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Not only can you see them—you can actually have your picture taken with one!

Eight world-famous Clydesdales will be on display at the Budweiser Beer Garden and stable area.

See these magnificent horses up close. Have your picture taken. And visit the Label Stable where you'll find a huge collection of favorite Budweiser souvenirs, including mugs, glassware and T-shirts.

And what better place to enjoy a cold Bud[®] than on the deck of the Beer Garden, listening to piano music.

But that's not all!

At the Budweiser, Bluegrass and Bar-B-Q pavilion you can load up a platter with down-home specialties. Native Appalachian musicians will have you clapping and stomping your feet to the Bluegrass beat. You'll find the Clydesdale Country Store chock-full of souvenirs and memorabilia.

Plus, every day two Clydesdales will lead a parade! With marching bands and colorful floats, they'll wind throughout the fairgrounds.

Food, fun, excitement—you'll find it all wherever you see Budweiser at the 1982 Knoxville World's Fair!



LOOK FOR SPECIAL WORLD'S FAIR
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WHERE YOU BUY BUDWEISER!



Entertainment

Show Schedules

Partial schedule as of March 17, 1982

There is an additional ticket charge for events at the Civic Coliseum and the Civic Auditorium.

Knoxville Civic Auditorium (Call 615/971-1600 for tickets)

May	
1	Opening Celebration
4-8	Rudolf Nureyev with the Boston Ballet
10-14	"Ain't Misbehavin'"
8	Tamburitzan Folk Ensemble
16	Atlanta Symphony Orchestra with Robert Shaw

June	
9-10	Andre Michel Schub with Knoxville Symphony Orchestra
12-13	Christy Lane
22-28	Jennifer Muller and The Works

July	
13-18	The Grand Kabuki of Japan Two performances July 17; Matinee only July 18
19	London Symphony
30	Carlos Montoya
31	Warsaw Philharmonic

August	
1-8	Royal Tahitian Dance Co.
29-31	Dance Theatre of Harlem

September	
1-4	Dance Theatre of Harlem
7	Leontyne Price
12-18	Les Ballets Jazz de Montreal
22-23	Leonard Rose/Isaac Stern with Knoxville Symphony Orchestra

October	
8-10	Houston Ballet
19	Vienna Symphony
23	Prague Symphony
25	Western Opera Theatre
28	Scottish National Orchestra with Sir Alexander Gibson

Knoxville Civic Coliseum / Exhibition Hall (Call 615/971-1600 for tickets)

May	
29-30	Bob Hope with Lynn Anderson

June	
1-2	Victor Borge
3-6	Lipizzan Stallions

July	
1-3	Johnny Cash

August	
9	Al Hirt and Pete Fountain
26	Loretta Lynn

September	
4	Red Skelton

October	
10	Conway Twitty

Evening Concerts / State of Tennessee Amphitheatre (No additional charge. Price included in fair admission fee)

May	
2, 3, 4	Mary Travers (Folk)
6, 7, 8	Aldridge Sisters (Variety)
9, 10, 11	Richie Havens (Contemporary)
13, 14, 15	Riders in the Sky (Country)
16	Jim Turner (Pops Concert)
17, 18	Tracy Nelson (Contemporary)
20, 21, 22	Jimmie Walker (Comedy)
23	McLain Family Band (Pops Concert)
24, 25	Olympia Brass Band (Dixieland)
27, 28, 29	Steppe Brothers (Country)
31	Jasmine (Contemporary)

June	
1	Jasmine (Contemporary)
3, 4, 5	Peter Yarrow (Folk)
6	Chet Atkins with Nashville Symphony (Pops Concert)
7, 8	John Hartford (Country)
10, 11, 12	Manhattan Rhythm Kings (Variety)
13	Mac Frampton (Pops Concert)
14, 15	Ricky Skaggs (Country)
17, 18, 19	Ink Spots (Nostalgia)
21, 22	Ava Barber (Country)
24, 25, 26	Helen Cornelius (Country)
27	Peter Nero with Knoxville Symphony (Pops Concert)
28, 29	Jeff Lorber Fusion (Jazz)

July	
1, 2, 3	Dave Loggins (Contemporary)
4	Keith Brion (Pops Concert)
5, 6	Gove (Contemporary)
8, 9, 10	Tim Weisberg (Jazz)
11	Roberta Peters (Pops Concert)
15, 16, 17	Kamloops Rube Band (Variety)
19, 20	Riders in the Sky (Country)
22, 23, 24	Maxene Andrews (Nostalgia)
25	Richard Trythall (Pops Concert)
29, 30, 31	Oliver (Contemporary)

August	
1	Warsaw Philharmonic (Pops Concert)
2, 3	Gene Cotton (Contemporary)
5, 6, 7	Jon Hendricks (Jazz)
8	Ava Barber (Pops Concert)
9, 10, 11	Kingston Trio (Folk)
12, 13, 14	Five Blind Boys (Gospel)
15	Skitch Henderson (Pops Concert)
19, 20, 21	Riders in the Sky (Country)
26, 27, 28	Pete Barbutti (Jazz/Comedy)
30, 31	Ricky Skaggs (Country)

September	
2, 3, 4	Papa John Creach (Contemporary)
9, 10, 11	Roger & Roger (Comedy)
13, 14	Riders in the Sky (Country)
16, 17, 18	McLain Family Band (Bluegrass)
23, 24, 25	Ventures (Nostalgia)
30	Four Freshmen (Nostalgia)

October	
1, 2	Four Freshmen (Nostalgia)
7, 8, 9	Riders in the Sky (Country)
14, 15, 16	Leon Redbone (Nostalgia)

• Subject to change. Additional performers will be listed on weekly schedules.

Entertainers



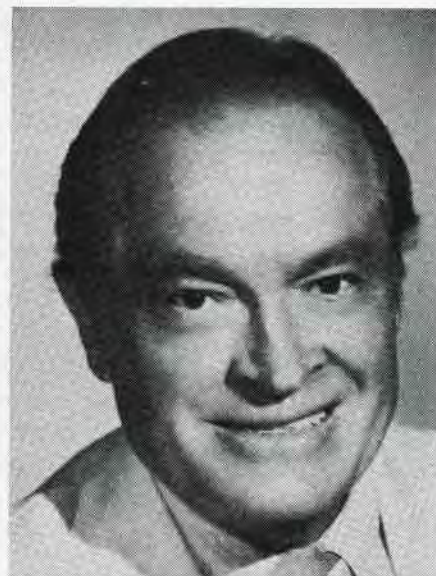
Up With People

The creative energy of people around the world brings to The 1982 World's Fair a dazzling array of entertainment unmatched in any other site in the world this year.

From the brilliance of world-famous symphony orchestras to the unbounded enthusiasm of high school marching bands, music pervades the Knoxville air from May through October.

The Prague Symphony Orchestra, under the musical direction of Jini Belohlavek and conducted by

Belohlavek and Vladimir Valek, has completed more than 40 successful international concert tours. On the Civic Auditorium stage, it follows the October appearance of the world-renowned Vienna Symphony and it furnishes a musical climax to a season that includes performances by the Atlanta Symphony Orchestra with Robert Shaw and the Knoxville Symphony Orchestra, host orchestra for The 1982 World's Fair, under the leadership of internationally-acclaimed maestro Zoltan Rozsnyai.



Bob Hope

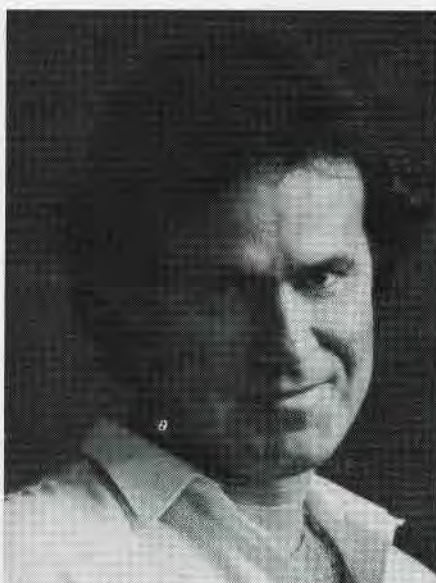
The unique Scottish National Orchestra (with Sir Alexander Gibson) will close the classical orchestra door on the Fair with an Oct. 29 performance.

Individuals on the classical music stage include cellist Leonard Rose, indefatigable virtuoso violinist Isaac Stern, and the flamboyant guitarist Carlos Montoya.

When it comes to energy, the world of dance at the Fair is highly visible, too. Rudolf Nureyev, perhaps the most famous dancer of modern times, will be featured with the Boston Ballet



Helen Cornelius



Dave Loggins



Lynn Anderson

Entertainers



Johnny and June Carter Cash

in an all-new production of his own version of "Don Quixote," May 4-8, as part of the World Festival program. The performances will be staged in Knoxville's Civic Auditorium.

Jennifer Muller and her dance company, The Works, appear during June. The Royal Tahitian Dance Co., the Dance Theatre of Harlem, Les Ballets Jazz de Montreal and the Houston Ballet follow in performances of beauty, grace and sheer strength.

Less classical, but no less musical, are the evening "pop" concerts in the



Aldridge Sisters

State of Tennessee Amphitheatre.

Here, folk singers Mary Travers, Peter Yarrow and the Kingston Trio, jazz artists Pete Barbutti, Jon Hendricks and the Olympia Brass Band, and the Bluegrass music of the McLain Family Band alternate with the country sounds of Ricky Skaggs, Ava Barber, the Steppe Brothers, Tracy Nelson, Helen Cornelius and Riders In the Sky.

The nostalgia of the Ink Spots and Maxene Andrews is interspersed with the contemporary sound of Richie



Richie Havens

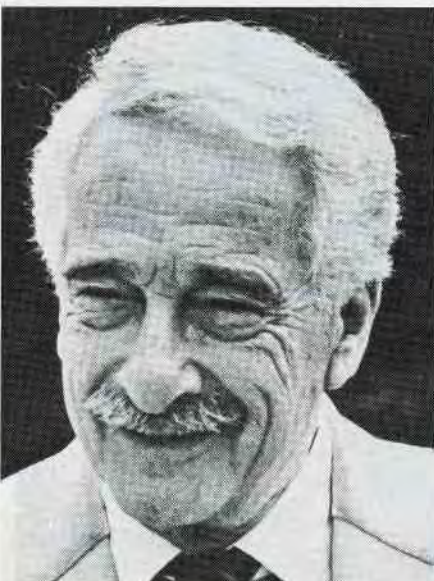
Havens, Jasmine, Dave Loggins, Gove, Oliver and Gene Cotton — and versatile acts like the Aldridge Sisters and Kamloops Rube Band.

The richest form of human energy is laughter, and The 1982 World's Fair will provide occasion for copious amounts of that commodity with the appearance of guest stars Bob Hope and Victor Borge. Jimmie Walker and Roger & Roger will add to the mirth with State of Tennessee Amphitheatre appearances.

Superstar Johnny Cash, with June



Jimmie Walker



Victor Borge



Red Skelton

www.butkus.us



Prague Symphony Orchestra

Carter Cash, will bring his special brand of "country" to the Coliseum. And Lynn Anderson joins Bob Hope with a sophisticated country style all her own.

This star-studded entertainment program is enhanced by the participation of a large number of amateur bands, choral groups and dancers. These groups come from elementary, junior and senior high schools, colleges, music academies, community centers, recreation departments, various clubs and the

military services.

These groups will perform on various stages around the Fair site, including the Elm Tree Theatre, Court of Flags, Second Creek Theatre and the State of Tennessee Amphitheatre.

Strolling entertainers in four categories — magicians, mimes, jugglers and Kodak Costumed Characters — will add a festive air throughout the Fair site.



Rudolf Nureyev



Oliver

Special Weeks

May 17-23

Tennessee State Parks Folklife Project

May 31-June 6

Mississippi Action for Community Education Delta Arts Project. Dedicated to Furry Lewis.

June 7-12

Mountain Heritage Center (N.C.)

June 14-20

Foxfire Fund, Inc. (Ga.)

June 21-27

Appalshop, Inc. (Ky.)

July 5-11

Columbus Museum of Arts and Sciences (Ga.)

July 12-18

Blue Ridge Institute (Va.)

July 19-25

Mars Hill College Rural Life Museum (N.C.)

July 16-Aug. 1

Memphis State University program Ethnomusicology (Regional Studies) (Tenn.)

Aug. 1-8

Appalachian State University, Appalachian Studies Program (N.C.)

Aug. 9-15

Berea College Appalachian Center (Ky.)

Aug. 16-22

John Henry Memorial Foundation (W.Va.)

Aug. 30-Sept. 5

Museum of Appalachia (Tenn.)

Sept. 6-12

Center for Southern Folklore (Tenn.)

Sept. 27-Oct. 3

National Council for the Traditional Arts (Wash., D.C.)

Oct. 4-10

Southern Grassroots Revival Project (Tenn.)

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The real truth in color film must be seen to be believed.
So take a face you know. And a single roll of film.

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the real thing and compare. Does the photograph give
you an honest match, true-to-life? The head-on com-
parison is the toughest test a color film can face.

