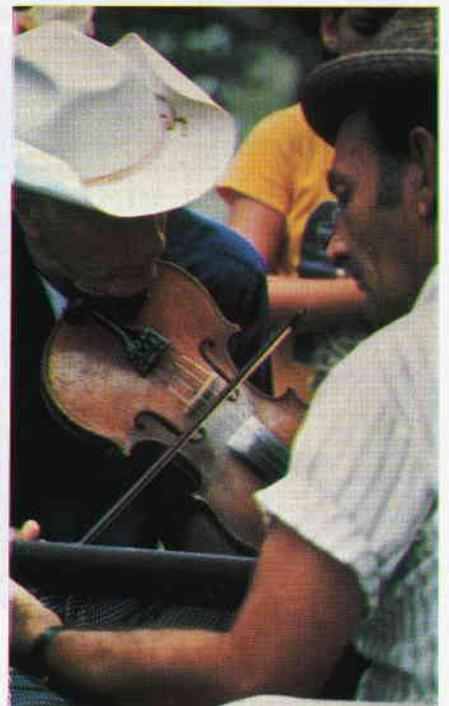


Surrounding Areas

Appalachia



BO PROSUS



Appalachia is not only the subject of numerous articles, books, federal studies, media presentations, university theses, historical documents and corporate researches; it is also a major theme being showcased at The 1982 World's Fair. The Fair's Folklife Festival, which is wholly devoted to the discovery of the Appalachian experience through its arts, crafts, music and lifestyle.

Southern Appalachia includes West Virginia, Virginia, South Carolina, North Carolina, parts of Maryland, Tennessee, Georgia and Kentucky. The historical and topical relevance of this region becomes apparent with the realization that it is one of the world's richest in natural resources, yet has the highest poverty level of any area in America.

The predominant cultures that supplied the pioneers of this territory were the Germans, Swiss, French Huguenots, Welsh, English and Scotch-Irish (by far the dominant in sheer numbers).

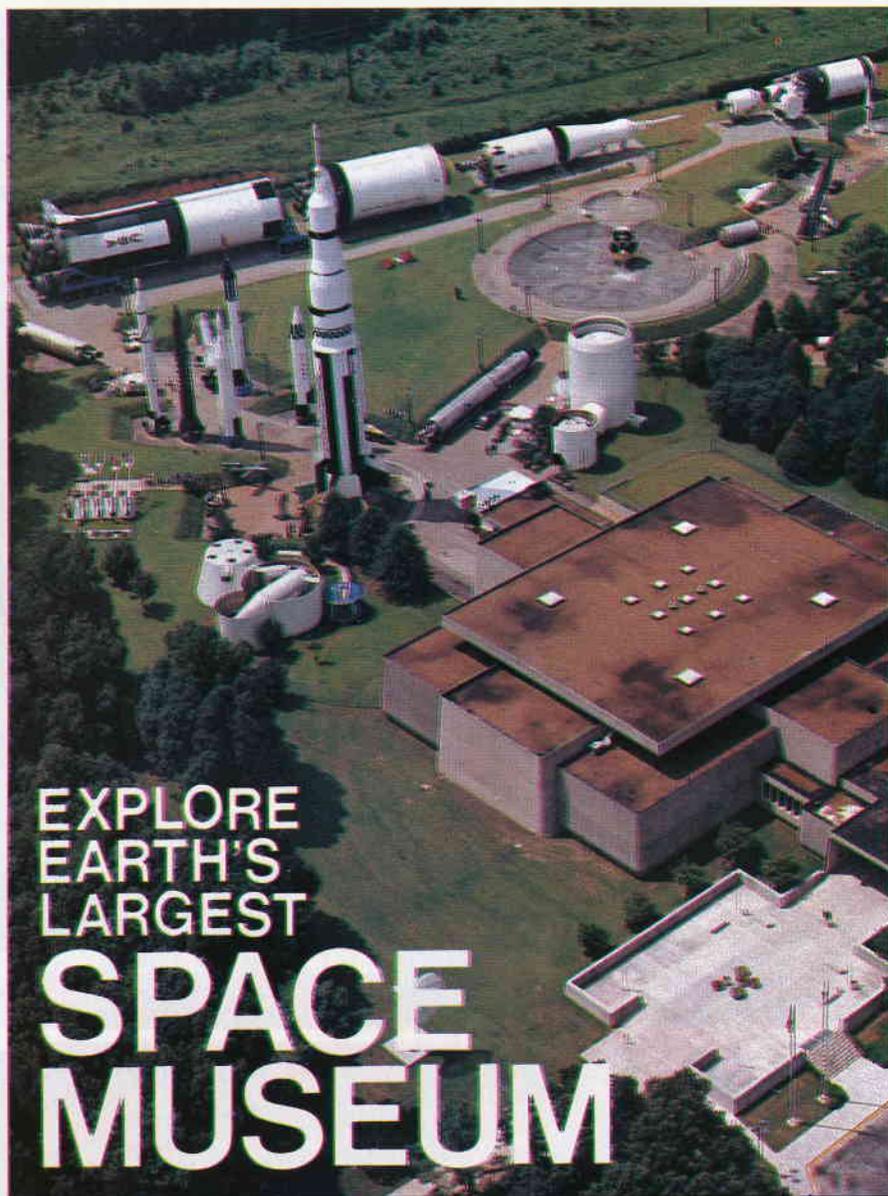
This strong Scotch-Irish influence can be traced to settlers who were driven to America by heavy English taxation and the potato famines of the 1700s.

These clever, mostly-literate people, many of whom were teachers and classical scholars, brought a frugal and industrious nature to the colonies. Blessed with the ability to make do with what lay at hand, their skills encompassed agriculture, animal husbandry, woodworking, leather working, metalworking and many others. With their businesses destroyed by English taxation, most were forced to take passage as "redemptioners" and to fulfill terms of indentured servitude.

This group carries the distinction of being the best educated migrants to the youthful colonies, and by the year 1775, the most populous.

Prevented by Indian treaties from migrating west of the Appalachian Mountains, they traveled southwest into Virginia to the Carolinas. Like their ancestors and influenced by established settlement patterns, they claimed land in mountain coves and high meadows and the hilly country of the Blue Ridge Mountains.

Fiercely independent and freedom-minded, they joined in strong support for the cause of an independent America.



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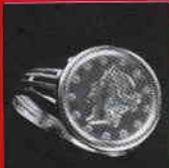
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Surrounding Areas

Appalachia



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During Reconstruction, mountain support for the Union cause was viewed dimly and in an area already hard hit with poverty, funds were seldom allocated for the needs of the mountain folk. Schools closed, roads went unrepaired. The proud, intelligent settlers whose schools had once been the model for the American public school system became victims of poverty, illiteracy, health problems, and journalistic stereotyping.

Compounding these problems was a well-meaning, but closed-minded, attempt to educate Appalachian children to an identity that was a total rejection of everything inherent in the Appalachian identity — dialect, manner, oral tradition and religion. A sense of shame was attached to everything Appalachian.

Exploitation by outside industrialists and rape of their natural resources continued the demoralization process.

In the last few decades, America has matured in its understanding of the riches contained in its subcultures.

The voice of Appalachia grows stronger with each passing day through the works of such native writers as James Still, Harriette Arnow and Wilma Dykeman.

And now this voice is being given an international forum as The 1982 World's Fair celebrates the color, warmth and richness that is the Appalachian tapestry and lifestyle.



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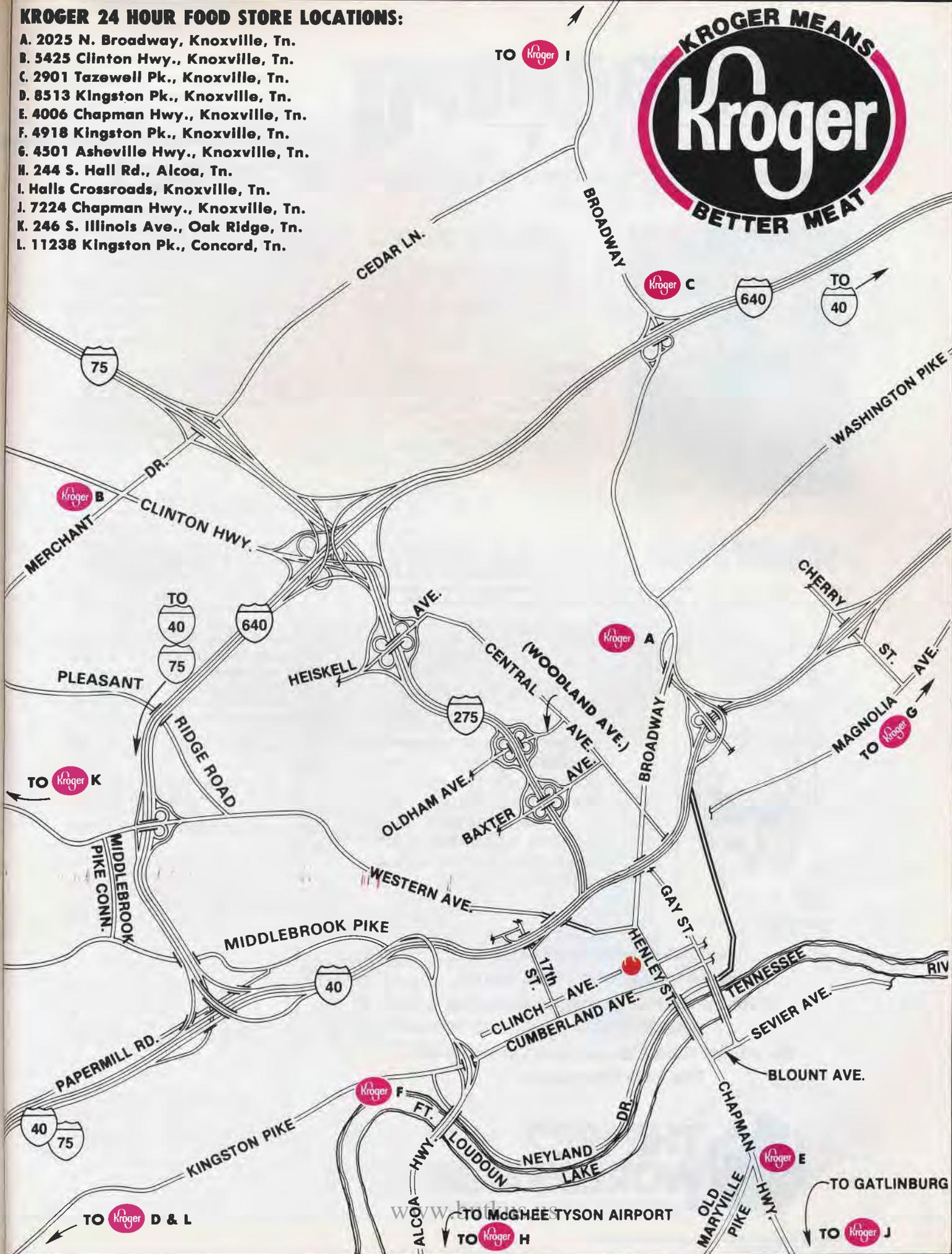
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- H. 244 S. Hall Rd., Alcoa, Tn.
- I. Halls Crossroads, Knoxville, Tn.
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MAY-OCTOBER, 1982 KNOXVILLE, TENNESSEE USA

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As visitors approach Knoxville and enter the city, they will see trailblazer signs directing them to parking areas. These signs bear the Fair's flame logo for easy identification.

For the estimated two-thirds of visitors arriving by auto, more than 13,000 parking spaces are available on weekdays and another 5,000 spaces can be found on weekends and holidays when most downtown employees are not working. The Fair is providing 10,000 to 11,000 of these spaces at distances up to about a mile from the Fair gates. These Fair-designated lots have a standard \$6 parking/transportation fee, which includes round-trip shuttle bus service. K-Trans, the city-owned bus system, provides charter service for lots which are more than 2,000 feet from a Fair gate.

K-Trans has augmented by its service by adding 40 more buses to its fleet of 80, with plans to lease more as needed. Buses will also operate to the Fair from various hotels, motels and campgrounds, as well as for the convenience of visitors staying in Pigeon Forge, Gatlinburg and other outlying areas.

The 1982 World's Fair will accommodate these buses when they arrive at the Fair with special unloading and boarding areas at two of the gates.

Unloading and loading facilities for charter and tour buses will be centered in the north parking lot adjacent to the North Gate.

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Official Artist

Peter Max



World-famous artist Peter Max is the Official Artist of The 1982 World's Fair.

Max, whose paintings and limited edition graphics have been exhibited in major museums throughout the world, will house his Peter Max "Liberty" at the U.S. Pavilion during the Fair.

Max's work includes being commissioned by the U.S. Postal Service to create a stamp commemorating "Expo 74," The 1974 World's Fair in Spokane, Wash. He also was commissioned to create the book "Peter Max Paints America" to commemorate the Bicentennial and chosen by the U.S. General Service Administration to design bilingual welcome murals for Canadian and Mexican border stations.

Max has also created the philatelic cachet representing the United States for the UNICEFF International Flag Stamps Program. He painted six "Ladies of Liberty" at the White House as part of President Reagan's Fourth of July Celebration in 1981.

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WTVKnoxville

Surrounding Areas

Nashville

A visit to Tennessee would not be complete without a visit to Nashville, also known as "Music City, USA."

Just a few hours drive west of The 1982 World's Fair, Nashville is the capital city of Tennessee, but better known for the Grand Ole Opry and the Hermitage, the home of President Andrew Jackson.

