

Spokane World's Fair News Letter



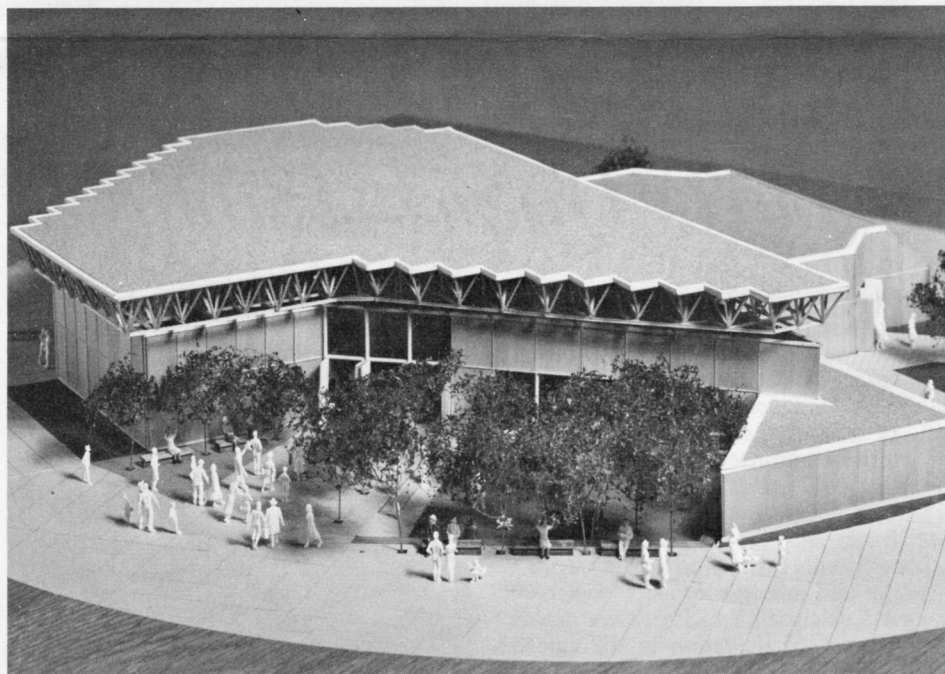
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Spokane World's Fair, P. O. Box 1974, Spokane, Washington, U.S.A. 99210

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A different kind of pavilion will rise from the north bank of the World's Fairgrounds — it's the pavilion being constructed by the Bell System. Open trusses and garden areas contribute to the exhibitry theme, "Movement." Included will be a theater and "telephone garden."

Participants Still Lining Up

BRITISH COLUMBIA

More good news from the exhibits department: British Columbia is planning an exhibit at Expo '74 to fill the void created by the Canadian national government's budget problems.

Gary Lauk, provincial minister of industrial development, said the B.C. cabinet will send a delegation to Spokane to work on B.C. exhibit possibilities. Lauk reflected the enthusiastic attitude prevalent in Western Canada for the World's Fair, despite Ottawa's decision to withdraw.

IDAHO

The State of Idaho has pledged their

support of the Fair through their Department of Commerce and Development.

Lloyd D. Howe, executive secretary of the department, said Idaho will support the Fair in at least three ways:

1.) Farragut State Park will add 100 camping spaces, and improvements will be made at other state parks in the area.

2.) Directional signs pointing the way to Spokane's World's Fair will be placed along the highways.

3.) The promotional efforts will be aided with mention of the World's Fair in literature and brochures sent out by the department.

Boeing Funds Open Theatre

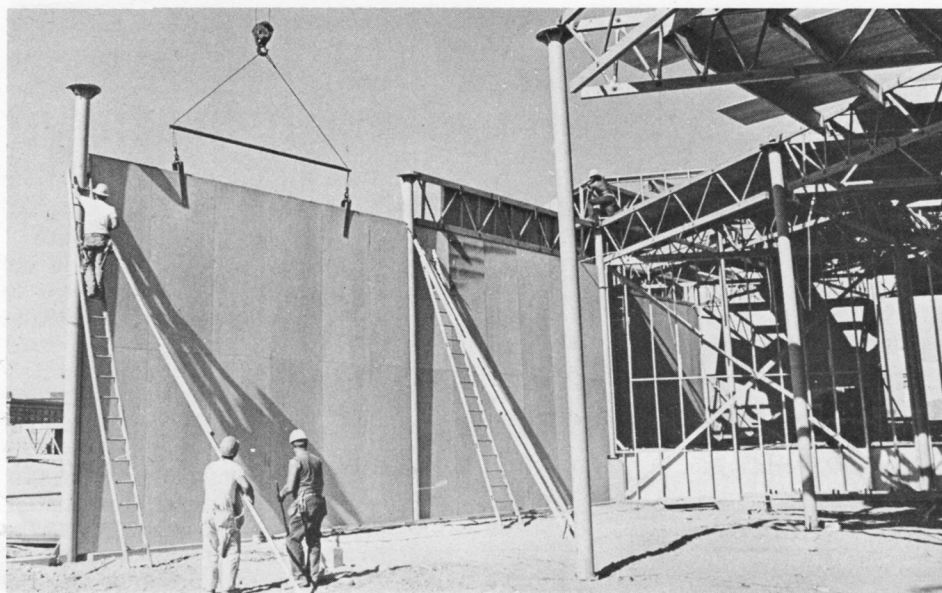
A warm summer breeze drifts through the gathering of concert goers at Expo '74, as the soft strains of music fill the evening air. The backdrop for the orchestra is the smooth-flowing waters of the Spokane River, reflecting the lights of a World's Fair.

