

World's Fare

You're just minutes away from the world's most famous, and delicious chicken. Kentucky Fried Chicken.



It was right here in the South that Colonel Sanders developed his formula for fresh and juicy fried chicken. Now, his Original Recipe chicken—still made from a secret blend of 11 herbs and spices—is a favorite the world over.

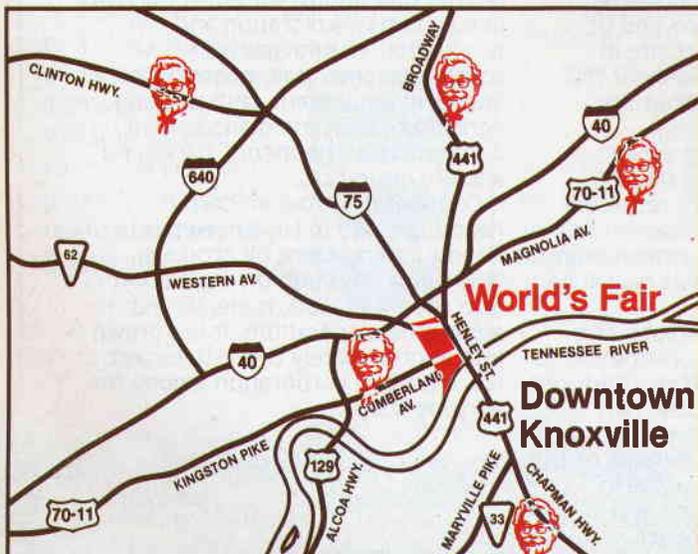
While you're in the region where this great tasting tradition began, be sure to enjoy some

fresh and juicy Kentucky Fried Chicken for yourself. There are several Kentucky Fried Chicken stores within minutes of the World's Fair site.

Search the world over, you won't find any better than Kentucky Fried Chicken. We do chicken right.

Visit these other Kentucky Fried Chicken area locations:

Knoxville—Maynardville Pike and Emory Road, Kingston Pike close to Morrell Road; Harriman, TN; Jacksboro, TN; Jefferson City, TN; Lenoir City, TN; Maryville, TN; Morristown, TN; Newport, TN; Pigeon Forge, TN; Sweetwater, TN; Tazewell, TN.



- Cumberland Ave. & 21st St.
- Magnolia Ave. & Chestnut St.
- Kermit Ave. & Clinton Hwy.
- Chapman Hwy. (across from Young High Pike)
- Broadway & Clayborne Ave.

We Do Chicken Right.



Kentucky Fried Chicken

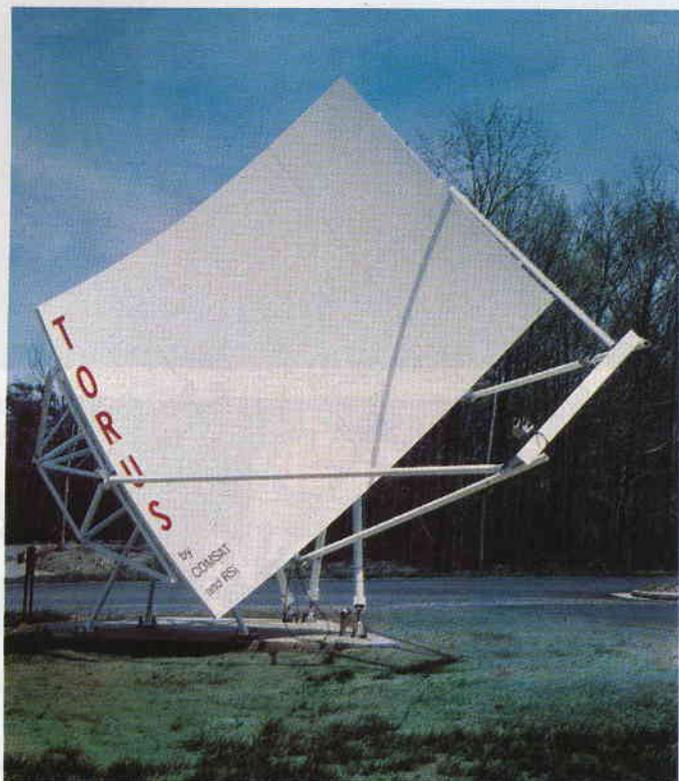


**Energy in Action...
Domestic Exhibits**

www.bulkus.us

Domestic Exhibits

COMSAT



The space age comes into living rooms and offices everyday through the technology of telecommunications. Now the opportunity exists to view firsthand the operation of these communication marvels at the COMSAT (Communications Satellite Corp.) display in the Lifestyle and Technology Center.

The exhibit, open for viewing from 10 a.m. to 10 p.m. daily, stresses COMSAT's role as a pioneer in developing commercial applications for satellite communications services and technology.

The design of the exhibit emphasizes three areas of interest: the business market, consumer market and regulated businesses.

The business market area includes a domestic and international teleconferencing display. This area is equipped with several booths where fairgoers may come to see themselves interacting via TV monitors with friends and relatives in adjoining booths. This teleconferencing demonstration utilizes the revolutionary 4.5-meter Torus Antenna. The antenna, an integral part of the COMSAT display, is near Sculpture Court No. 2 on the Fair site.

The second area highlights COMSAT's new venture into the consumer market. A direct-to-home broadcast system is presented and sample programming is described, along with an illustrative display of the system.

The final section of the exhibit highlights regulated businesses. It includes an illustration of international telecommunications services, international maritime services, research and development and specialized telecommunications products. Fun, as well as educational, this section serves to illustrate how a satellite signal actually works.

Sun Company

Visitors can experience the light, heat and motion of our planet's principal star at The 1982 World's Fair in a display presented by Sun Company, one of America's largest energy firms.

The display, which tells the story of the sun as the source of almost all energy on earth, is at the Sunsphere, theme structure of the exposition that rises nearly 300 feet above the Fair site.

Visitors to the Sunsphere enter a "Sunscope" at the base of the tower to experience a three-minute adventure of light, sound, music and color. They then ride an elevator to observation levels in the gold-glass sphere for a spectacular view, plus a look at "sunspots" that tell more about the sun and energy.

The display will provide information about many of the earth's energy resources, including coal, gas, oil and alternative fuels.



For nearly a century, Sun Company has been working to help provide for American energy needs. It is the nation's 18th largest industrial corporation and is involved in the

development of energy resources in the United States and around the world.

For more information on the Sunsphere, see page 173.

Fairfield Communities

Step into the world of tomorrow's vacations at the Fairfield Communities exhibit in the Lifestyle and Technology Center. A rustic touch of nature brought indoors welcomes visitors and ushers them into an exhibit area that offers a scenic preview of luxury resorts spanning America from the Atlantic Seaboard to the majestic Rocky Mountains.

This experience is followed by a spectacular panoramic audio-visual presentation introducing visitors to the vacation concept of the future — FAIRSHARE. This idea allows people to enjoy a wide range of destinations and luxuries that up until now they may have only dreamed about.

Upon departure from the theater, visitors learn how they can experience this luxury today. Fairfield will offer an opportunity to visit one of its seven uniquely designed recreational resorts to see the FAIRSHARE concept in action. A three-day/two-night vacation is free for simply visiting the exhibit. In addition, visitors to Fairfield's exhibit will receive a 32 mm bronze commemorative world's fair medallion.

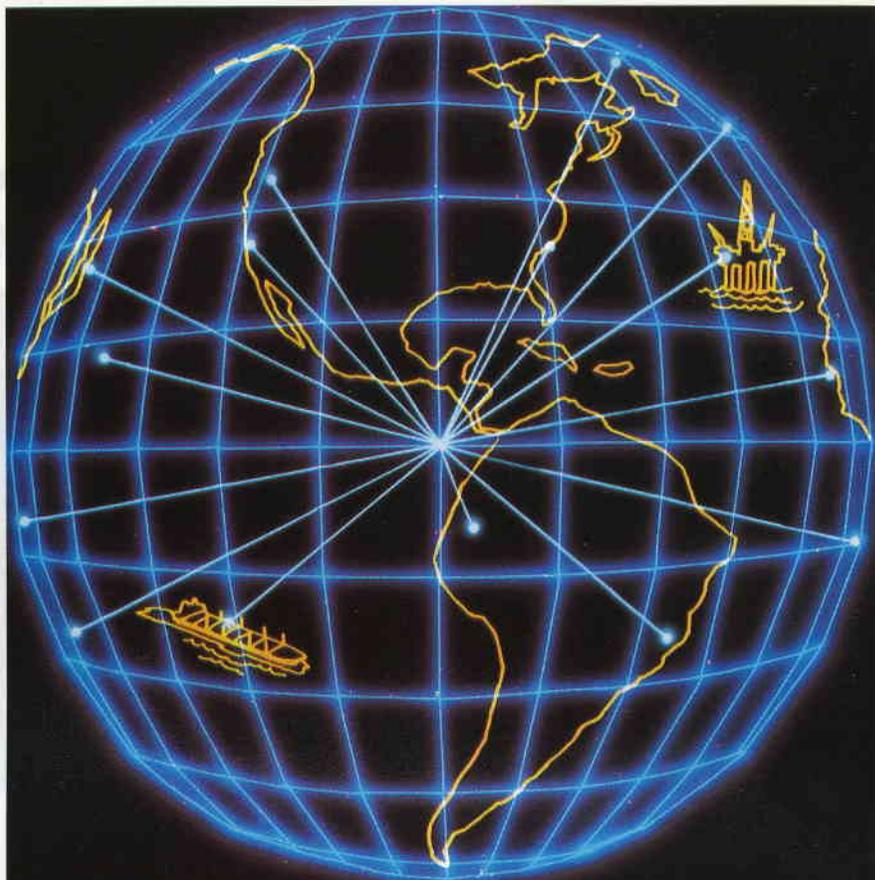
Grand Strand

Myrtle Beach and South Carolina's "Grand Strand" will display the many features of the Southeastern United States' premiere vacation destination in their 1,500-square-foot exhibit.

The exhibit will pictorially and graphically show visitors why South Carolina's "Grand Strand" is not only a vacation paradise, but also a great place for new industrial and business opportunities.

The exhibit will be highlighted with free vacation drawings daily. Also featured will be a large "talking map" of area attractions and a seven-foot Rubik's Cube showing photographically the many outstanding features of the area.

Attractive hostesses will be available at all times to answer visitors' questions and exhibit visitors will be surprised and captivated by the "A Touch of Myrtle Beach" portion of the exhibit.



Comsat. Changing the way the world communicates.

COMSAT welcomes you to our 1982 World's Fair Exhibit in the Lifestyle and Technology Pavilion and its world of satellite communications.

Experience the benefits of a global satellite system firsthand. See how satellite communications services have changed the scope of business, industry, government and the world. Preview COMSAT's direct satellite-to-home subscription television service — an entertainment network that will open the door to exciting new programming for millions of Americans.

Don't miss this chance to see how COMSAT is changing the way the world communicates.



1800 E. MONTAGUE PLAZA, S.W. WASHINGTON, D.C. 20024

LEADERSHIP IN SATELLITE COMMUNICATIONS
GLOBAL • U.S.A. • MARITIME PRODUCTIVITY



Domestic Exhibits

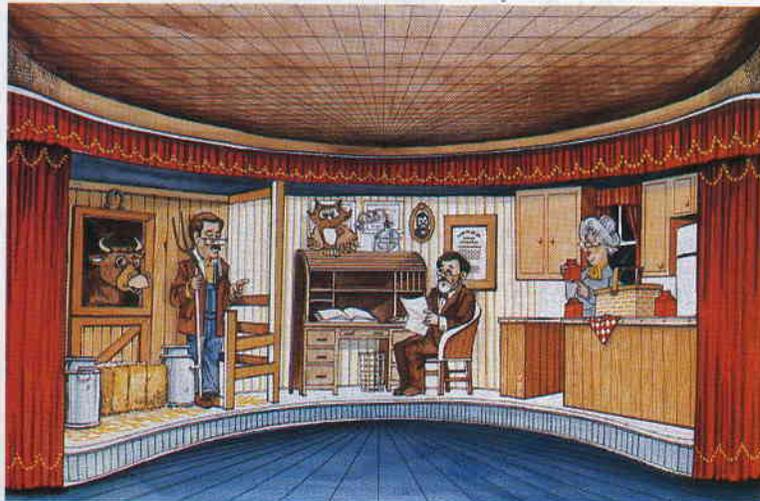
Dairymen

A product innovation — milk that does not have to be refrigerated — is making its national debut at the Dairymen exhibit of The 1982 World's Fair. Visitors can see, hear about and even taste the new milk, called Farm-Best, in a 3,000-square-foot exhibit area in the Lifestyle and Technology Center.

The focal point of the exhibit is a spectacular theatrical performance by five computer-animated characters. They deliver a fast-paced, entertaining nine-minute presentation called "The Magnificent Magical Milk Show."

There will be five continuous shows per hour.

The "performers" inside the theater are Dr. Louis Pasteur (the father of pasteurization) and his wise-cracking, able assistant, Hoover the Owl; Farmer Brown; Clara the Cow and lovable Granny. Also included in the theater show is a dramatic slide presentation with multiple special effects.



At the end of the show, the audience is invited to sample Farm-Best in the tasting center just outside the theater. Others browsing throughout the exhibit will be invited

to sample FarmBest, too.

Also included within the exhibit are two large television screens showing interesting videotapes about Farm-Best and Flav-O-Rich dairy products. Visitors are invited to drop by the two information booths.

Nine large lighted color panels on the back wall of the exhibit portray the numerous occasions for using a variety of FarmBest and Flav-O-Rich milk and dairy products.

Dairymen, Inc., a dairy marketing cooperative of more than 8,000 farmers, believes The 1982 World's Fair is the perfect place and time to introduce FarmBest to Americans. It points out that other significant product innovations, such as the ice cream cone, have been introduced at world's fairs.

WHITEWATER!

Family Fun 1½ Hours from Fair

Carolina Wilderness Adventures, Inc.
P.O. Box 488
Hot Springs, NC 28743
704/622-3535

Cumberland Outdoor Adventures, Inc.
Rt. 6, Box 372 B
Corbin, KY 40701
606/523-0629

In Knoxville: World Travel 637-1880

Union Carbide

See how they run.

The exciting world of battery action toys and games is featured at the Union Carbide "Eveready" battery exhibit in the Lifestyle and Technology Center.

Visitors seeing the exhibit can actually play with approximately 150 toys and games on display. New and familiar toys and games by American and foreign manufacturers include electronic games that ring and ding, and challenge the player; musical toys that sing and play, inviting all to join in; and all sorts of games that add, spell, subtract and even talk back.

