©<br>EXPO'74<br>World's Fair<br>Spokane, USA<br>May-Oct. 1974

## "Celebrating Tomorrows Fresh New Environment..."

(8) The New World of SCIENCE and INDUSTRY
Agriculture • Lumbering • Mining Energy • Medicine • Electronics - Petroleum
(8) The New World of TRANSPORTATION
Automotive • Aircraft • Railway Transit - Trucking • Boats
(8) The New World of

SPACE and WATERS
Air and Water Pollution Control - Oceanography • Aerospace Satellite Communications
( $\otimes$ ) The New World of CONSERVATION
Wildlife - Forests - Lakes and Streams - Open Space
(A) The New World of RECREATION and LEISURE
Seasonal Sports • acation and
Travel • Performing and Visual Arts Camping $\bullet$ Hobbies and Crafts Entertainment - Amusements
© The New World of

## LEARNING

Environmental Education •
Communications • Data Processing - Audio-Visual
(8) 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 the brilliant 100 acre site will be several Theme Centers. Following specific interests, millions of visitors will be drawn anticipation of provocative new
discoveries. Theme Centers will discoveries. Theme Centers will
provide exhibitors an unparalleled opportunity to capture worldwide attention focused on Expo '74 World's Fair.


Facts About The World's Fair Expo '74, the only international exposi-
tion currently scheduled in the United States duringour Bicentennial period, will
be held in Spokane, Washington, May be heid
throug October, 1974 . It is the first United States World's Fair approved by the Bureau
of International Expositions sine $U$ s. of International Expositions since U.S. membership. It's theme $-E N V I R O N$
$M E N T-$ is one of the most vital subiects 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 \$1 Million

Legislative appropriation for a $\$ 11.5$
million United States Pavilion and Exhibit was approved in October, 1972. A "Minian 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 Bu -
reau of International Expositions ( 36 member nations) unanimously approved registration of Expo ${ }^{\prime} 74$ in Spo kane, U. S. A., as a Special Category ex-
position. B.I.E. approval is essential to position. B.I.E. approval is essent.
staging an International Exposition. President Nixon Signs Proclamation
On February 1, 1972, President Richard
M. Nixon issued a proclamation endorsing M. Nixon issued a proclamation endorsing
Expo '74 and directed the Secretary of State to invite governments of all world nations
to participate. 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.
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. site.
the Soviet Union's delegation requires more
 has indicated that a model pollution-free industrial complex or innovative city traffic system are being considered for Japan'
exhibit.
Spectacular Exhibit Set For Wash. State Pavilion
In March, 1971, the Wash. Legislature and Governor Evans approved a $\$ 7.5$ mil 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 Tim
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 one opportunity to tell its story in the 70 's.
In response to invitations to industries In response to invitations to industries
throughout the 50 states, more than 75 individual exhibitors are expected to participate in the celebration. Finalization of presently underway. Universal Impact Of Theme 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 natura
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 may all live, work and play in harmony
with our environment 100 Acre City Being Cleared
Once a lively Western frontier town, Spo-
kane is a bustling urban center in the midst kane is a busting 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 exceed 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 exhiate 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

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

JUST ONE?

YES, IT'S YOUR ONE CHANCE<br>TO "SHOWCASEITO THE WORLD<br>TODAYS ACCOMPLISHMENTS AND<br>TOM ORROW'S PROMISE FOR A<br>FRESH,NEW ENVIRONMENT.



EXPO'74
World's Fair Spokane, USA
"Celebrating Tomorrow's
Fresh New Environment'

