

Exchanging greetings at Spokane International Airport are Expo President King F. Cole (right) and Vladimir N. Pavlov, deputy chief of the Department of Soviet Exhibitions Abroad. Pavlov visited Spokane recently to view the site of the 1974 Exposition, for which the Soviet Union is planning a major exhibit.

# NEWS LETTER

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## JAPAN TO EXHIBIT AT EXPO '74

Japan provided Expo '74 with another major milestone when Japanese officials announced plans to participate in the environmentally themed World Exposition.

That brings to four the total number of foreign nations, with Canada, the Soviet Union and Iran already making plans.

"We have always considered participation by the Japanese to be extremely important for the overall success of Expo '74 and therefore we are obviously very pleased at the announcement," said R. A. Lindsay, Expo board chairman. Japan has long had close economic and cultural relations with the Pacific Northwest, and especially Spokane, which has a sister-city relationship with Nishinomiya, a city near Osaka.

In an announcement made in Tokyo from the office of Prime Minister Kakuei Tanaka, the Japanese government indicated that a decision has not yet been made on the extent of its exhibit. But a spokesman added that a model of a pollution-free industrial complex or a model of a new type of city traffic system might be included.

With Japan to the west now signed up, Canada to the north and the Soviet Union and Iran to the east, noted Expo President King F. Cole, participation by a Latin American country is now high on the list of exhibit priorities.

## PRESIDENT NIXON AIDS EXPO

President Richard M. Nixon has notified Congress he will extend his fullest support to the Spokane World Exposition, and he indicated that he soon would send to Congress legislation to fund federal participation.

"The Spokane Exposition and the 1976 Winter Olympic Games are now the only internationally recognized events scheduled for this country during our Bicentennial era," the President said, and "this administration will extend its fullest possible support to foster a successful event."

Planning for the Federal pavilion and exhibit has been going on for some time, but enabling legislation and appropriations bills have yet to come before the Congress.

Relayed to Expo officials by Congressman Thomas S. Foley, in whose district the Exposition will be staged, the President's message also named U. S. Secretary of Commerce Peter G. Peterson as acting U. S. commissioner general for the Exposition.

President Nixon indicated that favorable action on the part of the United States would pave the way for more foreign governments to accept invitations to participate. Three nations--Canada, Iran and the Soviet Union--have already accepted the invitation extended by the U. S. State Department in February.



## EXPO OFFICES MOVE TO SITE

Staff members of Expo '74 began the first phase of a move to permanent headquarters August 21 when about half of the organization moved into the YMCA building on the site of the future Exposition.

The staff members who did not move will stay in their present quarters until about mid-October, when they too will move onto the site.

An agreement between the YMCA directors and Expo '74 entitled the Exposition staff to occupy the building in return for a very substantial investment--about \$180,000--to be made by Expo in remodeling the facility. A large portion of the building has been unfinished since the building opened, and Expo will convert the unused space into offices and conference rooms.

The YMCA program has long been heading for a major change in philosophy, according to YMCA Board President Robert B. Goebel, and the Expo agreement has provided the needed means. The Y will no longer offer a downtown program, conducting instead more decentralized community projects and programs.

## 1974 IS NEW PHONE NUMBER

Coinciding with the move to new headquarters, Expo '74 now has a new telephone number--one more appropriate and easier to remember.

The new number is (509) 456-1974 for general information.

Connected to Pacific Northwest Bell's new (to Spokane) Centrex system, each office will also have an individual number.

Numbers are:

Administration .....	456-6961
Concessions .....	456-6921
Exhibit Sales .....	456-6911
Legal .....	456-6927
Logistics .....	456-6939
Operations .....	456-6931
Personnel .....	456-6940
Public Relations .....	456-6901
Research and Planning .....	456-6943
Site Development.....	456-6951

## SITE TO ACCOMMODATE HANDICAPPED

The Expo '74 site is expected to be fully accessible for the handicapped.

David E. Evans, site designer on the staff of Expo '74 executive architect Thomas R. Adkison, has been working with handicapped persons in designing the various grades and walkways.

"We also are looking into the problems of the elderly in getting into, out of and around the site," Evans said.

Evans told Expo's Board of Directors that all inclines throughout the main Exposition area will be grades of five per cent or less.

He described a five per cent grade as so slight that "you can hardly notice the incline."

## RUSSIANS CONCERNED WITH ECOLOGY, TOO

Preserving the environment is a world-wide concern.

Vladimir N. Pavlov, deputy chief of the Department of Soviet Exhibitions Abroad, made that point at a press conference in Spokane following a tour of the site of the future Exposition on the Environment.

Head of the team in charge of the Soviet exhibit at Seattle's Unimart '72 trade fair, Pavlov flew to Spokane with Nellie Nesterova, his interpreter, and Expo President King F. Cole for an unexpected tour of the site.

"The topic of the future Exposition is very interesting and very timely, and this subject is being seriously discussed in Moscow," he said. "We have already started planning the (Soviet) exhibit" for Expo '74.