Chronologically, Nashville was born as a pioneer fort erected in 1779, but for "Music City, USA" the founding was 1925. That was the year National Life and Accidental Insurance Co. of Nashville was granted a license to operate a radio station and clear channel 650-WSM came into being.

From the inception, a show was aired as the WSM Barn Dance. But two years later the name "Grand Ole Opry" was adopted. Then, in 1943, after three previous moves, the Opry relocated to the 3,000-seat Ryman Auditorium where it remained until March 1974.

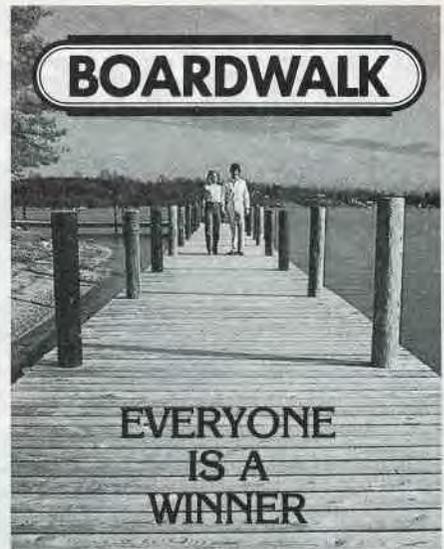
The Opry now has a \$22 million

home. The fabulous 4,400-seat Opry House at Opryland USA is the largest broadcast studio in the world and the most sophisticated theater in America.

But Nashville has even more for the music lover. A trip to Music Row is a must. In this small area, comprised of two avenues and several connecting streets, are most of the 237 music publishers, 34 talent agencies and 57 recording studios which dominate Music Row and the Nashville music industry.

Nashville is blessed with a wealth of Greek architecture, the prime example of which is the Parthenon. This beautiful edifice is an exact replica of its famous namesake in ancient Greece. The focus of tourist interest is in the delightful display of art and history.

Like all of Tennessee, Nashville and its setting amidst Middle Tennessee beauty is breathtaking.



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Black and White Mural

Remembering Fairs Past

London

Depicted at the top of this mural is the first world's fair, The Great Crystal Palace Exhibition staged in London in 1851. Sponsored by Prince Albert during the reign of Queen Victoria, the fair consisted of a single structure made of metal, glass and wood which covered 19 acres. It was 1,851 feet long (to correspond with the date) and more than 6 million visitors attended. Since that time, there have been some 70 expositions of world's fair caliber.

Paris

Next follows a montage of centerpieces from past world's fairs. Spectacular vertical towers have been a trademark of many fairs of the past. The first, and highest, was the Eiffel Tower built in Paris for The 1889 Paris Exposition. It was the first use of steel and was purposely a spectacular exercise to exemplify the marvels of this "new" material. It is almost 1,000 feet high and remains the tallest structure ever built for a world's fair.

Brussels

The geodesic dome in the center is the U.S Pavilion from Expo '67. Towering above it, on the mural, is

the Atomium, symbol of the 1958 Brussels Exposition. The high tower with the face on it to the extreme left is the Tower of the Sun which was the centerpiece of Expo '70. Beneath it can be seen "Aquapolis," the floating city that was the centerpiece of Expo '75 in Okinawa.

Chicago

The three-towered structure is actually four towers. It was the Federal Pavilion at the Century of Progress in Chicago in 1933. This structure was also the Temple of Music for The 1901 Pan-American Exposition in Buffalo. Unfortunately, it was also the site of President McKinley's assassination. It seems he liked the Fair so much, he decided to stay an unscheduled extra day which proved his undoing.

Philadelphia

The 1876 Philadelphia Centennial Exposition displayed to the world that the United States had come of age as a technological and economic power. The Corliss Steam Engine shown here (bottom center) was the largest engine ever built by man and stunned the world. It was used to power machinery at the fair. It also marked the beginning of energy as an important world's fair subject. A subject which continues here in Knoxville in 1982.

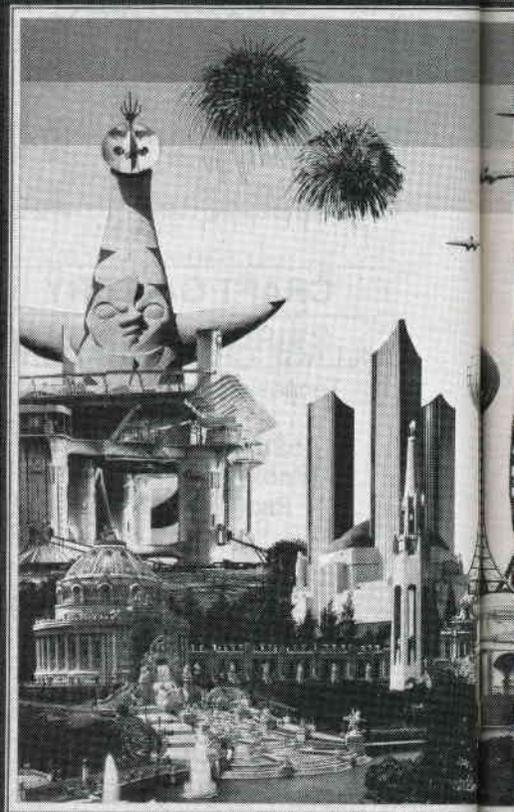
France

Notice the hand and the torch of the Statue of Liberty. France brought just this portion of the statue to the Centennial Exposition to help celebrate the 100th anniversary of America. After the fair, it was returned to France until completion of the final statue and its installation in New York Harbor in 1886.

New York

The Trylon and Perisphere was the centerpiece of The 1939-1940 New York World's Fair. With this fair, America (just emerging from the Depression) became filled with renewed hope as images of its marvels were described on radio and transmitted via magazines and newspapers.

For copies of this poster, suitable for framing, send \$6.95 to: Levitan Design Associates, 39 W. 29th St., New York, N.Y. 10001



From the collections of Peter M. Wanner and Bernard Rosenthal.

Since their inception in 1851, World's Fairs have been a demonstration of the best we have to offer. They are punctuation points in history. They bring people together for the common benefit of all mankind and point the way to a more hopeful tomorrow.

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Key Identification

1853-1854
The New York Crystal Palace
The first American World's Fair
held in Bryant Park in New York City.

1876
The Centennial Exposition
Philadelphia, Pennsylvania.

1893
The Columbian Exposition
Chicago, Illinois.

1904
The Louisiana Purchase Exposition
St. Louis, Missouri.

1904-1906
The New York World's Fair
Flushing Meadows, N.Y.

1939-1940
The New York World's Fair
Flushing Meadows, N.Y.

1959-1960
The New York World's Fair
Flushing Meadows, N.Y.

1964-1965
The New York World's Fair
Flushing Meadows, N.Y.

1967-1968
The New York World's Fair
Flushing Meadows, N.Y.

1976
The Bicentennial Exposition
Buffalo, New York.

1982
The World's Fair
New York City.

1851
The Crystal Palace
London, England.

1876
The Centennial Exposition
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1967-1968
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St. Louis, Missouri.

1904-1906
The New York World's Fair
Flushing Meadows, N.Y.

1939-1940
The New York World's Fair
Flushing Meadows, N.Y.

1959-1960
The New York World's Fair
Flushing Meadows, N.Y.

1964-1965
The New York World's Fair
Flushing Meadows, N.Y.

1967-1968
The New York World's Fair
Flushing Meadows, N.Y.

1976
The Bicentennial Exposition
Buffalo, New York.

1982
The World's Fair
New York City.

1904
The Louisiana Purchase Exposition
St. Louis, Missouri.

1904-1906
The New York World's Fair
Flushing Meadows, N.Y.

1939-1940
The New York World's Fair
Flushing Meadows, N.Y.

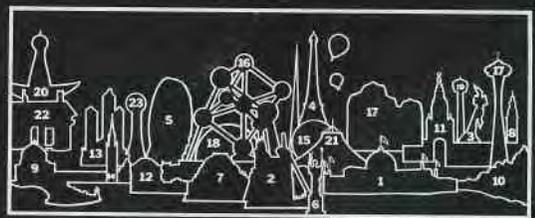
1959-1960
The New York World's Fair
Flushing Meadows, N.Y.

1964-1965
The New York World's Fair
Flushing Meadows, N.Y.

1967-1968
The New York World's Fair
Flushing Meadows, N.Y.

1976
The Bicentennial Exposition
Buffalo, New York.

1982
The World's Fair
New York City.



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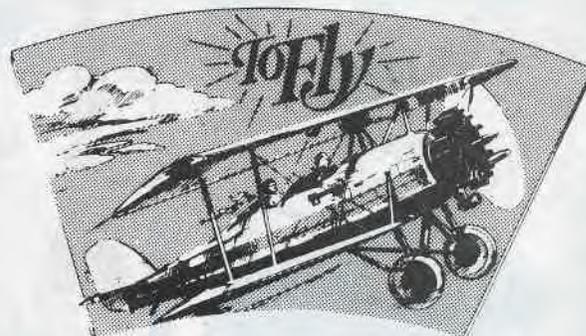
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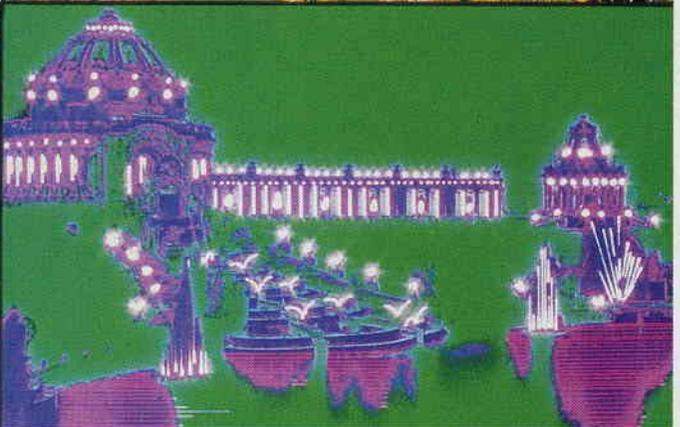
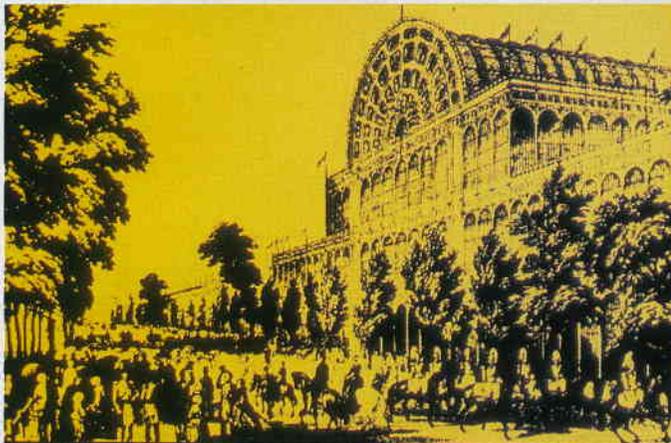


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Yesterday, Today, and Tomorrow... World's Fair Legacy



Yesterday, Today and Tomorrow

The Sunsphere

Rising high above The 1982 World's Fair site, 266 feet into the air, is its theme structure...the stunning Sun-sphere.

Each morning the sun's first rays play across the surface of its 24 karat gold-dust, reflective-glass skin.

Each evening its lights wink on and cast a glow across the Fair's landscape, distinctive for miles away.

World's fairs have a great tradition of theme structures, some of the most notable examples being Paris' Eiffel Tower and Seattle's Space Needle. In keeping with this great tradition and the theme of The 1982 World's Fair, "Energy Turns The World," the Sunsphere has been designed as a monument to the sun, the source of all energy.

In the early stages of planning, it was also decided this \$4 million monument would serve another role, it would explain the historical significance of the sun.

Through a multi-sensory display at its base and on the third level, plus other displays on the observation level, the Sun Co. (a major multi-source energy company) has produced an exciting, informative and entertaining "adventure in energy."

At the entrance, Fair visitors walk through the Sunscope, a thrilling sensory experience that shows the earth's dependence on the sun.

On the first and fifth levels, sun spot graphics can be found, detailing the impact of today's energy sources.

The 266-foot height of the Sun-sphere was chosen because it affords a total panorama of the Great Smoky Mountains and the surrounding landscape, while providing a unique view of The 1982 World's Fair site and the city of Knoxville. The exact height is the result of careful studies using photography and hot air balloons.

All food facilities found in the Sunsphere are operated by the Specialty Food Division of Hardees Food Systems, Inc. This includes a fast-food service operation that provides

lakeside dining at the base of the Sunsphere. A VIP dining area is on the second level of the Sunsphere. The Sunsphere Restaurant, housed on the third and fourth levels, is an elegant sit-down restaurant with cocktail service.

