

"Celebrating Tomorrow's Fresh New Environment..."

The New World of SCIENCE and INDUSTRY

Agriculture • Lumbering • Mining Energy • Medicine • Electronics • Petroleum

The New World of

TRANSPORTATION

Automotive • Aircraft • Railway • Transit • Trucking • Boats

The New World of SPACE and WATERS

Air and Water Pollution Control • Oceanography • Aerospace • Satellite Communications

The New World of CONSERVATION Wildlife • Forests • Lakes and Streams • Open Space

The New World of

RECREATION and **LEISURE**

Seasonal Sports • Vacation and Travel • Performing and Visual Arts Camping • Hobbies and Crafts • Entertainment • Amusements

\bigcirc The New World of

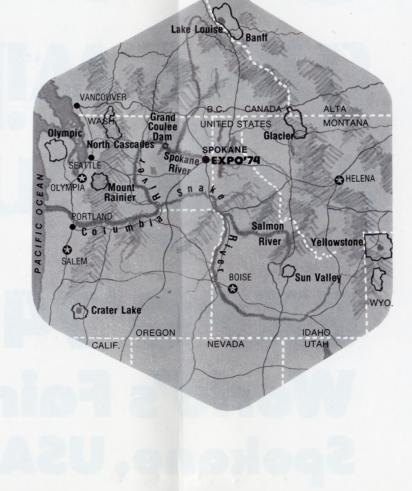
LEARNING

Environmental Education • Communications • Data Processing • Audio-Visual

The New World of INTERNATIONAL BROTHERHOOD

International Exhibitors • United States • States of the Union • Environmental Seminars and Conferences

The international scope of Expo '74 World's Fair embraces all products of human activity and thought. Symbolic of this diversified appeal is the site's unique blend of natural wonders and harmoniously unified structures. Among the highlights on the brilliant 100 acre site will be several Theme Centers. Following specific interests, millions of visitors will be drawn to these centers in anticipation of provocative new discoveries. Theme Centers will provide exhibitors an unparalleled opportunity to capture worldwide attention focused on Expo '74 World's Fair.





Spokane, Washington is located in the heart of the world-renowned, spectacular Pacific Northwest. This richly rewarding vacationland has more National Parks and recreational areas than any other part of the United States.

Within one driving day from Spokane . . . Mount Rainier, Glacier, Banff, Lake Louise, Grand Coulee Dam, Columbia and Salmon Rivers, snowcapped mountains, the Pacific beaches and more. And just beyond Yellowstone, Sun Valley and Crater Lake.

THE WALL STREET JOURNAL.

as advertised in

Facts About The World's Fair

Expo '74, the only international exposition currently scheduled in the United States during our Bicentennial period, will be held in Spokane, Washington, May through October, 1974. It is the first United States World's Fair approved by the Bureau of International Expositions since U.S. membership. It's theme - ENVIRON-MENT — is one of the most vital subjects in today's world. To U. S. industry, Expo '74 presents an extraordinary opportunity to demonstrate to the world its dedicated concern and contributions to our future well being. To the public it will bring a total experience of living, discovery, optimism and happiness.

Congress Votes \$11.5 Million

Legislative appropriation for a \$11.5 million United States Pavilion and Exhibit was approved in October, 1972. A "Mini-Expo" in itself, the U. S. Pavilion will be an extraordinary synthesis of displays, gardens, waterfalls, rivulets and structures, including three theaters. Unity of its diverse elements is expressed in the pavilion's theme, "Man and Nature. One and Indivisible."

Official B.I.E. Sanction

On November 24, 1971, in Paris, France, plans for a world exposition became a reality when the Bureau of International Expositions (36 member nations) unanimously

approved registration of Expo '74 in Spokane, U. S. A., as a Special Category exposition. B.I.E. approval is essential to staging an International Exposition.

President Nixon Signs Proclamation

On February 1, 1972, President Richard M. Nixon issued a proclamation endorsing Expo '74 and directed the Secretary of State to invite governments of all world nations to participate.

Russia, Japan, Canada, Iran, Others To Exhibit

To date, more exhibit space has been committed by foreign nations than the total foreign exhibit space of the very successful Seattle World's Fair.

Canada's Department of External Affairs has announced that a major part of its exhibit will be in the unique setting of the natural outdoors provided by the Expo '74 site.

A 13-point exhibit plan presented by the Soviet Union's delegation requires more Lange the Soviet exhibit Japanese Prime Minister Kakuei Tanaka has indicated that a model pollution-free industrial complex or innovative city traffic system are being considered for Japan's exhibit.

Spectacular Exhibit Set For Wash. State Pavilion In March, 1971, the Wash. Legislature and Governor Evans approved a \$7.5 million state pavilion for Performing Arts and State Exhibits. Now under construction, this 97,300 sq. ft. permanent structure will house a 2,700 seat theater for cultural and entertainment attractions. One third of the pavilion will be devoted to Washington State's exhibit, a statement on the environment, beautifully conveyed in a revolutionary film projection technique. Its theme: "About Time."

In the United States there will be 1 (one) Great International Exposition in the decade of the 70's.

JUST ONE ?

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YES, IT'S YOUR ONE CHANCE TO "SHOWCASE" TO THE WORLD TODAY'S ACCOMPLISHMENTS AND TOMORROW'S PROMISE FOR A FRESH, NEW ENVIRONMENT.

Major U. S. Firms To Participate

Industry has recognized that world-wide attention focused on Expo '74 provides the one opportunity to tell its story in the 70's. In response to invitations to industries throughout the 50 states, more than 75 individual exhibitors are expected to participate in the celebration. Finalization of exhibit arrangements with major firms is presently underway.

Universal Impact Of Theme

"Celebrating Tomorrow's Fresh New Environment" is the theme of this timely World's Fair. Expo '74 is an international event celebrating the new awareness of people's relationship with their natural environment. Nations, states, industry, organizations and individuals will bring to Expo '74 their present accomplishments and future objectives so that tomorrow we may all live, work and play in harmony with our environment.

100 Acre City Center Site Being Cleared

Once a lively Western frontier town, Spokane is a bustling urban center in the midst of America's most spectacular and scenic outdoors, the Pacific Northwest. Here, Expo '74 will be staged in a picture book setting — a 100 acre site of natural beauty exceeding the 74 acre site of the Seattle World's Fair. Expo '74 encompasses the riverbanks, two islands and the magnificent falls of the cascading Spokane River in the heart of the city. Distinct theme centers will enable exhibitors to participate within an appropriate category.

For Further Information Contact:

Department of Exhibits Participation EXPO '74, P.O. Box 1974 Spokane, Washington 99210 Tel. (509) 456-1974 Cable Address: Expokane TELEX No. 32-0242

EXPO'74 World's Fair Spokane, USA

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