

The original documents are located in Box 64, folder “Bicentennial Exposition on Science and Technology, Cape Canaveral, FL - Brochures and Photographs” of the John Marsh Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald R. Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

PREVIEW

3rd Century America



Visit The **BICENTENNIAL EXPOSITION**

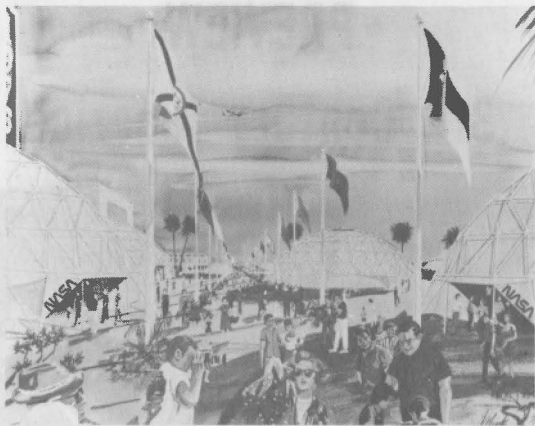
ON

SCIENCE AND TECHNOLOGY

OPEN DAILY

**MAY 30 thru LABOR DAY
KENNEDY SPACE CENTER, FLA.**

Bicentennial News Center, PA-PIB
Kennedy Space Center, FL 32899



We will show America what we've done and what we are going to do with our funds, the ingenuity of our scientists and the drive and foresight of our private sector.

President Gerald R. Ford

PREVIEW 3RD CENTURY AMERICA

View dozens of displays and exhibits — sponsored by U.S. Government agencies and leading industrial firms — showing the role science and technology are playing in improving the quality of life in America.

NASA's Kennedy Space Center is host to the Bicentennial Exposition on Science and Technology, the only exposition sponsored by the U.S. Government during the Bicentennial Year.

Exhibits by 16 Government agencies and many industrial firms provide a glimpse into the future, a look at ways today's achievements will make life in America better and more comfortable during the nation's next 100 years.

Medicine, housing, energy production, under-sea exploration and a mammoth laser light sculpture are only a few of the exhibits visitors can view in air-conditioned comfort. Exhibits are housed in 15 large pavilion domes and the Vehicle Assembly Building, where Apollo/Saturns were assembled and checked out in preparation for U.S. manned lunar landing, Skylab and Apollo Soyuz Test Project missions.

Enter a Launch Control Center firing room to witness a thrilling reenactment of the final minute of countdown, launch and the first minutes of flight of an Apollo/Saturn.

Exhibitors include the Department of Health, Education and Welfare; Treasury Department; Energy Research and Development Administration; American Revolution Bicentennial Administration; Environmental Protection Agency; National Endowment for the Arts; Department of Defense; Department of Housing and Urban Development; Department of Interior; National Science Foundation; Community Services Administration; Department of Agriculture; Department of Commerce; the U.S. Postal Service; the Department of Transportation; McDonnell Douglas Astronautics Co.; TRW Inc.; Rockwell International; United Technologies Corp.; General Dynamics Corp.; and Lockheed Missiles and Space Co.

Special events — precision flying exhibitions by the Air Force Thunderbirds and the Navy Blue Angels, band concerts and other activities — are scheduled daily as added attractions.

ADMISSION PRICES

BICENTENNIAL EXPOSITION ON SCIENCE AND TECHNOLOGY

Adults	\$3.00
Youths 13 through 18	2.00
Children 3 through 12	1.00

Tickets may be purchased at Visitors Information Center or at Exposition entrance.

SPACE CENTER TOUR

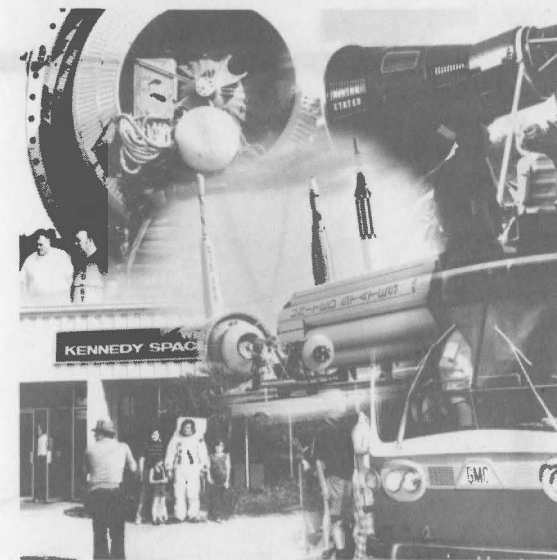
Adults	\$2.50
Youths 13 through 18	1.25
Children 3 through 1250

Tickets may be purchased at Visitors Information Center only.

COMBINATION EXPOSITION AND SPACE CENTER TOUR

Adults	\$5.00
Youths 13 through 18	2.75
Children 3 through 12	1.25

Tickets may be purchased at Exposition entrance or Visitors Information Center.



The Kennedy Space Center's Visitors Information Center (VIC), one of the Southeast's major tourist attractions since 1966, is open daily during the Bicentennial Exposition on Science and Technology.

The visitor center's daily program features exhibits, displays, motion pictures and space science lectures explaining the U.S. space program, all provided at no cost to visitors.

Featured among outdoor exhibits at the visitor center are many of the space vehicles that have contributed to the nation's accomplishments in space exploration, including Saturn 1B, Mercury/Redstone, Atlas/Agna, Jupiter, Thor/Able and Juno boosters, and a model of the Apollo Lunar Module.

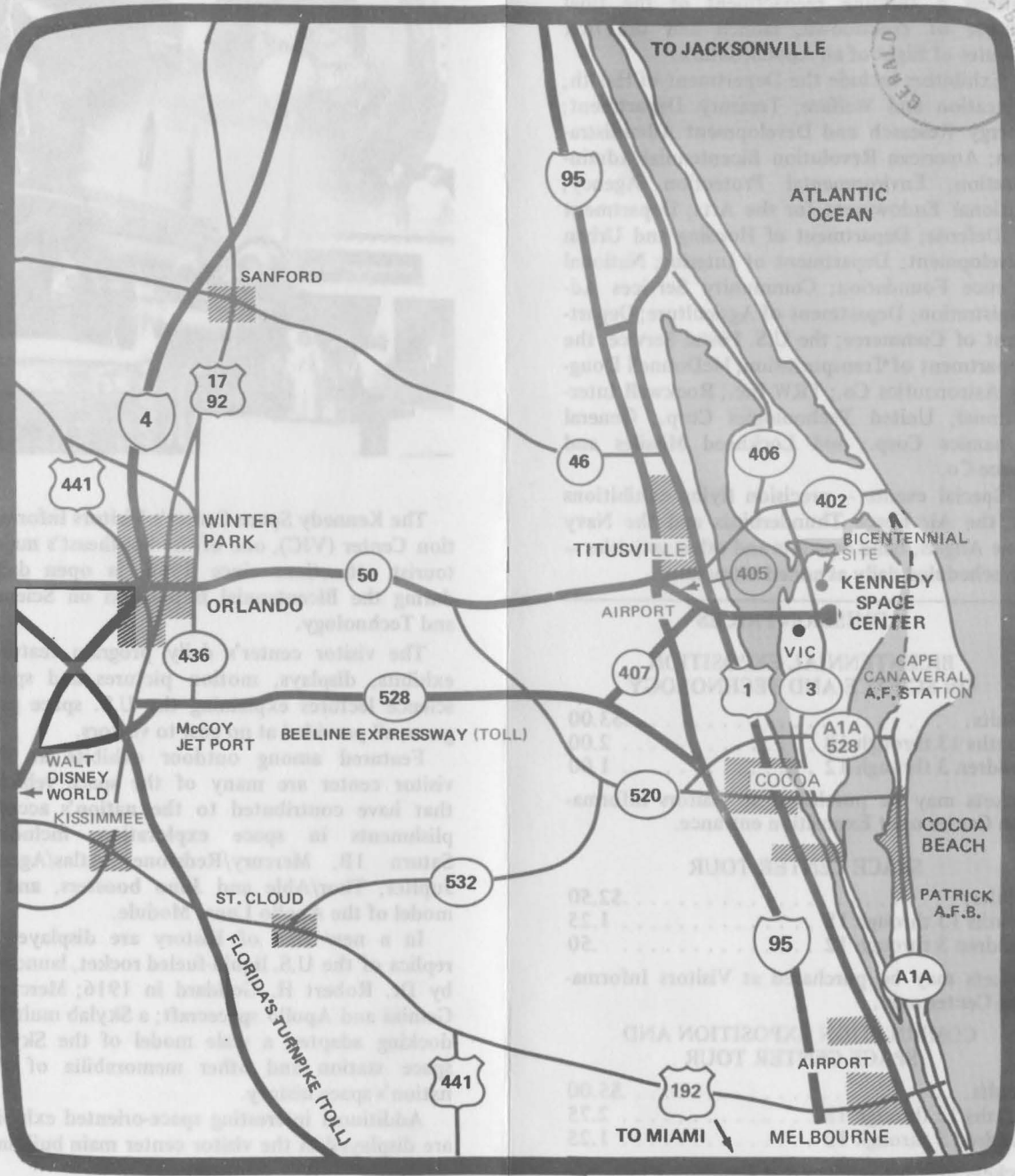
In a new Hall of History are displayed a replica of the U.S. liquid-fueled rocket, launched by Dr. Robert H. Goddard in 1916; Mercury, Gemini and Apollo spacecraft; a Skylab multiple docking adapter; a scale model of the Skylab space station and other memorabilia of the nation's space history.

Additional interesting space-oriented exhibits are displayed in the visitor center main building.



TO JACKSONVILLE

ATLANTIC OCEAN



SANFORD

17
92

4

441

WINTER PARK

ORLANDO

436

WALT DISNEY WORLD

KISSIMMEE

McCOY JET PORT

BEELINE EXPRESSWAY (TOLL)

ST. CLOUD

FLORIDA'S TURNPIKE (TOLL)

441

95

46

TITUSVILLE

AIRPORT

407

520

532

406

402

BICENTENNIAL SITE

KENNEDY SPACE CENTER

VIC

CAPE CANAVERAL A.F. STATION

1

3

COCOA

COCOA BEACH

PATRICK A.F.B.

95

A1A

AIRPORT

MELBOURNE

192

TO MIAMI

[1976]

U.S. Bicentennial Exposition on Science and Technology

sponsored by the United States Government



GERALD R. FORD LIBRARY

The item described below has been transferred from this file to:

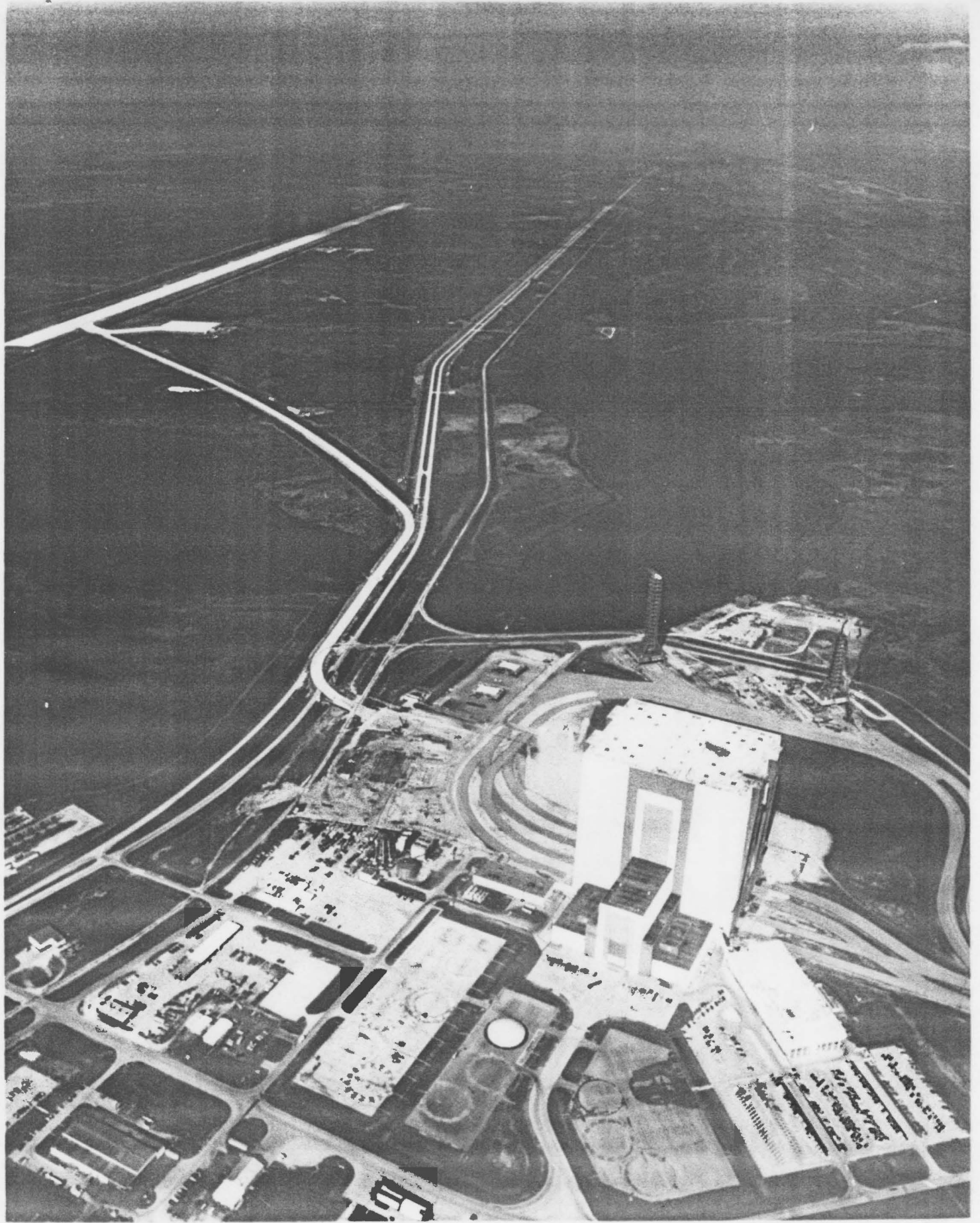
- Audiovisual Unit
 Book Collection
 Ford Museum in Grand Rapids

Item: 4 8"X10" Color Photographs of the
Bicentennial Exposition on Science
and Technology, Cape Canaveral, FL

The item was transferred from:

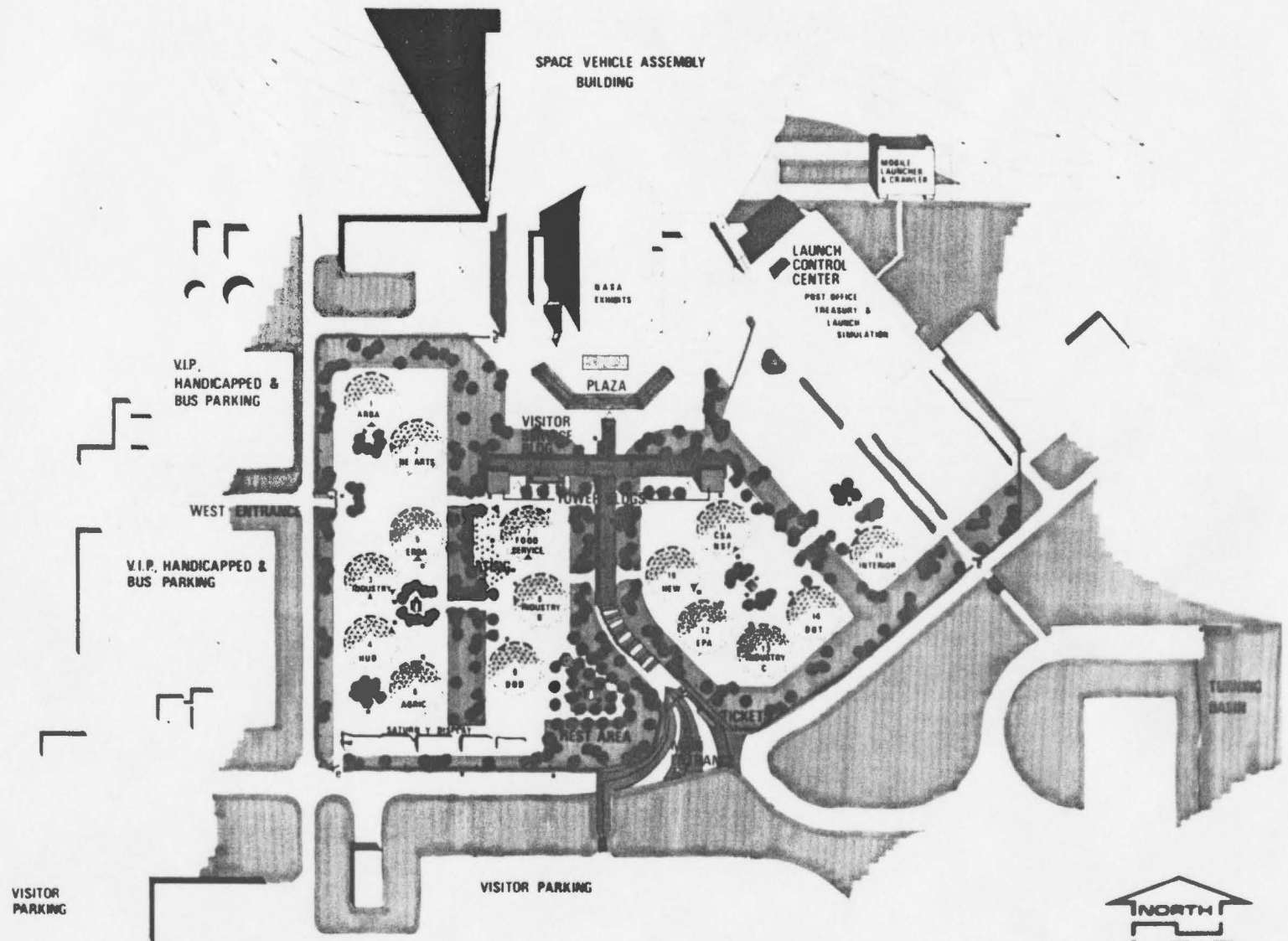
John Marsh Files
Bicentennial Subject File
Bicentennial Exposition on Science
and Technology - Brochures + Photographs

Initials/Date WMM 2/5/86



Legend:

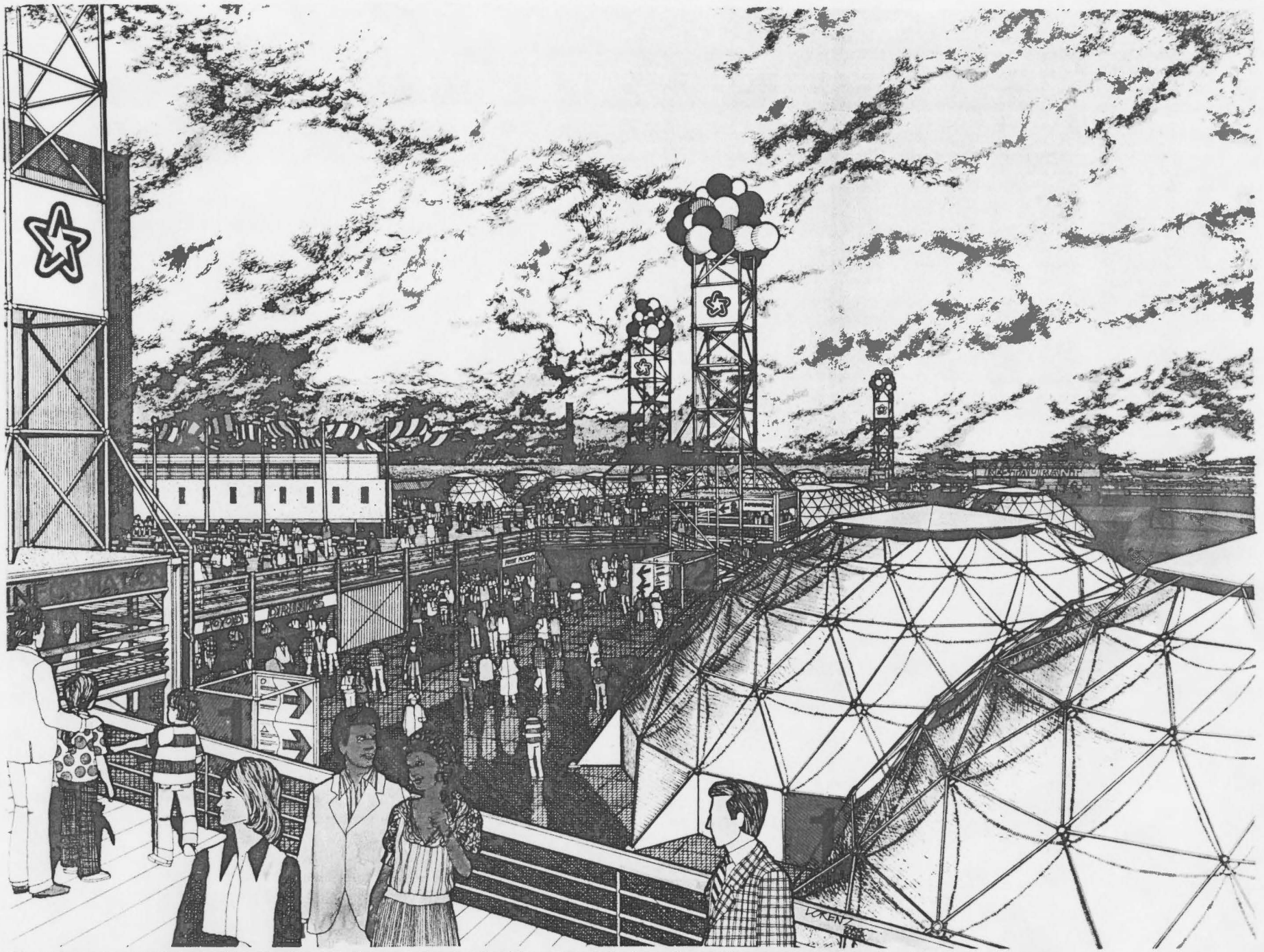
- ▬ flagpoles
- drinking fountains
- litter containers
- ▭ shelters
- photo supply and souvenirs
- ▭ id towers
- emergency access
- lower bldgs contain
 - souvenirs
 - information
 - first aid
 - administration
 - lost and found
 - pay telephones



