

\$1.00

OFFICIAL GUIDE BOOK

SEATTLE
WORLD'S
FAIR 1962

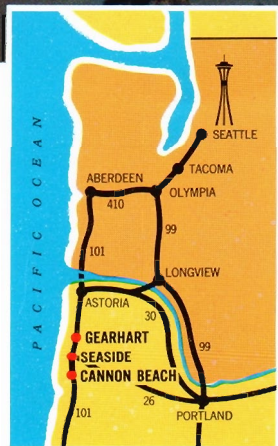


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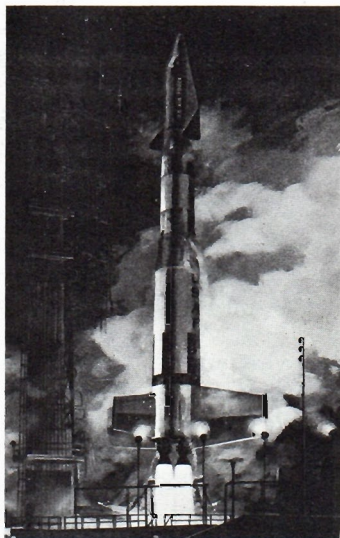


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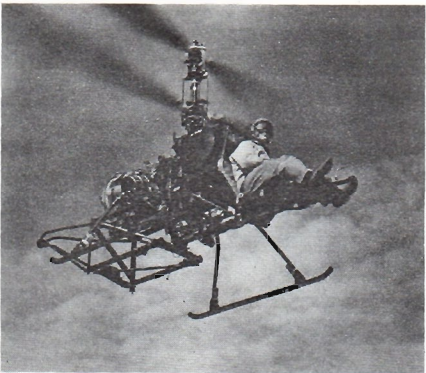
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ENGINEERS and SCIENTISTS

Engineers and scientists visiting the Seattle Century 21 World's Fair are cordially invited to stop in at the Boeing Professional Employment Information Center, 2nd Avenue at Broad Street, near the Science Pavilion entrance to the Fair. There's a staff on hand to answer any questions you may have concerning the career potential of Boeing's advanced aircraft, missile and space booster programs.

Should you be unable to visit us while in Seattle, you are invited to send your resume to Mr. Conrad E. Brodie, The Boeing Company, P.O. Box 3822-WFA, Seattle 24, Washington. Boeing is an equal opportunity employer.

BOEING

Welcome to the Seattle World's Fair.

Officially known as the Century 21 Exposition, this fair has been inspired by the promise of a new age before the world—the age of space. Briefly, the fair had humble origins nearly 10 years ago. It began with the idea that Seattle should stage a festival for the West and at the same time commemorate the Alaska-Yukon-Pacific Exposition, which was held here in 1909.

The City of Seattle merged its plans for a new civic center with those of the fair, and the Washington Legislature also made the entire state an active participant. The state has provided the huge Washington State Coliseum and its thrilling theme exhibit. The city has provided the Opera House, the Playhouse and the Fine Arts Pavilion. Many other state and city owned buildings also make up the World's Fair complex.

The Century 21 Exposition became a sanctioned and full-fledged world's fair two years ago when the Bureau of International Expositions endorsed the Seattle fair. The bureau's 30 member nations were authorized to participate in the fair.

The themes of the fair have been developed in five major areas, or "worlds," and several minor ones. Each of the worlds occupies an area on the grounds.

The theme areas are the World of Science; the World of Century 21, the World of Commerce and Industry, the World of Entertainment and the World of Art. The areas are tied together by the Boulevards of the World, which contain a variety of shops, exhibits and places to eat. Three other important segments of the World's Fair are the Food Circus, a large building near the center of the grounds which is filled with restaurants, snack bars and soft drink stands, the Gayway, which is the amusement zone, and Show Street, which is the adult entertainment center.

This Official Guide Book contains sections for each of the theme areas, plus much additional information about the fair and about the great Pacific Northwest. For easy location, see the table of contents for the section and page numbers.

The general map on pages four and five will serve to orient you on the grounds. In addition, each section contains a detailed map pertaining to the area.

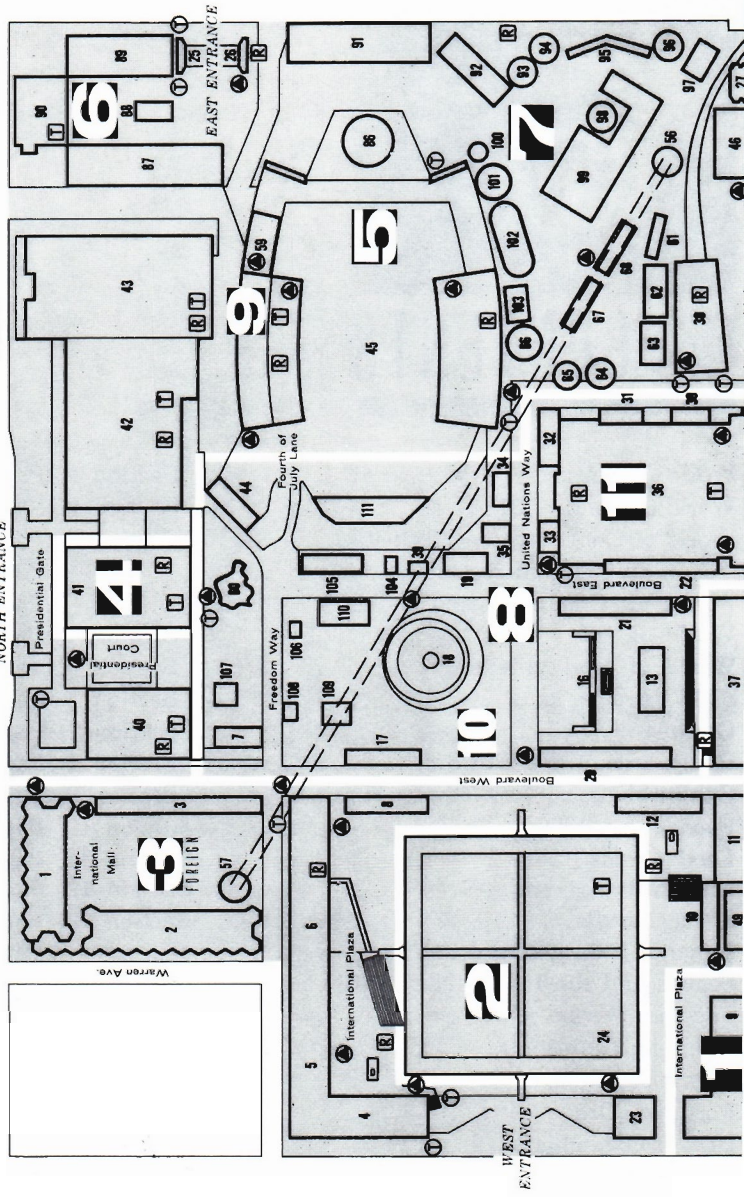


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4th Ave. N.
PARKING GARAGE
Mercer St.
3rd Ave. N.

NORTH ENTRANCE



WEST ENTRANCE

Warren Ave.

Inter-national Mail-FOREIGN

Presidential Court
Presidential Gate

Fourth of July Lane

United Nations Way

Boulevard West

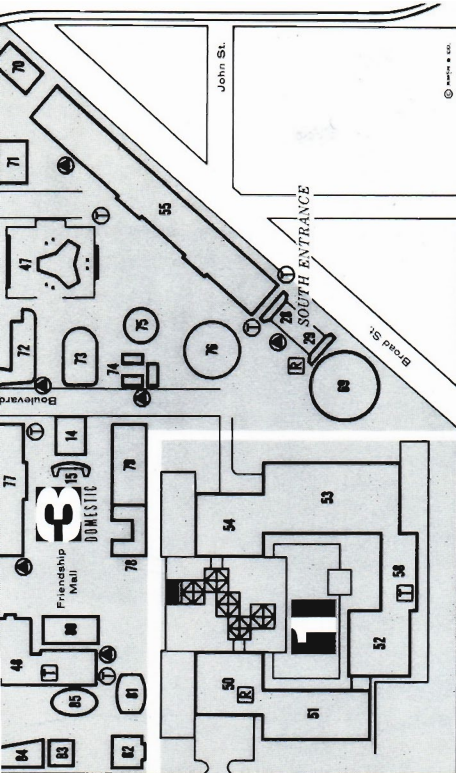
Boulevard East

Freedom Way

Mercer St.

4th Ave. N.

3rd Ave. N.



- 1** Science
- 2** World of Century 21
- 3** World of Commerce and Industry
- 4** World of Art
- 5** World of Entertainment
- 6** Show Street
- 7** Gayway
- 8** Boulevards of the World
- 9** Exhibit Fair
- 10** Food and Favors
- 11** Food Circus

- ⓪** Outdoor Telephones
- Ⓛ** Indoor Telephones
- Ⓜ** Emergency Telephones

- 1. United Nations, African Information Center,
- 2. Thailand, Philippines
- 3. San, Manao, City of
- 4. Berlin, Pacific Economic Community, Brazil
- 5. United Arab Republic
- 6. Japan
- 7. Mexico, Canada, Denmark
- 8. Boulevards of the World
- 9. Sweden
- 10. National Aeronautics and Space Administration
- 11. Republic of China
- 12. Post Office and Great Britain
- 13. Boulevards of the World
- 14. Restaurant
- 15. Horiuchi Moral
- 16. State Flag Plaza
- 17. Boulevards of the World
- 18. International Fountain
- 19-22. Boulevards of the World
- 23. Fair Headquarters
- 24. Washington State Coliseum
- 25-29. Restaurants
- 30-35. Boulevards of the World
- 36. Food Circus
- 37. Hall of Industry
- 38. Monoral Terminal
- 39. Boulevards of the World
- 40. Playhouse
- 41. Fine Arts Exhibit
- 42. Opera House
- 43. Arena
- 44. Service Building
- 45. Stadium
- 46. Fire Alarm Center
- 47. Space Needle
- 48. Club 21
- 49. Administration Building
- 50-54. United States Science Pavilion
- 55. Interiors, Fashion and Inertness, Pavilion
- 56-57. Skyride
- 58. United States Science Pavilion
- 59. Exhibit Fair
- 60. Home of Living Light
- 61. Cake-Walk
- 62. Broadway Trip
- 63. Restaurant
- 64. Space Whirl
- 65. Monster
- 66. Calypso
- 67-68. Concessions
- 69. Ford Motor Company Pavilion
- 70. Christian Science Pavilion
- 71. Forest Industries
- 72. "General Electric Living" Pavilion
- 73. Electric Power Pavilion
- 74. Tanager Art 21
- 75. Alaska Exhibit
- 76. Gas Industry Pavilion
- 77. Bell System Pavilion
- 78. Standard Oil Pavilion
- 79. IBM Pavilion
- 80. Christian Witness Pavilion
- 81. Official Information Center
- 82. Seattle-First National Bank, Century 21 Branch
- 83. House of Tomorrow
- 84. "Sermons from Science"
- 85. Nalley's Pavilion
- 86. Islands of Hawaii Pavilion
- 87. Backstage U. S. A. Restaurant
- 88. Paris Spectacular
- 89. Paradise International
- 90. Japanese Village
- 91. Wild Mouse
- 92. Meteor
- 93. Flying Coaster
- 94. Fifth Avenue Building
- 95. Bubble Bounce
- 96. Giant Wheel
- 97. Rotor
- 98. Skooter, Laif on the Farm, Trip to Mars and Concessions
- 99. Carousel
- 100. Olympic Bobs
- 101. Hot-Rods
- 102. Century 21 for Fun
- 103-110. Boulevards of the World
- 111. Spanish Village

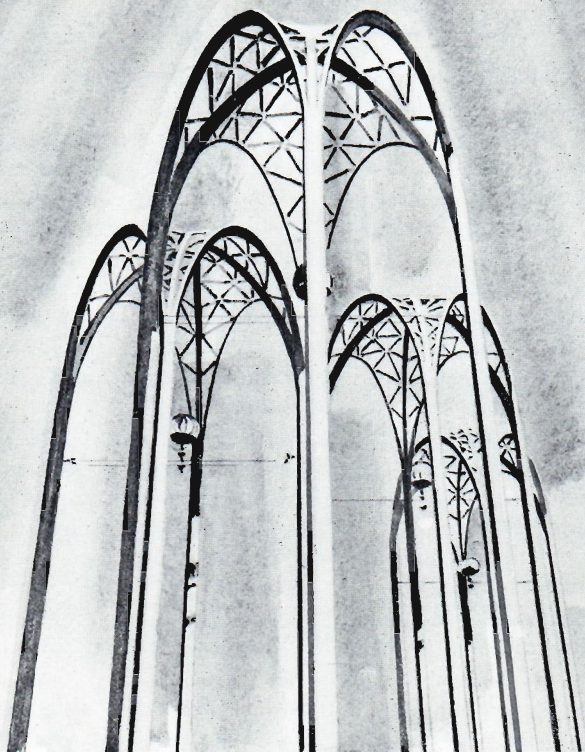
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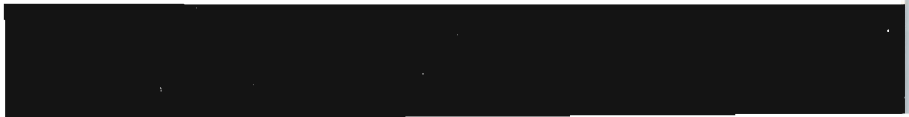
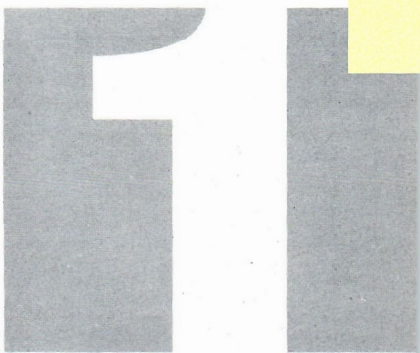
OFFICIAL CAR for SEATTLE WORLD'S FAIR



Oldsmobile has been named Official Car for Seattle's Century 21 Exposition! And appropriately so! For just as the Fair offers a projected view of the world of the future, so does Oldsmobile indicate the trend of automotive achievements...in style, performance, luxury and comfort! See your authorized Oldsmobile Quality Dealer...see the glamorous, out-ahead Olds for '62!



**WORLD OF
SCIENCE**



UNITED STATES SCIENCE EXHIBIT

The United States Science Exhibit presents the exciting story of science in a show unlike any ever seen before. It combines the techniques of a dozen graphic and theater arts, is part historical drama, part laboratory, part magic and all science. It crosses time and space as it takes audiences into the ocean depths and to the outer galaxies, from the beginning of the scientific era into the next century. It has as its dual aims "to present the role of man in a search for truth in science" and "to stimulate youths' interest in science."

The exhibit is housed in the six-acre, six-unit Science Pavilion in the southwest corner of the fairgrounds. In the middle of the complex is a court of fountains and pools bridged by raised platforms leading to the buildings. Open arches rising over the court establish its space gothic architectural theme and serve as a distinctive landmark.

To tell the story of science as the scientist would like to have it told, Congress appropriated \$9.5 million for the exhibit. A special advisory committee of internationally recognized scientists passed on the scientific theme, content and presentation of the exhibits, and in all, more than 100 scientists have actively as-

sisted in the preparation and production of what has been described as "the greatest and most entertaining science show ever."

There are five major sections in the show at the United States Science Exhibit. Each area tells a part of the story of science:

AREA 1, THE HOUSE OF SCIENCE—A theater in which a film introduces science and the theme of the exhibits.

AREA 2, THE DEVELOPMENT OF SCIENCE—A series of exhibits, displays, pictures and models showing the growth of scientific endeavor and knowledge.

AREA 3, THE SPACEARIUM—A "vehicle" for a 60-thousand-billion-billion-mile ride into outer space.

AREA 4, THE METHODS OF SCIENCE—A series of exhibits of current scientific research and progress.

AREA 5, THE HORIZONS OF SCIENCE—A sum of the meaning of the exhibit and the implications of the findings of science on life.

In the arcade between Area 3 and Area 4 is Area 6, a special section for young people called "Doing Science." It is a laboratory where youthful scientists can try their hands at simple experiments. The Science Theater, a small auditorium in Area 2, is

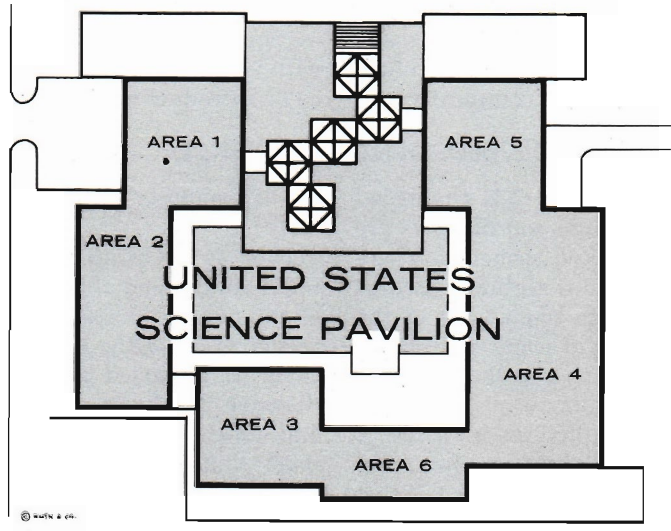
used to show movies and conduct lectures and demonstrations.

The United States Science Exhibit is under the direction of the U. S. Department of Commerce. Dr. Athelstan Spilhaus, Commissioner of the Science Exhibit, is the dean of the Institute of Technology at the University of Minnesota.

The Science Pavilion was designed by Minoru Yamasaki of Detroit, with Naramore, Bain, Brady and Johanson of Seattle as associate architects. Walter Dorwin Teague Associates; Charles Eames, Raymond Loewy and William Snaith, and George Nelson are the exhibit designers. Many exhibit techniques are used.



WORLD OF SCIENCE



© 1958

AREA 1—THE HOUSE OF SCIENCE

United States Science Exhibit tours start with a film briefing in a theater with a projection system specially designed by Charles Eames. A 10-minute movie, entitled "The House of Science," introduces science, the scientist and the exhibits.

It uses a new motion picture technique. Seven separate films, running simultaneously through seven synchronized projectors, cast seven images on a multiple screen to make a single composite picture.

The film starts with an animated sequence in which science is treated allegorically as a constantly evolving structure. Science is seen as a house that grows a room at a time over many centuries in increasing complexity and

size but with an essential, inherent unity of design.

The body of the film portrays the scientist at work. His laboratory can be anywhere his disciplined curiosity and investigations lead. He has instruments for extending and correcting the perceptions of his senses and tools for measuring what he sees and feels. He records his findings and shares his knowledge with others seeking scientific truth. The environment in which he works influences his attitude and approach to nature.

In the epilogue, the film discusses the implications of science and is closely related to the summations made in Area 5. It closes with scenes of humanity to serve as an introduction to Area 2.

AREA 2—THE DEVELOPMENT OF SCIENCE

Traffic in Area 2 is channeled so that exhibits and displays are seen in ordered sequence. There are five general sections, each of which depicts some facet of the development of science.

The first is a gallery with a dramatic display of photo murals and motion pictures on some of the aspects of nature that have aroused man's curiosity. They range in mood and setting from the violence of volcanic eruption

to the serenity of a summer's scene.

Next is a corridor where the unreliability and the limitations of the human senses are demonstrated graphically. False perceptions are provoked by a series of displays involving sight, sound and touch. Two balloons, alternately inflated and deflated, give the impression of fore and aft motion when viewed from a distance. A false horizon distorts all verti-

cal reference in a western scene. The sound of a train seems to make a stationary railroad coach move. Touching concentric loops of warm and cool pipe convey a burning sensation. A motion picture presentation demonstrates the range of sound beyond human hearing and ultraviolet and infrared demonstrations show visual limitations.

To measure particles too small for the eye to see and spaces too vast for the mind to grasp, science has had to develop precision instruments and special techniques. Some of them are shown in the next series of exhibits on measurement.

Typical counters and scalars for the measurement of atomic phenomena are in operation before a mock-up of a reactor wall. Optical, electronic and ion microscopes are explained and their functions demonstrated. The various tools and techniques astronomers and astro-physicists use to measure the distance to and the size of stars and the intensity of their light are presented. And visitors may have their weight and height measured scientifically.

Arithmetic — mathematics — is taken up in the next series of exhibits. The displays demonstrate the need for numbers, what they mean, how they work and how they are recorded and manipu-

lated. They also demonstrate in graphic ways the logic of mathematics, some geometric relationships, and algebraic principles.

The machines man has built to speed the process of calculations range from the abacus to electronic "brains." Examples of these instruments and some of the mathematical tools that came in between are on display.

The triumphant story of man's long search for knowledge about his universe has many climactic moments. At different times in different fields, dramatic discoveries of hidden truths opened the way to a general advance of knowledge or to whole new vistas of scientific achievement. In the final section of Area 2, a series of animated exhibits recall some of the great breakthroughs. The experiments are listed here in sequence.

In Electromagnetics:

- 1) Important discoveries—Galvani, Volta, Oersted and Faraday.
- 2) Summary panel—Faraday's "lines of force" field theory.
- 3) Faraday—first dynamo apparatus, notebooks.
- 4) Maxwell—mathematical description of electro-magnetic field; related light to electricity and magnetism.
- 5) Hertz—experiment proving Maxwell's theory and demon-

strating behavior of "Hertzian" waves.

6) Chart of electro-magnetic spectrum.

In Atomic-Molecular Research:

1) The three-states-of-matter concept is illustrated using samples of H_2O in all three states—water vapor, water and ice. The states of matter were known in the 18th century but the fundamental unit of matter was not understood.

2) Foundation of atomicity principles—the Lavoisier theory of constant composition of compounds made up of discrete elements is presented. Next are the Dalton theories that every element consists of identical atoms which are indestructible and cannot be divided, created or destroyed, and that when two or more elements unite to form compounds their atoms join together to make molecules of the compound.

3) Avogadro—an abstract three-dimensional action model demonstrates Avogadro's law: a constant number of molecules in equal volumes of gas.

4) Mendeleev—a large Periodic Table of the Elements demonstrates Mendeleev's arrangement of elements by atomic weight and his discovery that elements with similar properties recurred at definite intervals.

5) Summary panel—based on these discoveries, by the year 1895 scientists thought they had final understanding of the fundamental composition of matter in the form of tiny particles, called atoms, which were indivisible. The following year a series of discoveries exploded the theory of indivisibility of atoms and opened new frontiers for the study of the basic structure of matter.

6) J. J. Thomson—an audience-operable device demonstrating the energy and mass of the electron illustrates Thomson's discovery of the electron which initiated the thought that atoms might be made up of smaller particles.

7) Discovery of emission of particles by certain atoms—Roentgen discovers X-rays; Becquerel discovers radioactivity; Curie discovers polonium and radium.

8) Rutherford—a description of his "scattering" experiment in which he determined that the atom is mostly empty space with a heavy, positively charged core, surrounded by negatively charged electrons.

9) Planck-Bohr—a three dimensional representation is shown of an atom model postulated by Bohr and based on the application of Planck's quantum hypothesis to Rutherford's atom model.

The model shows the atom as a "miniature solar system" with its electrons revolving around the nucleus in specific orbits. Bohr's atom model, composed of electrons and protons, seemed again to be the ultimate explanation of atomic structure. Then, a new discovery once more opened the way for further study of the basic structure of matter.

10) Chadwick—a pictorial presentation of the cloud chamber experiment that led to the discovery of the neutron and identification of it as an entirely new, electrically neutral particle.

11) Fundamental Particles—a chart shows the fundamental particles known to date. The search for new particles is still continuing.

12) Modern concept of molecular structure—a large three-dimensional model of a simple molecule illustrates the current idea of the bonding of atoms in molecules.

In Genetics:

1) Darwin—a re-creation of the voyage of H. M. S. Beagle, using rear screen projected motion pictures and transparencies of animals seen by Darwin. The animals were instrumental in his formulation of the theory of natural selection as the mechanism that drove the evolutionary process. Darwin, not knowing the op-

eration of the mechanism of heredity, could not explain how favorable traits are passed from generation to generation. Mendel's laws began to explain how natural selection could be perpetuated through species.

2) Mendel—a re-creation of the famous pea plant experiment, in a stylized garden setting, using live flowers to demonstrate Mendelian laws.

3) Thomas Hunt Morgan—a pictorial and animated presentation demonstrates Morgan's explanation of the role of chromosomes and their relation to genes, showing giant chromosomes of *Drosophila* salivary glands, "crossing over" phenomenon and Morgan's chromosome "maps" of gene locations.

4) Muller—a comparison of normal and mutated *Drosophila* and their chromosomes to illustrate Muller's discovery that mutations in living organisms can be artificially produced by irradiating them with X-rays.

5) Beadle and Tatum—an explanation of the manner in which genes control the hereditary process through enzymes (one gene, one enzyme hypothesis) through a pictorial presentation of the Beadle-Tatum experiments with abnormal *Neurospora* which have lost the genes necessary to produce some of the enzymes in-

volved in nutrition (and growth) processes.

6) Transformation—a motion picture presentation of the transformation experiment in which a dead resistant strain of pneumococci and a live non-resistant strain are mixed together and injected into a mouse. Eventually, the tissues of the infected mouse have live resistant pneumococci.

7) Avery, MacLeod and McCarty—a graphic display of their identification of deoxyribonucleic acid (DNA) as the transforming principle in experiment six.

8) Watson and Crick—a display of their picture of a DNA molecule as a double helix and an explanation of the arrangement of the molecular series of the helices, demonstrated by a large three-dimensional model of a DNA molecule.

9) Summary panel—"Life is the control of increasing orders of complexity."

In Space:

1) Tycho Brahe—a replica of his armillary sphere to represent his precise measurement of planetary motions.

2) Development of the heliocentric idea of the solar system—three short animated motion pic-

tures on three adjoining screens discuss: Ptolemy (geocentric concept, circular orbits of planets and sun); Copernicus (sun is center, planetary orbits circular); Kepler (planetary laws based on Brahe's measurements, sun is center, planetary orbits ellipses).

3) Galileo—a display of the theory of falling bodies; an adaptation of his inclined plane experiment.

4) Newton—universal gravitation is shown in a three-dimensional presentation demonstrating that Newton brought together Kepler's laws of planetary motions and Galileo's study of falling bodies in the law of universal gravitation.

5) Einstein—a demonstration of the extension of Newton's law of universal gravitation in the general theory of relativity.

6) Einstein—the theory that motion is relative to some arbitrarily chosen frame of reference is demonstrated by twin simulated rocket ships traveling at different velocities.

7) Earth motion model—a sculptural presentation of the four dimensional path of Earth in space-time.

AREA 3—THE SPACEARIUM

Four times an hour, a 60-thousand-billion-billion-mile round

trip into space starts and ends in this circular, domed auditorium.

The imaginary 10-minute excursion to the outer galaxies simulates what in actuality would be a two-billion light year journey.

The passengers—up to 750 of them per trip—take their places behind curved hand railings mounted on the tiered floor. A voice identifying itself as “Space-arium central control” announces the time to takeoff. Background music and sound blend to create the impression of closing doors and escaping air. The lights dim and a narrator explains that to make the journey in the time allotted this “ship” travels at 10-trillion times the speed of light.

The theater fades into almost complete darkness, the music swells to a crashing climax and in the dome shutters open to reveal Earth in the late afternoon sunlight. The trip is begun.

After following Earth’s curve for a short time, the ship sets on a lunar course and a full moon looms at eye-level dead ahead. The narrator explains: “One quarter of a million miles from Earth, our moon is a satellite world of desert flatlands and tumbled mountain ranges . . .” The ship turns slightly and the moon begins to pass over the dome. It fades to a quarter and to the rear is the constellations of Leo, Virgo, Libra and Scorpius come directly in view.

Another change of course and the sun rises on the left. The ship approaches nearer; the narrator speaks: “Our sun, our own star—a gigantic nuclear fission furnace—converts four-million tons of matter into energy each second.”

Sun spots and solar prominences, great leaping flames millions of miles long, are clearly visible before the sun slowly recedes and casts rainbow colors across the sky.

Mars appears in the far distance as a tiny red speck. It grows bigger as it gets closer. “Fifty-million miles from Earth,” the narrator explains, “orbits the red planet Mars, named for the mythical god of war. Though colder and only half as big as Earth, Mars may support some form of life.”

In the empty vastness between Mars and Saturn, only an occasional asteroid disturbs the darkness.

“And 800-million miles from Earth, mighty Saturn rules,” the voice of the narrator coincides with the rise of the ringed planet ahead. The ship passes between the colored rings as it roars outward past remote Pluto, the outermost planet in the solar system.

“Out from here extend vast intervals of space. On the course we are traveling, it is 60-million-million miles to the first neighboring

star," the narrator advises.

Rose 154, a white flare star, smaller, cooler and redder than the sun shows in the dark sky briefly. Then a double star, a giant red sun and a white dwarf, appears.

Further into space, clouds of light resolve into billions of separate stars which are the hub of the Milky Way, Earth's galaxy.

As the ship changes course again, Spacearium central control announces: "We're leaving the Milky Way Galaxy and setting course for Andromeda. Grasp hand rails, please."

Before Andromeda comes into sight a great globular star cluster appears overhead, but it and the other stars in the Milky Way retreat to the rear. Looking back, the whole of the Milky Way, one-billion-billion miles across, fills the lower half of the view. Forward, Andromeda grows larger.

"And now we approach Andromeda. Twin sister to our galaxy, this colossal complex—like the Milky Way—contains 100-billion stars, each reeling in immense orbit," the narrator says.

The ship swings in a giant curve and Andromeda shifts past to the left and all the other stars fall from view. There is momentary silence as the ship completes its 180-degree turn and galaxies rise at every quarter.

In a small spiral galaxy close by, a supernova begins to grow. A cosmic nuclear explosion, the supernova creates a brilliance greater than all of the other stars of its galaxy combined.

As these celestial fireworks fade, Spacearium control reports: "We are setting course for home." The trip back is only a matter of seconds, past Venus and Mercury. As it ends the shutters close over the dome and the theater lights go on.

The Boeing Company of Seattle conceived the idea for this space age planetarium and is joint sponsor of the project with the U. S. Department of Commerce. Cinerama, Inc., headed a group of subcontractors which supplied lens, projection equipment and screen, and Fine Arts Productions, Inc., made the film.

The Spacearium screen is an eight-ton aluminum dome 75-feet in diameter, 38-feet high, with a total viewing area of nearly 8,000 square feet.

The dome is suspended inside a rectangular shell and the floor is tilted slightly to provide a point of reference for the audience.

The projector, which has the world's largest wide angle lens, is in a housing in the middle of the audience area. The newly-designed 70-millimeter lens was used to shoot the film as well as

to project it on the dome, 360-degrees horizontally and 160-degrees vertically.

In producing the film, Fine Arts, Inc., built an imposing photographic library of space objects.

AREA 4—METHODS OF SCIENCE

To show the variety and ingenuity of present-day scientific methods, examples of the work being done by scientists on 25 diverse research projects are on display in this area, the largest in the United States Science Exhibit. The title of each of the exhibits is in the form of a question and they are arranged in six groups according to subject matter.

The first exhibits explore the nature of our surroundings. Counter-clockwise around the hall other groups treat: the sources of energy; the nature of behavior; how living organisms function; the structure of matter, and the molecular basis of life. In the center are a model cell exhibit and a modern laboratory in which members of the staff perform simple experiments in public view.

GROUP 1—THE NATURE OF OUR SURROUNDINGS

Title: Where are radio waves generated in the universe?

Experiment: A model radio-telescope installation shows how radio waves from outer space are

It worked under the guidance of a group of astronomers and space scientists to make the production as true a representation as possible of the stars, planets and other astral phenomena.

received and recorded. The length of the waves varies from 2.5 centimeters to 38 meters, depending on their point of origin in space.

Title: How can we see planets and stars more clearly?

Experiment: A stratoscope model and photographs show how astronomers loft telescopes by means of balloons to escape the earth's atmosphere and increase the effectiveness of the telescope.

Title: What are the electromagnetic forces around the earth?

Experiment: The earth's magnetic field captures charged particles from the sun that are associated with sun spot activity. Interactions of such particles with the earth's radiation belts and ring currents cause auroras and interfere with radio transmission. These phenomena are studied by rocket probes and simulated with models such as the stormertron, which is displayed here, and with films of the aurora and the sun's corona.

Title: How can we study the shape of the earth from the satellites?

Experiment: The TRANSIT system of satellites and ground plotting stations supplies accurate information about the earth.

Title: What is inside the earth?

Experiment: The Mohole project, in which scientists attempt to drill through the earth's crust, is described.

