

Ford Motor Co. Announces Plans for Expo Exhibit

Ford Motor Company has announced plans to participate in Expo '74 World's Fair with a major pavilion housing an exhibit dramatizing Ford's involvement with the environment in the outdoor recreation field.

The announcement, made in Spokane on the site of the 100-acre riverfront site, is the first from the industrial community.

Gordon B. MacKenzie, general sales manager of the company's Ford Division, made the announcement, saying, "We hope our exhibit at Spokane will portray some exciting new concepts in recreation vehicles and their utilization by the growing number of people who want to travel and live outdoors."

He also indicated that the corporation will consider displaying results of recent environmental research being conducted by Ford and the auto industry as a whole.

Expo Executive Vice President M. L. Alter was on hand at the announcement at a Spokane news conference, and he said it was the first of many anticipated during coming weeks.

"As the first announced exhibitor from American industry, Ford's participation is particularly significant in view of the Exposition's theme," he said. "Ford is a world leader in the automotive industry in planning and research for a better environment."

NEWS LETTER

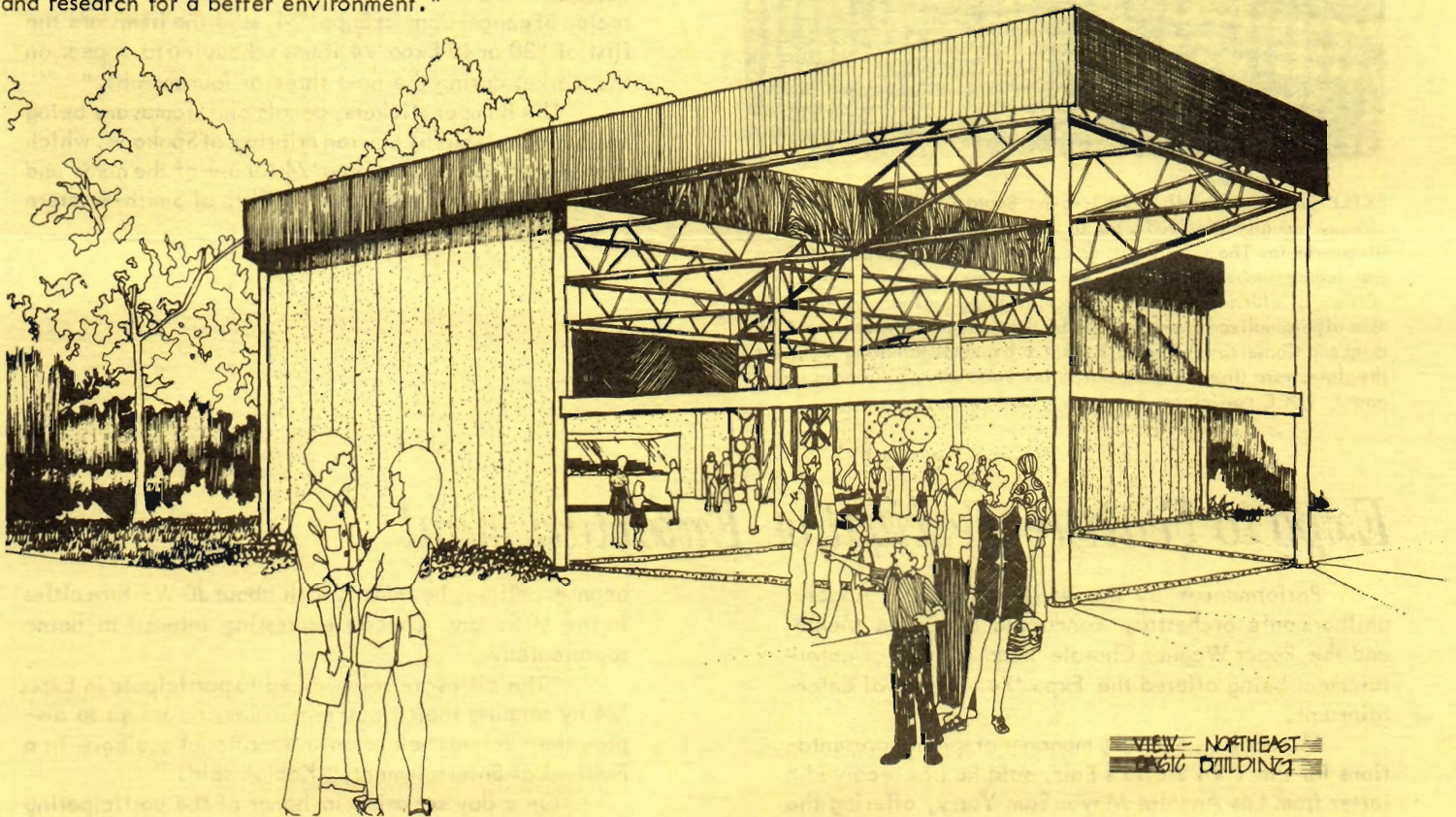


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BUILDING BOOM BEGINS--Just 60 days after construction began in December, the first exhibits building at Expo '74 will look somewhat like this. Looking northwest, the building is shown with an open front to show the interior as well as the exterior. All foreign exhibitors will be provided with a basically similar building.