Sports games, including football, baseball, hockey and tennis, delight youngsters of all ages. For tots, there are dogs that bark, bears that play music and roller coaster rides for Mickey Mouse and his friends.

"See How They Run" is a magical wonderland of battery-operated toys and games to delight the entire family.

An addition, within the exhibit, will



be a back-lighted wall display featuring information on the corporation and its products.

Hartco / United Foods, Inc.

Circus — a word that conjures up images of cotton candy dreams and wondrous sights.

Equally marvelous and a must-see exhibit for every child from 3 to 103 is the miniature circus sponsored by Hartco in the north end of the Lifestyle and Technology Center.

"The Biggest Little Show on Earth" is

divided into two sections. The first occupies 1,800 square feet. Here, visitors are invited to wander among 15 plexiglass cases and marvel at the tiny vignettes of circus life captured by the superb carving talents of Harold Dunn. Each 1/2" scale model scene has been meticulously reproduced from actual circus posters

and pictures collected by Dunn from 1947 to 1976. For many years Dunn traveled with this display, bringing to tiny life such great shows as Sparks, Hagenbach-Wallace, and Al G. Barnes among others.

The tour proceeds through a facsimile of a main circus entrance which opens into a big theater room. There, on a surface measuring 30 feet by 64 feet, is a scale model of a circus as it would look on a city lot.

Complete in every detail, this Lilliputian spectacle is displayed for the wonderment of all.

Since 1955, this masterpiece has been the work of Howard Tibbals, executive vice president of Hartco. Each piece has been hand-carved with care and precision. And the ferocious demeanor of a caged lion is as realistic as the painted canvas of the side show and the trapeze riggings in the Big Top. Seven thousand tiny chairs fold and load into miniature circus wagons.

Their respective labors of love brought Dunn and Tibbals together in 1958 and was the motivating force behind this tiny, but terrific world's fair exhibit.



www.butkus.us

CHURCH OF CHRIST EXHIBIT

P. O. BOX 10683
KNOXVILLE, TN 37919

Domestic Exhibits

Church of Christ

While visitors to The 1982 World's Fair are enjoying the marvels of today's technology and the promise of tomorrow's new developments, the Churches of Christ will present an exhibit highlighting the ultimate source of energy and personal strength: God. This exhibit focuses on his word, his love and his will for the world.

This message is presented in a 1,500-square-foot, two-level exhibit in the Lifestyle and Technology Center. The exhibit's theme is "Energy for Life: God's Love...Person to Person." Through this exhibit, the church hopes many will discover that God is the energy that "turns the world" and that his love can power their lives.

The exhibit logo symbolizes God's energy reaching down to man, and man reaching to accept all that God has for him. The exhibit is divided into four main areas: "God's Love," "The Bible," "Family/Relationships," and



"The Church." Each area is designed to show that there are answers to life's questions — that God cares about his creation.

The exhibit features electronic teaching computers which give instant answers to visitors' Bible questions. Trained staff members are

also at the exhibit to help those who may desire more in-depth study. The Churches of Christ World's Fair exhibit was developed under the supervision of the elders of the Laurel Church of Christ in Knoxville with help from sister congregations and individuals throughout the world.

Additional information about this exhibit or requests for Bible correspondence courses may be obtained by writing: Churches of Christ Exhibit, P.O. 10683, Knoxville, Tenn. 37919.



The Power

"The Power" is the theme of the interdenominational exhibit by the Association of Christian Denominations representing the church's presence at The 1982 World's Fair. Using visual effects, music and other devices, the exhibit will take visitors on a thrilling trip back to the time of the creation as recorded in the Book of Genesis.

In the Lifestyle and Technology Center, the 3,365-square-foot exhibit is divided into three sections focusing on the creation, the human search and the body of Christ. The set of the production, including sculptures and paintings, was designed by Peter Wolf, best known for his productions of "The King and I," "My Fair Lady" and "The Wiz."

The Aluminum Industry

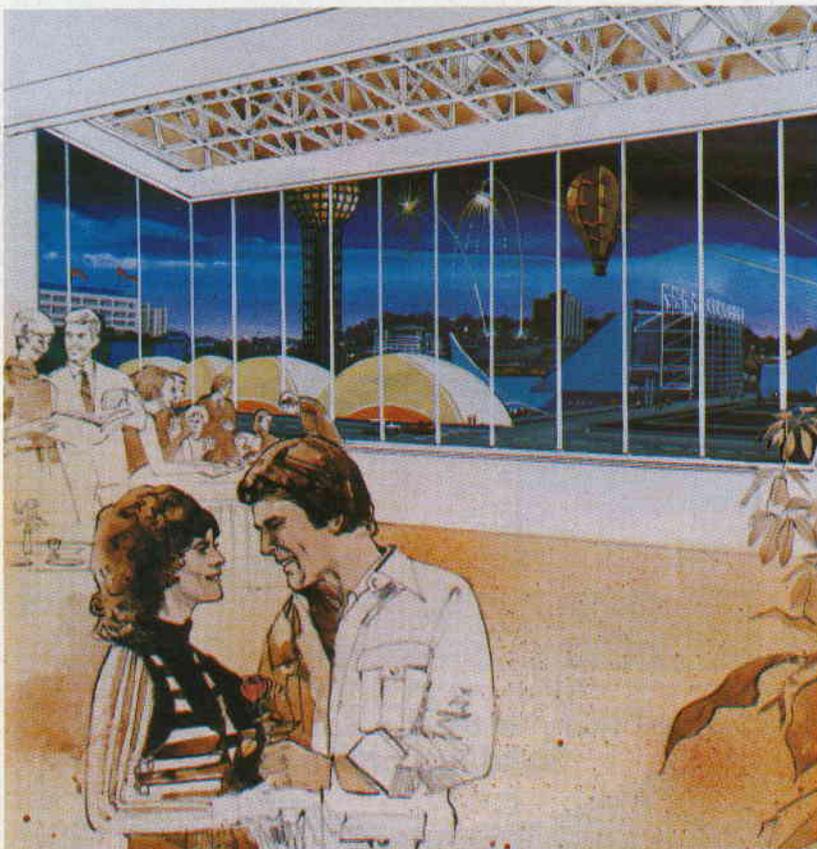
Wind — the free, clean and inexhaustible source of energy — has provided power since the 4th century when Persians used windmills to help in grinding grain. Today, wind power is again becoming a source of energy use as the Aluminum Industry's vertical-axis wind turbine exhibit demonstrates.

Based on a design patented by G.J. Darrieus in 1925, the turbine uses curved rotor blades, attached to a rotating vertical tower which allows it to accept wind from any direction. A motor at the base is used to start the turbine; thereafter, the wind must blow to keep it operating. Average annual wind speeds of 14 miles an hour are needed for low-cost, energy production.

Aluminum also continues to perform many vital, energy-saving functions. It delivers electricity. It saves fuel in cars and trucks. It clads many skyscrapers, helps preserve food and contains beverages.

Perhaps aluminum's greatest energy-saving attribute, however, is its recyclability. Aluminum can be used repeatedly, saving 95 percent of the energy otherwise needed to make new metal from ore.

The Aluminum Industry exhibit was made possible by grants from the following aluminum companies: ALCOA, Reynolds, Anaconda, Kaiser, Howmet, Noranda and National Aluminum.



"Window On The World"

www.butkus.us

The most exciting event next to the World's Fair!

NOW AVAILABLE . . . A Unique opportunity for you to entertain your guests in the only location overlooking the World's Fair. Now open for reservations, Window on the World is the meeting and entertainment center designed specifically to meet the enormous demand for event locations during the Fair. This bi-level, 10,000 sq. ft. space is directly opposite the U.S. Pavilion and accommodates groups of 100 to 800.

Put your event in the spotlight. Our full-service planning staff will arrange all the details — for a lavish cocktail buffet, casual brunch, or V.I.P. reception. For an occasion with the excitement of an international event, reserve your own private Window On The World!

Open For Reservations
Contact: Clare Whelan
(615) 637-2035

Window On The World
Henley Street at Cumberland Avenue
P.O. Box 15003
Knoxville, TN 37901

Visit our street level specialty shops for a world of gifts and souvenirs.

Domestic Exhibits

Control Data

Fair visitors can see a dramatic seven-minute, multi-image slide presentation featuring Control Data Corp.'s PLATO computer-based education system, then try the system themselves at the Control Data booth in the Lifestyle and Technology Center.

The 18-projector show, called "The Power of Knowledge," tells of the important role that computers play today in helping to harness the wealth of knowledge available to us.

The presentation focuses on Control Data's efforts to address many of society's unmet needs. It shows PLATO instruction in a variety of settings, from high school students to pilots and engineers. Some of the exciting uses of computers in designing and manufacturing better products are discussed.

After visitors view the presentation they will have the opportunity to go to one of 10 PLATO terminals for a demonstration of the system and experience first hand how it feels to participate in computer-based education. Visitors will be able to select from a variety of subjects such as basic skills, high school skills, personal growth topics, manufacturing simulations and others offered via computer-based education.

The 2,850-square-foot exhibit will be staffed by trained professionals who will help instruct visitors in operating



the terminals and provide answers to any questions about computer-based education.

Luttrell Textile Mill Stores

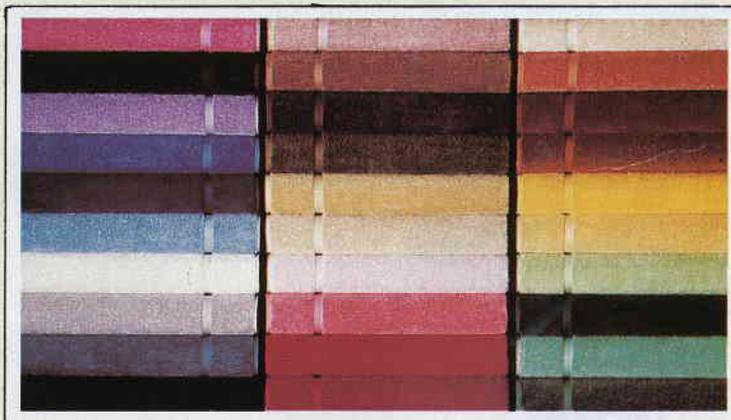
*Selling direct to the public at
low mill prices since 1966*

FAMOUS NAME BRANDS

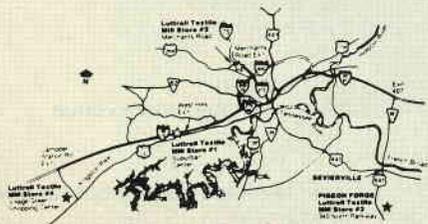
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FIRST QUALITY

- Sheets - Towels - Rugs
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**Monday-Friday 'til 8 pm • Saturday 9 am - 6 pm
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①
**SUBURBAN
SHOPPING CENTER**
8025 Kingston Pike
693-0241

②
MERCHANTS VILLAGE
5211 Camelia Road
687-3901

③
PIGEON FORGE
340N. Parkway Drive
453-1910

④
**VILLAGE GREEN
SHOPPING CENTER**
11527 Kingston Pike
966-0789

North American Philips

Performers to the right, exhibits to the left — so much to see and do at The 1982 World's Fair — which way to turn next?

To help answer that question, the North American Philips Corp. has set up a self-contained mobile television production van to provide closed circuit broadcasting throughout the 72-acre Fair site.

Programming that is being provided by WSJK, local Cable Channel 2, is broadcast on two channels 12 hours per day. This programming requires 25 to 30 hours per week of production time.

One channel carries a daily schedule of events. The second channel presents titillating glimpses of exhibits, attractions and a sampling of the live entertainment to be seen both on-site and at off-site Fair venues. Flashbacks of activities and previews of coming attractions are also featured.

Housing this operation is a custom-built 22-foot mobile television studio containing three portable Philips broadcast cameras, two Philips one-inch helical video tape recorders, a production switcher and other necessary television production equipment. Everything needed for remote or studio-type production is included.

The studio is manned by an extension of WSJK staff and University of Tennessee broadcast students. WSJK has its studio and offices on the UT campus and serves 1.5 million viewers.

All programming is viewed on Magnavox, Philco and Sylvania audio-video televisions supplied by N.A.P. Consumer Electronics Corp. of North American Philips Co.

Niagara Therapy

Niagara Therapy Manufacturing Corp., for 30 years the world's leader in home therapy products, is proud to participate in The 1982 World's Fair in Knoxville under the theme "Niagara, a new source of energy."

Fair visitors stopping by the Niagara exhibit can be treated to the relaxing motion of the Rollassage Chair, of-

fering a moving back massage combined with heat.

Or they can experience the luxurious, but practical, aspects of the Niagara Automatic Adjustable Bed — complete with 1,000 positions — in the patented Niagara massage method.

An Experience
You Won't Forget

Come browse and enjoy the relaxing atmosphere of 30 specialty shops, fine restaurants and theatres, which are uniquely Homberg Place!



Homberg Place

CORNER OF HOMBERG PLACE AT
5204 KINGSTON PIKE

HOMBERG PLACE

HENLEY ST. CUMBERLAND AVE. WEST ON KINGSTON PIKE, LESS THAN 5 MILES

WORLD'S FAIR



Anderson's
CAJUN WHARF

Featuring the Finest in Fresh Seafood from the Gulf, Atlantic & Pacific Coasts
Fresh Oysters on the 1/2 Shell, Gulf Shrimp, Flounder, Red Snapper, Lobsters
Also featuring 4 different varieties of Choice Steaks

Enjoy Beautiful Old Cajun Atmosphere In Our Sazarac Bar Or The Unique Decor Of The Patio Orleans

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TENNESSEE RIVER
SLAY STILES BRIDGE

Little Rock
Nashville
Knoxville

Domestic Exhibits

Shrine of North America

"Giving Children Reasons to Smile" is the theme of the Shrine of North America exhibit at The 1982 World's Fair.

The intriguing pyramid in the Lifestyle and Technology Center beckons visitors to learn — through sight and sound — the unique story of the Shrine and its hospitals, and to discover ways to protect their families from burns in the home.

Everyone knows the Shriners. They're the men who wear unusual hats, march in colorful parades and always seem to be having lots of fun.

