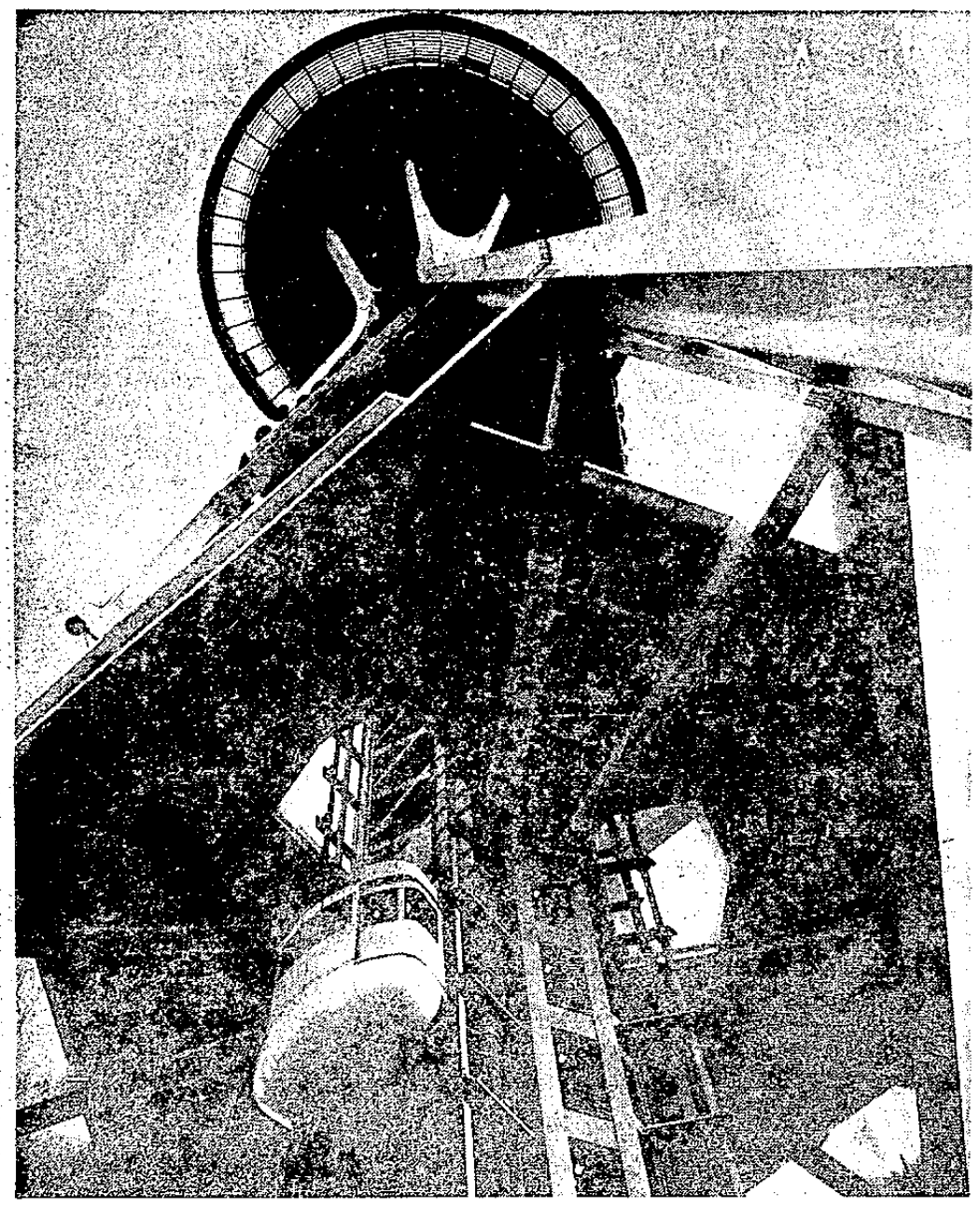
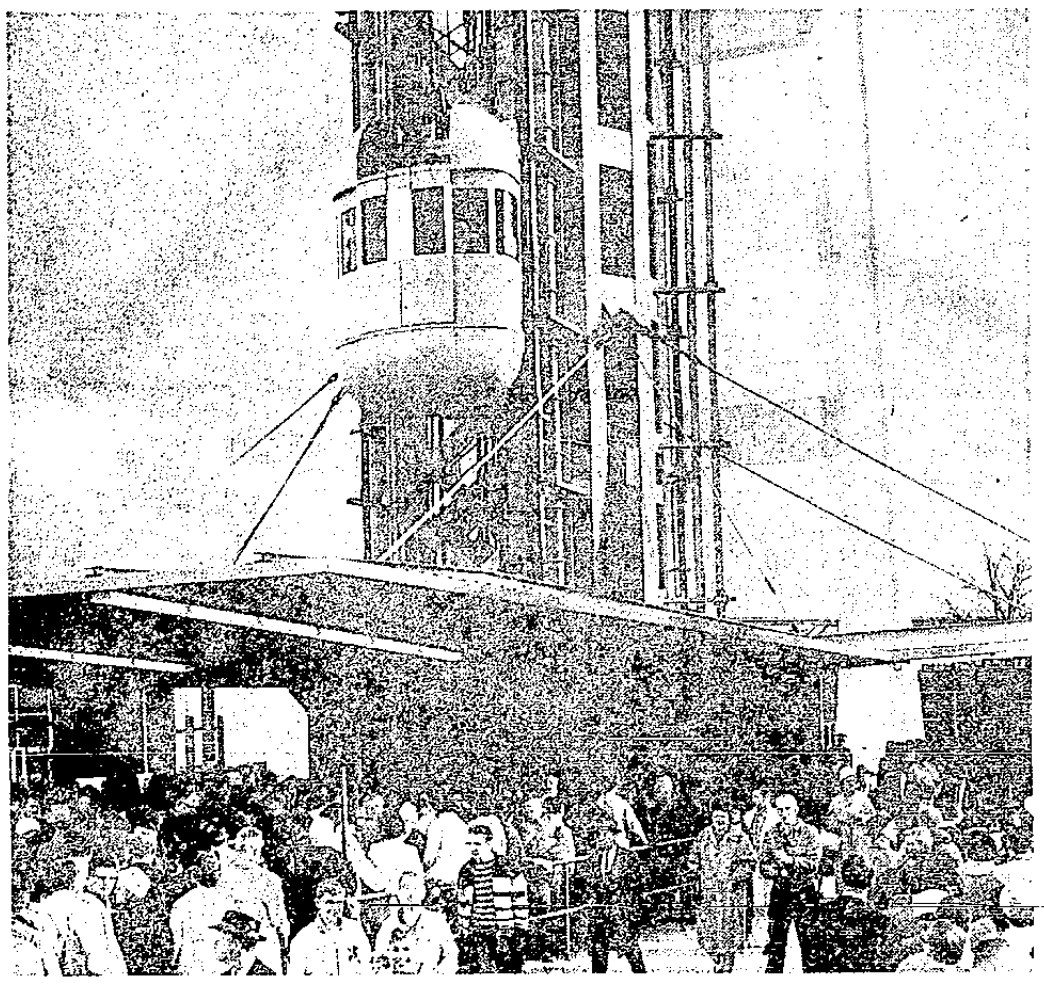
The Seattle Times
SECTION C • SUNDAY, APRIL 8, 1962

SEATTLE WORLD'S FAIR SOUVENIR EDITION

SPACE AGE FRONTIERS







ALREADY FAMOUS:

Needle Is Symbol

The Space Needle — Seattle's 600-foot tower in the sky — has become the world-wide symbol of the Seattle World's Fair.

More than 10,000 visitors a day are expected to board high-speed elevators for trips to the top of the Needle with its revolving restaurant and roomy observation deck.

And after the fair is history, the Space Needle will remain as a lasting landmark for Seattle . . . a man-made showpiece to match the mountain peaks that frame the Puget Sound country.

Like a sheaf-shaped tripod, the $3,000,000 Needle rises on three pairs of steel legs planted in a deep concrete base.

CROWNING the spire is the "top house," with the Eye of the Needle restaurant at 500 feet, the observation level at 550 feet — and finally a tapering natural-gas torch that sweeps up to the 600-foot mark.

Carillon bells will chime out over the city from the 200-foot level of the tower.

Passengers will form in three covered waiting areas at the foot of the Needle to board the bullet-shaped elevators.

Fares are $1 for adults and 75 cents for children, both for restaurant and observation deck visitors.

With rocket-like speed, two of the three elevators will zip to the top in only 43 seconds. The third elevator, traveling at a more sedate rate, is reserved mostly for service.

There is no time limit on visits to the observation deck, where there will be a snack bar and other concessions.

BRING YOUR CAMERA for the full panorama of the Cascades, the Olympics, Seattle's busy waterfront and the changing skyline of the city.

The Eye of the Needle will seat 260 diners, with prices scaled to those of other quality restaurants in Seattle.

Only the outer rim of the restaurant will revolve, making one complete turn each hour with velvet smoothness. A tiny one-horsepower motor, guaranteed not to ripple a martini, will move the turntable.

By night, lights will be trained on the "top house" to create the dramatic effect of a flying saucer. The torch will flame in a sequence of changing colors.

How Seattle got the Space Needle is a story in itself.

THE ORIGINAL PLANS for the fair did not include anything like it.

Then one day, Edward E. Carlson, chairman of the Washington State World's Fair Commission, was in Stuttgart, West Germany. Friends invited him to dine atop a tower in downtown Stuttgart.

"A restaurant on top of a tower," Carlson mused. "We need something like this at the fair."

Carlson dispatched the idea in a postcard to fair headquarters — and at the same time accidentally named it the Space Needle.

But what about financing?

Several proposals were made, including a suggestion that King County sponsor the project.

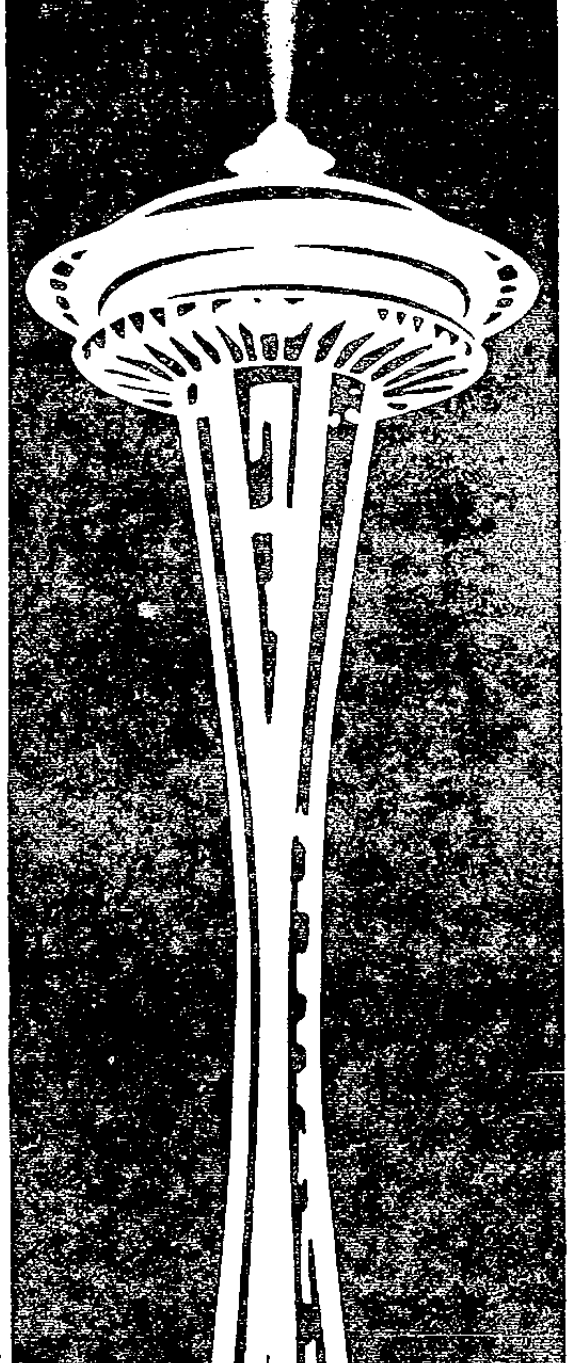
Finally, private capital came to the rescue — as it had so many times during the building of the fair—and the Space Needle Corp. was formed to finance the spectacular spire.

Seattleites followed the construction with suspense and amazement. Construction began in May, 1961.

WORLD FAMOUS CHARBNEAU
MINIATURE MUSEUM
Opening in August. Europe. Curator. Isabella Charbneau Lectures Warren. daily.
WATCH FOR LOCATION AND DATE

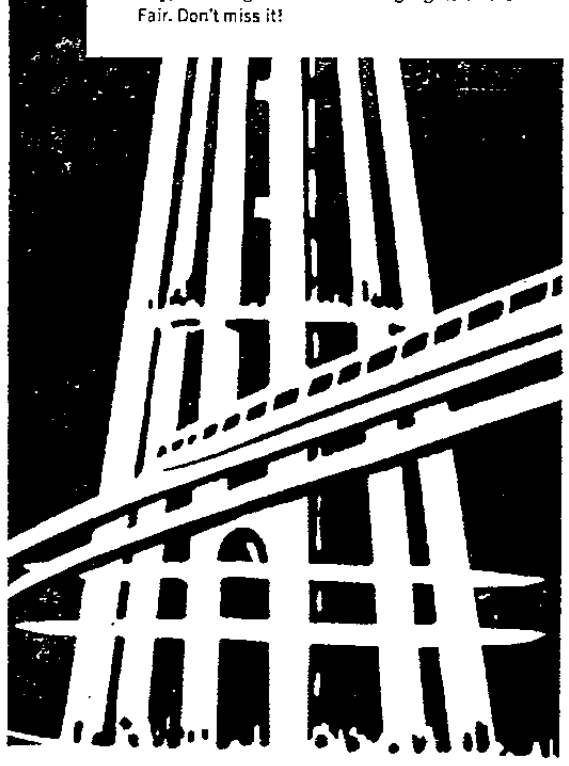
GOING MY WAY: In photographs at left —Lower, crowds thronged to the base of the Space Needle for rides to the 550-foot-high observation deck. A load of happy sky riders blasted off. There will be "tall tales" when they return to earth. Top, the elevator car prepared to pass a deck at the 200-foot level. Destination: The fan-like deck high above. The entire trip was "A-OK."

NATURAL GAS
SYMBOL OF ENERGY
AT CENTURY 21



40-FOOT NATURAL GAS TORCH ATOP SPACE NEEDLE HIGHLIGHT OF FAIR

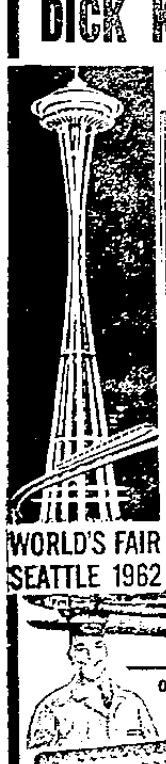
Natural Gas, the fuel of tomorrow, occupies a dramatic role in America's Space Age World's Fair. Its shining beacon atop the Space Needle symbolizes the World of Tomorrow. The Eye Of The Needle restaurant is completely gas-equipped: for cooking, heating, air conditioning and water heating. And the Natural Gas Exhibit, which demonstrates the part natural gas will play in the progress of the 21st Century, is among the most thrilling sights at the Fair. Don't miss it!



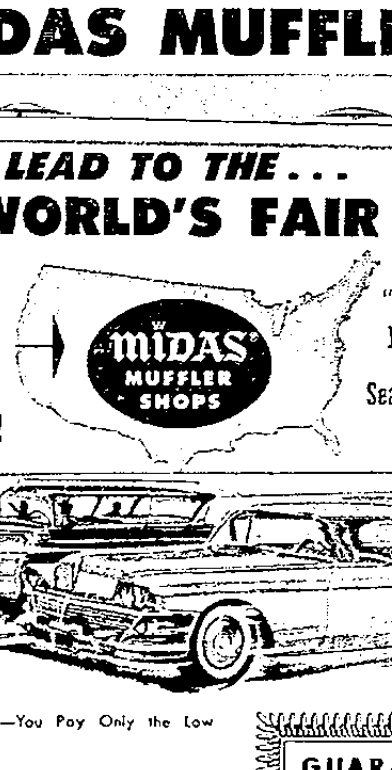
Go First Class with Natural Gas —

WASHINGTON NATURAL GAS COMPANY

DICK KEPLINGER'S MIDAS MUFFLERS



ALL ROADS LEAD TO THE . . .
SEATTLE WORLD'S FAIR
and While You're in Seattle Drive-in to "MIDAS" for a FREE MUFFLER CHECK UP!



"See you in Seattle"

WORLD'S FAIR SEATTLE 1962



- FREE INSTALLATION—You Pay Only the Low Cost of the Muffler Itself.
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- MUFFLERS, TAILPIPES, DUAL EXHAUSTS —For Every Car or Truck.

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DRIVE IN TODAY—NO WAITING
MIDAS MUFFLER SHOPS
DICK KEPLINGER'S MIDAS MUFFLERS
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Sociable meaning easy-going . . . but certainly not casual. Anything but: the new black suit is a very dressed-up number. Very polished, very man about town by day and very man about town by night. The black suit is a very important part of the equipment of the 1962 executive . . . puts in a hard day at the office . . . electric razor freshes up the face . . . black takes care of the rest . . . and you are off to after-five functions correctly dressed. This black is Fashion Park's season-jumping Parkool, a superb 2-ply cloth blending Dacron polyester and worsted. A suit for right now . . . and into summer. $100

Others From **95.00** to **145.00**

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Bellevue Square GL. 4-7500

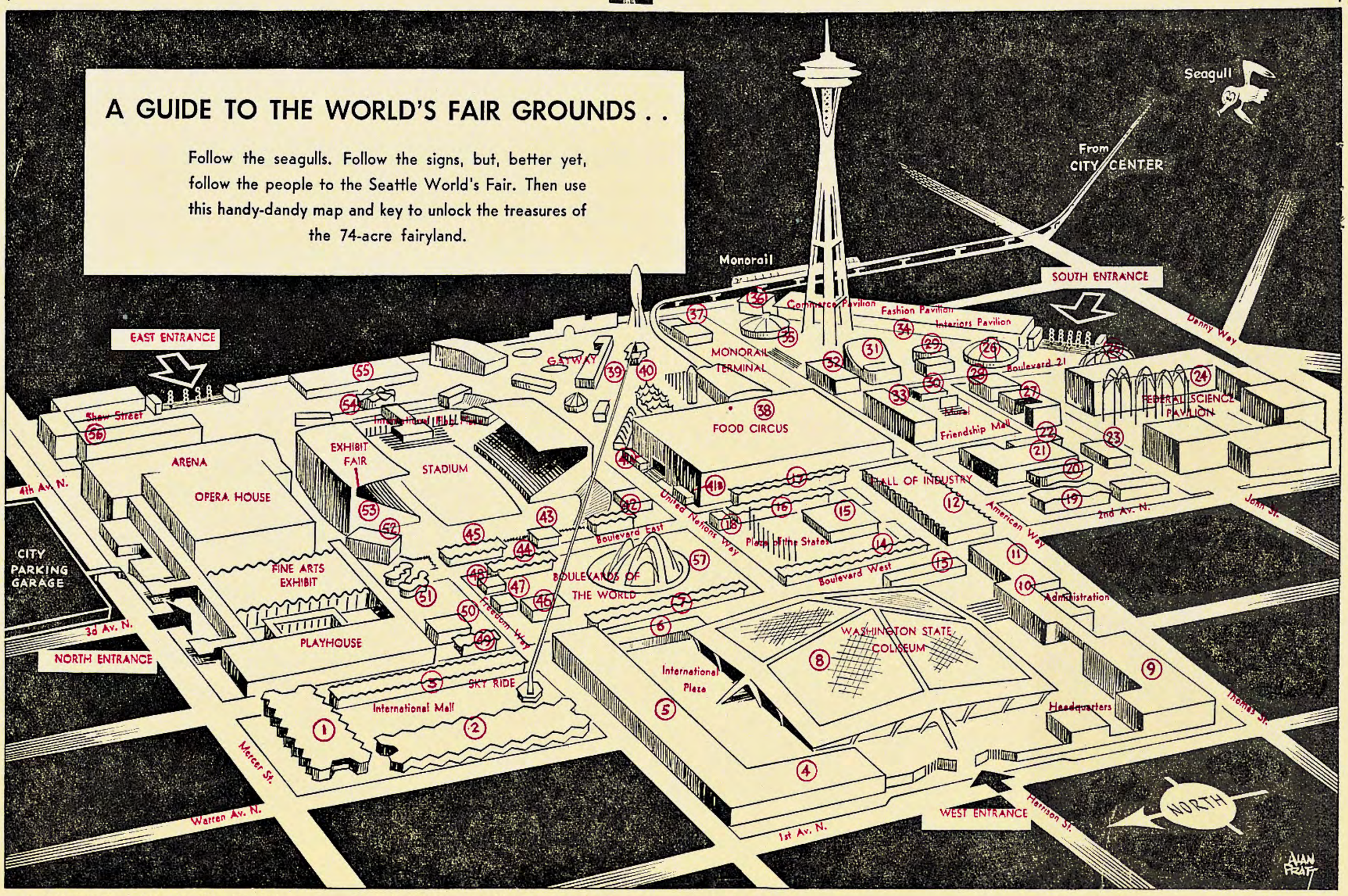
See You at the Fair



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 Carsignol-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), Uso'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 LaBalconie 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, displaying 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.

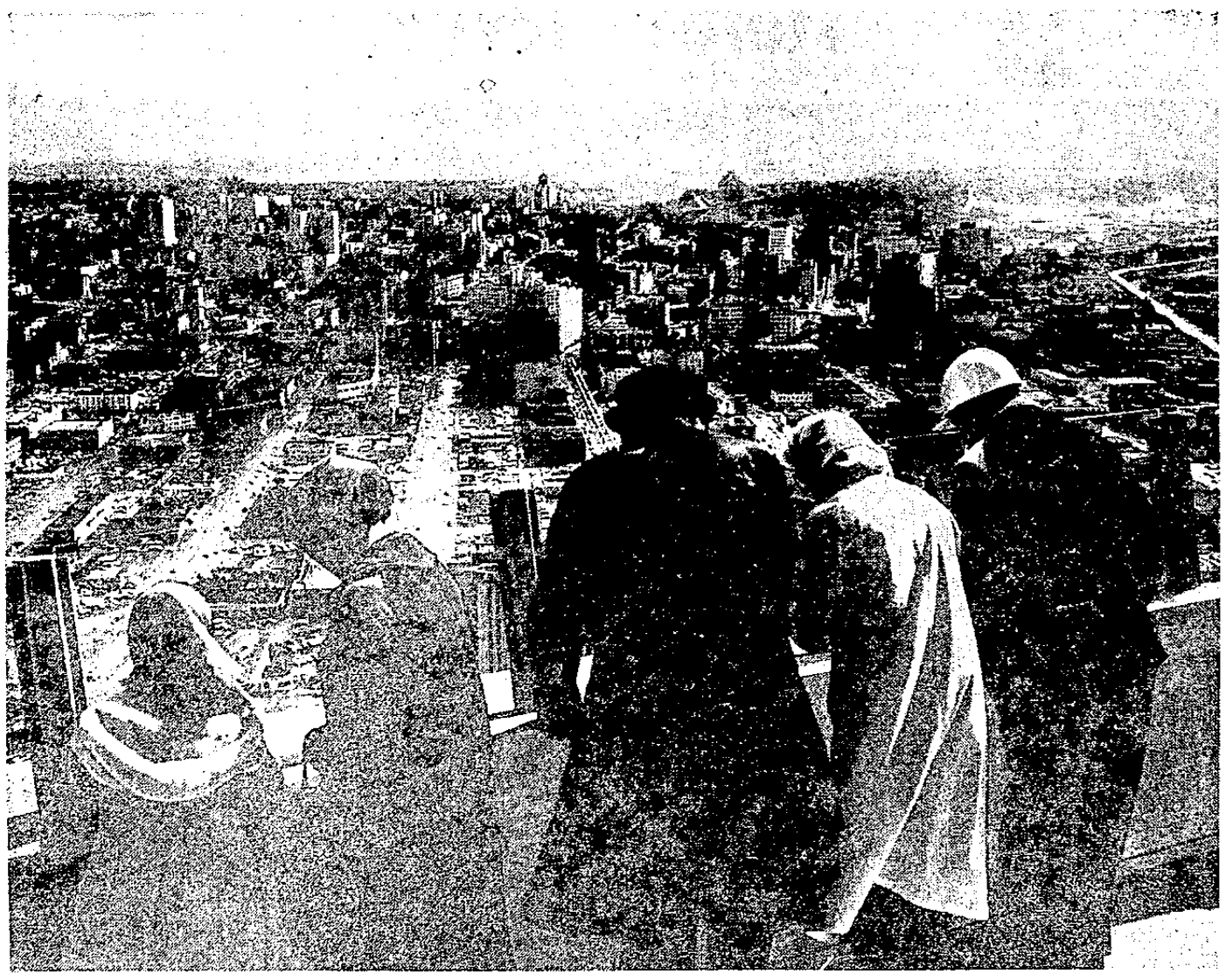
Size and Site—74 acres; one mile northwest of downtown Seattle.

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.

View to South From Needle



MAN, WHAT A VIEW!: "Fearless" Seattleites looked South from the Space Needle's observation deck over the vast, almost toy-like, city spread out before them. Automobiles appeared as tiny beetles, small buildings as a child's building blocks. Even the larger structures appeared stunted by the combination of height and distance. On clear days, the Cascade Mountains and Mount Rainier easily may be viewed from this side of the deck. Other spectacular views are available everywhere the compass points.—Photo by Josef Scaylea.

500 BELLS:

Needle Carillon to Be Audible 10 Miles Away

One of the world's largest carillons will chime melodies from the Space Needle during the Seattle World's Fair.

Schulmerich Carillons, Inc., Sellersville, Pa., built and installed the 500-bell electronic system.

Loudspeakers will be mounted on a platform at the 200-foot level of the Needle. The bells themselves will be at the base of the tower, along with the carillon house and console.

Tones of the carillon will be audible up to ten miles away.

Schulmerich said the Seattle carillon will be an "expanded version" of the popular carillon that was featured at the 1958 Brussels World's Fair.

Visiting musicians will be invited to perform selections at the elaborate console. Fair officials said the music of many nations will be heard.

Firms Spending Millions at Fair

To sell their goods and services, scores of companies of all sizes are spending millions of dollars to take part in the fair and still more millions of dollars to tell their stories to a world-wide audience.

Mostly Tourists

Nearly 75 per cent of all fair visitors will be tourists (persons who travel more than one hour to attend).

Realtor's Gift Ties Boost World's Fair

One of the more original boosters of the fair is R. C. Schiefelbein, Edmonds realtor, who took 20 dozen neckties to a Chicago real-estate convention.

Each necktie had a picture of the Space Needle and underneath, "Ask a Realtor."

Inspired by the success of his Chicago venture, Schiefelbein took even more ties with him to another convention in Miami, Fla.

MERLINO
Italian Virgin
OLIVE OIL
AWARDED THE GOLD MEDAL OF EXCELLENCE AT ALASKA YUKON PACIFIC EXPOSITION
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STILL THE PACIFIC NORTHWEST'S FINEST ITALIAN OLIVE OIL
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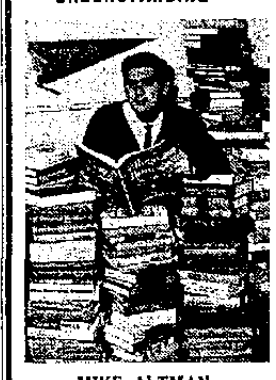
THEY SAID WE COULDN'T
- Run a 4 minute mile
- Fly faster than sound
- Put a man into space
- READ 1000 WORDS A MINUTE WITH UNDERSTANDING



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College Student

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The reading skills taught by the SPEED READING CLINIC enabled me to increase my reading speed over 600% WITH GOOD UNDERSTANDING OF WHAT I READ."
Mike Altman

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City ..... Type Course .....

Vital Statistics of Seattle World's Fair Space Needle

Vital statistics of the Space Needle:

Height—600 feet.

Cost—$3,000,000.

Weight—7,340,000 pounds of steel and 11,500,000 pounds of concrete.

Restaurant Level: 500 feet.

Observation Level—550 feet.

Restaurant Capacity—260 diners.

Restaurant Turntable—94½ feet in diameter, making a full circle once each hour.

Observation-Deck Capacity—300 persons.

Elevators—Two traveling at 800 feet a minute; a third elevator at 350 feet a minute.

Fares—$1 for adults and 75 cents for children.

Torch—40 feet high and fired by natural gas.

Architect—John Graham & Co.

General Contractor—Howard S. Wright Construction Co.

Owner—Space Needle Corp., Bagley Wright, president.

Restaurant Operator—Western Hotels, Inc.

Colors—Gold, red, off-white and olive.

Daily Capacity—10,000 persons a day.

Base—Anchored 30 feet below ground in a 102-foot circle.

Steps—Two sets of intertwining 832-step stairways, reserved for emergencies; not open to public.

Restaurant Policy—No reservations until after the World's Fair—first come, first served.

Visiting Pet Must Have Health Paper

Planning to bring a pet into this state?

If so, be sure to have a health certificate for Rover or Kitty.

All animals crossing into Washington must be covered by such a certificate, Dr. D. A. McGill, state veterinarian, said.

Dr. McGill suggested that out-of-staters ask their veterinarians about Washington's regulations.

Dogs more than 3 months old must have a rabies inoculation at least 14 days before entering the state. Cats need no shots, but must have a certificate.

Incidentally, no pets are permitted on the fairgrounds.

70,000 Crates Used for Rides

European-manufactured rides for the fair's Gayway arrived in more than 70,000 huge crates. The cost in freight and customs alone was more than $100,000.

Telescopes Available

There are 15 coin-operated telescopes on the Space Needle's observation deck. The cost: 80 seconds of breath-taking viewing for 10 cents.

Plenty of Space

Building IV of the United States Science Pavilion, devoted to "Methods of Science," is large enough to accommodate four jet airliners.

COMMERCIAL and RESIDENTIAL ELECTRICAL WIRING IS OUR BUSINESS

OLD FASHIONED INTEGRITY WITH MODERN TECHNIQUES

WAGNER-ELECTRIC

CHERRY 3-9671

236 South 152nd Street
Across From Highline High School—BURIEN

WE ARE PROUD TO HAVE BEEN SELECTED TO DO THE ELECTRICAL WIRING OF THE FRENCH EXHIBIT
BE SURE TO SEE THIS OUTSTANDING ATTRACTION AT OUR WORLD'S FAIR

Complete Electrical Contracting
* Licensed * Bonded * Insured

... THIS CENTURY 21 YEAR AS IN 1882 ...

SERVING SEATTLE BUSINESS



175 YEARS*

The combined years of service to Seattle of the J. K. GILL Co. (Est. 1867) and LOWMAN & HANFORD (Est. 1882) total 175 years.

•

The twin firms, both specializing in the same service and products, combined in 1960 to further increase their range and stock.

•

Now in 1962 . . .
Call Gill's For—

- Office Supplies
- Office Furniture
- Artist Material
- School Books
- School Supplies
- Greeting Cards
- Office Machines
- Typewriters
- Educational Books, Teaching Aids



J. K. Gill's * Lowman & Hanford
DOWNTOWN SEATTLE . . . MAin 3-8870 • UNIVERSITY DISTRICT • OLYMPIA

THE BON MARCHE *as a public service to the people of Seattle, and an aid to World's Fair officials, invites you to . . .*

Use this letter to schedule your World's Fair guests

Our World's Fair Housing officials anticipate a heavy burden in arranging for rooms for out-of-town guests, especially during the peak Summer months.

But if all Seattle residents who are expecting friends and relatives will write them now, inviting them as house guests—under mutually agreeable "ground rules"—thousands of visitors can be housed in private homes and a great burden will be lifted from the shoulders of Expo Lodging officials.



This letter has been prepared as a cooperative civic effort to organize our facilities in Seattle, so that we can provide the best possible hospitality for all who wish to visit the World's Fair.

April 8, 1962

Dear _____

We cordially invite you to visit the World's Fair in Seattle (April 21 – October 21, 1962) and be our house guests during your stay.

Our World's Fair Housing officials anticipate a heavy burden in locating lodging for the millions of out-of-town guests expected for the Fair. So to help them, and to assure you of a place to stay, we want to roll out the welcome mat for you at our home. But because we expect others for the Fair too, we are going to have to ask all to bear with us on a few "ground rules" concerning food, entertainment, etc.

Here is how we suggest we arrange things:

Sleeping accommodations we can offer:
Number of beds: full size _____ twin size _____
cots _____ other _____

Blankets: we can furnish _____; please bring _____

Sheets: we can furnish _____; please bring _____

Towels: we can furnish _____; please bring _____

Food: we ask you to provide your own food. The kitchen facilities are yours to use, of course.

Transportation: our car will be in use so you will need to provide your own transportation. The city has added bus and taxi service to accommodate everyone.

Entertainment: our house is yours to enjoy. Feel free to come and go as you please. But because we will already have visited the Fair ~~one~~ or more times, we probably won't be able to accompany you there. So you may have to be "on your own" for this and other entertainment.

Other: _____

If you can accept our invitation, will you please clip and send us the reply note below, right away. As soon as we have heard from all our invited guests, we will write you to confirm arrangements.

Cordially,

USE THIS FOR YOUR REPLY

Dates we would like to come: 1st. choice _____ to _____
2nd. choice _____ to _____

Other comments: _____

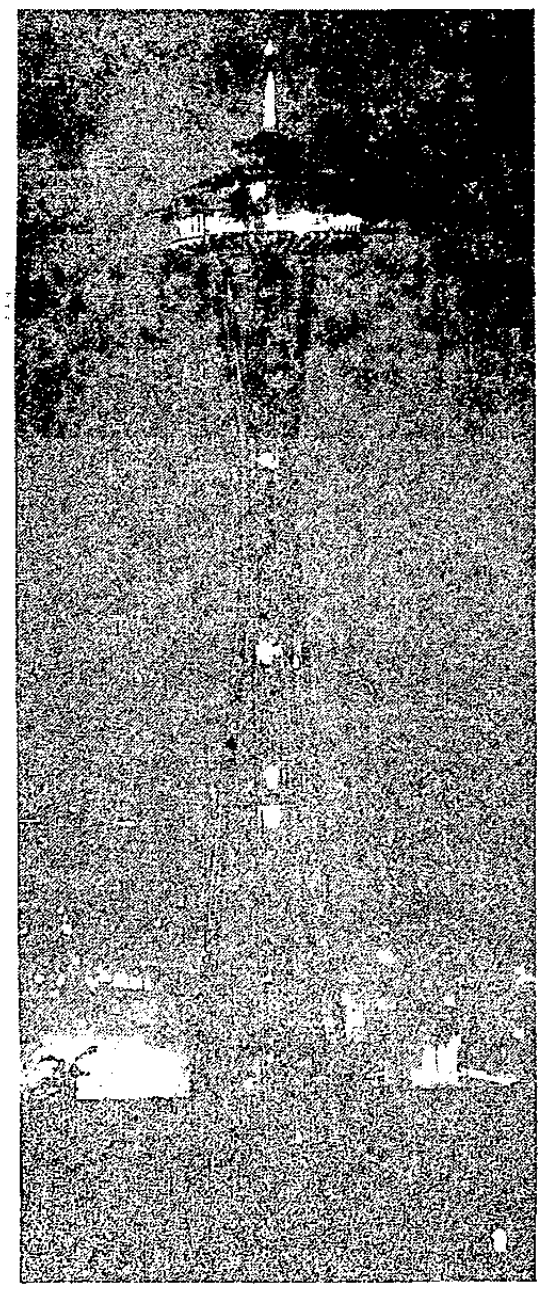
Signed: _____

Extra copies of this letter, on white stationery, are yours, without cost, as a courtesy of The Bon Marche.

You may pick them up in the business office of **THE BON MARCHE** ***– Seattle and Northgate.***

CROWN OF FLAME:

Needle-Torch Design Posed Big Problems



SPACE NEEDLE AT NIGHT
Gas torch aglow

A 40-foot "needle of flame" crowns the top of the Space Needle.

The natural-gas torch is a column of shimmering fire in changing colors. The torch will operate intermittently during the World's Fair to announce the time after dark as would a space-age clock.

DESIGNING the unique project involved a variety of problems.

A narrow spear of flame was wanted, rather than an over-sized patio-type torch. The flame had to light automatically and operate under adverse weather conditions.

An aircraft-warning beacon was needed atop the torch — but there was a danger of incinerating the warning light.

IN THE END, the designers formed the 40-foot-high tripod of six-inch stainless-steel pipe, which extends an additional eight feet into an equipment room below.

Inside the tripod and closely parallel to each leg are gas burners which fire horizontally into the center of the structure. The converging flames form the plume of fire.

A stainless-steel screen between the legs shields the flame from excessive wind blasts. A seven-horsepower air-blower in the equipment room forces air into each leg and jets of air squirt out along the screen and to the top to protect the aircraft beacon.

Robert L. Beardsley, of the Washington Natural Gas Co., designed the system. Robert C. Brown, of the Brown Engineering Co., Seattle, built the torch.

REASONABLE:

Family Budget Suggested

See the Seattle World's Fair on a budget.

It's possible, fair officials say.

Economic Research Associates, Los Angeles, predicts that the average visitor will spend $5.19 a day at the fair.

But there will be plenty of tempting attractions and you can spend far more.

"You can splurge or you can take it easy," Frederic V. Schumacher, director of operations and services, said.

"Almost all of the exhibits are free and it will take several days just to enjoy those.

"The answer is simply that you can go any route you please."

Schumacher has arranged a budget of $16 for a thrifty family of four. It goes like this:

Admission Price — $6, or $2 for each adult and $1 for each child, unless you bought discounted advance tickets before March 15. Children under age 3 will be admitted free as babes in arms.

Parking — about $1 in a World's Fair parking lot.

Miscellaneous transportation —$1. perhaps a ride on a Pedicab around the fairgrounds or bus fare.

Rides and Amusements—$3. Gayway rides are priced at 25, 35 and 50 cents.

Souvenirs and an official guidebook — $2. If you bought a bonus book in the advance-ticket sale, you already are entitled to a guidebook and you can spend the dollar on something else.

Snacks during the lunch hour — about $3.

There are lots of ways to spend more money at the fair —a ride to the top of the Space Needle, meals in some of the fancy restaurants, art objects from the foreign bazaars, an evening in the Show Street entertainment district, or a big show in the Opera House.

For the budget - minded, there will be free shows almost every day in the 12,000-seat Memorial Stadium.

Schumacher described the admission price as "very much in line with today's prices."

"The World's Fair is the best entertainment value ever offered in the Pacific Northwest," Schumacher declared.

Price List Of Fair's Features

The cost of tickets to the fair and some of its attractions:

Fair Admission—Adults, $2; children under 13, $1, and children under 3, free.

Monorail—Round trip, Adults, 75 cents; one way, 50 cents. Children, 50 cents round trip; 35 cents one way.

Space Needle—Adults, $1; children, 75 cents.

Gayway Rides—25 to 50 cents each.

Fine Arts Exhibit — 50 cents.

All Foreign and Industrial Exhibits—Free.

Performing Arts—$1 to $6.50, depending on production.

FAIR FOOLERY:

Promotion Ideas Include Flaming Mount Rainier

How about pouring crude oil into the crater of Mount Rainier and lighting it as a torch during the Century 21 Exposition?

This is just one of the zany stunts for promoting the fair that have been received at fair headquarters.

Others:

Drop an expendable automobile from the top of the Space Needle. (Look out below!)

Have a Harlem Globetrotter try to shoot a basket from the top of the Needle.

Promote a song with the lyrics telling how a person could pay only 21 cents to enter the Century 21 Exposition. (This was rejected promptly for obvious reasons.)

Walk an elephant from Denver to Seattle by way of Los Angeles. (The hitch was that the fair would have had to buy the elephant and all of its hay and figure out what to do with the animal after the trip.)

Float a Goddess of Liberty statue in Puget Sound.

Launch and retrieve an astronaut in Seattle for the opening of the fair. (Sorry, no launching pad available.)

Have a liars' contest about the fair. (This one was discarded because the truth of this fair is almost stranger than fiction.)

Have a camel ride up and down the Space Needle elevator.

Invite persons to walk, roller-skate or bicycle around the world — at the fair's expense, of course.

But the best one—and the fair only wishes it could comply—went this way:

"Let everybody in free!"

Los Angeles One Of First Backers

The City of Los Angeles was one of the first in the nation to support officially the World's Fair.

More than a year ago, the Los Angeles City Council adopted a resolution commending Seattle for its fair. A similar resolution was adopted soon after by a Los Angeles suburb, Glendale.

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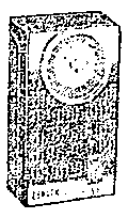

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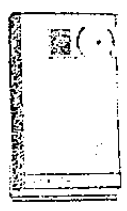

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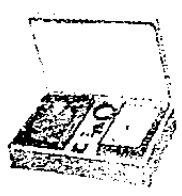

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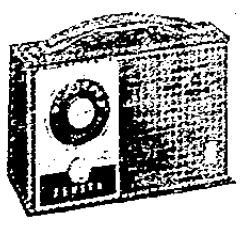

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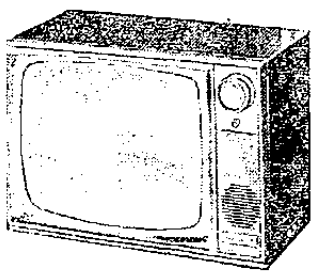

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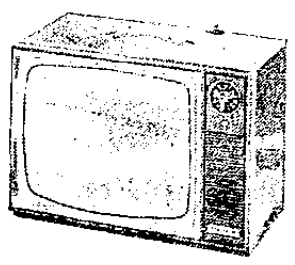

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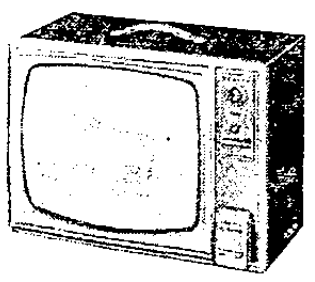

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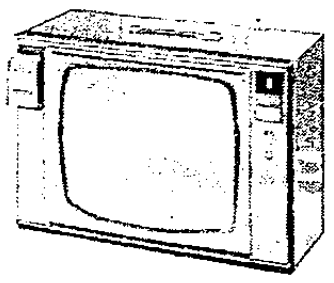

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—DREAMER, DIPLOMAT—

E. C. Dingwall, Fair 'Foreman,' Got First Job

The "foreman" of the mushrooming Seattle World's Fair is its first employe—Ewen C. Dingwall.

Driver, dreamer and diplomat . . .

Dingwall, as vice president and general manager, has had to be all three.

He was executive director of the Washington State Research Council in March, 1957, when he was asked to open an office and form a staff for parallel projects—a world's fair and new civic center for Seattle.

"It meant giving up a permanent job for a temporary assignment," Dingwall recalled.

"I said I would do it. I have never regretted the decision for an instant and I wouldn't have missed this experience."

On May 15, 1957, Dingwall moved into the Civic Auditorium and borrowed a desk, chair and telephone in a borrowed office.

His first call was to his wife.

"What do you think I should do next?" he asked her.

"Go buy some paper," Mrs. Dingwall replied.

"I did," Dingwall said.

Since then, Dingwall has seen the fair through dark days when lawsuits and public apathy threatened to cripple the program. And he has been instrumental in its brightest days.

It wasn't funny then, but Dingwall smiles now as he remembers one emergency back in December, 1959.

A Christmas party for fair employes was being held.

It was payday, too, but there wasn't enough money to pay the employes.

Dingwall was called out of the party and informed that enough money had been placed



EWEN C. DINGWALL

in the bank to cover the checks.

"I said: 'All right, bring in the paychecks and hand them out,' Dingwall recalled. "And we all had a Merry Christmas."

One of Dingwall's chief assignments as general manager has been to weld a strong staff of competent professionals.

"I think we have an exceptionally strong and able group," he said.

During the fair the staff that began with just Dingwall will grow well beyond the 1,000-mark.

"The desk of vice president-general manager, by its very nature, is a natural resting place for the brunt of any criticism," Dingwall said.

"All I can do is borrow Harry Truman's famous remark: 'The buck stops here.'"



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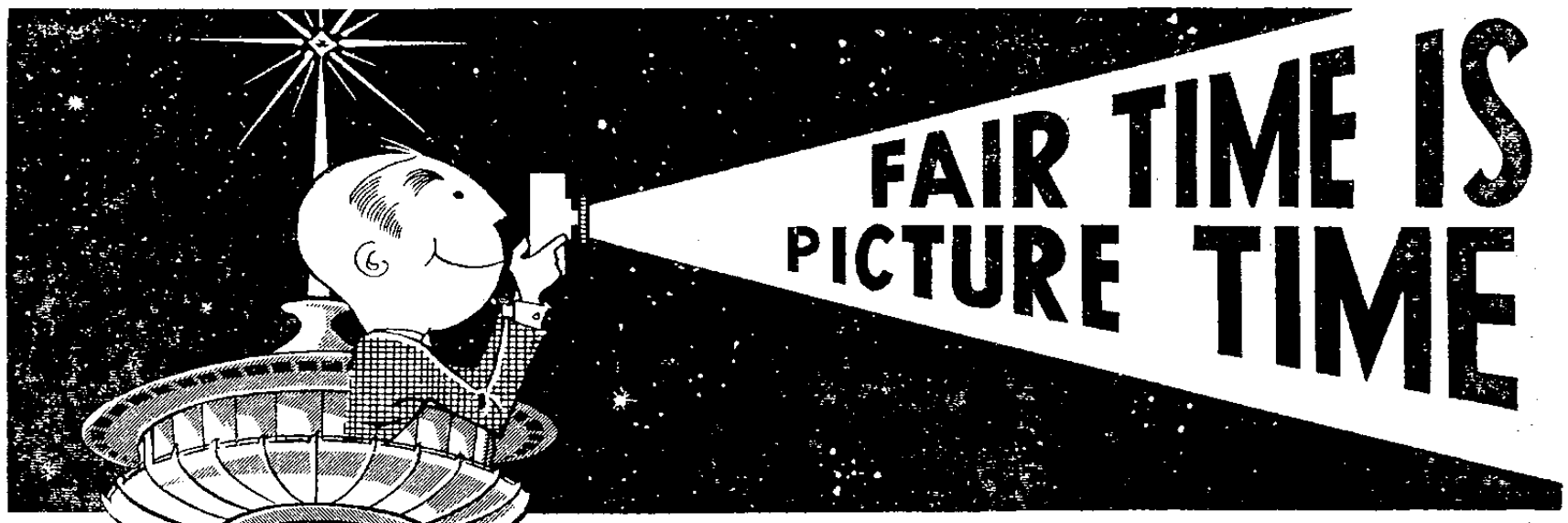

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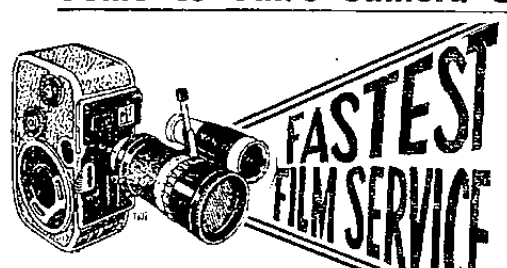

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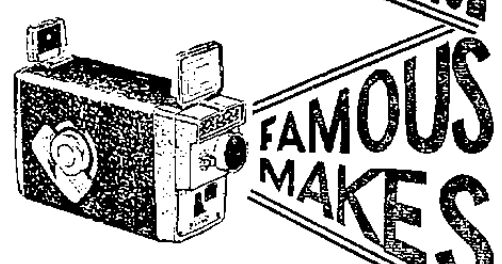

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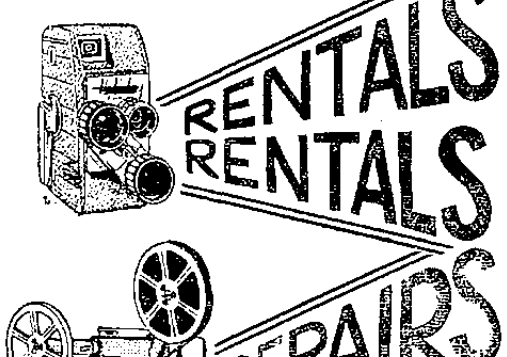

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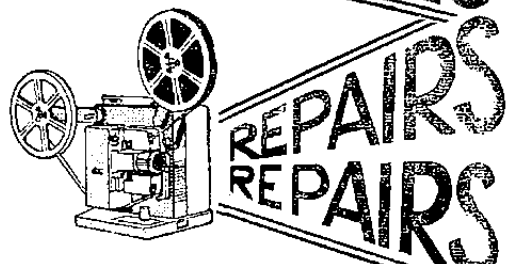

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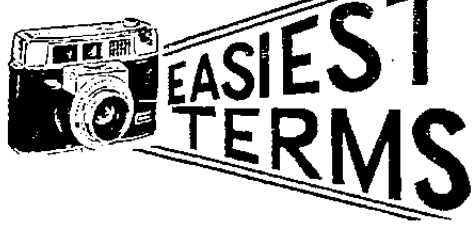

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'SHOT IN THE ARM'

World's Fair Idea Started As an 'It Can't Be Done!'

(John J. Reddin, whose "Faces of the City" column is a regular feature of The Times, goes back to the beginning here to tell how the Seattle World's Fair really got its start).

By JOHN J. REDDIN

Before the symphony conductor takes the stage to lead the full orchestra in the World's Fair overture, it might be well to explain the simple and haunting little melody that you hear in the distant background.

It is barely audible — the humble refrain of how this World's Fair got its start. The story deals with a handful of men, an idea and a stubborn refusal to quit.

And the reason the tune is unfamiliar? It's because the story never has been told before.

It was back in the early 1950's, shortly after Don Follett became vice president and general manager of the Seattle Chamber of Commerce.

In a conversation with Ross Cunningham, associate editor of The Seattle Times, Follett suggested that Seattle needed some sort of event to focus attention on a number of improvements (the freeway, a proposed Puget Sound bridge and a second Lake Washington bridge) under discussion at that time which might be completed in the late 1950's.

(Strangely enough, it was another Seattle Times' editor, the late James A. Wood, who listened to a similar suggestion in 1905, liked the idea and promoted it into Seattle's highly-successful Alaska-Yukon-Pacific Exposition in 1909.)

CUNNINGHAM AND FOLLETT kicked the idea around for awhile, decided it had possibilities and Don arranged for a meeting in the old President's Room of the Chamber of Commerce to discuss plans for a "shot in the arm" exposition or fair with a representative group of civic leaders.

"The meeting worked up about as much momentum as a lead balloon," Cunningham recalled ruefully.

"Virtually everybody there said it couldn't be done and why waste our time on it."

Follett and Cunningham continued to talk about their idea off and on during the next two or three years, deciding that at the opportune time they would give it a good, old college try.

Then, late in 1954 — a few weeks before the 1955 Legislature was to convene — Follett, Cunningham and Denney Givens, then Don's assistant at the Chamber, were having lunch together at the Washington Athletic Club when they spied Alfred R. Rochester, then a city councilman, across the dining room.

One of the three men, we're not sure which one, had a sudden inspiration. Why not get Al Rochester, a man of imagination with a showman's flair for the spectacular, to activate the fair proposal before the City Council?

Al joined the group and a plan of action was laid out. At the next council meeting, Rochester would introduce a resolution, or memorial, asking the Legislature to establish a golden-anniversary celebration of the A.-Y.-P. Exposition.

ROCHESTER, who doesn't have to be hit over the head with a shovel to recognize a good idea when he sees it, grabbed the ball and ran. His Council colleagues, as we recall, received his enthusiastic proposal with arched eyebrows but, since it wasn't costing the city any money, agreed to go along for the free ride.

In Olympia, after a little discreet lobbying, the 1955 Legislature agreed to set up a World's Fair Commission.

It is Follett's recollection that, up until now, the plan still was for an A.-Y.-P. anniversary exposition, but Republican Bill Goodloe's resolution in the Senate termed it a "World's Fair" and, laughs Follett, "Who were we to argue? After all, it's just semantics."

In any event, Arthur Langlie, then governor, signed the act and appointed the first World's Fair Commission. He named Edward E. Carlson chairman.

"I suspect in retrospect," Cunningham says, "that if Carlson had not been named chairman, the thing would have fallen on its face very soon and would long since have been forgotten."

Also named to the commission were three Seattle legislators, Ray Olsen, Don McDermott and Goodloe. All gave the project their enthusiastic support. And it was Olsen, more than anybody else, who subsequently was responsible for the Legislature's appropriating some $11,500,000, in stages, for the project.

IT WASN'T UNTIL 1957, when Albert D. Rosellini was elected governor, that the staggering and down-at-the-heels fair idea gained even slight momentum. Like most new governors, Rosellini needed some tangible and lofty goal for his inaugural message and the new governor seized upon The World's Fair idea.

Once he bought the idea, Governor Rosellini never faltered in his backing of the fair, even when the project became politically unpopular.

Up to now, no fair site had been selected. It would take a Philadelphia lawyer to unscramble the confusion that existed in the minds of most Seattleites during this comic-opera period, what with one group or another proposing World's Fair sites at Fort Lawton, the tideflats at Duwamish Head in West Seattle, the Duwamish Valley, Sand Point Naval Air Station, the East Side of Lake Washington, among others — even a proposal that Lake Union be filled in for a fair site or a parking lot.

And, adding to the confusion, was a concert hall-civic center proposal, with various groups and committees pushing for an adequate concert hall, sports coliseum and new Civic Center.

"It was at this point," Cunningham recalls, "that Eddie Carlson suggested that everybody promoting these various sites be loaded in a bus and that we drive around and look them all over and then see if we could come to some agreement.

"Meanwhile, Bob Block and his committee for a Civic Center, agreed that their project should be located in the vicinity of Harborview County Hospital. They had done a lot of work on this project.

"At that point, there was no thought of merging the two projects—World's Fair and Civic Center—and the merger actually grew out of the bus ride. It was a rainy day and, after touring the various sites, we adjourned to a private dining room at the Benjamin Franklin Hotel."

Cunningham suggested to the group in the Ben Franklin dining room that, if they should merge the two forces, establish a World's Fair site at the present location of the Civic Center (Civic Auditorium-Ice Arena), they then might have the political firepower to put both projects over—the Block committee would have a new Civic Center and, when the fair was over, the city probably would have a concert hall and various other buildings.

This was the decision that eventually prevailed.

MEANWHILE, Carlson and Harold Shefelman, chairman of the municipal committee on the Civic Center (prodded by Block, the city earlier had established a Civic Center Advisory Committee of which Irving S. Smith was the moving spirit), brought Ewen C. Dingwall into the fair picture as salaried director, and it was Shefelman who contributed his considerable legal talents and diplomacy to weld city and state into a merger of their resources.

"And Mrs. Harlan Edwards, city councilwoman, helped put the merger together and has been a fair stalwart all along," Cunningham said.

"And Mayor Clinton, like Rosellini, took a lot of brickbats, political, legal and otherwise, when the going was tough," he added.

"William S. Street provided backbone and raised money to keep the planning alive during its dark days, eventually permitting himself to be drafted as chairman of the exposition corporation when it was having internal organizational problems," Cunningham recalled.

Henry Broderick, another World's Fair stalwart and the only man in Seattle who also was active in the 1909 A.-Y.-P. Exposition, said both fairs were strikingly similar in the hindrances and handicaps that had to be overcome.

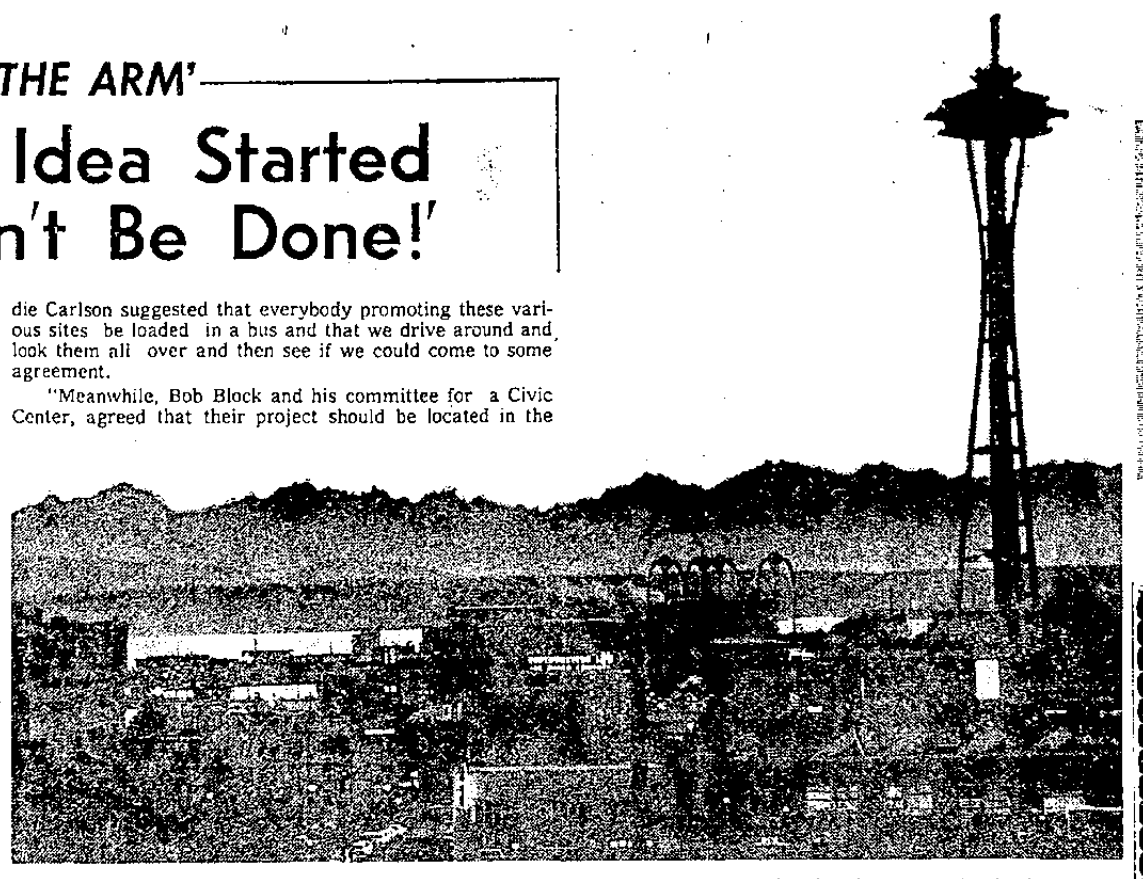
"When Ed (J. E.) Chilberg was named president of the 1909 exposition, the presidency already had been offered to at least a half dozen other men who refused, apprehensive that the fair would be a flop," Broderick said.

"Many in the business community were violently opposed to the idea—then and now—and were vocal about it.

"Fittingly enough, it was an editor of The Seattle Times who set it in motion on both occasions," Broderick said. "My old friend, James Anderson Wood, back in 1905, and this time, another friend of mine on The Times, Ross Cunningham.

"I must be getting older than Methuselah," the 80-year-old realtor and clubman observed laughingly. "Only Ralph S. Stacy (former King County assessor, who is retired and living on Bainbridge Island), who was on the A.-Y.-P. executive committee, and myself, then 29 and the youngest member of the board of trustees, are still around today.

"But," he added ruefully, "people and World's Fair problems are pretty much the same."

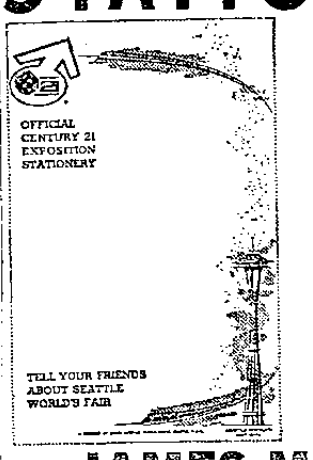


TWILIGHT

The Space Needle is silhouetted against the Western sky and the darkening Olympic Mountains across Puget Sound. This photograph of a Seattle evening was taken with a telephoto lens from Capitol Hill.

Blocks from the Railroad Stations
MAR HOTEL
"Chinatown's Finest"
60 Modern Rooms—Private Baths
• Singles & Doubles
$5 and up
511 Maynard So.—MA 2-3531

WORLD'S FAIR STATIONERY



This official C-21 souvenir stationery is on sale at the fairgrounds and at all better Seattle stores. Remember to tell your friends about Seattle World's Fair.

be sure it's . . .
JAMES MICHAEL PRODUCTIONS
For Sales Information write:
7031-27th NE, Seattle, Wn.

For a birdseye view of Seattle and the World's Fair let the "Century Queen" take you there!
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531 1st Ave. No. Seattle 9, Wash.
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"See Seattle by land, water and air"
Sightseeing ticket and information office located one block north of the World's Fair Coliseum entrance.
Tours narrated in foreign languages for groups of 36 to 42 on advance reservation.
Also Souvenirs, gifts and books on the Northwest.

Northwest engraving company



FROM THRIVING CITY TO SPARKLING SEASHORES TO MAJESTIC MOUNTAINS

Northwest Engraving is proud to be one of the enterprises thriving in this fabulous northwest and to be a part of a wondrous World's Fair right at our doorstep.

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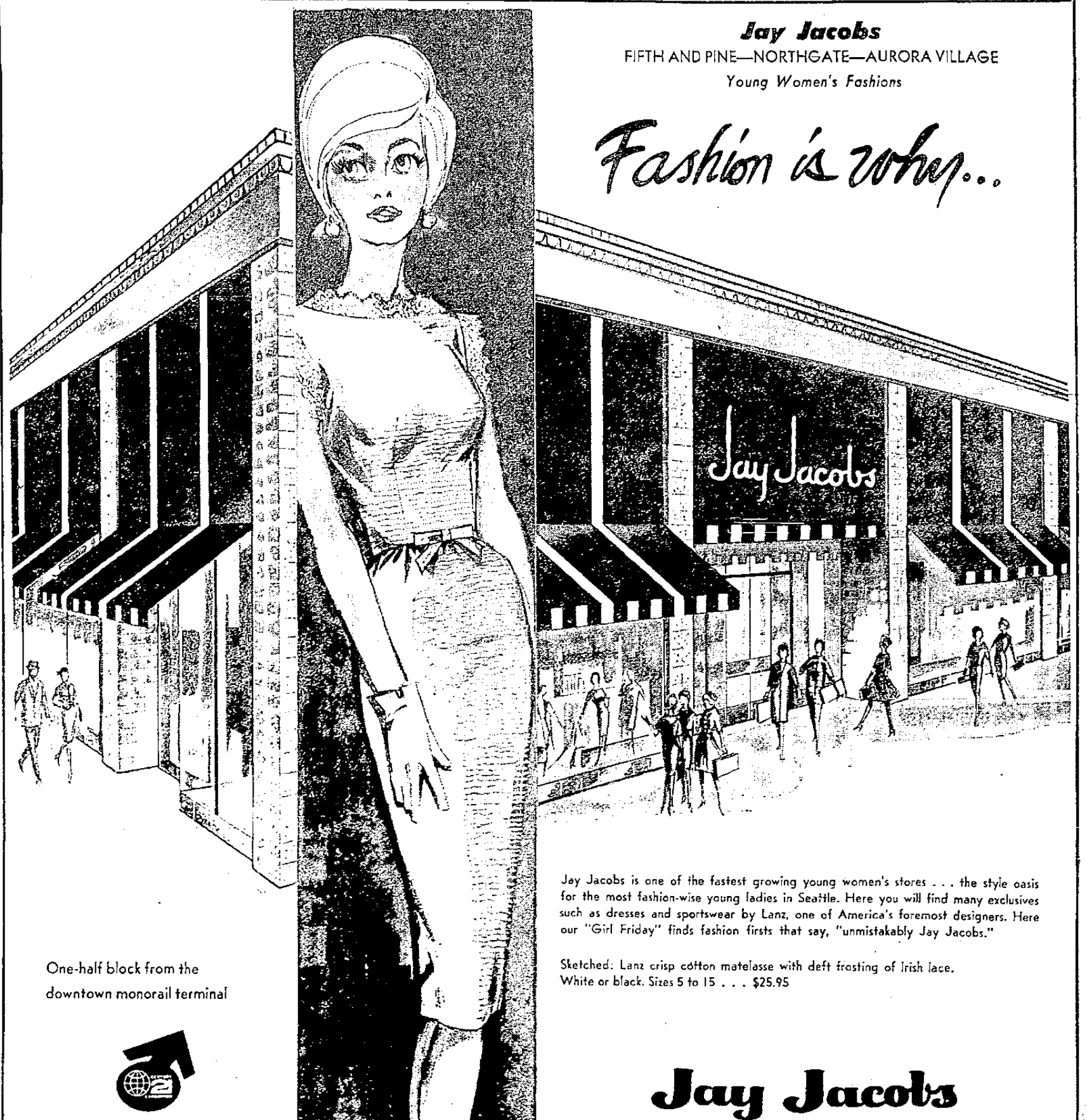
Jay Jacobs
FIFTH AND PINE—NORTHGATE—AURORA VILLAGE
Young Women's Fashions

Fashion is what...



One-half block from the downtown monorail terminal

Jay Jacobs is one of the fastest growing young women's stores . . . the style oasis for the most fashion-wise young ladies in Seattle. Here you will find many exclusives such as dresses and sportswear by Lanz, one of America's foremost designers. Here our "Girl Friday" finds fashion firsts that say, "unmistakably Jay Jacobs."

Sketched: Lanz crisp cotton matelasse with deft frosting of Irish lace. White or black. Sizes 5 to 15 . . . $25.95

Jay Jacobs
Young Women's Fashions
FIFTH AND PINE—NORTHGATE—AURORA VILLAGE

Rhodes
OF SEATTLE
SECOND AND UNION • UNIVERSITY VILLAGE

SEATTLE'S ONLY HOME-OWNED DEPARTMENT STORE

1962

SEATTLE WORLD'S FAIR



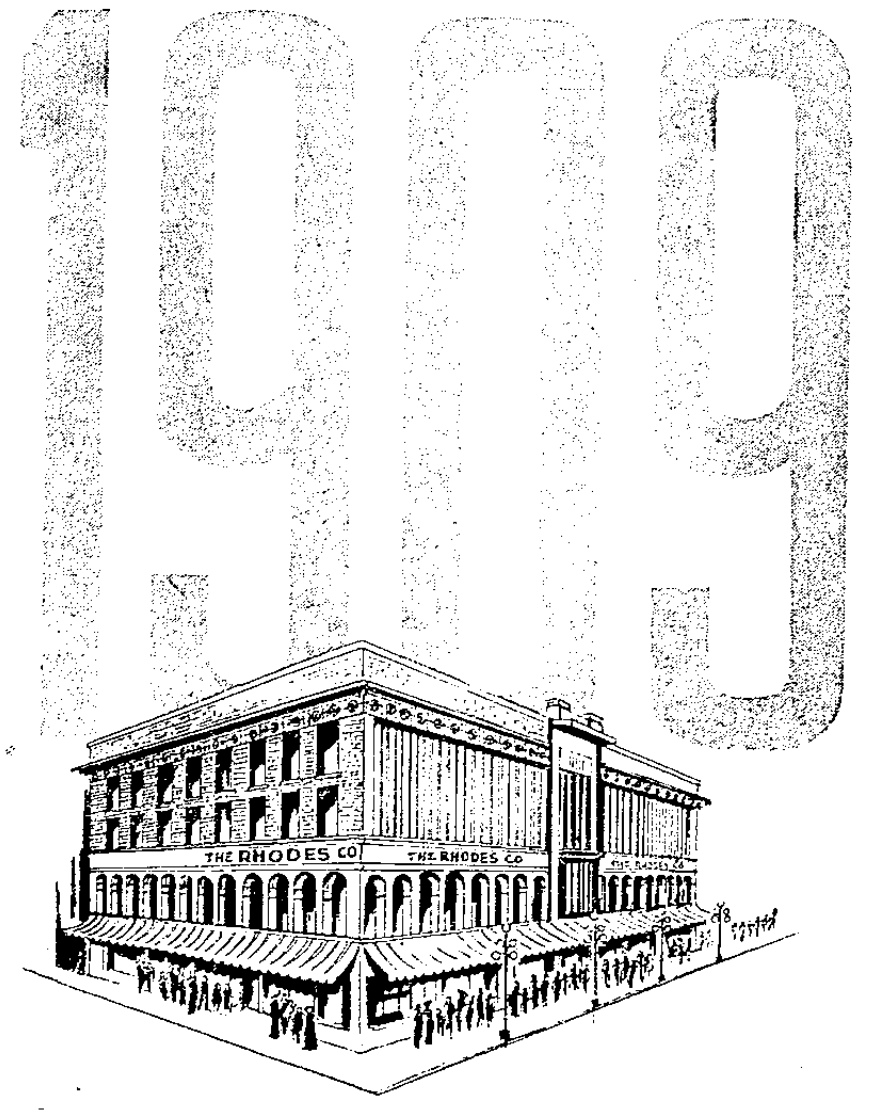
Second and University Village



Again! Rhodes Welcomes Visitors To The Dramatic Excitement of a World's Fair

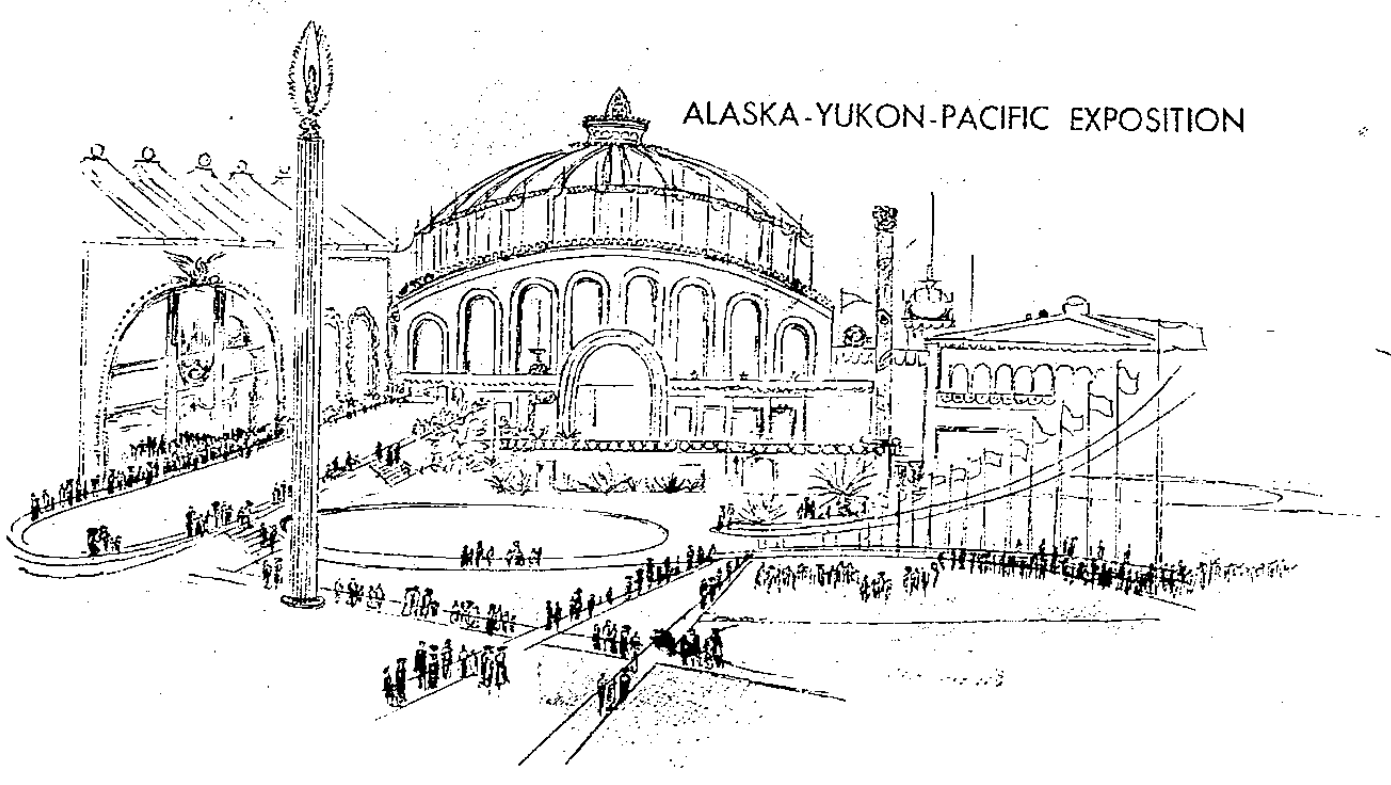
As a vital element in a bustling young city Rhodes eagerly rolled out the red carpet during the Alaska-Yukon Exposition of 1909. Now, 53 years and 2 new stores later, we're carrying through plans to greet visitors royally again . . . to the Seattle Space-Age World's Fair!

It is the warm and human communication with Seattleites and visitors that we treasure, as a home-owned store. Daily, Harry Reed, nationally known musician, plays in concert at noon . . . on a rare Aeolian Duo Art pipe organ. During the Fair we'll have especially trained hostesses to assist with bus, tourist facility, ferry and Century 21 information. We're pleased to be an officially designated Chamber of Commerce auxiliary tourist center . . . and we're looking forward to every minute of it!

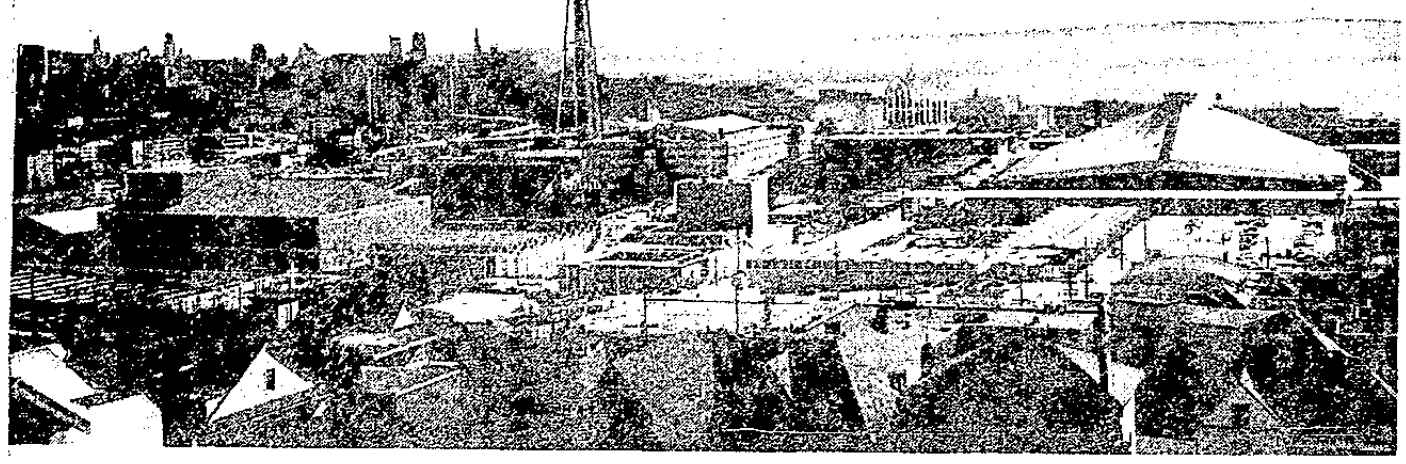


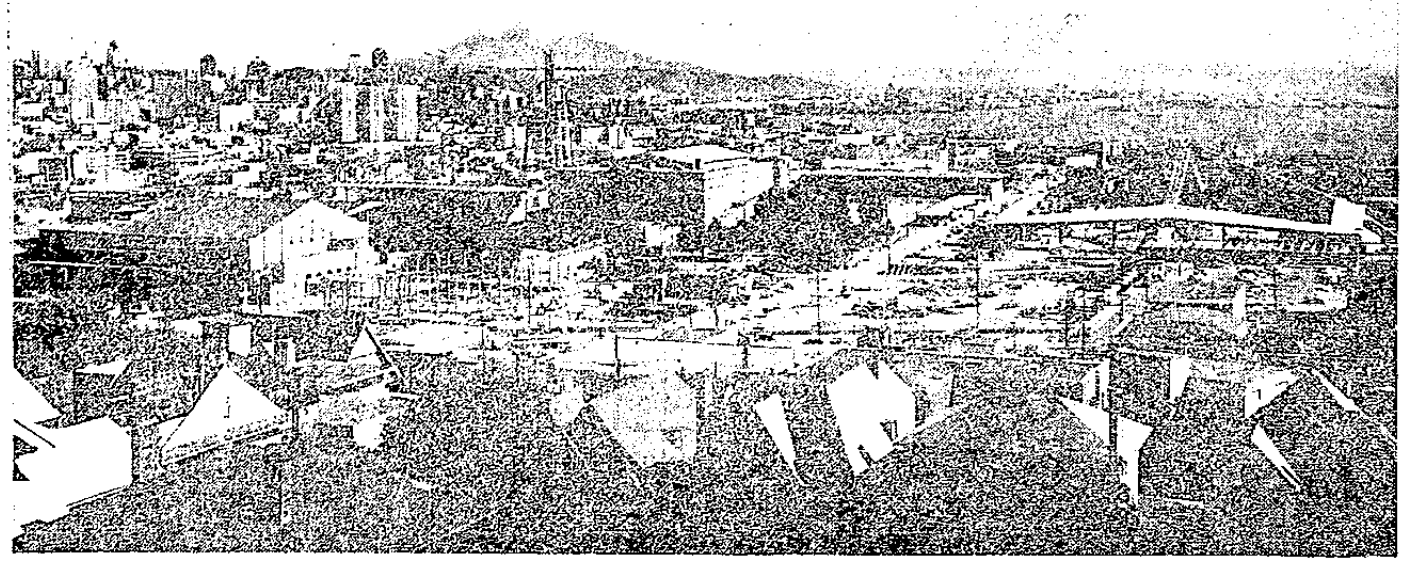
Second and Union

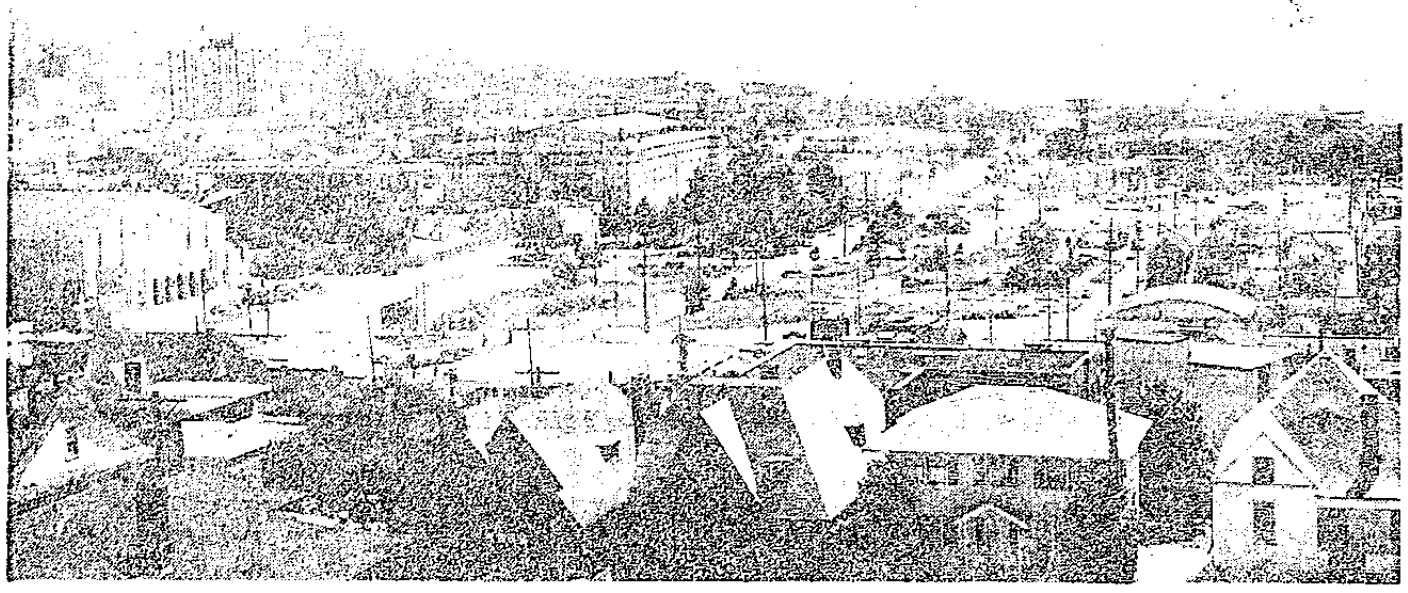
ALASKA-YUKON-PACIFIC EXPOSITION



Progress From 1960—







RISE OF THE FAIR: Lower—Raw land and a few ramshackle buildings were "the 74-acre World's Fair site" in July, 1960. Center—The Century 21 dream had begun to take shape by August, 1961, but structures still were spidery, incomplete things. Top—The way the fair site looked as opening-day drew near. All photographs were taken from the D. C. Bullock Apartments, 105 Ward St. Note that on the fair site only the National Guard Armory in left center of each photograph remained unchanged externally throughout the frantic, 21-month burst of activity. — Times staff photos by Paul V. Thomas.

No-Strike Fair Pledge Lauded

The labor movement rates a smart salute for its part in bringing the Seattle World's Fair to a reality, fair officials said.

No-strike pledges as early as 1960 were instrumental in obtaining the fair's indorsement by the Bureau of International Expositions.

In addition, more than $100,000 was subscribed by labor organizations in the fair corporation's campaign for underwriting funds to pay the fair's bills before opening day.

Fair and labor officials signed a contract in February covering work by 25 unions on the fair site.

Representatives of the King County Labor Council and the King County Building and Construction Trades Council negotiated the contract with fair executives.

Forty classifications of jobs are included. Wage scales are comparable to those paid in private industry.

The new contract includes no - strike and no-picketing pledges by labor and a no-lockout promise by the fair management.

N.Y. World's Fair to Have Exhibit Here

The New York World's Fair will be an exhibitor in the Seattle World's Fair.

Once arch rivals in the stiff campaign to sign up exhibitors, the two fairs long ago "made up."

The 1964-65 New York fair will show a model of its exposition in the Commerce Pavilion near the Space Needle. Information material also will be distributed at the booth.

Opening-day invitations were exchanged recently by the presidents of the two fairs.

Robert Moses, president of the New York World's Fair, accepted the invitation from Joseph E. Gandy, president of the Seattle World's Fair, to participate in opening ceremonies in Seattle April 21.

Gandy, likewise, made a date to join in New York's festivities April 22, 1964.

The New York fair will be held in Flushing Meadows Park, site of the 1939-40 New York World's Fair.

Medical-Aid Station Set For Fairgrounds

The youngster who eats too much of the wrong thing . . . the oldster who becomes overtired the person who faints, or stubs his toe on a curb.

The World's Fair has not forgotten them. A full-time medical and dental staff has been arranged for the fair, through the cooperation of the King County Medical Society and the Seattle District Dental Society.

The fair is providing a 16-bed medical - aid station. There will be no overnight care. The station will be used for the person who needs a place to lie down for awhile, or for a patient awaiting transfer to a hospital.

Dr. James O. Rice has been appointed the fair's medical officer.

The fair estimates that 5,000 visitors each month—or 160 a day will need medical care while they are in Seattle.



Seattle's "MASTER CRAFTSMAN VIOLIN MAKER"

A visit to this shop would be a World's Fair highlight for violinists.

HERMANN O. BISCHOFBERGER
VIOLIN SHOP
12th Avenue and E. Denny Wy.
Seattle, EA 4-3119
Rare Old Violins
Expert Repairing

"Serenading The World"

JACK SOUDERS CONDUCTING

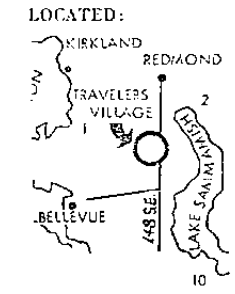


THE OFFICIAL
SEATTLE WORLD'S FAIR BAND



COUNTRY CLUB LIVING
family style in a BRAND-NEW MOBILE APARTMENT . . .

Travelers' Village
LOCATED:



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SLEEPS 6
FEATURES

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- *Refrigerator*
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- *Wide, Bright Windows*
- *Restful Beds*
- *Shower*
- *Toilet*
- *Bedding*
- *Dinette*

SPECIAL: 2-door Partition Divides trailer into 2 separate private areas during sleeping hours. (Ideal for 2 families traveling together)

DIRECTIONS: 5½ miles from Floating Bridge or 5½ miles from Issaquah to 148 S. Ex. go North for 4 miles to Village.

HERE'S A PLUS! If you so desire, leave your car at your mobile apt. site and take a special bus direct to the fair grounds. Just 25 minutes away! Schedules are designed to give travelers at Travelers' Village convenient, frequent departures.

• PARKING FOR 400 CARS

TRAVELERS' VILLAGE, INC.
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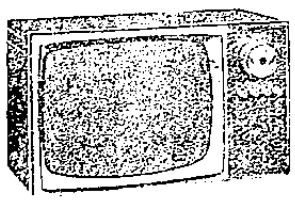
GET A PAIR FOR THE FAIR

SATISFACTION GUARANTEED

19" PORTABLE



RENT or BUY

an extra TV for your guest rooms—let your guests see the programs they like while you continue to enjoy your favorites.
To Rent any of our 72 distinctive models, call one of our convenient locations. Immediate delivery can be arranged.

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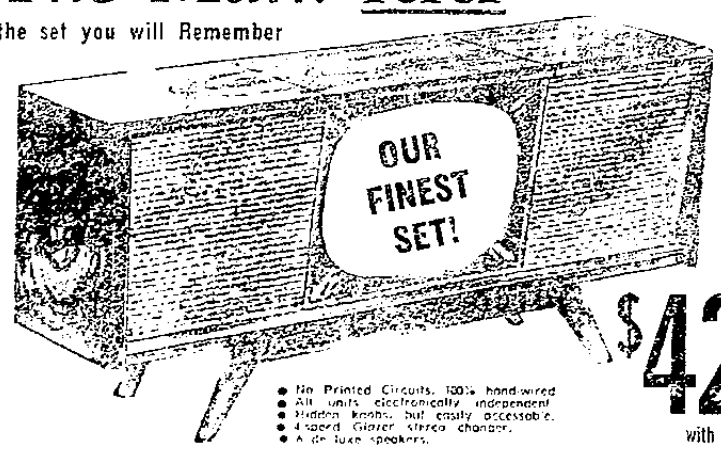
The Mark XXI

Introduced for C-21

the set you will Remember



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RECONDITIONED TV

Over 150 sets to choose from, all makes and models, portables, consoles, table models— all Fully Guaranteed..... $29-$79

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A DIVISION OF AUTHORIZED TV

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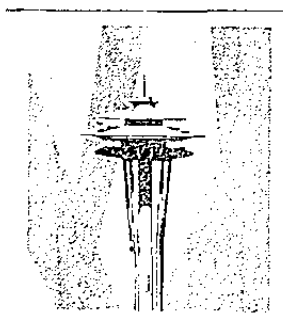
• SALES • SERVICE • RENTALS



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While You Wait!

Size Smaller $2.50

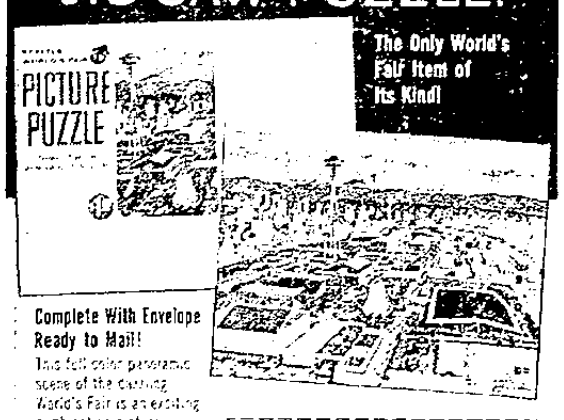


SIZE LARGER Men's $4.00 Ladies' $3.50

Manufacturing Jewelers
Leo Azose & Son
1½ Blocks N. of Bon Marche
2022 3rd Ave. MA 2-5323

WORLD'S FAIR SOUVENIR JIG SAW PUZZLE!

The Only World's Fair Item of its Kind!



Complete With Envelope Ready to Mail!

This full color panoramic scene of the dazzling World's Fair is an exciting combination picture-puzzle, World's Fair Souvenir, and jumbo post card all-in-one! Comes in 9" x 12" window envelope ready to mail. What facts about Fair are printed on front and back of envelope. Available in better stores or send coupon.

ONLY $1.00

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MU. 2-3400

Denmark Days To Be Observed

Special Denmark days will be observed at the fair May 17, 18 and 19. In addition to the Dane exhibit, some of the foremost Danish entertainers will perform.

BOOKINGS ARE HEAVY BUT---

Reservations Still Available

Expo-Lodging will be the World's Fair traveler's best friend.

The World's Fair housing bureau will be on duty 24 hours a day to place reservations for visitors.

"Is Seattle filling up?"

That question is asked frequently by families planning trips to the Pacific Northwest and the World's Fair.

The answer:

BOOKINGS ARE HEAVY—but Expo-Lodging still is able to confirm reservations for every day of the fair in the Seattle area.

First choices are not possible in all cases.

But with a long list of member hotels, motels, apartment houses—and a big reserve of rooms in private homes—Expo-Lodging expects to find comfortable housing for all guests.

And if and when the fair area is "full up" on peak days, Expo-Lodging will say so.

A direct-telephone network will link 24 gateway communities throughout the Pacific Northwest with Expo-Lodging's busy headquarters on the fairgrounds.

Expo-Lodging centers in those cities will "intercept" travelers and invite them to call ahead for reservations at no cost.

Expo-Lodging is geared to confirm the requests within minutes, while the family is "stretching its legs" and Dad is on the telephone.

COMMUNITIES on the telephone network are:

WASHINGTON—Vancouver, Olympia, Tacoma, Everett, Lynnwood, Bellingham, Port Angeles, Blaine, Oroville, Eastgate, Wenatchee, Yakima, Spokane, Pasco, Walla Walla and Bremerton.

OREGON—Grants Pass, Newport, Eugene, Bend and Portland.

BRITISH COLUMBIA—Vancouver, Victoria and Penticton.

A giant "tote board" has been installed in the Expo-Lodging headquarters to keep track of available accommodations.

The flood of reservations requests so far indicates that most visitors will stay three or four days. Parties will average two to three persons.

Many visitors plan to stay in cities near Seattle and commute to the fair.

EXPO-LODGING began as a program within the lodging industry to make arrangements for the waves of World's Fair visitors.

Later, to bring about closer coordination, the fair absorbed the housing bureau as a division, made more space available and increased the staff.

Ralph L. Lee, who describes himself at the moment as "the world's busiest room clerk," is director of Expo-Lodging.

Despite the pressure and the hectic pace, the cool-headed Lee feels Expo-Lodging is geared up to accomplish its vital assignment.

"Our business is service," Lee said.

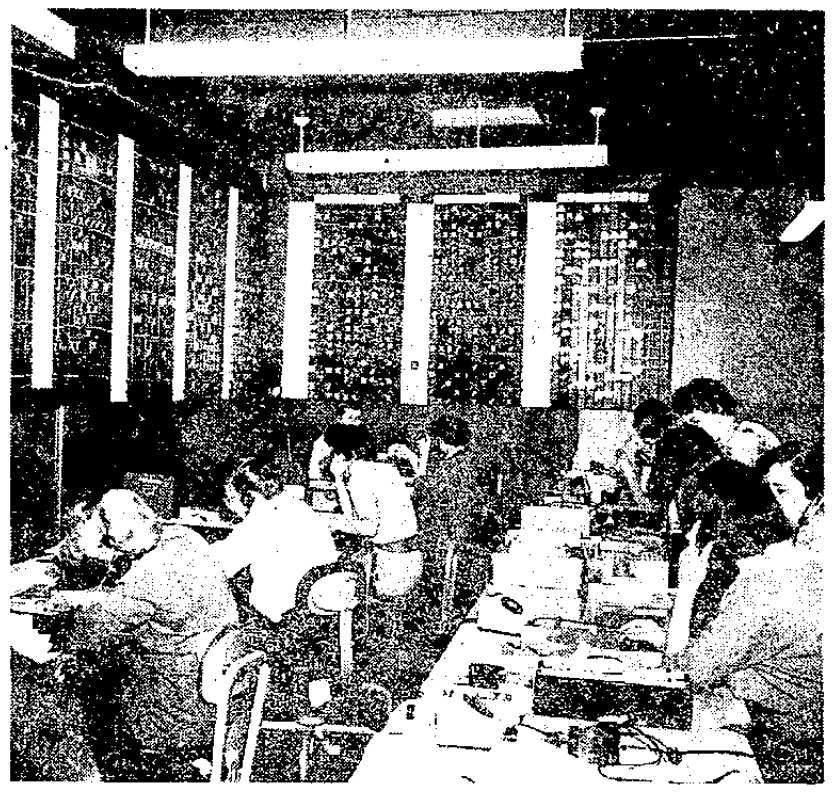
"We know there are going to be problems, but we will do everything possible to make lodging a smooth operation for the World's Fair.

"We want to be good hosts and we believe we are in good shape."

WHAT ABOUT THE RUMORS of a housing shortage?

"We hear them all the time," Lee said.

"Our best defense is to call the bluff. Try us and we'll find you lodging."



BUSY EXPO-LODGING RESERVATION CLERKS AT WORK

Lee urged travelers to write Expo-Lodging as soon as possible for reservations to avoid last-minute disappointments.

The address: Expo-Lodging, Seattle World's Fair, 312 First Av. N., Seattle 9.

What about gouging?

All Expo-Lodging members have filed their rates with the fair and have pledged no changes.

There are several price brackets. Persons writing Expo-Lodging for information are mailed reservations forms on which they mark the rate they are willing to pay.

Expo-Lodging makes the reservation on that basis.

Of course, you are coming to the big World's Fair.

But—please—let Expo-Lodging know when.

Stenocord DICTATION SYSTEMS

Announces

The termination of a long and fruitful association with J. K. Gill's Lowman and Hanford to establish a branch office for sales and service.

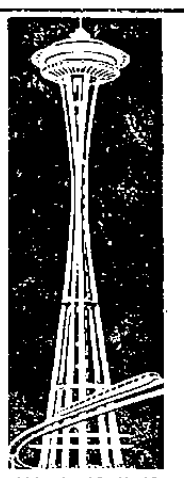
at

4000 Aurora Avenue—Phone ME 3-4952

DAVE QUAM, Branch Manager
MARV HODGIN, Branch Service Manager

Athletic SUPPLY CO.

SERVING SEATTLE SINCE 1934



WORLD'S FAIR SEATTLE 1962

SALUTES THE FABULOUS SEATTLE WORLD'S FAIR

Athletic Supply Co. is proud of its role in serving Colleges and Schools, Little League, and Church League Teams with the finest in team equipment for many years.

We furnish a complete line of athletic clothing and Award Jackets for Lettermen in high schools throughout western Washington.

Our Trophy department has the largest selection of plaques, trophies, awards and ribbons in the Northwest. We do custom designing and expert engraving.

We also specialize in Tennis, Badminton, Skiing, Golf, Water Sports and Bowling.

Athletic Supply Company is proud to be a part of the Century 21 scene and salutes the Seattle World Fair of 1962.

FREE PARKING
HOURS: 9 to 5:30
Monday Thru Sat.

Athletic Supply Co.
901 HARRISON ST. MA. 3-8972
(One block off Westlake North)

CENTRALLY LOCATED NEAR THE FAIRGROUNDS,
3 BLOCKS EAST of AURORA on HARRISON at 9th AVE.

TALL'S TRAVEL SHOP . . . . Seattle's Only Complete Luggage Store

For People On The Go

Samsonite Silhouette Luggage

the lightweight jet-age magnesium Luggage with hidden lock design

Sleek, chic, uncluttered . . . that's the look of today's smart traveler . . . dashing off at the drop of a travel folder to uncharted adventures by plane . . . train . . . car . . . ship. Her luggage inevitably SAMSONITE . . . suavely jet-age in sophisticated Silhouette magnesium luggage



the smart luggage for the smart traveler . . .

Samsonite Silhouette

From the very moment you see Silhouette by Samsonite, you feel the elegant spell of travel it weaves. For this is the luggage created for the jet-age, made with lightweight magnesium. Concealed locks, exclusively Samsonite, stay discreetly out of sight. The sleek exterior is covered with tough scuff-resistant vinyl available in a wide range of fashionable colors.

Ladies' Hat Box $20.00

Ladies' O'Nite 27.50
24" Pullman 32.50
Ladies' Wardrobe . . 40.00
Beauty Case 25.00
27" Pullman Case . . 42.50
29" Pullman Case . . 52.50

Available in Oxford Grey, Dover White, Biscayne, Blue, Platinum Grey and Alligator.

ALSO AVAILABLE FOR MEN

Men's 21" Cmp. Case 27.50
Executive O'Nite 30.00
Men's 2-Suiter 42.50
Men's 3-Suiter 45.00

Colors for Men Oxford Grey, Desert Tan and Alligator Finish.

SEATTLE'S ONLY COMPLETE LUGGAGE AND JEWELRY STORE

MUtual 2-2233
1406 THIRD AVENUE

TALL'S TRAVEL SHOP

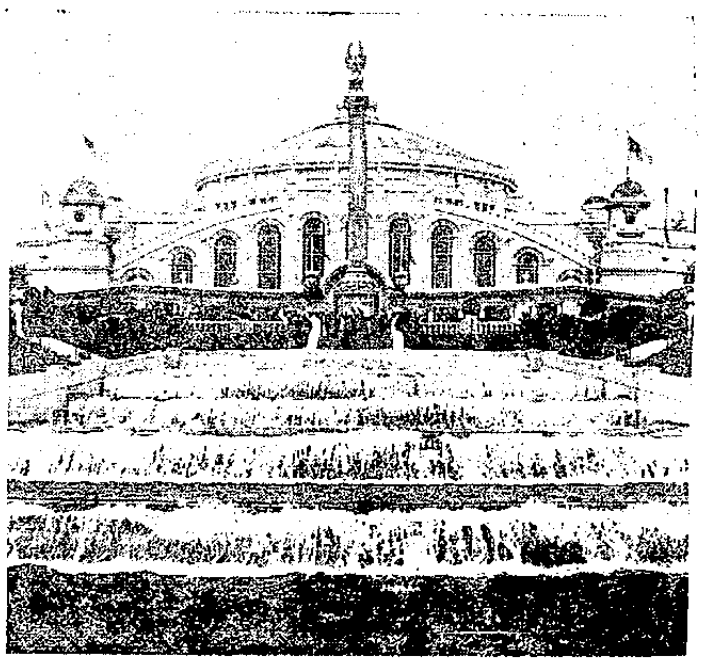
EASY CREDIT TERMS

This Photograph was taken in

1909

As the Alaska Yukon Pacific Exposition Opened

PRAGER'S MEN'S STORE HAD ONLY BEEN IN BUSINESS 19 YEARS



Today, on the eve of another great exposition, Prager's is 53 years older. We have taken on a younger look, as we should . . . more vibrant, as we must . . . to keep pace with Century 21. Still adhering to the old-fashioned principles that founded Prager's 72 years ago, we offer only the finest of quality, men's wear at fair prices, and service for the most discriminating buyer.

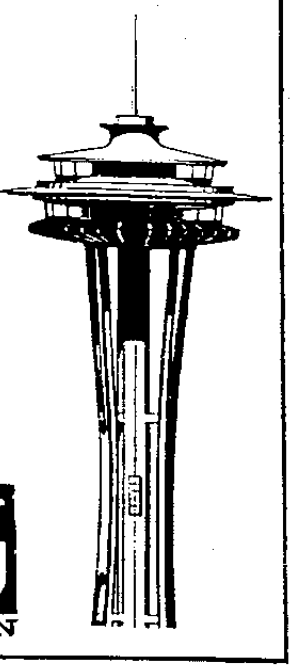
CLOTHING
- Louis Roth
- G.G.G.
- Baker
- Doncaster
- Hammonton Park
- Botany '500'
- Eagle
- Texryte
- Aquascutum
- Keith Carlton
- John Alexander
- Duncan Paige

FURNISHINGS
- Arrow
- Excello
- Byford
- Munsingwear
- Interwoven

HATS
- Resistol

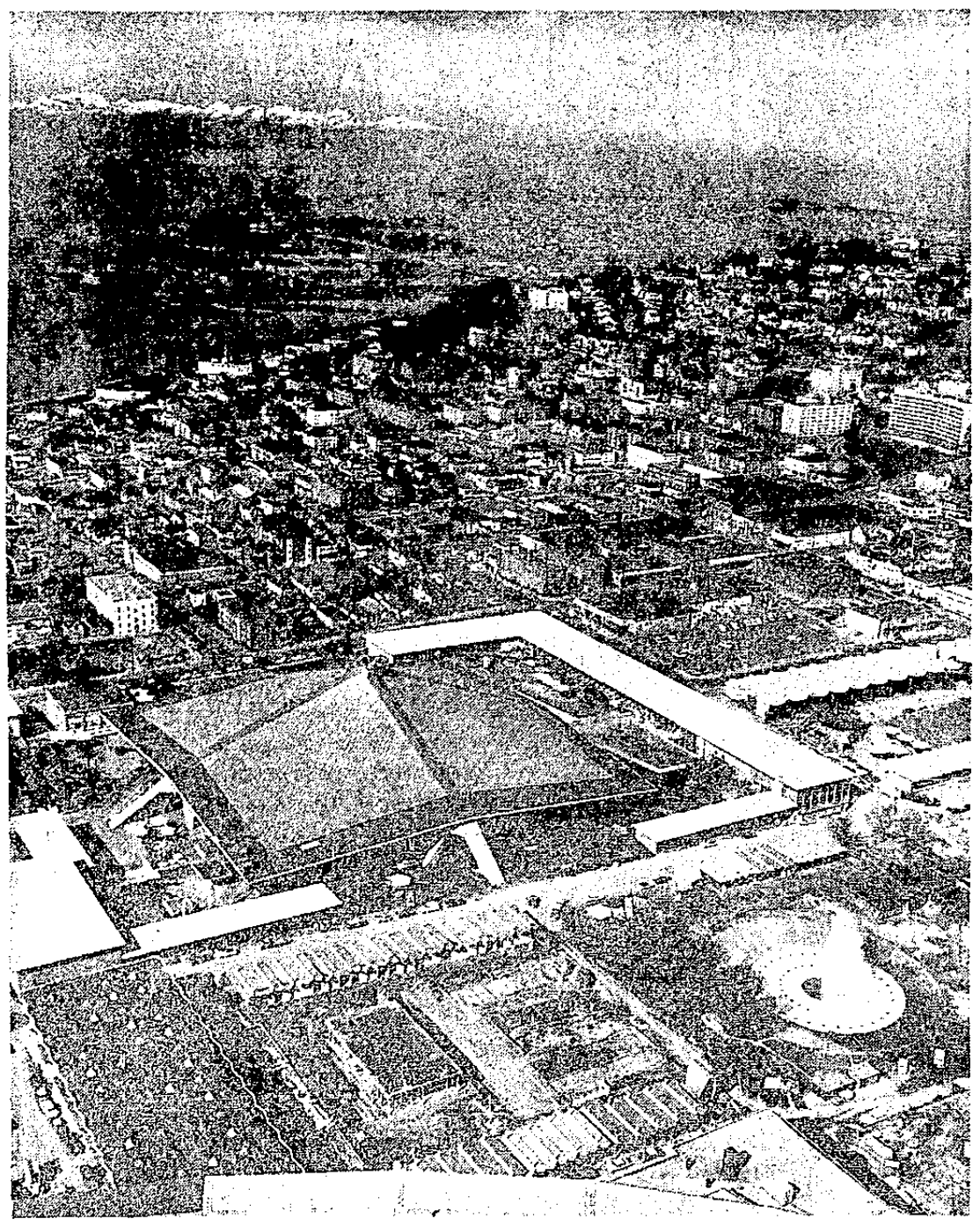
SHOES
- Banister
- Freeman
- Nettleton
- Church
- Elevators
- Evans

SPORTSWEAR
- Paoli
- Scully
- Lord Jeff
- Puritan
- Catalina
- MacGregor
- Christian Dior
- Game & Lake
- Lakeland



PRAGER'S
FOURTH AT UNION

Coliseum—11 Stories High and Free of Posts



HUGE COLISEUM, center, IN VIEW FROM SPACE NEEDLE TOWARD NORTHWEST

The time: May, 1960

The place: The future site of the Seattle World's Fair

Action: Concrete trucks rolled in past heaps of debris and old houses in the final stages of being torn down

Construction of the Washington State Coliseum — the first new major structure for the World's Fair—was under way

This was when Seattle began to believe there really would be a World's Fair after years of struggle, lawsuits and planning

"This is a wonderful day," Ewen C. Dingwall, the fair's general manager, said excitedly.

SINCE THAT TIME the Coliseum — spreading out over almost four acres like a massive metal "big top" —has become one of the top architectural attractions on the fairgrounds.

Paul Thiry, the fair's primary architect, designed the Coliseum for the fair and for tomorrow. The State of Washington is the sponsor.

During the exposition, the Coliseum will house the fair's World of Tomorrow theme show.

After the fair, the city will acquire the building from the state.

"Paul's Paraboloid," sports fans call it in fond jest, as they wait impatiently for the day when it will be theirs.

Thiry, brilliant and blunt-talking, already is planning for that day, too.

The $4,000,000 Coliseum contains 130,000 square feet of post-free space, sweeping to a height of 11 stories.

Thiry describes the Coliseum as one of the largest clear-span buildings in the world.

THE ROOF of individual aluminum panels clamped to 29,700 feet of steel-cable webbing, has become one of the eye-catching features of the novel building.

The Howard S. Wright Construction Co. is the general contractor.

Surrounding the World of Tomorrow on the ground floor of the Coliseum will be Century 21-theme sponsored exhibits by the Radio Corp. of America, Pan American World Airways, the General Motors Corp., the American Library Association, the French government, Washington State, with an information center, the American Cancer Institute with the American Cancer Society, and the Upjohn Co.

Arrangements for the city to take over the Coliseum from the state were worked out even before the building was completed.

THE CITY will pay the state for the Coliseum site and half of the actual construction cost.

Seating could be arranged in the post-fair sports palace for up to 18,000 spectators.

And, speaking of statistics:

Slide-rule engineers illustrate the immense size of the Coliseum by pointing out that the Space Needle — minus its gas torch—would fit diagonally into the Coliseum with inches to spare.

Coliseum, Theme Show Facts Listed

Details of the Washington State Coliseum and its World of Tomorrow theme show:

Coliseum Space—Four acres.

Coliseum Heights — 11 stories.

Coliseum Cost—$4,127,-099.

Sponsor—State of Washington.

Postfair Use—18,000-seat sports and convention hall.

Theme Show Cost—$1,-242,147.

Theme Show Sponsor—State of Washington.

Theme Show Structure—3,662 aluminum cubes arranged in a "cloud" formation.

Theme Show Dimensions—200 feet across and 60 feet high.

Bubbleator Elevator—100 passengers at a time, rising 30 feet into the theme show structure.

General Contractor for Coliseum and Theme Show—Howard S. Wright Construction Co.

Coliseum Architect—Paul Thiry.

Admission Charge—None.

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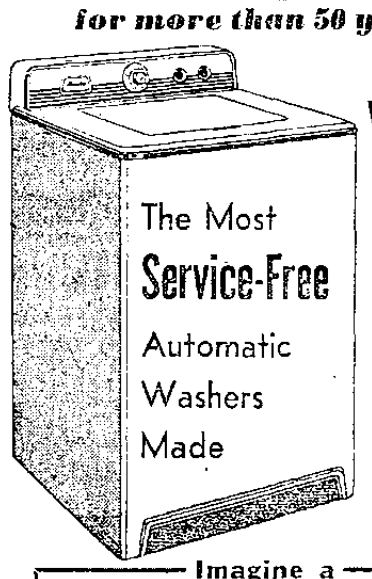

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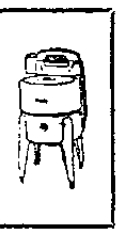

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Pacific's First Store, 1908

In 1908—one year before Seattle's great Alaska-Yukon Exposition, Pacific Outfitting Company opened for business. The 54 intervening years have seen the passing of "horse and buggy days" and brought Seattle to its space age Century 21 World's Fair.

In this half century and more, Pacific as a store has changed progressively, but the original policy of dependable quality wearing apparel for men and boys, sold at reasonable prices hasn't changed. Neither has the idea of giving personal, conscientious service to every customer, or our policy of credit at no extra cost. Thousands of loyal customers like the way we do business—we think you will, too.

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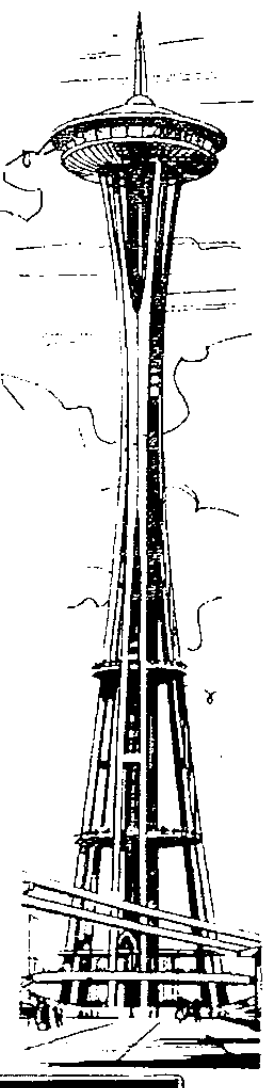

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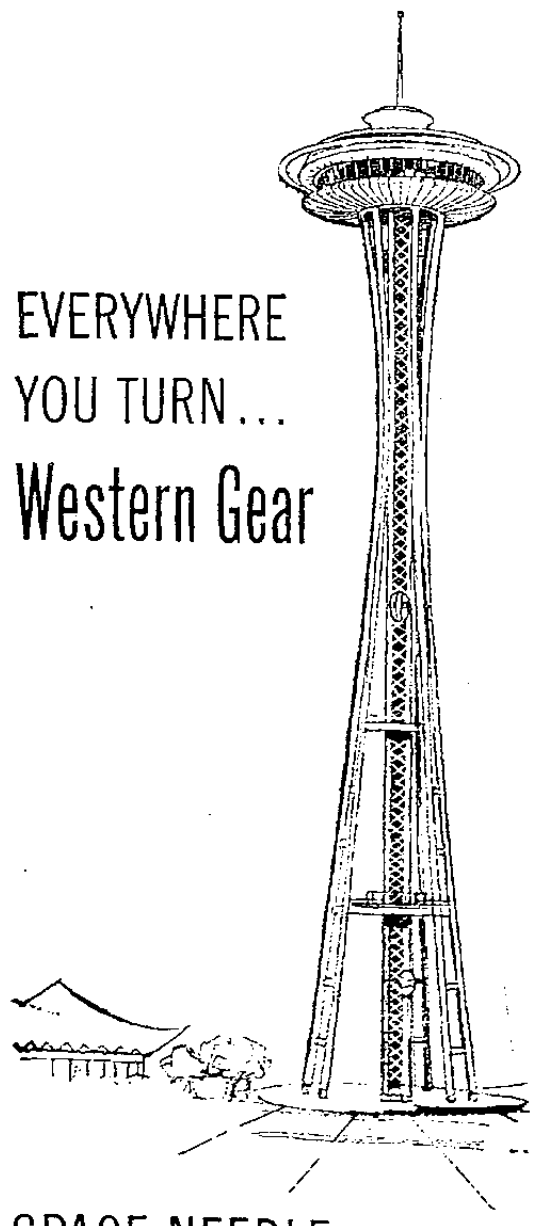

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WORLD OF TOMORROW:

Theme Show to Be 'Wow'

The World of Tomorrow . .

That is the theme of the Seattle World's Fair — and the title of the fair's dramatic theme show financed by the State of Washington.

An abstract "floating cloud" of 3,662 aluminum cubes forms the staging for the World of Tomorrow in the giant Washington State Coliseum.

VISITORS will board a "Bubblelator"—a 100-passenger transparent elevator — and be lifted from the Coliseum floor into the honeycomb of cubes.

Silently, the Bubblelator will rise from an eerie, dark-green pool . . .

Then eight sequences will unfold as fairgoers walk along an elevated platform for the way-ahead look at Century 21.

THERE WILL be glimpses of the city of the future (Seattle, of course), architectural directions, the home of tomorrow, the factory of tomorrow, how man will spend his leisure hours, education and all the other facets of life.

Images will flash and explode on the faces of the pyramiding cubes — each cube a keyhole to the future as a projection screen.

Music, narration, light and darkness, animated effects and other theatrical techniques will complete the scene.

At times there will be 800 persons, in groups of 100 each, inside the cube structure. But, because of delicate timing, they will never meet.

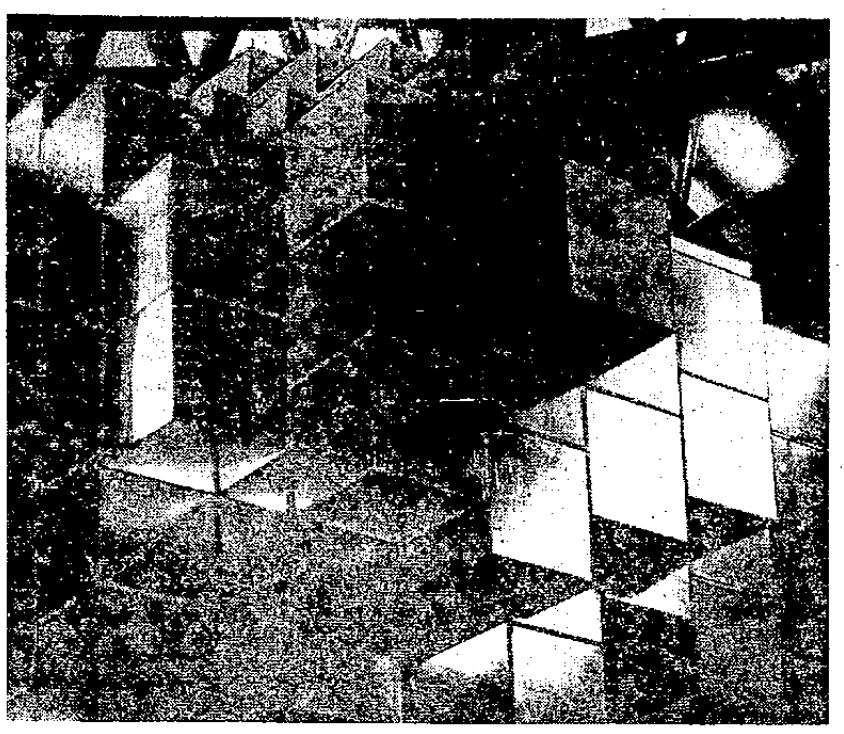
But, what about Century 21? Will there be a Century 21?

These questions will hover over the theme show as visitors stroll through.

A grim fallout shelter, housing a family—it could be any family—will pose the questions against the sharp contrasts of what the streamlined future could hold if the world remains at peace.

The threshold and the threat . . .

This phrase will pound at visitors as they complete the voyage into the possible tomorrow and file down an exit ramp into the light of today.



'FLOATING CLOUD' OF ALUMINUM CUBES

The fantastic cloud of hanging cubes measures 200 feet across and 60 feet high —the equivalent of a six-story building.

Engineering details are as complex as an electronic computer.

SOME 500 miles of wires in the caverns of cubes distribute 11,000 electrical impulses every hour.

A new show will begin inside the cubes every two minutes and 40 seconds.

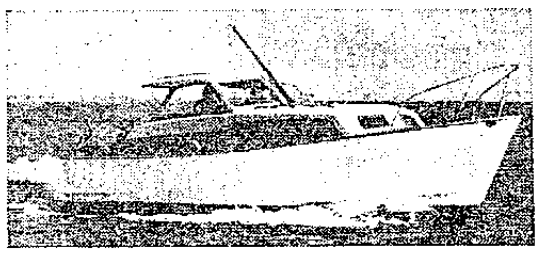
At least 140 hidden loudspeakers, set at a variety of sound levels and elevations, plus projected film effects, are being used.

THE UNIQUE cube structure is regarded as an engineering marvel. Fair officials said it will become a magnet for students of design, architecture and engineering.

Total cost of the building, the land and the theme show is about $6,000,000.

NEW 1962

Summercraft



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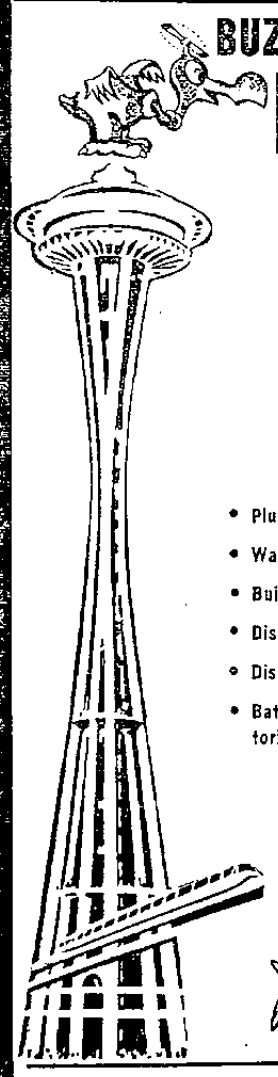

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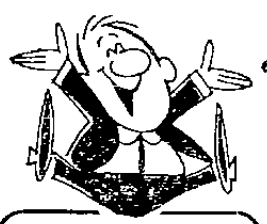



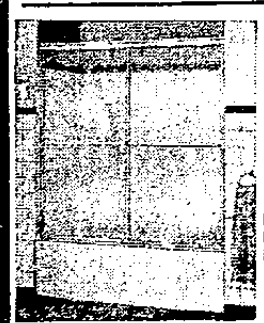

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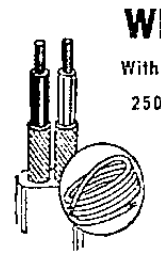

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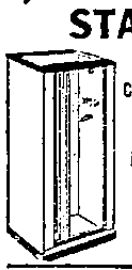

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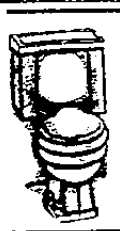

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Bellevue Store

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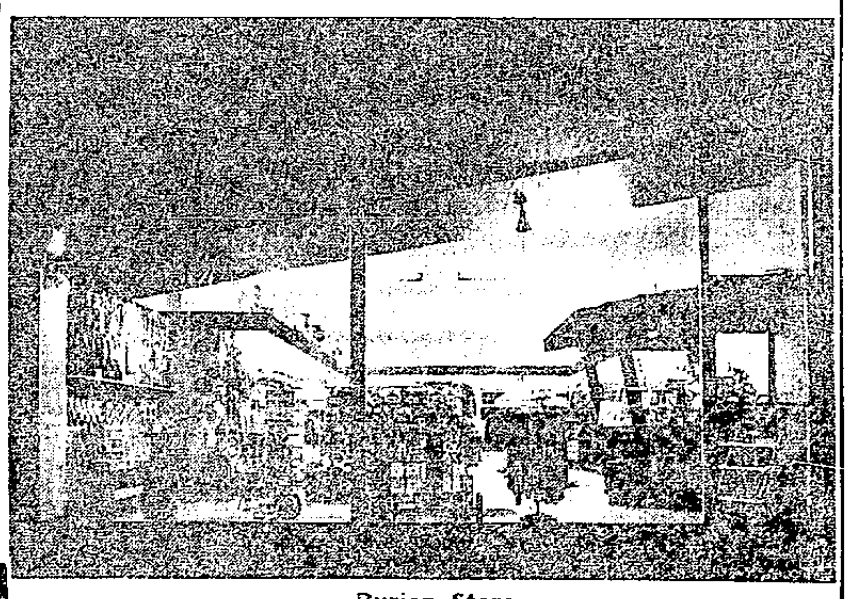
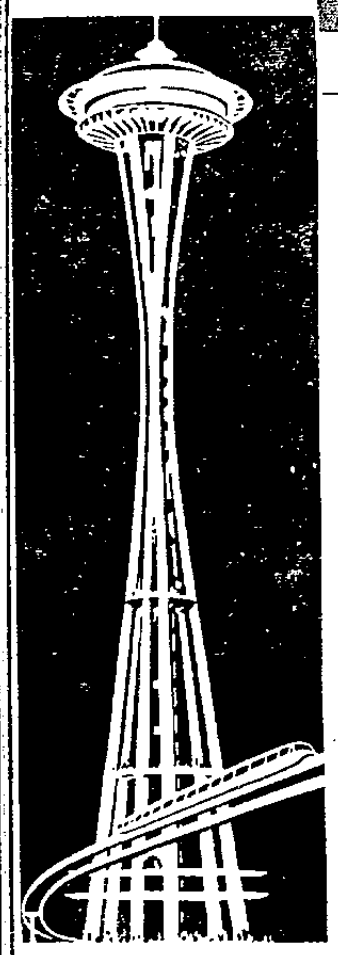
Located at 121 S.W. 152nd in the heart of Burien Shopping Center, the Burien O&U store serves West Seattle, White Center & the entire South End with the same complete line available at the other two stores.



Burien Store



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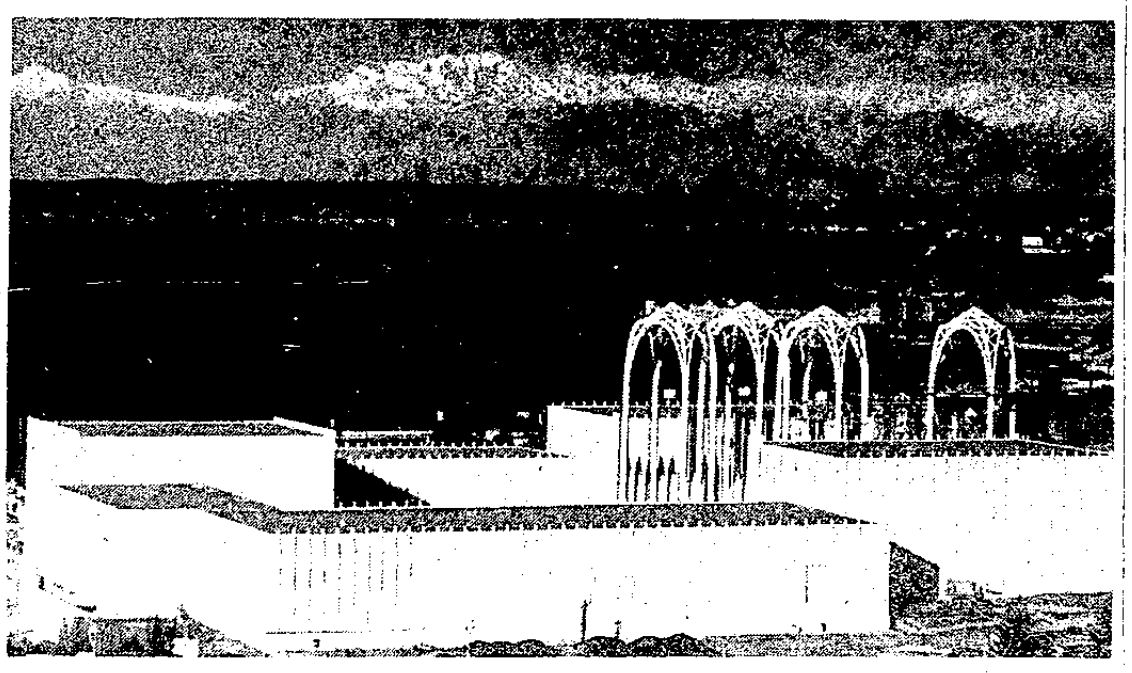
GENIE OF THE LAMP:

Science Show 'Greatest Ever!'



The federal government will blend science and show business at the Seattle World's Fair.

For the greatest scientific display ever assembled in this country, the United States is spending $10,000,000 for an exhibit housed in a handsome six-unit pavilion.

This is the largest federal appropriation for a fair in this country .

The advice of almost 300 of the nation's leading scientists was sought for the fabulous science show.

THE RESULT: An exciting story of science and show business.

"Science will show you what it can do," Dr. Athelstan Spilhaus, federal commissioner of the exhibit, said. "It is as if the genie of the lamp were giving Aladdin a preview.

"The science exhibit is meant to equip Americans to decide what science should do."

Dr. Spilhaus is on leave from this position as dean of the University of Minnesota Institute of Technology.

The gleaming white pavilion of six interlocked buildings was designed by Minoru Yamasaki, Detroit architect, working with the Seattle architectural firm of Naramore, Bain, Brady & Johanson.

Forming the entrance to the pavilion are five, lacy, 100-foot-high "Space Gothic" towers symbolizing man's quest for knowledge. Pools and fountains will complete the tranquil setting.

MORE THAN 50 American corporations and eight foreign governments have contributed materials to the 100 exhibits.

Senator Magnuson led the Washington congressional delegation in winning the $10,000,000 appropriation.

Here is what visitors will see:

House of Science—A 12-minute film story projected on seven screens, produced by Charles Eames, will show how the structure of science is built at the meeting place of philosopher and workman. Animated-cartoon sequences will explain how it all starts.

Development of Science — Here exhibits such as a volcano erupting, a flash of lightning and ocean waves will show how dramatic natural events first ignited man's curiosity.

Illusions will prove that man's senses are sometimes unreliable—so man invents measurements to discipline himself.

Then pioneering experiments — Galvani learns that electricity flows, Faraday invents the dynamo—will unfold. Then man's first look into the heavens of dark space . . .

The Spacearium—Visitors take a simulated space voyage as a newly developed single-lens projection system gives them the feeling of soaring in the nose of a spaceship.

The project sprays dizzying images on a tilted dome over an area of 360 degrees horizontally and 160 degrees vertically.

The Boeing Co. is sponsoring the $1,000,000 Spacearium.

Methods of Science—Here you see how a scientist goes about his everyday tasks . . . in fields of biology, medicine, chemistry, physics, earth science, meteorology, astronomy and others.

Horizons of Science—The climax, projecting how science affects—and will affect—people. Here, too, students will consider what science offers and requires as a career.

AFTER THE SPACEARIUM adventure there will be a sheltered arcade—sometimes referred to as the "decompression chamber"—where visitors will be invited to pause, rest and reflect.

Below the arcade is a "doing-science laboratory" for young persons.

Tucked away in the pavilion also is a small science theater, where film programs and lectures are scheduled during the fair.

How long should it take fairgoers to tour the Federal Science Pavilion?

At least two hours, the staff estimates.

But don't count on it.

As Dr. Spilhaus has said:

"The horizons of science are without limit—and inseparably intertwined with the future of mankind."

FEDERAL SCIENCE BUILDING

Olympic Mountains form backdrop

Facts And Figures On U. S. Science Pavilion

Some assorted facts and figures on the $10,000,000 United States Science Exhibit:

Electrical wiring totals about 2,265 miles—enough to stretch from Chicago to Mexico City.

The $10,000,000 appropriation is the largest cash outlay ever made by the federal government for a fair in the United States.

Visitors will walk through 31,692 square feet of aisles to see 100 exhibits occupying 76,346 square feet of floor space. In all, the pavilion and its grounds cover 139,189 square feet on a seven-acre site.

The area devoted to exhibits is equivalent to three football fields.

The amount of plexiglas in the exhibits could equip 50 large jet air liners.

Motion-picture equipment is equal to that of a city with seven theaters.

The Methods of Science unit of the pavilion is large enough to hold four jet transports.

N. A. S. A. EXHIBIT:

Astronauts to Visit Fair

The Seattle World's Fair is a space-age fair in orbit.

America's race to conquer space will be portrayed in a huge exhibit to be sponsored by the National Aeronautics and Space Administration.

Centerpiece of the show will be one of the Project Mercury capsules that carried an astronaut into space.

N.A.S.A. is saying quietly that it may be Lieut. Col. John H. Glenn, Jr.'s Friendship 7, which orbited the globe three times.

THE FULL TEAM of astronauts plans to be at the fair, too, to attend the National Conference for the Peaceful Uses of Space May 7 to 10 on the fairgrounds.

President Kennedy plans tentatively to lead the astronauts here and address the big space meeting.

In addition to the Mercury capsule, N.A.S.A. said it will display — in full-size and smaller models — a wide range of space "hardware."

Towering in front of the exhibit building will be an Atlas rocket, with a capsule and escape unit of the kind that rode off the launching pad with Glenn.

"SPECTACULARS" on display will include a Saturn booster tail section, an F-1 rocket engine, the Project Apollo space craft for a voyage to the moon, the Mercury control center, the Mercury capsule control console, an Explorer satellite : . .

Weather forecasting with satellites, mapping of radiation belts with satellites, how the space agency tracks satellites and probes — and the pioneering rocket that the late Dr. Robert H. Goddard launched way back in 1926.

The exhibit will be presented in six sections, opening with a recorded statement by President Kennedy and closing with the exciting story of man in space.

James Webb, N.A.S.A. administrator, personally is coordinating the exhibit.

"DEVELOPING and mounting an exhibit adequately showing this nation's program for peaceful use of space is a most important and dramatic program at the Seattle World's Fair," Webb said.

Joseph E. Gandy, World's Fair president, described the exhibit as of "tremendous significance."

"Having N.A.S.A. participate with such a magnificent program truly underlines the theme of our fair—America's first space - age World's Fair," Gandy declared.

Aerospace industries are lending their support to the N.A.S.A. pavilion, one of the largest on the fairgrounds.

Fresh Flowers Daily

Fresh flowers will be placed on exhibit throughout the World's Fair grounds each day. Change-over from wilted to fresh blooms will be made at night.

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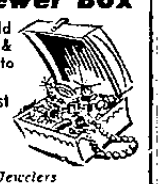

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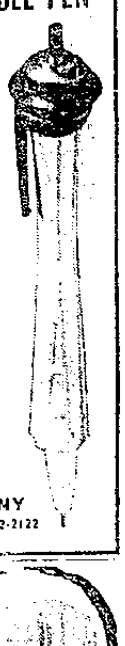

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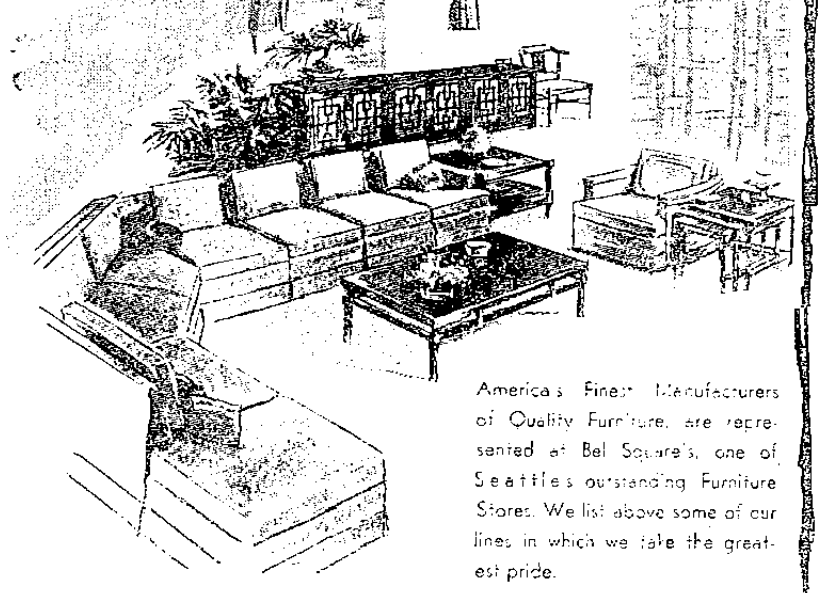

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Gas Exhibit Pavilion To Trace Story of Natural Gas

The story of natural gas as a fuel and an industry will unfold dramatically in the Gas Exhibit Pavilion at the World's Fair.

The exhibit will trace the story of natural gas from its formation deep in the earth many thousands of years ago to its distribution through pipe lines all over the United States and into the kitchens of American housewives.

USES OF natural gas for the future will be predicted.

The exhibit includes a special gas-turbine display by The Boeing Co. and a Rube Goldberg-type "Thing" machine (whistles, pulleys, flashing disks and drive shafts).

The pavilion, near the Space Needle, is a circular structure covering 9,500 square feet. It is topped by a special "clock" that will light up with natural-gas flares to signify the time.

AT THE pavilion's main entrance is a special area for children. It has a "jungle gym," composed of sections of pipe and valves, and seating for weary fairgoers.

The pavilion has a "miracle kitchen." Here, gas will cook food on a ceramic-topped range, wash dishes in a dishwasher that moves around the room, dispose of garbage, cool, air-condition, heat, freeze and refrigerate.

A "power center" will include demonstrations about the future of gas.

Most in Private Autos

Of the millions of visitors expected during the fair, some 80 per cent will arrive in private automobiles, according to estimates by the fair's traffic-engineering consultant.

FAIR License Plates Official

The word "FAIR" on some of the automobile license plates around the fair has nothing whatever to do with the drivers' personalities, although they are pretty fair fellows.

The automobiles are driven by Fair-staff members. FAIR No. 1 is Joseph E. Gandy, fair president.

Tallest tree on the Worlds Fair grounds is a birch, more than 50 feet high.

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Where fine food and congenial atmosphere combine for pleasant dining.

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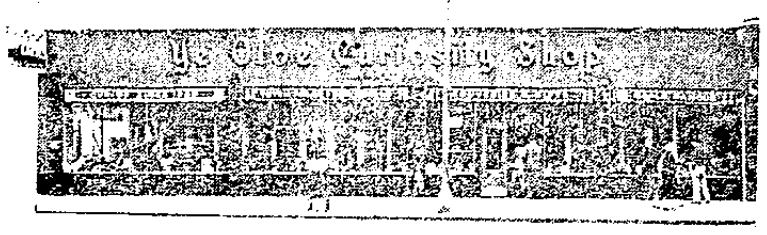

as featured in

Ford Times

February 1962 Issue



Your Visit to The Century 21 World's Fair

would not be complete without a walk down Seattle's Alaskan Way waterfront and a visit to

THE WORLD-FAMOUS

Ye Olde Curiosity Shop

ESTABLISHED 1899

COLMAN FERRY DOCK—FOOT OF COLUMBIA ST.

Here, thousands of curios gathered from around the world line the walls, dangle from the ceiling, and fill innumerable cases and crannies. There is a charming array of petrified mummies and shrunken heads, wondrous Indian relics, delicate wrought shell jewelry, totem poles, souvenirs, antiques, gifts, and imports too numerous to mention. Featuring official World's Fair souvenirs.

Open 7 days a week, 801 Alaskan Way, Pier 52

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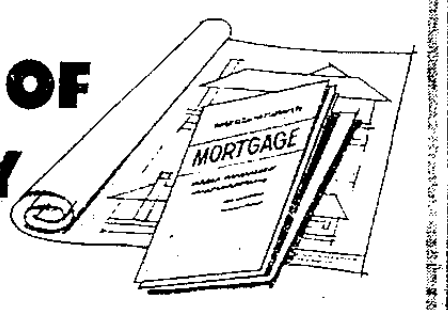

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ROCKET TRIP:

Fairgoers to Enjoy Simulated Journey Into Space

Man's long-time dream — a lightning journey to the far reaches of space — will come to life in The Boeing Co. Spacearium in the Federal Science Pavilion at the fair.

Better yet, the viewer will be able to "return" to continue his visit of the fair.

The simulated rocket trip at many times the speed of light will require only 12 minutes, with the aid of a newly developed wide-angle film projector and an eight-ton dome 39 feet high and 78 feet in diameter.

The dome forms the film screen.

The viewer is surrounded on all sides and overhead by the spectacle of space.

Seven hundred fifty "astronauts" or spectators will take the awe-inspiring simulated space trip at one time. They will stand inside the spacious dome. The floor has been tilted slightly forward to help create the illusion of motion forward.

HANDRAILS WILL be provided on the tiered floor in case anyone engages in the illusion too strongly.

The spectators will find themselves in the nose of a rocket ship that blasts off earth at sunset. The rocket first will circle the earth and then quickly will approach to within 2,000 miles of the moon.

As the earth fades behind the viewers, the rocket whips to within 800,000 miles of the blazing sun. Skirting the sun, the ship will take a close look at Mars' green-bordered canals and reddish deserts before it flies right through Saturn's rings.

AFTER A QUICK visit to Pluto, the rocket leaves our solar system far behind. Far out into trackless space, the "astronauts" then journey past a flare star, the huge red star Antares, the glowing hydrogen spiral of Beta Lyra, a double star, and the Lagoon Nebula right into the heart of the Milky Way.

The film, projected on the inside of the dome, then gives the audience views of the star cluster known to astronomers as NGC 6539, Andromeda and other galaxies of some 100,000,000,000 stars each.

The awesome explosion of a supernova climaxes the intergalactic outbound journey. Closeup views of Mercury and Venus are afforded on the return trip.



ARTIST DEPICTS BOEING SPACEARIUM DOMED SCREEN

The Spacearium, first conceived at Boeing in 1959, uses the world's largest projection screen, the largest and widest-angle projection lens and techniques that produce a startling effect beyond that produced by a planetarium.

THE FILM'S scientific accuracy has been checked by consulting astronomers and space scientists, besides the Boeing and federal scientific advisors.



EUGENE BORGHI
Cameraman and lens

Cinerama, Inc., a prime contractor to Boeing, heads a group of subcontractors supplying film, the lens, projection equipment and the screen.

Fine Arts Productions, Inc., Hollywood, is producing the film. The special single lens is a development of the Fairchild Camera & Instrument Corp., Los Angeles. It is about 8 inches in diameter and 15 inches deep.

What is the sensation of traveling 18 sextrillion miles into the universe and then returning to the Seattle World's Fair—all in 12 minutes? The only answer is that the Spacearium must be seen to be believed. Nothing like it has happened before.

8 Governments Lend Exhibits To Science Show

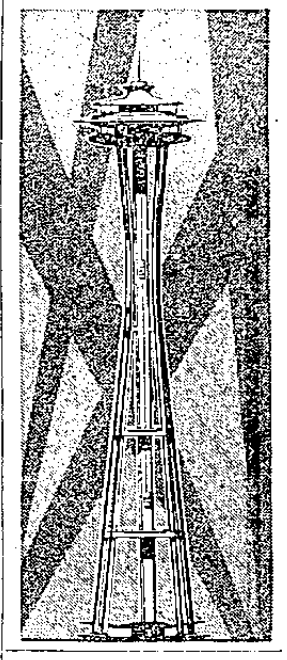
Eight foreign governments—Canada, Great Britain, Denmark, Australia, Sweden, Germany, France and The Netherlands—have loaned material to the federal science exhibit.

This bears out the exhibit's theme of "pure science" without regard to national boundaries or continental barriers, or to the origin of the scientist and his place of work.

Ideas, experiments and demonstrations to be shown in the Science Pavilion represent such countries as Austria, Denmark, China, England, France, Germany, Greece, Holland, Hungary, Italy, Japan, Norway, Poland, the U. S. S. R. and Yugoslavia.

Translators To Help Visitors

A dozen nimble - tongued linguists — mostly attractive young women—will be on duty at the fairgrounds to help foreign visitors find their way around.



Place to Relax

The Canadian Pacific Airlines towering white arch provides an important landmark near the center of the fairground. The exhibit features a parklike relaxation area.

SEE
ALASKA
TOO
Alaska Booster Association
1120 - 4th Ave., Seattle

Pretty Science Demonstrators Aren't Squeamish



SANDY CRUVER and FIONA FOYSTON
Science demonstrators used electron miscrope.

High-school biology was never like this

Pretty science demonstrators at the World's Fair Federal Science Pavilion are spending hours peering into a powerful electron microscope.

And they would not change jobs with anyone.

AT THE FAIR the demonstrators will twist a few knobs and bring the invisible world of science to life.

Visitors will "watch over their shoulders" by means of closed-circuit television.

The demonstrators, who remember high-school biology and toy-sized microscopes, are following paths of new adventures as they train with the $15,000 electron microscope.

"It's more fun to run than to watch," Sandy Cruver said, as she twisted the dials expertly.

"Turn it on and it's like a zoom lens on a camera."

THE ELECTRON microscope differs from ordinary microscopes in that it uses an electron beam instead of light and magnetic lenses instead of glass lenses.

A light microscope is limited to magnifying an object only about 2,000 times.

The electron instrument at the Fair pavilion magnifies 12,000 times. Others are far more powerful.

But it is not the magnification that impresses the science demonstrators.

"The important thing is that you can see very small particles — like virus particles," one girl said knowledgeably.

ANIMAL TISSUES, including the retina of the eye, are among the specimens to be examined.

Are the demonstrators squeamish?

"Not a bit, we love it," Belinda Boone said.

The installation, including the microscope, manufactured by Philips Electronic Instruments, and the television system, will cost about $20,000.

Is the federal government perhaps launching some young women into science careers?

"Maybe," several demonstrators agreed. "You can never tell."

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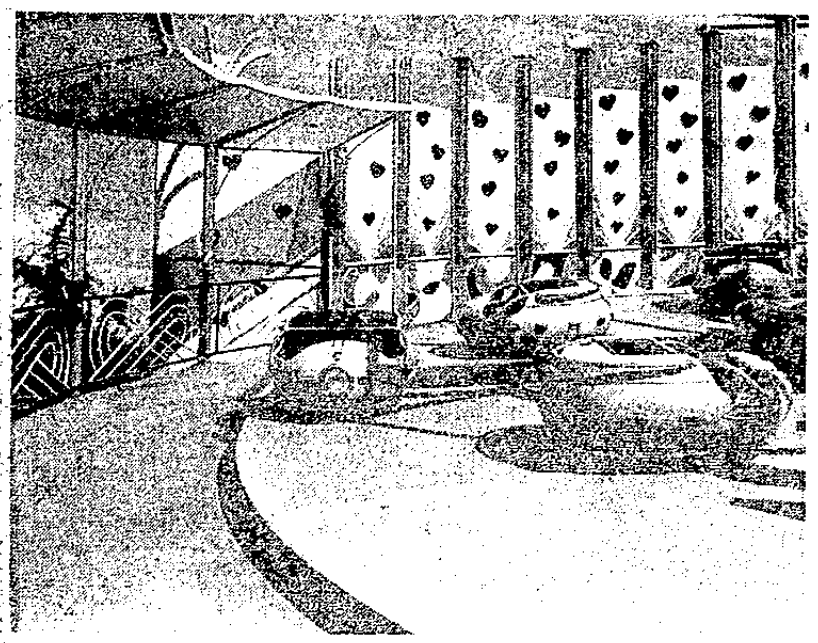
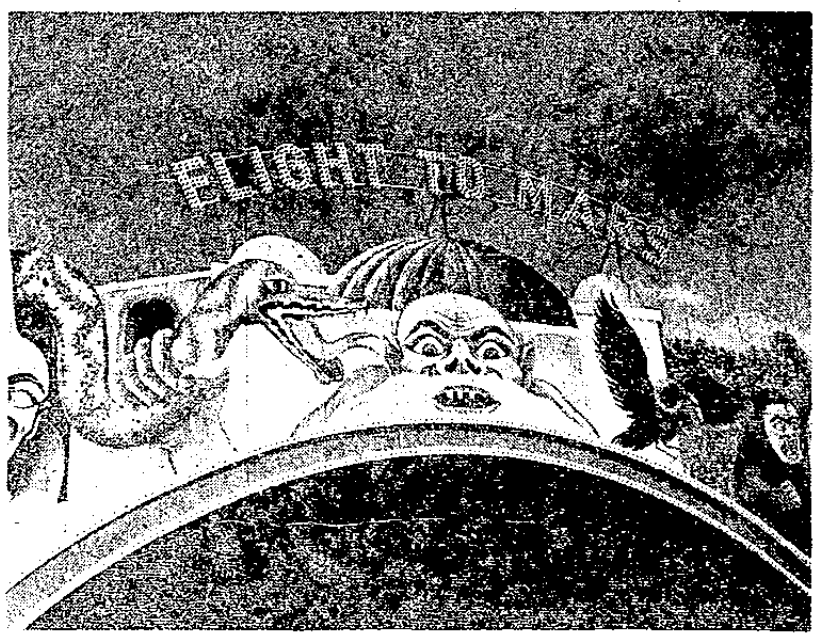
Gayway Will Provide 3 Acres of Fun



CALYPSO RIDE IMPORTED FROM ITALY
A high-speed dance—sitting down



FLIGHT TO MARS ATTRACTION
Eerie and startling

If fun-packed delight can be measured, the Gayway will have three acres of it, glowing with colorful, exciting rides and bathed at night with the ever-changing light from 75,000 incandescent bulbs operated by a hi-fi musical score.

Nineteen thrilling rides—not including the high-flying Sky Ride—will push amusement to new heights.

Most of them will be making their American debut at the Century 21 Exposition.

ONLY ONE — the giant Space Wheel — will cost 50 cents to ride. The others are only 25 and 35 cents, a bargain even for a county fair.

The 1,400-foot Sky Ride is in a class by itself. One gaily designed modernistic terminal is near the Gayway. From there, 43 three-passenger cars will cruise 60 feet in the air on the aerial tramway between the stadium and the Food Circus, past the Seattle Center fountain to the International Mall, the foreign exhibits area in the northwest corner of the fairground. The admission charge: 50 cents, regardless of age.

The Union Oil Co. of California is the sponsor.

THE GAY MIDWAY is the creation of J. W. (Patty) Conklin and Harry Batt, who have borrowed techniques from all over the world — and have devised a few themselves.

"Never before has a midway in America had such light and sound as the Gayway will have," Batt said.

The principle of inducing light changes in an amusement area by music is a trick they learned in France.

Conklin — 54 years in the amusement business — most recently was amusements director for the Canadian National Exposition in Toronto. Batt is owner and operator of the Ponchartrain Beach Resort at New Orleans. Batt counts 33 years in the business.

THEY PREDICT such rides as the Wild Mouse will wow the Gayway throngs. A German innovation, the Wild Mouse features roller-coaster cars that not only dip but whip around sharply like a frightened mouse — an exciting heart-thudding change of pace from the traditional roller coaster. Admission charge 35 cents.

Some others are:

Calypso — An Italian import in which revolving cars trace a star-shaped pattern, giving the rider a high-speed Calypso dance sitting down; 35 cents.

Le Mans — The latest in Italian sports automobiles, powered by gasoline engines, raced around a double-decked track, blending road racing and roller-coaster thrills; 35 cents.

Distel Auto Skooter—The outlet for the frustrated motorist; a mammoth new version of the old dodge-'em-car feature; 35 cents.

Rotor—In a huge drum, riders stand against a wall which revolves. Then, the floor drops away. The riders are held against the wall by centrifugal force; 35 cents.

Bubble Bounce — A moving platform has cars that are bounced by compressed air; 25 cents.

The other 25-cent rides are Olympia Bobs, Flying Coaster, Flight to Mars, Laff on the Farm, Cakewalk, Carrousel, Monster, Meteor and Antique Car Ride.

The other 35-cent rides are Broadway Trip, Century 21 for Fun and Space Whirl.

Conklin and Batt promise plenty of room for all. The rides will have a total passenger capacity of 15,700 an hour.

Many World's Fair Shows Will Appeal to Children

Children will have a heyday at the World's Fair. In addition to the many standing exhibitions that will appeal to them specifically will be a long list of theatrical and stadium events.

Shows specially recommended for the small set will include the following:

"The Littlest Circus," the Ringling Brothers Circus, the Shrine Circus, the Ice Follies, the Virginia Tanner Dancer Theater, the Children's Theater (puppets) of America, the Bunraku Puppets of Japan, the Foo-Hsing Theater of Formosa with Chinese opera performed by children, the Roy Rogers Western Show, the New York City and San Francisco Ballet Companies, the Century 21 Horse Show, the International Baton-Twirling Championships, the Quick Draw McGraw Show, the Huckleberry Hound-Yogi Bear Show and the Royal Canadian Mounted Police spectacle.

In addition, there will be a number of ceremonies featuring bands, singers and dancers from many states as part of the fair's free program.

More than 2,000,000 Californians will travel to Seattle for the fair. That's two-and-a-half times as many as from the No. 2 visitor state, neighboring Oregon, according to a report from Economic Research Associates.

The Best of the West

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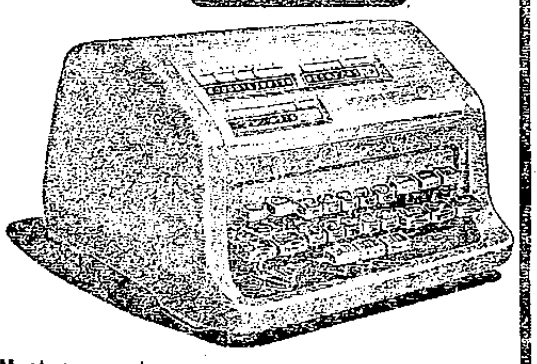

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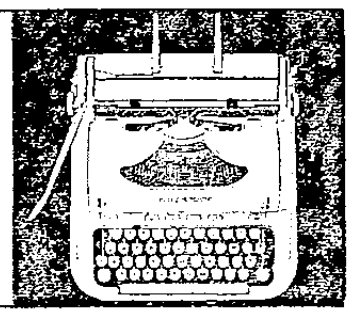
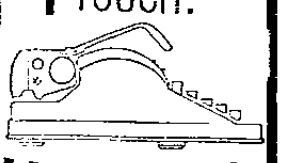


THE SWISS TOUCH:



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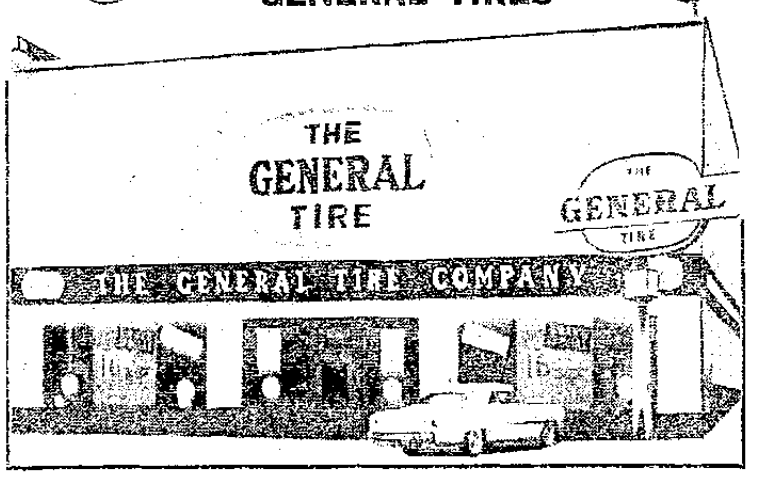

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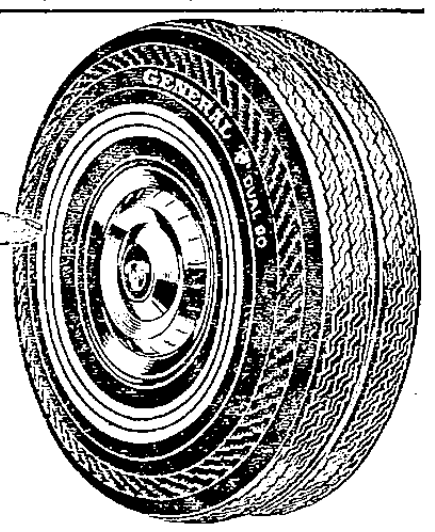

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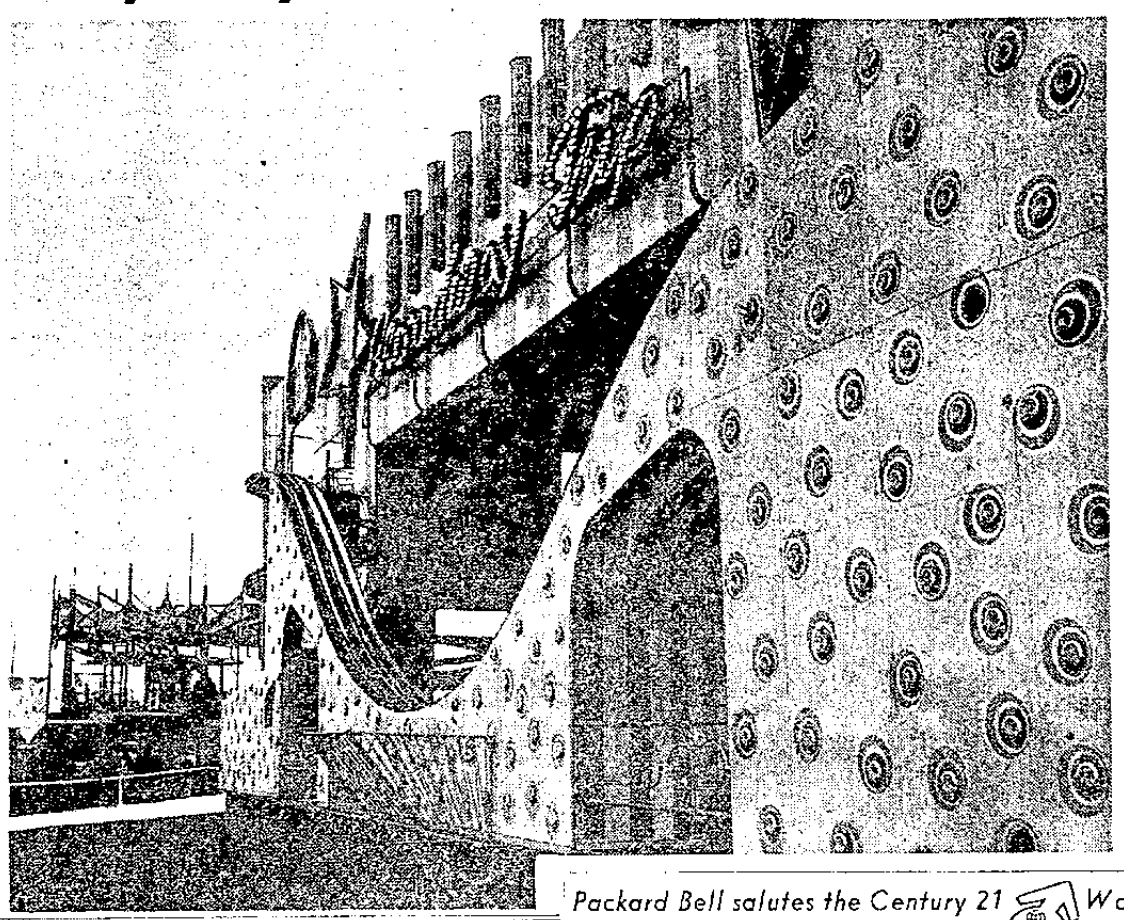
Gayway Adds World's Fair Fun



GAYWAY: The Broadway Trip ride is one of the 19 attractions in the Gayway amusement area. At left is the Gayway terminal of the Sky Ride.

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100-Foot Space Wheel To Be Swift

No fair is complete without a Ferris wheel. The Seattle's World's Fair will have one—but it will be different than any previous one.

The 100-foot-high attraction will be dubbed the Space Wheel. Whereas previous Ferris wheels completed a revolution every two minutes, the Space Wheel will spin once every 15 seconds, thus adding speed to the thrill of height.

EACH PASSENGER carriage will swing and pivot beneath an axle topped by a huge umbrella painted in World's Fair colors.

At least 3,000,000 customers are expected to get the ride-thrill of their lives on the Space Wheel.

It is designed by two veteran Ferris wheel builders and operators, the Velare brothers —Curtis and Elmer, of Long Beach, Calif. Curtis is 77 and Elmer, 81.

THE VELARE brothers are old-time showmen. They own almost every ride and show on the Long Beach Pike.

THE HAWAIIAN HUT

A little bit of Hawaii
Just a few blocks from
The World's Fair Grounds

FEATURING: Colorful Hawaiian prints in silk and cotton dresses, lounge sets, swim suits, sport and cruise wear. Thongs and sandals for casual and evening wear.

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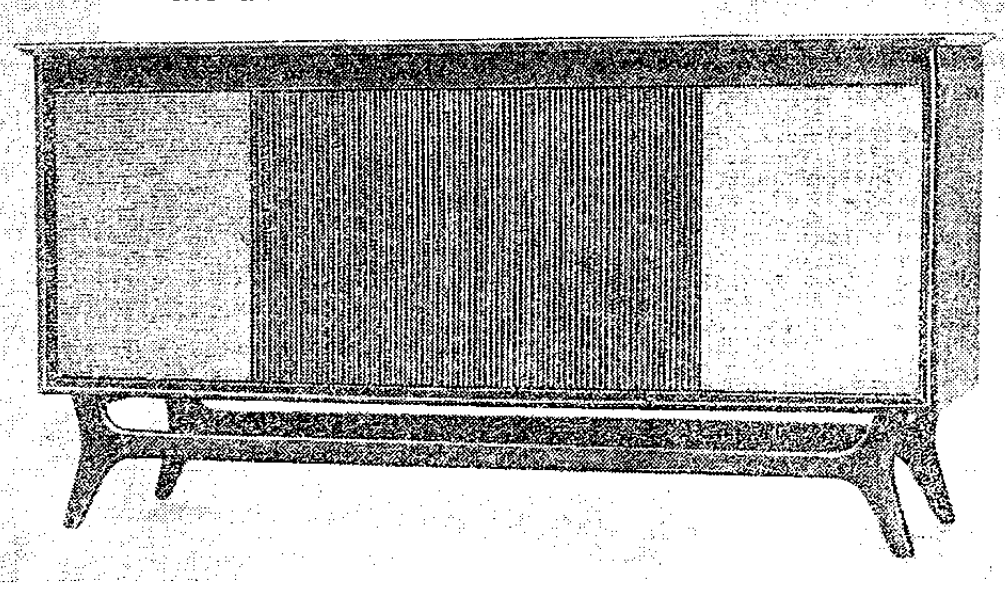

Model 23DK-4S Scandia Walnut

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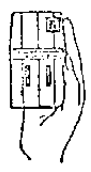

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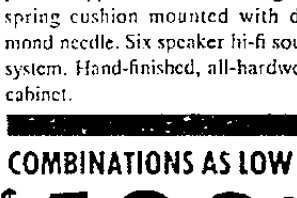

Model 23K-3. 23" (276 sq. in.) wide screen picture. Hand-wired chassis with Power Guard Transformer protection. Golden 88 Electronic Tuner for high gain, stronger reception. AM and FM Radio with AFC. All TV, radio and stereo controls are combined in one unitized control panel. (Not convertible). Radio-phono and TV have separate power supplies. Record Changer is spring cushion mounted with diamond needle. Six speaker hi-fi sound system. Hand-finished, all-hardwood cabinet.