GROUP 2—THE SOURCES OF ENERGY

Title: How can we produce electricity more directly?

Experiment: There are many ways to convert heat energy into electrical energy mechanically. Science is searching for a more direct method.

Title: How can we control nuclear fission?

Experiment: Scientists' attempts to emulate the sun's burning processes are described.

GROUP 3—THE NATURE OF BEHAVIOR

Title: What can salmon see?

Experiment: To discover why salmon migrate and how they are able to travel thousands of miles to spawn in the place of their birth, science is investigating what and how salmon see. The evidence presented in this exhibit suggests that at a minimum they can discriminate colors.

Title: What controls early behavior in animals?

Experiment: Day-old chicks will follow any moving object and

once the response becomes "imprinted" the chicks follow the same object throughout their lives. In this experiment, chick reactions are studied under controlled conditions.

Title: What leads to mother-child affection?

Experiment: Groups of monkeys have been reared with real mothers and surrogate mothers. This experiment shows the monkeys' reaction to "mothers," made of steel wire, which feed them and "mothers," made of other material, which are soft and warm. Animals reared with surrogate mothers prefer them throughout life and choose the "mother" with the comfortable lap before the one with the food.

Title: How does heredity affect animal behavior?

Experiment: Scientists have developed strains of mice of peculiar habits. One kind prefers alcohol to water; another likes to eat inordinately and will grow excessively fat. This exhibit shows how scientists study such genetic effects and what they mean to humans.

Title: How do animals learn?

Experiment: Primitive man discovered that he could teach a dog tricks by rewarding him with bits of food. In recent years men have tried to find out, on a scientific basis, just how and when

rewards can best be given. They have found that animals can be taught some very subtle tricks. The pigeons in this experiment are taught to discriminate between shapes. Various methods for conditioning animals are under study.

Title: What are teaching machines?

Experiment: Science is investigating ways to improve and speed up the teaching process. Some mechanical means have shown great promise. Some of them are demonstrated here.

GROUP 4—HOW LIVING ORGANISMS FUNCTION

Title: How does a firefly produce light?

Experiment: The abdominal region of the firefly is dried and its various chemical components are isolated to determine which are necessary for light production. These are mixed to reproduce in a "test tube" the firefly's light. How this information has been utilized as an analytical tool is also demonstrated.

Title: How can we speed up nerve growth?

Experiment: Chemicals seem to determine the growth of certain nerve tissues. In this experiment the chemicals are isolated, and their origins found.

Title: How do muscles contract?

Experiment: An electron microscope takes pictures of muscles. Study of the results of transplanting the muscles from one individual into another reveals suppressed reaction.

Title: How is plant growth regulated?

Experiment: In an experimental garden, some of the plants grow under normal conditions, others have been treated with a growth retardant and some have been treated with Giberellin, which was discovered in Japan during World War II and is the subject of intensive study. The differences are marked.

Title: How does information come to us through our eyes?

Experiment: A large model of the human eye and its pathways to the brain, a closed-circuit television and a machine that slices tissues so thin that they are invisible to the naked eye are parts of this exhibit, which shows what science has learned about the workings of the visual system.

GROUP 5—THE STRUCTURE OF MATTER

Title: How do we see the structure of an atom?

Experiment: By scattering high energy particles supplied by electronic accelerators, science is able to study details of the atomic structure and construct models of the atom as displayed here.

Title: What is the shape of the atomic nucleus; what is its structure?

Experiment: Scientists at the Bureau of Standards at Stanford University have managed to trace the shape and structure of the atomic nuclei by scattering X-ray and electron particles.

Title: What are the basic constituents of the nucleus?

Experiment: Brookhaven National Laboratory scientists sighted strange particles within the atom. Their findings contributed to the modern picture of the atom on view in this display.

Title: Where do cosmic rays come from?

Experiment: Natural high energy particles from outer space are studied by means of counters, spark chambers and cloud chambers at observatories such as Volcano Ranch. Recent data reveal particles too energetic for origin in our own galaxy.

Title: How do we grow diamonds?

Experiment: The right combination of temperature, pressure and molecular forms of carbon will produce diamonds synthetically. The process is explained and enacted here.

GROUP 6—THE MOLECULAR

BASIS OF LIFE

Title: How are genes transmitted?

Experiment: By feeding radioactive thymidine to a plant and then tracing the radioactivity in its cells, science has been able to determine how chromosomes which contain the genes are made, when cells divide and what happens to them in the process of growth.

Title: Can genes be synthesized?

Experiment: Scientists in a laboratory have incubated a synthetic DNA (abbreviation for the chemical, deoxyribonucleic acid) that is markedly similar to natural DNA.

Title: How do viruses infect?

Experiment: The outer wall of the virus consists of protein. This, with the cell to be invaded, serves as a means of attachment and may contain substances that trigger the entry of viruses into the cell. The inner core of the virus usually consists of DNA and controls the production of many new identical virus particles inside the cell. The process is duplicated on film.

The model cell exhibit is close to and a part of the molecular life series of experiments. It consists

of movies, models and displays which explain and illustrate what science knows and conjectures about the cell, the basic unit of life—what it is, how it works, when it dies.

The biologist can look into one particular cell and learn things about all cells. The more he

learns, the closer he is to the explanation of the secret of life.

Adjacent to the cell exhibit in the center of the area is a model of the modern laboratory in which attendants conduct demonstration experiments in electrophysiology, histology, microbiology and biochemistry.

AREA 5—THE HORIZONS OF SCIENCE

Up to this point in the story being told in the United States Science Exhibit, the accent has been on the functions of science. The scientific approach to the search for knowledge has been demonstrated.

Scientific knowledge inevitably leads to action. It enables man to harness nature's forces, to ease the burdens of living and lengthen the span of life. As it increases, man's ability to act, to mold and control his environment, will increase.

In Area 5, at the conclusion of the story of science, the implications of science are examined. There is a single monolithic exhibit here to reinforce a single dominant impression—that science and its resulting technology can be used by society to increase and enlarge its own horizons.

Four aspects of the implications of science are treated here:

Science and the individual.

Control of man's physical surroundings.

Science and the problem of world population.

Man's concept of his place in an increasingly scientific and technological world.

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The entry from Area 4 follows a curving corridor until it comes to a large turntable. As the turntable revolves slowly about a central structure, a narrator discusses the subjects listed above it. Images of scientific truths touched on in other areas appear in window-like openings in the

wall. At the same time, related pictures of some actual or potential applications of the scientific truths are displayed in louvered apertures in the outer wall.

The turntable carries the audience through the exhibit and to the exit and the visit to the World of Science comes to an end.

AREA 6—DOING SCIENCE

For young people between the ages of eight and 13, a laboratory in the arcade provides a rare opportunity to learn science by doing science. Demonstrations in which they participate and simple experiments they conduct explain as no words can some of the fundamental laws of science. A staff is on hand to guide and answer questions but there is no effort to instruct or lecture. The lessons are for the most part inherent in the demonstration experiments. For instance:

A frictionless vehicle which will not move when the driver squirms but will shoot forward when he throws a ball out behind is a highly practical demonstration of Newton's law of motion (every action has an equal and opposite reaction).

A giant gyroscope which keeps spinning in the same plane despite the efforts of the youthful visitor to alter it. It is this characteristic of the gyroscope which

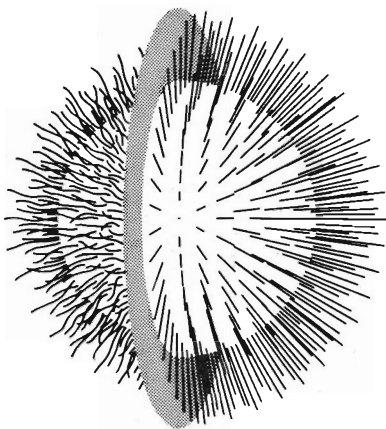
makes it a valuable navigational aid.

Youngsters move back and forth across the opening of a chamber containing star models. Some of the stars appear to change position. This is parallax and this is the way astronomers measure distances to remote stars.

Weight comparisons which give children an experience in the difference in weight of the same object on the earth, on the moon (lighter) and on Jupiter (much heavier).

A reflecting telescope which is an accurate model of the telescopes used in large observatories shows children how scientists study the stars.

Living one-cell animals are enlarged under a microscope and projected on a screen. A close-up of the growth of the frog from pre-birth through adolescence is shown under a microscope.



NERVE GROWTH

What it may mean to your future

This drawing of a model you can see in the U.S. Science Pavilion doesn't look exactly like your nerves. But it symbolizes some of the recent discoveries about one type of nerve—discoveries that may offer clues to the treatment of damaged or diseased nerves.

The left portion represents part of a normal cluster of nerve cells ("ganglion") from the sympathetic nervous system. The right portion symbolizes a similar ganglion treated with "nerve growth factor," a substance discovered recently in certain animals. Note how the nerve growth factor has caused the ganglion on the right to increase in size and has multiplied the number and length of nerve fibers.

Visit Exhibit 97 in the U.S. Science Pavilion, Area IV. See (with the aid of time-lapse motion pictures, models and microscopes) how this substance was discovered and how it is being studied today...to find ways toward better health tomorrow.

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NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

The peaceful exploration of space is described by the National Aeronautics and Space Administration Exhibit in the southwest corner of the International Plaza. The exhibit of rocketry is a segment of the World of Science.

It is NASA's first major attempt to tell graphically the story of the United States' space program. NASA, the contributing aerospace industries and the fair have invested over \$2 million in the presentation.

A tour of the exhibit, which acquaints the visitor with what has been and what is being done in space, takes about one-half hour. Fifteen trained guides are on hand to answer questions and provide information.

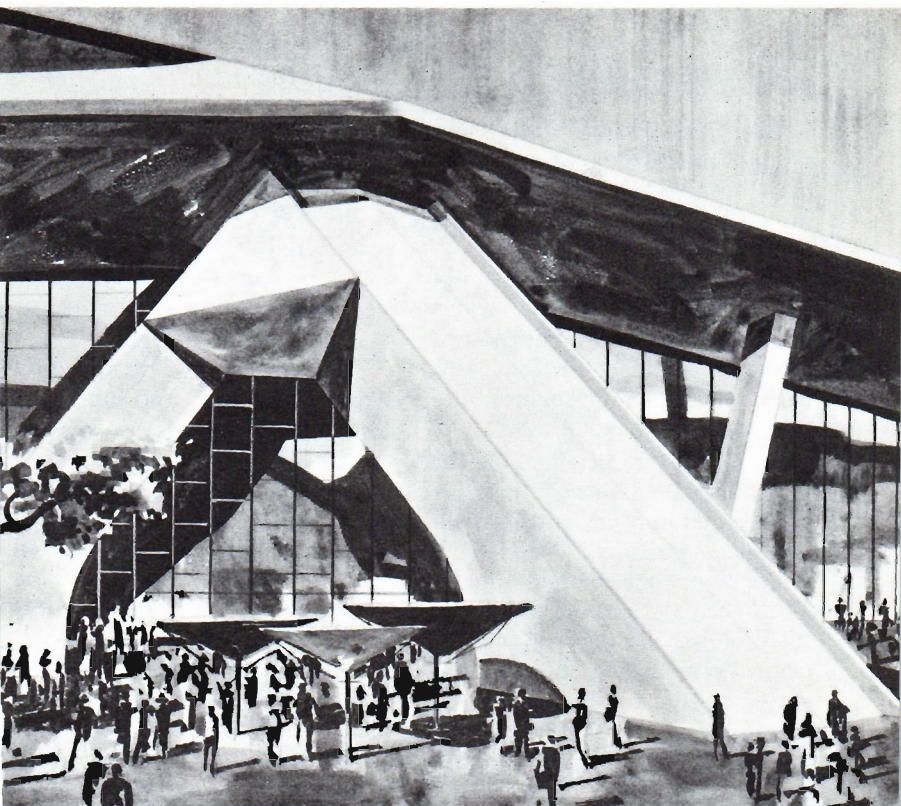
The introductory displays explain something of NASA's history and of what it is trying to do. Beyond is a section devoted to models and mock-ups of satellites successfully launched and orbited by the United States. Their names are familiar to most visitors: Explorer, Vanguard, Pioneer, Ranger, Mariner and Topside Sounder.

A pictorial display shows where NASA's tracking satellite stations are located and how they trace the progress of the man-

made moons around the earth. It also reveals some of the information the stations have been able to relay from the cruising satellites to scientists. The next section has three-dimensional visualizations of the fuel systems currently in use or under study: liquid, solid and atomic. On display are actual rockets or scaled-down replicas.

One of the exhibits in the next section is the space craft in which Commander Shepard made the first manned American space flight. The section deals with the whole United States' manned flight program, which has as its immediate goal the development of three-man space vehicles for orbital and moon flights. The equipment and hardware used in this program — including a half-size model of a proposed three-man space craft—are on display.

Near the entrance is a small theater which has continuous showings of films on space explorations, astronomy and rocketry. Some of them are being shown publicly for the first time. There are daily changes in the film schedule. Also, there are lectures and special demonstrations by experts in space research and technology.



WORLD OF 
ENTURY 21



WASHINGTON STATE COLISEUM

The Washington State Coliseum at the extreme western edge of the fairgrounds provides a view into a world of the future—the World of Century 21.

Under the Coliseum's gently sloping roof, designers have translated in visually dramatic terms the combined insight of scientists, educators and philosophers into the future of man.

Rising in the center of the Coliseum, symbolically just beyond reach and yet within modern man's range of vision, is a structure of cubes bathed in light. Within this cellular formation are the promises of tomorrow, evoked from the knowledge of the present and the fulfillment of the future.

This is Washington's theme exhibit, entitled "Century 21—The Threshold and the Threat."

Visitors ascend to the overhead exhibit in a globe-shaped elevator for a 21-minute tour of the future, which includes a look at the city of tomorrow, the home of the future, and transportation, industry, food production, education, communications and recreation in the 21st century.

The threat suspended over the threshold of the future is man's inhumanity to man, the one thing which might prevent him from

staking his claim in tomorrow.

On the ground floor of the Coliseum, around the perimeter of the 130,000-square-foot structure, are exhibits displaying many of the products and services which scientists predict for the next century.

The Coliseum was financed by Washington State and built at a cost of \$4.5 million. It was designed by architect Paul Thiry.

In the shape of a hyperbolic paraboloid, it has no interior roof supports. Four massive reinforced concrete abutments support the building's roof, which is 110 feet or 11 stories high. The aluminum-paneled roof is supported by steel compression trusses and nearly six miles of steel tension cables.

The Coliseum covers nearly four acres, or four square city blocks.

At the conclusion of the World's Fair, the Coliseum will be converted to an 18,500-seat sports and convention facility. It will be sold by the state to the City of Seattle to become one of the key structures of the new Seattle civic center.

There are some 3,500 interlocking aluminum cubes, each four-feet square, comprising a total of 30,000 square feet in the huge state theme exhibit. The

cubes serve as windows to the past, present and—most significantly—the future. About 30 miles of aluminum extrusions are contained in the cubes.

The cubes house complex equipment, including sound and lighting devices. The surfaces of some form sections of three-dimensional motion picture screens and some contain back-lighted models. The show is directed from three separate control stations

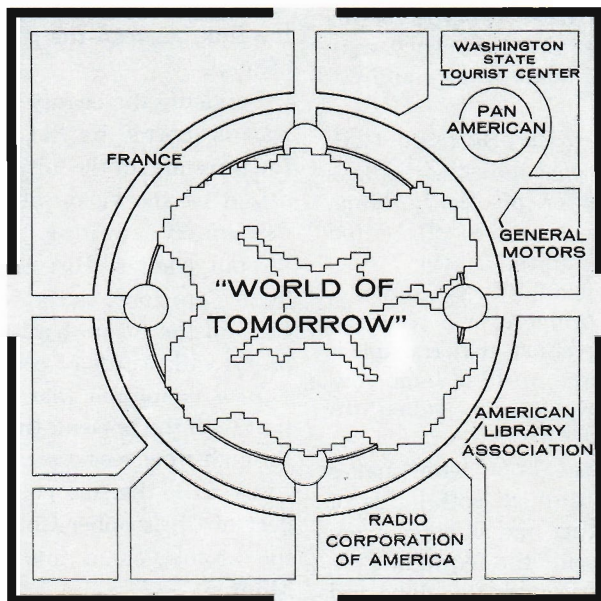
enclosed within the structure.

The form of the exhibit was chosen to suggest the interdependence of the various branches of science and technology in creating the environment of man in the next century.

Its designers describe it as "suspended nebulae—much like a floating city."

The show is sponsored by the state Department of Commerce and Economic Development.

WORLD OF CENTURY 21



THE WORLD OF TOMORROW EXHIBIT

Among the most memorable and stimulating experiences of visitors to the Seattle World's Fair is the journey through time and space in the World of Tomorrow Theme Exhibit.

Here the highest aspirations of 20th-century man are transformed through theatrical alchemy into the spiritual and material riches to be enjoyed by his heir—the man of Century 21.

But, as the title of the show emphasizes, the legacy of human prosperity and happiness is not guaranteed. The man of today must earn these rewards for his heirs, otherwise his legacy may be one of human misery and destruction.

The four entrances to the Coliseum lead past industry displays to the center of the building, where the present is left behind for a step into the future.

In groups of 100, the audience crosses a bridge over a pool and enters the vehicle that transports them into the world of tomorrow. Their conveyance is called the "bubbleator."

Slowly, the "bubbleator" makes its ascent through soft lights of ever-changing hue as music from another world—the World of Century 21—surrounds the globe and its passengers.

Time is relative and in this case 39 years are compressed into 40 seconds as the "bubbleator" rises into the honeycomb of cubes that foretell the future. The "bubbleator" stops in a pool of golden light. Above, in twinkling splendor, is an infinite galaxy of stars to help light the way.

This is the prologue—man's already-past futures, linked with the present and stretching beyond into tomorrow and the day after tomorrow and the day after that. The newborn child and the petals of a pastel flower opening to a new day are reminders of the link between the generations of man.

Suddenly the beauty of the images is scarred by the threat on the threshold of the future—dramatized by the vision of a family desperately awaiting help in a fall-out shelter. But soon these figures are gone, as the voice of a child of the future banishes their plight with words of compassion.

In a panorama that fuses the past with the present, the traveler through time sees a series of pictures—from the Acropolis and the fleet of Christopher Columbus to the atomic cloud and Marilyn Monroe.

As this montage fades, the

ramp through the future glows ahead and the narrator beckons from the next cluster of cubes, from the city of the future.

Overhead soft clouds drift by and the ramp is bathed in sky-blue light. It is spring in the 21st century and ahead, in a huge deep well, lies the city of that balmy day in projected time.

The city of the future is superimposed over terrain suggestive of Seattle, but while present landmarks are identifiable there are striking changes in the composition of the metropolis.

It is tomorrow's product of today's scientist, artist and manufacturer of vision. The city and its environs are basically circular in form. While most of its architecture and man-made objects are a sharp departure from those of the present, the Space Needle and the Washington State Coliseum stand in harmony with their structural companions.

Gradually, various features of the city come into detailed focus. There are intricate transportation systems with jetports, rapid-transit monorails and highways over which electrically-controlled automobiles ride on air. Farmlands and recreational areas are illuminated and residential communities that allow their inhabitants to stretch without bumping elbows appear.

As dusk settles over the city, the roar of its activity settles into a gentle hum and the lights probe upward into the sky.

Is this truly a projection of the future or merely an unfounded dream, this city of tomorrow? As if in answer to the question the walls of the cluster chamber are illuminated to show examples of architecture already in existence or in the planning stage. Not only is the city of the future possible, it is already in the making.

But the heart of a city is not its architecture, nor its highways and its jetports, as vital as they may be to its character. A city's heart is diffused into the many structures that give its families shelter, where individuals may share their joys and triumphs, their woes and disappointments.

A photograph of a future home serves as an invitation to move ahead into the next cluster of cubes where the home of the future is waiting.

The home is in a wooded glade abounding with vibrant summer colors. It is spacious and designed for relaxed living inside and on the patio and in the yard outside.

Suddenly the contrast between the best of the future and the worst of the present is seen in views of a dreary suburban development with rows of identical dwellings stamped from the same

mold; an urban housing project with grim and gray apartment buildings, and a decaying slum section forested not with trees but television antennas.

The link between the home of the future and that of the present is shown with other examples of contemporary residential architecture.

In the interior of the home of the future, a one-unit utility core supplies heating, plumbing, wiring and automatic climate control. A built-in vacuum system keeps the house free of dust.

The furnishings are lightweight foamed plastics, foamed cement and glass, and combinations of plastics, paper and light metals.

Windows can transform day into night or night into day at the flick of a switch and when it rains the windows close automatically.

The kitchen is a wonder of built-in efficiency, with solar ovens, cordless appliances and thermo-electric refrigerators. After dinner there's no need to wash the dishes—they are disposable.

The home's color scheme can be changed with lighting, merely by turning a switch.

The narrator says the man of the future will be eager to return to his home at the end of a day

at the office or factory. Perhaps he will commute to his job in his own gyrocopter, which takes off from his own heliport. At this point a model gyrocopter flies into the next cluster chamber, illuminated by the golden, orange, rust and red colors of autumn.

This area shows transportation, food production and distribution, and industry in Century 21.

Color film montages and color transparencies picture land transit facilities of the future. Monorail systems shuttle into the city and high speed air cars travel on electrically-controlled highways. There are no traffic jams nor crowded subways. The new transportation facilities speed the worker to industrial sections unlike those in most cities of the present. There are no smokestacks to pollute the air. The factories of tomorrow are automated and are located in attractively landscaped industrial parks.

The industrial plants of Century 21 produce more of everything for less in materials, time and money.

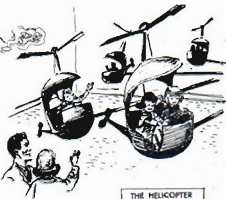
The office of the future will be a complete communications center with devices which project micro-mail, automatic transmission machines for correspondence and machines that communicate



ROCKET TO THE MOON



THE STRATOBOGGAN - THE MOUNTAIN SPACE RIDE



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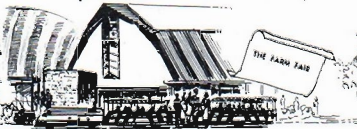
BUMPER CARS



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THREE TRAINS



ROARING '20'S CARS



THE U. F. O.



FOUR FERRIS WHEELS



MIDGET RACERS



SPORTS PAGE WORLD



MARINE WORLD



OLD WORLD SQUARE

with one another to exchange information, freeing man for more creative pursuits.

As if in answer to the problem of food production and distribution created by the world's ever-increasing population, the cluster's cubes show another type of 21st-century factory—the farm factory.

Plastic domes cover climate-controlled farmlands to produce crops throughout the year. Farms appear in what was once arid desert.

The visitor sees another sort of farm—an off-shore floating sea farm processing kelp and plankton and turning it into food suitable for the dinner table.

The theme show dramatizes the abundance of the earth to be shared by all mankind, with views of families throughout the world enjoying the food at tables of plenty.

But man has other hungers; he cannot live by bread alone. The next century must also satisfy his hunger of mind and soul. Ahead in the next cube cluster, radiant with the clear blue light of winter, are the world of tomorrow's harvests of education and communications.

The voice of the child of the future is inquisitive, her mind full

of questions about the new world in which she and the visitors find themselves.

Before their eyes are views of advanced schools, colleges, universities, libraries and museum interiors and exteriors. Inside are some of the machines which will play a major role in the transmission of the new world's knowledge. There are closed and open circuit television sets, memory retention, data retrieval and translation machines. There are microfilm and tape-recorded libraries—devices even a child, the child of the future, can operate.

These are electronic storehouses of the knowledge of the past and present, to be shared by all seekers of wisdom throughout the world in free exchange. They are the gifts of modern wise men, guided by a brilliant star of civilization which shines above the spectator.

Now the winter light fades and fresh new colors of gold appear, signifying a new spring in the chamber of recreation or, if you prefer, re-creation.

Freed for more creative endeavors by the technology of Century 21, the man of the future will engage in arts, sports and hobbies ranging from A to Z. Some are suggested by cubes, representing

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each letter in the alphabet, which are illuminated to reveal 26 recreational pursuits.

Through an opening down the spiral ramp is an abstract, sculptured tree in gleaming metals. As lights play upon it, it seems to grow.

The tree is "the symbol of today, planted for tomorrow."

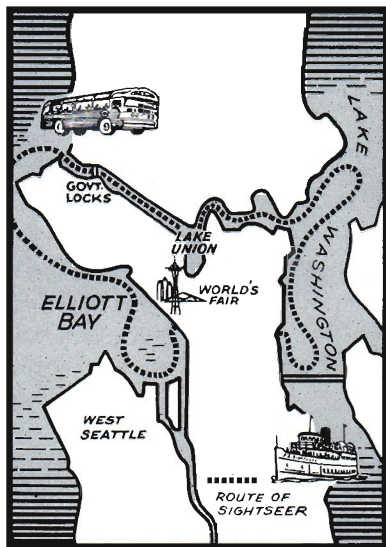
As the brightly lighted tree returns to shadow, the ramp glows ahead in the epilogue area, reverberating with the noise of countless clocks ticking away the present.

Once again the figures in the fall-out shelter, for whom time is running out, appear.

Suddenly the ominous ticking of the clocks ceases, to be replaced by an equally disturbing silence.

The voice of the narrator is replaced by another. It is that of President Kennedy, with words from his inaugural address. They bear the message inherent in the theme show, calling upon listeners to use the knowledge of the present to build a brighter world of tomorrow—a world free of the threat which clouds the threshold.

The theme show ends in a symphony of music and color. The visitor files down the exit ramp and goes his way into the future, which he will help shape.



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Board Gray Line's modern sightseeing coaches or the double-decked "Sightseer" for narrated land or water tours of Seattle. Six exciting trips, including all-day Mt. Rainier excursion. Tours start downtown at 4th Ave. and University. For reservations and information call Gray Line at MU 2-1234.



NARRATED SIGHTSEEING

MU 2-1234

AMERICAN LIBRARY ASSOCIATION EXHIBIT

The recorded knowledge of history and the scientific advancements which enable man to examine in detail his cultural heritage—preserved by the written word—form the essence of the American Library Association Exhibit.

The exhibit is located in the southeast corner of the Coliseum.

Two circular areas covering 9,000 square feet allow visitors to move freely between the exhibit's two main sections.

The first section contains a Univac computer. Visitors can see how it expands and simplifies the learning process by submitting questions to a librarian, who finds the answers with Univac.

Information stored in the computer includes quotations from great books, gazeteer information and bibliographical material.

The second circular section of the exhibit contains a 40-seat theater, employing multiple projection techniques to show on microfilm the recorded knowledge of the past.

Other features of the exhibit include various electronic devices which may be found in the library of the future.

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GENERAL MOTORS CORPORATION EXHIBIT

Revolutionary automotive and highway concepts already in the test stage in preparation for the world of tomorrow are displayed in the General Motors Corporation Exhibit in the Coliseum.

The imaginative 3,000-square-foot exhibit is located immediately to the right of the east entrance to the Coliseum.

The Firebird III, an experimental automobile with a sleek profile, is the brightest star in General Motors' exhibitional gallery.

Propelled by a gasoline turbine engine, the Firebird III is an appropriate symbol of travel in Century 21.

There is no steering wheel in the Firebird III. A control stick extending a few inches above the center armrest provides steering when moved to left or right. Forward motion is obtained by pushing the stick ahead and braking is accomplished by pulling the lever back.

While the Firebird III may appear to be a "dream car," it actually is a laboratory on wheels, in which advancements for automobiles of the future are tested. This automobile has been tested both in the isolated setting of the General Motors' desert proving ground and in the heavy traffic

of Detroit's expressway.

Automatic guidance also has been engineered into the Firebird III. At the General Motors Technical Center, the Firebird III has been safely guided without a driver by electronic impulses sent from a cable buried in a special stretch of road and picked up by the car's guidance receivers.

A model of such an automatic highway is another feature of the General Motors display. It is a miniature of a segment of actual highway. The model is one from which engineers built an experimental quarter-mile roadway in New Jersey for demonstration purposes.

Another display reveals the principles of ground effect machinery, which allows heavy objects to move along a flat surface on a cushion of air. These principles are being used for testing devices requiring nearly friction-free operation.

Visitors may participate in the General Motors Exhibit by manipulating pushbuttons which activate such devices as solar guns and a simulated atomic reactor.

The General Motors Exhibit is a striking example of man's automotive progress to the present and its extension into the future.

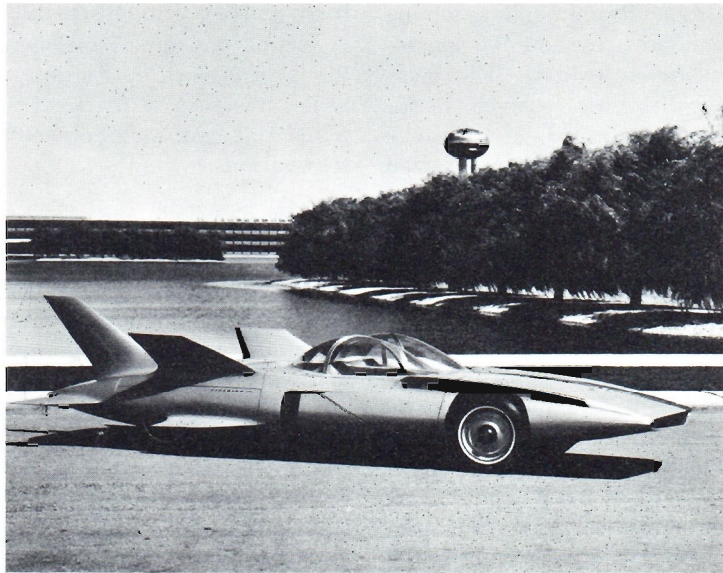
WE'RE SETTING A COURSE FOR THE FUTURE ...COME ALONG!

Step into your future at the General Motors exhibit in Coliseum Century 21. Take a close-up look at the fabulous Firebird III, the space-age experimental car that runs (plus a cutaway chassis that shows its many engineering innovations). See how GM research technicians envision the automatic highway of tomorrow, where the driver is a passenger. Push the buttons, see it work.

See GM's Stirling Thermal Engine and gas turbine engines. See the "floating on air" exhibit, where cars use moving air instead of wheels. See how air bearings almost eliminate friction in machine parts. Push the buttons; see how a control rod activates an atomic reactor in still another unique display. Try your skill with the "sun gun" at our solar energy exhibit.

Make the General Motors exhibit a "must see" stop—enjoy the Century 21 Exposition.

GENERAL MOTORS CORPORATION



PAN AMERICAN AIRWAYS EXHIBIT

When the Wright brothers tested their first motor driven airplane at Kitty Hawk in 1903, they sprinkled a bit of shrinking powder on the planet Earth.

Since that day the relative distances of the world have continued to diminish as advances in aeronautics steadily reduced travel time.

The systematic closure of the earth's time gap is dramatically portrayed by the Pan American Airways Exhibit, located near the northwest corner of the Washington State Coliseum. The exhibit is bordered by the exit ramp from the theme show.

A huge illuminated revolving globe dominates the 1,400-square-foot circular exhibit. The ever-closer distances between major cities of the world, with Seattle as the focal point, are emphasized

by the display.

Suspended above the globe is a sculpture representing flight, the factor that has allowed man to measure distances between continents in terms of hours, minutes and seconds.

While simplicity is the keynote of the Pan American exhibit, it is nevertheless a stimulating and futuristic expression of man's scientific achievements in the air age and hopes for the space age.

Located as it is at the base of the theme exhibit's exit ramp, Pan American has thoughtfully provided seating accommodations for those wishing to rest after their journey through the future.

Airline personnel stationed at the Pan American Exhibit will assist visitors with air travel plans and help make or confirm reservations.

WASHINGTON TOURIST INFORMATION CENTER

While thinking of travel, visitors may obtain detailed information on scenic points of interest and accommodations from Washington's Tourist Information Center, opposite the Pan American Exhibit.

The 3,000-square-foot center, in the Coliseum's northeast corner, is sponsored by the Washington Department of Commerce

and Economic Development.

Representatives of the department and members of chambers of commerce and various tourist and travel organizations throughout the state will assist with your travel plans. The department specialists are present to confer with visitors interested in the state's industries and economic opportunities.



The Priceless Extra of Experience

Think for a moment of the many choices we make in life which are determined by our confidence in somebody's experience.

Choice in important things, like selecting a doctor, a lawyer, or an investment counselor. In less important things, like having something repaired. In even minor, everyday, personal problems.

So deeply ingrained is this basis for choice in all our actions, it comes as no surprise when so many experienced travelers say that this is why, when they fly overseas, they put their trust in Pan American.