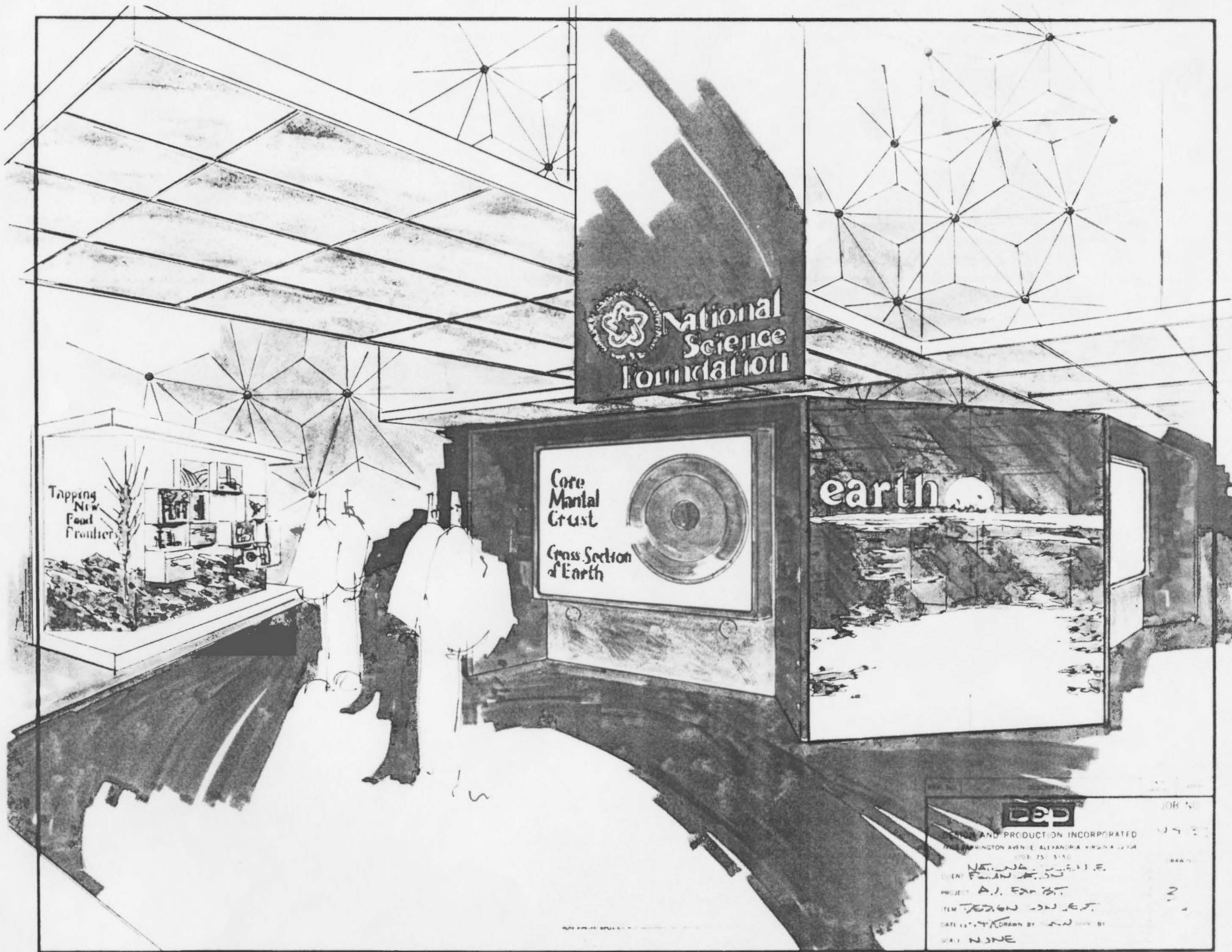
U.S. BICENTENNIAL EXPOSITION ON SCIENCE AND TECHNOLOGY

KENNEDY SPACE CENTER CAPE CANAVERAL FLORIDA JAN 77/87





U.S. Bicentennial Exposition on Science and Technology



 National
Science
Foundation

Core
Mantle
Crust



Cross Section
of Earth

earth



Tapping
New
Fossil
Frontier

DEP JOB N
 DESIGN AND PRODUCTION INCORPORATED
 1000 WASHINGTON AVENUE, ALEXANDRIA, VIRGINIA 22304
 TEL: 703-751-5100
 NATIONAL SCIENCE FOUNDATION
 DESIGNER: FREDERICK STUBBS
 PROJECT: A.I. EXHIBIT
 ITEM: TAPPING NEW FRONTIER
 DATE: 11/77 DRAWN BY: J. J. JONES
 SHEET: NSNE

U.S. BICENTENNIAL EXPOSITION
ON
SCIENCE AND TECHNOLOGY

FACT SHEET

The U.S. Bicentennial Exposition on Science and Technology is being organized and managed by NASA at the request of President Ford. All federal agencies concerned with science and technology will exhibit at the Exposition, as will a number of industrial firms, universities, and other institutions.

The Exposition will open May 30 and close September 6. It will be open daily in that period.

The 30-acre Exposition site is adjacent to the impressive Vehicle Assembly Building at Kennedy Space Center, Cape Canaveral, Florida. Fifteen geodesic domes, the VAB and other KSC facilities comprise the site's primary structures. These will house Exposition exhibits representing the beneficial effects of science and technology to American life in the future.

Each dome is constructed of extruded tubular aluminum, covered by vinyl-coated nylon. The modernistic domes are 120 feet in diameter and provide more than 8,800 square feet of exhibit area.

The Exposition site is one hour from Disney World, two hours from Sea World, and close to many other well attended attractions in Central Florida. Kennedy Space Center, itself, attracted nearly 1.5 million tourists last year; in excess of one million visitors are expected for the Exposition.

Government agencies actively participating in the Exposition include: the Department of Agriculture; American Revolution Bicentennial Administration; Department of Commerce; Community Services Administration; Department of Defense; Environmental Protection Agency; Energy Research and Development Administration; Department of Health, Education and Welfare; Department of Housing and Urban Development; Department of Interior; NASA; National Endowment of the Arts; National Science Foundation; Department of State; Department

of Transportation; Department of Treasury; and the U.S. Postal Service.

Representative descriptions of federal agency exhibits are attached.

AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION

USA '76: THE FIRST TWO HUNDRED YEARS is an exhibition designed by George Nelson and Company, New York, for the ARBA. An overview of the Bicentennial celebration, It will be presented through photographs, sound, films, and a special computerized information center.

A three minute film, "Celebration", will show ways in which the Fourth of July has been commemorated in the past two hundred years. The film expresses, the joy and tumult of the traditional celebration and the idea inherent in the phrase from the Declaration, "Life, Liberty and the Pursuit of happiness."

Another film entitled, "Wilderness", assembled from color transparencies of great landscape paintings, portrays the wonders of the beautiful, awesomely empty and unnervingly quiet landscape that confronted the first explorers and settlers.

"The Making of a Nation" an audio visual display will show how a new society took shape -- the frontier town meetings, the quilting bees, the grid plans that became the basis of our urban design, early methods of travel, the influence of Indian culture, the pioneer's "survival kit", early American inventions and the mid-19th Century development of railroads, towns and industry.

A four-minute film, "People, People, People", capsulizes how North America was filled by immigrants from all over the world, beginning with the first arrival of a Mongol on the Bering Land Bridge to the first landing of an astronaut on the Moon.

A visual exhibit, "Changing Times", presents a future American full of problems and promise and emphasizes the citizen's responsibility to deal with the problems and to bring the promise to fruition.

"Portraits of Americans", portrays through 88 photographs, people from all over the country, different and yet somehow alike, and whose common experiences and hope have left a mark of openness, optimism and purpose on their faces.

The final section deals with the three major bicentennial themes, HERITAGE '76, urges us to reexamine our origins and values. FESTIVAL USA -- brings all of the country and the world to our doorsteps through Bicentennial special events. HORIZONS '76 challenges every American to become involved with the future. Included is a computer terminal connected

to memory banks of information on Bicentennial plans of communities all over the U.S. Visitors may ask for information on activities in any region, get the answers on a monitor and printout copy for personal use.

DEPARTMENT OF AGRICULTURE

The exhibit is planned to demonstrate the USDA capability to assist American agriculture to become the most efficient production, marketing and distribution base in the world and to emphasize the value of these efforts to all American citizens.

There will be three major exhibit areas:

The first area will portray future demands for agriculture; American agricultural growth requirements to meet needs at home and abroad; problems the farmer has now and will face to meet those demands; difficulties of land management as agriculture begins competing with the problems of limited land area.

The second area will present USDA resources the farmer will have in order to meet future demands for production such as plant genetics, insect control and eradication, land management, multiple crop tillage, waste recycling, and food inspection to protect the consumer.

The last area will be an audio visual presentation of some of the most recent research projects that will support future agriculture.

COMMUNITY SERVICES ADMINISTRATION

The Community Services Administration (CSA) participation in the U.S. Bicentennial Exposition at Cape Canaveral will present the Agency's basic concept of self-help for low-income citizens and improvement in the quality of life for America's poor. The exhibit will explain the agency's programs and encourage participation of Americans outside the client area of each Community Action Agency.

In approximately 2000 sq. feet of space, CSA will include a retail sales area for various Community Action Agencies and Community Development Corporations' products such as Appalachian crafts, Louisiana crafts, Indian products and Kentucky furniture. Such retail efforts will be complemented by activities showing their construction and use or by special heritage demonstrations.

CSA will share a dome with the National Science Foundation and is working closely with them to assure a harmonious overall presentation.

DEPARTMENT OF DEFENSE EXHIBITS
for the
SCIENCE AND TECHNOLOGY EXPOSITION

Department of the Army

US Army Satellite Communications

This display depicts through color photos, text and models, the Army's participation in military satellite communications. It describes historic and current Army programs in communications, current and future communications terminals and depicts the Washington-to-Moscow hotline.

Opto-Electronics Around the World

This display shows the marriage of optical and electrical systems and the applications of the systems. Included are such things as night viewing systems, thermal viewing devices and image intensifiers and other devices of this nature, many of which are finding wide civilian application.

DOD Food Program

This multi-media presentation shows research underway in special types of food technology. It includes special purpose foods, food preservation and preparation, food life extension research, preparations for special applications and environments, and special foods.

Department of the Air Force

Bicentennial Multi-image Production

This production features 777 slides projected on five separate screens during a period of 16½ minutes. The show depicts the history of the Air Force and its contributions to society, making extensive use of sound and famous voices associated with the history of American aviation.

Nacelle Fire Detectors

This exhibit consists of an optical infra-red sensor system that demonstrates the reaction time difference between a conventional cable system and the nacelle fire detection system. The new system will make fire detection systems more reliable and more sensitive, both for aircraft and buildings.

Energy and Strategic Materials Conservation

This display illustrates how the Air Force seeks to create new ways to conserve expensive and important resources. It demonstrates with pictures and transparencies how the Air Force reclaims scrap to conserve rare and strategic materials.

Magno-Hydro Dynamics: Coal Research

This display illustrates a concerted Air Force effort to conserve energy by getting more "mileage" from our country's most plentiful fuel resource. Magno-Hydro Dynamics is a new method of burning coal so that more energy (about 75 percent more) is produced from the fuel.

X-24B Experimental Lifting Body

This exhibit is the actual test airframe used until recently in a joint Air Force and National Aeronautics and Space Administration flight research program at Edwards Air Force Base. Tests were to determine the wingless craft's handling qualities for an extended near-Earth flight and for conventional runway approach and landing.

Engine Emission Research

This exhibit concentrates on methods to improve the environment by making engine emissions less polluting to the atmosphere.

Department of the Navy

Final determination of Navy and Marine exhibits has not been made. However, it is expected to include a film-clip of 3 to 5 minutes showing current R&D programs; closed circuit TV showing the "100 Knot Navy" and a piece on the Marine STAMP vehicle; an oceanography exhibit using prints and transparencies, and a variety of models of current and developing systems and vehicles.

ENERGY RESEARCH AND DEVELOPMENT ADMINISTRATION

The exhibit will follow the ERDA plan for energy research, development and demonstration. Fossil and nuclear energy programs will be emphasized and advanced energy technology programs will be described. Conservation programs will be explained as well as environment and safety programs.

A film traces the development of energy in the U.S. for the first 200 years, describes present day energy problems and ERDA's role in alleviating these problems. A second film details alternative solutions to the energy problem.

Audiovisual materials will explain highlights of ERDA's research, development and demonstration programs including synthesizing oil and gas from coal, the technique of recovering oil from shale, the methods of insuring reliability of present day nuclear reactors, the economics of energy generated from nuclear fission, managing radioactive waste and insuring safeguards for fissionable materials.

Presentations will include the breeder reactor and its impact on the efficient use of uranium resources; development of solar energy applications for heating and cooling and for the production of electricity; development of geothermal energy, wind energy in. proper perspective); the promise of nuclear fusion; energy conservation programs; architectural innovations; energy conserving building materials; efficient transmission and distribution of energy; energy conserving transportation systems; and protecting the environment and insuring the safety of all the energy sources.

ENVIRONMENTAL PROTECTION AGENCY

The Environmental Protection Agency will follow the theme of "Making it Better" in its Bicentennial Exposition exhibit. The exhibit will explore how environment errors of the past can be corrected and prevented from recurring in the future. In following the theme the exhibit will have portions devoted to Understanding the Problem, Finding the Solution and concluding with the Challenge of the Future. Throughout the exhibit the use of science and the latest sophisticated research equipment, technological innovation and the necessity of public support for environmental programs will be highlighted.

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

A Medical-Health Pavilion "Freedom From Dependence", will feature technological advances in diagnosis, treatment, and instrumentation which, combined with preventive medicine, enables the individual to enjoy better health and a longer life, more free from disabling illness and injury than ever before.

NASA's contributions in the bio-medical field will be portrayed as they now exist and look to their greater future promise. Stress will be placed on research and treatment in cancer and hypertension, and upon little known applications of modern technology to medicine and health care in social security and welfare programs. The role of communications satellites in medicine and health care and in the education of practitioners will be emphasized.

Plans include coordinating a small outdoor area with the HUD exhibit, directed toward young children, and strictly for fun and relaxation.