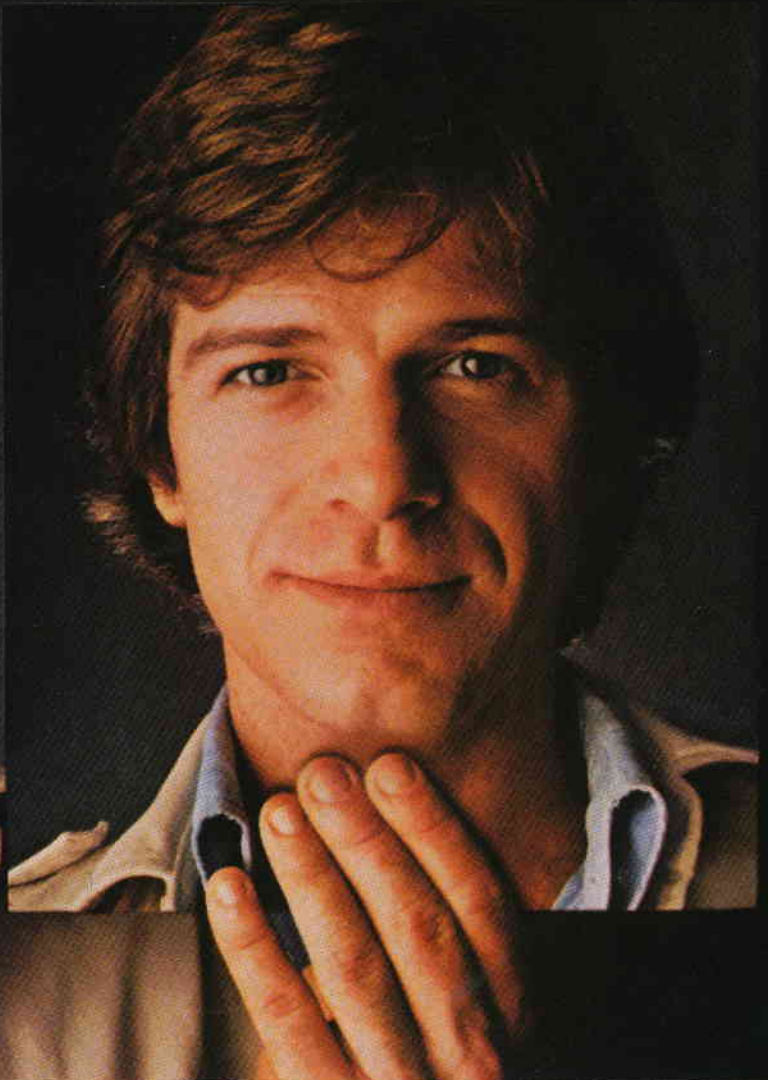
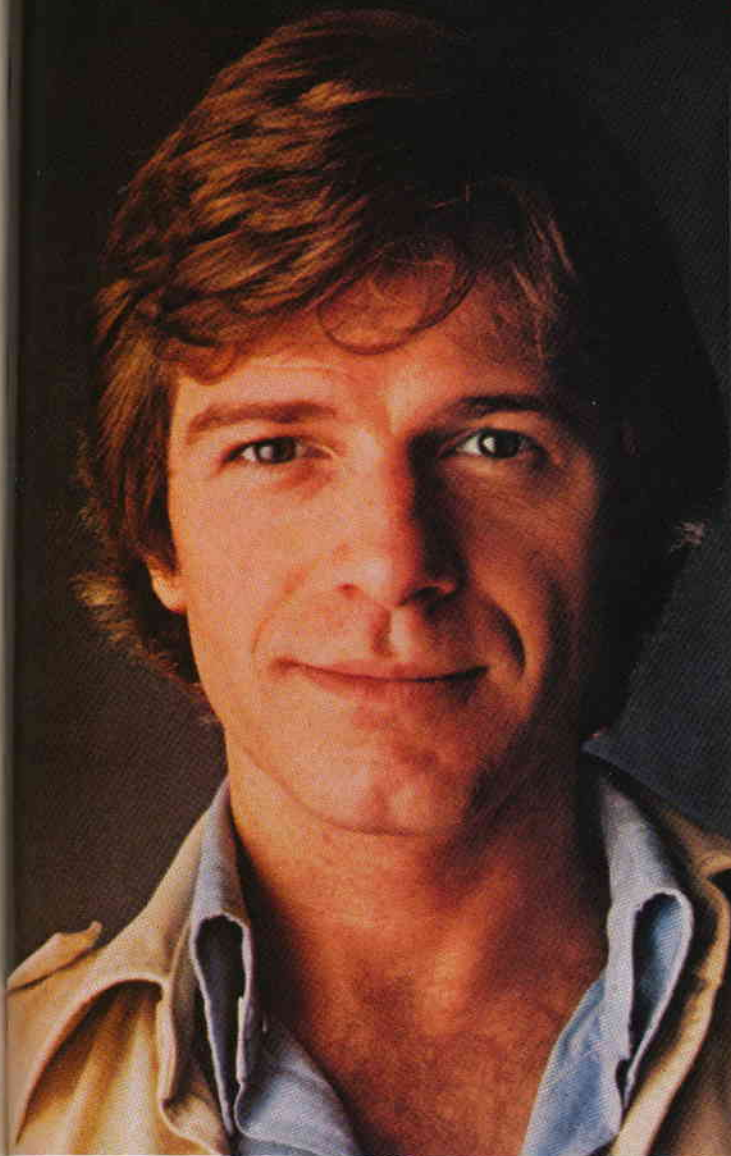
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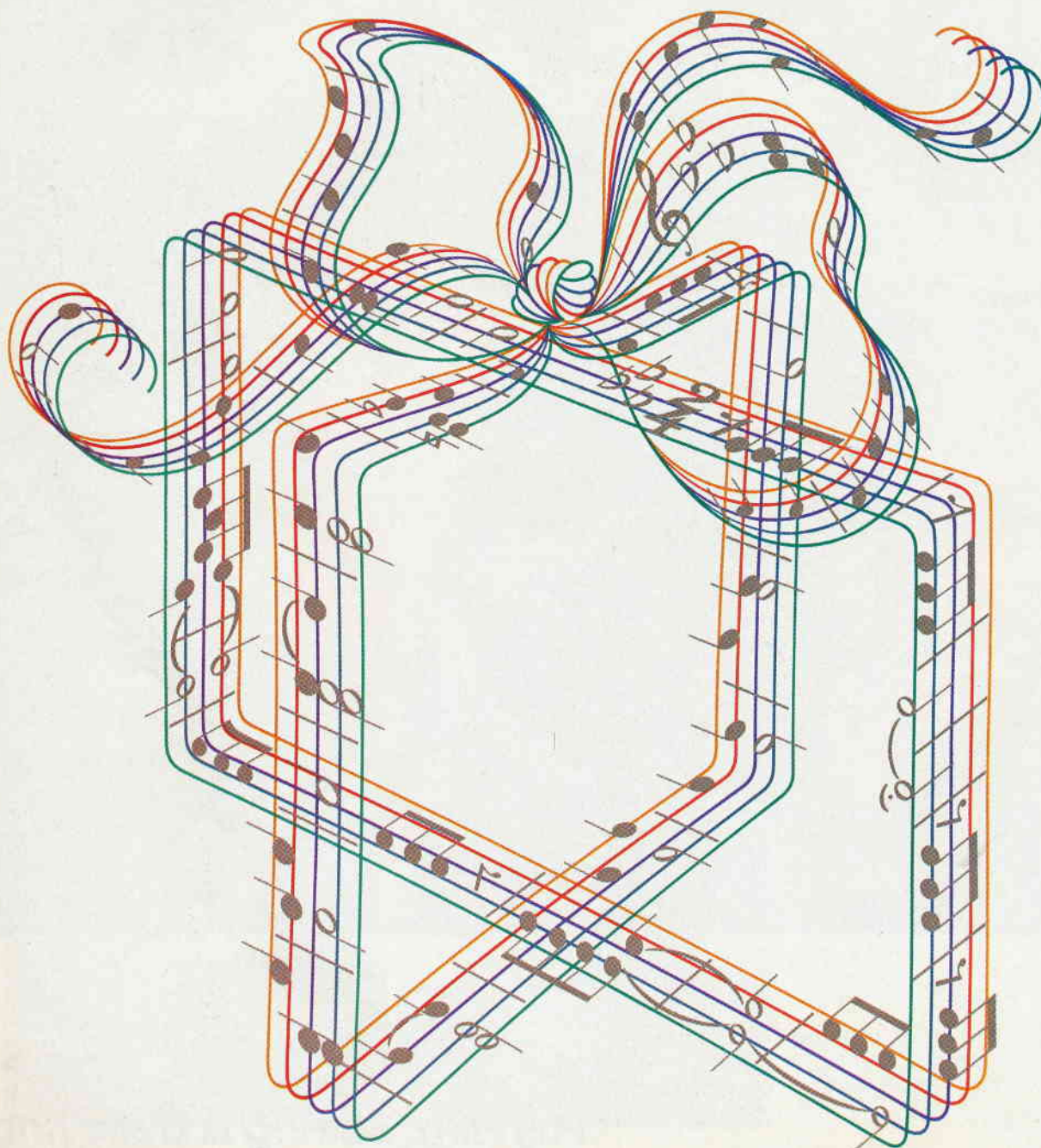
Enjoy the gift of music during the Knoxville World's Fair.

THE IBM CONCERT SERIES

May 16—The Atlanta Symphony and Chorus with Robert Shaw / July 11—Roberta Peters / July 19—The London Symphony
July 31—The Warsaw Philharmonic Orchestra / Sept. 7—Leontyne Price
Sept. 22-23—The Knoxville Symphony Orchestra with Maestro Zoltan Rozsnyai and Special Guests Leonard Rose and Isaac Stern
Oct. 19—The Vienna Symphony / Oct. 23—The Prague Symphony Orchestra.

All performances will be held at the Knoxville Civic Auditorium, except the Roberta Peters concert, which will be held at the Tennessee State Amphitheater on the site of the World's Fair. Tickets for performances at the Civic Auditorium may be purchased at Ticketron outlets. This concert series is made possible by a grant from IBM.

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IBM Concert Series

International Business Machines Corp. is proud to present a series of classical music concerts in conjunction with The 1982 World's Fair.

In keeping with the international theme of the Fair, these concerts will feature major orchestras, soloists and conductors from around the world. This eight-concert series will be presented at the Knoxville Civic Auditorium, with the exception of Roberta Peters' performance, which will take place in the State of Tennessee Amphitheatre.

Concert Schedule

May 16: The Atlanta Symphony and Chorus with Robert Shaw

As music director and conductor of the Atlanta Symphony Orchestra, Robert Shaw is recognized as a pioneer in orchestral music. Under his supervision, the Orchestra became the first in America to use Telarc digital recordings, a breakthrough in sonic technology. The Atlanta Symphony, now in its 36th season, has acquired a national reputation with appearances at President Jimmy Carter's Inaugural Concert, the Kennedy Center in Washington, D.C., and Carnegie Hall.

July 19: The London Symphony

Acclaimed by *The New York Times* as "one of the world's great orchestras," the London Symphony enjoys a particularly close musical relationship with the United States. It frequently tours the country and renowned American conductors often conduct the symphony and make recordings in London — among them Leonard Bernstein, Leopold Stokowski, Eugene Ormandy, George Szell, Aaron Copland and Andre Previn.



Leonard Rose

In 1978, the orchestra shared three Grammy Awards for the soundtrack of *Star Wars*. It also recorded the soundtrack for the motion picture *Superman*.

July 11: Roberta Peters*

Roberta Peters made her debut at the New York Metropolitan Opera at age 19. She recently celebrated her 30th consecutive season with the Met — a record unequaled by any other coloratura soprano in the company's history.

Miss Peters has given recitals and concerts throughout the country and abroad. She was the first American-born artist to receive the coveted Bolshoi Medal of the Soviet Union.

July 31: The Warsaw Philharmonic Orchestra

Conductor Kazimir Kord will lead more than 100 musicians of the widely-traveled National Orchestra of Poland in both a classical repertoire and works of national composers.

Sept. 7: Leontyne Price

Leontyne Price is universally regarded as one of the greatest sopranos of all time. Paul Hume of *The Washington Post* describes her as "spectacularly glorious...enchanted singing." She appeared at the premiere of the new Metropolitan Opera House in New York City, and has sung in concert with the Philadelphia Orchestra, the Boston Symphony and the New York Philharmonic.

* Roberta Peters will appear at The 1982 World's Fair at the State of Tennessee Amphitheatre.



Roberta Peters

IBM Concert Series

Sept. 22-23: Leonard Rose and Isaac Stern

Leonard Rose, master cellist who has appeared with several major orchestras, and Isaac Stern, one of the world's most renowned and recorded violinists, will perform with the Knoxville Symphony Orchestra under the direction of maestro Zoltan Rozsnyai.

Oct. 19: The Vienna Symphony

This orchestra, with its international reputation for creating the "Viennese Sound" and with Christopher Eschenbach as conductor, will present classical and romantic works, as well as 20th century compositions.

Oct. 23: The Prague Symphony Orchestra

Receiving worldwide acclaim with Conductor Jiri Belohlavek and more than 40 international tours to its credit, the Prague Symphony is known for its rich and exciting performances of Bohemian masterpieces.

Tickets for the IBM Concert Series are available at Ticketron outlets or by calling 615/971-1600.



Leontyne Price



Issac Stern



Jiri Belohlavek

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round out our all-star seafood menu, while our tender whitemeat Chicken Planks®—carved from the breast—carry the distinction of being the best part of the best part of the chicken.

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- LaFollette
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- Harlan, KY
- London, KY
- Williamsburg, KY
- Monticello, KY
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- Barbourville, KY
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welcome!

to the 1982 World's Fair.

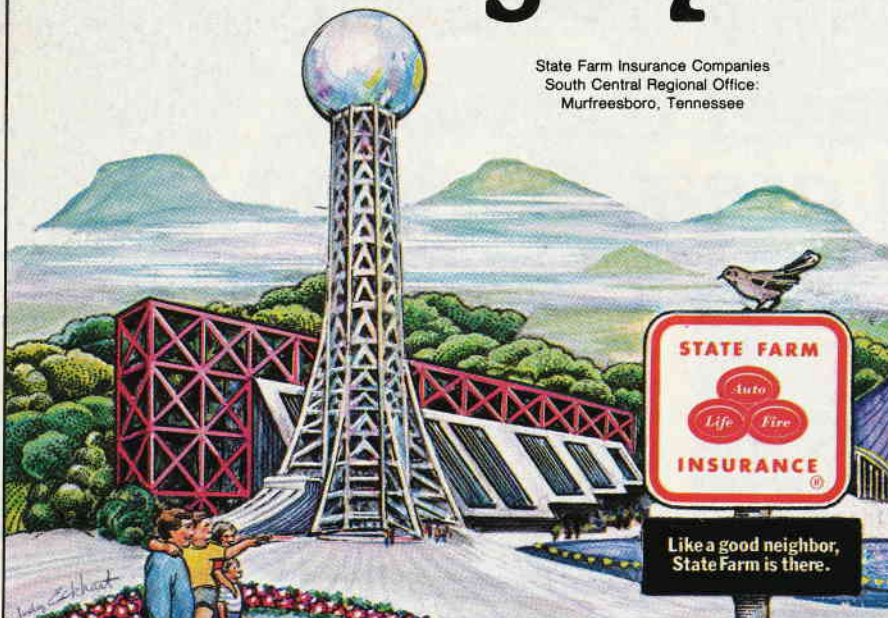
State Farm agents in the Knoxville area hope your visit will be a pleasant one. If you're seeking excitement, fun and entertainment, you've come to the right place. If you're seeking dependable insurance protection, competitive rates and outstanding service, check with State Farm.

While visiting the Fair, State Farm policyholders can get help with insurance problems from any good neighbor State Farm agent in this area. Or, you may contact our conveniently located service center. The map below shows the location.

One more word of advice:

enjoy!

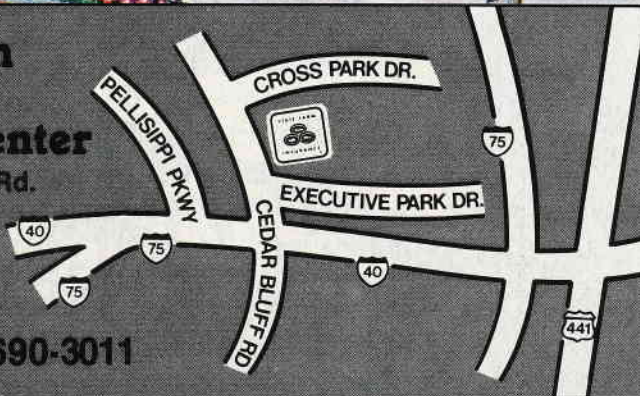
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State Farm Claims Service Center

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Entertainment

Free Noon Concerts

The free noon performance series produced by the Knoxville Arts Council at Market Square Mall for the past six years has been brought back by popular demand for 1982.

"Live at Market Square Mall" will be presented every Tuesday at noon from April 27 to Sept. 27.