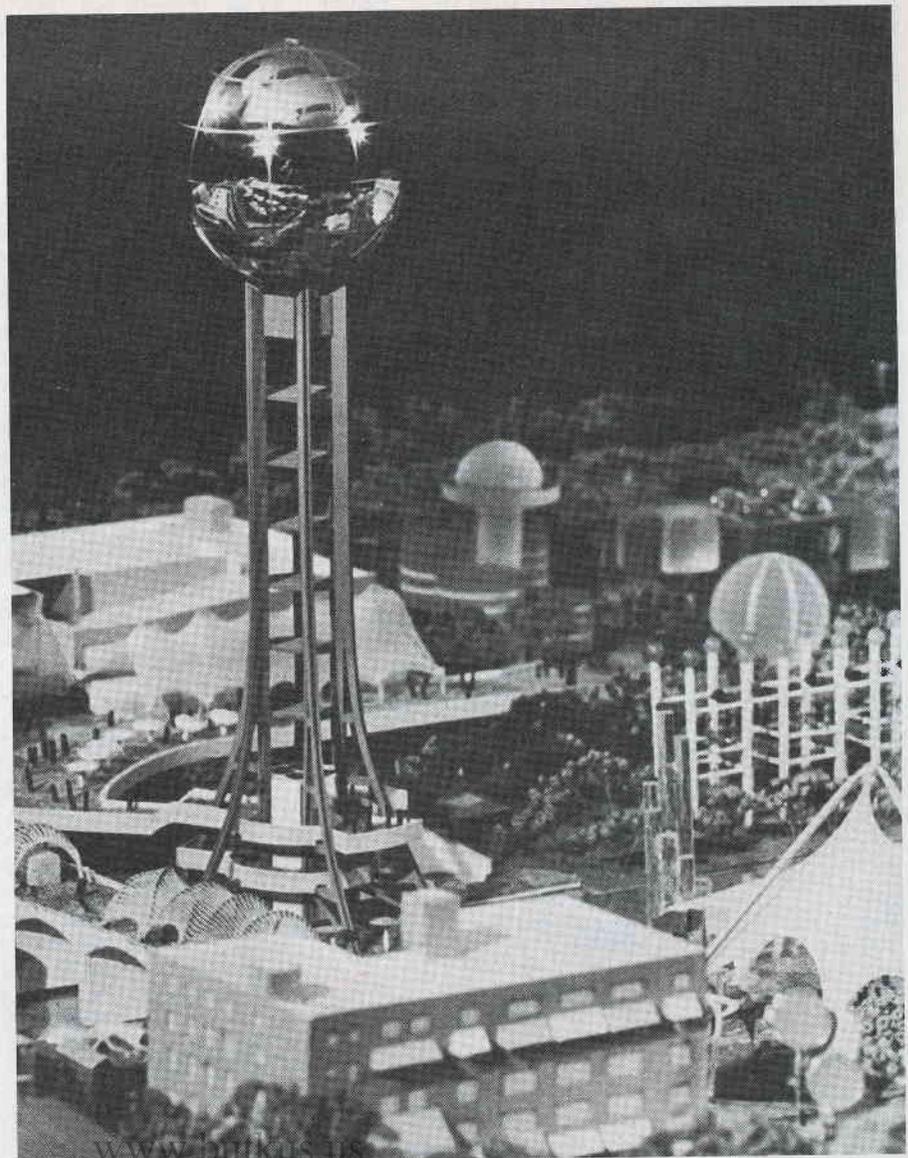
Designed by Community Tectonics, Inc., and constructed by Rentenbach Engineering Co., the Sunsphere is unique in a number of ways. Seventy-four feet in diameter, it is the first spherical building in the United States. Unlike a geodesic dome, this structural system encapsulates space and supports floors.

To create an atrium effect, some floors do not touch the skin, but

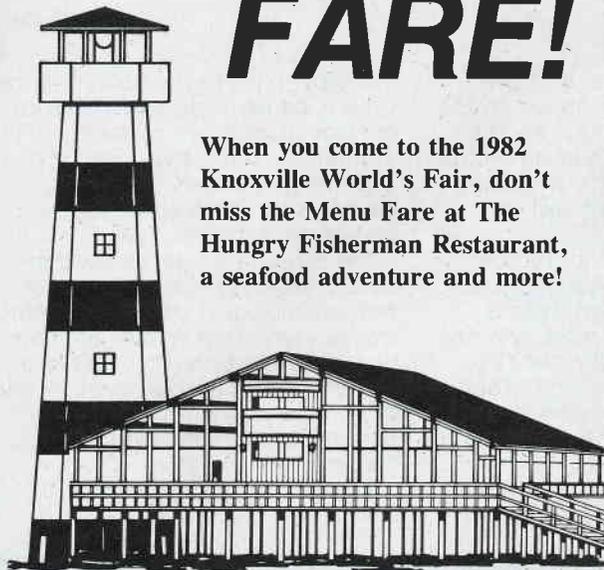
overlook space to the bottom of the sphere. Constructed with an efficiency of floor space, it is a masterful example of innovative construction and design. The glass-encased elevators can carry up to 500 passengers each per hour.

The Sunsphere's design has also employed every fire safety factor possible including sprinkler systems, smoke evacuation system and communication systems on every level.

Interestingly, Herbert Bebb, founder of Community Tectonics, was a designer at The 1933 World's Fair in Chicago.



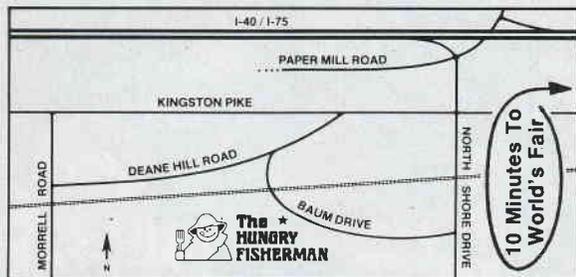
WORLD'S FARE!



When you come to the 1982 Knoxville World's Fair, don't miss the Menu Fare at The Hungry Fisherman Restaurant, a seafood adventure and more!

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- ★ A million-dollar nautical atmosphere.
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CHARLOTTE, NC; GREENSBORO, NC

Landscaping

Some of the most pleasant memories visitors will take away from The 1982 World's Fair will be relaxing strolls down tree-shaded walkways, a quiet interlude beneath a stand of tall oaks by the Waters of the World Lake, or viewing a botanical display in the forecourt of an international pavilion.

But the landscaping at The 1982 World's Fair is more than aesthetic. Visitor comfort, traffic control, preservation and residual use all figure prominently into this monumental project.

Lakeside

Water is a life-sustaining source and the Waters of the World Lake, stretching from the L & N Depot to the U.S. Pavilion, is a lovely representation. Visually beautiful, it also exerts a cooling effect on the site.

Along the western side of the lake, a ring of turn-of-the-century cobblestones curves along the water's edge. Nearby, a stand of heavy-canopied shade trees stretches from the L & N Depot to The 1982 World's Fair Operations Center, providing the perfect setting for picnickers and folks with a yen to sit and enjoy the view.

At the northeastern corner of the lake stands the 1,400-seat State of Tennessee Amphitheatre. This lovely, curving, tentlike structure's open-sided construction invites seating on the sweet-smelling lawns. Small-leaved trees provide a lacy filtered lighting. While listening to the strains of Bartok or Berlioz, one can lean back and survey the glories that surround international pavilions.

Elm Tree Theatre

Just as care has been taken to preserve the 75-year-old L & N Station and other turn-of-the-century buildings, so have countless trees and shrubs been pruned and maintained in their original locations on the Fair site. One such preservation has resulted in an original and delightful stage setting called the Elm Tree Theatre. This giant elm has been left intact to stretch its long green limbs to form a roof above visitors who rest in its shade while watching musical and variety acts.

Second Creek

Adjacent to the Australian and Canadian pavilions is the Second Creek Parkland, where visitors can enjoy a respite from sun and fun. Here, the whole area blooms with azaleas, rhododendron and planters filled with petunias and marigolds.

The eye is also enchanted by two wooden bridges that span the creek. Man-made toadstools offer a place to relax and, just barely visible through the trees, a splash of white hints at a Victorian gazebo.

In all, some 8,000 trees, 6,000 shrubs, 12 acres of sod, and 10,000 annuals have been planted throughout the Fair site and that doesn't take into consideration the glorious botanical displays prepared for the forecourts of the international and corporate pavilions.

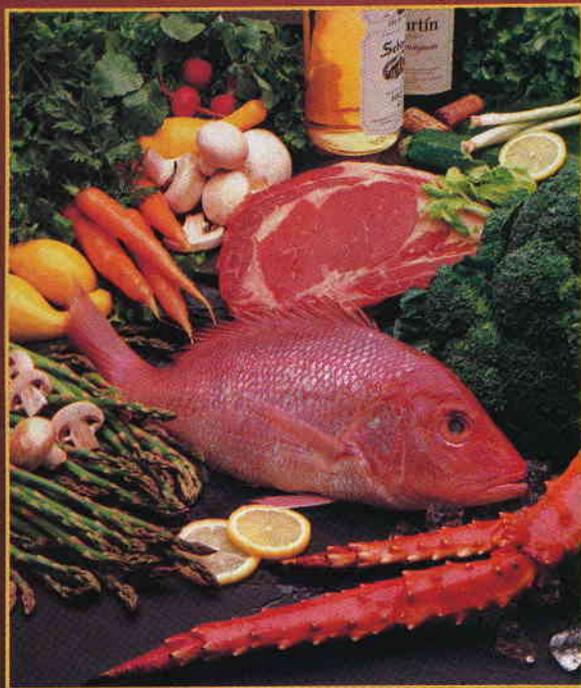
When The 1982 World's Fair ends, Knoxville will inherit a beautiful city park to grace the downtown area. Commercial, residential and convention facilities will be situated amidst these lovely surroundings.

Taste the view.

Take the observation elevator up
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Yesterday, Today and Tomorrow

Souvenirs and Memorabilia



There are numerous individuals in the United States who are serious collectors of world's fair memorabilia. There are enough of them that they maintain a World's Fair Collectors' Society, publish various monthly newsletters and conduct an annual convention in New York.

Unlike most fanatic collectors, however, world's fair collectors are idealists of the first magnitude and pure internationalists. Talk to one about his collection and he will seldom dwell on the objects for long. What is more important is the significance of the souvenir.

They will do almost anything to journey to a world's fair site and, once there, they will record in precise detail the tiniest facet of its planning. A dinner with the World's Fair Collectors' Society must be bedlam as they argue the pros and cons of every world's fair, past and coming. For them, the magic of a world's fairs is the very best mankind has to offer, and it should not be forgotten.

This montage, designed by exhibit designer Leonard Levitan, represents but a tiny fraction of typical world's fair memorabilia. Every world's fair strikes its own medal and produces its own guidebook, the most popular of all world's fair souvenirs. The red book in the center is the very first world's fair guidebook from The 1851 Crystal Palace Exhibition. It was a red hard-bound copy embossed in gold, with elaborate descriptions and fold-out panoramic engravings.

The corniest souvenir ever produced was the frying pan in the upper left. The concept was to create a fitting souvenir for The 1901 Pan-American Exhibition in Buffalo.

The orange Trylon and Perisphere on the right was a salt shaker that unfortunately stabbed one's food as one seasoned it.

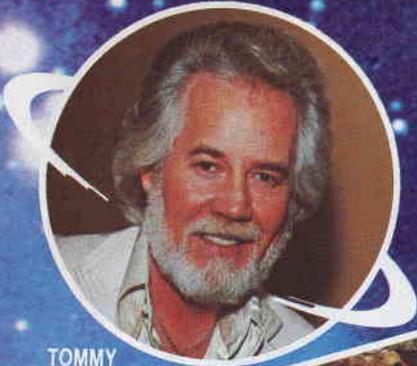
Also represented are license plates, arm patches, replicas of world's fair towers, cups, key chains, stamps, paperweights, soda cans, ashtrays, piggy banks, bumper stickers, spoons, pins, playing cards, dishes, decals, bookmarks and postcards.

A unique idea for a souvenir, called the passport, came from Expo '67 in Montreal. This was a small passport-like booklet for the fair with a symbol on the outside, which was subsequently stamped like a regular passport at every pavilion. They have become a standard feature of every world's fair since.

For poster-size copies of this photo, suitable for framing, send \$6.95 to: Levitan Design Associates, 39 W. 29th St., New York, N.Y. 10001.

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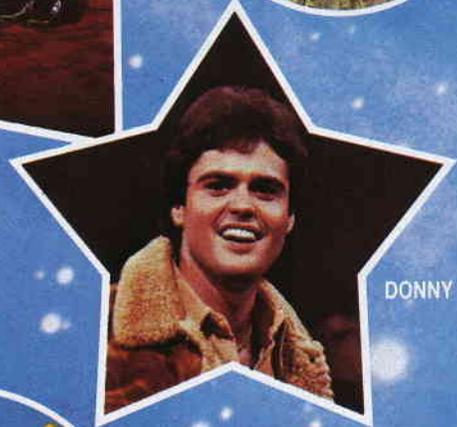
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REEVES



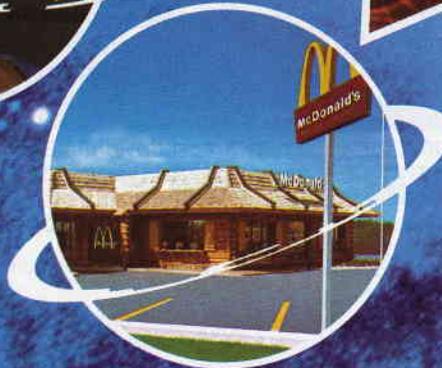
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Yesterday, Today and Tomorrow

History of World's Fairs

It is impossible to know all the motives that inspired Prince Albert, consort of Victoria I of England, to conceive and sponsor that marvel of the ages, the Crystal Palace. But in London in 1851 at this first international exposition, Albert uttered these words: "Nations must work together for the benefit of all."

This catch phrase has, through each subsequent world's fair, been translated into a working motto.

