

News Letter



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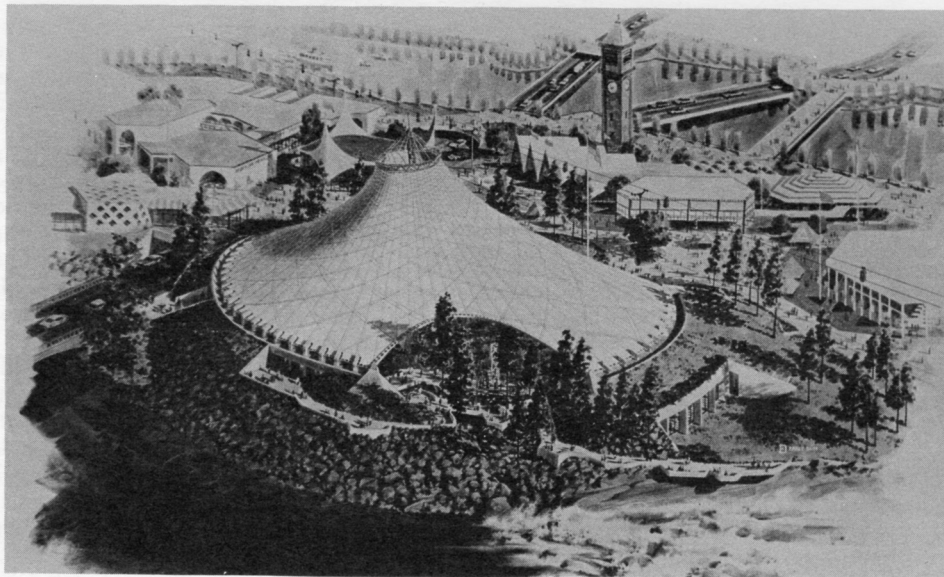


Spokane World's Fair, P. O. Box 1974, Spokane, Washington, U.S.A. 99210

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MAY 1973

U.S. Begins Work on Pavilion



PLANS FOR THE U.S. PAVILION at Expo '74 were revealed at the May 1 groundbreaking on the pavilion's site overlooking the rapids of the Spokane River. The huge, soft-shell dome covers two smaller structures — theater areas — surrounded by garden areas and walkways which lead visitors around exhibits. Construction began immediately after the ceremonies, at which U.S. Senator Warren G. Magnuson and Congressman Thomas S. Foley helped shovel the first earth on the project. Completion for the partially permanent structure is planned for April of next year, just prior to the May opening of the Fair.

Expo in Rose Parade

Expo '74 will accept an invitation to participate in the 1974 Tournament of Roses in Pasadena January 1.

The World's Fair will be represented in the traditional New Years Day parade by the float jointly sponsored by Spokane's Lilac Festival Association and Expo '74, said Roderick A. Lindsay, chairman of the Expo '74 Board of directors.

Riding the float through the streets of Pasadena will be Lilac Queen Vicki Kay Hayter. Spokane, nicknamed the Lilac City, hosts its own festival and parade, the Lilac Festival, traditionally held in May.

Edward Wilson, president of the Tournament of Roses Association, told Lindsay in a letter of invitation, "Happiness is . . . having Spokane in the 1974 Rose Parade."

"On behalf of the Tournament's executive committee, it is my pleasure to invite your organization to participate in the 85th Tournament of Roses, January 1."

"Happiness is . . ." will be the theme of the parade, with grand marshal Charles Schultz, creator of the Peanuts cartoon strip from which the theme comes, Wilson said.

The float Expo '74 will send to Southern California was designed by John Benham, a Seattle float designer whose Seattle Seafair float won the national trophy award in the 1973 Tournament of Roses.

Federal officials from Washington, D.C., joined officials of Expo '74 and local dignitaries in Spokane May 1 to break ground for the United States Pavilion at the 1974 World's Fair.

The ceremony marked, in addition to the beginning of the \$11.5 million federal project, the one-year-to-go point for the World's Fair, which opens in May 1974.