The series highlights area performers, giving them exposure to the general public. The noon performances of local theater, dance and music groups have drawn large crowds to the mall. Previous schedules have included mime acts, jazz bands, classical guitarists, bluegrass, folk and rock groups. This year's schedule will feature many of the same groups. A special feature will be performances that highlight the weekly celebrations of different countries at The 1982 World's Fair.

Check the local papers for scheduled listings or call the Knoxville Arts Council at 523-7543.

And be sure to visit the three exhibit spaces sponsored by the Knoxville Arts Council, First Tennessee Bank and the Mayor's Office featuring works by local and area artists. An artist is featured each month at the Knoxville Arts Council Gallery, L331 City/County Building, the Mayor's Gallery, 6th floor City/County Building, and First Tennessee Bank Gallery on Gay Street.

Lots of Music

From the opening day of The 1982 World's Fair, music will fill the air.

Along with Du Pont's Official Marching Band that will entertain visitors during the 1½ hour daily parade, 368 other marching bands from across the country will also perform at various times throughout the Fair.

All amateur bands, 95 percent of them are high school bands from every corner of the United States. Along with their parade participation, most of the bands will also present 30-minute concerts.

Du Pont Marching Band

There is one Fair "exhibit" visitors are apt to encounter almost anywhere, from the streets of Knoxville to major points of interest on the fairgrounds.

This exhibit-in-motion is the Du Pont World's Fair Marching Band. The 29-member group turns on its own special brand of high energy each day, beginning with a parade through downtown Knoxville, which will lead visitors to the Fair. Its up-beat tunes range from Americana and modern popular to special musical salutes to the 22 nations participating in the Fair.

The band includes a high-strutting drum major, three flag bearers and 25 professional musicians. All were drawn from the Knoxville area and will perform six hours a day, rain or shine, through the Fair's six-month run.

Fashion designer Bob Mackie created the band's uniforms with their striking energy motif. The uniforms of the drum major and band

members are made from a blend of Du Pont's Dacron polyester fiber and cotton. A stretch fabric containing Du Pont's Lycra spandex fiber was used in the costumes of the three flag bearers.

Du Pont is perhaps best known for its consumer products, ranging from paints and plastics to pharmaceuticals and recording tape. The company's textile fibers are used extensively in apparel, carpets and other home furnishings.

Du Pont is also deeply involved in other fields, including energy. The company owns Conoco, America's ninth largest oil company with vast reserves of oil, natural gas and coal which will help meet the energy needs of the United States and the world.

However, for some years, Du Pont officials have been convinced that the answers to the world's long-term energy problems are far more complicated than simply finding and

developing conventional natural resources.

One dramatic example of Du Pont's commitment to alternative energy technologies was its sponsorship of the Solar Challenger. This 217-pound airplane set aviation history on July 7, 1981, when it flew on solar power from Cormeilles-en-Vexin, France, to Manston, England.

The Gossamer Penguin, a forerunner of the Solar Challenger, is on display at the Fair's U.S. Pavilion. Also sponsored by Du Pont, it was the first successfully-flown solar-powered aircraft.

Du Pont specialty materials play a major role in solar technologies as well. Du Pont Tedlar polyvinyl fluoride film protected many of the 16,128 photovoltaic energy cells attached to the Solar Challenger's upper surface. Other Du Pont products figure prominently in solar devices which provide home and industrial heat, hot water and air conditioning.



YOURS FREE...

A commemorative medallion of the 1982 World's Fair and a complimentary vacation invitation just for visiting Fairfield's exhibit.

The best part of your visit will be seeing the spectacular audio/visual show describing tomorrow's vacations. It's fun, it's exciting, it's entertaining. Don't miss it. In the Lifestyle and Technology Building.

And, just for visiting, you will be eligible to receive a beautiful, custom-minted, 32mm commemorative medallion of the World's Fair, absolutely free, plus a complimentary vacation invitation to one of Fairfield's fabulous resorts. It's the most incredible offer at the Fair!

FAIRFIELD COMMUNITIES



Lifestyle and Technology Building

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Folklife



Butkus, US



Folklife Festival

The Folklife Festival, sponsored by Stokely-Van Camp is a celebration of traditional Appalachian culture.

The constantly-changing program begins at 10 a.m. and runs continuously every day from May through October. Each week a new cast of musicians, dancers, craftspeople, storytellers and moonshine makers are on hand to perform in concerts, workshops, dance parties, craft and food demonstrations. Bluegrass, blues, country, old time and other traditional Appalachian musicians, as well as basket makers, quilters, cooks, blacksmiths and others, are here to

share the skills they have learned from generations of ethnic and community traditions.

Weekly specials include: Tuesday, Thursday evening and Sunday gospel; Wednesday evening concerts in the State of Tennessee Amphitheater, and a Thursday evening lecture series of Appalachian folklore subjects.

The site is on a grassy, 1.4-acre hill on the northern boundary of the Fair site. The Folklife Festival area may be reached on foot via a sloping walkway, which also accommodates wheelchair traffic, or by aerial gondola. It includes a large outdoor

amphitheater for concerts, a small outdoor amphitheater for workshops, a sculpture garden of folkart and artifacts, two outdoor craft areas and a foodways area, featuring a working moonshine still.

Housed inside the historic L & N Hotel are additional facilities: an audio-visual center, gallery, folklife shops, craft demonstration area and rustic tavern and restaurant. Admission to all programs and activities of the Folklife Festival is included in the Fair's general admission price.

Folklife Entertainers

Bluegrass

Doyle Lawson & Quicksilver
Ridgewood Band
Byron Berline, Dan Crary, John Hickman
Dry Branch Fire Squad
The Goins Brothers
Dave Evans and Riverbend
Knoxville Grass
Pinnacle Boys
Johnson Mountain Boys
Don Reno and the Tennessee Cut-Ups
Bill Harrell and the Virginians
The Bluegrass Cardinals
Ralph Stanley and the Clinch Mountain Boys
Carl Story

Old Time

The Eller Brothers
The Roan Mountain Hilltoppers
Ted Bogan, Howard Armstrong and Yank Rachell
The Shady Mountain Ramblers
The Pine River Boys
Clint Howard, Fred Price and Sons
The Dry Hill Draggers
The Frazier Moss String Band
The Ottway Four
Mack Snodderly String Band
Albert Hash and the White Top
Mountain Band
Gold River Grass
Lewis and Donna Lamb
Gary Patton

Country

Esco Hawkins
Hazel Dickens
The Baily Brothers
Raymond Fairchild and the Crowe Brothers
Lew Waldrop Band

Bill Grant and Delia Bell
Bailes Brothers

Gospel

Willie Wykle Band
The Full Gospel Singers
The Primitive Quartet
God Gospel
The Shelton Family
The Rev. Leon Pinson
Five Blind Boys of Alabama
St. Joseph's House of Prayer
Heavenly Echos
Boyd Rivers
Spiritual Jubilee Singers

Blues

Lony Pitchford
Piano Red "Dr. Feelgood"
Sam Chatmon
Boyd Rivers
Hammie Nixon
Robert Thomas
Henry Townsend
Son Thomas
Drink Small
Bettie Fikes
R.L. Burnside and the Sound Machine
The Fieldstones
Harmonica Frank Floyd

Roots

Jack Coen
Barbara Golden
Tim Britton
Andy McGann
Sean McGlynn
Charlie Coen
Tannahill Weavers
Liz Carroll
Jimmy Keane
The Irish Tradition
Eugene O'Donnell

Crafts

D.X. Gordy
Albert Hash
Stanley Hicks
Wayne and Carol Henderson
Rickie Stewart and Alex Stewart
Ethel Wright Mohammed
Carlton Garrett
Nellie Mae Rowe
Burlon Craig
Emory Robinson
Son Thomas

Storytellers

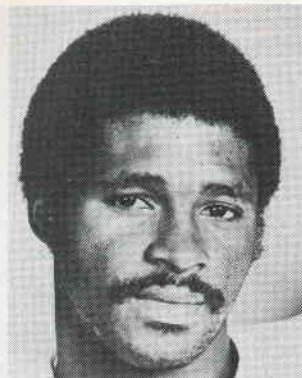
Hamper McBee
"Doc" McConnell
The Rev. Donald Davis
Daniel Womack
Barbara Bailey
Stanley Hicks
Ray Hicks

And more

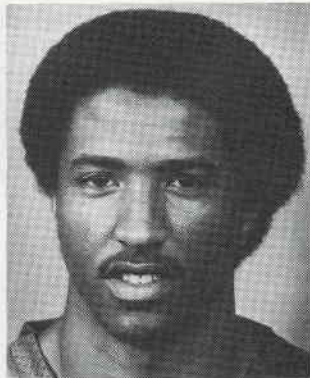
Nimrod Workman
Phyllis Boyens
Don Stover
Red Rector
Bud Hunt
Booker T. Laury
Napoleon Strickland
Rising Star Fife Band
Albert Macon
Robert Thomas
Lois Short
Algia Mae Hinton
Ola Belle Reed
Bill Henry
Museum of Appalachia String Band
Etta Baker
Jean Ritchie
Joe and Janette Carter
Country Gazette

Entertainment, Amusements

Sports of All Sorts



Stanley Morgan



Roland James

Pro football, an Avon Women's 10K race, and The Athletic Congress track and field championships are among the national and international sporting events scheduled during The 1982 World's Fair.

Avon Women's 10K Road Race May 8

Downtown Knoxville

This race, for women of all ages and abilities, is routed through the streets of downtown Knoxville. This is the final event of the 1981-82 Avon circuit and the top three finishers will qualify for trips to the Avon International Marathon, the premier competition of the 1982-83 season.

Team Murray World Cup BMX June 11-13

At least 2,000 amateur and professional BMX bicycle riders (ages 6-21) from around the world will compete for trophies and \$18,000 in prize money on the bumps, curves and jumps of a newly-designed bicycle motocross course. This event is sponsored by Murray, Ohio Manufacturing Co. of Brentwood, Tenn.



THE 1982 WORLD'S FAIR

The Athletic Congress Championships June 18-20

University of Tennessee Tom Black Track

A national men's and women's track and field championship, guaranteed to be one of the world's best. Top U.S. athletes will be competing in this televised event.

The 1982 World's Fair Baseball Championships June 24-27

Bill Meyer Stadium

This event, sanctioned by the U.S. Baseball Federation, consists of four teams competing in a round-robin tournament. The teams are: Mexico, Australia, Japan and the United States.

Marathon Canoe and Kayak Invitational July 17-18

Clinch River at the Oak Ridge Marina

Fourteen separate U.S. Canoe Association-sanctioned events, sponsored by Oak Ridge Rowing Association. The races involve both international and national participants.

International Basketball Aug. 5-7

Knoxville Civic Coliseum

A round-robin tournament consisting of teams from the People's Republic of China (fielding one of the tallest men to ever play basketball at 7-foot-5), Yugoslavia (which won the gold medal at the 1982 Olympics), Canada, and the United States will field an all-star team.

NFL Exhibition Game Aug. 14

University of Tennessee Neyland Stadium

The New England Patriots (with former Vols Roland James and Stanley Morgan) will meet four-time Super Bowl champions, the Pittsburgh Steelers (with former Vol Craig Colquitt).

U.S. National Team vs. USSR Swimming Competition Aug. 26-28

University of Tennessee Aquatic Center

The U.S. National Swimming Team will compete against the Soviet Union swim team in a nationally-televised dual swim meet.

National Slo-Pitch Conference Championship Aug. 27-29

Bill Meyer Stadium

This event, sanctioned by the National Slo-Pitch Conference, will feature 10 softball teams competing in a round-robin tournament.

PGA Cup Matches Sept. 10-12

Holston Hills Country Club

Nine club pros from the United States (winner of the last two PGA Cup matches) will meet nine from Great Britain and Ireland. The format, similar to Ryder Cup play, features three four-ball matches and three foursomes, then finishes with nine singles matches.



Bon Apetit...
Foods, Libations and Services

Foods from Many Nations



Candy Factory

Prior to The 1982 World's Fair renovation, this old brick building stood forlornly on Clinch Avenue — its broken windows and run-down appearance indicating that it had, indeed, seen better days.

Recently, it had been used as a warehouse of a Knoxville department store. Townspeople, however, still referred to it as "The Candy Factory," the name by which it was known when the Littlefield and Steere Candy Co. operated it in the 1920s.

Now it has come to life once again. The Candy Factory, restored inside and out, has been transformed into a major attraction at the Fair...a building that includes restaurants and lounges.

A feeling of comradeship will overtake visitors as they approach its terrace area and are engulfed in an

Italian street festival. Imagine watching the antics of acrobats, mimes and an organ grinder while enjoying pasta and a glass of wine or beer under a colorful umbrella. The main floor houses yet another Italian restaurant/cafeteria, The Pasta Palace, where more complete meals are served. On the exposed brick walls within the building, local artists' work are displayed and offered for sale.

European fast foods are featured in L'Express on the second floor. Renderings of express trains, jets, speedboats and rockets adorn the walls of this area.

A large portion of the third floor offers a lavish buffet for large groups. It can also be booked for special occasions. The Expo Bar and Grill seats 100 and serves a limited menu of seafood and beef in the rustic at-

mosphere of frontier days of Tennessee.

Visitors might also like to relax and sip an exotic island drink at The Crow's Nest, a new section on the top floor where one can almost hear the ocean, surrounded by the romantic atmosphere of Hawaii. Entertainment is featured in all of the major restaurants.

The old building will, no doubt, smile as children and adults enjoy watching some of the original candy-making machines in motion. Visitors may purchase this candy at the information booth on the main floor.

Mr. and Mrs. Arie Bos are coordinating this operation and several other concessions on site. They have participated in the Olympics, other international expositions and other world's fairs.

L & N Station

This beautiful old railway station on the northeast corner of The 1982 World's Fair site has been brought back to life and beckons visitors with its regal facade, ornate decor and stained glass windows.

The L & N Station, renovated by Station Eighty-Two Ltd., is a gathering place during The 1982 World's Fair

where hungry visitors can enjoy a salad, sandwich or one of Pierre Parker's famous French meals.

After dining on or visiting the concourse level, visitors should proceed through this magnificent building to the mezzanine level where they'll enter a new world of electronic wizardry. Here, exciting computer games will provide fascination for hours.

On the main level two more restaurants, Ruby Tuesday's and the L & N Fish Market, are open. Indoor and outdoor dining are available.

Strohaus

All fairs have a meeting center, a place that becomes a magnet for mirth and merrymaking.

The 1982 World's Fair presents a guaranteed good time in its 700-seat, indoor-outdoor Strohaus. Here, Bavarian bands from Europe, German waitresses, food from Munich, a special family-brewed German-style beer and the friendly spirit of the staff affords visitors a warm welcome.

This "Gemuetlichkeit" spirit was brought over by hard-working people from the Oktoberfests of Munich, Stuttgart and Dusseldorf.

Near the North Gate in its own Bavarian garden setting, this unique

120-year-old building from Knoxville's historic past has been transformed into a place where visitors may enjoy a few moments or hours of fellowship and festivity.

