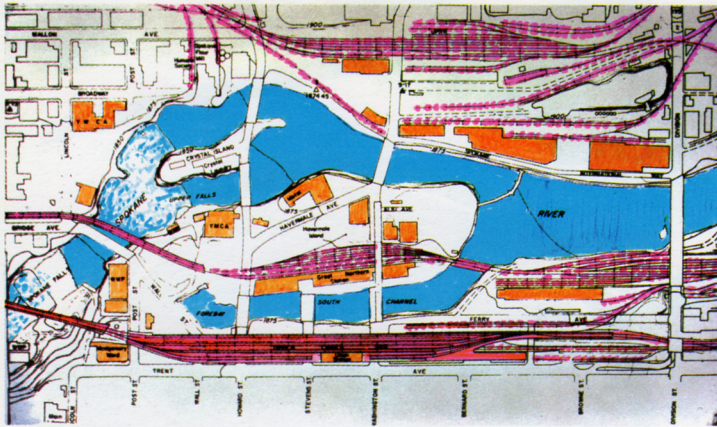




SPOKANE, WASHINGTON, USA
MAY TO NOVEMBER, 1974

EXPO site today



AFTER 1974



A DRAMATIC EXAMPLE OF A PEOPLE'S WILL AND ABILITY TO PROTECT AND BEAUTIFY THEIR ENVIRONMENT



The first "residents" of Spokane settled beside the river falls in 1873. They built a sawmill, a general store and a flour mill.

More settlers came.

By 1880 about 350 had settled here. They built a brick structure, installed the first telephone, constructed a wooden bridge to Havermale Island. The first "Iron Rails" reached Spokane that year, and the town was incorporated.

That's how it began along the banks of the Spokane River.

The region prospered, and the city built skyward and spread out over the nearby hills and into the valleys. The spectacular beauty of the Spokane River was momentarily forgotten. The scene gradually eroded with structural decay and pollution.

Now, the people of Spokane and the inland northwest are thinking new . . . of river beautification, abatement of pollution, and the clean-up of urban decay. EXPO '74 will demonstrate a people's will and ability to create and sustain a wholesome environment.

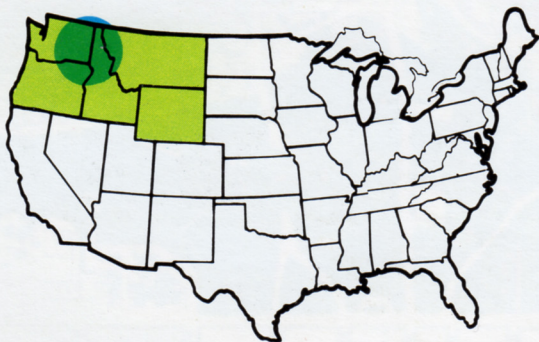
The Spokane Exposition of '74 will be staged on a 50-acre site including Havermale and Cannon Islands and the adjoining river banks.

For EXPO, this site will be transformed into a coordinated complex of buildings, bridges, lawns, trees, and walks, all arranged to enhance the natural beauty of the spectacular river falls. The transformation of this Spokane River site from blight to beauty will be a visible demonstration of the EXPO theme: "Man living in harmony with his environment."



The exposition will be an event of international interest. There will be state, national, and foreign exhibits. There will be scientific, technological, and industrial displays related to urban, rural, and recreational environment.

And, when EXPO is over, the legacy to the people of Spokane and the inland northwest will be a handsomely landscaped river site, a convention-exhibit pavilion, a tourist information center, a performing arts auditorium . . . all theirs for their enthusiastic support of EXPO '74.



SPOKANE IS THE LARGEST CITY AND THE HUB OF THE RICH INLAND PACIFIC NORTHWEST

At the turn of the 20th Century when four trans-continental railroads converged at Spokane, this city became the transportation hub of a vast, 80-thousand square mile area. A web of rails and roads soon knit this region into an economically cohesive heartland of the Pacific Northwest.

Metropolitan Spokane and the 500 towns of this inland northwest are bound together in common commercial and environmental interests.

Rich soil that produces bumper crops, fabulous mineral deposits, great stands of timber, huge hydroelectric plants and an abundance of lakes and rivers have been the major sources of this region's wealth and stability.

EXPO '74 will be a dramatic expression of environmental interest and action encompassing all of this inland region, and reaching throughout the entire Pacific Northwest.

The people of Spokane and this inland northwest extend a cordial invitation to the people of the United States and to those of foreign lands to visit EXPO '74.

EXPO'74

Post Office Box 1974

Spokane, Washington 99210

Telephone, 509-838-4631