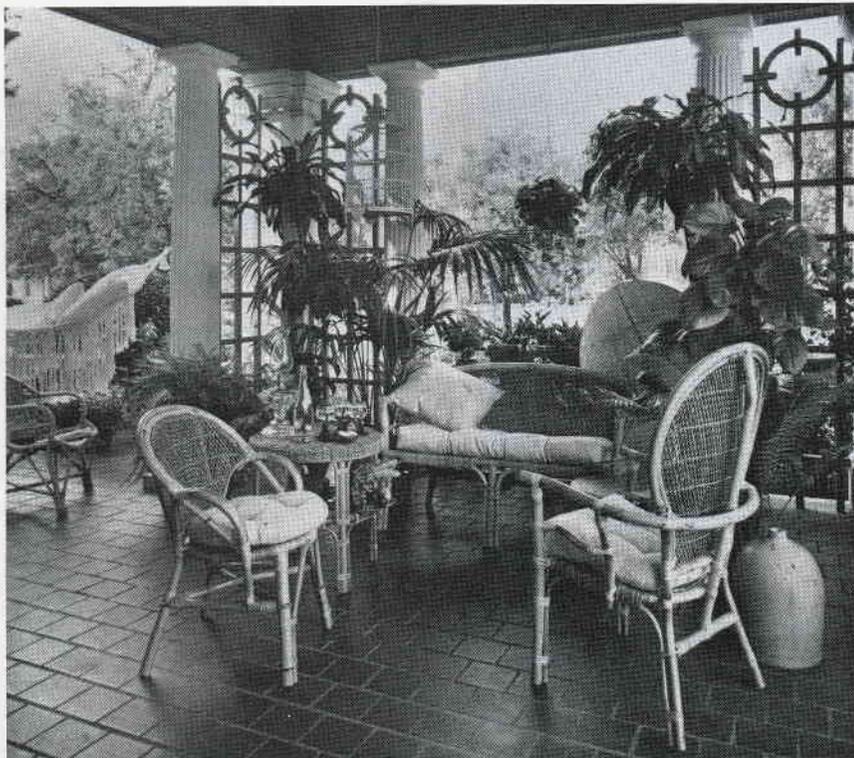
But there is a very serious purpose to all that fun and fellowship. The 21 Shrine Hospitals throughout the United States, Canada and Mexico provide specialized medical services to crippled and burned children absolutely free, regardless of race, religion or relationship to a Shriner. The nearly one million Shriners of North America share membership in

the Masonic Order and a deep conviction that the most valuable asset imaginable is the smile on a child's face.

Visitors and their families will gain life-saving information as they walk through a display showing the most dangerous burn hazards and how to correct them. Ninety percent of all children's burns occur in the home, and visitors may be surprised where the dangers are waiting. Knowledge from the Shriners Burns Institutes may be the most important thing visitors bring home from the Fair.

They may also be surprised at what Will Rogers, John Wayne, Bart Starr and Franklin Roosevelt have in common. They all are, or were, Shriners who made generations of children smile. These men and many other famous Shriners from show business, sports and history are featured along with their personal memorabilia in the exhibit's Hall of Smiles.

" EDITORIAL WITHOUT WORDS "



Home resorts

A resort is either a refuge or a place for recreation, according to Webster. Every home should be one, or at least have one.

Pier 1 is uniquely qualified to help furnish home resorts. For a personal haven or a family game room, Pier 1's furniture, pillows, mats, rugs, prints and posters provide the easy charm of a resort.

The new Pier 1 collections

**Pier 1
Imports**

Knoxville: 8009 Kingston Pike, 693-9021
Mon-Fri 10-9 Sat 10-6 Sun 12-5

Atlanta: 2900-A Embers Rd., 243-4232
2100 Henderson Mill Rd. NE, 934-9942
Mon-Fri 10-9 Sat 10-6 Sun 1-6

Charlotte: 4635 E. Independence, 535-3793
4729 South Blvd., 523-4846
Mon-Fri 10-9 Sat 10-6 Sun 1-6

Chattanooga: 102 Northgate Mall, 875-8647
Mon-Sat 10-9 Sun 1-6

Lexington: 1430 Village Dr, 254-7617
Mon-Fri 10-9 Sat 10-6 Sun 12-5

Louisville: 4165 Shelbyville Rd., 895-1434
Mon-Sat 10-9 Sun 12-6

Memphis: 4659 American Way, 794-1432
3115 Walnut Grove, 458-6021
Mon-Sat 10-9 Sun 12-6

Nashville: 2210 Crestmoor, 383-7184
Mon-Sat 9-8 Sun 12-5

Winston-Salem: 1530 West First St., 722-9591
Mon-Fri 10-9 Sat 10-6

Oilwell Division / U.S. Steel

Visitors to United States Steel's exhibit at The 1982 World's Fair will experience a trip to an oil field.

They not only see working models of an oil drilling rig and an oil field production pump, they can also inspect equipment actually used in oil exploration and production.

This equipment has integral working components cut-away and covered with transparent plastic for easy viewing, a main feature of the exhibit is a graphic of a large drilling rig drawworks or hoisting unit, plus a swivel used in drilling for oil and gas, as well as a production pump and complete pumping unit.

An exhibit about a new seamless pipe mill Oilwell Division is building at its Fairfield (Alabama) Works, and displays showing other machinery, equipment and supplies used in the search for and production of energy are other features of the Oilwell Division exhibit. The new Fairfield Works pipe mill will produce some 600,000 tons of tubular products for the oil and gas industry.

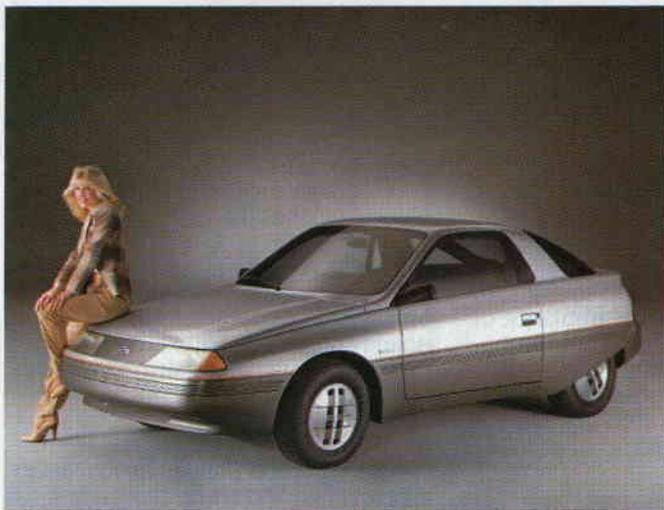
The exhibit theme, "Equipping Energy Industries Worldwide," illustrates the vital role played by Oilwell Division and U.S. Steel in production and distribution of energy. It complements the overall Fair theme, "Energy Turns The World."

The U.S. Steel exhibit occupies about 2,500 square feet in the centrally-located Lifestyle and Technology Building.

Oilwell Division hosts and hostesses are available to answer questions and discuss the exhibit from 10 a.m.



until 10 p.m. each day of the Fair. They can be readily identified by their gray blazers and black skirts or trousers.



Ford Motor Co.

Perhaps more than any industry, automobile manufacturers have felt the impact of inflated energy costs.

Through its exhibit theme, "Energy/New Technology," Ford Motor Co. is endeavoring to demonstrate to Fair visitors the major technological advances which endorse conservation while passing along savings to the consumer.

The centerpiece of the exhibit is the new Alternative Fuel Vehicle (AFV). This concept vehicle, a two-passenger sporty urban car, is capable of operating on natural gas or methane — the same fuel used to heat houses.

It can be refueled at home using a small compressor. Although this vehicle is slightly more expensive than a comparable gasoline-fueled car, it is cheaper in the long-run since it costs substantially less to operate from a fuel standpoint.

Ford Motor Co. has been evaluating alternative fuels suitable for motor vehicles for a number of years. Research indicates no insurmountable technological issues which would prevent an eventual use of these fuels in conventional internal combustion engines.

In addition to the AFV, there are a number of cars and trucks on display at the Ford exhibit. Among these is a cut-away model of the 1982 Ford Escort and an actual 1982 Ford Escort; 1983 Ranger compact pick-up truck and the new propane-powered Granada.

Domestic Exhibit

Holiday Beach Resorts

America's undiscovered vacation secret — Northern Florida and the Mississippi Gulf Coast — is the subject of the Holiday Beach Resorts exhibition in the Lifestyle and Technology Center.

Entitled, "Your Place In the Sun," the presentation addresses itself to vacation opportunities in Northern Florida and along the Mississippi Gulf Coast, and introduces the new concept of "timesharing" to the vacationing public.

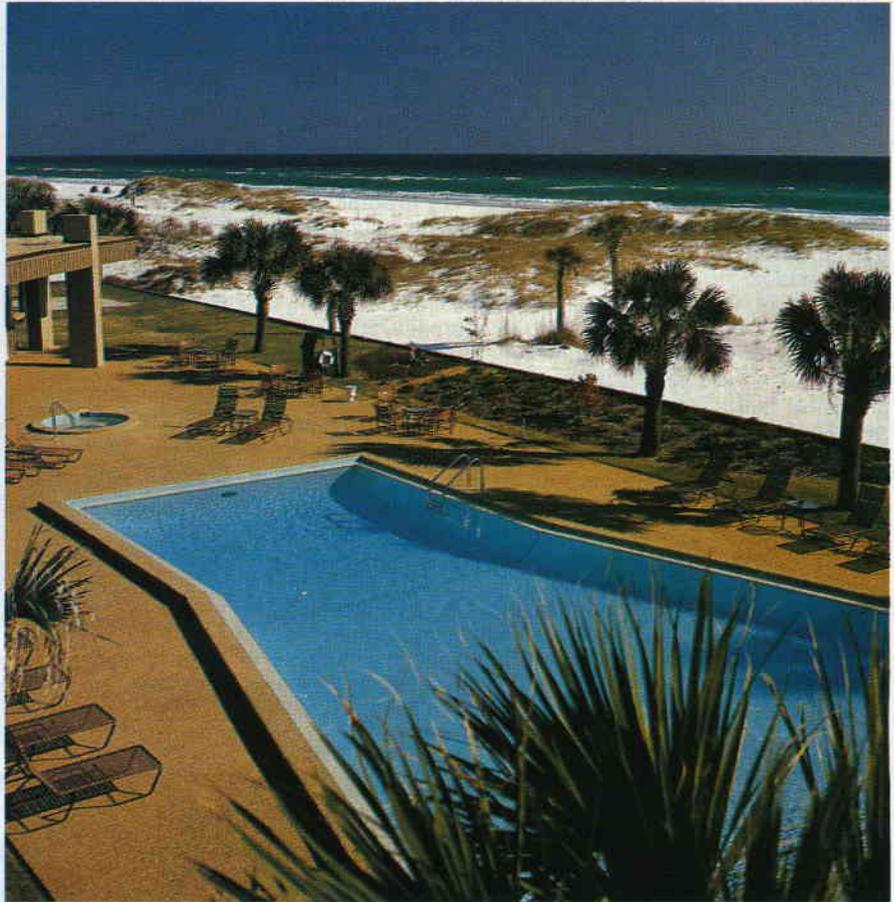
The Holiday Beach Resorts exhibit is more than 2,000 square feet. It includes a reception area, a 44-person capacity theater, and a vacation consulting area for visitors.

The 12-minute entertainment and informational audio-visual spectacular runs continuously each day from 10 a.m. to 10 p.m. The presentation uses 18 projectors and a stereo speaker system created especially for Holiday Beach Resorts.

The show tells the largely untold vacation story of Northwest Florida and the Mississippi Gulf Coast. The beautiful white beaches, the public attractions and the many other recreational opportunities available in the area are revealed, including sports fishing, snorkeling and swimming.

Holiday Beach Resorts, a subsidiary of Windham Co., is developing, marketing and managing timeshare condominiums in Pensacola Beach, Destin, Sandestin and Panama City, Florida and Biloxi, Miss.

In addition to introducing these properties, the audio-visual presentation educates and informs more



than 350,000 visitors to America's fastest-growing vacation phenomenon, timesharing, the newest and most economical trend in long-term vacation planning.

The multi projector and sound show depicts the total holiday ambiance of the area and the resort, from the luxurious family appointed condominiums and the green waters of the gulf, to the top-rated golf courses and grass tennis courts.

And because the timeshare concept allows resort exchanges, the show also features scenes from the more than 500 national and international timeshare locations.

Modern graphics and huge photographic murals compliment the Holiday Beach Resort exhibition reception area. There also are models of the properties and printed literature about the vacation attractions.

More than 100 Holiday Beach Resort employees are staffing the exhibit to provide additional information and help to Fair visitors.

The exhibit was designed and produced by Windham Co. specifically for The 1982 World's Fair.

**For generations,
mothers have taught
their daughters...
White Lily[®]
bakes light biscuits.**



**High, light and fluffy is the way White Lily has
always baked biscuits because White Lily has
always been made from pure soft wheat.**

A World's Fair Tradition

A Popular Bus Stop



Above, visitors to the Great Lakes Exposition in 1936 were greeted by tour guides in nautical attire and transported on special tour buses built for Greyhound Lines, the official carrier for the Exposition.



Greyhound Lines is something of a tradition at world's fairs. Since 1933, Greyhound has carried several million travelers to and from a variety of these fabulous exhibitions that have been staged in the United States during the past 50 years.

The tradition began when Greyhound was named the official motorcoach carrier for The 1933 "Century of Progress" Fair in Chicago. This was the fair that wowed the world with such exciting inventions as X-ray machines and dial telephones, to say nothing of Sally Rand's famous fan dance — at the time an invention in its own right. The 1933 fair proved to be a benchmark for Greyhound in yet another way, for it was there that Greyhound introduced a prototype of its Super Coach — the first streamlined, engine-in-the-rear bus, a vehicle that would revolutionize the inter-city bus industry.

Just a few years later, at the twin fairs staged in New York and San Francisco in 1939, the world had a glimpse of such things as robots that could walk and talk, atom-smashing cyclotrons, and television sets. For its part, Greyhound offered a \$60.95 round-trip fare from New York to the City by the Bay, and many Americans took the opportunity to cruise across the country in a Super



Above, Greyhound Lines brought visitors from all parts of the U.S. to the 1939 New York World's Fair and took them through the fair on board custom Greyhound shuttle trams.