World's fairs allow visitors to experience first-hand — to view, touch, taste and hear all that is new in knowledge and products from every corner of the world. On one limited plot of land, the barriers of the world fall and the family of man communicates.

Each world's fair — from London's 1851 extravaganza to Spokane's Expo '74, which focused on the world's environmental concerns — has had a significant impact on the history of the United States and the world.

It was at the Paris Exposition of 1867 that German Otto von Bismarck observed anti-military feelings in French exhibits, leading him to conclude that France was weary of war and ripe for the picking.

Art Nouveau and Art Deco were given major impetus because of their early showings at the Paris expositions of 1900 and 1925.

The influences of world's fairs extend through every level of human activity from the floor (linoleum was introduced at the 1876 Centennial Exposition in Philadelphia) to the sky (the first serious prize money for aeronautical achievement was put up for an air race at The 1904 Louisiana Purchase Exposition in St. Louis).

On the entertainment side, Chicago scored big on two occasions. In 1893, the first and all-time biggest Ferris Wheel (seating 2,160 passengers) was introduced, and in 1933 when Sally Rand and her Feather Fairs were first introduced to America.

World's fairs have also given us the immensely popular Little Egypt, Buffalo Bill's Wild West Show, Billy Rose's Acquacade, Jim Key — the Educated Horse, the Buffalo Cyclorama and much more.

Now, The 1982 World's Fair is taking place in Knoxville, Tenn., with the timely theme, "Energy Turns the World."

Officially licensed and sanctioned by the prestigious Bureau of International Expositions, The 1982 World's Fair is expected to carry on the innovations, achievements, cultural exchange and entertainment that have highlighted these and other world's fairs:

- **Paris (1867)** — Introduced aluminum, natural gas heat, the ice cream soda and the idea for the modern-day department store.

- **Philadelphia (1876)** — Signaled the beginning of the age of machinery and technology. Alexander Graham Bell introduced the telephone, Thomas Edison displayed his early inventions. The typewriter was displayed publicly for the first time, and such innovations as the Otis elevator, the Westinghouse air brake, the first elevated monorail and the first commemorative postage stamp were introduced.

- **Paris (1878)** — Introduced the Statue of Liberty.

- **Paris (1889)** — Introduced the "couldn't-be-built" Eiffel Tower.

- **Chicago (1893)** — Was the site of George Washington Gale Ferris' wheel.

- **Buffalo (1901)** — Served as the showcase for the "miracle of electricity" as Niagra Falls generated power for night illumination.

- **St. Louis (1904)** — Hosted the largest world's fair of all, 1,000 acres. Washington University was built as an exhibit, Olympic Games were conducted and such American traditions as the ice cream cone and iced tea were served for the first time.

- **New York (1938)** — Featured displays of super highways, ranch houses, recreation rooms, two-car families and expanded suburbs. Another contraption called the television was demonstrated to the public for the first time.

- **Brussels (1958)** — Heralded the dawn of the atomic energy age which set the stage for the Soviet Union's successful Sputnik.

- **Seattle (1962)** — Became synonymous with progress with its famous Space Needle.

- **Montreal (1967)** — Previewed apartment living of the future and Buckminster Fuller's now-famous Geodesic Dome which housed the United States Pavilion.

- **Spokane (1974)** — Celebrated the glorious natural resources that this planet holds for the development of mankind and all living creatures.

As with previous world's fairs, the primary contribution of The 1982 World's Fair is to help people throughout the world enjoy, experience, teach and learn from one another.

For all these reasons and more, The 1982 World's Fair in Knoxville is truly a "Window on the World."



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The Church and its laymen have been establishing and operating numerous nursing homes, hospitals, health retreats, colleges, clinics, and inner-city programs which serve

the needs of millions of Americans from coast to coast.

Internationally, the Seventh-day Adventists proliferate and grow. The fact is, of the 1,021 doctors sent overseas by 59 different denominations, 438 of them are Seventh-day Adventists. And just as astounding, of the world's 225 countries [157 belong to the United Nations] 192 of them are served by Seventh-day Adventists.

It's not unusual to see us working with portable cardiac units in remote areas like Thailand. Or bringing education and The Word of God, in addition to advanced agricultural technology into some of the world's most barren lands.

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Gondola



Visitors to The 1982 World's Fair can relax high in the air and get a bird's eye view of everything by riding either the famous Borvig aerial mountain-chair or the Von Roll gondola.

The aerial carries visitors beneath a bridge, using the U.S. Pavilion as a support structure, and takes them all the way to China. (The Republic of China Pavilion, that is). The 1,300-foot aerial includes 114 chairs and can carry 228 passengers.

The 1,300-foot gondola tramway carries 26 gondolas which can accommodate up to four passengers each. It can be boarded or unboarded from either a bridge level or a lower lake level and carries visitors to the Folklife Festival.

Peter Max Poster

1982 WORLD'S FAIR. KNOXVILLE, TENNESSEE



ENERGY CAN BE BEAUTIFUL.

POSTER COURTESY OF AVIS SYSTEM INCORPORATED

Internationally-acclaimed artist Peter Max, the official artist of The 1982 World's Fair, has designed an evocative color poster commemorating the international energy exposition.

The collector's item cannot be purchased anywhere, but can be obtained free from Avis.

To receive the poster, send your name, address and a copy of any Avis rental agreement dated May 1 through Oct. 31, 1982, to: Avis, Box 244, Kenilworth, New Jersey 07033.

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Amusements

Fun For All

Seven acres at the southwest entrance gate to The 1982 World's Fair, bordering the People's Republic of China Pavilion, have been developed for the enjoyment of thrill seekers. Family FunFair, The 1982 World's Fair amusement area, features 13 exciting and unusual "adventures," including one of the largest ferris wheels in the world.

A partial list of rides and attractions to be offered, many appearing for the first time in North America, are as follows:

Giant Ferris Wheel

This giant wheel carries guests to 162 feet above the ground for a panoramic view of the Fair and the surrounding Knoxville area.

Ranger

This unique ride is presented for the first time anywhere in the United States. Guests board a futuristic spaceship vehicle and are propelled in a continuous 360-degree loop. Riders are suspended upside down at the top of each looping motion.

Log Flume

Proven to be the world's most popular family thrill ride, guests board a "hollowed-out" (fiberglass) log as it is carried through a circuitous white water flume. The log is finally lifted to a high, down chute for the rushing white-knuckle climax.



Pirate

Riders climb aboard a 17th century pirate galleon which swings in a pendulum arc, suspending riders in mid-air nearly 50 feet above the ground.

Wave Swinger

Guests ride in an undulating circular path suspended in individual chairs beneath the ornate rococo canopy above.

The FunFair also offers many other unique attractions including remote-controlled boats and cars, an electronic shooting gallery and a unique Frisbee-painting game. There are also a number of games where participants can test their skills and win prizes.

Architects

In August 1976, The 1982 World's Fair Design Team, under the leadership of Executive Architect Bruce McCarty, consisting of a joint venture between McCarty Bullock Holsaple, Architects and Barge Waggoner Sumner and Cannon, Engineers, were selected to begin the initial planning of the 70-acre site between downtown Knoxville and the University of Tennessee.

From the beginning, the major objective has been to convert this abandoned railroad yard into a vital in-town community through the interim development of a world's fair.

The organizing element of the plan is a new lake (an extension of the existing creek) that reaches from the restored L & N terminal on the north to the U.S. Pavilion on the south. The lake will be retained as the main feature of a nine-acre park after the Fair. The topography of the site, with variations in elevation of up to 60 feet, has been used to advantage by the utilization and adaptation of the many existing site features.

Circulation is made possible by the conversion of the on-site existing automobile and railroad bridges into pedestrian walkways accessible to the handicapped and the elderly.

A conscious effort has been made to retain other historical features of the site. Granite pavers, railroad ties and large building stones have been re-used extensively for walks and retaining walls. The existing landscaping has been reinforced by the addition of hundreds of large trees, planted in wire baskets to facilitate relocation as necessary to complete the residual plan.

During the past four years, the design team has been expanded to include a number of consultants and associated architects. Under the direction of The 1982 World's Fair Executive Vice President Ed Keen and Vice President Charles Smith, their many talents have been combined to create a unique site for staging the Fair.

World's Fair Design Team

McCarty Bullock Holsaple, Architects
Barge Waggoner Sumner Cannon, Engineers
Bruce McCarty, FAIA Executive Architect
Douglas McCarty, AIA Design Coordinator
William H. Cannon, P.E. Executive Engineer
Don Mauldin, P.E. Project Engineer

Consultants

Barton Aschman Associates, Inc. — transportation and parking planning
Famco Engineering, Inc. — structural engineering
handprints / Atelier 105 — environmental graphics design
I.C. Thomasson — mechanical and electrical engineering
Leonard Levitan and Associates — exhibit design
Pageantry World, Inc. — pageantry
R. Duell and Associates — site planning
Rucker and Associates — specialty lighting
Geologic Associates — geo-technical consultant

Associated Architects

Adams Craft Herz and Walker — entrance gates and service buildings
Barber and McMurry — renovated buildings
Community Tectonics — international pavilions
Dewitt S. Dykes — merchandising and snack shops
Eugene Burr — renovated houses and Folklife
Lindsay and Maples — international pavilions
McDuffie and Associates — merchandising and snack shops
McKissack and McKissack — renovated buildings

Construction Manager

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Yesterday, Today and Tomorrow

Chronology of The 1982 World's Fair

Sept. 30, 1974

Knoxvillian Stewart Evans hears King Cole speak at the annual meeting of the International Downtown Executives Association in Tulsa, Okla., about the success of The 1974 World's Fair in Spokane, Wash.

Nov. 4, 1974

Downtown Knoxville Association approves consideration of a world's fair for Knoxville.

Aug. 3, 1975

Mayor Kyle Testerman appoints a World's Fair Advisory Committee.

Members:

Jake Butcher, United American Bank, chairman of the Advisory Committee.

Mrs. Georgia Lobetti, American Savings and Loan, secretary.

E.B. Copeland, E.B. Copeland Co.

Quinton Gulley, Vinylex Corp.

James Dempster, Dempster Division of Carrier Corp.

George Morgan, Valley Fidelity Bank.

Jack Walker, Family Pantry Markets.

Byrl Logan, H.T. Hackney Co.

Jack Proffitt, Proffitt's Department Stores.

Mrs. Gail Litton

Mrs. Eileen Klebenow

William Fortune, Rentenbach Engineering.

Charles Sievers, Clinton city administrator.

Harold Shipley

Dennis Cloud, Integon Insurance.

Margaret Gaiter, Beck Cultural

Center.

James Smith, Park National Bank.

Robert Worthington Jr., lawyer.

Site Committee: Fortune and

Copeland

Finance Committee: Morgan and Smith

Government Affairs Committee:

Worthington and Sievers

Feb. 20, 1976

The 1982 World's Fair site is selected: 73.4 acres in the Lower Second Creek Valley and near the L & N Depot.

April 29, 1976

S.H. Roberts Jr. is elected president of the Knoxville International Energy Exposition Corp. (KIEE).

Developers of The 1982 World's Fair include:

Jake Butcher

E.B. Copeland

James Smith

Pat Wood

William Clemons

George Morgan

Rodney Lawler

William Fortune

Tom Sudman

Robert Worthington Jr.

Aug. 28, 1976

U.S. Department of Commerce endorses an Energy Exposition in 1982 for Knoxville. Application is sent to the Bureau of International Expositions in Paris.

Nov. 20, 1976

Bureau of International Expositions accepts Knoxville's plan.

April 26, 1977

President Carter approves The 1982 World's Fair and \$20.8 million for a Federal Pavilion.

April 27, 1977

The Bureau of International Expositions approves The 1982 World's Fair.

Dec. 7, 1978

President Carter signs a proclamation which endorses the exposition and directs Secretary of State Cyrus Vance to issue invitations to foreign governments.

Aug. 5, 1979

KIEE kicks off the 1,000-day countdown.

Oct. 12, 1979

\$30 million private loan package is signed in New York.

Dec. 21, 1978

Bill authorizing \$20.8 million for construction and upkeep of the U.S. Pavilion is approved by Congress.

Dec. 30, 1979

Italy signs participation contract.

Jan. 30, 1980

Official groundbreaking ceremony with Mayor Randy Tyree, City Council, Jake Butcher (The 1982 World's Fair Board chairman), and S.H. Roberts Jr. (The 1982 World's Fair president).

Jan. 10, 1980

No-strike agreement signing takes place between Knoxville Building Trades Council and KIEE.

May 1, 1980

Groundbreaking ceremony signifies the start of construction for the first international pavilion. The date also marks two years from the Fair's opening day on May 1, 1982.

July 3, 1980

President Carter appoints Charles Fraser as U.S. Commissioner General.

July 14, 1980

Ground broken to mark the start of construction for the second major structure to be built for The 1982 World's Fair.

Dec. 17, 1980

The 500-Day Countdown Celebration is conducted. American Gas Industry announces that it will sponsor a pavilion.



Construction was in high gear at The 1982 World's Fair last year as intensive foundation work was being done on the Lifestyle and Technology Center. The 100,000-square-foot exhibition facility features presentations and attractions revolving around the energy theme of the Fair.



Jan. 23, 1981

Construction on the Sunsphere begins.

May 1, 1981

The Knoxville International Energy Exposition celebrates the one-year-to-go countdown.

July 21, 1981

The first meeting of the Fair's Commissioners General takes place. Nations represented include Italy, France, West Germany, United Kingdom, Japan, Australia, Mexico, Saudi Arabia, Korea and Canada.