HOUSING AND URBAN DEVELOPMENT

HUD's exhibit "America's New Neighborhoods" incorporates the process of community planning and development with the revitalization of our nation's cities.

It will include technology developments in community planning and housing management such as: management information systems, capacity building for state and local government, fire station location and deployment, public sector productivity and environmental assessment guidelines for state and local officials.

Audio visual displays will deal with new ideas for neighborhood life in a rapidly urbanizing society; the relationship of transportation, and more efficient use of scarce natural resources in crowded metropolitan settings. Special treatment will be given to the subjects of crime, safety, fire safety, barrier-free homes for the handicapped and elderly, energy conservation and solar energy.

DEPARTMENT OF THE INTERIOR

The Department of the Interior exhibit at the exposition will have the theme "Development, Utilization and Conservation of Our Natural Resources." Toward this end the exhibit will be organized in seven theme areas--Minerals, Fuels Exploration and Development; Energy; Recycling; Water Resources; Environmental Hazards and Controls; Land Use and Management; and Mapping the Earth's Surface. Displays will include a working model of a river basin, working seismograph, remote sensing, geothermal energy and satellite and aerial photography. Two 40-seat theatres will show Department of Interior films. In addition, a six-mile wildlife tour of the Merritt Island National Wildlife Refuge will be available to visitors.

An attractive feature of the exhibit will be a display of 100 aerial photos covering major U.S. cities. Visitors may order copies of their home town if it is available.

NATIONAL ENDOWMENT FOR THE ARTS

NEA has commissioned artist Rockne Krebs to execute a laser light, sun and fire sculpture in space, which will occupy one of the exhibit domes. Krebs also will design a poster based on his exhibit, which will be available in a limited silk screen edition.

The theme of Krebs' exhibit is "Home". His intent is to create an imaginative, inspiring experience for the viewer within the dome, incorporating mankind's most ancient and important light source--the sun-- along with his first technologically-produced light source--fire--and his most advanced technologically-produced light source--lasers.

Krebs was selected for this work by a special visual arts panel convened to advise NEA on an exhibit. He is the recipient of Guggenheim and NEA Fellowships. His first laser light piece was presented in 1968. Now he is recognized throughout the art world for pioneering the application of laser technology to the creation of works of art.

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

SPACE, THE NEW FRONTIER

NASA's exhibit will feature major achievements of the United States' space exploration and aeronautical research and future programs under development.

Visitors will tour the Vehicle Assembly Building, largest building America, in which the 360-foot tall Apollo/Saturn space vehicles were assembled for 15 successful manned space flights, including six manned landings on the Moon.

A simulated Apollo/Saturn space vehicle countdown and launch will be viewed in the Launch Control Center. All display consoles and data readouts will be activated to create the identical atmosphere of launching astronauts from Earth to land on the lunar surface.

A lunar exploration will be recreated on a synthetic surface of the Moon, a lunar module, lunar roving vehicle and astronaut manikins.

Viking, the unmanned spacecraft now on a trajectory to orbit and land on the planet Mars this summer, will be exhibited in a diorama of the fullscale Viking lander on a simulated martian surface.

Special exhibits will feature current applications satellites which are transmitting Earth resources data and photographs and trans-oceanic television signals.

Displays will demonstrate the operational versatility of the Space Transportation System, which consists of the manned reusable Space Shuttle Orbiter, the Spacelab being developed by the European Space Agency, and the Space Tug.

Aeronautical research displays will explain research programs such as hypersonic design, supercritical wing, quiet engine, airplane fuel conservation, and activities in general aviation and emphasize their contributions to more economical, safer and improved commercial air flight.

NATIONAL SCIENCE FOUNDATION

NSF's exhibit will consist of a central core together with four satellite exhibits, concentrating on the promoting the progress of science to assure the national well-being.

The central core exhibit develops a view of science as a human activity which can be better understood through an appreciation of the ways in which scientists perceive familiar phenomena. The visitor will see:

1. The processes by which Earth is continually changing its physical features--plate tectonics, continental drift and seafloor spreading.
2. How the unique physical characteristics of water make it a universal solvent, a stabilizer of the Earth's temperature, and a major component of all living creatures.
3. Fire (energy) as it is transformed from one kind of energy to another, how it is controlled by man to do his work, and also how man is attempting to obtain new sources of energy.
4. Air, as a mixture of gases in the atmosphere, as a supporter of life, and as a weather maker.

The satellite exhibits will illustrate current and future applications of developments in scientific research, from the most basic to the most applied, they help us understand ourselves and our world, and their contributions to our daily lives.

1. Weather and Climate - What's the weather going to be a week from now--or perhaps a thousand years from now? Meteorologists, climatologists, oceanographers, paleobiologists seek to understand short- and long-range phenomena.
2. Man's Place in the Universe - Astronomers help us understand life-giving Earth-sun relationships and the distant stars and galaxies.
3. Learning About the Brain - Understanding the brain involves understanding its function as a whole organ and understanding its components and operations down to the molecular level.

4. Underground Space - As environments become more and more crowded, and as space to build becomes harder, or costlier to find, attention turns underground. The prospects for using "under-space" involves research and technology from better ways to remove materials to emerging ways to "see" what's beyond the tunnel face.

TREASURY DEPARTMENT

The Exhibit will consist of:

- 1) A film strip on the use of science and technology in law enforcement. It will include: atomic absorption analysis, gun tracing systems, gas chromatography and ink analysis.
- 2) A film strip on the regulation of electronic banking which explains the regulatory aspects of electronic banking, automated teller machines and direct deposit of government checks.
- 3) A display demonstrating the application of technology in law enforcement: sensors, night vision devices, forward-looking infra-red radar (FLIR), Treasury enforcement communications and gas chromatography.
- 4) Sale of the Bicentennial Coin Sets from a special sales area.
- 5) Sale of a specially-designed souvenir card. As tentatively proposed, the card will contain a vignette of Benjamin Franklin discovering electricity contrasted with the Apollo Moon Stamp. Also being considered is a special display of the die carried on the Apollo mission and later used in making the plates for the Apollo Moon Stamp.

Cape C.

May 25, 1976

Dear Mr. Rowe:

Many thanks for your thoughtfulness in sending me a copy of the letter sent to the exhibitors at 3rd Century America.

The program appears to be moving ahead very smoothly and I am sure it will be most successful.

Sincerely,

John O. Marsh, Jr.
Counsellor to the President

Mr. Herbert J. Rowe
Assistant Administrator
for External Affairs
National Aeronautics and
Space Administration
Washington, D. C. 20546

dl



MAY 25 1976

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION
WASHINGTON, D.C. 20546

May 21, 1976

Dear Mr. Marsh:

The attached letter was sent to each exhibitor at 3rd Century America, the Bicentennial Exposition on Science and Technology.

Hubert H. Row



National Aeronautics and
Space Administration

Washington, D.C.
20546

Reply to Attn of:

As we move into the final weeks and days of preparation for 3rd Century America, the Bicentennial Exposition on Science and Technology, I want to give you a report on our progress.

This report, which covers schedules, facilities, site preparation, public affairs, and inter-organizational relationships, is being sent to all government agencies and companies participating in the Exposition. To ensure timely distribution, copies are addressed to the top management official, the Exposition coordinator, and the public affairs officer in each organization.

I welcome your comments on the information in this report or on any other topic pertaining to the Exposition, so that we may collectively produce the best possible Exposition and meet President Ford's objectives.

Schedules:

3rd Century America will open on May 30, and will run through September 7, for an operating period of 101 days. Several rumors have been circulating about an extension, but our plan is firm to close on September 7.

May 29, will be Press Day, and May 30 will be an open day, with free admission to the public. These will be practice days for the support people who will be parking cars, serving food, and selling souvenirs and for the exhibit operators.

June 14, Flag Day, will be our official Dedication Day. We hope that President Ford will attend with cabinet members and agency heads. Several astronauts will attend the formal ceremonies.

The Exposition will be open 7 days a week, from 10:00 A.M. until 7:00 P.M. Ticket sales will stop at 5:00 P.M.

Admission charges will be \$3 for adults, \$2 for juniors and active-duty service people, and \$1 for children. These are less than half the charges for other major attractions in Florida.

Facilities and Site Preparation:

We are on schedule.

As shown on the enclosed photographs, all 15 domes have been erected. Electrical power, air-conditioning, lighting, and telephones are being activated.

This past weekend, we experienced the first heavy rainstorm of the season and several domes leaked. The leaks are being repaired by the contractor; our fire department will then assist in making a leak test, and the leak problem will soon be solved.

The landscaper has installed most of the trees and shrubbery and the site is beginning to look like a real entertainment park. No Disney World, to be sure, but considering the dollars available, a remarkable improvement on an asphalt parking lot.

The Bicentennial red-white-and-blue motif is carried throughout the site by shade tents and a perimeter fence with bold graphics. These will soon be augmented by benches, directional signs, and 80 flags around the perimeter.

Restrooms, water fountains, food service areas, souvenir sales stands, and parking lots have been sited and located on the advice of experienced Disney representatives, our architect-engineer, TWA Services (the NASA tours and Visitor

Information Center concessionaire) and our own operations people. Again, these items are on schedule.

Public Affairs:

Professional consulting firms have recommended a public affairs budget of \$900,000 for this Exposition. Because of fiscal limitations, our pre-opening budget is \$170,000 and an additional \$130,000 is planned for the operating period.

It is evident that we could not have an effective nationwide advertising campaign with this amount of money. We are, however, conducting a vigorous nationwide publicity campaign.

Our Public Affairs office has sent 350 TV clips and 750 radio clips to major stations throughout the country. Tapes of individual interviews have been sent to 1,300 radio stations.

Bob Hope, and Michele Nichols of Star Trek, have completed separate public service announcements on 3rd Century America. You should be seeing them on television beginning in mid-May.

The publisher of TODAY newspaper, a member of the Gannett chain, has mailed 140 information packages to publishers around the country, including all of the major newspapers, with a personal note asking for their cooperation. We are seeing results from this, and many other newspapers have indicated that they will be publishing stories around opening day.

We have sent news and feature stories on the Exposition to all of the exhibitors, and I encourage anyone with news media contacts to assist in placing them. Some agencies have done this and several have created stories in their house organs.

We have had good success in Florida. 3rd Century America has been well covered in the press, radio, and on television. The two major newspapers serving the Central Florida area plan special "3rd Century America" editions on opening day and have been running feature stories two and three times a week for the past month or so.

The Miami Herald, with the largest circulation in Florida, ran a full-color feature story on the Exposition on the front page of their travel section this past Sunday. This article is being circulated to the entire Knight newspaper chain and an updated version will appear in the Chicago Tribune on May 23.

We have placed brochures in the Florida Welcome Stations, turnpike service plazas, in major Florida attractions, and in motels and service stations around the State.

The 209 feet by 110 feet American flag painted on the side of the Vehicle Assembly Building can be seen for miles, and it has received extensive press coverage.

With regard to paid advertising, we have concentrated our limited funds in Florida, where we expect to get the most effective results per dollar. Spot advertising in newspapers, magazines, billboards, TV, and radio is aimed at the 1.8 million people living within 100 miles of the Kennedy Space Center and the 9.1 million who will be visiting Florida throughout the summer in response to national campaigns of other Florida attractions and the State itself.

We have extensive mailing lists, and many personal contacts, which cover the major newspapers, radio and television networks, and the wire services. We have furnished releases, feature stories, and photographs to all of these in addition to paying visits to many and telephoning still more.

You may feel that you should have seen more of these news stories in your local newspapers. We feel the same way and have been told quite candidly by the press that at this point the Exposition is not news. Many of the major metropolitan media and the wire services have indicated that as we get closer to opening day, they will do a story, but right now they would cover something only of a disastrous or illegal nature. We are doing our best not to furnish them with this type of story.

We will continue our public affairs promotion program with full force. Since this is a Federal government and industry - not a NASA - Exposition, I invite each of you to

augment this program wherever you see the necessity for more effort. So far the public affairs financial burden has been borne primarily by NASA and TWA Services.

Inter-Organizational Relationships:

During the Exhibitors' Meeting, which was held at Kennedy Space Center (KSC) on February 11-12, we established the Kennedy Space Center as the primary contact point in NASA for the exhibitors. A KSC project engineer was assigned to work with the 3rd Century America coordinator of each government agency and corporate exhibitor. These people have been in constant contact, and I believe the system is working well.