Mormon Church Adds New Dimension to Fair

Expo '74 recorded its first religious exhibitor with the Mormon Church's end-of-the-year announcement of plans to participate.

Recognizing the Exposition's prominence in America's Bicentennial Era, spokesmen of the three-million-member Church of Jesus Christ of Latter-Day Saints said their participation might recall the early history of the Western Hemisphere, utilizing recent archeological discoveries in Mexico and Central America.

Tentative plans call for 3,500 square feet of exhibit space on the still-water south channel of the Spokane River.

The Church's participation might also pave the way for a visit by the world-famed Mormon Tabernacle Choir, said Expo '74 President King F. Cole.

The announcement of participation was made in Salt Lake City by Harold B. Lee, world president of the Mormon Church, who noted the Exposition's role as being "on the threshold of America's Bicentennial commemoration."

Details of the negotiations were handled by Wendell J. Ashton, managing director for external communications for the Church.

"Participation by the Mormons," said Expo President Cole, "is extremely significant in view of our theme. It serves to remind us that considerations on the environment extend not only to such things as water and air but also to life styles and matters of the spirit."

First Exhibits Building Begins Rapid Rise

Construction on the first modular exhibit building at Expo '74 began in early December on the north bank of Havermale Island.

Being built as a demonstration of design and construction technique, the 5,550-square-foot building will be representative of all exhibit structures Expo '74 will provide international government exhibitors.

Robert H. Laws, Expo '74 site development director, said the building, a 60-day project, will be completed by the first of February.

Basic design of the structures is flexible, Laws said, to fit space requirements of different users and to

fit any location on the 100-acre site. The units are also designed for easy dismantling after the Exposition, permitting rapid conversion of the site into the open-space park it is to become.

Though basically similar in design, Laws said, the buildings will offer variety as well. Building size and location will provide many differences, with users selecting colors, facades and lighting to achieve variety. And, of course, exhibitors will have almost complete freedom in designing interiors.

Architects for the project are Warren C. Heylman and Associates of Spokane.



EXPO TAKES TO THE ROAD--Expo Board Chairman Roderick A. Lindsay recently received a set of personalized license plates from his son-in-law Thomas Garrett, an appropriate Christmas present since the license number is EXPO 74. The State Parks and Recreation Commission, of which Garrett is a member, is proposing that revenues from sale of personalized plates be used by the State Parks Youth Development and Conservation Corps. Present at a special gathering to present the plates were (from left) Garrett, State Parks Director Charles Odegaard, YDCC participant Roy Baxter, and Lindsay.

Expo Souvenir Sales Begin

Travelers from the Pacific Northwest will soon be able to promote the future World's Fair as they journey across the country.

Expo '74 booster materials--bumper stickers, decals and letter seals--are now on the market in retail outlets throughout the region. Dean J. Guintoli, director of concessions at Expo '74, said the items are the first of "30 or 40 Expo '74 items scheduled to appear on the market during the next three or four months."

The bumper stickers, decals and stamps are being produced and sold by Lawton Printing of Spokane, which obtained a license from Expo '74 for use of the name and symbol. Distributor is Dennis Dilly, of Smith-Western Company in Spokane and Tacoma.

Expo to Feature Festival of Entertainment

Performances by the world-famed Los Angeles philharmonic orchestra, conducted by Zubin Mehta, and the Roger Wagner Chorale head the list of entertainment being offered the Expo '74 Festival of Entertainment.

Michael D. Kobluk, manager of special presentations for the 1974 World's Fair, said he has received a letter from Los Angeles Mayor Sam Yorty, offering the services of the two prestigious Southern California groups.

The letter, Kobluk said, is but one of many received in response to letters sent out recently by the entertainment staff of Expo '74. That response has so far

been excellent, he added, with about 30 Western cities in the U.S. and Canada expressing interest in being represented.

"The cities are being asked to participate in Expo '74 by sending their finest entertainment groups to display their talents before an international audience in a Festival of Entertainment," Kobluk said.

On a day set aside in honor of the participating city, or in honor of a nation, state or province, the entertainment throughout the Exposition's plazas and walkways will be directed toward a display of that community's culture and traditions.

NEWS BRIEFS:

--Kenneth Brooks of the Spokane firm of Brooks, Hensley & Craiger has been designated as architect for Expo '74 domestic exhibit buildings.

--Thomas F. Jennings, director of Expo entertainment, travels to New York in mid-January to meet with representatives of top talent and booking agencies. That meeting will establish Expo's booking policy, and the first contracts with entertainers are expected to be

signed soon after.

--New to the Expo staff are attorney J. Parker Compau, and performing arts manager Michael Volchok.

--A group of Seattle news persons and travel writers visited Expo '74 early this month, meeting with Expo executives and getting an updated briefing on the status of the Exposition.