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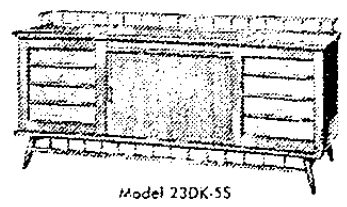
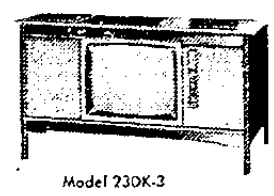


Model 23DK-5S Shaker Natural Walnut



Model 23DK-3 Teak Ebony Finish

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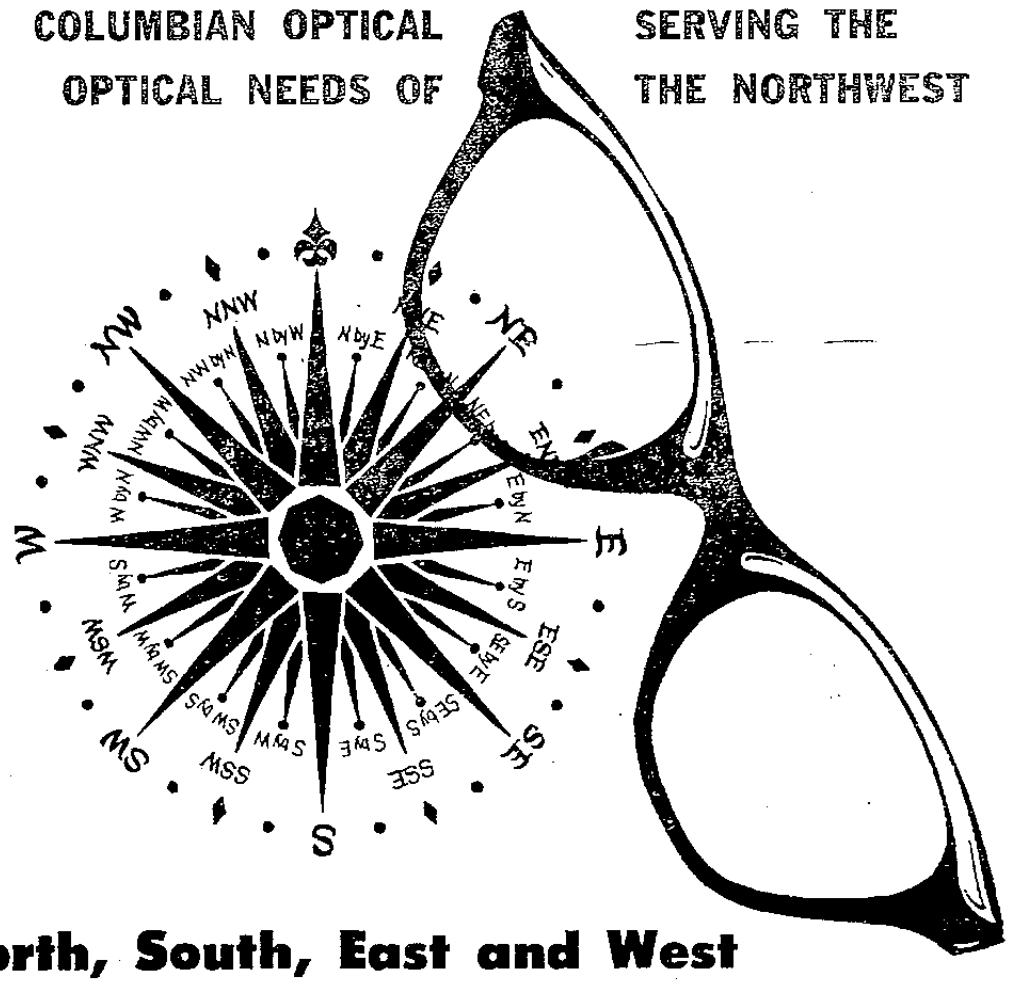

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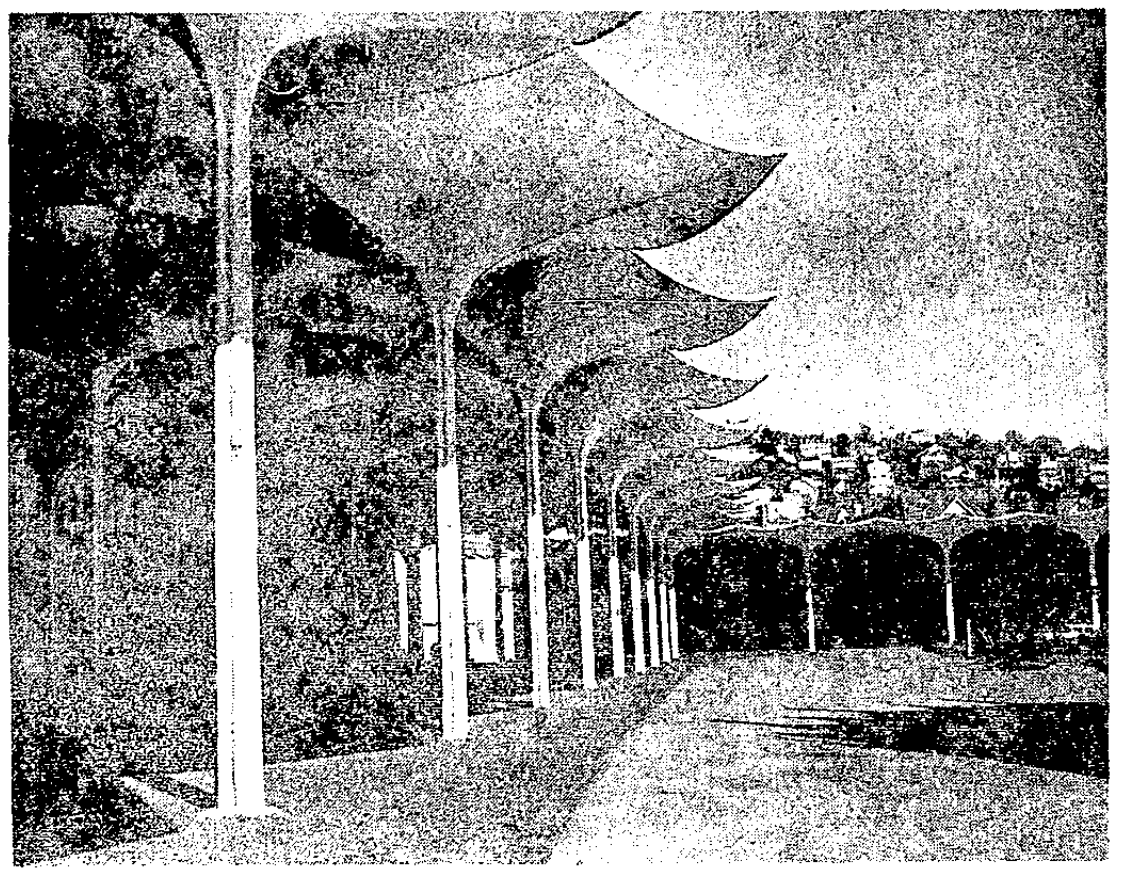
TOP OF THE WORLD:

59 Nations, Cities to Exhibit



CONCRETE HYPERBOLIC PARABOLOIDS WILL SHELTER FOREIGN EXHIBITS

Seattle is sitting on top of the world.

The gay pavilions of the Seattle World's Fair will be filled with exhibits and merchandise from 59 nations and foreign cities.

At least 51 are official national exhibits sponsored by foreign governments.

The others are private projects arranged by merchants in far-away countries to display merchandise ranging from rich brocades to perfumes.

THERE ALSO WILL be a United Nations exhibit, where a long list of foreign dignitaries will be in the public spotlight.

Europe, Asia, South America, North America, Africa —all will be represented.

France is the largest foreign exhibitor, with a huge display in the Washington State Coliseum.

At the other end of the scale is little San Marino, the 38-square-mile republic on the Italian peninsula.

Among the 51 national exhibits are 28 African countries, which will join in an all-Africa Pavilion.

Yugoslavia will be the only "Iron Curtain" nation on the exhibits roster.

The list includes some notable "firsts," such as the Africa Pavilion and participation by the European Economic Community (Common Market.)

FRANCE WILL participate on its own, and as a partner in the Common Market exhibit.

Canada, America's friendly neighbor to the north, incidentally, was the first foreign exhibitor to sign up for the fair. That was "way back" in October, 1960.

West Germany will show in the Common Market exhibit. But, in addition, the City of West Berlin, will tell its story of the day-to-day battle against Communism *in a separate exhibit.*

Most of the nations, following the Century 21 theme of the World's Fair, will key their displays to life in the future.

But a World's Fair would be incomplete without the colorful handicrafts, tasty foods, massive machinery and the fine arts and performing arts of the nations.

The Seattle World's Fair will have these, too.

THE LINEUP of foreign exhibitors is the result of a long, uphill sales campaign by the World's Fair staff.

"You can't have a World's Fair without the world," Joseph E. Gandy, fair president, said many months ago when the exposition was being organized.

One of the fair's greatest triumphs was to win indorsement from the influential Bureau of International Expositions in Paris.

This sanction was obtained in a campaign led by Gandy in the spring of 1960—despite the fact that the United States is not even a member of the B. I. E. treaty.

Similar indorsement was genied the New York World's Fair of 1964-65.

"THE B. I. E. approval gave us a hunting license to bring the world to the fair," Gandy said. "After that, we had a selling job on our hands — we started from scratch.

"Some of the delegates we called on didn't even know about Seattle or our fair. They asked: 'Where is Seetul?'

"Well, Seattle is on the map now. They know where 'Seetul' is today and the world is coming to our great World's Fair."

The fair will tip its hat in appreciation to the Bureau of International Expositions with a huge sign in the foreign-exhibit area.

The galaxy of nations is complete.

Many Foreign Exhibits Listed at World's Fair

Here is the list of official foreign-government exhibits:

European Economic Community—France, Italy, West Germany, Belgium, The Netherlands, Luxembourg, plus the community's units known as the Common Market, Euratom and the Coal and Steel Community.

(France also will participate separately, with the largest foreign exhibit in the fair.)

City of West Berlin, Brazil, Canada, Denmark, Great Britain, India, Japan, South Korea, Mexico, Peru, The Philippines, Republic of China, San Marino, Sweden, Thailand, United Arab Republic, Yugoslavia and 28 African nations in a large Africa Pavilion.

Private exhibits and concessions will be sponsored from the following nations and cities:

Argentina, Hong Kong, Morocco, Switzerland, Syria, Spain and Ecuador.

Scale-Model Tab $35,000

The scale model of the World's Fair that has been shown to virtually every visiting dignitary (Governor Rockefeller was amazed) has cost $35,000 to date. The original cost was only $18,000, but there have been numerous revampings as the fair took final shape.

Visitors to Boulevard Can 'Circle' World in Few Hours

Spices, perfumes, cuisines of many lands, jewels, silks, fabulous handicrafts . . .

All this and more will be found on the foreign-flavored Boulevards of the World stretching through the heart of the Seattle World's Fair.

A COMPLETE array of restaurants, bazaars and shops has been arranged for the colorful Boulevards.

And in the center will be the new Seattle Center Fountain — with patterns of high-spraying water, colored lights and music "played" on pre-punched electronic tapes.

What are some of the tempting things you will see along this crossroads of the world at the World's Fair?

THAI SILKS, French perfumes, Belgian waffles, beer gardens, a Brittany restaurant featuring flaming crepes suzettes, Yugoslavian specialties, handicrafts from nations such as Morocco, Argentina and Syria, furniture and fine brocades from Hong Kong, artists sketching caricatures, delicate Japanese merchandise, a Danish outdoor restaurant — even 1,000,000 silver dollars displayed in a well-guarded building.

Just to mention a few . . .

"The Boulevards of the World area promises to be one of the feature attractions of the fair," Donald I. Foster, exhibits director, said.

Augmenting the Boulevards —and like most everything else at the fair, within easy walking distance—will be foreign villages and a colorful introduction to Polynesia.

A $3,000,000 Japanese village is being built on the eastern edge of the fairgrounds with such attractions as lanterns, arching bridges, waterways, traditional tea ceremonies, sumo wrestling, Japanese foods and exhibits of pearl diving.

The romantic riches of Hawaii will be presented in a privately sponsored Islands of Hawaii Pavilion near the Japanese Village.

A gleaming white egg-shaped exhibit near Club 21 is sponsored by Nalley's, Inc., food-processing firm...

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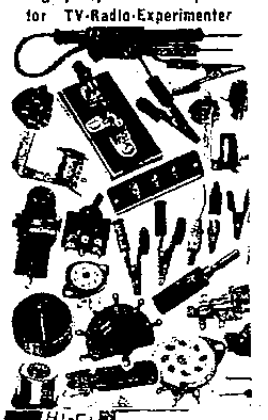

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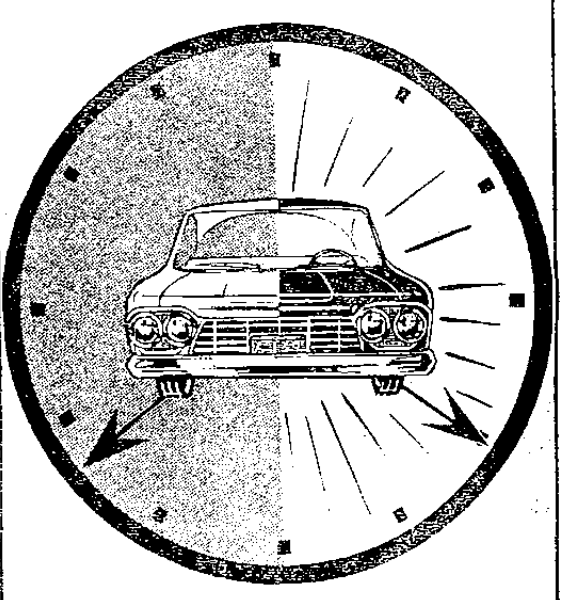

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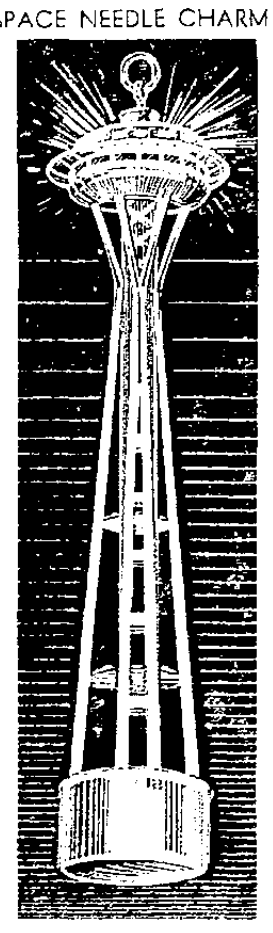

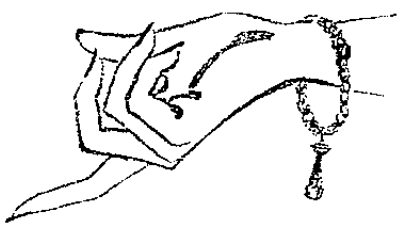

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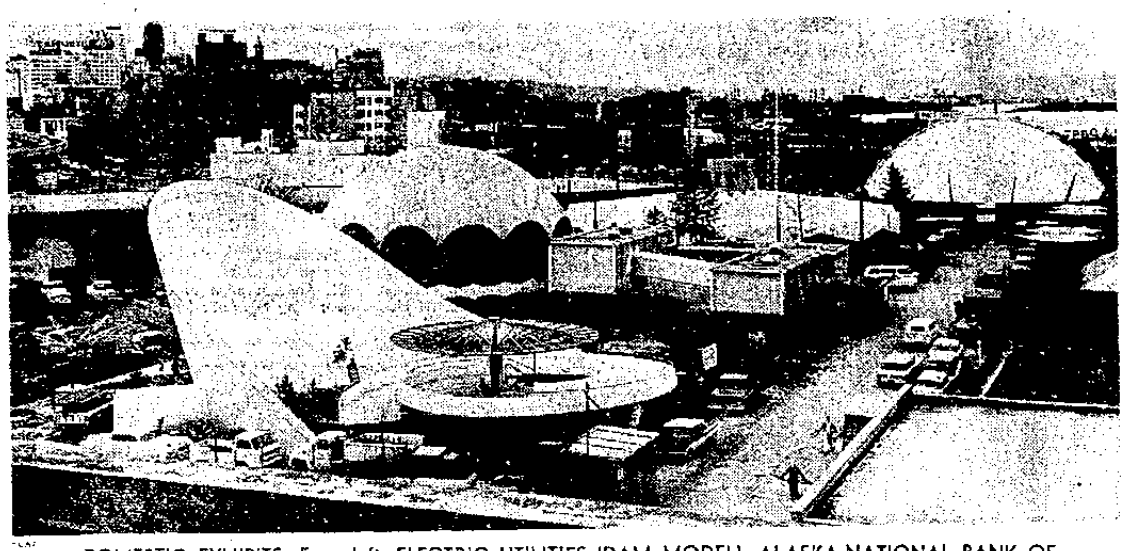
LOOKING AHEAD:

U. S. Industrial Greatness to Be on Display



DOMESTIC EXHIBITS: From left, ELECTRIC UTILITIES (DAM MODEL), ALASKA-NATIONAL BANK OF COMMERCE (rear, dome), RAILROADS (to right of Alaska Building), AMERICAN GAS ASSOCIATION AND FORD MOTOR CO. (domed)

The industrial ingenuity of America—with the accent on the future—will be on display at the fair.

More than 100 companies —including the top names in industry and commerce in the United States—are on the list of domestic exhibitors.

Several firms are building their own pavilions for far-ahead previews of the 21st Century.

Others are represented in the Federal Science Pavilion, in the giant Washington State Coliseum, the Fashion Pavilion, the Interiors Pavilion and other sections of the fairgrounds.

THE LIST READS like a "who's who" in American industry.

The corporations lost no time in clamping onto the Century 21 theme of the Seattle World's Fair.

"Gee whiz" exhibits—many offering audience participation instead of "please don't touch" show—window displays—will range from satellite communications to simulated space voyages that will leave one dizzy.

One of these is Seattle's own, The Boeing Co. This space-age corporation is sponsoring the $1,000,000 Spacearium in the Federal Science Pavilion.

MAJOR INDUSTRIAL pavilions are being built by: The American Gas Association, the Bell Telephone System, the Douglas Fir Plywood Association, the Ford Motor Co., the General Electric Co., the International Business Machines Corp., the Standard Oil Co. of California, and a joint pavilion financed by the Milwaukee Road, the Great Northern and Northern Pacific Railways and the Union Pacific Railroad.

Two of Washington's greatest industries and resources —forest products and hydroelectric power—will be represented with special exhibits.

The electric utilities have constructed a 40-foot-high working model of a power dam near the Space Needle. Both private and public utilities are represented

AT LEAST 26 forest-products companies will participate in a Forest Products Pavilion, also adjacent to the Space Needle.

Other major participating firms include:

The General Motors Corp., the Radio Corp. of America, the Reynolds Metals Co., the Kaiser Aluminum & Chemical Corp., the Aluminum Co. of America, E. I. du Pont de Nemours & Co., the Eastman Kodak Co., the H. J. Heinz Co., the Carnation Co., the Mobil Oil Co., the Union Oil Co., S. C. Johnson & Son, Inc., the National Cash Register Co., Northwest Orient Airlines, Western Airlines United Air Lines, Pan American World Airways, Rohr Aircraft, the United States Rubber Co., the General Dynamics Corp., the Remington-Rand Corp., and the United States Steel Corp.

Several companies that have important roles in Washington State's economy, also are sponsoring individual pavilions and service buildings.

The Seattle-First National Bank is building a colorful banking facility.

The head chef at the Eye of the Needle Restaurant will be Rene Schiess, Swiss-born specialist in gourmet cookery.

Private parking lots have sprung up everywhere around the fairgrounds to accommodate the fair visitors.

5,200-Foot Trip

The total length of the Monorail track is 5,200 feet, concrete, is three feet wide and five feet deep. It is supported on concrete piers.

Water to Rush Over Dam At Electric Show

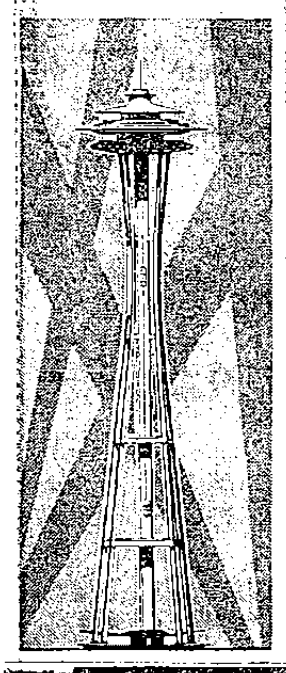
Water rushing over a mock dam with spillways 40 feet high will feature a $250,000 exhibit by the electric utilities of this state.

In front of the dam will be a ramp leading the spectators past a series of animated displays depicting the past, present and future of electricity—its role in the home, on the farm, in business and in industry.

From the ramp, spectators will look down on a huge relief map of this state floating in a large pool of water. Buttons may be pushed to activate parts of the electrical display on the map.

The ramp will continue into a circular building, where additional displays will illustrate the uses of electricity.

This exhibit will be near the Space Needle.



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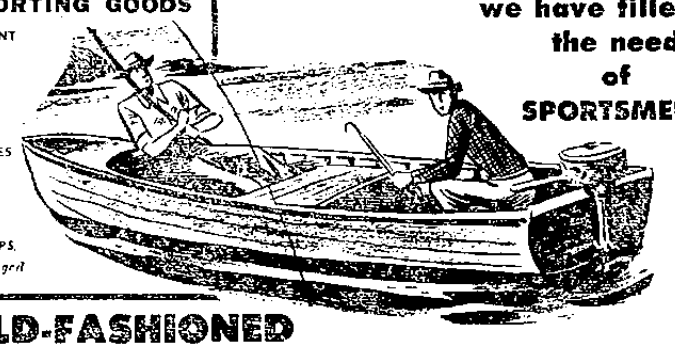

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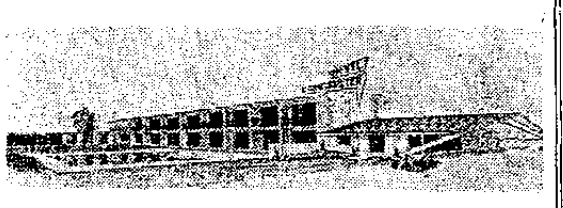

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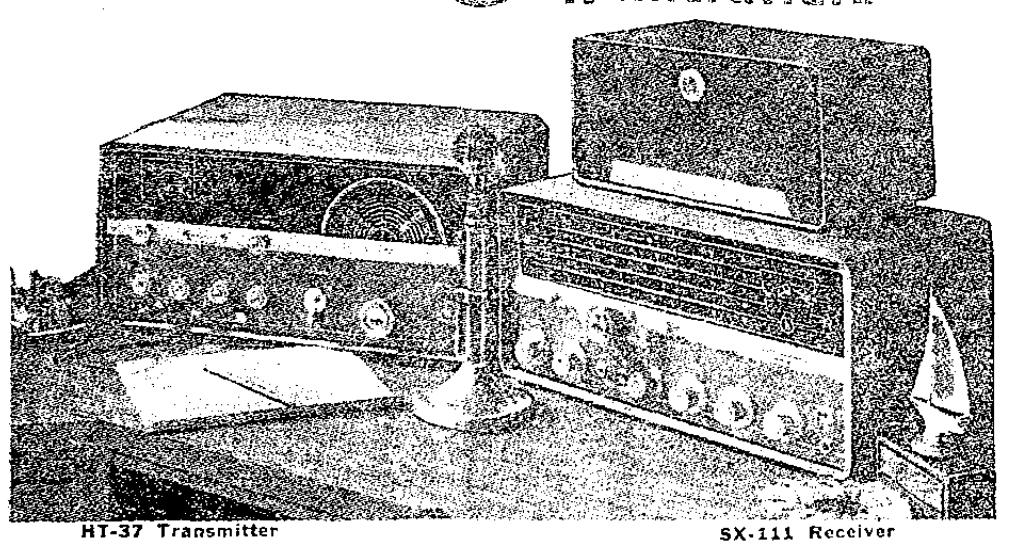

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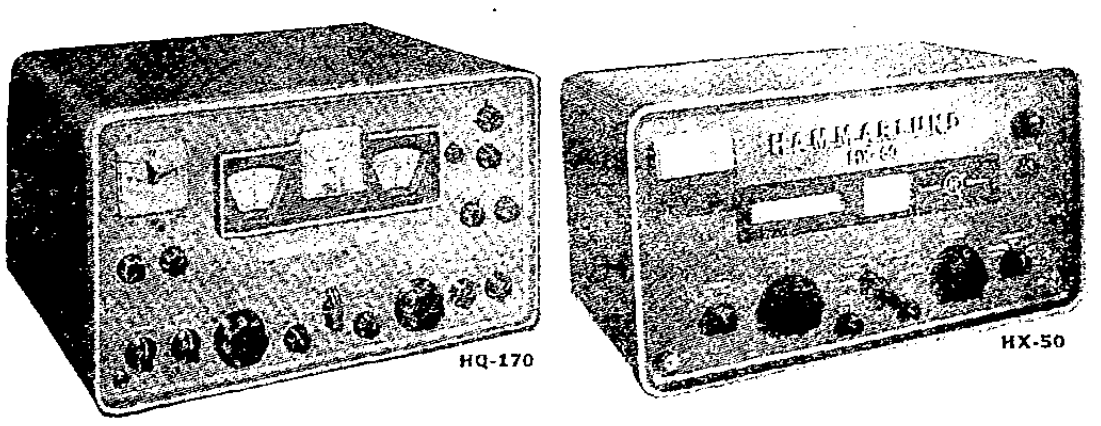
HQ-170 HX-50



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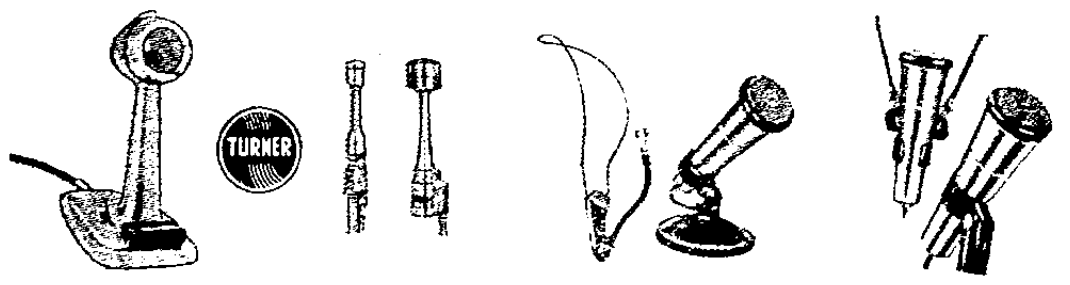

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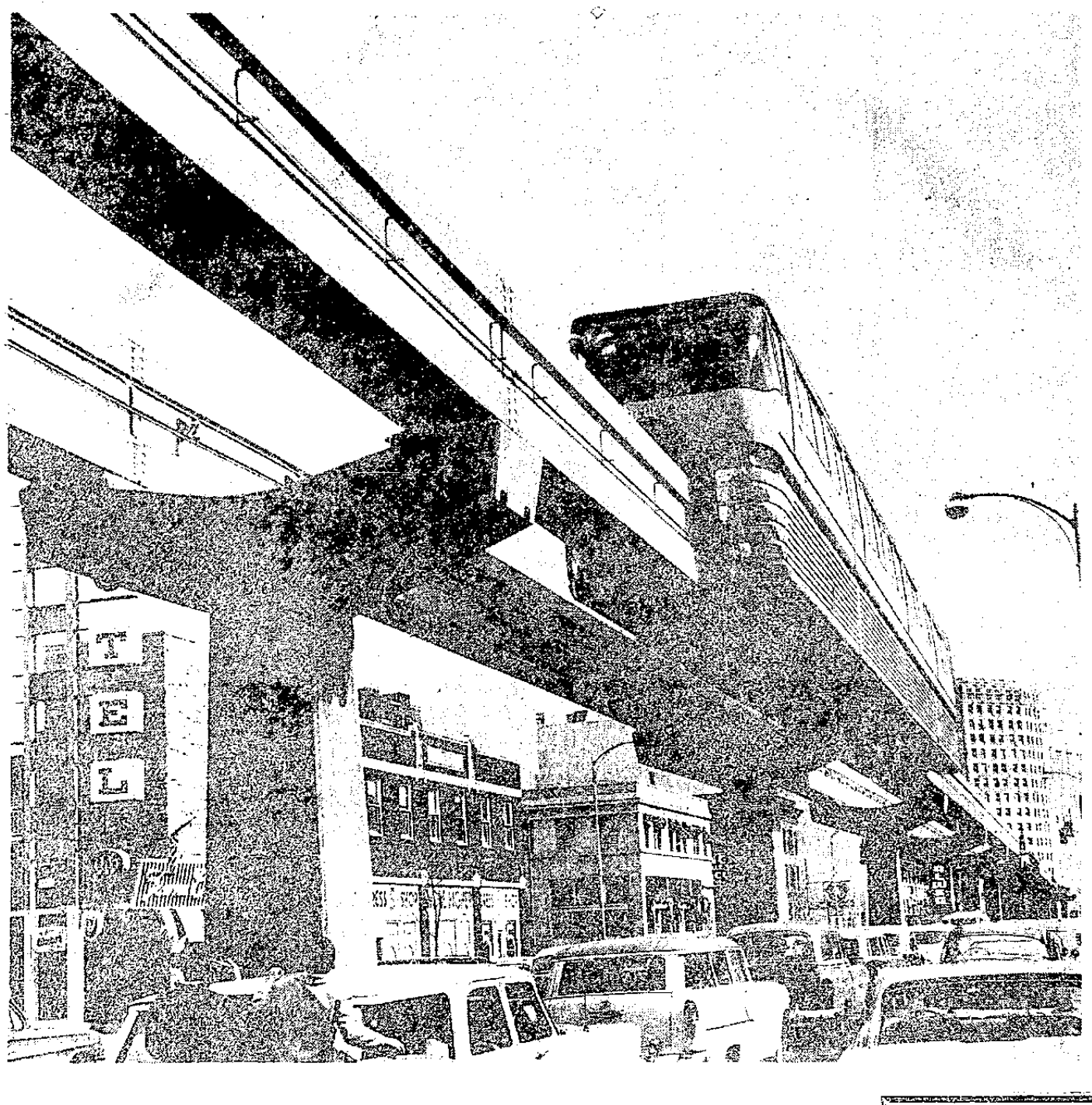
RAPID TRANSIT ON TRIAL:

Monorail Is Magic Carpet to Fair



TWO BOYS GAWKED AS MONORAIL TRAIN PASSED OVERHEAD IN FIFTH AVENUE

The Seattle World's Fair has a magic carpet.

The name is Monorail.

Zooming along at a mile-a-minute speed, two Monorail trains will whisk passengers from downtown Seattle to the fairgrounds and return.

Fair officials are predicting the Monorail will be the exposition's "main gate," carrying perhaps 40 per cent of the paying customers.

This is the world's first full - scale rapid - transit system — both an attraction for the fair and perhaps a preview of the transportation of the future.

The Monorail will be a prototype on trial during the World's Fair.

TRANSPORTATION experts from all over the *world plan to be here* to watch the Monorail trains under grueling operational conditions.

Round-trip fares are 75 cents for adults and 50 cents for children. One-way rides will cost adults 50 cents and children 35 cents.

The $4,200,000 Monorail system was designed and financed by the Alweg Rapid Transit Systems of Washington, Inc., a subsidiary of a Sweden-based monorail firm.

The Howard S. Wright Construction Co. built the supporting structure and the terminals.

There have been monorails *before* — in amusement parks, test tracks and the like — but the Seattle World's Fair Monorail is the first of its kind.

The trains ride atop twin concrete beamways about 25 feet above the street.

RUBBER - TIRED wheels roll on top of the beam — with other wheels gripping the sides of the beam for stability.

Silently, smoothly the trains bank around graceful curves and shoot down the "straightaway" on the one-mile route like rocket sleds.

During the fair, Alweg expects to carry 10,000 passengers an hour on 96-second schedules.

Each of the trains is powered by eight 100-horsepower electric motors, operating on 60 volts of direct current. The trains were fabricated in West Germany.

ONE TRAIN is two-tone blue and silver, with a bright-red interior. The other is red and silver, with a blue and beige color scheme inside.

Safety devices, including emergency wheel units in case of a flat tire and automatic braking systems, are built into the system.

Seattle Transit System operators will pilot the streamliner speedsters during the fair.

Each general - admission ticket to the fair includes a 25-cent surcharge for Alweg. This is part of a long-standing agreement between Alweg and the World's Fair corporation that led to the monorail project after months of negotiations.

THE FARE BOX is Alweg's only other source of revenue.

What about Monorail after the fair?

That is a decision Seattle will not make until the fair is over.

Under terms of the contract, the fair automatically would acquire title to the system if revenue equals the cost of building and installing the Monorail. The fair then could assign its option to Seattle Transit or another interested operator.

Terminals have been constructed in the Westlake Mall and on the fairgrounds.

AT THE MALL, customers will board the Monorail by riding up an escalator-like "speed ramp" from ground level to the elevated loading area. At the fairgrounds, the Monorail coasts to a stop at ground level.

Sixten Holmquist, Alweg's president, is optimistic about the Monorail's future as a rapid-transit system.

"This is the spark that could touch off a revolution in transportation," Holmquist said.

"Here we have a cross-section of a metropolitan transportation system . . . trains, stations, a beamway over a major thoroughfare, high speeds, mass loading, maintenance facilities. In short, all the basics of a mass rapid-transit system."

All aboard!

Next stop: The Seattle World's Fair!

World's Fair Cake Weighs 15 Tons

The C & H Sugar Refining Corp. has cooked up a tremendous cake for World's Fair visitors. It is called a Paul Bunyan cake, and this is why:

Thirty thousand pounds, over-all weight; 2,500 pounds of butter, 1,550 dozen eggs, 5,000 pounds of cherries, 2,000 pounds of pineapple, 8,500 pounds of sugar, 6,500 pounds of flour and 4,500 pounds of icing.

Fair-Price Pledge

Landlords who do not pledge themselves to maintain fair-price structures are excluded from Expo-Lodging indorsement.

Visitors to Commute

Thousands of Seattle World's Fair visitors will stay in hotels and motels in the cities near Seattle, then commute to the fairgrounds.



BROADWAY TIGERS!

Come out, come out, wherever you are. Join the **Broadway High School Alumni Assn.**

Send your name and class to
BROADWAY ALUMNI ASSN.
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Seattle 22

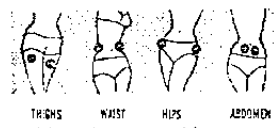
You will receive a copy of the newsy who's-who-and-where "Whims" distributed at a previous reunion. Our **13th** comes up in early fall, before close of Century 21. Announcement of exact date mailed in August to all alumni on mailing list. Let's hear from you "lost" Broadwayites.



size of Hips, Waist, Tummy

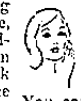
■ INSTANTLY, with but the turn of a dial you can have active, muscle firming exercise *without* the usual exhausting effects. Almost unbelievable, but how true . . . and so rewarding! You simply place pads on selected figure areas that lack tone and this exciting device gives active exercise to those inactive muscle regions that so often can keep you from having a lovelier figure. It's the new *effortless* way to challenge those "bothersome" figure problems . . . it's the RELAX-A-CIZOR WAY!

■ Become a member of the "smart set" of women that have discovered the new, easy effortless way to a lovelier figure . . . with RELAX-A-CIZOR!



■ Most figure problems are localized — wouldn't you like to solve the problem of REDUCING trouble spots in size while you relax . . . watch TV . . . chat on the phone . . . or even nap?

The RELAX-A-CIZOR WAY can be your answer to looking lovelier in the latest fashions.



■ Facial tone too! Your face and throat need exercise to challenge those "tell-tale" signs around eyes and neck. You can firm and tone those delicate muscles with the new "Fingertip Facial" or "Beauty Band" attachments included with every RELAX-A-CIZOR.

The "Reducing Primer" offered below tells all about facial exercise too.

■ Easy to own: just pennies a day for a lifetime of figure beauty care. There are four models to serve every need and purse. For home use or transistorized, so you can take your "beauty break" anywhere. Discover how RELAX-A-CIZOR can be as important to you as your lipstick or comb.

RelaxAcizor

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FREE! WRITE TODAY for the informative, illustrated booklet of the do's and don'ts of reducing methods by the eminent authority Burton Skiles . . . "REDUCING PRIMER FOR THE INTELLIGENT WOMAN" 20408

Relax-A-cizor, Dept. 12-46-02
101 Jones Bldg.
Seattle 1, Washington

Telephone: MAin 3-7690

Please send the "REDUCING PRIMER FOR THE INTELLIGENT WOMAN" in plain envelope. I understand there is no cost or obligation. ☐ MRS. ☐ MISS ☐ MR.

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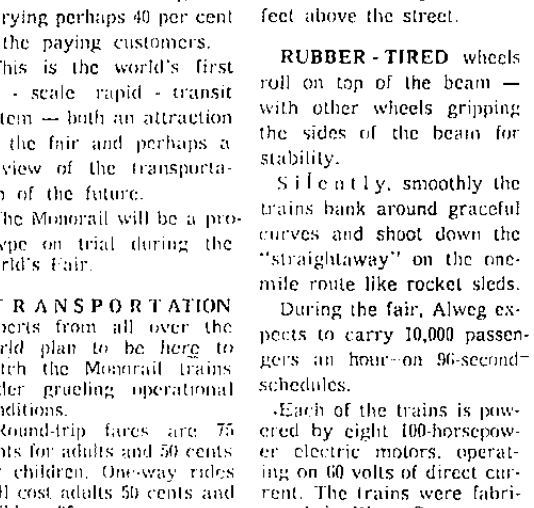

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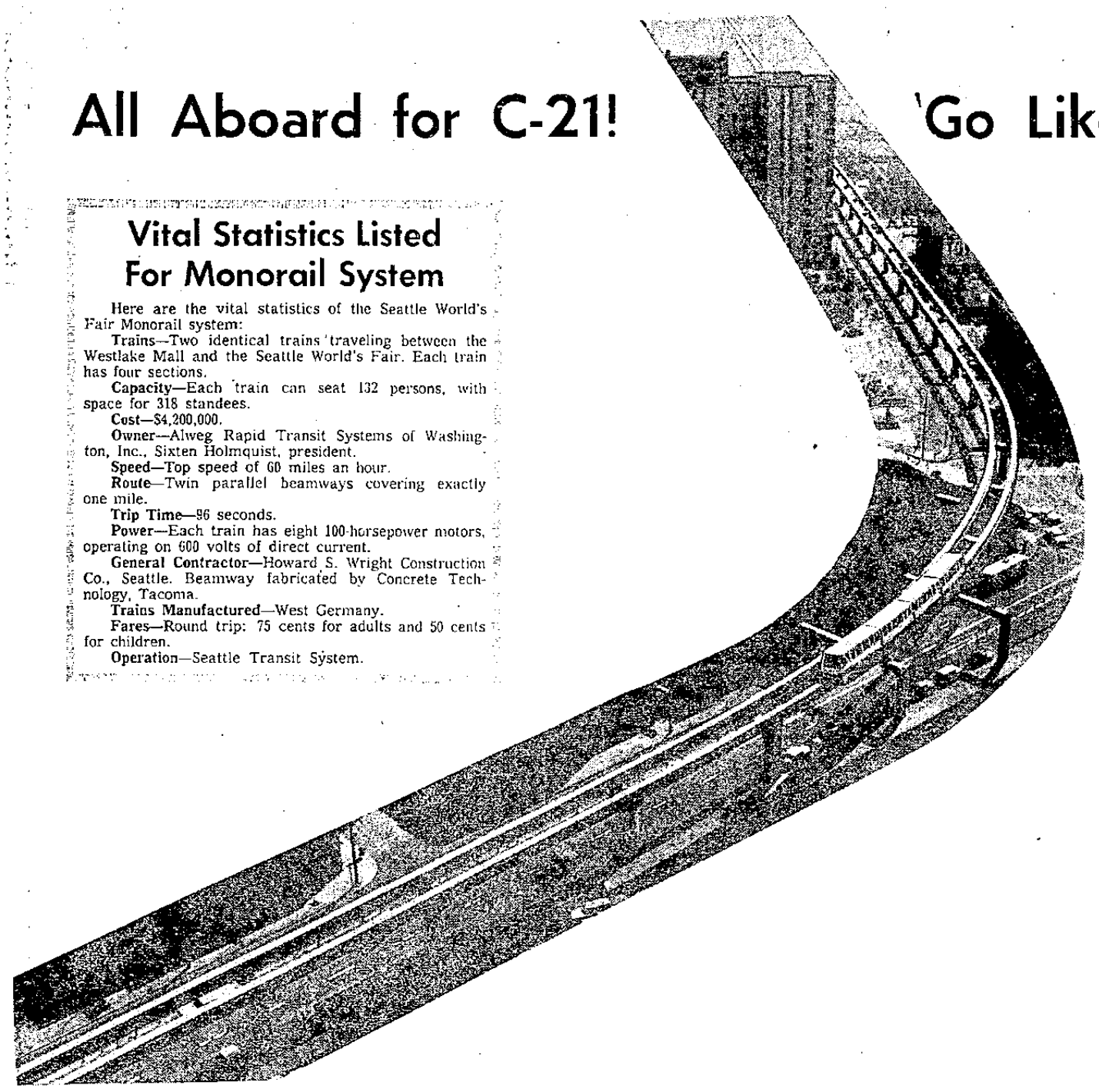
All Aboard for C-21!



'Go Like Sixty!'

Vital Statistics Listed For Monorail System

Here are the vital statistics of the Seattle World's Fair Monorail system:

Trains—Two identical trains traveling between the Westlake Mall and the Seattle World's Fair. Each train has four sections.

Capacity—Each train can seat 132 persons, with space for 318 standees.

Cost—$4,200,000.

Owner—Alweg Rapid Transit Systems of Washington, Inc., Sixten Holmquist, president.

Speed—Top speed of 60 miles an hour.

Route—Twin parallel beamways covering exactly one mile.

Trip Time—96 seconds.

Power—Each train has eight 100-horsepower motors, operating on 600 volts of direct current.

General Contractor—Howard S. Wright Construction Co., Seattle. Beamway fabricated by Concrete Technology, Tacoma.

Trains Manufactured—West Germany.

Fares—Round trip: 75 cents for adults and 50 cents for children.

Operation—Seattle Transit System.

Inventors Wanted
with Marketable Patents

WE CAN: Promote the Manufacturing of; Finance; Franchise; Merchandise and Sell, either on Royalty or outright Sale ... any Patent, Process, Service for which a market can be built in the U. S. A. or Foreign Country on a national scale. Nothing too Big or too Small for us to sell. Send full details first letter of what you have. Copyright 1945.

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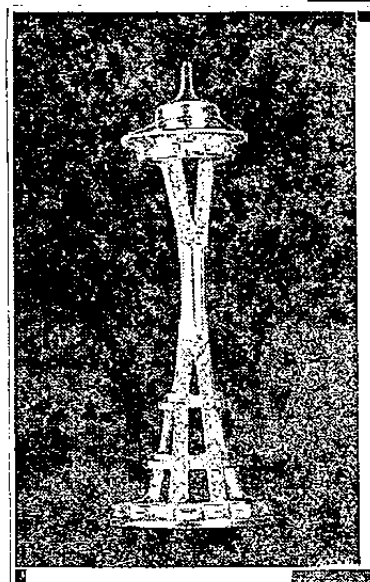


New! Lovely!
Space Needle Jewelry

Created for you to wear at the Fair! The Space Needle in beautiful, miniature jewelry — pins, earrings, necklaces, charm bracelets — with dazzling rhinestones set in white or gold.

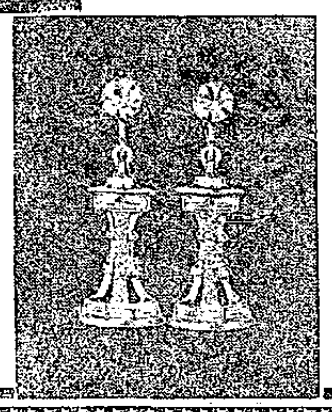
AVAILABLE AT YOUR FAVORITE STORE

Space Needle Pin above, actual size. Glittering rhinestones on delicate, non-tarnishing silver white metal or Hamilton yellow—$2.50.

Identical Pins in smaller size—$2.00.

Matching Space Needle Earrings $2.00.

A Touch of Glamor for Yourself — or an Ideal Gift!



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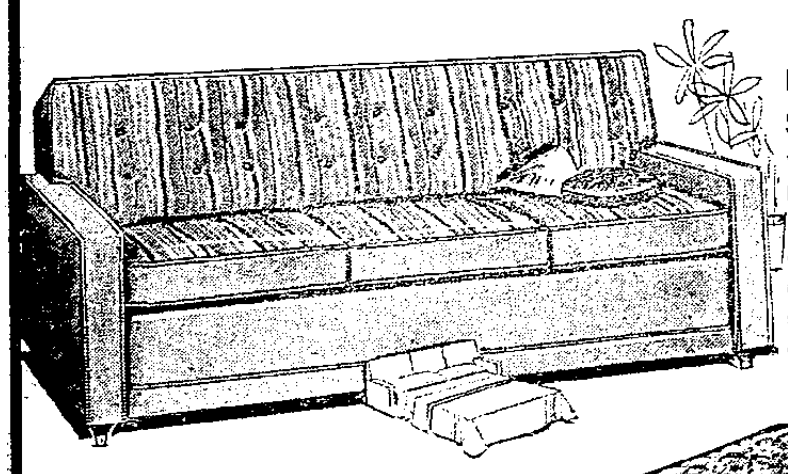
We will leave the "rest" up to you!

Sleep-Aire in the short space of nine years has become the recognized leader in the manufacturing and selling of quality bedding. We feel that our progress has been largely due to services we offer our customers. We will continue to do these things because only at Sleep-Aire are combined the people, the products and facilities necessary to get them done. Our well-trained, skilled craftsmen and sales personnel aided and supported by modern equipment produce the finest values in bedding.

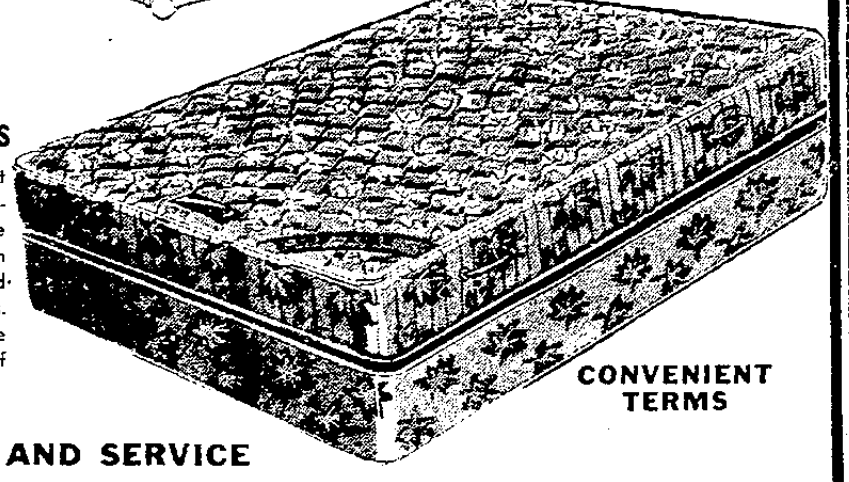


BUY WITH CONFIDENCE SLEEP-AIRE HIDE-AWAYS

We manufacture a complete line of hide-aways and matching club or occassional chairs. A piece for every decor. Regular standard, king, apartment or love seat. Whatever you desire we will solve your size, style or cover problems.

WE FULFILL YOUR NEEDS! MATTRESSES

Skilled hands amid pleasant surroundings produce a complete line of mattresses. We offer innerspring or foam in a wide range of covers and sizes to satisfy your needs. Come in and see our large selection on display in any of our four stores.



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We maintain a fleet of modern trucks to take care of our deliveries and service work . . . As in every phase of our operation this department follows through to give customer satisfaction.

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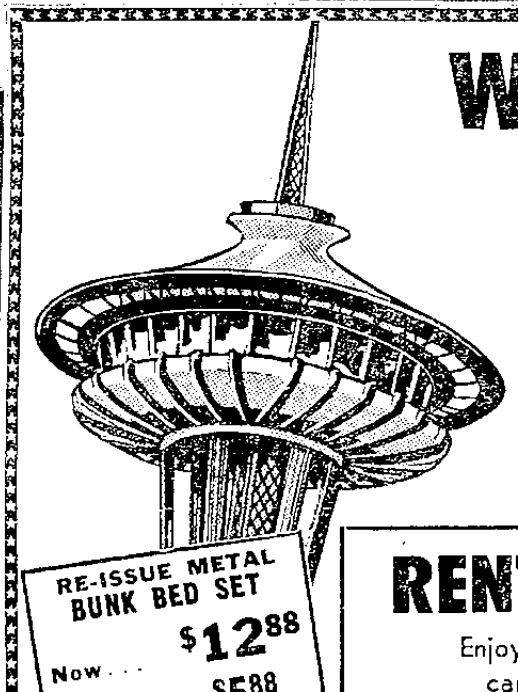
DOWNTOWN: 2211 5th Ave. Between Blanchard and Bell MU. 2-6930
NORTH END: 6110 Roosevelt Way 2 Blocks North of Ravenna Boulevard LA. 3-3702
TACOMA: VILLA PLAZA

IT'S SMART TO SAVE WITH Sleep-Aire SLUMBER SHOPS



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Now . . . $12.88
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Enjoy your vacation by camping outdoors.

5-man nylon 14'x14' tent, completely insulated. 10.00 week
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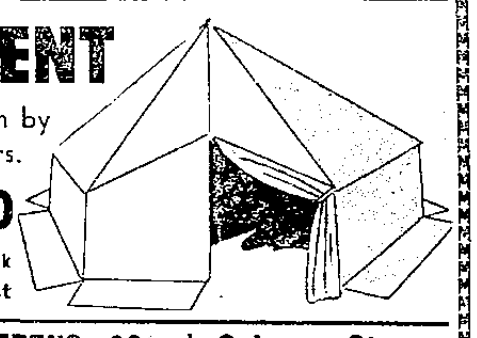

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CANTEENS 96¢ ea.
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Coast Guard approved Reg. 4.95 ..... Now 2.88
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2 zip together
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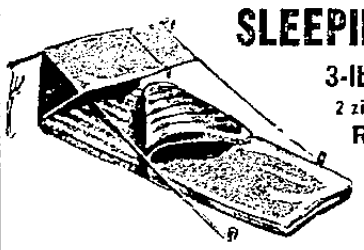

UPHOLSTERY FOAM, improvement of foam rubber, ¼" to 5" chair padding, boat seats, mattresses. Cut to any size and shape, bring paper pattern, do it yourself and save ... 50%
Shredded Foam Approximately 1 Pound ..... 49¢
Leatherette-Covered Fabric Reg. 4.95 Yd. Now 1.77

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HARDWARE, TOOLS, CLOTHING, FISHING TACKLE.
SAVE ON EVERY ITEM.

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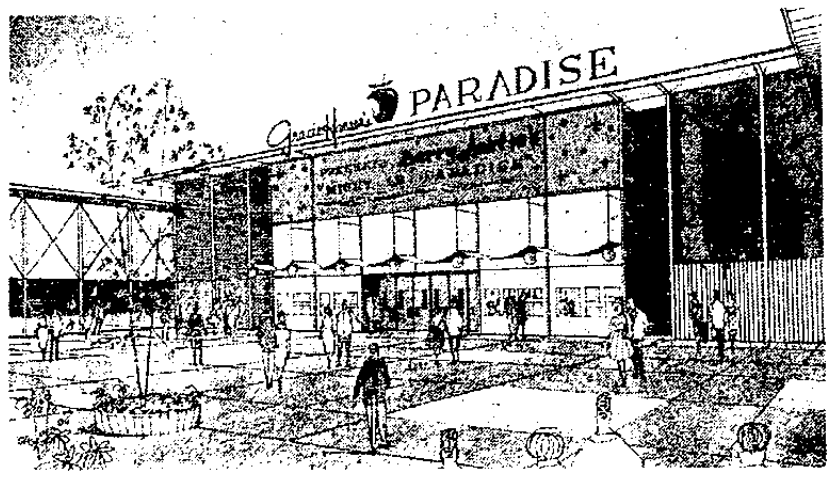
SHOW STREET:

Answer Found for Sally's Fans



ARTIST'S SKETCH OF PARADISE THEATER-RESTAURANT

The Chicago World's Fair had Sally Rand and her fans.

The Seattle World's Fair has Show Street.

Plans have been completed for the bright-lights entertainment district in the northwest corner of the fairgrounds.

SHOW STREET, a late entry in the World's Fair, will have a Las Vegas-type revue, several other productions featuring shapely showgirls, a Gay 90's club, a Bavarian-style tavern—even an antique automobile show.

"Queen" of Show Street is Mrs. Gracie Hansen, owner of the Paradise International theater-restaurant in the center of the entertainment zone.

The Paradise International Show—"A Night in Paradise"—will be staged by Barry Ashton, successful producer in Las Vegas and other entertainment capitals.

Another Show Street feature will be "Peep, Backstage U. S. A.."

This show, to be staged by LeRoy Prinz, Hollywood choreographer, will give visitors the illusion of walking through showgirls' dressing rooms.

Cameras will be permitted—and shutterbugs who forget their cameras may rent them.

STILL ANOTHER show is known as "Girls of the Galaxy." Models will pose for camera-carrying customers in space-age settings. A revolving stage will be used for this show.



GRACIE HANSEN

Other Show Street attractions will include the Paris Spectacular wax museum, Le Petit Theater (where SPECTATORS are seated on a revolving turntable that can be turned to face either of two stages), an Indian-style salmon-barbecue and others.

Others Watch Monorail

Operation of the Monorail, regarded perhaps as the solution to mass-transportation problems, is being watched closely by officials of many traffic-clogged cities.

U. S. Travel Sign Greets Air Visitors

A large, illuminated sign, welcoming visitors in seven languages and signed by President Kennedy, will greet World's Fair visitors when they enter the Seattle-Tacoma Airport.

The sign is the first to be erected by the United States Travel Bureau anywhere in the United States.

Greetings are in Spanish, Dutch, German, French, Italian, Japanese and English.

Designers To Meet at Fair

The first big convention to be held here during the Worlds Fair will be that of the American Institute of Designers. More than 500 delegates from all over the world will attend.

80,000 Families To Have Guests

A Seattle Times survey showed that more than 80,000 families with incomes of $7,000 or more each were expectinug a total of more than 750,000 guests for the fair.

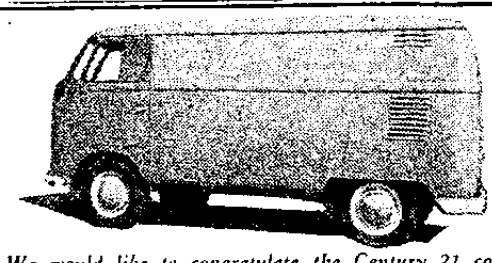
Maps of Fair Area Prepared

Three comprehensive maps of the fair area are being prepared for visitors.

Rand McNally & Co., as the fair's official cartographer, will provide the how-to-get-there, what-to-see maps.

The maps will include an aerial view of the fairgrounds, a four-color "plot map" of the fair and map with a globe design and a three-dimensional appearance.

Fish-and-chips is a popular snack for those visiting the Seattle waterfront "take out" food bars.



We would like to congratulate the Century 21 committee and the many construction crews and contractors on the fine job they have done for Seattle's World Fair. Due to the cooperation of many businesses, Unions, city and State officials and the many personal contributions of the people of Seattle Century 21 will be a crowning success. We thank these citizens for making it possible for so many people from all over the World to enjoy not only Seattle's World fair but the Great Pacific Northwest as well.

Harold Little

Little's Office Supply 8310 Greenwood Ave.

Welcome to the Fair

For The
Unusual in Gifts
Stop At

Leathermasters

Exclusive
Spring and Summer
Handbags
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Moccasins for the
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Souvenir Gift Items from $1.00 up

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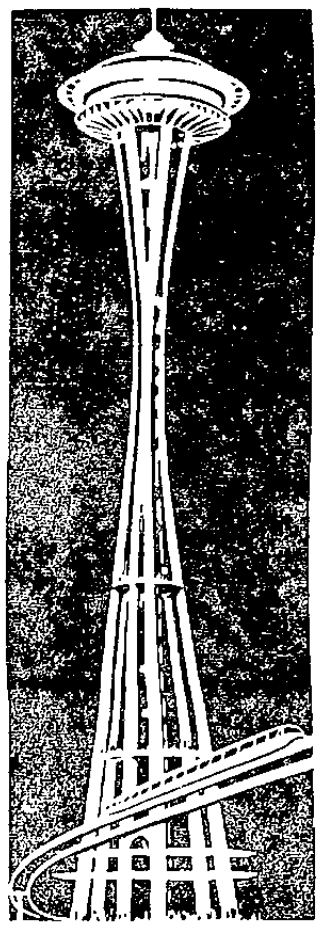
2 Doors South of Blue Mouse Theatre



in the shadow of the Space Needle.....

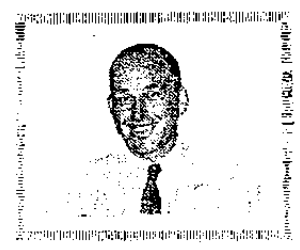
STANDARD SERVICE TIRE CO.

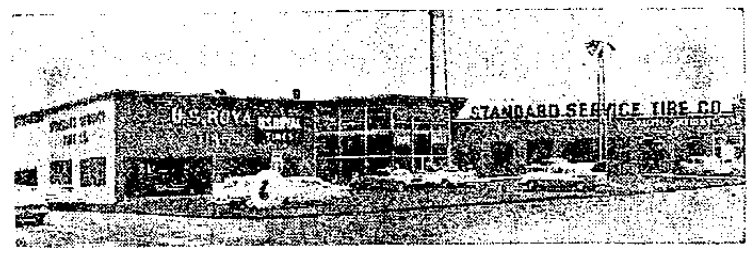
FAIRVIEW & DENNY

BOB NELSON'S INVITATION TO ALL FAIR VISITORS:

"You are cordially invited to visit our main plant at FAIRVIEW & DENNY in the shadow of the World's Fair Grounds, where you will find complete facilities for the purchase of new tires, tire repairs, front end alignment, brake relining and adjustments, sealed beam light units, wheel balancing and shock absorber installation. Just drive due east a few blocks to our main store at FAIRVIEW & DENNY where you can be assured of fast, safe, reliable attention to your every need. Or you may find it more convenient to visit one of our suburban locations nearest you, where the same reliable services can be found."

BOB NELSON
President





FAIRVIEW & DENNY MU 2-6300

The store manager here Al Coury, cordially invites you to use our FREE OFF THE STREET PARKING FACILITIES, while we attend to your automotive needs. See map below for driving directions.

33 YEARS IN SEATTLE

AS AN INDEPENDENT TIRE DEALER SERVING SEATTLE AND ITS SURROUNDING AREAS WITH . . . . . .

FAMOUS U.S. ROYAL TIRES



RENTON—2nd & LOGAN BA. 6-2222

To those visitors and residents living in the Renton area, the store manager, Phil Buck, extends a cordial welcome. Feel free to come in at any time to have your car checked, and your tire needs attended to. Complete brake and wheel alignment facilities for your convenience.



EVERETT—2131 BROADWAY AL. 2-4144

Everett—just a few miles to the north of Seattle, will certainly have visitors from all parts of the state and nation. The wecome mat is out and the store manager, Gordon Forbes, and staff will be more than happy to see that your car and tires are "safety checked."



1562 4th AVE. S. MU. 2-5027

This location in the south end of Seattle is on a heavily traveled avenue leading to the World's Fair grounds. Here you will find everything you need for safe driving, with a complete line of passenger tires, as well as commercial truck tires, tire sales and emergency service. Store manager, Art Bogaard, welcomes you.



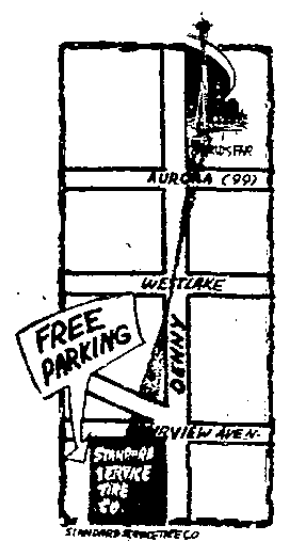
U. S. ROYAL

HAVE YOUR CAR "SAFETY INSPECTED"

WHEEL ALIGNMENT—BRAKE SERVICE—FRONT-END ALIGNMENT OUR SPECIALTY

"WHERE YOUR SAFETY IS OUR BUSINESS"

Check This Map for Easy Driving Directions



STANDARD SERVICE TIRE CO.

FAIRVIEW & DENNY—MU 2-6300

RENTON 2nd & Logan—BA 6-2222 EVERETT 2131 Broadway—AL 2-4144

SOUTH END 1562 4th Ave. S.—MU 2-5027

BEAUTY SPOT:

Science and Art Are Compatible



SCULPTURE: This appealing free-form sculpture in a placid pool, at left, contrasted sharply with the geometric form of the towering Space Needle. But, on second glance, the two seemed compatible—a blend of science and art in the world of tomorrow. The sculpture, floodlighted at night, is between the Canadian exhibit and the Washington State Coliseum.

STRANGE ZOO:

Fireflies, Frogs in Fair Exhibit

A zoo — but with the strangest "animals" — will flourish at the United States Science Pavilion at the fair.

Among the exhibits:

More than 9,000 fireflies—in a demonstration of light.

The artificial hatching of 15 dozen eggs daily, making a total of 2,790 dozen eggs or 33,480 chicks in the 186-day run of the fair. Chicks will be taught to follow an artifical mother.

Twenty - four pigeons, trained to distinguish colors.

Frogs (186 males and 100 females) which will be mated, the eggs being placed under microscopes for study by youngsters.

A hundred horseshoe crabs, the nerve impulses of which will be studied by an oscilloscope.

Fourteen mice, with hereditary disorders that cause them to waltz, shake and pirouette. The group also includes compulsive eaters and some that prefer alcohol to water.

Four Rhesus monkeys, fed and comforted by artificial mothers.

Six rare, electric fish (including the elephant fish from Africa) in a demonstration of electrical impulses given off by the fish.

Several hundred silver salmon, conditioned to strike a target for food, differentiate colors and alternately go to and from light.

Bank Helps Create Alaska Exhibit

Alaska's exhibit at the fair is heart-warming indication once again of the close ties Seattle has had with the newest state since the fabled gold-rush days.

Concerned when they heard Alaska would not be represented at the fair, National Bank of Commerce officials here offered help.

Bank officials remembered how much Alaska contributed to the Alaska-Yukon-Pacific Exposition in 1909.

Although the bank does not do business outside the state, it long has been associated with the growth of Alaska. It offered Alaska space in its dome-shaped, two-story building at the foot of the Space Needle.

Alaska's Governor Egan was enthusiastic. But legislators were scattered over the vast expanse of the 50th state and legislative approval was vital.

Egan fired off letters to individual legislators. The majority approved.

Alaska soil was flown from Point Barrow for the groundbreaking. Maxwell Carlson, bank president, and Governor Egan wielded shovels.

(See Page 3, Alaska Section, for photograph.)

Park Now Terminal

The downtown terminal of the Monorail is in the Westlake Mall, previously used as a landscaped "park."

Centes Island consists of four outflung peninsulas.

petosa accordions
CUSTOMCRAFTED
313 N. E. 45th St., Seattle 5, Wash.

Complete
Accurate
Dependable
TITLE INSURANCE
LAWYERS TITLE
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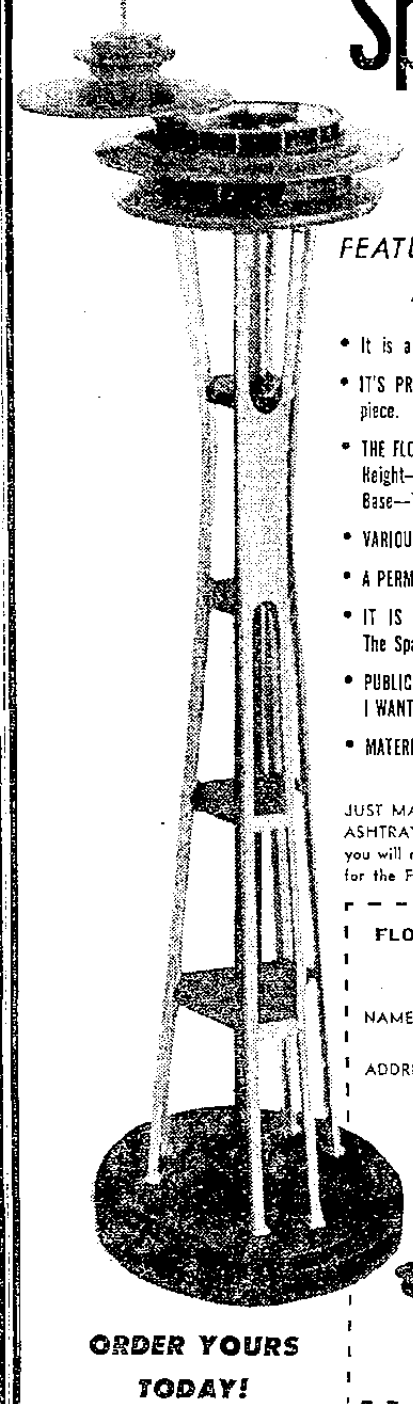
1109 Second Ave. • Seattle 1
MAin 3-0870
Wharton F. Funk, President

ANNOUNCING THE
Space Needle Ashtray



FEATURES of the FLOOR MODEL ASHTRAY

- It is a replica of the actual 600 Foot Space Needle Restaurant.
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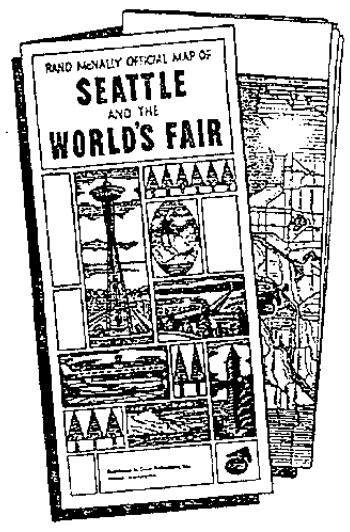

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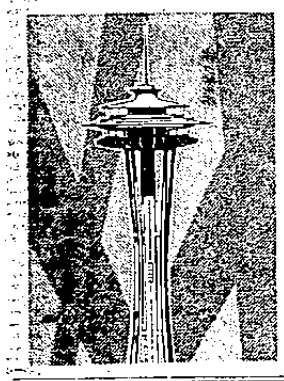

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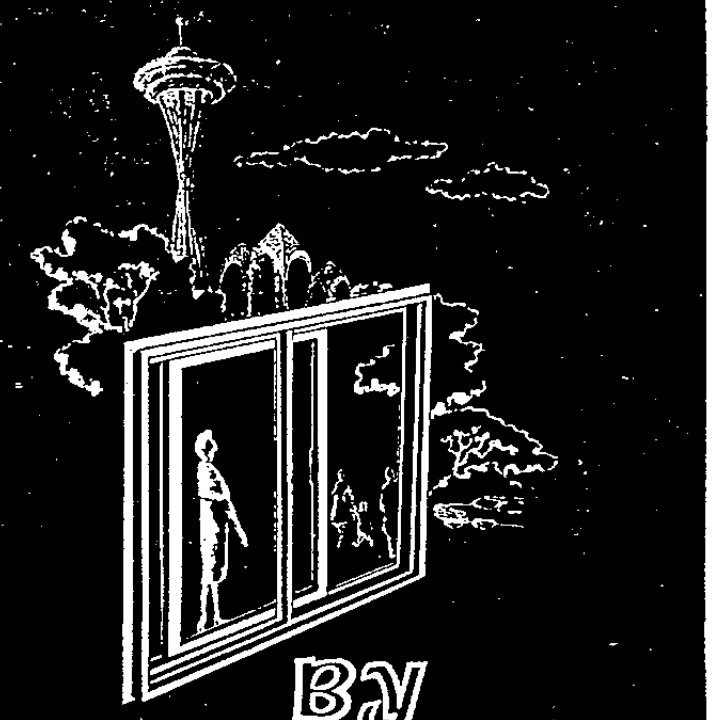

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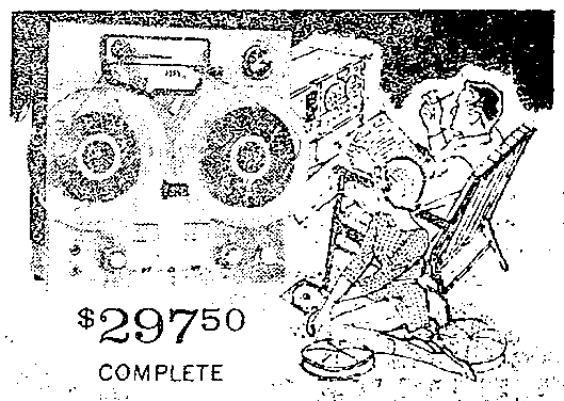

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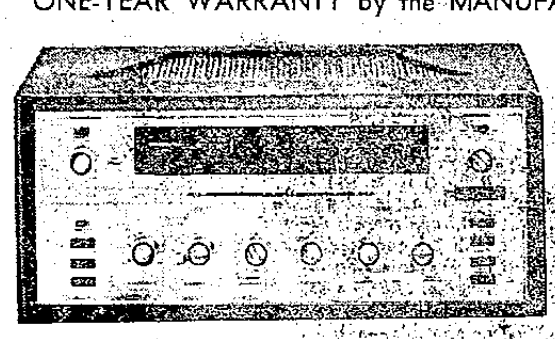

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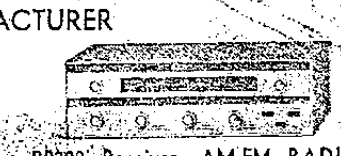
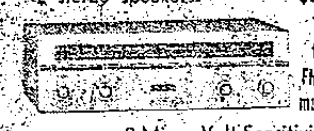
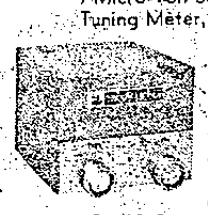


RP200 Receiver, AM-FM RADIO with Multiplex, 2-pre-amps, 80-Watt (Peak) stereo amplifier—plays thru 2 stereo speakers. $380.00



TP50 tuner FM with multiplex 9 Micro-Volt Sensitivity Tuning Meter, $159.50



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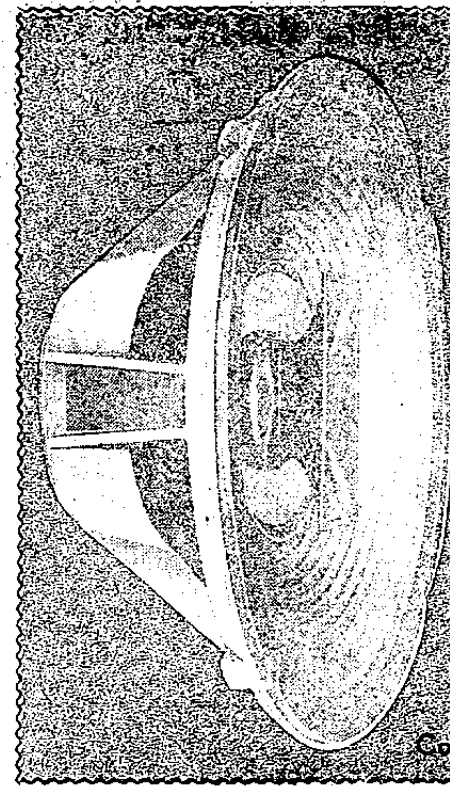

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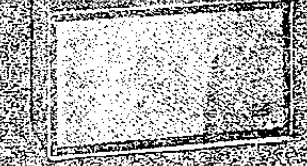

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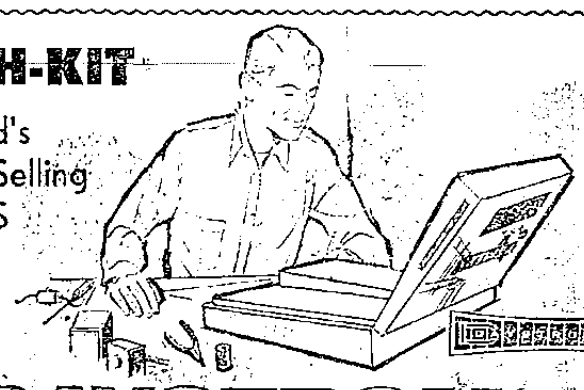

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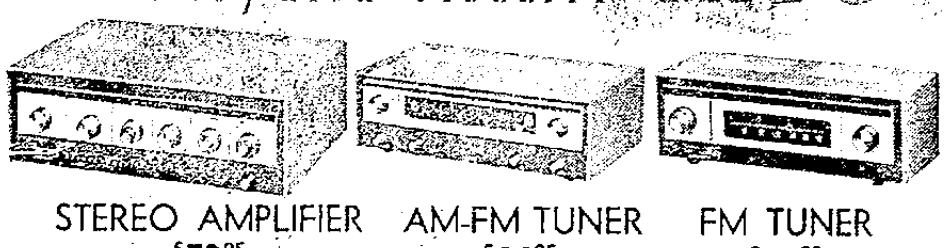

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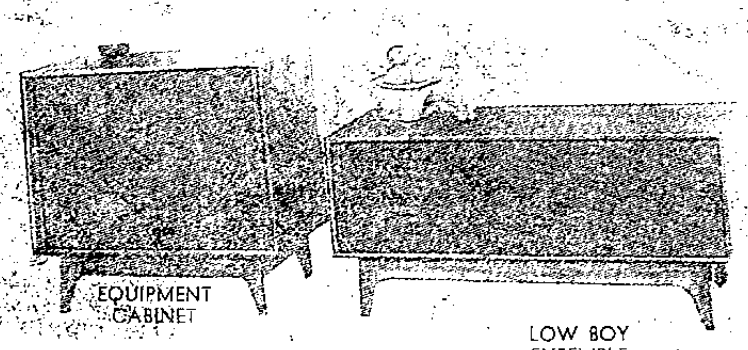
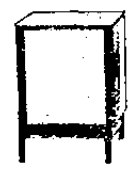


EQUIPMENT CABINET
LOW BOY ENSEMBLE



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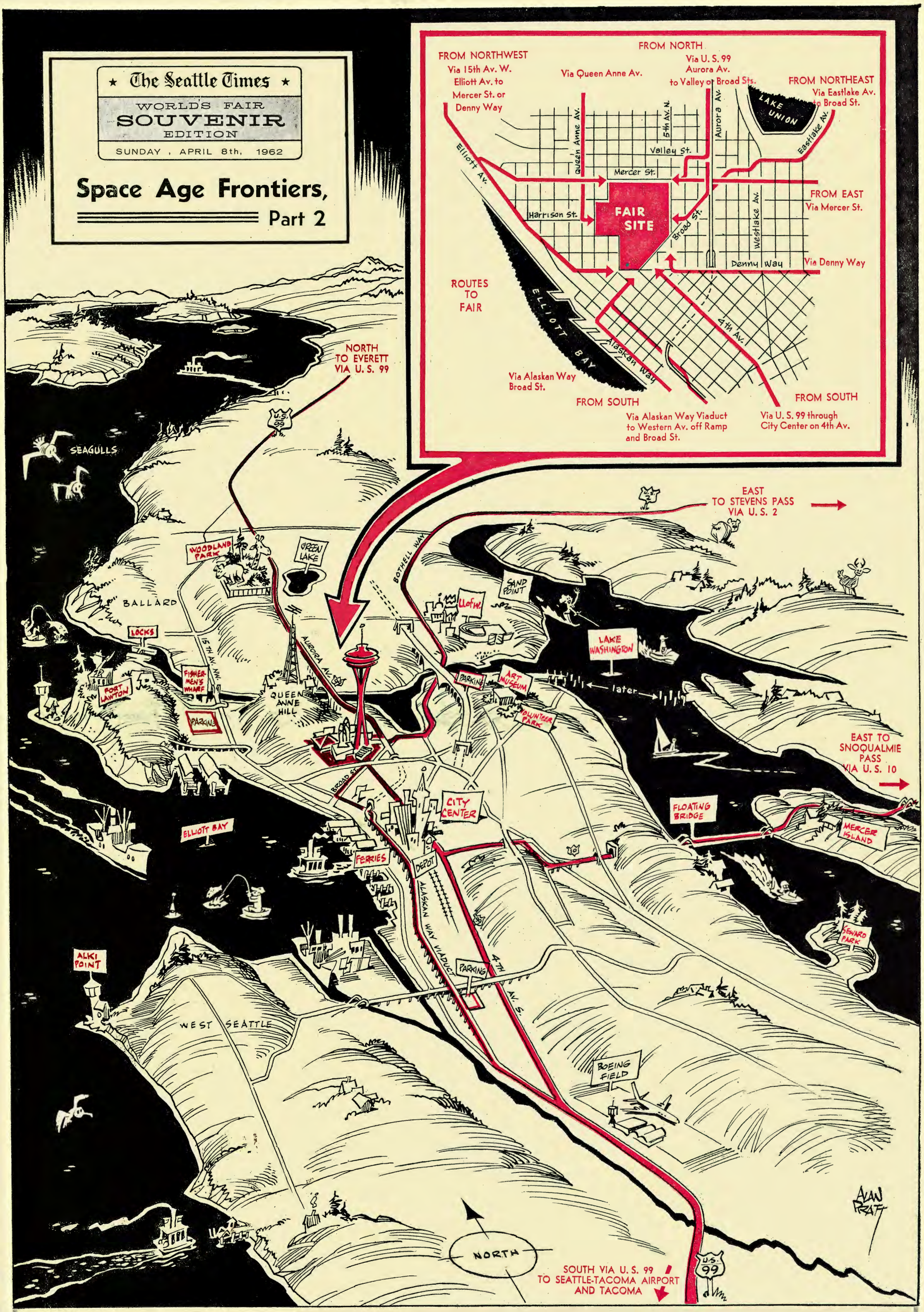
WORLD'S FAIR
SOUVENIR
EDITION

SUNDAY , APRIL 8th, 1962

Space Age Frontiers, Part 2



Seattle will become a global crossroads April 21 when the World's Fair opens.

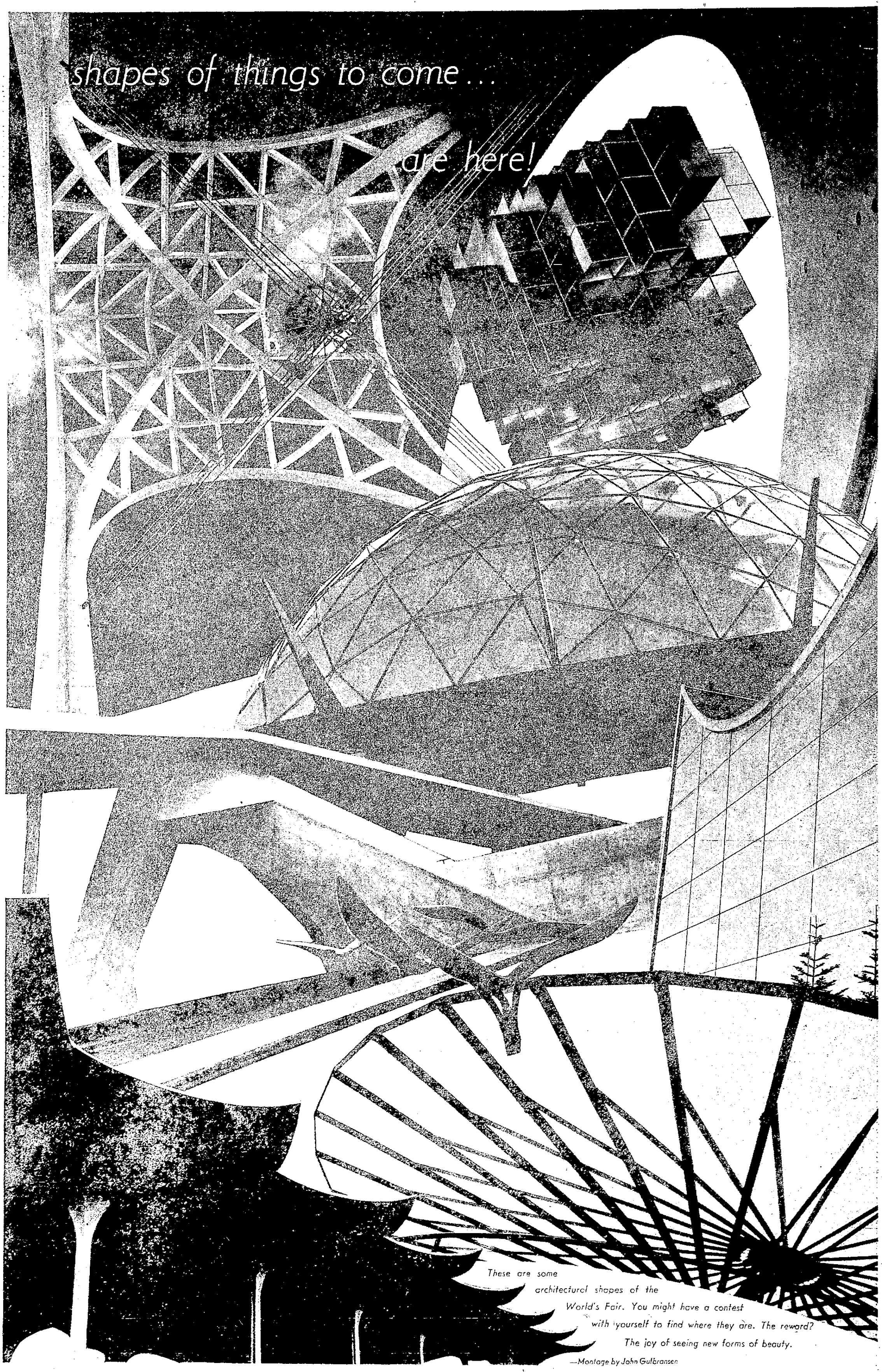
And these maps by Alan Pratt, Times staff artist, showing the main routes in and out of the city and to the fair grounds, will be a welcome aid to the visitors.

The inset map, upper right, shows the fair site and its immediate environs, with the main arteries leading to the fair graphically set forth.

Some—although by no means all—of Seattle's many charms, attractions and points of interest also are indicated.

The network of highways and byways from all compass points is drawn tightly together by the mighty magnetism of the World's Fair. The fair will be as modern as Century 21, its theme.

But each highway and byway will bear a legend, old-fashioned but ever fresh: **WELCOME!**



These are some architectural shapes of the World's Fair. You might have a contest with yourself to find where they are. The reward? The joy of seeing new forms of beauty.

—Montage by John Gulbransen

'HEADACHE REMEDY'

Plans Made to Ease Parking And Traffic-Control Problems

Parking and traffic control promise to be two headaches during the World's Fair.

But fair officials and city agencies are mapping plans to make the going as smooth as possible for visitors.

The fair estimates that 19,500 parking spaces will be available near the exposition on weekdays—increasing to 31,500 on Sundays and holidays.

A big share of the parking—more than 6,000 spaces—will be within easy walking distance of the fairgrounds.

All this is in addition to facilities provided by hotels, motels, apartment houses and private homes.

The Seattle Transit System, with 21 lines leading to the fairgrounds, will shuttle visitors from parking areas to the fair.

MAJOR FACILITIES include:

Interbay, about two miles northwest of the fairgrounds, with space for 5,000 automobiles.

The freeway bridge, three miles northeast; with room for 2,500 cars.

In reserve, but farther away, are several standby parking zones. The fair will announce plans later for these areas if they are needed.

Downtown commercial-parking facilities, about a mile from the fair, will provide space for 1,000 cars on weekdays, 5,000 on Saturdays and 10,000 on Sundays and holidays.

Expo-Parking, a combination of Seattle interests and national parking firms, will operate the fair's parking lots.

Rates for parking areas under the fair's jurisdiction will be announced soon. The forecast is: "Very reasonable."

But space will be short. And traffic congestion near the fairgrounds is a certainty.

For those reasons, the fair is urging Seattle residents to leave their cars and ride Transit coaches or the two Monorail trains to the exposition.

THE FAIR STAFF has worked out a comprehensive traffic-control plan for the fairgrounds area.

Using five "sectors," the plan calls for motorists to choose their route in advance, enter a specific sector if parking is available and exit by the same sector and access streets.

Flashing signs will indicate when parking is available or "full up." Other signs will tell drivers where to turn in the sector-control zones.

Traffic spotters atop the 600-foot-high Space Needle and a Seattle police helicopter also will help unsnarl potential jams.

Tranquilizers, anyone?

(See Seattle map, on the cover of this Section, for routes to fairgrounds.)

OPERATION SMILE:

Washington Residents Urged to Play Fair Hosts

By JANICE KRENMAYR

How about it, Mr. and Mrs. Washingtonian? Been practicing your welcoming smile lately? It is a good idea because every Washington resident is being urged to fill the role of host to Seattle World's Fair guests.

You may not consider yourself as host. But each visitor will look upon you in that regard. He will take for granted that a Washington resident will be able to direct him where he wants to go.



OFFICIAL HOST CITY

SOME 145 cities and towns in this state have been designated each as an "Official Host City" for the Century 21 Exposition.

It is planned to install appropriate signs on the outskirts of each of the host cities, Robert E. Rose, director of the State Department of Commerce and Economic Development, said.

It is all part of the statewide beautification program and Operation Smile, sponsored by the fair and the state.

THE INFORMATION specialists will be working with chambers of commerce, automobile-club and state information-booth offices that will have prime roles in assisting state visitors.

Gene Kasper of Auburn has charge of Operation Smile. Its purpose is to stress to residents of this state that a minnow of courtesy extended to visitors may add up to a whale of a difference in how the tourists feel about this state.

Plans are being made to train waitresses, service-station operators, hotel and motel personnel and anyone else likely to meet large numbers of tourists to be able to give correct answers to questions about Century 21 or about the state.

At "Hospitality Schools", held in various cities, Operation Smile officials and chambers of commerce speakers explained how residents may cooperate.

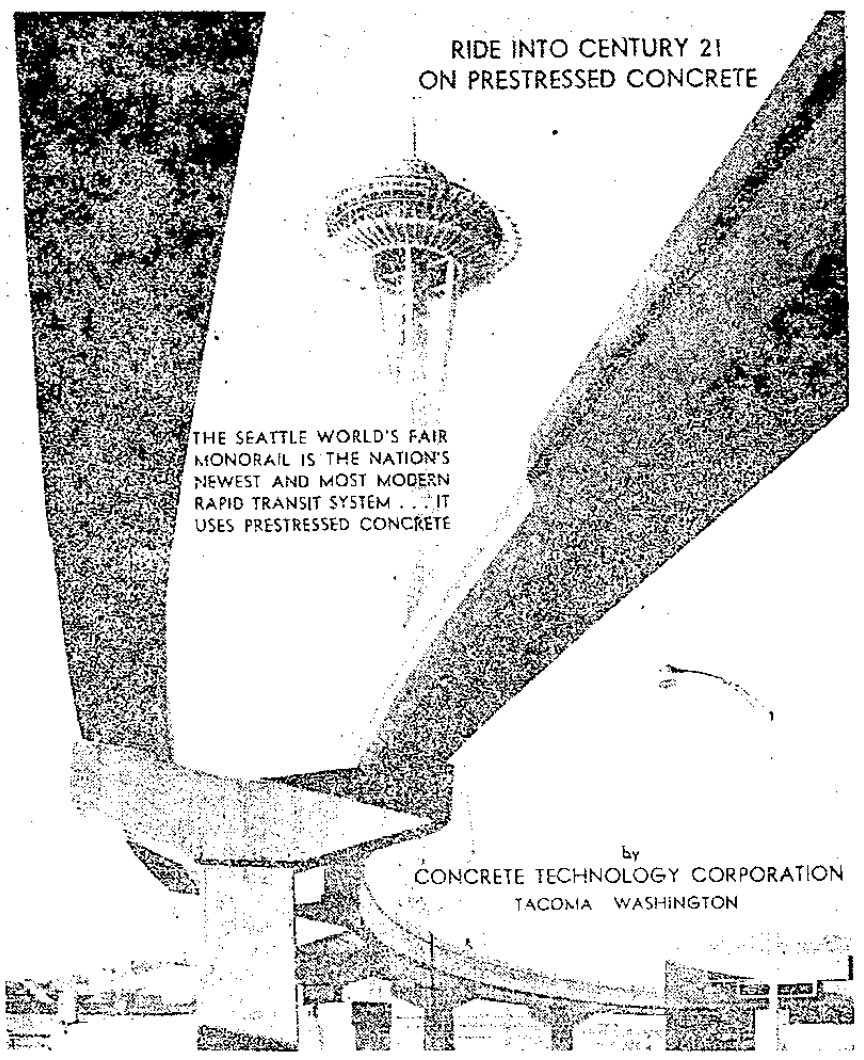
IN A PREVIEW of Operation Smile last summer, 54 communities in cooperation with their respective junior chambers of commerce, stopped tourists in a "Welcome Week" observance.

The tourists got the red-carpet treatment—food, lodging, automobile maintenance, airplane and boat rides, free laundry service, baby-sitters, tours, free telephone calls and other gifts.

The World's Fair Host Cities will be furnished host - city cards for display in the stores.

The Tourist Promotion Division of the State Department of Commerce and Economic Development in Olympia is providing free brochures to Washington residents to help them get prepared.

THE BROCHURES include pamphlets on trailer parks, boat moorages, maps, forest camps, state parks, ferry cruises, state posters, art work at the state Capitol, special events and a fact sheet about the state.



FAIR TRAFFIC TIPS:

Drivers Should Heed Signs

By ROBERT HEILMAN

VISITORS to the fair, here are a few traffic tips to help make your sojourn complete.y pleasant:

Basic speed laws are:

Twenty-five miles an hour on residential streets. Thirty miles an hour on arterials (there are exceptions, but all are posted on signs.).

Right- or left-hand turns against red signal lights are permitted, providing: You stop first. You yield the right-of-way.

(Note: A left turn against the red light may be made only into a one-way street, marked in the direction of your turn.)

PARKING restrictions vary. Directions are clearly indicated on parking meters. Remember: Parking on many downtown streets is prohibited between 4 and 6 p. m. Automobiles may be impounded!

For street-cleaning purposes, no parking is permitted on indicated streets from 2 a. m. to 7 a. m. Read the signs carefully!

On two main thoroughfares, there are reversible lanes at peak traffic hours. Two center lanes alternate direction morning and evening in Aurora Avenue North and in the Mercer Island Floating Bridge route.

PEDESTRIANS have an advantage. Motorists must yield the right-of-way to those afoot!

Remove your ignition key after parking—the law and prudence both demand it. Don't leave valued articles visible in your car when parking. Put them in your locked trunk—or elsewhere out of sight.

Keep your eyes on all traffic-direction signs and signals. Proceed cautiously.

The Seattle Police Department will do its best to avoid giving you traffic citations or impounding automobiles. If it should happen, call MAin 2-7810 for directions. In case of a traffic accident, call this emergency police number: Main 4-6111.

21 Transit System Routes Will Lead Directly to Fair

All Seattle Transit System coaches bound for the World's Fair grounds will carry large metal signs reading "World's Fair" just below the windshield.

Twenty-one Transit System routes will lead directly to the fairgrounds, including those in First, Third and Fourth Avenues in downtown Seattle.

All other transit routes will provide connections to fair-bound busses or trolley.

MANY ROUTES WILL LEAD to the downtown Monorail terminal.

The Transit System plans to carry 5,000,000 passengers to the fair, or half the estimated attendance.

Direct service will be provided to the fair from the official fair parking lots, the major one being at Interbay. The second one, to open after Interbay is filled, will be the freeway bridge, to be ready soon after the fair opens.

Other standby lots will be used in times of peak attendance.

SEATTLE RESIDENTS AND VISITORS will be urged to park their automobiles in the official lots or along the main fair routes and to complete their trip to the fairgrounds by transit coaches to avoid traffic congestion.

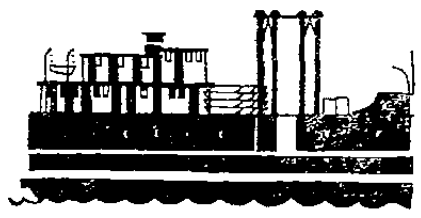
The coaches will take fairgoers to the system's North Seattle terminal at Fifth Avenue North and Mercer Street adjacent to the fair site.

The terminal will serve as the storage site also for charter busses for fairgoing groups.

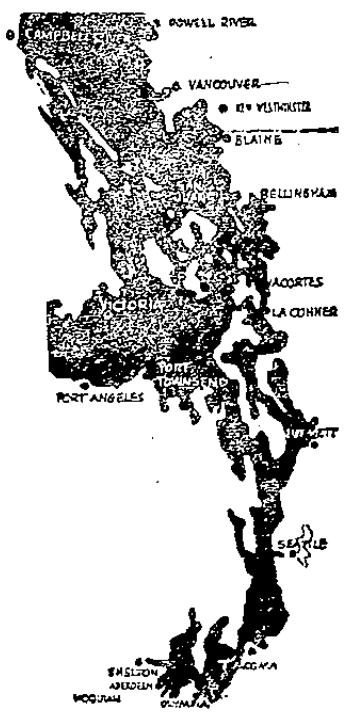


PUGET SOUND FREIGHT LINES

Serving the Pacific Northwest For Over 100 Years



PUGET SOUND FREIGHT LINES . . . continuous operations for over 100 years without a break! That's the record of PUGET SOUND FREIGHT LINES and its predecessors, the oldest route in the Puget Sound area.



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Your invitation for a trip to Mars

A spectacular flight to Mars — even remote galaxies — will be ready for you when the United States Science Pavilion opens this month at the Century 21 exposition. In the Spacearium — sponsored jointly by Boeing and the U. S. Science Exhibit Commission — you will experience in a few minutes a "flight" which would take years for a space traveler to accomplish.

Moving images of stars, planets and other celestial bodies will be projected onto the dome-shaped interior of the Spacearium. These images will speed by on all sides and overhead, giving you the illusion of being enveloped in outer space.



You'll "fly" many thousands of times faster than the speed of light on your simulated rocket trip past the Moon and Mars, through the rings of Saturn and on out through remote galaxies before returning to earth. The combined effects of light, sound and speed will give you an authentic impression of what space flight is like. You'll enjoy a spectacular preview of the space-age 21st century.

The world's first Spacearium, shown in the artist's sketch at the left, will accommodate an audience of about 750 for each 12 minute "flight." It will be one of the major attractions of the Science Pavilion, offering education and entertainment for the whole family. Admission will be free. Opening date is April 21.

BOEING

Skilled Chefs and View Restaurants Offer Foods of Many Lands

By JOHN J. REDDIN

With its two-fisted eating tradition of Klondike gold miners, loggers, fishermen, longshoremen and shingle weavers, Seattle and the Pacific Northwest is regarded as potatoes-for-breakfast country — a land of outdoor living and hearty appetites.

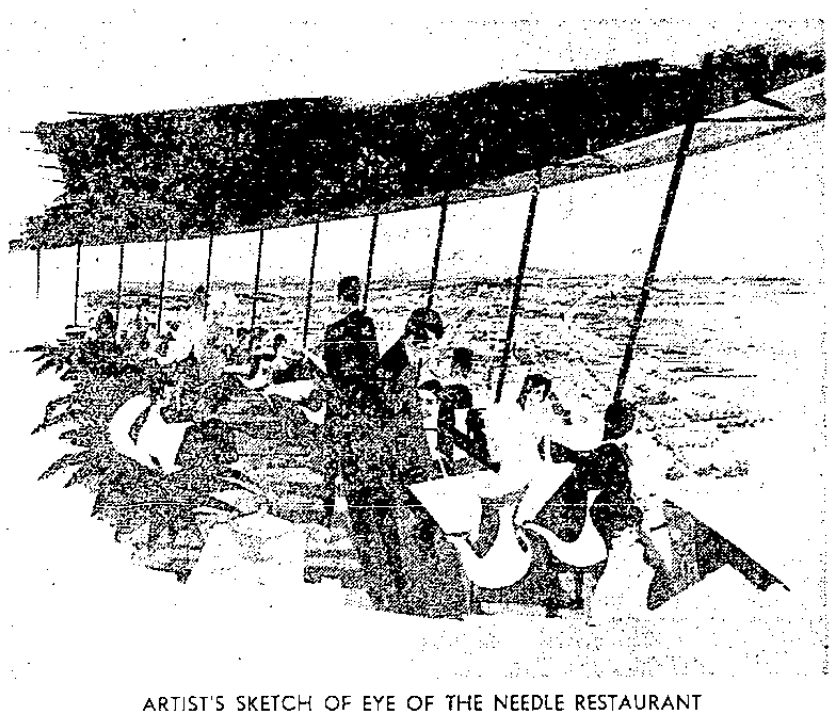
And, in its growing years, Seattle was a tableboard town, meat and potatoes and second and third helpings. Today, however, it probably has as many fine restaurants with Continental cuisine and skilled chefs as any city in the West.

WITH ITS MANY and varied nationalities and ethnic groups, Seattle's cosmopolitan population is reflected in its eating places — Chinese, Japanese, Filipino, Turkish, Russian, Mexican and Polynesian.

But, most of all, the Scandinavians! With its many waterways and nearby mountains to remind them of the fjords of Norway and countryside of their homeland, Norwegians, Swedes and Danes migrated to Seattle and the Puget Sound area in large numbers during the early days.

Consequently, Scandinavian cuisine long has been a staple in Seattle's hearty diet. Smorgashords, groaning with an unbelievable variety of foodstuffs, are a feature at many restaurants.

And probably no where in the United States does a visitor have such a varied and tempting choice of seafood — from the Dungeness crab and Puget Sound scallops of nearby waters, to the meaty salmon and delicious halibut of the Pacific Ocean off Cape Flattery and the rugged Washington coast.



ARTIST'S SKETCH OF EYE OF THE NEEDLE RESTAURANT

Seattle's many restaurants long have catered to the Pacific Northwest's booming tourist industry. For the past year, however, with the World's Fair in the offing, restaurant owners and hotels have spent freely on expansion, remodeling and construction of new eating places and dining rooms.

IN RECENT YEARS, many restaurants have taken advantage of the sweeping view from Seattle's many hills, with their dining rooms on top-floors of hotels and office buildings where diners have an unobstructed view of nearby Puget Sound and the snow-covered Olympic and Cascade Mountain ranges.

And, topping them all, of course, is the new Eye of the Needle Restaurant atop the Space Needle.

Many new restaurants also have been built during recent years, along the city's colorful salt-water harbor—Elliott Bay—and its fresh-water lakes, Lake Union and Lake Washington; along its salt-water drives at Shilshole Bay, near the Ballard Locks and the Lake Washington Ship Canal, Golden Gardens Park and Alki Beach.

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WISH . . .



"Good Luck To The Fair!"
We are proud of our part in C-21
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- Space Needle Restaurant
- Skyride
- Monorail
- Alaskan Bldg.
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- Perimeter Bldgs.
- Federal Bldg.
- Federal Bldg. Exhibits
- Roofs of "Blvds. of the World"
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VISIT SEATTLE'S WORLD FAIR
then Tour Beautiful WASHINGTON STATE!
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ALASKA-YUKON:

Pennants Recall 1909 Fair

Among Mrs. George H. Bellman's souvenirs of a rich and varied life are 36 unused tickets to the Alaska-Yukon-Pacific Exposition and ten pennants from the 1909 extravaganza.

Mrs. Bellman, 615 14th Av. E., dusted them off as she explained why she has not bought a Seattle World's Fair bonus book — because she didn't want any unused tickets around the house.

"But I'll be there," Mrs. Bellman said. "I wouldn't miss it for the world."

WIDOWED last July, Mrs. Bellman probably will visit the fair with her children and grandchildren.

Her A.-Y.-P. memories are still vivid.

"My sister and I used to go out there and eat lunch on the grass," she said. "But I left the state during the fair and never did get to use all my tickets."

Bonus books of 1909 were elaborate things. They contained a photograph of the owner on the inside cover—no stand-ins allowed.

The photograph was numbered. Mrs. Bellman was No. C3051.

"I liked the Forestry Building best," Mrs. Bellman said. "I was sorry to see them tear it down."

THE PENNANTS tell their own story.



MRS. BELLMAN WITH PENNANTS AND TICKETS

Two welcomed President Taft. One honored Chief Seattle Day (September 6, 1909). Two marked Japan Day (September 4).

Then there are pennants with somewhat cryptic initials:

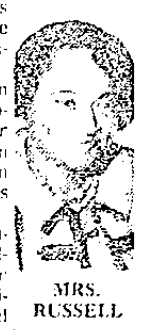
PCAMA ("American Manufacturing Association—may be?") and MCLA ("I just can't imagine") and CAR ("I think that was Children of the American Revolution.")

A pennant for Chinese Day (September 13) has the words:

"We are 400,000 Strong. Watch Us Grow."

Seattleite Is Link Between Africa, Fair

A kindly Seattle woman who has yet to see Africa has become the link between the Seattle World's Fair and the emerging continent.



MRS. RUSSELL

Mrs. Calvin Russell is coordinator for the 28-nation Africa Pavilion at the World's Fair.

African students attending 11 Pacific Northwest universities and technical schools will be volunteer hosts.

The students' transportation, housing and meals are among the many details for Juanita Russell to arrange.

THE STUDENTS have little money. She is counting confidently on her home town for help.

"We need homes and we hope we can provide a little money to help the students with their tuition for the next school year," Mrs. Russell said.

Contributions may be sent to Dr. Clarence Larry, 202 21st Av. S., of the Aid For Africa Committee.

The volunteers range from engineering students to nuns from Uganda.

They will represent Cameroon, Chad, The Congo, Egypt, Ethiopia, Ghana, the Ivory Coast, Kenya, Liberia, Nyasaland, South Africa, Sudan, Tanganyika, Togoland and Uganda.

MRS. RUSSELL founded the committee here in 1959. Since then it has provided 72 scholarships in 11 African countries — from primary pupils to medical students.

"We are small and poor, but we have worked hard and done what we could," Mrs. Russell said.

The committee recently arranged to bring African youngsters to Seattle to attend primary and secondary schools.

Applications, some with pathetic letters from struggling, loving parents, are pouring in to Mrs. Russell.

Mrs. Russell has traveled twice around the world, but never to Africa.

"That is my dream," she said. "I will do it some day."

In the meantime, she will help show Africa to the world and the World's Fair.

Philatelists To 'Have Ball' At World's Fair

Stamp-collectors are coming unglued with excitement as the World's Fair nears.

The Collectors' Club of Seattle, which is handling cacheted envelopes for the fair, will have:

The official Fair cachet, one for Centex (22nd Annual Pacific International Exhibition here May 28, 29 and 30), six C-21 theme cachets, Space Needle and Monorail cachets and a state series.

The special state series will provide a different cachet for each of the states to be canceled on the state's Honor Day at the fair.

Jewel Makers To Work at Exhibit

The Jewels of the World Pavilion will occupy more than 5,000 square feet. Jewelry makers will carve precious stones.

Dog-Sled-Race Figure Feted

Leonhard Seppala, 87, who participated in the 1925 Nome, Alaska, dog-sled "serum run," resides in Seattle.

This year, for the first time, a Seppala Trophy was presented to the winner of the annual For Rendezvous world-championship dog-sled races in Anchorage.

Advance-Ticket Sale for Fair Breaks Record

Advance-ticket sales for the Seattle World's Fair were the largest ever recorded for any event in history.

A total of 3,000,000 tickets was sold before the advance-ticket sales ended more than a month before the fair's opening day.

In cash, this represented about $7,700,000.

The Kitsap Peninsula, across Puget Sound west from Seattle, is an ideal area for outdoor recreation.

The Space-Age Conception...
in FOOD SHOPPING



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SPEEDE MARTS

DOUBLE ATTRACTION

Seafair Adds Glitter to C-21

By ROBERT HEILMAN

Ahoy, mates from the Seven Seas and all the continents!

This is the year of World's Fair as well as Seafair.

Seafairers will be playing several roles this year as a result.

Millions will be flocking to the fair near the shore of Elliott Bay.

The Space Needle will be a crow's nest for seafarers from Scandinavia, the other historic nations of Europe, the exotic and restless lands of the Orient — from Africa, South America and Australia.

Seafair, Greater Seattle's gift to gaiety, will bounce its salty, spray - sprinkled way from July 27 through August 5, adding an extra filip to Century's 21's superb party plans.

BY THE TIME Seafair rolls around, the dramatic World's Fair will be at its height in attracting the peoples of the globe.

All Seafair's traditional beauty, fun and tomfoolery — all its glitter and splendor on land and on water —will be geared to add to the magnificence of the World's Fair.

Host to the world, Seattle during Seafair will don a carnival cap to take a fling on grand parades, sports, parties and dances.

THE ACCENT will be on Seattle as a boating capital.



WALTER VAN CAMP

WALTER F. CLARK

where more than 65,000 boat owners are registered.

Ashore, the big Seafair parade will wind through a festive fairyland in a tribute to "Festivals, U. S. A."

Walter A. Van Camp, managing director of Greater Seattle, has another role, that of president of the International Festival Managers' Association. He has invited many of America's top festivals to be represented.

SPORTS LOVERS will find Seafair a bag of tricks, with professional football, the Gold Cup unlimited hydroplane race and dozens of other events — from bowling and tennis to golf and baseball.

Ships of Uncle Sam's Pacific Fleet will thrill Seattle and its guests.

The 1962 Aqua Follies will have a whole new potential, topping all of its previous



QUEEN LINDA JUEL

At Seafair coronation

showings of the past dozen years.

Al Sheehan, the producer, will present champion divers and swimmers from July 26 through August 15, longest run the follies has seen here.

MORE DELIGHTS afloat are guaranteed in the International Cruiser Race July 28, with Greater Seattle as host in cooperation with the Century 21 Exposition.

The calendar also will include a Western Regional Water Ski Tournament and the United States International Snipe Class sailing championship.

Walter F. Clark will rule as Seafair king, Linda Juel as queen and Robert Ladd as prime minister until new royalty is crowned at the 1962 Seafair coronation.

The Seafair pirates will show visitors how fierce mild-mannered men can be when handed an eyepatch, a ragged costume and a dull cutlass that would not cut warm butter.

The white-jacketed Seafair Commodores will greet visitors and stand at stiff attention at parades, joining in the Seafair fun they help to create by raising funds to finance Seafair's splendor.

World's Fair coming up, Seafairer!

Seafair coming up, World's Fairer!

COME ALONG to view the wonders of a World's Fair years in the making and a Seafair years in the polishing.

The wonders of science will stretch before the eyes at the fair.

The wonders of the world of make-believe will appear wherever Seafair touches its magic wand.

CURTAIN RAISER:

Appreciation Dinner To Precede Opening

A $50-a-plate civic-appreciation dinner—with a seven-hour program—will be held April 19 to set the stage for the April 21 opening of the fair.

The program will begin at 5 o'clock, with a reception and banquet in the Olympic Hotel.

At 10 o'clock, the group will take the Monorail to the fairgrounds. The visit will include the Space Needle and premieres of the Boeing Spacearium and the Bell System exhibit.

The group will gather at the Seattle Center Fountain at 12:45 o'clock in the morning and return downtown by Monorail.

The purposes of the dinner are to express appreciation to the World's Fair and the fair's financial underwriters and to create a fund that will make possible a full day at the fair for 5,000 children in community-supported agencies.

The sponsor of the program is the Presidents' Club of the Seattle Chamber of Commerce. John M. Jewett, club president, is general chairman.

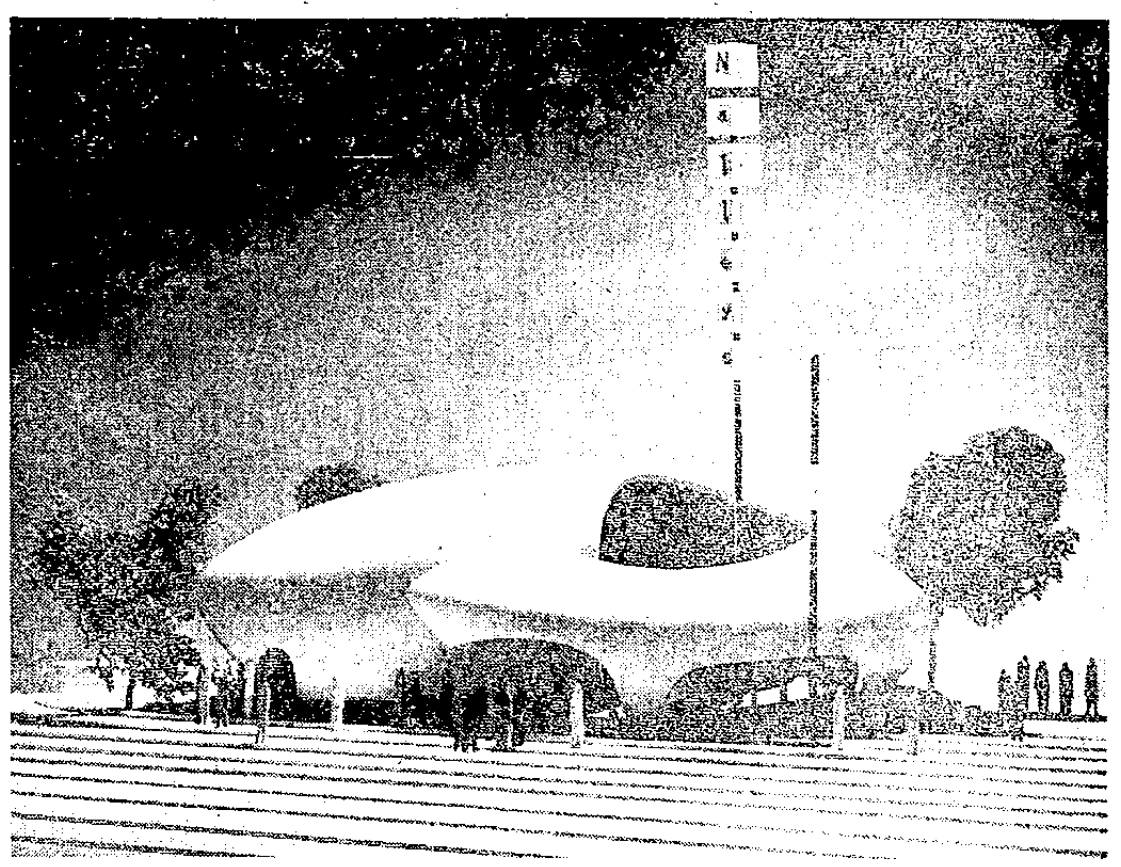
For C-21 There Is Club 21 As Spot to Relax

The weary big spender will have his own spot to rest tired feet at the World's Fair — appropriately named Club 21.

The club will be a gathering space for exhibitors and their friends. It has a membership of 750, and full memberships cost $250 each.

Lunches, dinners and nightly supper - club entertainment will be provided. Lockers, shower facilities, stenographic and messenger services will be available.

The club, formerly the Nile Temple, will revert to the order after the fair.



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Robert A. Yothers
Personnel Manager & General Counsel

Foodland is proud to be a part of dynamic Seattle . . . a city where men with vision built a World's Fair. The same vision that inspired Foodland and its fabulous growth.

Foodland says 'Thank You' . . . especially to the people who have made our city great and stores like Foodland great. We, at Foodland, look forward to serving the many people of Seattle and their guests, continuing to make new friends with our service, dependability and quality.



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President & Owner

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BURIEN — S. 152nd & Des Moines Way — Groceries, Meat-Produce, Variety

CAPITOL HILL — 14th & East Pine — Groceries, Meat-Produce, Variety, Drugs, Bakery, Restaurant

GREENWOOD — 85th & 1st N.W. — Groceries, Meat-Produce, Variety, Bakery, Restaurant

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LYNNWOOD — Highway 99 at S.W. 196th — Groceries, Meat, Produce, Variety

Foodland — Your Store with a Heart

Festival of Fine Entertainment Ahead

By LOUIS R. GUZZO
Drama Editor, The Times

A six-month festival of music, drama, art, pops, jazz and pageantry, the scope of which no other fair or festival has approached, has been prepared for the Seattle World's Fair.

Round-the-clock scheduling will keep the theaters, exhibition buildings and stadium at the new Seattle Center, site of the fair, in use day and night.

Harold Shaw, performing-arts director, declares the fair "will be the most ambitious, most comprehensive six-month program of arts and entertainment ever amassed by an American city and perhaps any city in the world."

Shaw, an associate of Sol Hurok, internationally noted New York impresario, combed the nations of the world to obtain talent for the 3,100-seat Opera House, 800-seat Playhouse and 5,500-seat Arena.

SHAW ALSO DIRECTED THE BOOKINGS for the spectacles that will go into the 12,000-seat Memorial Stadium on the fairgrounds.

Norman Davis, fine-arts director, and a staff of distinguished consultants from America and abroad have amassed many of the world's most precious works of art for the fair. They will go into the massive Exhibition Hall, which Davis says has three times more display space than has the large Seattle Art Museum.

The exhibitions will include masterpieces dating to the Renaissance, contemporary works from all nations, a special show of contemporary American paintings, a Mark Tobey exhibition, a Northwest painting show, a display from the Seattle Art Museum's fabulous Far East collection and an exhibition of Northwest Indian art.

DAVIS' STAFF INCLUDES Dr. William Milliken, director emeritus of the Cleveland Museum of Art; Willem Sandberg, director of Amsterdam's Stedelijk Museum; Sam Hunter, director of the Poses Art Institute of Brandeis University; Dr. Richard E. Fuller, director of the Seattle Art Museum, and Dr. Erna Gunther of the University of Washington.

The performing-arts program at the fair will range from grand opera to the twist, from circuses to ballet. Tastes of all kinds will be served, with special emphasis on shows for children.

Among the attractions on the theater calendar are the Seattle Symphony and its Little Orchestra, the National Dancers of Ceylon, the Ice Follies, the Royal Dramatic Theater of Sweden, Dunninger the Mentalist, the New York City Ballet, the Old Vic, the Philadelphia Orchestra, the Mormon Tabernacle Choir, Count Basie and Benny Goodman, Roy Rogers and Dale Evans, the Ringling Brothers' Circus, a monumental production of "Aida," Nat (King) Cole, dance companies from the Philippines, Thailand, Romania, Mexico and Korea; at least five puppet shows, Le Comedie Francaise, Ella Fitzgerald and the San Francisco Actors' Workshop.

THOSE ARE ONLY THE HIGHLIGHTS. A calendar will be found elsewhere in this issue. In addition, numerous other bookings will be announced up to and beyond the fair's opening date.

Several ticket offices have been established for theatrical and stadium events. Principal headquarters will be at Sherman, Clay & Co. in downtown Seattle at 1624 Fourth Av., around the corner from the Monorail station; 225 Mercer St., in front of the fair Exhibition Hall (called the Fine Arts Hall by the fair); at the Monorail station in downtown Seattle and within the fairgrounds across from the Armory, site of the Food Circus.

Fair Offers Feast Of Listening For Devotees of Music

Devotees of music — whether it be opera, symphony, pops or jazz—will be offered a feast of listening pleasure at the Seattle World's Fair.

For the operagoer, the Seattle Symphony is preparing a production of "Aida" June 7, 9 and 11 that will be the most ambitious interpretation that grandest of all grand operas has received in an indoor theater in the United States.

THE CAST will number more than 330 and will be led by principals from the world's foremost opera companies. Gloria Davy, young American soprano who has been a sensation at the Berlin and Vienna State Operas, will sing the title role.

Sandor Konya of The Metropolitan, Vienna and La Scala Opera Houses will sing Radames; Robert Merrill of The Metropolitan, Amonasro; Irene Dalis of The Metropolitan, Amneris; Jan Rubes of the New York City Center Opera, the King, and William Wilderman of The Metropolitan, Ramfis.

Milton Katims, Seattle Symphony conductor and former conductor of the N. B. C. Symphony during Toscanini's peak development of that orchestra, will be in the pit with an orchestra of 75.

The opera's technical staff is equally distinguished. Harry Horner, whose versatile career includes stage direction of Metropolitan productions, Broadway shows and films, will be the producer and stage director of "Aida." His choreographer will be the remarkable young Seattle product, Robert Joffrey.

ONE OF THE most glamorous musical evenings will be the "Opening Night Gala" at the Opera House on April 21, the fair's opening attraction. Van Cliburn will be the piano soloist in the Rachmaninoff Third Concerto, which helped him to climb to international fame in Moscow's Tchaikovsky competition several years ago.

Igor Stravinsky also will be present to conduct his "Firebird Suite." So will his associate, Robert Craft, to conduct Stravinsky's Symphony in Three Movements.

The Seattle Symphony will dedicate the new Opera House with concerts May 15 and 16. Isaac Stern will be the soloist in the Beethoven Violin Concerto and audiences will hear the world premier of Benjamin Lees' choral-orchestral work, "Vision of Poets," commissioned by the orchestra for the fair. Soloists will be Adele Addison and Albert DaCosta.

A chamber-music ensemble that could be billed as the "world's greatest" will be heard May 19 at the Center Playhouse. It will include Stern, Leonard Rose, cello; Eugene Istomin, piano, and Katims, violist. The program will include trios by Beethoven and Ravel and the Brahms Piano Quartet in G Minor.

Eugene Ormandy and the Philadelphia Orchestra will pay a visit to the Opera House May 24 and 25, playing different programs each night. And Seattle's Little Orchestra will be heard May 22 with Rose and Istomin as soloists.

Other outstanding musical events will include the Salt Lake City Mormon Tabernacle Choir, the Juilliard String Quartet, the Solisti de Zagreb from Yugoslavia, the Barbu Lautaru Orchestra from Bucharest, the orchestras of Count Basie and Benny Goodman, the C. B. C. Chamber Orchestra, Ella Fitzgerald, Lawrence Welk, the folk-singing of Theodore Bikel, Josh White and Richard Dyer-Bennet; Nat (King) Cole, the United States Army Field Band and the United States Marine Band.

Additional musical events remain to be announced.

Great Theater on Tap Here

Live theater will be at its liveliest during the six months of the Seattle World's Fair. The stages of the principal theaters at the fairgrounds will play host to some of the world's finest companies playing everything from serious drama to musical comedy and Gilbert and Sullivan.

The companies of distinction include London's Old Vic, the Royal Dramatic Theater of Sweden, France's Comedie Francaise, Canada's Comedie Canadienne, Britain's D'Oyly Carte, the Bunraku Puppet Theater of Japan, the Children's Theater of America from Los Angeles, the San Francisco Actors' Workshop and Seattle's own Cirque Playhouse.

A NOTABLE ADDITION is the celebrated Hal Holbrook performing in "Mark Twain Tonight."

Plays to be staged by the Old Vic will be Shakespeare's "Macbeth" and "Romeo and Juliet" and Shaw's "Saint Joan."

Sweden's Royal Dramatic Theater will perform in Swedish.

Two Strindberg dramas, "The Father" and "Miss Julie," and O'Neill's "Long Day's Journey Into Night" are scheduled in a two-week stand.



JOHN CLEMENTS AND BARBARA JEFFORD
In leading roles of Old Vic's 'Macbeth'

The Comedie Francaise will bring its fabulous production of "Le Bourgeois Gentilhomme" to the Opera House stage, and the Comedie Canadienne its hilarious production of "Bousille and the Just." The Frenchmen will perform in their native tongue and the Canadians in English.

ADMIRERS of Gilbert and Sullivan will have a field day with the arrival of the long-absent D'Oyly Carte. On tap will be "The Mikado," "Pirates of Penzance" and "H.M.S. Pinafore."

The Los Angeles Children's Theater is a puppet company specializing in a "The Nutcracker," and the Japanese Bunraku also produces full-length plays with its puppets.

Two productions will be presented by the heralded San Francisco Actors' Workshop.

One of them, the controversial "Waiting for Godot," was taken to the Brussells World's Fair in 1958 by the Bay City company. The other will be "The Birthday Party."

Gene Keene, operator of the Cirque Playhouse, has selected two of his most successful productions for the fair, "The Teahouse of the August Moon" and "A View From the Bridge." He will bring in one or two noted players to take leading roles.

In an allied field, the fair has arranged a week of movie showings featuring "the 14 Greatest American Films," chosen by motion-picture critics of leading American newspapers.

Victor Borge Will Return To Scene of 1st Triumph

Victor Borge's appearance May 17, 18 and 19 at the Seattle World's Fair will have special significance for the daffy Dane, most successful one-man show in history.



VICTOR BORGE

Borge has a special place in his memory for Seattle, for it was here that he decided to try out his "Comedy in Music" in January, 1953.

The site was the old Metropolitan Theater, later torn down to make way for the Olympic Hotel's new entrance. Borge once quipped: "Seattle had to tear down a theater after I played in it."

Borge had performed on the radio and in night clubs, but he wasn't sure any audience would sit through two and a half hours of gags and piano-playing by a single entertainer. Nevertheless, he had to try it.

A small group of the curious showed up opening night, a Monday. When the reviews in the Seattle press and word-of-mouth reported the event, the box office began to hum.

By Friday evening, Borge was playing to capacity crowds. More than 1,000 were turned away at the box office Saturday evening alone.

With that beginning, Borge was encouraged to go on. His career boomed in San Francisco and Los Angeles. Eventually he went to Broadway and set a record for length of run by a single performer.

Today he commands one of the largest salaries in show business.

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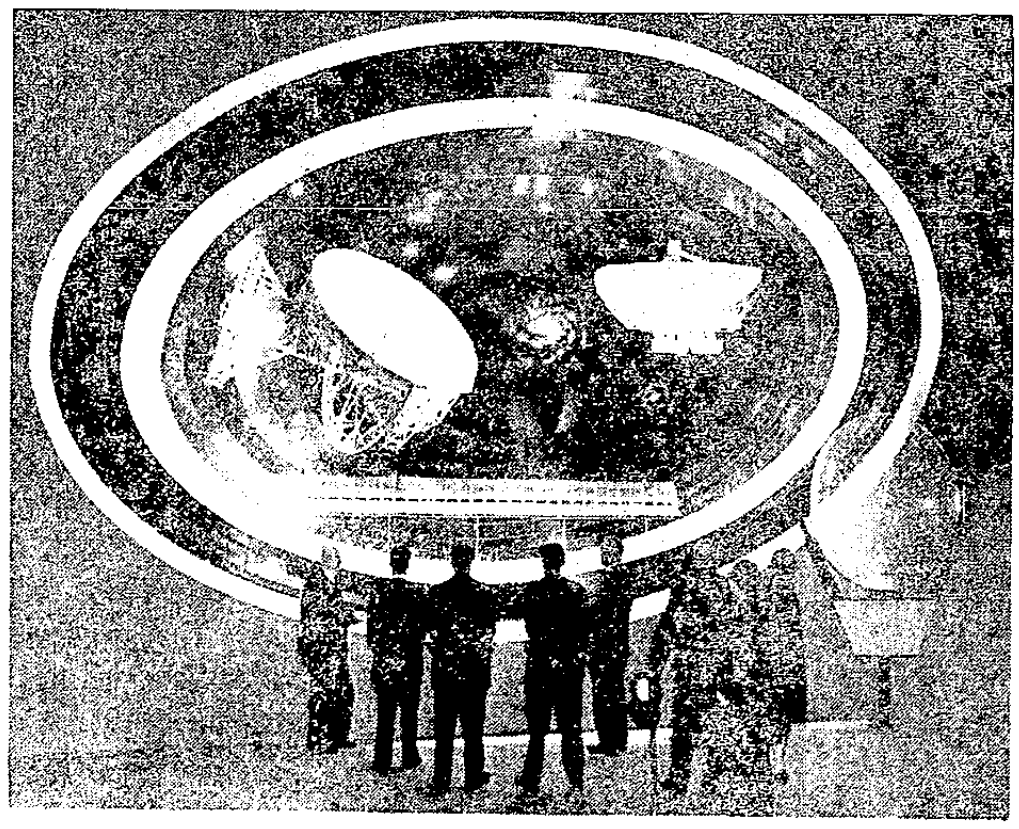

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World's Celebrated Dancers Await Their Cues

A dance festival never approached in the history of entertainment has been arranged within the extensive performing-arts program of the Seattle World's Fair.

It will include the incomparable New York City Ballet, the Ukrainian Dancers of Russia in their first performances in the Western world, the National Dancers of Ceylon, the Royal Dancers of Thailand, the Bayniban Dancers of the Philippines, the Korean Folk Art Company, the Folklorico Ballet of Mexico, the San Francisco Ballet, the Uday Shankar Dancers of India, the Pacific Ballet, the Virginia Tanner Dance Theater of Salt Lake City and the Norwegian Folk Dancers.



UDAY SHANKAR DANCERS OF INDIA

UNDOUBTEDLY, the greatest interest will be shown in the visit of George Balanchine and the New York City Ballet, absent from Seattle seven years. The first of its two weeks at the fair will feature its new full-length production of "A Midsummer Night's Dream."

The second week will be devoted to repertoire, including "Scotch Symphony," "Fanfare," "Liebeslieder Waltzes," "Swan Lake Episodes," "Allegro Brillante," "Western Symphony," an all - Stravinsky program, "Waltz and Variations," "Sonnambula" and "Stars and Stripes."

Interest also will be high in the Russian Ukrainian company because of declarations from European reviewers that it is "more sensational than the Moiseyev." The two performances at the Seattle World's Fair will be the troupe's first in America and the beginning of a coast-to-coast tour.

ANOTHER company that will come to Seattle with a host of rave reviews to recommend it will be the Bayniban Folk Dancers from the Philippines. Already seen in several American cities, its World's Fair engagement will be the first in Seattle.

Visitors to Mexico have brought back glowing reports of the whirling, daring Folklorico Ballet, which will be touring the United States for the first time.

All other companies listed will be making their debuts in Seattle, an indication of the impact the World's Fair will have on the cultural development of the Pacific Northwest.



NEW YORK CITY BALLET IN 'SWAN LAKE EPISODES'

Free Water Show Planned

A free water show—with four performances a day during most of the fair—is being arranged for the Fair Stadium.

This only a part of the continuous parade of entertainment that will be presented almost dail there—for free. The stadium seats 12,600.

Tommy Bartlett, radio-television personality, will stage the water show. It will feature a cast of two dozen daredevil water divers, acrobats and motorboat drivers who will skim around a narrow, oval tank inside the stadium.

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Robert Frost, Carl Sandburg Will Appear

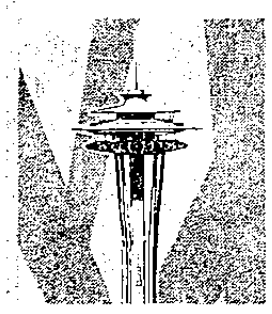


ROBERT FROST — CARL SANDBURG

Two of America's foremost poets have accepted invitations to appear at the Seattle World's Fair in programs of their own choosing.

They are Robert Frost and Carl Sandburg. Frost will be heard October 21 at the Opera House and Sandburg, at a date to be announced, in the same theater.

Harold Shaw, the fair's performing-arts director, said the poetry readings were scheduled in accordance with the fair's policy of embracing all the arts in the six-month celebration.



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U and I adds a dash of made-in-Washington sweetness to the World's Fair with five snow cone and cotton candy concessions strategically located for your refreshment. You'll find two in the Gayway (the fun zone of the Fair); two nestled under the modern kiosks near the Federal Science Pavilion and Coliseum 21; and one in the Food Circus Building.

Look for U and I Sugar at the Fair — and at your favorite grocer's. It's the best sugar you can buy . . . grown and made in Washington. And, remember:

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SWEETENS EVERYTHING...
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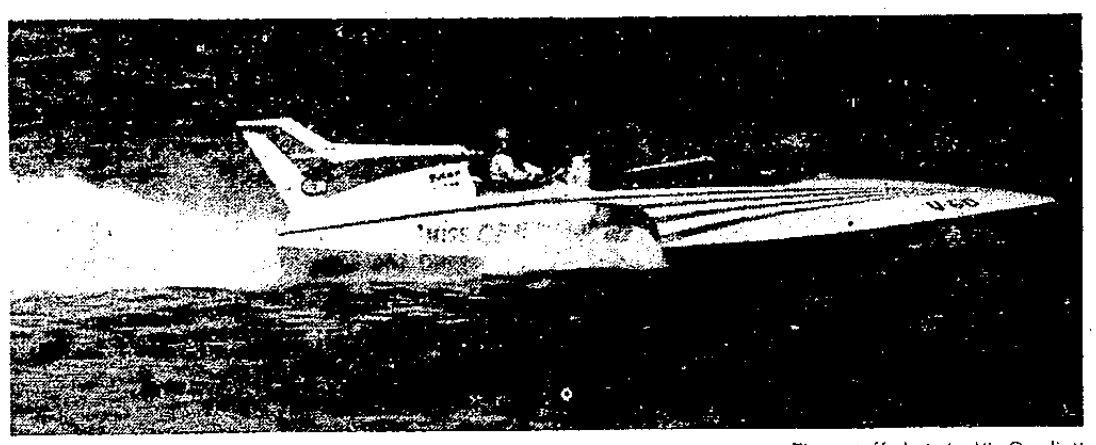
BE OUR GUESTS AT THE FAIR...
FREE TICKET BOOKS

You may win free World's Fair Ticket Books containing 2 Century 21 Admissions, 4 Gayway Galaxy Rides, 2 Performing Arts Events, 2 Fine Art Exhibit Admissions, 1 Official Exposition Guidebook . . . if you have U and I Sugar (or free coupon) in your grocery cart when the Surprise Shopper calls.

THE U-I sugar "WORLD'S FAIR" SURPRISE SHOPPER

Fair to Offer Sports Events



—Times staff photo by Vic Condiotty

MISS CENTURY 21, WINNER OF THE 1961 GOLD CUP RACE
Swift hydroplane ready to defend title here August 5

By GEORG N. MYERS
Sports Editor, The Times

On the fringes of a World's Fair exalting the Space Age and the World of Tomorrow, vigorous earthlings of today will compete in a variety of athletic events making Seattle a happy hideaway for a sports spectator between April 21 and October 21.

Name any sport common to the season. It likely will be on the World's Fair calendar—plus a sport or two most visitors may never have seen before.

Where else in 1962, in a six-month span, can a fan choose among national tennis and gymnastics championships, a world lawn-bowling tournament and a Gold Cup regatta for unlimited hydroplanes?

Add intercollegiate rowing and track meets and the traditional professional attractions—football, baseball, horse-racing, golf, wrestling.

ALL WILL BE accessible to the fairgoer who cannot get along without sports.

A stranger in town August 5 may suspect that Seattle has slipped a psychological cog. That is the date of the Gold Cup race, the Kentucky Derby for the most powerful propeller-driven speedboats man is foolhardy enough to race.

The thunderboat regatta is the dramatic climax of Seattle's annual Seafair. All week, thousands of shorebirds cram the Lake Washington beaches to watch the 160-mile-an-hour boats qualify for the race.

AND, ON RACE DAY, the throng, as usual, will be the world's biggest gallery for a sporting event.

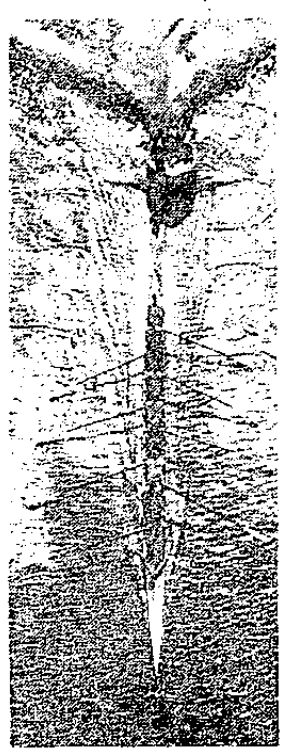
The world lawn - bowling tournament, July 1-10, has entries from South Africa, New Zealand, Hong Kong, Canada, Australia, the British Isles and other corners of the globe.

About 200 exhibits refuting the "Flabby American" charge will compete in the Amateur Athletic Union's national championships for men and women in the Ice Arena May 3-5.

Sport by sport, here is a sampling of other attractions:

ROWING

Crews of the University of Washington — world-famed for development of the sport —will row here April 21



WASHINGTON CREW
In time trial

against Oregon State University and May 12 against U. C. L. A. and the University of British Columbia.

BASEBALL

The Seattle Rainiers, the top farm club of the Boston Red Sox organization, will be in the midst of its season-opening series against Salt Lake City on first day of the fair.

All but four of the Rainiers' 77 home games in Sicks' Stadium will be played during the fair period. The season will close here September 5-6 with a series against the Tacoma Giants, the 1961 champions of the Pacific Coast League.



JIM OWENS
Huskies coach

FOOTBALL

Stars of two University of Washington Rose Bowl teams will be on display May 19 in the annual Alumni - Varsity game closing spring drills of Coach Jim Owens' Huskies.

Before the fair closes, the Huskies also will play three regular-season games here—against Purdue September 22, Illinois September 29 and Kansas State October 6.

As a Seafair feature, the San Francisco 49ers and and Minnesota Vikings of the National Football League will play in the Washington Stadium August 11.

HORSE RACING

Seattle's Longacres track will open its season May 25 and run through Labor Day, September 3.

The "big race" of the year is the annual $25,000-added Longacres Mile, August 26. The $15,000 World's Fair Handicap will be run August 29.

Three $10,000 stake races are scheduled:

The Longacres Derby July 6, the Washington Championship July 29 and the Washington Futurity, for 2-year-olds, September 2.

TRACK AND FIELD

The University of Oregon, contender for the national championship, will meet Washington here May 12.



JOHN CRAMER
He's topped 15 feet

Oregon's team is headed by Dyrol Burleson, America's fastest miler and defending national champion.

John Cramer, who has pole-vaulted 15 feet 4 inches, is the Huskies' best bet.

GOLF

The World's Fair version of the Greater Seattle open tournament will bring 50 of the top touring professionals to Broadmoor September 13-16.

Pro Ball Here in Long History

By HY ZIMMERMAN

Seattle, one of two charter members—Portland is the other—remaining in the Pacific Coast League, will start its 48th league baseball season April 21 in Sicks' Stadium as the World's Fair begins.

Since the Space Needle is tall evidence of Seattle's surging vitality, it may not be too many more seasons before the city steps up to major-league sports status.



JOHNNY PESKY
Rainiers' Manager

IT WOULD join two other Coast League originals, Los Angeles and San Francisco, at the top of the baseball echelon.

Oakland and Sacramento, others in the line-up when the Coast League was formed, have quit baseball. Hollywood also dropped out.

Seattle got its first pennant in 1924 under the managing of Wade Killefer.

Fifteen years elapsed before the next flag fluttered here, under Jack Lelivelt in 1939. But that club repeated in 1940 and 1941 to create a golden era for the Rainiers.

THE NEXT pennant came in 1951 for Rogers Hornsby's club. The most recent was in 1955, with a Seattleite, Fred Hutchinson, as manager.

Hornsby is now a New York Mets coach. Hutchinson manages the Cincinnati Reds, the 1961 National League champions.

Six Seattle pennants in 47 seasons, not a glorious record. But mere flags or percentage figures do not portray a city's baseball stability accurately.

Over the seasons, Seattle has been one of the league's most solid members, a leader in minor-league attendance.

IT IS such former accomplishments, plus the area's spectacular expansion, which recently focused major-league attention on Seattle.

The American League, whose Western schedule is hobbled by having only one club, Los Angeles, on the Pacific slope, has been making goo-goo eyes at Seattle.

Whereas a recent Stanford Research Institute survey set Seattle's metropolitan population at 1,500,000, the American League, using "drawing area" as its ruler, sets that area at 2,750,000.

This figure obviously includes the cities of Portland and Vancouver, B. C., and portrays Seattle as the area's hub.

EVEN before the American League looked this way, the National Football League had taken a reading.

Now, the American Football League is waiting eagerly to grab off the Pearl of Puget Sound.

All three organizations will have to confine themselves to drooling until Seattle gets a stadium of major-league proportions.

No World Fair visitor, seeing the Space Needle, the Washington State Coliseum and other structures at the Century 21 Exposition, can doubt that those who raised such structures also can put up a spacious, multipurpose stadium.

Efforts are being made to have the King County Commissioners again put a stadium-bond issue on next fall's ballot. An earlier one, in 1960, failed at the polls.

UNTIL Seattle erects a new plant, the Rainiers will continue in the Coast League and in Sicks' Stadium, which was built by Emil Sick, Seattle brewer, and dedicated in 1938. Five of Seattle's six flags were Sick pennants.

Sick sold the ball club, but not the park, to the Boston Red Sox in the fall of 1960. Thus, the Rainiers are in their second season under Boston aegis and in their second campaign under Manager Johnny Pesky, a former Red Sox notable.

The Coast League has Triple A rating.

SEATTLE, Vancouver, San Diego and Portland are the only large cities remaining in the league. Others are Tacoma, Spokane, Salt Lake City and Honolulu.

San Diego is making a bold, imaginative effort to land a big-league franchise and may do so.

Seattle, until it gets a stadium, can solicit no franchise. But its boldness and imagination are here in substance, steel and concrete.

The Space Needle is highly symbolic.

for . . . Space Age Adventure
see . . .



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call . . . EAst 5-4100
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Visit VANCOUVER, Washington
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Visit the National Park Service's new Fort Vancouver Historical Site, Tour Bonneville Dam and its famous fish "ladders." See the breathtaking beauty of the Columbia River Gorge.

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WE'LL SEE YOU AT THE SEATTLE WORLD'S FAIR!!!



Every eye in the country is focused on Seattle's Space Age World's Fair!

C and H is proud of the Fair . . . and grateful we can be a part of it.

THE C and H THEATRE IS LOCATED AT THE FOOT OF THE SPACE NEEDLE . . . Building 55. We hope you will be our guest. Here you'll see continuous color movies of the glamorous Island State of Hawaii, and see how Washington and Hawaii join hands in commerce to the economic benefit of the entire West.

THE PAUL BUNYAN CAKE is something else you won't want to miss. Every ounce of its 25,000 pounds is sweetened exclusively with cane sugar . . . C and H Pure Cane Sugar from Hawaii.



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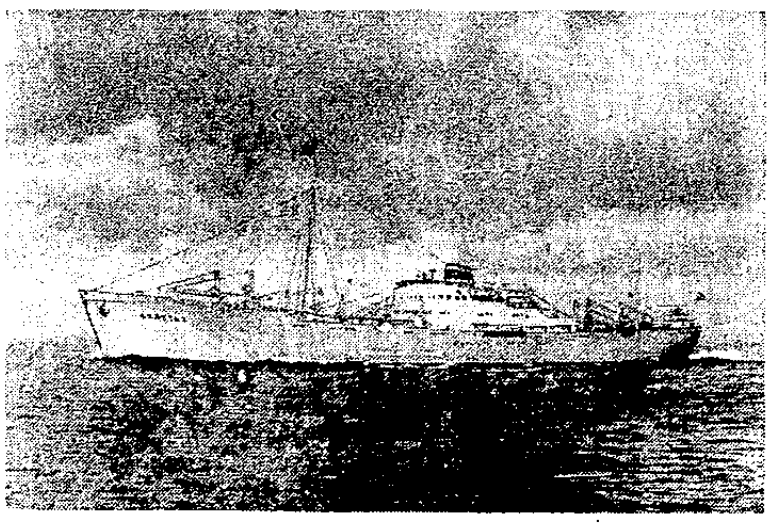
Product of Hawaii—Partner in Western Progress

JOHNSON LINE
OF SWEDEN

Most cordial greetings for success are extended to the city of Seattle and her neighbors in the Pacific Northwest in holding the Century 21-World's Fair to bring the people of the World together for greater understanding and friendship through culture and commerce.

The Johnson Line's fast, modern cargoliners are also contributing to this end by carrying your world travelers and exchange of products with Scandinavia, the Continent and United Kingdom since 1914.



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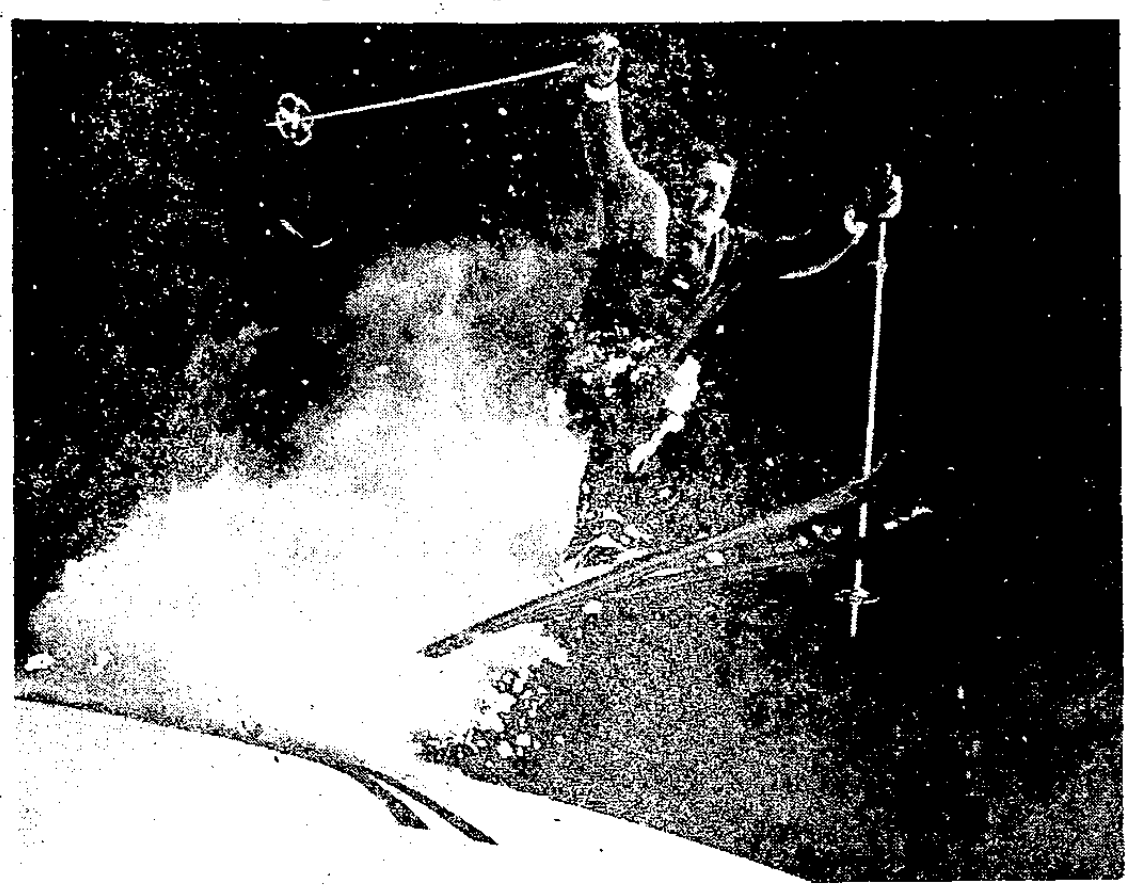
Anybody for Skiing?



SKIER 'BLASTED' OFF SNOWY SLOPE

Boating in the morning, skiing in the afternoon.

Or, a morning tour of the World's Fair, a mid-day water-skiing run on Lake Washington and an afternoon on the snowy ski slopes.

It's possible in the Pacific Northwest, where snow-capped mountains and blue waters of Puget Sound and Lake Washington are snuggled together in the nation's most wonderous year-round playgrounds.

THERE'S SKIING — snow variety — almost anytime of the year at Mount Baker, 55 miles east of Bellingham, a mecca of summertime boating activity.

From Seattle, virtually an island surrounded by boats, it is only 47 miles to the first of three well-bunched skiing resorts in the Cascade Mountains — Snoqualmie Summit, Ski Acres and Hyak.

Within two hours driving time from Seattle are three more in the chain of Cascade winter-wonderland play areas — Mount Pilchuck (60 miles), Stevens Pass (80 miles) and White Pass (105 miles.)

WHILE ONLY Mount Baker will be available to most ski-packing Fair visitors, early arrivals still will find some of the best skiing of the season at several resorts.

Late and heavy snow may keep activities going several week-ends into May at Stevens and White Passes. Both resorts expect to close down around May 15. But White Pass operated until May 30 last season.

The Snoqualmie resorts will shut down chair lifts and tows around Easter Sunday.

However, in spite of the appeals of bright sunshine, longer hours of daylight, shorter lift lines and corn snow, most skiers give up long before the snow gives out.

THE MELTING SNOWS leave breath-taking Alpine meadows, abundant wild flowers, clear-blue mountain lakes and icy-cold streams and winding trails leading to scenery covered during the winter by a white blanket.

When At The
WORLD'S FAIR Have An
ORANGE JULIUS



SEE IT MADE WITH FRESH CALIFORNIA ORANGES
OVER A QUARTER OF A CENTURY, COAST-TO-COAST
ORANGE JULIUS
512 1st Ave. N. AT 4-4774
P.O. Box 9095 Queen Anne Station

Red-Carpet Welcome Awaits Smiths

If your name is Jones or Johnson or Anderson or Brown, you will surely find a fine welcome at the fair.

But if your name is Smith, you are assured of the royal-carpet treatment. Although, perhaps, you can't hope to attain the fame, or notoriety if you prefer, of the Hamilton B. Smith family of Rock Springs, Wyo.

The Hamilton Smiths, way back in October, 1960, wrote to the Seattle Chamber of Commerce about fair reservations. They did not know it, but they were the first to inquire.

The "historic" occasion was deserving of something special—a three-week tour, all expenses paid, from their home to the fair.

Smith (Hamilton B., that is) will leave his Rock Springs supermarket produce-department this summer and pile his family into an automobile for a much-publicized visit to the fair.

NELSON MOTORS in LYNNWOOD



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Dorothy Kilgallen's column, January 21, 1962

"Funny Americanism: The Seattle World's Fair has hired a New York press agent to ballyhoo its attractions. Can't you see New Yorkers trekking out to Seattle to view a science pavilion?"

Dear Dorothy:

Gosh, we didn't know you were so sensitive. The folks out here aren't deliberately trying to steal New York's thunder by holding a full-scale World's Fair in Seattle this year. It just worked out that way.

You see, Dottie, we've been working over six years on this little project. Not just between lunches at The Plaza, but full-time. The state threw in over 10 million dollars. The City of Seattle ponied up another fifteen. The federal government said they'd go 12 million, and before you knew it, we were in business. A couple of the boys down at the corner cigar store jetted over to Paris and sold the Bureau of International Expositions on endorsing our show. Seems the Europeans are a bit fussy about giving the official stamp of "World's Fair" to any Tom, Dick and Harry. But they liked the looks of this Seattle thing and went all the way. (Nice fellas — maybe we could help you.)

The way it stacks up now we've got a real humdinger going. With exhibits and everything, it totals over 100 million dollars. We've got a 60-story high Space Needle, complete with revolving restaurant on top, that out-Eiffels the Eiffel Tower. The U. S. Science Pavilion is going to be as exciting as anything north of Canaveral. The Boeing Company (you've heard of them) is building a wild spacearium that will simulate a ride through the solar system. General Sarnoff and his boys at RCA are installing the electronics for the "World of Tomorrow" in the brand-new Century 21 Coliseum covering four city blocks. Twenty-six foreign nations are in the fold — either erecting buildings or building exhibits along the colorful Boulevards of the World. More than 100 U. S. Corporations are in the act, including A T & T, General Electric, IBM, Standard Oil, Ford, General Motors, etc. (some of the names must be familiar.) There's a new $5 million Monorail that will take visitors from downtown Seattle to the Fair in 96 seconds. We even gave two Japanese architects a cool $350,000 to build us an illuminated water fountain. Not bad for country kids — eh, Dottie?

Oh, yes . . . about the Seattle World's Fair being just a stuffy science show. We've booked a couple of million dollars' worth of entertainment into the gorgeous new 3100-seat Opera House. They're pretty fair acts, too. Groups like the Old Vic Company, Philadelphia Orchestra, National Greek Theatre, Folklorico Ballet of Mexico, Foo-Hsing Theatre of Taiwan, Royal Swedish Theatre, Uday Shankar Dancers . . . performers like Louis Armstrong, Victor Borge, Carl Sandburg, Robert Frost, Benny Goodman, Nat King Cole, Ella Fitzgerald, Theodore Bikel. They'll all be here, and a few dozen more. Over at the new Exhibition Hall the boys are putting up the backdrops for one of the finest art collections in the history of this country. Museums from all over the world are shipping their Rembrandts, Monets, Renoirs, Picassos, El Grecos, and other masterpieces to Seattle — you name 'em, we've got 'em. We'll have a $3 million Gayway, too, with imported amusement rides never before seen on this side of the Atlantic. Then, there's the Paradise Club. Fifty of Las Vegas' loveliest in a revue that promises to make the Latin Quarter look like a box lunch social in Kansas.

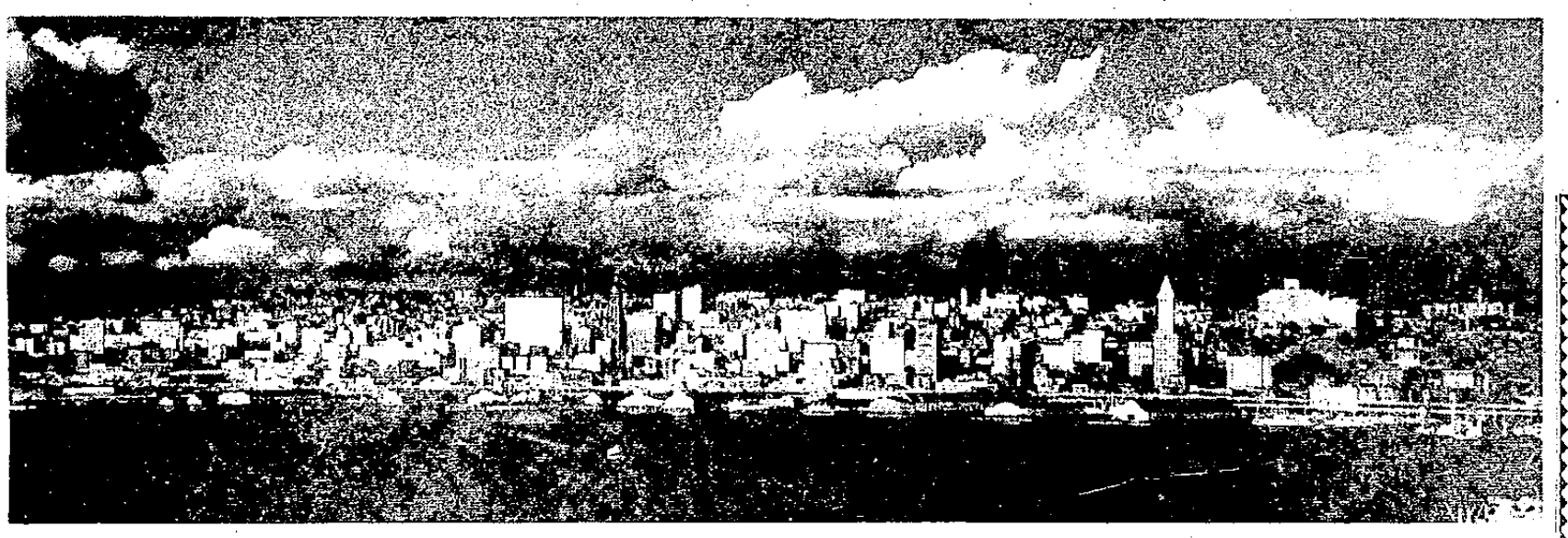
Well, that's about it, Dottie. Gee, we hope you can come. A lot of people are. The advance ticket sale has hit $2,000,000. The revised forecast is for 10 million visitors in all.

So talk it over with Dick and the kids. If you can make it, the Crown Stations in Spokane, Portland and Seattle will pick up the tab. With this influx of new business coming into the Crown Corner, U.S.A., we can stand it.

P.S. Say hello to Emil at the bar in 21, will you?

THE CROWN STATIONS
KREM, AM, FM, TV, Spokane / **KING**, AM, FM, TV, Seattle / **KGW**, AM, TV, Portland

Nature Paints Backdrop for Sun-Bathed Seattle



SUN AND CLOUDS: Downtown Seattle is spotlighted by brilliant sunshine in this photograph taken from across Elliott Bay in West Seattle. Infrared film was used to preserve the beauty of the cloud formations.—*Times photo by Josef Scaylea.*

ENJOY THE FAIR MORE!
DELICIOUSLY TASTY
SPECIALTY PASTRIES
SEE THEM BAKED FRESH EVERY DAY AT THE FAIR
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LENNY ANDERSON'S Tempus Puget

Ask the Man . . .

. . . WHO LIVES HERE: From the refrain of the native, visitor, we trust you will find a few random notes that will make the trip worth while, like, say . . .

Sunset steeping the Olympic slopes . . . The city from West Seattle, or Highland Drive . . . The Pike Place Market, where produce gleams in living color, raucous hawkers chant in stereo, and cabbages are kings . . . Lights of the floating bridge flung across dark Lake Washington waters . . . The Ballard Locks, where we natives take visitors so they can show us a part of our city . . . The colors of alien air lines, like Lufthansa, on the vertical fins of 707's at Boeing Field . . . The neon pagodas of Chinatown . . . Queenly Princess steamers churning toward a foreign shore, Canada . . . The waters that circle the city, the lakes and canals that pock and pierce it, and the twin chains of crags that fence it in.

Follow Us:

—WE'RE LEAVING HERE, but we shall return: You don't have to crowd the resident booster hard to get him to admit that among the things he likes best about the town are the places you can get to from here, like fast. Like these:

Eastward, the Cascades, topped by that symmetrical summit, Rainier, which also has its Paradise . . . Westward, green foothills running back from the bay to the Olympics where steeps named Diamond, Eagle and Hurricane Ridge prop up the glaciers and the snow . . . The straits and passages to the north, where islands called Fidalgo, Orcas and San Juan wade in waters changed daily from the vast vat westward, the Pacific . . . The Olympic Peninsula's lakes, streams and wooded slopes . . . Ocean beaches edged in the white of the combers of the Pacific's eternal tide . . . The winding highway carving cool canyons in the evergreens . . . The not-faraway places with strange-sounding names—Pysht, Lapush and the Duckabush.

. . . Out to spots like these and back in a day or so—if you please—to the city, which also has, we like to feel, its charms. To speak for one man who lives here . . .

That's What I Like . . .

. . . ABOUT THE TOWN: White gulls winging above the bay, and freighters nudging Alaskan Way . . . The blue of the Sound, and the sound of the blues: Jazz in the Skid Road's old streets, where the town began . . . Skindivers wading ashore, sleek and gleaming, at Alki Point, where, by the way, the first of the tourist trade arrived . . . White sails tilting on the jeweled chop of the lake . . . The tang of salt in the downtown streets when the breeze comes in off the briny . . . The ferryboat Chippewa plowing in the diamond-glitter of the bay . . . Dawn's early light and the red glare of an April sunup flaring along the Cascade ridges and the lordly hummock known to resident summit-watchers as The Mountain.

. . . Before the Needle, the Monorail, the Gayway, Gracie and the glittering halls of Science, it was about all we had. We hope you like it, friend.

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It's mighty nice to know that in a city of sausage lovers, Rath Black Hawk Cold Cuts rate head and shoulders above other brands. Keeps us on our toes, too.

Testing and tasting to make sure each of our 34 varieties will be the best you ever ate—rich with good Rath meat and zesty Old World flavor. Neatly sliced and vacuum packed for freshness, ready for any meal, any time.

Why not bring home a new Rath kind—today?

* *Sources: 1961 Seattle Times Consumer Analysis*



Make Your Choice From A World's Fair of Favorites...

34 delicious kinds

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Bite into a Rath Black Hawk Frank and you know you've latched on to something special. Real country meat, lightly smoked—mildly seasoned.

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Named for a King

fit for a King!
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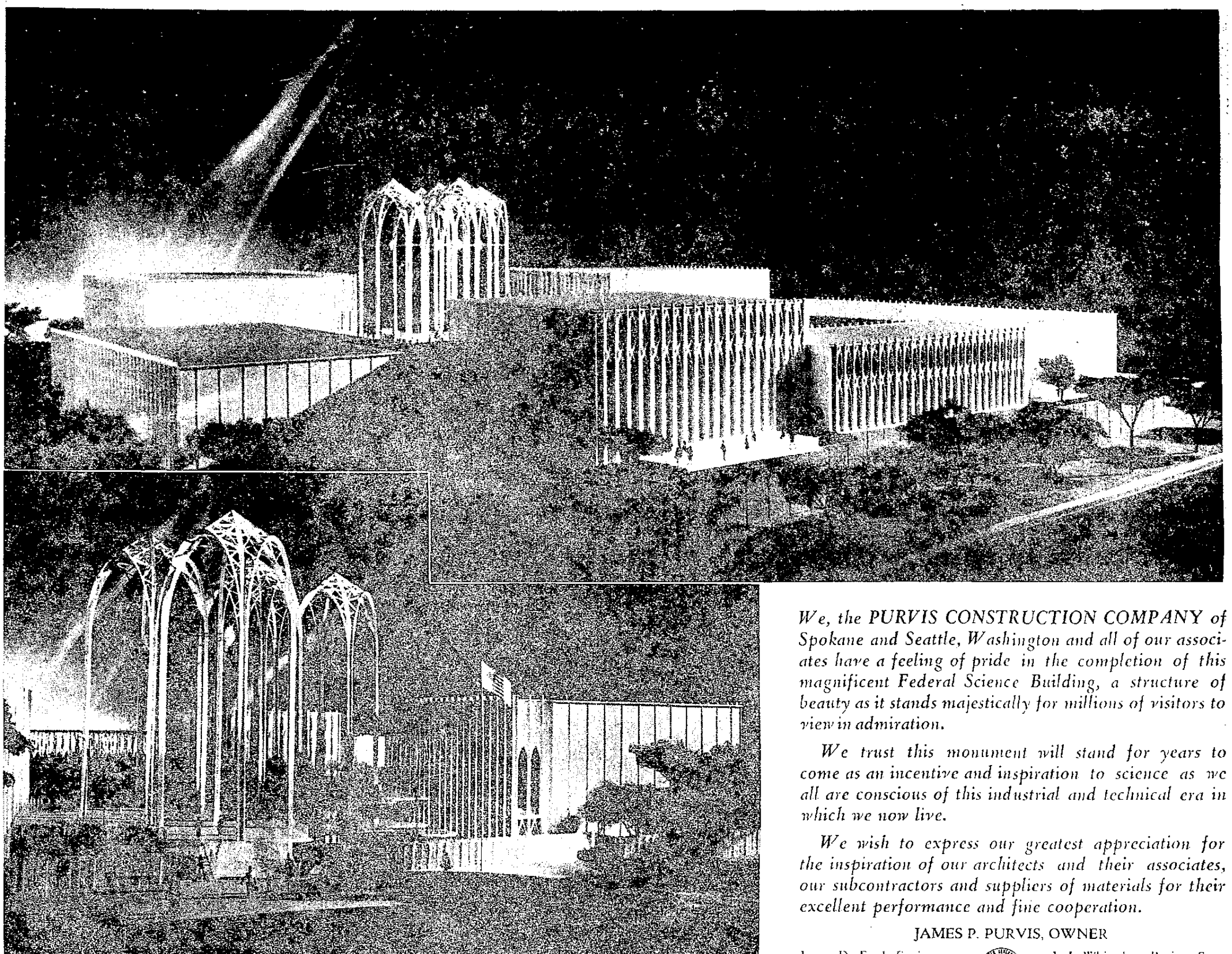

AS YOU ENTER THE PORTALS OF THIS FEDERAL SCIENCE BUILDING TO VIEW THE INDUSTRIAL SCIENCE EXHIBITS OF TOMORROW, YOU WILL SEE DISPLAYS OF PLASTICS, CHEMICALS, ELECTRONICS, ENGINEERING, MISSILES AND ROCKETS. YOU WILL BE LOOKING INTO THE FUTURE. THE PURVIS CONSTRUCTION COMPANY IS ALSO LOOKING FORWARD TO OTHER IMPORTANT BUILDING CONSTRUCTION FOR BUSINESSES AND SERVICES IN THIS FAST GROWING NORTHWEST. WE SINCERELY APPRECIATE THE ASSOCIATION WITH ALL ARCHITECTS AND ENGINEERS FOR THEIR CO-OPERATION ON THIS AND OTHER PURVIS PROJECTS.

We, the PURVIS CONSTRUCTION COMPANY of Spokane and Seattle, Washington and all of our associates have a feeling of pride in the completion of this magnificent Federal Science Building, a structure of beauty as it stands majestically for millions of visitors to view in admiration.

We trust this monument will stand for years to come as an incentive and inspiration to science as we all are conscious of this industrial and technical era in which we now live.

We wish to express our greatest appreciation for the inspiration of our architects and their associates, our subcontractors and suppliers of materials for their excellent performance and fine cooperation.

JAMES P. PURVIS, OWNER

James D. Ford, Engineer

J. J. Whittaker, Project Supt.
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A NEW CONCEPT OF
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A comfort and satisfaction
for your needs during your
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MILLION-MILE SALESMAN:

Gandy Took on Big C-21 Job

What would you do if a group of your business associates suddenly asked you to leave your firm and volunteer your time and talents as president of a world's fair?

That happened to Joseph E. Gandy, president of the Seattle World's Fair, in 1959.