Similar lines of communication have been established between the Public Affairs Office at KSC and counterpart offices of the exhibitors.

We have distributed an Exhibitor's Manual and an Operations Plan to each exhibitor. These documents describe in detail the services and support available at KSC, and how to obtain them. They provide additional information for the preparation, operation, and deactivation of the Exposition.

A Master Schedule, with supporting detailed schedules for dome outfitting and for grounds and support facilities preparation, is issued bi-weekly.

The KSC Public Affairs Office issues an Activities Schedule and a Status and Tracking Report weekly. Although these documents pertain primarily to NASA exhibits, they also cover special events, and promotion and advertising schedules for the 101 days of operation.

We hold daily status meetings in the Launch Control Center, and you and your representatives are always welcome to join us with your comments, ideas, or just to receive an up-to-the-minute status report.

We are planning another Exhibitors' meeting on May 20 at KSC for a final pre-opening review. You will receive a separate notice on the details of this meeting.

Summary:

Facilities construction, utilities, and some site preparations are funded by a 3 million dollar Economic Development Administration grant from the Department of Commerce.

Other site preparation work, promotion and advertising, and general support are funded by NASA and TWA Services.

Professional consulting firms recommended funding of 11 million dollars rather than 3 million. Their design concept included an elevated boardwalk and theme towers to counter-balance the Vehicle Assembly Building (VAB). It soon turned out that these structures were not only expensive but ineffective in offsetting the 525-foot high VAB. Walt Disney officials pointed out that this is a magnificent theme tower itself, and deletion of the proposed structures was an easy decision.

Other decisions, in the trade-off of highly-desirable World's Fair-type of attractions versus a fixed budget, have been more difficult. However, I am convinced that we will have an outstanding Bicentennial attraction.

The degree of our success should be directly proportional to the quality of our exhibits. The Exposition will be not only educational and instructive, but also interesting and entertaining. It will be a family show with special areas devoted to the children and the things they like to see and do.

I believe that the public will be well-satisfied that they have received their money's worth. We are expecting, as a result, repeat visits and highly favorable word-of-mouth advertising.

3rd Century America is a complete team effort, and we are all members of that team, working together for a successful show. Toward that end, I invite you to spend as much time at the Exposition as possible - you are most welcome at any time.

Sincerely,

Herbert J. Rowe
Assistant Administrator
for External Affairs

Enclosure

GERALD R. FORD LIBRARY

The item described below has been transferred from this file to:

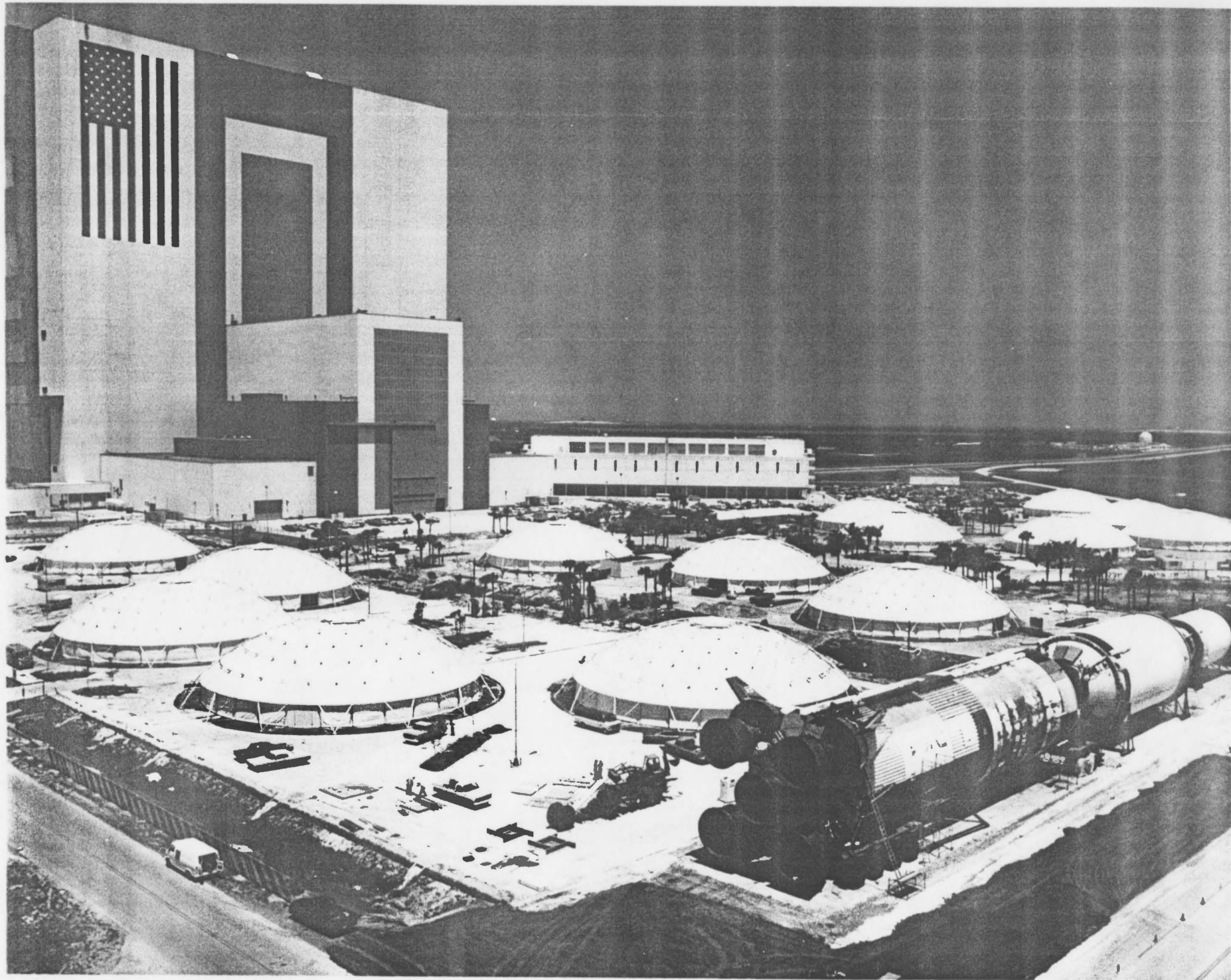
- X Audiovisual Unit
 Book Collection
 Ford Museum in Grand Rapids

Item: 3 8"x10" color photographs of
the Bicentennial Exposition on
Science and Technology, Cape
Canaveral, FL

The item was transferred from:

John Marsh
Bicentennial Subject File
Bicentennial Exposition on Science &
Technology - Brochures + Photographs

Initials/Date WJM 2/5/86



JOHN F. ENNEDY SPACE CENTER,
NATIONAL AERONAUTICS AND SPACE ADMINISTRATION,
KENNEDY SPACE CENTER, FLORIDA 32899

FOR RELEASE: IMMEDIATE

PHOTO CREDIT--NASA OR NATIONAL AERONAUTICS AND
SPACE ADMINISTRATION.

THIS PHOTOGRAPH IS A GOVERNMENT PUBLICATION--NOT
SUBJECT TO COPYRIGHT.

IT MAY NOT BE USED TO STATE OR IMPLY THE ENDORSE-
MENT BY NASA OR BY ANY NASA EMPLOYEE OF A COMMER-
CIAL PRODUCT, PROCESS OR SERVICE, OR USED IN ANY
OTHER MANNER THAT MIGHT MISLEAD. ACCORDINGLY, IT
IS REQUESTED THAT IF THIS PHOTOGRAPH IS USED IN
ADVERTISING AND OTHER COMMERCIAL PROMOTIONS, LAY-
OUT AND COPY BE SUBMITTED TO NASA PRIOR TO RELEASE.

116-KSC-76PC-123

UNCL. 4/29/76

NASA/ADMIN.

W/C F704-362
BICENTENNIAL AREA SOUTH VAB. (136)

(ds)





National Aeronautics and
Space Administration

John F. Kennedy Space Center
Kennedy Space Center, Florida 32899
AC 305 867-2468

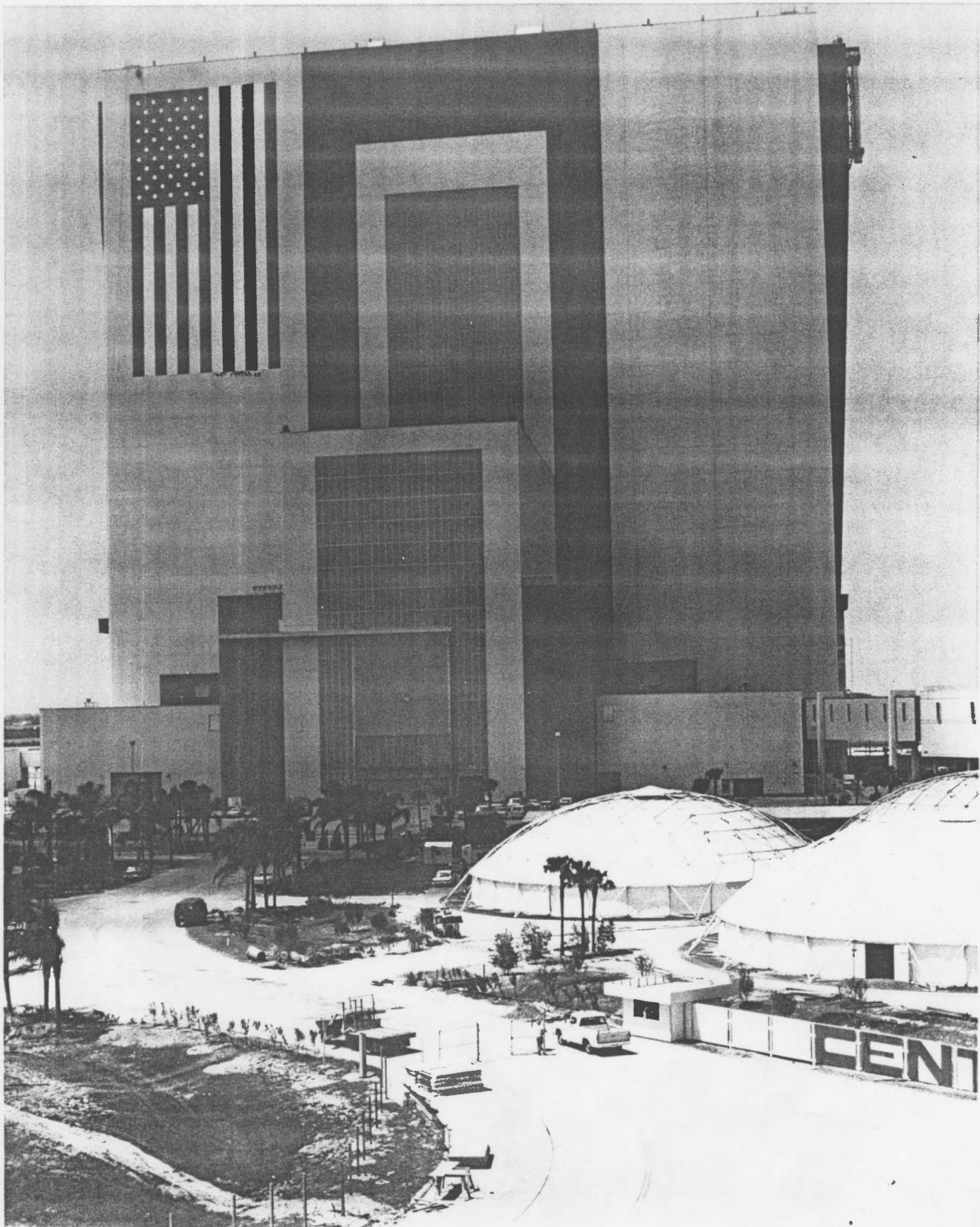
FOR RELEASE Apr 12 23, 1976 PHOTO NO. 116-KSC-76PC-117

KENNEDY SPACE CENTER, Fla. -- Aerial view shows construction progress in preparation for the Bicentennial Exposition on Science and Technology. An Apollo/Saturn V space vehicle is in place on stands in the theme park area, all ground-level domes are fabricated, landscaping is complete and 28 of the 50 stars in the 239 x 110-foot American Flag on the south wall of the Vehicle Assembly Building are painted. The Kennedy Space Center is host to the exposition, scheduled from May 30 through September 7.

This photograph is a government publication -- not subject to copyright.