For Pan American is "The World's Most Experienced Airline"—in years of flying over the seven seas—in every type of transport plane—in fine mechanics who maintain these planes—in pilots and engineers who fly and navigate them—in services to care for you before you embark, while on your flight, and when you land. All under the high discipline of U.S. flight standards.

A Pan American traveler is a *confident* traveler, reposing his trust in these years of experience in getting you from here to there—comfortably, dependably, serenely.

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GOVERNMENT OF FRANCE EXHIBIT

The French Government's extensive exhibit, covering 15,000 square feet in the northwest corner of the Coliseum, is entitled "The Toys of the Modern World."

The exhibit seeks to define the social and psychological problems confronting modern man as the result of his technological advances and to propose solutions to them.

The "toys" are such things as the telephone, automobile, airplane, television set, and future inventions which have changed and will continue to change man's environment in this century and the next.

France's many contributions to scientific advancement, as well as her unmatched cultural gifts to the world, are reviewed and tributes are paid to such scientific geniuses as Pasteur, Bernard, Becquerel and the Curies.

The psychological and social problems posed by the provocative exhibit include such things as the threatened loss of individual identity and sensitivity in a shrinking world of mass information and automation. Proposed solutions include reaffirmation of man's devotion to the arts and control of his environment to insure the fulfillment of his individual aspirations.

RADIO CORPORATION OF AMERICA EXHIBIT

Radio Corporation of America's contribution to the world of tomorrow presentation in the Coliseum is twofold. Not only is RCA the producer of the state's spectacular theme show, it also is a major exhibitor on the floor of the Coliseum.

The RCA Exhibit is located in a 8,000-square-foot area on the south side of the Coliseum, to the right of the south entrance.

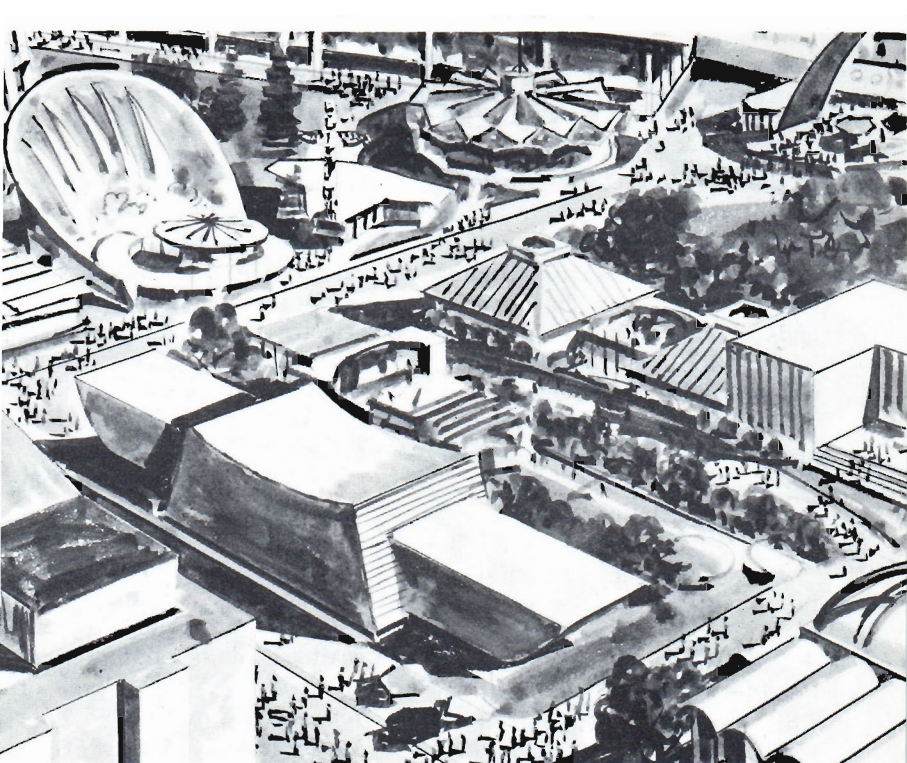
One section of the exhibit is devoted to RCA-Victor advances in radio, television and recording, and features a stereophonic sound

listening room. Among displays are samples of television sets of the future.

The second RCA section concerns space research, with particular emphasis on man's presently planned exploration of the moon. It is highlighted by a model of the moon, six-feet in diameter.

In addition, there are models of present and projected communications satellites.

The RCA exhibit is a dramatic exposition of the major role played by communications today, for the world of tomorrow.



**WORLD OF
COMMERCE
& INDUSTRY**



DOMESTIC AND FOREIGN INDUSTRY

The largest and most diverse of the five great theme areas of the Seattle World's Fair is the wide and wonderfully varied World of Commerce and Industry. It stretches to the opposite ends of the fair grounds and it is divided into two major divisions, domestic and foreign.

The foreign exhibitors are governments, alliances and groups. They are housed in the buildings on the International Plaza and the International Mall.

There are 15 governmental exhibitors — Brazil, Canada, Denmark, France, Great Britain, India, Japan, Korea, Mexico, Peru, the Philippines, the Republic of China, Sweden, Thailand and the United Arab Republic. The alliance is the European Communities, the six-nation trade organization known as the common market. In it are Belgium, Germany, France, Italy, Luxembourg and the Netherlands. The groups are the several new African nations which have recently achieved independence, the American Committee for the United Nations, San Marino, a tiny country in northern Italy, and the City of Berlin.

The domestic commerce and industry exhibits vary greatly in

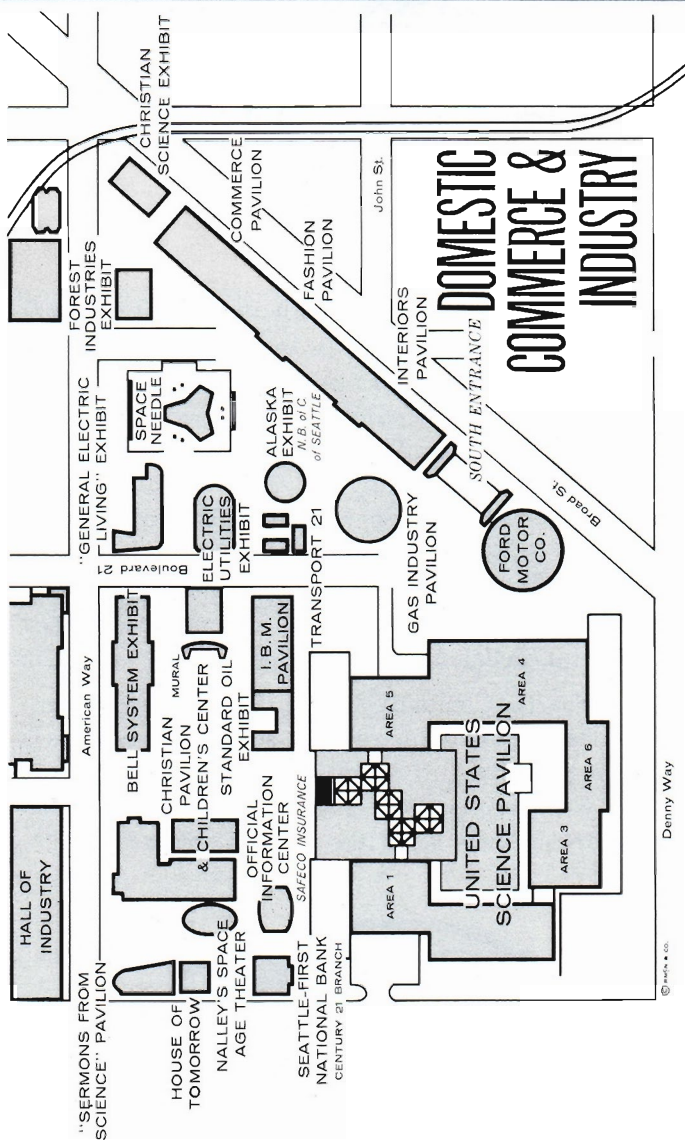
style and content.

Thirteen domestic exhibitors have their own buildings: the Ford Motor Company, International Business Machines Corporation, Nalley's, Inc., the Hydro-electric Utilities, the Forest Products Industry, the Seattle First National Bank, Standard Oil Company of California, Bell Telephone System, General Electric Company, the American Gas Association, the Christian Science Monitor, the Christian Witnesses in Century 21, and the Christian Businessmen's Committee.

Two local companies are underwriting exhibits for other agencies. Seattle's National Bank of Commerce is sponsoring the State of Alaska Pavilion and the General Insurance Company of America maintains the Information Center on Friendship Mall.

Ten industries have space in the colorful Hall of Industry. In the Interiors, Fashion and Commerce Pavilion near the Space Needle are two areas with special design shows and more commercial and industrial exhibitors. The pavilion presents daily fashion and interior design shows.

All of the exhibits in the World of Commerce and Industry are open to the public without charge.



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Enjoy Soft Ice Cream

Now And In The Future

Delicious soft ice cream, with its delicate flavor and smooth texture, belongs to the world of today . . . and to the world of tomorrow. When you visit the Fair, be sure to enjoy the wide variety of soft ice cream treats—milk shakes, sodas, sundaes and cones—available at many convenient locations, including the fabulous Space Needle Restaurant and our own Sweden Freezer booth. When you return home, ask for it at your favorite fountain, drive-in, and restaurant. You'll love soft ice cream made the healthful, delicious Sweden Freezer way.

As a Seattle Company and as the world's pioneer and leading manufacturer of soft ice cream dispensing equipment, we at Sweden Freezer hope that your recollections of Century 21 include the memory of "how good that soft ice cream tasted."



Sweden Freezer Manufacturing Co.

COME SEE US AT THE FOOD CIRCUS

FORD MOTOR COMPANY PAVILION

A simulated space journey is a highlight in the Ford Motor Company Pavilion which is just left of the south entrance to the fair, on Boulevard 21. It is called "An Adventure in Outer Space" and the trip, from "blast-off" to return, takes 15 minutes.

The traveler sees models of the earth, moon, Saturn, Mars, galaxies and man-made orbiting satellites from the comfort of a 100-passenger "space craft." The models are arranged and proportioned to approximate their appearance from hundreds of miles above the earth, so that the traveler gets an astronaut's-eye view of how these outer space groupings perform in relationship to our own planet.

The unusual journey begins when the travelers enter the spacecraft through an "air-lock"

hatchway and take their places in the double rows of flight seats. Floor - to - ceiling glass windows provide an unimpeded view of space, once the craft attains a "flight pattern."

A stewardess makes a welcoming announcement and explains the realistic pre-flight sounds of fueling and cabin pressurization necessary for passenger comfort during the "flight."

As models of the Echo, Tiros and Vanguard satellites come up to the view hatch, they emit sounds similar to the real "beeps."

"Adventure in Outer Space" occupies approximately half of the huge gold-aluminum trimmed geodesic dome of the pavilion.

Other displays preview consumer products of the future, a Century 21 farm, and styling concepts of automobiles of the future.

AMERICAN GAS ASSOCIATION PAVILION

The pillars supporting the roof of the Gas Pavilion, on Boulevard 21, double as natural gas torches. In the center of the pavilion is a gas-dial clock.

Underneath the serrated roof is a graphic report on the uses of natural gas today and a projection of its uses in the year 2001. The educational exhibit explains

the sources, processing, by-products and distribution of gas from early Greek times to the present.

Time is told on the roof-top clock by the number of torches burning, while the hours are "struck" by bursts of flame from the central pillar. Ninety-one gas distribution companies are co-sponsoring the exhibit.

INTERIORS, FASHION AND COMMERCE PAVILION

The Interiors, Fashion and Commerce Pavilion, at the south entrance of the fair, is a 500-foot-long exhibit of the art of living.

One-third of the nearly 36,000 square feet of floor space in the building is a fashion exhibit. Another third is about the artistry of interior decoration.

The interior design exhibit is nearest the south gate. The exhibit is sponsored by the American Institute of Interior Designers and its resources council. The council is composed of furnishing manufacturers.

In the exhibits, 32 of the nation's leading manufacturers of home furnishings are demonstrating current and future design and material trends in home decoration.

Up a flight of steps is the fashion section. Its theme is "The Miracle of American Fashion." Fashion shows are presented daily and the products of American apparel and accoutrement manufacturers are exhibited.

The fashion shows are staged around a 24 by 40-foot pool of perfume.

The shows are presented daily

at 2, 4, 6 and 8 p.m. Frequent special events and personal appearances occur as a part of the continuing entertainment.

A corridor leads to the third area, where industrial and commercial exhibitors have displays.

Participating here are the California and Hawaii Sugar Company, Hammond Industries, the Encyclopaedia Britannica, the New York World's Fair, the Association of Local Transport Airlines, and the Mobil Oil Company.

In the Encyclopaedia Britannica exhibit are reproductions of one room as it was at four different dates in history. The rooms surround a core area in which a 10-minute movie on education in the future is shown.

Twelve visitors at a time can take part in the miniature Mobil Economy Run, which tests their driving skills. The game has viewing screens and steering wheels mounted on driving monitors. Participants are rated plus for correct driving actions and minus for mistakes. After each run, the winner receives a copy of a Mobil touring guide.

STATE OF ALASKA PAVILION

The entrance to the white Alaska Pavilion, off Boulevard 21, faces the Space Needle.

In the lobby are a tourist information desk and a ham radio shack. The National Bank of Commerce of Washington, which erected the building for Alaska, provides information for visitors interested in the economic development of the 49th state.

To the right of the lobby is a 14-foot wide ramp lined with displays. At the top of the ramp, in the dome area 44 feet above the ground, the visitors stand on a

sloping floor looking down on a relief map of Alaska.

While a recorded voice narrates the social and economic story of Alaska, synchronized lights focus on the community being discussed.

At the conclusion of the presentation, a motion picture of the Aurora Borealis is projected on the dome of the pavilion.

The ramp down leads the visitors to the lobby and exit. The ramp is lined with color photographs of Alaska scenery and landmarks.

DOUGLAS FIR PLYWOOD PAVILION

The unique Home of Living Light for Tomorrow, The Douglas Fir Plywood Association Exhibit which dramatizes the many possibilities of a completely new approach to home construction, is located on Freedom Way, at the north end of the Boulevards of the World.

The Practical Builder, a trade publication, cooperated in the design of the house, which was created by the Tacoma architectural firm of Liddle and Jones. The walls are made of continuous wood paneling which, like corrugated packing paper, is rigid in

one direction and flexible in the other. The results are walls that can take any shape and still support the required roof loads. The shapes they take in the Home of Living Light are interlocking ovals and circles. Projecting from the roof are four large conical skylights. They are located over each major area in the house and can be turned toward or away from the sun to produce the level of natural lighting desired.

The Home of Living Light is equipped and furnished with specially-designed furniture and appliances, to fit the floor plan.

INTERIORS, FASHION AND COMMERCE PAVILION

The Interiors, Fashion and Commerce Pavilion, at the south entrance of the fair, is a 500-foot-long exhibit of the art of living.

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In the exhibits, 32 of the nation's leading manufacturers of home furnishings are demonstrating current and future design and material trends in home decoration.

Down a flight of steps is the fashion section. Its theme is "The Miracle of American Fashion." Fashion shows are presented daily by Vogue Magazine and the products of American apparel manufacturers are exhibited.

The fashion shows are staged around a 26 by 40-foot pool of perfumes, sponsored by Revlon.

The shows are presented daily

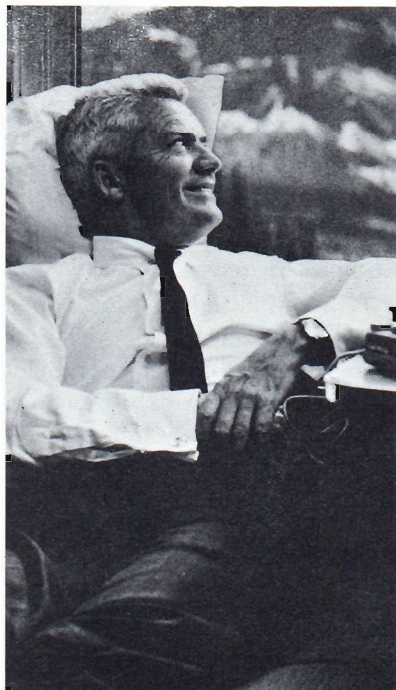
at 2, 4, 6 and 8 p.m. Frequent special events and personal appearances occur as a part of the continuing entertainment.

A corridor leads to the third area, where industrial and commercial exhibitors have displays.

Participating with displays in this exhibit area are the California and Hawaii Sugar Company, Hammond Industries, the Encyclopaedia Britannica, the New York World's Fair, the Mobil Oil Company and the American Dental Association.

In the Encyclopaedia Britannica exhibit are reproductions of one room as it was at four different dates in history. The rooms surround a core area in which a 10-minute movie on education in the future is shown.

Twelve visitors at a time can take part in the miniature Mobil Economy Run, which tests their driving skills. The game has viewing screens and steering wheels mounted on driving monitors. Participants are rated plus for correct driving actions and minus for mistakes. After each run, the winner receives a copy of a Mobil touring guide.



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For information, write: Passenger Traffic Manager, Great Northern Railway, St. Paul 1, Minn.



SEE RAILWAY EXHIBIT AT CENTURY 21 WORLD'S FAIR

ELECTRIC POWER PAVILION

The Pavilion of Electric Power on Boulevard 21 is easily identified by the 40-foot-high dam replica which forms its backdrop. Entry to the exhibit area is through a large tunnel in the face of the dam.

Three-thousand gallons of water each minute flow over the six spillways on the dam.

Floating in a pond at the base of the dam is a 22-foot relief map of Washington. Illuminated plastic blocks, lamps and neon tubing show the principal power dams of the state, the transmission network and cities with populations over 10,000.

A wide ramp leading to the upper exhibit area contains three control consoles, with which visitors operate the electric display. In sequence, the dams become illuminated, criss-crossing transmission lines flash on, cities light up and yet-to-be-built dams are lighted. A recorded narration describes low-cost power in Washington.

Along the ramp leading to the upper level, an old-fashioned waterwheel run by water from the spillway demonstrates the story of early attempts to harness

water power. Nearby, another exhibit controlled by the audience demonstrates hydro-electric generation by using a stream of water to turn an impulse wheel connected to a generator.

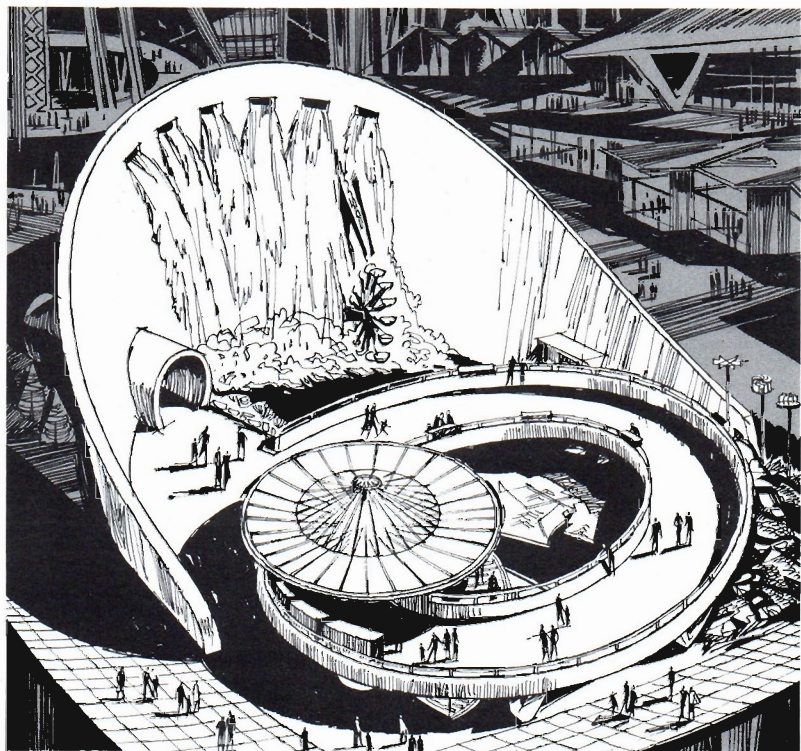
An animated display shows how nature's water cycle and dams work together to provide electricity. The exhibit shows how the sun lifts water from the earth by evaporation and returns it in the form of rain and snow to be stored behind dams for future power needs.

Exhibits of future power production include a model of an atomic power generating plant and two methods of obtaining power from the sun—the solar reflector and the silicon cell.

The final exhibit describes the beneficial by-products of hydro-electric dams: irrigation, recreation, navigation, conservation and flood control.

Attendants at the information booth on the upper level answer questions and provide additional information on the production of electricity.

The Pavilion of Electric power is sponsored by the Electric utilities of Washington.



Pavilion of Electric Power, Seattle World's Fair, 1962

POWER FOR TOMORRO'

It takes more than 50 giant dams to produce the electricity now needed by home, farm, business and industry in fast-growing Washington, one of the most electrified states in the nation. Residents here use more than twice as much electricity as the national average, paying less than half the national average rate. And Washington holds more power for tomorrow — 20 percent of the nation's hydroelectric power potential is here in this tall, green land.

ELECTRIC UTILITIES OF WASHINGTON

Visit a dam while you're in Washington

GENERAL ELECTRIC COMPANY PAVILION

"General Electric Living" is the theme of the General Electric Company attraction at the Seattle World's Fair. It shows and tells of the enjoyment and excitement that a family can experience in its home and on its vacation, as a result of the company's progress in research and the development of new products. The pavilion is at the corner of American Way and Boulevard 21.

Presented in a unique building that looks much like a West Coast home of today, visitors will find they are visiting the Larson family. The story of General Electric living is told by showing the activities of Gerry and Ellen Larson and their children, Cathy, Tom and Billy.

For the period of the fair, the Larsons have the unique advantage of not only living with the General Electric products that are available now, but also they are enjoying the new ones soon to be put on the market, and others that are still being developed.

It's an unusual showing of product ideas, such as colored television projected on large wall surfaces, the electronic home library, movies that can be shown immediately after they are taken, the cool-wall pantry, pushbutton

electric sink, electronic bakery drawer, clothes-conditioning closet, and the home computer for record-keeping, shopping and check writing.

A tour of the General Electric Pavilion takes the visitor to three living areas in the Larson home. Each room contains its own unique products—from the family's den, through the kitchen-dining room, to the atmosphere-conditioned indoor patio. The ease of enjoyment and convenience of electrical living is told in the story of the Larsons as they prepare a party for their daughter and her fiancé.

In addition to the "outsider," the electrical vacationer and playmate of tomorrow, the patio exhibit contains other interesting displays.

Visitors are free to browse through the patio exhibit and ask questions of GE representatives about the products.

The story of how electricity made and sent to home and industry is told next door in the Hydro Electric Pavilion, where the importance of hydro-electric power is demonstrated by the dam and falling water. The low-cost electric power from electric utilities makes electric living possible.

THE CENTURY 21 CLUB

The Century 21 Club, a membership organization formed especially for the fair, has its quarters opening onto Friendship Mall, near Freedom Way. In it are lounge, dining rooms and other club facilities.

Membership to the Century 21 Club is \$250 for the six-month duration of the fair. It provides, in addition to club privileges, a permanent gate pass to the grounds. Applications may be made at the club offices.

a sheet of paper may
contain a new world



INTERNATIONAL BUSINESS MACHINES PAVILION

The International Business Machines Corporation Pavilion on Friendship Mall shows in non-technical terms how computers are used to build new and wider paths to greater knowledge. The computer's almost universal application to problems in business, industry, government and science has added a new dimension to information processing and control. It is this new dimension in today's world and in the world of the 21st century that the IBM exhibit examines.

The pavilion has silver poplar trees forming the exterior walls and is separated into three sections called "gardens of learning."

A pool in the central garden forms the backdrop for a display which describes the historical development of man's technological and artistic accomplishments, beginning with the first crude tools and the first attempts at artistic expression.

Flanking the central garden are the upper and lower gardens.

A children's maze in the upper garden provides a comparison with computer decision-making. In this audience participation display, youngsters try to solve the problem of finding their way out of a maze. In doing so they make

logical selections from various symbols at each turn. Explanatory panels describe how these "yes-no" decisions made by the children are similar to the workings of a computer.

Other displays show how computers store information and describe the remarkable speeds at which the information is accumulated and put to work.

The lower garden area is devoted to describing how computers are used today and how they will be used in the future. Displays show how a computer can be used as a library for vast quantities of information, a translator of languages and a controller of physical processes. One display describes how new information machines will help scientists look farther into the unknown. An orbiting astronomical observatory will search out knowledge about the universe and spaceships will be flown theoretically before they are built with the assistance of computers.

A number of other wide and varied applications of computers are described also.

Before leaving the pavilion visitors are given the opportunity to write souvenir postcards on the new IBM Selectric Typewriter.



Take a walk through 15,000 years of Man's thought

• **IBM** invites you to visit "New Paths to Knowledge," the Century 21 exhibit that tells about Man's search for ways to improve his life and know more about his world. Follow that search from the first crude tools to the latest electronic computers. Find out how these computers are helping scientists learn more about the weather, about ills that still baffle medical science, about the new world of space. Visit "New Paths to Knowledge," the IBM exhibit that takes a stimulating look at Man's progress—and his promise.

STANDARD OIL PAVILION

The large model of an oil molecule revolving atop the tower on Friendship Mall marks the Standard Oil Company of California Pavilion. The entry is through a sculptured garden, along walks made of petroleum-base colored asphalt.

Much of the pavilion itself is made from petroleum or petrochemicals, including the stout plastic skin which forms the walls.

The entrance leads past a pool with a cutaway island, showing the geology of oil. Nearby is a 40-foot map and a replica of the world's first service station—opened in Seattle in 1907—which illustrate the company's worldwide operations, past and present.

In the next area, farming in the 21st century is predicted by Standard's scientists. They show the future of petrochemicals in agriculture, with plant foods and pesticides helping produce huge harvests. Another display shows how plastic domes will provide light and temperature control for farms. The domes will help pro-

duce more crops.

Transportation in the next century—on land, through water, in the air and in space—is highlighted by a display showing plastic tubes enclosing rocket-powered trains. Also shown is a petroleum-base magnetic tape which will be used to control the guidance systems of the cars traveling automatic highways.

Fabrics, cosmetics, accessories, household appliances and medicines—all oil-derived products—are shown as they will be used to make tomorrow's family life better.

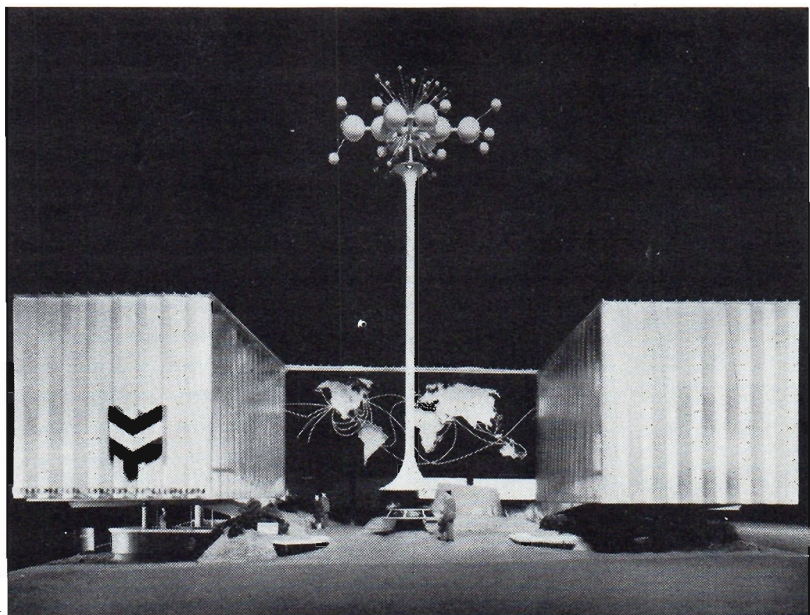
On dioramas, push-button exhibits and animated models forecast the use of products and energy from petroleum in the next century. A model home shows how plastic wall panels can be polarized for light control.

Attendants at the information center near the exit answer questions about the Standard Oil Company and about the exhibits. They also provide complete travel information and trip-routing services.

THE HORIUCHI MURAL

A massive ceramic outdoor mural, the largest work of art in the Pacific Northwest, occupies the center of Friendship Mall.

Paul Horiuchi, a leading regional artist, created the 60 by 17-foot mural for the World's Fair. It was unveiled opening day, April 21.



INVITATION TO THE FUTURE

This giant petroleum molecule rotates over the theme tower at the Standard Oil Company of California exhibit.

It is a shining symbol of petroleum's achievements in virtually every field of human endeavor.

You are invited to visit Standard's dramatic presentation of what petroleum and petrochemicals do in our life today—and what they will do further in the world of the future.

Come take a fifteen minute trip into the next century with us... admission is free.

planning ahead to serve you better

STANDARD OIL COMPANY OF CALIFORNIA

BELL SYSTEM PAVILION

The Bell System Pavilion, at the corner of American Way and Boulevard 21, presents the fascinating world of communications, past, present and future.

The center attraction of the exhibit is an amphitheater, where the story of communications is told. Above a giant globe displaying the western hemisphere, a thousand years of communications history is projected on "floating" screens.

At the end of this five-minute trip through time, a demonstration tells how space satellites will extend our ability to call anywhere in the world.

The technology section in the east wing contains a series of exhibits portraying the research and development required today to provide telephone service tomorrow. Visitors can participate in the direct distance dialing exhibit by dialing weather bureaus in any of 10 cities, while the display shows the route of the call.

Other exhibits in the east wing include pushbutton telephones, which may eventually replace the dial, new methods of projecting the voice by wave guides and satellites and a description of how telephone calls are made from one point to another.

The Western Electric section

of the exhibit traces the development of the transistor and the Bell solar battery and describes how the latter is used to power space satellites.

Another display describes the work of Bell Laboratory scientists in solving problems of telephony. It highlights their contributions to the defense and space programs of the nation.

The Business and Industry section displays the latest communications equipment for the businessman. Nearby, the residence telephone area contains modern telephone service for the home, and features an audience participation game showing the benefits of adequate communications.

The west wing of the exhibit building houses the Northwest Room—the hospitality and public telephone center. Especially designed for the World's Fair, the public telephones have pushbutton dialing and, unlike the standard coin phone, are flush-mounted on the wall. Special family booths accommodating up to five people are equipped with ceiling-mounted speakers and microphones, in place of telephone handsets.

Guides answer questions about the displays and assist visitors through the exhibit building.

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GOLDEN YEARS**

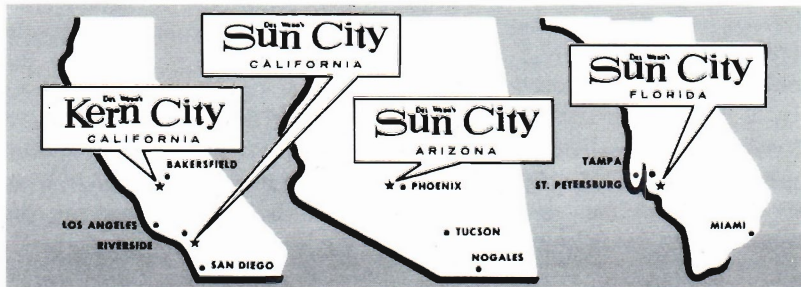
Booth 368, opposite the Opera House



DEL E. WEBB CORPORATION



Write to P. O. Box 555, Sun City, Arizona



NALLEY'S PAVILION

The Nalley's Pavilion, an ultra-modern structure, is located at the western end of Friendship Mall, midway between the Federal Science Pavilion and the Hall of Industry. The distinctive building exterior is composed of a series of flowing curves, without a straight line or sharp angle.

Inside the space-age pavilion is a combination theater and exhibit.

The lobby of the structure features an attractive entrance ramp that gracefully winds around an unusual pool of fountains and plantings. In the lobby an automatic color slide projector shows Nalley's operation, from food growing and processing to final

distribution to the consumer.

A central exhibit features an unusual display rising from the pool. Shown here are the great variety of Nalley's products that are produced in its 19 plants in the western United States and Canada.

The unique theater seats 250 visitors. Shown here are specially-produced motion pictures, filmed in the Pacific Northwest. The films depict the scenic beauty of the Northwest's many mountain ranges, lakes, forests and ocean beaches. Produced by Armand Piaggi of San Francisco, the films describe the tremendous contrasts that exist between different parts of this region.

