

General Motors Takes 20,000 Sq. Ft. for Exhibit

Expo '74 corporate participation increased last month when General Motors announced plans for a 20,000 square foot exhibit expected to show results of GM's research in many areas of public concern.

Mack W. Worden, vice president of the GM marketing staff, made the announcement in Spokane at a news conference in the Expo administration headquarters.

"We intend to show in our Expo '74 exhibit that all of GM's vehicles of tomorrow—including recreational vehicles—will meet the expectations of the environment in which they are to operate," Worden said. Displays could range from a full-scale Lunar Rover and the GM Experimental Safety Vehicle to latest advances in gasoline-powered and electric cars.

Other parts of the exhibit might be directed to mass transit, new energy systems and home environment, Worden said.

All of this will be found under and around GM's blue and white, three-leaf clover cluster of pavilions. Also, an outdoor display of some innovative recreational vehicles will be found on the richly landscaped grounds, Worden said.



GM TO EXHIBIT -- Mack W. Worden, General Motors vice president for marketing, tells newsmen about GM's plans to participate in Expo '74. Worden made the announcement and displayed artists' renderings of the 20,000 square foot exhibit at a news conference in Spokane. With him at the table is Roderick A. Lindsay (partially hidden by TV camera), Expo '74 chairman of the board.

People of the Pacific NW to be Featured In Smithsonian's Cultural Program Series

Razzle-dazzle showmen they say they are not, but the show they are planning to stage daily during the six months of Expo '74 might just dazzle the millions of visitors to the World's Fair so much they will want to come back again and again and again.

That, at least, is the effect they hope to have.

"They" are the organizers of the Smithsonian Institution's proposed series of cultural presentations highlighting the area's people and their traditions.

Bob Glatzer, coordinator of the project, and Clydia Nahwooksy, director of the Smithsonian's Indian Awareness program, spent several days in the Spokane area, traveling throughout the community and talking to the people. They were gathering information about what the people do, and

what the Smithsonian might have them do at Expo '74.

Glatzer suggested several possibilities: Hard-rock miners in a drilling contest, some women producing a quilt, or perhaps some women baking regional specialties—and passing samples out to the crowd. An Indian carver might make a totem pole during the fair, a project which could last all summer.

"I see this as an opportunity for people to get to know their neighbors," said Miss Nahwooksy. "For instance, did you know that not too many miles away there is an Indian fellow who still makes ocean-going canoes? That there are still Indian canoe races in the area?" These, she suggested, were some of the things the series of presentations might include.

NEWS LETTER



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China Adds 6th National Exhibit

The Republic of China has announced its plans to participate in the 1974 World's Fair.

A letter from Wei Yu-sun, Taiwan's Consul General in Seattle, confirmed the announcement from the island nation. Formal notification was also made in Washington, D.C. through diplomatic channels, the Consul General said.

Details concerning the extent and nature of the Chinese participation were not given, although the Consul General indicated he would be in Spokane in the near future to "discuss the detailed arrangements concerning my country's participation in the Exposition."

The announcement is the sixth from a national government, with Taiwan joining the United States, Canada, Iran, the Soviet Union and Japan as announced participants in the World's Fair.

Check Accompanies Ford's Selection of Site

The Ford Motor Company has made it official. Their intention to participate in Expo '74, announced last month, was finalized with the presentation of a \$5,000 check and the announcement of the site for the 12,000 square foot exhibit.

The check was given to M. L. Alter, executive vice president for participation in the World's Fair, by Frank Eichelberger, chairman of the Spokane area Ford Motor Company Dealer Community Relations Committee, and president of Center Ford, Inc., of Spokane.

The check represents the first money received by the World's Fair organization in payment for exhibit space, though much more is anticipated from the many participants.

The location of Ford's exhibit will be on the south bank of the south channel of the Spokane River. Presently occupied by the Union Pacific Railroad Station, the land will be cleared immediately to make way for the pavilion the corporation is designing.

Expo E.V.P. Alter said the action by Ford could spur several other announcements in coming weeks from the corporate community.