It may not be used to state or imply the endorsement by NASA or by any NASA employee of a commercial product, process or service, or used in any other manner that might mislead. Accordingly, it is requested that if this photograph is used in advertising, posters, books, etc., layout and copy be submitted to NASA prior to release.

Photo Credit -- NASA or National Aeronautics and Space Administration



JOHN F. KENNEDY SPACE CENTER,
NATIONAL AERONAUTICS AND SPACE ADMINISTRATION,
KENNEDY SPACE CENTER, FLORIDA 32899

FOR RELEASE: IMMEDIATE

PHOTO CREDIT--NASA OR NATIONAL AERONAUTICS AND
SPACE ADMINISTRATION.

THIS PHOTOGRAPH IS A GOVERNMENT PUBLICATION--NOT
SUBJECT TO COPYRIGHT.

IT MAY NOT BE USED TO STATE OR IMPLY THE ENDORSE-
MENT BY NASA OR BY ANY NASA EMPLOYEE OF A COMMER-
CIAL PRODUCT, PROCESS OR SERVICE, OR USED IN ANY
OTHER MANNER THAT MIGHT MISLEAD. ACCORDINGLY, IT
IS REQUESTED THAT IF THIS PHOTOGRAPH IS USED IN
ADVERTISING AND OTHER COMMERCIAL PROMOTIONS, LAY-
OUT AND COPY BE SUBMITTED TO NASA PRIOR TO RELEASE.

116-KSC-76PC-124

UNCL. 4/29/76

NASA/ADMIN.

W/O F704-362

BICENTENNIAL AREA SOUTH VAB. (136)

(ds)

October 7, 1976

Cape
Canaveral

Dear Jim:

Many thanks for your recent letter together with the souvenir copy of 3rd Century America.

I think this was a most successful project and one in which those who participated can take great pride in their accomplishments.

With kindest personal regards, I am

Sincerely,

John O. Marsh, Jr.
Counsellor to the President

The Honorable James C. Fletcher
Administrator
National Aeronautics and
Space Administration
Washington, D. C. 20546

JOM/dl





National Aeronautics and
Space Administration

Washington, D.C.
20546

Office of the Administrator

OCT 5 1976

OCT 5 1976

Mr. John O. Marsh, Jr.
Counsellor to the President
The White House
Washington, DC 20500

Dear Jack:

As you know, we lowered the flag on the Bicentennial Exposition on Science and Technology at Cape Canaveral on September 7. It had run one hundred and one days, and I believe it can well be acclaimed a solid success.

Sixteen government agencies, ten industrial firms and seven universities participated directly as exhibitors. Numerous schools and civic groups participated by furnishing bands and other entertainment.

The federal agency exhibits unquestionably comprised the most comprehensive overview of federal agency activities ever sponsored. These displays, oriented to the future, together with the university and industrial exhibits, portrayed well the Third Century America theme which the President requested when he approved the Exposition.

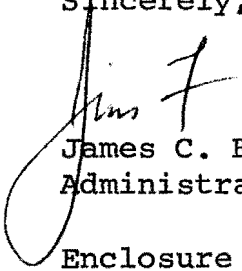
While attendance was below our forecasts, over 600,000 people visited the Exposition. Our final financial statements have not yet been completed. We expect, however, that, in addition to covering operating costs, we will make some profit which can be forwarded to the United States Treasury.

We regret that neither President nor Mrs. Ford was able to visit the Exposition. We do appreciate the support we were given and in particular the visit by Phil Buchen at the time of the dedication.



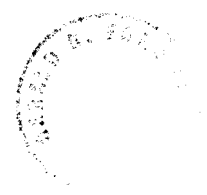
We are working with John Warner to prepare a chapter in ARBA's record of the Bicentennial year to identify the new technologies exhibited in 1976, which are likely to impact most significantly Third Century America.

Sincerely,

A handwritten signature in dark ink, appearing to read "James C. Fletcher". The signature is stylized with a large, sweeping initial "J" and "F".

James C. Fletcher
Administrator

Enclosure



ONE DOLLAR

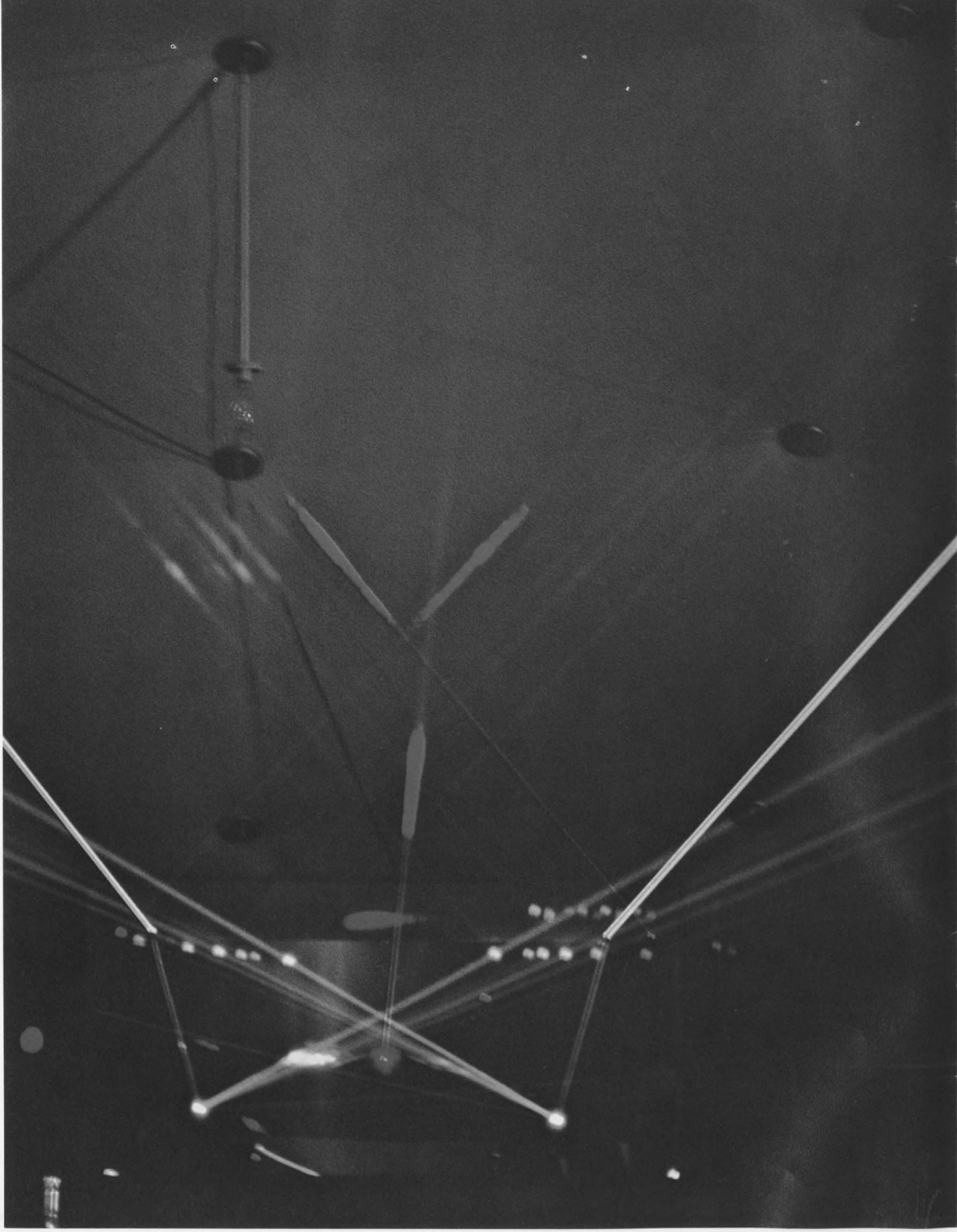
YOUR OFFICIAL SOUVENIR

3rd CENTURY AMERICA

KENNEDY SPACE CENTER



LIMITED EDITION



World's largest painted flag, on the Vehicle Assembly Building, greets visitors to the Exposition.

Dome 1 includes a Computer Center providing information on celebrations in your own home town.



Welcome...
to 3rd Century America, your nation's Bicentennial Exposition on Science and Technology, the only exposition sponsored by the U.S. Government during the Bicentennial Year.

As you tour the 15 giant domes, see dozens of exciting exhibits, you'll learn how science and technology have combined forces *today* to assure you and your family a better, healthier and more rewarding life tomorrow.

And the pages in this Official Souvenir Program have been designed to capture the highlights of the exposition as a lasting reminder of your visit.

Some of the best-known names in American industry can be found in Dome 3.



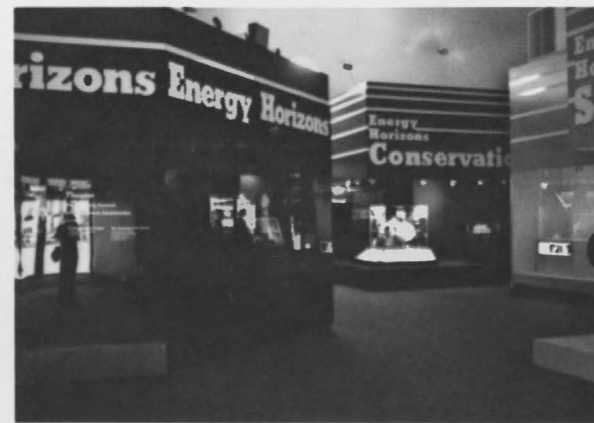
Famed artist Rockne Krebs' giant laser sculpture, in Dome 2, is shown on the left.



Models depicting the future downtown areas in our cities, plus a real 'talking house' are part of the fun in Dome 4.



In Dome 5 you'll learn about nuclear energy and what it can mean to us in the future.



Watch demonstrations of advanced methods for generating power in Dome 5.

There's a promising future in new developments of food production — one of our most vital needs. Learn more in Dome 6.

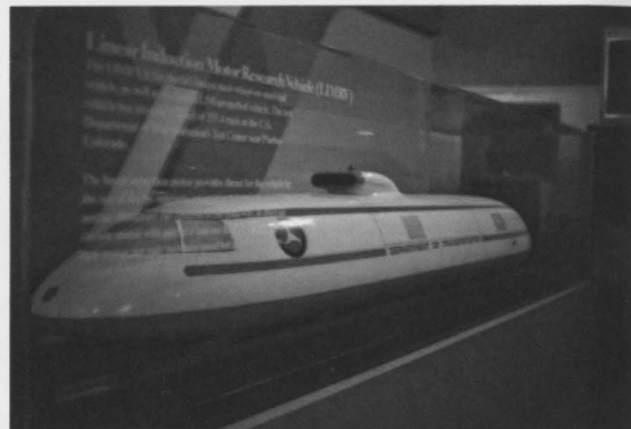
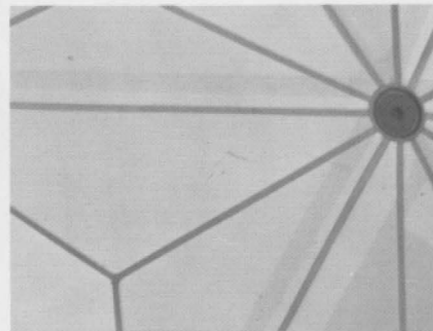


TWA Services Inc., food service dome.



A replica of an airport control tower in Dome 8 graphically shows one of the ways traffic control engineers are gearing up for the faster-moving world of tomorrow.

Fastest steel wheels on steel rails, this research vehicle speeds up to 225 mph.



The numbers at the beginning of each paragraph refer to that particular exhibit's 'Dome Number' on the full-color map, making it even easier to find your way around the exposition, and to return to your favorite displays.

1

AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION presents "U.S.A. '76": The First Two Hundred Years. This full-scale show, in pictures, words and sound effects describes uniquely American experiences from the signing of the Declaration of Independence to the landing of the first astronaut on the moon. You can operate a computerized information center and find out what's going on for the Bicentennial in cities, towns and villages in all fifty states.

2

NATIONAL ENDOWMENT FOR THE ARTS features a mammoth laser light and sun sculpture-in-space by famed artist, Rockne Krebs, specially commissioned for this exhibit. It's an imaginative, inspiring experience, incorporating mankind's most ancient light source — the sun, with his most advanced light source — lasers . . . one of the highlights of the exposition.

