

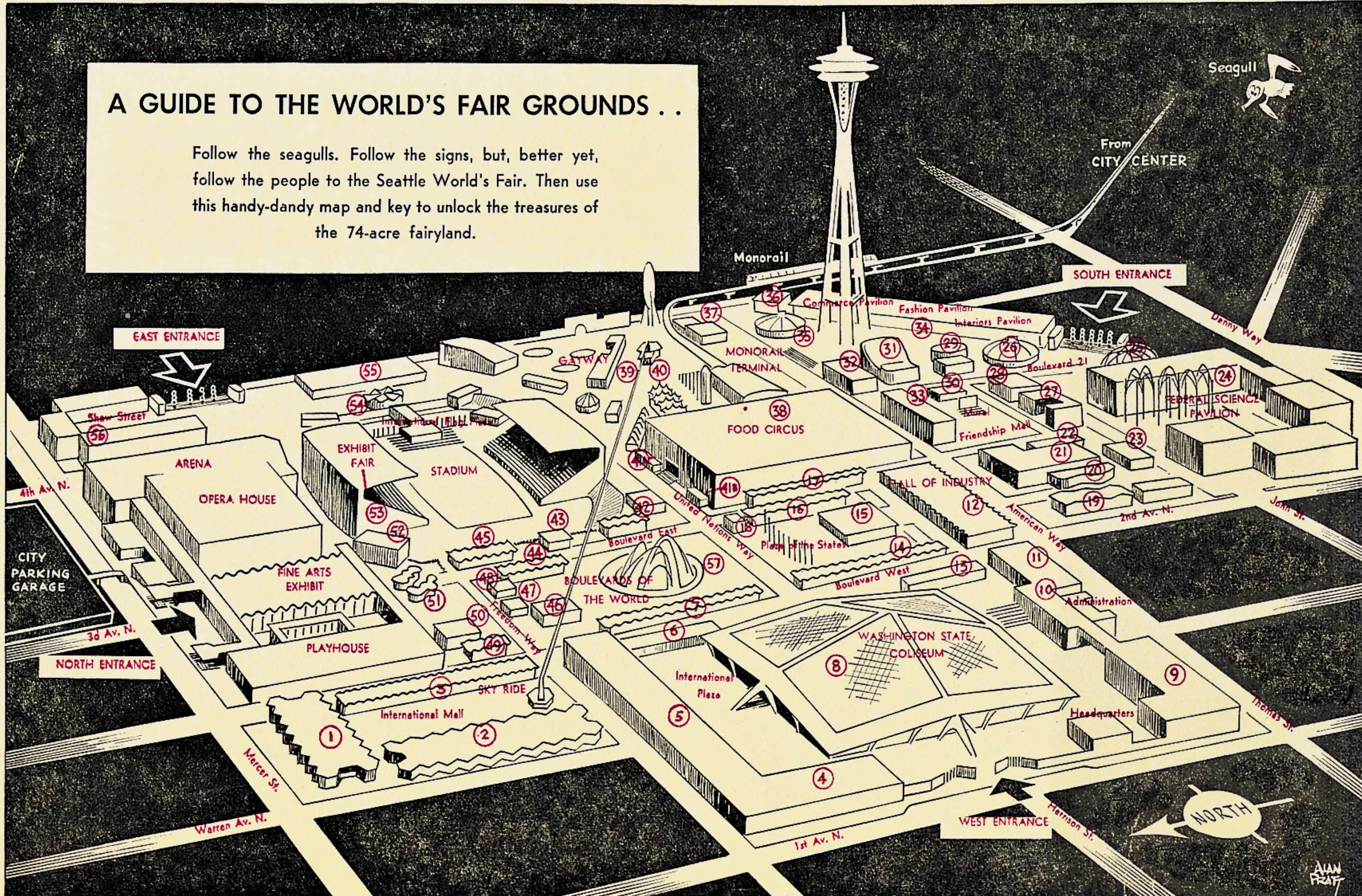
See You at the Fair



Here's How to See It!

A GUIDE TO THE WORLD'S FAIR GROUNDS . .

Follow the seagulls. Follow the signs, but, better yet, follow the people to the Seattle World's Fair. Then use this handy-dandy map and key to unlock the treasures of the 74-acre fairyland.