AMERICAN HOME OF THE IMMEDIATE FUTURE

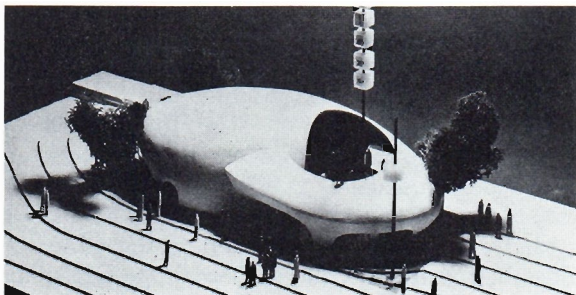
The American Home of the Immediate Future, next to the bank on Friendship Mall, incorporates many practical advances in the manufacture of homes. "Manufacture" is the correct word, because the American Home was designed to be pre-built by the Panelbild Division of U. S. Plywood Corp.

It differs from the usual pre-fabricated home in that entire sections of the house are factory-made, then simply bolted to-

gether on the lot. Thus, the homeowner chooses the number of bedrooms he wants and orders a bedroom wing appropriately equipped.

The house has a steel frame, which is bolted together, and wood paneling or siding. In the futuristic American Home there are three bedrooms, two baths, a den, living room, service area and kitchen. It was assembled from the pre-fabricated elements delivered to the site.

Visit Nalley's Unique Space Age Theatre



See the scenic wonders of the magnificent Northwest filmed in beautiful natural color. Also unusual, exciting space age and adventure films. Relax in cool comfort in Nalley's amazing theatre of the future. Everyone welcome. No admission charge. Continuous showings.

Nalley's

Family of Fine Foods

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aqua-pull

UNDERWATER PULL CABLE

Enjoy the latest development in water sports—5 to 6 motorless, noiseless fast-boats propelled by underwater cables—for low-cost enjoyment of water-skiing. Made in Switzerland. Patented installation. Now, for the first time in the United States, on Green Lake in Seattle (July-October).

Swiss Factory:

Willy Buhler

Berne, Switzerland

aqua pull

U. S. Representative:

Fred A. Picard

Sun Valley, Idaho

GENERAL INSURANCE COMPANY INFORMATION CENTER

The Seattle World's Fair Information Center is located in front of the United States Science Pavilion on Friendship Mall. It is sponsored by the General Insurance Company of America, whose home office is in Seattle.

A coral-colored nylon roof tops the open-sided structure. Ten trained guides help visitors with information about the fair, Seattle and the Pacific Northwest.

The guides, young ladies dressed in yellow blouses and brown skirts, have complete information on locations of buildings, exhibits and service facilities at the fair. In addition, they

will answer questions about places to see, transportation, lodging, service club meetings and sightseeing.

The Information Center also serves as a message center, where visitors can exchange personal messages. The master guest book is kept at the center.

Two large site plans, a large-scale map of the Northwest and a street guide of Seattle are posted at the center. A self-operated plot-locator is near the triangular 50-foot information sign. By using the locator, the visitor can chart his course anywhere on the site.

SEATTLE FIRST NATIONAL BANK

The Century 21 Branch of the Seattle First National Bank, located in the northwest corner of Friendship Mall, offers complete banking service to World's Fair visitors.

The exterior of the glass and steel bank building is adorned with the flags of all the nations participating in the World's Fair. Around the bank is an exhibit of Pacific Northwest sculpture, which has been especially assembled.

Inside are 10 tellers' cages. Also, there is a display of old and

unusual coin banks. A new coin and currency packaging machine is one item of experimental bank equipment which the visitor can see in operation.

For the visitor, the services of most interest are check-cashing and change-making. Tourists from overseas can exchange foreign money for United States currency.

Although the branch does offer all bank services, the tellers do not keep bankers' hours: the hours have been adjusted to accommodate the fairgoers' needs.

CHRISTIAN WITNESS PAVILION

The Christian Witness Pavilion on Friendship Mall serves the dual role of presenting a message of hope for the future and housing the fair's Children's Center.

The Children's Center is designed for youngsters from three through seven years old. Educational and entertaining displays and demonstrations provide a Christian atmosphere in which the children can study and play. A professional staff, assisted by volunteers especially trained for the task, supervises the children.

The second role of the pavilion is a visual and audio presentation open to all. Visitors walk into a large auditorium where a seven-minute presentation, aided by lighting and sound effects, sets the stage for the Christian message that the only optimism for a world living with a cobalt bomb is in God.

MOODY INSTITUTE PAVILION

The Christian Businessmen's Committee of Seattle presents Dr. George Speake, of the Moody Institute of Science, Los Angeles, twice daily in a 300-seat theater-auditorium on American Way.

Dr. Speake's famous "Sermons on Science" relate scientific knowledge to the Gospels.



CHRISTIAN PAVILION and Children's Center "dedicated to the children of today, citizens of Century 21."

LOCATION: Across from U. S. Science Pavilion.
PROVIDING creative program for children ages 3 through 7 in two-hour periods from 10 A.M. to 5:45 P.M. Modest charge. Adult visitors welcome.

OTHER FEATURES: Son et Lumiere, a 7-minute, sound and light presentation from 10 A.M. to 10 P.M.; prize-winning stained glass facade; meditation chapel; chaplaincy service; literature, special displays (changed weekly).

CHRISTIAN WITNESS IN CENTURY 21, INC. 21 denominations, 15 other Christian related groups.



THE HALL OF INDUSTRY

On American Way, south of the Plaza of the States, is the block-long Hall of Industry, where 10 domestic industries are on exhibit. Colored plastic pyramids project up from the roof, outside the building, and down from the ceiling, inside.

There are entrances on either side of the hall. They open into corridors which lead to the exhibit areas. On the north side of the building, a glass wall overlooks the Plaza of States and Boulevards of the World.

The largest exhibitor in the hall is the National Cash Register Company. It occupies an L-shaped area at the west end of the building. In it, the company displays the new products it has developed or is working on. They include advanced models of cash registers, computers and record tabulators for business and industry. The exhibit has a collection of cash registers, old and new, manufactured in foreign countries. There is also a demonstration of newly-developed paper, impregnated with pleasing perfumes. In a spacious rest area, visitors may relax in comfort while watching short entertaining movies presented by the National Cash Register Company.

Along the center aisle are exhibits sponsored by REA Express, the H. J. Heinz Company and the S. C. Johnson Company. On the opposite side are exhibits by the aluminum industry, the Rohr Aircraft Company, United Air Lines, the Bekins Moving and Storage Company and Northwest Airlines. Occupying the bay at the east end of the hall is the Carnation Company.

The Carnation exhibit is a graphic presentation of the proposals and programs for meeting the world's growing nutritional requirements. One of the prize displays is the "marvelous milk machine," an animated mechanical cow. The way the cow manufactures milk is demonstrated whimsically, but with complete scientific accuracy. Another display shows, in lighted scenes, the stages in the processing of dairy products. There is a lounge in the exhibit area.

Visitors to the Rohr Aircraft Exhibit can operate a simulated satellite tracking station in one of several "way-out" displays. Others are a cut-away of a scale model missile, the swept wing from a supersonic transport and pictorial presentations of Rohr's activities in the aero-space field.

(Continued)

**SPEAKING OF
THINGS MODERN...TRY**

H-A Hair Arranger



*The modern hairdressing
for the active man!*

BOYER INTERNATIONAL LABORATORIES, INC.
50 East 26th Street • Chicago 16, Illinois

Citizens of Century 21 — the children of today—posed for the picture exhibit sponsored by the Bekins Company. The pictures tell the story of moving day in the year 2000. The United Air Lines Exhibit has an electronic

reservations machine, against which the visitor can pit his memory and speed. The H. J. Heinz Company graphically relates how and where it gets its food products for its operations in the Pacific Northwest.

NORTHWEST AIRLINES EXHIBIT

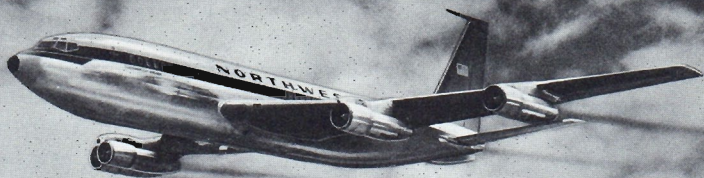
The Northwest Airlines Exhibit may be entered from the center corridor or directly from the balcony on the north side in the Hall of Industry. Its general theme is the flights of the future today. To develop the theme, the exhibit has five distinct elements.

Northwest's 720 B fan-jet aircraft, built by the Boeing Company of Seattle, is featured in two of the sections, which relate specifically to the super-fast jetliner. One display built around the 720 B is a flight table. On it are four telephones which are wired to a special radio receiver. As the visitor picks up one of the phones, the display is activated. He then listens as a Northwest 720 jet goes through a series of simulated airline operations, including take-off, flight, landing and taxiing on airport runways. While the visitor hears these operations explained over the phone, he can watch the operations actually being performed by a model airplane mounted on the flight

table in front of him.

The second unit of the exhibit about the 720 B is an authentic cabin mock-up of the aircraft. Airliner seats, carpeting and interior appointments are used in the mock-up, permitting visitors to experience a "feeling" of flight while they prepare for a "take-off."

In the center of the Northwest Airlines Exhibit is a 20-foot-high pylon, with a revolving top which calls attention to the routes flown by Northwest Airlines. The lower part of the pylon has lighted scenic views of various cities served by Northwest, coast-to-coast, to Hawaii, Alaska and the Orient. Also, there is a unique animated map. By pushing buttons located at a table panel, visitors can see instantaneously the routes flown by Northwest jets and the time required to make the flight between the points shown. A Northwest Airlines' ticket agent is on duty to provide information for visitors about the airline services.



FLY SEATTLE'S OWN BOEING JETS -ON NORTHWEST!

New 720B's outfly all other jets with fan-jet engines to speed you on your way

Boeing's built the best jet yet—and this brand new fan-jet fleet is ready to serve you now on Northwest. These are the jets that leap into the sky with less time on the runway—the jets that climb faster, cruise faster and take less space to land. They're all beauty and business—no nonsense. And they're all comfort inside, too! For reservations, call Northwest, CHerry 3-8000, or your travel agent.

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DETROIT • CHICAGO • FLORIDA • HAWAII • ANCHORAGE • THE ORIENT**

NORTHWEST *Orient* **AIRLINES**

Don't miss the Northwest Orient Airlines exhibit at the Domestic Commerce & Industry Building (#37)!

GREAT BRITAIN'S HALL OF SCIENCE AND TECHNOLOGY

An impressive picture of technological achievement and current research is on view in the British exhibit, where a large area is devoted to exciting animated demonstrations of scientific advances. Great Britain's Pavilion is on the southern side of the International Plaza.

The exhibits are about the projects of scientists in the United Kingdom.

The Hall of Science and Technology contains a long vista of features about a series of scientific fields. A 150-foot wall has exhibits showing the progress of man in conquering his environ-

ment. Opposite are a series of colorful bays containing animations to explain complex technical information. Next is a dramatic demonstration of the contribution British astronomers are making to knowledge of the universe.

In other exhibits which demonstrate British industrial achievements are revolutionary developments in the automobile industry; a number of outstanding scientific instruments; equipment representing break-throughs in a number of important fields of research, and many other products which are helping the march toward a better world.

REPUBLIC OF CHINA PAVILION

Occupying the pavilion at the foot of the stairway on International Plaza South is the Republic of China. It presents a graphic picture of some aspects of modern day living on the island republic.

An important industry, and a growing one, in the Republic of China is textiles. Samples of the wide range of fabrics and patterns created by Nationalist Chinese workers are on display in the exhibit.

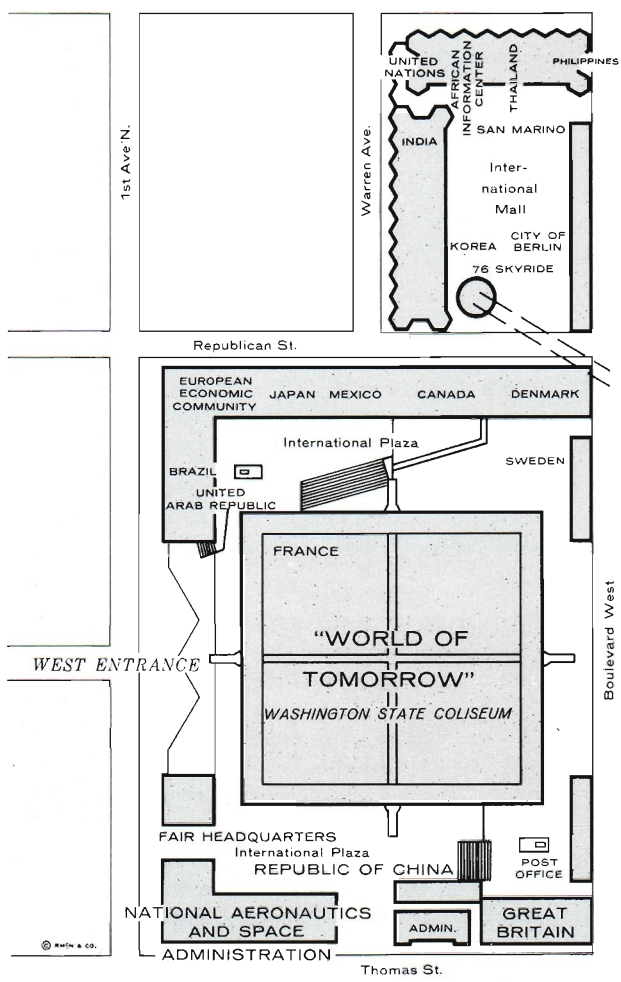
Another consumer industry that the government is encouraging is furniture manufacturing.

"Chinese Modern" is the name of the style demonstrated in the pavilion. It is an adaptation of the famed Mandarin furniture, with silk and brocaded upholstery.

In the ceramics display, figurines and objects of art share the spotlight with dinnerware. There is also a display of silver services manufactured in the Republic of China.

Photographs in another section of the pavilion, which is two stories high, show how people live in the Republic of China.

FOREIGN COMMERCE AND INDUSTRY



GOVERNMENT OF BRAZIL PAVILION

Visitors should be able to “follow their noses” to the Brazilian National Pavilion on the International Plaza. For, in one of the sections, attendants are brewing Brazilian-grown tea and coffee and serving it to visitors.

Brazilian coffee is fairly familiar to most American palates, but that country’s “matte” tea is not, and it should afford tea drinkers a new taste experience.

While sipping tea or drinking coffee the visitors can watch and listen as Brazilian entertainers perform. Artists and others present short lectures on Brazilian life, also. The “acts” will change periodically during the fair, alternating between dancers, singers, and orchestras.

UNITED ARAB REPUBLIC PAVILION

The United Arab Republic Pavilion, on International Plaza, presents a composite picture of modern Egypt, one of the oldest nations in history.

With photographs, motion pictures, displays and samples, the changes taking place in the land of the pharaohs are explained. Since it achieved independence in the post-World War II era, the country’s industrial and social

Another section of the exhibit contains some of the works of famous Brazilian painters and sculptors, while still another has samples of the many minerals found in the country. Among the minerals on display will be several kinds of precious and semi-precious stones, in various stages of refinement.

The potential tourist to Brazil can preview his journey in the gallery of full-color pictures of the South American country’s scenery, people and cities.

The Brazilian Pavilion has a paneled exterior. It is between the Egyptian Pavilion and the European Economic Community Pavilion, just north of the west gate.

patterns have altered radically.

There is a touch of the traditional in the official national exhibit, however. The famed pyramids, temples and statues of antiquity are represented in a photographic gallery of tourist attractions.

The United Arab Republic Pavilion is immediately north of the west gate to the fairgrounds. It adjoins the Brazilian Pavilion.

THE DUPEN FOUNTAIN

Everett DuPen, professor of art at the University of Washington, designed the fountain in the International Plaza, near the Canadian Pavilion. Rising from a shallow pool are three abstract bronze sculptures, which depict the evolution of life from a single cell to

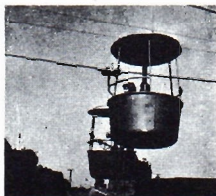
man and the conquest of space.

The figures stand in the midst of water jets and are lighted from beneath by 37 powerful spotlights. The central figure, according to the sculptor, is the tree of life. The other figures are abstracts of sea gulls and flowing seaweed.



PREVIEW: Palm Springs, California, will soon have a VON ROLL aerial tramway like this one, the world's longest of its kind by the world's largest manufacturer of aerial passenger transportation systems. Cabins hold 80 passengers.

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Gondola Skyride, Century 21

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EUROPEAN COMMUNITIES PAVILION

The six-nation European Communities Pavilion is located on the International Plaza.

On entering, the visitor faces motion picture screens with attached telephones. By pressing a button and picking up the phone, he can see and hear one of the leaders of the six countries.

The same system of sound and image is applied—in the same hall—to other screens, where the visitor can see and hear the leaders of the institutions which together form the government of the community. A large map of Europe, a counter for hostesses and a decoration of flags completes the fur-

nishings for the entrance hall.

The main part of the exhibit is divided into two sections. One area, under a canopy suspended from the ceiling, contains a series of displays relating to the history of the community and its origins, objectives, organizational structure and achievements to date.

The other is a series of 15 displays on raised platforms, with scale models of some typical EEC programs in the cultural, engineering and industrial fields.

The six countries are Belgium, France, the Federal Republic of Germany, Italy, Luxembourg and The Netherlands.

GOVERNMENT OF JAPAN PAVILION

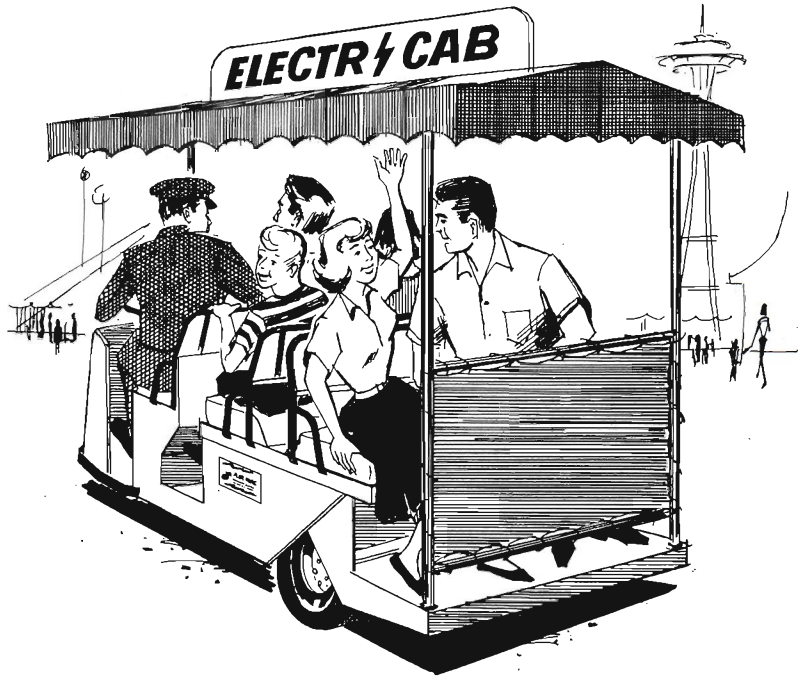
Three faces of Japan are presented to the visitor in the Japanese Pavilion on the International Plaza: traditional cultural patterns, folk arts and crafts and modern industrial progress.

To portray the Japanese way of life, both traditional and modern, the pavilion has a typical Japanese garden in miniature and a typical Japanese room. There are displays of Japanese customs, foods, daily life and architecture.

In display cases are samples of the exquisite handicrafts for which Japanese artisans are famous: silks, hand-made pottery and carved miniatures.

Modern industrial Japan is shown in exhibits of precision instruments for weather prediction, electronic equipment and photographic and optical equipment. Motorcycles are on display also. Japanese heavy industry is represented by scale models of 130,000-ton tankers built in Japan's shipyards. Commerce is demonstrated by a model of the Port of Kobe after its complete reconstruction.

A model office building demonstrates modern Japanese architecture. The model contains a library. Two walls of the garden are formed by screens.



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WORLD'S FAIR DIVISION OF AIR-MAC INC.

GOVERNMENT OF MEXICO PAVILION

The Mexican Pavilion is on the north side of International Plaza. Entry is from the terrace above the DuPen Fountain, or from the adjoining Canadian Pavilion. The government exhibit is one of several Mexican displays at the fair.

In the pavilion are working areas for some of Mexico's finest native artisans and craftsmen. They demonstrate their highly specialized skills and techniques and show the results of their ar-

tistic labors. Among the crafts and craftsmen on display are: leather workers, who fashion the many leather articles for which Mexico is famous; glass blowers, who create glass bowls, vases, and tableware; weavers, who braid colorful Indian blankets and bright cloth; potters, whose work in clay and china is a high art, and metalworkers, who make the bold Mexican silver and gold jewelry. Part of the pavilion displays tourist attractions.

GOVERNMENT OF CANADA PAVILION

The entrance to the Canadian Pavilion on International Plaza is near the striking DuPen Fountain.

To the right of the entry is an information booth. Ahead and slightly to the left is a pictorial introduction to Canadian science. Eskimo paintings hung on the wall to the right set the theme for an exhibit about the Arctic.

Behind the paintings a unique 10-minute animated production visualizes life in the Arctic in the next century.

A circular corridor leads to another exhibit area, which has a model of a Canadian satellite. There are presentations of Canadian mapping and aerial photography. The next section contains

Trans Canada Airways' advanced electronic reservation machine. Also on display is a selection of electronic developments undertaken by the Canadian National Research Council. To the right, and on a lower level, is a 30-foot glass tank which houses a wave-maker used to test breakwater designs.

Another sweeping curved wall contains an exhibit on Canadian medical advances, including a device that reduces birth pain and speeds the birth process.

This is followed by an exhibit of Canadian research into the peaceful uses of atomic energy. In the final section are models and illustrations on transportation in Canada.

Berlin
keystone
of Germany



Berlin
keystone
of freedom

see the Berlin exhibit and hear Mayor Willy Brandt
in a personal message to the visitors of the fair

International area building 3 northwest end of skyride

GOVERNMENT OF DENMARK PAVILION

The two-level, open-walled Danish Pavilion on International Plaza overlooks Boulevard West. It is a showcase for Denmark's high achievement in design. The entrance is on the Plaza.

A floor-to-ceiling mural mounted on two planes occupies the left wall. It depicts the Danish way of life. In the center of the floor, and rising above the level of the balcony, is a modular structure, which presents aspects of the story of modern Denmark.

At the end of the pavilion is

the ramp to the balcony. On the balcony are glass-enclosed display cases filled with examples of Danish craftsmanship and artistry—silverware, porcelain, textiles and decorative pieces.

The balcony windows have a sweeping panorama of the fair. Also on the balcony are displays of modern Danish furniture and samples of Danish textiles. The ramp leads down to the lower level, where there are more display cases and an information desk.

GOVERNMENT OF SWEDEN PAVILION

The Swedish Pavilion on International Plaza and Boulevard West is divided into four sections.

The first of the four sections is built around three important Swedish products—wood, steel and glass. A 2½-ton multi-colored glass wall and a huge piece of high grade iron ore are near a background wall made of Swedish wood.

Opposite the wall are seven treasure chests displaying eight great Swedish inventions.

The lounge area is furnished with modern Swedish furniture and a carpet woven especially for the room.

The second section is the Svenska Butiken—Swedish Shop—in which are displayed Sweden's famous glass and flat wares, ceramics, china, cutlery, textiles, books and records. The articles are on sale.

The Vasa exhibit re-creates the fascinating story of the salvage of a sunken 17th-century Swedish man-of-war in Stockholm's harbor. The ice-cold mud that covered the 1,400-ton sailing vessel preserved it almost intact.

The fourth section of the pavilion has a changing exhibit which presents different aspects of Swedish life, culture and industry.

UNITED NATIONS PAVILION

In the northwest corner of the International Mall, the American Association for the United Nations sponsors a lounge where visitors can meet and talk.

Visitors can meet and talk with officials and persons from United Nations member countries. The pavilion also has a film center and a variety of displays.

GOVERNMENT OF PERU PAVILION

The Government of Peru is represented in its pavilion on the east side of International Mall. Shown

here are examples of Peruvian handicrafts and industry, as well as exhibits of cultural heritages.

CITY OF BERLIN PAVILION

The heroic story of a divided Berlin, an island of freedom behind the Iron Curtain, is told dramatically in audiovisual displays, photographs and motion pictures in the City of Berlin Pavilion on the International Mall.

Berlin, once the capital of Germany and once one of the great cities of the world, is graphically presented in cultural, economic and political terms in the exhibit. The presentation is factual and vivid.

Visitors to the pavilion hear a recorded personal message from Willy Brandt, the mayor of the strife-torn city.

The exhibits explain in detail life of the West Berliners, whose homes are encircled by the huge makeshift wall erected by the East German communists.

Also, West Berlin's strong ties to the free countries of the world are dramatized. The City of West Berlin has been one of Europe's most enthusiastic supporters of the Seattle World's Fair.

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or a Swedish car or a cruise on a Swedish ship! 997 other valuable prizes also waiting to be picked up by you in exciting Key contest. Get your free passport at the Swedish Pavilion for

The Key to Sweden

GOVERNMENT OF THE PHILIPPINES PAVILION

At the north end of the International Mall, the Philippine Pavilion presents a comprehensive portrait of a people building a nation. The Philippine Government Pavilion at the Seattle World's Fair is a joint project of the young nation's Department of Commerce and Industry and the Filipino business community. The Philippine Congress appropriated 500,000 pesos (approximately \$250,000) for the project. Private industry contributed an equal amount to assure Philippine participation in the fair on an unprecedented scale.

The wall facing the entry to the pavilion is covered with kagang, a Philippine ebony of deep lustre. Against it is a white marble information desk, manned by English-speaking representatives of the islands. Along the side of the pavilion, an ornamental reflecting pool depicts the insular character of the country. Out of it rises a fountain utilizing giant Philippine shells. It was designed by a youthful prize-winning Manila sculptor, N. Veloso Abueva.

The exhibit beyond the entry of the two-level pavilion has been divided into four major parts:

The Land shows the geographi-

cal location of the Philippines and its relation to Asian neighbors.

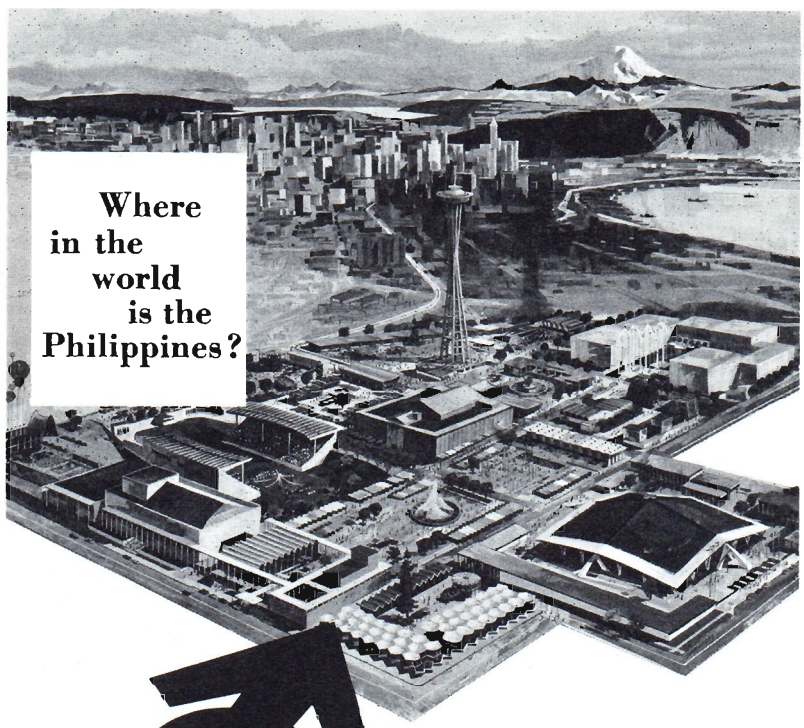
The People shows who the Filipinos are, their racial origins, what they look like, wear and speak, and their historical relations with other people of the world.

Commerce and Industry occupies the mezzanine. Exhibits are of the principle export products of the Philippines, the industries and the abundant natural resources of the country, together with the potential for foreign investment.

The Life and Culture is an exhibition of select pieces of Philippine art.

During Philippine Week, from July 9 to 15, the rich and colorful traditions of the Philippines will be presented in the performances of the Bayanihan Dance Troupe, at the Opera House, concerts by the Philippines Army Band, a Fiesta Filipina, a fashion show about the evolution of the Filipino costume, colorful Philippine jeepneys, Philippine movies and exhibitions of ancient Philippine sports.

Philippine handicrafts are sold in two private concessions on the Boulevards of the World.



Where
in the
world
is the
Philippines?



WE'RE NOT in the West Indies. Not anywhere near South America or Africa. We're there across the Pacific (where we've always been), less than a day by jet from West Coast, U.S.A.

Right now the quicker way to get to us is to take in the Philippine Pavilion. Here, for now at least, is the Philippines—the Land, an English-speaking People, the Culture...our commerce and industries—the real us.

Next time you're in the Far East, drop in and see why more people come to the Philippines . . . and even stay for good.

REPUBLIC OF THE PHILIPPINES (Since 1946)

GOVERNMENT OF THAILAND PAVILION

Thailand, a lush southeast Asian country, has designed an exhibit that reflects its natural and cultural opulence and oriental character. The Thai Pavilion is located on the International Mall.

The traffic flow in the pavilion is regulated to move clockwise. Left of the entry is a series of displays of native handicrafts. On the right is an information booth.

Films on Thai life, customs, history and industry are shown. A recessed seating area with in-laid parquet floor and comfortable

furniture has been placed for visitors' convenience.

At the rear of the pavilion are giant murals of scenes in Thailand. They form the backdrop for a three-dimensional abstract temple that sets the theme of the exhibit. The floor in this area is made of polished marble.

Opposite the theater are display cases containing samples of and information about Thailand's raw materials and manufactured products, such as rubber and tin, rice and grain, fruits and tobacco, silks and tropical furniture woods.

GOVERNMENT OF INDIA PAVILION

Native arts and crafts, plus the products of an industrial revolution, are on display in the spacious Government of India Pavilion on the International Mall.

Readily visible through the ceiling-high windows or through the wide entries of the building are swatches of bright and beautiful Indian textiles, hung in zigzag rows through the hall.

Inside the main entrance is an information booth. Behind it is a large map of India and a photographic display of the major tourist attractions in India.

To the left of the entrance are

exhibits of Indian handicrafts, textiles, carpets, floor coverings and consumer and industrial goods. Behind the information booth, the story of old India and new India is told in a photographic presentation.

A case contains the story of India's five-year plan and samples of its raw material wealth.

A semi-circular display island near the exit shows a high-precision lathe working light industrial materials. In the opposite bay is a selection of the products of India's heavy-engineering industry.



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Just spray and iron...
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AFRICAN NATIONS PAVILION

The nations of Africa, the majority of which have achieved independence since the end of World War II, are introduced and explained in the African Nations Pavilion on the International Mall.

The exhibit shows how experts expect the African continent to develop in the next four decades.

GOVERNMENT OF SAN MARINO PAVILION

San Marino, a tiny, autonomous republic in the Italian Apennine Mountains, near Rimini, has two major industries. One is a government monopoly. It is the issuance of stamps which are world-wide collectors' items. The other is the manufacture, by hand, of highly-prized pottery, which is usually not obtainable in

the United States. It explains the differences between the African peoples and the size and shape of the many new nations on the world's second largest continent.

Included in the displays, which were arranged in cooperation with several universities and associations, are African artifacts and handicrafts.

the United States.

The San Marino Pavilion, located on the east side of the International Mall, displays the products of both industries. The stamp collection presented at the exhibit offers collectors many unusual items. The stamps are on sale. The pottery display shows the skill of the nation's craftsmen.

REPUBLIC OF KOREA PAVILION

More than 800 agricultural, mineral and industrial products are displayed in the exhibit sponsored by the Republic of Korea, in its pavilion on the west side of the International Mall.

Arrayed in display cases, on tables and around the walls of the Korean Pavilion, these products represent both the old and the modern way of doing things in Korea. There are also expressions of the artistic life of the nation, which has been the object of conquest for centuries.

Most important of the traditional displays is the one on lacquerware. Korean artisans have a world-wide reputation for their artistry in applying the lacquer to wooden utensils and ornaments. Another Korean handicraft is that of brass bowls, vases, and plates.

There are 80 exhibits each in the lumber and chinaware displays, 70 in the chemical display, 50 in the fiber display and 40 each in the marine and machine products displays.

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Message from the BUREAU of INTERNATIONAL EXPOSITIONS

The series of important modern international expositions, destined to carry on the traditions of similar displays of Ancient Times and the Middle Ages, was initiated 110 years ago, in 1851, with the opening of the London International Exposition. The success of this exposition was such that there followed immediately afterwards the organization of similar shows celebrating the first astounding achievements of the newly mechanized industries and the refinements of civilization and arts. These initiatives have not all been very disinterested and successful; they were finally getting too numerous and too similar, so that the interest of visitors in them gradually waned; exhibitors got tired and many governments decided to put an end to this confusion.

