

News Letter



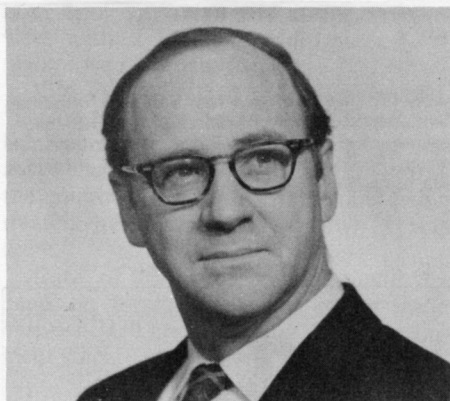
**Celebrating tomorrow's
fresh new environment**

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



J. WELLES HENDERSON
U.S. Commissioner General

U.S. Appoints Commissioner

J. Welles Henderson, Philadelphia lawyer with a long-time interest in environmental matters, has been named by President Nixon to serve as U.S. Commissioner General for Expo '74.

Henderson, who is expected to move to Spokane soon, will serve as top government official directly associated with the World's Fair.

He comes to the environmentally themed World's Fair with strong credentials: He was a U.S. delegate to the international conference on marine pollution held in London in February, and he serves as a trustee for the Erdman Trust Wildlife Sanctuaries. He is also an avid sailor and chairman of the board of the Philadelphia Maritime Museum.

One of his first duties in Spokane will be to call together the college of Commissioners General, which includes Nicolai D. Filippov of the USSR and Yoshiro Yasui of Japan. The college will eventually include a commissioner from each participating nation.

The U.S. Commissioner General will carry the rank of ambassador in dealing with national governments around the world.

Gates Will Open May 4

Visitors will start pouring through the gates May 4, but World's Fair happenings start three days earlier.

May 1 will be a preview day for news media members and special invited guests, then comes a two-day fix-and-finish period.

Entertainment will also start May 1, though the official public opening celebration will be delayed until Saturday. Through the following six months, Expo '74 will open its gates daily for an estimated 4.8 million visitors.

The final schedule was approved in Paris last month by the Bureau of International Expositions.

Starting off the entertainment will be a May 1 concert by the Spokane Sym-

phony Orchestra, to inaugurate the Opera House of the Washington State Pavilion. Featured events will include the premier of an environmentally themed work by New York composer Michael Colgrass, commissioned by Expo '74 and the Spokane Symphony.

Also that evening: Performances by Metropolitan Opera star Roberta Peters and New York City Ballet star Edward Villella, accompanied by the Spokane Symphony with Donald Thulean.

Then, May 4, the Los Angeles Philharmonic Orchestra with Zubin Mehta will perform the first official concert during the World's Fair, and a "leading Hollywood star" will open the Spokane Coliseum.



Extensive construction marks the preparations for the 1974 World's Fair in downtown Spokane, with Havermale Island in the center of all the activity. The Washington State Pavilion is on the south bank (lower right), the U.S. Pavilion on the north edge of the Island (center, circular structure) and Crystal Island sits amidst the water falls (upper left). Howard Street (left) will be replaced by the Washington-Stevens "Y" which tunnels through Havermale Island.

Montana Will Participate in Expo '74

The Big Sky Country of Montana will join the Evergreen State of Washington in "Celebrating Tomorrow's Fresh, New Environment."

Thomas L. Judge, Governor of the Big Sky state, said Montana will take 500 square feet of a 3,600-square-foot pavilion of the states along the south bank of the Spokane River.

Montana is the first state other than the host State of Washington to announce participation in Expo '74. Proposed for the exhibit, said the governor, is a three-screened film presentation, designed in the round, which would promote the open spaces and recreation of Montana.

Also planned as a part of the exhibit are collections of historical artifacts and memorabilia: A collection of gold nuggets from the mountains of Montana, an Old West collection featuring artifacts from the pioneer and cowboy days, and a collection of Indian artifacts from the tribes of the Big Sky area.

Though a specific theme has not been selected yet, Gov. Judge said, the exhibit will promote Montana's natural resources, wilderness and recreation areas and will show what is being done to improve and maintain the "good and special quality of life that we enjoy in Montana."