While enjoying a cold Oktoberfest-style mug of traditional beer — or a lunch, dinner or sandwich — guests are welcome to enjoy the band music, participate in the show, admire colorfully-costumed waiters and waitresses, and rest up before continuing their walking tour of the Fair site.

Mouth-watering delicacies like the Bavarian sausage plate, the freshly-done rotisserie chicken, the cold

European-style meats and cheeses, the Sauerbratens, smoked Eisben, and some tasty American standards are available to please even the most demanding palate.

This building, that more than 100 years ago rang with the sounds of iron-forming hammers, now resounds to the Bavarian Bell Ringers' show, the mighty Oom-pah Band tuba and the gala tunes of Oktoberfest.

Gourmet's Delight

Dieters be forewarned.

The 1982 World's Fair food festival is equivalent to a visit to the world's largest restaurant. The total footage given over to food operators is more than 200,000 square feet, divided among more than 60 locations.

Whether one's tastes run to a mu gu gai pan or souvlaki, or both, it will be served somewhere on the Fair site:

Sunsphere

Premier among the dining establishments at The 1982 World's Fair is an elegant gourmet restaurant situated within the glowing, golden globe of the 266-foot-high Sunsphere, the Fair's theme structure.

The restaurant seats 400 guests and affords a spectacular panorama of the exciting activities taking place on the mile-long Fair site.

An outdoor cafe graces the lower level lakeside plaza.

L & N Station

The Ruby Tuesday's restaurant operates in an atmosphere resplendent of the railway. A specialty restaurant, The Fish Market, features fresh seafood delicacies.

The nearby L & N Hotel, another turn-of-the-century monument to the railroad era, sits smack-dab in the middle of the Fair's Folklife Festival. Inside, a restaurant serves up authentic Appalachian and Southern specialties.

Candy Factory

The Candy Factory, a confectionery built in the 1920s, features a variety of dining areas throughout the building.

There is an Italian terrace restaurant with a unique "make your own pasta" bar. An international buffet restaurant offers Polynesian and French Canadian menus. In addition, there is an "a la carte" restaurant and a Crow's Nest cocktail lounge that, like the Sunsphere, provides a commanding view of the entire Fair site.

Strohaus

This German beer hall, authentic in every way, features German "oom-pah" bands, friendly frauleins and staff in German costumes. Expect plenty of fun and such popular German foods as Wiener schnitzel, sauerbraten, and knockwurst served with a mug of Stroh's beer.

Elsewhere on site are snack bars and purveyors of fast food. Included among these are Belgian waffles, stuffed potato skins and jambalaya. Other international delicacies will be served up by the chefs representing the many nations that will be taking part in the exposition.

Walk down a lane of the Fair and discover the special lure of Southern barbecued ribs, New York-style bagels and lox, and New Orleans-style seafood. A little further along, catch the intermingled aromas of Filipino food, Mexican tacos, French pastries, and an assortment of other culinary treats.

And then there's the muffin man. He's at Family FunFair with nut muffins and plain muffins, plus muffins covered with beef stew and other unusual toppings. And for a change of pace, there are plenty of hamburgers, hot dogs, chicken, and country ham and biscuits, too.

Might just as well give up on a diet while at The 1982 World's Fair. It doesn't stand a chance.

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New Hours: Sat.: 8-6
M-F: 8-8 - Sun.: 1-6

Emergency Service

Should the unexpected happen and someone is in need of emergency assistance, it's comforting to know that The 1982 World's Fair organizers have prepared for every emergency.

Over on 11th Avenue are three Victorian houses that have been renovated to house support services. The Fair's infirmary, on the north end of the street, is open to treat minor injuries and illnesses. (Those with serious injuries and/or illness will be immediately transported to nearby hospitals).

It is open through the Fair's normal operating hours and staffed with nurses and paramedics. This 10-bed infirmary will also provide dental and private physician referral for out-of-town visitors in need.

Adjacent to the infirmary is The 1982 World's Fair fire station, open 24-hours-a-day, seven-days-a-week. Housed in the station are two mini-pumpers and a staff of firefighters.

Other emergency services found in this building include: a lost and found department, a lost child haven, bathroom facilities, a baby-changing facility (sponsored by Gerber Baby Foods), and a chaplain's office.

The reception area, medical treatment center, supervisor's office, and head nurse's office are in the third building of the complex.

To provide quick response to emergency situations, 400 telephones have been placed on the Fair site for visitor's use. The number to call is: 971-HELP.

In addition, 60 security people and maintenance personnel, equipped with two-way radios, are in constant circulation on site. They, as well as all merchandise vendors, have been briefed on procedure for providing emergency assistance. Two full-sized and mini-ambulances are also on call at the Fair site.



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Exhibiting their original crafts and
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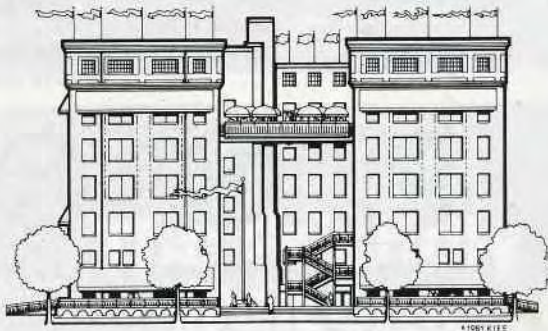
The 1982 CRAFTS FAIR welcomes you to the most unprecedented crafts event in the world, featuring authentic crafts rich in American culture and heritage.

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Visual Aids

1982 World's Fair Symbols

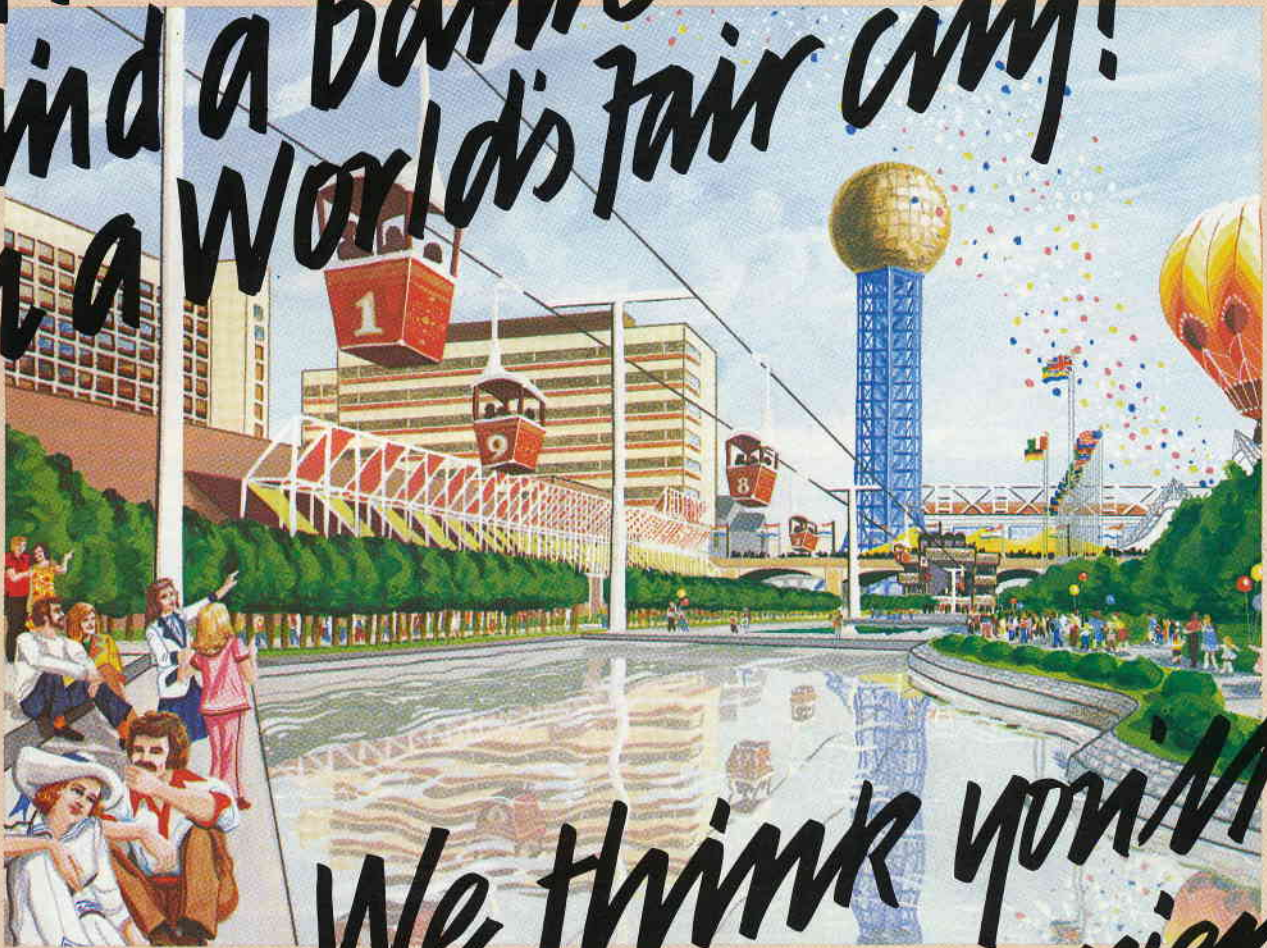
						
Telephone	Mail	Currency Exchange	Cashier	First Aid	Lost & Found	Information
						
Stairs	Elevator	Toilets Men	Toilets Women	Toilets	Nursery	Drinking Fountain
						
Hotel Information	Heliport	Air Transportation	Taxi	Ground Transportation	Bus	Rail Transportation
						
Baggage Lockers	Escalator	Waiting Room	Coat Check	Water Transportation	Exit	No Entry
						
Car Rental	Restaurant	Coffee Shop	Bar	Shops	Barber Shop	Beauty Salon
						
Ticket Purchase	Baggage Check-in	Baggage Claim	Customs	Barber Shop, Beauty Salon	Departing Flights	Arriving Flights
						
Smoking	No Smoking	Parking	No Parking	No Dogs	Fire Extinguisher	Litter Disposal



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United American Bank has 18 city-wide banking centers...and one right inside the World's Fair. Our on-site branch is located in the Center for Lifestyle and Technology and offers such services as foreign currency exchange, traveler's checks, wire transfers and telex messages.

Come by and meet the people who serve the people of Knoxville 365 days a year, with innovative services, the most modern technology in banking today, and friendly financial advice.

And take home a nice feeling about Knoxville, The World's Fair, and United American Bank.



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Your Host City

Knoxville

Knoxville, the first capital of Tennessee as a territory and a state, was named for Gen. Henry Knox, a secretary of war in the cabinet of President George Washington. It was founded by Gen. James White who built the first house in the area in 1786.

Territorial Gov. William Blount's mansion, the first frame house built west of the Alleghenies, was erected in 1792 and still stands as a museum. It is only a stone's throw from the reconstruction of Gen. White's Fort, also a visitor attraction.

On the Tennessee River, Knoxville is the home of the University of Tennessee, Knoxville College, and the Tennessee Valley Authority. It is also a hub of commerce, industry, medicine and transportation as well as the primary entry point for visitors to the Great Smoky Mountains National Park.

Oak Ridge, the home of the American Museum of Science and Energy and the world's first nuclear reactor, is only 20 miles from Knoxville.

Knoxville is the first city in the southeastern United States to host a world exposition. The city population in 1979 was 181,534 and the metro population was 482,544.

Altitude

Downtown Knoxville, 936 feet above sea level.

Area

77.6 square miles inside city limits, 528 square miles in Knox County.

Climate

The average yearly temperature is 59.7 degrees. January average is 40.6 degrees. July average is 78.2 degrees.

Transportation

Car rentals

Avis Rent-A-Car (Airport) 970-2985; Thrifty Rent-A-Car (Airport) 970-2401; Budget (Airport) 970-2677; Hertz (Airport) 970-3010, (Hyatt) 523-6183; Holiday 521-6978; National (Airport) 970-2993; Dollar (Airport) 970-2777, Budget 524-8416.

Taxis

Serving McGhee Tyson Airport — Big Orange Cab, American Cab, Fountain City Greenway Radio Cab, University Cab, College Cab, Service Cab, Knoxville Cab, Dixie Cab. Serving the Knoxville area — see the Yellow Pages of Knoxville telephone directory.

Buses

In-town: K-Trans, 637-3000. Out-of-town: Greyhound Bus Lines, 100 Magnolia Ave., 522-5141; Trailways Bus System, 315 Main Ave. S.W., 546-9330.

Airlines

McGhee Tyson Municipal Airport is served by American, Delta, USAir, Republic, Scheduled Skyways, Tennessee and United Airlines with 47 arrivals/departures daily. The airport is 13 miles from downtown Knoxville, a 15-minute ride. Limousine service is available.

Downtown Island Home Airport

Non-precision approach, 16-hour tower. Private aircraft only.

Bus Tours

Aaaaaway We Go, Westown Mall, 693-8575; Autrey Bus Lines, 726 Sevier Ave., 573-9861, contact Linda Smith; Gray Lines of Knoxville, 5833 Clinton Highway, 688-6253; B & C Bus Lines, Maryville, 983-4563; Seymour Bus Lines, 992-3089; Knoxville Tours, 688-6232; Escorts Limited, 584-9535; Miller's Travel Agency, 691-2365.

Major points of interest

Armstrong-Lockett House

2728 Kingston Pike, 637-3163
Historic house, built in 1834 near the Crescent Bend of the Tennessee River. Furnished with the Toms Collection of 18th century American and English furniture, plus decorative arts and an outstanding collection of English silver dating from 1640 to 1820. Hours: Tuesday-Saturday, 10 a.m.-4 p.m.; Sunday, 1-4 p.m. Admission: adults, \$2; children 12 and younger, free; family, \$5. Group rates available.

Beck Cultural Exchange Center, Inc.

1927 Dandridge Ave., 524-8461
The center provides opportunities for historical, cultural and educational enrichment of minority and disadvantaged citizens. Hours: 10 a.m.-6 p.m., Tuesday-Saturday. Free admission.

Blount Mansion

200 W. Hill Ave., 525-2375
Built in 1792. Home of William Blount, governor of the Territory of

the United States South of the Ohio River. Hours: Tuesday-Saturday, 9:30 a.m.-5 p.m.; Sunday, 2-5 p.m. Admission: adults, \$2; children, 50 cents; children younger than 6 admitted free.

Confederate Memorial Hall

3148 Kingston Pike, 522-2371
A 15-room antebellum mansion that served as Gen. Longstreet's headquarters during the siege of Knoxville in 1863. The house's artifacts, documents and furniture are of the period 1860-1865. Owned by the United Daughters of the Confederacy, Chapter No. 89. Hours: daily 1-4 p.m. Admission: adults, \$1; children, 50 cents.

Medical Museum

422 W. Cumberland Ave., 524-4676
Started in 1952 as a permanent memorial to former practitioners. An interesting collection of instruments, furniture, pictures and medical books dating from 1798. Hours: shown by special appointment only. Admission: free.