Since stepping into the "hot spot" position, Gandy has traveled more than 1,000,000 miles through the United States and 50 other countries to help assemble the facets of the fair.

Gandy has been one of those who hand-carried drawing-board dreams like the Space Needle and Monorail to completion.

In between, he has wrestled with problems ranging from personality clashes within the fair family to gambles on building buildings for which the fair had no tenants at the time.



JOSEPH E. GANDY

A few weeks ago, in the midst of a full schedule, Gandy dropped everything and flew to Europe to rescue participation in the fair by the prestigious European Economic Community.

But Gandy rates as his top feat the fair's hard-won indorsement by the Bureau of International Expositions.

"This transormed a regional effort into a World's Fair," he said.

What is it like to be president of a World's Fair?

"There isn't another job in the world like it," Gandy declared.

"It is one of the most exciting experiences any man could have.

"But would I do it twice? No—emphatically. I'll be lucky if I live through it once," Gandy quipped.

Gandy considers among the fair's most important contributions the rekindling of "a real civic spirit."

"Put a high price tag on that intangible something called civic spirit," Gandy said.

"For this is a city in which civic spirit built a community out of ashes, moved hills that impeded progress, spanned its lakes and waterways, sent its commerce to every corner of the world—and now is ready to present a great World's Fair."

After the fair, Gandy's first order of business will be a long rest—and then, perhaps, a good-will mission to the countries he whirled through as the fair's representative.

"I would like to say 'thank you' to the countries which participated in our fair," Gandy said.

"But we'll talk about that later. Right now we have a World's Fair to put on.

"And it's going to be a honey!"

Call Started Fair Chairman's Career

When Edward E. Carlson answered a telephone call on a day in March, 1955, little did he know that it would be the start of a seven-year "career" as one of the skippers of the Seattle World's Fair.

The caller was Arthur B. Langlie, then governor.

Langlie persuaded Carlson to serve as chairman of the



EDWARD E. CARLSON

newly created World's Fair Commission, Carlson's position since.

Faith, drive, determination and imagination . . .

These are some of the words Carlson's associates use in describing the dynamic hotel-chain president who has fielded some of the fair's toughest problems.

The usually restrained Carlson brims over with enthusiasm about the fair and what it could mean to the future of the Pacific Northwest.

"You feel a sense of pride at every level of community life now that we all are a part of an unusual effort," Carlson said.

"I think the satisfaction I receive from my contribution lies in the friends I have made and from being a part of the most significant development this area has witnessed since the Alaska-Pacific-Yukon Exposition of 1909.

"This fair became a reality through a real team effort—Republicans, Democrats, the City of Seattle, the State of Washington, King County, the federal government, labor and the business community.

"We couldn't miss.

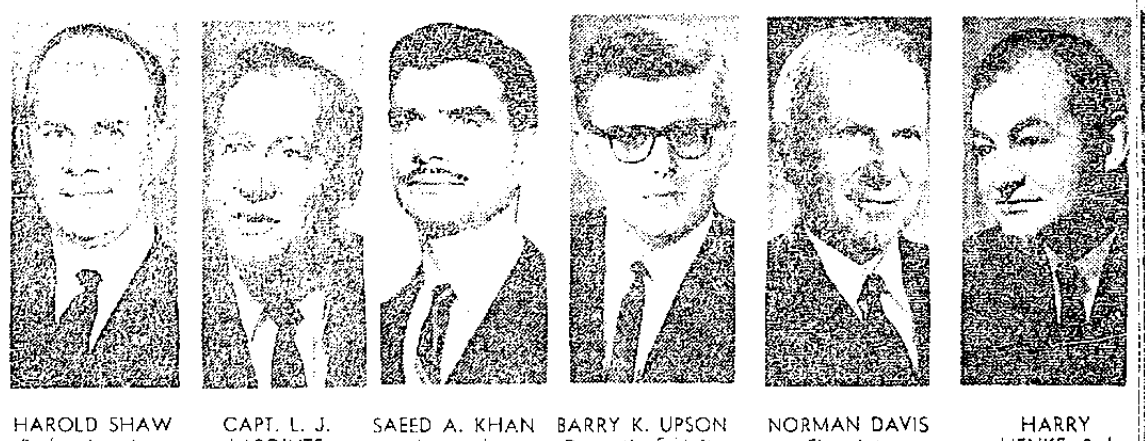
"Century 21 should give us a good shove along for the next 50 or 100 years—to set Seattle apart as a great city in the eyes of the world.

"This fair could be the great catalyst of this period, just as the A.-Y.-P. was so many years ago."

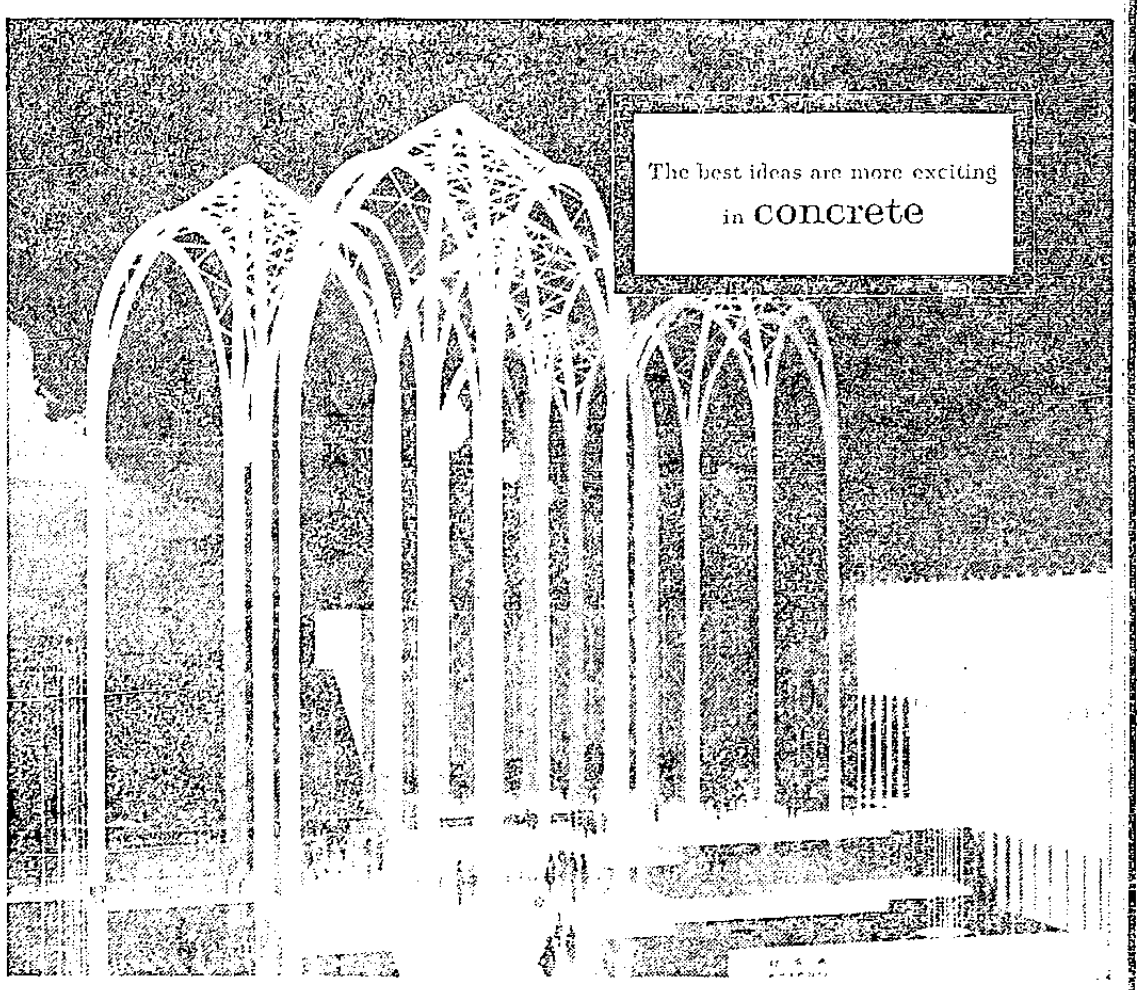
World's Fair Department Heads



DONALD I. FOSTER — Exhibits
FREDERIC V. SCHUMACHER — Operations
GEORGE K. WHITNEY — Concessions
JAY ROCKEY — Public Relations
CLAYTON YOUNG — Site Development
RALPH L. LEE — Expo-Lodging



HAROLD SHAW — Performing Arts
CAPT. L. J. LAPOINTE — Security
SAEED A. KHAN — Protocol
BARRY K. UPSON — Domestic Exhibits
NORMAN DAVIS — Fine Arts
HARRY HENKE, 3rd — Administration



At Seattle's Century 21 World's Fair...

Space Age meets neo-Gothic in a pavilion of prestressed concrete!

Soaring 100 feet above Seattle's 1962 space age world's fair, 5 modern Gothic arches of concrete give visual focus to the buildings of the United States Science Pavilion.

Here again, concrete effects striking beauty, as well as an advanced building technique. All the major components of the buildings are of concrete that has been precast and pre-stressed.

The T-unit roof beams reach spans of up to 112 feet. Exposed aggregate concrete wall panels rise as high as 52 feet. On two sides of the buildings, repeating the Gothic motif, they serve as load bearing stud walls. Limed with white cement and quartzite, the panels give the entire complex a look of gleaming freshness.

Concrete was chosen for most of the Exposition's permanent buildings . . . added recognition of its practicality and design versatility.

U.S. Science Pavilion complex & buildings. Architects: Minoru Yamasaki & Associates, Detroit, Mich., with Naramore, Bain, Brady & Johnson, Seattle, Wash. Engineers: Worthington, Skilling, Helle & Jackson, Seattle, Wash. Precast and prestressed concrete: Associated Sand & Gravel Co., Inc., Everett, Wash. General contractors: Pease Construction Co., Spokane, Wash.

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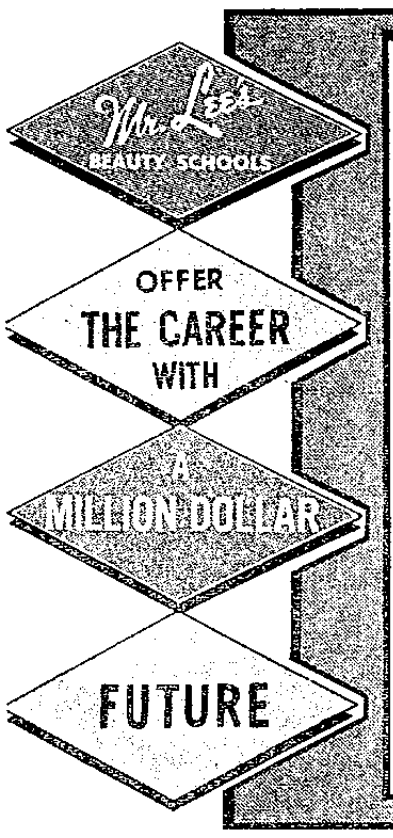

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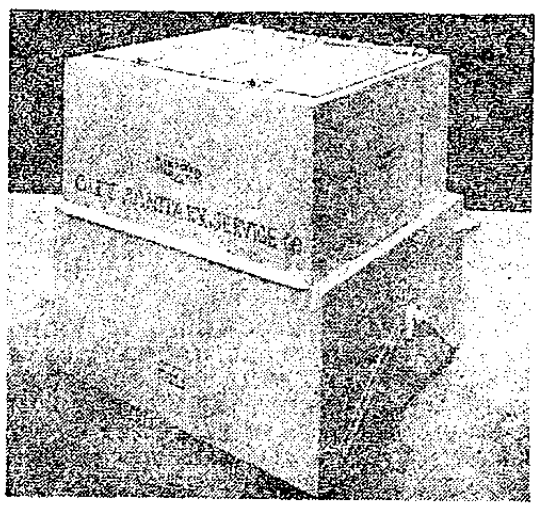

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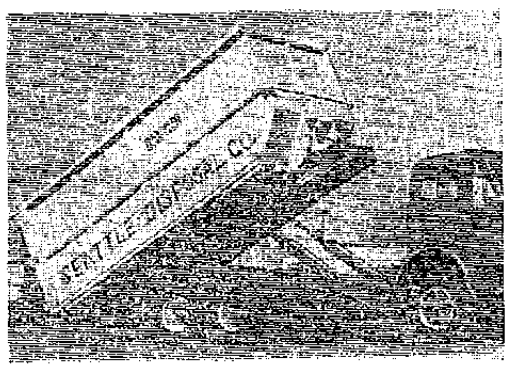

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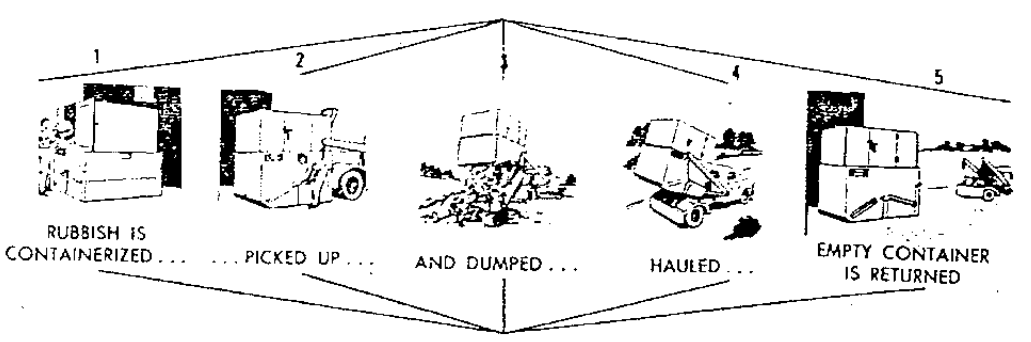

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CHECKLIST

Fair Planners' Accomplishments Were Varied

The heartbeat of the fair is a tightly knit group of top-drawer planners known as the World's Fair Corp.

This is the nonprofit organization with the job of staging —and then operating—the fair.

It was the corporation that:

Led the campaign for more than $5,000,000 in private underwriting funds to pay the fair's bills before opening day.

Lined up the stellar roster of exhibits, both foreign and domestic.

Recruited and molded the crack staff that has taken on such assignments as parking, housing, amusements, concessions, security, promotion, site development and the dozens of other items on the fair's "preflight" checklist.

Won the indorsement of the Bureau of International Expositions.

Stamped out more "brush-fire" problems than any of the organizers care to remember.



WILLIAM S. STREET

At the helm of the corporation is William S. Street, retired president of Frederick & Nelson.

The soft - spoken, incisive chairman of the fair corporation serves without pay.

At the beginning of planning for the fair seven years ago, Street took a behind-the-scenes role.

Edward E. Carlson, president of Western Hotels, Inc., then was a man with two jobs in the fair—chairman of the corporation and chairman of the Washington State World's Fair Commission.

But in March, 1961, business pressure forced busy Eddie Carlson to step down from his position with the corporation. Street was chosen to succeed him.

"There can never be enough praise for Bill Street," Carlson said. "This man has been a tower of strength.

Street modestly says little about his part in the World's Fair — but says plenty about the fair and what it can mean for the future of Seattle and the Pacific Northwest.

"I am in this program because I don't know of any single thing that will be as effective as Century 21 for creating respect for this area by industry," Street declared.

"It is the long-range potential that captivates my interest and challenges me.

"If we do a good job, industries will see for themselves that we have a capacity for achievement in Washington—something that could cause them to look to Washington for expansion some day."

Fair 'Began' at Breakfasts

The fair may go down in history as one that was organized by a "breakfast club."

Many of the big decisions that guided the course of the fair were made at scores of 7 a. m. breakfast meetings in the Olympic Hotel.

The members of the breakfast club — technically the Steering Committee of the World's Fair Corp. — are busy men with full schedules of their own.

By gathering at 7 o'clock, they could work for the fair and still reach their business offices on time.

And countless cups of early-morning coffee later the Seattle World's Fair is ready.

Members of the 32-man Steering Committee are:

State Sen. Howard Bargreen, Everett; J. D. Braman, Seattle city councilman; Otto P. Brandt, vice president of the King Broadcasting Co.; Edward E. Carlson, president of Western Hotels, Inc.

Harry L. Carr, president of the King County Labor Council; Iver Cederwall, Seattle business executive; Lieut. Gov. John Cherberg; Robert B. Colwell, Seattle businessman; Dallas Donnan, president of Greater Seattle, Inc.

James B. Douglas, president of The Northgate Co.; Dean H. Eastman, vice president of the Northern Pacific Railway Co.; Ben B. Ehrlichman, chairman of the United Pacific Corp.; State Sen. Michael Gallagher, Seattle.

D. Roy Johnson, retired Seattle businessman; L. E. Karrer, executive vice president of Puget Sound Power & Light Co.; H. Dewayne Kreager, former director of the State Department of Commerce and Economic Development; Harold Mansfield, special assistant to the president of The Boeing Co.

J. Elroy McCaw, Seattle financier; H. W. McCurdy, chairman of the Puget Sound Bridge & Dry Dock Co.; Merville McInnis, president of the Washington State International Trade Fair; A. W. (Monty) Morton, Seattle business executive.

State Rep. Ray L. Olsen, Seattle; Fred Paulsell, a vice president of the Seattle-First National Bank; Victor Rosellini, Seattle restaurant operator; State Rep. Leonard A. Sawyer, Tacoma; Harold Shefelman, Seattle attorney.

D. E. Skinner, president of the Alaska Steamship Corp.; William S. Street, retired president of Frederick & Nelson; Edward P. Tremper, Seattle accounting - firm executive; John Cartano, president of the Seattle Chamber of Commerce; Michael Dederer, president of the Seattle Fur Exchange, and Lowell E. Hunt, regional manager of the Standard Oil Co. of California.

The Steering Committee was saddened recently by the death of one of its long-time members, Lee Moran, a Seattle automobile dealer.

Moran, who was the fair's vice president for exhibits, died in a New York plane crash on March 1.

A state-wide Board of Trustees of more than 100 members is the backstop of the fair corporation.

Members of the Washington State World's Fair Commission are:

Edward E. Carlson, president of Western Hotels, Inc., chairman; Victor Rosellini, Seattle businessman, vice chairman; Lieut. Gov. John A. Cherberg; State Sen. Howard Bargreen, Everett; Seattle Councilman J. D. Braman.

Clarence C. Dill, Spokane attorney; State Sen. Herbert Freise, Walla Walla; Paul S. Friedlander, Seattle businessman; State Sen. Michael J. Gallagher, Seattle; State Sen. Reuben A. Knoblauch, Sumner.

H. Dewayne Kreager, Seattle industrial consultant; State Rep. Audley F. Mahaffey, Seattle; State Rep. Ray L. Olsen, Seattle; State Rep. Leonard A. Sawyer, Tacoma, and State Rep. Jeanette Testu, Seattle.

Ex-officio members are State Sen. Edward F. Riley, Seattle; Robert E. Rose, director of the State Commerce and Economics Development Department; Roger C. Walsh, special assistant attorney-general; Judson Wonderly, commission staff member, and Alfred R. Rochester, executive director of the commission.

Legislature Gave Backing To World's Fair in 1955

One might say the fair began in March, 1955 . . .

That was the date on which the State Legislature created the World's Fair Commission.



ALFRED R. ROCHESTER

The commission started life with $5,000 and the task of determining if a World's Fair should be held in Seattle — in 1959.

The answer, as everyone knows, was "yes."

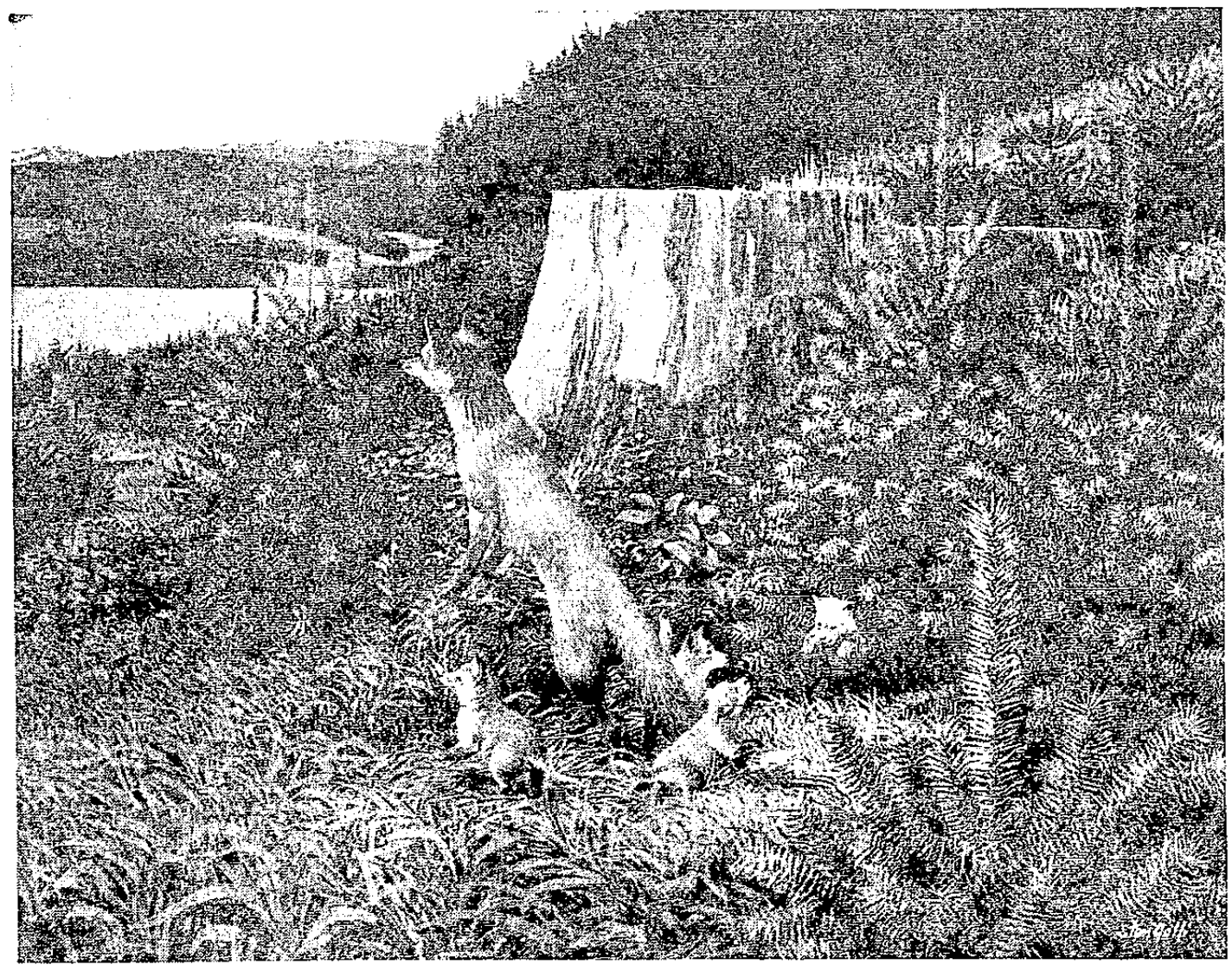
Edward E. Carlson, president of Western Hotels, Inc., has served as chairman since the commission's inception.

Alfred R. Rochester, jovial former Seattle city councilman, is the commission's executive director and "jack of all trades."

Rochester was a youngster in Seattle at the time of the A.-Y.-P. and remembers it well. And, like other enterprising youths, he found a job at the fair.

"On opening day I worked about 16 hours operating a hand-operated bread-slicing machine," he recalled. "And with my pass, I soon learned to 'shill' for the shows.

"The A.-Y.-P. was a magnificent show."



RED FOX AND CUBS on a Weyerhaeuser tree farm. Here, a new crop of trees is growing on land that already has supplied wood for many essential products. The new trees were established under a planned reforestation program.

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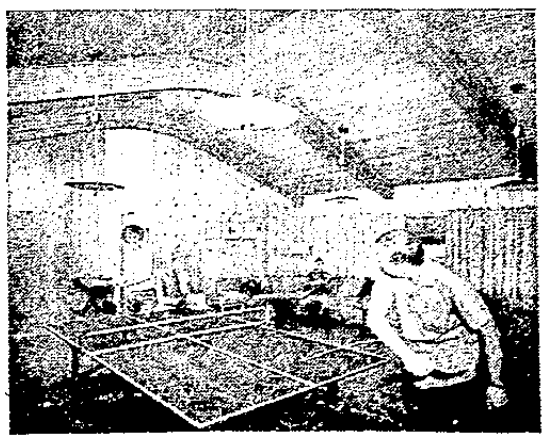

Manufacturer of lumber, plywood, doors, wood pulps, paperboards, fine papers, shipping containers, folding boxes, milk cartons, particleboards, hardboards, Ply-Veneer, bark and wood fiber products.

Wood will play an important part in the wondrous world of tomorrow, even as it does today. New uses for wood are constantly being developed through research, in pace with the growing needs of America's rapidly expanding population. To help meet these needs, Weyerhaeuser foresters are planning new tree crops now for the 21st century—and for centuries to come.

As you travel in the Northwest, you may see freshly harvested areas on Weyerhaeuser tree farms. Remember that each will soon be green again with rapidly growing young trees. For scientific harvesting is but one stage in a continuing cycle of growth, harvest and reforestation on our timberlands.

Through careful forest management, Weyerhaeuser tree farms will provide wood, water, wildlife, recreation and other benefits, indefinitely. The story of modern forestry is fascinating—it will be explained in detail by a colorful free movie at the Seattle World's Fair Forest Industries' Pavilion. You are invited to drop in.

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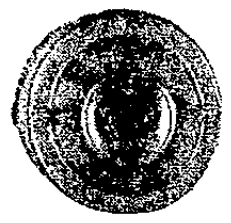
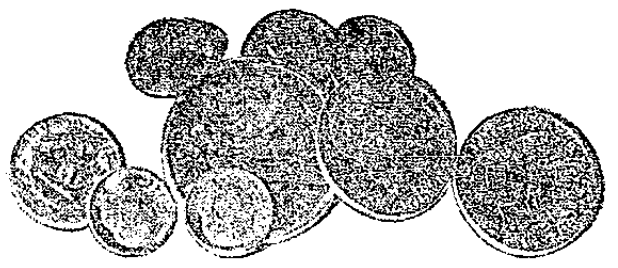


NO BUTTONS TO PUSH!



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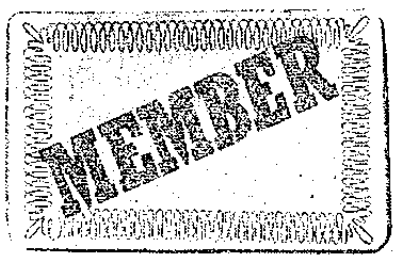

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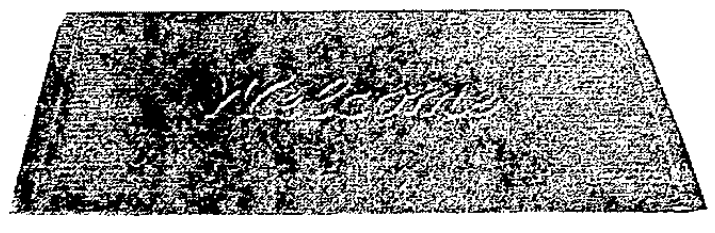

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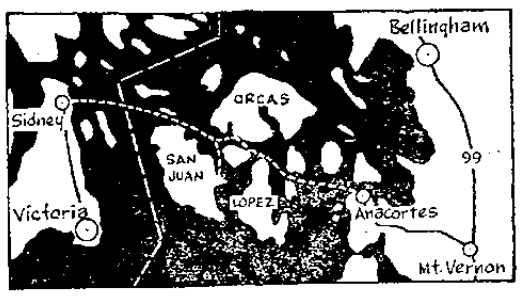


WASHINGTON State Ferries, on a trip originating in Anacortes, west of Mount Vernon and Highway 99, north of Seattle, links four of the principal islands. A round-trip on this route results in a leisurely cruise in quiet, crystal-clear waters.

Or, the international route continuing on to Sidney, B. C., will provide a suitable week-end tour of Vancouver Island, including British Columbia's capital, Victoria, with an Old World flavor.

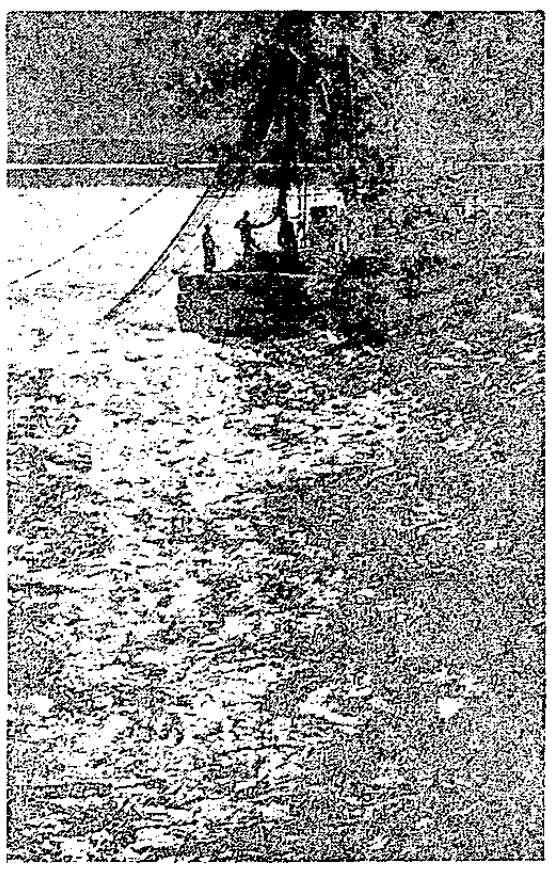
On Orcas Island, second largest of the San Juans, is found Mount Constitution, 2,454 feet, the highest point in the area. From the observation tower, accessible by automobile, a breath-taking marine view is spread below.

MORAN STATE Park, with overnight camping facilities, and numerous resorts are to be found on Orcas.

San Juan Island, with the county seat at Friday Harbor, the abandoned lime-kiln at Roche Harbor and Garrison Bay, site of the famous "Pig War," a boundary dispute between the British and Americans in the 1860's, also provides an abundance of tourist interest.

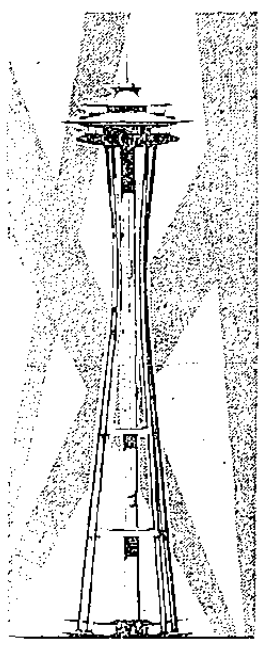
Remnants of the British and American garrisons still remain, including the British blockhouse on the shores of the bay.

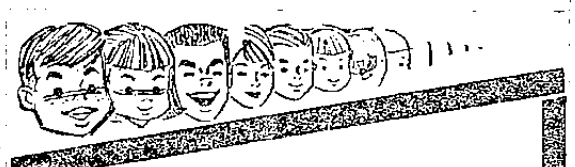
Traveling by private boat, the visitor can spend any length of time exploring the varied, scenic out-islands.



SEINE FISHING: Fishermen worked on the deck of their boat on the salmon banks off the San Juan Islands, no doubt wondering what their catch would be when the purse seine was hauled in.

Detailed information on ferry trips and schedules may be obtained in Seattle at the Colman Ferry Terminal on Alaskan Way.





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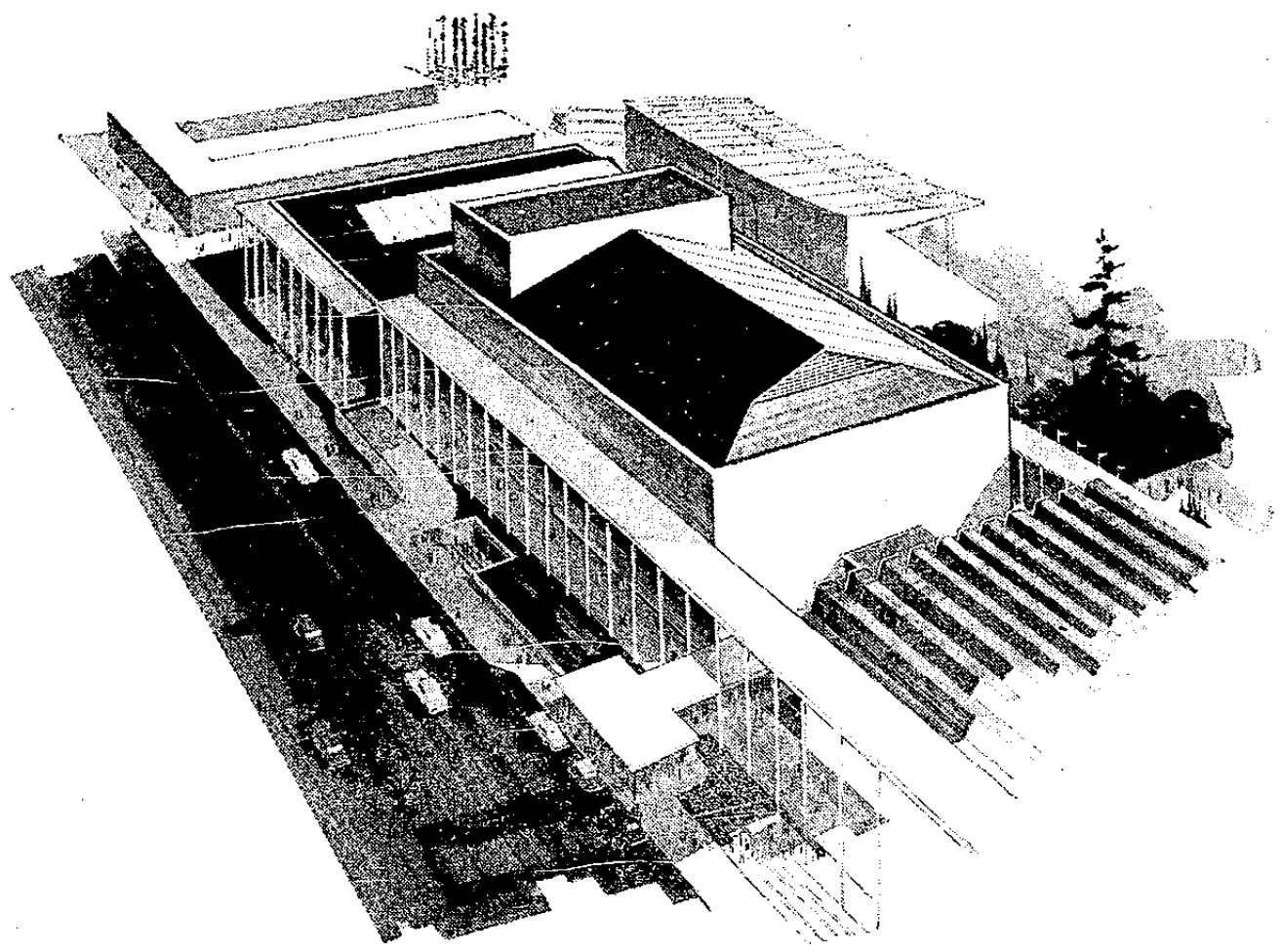

Beauty is our business at Brazier

BRAZIER CONSTRUCTION COMPANY

is pleased to have completed the construction of Seattle's beautiful Opera House with a 3,000-seat Concert and Convention Hall and Sports Arena.

These two structures are the core of our future CIVIC CENTER for CENTURY-21 Exposition, and will continue after our World's Fair to be the center of our social and entertainment life for years to come and also for our younger generation's pleasure.

Our new revised Sports Arena will be a meeting place and a great attraction for our events in the field of sports.

We are extremely proud of our Architects, Kirk, Wallace & McKinley, For our Sports Arena, and Priteca & Chiarelli, Architects for your Opera House.

What one sees upon entering the main foyer is "Rosata" marble from Massa, Italy. Cherrywood paneling and moldings are extensively used in the ramps, foyers, and orchestra floor. Sculptured plaster is delineated in the auditorium ceiling and orchestra reflector over the proscenium.

The main staircase in the entrance lobby and most custom-made light fixtures and hardware are in bronze. The opera seats and carpets are in red and gold colors.

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2. Washington Securities Office and Store Building
3. Mountlake Terrace High School
4. St. Alphonsus Church
5. Edmonds—Mercer Island—Ballard Post Offices
6. Boeing—Phase 3, 4 and 7 Missile Production Center
7. Safeway—Fluid Milk & Ice Cream Plants
8. Foster High School
9. St. John's Lutheran Church
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Builders' Hardware & Supply Co.	1516-15th West	AT 3-7830
Acme Granite & Tile Co.	4200 Aurora Ave.	ME 3-0668
Aluminum & Bronze Fab.	1725 Jackson St.	EA 4-2853
Audio Acoustics, Inc.	2739 Westlake Ave. No.	AT 3-7511
B & B Hardwood Floor Co.	2929 Blakeley St.	LA 5-9400
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Totem Painting Co.	12308-15th N. E.	EM 2-5103
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WONDERLAND

Suggested Tours For Visitors

Seattle World's Fair visitors will feel the magnetic draw of Washington's natural and man-made splendor and, depending upon how much time is available, set out to "explore" this scenic wonderland.

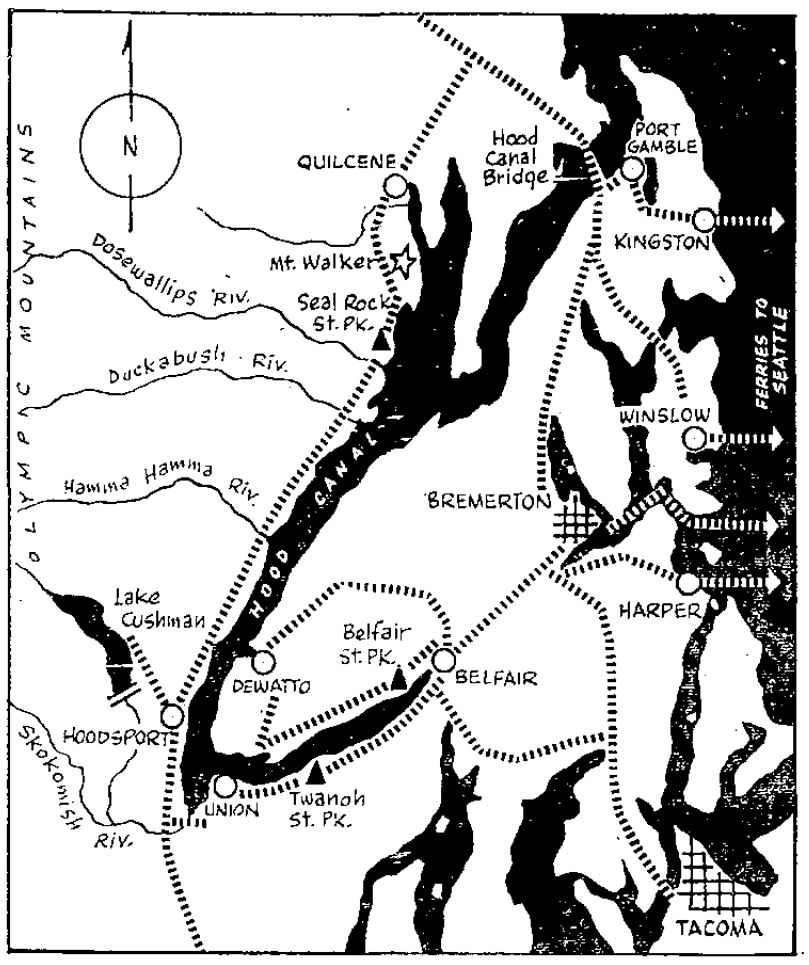
Much of the state's prime vacationland is within a few hours' drive of Seattle, ranging from high-mountain fastness, to calm, peaceful insular scenes to the boom of the surf as it surges in from the mighty Pacific.

Suggested here are the first eight of a continuing series in The Times Sunday Rotogravure Pictorial section. There have been many requests for reprints of this popular series—so HERE THEY ARE, on Page 14 and following pages.

Careful tour planning should reward the visitor with a generous sampling of Western Washington's varied glory.

TOURIST PARADISE:

Hood Canal Area Beautiful



A loop trip that can be taken separately or with the Hurricane Ridge tour winds through the pastoral beauty of the lowlands bordering Hood Canal.

This natural watercourse stretches southwest from Northern Puget Sound, around the Great Bend and then northeasterly to Belfair, divided there by a slender neck of land from Southern Puget Sound.

With a weather barrier to the west, the Olympic Mountains, and to the south by rolling hills, the soft climate, serene atmosphere and variety of scenery form a tourist's paradise.

The gravel beaches abound with sea life. The protected waters, considerably warmer than other Sound areas, afford ideal swimming conditions.

The 50 miles of Highway 101 that wind from Quilcene to Hoodsport nearly always are within a few yards of the Canal's placid waters.

In spring when the rhododendrons are in bloom, the Canal loop is cloaked in beauty seldom rivaled anywhere.

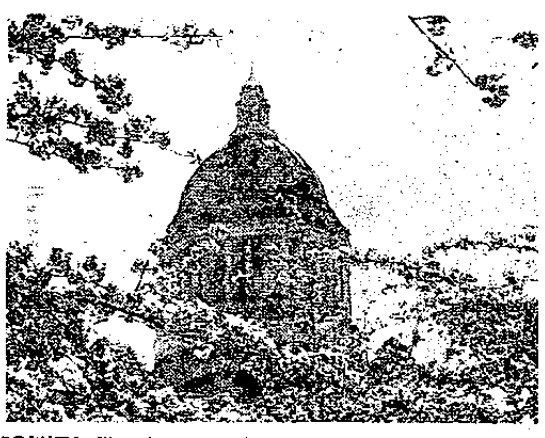
A number of state parks and public accommodations dot the route around the Canal.

The Hood Canal loop can be reached by any of four cross-Sound ferries, the Seattle-Bremerton and Seattle-Winslow, leaving from the Colman Terminal; Edmonds-Kingston or Fauntleroy-Southworth, or by way of the Tacoma Narrows Bridge.

The "top of the loop" is formed by the new Hood Canal Floating Bridge.

The short drive to the top of Mount Walker—one of nature's "Space Needles"—affords a spectacular view of the entire Puget Sound area, from Mount Rainier north to the sparkling San Juan Islands.

For the visitor who wishes to orient himself—after seeing the Sound from the World's Fair Space Needle—the Mount Walker overlook provides an excellent triangulation point.



BEAUTY: The dome on the state Capitol at Olympia is framed in this springtime view by flowering Japanese cherry trees. Olympia is 70 miles south of Seattle.

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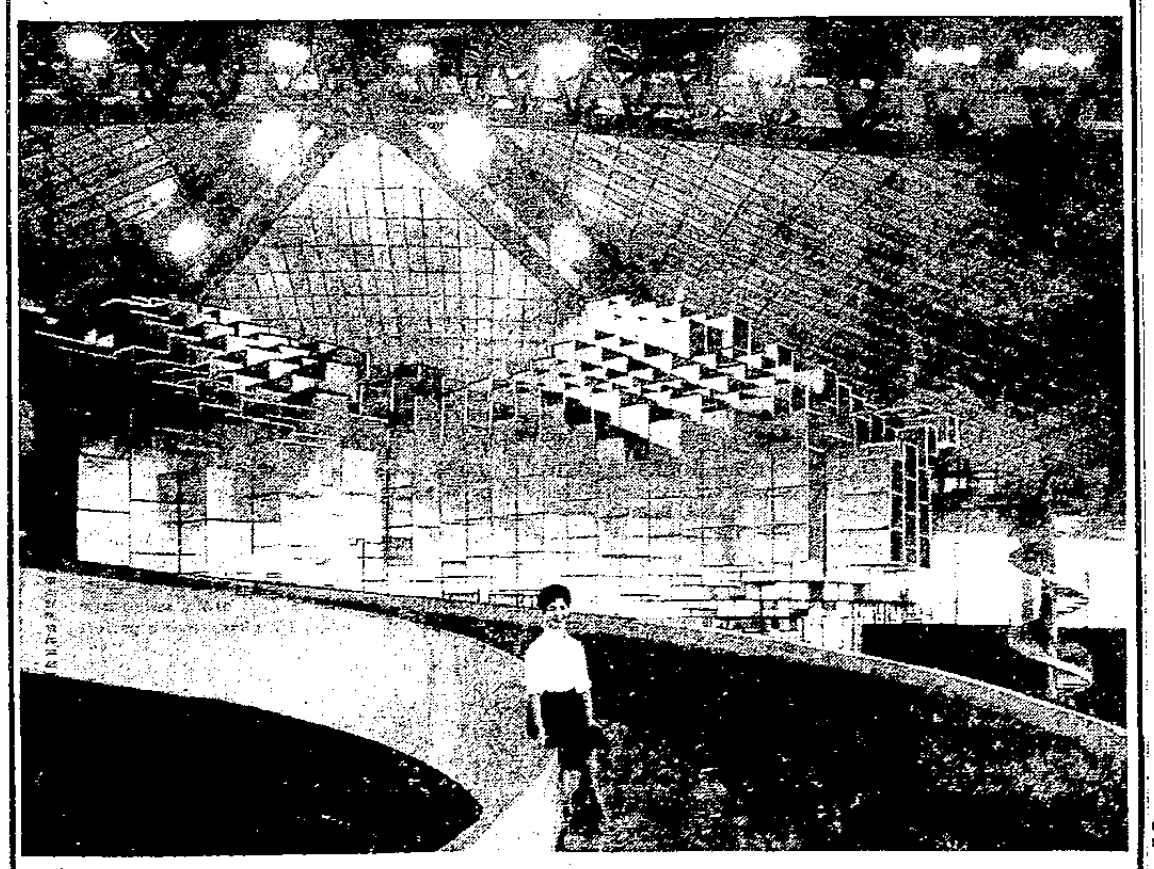

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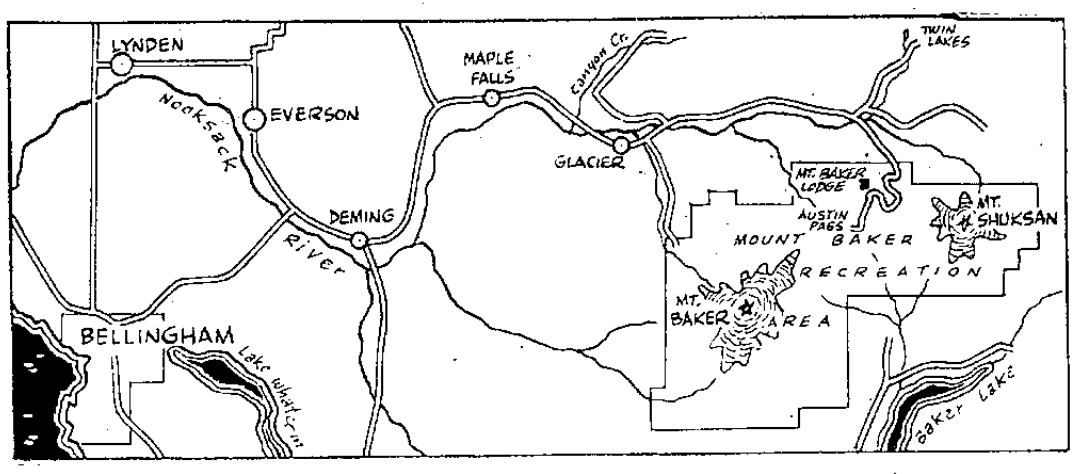
Spectacular Mount Baker-Mount Shuksan Recreation Area Easy to Reach by Auto



In the heart of the Northern Cascades, yet accessible by automobile, lies the Mount Baker Recreation Area, only a few miles south of the Canadian border.

To the first-time visitor the area may be confusing. It is named after Mount Baker, 10,750-foot northern anchor of the Cascade Range. But the alpine bowl into which the paved highway leads is dominated by 9,038-foot Mount Shuksan.

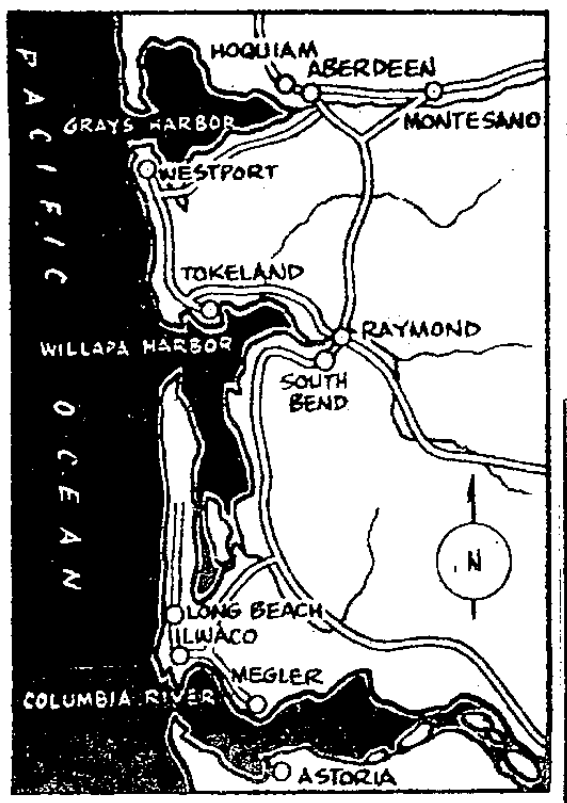
Mount Baker is hidden from view and can be seen only by climbing or taking the year-around chair lift to Panorama Dome.

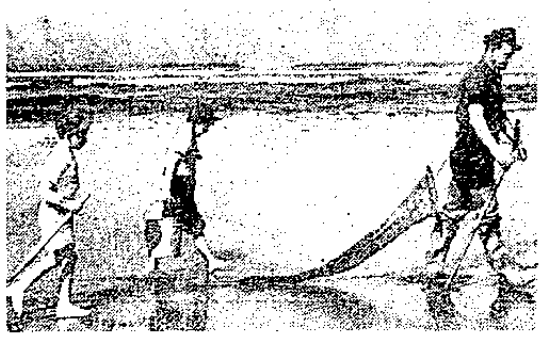
A gravel road to the edge of the rim is open from mid-July until the first fall snows.

The area, which offers summer skiing, hiking, fishing and camping, is reached by Highway 99 to Bellingham and State Highway 1 north and east to Mount Baker.

Forest Service campsites and picnic areas are spotted along the highway east of Glacier, and Mount Baker Lodge, near the end of the paved road, provides food service and some overnight accommodations.

There's Endless Variety of Fun on Pacific Beaches





FOLLOW THE LEADER: Two children vacationing at Grayland on one of this state's scenic ocean beaches trailed a professional razor-clam digger. They hoped for a few pointers on digging clams out of the sand. The "pro" dragged a long net in which he placed clams he has dug.

Every Washington visitor inevitably is drawn to the coast, the wide sandy beaches of the Pacific Ocean.

Washington's ocean beaches can be divided into two parts — the area north of Grays Harbor and the strip southward from Grays Harbor.

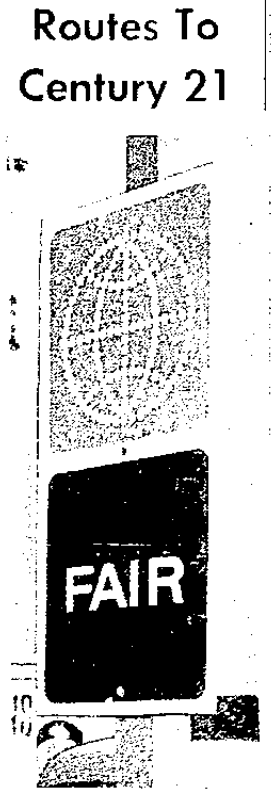
The "Harbor Area" includes the cities of Aberdeen and Hoquiam, sport-and commercial-fishing areas and logging centers.

The northern strip, including the Queets Corridor part of the Olympic National Park, can be seen on a loop trip around the Olympic Peninsula.

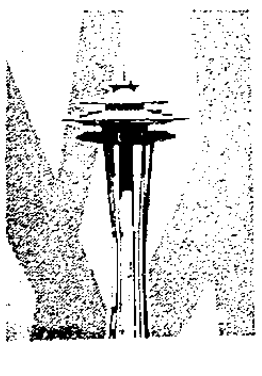
The area south is accessible for the first time on a new highway from Westport to Ilwaco around Willapa Harbor. The highway is expected to open early in May.

Regardless of the route taken, or how much time is allotted to the trip, a fair-time tour from Seattle to the beaches and back will provide an abundance of scenic beauty and an endless variety of recreation.

Signs Mark Routes To Century 21



WHICH WAY?: Blue-and-white signs indicating routes to the World's Fair grounds have been put up on all major approaches. Other signs point the way to parking lots.



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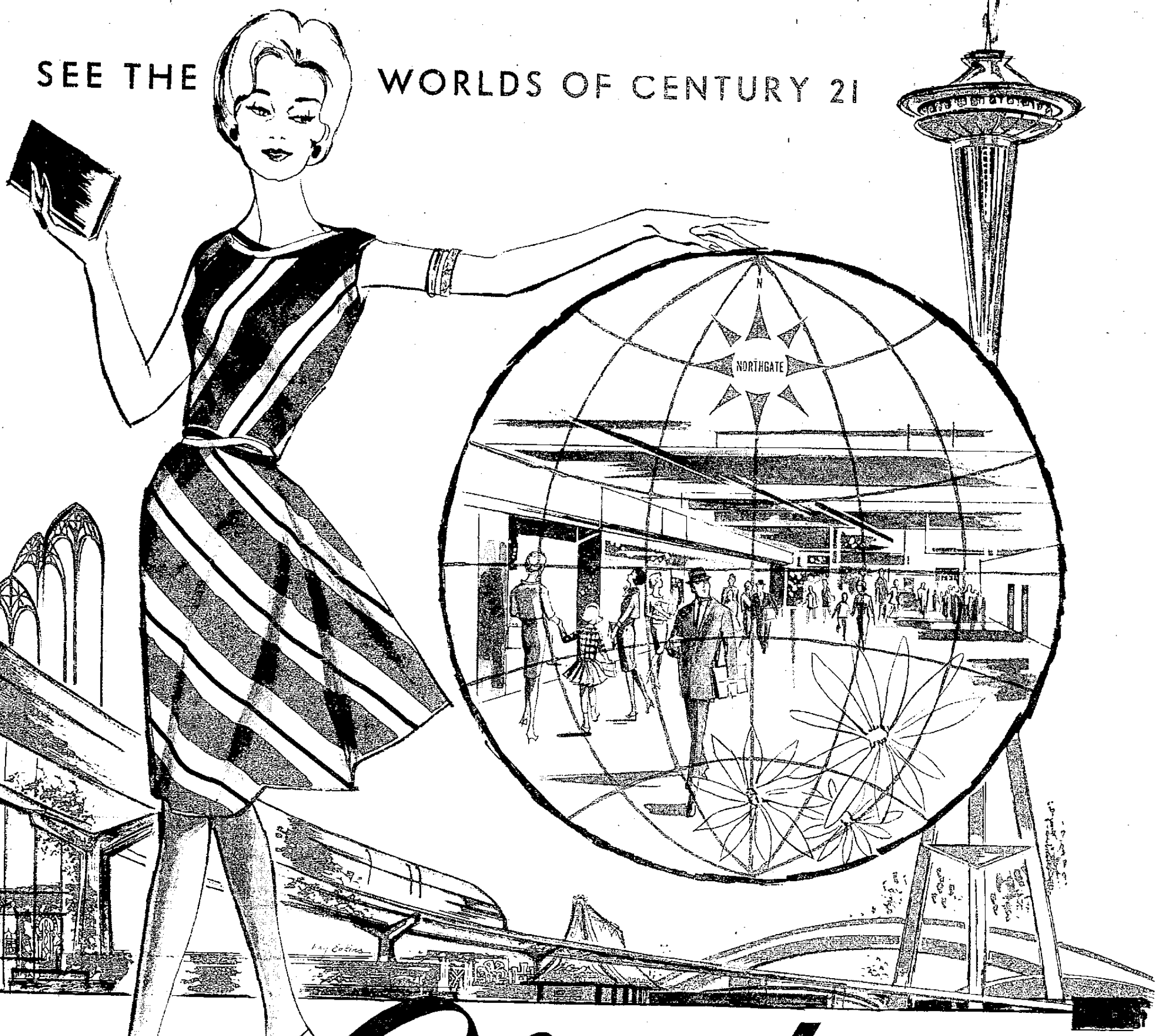

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SPECTACULAR VIEW:

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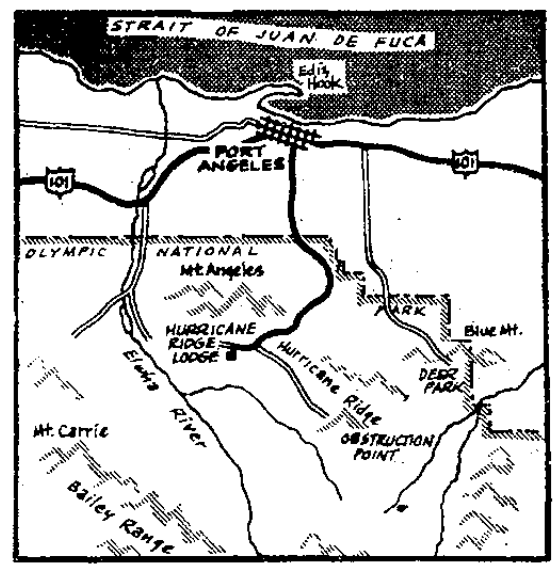
ON THE TRAIL: Hikers trudged up a flower-covered slope above Sunrise Lodge, left, and its museum, left center, in this spectacular view of the east side of Mount Rainier. The snowy peak, at 14,408 feet, is the highest point in this state. Rare alpine flowers carpet high-mountain meadows as winter's snows recede.

ALPINE AREA:

Hurricane Ridge Popular Tour Site



Among the most popular and easily-accessible alpine areas of the Olympic National Park is mile-high Hurricane Ridge.

This wonderland, at the end of an 18-mile paved road from Port Angeles, is in the heart of the alpine meadow country. Here are found an amazing variety of mountain flowers and a sweeping view of the Olympic Range, including 7,976-foot Mount Olympus.

THE DRIVE to the viewpoint is, itself, a breath-taking experience. Starting from sea-level, the road rises to Hurricane Hill and along the ridge at an elevation of 6,450 at the base of Obstruction Point.

The new highway, built in 1958, leads to the National Park Service lodge, which commands an imposing view across the Elwha Valley to the jagged Bailey Range, dominated by Mount Carrie, 7,015 feet high.

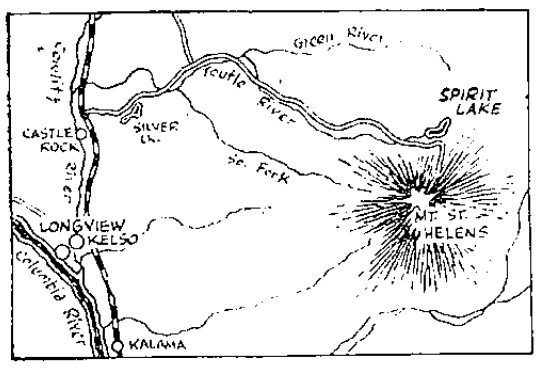
A way point of interest is Port Angeles, city of lumber and paper mills and the world-renowned king salmon. Travelers from throughout the world have eaten salmon at the Port Angeles Sportsmen's Club on picturesque Ediz Hook.

THE MOST direct route from Seattle is via the new Hood Canal Floating Bridge by way of the Seattle-Winslow ferry. Other routes lead through Tacoma or north from Seattle to the Edmonds-Kingston ferry.

From Tacoma, the traveler may choose to meander through Olympia, Shelton and north along Hood Canal, or cross the Tacoma Narrows Bridge to Bremerton and thence to the Hood Canal Bridge.

SPIRIT LAKE:

Mount St. Helens Trip Delightful



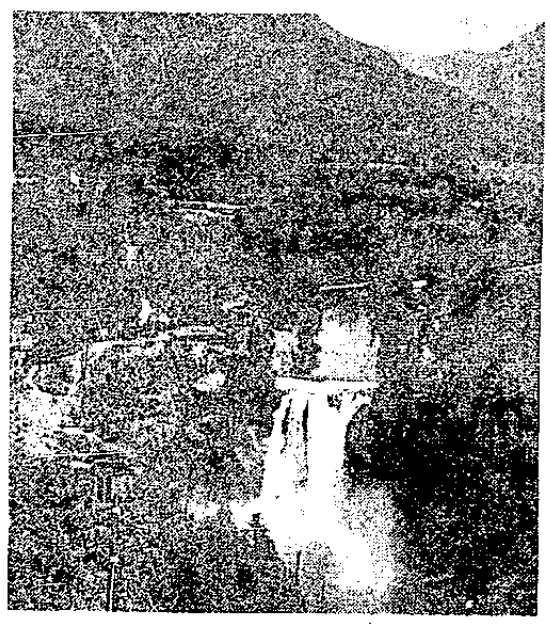
Visitors to the Pacific Northwest will find few sights more spectacular than a view of Mount St. Helens reflected in the calm beauty of Spirit Lake.

The Spirit Lake-Mount St. Helens recreation area lies about 45 miles east of Castle Rock and Highway 99 south of Seattle.

A number of small parks, campsites and picnic areas are to be found between Silver Lake and the end of the paved road on the south shore of Spirit Lake.

Many well-marked trails, maintained by the National Forest Service, wind through the forests. Several youth camps and a Forest Service camp surround the lake.

268-Foot Waterfall



MIGHTY SPLASH: The spring flood of the Snoqualmie River, as seen in this aerial photograph, plunged over Snoqualmie Falls 268 feet into the gorge near Seattle. Spray dashed the sides of the chasm.

Park Facilities Await New Rainier Study

The problem of where to establish overnight lodging facilities in Mount Rainier National Park has been the subject of hearings, surveys and studies. Some of them heated.

The latest study, at a cost of $20,000, will be financed jointly by the Department of Interior and the State of Washington.

Secretary of the Interior Udall said the National Park Service's policy is that such facilities should be developed by private enterprise on a concessionaire basis.

Seattle Noted For Fine Views

Seattle is noted for its many and varied views. Many fine homes are built on hillsides to take advantage of vistas of the Cascade or Olympic Mountains, of Puget Sound or of several beautiful lakes.

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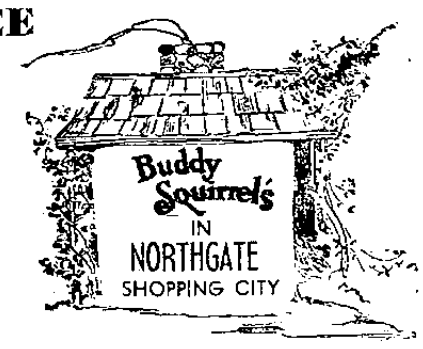

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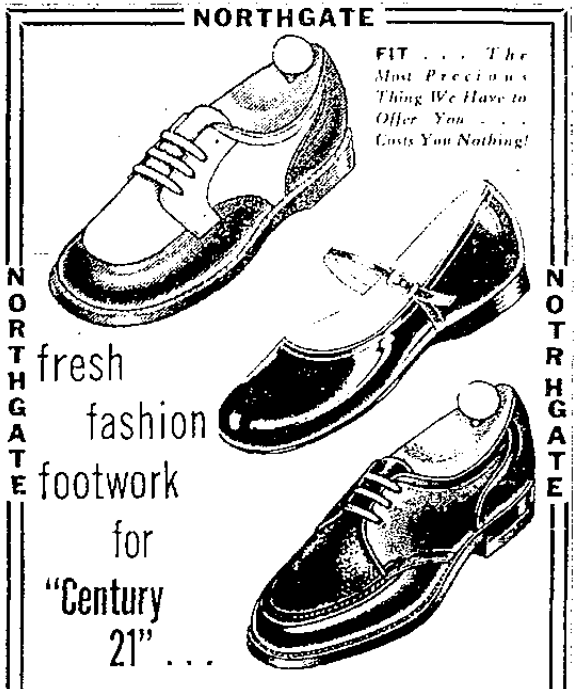

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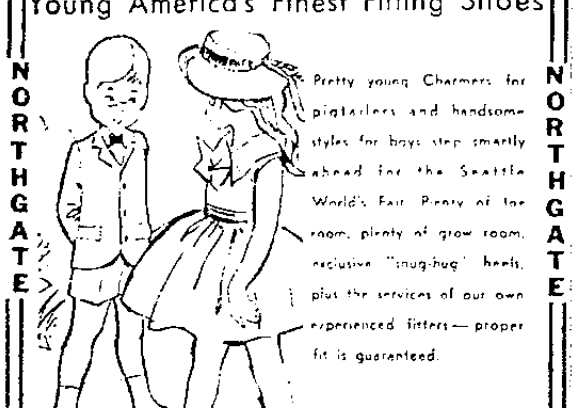

Pretty young Charmers for pigtailers and handsome styles for boys step smartly ahead for the Seattle World's Fair. Plenty of toe room, plenty of grow room, exclusive "snug-hug" heels, plus the services of our own experienced fitters — proper fit is guaranteed.

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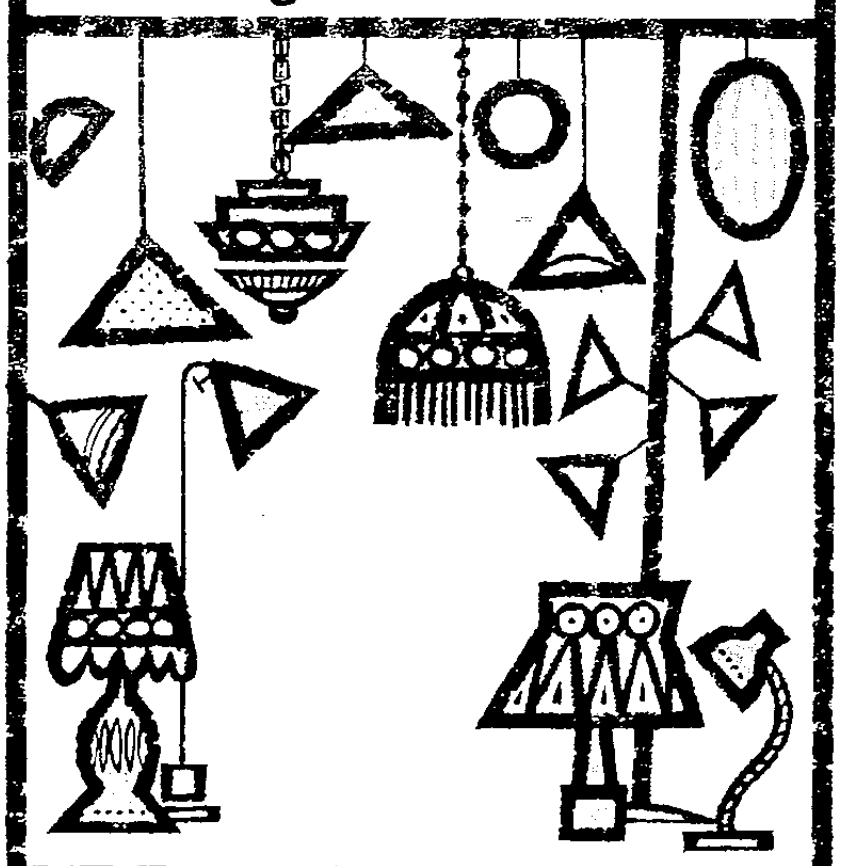

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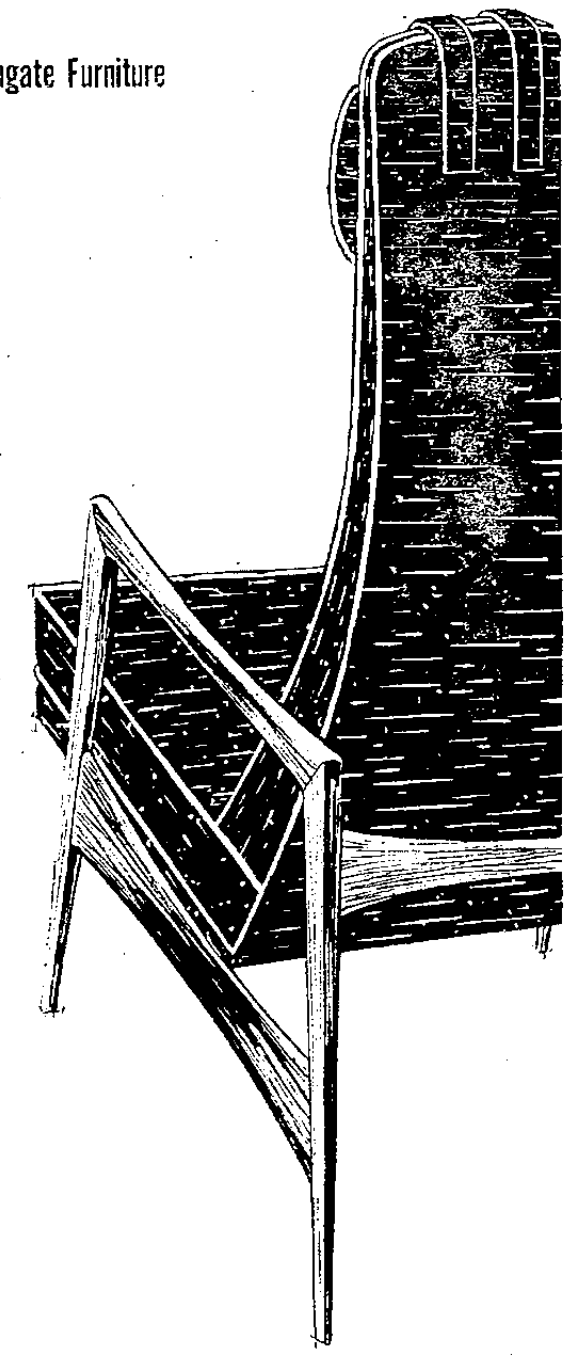

Eleven years ago, Northgate Furniture opened its doors in the brand new shopping city known as "Northgate," and since then Northgate Furniture has gained an enviable reputation for serving Seattle homemakers with tasteful home furnishings that are truly "worth living with."

Today Northgate Furniture is proud to announce the complete remodeling of their store at Northgate, the modernization of the display floors, and the introduction of many smart new modern furniture lines to bring even greater selection to Seattle's shoppers.

Northgate Furniture takes pride in the quality of the home furnishings they offer. They are proud of their beautiful new store, their reputation for good service, and their capable employees. They are even more proud of their many satisfied customers.

Northgate Furniture would like to know more of YOU and for more of YOU to know them. You are most welcome to drop in anytime and see their fine new store, designed in the forward spirit of Seattle's Space Age WORLD'S FAIR.

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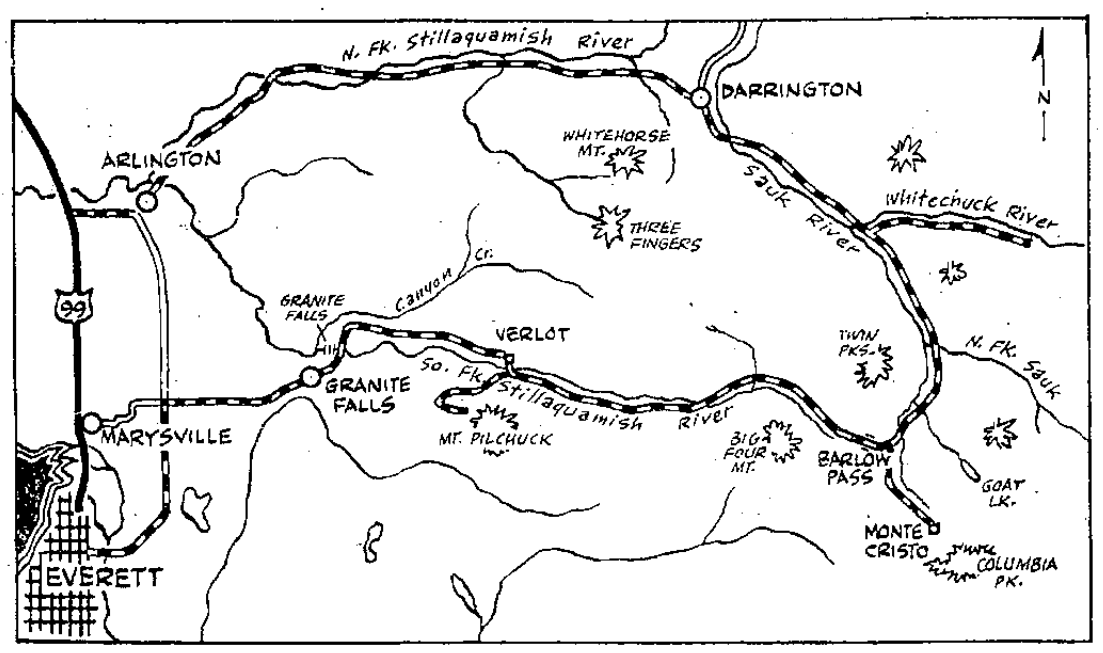
Grandeur of Cascades Lures Tourists

Rivers, forests, alpine lakes and the rugged grandeur of the Western Cascade Mountains, plus the romance of old gold-and-silver-mining camps, remnants from the past century are to be found on a one-day trip through the northern half of Snohomish County, northwest of Seattle.

The Mountain Loop Highway, actually a horseshoe, has for its terminal points Granite Falls and Arlington. It follows the courses of three rivers, the South and North Forks of the Stillaguamish and the Sauk.

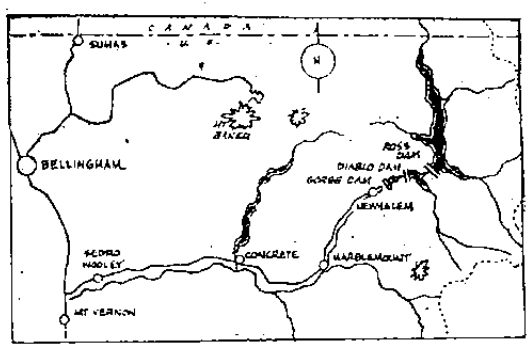
Campsites range from primitive to modern and the route is sprinkled with restaurants and motels in the valley communities.

Side trips up Mount Pilchuck, to the old mining camp of Monte Cristo and up the Whitechuck River also are worthwhile.



SKAGIT TOUR:

Power-Plant Area Is Tourist Attraction



A combination of natural and man-made wonders is included on a trip to the upper reaches of the Skagit River, about 130 miles north and east of Seattle.

Tours to this area, in fact have been popular among Western Washington residents since the early 1920's. The main attraction was, and is, Seattle City Light's Skagit hydroelectric project, a three-dam complex stretching over 11 miles of the river.

IN THE AREA are three power-generating plants and two utility-owned communities.

The project area begins at Newhalen, headquarters and site of the Gorge powerhouse. Next upstream is the new high Gorge Dam, Gorge Lake and the town of Diablo.

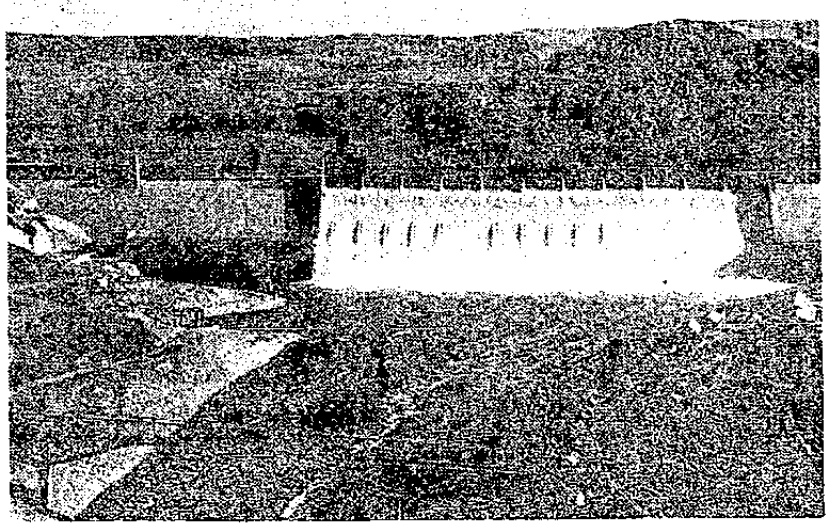
Above that is the spectacular Diablo plant, a powerhouse and a 600-foot incline railway and the dam.

AT THE UPPER end of Diablo Lake, accessible only by trail or boat, is Ross Dam and its powerhouse, key structures in the project.

Although casual travel is possible, the best way to see the project is on a conducted tour offered by City Light. Tours begin May 30 and continue until September 1.

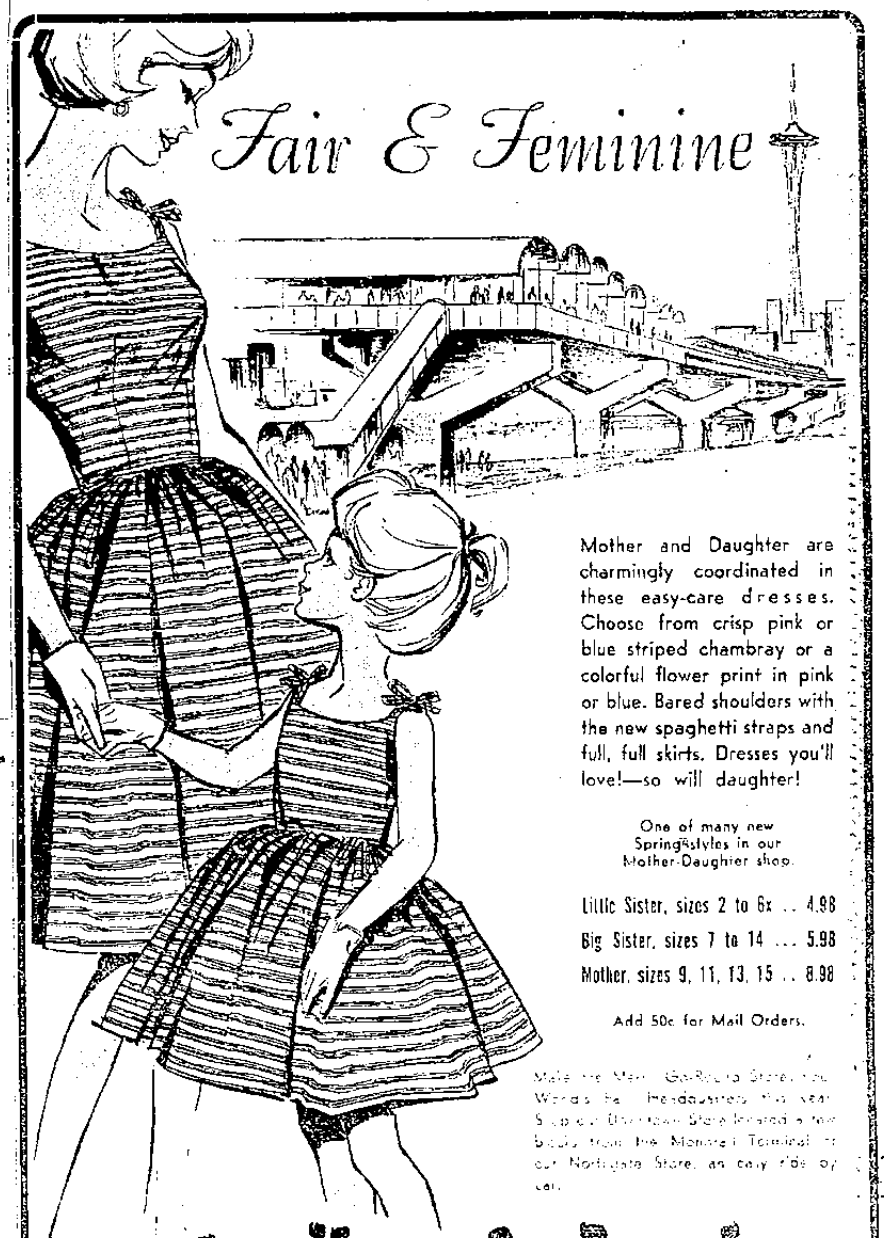
Reservations for the all-day tour can be made at the Skagit Tours office of the Seattle City Light Building, 1015 Third Av. The cost is $3 a person.

Grand Coulee Modern Wonder



GIANT: Still one of the engineering wonders of the modern world is Grand Coulee Dam, completed in 1941 on the mighty Columbia River in Central Washington. The city of Coulee Dam is at lower right. The dam, with a spillway 350 feet high, impounds water into Franklin D. Roosevelt Lake. Water from it irrigates more than 400,000 acres of farm land. Two powerhouses at the base of the dam regularly generate 2,000,000 kilowats of electricity. A third powerhouse may be added. The area is an important tourist attraction and is growing fast as a recreational center for fishing, boating and sightseeing.

Fair & Feminine



Mother and Daughter are charmingly coordinated in these easy-care dresses. Choose from crisp pink or blue striped chambray or a colorful flower print in pink or blue. Bared shoulders with the new spaghetti straps and full, full skirts. Dresses you'll love!—so will daughter!

One of many new Spring Styles in our Mother-Daughter shop.

Little Sister, sizes 2 to 6x .. 4.98
Big Sister, sizes 7 to 14 ... 5.98
Mother, sizes 9, 11, 13, 15 .. 8.98

Add 50c for Mail Orders.

Make the Merry-Go-Round Store for Women's Fashions headquarters this year. Suburban Store located a few blocks from the Monorail Terminal at our Northgate Store, an easy ride by car.

The Merry-Go-Round

Seattle's Favorite Children's Shops
NORTHGATE—Open Wednesday and Friday Nights
Downtown—1305 5th Ave.—Open Monday Nights

See them at the Fair! Buy them at Hy-Lo!



The Finest Names in Fashions will be modeled at the World's Fair, and Hy-lo Fashions is proud to be a Seattle representative for Rose Marie Reid Swimwear and Koret of California Playtime Fashions. See them at the World's Fair Fashion Shows and then visit any one of our three fine stores and let us assist you in selecting your Spring and Summer wardrobe.

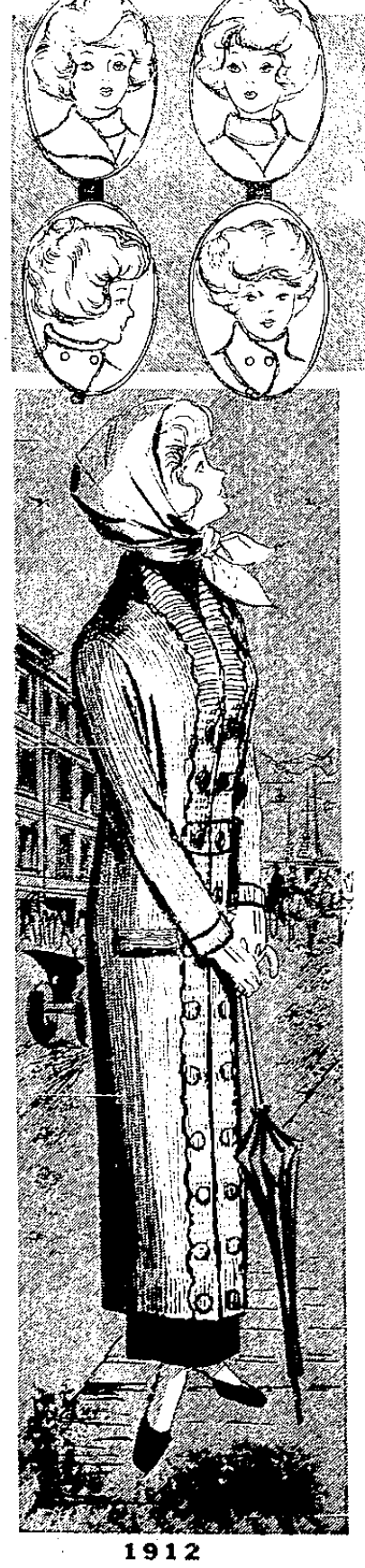
Hy/Lo Fashions

NORTHGATE WHITE CENTER BURIEN

Octonek opened its doors in Seattle, at 5th and Union in 1912.

FIFTY YEARS

Serving the people of Seattle for 50 years, from 1912 to 1962.



"Octonek's" name dates back to the original sweater they developed, back in 1912, with a tricky collar which could be worn eight ways. "Octo" for eight and "nek" for neck, combined to form "Octonek."

We illustrate here the original collar with its variations.

Four generations of Seattle families have been faithful followers of Octonek as it has moved through the years from its first store at 5th and Union, to 1626 Westlake, then to 6th and Union, and in 1955 to Northgate Shopping Center, where it is now located.

For the past 25 years Octonek has been owned and operated by Zan and Eve Freeman, who today, as always, bring you the finest lines of Sweaters, Skirts, Tapers, Knit Suits and Dresses, Blouses, Swimwear and Separates available anywhere.

Since 1912 Octonek has been dedicated to maintaining a reputation for quality merchandise at reasonable prices, keeping up with timely and exciting fashion trends, and serving you with pleasant, cheerful friendliness.

The Octonek of today prides itself on being a smart, modern store in an up-to-date Shopping Center, offering the newest "Fashions for the Fair".



1912 1962

Octonek
Now Located at Northgate
911 Northgate Mall—
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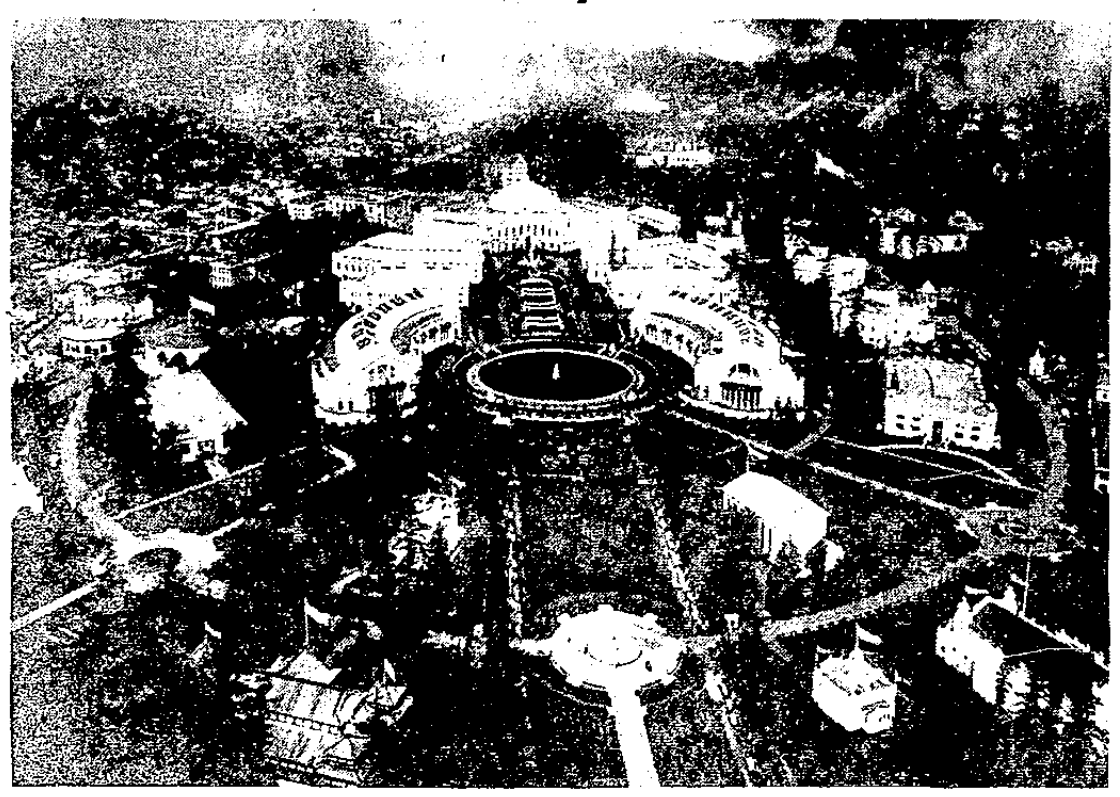
U. of W. History Links 1909 Exposition to Seattle World's Fair



A.-Y.-P., PHOTOGRAPHED FROM A CAPTIVE BALLOON
Geyser Basin, later Frosh Pond, was fair center.

The University of Washington, which owes the 1909 Alaska-Yukon-Pacific exposition for a permanent boost to its campus, is ready for another international show—the 1962 World's Fair.

The A.-Y.-P. Exposition was an exciting 138-day fair, exceptional in its day.

A total of 3,740,551 persons, including President Taft, attended. It was a financial success.

The 1909 fair was designed to provide the university with a ready-made campus and several badly needed permanent buildings after the fair.

THE 1909 circular pool, the Geyser Basin, now known as Frosh Pond, is being converted into a spectacular, illuminated, 100-foot-high fountain.

It is due for operation April 21 when the Century 21 Exposition opens. The fountain is a gift of Joseph Drumheller, Spokane, president of the university's board of regents.

The university, which is offering the fair the use of its dormitories for youth-group lodging, also will be on exhibit to visitors throughout the fair.

The Century 21 Visitors' Center will be in the Student Union Building (HUB). Guests touring the campus may use the cafeteria, telephones, lounges, candy counter, restrooms and other services.

AUTOMATIC food-vending machines will be in operation on week-ends when the cafeteria is closed.

Many departments will have special displays in lobbies and corridors.

Gate attendants will be on duty daily and week-ends to give information and campus maps to visitors.

Guests may attend the many lectures, concerts, art exhibits, operas, film showings, dramatic productions and athletic events.

A "first" for the university will be its International **Webern** Music Festival May 25 to 28. As a feature, Eugene Ormandy and the Philadelphia Orchestra will play the hitherto unpublished works of Anton Webern, Austrian composer, in downtown Seattle.

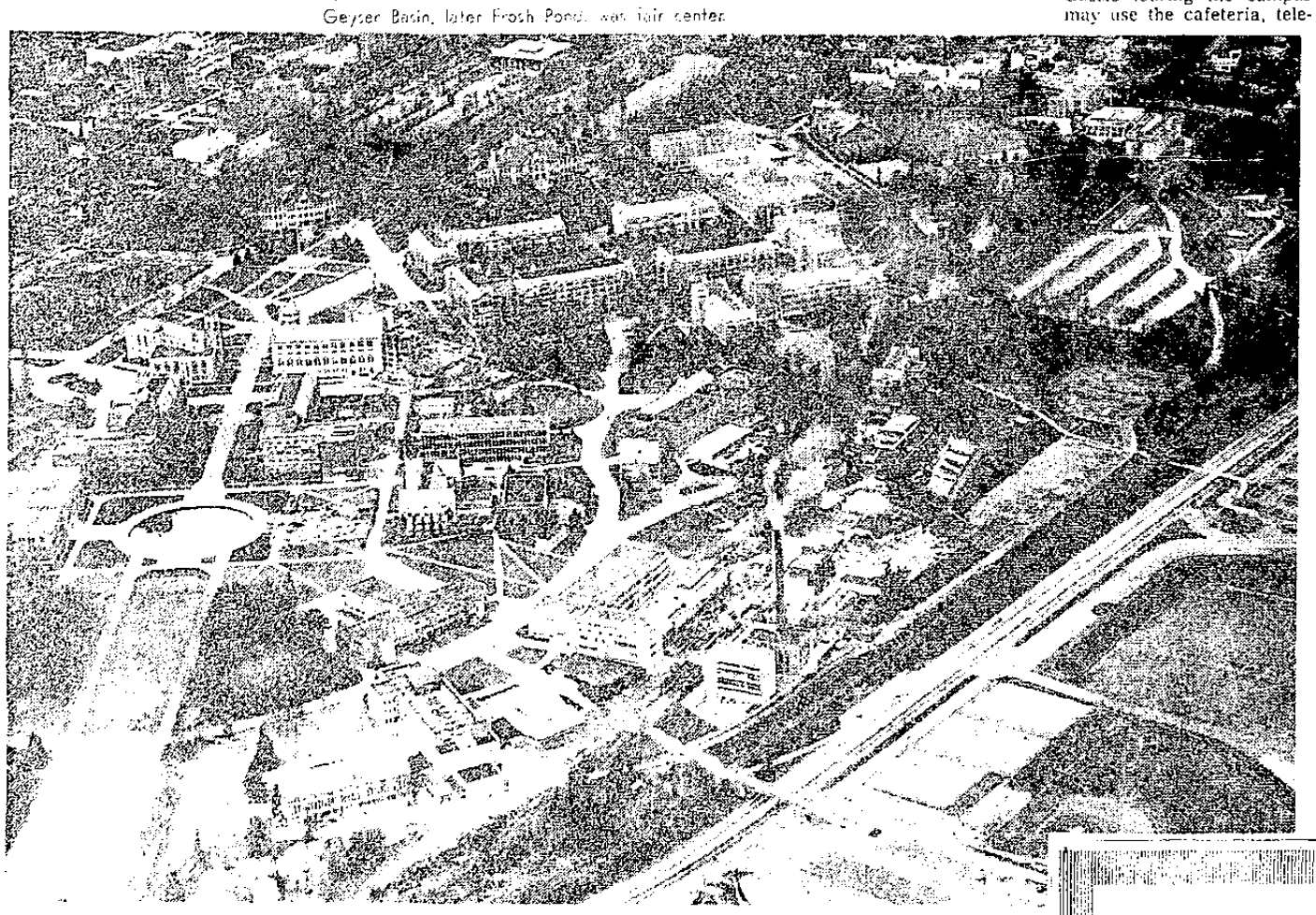
WEBERN CONCERTS and exhibits will be held on the campus.

Noted lecturers will include Marquis Childs, newspaper columnist, and Sir Julian Huxley, British biologist, philosopher and author.

Founded in 1861 in what now is downtown Seattle, the University of Washington is the oldest state university on the Pacific Coast.

Its present campus in northeast Seattle has nearly 100 buildings. The fall enrollment of 18,800 daytime students was the 14th largest in the nation. Class size, however, averages only 23 students.

Dr. Charles E. Odegaard is president of the institution.



PRESENT-DAY UNIVERSITY OF WASHINGTON OCCUPIES 1909 FAIR SITE
Frosh Pond, to become a fountain, is at left in this aerial photograph.

Fifty States to Be Given Honor Places

The 50 states will pass in review at the Seattle World's Fair.

Finishing touches are being put to an $80,000 ceremonial centerpiece on the fairgrounds. It will be known as the Plaza of the States.

In impressive ceremonies dotting the entire fair calendar, special honor days have been set aside for each state.

GOVERNORS, legislators, visiting bands and choral groups will participate in the Plaza programs.

Flagpoles for each state — in order of their admission to the Union — ring the large Plaza. Plaques telling something about each state will be installed at the base of each flagpole.

The Flame of Unity, a natural-gas font, will be rekindled for each ceremony.

The World's Fair Band, conducted by Jackie Souders, veteran Seattle musician, will be featured in the Plaza programs.

THE STATE of Washington — through the World's Fair Commission — is financing the Plaza of the States and the honor programs.

Jack Gordon of Greater Seattle, Inc., is the coordinator.

Governor Rosellini plans to meet the guest governors and preside as Washington's host at official state dinners.

Following are the state honor days scheduled so far:

Alaska, July 7; **Arizona,** August 15; **Arkansas,** April 29; **California,** June 15; **Colorado,** May 15; **Connecticut,** June 2; **Delaware,** August 1; **Florida,** June 27; **Georgia,** June 9; **Hawaii,** June 5; **Idaho,** April 24; **Illinois,** June 20; **Indiana,** June 8.

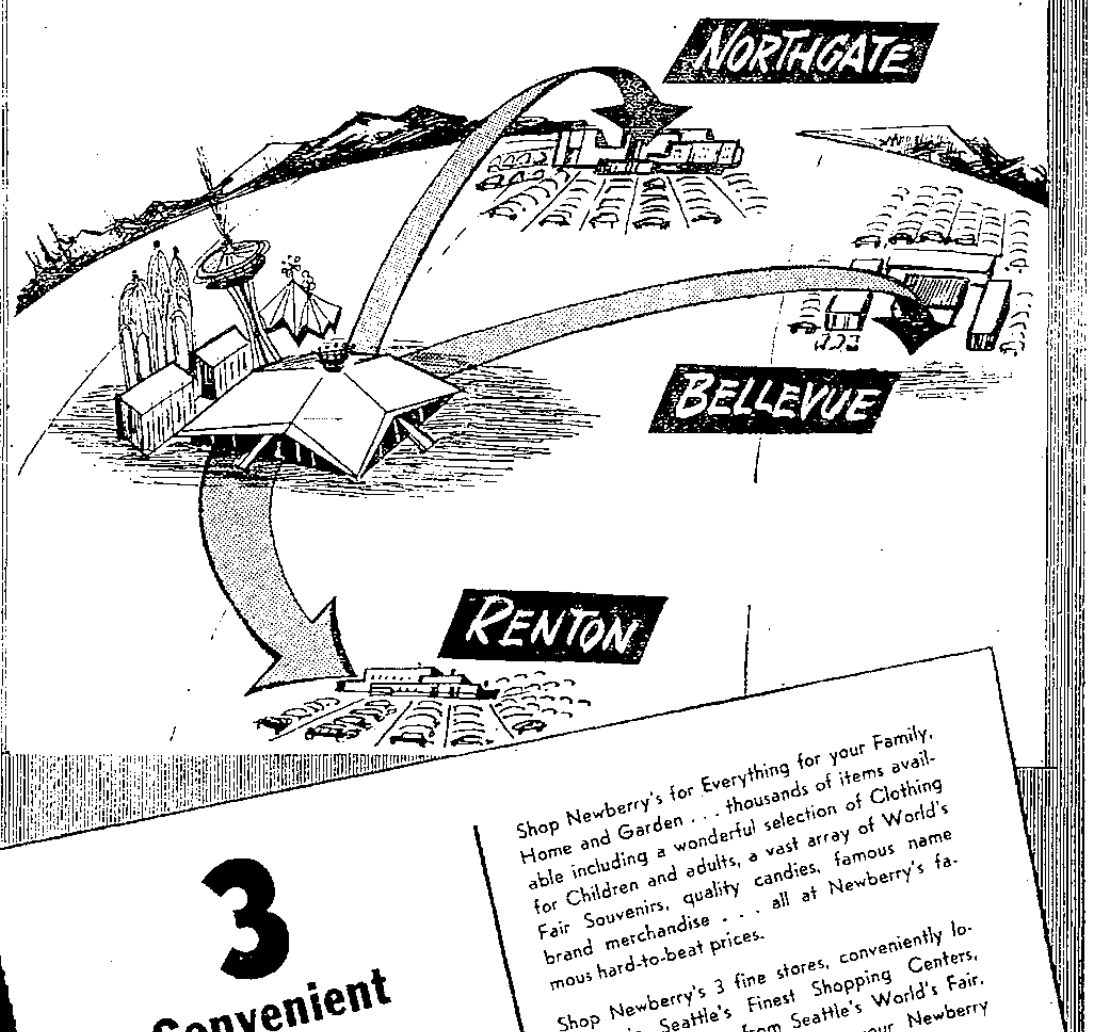
Iowa, May 12; **Kansas,** June 7; **Kentucky,** July 21; **Louisiana,** June 13; **Maine,** October 1; **Michigan,** June 19; **Minnesota,** June 12; **Mississippi,** September 4.

Missouri, June 11; **Montana,** April 28; **Nebraska,** May 25; **Nevada,** June 12; **New Hampshire,** September 28; **New Jersey,** June 20; **New Mexico,** July 14; **North Carolina,** June 23; **North Dakota,** June 5; **Ohio,** September 7.

Oregon, May 26; **Pennsylvania,** July 3; **Rhode Island,** gust 16; **West Virginia,** June June 22; **South Dakota,** June 20; **Wisconsin,** April 23; **Wy-**10; **Texas,** April 27; **Utah,** Au- **oming,** June 3.



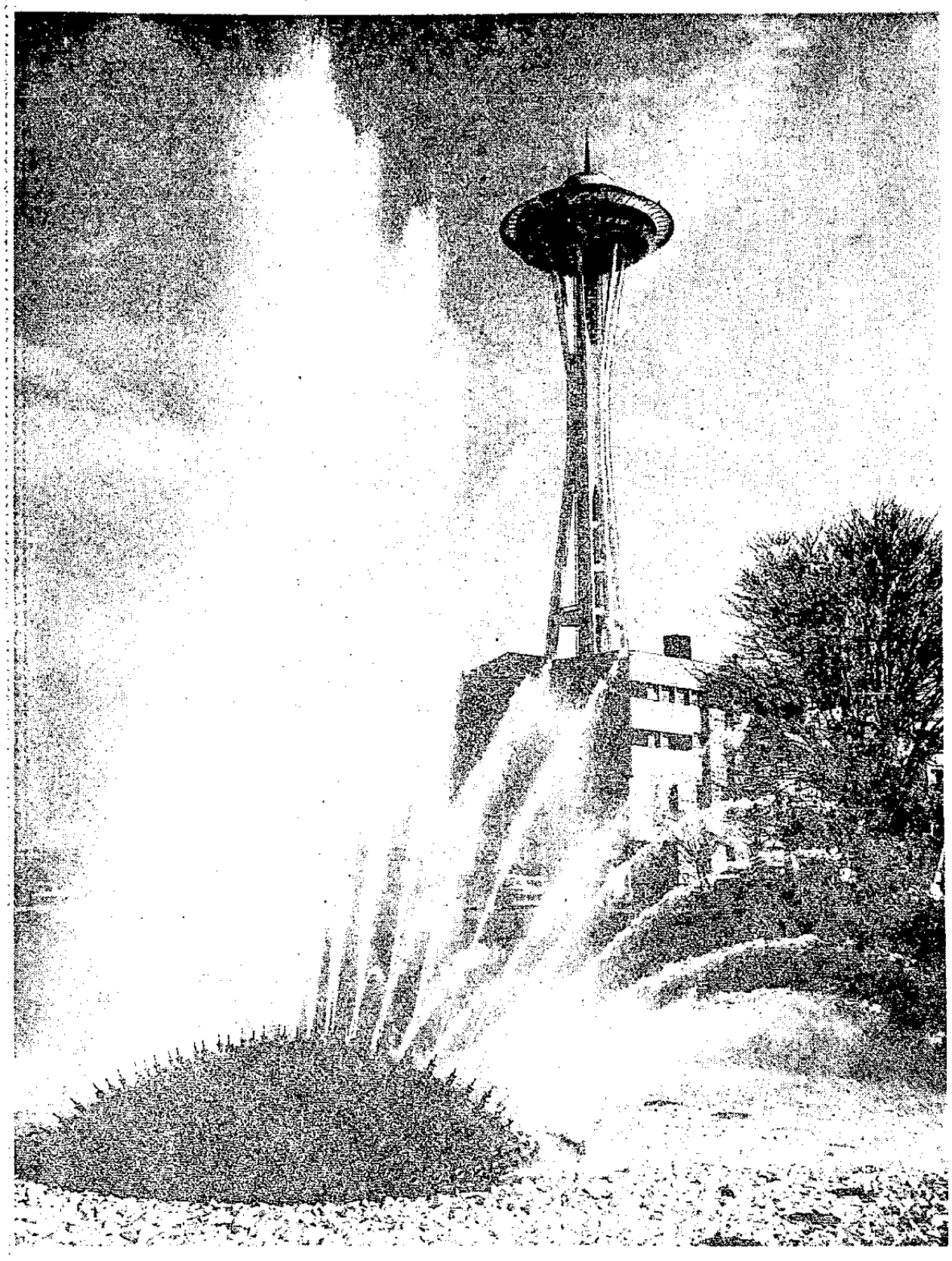








Fountain Among Fair's Breath-Taking Displays



America's largest and most spectacular municipally sponsored fountain lies in the heart of the Seattle Center and is one of the most breath-taking displays of the fair.

Built at a cost of $350,000, it was designed by two Japanese architects, Kazayuki Matsushita and Hideki Shimitsu, who won an international competition conducted by the Municipal Art Commission. The City Council appropriated all funds necessary for the competition and construction, an unprecedented action for an American city.

BASICALLY, THE FOUNTAIN represents a gigantic sunflower, whose dome (or "seed center") contains 117 nozzles. Around the dome is a wide circle of limestone rocks, among which are most of the lights that play a variety of colors on the water sprays.

An outer bowl of sculptured concrete, measuring 185 feet in diameter, captures the falling water and returns it to the source. A vast network of machinery controlling the water streams is housed in a massive chamber five stories below ground.

In a control room immediately below the surface is the electronic equipment on which the fountain sprays are "played" automatically in concert with the lights and recorded music.

THE ORIGINAL IDEA for the fountain was offered by Paul Thiry, primary architect for the Seattle Center and the World's Fair, to the City Council. On accepting it, the Council turned over its execution to the Art Commission.

Lister Holmes managed the competition, which drew more than 400 entries from virtually all nations, and John O. Phillips served as architectural associate to Matsushita and Shimitsu, who supervised construction.

FOUNTAIN FACTS

Should a breeze arise, an anemometer, which records wind velocity, will lower the water pressure automatically. This will prevent fountain-gazers from getting splashed.

The fountain is designed to spurt water to a height of 100 feet.

Nozzle capacity may be increased from the present 117 to the originally conceived 465.



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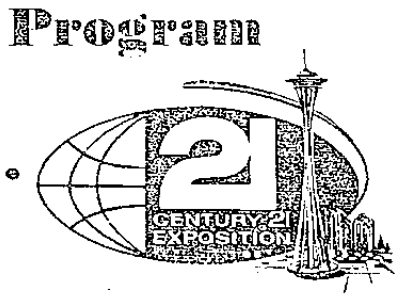

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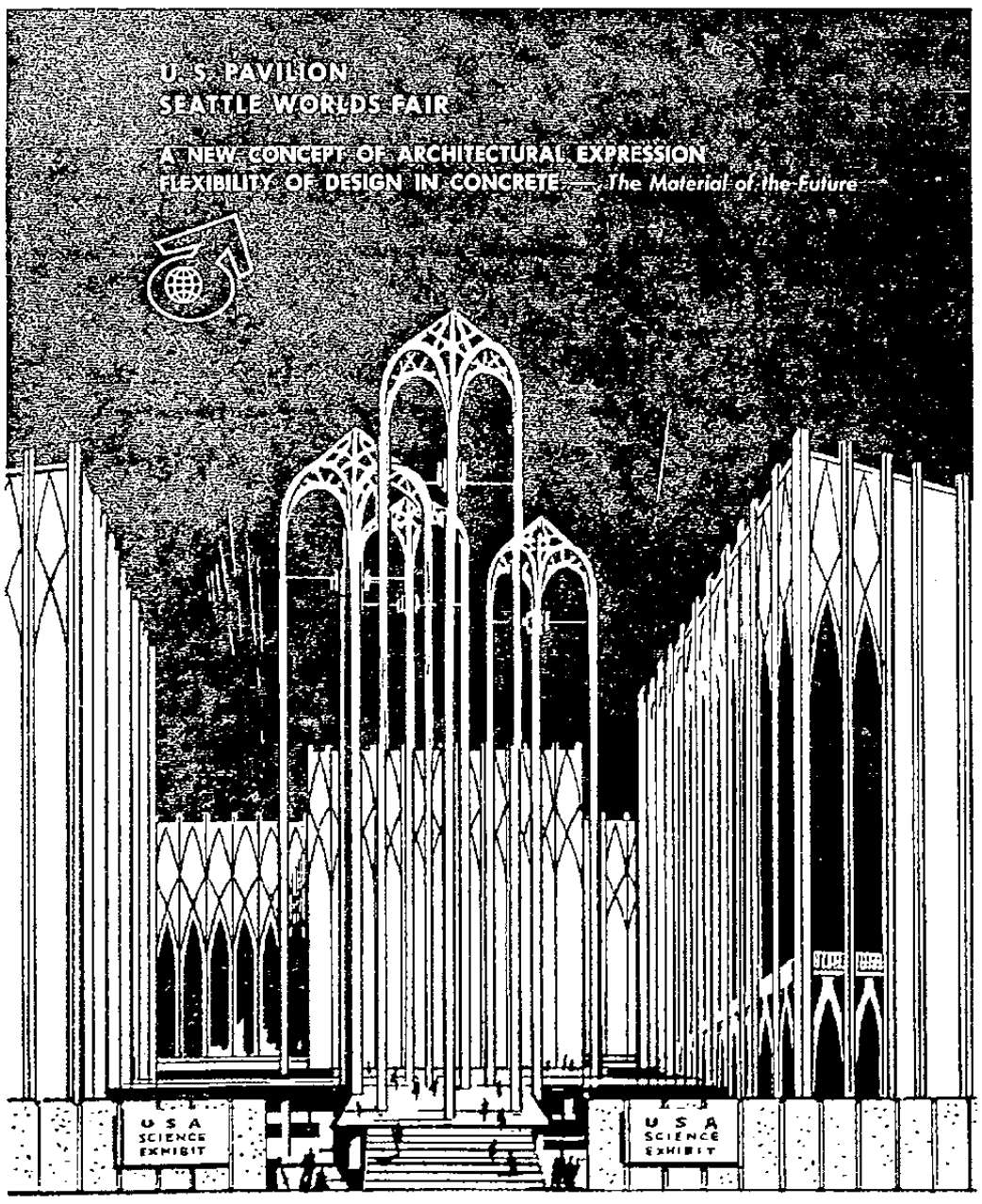

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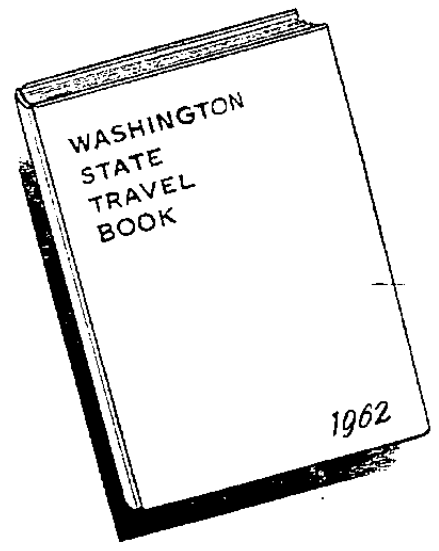

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Lists airstrips, Cascade fishing lakes, golf courses, campgrounds, Mt. Rainier hiking trails, state parks, boat marinas, highway maps, hotels, resorts—and other informative data and directories.

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CO-EDITED BY FRED S. COOK and BARLOW HARDY
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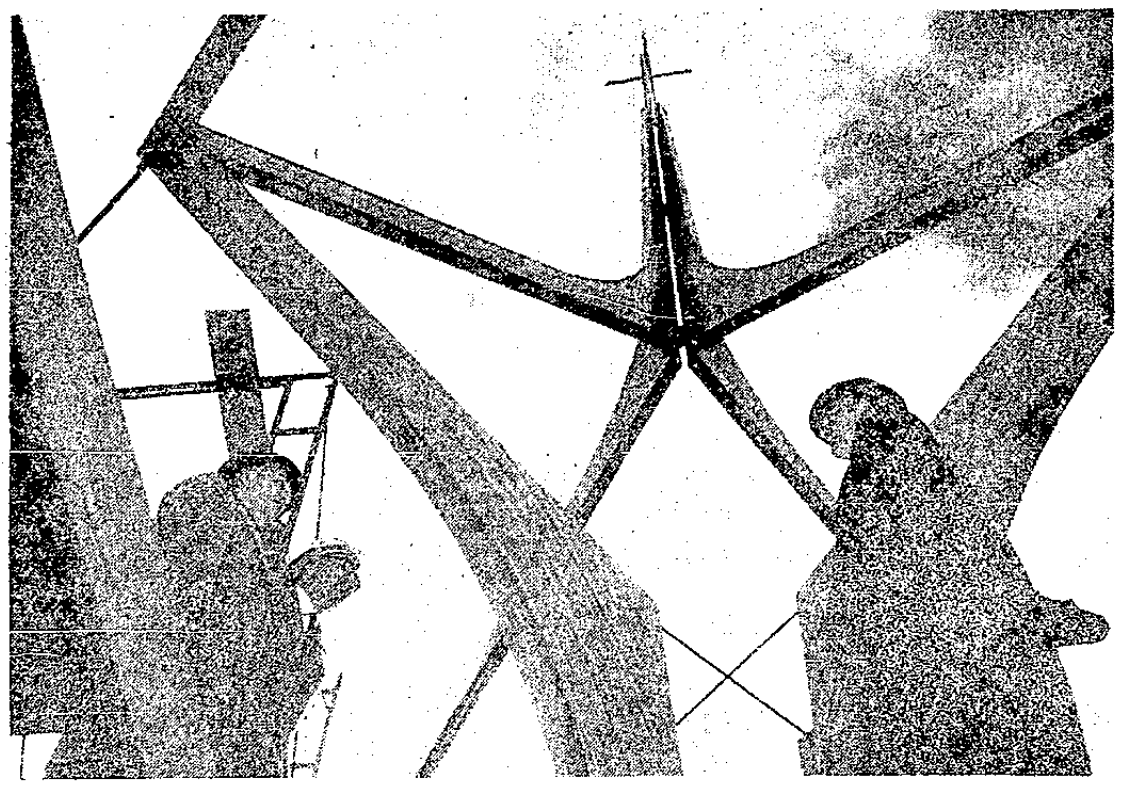
Churches Have Major Role at Fair



INSPIRING: Leaders of the Christian Witness Pavilion inspected the spire. From left, Orion Davids, the Rev. Dr. Lemuel Petersen and Dr. Luvern V. Rieke.

By LANE SMITH
Religion Editor The Times

A nationally prominent churchman once asserted that when the first spaceship left earth bound for inter-planetary exploration, a Christian missionary would be aboard.

This same principle of Christianity — its everlasting commission of evangelism — has been at work at the Seattle World's Fair.

The fair may be keyed to man's scientific feats but the church's premise and role in the fair have been that the churches can't afford to be left behind on any projection made for the 21st Century.

Three major exhibits have been established on the fairgrounds. National church organizations have scheduled conventions during the fair. Leading churchmen will speak at services on and off the grounds.

There will be three exhibits that will operate daily throughout the fair. They are:

The Christian Witness Pavilion, which represents 19 denominations and 14 Christian-centered agencies.

Sermons from Science, presented by the Moody Institute of Science under sponsorship of the Christ for the World Committee, an organization of Seattle evangelical groups.

The Christian Science Exhibit, which through audio-visual and electronic displays will tell of the activities of this world-wide religion and its international daily newspaper, The Christian Science Monitor.

Of religious participation in the fair, Dr. Luvern V. Rieke, a University of Washington professor, Lutheran layman and president of the Christian Witness in Century 21, Inc., has said:

"We believe that a preview of the next century without religion is a truncated view."

Dr. Rieke also pointed out that the churches, "like industry exhibitors will be showing our product."

The Christian Witness pavilion has dedicated its exhibit to "the children of today, citizens of Century 21."

The pavilion will accent its message by service. A child-care center will be an important part of the exhibit, offering care and instruction for children 3 to 7 while their parents attend the fair.

THE EXHIBIT also will present a seven-minute film on the crises of life. There will be no sermons. But the pavilion will contain a meditation chapel and a chaplain's office which local ministers will take turns staffing.

The eye-catching building was designed by the architectural firm of Durham, Anderson & Freed. The exhibit will cost about $300,000, financed to a large measure by individual gifts.

A spokesman for Christianity well may be the fair's busiest performer.

At least twice a day, seven days a week for 184 days, Dr. George Speake, an electrical engineer, will present illustrated "Sermons from Science" at a building sponsored by the Christ for the World Committee.

Speake's "sermons" are aimed at answering such searching questions as:

"Is the Christian faith compatible with the findings of modern science."

The fair's stadium will be the scene of a major religious festival on Easter Sunday, April 22. Christian Witness in Century 21, Inc., will be the sponsor. The Rev. Dr. Louis Evans of the United Presbyterian Church will be the speaker.

The Rev. Billy Graham, the evangelist, will speak at a rally July 8.

One of the city's biggest conventions during the fair, the North American Liturgical Week, will be held August 20 to 23. It will be under the patronage of the Most Rev. Thomas A. Connolly, archbishop of the Catholic Archdiocese of Seattle.

The Evangelical Covenant Church of America will hold its national convention June 19 to 24.

The tenth annual convention of the Full Gospel Business Men's Fellowship International will be aboard for the fair July 2 through 6.

THE EXHIBIT will include consultation rooms, where visitors may inquire deeper into Christian beliefs.

Correspondents of The Christian Science Monitor will telephone daily from distant parts of the world with reports to the Christian Science exhibit. Visitors will be able to listen in on the reports.

In one of two theaters, visitors also may view film strips in which men, women and children tell how they have benefitted from their study of the Bible and application of the teachings of Christian Science, the religion founded by Mary Baker Eddy in Boston in 1879.

The exhibit building was designed by the architectural firm of Young, Richardson & Carleton.

The exhibit is designed especially for non-Christian Scientists.

Needle Manager

Hoge Sullivan, who was the 1957 Seafair Prime Minister, is the Space Needle manager.

AMERICA'S SPACE AGE WORLD'S FAIR

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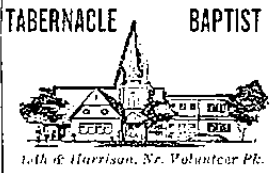
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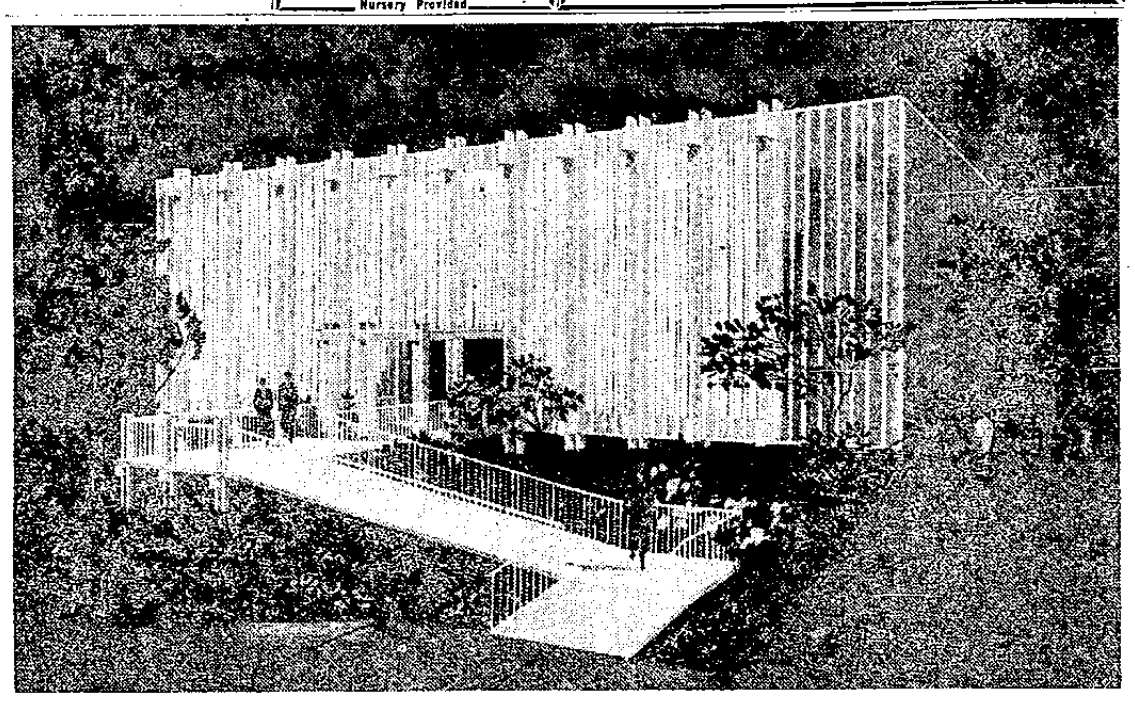


VISIT THE CHRISTIAN SCIENCE EXHIBIT

Located just southeast of the Monorail Terminal on the Fairgrounds

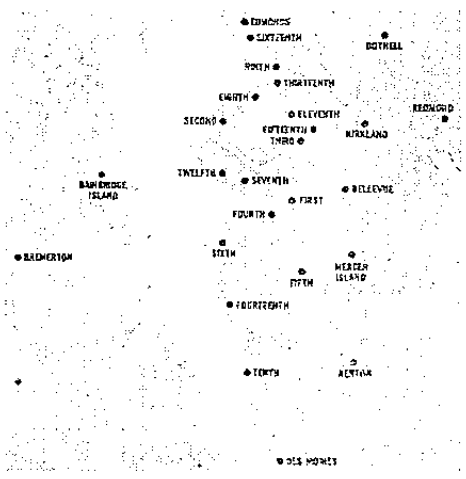
You are also invited to attend Sunday Morning Services and Wednesday Evening Meetings at the following Churches of Christ, Scientist in this area:

CHURCHES OF CHRIST, SCIENTIST IN SEATTLE:

FIRST CHURCH, 1519 East Denny Way (Capitol Hill)
SECOND CHURCH, 2205 N.W. 67th (Ballard)
THIRD CHURCH, 1707 N.E. 50th (University)
FOURTH CHURCH, 8th & Seneca (Downtown)
FIFTH CHURCH, Rainier S. & S. Alaska (Rainier)
SIXTH CHURCH, 2656 42nd Avenue S.W. (West Seattle)
SEVENTH CHURCH, 2555 8th Avenue W. (Queen Anne)
EIGHTH CHURCH, N. 104th & Dayton N. (Greenwood)
NINTH CHURCH, 616 N.E. 165th (Ridgecrest)
TENTH CHURCH, 14925 22nd Avenue S.W. (Burien-Seahurst)
ELEVENTH CHURCH, 333 N.E. 76th (Green Lake)
TWELFTH CHURCH, 1700 28th Avenue W. (Magnolia)
THIRTEENTH CHURCH, 3500 N.E. 125th (Lake City)
FOURTEENTH CHURCH, 3601 S.W. Barton (Fauntleroy-White Center)
FIFTEENTH CHURCH, 5801 Sand Point Way N.E. (Sand Point)
SIXTEENTH CHURCH, 18213 Fremont N. (Richmond Highlands)

CHURCHES OF CHRIST, SCIENTIST IN SUBURBAN AREAS:

BAINBRIDGE ISLAND *First Church*, Madison Way & High School Road
BELLEVUE *First Church*, 801 Lake Washington Blvd. at Overlake Drive
BOTHELL *First Church*, 18404 102nd N.E.
BREMERTON *First Church*, 4th Street at Warren Avenue
DES MOINES *Society*, S. 218th
EDMONDS *First Church*, 503 Bell Street
KIRKLAND *First Church*, 220 1st Street
MERCER ISLAND *First Church*, S.E. 47th Street at 86th Avenue S.E.
REDMOND *Society*, Avondale Road
RENTON *First Church*, 220 Whitworth



For information about the Christian Science Exhibit at the Seattle World's Fair and about transportation and hours of service at Branch Churches please phone CEntury 5-1140 (10 a.m. until 10 p.m. daily.)

THE EVANGELICAL COVENANT CHURCH OF AMERICA,
with headquarters in Chicago, Ill.
WELCOMES ITS MEMBERS AND DELEGATES TO ITS 77th ANNUAL MEETING
SEATTLE, WASH., JUNE 19-24, 1962
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Community Covenant Church
Mission Covenant Church
Bethany Covenant Church
Community Church
First Covenant Church
Hillman Covenant Church
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First Covenant Church
Harvard Covenant Church
Fraserview Covenant Church
Martha Lake Community Church
Factoria Covenant Church
Highland Covenant Church
Mission Covenant Church
First Covenant Church
Community Covenant Church
Hillcrest Covenant Church
Mission Covenant Church
Covenant Community Church
High Point Mission Church



WE'RE SURE YOU'LL AGREE THAT THE RATE OF CHANGE IN OUR WORLD IS STAGGERING. THE WORLD'S FAIR will make vivid how many changes we must expect in Science, Medicine, and Technology in Century 21.

SEEING SO MUCH CHANGE AFFECTS THE WAY WE LOOK AT LIFE. MANY PEOPLE ARE SAYING, "NOTHING IS certain but change". Novelists and philosophers are saying it. You may be saying it, too. It is a very serious statement because if nothing is certain but change, life is without purpose.

IT WOULD BE A VALID CONCLUSION IF OUR ABILITY TO KNOW REALITY WERE LIMITED ONLY TO OUR USE of scientific reason. But we need not limit ourselves to the use of reason. Those who use the scientific method investigate only things they can measure. But there are many things that cannot be measured. Can a man measure love with a galvanometer?

FAITH IS A WAY OF KNOWING REALITY. THROUGH SERIOUS STUDY OF THE LIFE AND CLAIMS OF JESUS Christ, millions have found a purpose for living in the One Who never changes. They know that faith is not a "leap in the dark" but a response to a message of power which points us to Christ, the way to reality.

IS ANYTHING FOR SURE?

If you have been thinking seriously about the uncertainty in the world and are looking for something certain to build your life on, why not investigate further what the Church has to say about Christ?

THE LUTHERAN CHURCHES OF THE SEATTLE AREA

And while you're at the fair visit the Christian Witness Pavilion

Glittering Civic Center to Remain as City's Heritage

The Seattle World's Fair, unlike its predecessors, will have something to show for it all long after the gates are closed and the dust has settled.

A glittering civic center, with an amazing complex of interlaced facilities, is blossoming on the fairgrounds.

Lucky thing for the city.

And a lucky thing for the fair, too.

The World's Fair and the Seattle Center project began almost simultaneously and followed parallel paths.

First, the residents of Seattle approved a $7,500,000 bond issue to begin the civic center in November, 1956.

Then the 1957 Legislature appropriated $7,500,000 (later to be boosted to a total of $10,500,000) for the World's Fair. State Rep. Ray L. Olsen of Seattle, who numbers among his other duties the job of historian for the State World's Fair Commission, was the driving force behind that appropriation.

Then, in September, 1959, Congress voted the first $9,000,000 of a $10,000,000 appropriation for the Federal Science Pavilion and science exhibit.

King County completed the participation, with $750,000 for important exhibit pavilions around the Washington State Coliseum.

The fair would be hard-pressed today without the new public buildings.

And this will be the fair's legacy — a civic center with all the trimmings.

Here is a list of the city projects and how they will be used in the fair:

Opera House—A like-new concert - convention hall built for $2,370,000 within the shell of the Civic Auditorium.

Fine Arts Hall — A spacious new building adjoining the Opera House where the art treasures of the centuries will be displayed at the fair. Later, it will become an exhibit-banquet hall.

Playhouse—The Third unit of the Seattle Center with seating for 800 persons. Ballet, Little Theater, press conferences and other events will fill the Playhouse during the fair. Together, the Playhouse and Fine Arts Hall cost $2,151,356.

Seattle Center Fountain—A $350,000 spectacular fountain near the middle of the fairgrounds featuring water patterns from 117 jets, colored lights and music.

Seattle Center Garage.— A new 1,500-automobile parking garage, with a pedestrian bridge across Mercer Street connecting the $1,600,000 garage with the Seattle Center.

The Arena — Formerly the Ice Arena, the venerable building has been modernized with a new facade. It will be the setting for a variety of shows at the fair.

The city will acquire the spacious Washington State Coliseum after the fair for a sports pavilion and convention center.

Several other permanent buildings, built especially for World's Fair exhibitors, likely will be added to the Seattle Center, too.

Councilman J. D. Braman, one of the sparkplugs of the civic-center development, estimated that development of the Seattle Center was accelerated 25 years by the close partnership between the fair and City Hall.

The total price tag for the buildings that will grace the Seattle Center has been placed at $30,000,000 or more.

In addition, efforts already are under way to retain the eye-catching Federal Science Pavilion. The $4,000,000 cluster of six buildings, some say, would be ideal for permanent science exhibits and teaching facilities.

If everything works out, Seattle can look forward to quite an inheritance from the last will and testament of the World's Fair.

NICE SUMMER:

Visitors to Enjoy Pleasant Weather



By DICK MOODY

World's Fair weather forecast: Generally fair, with warm, sunny days, cool nights and occasional light, refreshing rain.

Tourists who never have been to Western Washington have a treat in store.

Seattle seldom is hot. The average July maximum temperature is 75 degrees. August is 74. As the mercury rises, the humidity usually drops.

While Old Sol is blistering other sections of the United States, he bestows his rays gently in Seattle and the Puget Sound country. The summer sun feels good in Seattle. Sunbathing is a joy, not a chore.

AND AT NIGHT Seattle natives generally sleep under blankets all summer long. Uncomfortable nights are infrequent.

Air conditioning, so necessary in other parts of the nation, is a rarity. It just isn't needed.

"The agreeable temperatures, with the light precipitation characteristic of the warm season, give the Seattle-Tacoma area a very pleasant summer climate," the Weather Bureau reports.

Only about nine inches of rain mar the six-month season between April 21 and October 21, the opening and closing dates of the fair.

The June-July-August rainfall is only about two and a half inches—total.

"LOCAL SUMMER afternoon showers and a few thundershowers do occur . . . but they are not sufficiently common to contribute materially to the average precipitation," according to the Weather Bureau.

Summer breezes are light, usually from the north in the daytime. They tend to slacken at night.

Average Seattle monthly weather statistics are:

	High	Low	Rain		High	Low	Rain
May	65.6	48.9	1.61	Aug. ...	74.2	53.2	87
June ...	70.2	53.4	1.25	Sept. ..	68.8	48.2	1.56
July	75.1	56.1	.52	Oct. ...	60.5	42.1	3.08

Seattle weather in July is delightful compared with conditions in most other representative large American cities. Only downtown San Francisco is cooler.

Some comparative July temperatures are:

	High	Low
Boston	80	64.3
Chicago	85.3	63.9
Dallas	95.4	75.6
Denver	85.9	61.5
Los Angeles ...	83.2	61.7
Miami	86.8	76.4
Minneapolis ...	84.9	63.3
New Orleans ..	90.3	75.8
New York	82.3	66.9
Phoenix	105.1	75.1
St. Louis	89.6	71.6
San Francisco .	64.1	53.4
Seattle	75.1	56.1
Washington ...	87.1	68.4

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W. 77th & 24th N. W.
Rev. Roy Johnson, Pastor
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11:00 A.M.—Morning Service
Pastor Speaking
6:30 P.M.—Young People
7:30—Evangelistic Service



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CHINESE 11:00 — 925 King St. — Rev. Paul Fong — MU 2-5310
FIRST 11 & 7 — 1111 Harvard Ave. — Rev. Max W. Morgan — EA 5-6051
FREMONT 11 & 7 — 717 N. 36th St. — Rev. J. Paul Logan — ME 2-7994
JAPANESE 10, 11:15 & 7:30 — 901 E. Spruce St. — Rev. Peter T. Koshi — MA 2-7351 — Rev. Peter Hori — MA 2-6291
MT. OLIVE 11 — 700-22nd Ave. — Rev. Gil B. Lloyd — EA 4-9698
MT. ZION 10:45 & 7:45 — 1634-19th Ave. — Rev. Samuel B. McKinney — EA 2-3330
NEW HOPE 10:50 — 120-21st Ave. — Rev. C. E. Williams — EA 3-5958
PEOPLE'S INST. 11, 7:30 — 159-24th Ave. — Rev. F. W. Penick — EA 2-9586
QUEEN ANNE 11 & 8 — 2011 First Ave. N. — Rev. H. T. Beatty — AT 2-7744
TABERNACLE MISSIONARY 10 & 7 — 28th & Jackson — Rev. H. K. Griffin, Jr. — EA 3-3783
WASHINGTON PK. 11 — 624 Lake Wash. Blvd. E. — Rev. Henry Hall, Jr. — EA 5-3100

NORTH
OAK LAKE 11 & 7:30 — 901 N. 96th St. — Rev. C. David Hungerford — EA 5-1653

NORTHEAST
MOUNTLAKE TERRACE, 1ST 8:30 & 10:50 — 22800-56th Ave. W. — Rev. Victor A. McKee — PR 8-2046
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UNIVERSITY 11 — 4554-12th N. E. — Rev. Raymond J. Nielsen, ME 2-5188
WEDGWOOD 11 & 7 — 8201-35th N. E. — Rev. Samuel Quiring — LA 2-5778

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EDMONDS, FIRST 10:50 & 5:30 — 404 Bell Street — Rev. Orval Taylor — PR 8-4816

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For further information, call the Seattle Baptist Association—
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321 1st Ave. W.—AT 4-1970 or AT 2-5734

MOSES and the KING OF SIAM

The Bible and creation—religion and the Space Age in whatever form the question appears, the relationship between religion and science often perplexes mankind.

In the show, The King and I, the King challenged Anna with the remark, "I think he (Moses) shall have been a fool. Here it stands written by him that the world was created in six days. You know and I know that it took many ages . . ."



The legendary King of Siam was puzzled by that perennial problem—and imagine what further questions he might have asked if he had known about 20th Century space explorations.

In the play, the king learns the answer to his specific challenge. But more about that later.

The problem he faced is just one aspect of the important question: what is the relationship between (1) religious teaching, and (2) scientific discoveries regarding time, space—and the universe? What about the story of creation? And for the future, what if somewhere in our universe we discover intelligent rational creatures, with material bodies of some sort? What effect would that have on fundamental religious and philosophic beliefs?

Religion, of course, deals with man's relationship to God:

man's knowledge about God—man's obligation to serve God—and man's eternal destiny. Man can acquire considerable knowledge about the Creator from a study and observation of created nature. And we believe that part of man's knowledge about God was actually revealed by God to mankind.



Man's obligations to God arise from the fact that he is created by God—the Supreme, Infinite, Intelligent Being, Who is the Source of all existence. Mankind traditionally expresses that fact in such beautifully simple, but profound, names as Creator, Heavenly Father, Lord.

Science deals with matter, created things.

By observing and analyzing—studying phenomena and cause and effect—science expands our knowledge about matter, time and space.

Thus the study of religion deals with spiritual concepts: the nature of beings, and the moral and ethical relationships among them—rather than with matter and energy, as such. Conversely, physics, chemistry, geology and other sciences examine material things themselves. Science does not measure, analyze, dissect spiritual concepts. However, since **both** religion and science deal with **truth** in their respective fields, there **should be no conflict** between sound religious beliefs and verified scientific information.

And now we are right back where we started: FIRST with the king's challenge regarding the Bible, and SECONDLY with the Space Age questions.

Taking the first question, does the Bible contradict the discoveries of modern science?

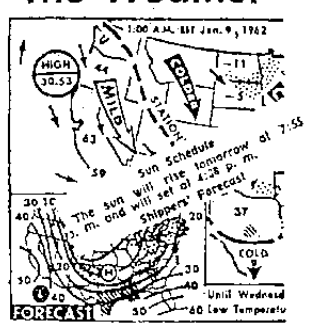
Science itself helps answer that question—particularly the sciences which study the nature of languages (philology), and which study ancient civilizations (archaeology).

Nearly all languages, ancient and modern, make use of "literary forms" as convenient means of communication. For example, scientists in the Weather Bureau report the hours of "sunrise" and "sunset." Yet no one imagines that they are teaching that the sun really rises and sets, that it rotates around the earth. They are using a common figure of speech to report at what hours day will be separated from night. They assume that their readers learn from other sources about the rotation of the earth.



Examples could be multiplied. If a sociologist says that in Lincoln's day, slavery was an issue, no one would imagine that he implies that Lincoln lived for only one day. He is using a literary form or figure of speech.

The Weather



So it is in the Bible.

Moses related the story of creation to emphasize the fact that there is one God Who is the ultimate source of all existence: that is, the Creator. His simple style emphasized God's infinite power. ("God said, let there be light, and there was light.") He strikingly showed that man is uniquely different from all other creatures, and therefore has a special relationship to God.



We do not know whether Moses thought that the evolution of the universe took six days or sixty million years. But it is clear that he was not concerned with that question.

(Notice the different ways he speaks of the creation, in the first and second chapters of Genesis.) As Anna informed the king in the play, the Bible explains "the miracle of creation, which is the same miracle—whether it took six days or centuries."

We should not imagine that Moses' literary forms are meant to be scientific theories.



He used simple literary styles to teach basic religious concepts. And he did it very effectively. The Hebrews understood the idea of a Creator—one God Who is a purely spiritual Being—even while some of their more cultured pagan neighbors entertained fantastic legends about numerous, warring man-like gods and goddesses.

The Bible does not teach a theory of geology or physics. It is not concerned with that subject. Therefore it neither confirms nor contradicts scientific discoveries regarding the development of the universe.

Now, what about the Atomic and Space Age?

Obviously, religion does not restrict man from seeking knowledge in any field, whether it be the study of the smallest atom or the far-reaches of the universe. Religious men have been numbered among the leaders in science in every age.

Do we know, then, whether or not there are other men in our vast material universe? Religion does not give us the answer to that question. Some religious thinkers believe that it is quite possible. The Jesuit scientist, Father L. C. McHugh, thinks that there may be several planets, among the billions in the universe, that are inhabited by intelligent beings, who have a knowledge of God and an eternal destiny. It is also possible that, in a kind of Divine extravagance, God created the universe and permitted it to evolve, just for the men of this earth. After all, God is infinite. By a simple act of His will, He could have created—and into infinity could create—an unlimited number of material universes for other intelligent creatures.

However, the exploration of our universe, and finding out what it contains, is the realm of science.

In conclusion, there can be no conflict between science and religion. In this regard, students of religion and students of science should always recall two principles:

(1) Religion, as such, deals with the relationship of intelligent creatures to God. It does not teach us scientific information. If students of religion remember this principle, they will not make a mistake like that of the unfortunate Biblical zealot, who claimed that simply by studying the Bible he could calculate that the world was created in 4004 B. C.!

(2) Science, as such, deals with matter (whether the atom or the universe). It does not reveal ethical, moral and philosophical values.

If science students keep this principle in mind, they will not make the mistake of the unfortunate few who study a tremendous number of intermediate cause-and-effect reactions—and then conclude that there can be no First Cause. Or who observe that created matter acts in certain ways, and then assume that it is impossible for an infinite Creator to intervene at times, and cause extraordinary effects called miracles. If a tuberculosis patient, in the last fatal stages of the disease—examined and attended by physicians—is suddenly, instantaneously and permanently cured at Lourdes—the objective scientist will not pretend (like the French novelist Emile Zola) that it didn't happen. Rather, he will look at the phenomenon with the same unprejudiced attitude he applies in his laboratory—as did the French scientist, Alexis Carrel.

If you would like an interesting pamphlet on the Bible and science ("God's Story of Creation"), write for FREE pamphlet No. "A." If you request, you may also have a free correspondence course, explaining the Catholic Faith. There is no obligation for either, or both—and no one will call on you.

Seattle Council, Knights of Columbus
Religious Information Bureau
P.O. Box 293, Seattle 11, Wash.

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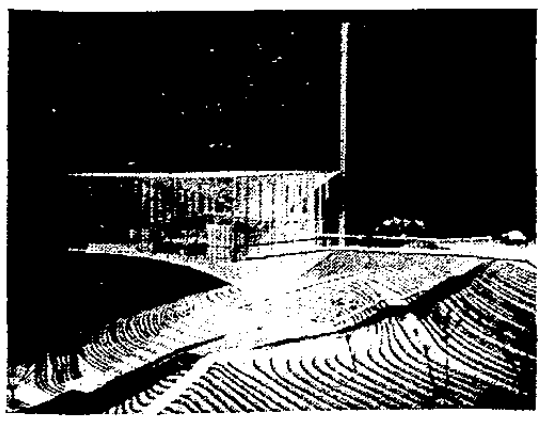
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Hats Off!

To these key men of the Howard S. Wright team, and their crews, who constructed these World's Fair projects: THE COLISEUM—Everett Peters, Project Superintendent; Dick Lemmon, Project Engineer/COLISEUM THEME EXHIBIT —Everett Peters, Project Superintendent; Homer Dewey, Assistant Superintendent; Tom Schneider, Project Engineer/ THE MONORAIL—Garvin Brakel, Project Superintendent; Ben Covey, Project Engineer / THE SPACE NEEDLE— Harleigh Farwell, Project Superintendent; Al Bek, Project Engineer / MERCER 1500-CAR PARKING GARAGE —Earl Peters, Project Superintendent; Dick Johnson, Project Engineer / THE vonROLL SKYRIDE—Garvin Brakel, Project Superintendent / NATIONAL BANK of COMMERCE and TRANSPORTATION BUILDING—Marve Schutte, Project Superintendent. To the Police Department, City Building Department and all the other city agencies that helped smooth the way for the swift delivery of construction materials. *And to you, Seattle. It's a great World's Fair. We are proud to have had an active role.*

HOWARD S. WRIGHT CONSTRUCTION COMPANY

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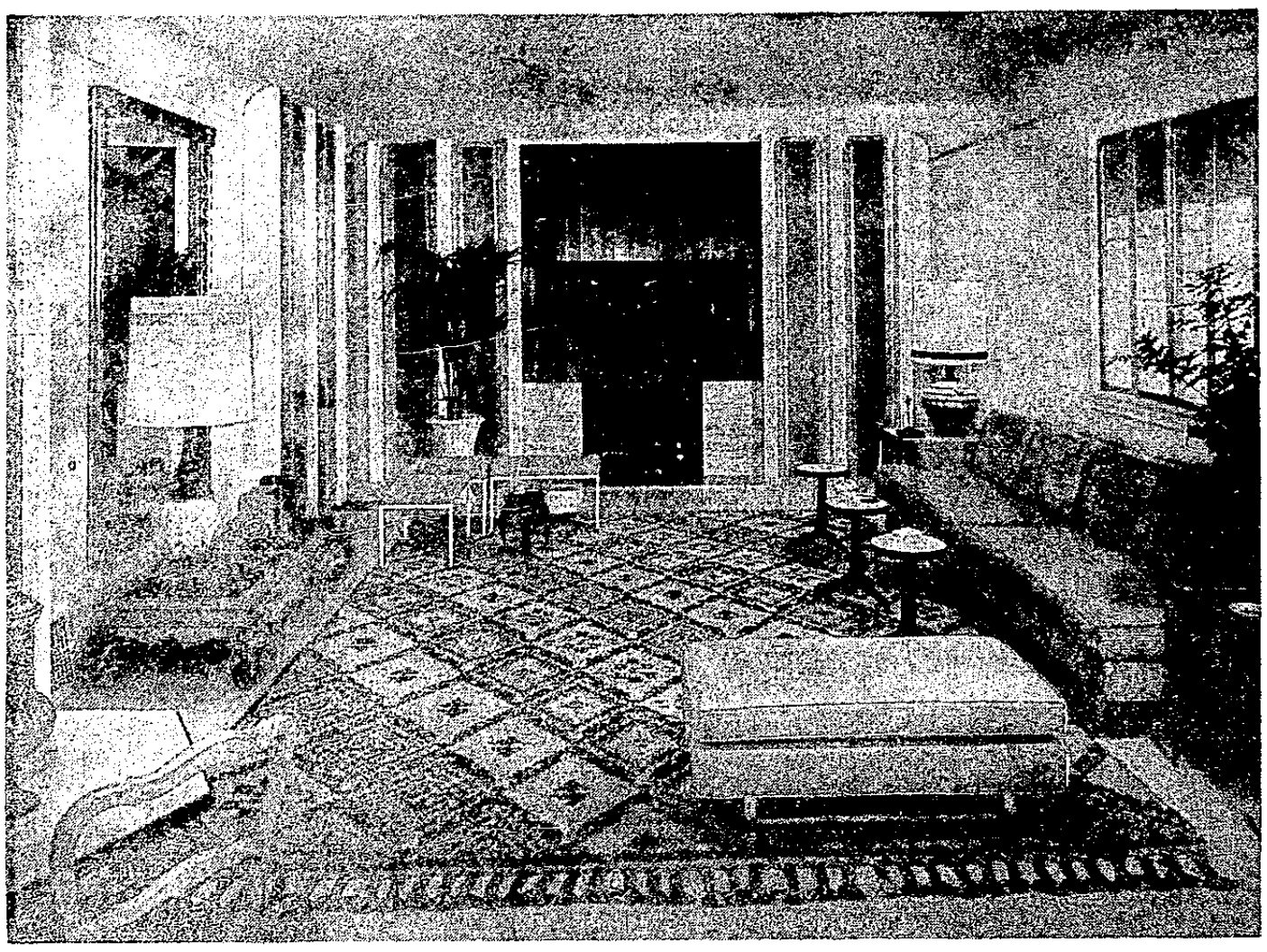
★ The Seattle Times ★
WORLDS FAIR
SOUVENIR
EDITION
SUNDAY , APRIL 8th, 1962

MODERN LIVING



HOME DECOR:

New Materials Will Satisfy Aesthetic Needs



Designer's Home Reflects New Look of Tomorrow

An international flavor—the new look in homes of tomorrow—is expressed in the handsome home of Robert Blanks, interior designer. A quiet and spacious effect has been achieved by using a light-reflecting background, colorful accents of lemon-yellow and burnt orange and art objects from many lands. Basic furniture is slim-lined; decorative accessories add warmth and pattern. —Photo by Elizabeth Green.

By MARGERY R. PHILLIPS
Home Fashion Editor

In the last half of the 20th Century, home - owners will search for new forms to satisfy the aesthetic as well as the functional demands of Americans.

In the early 1900's young families turned to their parents and grandparents for assistance in the selection of furnishings for their homes. Many acquired or borrowed a few pieces of furniture and were content to live with the sofas, chairs and tables that had satisfied their parents.

From an economical standpoint they could not afford to buy much in the way of furniture or accessories — the installment plan had not been established for such purchases.

TODAY, young couples look for new ideas, new materials and new forms and they have the advantage of enjoying their furnishings and homes while they are paying for them. Our designers have made furniture that is suitable in scale, usable in versatile arrangements and functional for the varied activities of today's growing family.

Present - day home - owners are more alert and better informed than past generations as to what is good in taste and materials. The good, old pioneer spirit shows through when they are eager to try new plastics, new metals, new synthetics and new finishes in many forms and intriguing colors.

IS THERE a trend for home decor in the last half of the 20th century? Basically, comfort, convenience and eye appeal will predominate.

New ideas in designing, detailing and construction will continue to develop in the Northwest so that we will retain our leadership in distinctive residential design.

And with advances in the architectural backgrounds in which we live we will develop originality in the decor of our homes. Twenty years ago the flat-roofed basementless, wide-windowed house was an innovation. With out any doubt we now accept it as an informal, comfortable mode of living.

The average home cannot become smaller and still provide privacy for each member of the family. Rising building costs will not allow it to become much larger either.

THE TALENTS of professionals are called upon to create illusions of space, design versatile pieces of furniture and co-ordinate each square inch of the home for greater enjoyment. Owners, in order to create individuality, must use ingenuity in the selection of well-designed, properly scaled furnishings and accessories.

There is no doubt that there is an increasing demand for influences of traditional styles. When blended with modern lines the effect can be distinctive. The trained person such as the architect and the interior designer can assist in making the small apartment as well as the costly residence the best in modern living.

AN INTERNATIONAL flavor is growing more apparent each year. Importers from the Scandanavian countries, England, France, Italy, Spain, the Far East, the Orient, Central and South America and many remote areas are sending decorative items and objects of art for the American home. Wherever there is a need for a decorative item there's an item from whatever part of the world intrigues the buyers at the moment.

The new look for interiors in the last half of the 20th Century will probably have a quiet quality in the background, a dash of bright accents to satisfy the need for stimulating colors and enrichment achieved by paintings, objects of art and accessories either reflecting previous periods of artistic achievement or designed in the contemporary manner by artists and craftsmen of our own era.

IN RECENT years furniture designers, realizing the need to bring together for the house of limited square footage furniture that is complementary in scale, materials, color and motifs to present a related plan, have encouraged manufacturers to offer coordinated styles. Scaled-down versions of antiques, reproductions of suitable pieces of contemporary lines provide the basic plan allowing the homeowner freedom in selecting accessories that will offer individuality.

There is no doubt that, for the average home, the new look will be one of simplicity in the background. Trim and slim basic furniture, whether contemporary or traditional, will be enhanced by the warm, the beauty and the nostalgic association of previous periods.

IN A COUNTRY noted for technological advances we can expect an abundance of synthetics in all fields. New forms, new fabrics, new finishes will provide endless combinations of materials and colors standing on their own merits for acceptance or used effectively with materials of timeless quality.

One thing is certain, residents of the Pacific Northwest will insist upon the comfortable, informal mode of living that has prevailed in recent years. They will encourage designers and manufacturers to make leisure time more enjoyable by using all available skills for colorful, carefree homes.

Four Free Fashion Shows Daily At Fair

By STANTON H. PATTY

Speaking of glamour . . . Milady's fashions will be featured in an elegant setting in the Fashion Pavilion at the Seattle World's Fair.

There will be four daily fashion shows—seven days a week—with clothing by some 25 national manufacturers.

Vogue Magazine will produce the shows. A team of high-fashion models has been selected by Vogue editors who screened more than 100 applicants.

THERE IS no admission charge for the Fashion Pavilion.

The models will promenade across "lily pads" above a 5,000-gallon perfumed pool sponsored by Revlon, Inc.

Scents of the pool and its gushing fountains will be changed each month of the fair. The opening-month perfume is named "Intimate."

The models' dressing room will be inside a shell-shaped structure in the center of the pool.

SURROUNDING the fashion show is an exhibit area, where leading companies in fiber-producing, fabric-manufacturing, pattern, foundation and accessory fields will show their contributions to the fashion world.

"The Miracle of American Fashion" is the theme of the show.

Near the Fashion Pavilion will be another of the fair's glamour stops—the Interiors Pavilion.

TRENDS in interior design and decoration will be presented by exhibitors, with co-ordination by the American Institute of Interior Designers and the institute's Resources Council.

Some of the nation's top designers are creating elaborate settings for the displays.

Both the Fashion Pavilion and the Interiors Pavilion are near the Space Needle on the fairgrounds.

Incidentally, arrangements have been made with the Color Association of America to include three shades of blue dedicated to the Seattle World's Fair on spring 1962 color cards.

The colors are Stratosphere Blue, Century 21 Blue and 1962 Seattle Blue.

And, oh, yes — men are welcome at the glamour pavilions.

Cotton Pique Crisp, Fresh



Carnations scattered on crisp cotton pique from Jonathan Logan will look fresh and gay for showing in the Fashion Pavilion at the Seattle World's Fair. The bodice is fitted above a skirt of unpressed pleats.

Ceiling 'Raised' With Paint Job

If your ceiling is too low, you can "raise" it visually by painting it white or a tint lighter than the walls.

Another trick with paint that will raise the ceiling is to paint one wall in vertical stripes, using the ceiling color and the color of the adjacent walls. First apply the wall paint and when it has dried, mark off with masking tape the areas to be striped. Now brush or roll on the ceiling color.

Cotton Cord For Easy Care



Cotton-cord fabric makes this smart dress-and-jacket costume easy to care for, a fashion for the present and future. Jonathan Logan will show similar fashions in the Fashion Pavilion at the Seattle World's Fair.

'Space Age' Different For Closets

In this age of space conquests closet-accessory manufacturers have been trying to solve their own space problems.

No wonder closet-chest manufacturers are making skyscraper chests, 54 inches high and 12 inches wide. These are well suited for stockings, scarves, gloves and underwear.

Jumbo quilted storage bags with a storage vault longer than 61 inches and with a special top compartment for knitwear are favorites.

Special hangers have been designed for smaller sizes. Adjustable clip attachments for skirts or slacks, top and bottom notches for strap garments are offered for young girls in pastel shades.

Elegant guest closet hangers are being shown, contoured and shaped to fit the shoulders.

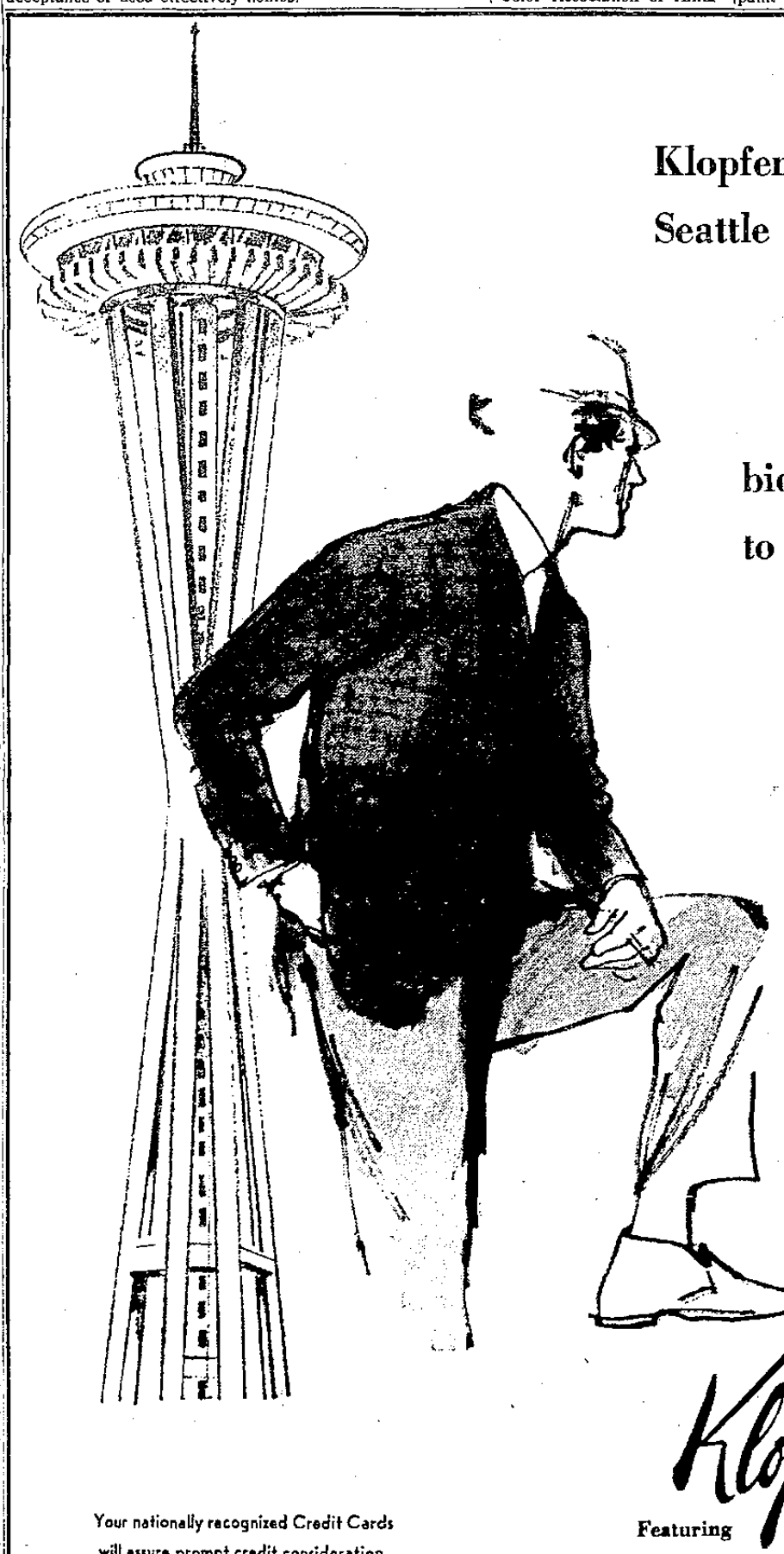
Stay-put tie-and-belt hangers for men include a brass-plated wire hanger, 17 inches long, with 24 plastic tie holders. A knob at each end holds belts.

There are expandable hangers that extend from 14 inches to 21 inches. They grow as children grow.

Some hangers are made of shirred satin, in lovely shades including a luscious American beauty red, adding glamour to your clothes closet.

Range's Grids Cleaned

Dip a dishcloth in vinegar and use it for cleaning the grid of the range at least once a day. Vinegar removes grease.



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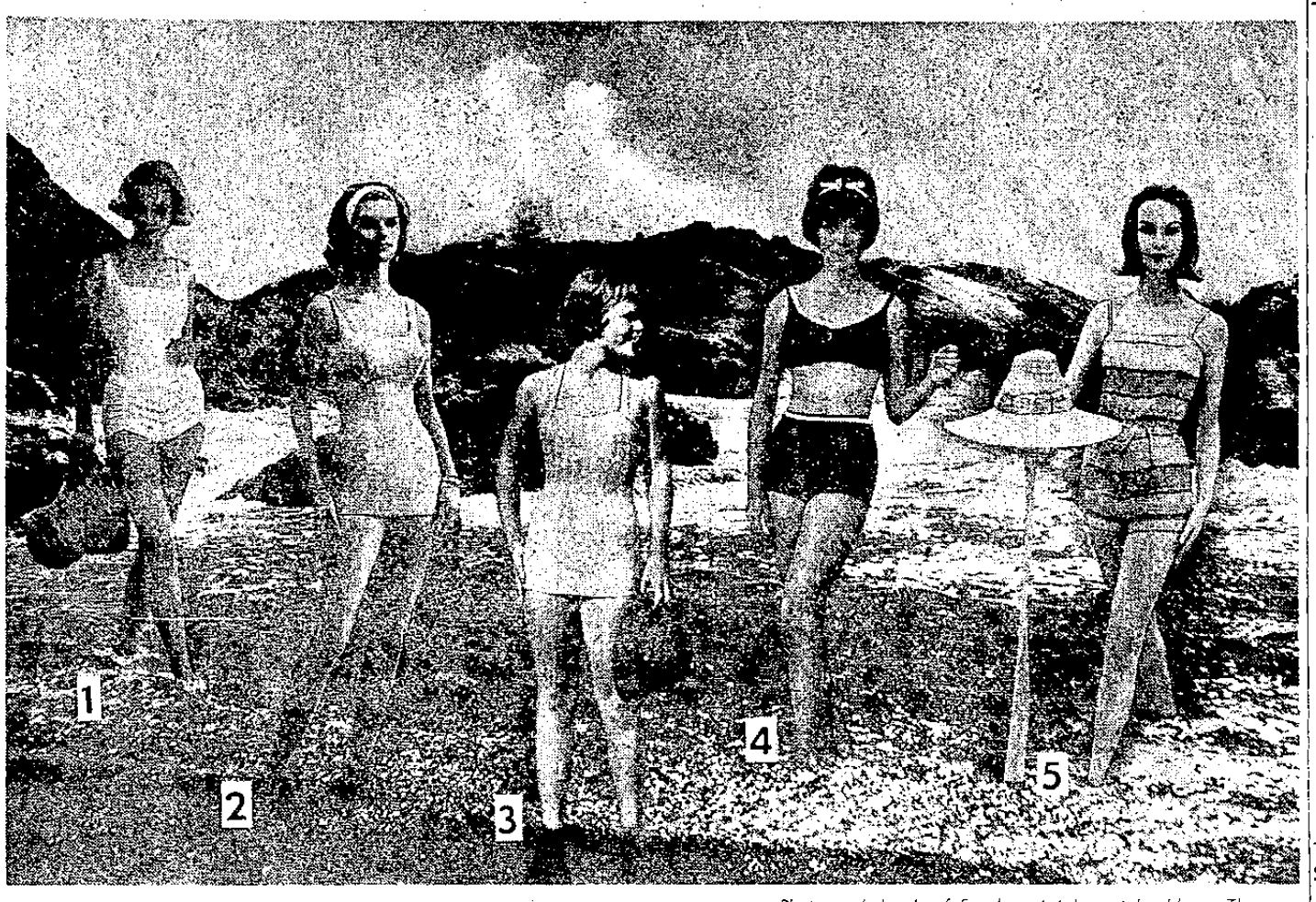

Photograph by Josef Scaylea: Art Layout by Harry Thompson

Available In Seattle Stores

The silhouette softens in swimsuits for 1962. Rose Marie Reid has created gentle shapes soon to be seen on the resort scene. The new relaxed lines allow a swimsuit to do something for the shape it shapes. Fabrics are lightweight miracles of science with the finest gauge synthetic elastic yarns imaginable, making superb figure control. Model No. 1 is wearing Rose Marie Reid's shape called "Mermaid Maillot," in a design named "Amorata." It is drawn with curve-defining sleekness to the lowered waistline, then softly shirred and given a high-thigh leg for maximum flattery. Sea Lure Swimwear fashioned No. 2. Tiny white snowflakes fall gently on a solid-colored background of elasticized cotton knit. Gay and youthful, the wide, squared neckline, built-up straps, rickrack braid trim and low rounded back are cool and refreshing. Model No. 3 is a Little Sister to No. 2. Both are in Sea Lure's Heavenly Bodies collection. Here is a sun-loving, fun-loving, carefree cotton-knit jacquard in a gay and lovely swimsheath. It is a practical and pretty way for the young-in-heart to swim and enjoy the summer sun. Cole of California contributed No. 4. The look is America! "Sea Vamp" is the name and avamping you will go, bared to the sun. The bashful bra and short little-boy legs are trimmed in foamy white. This year Cole chose brilliant ocean blues, saucy flag red and bright navy, foamy, salty whites from our ocean's shores and stunning greens. No. 5 is a Rose Marie Reid fashion again. This one is called "Flamenco" and is made in bright bands of color printed on silky cotton. Gently shirred at the waist, it fits briefly at the leg. The turn of the silhouette has been caused by the lightweight fabrics making "swim shapes by the ounce," according to Miss Reid.