The first World War broke out just as the Convention aiming at regulating international expositions was going to enter into force. When Peace was restored, expositions reappeared and proliferated. In order to avoid the resulting prejudice caused to the real international events which from time to time proceeded to show the inventory of the riches of nations, of the cultural, scientific and technical progress which human genius made possible, thus affording the people of the world an opportunity to compare their own achievements and to make themselves known to others, 23 countries negotiated, in 1928, a new Convention. Signed on 22 November 1928, ratified shortly afterwards by 11 countries, the Convention has at present 30 signatory nations: AUSTRIA, BELGIUM, BIELORUSSIA, BULGARIA, CANADA, CZECHOSLOVAKIA, DENMARK, FINLAND, FRANCE, GREAT BRITAIN, GERMANY, GREECE, HAITI, HUNGARY, ISRAEL, ITALY, LEBANON, MOROCCO, MONACO, NORWAY, NEW ZEALAND, NETHERLANDS, POLAND, PORTUGAL, ROUMANIA, SWEDEN, SWITZERLAND, TUNISIA, UKRANIA, the USSR.

The object of the Convention is not to sanction the organization of such and such international event, but to grant or to refuse to the participating countries permission to accept an invitation to participate officially in an international exposition, whether the exposition be held on the territory of a contracting or a non-contracting country. The criterion for registering, or simply approving, an exposition—allowing the official participation of countries which have ratified the Convention—depends on the extent to which it is organized in accordance with the rules and regulations of the Convention.

To grant approvals for this purpose a special Body has been set up entrusted with the enforcement of the Convention. This body is the BUREAU OF INTERNATIONAL EXPOSITIONS.

From the very beginning the headquarters of the BIE have been located in Paris at 60 Avenue de La Bourdonnais; the BIE is under the direction of a Director and of his assistants.

The BIE is moral entity not depending on any particular government, acting in the name of a collectivity of States. It has as an essential object mandatory powers: to guarantee the application of the provisions contained in the Convention on the part of proposed expositions and to issue decisions after choosing between several projects.

The powers entrusted to the BIE are exceptional as they are rarely conferred upon any international organ: the power to issue regulations, judicial powers, executive power, power to take decisions without allowing the possibility of an appeal, and the power to elaborate jurisprudence in the matter of international expositions.

It can thus draw up regulations for the enforcement of the provisions of the Convention and international regulations with regard to the operation of the Bureau. The Convention confers upon the Bureau, without possibility of appeal to an arbitral tribunal, the authority to enact with sovereign power on any difficulties which may arise. It has the power to interpret the Convention and its decisions in a decisive manner. Finally the regulations or juridical solutions which it issues to problems submitted to it, either general or specific, constitute in the end the jurisprudence in such matters.

From the time of its inception, the BIE was faced with the choice of various exposition projects. Amongst the principal expositions registered, organized by member countries, or to which it has given its approval when held on the territory of a non-contracting country, it is worth mentioning the following. Before 1939: the 1934 International Exposition of Chicago, the Brussels 1935 Exposition, Paris 1937, New York and Liege 1939.

After the end of the Second World War, the main international exposition registered is the 1958 Brussels Exposition, which has brilliantly demonstrated the continued attraction exercised by this kind of display for the crowds. The very conclusive results obtained by this Exposition are no doubt on the basis of the various projects elaborated since. Thus after having granted its approval to the Seattle International Exposition, the BIE has registered the 1962 Horticultural Special International Exposition, and for 1967, the General International Exposition of Moscow which will be a First category display.

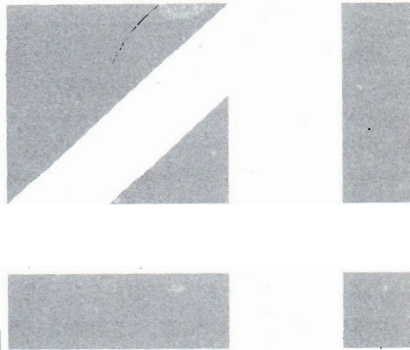
The BIE has been very appreciative of the desire of the organizers of the Seattle Exposition to organize this important display in conformity with the rules contained in the Convention of 22 November 1928, and it has followed with the greatest satisfaction the efforts displayed to the effect. It is therefore with pleasure that, taking into consideration the results obtained, the Board of Directors, in the course of its 47th session of 8 November 1960, has authorized its members to take part in this exposition of particular interest as it is intended to exhibit in advance the scientific aspects of the world of tomorrow. The Council has thus implicitly expressed its encouragement and wishes to Century 21 Exposition, to enable it to achieve success by its exhibitors and its visitors. The good intentions of the BIE have further been proved by the acceptance of the invitation of the Exposition Authorities to set up, within the Exposition grounds, an exhibit illustrating the role and activities of the BIE, thus derogating to the rule which it had hitherto observed of refraining from being present at any of the international expositions even those officially registered with the Bureau.



President du Bureau International
des Expositions
Ancien Ministre



WORLD OF ART



FINE ARTS PAVILION

The Fine Arts exhibition at the Seattle World's Fair is the finest and most extensive collection of painting, sculpture and art objects ever gathered in the West.

The exhibits range from ancient Oriental sculpture to the most modern examples of abstract expressionism. Norman Davis, a Seattle businessman and art collector, is the director of the Fine Arts exhibit.

The Fine Arts Pavilion contains five main galleries. The opening shows, in order of viewing, are Art Since 1950, American; Masterpieces of Art; Art of the Ancient East; Art Since 1950, International, and Northwest Coast Indian Art.

After September 3, the Masterpieces of Art exhibit is replaced by Northwest Painting and Sculpture; Adventures in Art—a show of ceramics, mobiles and glass—and a contemporary show entitled Countries of the Pacific Rim.

ART SINCE 1950, AMERICAN—A group of 80 paintings and 30 sculptures shows examples of the work of leading American artists. Many of the canvases are large and they demonstrate modern art in the field of abstract expressionism.

The works are from such art-

ists as Shahn, O'Keefe, Pollock, Rothko and the Pacific Northwest's own Tobey, Graves, Callahan and Horiuchi.

The gallery was selected by Dr. Sam Hunter, director of the Rose Museum of Art at Brandeis University. The pieces are representative of the trends in today's American art.

MASTERPIECES OF ART—Some of the most beautiful and delicate paintings of the great masters are displayed in the spacious gallery of masterpieces. Some 61 museums in the United States, Canada, France, the Republic of China, Japan and India have loaned 72 works of art for the four-month show at the Seattle World's Fair.

The paintings represent such masters as Titian, Michelangelo and Guardi from Italy; Fragonard, Cezanne and Renoir from France; Constable, Lawrence and Turner from England; Rembrandt, Frans Hals and van Dyke from Holland, and Homer, Marin and Demuth from the United States.

Dr. William Milliken, director emeritus of the Cleveland Museum of Art, assembled the Masterpieces of Art show.

ART OF THE ANCIENT EAST—The Seattle Art Museum, well-

known for its Oriental art collections, has loaned parts of its collection for the Fine Arts Pavilion. Adjacent to the Oriental gallery is a selection of Mark Tobey paintings from the museum.

ART SINCE 1950, INTERNATIONAL—Modern art from around the world is shown in the major collection of 120 paintings and 30 sculptures.

The international collection presents the works of 34 artists from 24 countries, with each artist contributing three or four examples.

Willem Sandberg, director of the Stedelijk Museum of Amsterdam, directed the collection of the international show.

NORTHWEST COAST INDIAN ART—Many of the unique and individualistic pieces of Pacific Northwest Indian art, representing the craftsmanship of native artists before white men came, have been returned for this first major showing. Explorers from Russia, England and the United States had carried the artifacts out of the region. Dr. Erna Gunther, director of the University of Washington Museum, has supervised the show.

NORTHWEST PAINTING AND SCULPTURE, ADVENTURES IN ART AND COUNTRIES OF THE PACIFIC RIM—The three shows

move into the gallery occupied by Masterpieces of Art after Labor Day. Northwest Painting and Sculpture contains the works of a variety of regional artists. Adventures in Art displays some of the unique forms which art takes, in ceramics, glass and mobiles. Countries of the Pacific Rim is a showing of contemporary art from Asian nations.

The Fine Arts Pavilion is a permanent exhibition hall which will remain as part of the Seattle civic center after the World's Fair.

It is located on the Presidential Mall at the north end of the fairgrounds, between the Opera House and the Playhouse. The main entry is past a garden court which is arranged with shrubs and sculptures.

The Fine Arts Pavilion contains 40-thousand square feet of unobstructed floor space. The vaulted ceiling rises 40 feet and the illumination is exceptionally good. The main galleries are divided by fireproof partitions. The exhibition is open from 10 a.m. to 10 p.m. daily. Admission prices are 50 cents for adults and 35 cents for children.

Three catalogs, illustrated in black and white and in color, are offered for sale at \$1, for those who wish detailed explanations and mementos.

ART SINCE 1950, AMERICAN

PAINTERS—

Joseph Albers
William Baziotés
Ilya Bolotowsky
James Brooks
Kenneth Callahan
Nassos Daphnis
Stuart Davis
Willem de Kooning
Richard Diebenkorn
Sam Francis
Helen Frankenthaler
Lee Gatch
Fritz Glarner
Michael Goldberg
Adolf Gottlieb
Morris Graves
John Grillo
Philip Guston
Grace Hartigan
Hans Hofmann
Paul Horiuchi
Paul Jenkins
Jasper Johns
Ellsworth Kelly
Franz Kline
Alfred Leslie
Jack Levine
Morris Louis
Richard Lytle
Conrad Marca-Relli
Joan Mitchell
Robert Motherwell
Robert Neuman
Barnett Newman
Kenneth Noland
Georgia O'Keeffe

Nathan Oliveira
Raymond Parker
Jackson Pollock
Robert Rauschenberg
Ad Reinhardt
Milton Resnick
Larry Rivers
Mark Rothko
Ludwig Sander
Ben Shahn
Charles Sheeler
Theodoros Stamos
Frank Stella
Clyfford Still
Mark Tobey
Bradley Walker Tomlin
Jack Tworok
Esteban Vicente
Jack Youngerman

SCULPTORS—

Leonard Baskin
Lee Bontecou
Alexander Calder
John Chamberlain
Chryssa
Joseph Cornell
Jose de Rivera
Tom Doyle
Herbert Ferber
Dimitri Hadzi
David Hare
Edward Higgins
Richard Hunt
Gabriel Kohn
Ibram Lassaw
Michael Lekakis
Jacques Lipchitz

Seymour Lipton
 Robert Mallary
 James Metcalf
 Louise Nevelson
 Isamu Noguchi
 George Ortman
 James Rosati

Bernard Rosenthal
 Theodore J. Roszak
 David Smith
 Richard Stankiewicz
 George Sugarman
 Jack Zajac
 Wilfrid Zogbaum

MASTERPIECES OF ART

PAINTING—

Portrait of Virginia Roumy,
 Jean Francois Millet.
 Nymphaeas (Water Lilies),
 Claude Monet.
 La Danse dans un Pavillon,
 (Jean) Antoine Watteau.
 Refuge,
 Paul Klee.
 The Table,
 Georges Braque.
 Martyrdom of St. Sebastian,
 Hendrick Terbrugghen.
 Man with Falcon,
 Titian.
 The Old King,
 Georges Rouault.
 Daedalus and Icarus,
 Sir Anthony van Dyck.
 Lion Attacking a Horse,
 George Stubbs.
 La Goulue at Moulin Rouge,
 Henri Toulouse-Lautrec
 The Quaker Meeting,
 Alessandro Magnasco.
 A Franciscan Monk,
 Francisco de Zurbaran.
 Education of the Virgin,
 Jean-Honore Fragonard.

LENDER—

Museum of Fine Arts
 Springfield, Mass.
 Portland Art Museum
 Portland, Ore.
 Cleveland Museum of Art
 Cleveland, O.
 Pasadena Art Museum
 Pasadena, Calif.
 San Francisco Museum of Art
 San Francisco, Calif.
 Allen Art Museum
 Oberlin, O.
 Joslyn Art Museum
 Omaha, Neb.
 Carnegie Institute
 Pittsburgh, Pa.
 The Art Gallery
 Toronto, Canada
 Yale University Art Gallery
 New Haven, Conn.
 Museum of Modern Art
 New York, N. Y.
 Virginia Museum of Art
 Richmond, Va.
 Santa Barbara Museum of Art
 Santa Barbara, Calif.
 Calif. Palace of Legion of Honor
 San Francisco, Calif.

Champleve Enamel Cross

Portrait of Young Woman,

Frans Hals.

Agony in the Garden,

Paul Gauguin.

Blue Horses

Franz Marc.

Marriage of Venice and Adriatic,

Francesco Guardi.

Cleopatra and Servant,

Eugene Delacroix.

The Open Window,

Pierre Bonnard.

Thompson Brothers Fishing,

John Constable.

The Ballet School,

Hilaire Germain Degas.

Portrait of Arthur Atherly as an

Etonian,

Sir Thomas Lawrence.

Christ Trampling on the Lion

and Dragon,

(Enamel Relief).

Champleve and Cloisonne,

(Enamel Reliquary Cross).

Oedipus and the Sphinx,

Jean A. Ingres.

Fifth Plague of Egypt,

Joseph Turner.

Le Chahut,

Georges Seurat.

Portrait of Young Girl,

Berthe Morisot.

Profile and Flowers,

Odilon Redon.

Gulf of Marseilles—Seen from

L'Estaque,

Paul Cezanne.

Cleveland Museum of Art

Cleveland, O.

Baltimore Museum of Art

Baltimore, Md.

Norton Gallery, School of Art

W. Palm Beach, Fla.

Walker Art Center

Minneapolis, Minn.

Museum of Fine Arts

Boston, Mass.

Ackland Memorial Art Center

Chapel Hill, N. C.

The Phillips Collection

Washington, D. C.

Smith College Museum

Northampton, Mass.

Corcoran Gallery

Washington, D. C.

Los Angeles County Museum

Los Angeles, Calif.

Walters Art Gallery

Baltimore, Md.

Walters Art Gallery

Baltimore, Md.

Walters Art Gallery

Baltimore, Md.

John Herron Art Institute

Indianapolis, Ind.

Buffalo Fine Arts Academy

Buffalo, N. Y.

Art Center

La Jolla, Calif.

McNay Art Institute

San Antonio, Tex.

Chicago Art Institute

Chicago, Ill.



St. John the Baptist,
 Michelangelo Caravaggio.
 St. Catherine of Alexandria,
 Bernardo Strozzi.
 St. Francis Venerating Cross,
 El Greco.
 The Game of Skittles,
 Pieter DeHooch.
 Mrs. Robertson Williamson,
 Sir Henry Raeburn.
 La Gouvernante,
 Jean-Baptiste Chardin.
 Picture with White Edge,
 No. 173,
 Wassily Kandinsky.
 Virgin Mary and Christ Child,
 Guido Reni.
 Neapolitan Girl's Head,
 Pierre Auguste Renoir.
 Triumph of Neptune and
 Amphitrite,
 Nicolas Poussin.
 Haniwa Warrior (Japan),
 (5th/6th Century Terra Cotta.)
 The Seine at Lavacourt,
 Claude Monet.
 Marques de Sofraga,
 Francisco Goya.
 Under the Pandanus Tree,
 Paul Gauguin.

The Backgammon Players,
 Dirck van Baburan.
 Portrait of a Man,
 Rembrandt.
 Cemetery,
 Jacob van Ruisdael.
 Nature Morte au Bouquet,
 Pierre Auguste Renoir.

Atkins Museum of Fine Art
 Kansas City, Mo.
 Wadsworth Atheneum
 Hartford, Conn.
 DeYoung Memorial Museum
 San Francisco, Calif.
 Cincinnati Art Museum
 Cincinnati, O.
 Columbus Gallery of Fine Art
 Columbus, O.
 National Gallery
 Ottawa, Canada
 Guggenheim Museum
 New York, N. Y.

North Carolina Museum of Art
 Raleigh, N. C.
 Montreal Museum of Fine Arts
 Montreal, Canada
 Philadelphia Museum of Art
 Philadelphia, Pa.

Seattle Art Museum
 Seattle, Wash.
 Dallas Museum of Fine Arts
 Dallas, Tex.
 San Diego Fine Arts Gallery
 San Diego, Calif.
 Dallas Museum of
 Contemporary Art
 Dallas, Tex.
 Akron Art Institute
 Akron, O.
 Taft Museum
 Cincinnati, O.
 Detroit Institute of Art
 Detroit, Mich.
 Houston Museum of Fine Arts
 Houston, Tex.

Golden Gospels of Otto III, (144 leaves on purple vellum)	Pierpont Morgan Library New York, N. Y.
Cardinal-Infante Ferdinand, Peter Paul Rubens.	Ringling Museum of Art Sarasota, Fla.
Eight Bells, Winslow Homer.	Addison Gallery of American Art Andover, Mass.
Sea Piece, John Marin.	Whitney Museum New York, N. Y.
My Egypt, Charles Demuth.	Whitney Museum New York, N. Y.
Dempsey and Firpo Fight, George Bellows.	Whitney Museum New York, N. Y.
La Savoisienne, Hilaire Germain Degas.	School of Design Providence, R. I.
Le Syphon, Juan Gris.	Rose Art Museum Brandeis University, Mass.
Jungle: Tiger Attacking Buffalo, Henri-Julien Rousseau.	Cleveland Museum of Art Cleveland, O.
French Burgundian Necklace.	Cleveland Museum of Art Cleveland, O.
Pegasus, Albert Pinkham Ryder.	Worcester Art Museum Worcester, Mass.
Portrait of a Woman, Frans Hals.	City Art Museum St. Louis, Mo.
The Annunciation, El Greco.	Toledo Museum of Art Toledo, O.
Salutat, Thomas Eakins.	Addison Gallery of American Art Andover, Mass.
Woman Seated in Chair, Pablo Picasso.	Currier Gallery of Art Manchester, N. H.
Mt. Katahdin, Autumn No. 1, Marsden Hartley.	F. M. Hall Collection University of Nebraska
The Sphinx and Milky Way, Charles Burchfield.	Munson-Williams-Proctor Institute Utica, N. Y.
Minamoto Yoritomo, (Wood Sculpture—Japan).	Tokyo National Museum Tokyo, Japan

Epes Sargent,
John Singleton Copley.
Anyang Elephant,
(Jade Sculpture).
Vishnu (Gupta, 5th Century),
(Stone Sculpture).
La Cage,
Francois Boucher.

National Gallery of Art
Washington, D. C.
Academia Sinica
Republic of China
National Museum
New Delhi, India
The Louvre
Paris, France.

ART SINCE 1950, INTERNATIONAL

PAINTERS—

Fritz Hundertwasser, Austria.
Pierre Alechinsky, Belgium.
Paul-Emile Borduas, Jean-Paul
Riopelle, Canada.
Roberto Matta Echaurren, Chili.
Walasse Ting, Republic of
China.
Asger Jorn, Kurt Sonderborg,
Denmark.
Alan Davie, Francis Bacon, Ben
Nicholson, England.
Roger Bissiere, Jean Dubuffet,
Gea Panter, Pierre Soulages,
France.
Julius Bissier, Karl Otto Goetz,
Germany.
Mordechai Ardon, Joseph
Zaritsky, Israel.
Enrico Baj, Alberto Burri,
Roberto Crippa, Pinot Gallizio,
Renato Guttuso, Italy.
Rufino Tamayo, Mexico.
Karel Appel, Ger Lataster,
Lucebert, Bram van Velde, Jaap

Wagemaker, Netherlands.
Tadeusz Brozorowski, Poland.
Joan Miro, Antonio Saura,
Antonio Tapiés, Spain.

SCULPTORS—

Sesotris Vitullo, Argentina.
Fritz Wotruba, Austria.
Reinoud D 'Haese, Raoul D
'Haese, Belgium.
Jan Koblasa, Czechoslovakia.
Robert Jacobsen, Denmark.
Henry Moore, England.
Jean Arp, Etienne-Martin,
Cesar, Francois Stahly, France.
Norbert Kricke, Germany.
Shamai Haber, Israel.
Marino Marini, Ettore Colla,
Italy.
Sofu Teshigahara, Japan.
Karel Appel, Wessel Couzijn,
Netherlands.
Eduardo Chillida, Spain.
Robert Muller, Jean Tinguely,
Switzerland.

ART OF THE ANCIENT EAST

The exhibit was selected from the collection of the Seattle Art Museum to represent 12 nations of the Far East. Like most of the ancient art of the world, the pieces were essentially inspired by religion: Buddhism, Hinduism, Jain, Shino and ancestral worship. Most of the items are from the Eugene Fuller Memorial Collection, at the museum.

The famous collection reflects the history of mankind throughout the Far East, with an emphasis on the creative achievement of each period.

The 12 countries represented in the Art of the Ancient East gallery are Pakistan, India, Ceylon,

Indonesia, Thailand, Cambodia, Burma, Japan, Korea, Tibet, the Republic of China, and Nepal.

During the World's Fair the Seattle Art Museum will be exhibiting its most important masterpieces in various fields.

A visit to the museum is highly recommended. It is located in Volunteer Park on Capitol Hill, almost directly east of the fairgrounds. It may be reached by Number 10 Capitol Hill bus. Hours: week days (closed Monday) 10 a. m. to 5 p.m.; Sundays and holidays, noon to 5 p. m. (closed Memorial Day); Thursday evenings, 7 to 10 p. m. Admission is free.

NORTHWEST COAST INDIAN ART

In recent years there has been a great interest in the primitive Indian art of the North American continent. One of the most significant of the many groups which are being studied and appreciated is that of the Pacific Northwest coastal tribes.

The center of the gallery is occupied by a large island of Indian carvings, which establishes the theme of the show.

Around the walls of the gallery, large panel paintings by Bill Holm introduce the Northwest Indian motif and serve as

backgrounds for displays.

To the left of the entry are exhibits of carved implements. Next are life-size figures of a shaman in mask and costume and of a tribal chief and his wife in ceremonial regalia.

Along the east wall are carved posts and beams from cedar long houses used by the Kwakiutl tribe.

Other carvings include totem poles and masks which show the variety and drama of the Indian art. And there is a display of figures doing the wolf ritual dance.



WORLD OF  ENTERTAINMENT



THE PERFORMING ARTS

One of the greatest entertainment schedules ever—ballet or pops, jazz or drama, folk-singing or roping-'n-riding—is presented at the Seattle World's Fair.

The fair's \$15 million performing arts program—headlining the best talent from America, Europe, Asia, Africa and Latin America—begins April 21 and continues through October 21.

The spectacular entertainment on the program includes the team of Mexican Motorcycle Police, the Royal Canadian Mounted Police and the Argyle Regimental Band.

For sports enthusiasts the fair presents the Senior National AAU Gymnastic Finals, Philippine Sporting Events, the VFW International Boxing tournament and the International Baton Twirling Competition.

Along classical lines, fairgoers will see some of the world's great orchestras, ballet companies, theatrical productions, artists and instrumentalists.

Appearing with the Seattle Symphony, under the baton of Milton Katims, are Igor Stravinsky, Van Cliburn, Eugene Istomin and Leonard Rose. The Philadelphia Orchestra, with Eugene Ormandy conducting, presents two concerts in May. Verdi's

"Aida," featuring an internationally known cast, appears in a \$125,000 production in June.

Special entertainment for children includes the Ringling Brothers Circus and the Littlest Circus. The Roy Rogers Show, Huckleberry Hound and Yogi Bear also have been signed for the special enjoyment of the youngsters.

Other favorite entertainers are Ed Sullivan, Victor Borge, folk singer Josh White, Lawrence Welk, Nat King Cole and Ella Fitzgerald. Heading the list for evening dancing are Benny Goodman and Count Basie. Edward R. Murrow, Billy Graham, Dunnin-ger, the mentalist, and Theodore Bikel add variety to the roster of important names.

And there's still more.

The Ceylon Dancers, the San Francisco Ballet, the Virginia Tanner Dance Company, the Ukrainian State Dance, the Banyanian Dance Company from the Philippines, Mexico City's Folklorico Ballet and the New York City Center Ballet appear during the fair.

Legitimate theater offerings include the Royal Swedish Dramatic Theater, London's Old Vic in performances of "Romeo and Juliet," "St. Joan" and "Mac-

beth," La Comedie Canadienne in "Bousille and the Just" and the San Francisco Actors' Workshop. Again for the youngsters, the Children's World Theater presents the Nutcracker Suite.

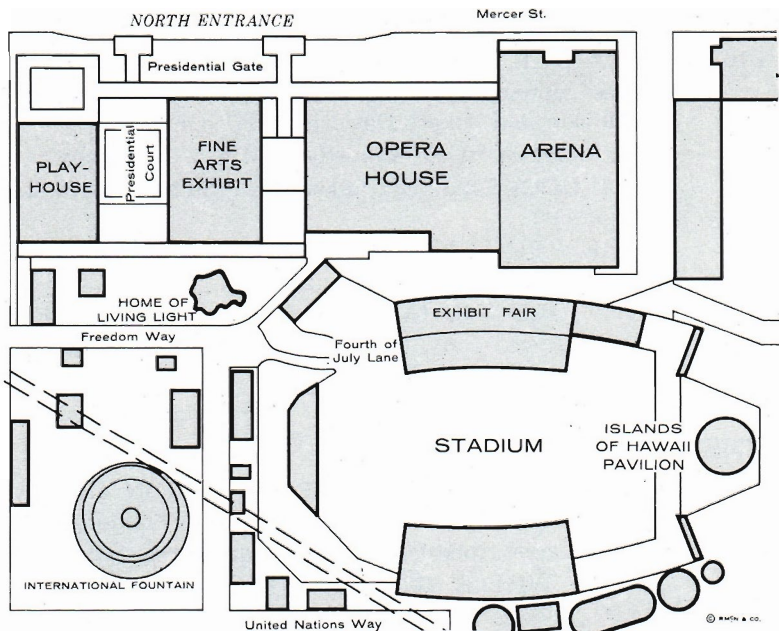
All in all, there is something for everyone on the fairgrounds this summer.

To house the scores of pro-

grams scheduled for the Seattle World's Fair, two theaters are on the fairgrounds: the new 3,100-seat Opera House and an 800-seat Playhouse.

Combined with a 5,500-seat Arena and a 12,000-seat outdoor Stadium, they provide show facilities unparalleled at any world's fair.

WORLD OF ENTERTAINMENT



OPERA HOUSE

APRIL

- 21 OPENING NIGHT GALA; Seattle Symphony Orchestra; Igor Stravinsky guest conductor and Van Cliburn guest soloist; 8:30 p.m.; \$5.00, 8.00, 25.00, 50.00.
- 22 and 25 ED SULLIVAN TV SHOW, live telecast; 5 p.m.; free with site admission.
- 30-May 5 DUNNINGER THE MENTALIST; 8:30 p.m.; \$1.50, 2.00, 2.50, 3.00.

MAY

- 6 THE LITTLEST CIRCUS; 1 and 3:30 p.m.; adults \$1.00, children 50c.
- 8-12 SAN FRANCISCO BALLET; 8:30 p.m.; 2:30 matinee May 11 and 12; \$1.75, 2.50, 3.25, 4.00.
- 13 SCIENCE FICTION PANEL with Rod Serling and Ray Bradbury; 2:30 p.m.; \$2.75.
- 15-16 SEATTLE SYMPHONY ORCHESTRA; Milton Kattims conductor with guest soloists Isaac Stern, Adele Addison and Albert DaCosta; 8:30 p.m.
- 17-19 VICTOR BERGE, "Comedy in Music;" 8:30 p.m.
- 22 THEODORE BIKEL, folksinger; 8:30 p.m.; \$1.75, 2.50, 3.25, 4.00.
- 24-25 THE PHILADELPHIA ORCHESTRA conducted by Eugene Ormandy; 8:30 p.m.
- 29-June 3 THE OLD VIC COMPANY, world's leading Shakespearean company; 8:30 p.m.; 2:30 matinee June 1 and 2 (no evening performance June 2); \$2.75, 3.50, 4.75, 5.50.

JUNE

- 7, 9, 11 SEATTLE SYMPHONY PRODUCTION OF VERDI'S "AIDA," featuring Gloria Davy, Sandor Konya, Irene Dalis, Robert Merrill and Jan Rubes; 8 p.m.
- 10 JOSH WHITE, folksinger; 3 p.m.; \$1.75, 2.50, 3.25, 4.00.
- 17 NORWEGIAN CHORUS AND DANCERS; 7 p.m.

(Continued)

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JUNE, continued

- 18-19 UKRANIAN STATE DANCE COMPANY FROM RUSSIA; first time in America; 8:30 p.m.
22-23 INTERNATIONAL GOSPEL QUARTETS; 8 p.m.

JULY

- 8 S.P.E.B.S.Q.S.A. BARBERSHOP QUARTET SONG FEST; 2:30 and 8:30 p.m.; \$2.00, 3.00, 3.50, 4.00.
9-14 BAYANIHAN DANCERS OF THE PHILIPPINES; 8:30 p.m.; 2:30 matinee May 11 and 14; \$2.25, 3.00, 3.75, 4.50.
24-Aug. 4 NEW YORK CITY BALLET COMPANY; 8:30 p.m.; 2:30 matinee August 25, 28, 29, September 1; \$3.25, 4.00, 4.75, 5.50.

AUGUST

- 27-Sept. 2 FOLKLORICO BALLET OF MEXICO; 8:30 p.m.; 2:30 matinee August 29 and September 1 and 2 (no evening performance September 2); \$2.25, 3.00, 3.75, 4.50.

SEPTEMBER

- 10 C.B.C. VANCOUVER CHAMBER ORCHESTRA, live telecast; 8:30 p.m.; free with site admission.
18-23 D'OYLY CARTE OPERA COMPANY OF ENGLAND; Gilbert and Sullivan programs; 8:30 p.m.; 2:30 matinee September 19, 22, 23; \$2.75, 3.50, 4.25, 5.00.
25-30 RAPSODIA ROMINA; first appearance in North America of the Romanian National Folk Ensemble and the Barbu Lautaru Orchestra of Bucharest; 8:30 p.m.; 2:30 matinee September 29; 3:00 matinee September 30 (no evening performance); \$1.75, 2.50, 3.25, 4.00.

OCTOBER

- 2-7 UDAY SHANKAR DANCERS, temple dancers of India; 8:30 p.m.; 2:30 matinee October 6 and 7; \$2.25, 3.00, 3.75, 4.50.

- 8-13 FOO-HSING THEATER from the Republic of China; 50 children presenting classic Chinese opera; 8:30 p.m.; 2:30 matinee October 10 and 13; \$2.25, 3.00, 3.75, 4.50.
- 14 U. S. MARINE CORPS BAND in concert; 2:30 and 7:30 p.m.; \$1.50, 2.50, 3.50.
- 16-17 SEATTLE SYMPHONY ORCHESTRA, Milton Kattims conductor; world premiere of new work by Gerald Kechley; 8:30 p.m.

(Continued)



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THE PLAYHOUSE

APRIL

- 21-28 CEYLON NATIONAL DANCERS; 8:30 p.m.; \$2.25, 3.00, 3.75.
30-May 5 ROYAL DRAMATIC THEATER OF SWEDEN, plays in Swedish; first appearance in America; 8:30 p.m.; 2:30 matinee May 2 and 5; \$3.00, 4.00, 4.75.

MAY

- 19 CHAMBER MUSIC RECITAL; Isaac Stern, Leonard Rose, Milton Katims and Eugene Istomin; 8:30 p.m.
22 SEATTLE LITTLE SYMPHONY ORCHESTRA; soloists Eugene Istomin and Leonard Rose; 8:30 p.m.
23 C.B.C. JAZZ CONCERT, live telecast; 8 p.m.; free with site admission.
26-27 PACIFIC BALLET COMPANY; 8:30 p.m.; 2:30 matinee May 26.

JUNE

- 13 EDWARD R. MURROW, communications panel; 8:30 p.m.
14-17 VIRGINIA TANNER DANCE THEATER, modern dance group; 8:30 p.m.; 2:30 matinee June 16 and 17 (no evening performance June 17).

JULY

- 2-8 GREAT AMERICAN FILMS; 1:00 and 8:00 p.m.; free with site admission.
6 ADDRESS BY EDWARD R. MURROW; 5 p.m.; free with site admission.
9-14, 16-21 SAN FRANCISCO ACTORS' WORKSHOP; 8:30 p.m.; 2:30 matinee July 11, 14, 18, 21; \$1.75, 2.75, 3.50.
23-Aug. 5 BUNRAKU THEATER OF JAPAN; 8:30 p.m.; 2:30 matinee July 28, 29, August 4, 5; \$3.00, 3.75, 4.50.

