

EXPO '74

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January, 1972

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"How Man Can Live, Work and Play in Harmony With His Environment".

The tide has turned. From man's anguished cries of outrage at the despoilation, pollution and decay of his earth comes a new age searching for answers. How can we carve out a life of quality and dignity, and live peaceably within a world of burgeoning population and technology?

Expo '74 -- an opportunity for nations, states, industries and organizations of the United States and the world to show those things now being done or contemplated to enhance the quality of life on this planet. And, because of the exposition's location and an increasing availability of leisure time, the topic of outdoor recreation gains special emphasis.

Expo '74 -- taking place on the spectacular Spokane River Falls in the heart of downtown Spokane, State of Washington. Once a rough and tumble typical Western frontier town, Spokane is now a major urban center serving the vast Inland Pacific Northwest. Its international, four-state market area is rimmed by the Rockies and the Cascades, dotted with lakes, streams, forests and the rolling plains of the Columbia plateau. It is centrally located to more major outdoor recreational areas than any other urban community in the United States.

Expo '74 -- an exposition of world recognition with an exciting program of international and national exhibits, an outstanding presentation of the performing and fine arts to delight the senses, foods and crafts from many lands, amusements -- just for the fun of it -- and all drawn together in a spectacular setting on and around the falls, rapids and islands of the scenic Spokane River.