For information, call Dorothy Neighbors, Main 2-0300

Feminine Ideals Vary In Other Countries

By GAY PAULEY
United Press International

What rates as feminine pulchritude in one country may not draw even a whistle in another.

In America, for instance, the form divine generally is accepted as tall, slim, long-legged and amply endowed, bosom-wise.

But in France, to be petite is to be ideally shaped. And in Norway, to be Amazonian, by American standards, is to be beautiful.

These feminine facts were gathered from some 700 lingerie-buyers and merchandise managers in department stores and specialty shops in nine countries — France, Norway, Italy, Japan, South Africa, New Zealand, Australia, Canada and the United States.

In Japan, as might be expected the emphasis was on daintiness — with the exception of height. The ideal height was 5 feet 5 inches. But as for weight, the ideal was 105, the bust 34A, waist 22, hips 34.

In Italy, plumpness seems in vogue with emphasis on the Gina Lollobrigida type. The ideal height, the buyers reported, is 5 feet 2, weight 120, bust 36C, waist 24, and hips 36.

THE CONSENSUS, in France, was that the perfect figure stacked up this way: Height 5 feet 2, weight 108; bust 34 B, waist 22, and hips 35.

There was considerable variation in preferences among individual customers interviewed. One Norwegian woman described the ideal as height 6 feet, weight 150 pounds, bust 40 D, waist 27, and hips 39. But the consensus of Norwegian women was height 5 feet 9, weight 135, bust 38 C, waist 25 and hips 37.

The ideal American figure: Most of the customers mentioned a height of 5 feet 7, weight 116 to 120 pounds, chest 34 C, waist 23½ and hips, 35.

SOUTH AFRICA was one country where the ideals most closely resembled those generally accepted in the United States. Height was a little less. Vital statistics: Height 5 feet 5½ inches, weight 121, bust 34 B, waist 23, and hips 36. More than 90 per cent of the interviews in this case were with feminime members of the European population.

The company said New Zealand, Australia and Canada also closely fitted the United States ideal.

Cottons Reflect New Prettiness

Cottons reflect a new prettiness. Bodices curve and skirts billow out; a ripple appears to embellish a shirtwaist dress.

When skirts flirt and flare, sleeves are likely to be narrow, creating a more sinuous line.

Soft sashes come in contrasting or co-ordinated colors, and stitched tucks or tiny buttons are used as trimming details.

Blue Pigment Controls Growth Of Many Plants

The heart of the mechanism that controls the way many plants respond to their environment has been found by Department of Agriculture scientists to be a light - sensitive blue pigment.

They named the pigment phytochrome. It promises to be the key to improved control of plant growth from seed germination through flowering and fruiting.

Pork Has High Lean-Fat Ratio

Fresh pork is firm, fine-grained and grayish pink in color, and it is marbled with flecks of fat. The pork cuts in your market have a high ratio of lean to bone and fat, the American Meat Institute reports. They are the result of cuts from the meat-type hog or cuts close-trimmed by meat processors.

Pork is an excellent source of complete proteins, food iron, food energy and thiamine, the important B vitamin.

Salad Combines Peanut Butter, Fruit Cocktail

With a combination of peanut butter and fruit cocktail, this salad is sure to please the little ones in your family. Combine ¼ cup peanut butter and 2 tablespoons lemon juice to make a smooth paste. Add ½ cup evaporated milk, 1 teaspoon honey and dash of salt. Blend thoroughly and chill.

Spoon drained canned fruit cocktail into lettuce cups and top each serving with a generous portion of the peanut butter dressing.

MacDougall's MAIN 3-7700 SECOND & PIKE

At 7 MacDougall Stores

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- 4545 California ..... WE. 2-8660
- Lake City ..... EM. 3-0303
- 8421 Greenwood ..... SU. 2-8945
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Ready For the Fair with Westinghouse Appliances

Westinghouse New Style Spoutless Coffee Maker

Maker's list price 16.95! *Model PE-583* **12.88**

With adjustable brew dial

Easier-to-clean spoutless aluminum coffee maker. Makes 2 to 8 cups of perfect coffee. Coffee is kept hot automatically. Now specially priced!

• *Lower Floor*

Westinghouse Automatic Can and Bottle Opener

Maker's list price 24.95! *Model HC-15* **17.88**

with Can Opener COOK BOOK by Poppy Cannon

Save $7!

The can opener that's truly automatic. Opens *all cans and bottles.* Magnet holds can lids and bottle caps. It pow*er pierces, turns* can and shuts off automatically. A Fair Special you won't want to *miss!*

• *Lower Floor*

Complete Beauty Salon in a Travel Case!

New Westinghouse Hair Dryer

SIX WAYS BETTER . . . BECAUSE

1. Perfumer scents the hair with your favorite perfume while hair is drying!
2. Dries nails fast . . . both hands at once, no smearing!
3. Easy to dial, cool to hot. Select from four settings!
4. Adjustable extra large vented hood with double wall construction.
5. Whisper quiet, fast drying. You can talk on the phone or watch TV.
6. Has handy pin and roller tray and removable mirror.

• *Appliances, Lower Floor*

TIP TO VISITORS:

Be Sure Dyes Are Fast In Colorful Travel Wardrobe

Women who splurge on colorful travel wardrobes are sometimes unhappily surprised.

Because travel limits the amount of clothing, the wash, wear and tear on a travel wardrobe is more than double what it would be in a single season at home.

Brilliantly colored clothing that looks "like a million' when it goes into the suitcase sometimes may not be worth a red cent after weeks of normal travel, according to F. P. Russell, a consultant with a dye firm.

Here are some suggestions for travelers:

1. Hotels in the larger cities have excellent laundering facilities but in the small town, the only help available will be the local washwoman. While her intentions may be the best, her pantry shelves are likely to be stocked with strong soaps. These together with extremely hot water can easily damage the colors.

When purchasing clothing, be sure to check the tags for colorfastness and washing instructions. It will save much needless irritation.

2. Travelers must be prepared to spend hours sitting in planes, taxis, gondolas or rickshaws.

Colors that are not fast to the friction of wear will rub off or crock. Check garments for crocking by rubbing a dry white cloth over the fabric. If the cloth becomes discolored, the dye is not fast.

3. Gloves that seemed to be such fun in the store may prove to be more hindrance than fashion if they bleed on an escort's sleeve.

4. Tourists will spend hours in strong sunlight. Be sure your colored clothes are sunfast.

Spinach, Cabbage Good Mixers

Two vegetables that make good salads are spinach and cabbage. Don't forget there also are chicory, dandelion greens, mustard greens and turnip greens.

Spinach is a growing favorite. High in vitamins and minerals, its deep green color improves the salad bowl. Select only fresh, young spinach for salads.

Cabbage is divided into three kinds; red, green and celery. Red brightens salads while green is favored for slaw salads. Chinese' (more familiarly known as celery cabbage), has green outer leaves, white inside.

Greens and their combinations are a matter of individual taste. By experimenting and varying you will find those that are most appetizing to you.

Sauce Stretched

Add drained crushed pineapple to ready-prepared whole cranberry sauce and serve with poultry or meat. Good way to stretch the cranberry sauce when unexpected company comes.

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ROLL-A-WAY BEDS

Single & Full Sized—Sterilized Coil Spring Mattress

BABY BEDS AND HIGH CHAIRS

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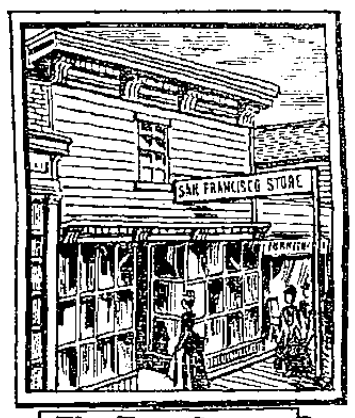


The First Store 1875

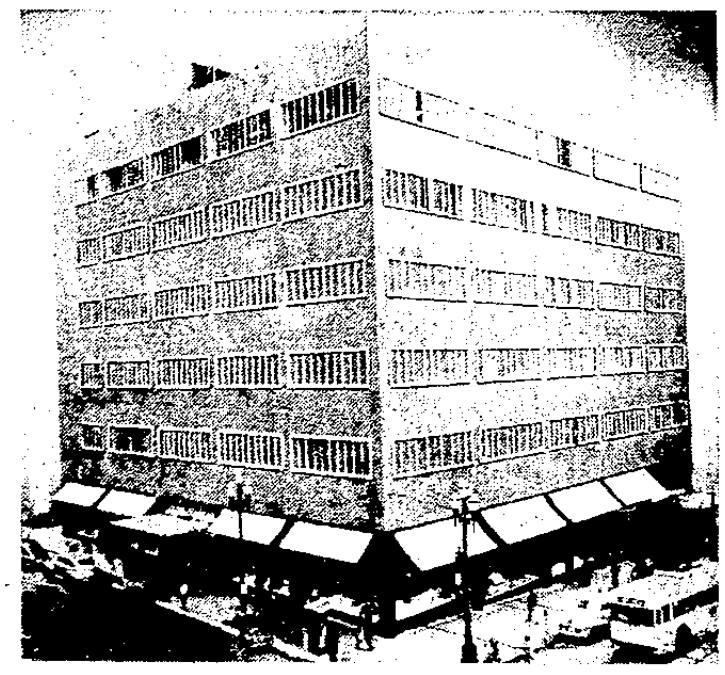
Serving Seattle Since 1875!

MacDOUGALL'S, Seattle's First Department Store

Even before the Gold Rush Days, MacDougall's served the pioneer city of Seattle from its little store on Front Street.

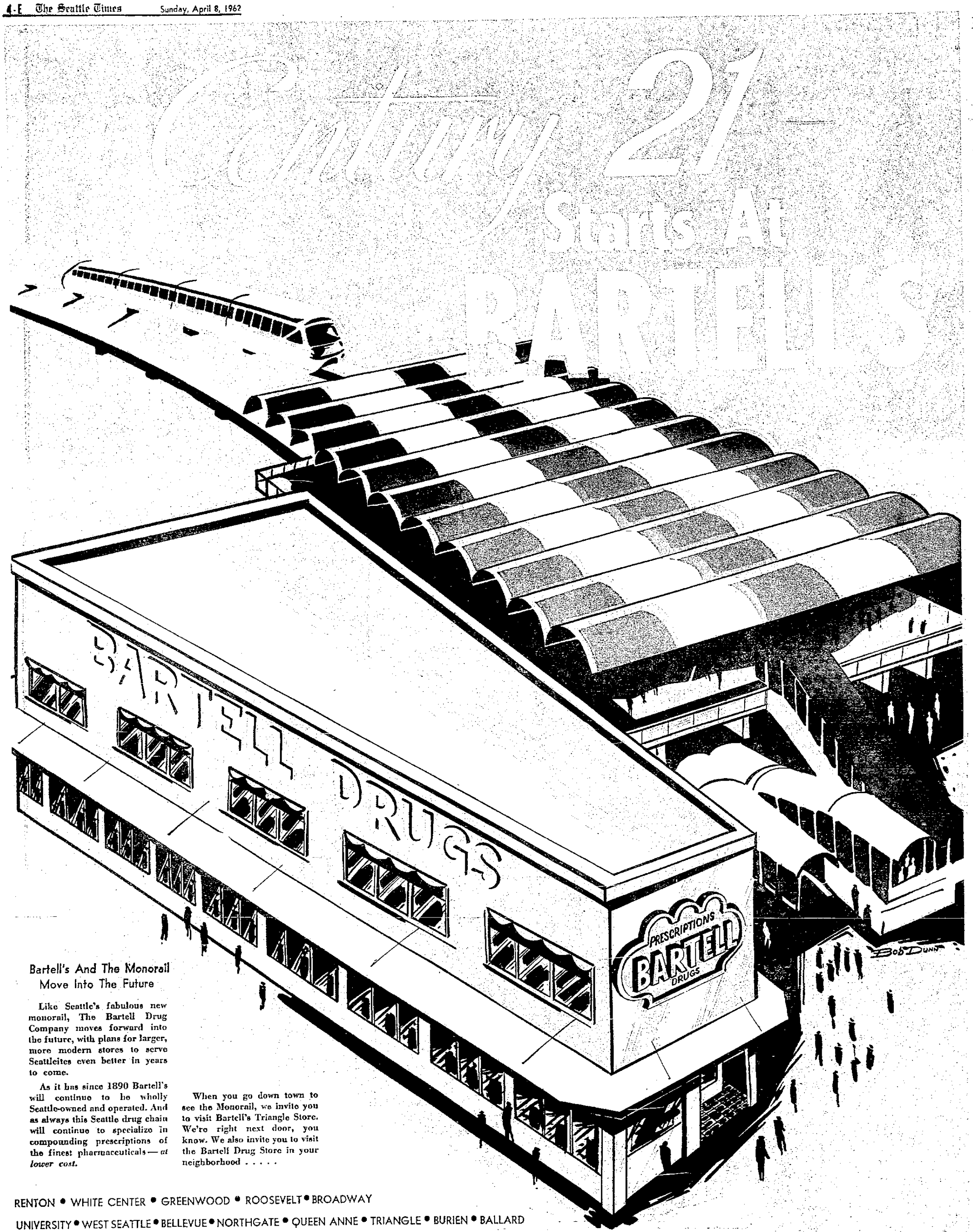
Today, MacDougall's is still here serving Seattle customers and through the years has kept pace with the growing city.

Now, in 1962 we take pride in saluting the achievement of Century 21 and extend to all the Fair visitors of Century 21 a most hearty welcome!



MacDougall's Store Today in 1962 at Second and Pike

Century 21 Starts At Bartell's



Bartell's And The Monorail Move Into The Future

Like Seattle's fabulous new monorail, The Bartell Drug Company moves forward into the future, with plans for larger, more modern stores to serve Seattleites even better in years to come.

As it has since 1890 Bartell's will continue to be wholly Seattle-owned and operated. And as always this Seattle drug chain will continue to specialize in compounding prescriptions of the finest pharmaceuticals — *at lower cost.*

When you go down town to see the Monorail, we invite you to visit Bartell's Triangle Store. We're right next door, you know. We also invite you to visit the Bartell Drug Store in your neighborhood . . . . .

RENTON • WHITE CENTER • GREENWOOD • ROOSEVELT • BROADWAY
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Bartell's Features Such Outstanding Nationally Advertised Brands As . . .

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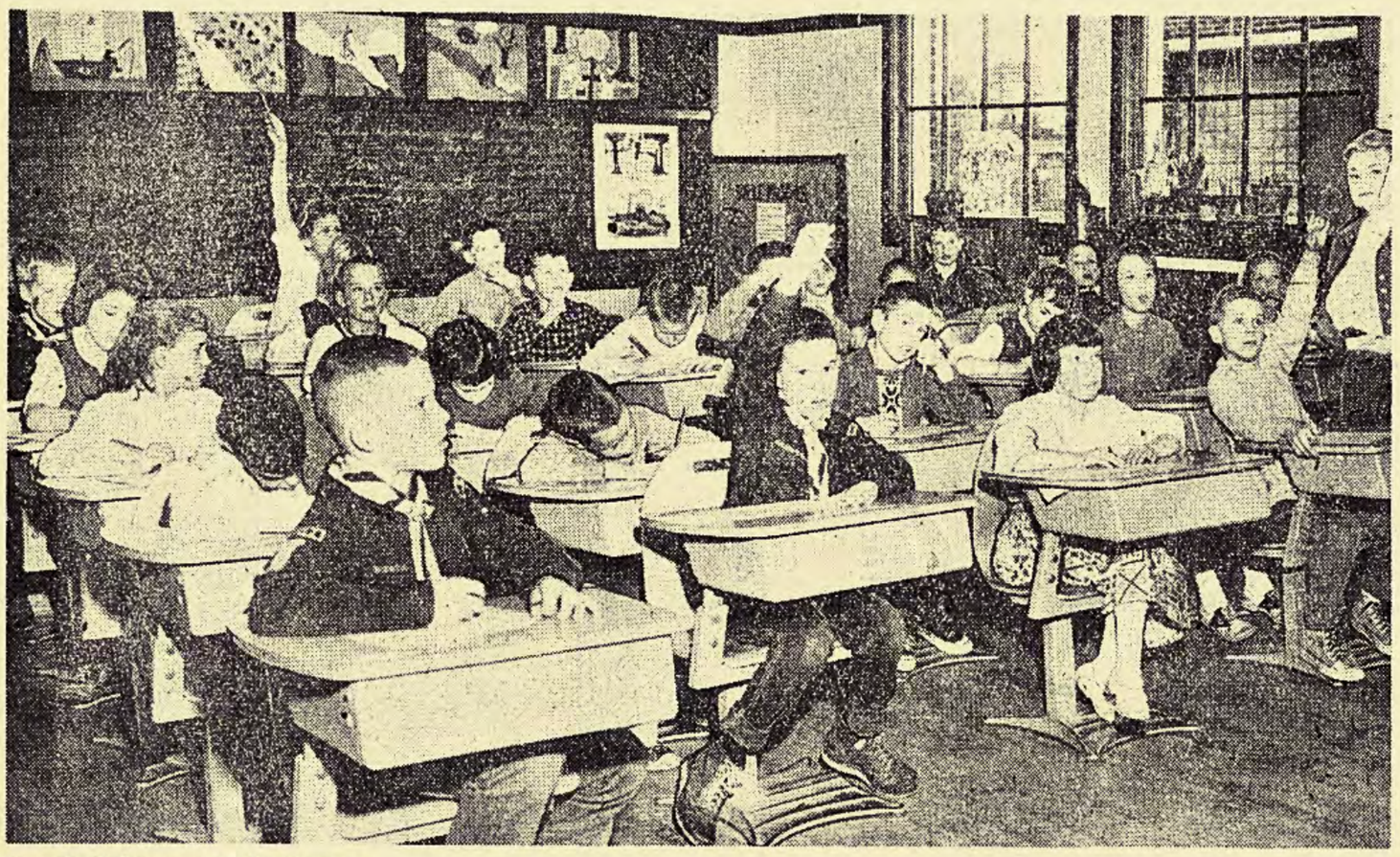
BRIGHT EYES SPARKLE:

Third-Graders Predict Own Future



Times Staff Photographs by Ron De Rosa.

***Eager Hands Waved in Miss Nora Strate's Thi* rd-Grade Class at Laurelhurst Elementary School**

By JANET BRANDT

Bright eyes took a hard look at the world of the future recently. And the view was "heavenly."

As the pupils of Miss Nora Strate's third-grade class at Laurelhurst Elementary School talked of trips through outer space, the stars they spoke of were twinkling from 29 pairs of eyes.

"WE WILL BE going to the moon by rocket and flying saucers," said Eric Tremblay as classmates enthusiastically voiced assent.

Webb Nelson's hand waved frantically.

"Could be we would have a new invention to get us somewhere under the earth," he said.

"But we already have subways," chimed a boy down the aisle and over a row. Webb considered this thoughtfully. Then he seriously recognized the present-day form of subterranean travel.

"Yes, but this will be something different. And faster!" he said with finality.

CONFRONTED WITH the problem of eating while traveling through space, Hubert Kolde waved frantically.

"We will eat paste from tubes," he said.

Would the paste be as good as Thanksgiving turkey?

Hubert dissolved in giggles at the thought of turkeys in tubes but rallied to say he thought it would be as good. Gregory Boeder thought we would eat some paste, but pills also would be on the menu.

"We will have foods just like we have now," Mary Ann Jacobson said. "And I will cook them like Mother does." But Mary Ann agreed the method would probably differ.

GETTING DOWN TO EARTH for a few questions, the children considered education in the space age.

"Television will teach us," said Dick Hennacy. "I think my father said so." But Christopher Plum disagreed.

"We have all these teachers and things," he said, "and we have to use them."

In the year 2000, these pupils will be 46 or 47 years old. As city councilmen or candidates for Congress, their ideas on legislation could awaken apathetic citizens.

"Well," said Susan Hanson, "I would say we couldn't travel over 100 miles an hour in the city limits." Classmates nodded vigorous approval.

"AND I WOULD SAY we should pay less taxes for fuel," Ron Berst said, adding he wasn't sure what the fuel would be.

David Smith thought citizens should not be allowed to speed on the freeway — now or in the year 2000. And to update the laws about licensing concealed weapons, Eric Tremblay thought we should not be allowed to have missiles on space ships without licenses — private space ships, that is.

Where would class-members like to go in outer space?

"I want to go to Jupiter because it is the largest planet," David Shulman said. Judy Cook thought it would be fun to go to the moon but she thought that Thomas Norwalk had an interesting idea.

"If I went to Pluto," Thomas said, "then I could see the earth as a star."

Autos May Be Able to Fly in the Year 2000

Tomorrow's leaders, third-grade pupils of Miss Nora Strate's class at Laurelhurst Elementary School, were asked to make predictions about the world of the 21st Century.

They wrote as follows:

TERESA RAYACICH: We will have more inventions so that we can go places faster, and learn more things.

TOM GREENE: I think that the best change will be to go way past Pluto in a rocket so we can find more planets and find out if there is any more life way out in space.

CHRISTOPHER PLUM: People will be living on the moon. Automobiles probably will be able to fly.

CHRISTINA RICK: You will be able to have a telephone in your pocket.

RONNY BERST: We will have a new kind of fuel, and we will have lower taxes. The fuel will be a lot thicker than oil.

HUBERT KOLDE: I think by that time they might have floating houses and also they might have some floating cars, maybe.

PHOEBE ANN GILBERT: There will be a rocket for everyone. Cars will float in air. All people will be able to go to the moon.

BRUCE WILLIAMS: I think that the biggest change will be cars that will go on water and ground, and will float through the air and space without stopping for gasoline.



DICK HENNACY
"Television will teach us"



GREGORY BOEDER
May be pills on the menu



RON BERST
"Less taxes on fuel"



ERIC TREMBLAY
"We'll be going to moon"



JUDY COOK
Moon trip would be fun



CHRISTOPHER PLUM
Automobiles may fly



SUSAN HANSON
Slow 100 m. p. h. zone



HUBERT KOLDE
"We'll eat paste from tubes"

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It's Fresh!
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Seattle folks know it's made daily in small batches from finest ingredients.
Souvenir Packs
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All Penney Charge Cards are Honored at Penney's Downtown
we welcome all Century 21 visitors



DULL WEEK-END?:

Redesign Your Home With Snap-On Walls

By DOROTHY NEIGHBORS

It is possible that in just ten years, you may brighten a dull week-end by completely redesigning your home. The man of the house may be moving walls about and snapping them in place.

"The home of the future will be an even more pleasant and comfortable place to live because of the constant progress achieved by the home-building industry," Leonard F. Frank, president of the National Association of Home Builders, said.

"The shape of the new homes of the 1970's will be pretty much like that of the new homes going up this year," Frank said. "Families resist revolutionary changes in the way their homes look. The changes, thus, must be evolutionary. Although more unusual shapes in homes, such as roofs with warped shapes may be seen in ten years, the changes will be gradual."

Changes in lighting, construction and appliances will be the greatest. Walls will come in panels, probably four-by-eight-feet in size or in a standard dimension that will make it possible to reorder and replace them at ease. This will give the home a flexibility and open the way to both redesign and additions.

FEWER NAILS will be used. Instead there will be greater use of adhesives and grooves to hold the home tightly together.

Instead of three-way lamps, the new living rooms will have indirect lighting with many graduations of dimness or brightness. Lighting of the rooms will vary not only with the occasion but also with the mood and personality of the occupants.

"There may be no light switches to turn on — fingermarks will be no problem," Frank said. "It is possible that lights will glow as one enters a door."

"Houses will be easy to maintain and keep clean. By that time, a 20-year paint should be on the market. Recent advances in fluorine chemistry are expected to provide very long life and very tough films and coatings for houses, reducing maintenance costs."

STORAGE space is dear to every homemaker's heart and there will be more of it in the 1970's, Frank predicted. Surfaces will clean easily. Dust-removal systems also will reduce housework.

Bathrooms may be at or near the stage of the one-piece package, in which fixtures, floors and walls are a single integrated unit.

There should be a greatly increased use of radiant surfaces to warm occupants — rather than houses. Improved insulation will reduce the cost of heating and cooling homes.

"The association has built four research houses and is about to begin another. Our purpose is to find ways to build a better total house, in all price brackets and at the same time, reduce costs."

With all of the labor-saving devices that will go into the home of the near future — electronic cooking, complete garbage disposal, automatic heating — there will be more leisure time for the entire family and undoubtedly a tendency toward more complete family recreational activity.

Leftover Lamb Used Many Ways

Lamb leftovers can be used in several ways. Diced, cooked lamb heated in a sauce of 1 (10½-ounce) can of condensed soup and ⅓ cup of milk, and seasoned with curry powder, salt and pepper to taste, is delicious over cooked rice.

As garnishes, offer side dishes of chopped peanuts, toasted flaked coconut and chopped pimiento-stuffed olives. Or add diced cooked lamb to vegetable soups for a lunch main dish. For appetizers, spread melba toast rounds with mustard and top with thin slices of cooked lamb, salt, pepper and canned pimientos, diced and drained.

Meat Loaf Made in Skillet

Did you know you can make meat loaf in a skillet? Use about 1½ pounds of the beef as the base, pat into an oval-loaf shape, and brown in a little hot fat in the pan.

Cover and simmer, basting occasionally with tomato sauce. Turn the loaf once using a couple of wide pancake turners. The loaf will need about an hour before it is done through.

Salt Absorbed

To remove excess salt from soup, add whole potatoes. They absorb salt while boiling.

Draining Keeps Bacon Crisp

If you drain bacon well after cooking it will be extra crisp.

Use brown paper or paper toweling. Put the bacon, as it is taken from the skillet, on the paper; turn over onto clean paper for this thorough draining.

Quilted Pants for Moon Trip



Howard Blair, Seattle designer, sketched this costume as his idea of what the well-dressed woman will wear on a trip to the moon in the year 2000. The pressurized quilted pants have an inner lining that controls temperatures. Seventy-five pound weights in the heel of each shoe will help keep her feet on the ground. The cape is of blue velvet and leather. Blair has designed gowns for more than 800 weddings. (An article giving the predictions of Pacific Northwest designers for fashions for the 21st Century and other sketches are on Pages 9E and 10E of this section. Another color sketch is on Page 10E.)

Space Needle, World's Fair Popular on Costume Jewelry

By MARGARET PITCAIRN STRACHAN

The most popular designs in Seattle for 1962 are the Seattle's World Fair emblem and the Space Needle. Seattle stores are displaying a variety of goods with these and you can find something for everybody.

Bone china for feminine tastes has been used for cups and saucers, matching dinner plates, ash-trays of several sizes, tiny pitchers and salt and pepper shakers. The fair emblem and the Space Needle decorate these as well as ten Washington scenes on the saucers and plates.

FOR BOYS there are Century 21-stamped tee shirts. These are white and the design is brightly colored of a



blue Monorail train, the Science Pavilion arches, and the Space Needle.

One shop selling costume jewelry has items ranging from the Space Needle on tear-drop earrings to gold money clips decorated with the blue fair emblem. Key chains of silver or gold also boast the blue emblem. Some cigaret lighters use the emblem and others have Washington State scenes on them.

Gold cuff links and matching tie clips use the Space Needle and other Fairground buildings on them and the words Seattle World's Fair stand out from a blue background. And a gold chain bracelet has a jeweled space





needle on a gold disk.

For those feminine visitors or Seattleites who like charms there's a gold charm bracelet with seven charms, including a totem pole, airplane and ferry. Earrings in the shape of the fair emblem are made in pink, blue or orange.

Gold compacts, gold cigaret cases, desk-pad covers, toothbrush carriers—all have the fair design and tiny Space Needle on them. Space Needle pins are silver or gold and are jeweled. Earrings match these.

A LAVALIERE with both the Needle and the emblem hangs from a long silver chain. Gold chains, too, dangle the Space Needle.

Another shop displays still different items. A silver bell imported from Holland has the fair emblem on the top. A savings bank, cylindrical in shape, and a silent butler use the emblem. A matching cigaret case and pillbox are gold and embossed.

A 14-karat gold Space Needle charm is a circular disk with the design raised and plainly seen.

Remember—these are the antiques of a hundred years from now — from the Seattle's World Fair, of 1962.

For information, call Dorothy Neighbors, Main 2-0300.

Orange Peel Added to Batter

Ever add grated orange peel to the batter that you have prepared for cornmeal muffins? Serve hot with butter and orange marmalade.



CONNOR'S Leads the way in the Space Age... ON APPLIANCE PRICES!

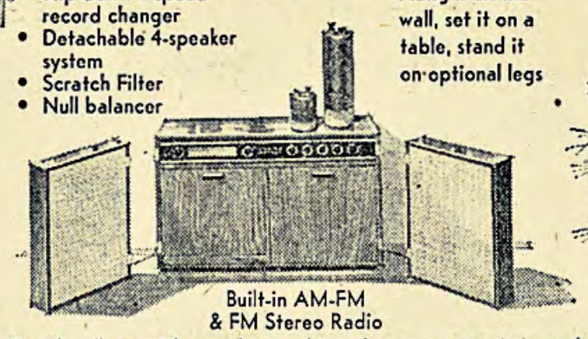
• This Stereo may be placed in any of positions shown



DE LUXE MODERN STEREO

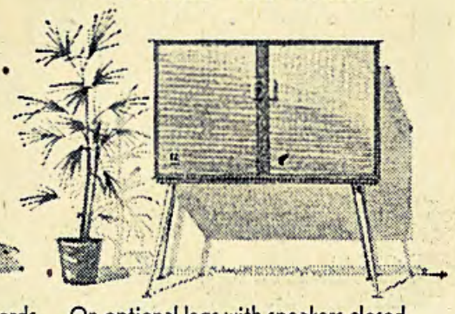
General Electric Model RC 1616

- Flip-down 4-speed record changer
- Detachable 4-speaker system
- Scratch Filter
- Null balancer
- Hang it on the wall, set it on a table, stand it on optional legs



Built-in AM-FM & FM Stereo Radio

On the floor with speakers unhinged, using extension cords



On optional legs with speakers closed

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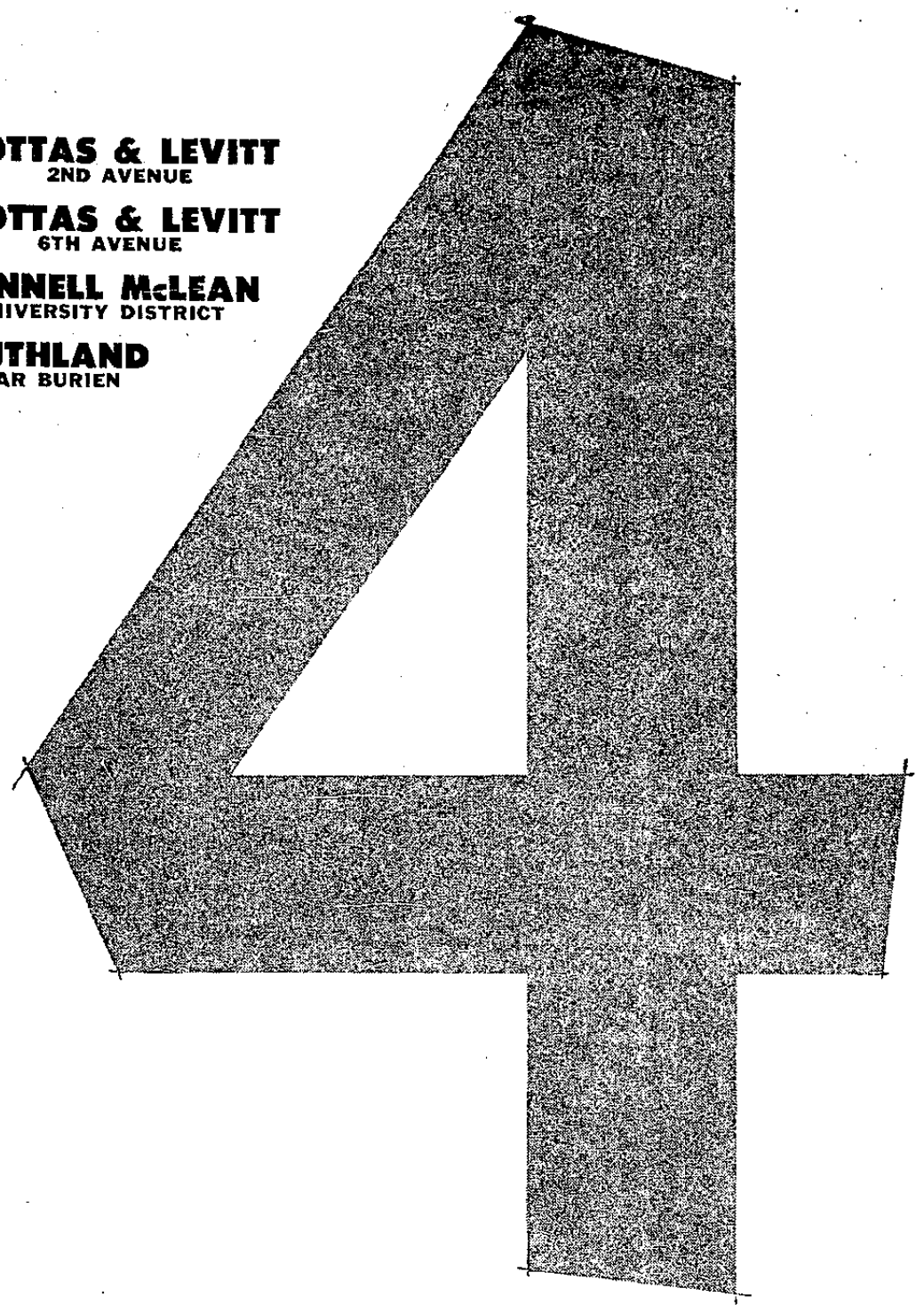

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For more than 150 years—the combined length of time these four stores have been in operation, the public has been offered fine furniture, service and courtesy, backed by a reputation of integrity and dependability.

Keeping pace with our rapidly growing City, now you are offered the many advantages of 4-store buying power. Feel welcome to browse thru our large stores—conveniently located thruout the city—with more than 100,000 square feet of home furnishings.

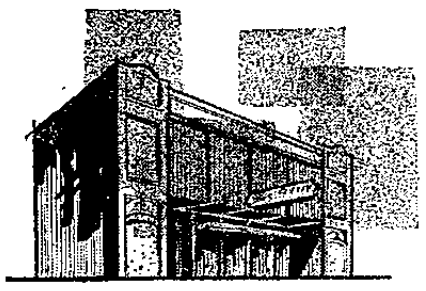
Regardless of your tastes—whether traditional, modern or contemporary, you will find a pleasing representation of many styles from nationally famous craftsmen, at a wide range of prices.

Never before have we been able to offer such wonderful and exciting values—never such a varied selection—now made possible, and at savings, too, through huge 4-store buying power.

Too, if you seek decorator help, our salesmen, all with long experience in furnishing the finest of homes, will be ready to assist you.

Our credit plans are flexible and we handle our own financing.

We cordially invite you to visit our stores. Discover for yourself why families, generation after generation, have been our loyal and satisfied customers.



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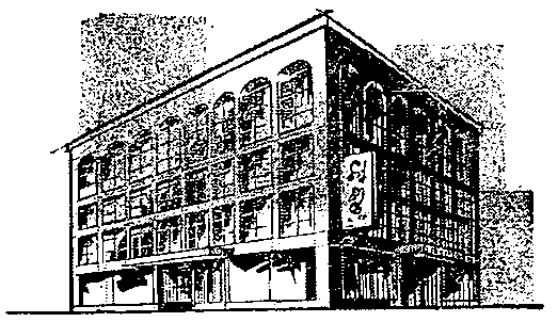

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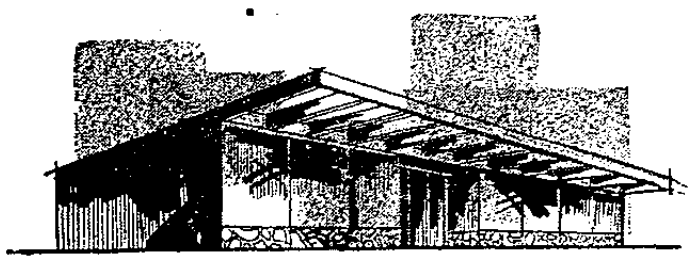

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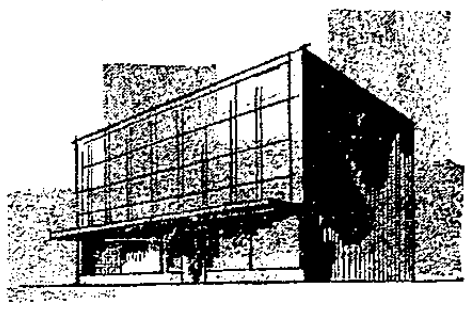

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see page 4, main news section, for a spectacular 4-store value

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In Coats What's Up Front Counts

It is the shape up front that counts in spring coats and suits. Front shaping moving toward the bustline is the identifying feature.

Tight Clothes Warmer

Shelve the snug-fitting shirts and socks for summer. Tight clothing makes you feel even hotter in humid weather.

COUNTER-SPYING IN SEATTLE STORES:

Jewelry, Accessories Go All Out on World's Fair Theme

By RUTH DeROSA

All's fair in love and war. And in Seattle there is plenty of fair fare for your fair lady. The only war will be a battle to see so many wonderful things in a short time.

There are so many pieces of jewelry and decorative accessories that no matter where she goes people will know she has been a part of America's space-age world's fair.

For an evening of dining at the Space Needle she will like the Space Needle jewelry. The accessories are encrusted with rhinestones or in plain silver. There are necklaces of the Space Needle attached to a wisp of a silver chain. Large and small Space Needle pins, and the ever-popular dangling earrings with the Space Needle design were most attractive.

THE CHARM bracelets are something to cherish always. You can get a charm bracelet with one charm of the Space Needle and slowly add to it. Other charms depict the Monorail, Science Pavilion, Coliseum, the Century 21 Emblem and a totem pole all in tiny detail.

While visiting the fairgrounds she might need a sweater if the day is cool. It is kind of hard to keep track of a sweater with all the interesting displays to look at so better get a sweater guard, expecially one with Century 21 emblem for a decoration.

For casual wear there is a gold-finished bracelet with a round coinlike decoration. It shows a scene of the fairgrounds.

DAUGHTER will like the silver-colored charm bracelet with the souvenir charms attached. The charms include a Space Needle, Gay Way ride, the Coliseum, Science Pavilion, Monorail, the Church of Tomorrow and the Hydroelectric Exhibit.

To decorate their dresser, women visitors may like gold-colored magnetic bobby-pin cups with the fair emblem on them.

Copper jewelry is always popular especially if it comes with a World's Fair decoration, the Century 21 emblem. Everything is matching, necklace, earrings, bracelet and pin. There is also a pendant on a thin copper chain.

The woman of the World's Fair will also like the decorative items to carry in her purse. There is a gold-finished lipstick case attached to its own little mirror. The back of the mirror is decorated with the World's Fair design.

To keep addresses right at hand she will like the miniature gold-finished metal address book. When you set the indicator it opens to the proper letter. A tiny Space Needle decorates the top.

IF YOU are wondering where to keep your pictures of the fair we have the answer. It is a gold-finished metal case with a blue Century 21 emblem on the top. It looks somewhat like a compact but inside are compartments for your pictures. It is a wonderful way to keep your fair pictures and it slips right inside your purse.

Another item for your purse is a miniature gold mirror with its own flannel case. It looks just like the large boudoir mirrors with handles. The back is decorated with a raised design of the Space Needle.

The traveling woman should like the tiny gold case with the Space Needle decoration. It contains a tiny toothpaste tube and a toothbrush and fits neatly into a handbag.

(For information, call Dorothy Neighbors, Main 2-0300.)



BACK in 1937... we started a modest little rug store founded on a policy of service and dependability, dealing only in Good Carpet that gives lasting satisfaction and makes real friends. We have been actively engaged in buying, selling and laying fine quality carpets and rugs since 1924. That marks 38 years of "know-how" all combined to give you the benefit of our experience. *OUR CREED throughout the years has been this:* We purchase the finest ALL WOOL carpet from reliable mills who believe in quality and guarantee each yard we sell. Every floor covering job is prepared for laying right in our OWN Workroom . . . thus we hold each customer's good will so that, when further carpet needs arise, they and their friends return to us. At Gradwohl & Pitchers' you'll find one of the largest selections of fine, ALL WOOL broadloom on the Pacific Coast. Come in and see the actual rolls . . . stocked in our daylight salesroom.



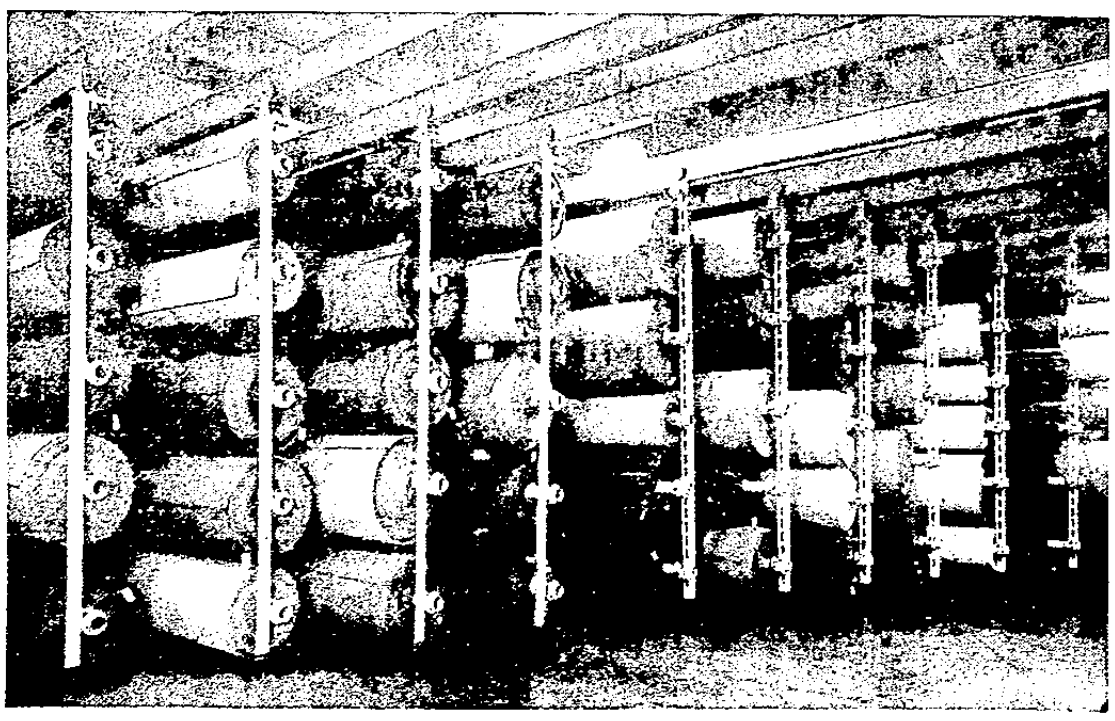
This scene chronicles the opening day 25 years ago of Gradwohl & Pitchers' first store at 4755 University Way. With a 24-foot frontage and 60-foot depth the business opened with the same 3 partners who are active today.

WHY ONLY ALL WOOL?

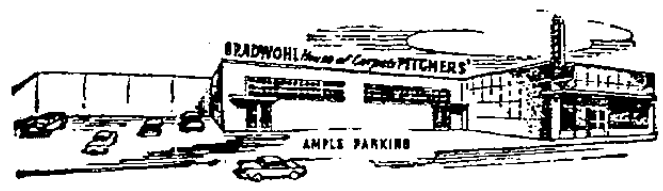
For hundreds of years, Wool has been a byword for quality carpeting! Wool for carpets dates back to the 7th Century proving its utility through the test of time. It is the ONLY Fiber that can be Beat, Crushed, Pulled and Washed . . . and still return to its Natural Form. NO OTHER FIBER IS SO RESILIENT! Wool imparts a richness to the eye and springiness underfoot that has not yet, even in this modern age, been duplicated. Because of our experience, we believe there is no substitute for GOOD ALL WOOL and for that reason sell ONLY All Wool Carpeting.



TODAY'S vast selection is partially shown here in the main showroom where you can find every texture, color and type of carpeting from luxurious broadloom to classic oriental rugs. Every yard of carpet you buy is cut, sewn and prepared by Gradwohl & Pitchers' employees to guarantee complete satisfaction.



THIS MODERN innovation in storing carpetis part of Gradwohl & Pitchers' new addition where each roll of carpet can be inspected completely by the customer as an aid toward choosing the correct colors and texture. This allows you to visualize the true beauty and characteristics of each style of carpet . . . by rolling it out, feeling it and walking over the carpet.



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GRADWOHL & PITCHERS' House of Carpets

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Open Thursday Evening until 9 p.m.

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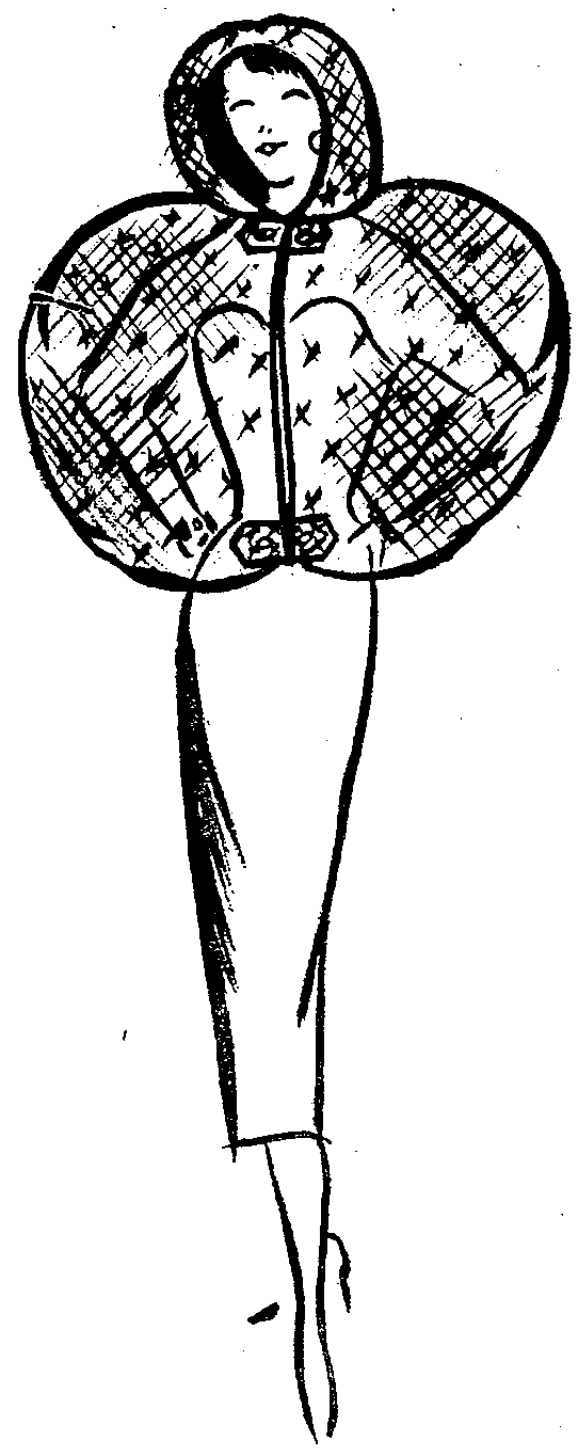
DESIGNERS PREDICT: Fabrics Will Be Fantastic in the 21st Century



This Space Age evening costume is what Mrs. Marie Hills, executive designer for the Foster-Hochberg Manufacturing Co., Inc., predicted well-dressed women would be wearing in the year 2000. The transparent bubble cape is sheer filament, thermal controlled for warmth. The molded sheath is of stretch fabric and requires no seams. Mrs. Hills suggested moon macles, sun sapphires, Saturn scabblings and Jupiter jade for jewelry.—Sketch by Marie Hills.

By DOROTHY NEIGHBORS

Right now, you probably are wearing your Sunday best. If you have just returned from church you might be enjoying a second cup of coffee before you begin preparations for Sunday dinner.

What will you be wearing 38 years from now, in the year 2000? Will we all be dressed like characters out of Buck Rogers? We talked to several Pacific Northwest designers to get their predictions for 21st Century fashions. Here is what they said:

Howard Blair, Seattle designer

"Fabrics will be fantastic. The same fabrics might be used summer and winter, but they will be climate-controlled—warm in the winter and cool in the summer. Many will be quilted, I think.

Seattle may have pushed San Francisco off the map as a city with a reputation for high fashion. The Seattle World's Fair provides the city's women with this opportunity. They will be in the limelight, so I certainly hope they will take advantage of it.

I hope that the trend toward fashion-model thinness will not continue. In my opinion, the most beautiful woman today is at least 35, with 37-25-37 proportions."

Michael Galente, designer and part owner of the Seattle Knitting Mills, Inc.

"Because of the great advances in machinery and fabric, I can see a man enjoying the conveniences of cast-away suits. Wear it a day or two, then throw it out. I believe that there is a man's shirt like that now.

Styling, I won't predict. But, I like to see families dress up when they go out. I hope there won't be too great a departure from formality."

Bob Mickelson, designer for Day's Tailor-d Clothing, Tacoma

"I think that more leisure time will have a greater effect on design than the space age. Now that a man works a 40-hour week, sometimes less, he has developed more recreational hobbies. If this continues, I expect men's fashions to become more casual.

Fabrics will be designed primarily for comfort and freedom of action.

Our company designs men's and boys' wear and ski wear. There will continue to be great changes in the latter field, also. Within a year or two ski jackets will become longer, less bulky, with a slender, tailored look."

Mrs. Marie Hills, designer for Foster-Hochberg Manufacturing Co., Inc.

"I don't go along with those who think we will be welding our clothes together in the 21st Century but I do think there will be a great deal of change in fabric and manufacturing processes. We can't even anticipate the changes in fabric that will be on the market in just a few years. Labor shortages will result in more mechanized manufacturing.

Fashions could go two ways because of the effect of the space travel and push-button type of living—either very, very feminine or tailored and severe."

Sally Hile, designer for Lowman & Heily, Inc.

"Fabrics will be weightless and bulkless. You will be able to roll up a garment and put it in a container the size of a golf ball. They also will be weather conditioned. Your personal air-conditioning unit will keep you at an even temperature whatever the weather.

Disposable clothing is getting closer, too. You might buy a box of 12 of a style, wear one once, then throw away and get out a fresh one.

On the other side, there will be wear-forever clothing. When planet hopping, you might be gone for years, so you will need a garment to last.

But, although space travel will involve a good deal of the above, on earth no one will want to go around looking like they were going to a costume party. I think earth clothing will continue very much in the same vein as it is now. The general silhouette will be very fluid, spare, uncluttered and definitely stated. Gussiness will show up only now and then in spurts when women feel the need to revive ruffles and frou frou.

Leisure wear will continue to be influential and important.



Louise Peel, designer for Marontate-Jones, Inc., designed this costume for the 21st Century. Her inspiration was the sun. This lean pant-suit is topped by a robe of cobweb sheer insulated fabric, glowing in colors of the spectrum.—Sketch by Louise Peel.

Karen Dahlgard, designer for the Sportcaster Co.

Out of our changing and new environments will come discoveries of new fibers, but this does not mean all of the old will become extinct.

Although we are experiencing many changes, cotton is still the world leader, wool, third and silk, fourth. Our natural fibers of cotton and wool always will be used in fashion and I feel we will see even more wool using the nonbulky look, yet achieving warmth. However, as scientists continue with new experiments and eventually obtain presently unknown substances, new synthetics will be developed.

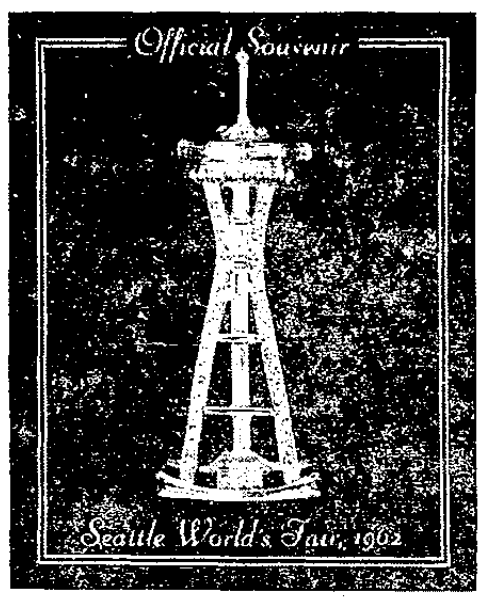
Styling of 21st Century garments will be unlimited, but influenced by new scientific discoveries and explorations adapting to trends of living. Functionality and flexibility will be important, silhouettes will be shaped and molded and elegance achieved without clutter.

Edythe Johnson, designer for Marontate-Jones, Inc.

"Fashions for leisure and party-time both will become more sleek, more severe, I think. More leisure time will result in casual fashions for a casual life.

Fabrics will take no care at all to maintain. For space

(Please turn to adjoining Page E 10.)



Rhinestone Space Needle Pins, Earrings, ea. 2.25

Unusual, precision-made souvenirs of the Seattle World's Fair. Shown actual size. Pins, $2.25 each; button or drop-earrings (also for pierced ears), $2.25 per pair.

4th & Pine Jean Hall Seattle

Facing the downtown Monorail plaza!

Mail orders promptly filled. Pin or earrings, each postpaid, 2.73, includes state and federal tax.

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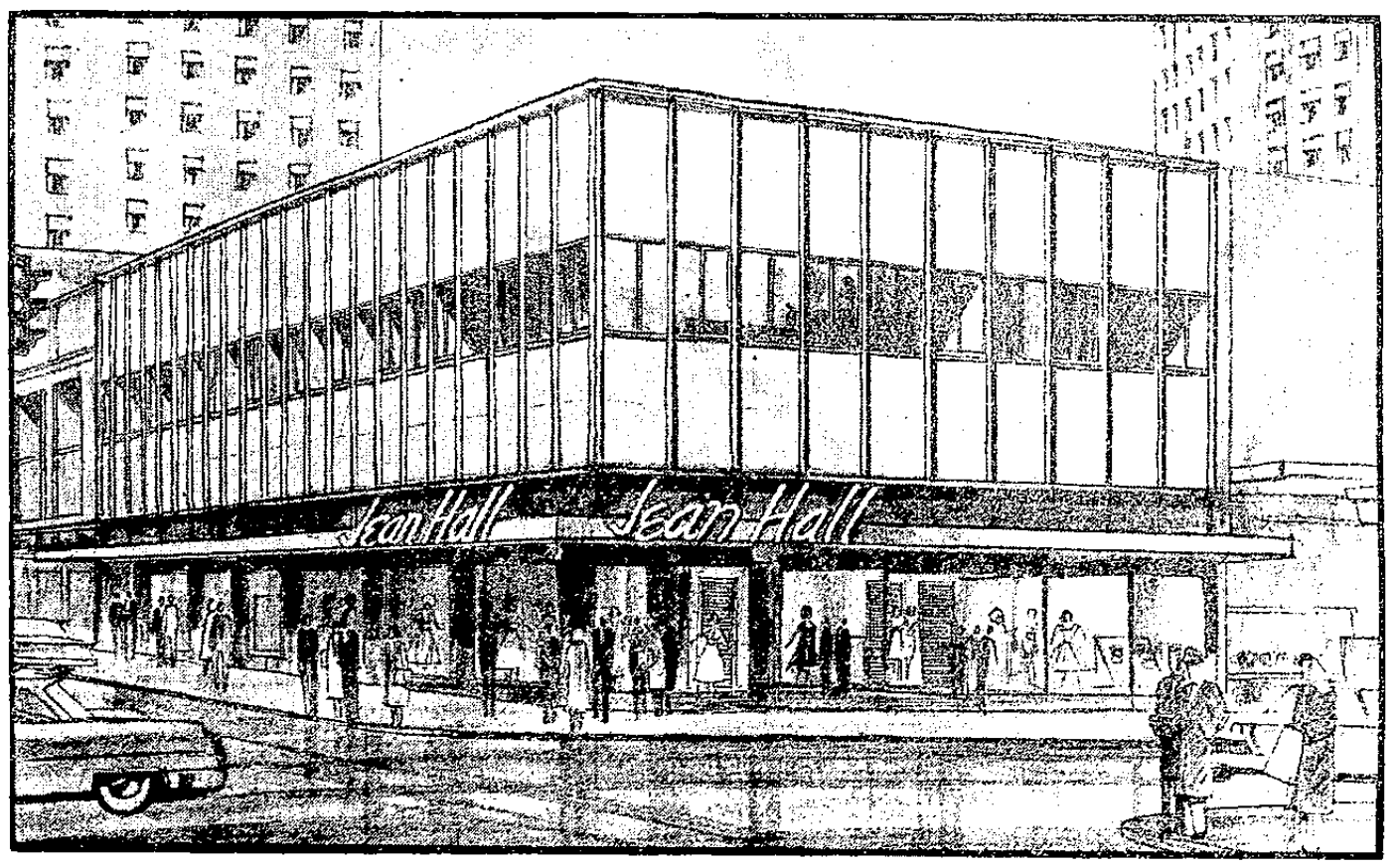
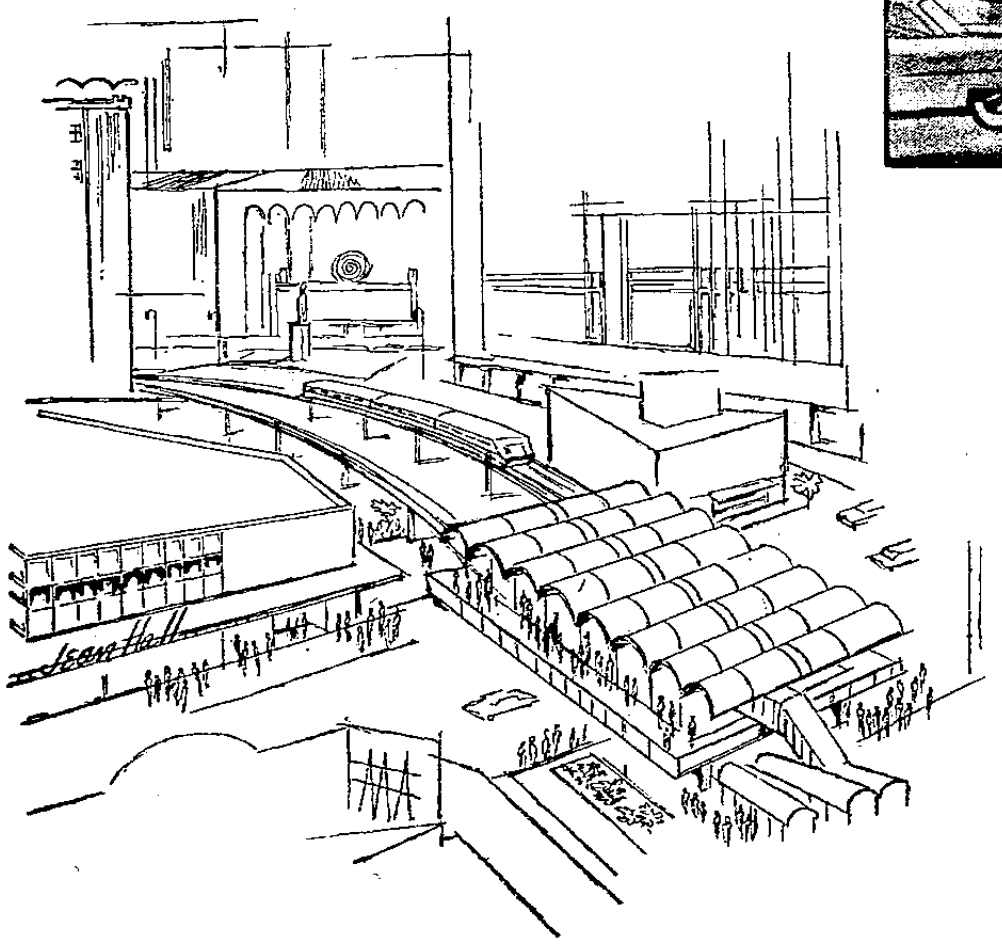
In Seattle, Visit

JEAN HALL APPAREL

. . . facing the downtown Monorail Plaza . . .

Just 95 seconds from the World's Fair







On your way to the World's Fair, chart a course for cheerful apparel shopping at Jean Hall . . . for twenty-nine years a store of friendly and personal service for women of all ages . . . a store filled with many new ideas and proud labels from the fashion field at sensible price levels—your assurance of good taste and quality. We extend a warm welcome to Seattle women and visitors alike.

Downtown—Corner Fourth Ave. & Pine Jean Hall

Young Designer Predicts Fluid Lines

(Continued from Page E 9.)

travel and earth living you will have fantastically light fabrics that provide all the warmth needed.

Dian Records, designer for Pacific Trail Sportswear, Apparel, Inc.

"I go along with the idea that there will be a great deal of attractive disposable clothing, made of paper.

Because there will be a great deal of travel, both in space and on earth, clothing will be lightweight and compact."

Raymond Hawrylciw, Bremerton designer

"Century 21, I believe, will build Seattle into one of the fashion centers of the country. The tremendous architecture and cultural centers will provide the Seattle women with the perfect background to put her best foot forward.

Since the 1900's, women have become increasingly more figure conscious—avoiding obesity. If this interest in controlling weight and good health continues, I think fashions at the turn of the next century will be form-fitting



Cocktails on the Moon—Sketched by Raymond Hawrylciw, Bremerton Designer

with very fluid lines. Push-button living will give women more time to devote to their appearance."

Homes Won't Change Much, Says Architect

Seattle architects predicted that a balance between new and traditional in materials and design will be seen in homes of the future.

Custom homes will be built of the same materials now being used for many years to come. This is the prediction of Gene Zema, architect and winner of the 1961 Home of the Year award in the Seattle area.



GENE ZEMA

"What a structure looks like depends on the materials available and I can't really say without knowing," Zema said. "An architect must use materials wisely and well. It is not his job to invent materials. But we haven't yet learned to use the materials available."

At present there is a rash of glitter, chrome and flashy use of existing materials, Zema said. But there is little new in design materials.

The new developments will come in exciting concepts in sight planning and plan circulation affecting the appearance of the structure.

Advances also will come in the mechanical, electric and heating fields. These developments and the changes in the interior conveniences will change structural appearance, Zema said.

"The future lies in the aesthetic appreciation of existing materials," Zema said.

"I WOULDN'T look for a radical change in design," said A. O. Bumgardner. "Residence design is a continuing conflict between superficial styling and gadgetry on one hand and age-old basic elements of form and space, light and air, and outlook on the other."

The most striking change, political and financial inertia willing, should result from the manner in which family living units are related Bumgardner said.

"I hope that urban housing problems can be better solved by more ingenious planning such as row houses, court plans and the like rather than the conventional street pattern of individual lots," Bumgardner said.

Imaginative design can provide imaginative individuality *in such scenes he said.*

JERRY GROPP, architect, said that advances in home planning and building depend on technical break-throughs.

"This brings about a continual re-evaluation of old materials as well as testing of the new," he said. "The new materials become part of our vocabulary and planning, but whether they stay depends on how well they stand up against the old materials."

Though technical inroads are being made in prefabricated homes, Gropp said many persons still resist factory-built houses.

"The factory-manufactured home is economical when produced in mass and delivered economically," he said. "I think we will see much change in this area of home building in the future."

LIVING AREA and arrangement have seen great changes since the Second World War, Gropp said. As heating, plumbing and noise controls are advanced there will be more radical changes in appearance.

"These changes will be seen first in the custom home," he said, "and then in the mass-produced houses."

How Do You Like Baked Potatoes?

By MARTHA A. POOLTON
King County Extension Agent

There is something about a baked potato that makes it a favorite with most meats and also makes a dinner really complete. Even with baked potatoes, however, it seems that everyone has a preference when it comes to the way they are served.

For some persons the skin is the best part, but there are differences of opinion as to what makes it just right. Some like it very tender and soft while others want a crisp, crunchy texture.

Though baking potatoes is really one of the easiest ways to prepare them, there are still some good "tricks of the trade" in fixing any vegetable that help it to have optimum appetite appeal.

PRICKING the potatoes with a fork to let out the steam during the cooking was always one of the most important steps in baking potatoes at our house when I was growing up, and still is, of course.

Then when they are ready to come out, they get plumped up after we cut them in the center both lengthwise and crosswise. I use a fork to do the cutting, too. This insures the mealy, fluffy potato we all like so well.

When electronic ovens first came onto the market, it sounded like they would make it possible for restaurants to bake potatoes to order since these fabulous ovens bake potatoes in a matter of minutes.

HOWEVER, one restaurateur said he couldn't use the new ovens for this purpose, since he featured a crusty baked potato on his menu and the oven didn't accomplish this when it cooked the potatoes.

If you do want a soft skin on your potatoes, though, you can have it easily, too, in a regular oven. Rub the scrubbed and dried raw potatoes with melted fat before placing them in the oven, that is standard procedure for many homemakers.

Always allow plenty of time for the potatoes to bake thoroughly. For a medium to large size potato give it a full hour, or even one and one-half hours depending on the size.

Town, Country



CHECKED gingham was designed for town and country wear by R & K Originals, Inc. A bow-finished belt bands the knife-pleated skirt. The company will show similar designs during the Seattle World's Fair.

Pears Cooked In Red Wine

Ever cook fresh pears in red wine a la the French? Pare the pears but leave them whole.

Use equal parts of the wine and sugar and simmer the pears in the mixture until they are tender. Chill the fruit before serving.

Stores Have Souvenirs Galore With World's Fair Scenes

By RUTH DE ROSA

Part of the fun of going to the Seattle World's Fair will be the souvenir - hunting in stores around town.

Souvenirs make wonderful gift items when you find a birthday or anniversary approaching.

A counter at one store was filled with gleaming cedar souvenirs of Seattle. There were banks shaped like old-fashioned barrel kegs and salt - and - pepper shakers shaped like coffee pots and kettles. If you have a friend who is a seamstress, she might like the velveteen pincushions with a cedar base.

For the boating set there was a thermometer mounted on a cedar ship's wheel.

There was even a shiny cedar box for women who lay rings and watches around.

For the homeowner who would like to know who visited while they were away there is a cedar-wood box to hang by the front door. On the outside is a clock to set the time when you will be expected back and on the inside is a pad of notepaper for messages.

HIGHLY polished woods in all shapes and sizes have been made into wall plaques with color photographs of Mount Rainier, outdoor scenes and the Lake Washington Floating Bridge mounted on the surface. Carved totem poles were done in gay colors.

There were demitasse spoons with a tiny picture of the floating bridge on the handle.

For the children there were beaded coin purses shaped like an Indian canoe, a jig - saw puzzle of the fairgrounds with Mount Rainier in the background, and another puzzle is a wooden space needle.

A GOLD-COLORED rocket ship was really a bank. Coins were inserted on the side and with the push of a button the coin was rocketed to the nose cone.

Handy for keeping letters or napkins in one place is a gold-colored napkin container. One side has a pearl finish with a picture of the fair etched in gold.

If you hate the thought of having to lick the stamps and envelopes for your correspondence, get a gold-finished letter and stamp moistener. Just run the stamp or envelope under the World's Fair decoration and it is moistened by a little sponge.

And while you are in the letter-writing mood you will like the World's Fair note paper and matching stationery with a picture of the Space Needle and Monorail.

TO GO WITH all this writing there is a pin-and-pen set. The round pin shows a picture of the World's Fair. The pen is attached to it by a magnet. It makes a decorative accessory and you won't have to fumble in your purse for a pen.

For entertaining World's Fair guests there are distinctive bottle and can-openers. The handle of the bottle opener is shaped like the Space Needle and the bejeweled can-opener has the fair emblem.

For information call Dorothy Neighbors, Main 2-0300.

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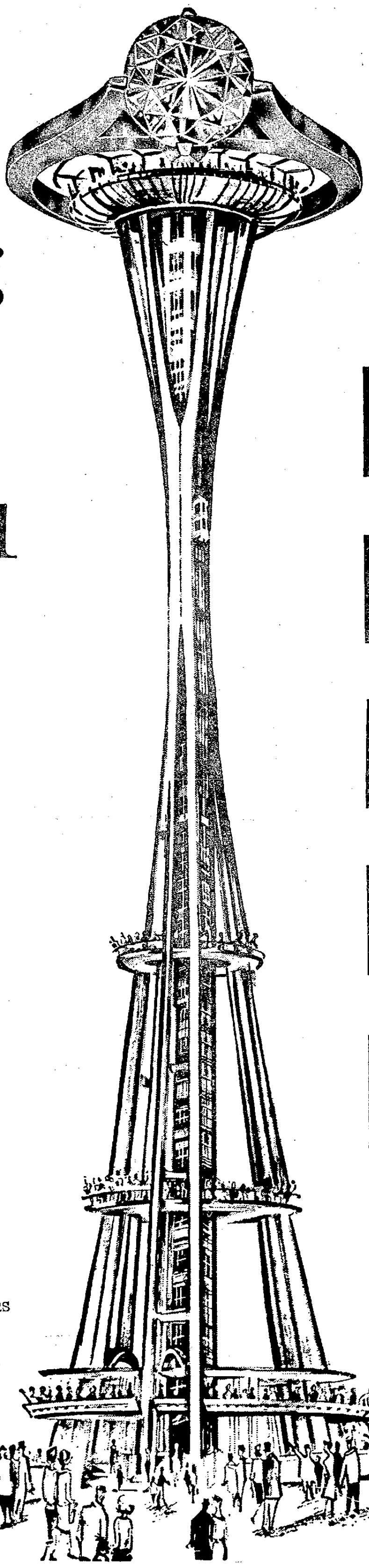

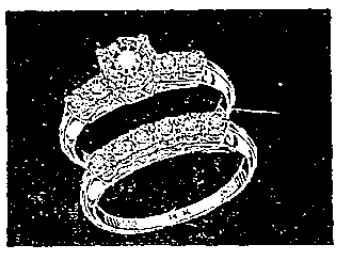

Delicate bridal pair with eleven flashing diamonds in 14K gold setting.
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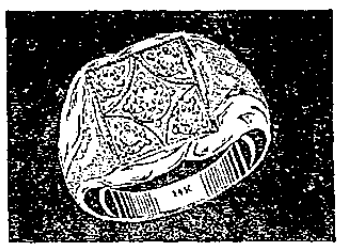
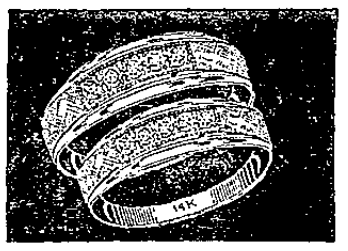
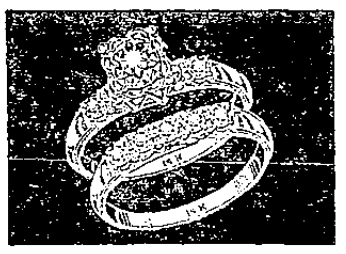


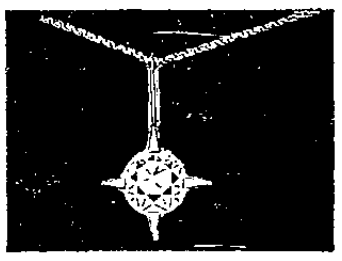
Man's ring with five brilliant diamonds set in unusual square mounting. 14K gold.
$195



Matched bride and groom duo with ten resplendent diamonds mounted in 14K gold.
$150



Eight fiery diamonds highlight the striking design of this bridal set. 14K gold.
$595



Beautiful "Galaxie" diamond pendant, 14K gold, matching chain.
$195

Illustrations enlarged to show detail.

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V-Neck Blouse, Skirt Made Of New Fabric



Stephanie Koret, San Francisco sportswear designer, has introduced a new fabric called Bengara. Costumes of the fabric, such as the V'd neckline-tricolor blouse and pleated skirt pictured, will be shown in the Fashion Pavilion at the World's Fair.

U. S. Women Ignore Trends, Says Simonetta

Simonetta, the Italian designer, once remarked on the tendency among American women to ignore fashion trends and stick to what looks best for them.

"Women designers have the advantage over men simply by reason of their sex," Simonetta said. "Fashions change because a new stimulus is needed to keep inspiring women to feel 'different.' The male designer has to develop this 'stylish restlessness,'; women are born with it."

The American woman impresses Simonetta because of her diet-consciousness and generally fit appearance.

"American figures are surprisingly good," she concedes. "But then everyone wears such marvelous girdles."

With that point made, Simonetta makes it transparently clear that despite her position as a figure in international circles, a multi-lingual woman of the world, she is something of a chauvinist.

"Italian women are the world's most chic," she insisted. "They have no inhibitions about being dressed differently. And they have very strong individual personalities."

Freezing Meat? Include Gravy

When freezing cooked meat, make sure to combine it with a sauce or gravy.

The University of Illinois home economics department recommends this procedure because the sauce or gravy assures a more air-tight package and has been shown to protect the meat during freezer storage.

Package the cooked meat carefully, home economists advise, leaving space at the top of the container for expansion during freezing. Transfer the package to the freezer immediately and store it at zero degrees or lower.

Dilly Sandwiches Make a Meal

Dilly club sandwiches make a hearty meal. Arrange ¼ pound of sliced cooked corned beef on 4 slices of white bread, toasted.

Divide ½ cup of dill pickle slices onto beef. Top with 4 slices of bread, spread with 1½ teaspoons of mayonnaise each. Add a layer of cooked turkey, tomato slices and lettuce leaves. Sprinkle with salt and pepper and top with 4 slices of bread. Secure with toothpicks before serving.

Corn-Pepper Soup

Quick soup: Heat a can of cream-style corn with milk and a few good pinches of freshly-ground pepper.

HAIR-RAISING PREDICTION:

Women May Take Pills to Curl Hair

By DOROTHY NEIGHBORS

Julius Caruso, New York hair stylist, delighted Seattle women with anecdotes about his famous clientele (which includes the Gabor sisters, Ann Sheridan, Suzy Parker and many others in the limelight) on his visit to this city about a year ago.

To get his opinion on coiffures for the 21st Century, we wrote to him, asking him some pretty "far-out" questions.

Caruso replied:

Dear Dorothy Neighbors:

It was so nice to get your letter. It made me realize that it has been just a year since I made that trip westward. I remember grabbing a sandwich in the cafeteria of The Seattle Times and eating it in the back of a taxicab so we could see a little of Seattle . . . all nice memories.



JULIUS CARUSO

But, now to the questions you posed which are a little tougher than the ones you threw at me last year, you know!

Crystal-ball gazing with women's hairdos is a good idea, but I am just a hair stylist, worrying about what the new trend will be this fall.

Anyway, here are my guesses on those "headlines of the future".

One thing I can see coming is the "instant hairdo". Everything in our lives is accelerating at such a pace that living itself virtually is packaged for us. Why not hairdos?

I can see stylists working on wigs rather than heads because in 100 years women will not take the time to sit in beauty parlors.

They will drop off their wardrobe of wigs at the beauty parlor to have them redone and pick them up at the end of the week—just like the laundry.

As for the permanents and hair coloring, our approach to both of these problems will be physiological.

Someday women will just take pills to curl their hair: One pill for a loose, casual wave, two pills for a curlier look.

This is not as far-fetched as you might suppose. We know that the shape of the hair follicle determines the degree of curl. If by physiological means we could change the shape of the follicle, curl control will become an internal rather than an external operation.

The same holds true with hair coloring. I can see women swallowing colored pills to change the color of their hair.

More seriously, I believe as our basic knowledge of hair increases, we will solve the riddle of baldness and grayness. These two problems will be something people back in the 1960's had to cope with.

I am enclosing a futuristic style photograph that I thought you might be able to tie in with that enormous tower (the Space Needle) that to me at least, is the symbol of the fair.

Talking about future centuries makes one year ago and 3,000 miles away seem like pretty small stuff—and in this jet age, I guess it is.

Sincerely,
(Signed)—Julius Caruso.



Julius Caruso, New York hair stylist, predicted a great many changes in glamorizing the hair in the future. This towering coiffure reminded him of Seattle's Space Needle.

Relish to Serve With Salmon

This is excellent to serve with fresh salmon. Chop ½ cup California seedless raisins, 2 small unpeeled apples, a large dill pickle and 3 green onions. Combine with 1 tablespoon lemon juice and 3 tablespoons each French dressing and mayonnaise. Refrigerate an hour or so to blend flavors.

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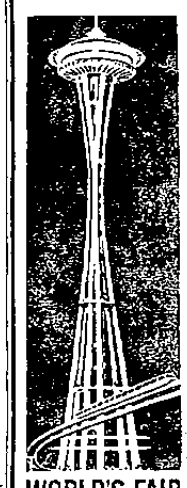

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Check Tension on Machine by Easy Test

The word "tension" means "tightness," and in sewing refers to the tightness of the sewing machine threads.

It is easier to determine if the threads are interlocking properly as the machine stitches are formed in two different colors of thread and a long stitch is used.

Be sure to thread the machine correctly, both bobbin and upper spool thread before testing tension.

If the stitches look exactly the same on both sides of the fabric the tensions are correctly adjusted. If one side shows more thread than the other this indicates an incorrect adjustment of tension.

In medium or heavy weight fabric it may be difficult to see the interlocking of the threads due to the bulk of the material used. In thin fabrics, however, the stitch interlocking may be visible from either side.

Ribbon Cake Is Fancy Dessert

Put a cake together for a fancy dessert. Bake an angel food cake in a loaf and split into 3 layers when cool. Prepare peach-flavor gelatin, using syrup from canned fruit cocktail as part of the liquid. Chill until almost set.

Fold in well-drained canned fruit cocktail and spoon between layers of angel food. Chill well. At serving time, frost with sweetened whipped cream. Decorate top of cake with bright pieces of canned fruit cocktail.

How to Loosen Hard Ice Cream

Know how to remove ice cream that has been packed into a large mold and frozen?

Loosen the sides of the ice cream with a cold knife, then dip the mold quickly into lukewarm water. Wipe the outside of the mold with a dry cloth and unmold.

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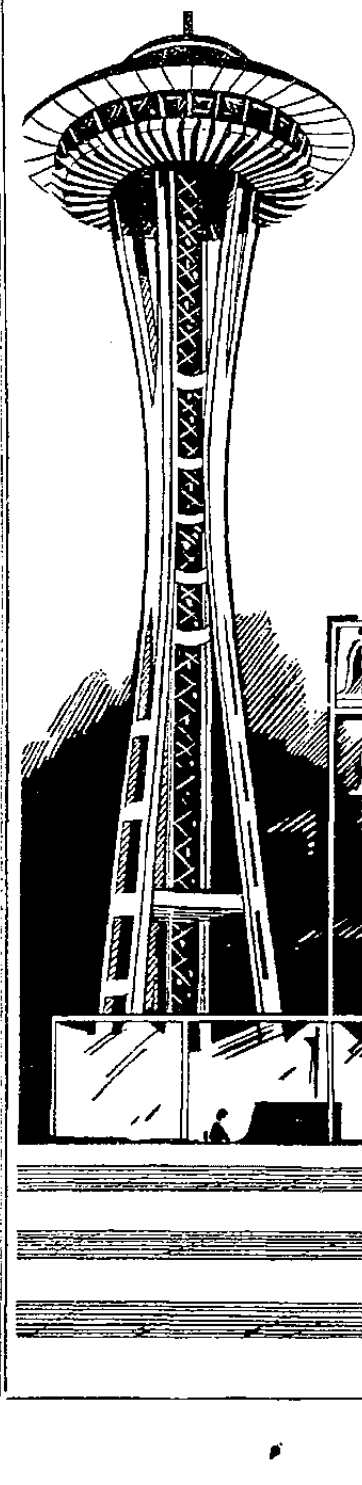

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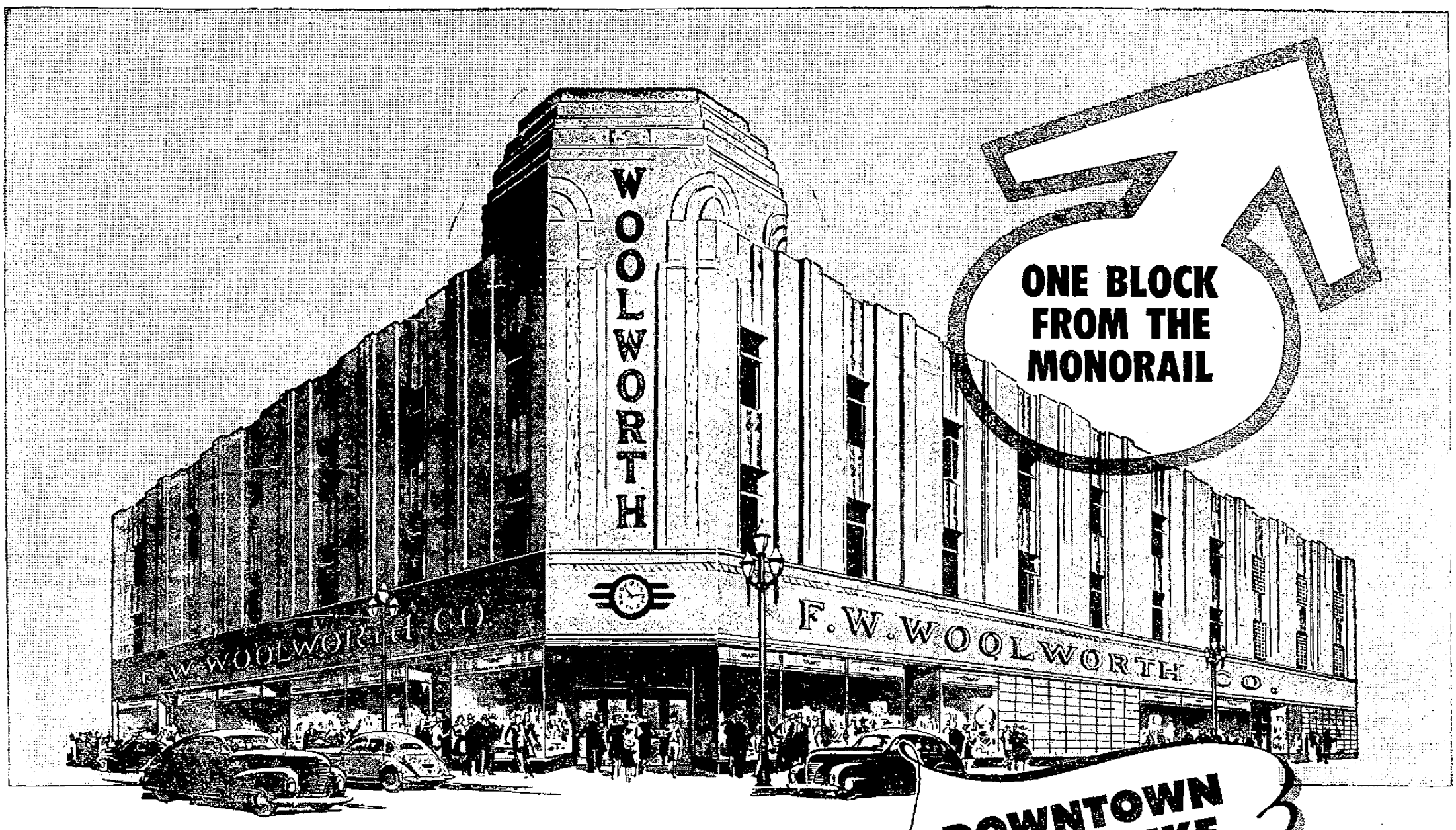

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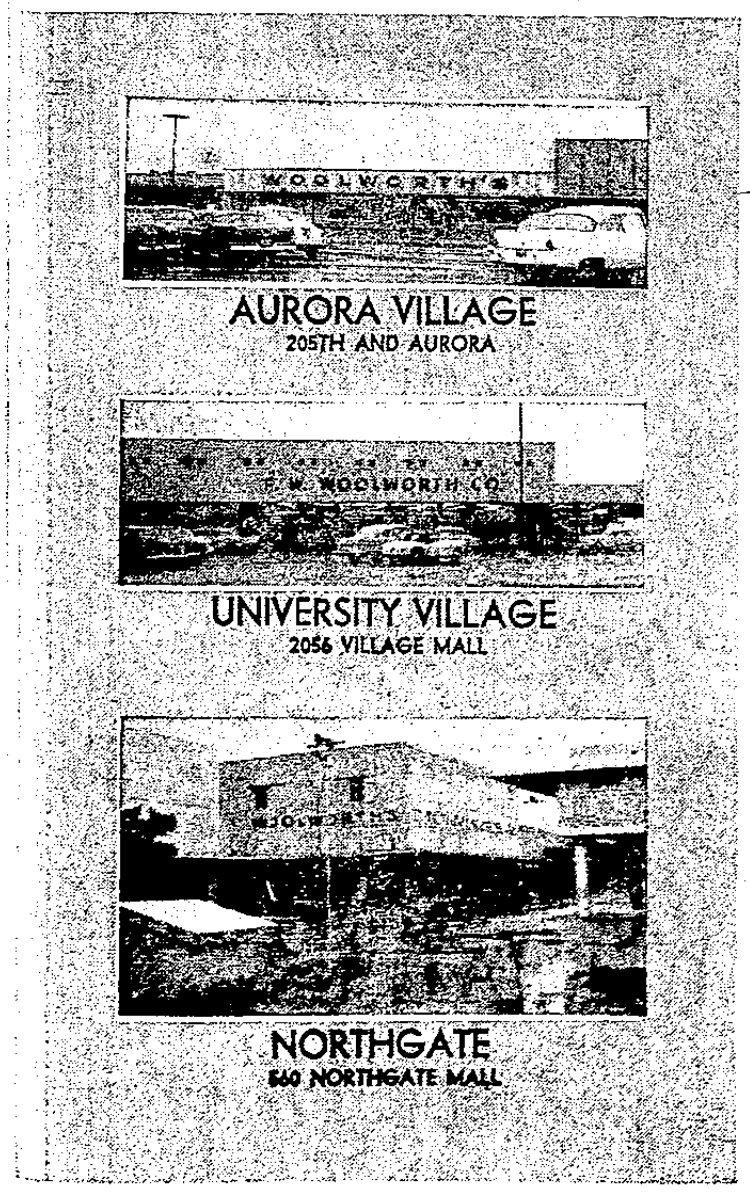

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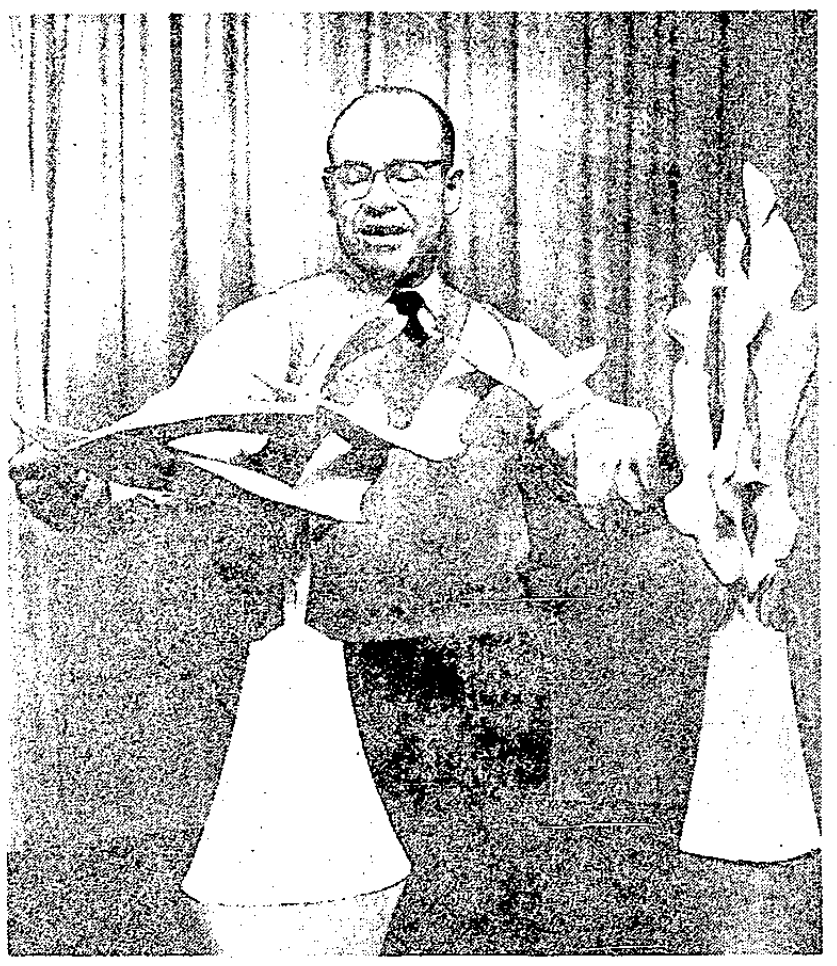
Landscaping Changes to Accommodate Space Age



Professor Everett G. DuPen, sculptor, with one of his models.

By MARGARET PITCAIRN STRACHAN

The appearance of cities and of homes has changed considerably since the 1800's and undoubtedly will continue to change between now and the 21st century. The art of landscaping will have to be different then also.

There was a time when few people considered landscaping when they purchased a home unless they had a great deal of money. "Grandmother's garden" was taken care of by Grandma herself, unless she was able to enlist the aid of an obliging husband.

Everyone knows what she planted — roses, mignonette, four o'clocks, morning glories, and of course a few herbs like parsley, rosemary, thyme and mint.

WHEN GRANDMA and Grandpa moved West she brought a few packets of seeds in the covered wagon and perhaps a few cuttings of her favorite rosebushes from her garden back home. Then as Seattle became a city rather than a pioneer town gardens took on a different look. People became "view" conscious and homes on hills used rock gardens.

When we wondered what changes would come about by the 21st Century we questioned Prof. Everett G. DuPen, the sculptor who created the Seattle World's Fair fountain. He feels that sculpture will become a part of landscaping and there will be a great deal of use made of buttresses, pylons and walls.

"THE IDEA of landscapery is changing," DuPen pointed out, "and the aspect of the land is part of sculpture. When you sculptor you change the shape of stone. When you landscape you change the shape of earth.

"I think that painting and sculpture will be translated in terms of a complete concert of the arts—it will be much more of a symphony. They will be brought together more than they are now, rather than standing individually.

"Along this line at the University of Washington we are trying to collect these arts in one basic art class.

"A SCULPTOR sometimes works with a landscape artist, building up and bringing sculptural treatment to land masses, pools, ridges and things of this description."

DuPen says that in the relationship of sculpture to landscape architecture, the proximity of the Orient has a great deal to do with this area of the United States. The East Coast leans heavily toward formal French gardens.

"There is more formality in the East," he said. "Here we make more use of ground sculpture and fit in sculpture in a low-lying way. The West is much more aware of the outdoors.

"Strangely enough," DuPen added, "sculptors here are rarely hired by landscape architects, while in the East they are called on more. Sculptural relief is needed in the East, while here they think it isn't needed. But I feel it has a definite place and it is natural we should relate our sculpture to outdoors."

DuPEN SAYS sculpture has a place in the future and he hopes the public will learn to understand that sculpture has a part in landscape architecture.

"We've had several outdoor shows to exhibit sculpture," he ended, "but in Canada they have a show every year. Only two or three sculptors are represented in our national garden magazines."

George Tsutakawa, the sculptor who created the Seattle Public Library fountain, did not believe the combination of total arts was a good idea, although he said the result might be good.

In discussing the future of landscape architecture he said the great cities in Europe are not one man's effort. People who must support this sort of thing can't do much on a big scale. People create the atmosphere of total integrity of the art.

"MOST OF the sculpture on a large scale was cast in bronze. But with the techniques of today, industrial methods of fabrication could be used more extensively. Not only bronze will be used, but plastics, glass and new alloys could be incorporated and used for large scale sculpture such as fountains. Bronze sculpture is very limiting.

I'm not thinking of very fine sculpture made by hand," he explained, "but being able to manipulate and fabricate beautiful forms. The library fountain was not cast, but was wrought on a fabricated form — a sheet or plate form."

Tsutakawa feels that the appearance of cities will change to accommodate speed and the movement of people and vehicles in space, on the ground and under the ground. He thinks it will be too bad if we have more and more apartment buildings and less houses.

"THE WAY it is going now we won't have much land to landscape," he added. "More bridges, more overpasses, more cloverleafs, and so on will be built."

Asked whether he felt these could be landscaped, he replied that he doen't consider that really landscaping. He fears there may be no land left for trees, flowers and such things. "Concrete tubs are cold and artificial looking," he concluded, "and rather horrible looking."

Perhaps like many other things landscaping will make a full circle. After all, Grandma used to favor the rubber plant. And there's not much difference between a rubber plant and a split-leaf philodendron that is now in high favor.

So who knows, if there is no room for landscaping, perhaps we will go back to Grandma's garden, but instead of being located in the back yard, it simply will be a couple of windowboxes filled with blooming plants. Perhaps the piece of sculpture can stand at the front door?

Dessert Simple, Sophisticated

Simple yet sophisticated dessert is ideal for year-round entertaining. Combine ½ cup each currant jelly, Port wine and brown sugar with 1 tablespoon of lemon juice and ½ teaspoon cinnamon. Simmer until ingredients are blended.

Place 6 to 8 drained canned peach halves in sauce, prick lightly with fork and simmer about 5 minutes, basting with sauce.

Pour in 2 or 3 tablespoons brandy just before serving.

For real glamour *prepared* in chafing dish, set brandy ablaze and serve at once over ice cream or angel food cake. Very elegant for summertime dessert with sparkling glasses of iced tea.

Drapery Cords Greased

If the cords on drapery-traverse rods are coated with a thin layer of petroleum jelly, they will work more smoothly.

Fruit Should Simmer

Nowadays it is not necesary to soak dried fruits before cooking; but they should be simmered in ample water.

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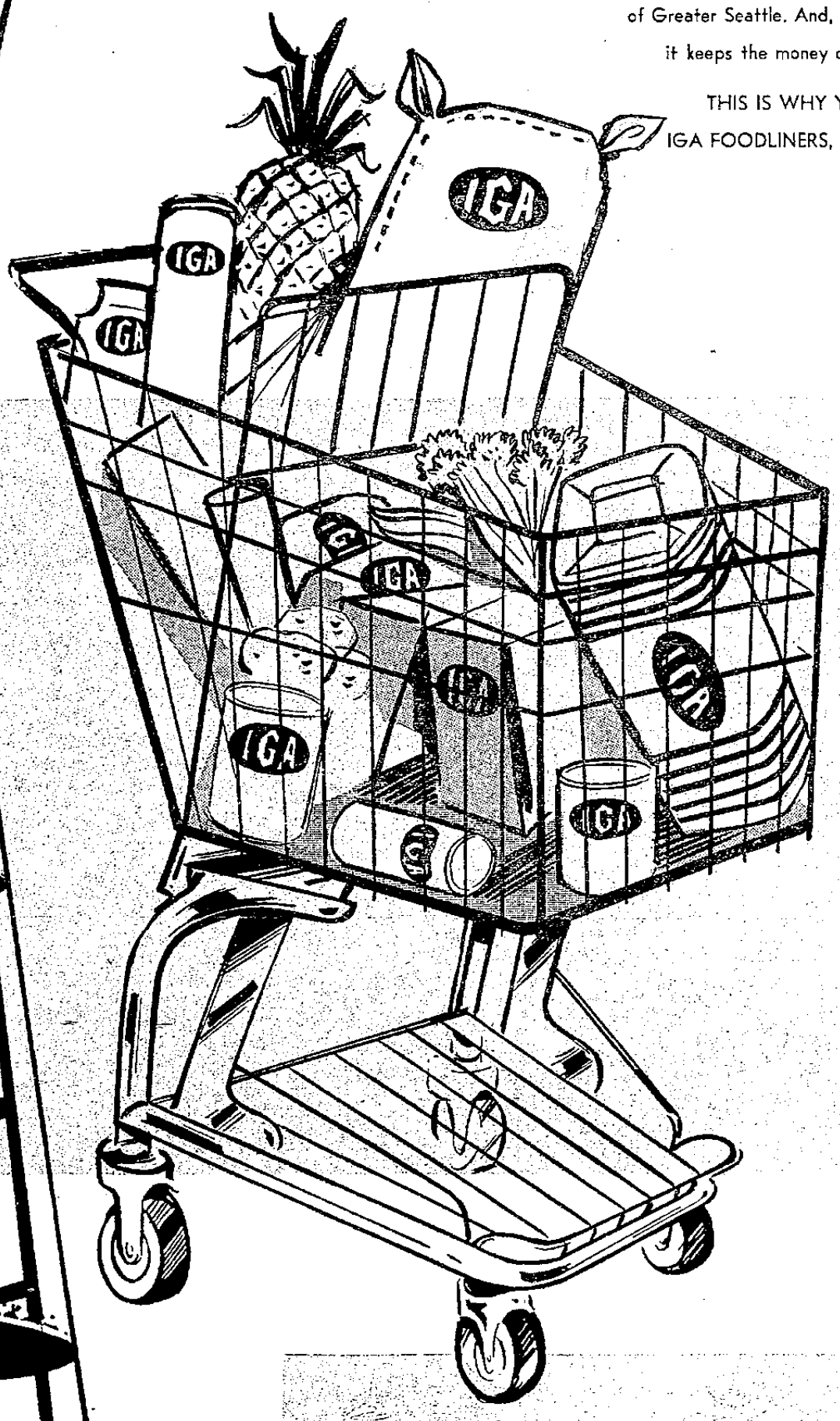



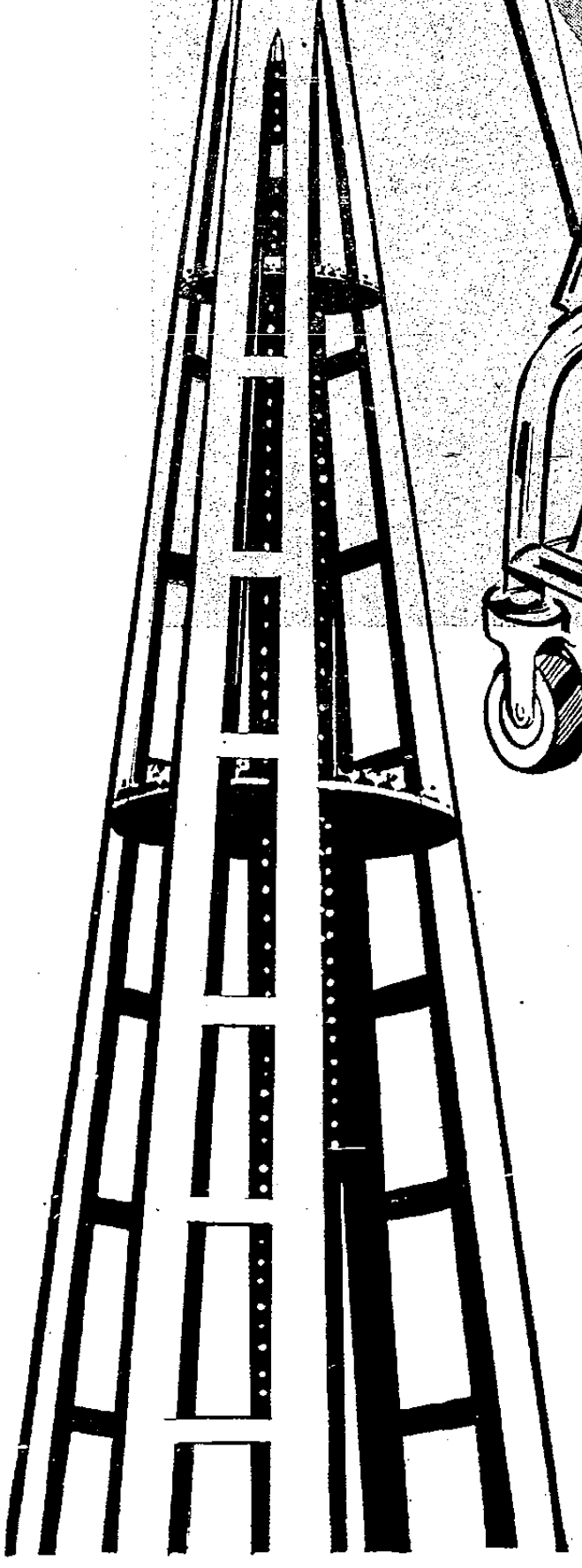



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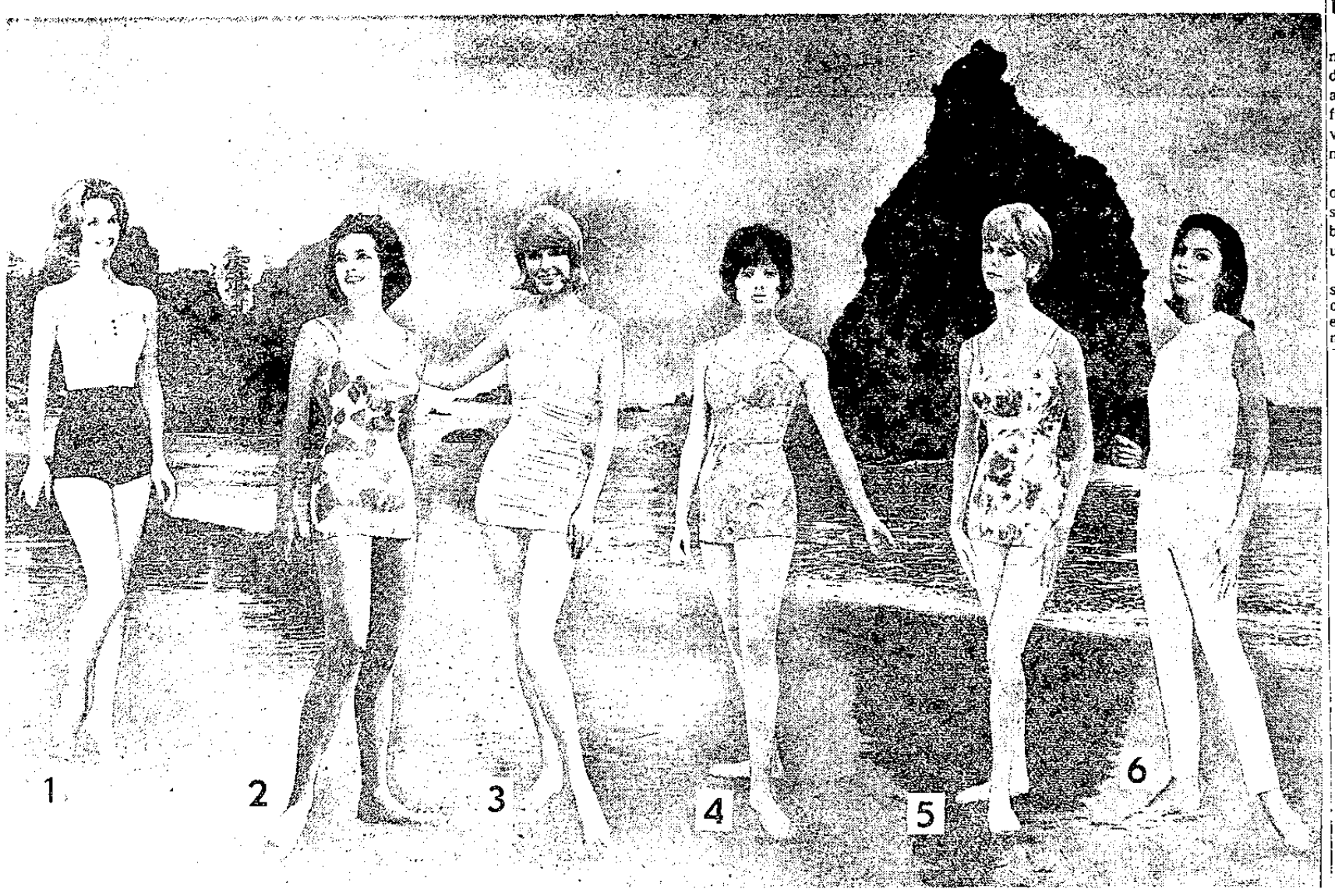
Pretty Swimsuits for Fun, Frolic on Beaches



Photograph by Josef Scaylea; Art Layout work by Harry Thompson

Washington's wilderness beaches with their scenic beauty will attract many Seattle World's Fair visitors. Perhaps some of them may like to wear the swimsuits modeled above. The scene above is at Ruby Beach. No. 1 was from Sea Lure's collection, called "Heavenly Bodies" and this piece was named "Outer Space." It was made of weightless lastex, had a version of a boy-leg and a plastic, patent-leather-effect belt. No. 2, from the same collection, was "Northern Lights" with tempting tulips forming a pattern on a snow-white background to produce an ever-so-slim silhouette. The curve at the neckline provides flattery to figure and face, while the back was cut low and squared. A 100 per cent nylon swimsuit, No. 3, was made in pink, Ming blue and topaz. A form-fitting bodice had a single strap over one shoulder with the rest of the suit, gracefully tucked. No. 4 was young, colorful and quick-drying. Its softly tucked bra and short, boy shorts will lend a helping hand to even the most difficult figure problem. Sprinkled with brilliant coins, the silhouette was waisted with a pert cord belt. Cole of California fashioned No. 5 with the look of classic refinement expressed in the brushed roses on matte-finish satin-lastex. The delicate, shell neckline dipped to a deep square, leaving the back beautifully bare; understated and understood by the fashion-wise. No. 6 was a Lanz fashion; tapered pants completely lined, were color-matched to the embroidery of white, all-cotton frossette and the topper's hemline was scalloped.—For information, call Dorothy Neighbors, Main 2-0300.

Hot-Watch Canapes Made In Minutes

Make hot watch canapes in minutes. On top of about two dozen round crisp crackers on a cookie sheet put teaspoonfuls of: 1 egg white beaten very stiff with ½ cup mayonnaise folded into it.

Some like a few drops of onion juice added. Run the sheet under a medium hot broiler and watch a moment, until golden brown and puffed.

Next time add ¼ cup grated sharp cheese or 1 teaspoon onion soup mix to the basic egg white and mayonnaise mixture.

Special Tray for Guests

Serve a restaurant - style relish tray when you are having lunch or supper guests. If you have a dish with small compartments, fill them with creamy cottage cheese, spiced fruit, marinated vegetables, green and ripe olives and salted nuts.

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Flowers Add Festive Note to Meal

In this age of casseroles and casual living, it is often the guest who must take pot-luck. Every home party requires planning and a little inventiveness to make it different.

The event should be dramatized and both table and house should look extra festive. There should be snowy linen, sparkling glassware, glowing silver and bright-blooming flowers.

THERE HAVE been some changes in floral decorating lately. The newest floral look for the home utilizes massed bouquets everywhere — on mantels, cocktail tables and in entry halls.

Multibouquets offer a refreshing change from the single large arrangement by adding color to every corner of the house. Smaller versions of these smart little floral accents are used on dining tables, too, placed one to each lady at the party.

The preference for smaller bouquets may have been influenced by Mrs. John F. Kennedy who has been using them at White House functions.

IN USING the new multi-bouquet look, there are some pointers to keep in mind.

The choice of the flowers is determined by the color of your plates and the patterns on them. If your china has a floral motif, it is particularly effective to use fresh flowers to match. Chrysanthemums and roses are very popular for dinnerware decoration.

Keep the dining-table arrangements low enough so that your guests can chat over them easily. Your crystal and some candles can add height to the overall look of the table setting.

REMEMBER: Candles should not be used at a luncheon, but are proper at tea or dinner. The one exception to this rule is when your festive holiday dinners are held at noon or shortly thereafter.

All that remains is to send out the invitations.

A final bit of advice is directed toward the guests . . . the man who cannot go to dinner or the out-of-towner who attended. The absentee should send flowers along with his regrets. A fragrant bouquet is a nice "bread-and-butter" letter, too.

Vegetable Sauce for Spring

Melt 1 tablespoon butter in small skillet. Add 2 large, firm tomatoes, peeled and chopped, 1 tablespoon chopped parsley, 2 tablespoons frozen chopped chives, ½ teaspoon each of basil and black pepper and ½ teaspoon salt, or to taste.

Saute the vegetables and seasonings for 10 minutes, stirring constantly, over low heat. Just before serving, add 1½ cups dairy sour cream and warm slightly. Do not allow sauce to boil.

Pass sauce to spoon over hot, baked potatoes which have been slashed on the topside to let steam escape, and dressed with butter.

Pineapple-Ham Rolls Travel Well on Picnic

Those who pine for the taste of pineapple will enjoy a new way to try it—in pineapple-ham rolls that go on a picnic.

Eight sliced hamburger buns are readied for travel by spreading with an unusual mixture (¼ cup soft butter, 2 tablespoons brown sugar, and ½ cup drained, crushed pineapple), then wrapping together in heavy foil.

At meal time, the foil-wrapped rolls are heated over the coals, four minutes on each side, then filled with sliced, baked or boiled ham.

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Four fabulous views... North, South, East and West in large, fold-out picture maps show you the magnificent vistas from the top of the needle! These highly detailed, colorful illustrations were superbly executed by Robert Morgan, well-known Northwest artist. He's even included such things as the appearance of the Freeway and the 2nd Lake Bridge, now in early stages of development.
Dozens of points of interest are listed and keyed to the maps for easy location when you visit the Space Needle. The back of the handsome booklet has a map of SEATTLE SCENIC DRIVES . . . 4 easy-to-follow routes with view points and other attractions clearly marked, give it added usefulness to visitors. Available now, at Supermarkets, Drug Stores, Restaurants, Department Stores, Cigar Stores, Hotels and Motels.
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There's Glamour Afoot at World's Fair



Just one pair of shoes won't do for the fair. For evening hours, be glamorous with tall, slender heels. This year's popular medium heels, smart looking and practical, might have been designed with fair-goer's comfort in mind.

1. Black-patent leather is scalloped low on the sides of these pumps for a dressy evening. Heels are slender and toes gently narrowed. The pumps also are available in bone patent.

2. Gold leather is fashion news for day wear this year. These shoes, of non-tarnish gold calf, have a medium, stacked-wood heel and oval toe.

3. Nylon mesh in the ombre shades were used in these medium-heeled shoes. Cocoa leather is used as trim.



Shaded tones of wood are used for the high, slender heels of these pumps of golden calf. Tiny perforations form a simple design across the slender toe. For information, call Dorothy Neighbors, Main 2-0300.

Let Brush Fit Job

For all types of exterior walls use a brush from three to six inches wide. Before painting, remove scaled paint.

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70 Sizes Assure Good Fit In Shoes

When you visit the Seattle World's Fair be sure you wear comfortable shoes. There is nothing worse than walking or standing all day in shoes which do not fit, that are too tight or raise blisters on your heels.

American feet are the most pampered in the world when it comes to size fitting for shoes.

Even though they are mass produced, United States shoes come in as many as 70 different sizes of one last, plus a rainbow assortment of colors in each size. So whether your foot is long, wide, bony or diminutive, a shoe can be found to fit it.

NO OTHER country in the world comes even close to the combination of length, width and toe fit guaranteed in the United States. However, in recent years, in introducing smart French and exciting Italian styles in this country, American retailers have taught many European factories how to turn out shoes on American lasts to fit American feet. This is helping to change the European market.

But it is still not easy to get an AAAA width in a size 6½ in London or Paris unless you have your shoes custom made.

Yet in America we have foot-measuring devices that accurately record the over-all length and width as well as the heel-to-ball length and also determine the degree of pronation of the heel. All of this means greater shoe comfort and greater walking comfort.

PROBABLY no part of the human anatomy is subjected to such hard usage as the foot. And it responds to such usage and heat by expanding as much as 5 per cent during the day.

In the morning the foot is smaller and weighs less than it does in the late afternoon after it has been in motion. American shoes are fitted to this flexible, complex segment of the human body to provide a full degree of comfort during the expanded afternoon as well as during the normal morning periods.

FINDING an accurate method to measure feet has taken a number of centuries to evolve.

In 1324, Edward II. started the ball rolling by a decree that three average-size barley corns, placed end to end, equalled an inch. Careful measurements brought out the fact that 39 barley corns, placed end to end, were equivalent to the length of the longest normal foot. Using three barley corns an inch as a guide, 39 barley corns were calculated to be 13 inches and the largest normal foot, at that time, was called size 13. Other sizes were graded down from there.

In the 17th Century, a monk of St. Andrews, Northampton, England, invented the size stick. About the same time, another monk is credited with inventing the pantograph. Both these important principles revolutionized the fit of present day footwear.

FRANCE used a size stick as early as 1850, but it was not until nearly 1900 that an American size stick was adopted universally by retail-shoe stores.

Simple in design, this stick only provided for the length measurements of the foot from heel to toe. Newer measuring devices began appearing soon after 1920.

TO ALLOW for the expansion of the foot, at least two full sizes (two thirds of an inch) should be added to the foot length as measured.

This will provide sufficient clearance ahead of the toe so that tissues of the toe will not press directly against the inside tip of the shoe. Also make sure that the shoe does not fit too tightly across the width of the foot.



Snake trims the oval toes and medium heels of these shoes in a warm allspice beige. The shoes also are available in black. For information, call Dorothy Neighbors, Main 2-0300.



Century-21 blue patent and lizard are combined in these handsome shoes. Toes are oval and heels medium height. The shoes also are available in red patent with black snake and Fiesta tan. For information call Dorothy Neighbors, Main 2-0300.

Dressy Variation



This attractive town frock of satin-finish cotton will be shown by Nelly Don, Inc., in the Fashion Pavilion at the Seattle World's Fair. It is a dressy variation on the popular shirtwaist-dress theme.

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A Hearty Welcome to Visitors
To Seattle and "Century 21"

Many Homes of Future Will Include Swimming Pool—Maybe Two



This pool, 12 feet by 27 feet, is a do-it-yourself one with a plastic one-piece liner that is held in place by water pressure.



A large, kidney-shaped pool near the shore of Lake Washington is owned by Mr. and Mrs. Harold Zukor. Pools of the future will be of many different shapes, with perhaps more families using a shape to carry out some theme of their own. Lieberace, the entertainer, has a piano-shaped pool.

By MARGARET PITCAIRN STRACHAN

There is one thing on which all executives of companies that make swimming pools agree, and that is that home-owners of the future will insist on having at least one pool included with the facilities of their home.

Real-estate salesmen showing a prospective customer through a home will point out the fact that it has two pools, much as today they remark on two baths.

"AT PRESENT," William M. Smith of Pacific Pools said, "there are less than 10,000 private swimming pools in Greater Seattle. At the rate they are increasing I predict we will have 30,000 in about ten years.

"With complete automation owners will have nothing to do with the care of their pools. They will be automatically vacuumed. These things are in the offing now. Automatic-filling devices maintain constant water level, and automatic filters clean them. A bell will ring when something goes wrong."

Smith explained that automatic covers will slide across the top of the pool to cover it and it will be heated by electricity. These luxuries can be had today if you can afford to pay for them.

THERE ARE ABOUT 150 indoor private pools in Greater Seattle now. Many more of these will be built. They will be placed adjacent to a family room or basement and sometimes a separate building will be erected to house the pool.

It is suggested that future homemakers will require one area for dancing with a kitchenette next to it and the pool beside that. Also the pools of tomorrow will look like anything else but a pool.

"Today we are getting away from the stereotyped concrete around pools and we use rocks," Smith added. There are more art objects used beside pools these days. Waterfalls and fountains will be popular in the future. What we are really doing is reverting back to the Romans."

MANY ARCHITECTS TODAY are putting plans for a swimming pool in their house plans with the idea that the family can install it later. In rural areas a swimming pool is considered a protection against fire.

According to Gordon Brandt of Coral Fiberglass Pools, early spring is the best time to install a private swimming pool, because you must not only make the installation, but also redesign your recreation area, probably moving shrubs, plants and seeding of your lawn.

Robert Stark of San Juan Pools pointed out that in the next century people will have more leisure time and more money to apply to their homes, so this will result in more private swimming pools. They will blend in better with the landscape design of the houses. He expects the latter also to be made of fiberglass products.

"IN THE WINTERTIME pools will be converted into ice skating rinks. In fact," Stark said, "this can be done now and it will be done in summer as well as winter, except for the expense. It is accomplished by means of a salt-brine machine.

"Pools will be heated by solar heat and the air around the surface, such as the patio, will be heated electrically also. This is what is being done now with infrared."

These extras that we consider luxuries will be quite common in the 21st Century and will cost very little. It will be like the story told of the Texan who had three pools and explained that one was for those swimmers who liked warm water; one for those who preferred cold; and the third for those who could not swim.

Hosiery Keeps Pace With Patriotic Colors

If you have a mind for the military this year, then you are thinking red, white and blue.

Brass buttons and gold braid emphasize the military idea; red, white and blue accessories provide a patriotic air.

HOSIERY colors join the ranks, keeping in step with these colors.

Right with red is a really pink hosiery color called Fireball. Still rosy but in a more conservative camp is Peach Tree. A rosy beige is Frosted Peach.

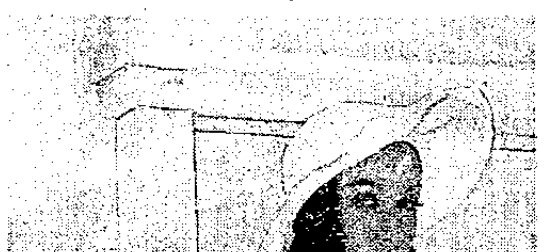
Palest spring stockings are white—not the pure white, hospital variety, but whitened beige.

LIGHTEST are Dawn, Vanilla and Sand Dune. A creamy cast can be seen in Milky Way and Malt.

Brightest, boldest blue, much lighter than shades formerly shown for navy, is one called Astro Blue. Another blue with a silvery look is Blue Chip.

Quick-Bread Recipe

A standard quick bread recipe that is baked in a large loaf pan (about 9 by 5 by 3 inches) may be baked in two small loaf pans (about 7 by 3 by 2 inches). A moderate oven is used for both types of pan; the large loaf will need about 1 hour baking time, the small loaves about half an hour.



The relaxed maillot will be among the fashions shown by Rose Marie Reid in the fashion pavilion at the Seattle World's Fair. The easy shape is controlled at the waist, then drawn taut to the leg.

Easy Way To Brown Pot Roast

To sear a pot roast to brown crispness before braising, brush the meat all over with olive oil, place under broiler, turning until well-browned on all sides. The olive oil hastens browning, seals in juices.

Transfer browned meat to large piece of heavy-duty foil; scrape out all drippings from pan in which it browned and pour over meat. Seal foil securely.

Place foil-wrapped pot roast in 300-degree oven; allow 1 hour to the pound. Meat will be tender and succulent, gravy formed inside foil wrapping will be rich, flavorful.

Overdressing Big Mistake

Dressing for a date is half the fun of going places. But the worst mistake a girl can make is to overdress.

Avoid overdressing by asking your escort what his plans are for the evening. Keep your clothes in line with what you will be doing and where you'll be going.

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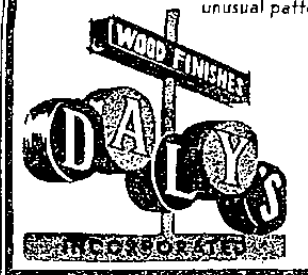

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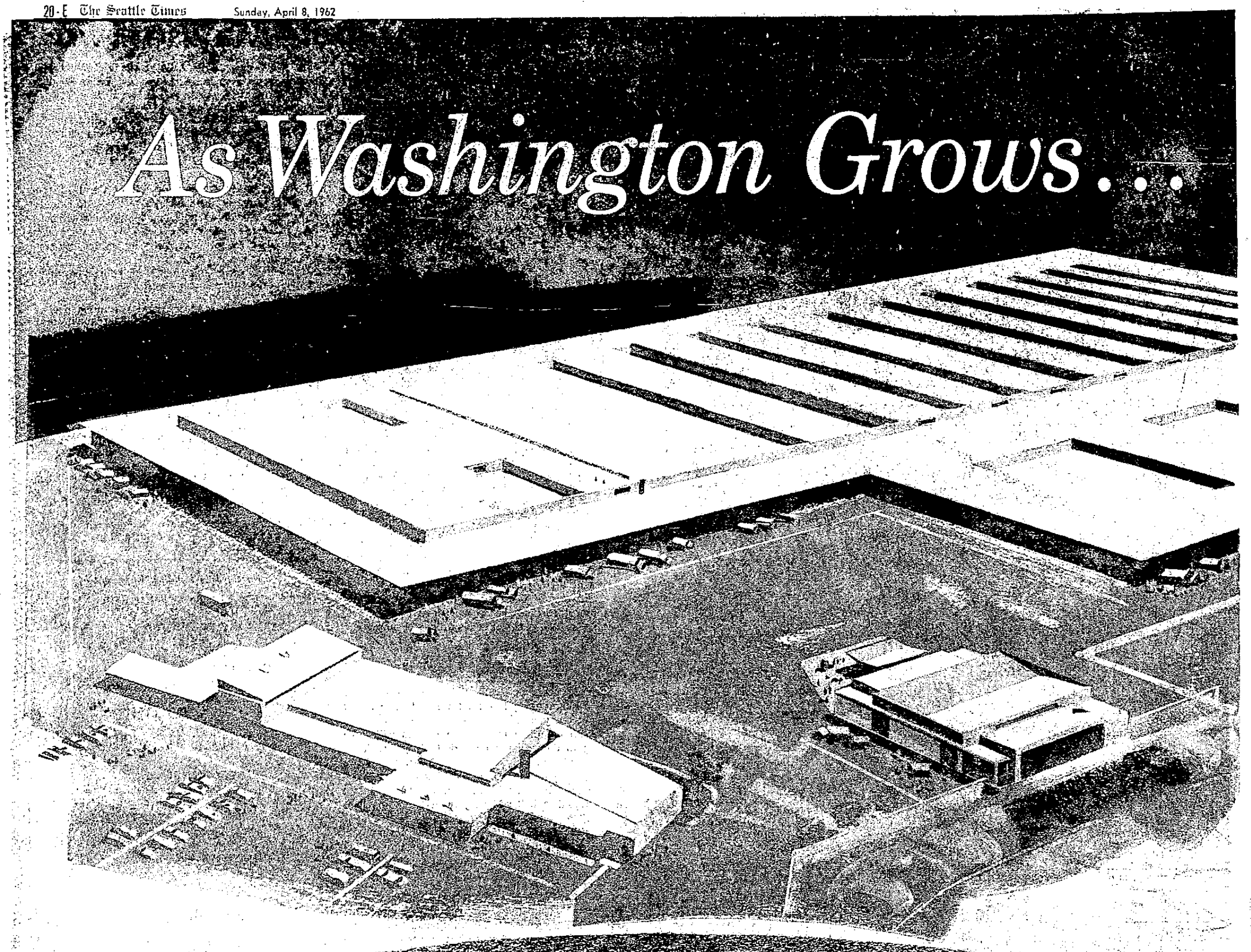

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★ The Seattle Times ★
WORLD'S FAIR
SOUVENIR
EDITION
SUNDAY , APRIL 8th, 1962

MODERN LIVING, Part 2



—Color photo by Forde Photographers.

Dorothy Neighbors Suggests:

What to Wear to World's Fair

By JANET BRANDT

Seattle's space-age World's Fair will be a breath-taking series of steps into the future. But enjoyment of same depends on your taking those steps with old-fashioned comfort!

Although it is important to tell your guests and visitors what to wear to the fair, natives also should give some thought to the subject.

The fairgrounds are a display case. Brilliantly designed to show Seattle to the world and the world of the future to all who visit Seattle, there are, nevertheless, many miles to cover.



YES, YOU probably will see the neighbors, the Smiths from the club as well as the president and vice president of the firm that issues the family pay check. But leave that lovely new pair of high-heeled shoes in the closet.

Instead, choose the sensible pair with medium or low heels and give them a good shine. Glance over the rest of the family's footwear, too.

A blister or a trod-on toe easily upsets the best of intentions for a happy day. With attendance figures rocketing, we are betting that the averages for feet stepping on other feet are getting better, (or worse, from the realistic viewpoint).

IT IS EASY to feel fresh if you look fresh. Wonder fabrics made into styles for wear from dawn through dark for the entire family have been on the market for several years. Chances are good that your wardrobe contains several items that have been "good friends" for their wrinkle-resistant properties.

For items that wilt easily, add a little extra starch as you iron.

Washable clothing that needs little ironing probably will be the bulk of your fair guests' wardrobes. This brings to mind the problem of washing and ironing.

WITH SHOPPING, cleaning, cooking and other home-making tasks to take your time, you might not be available when your guests decide to wash out a few things. To prevent mishaps, we suggest you print a small card of directions for washer, dryer and iron. Attach them directly to the appliance with tape.

When advising fair guests on their apparel, don't forget to mention any special events you are planning for their enjoyment.

A sail or cruise will call for special rubber - soled shoes, durable but good-looking slacks and perhaps a



water - resistant jacket. Include the little items that are automatic to you, too. Headgear, be it hood, cap or scarf, for example.

AN OVERNIGHT trip to one of the beautiful mountain campsites will make warm nightwear essential. Your old college chum from Chicago would never forget you after a night at the timberline with she and her family freezing in light summer sleepwear!

If you can provide the needed garb, fine. But be sure to let her know.

When the man of the house writes to friends in the East of the wonderful fishing in the Pacific Northwest, he should include the type of fishing he has in mind.



Though the host probably will provide lures, rods and gear, the guest might want to add to the collection. An avid stream fisherman would feel the trout in this area hadn't been truely tested unless he had dangled his "special whammy" fly in front of them.

DON'T LET your fisherman friend travel across the country with his waders if the fishing you had in mind was a salt-water excursion from Westport.

When you write fair visitors-to-be from the South and East that spring weather is temperate, include the information that temperate is about 60 degrees with a light coat necessary. Fresh, cool ocean breezes are the exception, not the rule in most Eastern cities.

For your convenience, Dorothy Neighbors suggests a wardrobe list to send fair visitors.

Women

Wraps

all-weather coat
dress coat
jacket for sports wear

Dresses

lightweight-wool dress or knit suit
washable cotton or wonder-fabric casual dress
party frock (cocktail dress)

Miscellaneous

hat, gloves

Sportswear

several blouses and mix-or-match skirts
swimsuit and cap
slacks and (if trip is planned for midsummer) shorts
cardigan sweater

Shoes

2 pair medium or low-heel walking shoes
high-heel dress shoes or pumps
play shoes and if camping trips are planned, sturdy hiking shoes

Men

Wraps

all-weather top coat
jacket, wool or wool-lined, for sportswear

Dresswear

suit (be sure to include matching ties and several shirts)
sport coat and slacks

Sportswear

sport shirts, and possibly a wool shirt or two
sport slacks, such as faded denim or khaki cotton
swimsuit

Shoes

2 pair dress shoes
casual shoes, and include sturdy walking shoes or boots if camping trips are planned

Optional items include hats. If men wear hats as a rule at home, they will want one while visiting the fair. If women plan shopping trips including luncheon downtown, they should include a hat.

Method of travel, duration of stay and side trips planned will add to, or alter this suggested packing plan. But the items suggested seem to be basic needs for an enjoyable trip to the Seattle World's Fair.

Georgette Print With Scarf Collar



Styles similar to this costume by Leslie Fay for spring will be shown in the Fashion Pavilion of the Seattle World's Fair. The dress bodice is a georgette print with its own scarf collar. The jacket is waist length.

Lasses Who Wear Glasses Average 3½ Pairs Each

Lasses who wear glasses now own an average of three and one-half pairs each, reports an optical company chain.

It has been estimated that the half pair is not evidence of the revival of the monacle. It is just what happens when statisticians begin matching products with people.

Women are buying eye-glasses the way they choose hats, the head of an optical company said. "Most women would no more dream of settling for one pair of glasses than they would for just one hat. If the present pace continues, the average could well be five or six pairs in a decade from now."

The men average 1.7 pairs of glasses apiece.

Instant Onion Spread

Ever mix instant onion with melted butter and spread the mixture over the tops of muffins before baking? This topping is fine for muffin batter that contains only a small amount of sugar.

Wider Hemlines Forecast for Spring

The story of changes in the shapes of woolens is one of variety, indeed. One important trend is to skirts with hemline width that emanates gently from a low hipline, well liked in both dresses and suits.

Gored skirts that swirl low into moderate width look new; unpressed pleats continue; the trend to eased fullness at the waistline of slim dresses and suits also continues.

Rising waistlines increase in importance in coats, suits and dresses, ranging all the way from the true princess to very slight suggestions achieved through manipulations of the fabric, stitching, especially slot-seaming, dartings.

Waistlines tend to come closer to the figure, some actually fitted. Not a few still have the figure-skimming look, notably in real and simulated two-piece styles that are of considerable interest for the new season. The overblouse, usually long and fitted at the hipline, achieves this.

The sleeveless, easy dress, often unadorned, will be seen in numbers, notable with brief jackets to match. Suit jackets tend to be rather short, favoring hip-bone length, often without buttoning.

Longer lengths also are shown, and many suits have their own blouses, almost invariably overblouse types.

Classic Shirt Has New Sleeve Line

A shirt blouse seems so classic it cannot be changed. But there's a difference this spring. It's shown with raglan sleeves, neatly attached with flat fell seams.

For As Little As 26.95
You Can Wear A
Wyler incaflex
The Watch Dropped From the Top of The Space Needle!!!
IT'S STILL INTACT
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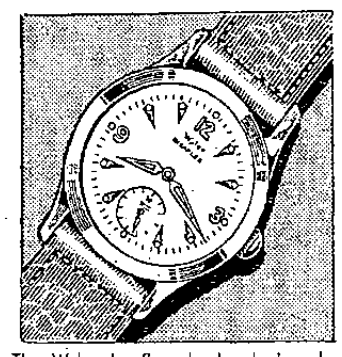

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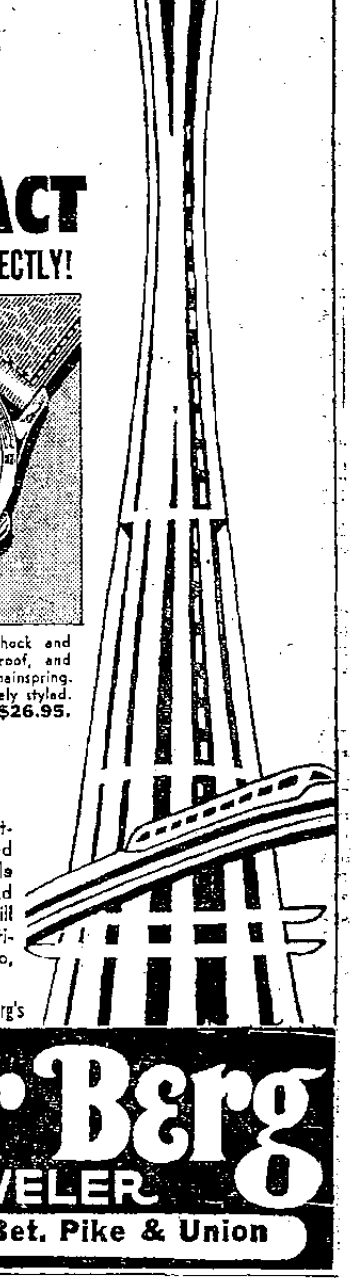
To prove their ruggedness and virtual indestructability, several WYLER Incaflex were dropped from the top of the 600-ft. high Space Needle many times. They were picked up and found to be intact and running perfectly. They still are. The test was witnessed by prominent citizens, and the above facts are attested, sworn to, and notarized.

See the Wyler Watch Dropped from Space Needle at Lester Berg's



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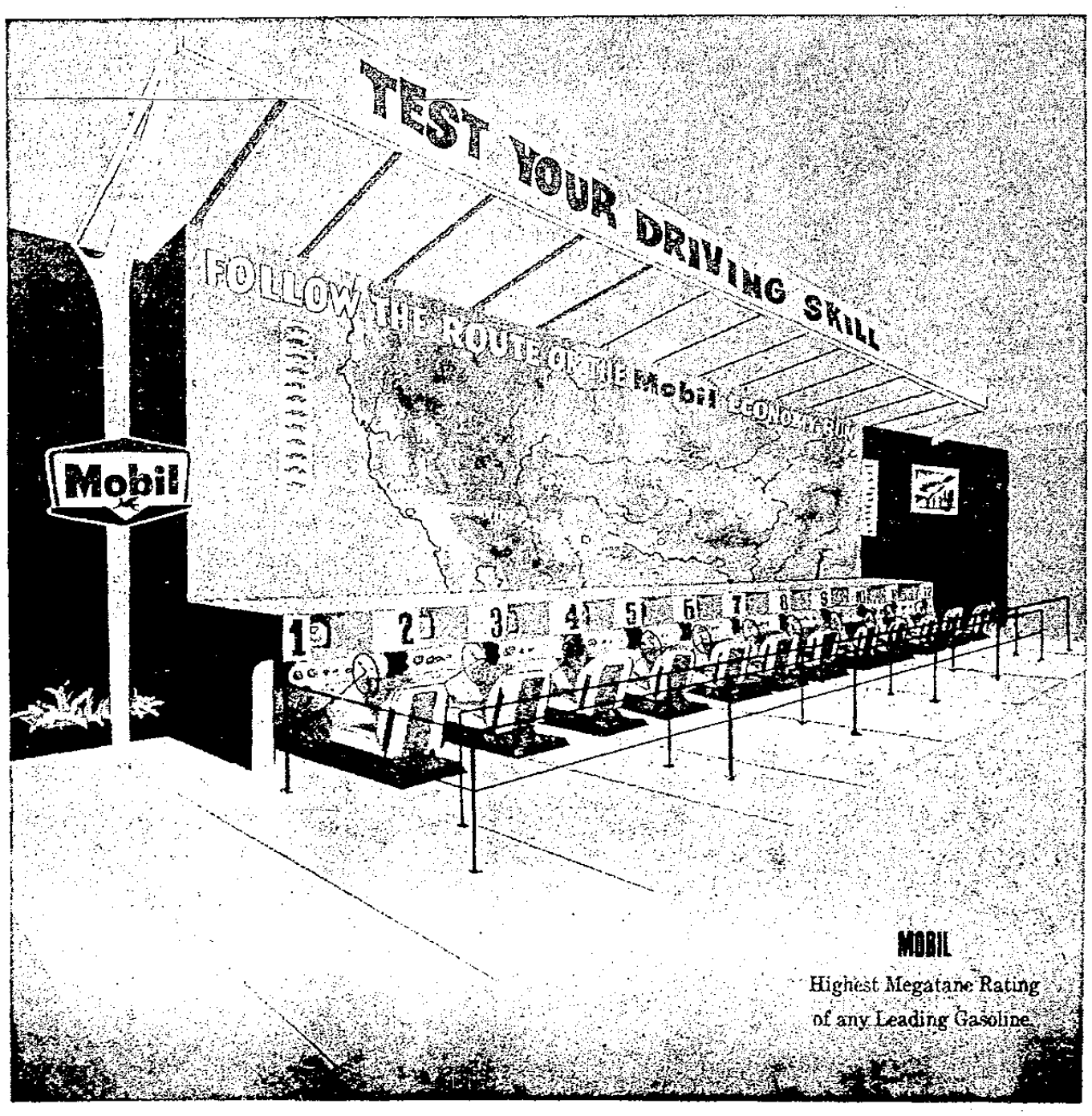

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Oxygen-Giving Algae Key to Food Cycle in Space Capsule



The investigation of plant growth is among the many areas of research being conducted by the Boeing bioastronautics section. A researcher records the growth rate of plants under varying conditions of carbon dioxide supply and humidity. Future space men may have to grow their own plants for foods.—Boeing Photo.



Providing a man with oxygen, solely from plant life, for long periods of time has been proven possible by the Boeing Company's Bioastronautics Section. James Schubert, a bioscientist, at left, finished a 56-hour test where the balance of carbon dioxide and oxygen, in the air he breathed, was maintained by algae.—Boeing Photo.

Weight and Storage Limit Types of Food

By RUTH DE ROSA

Lieut. Col. John H. Glenn, Jr. successfully orbited the earth February 20, 1962. During his orbital flight Colonel Glenn ate a paste of beef and vegetables and applesauce, sealed in special aluminum tubes.

On longer space flights of weeks and even months, food presents even more problems. Weight and storage space are limited. Every bit of food and gallon of water might displace scientific instruments.

EVEN IF food is compact and lightweight, there is the problem of waste disposal. In the weightless void of outer space, an astronaut's garbage could float around for ever.

Dr. Frieda Taub, research assistant professor in food science in the Fisheries Department at the University of Washington, teaches a course in space biology called Sealed Life Support Systems. She also has worked with the Boeing Co. on the development of algae, as one method of feeding a space crew.

Because of the tremendous power it takes to get a pound of anything into orbit, weight is one of the big problems in sending men on a long-term space flight, Dr. Taub explained.

"The excessive weight of water is a problem. Two to five pounds a day are needed for each man in the crew, depending on what he is allowed to use it for. Multiply this for a longer trip of say 120 days and the water becomes extremely heavy."

"THIS PROBLEM can be solved by reusing the water and treating it so that it is pure again," Dr. Taub said.

The oxygen necessary to breathe and the equipment to remove the carbon dioxide we exhale, is another problem in weight.

"A man requires two pounds of oxygen a day and even filling lightweight fiberglass tanks with oxygen the weight is still excessive for a longer flight," Dr. Taub said.

"So it would be nice to convert carbon dioxide to oxygen again," Dr. Taub added.

"There are two ways to do this. One way is chemically and the other is to use plants that do it naturally while growing."

Algae, a lower form of water plant, converts carbon dioxide to oxygen and also has a high nutritive content. Recent tests have used small green algae called chlorella. These are about the size of a blood cell.

DR. TAUB'S work with the algae involved working on a system whereby the algae is grown with chemicals and light. The algae, through photosynthesis, produces oxygen and in turn is consumed by certain invertebrate animals. The invertebrates are then used as food for a wide-mouthed fish from Africa, called tilapia and the fish are used as food for the crew.

"In effect, we are trying to get a miniature earth inside the space vehicle," Dr. Taub said, "but the big question is, will it be efficient enough?"

Dr. Taub has eaten steamed tilapia, and described it as having a white flesh and a bland flavor.

SHE ALSO suggested that the fish would be very restful for the astronauts to watch on a prolonged flight and that they wouldn't mind eating them so much since they wouldn't become a pet.

Another eating problem is that in a weightless condition crumbly foods, such as cracker fragments floating in the air, could get into a person's respiratory system and cause suffocation.

Storage will be at a premium. You won't be able to throw out the garbage because nothing will decay in space as it does on earth. There are no bacteria. Garbage will float in space in the same condition in which it was thrown out. This debris will travel at the same rate of speed as the space vehicle. A discarded bone from a T-bone steak would orbit along with you.

AT THE Boeing Co. we talked with Dr. Arthur J. Pilgrim, chief of the life-support unit, bioastronautics section and two associate bioscientists, Irena Zommers and Norman Richards, who have been working on the project to grow algae.

Boeing has developed a method of producing a palatable white algae for possible use as food in space travel. The green algae formerly looked and tasted unpalatable, but by bleaching it under fluorescent lights a white algae was produced that looks much like flour, from which cupcakes, cookies and waffles could be made.

"Algae has been picked for research development of space food, rather than other plants because it is a complete food. A little over a pound a day will sustain a man," Mrs. Zommers explained, "and he could live without eating anything else. But this does not necessarily mean that it will be used."

IF ANYONE has qualms about eating a plant that is somewhat akin to seaweed, Dr. Pilgrim explained that certain species of algae are used everyday right now, in salad dressings, confections, pastries, cough mixtures, toothpaste and ice cream.

Japan has used algae as a food for a long time; they even have an algae ice cream. There is a possibility that different flavors could be added to algae.

BECAUSE the weight aboard a space vehicle is important the algae would weigh less than the 80 or 90 tons of food required for five men for a round trip to Mars.

Dehydro-frozen foods are another possibility in space. They weigh very little and could provide almost anything from stew to spaghetti.

These research developments in space food are a great step forward in our thrust to outer space. Man will have to eat wherever he goes, no matter whether it is caviar or an algae cookie.

Variety of Pliers Makes for a Gripping Story

A single pair of pliers isn't enough if you do much of your own home-repair work.

All too often, a home-owner has only the slip joint variety. These perform the basic functions, gripping an object much more strongly than you can with your fingers.

But pressing this type into service on every occasion is inefficient. There are pliers designed especially for certain jobs.

SLIP-JOINT pliers have a double hole for the hinge pin which permits opening the jaws wider. Use slip-joint pliers for gripping objects, bending wire or sheet metal and holding parts while soldering.

Although pliers are not to be used in place of a wrench, in a pinch ignore the advice of experts — you may have to.

Similar to slip-joint pliers are pump pliers which can be used in place of a wrench. Pump pliers, also called engineer's or plier wrenches, provide from four to eight openings. In all of them the jaws are parellel.

ALSO USEFUL are lineman's or electrician's pliers. Cutting edges are at the side and there is no slip joint. The broad jaws are designed for splicing but often are good for general duty work.

Long nose pliers also have a fixed pivot and tapered, half-round jaws. They often are equipped with side cutters as well. The pliers are ideal for working in tight places and for handling small parts.

Among the basic types, you will find many variations: Long-nose pliers with curved jaws, electrician's pliers that have cutting edges instead of gripping jaws, compound-action pliers that have a fixed pivot and jaws that always are parallel.

PLIERS that grip like a vise, lock on an object and stay there until you release them also are popular.

Don't ignore nippers — end cutting pliers that snip wires or nails. Cutting blades are at right angles to the handles. With nippers you can snip a protruding nail until it is flush with the surface or snap off baling wire.

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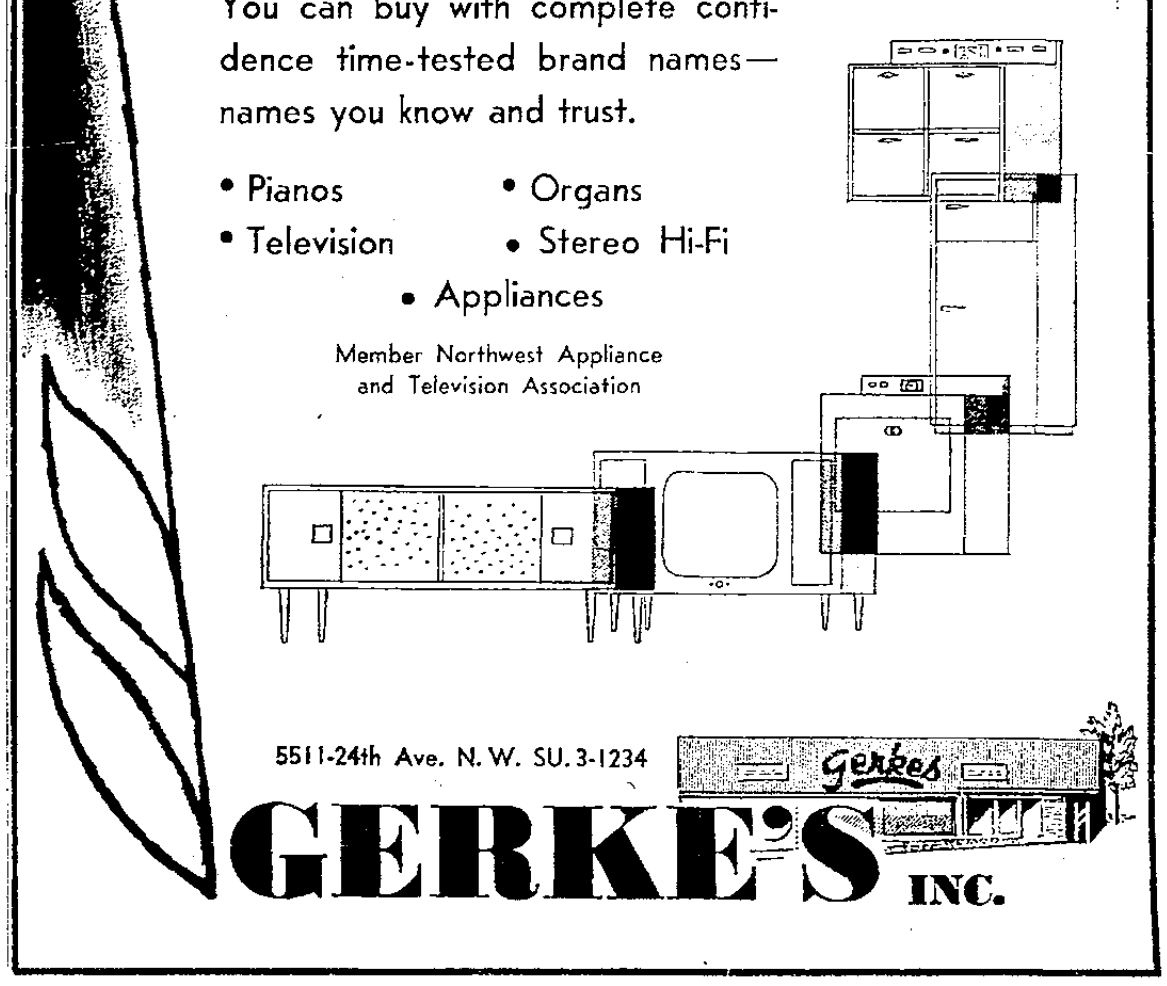

WISHFUL THINKING:

Homemaker Seeks Way to Make Ironing Easier



MRS. BARRY BULLARD



MRS. JERRY PEARSON



MRS. DAN KAISER



MRS. DONALD CULBERTSON



MRS. ROBERT OLSON

By JANET BRANDT

When homemakers speak, businessmen listen.

Whether through ideas-for-improvement contests, letters to companies, answers to survey questions or well-placed suggestions at social gatherings, homemakers have inspired the development and improvement of household equipment and furnishings.

RECENTLY, Seattle homemakers gave decisive answers about some of the things they would like to see developed for space-age living.

They do not pretend to be experts in the area of technical probability. Their suggestions fall into the interesting and imaginative area of possibility.

IN SOME cases, homemakers recognized products available that partly eliminate their problem. But recognizing the same need for improvement manufacturers strive for, the homemakers offered their ideas.

Mrs. Barry Bullard, 12316 33rd Av. N. E., thought first of her least-favored household duty, keeping floors shining.

"I would like to see a floor covering developed that would never need waxing," she said. (This product is available now in Seattle stores).

And **Mrs. Milford Ofstun**, 1006 N. 45th St., agreed. But she added that the covering should need only damp mopping to keep it clean.

"I'm ironing right now," Mrs. Ofstun said, "and I wish someone would invent something to make ironing quicker and faster." Other homemakers included this suggestion in their lists.

Mrs. James Nutting, 8021 41st Av. N. E., put it more forcefully.

"I wish there was some way to do away with ironing entirely," she said, "disposable clothes, maybe!" With manufacturers experimenting with paper clothing, who knows?

Mrs. John Patrick Cook, 7308 52nd Av. N. E., found window - washing her main problem. She suggested that, like the floor covering, windows be given soil-resistant properties.

An automatic device to keep the house free of odors and to bring in fresh air without cooling was the idea of **Mrs. Jerry Pearson**, 13524 16th Av. N. E.

"It is really a problem to keep the house odor-free, fresh-smelling and warm," she said. "Odors like liver and fish linger and there is little that can be done but open the door."

"An easier way to clean the oven is what I would like to see," said **Mrs. Dan Kaiser**, 13519 15th Place N. E. She suggested that disposable oven liners might help to solve the problem. (This also is available in one company's equipment).

Although **Mrs. Donald Culbertson**, 2500 Monte Vista Place W., admitted she would rather do anything than iron, she said mending was as much of a bother.

"It seems to me that a device could be attached to a sewing machine for all kinds of mending and reweaving," she said. Such a device would empty a nation of darning baskets in a hurry!

Bright color, in decor or apparel, is important to **Mrs. Robert Olson**, 2936 Fuhrman Av. E. But being practical, she realized the value of neutral shades in hiding soil. Looking to the future, she offered a solution to the problem of colors without soil in rugs.

"I have often thought it would be a great help to have small cotton rugs bound around the edges with the tape fastener that sticks like burrs," she said. "They could be put together in shapes to fit any room, in any color combination, as the homemaker wished."

"If one area was soiled," she said, "just take it up and put it into the washing machine."

Wish-makers often are reminded that if wishes were horses, poor men would ride. But we have come a long way from the oxcart to the rocket. And there is still a way to go before we reach the moon.

Ah, Spring! It's Wonderful

There are many wonderful things about spring—new life everywhere, clouds are puffy white, there is an upsurging joy of just being alive! And then there are new clothes to see and to buy, new trends to sense and savor, new colors to lift your spirits high, delightful new wools to love and cherish!

Spring wools tell an exciting story in fabrics and fashion. There are many cloud-light, even gossamer weaves and weights in wools fashioned into dresses, costumes, suits, also airy meshes in coats.

THE NEW trend in wools and worsteds is the airy construction. These have been called "the naked wools," truly year-around weights that may be worn comfortably under coats or with small furs on cool days and pleasantly in summer.

Their open weaves admit the air, the natural absorbency of wool eliminates any damp, sticky feeling. Its resilience keeps clothing looking fresh and unwrinkled. There are weights from nun's veiling, about 3½ ounces to the yard, through worsted voiles, various leno or meshy weaves to new worsted crepes as light as 4½ to 5½ ounces and on to coatings of various weights.

As for color, white, off-white, pale bone and light beiges are popular in coats, suits and dresses. White influences other colors, also, frosting, plaiding and otherwise lightening them.

The green family speaks up happily of new leaves and budding plants; apricot looks fresh and appealing in its true shade and also in its family, including shrimp, salmon, whitened orange ice, deeper and softer orangy shades.

DAFFODIL yellows are new looking, also creamier yellows and those tinged with green, almost chartreuse.

Blues tend to clear shades, such as sky. Bright navy is expected to be stronger than in some time.

22 Per Cent Spent For Non-Food Items at Store

Inez Eckblad and Lila Dickerson, Washington State University Extension home economists, conducted a food-marketing survey of 134 families living in our state last summer. Of these families, 29 lived on farms, 51 were rural nonfarm and 54 were urban. They averaged 4½ persons in a family.

Each family recorded their expenditures for one month. The reports showed that 22 per cent of the money spent at the food market went for something other than food.

From $78.77 to $135.43 per month was spent at the market. The average monthly expenditure at the market was $103.80.

An average of 78 per cent or $70.43 was spent for food and 22 per cent or $30.96 for items other than food.

Of the items other than food, tobacco was the highest ($8.05), equipment and household supplies ($6.26) next and soft drinks ($4.99), a close third. These varied somewhat from county to county and from one family to another.

The range for items other than food was 15.6 to 27.8 per cent from county to county. A large study made by food chains a few years ago showed 20 per cent for items other than food and 80 per cent spent for food.

The study indicated that 6.1 per cent of the amount spent for food was for ascorbic-acid-rich food. According to nutritional adequacy this is low, but it did not take into account the ascorbic acid values of the frozen, canned and home-produced fruits and vegetables used by these 134 families.

The month's average for protein-rich food was 44.1 per cent. This is close to the percentage recommended for the milk - and - meat group. They also used meat from the freezer and the canned food shelf.

Ruffles Whisper In Spring Breeze

The tide is turning, and a whisper of ruffles fills the air.

While the shapes remain simple, the austere, unadorned look has moved out, and a change is seen in the trend toward more softness.

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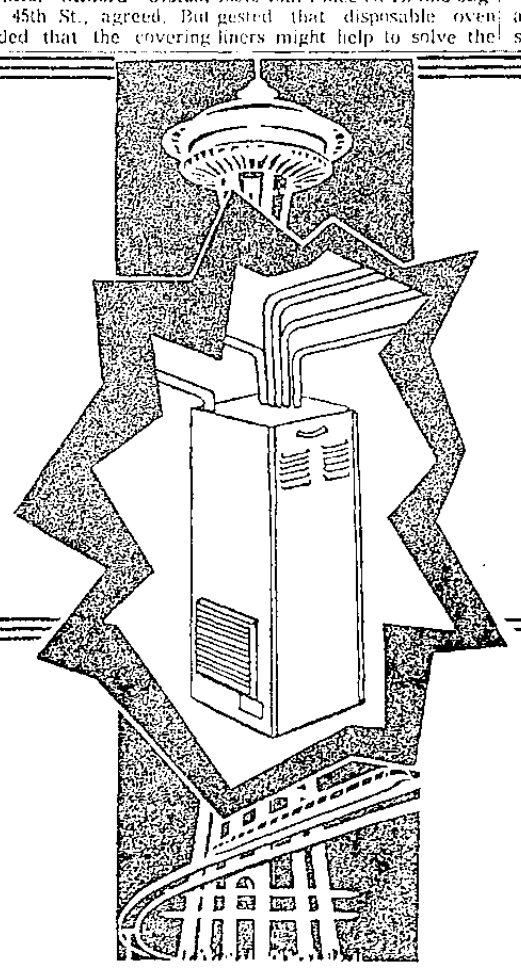

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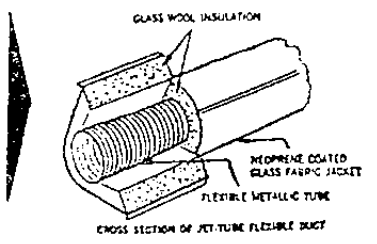

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Paper Fashions For Space Girls



Women astronauts of the future may be wearing chemically-treated space suits like this one, the American Cyanamid Co. reports. Such disposable suits, because of their light weight and other qualities, are believed to be practical for long-range space travel. They could be worn for one week or longer, then ejected from the ship. The idea was advanced by a space scientist. The cape was added as a touch of fashion to help avoid boredom and monotony on a long trip!

Women Astronauts May Wear Paper Space Suits

Women astronauts may be wearing paper space suits on interplanetary trips in the future.

A prototype space suit made of chemically treated paper was exhibited at a New York convention by American Cyanamid Co. recently.

A woman would wear the suit for a week, then eject it from the ship and don another.

SUCH A SUIT would be worn inside space vehicles on such long-distance flights as a one-year round-trip to Mars, using rocket power plants now in the planning stage. A scientist said paper clothing is a realistic idea because of its light weight, strength, absorbent and sanitary qualities.

Unless disposable clothing were used, a lot of laundry would have to be done, requiring large amounts of water and energy. The disposable clothing would be warm, comfortable and practical. In addition, such garments absorb body fluids and odors, a major problem in space travel.

ONCE PAPER was used primarily for writing and printing purposes. Today, teamed up with chemicals, plastics, rubber and glass, paper can be used to build a snow fence, upholster furniture, make swimsuits and carpet kitchens.

The first use of chemically treated "wet strength" paper was during the Second World War when vital military maps fell apart when they got wet and were used too long. Treated with a resin made from melamine, paper fibers were bound together so strongly that maps remained intact when run over by a tank or trampled by a full regiment of soldiers in combat boots.

Guide to Painting Walls

If you are planning to paint your walls blue or green, the color of the wood of your furniture can be a helpful guide as to what shade to use.

Turquoise, periwinkle blues, and greens that contain a lot of yellow are ideal backgrounds for furniture finished in mahogany, walnut or one of the fruit woods.

Furniture finished in grayed tones looks better in rooms with walls painted in clear blues.

Pale woods, favored in modern furniture, show up better against the deeper shades of green or blue.

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Tiny Space Needle Charm Lights Up



This miniature Space Needle charm lights up at fingertip pressure. It is powered by a battery the size of an aspirin and a bulb as small as a flower seed. Both charm and bracelet are of 14-carat gold. For information, call Dorothy Neighbors, Main 2-0300.

Humane Group Will Help Visitors Find Lost Pets

By JANET BRANDT

Pets are very important parts of some family groups and chances are good they will be among the spring and summer visitors to King County.

The King County Humane Society is preparing to care for those dog and cat visitors who lose their masters.

"WE WILL make every effort to locate the owners of out-of-state animals brought to us," said Joe Woelfert, manager of the King County Humane Society. "But it is very important that these animals have collars with identification and licenses."

Woelfert said the Humane Society will contact the city issuing the license as soon as the animal is found. The name of the owner and any information concerning his whereabouts in Washington will be obtained. Then, all efforts will be made to reunite owner and animal.

"WE WILL hold the animal almost indefinitely as long as there is a chance that the owner can be found," Woelfert said. "But to do this we must have some means of identifying the missing owner."

Woelfert said plans are being made to post notices referring owners of missing animals to the Humane Society at various places on the grounds of the Seattle World's Fair.

Visitors planning to bring animals with them will have to abide by the King County and Washington State laws, he said. Dogs will have to be kept on a leash while in King County.

Out-of-state visitors should plan to contact their veterinarians concerning Washington's animal-health regulations so that necessary shots may be given and papers prepared.

Ice-Cream Cone Born at 1904 Fair

The ice-cream cone originated at the St. Louis World's Fair in 1904 when an ice cream stand on a hot afternoon ran out of ice cream dishes.

They asked a nearby concessionaire, whose specialty was penny waffles baked on the spot, if he would roll the waffles into a conical shape to fill them with ice cream.

Peach Dessert Easy to Fix

Try this quick trick for a spicy peach dessert: Drain syrup from a 1-pound 13-ounce can peach slices. Arrange peaches in 9-inch square pan. Heat ½ cup syrup from peaches with ¼ cup orange juice. Blend together ¼ cup brown sugar, 2 tablespoons cornstarch and dash ground cloves and cinnamon.

Mix with syrup and cook and stir until clear and thickened. Pour over peaches. Sprinkle dry loaf-size package spice-cake mix straight from the package over peaches; drizzle with ½ cup melted butter and generous sprinkling of grated orange peel.

Bake in moderate oven (350 degrees) about 45 minutes. It is best served warm with cinnamon-flavored whipped cream.

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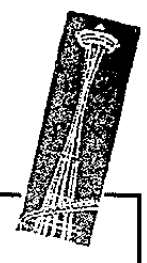

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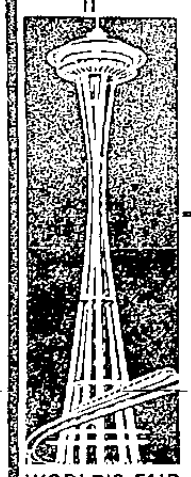

WORLD'S FAIR SEATTLE 1962

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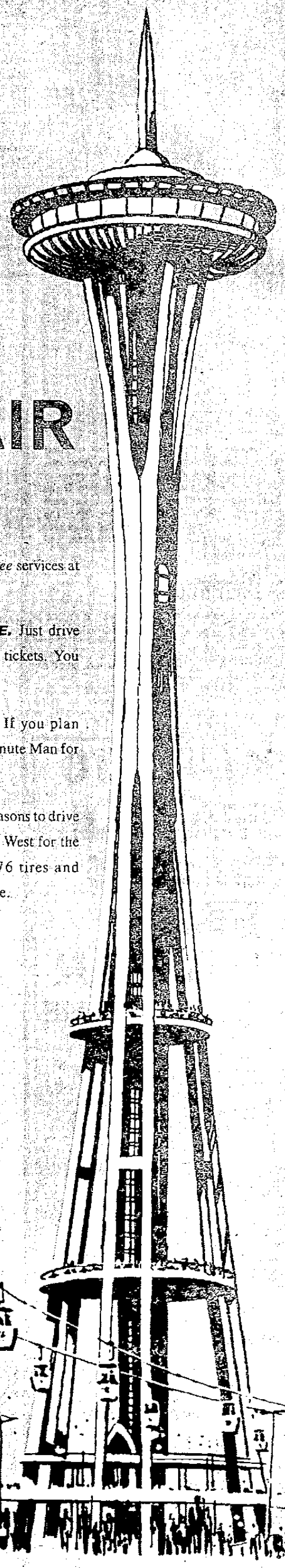

Starting on opening day of the Fair, two new *free* services at the Sign of the 76:

FREE TICKETS TO THE 76 SKY RIDE. Just drive in to any Union Oil station and ask for your tickets. You don't have to buy a thing.