Ramsey House

Thorngrove Pike, 546-0745
Home built in 1797 for Col. Francis Alexander Ramsey by the distinguished English architect, Thomas Hope. The first stone house in the territory, the Ramsey House is a National Historic Site. Hours: Tuesday-Saturday, 10 a.m.-5 p.m. Admission: adults, \$1; children (6-12), 25 cents; children younger than 6, free. Groups need to make special reservations.

John Sevier Historic Site

Neubert Springs Road off John Sevier Highway, 573-5508
Home of Tennessee's first governor. Hours: Monday-Saturday 10 a.m.-noon; Sunday, 2-5 p.m. Admission: adults, \$1; children younger than 13, 10 cents. Groups need to make special reservations. Special rates for groups of 12 or more.

Speedwell Manor

2112 Manor Drive off U.S. 129 (Alcoa Highway) in Lakemore Hills, 557-2757
Historic home (circa 1830). Hours: Tuesday, Thursday, and Sunday, 1-5 p.m. Group tours available at other hours by special appointment. Admission: adults, \$2; children younger than 12, free when accompanied by parent. Group rates available.

Students' Museum and Akima Planetarium

516 Beaman St., Chilhowee Park, adjacent to the Knoxville Zoo, 637-1121

Your Host City

Knoxville

A nature center with science and natural history exhibits and a planetarium for students of all ages. Hours: Monday-Saturday, 9 a.m.-5 p.m.; Sunday, 2-5 p.m. Admission: adults, \$1; students, 50 cents. Group rates available.

James White Fort

East Hill Avenue near Knoxville Coliseum and Hyatt Regency, 525-6514.

Gen. James White, Knoxville founder, built this home in 1786. A museum, blacksmith's shop, smokehouse and loomhouse have been added to preserve authentic artifacts. Hours: Monday-Saturday, 9:30 a.m.-5 p.m.; Sunday, 1-5 p.m. Admission: adults, \$1; students, 50 cents. Group rates available.

The arts

Knoxville Symphony Orchestra
Under the direction of maestro

Zoltan Rozsnyai, the Knoxville Symphony Orchestra has a long and distinguished history. It is the host orchestra for The 1982 World's Fair, presenting many on-site pops concerts, assisting international participants with their programs and is part of the prestigious IBM Concert Series.

Dulin Gallery of Art

3100 Kingston Pike, 525-6101
A collection of contemporary prints, drawings, paintings and Thorne Miniature Rooms. Hours: Tuesday-Friday, noon-4 p.m.; Saturday and Sunday, 1-5 p.m. Admission: free.

Frank H. McClung Museum

Circle Park, University of Tennessee campus, 974-2144

A general and university museum with collections of anthropology, archaeology, fine arts, furnishings, science, history and natural history. Hours: Monday-Friday, 9 a.m.-5 p.m. Admission: Free.

Clarence Brown Theatre Carousel Theatre Theatre II

All on the University of Tennessee campus.

Many performances are by students. Nine shows are featured annually. The theaters operate the nationally-acclaimed Clarence Brown Co., which is presenting Gilbert and Sullivan's "The Mikado" in May, June and July, as part of The World Festival. Theatre II often features productions directed by students majoring in theater. Ticket office for all theaters: 974-5161.

Lamar House-Bijou Theatre

807 S. Gay St., 522-0832

A historic site that has become one of the area's leading performing arts centers. The programming includes nationally-known vocalists and musicians and community groups such as the Knoxville Civic Opera Co. and Knoxville Young People's Theatre.

Laurel Theatre/Jubilee Center

1538 Laurel Ave., 523-7641

Offers a full season of music, dance and theater. Performances are given by The Playgroup (resident theater group), the Sidewalk Dance Theatre Group and visiting companies. These two facilities also offer solo concerts and the Jubilee Music Festival in April.

West Side Dinner Theatre

12801 Kingston Pike, 966-6731

This is a professional theater that offers 11 productions a year.

Knoxville Area Theatre of the Deaf

139 Woodlawn Ave., 577-3559

Offers monthly productions September through June with local actors performing plays, mime, and sign interpretation for music and dance.

Knoxville Civic Auditorium and Coliseum

500 Church Ave. S.E., 524-2703

Features local and nationally-known entertainers and events.

• Knoxville also has the following art-related organizations: Knoxville Arts Council, Knoxville Symphony Orchestra, Knoxville Youth Orchestra, Knoxville Choral Society, Knoxville Community Theatre.

Emergency Numbers

Police	521-1200
Sheriff.....	521-2444
Fire	522-7101
Poison Control Center	971-3261
Universal Emergency Number	911

Close to the Fair....

It's Another World!

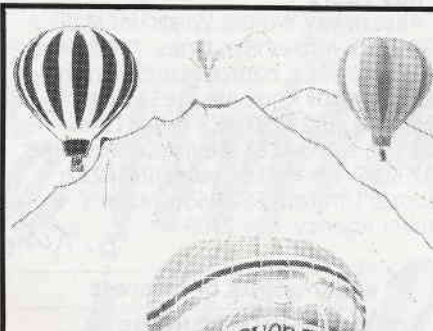
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As a ballooning tradition,
champagne is a part of every flight.

Oak Ridge

Less than a year after Pearl Harbor, the hills of Knoxville erupted in a frenzy of activity and were invaded by thousands of soldiers, scientists, workers and bureaucrats. As in the days of the Gold Rush, a city appeared almost overnight in the quiet East Tennessee countryside. And what a city it is. Oak Ridge could be the most important community of this century.

During the war years, Oak Ridge was an armed camp. Fences and guards ringed the perimeter. No one got in or out without proper identification. Most of the 75,000 people working there knew only that they were engaged in "work of strategic importance to the war effort." Only the top layer of scientists and administrators knew that the work was the creation of the atomic bomb. The Oak Ridgers learned the nature of the project along with the rest of the nation when the bomb was used to end World War II.

By 1949, the newly-formed Atomic Energy Commission had taken over administration of the American Nuclear Project from the Army.

Oak Ridge today has a population of about 30,000 and remains a major center of the nuclear industry. It is also the heart of a popular tourist area, boasting both historical sites and natural beauty. Highlights include the American Museum of Science and Energy, the WWII vintage

Oak Ridge National Laboratories Graphite Reactor, a national historic site, and the University of Tennessee Arboretum. TVA's Melton Hill Dam and Norris Dam, with their recreational lakes, are also nearby. The Oak Ridge area has many fine motels and campgrounds.



**YOU'RE NOT
FAR AWAY FROM BEING
TOTALLY REMOVED.**

Photography by Morgan

Greenville

In the foothills of the Great Smoky Mountains is Greenville, Tenn., home of the 17th president of the United States. Greenville is in upper East Tennessee, about 70 miles north of Knoxville, 30 miles from the Tri-Cities and approximately 250 miles from the state capital of Nashville. From the 300-acre tract measured off in 1783, the city of Greenville has grown into a town of 9.8 square miles with more than 15,000 residents in the area.

Greenvillians invite visitors to the fine historic points of interest that are throughout the area, including the home of President Andrew Johnson and Davy Crockett's birthplace, 12 miles east.

With all the colorful excitement of the World's Fair, it may be hard to imagine that you're so near the exquisite quiet of wind rushing through pines along the crest of the highest mountains in the East. This is a majestic place, a place of mountain music and symphonies, a place of the Cherokees, of deep history and tumbling waterfalls, of rugged beauty and sleepy inns. Come on over! We're less than two hours away. For information about our places to stay and see, call 704-227-7184. You're too close to miss a part of the world you may never forget.

WESTERN NORTH CAROLINA

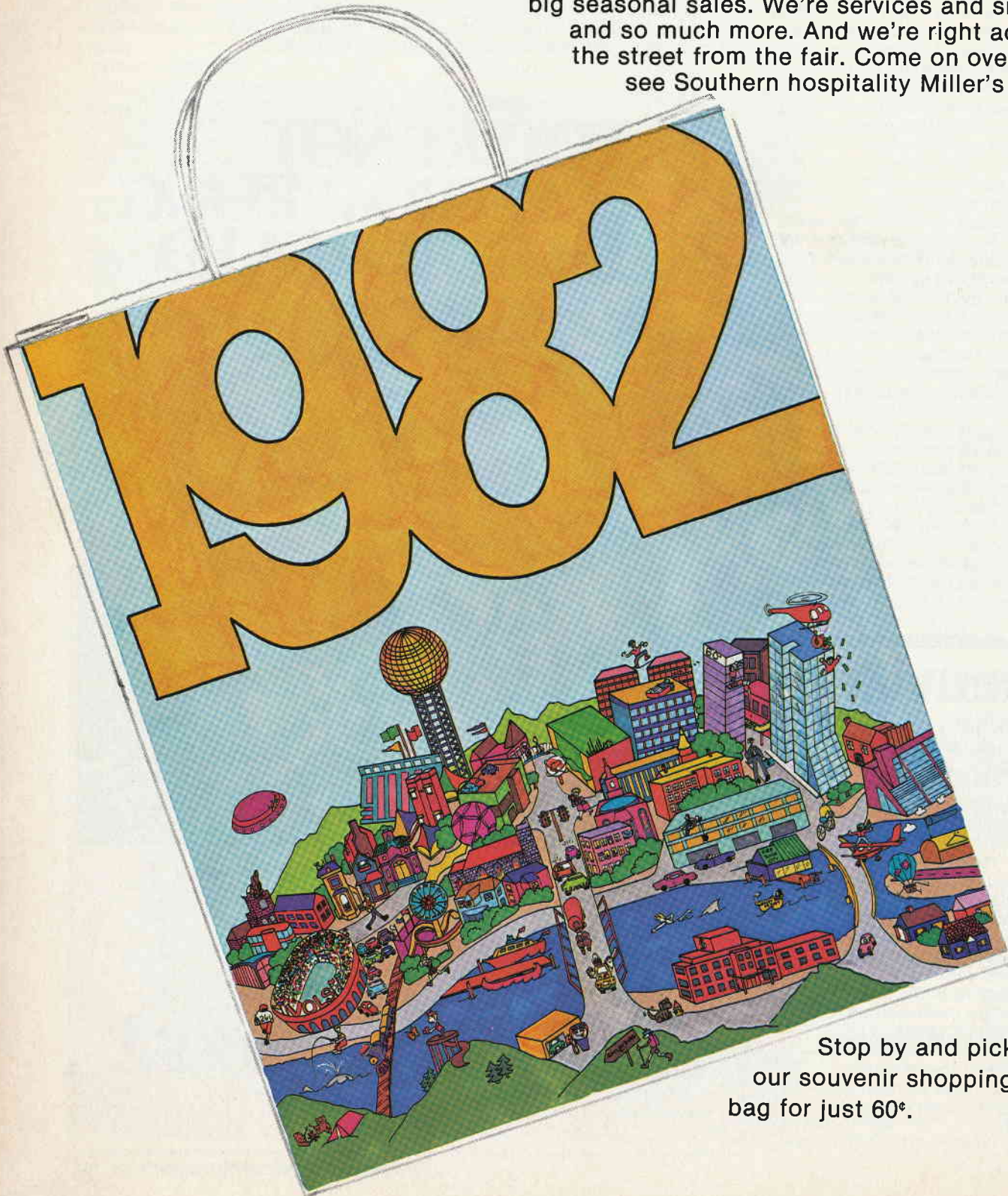
You'll love the view.

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From beautiful clothes to a new pair of hose, from pans and pots to great eating spots, from manicuring nails to big seasonal sales. We're services and smiles and so much more. And we're right across the street from the fair. Come on over and see Southern hospitality Miller's style.

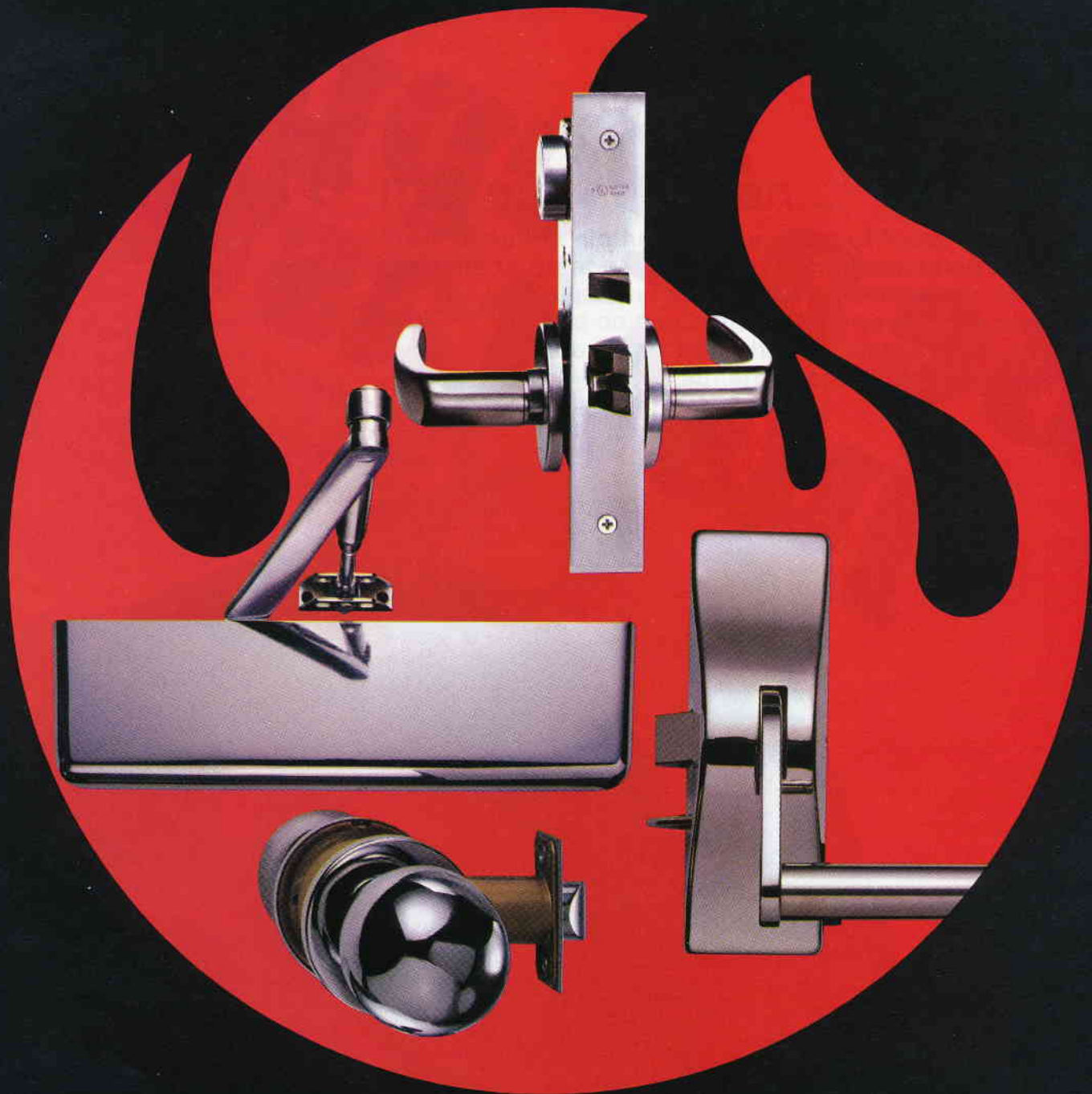


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bag for just 60¢.