1. United Nations, Africa Pavilion (28 African nations), Thailand, The Philippines.
2. India, South Korea.
3. San Marino, City of Berlin, Peace Corps, Mohan's, Ltd. (tailor shop), Figueras Philippine handicraft, Korean restaurant, Grunwald's (German gift shop), Ecuador (open ground).
4. Brazil, United Arab Republic, European Community (Common Market).
5. Japan, Mexico, Canada, Denmark.
6. Sweden.
7. Funel-LeCannet (French perfume), Little Denmark, Inc. (Danish restaurant), World Imports, Inc. (Japanese merchandise), International Artists Bazaar, Madame Carignol-Perves (Brittany pastries), China Products Center (Formosan merchandise).
8. Coliseum: "The World of Tomorrow" (Washington State exhibit), American Library Association with Remington-Rand Univac, Pan American World Airways, General Motors Corp., French government, American Cancer Institute and Society, Upjohn Co., Radio Corp. of America.
9. National Aeronautics and Space Administration.
10. Republic of China.
11. Great Britain.
12. Hall of Industry: National Cash Register Co., R. E. A. Express, H. J. Heinz Co., S. C. Johnson & Son, The Carnation Co., Northwest Orient Airlines, Inc.; United Air Lines, Bekins Moving & Storage Co., Rohr Corp., Alcoa-Reynolds-Kaiser.

13. United States Postoffice, Grille Argentine, Modesto Clothiers (Hong Kong tailor shop).
14. Cathay Arts Co. (Hong Kong furniture), Azura Swiss Clocks Co. (Swiss clocks), Gabriel & Hewitt, Importers (German merchandise), S. Samran Thailand Co. (Thailand merchandise), Udo's Place (Mexican food), Meiwah silks, Uwajimaya Co. (Japanese merchandise), Imports International (Japanese merchandise), Amar (French restaurant), United Arab Republic, Mexican government.
15. Plaza Restaurant (prime rib, Mexican food, cocktails).
16. Port of Seattle, Washington State Trade Fair, Western Washington Corp. of Seventh-Day Adventists, State of Oregon, State of Arizona, Det's Toyland (toys).
17. Cox Candy Co. (confections), Niagara Therapy Mfg. Corp. (massage), A. M. T. Corp. (hobbies), Klepper Corp. (German outdoor equipment).
18. Canadian Pacific Airlines.
19. Moody Bible Institute, building to south is Seattle-First National Bank.
20. Nalley's, Inc.
21. Club 21 and service clubs.
22. Christian Witness Pavilion.
23. General Insurance Co. of America and information center.
24. Federal Science Pavilion; United States government, The Boeing Co. Spacearium, General Dynamics Corp., U. S. Steel Corp.

25. Ford Motor Co.
26. American Gas Association.
27. Standard Oil Co. of California.
28. International Business Machines Corp.
29. Milwaukee Road-Great Northern-Northern Pacific-Union Pacific, Alaska-National Bank of Commerce.
30. Paul Horiuchi mural.
31. Electric utilities (public and private).
32. General Electric Co.
33. Bell Telephone System.
34. A. Interiors Pavilion, sponsored by American Institute of Decorators and A. I. D. Research Council: Carl Forslund, Inc., California Artificial Flower Co., U. S. Rubber Co., American Biltrite Rubber Co., E. I. du Pont de Nemours & Co., Wunda-Weve, Northwest Designer Craftsmen.
- B. Fashion Pavilion: Revlon, Inc. (5,000-gallon perfumed pool), Vogue Magazine (fashion shows), E. I. du Pont de Nemours & Co., Western Airlines, Samsonite (luggage), Bulova Co.
- C. Commerce Pavilion: Mobil Oil Co., C. & H. Sugar, Hammond Industries, Encyclopedia Britannica, New York World's Fair, Washington State Dental Association, more to be added.
35. The Christian Science Monitor.
36. Forest Products Pavilion (26 participating firms), and Society of American Foresters.
37. Fire-control center.
38. Food Circus (including LaBaconie Restaurant),