3

INDUSTRY leaders such as INTERNATIONAL BUSINESS MACHINES (IBM); E-SYSTEMS, and THIOKOL show in a graphic way their foresight and planning to keep pace with mankind's needs and desires for the future. The MASSACHUSETTS INSTITUTE OF TECHNOLOGY brings the relatively new science of X-ray astronomy down to earth. "Think Metric" is the message of the NATIONAL BUREAU OF STANDARDS.

4

DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT focuses on its role in helping every American community to achieve a better life style through the application of science and technology. The special exhibit design invites audience participation in finding out about the ways our cities, towns and suburbs have been built. You'll enjoy the friendly cartoon figure who'll talk directly to you from a TV screen — even answer your questions.

5

ENERGY RESEARCH AND DEVELOPMENT ADMINISTRATION has an electric car and advanced gas turbine car available for test drives. Visitors will see themselves on a solar powered television set and be cooled by a solar assisted air conditioning unit. Continuous movies in the ERDA theater will augment displays and demonstrations of experimental fusion devices, breeder reactors and other advanced methods of meeting the future electrical power needs of the country.

6

DEPARTMENT OF AGRICULTURE gives a glimpse at whether or not we will all have enough food to eat in the years ahead, what we will eat and where it will come from. You'll see in graphic form, the sheer size of food production needed and the difficulties our farmers will have to overcome. Startling research points toward a promising future.

7

FOOD SERVICES PAVILION is ready to serve you with quick snacks featuring everything from delicious hot dogs and "Bicentennial Hamburgers" to soft drinks to ice cream — all in a handy, central location

8

DEPARTMENT OF TRANSPORTATION is organized into seven sections, dealing with all the various methods of transportation. You'll see a variety of vehicles, many 'way out in the future.' You'll see a cross-section of a 21-foot pleasure boat; an air traffic control center and a futuristic look at tomorrow on the move. Plus, you'll learn how oil is fingerprinted to catch polluters.

9

DEPARTMENT OF DEFENSE illustrates "Peace through Progress," showing how military research and development actually serves us all in peacetime . . . adding to our safety, comfort and convenience. The Army, Navy, Marine Corps and Air Force are all represented with interesting displays.

10

DEPARTMENT OF HEALTH, EDUCATION AND WELFARE has put together a complete story on the latest advances in medical technology, many of these being a direct result of the space program. You'll learn about dramatic improvements in diagnosis, treatment and instrumentation which, combined with preventive medicine, will enable you to enjoy better health and a long life, freer from illness and injury than any previous time in human history.

11

COMMUNITY SERVICES ADMINISTRATION and NATIONAL SCIENCE FOUNDATION share Dome 11. Live craft demonstrations and sales store will be combined with graphics, models and animation to outline the CSA theme of "People Helping People Help Themselves." NSF features a dramatic four-part film program based on the ancient concept of the elemental building blocks of the universe. "Earth, Air, Fire and Water" will show how science is extending man's understanding and perception of this world.

12

ENVIRONMENTAL PROTECTION AGENCY tells about the role of science and technology in achieving a cleaner, healthier environment through correcting the errors of the past and preventing these mistakes in a brighter, healthier future for all of us.

13

THEATER PAVILION offers a continual parade of special live events, appearances by celebrities, music concerts and presentations. Watch for today's listings.

14

INDUSTRY displays its technology for the future through exhibits by McDonnell-Douglas, General Dynamics, United Technology, Lockheed, TRW, Rockwell International and Grumman Aerospace Corporation.

15

DEPARTMENT OF THE INTERIOR utilizes eight exhibit areas surrounding a 4-foot geophysical globe and two 40-seat theaters. The total exhibit represents solutions and efforts to solve both current and future problems in the use of public lands.

16

DEPARTMENT OF COMMERCE display, immediately inside the Vehicle Assembly Building, shows the work of the agency as it looks toward the future economic health of our nation. The Department's NOAA Exhibit features a 100 ton ocean-going environmental buoy packed with sensors for gathering weather and oceanic data.

17

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION, host of the Exposition, offers a multi-faceted exhibit ranging from a large gleaming wind tunnel model of a futuristic hydrogen powered supersonic aircraft to a working model of the Viking Spacecraft. Through daily updates on information coming back from Mars, visitors will watch history in the making.

18

LAUNCH CONTROL CENTER, LAUNCH SIMULATION, THE U.S. POSTAL SERVICE, AND U.S. TREASURY DEPARTMENT combine to offer both excitement and special services. In this building, you'll be able to see, for the first time ever, the Launch Control Center firing room. Here you'll witness a thrilling reenactment of the final minute of countdown, launch, and the first minutes of the flight of Apollo 11. At the Treasury exhibit, visitors are able to strike their own bronze commemorative coin, buy specially minted Bicentennial coin sets, and see exhibits on the law enforcement and regulatory aspects of Treasury's job. The Postal Service is providing a special philatelic sales station as well as special cancellation marks on all mail sent from the Exposition.

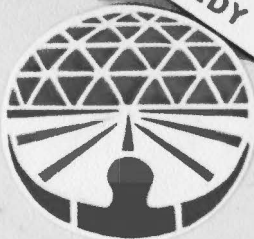
THE ADMISSION CHARGE

A nominal admission charge is being made to underwrite the day-to-day operating expenses of 3rd Century America. In this way, the people who see and enjoy the U.S. Bicentennial Exposition on Science and Technology will be supporting its operation rather than all taxpayers. This policy is similar to that of the National Park Service and other Federal agencies which levy user charges.

... 3RD CENTURY AMERICA ...



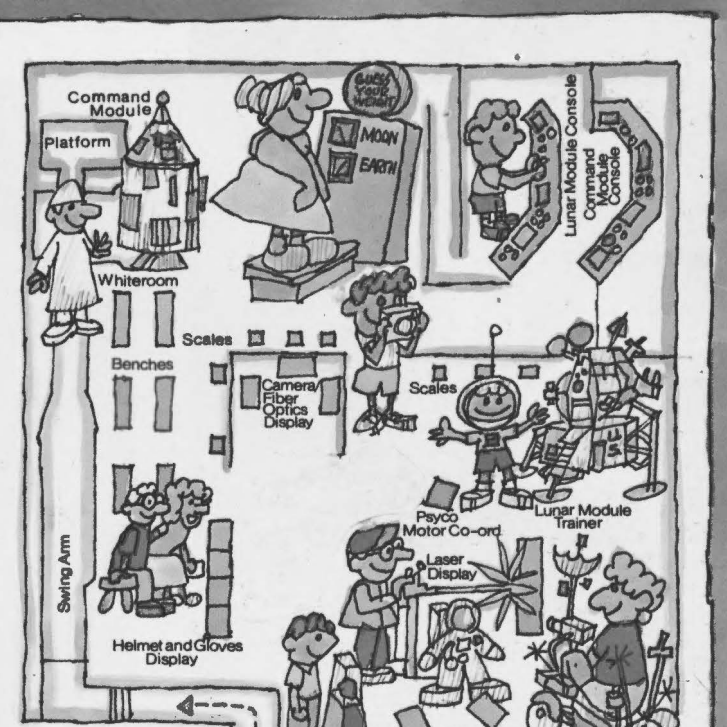
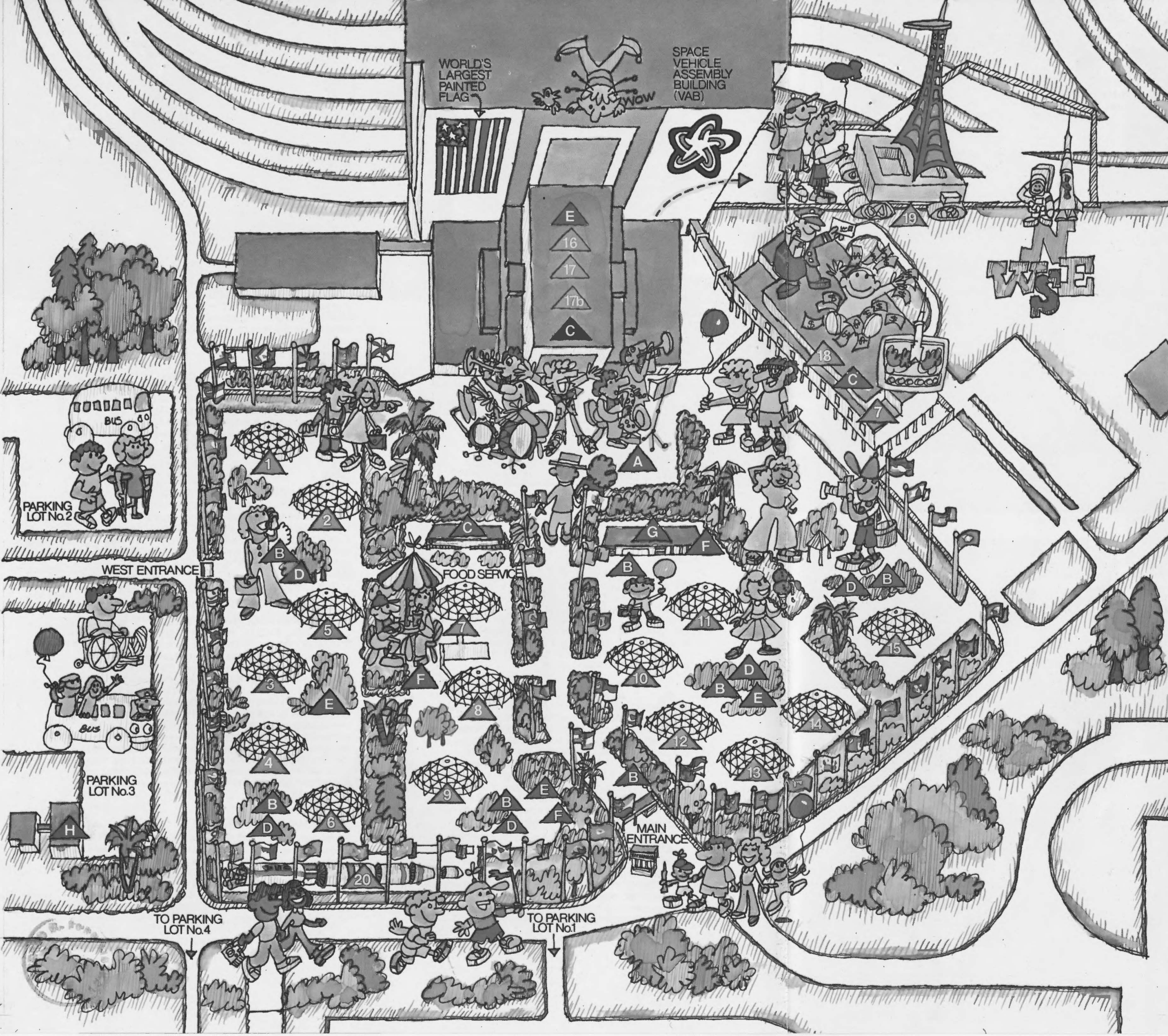
JOHN F. KENNEDY SPACE CENTER, FLORIDA



In
Recognition
of Participation
This Certifies that

attended 3RD CENTURY AMERICA
the U. S. Bicentennial Exposition
on Science and Technology

* 1976 *



SPACEPORT OF FUN

Here's where the kids can check their Earth weight against that on Mars, see how a laser works, hop on a lunar rover trainer, be photographed in a space helmet ... while the grown-ups can relax on the benches or join in the fun.

3rd CENTURY AMERICA

LEGEND

- | | | |
|---|---|--|
| 1 AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION | 11 COMMUNITY SERVICES ADMINISTRATION AND NATIONAL SCIENCE FOUNDATION | 19 MOBILE LAUNCHER AND CRAWLER |
| 2 NATIONAL ENDOWMENT FOR THE ARTS | 12 ENVIRONMENTAL PROTECTION AGENCY | 20 SATURN V DISPLAY |
| 3 INDUSTRY BUILDING | 13 THEATER | A BANDSTAND |
| 4 DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT | 14 DEPARTMENT OF THE INTERIOR | B PUBLIC TELEPHONES |
| 5 ENERGY RESEARCH AND DEVELOPMENT ADMINISTRATION | 15 DEPARTMENT OF COMMERCE | C REST ROOMS |
| 6 DEPARTMENT OF AGRICULTURE | 16 NOAA EXHIBIT | D PHOTO SUPPLIES & SOUVENIRS |
| 7 FOOD SERVICES | 17 NATIONAL AERONAUTICS AND SPACE ADMINISTRATION | E SNACK BARS |
| 8 DEPARTMENT OF TRANSPORTATION | 17b -NASA SPACEPORT OF FUN (INSET) | F REST AREAS |
| 9 DEPARTMENT OF DEFENSE | 18 LAUNCH CONTROL CENTER, LAUNCH SIMULATION, THE POSTAL SERVICE, U.S. TREASURY, CAFETERIA | G VISITOR SERVICE SOUVENIRS, LOST & FOUND, RADIO STATION, PHOTO SUPPLY |
| 10 DEPARTMENT OF HEALTH, EDUCATION AND WELFARE | | H TWA SERVICES, INC. MANAGEMENT OFFICES |



Parabolic satellite communications terminals, important links in our system of satellite communications.