The outdoor International Amphitheatre is the setting, located on the eastern tip of Havermale Island. The theater will be provided by The Boeing Company of Seattle as their participation in the World's Fair.

James E. Prince, senior vice president and corporate secretary for the aerospace firm, announced the sponsorship in Spokane last month, pledging \$200,000 to provide the theater with such items as lighting, a permanent stage with wing rooms and an orchestra pit in front of the stage. Prince also said his firm pledged \$50,000 for purchase of Expo '74 bonds.

Seating in the theater will be on grassy, stepped terraces on the sides of an area overlooking the river. Scalloped tiers of low retaining walls will double as seats for many of the 1,800 spectators. Others will lounge on the grassy terraces, or sit on small brick patios interspersed with the terraces around the bow.

The City of Spokane is molding the basic theater out of the tip of the island, at a cost of about \$100,000 with The Boeing Company providing the embellishments to make the theater a quality arena which will last long after the World's Fair closes.



Walls begin to form the shape of another pavilion for Expo '74. Located on the east end of Havermale Island, this pavilion is the proposed location for the European exhibits. Several other international exhibits pavilions are under construction, with all to be completed by mid-October. Also under construction are concessions buildings, to be finished by mid-September.

Spokane Paints Hot Reminders

Excitement is showing up in many ways as Spokane prepares for its special summer. Now Expo reminders are showing up on street corners, where before stood just so many standard fire plugs.

Blue, white and green stripes are replacing the traditional red and silver colors of fire hydrants in the downtown area.

The new colors are the colors of the World's Fair.

About 100 hydrants in the central downtown area are receiving the Expo treatment, and city officials said the project may be expanded to other parts of the city later.

Symposia Series to be Open to Public

Public participation in the Expo '74 environmental symposium series has been urged by several of the nation's leading environmentalists at a meeting in Washington, D.C.

The meeting was the first meeting of the interim national advisory committee, which will select the permanent international committee. That group will meet in Spokane in late September or early October.

While in Washington, the group discussed names of persons likely to serve on the permanent committee, and they discussed possible topics for individual symposiums.

But most frequently mentioned during the talks was the need for public participation — the need to make the series more than a scholarly venture of use only to scientists and technicians.

E. A. "Gene" Eschbach, chairman of the interim committee, listed four levels of symposia participation:

- 1.) An ecological map on display to the Fairgoer.
- 2.) Citizen registration in the series, videotape and information data availability, and participation in issues via polls.
- 3.) Direct participation in the meetings.
- 4.) Formal symposia of specialists,

with citizen readout and input.

At the end of the series, Eschbach said, the committee hopes to be able to disseminate information to persons at all levels, "from the most scientific to Kindergarten."



A cool place to spend a hot summer day in Spokane is the green house at Duncan Gardens, one of the city's more colorful tourist attractions. Blooms of all varieties burst out in the greenhouse, while outside in the garden itself pleasant walks through the flowers, trees and fountains await visitors. The Gardens are located in Manito Park.

'Movement' is Theme for Bell

Movement and openness — those are the qualities the Bell System pavilion is being designed to evoke.

A 13,000-square-foot structure on the north bank of the Spokane River, the pavilion and exhibit (which, in fact, will be themed "Movement") will contain a 400-seat theater and a "telephone garden."

Omar Lofgren, area manager for Pacific Northwest Bell described the exhibit and pavilion to be built by PNB, American Telephone and Telegraph and Western Electric.

Openess and movement will be suggested by an open-trussed roof, Lofgren

said, along with linear wall panels and reflective glass.

"Movement relates to the environmental theme of Expo '74 and stresses the need for people to work in harmony with each other and nature."

A filmed production titled "The Right Move" will tell the story of the exhibit in a fast-moving, multiscreen presentation. Adjacent to the theater will be a series of exhibits. Outside the pavilion will be the "telephone garden," which Lofgren described as a "tree-shaded nook" in which arts programs and entertainment are planned.



Scouts, World's Fairs, and fire engines — somehow they just seem to go together. "Red Rover" roved from Albany, New York, to Spokane, in time for the Boy Scout Jamboree — West, in Farragut State (Idaho) Park. Dan Eagle, standing on the running board, purchased the truck for his private collection, and he drove it back to Spokane with Expo signs on the back. Riding shotgun was Bob Zornes, sitting with some scouts from Spokane's Troop 334.