Entertainment Will Include International Water Follies

Water ballet, synchronized swimming, and aquatic comedy, plus performances by some of the world's champion swimmers and divers, will be featured for two weeks in the Spokane Coliseum as part of the entertainment cavalcade for the World's Fair.

The International Water Follies, which has been pleasing crowds since 1937 with the same basic format of aquatic events interspersed with singing and stage productions, will set up two giant tanks in the Coliseum July 22 until August 4.

Nathaniel G. Snyder, advance manager for the show and brother of the show's founder and current director Sam, said the Water Follies have played on every continent and in nearly every country in the world.

The cast includes 22 performers, with 16 stage and water scenes. Divers will leap from a three-meter board into water six feet deep or less, compared to the 12 to 18 foot depths of Olympic competition, Snyder said.

SAS Links Expo to Europe



Flying over the Expo '74 site model, SAS area manager Leif Eie (right) and co-pilot King F. Cole of Expo '74 jointly announce the appointment of SAS as official European air carrier. SAS will work with Hughes Airwest, the official domestic carrier, in bringing European visitors to Spokane next summer.

Europeans headed for the World's Fair will find easy connections to Spokane, via Scandanavian Airlines, recently appointed European air carrier for Expo '74.

Expo President King F. Cole and SAS area manager Leif Eie confirmed the pact in Seattle, home of SAS regional operations.

Ironically, SAS will assist the efforts of a World's Fair for a city which the airlines does not even serve directly. But that doesn't stop the SAS enthusiasm.

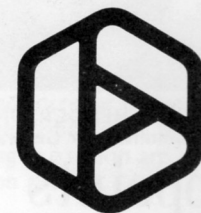
"We're not considering that to be a fine point," Eie said with a smile.

"We're working in conjunction with our stateside friends Hughes Airwest (official domestic airlines). We will bring the customers from Europe and the Scandanavian countries and Hughes Airwest will take them to Spokane," Eie said.

For its part, SAS will promote the World's Fair throughout Europe and bring the visitors across the seas to Spokane.

"It (the Fair) will not only serve to introduce to many Europeans the beauty and vacation variety of the Pacific Northwest, it is also the first World's Fair ever held on the environment," Eie said.

Look for this emblem when you seek information about lodging in Spokane, or about information on the World's Fair. It's the logo for Hospitality Services, the lodging and information bureau.



expo'74
World's Fair
Spokane, USA
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Expo '74 Public Relations

Song to Bring Singer Back

"We accept."

That was the quick response from Expo '74 to singer Tom T. Hall's offer of a free concert during the World's Fair. Hall made the offer after the Spokane City Council objected to a recent song he wrote and recorded — "Spokane Motel Blues."

The Spokane City Council took offense at the song's lament about being "stuck in Spokane in a motel room. And there ain't no way to get away."

"I think maybe somebody got the wrong impression about my feelings about Spokane," Hall said during an interview with a Spokane radio station. "I really loved the country."

"I'd like to state it publicly," he said. "I'd be happy to come by the Expo and bring the band and everything and put on a free show. I think it's a beautiful part of the country, and I don't remember being treated better in a town than I was there."

Date of Hall's performance will depend on arrangements yet to be made between Hall and the Expo '74 entertainment staff.

Suburbs Beckon First Families

Like many central-city dwellers, Spokane's first families are moving to suburbia.

A colony of yellow-bellied marmots, small furry animals somewhat larger than their woodchuck cousins, is being relocated from the developing site of the 1974 World's Fair to a similar site downriver.

At the urging of Maurice Vial, member of the Spokane Audubon Society, the animals are being trapped live for release in their new home.

"These animals saw the pioneers arrive," Vial said. "Since they were the original residents, I felt, they deserve special consideration."

Vial expressed concern that the animals would not survive demolition and construction activity, so the plan to trap "at least 12 of them" was devised. After the World's Fair, the marmots will be retrapped and returned to the site, which will by then be a city park.

Some Participants in Expo '74 Will Operate Behind the Scenes

The "ooh's" and "aah's" of World's Fairgoers will likely be reserved for exhibits and amusements — the glitter designed to elicit the awe and admiration of the visitor.

But behind the scenes, providing support services for the nearly 5 million persons expected to pass through the gates, will be a long list of companies and businessmen designated as official suppliers of goods and services.

Food, for example, will come in all flavors: French, Chinese, Russian and on around the world. But one thing in common with escargots, bird's nest soup and borscht is the average patron's desire to supplement with coffee, tea or milk.