All armed services combine in Dome 9, covering many peacetime activities as well as those designed for defense.



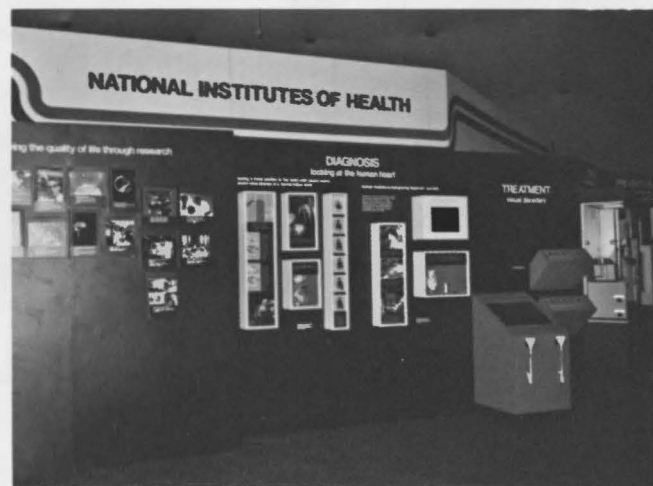
"Thinking about thinking" features a giant light-activated exhibit illustrating research into the way the human brain works.



Open an interesting series of doors in Dome 11, and they'll reveal answers to the ways in which "People Help People to Help Themselves."

Dome 12 presents the story of modern technology's ability to offer us a far cleaner environment.

Informative panels like these form part of the National Institute of Health's display in Dome 10.



As quickly as a patient is examined by a sub-station paramedic, the picture is telecast to a physician via satellite.

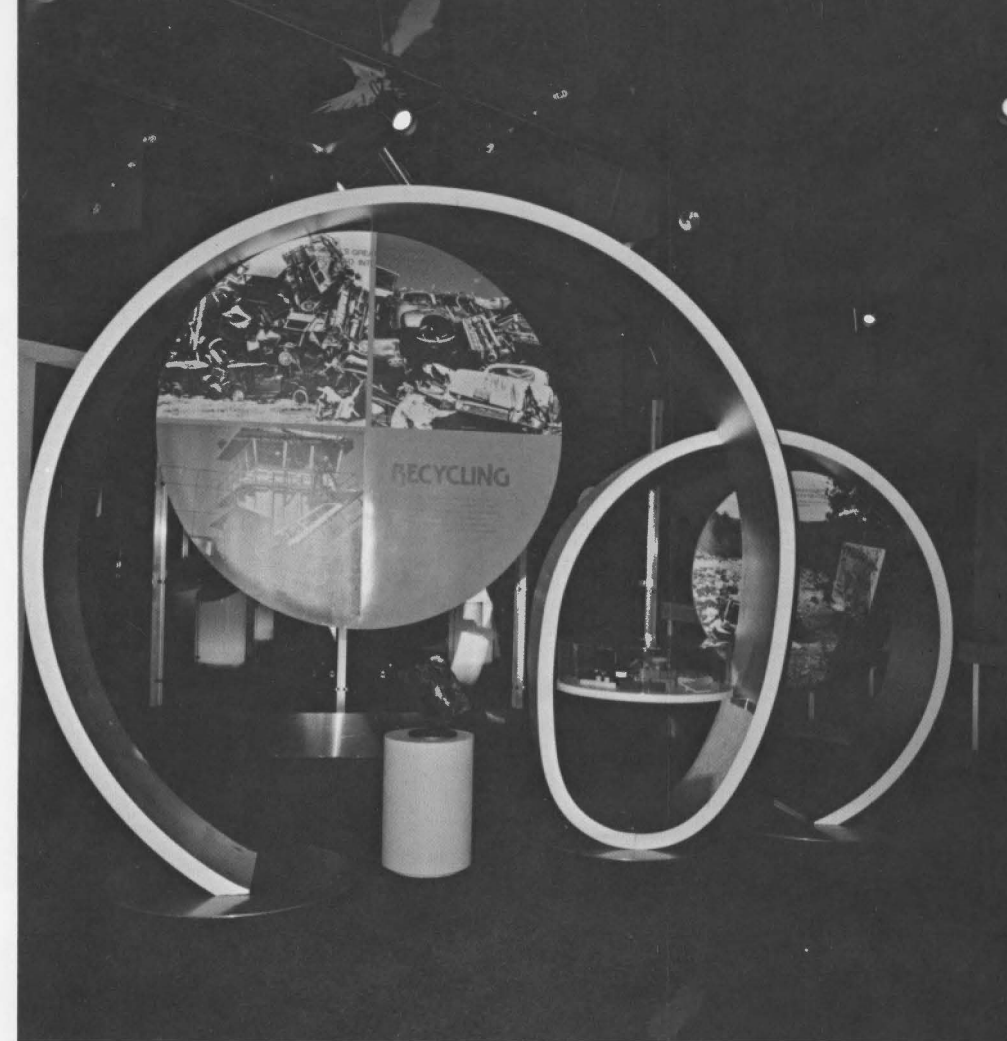




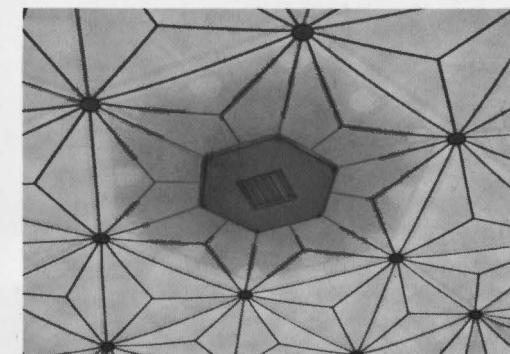
The Theater, in Dome 13, presents an ever-changing list of concerts, live shows and outstanding attractions.



Come to Dome 14 to learn more about Industry's continuing search to provide us with a better way of life.



The more efficient use of our natural resources provides the focus for displays in Dome 15.

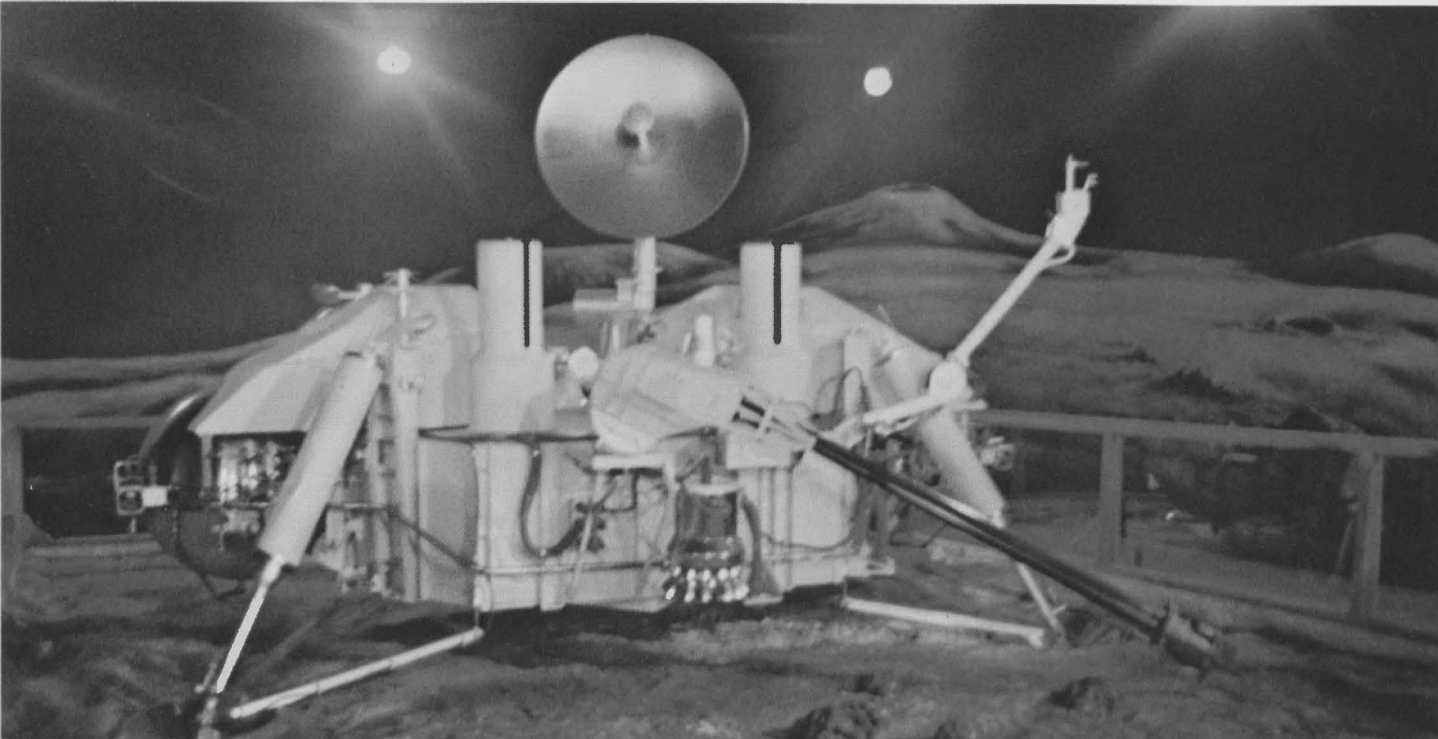


Our weather satellites transmit pictures back to this NOAA display every 30 minutes.

This 100 ton ocean-going environmental buoy gathers weather and oceanic data.



The huge NASA display includes the 'Mars Scape' complete down to the last detail.



One of the highlights of the exposition is the true-to-life reenactment of the countdown, launch and first flight moments of Apollo 11. (without personnel).

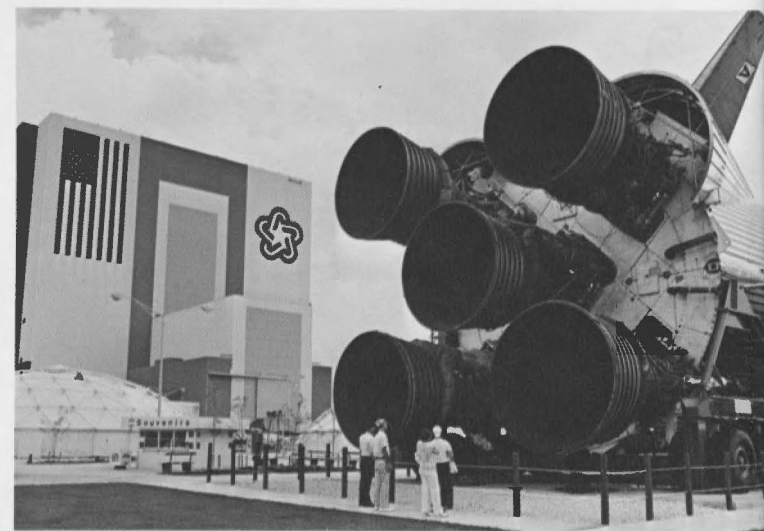
Bronze commemorative coins being struck right before your eyes form part of the Treasury exhibit.



There's a special sales section for philatelists, as well as unique cancellation marks for your mail sent from 3rd Century America.



Information coming back from Mars is brought up to date every morning via highly sophisticated equipment.



The actual Saturn V moon rocket attracts huge throngs.



A paradise for kids (and their parents) is the Spaceport of Fun, when they become part of the future.



3rd CENTURY AMERICA

U.S. Bicentennial Exposition
on Science and Technology