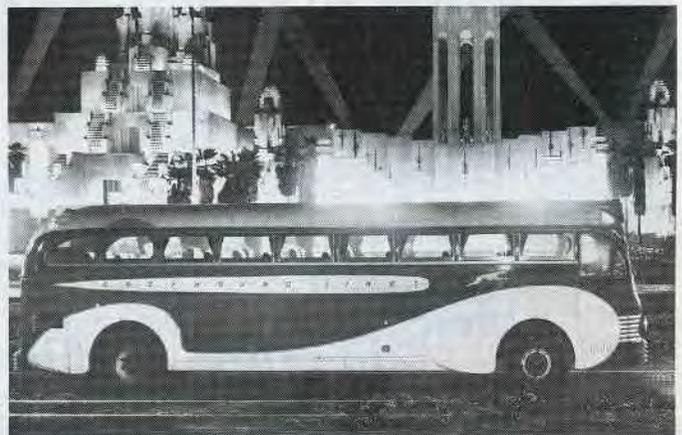
Coach and combine coast-to-coast sightseeing with visits to both fairs.

At the 1964 New York World's Fair, Greyhound's innovations in transportation technology reached another high point. In keeping with the automation and Space Age themes of the fair, Greyhound thrilled fairgoers with its own version of futuristic transport. As for the more practical aspect of its participation, Greyhound organized a separate company, aptly named Greyhound at the World's Fair, Inc., that provided full transportation, sightseeing, guide and information services on the fairgrounds.

Visitors to The 1982 World's Fair will see still another dazzling display of technological advancement made throughout the world. For Greyhound, as the official motorcoach carrier of The 1982 World's Fair, it means the continuation of its long association with America's great world's fairs.

Above, packaged tours combining transportation, lodging and admissions — a travel industry innovation — were introduced by Greyhound at Chicago's 1933 Century of Progress World's Fair.

Bottom, Greyhound at the World's Fair, Inc., built a 60-passenger Glide-A-Ride to provide sightseeing and shuttle transportation throughout the 1964 New York World's Fair.



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*"Additional information or Bible correspondence courses may be obtained by writing:
The Churches of Christ Exhibit, P.O. Box 10683, Knoxville, Tennessee 37919."*

Cimarron Carpets

Cimarron Carpets, the Official Carpets for The 1982 World's Fair, will be in the Lifestyle and Technology Center in association with Focus Carpets of Dalton, Ga., the Official Manufacturer of carpets for The 1982 World's Fair.

The carpet will be displayed in an atmosphere of nostalgia, brought into visuals by a Saga log cabin with a country-French decor enlivened with energy-efficient products of the future.

Visitors can expect to see a display of appliances and home furnishings ranging from a tankless water heater to a Flex-a-Bed designed with comfort and style and featured in the White House. The cabin will capture the most inventive carpeting with color and texture from the "Carpet Capital of the World."

Professional Puppets

Professional Puppets of Florida, Inc. of Jacksonville, Fla., is a manufacturer and distributor of puppets of varied style and character. Included in its exhibit are people puppets such as Mom, Dad, Brother, Sister, Grandma, Grandpa and Mr. Sinn; marionettes, small hand puppets, animal puppets, embraceable and wrap-around puppets, monkeys, rabbits, bears and many more.

There is also literature for instruction on the use of puppets, pre-recorded tapes and scripts for puppet shows, along with a miniature puppet theater. This exhibit provides all one can imagine for teaching purposes, puppet shows or just plain creative fun for schools, churches, daycare centers or personal use for school-age children and adults. Watch for an occasional skit to be presented from the large puppet stage at the rear of the exhibit.



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Corporate Sponsors

Lay's Co.

Known throughout the Southeast for its fresh meat products, Lay's entertains young Fair visitors with the Lay's "3 Little Pigs." These costumed characters have souvenir pictures or visitors may want to take pictures of them with members of the family.

Lay's Co. started in Knoxville in 1913 as a retail meat market. In 1920, it became a full-line meat processor, beginning operation on Jackson Avenue, only a mile from the Fair site. Today, the plant covers nearly two square blocks and is one of the most

modern in the nation.

The Lay's name appears on every company product. Third and fourth generation members of the family are still actively involved in the company.

Lay's meats are the Official Meats of The 1982 World's Fair. The products so chosen include: Lay's famous hams, which are hickory smoked for as many as 15 hours; Lay's bologna and lunch meats; Lay's bacon; Ole Timer Sausage, new recipe that enhances old-time farm-fresh flavor; Touchdown Franks; and 3 Little Pigs Wieners.

Conergy Marketing

In one of the seven renovated houses on the Fair site, Conergy Marketing, Inc. will host the Energy Saving House. The quaint, old-fashioned exterior will reveal little of

the energy-efficient nature of the interior. The entire house has been retrofitted with energy-saving devices.

Gerber

World's fairs are much more fun for the entire family if baby and the toddlers are happy.

Gerber, the world-famous baby products company, is sponsoring the baby care center at The 1982 World's Fair. This facility offers clean, comfortable, private surroundings for changing and nursing infants, or feeding hungry toddlers.

Gerber is making this free service available to families visiting the Fair with infants and small children. No

child-care services are provided, although there is an attendant on duty at all times to assure a smooth flow of traffic in the center.

The center is open and staffed during the Fair's hours of operation. It is in House No. B on 11th Street.

Gerber Baby Foods, the favorite of three generations, are the Official Baby Foods of the Fair. They are available in all restaurants on the Fair site and at commissaries on the exhibition grounds.

Coca-Cola

Visitors to every world's fair have come together in a spirit of brotherhood and a vision of sharing in an international community. They have also shared the universally-popular soft drink, Coca-Cola. Serving Coke is a tradition carried on through 11 international exhibitions during the past 77 years. And The 1982 World's Fair is no exception.

Travelers to the 1905 Lewis and Clark Centennial Exposition at Portland, Ore. refreshed themselves with Coke.

With neon lights cascading

overhead, visitors to the "Century of Progress" Exposition in Chicago in 1933 stepped up to the "Fountain of Light" and, for a nickel, enjoyed the "pause that refreshes."

At The 1964 New York World's Fair, 24,000 people a day toured reproductions of the Taj Mahal, Hong Kong and Rio de Janeiro. And they all found that things go better in the "World of Refreshment" with Coca-Cola.

Amid futuristic buildings and electronic fantasy, visitors to Expo '70

General Electric

General Electric, one of the world's best known companies, proudly presents one of the world's best known musical groups, Up with People, in special appearances during The 1982 World's Fair.

The music of Up With People celebrates the brotherhood of man. Performances include international folk songs, a medley of hit tunes and original music.

Up With People has traveled to more than 42 nations in 10 years. Performances have been made before factory workers, royal families, heads of industry, school children, the sick and the aged. Stages have ranged from Carnegie Hall, high school gymnasiums, Super Bowl XVI, and the White House. Cast members travel about 32,000 miles annually.

A non-profit, educational program, Up With People was created to build understanding and communication among people, cultures and countries while giving young people a unique learning experience. Each year about 7,000 students apply for the program.

General Electric is pleased to renew its long association with Up with People for this special Knoxville presentation. GE employs more than 28,000 persons at plants and offices in 135 cities throughout the Southeast.

Through its presentation of Up With People, General Electric once again "brings good things to life" in a spirited, tuneful presentation of family entertainment that can only brighten a visit to The 1982 World's Fair.

in Osaka, Japan relaxed in the American Park and lifted a welcome toast to the "real thing."

Visitors to The 1982 World's Fair will find the familiar red and white label of Coca-Cola, as well as TAB, Sprite and Mello Yello at specially-designed kiosks about the site.

The Official Soft Drink of The 1982 World's Fair, Coca-Cola is familiar to foreign visitors and Americans alike. It is now sold in 145 countries, making it the most popular soft drink in the world.

Corporate Sponsors

Stokley-Van Camp

Of the many wonderful resources found in the south-central Appalachian region, the people and their folkways lay claim to being the richest of all.

The Stokley Folklife Festival is a celebration of these folkways, presenting the incredible variety of artistic expression through music, dance, storytelling, foodways, craft, sculpture and painting.

The plaza of the Folklife Festival is surrounded by many different areas, each with its own special theme. The small amphitheater on the west side stages many workshops featuring vocal styles, storytelling, instrumental styles, dance classes and audience participation activities. The large amphitheater to the north offers concerts including blues, gospel, bluegrass, country, string bands, and solo performances throughout the entire day.

A sculpture garden celebrating the

ingenuity and artistic expression of regional folk artists can be found behind the large elm tree at the east end of the plaza, a shady place to catch your breath. Inside the historic L & N Hotel there is a craft exhibition area and gallery space, plus an audiovisual room with films, slide-tape shows and video tapes covering a variety of subjects on the region and its people. There are two restaurants, a tavern and the Folklife Shop, too.

In addition to these four areas, craft exhibits featuring basket-making, coopering, blacksmithing, a moonshining, boat building, quilting, woodcarving, marble-making, weaving, stitchery, rifle-making and sculpture can be found throughout the site. Finally, the plaza will be the scene of two daily dance parties with logging, round and circle dancing for all.

Popeye Popcorn

Every year, more than 600 million pounds of popcorn are popped in America. As a consequence, many Americans have become popcorn devotees.

Now, visitors from across the country and around the world can

discover the popcorn the Midwest has loved for years — Popeye Popcorn, the Official Popcorn of The 1982 World's Fair.

Be sure to visit the gaily-decorated stands on the fairgrounds and try it yourself if you already haven't.

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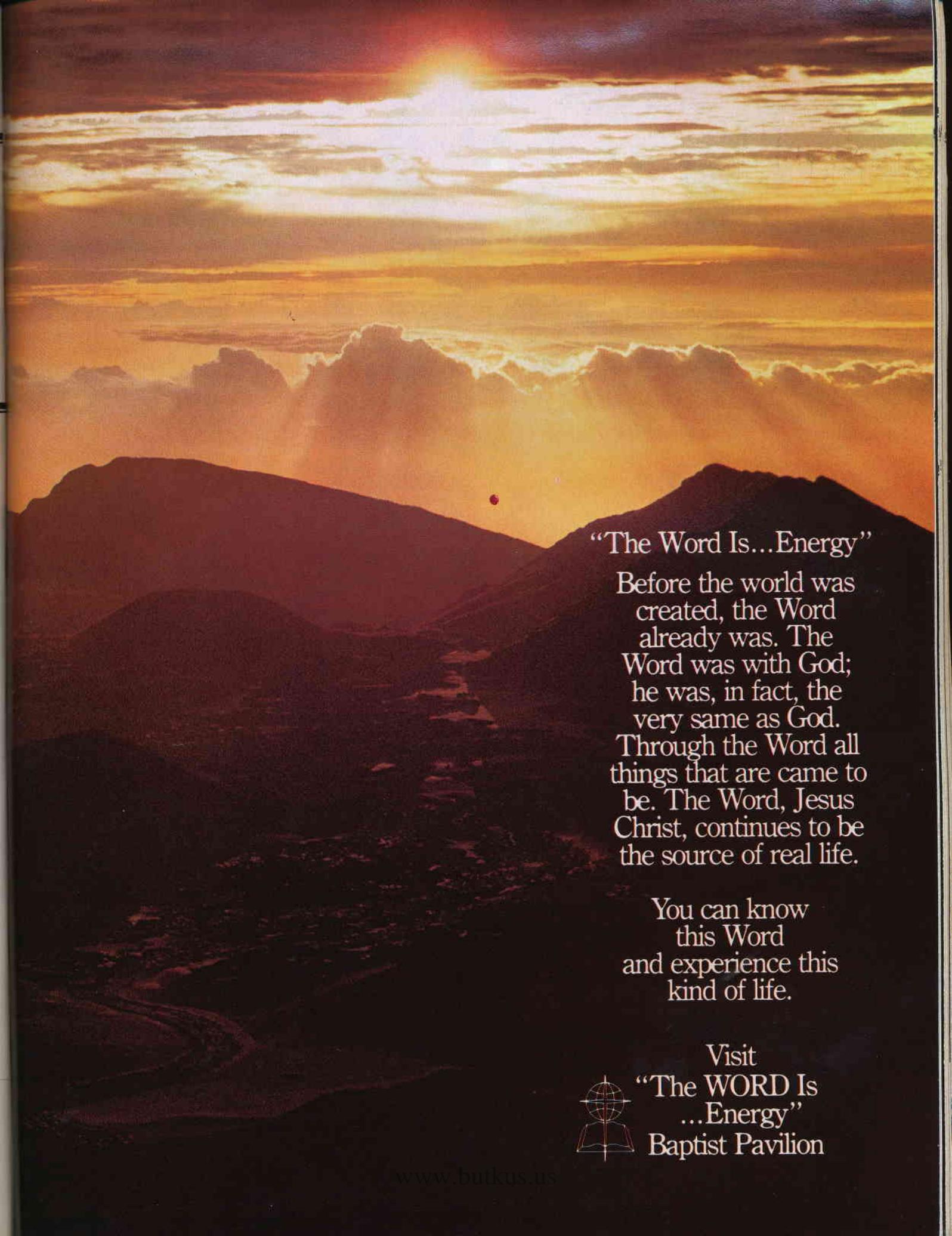


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Before the world was created, the Word already was. The Word was with God; he was, in fact, the very same as God. Through the Word all things that are came to be. The Word, Jesus Christ, continues to be the source of real life.

You can know
this Word
and experience this
kind of life.

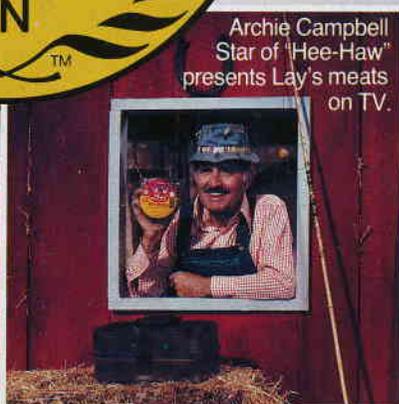
Visit
“The WORD Is
...Energy”
Baptist Pavilion



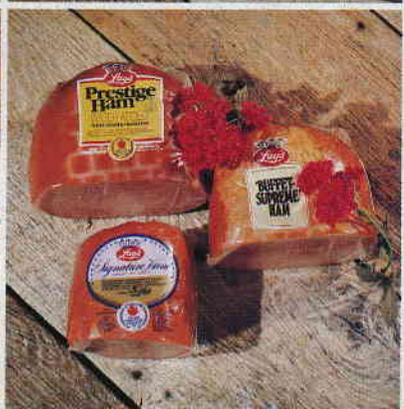
"We'll see you at The 1982 World's Fair"



Lay Packing Company
General Offices & Stockyard
Knoxville, Tenn.



Archie Campbell
Star of "Hee-Haw"
presents Lay's meats
on TV.



Pageantry World

So many ingredients are necessary to create the breathtaking spectacle of color, pageantry and international flair that is ultimately a world's fair.