FREE NORTHWEST TRAVEL GUIDE. If you plan to see the rest of the great Northwest, ask the Minute Man for this illustrated guide to the places of interest.

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G. E. Home Has Built-In Baby-Sitter

By DOROTHY NEIGHBORS

A built-in baby-sitter? Changeable "climates" within the home? Bridge partners when you are home alone? Sounds wonderful, doesn't it? The proof will be seen in the General Electric Co.'s modern living exhibit at the Seattle World's Fair.

A few of the spectacular sights were described to us.

The exhibit is near the base of the Space Needle and the Monorail Terminal. It is housed in a structure that you may recognize as similar to your home, except for the 'boomerang" roof over the entry way that expresses the feeling of the future. But the resemblance stops there.

VISITORS to the exhibit will be greeted in the entry way by hostesses and soft music from an AM-FM stereophonic radio - phonograph that is suspended from a wall.

For the next quarter of an hour they will be entertained by actors and actresses acting the roles of a husband and a wife who use as "props" the ultimate of General Electric appliances of today, prototypes of appliances that will be on the market in two or three years and models of appliances still in the engineering and research laboratories that are predicted for ten years in the future.

The first "act" will take place in a setting described as a cultural center.

A multiple - screen television set covers one wall.

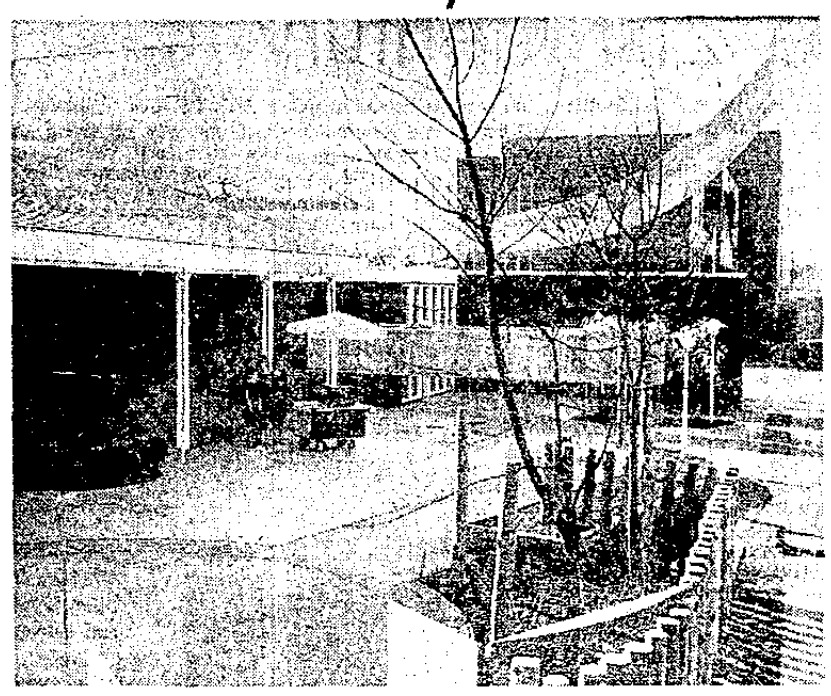
HERE THE homemaker can keep an eye on the baby playing in another room, adjust the temperatures in other rooms of the house and even control the lighting in other rooms.

Printed circuit games on the television screen will keep the children busy when days are rainy or when a playmate is lacking. The homemaker can bone up on her bridge on closed-circuit television, with experts setting the hands. Her three partners will be seen on the screen.

IN THE second setting are more appliances to make life wonderful. A home computer will program meals, balance the checking account and call the library and grocery store. Automatically controlled cabinets include a walk-in, chilled food pantry and a cabinet kept at zero degrees in which to store a fur coat.

AS THE audience moves on to view the third setting, they will feel a distinct change in temperature.

If the day is hot, cooling breezes will drift towards them.



General Electric Living Exhibit — the Present Combined with the Future

On cool days, the breezes will be warm.

This environmental room will be conditioned, humidified, heated, dust and insect-free.

Windows will raise and lower automatically depending on the weather temperatures and time of day.

Walls, too, change in a matter of minutes. On warm days, the side walls take on cool scenes that revert to an Arizona or Hawaiian scene when the climate warrants.

THE FOURTH setting is perhaps most fabulous of all — a portable cottage that looks as if it is part of the house. When the family is home, it can be used as a family room. Dad can keep his cordless power tools here. Children will love it for active play. There is a kitchen and circulating water system.

But, best of all, it is on wheels. Sometime in the future, when the family takes off on vaction, they will be able to attach this cottage to the automobile and take their own home with them. When they reach their camping site, a valve will turn on electricity accumulated by solar means.

From the cottage, the visitors will wander out to the patio — and the reality of today.

Possibilities Endless When Making Salad

Among the many charms of salads are the endless possibilities to combine greens with vegetables or fruits. For most salads, greens are but a basic ingredient, though in some it is the sum total. Together with a tangy, true French dressing a good salad is an ideal complement to any dinner.

Making a French dressing has often been a trial to many salad lovers. With a French dressing there is no longer any need to have magic "know-how" for preparing a salad. It performs a magic because the French flavor is tangy and spicy.

Every salad maker should first 'know her greens',; then experiment to find the various combinations that appeal to her family and guests.

Here are three popular salad greens and what you should know about them:

1. Iceberg Lettuce: Probably the most popular. Compact heads, tightly packed leaves. Excellent as wedges or torn for salads. A good mixer.

2. Romaine: Elongated head. Crisp "spoon - shaped" leaves. Sharp, nutty flavor that enhances tomatoes, combines particularly well with endive.

3. Bibb Lettuce: Sometimes called limestone. Its deep green leaves are sweet and tender. Use the whole leaves.

School Rolls Expected To Double By 1970

A population increase by 1970 is expected to almost double the present pupil population of the nation's secondary schools, according to a report by Allied Chemical Corporation's building-materials division.

California is expected to have almost 800,000 more high-school pupils by 1970, a rise of 85 per cent over 1961; Arizona anticipates a jump of 70 per cent and Florida an increase of 80 per cent.

Spring Jackets Float, Flutter

Components of the spring shape include little jackets that float, ripple, flutter. Some are shaped like a capelet with sleeves worked in, some true capes and some panels that form capes in the back alone.

Paint Protects Iron Furniture

Paint protects wrought iron furniture used out of doors. The first coat should be an anti-corrosive primer. The second? a tough exterior enamel. Ornate pieces are painted most easily the spray way.

Cheese Added

A little cheddar cheese leftover? Grate it coarsely and add it to a tossed green salad.

Ham-Chicken Sandwiches

Look to your pantry shelf for ingredients for tangy ham and chicken sandwiches. Combine 1 (6-ounce) can of boned chicken, diced, with 1 (2¼-ounce) can of deviled ham, ⅓ cup of chopped sweet fresh cucumber pickles, ½ cup of chopped celery, and ¼ cup of mayonnaise. Mix well. Makes enough for eight sandwiches using buttered bread.

A $56,000 electronic computer was matched against two domino experts at England's Business Efficiency Expostion recently—and was beaten, two games to one.

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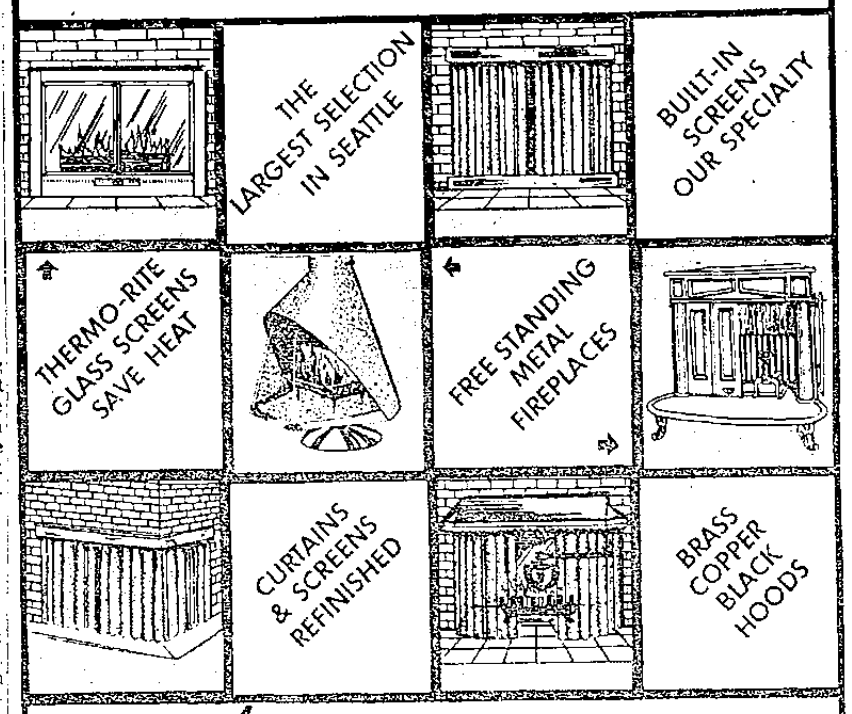

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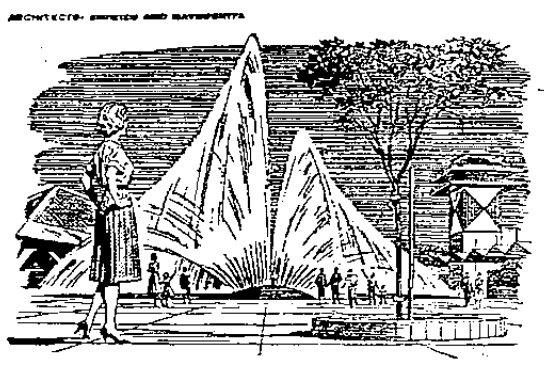
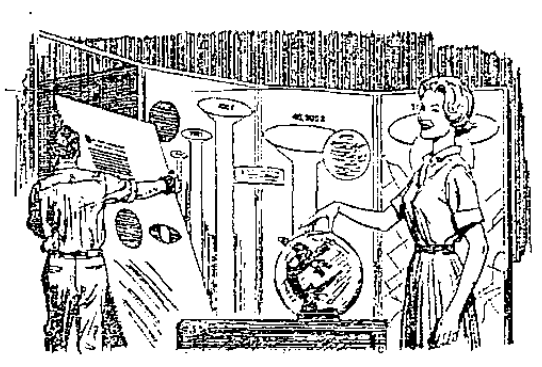


STEEL HEART FOR WATER WONDER! One of the main attractions at the Seattle World's Fair is this amazing fountain which will create patterns of "sculptured" water 100 feet high. Its heart is a 32-foot wide fountainhead formed from tough USS Steel Plate. Steel was the logical choice for this water wonder because of its superior formability, strength and stability. Fabrication was in Seattle by Union Tank Works.



HIGH POWER MICROSCOPY will be the theme of this exhibit which is sponsored by United States Steel. Using a stainless steel pin as a subject, the exhibit will show the relative magnification (from 100 to 2,000,000 times) of optical, electron and field ion microscopes. In this manner, Fair-goers will see how modern microscopy is employed in development and evaluation of new, improved steels.



DOORWAY TO THE 21ST CENTURY! These doors and archway panels in the United States Science Pavilion were custom-fabricated from versatile USS Cold Rolled Sheets. Steel makes them strong and durable to take wear and tear and rough abuse from the millions of people who will crowd the Century 21 Exposition after its opening in Seattle April 21. Doors were made by M. Reuter & Sons Metal Products in Portland, Ore.



MODERN-DAY COLOSSUS at the Seattle World's Fair is the Century 21 Coliseum. Towering eleven stories at the center and covering more than three acres, the structure has a backbone formed by four rigid trusses of USS Tri-Ten Steel. This rugged steel gives greater strength that allows reduction in both weight and mass. The end result: more architectural freedom of design. Fabrication by Isaacson Iron Works, Seattle.

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Looking Backward Toward The 21st Century

By TOM SWINT

What will family life be like in the 21st Century? Because there is little likelihood of getting irate letters 38 years from now, let us conjure up a few maybe-type visions and then reflect a little on what people must have thought would be going on now.

Every so often some designer or architect bemoans the fact that houses are being built in much the same manner as they were 100 years ago. Then on the other extreme some scientist boldly predicts that we'll be residing in plastic bubbles that are glued to an invisible cosmic ray or else they envision whole cities under a plastic lid with semitropical climate a creation of man.

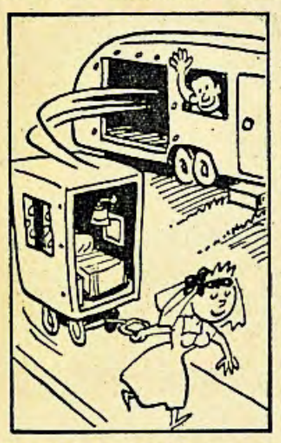
FOR YEARS our children have left enough doors open to heat King County and parts of Snohomish. This, I might add, is not practical. Our back yard is not appreciably warmer than Mrs. Taylor's, our next-door neighbor. Hers is, however, neater because her children are grown up.

In line with the American trend of putting wheels on everything, mobile homes (horrors, never say trailers!) seem to be enjoying a wide degree of public acceptance. Now an executive of the General Electric Co. predicts that the homes of the future will be made of detachable units that sort of snapped on to the home. When children leave home and start their own little nest, a truck would just back up and haul off the girl's room.

THIS COULD lead to some interesting conversations among newlyweds:

"George, I can't do a thing with that awful room your mother sent along. It was made by a different company than mine and the walls don't snap on securely. And horrors. Those colors!"

This might reduce the divorce and separation rates.



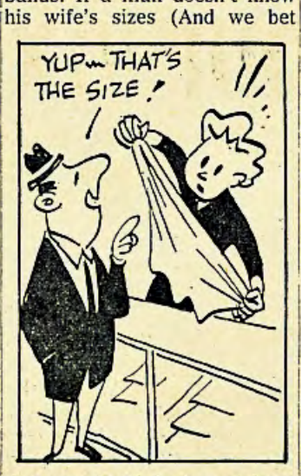
Once the foundation was removed, it might be more difficult for a bride to take her room and go home to mother. Marriage counselors could inquire as to how a girl's room fits into the bridegroom's house plan before they tie the knot. A built-into-the wall television set might have the status now enjoyed by convertibles and white-sidewall tires.

RECENT dispatches from the fabric centers in the East indicate that stretch fabrics and laminated combinations will be the clothing of the future. Some of us old-fashioned fellows still do not feel quite as warm in a light jacket with a synthetic foam stuck to the inside. For 40 years a good, heavy coat was the hallmark of winter warmth. Now it is passe.

Another trend is wool clothing that stretches — not like elastic exactly but more like good wool socks. The folks in the glad-rag business foresee two or three basic sizes that will stretch and mold to a woman's figure.

The new ski pants embody (good word) this principle. However, one wonders about foundation garments and all this figure molding. Some of the brave new fashions don't seem to take into account that we may have the same old people stuffed inside.

The stretchy stuff may save a lot of wear and tear on husbands. If a man doesn't know his wife's sizes (And we bet



that you don't) he can at least remember that she stretches out better in a medium than she does in a short with extra-long sleeves.

BY THIS time it is to be hoped that they will have figured out a method to get ball-point-ink stains out of the new material fabrics without reducing a genuine outer space blazer into a pile of acrid-smelling chemicals.

Once on a trip to Germany I purchased a tweedy-type suit made of wood. It wore well but I was always troubled with the thought of termites and a crowded bus. For those of you with analytical minds, there were no splinter problems—even when you crossed your legs against the grain.

WOMEN EXERCISE a tremendous influence on American merchandising. In the next 38 years it is likely they will continue their capricious reign. Once you bought an automobile in any color you desired so long as it was black. Now women insist on a pastel stationwagon to match the trim of the windows beside the carport.

By the time Century 21 rolls around, travel probably will have evolved (or maybe revolved) to flying platforms or perhaps automobiles that hook onto an endless belt that carries them bumper-to-bumper to the super-super exchange-and-modified- space-discount emporium. These vehicles may glide along on cushions of air and operate on atomic capsules that fold up and fit into one's purse.



PERHAPS BY this time they will have perfected a rear-view mirror that works equally well for applying cosmetics and keeping aware of what vehicle is approaching from the direction where you most recently have been. They even may devise a method of squeezing one of these weird deals into a conventional parking space.

Sometimes with all our inventive genius we have a throw-back. As the number of automobiles increases within the family and the number of families increases in the nation, there seems to be a congestion that goes on in geometric progression rather than the two-plus-two method.

Space bikes may be the answer with an air-cushion seat and swept-wing handle bars.

Naturally one would insist on a two-way radio, a radiation shield and infra-red visor flaps in case you have to swerve to avoid a meteor or an astronaut, who happened to be late in a three-day orbit.

THERE ARE some trends we would just as soon not encounter in the year 2000.

All the science-fiction artists seem to think girls will be clad in riding breeches, boots and plastic-bubble helmets. Heaven forbid! **(See Pages 6F and 8F for sketches of future costumes.)**

A few of the males still ex-



tant would just as soon see the girls look like girls with frills, long hair, long lashes, cupid's-bow mouths and flashing eyes.

Before we trade our jalopy in on a flying carpet, it must have accomodations for a woman wearing a bouffant skirt and a pretty blouse. Those girls in the Flash Gordon and Buck Rogers comics never did look very feminine to me.

IF WE ARE all foredoomed to live in glass houses can they please figure out a way to change the curtain-rod brackets without scarring up the laminated-diamond wall finish? And another thing would be a window that will withstand a well-aimed baseball.

Although it may destroy the way-out decor, we fervently hope those wide expanses of glass will have a few reflector strips for the near blind. (By 2000 this writer will be a frisky 77, he hopes, and he doesn't want to stub his nose on a pesky invisible wall



as he hobbles off to see the Galaxy Olympics and argues the merits of fiberglass vaulting sticks.)

BACK IN the dark ages of the 1930's we saw a movie about things to come. One bit of comic relief was a man eating a white pill and then complaining that the ham in the ham sandwich was scorched. **(Ruth DeRosa discusses foods of the future. Page 14G.)**

Although food has kept pace with the times, we hope they will never get to the white-pill era. They could work on a grapefruit that did not squirt into your spouse's eye. If we must cook with solar heat, I hope the plate on the range will light up and give the illusion of the old days.

A recent survey by the Northwest Bell Telephone Co. indicates that in the year 2000 there will be a continuous strip of population around Puget Sound, many of whom discovered this charmed land when they visited the Seattle World's Fair in 1962.

WITH ALL these people around, camping is going to get to be more of a problem than one might suppose.

Other surveys indicate that people are more to be feared than cougars and bears. People are especially dangerous when combined with automotive equipment and/or a means of building a fire.

We hope Century 21 will have an answer to preserving a little wilderness where a man can stare into space (inner planetary space, if you must).

And let's all write to our congressman about federal-backing for a good, inexpensive mosquito repellant that will endure more than ten minutes in the bog of an alpine lake in the Olympic Mountains. A really practical swimsuit for youngsters that will not sink in choppy water would also be wonderful.

ALL THIS predicting and complaining ignores one pertinent factor: Each of us likes to cling to something of the past and each of us tires of the new and different. This is what the head-shrinkers (psychiatrists) call actions and reactions. If the girl fashions get too boyish, we react and they get kittenish again.

In 1933 the Chrysler Corp. made a radical new automobile called airflow design. Everyone predicted that the automobile of 1960 would be mostly teardrops. But somebody reacted. And the trend swung to boxes with square fenders and no running boards. We had just gotten to like that old airflow jalopy.

THIS REACTION business has a lot to do with women's fashions latching onto one gimmick from the past and dressing it up with some fancy do-dads of the future. After all there are just so many ways you can hang a dress on the female anatomy and stay out of jail.

Has anyone considered a good horse and buggy as the way to beat the Floating Bridge jam? We could stable the horses on the banks of Lake Washington and commute by boat to the livery stable and then go clop clop clopping down to the office. Very few horses have been known to run a red light at a traffic signal. Just a thought . . .

ALONG these same lines, buggy whips could become status symbols instead of split-level houses and air-conditioning in your automobile. Buggy whips are less expensive and lend themselves more readily to real, creative status thinking. There could be a diamond-studded, radar-detecting buggy whip complete with hobbles and a tail crupper. White buggy whips would satisfy the man who cut his teeth on white sidewalls.



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ALL OF this foolishness is just our way of saying that we hope our stainless-steel world of tomorrow doesn't throw out all the cast-iron whims that we cherish so dearly today. But who are we to talk. Think of what the donkey engine did to the logging industry—and to the oxen driver.

Whoa, there boy. Start the countdown, Shirley. We're A-O.K. for a blast-off in this ox cart. Trim the stabilizers and set the wheel-brake, we're off.

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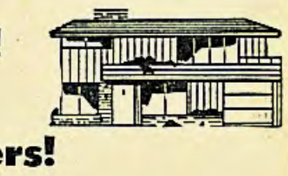

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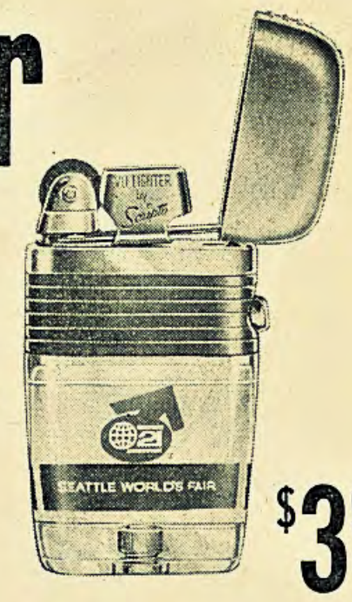

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Talking Books Will Entertain, Inform 'Readers' in Century 21

By MARGARET PITCAIRN STRACHAN

What will the book world be like in the 21st Century? How will books be published and what will be their contents? Will literature concern itself with much the same subjects as it does today? What will plays be like and the theater?

It is interesting to speculate about these questions and fun to ask them. Who could come the nearest to having the correct answers? A writer? Playwright? Professor of English? Or a bookseller?

YOU WILL HAVE to wait 38 years to know the answers. But authors, playwrights, professors and booksellers all were willing to try their hand at prophecy and if you are around in the year 2000 you can audit their accuracy.

Zola H. Ross of Seattle, author of "Cassy Scandal," "Reno Crescent," "Green Land," and many other books, feels that the books of that time will be all paperbacks in every field.

"Books will be distributed differently," Mrs. Ross guessed. "Groceries, drugstores and filling stations will sell them rather than normal bookstores.

"THE SUBJECT matter also will change. But perhaps this is wishful thinking. The astronaut age will bring in a new derring-do that has been lacking for years except in the escape brackets.

"Glenn (Lieut. Col. John Glenn, the first American to orbit the Earth) and his age will issue in something of this," Mrs. Ross continued. "American principles will be stressed rather than the psychological and neurotic ones that we have had. The book business will be as influenced by the times as everything else will be, and perhaps more so."

TOM CLARK, author of "Alaska Challenge," "The Puddle Jumper," "Back to Anchorage," and a new book to be published in the fall, "No Furs for the Czar" (written for boys), expects the 21st Century to bring changes not



ZOLA ROSS

only in the publishing and marketing of books, but in the reading habits of the public as well.

"Rising printing and paper costs will generate an increased demand for the use of microfilm," Clark suggests, "especially in the field of reference works and other bulky volumes. A microfilm encyclopedia or unabridged dictionary will cost but a fraction of what the bound ones cost today, and will take up little space in the functional homes of the future.

"MOST families will have projector and viewing screens; spools containing the latest novels will be available in the supermarkets. The cumbersome talking books now being produced on disks for the blind will be taped for playback on anyone's recorder."

Clark believes that the predicted, shortened work week that will arrive with full automation will bring with it many hours of idle time and population explosion and speed-reading techniques will create such a demand for reading material that by the year 2,000 the only members of our society who will know what "overtime" means will be the authors!

"IT IS DOUBTFUL," he pointed out, "if Century 21 will see any invention so wonderful that it will replace the honest sweat of the professional writer!"

W. Gordon Mauermann, playwright and teacher of play-writing, said that any kind of travel, whether to Auburn or the moon, supplies observant playwrights with new sights, sounds and ideas. He is sure the playwright of the next century will be stimulated by the landscapes of neighboring planets, affecting man's hopes and dreams.

"But he will continue dealing with the ingredients of the core of great drama," Mauermann said, "the human being grappling with problems arising from love, compassion, hate, greed, ambition, and consideration of good and evil."

MAUERMANN also commented on the fact that the influence of contemporary playwrights on the theater of today appears to be similar to the influence of the abstractionists on painting during the early part of this century.

"More and more in living theater the tendency is to create a theatricality in which realism is almost completely discarded; substituted are suggestive settings, actions that must be interpreted on a symbolic level, and dialogue in the stream-of-conscious tradition.

"The only remaining reality —one that is difficult to discard—is the reality of the kaleidoscopic variety to be found in men and women who are seeking satisfactory relationships to each other and to the worlds about them. This is where the power and attractiveness of theatrical art lies; in the complexities of the human mind.

"PERHAPS IN Century 21,"



W. GORDON MAUERMANN

Mauermann added, "larger audiences will be adjusted to the kind of theater in which they will be asked to suggest one of several possible meanings for a play; perhaps they will no longer expect "good guys" and "bad guys." As we advance toward that time the physical theater itself becomes more flexible because of technical improvements and an expanding concept of drama.

"Is it not exciting, for instance, to envision an entertainment form using compatible techniques from the motion picture, television, and the living stage with each complementing the other in a theater built especially for that purpose?"

MORROW HOLLISTER of Puget Sound News Co., has observed that the book business from the selling standpoint has been changed from the personal bookshop to the supermarket type of thing.

Hollister feels that there are more persons reading today, but the working man won't go to a department store and climb to an upper floor to purchase a book. Therefore the discount houses fill a literary need.

Professor Robert B. Heilman, head of the English department at the University of Washington, said he is only sure of one thing in regard to the literature of the next century and that is that the critics of that period will review us and our literature very differently from the way in which we view ourselves.

ALSO FROM the English Department, Professor James W. Hall said that there will be no censorship and that the most obvious thing is the society of the next century will be anti-20th.

"They won't like us," Hall commented. "We're the new Victorians. The kind of despair some literature has been about, William Faulkner, for example, will seem as self-conscious as Wordsworth's 'host of golden daffodils.'"

Hall also felt that there would be a nostalgia for our century, with people feeling that we lived very stable lives and theirs will be chaotic.

"Somehow or other," he said, "if I knew what society was going to be like, even in a vague way, I would have more of an idea. There will be some kind of moral revaluation. There will be many changes in manners and this will get mixed up with values. Actually, it might be what I consider very disreputable.

"PRESENT - DAY 5-year-old children will all be unhappy when they grow up. A considerable amount of our literature will say that our attitude toward education (that everyone must study mathematics and science), is an inhuman venture. Children today are all being pushed the same way and they will react against this. What they'll be like is hard to say.

"There's always some kind of valuation. It might revert to that of the 1920s. Or conformity, which is popular now, might be the thing."

Hall thinks that motion pictures will be treated as serious literature, "if they learn to use words—they use so much music now."

ROBERT BERG, of Harry Hartman's Book Store, said that books will be smoother, faster and slicker, and will be strongly influenced by space travel.

Leroy Soper, of the University Book Store, thinks that "the research people and scholars really will have a heyday. Within their own homes by means of a television set they will study records that are stored in a London or Rome library, or anywhere in the world."

Soper feels that research will be done on an international basis. His one somber note was that if there are any books left they would be paperbacks.

KENNETH BOYLE of Frederick & Nelson's book department, pointed out that today everyone is engaged in speed reading and that this "will be terrific in Century 21. But it will pose a problem for the writer, because to write enough books to supply so many people who are speed - reading, will be difficult."

Despite the fact that Boyle feels there will be a return to the humanities and a great advance in technology, he also prophesied that the big best-selling novel would be "torrid love in a space capsule."

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Simmering a chicken to use cold in sandwiches or salads?

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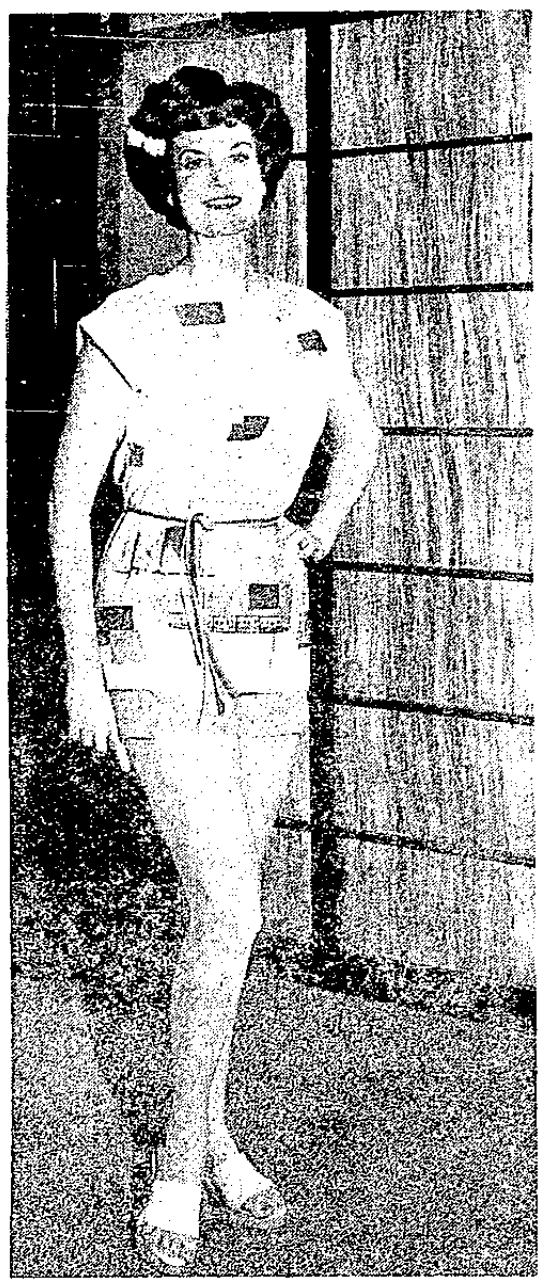

Mrs. Lawrence R. Foster, wife of the president of the Foster-Hochberg Manufacturing Co., modeled a costume that the Seattle company will show in the fashion show in the Fashion Pavilion at the fair. The tunic top, called the Needle Top, is printed with a fair motif in true blue, lime and turquoise. The Splasher shorts are in turquoise.

Foods Will Change in Space Age

By RUTH DE ROSA

The creators of science-fiction cartoons and comic strips always have the hero outwitting the green men from Mars or trying to keep the cat men of Planet X from cutting a fast meow in our orbit. But have you ever seen these spacemen sit down to a nourishing meal?

We have a sneaking suspicion that these men of the future are expected to consume a white pill that tastes like a ham sandwich.

With this thought gnawing away at our subconscious, we talked with Professor Mabel Nielsen, assistant professor of home economics at the University of Washington. What she said was most reassuring.

GREAT STRIDES are being made in food processing. Scientists are working on a technique called freeze-drying for preserving foods. Others are considering irradiation as a means of keeping foods. However there still are problems.

Another reason the white pill isn't likely to supplant the tantalizing appeal of a good steak is eye appeal. Any homemaker knows that color and arrangement have much to do with the appeal of food. Add aroma and the olefactory senses and the white pill falls that much farther behind.

Aesthetically, civilized man doesn't want his bread to live by bread alone.

ASKED IF she could forsee a family of the future taking pills for breakfast, lunch and dinner instead of sitting down at the table for meals, Mrs. Nielsen said that she didn't think this would come about because of the social and psychological effects it would have on people.

"I hope we don't get to this point," she said, "I think food needs to be satisfying from the standpoint of preparation and eating."

"One of the biggest problems concerning foods in the future is in the field of preservation due to the expected population explosion." Mrs. Nielsen explained, "A great deal of research is being done on this subject right now."

THE GREAT waste that comes about from food spoilage will most certainly have to be prevented if we are to feed our people of the future.

One of the newest methods of food preservation is the freeze-dry process. First the raw or cooked food is frozen and then it is dried under vacuum to remove the moisture so that it remains frozen while drying. The resulting food is lighter in weight and very porous, somewhat like a sponge. If packaged in an airtight container these freeze-dried foods can be stored on the shelf without quality changes.

We can visualize a 21st Century mother calling her family to dinner with nothing on the electronic range but a boiling teakettle. She selects, from her cupboard shelf, a complete freeze-dried dinner for every member of the family. Each one could take their choice. Roast beef, pork chops, roast lamb or chicken, the varieties could be limitless.

A LITTLE boiling water is poured on each item on the plate and in a few minutes the family sits down to a completely cooked meal.

There probably wouldn't be any dishes to do, no doubt there will be disposable dishes and silverware.

Mother wouldn't have to worry about unexpected company dropping by with freeze-dried foods always on her shelf.

Some of the freeze-dried foods can be found now in the form of camp food, such as freeze-dried eggs. There is no refrigeration required, so if you are boating in the San Juans on a fishing trip and the fish don't bite you can whip up a fluffy omelet for lunch instead. However, it is still very expensive.

The United States Army's Quartermaster Corps is testing these freeze-dried foods for use in military feeding.

ANOTHER new method of food preservation, that still is in the experimental stage is irradiation preservation of food. In this process the food is bombarded with gamma rays but there are still problems to be worked out.

Wouldn't it be fun to cook a pork chop rare? With this method you will be able to, because trichina will be killed. There are other advantages to the irradiation method. For instance weevil infestation of cereals can be stopped, potatoes can be prevented from sprouting, and fruits and vegetables treated by this process will have longer shelf life.

"There will be no radiation residue left in the food," Mrs. Nielsen said. "The gamma rays go right through the food."

"THERE IS work being done now in making jellies and jams without heat by this method," Mrs. Nielsen said. "Even though it isn't heated no mold would develop."

There are fruit-juice powders, just kept on the shelf, that can be instantly hydrated. Tomato juice would have many uses. You would just add a little water to make tomato paste, or by adding a little more you get tomato puree, and with a little extra you would have tomato juice.

Through breeding, even now, the waste of fat can be reduced in meats. Some hogs actually dress out with less fat.

Meats are even being pre-tenderized. An injection of an enzyme is given to the animal 8 to 10 hours before slaughter, to make it more tender. Imagine being able to broil or dry roast even the toughest cuts of meat. When you pass by the meat counters now, you will notice that there are nine cuts of meat that are tender enough to broil or dry roast. With this pre-tenderizing method the total jumps to 22.

There are many cuts of meat that are being sold boneless. In the future there could be more and maybe all meats will be boneless.

There probably will be more emphasis on packaging with even the package being edible. Imagine a 21st-Century mother saying to her child, "Eat all of your package, dear; it's good for you."

NOWADAYS there are boil-in-a-bag foods. The future may find even these bags edible. The pre-cooked foods, sealed in special plastic bags and frozen, could possibly have separate compartments to store a whole meal. You would drop it in boiling water for five minutes and presto you have a complete meal ready to eat.

The tedious job of washing and scouring kettles might be eliminated since there was nothing in the kettle but water.

Mrs. Nielsen suggested a kitchen of the future might be completely push button. By a series of conveyor belts, complete frozen meals would glide out of the freezer and into an electronic range. These foods could be on the table in a matter of three minutes.

MARKETING COULD be done by electronics with pictures of products being flashed on a screen at the supermarket and Mrs. 21st-Century Homemaker would order from home.

Some other predictions include:

Eggs in aerosol packages, just one squirt for a serving of scrambled eggs.

Artificial coffee, if there is not enough real coffee produced. (Scientists are working on this now.)

Cans with built-in can openers.

Frozen, fried eggs in polyethylene bags.

Square cans for fruits and vegetables for easier storage on the shelf.

Coin-operated vending machines, with complete meals that are frozen and pre-cooked, or using the freeze-dried foods by just adding boiling water, might be everywhere for people to use.

THERE PROBABLY will be many more convenience foods on the market with much improvement in taste and texture. Perhaps there will be the development of new foods, as yet unknown to us, from the oceans.

The idea of foods to come in the 21st Century virtually could be unlimited, creating a push-button world with a great deal of easy living but even so Mrs. Nielsen's parting thought should be remembered:

"People still need to keep a certain personal touch and think of food preparation as a creative act."

Potatoes a la Mayonnaise

For a luxury dish with ease, commit to memory these simple directions for glamorous potatoes. Take 6 baking potatoes. Bake as usual, then cut a slice from the top of each, scoop out the shells and mash the potato.

Season with 6 tablespoons milk, 6 tablespoons mayonnaise, 1 egg yolk, salt and pepper. Refill shells, beat egg white (lightly salted) until stiff and heap on the stuffed potatoes.

Put back in oven 5 minutes until puffy and golden brown.

Yield: Six servings.

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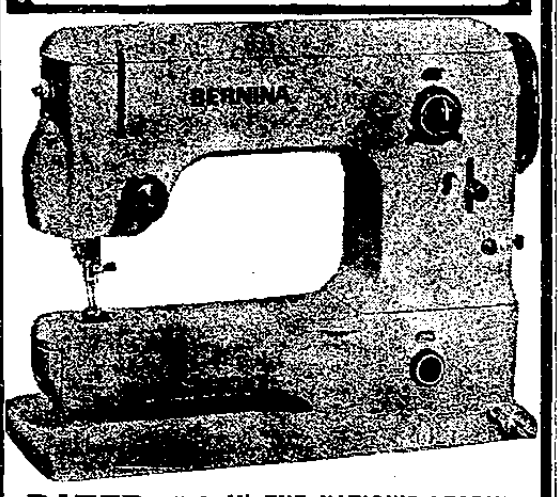

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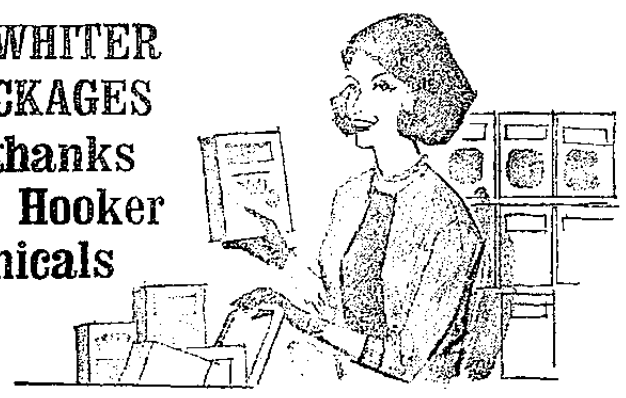

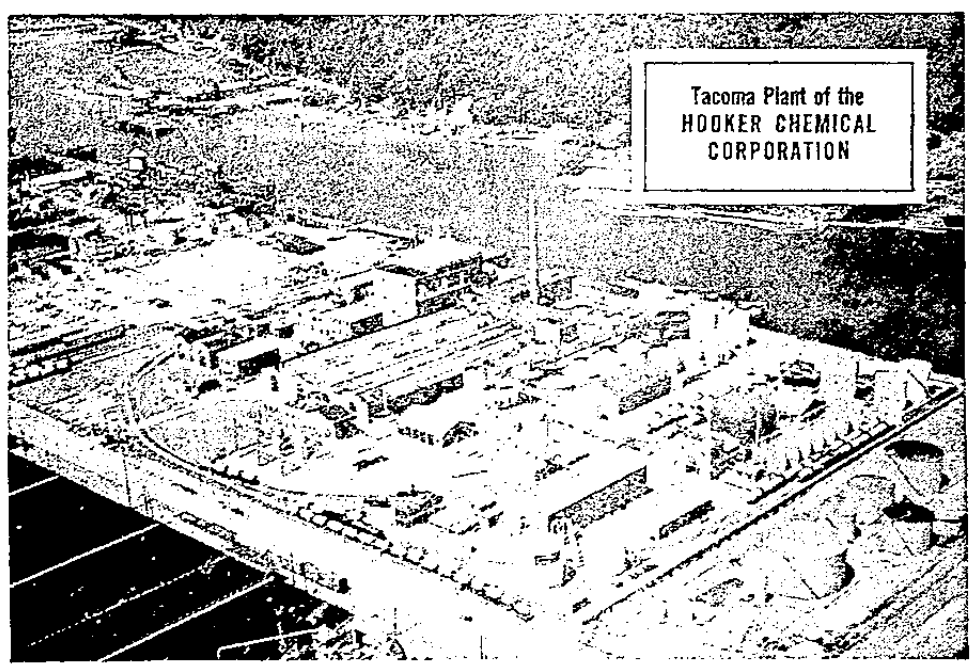

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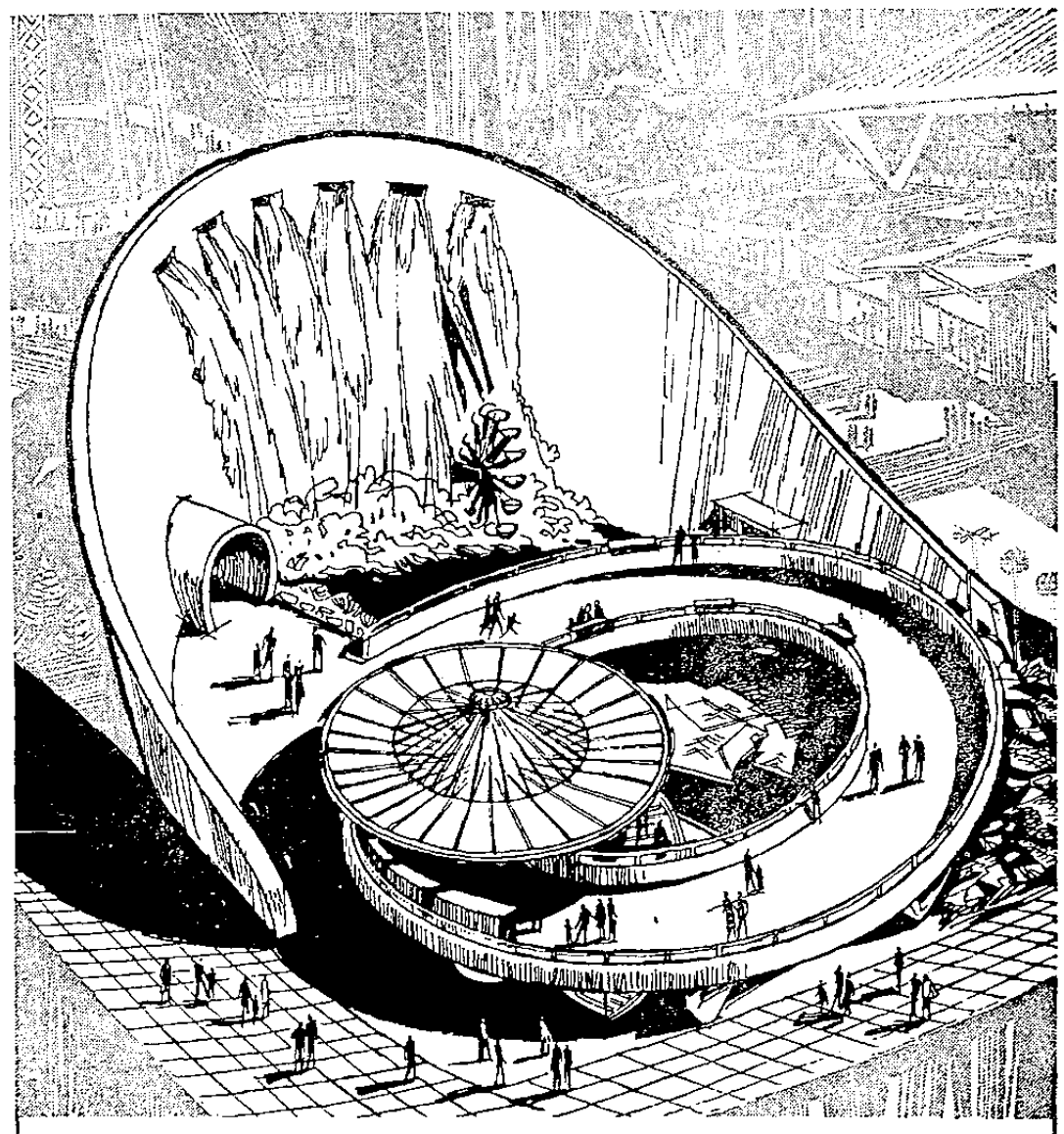

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See the Hydro-Electric Exhibit sponsored by the electric utilities of Washington. The 40-foot model dam and displays show electricity at work today and in the coming century. The Fair's a great show and we're very excited about it. But, more importantly, we're excited about the millions of people who will be visiting our local communities during the summer and seeing what a fine place this is to live and do business. We're convinced that these people will become great boosters for our region and their enthusiasm is going to generate a lot of growth throughout our area during the years to come.

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Danish Modern Has Clean Lines Of Space Age

By DOROTHY NEIGHBORS

Decorating the home has reached a high point of interest in the lives of Americans. The clean graceful lines of Danish furniture and handicrafts and the high quality of Danish fabrics shown at the exhibit from Denmark at the Seattle World's Fair will illustrate just why that country holds such an important position in this field.



HENNING KRISTIANSEN

Denmark was one of the first countries to begin the construction of an exhibit. The steel and wood structure, open to view from many areas of the grounds, is at the end of the Coliseum, overlooking the Japanese fountain, and facing the Boulevards of the World.

Apart from the display, the story of Denmark and its way of living will be told through pictures, slogans and descriptions. Young Danish women, dressed in colorful costumes of their country, will answer questions for visitors.

FURNITURE WILL BE displayed in room-type settings. If the homemaker sees a chair or table that would fit in perfectly in her home, she will be able to find out where she can obtain it locally.

Henning Kristiansen of the Danish Ministry of Foreign Affairs arrived in this country in January to act as resident commissioner for Denmark's participation in the fair.

"The main theme of the fair is emphasized through many of the products shown in the Danish Exhibit, since it is the feeling in Denmark that modern Danish design will form the basis of what people throughout the world will be using in their homes in the future," Kristiansen said.

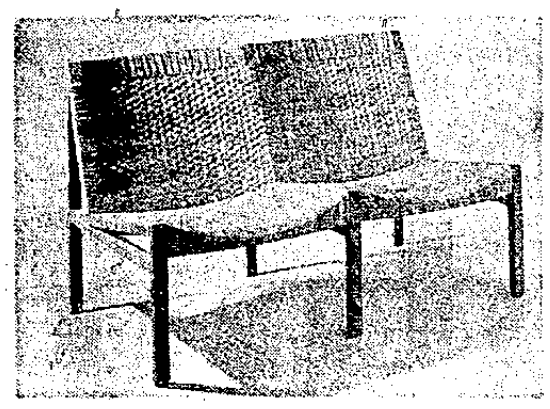
Among the well-known Danish artists and manufacturers whose designs will be on display are: Georg Jensen, Michelsen and Hans Hansen, silver; the Royal Danish Porcelain Factory; Holmegaard and Kastrup, glassware and Wegner and Fritz Hansen, furniture.

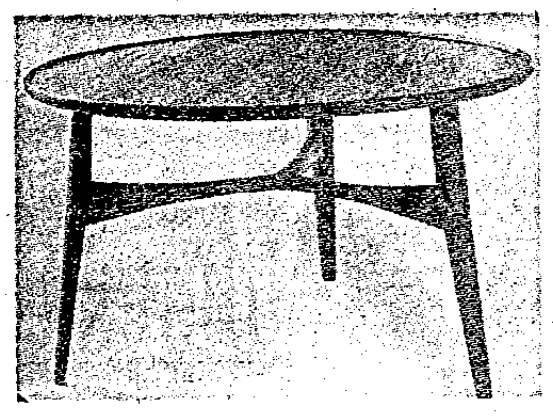
Danish ceramics, hornware, basketware, paintings, toys, instruments, shoes and industrial products also will be on display.

After this "tour" of Denmark, visitors will undoubtedly be tempted to visit "Little Denmark" across the street, a restaurant that will feature hearty Danish open-face sandwiches, Danish beer and frozen Danish pastry, flown here from Denmark.

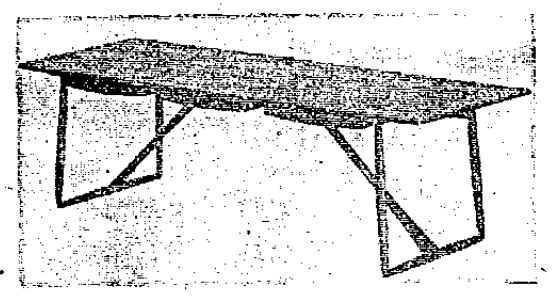
THE DANES WILL really come into their own from May 17 to May 19 when "Denmark Days" are celebrated. During this time Victor Borge, the Danes' famous pianist-comedian, will entertain in the Opera House. In the arena, the Flensted Jensen gymnastic team, consisting of 38 members, will perform gymnastic skills and Danish folkdances.

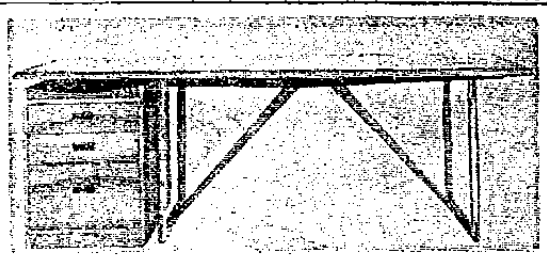
"I am sure that the Danes who visit Seattle during the fair will feel as much at home as I do," Kristiansen said. "Seattle's climate is much the same as ours, and the friendliness of Pacific Northwest residents will make them feel welcome."





Here Are Some Examples of Danish Modern Furniture—Similar Styles Will Be Shown at the Fair





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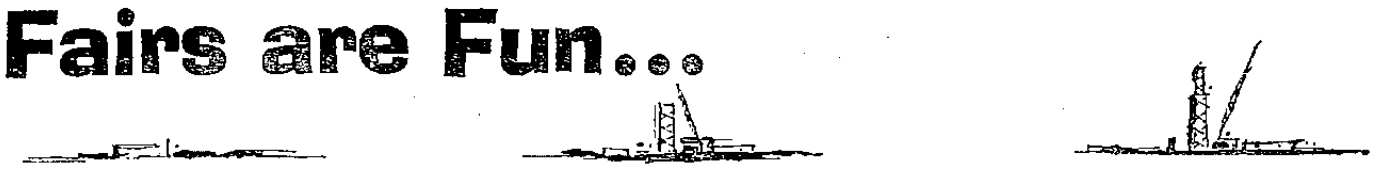
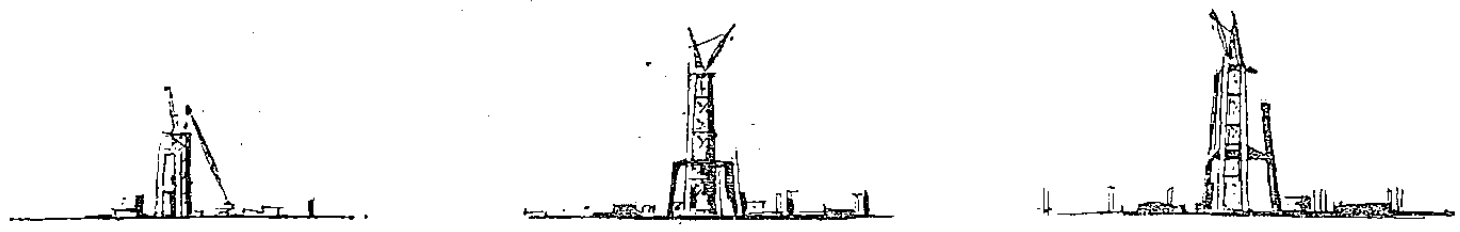
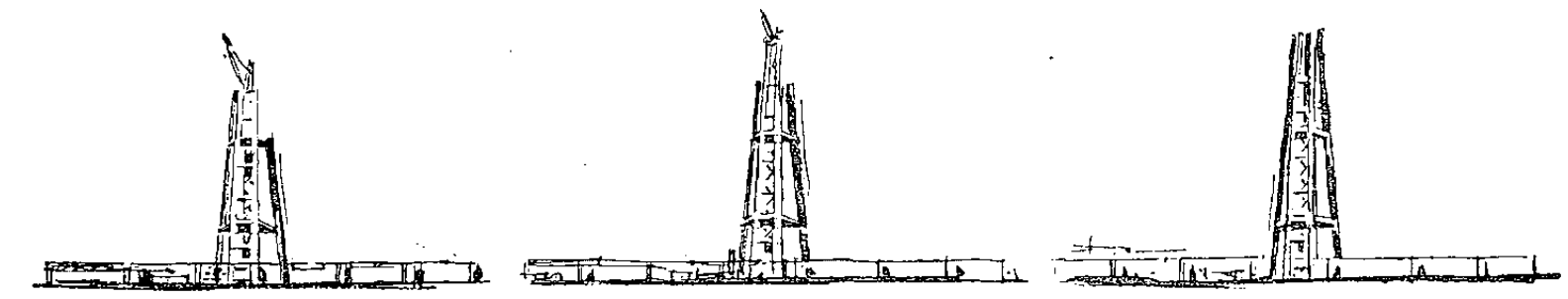
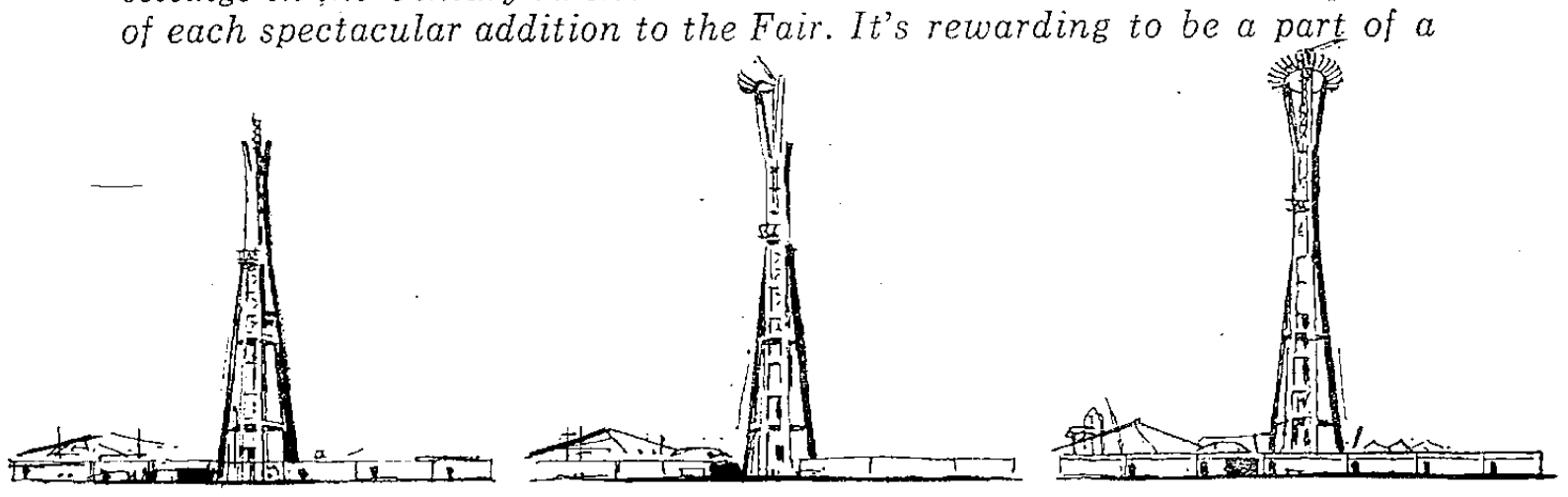


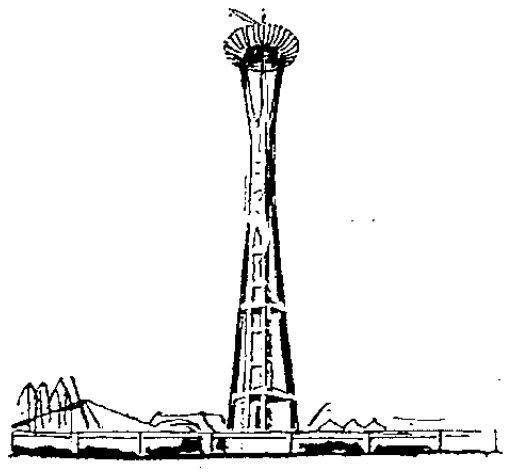
from the first pour to finished floor . . . from a steel ballet to the first full-scale telecast at the top of the Space Needle!

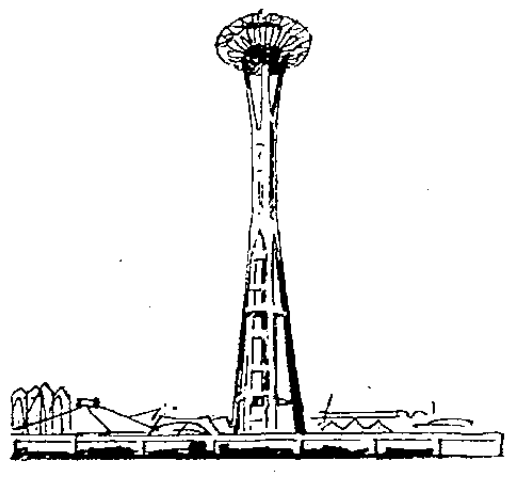


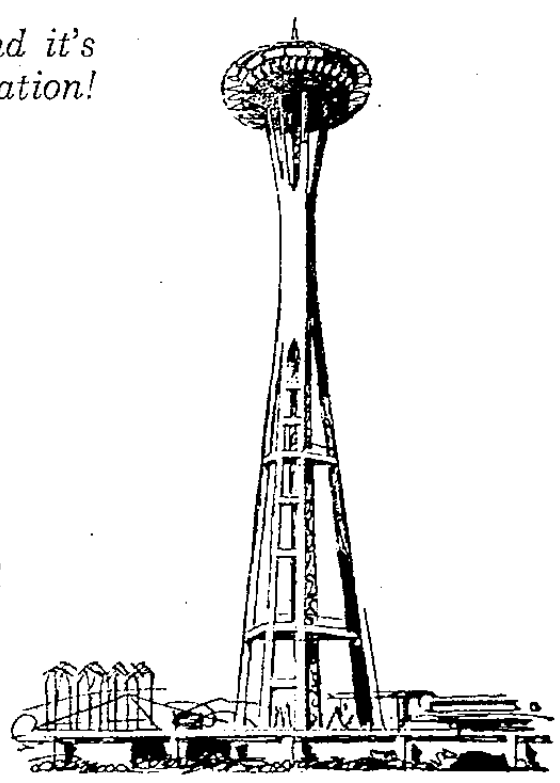
Every week Seattle's fabulous Space Age World's Fair is "starred" on KOMO-TV. Gaiety, excitement and wonders of the future are captured on 'World's Fair Holiday.' Bright new talent and established stars entertain in actual settings on the Century 21 site—as KOMO-TV cameras trace the development of each spectacular addition to the Fair. It's rewarding to be a part of a community's confident reach for new horizons . . . and it's fun to build toward tomorrow with flair and imagination!





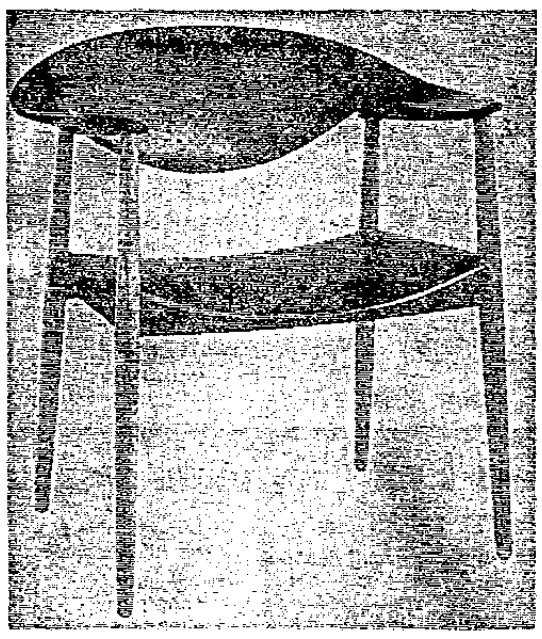






"Gateway to the World's Fair"

4 CHANNEL KOMO-TV



Welcome to **WASHINGTON** *and* **CENTURY 21** *from*

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one of the nation's leaders in women's Specialty Apparel Shops

TODAY . . . there are over 650 MODE O'DAY stores throughout the United States . . .

We welcome progressive-thinking, alert and aggressive women, who are interested in building security in private business. If you would like to become part of our rapidly expanding organization, write for additional information to . . .

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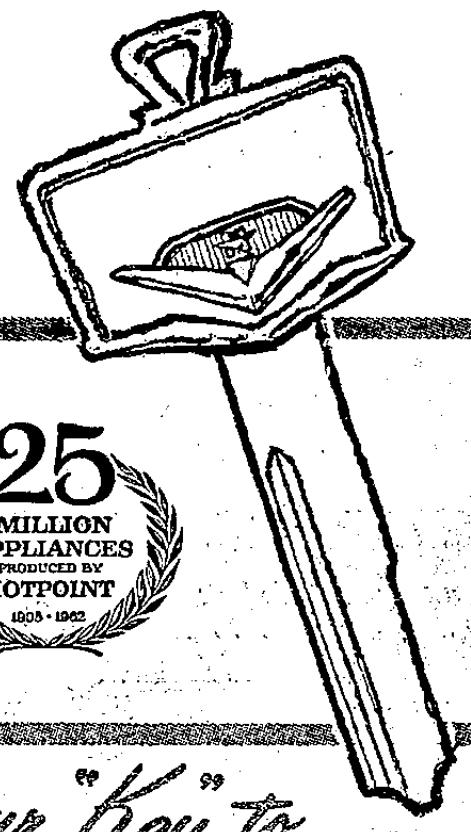


25 MILLION APPLIANCES PRODUCED BY HOTPOINT 1903 - 1962

Hotpoint

Salutes CENTURY 21 with

WORLDS FAIR SPECIALS

Your "Key" to Look Ahead Design, Extra Value... and A **WRITTEN GUARANTEE*** *of Satisfaction*

Hotpoint — DISTRIBUTION-DEPARTMENT

March 12, 1962

TO: ALL HOTPOINT DEALERS

During 1962, two important events will occur that will greatly affect all of us – the great Century 21 Worlds Fair in Seattle, and the production of Hotpoint's 25 millionth appliance – an industry milestone!

To honor these two historical events, Hotpoint has provided some outstanding deluxe Hotpoint specials at the lowest prices ever. We are making over twenty carloads of these available to you next week so that you can offer these to your fine customers who have supported Hotpoint through the purchase of our products for the past 57 years.

We will announce these special quality values to the people of the Northwest on March 25th in the Worlds Fair edition of the Seattle Post Intelligencer in advance of the Fair's opening so that they may take advantage of these values before the arrival of their guests.

I am sure that all of you will join with us to make this the greatest sales event of the decade.

Sincerely

T. Driscl
Manager – Northwest District

GIVE BETTER...Electrically with Hotpoint — REFRIGERATORS • RANGES • AUTOMATIC WASHERS • DRYERS • DISHWASHERS • DISPOSALLS • WATER HEATERS • FREEZERS • AIR CONDITIONERS • CUSTOM APPLIANCES

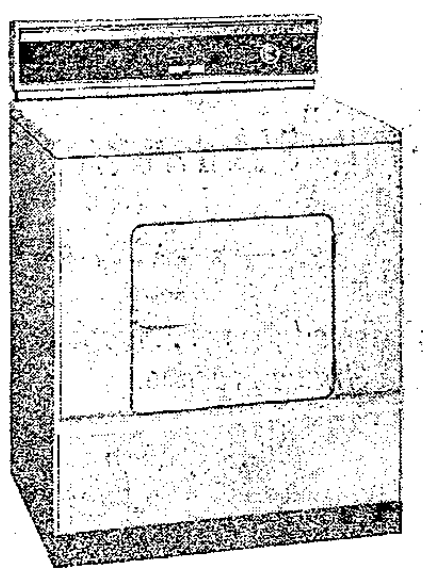
Hotpoint GUARANTEE of SATISFACTION

If you are not completely satisfied with the performance of your new Hotpoint appliance and notify us within 90 days of the date of purchase, we will replace it with a comparable model at no cost to you, exclusive of disconnection or reconnection costs.

Visit the Hotpoint Display! Century 21

HOME of LIVING LIGHT

De Luxe Speed Flow Dryer



- Pushbutton Control
- 220 or 110 Volts—no special wiring required
- Wrinkle-free drying of Wash 'n Wears
- Long-life Calrod® heating units
- Drys clothes faster, yet cooler—leaves clothes soft yet pliable
- Greater economy—uses less wattage

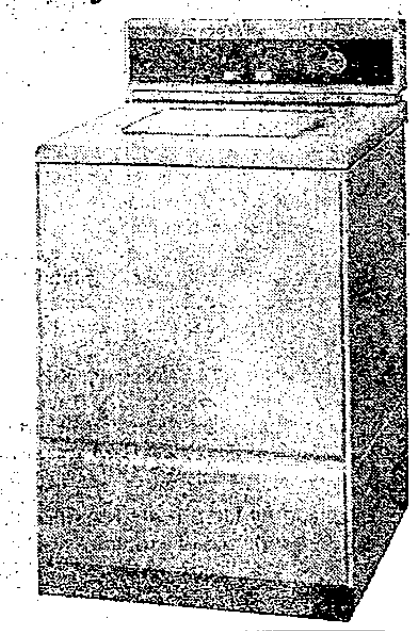
Century 21 Special Price

$128*

MODEL LB240

De Luxe Triple Cycle Washer

- All porcelain inside and out. Finish lasts a lifetime
- Pushbutton Controls
- Water saving partial load control
- Dual automatic detergent and dry bleach dispenser
- Underwater lint filter
- Coaxial mechanism with 5-year written parts warranty



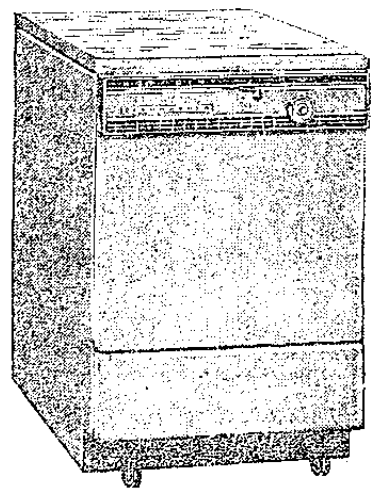
Century 21 Special Price

$168*

WITH TRADE

MODEL LW240

De Luxe Convertible Dishwasher



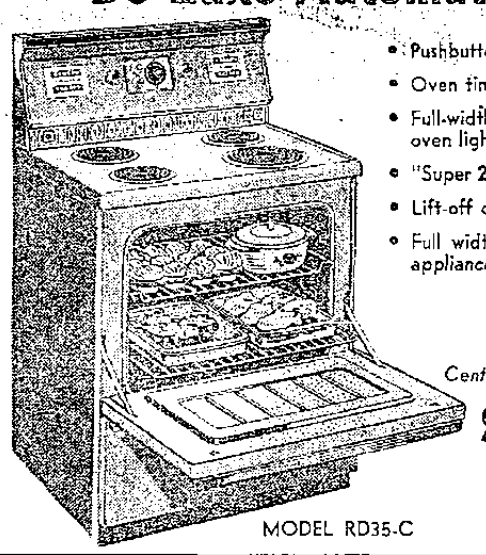
- Jet-fountain washing action Efficient in every area of dishwasher
- Random Roll-r-Racks—Load at random, no special placement required
- Full-size dishwasher—use as portable now—install as undercounter later.
- Dual detergent dispenser
- Maple cutting top
- Built-in Calrod® heating unit

Century 21 Special Price

$198*

MODEL DB35-C

De Luxe Automatic Range



- Pushbutton recipe heat controls
- Oven timing clock—set and forget
- Full-width fluorescent light—plus oven light
- "Super 2600" speed unit
- Lift-off oven door and no-drip top
- Full width storage drawer and appliance outlet

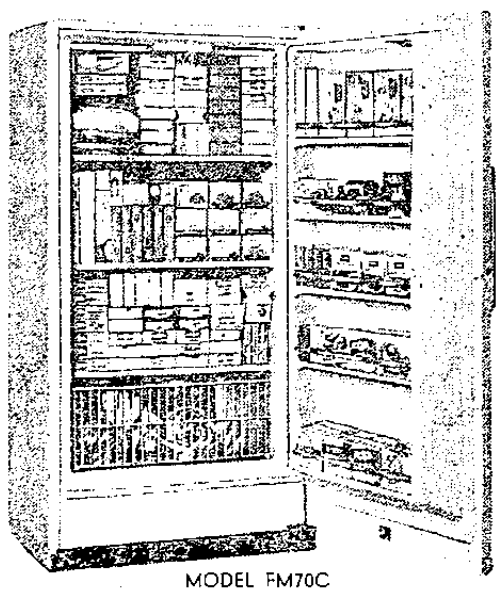
Century 21 Special Price

$188*

WITH TRADE

MODEL RD35-C

De Luxe 14 cu. ft. Freezer



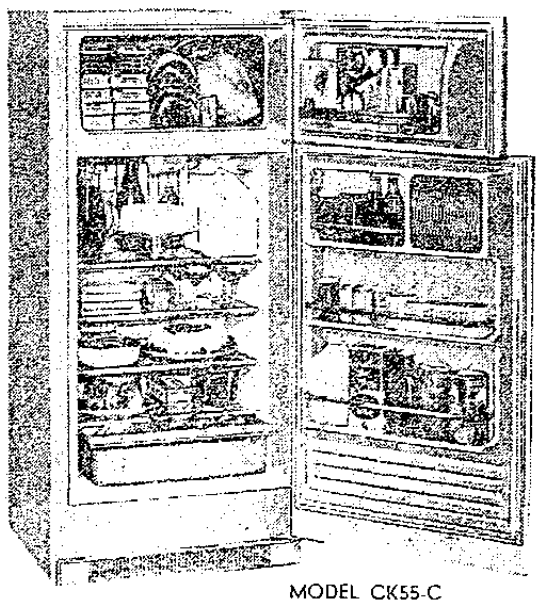
- Large capacity—Holds over 472 lbs.
- Glide out storage basket
- Door lock
- Interior light
- 3-year written warranty against food spoilage
- Magna-Seal door gasket—all four sides

Century 21 Special Price

$228*

MODEL FM70C

2-Door De Luxe Refrigerator



- Large 89-lb. true-zero degree freezer
- Self defrost refrigerator
- Rolls on wheels for easy cleaning
- Porcelain metal vegetable crisper
- Butter bin—extra deep door shelves
- Glide-out shelves

Century 21 Special Price

$238*

WITH TRADE

MODEL CK55-C



**Distributor's suggested World's Fair Special Prices—see your favorite Hotpoint dealer for his specials right away.*

HERE IS YOUR HOMETOWN HOTPOINT DEALER:

SEATTLE
All Makes Appliance, 414 E. 72nd
Albert Lee Furniture, 1472 Elliott W.
Ballitown Furniture, 2109 First Ave.
Condon's, Inc., 2098 Third Ave.
Enloe's Trade Mart, 9602 16th S. W.
General Home Appliance, 914 Howell Street
Herald Furn. & Appl., 5908 Roosevelt Way
E. Masin Furn. Co., 220 Second S.
Olson & Pawlesland, 8564 Greenwood Ave.
Pacific Appliance, 900 Elliott W.
Poole Electric, 1116 Fourth Ave.
Stewart's, 67th & Greenwood
Tashiro Hardware, 109 Prefontaine Place
Ware & Hosey, 4740 California Ave.

ABERDEEN
Kaufman-Scroggs

ANACORTES
Hinoto's Appl. & Service

AUBURN
Auburn Plumbing & Appl.

BELLEVUE
Poole Electric

BELLINGHAM
General Plumbing & Heating Co., Inc.
Mulhern's

BREMERTON
Kitsap Radio

BREWSTER
State Electric

BURIEN
Enloe's Trade Mart

CENTRALIA
David's TV & Appl.

CHEHALIS
Coast to Coast Stores

CHELAN
Hansen's Western Auto Store

CLARKSTON
Grimes Appl.

CLE ELUM
Olson Appl.

EDMONDS
Eddy's Electric Service

ELLENSBURG
Swangler Furn.

ENUMCLAW
Rossman Electric

EVERETT
Everett Music & TV Store
Wold Hardware Co.

FALL CITY
McClymont Hardware

FORKS
Fletcher Electric Co., Inc.

FRIDAY HARBOR
Elmes Co.

GIG HARBOR
Shively's Appl. & Furn.

ISSAQUAH
Western Auto Stores

KELSO
Kelso Maytag Co.

KENNEWICK
Bunch-Finnigan Inc.

LYNDEN
Knapp & Knapp

LYNNWOOD
Conklin Appliance

MARYSVILLE
ApplianceCenter

MONROE
Monroe Hardware

MONTESANO
Watson Kellogg Co.

MOUNT VERNON
Nixon's Appl.
Willey's TV, Appl. & Furn.

NACHES
Slim's Appl. Market

OLYMPIA
Warehouse Appl. Sales

OROVILLE
Oroville Refr. & Appl.

ORTING
Ace Radio & TV

PORT ANGELES
Caven Plumbing & Heating Co.
McCrorie-Thompson Furniture & Appliance

PORT TOWNSEND
Modern Electric & Furn.

POULSBO
Torgerson Hardware

PROSSER
Brown's Appl. Center

PUYALLUP
Rowell's

RAYMOND
Pacific Hardware & Appl.

RENTON
Custer Hardware
Messer's TV & Appl.
Poole Electric

RICHLAND
Uptown Furn. Co.

SEAVIEW
Peninsula Home Improvement

SHELTON
Eells & Valley Appl.

SNOHOMISH
Snohomish Radio

SNOQUALMIE
Thoreson Furn.

SOUTH BEND
Bayview Lumber Co.

SUMNER
Sumner Farm & Bldg. Supply

TACOMA
Addco, Inc.
Harkness Rug & Furn.
Schoenfeld's Furn.
Sepic's
Siler's TV

TOPPENISH
Grant's Western Auto

WALLA WALLA
Bendix Music & Electric

WAPATO
Cumming's Electric

WENATCHEE
Wenatchee Appl. Center

WINLOCK
Brosey's Hardware

YAKIMA
Korach's

OREGON

ASTORIA
Fisher Bros. Co.

BAKER
Ed's Firestone Store

ENTERPRISE
Tippett's Radio & TV

HERMISTON
Furniture Exchange

LA GRANDE
Eastern Ore. Electric

MILTON-FREEWATER
Coe Electric

PENDLETON
Clary's Town & Country

ST. HELENS
Magone Furn. Co.

WARRENTON
Warrenton Electric Co.

NORTHWEST DISTRICT HOTPOINT—Division of General Electric



GRIFFIN LAKE, SHOWN ABOVE, IS ONE OF THE MANY BEAUTIFUL SIGHTS ALONG THE TRANS-CANADA HIGHWAY WITHIN BRITISH COLUMBIA.



There has never been a more stimulating period in British Columbia's history than this one. Full of economic vigor and new development, this vast province also offers to the visitor a bold, rugged beauty and fresh climate. Some of British Columbia's short but exciting history has also been preserved to provide a bond with its colorful past. These features, together with our friendly people, await the visitor in 1962. I extend a warm welcome to all visitors on behalf of the people of British Columbia and I promise that a vacation in B.C., or even a brief visit, will not soon be forgotten.

W. A. C. Bennett

HON. W. A. C. BENNETT
Prime Minister of British Columbia

BEAUTIFUL BRITISH COLUMBIA

For the past few years British Columbia has been engaged in the largest highway building program in its history. Now within reach of everyone are what we believe to be some of the world's finest scenery and best recreation lands.

British Columbia has variety in climate, landscape, and topography. For the visitor who likes coastal scenery, many seaside havens in the Vancouver area and on Vancouver Island are only a short drive away. For those who like their scenery vertical there is no more spectacular drive than the rugged Fraser Canyon and none grander than the new Rogers Pass route through the Selkirk mountains to be opened about July 30 this year. For the western atmosphere, B.C.'s warm, dry interior region is the place to visit where good highways lead to numerous ranching, fishing, hunting, and swimming areas.

This fine new highway system is being built by and for the people of British Columbia but it is also for our visitors and we hope to see many more of them from the United States this year. We think they will be glad they came.



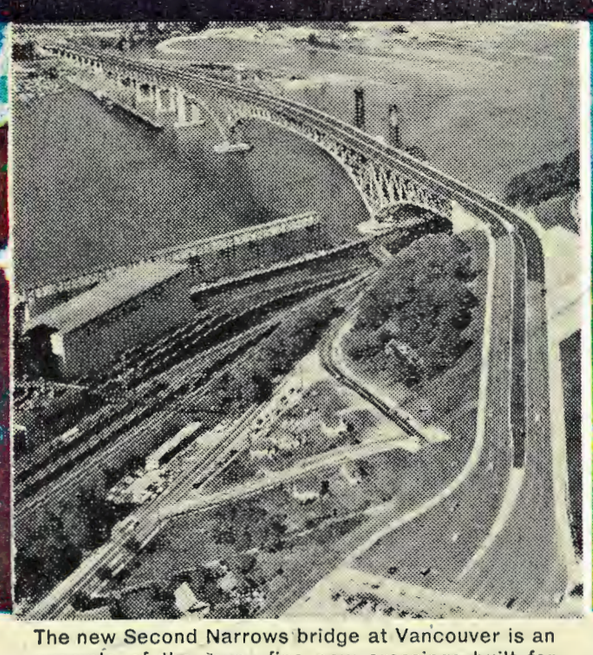
P. A. Gaglardi

HON. P. A. GAGLARDI
Minister of Highways

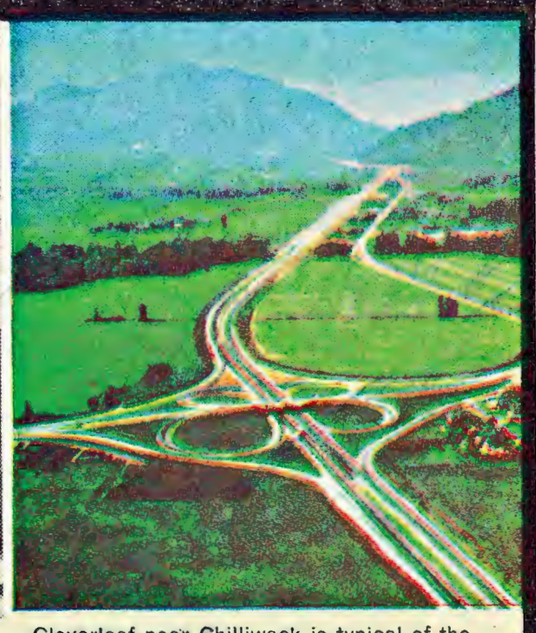
GOVERNMENT OF BRITISH COLUMBIA
DEPARTMENT OF HIGHWAYS



Opening this summer is the Rogers Pass section of Trans-Canada highway. It numbers among the world's most scenic drives.



The new Second Narrows bridge at Vancouver is an example of the many fine new crossings built for the British Columbia Highway system.



Cloverleaf near Chilliwack is typical of the fine new highways being constructed throughout British Columbia.



WONDERLAND:

Kootenays Rich In Resources, Recreation

An inland empire of mineral, forest and agricultural wealth, set in some of nature's greatest scenic beauty, is the Kootenay-Boundary Country. It lies in the southeastern corner of British Columbia, west of the Rockies, east of the Okanagan and joined on the north by the Transcanada Highway.

Developing more quickly now than at any time in its brief history, the Kootenay-Boundary Country offers opportunity for outdoor pleasure and entertainment.

HIGHWAYS crisscross the area. Highway No. 3 is the main east-west artery. It is wide and paved. North and south highways are many.

Camp and picnic sites dot the region. Each of the 14 developed parks and the main wilderness parks has its own special atmosphere. The campsites range from the smallest—with 12 units—at Lockhart Beach on scenic Kootenay Lake to Wasa, north of Kimberley, with 105 units.

Adventure roads and trails lead to wilderness areas such as Kokanee, Glacier, Mount Assiniboine and Elk Lakes Parks.

Most of the roads are on scenic lakeshores that offer swimming, boating, fishing and water skiing. They also provide tables, fireplaces and a spot to park the automobile.

THE PRINCIPAL industires of the Kootenays are those arising from the development of the abundant natural resources. They are mining and smelting, chemical and fertilizer production, lumber and sawmilling, pulp and paper and the production of hydroelectric power. Agriculture is important in some areas.

But mining is the main industry. There are large reserves of metal ores and coal. The Sullivan Mine at Kimberley is the world's largest producer of silver-lead-zinc ore. Concentrates shipped by rail to the large smelter at Trail for treatment.

The smelter, one of the largest base - metal smelters in the world, is operated by the Consolidated Mining and Smelting Co. of Canada, Ltd. Visitors may tour it on weekdays, except holidays.

The Trail smelting operations has given rise to growing fertilizer and chemical industries, with plants both at Trail and Kimberley.

LUMBERING is important everywhere, with sawmilling and planemilling centers at Grand Forks, Castlegar, Nakusp, Nelson, Salmo, Creston, Cranbrook, Invermere and Fernie.

Kimberley began an iron-and-steel industry in 1960. Coal has been mined in the Fernie and Michel districts since 1898.

Main hydroelectric plants are on the Kootenay and Pend 'Oreille Rivers in the West Kootenay and on the Bull River in the East Kootenay.

Recreation is a major "industry" for residents and visitors. Summer sports include swimming, water skiing, boating, fishing, hiking and hunting.

The Kootenays' mountains are popular with hikers, campers, hunters, fishermen and photographers. The lakes provide hours of fun for young and old. There are hundreds of miles of lake beaches.

THE AREA is favored with a great variety of big-game and bird-shooting. The supply is plentiful and the open season generally is long.

The season on elk, moose, mountain goat, bighorn sheep, caribou, whitetail and mule deer generally is from early September to early December.

The lakes, rivers and streams provide plenty of fishing. The lakes abound in rainbow and Kamloops trout and Dolly Varden (char). The streams are well stocked with cutthroat and brook trout.

Fast or quiet water, it all is there for the fly fisherman. Automobiles trailing boats can be seen in all seasons heading for a lunching ramp.

IN WINTER, skis and skates come out of storage. Some of the best skiing in Canada is offered at slalom and jump courses at Rossland, Nelson, Kimberley and Fernie.

Crisp powder snow, excellent terrain, bracing air, blue skies all combine to make the Kootenay-Boundary region one of the best skiing areas on the North American Continent.

Fernie and Rossland were considered in British Columbia's bid for the site of the 1968 Winter Olympics.

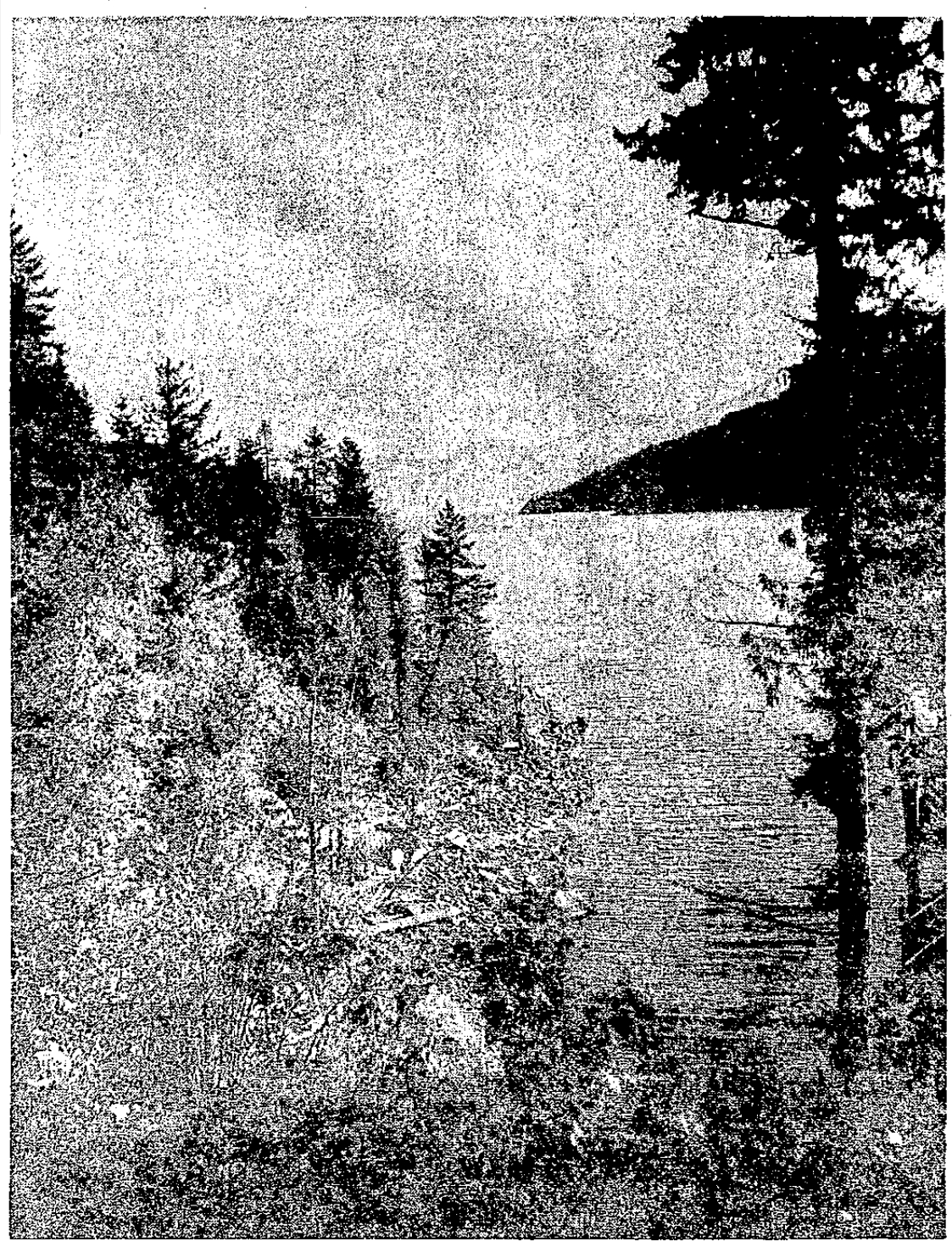
All four skiing areas are reached easily by main highways, particularly from the east, south and west. Ample accommodations for visitors are available at reasonable rates everywhere.

Bonners Ferry, Idaho, and Whitefish and Kalispell, Mont., are the major United States cities south of the Kootenays.

Migrants Mostly From 3 Provinces

The prairie provinces — Alberta, Saskatchewan and Manitoba—are the source of the largest group of migrants to British Columbia. The United Kindgom and Europe form the second largest source.

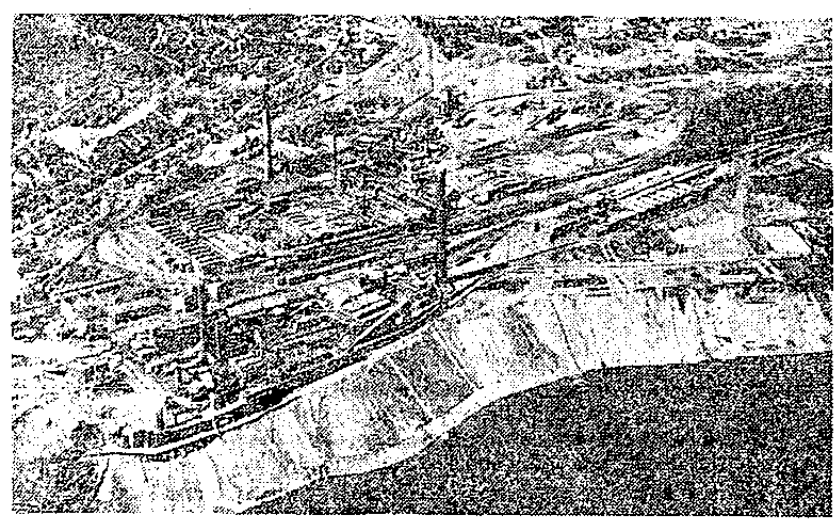
Blue Lake Beckons Tourists



SCENIC KOOTENAY LAKE LIES LIKE A JEWEL NEAR THE SELKIRK MOUNTAINS

INDUSTRIAL CITY:

Aerial View of Trail Complex



ORE AND FERTILIZER PLANT AT TRAIL



LOVELIES ENHANCE CRESTON ORCHARD

The City of Creston, 36 miles north of Bonners Ferry, Idaho, will celebrate its four-day Creston Valley Blossom Festival beginning May 17. A queen, Miss Creston, will be crowned.

Visitors, while at the festival, may want to see the Glass House, a castle-like structure built of bottles, stone and concrete. Some 132,000 bottles were used in the house and on the grounds.

Auto Population Up

The number of motor vehicles registered in British Columbia last year was estimated at 581,000, compared to 560,271 in 1960 and only 317,553 in 1952.

Giant Trout, Scenery Lure For Traveler

Scenery and giant fighting Kamloops trout are assets of the Kamloops - Revelstoke-Golden area just north of the Okanagan and Kootenay Districts.

Griffin Lake along the Transcanada Highway is one of the sights of British Columbia. It is between Revelstoke and Sicamous.

To the west is Kamloops a city of nearly 10,000. Its name is given to the type of rainbow trout that grow up to 10 pounds in the lakes of that district.

Golden is high in the mountains. It is a gateway to Yoho National Park and Banff National Park to the east, between Golden and Calgary, Alberta. Its population is 1,500.

Revelstoke's 4,000 residents "revel" in winter sports. They sponsor a winter ski-jumping tournament and other events.

Sports—outdoor and indoor—are king-size in Canada.

Nearly everyone is a sportsman in British Columbia, which is made for skiing, swimming, fishing, boating, hunting, picnicking, camping, golfing, hiking, skin diving, tennis and hockey.

The bulk of the exports is in fishing, forestry, mineral and metal products.

In Grand Forks it's
PINEGROVE MOTEL
• 14 Full Modern Units
• Four Star Rating
Phone 266
Grand Forks, B. C.

The Interior's Finest . .
CROWN POINT HOTEL
Trail, B. C.
Air Conditioned Rooms
Room Service
Fully Licensed
Grille and Restaurant
For Your Eating Pleasure.
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YORK HOTEL
Cranbrook's Most Modern Family Hotel
Newly Opened
DINING ROOM
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FULLY LICENSED
Noted for the finest Foods In the Kooteneys
A day's drive from the Fair
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THE NELSON HOTEL
Complete Dining and Banquet Facilities
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Family accommodation at its best
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In Cranbrook it's . . .
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At the foot of the Rockies.
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Phone JU 6-3331
Cranbrook, B.C.

Catch Your Breath
up in the high Mountains
Mount Robson Ranch is a guiding and outfitting ranch, with the south face of the highest of the Canadian Rockies in the front yard. The ranch also operates Berg Lake Chalet, out of this world on the north face, accessible only by horse or foot. Reservations are advisable. Write for folder to
Mount Robson Ranch
Via Red Pass, B. C., Canada
NORTH FACE from above Berg Lake

FULLY LICENSED
The Hume
NELSON'S LEADING HOTEL
PHONE 787 NELSON, B. C.

LAKELSE HOT SPRINGS RESORT
28 4-Star Units
DINING ROOM
SWEET WATER
No Sulphur Content
Recreational Activities
SWIMMING
Outdoor pool 100x50 for swimming and diving with temperature 80 degrees. Covered pool 70x18 for arthritics and rheumatics with temperature 100 degrees.
PRIVATE ROMAN BATHS
Ten modern suites with mineral baths in each one. Fully equipped, housekeeping units can accomodate 4 people. Open all year. Coffee shop at the pool.
CAMPING
24 tent cabins equipped with beds, stoves, pots and pans, and will accommodate 4 people in each. Rate $5.00 a day. Camping areas are close to the pools. Fresh water and washroom facilities for trailers and tents.
RECREATIONAL ACTIVITIES
Excellent steelhead and cohoe fishing in nearby Kitimat River and in the famous Copper and Skeena rivers.
Boating on nearby Lakelse Lake, hikes through the mountain wilderness and excellent hunting for mountain goat, bear and moose.
This family holiday spot can be reached via direct flight by C.P.A., the C.N.R., or by car along Highway 16, some 380 miles west of Prince George.
For those suffering from arthritis, varicose veins and rheumatism the pools have proved very beneficial.
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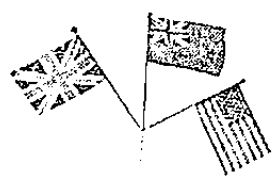
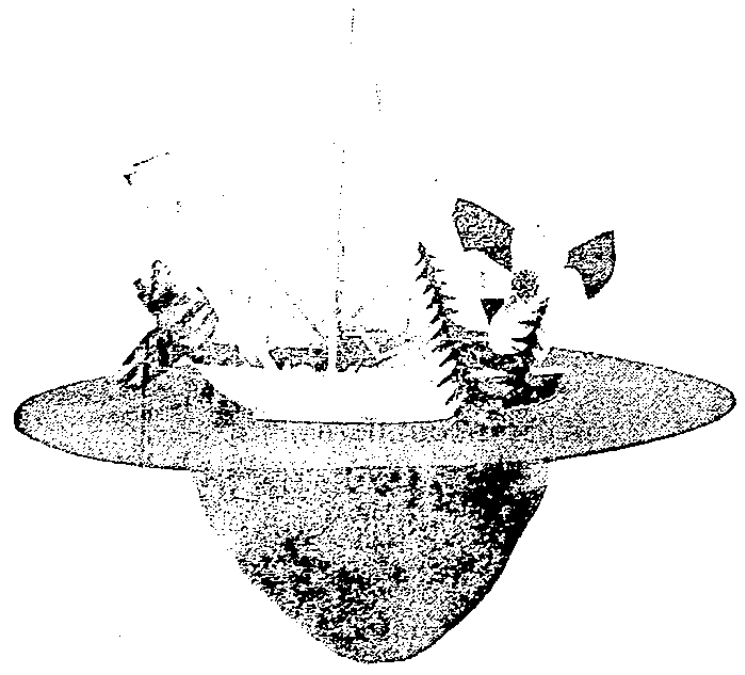
Located on the Kitimat-Terrace Highway, 15 miles south of Terrace.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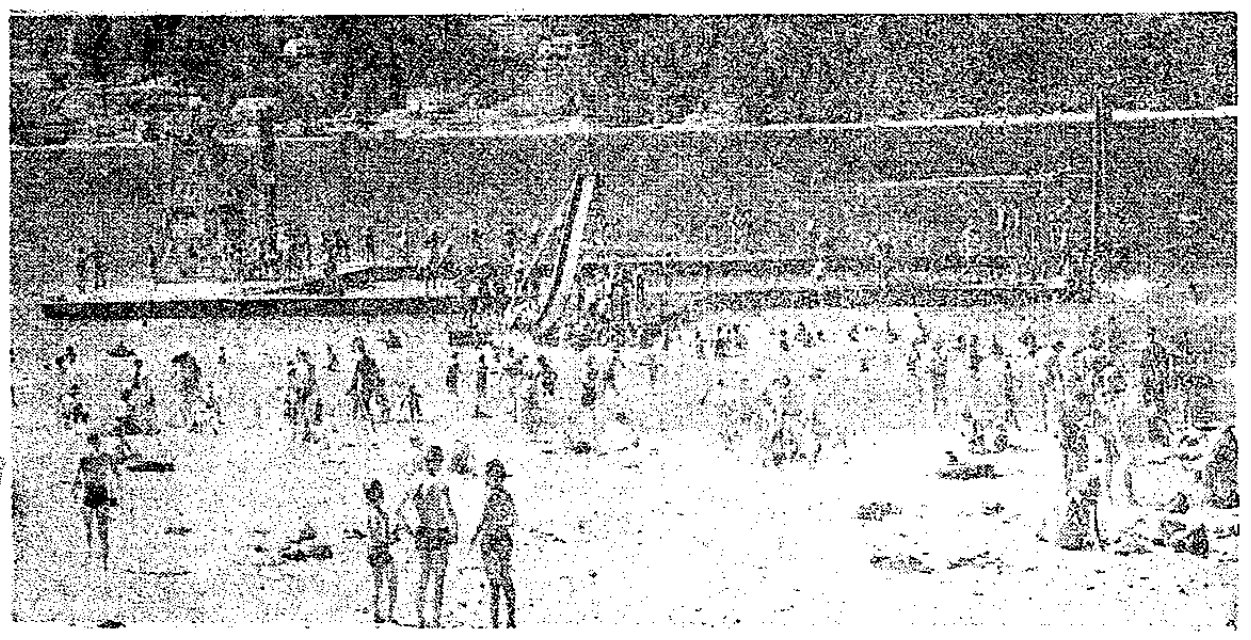
Visit The Glorious
KOOTENAY-BOUNDARY COUNTRY



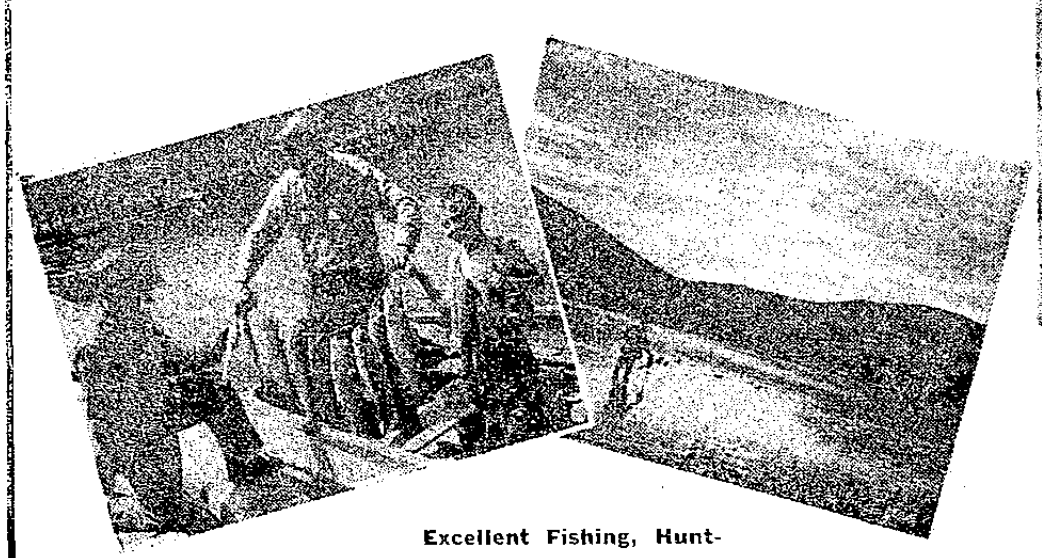
BRITISH COLUMBIA'S
TREASURE HOUSE OF NATURAL RESOURCES and SCENIC BEAUTY

In the south-eastern corner of B. C. —west of the Rockies, east of the Okanagan, and joined on the north by Trans-Canada Highway No. 1— is a veritable empire of mineral, forest and agricultural wealth set amidst some of nature's greatest riches of scenic beauty, placid lakes, tumbling torrents, plains and mountains, fish and game.

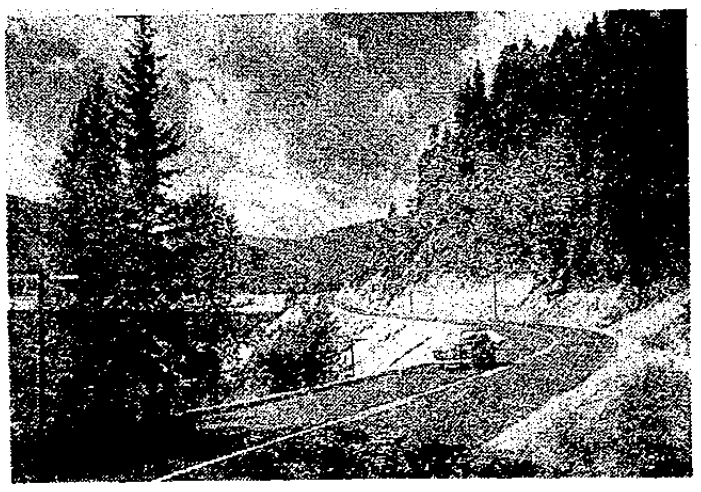
This huge playground and industrial area is known as the Kootenay-Boundary country, a fabulously rich area that is developing more quickly now than at any time in its short history . . . an area that offers opportunity for those who would live here and pleasure and entertainment anr relaxation for those who would just visit for awhile.



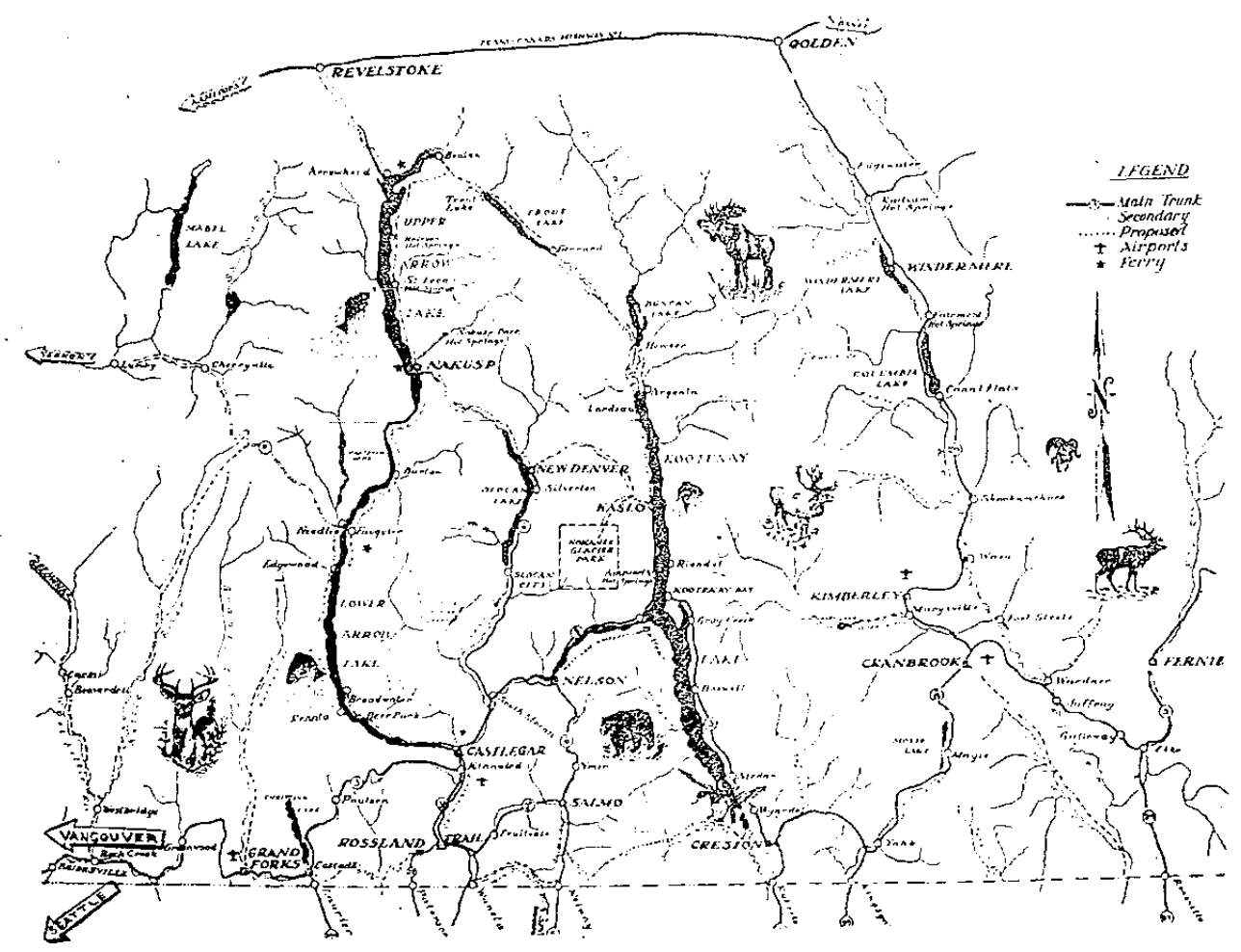
Scores of beautiful lakes with mountain backdrops greet visitors to the Kootenays. Thousands find relaxation on sandy beaches as pictured above.



Excellent Fishing, Hunting, Boating and Swimming can be had in all parts of this Inland Empire.



Good roads make the Kootenay-Boundary accessible in one day from most Pacific Northwest points. Many excellent Winter Sports areas for Skiers are accessible in winter over these good highways.



Travel to the Kootenay-Boundary Country Over the Historical Transprovincial Highway No. 3

It was about 1857, Captain John Palliser was dispatched by the British on an expedition to the Western areas between the Great Lakes and the mountains in the West. His expedition moved over the prairies to the foothills of the Rockies and probed the stately, towering mountains. His conclusions were that there was no easy pass through the mountains to the Pacific in the South, although he did discover Crowsnest Pass in the Rockies.

Now, over 100 years later, there is a broad, smooth strip of pavement which stretches across the plains on much the same route as did Palliser's expedition, and into and through the mountains. Trans-Canada Highway, Southern Route, labelled Highway No. 3 in the Western provinces, winds through the mountains from Crowsnest to the Pacific over many miles of a route first travelled by another famed Canadian—Edgar Dewdney. He blazed a route over which commerce could serve the trading posts, and it has since been referred to as the Dewdney Trail. So Highway 3 has an historical heritage.

Along its route there are many historical sites and landmarks, such as Fort Macleod, Fort Steele, the gold rush areas of South B. C. and the Frank Slide, and many more. Through this country, too, came Thompson, explorer, trader and mapmaker. Historical sites are well marked and add to the pleasure of holiday travel on No. 3 Highway.

The ASSOCIATED CHAMBERS of COMMERCE of S. E. BRITISH COLUMBIA

For Information Write To The Chambers Of Commerce Of Any Of The Following Communities

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Cranbrook, B. C.	Grand Forks, B.C.	Lardeau, B. C.	Rossland, B. C.	Trail, B. C.
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Visitors Will Enjoy Beauty Found in B. C.

To the vacationist, British Columbia offers practically everything.

It has warm sunny beaches, resorts, sheltered-seaway cruises, salt and freshwater fishing, good roads, mountain scenery, dude ranches, lake fishing camps, hunting, fine golf courses, theaters, fine shops and good food.

British Columbia's summer climate ranges from cool summers along the west coast to warm, sunny weather in the interior.

Winter on the coast is mild and inclined to be damp, while the interior often is clear, dry and cold.

British Columbia is the most westerly and the third largest of the Canadian provinces.

IT IS BOUNDED ON the west by the Pacific, on the south by the United States, on the east by the Rocky Mountains and on the northwest and north by Alaska, the Yukon and Northwest Territories.

Vancouver, to the south on the mainland, is the largest city. Its estimated metropolitan population is 760,000. It also is the third largest city in Canada.

Vancouver is a cosmopolitan city, right on the world trade routes. Trans-Pacific liners call regularly at its port. A large international airport is busy around the clock.

A fine—and rapidly growing—network of excellent highways links Vancouver with the United States to the south, the interior of British Columbia and the provinces to the east.

North from British Columbia runs the famous Alcan Highway to Fairbanks, Alaska.

WEST FROM VANCOUVER an increasing fleet of fast, modern ferries link Victoria, the provincial capital, on Vancouver Island, to the mainland. The ferries are operated by the government.

Victoria, like Vancouver, is a tourist's delight.

It has an old-English charm in its people, gardens, shops and teahouses. In fact, many English are living out their years in retirement there in a climate quite similar to that of London.

Victoria's inner harbor is rimmed by the immense stone Parliament buildings and the stately Empress Hotel, all landmarks.

Greater Victoria boasts an estimated 142,000 population.

Both Vancouver and Victoria are notable convention cities and have more than adequate tourist facilities.

Other cities of British Columbia, outside of the Vancouver and Victoria areas, are smaller but bustling.

AFTER ALL, MUCH OF British Columbia is as new as the American West, is settled more sparsely and is in more of a wilderness state.

Its population is approximately 1,618,000 for an area of 366,255 square miles.

It has experienced its share of the "boom and bust" gold strikes, but now its economy has a varied and sound base.

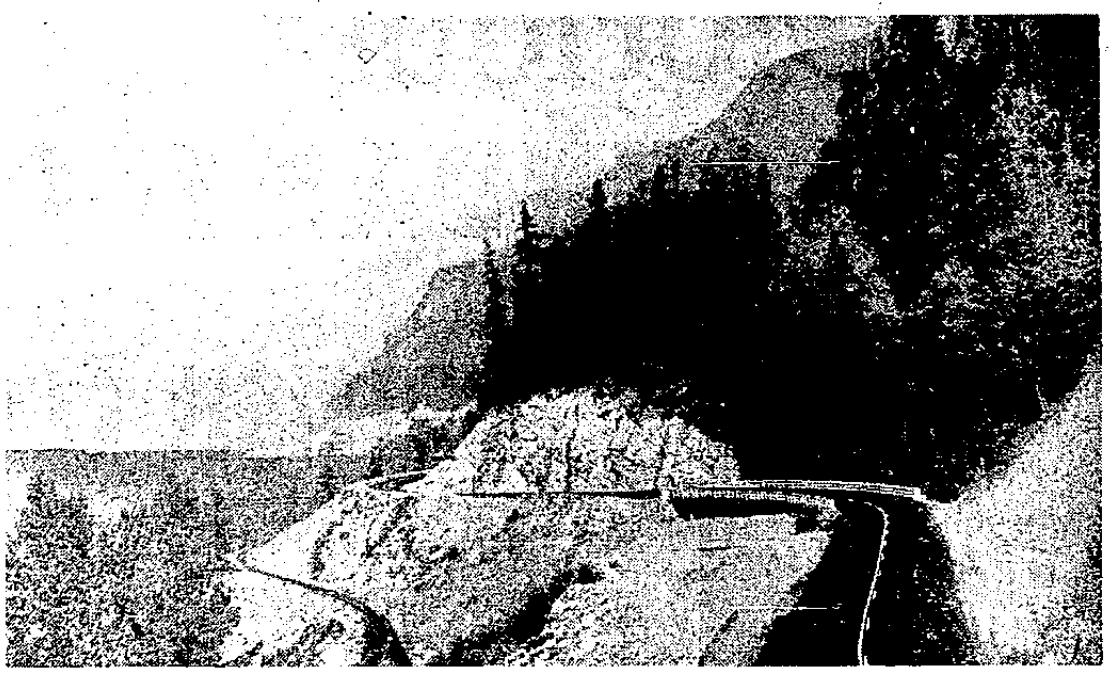
This includes lumbering, pulpmaking, mining, shipping, fruit and grain-growing, oil- and gas-drilling, fishing, hydroelectric power and tourism.

electric power andtourism.

Canadians work hard—and play hard. They indulge in rigorous outdoor sports—skiing, hiking, hunting. They have the country for it. Visitors are welcome. There is room for all.

CARVED IN ROCK:

Howe Sound Road Has View



NEW HIGHWAY WINDS AROUND BLUFFS ABOVE HOWE SOUND



TOURISTS LOOK THROUGH LOG ARCH IN VANCOUVER'S STANLEY PARK

Mountains Soar In British Columbia

The most important British Columbia mountain ranges are the Rockies, Selkirks, Cascades and Coast.

Mount Fairweather, the province's highest peak, towers to 15,287 feet.

More colorful—but less well known—are the Skeena Mountains, the Kechika and Hogem Ranges, the Finlay Range, the Monashee and Omineca Mountains, the Hazelton Mountains and the Nass and Buckley Ranges.

The Rainbow Mountains in Tweedsmuir Park in Northern British Columbia are named for piles of lava shingles that soar 2,000 to 3,000 feet above the valley floor. They are yellow, red and orange.

A new 700-mile railway is being constructed to link the Lower British Columbia mainland and the Alaska border. It also will offer an unexcelled tourist lure to scenery as yet viewed only by few hardy explorers.

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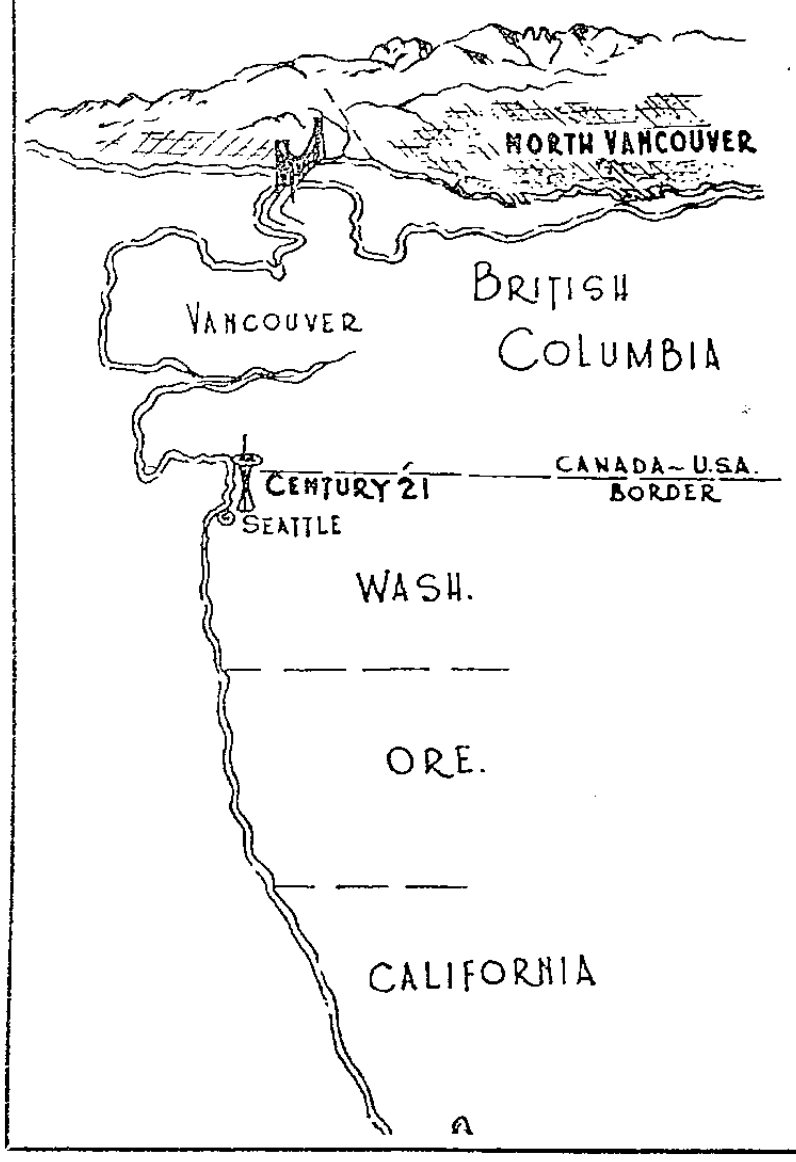
An invitation ~ after Century 21, enjoy a visit to
The District of North Vancouver





SKIING HIKING SCENIC DRIVES 2 CHAIRLIFTS LAKES HORSEBACK RIDING SKEETS
SAILING INDIAN POTLATCHES
CANOE RACES FISHING
SWIMMING
WORLD FAMOUS SUSPENSION BRIDGES

Many Roads Being Added Or Improved

The province continually is building new highways into previously inaccessible areas or replacing old, tortuous roads with modern, easy-driving routes.

An example of this is the 28-mile road along Howe Sound north of Vancouver between Horseshoe Bay and Squamish. This scenic route, completed in 1959, was built mostly along a solid-rock bluff.

ANOTHER is the new 40-mile by-pass from Cascade to Kinnaird. It will open in the summer, replacing a graveled mountain route between Cascade and Rossland that was shunned by motorists who preferred to use Washington highways in Ferry and Stevens Counties just south of there.

A new highway extends some 50 miles south from Terrace — 96 miles east of Prince Rupert — to Kitimat, the residential area for a giant aluminum plant. There had been no road previously.

Highway 16 between Prince Rupert and Prince George is being rebuilt.

AN EVEN GREATER project is the reconstruction of Highway 97, which includes the Cariboo Highway.

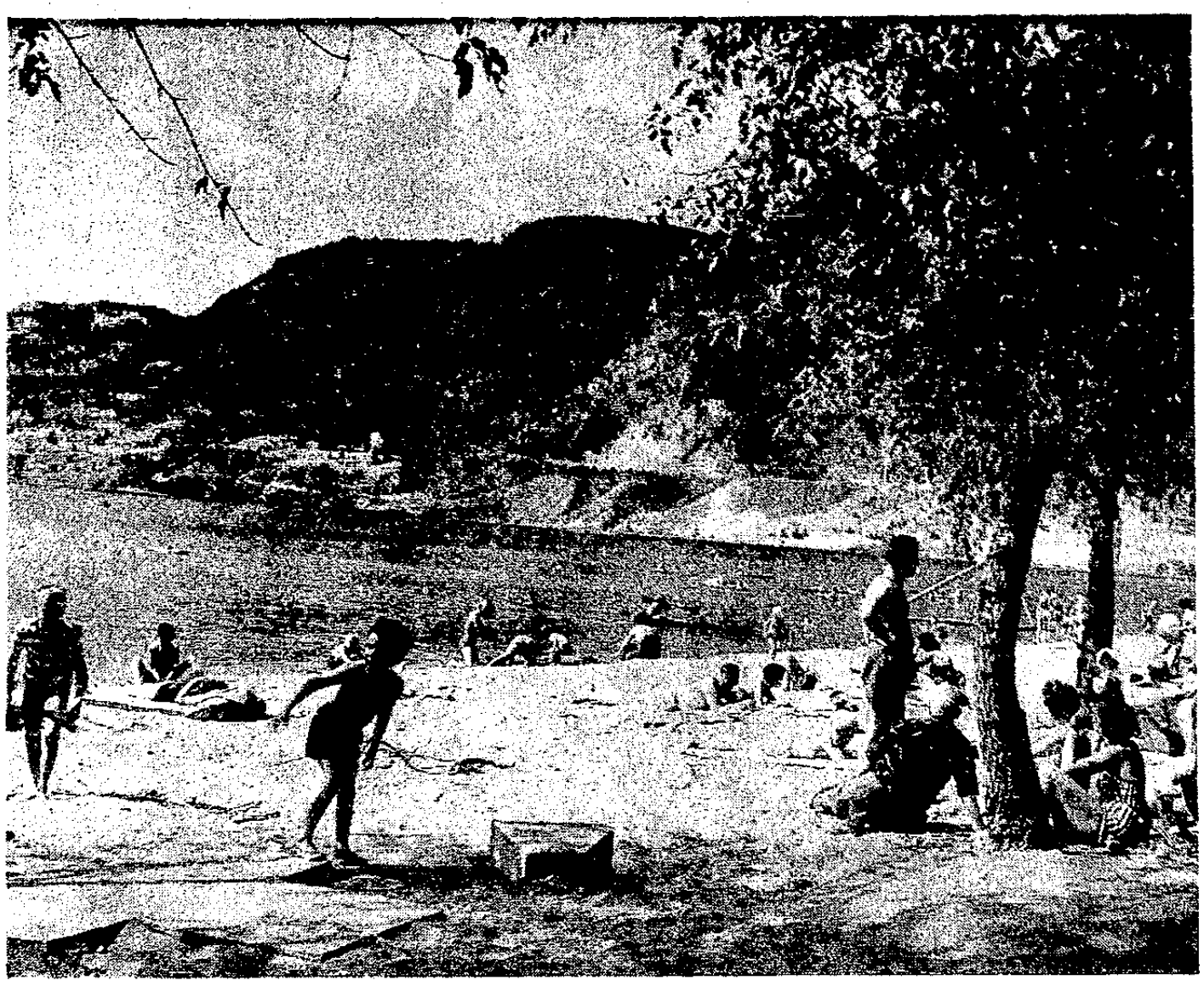
This route extends from the border at Oroville, Okanogan County, north through British Columbia's Okanagan Valley, Kamloops, Cache Creek, Williams Lake and Quesnel to Prince George.

Then the route goes northeast to Dawson Creek. The entire route is 750 miles.

The 250-mile section between Prince George and Dawson Creek, a graveled road up to about eight years ago, now is 60 per cent paved.

VARIETY OFFERED:

Lake Okanagan Attracts Sun-Lovers



SUN-SEEKERS FIND ENJOYMENT AT PENTICTON BEACH, LAKE OKANAGAN



WENATCHEE'S PRIZE FLOAT IN KELOWNA REGATTA PARADE



COUPLES WHIRL AT OKANAGAN SQUARE DANCE



COUPLES BENEATH BLOSSOMING PEACH TREE AT OKANAGAN CAMPSITE

4 Rail Lines Serve British Columbia

Two transcontinental railways, an American rail line and the province's own Pacific Great Eastern Railway take passengers to and distribute them through British Columbia.

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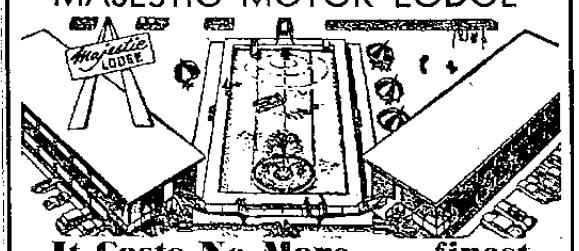
MAJESTIC MOTOR LODGE



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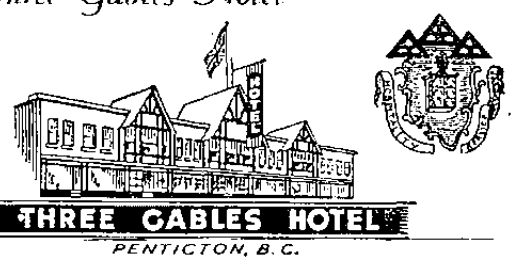

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COUPLES BENEATH BLOSSOMING PEACH TREE AT OKANAGAN CAMPSITE

Origins Of B. C. Shown In Names

British Columbia's rugged pioneer origins are revealed to some extent in the names given to places, particularly in the Cariboo, the interior country that extends far into the north.

There are Horsefly, Dog Creek, Woodpecker, Hope, Boston Bar, Hell's Gate, Cache Creek, Chasm, Whiskers, Gang Ranch, and Hydraulic.

There are many transplanted names from England, and more than just a sprinkling of Indian names.

Explorers left their stamp on a few more.

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In the Heart of Kelowna
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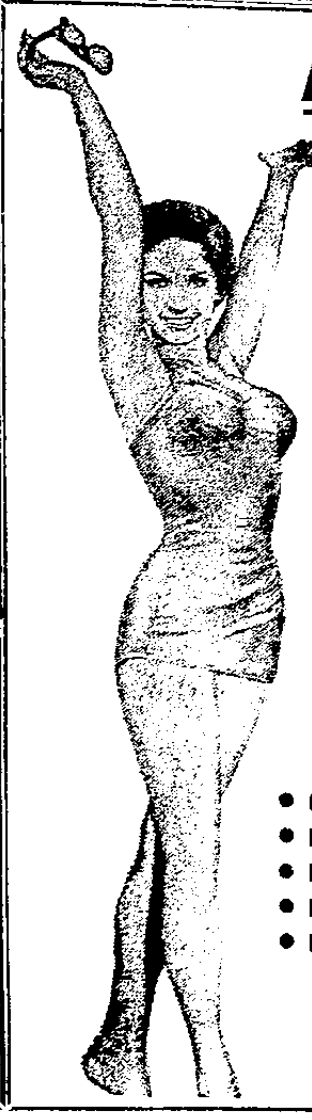

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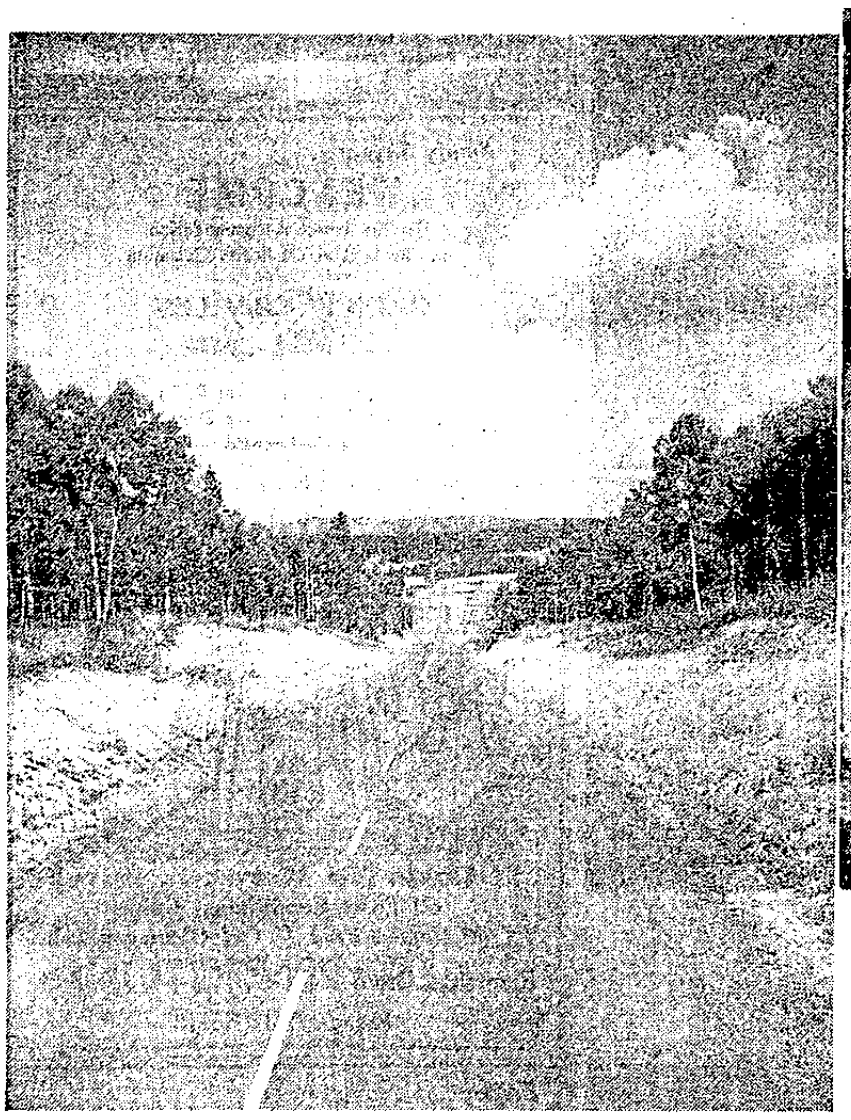
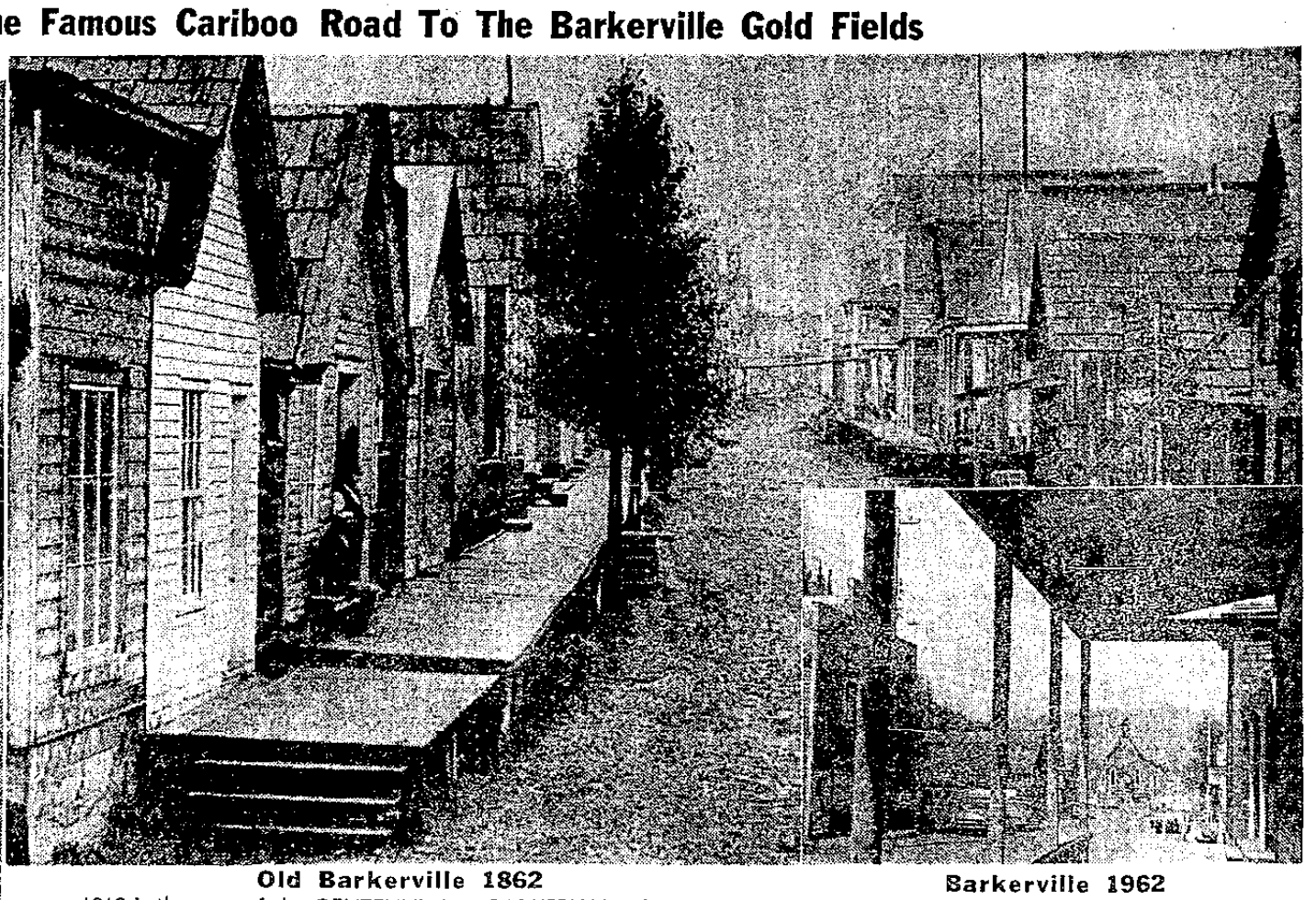
DISCOVER BRITISH COLUMBIA'S FABULOUS

CARIBOO COUNTRY

Follow Highway 97 The Famous Cariboo Road To The Barkerville Gold Fields



The Cariboo Highway enters the rolling woodland area of the Colorful Cariboo as it brings you into century-old 100-Mile House, one of the original stage coach stopping areas. The famous 100-Mile Lodge still stands to serve today's travelers. Today 100-Mile House is a bustling community in the center of one of the province's finest logging areas and within easy reach of popular fishing and camping spots.



Old Barkerville 1862

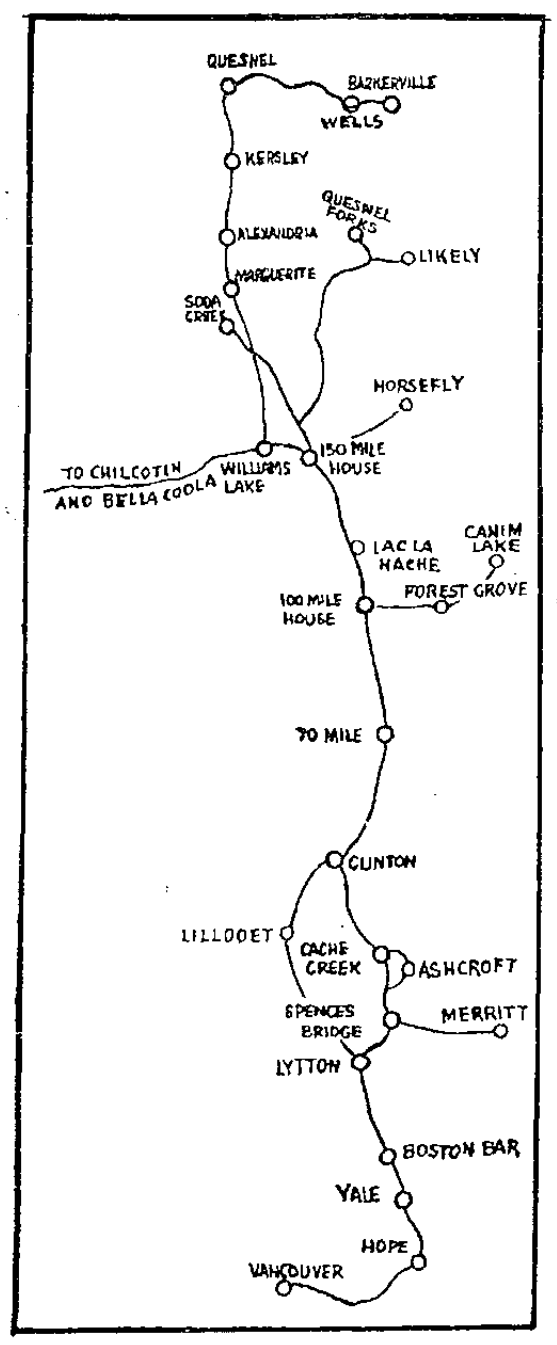
1962 is the year of the CENTENNIAL at BARKERVILLE, for it was one hundred years ago that Gold was first discovered in the area. Within a short time Barkerville was the largest city north of San Francisco and west of Chicago, boasting a population of over ten thousand. When Gastown (now Vancouver) came into being it was stated it would never amount to anything—it was too far from Barkerville.

As you travel through the Cariboo you'll pass such historic stage stopping places as Clinton, 100-mile House, 70-mile House, 150-mile House, Soda Creek, Alexandria, Quesnel, Stanley and on to Barkerville. Between Quesnel and Barkerville you'll see remanants of placer mining, mine shafts and what remains of such towns as Wingdam, Stanley, Cottonwood. Still told are the fabulous stories about Billy Barker, who dug a shaft to the unheard of depth of 50 feet and mined $600,000 in gold, and the famous Williams Creek Strike, still classed as the richest strike in the world. Cariboo Cameron is another miner who had Camerontown named after him.

Barkerville 1962

To celebrate the Centennial the Provincial Government has declared Barkerville a Provincial Parksite and has carried on considerable restoration work. You can look into the Assay Office and see the famed Judge Begbie standing there or glance into the Bowron family parlor and see the Bowron girls serving tea; browse around a complete century old general store; or glance into the windows of a 'sporting house' as they called them.

From June 21st to Labor Day Week-end in September the old Royal Theatre will feature two shows daily, with dancing girls to take you back to Barkerville in its heyday.





You've entered the 'Colorful Cariboo' and have driven 89 miles from Ashcroft through the sagebrush hills reminiscent of stage coaches, Indians and Cowboys and have entered the beautiful wooded areas at 100-Mile House. Take your pick—carry on to Canim Lake or Lac La Hache and camping by the lakeside, fishing at your leisure; or on to Williams Lake and the July 1st Stampede celebrations; or on to Quesnel and more fishing and then another 55 miles to Barkerville, taking you back to life as it was a century ago.



British Columbia Digest Photo

If you have a boat and a fishing rod, you'll have no trouble enjoying your holiday in the Cariboo. This photo above could be any one of hundreds of lakes from Ashcroft to the Bowron Chain near Barkerville. Trout, steelhead and Char abound in the area and in 1961 a World Champion Trout was taken from Quesnel Lakes.



Motels and Resorts are plentiful throughout the Cariboo, for it is one of the few areas in B. C. where fishing, boating, water-skiing and swimming are available within a few minutes drive of the more populated areas. Government Campsites are available for those who like them, but many now prefer to choose their own spot on the quiet shores of a beautiful lake.

For Information Write The

Cariboo Tourist Association
Box 445—100 Mile House, B. C.



The Following Chambers of Commerce Welcome You To the Cariboo Country

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HORSEFLY **QUESNEL** **ASHCROFT** **100 MILE HOUSE** **LAC LA HACHE**
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Rip-Roaring Gold Camp in B.C. to Be Restored

The story of Barkerville is the story of the Cariboo country of Central British Columbia.

Barkerville boomed to a rip-snorting 10,000 population quickly after Billy Barker, for whom the town was named, discovered gold on Williams Creek in 1862 in the big Cariboo gold-rush.

The roaring placer camp once was termed the wildest place west of Chicago.

TODAY, as Barkerville awaits its centennial celebration, it is a quiet, almost deserted village which the British Columbia government is retsoring to a semblance of its former glory.

Barkerville is 56 miles east of Quesnel and 480 miles northeast of Vancouver.

An excellent, scenic highway, which in some places, follows the historic Cariboo Wagon Road, makes traveling to the gold-rush towns simple. Many growing communities dot this highway.

The Barkerville centennial will be observed this summer with events in many Cariboo communities.

IN THE BEST Western gold-rush traditions, Barkerville had its tough judge, Matthew Baillie Begbie, who dispensed justice with a stern hand; its "Hangman's Tree" for law-defiers; its cemetery, since restored; dance-hall girls; bars on every corner; on opera house, and a Chinese Masonic Hall.

The Hudson's Bay Co. store was well stocked. The Hotel de France cost $10,000 to build.

The visitor still may see in a restored condition the Anglican Church, Wake Up Jake's Saloon, the Kelly Hotel, Theatre Royal, Trapper Dan's Cabin, a resthouse for Chinese miners (who ran a large gaming house on the side), the general store, Barker's mine shaft and other places of interest.

THE CARIBOO country boomed as the miners poured in, many from California.

Supplies had to be transported to the new mining camps around Barkerville. The famous wagon road was built through virgin country.

Development of this part of British Columbia might have lagged many years had it not been for Billy Barker's gold discovery.

When Barker died in poverty in 1894, the city that bore his name was almost a ghost town.

The gold fields had petered out earlier. Many of the miners had departed.

The Alaska gold rush a few years later lured the remainder of them.

The Barkerville episode, however, was just the beginning of the development of the Cariboo. Cattle ranches, dude ranches, fishing resorts now flourish. Logging is a major industry.

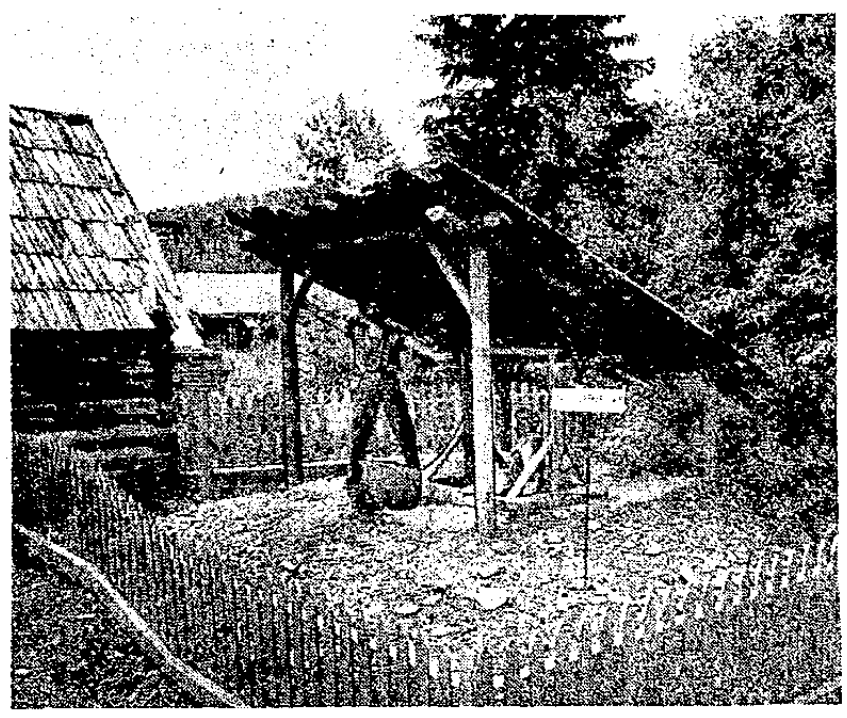
The Pacific Eastern Railway was pushed through to Prince George in 1952 and on to Dawson Creek and Fort St. John in the Peace River country in 1958.

QUESNEL, with 5,000 people, is the largest city of the Cariboo.

Williams Lake, with 2,500, is about the center of the Cariboo country. It sponsors a stampede and rodeo beginning in late June.

Tourists delight at some of the other names, 70-Mile House, 100-Mile House and 150-Mile House.

Relics of the old days may still be found along the Cariboo trail. Although old now, they were built long after Alexander MacKenzie, discovered the junction of the Fraser and Quesnel Rivers in 1793 to open that region.



WAX FIGURE OF BARKER STANDS AT HIS RECONSTRUCTED CLAIM

Production In B. C. Is Varied

British Columbia is the leading producer in Canada of lumber, canned salmon, apples, hops, vegetable seeds, lead, zinc, silver and chemical fertilizers.

It is the only province in Canada that produces apricots, loganberries and holly.

B. C. Minerals Exported

Almost all of the minerals and metals produced in British Columbia is sold outside the province. Consequently, the industry is dependent on world prices. This is reflected by considerable fluctuation both in value and quantity of production from year to year.

Cariboo to Hold Traditional Ball

The Cariboo, still a part of the Old West, May 11 will observe an event that has been of social-register standing since 1868, when gold still was king and big spenders free and easy.

It is the 94th Clinton Ball, for many years "by invitation only" and a full-dress occasion but now open to all. Often more than 1,000 persons attend it at the Clinton Town Hall.



WILLIAMS LAKE RODEO RIDER

B. C. Agriculture Is Diversified

British Columbia's leading crops, by value, are vegetables, tree fruits, small fruits and grains.

The leading livestock products, by value, are dairy products, poultry products and beef.

Irrigation Used

Irrigation is used for the production of vegetables, hay, grain and fruit in many parts of British Columbia where the rainfall is light.

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MERRITT, B. C.

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UNSURPASSED FISHING AND HUNTING
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330 Miles from SEATTLE
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HIGHLAND GLEN COURT
"A Restful Place in the Colorful Cariboo"
B. C. Government ★★★★ Star Rating
Eight Housekeeping units with electric ranges, refrigerators, Shower Baths, separate bedroom and living room, accommodating up to six persons. Also nine Sleeping Units with twin or double beds, Shower Baths, wall-to-wall carpets. Room Phones, Radios, Electric Heating throughout. Complimentary Coffee.
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Fishing—Hunting—Swimming—Boating.
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100 MILE LODGE
noted for excellent Meals and comfortable Rooms
Home baked Bread and Pastries
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See the real Concord State Coach and visit the Log Chapel, the oldest building in the area.
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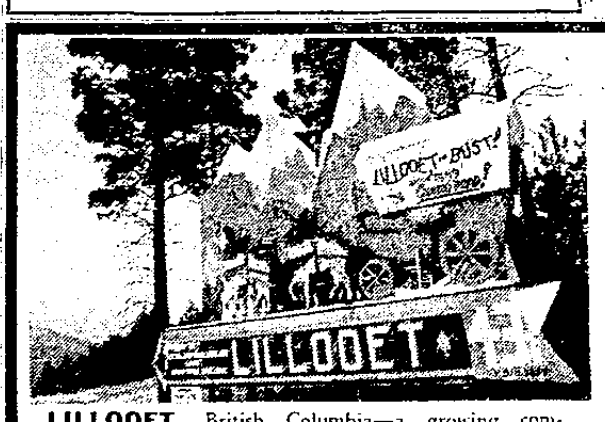
For more about Our Friendly Hospitality Write to Board of Trade, Hope, B. C.



This SIGN is on Highway No. 1 just 43 miles south of LILLOOET. Watch for it as you travel north from HOPE and BOSTON BAR.

"If You Are Beyond HOPE . . . COME TO LILLOOET"

LILLOOET, British Columbia—a growing community of 1600—has most of the social and cultural amenities for modern-day living with modern schools, hospital and churches. Join us during your holidays and see for yourself the potential of this budding playground area. This has been the land of opportunity since 1858 when GOLD was sought on the banks of the Fraser and all its tributaries in this part of British Columbia.

LILLOOET is the gateway to the Bridge River Valley—location of Bralorne Pioneer Gold Mines and the largest power development in B. C. Here you may see vast storage dams and generating plants that make the power for metropolitan Vancouver. Here you may see gold being extracted from the depths of one of the greatest mines producing gold in the British Empire.

LILLOOET is unique in the production of Frazer River JADE. This beautiful stone was discovered here by the early Chinese gold diggers. Today "Rockhounds" from all over the world are thrilled to find many types of rock for their collections along the Fraser and its tributaries. All of these streams are easy of access by road once you have made LILLOOET your camping spot.

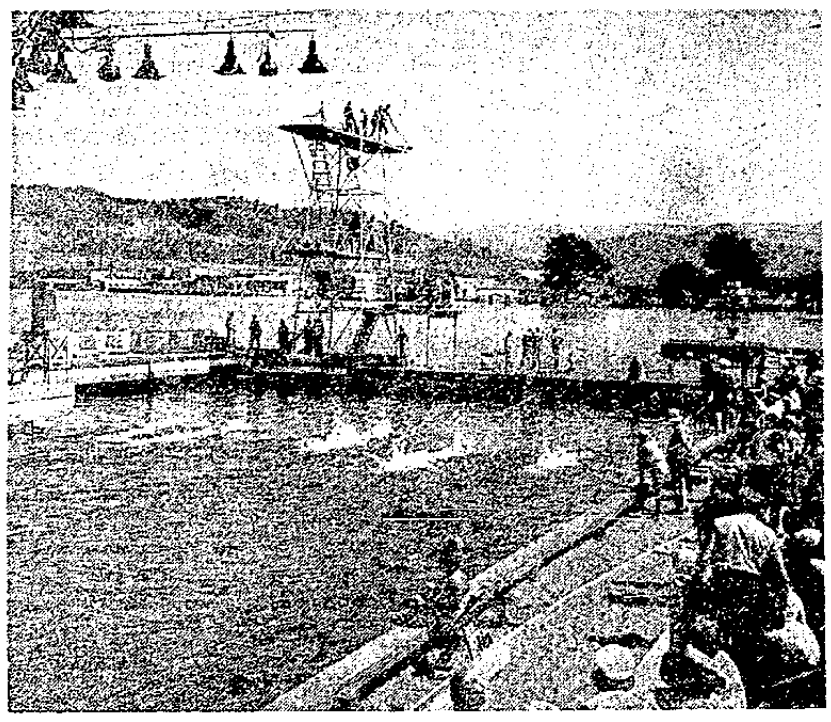
LILLOOET is Mile "0" on the first Cariboo Road into the fabulous Gold Fields of the Cariboo Country. All of this dry-belt area presents a challenge to the ardent outdoors people of America who wish to see big game in their natural habitat or who like to fish a quiet lake or stream where fish abound.

SUNSHINE and **SAGE** in the valleys, Fish and game in the hills, Lakes for boating and fishing, JADE and minerals for the rockhound . . . all of these are yours in abundance here . . . just 43 miles from Lytton on a hard-surfaced road.

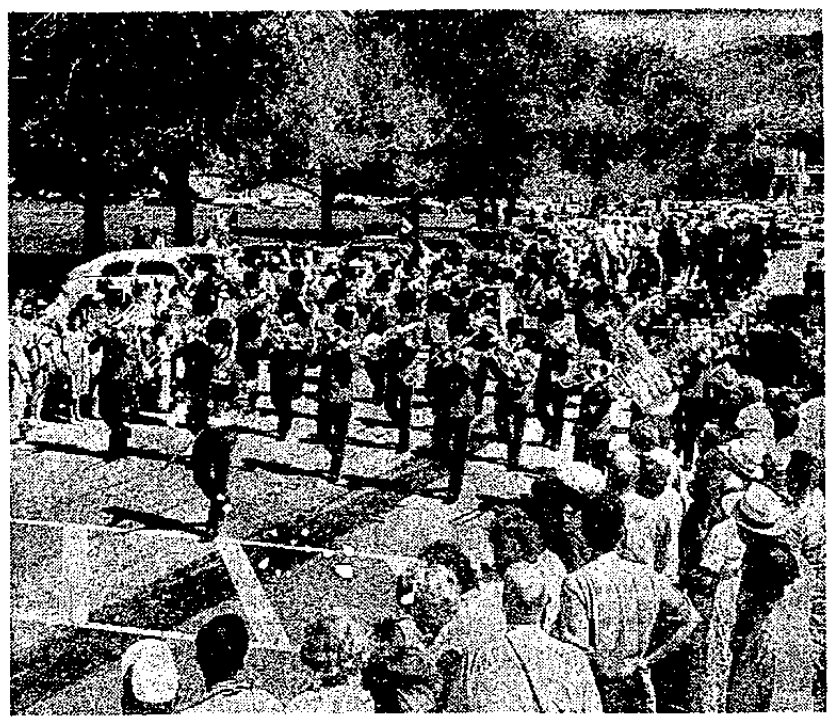
For more information about our friendly hospitality write to Board of Trade, Lillooet, B. C.

BEAUTIFUL OKANAGAN:

Lakes and Orchards Draw Thousands



SWIMMING RACE AT KELOWNA INTERNATIONAL REGATTA



BAND STEPS OUT LIVELY AT PENTICTON PEACH FESTIVAL



ACROBATIC SKIERS IN LAKE OKANAGAN

The Okanagan Valley — a continuation north of the Okanogan country in Washington but spelled differently—is the principal fruit-growing section.

The valley extends more than 100 miles north from Osoyoos, the town at the United States border.

ITS RICH soil, stimulated by irrigation, nourishes scores of orchards that are a tourist attraction from the time they bloom in the spring until the fruit is gathered in the fall.

The three main cities are Penticton, Kelowna and Vernon, each on or near a lake.

The lakes, spread along the valley, are home waters to a large boating fraternity that make the annual Kelowna International Regatta August 8 through 11 on long Okanogan Lake one of the major aquatic events of the season.

Traveling north on Highway 97 from the border tourists find ample motel and hotel accommodations.

The cowboy - and - Indian scenery of tumbleweed and sagebrush gives way to green orchards.

PENTICTON'S 12,500 residents will play host to visitors at its annual Peach Festival August 1 through 4. Parades and a rodeo are usual features.

Kelowna's population is only a little less than Penticton's. Its regatta, usually held in August, attracts tourists until the city threatens to burst at the seams.

The Kelowna tourist bureau has done nothing to destroy a legend that a fresh-water serpent—Ogopogo—dwells in the lake.

VERNON, toward the north end of the valley, boasts 9,500 residents. It has 3,600 acres of orchards on its perimeters. It is near Okanagan, Woods and Swan Lakes.

One of the major attractions in the district is Silver Star Provincial Park a short distance northeast of the city. From its top, 6,200 feet high, is one of the finest views of the entire valley.

Winter's snows make it one of the best skiing slopes in the province. Vernon's winter carnival in late February lures skiers from all over the province.

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Holiday in The Sun While You Learn

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British Columbia's
OKANAGAN VALLEY
Beckons You And Your Family . . .

Join Your Canadian Cousins!

Follow the Sun for Extra Fun!

the Okanagan offers you a panoramic playground all year round! Come now!...

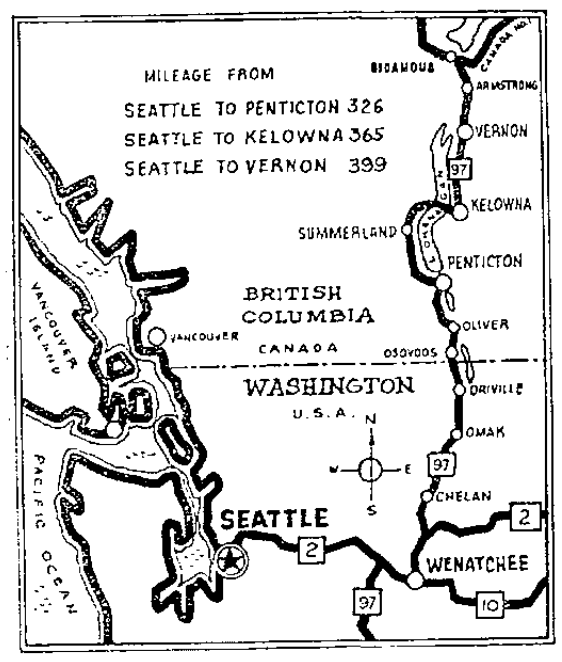
OVER 100 MILES OF SUN-DRENCHED VACATION LAND

LOCATED ALONG HISTORIC HWY. 97 . .

Sunshine Statistics
That Will Warm Your Heart! . . .

Hours of Sunshine During July and August

OKANAGAN VALLEY	598		
Los Angeles, Cal.	183	Nassau, Bahamas	503
Tahiti	453	Honolulu	571
Rio De Janeiro	413	Atlantic City, N. J.	575
Banff, Alberta	464	Bermuda	584



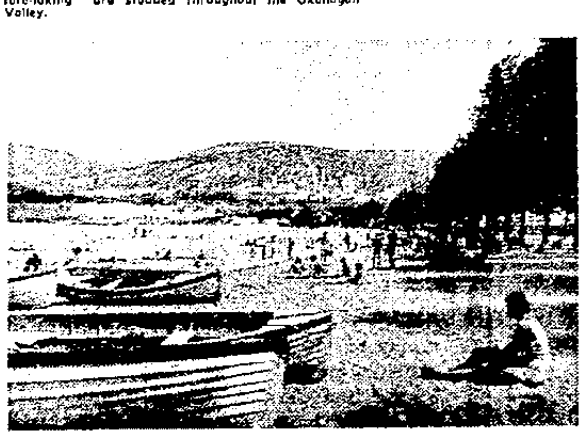


Wonderful vantage points for sightseeing and picture-taking are studded throughout the Okanagan Valley.

After you've seen the "Fair," it's only a pleasant day's drive to one of the most fascinating and enjoyable areas in the world—Canada's Okanagan Valley, in the heart of majestic British Columbia! Here are year-round vacation playgrounds that leave you breathless — but relaxed — with their splendour. There's simply nothing the Canadian Okanagan Valley doesn't offer: fishing, boating, swimming, water skiing, snow skiing, curling, skating, loafing, partying, picnicking . . . name it and the Okanagan has it—in abundance. Just look at the photos on this page and see what a lovely treat is in store for you and your family!

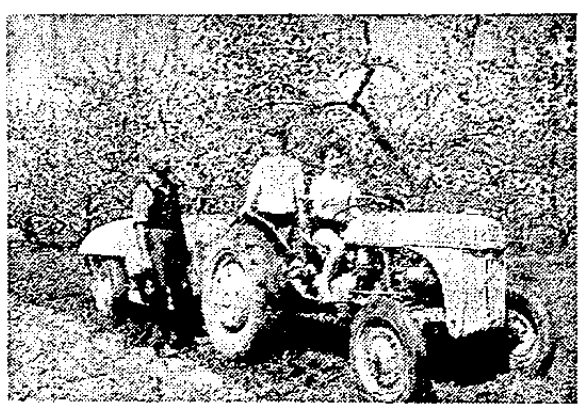


From December through to May the Okanagan is a skier's paradise. Trails are close to main highways.



Sun-drenched beaches abound in the Okanagan. Lakes are clear and clean and are back-dropped by beautiful mountains.

No matter what time of the year you plan your Okanagan trip, there's something for the whole family to enjoy! In lovely Penticton the gala Peach Festival blooms from August 1 to 4 . . . a delightful 4-day celebration featuring delicious steaks grilled on the Main Street. Drive on a few miles to Kelowna and enjoy Canada's Most Spectacular Water Show, the Kelowna International Regatta, four days and nights (August 8 to 11) of glittering, glamorous, star-studded entertainment, featuring world-champion swimmers, divers, skiers and Las Vegas-style evening grandstand shows! You'll want to return to Okanagan again to visit Vernon's exciting Winter Carnival (1963 dates: February 15 to 24) . . . an old-fashioned wintertime panorama of outdoor fun. We'll guarantee one thing: visit Canada's Okanagan Valley once, and you'll come again to the country where people visit and stay to live.



World-famous for its delicious fruit, the Okanagan's orchards become a popular stopping place for visitors during fruit season.

To the Secretary:
OKANAGAN VALLEY TOURIST ASSOCIATION
1470 Mill Street, KELOWNA, B. C.
Please send me additional information about facilities in the fabulous Okanagan Valley:

NAME .....

ADDRESS .....

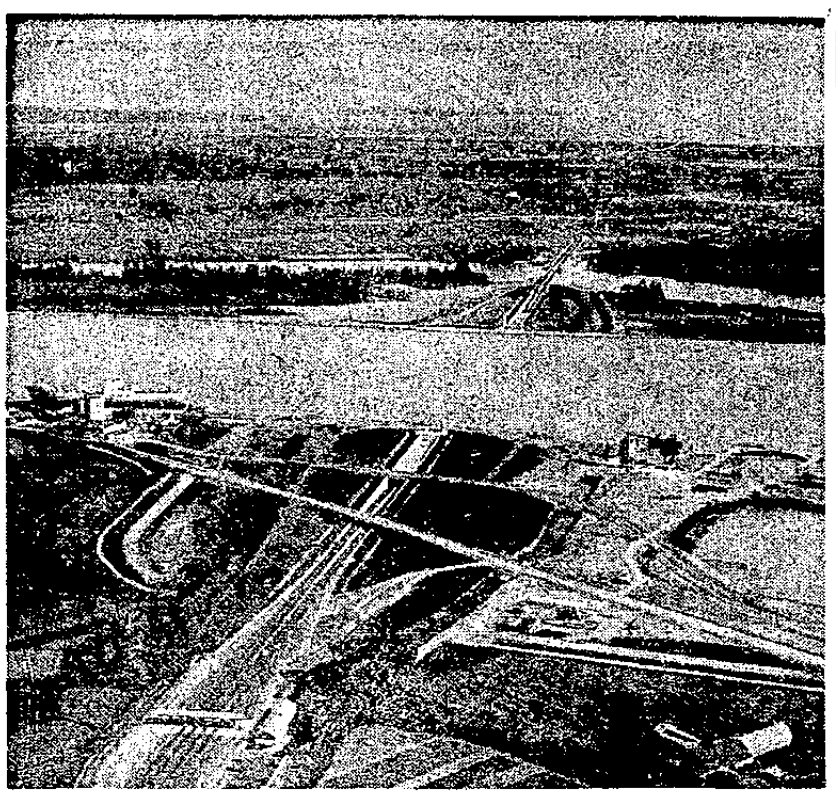
CITY ..... Resident ( ) Visitor ( )
If Visitor May We Have Your Home Address? Thanks!

.....

OKANAGAN (CANADA) VALLEY TOURIST ASSOCIATION

Penticton	Kelowna	Vernon
214 MAIN ST.	1470 MILL ST.	POLSON PARK
Penticton, B. C.	Kelowna, B. C.	Vernon, B. C.

B. C. Presses Highway Program



DEAS ISLAND TUNNEL BENEATH FRASER RIVER IN OPERATION
New highway beyond stream heads south toward Washington State

Deas Tunnel Is Part Of New Freeway

The Deas Island Tunnel beneath the Fraser River ten miles downstream from New Westminster is one part of a major new freeway extending south from the Vancouver area.

The highway continues south from the Fraser toward the United States border.

The tunnel is 2,100 feet long. It was constructed by the trench method.

Six tunnel units, each weighing 18,500 tons, were constructed in a drydock, then floated and sunk in the trench 60 feet below the river.

There is only one other tunnel like it. This is the tunnel beneath the Maas River at Rotterdam, The Netherlands.

The Fraser River tunnel was built for the British Columbia Toll Highways and Bridges Authority.

The tunnel system cost $23,000,000. It went into operation in 1959 with automatic traffic controls, except at peak hours, when traffic patrolmen are on duty.

The tunnel has carbon-monoxide detectors, a public-address system, telephones every 172 feet, hose lines at similar distances, a sprinkler system and sunscreen louvers at entrances and exits for graduated transition in light intensity.

Boom Seen For New Westminster

New Westminster is one of the major cities of the province that are looking forward to a boom in industry and population in the years to come.