And, joining the gathered officials as distinguished guests at the U.S. government's ceremony were three representatives of the USSR, an announced participant in the World's Fair.

An artist's conception of the large soft-shell, domed structure was unveiled at the ceremony, staged on the site of the permanent facility on the north bank of Havermale Island, in the center of the downtown Spokane fairgrounds.

The uniquely designed 120-foot high structure will actually house two other structures, one of them the permanent part of the complex. Two theater areas and landscaped gardens will provide the setting for the Federal display of environmental philosophy, designed to "create an aura of awareness" of man's use of his environment.

The exhibits area overlooks the Spokane River at the point the river breaks into rapids which lead into the upper waterfalls.

Master of ceremonies for the noon-hour gathering was Marinus van Gessel, deputy assistant secretary for international commerce, Washington, D.C. Joining van Gessel on the speakers platform were Sen. Warren G. Magnuson, (D-Wash.), who gave the keynote address, J. William Nelson, chairman of the American Revolution Bicentennial federal representatives committee, U.S. Department of Commerce, Washington, D.C., Harold S. Trimmer Jr., commissioner of the General Services Administration, also Washington, D.C., and Spokane's Mayor David H. Rogers. *Continued on Page 3 . . .*

Bell System Joins Expo '74

The Bell System combined their public announcement of participation with the signing of the contract to exhibit at Expo '74 in a 20,000 square foot pavilion at the northeastern corner of the Fairgrounds.

Harry H. Holloway, vice president of Pacific Northwest Bell and general manager of the firm's Washington-Idaho operations, signed the contract on behalf of the Bell System partners in the participation effort: American Telephone and Telegraph Co., Pacific Northwest Bell and Western Electric.

Said Holloway, "You've provided us with an excellent opportunity to demonstrate our concern for the environment."

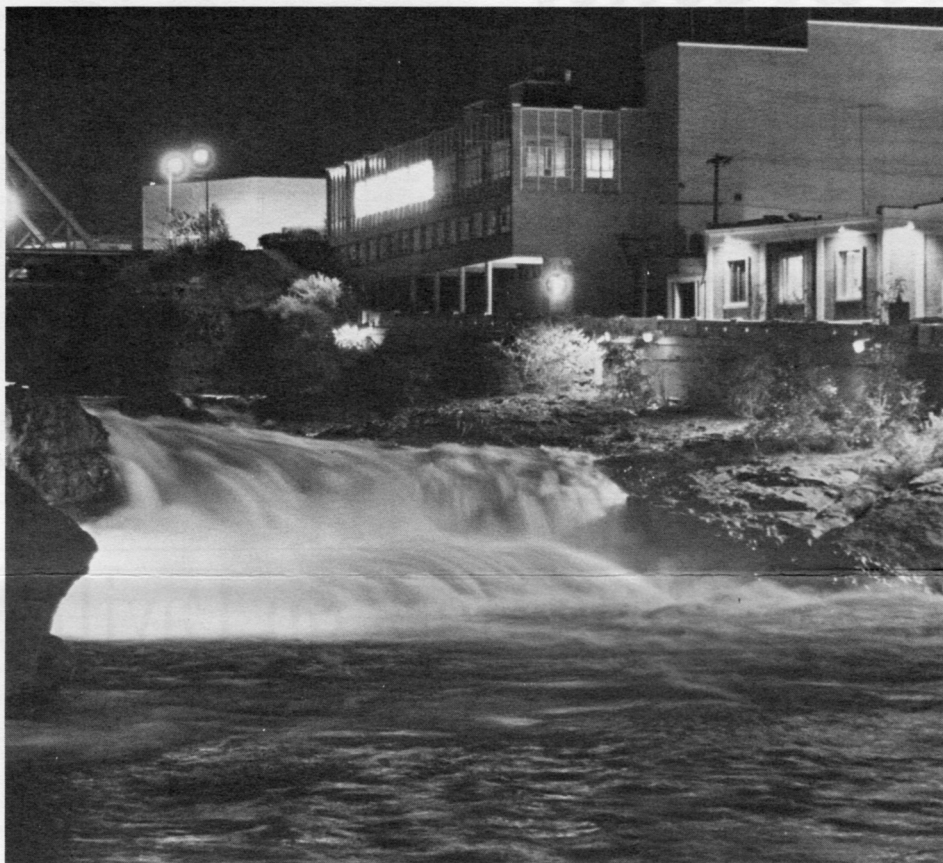
No details are available concerning exhibit content, Holloway said, since the exhibit designers (Alan Sitzer Design of New York) have not yet narrowed their theme down. But, he said, it will relate in some way to the communications industry and the environment.