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To be a Pepper, just put a Dr Pepper
to your lips, tilt back your head, and
take a long, refreshing swallow. One
taste will tell you; this is no ordinary soft
drink. It's one of a kind, just like
you, because now you're
a Pepper.





**THE '82
WORLD'S FAIR
IS AS
SECURE
AS A
YALE[®] LOCK**

There are several excellent lock and hardware manufacturers in the United States.

The management of the 1982 World's Fair could have picked any of them for the door control products in administrative and exhibit areas... locksets, door closers and exit devices. They chose Yale. Why Yale?

Because the Yale line offers dependable performance from a full line of hardware products. And advanced engineering. And high style design. And ease of installation.

There was one other reason. The 1982 World's Fair—like all World's Fairs—is a look at tomorrow. What better name on the doors to tomorrow than the name that has meant security in locks for so many years? Yale.

Yale

Security Products Division

Scovill

Surrounding Areas

Beautiful Tennessee

Tennessee is soaring mountain heights and rich river bottomlands...rustic log cabins and modern, vibrant cities...unspoiled countryside and championship golf courses...quiet streams, wild mountain rivers and vast lakes for boating, fishing and skiing.

Tennessee is a place where Civil War battlefields stand within sight of the skyscraping towers of modern hotels...where gracious antebellum plantation homes still welcome visitors...and log cabins and stockaded forts built by Tennessee's first settlers stand in the shadow of modern cities like Nashville and Knoxville.

It is a place where stern-wheel riverboats still carry passengers on the Mississippi River...where history comes alive at Andrew Jackson's Hermitage in Nashville, Davy Crockett's birthplace in Limestone and the famous railroad engineer Casey Jones' home at Jackson. And wherever visitors go, Tennessee's famous music is everywhere...from the folk ballads of the Appalachian Mountains to bluegrass, the Grand Ole Opry, Elvis and the Beale Street blues.

What the movies are to Hollywood and automobiles are to Detroit, music is to Nashville where the famous Grand Ole Opry has entertained millions of country music fans every weekend for more than half a century.

Today, the Opry originates from one of the most modern broadcast facilities in the world — the focal point of Opryland U.S.A., a theme park dedicated to all kinds of American music. In addition to 12 continuously-running musical productions featuring more than 400 performers, Opryland includes exciting rides, specialty shops, restaurants and landscaped gardens.

But Tennessee's music reaches far beyond Nashville. Some of the most serious pickin' in the world takes place among residents of the eastern mountains. In the spring and summer, fiddling festivals are as common here as the blooming mountain laurel and dogwood.

Nor is Tennessee music confined to the country variety. Ever since W.C. Handy first pushed his blues through a horn in Pee Wee's Saloon on Beale Steet, Memphis has had soul. Handy's blues can still be heard on Beale Street.

It was also in Memphis that a young

man named Elvis Presley walked into a recording studio in 1953 and paid \$4 to make a recording for his mother. Today, Presley's Memphis mansion, Graceland, and its adjacent Meditation Garden have become a shrine for his millions of fans from all over the world.

A visit to The Hermitage, Andrew Jackson's home in Nashville, tells the story of the glorious era when "Old Hickory" and his Tennessee Volunteers fought and won the Battle of New Orleans during the War of 1812. This decisive victory launched Jackson's rise in national politics to become the seventh president of the United States.

At Columbia, 50 miles south of Nashville, is the home of James K. Polk who was president while the Tennessee Volunteers were again making a name for themselves, this time in the Mexican War.

And at Greeneville in East Tennessee, stands the home and shop of Andrew Johnson, the self-educated tailor who became the 17th president of the United States following the assassination of Abraham Lincoln.

One of Tennessee's best-known folk heroes was the famous railroad engineer Casey Jones whose fatal collision with a freight train in 1900 was the subject of a popular ballad. His home at Jackson is now a museum filled with all kinds of railroad artifacts and many of Casey's personal possessions.

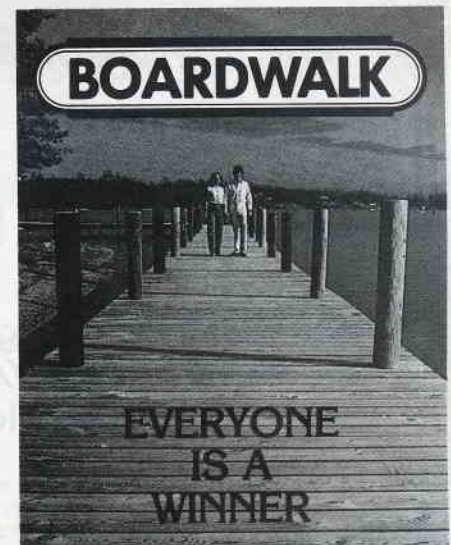
The cornerstone of the Atomic Age was laid in Tennessee with the building of the world's first uranium purifying plant at Oak Ridge. Today, millions of people annually visit the nation's first Graphite Nuclear Reactor, now a National Historic Landmark, as well as the American Museum of Science and Energy.

As the gateway to the Great Smoky Mountains National Park, the Knoxville area offers some of the most spectacular scenery in the United States. At the northern edge of the Smokies is the resort city of Gatlinburg with scores of fine hotels and restaurants and many outstanding attractions, including a ski lodge offering year-round skiing — snow in the winter and an Astro-Turf artificial surface the rest of the year.

In the southeastern corner of the state, Chattanooga sprawls in the famous Moccasin Bend of the Tennessee River at the foot of Lookout

Mountain. The mountain dominates the city skyline from almost any vantage point and is the home of several of Tennessee's most popular attractions. These include the beautiful Rock City Gardens perched on the bluffs overlooking Chattanooga Valley, the spectacular 145-foot high Ruby Falls deep within a cavern inside the mountain and the incredible Incline Railway which carries passengers up a grade of more than 70 percent on its way to the top of the mountain.

Chattanooga's many other attractions include the Chattanooga Choo Choo and the huge Chickamauga-Chattanooga National Military Park. This, the nation's oldest, largest and most visited national military park, commemorates the Civil War battles of Chickamauga, Chattanooga, Lookout Mountain and Missionary Ridge. The park is one of four Civil War battlefields preserved in Tennessee. The others may be found



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Surrounding Areas

Beautiful Tennessee

at Fort Donelson near Clarksville, Stones River at Murfreesboro and Shiloh in southwestern Tennessee.

Northwest of Chattanooga is the quaint little town of Lynchburg (Pop. 361) known world-wide as the home of the Jack Daniels Distillery. As the first distillery registered by the United States government in 1866, it is now a National Historic Site. Guided tours

take visitors on a delightful trip through "the hollow" which, like the town of Lynchburg, has changed little since the days when Mister Jack personally supervised the production of that unique beverage called Tennessee Sour Mash Whiskey.

Along the entire length of the once-wild Tennessee River, the Tennessee Valley Authority has constructed the most extensive series of dams in the United States, creating what have come to be called "The Great Lakes of the South."

In the central portion of the state, the U.S. Army Corps of Engineers has developed another series of beautiful lakes along the Cumberland and Stones rivers.

Tennessee's 29 major lakes and 19,000 miles of streams, have created a recreational paradise and an angler's delight. Five world-record fish have been taken from Tennessee's waters. And the vast lakes are home to more than 182,000 boats, including hun-

dreds of houseboats available for rent.

A network of 51 state parks have been developed around Tennessee lakes and scenic beauty. Among them are eight full-scale resort parks complete with modern hotels and restaurants, cabin areas and campsites. These state parks range from the earthquake-born wilds of Reelfoot Lake in the northwestern corner of the state to the rhododendron-covered beauty of Roan Mountain State Park in the northeast.

In-between are such natural wonders as the highest waterfall in the eastern United States at Fall Creek Falls, one of the world's largest pecan trees at Natchez Trace, and the archeological remains of the ancient Chucalissa Indian Village at T.O. Fuller State Park.

For more information on Tennessee, contact the Tennessee Department of Tourist Development, P.O. Box 23170, Nashville, Tenn. 37202.

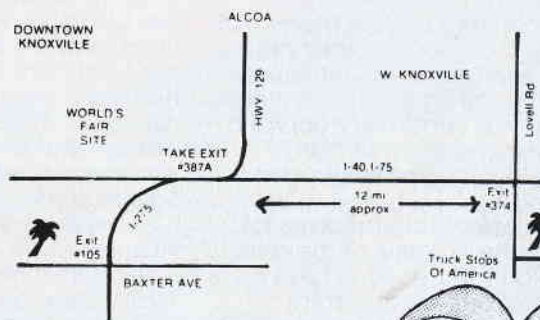
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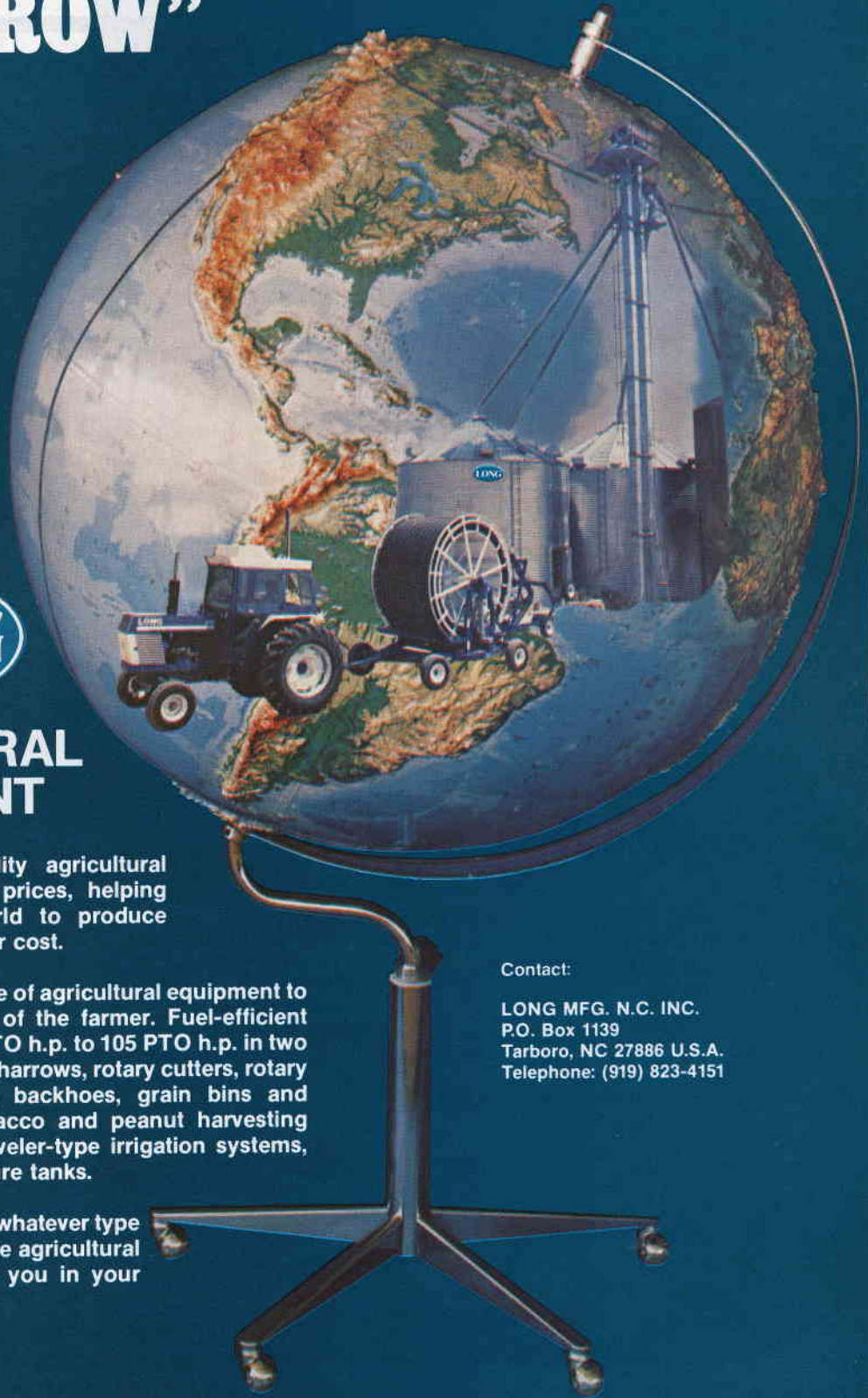
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Surrounding Areas

Gatlinburg



The premier resort village of Gatlinburg, like the Great Smoky Mountains which surround it, is ever-changing.

This is a village of four spectacular seasons, each with its own distinctive character and vibrancy. It is this uniqueness that brings people back to Gatlinburg each year. There is always some new discovery to be made, a new excitement to be experienced.

Gatlinburg, which has gained the distinction of being the host town to the Great Smoky Mountains, annually welcomes some 9 million visitors. A new chapter is being written this year in Gatlinburg's tourist industry. For the first time in history, the host city

for a world's fair is working in conjunction with neighboring resort communities (the Gatlinburg/Pigeon Forge area) to provide accommodations for Fair visitors. Situated within easy commuting distance of Knoxville, the resort can handle 40,000 overnight guests.

There are any number of reasons for visiting this lovely mountain village. Beginning with the magnificent scenery. Mile-high Mount LeConte serves as an awesome backdrop, while dozens of clear crystal streams crisscross the town.

Another element of Gatlinburg's appeal is the Appalachian heritage that lives in the featured arts and crafts of the area. Maintaining its ties to the past, Gatlinburg has become a center for the cultivation of the cultural heritage of the Smokies. Each spring, summer and fall, thousands flock to Gatlinburg when the work of hundreds of craftspeople is

showcased in annual craft fairs.

Shopping and browsing are among the many activities to be enjoyed by Gatlinburg visitors. More than 300 shops and boutiques featuring a wide variety of goods are located throughout the village, many worth visiting for the sheer attractiveness of the design.

Recreation is a key word in the area. The Great Smoky Mountains offer excellent backpacking, hiking, horseback riding, sightseeing, fishing and many other activities.

Golfers will not be disappointed by the exquisite backdrop provided by the Smokies as they play the championship course of Gatlinburg Country Club. Tennis courts, indoor ice skating, and other sport complexes offer the best in modern facilities.

Winter tourists can enjoy the exhilaration and thrills of downhill skiing on its six slopes. All have modern snowing equipment to ensure skiing excellence.

Four-season-fun abounds only 35 minutes from Knoxville. Gatlinburg — a place for all seasons.

Greystone Mansion

When Maj. Eldad Cicero Camp left his Union Army post after the Civil War and moved to Knoxville to build his showplace home, energy wasn't a burning issue.

But today, Camp's Greystone Mansion, now the home of WATE-TV 6, may be Knoxville's most unique symbol of energy.

Completed using granite from Camp's own quarry, and double inner-walls of brick, Greystone remains today a solid structure that helps to heat itself in the winter and cool itself in the summer.