AUGUST

- 9-11 RICHARD DYER-BENNET, folksinger; 8:30 p.m.; \$2.50, 3.25, 4.00.

(Continued)

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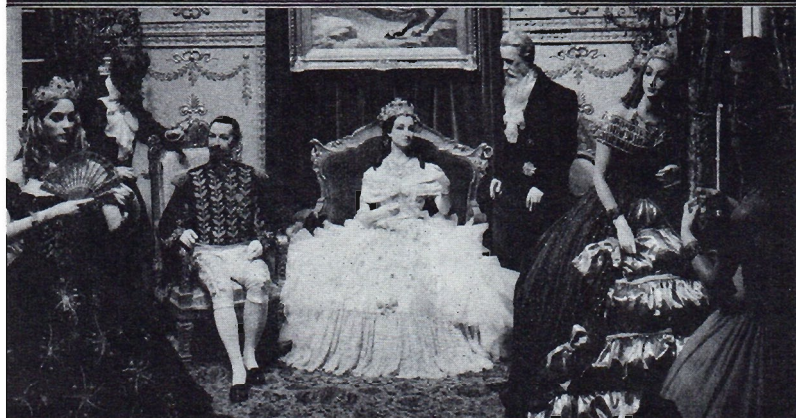
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AUGUST, continued

- 12 JUILLIARD STRING QUARTET, chamber music ensemble; 3 p.m.; \$2.50.
- 13-18 KOREAN FOLKART COMPANY; first time in America; 2:30 and 8:30 p.m.; \$3.50, 4.25, 5.00.
- 20-25 SEATTLE'S CIRQUE THEATER; 8:30 p.m.; August 24 and 25 at 6:15 and 9 p.m.; \$2.00, 2.50.
- 27-Sept. 2 CHILDREN'S THEATER OF AMERICA; "Nutcracker Suite;" 11 a.m.-2 p.m.; adults \$1.00, children 50c.

SEPTEMBER

- 10-16 LA COMEDIE CANADIENNE, "Bousille and the Just;" 8:30 p.m.
- 17-22 CIRQUE THEATER, "View from the Bridge;" 8:30 p.m.; September 21-22 at 6:15 and 9 p.m.; \$2.00, 2.50.
- 24-29 HAL HOLBROOK IN "MARK TWAIN TONIGHT;" 8:30 p.m.; \$3.00, 3.75, 4.00.

OCTOBER

- 19 SOLISTI DE ZAGREB, chamber music ensemble; 8:30 p.m.; \$3.75, 4.75, 5.50.

ARENA

APRIL

- 21-29 SHIPSTADS AND JOHNSON ICE FOLLIES; 1:30, 5:30 and 9 p.m. April 21 and 28; 1:30 and 5:30 p.m. April 22 and 29; 8 p.m. April 23-26; 8:30 p.m. April 27.
- 30 SEATTLE YOUTH SYMPHONY; 8:30 p.m., free.

MAY

- 3-5 AAU GYMNASTIC FINALS; 9 a.m. to 10 p.m.
- 6 PUGET SOUND 1,000-VOICE CHORUS; 4 p.m.
- 7-12 COUNT BASIE ORCHESTRA for listening and dancing; 8:30 p.m. to 12:30 a.m.; \$2.00.

JUNE

- 11-16 BENNY GOODMAN ORCHESTRA for listening and dancing; 8:30 p.m. to 12:30 a.m.; \$2.00.

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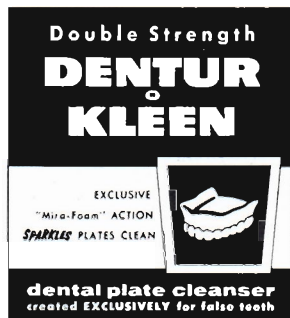
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One easy application lasts up to six weeks. Molds to the natural shape of your gums for firmer, more comfortable fit. Removable any time.

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DENTUR-EZE

JULY

- 15-16 LAWRENCE WELK AND HIS CHAMPAGNE
MUSIC; 3:30 and 8:30 p.m.
24-29 NAT KING COLE; 8:30 p.m.; \$2.25, 3.00, 3.75, 4.50.

AUGUST

- 3-4 ELLA FITZGERALD; 8:30 p.m.; \$2.25, 3.00, 3.75, 4.50.
6-12 RINGLING BROS. CIRCUS; 2 and 8 p.m.
15-16 MORMON TABERNACLE CHOIR; 8:30 p.m.
17-18 SQUARE DANCING; 8:30 p.m. to midnight; \$1.50.
27-Sept. 1 MORMON PAGEANT; 2:20 and 8:30 p.m.; \$1.75,
2.75, 4.00.

SEPTEMBER

- 13-16 SHRINE CIRCUS.
19-23 CENTURY 21 HORSE SHOW; 2 and 8 p.m.

OCTOBER

- 5 ARGYLL HIGHLANDER MILITARY TATTOO;
8:30 p.m.

STADIUM

- Apr. 22 SPECIAL EASTER SERVICES; 4:30 p.m.
June 23- ROY ROGERS AND DALE EVANS WESTERN
July 7 SHOW; 2:30 p.m.; reserved seating \$2.50; general ad-
mission, adults \$1.50, children 75c; 8:30 p.m.; reserved
seating \$2.50; general admission, adults \$2.00, children
\$1.00.
July 8 BILLY GRAHAM; 3 p.m.



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Relax, enjoy a PIZZA

Available at Booths No. 24—Food Circus;
No. 120—Gayway; No. 150—Boulevard of Nations

Pizza for 21 Corp.

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stars like these every day of the year!

The world's greatest entertainers appear at

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RENO AND LAKE TAHOE, NEVADA

GIRLS! GIRLS! GIRLS! GIRLS! GIRLS! GIRLS! GIRLS! GIRLS! GIRLS! GIRLS!

GIRLS! GIRLS! GIRLS!



You are **BACKSTAGE** **IN PERSON!**
WITH THE MOST BEAUTIFUL GIRLS
ON EARTH!



PEEP!
PEEP!
PEEP!

See Girls...they've made every
World's Fair Famous!

You are Backstage in their
fabulous dressing rooms...

See "Heavenly Bodies" in
person! Dozens of them...
Look as Long as you Wish!

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LEROY PRINZ

NEW! DIFFERENT! ADULTS ONLY! ALL THE FUN & EXCITEMENT
OF THE MOST FABULOUS PEEP SHOW IN THE WORLD! CONTINUOUS ALL-
GIRL PRESENTATION WITH GLAMOUR OF LES VEGAS, HOLLYWOOD AND NEW
YORK. IT'S NAUGHTY BUT NICE! "DON'T MISS IT"

ON SHOW STREET NORTHEAST CORNER
OF THE FAIRGROUNDS!



SHOW STREET 6

Show Street is the "adult entertainment" section of the fair. The name applies both to the street in the northeast corner of the fairgrounds and to the U-shaped building complex that houses the nightly attractions.

At the head of the street is Gracie Hansen's Paradise International, a plush 700-seat theater restaurant. It offers four shows a night, described as "extravagant production numbers featuring the world's most beautiful girls, interspersed with internationally renowned specialty performers."

Another "girl show" on Show Street is "Backstage, U. S. A." The patrons stand or walk through the stagedoor of a gaiety theater and see the on-stage performance from the stagehands' side. Also, they get a glimpse into the dressing rooms of the performers. The director of Backstage U. S. A., LeRoy Prinz, was chore-

ographer for the motion pictures "South Pacific" and "The Ten Commandments."

"Paris Spectacular," a wax museum, presents 40 scenes from history, plus great historical paintings. The wax figures and precisely-accurate costumes are imported from the Edart Museum in Paris.

Also along the street are a data processing center, where an electronic "brain" analyzes handwriting, and the Tepee Salmon Barbeque, which serves Indian-style salmon.

The Japanese Village in front of the stadium has an admission charge of \$1 for adults and 50 cents for children.

Inside is an authentic replica of a Japanese temple, with 24 miniature shrines that are accurate copies of originals in Japan's Nikko National Park. A thousand hand-made dolls are on display.

Reportedly it took 54 men 22 years to produce the dolls and the shrines, as a cost of \$2.5 million.

In another part of the village is a traditional Japanese garden, complete with colored lanterns, arching bridges and waterways. Japanese food is served and the Japanese merchandise on display can be purchased. The village pre-

sents shows of the art of flower arranging. Two other shows demonstrate more athletic activity: sumo wrestling, and women pearl divers at "work" in a tank with windowed sides.

Another mood and culture is captured in the nearby Hawaiian Pavilion. The 12-sided all-wood building is in contemporary poly-

GRACIE HANSEN PRESENTS
BARRY ASHTON'S "A NIGHT IN PARADISE"

Where the
Girls Are!...



Gracie Hansen's

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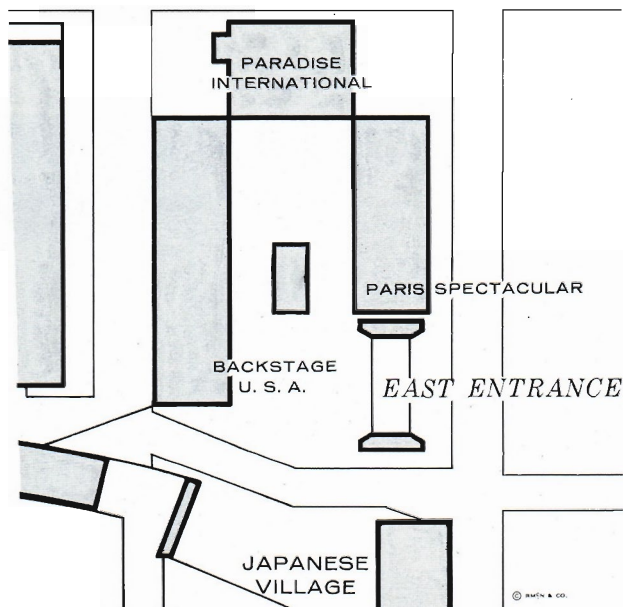
nesian architectural style. It resembles a great Hawaiian hut, stained in natural dark wood colors. The wall decorations and ornaments are imported from the islands.

There are two parts to the pavilion—show rooms with space for 12 concessionaires selling products made in the islands, and a

600-seat theater. Four performances a day by the best entertainers in Polynesia are scheduled in the theater. The Hilo Hawaiians are providing the music for the singing and dancing acts throughout the fair.

Floral fragrances reminiscent of the islands fill the air, along with subdued Hawaiian music.

SHOW STREET



A third culture is presented in the Spanish Village Fiesta which is at the west, or open, end of the Stadium. There is a display of the birthplace of the Spanish priest who established many of the early missions in California.

Back at the Quick Draw Theater, in the general Gayway area, the small fry and the young at heart can test their speed with a gun against an electronic timer. First, a movie gives them lessons on the fine art of gun slinging. Every hour, Arvo Ojala, a professional "gunman," demonstrates his highly developed skills at gun twirling and drawing. Holsters and a book entitled

"Secrets of the Fast Draw," are on sale.

The Supreme Divers present a high diving act and a skin diving exhibition in a glass tank, on Show Street.

The Diamond Horseshoe, as its name implies, recalls the Gay Nineties in decor and entertainment. It is a lounge where beer, wine and soft drinks are available in a Diamond Jim Brady atmosphere.

Les Poupee de Paris is the name of an imported puppet and magic show in a little theater on Show Street. It presents light-hearted and innocent skits suitable for all ages.



WALT SCARFF • PHOTO

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GAYWAY

The fun belt begins with Gayway 21, a space-oriented, spectacular amusement zone.

The Gayway has 20 rides which are either brand new or especially redone for the Seattle World's Fair. Two veteran amusement park operators assembled them at the cost of \$2 million.

Among the familiar stand-bys that have been renamed and refurbished are the Wild Mouse, (a roller coaster that goes sideways), the Space Wheel (a 95-foot-high ferris wheel), the Distel (dodgem cars on a freeway scale) and the Allortria (the newest version of fun house).

The Skyride, which starts in the amusement zone, ends in the International Mall on the other side of the Fairgrounds. It is

something more than the typical midway ride. Cables strung 60 and more feet above the ground carry bucket-like cars, with capacities of three persons, on a 1,400 foot sky ride. The passengers see the fair below them.

Several of the European imports among the Gayway rides have scored popular successes overseas. Among these are: Le-Mans, a miniature of the road race of the same name; the Rotor, which is an experiment in centrifugal force, and the Cake Walk, a kind of balancing act.

Among the rides created for the Gayway are the Crystal Maze, new thoughts on an old carnival routine, and the Space Whirl, "featuring controllable cars spinning in several directions."

The Sea Horse

OCEAN FRESH SEAFOODS • STEAKS • PRIME RIB
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Marie's BLUE CHEESE DRESSING

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**PUGET SOUND
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VARIED MENU
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EXTRAORDINARY
DAILY BUFFET
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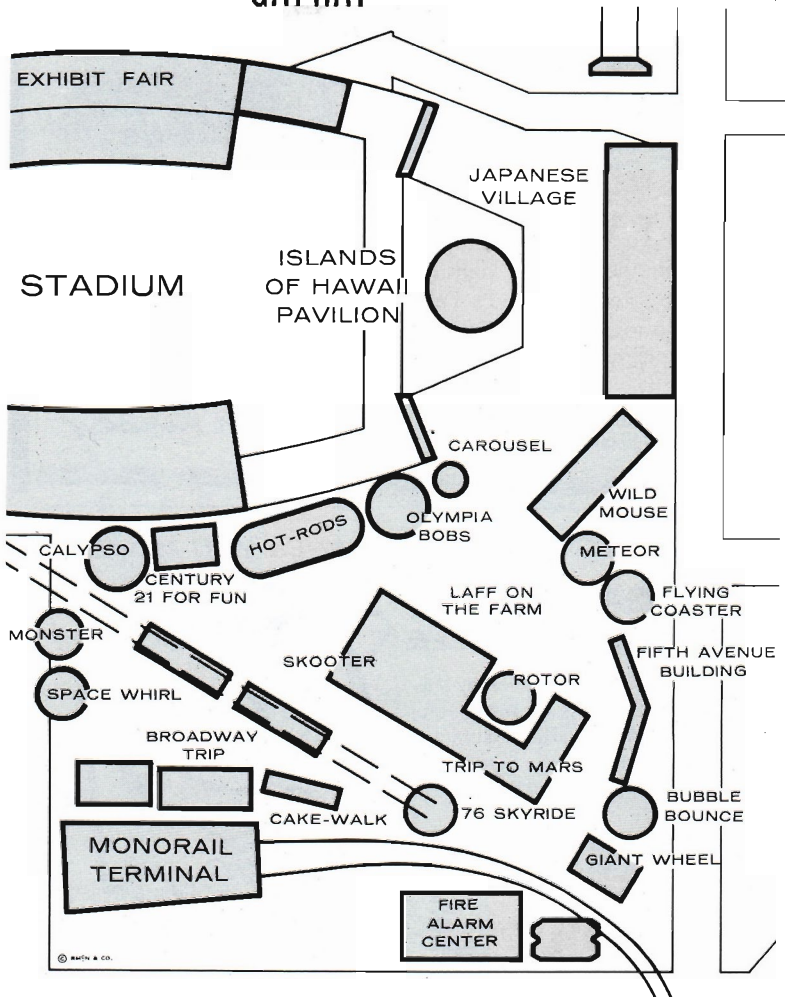
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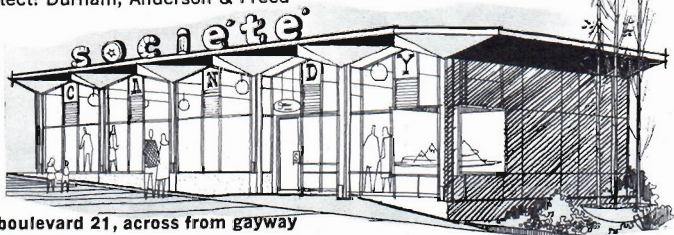
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Monday thru Saturday
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VIKING
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GAYWAY



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On boulevard 21, across from gayway

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Come inside this miniature candy factory to see the fascinating display of the most unique candy in the world—Societe Candy Pebbles!

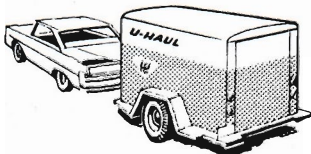
Societe Candyrama
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BOULEVARDS OF THE WORLD 8

The Boulevards of the World area is the shopping center of the fair. Stores, stands and kiosks displaying the goods and gifts of a dozen nations line the gay and colorful thoroughfares that tie the five theme Worlds of Century 21 together.

Exotic shops and restaurants are on Boulevard East, Boulevard West, Freedom Way and United Nations Way.

In among the bazaars are fine restaurants and elegant exhibits. In the streets, kiosks display food and favors for sale, while along the edges are benches for the sightseers.

Foreign merchandise on sale on the Boulevards of the World includes: Swiss clocks, Moroccan handicrafts, Hong Kong furniture, German and Philippine products, Hong Kong tailored clothes, and Syrian, Thai, Egyptian, Japanese and Yugoslavian exports.

In addition to the conventional restaurants, where excellent service is available, the Boulevards contain a pastry shop from Brittany, a Belgian waffle house, a German restaurant and beer cellar, a Danish sausage shop, an American pancake house and Mexican cantina.

Toys, novelty hats and headgear, the official souvenir programs, candy, cameras and photographic equipment, jewels and jewelry, collectors' coins and flowers are among the many domestic and imported items that can be purchased in the shops and kiosks on the Boulevards.

The Canadian Pacific Airlines, the Port of Seattle, the states of Oregon and Arizona, the Washington State International Trade Fair and the Western Washington Corporation of Seventh Day Adventists have exhibits on the Boulevards.

at the fair visit

CHINN'S TEA HOUSE

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for delightfully authentic and
refreshing Chinese delicacies...

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BOOTH NO. 25, FOOD CIRCUS BUILDING
CENTURY 21 EXPOSITION



a touch of old Italy

CASA VILLA

Italian Dinners

MUSIC NIGHTLY

*exciting, authentic Italian Cuisine in old
world charm surroundings... luncheon,
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DELICIOUS DINING AND PLEASANT

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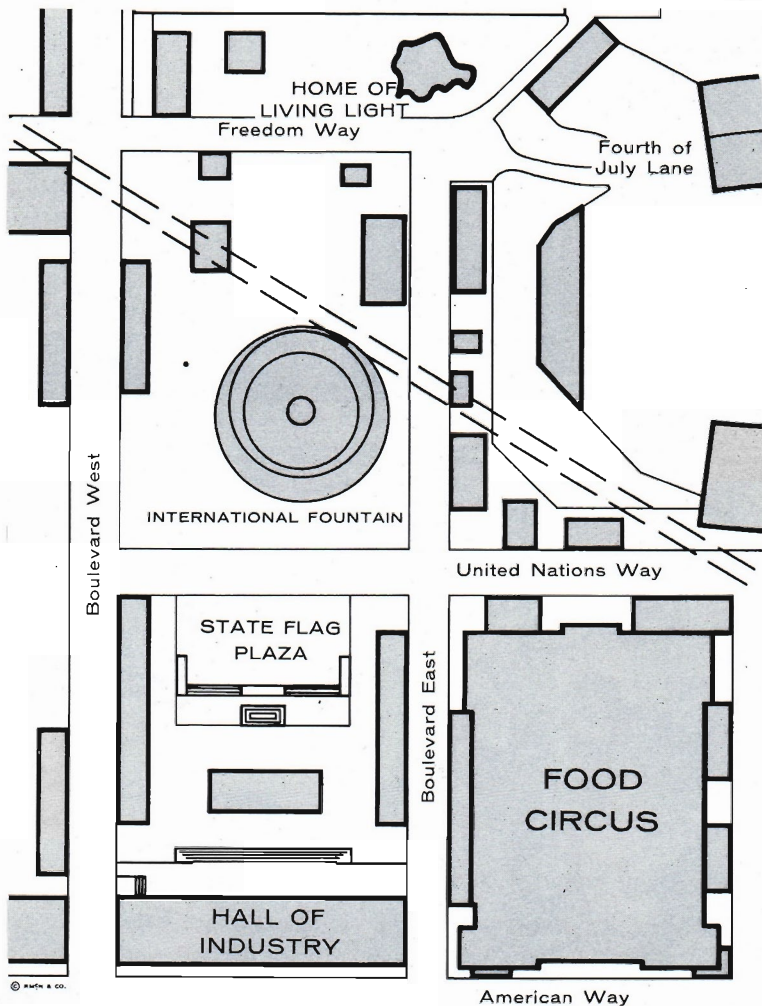
MODERATELY PRICED LUNCHEONS & DINNERS
YOUR FAVORITE BEVERAGE IN THE

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AMPLE PARKING—MEMBER: SELECT RESTAURANTS

BOULEVARDS OF THE WORLD





Hofbrau Haus

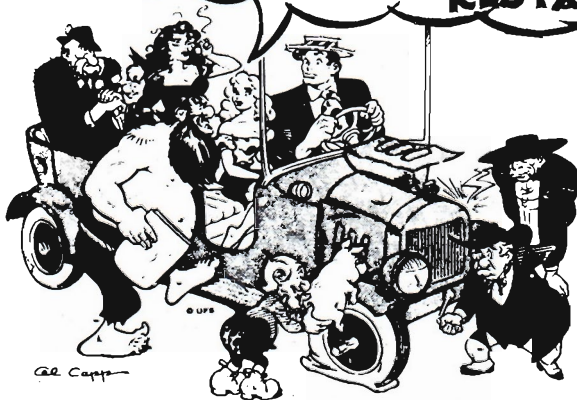


The Hofbrau Haus is truly where fun and fine foods clap hands! Enjoy world famous imported Ritter Brau and Bohemian on draft as you tap your toes to the lively Hofbrau Tyrolean Band! Just a minute or two from downtown or the Fair grounds takes you out of the Space Age and into a New Year's Eve of Old World charm and gaiety.

5th and Lenora Seattle 1, Wash.

ON THE MONORAIL LINE TO THE WORLD'S FAIR GROUNDS

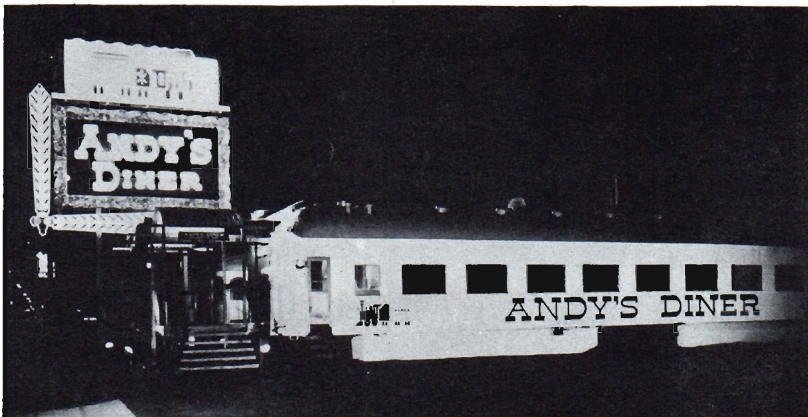
**Y' ALL BETTER COME ALONG TOO...
HONGRY FOLKS JES NATCHERLY
HEADS FO MAH **Li'L ABNER
RESTAURANT****



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TREE
BLOCKS
FRUM
THE
FAIR"**

**FREE
PARKIN**

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OPEN DAILY
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FOR MEMORABLE EATING



THE PARLOR CAR, ONE OF FIVE

In vintage railroad cars that clicked over long lonely miles of pioneer days trackage you are served the finest quality steaks, aged carefully for flavor and texture, charcoal broiled to a gourmet's delight. The distinctive menu was originally designed for men, as was Andy's Lounge Car with its early-days railroad art gallery, but today it's equally popular with the ladies who appreciate the delights of fine dining. You will sense the pride with which your luncheon or dinner is served.



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Swiss clocks; Boulevard West.

Baker: Moroccan handicrafts;
south of Playhouse.

Cathay Arts Co.:
Hong Kong furniture;
Boulevard West.

China Products Center:
Formosan imports;
Boulevard West.

Funel Des Cannes: perfumes;
Boulevard West.

Gabriel and Hewitt:
German merchandise;
Boulevard West.

Garcia Homecrafts:
Philippine merchandise;
Boulevard East.

Golden Rooster: jewels;
Boulevard East.

Imports International:
Japanese merchandise;
Boulevard West.

Madame Carsignol-Perves:
French pastry and goods;
Boulevard West.

Mantilla's: merchandise;
International Mall.

Mei Wah Silk Co.: silk;
Boulevard West.

Mohan's Ltd.: tailor shop;
Boulevard West.

Mexico: merchandise;
Boulevard West.

Philippines Handicraft
Industries, Inc.:
Philippine merchandise;
Boulevard West.

S. Samran Thailand Co.:
Thai merchandise;
Boulevard West.

St. Paul's Factory:
Syrian merchandise;
south of Playhouse.

Sweden: merchandise;
Boulevard West.

United Arab Republic:
merchandise; Boulevard West.

Uwajimaya Co.: merchandise;
Boulevard West.

World Imports, Inc.:
Japanese merchandise;
Boulevard West.

Yugoexport, Inc.:
Yugoslavian merchandise;
Boulevard East.

GENERAL MERCHANDISE AND SERVICES

Acme Publications, Inc.: Official
Souvenir Programs and Guide
Books; eight kiosks, all gates.

Air Mac, Inc.: Electricabs,
Pedicabs, Kiddiecabs; north,
south, east gates, Coliseum,

Monorail terminal.

AMT Corp.: hobby kits;
Boulevard East.

Batt and Conklin: statue
molding machines; Friendship
Mall, Gayway, Exhibit Fair.

(Continued)

Bickner Co.:
redwood nameplates;
United Nations Way.

Brand ID: personality shop;
Freedom Way.

Canadian Pacific: travel
information; United Nations
Way at Boulevard East.

Carellen Productions:
foot vibrators; International
Mall, International Plaza,
Friendship Mall, Exhibit Fair.

Centronics: electronics sales;
American Way at
Boulevard East.

Century Souvenir Co.:
souvenirs and novelties;
16 fairgrounds locations.

Det's Toyland: toys;
Boulevards of the World.

Engineered Dynamics: badges.
American Way.

Exposition Hatters: novelty hats;
Gayway, Friendship Mall,
Boulevard West, Exhibit Fair.

Florist Supplies: flowers.
Freedom Way.

International Artists Bazaar:
silhouettes, caricatures;
Boulevard West.

Klepper Corp.: camping equip-
ment, boats;
Boulevard East.

Matlack: pop-up toy;
Monorail terminal,
Exhibit Fair.

Matlack: merchandise sales;
International Mall,
base of Space Needle,
Exhibit Fair.

Mineo: records; Boulevard East
at United Nations Way.

Morley Studios: photographs
and photographic merchandise;
Gayway, Friendship Mall,
Boulevard 21.

Niagara Therapy Co.: massage.
Boulevard East.

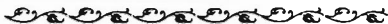
Northwest Historical Medals:
numismatic shop;
United Nations Way.

Panowest: stroller rental;
all gates, Monorail terminal.

Philatelic: philatelic stand;
base of Space Needle.

R and R Van Hollebeke:
pencil coloring set;
Monorail terminal.

(Continued)



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Science Toy Store: toys;
International Plaza.

Sprincin: plush animals;
Boulevard 21.

Uptown Florists, Inc.: flowers;
carts on Boulevards of the
World, Friendship Mall.

Washington State Institutions:
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Western Union: wire service;
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Zoo Tours: trackless trains;
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four other locations.

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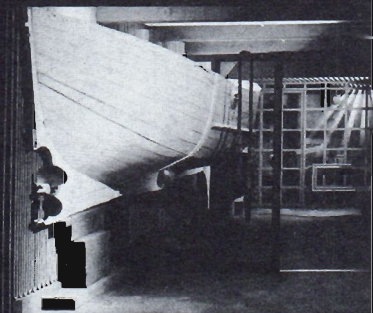
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BAR-S

Only brand served at the fair

The only meat products served at the Seattle World's Fair are Bar-S! That's your assurance of quality in every Bar-S meat product you buy.

Come to the Bar-S exhibit at the Food Circus.



Seattle Packing Company, Seattle, Washington

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The Cudahy Packing Co.

ONLY THE BEST IS BRANDED BAR-S

THE PLAZA OF THE STATES

In the center of the fairgrounds, south of United Nations Way, is the Plaza of States. The flags of all the states surround the Plaza and at the bases of their poles are commemorative plaques.

During the fair, each state will be honored in special ceremonies

at the Plaza. Washington's Governor Albert D. Rosellini will welcome visiting governors on special days.

Entertainment will be provided by performers from the guest state, both at the ceremonies and in the World of Entertainment.

STATE DAYS AT THE FAIR ARE:

Alabama: July 9.

Alaska: July 7.

Arizona: Aug. 15.

Arkansas: April 29.

California: June 15.

Colorado: May 15.

Connecticut: June 2.

Delaware: Aug. 1.

Florida: June 27.

Georgia: June 9.

Hawaii: June 5.

Idaho: Apr. 24.

Illinois: June 20

Indiana: June 8.

Iowa: May 12.

Kansas: June 7.

Kentucky: July 21.

Louisiana: June 13.

Maine: Oct. 1.

Maryland: Sept. 12.

Massachusetts: Aug. 4.

Michigan: June 19.

Minnesota: June 12.

Mississippi: Sept. 4.

Missouri: June 11.

Montana: Apr. 28.

Nebraska: May 25.

Nevada: June 12.

New Hampshire: Sept. 28.

New Jersey: July 20.

New Mexico: July 14.

New York: June 10.

North Carolina: June 23.

North Dakota: June 5.

Ohio: Sept. 7.

Oklahoma: May 31.

Oregon: May 26.

Pennsylvania: July 3.

Rhode Island: June 22.

South Carolina: June 28.

South Dakota: June 10.

Tennessee: Sept. 1.

Texas: Apr. 27.

Utah: Aug. 16.

Vermont: Sept. 27.

Virginia: Sept. 5.

Washington: Apr. 21.

West Virginia: June 20.

Wisconsin: Apr. 23.

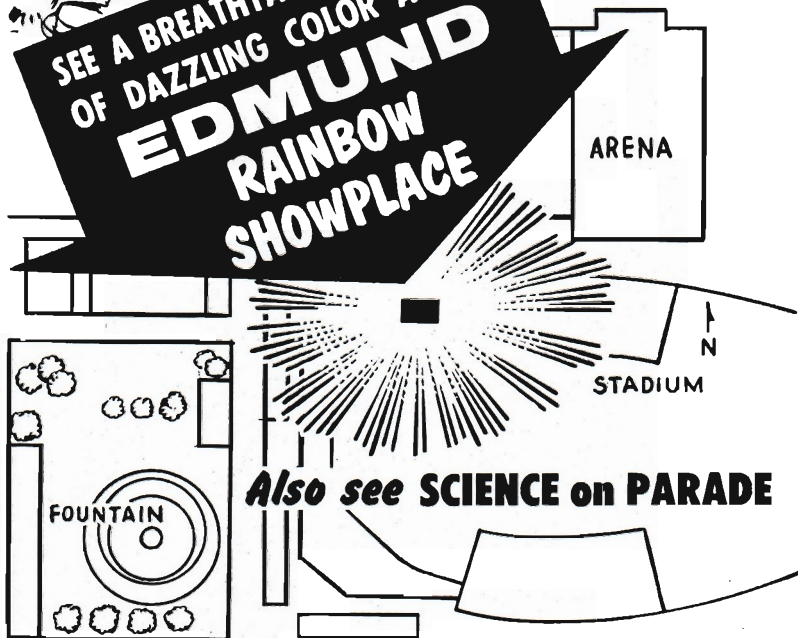
Wyoming: June 3.



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WEST END OF THE STADIUM NORTH STANDS—DON'T MISS IT!



EXHIBIT FAIR 9

Beneath the north stands of the Stadium is the Exhibit Fair—a shopping district offering a variety of goods from books to “scientific” jewelry.

Visitors can reach the area through Fourth of July Lane, from the Stadium or from Show Street. The Exhibit Fair concessionaires are:

- Aaronson: vinyl toys.
- Arizona Golden Years: real estate.
- Batt and Conklin: statue-molding machines.
- Buckinger-James: caricature sculpture.
- Candied Apples: apples.
- Carellen Productions: foot vibrators.
- Century Concessions: automats.
- Century Souvenirs: souvenirs.
- Chicken Delight: fried chicken.