Pacific Northwest Bell has already been involved in the environmental aspects of the Fair, though in an indirect way, through the volunteer services of the Spokane area manager of telephone operations.

Omar Lofgren, PNB's Spokane area division manager, is chairman of the Spokane River Drainage Basin Depollution Committee. That committee is coordinating efforts to halt discharge of all kinds of effluents into the 180-mile stretch of the Spokane River Basin.



RUSSELL TRAIN, (left) chairman of the President's Council on Environmental Quality, and Expo '74 President King F. Cole walk along the banks of the Spokane River. Train, in Spokane to learn of plans for the 1974 World's Fair and for the Spokane River Drainage Depollution Project which is a part of those plans, said, "We know we want to clean up dirty rivers and dirty air, but exactly what we want for our future environment we are vague about. Expo '74 can make a very real contribution to this." Train also expressed support for the series of environmental symposiums and conferences planned for the Fair.



SPOKANE FALLS AT NIGHT offer a spectacular view, as the water churns through the river channel under the lights. The falls are in the midst of the 100-acre site of the Fair, in downtown Spokane. The view (to the East) includes the Expo '74 administration headquarters in the YMCA Building (large building, upper right) and a portion of the nearby international exhibits building (just to left of administration building and just under street light). Lights along the river bank provide the view, shining on the falls from all angles.

Expo Bills Top Artists

Some of the world's top recording and concert artists have been scheduled to appear in Spokane during the Fair's summer of entertainment including such greats as the Philadelphia Orchestra, the Cleveland and Los Angeles Philharmonics, the Met's Roberta Peters, New York City Ballet's Edward Villella, pianist Van Cliburn and violinist Isaac Stern.

Also scheduled to appear are Liberace, Victor Borge, the Irish Rovers, Walt Wagner and Disney on Parade.

Expo's director of the visual and performing arts, Thomas F. Jennings, outlined the plans for a complete summer of entertainment, and he promised attractions to suit every musical and entertainment preference.

The three orchestras announced are generally rated as among the top orchestras in the nation, Jennings said. The Philadelphia Orchestra with Eugene Ormandy was rated one of the top three by Time Magazine recently, and the same report included the Cleveland Philharmonic with Lorin Maazel and the Los Angeles Philharmonic with Zubin Mehta among the top nine.

They will be appearing, as will the other concert artists, in the new 2,700-seat opera house being built as a part of the \$11.9 million Washington State Pavilion for Expo '74.

Providing musical accompaniment for Roberta Peters, star of New York's Metropolitan Opera, and Edward Villella, star of the NY City Ballet, will be the Spokane Symphony with Donald Thu-lean.

Though most of the attractions announced were aimed at classical or general audiences, Jennings said, the entire spectrum of the entertaining arts will be represented at the Fair.

Scheduling of the more popular groups and artists, particularly for the younger fans, will come later, since those groups usually work only six to eight months in advance. They are in more of a state of flux, Jennings said.

"Whereas Liza Minelli may be filming a motion picture next summer, and therefore would be reluctant to commit this far in advance, we do know that the Los Angeles Philharmonic won't," he said.

USSR Signs Expo Contracts

The USSR became the first international participant to officially confirm their announced intention to participate, when the Soviet's Commissioner General for Expo '74 Nicolai D. Filippov and Expo President King F. Cole signed the participation contract this month.