July 22, 1981

Secretary of State Alexander Haig hosts representatives of 14 foreign countries at a reception and briefing in Washington, D.C. for The 1982 World's Fair.

Aug. 24, 1981

Topping off ceremonies for the Sunsphere take place.

Oct. 28, 1981

The U.S. Embassy in Peking officially confirms that China will participate in The 1982 World's Fair.

Nov. 1, 1981

The second session of the Fair's three-part International Symposia Series begins. Energy experts from more than 40 nations gather at the Hyatt Regency Hotel for a four-day conference.

Dec. 1, 1981

The American Bus Association announces that The 1982 World's Fair is the top tourism event in North America in 1982.

Steel skeletons of international pavilions climb into the sky from the Fair site with the first completed international pavilion standing behind the construction. This cluster of three pavilions is merely a small portion of the 72-acre Fair site which will accommodate a projected 60,000 visitors per day during the May to October, 1982, international exposition.

Yesterday, Today and Tomorrow

Construction Progress

A massive combined financial effort, ranging from individuals to the nation's largest banks, resulted in financing for The 1982 World's Fair.

Various federal agencies, including the Department of the Interior and the Economic Development Administration, were instrumental in providing \$7.45 million. An additional \$5 million came from an Urban Development Action Grant.

As part of its urban redevelopment program, the city of Knoxville also sold \$11.6 million in bond anticipation notes in 1978.

In effect, the Fair is a temporary tenant on a site dedicated to a massive redevelopment project that will eventually include commercial and residential construction.

The initial funding for the Fair's operation came from \$1 million in pledges made by more than 1,000 local citizens. These pledges ranged from as low as \$100 to as much as \$25,000.

In October 1979, a consortium of 43 local, regional, national and international banks financed \$30 million

in operating capital. This three-year loan will be repaid from the revenues of the Fair which are now projected at \$120 million.

It is a measure of the confidence of the banking community that such prestigious financial institutions as New York's Chemical Bank, Atlanta's First National, London's Barclay International, American Security in Washington, D.C., Nashville's Commerce Union, the North Carolina National Bank, and the First National Bank of St. Louis are participants in the loan.

A budget committee composed of representatives of the participating banks and three local corporations monitors all expenditures made by the Fair. Arthur Andersen & Co. conducts audits on behalf of both the bank consortium and the Fair.

All told, the Fair's operating budget and disbursements will amount to more than \$100 million.

In total, the Fair has generated some \$500 million in construction and investments in the Greater Knoxville area. This includes \$224 million for

restructuring the interstate highway system; about \$75 million in private investment for hotels, parking complexes, and office buildings; more than \$100 million in construction on the Fair site; \$30 million to the Fair from the 43-bank consortium; and \$24 million from federal and local expenditures for urban redevelopment programs.

Some 37,000 new jobs have also been created. After the close of the Fair, the total impact of this substantial effort in downtown renewal will result in nearly 17,000 new and permanent jobs.

Any surplus funds from the operation of the Fair will be placed in a community trust fund. That trust will be set up as a foundation for the benefit of the Knoxville community.

Furthermore, the city of Knoxville will enjoy the residual use of the many buildings that have been restored or constructed for The 1982 World's Fair.

Knoxville Blossoms

Seventy-two acres of abandoned railroad tracks, outdated retail operations and dilapidated industrial buildings have blossomed into the site of The 1982 World's Fair in Knoxville, Tenn.

Rising from the ruins are a mile-long park, a lake, improved commercial land and new residential developments.

Knoxville is following in the footsteps of Spokane, Wash., which hosted Expo '74 and reaped tremendous benefits in the areas of employment, new business and civic improvements. Chicago, Seattle and St. Louis can also be cited as cities that experienced

considerable growth as a result of the expositions they hosted.

The heart of this redevelopment is the U.S. Pavilion. Congress approved \$20.8 million for the structure, which features a dramatic presentation about American energy strategies for the present and future. It will serve as a permanent energy resource center when the Fair is over.

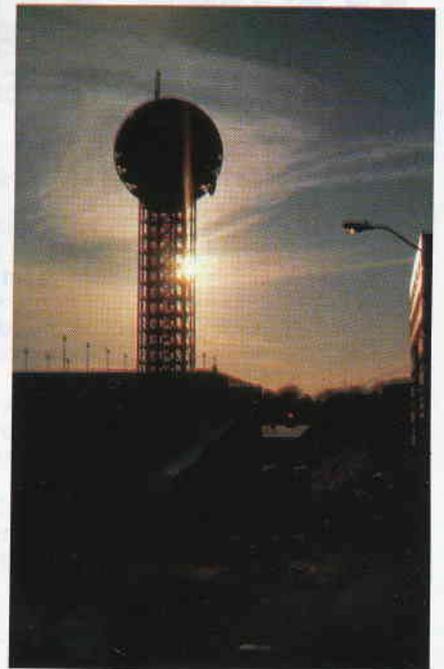
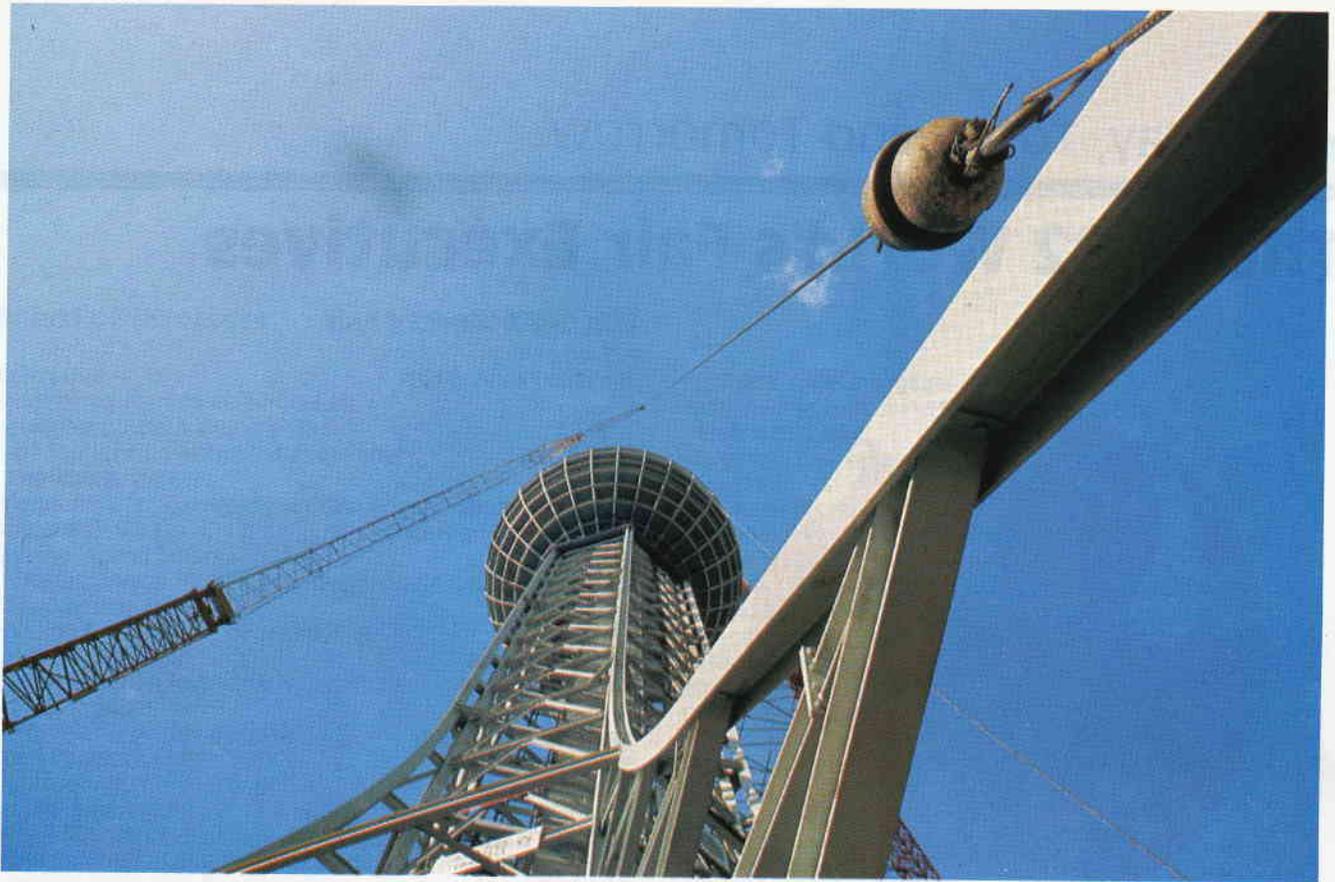
The revitalization program also includes the renovation of the historic L & N Railway Station, built in 1904. On the northeast corner of the site, it features shops, offices, boutiques and restaurants. Other renovated structures on the fairgrounds include the five-story Candy Factory, the L & N Depot and the L & N Foundry Building.

The freight depot is now an international boutique and gallery and a German beergarden is in the foundry.

The adjacent downtown area has also received a facelift with a number of new office buildings, entertainment and convention facilities, utility improvements, parks, sidewalk replacements, tree plantings and wall murals. An additional \$225 million was allocated for major interstate highway improvements to facilitate access to the Fair.

The Fair has generated 37,000 new jobs (17,000 of which will remain permanent) and an additional 1,000 new Class "A" hotel rooms have been constructed.

Former Secretary of Energy John C. Sawhill, who has visited The 1982 World's Fair site, said: "The Department of Energy has given full support to this worthy effort. Situated among the ultra-modern exposition halls are certain structures preserved because of their architectural and historical significance. In Knoxville, energy efficiency and preservation have worked hand-in-hand."



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Yesterday, Today and Tomorrow

The 1982 World's Fair Executives



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The 1982 World's Fair

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The 1982 World's Fair Artwork

Sculptures Depict Energy

In addition to dramatic international pavilions and futuristic corporate exhibits, The 1982 World's Fair site contains more than 10 sculpture courts representing art, energy and technology. Located throughout the 72-acre site, these courts demonstrate the energy theme and provide highly-visible attractions for Fair visitors.

One of the most exciting sculptures is the "Red Dragon — Bordeaux Red" by world-famous Alexander Calder, an American sculpture who is best known for pioneering the new art form of "mobile" and "stabile" sculpture, words he used to describe his art. His abstract mobile sculptures are delicately balanced and have movable parts that respond to the wind or can be mechanically propelled.

He has work on display throughout the world and is perhaps most closely identified with his last sculpture — a major mobile displayed as the centerpiece of the new east gallery of the National Gallery of Art in Washington, D.C.

"Red Dragon — Bordeaux Red," created in 1969, combines Calder's mobile and stabile art forms. It was shipped to the United States from Germany and has been on display in front of the shopping gallery at Peachtree Center in Atlanta. At The

1982 World's Fair, it may be in the Solar Plaza next to the Sunsphere, theme structure of the Fair.

In the Folklife area on the northern end of the site, sculptures by such regional artists as Enoch Tanner Wickham are displayed.

The Wickham pieces are life-like concrete sculptures of Sergeant York, a famous Tennessee hero; a man holding a child; and two hunting dogs. Wickham was a Tennessee tobacco farmer until he was 69 years old. After his wife died, he began sculpting and his pieces reflect his unique folk artistry.

A sculptor from North Carolina also has his works displayed in the Folklife area. Bud Ledford specializes in creating animals and other figures out of old farm tools and car parts.

Next to the Mexico Pavilion is "Energies in Nature," a sculpture created by Phillip Livingston. A nationally-recognized artist, Livingston is a resident of Knoxville and teaches at the University of Tennessee.

Adjacent to the Korea Pavilion is a water wheel and a Korean pagoda incorporating a unique Korean architectural style. Besides being a symbolic representation of Korean culture, the pagoda offers a relaxing rest stop on the site with an elevated view of the Waters of the World lake and the State of Tennessee Amphitheatre.

Marking the entrance to the China Pavilion is a 54-foot-tall Chinese Tower. It was prefabricated in Peking using high-gloss enameled wood panels. The tower is visible from as far as the Clinch Avenue viaduct and the U.S. Pavilion.