Greystone was purchased in 1962 by Nationwide Insurance Corp. It was an outstanding example of the trend toward refurbishing old, solid structures rather than using more energy and money to build new ones.

And there's the added bonus to WATE-TV employees of working in a building of beauty and master craftsmanship. Greystone is listed in the National Register of Historic Sites.

Drive by Greystone at 1306 Broadway. It may be one of the most unique symbols of energy visitors will ever see.

Clinton

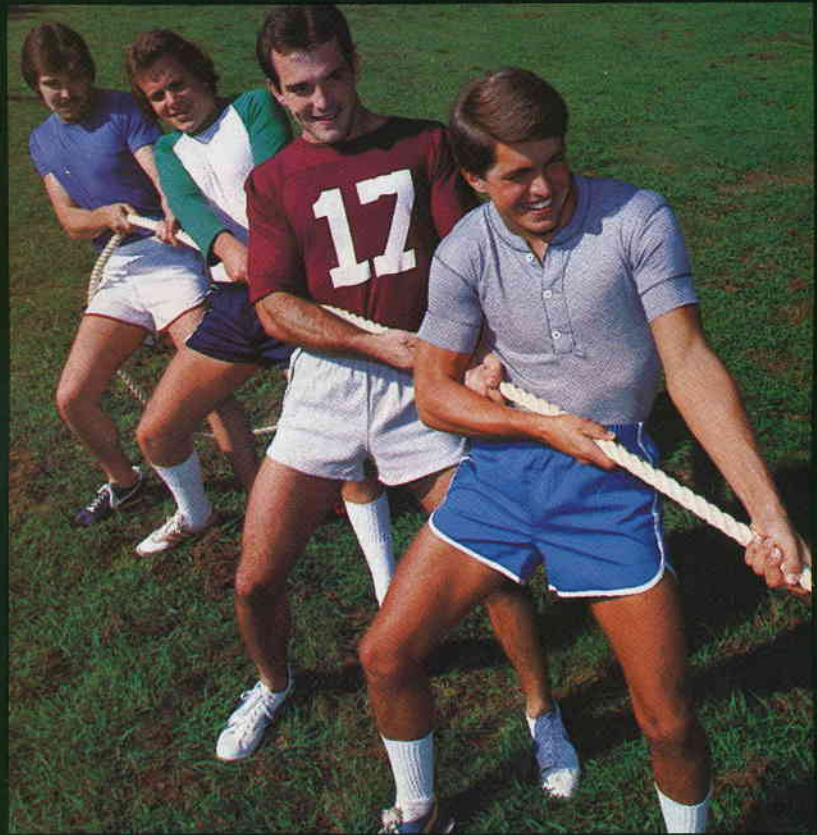
The hospitality and flavor of East Tennessee awaits The 1982 World's Fair visitors in some of the area's smaller towns.

Just 17 miles from Knoxville on the Clinch River stands the historic community of Clinton. Founded in 1801, Clinton was once a prosperous coal mining town. During the 1930s, the community benefitted from the construction of nearby Norris Dam, the first of the great TVA projects, and later from the nuclear project of Oak Ridge.

Today, Clinton is primarily known for the many recreational areas nearby. The town boasts all types of accommodations for travelers, ranging from luxury motels to private homes willing to take in visitors.

The community also plans a shuttle bus to and from The 1982 World's Fair's gates. Travelers seeking accommodations in the Clinton area will find an information booth at I-75 and State Highway 61 (Exit 1220).

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North Carolina

If visitors look to the east while visiting The 1982 World's Fair, they are likely to see North Carolina. It's out there in the distance. Those highest peaks of the Great Smokies are in North Carolina.

But for those who can't immediately visit the state, North Carolina is at the Fair. Occupying 1,500 square feet in the Lifestyle and Technology Center, the North Carolina exhibit, entitled "Variety Vacationland," is a presentation that introduces the advantages of living and vacationing in the Tar Heel state.

Part of the North Carolina exhibit is devoted to displays of the attractions and scenic beauty of this state. These include historic Kitty Hawk, site of the Wright Brothers' first airplane flight and near the spot where the first English settlement in the New World was established nearly 400 years ago on Roanoke Island. There are also the glorious North Carolina mountains, including Grandfather Mountain in Linville, with their soaring elevations. Also, in nearby Asheville, you can see Biltmore House, the world's largest private residence.

Another section of the exhibit is given over to audio-visual presentations on wildlife, industrial development, attractions, gardens and nature centers. Augmenting these fascinating glimpses of North Carolina is the new state travel film.

To introduce visitors to North Carolinian lifestyle, there are demonstrations by craftsmen and entertainers from all over the state. Participating in this potpourri of fun are famous North Carolina athletes, celebrities and personalities who will appear throughout the duration of the state's exhibit at the fair. A quick check of the Fair's daily schedule of events will identify the celebrity or talent featured.

North Carolina is divided into 100 counties. Each will be featured for a day during the Fair.

Only a short drive from The 1982 World's Fair lodging in Knoxville are some of the finest whitewater rafting and canoeing rivers in the Southeast: the French Broad, the Nantahala, the Pigeon and the Nolichucky.

The Nantahala Outdoor Center on U.S. Highway 19 (at the point where the Appalachian Trail crosses the Nantahala River) offers guided raft tours down the river. Reservations should be made for weekend trips.

The Cherokees called it the "Taykeyostee", meaning "where the waters race". The French Broad River with Class III and IV rapids cuts a historic route through Southern Appalachia in western North Carolina. Carolina Wilderness Adventures, Inc., of Hot Springs, N.C., runs full-day raft trips down this exciting river, also an hour and a half driving time from the Fair.

Rafters meet at 9:30 a.m. in Hot Springs, or can take a bus which will leave each Monday, Wednesday and Saturday from Knoxville. Carolina Wilderness Adventures also runs raft trips on the Nolichucky and Pigeon rivers and offers canoe rentals and clinics, and rockclimbing.

For all the facts about these exciting trips for the whole family, contact:

Carolina Wilderness Adventures Inc., P.O. Box 488, Hot Springs, N.C. 29743, 704/622-3535 and
Nantahala Outdoor Center, Star Route Box 68, Bryson City, N.C. 28713, 704/488-2175.

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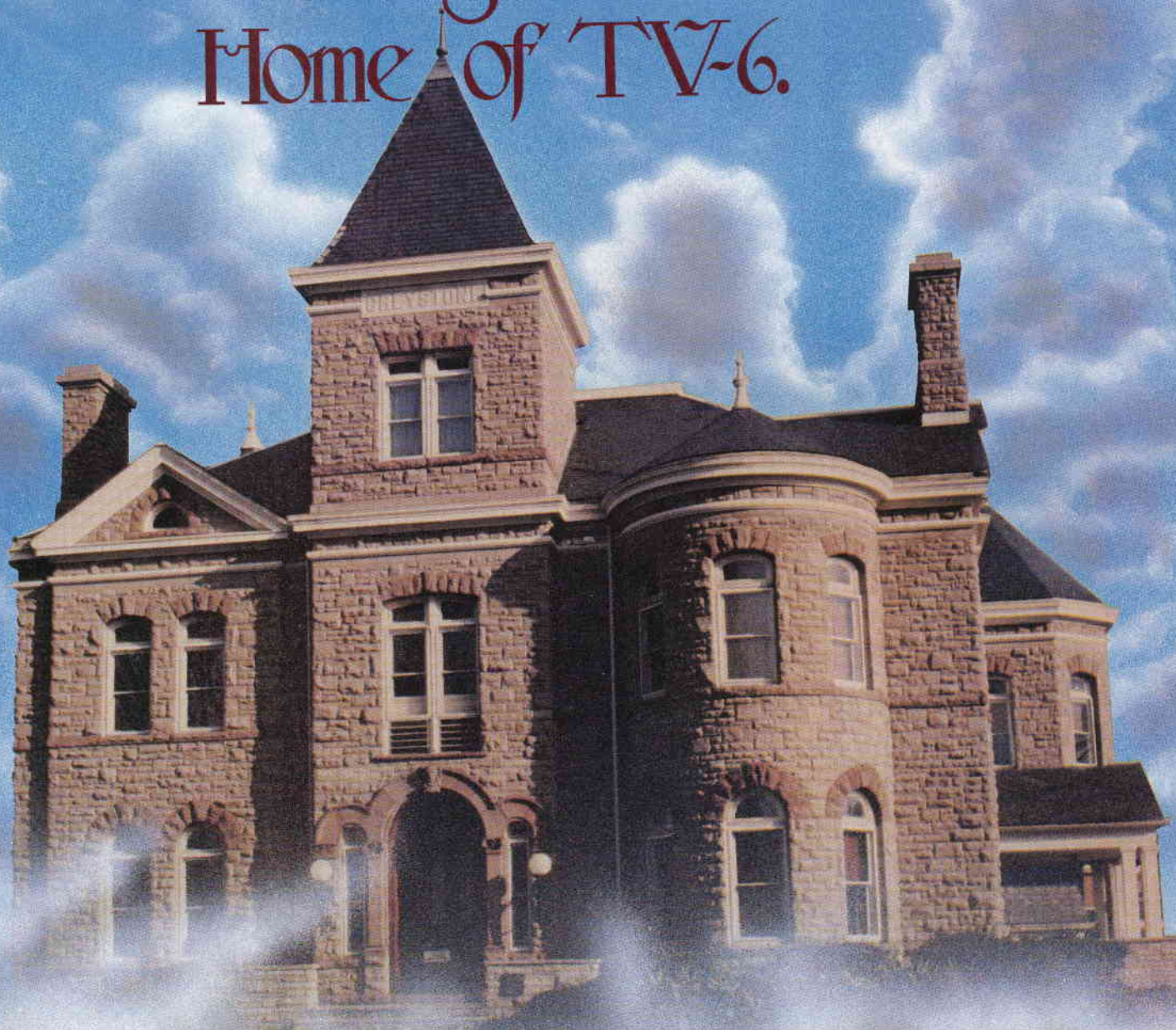
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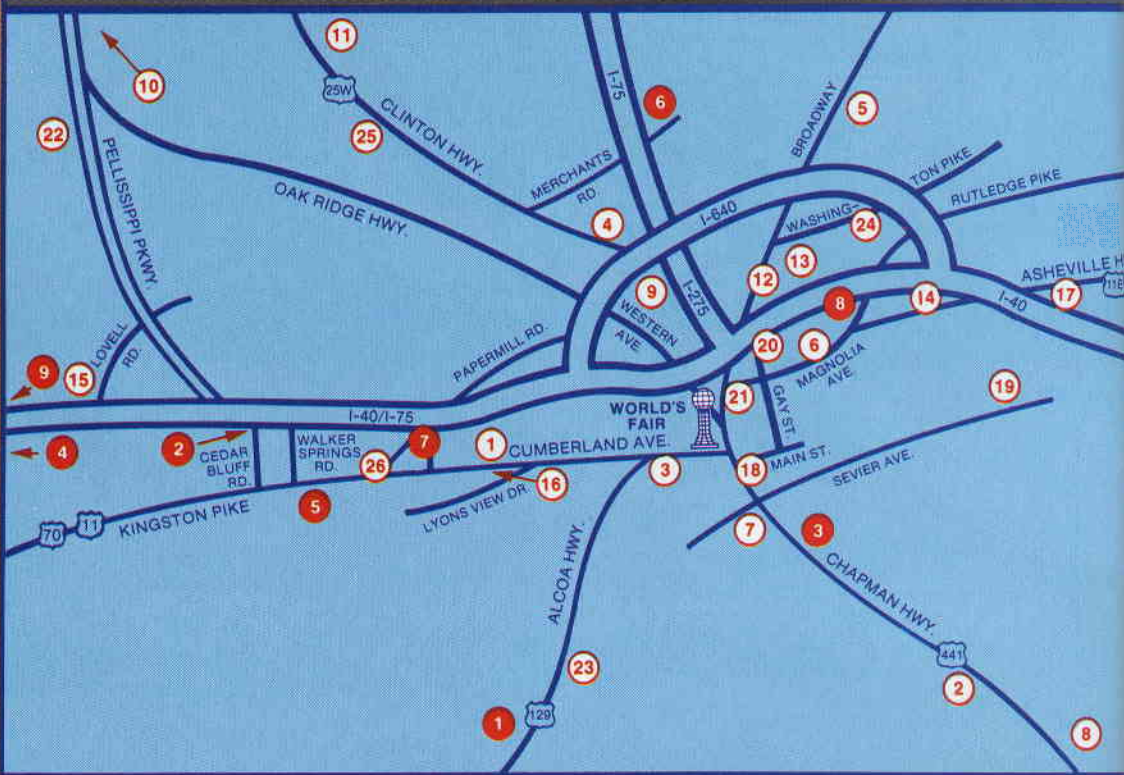


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Surrounding Areas

Biltmore House



In the mid-1800s, George Washington Vanderbilt, grandson of the "Commodore," Cornelius Vanderbilt, began plans on what is today one of the loveliest attractions in North Carolina — Biltmore House at Asheville, 100 miles east of Knoxville.

Two of America's most renowned designers were called in to help with this mammoth project. Richard Morris Hunt, architect, chose to style this home on a 16th century chateau. Frederick Law Olmstead was commissioned to lay out the gardens and parks surrounding the house.

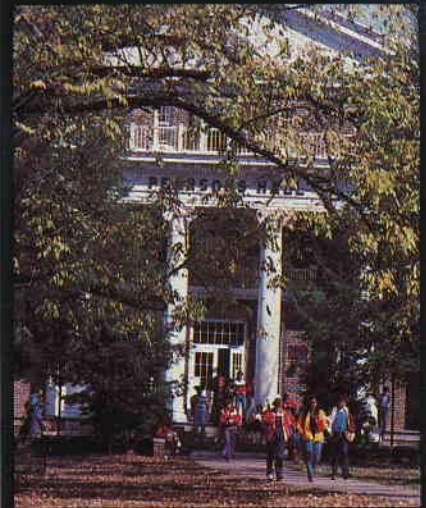
Not only was Biltmore House an exquisite creation, but the original 125,000 acres became a productive enterprise under the guiding hand of Olmstead. This included operation of farm, forestry and landscape departments.

Upon the death of George Vanderbilt in 1914, a large portion of the estate was deeded to the U.S. Government. Other sections were later developed into the town of Biltmore Forest and a tract of land was sold to the Blue Ridge Parkway.

In 1930, Biltmore House and its gardens were opened to the public.

Today visitors to Biltmore House are presented not only with the beauty of the rolling Carolina mountains, but with a perfectly-preserved showcase of a lifestyle and an era that is the epitome of American grace and style. Many of the furnishings in the more than 200 rooms are the originals first purchased by Vanderbilt.

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Surrounding Areas

The Great Smoky Mountains

When Knoxville first entertained the notion in 1974 of hosting a world's fair, one factor that weighed heavily on the positive side was the proximity of Great Smoky Mountains National Park.

When one considers that the park's annual visitor attendance is 9 million, the possibility of attaining the projected 11 million visitors to the Fair becomes a reasonable certainty.

Today's visitor to Great Smoky Mountains National Park can partake of scenery that has been eons in the making.