- with outside buildings for Eastman Kodak and Imperial Candy Co.
39. Gayway, amusements, concessions (19 attractions).
40. Skyride terminal (Union Oil Co. sponsor).
41. A. S. J. & S., Inc. (pancake house).
- B. Northwest Historical Medals, Ltd. (\$1,000,000 silver-dollars display).
42. Yugoexport, Inc. (Yugoslavian merchandise) and Chung King Chinese foods—in adjacent buildings.
43. Philippine Handicraft Industries, Inc. (Philippine merchandise).
44. Hofbrau Restaurant (restaurant and beer pavilion).
45. The Golden Rooster (Puerto Rican jewelry making), Spanish Village (at West end of stadium).
- 46-47. La Fiesta Restaurant.
48. Belgian waffles.
49. St. Paul's Factory (Syrian merchandise).
50. The Baker Co. (Moroccan merchandise).
51. Douglas Fir Plywood Association research center.
52. Press center.
53. The Exhibit Fair (under north wing of stadium).
54. Islands of Hawaii Pavilion.
55. Japanese Village.
56. Show Street: Gracie Hansen's Paradise-International Theater and Restaurant, Le Petit Theater, Gay 90's Building, "Girls of the Galaxy" Show, "Stage 9, Hollywood," antique automobiles, electronic personality-analysis, "Peep, Backstage, U. S. A." show.
57. International Fountain.

Final Countdown Begins for Seattle's World of Tomorrow

By STANTON H. PATTY

The stage is set. The final countdown is on. The Seattle World's Fair—the first World's Fair in America in 22 years—will open at noon April 21.

For 184 days Seattle will be the capital of the world.

A dream seven years in the making is coming true . . . the dream of a handful of men who reached for a star and were unafraid of the impossible.

Century 21—the World of Tomorrow—is the bold theme.

Seattle is looking to the future.

Science, the wares of the world, fun and music will be fused in the \$100,000,000 space-age extravaganza.

Millions of visitors—perhaps 10,000,000 or more—will push through the turnstiles to savor the excitement.

Welding torches and floodlights are burning late on the fairgrounds as more than 2,000 construction workers race the clock to complete the galaxy of pavilions and exhibits.

The pace is tense and hectic.

But the promise is that the fair will be ready.

The Seattle World's Fair was conceived as a "jewel-box exposition"—modest in size, but every inch a dazzling world's fair.

And a jewel box it is, spilling its gems over

74 bright acres in the heart of Seattle:

The spectacular Space Needle, towering 600 feet in the sky, with a revolving restaurant and observation deck.

The Monorail, tomorrow's transportation today, with two mile-a-minute trains linking downtown Seattle with the fairgrounds.

The \$10,000,000 Federal Science Pavilion, the greatest scientific showcase ever assembled by the United States government.

The giant Washington State Coliseum, where visitors will wander through a mysterious cloud of cubes to preview life in the world of tomorrow.

The pavilions of more than 50 nations, dis-

playing the folklore, the proud achievements and the hopes of the family of nations on five continents.

The Spacearium, where visitors will have the sensation of soaring through space in a rocket ship, traveling millions of miles from planet Earth.

The Boulevards of the World, a colorful array of bazaars, restaurants and shops with foreign accents stretching through the center of the fairgrounds.

The World of Entertainment, with performers from all corners of the globe playing to audiences in the elegant new show houses of the Seattle Center.

The World of Fine Arts, with priceless masterpieces from Renaissance to the Space Age gathered from the top museums of the world.

And just plain fun—with the hold-your-breath rides of the Gayway, the slightly naughty adult-entertainment district known as Show Street, plus free shows almost every day in the Memorial Stadium.

By night, the World's Fair will be a wonderland, a fantasy of lights, gushing fountains, reflection pools and music in the air.

The Seattle World's Fair—a once-in-a-lifetime experience and Seattle's greatest adventure—is on the launching pad.

Hang on!

Seattle is going into orbit just 13 days from now.

World's Fair Facts

Facts and figures of the Seattle World's Fair:

Name—The Seattle World's Fair, known also as the Century 21 Exposition.

Dates—April 21 through October 21, 1962.

Size and Site—74 acres; one mile northwest of downtown Seattle.

Cost—\$100,000,000, including state participation, \$10,500,000; City of Seattle, about \$13,000,000; King County, \$750,000; federal, \$10,000,000; private underwriting by Seattle business community, more than \$5,000,000, and remainder by domestic and foreign exhibitors and concessionaires.

Admission Charge—Adults, \$2; children, \$1.

Hours—10 a. m. to 10 p. m. for exhibits; Show Street, 10 a. m. to 2 a. m. Mondays through Fridays and to midnight, Saturdays and Sundays.