



PAVILION BEGINS TO RISE -- Groundbreaking ceremonies mark the first construction project on the site of Expo '74. With Washington State Governor Daniel J. Evans on hand to help, the \$7.5 million Washington State Pavilion started its rapid way upwards September 22. Shoveling the first earth on the project are Spokane Mayor David H. Rodgers (front), Luke Williams, chairman of the Washington State Commission for the state's exhibit, Mrs. Vicki McNeil, chairwoman of a fund drive for embellishment of the pavilion, and Governor Evans.

NEWS LETTER



EXPO'74

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For more information, contact:
Jerry Ford, Newsletter Editor

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Ground is Broken on 1st Construction Job

Gold shovels biting the brown earth symbolized the beginning of the first construction project on the site of Expo '74, and for many Spokane citizens, it was the first physical evidence that the rebirth of their city's core area was more than a dream.

At a lunch-hour ceremony September 22, Washington State Governor Daniel J. Evans and Spokane Mayor David H. Rodgers broke the ground on the site of the Washington State Pavilion.

The act symbolized the start of development of a 100-acre riverfront park, on which Expo '74 will be staged for six months. Until the ceremony, the only activity on the site has been demolition of existing railroad facilities which now occupy most of the areas.

The \$7.5 million Washington State project will give Spokane a permanent performing arts theater and convention center, a legacy which was not overlooked in the groundbreaking ceremony.

Chamber music, a jazz ballet and a scene from a local university's production of "Romeo and Juliet" marked the first performances on the pavilion grounds. Expo entertainment offerings are being planned to encompass the entire spectrum of acts, from ballet to symphony to hard rock concerts.

Also a part of the company was an act of citizen involvement in the pavilion plans. Mrs. Vicki McNeil, chairman of an enrichment fund drive, presented Governor Evans with a check for \$105,000. The money is part of more than \$900,000 sought by a local citizen's committee to fund some things felt needed but not covered in the budget approved by the State Legislature.

The timetable laid out for pavilion work calls for a March 1974 completion date, but so far the pavilion progress is one month ahead of schedule.

Congress Receives Plans for Federal Pavilion

Uniting the works of man and of nature will be the overall effect sought by the United States pavilion, according to plans recently released by J. William Nelson, director of expositions for the U. S. Department of Commerce.

The \$11.5 million structure will house the U.S. exhibit at Expo '74 and will later be used as a tourism and environmental education center, Nelson said.

The plan has received the approval of President Richard M. Nixon, who sent to Congress legislation requesting funds for the project.

The pavilion will actually be two cone-shaped buildings opening on a one-acre garden court on the north bank of Havermale Island. The court will overlook the upper falls of the Spokane River.

"The structures of the pavilion will seem to grow directly out of the ground," Nelson said. A waterfall will pour off the roof of one of the buildings, with a blanket of water sheathing the roofs of both buildings.

Theme of the exhibit will be "Man and Nature, One and Indivisible."

Congressional hearings began late last month before the Senate Foreign Relations Committee. Senator Warren Magnuson (D.-Wash.) said he expected final action before the November adjournment of Congress. The legislation has received the active support of the Congressional delegation from the Pacific Northwest.

Expo Pres. Seeks Participants on Global Tour

Around the world in 30 days--that's the itinerary for Expo President King F. Cole, who is now on his global trip from Spokane to London to Tokyo and 12 other national capitals on the way.

Cole left Spokane September 22 seeking to "open doors for exhibit sales in European capitals." London was the first stop.

By the end of the month, Cole will have also visited Paris, Bonn, Prague, Budapest, Warsaw, Vienna, Brussels, Amsterdam, Madrid, Rome, Tunis and Tokyo.

Even though Japan has announced they will participate in Expo '74, Tokyo was included in the trip.

The Japanese want to discuss with Cole the extent and type of their participation.

Later in the fall, Cole will tour the Scandinavian countries, which, he said, are particularly important because of their deep interest in environmental problems.

Expo's chief operating executive also will be traveling to Moscow later this year to work with the Soviet Union on their announced plans to exhibit.

"This is a world Exposition," Cole said as he prepared to leave, "and we want a truly international flavor."

Entertainment Director Joins Expo Staff

Entertainment at the 1974 Exposition has been placed in the hands of a veteran of film and television production.

Thomas F. Jennings has assumed the position of director of the visual and performing arts at Expo '74.

The 35-year-old former producer and casting director comes to Spokane from Los Angeles, where he has had an extensive career as producer and casting director of television and movie productions.

Now on the job at Expo, Jennings will supervise the booking and arranging of a wide variety of events during the six-month run of the Exposition.

"We want to have continuous entertainment every day during Expo '74," Jennings said. "During the summer of '74, we intend to make Spokane the entertainment capital of the world."

Acts will vary to suit all tastes, he said, with philharmonic orchestra concerts, ballet performances and hard rock among the offerings.

Housing Svc. to Handle Room Reservations

Lodging accommodations will be just a phone call away for visitors to Spokane during the summer months of 1974.

A housing bureau--Hospitality Services, Incorporated--has been set up by the Spokane Chamber of Commerce and Expo '74 to take the worry of accommodations off the minds of visitors.

During the first months of operation, staff members of the new bureau will be contacting, inspecting and rating virtually every overnight lodging establishment within a 100-mile radius of Spokane.

When they are through, staff members will be able to locate and confirm reservations for any visitor who calls during the Exposition. The bureau will also handle advance reservations, and some advance ticket sales.

Another big job for the bureau is information.

Though operating as an independent agency, the bureau has set up headquarters in the Spokane Chamber of Commerce building. Mailing address will be Hospitality Services, Incorporated, P. O. Box 1974, Spokane, Wa. 99210.

'Expo Tower' Apartment Building Planned

Expo '74 has endorsed plans for a 17-story, 170-unit apartment complex in downtown Spokane to provide housing for the low income and elderly.

Planned to aid primarily those displaced because of economic upgrading of surrounding property, the proposed building is called Expo Towers and will represent a \$3 million investment.

Pending approval of federal HUD funds, construction is planned to begin in December, with a March 1975 completion date. The project is proposed for a site on Trent Avenue between Browne and Bernard Streets.

Helping develop the plans were several local citizens who are members of an Expo '74 Housing Task Force.

Abandoned Autos Target of Proposed Youth Project

What could be more appropriate for an Environmental Exposition than to have a committee dedicated to solving one of the area's major solid waste problems--abandoned automobiles?

Spokane-area young people will attempt to do just that.

At the suggestion of Anthony Anderson, environmental consultant to Expo '74, the Expo Youth Task Force formed a committee to begin work on the project which is expected to involve high school and college youth in an area-wide contest.

Anderson told the young people that there are an estimated 5,000 to 6,000 abandoned automobiles in the greater Spokane area, each worth \$5 to \$6 on the scrap-metal market.

A committee of seven was appointed to investigate the project and to lay the groundwork for a possible springtime competition among area schools.



BEAUTY GRACES EXPO EXHIBIT -- Curious citizens view the plans for Expo '74 at the Spokane Interstate Fair, as Fairest of the Fair Dawna Boleneus (seated) helps pass out Expo literature and answer questions. About 6,000 pieces of literature were given out during the 9-day fair, and many thousands of curious fairgoers looked at architectural drawings of the Expo site.