- Collier Encyclopedia: encyclopedias.
- Custom Ceramics: plates.
- De Gonslar-Olson: magic items.
- Denisen Arts Ltd.: art sales.
- Edmund Scientific: jewelry.
- Encyclopedia Americana: encyclopedias.
- Evergreen Stamps: stamps.
- Exposition Hatters: novelty headgear.
- Field Enterprises: encyclopedias.
- Fritter-Frank: hot dogs.
- K-D-L Hardware: key stand.
- Lovejoy's Perfume: perfume.
- Matlack: general merchandise.
- Melby Candies: candy.
- Relax-4-Life: massage chairs.
- Spencer Press: encyclopedias.
- Trans-Canada: Canadian tour books.
- Western Novelty: handicraft.



Exotic Polynesian Entertainment *...direct from the islands*

Young or old, you'll long remember the incomparable Fire and Sword Dancers, the machine-gun movements of the tantalizing Tahitian Dancing Girls. At the Polynesian Playhouse, it's the best in authentic native entertainment from Hawaii, Tahiti and Samoa, performing at popular show times daily. Island products and foods available in the exhibit areas.

The Hawaii Pavilion

at the Seattle World's Fair





FOOD & FAVORS **10**

Snacks and meals are available almost anywhere you go on the fairgrounds. In addition to the food concessions to be found in the fabulous Food Circus (see Section 11), there are places to eat in every area.

Fine restaurants offering haut cuisine, snack stands and automats are among the concessions serving food in a variety of forms.

Visitors can please both their appetites and their purses at one of the eating places listed below. They offer food to eat standing up or sitting down, in elegant leisure or on the run.

The restaurants are:

Camelot—in the Food Circus; charcoal broiled hamburgers and beer.

Century Inn—self-service meals; on Friendship Mall at Boulevard 21.

Century Plaza—moderate-price, quick-service restaurant

just south of the Plaza of the States, on United Nations Way.

Century 21 Club—a private club on Friendship Mall.

Chun King—on United Nations Way opposite Food Circus; Chinese food.

Eye of the Needle—restaurant with cocktail service at the top of the Space Needle.

The Hofbrau Haus—a German restaurant and beer garden at the corner of Boulevard East and Freedom Way; German beer.

Ivar's Sea Food Bar—in the Gayway; featuring seafood dinners.

La Bal Con—on the balcony of the Food Circus; restaurant and cocktail lounge; featuring French and international cuisine.

La Fiesta—restaurant and cocktail lounge at Boulevard West and Freedom Way; featuring prime roast beef dishes and Mexican specialties.

(Continued)

Little Denmark—Danish cafe, with beer, in Boulevards of the World.

Paradise International—at the north end of Show Street; theater-restaurant and cocktail lounge.

Smitty's Pancake House—on north side of the Food Circus; pancake variety.

Tepee Salmon Broiler—Indian smoked salmon on Show Street.

Food stands, booths and kiosks are located throughout the fairgrounds. They are:

Amar: French cafe;
Boulevard West.

Apples: candied, fresh, apple juice; Gayway, Exhibit Fair.

Argentine: open pit meats;
Boulevard West.

Century Concessions: automatic vending machines; 18 vending kiosks on grounds.

Century Foods, Inc.: snacks;
International Plaza, American Way, Gayway.

Century-Matics: automat restaurants; six locations.

Chicken Delight: Exhibit Fair.

Cleyman: Belgian waffles;
Freedom Way,
Boulevard East, Gayway.

Coast Cigar: tobacco, confections; United Nations Way, International Plaza, east gate.

Copenhagen Square: Danish sausage on a bun; three carts at International Fountain,

one at Food Circus.

Cox Candy Co.: Boulevard East.

Fish and Chips: fish and chips;
two locations in Gayway.

Fritter-Frank: hot dogs,
beverages; Exhibit Fair.

Hot Dog on a Stick: hot dogs,
ice cream, soft drinks; Gayway,
International Plaza,
Boulevard West.

Johnny's Seasonings:
ice cream; Space Needle.

Korean Cafe:
Boulevard West.

Krusteaz-Continental Pastry
Kitchen: doughnuts, coffee,
soft drinks; United Nations
Way, east gate, south gate.

Lindstrom Danish Pastries:
pastries; International Plaza.

Madame Carsignol-Perves:
French food, merchandise;
Boulevard West.

Melby: candy; Exhibit Fair.

Orange Julius: fresh orange
drink; United Nations Way.

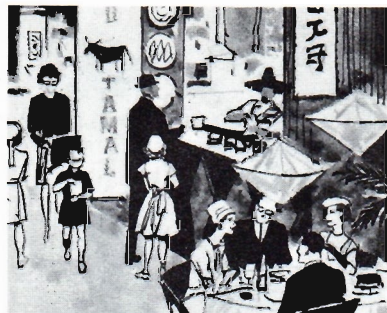
Pizza for 21: pizza pie;
Boulevard East, Gayway.

Popcorn: popcorn, nuts;
10 fairground locations.

Societe Candyrama: candy;
Boulevard 21.

U and I Sugar Sno Cones: snow
cones and cotton candy;
Gayway, Friendship Mall,
International Fountain.

Uso's Place: Mexican food;
Boulevard West.



FOOD CIRCUS

Close to the center of the fairgrounds is the Food Circus, a great bustling eaters' delight. Ranged about the vast floor are 52 concessions, all producing food in its manifold phases.

The booths line the walls of the great hall, or occupy a center-stage position under a canopy of gold and white bunting. In corner islands are seating areas to accommodate the hungry visitors. Seating also is available in the balcony above the main floor.

A 30-foot-high, 12½-ton fruitcake—billed as the world's largest cake—looms over the snack stands, soda bars, specialty shops and ice cream parlors on the dais. Nine of the concessionaires pre-

sent exhibits in addition to selling food. One of them is Bar S which is the official supplier of meats at the fair. Its modern meat-processing display booth is near the south wall, to the right of the entrance.

Chinn's China Shop, on the west side of the hall, is one of several national specialty food shops. Other concessions serve Mongolian, Japanese, Mexican, Danish and Italian foods, as well as American dishes from hot dogs to candy-coated apples.

La Balcone on the balcony of the Food Circus is a deluxe restaurant offering full-course dinners and lunches. It also provides cocktail service.

FOOD CIRCUS BOOTHS AND SHOPS

Apples:

candied, fresh and apple juice.

Associated Date Distributors:

dried fruits.

Bader's Dutch Bakeries, Inc.:

cookies.

Bargreen's 100% Colombian

Coffee: coffee, pastries.

(Continued)

- Bar-S Meat Products:
meat preparation display.
- California Grape Industries:
fresh fruits.
- Camelot: charcoal broiled
hamburgers, beer.
- Carol Ann Bakery, Inc.:
bakery specialties.
- Casserole Specialties:
casserole specialties.
- Century 21 Seafoods:
canned seafoods.
- Century Souvenirs:
souvenirs and novelties.
- Chinn's Chinese Tea House:
Chinese dishes.
- Chinn-Jo-Lee:
Mongolian foods.
- Copenhagen Square:
Danish sausage, potato salad.
- Darigold:
fountain products, novelties.
- Edmar Protein Shakes and
Drinks: beverages.
- Exposition Hatters:
souvenir and novelty hats.
- Fish and Chips: fish and chips.
- Fisher's Exposition Scones:
hot scones.
- Four Winds Po-Boy: sandwiches.
- Fried Chicken:
fried chicken to go.
- Fri-jos: Swedish deep fried
pastry, soft drinks, coffee.
- Fritter-Frank:
hotdogs, beverages.
- Glaser Bros.:
tobacco, confections.
- Gordo's: Mexican foods.
- Hammond Organ: exhibit.
- Hazel's Candy Shop:
candy, confections.
- Heritage Music:
background music.
- Hickory Farms of Ohio:
hickory smoked sausage.
- Hilton Seafoods, Inc.:
seafood gift packages.
- Holland House: imported
cookies and confections.
- Johnny's Seasonings:
seasonings and ice cream.
- Kayler-Dahl Fish Co.: gift
packages of gourmet salmon.
- Krusteaz-Continental
Pastry Kitchen: doughnuts,
coffee, soft drinks.
- La Balcone:
Creole food, cocktails.
- Luigi's:
spaghetti, ravioli, meatballs.
- Marco Polo: Chinese food.
- Natural Foods, Inc.:
juices, juice extractors,
equipment.
- Orange Julius:
fresh orange drink.
- Pizza for 21: pizza pie.
- R and H: soda fountain.
- Rogers Candy Co.:
assorted candies.
- Salad Bowl: assorted salads.
- Seafood Bar:
seafood salads, hot seafoods.
- Stewart In-Fra-Red:
toasted sandwiches.
- Sunny Jim: gift packages of
jams, jellies, fruit drinks.

Sweden Freezer Co.:

soft ice cream products,
fruit slush.

Tasty Food Shops, Inc.:

steak sandwiches,
corned beef and cabbage.

Tenaka: imported

Japanese foods.

Triple XXX Root Beer:

soft drinks.

U and I Sno-Cones:

snow-cones, cotton candy.

Village Cafe: pie, beverages.

Washington State Apple

Commission: Aplets, Cotlets,
apple juice, fresh apples.

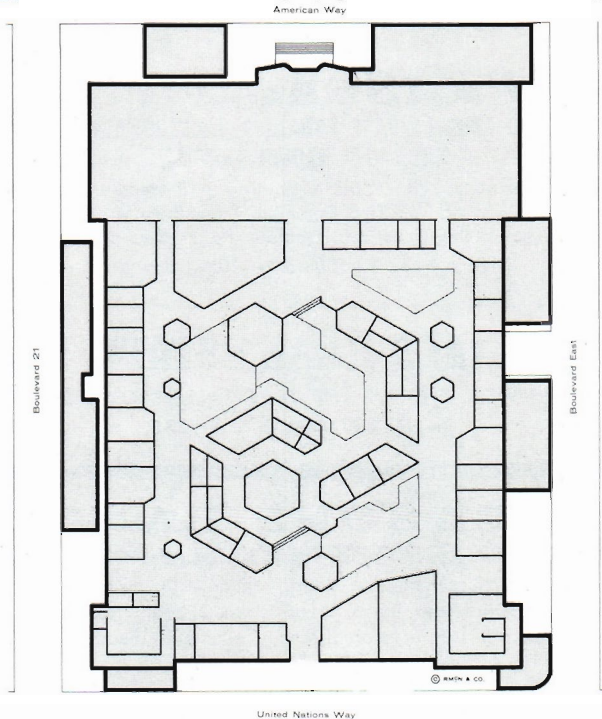
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souvenir fruitcake.

Ye Old Hickory Rib Pit:

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- Salt Water Fishing ■ 3000' Sandy Community Beach
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FROM DOWNTOWN TACOMA

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- Located in the Heart of Fabulous Puget Sound

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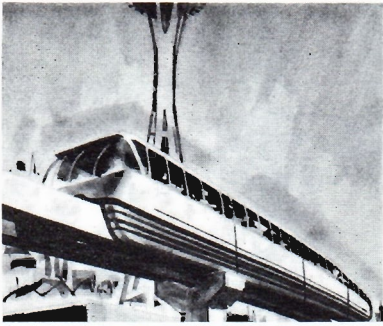
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Located on the Straits of Juan de Fuca—4 miles East of Port Angeles.
Half Acre Tracts Start at \$3,250—10% down . . . Open June 15—
Realtor on location.



MONORAIL

The trip from downtown Seattle to the fairgrounds, a distance of 1.2 miles, takes 95 seconds aboard one of the two high-speed Monorail trains installed for the Seattle World's Fair.

At either end—on the fairgrounds and at the Westlake Mall—the plastic-roofed terminals, at track level, are served by inclined moving sidewalks known as “speed ramps.”

Fares for the Monorail are 50 cents for adults, one-way, and 75 cents, round-trip. For children the one-way fare is 35 cents and the round-trip fare is 50 cents.

From the platform, passengers enter the trains through automatically-operated leaf doors. There are four cars in each train. The trains are 120 feet long and 10 feet wide. Each train seats 125 passengers, but can take up to 450 a trip.

The track is three feet wide and five feet deep. It is made from pre-cast concrete, supported by T-shaped concrete columns. The columns are placed 85 feet apart on the straightaway and 60 feet apart on the curves. More than 15,000 tons of steel were used in the monorail system.

The line runs from Seattle's downtown directly to the fairgrounds. It has been described as a preview of the mass transit system of the future.

The cars are made of light-metal alloys and weigh about 20,000 pounds, empty. They are powered by General Electric 32-volt, 6,500-rpm electric motors, which will permit speeds over 70 miles an hour on the straight run. The cars ride on rubber tires.

Each four-car train has eight drive wheels and 32 guide wheels clutching the concrete monorail.

M-M-M-M-M



GET THOSE

FRESH DONUTS



AT THE

KRUSTEAZ

Continental

Pastry Kitchen

IN THE

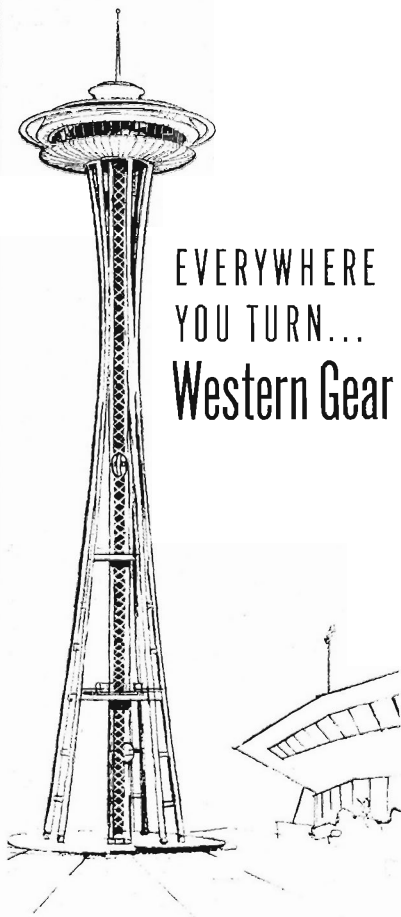
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SPACE NEEDLE 13

The Space Needle, flame-topped symbol of the fair, soars to the height of 606 feet. It is supported by three curved steel legs, 500 feet high. It is topped by a circular, glass-enclosed housing that contains an observation deck and a revolving restaurant.

Visitors can reach the restaurant or the observation deck on two high speed elevators which ascend on the outside of the triangular core. The admission charge to the observation deck is \$1. Lunch in the Eye of the Needle restaurant will average \$5, with a cocktail, and dinner, \$7.50, with a cocktail.

The foundation of the Needle is a Y-shaped reinforced concrete block weighing more than 5,850 tons. It is buried 30 feet in the ground. The Needles' legs are attached to it by 72 steel anchor bolts, four inches in diameter and

31½ feet long. Although there are 3,500 tons of steel in the superstructure, the base is so massive that the center of gravity for the whole unit is only slightly above ground level.

Within the central core of steel lacework are two stairways which zig-zag to the top. Each has 832 steps. The elevator shafts are walled in clear plastic.

In the center of the restaurant platform, a 66-foot-diameter service area contains a kitchen and service facilities. The seating area around it is 14 feet wide and it accommodates 260 diners. It revolves a full 360 degrees an hour.

The power to drive the turntable, which is mounted on a pair of concentric rails, is a one horsepower motor, which costs 2½ cents an hour to operate. The turning part was manufactured by the Western Gear Corporation.

SEATTLE WORLD'S FAIR EXHIBITORS

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UNITED STATES SCIENCE EXHIBIT—

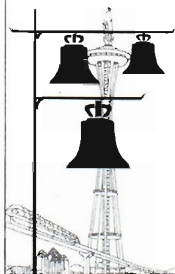
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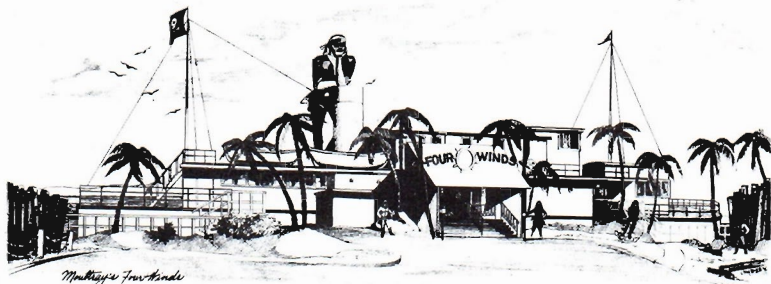
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WINDS**

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GENERAL INFORMATION

Accommodations: Expo-Lodging maintains 16 hour-per-day office hours on the fairgrounds, beginning at 8 a. m. The telephone number is CEntury 5-2121.

Admissions: Hours, 10 a. m. to 10 p. m. for the exhibit area; 10 a. m. to 1 a. m. for the Gayway and Show Street.

Admission prices are \$2 for adults and \$1 for children under 13 years of age.

Season tickets are \$50 each.

Special prices: Art Pavilion, 50 cents for adults and 35 cents for children; prices for performing arts events depend upon the event; Gayway rides range in price from 25 cents to 50 cents.

Bus service: Bus stops are at the east and west gates. Buses to and from the Interbay parking lot run once each 10 minutes.

Children: Two-hour child care service is available at the Christian Witness Pavilion, on Friendship Mall.

Currency exchange: The Seattle-First National Bank is on Friendship Mall.

Fire Stations: See map keys for emergency telephones.

First aid station: The major first aid station located on the first floor of the Food Circus building. It is staffed 16 hours a day.

Guide service: Guide service is available with the several vehicular tours.

Information: Assistance and information may be obtained at the following locations:

General Insurance Information Center, Friendship Mall.

Guest Relations department, first floor of the Food Circus building.

Travelers Aid, first floor of the Food Circus building.

Interpreters: Interpreters are in the Guest Relations department on the first floor of the Food Circus building.

Lost property: The security office is on the first floor of the Food Circus building.

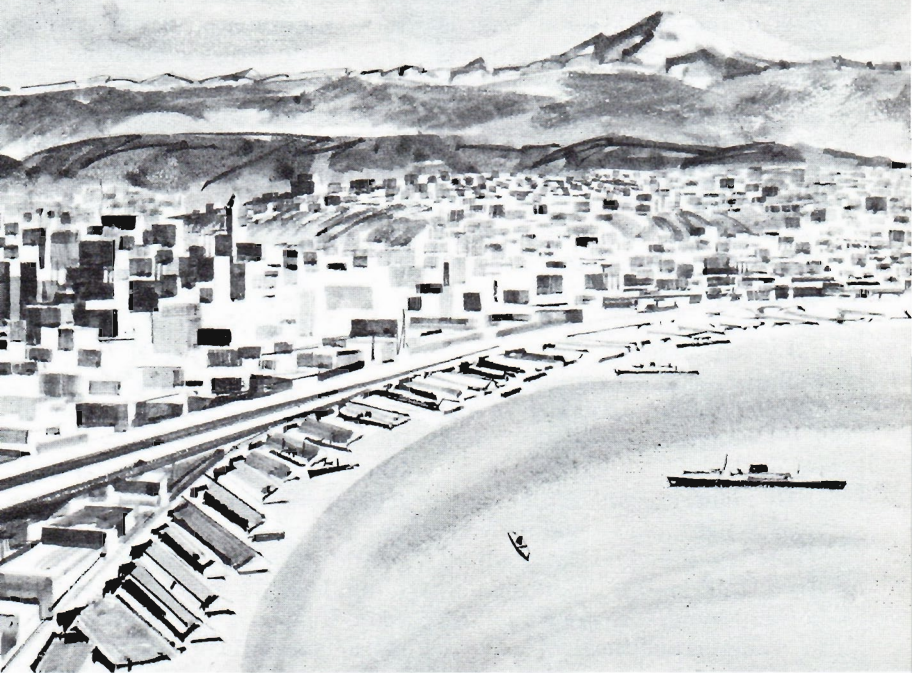
Parking facilities: The main World's Fair parking lot is on 15th Ave. W., at Interbay. The parking charge is \$1 a day. A large parking garage is on Mercer St., across from the fairgrounds.

Police station: The security department is located on the first floor of the Food Circus building.

Post Office: The Post Office is on Boulevard West, east of the Coliseum.

Rest rooms: See map keys.

Telephone and telegraph: See map keys.



SEATTLE & ▲
THE NORTHWEST

14

A VISITOR'S GUIDE TO THE CITY OF SEATTLE

Festivity in the Pacific Northwest in this World's Fair year is not on the Seattle fairgrounds alone. Outside the exposition gates is a sprawling big and beautiful region. Anyone who sees the fair cannot help but glimpse the tremendous Pacific Northwest. And anyone who goes beyond that first look will find the beginnings of an exciting holiday right in Seattle.

By day, Seattle is busy at building—working on the biggest and most vital economy in the northwestern corner of the United States.

By night, it is an exciting montage of light, places and activity. There are things to do in a hundred and more restaurants, cocktail lounges, espresso houses, art galleries and theaters.

Seattle's emergence as a metropolis has taken many people by surprise—even some of its own residents. But it is a fact of no little significance that Seattle has grown from an empty wilderness to a big city in a shorter period of time than any city in the world.

Hardly any seasoned traveler will dispute the observation that Seattle's setting is one of the most spectacular in the world. To the east and to the west, the horizon is snow-capped mountain ranges. And port and starboard are great

reaches of water. Puget Sound, the saltwater arm of the Pacific Ocean, is Seattle's western boundary. Lake Washington, a huge body of fresh water, is on the east.

All that water means one thing—boats! Seattle claims the title of "boating capital of the world." And it may well be, because the best estimate is that one family in ten owns its own boat.

Next to the water, the greatest inducement to boating is weather. The Puget Sound climate is moderate the year around. Seldom does the daytime temperature fall below 40 degrees in the winter and seldom does it rise above the 80's in the summer.

And the year-round median of rainfall is 34 inches, hardly—when compared to some of the so-called sun cities—a drop in the bucket.

The tourist and convention bureau of the Chamber of Commerce says Seattle lures one million visitors each year. Many who have come once for a look have returned to stay. One reason may be that it is possible to have a \$10-thousand house with a \$10-million view.

And others may be the dozens of things to do, from anemone hunting under Puget Sound to zipping down the ski slopes in the Cascades and Olympic ranges.

Sometimes its fun just to sit at a vantage point on one of the city's seven hills and look at the endless rows of lights. Seattle is brightly-lighted. The consumption of electricity is higher than the national average, but the electric rates are less than half of the national average.

A resource of inexpensive electric power is one factor which has made Seattle an attractive location for manufacturing plants. There is an alphabetical list of manufactured products from Seattle—beginning with "A" for airplane. The headquarters of the Boeing Company, producers of the famous Boeing 707's, is in the city's southern industrial section.

The scholars call them amenity factors, but Seattleites say the natural attractions—the boating, hiking and camping—make their city a wonderful place.

But there is more to do than appreciate the out-of-doors. For the culturally-inclined—and many Seattleites are—there are meccas of art like the famous Seattle Art Museum, in Volunteer Park, or the Henry Gallery at the University of Washington. Or, in a less pretentious cubicle on Fremont Ave., at N. 35th St., is the Jacobsen Gallery, which steadfastly refuses to exhibit the work of any artist more than 20 years old.

There are a few names to be-

come acquainted with, to get around Seattle: Alki Beach, West Seattle, Harbor Island, Boeing Field, Rainier Valley, Seward Park, Madrona Beach, Capitol Hill, Queen Anne Hill, Lake Union, the University District, Aurora Avenue, Ballard, Green Lake, Northgate. With these in mind, Seattle becomes easy to traverse.

A convenient place to begin touring Seattle is at the Westlake Monorail Station, which is just a step from the business and shopping crossroads of 4th Ave. and Pike St.

The cluster of downtown stores is one of the best shopping complexes in the country, with a variety of stores close at hand. Frederick & Nelson, just across from the monorail terminal, has a justly famous reputation as a shopper's paradise.

Two of the excellent places for luncheon are the Red Carpet, on Westlake Ave., and the Dublin House, on Union St., just off 4th Ave.

By night, this uptown shopping area becomes a center for elegant restaurants, such as Victor's, on Pine St. near 6th Ave., the El Goucho, at 7th Ave. and Stewart St., and Rosellini's 4-10, at 410 University St.

After-hours crowds can always find the doors open at fine restau-

rants with intriguing menus.

Even those who are eating out during their stays in Seattle should not miss a visit to the famous Pike Place Market, where a browser will find a whole world of interest in one city block.

The truck farmers peddle fresh vegetables and fruit from open-air stands. And there is a score of interesting little nooks and cran- nies in the market, where shop- keepers hawk a wide variety of in- triguing articles.

It is not far from the Pike Place Market to the waterfront. Elliott Bay, a part of Puget Sound that forms Seattle's harbor, is a busy intersection of freighters, tug boats, pleasure cruisers and

"kicker" boats.

It is here that the tang of salt air and the cries of seagulls greet visitors. A sightseer can stand on the sidewalk and look straight up to see the bow of a huge freighter towering over him. Or, he can sit under the colorful umbrellas at Ivar's, on Pier 54, and sip clam nectar as he watches the passing parade of people and ships.

A couple of blocks away, at Pier 52, is Colman Dock, where the ferry boats dock. No visit to the dock is complete without a stop at Ye Olde Curiosity Shoppe, a famous Seattle landmark which deals in souvenirs—particularly totem poles.

Colman Dock is the home port
(Continued)



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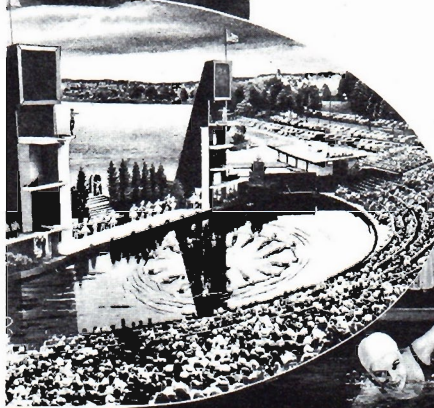
SEE the sparkling panorama of spectacular swimming and diving, plus a thrilling series of on-stage productions featuring numbers from Broadway's top musicals!

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ON THE STAGE AND IN THE POOL of Seattle's unique Aqua Theatre, nestled on the south shore of Green Lake (in the heart of the city); an open air coliseum that affords a glittering panoramic view of Seattle by night, from 5,000 perfect, unobstructed seats.



AQUA THEATRE

of the Washington State Ferry System, which is the world's largest. The ferries cruise across Puget Sound and to the hundreds of islands in the unbelievably lovely San Juans.

A good way back uptown is past Pioneer Square in Seattle's oldest business section, centered at 1st Ave. and Yesler Way.

Yesler Way is the original "skid road." One of the city's first settlers, Henry Yesler, built a sawmill on the waterfront at the foot of the street which now bears his name.

He built a road of logs, placed side by side, running east up the hill. It was used to skid new logs down to the mill and thus was called the "skid road."

A tall totem pole now stands in Pioneer Square — a many-faced sentinel of history. By day, the square is a haven for pigeons and the old-timers who remember when this was the heart of town.

At night, the square becomes alive with jazz, folk music and banjo playing. There are taverns and bars, but doing as much business as any of them is an ice cream parlor which sells \$6 sundaes.

And, the candlelight-and-checked-tablecloth devotees will remember the wonderful atmosphere at Gasperetti's Roma Cafe, at 4th Ave. and Main St.

It is not far from Pioneer Square to the International Settlement, which has an excellent selection of Chinese, Japanese and Filipino restaurants. The best sukiyaki in town is at the Bush Garden, at 614 Maynard Ave. In the traditional Japanese custom, patrons remove their shoes before entering.

For those who like out-of-the-way shopping, the Capitol Hill area is a gold mine. From 12th Ave. S. and Jackson St., the location of Tobo's, to Broadway and Olive, are many small but "different" shops. And a good place for a refresher is in the Plaid Piper restaurant, coming back down Olive Way.

A tour-in-a clamshell of Pacific Northwest waterways can be seen in the sea shell exhibit at Jonas Bros., 6th Ave. and Pike St.

Seattle's big annual celebration is Seafair, which happens early in August. But one of the biggest of the series of events leading up to Seafair is the opening of the Aqua Theater, on Green Lake.

Opening night this year is July 2, when "Annie Get Your Gun" begins its run. Musicals continue the schedule until July 26, when the annual production of the Aqua Follies opens for two weeks.

For those who cater to good eating, there are any number of spots just a stone's throw from the

(Continued)

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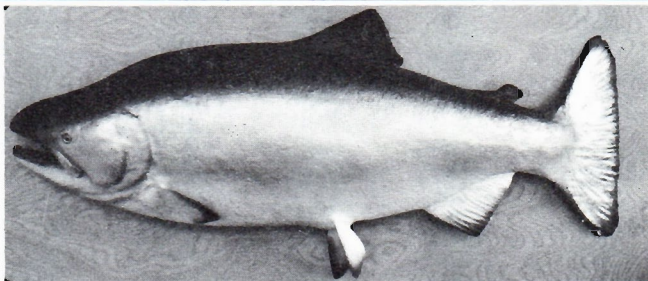
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World's Fair. Ozzie's, at 1st Ave. W. and Mercer St., is only four blocks from the Presidential Gate.

For unexcelled seafood — and that's a specialty in the Pacific Northwest — the Norselander, at 300-3rd Ave. W., is tops. It is only a few blocks west of the fair.

The other way — east — leads to Lake Union, which is a popular for dining spots as it is as a boat haven.

Franco's Hidden Harbor, at 1500 Westlake Ave. N., is snuggled right in a boat basin. Diners can watch the big pleasure cruisers come and go during their meal.

And for dancing and dining, the Four Winds, a restaurant on a converted boat at 900 Westlake Ave. N., is a landlubbers' paradise.

Around on the other side of the lake is the Casa Villa, which — as the name suggests — is famous for Italian food.

And, back downtown again, those who like the overseas atmosphere will enjoy the Hofbrau, a German-style restaurant at 5th Ave. and Lenora St.

Sweeping views of Puget Sound and the mountains can be seen from northwest Seattle. The particular points of interest there are the Hiram S. Chittenden Locks, second largest in the world, the Salmon Bay fishermen's terminal, Shilshole Marina and Woodland Park Zoo.

*only 3 blocks
west to*



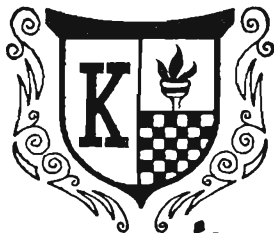
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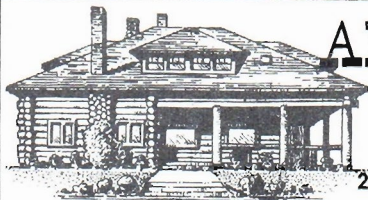
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WESTERN WEAR



SQUARE DANCE AND
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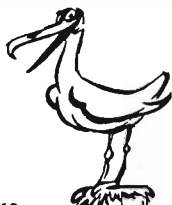
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For Visitors and Home Folks, IVAR'S means fine, fresh seafood dishes.

Also at the World's Fair. Enjoy Seattle and please,

Foot of Madison St.



1429 Fifth Avenue

KEEP CLAM,
IVAR



IVAR'S - SEATTLE



Pier 54, Foot of Madison

In the northwest section is the beautiful University of Washington campus.

Scenic drives to southeast Seattle lead around Lake Washington Boulevard, where visitors can see the University of Washington Arboretum, the Floating Bridge, Madrona Beach and Seward Park.

The best views back toward the downtown area are from West Seattle, to the southwest. Lincoln Park, Marine View Drive and Alki Point are "must" stops.

And a special place to look for is the Alki Homestead restaurant, at 2717-61st Ave. S. W., which features good home cooking.



On the way back downtown is

Harbor Island, the commercial and shipbuilding center in Seattle.

For those who have the chance to get out and away for a few hours, the natives will recommend heartily a visit to Lake Wilderness, with a stop at the Lake Wilderness Lodge.

And for those who have a good hunch, the racing season at Longacres track, south of Seattle near Renton, is a good bet.

Seattle is a tremendously exciting city, with a wide variety of things to do and places to go. But it also is a good jumping-off place for an extended visit of the great Pacific Northwest.