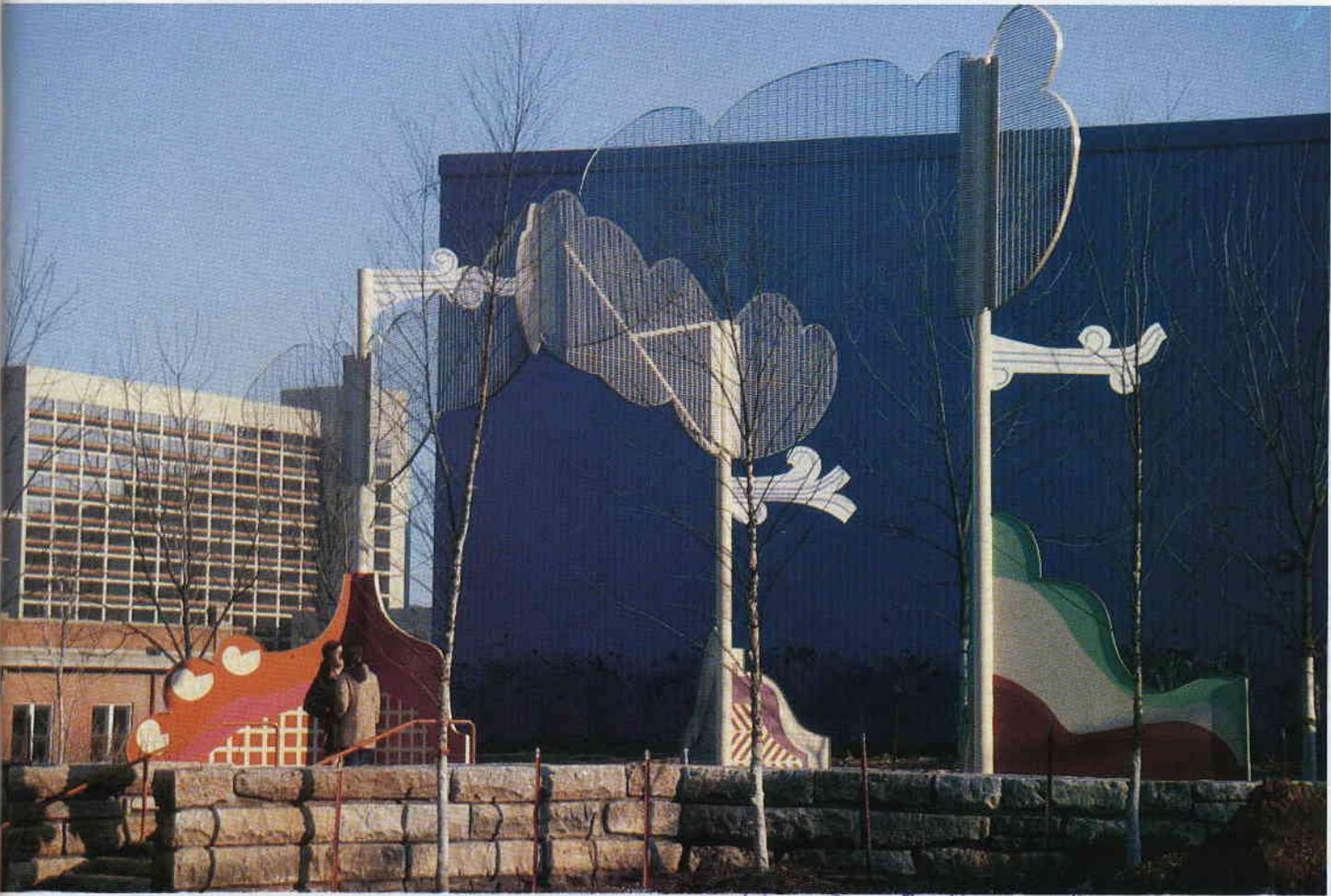
Two of the sculpture courts bring to life the theme of the Fair, "Energy Turns The World," focusing on the sun and electricity. The European Economic Community took the sculpture court in front of their pavilion and installed a computerized photograph/sculpture of the sun. Small, computer-controlled panels on the sculpture light up in different colors, showing the heat variations of the sun's surface. This fiery, energy-themed sculpture rises approximately 28 feet.

A Knoxville Utilities Board (KUB) electrical substation on the Fair site provides a dramatic example of energy transfer by displaying the substation's components. Brightly painted in white, yellow and red, the substation is both an exhibit and a sculpture. The substation was already on the 72-acre site acquired by Fair organizers and is considered by some to be the first exhibit on site. Although it is operable, and high voltage restricts visitors from walking through the facility and touching its components, there will a written description of the facility explaining how electricity flows from the Tennessee Valley Authority to private homes and business.

Technologies of the past and present are represented in still another three sculpture courts. Next to the L & N Depot is a large crane that was used years ago to unload freight from railroad cars. The crane is hand powered and demonstrates the gear reduction principle whereby extremely heavy objects can be lifted with relatively little effort.

A historical "marine sculpture" announces the entrance to the waterfront area. Using portions of an old brass turbine discovered during the Tellico Dam project, the sculpture is a symbolic representation of man's ability to harness the energy found in nature.

The Waters of the World lake contains "sculptures" of its own. A waterfall-like fountain at the north end cascades down cobble stones into the lake. Another of the several fountains planned for the lake is a cascading waterfall flowing over large boulders from the site. In addition, a number of geyser-like fountains are planned. The fountains enhance the beauty of the lake and also help aerate the water.



Visible Light

Commissioned especially by The 1982 World's Fair in Knoxville, "Visible Light," by On The Wall Productions, Inc., is a 3,400-square-foot artwork which punctuates the entire Fair site. Emblazoned on two adjacent walls near the Sunsphere, the graphic display of paint by day and electric neon lights by night delights the eye and captures the senses of Fair visitors.

Designed to visibly reflect the Fair's energy theme, the viewer sees a floating spectrum of colored planes tumbling through space and exploding between two walls. As evening approaches, Visible Light begins pulsing and flashing a spectacular computer-timed sequence of bright neon lights which dance across the mural surface.

Sarah Linquist and Bob Fishbone, principals of On The Wall, say they believe "this unique application of programmed neon lights, in combination with the painted mural image, is a dazzling world premiere union of the two artistic mediums."

On The Wall Productions, Inc. is a company of artists specializing in the design and execution of site specific artworks. The artists, based in St. Louis, Mo., have completed more than 50 murals and other environmental artworks in the central corridor of the United States and Mexico. Their clients have included the National Endowment for the Arts, the National Paint and Coatings Association, Monsanto Co. and Rawlings Sporting Goods.

On The Wall's Visible Light is one

part of a comprehensive program devised by handprints/atelier 105: architecture and design for all types of energy-theme enhancers for The 1982 World's Fair site. Developed in 1979, and further conceptualized over the next two years, the Environmental Theme Elements and Exhibits program includes, besides the energy-theme wall graphic, plans for large-scale outdoor sculptures, air and sky events, and water elements.

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Commissioner General

Dortch Oldham



The Honorable Dortch Oldham is Commissioner General of the United States for The 1982 World's Fair, effective April 26, 1982. He is the senior United States Government official in residence at the Fair, and, as such serves as the Fair's titular head. He represents the Federal Government in all matters related to the Exposition, with powers conferred by the Paris based Bureau of International Expositions and by the United States Government.

Dortch Oldham is a prominent 62-year-old Nashville businessman, civic leader and philanthropist. He is the founder, director, and principal stockholder of various business enterprises located throughout the country.

Oldham, a native of Hartsville, Tennessee, received his advanced education at Cumberland University and the University of Richmond, holding an honorary Doctor of Laws degree from the latter. He currently serves as a trustee of both Cumberland College and the University of Richmond.

He is a World War II Veteran, having

served as an Army Air Corp aviator in the South Pacific.

Oldham is a political activist having run for major public office himself, and has through the years, supported numerous candidates at the local, state, and national level.

Oldham's principal interests are: The life and work of his church; championing the American free enterprise system; supporting enlightened and progressive government at all levels; the development of tomorrow's public sector leadership; and the promotion of the state of Tennessee.

Late Information

On several of the following pages is information on participants that was gathered too late to be placed in earlier sections of the book.



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in GATLINBURG, TENN.

International Pavilion

Peru



COUNTRY: Peru
LANGUAGE: Spanish
POPULATION: Approximately 14 million.
AREA: 496,224 sq. miles.

A rare unwrapping of an ancient mummy while visitors watch and displays of 250 golden treasures from pre-Inca and Incan civilizations are the breathtaking highlights of the Peruvian exhibit.

Scientists from Peru, the Smithsonian Institution, University of Tennessee and other universities will unveil and conduct experiments on the mummy inside a glass room in the Peru pavilion. The unveiling will be a 15 to 36 day process.

Peru Commission General Jorge L. Boza, Jr. explained that it is not known what will be inside of the mummy bundle. Only 50 mummies have been studied in the history of mankind. A 3,000-year-old mummy, one already unwrapped, will also be displayed.

Experiments and analysis of the wrappings, hair and microscopic insects on the body will provide scientists with information about diet, growth, disease and the age.

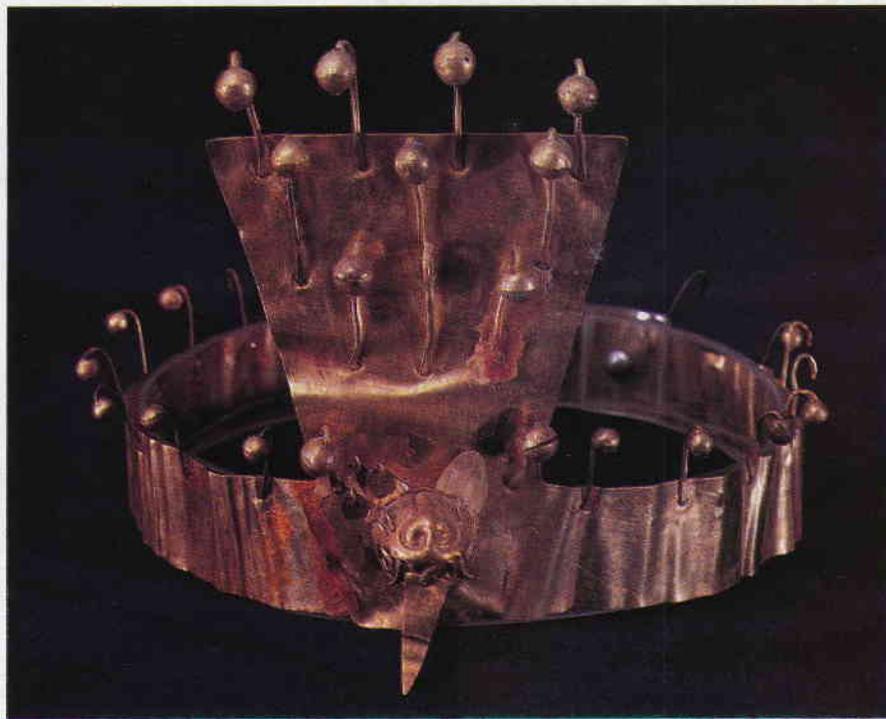
Dr. Lawrence Angel of the Smithsonian Institution, said through analysis, scientists can learn about diseases in prehistoric people, embalming techniques and cultural practices.

The gold treasures, along with silver relics, include millions of dollars of the world's greatest collection. Gold had a religious significance to ancient Peruvians. These civilizations worshipped the sun, and golden objects transmitted the sun's light, warmth and life to the viewer.

Through the gold the past of Peru, along with the energy theme, is brought to the Fair.

Items include ornately decorated relics adorned with emeralds and date back to 1200 and 1470 AD. The treasures are considered the most precious in the entire world.

Much of Peru's gold was looted by Spanish conquistadors, and exhibits will include Spanish harquebuses, swords used during the 16th century conquest.



Also on display by FOPTUR, a quasi-governmental Peruvian tourism agency, are numerous large murals depicting present day Peru, its culture and its people.

During July 26 through August 1, the Peruvians will celebrate their national week with a series of folkloric ballets from various regions of the country. A blend of crafts, music and food and drink will complement the celebrations.

The exhibit will cover nearly 5,000 square feet and is located in the same building as Egypt and China exhibits at the southeastern portion of the fairgrounds.



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Domestic Exhibits

NASA

July is "Shuttle Month" at The 1982 World's Fair with the confirmation by NASA to exhibit a variety of working models of the space shuttle, as well as display a rock taken from the surface of the moon.

Set-up of the 5,800 square-foot exhibit in the Lifestyle and Technology Center will begin June 20.

The exhibit will focus on "future uses and the role of the space shuttle," and will include existing NASA exhibits, video presentations and wall murals. High-lighting this unique display will be two large models of the shuttle, each between 15 and 20 feet. One model will depict the shuttle at the launch pad. Several smaller models will illustrate the

shuttle in various phases of operation.

In addition, visitors will have the opportunity to see, as well as touch, a moon rock. This artifact will be secured in a vault overnight at the end of each operating day.

In conjunction with the launching of the next space shuttle — scheduled for July 7 — NASA officials are working on bringing the astronauts from that voyage to Knoxville for special appearances at the World's Fair. The astronauts are Thomas Mattingly (spacecraft commander) and Henry Hartsfield (spacecraft pilot). Mattingly is a Navy Captain.

To further heighten the excitement of this exhibit as well as the awareness of the shuttle program, the World's Fair

and NASA are developing a television system which will allow visitors in the exhibit the opportunity to view, live, the in-space operation of the fourth shuttle journey. The regular NASA video displays in the exhibit will also be shown periodically on closed-circuit TV screens throughout the 72-acre site.

As part of the July "Shuttle Month" at the World's Fair, President Ronald Reagan is expected to sign a proclamation declaring the week of July 16-23 "National Space Week." Another special event during the month will celebrate July 20, the 13th anniversary of man's first walk on the moon.

Entertainment Computers Sales

The incredible Spectrum I is providing an accurate interpretation of a person's mood, personality and what's happening to them through their choice of eight colors.

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company, has provided six units, many in foreign languages, for the public to discover for the first time how their lives are affected by and demonstrated by color.

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Spectrum I's are now available through the exclusive distribution of Entertainment Computer Sales, Inc., 3600 Hacienda Blvd., Suite E, Ft. Lauderdale, Florida 33314, (305) 587-8336 (Florida Residents) or (800) 327-3452 (Out of State Toll Free).

Video Expo

Video and electronic games, one of the hottest crazes of the time, will be displayed in several areas during The 1982 World's Fair as the exhibits of Video Expo, Inc.