Cole and Filippov sat at a table in front of the American and Soviet national flags in the Expo '74 headquarters to sign the document which authorized Expo '74 to begin construction on the huge (52,000 square feet) pavilion which will house the Soviet exhibit and restaurant.

Students Hunt For Old Cars

Abandoned and derelict automobiles are the objects of a search by Spokane area high school students, a project of the Expo '74 Youth Task Force.

The goal is to collect all abandoned auto hulks in the area and sell them for scrap as an area clean up effort in preparation for the World's Fair. It is also an environmental project, as a part of the environmental theme of the Fair, in that the program is aimed at recycling the scrap hulks.

Funds received by the youth through the project will be put to some as yet undetermined use "for the betterment of the community," said Robert Perkins, chairman of the project and senior at Spokane's Lewis and Clark High School.

Local military (active and reserve) units will help with the removal of the cars next month, Perkins said. Trucks and heavy equipment to haul away the hulks will be provided by the participating groups, including airmen from nearby Fairchild Air Force Base.

The Spokane community will benefit from the project in another way, too. American Recycling, the Spokane scrap metals firm which will purchase the hulks, has pledged three cans of food to be donated to the Spokane area elderly needy for every car turned in to the youth project.

Continued from Page 1 . . .

Representing Expo '74 were President King F. Cole and Board Chairman Roderick A. Lindsay.

Attending the ceremonies with front row distinguished visitor seats were the three representatives of the Soviet Union, including the USSR's Commissioner General for the Fair, Nicolai D. Filippov.

With Filippov were Marlen Akopov, assistant director, Soviet Exhibition Abroad planning department, and Dr. R.R. Kliks, chief designer, USSR Chamber of Commerce, Moscow.



DISTINGUISHED GUESTS at the U.S. Pavilion groundbreaking ceremonies included visitors from the Soviet Union, in Spokane to discuss their own country's participation in the Fair. The delegation (from left) includes Nicolai D. Filippov, USSR Commissioner General for Expo '74, Marlen Akopov, assistant director, Soviet Exhibition Abroad Planning Department, and Dr. R. R. Kliks, chief designer, USSR Chamber of Commerce. To Dr. Kliks' left is M. L. Altor, general manager for Expo '74.

May 1 Busy Day

With one year to go before opening day, Expo '74 officials were caught up in a flurry of activities May 1, including groundbreaking ceremonies for the United States Pavilion, activation of the official countdown clock, a birthday party hosted by United Airlines, and at least one surprise for World's Fair staff members themselves: Official designation by the American Revolution Bicentennial Commission as a major Bicentennial Era event.

And, all of this activity came in the middle of an official visit to Spokane by three representatives of the Soviet Union, one of the announced participants in the 1974 World's Fair.

The ARBC designation was announced during the groundbreaking ceremonies for the \$11.5 million U.S. pavilion and exhibit. J. William Nelson, head of the Commerce Department's International Trade Fairs and Expositions staff and chairman of the ARBC's federal representatives committee, made the presentation of a certificate and official ARBC flag to Expo '74 Board Chairman Roderick A. Lindsay and President King F. Cole.

"To date, Spokane's Expo '74 is the only internationally recognized and registered event during the Bicentennial Era," Nelson said. It is also the first event in the Pacific Northwest to gain the sanction of the national Bicentennial Commission.

Countdown Begins

With 364 days, 21 hours, 30 minutes and 0 seconds to go until the gates open on the 1974 World's Fair, Spokane Mayor David H. Rodgers at the telephoned command from Washington State Governor Daniel J. Evans started the official countdown clock.

The chronometer, built by Pacific Northwest bell in 1958, has marked time for every World's Fair on the North American continent since the 1962 World's Fair in Seattle.

The unit was brought out of retirement from the Museum of History & Industry in Seattle, where it has rested since Expo '67 in Montreal.

It now sits in the reception lobby of Expo '74 headquarters, Spokane.



U.S. Senator Warren G. Magnuson (D-Wash.) turns the first' earth on the site of the U.S. Pavilion for Expo '74. Watching the senator at work is (from left) Roderick A. Lindsay, chairman of the Expo '74 board of directors, and Expo President King F. Cole.

