

The Spokane World Exposition will open its gates in May 1974. During the remaining days leading up to that exciting moment, a great many things will be happening in Spokane and around the world as nations, industries and individuals make their plans for participation.

To keep you abreast of the constantly changing situation, we will be mailing this newsletter once a month. Any additional inquiries should be directed to our public relations department. We are looking forward to seeing you in Spokane in 1974.

R.A. Lindsay

Roderick A. Lindsay, Chairman
Board of Directors, Expo '74

NEWS LETTER



EXPO'74

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INTERNATIONAL INTEREST RUNS HIGH

Interest in the Spokane World Exposition is great among members of the international community, Expo President King F. Cole reported recently.

"Expo '74 is the 'in' project internationally," said Cole after his recent return from Paris. "High government officials around the world all are talking about Expo."

Canada became the first foreign government to announce official participation in the exposition on the environment.

David B. Laughton, Canadian consul general in Seattle, made the announcement in response to the invitation issued by President Richard M. Nixon in January.

Close behind Canada was Iran, which notified the State Department of its intention to participate. Then in June, the Soviet Union made its announcement.

Space is limited, however, and the final number of foreign exhibits is expected to be between 15 and 20.

The exhibits department is now actively soliciting industrial exhibitors as well as the government participants.

CONCESSIONS OPERATORS SOUGHT

With 4.6 million admissions expected at Expo '74 during the summer of 1974, many food and merchandise outlets will be required.

Dean Guintoli, concessions director for Expo '74, is looking for businessmen to operate about 40 food stands and 45 souvenir booths, as well as potential operators of miniature "people-movers" for on-site transportation.

Guintoli, an experienced organizer in world exhibitions, said people interested in operating one of the many booths planned should contact him at the Expo offices in Spokane.

Also for the Exposition, Guintoli said he is looking for manufacturers and merchandisers interested in licensing the Expo emblem for use on their products.

BUILDINGS TO REMAIN

After the Exposition closes in October 1974, most of the structures will be dismantled and the area turned into a riverfront park. Two buildings will remain, however.

The \$7.5 million Washington State Pavilion will continue as a civic performing arts and convention center.

The Federal Pavilion, estimated to cost between \$12 and \$15 million, will be retained by the federal government for use as a tourism and environmental education center.

AAA LOOKS AT EXPO WITH INTEREST

Informative, interesting and impressive.

Those were the words used by an American Automobile Association executive to describe a presentation of the plans for Expo '74.

J. May Aldous, director of public relations for the national automobile club, said, "The members of the AAA staff who attended (the presentation) were impressed by the thoroughness with which you and your fellow Spokane citizens have laid the groundwork for this exhibition."

The presentation, shown to 25 executives of the AAA, was taken to the club's Washington, D.C., national office by Dale Stedman in June. Stedman is general manager of the Inland Automobile Association in Spokane.

The AAA also promised to give Expo '74 continued coverage in its Tour Books, bulletins and national news releases, as well as other club publications.

"Congratulations to you and your co-workers on your success so far with Expo '74," Mrs. Aldous said to Stedman. "I'm sure it will be a tremendous boon to the Spokane region."

SYMBOL DENOTES ECOLOGY THEME

Expo '74 directors in March approved as the symbol for the World Exposition on the Environment a design by a Spokane artist, Lloyd L. Carlson.

The symbol, which appears at the top of this newsletter, is a stylized version of the "Mobius strip," a mathematical oddity which has only one side--it is continuous.

"The symbol thus expresses the continuity of life--man's inescapable relationship with all things in his total environment," said artist Carlson. "The colors are significant, with blue representing the purity of clean water, green the unspoiled natural beauty of growing plants and trees and white the cleanliness of fresh air."

RECENT VISITORS

Visitors to the site of Expo '74 have included during recent days:

Mrs. Spiro T. Agnew, wife of the Vice President.

Naotoshi Tsuchiya, U.S. trade representative of the Japanese government and executive director of Jetro in San Francisco.

Marco Tezuka, sales manager in the Los Angeles office of the Japan Travel Bureau.

Mr. and Mrs. Georges Y. Maroun of Beirut, Lebanon. Maroun is an official of the Lebanese government exhibits staff.

STAFF ADDITIONS

New additions to the Expo '74 staff include:

Ewen Dingwall, consultant on world expositions and Expo representative in Washington, D.C.

Michael Kobluk, manager of special presentations and art exhibitions. Kobluk is a former member of the Chad Mitchell Trio.

John Perry, staff assistant, concessions division.

Dolores Olson, secretary to the director of operations.

Barbara A. Smith is a new secretary on the concessions department staff.

INTERPRETIVE CENTER TO COMMEMORATE PAST

Spokane will not forget its past in an exposition designed to point the way to the future.

Expo '74 Board Chairman Roderick A. Lindsay has suggested the development of an interpretive center "in a way which interprets the historic events of the area in an imaginative and appropriate display."

The Eastern Washington State Historical Society has accepted Lindsay's invitation to join the project to be built at the base of the 105-foot clock tower which will remain at the site. The tower is a part of the former Great Northern Railroad depot.

Lindsay invited the society, the city's Park Board and other interested groups to participate in the development of the display.

The tower will be retained as a symbol of the role the railroads played in the early development of the Spokane region. The railroads once again became instrumental in the city's future when the Burlington Northern, Milwaukee Road and Union Pacific donated a total of 24 acres of land for the river-front park and Expo '74 development.

NEWS BRIEFS

Famed undersea explorer Jacques Cousteau has expressed interest in Spokane's Expo '74, calling it an appropriate way to call attention to the problem of pollution *A committee headed by Frank L. Windishar is looking into the possibilities of a permanent "people-mover," both to demonstrate means of efficient, non-polluting transportation and for use in getting to and from the site. The facility would be a permanent feature for Spokane. . . .* The Small Business Administration has said it will financially assist small firms interested in participating in Expo '74 but unable to raise needed capital. . . . *Efforts to obtain federal funds for depollution of the Spokane River Basin continue, with a committee chaired by Omar Lofgren working on the matter. . . .* The Expo '74 Board of Directors has invited the Eastern Washington Historical Society and the Spokane Park Board to join in the planning of a display in tribute to the railroads, which were instrumental in the early development of Spokane.