New Westminster's economy is based on farm products, timber and fish. But diversification in industry already is making itself felt.

THE CITY now has more than 100 diversified manufacturing establishments with a gross annual production of about $100,000,000.

One of the most successful planned industrial developments in North America is the Annacis Island Estates, just south of New Westminster.

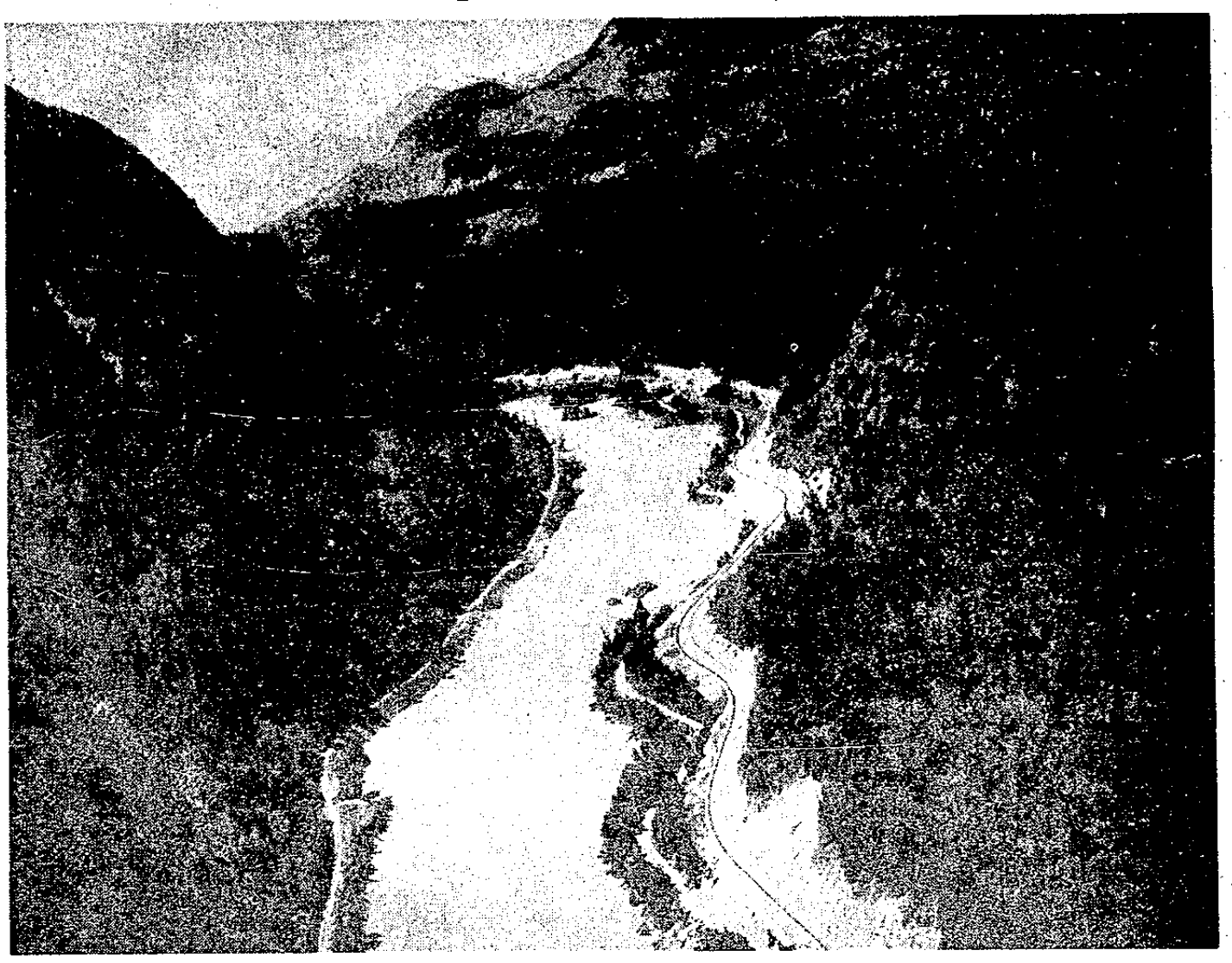
The area is planned especially for small industry. It was financed by British investment capital.

New Westminster also is expected to benefit from the opportunities created for new industrial land created by opening of the new Deas Island Tunnel, ten miles down the Fraser River from the city.

THE TUNNEL is part of a new north-south highway system.

New Westminster, crowned the Royal City by Queen Victoria, is the oldest incorporated city in the province.

Today it has a population of about 35,000.



SPECTACULAR TRANSCANADA HIGHWAY WINDS ALONG MOUNTAINSIDE ABOVE FRASER RIVER CANYON
Aerial view shows new route just above old, right, with railroad tracks on opposite side

The past ten years have seen more changes in British Columbia's highway and bridge system than there were in the previous century. More than $750,000,000 has been spent on the projects since 1952.

The 1962-63 provincial budget includes $90,000,000 more for highways and bridges.

British Columbia now has 4,850 miles of paved highways, a gain of 2,700 miles in the past ten years. Much of the pavement existing before 1952 also has been rebuilt and repaved.

THIS DOES NOT include some 5,000 miles of paving done inside cities and towns.

Highway building in British Columbia is a costly and spectacular operation. Deep gorges, wide rivers, shifting sand, solid rock, rushing torrents, boggy delta land and high mountains offer every engineering obstacle devised by nature.

Major structures built in the past decade under the Toll Highways and Bridges Authority are the Agassiz-Rosedale Bridge across the Fraser River 60 miles east of Vancouver, the Nelson Bridge across the west arm of Kootenay Lake; the Okanagan Lake Bridge at Kelowna, the Oak Street Bridge at Vancouver, the Deas Island Tunnel forming part of the new 25-mile freeway south from Vancouver to the United States border, and the Second Narrows Bridge over Burrard Inlet between Vancouver and North Vancouver.

In the 1952-62 period the Department of Highways has supervised the building of some 300 other bridges, most of them of steel and concrete.

BRITISH COLUMBIA has more than 3,000 bridges in its highway system.

All but some 20 to 30 miles of the 560-mile portion of the Transcanada Highway in British Columbia are completed. But a new 70-mile freeway from North Vancouver through Burnaby to Chilliwack will become part of the Transcanada Highway when it is finished.

This four-lane freeway will cross the Fraser River on a new $25,000,000 bridge at Port Mann.

BIG COUNTRY:

Distances Great Between B. C. Cities

When traveling in British Columbia, it is important to remember the vast distances in that province.

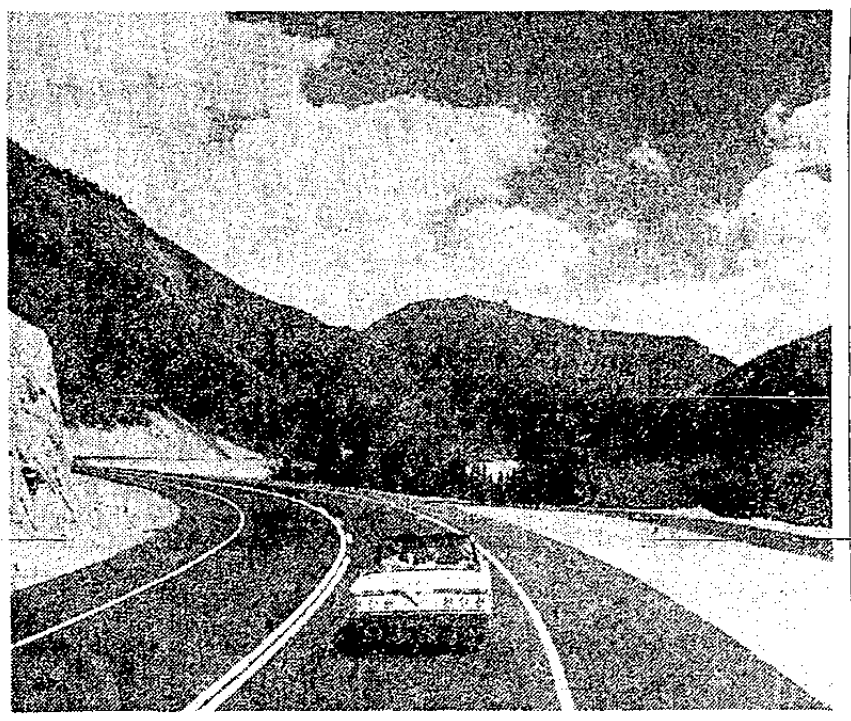
From Vancouver, the largest city, to Dawson Creek, where the Alcan Highway heads north toward Alaska, is 759 miles.

Some other distances from Vancouver are:

Prince Rupert—997 miles.
Prince George—508 miles.
Quesnel—424 miles.
Williams Lake—360 miles.
Cranbrook—597 miles.
Trail—432 miles.
Penticton—254 miles.
Seattle to Vancouver is 149 miles.

BOON TO TOURISTS:

Rogers Pass Route to Open



AUTOMOBILE CRUISES ON COMPLETED SECTION OF ROGERS PASS

The opening of the all-weather 92-mile Rogers Pass route in July on the Transcanada Highway between Revelstoke and Golden in Southeastern British Columbia will be a boon to tourists and sportsmen.

The mountain route will replace the unpaved, 190-mile Big Bend Highway that follows the Columbia River and is open only in summer and early fall.

The Rogers Pass route will be fully paved, with easy grades and gentle curves. It passes through some of the most spectacular alpine scenery in North America.

ROGERS PASS was named for an American explorer, Maj. A. B. Rogers, a Civil War veteran, who discovered it in 1881.

The pass lies deep in the Canadian portion of Glacier National Park. It once was used by the Canadian Pacific Railway, which abandoned it after snow avalanches killed 236 workmen in three decades.

The engineers believe they have licked these problems.

The route will feature seven major snowsheds, one, the Lanark Shed, being 1,040 feet long. Gunfire may be used in winter to start small snowslides before large ones develop.

The summit will be at an altitude of 4,400 feet at Mount MacDonald.

At 9,482 feet, MacDonald is not the highest of the peaks that rise almost from the edge of the highway.

Swiss Peak towers at 10,515 feet. Four others top 10,000 feet.

FOLLOWING the deep valley of the Illecillewaet River, the Rogers Pass route extends east from Revelstoke. It skirts the edge of Revelstoke National Park.

The route crosses Albert Canyon to Glacier National Park, passes 27.5 miles through the park and then reaches Donald, a station on the Old Big Bend Highway.

From there the highway turns south to Golden. From Golden the motorist may go east to Banff and Calgary or south to Kimberley and Cranbrook.

Traveling times between Revelstoke and Golden will be about two hours. But sightseers and camera bugs may want to take more time to enjoy the scenery.

The newly opened country is a big-game-hunting paradise and ideal for winter sports.

BIG BORE:

Fraser Canyon Tunnel Opened

The longest highway tunnel in Canada, the 2,094-foot-long passage through China Bar Bluff in the Fraser River Canyon, was opened only a few days ago as another triumph of British Columbia road-building.

The two-lane tunnel, with concrete paving, walls and ceiling, is eight miles south of Boston Bar and about 140 miles northeast of Vancouver.

The tunnel was driven through a mountain of fractured rock that had to be shored every foot of the way.

It replaces a narrow hazardous road around China Bar Bluff.

The new tunnel has a pedestrian sidewalk, fluorescent lighting and adequate venting facilities.

Passes in B. C. Ranges Listed

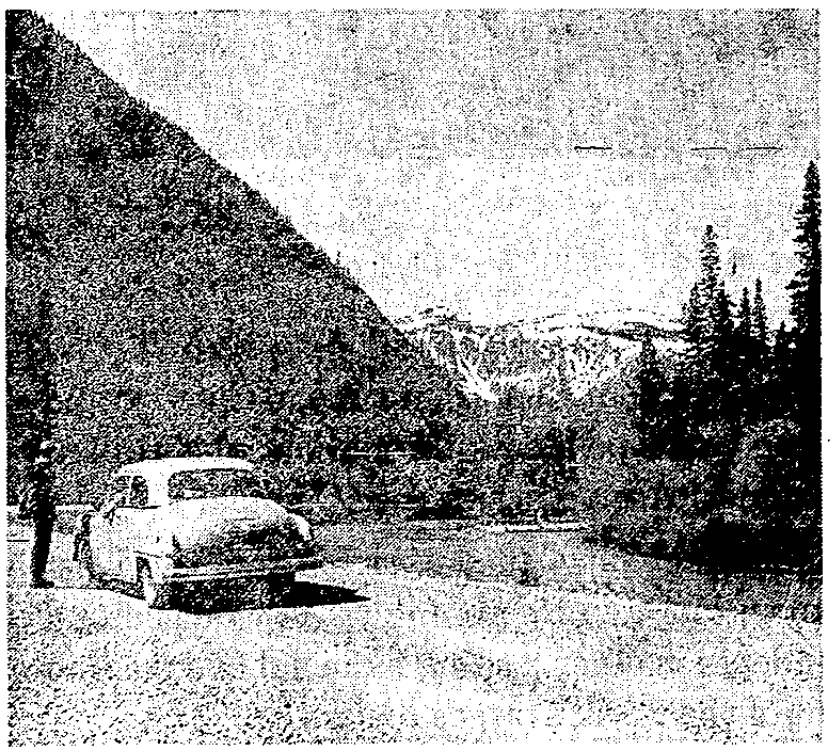
Considering the vast amount of mountainous terrain in British Columbia, the accessible passes through the mountain ranges are not excessively high.

Rose is the highest at 6,150 feet. Those at lesser heights are Vermilion, 5,376; Kicking Horse, 5,320; Crowsnest, 4,453; Monashee, 3,900; Chilkoot, 3,739; Yellowhead, 3,711; White, 2,912; Pine, 2,850, and Albreda, 2,666.

Commerce Important

Deep-sea shipping lines reach out from British Columbia's many ice-free harbors, fully equipped for all purposes of modern ocean transport. Coastal shipping is also very important.

Alcan Highway Lures Adventurous Motorists



MOTORIST ASKS QUESTION OF HIKER IN FAMED HART HIGHWAY

The road to high adventure in the far north is the John Hart Highway, leading north out of Prince George 255 miles to Dawson Creek.

There the Hart Highway joins the fabled Alcan Highway, probably the most captivating challenge to Canadian and American motorists today.

THE HART HIGHWAY, still being built, is the British Columbia government's answer to earlier threats from the Dawson Creek area that the area might secede to the neighboring province, Alberta, because of better roads in that direction.

But the Alcan Highway is a lure that will draw many adventurous motorists this summer.

It begins in Dawson Creek at the famous Mile 0 sign in the center of the main street. By this time the traveler has gone 762 miles from Vancouver, or somewhat less if he has crossed the border east of there.

Fairbanks, Alaska, the other terminus of the highway, lies 1,526 miles to the northwest.

IN BETWEEN lies mountain wilderness, stirring with the clang of oil rigs, the rumble of big freight trucks and the thump of hammers constructing new facilities.

But the sharp-eyed traveler has little difficulty in spotting the wild-life still abundant along the highway. The scenery is magnificent. The fishing is unexcelled. Big game is nearby.

Three hundred miles north of Dawson Creek is Fort Nelson, still well within British Columbia. It is an oil-exploration center, and has a 120-room hotel and other tourist accommodations.

IT IS 618 MILES from Fort Nelson to Whitehorse in the Yukon. In this section is the new Liard Suspension Bridge.

From Whitehorse to Fairbanks is 610 miles, the last 209 miles of which are in Alaska.

The Canadian government advises traveling from June to October to avoid extreme cold and the spring thaws. The highway is graveled. It is dusty in dry weather.

Gasoline, food and lodging may be obtained at intervals along the highway. Warm clothing and bedding should be taken along for camping out. Mosquitos and black flies may be encountered in some areas.



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Nanaimo, Albernis Are Industrial Hubs

The city of Nanaimo, about 70 miles north of Victoria, is one industrial hub of Vancouver Island. It has a fine harbor frequented by ships and pleasure craft.

The large Nanaimo sawmill on the waterfront typifies the city's industrial capacity.

The original Hudson's Bay Co. fort still is standing there.

Twenty-three miles northwest of Nanaimo is Parksville, a vacation and recreation center.

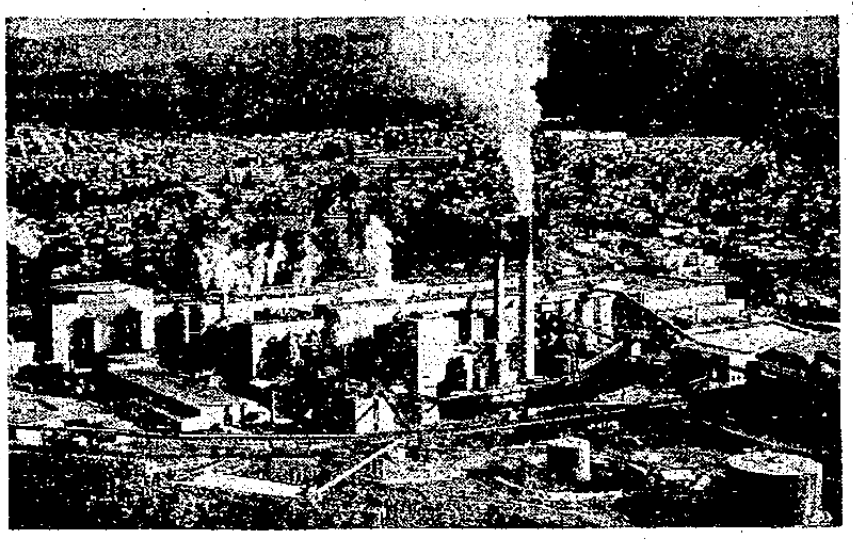
About 30 miles to the west of Parksville are Alberni and Port Alberni, two major industrial cities that have an estimated 20,000 total population.

Just east of the two Albernis is Cathedral Grove, which boasts Douglas firs nine feet through and 240 feet high.

In the past five years Port Alberni has grown 32 per cent and Alberni, almost 19 per cent.

The Alberni Valley also is noted for its recreational opportunities.

Some other main Vancouver Island cities are Duncan, Ladysmith, Courtenay and Comox.



HUGE PULP AND PAPER MILL DOMINATES ALBERNI SKYLINE

University's Rapid Growth to Continue

From a collection of wooden huts in 1915, the University of British Columbia has grown to an enrollment of more than 11,000 students and a 1,000-acre campus on Point Grey in Vancouver.

Eighty-five per cent of the students are native British Columbians. But increasing numbers are from foreign nations.

Expected enrollment by 1965 will be 15,000 and by 1978, when the university is 70 years old, 30,000.

B. C. Is Paradise For 'Rock Hounds'

British Columbia is a 'rock hound's" paradise.

The most-sought-after stone is jade. Deposits of it most often are found in the Fraser River and Thompson River canyons.

"Rock hounds" search mountain sides, rock slides and beside rivers for promising stones that can be cut and polished.

Call him by the old name of lapidarist—as science does—and he might raise his eyebrows. But "rock hound" fits him to a "T."

Some 1,000 British Columbians are "rock hounds." They are affiliated with the Lapidary Rock and Mineral Society, the parent body of 19 affiliated clubs throughout the province.

When they are not attending meetings, or examining cut stones, they are out searching the terrain for prize specimens.

So far, more than 500 kinds of rocks and minerals have been turned up.

Jade is the most sought after, just as it was 150 years ago when white explorers first noticed it in rock outcroppings.



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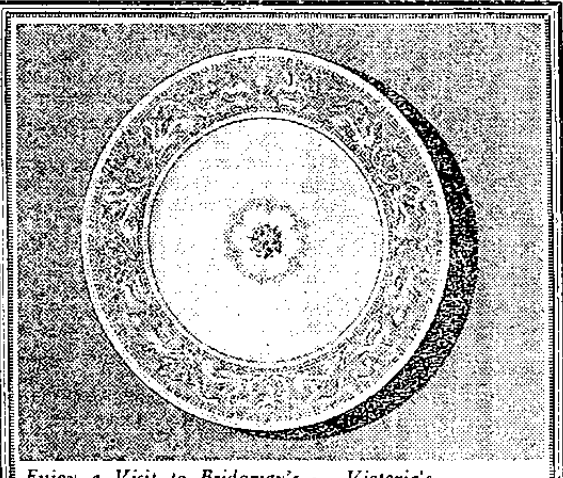

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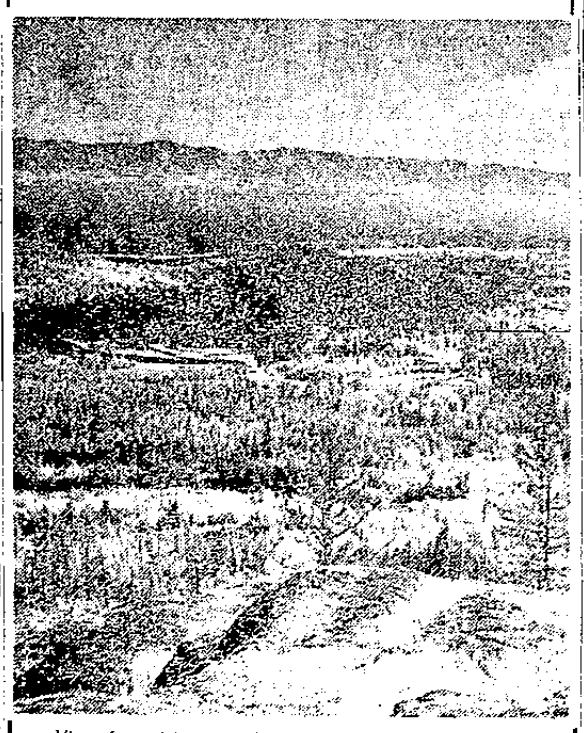

View from Mount Bruley Across Sooke Harbour to the Straits of Juan de Fuca toward Jordan River

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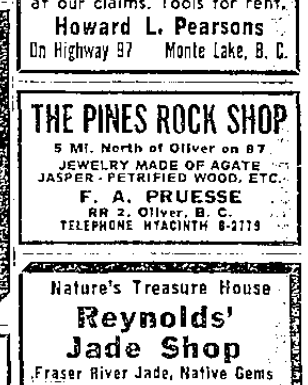

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No place in Canada is more richly endowed with gentle serenity of living than the Gulf Islands of which Salt Spring is the largest. 45,000 acres, 125 miles of road provide full scope for the visitor to experience the quiet beauty of the scenery and the solitude of its eleven fresh water lakes to fish for small-mouth bass or trout; or whether you put to sea in quest for salmon which are in plentiful supply around the island shore.

Salt Spring Island may easily be reached from Tsawwassen on the mainland south of Vancouver, B. C., or the Victoria area on Vancouver Island through Swartz Bay by connecting ferries from Anacortes and Seattle, Washington; all of which give a memorable and relaxing ferry trip through the Gulf Islands.

Plan to spend some of your holiday on Salt Spring where you may choose from a number of motels, hotels and resorts or avail yourself of excellent camping facilities. The peaceful environment and quiet overtones will lead you to succumb to the charm of the island.

For further information write Salt Spring Island Chamber of Commerce, Box 111, Ganges, B. C., Canada.

FRIENDSHIP:

Peace Arch Greets B. C. Visitor



TOURISTS INSPECT PARK AT BORDER ON HIGHWAY 99

WHITE ROCK:

Miles of Beaches Beckon



BUSY BEACH: White Rock's four miles of beaches each summer attract thousands of visitors to this city of 7,000 people just a few miles north of Blaine, Wash.

Border Formality Held to Minimum

There is a minimum of formality at the border between the United States and Canada.

From long tradition, no passport is required. But United States visitors should carry proper identification to facilitate reentry into the United States.

The Vancouver, B. C., area is most easily reached from Seattle by train or by driving on U. S. 99, with the international border near Blaine.

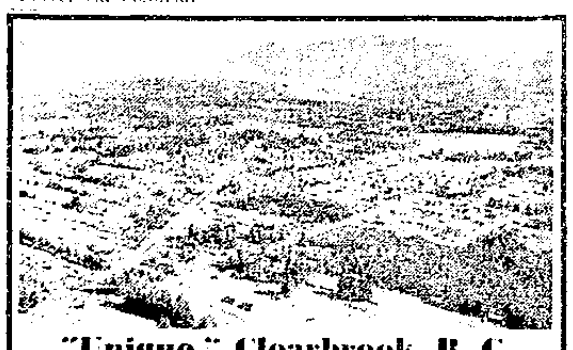
In British Columbia imperial gallons of gasoline are approximately a fifth larger than those in the United States, hence the higher cost.

Victoria is served from Seattle, beginning this month, by Canadian Pacific Steamship, Ltd., ships on a regular round-trip basis from the pier at the foot of Lenora Street.

Vancouver and Victoria are linked by ferries that ply between Tsawwassen on the mainland south of Vancouver and Swartz Bay on Vancouver Island north of Victoria.

Washington State Ferries operate between Anacortes and Victoria, and, in the summertime, between Port Angeles and Victoria.

Canadian Pacific Airlines serves Seattle and Vancouver via Victoria.



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A Clean, New Community, Distinctly Different

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Clearbrook, the largest Mennonite community in Canada, is less than ten years old and still has that friendly yet energetic atmosphere.

Its 2,000 people live quietly, producing marvelous flower gardens to enhance the glorious view of Washington State's volcanic Mount Baker, which is the year round backdrop to the valley community.

Known as the "Food Basket" of the Fraser Valley, Clearbrook area produces the most delectable strawberries and raspberries, scrumptious frying chickens and dozens and dozens of eggs.

If a change of pace is what you are looking for, visit friendly Clearbrook, with its hanging flower basket lined streets, its relaxing, no-hurry atmosphere. Come and worship in our numerous churches where you will always be welcomed. Stop and chat with our local merchants—they'll always be glad to see you.

- Driving Range
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- Swimming
- Scenic Air Rides
- Industrial Sites
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- Large, Modern Airport

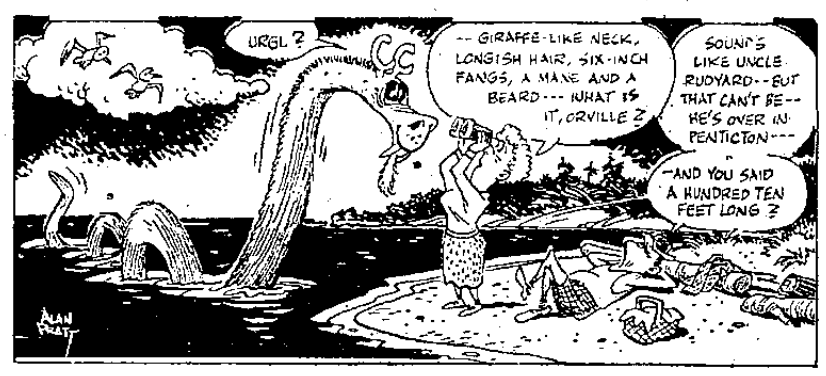
Visit the Fruit Packing and Poultry Plants

FALL FAIR, SEPT. 4 - 5 - 6
Parade on Sept. 4th

Clearbrook Board of Trade
and
Progressive Merchants

MYTH OR MYSTERY?

Hundreds Have 'Seen' Caddie Vancouver Isle Sea Monster



There is considerable disagreement on whether Cadborosaurus (Caddie) is myth or mystery.

Hundreds of persons have said they have seen this sea monster in the waters surrounding Vancouver Island, particularly in the Gulf of Georgia.

But others of a more skeptical turn of mind explain the reported phenomenon away as an "old wives' tale," an optical illusion or just another normal sea creature seen in the light of a fanciful imagination.

First reported seen October 11, 1933, Cadborosaurus, named for Cadboro Bay on the southeast coast in combination with "saurus," the Greek word for lizard, has been described variously.

CADDIE GENERALLY is reported to be from 35 to 110 feet long, with a serpent-like body about two-and-a-half feet in diameter.

He has a head like a camel but equipped with fangs six to eight inches long, two knobs where deer horns grow, a mane and a beard.

His giraffelike neck is covered with long gray-brown hair.

All this, of course, must be seen to be believed.

About 500 "believers" have reported seeing Caddie. These, all professing keen eyesight and sobriety, have included sea captains and even a judge.

WHEN, IN 1943, two fishermen said they had run Caddie down in a power launch and killed him, great indignation swept over Vancouver Island.

This distraught condition was allayed soon, however, when an earnest coast-watcher reported seeing Caddie alive and well, cavorting in the surf.

Local scientists, hesitant to become involved in the legend, cautiously point out that, instead of Caddie, what may have been seen is an old bull-elephant seal found at Ucluelet Harbor a few years ago—or one of his relatives or descendants.

Their theory rests precariously on a fragile framework, the "believers" say, because the seal was only 16 feet long.

Controversies aside, no true Vancouver Islander embarks on the nearby waters without hoping to glimpse Caddie basking on the sunlit surface of the sea.

Reservoir Tops B.C. Lakes

The ten largest lakes in British Columbia are the Nechako reservoir, 340 square miles; Atlin (British Columbia portion), 217; Babine, 186; Kootenay, 168; Stuart, 139; Okanagan, 136; Shuswap, 123; Takla, 102; Quesnel, 100, and Francois, 91.

Grazing Limited

Less than 5 per cent, or 10,000,000 acres, of British Columbia's land area is arable or usable for grazing.

More than half—53 per cent—is rock or barren, including snowfields and glaciers.

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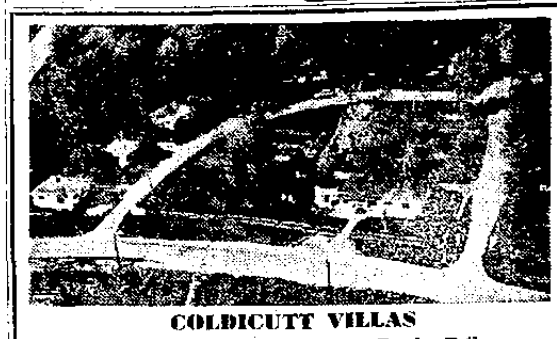
One mile east of Langley. 30 miles from Vancouver.

No raise in rates. Modern. Completely equipped for housekeeping. All 4-star units. $6.00 couple.

Phone: Langley 974 R3.



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Two bedrooms, self-contained, comfortable cottages. Safe playroom for children. Write for information. Phone Windsor 8-9355.

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Gateway to Vancouver, B. C. Motels, Hotels, Trailer Parks & Campsites on Scenic Highway 99.

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2½ Hours drive to Seattle World's Fair. For Reservation Phone

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B. C. Enjoying Boom; Future Is Even Rosier

Ask any citizen of Vancouver, B. C., what he thinks of his city and its future. And he will probably say:

"Boy, we've got it made!"

To understand the spirit of Vancouver, recognize the place as the key city, the financial and industrial center, the major seaport and hub of transportation and commerce for a province that is growing apace.

The 50 per cent rate of population growth in British Columbia in the past 15 years has far surpassed the average Canadian and United States rate of growth.

All forecasts prophesy 40 per cent more to be added in the next ten years.

HAND IN GLOVE with population growth has been the growth of industry—a rise in the total value of annual production from something more than $600,000,000 to more than $2,000,000,000.

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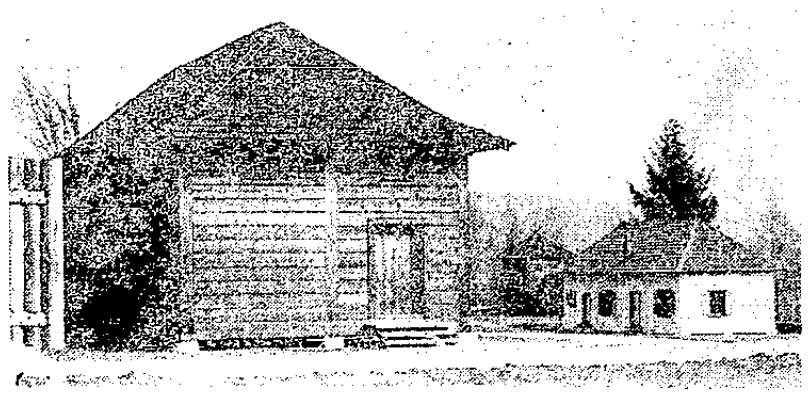

Tool House, Store House and Bastion reconstructed at Fort Langley

FORT LANGLEY
FIRST BRITISH COLUMBIA CAPITOL

Open every day, all year from 10 a. m. to 5 p. m.; in July and August from 10 a. m. to 9 p. m.
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VISIT THE CENTENNIAL MUSEUM—ADMISSION TO FORT AND MUSEUM IS FREE.

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- Lush Agricultural Area
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VISIT OUR MINK FARMS SEE OUR ROCK DISPLAY
The Fraser Valley Rock and Gem Club invites Rock Hounds to contact them thru the Chamber of Commerce.

BORDER CROSSING POINTS

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125 Miles from Seattle, 30 Miles from Vancouver

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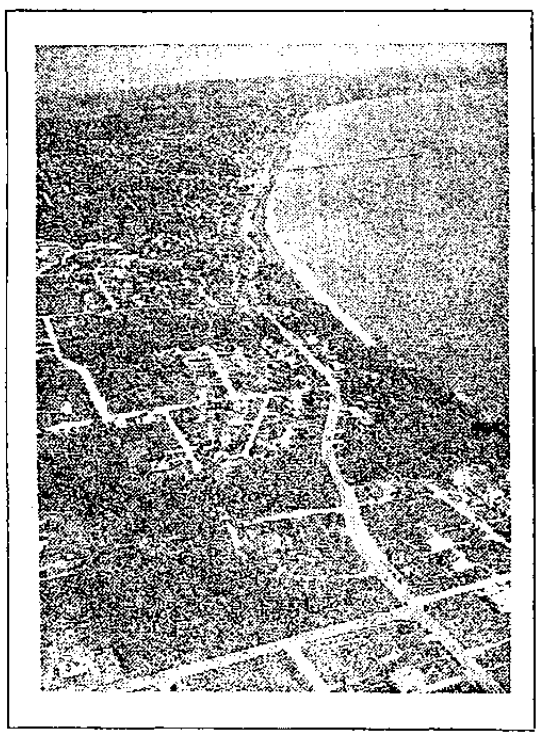
WHITE ROCK

British Columbia, Canada



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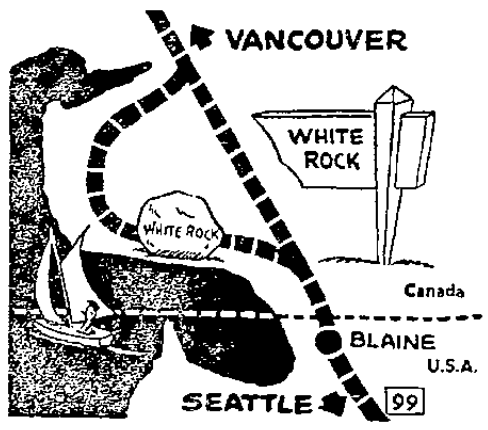
Plan your vacation to the Pacific Coast by booking your accommodation at White Rock for a relaxing sun and seaside holiday . . . within two hours commuting distance to the Seattle World Fair.

A curving bay of sea and sand forms White Rock's famous beach, noted to be the safest on the Pacific. The clear, warm, unpolluted waters attract thousands of visitors annually.



As you cross the International Border just turn off the new super Highway 99 and take the scenic route through this seaside resort city of Beautiful B. C.

- Swimming • Boating
- Water Skiing • Crabbing
- Sport Fishing • Skin Diving
- 18-hole Peace Portal Golf Course • Tennis Courts
- Lawn Bowling Greens
- Motels • Auto Courts • Trailer Parks • Tenting Grounds
- Picnic Sites • Hotels and Apartments for your convenience.

DATES TO REMEMBER

Peace Arch Celebration, Sunday, June 24, White Rock Annual Sea Festival, July 13, 14, 15.

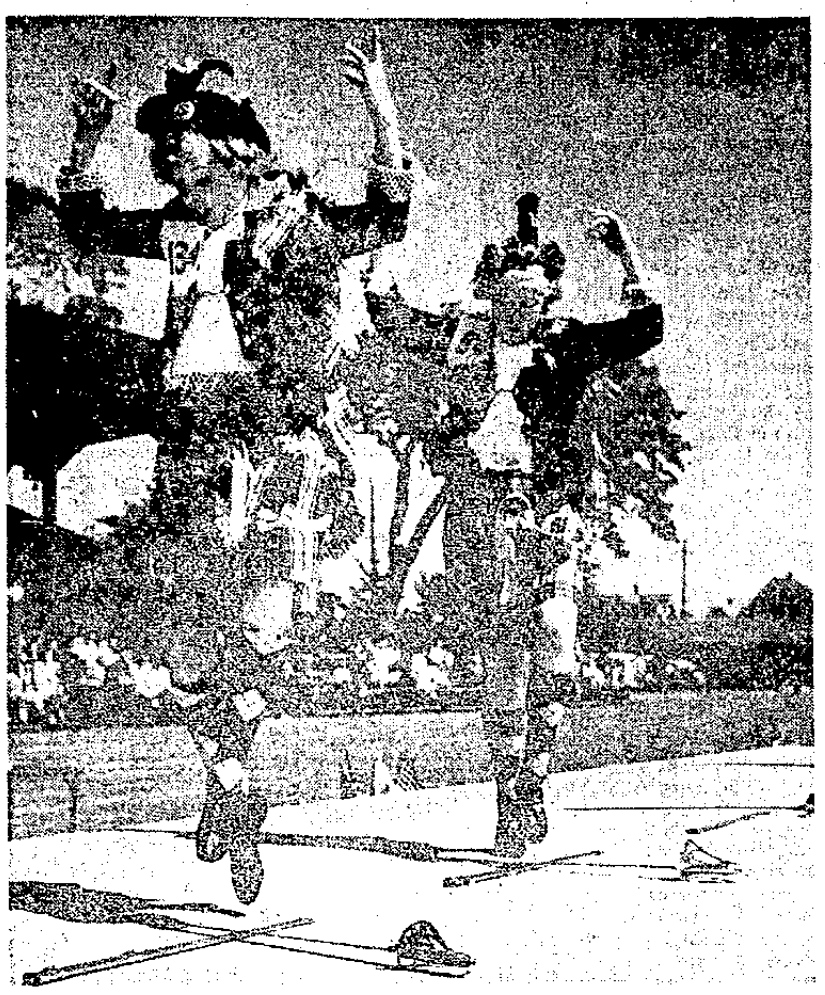
Just a portion of the four miles of sandy beach that allows wading for a quarter-mile into the bay.



"YOUR PLAYLAND WITH SUN, SEA AND SAND"

HIGHLAND GAMES:

Scottish Dancers to Perform



KILTS FLY IN HIGHLAND GAMES AT VICTORIA

LITTLE QUALICUM FALLS PARK:

Island Spot Good Picnic Site



PICKNICKERS ENJOY PARK ON VANCOUVER ISLAND

Salmon 'Crop' Largest Of B. C. Fisheries

Types of Pacific salmon caught in British Columbia waters are the spring (or tyee), sockeye, pink, chum and coho. They account for about 70 per cent of the net value of production of the fishing industry.

Salmon are caught by gill net, purse seine or trolling while they are migrating from ocean feeding areas to the rivers and streams where they spawn.

Vancouver Tops B.C. Islands

Vancouver, at 12,408 square miles, is British Columbia's largest island. Other large islands are Graham, 2,485; Moresby, 1,060; Prince Royal, 876; Pitt, 526; Banks, 330; King, 318; Porcher, 210; Nootka, 205, and Aristazabal, 164.

7 Tribes in B. C.

The seven main groups of Indians inhabiting the British Columbia region are the Haida, Tlingit, Athapaskan, Tsimshian, Wakashan, Salishan and Kootenay.

Vancouver's Airport Is World Link

The Vancouver International Airport is British Columbia's central station on the air highways of the world.

Four international air lines operate from Vancouver to every part of the world.

Three others cater to local traffic.

Almost 1,000,000 persons utilized the airport last year.

The airport, eight miles from downtown Vancouver, also has seaplane facilities on the adjacent Fraser River Estuary.

Trapping still is a valuable industry in British Columbia. By value, the leading species taken are mink, marten, muskrat and beaver.



44 Miles North from Nanaimo **BOWSER** 114 Miles North from Victoria
Vancouver Island
Family Fun — Safe Beach, Cement Wading Pool
★★★★ Units — Highest B. C. Government rating. Completely equipped
Fishing — Power Boat Rentals
OPEN ALL YEAR
Reservations: La Bella Vista, Bowser, B. C., Phone SKyline 7-8432

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36 miles from Nanaimo • 100 miles from Victoria
7 Units on Beach
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Dining Room
Boat Rentals
Sandy Beach
Excellent Fishing
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UNDER NEW MANAGEMENT
Reservations Phone SKyline 7-8421

Waterloo Chalet

Vancouver Island's Newest and Finest
120 Scenic miles from Victoria—50 miles from Nanaimo
for
ALL SEASON PLEASURE and RECREATION
Superb Dining Lounge
GUEST SUITES — Self-Contained, Fully Electric
GOLFING — 3 courses in 10-mile radius
GROCERY STORE on the premises
FISHING — Salt Water, Stream, Nearby Lakes
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MARINA — Launching Ramps
BOATS FISHING TACKLE ICE
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Standard Marine Station
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47,400 Coho taken in French Creek Area in 1960
Ferry to Enchanting Lasqueti Island
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Air Service
Available
FRENCH CREEK FISHING CAMP
23 miles north of Nanaimo—95 miles north of Victoria, Vancouver Island
On-the-Shore Camping Area
Showers
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ANDERSON TRAILER COURT
2 miles south of Nanaimo
Fully modern trailer accommodations. Laundry facilities and showers.
Reservations phone Nanaimo SKyline 3-2830

AVORADO TRAILER PARK
and CAMPING GROUND
on beautiful Qualicum Bay, facing the Gulf of Georgia
On Main Highway, 40 Miles North of Nanaimo—100 Miles North of Victoria
A New and Modern Trailer Park
Cement Patios Right on Seashore
Showers — Automatic Laundry
Clean Washrooms — Pure Artesian Water
Swimming, BOAT RAMP, Boating
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Clams Oysters
"A HOLIDAY PARADISE BY THE SEA"
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Authentic Sculpture
From the North Coast
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AND MAKE
PARKSVILLE
your headquarters
Located at center of Island's road system, junction of #4 and #19, 23 miles from Nanaimo, terminus of fast frequent ferries. A scenic wonderland from seashore to snow capped mountains. Within an hour's drive, famed Cathedral Grove with centuries old Douglas firs, Englishman's River Falls, Little Qualicum Falls. Right in village is safest, warmest sea bathing on wide white sand beach. Both sea and fresh water fishing. Hunting in season. You will see the products of man's genius at the Fair—You must see Nature's lavish best in and around Parksville.
For information write the Secretary, Parksville & District Chamber of Commerce, Box 99, Parksville, B. C., Canada

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Waterfront and Country Properties
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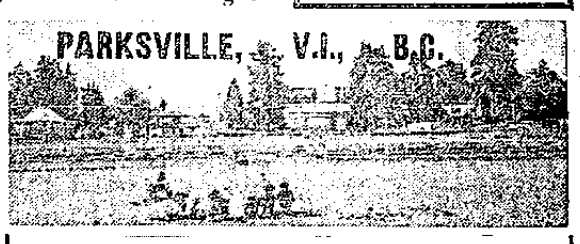

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Unbelievably Low Investment Buys You Valuable Vancouver Island Homesite at Beautiful Dolphin Beach Estates.
YOU PAY ONLY $10 DOWN AND $12 PER MONTH PER LOT
(maximum purchase 3 lots)
DOLPHIN BEACH ESTATES
$10 DOWN AND $12 A MONTH

IMPORTANT FACTS ABOUT HOMESITES AT DOLPHIN BEACH ESTATES:
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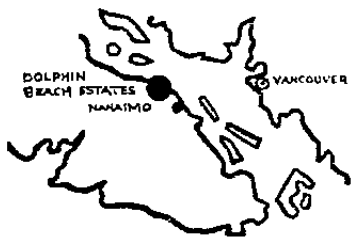
★ MAXIMUM PURCHASE is three lots which discourages speculation and protects your investment.
★ FULL PRICE OF INDIVIDUAL LOT IS $1,285—payable $10 down and $12 a month. (Payments include 7% interest on reducing balance.)
★ GUARANTEE—Money back guaranteed within 30 days on application.
★ PROFITABLE INVESTMENT—Whether you buy for year round living, summer home, or future retirement.
★ PLANNED COMMUNITY—Marina golf course, parks, playgrounds, schools are included in planning to ensure controlled expansion.
★ ROADS, WATER AVAILABLE—power expected in 1962, telephones when demand warrants same.
★ BEACH LOTS—Good selection available at reasonable prices.


Imagine! Mere pennies a day buy ¼ acre homesite on Vancouver Island's most beautiful seafront development.
YOUR DREAM OF A YEAR-ROUND HOLIDAY HOME is realized at Dolphin Beach Estates, one of the most magnificent seaside resorts in all Canada, aptly named the West Coast Riviera.
A MERE 30-MINUTE DRIVE FROM NANAIMO—only two hours from Vancouver by ferry places you on the sand at sparkling Schooner Cove, one of Dolphin Beach Estates' five beaches set aside for general use of all residents.
WATER SPORTS PARADISE. Boating, swimming, and some of the best fresh and salt water fishing to be found anywhere in the world.
FOR A FREE COLOUR BROCHURE ABOUT DOLPHIN BEACH ESTATES MAIL THIS COUPON.
CHECK ONE OF THE FOLLOWING AND MAIL IMMEDIATELY TO—
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BOX 21, NANAIMO, B.C.
PHONE: Nanaimo Skyline 4-5380
☐ On the understanding that the choice homesites are on a first come-first served-basis I would like to reserve my lot now. Enclosed please find my cheque/money order for $10 covering my down payment. Full price only $1,285 and payments at $12 monthly. Please rush all details, including contract and a map showing the exact location of my homesite. (I am not completely satisfied within 30 days you unconditionally guarantee to refund my deposit.
☐ Please send me your free colour brochure outlining all the details about Dolphin Beach Estates.
NAME .....
ADDRESS .....



Riverbend Auto Court
PARKSVILLE, B. C.
On Englishman River
Scenic 90 miles from Victoria—22 Miles from Nanaimo
¼ Mile from Warm Ocean Swimming—Safe, Sandy Beach
FINE RIVER SWIMMING
Picnic and Camping Areas on River Bank
Seasonal River Fishing by Your Cottage
15 ACRES OF PARKLAND
COTTAGES Housekeeping Facilities TRAILER PARK
EQUIPPED CAMP GROUND Hot and Cold Water Laundry and Showers
Hunting—OPEN ALL YEAR—Fishing
Your Hosts: Bob Brett and Hermen Vanderbyl
Reservations: Parksville, B. C. Phone CHurchill 8-3134

CARLSON ESSO SERVICE
The first you come to after crossing Englishman's River Bridge going north into Parksville, V. I.
Efficient and courteous service. Your patronage greatly appreciated
CHEFS 77 — Just over the bridge at Englishman's River—a delightful modern dining room and counter. Ample parking, and a quick service window to speed you on your way. If you prefer dining in your cottage our take-out service is ready to accommodate you.
DOLPHIN BEACH ESTATES
Large beach lots and view property facing Georgia Straits and snow-capped mountains. Look for directional signs at Nanoose Bay—12 miles north of Nanaimo or contact Dolphin Agencies, Ltd., Nanoose Bay, Ph. CH 8-3160.
ENGLISHMAN RIVER COURT ★★★★
23 miles north of Nanaimo just over Englishman River bridge, park setting. One and two bedroom units, complete for housekeeping, modern heating, T.V., fishing and swimming.
write Gordon & Ellen Thomas, Parksville CH 8-6532
RIVERBEND AUTO COURT
1 mile south of Parksville, on the banks of Englishman River. 15 acres of parkland and only ½ mile from sandy beach. • Modern cottages, all separate. • Camp sites. • Trailer space. 400 yards off Hwy. #19. Fresh water—swimming—fishing—hunting.
R. R. No. 1, Parksville, B. C. Phone CHurchill 8-3134
THE TRADING POST
Your first store of distinction, one stop for all your needs. Finest selection of English bone china and import pottery, souvenirs, fishing and sporting goods, Indian Art, toys and groceries.
Neil Nelson, prop., Island Highway, Parksville, CH 8-9911

VANCOUVER ISLAND'S
most hospitable resort and Seattle's favorite vacation spot is
ISLAND HALL
PARKSVILLE, B.C.
You are invited to visit here when vacationing in the Northwest. Center of mid-island's scenic beauty spots and located right on wide sandy beach in village of Parksville. The resort itself is different in a charming old-world manner. For reservations phone or write Mary Sutherland, Eileen Allwood. Phone Churchill 8-3033.

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"The Heart of Vacationland"
Parksville, Vancouver Island, B. C.
Beautifully wooded 40-acre estate
TENNIS, BADMINTON, PING PONG
Gracious country manor house guest lodge. Select dining facilities—a blend of old-world charm and modern-day comforts.
WARM OCEAN SWIMMING
MILES OF SAFE SAND BEACH
2-Bedroom self-contained cottages right on the sand.
Excellent FISHING, RIDING, GOLF nearby
Just 2 scenic hours north of Victoria
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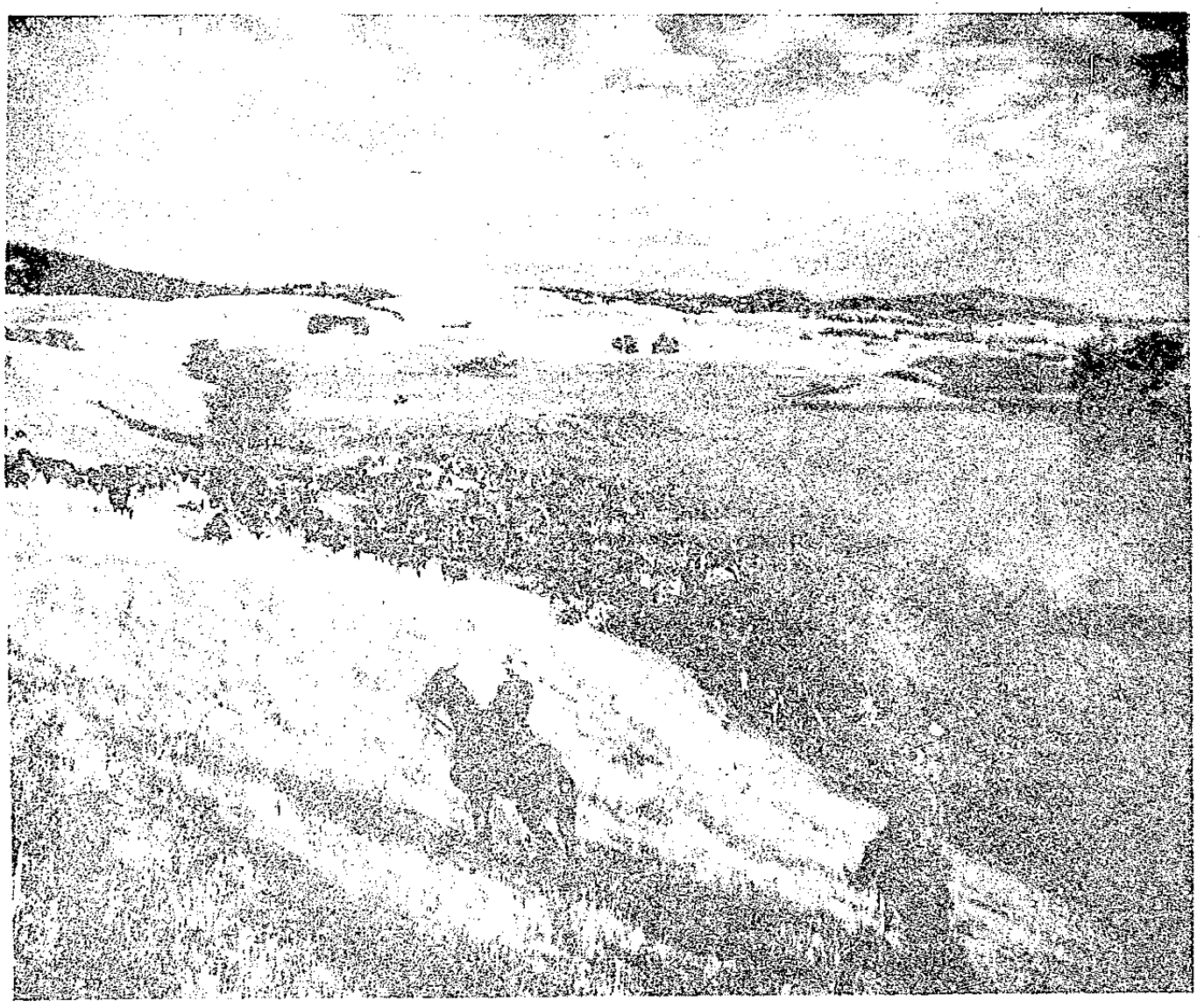
Morning Sun Paints Lush Rangeland



A RISING SUN TINTS THE CARIBOO RANGE AS COWBOYS DRIVE CATTLE ON THE DOUGLAS LAKE RANCH

4 Ferries Tie Vancouver Isle To Mainland

Four provincial-government ferries now operate between Vancouver Island and the mainland.

They are the Sidney, Tsawwassen, City of Victoria and City of Vancouver.

The island terminal is at Swartz Bay, near Sidney. The mainland terminal is at Tsawwassen, at the end of a two-mile causeway built out into the Strait of Georgia just north of Point Roberts, a part of the United States reached by land only through British Columbia.

Coast Offers Magnificent Scenery

No area in North America offers a more beautiful variety of coastal scenery than does British Columbia.

Liberally dotted with green-clad islands and penetrated by long, quiet inlets, the coast offers a feast of unexcelled boating fare.

Ferries criss-cross the larger bodies of salt water.

From Vancouver north to Alaska, coastal steamers follow the inside passage between Vancouver Island, the Queen Charlottes and the mainland to explore an area that can be compared only to the Norwegian fiords.

Personal Income In B. C. Grows

Estimated average personal income in British Columbia in 1961 was $2,970, the Bureau of Economics and Statistics reported. This represented an individual increase of $69 over that in 1960.

Persons interested in obtaining more information about British Columbia may direct their inquiries to one of these government bureaus, if appropriate, at Victoria — the Department of Recreation and Conservation (Travel bureau), the Department of Industrial Development of the Department of Highways.

ANCHOR MARINA Ltd.
Cowichan Bay, B. C.
World-Famous for Salmon Fishing
We offer Friendly Service for the
YACHTSMAN and SPORT FISHERMAN
RESTAURANT
(Try Our Clam Chowder)
- Boat Rentals
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Proprietor: Leo Vanderhyl Phone 746-5424

CHERRY POINT LODGE
Retirement Home
COBBLE HILL, B.C.
30 Miles North of Victoria, 2½ Miles East of Hiwy. 1 on Cherry Point Road. 10 Miles South of Duncan.
PANORAMA PICTURE WINDOWS
Superb View of Saanich Inlet
600' Water Frontage
Landscaped
For Information Write: A. E. Hepburn, Cherry Point Lodge, Box 198, Cobble Hill, B. C.

THUNDERBIRD MOTEL
DUNCAN, B. C.
Vancouver Island
39 Miles North of Victoria—32 Miles South of Nanaimo Island Highway No. 1
A.A.A. ★ ★ ★ ★ C.A.A.
Highest B. C. Government Rating
17 Units
Large Rooms Single and Double
TV in Most
Completely Equipped Kitchens
Carports Large Play Area Radio
Fishing in Season
Cowichan Bay and River
RESERVATIONS: Box 55 PHONE 746-6211

FOUR OAKS
32 Miles North of Victoria
Cherry Point Rd.
2 Miles E. Hwy. 1
Quiet Family Resort
- Housekeeping Cottages
- Sandy Beach
- Fishing
- Clams, Oysters
- Riding
- Golf and Tennis Nearby
- No Pets, Please

RESERVATIONS
Four Oaks, Box 198A, Cobble Hill, B. C.

Industrial Power Of B. C. Expands

British Columbia, as visualized by the Department of Industrial Development, Trade and Commerce, is a powerful giant just beginning to realize her own strength.

The province has a high industrial potential, being developed as fast as conditions permit.

Almost limitless natural resources, many waiting to be tapped, form the base for the province's expansion.

Continued controlled use of these resources and diversification of industry are goals.

THE GOVERNMENT has played, and is playing, an important role in the industrial expansion.

It is pushing through improved highway and rail routes to untapped areas, helping new industries get started and assisting existing industries in expansion projects.

The province is rich in oil, gas, minerals of many kinds, forests, hydroelectric power and an abundance of pure water.

"The discovery of gas and oil has done more to stimulate the economy than any other single product or natural resource," the department reported. "Oil and gas production is proceeding at an exhilarating rate."

THERE ARE about 125 producing oil wells and 260 gas wells capable of production. The exploration for oil and gas is being rushed in the northern regions. Dawson Creek already is refining oil.

A $93,000,000 pipe line to carry gas from the Fort Nelson fields to connect with the West Coast Transmission Line at Chetwynd is under way.

The West Coast Transmission Co. is spending $55,000,000 more to boost the capacity of its main 650-mile gas line and to build a crude-oil pipeline from northern British Columbia to the lower mainland.

Oil production through 1960, the last year for which totals are available, had amounted to 2,739,581 barrels.

A SECOND major discussion topic is hydroelectric development of the Columbia River which may cost $450,000,000 and of the Peace River which may cost $638,000,000.

The proposed Columbia River facilities are expected to increase American hydroelectric capacities on the lower river about 1,600,000 kilowatts, half of which would be returned to Canada.

This tremendous electric power increase could mean creation of many new petrochemical industries and further development of other existing plants.

Industrial diversification already is under way.

Kimberley has a new steel plant, the first in Western Canada; Castlegar, a $50,000,000 pulp mill; Nanaimo, $40,000,000 pulp-mill expansion; Port Alberni, a $24,000,000 newsprint-plant expansion; Prince Rupert, a new pulp-research center; Woodfibre, rebuilt a $14,000,000 pulp plant, and Crofton, a newsprint mill next to its $40,000,000 pulp mill.

> "Every new year presents an exciting challenge to Canadians working toward the common goals of rapid economic growth and higher living standards for our country," Premier W. A. C. Bennett of British Columbia said in his 1962 economic statement.
>
> "And for those who pursue these goals in British Columbia, 1962 shapes up as a year of particular promise—the key year in launching a cycle of expansion and growth whose momentum should carry this province to new heights of achievement throughout the entire decade of the '60's."

OTHER expansions recently were in food processing, distilling, brewing, warehousing, textiles, television-picture tubes, aluminum windows, asbestos pipe and gypsum board.

The Department of Industrial Development, Trade and Commerce has recommended that local manufacturers produce certain articles now imported under a license agreement, if necessary.

The department also is encouraging outside industries serving British Columbia to establish branch plants in the province.

Nicola Valley Is Sports Center

One of the top fly-fishing spots in British Columbia is along the Nicola River, west of Merritt, the center of the Nicola Valley.

Merritt itself offers a wide variety of sports and amusement, including a hockey arena, a curling rink, two theaters, a lawn-bowling court and a swimming pool.

Small Firms Important In B.C. Economy

Despite the fact that the "big company" approach is needed in certain resource developments, the many small businesses in British Columbia form an important segment of the economy.

More than 75 per cent of industrial firms contacted in a recent survey employed less than 15 employes.

These ranged from dry cleaners to machine shops, from laboratories to boat-builders and from insurance agencies to professional services.

Another type is the new enterprise, which starts small and grows with the expanding economy.

The provincial government is geared to help small businesses grow.

Part of this aid is the publication of numerous pamphlets furnishing marketing and research information, firm directories, suggestions for new products, business forecasts and other information.

Chilliwack Important Farm District

The City of Chilliwack, 65 miles east of Vancouver, is the commercial heart of a diversified agricultural area near the Fraser River.

The lower Fraser Valley is the province's greatest single dairying and market-gardening district. The economy of the district is supported also by logging and allied industries.

Plants processing vegetables and fruits by canning or freezing dot the valley.

Across the Fraser River, accessible by a $4,000,000 bridge, is the Agassiz-Harrison area, rich in logging and agriculture.

4 National Parks In B.C.

British Columbia has four national parks and many provincial parks. The national parks and their acreage are Kootenay, 347,520; Glacier, 333,440; Yoho, 324,480, and Mount Revelstroke, 64,000.

The largest of the provincial parks are Hamber, 2,431,960; Tweedsmuir, 2,299,500; Wells Gray, 1,300,854, and Garibaldi, 612,615.

Lake Cowichan Auto Court
Nature's wonderland nestled in the mountains. On beautiful 26 mile long Lake Cowichan, 57 miles north of Victoria. Excellent swimming and fishing. Water skiing, barbecue, local handicrafts, summer lake regatta. Furnished units with kitchinette, newly decorated. Free Boat to guests or launch your own. Reasonable rates. *Stay a week, get 7th day free.*
Bob, Grace & Myrn McQuinn
Phone 233 Box 160
Lake Cowichan, B. C.

On Beautiful
VANCOUVER ISLAND
British Columbia's Evergreen Playground


Here you'll truly enjoy the accommodations and services of a truly fine motel. Plan to make "The Coho" your vacation headquarters while visiting the Island. Located close to the major island centres and situated in the hub of the Cowichan Valley, the home of the world famous Indian sweaters. Golf — sightseeing—boating — unexcelled fresh and salt water fishing — all these are yours for the asking when you visit "The Coho", one of Vancouver Island's newest, most modern and attractive motels.
For Reservations, Write
P.O. Box 545, Duncan, B.C.
PHONE DUNCAN 1563 or 746-6713

Hill's *Genuine*
Cowichan Indian Sweaters
• Mitts • Toques • Berets
Genuine Indian Carvings
Totems Masks
Indian Baskets
KOKSILAH GENERAL STORE
(One Mile South of Duncan)
35 Miles North of Victoria 35 Miles South of Nanaimo
Vancouver Island, British Columbia

These business men wish to make your stay in this area the most enjoyable possible
Clarke & Son Ltd., Builders Supplies
Chemainus Towing Co. Ltd., Marine Service
Clement Drugs Ltd., The Rexall Store
Chemainus Auto Service Trans-Canada Highway
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Kays Hardware Ltd., Marshall-Wells Store
Key Furniture Ltd. Complete Home Furnishings
Millies Beauty Shop Hair Styling
Mainwaring Fashions Ltd., For Teens & Ladies
The Reeve & Councilors of "The Corporation of the District of North Cowichan"
MacMillan, Bloedel & Powell River Ltd., Chemainus Division
Pattison Pharmacy Ltd., A Complete Drug Service
SAM YEE Groceries & General Merchandise
The Twins Shop Ladies' & Children's Wear
The Turf Grill Lunches—Bus Depot
Wing's Cafe Steaks—Take-out orders

Chemainus-Crofton and District Invites You to Have Your
Most Wonderful Vacation
Vancouver Island's Boating, Fishing and Camping Paradise
A restful, picturesque community situated below mountains and on the sea. Hospitality is a byword here and renowned throughout the northwest. Visitors are welcome anytime, wherever they go.
HOLIDAYING BY BOAT
Chemainus is well charted. It offers a fine, safe harbor—facilities for small boats adjacent to the Government Wharf, safe moorage along the shoreline and nearby islands, gas supplies, boat parts and marine ways. Advantages of making Chemainus the first stop on the trip over from the mainland of the U. S. A. are:
- Canadian Customs
- Block Ice at Dock
- Shopping Centers Near Wharf
- Picnic Facilities—swim, slides, picnic tables
- 5 Cafes, 2 Hotels, Motels Nearby
- Boat Launching Ramps at Chemainus, Crofton
- Marine Ways and Radio Service, Boat Parts

The Fishing's Good!
Fishing around Chemainus and nearby islands is the best on Vancouver Island. Cohoes, Bluebacks and Springs are taken in season . . . the year around. Chemainus and Cowichan Rivers provide steelhead, trout and bass for fresh water Nimrods all year.
Special Celebrations
JULY 1—3 days, Sat., Sun., Mon.—Sports, parade, ball games, queen.
SALMON DERBY—Annual Rod & Gun Club event in mid-July. $1,500 prizes.
52 Miles North of Victoria — 24 Miles South of Nanaimo
For Further Information
Please Write To:
SECRETARY, CHAMBER OF COMMERCE
CHEMAINUS, V. I., B. C.

FAMILY FUN AT CHEMAINUS BEACH

MT. BRENTON—AN EXCITING 9 HOLE GOLF COURSE

CHEMAINUS HARBOR—FOR BIG BOATS AND SMALL CRAFT

Fishing 4th Among Natural Resources

Fourth in value among British Columbia's natural resources is fishing.

It is exceeded in value only by forestry, agriculture and mining.

Salmon are of prime importance. They are caught all along the 700-mile coastline, both by sports and commercial fishermen.

Trawlers also catch many tons of halibut, cod and sole annually.

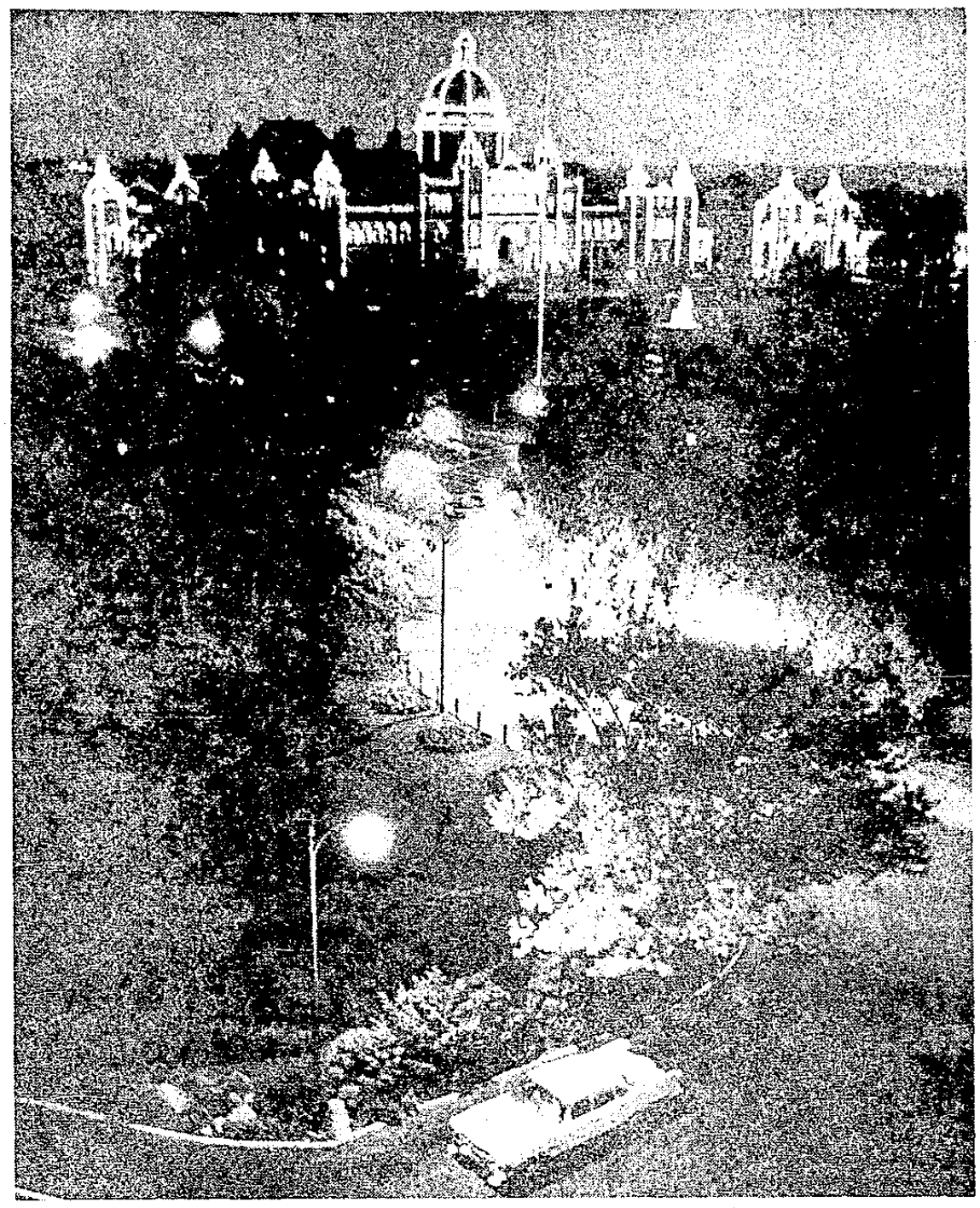
Herring, clams, oysters, shrimp and whale are sought.

Almost 20,000 persons are employed in catching and processing fish. About 35,000 others find employment in ancillary industries.

The annual total value of fishery products has topped $83,000,000.

British Columbia fisheries are managed on a sustained-yield basis.

Victoria Looks Back to 1862



LIGHTS OUTLINE PARLIAMENT BUILDING AT DUSK IN VICTORIA

Thousands of Seattle World's Fair tourists from the 49 other states will want to travel on to Victoria, B. C., while in the Pacific Northwest.

There are those who think of Victoria as a place with retired gentry, swathed in tweeds, cruising the streets in motorized bath chairs and snorting at visitors.

No doubt there are those in Victoria who would like to roll back the calendar to the 19th Century — but it is because they like the charm of that period.

Victoria — all of it — is looking backward this year as it celebrates its 100th anniversary.

Visitors will be invited to peek from the present into the not-so-distant past at the city's year-long celebration.

THE CITY, named for Queen Victoria of England, was established as a fur-trading post in 1843 on a pleasant harbor at the eastern end of Vancouver Island, facing the Strait of Juan de Fuca.

It was incorporated as a city in 1862, and became the British Columbia provincial capital in 1868.

In those days, Victoria was a thriving seaport serving the mining camps in the Cariboo Country and the sealing and whaling fleets.

Later, Victoria boomed again as an outfitting center for miners rushing to the gold strike in the Klondike during the late 1890's.

Thus, Victoria, so sedate an old lady now, sowed plenty of wild oats in her youth.

FORTUNES have been won and lost at Victoria. The memories live on.

To recapture some of the atmosphere of the early days, Victoria this year is sponsoring a series of gala events during its centennial celebration.

The events include pageants, band concerts, Navy Week, garden contests, the Swiftsure Yacht Race in May, Highland games, fish derbies, a film festival, the world's-championship logging contest, exhibitions by the Royal Canadian Air Force and the United States Air Force "aerobatic" teams, Indian games, street dancing and an old-timers' banquet.

Cook Was First To Explore B. C. Coast

The search for the famed Northwest Passage resulted in the first serious exploration of the British Columbia coastline while England and its American colonies still were involved in the Revolutionary War.

Capt. James Cook of the Royal British Navy landed in 1778 at Nootka Sound on Vancouver Island, although the naming of this island had to wait until after another British naval captain, George Vancouver, charted the region in 1792 to 1794.

THERE HAD been voyages off the coast earlier, but none of them furnished widespread knowledge of the region. Sir Francis Drake may have sighted the shore in 1579 but he made no landings.

The Russians earlier that century had explored the seas along the north Pacific coastline. They made no landings either.

The Spaniards sent expeditions into the northern waters in 1774, 1775 and 1779, but these contributed little new information.

THE OVERLAND exploration was pushed by the two great British trade organizations, the Hudson's Bay Co. and the North West Co.

In 1793 Alexander Mackenzie crossed the continent, antedating the Lewis and Clark Expedition by 12 years. Mackenzie was an employe of the North West Co.

Another explorer of this firm was David Thompson, who explored the Kootenay country in 1806-11 and traced the Columbia River from its source to the sea.

Still another was Simon Fraser, who in 1808, made the hazardous descent of the river that now bears his name.

AMERICAN fur traders occasionally penetrated into what became British territory. Of these, Alexander Ross was the most important.

The two big fur companies merged in 1821. The uncontrolled exploitation of the sea otter led to the collapse of the maritime fur trade. The overland fur trade lasted another 50 years.

Until 1846 no boundary existed west of the Rocky Mountains to separate British and American interests. After that boundary was fixed, colonization of the British Columbia area continued until the province was established in 1871.

Wide Range Of Rainfall In Province

The annual precipitation in British Columbia ranges from an average of 264 inches at Henderson Lake (an arm of Barkley Sound) to less than 10 inches at some points in the deeply intrenched interior valleys.

Henderson Lake, the wettest spot of the province, once — in 1931 — recorded rainfall of 320 inches.

Along the west coast of Vancouver Island, the Queen Charlotte Islands and most of the mainland, precipitation annually totals 60 to 120 inches.

The lee side of the islands receive much less. The southeastern coast of Vancouver Island, for instance, receives less than 30 inches a year. Victoria is in this belt.

Most of the precipitation falls in the late fall, winter and early spring.

Elk Falls Motel
Campbell River, B.C.
170 Scenic Miles from Victoria—100 Miles from Nanaimo
☆☆☆☆
Highest Government Rating
Relax
in a beautiful setting—amidst fir trees—on the banks of the famous Campbell River
Complete Housekeeping Facilities
Trout, Salmon, Steelhead in Season
Reservations: Write L. Nielsen, R.R.2, Campbell River, B. C.
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MODERN, SPACIOUS ACCOMMODATION,
in the famous TYEE SALMON fishing grounds
Guides and Boats Available
Reasonable Rates
Rooms with bath, TV and phone, 6.00 Single, 8.00 Double
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OPEN DAILY FROM 6 A.M. TO 12 P.M.
Steak and Chicken Dinners Our Specialty
SMORGASBORD
Every Saturday from 5 p.m. to 10 p.m.
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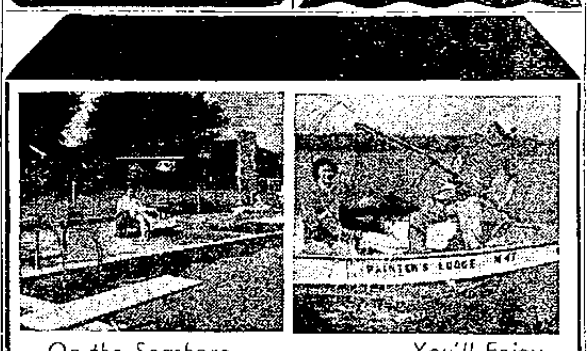

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PAINTER'S LODGE and RESORT
at **CAMPBELL RIVER**
VANCOUVER ISLAND BRITISH COLUMBIA, CANADA
- Facilities to suit every taste from luxury Lodge accommodation with all amenities to tent-cabins, trailer hook-ups and camping area.
- World famous fishing for giant Tyee, Chinook and Silver salmon, cutthroat and rainbow trout.
- Exciting outdoor recreationals for all the family.

FOR RESERVATIONS, PHONE ATwater 7-6201
or write Box 460, Campbell River, B. C., Canada
Member EXPO-LODGING AMERICAN EXPRESS CARDS HONOURED

Mileage to CAMPBELL RIVER (167)
Miracle Beach (150)
Courtenay (140)
Qualicum Beach (99)
Parksville (92)
NANAIMO (59)
Ladysmith (56)
Chemainus (52)
Duncan (39)
VICTORIA

FROM SEATTLE BY CAR and FERRY
YOU'RE LESS THAN 7 HOURS AWAY, SO
VISIT CAMPBELL RIVER on
VANCOUVER ISLAND
BRITISH COLUMBIA, CANADA
So outstanding it was featured in full color in the Saturday Evening Post for its world famous tyee fishing and its magnificent scenery. You'll enjoy golfing the year 'round on its sporty 9-hole course.

CALENDAR OF FISHING

SALMON		TROUT
TYEE	JULY, AUGUST and SEPTEMBER	RAINBOW and CUTTHROAT ALL YEAR
COHOE	JULY, AUGUST SEPTEMBER and OCTOBER	
SPRINGS	APRIL to SEPT. ALSO WINTER SPRINGS	STEELHEAD DECEMBER, JANUARY FEB., MARCH, APRIL
BLUEBACK	MAY JUNE JULY	

★ Boat Launching Ramps ★ Charter Plane Service
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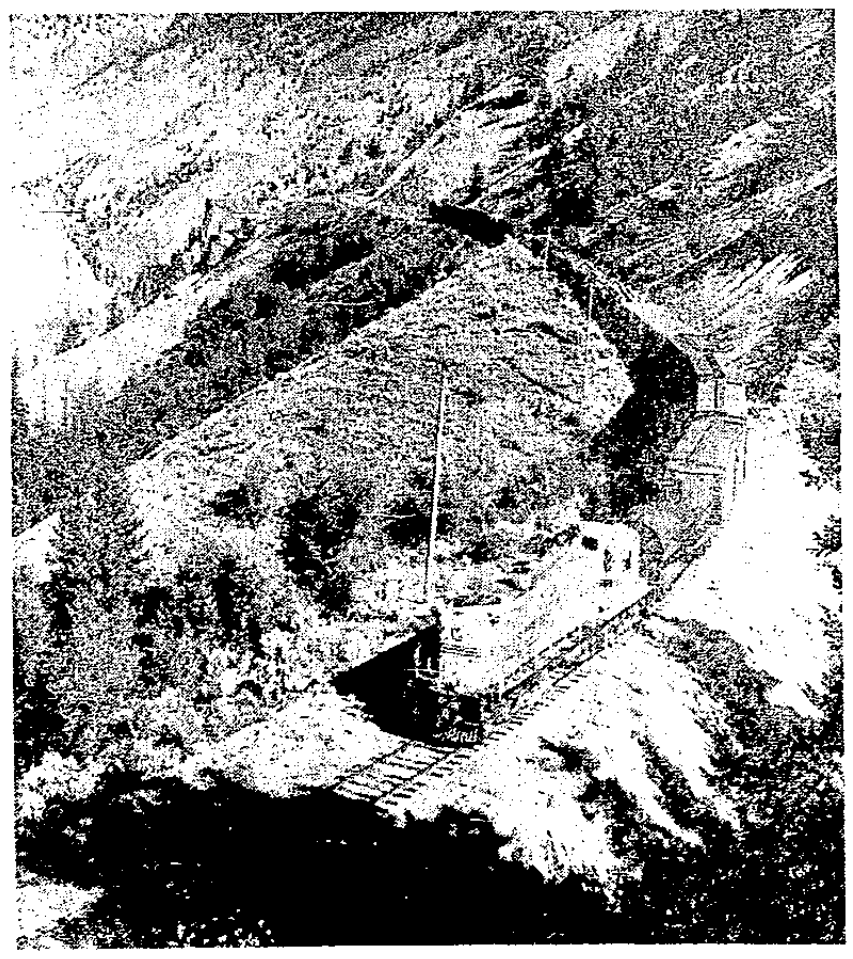
★ Service Clubs ★ Airport
★ Modern Hospital

ACCOMMODATIONS FOR ALL IN EVERY PRICE RANGE. FROM PROVINCIAL PARKS TO TRAILER COURTS and CABINS — TO MODERN MOTELS and FINEST RESORTS.

For advance reservations — full facts — beautiful free color brochure—write Campbell River and District Chamber of Commerce, Tourist Information Desk, P. O. Box 899, Campbell River, Vancouver Island, B. C.

EXCITING HISTORY:

Peace River Line Vital Link



PACIFIC GREAT EASTERN TRAIN IN RUGGED FRASER CANYON

How the Pacific Great Eastern Railway overcame the rugged Cariboo Country to lay tracks between Vancouver and Dawson Creek and Fort St. John in the Peace River Country one of the exciting railway stories of the century.

It has opened a commercial and tourist artery through the central areas of British Columbia to take to market the untold wealth of the province.

The final link between Vancouver and Squamish, at the head of Howe Sound and formerly the southern terminus of the railway, was completed in 1958.

The discovery of immense reserves of natural gas in the Peace River country has enhanced the industrial potential of the entire Pacific Northwest.

The new town of Taylor, 35 miles northwest of Dawson Creek, has a $30,000,000 natural-gas-gathering plant.

A large gas pipeline crosses the Peace River and serves all British Columbia south to Vancouver and into Washington.

Prince Rupert May Be Major Alaska Link

It is not coincidence that Prince Rupert, only 40 miles south of Alaska is being groomed as a possible major outlet for shipping freight to Alaska.

In addition to being the closest Canadian port to Alaska, Prince Rupert is on one of the finest natural harbors in the world.

Further, it is the western terminus of the Canadian National Railway extension running 488 miles from Prince George.

THE PROPOSAL is to ship cargoes from the East and Midwest in the United States on the Canadian National Railways to Prince Rupert, where they would be transshiped by barge to Whittier.

There, they would be picked up by the Alaska Railroad.

The idea is not new. But is proof of the growing importance of Prince Rupert as a port.

PRINCE RUPERT, with a population of 11,500, is the largest coastal city in British Columbia north of Vancouver.

Five major oil companies operate landing piers. A 1,250,000-bushel grain elevator also graces the waterfront.

Prince Rupert is the largest halibut - landing port in the world. It receives fish from the Bering Sea, Alaska and many other Pacific areas.

FAR TO THE inland, is Prince George, reached from Prince Rupert, by Route 16 and by train.

Prince George has 13,500 people. It is the major entrance of the route to the coast and northward toward Dawson Creek.

The coast road serves Vanderhoof, Burns Lake, Smithers, Hazelton and Terrace.

Prince George is at the northern end of the Cariboo country. It has a thriving lumbering industry, and is a shipping center for beef raised on the Cariboo ranges.

This inland city also is served by the Pacific Great Eastern Railway.

Towering Peaks Found in B. C.

High mountains and waterfalls are numerous in British Columbia. The highest mountain is Mount Logan, 19,850 feet. Others include Fairweather, 15,300; Quincy Adams, 13,560, and Waddington, 13,260.

Della Falls, one of the highest in the world, is 1,443 feet. Hunlen Falls in 1,300; Takakkaw Falls, 1,200, and Helmcken Falls, 450.

Fraser River Longest

Lengths of the main British Columbia rivers are the Fraser, 850 miles; Llard, 300; Peace, 175; Columbia, 466; Skeena, 360; Stikine, 335, and Nass, 235.

Always Good Fishing!



Tyee Salmon From Comox Bay

COMOX VALLEY
Upper Vancouver Island
B. C.
- 147 Miles from Victoria
- 69 Miles from Nanaimo

A Holiday Wonderland Surounded by Matchless Scenery. Yes, Right in the Heart of the Sports Fishing Area of Vancouver Island, Abundant with Sandy Beaches, Mountains, Excellent Campsites, Lodges, Hotels and Motels. Come and Enjoy Our Hospitality.

★ Salt and fresh water fishing
★ Swimming, water skiing, boating
★ Hiking, Mountain Climbing
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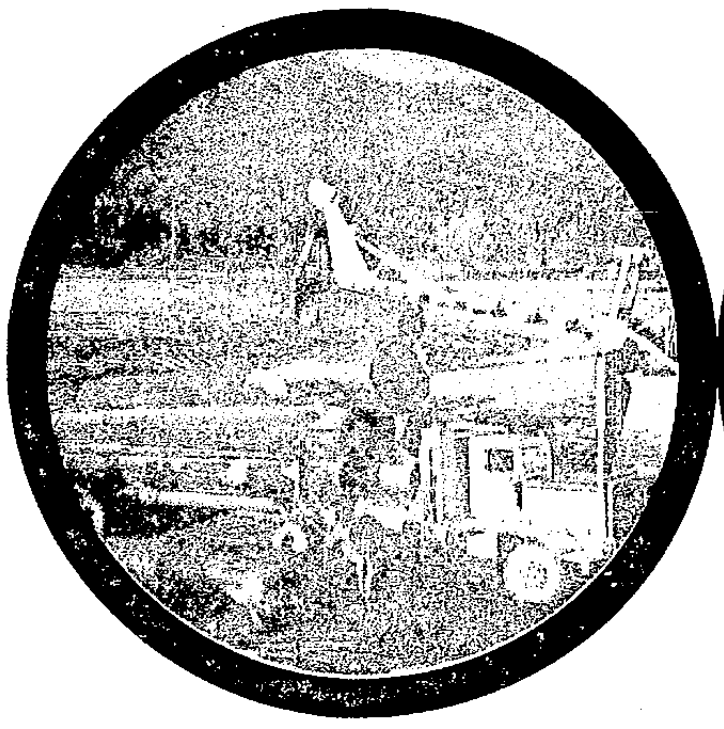
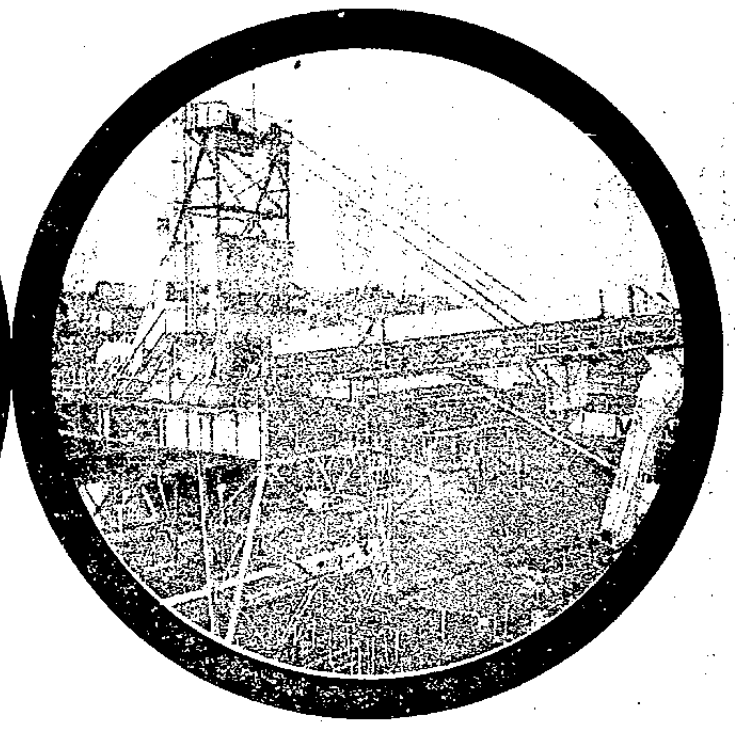
A Modern Community of Friendly People
. . . You Will Never Regret A Visit To This Part of British Columbia
Courtenay - Comox Chamber of Commerce







Be part of British Columbia's bright future

Plentiful resources, vast hydro-electric potential now under development, ample reserves of oil and natural gas, and a rapidly expanding population push the exciting growth of Canada's Pacific Province.

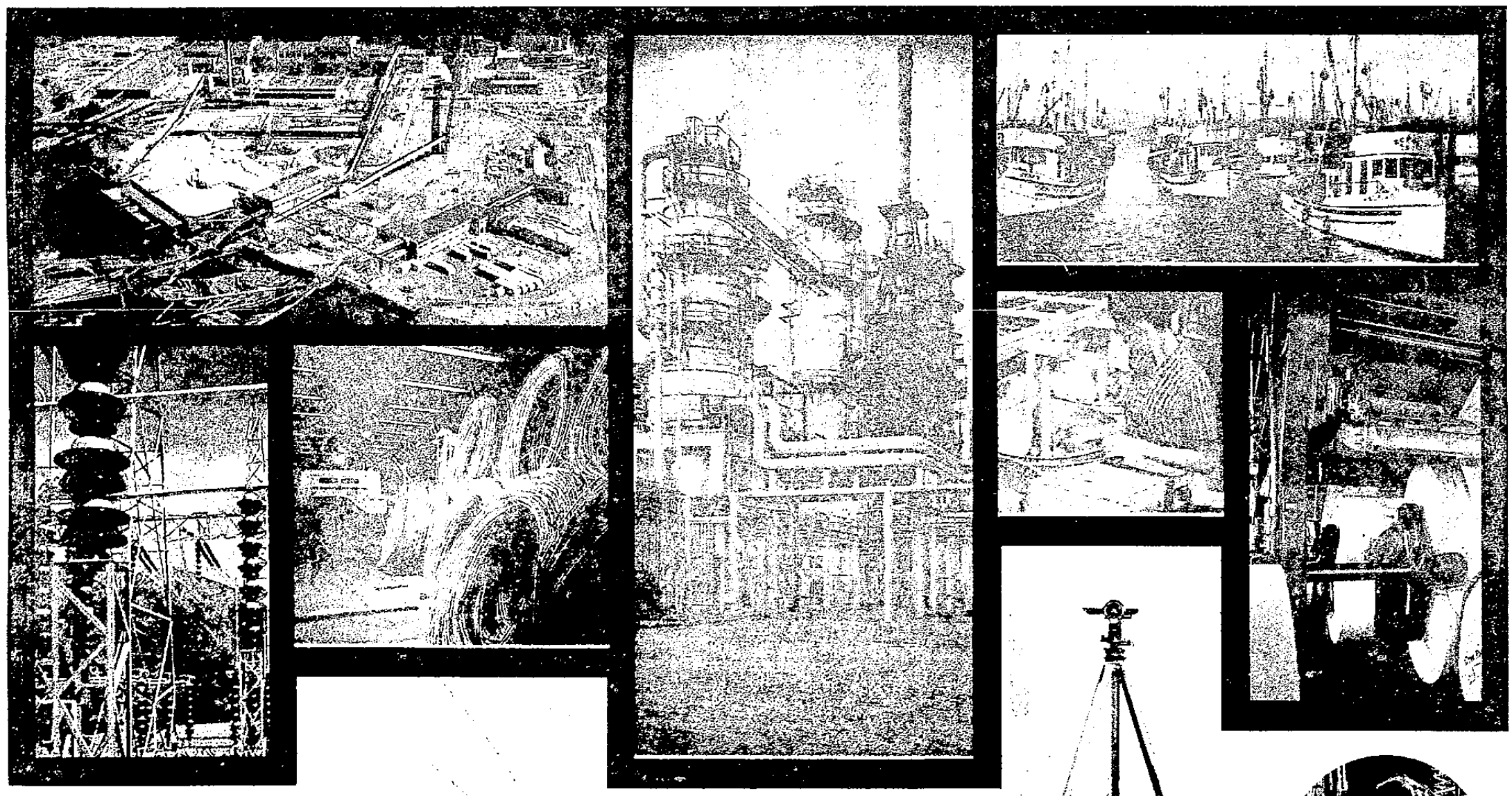
There are wonderful opportunities awaiting you right now in British Columbia. Whatever your business or field of interest, B.C.'s prosperity and continuing growth present an invitation to you unmatched in scope.

Look at her future. B.C. is one of the world's last frontiers. It is larger by some 50,000 square miles than Washington, Oregon, and California combined, and within its borders are a wealth of natural resources: timber, minerals, oil and natural gas, a prosperous agricultural industry, and one of the continent's richest fisheries.

In every major industry in B.C. new expansion programs are under way. Vast mining projects, pulp and paper mill construction, the continent's largest oil and natural gas development program of the decade, rapidly expanding secondary industries, a ten year, billion dollar new highways program, and two hydro-electric projects that rank among the world's largest.

The resource most necessary to an area's continuing development is people, and here B.C.'s record of growth is shown in sharp relief. In the past ten years, B.C.'s population has risen 41% – a rate of growth greater even than California's!

This is tangible evidence of the Province's future. Every year proves better than the last, and 1962 is no exception. Somehow, before another record-breaking year passes, shouldn't *you* be represented here?





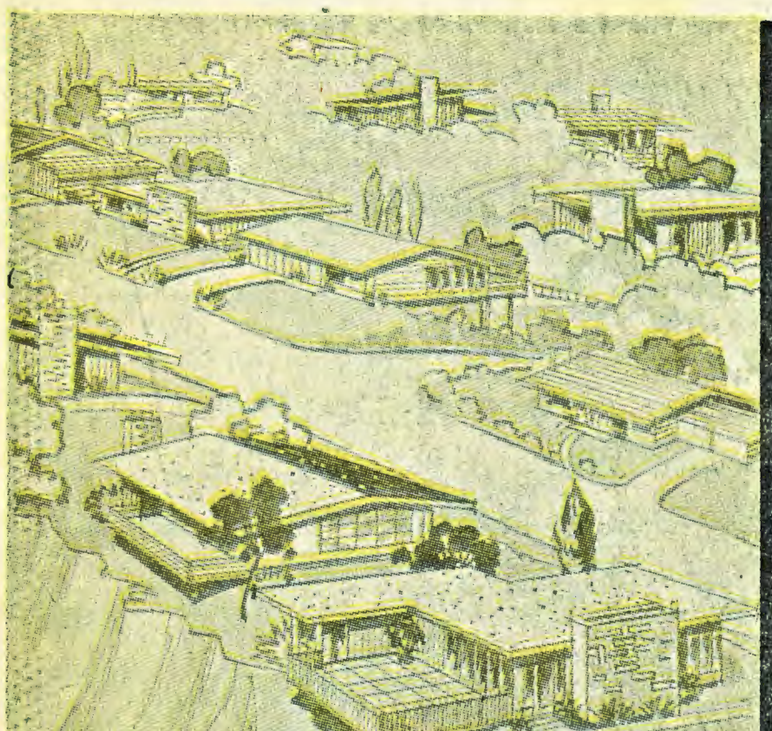
The opportunities for investment in B.C. are unlimited. Write or visit this department for further information and for the answers to any questions you might have.

Government of the Province of British Columbia

Department of Industrial Development, Trade and Commerce

Hon. R. W. Bonner, Q.C., Minister

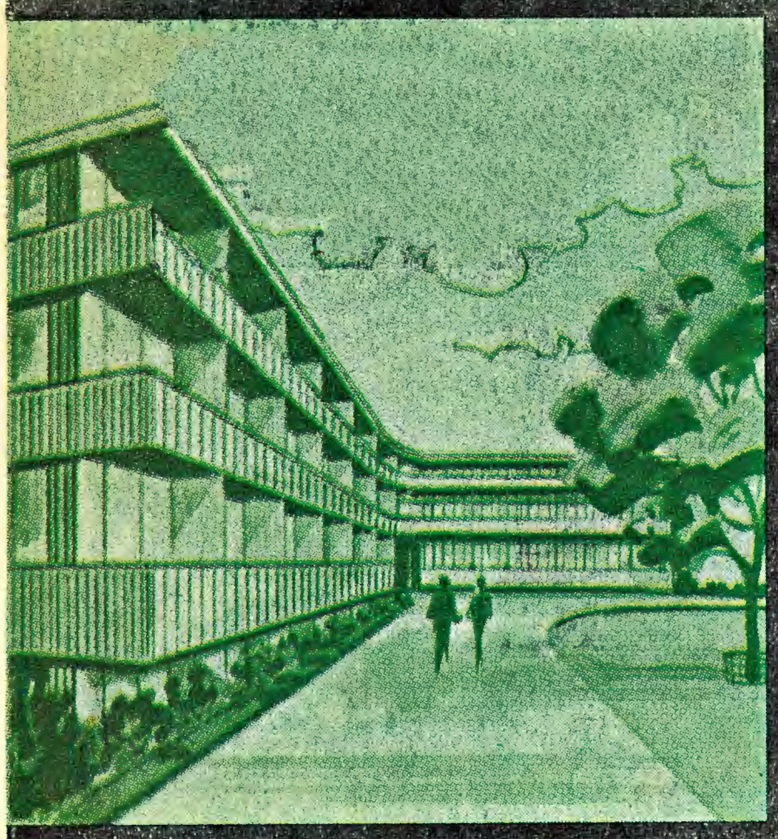
PARLIAMENT BUILDINGS, VICTORIA, B.C.



Land Development



Shopping Centers



CO-OP Housing



Industrial Parks

★ The Seattle Times ★

WORLD'S FAIR
SOUVENIR
EDITION

SUNDAY , APRIL 8th, 1962

City of TOMORROW

U. W. Seeks to Expand Knowledge, Service



MODEL OF WING PLANNED FOR HEALTH SCIENCES BUILDING
Addition will house cancer research and a primate center

By ELIZABETH WRIGHT EVANS

The University of Washington is one of the nation's strongest and fastest growing institutions of higher learning, its faculty and staff devoted to two primary aims:

1. The maintenance of an undergraduate program covering the ever expanding field of human knowledge.

2. Making contributions to that knowledge through research and study by both faculty and graduate students.

President Kennedy recognized the university's increasing importance among such institutions by coming last November to speak at Washington's convocation.



PRESIDENT KENNEDY AND DR. ODEGAARD
At University of Washington convocation

"THE UNIVERSITY," Dr. Charles E. Odegaard, University of Washington president, said, "is building a program of service to the institution and advancing fields of knowledge, but at the same time is maintaining a strong interest in its undergraduates.

"The rapidity of change in the world in which we live means constant effort on the part of educators to keep up.

"The university sees itself as a prime resource for helping adults in a changing world."

Campus research projects will be aided, he said, by a major addition to the Suzzalo Library, a new type of Van de Graaff accelerator to augment the work of the ten-year-old cyclotron, a Primate-research Center for the Medical School and a Research-Computer Laboratory.

"MAINTENANCE of action on the forefront of science and learning grows more demanding every year," Dr. Odegaard said, "not only with regard to the men who man the offensive.

"It requires, too, ever more in the way of physical facilities — in laboratories and libraries as well as in structural space."

Of the library addition now being constructed, the president said:

"The 154,000 square feet to be added to the existing 91,000 square feet will permit the main library to serve as an academic workshop, especially for the disciplines in the humanities and social sciences.

"Twelve hundred seats will be added to the existing 1,200 seats. And since the books will be on open shelves, undergraduate readers will find intellectual treasure trove far beyond anything available to them now."

THE NEW LIBRARY addition will mean, Dr. Odegaard said, that book collections can be reorganized functionally, manuscripts specially housed.

Newspaper and other microfilm collections will be reassembled in special areas equipped with 25 cubicles, each with its own reading device.

The new Van de Graaff nuclear-particle accelerator will enable scientists to make refined and detailed measurements of nuclear energy levels and to carry out other experiments.

Funds from the National Science Foundation will finance the work.

The research Computer Laboratory provides high-speed electronic-computing services to colleges and universities in Washington, Oregon, Idaho, Montana, Alaska and British Columbia.

TWO COMPUTERS provide the potential for solving quickly complicated mathematical problems in physics, chemistry, engineering, meteorology, statistics, psychology and other sciences.

One computer, the I. B. M. Model 709, is valued at $2,500,000. It was obtained without cost to the university.

Construction of a new computer building is scheduled to begin in June.

Dr. Odegaard said few educational institutions have primate-research Centers such as Washington's, where the primates' behavior will be studied and experiments involving them will be performed.

The Primate Center will be in a new wing of the Health Sciences Building, which also will house a new cancer-research unit. This wing will be financed by grants from he National Institutes of Health, totaling approximately $2,500,000.

THE CANCER UNIT will be devoted to basic studies of organic cells.

The American Cancer Society long has recognized the pre-eminence of the University of Washington School of Medicine in cancer research.

Since the school was organized little more than a decade ago, the society has given it more than $1,000,000 for medical research.

The school, Dr. Odegaard said, teaches more students — many from other university departments taking individual courses — than does any other medical school in the United States.

Peninsula Sunshine Belt Beckons

When the late Betty McDonald wrote the best seller, "The Egg and I," about the Olympic Peninsula she could not have foreseen that only 15 years later the area would see the construction of one of the largest retirement areas in this state.

Ocean Grove, being developed by the Balch Land Development Corp., is predicated on the rediscovery of a "sunshine belt" that was favored in the 1880's by health-seekers — and later almost forgotten.

For many years it was inhabited by farmers and chicken-raisers such as Betty MacDonald described.

The first retirement villages of Ocean Grove are eight miles southwest of Port Townsend, where 400 lots are developed. Eventually there will be 1,000 homes.

The rain clouds are wrung dry by the Olympic Mountains before they reach the "sunshine belt."

Outstanding scenery, proximity to hunting and fishing, as well as the climate, are expected to make the new retirement villages grow fast.

Senator Forgives Perry 'Comma'

When Perry Como saluted the World's Fair on a television program some months back, there were howls of indignation when the singer referred to Washington's Senator Magnuson as "my good friend, Senator Mag-noo-son."

Como did another show later, by popular demand, and left everyone with a chuckle.

"I called Senator Magnuson to apologize," Como said, and the senator replied, 'That's perfectly all right, Mr. Comma.'"

Elliott Bay Has Chaplain's Name

Elliott Bay was named for the Rev. J. J. Elliott, chaplain of a vessel commanded by Capt. Charles N. Wilkes, early-day United States Navy explorer.

Lake Hills Growth Impressive

Lake Hills, a community that began only six years ago on hilltops between Bellevue and Lake Sammamish, is the kind of community that pessimists had described as impossible to accomplish.

Larger than any other planned Seattle-area community, it typifies the foresight of many builders and developers.

R. H. Conners, the developer, bought 1,200 acres in 1946. He has added 300 acres since. George Bell has constructed most of the 4,000 homes. Bell expects to build 12,000 more homes over the next ten years.

Homes sales average 600 annually.

John Anderson, architect, has designed 38 floor plans, each with at least three elevations.

The original Lake Hills community has been joined by Ivanhoe Park and Lochmoor, all developed and built by the original planners.

SCHOOLS IN the Lake Hills area are a half mile apart on land that was sold to the school district for cost.

There are eight churches serving the community.

Mr. and Mrs. Edward C. Gross, pioneer Lake Hills residents who sold their home when their family outgrew it, decided to buy another in Lake Hills because of the proximity to a church of their choice, the St. Louise Church, which also operates a school. Their children are Mary Kate, 6; Eddy, 4, and Meg Ann, 1.

The Lake Hills medical center has eight physicians. There also are groceries, banks, drugstores, other small businesses and a public library.

The developers recognized that many home-seekers want to live in a community of people with like interests and similar incomes.

They planned the sewerage so that it could handle twice as many homes as there are now. It will be connected to the Metro system in June.

The planners provided a 2,000,000-gallon water-storage tank. A second tank is under construction.

The developers landscaped the arterial roadways. More than 1,000 white birches were planted along the main boulevard.



MR. and MRS. EDWARD C. GROSS and MARY KATE, 6, EDDY, 4, and MEG ANN, 1
'Pioneer' Lake Hills residents and their second home in the community

AS THE community grew, Connors and Bell realized that children needed recreation facilities other than those provided by school playgrounds. They donated the land and financed the building of a community club with a swimming pool, and a ballroom.

The variety of architecture found in Lake Hills is typical of many new community developments.

The buyer may choose a home with one or two stories, any of a variety of carports or garages and either finished or unfinished basements. The styles range from contemporary to traditional colonial.

The prices range from $15,000 to $45,000.

Lake Hills has won many national awards. Its Riviera-design house alone has won three, from House and Home, American Home and McCalls.

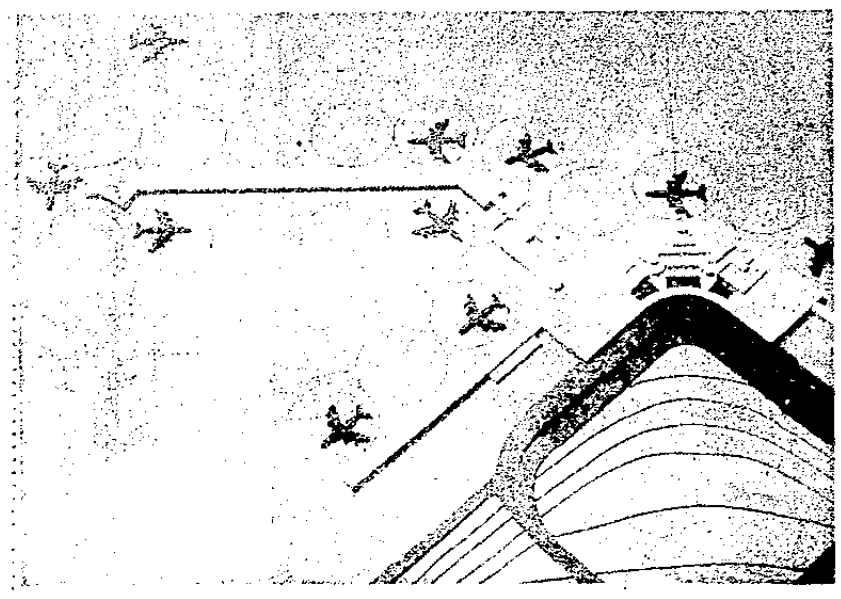
Fair Pleases Daughter Of Mercer Girl

Mrs. Lute Robb, daughter of a pioneer family here — her mother was a Mercer Girl — is "breathless" over the fair. She is positive it will be even better than the Alaska-Yukon-Pacific Exposition here in 1909.

Mrs. Robb, who resides at 6710 34th Av. S. W., will take in all aspects of the fair despite difficulty in walking. Her father was Charles Townsend Terry, who came across the Plains to Seattle in 1852. Her mother was Georgia Pearson, a Mercer Girl who arrived here May 16, 1864.

$9,000,000 PROGRAM:

Seattle-Tacoma Airport Grows



THE SEATTLE-TACOMA INTERNATIONAL AIRPORT OF THE FUTURE
Long building wing at top left is a proposed development

Seattleites will recognize the central building in the architect's sketch of the Seattle-Tacoma Airport.

The Port of Seattle, owner and operator of the airport, is involved in $9,000,000 terminal expansion and improvement program to provide efficient operation in the jet age.

Seattle's airport, when it was built, was considered one of the handsomest in the country—and one of the most useful. The jet age has changed airport-facility needs and the Port of Seattle plans to keep up with the changes.

The new terminal will be able to accommodate more than 3,000,000 passengers annually. Changes will be made to provide departing facilities on the upper level and arriving facilities on the lower level, each served by a four-lane automobile drive.

Concourses will extend out from the central area to include gate lobbies for each plane position; they are designed to accommodate second-level bridges to carry passengers directly to the aircraft's doors.

Friends and families of passengers will have the advantage of large glass areas to view the activity of jet travel. The glass will be tinted gray and will be a heat-absorbing type for passenger comfort; most public areas will be air conditioned.

STRATEGIC!

48% of the important 8 million Pacific Northwest market is served most profitably from Andover...

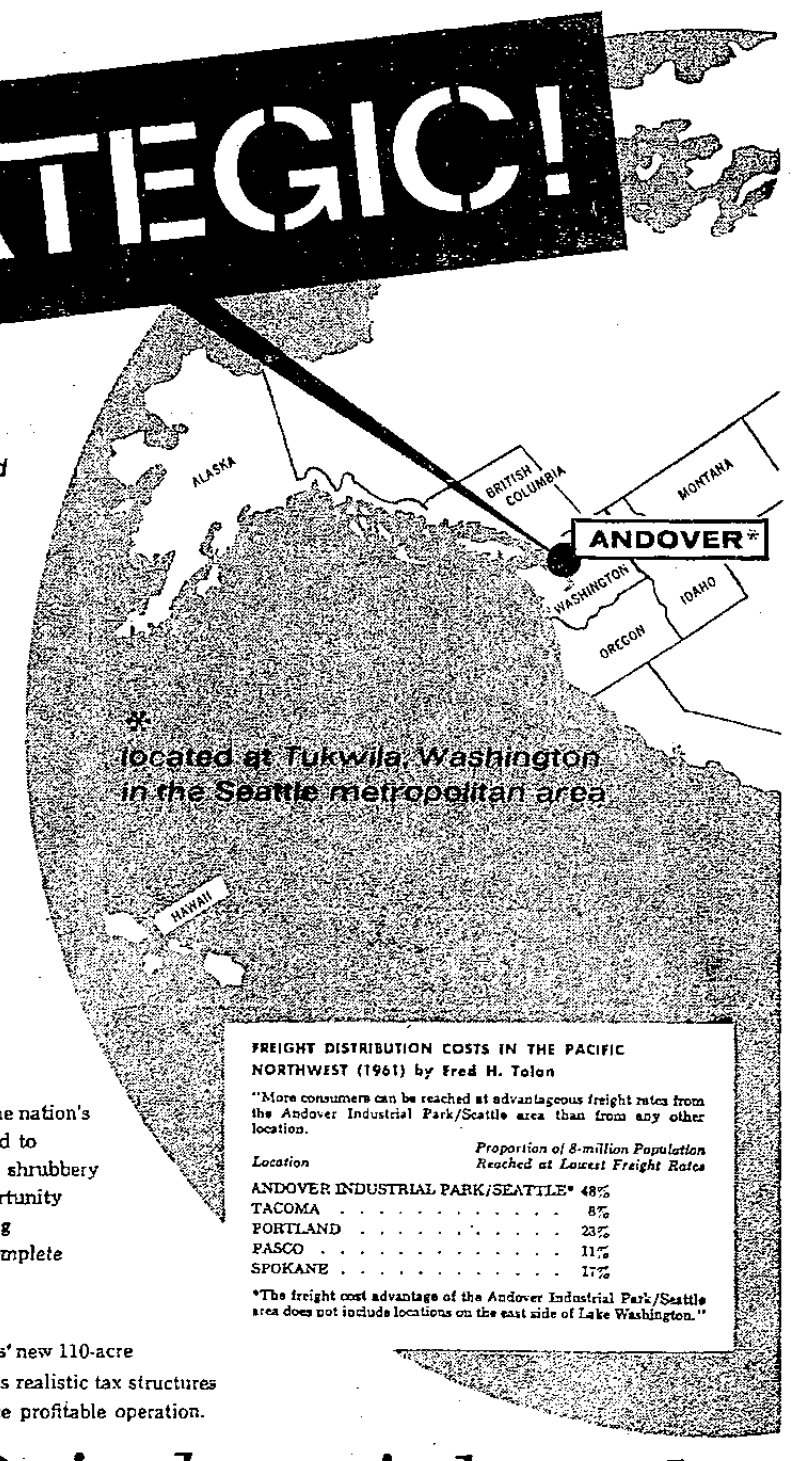
STRATEGICALLY located in Tukwila, near Seattle's metropolitan area, Andover Industrial Park offers industry an opportunity to reduce distribution costs and serve an increasingly-important major market with a supporting population in excess of 8 million people.

TRANSPORTATION networks converge at Andover, giving it a unique competitive advantage in both lower freight rates and rapid routing. Located directly on the new north-south and the east-west freeway systems, with a major interchange at the front door, the Park enjoys near-perfect auto-freight service.

IMPORTANT four-way rail service is available. Spurs run to the buildings from the main lines of the Union Pacific and the Milwaukee Road. The Great Northern and the Northern Pacific serve through switching arrangements with the other two railroads. The Seattle-Tacoma airport and Boeing Field are within minutes of Andover, and nearby seaport facilities provide water transportation.

DESIGN advantages include all the desirable features of the nation's leading industrial parks – architectural conformity, designed to enhance the park-like appearance of the Park . . . attractive shrubbery and landscaping . . . building set-backs giving firms an opportunity to present their best image to the public . . . offstreet parking . . . rear and side freight loading . . . wide, paved streets . . . complete underground utilities including electric power and natural gas, storm drains, santitary sewers and telephone systems.

"PLUS" FEATURES include Southcenter, Allied Stores' new 110-acre regional shopping center, adjoining the Park property – plus realistic tax structures (no B & O tax) and desirable zoning ordinances to enhance profitable operation.



*located at Tukwila, Washington in the Seattle metropolitan area

FREIGHT DISTRIBUTION COSTS IN THE PACIFIC NORTHWEST (1961) by Fred H. Tolan

"More consumers can be reached at advantageous freight rates from the Andover Industrial Park/Seattle area than from any other location.

Location	Proportion of 8-million Population Reached at Lowest Freight Rates
ANDOVER INDUSTRIAL PARK/SEATTLE*	48%
TACOMA	8%
PORTLAND	23%
PASCO	11%
SPOKANE	17%

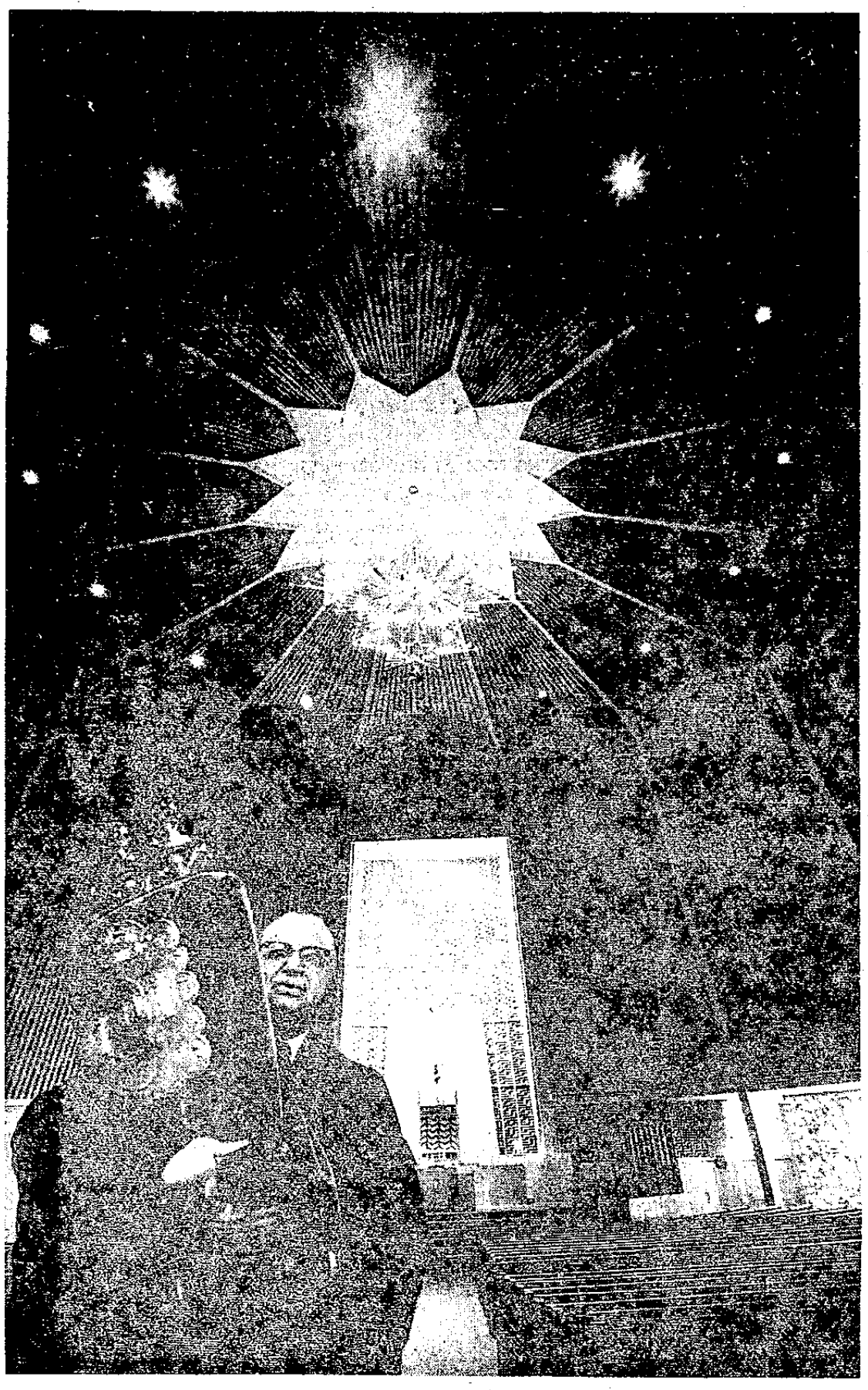
*The freight cost advantage of the Andover Industrial Park/Seattle area does not include locations on the east side of Lake Washington."

ANDOVER *industrial park*

Andover Industrial Park is providing 325 acres of completely-improved industrial sites, strategically located to improve earnings for companies serving Pacific Northwest states, including Alaska and Hawaii. Zoned specifically for light industry and distribution, Andover is located in Tukwila, Washington, just minutes from metropolitan Seattle. Sites of 1 to 20 acres are now available. Your inquiry will be given immediate attention.

DEVELOPED BY PUGET WESTERN, INC.
a subsidiary of Puget Sound Power & Light Company
WASHINGTON BUILDING • SEATTLE 1, WASHINGTON • MAin 4-7100

Visitors Admire Beauty Of Temple De Hirsch



TOMORROW'S TEMPLE: Rabbi Raphael Levine held a torah in the foreground of the new Temple De Hirsch. Visitors from all parts of the country have admired the temple, one of the most beautiful in America. This photograph, taken with a special wide-angle lens by Paul Thomas, Times staff photographer, shows the interesting design of the ark and a portion of the decorative windows as well as the ceiling light fixture. The torah, first of its kind presented during Rabbi Levine's tenure at the temple, contains hand-inscribed holy works. The temple will seat 1,000 persons.

MAJOR CENTER:

30 Hospitals in Seattle Area

Seattle and its suburban communities have kept pace, with the need for more and better hospitals.

Seattle's standing as a major medical center is supported by 30 hospitals dedicated to keeping up with the giant strides being made in research and technology.

The 150,000 persons who receive care in these hospitals during a year have virtually all the advantages to be found in any hospital in the country.

Major Seattle hospitals are active in patient care, research and education. Smaller hospitals, principally in the suburbs, are devoted primarily to patient care.

Swedish Hospital, Virginia Mason Hospital and Providence Hospital are associated with laboratory-research activities where practicing physicians may carry out investigative studies.

The University Hospital at the University of Washington Medical School participates in a broad program of laboratory and clinical research.

SOME OR ALL of these hospitals, along with Doctors Hospital, Children's Orthopedic Hospital, Cabrini Hospital and Harborview County Hospital, provide postgraduate and special education for physicians, basic and postgraduate education for professional nurses, clinical experience for student practical nurses and training for medical technologists, X-ray technicians, physical therapists, medical-record librarians and dietitians.

Through in-service programs the hospitals train nursing aides, orderlies and surgical technicians.

Many of the hospitals provide opportunities for older teen-agers to get a taste of hospital work by giving them part-time employment after school and during summer vacation.

While research and education are important functions of Seattle hospitals, patient care remains the focal point of public attention. Changes in patterns of patient care have affected old and new hospitals alike.

HOSPITALS BUILT in recent years, such as the University Hospital, Group Health Hospital, Northwest Hospital, West Seattle General Hospital, Burien General Hospital, Overlake Memorial Hospital and Ballard General Hospital, were planned with new functions in mind.

Older hospitals have been remodeled and modernized and have built additions to meet new needs. These include Swedish Hospital, Virginia Mason Hospital, Seattle General Hospital, Cabrini Hospital and Doctors Hospital.

Providence Hospital recently announced plans to construct a new main building and to convert the present hospital building to a maternity center and convalescence center for self-help patients. Maynard Hospital also plans a new wing.

Federal hospitals in the area include the Veterans Hospital and the Public Health Service Hospital.

Typical of the demands for new facilities to support medical advances are the new surgical suites recently constructed or under construction at several hospitals.

The operating rooms in these departments are larger than before, to accommodate new apparatus and the physicians, nurses and technicians required to operate them, all in support of the surgeon to assist him in undertaking procedures previously considered impossible.



GEORGE JENKINS OF RICHLAND DEMONSTRATED HIS REMOTE CONTROL OF TV SET ATTACHED TO CEILING

Virginia Mason patient had bed he could manipulate and intercom system with nursing station

Operating inside the heart is the well-known example of this new break-through in surgery. Others will follow.

EVERY NEW OPERATING suite has several oversize operating rooms, or two rooms that can be opened into one, where it may be possible in the future to transplant human organs from one person to another.

This is still in the research stage, but the rate of progress being made prompts hospital designers to foresee the possibility.

Faced with an almost continuous demand for new services and new equipment, the hospitals have organized a community-wide planning effort through the Seattle Area Hospital Council.

The purpose of long-range, over-all community planning is to prevent the building of more hospital beds than needed and to encourage expansion of facilities where needed.

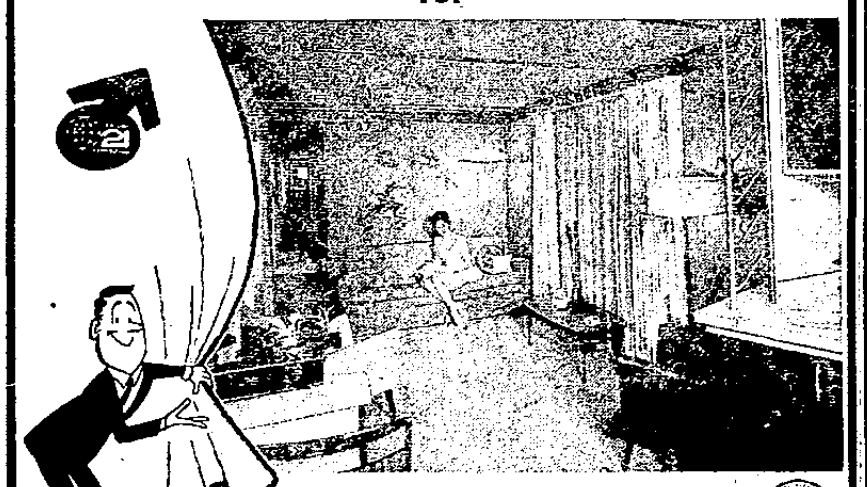
Another objective is to avoid needless duplication of highly-specialized, but only occasionally used, services requiring expensive equipment and skilled technicians who are in short supply.

Despite a population increase of more than 60 per cent in the Seattle area since the Second World War with a corresponding rise in the number of hospital admissions, the number of patients in Seattle hospitals on a given day has changed little.

This paradox is explained by a drop in the average length of time a patient stays in a Seattle hospital from 8.7 days in 1946 to 5 days.

World's Fair Headquarters

for



American

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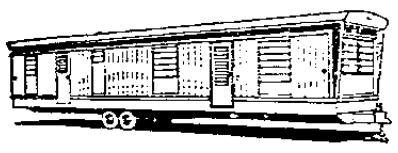

SEARCHING? You'll like the sculptured lines of this residence ... the enchanting interiors with 16 wonderful arrangements ... the no-nonsense GOLD SEAL construction reliability—*all the luxury of an expensive home ... at an exceptionally affordable price.* See AMERICAN first.

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So nice to come home to...

for a better life your future is...



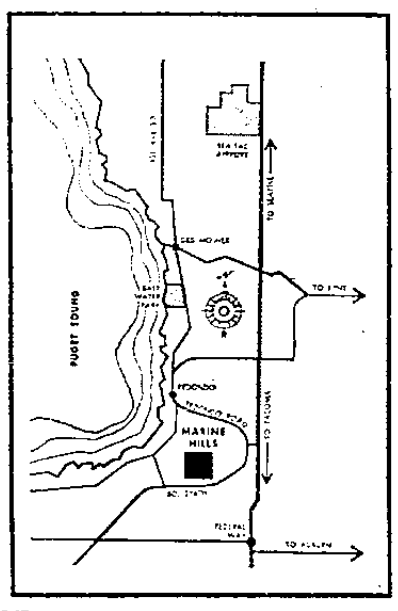
MARINE HILLS

Marine Hills is a restricted residential park with a panoramic view of Puget Sound and the Olympic Mountains. Over 130 discriminating families are living here, drive out and you will see why.

This beautiful and scenic area, when completed, will consist of 400 homesites, one third- to one half-acre tracts. Beside the Sound and mountain view, some acres are wooded and all feature underground power and telephone lines. A multi-million dollar shopping center is only five minutes away. All schools are within a one-mile radius and the new freeway is equally as close.

Each home is individually planned under supervision of an architectural control committee. Don't miss seeing this area before buying.

PRICE RANGE $25,000 TO $60,000



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TA 4-6790

SOCIETY GAINS:

Educator Pleased By College Competition

"The traditional existence of both public and private institutions has brought great strength to the American educational enterprise," the Very Rev. Albert A. Lemieux, S. J., president of Seattle University, said in an interview expressly for The Seattle Times World's Fair Souvenir Edition.

"Competition among institutions, conducted in an atmosphere of mutual respect, has been beneficial to American society," the president pointed out.

He added that the role of Seattle University, and of other private universities and colleges, will be determined largely by how seriously citizens believe in the breadth and strength of their freedoms.

The diversity in size and programs of private Pacific Northwest educational institutions has brought these advantages:

1. A rich variety of educational opportunities for students and scholars of differing abilities and interests to meet America's need for many talents trained for many purposes.



FATHER LEMIEUX

2. Freedom from central control and from standardization through distribution of the management of our higher educational institutions.

3. Healthy competition in the development of more effective and productive programs of instruction and research.

"Tuition income, which meets only 60 per cent of the cost of educating the student, must continue to be implemented by other contributions," Father Lemieux said. "One of the encouraging trends in this regard has been increased support by corporations and individuals."

A marked increase in the number of college-age students in coming years will exert continuing pressure on private and educational facilities.

In 1960 there were 144,578 young men and women between the ages of 18 and 21 in this state.

By 1970 this age group will have increased to 276,616—almost doubling in a decade.

Private education will share the responsibility of providing educational opportunity for these students.

NEWPORT HILLS:

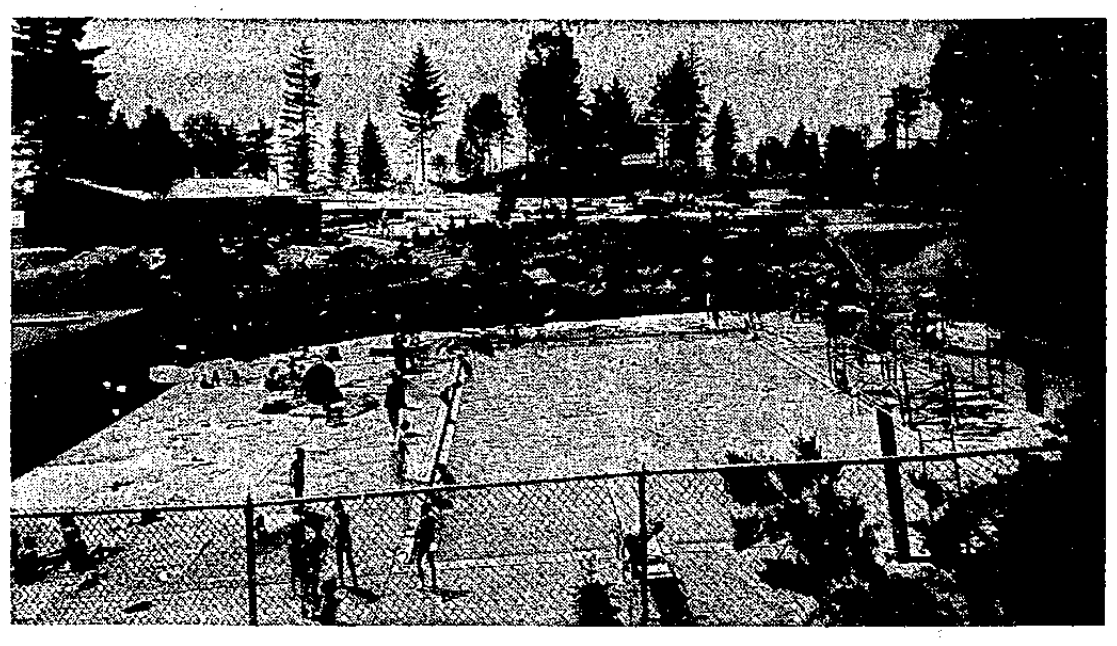
Suburban Shopping Center Planned

The first announcement was made today of a 100,000-square-foot, mall - type suburban center to be constructed this year at Newport Hills.

The center will have a major supermarket, large drugstore, hardware store, branch bank, beauty parlor, service station and other businesses.

There will be a medical-dental building for which leases already have been signed.

To protect the quality image of Newport Hills, the center will be separated from residences by 200 attractive garden apartments of one-, two- and three-bedroom units.



SWIMMING POOL AT NEWPORT HILLS

THERE WILL be a separate recreation park and swimming pool for use of the apartment occupants.

Newport Hills is a development of the Seattle mortgage-and-real-estate firm of White & Bollard.

The firm's president, Vernon V. Brice, and treasurer, Robert Keever, began planning this major suburban residential community of better-quality houses five years ago at a time when the concept of a "quality neighborhood" was unproved.

Newport Hills is typical of many fine suburban developments east of Lake Washington.

Marine Hills, to the south and off the Seattle-Tacoma Highway, is another where thoughtful builders left every native tree possible, where the influence of creative builders and architects is shown by remarkable individuality in home styles.

The developers provide wide, curved streets for both beauty and safety.

LONG BEFORE construction of homes began in Newport Hills, paved streets, storm drains, city water, natural-gas mains, sanitary sewers and electric power for the area were designed.

Assurance of adequate schools and churches is included by good developers. They also encourage community clubs and recreation association groups.

White & Bollard provides substantial prizes for an annual Christmas-decorations contest.

Developers of communities like Newport Hills have faced unknown risks.

But although 26 local builders are building homes in Newport Hills, there is a serious shortage of homes.

Today there are 500 families living in this Bellevue-area community. Some day there will be 1,600 residences.

Seattle U. Prepares for Future With Long-Range Program Emphasizing Quality

A shadow of the shape of Seattle University in the next decade has been cast in the past decade. An ambitious program of preparation for both present and future has been drawn up.

To meet the challenges and demands of modern education, Seattle University has embarked upon a long-range plan which emphasizes quality.

This program will cover all of the university's operation, including expansion of physical facilities, improvement and growth of faculty, greater student selectivity and curriculum development.

SIGNIFICANT strides have been made and will be carried forward.

In the past seven years, six new buildings, including classroom, service and residence units, have been completed. A seventh structure, a men's residence, will be ready for fall occupancy. Plans for a library are being drawn. Other units are anticipated in the future.

A comprehensive plan of faculty improvement, including a new salary structure comparable to that at other leading Western universities, additional fringe benefits and quality improvement through the appointment of additional instructors with Ph.D. degrees will go into effect this fall.

THE ADMISSION requirements steadily have been tightened.

Next fall, the Scholastic Aptitude Test of the College Entrance Examination Board, used by most of the nation's leading institutions, will become an admission standard.

Both through outside contributions and its own resources, the university will expand its scholarship program greatly to assist capable students.

Seattle University has been among the leaders in this area in establishing challenging education programs for the gifted student. Its Honors Program, now in the fourth year, has attained national recognition.

THE COMPLETION of the Thomas J. Bannan building for the physical sciences and engineering and the many science equipment grants the university has received have made it possible to expand science-education in such significant areas as nuclear studies and electronics.

The new library will bolster the university's academic resources. This new facility is but a part of the planned program of library improvement. Already in effect is a long-range program calling for implementation of library holdings and services, including trebling the current number of volumes.

Seattle University's proposal for an urban - renewal project to acquire additional land for future campus expansion is an extension of the program which it has carried out through its own resources in past years.

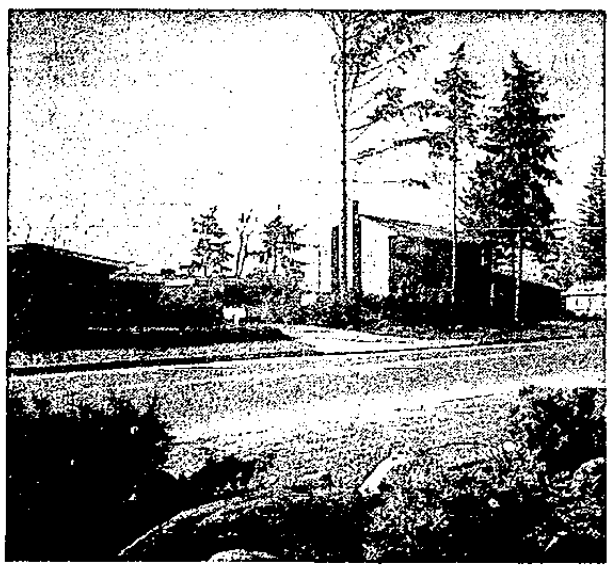
THE INVESTMENT of some $13,000,000 in property and buildings has been a prime factor in controlling blight in an important urban area and in maintaining relatively high levels of valuation.

Other institutions, mainly hospitals and medical facilities, have joined in the rehabilitation of historic First Hill.

While past growth has been impressive, the magnitude of future educational commitments is such that the university will be able to bear them alone. An additional investment of up to $7,000,000 is anticipated.

Urban renewal, based as it is upon blight removal, could be a significant factor in the university's efforts to meet future educational challenges and to provide qualitative educational opportunity for future students.

Where living is good TODAY



BEAUTIFUL HOMES Home buyers now choose from 40 different Bell & Valdez home designs in traditional to contemporary architecture. All homes feature step-saving convenience and quality construction.



PLANNED RESIDENTIAL AREA Over 18,000 people enjoy family living in the planned communities of Lake Hills, Springwood Heights, Ivanhoe Park and Lochmoor. Located midway between the Northwest's largest recreation lakes, this area is just minutes away from downtown Seattle.



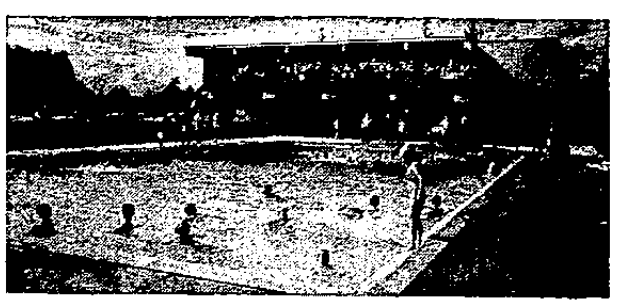
AWARD-WINNING BUILDER Bell & Valdez has been consistently awarded national recognition and feature articles by magazines which concern themselves with the genuine livability of new homes.



MAGNIFICENT VIEWS Lochmoor homes look out over Lake Sammamish to the distant Cascades. This remarkable view area features custom-built three to six bedroom homes from $21,000 to $31,000.



NEW SCHOOLS This area is served by many fine schools: six elementary schools, two junior high schools, the nearby Lake Sammamish High School and a new eight-grade parochial school.



COMMUNITY FUN The Samena Club provides a family recreation center around its heated swimming pool. Other facilities include spacious clubhouse with ball room, lounge, sundeck and many year-around facilities.

This is the Northwest's finest residential area. Award-winning home designs, gently curving boulevard parkways, planned community facilities and gracious suburban living have attracted national attention. You are invited to see why 4,000 Seattle families enjoy the good life here.

BELL & VALDEZ HOMES

AWARD-WINNING BUILDER OF PLANNED SUBURBAN COMMUNITIES

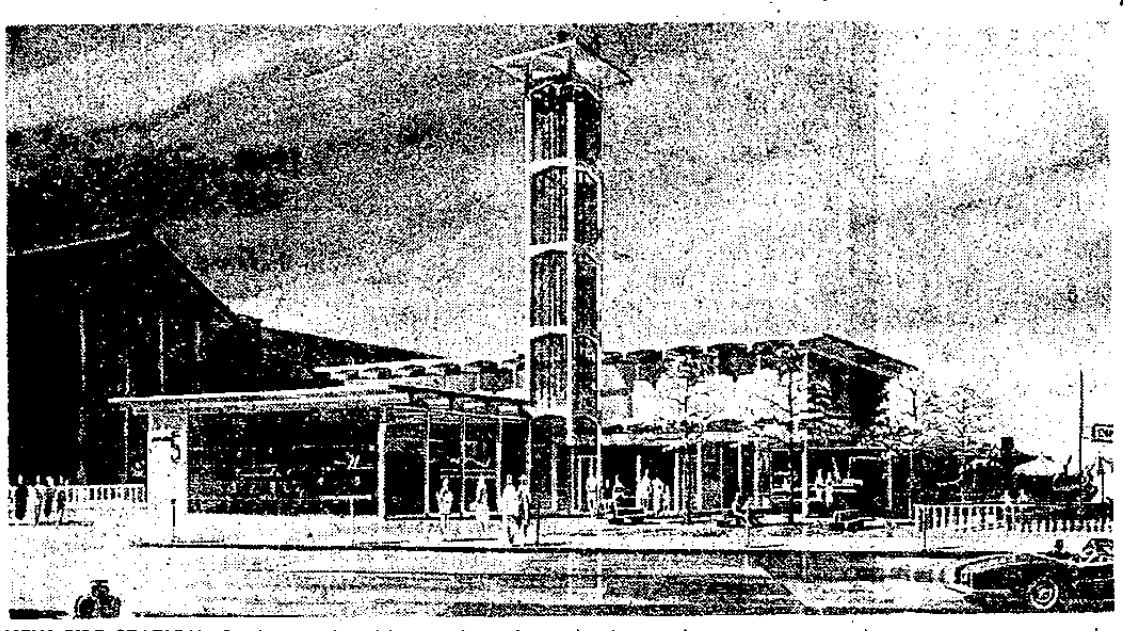
AWARD WINNING HOMES

interlake realty

For Information: SH 6-3800

All new Bell & Valdez homes feature economical Natural Gas heating and hot water systems.

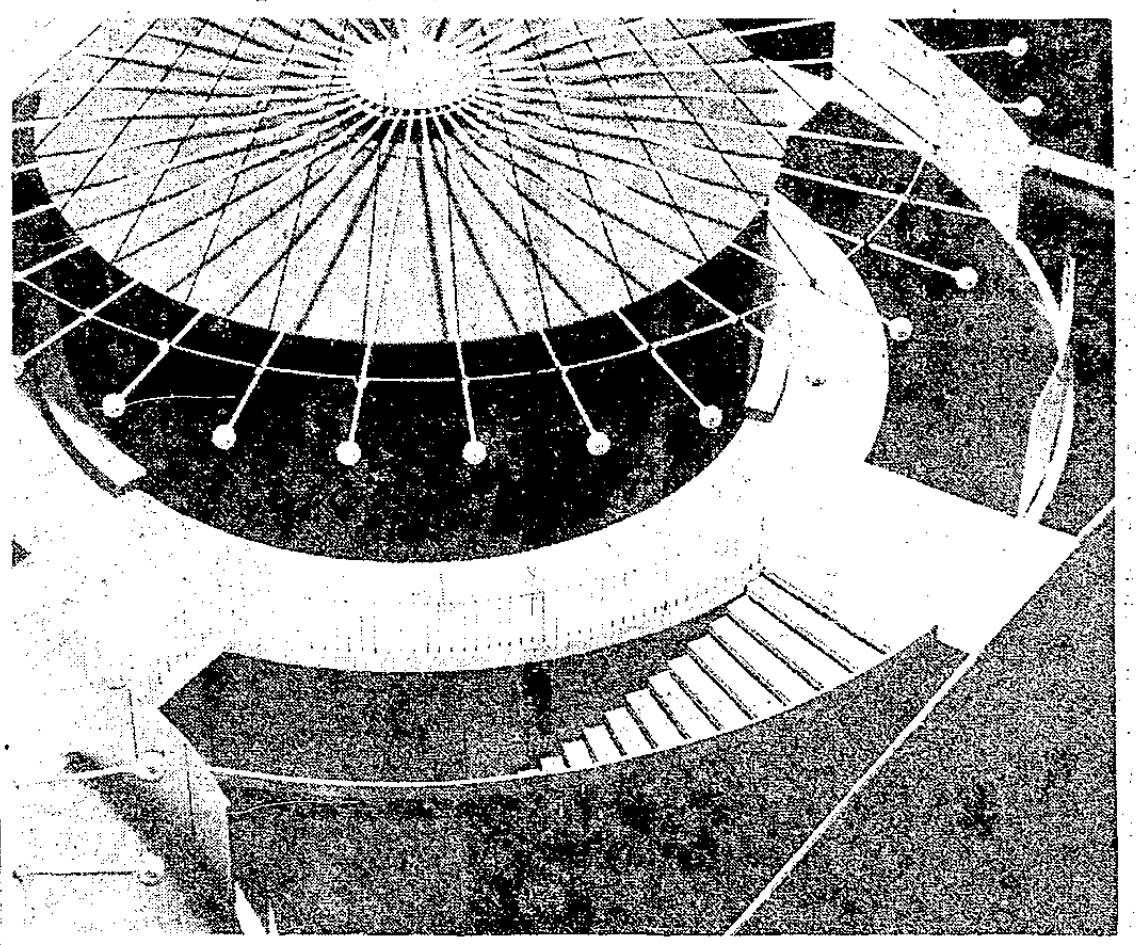
Waterfront Fire Station Set



NEW FIRE STATION: Replacing the old waterfront fire station from which Seattle's exciting fire-fighting boats have plied, will be this new structure where visitors may sit to contemplate the busy harbor. The 50-foot tower will air dry 100-foot long hoses. The structure is opened by large glass expanses so that visitors may see the trucks and the control room where dispatching takes place. There will be old-time fire equipment, museum-type pieces, on display for added interest. Colman Ferry Terminal is at left in this artist's sketch.

INSIDE COLISEUM

Library 21 Another Standout



FUTURISTIC LIBRARY 21 MODEL SHOWS ROUND UNITS
Steps lead between theater, top, and "children's world"

Library 21 is another unusual building on the fairgrounds. It is inside the Washington State Coliseum.

It is formed of two futuristic circular sections. Its feature is a 40-seat theater where a film on communications development will be shown.

STEPS LEAD down from the theater to a "children's world." A reflecting pool surrounds the building, which was designed by Vance Johnson, Los Angeles.

Among those instrumental in securing this "library of tomorrow" exhibit for the fair is Maryan Reynolds, Washington State Librarian. She has compiled information on what tomorrow's public libraries will be like.

Some of the equipment in these libraries will be seen in the American Library Association's Library 21 exhibit.

MISS REYNOLDS predicts that these features of the exhibit will be used in future libraries: Information-retrieval machines, closed-circuit television for interlibrary communication over long distances; language lessons by dialing a storage center, and book reproduction from stored micro-film.

Instantaneous facsimile machines will permit libraries far apart to send, by reproduction, the actual material wanted by another library in a matter of minutes.

Miss Reynolds points out that even now there is a daily need for transmission of information between her Olympia office and Seattle.

The machines not only will speed transmittal of information but with their use, the material does not need to leave the home library as it does with today's interlibrary loan procedures.

Downtown Optimistic About Growth

With three major new office buildings in the downtown Seattle skyline in the past two years, the city has strengthened its position as the "Headquarters City" of the Pacific Northwest.

More than 500,000 square feet of office space has been added in downtown Seattle recently. Additional new buildings are planned.

Encouragement of this "Headquarters City" idea is a major aim of the Central Association of Seattle. This organization, representing major downtown business interests, is spearheading the central - area revitalization program.

HEADING the organization is H. P. Everest, vice president emeritus of the University of Washington. Everest "retired" two years ago and quickly became one of the busiest men in town in his new role.

Downtowns that are planning and building intelligently and aggressively are attracting the "customers"—regional headquarters of national firms, more retail customers, more conventions and tourists, Everest said.

The Central Association has more than forty projects under way.

One project the Central Association is proposing is construction of perhaps the largest parking garage in America. This would be over the new central freeway. It would handle 2,800 automobiles.

THE ASSOCIATION was a prime mover in getting the Monorail from downtown Seattle to the World's Fair.

The organization is helping to sponsor a new Seattle Transit System route from the heart of the central business district to the waterfront, where the association also has backed construction of a new ferry terminal.

Other projects can be labeled "beautification." These range from encouraging the planting of more than 200 trees in the past six months on downtown streets to the rehabilitation of Pioneer Square—the birthplace of Seattle.

Three years ago Pioneer Square virtually was abandoned. Now there are night spots ranging from the "Gay 90's" theme to modern jazz music.

THE DOWNTOWN waterfront is enjoying a new surge of life. Plans are for new "tourist-oriented" facilities — new marinas, waterfront parks and restaurants.

Paul Seibert, executive vice president of the Central Association, estimates that downtown new construction will require an investment of more than $250,000,000 in the next 20 years. Modernization of existing structures will cost many additional millions.

About 63,000 people are employed in the central area — one out of four in the Seattle area. The development ahead will create 23,000 additional jobs.

Downtown Seattle will be in the spotlight when it becomes a "workshop" for the International Downtown Executives' Association at its annual convention here in late September.

The association's offices are in Suite 222, Olympic Hotel. During the World's Fair, the association plans to greet prospective investors and firms interested in establishing offices.

...and even better TOMORROW



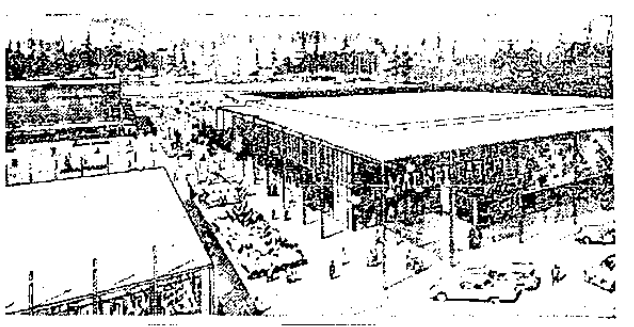
CROSSROADS The 145-acre Crossroads development will contain a 40-acre shopping center, residential apartments, complete recreational facilities and a cultural focal point for the community. Jack Woodman & Associates designed this self-contained suburban city.



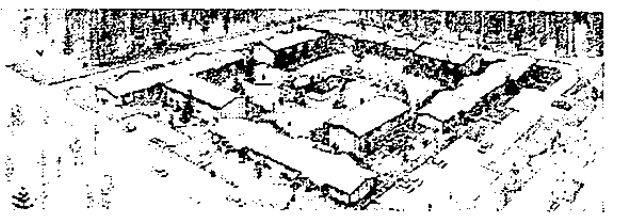
VILLAGE GREEN A Par 3, 18-hole golf course is already being enjoyed by Eastside golfers. Future additions to this beautiful setting will be an attractive lounge and Pro Shop.



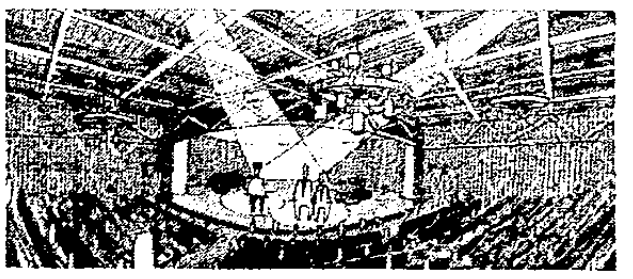
NEW LAKE BRIDGE The completion of the second Lake Washington bridge in 1963 will open a second easy access to Seattle. Residents will be even closer to business or metropolitan entertainment.



SHOPPING CENTER Construction begins this month on the new Crossroads shopping center. One-stop convenience, professional services and secluded shopping courts will be among its many features.



MODERN APARTMENTS Spacious new apartments, complete with heated pool, face the golf course fairway. Sixty-eight gracious quarters are now completed, with more under construction. Rentals: SH 6-4823.



CULTURAL CENTER This unique area will offer all-year entertainment and social activity for the community. Construction begins this month on the playbarn theatre and art gallery.

This will be the Northwest's first "Community City." Now under construction in Eastside Seattle, CROSSROADS is an imaginative, $11,000,000 concept of the future. Residents will soon enjoy tomorrow's pleasures and conveniences in an atmosphere enhanced with the yester-year charm of the continent.

CROSSROADS

THE NORTHWEST'S FIRST COMMUNITY CITY

For additional information: INTERLAKE REALTY (SH 6-3800) OR M. ROSS DOWNS ASSOCIATES, INC. (MU 2-4370)

FUTURE BRIGHT:

Clearance Of Blighted Area Is Under Way



KENNETH COLMAN, left, and RAY BAKER
Urban-renewal leaders read an abatement notice for old buildings near Yesler Way and 19th Avenue South

Seattle, in the years ahead, will remove its blighted housing and provide well-planned and well-designed neighborhoods.

The city has begun blight-removal while the blight is in its early stages unlike some cities which waited too long and now face huge slum-clearance projects.

Chicago, Philadelphia and New York, for example, began to solve their problems after massive slums had developed. Many authorities believe they began at least 50 years too late.

The Seattle Urban Renewal Enterprise, known as the S. U. R. E. is the city-wide citizens organization to fight blight. It has worked more than three years to assist blighted neighborhoods in planning their long-range growth.

The community-organization technique is copied from the small-town approach of the University of Washington's Bureau of Community Development.

THE ORGANIZATION'S office has received letters from many cities asking how the citizens' group, with a limited budget, has been able to perform effectively.

This effectiveness was noted by Mayor Clinton, who wrote the organization recently:

"The jobs of education and community organization which S. U. R. E. has done are recognized, I am told, by federal officials as unparalleled throughout the country.

"I know that your work has been indispensible to us in the city.

"The understanding and acceptance of our objectives is, I believe, on a sounder basis than in most cities in the country and this is primarily due to S. U. R. E., its excellent board and staff."

UNDER THE "fight blight" plan, neighborhood committees and councils make preliminary surveys of the degree of blight affecting their areas.

The surveys include reports of needs for public facilities such as schools, parks, playgrounds, streets and sewers.

Presently, the residents of the Yesler-Atlantic area and the Madison-Minor-Madrona area are completing their master plans.

Such findings are reviewed by the neighborhood analysis of the organization. Then recommendations are made to a city department.

Ray Baker, the organization's executive director, says that sometimes the degree of blight is not high enough to qualify an area for urban-renewal federal matching funds.

That a survey is made by a neighborhood group, however, often is enough to prompt an improvement program that accomplishes the same goal as government-financed urban-renewal projects.

The board members believe that private business should take a stronger role in eliminating blight. If this is not possible, then federal funds are necessary.

THE BOARD members represent business, industry, labor, the professions and the neighborhoods. Kenneth B. Colman, civic leader, is chairman of the board.

Elimination of blight improves appearances and helps to stabilize the tax base. Other benefits are increased job and housing opportunities.

Assistance by volunteers and staff members takes many forms. Annual clean-up campaigns are common.

Although the organization has concentrated on neighborhood improvement the past three years, it now is completing plans for a Skid Road clearance project.

Seattle had 26,731 substandard-dwelling units in 1960 the census showed. This was an increase of 9,000 over 1950.

Were it not for urban renewal, Seattle slums could develop within a decade.

New-Type Resort City Developing on Coast



MRS. FRANCES CLARE RUSSELL, left, and MRS. LEONE CUMMINGS
Two Annie Wright Seminary teachers enjoy beach home at Ocean Shores

With the American family accustomed to two automobiles, two bathrooms, two television sets, two sinks and even two outboard motors on the family boat, the second-house concept is not likely to surprise anyone.

For that matter, it is here already—for recreation.

The second house is not a shack, a beach cabin or a converted chicken coop. It is a complete home, fully furnished.

On Washington's coast, a resort city is being built with the second-home concept in mind. It is Ocean Shores.

OCEAN SHORES is one of the first major land developments of this type.

This growing peninsula community, 130 miles southwest of Seattle, has six miles of ocean beach on one side and a like stretch of bay front — Grays Harbor—on the other.

A resident has a choice of surf or pool swimming, golf, horseback-riding, clam-digging, fresh- or salt-water fishing, boating, water skiing and, in season, bird-shooting.

With this fascinating bait, such a recreational resort probably never will have a "typical" resident. Land buyers come from all income brackets.

MOST OF THE LAND was acquired in one chunk from Ralph Minard, a rancher who used it for cattle-raising.

Before a bulldozer blade touched the dunes, the basic plan was completed by the engineering firm of Ruskin Fisher & Associates, Seattle. Raymond H. Peck, Seattle, was the coordinating architect.

"We wanted to make Ocean Shores fun and convenient, without making it junky," William MacPherson, Seattle realtor and one of the major investors, said.

Ocean Shores, less than two years after its beginning, now has more than 100 motel units, with a like amount to be completed next summer.

THE RESORT CITY has three eating places, including a plush entertainment-restaurant, a $300,000 bowling alley abuilding, a business mall, 20 service establishments, a riding stable, golf course and a lighted, private airstrip.

The major investors now are MacPherson: Ole Bardahl, industrialist; Glen Corning and E. C. Milam, contractors; Dr. Walter S. Brown, surgeon; Moksha Smith, attorney, and Harold Kean, mortgage investor.

Some $3,000,000 has been expended so far in site development.

Another $1,000,000 will be expended this year to make ready for a planned total of 15,000 residences — many of them for two-home families. Ted Adams, Ocean Shores sales director, expects home-site sales of $2,000,000 this summer.

$1,000 Catch To Be Tried

Sal Durante, 19-year-old Coney Island, N. Y., truck-driver, will attempt to catch a baseball thrown from the top of the Space Needle some time during the fair.

Durante won the right to try for $1,000 (if he catches the baseball) and an all-expenses-paid trip to the fair after catching Roger Maris' historic 61st home run in Yankee Stadium.

Big Cancer Exhibit to Be Brought Here

"Man Against Cancer," a big exhibit of the American Cancer Society and the National Cancer Institute, which opened last week in Washington, D. C., will be brought to Seattle in mid-May to occupy a large corner area in the World's Fair Coliseum. The institute is an agency of the federal government.

The purpose of the exhibit is to show what men and women can do to protect themselves from cancer and to present in clear terms the highlights of cancer research. It is part of the 1962 celebration of Cancer Progress Year, marking the 25th year of the founding of the institute and 25 years of progress against cancer through research, education and services to patients by the society.

The exhibit is designed in concentric circles. At the center is a dramatic symbol of the enigma of cancer. Around this are four massive pylons 20 feet high, symbolizing the barriers to the understanding of cancer.

Large platforms, each covering 180 square feet, extend horizontally from the pylons, telling the story of the major research fronts of today and the future. One represents epidemiology, or studies of the factors that determine the frequency of cancer; another platform shows chemotherapy, the search for effective drugs for treatment. Another presents virology, or the search for viruses that one day may lead to a vaccine. Immunology is on the fourth platform.

Instruments and techniques of research are shown in the next circle. They include the electron microscope, key strains of mice and other research animals, tissue culture and atomic energy's contributions to therapy and research.

Three-dimensional and photographic descriptions of cancer are on the outer rim. Developments in surgery, radiation and drugs in the past 25 years are shown.

The 9,000-square-foot exhibit will be surrounded by a fence suggested by Paul Thiry, prime architect of the fair. It will be open without charge. Cancer-education materials will be distributed there.

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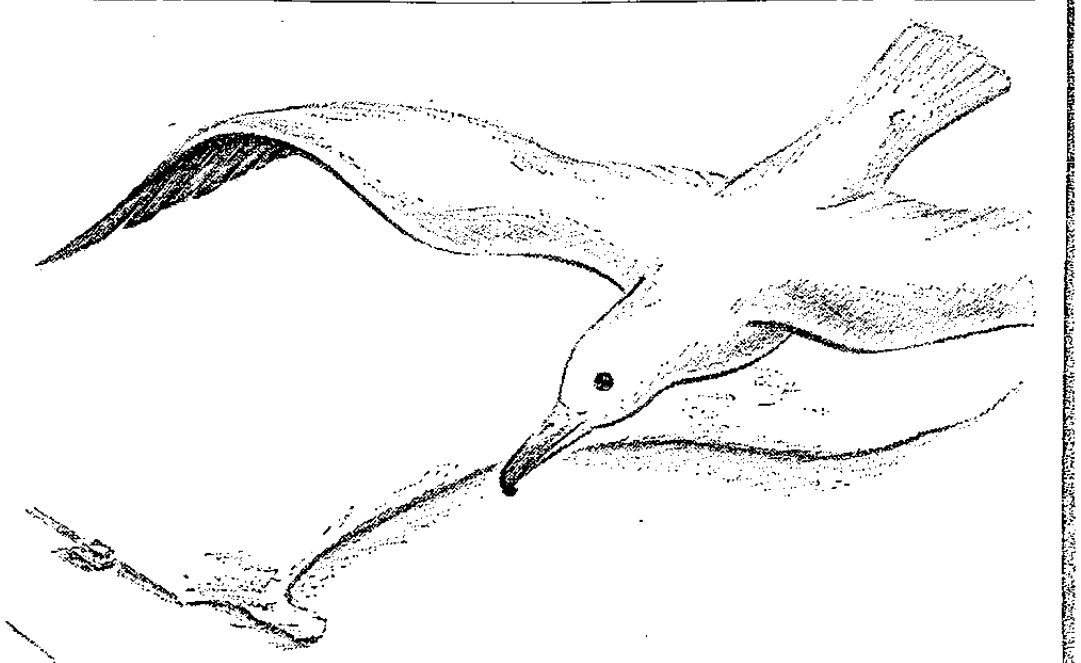


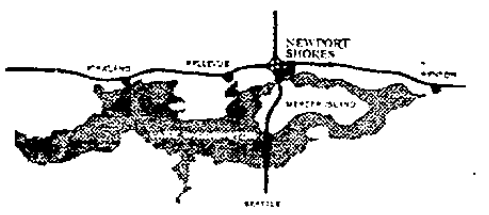
Our future is here

- WHAT WE HAVE PLANNED and worked toward for over three years is now taking form. NEWPORT SHORES, one of the most astounding waterfront realty developments in the nation.

There are huge man-made inlets, or canals, 80 to 150 feet wide, leading to the lake. You can tie up a boat in your front yard! The lots are level, and of real elbow-room dimensions. All utilities are underground.

Two of the Keys are ready for immediate home construction. A few homes are already up. More are being built. Many choice lots await those who appreciate the advantages of lakefront living.

Make this *YOUR* future, too.



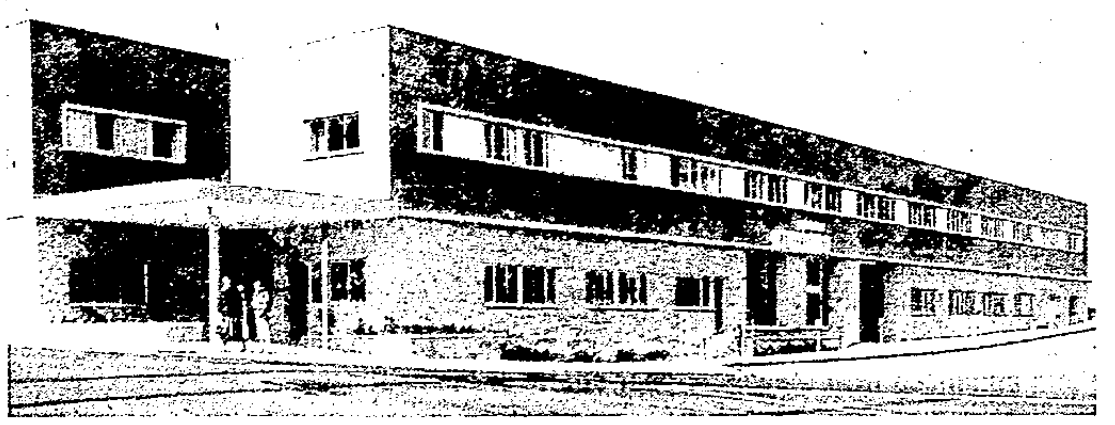
Turn south off Sunset Highway onto Renton Road. Drive one mile, then turn right to Newport Shores.

NEWPORT SHORES

Write for our brochure. Or better yet, see for yourself the unique development that is NEWPORT SHORES. It's only twenty minutes from downtown Seattle.