Helping to create this festive, international atmosphere are the flags and banners that snap smartly in the breeze, crowning the pavilions and poles with ribbons of glory.

The official supplier of flags and banners for The 1982 World's Fair is Pageantry World, which has coordinated the pageantry needs of every Olympics and world's fair in the nation since 1932.

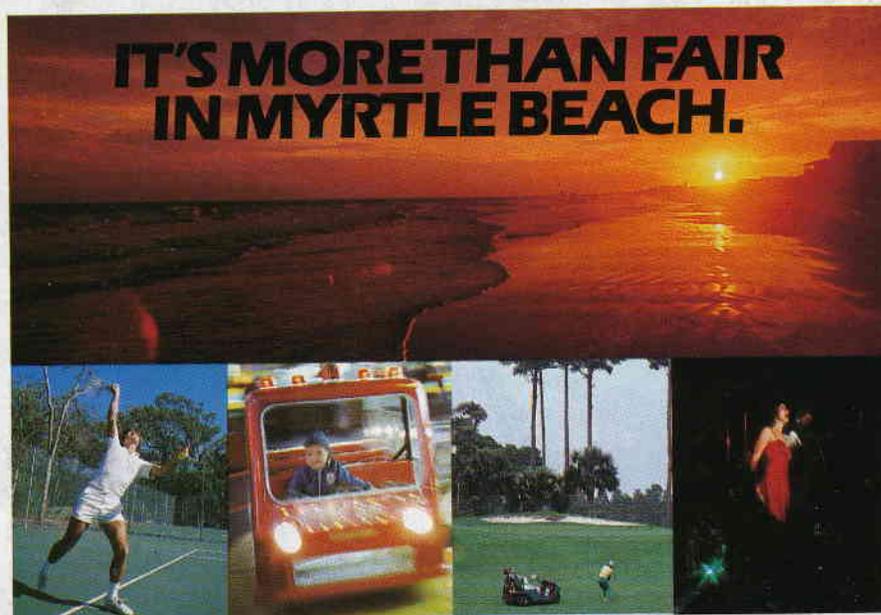
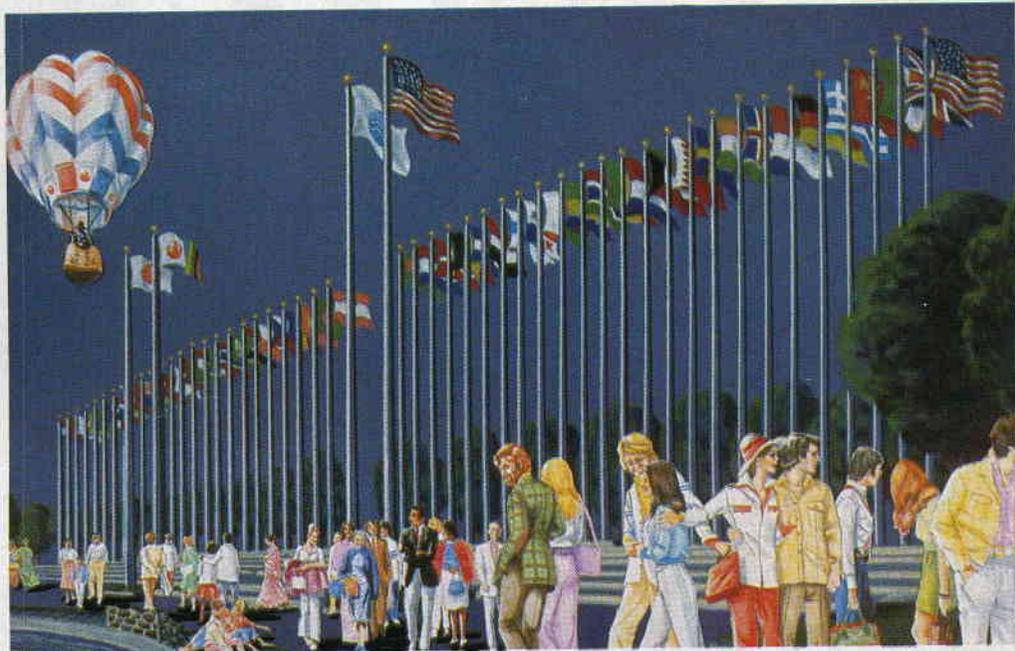
Working closely with Fair architects, Pageantry World's involvement goes far beyond the supplying of flags and banners. It has worked to create a master plan that integrates all site graphics and pageantry.

In a world of constant flux, a firm dealing in global protocol must be constantly sensitive to changes in the international scene. Pageantry World maintains continuous contact with all foreign nations and has created a flag reference library second to none. Expert in this field, it also continuously adapts flags and banners to new uses.

Color-coded banners are used to identify different entrances and attractions on-site and certain graphics and designs are incorporated into banners to direct visitors efficiently to needed stations — such as first aid modules or restrooms.

Walk along any Fair thoroughfare or byway and look overhead. The eye will be assailed by brightly-colored banners, intertwined through the overhead latticework sections which project from pavilions. They help transform walkways into refreshing shade areas as well.

The work of Pageantry World can be seen everywhere — providing colorful memories of The 1982 World's Fair.



It's beautiful, just about all year long. Myrtle Beach is the perfect vacation spot for you and your family. Come learn more about Myrtle Beach at our exhibit in the Lifestyles and Technology Building at the World's Fair. Then come visit us in person. You'll find more than 50 miles of white sandy beaches. And golf, some of the best in the country. And tennis. And swimming. Good food. And night life. After you've seen the fair, come see the beautiful - Myrtle Beach and South Carolina's Grand Strand.



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A brand-new World Car.



Since its introduction, Ford Escort has outsold every import car line.* High-technology engineering has given Escort the room and fuel economy to compare with any of the most modern cars, foreign or domestic.

And for 1982 Escort announces four doors for families, four doors for business, four doors for anyone who prefers the extra convenience.

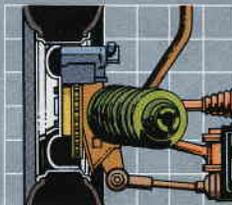


And these four doors open up to all the good things that come in an Escort.

Four-wheel independent suspension helps smooth your road.

Escort is the only American-built front-wheel drive compact on the market that offers fully independent suspension at all four wheels. †
Escort: the driving is easy.

When you drive an Escort you're sitting in a carefully engineered position. Escort's gauges and warning lights help keep you fully informed. And a wide choice of options can make Escort's interior as personal as it is convenient.



Escort efficiency from high technology.

Escort's CVH engine (Compound Valve Hemispherical) helps produce remarkable fuel efficiency.

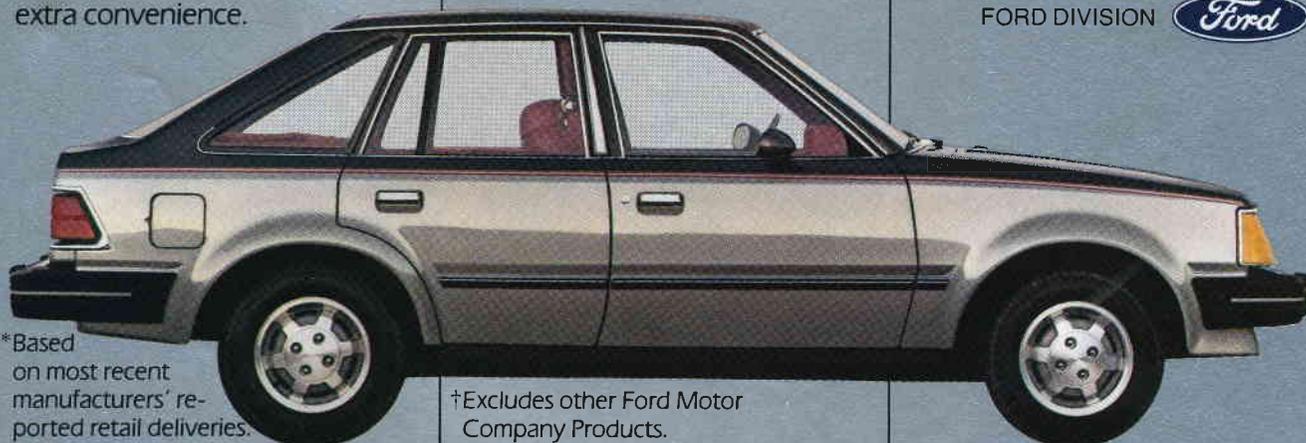


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1982 World's Fair

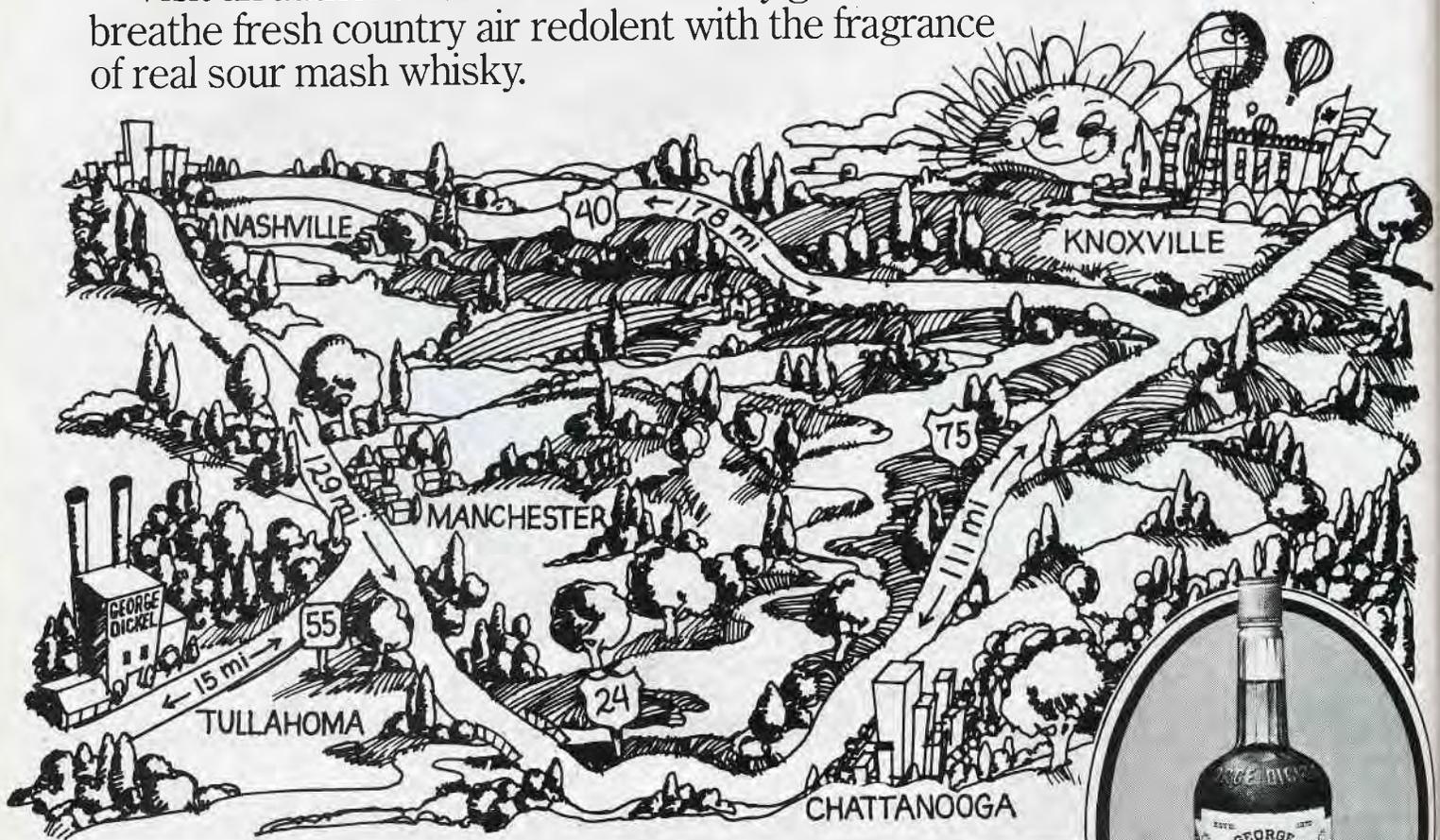


Like natural petroleum, shale oil can be used for many kinds of energy needs. Occidental would like to tell you more about oil shale, a very special resource found right here in America, by visiting our exhibit on oil shale.

The World's Fair gives you a taste of the future. A visit to George Dickel gives you a taste of the past.

Since you probably don't get out this way too often, you really ought to see our place in Cascade Hollow. Tour the distillery and discover why great Tennessee whisky tastes the way it does. See the George Dickel collection of antiques and mementos.

Visit an authentic turn-of-the-century general merchandise store. And breathe fresh country air redolent with the fragrance of real sour mash whisky.



GEORGE DICKEL

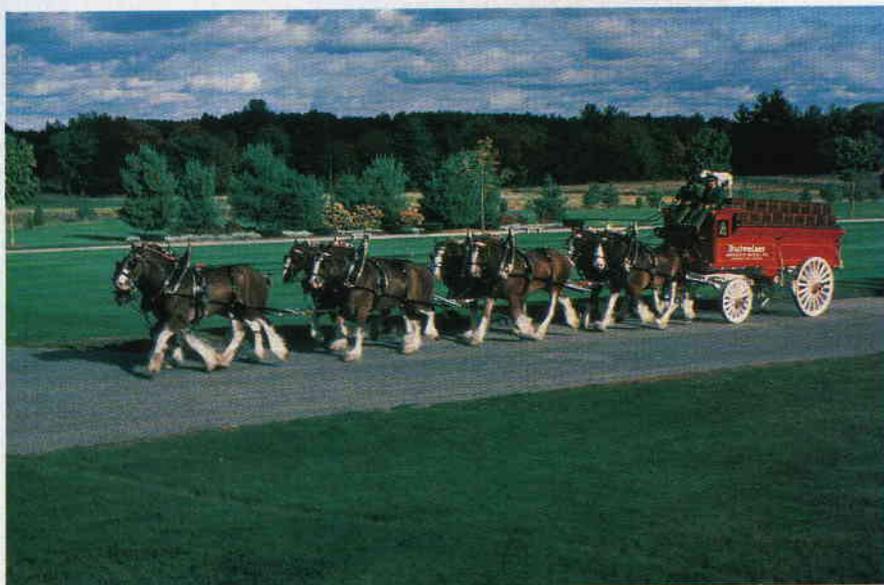
T E N N E S S E E W H I S K Y



Tour hours: Monday-Friday 9 a.m. -3 p.m. Closed Saturday, Sunday & Holidays

Corporate Sponsors

Anheuser-Busch, Inc.