Though not directly connected with those plans, Pavlov had words of praise of the planners of the Spokane World Exposition.

"The location of the whole Exposition was chosen very, very favorably," he added. He said he was most impressed with the close proximity of the fair to the downtown business district, and with the combination of that and the natural features of river and islands.



Daniel J. Evans, governor of the State of Washington and former practicing engineer, looks over the plans of the \$7.5 million Washington State Pavilion. Construction on the permanent structure is scheduled to begin soon.

## UNIMART BOOTH PROVES POPULAR

Expo '74 made a world-wide tour last month, and the touring staff members only had to travel 300 miles to do it.

The feat was accomplished through an exhibit Expo '74 had on display at Seattle's Unimart '72, a trade fair which has become a major annual gathering of foreign and domestic businessmen.

Sponsored by the Washington State Department of Commerce and Industry, the fair drew 5,000 buyers and sellers from 15 nations, and over 100,000 visitors. Among the foreign exhibitors was the Soviet Union, with its first exhibit in the United States since 1952.

Expo's exhibit consisted of a graphic display, including an artist's drawing of the 1974 Exposition, and a three dimensional Mobius strip, the Exposition's symbol.

Expo officials estimated more than 16,000 pieces of literature were distributed at the fair, indicating a high degree of interest in the Exposition.



## CANADIANS CONSIDER ECO-CENTER

Canada's exhibit at the Spokane World Exposition may include an ecology center designed for children.

Patrick Reid, representing Canada's Department of External Affairs in Ottawa, said, "We hope in one part of Canada's presentation to educate children in a meaningful way to safeguard their environment.

"Mairuth Hodge, a writer adept at taking adult-scale subjects and presenting them to children, is our theme coordinator. She is a professional and has experience in world expositions. She was a member of our expositions team at Expo '67 in Montreal and at Expo '70 in Osaka."

Reid was in Spokane recently with G. Patrick O'Keefe, also of the Canadian Department of External Affairs, and E. C. Shelly of Seattle, Canadian consul and assistant trade commissioner.

"There is a tremendous opportunity here to make a statement about the universe which could carry and be the focal point of environmental and ecological thinking for a long time to come," Reid said.

## STAMP ISSUE TO COMMEMORATE EXPO

A special issue of postage stamps is being planned to commemorate the Spokane World Exposition.

Albert F. Seeber, Spokane philatelist and Expo '74 philatelic chairman, is coordinating efforts with postal authorities to have the stamps designed for issue May 1, 1974, in Spokane.

Seeber, who says he has been collecting stamps for "45 or 50 years," said 125 million stamps will be released in "every post office throughout the United States and its territories" the day after the Exposition on the Environment opens. The first day of issue the stamps will be available only in Spokane, he said, following usual commemorative stamp practices.

## YOUTH BEGIN WORK FOR EXPO

About 30 Spokane-area young people sat down together recently to discuss how they can get involved in the planning for Expo '74.

They gathered for the organizational meeting of Expo's Youth Task Force. Discussions at the meeting centered on the role the young people will play in formulating future Expo '74 policies. The primary thrust of the young people's efforts will be as members of already established committees which serve as advisory groups for Expo '74.

Participants represented most of the Spokane high schools and area colleges, as well as area businesses.

Those present seemed to show the most interest in serving on the employment, public relations, visual arts and river depollution committees.



Spokane's elected representatives tour the Exposition site with Expo President King F. Cole. From left are U. S. Senator Warren G. Magnuson, King Cole, Spokane Mayor David H. Rodgers, and U. S. Congressman Thomas S. Foley. Behind the men stands a billboard depicting Expo '74 and donated by the Washington Water Power Company and Markham Advertising.

## COMMITTEE PLANS FOR RELIGIOUS NEEDS

Religious needs of visitors to the Spokane World Exposition in 1974 will be served by an interdenominational corps of chaplains from the Spokane area.

A committee, under the temporary chairmanship of Charles M. Leslie, has been formed to provide an "official Christian presence at Expo '74". The committee will work in three primary areas, Leslie said.

The first is the establishment of an area on the site as a meditation spot. "It might take the form of a grotto, meditation walk, overlook, small outdoor meditation chapel or benches and monument," he said.

The second area of concern will be religious counselling, with probably two chaplains available at all times during operating hours of the Exposition.

And third, the committee wants to sponsor a series of major religious events in the Washington State Pavilion's performing arts theater.

The committee hopes to represent all of the Spokane area faiths, Leslie said.