Newport Shores/Exec. Offices • 1616 Norton Bldg. • MA 2-4984/Sales Office • 110 Cascade Key • SH 6-5503

NW Medical Center



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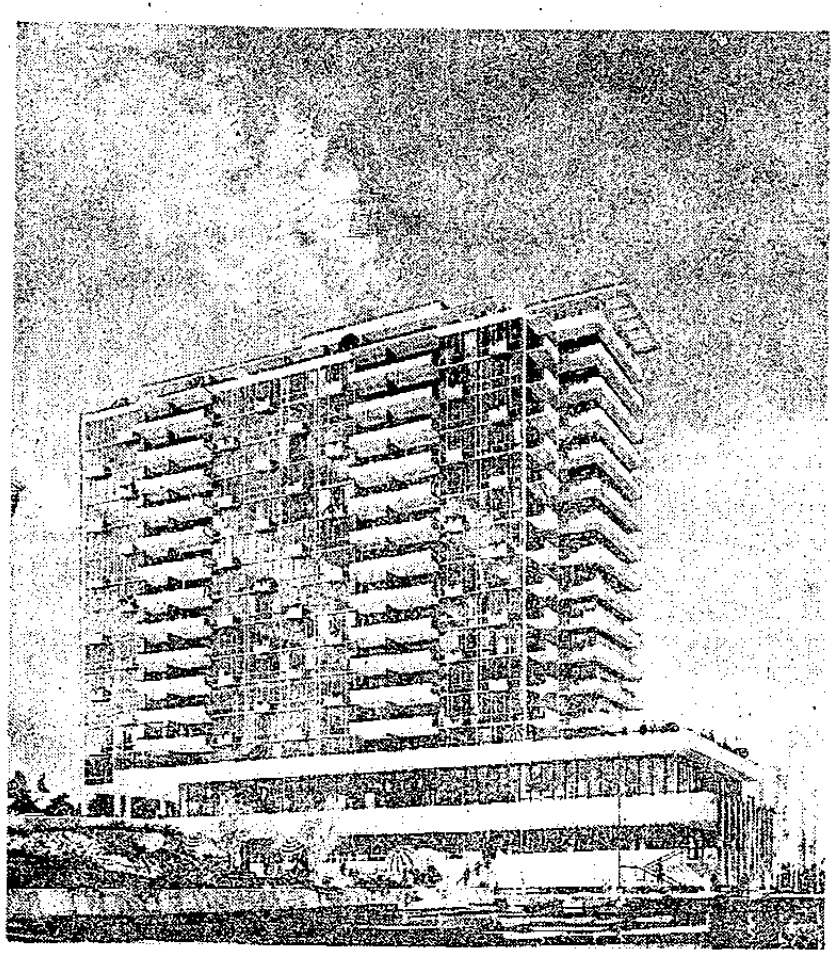
AMPLE PARKING FOR TENANTS AND PATIENTS
FRANK H. SALLINEN, Owner-Manager

PARK SHORE:

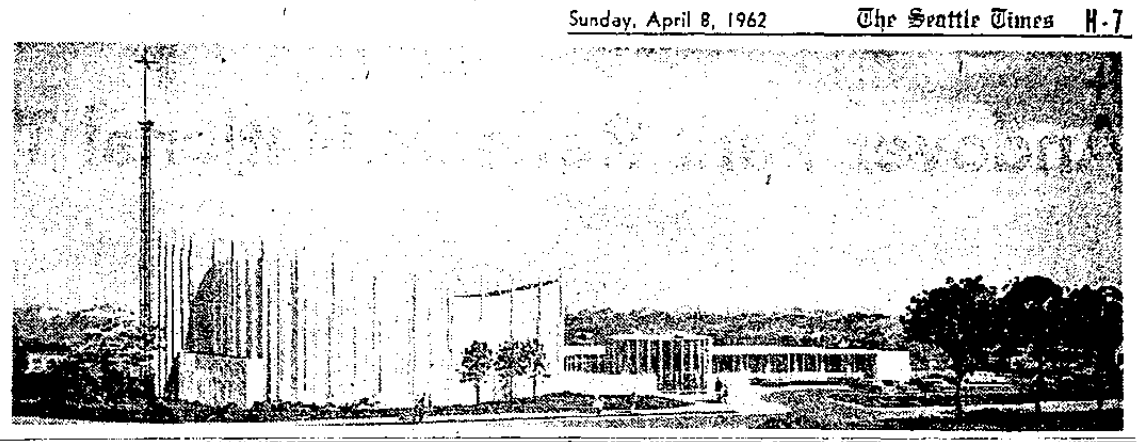
Residence for Retired



RETIREMENT HOME: Sumptuous retirement apartment buildings, most of them sponsored by churches, are being built in many parts of Seattle. This is the Park Shore, designed by John Graham & Co. for the Presbyterian Church. The site is on Lake Washington near the foot of Madison Street. Couples and individuals may buy their own apartments. They pay a monthly rate for services.

Church to Be

Mount Zion Baptist Church will be built soon from a design by Durham, Anderson & Freed. It will be constructed of precast concrete. The circular building will be a chapel for meditation, set in the center of a reflecting pool. Cost will be about $500,000



Cooperative Apartment Growing More Popular

The cooperative apartment dwelling, thought by many to be a new concept, actually is not new. But the cities of tomorrow will have many more such places than there are now.

Cooperative dwellings long have been favorites with the British. In Seattle many older buildings have been converted to cooperatives by the simple matter of selling apartments to individual families.

New to Seattle, however, are apartments that are built with the idea of selling the individual units only as a cooperative enterprise.

MAINTENANCE COSTS are spread in proportion to the value of each apartment. There are tax advantages. Interest paid on the mortgage is deductible just as it is with a house.

The typical couple now buying into cooperative apartments has a family that is grown and gone and a too-large home.

Many of the cooperative ventures bar families with children under 16.

Robert Haas, who is building The Lamplighter cooperative, 519 Belmont Av. East, said that his building will not be completed until late July. But almost $1,000,000 worth of apartments already have been sold of the 63 which will be available, he said. One already has been resold.

MOST OF THE persons who have purchased Lamplighter units have paid for them outright. Buyers, however, have the option of buying with cash or on time payments.

Another cooperative is under construction at 500 W. Olympic Place. The Maison Ville at East Denny Way and Belmont Av. East is in the talking stage. So is another, the Mercer West, at Fifth Avenue West and West Mercer Street.

This kind of housing will change the skyline of Seattle in the decades ahead.

Houses to Have Take-Down Rooms

The home of tomorrow will be movable just as furniture is movable today. The house will be assembled of interlocking room units, with each room having its own thermo-electric heating, cooling and lighting system built into the walls.

This home will vary as the family life changes . . . a baby is born and extra room is buckled onto the house. When he grows up and is married his parents will literally give him his room as a start for his own house.

Luminescence System Seen

Health of the family will take on a new meaning in the house of tomorrow; the result will be a special health room in the home. In this room the family will enjoy sunbaths year round from ultraviolet rays being emitted from wall panels. For more routine questions about physical condition there will be a home health monitor center which will record weight, temperature and blood pressure among other vital statistics.

Attendance Compared

The Alaska - Yukon - Pacific Exposition here in 1909 averaged 27,000 persons a day. Estimates of 55,000 fair visitors a day (for 184 days) have been made by officials for the 1962 version.

Eisenhower 'Starter'

President Eisenhower pushed a button in Washington, D. C., that officially started the World's Fair "countdown board," which has ticked off the seconds, minutes and days remaining until the great day —April 21.

AS MODERN AS CENTURY 21

Engineered laminated wood products

Versatile and beautiful

Church Construction

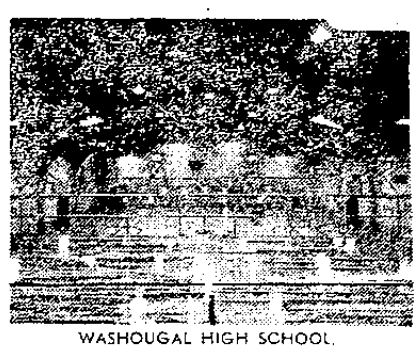
No other material is so beautifully expressive, so deeply rooted in spiritual symbolism or so sympathetic toward limited budgets as laminated arches and beams. No wonder such a great percentage of new church construction uses laminated wood products by Woodlam.

School Construction

Today's taxpayers demand high utility value and dollar savings in new school construction. Where cost is the key consideration—builders save with Woodlam products.

Industrial and Commercial

Laminated beams are ideal for economical construction of stores, and other commercial buildings requiring unobstructed interiors. Picture of Wonder Bakery at right shows ninety-foot clear span.



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WONDER BAKERY GARAGE, TACOMA, WASH.

See the World of Tomorrow at the Seattle World's Fair
Engineered laminated wood products by WOODLAM are featured

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- Christian Science Exhibit Building
- Spanish Village
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BAINBRIDGE, JEFFERSON BEACH, WHIDBEY ISLAND, SKYKOMISH RIVER TRACTS

VACATIONLAND BARGAINS IN THE EVERGREEN PLAYGROUND

We Have the GREATEST SELECTION of the BETTER PROPERTIES Close to Seattle

Salt Waterfront
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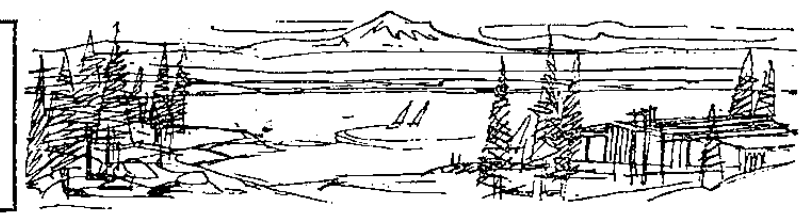
Mountain View



Retirement Sites
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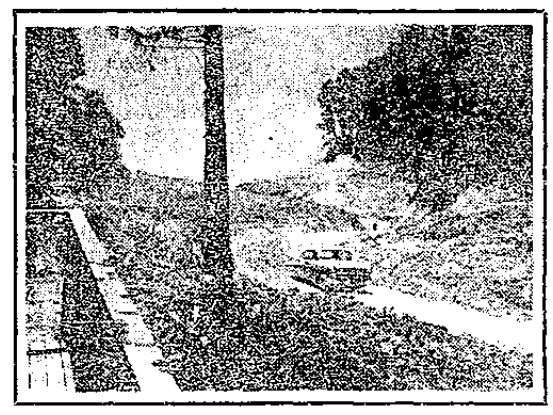
Year-Round
Enjoyment

INVEST NOW IN PROPERTIES THAT HAVE "SURE GROWTH" OPPORTUNITIES

Jefferson beach

The close-in Vacationland with Salt-water Beach and Tidelands, only 6 miles across Beautiful Puget Sound from North Seattle, 20 minutes by Boat; one hour by Car; either via Edmonds-Kingston or Colman Dock to Winslow ferry.



Quiet secluded lots with water and mountain views galore!

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Imagine a quiet park-like setting with absolutely perfect view. A panorama of sparkling Puget Sound, its Ships and Pleasure Craft, the Snow-capped Cascades Mountains, and Mount Rainier, Seattle's jagged skyline, her lights glittering like jewels in the night.

Here you can relax from the noise and conjestion of the city, yet it's within easy commuting distance for year around living and Seattle's city conveniences.

Secluded Woodland Tract, as low as $1,750.00— 10% cash, balance at 1% per month. Prices include one membership share in:

1. **1,400-foot Salt-Water Beach and Tidelands with Boat Ramp. Deep water pier and float for boat docking is planned for early completion.**
2. **Meter-free Water System.**
3. **Park and Picnic Grounds.**
4. **Private paved road to beach; electricity available; good year-round roads; famous fishing waters; clams on the beach; swimming, boating, skin diving; water skiing; beachcombing.**

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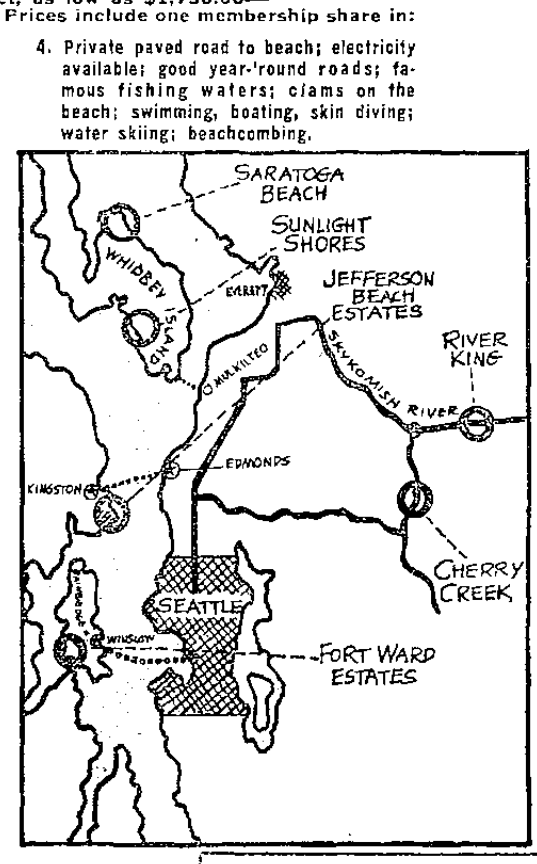
World's Fair Visitors and Trailerhouse Owners

Solve your Housing problem. Park your trailer, pitch a tent. On your own Woodland tract at **JEFFERSON BEACH ESTATES.**

You can drive to Winslow, leave your Car on the Westside and take a Ferry to the Fair. Mail attached Coupon for plat, Beach-photo, literature and special terms for tract reservations.

Ph: Seattle LI. 6-3197, SU. 3-3607
Art Munson, Sales Mgr., Jefferson Beach Estates
Sales Office on Property



CHERRY CREEK

Less than 40 minutes from North East Seattle this choice waterfront will always be a "diamond in the rough." Wide as a river, gentle as a brook, safe as a lamb! Loaded with Steelhead and Trout, heavenly forested, close to the city, large tracts Priced at $2,650, 10% down, 1% month.

Bainbridge Island FORT WARD Estates

A full mile of Bainbridge Island Beach available for your use — when you live in beautiful Fort Ward Estates. Here is your opportunity to get that "away from the crowd" vacation home site, country estate, or permanent dwelling site, at a price you just won't believe possible. Fort Ward Estates is located in one of the most beautiful sections of Bainbridge Island. Adjoining its magnificent 100 acres lies the State of Washington's newest State Park — a wonderful area with more than a mile of fine beach that will always remain your salt-water playground. Thus at no extra cost you will have access to a marvelous beach that is almost next door to your home! And all this is yours—just 40 minutes from Seattle by fast ferry and good highway.

Prices start at $995 with 10% down, 1% mo.

SUNLIGHT SHORES WHIDBEY ISLAND

A Private country club atmosphere with an exclusive clubhouse for your enjoyment which will include a large swimming pool, showers, and tastefully furnished clubhouse for indoor loafing. Also included in a tract ownership is a large recreation area, 3 barbequo pits, outdoor tablos and benches, and a covered picnic house. All owners have easy access to 353 feet of low sandy beach, a splendid swimming area, especially safe for kids who like to wade out into warm salt water. Easy boat launching and landing facilities are also being provided. Fresh water available to every tract, electricity and telephone. In truth, all the comforts of the large city, plus vacation pleasures, await you at SUNLIGHT SHORES.

Prices from $2,500 to $4,600
10% Down, 1% Per Month

SARATOGA BEACH Whidbey Island

Over one mile of beautiful Sandy Beach. 100 Waterfront tracts overlooking sheltered HOLMES HARBOR (with a Western exposure) and SARATOGA PASSAGE, affording a tremendous view of the Olympic Mountains and surrounding countryside. This planned community embraces 530 large tracts and will well merit your investigation for your vacation pleassure and investment profit. A large tract has been set aside for a community park. Fresh water piped to every tract. Good roads, electricity and all the "city comforts" combined with reasonable building restrictions will make this a community you will be proud to call your own.

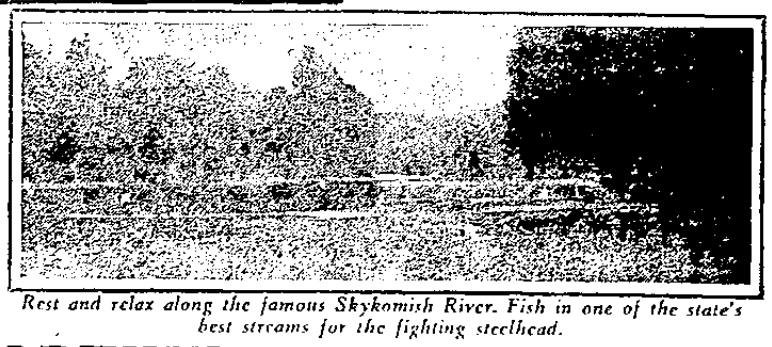
Prices from $2,500 to $6,500

ON THE SKYKOMISH RIVER

RIVER KING ESTATES

Only 45 minutes from Northeast Seattle you enter a scenic wonderland of river and mountains. Here the fighting steelhead grow as long as your arm. Here the trees grow thick and tall. You're in the tall timberland, yet only minutes away from handy stores and good restaurants. Superb CAMPING, CABIN & TRAILER SITES, ½ to 3 acres in size. Huge private community beach. Hunting, fishing, swimming, boating. Park your trailer, pitch a tent or build a cabin.

Prices start at $495—Terms, 10% Down, 1% Month



Rest and relax along the famous Skykomish River. Fish in one of the state's best streams for the fighting steelhead.

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Dear Mr. Enstone:

Please send me additional information . . .

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Please reserve a tract in.....
I am enclosing $10 as part down payment on available Tract. Send plats and complete information.

NAME ..... PHONE.....
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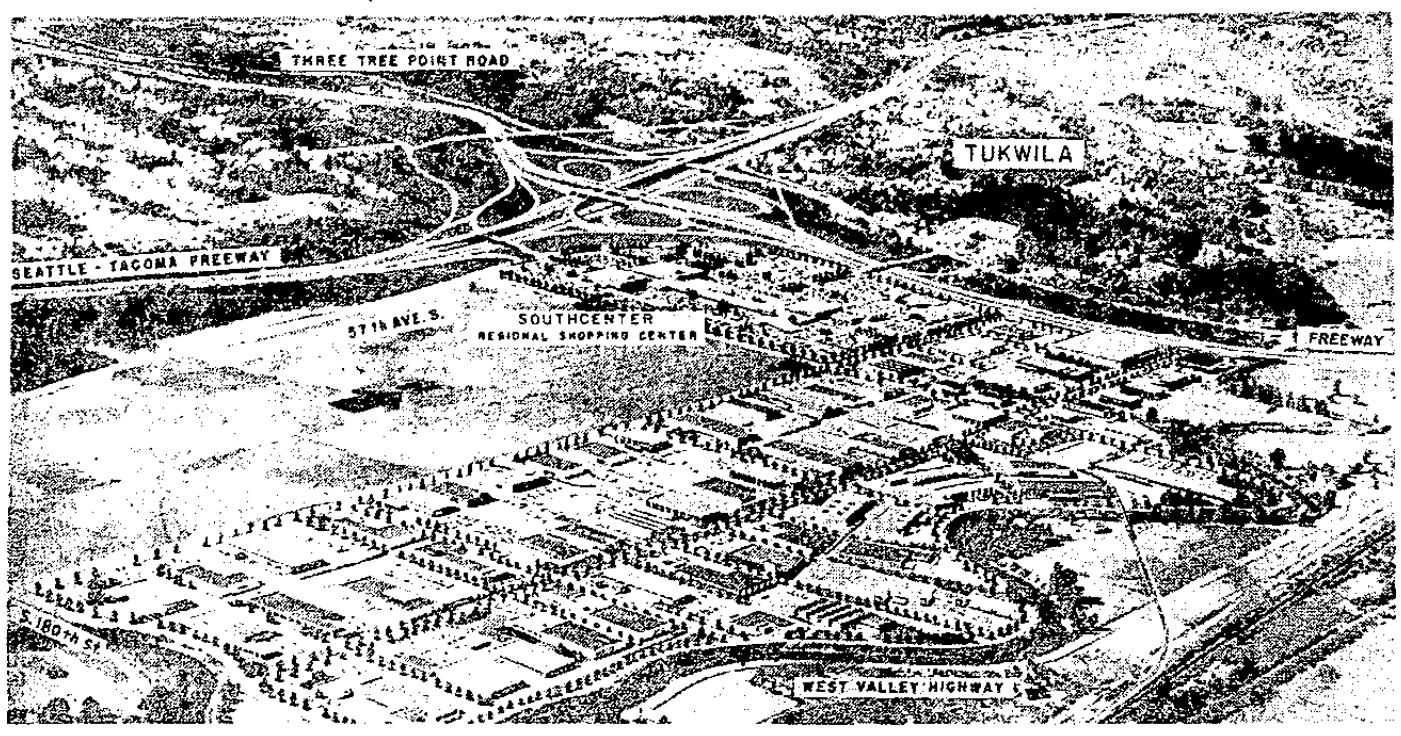
CITY ..... ZONE.... STATE.....

Washington Charmed Land — Trees, Water, View, Sun, Outdoor Fun—Washington Charmed Land

INDUSTRY IN SUBURBS:

Andover Park Reflects National Trend



ARTIST'S CONCEPTION OF ANDOVER INDUSTRIAL PARK AND SOUTHCENTER SHOPPING AREA AT TUKWILA

Industrial parks, a new concept in the cities of tomorrow, are abuilding in many areas around Seattle. In King County alone 11 such parks are planned.

The story of Andover Park was chosen by The Times to illustrate the planning and the future of these additions to the real-estate landscape of America.

In 1956 the citizens of Tukwila, just south of the Seattle city limits, read a Times article announcing the purchase of 510 acres of land adjoining their city. The announcement was from Rex Allison, vice president of Allied Stores. The Times said 325 acres were to be set aside for a large, controlled industrial park and 110 acres for a regional shopping center.

A study of freight-distribution costs proved that 48 per cent of the entire Pacific Northwest could be served most efficiently from Tukwila. Census figures indicated a 26 per cent gain in King County's number of residents — emphasizing the nation-wide impact of metropolitan areas.

Additional studies revealed that much of this growth would take place in the Green River Valley of South King County.

IN 1956, the land was purchased. In addition to the 325-acre industrial park and the 110 acre shopping center, part of this land was set aside for the state's new Seattle-Tacoma freeway and the east-west interchange, which will provide easy access to the area.

The developers visualized a carefully planned industrial park with off-street parking, attractive buildings and landscaping, architectural conformity and maximum land use.

But since Allied Stores was not in the industrial-park business, it was necessary to find an organization that could develop the park, maintaining high standards.

Puget Western, Inc., a subsidiary of the Puget Sound Power & Light Co., was chosen. It developed the former pasture land into prime industrial property that today is marketed by the square foot.

"Puget Western's development of Andover Industrial Park is a part of Puget Power's broad area-development program designed to attract new industry and new payrolls, which will benefit the economic progress of the entire Puget Sound region," says Frederick W. Kimball, Puget Western president.

"Through its area-development department, Puget Power works with Chambers of Commerce and business leaders to develop industrial potential throughout this area.

"When completed, Andover will represent a combined investment of nearly $100,000,000. The park is planned to accommodate 50 light-manufacturing and distribution establishments, providing employment for more than 4,000 people. New payrolls are expected to add more than $20,000,000 to the annual economy, creating a growing demand for goods, services and housing.

PUGET WESTERN, with the support of realtors, began a vigorous campaign to woo national firms to the center. Grading and filling of the site were taking place and underground power and telephone systems were installed.

Before Puget Western proceeded with plans for the industrial center, Allison began developing the new regional shopping center, Southcenter. Designed by John Graham & Co., Southcenter will follow many of the success features of Northgate, in North Seattle.

Wells B. McCurdy, Puget Western executive vice president, says:

"The 1960 census indicates a population of 8,000,000 in the seven Northwest states, including Alaska and Hawaii. Such a market becomes of immediate interest to national manufacturers."

To be successful, an industrial park must have a centralized site. It must be the apex of a network of major highways and railroads, and near airports and shipping.

"Andover is one of the parks that meet these requirements," said McCurdy. "Manufacturers also look for orderly, attractive and well-planned developments, where the investor has provided the necessary improvements and service. Adequate sources of power and water, communications systems and roadways are among these."

ANDOVER'S first tenant, the General Electric Co., this month will occupy a building. Abbott Laboratories, manufacturer of pharmaceuticals, is building an office and distribution warehouse on a site next to General Electric.

The minimum lot size is one acre. Streets are being built to specifications for operation of the heaviest trucks permitted on Washington State highways.

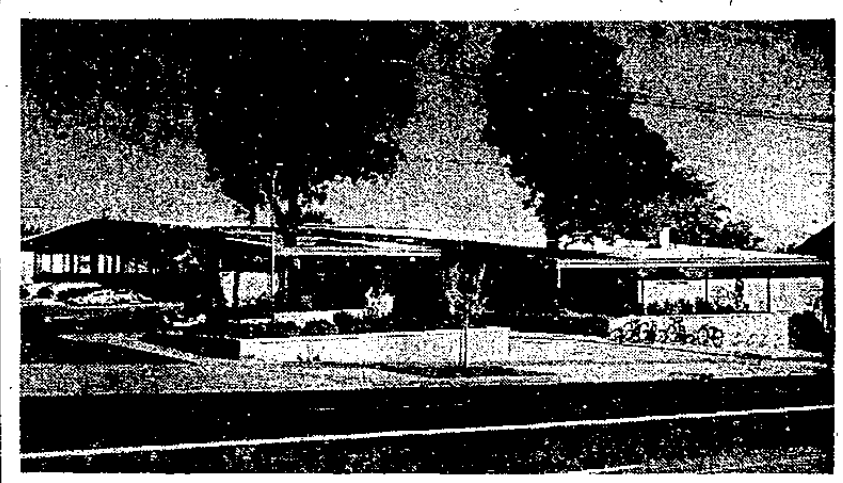
Among advantages in attracting new industry are the absence of a city business-and-occupation tax and substantial savings to park occupants from "straight-in" rail and truck rates to eliminate costly reshipment charges, common in many areas.

Tiny Tukwila will emerge soon as a prominent industrial center with an influence on the economy of seven states.

The Seattle Area Industrial Council, headed by Denney Givens, says other industrial parks planned for the Seattle area include Bellevue Industrial Park, on Redmond Road; Century City Corp., in the Federal Way District, East Side Industrial Park, in Preston; Metro Industrial District, in Renton; Overlake Park, on the Redmond Road east of Bellevue; Oxbow Park, four miles south of the Seattle business district, and Wieser Industrial Park, in Kent.

Four other parks will be in Snohomish County, north of Seattle.

Newest Branch Library



SYLVAN SETTING: Newest of Seattle's branch libraries is in the south end of West Seattle, built around large madrona trees. There now are 18 branches. Others are planned in Ballard, Lake City and Magnolia.

Future Bright, Says Developer

"The future never has looked so good," said Howard Parker, president of Picture Floor Plans and developer of vacation home property in several Puget Sound country areas.

One Parker development, *Skyco, is river front near In*dex. There are approximately 600 lots there, 400 of them already sold. More than 100 homes have been constructed. They cost approximately $12,000.

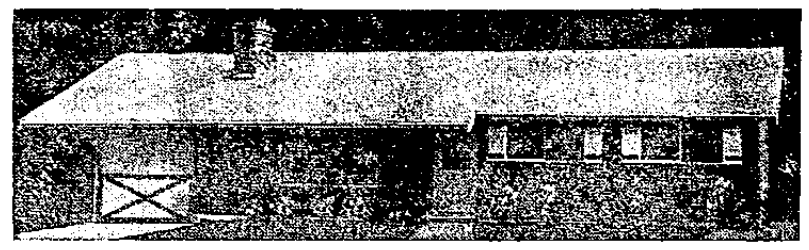
Enthusiastic about the vacation home possibilities, Parker plans to develop beach property, some of it on Whidbey Island.

TV May Carry Debates From Foreign Capitals

In the world of tomorrow adults will want to learn more about governmental activities abroad. The political TV debates, televised press conferences of President Kennedy and frequent television coverage of important happenings in Congress, all indicate the growing interest in such affairs.

It will be natural in years to come that Americans will view major debates in such places as the French Chamber of Deputies or the Congress of New Delhi. Through the media of television there will be worldwide discussions between these bodies as well as the United States Congress.

the MASTER PLAN



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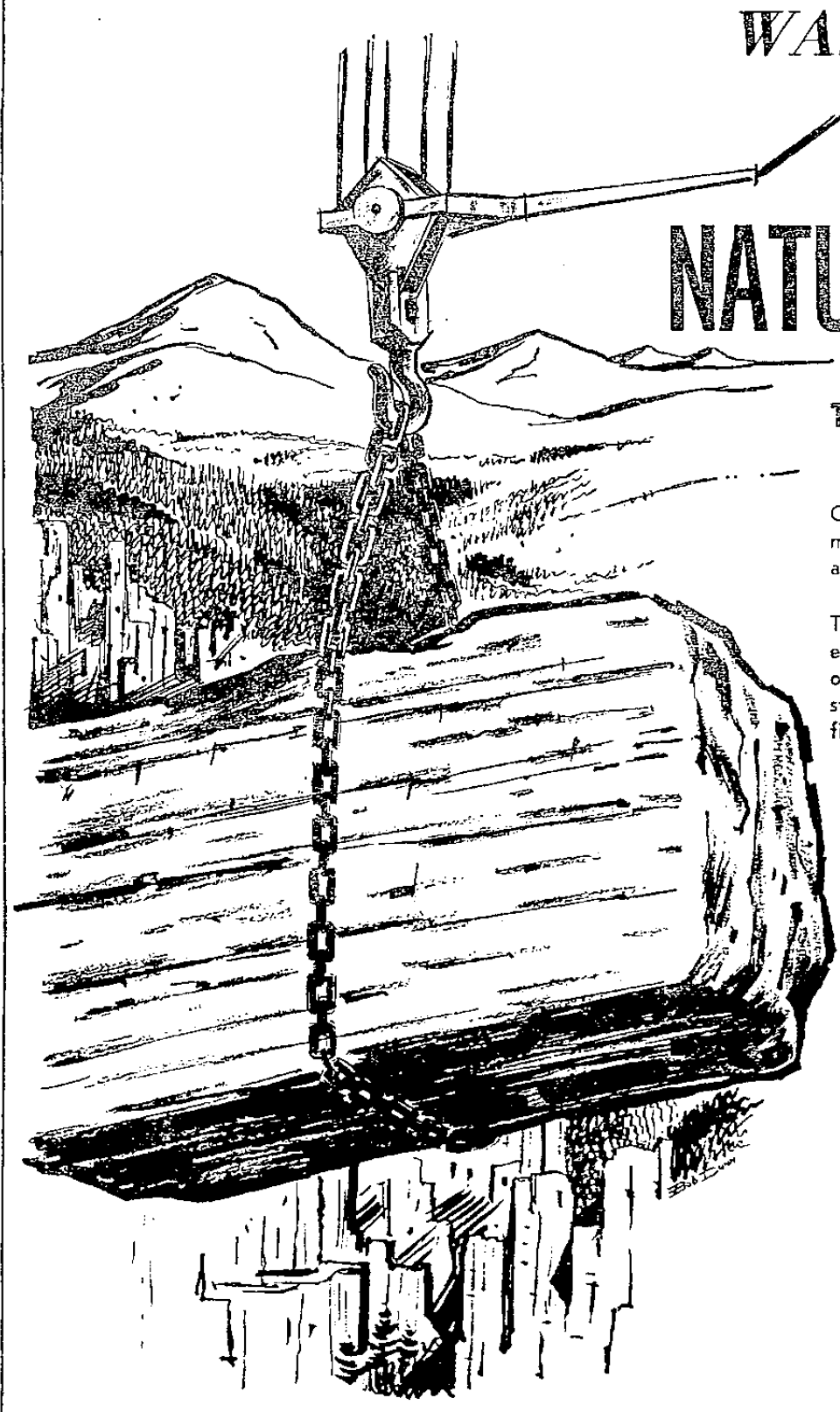
WILKESON NATURAL SANDSTONE

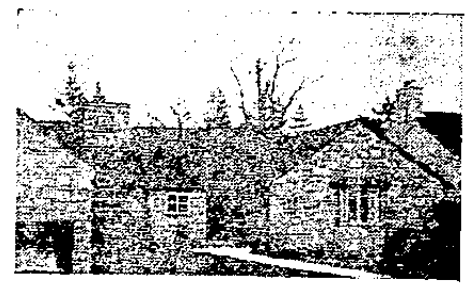


The finest quarried stone that nature has created . . .

On the slopes of Mount Rainier is found the stone of which so many of our Northwest's finest residences, buildings and churches are constructed.

This strong and dignified stone with its warm soft coloring and everlasting qualities is not subject to wear or weather. Because of its fine texture and beautiful neutral colors, Wilkeson Sandstone is ideally suited in solving the architects' problem and fulfilling the homeowner's needs.

This Seattle residence with Wilkeson Stone grows richer and warmer with the passing years.



The beauty of this Wilkeson apartment is ageless—its quiet elegance will wear a natural distinction that will be as attractive tomorrow as it is today.



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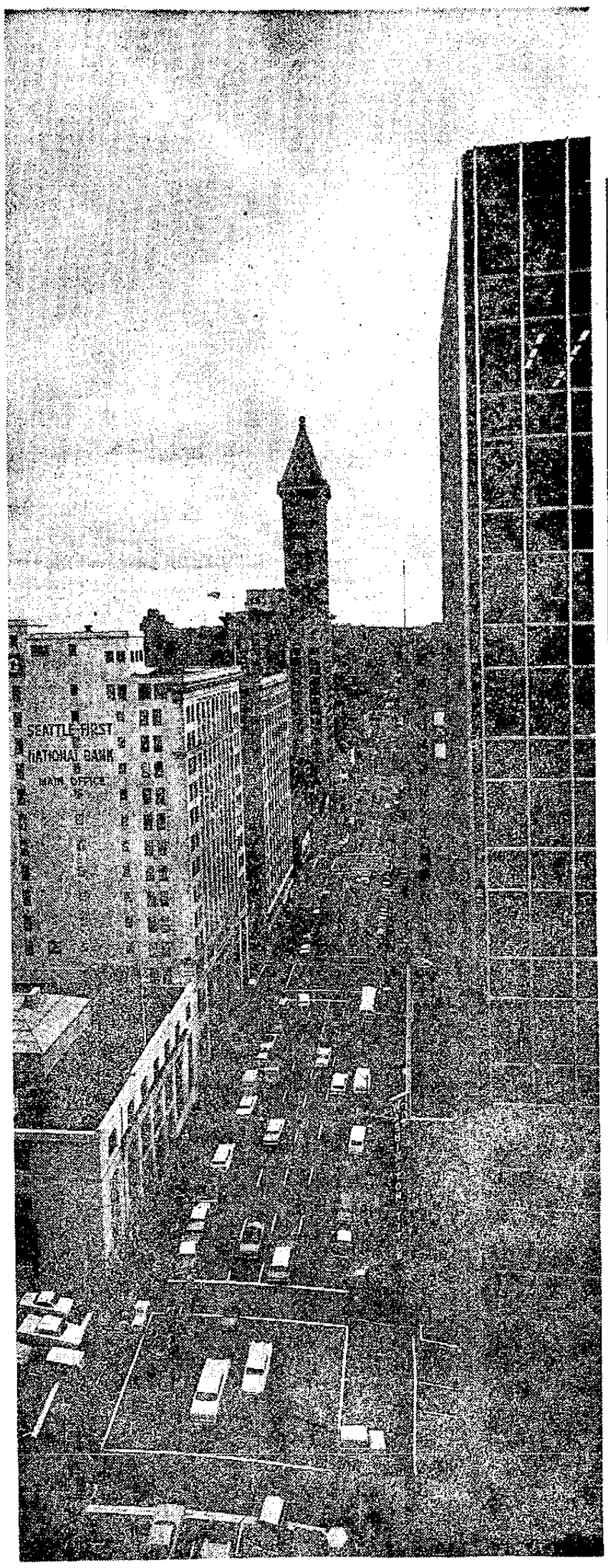
Norton Building Looks Over Financial District



FINANCIAL DISTRICT: The 22-story Norton Building one of Seattle's newer office structures, looks down, right, on lower Second Avenue in the heart of the financial district. The Smith Tower, 500 feet and 42 stories high, stands out at center. Columbia Street intersects with Second Avenue in the foreground.

Hamburger Sundae!

There will be 49 kinds of hamburgers available at the fair. One of the most unusual—a hamburger' sundae (basic burger with a big scoop of ice cream).

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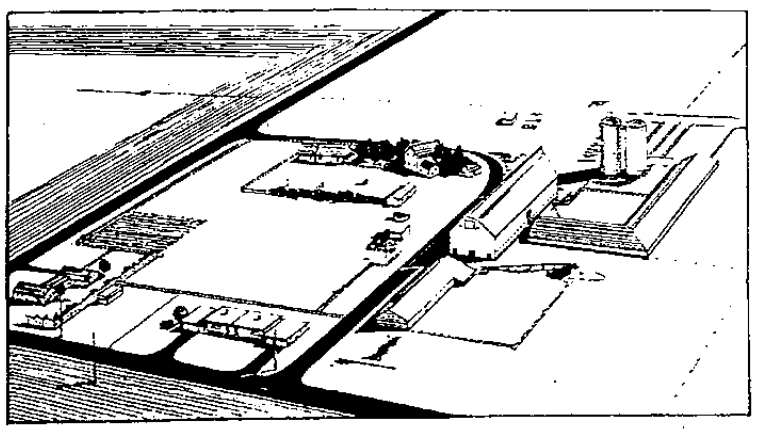

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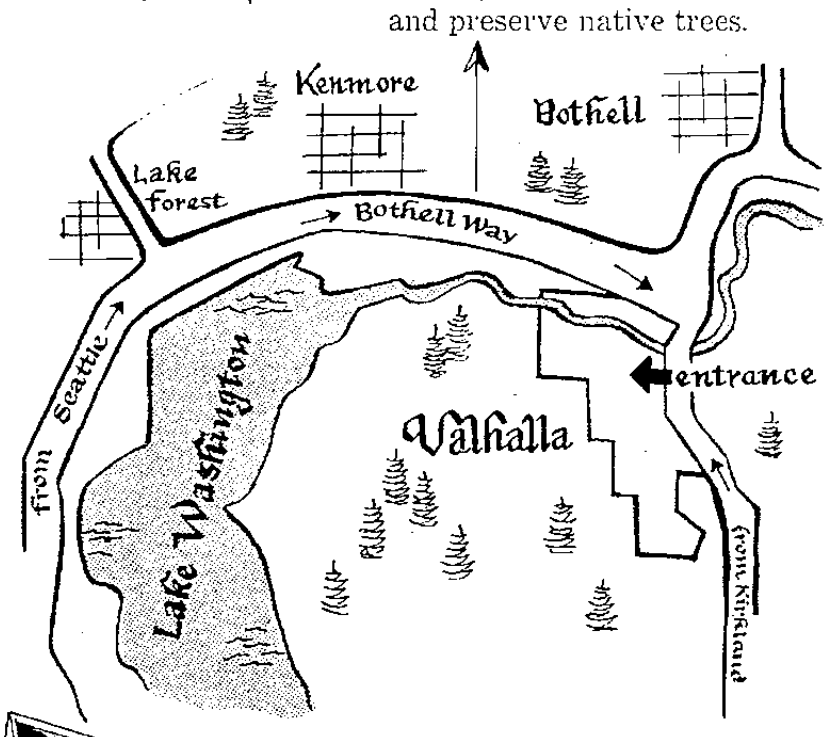

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Hospital Seen As Community Health Center

Justin W. Greene, administrator of one of Seattle's newest hospitals, Northwest Memorial, believes that the key word in the phrase "tomorrow's community hospital" is the word, "community."

"While remaining a shelter and treatment area for the injured and ill," Greene said, "tomorrow's hospital will play a role of increasing importance in the community.

"It will continue to serve as a depot of community health information, as a liaison between medical men and the community, and will increase its educational facilities to bring young people closer to the health-fields picture."

GREENE CITED, as examples, the programs presented by many hospitals today through "career" days, as well as the practice of creating workshops for high school health-and-science classes.

In its series of five programs for young people, Northwest Memorial Hospital has gone a step further in opening the programs to all interested young people in the area.

The programs, however, are not given for class credit or as part of a school curriculum.

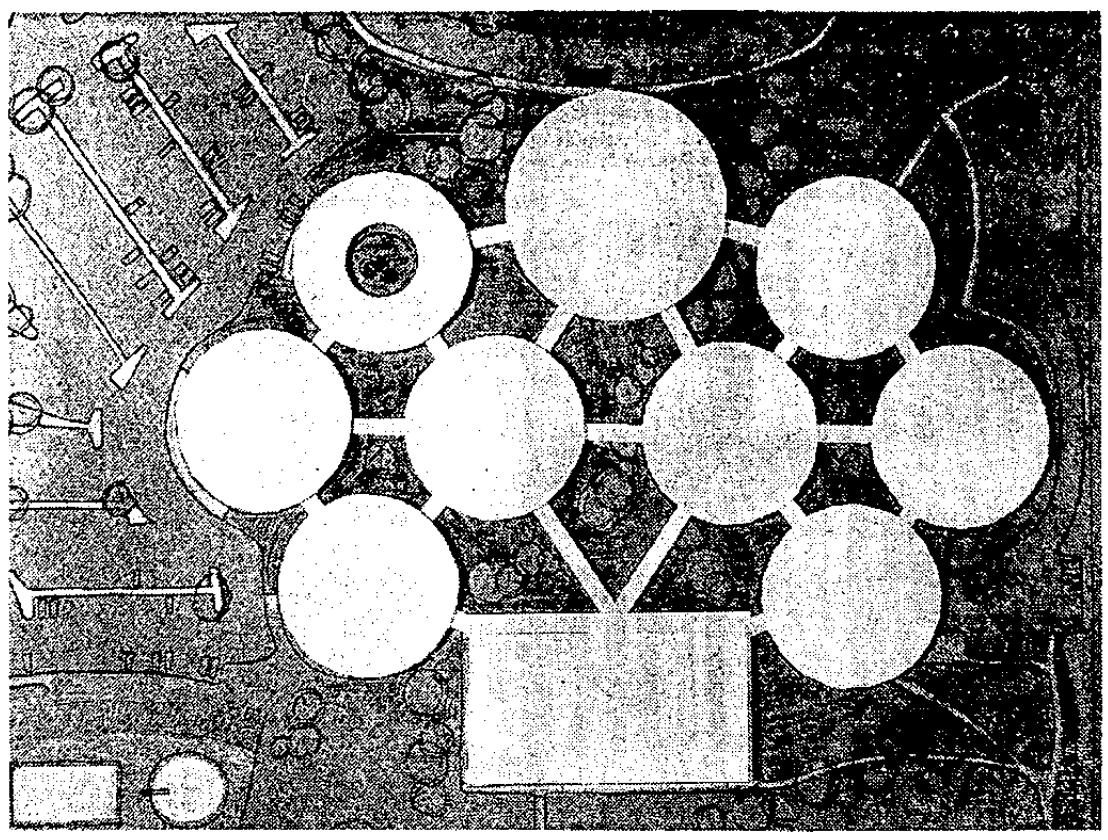
The first in the series was a lecture on pathology given by Northwest's pathologist, Dr. Warren Lovell.

THE SECOND program, given by Northwest's nursing supervisor, Mrs. Mildred Estes, on nursing as a career, was attended by 145 young women.

The third will be on the subject of radiology. It will be presented by Dr. Arnold Stevens, Northwest's radiologist.

Others are planned later on the subjects of physical therapy, dietetics and medical-librarianship.

The programs are designed to increase Northwest's role as a good neighbor in the community.



BIRDS'-EYE VIEW OF HIGHLINE HIGH SCHOOL IN ROUND
Nine circular buildings cluster near rectangular gymnasium

The population "explosion" has created serious problems for all the school districts in the Puget Sound country. But they are being solved.

The Highline School District is an example. In the past five years the district has constructed classrooms to serve 15,000 pupils at the rate of a classroom every three-and-a-half days.

In that five-year period, the Highline enrollment doubled in size. The number of buildings increased from 22 to 46.

FOUR NEW HIGH schools in six years at Highline is evidence of the dramatic growth. The fifth high school, designed with round buildings, will open in September, 1963.

Highline school directors were farsighted in acquiring sites in advance for all anticipated school needs. The residents have been outstanding in their cooperation and support.

Highline is typical of other districts. Its planners take into consideration such educational trends as team teaching, foreign - language laboratories, speech therapy, adult education and summer school.

They are concerned with safety against fire and accidents, with long range low-maintenance costs, room versatility and acoustic control.

The Shoreline School District is north of Seattle.

The Shoreline story began in 1944 when six elementary-school districts of Seattle's north suburbs were merged.

It was a time of tremendous population influx of the war years, a period of unprecedented and unexpected housing development with the post war rising birth rates soon to take place.

SINCE 1944 the district has built 17 elementary schools, three junior high schools and two senior high schools.

This year it will build two more elementary schools, a junior high school and a community college.

The Shoreline community always has been consulted on school planning. One year a series of town meetings was held to evaluate the proposed educational requirements.

Citizens' questionnaires produced helpful data for planning of vocational facilities. Citizen advisory committees and the Shoreline Council of Parents and Teachers help this district as similar groups help other schools.

Cooperative community and administrative planning based on past experience and projected educational needs are important considerations to school districts.

Somerset Area Is Higher Than Needle

Somerset, a planned residential community that has an altitude 150 feet higher than the Space Needle, will offer fair visitors a long - range view of the World's Fair. From Somerset, the Needle sometimes appears to be a flying saucer, thanks to clouds and sunlight effects.

When completed, Somerset will be the northwest's largest residential development with all wires and telephone services underground. It will have 3,500 homes. It has 1,000 acres of view property with more than 100 homes already started or completed.

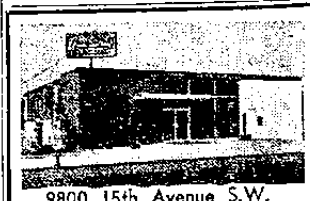
On a rounded hill southeast of Bellevue, the community has an entrance marked by fountains. Wide boulevards curve gracefully up the hill.

Somerset homes are electrically heated and have achieved the Gold Medallion Award of the electric industry for quality.

Architectural controls, plus plans for parks, schools, churches and shopping centers in Somerset are other advantages of advance planning.

Dahlia Official Flower

The Dahlia is the official World's Fair flower. But it did not attain its eminent position without a fight from boosters of the chrysanthemum and the rhododendron, official state flower.



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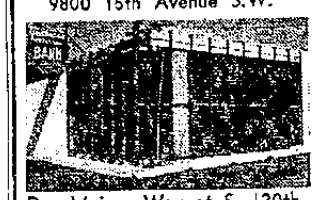

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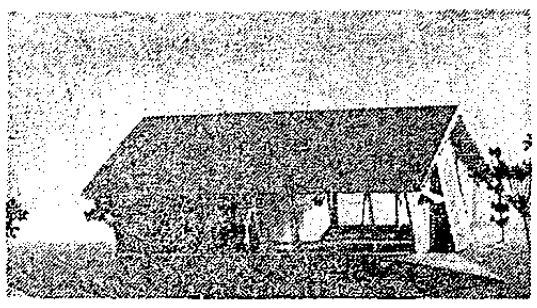
Quaker Church In Modest Class



SMALL FUTURE CHURCH: This Eastgate Quaker church, now under construction, shows a two-story classroom on the left and a meeting room on the right with a covered breezeway between. In the modest-price class, this church will have a shake roof and wood siding in keeping with Pacific Northwest materials and architecture. The design is by Bassetti & Morse.

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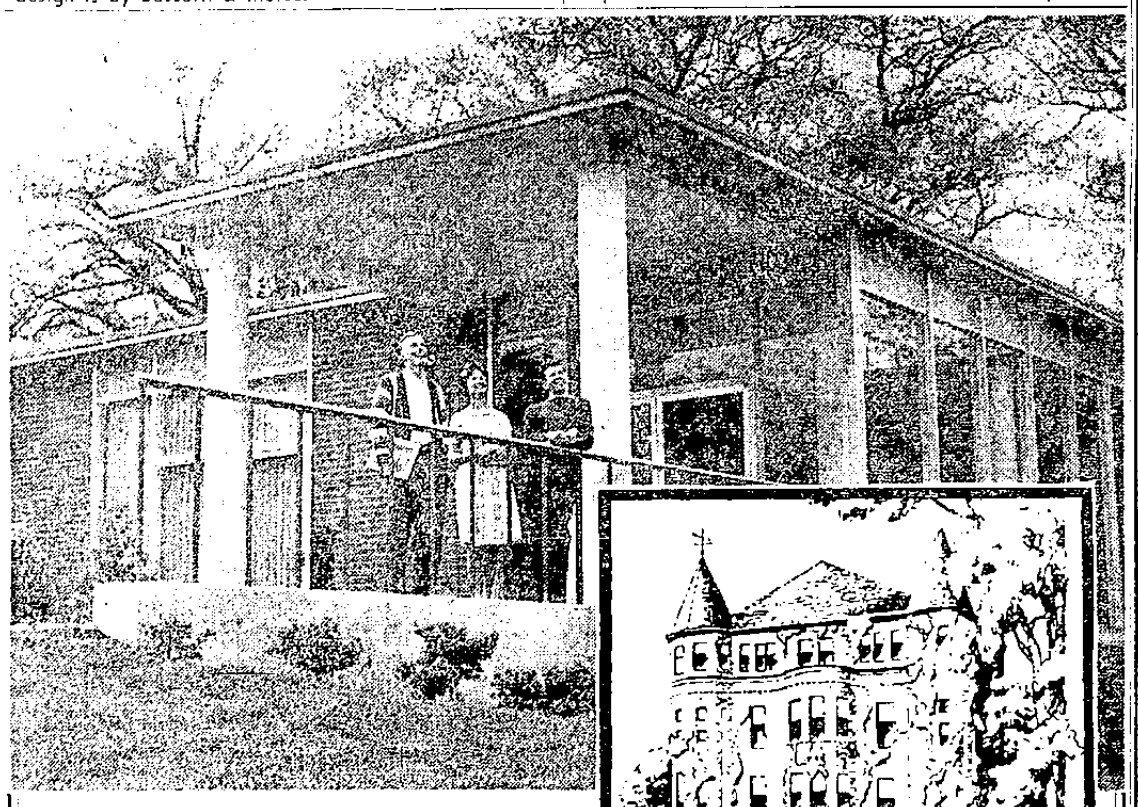

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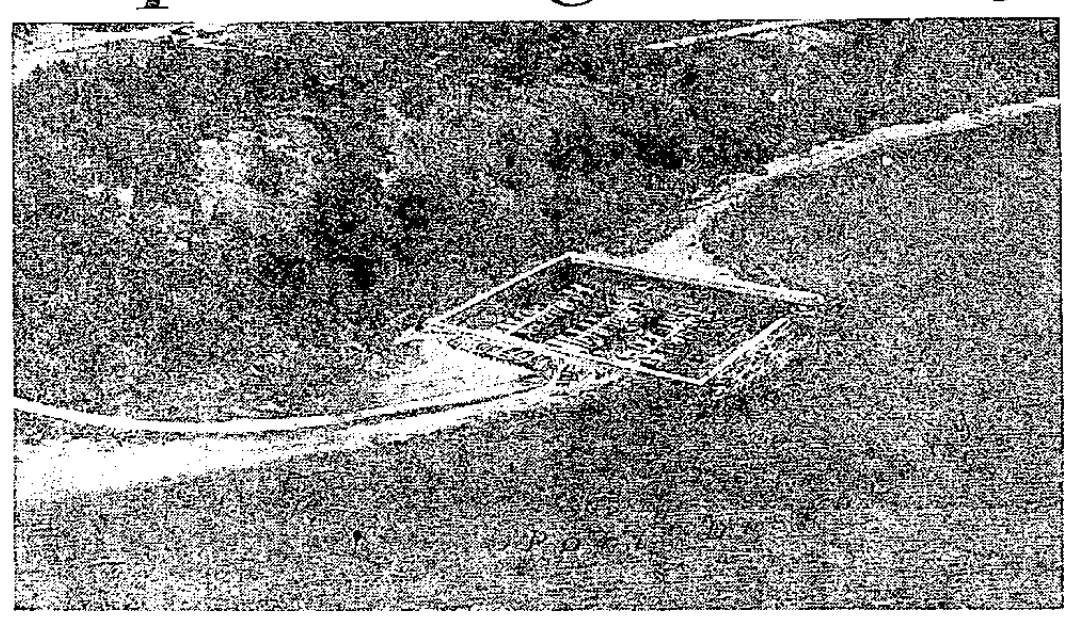
Cape George Colony



This is how the protected boat basin will appear when completed

200 DAYS OF SUN EACH YEAR!

Created by the Olympic Mountains, this area has only 18 inches of rainfall per year and so many days of sunshine that it is known as the Sunshine Belt of the Northwest and yet is only 1 hour and 15 minutes from Seattle area! In the heart of this Year-Around Paradise is Washington's Newest Waterfront Community . . .

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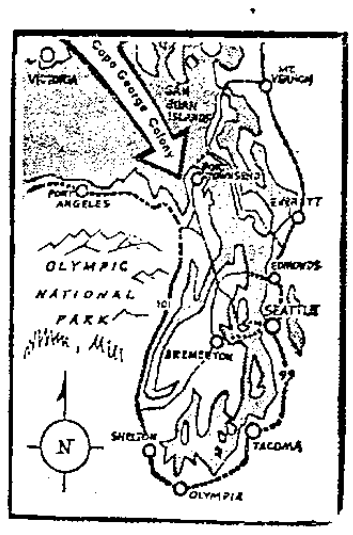
As a permanent resident or weekend and summertime resident, you'll find it an ideal starting place for boating in the San Juan Islands. Your boat safe in your own Private Marina. When you reside at Cape George, you're at the center of the most interesting part of Puget Sound's recreational playground.



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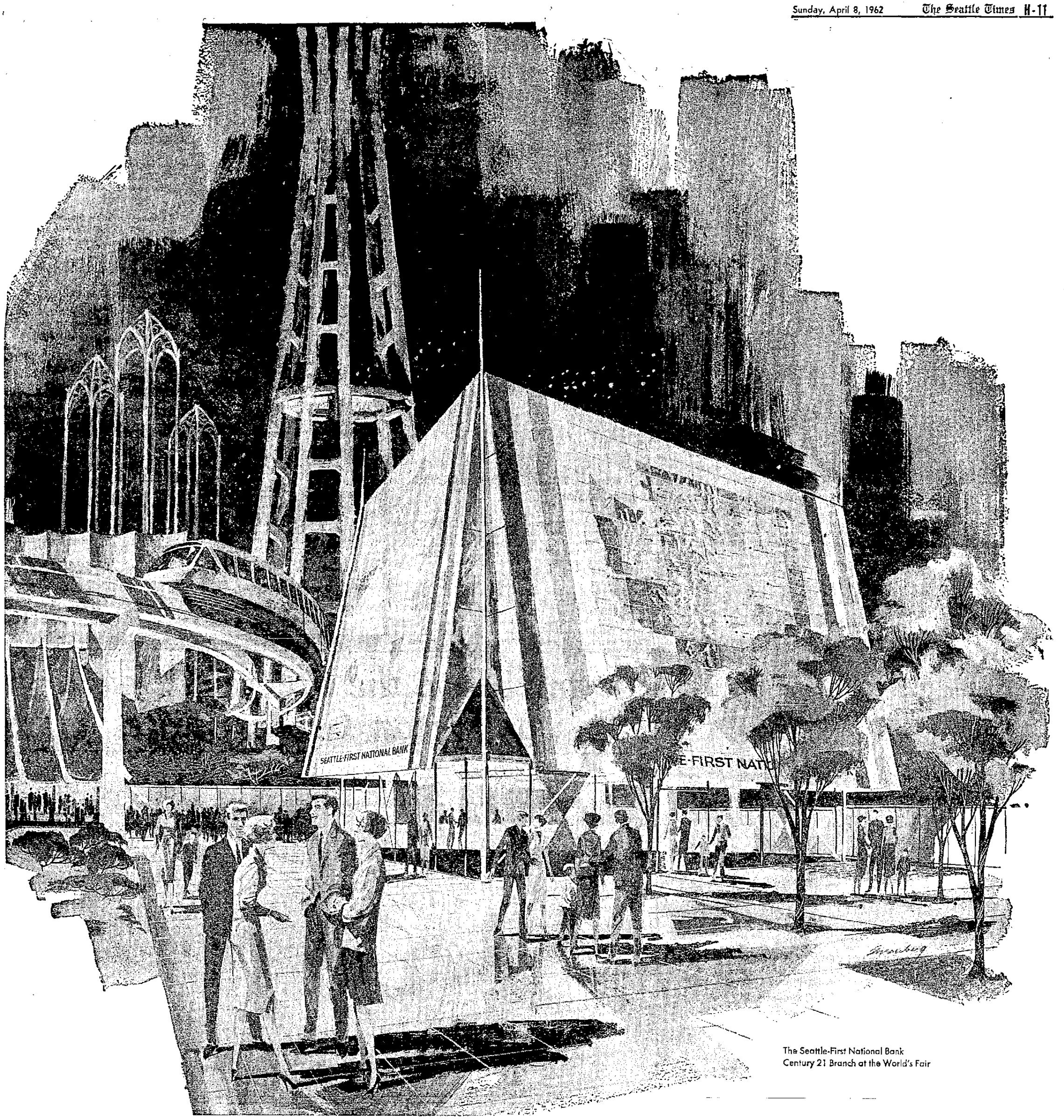

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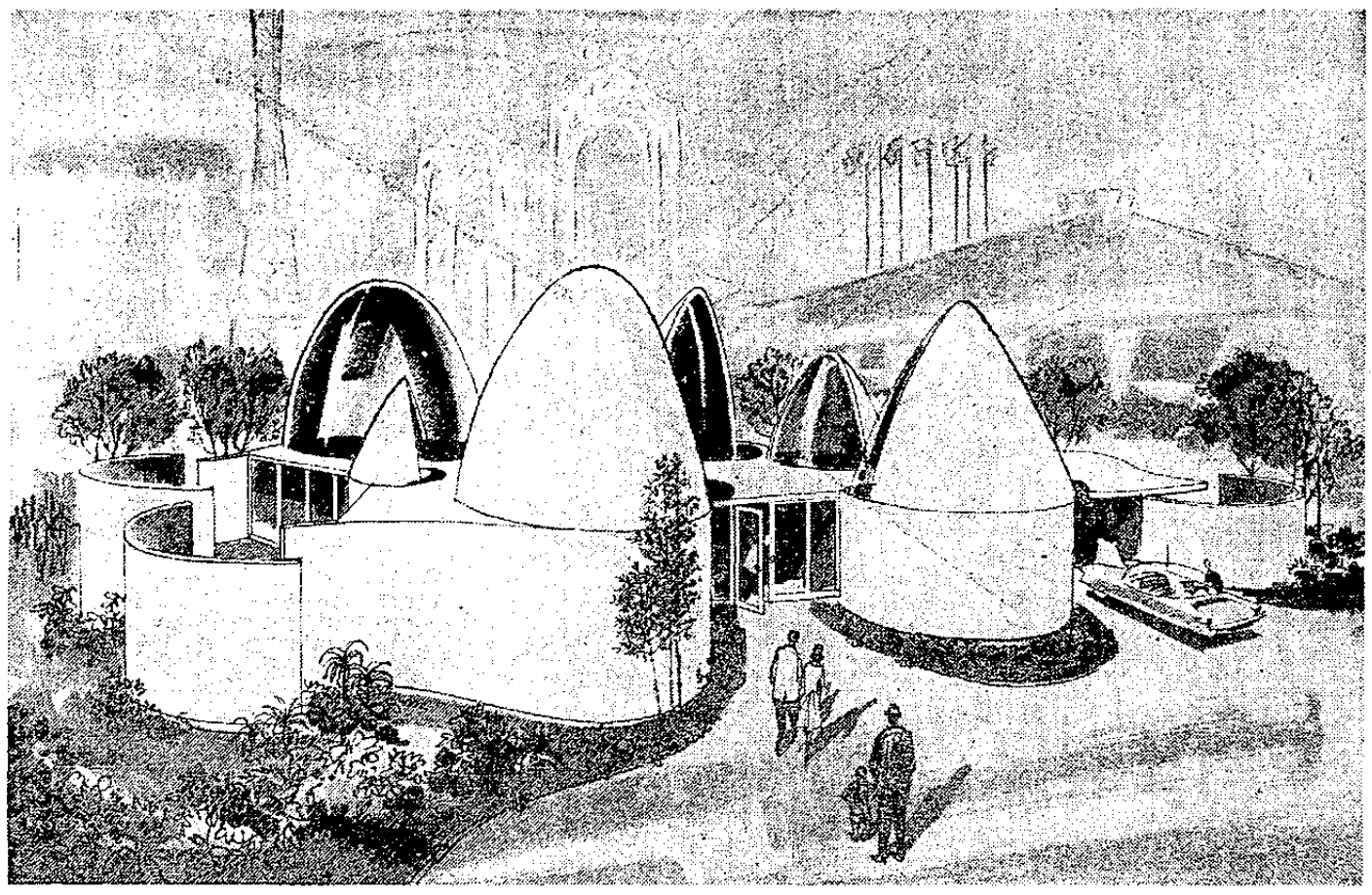
Home of Future Puts Thrilling Ideas on Display



MODEL HOME AT FAIR USES ROOF CONES TO ILLUMINATE INTERIOR
Artist's sketch shows home of the future

A house so unusual in design that everyone connected with its construction is thrilled will be one of the fair's attractions.

Sponsors are the Douglas Fir Plywood Association and Practical Builder Magazine. The house is the cover picture for this month's issue of the magazine.

Liddle & Jones is the architectural firm. Richard Haag planned the landscaping and James Jacobs, the interiors. Robinson & Stewart is the building firm.

An unusual feature is the use of roof cones to catch natural outside light for the interior.

The key to the home's construction is a new idea in using plywood walls with insulating material sandwiched within the plywood.

This house is built with conventional studding to show the possibilities, but the sandwiched plywood is technologically possible. It could open a new area in floor plans.

The architect says that by arranging the living areas around the perimeter he achieves a family room or informal center space that is more interesting architecturally than a conventional family room.

Recessed light bathes the grass on the 100-by-120-foot site. A deck in the rear, not shown in the floor plan, extends to the ground level.

Honey locusts and poplars, set in a row, provide landscaping.

The exterior colors, including the lighting cones, are gold-buff-bronze that shift in tone with the sunlight.

Strong blues, greens, reds and golds also are used outside. They relate to the interior color schemes.

The living area is floored with wood mosaic in a herringbone pattern, except beneath the cones, where carpets trace the shape of the skylights on the floor.

Most of the furniture in the house is built-in or designed to fit the curving walls.

In the carport the planners expect to have the car of the future, a type that will ride on a cushion of air.

Inside lighting flows and changes, not only because of rheostat control but because of wall shapes. There is a background of fluorescent light, with incandescent spots inside for drama.

Several hexagonal storage units serve as room dividers. One, for hi-fi equipment and possibly a color-television set, is on casters.

The cones overhead were designed to revolve. In the home of the future they might capture and store sunlight.

Heating is furnished by a heat pump that can be reversed in summer to remove heat from the interior air. Instead of a conventional fireplace the home has a firehood.

This model house of the future may be found just south of the Fine Arts Building.

Credit Goes To Ex-Councilman

The man credited with first originating the idea for the World's Fair is Alfred R. Rochester, former Seattle city councilman and now executive director of the fair.

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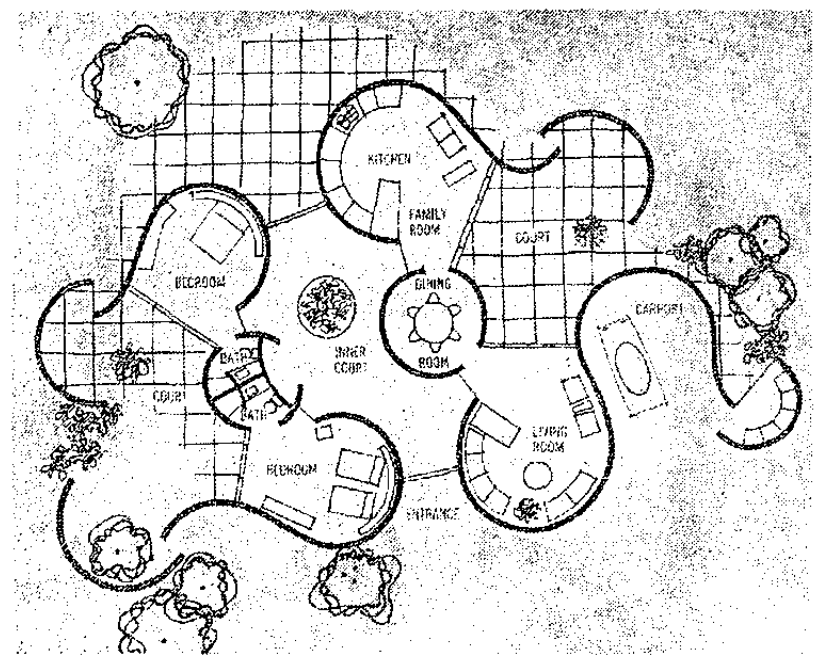

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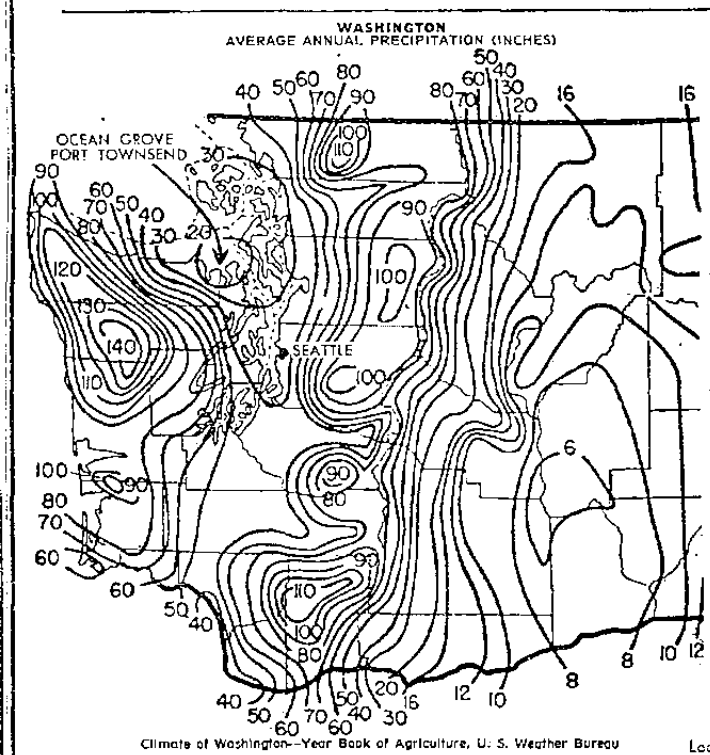

Climate of Washington—Year Book of Agriculture, U. S. Weather Bureau



Looking westward from Ocean Grove Estates across Discovery Bay and the Olympic Mountains.

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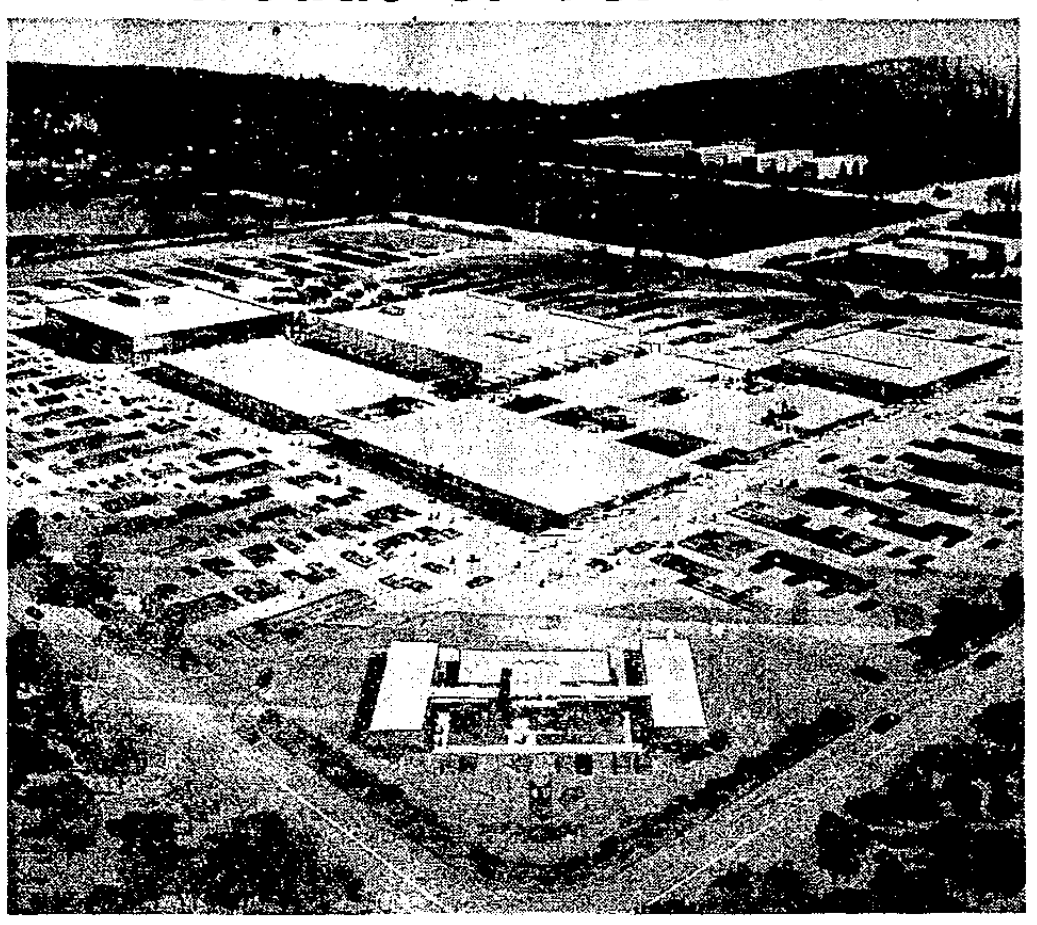
Crossroads of Tomorrow



ARCHITECT'S PROJECTION OF CROSSROADS DEVELOPMENT

An $11,000,000 shopping-and-residential development on a 145-acre site east of Bellevue is under construction for the Greater Seattle of tomorrow.

Called Crossroads because it is on two arterials, 156th Avenue Northeast and Northeast Eighth Street, it will include both recreational and cultural facilities.

Dick Willard and George Bell are partners in the enterprise. Already constructed are office buildings for Willard and Bell, Interlake Realty and the Washington Natural Gas Co.

The gas company has established at Crossroads its first division on the east side of Lake Washington.

A GOLF COURSE and driving range, with a clubhouse now in use, also has been developed.

Scores of houses are under construction. And many already are completed and occupied.

Four buildings to house many kinds of shops, including a Market Basket supermarket, will be started this month. Willard said he expects a department store with 100,000 square feet of floor space will be finished in the summer of 1963.

Bell formerly was the principal builder of the Lake Hills residential development south of Crossroads. Willard was the Lake Hills sales manager.

Crossroads has a 25-member community consulting board that advises on possible future recreational and cultural needs.

THERE ARE plans for combining a little theater with a large restaurant and an art gallery. There also will be an ice-skating rink.

The center eventually will have 540 living units, both apartments and homes. The units will be around the shopping center.

Willard and Bell are reserving five acres for a civic center.

The Seattle-area "city of tomorrow" will have many community centers like Crossroads.

Aerialists To Perform

German aerialists will do tightwire stunts between the Space Needle and the Memorial Stadium on the opening day of the fair.

The aerialists, from Circus Berlin in Germany, will perform twice daily from April 21 to April 29.



EIGHT MORE LIKE THIS: Downtown Seattle will need additional office space in the next 20 years that will be equivalent to eight new Washington Buildings. This structure has 200,000 square feet of floor space, towers 21 floors.

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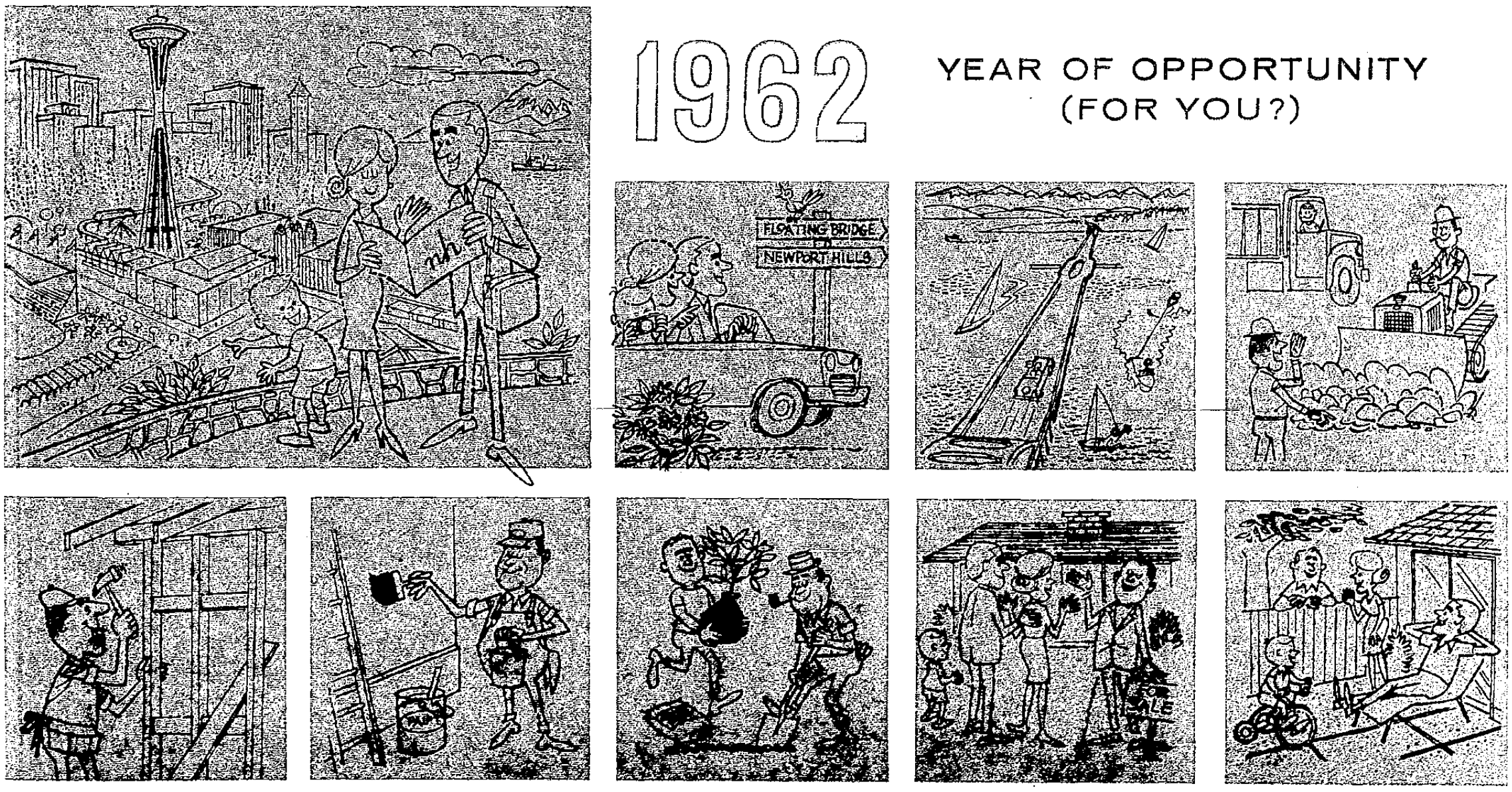

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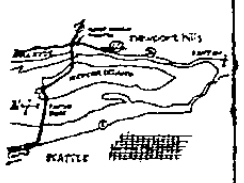

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OLYMPIA-EVERETT:

Huge 'Linear' City Seen For Puget Sound

The Lower Puget Sound "city of tomorrow" may be a "linear" city stretching north from Olympia through Tacoma and Seattle to Everett, Prof. Edgar M. Horwood, a member of the technical-advisory committee of the Puget Sound Regional Transportation Study, says.

Four counties—King, Pierce, Kitsap and Snohomish— and three of their major cities—Seattle, Tacoma and Bremerton—have joined in the study to seek solutions to problems of this future city.

Although the study is in its infancy, it is apparent there must be a network of more highways, freeways, bridges, possibly monorail spurs, an interurban-railway system and a passenger-helicopter system.

William A. Bugge, State Highway director, said plans are well along to build another freeway east of Lake Washington to meet expected traffic requirements. It would join the freeway now under construction both north and south of Seattle.

THE STUDY was initiated by the Puget Sound Governmental Conference and Regional Planning Council, which was formed five years ago under the State Planning Act.

Commissioners of the four counties, realizing the importance of county cooperation, provided funds to begin the study. Later, federal and state funds were added.

A transportation study of similar size has been made in only one other area in the United States—the Philadelphia area, where 11 counties cooperated.

Funds are being used here to study travel habits, and make home interviews and traffic counts.

John K. Mladinov, the study director, estimates that by 1964 enough information will be assembled to make definitive conclusions.

Mladinov's assistant in charge of land planning is Fred Utevsky.

John N. Porter is director of the Puget Sound Governmental Conference.

THESE MEN recognize that the Puget Sound region is on the brink of full and swift urbanization, spectacular change and many accompanying problems. Perhaps no problem is more important than that of moving people, vehicles and goods.

Robert R. McAbee, former director of the Puget Sound conference, said leaders are becoming weary of having to spend the major portion of their time on remedial measures and emergency problems.

They want to anticipate needs, to provide for them and become a part of planning for tomorrow, McAbee said.

The study is designed to give them the basis for a balanced and integrated transportation-and-land-development plan in the four-county region.

Horwood said that area-wide requirements would be fulfilled in a manner that never could be done by any one city or county.

"The most important contribution of the study is that it is conducted by one independent and integrated staff, rather than by 26 municipalities," Horwood said.

Horwood said the federal-participation interstate-highway-building program can supply only 15 to 20 per cent of the Puget Sound region's needs. The remainder must be done by state and local participation.

"A LOT OF people think the interstate system will solve our urban-transportation problems," the professor said. "It will not. This is where the transportation study of the four counties will provide a most important tool."

The linear city will require more transportation facilities than a single major freeway like that now being developed, Horwood said.

"I estimate that by 1990 we will need perhaps two or three more north-south linear freeways spaced between four and six miles apart," Horwood said.

The freeways would be interconnected to form a large grid like in the Los Angeles area or a combination of radial freeways pointing to the present centers of population, he said.

Horwood does not see rapid transit as an early development here.

"Even though a certain segment of the population would like to think otherwise," he said, "the call of independent transportation offered by the private car seems too strong.

"I CAN SEE, however, a limited system of local monorails, perhaps a number of spurs extending to areas two or three miles out from the Seattle central-business district into densely populated areas such as the medical-service area or The Boeing Co. or the residential area on First Hill. The new Monorail at the World's Fair is a model for such uses."

John Spaeth, Seattle director of planning, predicted that the study findings will exert the biggest single influence on future transportation facilities and land development yet seen in the Puget Sound region.

Spaeth is confident that city and county planners, engineers and politicians will work in concert when the study is made available.

Bugge said new emphasis has been placed on speedy road-construction programs in urban areas.

"Hundreds of millions of dollars are programmed by the State Highway Commission for expenditure to provide the highway facilities that cities so desperately need," Bugge said.

Bugge envisions the Tacoma-Seattle-Everett freeway now being built as the main arterial through the heavily congested areas.

State Dentists Put in Plug For Fair

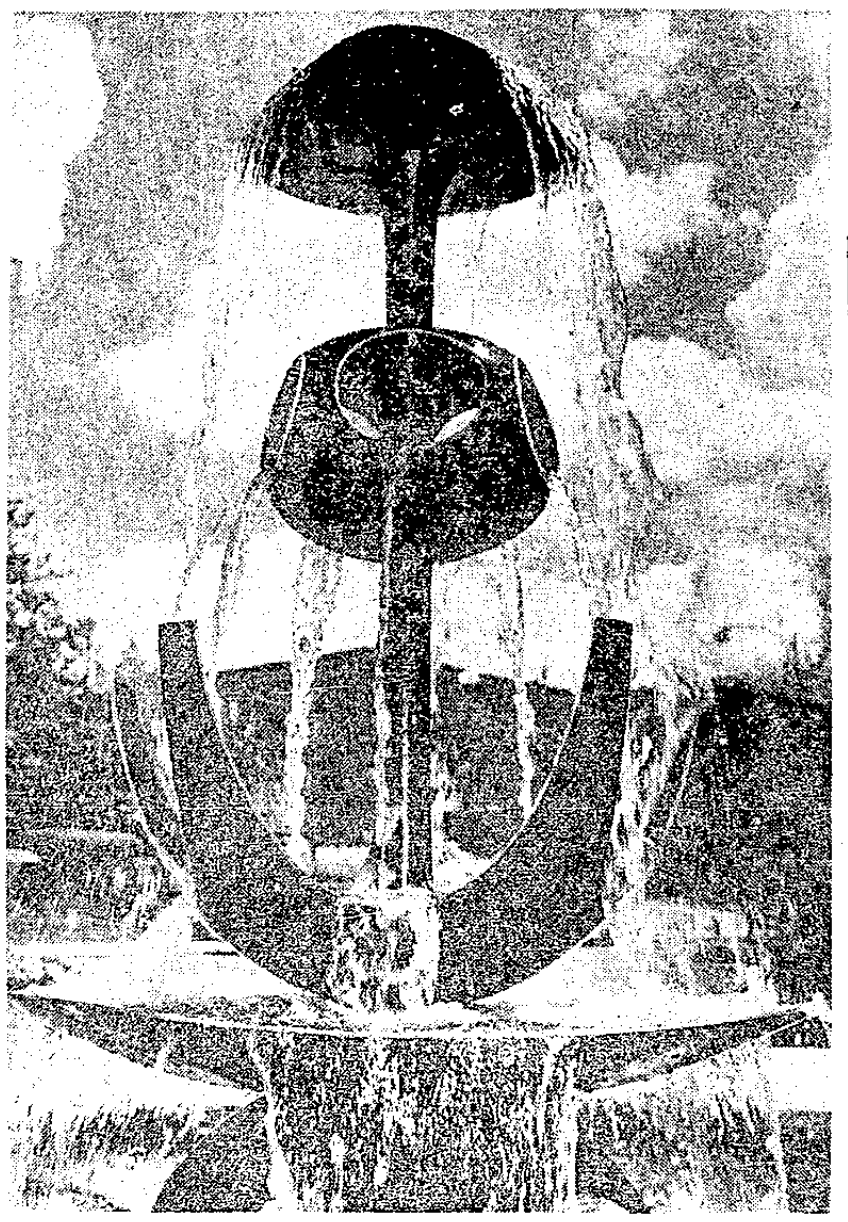
The state's dentists have drilled long and hard at the "visit-Seattle-for-the fair" theme. One of their novel plugs was the mailing out of letters of invitation over the name of Dr. Wes Day, "Space Age Pioneer Dentist."

Thousands of replies to "Dr. Day" poured in.

The only catch was that there is no Dr. Day. The name was derived from the initials of the Washington State Dental Association.

An estimated 3,000 dentists, their families and auxiliary groups are expected to heed Dr. Day's letter, however.

Fountain in Main Library Plaza Invites Relaxation



REFRESHING: The soothing sound of mountain water splashing in this unusual fountain on the Main Library plaza is an invitation for the weary to relax.

A City Within A Building...

Seattle's MARITIME BUILDING

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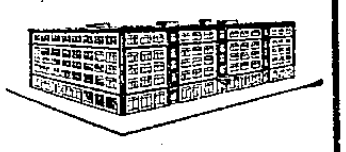

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The maritime building is literally a city within a building. Business transactions are completed every day internally and externally. It is completely diversified in its activity. The building itself is 50 years old and in excellent condition with complete modern facilities. There are tenants that have been in the building for as long as 43 years proving satisfaction. While you are visiting Seattle you are welcome to drop into the . . .

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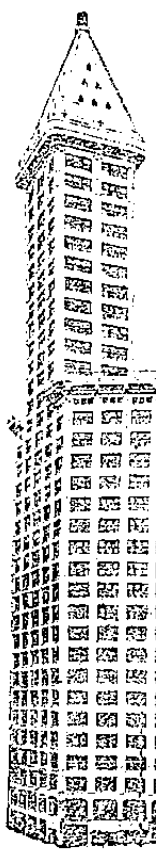
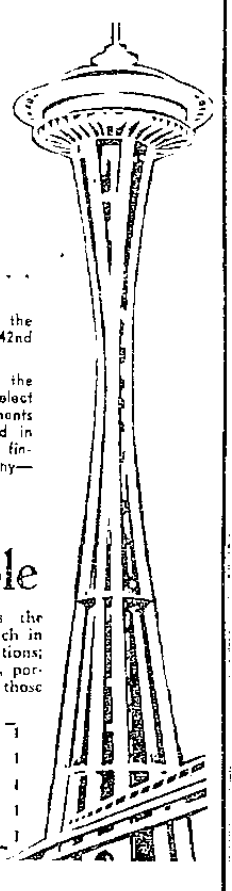


. . . The OLD and original Space Needle SALUTES The NEW and greater Space Needle . . .



For the best view of The New Space Needle and the greater portion of downtown Seattle is from the 42nd story observation area of the Smith Tower.

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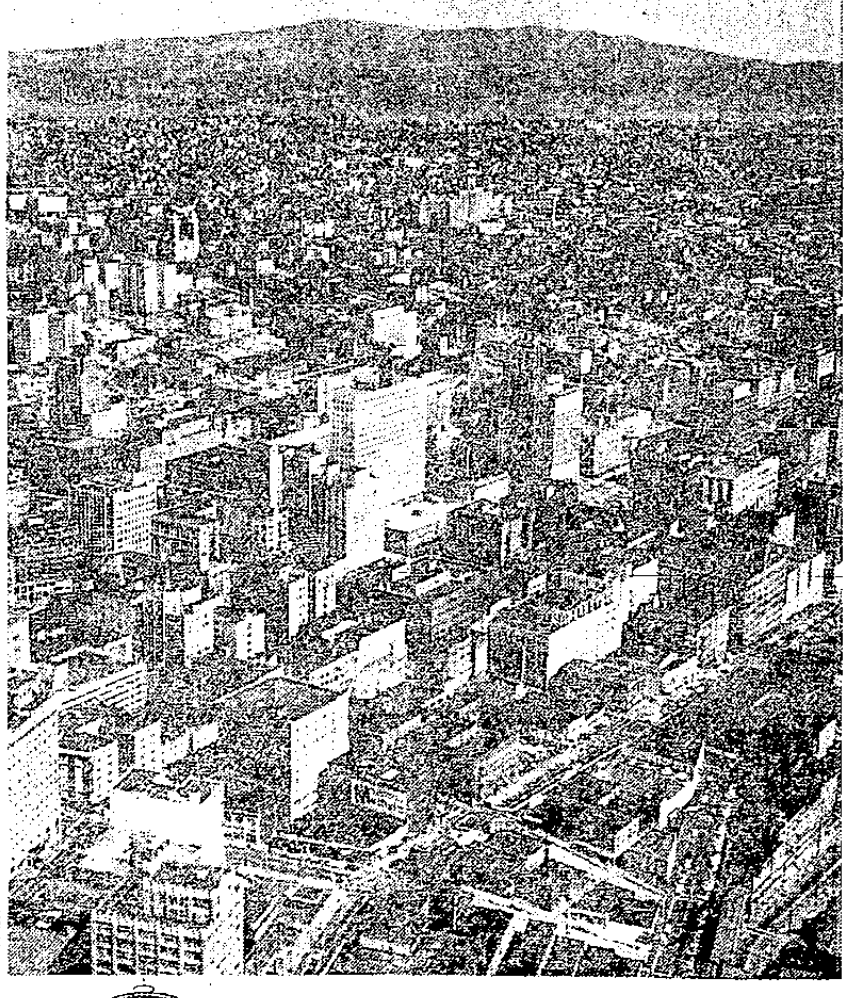

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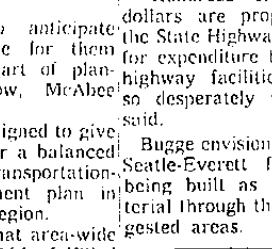

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A Demonstration of CONFIDENCE
IN THE FUTURE OF DOWNTOWN SEATTLE
AND TO THE SUCCESS OF
SEATTLE'S WORLD FAIR
By



A. W. (Monty) Morton *John F. Biehl* *George J. Mortenson*

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As a demonstration of our confidence in the future of downtown Seattle and what the Seattle World's Fair will do for the Pacific Northwest we have, in the past few years, acquired ownership of the Colman Bldg., Alaska Bldg., 4th & Pike Bldg., United Pacific Bldg., Central Bldg., the Sorrento Hotel, the Town Centre Motel and the City Center Motel. Center Motel.

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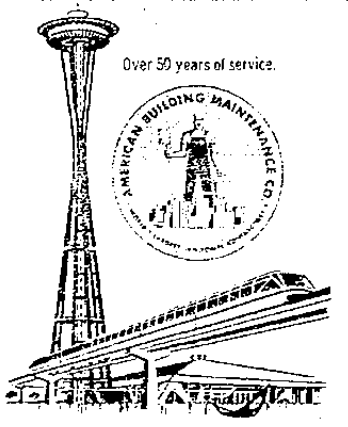

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FOR those of you who live here . . . enjoying the wonderful outdoor sports and pleasures know only too well the greatness of this Greater Seattle Area.

ABOVE all this is the place you choose for a home . . . let Picture Floor Plans be your guide to fine design, built in a natural setting, near the conveniences and surrounding you want to raise a family in . . . Yes, Seattle truly is the place you and yours will proudly call home.

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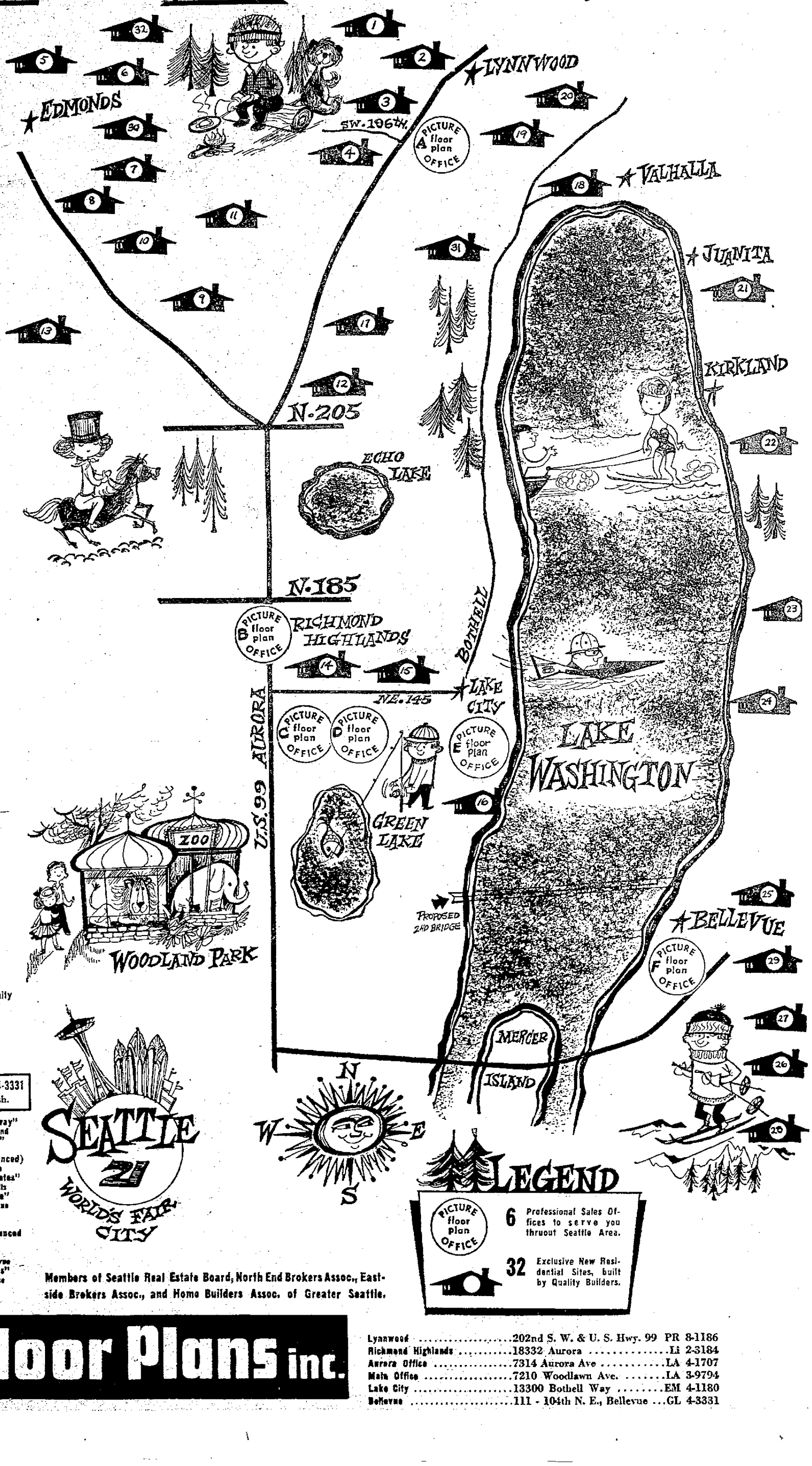

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The State of Washington appreciates its women—particularly in the field of education.

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Mrs. A. Scott Bullitt is president of the University of Washington board of regents, and Mrs. Henry B. Owen is president of Washington State University's board.

BOTH WOMEN come by their interest in education naturally. Mrs. Bullitt's parents, the late Mr. and Mrs. C. D. Stimson, gave the land and building for the first school in The Highlands, one of Seattle's exclusive residential districts. Mrs. Bullitt also is a member of the Seattle Public Library board of trustees.

Mrs. Owen's father was the late Dr. Stephen B. L. Penrose, longtime president of Whitman College. Appointed to the Seattle School Board in 1941, Mrs. Owen has been re-elected to that board with large majorities at every election since. In fact many voters are said to apply this principle: "Vote for the woman first and then choose other candidates."

THIS VOTING PRINCIPLE apparently has held true in elections for the Seattle City Council whose lone woman member is Mrs. Harlan Edwards. At the last election in which Mrs. Edwards ran she led the entire field of council candidates by a large majority and even outran the city's mayor, Gordon S. Clinton, in the number of votes cast. Mrs. Edwards is former president of the Washington State League of Women Voters. She returned to the University of Washington when elected to that presidency, to earn a master's degree in political science.

SPECULATION:

'Normal' 21st Century Activities Envisaged

By DON DUNCAN

Junior's out playing satellite tag in his space suit.

Dad's meeting a client in Borneo and will be a few minutes late for dinner.

Sister's in the spacearium playing with her atomic reactor.

And Mom is helicopter-hopping around town on a succession of coffee breaks, watching baby on wrist television.

THAT'S THE WORLD of the future the experts paint. So why shouldn't we speculate on a typical day in the life of a 21st Century housewife.

6:30 a. m. The bedroom is filled with soft music, the bed rocks gently to wake the slumberers. Mother gulps a wake-up pill, flips a couple of bedside switches and starts the wheels turning.

Prepackaged breakfasts are heated, coffee perked and toast popped (no scraping)—in about six seconds, thanks to lightning-fast ray ovens. A pleasant 70-degree heat, freshened by "imported whiffs of Olympic National Park air," replaces the night chill in 80 seconds.

7 a. m. The entire family sits leisurely down to breakfast. No frantic coffee-on-the-fly for Dad (who has just gone back to work after his annual six-month vacation).

7:30 A. M. MOTHER SIGHS. Daddy has made a good take-off in his rooftop rocket ship. He will be at the office in Oregon (where he runs a pushbutton secretarial-pool) in about 20 minutes. The kids take off on their air sleds for school.

8:15 a. m. The house is empty. Mother plugs in the thinkatron to get her morning news, predigested, from a living-room machine.

Mother then punches some buttons and the vacuum cleaners banish dust and dirt in all her rooms, dirty clothing empties from bins into washers and the dry-cleaning machines take on heavier garments.

9. a. m. What to do? Attend a morning lecture at the community center on how to keep busy, fly to Coeur d'Alene to visit an old school chum.

9:15 a. m. Off to Couer d'Alene.

10:15 a. m. "Hi, Sally, just thought I'd drop in for coffee and a chat.

"BUMPED INTO HEAVY CLOUDS on the way and called the Weather Bureau's cloud-drifting crew. They cleaned it up quickly."

"Glad to see you," Sally said. "I'm bored stiff."

"Just once," Sally said, "I wish the buttons I push would goof up."

And so they spend the morning pushing buttons and hoping. And when a short circuit burns down the all-weather, humidified, perfumed structure they laugh with glee.

It is short-lived fun, of course. The space-age carpenters replace the house by midafternoon.

Schools Unite on Research



COLLEGE COOPERATION: Significant to scientific education in the Pacific Northwest is the scientific joining of hands by the area's small church-affiliated schools. Here representatives of three such schools discussed a research project with Dr. Jere Lord, left, University of Washington. The others, from left, Prof. Karl Krienke, Seattle Pacific College; Dr. Martin Nelson, University of Puget Sound in Tacoma; Dr. Donald Kerlee, Seattle Pacific College.

Clampdown On Gougers

Gouging practices have been pretty well held in check by city, state and Chamber of Commerce officials fearful that the state might get a bad reputation among fair visitors.

One firm produced a humorous lapel pin: "Don't Gouge Me. I'm a Seattleite."

The Times: The COMPLETE newspaper. Phone MA 2-0300.

Paint-Up Honor Roll

Ellensburg got in the World's Fair swim with a "Paint-up Honor Roll" for each merchant who painted his store. Merchants names were listed in the newspaper.

Popcorn 'Snowstorm'

Robert N. Jacobs, popcorn concessionaire for the fair, is expecting "the biggest popcorn sale in history" — some 2,000,000 bags of snowy kernels.

Tripod Thanks To Steinbrueck

Although many heads worked on the Space Needle plan, it was Victor Steinbrueck, University of Washington architect, who worked out the tripod principle now employed.

The original design somewhat resembled the Washington monument.

CONVENIENT! Times City Center Office, 413 Pike St.

CASCADE HOMES inc.

now offers its popular floor plans in a variety of imaginative new

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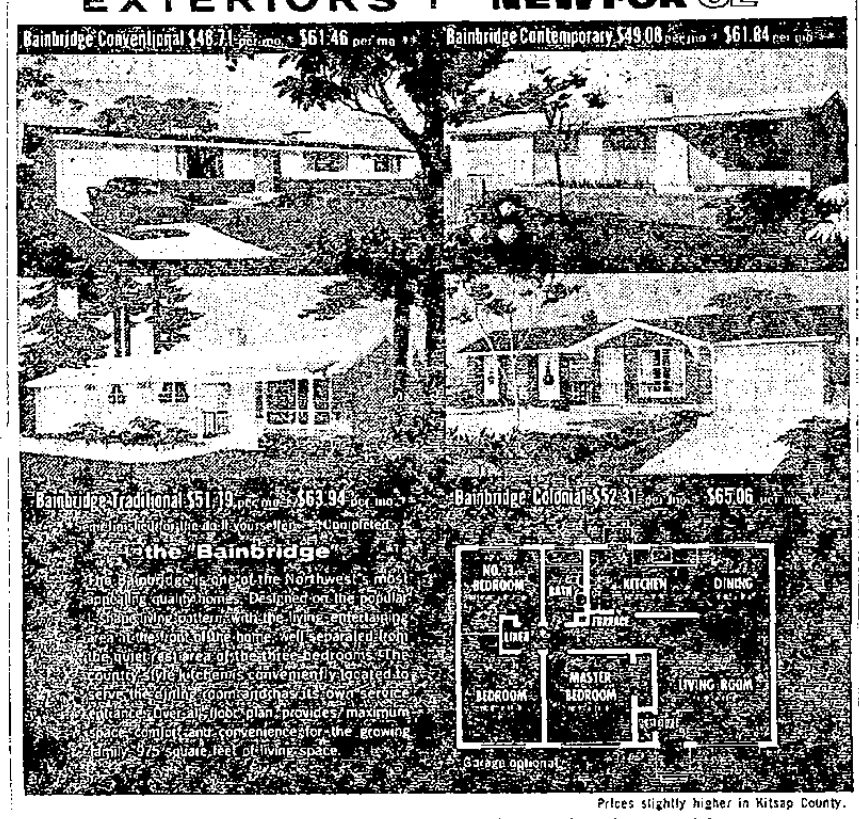
SOMETHING NEW FOR '62



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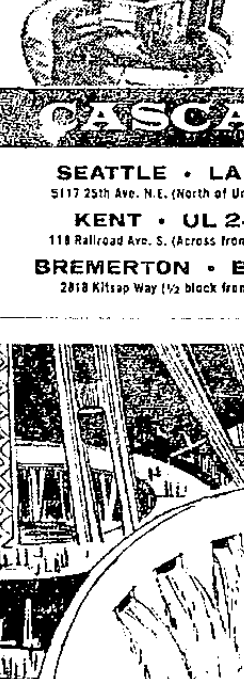

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I will have clear deed to my lot . . . ☐
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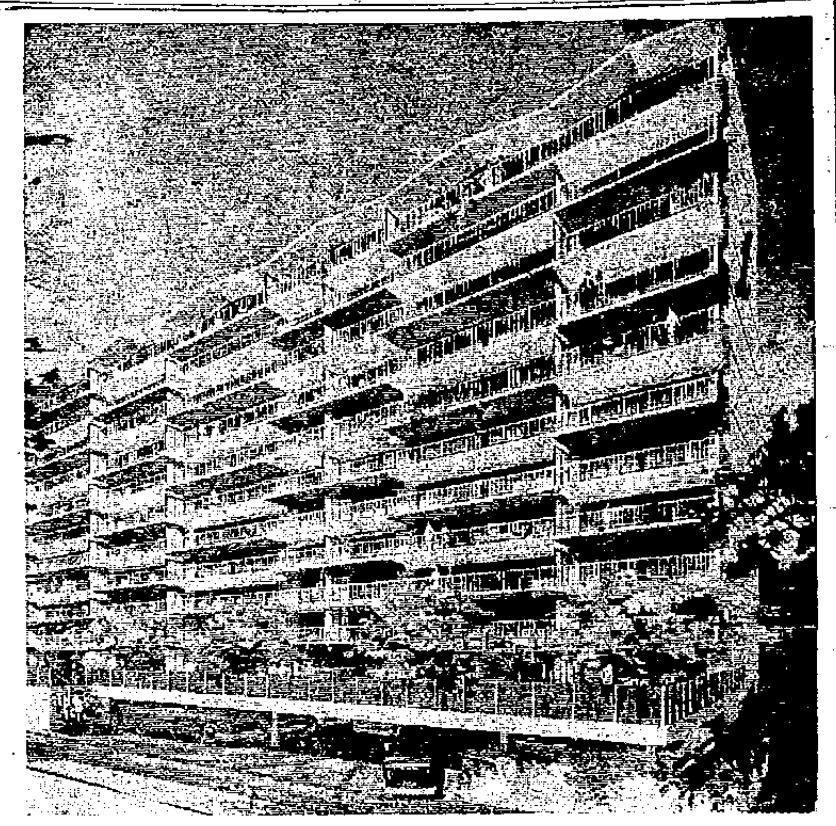

Four Sides of Elegance . . . One Is All View

As an owner of a suite in The Lamplighter, your view will be your most prized possession. In the foreground, as an exclamation point, will be Century 21's space needle. Beyond, the sound and mountains. Below, nearby in time, is the heart of the metropolitan strip where *everything's* going on.

Though suspended in the main stream, your home will be a quiet, private retreat . . . pleasing esthetically . . . among people of like achievement. All of the maintenance chores are done for you. You'll have time for the pleasant life.

You may purchase your home in The Lamplighter much as you would buy a house, but on a cooperative basis, and you become a shareholder in Seattle's finest residential property with an excellent chance to gain through appreciation, and with a transferable equity.

Choose among, one-, two- or three-bedroom units; choose your own decor. All units have General Electric built-in electric appliances. Wherever you are in The Lamplighter, you are near express elevators, plentiful underground parking, stores, shops and the downtown area. Enjoy a drive-in, canopied entrance; a luxurious recreation room and hobby shop off the garden deck; a swimming pool; and all of the conveniences and appointments you'd expect to find in so fine a residential establishment.

for more INFORMATION clip and mail this coupon or call EA. 5-6747

Lamplighter Site Office
Clifton Albright, Realtor
519 Belmont E. (EA. 5-6747)
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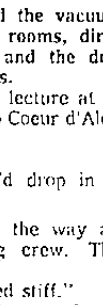

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Water splashing over the spillways of a 40-foot-high model dam forms the background for the Pavilion of Electric Power—exhibit of the Electric Utilities of Washington State.

Welcome to Seattle...

America's "Electric City"

Seattle, more than any other city in the nation, may well serve as a model "Electric City"—illustrating the benefits of plentiful, low-cost electric power.

Here in this booming, expanding city, residents use nearly 2½ times more electricity than the national average. More than three-fourths of all homes are all-electric, and as a result, Seattle has more electric ranges and water heaters than any American city, regardless of size.

Seattle enjoys about the lowest electric rates of any metropolitan center in the nation—less than half the national average.

Visit the Pavilion of Electric Power and see how the power of flowing water has been harnessed to provide better living, for less, electrically.

SEATTLE CITY LIGHT

OWNED AND OPERATED BY THE CITY IT SERVES

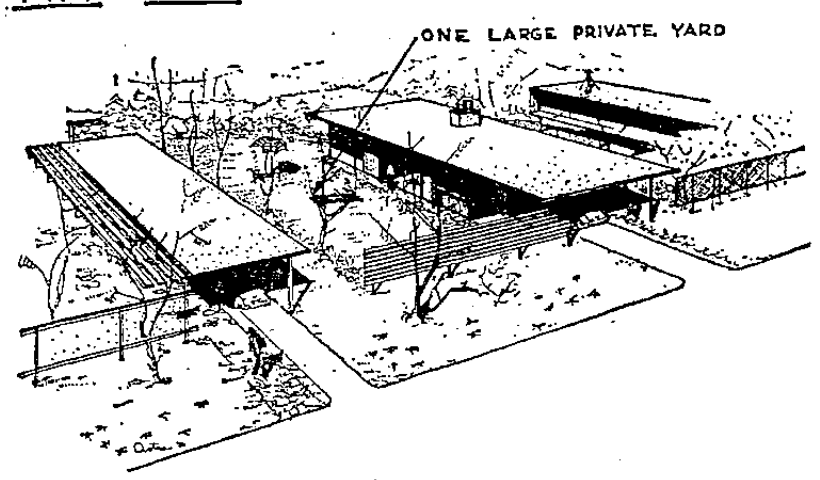
MODEL

Campus-Library Addition

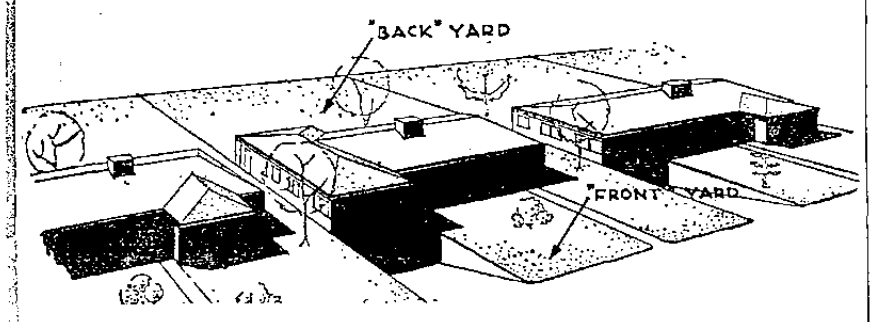


LIBRARY GROWING: Don Rabbitt and Carol Andrews, students in the University of Washington's School of Communications, studied a model of the wing being added to the Suzzallo Library on the campus.

ON NARROW LOTS TRY THIS



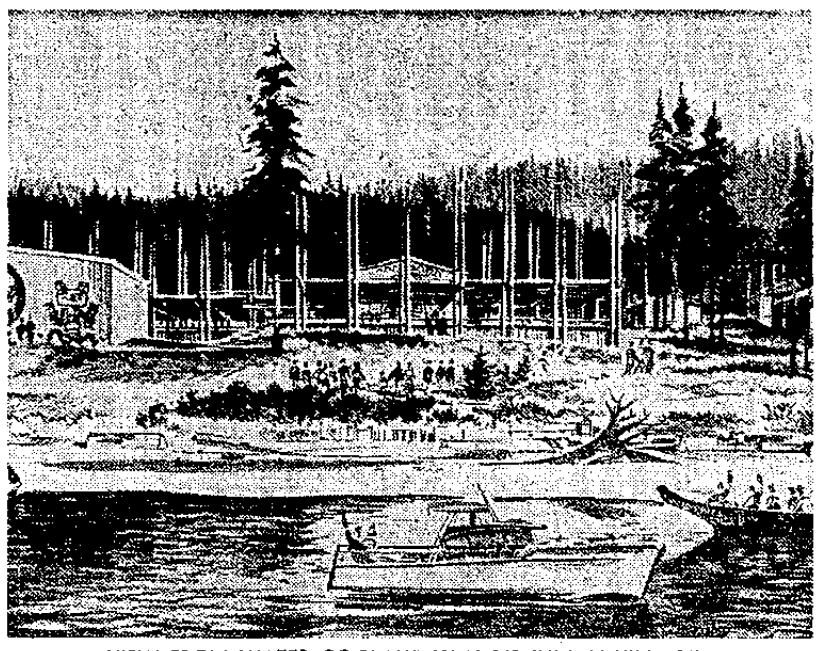
INSTEAD OF THIS



COOPERATION REQUIRED: If customary zoning requirements about setbacks for front and back yards can be waived, homeowners can have one large private yard as shown in the top sketch by Bassetti & Morse, Seattle architectural firm. A typical street, bottom, has homes close to each other, each with its own large front and back yard but no inclosed wide space.

CENTURY 21:

Indians to Turn Clock Back This Summer on Blake Island



VIEW FROM WATER OF BLAKE ISLAND'S INDIAN VILLAGE

While the rest of Seattle is pushing ahead to Century 21, nearby Blake Island will turn the clock back to the 19th Century May 1.

A realistic, Salish-type Indian Village—complete with longhouse, 600-seat restaurant, museum, 300-seat convention hall, dugout canoes and tree-studded grounds—will recapture the atmosphere of the North Coast Indians who preceded the white man here.

Bill Hewitt, caterer, is the prime promoter. He promises that boat moorage and the basic rough-hewn buildings will be ready for visitors. Food service will begin.

Vessels will take visitors from Seattle's Pier 55 at the foot of Spring Street to the island — a pleasant, 25-minute run — to Tillicum Village several times daily.

THERE, conventioners and sight-seers will see Indians at work on the beach, much as they appeared a century or more ago.

Some will fashion canoes; others will weave baskets. Still others will dance in the longhouse, for restaurant patrons.

For children, there will be beachcombing with elderly Indians to show them barnacles, jellyfish, clams and other shellfish, and to explain the salt-water beaches and forests they know so well.

AMONG the tribal leaders co-operating in making Tillicum Village truly authentic are Mrs. James Enick of Carnation (descendant of Chief Pat-Kamin, Snoqualmie Tribe); Joseph Hillaire, famous totem-pole carver (Chief Show-it-Soot, Lummi Tribe); Tandy Wilbur of La-Conner (Chief Goliah, Skagit Tribe), and Lucy Mulholland of Neah Bay (Chief Seattle, Duwamish Tribe).

Blake island, 475 acres of dense forest a few miles west of Alki Point, is said to have been the birthplace of Chief Seattle, for whom this city was named.

It was charted in 1841 by Capt. Charles Wilkes, Navy explorer, and named for George Smith Blake, who was in charge of the United States Coast and Geodetic Survey from 1837 to 1848.

The state took over the entire island as a public park two years ago.

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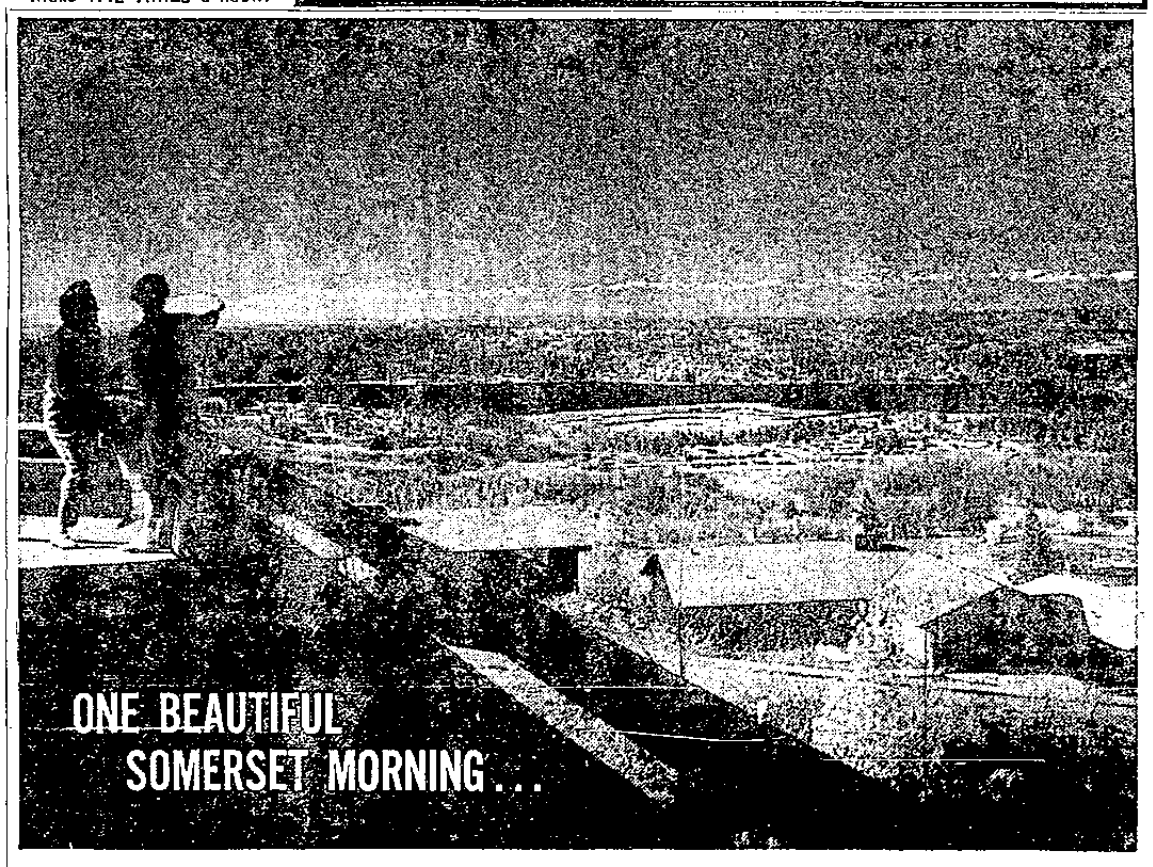

As the camera tells better than words, the eye tells better than a picture . . . but this was a view from Somerset at a magic morning moment. Though diminished by fidelity of reproduction, the top third of the Space Needle does show on the Seattle-hills skyline, directly above the Mercer Island end of the East Channel Bridge arch. It shows against the snow of the Olympic mountains, in the shadow cast on that coastal range by the Cascades. Between the needle and the snow is one hundred miles of land and sea.

Surely Somerset has the most magnificent and all-encompassing view of any residential area in all America. And Somerset is rapidly becoming a place that everyone in the entire area can show with pride. So consider this advertisement your invitation to visit Somerset with your World's Fair guests. Give them a long view of the needle, and the proud region of its setting . . . perhaps they will want to stay.

And while they're here, tell them about Somerset. Tell them it will be the Northwest's most sensitively planned, all-electric community. Point out that all the wires for power and telephones are underground, that the streets, curbs, sidewalks, street lights, and permanent sewers are installed coincidental with construction and are included in the price of a homesite. Show them the tastefully designed homes being built by our area's most accomplished builders . . . the color-lighted entrance fountains . . . sites for parks, swimming pools, shopping centers, schools and churches.

Let your guests soak up the splendor of the place, its quietude, color, and soul-soothing mystery. Poke around for fossils in newly turned earth.

Don't wait for your guests' arrival to enjoy a visit to Somerset. Come up anytime . . . today. There are a number of "custom-in-progress" homes being built now, one of which you could occupy by the end of spring. Then you could show this scene to your visitors from your own view-deck.

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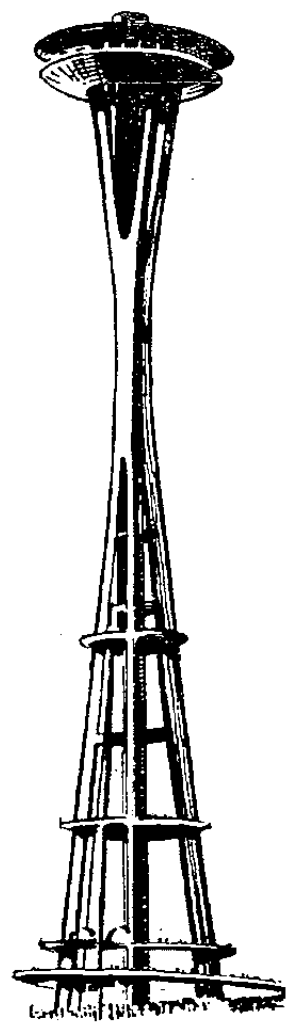
A Space Needle's Eye-View

From the top of the Seattle World's Fair Space Needle, you'll be able to see a full 360-degrees. Everywhere you look will be the land, from which our prosperity stems.

We at Washington Title are proud to be associated with our state and community in presenting this fair to the people of the world. In our own way we helped—among other things, we insured title for the Space Needle site. We stand ready to help you during this World's Fair Year and in the years to come, in our offices throughout Washington.



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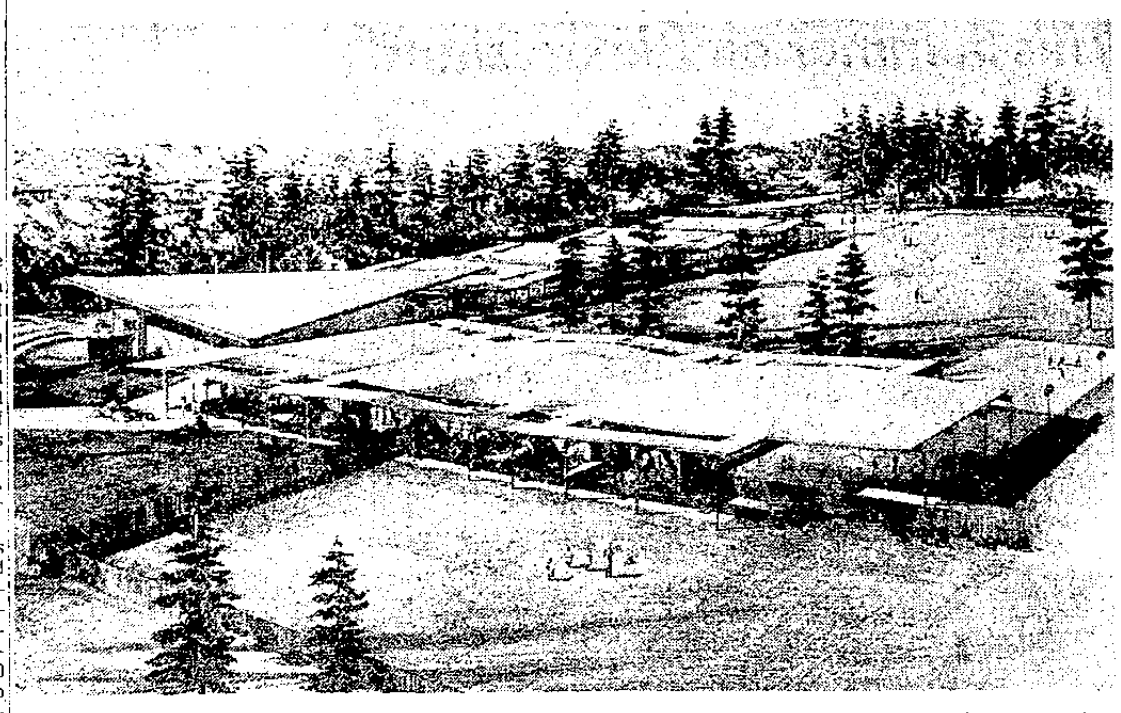
New School for Bellevue Area



MOVABLE WALLS: Planned for team teaching, television instruction and a comfortable learning environment, this will be Ivanhoe Elementary School, in a district that estimates it must build 69 grade schools and 13 high schools by 1985. Designed by the architectural firm of Jones, Lovegren, Helms & Jones, this building will have movable classroom walls so that four classes may hear one lecturer.

Realtors' Fair Aid Is U. S. Record

The largest public-service project ever performed by a real-estate group in the United States has been done by the Seattle Real Estate Board on behalf of the World's Fair here, Gordon Deering, board president, says.



GORDON DEERING

The realtors have inspected the housing offered by Seattleites for rental to Fair visitors. They have made 8,000 inspections without charge to Expo Lodging, on whose behalf the project was undertaken. Valued at $3 apiece this would be worth some $24,000.

The realtors have set the rental figure after their inspection and if the owner does not conform to this figure his property is not listed by Expo. Some realtors have made as many as 60 calls on their own time without any remuneration, Deering said.

Complete homes for rent, apartments in homes and bedrooms are included in the program. It will continue through the summer.

Advisory Group Aids Design Of Crossroads

One of tomorrow's shopping and recreation centers, Crossroads, has an advisory board whose members were chosen for their special knowledge and interests. Known as the Fine Arts and Recreation Board, the group is helping Dick Willard and George Bell with suggestions for the design of the center east of Bellevue.

Those who tell about the incorporation of art and discuss plans for the Crossroads Art Gallery are Mrs. David Christie, president of Northwest Arts and Crafts; Prof. Charles W. Smith, University of Washington; Mrs. Wellwood Beall, artist; Mrs. Wayne Hargett, artist, and Ray Jenson, sculptor.

BOARD MEMBERS of the Bellevue Playbarn who will help supervise the new theater at Crossroads are Mrs. Ronald W. Meier, actress and playwright, and Robert Reilly, actor.

Art coordinators and physical-education directors of the Bellevue and Lake Washington schools are board members. They are Bill Radcliff and Bill McLaughlin, Lake Washington, and Mrs. Robert Stoeldt, Bellevue. Another board member is Lawrence Christansen, physical-education director, Mercer Island Schools.

Mrs. John J. Christansen, Mrs. E. J. Doolittle and Mrs. Larry Gattavara serve in Parents' Clubs and Camp Fire Girls.

Mrs. George C. Martin, Seattle Opera Guild; Mrs. Harmon Martin, chairman of Eastside Family Concerts, and Mrs. George C. Bradley, musician, are interested in music for Crossroads.

OTHERS ON the board are Mrs. Leslie W. Rudy, president of the Overlake Service League; Mrs. John F. Strickland, Jr., president of the League of Women Voters of Bellevue; Mrs. Frederick Brunton, Seattle Opera Guild; Mrs. John D. Shaw, American Association of University Women; Mrs. Boyd Buccy, board member of the Bellevue Library; E. M. Biddle, president of the Bellevue Kiwanis Club; Donald Burgan, president of the Bellevue Junior Chamber of Commerce; Mrs. S. W. Thurston and Mrs. Phil Toman, board members of Group Homes of Washington, and the Rev. Chadbourne Spring, minister of the Eastshore Unitarian Church.

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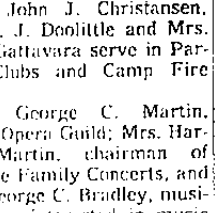

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S. F. Fair Held in 1940

Seattle's World's Fair is the first to be held in this country since San Francisco closed out a two-year run on Treasure Island in 1940. New York also had a fair in 1939.

More newspapers are purchased every day than all the match books given away free.

Monorail 'Trip' Takes 50 Years

A "monorail," with terminals in the Westlake Mall, first was proposed for Seattle 50 years ago. Some stock was sold, but the idea didn't gain acceptance — until 1962.



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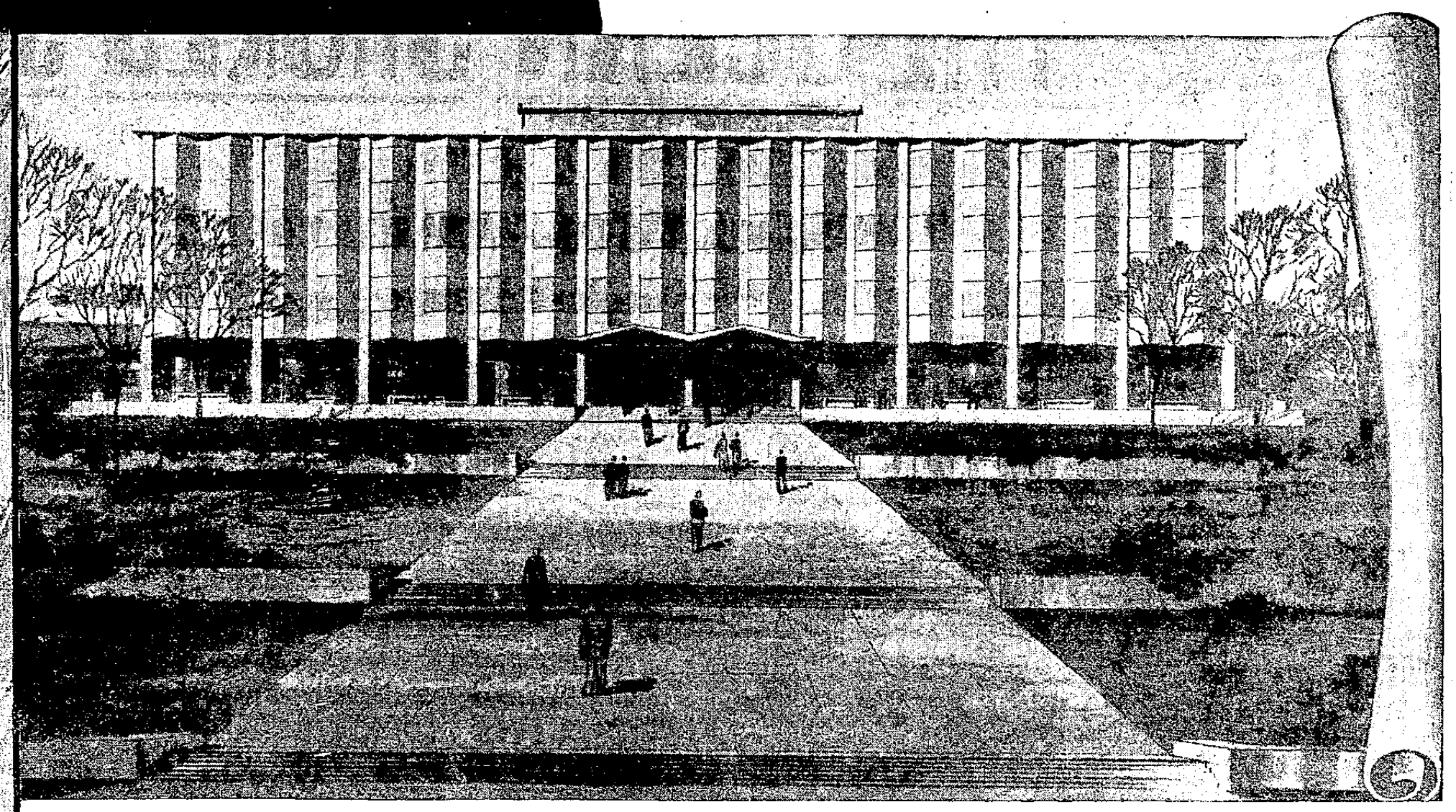

Proposed New Library Building

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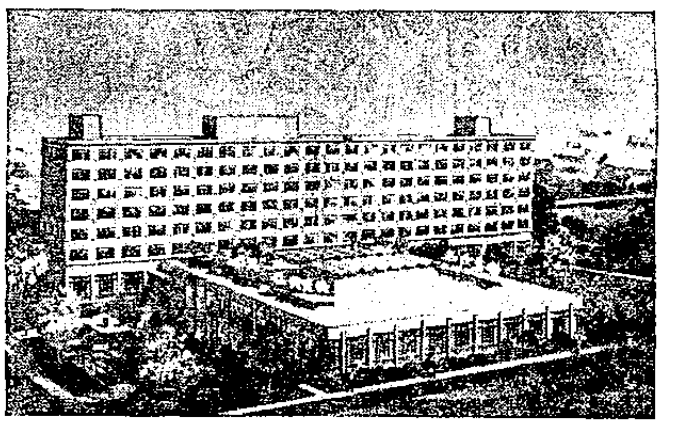

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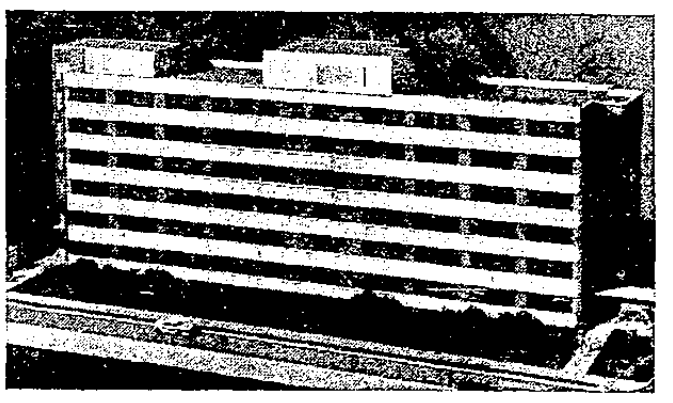

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Physical Sciences and Engineering

Completed October, 1961

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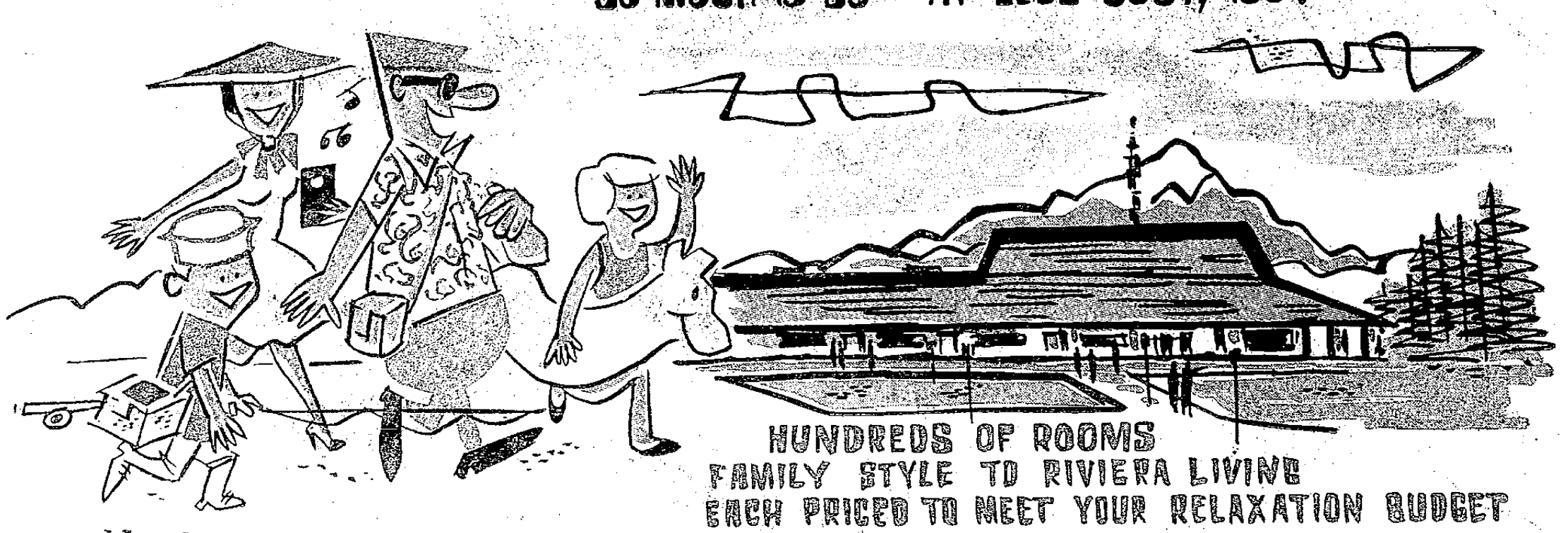

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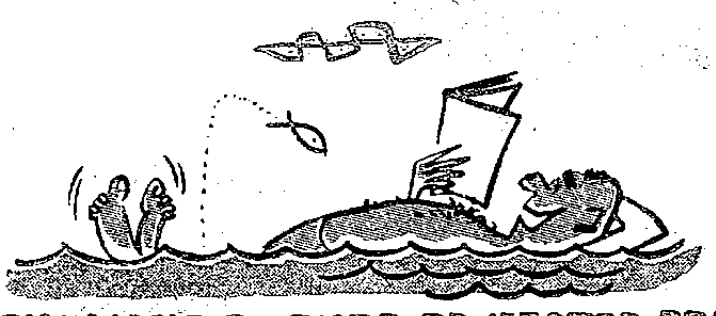
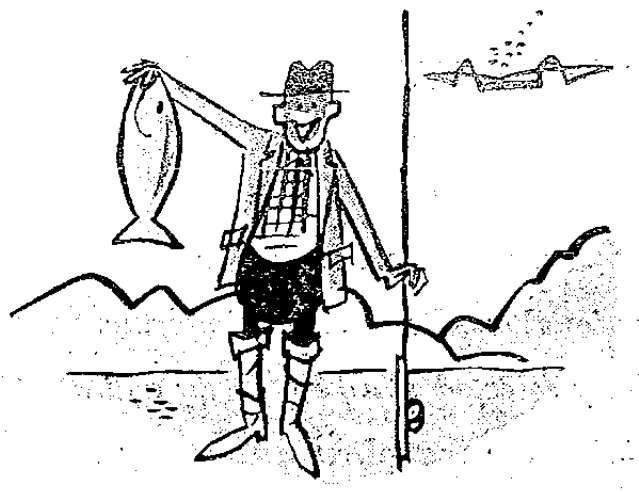


SWIMMING-SURF OR HEATED POOLS



BOWLING



FISHING-SURF, OCEAN LAKE OR STREAM



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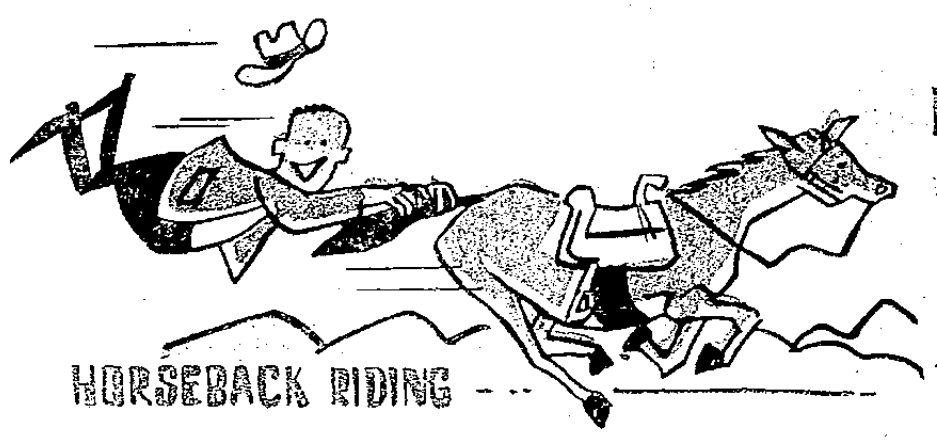

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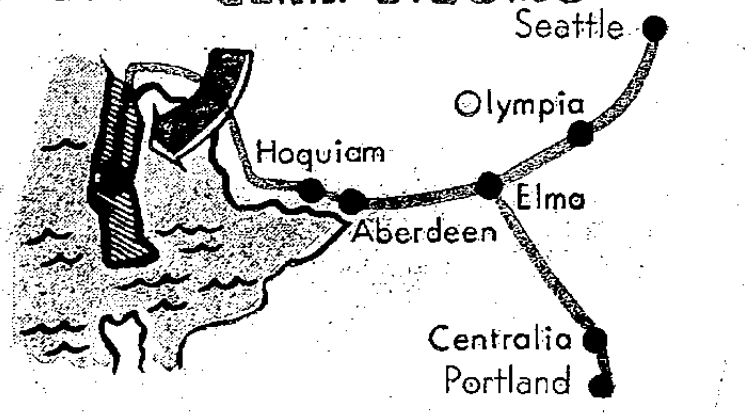

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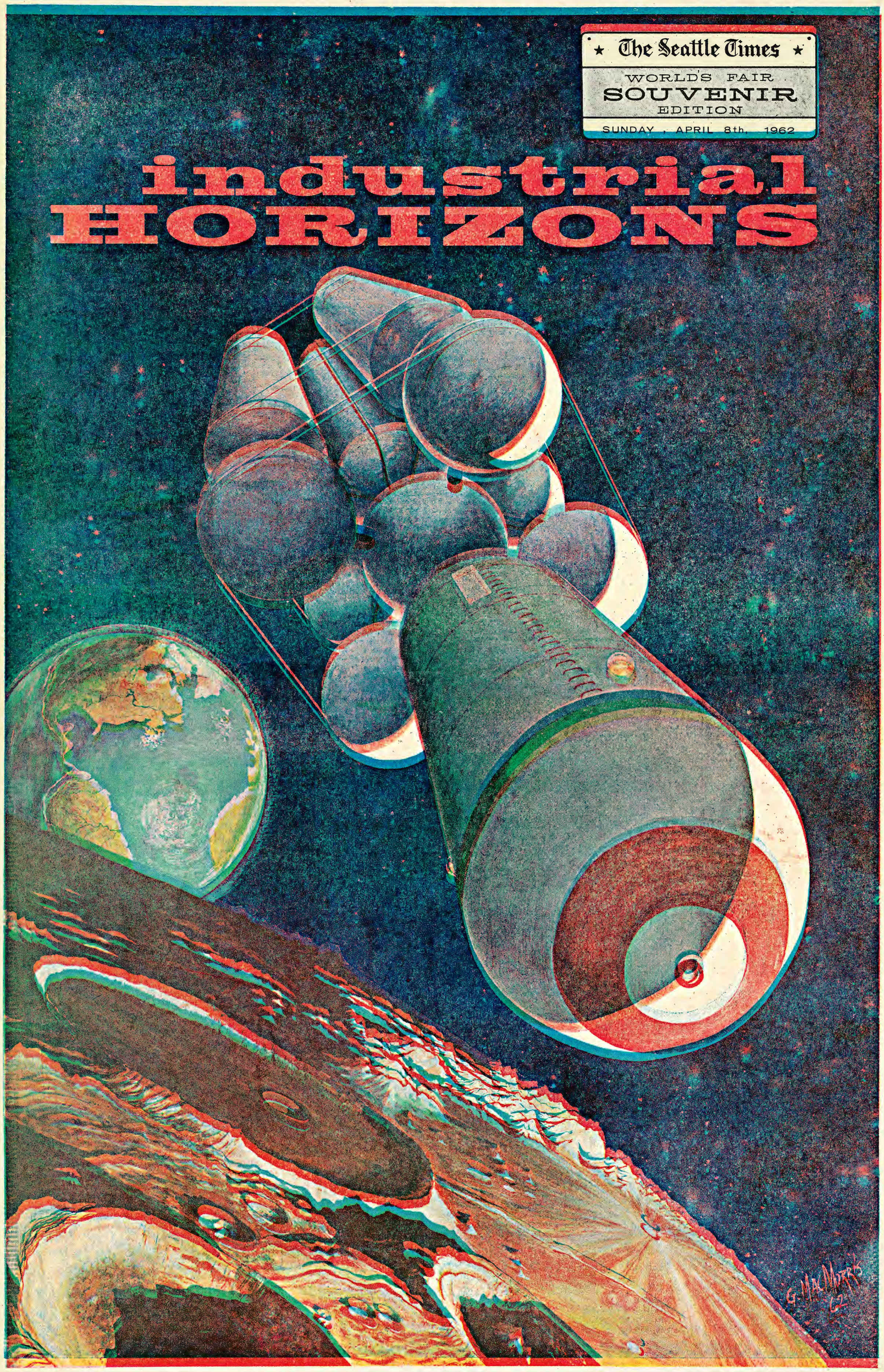
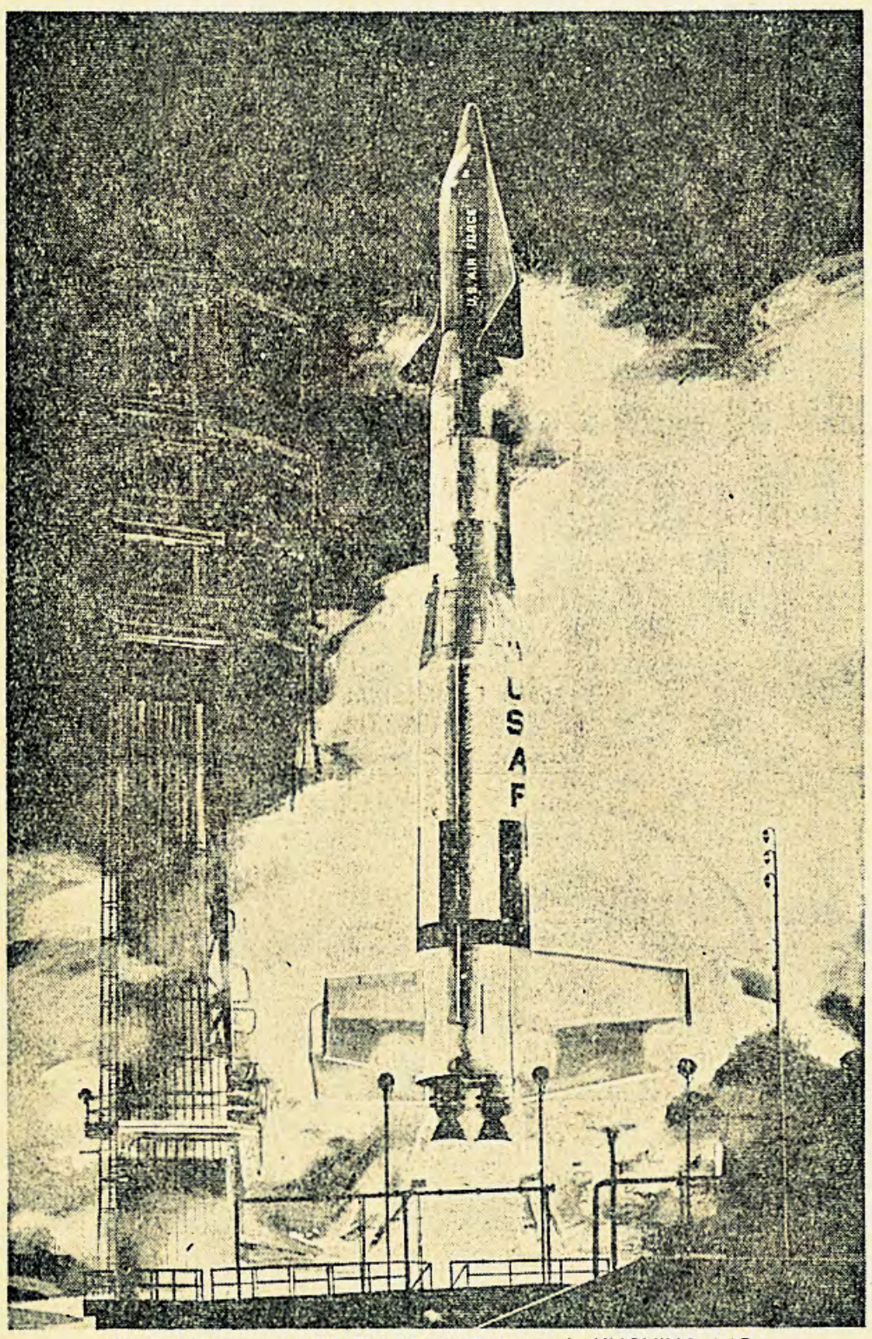
industrial HORIZONS



Boeing Is in Space Age to Stay; Has Two Billion Backlog



DYNA-SOAR MANNED SPACE GLIDER ON LAUNCHING PAD
Artist's sketch shows Boeing device atop Titan missile

Firm Pioneer In Jet Field

By ROBERT L. TWISS
Aviation Editor, The Times

The Boeing Co., long noted as a producer of strategic weapons, now manufactures a variety of commercial and military products in keeping with rapidly changing technology. Boeing is in the Space Age to stay.

Its backlog of military and commercial orders is estimated at $2,000,000,000.

Boeing activities are more widespread now than at any time since the pioneer firm was formed in Seattle in 1916.

Boeing employes work at such scattered sites as Cape Canaveral, Fla.; Vandenberg Air Force Base, Calif., the Minuteman-assembly plant at Ogden, Utah; Marshall Space Flight Center, Huntsville, Ala.; Michoud Ordnance plant, New Orleans, and the Vertol division, Morton, Pa.

THE PRODUCTS have changed, too. Boeing's early years were devoted to the design, engineering and production of both military and civil aircraft—trainers, fighters, flying boats, mail planes and passenger planes.

Boeing turned sharply to larger aircraft in 1931 with the B-9 bomber. Then came such machines as the Model 247, a pioneer high-speed air liner; the B-17 Flying Fortress; the B-29 Superfortress and, after the Second World War, the B-47 and B-52 multijet bombers.

Developed in 1945 as the first turbine-powered, swept-wing aircraft, the B-47 Stratojet became the antecedent for jet bombers, aerial tankers, transports and air liners now being produced by the pioneer firm.

PRESENT, diverse projects include the eight-jet B-52H missile-carrying bomber, a Wichita, Kas., branch project; KC-135 and G-135 jet tankers and transports and Models 707, 720 and 727 commercial jet liners, in production at the firm's transport division, Renton, and the Minuteman intercontinental ballistic missile; Dyna-Soar space glider and Bomarc interceptor missile, in development or production by the firm's aerospace division.

This division has its headquarters in Seattle. Small gas-turbine engines are being produced by the firm's industrial-products division, Seattle, and a hydrofoil anti-submarine patrol vessel is under construction by Boeing at a Tacoma shipyard.

THE FIRM'S Vertol division, which produces rotary-wing aircraft, is concentrating on manufacture of turbine-powered helicopters for both military and commercial assignment.

A major new effort Boeing has under way is development of the S-IC stage of the Advanced Saturn space booster. This huge project calls for developing a booster developing a total of 7,500,000 pounds of thrust.

Linked with upper stages, in development by other manufacturers, the Saturn S-1C will help carry manned space craft to orbital altitudes and, if the space-rendezvous technique is used, it will power the three-man Apollo space vehicle on missions to the moon.

THE MINUTEMAN program, which has been described by high-ranking military and Defense Department officials as this nation's most important single strategic system, has posed a staggering challenge to Boeing employes.

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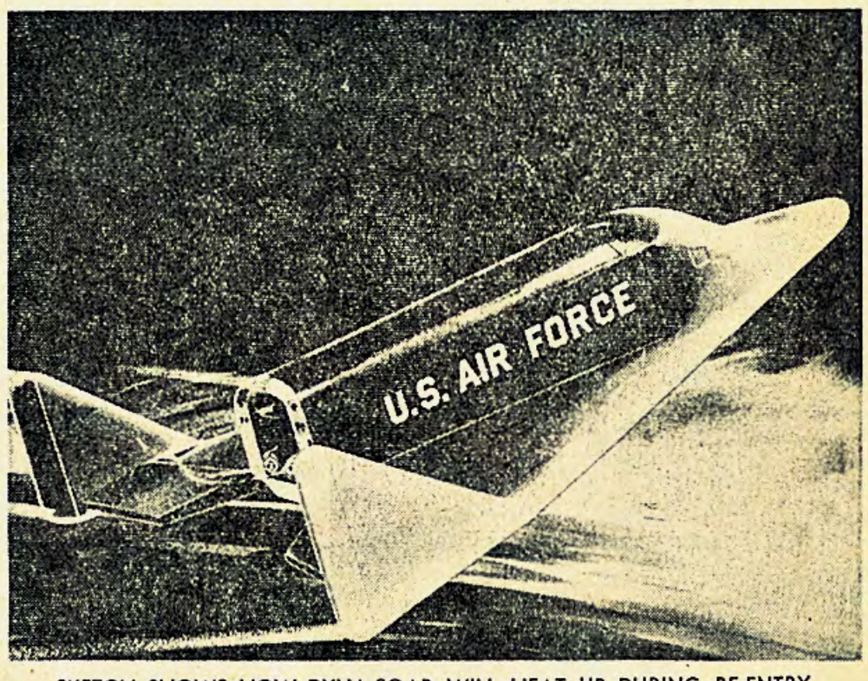

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This artist's concept of a "moon colony" is one phase of the Boeing Company's program for astronomical research and scientific experiments in space. The development of foods of the future will undoubtedly play an important role in reaching this goal.—Boeing Photo.

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HOWARD REIQUAM
METEOROLOGICAL CONSULTANT
Weather Forecasts
. . . Construction
. . . Advertising-Marketing
Research Analyses
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ILLUMINATED WATER DISPLAY AND PIAZZA
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ELECTRICAL WIRING BY
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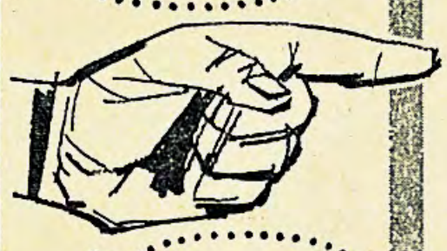
NO ONE ELSE CAN MAKE THAT STATEMENT!



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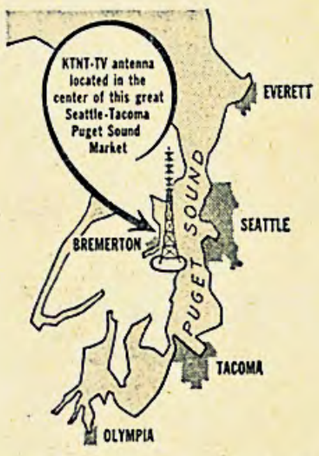

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Lively programming . . . including the best of CBS and high-interest locally produced shows . . . assures listeners the very tops in TV viewing, and offers advertisers unlimited opportunities for increased sales.

Channel 11
KTNT TV
CBS for Seattle, Tacoma and the Puget Sound area
Studios in both Seattle and Tacoma

PSB&DD

MEMO . . .

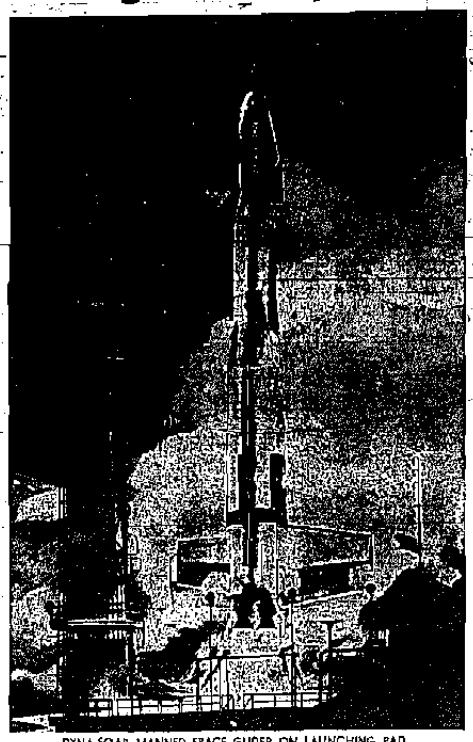
The men and women of Puget Sound Bridge & Dry Dock Company are proud to be part of the growing Pacific Northwest.

As a major employer in Seattle, we have, over the years, contributed substantially to the economy of this area and feel that our Company is an important factor in the community and the nation's defense program.

We salute the Seattle World's Fair as a magnificent symbol of peaceful progress.

PUGET SOUND BRIDGE & DRY DOCK CO.
Subsidiary of Lockheed Aircraft Corporation
2929 16th Ave. S. W.—*Since 1889*—Seattle 4, Wash.—MAin 3-2072

Boeing Is in Space Age to Stay; Has Two Billion Backlog



DYNA-SOAR MANNED SPACE GLIDER ON LAUNCHING PAD
Artist's sketch shows Boeing device atop Titan missile

Firm Pioneer In Jet Field

By ROBERT L. TWISS
Aviation Editor, The Times

The Boeing Co., long noted as a producer of strategic weapons, now manufactures a variety of commercial and military products in keeping with rapidly changing technology. Boeing is in the Space Age to stay.

Its backlog of military and commercial orders is estimated at $2,000,000,000.

Boeing activities are more widespread now than at any time since the pioneer firm was formed in Seattle in 1916.

Boeing employes work at such scattered sites as Cape Canaveral, Fla.; Vandenberg Air Force Base, Calif.; the Minuteman assembly plant at Ogden, Utah; Marshall Space Flight Center, Huntsville, Ala.; Michoud Ordnance plant, New Orleans, and the Vertol division, Morton, Pa.

THE PRODUCTS have changed, too. Boeing's early years were devoted to the design, engineering and production of both military and civil aircraft—trainers, fighters, flying boats, mail planes and passenger planes.

Boeing turned clearly to larger aircraft in 1933 with the B-9 bomber. Then came such machines as the Model 247, a pioneer high-speed airliner; the B-17 Flying Fortress; the B-29 Superfortress and, after the Second World War, the B-47 and B-52 multijet bombers.

Developed in 1945 as the first turbine-powered, swept-wing aircraft, the B-47 Stratojet became the antecedent for jet bombers, aerial tankers, transports and air liners now being produced by the pioneer firm.

PRESENT, diverse projects include the eight-jet B-52H missile-carrying bomber, a Wichita, Kan., branch project; KC-135 and C-135 jet tankers and transports and Models 707, 720 and 727 commercial jet liners, in production at the firm's transport division, Renton, and the Minuteman intercontinental ballistic missile; Dyna-Soar space glider and Bomarc interceptor missile, in development or production by the firm's aerospace division.

This division has its headquarters in Seattle. Small gas-turbine engines are being produced by the firm's industrial products division, Seattle, and a hydrofoil anti-submarine patrol vessel is under construction by Boeing at a Tacoma shipyard.

THE FIRM'S Vertol division, which produces rotary-wing aircraft, is concentrating on manufacture of turbine-powered helicopters for both military and commercial assignment.

A major new effort Boeing has under way is development of the S-1C stage of the Advanced Saturn space booster. This huge project calls for developing a booster developing a total of 7,500,000 pounds of thrust.

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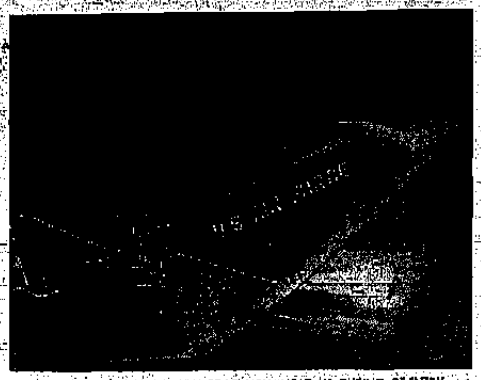

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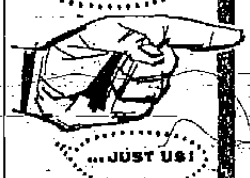

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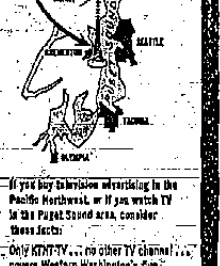

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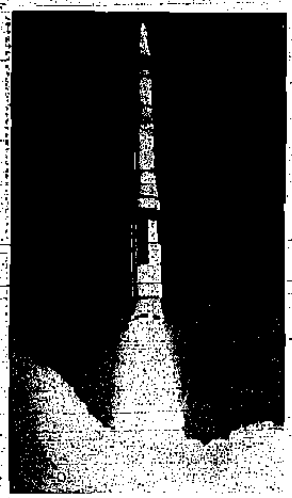
As a major employer in Seattle, we have, over the years, contributed substantially to the economy of this area and feel that our Company is an important factor in the community and the nation's defense program.

We salute the Seattle World's Fair—as a magnificent symbol of peaceful progress.

PUGET SOUND BRIDGE & DRY DOCK CO.
Subsidiary of Lockheed Aircraft Corporation
2929 16th Ave. S. W.—Since 1889—Seattle 4, Wash.—MAin 3-2012

Boeing Features Space-Age Products



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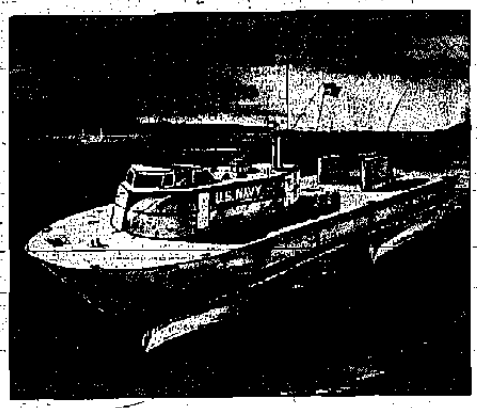

HYDROFOIL SUBCHASER



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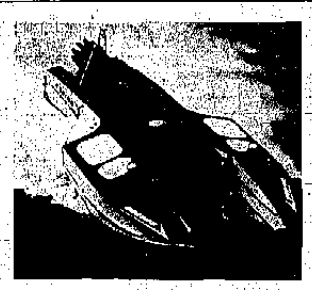
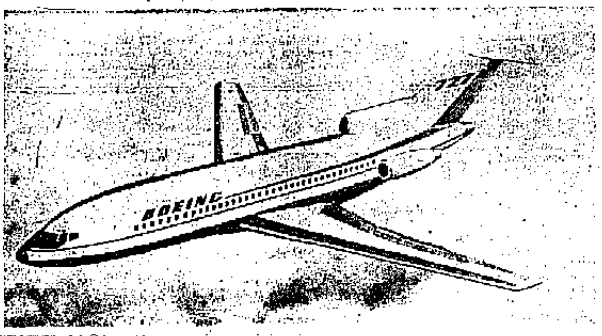


AQUA-JET BOAT

Shown here are more members of The Boeing Co.'s trisky family of space-age products in various stages of development and testing or as envisaged by an artist designer.



MODEL 727—THREE-ENGINE-AIR LINER

PAUL K. HAGGARD CO.
SALES & SERVICE FOR:
McCAIN POWERS BODY COMPANY
DALLINE UTILITY EQUIPMENT
PITMAN MANUFACTURING COMPANY
PENCO AUGERS & TENSIONING EQUIPMENT
STERLING DIGGERS
DAVIS & CHALLENGE TRENCHERS
BRADEN & TULSA UTILITY WINCHES
5800 E. MARGINAL WAY SO. PA. 5-6533
SEATTLE 4, WASHINGTON

ESTABLISHED 1907
Isaacson
IRON WORKS
STRUCTURAL STEEL — FABRICATION AND ERECTION
WAREHOUSE STEEL — BARS, PLATES, SHEETS AND SHAPES
BILLETS AND FORGINGS — CARBON, ALLOY AND STAINLESS
Makers of Vacuum-Poured Steel
HEAT TREATING — ANNEALING — MACHINING
GALVANIZING — LARGEST AND FINEST FACILITIES IN THE WEST
P. O. Box 3625 — Seattle, Wash. — PA 5-5100

Success Story of Sales Training Graduates Across America

IN LOS ANGELES



John Rebora, graduate of STI of Los Angeles and Arizona State University, may began his STI training program while working as a sales engineer. After graduating from Sales Training Inc., he joined Aetna Life Insurance Co., of Los Angeles, and during his first year with the firm sold a sensational $1,135,000.00 in life insurance.

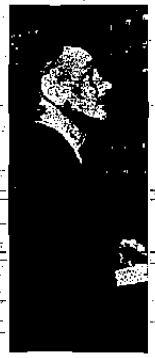
THE outstanding success of Sales Training Inc., graduates, their rapid rise in the companies they represent, and the consistent record of profitable production they maintain is illustrated by a few of the many thousands of professional salesmen who received their training at STI. Sales Training Inc., is the largest school of its kind in the Nation with offices in key cities—from coast to coast. At present, over 2,500 companies have filed requests with STI placement directors for graduates.

IN SEATTLE



Tas Lesser, sales representative of his Glaire Ticket Company and STI graduate, was responsible for the sale of C-21 tickets for the World Fair, an indication of his sales ability. Before his training at STI, Lesser worked as a carpenter.

IN TACOMA



Victor Trent, a STI graduate from Tacoma, Wash., after completing his training, joined the staff of Francis I. du Pont & Co., investment company, and subsequently has been named manager of the Tacoma branch office.

IN DALLAS



Donald H. Bennett, National President of Sales Training Inc., confers with Charles Ashby (left) and Don States (right). Ashby is the new president of Sales Training Inc., of Dallas, Texas, and States is the placement director of the school.

MEN from all walks of life, many who have never sold before and others who wish to improve their selling skills have attended Sales Training Inc., while continuing their present jobs, and upon graduation have moved up into higher-paying positions. Many of these men have in a short time progressed to positions of management and administration, due in great part to the thorough training they receive at STI. If you wish the finer things of life, higher income, a more interesting type of work, a brighter future for you and your family, then fill in the coupon below and mail it to the STI offices, or call operators who are on duty 24 hours a day. In Seattle call MA 2-8440, in Tacoma call MA 7-8400.