Anheuser-Busch, Inc., the world's leading brewer, is a major participant in The 1982 World's Fair, lending the world-famous Budweiser Clydesdales to the color and pageantry of the daily World's Fair Parade.

The Clydesdales, which for nearly 50 years have been a symbol of Budweiser, travel some 60,000 miles annually and make more than 300 public appearances. They pop up everywhere, from state fairs and local parades to the colorful Tournament of Roses and Orange Bowl parades.

A descendent of huge horses bred centuries ago to carry knights into battle during the Crusades, the Clydesdale is one of the largest breeds of horses known to man. A typical hitch horse weighs more than two tons and stands at least 18 hands high. A Clydesdale is characterized by its bay color, four fleecy white stockings and feet, a blaze of white on the face and a black mane and tail.

Each horse wears a custom-made black and brass harness, valued at about \$38,000, and custom-forged shoes, which weigh four pounds each.

Anheuser-Busch breeds Clydesdales for its three traveling eight-horse hitches at Grant's Farm in St. Louis County. Between 20 to 30 foals are born each year. The 70 to 75 Clydesdales which make their home at Grant's Farm comprise the largest band of Clydesdales in the nation.

The Budweiser Clydesdales are on public display daily. Eight Clydesdales are housed in a specially-constructed timber and fiberglass stable set on a

wooded site at the center of the fairgrounds. The stable exhibit is at the intersection of Clinch Avenue and 11th Street, north of the Korean and Saudi Arabian pavilions and adjacent to the Candy Factory.

Visitors can view the horses' intricate grooming and dressing preparations as the handlers prepare the animals for daily parades through the fairgrounds. Visitors can also see a Budweiser stake wagon built for the 1904 World's Fair in St. Louis on display here.

A two-horse team pulling a Budweiser stake wagon will lead the World's Fair Parade every afternoon. The parade winds its way through the heart of the fair and includes the Du Pont-sponsored marching band, international musical groups, majorette teams, bands, flags and floats.

A renovated house — one of seven in a cluster near the site — has been converted to a beer garden, where guests can purchase Anheuser-Busch products and watch the horses from a large wooded deck.

Anheuser-Busch is also sponsor of the Budweiser/Bar-B-Q/Bluegrass Entertainment, featuring the music and foods of East Tennessee. Two food areas, a stage and a tent (which seats up to 200 people) occupy a 5,000-square-foot area directly east of the U.S. Pavilion.

A bluegrass band performs daily on the stage situated in front of the tent-like covered seating area.

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There's a party tonight at Malarkey, Knoxville's newest hot spot. And you're invited.

Music, dancing, backgammon... now that's Malarkey!

Bentley's

Expect only the finest food and service when you dine at Bentley's. Because that's exactly what you'll get.

Bentley's. One of Knoxville's best.

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THE
KNOXVILLE
HILTON



TAKE THE FAIR HOME



Kodak film is the official film of The 1982 World's Fair.



Take the Fair home in pictures

Tips from Kodak photo experts for picture-taking fun

The very word "fair" conjures up pictures in their mind. The excitement of sparkling lights, the colors, the rides, costumes and characters. And a world's fair — well, it was just made for your camera.

To make the most of this picture-taking opportunity, here are some tips from Kodak photo experts:

- Keep your camera loaded and a spare roll in your pocket. (It seems to be an unwritten rule that you will always run out of film just as something exciting happens or when you reach the point that is farthest away from any of the four photo kiosks).



- Tell a "story" of your visit. A shot of the rows of cars in the parking lot tells immediately that



this Fair is big. A closing shot of a sleepy-eyed child in mom's arms relates without words that this was a full day of fun. Arrange your pictures, slides and movies in a logical story-telling sequence.

- This is the story of you and your family at the Fair, so:

Include family and friends in the foreground of many of your pictures.

Take some close-ups. The expression of awe or sheer joy on a youngster's face will be treasured for years to come.

Ask a stranger now and then to use your camera and take a picture of all of you. Don't be missing from the story because you took all the pictures. (And, don't forget to offer to use the stranger's camera to take a picture of his/her group for their records).

- Whenever you are ready to take a picture, pause for a just a second. Would this shot be better as a vertical or horizontal picture? Would the composition be better if taken from a few feet to one

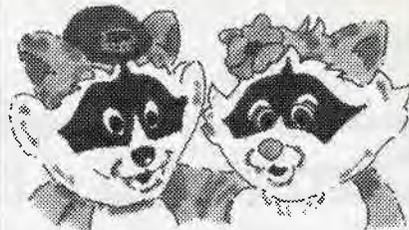
side or the other?

Be sure to take some pictures of the natural titles that are all around — signs, posters, etc. Throughout the fairgrounds you'll find especially photogenic locations indicated with a photo spot sign.

At night, the lights will register just fine, but flash may be necessary for overall good exposure. Whenever flash is used, be sure to keep within normal flash distances.

Always, hold the camera steady and squeeze the shutter release slowly and gently for the sharpest pictures.

If you have any questions, ask one of the photo experts at the photo kiosks.



There will be six whimsical characters wandering through the fairgrounds. They would love to have you take their pictures, so don't be shy about asking them to pose.



www.butkus.us

Corporate Sponsors

Stroh Brewery Co.

For anyone familiar with world's fairs and expositions, the presence of the Stroh Brewery Co. at The 1982 World's Fair should come as no surprise. The Stroh's name is synonymous with at least four such regional, national and international celebrations, here and abroad, since 1887.

Now, Stroh's is making its mark again. Stroh's and Stroh's Light are the Official Beers of The 1982 World's Fair. Additionally, Stroh's is complementing that distinction by sponsoring the unique Strohaus, an authentic Bavarian-style beergarden near the eastern edge of the fairgrounds. The Strohaus features German food and live entertainment, and is open daily from 10 a.m. to midnight.

History is something of which Stroh's certainly has a lot. Consider that the firm — the largest family-owned brewery in America — won three exposition-related awards in a

six-year span just prior to the turn of the century. Among these was the 1887 American Exposition in London. This extravaganza was part of Queen Victoria's jubilee, and the gold medal won by Stroh's was very impressive. It resulted in the addition of a white-on-gold ribbon label being added to every bottle.

The medal Stroh's earned also was depicted on all Stroh's stationery of the 1890s and on the Stroh's label.

Then, at The 1893 World's Fair in Chicago, Stroh's earned the highest award and medal. This generated a new diagonal gold-on-blue ribbon label, and the medal was depicted on promotional items and used until approximately 1914.

According to Stroh's historian Peter Blum, the brewery also participated and won medals in the 1911 Industrial Exposition in Brussels and the 1912 Hygienic Exposition in Paris.

The popularity of Stroh's products

has now reached an all-time high. Last year, Stroh's and its recent acquisition, F. & M. Schaefer Brewing Co., shipped more than 9 million barrels of beer. The products were distributed in 28 states as well as the District of Columbia. The mammoth Stroh's Brewery of today is a million light years away from the small "brauerie" operated by Johann Peter Stroh in Kirn, Germany back in the late 1700s. Today, Stroh's has a brewery in Detroit — featuring the company's singularly-unique, fire-brewed process — and another modern facility in Lehigh Valley, Pa.

Current production of the Stroh Brewery Co. is more than double the volume produced in 1968 when Peter W. Stroh was elected president of the company. Under his guidance, Stroh's has grown steadily to its present prominence.

From one beer lover to another — Stroh's.

Gilman Co.

Gilman Co., Inc. is the supplier of the Official Paint of The 1982 World's Fair.

Based in Chatanooga, Tenn., the 72-year-old company supplied the paint for the Fair structures, enhancing the color and atmosphere of the international exposition.

Gilman supplies specialty coatings to a variety of industries producing furniture, automobiles, farm im-

plements, leisure-time products and other commodities. In addition, Gilman is involved in research and development of new products to meet the future needs of both industry and consumers. The company also manufactures architectural finishes for the homeowner and commercial buildings.

Eastman Kodak

No one would consider a visit to this global celebration complete without a pictorial record of its wonders. Many will preserve this record on Kodak film, the Official Film of The 1982 World's Fair.

Kodak is also providing trained personnel to offer photo information at kiosks at each of the entry gates. They will be happy to provide visitors

with free literature, arrange free camera loans and demonstrate instant photo products. For visitor convenience, Kodak photo products are also available at other concessions throughout the fairgrounds.

Beginners and advanced photographers alike will appreciate the trouble Kodak has taken to identify the most scenic Fair locations. Signs have been erected for identification purposes.

But the fun is just starting. Six whimsically-costumed characters have been created by the Fair and sponsored by Kodak. Throughout the day, they will circulate about the fairgrounds, entertaining visitors and posing for pictures.



Indian Crafts, Ltd., exclusive exhibitor and merchandiser of American Indian artistry at the 1982 World's Fair announced that J.L. Searle has been commissioned to produce two commemorative bronze editions. She will be exhibiting with Indian Crafts, Ltd. during the Fair, represented by twelve bronze editions and more than fifty paintings.

J.L. Searle's work is of Indian subject matter and she has won numerous medals and best-of-show honors at major art shows. She is listed in American Artists of Renown and other publications of established artists.



Official Suppliers

The following firms have been designated official suppliers for The 1982 World's Fair and each of their products are official items being used during the event:

American Express

Avis

Bell Limousine

Dairymen, Inc.

Delta

Eastman Kodak

Coca Cola

Federal Express

Ford

Yale Lock

Kimball Piano and Organ Co.

Kern's Bakery

American Home Foods (Gulden's)

JFG Coffee

Greyhound

Lay's

Philips Information Systems

Stokely-Van Camp

Stroh

Word Processing

Kingtron

Leaf & Tree

Cimarron Carpets

Bunn-O-Matic

Gerber's

Amliner

McKee Baking

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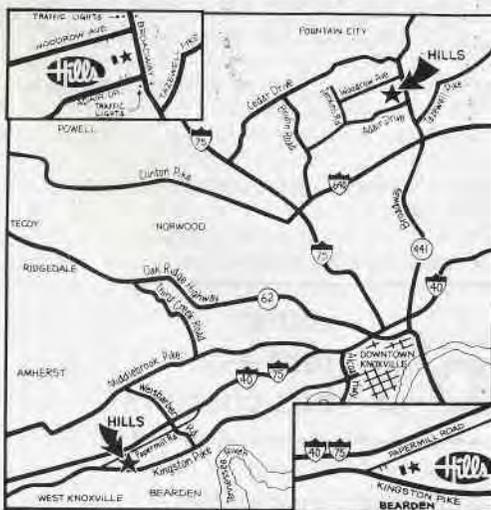
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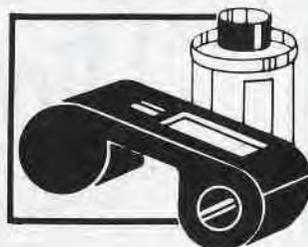
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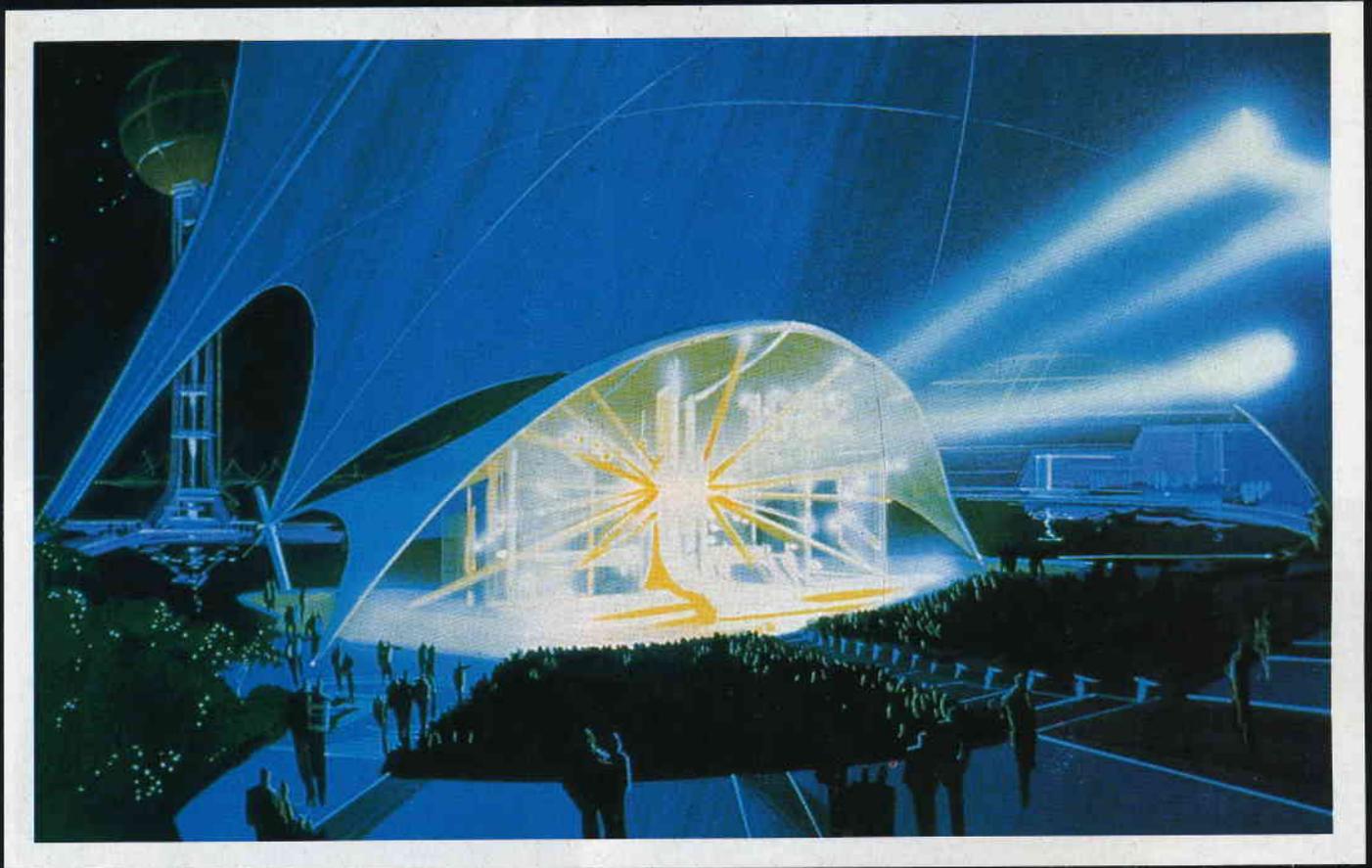
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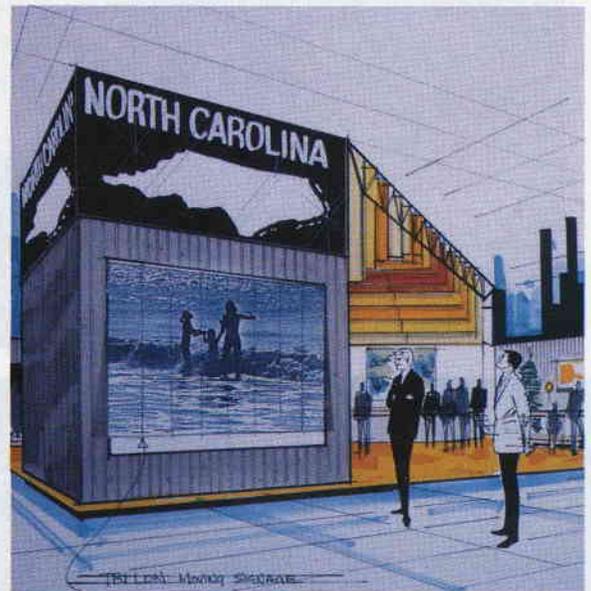
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State Exhibits



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Tennessee

The Tennessee exhibit in the Lifestyle and Technology Center showcases the host state for The 1982 World's Fair with a visual vacation.