Sculptors Chosen to Aid Landscaping

Sculptural works for Spokane's riverfront park and World's Fair will be provided by a group of 15 sculptors selected last month by a jury of artists and patrons formed by Expo '74.

Dr. W. Radford Thomas, chairman of the Expo '74 Visual Arts Advisory Committee and chairman of the art department at Eastern Washington State College, (Cheney, Washington), said the three-member jury selected the 15 artists from a field of 108. Each artist submitted a series of three photographic transparencies depicting the past works.

The 15 sculptors have been divided into two groups, Dr. Thomas said.

Individual works will be commissioned

as funding becomes available, Dr. Thomas said, with artists selected from the group on the basis of suitability of artist and style to subject matter and location on the riverfront site.

The total group has been divided into two groups, Dr. Thomas said. As the money comes in, artists will be selected from the first group until all artists have been given commissions. Then, again as funds become available, artists from the second group will be offered commissions.

A committee headed by Sister Paula Mary Turnbull, chairman of the art department at Fort Wright College (Spokane) is currently seeking funds to com-

mission the works, with a goal of \$75,000 for all 15 works.

Artists in the first group include Rudy Audio, Missoula, Montana; Tom Brown, Richmond, California; Chris Byars, Salida, Colorado; Stephen Daly, Bayside, California; Lee Kelly, Portland, Oregon; Richard Randell, Stanford, California; Charles Smith, Bellevue, Washington; and Gurdon Woods, Santa Cruz, California.

In the second group are Paul Jenkins, Seattle; Stanley Knostman, Long Beach, California; Robert Maki, Seattle; James McManus, Chico, California; Mel Schuler, Eureka, California; Wolf-Rottkay, Los Angeles; and Paul Wright, Corrales, Mexico.

News Briefs:

— Russell Train, chairman of the President's Council on Environmental Quality, visited Spokane in early May to view the plans for the World's Fair and related environmental projects. Apparently impressed with what he saw, Train called the prospects for the Fair, in conjunction with the environmental symposiums and the river basin depollution project, "exciting" and said they could contribute greatly to public awareness and concern over environmental matters.

— Visiting groups are becoming more and more frequent at Expo '74. United Air Lines hosted a group of foreign airlines executives recently, coordinated by UAL executive and Expo '74 representative Dale Peak. Also set for this month: A visit of 46 Japanese travel agents, sponsored by Northwest Airlines. As they did with the UAL visitors, the Spokane Chamber of

Commerce will cooperate and provide briefing facilities.

— Expo's Festival of Entertainment has been moving ahead with great success. So far, 360 cities nationwide have been invited to participate in the program. A festival day will be reserved for each community that sends entertainment groups to perform for the international audiences that will gather daily. Another aspect of the program involves amateur participation with over 80 groups responding to the call.

— Expo '74 received the keys to six new Chevrolets recently, the first of what will be the official fleet of 32 Expo '74 cars. The cars, white with the Expo '74 logo on the doors, were donated by the Chevrolet Motors Division of General Motors through the Spokane Chevrolet dealers, in conjunction with the designation of Chevrolet as the official Expo '74 car. Chevrolet will "recycle" the cars after

3,000 miles.

— The first of a series of contracts for construction of the U.S. pavilion has been let to Howard S. Lease Company of Redmond, Washington. Lease is now at work excavating, laying underground facilities and doing general earth work on the pavilion. Architectural firm is Naramore, Bain, Brady and Johanson of Seattle; basic design is concept of Herb Rosenthal of Los Angeles.

— Operation Recycle, a glass and aluminum drive for materials to construct a plaza area on the Fairgrounds, has reached its goal of 70 tons of glass for the crushers. The glass, and the aluminum collected, will be stored until spring, when it will become building materials for a park area within the Fairgrounds. Project was sponsored by Rainier Brewing Co. and Reynolds Aluminum, working with the Expo '74 Youth Task Force, collegiate division.

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