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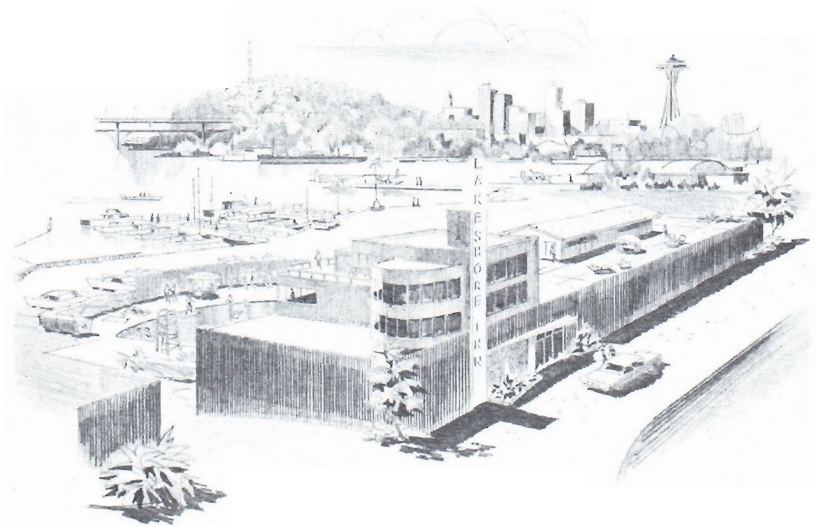
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Enjoy the irresistible charm of the Northwest; stay at Lakeshore Inn, on the shores of Lake Union, near the heart of downtown Seattle and Century 21. Call today for reservations.

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TACOMA, WASH. 15

Tacoma, an All-America city, is the metropolitan center of Puget Sound; the home of the state's largest forest products and smelting industries, and the home of the largest Air Force barracks in the nation (McChord Field) and the second largest permanent Army post in the nation (Fort Lewis). And it possesses the tallest totem pole in the nation.

Comfortably nestled between two national parks, Tacoma is able to balance its skyline of factories and smokestacks with some of the most stunning scenery in the Pacific Northwest. Mountains, lakes and saltwater vistas comprise the setting for Tacoma's greatest view—Mount Rainier.

The Klallam Trail, the scenic drive encircling the city, dramatically begins at the foot of the 105-foot Alaskan totem pole at Ninth and "A" Sts.

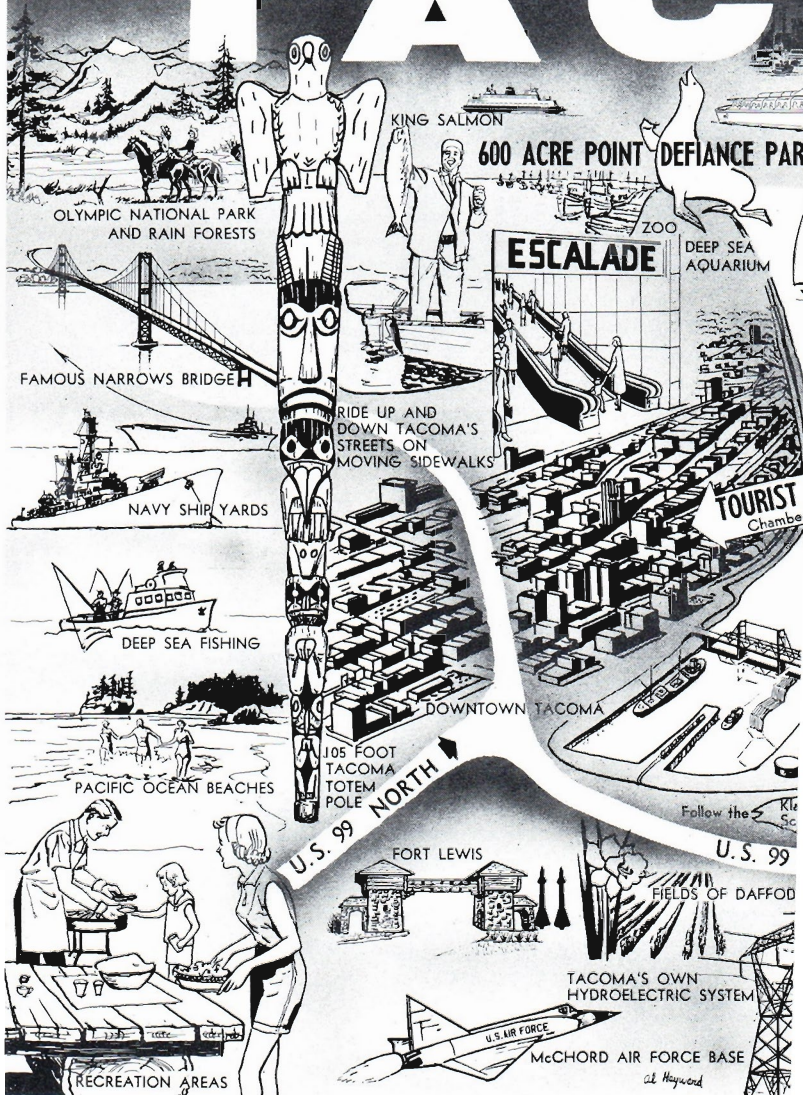
The trail passes the Wright Park arboretum and the Washington State Historical Museum before swinging onto Ruston Way, which skirts Puget Sound's Commencement Bay. One of the most beautiful municipal saltwater parks in the country is located at Point Defiance.

The 638-acre park has rose and flower gardens, a zoo, footpaths, outdoor cooking facilities, picnic areas and a bathing beach. An aquarium houses more than 2,000 specimens of colorful Puget Sound and Pacific Ocean marine life. The world's largest municipally-operated boathouse rents 200 boats, outboard motors and fishing gear.

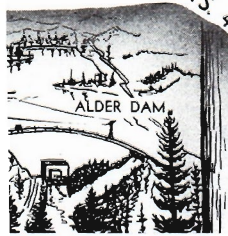
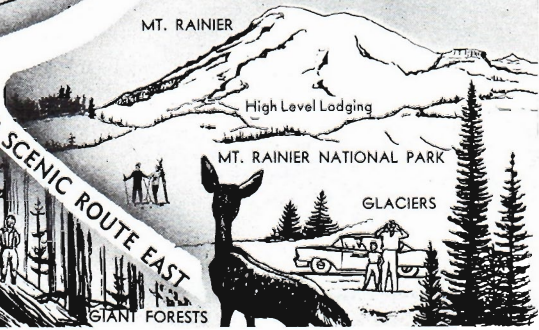
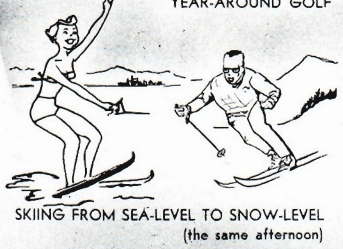
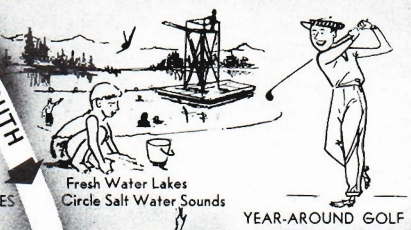
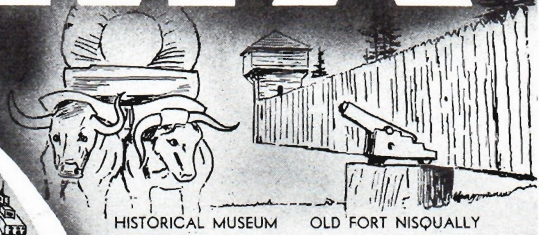
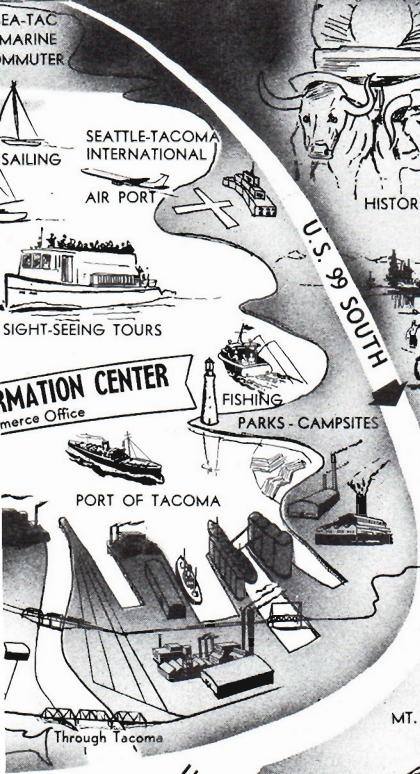
Tacoma is the nearest city to all five entrances of Rainier National Park. A 'round-the-mountain highway leads to the park's 90 miles of hiking trails.

(Continued)

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Fishing, mountain climbing, pack trips, picnicking and camping are a few of the recreational activities on the mountain. There is excellent skiing at Paradise.

Rising 14,410 feet above sea-level, Mount Rainier presents some of the most magnificent panoramas in the world.

The nation's fifth-longest suspension bridge spans the mile-wide Tacoma Narrows and serves as an impressive gateway to the Olympic Peninsula. A structure of steel and concrete, the Narrows Bridge replaces an infamous predecessor, "Galoping Gertie," which collapsed under heavy storms in 1940.



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OLYMPIC PENINSULA 16

From Tacoma the door opens to the rugged Olympic Peninsula and its national park area.

Considered by wildlife and wilderness enthusiasts as America's last frontier, the Peninsula is a thrilling terrain of snowy peaks, rich green forests, roaring rivers and ocean beaches. It is easily reached by way of the Narrows Bridge, which leads to Bremerton, northern base of the Pacific Fleet. At Bremerton are tours of the USS Missouri, on which the peace treaty with Japan was signed in 1945.

A recently completed floating bridge spans Hood Canal, on the first step into the Peninsula country. The span joins the Olympic loop highway (101) which travels north along miles of beach. The dining and lodging facilities have some of the best fresh sea-

food dishes in the Pacific Northwest.

The loop highway heads north to the Strait of Juan de Fuca. The road turns west and parallels the strait to the coastal city of Port Angeles. Port Angeles is the jumping off spot for the excellent salmon fishing areas of Neah Bay and Sekiu. And only minutes away is Hurricane Ridge, starting point for miles of trail into the rugged Olympic Mountains.

Highway 101 makes its northwestern loop near sandy beaches and rocky shores, which yield a wealth of driftwood and agates. Further south, a side road leads into the centuries-old Hoh River rain forest, where ancient trees tower hundreds of feet above the valley floor. The Hoh River is filled with many types of fish.

South through the town of Forks, the loop highway swings toward the coast and the Olympic National Park's celebrated Kala-loch Beach—the longest uninterrupted strip of shoreline in the country. The highway turns inland and leads south to the twin cities of Aberdeen and Hoquiam, at Grays Harbor. Here is the entrance to two broad, sandy Pacific Ocean beaches. To the north, a half-hour drive on state highway 9-C leads to the elegant Ocean Shores resort, which faces the sea on the Oyehut sandspit. The deluxe accommodations provide sweeping ocean views. Dining at Ocean Shores is accented by nightly entertainment.

Other tourist facilities can be discovered along the sea from Copalis north to Moclips. It is not unusual to pick up a Japanese glass fishing float which has just completed a long trip across the Pacific.

South of Aberdeen are the fishing ports of Westport and Ilwaco, where King salmon weighing up to 60 pounds are landed all year. The longest sandy beach in the world is on Long Beach, located between the Columbia River and Willapa Bay. "Shipwreck Shore," around the North Head light-house, is a low-tide treasure-find of old battered vessels.

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Offering the ultimate in luxury at moderate rates. T.V. and phones in all rooms. Swimming pool... the restaurant features candlelight dining in the panoramic dining room overlooking the Tyee Pool... your favorite beverage in the Tom Tom Room.

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*The prettiest girl at
the fair is wearing*

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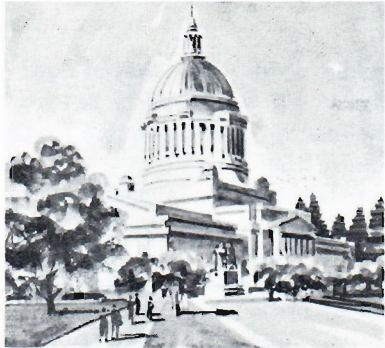
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OLYMPIA, WASH. | 7

East from Aberdeen, the loop highway heads for Olympia, Washington's capital.

Olympia's best eating and lodging is wrapped up in one package at the Tyee Motor Hotel, located just off Highway 99.

The domed Legislative Building is the principle structure within the capitol campus and tours are conducted all year.

Standing on a green carpeted knoll, the imposing building looks out over the City of Olympia, Capitol Lake and the waters of lower Puget Sound. From the top of the building on a clear day only the surrounding peaks of the Cascade and Olympic Mountain ranges rival the beauty of the massive dome.

The rotunda is located in the center of the building. The inner dome 185 feet above the floor

forms the ceiling. Suspended from this inner dome is a bronze chandelier, weighing five tons. It is supported by a chain 101 feet in length which weighs one and a half tons. The enormous chandelier is eight feet in diameter in the middle portion and 25 feet in length.

The four top state offices are housed on the second floor of the Legislative Building. The executive chamber, occupied by the Governor, is finished in mahogany with maroon drapes and wall tapestry covering of red design. The chambers of the other executive offices are decorated tastefully and distinctively. The offices of the Lieutenant Governor, who also presides over the Senate during legislative session, and of the Speaker of the House of Representatives, are finished in walnut.

The State Capitol grounds are a masterpiece of floral arrangements. The Capitol buildings are spread out over eight acres of gardens and lawns. The west and southwest sections of the grounds are landscaped with beds of the state flower—the rhododendron. With them grow azaleas, camelias, cotoneaster, holly, juniper, laurel and heather.

During the spring, summer and fall, flowers and shrubs provide a continuous display. From spring-time blossoming of the double flowering Japanese cherry trees on through the season, the Capitol is the scene for an ever changing show of matchless color.

Olympia has been the political center of the state for the past 109 years. Although the first recorded explorations of what is now Washington State were made by Spaniards during the latter part of the 16th Century, it was not until two hundred years later that the first white man's building was constructed at Neah Bay. In 1792 Captain George Vancouver explored Puget Sound, claiming all land for Britain and naming the principal landmarks. The year 1792 also saw the first American landings when Captain Robert Gray discovered the Columbia River, named after his ship, and Grays Harbor, named in honor of the explorer. The first over-

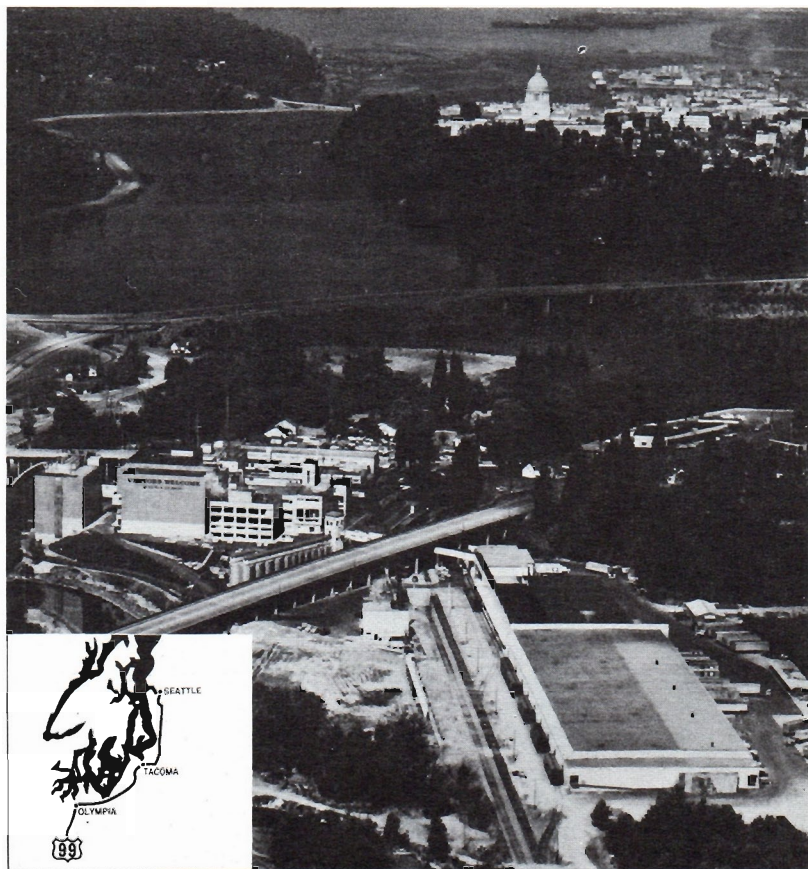
land expedition was that of Lewis and Clark, whose party reached the mouth of the Columbia River late in 1805.

A half century later a measure proposing the area north of the Columbia River be separated from the Oregon Territory and called the "Territory of Columbia" came before the United States Congress. When the bill came up for consideration in the House of Representatives on February 8th, 1853, Representative Stanton of Kentucky suggested that since there was already a District of Columbia, the name of the new territory be changed to Washington. On March 2nd, 1853, Washington Territory was separated from Oregon Territory.

Agitation for statehood began as early as 1867 and resulted in a constitutional convention in 1878. The constitution framed by the convention was approved by the voters of the Territory, but was not accepted by Congress. On Washington's Birthday, February 22, 1889, enabling legislation for statehood was passed by Congress, followed by a constitutional convention held in Olympia in July. The voters approved the new constitution on October 1st, and President Harrison proclaimed Washington a state, the forty-second to enter the Union, on November 11th, 1889.

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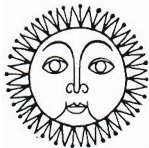
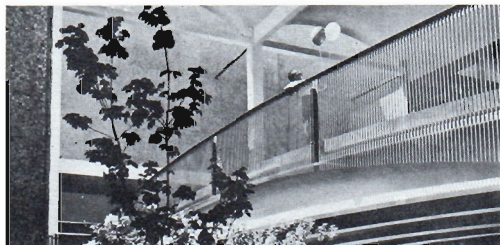
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PORTLAND, ORE. 18

South across the Columbia River is Portland, Oregon.

A favorite stopping place on the south side of the toll bridge spanning the Columbia is Waddle's Drive Inn, on the east side of the highway. Not far away is the playland of Jantzen Beach. A rollercoaster, fun house, dance pavilion and other facilities make up this large entertainment complex.

Unlike Seattle, Portland is a city with two "hearts." One is in the older established business and commercial community on the western side of the Willamette River, where many of the city's finest stores, hotels—such as the Congress—and restaurants are located. The other is Lloyd Center, largest commercial shopping center in the world. Equipped with every type of facility, from large

department stores to a deluxe hotel, Lloyd Center is located east of Portland's downtown section. Beautifully designed and landscaped, the center has attracted attention of visitors from around the world.

The Portland scenic drive, marked by special guide signs, is a 50-mile, three-hour, tour of the city. First stop on the drive is the 100-acre Washington Park, with Portland's famous International Rose Test Gardens. Mount Tabor Park provides an excellent view of the city and the Willamette Valley from its location in the southeast part of Portland. The Lambert Gardens, a colorful area of flowers and beautiful tropical birds, is a worthwhile stopping point.

Continuing on the tour, the Hoyt Arboretum provides views

(Continued)

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of an extensive natural collection of cone-bearing trees. For the children, and adults too, the Portland Zoological Gardens is the highlight of the trip. Here, tropical birds, reptiles, monkeys, apes, felines, elephants, giraffes, bison and elk are all quartered in areas designed to resemble their native habitats. A ride on the Zooliner is a good way to see the entire zoo area. The Oregon Museum of Science and Industry, overlooking the Zoological Gardens, features scientific demonstrations and a planetarium.

Portland also is the beginning point for a number of out-of-town tours.

Westward from Portland is Seaside, the gateway to the Oregon beaches of the Pacific Ocean. On the trip, stop off at Astoria, oldest settlement in the Pacific Northwest. The Astor Column, monument to John Jacob Astor, is a good spot to view the city and see the Columbia as it meets the sea.

Portland has a great variety of delightful surprises in store for its visitors. The Visitors' Information Center on S. W. Front Ave. at Main St. will be happy to help you plan your visit. Before taking these tours, the Thunderbird Motel recommends a stop at its convenient location for a rest.

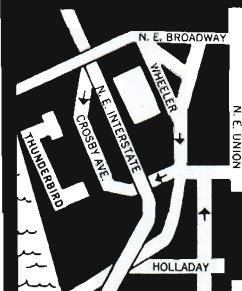


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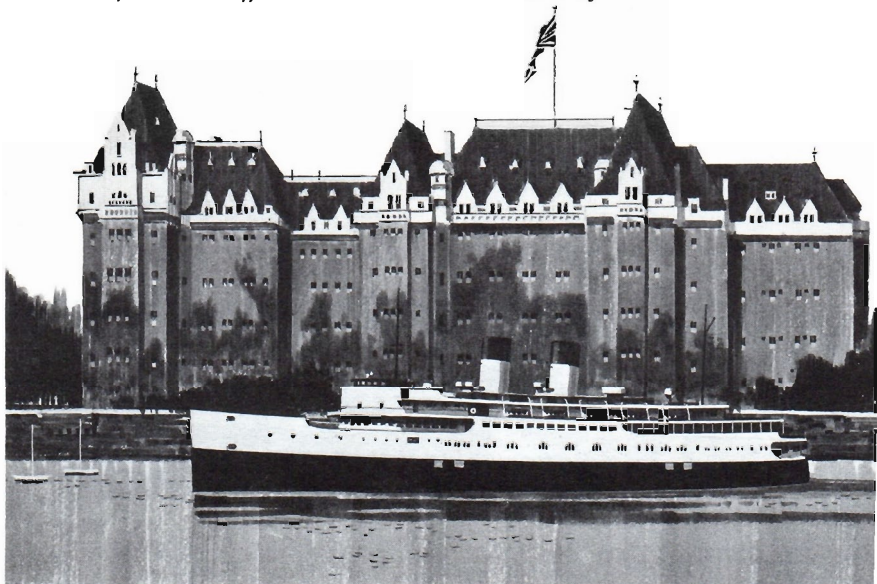
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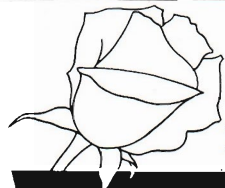


BRITISH COLUMBIA 9

The Canadian Pacific ferries run from Seattle through the lovely San Juan Islands to enchanting Victoria, capitol of British Columbia.

Delightful shops with treasures of imported woolens, china and Scottish tartans are throughout the city.

Visitors to Victoria are enraptured by the profusion of bright flowers fronting the harbor and in baskets hanging from street lamps. Victorians heartily suggest a tour of the world-famous Butchart Gardens and the Parliament buildings, followed by tea in the stately Empress Hotel.



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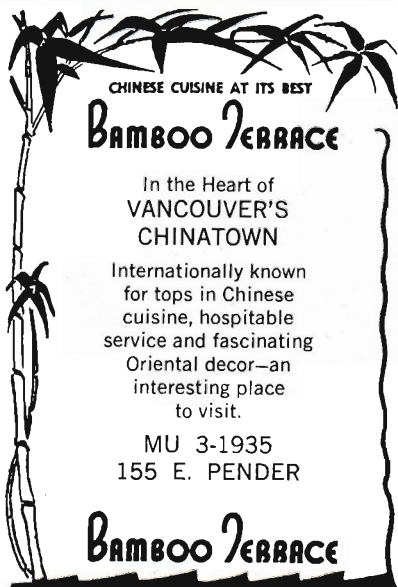


**See The world famous
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A 25-acre Fairyland of Flowers . . . Four Gardens in One . . . Fabulous
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Open Year Round . . . Dramatically Illuminated after dark for the
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Quarry . . . You'll be amazed at their grandeur and beauty!

The magic of indirect lighting transforms the Butchart Gardens into a fairyland at night. The once-barren limestone quarry shows the striking effect of subtle illumination on the trees, alpine rockeries, lawns and the lake in the unique garden—from dusk to closing time each evening, from early spring to late fall.

While Victoria is on Vancouver Island, British Columbia's mainland metropolis is Vancouver, a city which can be reached by several hours' drive from Seattle. A visit to Vancouver's Stanley Park and a ferry ride up to Powell River are great fun.



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ALASKA 20

Alaska is less than three hours away from the Seattle World's Fair.

Seattle is the gateway to the 49th state—and World's Fair visitors should not miss an opportunity to see America's last frontier.

Whether you would like to catch fish until your arms ache or to "rough it" in a modern hotel with a cocktail lounge, Alaska is the place for a vacation.

In Alaska, tourists can take their choice of scenery or experiences.

They may cruise among the gorgeous fjords of southeastern Alaska, or travel by jet-liner to the frontier metropolis of Anchorage or the old gold-rush town of Fairbanks. They can view America's highest mountain and enjoy the hospitality of its famed hotel; they can scoop ice from glaciers,

enjoy breathtaking highway tours, and photograph wildlife and nature at its grandest. They can hunt, fish or swing to the rhythm of dancing Eskimos on the rim of the Polar Sea.

Alaska's tourists can photograph the Midnight Sun, pan gold from turbulent waters, and ride in primitive native "skin boats" to the monument that marks the point where Will Rogers and Wiley Post crashed.

Travelers are amazed by the fine accommodations found in the new state. Even the remote Eskimo villages in the Arctic are served by modern aircraft.

Tourists may reach Alaska in their own cars by way of the Alaska Highway, by steamer, or by air. A jet can whisk passengers from the Seattle-Tacoma Airport to Alaska in an hour.



Mt. McKinley, the highest peak on the North American Continent, looms above the Alaska Railroad's streamliner, AuRoRa, which carries tourists between Anchorage and Fairbanks.

SEE ALASKA



Hurricane Gulch Bridge—One of many scenic areas on the Alaska Railroad line.

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This is Ketchikan's famed Totem Park, where a tourist may see some of the finest examples of Native Alaska Indian carvings.



Juneau is one of the world's most beautiful cities. This photo, taken at midnight in bright moonlight, shows the lights of Juneau and the mountain behind the city, as seen from the community of Douglas across Gastineau Channel.

The following pages of the Alaska section are sponsored by the progressive firms which have placed advertising messages in this guide. These firms extend a hearty invitation for tourists to visit Alaska, and they remind World Fair visitors that "you don't know America until you have seen her greatest state."

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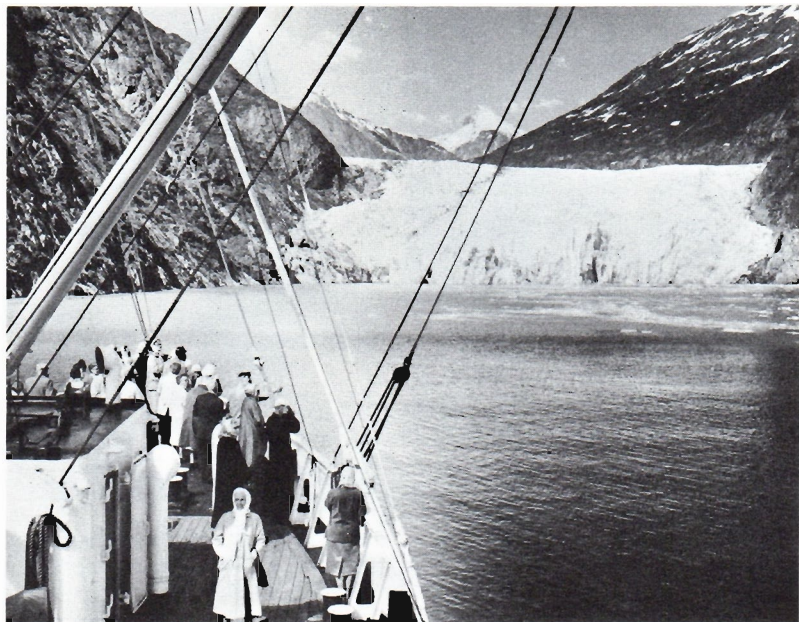
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Sitka is Alaska's historic city where Baranof once ruled the Czar's northern domain with an iron hand. It was the center of Russian-America for many decades, and still contains much of the quaint charm of this era. This photo shows the Pioneer's Home and the business area of the city.

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Southeastern Alaska's famed fishing fleets are a favorite subject for photographers. Virtually every city boasts a fleet of salmon trolling boats such as the one pictured above.

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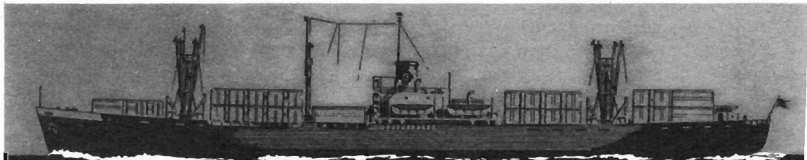
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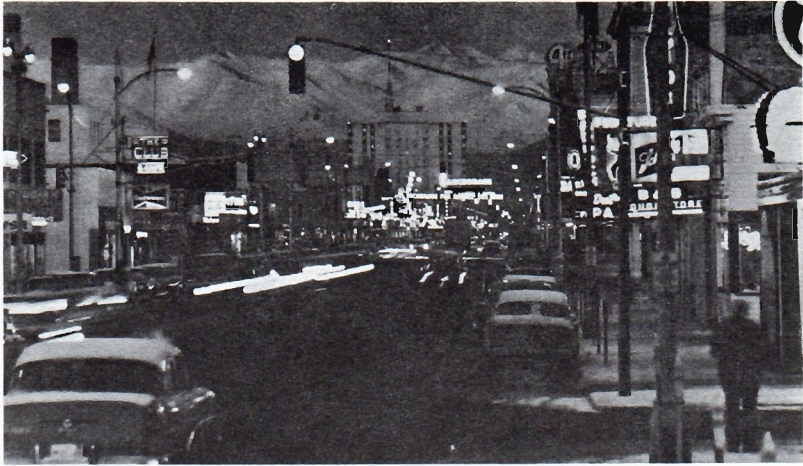
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OF ALASKA

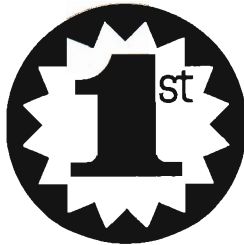
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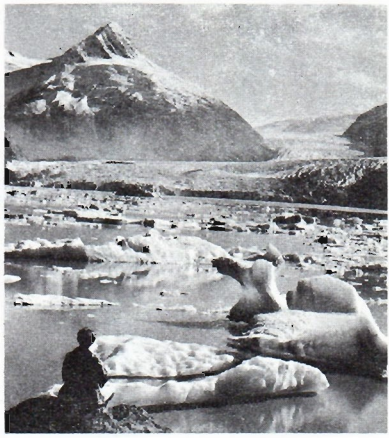
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Each year many tourists visit the Matanuska Valley where cabbages are known to grow as large as these specimens.



Symbolic of the new state of Alaska is this photograph of a buffalo wandering on the grounds of one of Alaska's modern schools.

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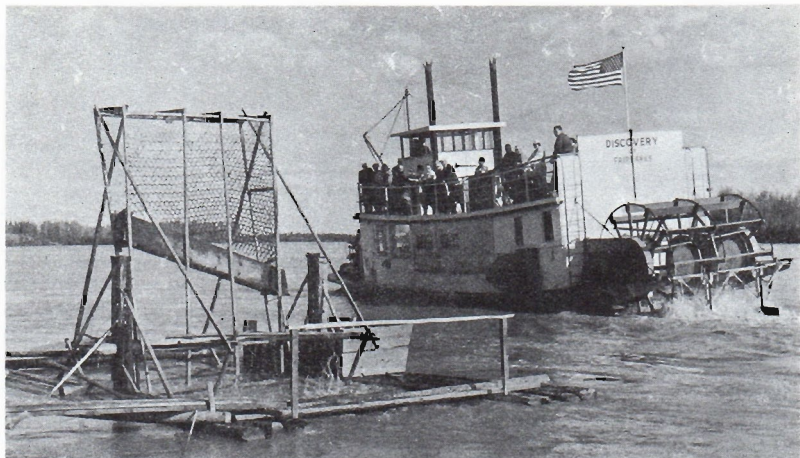


Palmer—Anchorage

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Acme Publications is grateful to the following photographers for photographs appearing in this Alaska section: Steve McCutcheon, Franklin Butte and Frank Whaley.



Fairbanks, gateway to Arctic Alaska, is the terminus of the Alaska Highway. Tourists enjoy highway sightseeing, flights above the Arctic Circle, or cruising on the wilderness rivers. In foreground above is a fishwheel, used by Indians to snare salmon.



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*First in
Alaska*

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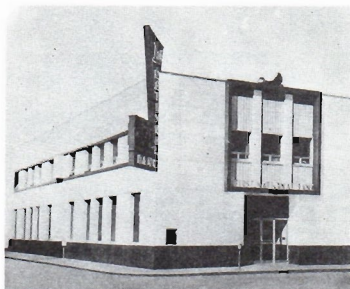
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• FAIRBANKS

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Native people of Alaska love to dance, and often tourists learn the steps and join them. These Eskimos are doing a dance on the Arctic tundra. The Eskimos greet tourists at the airport, and stage blanket tosses, and dances that are just as lively as the twist.

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