Tennessee faces from Dolly Parton and Davy Crockett. Tennessee places from the Great Smoky Mountains to the Mississippi Delta.

A free 1982 Tennessee guidebook is available and trained hostesses will be glad to help visitors locate some of the things that Tennessee is famous for, from the Grand Ole Opry to the

Beale Street Blues. Just ask them where to ride a real steam train, a stern-wheel riverboat or a white water raft — and have a good time Tennessee style.

This exhibit will show visitors why Tennessee is the "Right State at the Right Time" for business opportunities too. Business development personnel will be available to give specifics on the many advantages Tennessee has for new and existing companies.



North Carolina

Tucked away among the mountains and to the east of The 1982 World's Fair is a land of natural beauty and variety — North Carolina.

More than 100 of these mountain peaks reach more than a mile into the sky with Mount Mitchell, the highest, at 6,684 feet above sea level.

The Blue Ridge Parkway traverses these lovely mountains and provides breath-taking views of what lies to the east. Each turn reveals a new sight and adventure.

A short distance from the southern end of the parkway is Cherokee, where its Oconaluftee Indian Village preserves the heritage of the proud Cherokee from 200 years ago. During the summer, the story of the Cherokee and the "Trail of Tears" is told in the outdoor drama "Unto These Hills."

Farther south is Fontana Village Resort, just a short distance from 480-foot high Fontana Dam, the highest dam east of the Rockies. The 30-mile Fontana Lake provides a multitude of water sports including plenty of good fishing.

To the north, some active excitement is available through the Nantahala Gorge. The white water Nantahala, French Broad and Little Tennessee rivers are favorite spots for rafting, canoeing and kayaking.

Here, too, at Boone the outdoor drama, "Horn In The West" tells the story of Daniel Boone and the settlement of the area during the Revolutionary War period.

North Carolina is rich in gems and minerals, nearly 400 different ones. And the Tar Heel State is the only one where each of the four most precious gems — emerald, ruby, sapphire and

diamond — have been found.

In Winston-Salem there's a multitude of things to do. Old Salem, the 18th century restored Moravian community, provides a look at the past. The North Carolina School of the Arts gives an opportunity to see the performing arts up close.

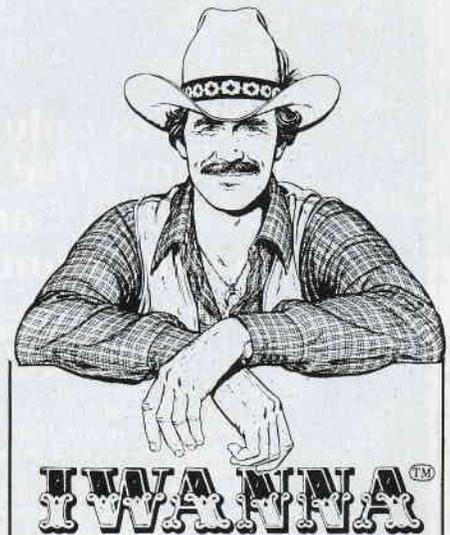
Reynolds House allows an opportunity to see great works of art while visiting the home of the founder of the R.J. Reynolds Tobacco Co., the world's largest. It's also possible to tour the tobacco plant itself in Winston-Salem and the Schlitz Brewery.

To the east is North Carolina's Sandhills, birthplace of golf in America. The history of the game is told in the World Golf Hall of Fame in Pinehurst, along the world-renowned Pinehurst No. 2 course.

Farther to the east are North Carolina's historic beaches. It was here that the first English settlement in the New World was established almost 400 years ago by Sir Walter Raleigh's colonists. However, it vanished a few years later and its disappearance remains one of the world's great unsolved mysteries.

On North Carolina's Outer Banks, an abundance of other history was made. At Kitty Hawk in 1903 the Wright Brothers initiated powered flight and their efforts are preserved in a national historic site.

It was also on these sandy beaches that such pirates as Edward Teach, better known as "Blackbeard," and "Calico Jack" roamed.



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Energy in Motion

All things move. All movement is energy in motion. All motion has a purpose, a cause and effect.

Humanity, over time, by means of its own unique system of memory and reason, has developed ever-higher levels of expectation from the technological environment it has been able to create. This vast expansion of human capability has moved us to a new cross-roads of time.

The recent swift development of micro-technology and its effect on transportation and communications has opened a vast new door to tomorrow and established great potential for new systems and networks beyond our wildest dreams. It is forcing us to re-define time, re-define our applications of energy and, indeed, re-define old concepts of productivity itself.

As our capabilities increase, so does our awareness of our world's inter-dependence, establishing new relationships as well as obligations. So the door to tomorrow is really two doors. It is, first, one of limitless potential for individual creativity, and, secondly, one of greater responsibility for everything affected by it.

What this all means to us is that no matter how incredible an individual idea may be, or how vast a world it may open for us, we must remain ever mindful that all human systems are created by people, run by people to serve people's needs. They are essentially an energy cycle allowing others to more effectively apply their own creative energies as we move dramatically into the Information Age.

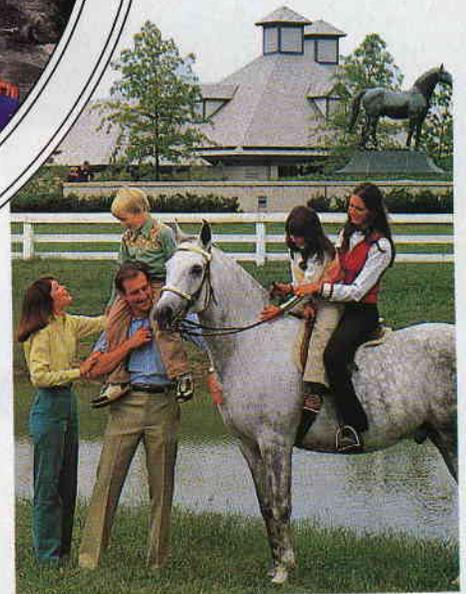
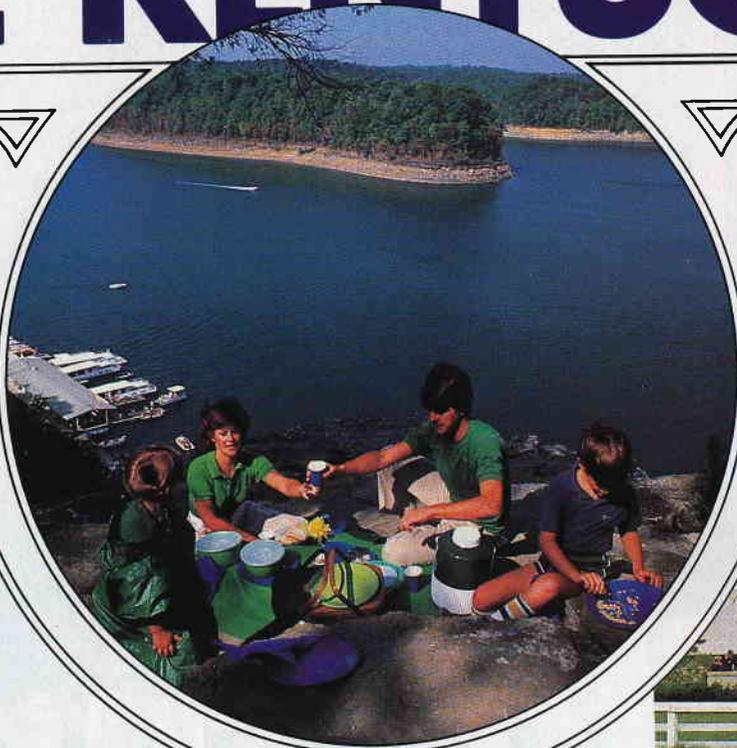
Wright Man

Bill Wright, former baseball coach of the University of Tennessee, will coach the United States team in The 1982 World's Fair baseball championships, June 23-27, at Bill Meyer Stadium.

The round-robin tournament of the world's best teams will include squads from Australia, Mexico, Japan and the United States. The U.S. team will be picked by the U.S. Baseball Federation.

Wright coached 19 seasons at Tennessee and compiled the third-best record in Southeast Conference history. Twenty-one of his players later signed professional contracts.

OH! KENTUCKY

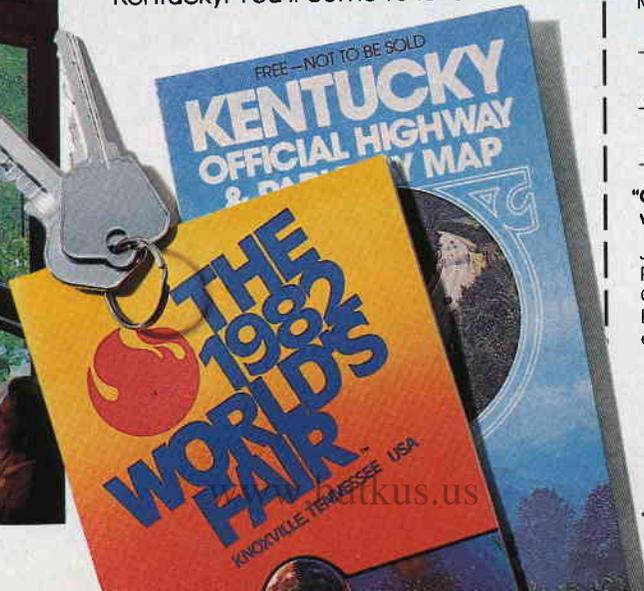
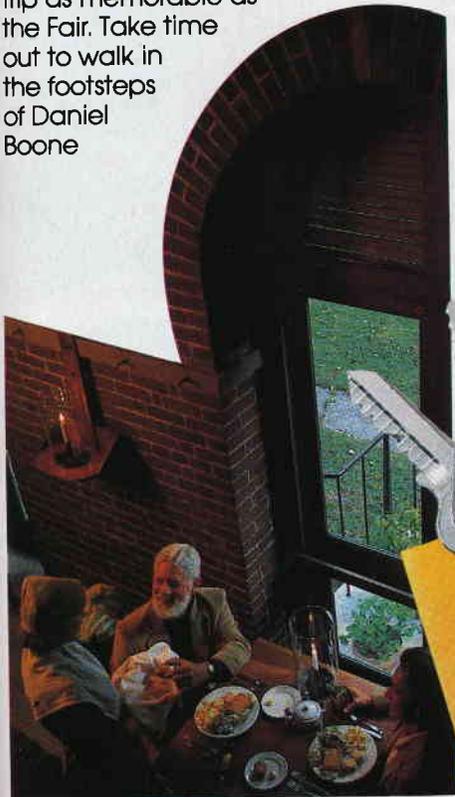


Make your travel to the World's Fair an adventure in itself.

If you're planning to travel to the World's Fair by Interstate, don't pass up the opportunity to make the trip as memorable as the Fair. Take time out to walk in the footsteps of Daniel Boone

and Abraham Lincoln. Step back into the history of My Old Kentucky Home. Or visit the Bluegrass area and the Kentucky Horse Park where you'll find a larger variety of breeds than you could see anywhere else in the world. These and much more are just minutes off the highway in Kentucky.