The firm will operate arcades in four areas including the Family Funfare area adjacent to the China Pavilion, the Budweiser Video Station on the L&N Station, the Lifestyle and Technology Arcade and the Candy Factory Arcade. All will have the latest video games with some locations having machines that are being exhibited for the first time including the sensational Robot Arena.

Robot Arena is one of a kind video game that allows eight players to control their own robot in laser-like combat.

Video Expo will also operate the bumper car amusement in the Funfare area. Over 600 games will be exhibited in the various locations. Employees are available to familiarize visitors on operation of the games.

Shopsmith

Shopsmith, Inc., a home workshop company based in Vandalia, Ohio, will feature the Shopsmith Mark V multipurpose wood working tool at its exhibit in the Lifestyle and Technology Building.

A demonstration, shown at 15 minute intervals, will follow a five step presentation on the multipurpose machine including its use as a table saw, lathe, drill press, horizontal boring and disc sanders.

In addition to the demonstrations, visitors will have the opportunity to obtain a 16-page catalog and booklet titled "How to Determine Your Best Power Tool Buy." Fairgoers will learn the simple process involved in woodworking and benefits to the consumer when doing your own work.

Official Suppliers

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

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State Exhibits

West Virginia

Coal — its history, culture, lifestyles and issues will be addressed through the experience and artifacts of a state known and thriving for its coal industry in "THE MINING LIFE IN WEST VIRGINIA" which will be seen in the Lifestyles and Technology Center at the 1982 World's Fair. Presented by the State of West Virginia, the 5,000 sq. ft. exhibit will be the sole representative of the subject of coal at the energy-themed event.

The exhibit views coal not only as an energy source, but as an entity which has figured largely in the lives of people through the ages. More than 1,000 artifacts — from coal scrip to antique mining tools — have been borrowed and loaned for display from West Virginians who have lived the mining experience. Memorabilia from mine history events — from unionization to mine safety measures to the fiery measures of Mother Jones — brings the issues, troubles and triumphs of the coalfields into focus.

"The lesson we have learned in putting the exhibition together is that, again and again, we see coal mining as a continual process of conflict, compromise and cooperation," said West Virginia Governor John D. Rockefeller IV. "In our show, you walk through an 1890s coal mine reproduced to form the exhibit's

first section, and then you move into a second area which acquaints you with the miners themselves and the tightly-knit communities in which they lived. Then, understanding the background of the mine and the miner, you can readily follow the course of events in the coalfields of the 20th century."

The conflict-compromise-cooperation formula comes into play vividly in the third exhibit area which addresses Coal Issues. "No matter what the issue — building mining communities, organizing the union from 1890 to 1933, or negotiating a contract in 1981 — conflict eventually gives way to compromise which is followed by a period of cooperation. By understanding this history, perhaps we can begin to negotiate these compromises without a period of conflict," said Rockefeller.

"THE MINING LIFE IN WEST VIRGINIA" is a collaborative effort of three West Virginia sponsors whose efforts and research began some five years ago. The Department of Culture and History, Huntington Galleries and Oglebay Institute's Mansion Museum (in Charleston, Huntington and Wheeling, West Virginia respectively) worked with funding from National Endowment for the Humanities (one of the largest NEH museum grants in history), Humanities Foundation of

West Virginia, State of West Virginia and the Claude Worthington Benedum Foundation to produce the 5,000 square foot exhibition. Research involved more than 50 scholars, coal company officials, UMWA officials and museum professionals. Design was executed by Display Sales, Inc. of Cincinnati, Ohio. Successful runs of the show have been completed at the Charleston and Huntington facilities.

Georgia

Tourism and vacation areas highlight the theme of the State of Georgia's exhibit and The 1982 World's Fair and is directed especially to those who plan on traveling further south after their stay in Knoxville.

The exhibit, which includes a 20 foot fiberoptic display that spells out the name of Georgia, will furnish guidebooks, maps, brochures and vacation information on the neighboring state.

Exhibit hosts and hostesses are available to assist visitors who are destined for the Georgia area. The exhibit is in the World and Travel Pavilion.

Corporate Sponsors

Avon

Avon, a worldwide company that specializes in hundreds of products sold directly to you at your home, is the sponsor of the women's 10K road race as well as several sports clinics during the Fair.

The road race, held on May 8, features top class runners with the top three finishers receiving expense paid trips to the Avon International Marathon June 6 in San Francisco. The Avon International will offer \$65,000 in awards for the first 15 places.

During the weekend before the 10K race at The 1982 World's Fair, Avon also is the sponsor of sport clinics featuring Nancy Lieberman on basketball, Martina Navratilova on tennis and Beral Bender and Nancy Conz on stretching and running.

Schering-Plough

Schering-Plough Corporation, a worldwide enterprise with leading market positions in pharmaceuticals, cosmetics, toiletries and footcare products, is a 1982 World's Fair participant as a sponsor of the Emergency Services.

Emergency Services provides assistance in any emergency situation that may arise during the Fair.

The company also conducts expanded animal health and home products. In addition, 12 radio stations in major U.S. markets are operated by Plough Broadcasting, a company subsidiary.

Our Thanks

The publishers wish to thank the Creative Services Department of The 1982 World's Fair for their assistance in the design and production of this publication:

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Jeannine Boyle, Artist
Cheri Jorgenson, Artist
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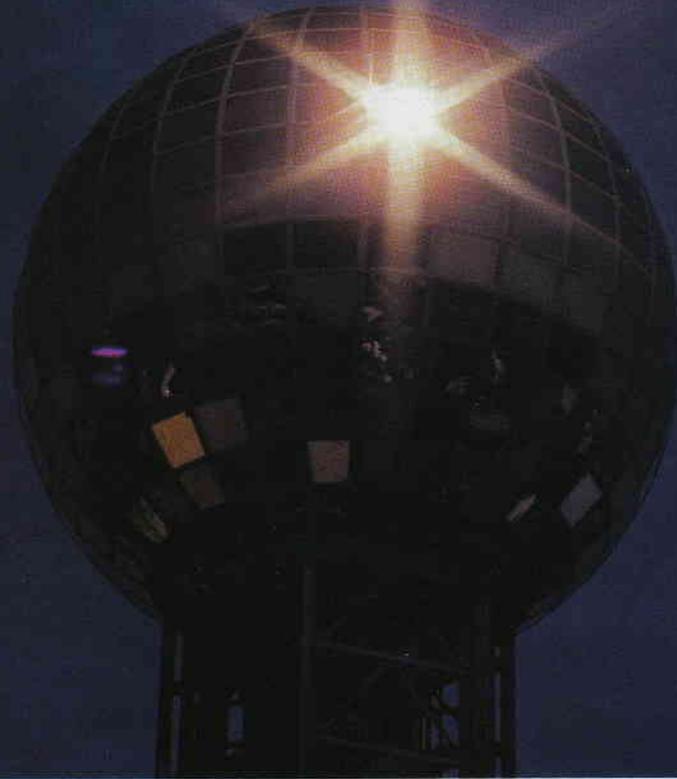
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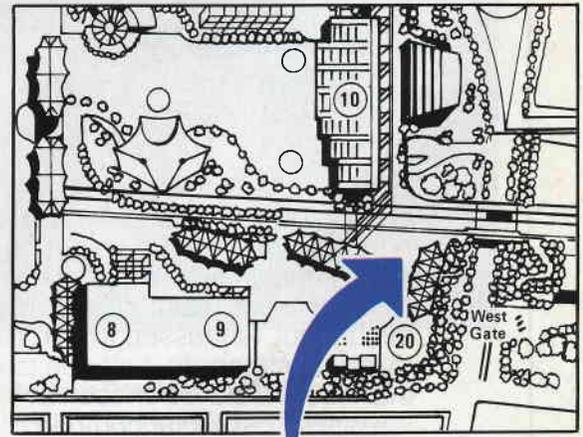


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Opening Day Festivities

Opening Day Festivities

The first World's Fair of the decade and the first ever in the Southeastern United States got off to a rousing start as President and Mrs. Ronald Reagan shared the Opening Day platform with luminaries from the world of government, business and entertainment. The Opening Day spectacular honored the host city of Knoxville and host state of Tennessee with a musical extravaganza featuring country, gospel, bluegrass, blues, Broadway-style production numbers and one of the biggest marching bands ever assembled at one time in one place.



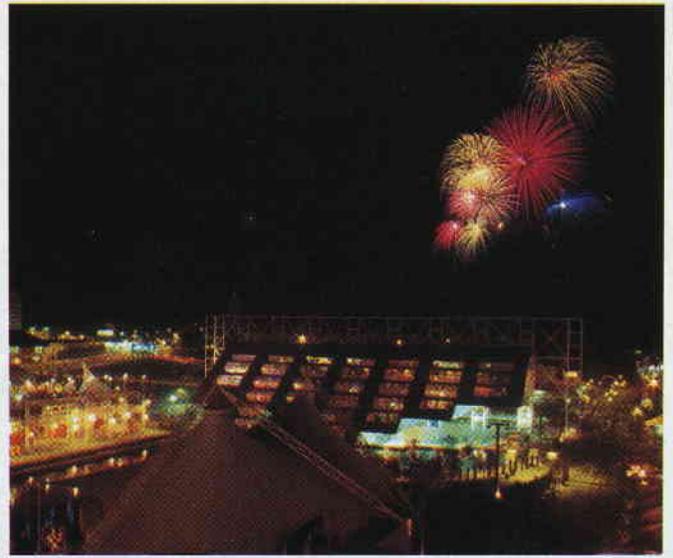
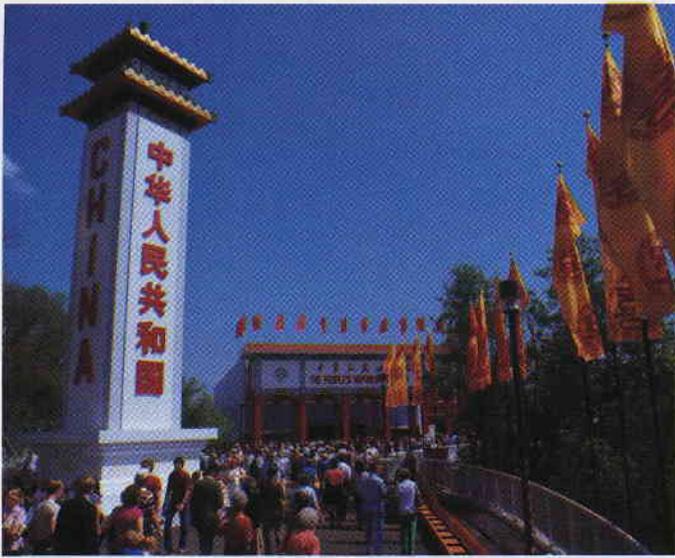
Top: Fair Chairman Jake Butcher with President and Mrs. Ronald Reagan. *Below left:* Two well-known Tennesseans greeted the Opening Day crowd: Special Hostess Dinah Shore and Knoxville Mayor Randy Tyree. *Below right:* The Fair's color guard added to the pageantry and spectacle of the day.



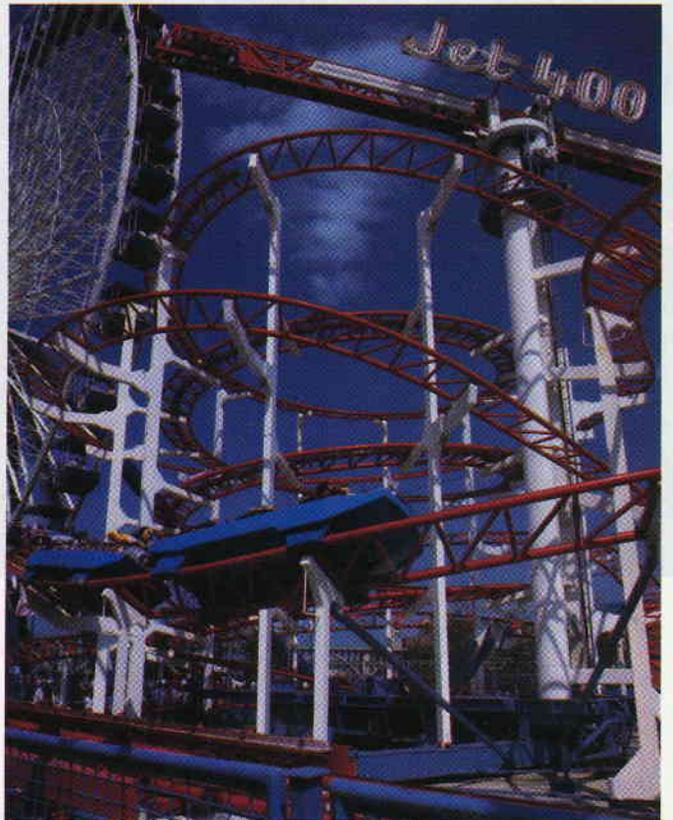
The Grand Opening Grand Finale: colorful balloons spelling out "Knoxville 1982" are released amid a booming 21-gun salute and the cheers of thousands.