Accordingly, Expo '74 has designated Mathews & Kerr (M & K) Company as official supplier of coffee, tea and spices, and Carnation as official supplier of dairy products.

And, for those restaurants that will offer sea foods, Empire Fish Co. is the official supplier.

Dessert might well be Aplets & Cotlets, provided by the official candy supplier, Liberty Orchards.

Participants in the Fair — exhibitors, concessionaires, the World's Fair organi-

zation itself — will have much moving of equipment and supplies to do. Official movers will be Bekins Moving and Storage.

For foreign participants, customs clearance is a must, and George S. Bush & Company has been designated official custom house broker.

Visitors themselves will have some moving too — they have to move themselves and their families to Spokane for their visit. Hughes Airwest has been named official domestic airline, and Scandinavian Airlines will serve as official international airline.

For those that prefer to make their own momentos, Wayne's Photo Supply will provide official photo services (which will also include providing official souvenir pictures for those who don't want to make their own, but want visual reminders of what the Fair looked like.)

And for the visitors' stay in Spokane, as well as when they leave, Franich-Giessel-Tupper Associates, the official publisher, will provide guide books, souvenir books and weekly newspaper to keep visitors abreast of the current events of the World's Fair.



What do you do after you've seen the World's Fair? Well, if you're a fisherman, or water skier, or just plain swimmer or camper, you head for any of the 75 lakes within 50 miles of metropolitan Spokane. Out-of-state residents need a \$6 license, good for seven days and available at sporting goods stores and resorts, but children under 16 don't need a license. When you buy the licenses, ask for a free copy of the State Game Department's pamphlet which lists laws on times, limits and other regulations. It also tells where to go for what kinds of fish, and it even tells where on a lake the fishing is good.

Ticket Sales Start September 1

Get your tickets early, and save.

That's the advice from Jack V. Geraghty, vice president for marketing for the World's Fair. Ticket sales start September 1, with a "phase one" price structure planned to ease the high cost of entertaining.

Gate admission price for an adult will be \$4, for a youth (age 12 to 17) \$3.25, and a child (age 6 to 11) \$2. Children under 5 will be admitted free when

accompanied by an adult.

But — if purchased between September 1 and December 31, an adult will pay only \$3.20, while a youth will pay only \$2.65 and a child \$1.60. From January 1 through March 31, "phase two" will be in effect: Adult tickets will cost \$3.40, youth \$2.80 and children \$1.70.

Bonus books will also be available, to include an admission ticket plus coupons for attractions, amusements, souvenirs

and gifts at reduced prices. Cost has not been determined yet, Geraghty said.

For those who anticipate regular attendance, Geraghty advised purchase of a season's ticket. For \$40, an adult can gain unlimited entry to the Fair. If purchased during phase one, the price is \$25 (\$20 for youth, \$12.50 for children.)

Phase two prices for a season's ticket are \$35 for an adult, \$30 for youth and \$17.50 for a child.

News Briefs:

— Visitor to the Expo '74 site in late June was Jean-Michel Cousteau, son of undersea explorer Jacques Cousteau. After touring the site and sitting through a briefing on the environmental World's Fair plans, Cousteau promised, "I'll be back next year."

— Ripley's International Ltd. will feature a "Ripley's Believe It or Not" wax museum and gift shop at Expo '74, to be located in the 5,500-square-foot pavilion constructed earlier this year on the north bank of Havermale Island.

— French cuisine will be provided by,

appropriately enough, a Paris firm, Pierre Interlude Inc., which will operate a French restaurant on the grounds. French food, European style clothing on personnel, and European paintings and antiques for decor will identify Pierre Parker's palatial place.

— For more conventional food fare, A & W will operate a 1,200-square-foot concession, featuring, in addition to consumable root beer, landscaping with trees and shrubs from which root beer is derived.

— Expo '74 went to Seattle last month

with a stack of debenture bonds, offering Seattlites the same opportunity available to local Fair supporters. Expo '74 bonds will earn 8 per cent interest and will help finance current operations in developing the World's Fair.

— Expansion of Spokane International Airport is underway, in preparation for an expected increase in use next summer. Second level concourses, baggage facilities and parking expansion are included in the \$2.5 million project.

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