Expo Offers the Stars

JACK BENNY



Latest addition to the Expo '74 summer of entertainment is a 39-year-old fiddle player from Waukegan, Illinois, who got his professional start on the vaudeville circuit and World War I Navy fund raising.

Jack Benny will play a week-long engagement in the Washington State Pavilion Opera House, July 29 to August 4.

Benny, one of the world's favorite comedians, left vaudeville and the Navy long before his first 39th birthday to become a star of radio, film, theater and television. He ended a record 24-year string of weekly broadcasts in 1965, when he left his television series and took to the road once again, reserving his television time to guest appearances and occasional Jack Benny specials.

The fiddle? The one-time child prodigy parlayed his violin into a trademark that he presumably will bring with him.

GORDON LIGHTFOOT

Folksinger Gordon Lightfoot will play in Spokane during Expo '74, appearing May 17 in the Washington State Pavilion Opera House.

Lightfoot, a Canadian, is a combination singer/songwriter with a number of top-ten hits to his credit, including "For Lovin' Me," released as a single by Peter, Paul and Mary, and "Early Morning Rain," released by the folk trio as part of an album.

THE CARPENTERS

Also set to play in the Opera House (August 8) are the Carpenters, a brother-sister duo with several nationwide hit records.

They list as honors the 1970 Grammy awards as Best New Group and Best Vocal Duo, and the 1971 award for Best Vocal Duo. Gold records by the Carpenters include "We've Only Just Begun," "Rainy Days and Mondays," and others.

THE KING FAMILY

Family entertainment will be offered by The King Family, a traditional stalwart of the music industry which dates back to the big-band era.

A frequent host of television specials, The King Family began performing when the four King Sisters teamed up with the big-band sound of Alvino Ray in the 1940's.

Fire Engine Races to Rescue

Spokane's fire of excitement rang the alarm in Albany, New York, and the old red truck started west.

But the passengers had no intention of stopping the fire. Rather, they wanted to help it along and promote the World's Fair.

The truck — which travelled the 3,000 miles at a top speed of 30 miles per hour — is a 1924 Ahrens-Fox relic, and Spokane businessmen Dan W. Eagle and Bob Zornes were bringing the truck to Spokane to add to Eagle's antique collection.

While enroute, the two stopped at the capitals of 11 states with packages of information for each governor. On the sides of the truck were signs proclaiming the World's Fair and the 1973 Boy Scout Jamboree West, which was held in Farragut (Idaho) State Park, not too far from Spokane.

Four Spokane scouts went back east with Eagle and Zornes to help promote the scouting event and Expo '74, but the trip back seemed to be taking too long. They got on a bus in Springfield, Illinois, to make sure they didn't miss the Jamboree.



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Additional information can be obtained from Expo '74, P.O. Box 1974, Spokane, Washington 99210, or phone (509) 456-1974.

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Expo '74 Public Relations

Fairgrounds Offers Visual Unity

Color coordination, building and signage design, graphics — all these elements of the World's Fair will be designed to reinforce the environmental theme of Expo '74.

Brent Blake, director of Interior Design Group of Seattle, said the visual impact of the World's Fair — what a visitor sees as he walks through the 100-acre riverfront setting — will be coordinated to present an aesthetically pleasing experience.

Included in his plans are a coordinated

signage system for identification of pavilions, exhibits and services, a comprehensive color system, murals, banners and street graphics.

Perhaps the most exciting element is the color coding plan devised for the entire site.

"We thought it would be exciting to concentrate color in one area," said William H. Trogon, one of the Spokane architects working on the design of the Fair.

In each of five zones, one color will

predominate. In the yellow zone, for example, exterior surfaces of buildings will be different shades of yellow, signs, murals, banners and graphics will be predominantly yellow, even the shrubs and flowers will reflect yellow. Other zones will use red, orange, magenta and purple.

"At the periphery of the zones," Blake said, "color is at a minimum. The intensity increases as the observer moves towards the midpoint of the color zone," with a maximum of color at the center.

News Briefs:

— To add variety to the World's Fair appearance, sides of white exhibits pavilions might be used as screens for slide shows for night-time displays, said Brent Blake, graphics consultant.

— Korean handicrafts, including brasswork, pearls, dolls and jewelry will be offered for sale on the World's Fairgrounds through the Sil La Trading Company of Korea. This will be the sixth

World's Fair for the Korean firm.

— Sale of tickets to the World's Fair is the job of Joseph B. Scholnick, recently named advance admissions marketing director. Scholnick will start his selling campaign September 1.

— Park Lane Motel, in the Spokane Valley, is the first to receive the Hospitality Services seal, which shows the motel has met all standards set by the World's

Fair lodging bureau. Owners Mr. and Mrs. Terry Lynch signed an agreement with HS pledging to maintain specified standards in pricing, cleanliness and service.

— Expo exhibits sales has received the pledge of support from the U.S. Department of Commerce. Marinus Van Gessel, in Spokane en route to Washington, D.C., said the department will "give these people all the help we can."

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