

MEET UNDER THE 7-UP CLOCK

AT THE WORLD'S FAIR

7up

7-Up and Sandwiches  
—the whole world loves them! . . .  
7-Up is an international favorite,  
and people everywhere  
enjoy this perfect combination:  
sandwiches and chilled,  
thirst-quenching 7-Up!



The distinctive 7-Up clock offers precision time because it is regulated by the crystal-controlled clock of the Watchmakers of Switzerland, official time-keepers for the New York World's Fair.

The twelve official World's Fair clocks, adapted\* in miniature from the design of the 7-Up clock tower by the Watchmakers of Switzerland, are strategically located throughout the Fair grounds.

\*By special permission of the Seven-Up New York World's Fair Associates

MEET UNDER THE 7-UP CLOCK

AT THE WORLD'S FAIR

7up

"7-Up your thirst away"  
at the 7-UP INTERNATIONAL  
SANDWICH GARDENS . . .  
Rest, relax, and enjoy  
a new taste experience  
with international sandwiches  
and chilled, sparkling 7-Up!



**7-UP INTERNATIONAL  
SANDWICH GARDENS**

The Seven-Up Company and the Seven-Up New York World's Fair Associates cordially invite you to visit the 7-UP INTERNATIONAL SANDWICH GARDENS.

In search of "something different" in refreshment and entertainment during your tour of the fair? You'll find it under the 7-Up clock! The clock tower soars 107 feet above the fair-grounds; this graceful tower is an outstanding, easy-to-locate landmark.

The 7-Up International Sandwich Gardens is a charming complex of colorful fiberglass shells shading a landscaped area of over 45,000 square feet.

Striking exhibits at the entrance dramatize dynamic aspects of world-favorite 7-Up. A large globe of the world defines the vast international distribution of 7-Up. This globe surmounts a special planting area composed of soils imported from over 60 lands where 7-Up is bottled and distributed. Mingled with a portion of United States soil from beneath the Saarinen "Gateway Arch" in St. Louis, Missouri, home of The Seven-Up Company, this "united earth" symbolizes the Fair's theme of "Peace through Understanding."

Under the 16 spacious shells, Danish-modern tables and chairs seat over 400 guests. Tunes and tempos of many countries afford continuous entertainment, as two fountain-pools alternately convert into



stages-in-the-round to accommodate troupes of performers.

A fine panoramic view of the Fair may be enjoyed from the broad promenade deck under the 7-Up clock tower.

"International sandwiches with fresh, clean-tasting 7-Up" form the menu at the 7-Up International Sandwich Gardens. To create the exciting 7-Up World's Fair sandwiches, unusual new breads were devised, and rare fillings adapted from various parts of the globe. The result is such delicacies as Lomi-Lomi salmon on Aloha Coconut bread (Hawaii), Prosciutto ham and Provolone cheese on Sesame bread (Italy), and some 14 others, all equally tempting. The 16 World's Fair sandwiches have been divided into groups representing four areas of the globe. Each tray will contain four sandwiches representing four countries within one of the following areas: Northern Europe, the Mediterranean, the Americas, and the Pacific.

You will find that 7-Up is the ideal beverage to bring out the flavors of these savory sandwich creations!