In early spring, the area is filled with thousands of visitors who arrive to watch nature's coming-out party. Millions of gloriously-colored wildflowers carpet the Smokies, drawing nature-lovers like worshippers to a shrine. Adding to the festivities is the opening of trout season in April and May.

In fall, the forests burst into vibrant hues of red and gold and the camera buffs appear. Attendance is usually greatest the last two weeks in October when the colors peak.

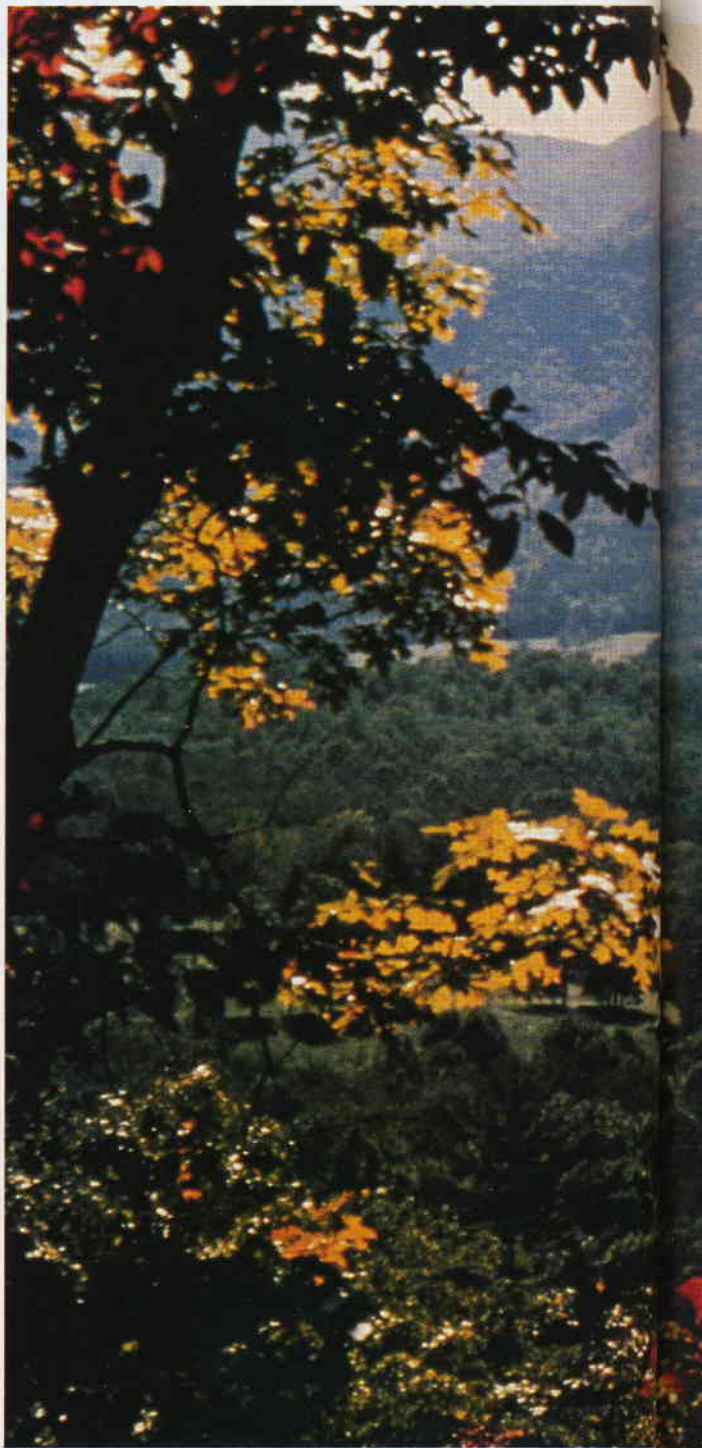
The civilizations and cultures that once flourished in the mountains have been preserved for the enlightenment of all. At five historic districts throughout the park, visitors are presented with a number of historic buildings and artifacts that comprise the largest collection of this type of pioneer architecture in America still standing. These structures, found in Cades Cove, Roaring Fork, Oconaluftee, Noah "Bud Ogle" ("Junglebrook") and Cataloochee, are protected by law.

When winter arrives in the Smokies, the cycle is completed and a different beauty holds dominance. An ice-blue sky stretches across the miles of dark trunked trees, frozen walkways and icicle curtains.

Summer's activities are in no way suspended by winter's onslaught, and sporting enthusiasts are presented with a whole new gamut of challenges. Sledding, skiing, snowshoeing and hiking take their place alongside camping for the extremely hardy.

All these ingredients add up to make the 512,000 acres of Great Smoky Mountains National Park, America's most-visited national park.

It was the Cherokee Indians who first named it "The Land of the Great Smoke." They considered it a place of magical mystery. The magic is still there for the discovering.





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EVERYONE IS A WINNER!



BOARDWALK

ANNOUNCES ITS WORLD'S FAIR OF
GRAND PRIZES
GIVE-A-WAY!



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Travel the world in your new
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Get away from it all at resorts
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MANY, MANY

more exciting prizes to be
announced!

All Grand Prizes will be awarded by December 24, 1982. You do not have to be present at the drawing to win. Offer good thru December 24, 1982.

MEMBER-RCI

You Will Definitely Receive Two or More of the Following Gifts!

After a courteous tour of the Boardwalk you will receive at least two or more of the gifts outlined below as well as an introduction to the beautiful facilities of the Boardwalk. Located atop the beautiful Cumberland Plateau, the Boardwalk overlooks the sparkling waters of Lake Holiday. We offer all the amenities expected from a fine resort—exciting sports facilities, comfortably appointed villas overlooking the lake, exquisite dining, and miles of beautiful scenery. With a mild, comfortable climate, the Boardwalk features four seasons of exciting vacation activity.

We Offer You The World For Less!

And with our membership in Resort Condominiums International, your vacation at the Boardwalk can turn into an endless dream vacation with worldwide exchange privileges. From our picturesque mountain setting to vacation opportunities worldwide, the Boardwalk's Time Sharing Plan makes everyone a winner! See details below on how you qualify for gifts and a chance to register for the Grand Prizes.



To Enter Here's All You Do!

Stop by our Welcome Center for free refreshments and get your coupon entitling you to a tour of the facilities and two or more of the following gifts.*

- A \$100.00 Cashiers Check payable to you from our bank.
- A beautiful, 57-faceted, fully cut and polished *Diamond*, set in an elegant 14 Karat Gold pendant.
- A Fun Holiday For Two at one of the following resort areas: Miami Beach, Las Vegas, Orlando, or Atlantic City (transportation & meals not included).
- A \$500.00 Savings Bond issued by the U.S. government.
- A G.E. Microwave Oven.
- Family size portable television with UHF/VHF, 100% Solid State Chassis.

AND:
the opportunity to register for Grand Prizes to be given away in our Drawing!*

Your chances to win are incredible in this regionalized contest. Be sure to look for our Blimp at our Welcome Center located approximately halfway between Knoxville & Nashville, just off I-40 in Crossville at Interchange 317. Open everyday.



Look for our blimp
at our Crossville Welcome Center



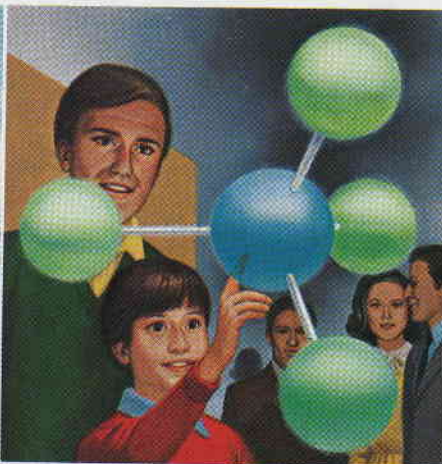
P.O. Box 747 Crossville, Tenn. 38555
(615) 484-3539

*(Due to supply the Boardwalk reserves the right to substitute gifts of equal or greater value or actual cash value.)

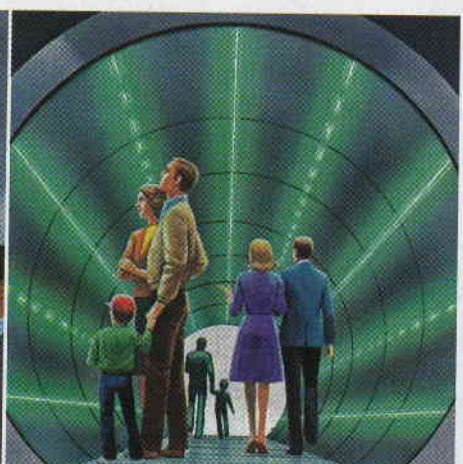
Participants are eligible to qualify for only one of the Boardwalk's promotional programs per year. Boardwalk employees and immediate family members are not eligible to participate. No purchase necessary. Void where prohibited by law.



Reach out and touch tomorrow. Visit the Gas Energy Pavilion at the 1982 World's Fair on Energy in Knoxville, Tennessee.



Learn about America's largest domestically produced fuel and our most important energy for homes, industry and agriculture.



Come to the Fair and discover why gas, America's most efficient energy system, is the bright spot in our energy future.

DISCOVER GAS AT THE WORLD'S FAIR.

Gas: The future belongs to the efficient.

AMERICAN GAS ASSOCIATION © 1982



Here at the Fair you can test your skill at discovering gas; learn more about the challenge of finding and producing our number one energy.

Visit the Gas Energy Pavilion.

(It's the blue-and-silver pyramid next to the U.S. Pavilion.)

Bring the kids and come visit the Gas Energy Pavilion while you're here at the Fair.

Throughout the day there will be an exciting, educational, "hands-on" show starring our country's largest energy source.

Million-mile gas pipeline network.

You'll learn how this clean fuel is transported through a million-mile pipeline network directly from well to user, without refining or manufacturing.

You'll also discover how gas, which is almost pure methane, can be derived from a variety of sources—the gasification of coal; even plant, garbage and mineral wastes.

See you at the Gas Energy Pavilion. Stop in and see us today!



Meet Daphne the Dinosaur, star of "GasWorks: Pipeline to the Future." Shows throughout the day in front of the Gas Energy Pavilion.

Gas Energy Pavilion.
Next to the U.S. Pavilion at the center of the Fair.

Surrounding Areas

Crossville

Crossville, Tenn., high atop the Cumberland Plateau, has become one of the leading resort areas of the Southeast.

Some of the reasons for the allurements to the Cumberland Mountains are obvious. The 2,000- to 3,000-foot elevations create a pleasant climate with snow in the winter for skiing, and comfortably-cool temperatures in summer, with four very distinct seasons. The mountain is also the largest timbered plateau in America.

Many resort areas adorn the mountain, including the Boardwalk on the Lake. The Boardwalk is a private timeshare resort just outside the city limits featuring a bass-filled, 275-acre lake with other game fish including bream, crappier and catfish.

The Boardwalk is next to Cumberland County Playhouse, which offers five major performances each year. More than 50,000 people annually attend this nationally-acclaimed

theater. Approximately 10 miles away is the 80,000-acre Cumberland Wildlife Management Area and Wildlife Reserve, offering planned hunts, fishing, hiking and canoeing.

Approximately eight miles from the Boardwalk is Crossville's IHRA-sanctioned Winston Cup Dragstrip. This raceway attracts an estimated 90,000 spectators annually.

Fall Creek Falls, one of the largest waterfalls in the United States, is approximately 30 minutes away.

5

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GAMELAND**

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— 5 Tokens for \$1.00 Every Day —

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Cedar Bluff Road)
(Next to Duff's)

FIVE - FREE - TOKENS

5

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GATLINBURG GREATS

BURNING BUSH RESTAURANT

at the Park entrance

Whether you choose the Bountiful Breakfast for which the Burning Bush is famous or the elegance of the evening meal... this will be the highlight of your visit to Gatlinburg.

Reservations 436-4669

Knoxville 523-0759

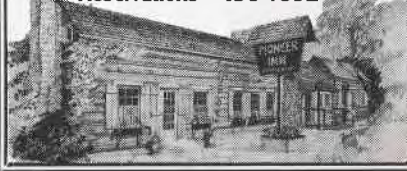


PIONEER INN RESTAURANT

on the Little Pigeon River

A step backward into the gracious, unhurried past where hearty food, the maddening aroma of home cooking and warm rustic surroundings all add up to a satisfying "Ah, this is the life!"

Reservations 436-7592



Surrounding Areas

Riverboatin'



Nice Place

Knoxville, host city of the Fair, is the 11th most desirable place to live in the entire nation, according to Rand McNally's *Places Rated Almanac*. The book ranks each of the nation's 227 metropolitan areas based on climate and terrain, education, transportation, housing, health care, crime, economic factors, recreation and cultural opportunities.



The romance of riverboatin' arrives at The 1982 World's Fair through BB Riverboats.

Two riverboats, the Becky Thatcher and Good Ship Lollipop, feature hourly sight-seeing cruises up the majestic Tennessee River. On these trips, passengers can gaze leisurely at the river's ever-changing scenery and imagine pioneer days while cruising past the rolling foothills of the Smoky Mountains.

On each cruise, the ship's captain entertains passengers with live, historical commentary of early life on the river. Rousing river tunes born from different areas of the country, such as Dixieland, blues, ragtime and calliope tapes, fill the decks.

In the great New Orleans tradition, the riverboat dock features a courtyard-style canopied cafe, complete with a seafood and shellfish bar and full beverage service. Fresh oysters, clams, shrimps, Alaskan crab legs, Florida stone crab and snow crab are brought in fresh daily.

The riverboats are moored at the south border of the Fair directly across from the Family FunFair. Sharing the south shore with the riverboats is the floating Tennessee Valley Authority energy exhibit.

The riverboats will present cruises every day from 11 a.m. on. Admission is \$4.50 per adult and \$3.50 per child (4-11 years old); children 3 and younger ride free.

Museum of Appalachia

On Highway 61 (U.S. 441) outside Norris, Tenn., is the Museum of Appalachia.

In 1965, John Rice Irwin opened this museum in two restored log cabins filled to overflowing with his lifelong collection of Appalachian antiques.

This fabulous array of items is listed in the Official Tennessee Blue Book as "the most authentic and complete replica of pioneer Appalachian life in the world."

The museum has grown by leaps and bounds since those early beginnings. It now contains some 90,000 relics and includes complete and detailed mountain-style farm homesteads which cover the 80-acre complex. Visitors to the museum will see an accurate reproduction of Appalachian pioneer life.

Visitors may view the museum year-round from 9 a.m. to 5 p.m.



. . .for the great Outdoors

Camel welcomes you to the 1982 World's Fair. Since 1916 we've been a part of what makes Knoxville great. We pride ourselves in making the best and we believe our tents and goosedown outerwear are among the finest to be found anywhere. We hope that you'll find time to visit one of our Factory Outlet stores during your stay in town. . . you'll be glad you did.

Camel products may be purchased at these locations:

Camel Factory Outlet

10 miles south of Henley St. bridge on Chapman Highway

Camel Factory Outlet

Outlets LTD. Mall
I-40 at Lovell Rd.



THE 1982
WORLD'S FAIR.