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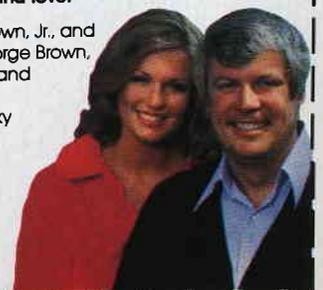
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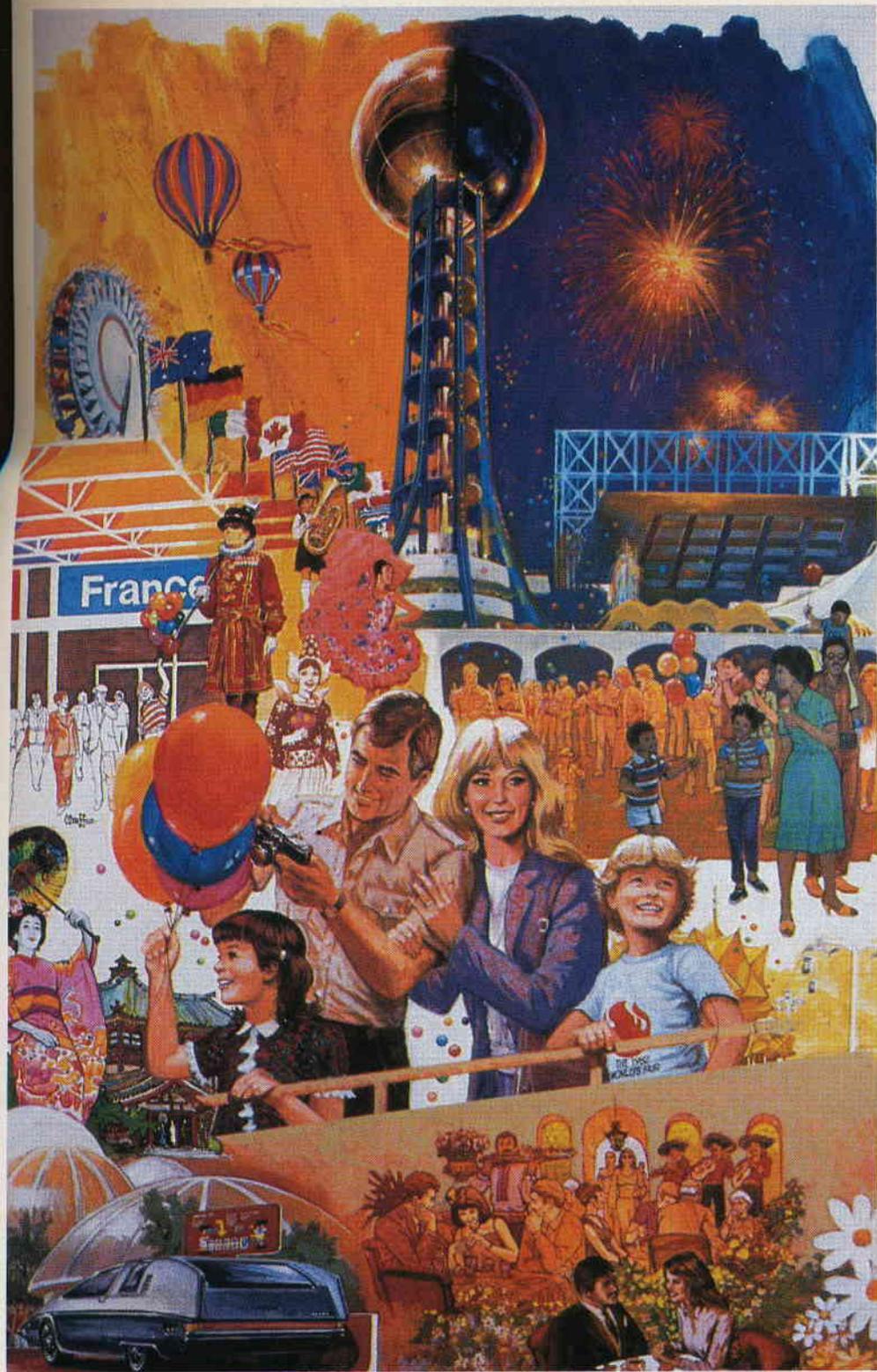
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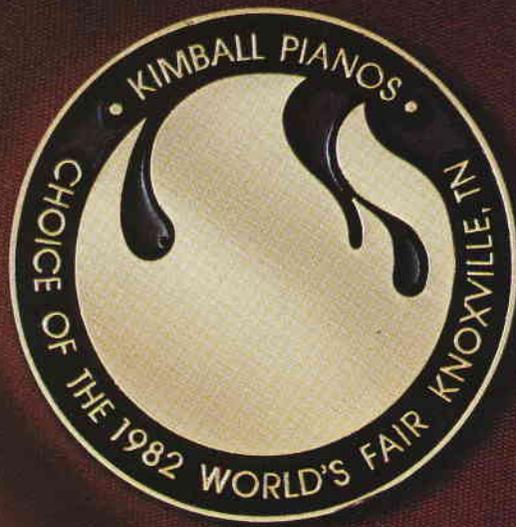
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World Festival of Entertainment

At The 1982 World's Fair, the name for entertainment is the World Festival. Throughout the Fair site, one can enjoy street entertainers, strolling magicians, mimes, jugglers and puppets — all in vivid costumes. These performers will be present 12 hours each day throughout the six-month run of the Fair.

Further, the Stokely Folklife Festival will feature traditional music, dance, crafts, exhibits and films from South-Central Appalachia throughout each 12-hour day. Different performers will comprise each weekly schedule.

The admission ticket also covers a variety of concerts made up of folk, country, pop, contemporary,

bluegrass, nostalgic and international music from various groups and individuals performing daily at numerous theaters and stages on the site. The on-site list will continue to expand as attractions are added.

In addition to these concerts, the World Festival presents a Folklife Festival on Wednesday evenings and a Pops Concert on Sundays with music from such entertainers as Ava Barber, Roberta Peters, Chet Atkins and Peter Nero performing with the host Knoxville Symphony Orchestra and other regional symphony orchestras.

There is a daily parade, featuring numerous parade units and The 1982 World's Fair Marching Band, along

with high school bands from all over the country. These bands will also perform on stage in concert along with jazz bands, clogging groups, choirs and other music ensembles. The Fair site will provide continuous entertainment, peaking each night with an amazing fireworks show.

Nightly, the World Festival presents international symphonies, theater, opera, ballet, celebrity performances and championship sports. These extravaganzas will be staged at facilities near the Fair. Separate admission tickets will be required for these events. Telephone and charge card orders will be accepted by contacting 615/971-1750.

National Weeks

Republic of Korea
May 17-23
(National Day is May 18)

France
May 24-26

European Community
May 27

Italy
May 29-June 6
(National Day is June 2)

The Philippines
June 10-12
(National Day is June 12)

Australia
June 14-20
(National Day is June 16)

United Kingdom
June 21-27
(National Day is June 23)

United States of America
June 28-July 4

Japan
July 12-18
(National Day is July 12)

Federal Republic of Germany
July 19-25
(National Day is July 21)

Hungary
Aug. 16-22

Canada
Aug. 23-29

Saudi Arabia
Aug. 30-Sept. 5
(National Day is Sept. 23)

Mexico
Sept. 13-19

- The People's Republic of China and Panama weeks will be announced later.

Theme Weeks

May 17-23
Folk Medicine Week

May 24-30
Roots of Appalachia Week

June 7-13
Storytelling Week

June 14-20
Family Week

July 5-11
Occupational Week

July 20-21
Old Time Radio Reunion

Aug. 2-8
Native American Week

Aug. 9-15
Gospel Week

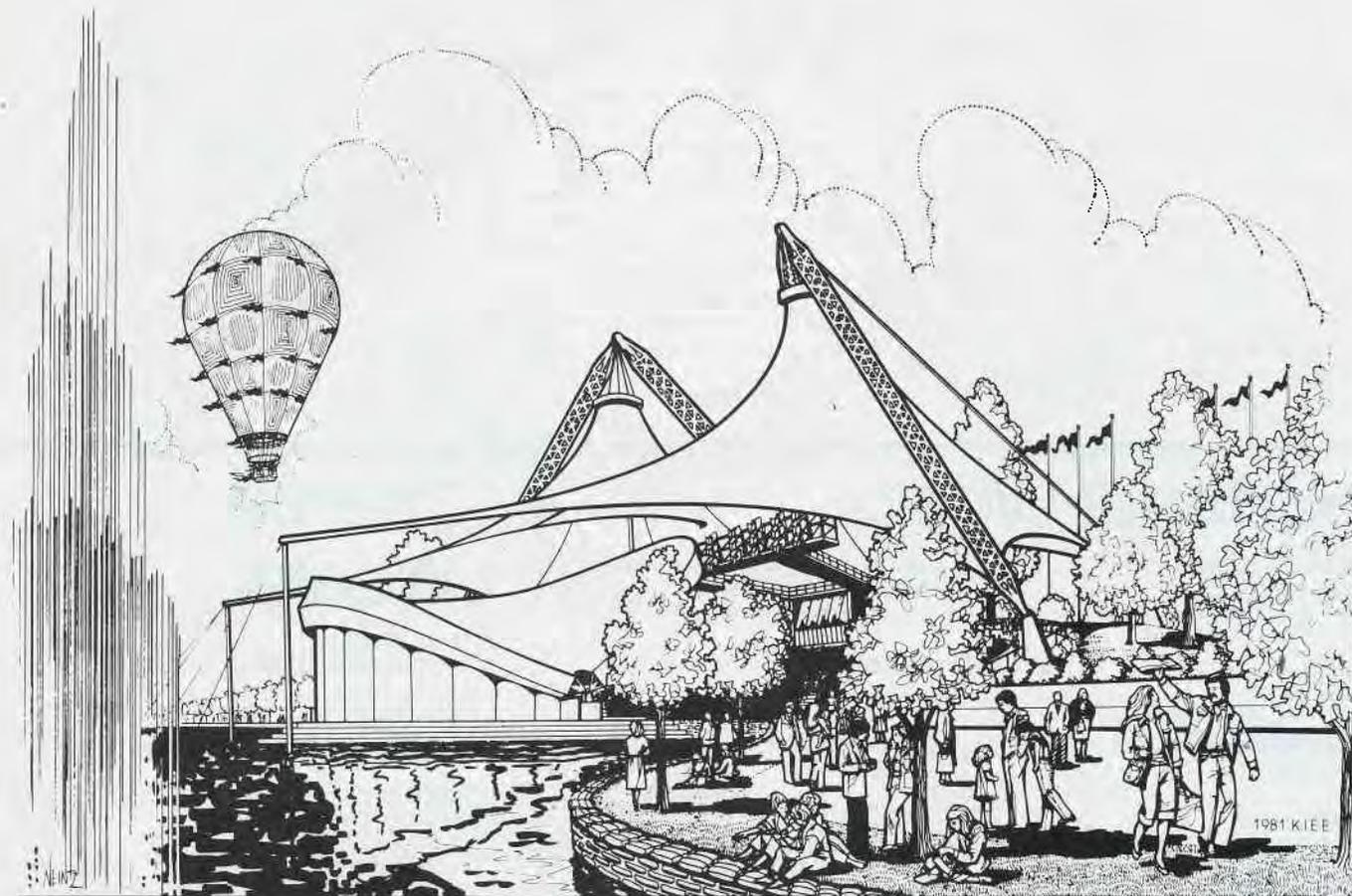
Sept. 6-12
Women's Culture Week

Sept. 13-19
Coal Mining Week

Oct. 11-17
Harvest Week

Oct. 18-24
Family Week

State of Tennessee Amphitheatre



One of the most striking structures at The 1982 World's Fair is the futuristic fiberglass "tent-styled" State of Tennessee Amphitheatre.

The translucence of the fiberglass

fabric and the open-sided design provide a striking outdoor feeling, while the twin 76-foot peaks of the main audience structure create a dramatic visual effect that can be seen throughout the fairgrounds.

An added benefit of the open-sided design is that it extends audience viewing beyond the actual enclosure. There is covered seating for 1,443 spectators with enough room around the perimeter of the amphitheatre for up to 1,000 more. Many per-

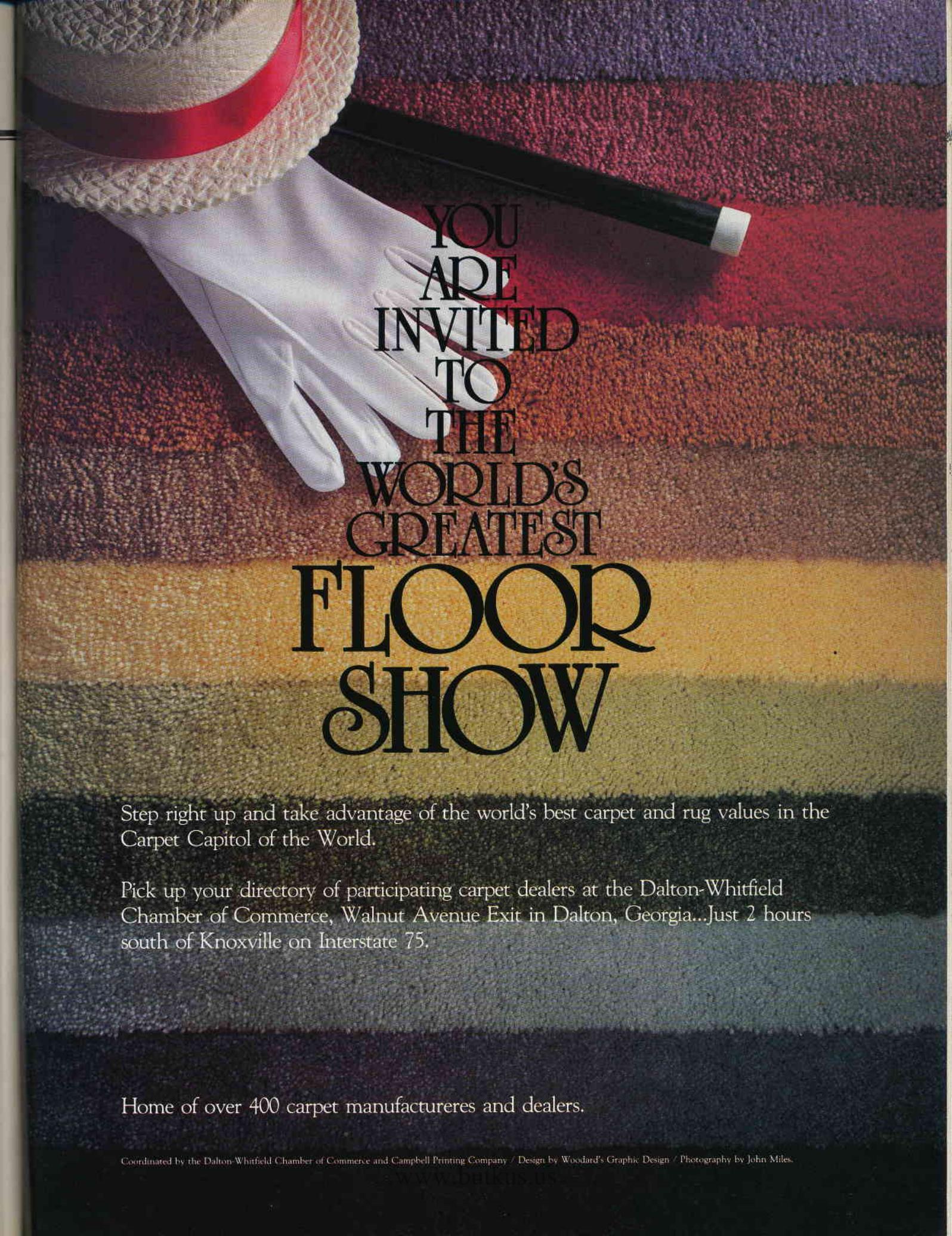
formances are visible from across the Waters of the World Lake, increasing the actual audience size to nearly 6,000

For some theatrical productions a "black box" effect can be created by enclosing the rear of the stage with a large curtain. This allows better use of stage lighting systems.

To provide acoustical excellence, the saddle-shaped stage creates a bandshell which directs sound toward the audience.

After the six-month Fair is over, the State of Tennessee Amphitheatre will become Knoxville's permanent outdoor home for artistic and cultural events.

Designers of the amphitheatre were McCarty Bullock Holsaple, Architects of Knoxville and Geiger Berger, Engineers of New York.



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