its river and falls and the two islands, Crystal and Havermale, will provide the setting for the 1974 World's Fair. Visitors will have a choice of five entry gates — One at each of the four corners, and one just east of the Washington State Pavilion. The Fairgrounds will be readily accessible for visitors, with special shuttle service connecting the Fair with the major hotels and motels in the Spokane area.

News Briefs:

— Yoshiro Yasui, Japanese consul general in Seattle, has been named by the Japanese government as commissioner general to Expo '74, with Haruyo Matsubara as deputy commissioner. Matsubara is executive director of the Japan Trade Center of San Francisco, the coordinating office for Japanese participation in the World's Fair.

— Directional signs at Expo '74 are liable to have two sets of figures: Feet and meters. The Expo board of directors has endorsed the concept of a bimeasurement system, which is viewed as a start for eventual U.S. conversion to the metric system — an inevitability in the

eyes of many industry, government and education leaders.

— New York area media will get a personal introduction to the World's Fair late this month when Expo President King F. Cole travels to New York City for a press briefing and reception, set up through Expo's New York PR counsel, Harry Carlson of Carlson, Rockey and Associates.

— One photography writer's lament that Expo '74 would not have a photography show brought the response: "Yes, we will." Though it wasn't planned when Les Barry was in Spokane earlier this year, it is now (thanks, in part, to his

interest in such a show). Kandy Hardin, Expo's manager of the visual arts, is planning the show.

— Fishing is good in the Spokane River, it seems. One day's view from the public relations office window included a young fisherman reeling in a foot-long (?) rainbow trout from a pool amidst the upper water falls.

— In Spokane for a trial run (in preparation for a longer stay during the Fair) was the Goodyear blimp, complete with Expo messages on the computerized light panels on its sides.

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