## EXPO GAINING WIDESPREAD FAME

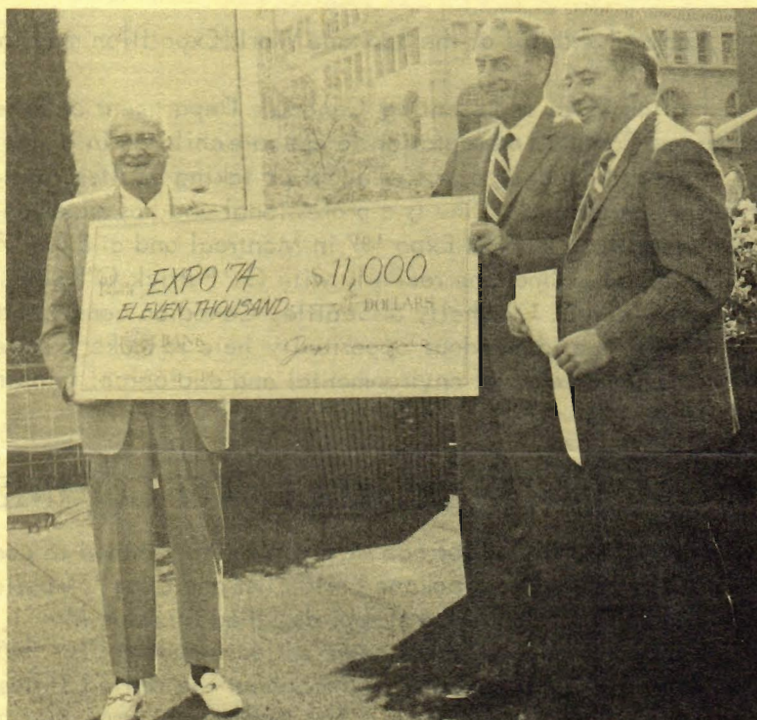
Expo '74 President King F. Cole noted a bright spot in a hectic day recently when a letter was received from the wife of a neighboring county sheriff.

Mrs. Clint Rowe, of Ritzville, Washington, told the Expo chief operating executive of a recent trip to Brownsville, Texas.

"As we were getting settled in our motel," she wrote, "a Texas patron noticed our Washington license plates. He inquired where we were from and my husband replied, 'From the state of Washington - a small town near Spokane'."

Asked if he knew where Spokane is, said Mrs. Rowe, the Texan replied, "Oh yes, that is the place they are having an Expo in '74."

In her letter, Mrs. Rowe offered a pat on the back for Expo's staff, saying, "It appears that some one is doing a good advertising job for Spokane."



Kicking off the sale of public debentures for Expo '74 is Joseph Rosenfield (left) as he hands a check for \$11,000 to bond sales co-chairmen E. A. Coon, vice president of Seattle-First National Bank, and Philip H. Stanton, president of Washington Trust Bank. Said Rosenfield, who is president of Favorite Theatres, a division of Sterling Recreation Organization, "This is the best investment anybody could make in the future of Spokane."

## PAVILION CONSTRUCTION TO BEGIN

Bids will be opened soon for contracts on the \$7.5 million Washington State Pavilion at Expo '74.

Washington Governor Daniel J. Evans, speaking at a press conference on the site of the future Exposition on the Environment, said bid documents were completed one and one-half months ahead of schedule, "enabling contractors to begin work in good weather and hopefully (allowing the state) to receive better bid prices."

Bids will be opened in Olympia September 7, the governor said. "It is expected that the contract will be awarded by September 18, when construction is planned to begin. Site demolition is on schedule. Completion of the pavilion is scheduled for April 2, 1974."

The governor took a quick tour of the Exposition site and indicated that he didn't "foresee any stumbling blocks." He said early completion of bid documents permits the state to bid the job and award the contracts at a much earlier date than had been previously anticipated. "Hopefully this will give us an advantage of better bid prices due to the longer construction period gained by early completion of the design documents," he added.

## NEWS BRIEFS:

Expo '74 debentures went on sale in Mid-August with pledges in hand for \$3.25 million of the \$4.5 million issue. With most of the early pledgees members of the corporate community, Expo hopes to make a significant portion of the remainder available to individuals and small firms... The Youth Task Force for Expo '74 met earlier last month for the first time. The task force will provide a forum for area young people to express their ideas concerning the Spokane World Exposition, and the young people will join many of the committees formed to assist Expo in community affairs.... The Smithsonian Institution is considering participation in Expo '74, said James R. Morris, director of the Institution's division of the performing arts. Morris, who toured the site recently, said he would make a preliminary proposal to the Institution's board early this month... Over 1,000,000 people around the world will learn of Expo '74, thanks to the traveler's magazine published by Holiday Inns. The September/October issue of the magazine, which is distributed to all the motels within the corporation as well as by direct mail, includes a feature article and photographs of the Exposition.

## VISITORS:

Visitors to the site of the future Exposition during the last month have included:

Washington State Governor Daniel J. Evans.

U. S. Senator Warren G. Magnuson.

U. S. Congressman Thomas S. Foley

Vladimir N. Pavlov, USSR Chamber of Commerce representative.

James R. Morris, director, division of the performing arts, Smithsonian Institution.

## EXPO POPULAR

If distribution of informational materials is any indication, Expo '74 is enjoying widespread popularity.

Since mid-spring, when much of the current material was prepared, the public relations department has sent out over five thousand information kits, almost 100,000 brochures and answered countless telephone and mail inquiries.