Lifestyles Pavilion To Depict Environment Of Modern Living

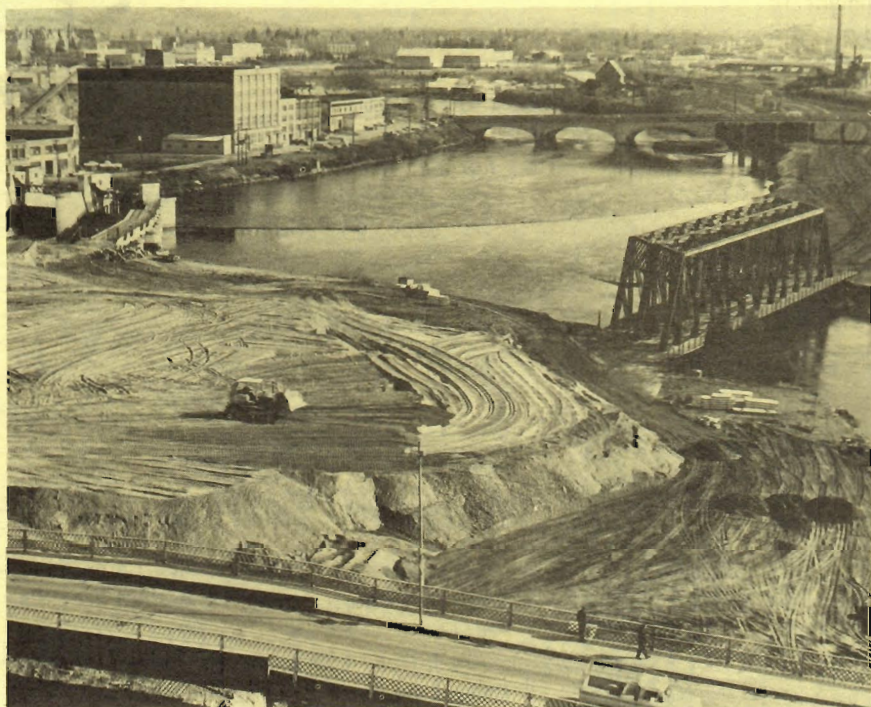
The environment of modern living will be featured in a special lifestyles exhibit pavilion at Expo '74.

Georgia Gellert, Seattle public relations consultant and promotional representative, will be coordinator for the pavilion in which will be gathered the products and activities "with which people enrich their lives, from which they derive pleasure, through which they express their individual lifestyles."

Products used for creating or utilizing leisure time will be featured in the pavilion, as will a constantly changing series of events. The program is being planned to include fashion shows, cooking demonstrations, arts and crafts, guest appearances by visiting celebrities, and hobby and do-it-yourself forums.

Participants in sponsoring the pavilion might include manufacturers of products related to sports and exercise, foods, travel, interior decoration, gardening, fashion, arts and crafts, hobbies, toys and games, and vacation homes, Mrs. Gellert said.

The World's Fair is not a trade fair, but the lifestyles pavilion will put on display the things that make up the immediate and future environment of most modern Americans.



ISLAND GETS FACELIFT -- Havermale Island, in the center of the 100 acre Expo '74 site, begins to change its appearance as landscaping progresses. The once flat island will feature a gently molded "mini-mountain" which will, in the words of the site designers, "assert the island's presence." The view, to the east, overlooks the area which will become the outdoor International Amphitheatre (at the extreme eastern tip), and the future location of the USSR pavilion in the lower right corner of the photo. The railroad bridge at the right will be removed soon.

'Glasphalt Plaza' to be Made From Litter

Broken glass and aluminum cans always seem to follow wherever people gather in the thousands. Picnickers who follow curse the litter, park rangers and campground owners enforce restrictions to fight the junk, and Expo '74 planners actively seek the stuff.

What might otherwise litter the countryside, or at best add to the solid waste disposal problem, will be put to good use at Expo '74, however.

The idea is to build a glasphalt plaza on the fairgrounds, with metal sculptured park equipment made of recycled aluminum cans.

The plaza will be the result of a joint effort involving the Rainier Brewing Company of Seattle, the Washington (State) Asphalt Association, Reynolds Aluminum and North-

west Glass Company of Seattle. Also helping in the project will be Spokane area college students and the Washington Association for Retarded Children, who will aid in collecting and sorting the glass bottles and jars and the aluminum cans.

Murray W. Luther, visitor-civic relations manager of the Rainier Brewing Co., said, "We'll need 70 tons of glass for a one inch thick layer of glasphalt, and under that we have to have a two-inch base."

The glass will be crushed and the cans shredded on the site when they are collected. Luther said the Reynolds Aluminum Co.'s "recycling truck" will be in Spokane to help with the project. Collection of what might otherwise litter the Spokane area will begin March 30.

NEWS BRIEFS:

--Two new faces appeared in the Expo offices March 1, when A. George Chambers started as PR director and Jane Johnson assumed duties as publicity manager. Chambers left an executive position with D'Arcy-MacManus Advertising in Chicago. Mrs. Johnson is on loaned status from Washington State Community College District 17.

--Expo President King F. Cole took to the air again, this time to Europe where he had appointments in six differ-

ent cities in two weeks. Between February 22 and March 5, Cole visited Frankfurt, Prague, Brussels, Madrid, Paris and London.

--Visitors expected during the early days of March include a delegation from the Soviet Union, and a team of designers from Canada. Also, a group of newsmen from the Seattle area spent a day in Spokane March 5.