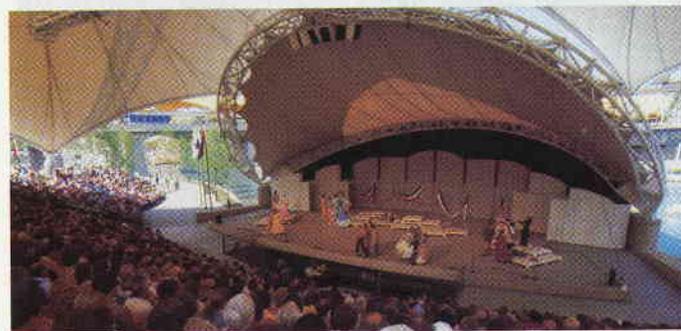
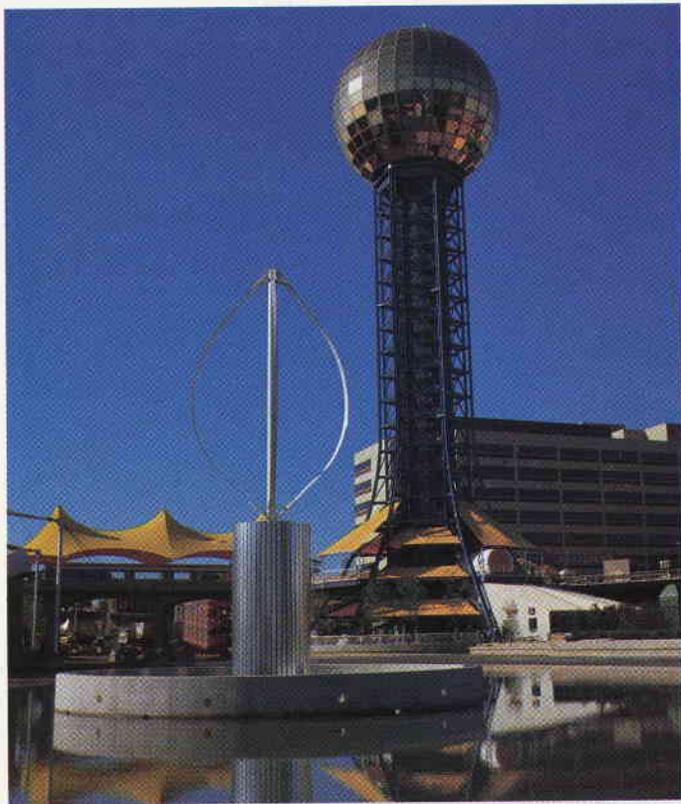
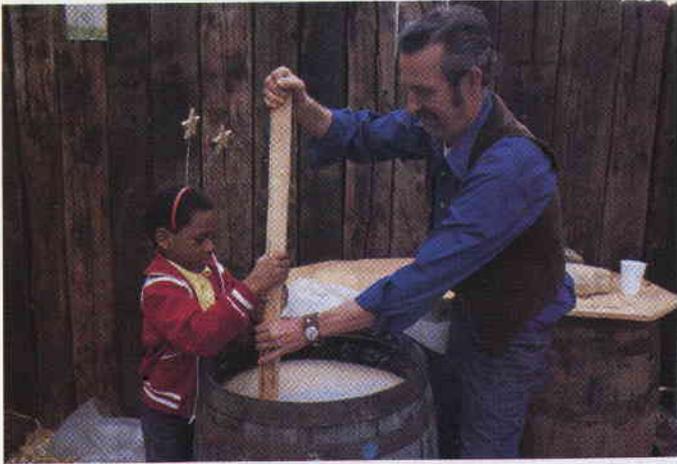


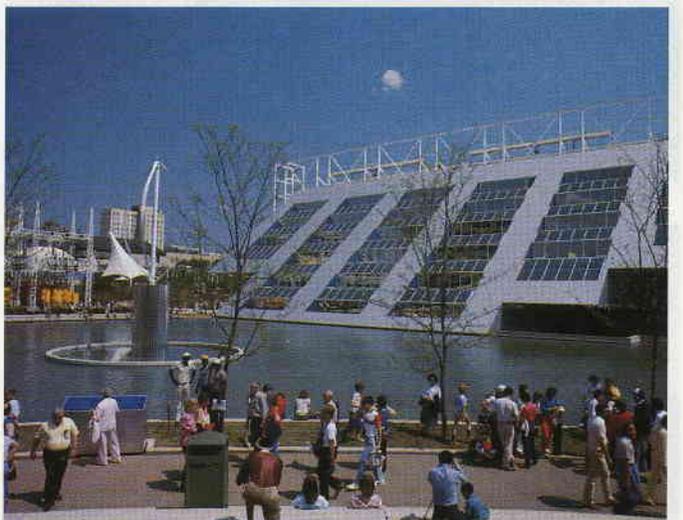
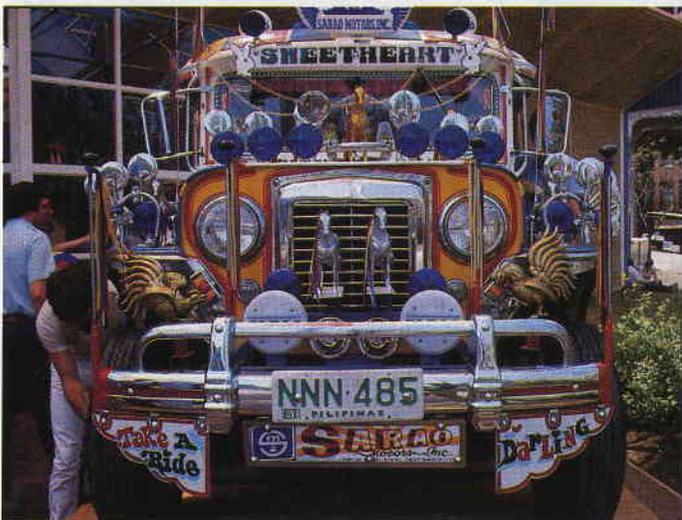
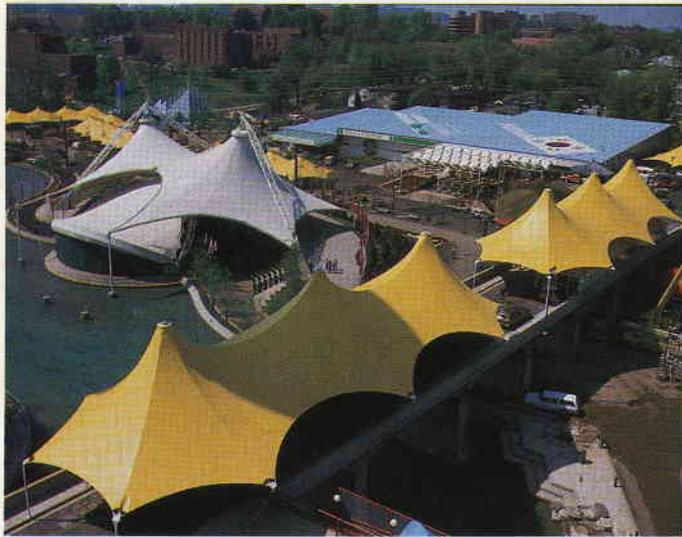
Mrs. Reagan watches the festivities with Fair President S. H. Roberts, Jr., and Sen. Howard Baker.

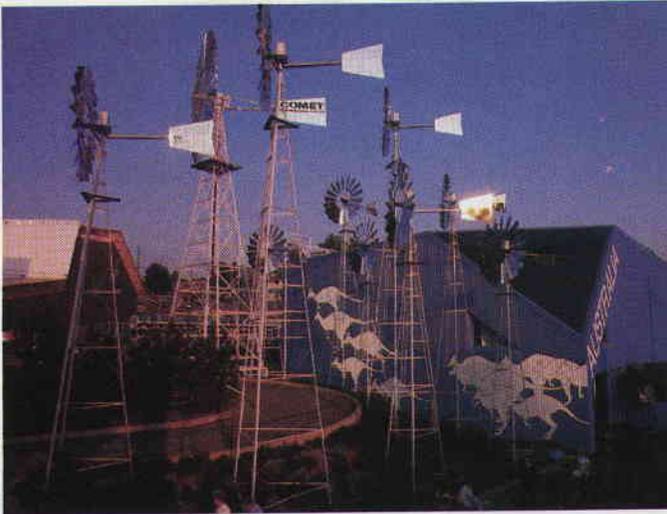


Seemingly overnight, Knoxville took on the sights and sounds of an international city. *At left:* Some of the day's distinguished guests: Sen. Howard Baker, Fair President S. H. Roberts, Jr., Secretary of Agriculture John Block and Sen. James Sasser.





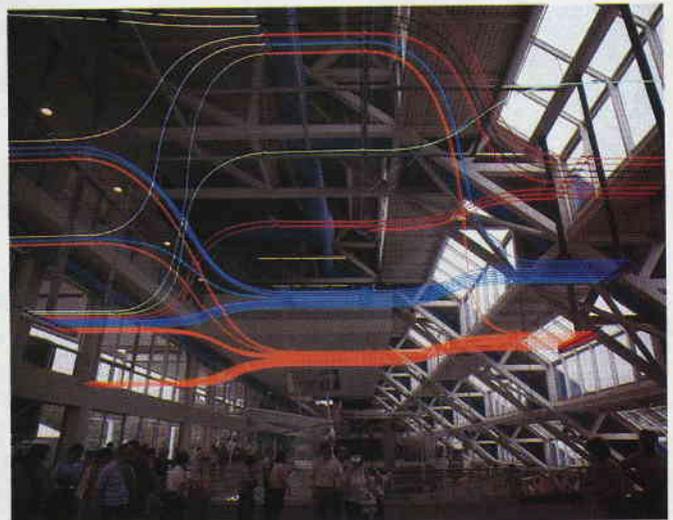




The Fair's energy theme was personified in the pavilions, parades, performers and spirit of the people themselves.

SPECIAL BULLETIN:

As this publication goes to press, negotiations are underway with the governments of Gabon and Antigua. It is highly probable these nations will join The 1982 World's Fair as exhibitors, bringing the total number of countries participating to 25. The directors and executives of the Knoxville International Energy Exposition welcome this new participation and look forward to the contributions these two exciting nations will make to the education and enjoyment of World's Fair visitors.





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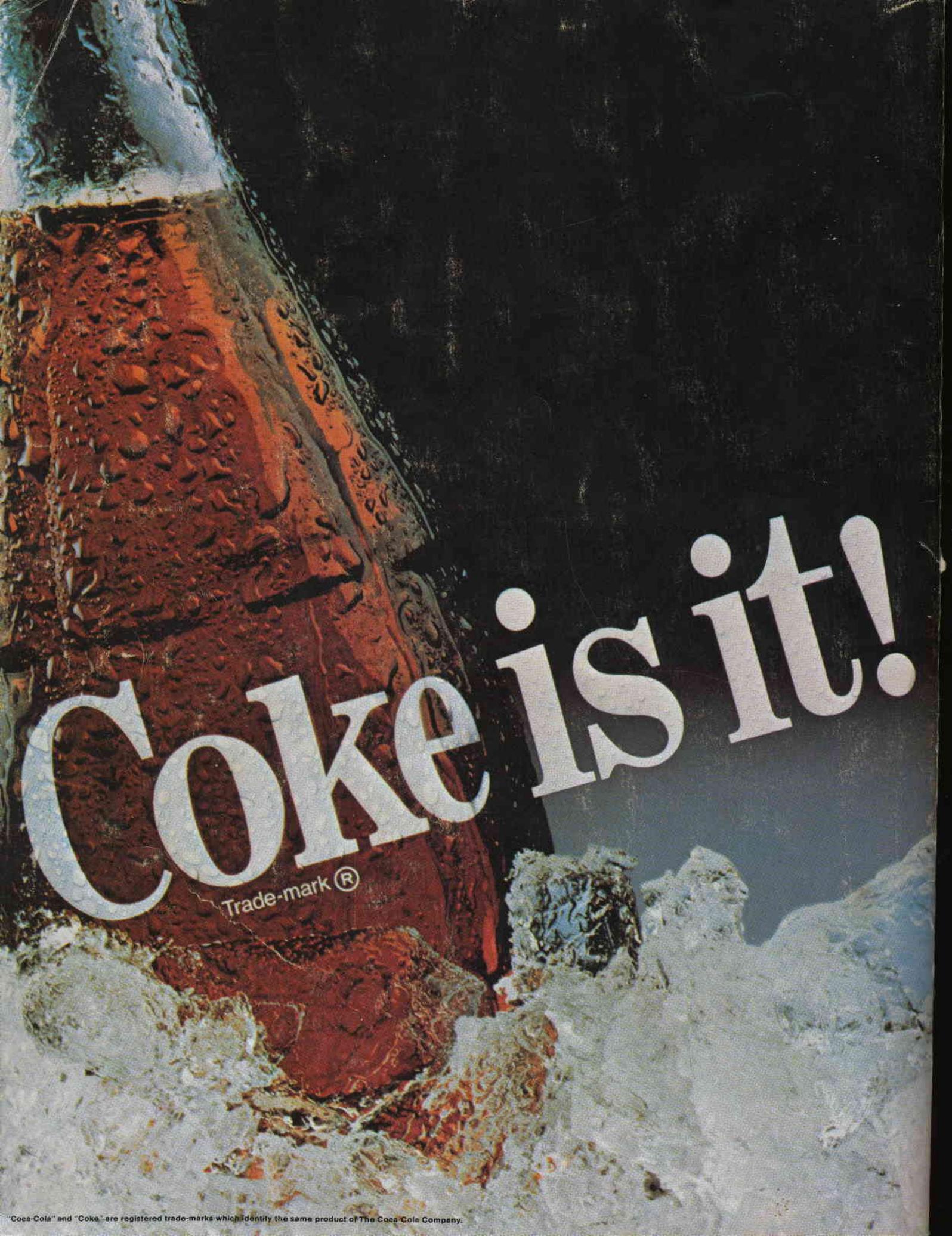
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