IN DETROIT



Louis F. Miller, Sales Training, Inc., graduate, hails a cab for his next appointment in the automotive capital of the world. Miller is a professional Service Representative for Gerber Baby Foods, and another of the many successful business representatives who practice the training they received at STI.

IN PORTLAND



In Portland, Oregon, Albert Hugill, sales representative for Truck and Industrial Equipment Company, and a STI graduate, puts his training to good advantage as he serves the important industries of

IN DENVER



STI graduate, Wally Stoll, real estate representative of the C. M. Donalson, Inc., helps to meet the vital need of a growing metropolitan area by assisting one of the many newcomers to the Denver region in selecting housing ac-

IN CANADA



John Z. Soltes, another STI graduate, is profitably employed by J. R. Herrilon, Limited, of Windsor, Ontario. As a sales representative of the investment brokerage firm, Soltes has proved the advantage of STI training by the remarkable record he has achieved.

Sales Training Inc.
156 Roney Way Seattle 9, Washington, MA 2-8440
Gentlemen:
I am interested in learning more about the future opportunities in the sales profession. Please send me a free copy of the new picture "Sales and You" and my sales aptitude test.
Name ..... Age .....
Address ..... Tel. .....
City ..... State .....

n Backlog

L HEAT UP DURING RE-ENTRY
p around space vehicle

Keep
mep
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HOME-Owning, High
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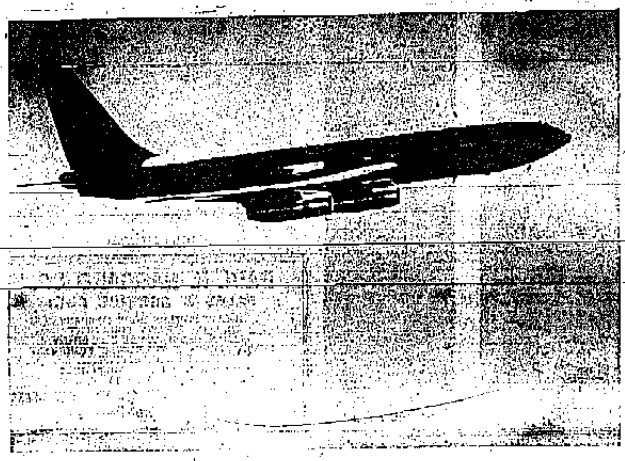
Puget Sound area, consider
facts:
KTNT-TV... no other TV channel ...
rs Western Washington's five
r cities (Seattle, Tacoma, Everett,
nerton and Olympia) in its "A", or
ary, Contour. KTNT-TV's powerful
nna is strategically located in the
e of the Puget Sound area, beaming
ong and clear signal to all of the
tant markets.
programming ... including the
of CBS and high-interest locally
duced shows ... assures listeners
ury tops in TV viewing, and offers
sisers unlimited opportunities
reated Sales.

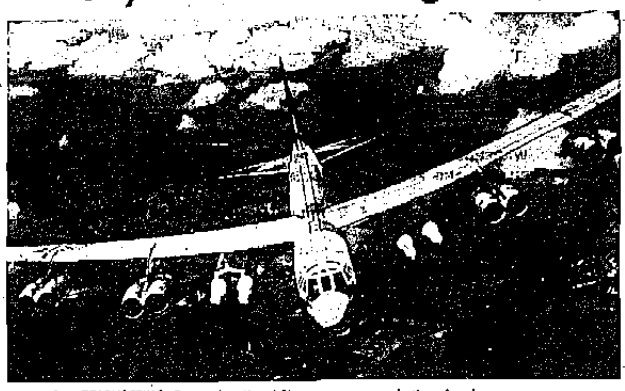
Channel 11
KTNT TV
Seattle, Tacoma
Puget Sound area
In both Seattle and Tacoma

Northwest Orient 720B Cruises



INTO THE BLUE: A Northwest Orient Airlines transport, one of nine Boeing Model 720B turbofan jets the line has bought, cruises over the Cascade Mountains. The planes fly on Northwest's domestic and overseas routes.

Skybolts on Boeing B-52H



DEADLY STING: Four nuclear-tipped Skybolt ballistic missiles are carried beneath the wings of a Boeing B-52H, which also can carry a selection of nuclear weapons in its bomb bay. The Skybolts will become operational in 1964.

2,000-Trailer Caravan to Hit Seattle in July

Many fair visitors will air palm must go to Wally By- homes for a rally July 4. ic of Korea has changed its rive with automobile trailers am's Caravans. Caravaners will hail from all foreign - exchange - purchase but for sheer media inundation Byam wall stream into over the United States, Can- rules, in an effort to increase of the city with trailers and Seattle with 2,000 mobile jade and Mexico. imports.

Korea Seeks Imports

SEOUL, Korea.—The Republic of Korea has changed its foreign - exchange - purchase rules, in an effort to increase imports.

Auburn Plant Cuts Cost On Boeing Items

When the Rohr Corp. established an assembly plant at Auburn five years ago, the firm's idea was to improve service to Rohr's principal customer in this area, The Boeing Co.

By shipping parts and subassemblies from Rohr's two manufacturing plants at Chula Vista and Riverside, Calif., savings in freight costs could be realized.

And by assembling the jet pods — for Boeing transports near the Boeing plants, closer liaison could be maintained with the Seattle firm.

THE IDEA has worked so well that Rohr's 35,000-square-foot facility at Auburn was expanded to 80,000 square feet last year.

Installations made on jet pods for Boeing basically are plumbing for the hydraulic, water - injection, engine - oil, anti-icing and drain systems and electrical and engine accessories.

All of the parts and subassemblies, except tubing and electrical harnesses, are manufactured either at Chula Vista or Riverside.

Tube assemblies and electrical harnesses are fabricated at the Auburn plant, where all engine - accessory items are tested.

Production - schedule requirements not long ago led to a need for an improved assembly-line operation at Rohr's Auburn plant. As a result, two 175-foot monorails, from which jet engines are hung, were installed.

This new method of assembly operation accomplished many improvements, including better accessibility to all areas of the engine, improved lighting, elimination of safety hazards and reduced personnel fatigue.

THE PLANT works on engines for such planes as the Air Force KC-135 jet tanker-transport, the C-135B transport for the Military Air Transport Service, the 707 and 720 series of commercial jets and the 727 three-engine commercial jet, the newest Boeing transport in production.

The 727, designed for short to medium-range runs, will fly for the first time late this year—it will enter service early in 1964, first on the routes of Eastern Air Lines and United Air Lines.

Vertol Makes Mark



BIG WING MAKER: A Boeing Vertol 107 helicopter airliner produced a wave pattern in New York Harbor as it passed the waterfront United Nations Building.

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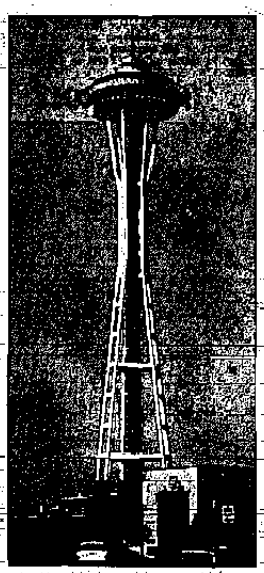


PCF

SYMBOLS OF PROGRESS

As the Seattle area steps ahead during its World's Fair year, the three Puget Sound divisions of Pacific Car and Foundry Company continue to strengthen the economic life of the community.

Leadership in research and engineering results in diversified products and services of great value to transportation and industry, maintaining a broad and growing base for local employment.

Seattle's changing skyline owes much to the many major structures for which Structural Steel Division supplied steel fabrication and erection. Outstanding among recent projects is the new Space Needle—like the long-established PCF emblem a symbol of progress.

RENTON DIVISION RENTON, WASHINGTON — STRUCTURAL STEEL DIVISION SEATTLE, WASHINGTON — KENWORTH MOTOR TRUCK COMPANY DIVISION SEATTLE, WASHINGTON



PACIFIC CAR AND FOUNDRY COMPANY

HONEYWELL'S

SEATTLE DEVELOPMENT LABORATORY

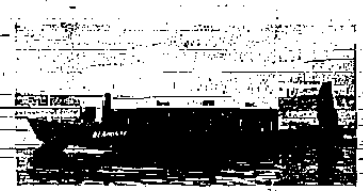
A GROWING FIRM IN A GROWING CITY

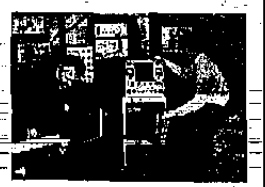


WHAT GOES ON BEHIND THIS BRAND NEW DOOR?

SIGNAL ENGINEERING *is the keynote of the Honeywell Ordnance Division's expanding electronic research and development activity in Seattle. Under the direction of Dr. Theodor F. Hueter, eminent physicist and acoustician, the Seattle Development Laboratory specializes in the following:*

- *UNDERSEA WARFARE SYSTEMS—ASW, military and commercial sonar, transducer development, location and tracking techniques, advanced signal processing.*
- *AEROSPACE GROUND SUPPORT EQUIPMENT — Special-purpose precision test equipment for various applications, such as automatic checkout of missile subsystems.*
- *OCEANOGRAPHIC INSTRUMENTATION — Acoustic command receivers, surface and subsurface buoys for measuring and recording ocean characteristics, telemetry equipment, analytical oceanographic studies.*
- *COMMUNICATIONS AND DATA-HANDLING EQUIPMENT—Information theory, digital logic design, data-storage techniques, data encoding and decoding.*
- *MICROWAVE STUDIES — Millimicrosecond pulse ranging and tracking, solid-state gain controlled receiver circuits, burst communications.*
- *RADAR ALTIMETRY—SDL's radar altimeter for aircraft accurately and reliably measures altitude and rate of altitude change in any weather, over any kind of terrain.*





The recently built M/V Hesperus is a 65-foot, steel-hulled vessel specially designed for testing underwater instrumentation.

Checking an experimental transducer element aboard the M/V Response.

THE SEATTLE DEVELOPMENT *laboratory's beautiful new building in the Sunset Industrial Park borders the Lake Washington Ship Canal so that Honeywell's two deep research vessels—M/V Nereo and M/V Response can be docked close to the plant.*

THE LABORATORIES *present staff of nearly 200 engineers, scientists, technicians, and administrative personnel occupies 32,000 square feet of well planned working space with plenty of room for expansion.*

FACILITIES *include a fully equipped experimental engineering laboratory and model shop.*

- *Electronic assembly and wiring departments*
- *A special acoustic laboratory • A test laboratory with complete environmental and electrolytic test equipment • A plastics lab*

PERMANENT CAREER *opportunities are available at Honeywell-Seattle for senior engineers with B.S. and M.S. degrees in EE or Physics, and a minimum of 5 years experience in COMMUNICATIONS, SONAR or RADAR.*

SENIOR DESIGN ENGINEERS *who meet above qualifications are invited to send resume or inquiries in confidence to Mr. R. F. Hymes, Employment Mgr., Seattle Development Laboratory, 5303 Shilshole N. W., Seattle 7, Wash.*

— WE ARE AN EQUAL OPPORTUNITY EMPLOYER —

MISSILE & SPACE SYSTEMS DIVISION

IMMEDIATE POSITIONS IN NEW CONCEPT LONG RANGE PROGRAM

SKYBOLT

SYSTEMS ENGINEERING/TECHNICAL DIRECTION

Challenging opportunities are available in this rapidly expanding organization to provide systems management and technical direction to the Skybolt Weapon System.

Outstanding engineers with experience in flight mechanics, control systems, inertial guidance, aircraft/missile electrical systems, communications, solid propellant motors, and design of mechanical and electrical components are needed to establish sub-system design requirements and provide technical direction to insure design conformance.

Systems oriented engineers are needed to investigate feasibility of new system concepts, advanced equipment, and improved techniques to conduct weapon system optimization studies to evaluate weapon system effectiveness.

Experienced engineers are also needed to define test equipment requirements, to assist in facilities planning, and to establish handling, transportation, and packaging criteria.

Test, quality control, and reliability engineers are needed to determine test requirements and objectives for the total system, to formulate comprehensive reliability and quality control programs for all elements of the system, and to insure compliance with all requirements and programs.

Openings exist for qualified personnel with experience in logistics support, maintenance, planning, and training programs to define and direct systems philosophies in these technical areas.

ELECTRICAL/ELECTRONICS

BSEE, MSEE Engineers with 2-5 years' experience needed for design and installation of electrical power—sequencing systems, instrumentation and telemetry systems. Includes solid state design, advanced electronic packaging, procurement, and testing. Opportunities also exist in field of electromagnetic interference—proper shielding, filtering, wire routing, and grounding. Additional areas require knowledge of digital logic circuit design for guidance component checkout. A specialized requirement exists for antenna design engineers familiar with all RF system antenna design for beacons, telemetry, Azusa and command destruct systems, with capabilities of preparing supporting documentation.

ELECTRONIC SUPPORT EQUIPMENT

BSEE, MSEE Engineers covering all experience levels needed to design checkout equipment for inertial guidance, flight control, launch control systems and sub-systems. Equipment to be designed is automatic and primarily digital. Opportunities exist for system, logic, and solid state circuit designers; system designers must have experience in computer design and applications. Senior analog circuit designers and experienced programmers for automatic test equipment are needed and several requirements exist for senior solid state power supply designers.

Apply in Person—Including Saturdays
MISSILE & SPACE SYSTEMS DIV.—SKYBOLT
25th & Ilil, Santa Monica, California
or send resume to
S. E. Cunningham
MISSILE & SPACE SYSTEMS DIV.—SKYBOLT
Douglas Aircraft Co., Inc.
3000 Ocean Park Blvd., Santa Monica, Calif.

SYSTEM INTEGRATION

SYSTEM DEVELOPMENT TEST—MS/BSEE, or MS/BS Physics needed for integration of complex digital-logic circuits, computer circuits, flight control systems, instrumentation, test equipment, and communications circuitry. Requires ability to detect problem areas through developmental test and analysis of functional hardware.

ELECTROMAGNETIC COMPATIBILITY—MS/BSEE or MS/BS Physics needed for electromagnetic compatibility evaluation. Requires analysis, test, and preparation of corrective designs for complex aircraft, missile, and test equipment systems in accordance with MIL-I-6037 and MIL-I-26600.

HUMAN FACTORS—BS/MS/PhD in Psychology, BSME or BSEE needed, preferably with experience in weapon system engineering design and evaluation programs. Assignments available in human engineering, system analysis, maintainability, and human factors test and operational evaluation at Santa Monica and Eglin AFB, Florida.

SYSTEMS ANALYSIS

MS/BSAE, MSEE, BSME, BS Math with 2-10 years experience are needed for engineering analytical studies directed toward optimization of the Skybolt missile system. Engineers with training and interests in aerodynamics, flight mechanics stability and control, air loads, propulsion, simulation, guidance and flight test analysis have the background required for current openings.

WEAPON SYSTEM CONFIGURATION MANAGEMENT

DATA REQUIREMENT ANALYST

Establish requirements and direction for the preparation, implementation and surveillance of data requirements. B.A. or M.E. with 3 years minimum experience in the administration and preparation of data requirements documentation in accordance with applicable military documents.

SPECIFICATIONS COORDINATOR

Coordination, review and monitor specifications as prepared by sub-contractors and/or technical departments within the Company. B.S. degree with 6 years minimum experience in military contracts. Knowledge of technical field and military documents. Experience in contacting military and sub-contractor personnel.

Send Resumes or Apply (Mon.-Fri.)
G. T. Steck
MISSILE & SPACE SYSTEMS DIV.—SKYBOLT
Douglas Aircraft Co., Inc.
35th & Ilil, Santa Monica, California

PROGRAM ANALYSIS

Three years experience in the preparation of project work statements or engineering planning activities in the aerospace industry, or five years experience in the industrial management field. A degree in Business Administration is desirable however, qualified individuals will be considered. To obtain, analyze, maintain and control program work statement information necessary to the pricing of the Skybolt Weapon System and to monitor progress.

TECHNICAL WRITERS

To write procedures and management directives. Applicants must have Bachelor's Degree in English or Journalism. Must have previous technical writing experience, preferably in policy and procedures. All applicants will be tested for proficiency.

SATURN—THOR—ZEUS

THERMODYNAMICS

To guarantee space mission success, analytical studies are required for all phases of flight. Aerodynamic heating analyses, including ablative materials, are performed during vehicle exit through the atmosphere to insure structural integrity. The thermal environment in which internal mechanical and electrical components must function is analyzed for all phases of flight. These investigations often evolve feasibility and design studies of active and passive temperature control methods. Base heating associated with multi-nozzle configuration is studied which requires analyses of engine exhaust plume interactions. Heat transfer, boiling phenomena and stratification in cryogenic fluids are investigated for boost orbital and cislunar space operation. Cryogenic insulation techniques for space vehicles are studied and experimental programs conducted to determine the applicability of materials for cryogenic systems. Many of the thermodynamic analyses are verified with experimental programs requiring the preparation of test programs, reduction of data, and publication of results.

GUIDANCE AND CONTROL—DYNAMICS

CONTROLS

Design and analysis of space vehicle control systems for Thor and Saturn boosters. Analysis of advanced control systems using adaptive, multivariable, nonlinear, and sampled data system concepts. Space flight simulation—design of control systems for piloted spacecraft.

GUIDANCE

Design, analysis and synthesis of guidance laws and systems for Thor satellite programs. Advanced planning of guidance systems for space vehicles—orbital and lunar rendezvous, path adaptive guidance, midcourse and re-entry guidance. Application of Pontryagin's principle, dynamic programming and Lyapunov's functions for design and optimization of space systems.

DYNAMICS

Dynamic analyses and test of aeroelastic structual phenomena. Establishment of vehicle docking criteria in orbital rendezvous. Fluid dynamics associated with propellant sloshing under acceleration and zero gravity. Analysis and test of hydromechanical, electromechanical and gyroscopic devices associated with control of space vehicles and satellites.

WEAPON SYSTEM EVALUATION

Expanding capabilities in complete Weapon System Evaluation includes analyses of weapon system performance, operational environment, logistics, and cost. Experienced personnel with strong background in the following fields are required: Operations Research, Military Environment and Weapons, Mathematics and Logistics. Work efforts include solution of problems involved in existing contractual studies, weapon system proposals and operation research.

PROPULSION

Experience in analytical calculations, hardware design and layout, of test planning in the rocket propulsion aspects of the following technical fields: Nozzle Design, Pneumatic Consoles, Propulsion Instrumentation, Insulation Design, Rocket Exhaust Radiation, Motor Case Design, Shielding Analysis, Plasma Physics, Propellant Utilization Control and Turbomachinary Design.

AERODYNAMICS

Excellent opportunities exist in aerodynamic design of advanced vehicles, experimental testing and simulation, celestial mechanics, flight mechanics, and flight test planning and evaluation. Special emphasis is given to trajectory mechanics, both powered and freeflight. Advance research is being conducted in the fields of astronautics and trajectory program optimization techniques. In the development of new methods of celestial mechanics, specialists in both classical celestial mechanics and applied mechanics, especially with backgrounds in asymptotic expansions and/or numerical analysis are desired.

COMMUNICATIONS

A strong technical background is needed in communication theory and communication system design for analysis and design of antenna systems, design of vehicle borne VHF receivers or microwave radar beacons, infrared and optical systems (knowledge in telescopes, cameras, and Electro-optical systems), investigation of electromagnetic wave transmission problems and system integration studies in electronic countermeasures, counter-countermeasures, discrimination, and radar cross section decoys.

STRUCTURAL ANALYSIS AND DESIGN SYSTEMS

For research and development involving structual investigations on present space projects. Background in various phases of nuclear physics, thermal, and acoustical problems related to structural research, analysis and design. Work involves inflatable structures to be erected in outer space, extremely high strength to density structural material systems and research in nuclear powered vehicles. Also analytical positions for checking the strength, planning and testing of development "hardware" used in experimental research in structures and at the structures materials interface.

COMPUTING SYSTEMS

Evaluation and development of techniques for problem oriented computer languages, advise and instruct in computer usage and applications, development of advanced techniques of communicating with digital computers, investigations and evaluations of new and existing trends in computing techniques and hardware. Evaluation and expansion of present numerical methods of handling heat transfer and boundary layer theory. Program application of method of characteristics as a technique for determining flow field properties. Other program studies in gas dynamics, propulsion, nuclear science, thermo-combustion processes and strength analysis. Also problems associated in the areas of trajectory simulation, analysis of space orbital techniques, guidance and control of space vehicles and research for future space requirements.

Apply in Person—Including Saturday
MISSILE & SPACE SYSTEMS ENGINEERING
Douglas Aircraft Co., Inc.
2560 Walnut Ave., Culver City, Calif.
or send resume to
F. N. Edwards
MISSILES & SPACE SYSTEMS ENGINEERING
Douglas Aircraft Co., Inc.
3000 Ocean Park Bl., Santa Monica, Calif.

CHEMISTRY LABORATORIES

PHYSICAL ORGANIC LABORATORY CHEMISTS

PhD degree in organic chemistry, with strong background in reaction kinetics and mechanics. To synthesize new organic and inorganic-organic fluids for missiles and space application.

To participate in research programs involving polymerization and polycondensation of new monomers, and characterization of polymer structures.

INORGANIC ANALYTICAL LABORATORY CHEMISTS

PhD to investigate new methods of analysis, automated analytical techniques, determination of trace gases in high temperature alloys.

COATINGS CHEMISTS (LABORATORY)

BS, MS or PhD with a background in reaction kinetics and mechanisms. To develop new test methods for coating; formulate coatings for missiles and space applications; evaluate new paint application methods.

ELECTRICAL/ELECTRONICS LABORATORIES

Development, design, test, and special evaluation of flight controls, prime power, and distribution systems, fault isolation and redundancy controls, command controls, guidance systems, astro-inertial systems, advanced telemetry systems, radar systems, communication systems, and IR-VW optics. Component systems are integrated into weapon systems or space vehicle by corrective design, and optimization.

Covers all aspects of measurement problems from theoretical analysis to actual hardware. Includes electrical/electronic, microwave, mass, pressure/vacuum, temperature, optical, and dimensional measurements.

METALS LABORATORIES

METALLURGICAL & MECHANICAL

To organize, develop and manage a laboratory facility for basic and applied research and the development of manufacturing methods. Personnel are required for each of the following fields:

Explosive, electric discharge, magnetic, cryogenic, hot fluid, shear, high energy rate and conventional forming processes.

Powder preparation, hot and cold compaction and sintering in refractory metals, cermets and other high temperature materials. Vacuum melting and vacuum heat treating. Forging, rolling, extruding, swaging and drawing. Aluminum alloys, quench and hardenable steels, precipitation hardenable steels and other high temperature alloys. REQUIRES BS. or MS. degree in metallurgical, mechanical or related field of engineering with academic and/or practical experience.

MECHANICAL SYSTEMS LABORATORIES

Applied research and laboratory development is provided on high velocity hot gas; heat transfer; liquid coolant systems, closed ecological systems, space payload dynamics, space simulation, cryogenics, power systems, thermal conditioning, servo systems, and propulsion systems. Structural tests for proof strength, stress concentration, and agreement with theoretical analysis.

ESTIMATORS

Estimators with experience in the application of learning curves in air frame and missile estimating using historical data techniques involving estimating of both material and labor in new and existing contracts. Three years experience and a degree or its equivalent is required.

Also, men having an interest in the application of statistics to business problems to train in the field of estimating and pricing. Unlimited opportunities for advancement in the constantly expanding field of management control through use of financial data. A degree in Mathematics, Business Administration, Statistics, Accounting or the equivalent is required.

SENIOR PRICING ANALYSTS

Excellent opportunities exist for advancement in the rapidly expanding field of cost control, management reporting and pricing for pricing analysts who have experience in the field of aircraft, missiles or electronics. Knowledge of estimating in engineering, manufacturing, tooling and material is necessary. Three years experience as a pricing analyst with a degree or its equivalent is required.

SYSTEMS ANALYSIS

Conduct analytical studies of large manufacturing, tooling and material control systems, develop new systems and improve existing systems based on economic desirability, utilizing knowledge of work measurement, systems analysis, computer applications and operations research.

FACILITIES CONTRACT ADMINISTRATOR

Experienced in all phases of administration of Government Facilities Contracts.

SEND RESUMES OR APPLY (Mon.-Fri.)
H. C. Rawlins
MISSILE & SPACE SYSTEMS DIV.
Douglas Aircraft Co., Inc.
2700 Ocean Park Blvd., Santa Monica, California

PRICING ADMINISTRATORS

Top positions for qualified administrators with pricing and negotiating experience in the field of Missiles, Aircraft or Electronics. Responsibilities involve supervising pricing analysts, coordinating all phases of pricing, preparing presentations for management, conducting negotiations with customers. At least five years experience in the preparation and negotiation of multi-million dollar CPIF, CPFF and FP projects is essential.

PROGRAM MANAGEMENT

Personnel experienced in one or more of the various phases of program management. This would include responsibility for coordinating the functional elements of a company to accomplish program objectives in line with customer and contract requirements; for analyzing and controlling the progress and efficiency of these operating elements and major subcontractors to ensure optimum design and reliability within cost and schedule objectives.

DOUGLAS

AN EQUAL OPPORTUNITY EMPLOYER

Electronics Executives



JOHN ZEVENBERGEN, left, and JOHN M. FLUKE CONFERRED
Vice president and head of Fluke firm in electronics-assembly plant

Message Unit Tested



ENGINEERS TESTED AN ELECTRONICS UNIT PARTLY DEVELOPED HERE
The Minneapolis-Honeywell system distributes military messages

Boeing Hatches Prospering Electronics Industries

Seattle's continued development as one of the nation's electronics - industry centers is as sure as the fact that birds of a feather flock together.

In fact, the same principle applies.

Electronics specialists necessarily "home-in" on sophisticated, costly research facilities and naturally like to live and work among others of their ilk who have similar interests and speak the same language.

Their minds spark each other to new electronics accomplishments.

THEIRS IS A fast-changing, far-out world of new ideas and space-age concepts, of forging thousands of bits of developing knowledge into exotic tools for carving man's future from the unknown.

Seattle offers the research facilities and the stimulating association, with The Boeing Co. as the focal point. Boeing serves both as a market and as a source for scientific talent and equipment.

Boeing employs thousands of electronics specialists in all departments, produces millions of dollars worth of electronic components and purchases millions - worth more.

Other, smaller industrial laboratories and the strong research departments of the University of Washington and other area schools add to the interrelated scientific complex.

SINCE THE beginnings of the Second World War, more than 60 electronics firms have established themselves in the Pacific Northwest, predominantly in the Greater Seattle area.

Many are, in effect, offshoots of Boeing, headed by specialists who have branched out to develop ideas of their own.

Many such firms have initially depended for their bread-and-butter on production of essentials for Boeing air and space vehicles and missiles. Later they have broadened their customer lists with off-the-shelf and specialty items for industry across the nation.

Distance from Eastern industry is not a serious discouragement for electronics producers here.

Most such equipment has a high value-to-weight ratio which makes distant shipping economically feasible.

SOME SMALL electronics firms in Seattle, as elsewhere, have blasted off in a blaze of light but with faulty trajectory, only to fall by the economic wayside.

Others struggle along stubbornly on hand-to-mouth subsistence basis, their founders hopefully pinning for a break-through to profits and dividends for speculative backers.

Here and there in the past decade, upstart companies have combined the proper proportions of inventiveness, production, distribution and management capability with proper timing and have grown to strength and individual importance.

Greater Seattle has several such firms, the largest of which is the United Control Corp. It now is supporting several hundred employes in a modern, "clean - conditioned" expandable plant on the east side of Lake Washington. The company has four sizable subsidiaries.

The John Fluke Co., builder of precision power supplies and controls has a growing payroll of a few hundred employes in its own plant at Mountlake Terrace, north of Seattle.

The Minneapolis - Honeywell Regulator Company's Seattle Development Laboratory and Ordnance Division is an instance of a major national firm which has branched here.

THE DEVELOPMENT laboratory, now with 200 employes, recently expanded for the third time, moving into a 52,000 - square - foot plant in October. Sonar, radar and complex digital communications systems are developed there.

Firms in the 100-employe range include the Trilly Register Corp., maker of punched-tape data communication and record systems and the Kerry Mfg. Co., electrical-indicator assemblies.

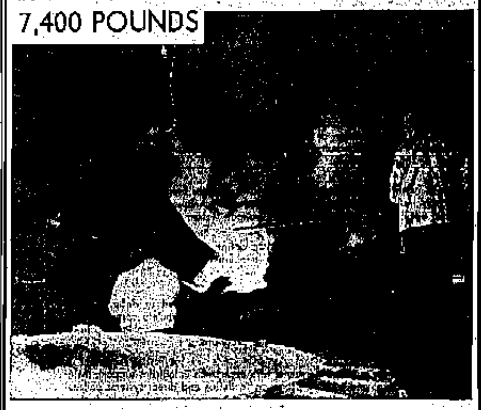
Many smaller firms are now put-putting along with from five to fifty employes producing a diverse range of electronic instruments, parts and systems.

ADD UP ALL the producers and researchers, those at Boeing included, and the industry accounts for several thousands Seattle-area jobs and multi-million-dollar receipts.

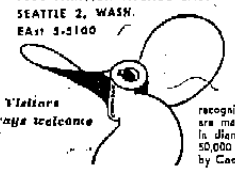
"Every missile in space has Seattle components.

The West always has attracted the energetic adventurer, the prober of new horizons. Just so, it is attracting today's space-age electronic pioneer.

Birth of a STAINLESS STEEL PROPELLER
7,400 POUNDS



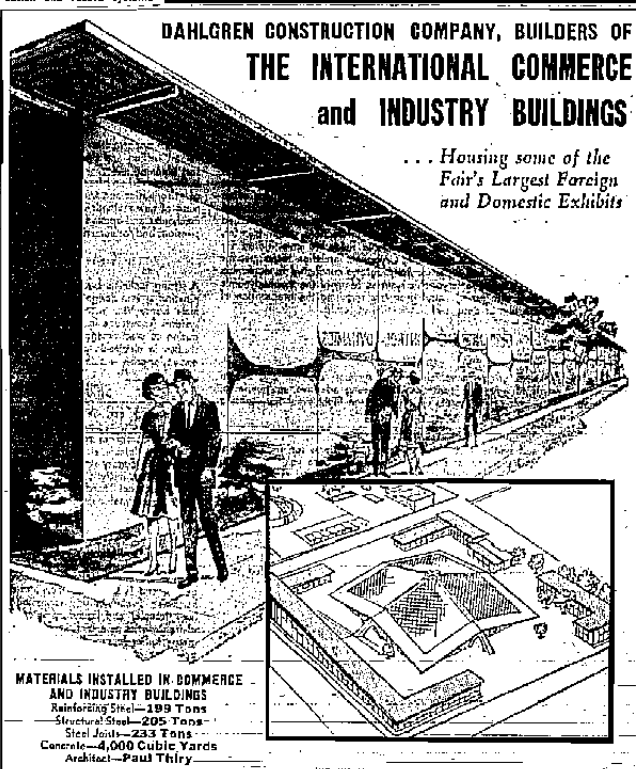
COOLIDGE PROPELLER COMPANY
1608 FAIRVIEW AVENUE EAST
SEATTLE 2, WASH.
EAst 5-5100



Visitors Always Welcome

7,400 pounds of stainless steel is cooling in a sand mold at the Coolidge Propeller Co. The Seattle firm is a pioneer in the development of stainless steel propellers. Behind the design and manufacture of Coolidge propellers is the experience of 52 years. Nationally recognized as the finest in their field, they are made in sizes ranging from 8" to 12' in diameter. Weights to 10,000 lbs. Over 50,000 propellers have now been produced by Coolidge Propeller Co.

DAHLGREN CONSTRUCTION COMPANY, BUILDERS OF
THE INTERNATIONAL COMMERCE and INDUSTRY BUILDINGS
... Housing some of the Fair's Largest Foreign and Domestic Exhibits



MATERIALS INSTALLED IN COMMERCE AND INDUSTRY BUILDINGS
Reinforcing Steel—199 Tons
Structural Steel—205 Tons
Steel Joists—233 Tons
Concrete—4,000 Cubic Yards
Architect—Paul Thiry

YES, WE HAVE BEEN VERY ACTIVE ON YOUR WORLD'S FAIR GROUNDS, HERE ARE A NUMBER OF OTHER PROJECTS ON THE EXPOSITION SITE BY DAHLGREN CONSTRUCTION COMPANY.

Coliseum Perimeter Buildings
"Show Street" Area Buildings
Super Structure & Facilities for Canadian Exhibit
U.S. Post Office
Seattle Needle, Wash.
Super Structure & Facilities for British Exhibit
Super Structure & Facilities for N.A.S.A. Exhibit
Super Structure and Facilities for European Common Market Exhibit
Back Stage U.S.A.

WE WISH TO EXPRESS OUR APPRECIATION TO OUR SUB-CONTRACTORS AND MATERIAL SUPPLIERS FOR EXCELLENT SKILL AND WORKMANSHIP ON THE COMPLETION OF THE INTERNATIONAL COMMERCE & INDUSTRIAL BUILDINGS

PACIFIC ELECTRIC CORPORATION and KENT ELECTRIC COMPANY
Installation of electrical work
B. H. STORDAHL & SONS
Completion of painting work
DON-SPARLING COMPANY, Inc.
Placing reinforcing steel and structural steel and welding
H. H. ROBERTSON COMPANY
Furnishing and placing steel roof deck
HAIGHT ROOFING COMPANY
Install roofing
OCCIDENTAL SHEET METAL CO., Inc.
Install sheet metal work
VERMICULITE CONTRACTORS, Inc.
Install Vermiculite concrete roof deck
SEATTLE SERVICE COMPANY, Inc.
Completion of all asphalt paving work
STANDARD STEEL FABRICATORS, Inc.
Fabricating and furnishing all misc. and structural steel
MACOMBER INCORPORATED
TAFT-STRUCTURALS, Inc., Agent
Furnish all steel joists

Dahlgren
Construction Co.
1700 21st Avenue S.
Seattle, Wash.



500,000 TIMES MAGNIFICATION—a quarter suddenly becomes 7½ miles in diameter! The Philips Electron microscope pictured above, displayed in the Federal Science Building at the Seattle World's Fair and distributed through Van Waters & Rogers, Inc., is science's latest advance in the microscopic field.

Van Waters & Rogers, Inc., with complete warehouse and distribution facilities totaling approximately 3 million square feet, daily ships customer orders from 20 locations throughout the West.

Since 1852 this Company, or one of its predecessors, has been filling the exacting requirements of universities, laboratories, hospitals, industrial plants and countless other American and Canadian enterprises. Whether it is supplies or equipment . . . special technical assistance or skilled instrument repair . . . or the delivery of any one of 30,000 items in a hurry . . . busy purchasing agents and users depend upon Van Waters & Rogers.

Each of the six independent departments listed below is a dependable source of supply for:

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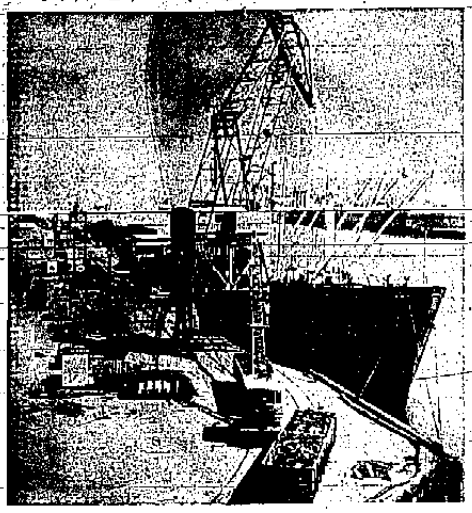
WORLD'S FINEST HARBORS:

Dozen Deep-Water Ports Serve Shipping in Puget Sound Area



CRANE LOADED SCRAP INTO SHIP AT HARBOR ISLAND
Railroad cars waited to be emptied

By JAY WELLS
Marine Editor, The Times

Seattle is the hub of a system of ports sharing one of the finest harbors in the world.

More than a dozen deep-water ports lie along Puget Sound, Hood Canal and the Strait of Juan de Fuca.

As populations increase and industrial areas of one city grow out toward another city, it probably is only a matter of time before the separate ports merge into one, as they already are interdependent from an economic standpoint.

LOOKING TO the future, some industrial planners see a need for even more waterfront than now exists.

Senator Magnuson has proposed that a canal be dug between Seattle and Tacoma to provide more waterfront. The canal would connect the Duwamish, White and Puyallup Rivers.

Most of the present ports on Puget Sound and adjacent inland waters had their beginning because of the timber industry. Then they developed into general-cargo ports.

Among these, in addition to Seattle and Tacoma, are Olympia, Everett, Bellingham, Anacortes, Port Townsend, Port Gamble and Port Angeles.

THE GROWTH of the petroleum industry has led to the development of tanker trade. Oil refineries have been built at Ferndale, Anacortes and Tacoma, while Edmonds and Point Wells have become specialized oil-storage ports.

Other specialized ports in the area include Dupont, which handles explosives, and Blaine and Semiahmoo, with their fish canneries.

The Navy has been responsible for much of the maritime activity of the region.

Major naval installations include a shipyard at Bremerton, an ammunition depot at Bangor, on Hood Canal; the Seattle Naval Supply Depot and the oil-storage center at Manchester.

IN ORDER TO increase the efficiency of ocean terminals in Seattle, the Port of Seattle has embarked on a $35,000,000 construction and modernization program.

About $5,500,000 is being spent to build a modern terminal combining Piers 28, 29 and 30.

The first section will be dedicated with the arrival April 25 of the Matson Lines' passenger ship Matsonia.

Pier 28 will be headquarters for the American Mail Line, which has put two new ships, the Washington Mail and the Japan Mail, into service since the first of the year.

Other multimillion-dollar construction programs are in progress at Piers 48-46 and the Ames Terminal.

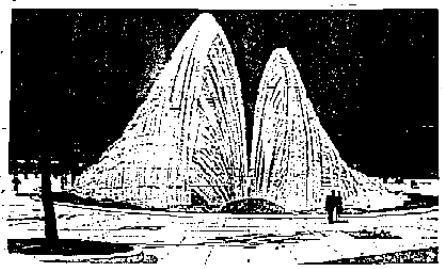
King County has 33 per cent of the 2,853,214 population in this state and 46 per cent of that of Western Washington. King County has an average of 445 persons a square mile, compared with an average of 43 persons for the state as a whole.

Shipping Facilities Dominate Harbor Island Area



INDUSTRIAL COMPLEX: Thousands of people work in the busy industrial area south and southwest of downtown Seattle, where the office buildings tower, confer background. Harbor Island, with its shipping terminals, warehouses, factories and petroleum tank farms, is at the left. Just above it is Elliott Bay, Seattle's scenic deep-water harbor. The East Waterway extends from Elliott Bay past Harbor Island. Two ships are loading, right, at the Hanford Street Grain Terminal at Pier 28. Other shipping facilities line the waterfront. The railroad yards, right, serve the piers and the industrial area just beyond them.

SELLEN CONSTRUCTION COMPANY takes great pride in having constructed the International Fountain for Seattle World's Fair . . . For the pleasure of the millions of our visitors. The Fountain will throw 6,000 gallons of water per minute through 117 spray nozzles. With 256 colored lights, of amber, red and blue . . . Yes, it will be a magnificent sight!



SELLEN CONSTRUCTION COMPANY has been very active in the construction of many other important buildings for Century 21 on our World's Fair Grounds. The buildings will house many important industries in America and throughout the world. We suggest you visit them all.

WORLD OF COMMERCE & INDUSTRY
Building 17

WORLD OF COMMERCE & INDUSTRY, Domestic
Building 55

BOULEVARDS OF THE WORLD
Buildings 17, 21 and 22

GENERAL ELECTRIC BUILDING
Building 72

YOUR FAMOUS FOOD CIRCUS
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Building in Seattle and the Northwest since 1944

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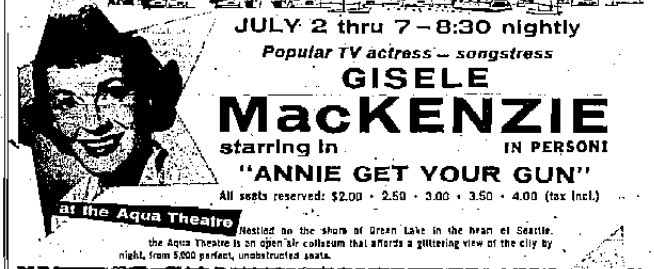
"SEE YOU IN SEATTLE"
AT THESE EXCITING SHOWS





JULY 2 thru 7 – 8:30 nightly
Popular TV actress – songstress
GISELE
MacKENZIE
starring in "ANNIE GET YOUR GUN" IN PERSON!
All seats reserved: $2.00 · 2.50 · 3.00 · 3.50 · 4.00 (tax incl.)
at the Aqua Theatre

Nestled on the shore of Green Lake in the heart of Seattle, the Aqua Theatre is an open air coliseum that affords a glittering view of the city by night, from 5,000 perfect, unobstructed seats.

JULY 17 thru 22 – 8:30 nightly
TV star and "Miss America" emcee
IN PERSON!
Bert PARKS
STARRING IN "THE MUSIC MAN"
also starring BARBARA WILLIAMS
All seats reserved: $2.00 · 2.50 · 3.00 · 3.50 · 4.00 (tax incl.)



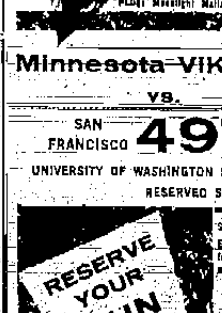
at the Aqua Theatre



at the Aqua Theatre

JULY 26 thru AUG. 15
8:30 nightly
AL SHEEHAN'S
AQUA FOLLIES
ALL-NEW WORLD'S FAIR EDITION
OLYMPIC GAMES STARS ☆ STAGE & POOL EXTRAVAGANZA
All seats reserved: $2.00 · 2.50 · 3.00 · 3.50 · 4.00 (tax incl.)
PLUS: Moonlight Matinees at 10:15 p.m. SATURDAYS

Minnesota VIKINGS
vs.
SAN FRANCISCO 49'ers
PRO FOOTBALL
AUGUST 11
SATURDAY
UNIVERSITY OF WASHINGTON STADIUM · 2 P.M.
RESERVED SEATS: $4.00 · END ZONE $2.50 (TAX INCL.)



SHERMAN CLAY & CO., 1624 4TH AVE., SEATTLE 1, WASH.
MAIL THIS COUPON TODAY!
Enclosed is Check ____ Money Order ____ Total $ ____
for following reserved seats for Greater Seattle Inc. events, as checked:

	Date(s) Day & Date	No. of Seats	Price per Seat	Total
ANNIE GET YOUR GUN				
THE MUSIC MAN				
AQUA FOLLIES				
PRO FOOTBALL	AUG. 11			

Preferred Location: ____
My Name (Please Print) ____
Address (Please Print) ____
City ____ State ____ Phone ____

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A 350 horsepower motor supplies power to the pump, feeding 117 spray nozzles giving six different spray patterns.
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300,000 Shares
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is engaged in the development of a gearless jet propelled helicopter which is designed for use on land, air and water.
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Fishing Seasons Keep Fleet Busy



—Times staff photo by Harold Smith.
FISHING FLEET MASSED IN WINTER HIBERNATION AT FISHERMAN'S TERMINAL HERE
Summer tourists never see this scene because boats then are on the high seas

Most visitors to the World's Fair will miss one of the interesting sights on the waterfront—the fishing fleet.

Seattle boats range far and wide during the summer in search of fish.

The halibut fleet works as far north and west as the Bering Sea.

Another group of boats may be looking for tuna off South America.

Salmon fishing ranges from Northern California to Bristol Bay, Alaska.

Bottom fishing also is important in Seattle.

SINCE DIFFERENT SEGMENTS of the fishing fleet go after different fish at different seasons, at least 200 boats are likely to be in port even at the slack season.

At times, however, the terminal at Salmon Bay, which is operated by the Port of Seattle, may resemble a jungle of masts, with 750 boats or more jammed into berths originally designed for far fewer.

Smaller groups of boats may be seen along the Duwamish River.

The boats themselves are only one important segment in the economy supported by the fishing industry.

PUGET SOUND HAS important canneries, and is the supply base not only for the local fishing fleet, but also for much of the Alaskan fishing area, including the rich Bristol Bay salmon grounds.

This is expected to be a poor year in Bristol Bay, but in normal years hundreds of Seattle men go there for the short, but lucrative fishing season.

Building and maintaining the fishing boats also give Seattle and other Puget Sound ports a sizable income.

Some of the finest tuna boats in the world are built on Puget Sound, with Tacoma specializing in this work.

A close look at equipment on boats in any ocean might show Seattle as its origin.

Official Song For Fair Hard To Harmonize

There was no two-part harmony between the two houses when it came to picking an official fair song.

The House chose "Century Twenty One," by Representative William J. May, Democrat, Spokane, and the Senate picked "Rhapsody 21, Awakening of a Sleeping Giant," by Attilio and Antinette Minei of Tacoma. Neither O. K.'d the other's choice.

This left the floor open to scores of amateur and professional would-be Irving Berlins. "Meet Me in Seattle" and "See You in Seattle" have been among the most popular.

Renton Family Reaches Far For Hospitality

"Hospitality" is Seattle's middle name.

The A. N. Shinpoch family of nearby Renton placed a letter in The Honolulu Star-Bulletin inviting members of a Hawaiian family in to guests during the Fair.

Shinpoch, who has two daughters—13 and 8 years old—also has offered the use of one of his two automobiles to his Hawaiian guests. Shinpoch is an employe of The Boeing Co.

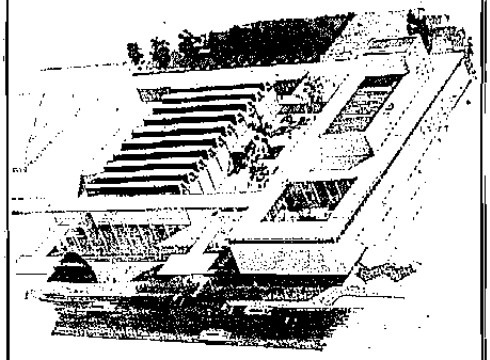
Income Higher Here

Seattle and King County families have more to spend than the average family nationally. Individual family spendable income last year in Seattle was estimated at $7,474 in King County, $6,891, compared with $6,723 nationally.

Almost three of every ten families in King County owned more than one automobile in 1961, an increase from two of every five in 1950.

TRUCKWELD
DUMP BODIES — DUMP & HOPPER TRAILERS
ALUMINUM BODIES
EVERGREEN
LOW-BOYS — LOGGING & FLAT BED TRAILERS
AT 4-1172
TRUCK-WELDING & EQUIPMENT CO.
739 - 6th N.
SEATTLE, WASHINGTON

Our Salute to the Future!



General Construction Company is pleased to present Seattle the completed Playhouse and Exhibition Hall, two important units of our Civic Center—

We are confident that these two units of our Civic Center will be an inspiration to our millions of visitors during the Century 21 Exposition. Many features which are a part of the Playhouse include the decorative fountain in the court yard and mosaic designs in the lounge.

The Exhibition Banquet Hall which adjoins the Opera House adds a much needed service for group and community social events. It will be with great pride that we entertain our guests in these unsurpassed facilities.

These Civic Center structures will remain with us, many years after the conclusion of our World's Fair and in them, our youngsters of today will enjoy recreational and social activities during their lifetime.

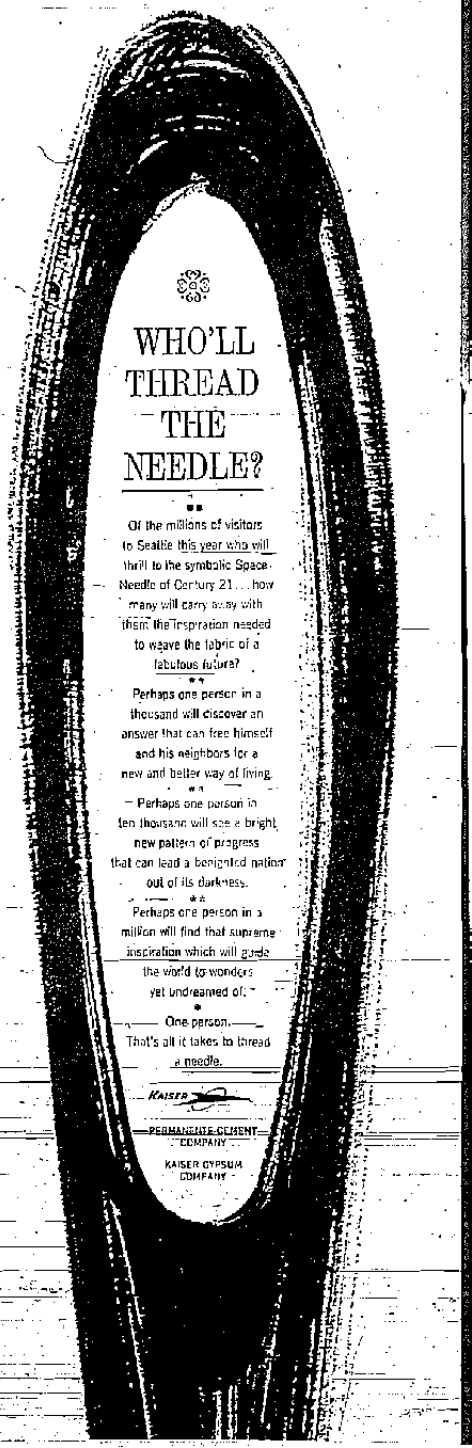
We wish to express our sincere expression of "Excellence" to Kirk, Wallace & McKinley, our Architects, for the designing of these two "breathtaking" structures.

We wish to praise the thousands of foresighted and public spirited Seattle citizens who have given their time, energy and enthusiasm to make this outstanding Civic Center possible.

—R. B. McEachern, President.

GENERAL CONSTRUCTION COMPANY
3840 IOWA ST., SEATTLE, WASH. WE. 2-4320





WHO'LL THREAD THE NEEDLE?

Of the millions of visitors to Seattle this year who will thrill to the symbolic Space Needle of Century 21 . . . how many will carry away with them the inspiration needed to weave the fabric of a fabulous future?

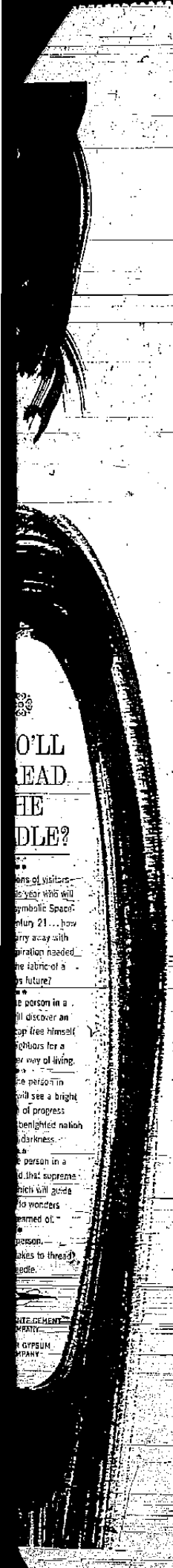
Perhaps one person in a thousand will discover an answer that can free himself and his neighbors for a new and better way of living.

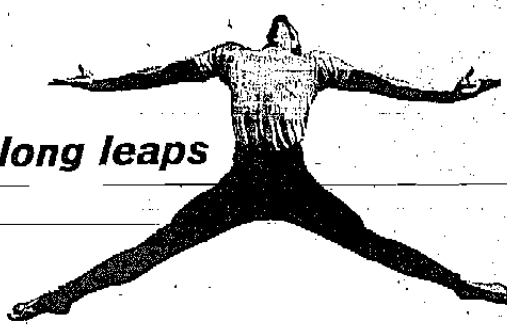
Perhaps one person in ten thousand will see a bright new pattern of progress that can lead a benighted nation out of its darkness.

Perhaps one person in a million will find that supreme inspiration which will guide the world to wonders yet undreamed of.

One person.
That's all it takes to thread a needle.

KAISER PERMANENTE CEMENT COMPANY
KAISER GYPSUM COMPANY



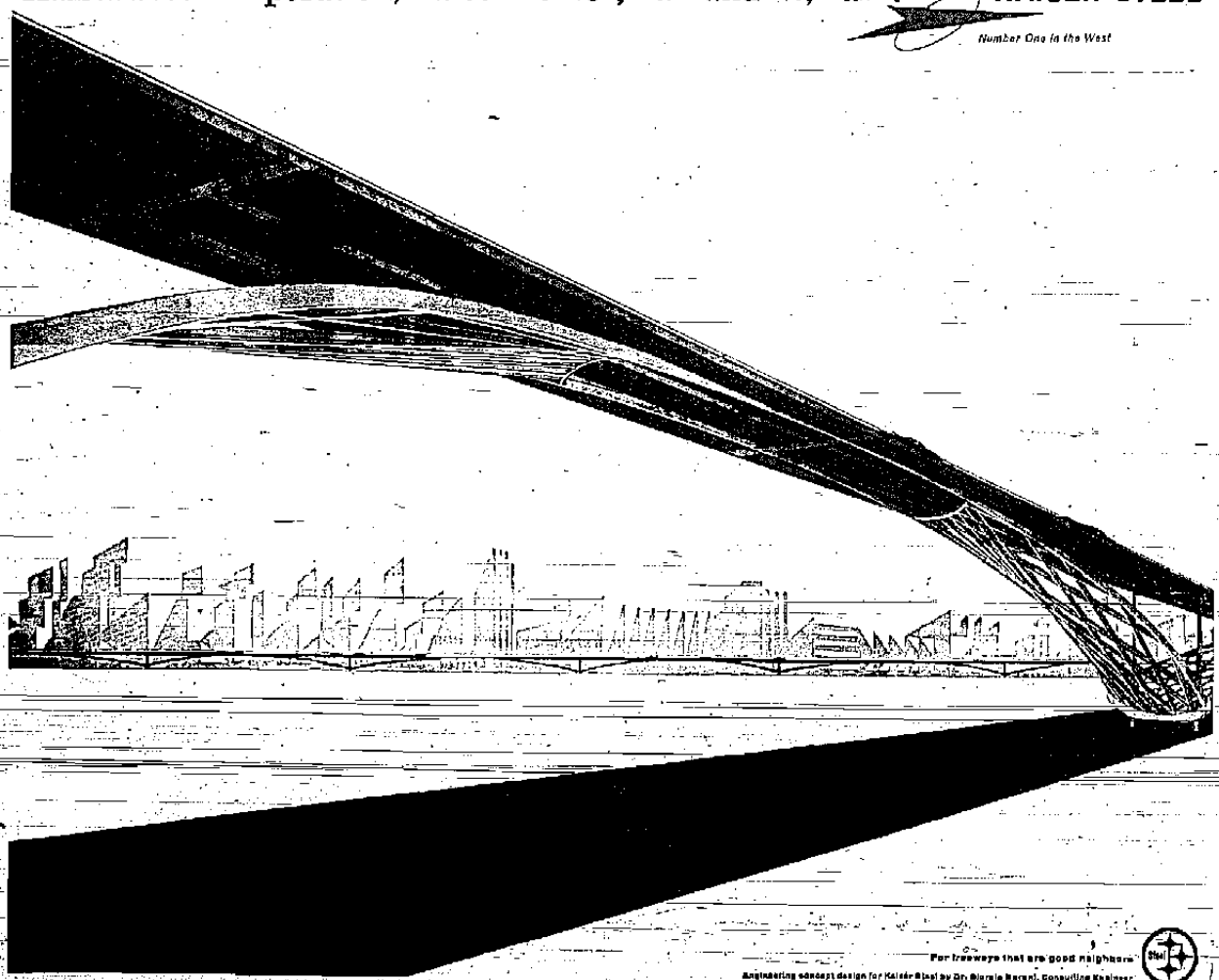


Steel skyways take long leaps

A skyway need not be a blot on our community landscape. ■ Not if it is built with long, graceful, slender arches of steel. For example: the "hyperboloid sector arch" design shown here gives you great freedom of vision through spans 300 feet long . . . the length of a football field! With this advantage, plus steel's great strength, this whole structure has three times less bulk than conventional elevated freeways. ■ Steel is also a good neighbor, long lasting, easily kept bright and new. Steel maintains your property values. ■ Yes, a skyway can have beauty . . . if it is built with strong, slender, soaring steel. For action in your community, talk with your neighbors, civic leaders, Planning Commission. For further information about Steel Freeways, write to Kaiser Steel Corporation, Kaiser Center, Oakland 12, Calif.

KAISER STEEL

Number One in the West

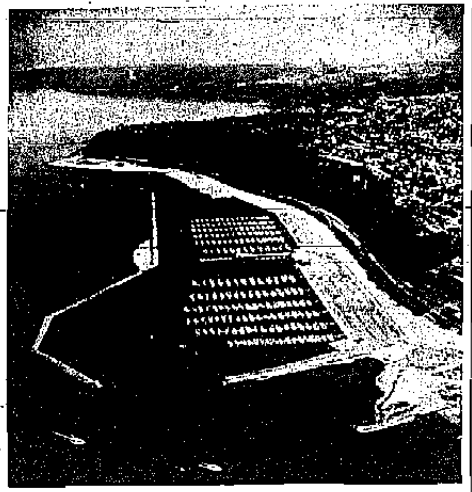


For freeways that are good neighbors

Engineering concept design for Kaiser Steel by Dr. Giorgio Baroni, Consulting Engineer

HAVEN AT SHILSHOLE BAY:

U. S. Made Marina Possible



PLEASURE BOATS MOORED AT SHILSHOLE BAY MARINA
Fishing craft, below, head for Ballard Locks

Thanks to nature and the taxpayers of 50 states, boat owners in Seattle have one of the best salt-water havens in America.

The Shilshole Bay Marina, just north of the entrance to the Lake Washington Ship Canal, has berths for about 1,100 boats.

When the marina is completed, it will have space for 1,500 to 1,600 boats.

Advocates of the project worked for more than 30 years before they saw it under way.

Even federal taxpayers made the marina possible. The federal government spent about $2,500,000 to build a breakwater.

The Port of Seattle, which operates the marina, has spent about $6,000,000 on it.

The Seattle Park Department also has cooperated, building a boat ramp at the north end of the marina.

While Congress appropriated the federal funds to provide a haven for the fishing fleet, most of the boats using the marina are pleasure craft.

Seattle High In Per Capita Retail Sales

Seattle, the nation's 19th-largest city (1960 census) with 557,087 persons, was second in the United States last year in per-capita retail sales.

Seattle was listed at $1,920. The highest was Boston, with $2,041. In third place was Washington, D.C., with $1,585.

Other Pacific Coast cities in the top 20 in the nation were San Francisco, $1,758; Los Angeles, $1,702; and San Diego, $1,377.

Fair Visitors to See Solid Evidence of Progress

By E. B. FUSSELL

World's Fair visitors will see in Seattle and its suburbs an area pulsing with life.

Some signs of progress will be visible immediately—the 12-lane freeway being carved through the city's central business district and the beginning of the Evergreen Point Floating Bridge spanning Lake Washington.

Both will provide better links between the community's business - industrial complex and its ample areas for expansion—north, south and east.

Other solid evidence of advance will be found in the cold figures of the most recent statistical reports.

NEW RECORDS have been set in employment, bank clearings, electric power, telephone, natural gas and water demands, postal receipts and other standard indicators of economic growth.

Still more important are surveys by governmental and private agencies.

These indicate that the progress being recorded in the 1960's will be extended and expanded as the Puget Sound region and the Pacific Northwest greet the 1970's, the 1980's and succeeding decades.

Most significant of all is the fact that residents of the region and investors representing every section of the nation have joined hands to assure future development.

In effect they are betting billions of dollars that the gains of the first half of the 20th Century, and now well beyond the centurys' halfway mark, will continue until Century 21 dawns and begins setting its own records.

AS AN EXAMPLE of what is planned for the immediate future, the Pacific Northwest Bell Telephone Co., which spent $41,500,000 on new construction in its Washington-North Idaho area last year, has $49,800,000 budgeted for this year with a program of about the same size scheduled for 1963.

The Washington Natural Gas Co. is spending $9,400,000 on new construction this year, 70 per cent of it in the Seattle area.

Before the advent of natural gas in 1956, the Seattle area used about one cardinal of gas piping each 18 months.

This year 125 railroad freight cars will be needed to deliver the 6,000 tons of pipe on order—enough to lay 215 miles of new mains and 200 miles of service connections.

ELECTRICAL POWER remains the region's prime energy.

In the next few years the federal and nonfederal suppliers will have to invest more than $1,000,000,000 in new facilities to meet the growing demands in Washington and adjoining states.

Much of the development work will be at far distant points in Eastern Washington, Northern Idaho and Western Montana. But most of the power will be delivered in the Puget Sound basin.

The Boeing Co. has been a big factor in setting the pace for industrial development in the Seattle area.

In the past year, in particular, the Boeing buildup in employment has enabled the Seattle Metropolitan area to report an unusually impressive recovery from the 1960-61 recession.

A host of other elements have added to the speed of the bounce-back experienced here.

ONE SMALL indicator of community growth is that the past year saw the Municipality of Metropolitan Seattle—popularly known as Metro—launch a ten-year $125,000,000 program to provide treatment for sewage to be delivered by Seattle and adjoining suburban communities.

Succeeding ten-year construction periods will see the collection areas expanded to make large peripheral areas available for residential and industrial development.

Most, Except In West, In Native States

Except in the West, about seven of ten Americans reside in the state in which they were born, the Census Bureau reports.

The bureau reported the 1960 census showed 70.9 per cent of people lived in their native states, according to United Press International.

The census showed that Northeasterners tend most to stay put. The ratio in the Northeast of persons born there was 77.1 per cent.

The rate in the North Central region and in the South was 73.6 per cent.

In the West, the bureau said, "where migration has brought major population increases," the rate was only 47.1 per cent.

Daylight Saving Begins April 29

Daylight-saving time will begin in this state at 2 o'cl Sunday morning, April 29. State will remain on dayl time until 2 o'clock the m ing of September 30.

Guards & MERCHANT PATROLS

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GRANT COUNTY, WASHINGTON, OFFERS YOU THE FOLLOWING:

LOW COST HYDRO-ELECTRIC POWER

Available from two dams with more than 1,600,000 KW installed capacity, owned by the Public Utility District of Grant County.

ABUNDANCE OF WATER

The Columbia River flows along the north, west and south borders of the county for approximately 65 miles.

SKILLED LABOR

Because of heavy construction in the county for the past six years, which is still continuing, Grant County has skilled local labor available in many crafts, engineering and technical fields.

TRANSPORTATION

Three transcontinental railroads. Three cross-state highways. Air passenger, freight and express service.

RECREATION

Excellent fishing in more than 70 lakes. Some lakes are open the year around. Fine upland bird and waterfowl hunting. Boating, swimming, camping. Good golf courses.

CLIMATE

Dry, relatively mild. Cool nights in summer.

SMALL TOWN LIVABILITY

Clean, modern communities. Good new schools. No crowded commuting. A fast growing area with room to LIVE.

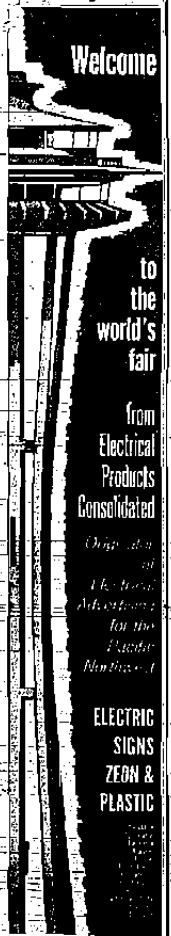
INFORMATION

Comprehensive report on Grant County available on request. Write A. E. Strom, Box 878, Ephrata, Washington.

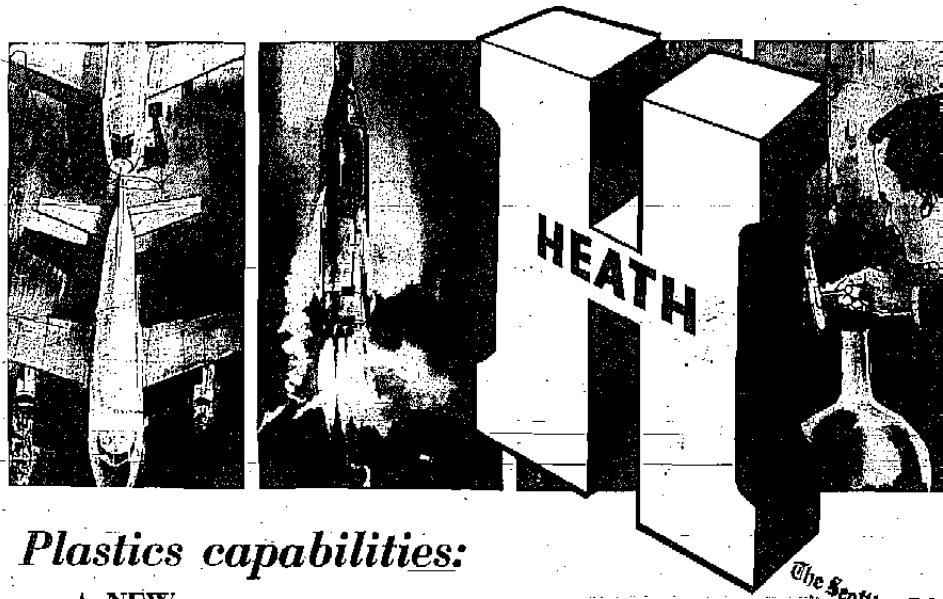
PUBLIC UTILITY DISTRICT OF GRANT COUNTY

(An electric service utility)

Ephrata, Washington

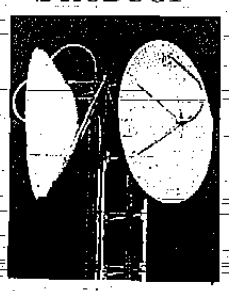


New Progress Products From . . .



Plastics capabilities:

A NEW PRODUCT



Micro-Wave Reflectors

The illustration above is of the first polyurethane foam reinforced fiberglass reflectors produced for Micro-Wave Antennas.

Manufacturers of:

*Fiberglass Honeycomb Radomes, Antenna and Doppler Doors

*Fiberglass Refrasil Flame Shields for Missiles

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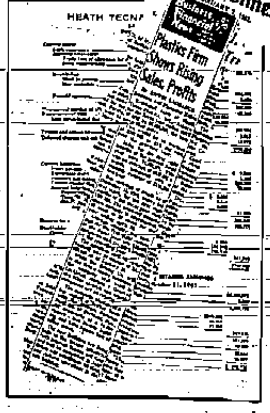
*Plastic Products and Assemblies for Military and Commercial Use



Management and technical capability of national renown

Tooling capability integral part of operations

New factory of 60,000 sq. ft. and offices of 6,600 sq. ft.

STOCK INFORMATION

Henry M. DeMeyer
Vice Pres. Finance

HEATH TECNA-PLASTICS, INC. AUBURN, WASH

WHITE HOT:

Molten Metal 'Lights' Foundry



INDUSTRIAL SCENE: The smoky foundry of the Pacific Car & Foundry Co. here, blazed with the light created by molten metal as it was being poured into molds.

GROWTH---DIVERSIFICATION:

Chemical Firms Hew New Paths

By BOYD BURCHARD
Business Writer, The Times

All signs point to substantial growth and diversification for the Pacific Northwest chemical industry in this decade.

Present production is tailored to the major industry needs—the demands of the basic forest-product, mining, petroleum-refining, metal-fabricating, agriculture and food-processing industries.

Lack of high-grade deposits of salt, sulphur, potash, oil, gas and other base raw materials rules out the likely development of a vast chemical industry here.

Research, however, steadily is opening the way to diverse new products for an expanding population.

NEW MAJOR research facilities include the $2,000,000 American Marietta Co. resin-research laboratory, the wood-products laboratories of the Simpson Timber Co. and the Weyerhaeuser Co., and The Boeing Co. Scientific Research Laboratories.

A regional research institute is planned. The universities are working closely with industry in basic and product research.

The giant pulp and paper industry, which draws its raw materials from the vast Pacific Northwest evergreen forests, developed the first large chemical plants here.

Pulp-and-paper industry investments are in excess of $500,000,000 in the Pacific Northwest. They have been growing at a rate of about 5 per cent a year.

THE INDUSTRY traditionally is an important user of chemicals and, of late, an increasingly important chemical producer.

A major goal of the pulp industry is the extraction of valuable products, such as alcohol, from waste liquids.

Wood-product research is concentrated on lignin and cellulose for the extraction of a whole new family of silvichemicals, as well as for development of new building materials.

The plywood industry, growing at a rapid rate since the Second World War, has developed a heavy demand for synthetic adhesives, now a major industry here.

THE BASIS for major petrochemical development lies in a Puget Sound refineries installed at an investment of more than $200,000,000, and in the piped-in natural gas from New Mexico and from Canada.

Availability of hydrocarbon gases as raw material opens the door for manufacture of organic chemicals.

The Shell Oil Co. and the Texas Co. have refineries at Anacortes; the General Petroleum Corp. at Ferndale, and the United States Oil and Refining Co. at Tacoma.

These, and others planned by the Standard Oil of California, the Union Oil of California and the Richfield Oil Co., are expected to bring the region's refined crude-oil capacity to about 300,000 barrels a day in this decade. Pipe lines from Canada will assure supply.

THE STRONG Pacific Northwest agricultural industry requires much fertilizer. Extensive phosphate-rock deposits in Idaho are being used by the fertilizer industry.

The Tri-City area of Pasco, Richland and Kennewick has developed an important fertilizer-and-agricultural-chemical industry.

Many regional fertilizers are produced from mixtures of chemicals.

Production of insecticides and fungicides is increasing. Pentachlorophenol is manufactured in Tacoma by Reichhold Chemicals, Inc.

The Yakima and Wenatchee areas support several producers of insecticides, fungicides and agricultural sprays.

Important chemical by-products are furnished by the American Smelting and Refining Co., Tacoma.

KELLOGG, Wallace and Mullan, Idaho, with their lead and zinc mines, furnish sulphuric acid, phosphoric acid and other regionally important chemical by-products.

The chemical industry is one in which each product affects another.

The industry is its own best customer. Each new development leads to others.

Silvichemicals fractionated from lignin and cellulose are one of the region's major chemical potentials.

Growth is likely in the production of urea, synthetic ammonia and methanol from petroleum for use in synthetic resins.

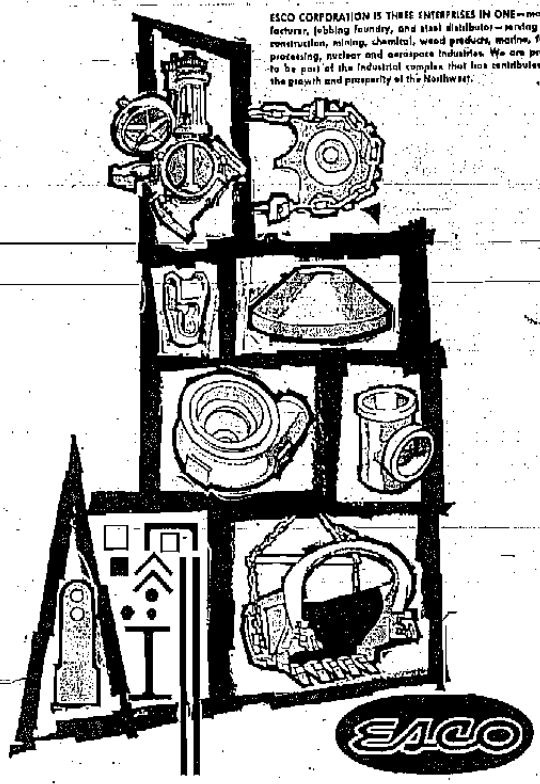
Seattle High In Electrical Appliances

Seattle families, with ample, cheap electrical power available from Seattle City Light, are among the top users in the nation of electrical appliances.

A survey last year showed 99.4 per cent of the families owned refrigerators and 92.4 per cent, electric ranges.

Other percentage totals were: automatic washers, 65.9; automatic clothes dryers, 51; home food freezers, 23.6, and automatic dishwashers, 19.1.





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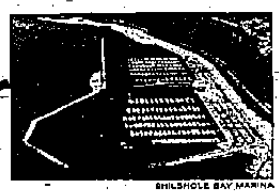

SHILSHOLE BAY MARINA



FISHERMEN'S TERMINAL



ELLIOTT BAY



SEATTLE-TACOMA INTERNATIONAL AIRPORT

BETWEEN STOPS at the World's Fair, your visitors will want to see Seattle's other attractions as well. Many of these are linked to the Port's $35 million program of modernization and expansion. You and your Fair guests can see it all in a few hours. You'll find plenty of parking and fine restaurants at every point of interest. Clip out this map and keep it handy, as a quick, convenient reference when your friends are here!

SHILSHOLE BAY MARINA
Just beyond the nation's second-largest navigation locks, this new facility accommodates 1600 boats to 100 feet in length, includes paved and lighted parking plus marine supplies and services and a magnificent restaurant in its million-dollar administration center.

FISHERMEN'S TERMINAL
Home of the world's largest halibut fleet, this area is newly modernized with expanded storage and overhaul facilities.

ELLIOTT BAY
Major changes now under way will create several new super terminals, an improved Foreign Trade Zone and increased capacity for storage and handling of grain and bulk liquids.

SEATTLE-TACOMA INTERNATIONAL AIRPORT
We now rank third nationally in volume of export and air cargo and passengers, with new North and South concourses, doubled cargo-handling area and equipment plus runways already extended for tomorrow's jets.

NOT SHOWN:
The Port's proximity to Alaska and the Orient . . . days and dollars nearer these major markets. Also, the Port's regional service offices in Tokyo, Spokane, Chicago, New York and Washington, D. C., each working for an increasing volume of sea and air cargo.

PORT OF SEATTLE
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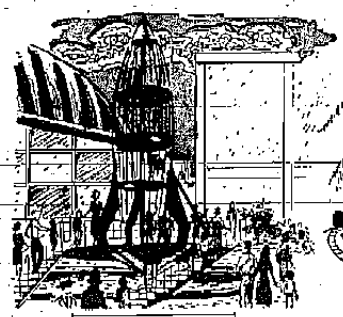
INQUIRIES INVITED







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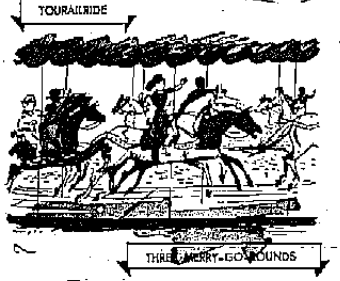

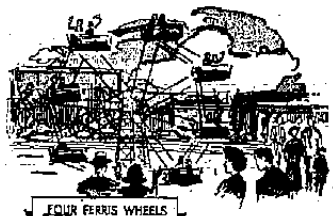



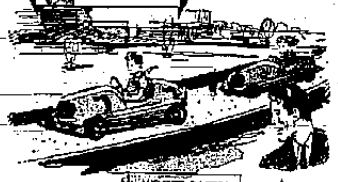

A delightful and enlightening adventure awaits you and yours in SANTAFAIR's Many Flags West, City Fair Area, The Old World Village, and its Farm Fair. Gems from Century 19 and the 20th Century are all in the SANTAFAIR Package. For those who prefer the festive excitement of Coney Island, there are two Roller Coasters, three Merry-Go-Rounds, four Ferris Wheels, sky rides, boat rides and auto rides de luxe. For the historic minded, there is the original Muckleshoot Indian Mission, the Hudson Bay Cabin, and other landmarks in two of four villages connected by the Conestoga Wagon and the Wells Fargo Stage Lines. Enjoy a visit to a complete reproduction of a European Village Square. See-and-hear-the-Singing Fountain of the Four Children, an internationally famous work of art and science. Dine in Olden Castle surrounded by walls that centuries ago viewed Lords and Ladies in their finery, or you may prefer eating at the Vieux Carre, or in the Historic Village, or having a snack cafeteria-style in the Castle Pantry.

Full family entertainment the year 'round with every facility, including a complete modern SHOPPING CENTER

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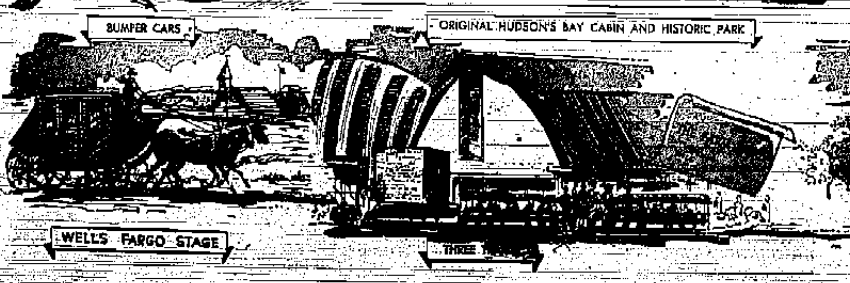


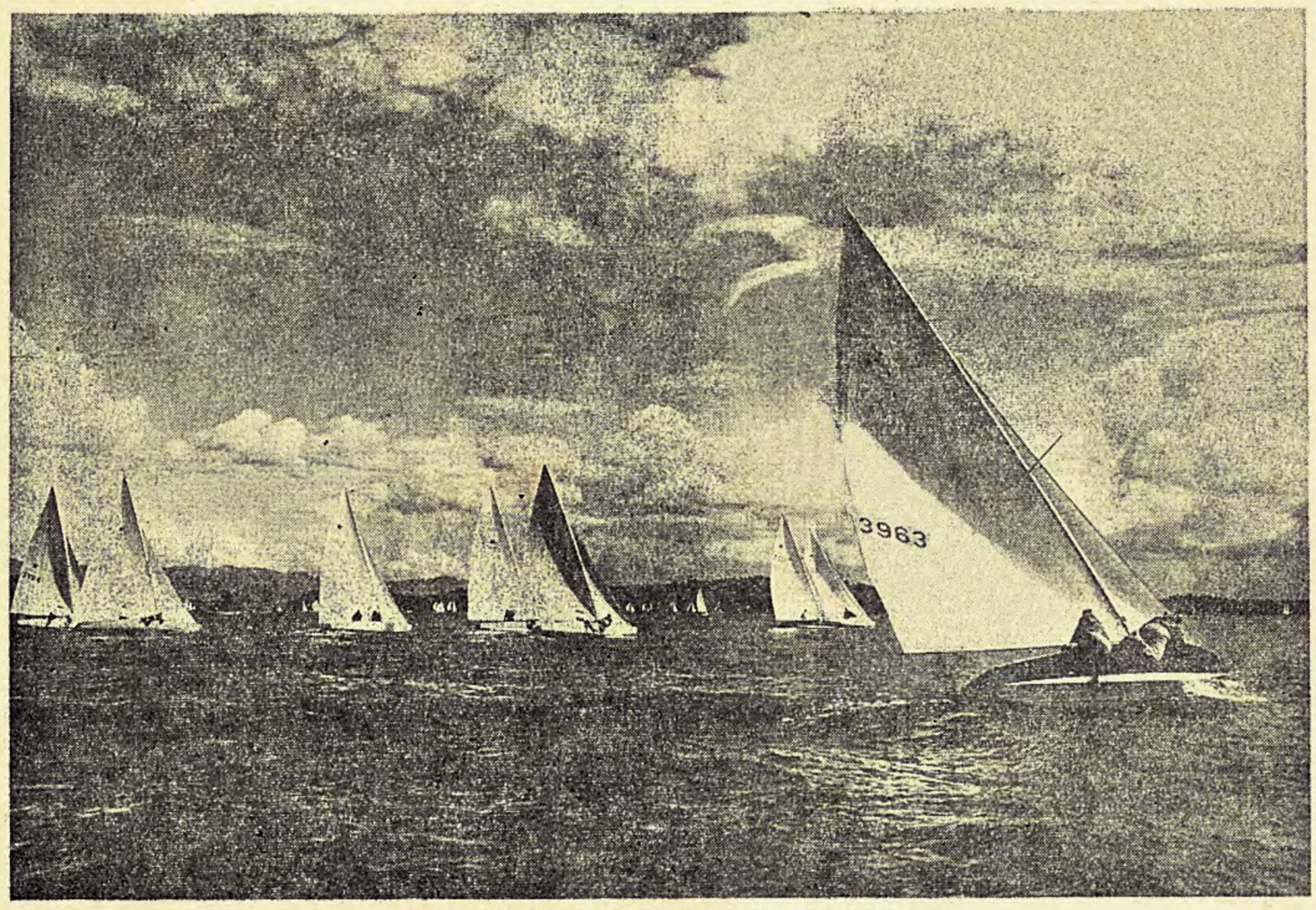
★ The Seattle Times ★
WORLD'S FAIR
SOUVENIR
EDITION
SUNDAY , APRIL 8th, 1962

INDUSTRIAL HORIZONS, Part 2

Recreation and Travel



Seattle to Be at Nautical Best for Fair



STAR-CLASS BOATS SAILING ON LAKE WASHINGTON

By BUD LIVESLEY

Seattle, the boating capital of the world, will be at its nautical best for World's Fair visitors.

In keeping with the journey-into-the-future theme of the Century 21 exposition, thundering, 150-mile-an-hour unlimited hydroplanes will climax a gala Seafair week August 5 with the Gold Cup Race, speedboat racing's most coveted trophy.

INTERWOVEN among the speedboats and the graceful sailboats will be thousands of cruisers of every size and description pointing bows toward beckoning harbors of Puget Sound and the famed San Juan Islands.

There is no greater expanse of protected-cruising waters in the world, from the state capital in Olympia to the south to enchanting Victoria—a bit of England—across the Canadian border to the north.

There are almost as many islands in the San Juans as the types of boats they attract.

BUT FAIRGOERS need not leave the Seattle city limits to appreciate that the boating title is not idle boosting.

Two events, in particular, should convince even the most skeptic landlubber.

The Seattle Yacht Club's Opening Day parade, which annually kicks off the pleasure-boating season, is scheduled May 5.

The three - hour parade empties jam-packed Portage Bay of its burden of more than 1,000 craft through the narrow Montlake Cut onto Lake Washington.

THEN, OVER the July 4 holiday, Seattle will be host to the annual Pacific International Yachting Association's regatta at its $8,500,000 Shilshole Bay Marina in Ballard.

The week - long sailing competition attracts hundreds of sailors from yacht clubs throughout Puget Sound and British Columbia waters.

It's the sailing show of the season.

But the parade of adventuresome yachtsmen virtually never ceases in summer. As many as 1,000 pleasure craft on a single day pass through the Ballard Locks, escapeway from landlocked fresh waters to the expanse of salty Puget Sound.

THE MIDWEEK mecca for sailboats is Lake Washington.

The Corinthian Yacht Club —where reference to a motor-propelled craft is a dirty word — has such an abundance of eager sailors that its Tuesday and Wednesday sailing competition is unique in America.

The larger, handicap-size yachts spill over for a midweek race on Puget Sound.

And, as Bill Buchan, Jr., demonstrated last year, Seattleites can hoist a mainsail in the toughest competition. Buchan gained international recognition last year by winning the world's Star-class championship.

HE WILL be in action August 19-24 when the Star sailors vie for the North American championship here.

Skippers of the largest of the sailing craft, many of whom have repeatedly sailed the Los Angeles-to-Honolulu race, will challenge the elements along the Washington coast in the biannual North Pacific Ocean (Norpac) race, starting off Neah Bay in the Strait of Juan de Fuca June 23.

The course is south to the mouth of the Columbia River and return to Port Angeles. An alternate finish line may take the fleet to Elliott Bay in the shadows of the city's skyline.

THERE ARE tentative plans for a pre-Norpac race from San Francisco to Neah Bay, if California skippers accept the challenge.

The Pacific area, International 110-class championship will be decided here July 7-8. The Pacific area includes Australia and Hawaii.

Lightning sailors take over July 21-25 in a West Coast championship regatta.

SNIPE sailors blow into town August 6-14 to settle the national title.

But, whether it is sailing for a trophy or cruising for pleasure, in the summer Seattle virtually is an island in a sea of fun-loving sailors steeped in nautical tradition.

There's a boat in the world of tomorrow for one of every seven Seattle families.

Steelhead Sportiest River Fish

The Pacific Coast steelhead is ranked by Western anglers as the sportiest of the river fish.

Steelhead, actually sea-run trout that return to fresh water to spawn, may be taken the year-round in this state.

Steelhead fishing usually is a winter sport, from December through March. But some steelhead can be caught from June into October.

The summer fish are not as large as the winter ones — but they are more active.

Steelhead are trim torpedoes, taking off in lightning-fast runs, and ripping the line off a reel with dashes of extraordinary speed.

For "summer-run" steelhead, a six-to-eight-foot glass rod with a light tip and a casting reel with eight or ten-pound tests monofilament line are customary for the bait fishermen. He may use small clusters of roe, spoons or small bobbers.

A sporty way to take summer-runs, however, is with a fly rod eight to nine feet long and a reel that can hold 100 yards of backing beside the sinking fly line.

Leaders six to nine feet long, tapered down to four to eight-pound test, will do in most rivers. There are dozens of fly patterns developed in the Pacific Northwest that are effective.

MANY FLY fishermen here tie their own steelhead flies — usually of deer-hair. The bodies are dressed in combinations of yellow, red or orange. Patterns such as Bucktail Coachman, Skykomish Sunrise, Brad's Brat and Yellow Hammer are all good takers.



STEELHEAD LANDED

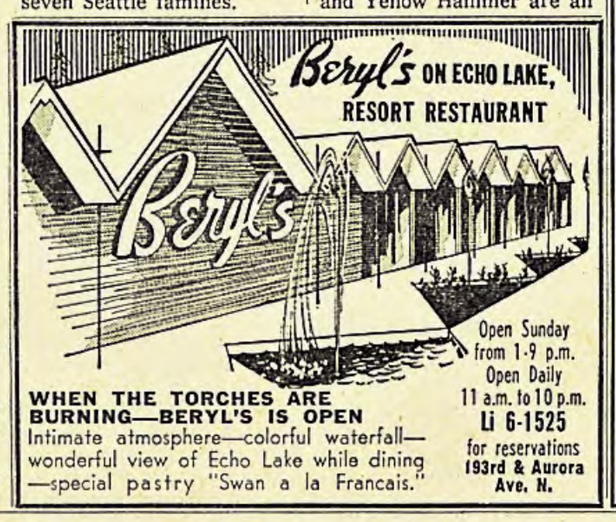
The north fork of the Stillaguamish River which has a fine run of summer fish, may be fished only with flies during the summer. Its best months are July and August. It may be discolored after a rain but is in shape much of that period.

A person who fishes for "summer-runs" must carry a punch card. It is free and may be obtained with the fishing license. This card permits the taking of 30 steelhead a year. A punch is made on the card for every steelhead caught.

SUMMER-RUN rivers or streams are:

Asotin Creek, Big White Salmon, Bogachiel, Calawa, Canyon Creek, Columbia, Columbia River Sloughs, Dosewallips, Drano Lake, Duckabush, Dungeness, Grand Ronde, Kalama, Hoh, Klickitat, Lewis and its East Fork, Little White Salmon, Mill Creek and Naches.

Queets, Quillayute, Quinault, Skagit, Skokomish, Skykomish, Snake, Snohomish, Snoqualmie, Sol Duc, Stillaguamish and its South and North Forks, Tolt, Tucannon, Touchet, Walla Walla, Washougal, Wind and Yakima.



WHEN THE TORCHES ARE BURNING—BERYL'S IS OPEN
Intimate atmosphere—colorful waterfall—wonderful view of Echo Lake while dining —special pastry "Swan a la Francais."

Open Sunday from 1-9 p.m.
Open Daily 11 a.m. to 10 p.m.
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SIXTY-TWO YEARS
Growing with
WASHINGTON

IN 1950 Olympic Foundry Company of Seattle noted its fiftieth anniversary. On that occasion tribute was paid to the late Charles William Kucher, founder of the firm. His foresightedness and his energy were an inspiration to those who shared his faith in the State of Washington.

CONFIDENCE in the future of the state has been the guiding policy of his washington-born descendants under the leadership of John W. Kucher, President.

OLYMPIC FOUNDRY COMPANY has continued to fulfill its major role in the industrial development of the Pacific Northwest.

TODAY, 62 YEARS of progressive operation has resulted in equipment to produce the largest and most exacting castings . . . in ultra modernizing the services of our Foundry, Machine and Pattern Shops. To Alaska, Hawaiian Islands and other western states go hundreds of specialty items.

IN PEACE AND WAR, since the turn of the century, we have put forth every possible effort in the building of a greater Washington state.

OLYMPIC FOUNDRY COMPANY
Gray, Malleable and Ductile Iron Castings
5200 Airport Way—Seattle—PA 2-7123

Visitor Record Expected At Snoqualmie

From all indications, a record crop of tourists is expected in the Snoqualmie National Forest this year, especially with the Seattle World's Fair as a nearby attraction.

About 1,250,000 persons used the forest's recreational facilities last year, L. O. Barrett, forest supervisor, reported.

That total was a new record, up nearly 250,000 visitors from previous years, Barrett said.

The visitors included campers, picnickers, sportsmen, skiers and sight-seers.

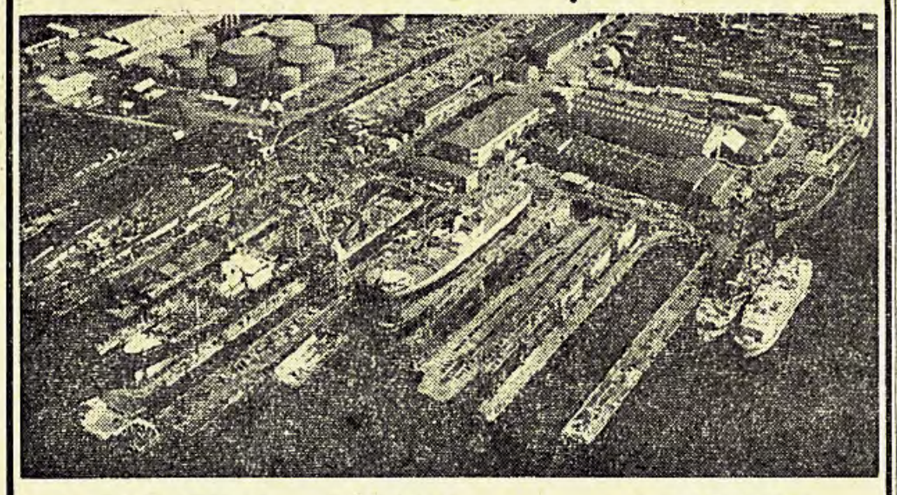
Tacoma Proud Of Progress, Rich History

Tacoma, once known as "The City of Destiny," has a rich and varied history and you still find an occasional Tacoman who refers straight-faced to Mount Rainier as Mount Tacoma.

The picturesque city, hard by Commencement Bay, has some of the steepest hills to be found anywhere, a population of about 150,000 persons who "wouldn't live anywhere else in the world," a progressive, city - manager form of government and one of the most beautiful parks in the country at Point Defiance.

Tacoma still is basking in the glory of being tabbed several years ago as an All America city by Look magazine. The honor was not won easily.

Seattle's Number One Shipyard Salutes Century 21



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Capacities Up to 20,000 tons.

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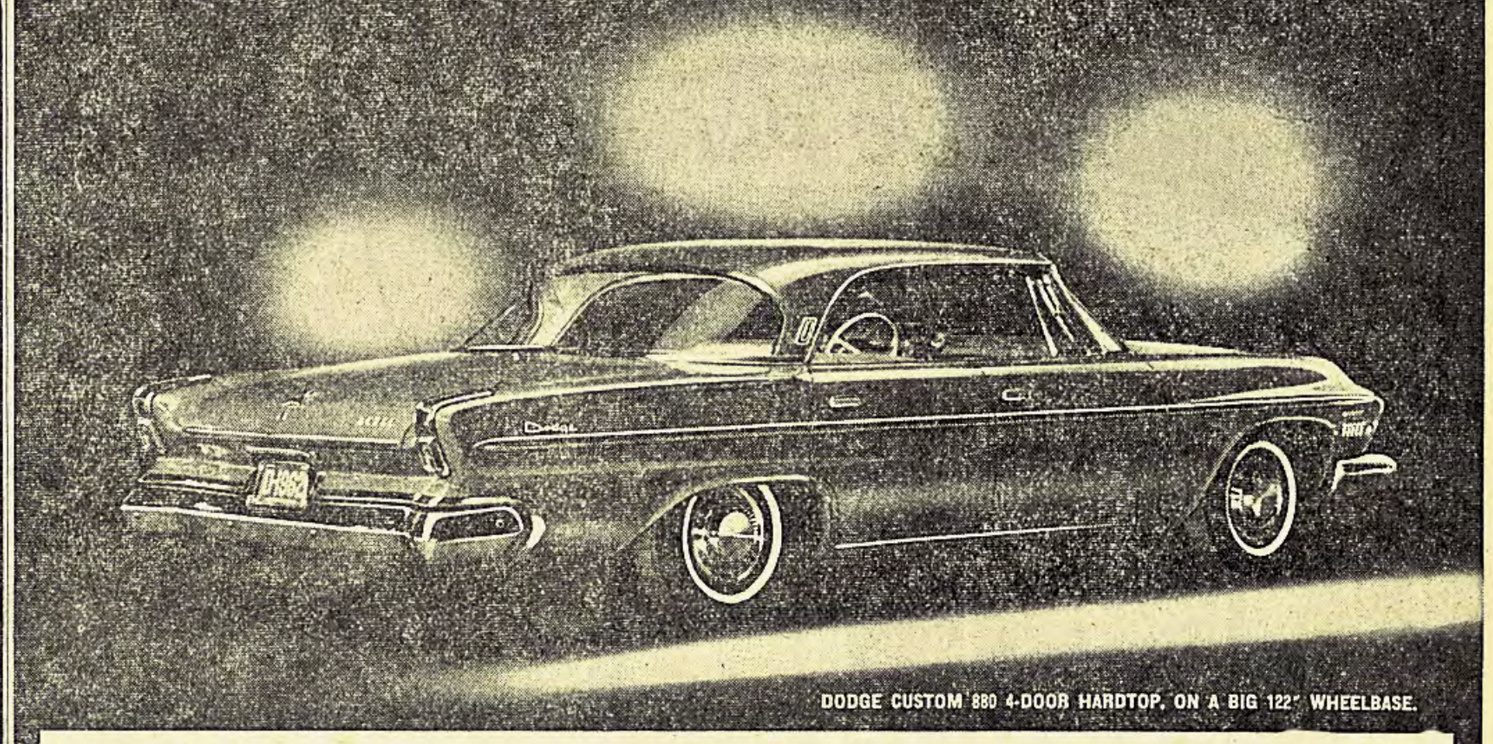
Dodge moves ahead

DODGE DOESN'T WAIT FOR FALL. TODAY DODGE ANNOUNCES A TOTALLY NEW LINE OF LUXURY CARS...CUSTOM-MADE FOR THE BIG CAR MAN. BIG ROOM. BIG RIDE. BIG POWER. AND PRICED TO BE THE BIGGEST BARGAIN ON WHEELS!!!!!

THE BIG NEW DODGE CUSTOM 880

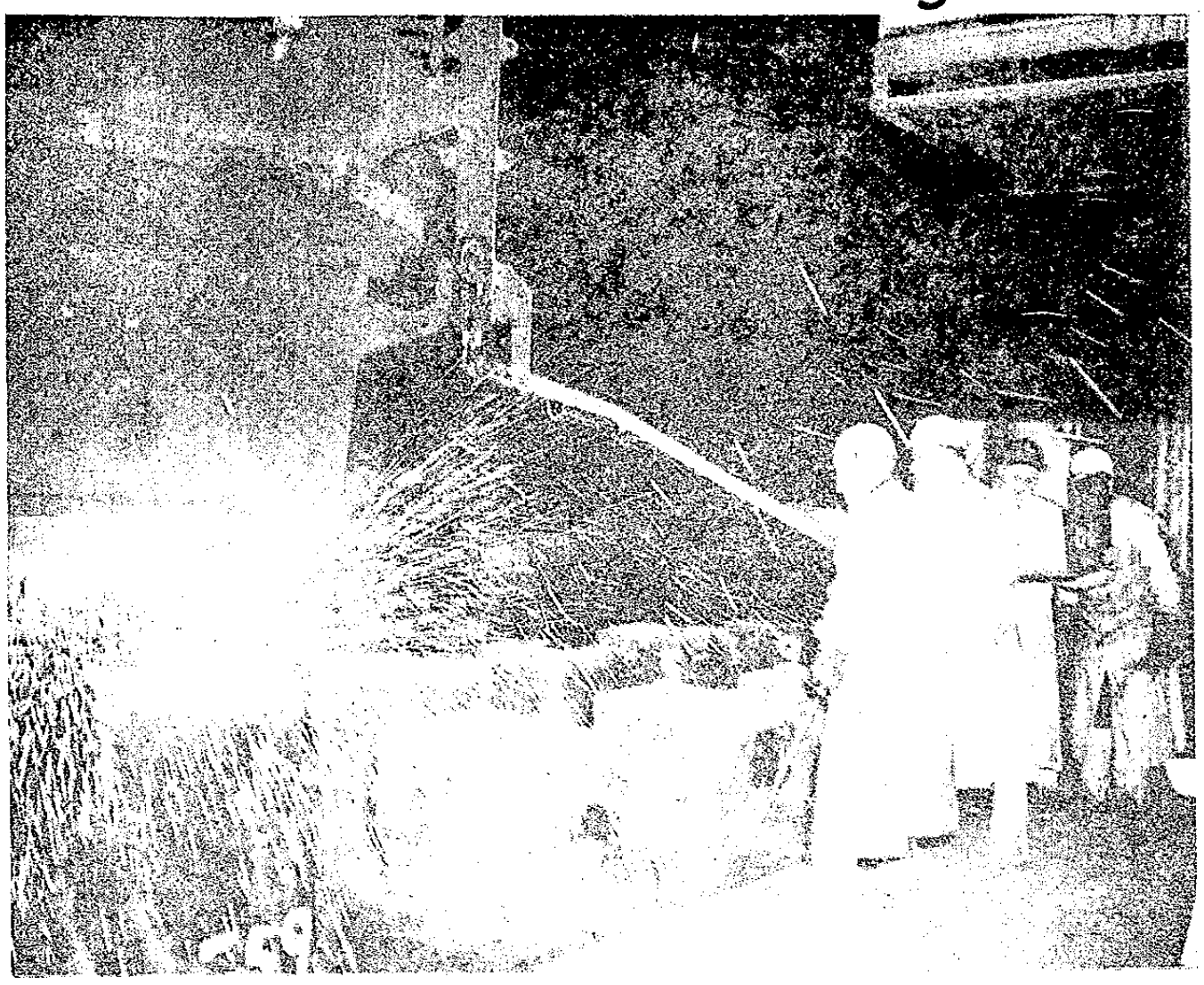


DODGE CUSTOM 880 4-DOOR HARDTOP, ON A BIG 122" WHEELBASE.

One reason a manufacturer waits for fall to introduce a new car is that everyone else does! Well, not Dodge. Right now at your Dodge Dealer's is a totally new line of cars on display for the first time—hardtops, sedans, wagons, and convertibles. They're just out—the big new Dodge Custom 880. Custom-made for the big car man (and for his lady, too). BIG in everything but price. Size it up and see. It's the biggest bargain on wheels!

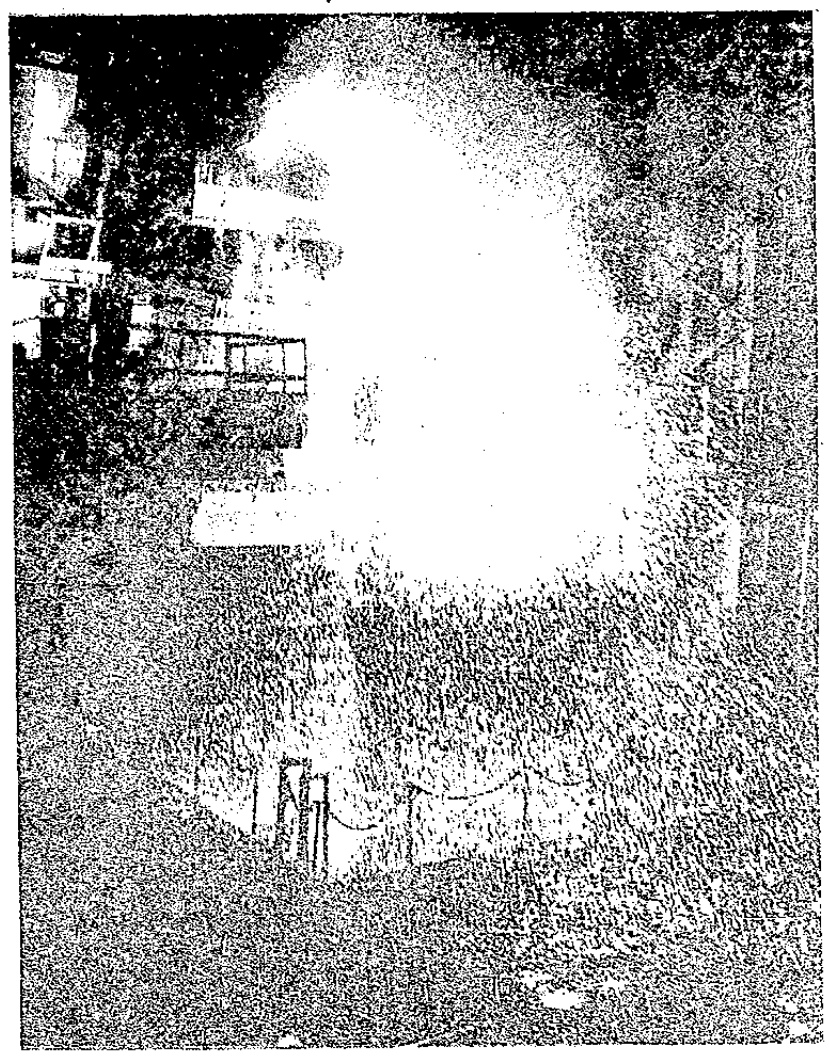
SEE IT NOW. ON DISPLAY FOR THE FIRST TIME. DRIVE IT! PRICE IT!

Drama of Steelmaking



MOLTEN METAL: Workmen garbed in fire-resistant clothing labored at the Bethlehem Steel Co. here. Sparks and the intense heat make such clothing a must. Here, an employe flipped a ladle into molds—by long-distance.

Man, It's Hot!



FIREWORKS: Showering sparks looked like a bursting Fourth of July rocket at Bethlehem's giant electric furnace here.—Times photos by Josef Scaylea.

World's Fair Visitors to Witness Expansion of Metropolitan Area

Views of the future, not only inside the Century 21 Exposition grounds but outside it, will greet Seattle visitors.

The great metropolis of the Pacific Northwest is taking visible form here. It will be an urban-suburban development extending far beyond the present boundaries of Seattle and its suburbs.

Seattle is at the center of a four-county area that today has more than half of the population of this state. Seattle is by far the fastest-growing section of the Pacific Northwest.

World's Fair visitors will be particularly interested in the prospects of growth in these four counties — King, in which Seattle is situated; Pierce to the south, with Tacoma as its central city; Snohomish, north of King, and Kitsap, across Puget Sound, westward from Seattle.

THE EXPOSITION visitors are not alone in being interested in what this four-county area may look like in 10, 20 or 30 years.

Government and industrial leaders, on the basis of recent population and economic trends enthusiastic about the growth of one of the nation's most important metropolitan areas.

The Census Bureau, the Stanford Research Institute, the University of Washington's Office of Population and Research planning groups of the four counties are among those that have made recent projections and forecasts.

Arthur D. Little, Inc., has undertaken a further study.

The gist of these studies is that while the Pacific Northwest in coming decades **will exceed the national growth rate, the Puget Sound Basin area, centered upon Seattle will have by far the most rapid and extensive development.**

The best estimates of the planners are that the King-Pierce - Snohomish - Kitsap area, with a combined population of 1,500,000 today, must be prepared to accommodate 3,000,000 residents by 1990, if not sooner.

TRANSPORTATION will be one problem. An air-view of the Seattle area shows how the freeway now being built will provide a further linking of Seattle, Tacoma and Everett and how the Evergreen Point Floating Bridge will double the development opportunities east of Lake Washington.

These facilities, however, will fall far short of meeting all needs of the 3,000,000 persons who must have opportunities to move from home to work and to recreation areas.

A four - county planning group, plotting the development of the new freeway, arterial, and rapid - transit routes that the metropolis of the future will demand, has something besides transportation in view.

The planners want ample opportunity for both public and private land use, for both business and residential development.

They want to see the Pacific Northwest provide not only one of the nation's most important metropolitan complexes but one that offers living advantages unmatched elsewhere.

RESIDENTS do not have to be sold the idea that a really big urban-suburban complex is taking form.

A real-estate boom began in the late 1950's. Transactions in King County alone began exceeding $40,000,000 a month in 1959.

They were slowed only slightly by the national economic downturn in 1960, resumed their rise in 1961 and this year began climbing still more sharply.

February, 1962, showed the largest volume of sales paying the 1 per cent excise tax ever recorded in that month.

The people who live here now are betting they will have many more friendly neighbors in the years just ahead.

Siren Meant 'Royal Tour,' Not Arrest

For some months prior to the fair, out-of-state visitors were surprised to hear a State Patrol siren howl them down on Highway 99.

No, they weren't breaking the law, a smiling State Patrolman assured them. They were just being selected for a royal tour of the fairgrounds, a free dinner and a bushel of World's Fair pins—courtesy of the Junior Chamber of Commerce.

WAR OF WORDS:

Gov. Rockefeller Lauds, But Others Belittle, Fair

New York's Governor Rockefeller has lauded Seattle's fair with superlatives. His state even has a fine exhibit in the fair.

But there have been some big-name detractors.

New York's Senator Keating once referred to the fair as "small time." Challenged by Senators Magnuson and Jackson, Keating changed his tune and said he was only kidding and planned to attend.

But a war of words still is being waged with Dorothy Kilgallen, newspaper and television personality. She remarked that nobody would drive across the country just to see some science exhibits.

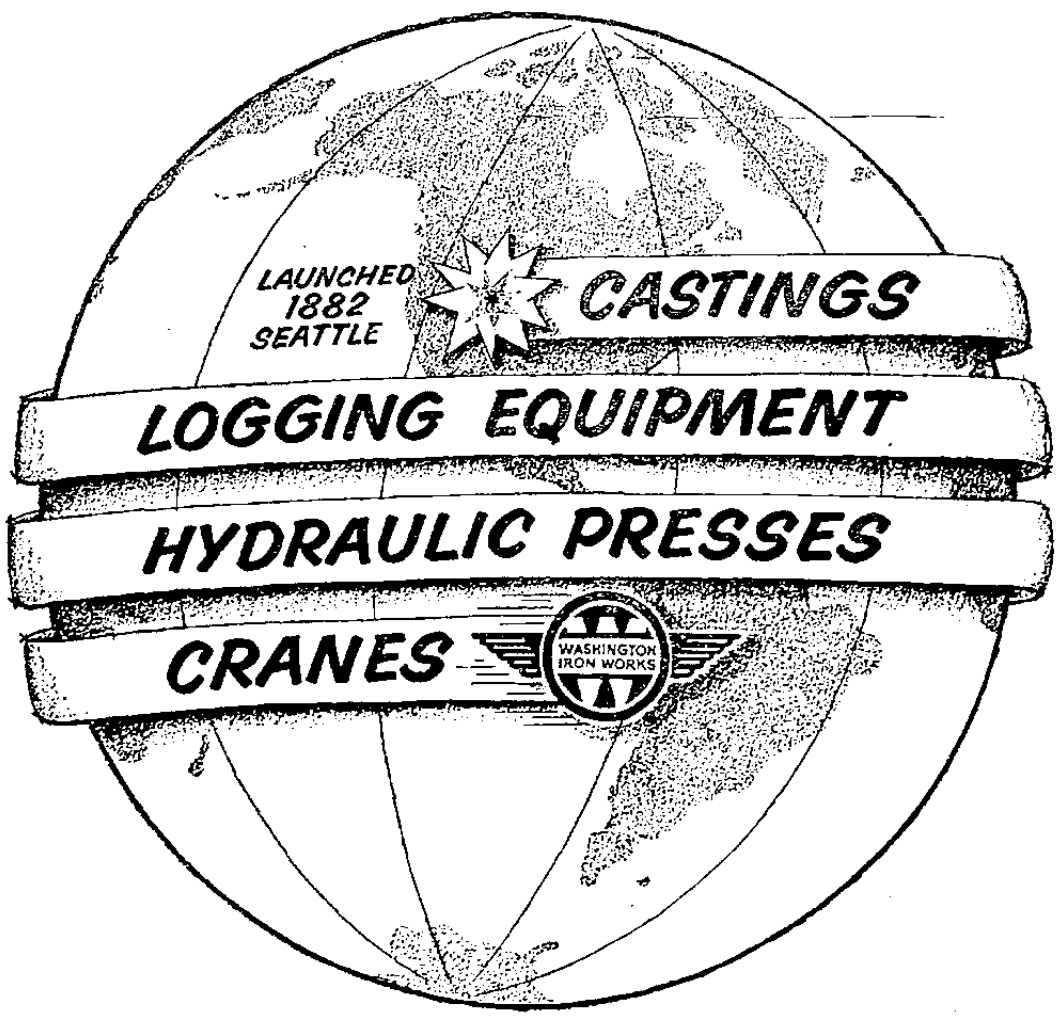
The consensus: Miss Kilgallen will not be missed.

Seattleites Urged to Act As Fair 'Guides'

All Seattle residents will get an extra chance to participate in the World's Fair by engaging in the "Ask Me—I Live Here" campaign.

This hospitality project is being initiated by the Automobile Club of Washington. Cooperating are the Seattle-King County Safety Council, the Seattle police, the State Patrol, the Traffic Engineering department and Seattle newspapers.

IN ORBIT FOR EIGHTY YEARS!



Ever since the flying "Big W" trademark was launched at Seattle in 1882 by Washington Iron Works it has signaled progressive enigneering and dependability to industrial customers around the world.

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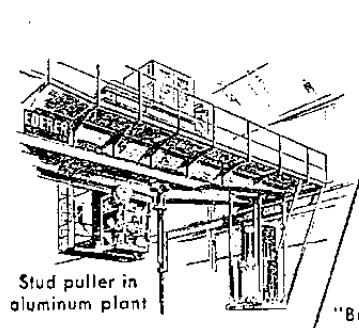
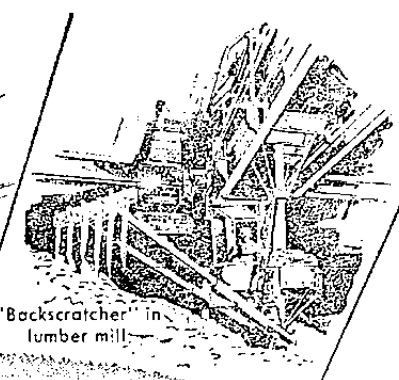
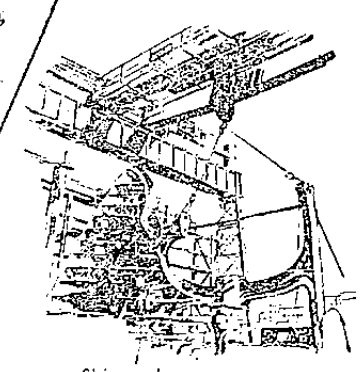
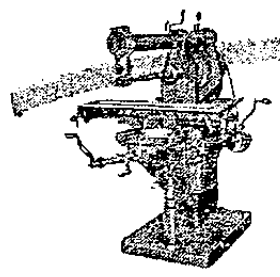

Stud puller in aluminum plant


"Backscratcher" in lumber mill


Shipyard crane moves tail section



This milling machine (the only one in Seattle in 1901) was the beginning of a Seattle industry that has invaded a national market successfully. Today, the machine's owner, the Ederer Corporation, is one of the Pacific West's largest manufacturers of cranes. In Florida, in Oklahoma, California, in New England, in the Midwest—and all over the country — you'll find EDERER cranes at work in industry of every sort. And — no small source of pride to us — every crane proudly wears its block-lettered sign —"EDERER, SEATTLE, U. S. A."

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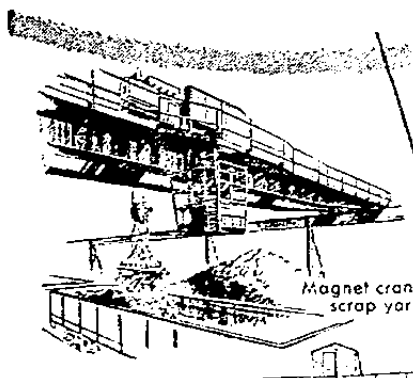
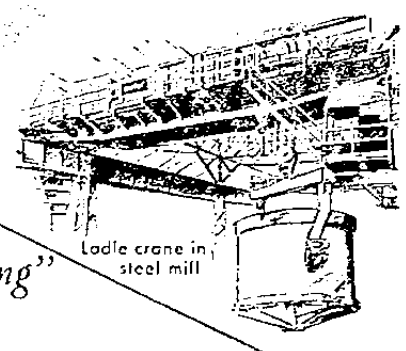
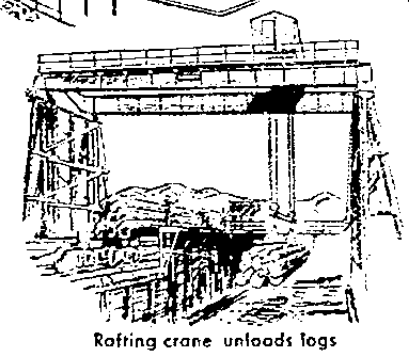
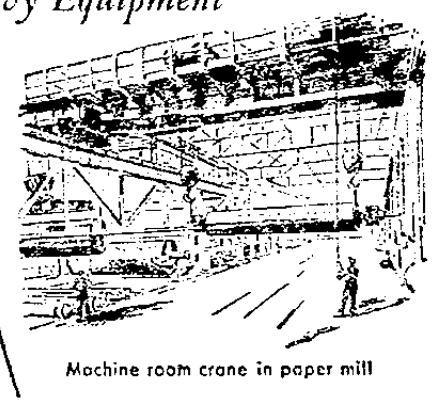

Magnet crane in scrap yard


Ladle crane in steel mill

Since 1901 "Job-Engineering" Cranes and Heavy Equipment


Rafting crane unloads logs


Machine room crane in paper mill

Washington Top State for Hunters

Washington ranks as a top state for the hunter.

It offers a wide choice of upland-bird-shooting.

Elk and deer are the main big-game species.

The state's population of mountain goat is the highest of any state, although goat-hunting is on a permit basis.

Bear and rabbits may be hunted the year round in some areas.

The regular hunting season, not established yet this year, usually opens on upland birds, waterfowl and deer in mid-October.

The elk season begins in early November in most years.



HUNTER AIMED AT PHEASANT
Setter still on point

THE SHOOTING of Washington's three varieties of grouse — ruffed, blue and Franklin — normally begins early in September. An early season on chukar partridge opens in a few counties in mid-September.

The season on mourning doves opens September 1 for a month. The dove population in Eastern Washington is large. The shooting is excellent.

The regular season on Chinese pheasant, quail, chukar, red-legged partridge, and Hungarian partridge begins in October. In addition there is a short season on sharp-tailed grouse and sage grouse.

Mallard, pintail, widgeon and teal are the main species of waterfowl. Mallard-shooting is tops.

Canadian - goose - hunting is excellent in Eastern Washington, as is the snow-goose- and brant-shooting along the Coast.

Washington has three species of deer, the blacktail on the West Side and the mule deer and whitetail in Eastern Washington.

A SEASON that should appeal to the nonresident hunter is the high-Cascade season set in mid-September. The mountains are at their best at that time. A nimrod can pack in for a buck with rocking-chair antlers.

Hunters in this state annually shoot 7,000 to 8,000 elk. The elk on the East Side originally were imported from Montana. On the Olympic Peninsula is the only heard of Roosevelt elk in the nation.

The regular season on black bear usually is concurrent with other big-game species. But in most of the Olympic Peninsula, black bear may be hunted the year round. There is no limit in this area. Dogs may be used.

Retired Man Ready to Spend To Promote Fair

One of the busiest prefair boosters has been Calvin A. Ingalls, 75, of 2125 S. W. 116th St. Ingalls, a retired dry cleaner, passed out literature about the fair to an estimated 1,500 persons in 34 states.

Ingalls also promised to take about 100 persons to dinner at the Space Needle.

"I don't know what they will charge, but I'm laying aside $1,000 just for that purpose," Ingalls said.

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In the center of Vacation Land
In the beautiful San Juan Islands

"If you want privacy—north beach inn is what you have been looking for." Guest cottages are situated directly off the safe fine beach. And far enough apart for REAL PRIVACY. Each has fireplace, automatic hot water, showers and fine beds. (Electric heat in some cabins.) Housekeeping facilities or American plan. Our famous Dining Room reopened to serve those meals you like to well.

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Thousands Await Opening of Lake Trout Season

Opening day of the trout season on lowland lakes next Sunday will be one of the largest sports turnouts of the year in this state, which offers some of the finest lake fishing for trout in the nation.

About 500,000 anglers — men, women and children — may lose sleep, drive many miles and get cold and wet in trying to be at the right place at the right time when the trout are biting.

This is typical of the fishing fever that grips residents of this state — particularly in the spring and summer.

STREAM FISHING opens about a month later. But it is the lake fishing on which most of the fishing energy is concentrated.

There are almost 5,000 lakes in this state, including those in the foothills and amid the peaks of the Cascades and the Olympics.

The lowland lakes, which seldom freeze, are the heavy trout producers. The majority, because of the lack of spawning areas, must be maintained by plants of hatchery trout.

"HOT" LAKES are the rehabilitated waters, the trout-only lakes that have been cleaned of "scrap" fish, meaning nontrout varities.

These lakes are planted in the spring with "fry" trout two to four inches long. The fish grow to legal size — six inches or more—by the next year's opener.

The fishing pressure is heavy in the Seattle area and near other centers of population in the state.

THE "CLOSE-IN" lakes cannot stand that intensity of fishing long. Many lakes near Seattle will be skimmed of most of their trout within three weeks after the opener.

The two - to four - pound rainbows usually are carry-over fish that have evaded anglers one or more seasons.

Most of the Junker trout come from Eastern Washington waters, the most prolific being the Columbia Basin Seep Lakes.

These lakes, averaging about 50 acres, were formed by waters seeping from irrigation canals and reservoirs into coulees and depressions that had been dry for centuries. They became rich in trout food.

THE FIRST TOKEN plantings produced rainbows weighing eight to ten pounds in 24 months. If not overplanted, the lakes will produce trout to one and one-half pounds in one season.

Some of the reservoirs provide top bass, crappie and perch fishing. Banks Lake and the Potholes Reservoir are fine waters to go family fishing. There is no limit there on spiny rays.

Lakes that turn out "hows" from three pounds up include Quincy, Burke, Corral, Blythe, Hampton, Windmill, Golden Eye, Deep and Warden.

These lakes close in mid-August. They are at their best in May and June. Most may be fished with bait, spinning gear or fly.

They present splendid opportunities for a fly fisherman to present nymph flies to lunker trout. One of the most effective is a Carey Special.

MOST OF THESE lakes, reached from the city of Moses Lake, do not have boats for rent.

Jamison Lake in Moses Coulee east of Wenatchee turns out two-to-six-pounders. This lake is closed in July and August, but later is open into November.

Okanogan County provides outstanding fishing in July and August. The waters stay cool.

Such resort lakes as Spectacle, Pearygin, Alta, Twin and Patterson close July 31. Other lakes in higher wooded areas remain open through October 31.

The Okanogan and Methow Valleys are beauty spots, well worth visiting for the scenery as well as the excellent fishing.

NONRESIDENT FISHING AND HUNTING FEES.

Nonresident fishing license $15.00

Nonresident 7 day fishing license $4.00

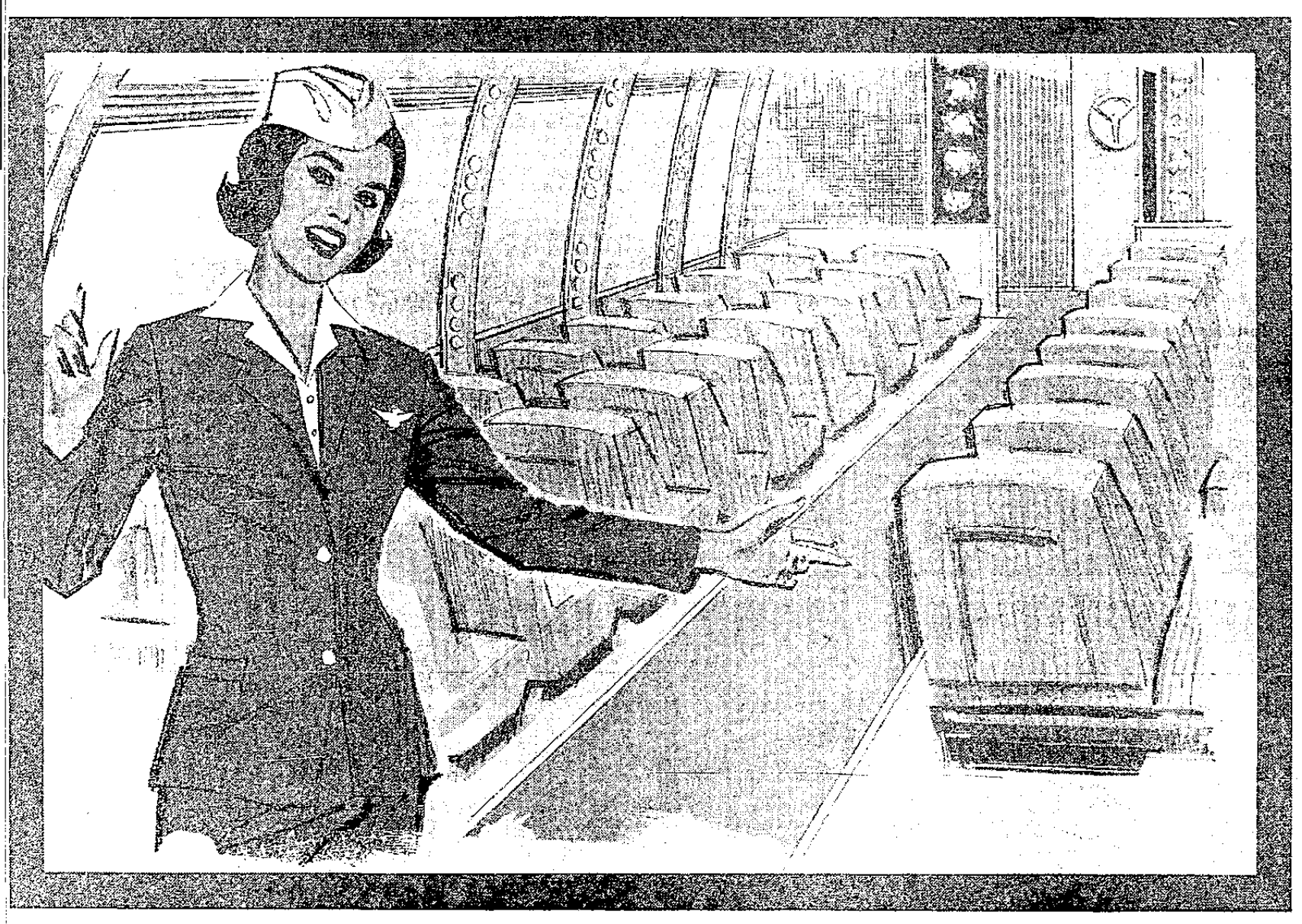
Nonresident hunting license. This includes a deer tag. $35.00

Nonresident elk tag $25.00

Nonresident goat tag $25.00

No license is needed for salt-water fishing.

Ford Motor Company cordially invites you to "AN ADVENTURE IN SPACE" AT THE SEATTLE WORLD'S FAIR



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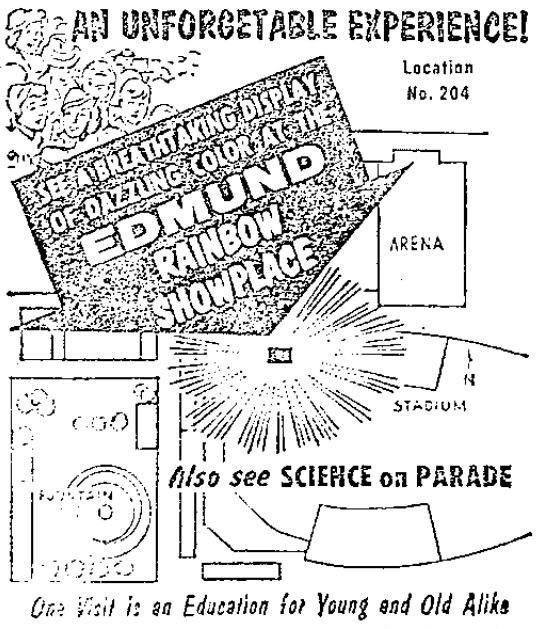

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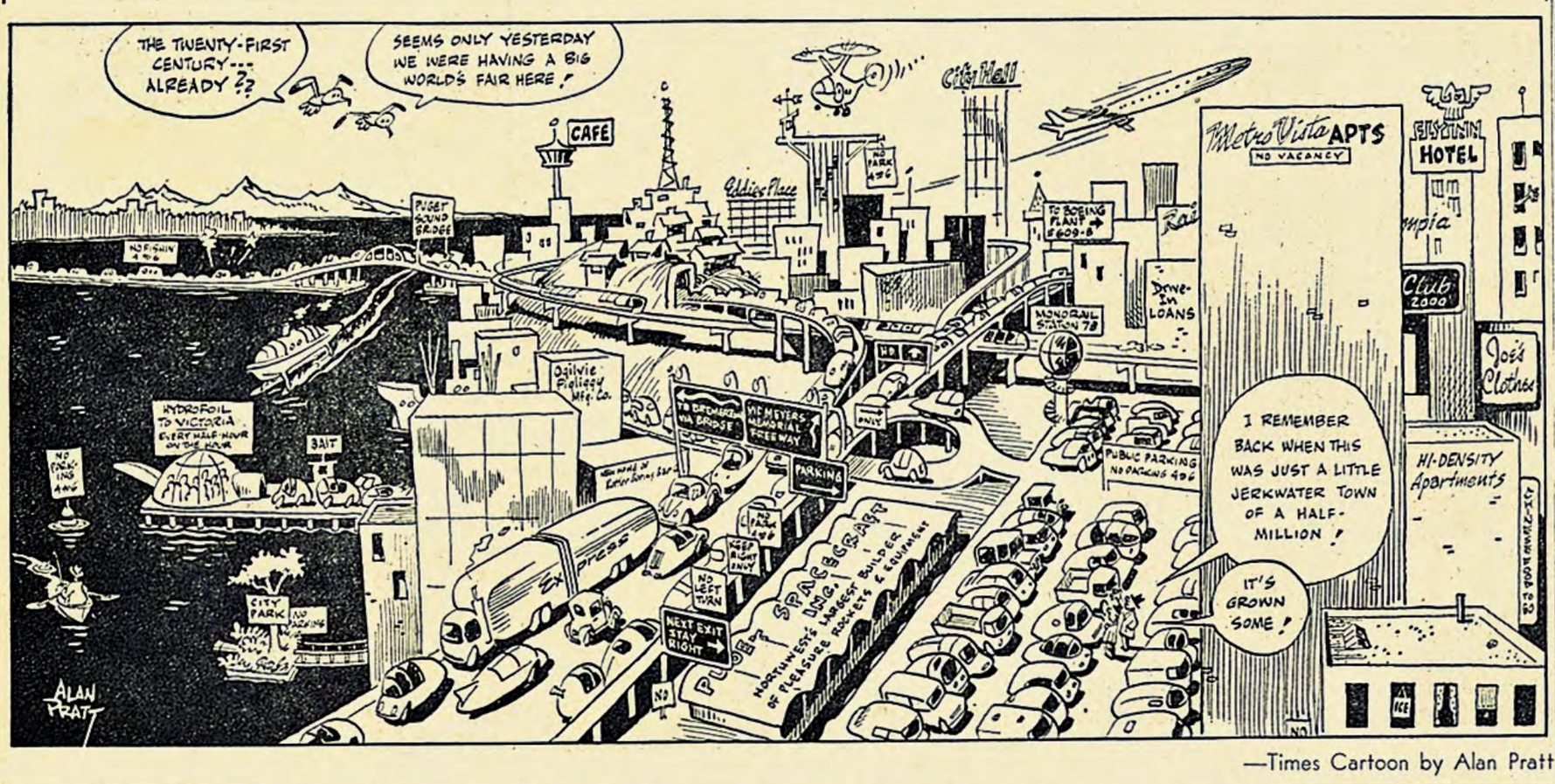
HOW SEATTLE TOOK A GIANT STEP

Achievements are the footprints of progress...and progress is many things. To businessmen it's a climbing sales curve...to a growing girl it's her first pair of high-heeled shoes...to a baseball fan it's his team's winning streak...to a nation it's a growing economy. □ But what makes progress... how does it start...where does it come from? The answer is people...people with ability to dream...and determination to work. People who want something better...and know how to get it. □ You can recognize progress by achievement. In the Seattle area cultural organizations are growing rapidly...educational institutions are expanding...commercial ventures are prospering. Continental Can Company—leading manufacturer of metal, paper, plastic, film, foil and glass packaging materials for industry—is proud to congratulate Seattle and proud to be a part of its progress.

CONTINENTAL CAN COMPANY

21ST CENTURY TO EXCEED 'C-21'

Sound's Potential Dwarfs Even World's Fair



—Times Cartoon by Alan Pratt

Lights to Make Fairyland Of Fair at Night

The World's Fair at night will be transformed into a fairyland of lighting—a glittering, glamorous spectacle. This is when City Light will shine as a major contributor to the enjoyment.

Visitors may give little thought to the electric power which makes this possible—the power that operates the scores of exhibits, day and night; that sends the Monorail trains zipping on its way; that runs the Space Needle elevators, and for many other uses.

But City Light had to begin its planning for the fair five years ago, soon after the decision was made to sponsor the Century 21 Exposition.

All the wiring had been installed underground to preserve unrestricted views on the fairgrounds. This installation included some 20 manholes, 26 transformer vaults and 50,000 feet of four-inch conduits.

The fair will pay City Light a flat cost per kilowatt-hour for power. The fair also will maintain a diesel generator for emergency electric power.

Princess Sent Invitation, But Can't Attend

Little Jennifer Chrichton, 9, of 7753 16th Av. N. W., could not think of whom to write a letter - of - invitation - to - the - fair to.

Finally Jennifer had an inspiration for her classroom project. She wrote a letter to Princess Margaret and her husband, Antony Armstrong Jones.

The princess sent regrets. But Jennifer later learned that Prince Philip will be here.

Square-Dance Convention Set August 17, 18

The Century 21 Northwest Square Dance Convention will be held August 17 and 18 at the Civic Arena in connection with the World's Fair.

Dances will be held in other large Seattle halls also August 16. Nationally known callers will be present for the convention and at other times.

Square-dancers visiting the fair may learn where dances are being held here by calling an answering service listed under "The Square Dance Association" in the regular pages of the telephone directory.

By the 21st Century, 4,320,000 people will be living in the Puget Sound country!

That is the prediction of W. W. Straley, president of the Pacific Northwest Bell Telephone Co., which needs to peek into the future as far as possible to plan its operations effectively.

This population will be packed into nine counties—King, Pierce, Snohomish, Skagit, Whatcom, Island, Jefferson, Kitsap and Thurston.

These counties in the 1960 census had a combined 1,718,900 population.

OTHER STRALEY predictions are:

Four bridges across Lake Washington.

One bridge across Puget Sound.

U.S. 99 to remain the main north-south highway, with U.S. 10—the Sunset Highway—the main east-west highway.

An additional major north-south highway.

A major highway encircling Lake Washington.

A possible monorail between Tacoma and Everett, looping around Lake Washington

Other highways, like spokes, radiating from the major Lake Washington peripheral highway.

"OUR PRESENT TOWNS, as we know them," Straley said, "will become a continuous metropolitan area.

"People will not know when they leave one town and enter another.

"The present high-density urban areas will be replaced with even higher density uses—apartment houses. A lot of what is now high-density urban area will be rendered unusable by transportation requirements."

Straley said that, with good planning, the communities will contain from 30,000 to 40,000, with uncrowded schools, representative government, light industry, well-placed commercial areas, parks, churches and clinics.

"The 'City of Puget Sound' will, of course, be many cities and many communities," Straley said.

STRALEY, USING FIGURES prepared by Puget Planners, Inc., explained that the 21st Century population forefast reflected an annual increase of about 2.3 per cent for the next 38 years.

This assumes a continued growth at about the same rate as that experienced between 1950 and 1960—and ignores any large-scale migration.

In the year 2000 this "city" would have an industrial work force of 464,000, compared with the 182,000 today. Straley warned that such an increase, if improperly controlled, could lead to trouble.

"Present trends of concentrating industry in urban centers can, in 38 years, lead to manufacturing and industrial jungles almost filling what is now our urban areas," he said.

"Dispersion of industry is an answer—building industry out in the countryside near where people want to live."

STRALEY FORECAST that 52,000 acres of new industrial land will be needed.

"There are only 12,000 acres of land earmarked for industry now in the nine Puget Sound counties," he pointed out.

"The year 2000 will still see some industrial concentration where we have it now," Straley said, "but it can be primarily distributing and wholesale operations requiring access to shipping routes.

An estimated 656,000 new families, requiring 492 square miles of new residential districts, will fill in the present open spaces.

Seattle, Tacoma and Everett, the three largest Puget Sound cities, together have only 151 square miles today.

"It is believed the present tendency for the family to live on larger residential losts outside the main urban centers will continue," Straley said.

"It is further assumed that present central-city residential areas will be largely multiple-dwelling housing."

Sweden to Show 'Vasa' Relics

Sweden's exhibit at the World's Fair contains at least one "must see" segment. One room will have relics from a sunken 17th Century Swedish sailing vessel, the Vasa, which was raised from Stockholm harbor last year.

A restored cannon from the Vasa will be fired on opening day.

Space Needle 'Mother' Hailed

Mrs. Ethel Lyons, retired Seattle school teacher, won the title "Mother of the Space Needle" because of her kindliness toward "ironworkers" who toiled on high.

Mrs. Lyons gave the workmen pies on Thanksgiving and fruitcakes for Christmas. The workmen rewarded her kindness with an ironworkers' hard hat.

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Excellent hotel accommodations in the beautiful lodge on scenic Lake Wilderness. Panoramic view of Mt. Rainier from the Dining Room.

DINNER-DANCING every Saturday night from 9 p. m. 'til midnight.

CHUCK WAGON BREAKFAST served family style every Sunday from 8:30 a. m. to 12 noon.

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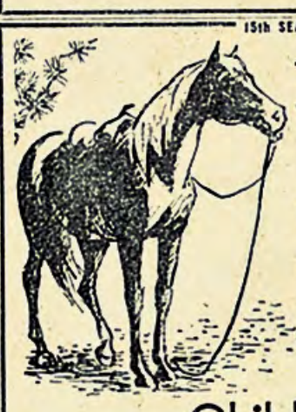

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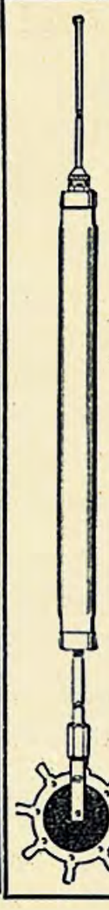

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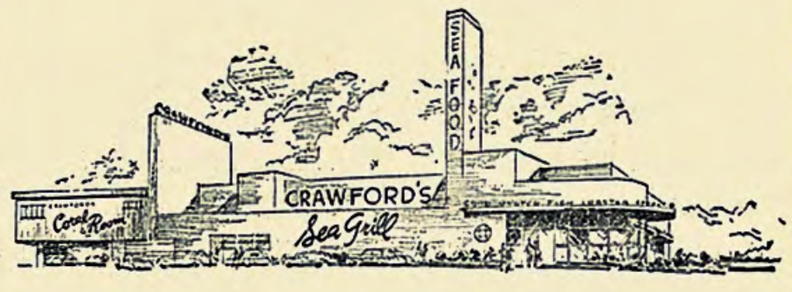

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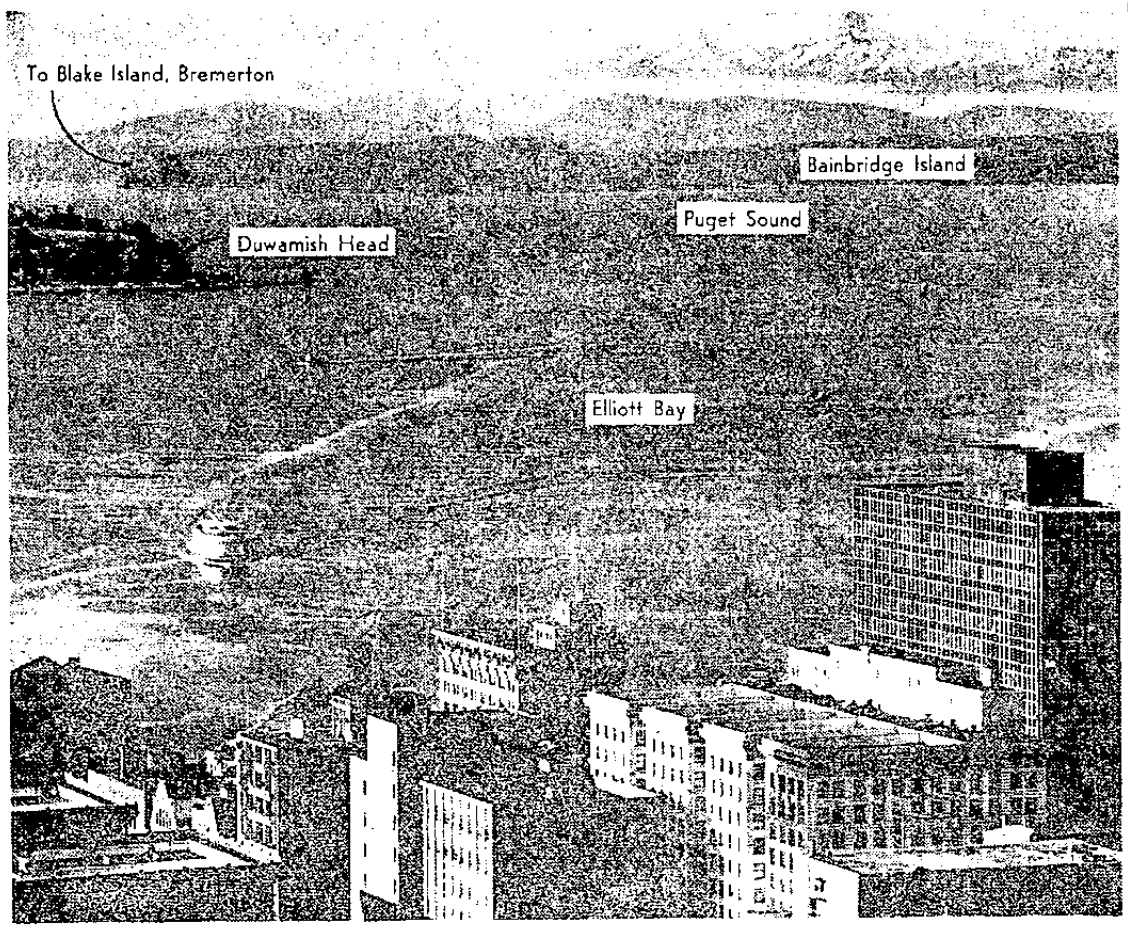
Busy Vessels on Puget Sound



CROSSED PATHS: The wake of a ferry, inbound to Seattle from Bremerton, was crossed by that of a tug on Elliott Bay. The ferry is the Kalakala, the only ferry of her streamlined design. — Times staff photo by Josef Scaylea.

Faster and Bigger Ferries Forecast

The forecast for cross-Sound transportation in the next four decades is for fewer ferry routes, more bridges and faster, larger ferries, with the actual bridging of the main arm of the Sound coming in about 20 years.

Washington State Ferries, an agency of the State Highway Department, now operates 11 ferry routes, traveling a total of more than 750,000 miles a year.

THE TREND toward consolidation of the ferry system began more than a decade ago with the Agate Pass Bridge, from Bainbridge Island to the Kitsap County mainland, completed in 1950.

The much-publicized Hood Canal Bridge is another link in the feeder-bridge chain which eventually will tie together most of the principal land areas west of the Sound.

A proposed bridge from Bremerton to Bainbridge Island and the consolidation of the Bremerton traffic over the Seattle-Winslow route is being surveyed by the Legislature now.

OTHER FEEDER bridges in the chain include, at some future date, a bridge from South Kitsap County to Vashon Island and, the linking of some of the San Juan Islands.

Ferries of the present Tillikum class, operating at 14-18 knots with a capacity of 105 automobiles and 800 passengers, will be augmented by 20-knot boats capable of handling 120 cars and 1,000 passengers on shuttle runs across the Sound, ferry officials say.

BY 1970 it is hoped that the ferry system, with its feeder bridges, will be transporting passengers across the Sound at the equivalent rate of one every eight seconds, the standards for a bridge.

The United States had a favorable balance of trade in 1961. Exports totaled about $20,000,000,000 and imports $15,000,000,000.

El Capitan, huge granite block in Yosemite National Park, is about three times as high as the Empire State building in New York.

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CHEVROLET V-8 FORD V-8 Sed.	$8.00 plus 6c mile	$40.00 plus 6c mile
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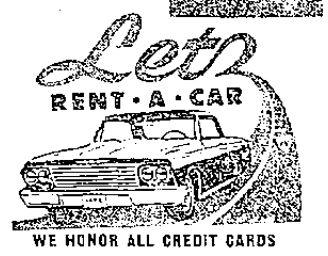

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Bremerton Seeks Diversification

By WAYNE JACOBI

The economy of the City of Bremerton historically tied to the Bremerton Naval Shipyard, in the future may be less dependent upon federal payrolls and more upon those of new private industries.

Observers point out that if the one-industry community of 29,000 is to expand into a city of more than 100,000 by the year 2000 the estimate of planners, new supporting industry is a prerequisite.

Bremerton's lack of transcontinental rail connections and its dependence upon truck and water transportation are strong factors in its search for suitable light industry.

THE TACOMA Narrows Bridge, soon to be toll-free, has forged a strong bond between Bremerton and Tacoma.

But with the addition of proposed, speedy cross-Puget Sound ferries and eventually a bridge from Seattle, Bremerton will have an increased appeal to the Seattle commuter as a source of revenue.

Bremerton also is taking strong action for expansion of the nearby Naval Ammunition Depot at Bangor and the Naval Torpedo Station at Keyport.

TWO OF THE city's immediate goals are the proposed establishment of a Polaris missile base at Bangor and the basing of nuclear submarines somewhere in the Kitsap-Olympic Peninsula area, for which the shipyard would be the repair and maintenance base.

With these hopes for the future, Bremerton now is changing its form of local government from the commission system, which officials consider inadequate to cope with expected growth, to either a mayor-council or city manager system.

B. C. Building Expands

The estimated value of building permits issued in 1961 in British Columbia totaled $205,000,000, about $10,000,000 more than in 1960.

The mothballed battleship Missouri, on which General MacArthur accepted the surrender of Japan in 1945, is only one of the tourist attractions at the Bremerton Naval Shipyard.

The shipyard, open to visitors, is just a short walk from the Bremerton ferry terminal. The ferry trip from Seattle's Colman Dock requires about an hour and is a "must" for Puget Sound visitors.

Nearing completion at the 71-year-old shipyard, largest Navy installation on Puget Sound, is a drydock capable of handling the giant Forrestal-class of aircraft supercarriers.

The drydock will be the largest on the Pacific Coast.

Visitors also may view the 42,600-ton carrier Ticonderoga, which is undergoing a $5,000,000 overhaul; numerous mothballed ships, and shops and buildings that form the shipyard itself.

The auxiliary aircraft carrier Wright is scheduled for a $25,000,000 conversion into a command ship reportedly for the President.

Rush to Suburbs Felt By Island Communities

The rush to the suburbs which is accompanying the population boom sweeping over the Puget Sound Basin already has begun to engulf the semirural island communities west of the Sound and the Kitsap County mainland.

Bainbridge Island, directly across from downtown Seattle, and Vashon Island, with its northern limits opposite West Seattle, share the same principal industry — Seattle commuters.

Whidbey Island, up-Sound from Seattle, has fewer regular daily Seattle commuters, but still has many week-end and summer homes in use.

"Our island is in the business of importing — importing dollars from Seattle," a Bainbridge banker said.

Since the end of the Second World War, the commuter population of Bainbridge Island has steadily increased until today it accounts for more than half of the 7,000 residents.

Estimates for the year 2000 are that Bainbridge will have a population in excess of 24,000, mostly suburbanites.

The Puget Sound Regional Planning Conference indicates that west-Sound communities will expand in proportion to their "ability to develop high-ly-desirable residential land" which rapidly is becoming scarce in King County.

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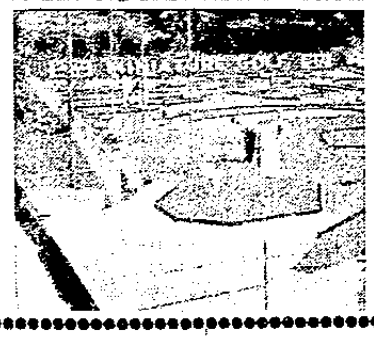

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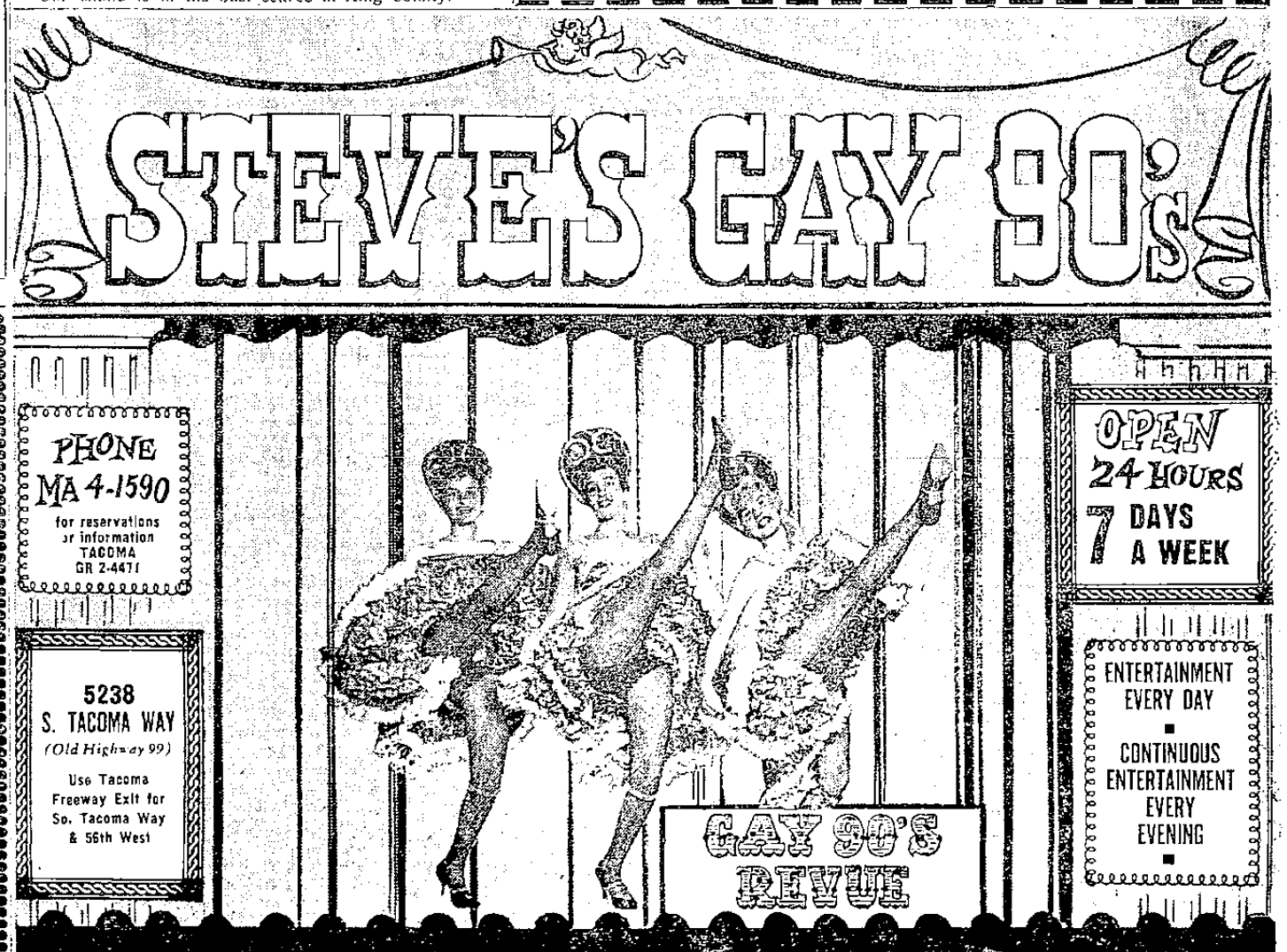

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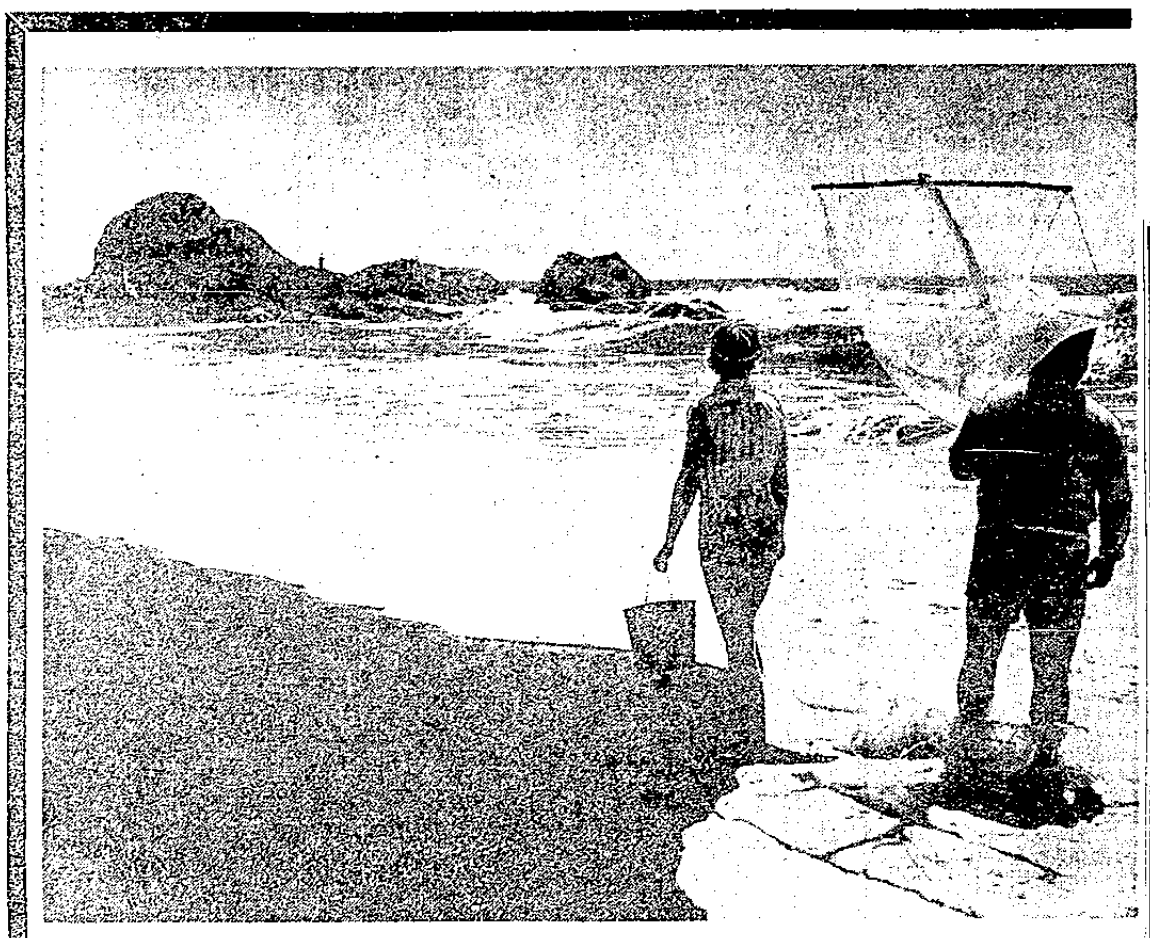
Peninsula's 'Last Wilderness' Land of Promise



VISITORS GO SMELT-DIPPING IN OCEAN AT KALALOCH BEACH OF OLYMPIC PENINSULA

By DON DUNCAN

Olympic National Park, sometimes referred to as "The Last Wilderness," dominates this state's summer-and-winter playground, the Olympic Peninsula.

It is the fifth largest national park in the nation—658,558 acres.

A vast population growth is expected in the next few decades in the Puget Sound country.

Now that the long-awaited Hood Canal Bridge is a reality, the peninsula will play an ever-increasing role as a vacationer's paradise.

THE PENINSULA is a blend of ocean shores, inlets, lakes, rushing rivers, giant trees and rugged mountain peaks.

It is rich in tall tales, abundant with forests, game and fish and peopled by Indians native to the area and city-building whites.

In the winter, skiers swarm over the new facilities at Hurricane Ridge, where only a few months earlier summer tourists rambled over alpine paths and sniffed meadow flowers.

Mount Olympus, glacier-draped king of the Olympic peaks, was a natural for International Geophysical Year scientists a few years back.

Seven trees which are the largest recorded of their species in the United States—in most cases, the largest in the world—stand in Olympic National Park country below Forks and out of Quinault.

They include a Western Red cedar that is 66 feet 1 inch in circumference and 180 feet tall, and a Sitka spruce that is 51 feet 6 inches in circumference and 190 feet tall.

THE SO-CALLED "loop" trip" starts either at Aberdeen or Hoquiam at Grays Harbor, or at Shelton near the Hood Canal.

Whether the tourist goes clockwise or counter-clockwise, he swings past ocean beaches, famed for razor clams and beachcombing, cuts alongside rain forests, nudges Indian reservations and views sparkling lakes Quinault, Crescent and Sutherland.

Families camp, listening to rangers' stories around fires at night.

Climbers find thrills on the Olympic Mountains' rugged peaks, rising out of the water to the 8,000-foot level.

Fishermen go for steelhead or trout in the park's chill rivers or hike into high, hidden lakes under the watchful eyes of Roosevelt elk, marmots, deer and mountain goats.

BUT IT IS the expected building boom—from planned communities like Ocean Shores to the constantly abuilding luxury summer homes on Hood Canal—that will give the peninsula financial stability.

Where, a few years ago, it was difficult to find ocean cabins or modern motels on the peninsula, today these dot the famed "loop highway."

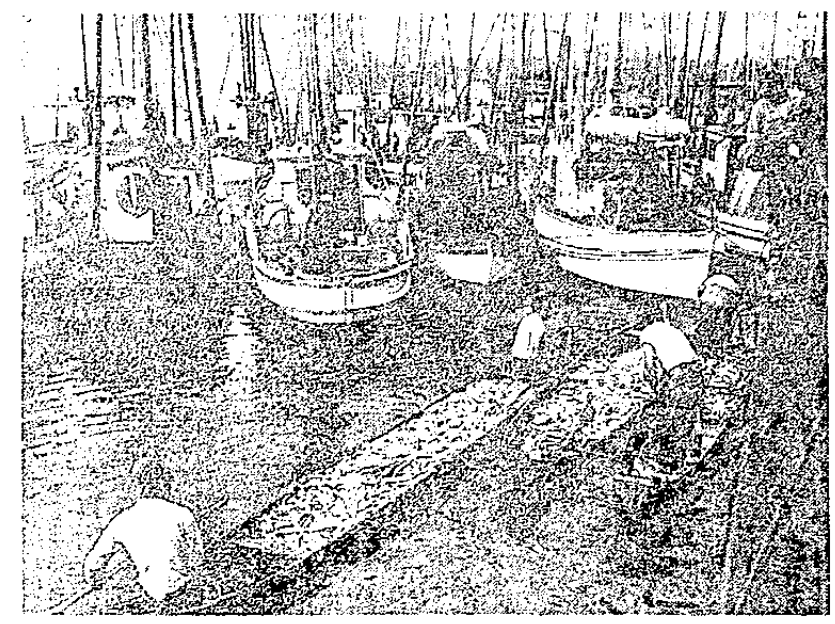
Climate on the peninsula ranges from the super-damp Hoh River rain forests, where moss hangs 40 feet from branches and rainfall exceeds 200 inches a year, to the little town of Sequim, in the dry shadow of the Olympics, where farmers must irrigate because of a scant 11-inch annual rainfall.

PORT ANGELES, an All-American city, is at the north of the loop. It is a jumping-off place for Hurricane Ridge, Sol Duc and Olympic Hot Springs and assorted forays into the wilderness.

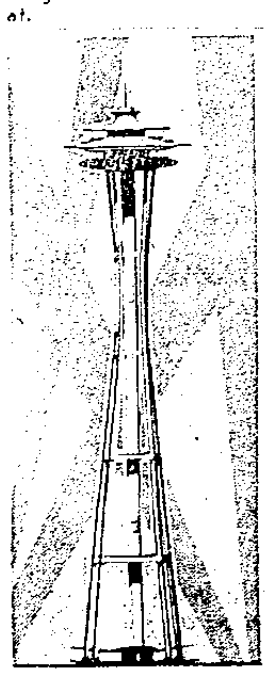
As late as 1907, persons could find homestead land on the peninsula and hear tales of Bunyanesque loggers, the "Wild Man of the Oxbow" and legendary homesteaders who trooped into the woods with iron stoves on their backs and "100 pound sacks of flour in the ovens."

Just three years ago a a $100,000 Olympic Pioneer Memorial Museum was dedicated in Port Angeles.

The national park is primitive, containing only about 600 miles of trails. Few roads, however, penetrate more than 10 or 12 miles.



TINY BUT IMPORTANT: Spectators on a pier and other fishing vessels watched with interest as three boatloads of smelt, a tiny fish of considerable importance in the area, were landed in the crowded harbor of La Push, on the Pacific Ocean coast of the Olympic Peninsula. One boatman, however, did not seem to care. He turned his back on the arrivals, having important things of his own to work at.



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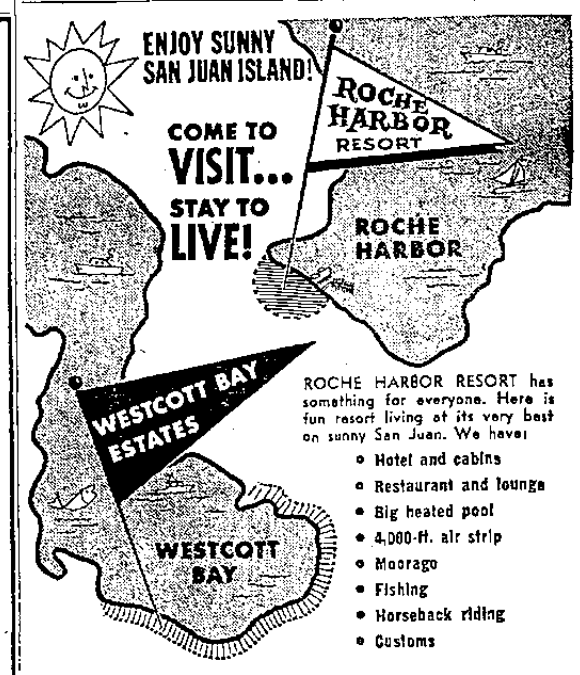

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NOTE TO RESTAURANT OWNERS: If by chance your restaurant has been overlooked, and not inspected for approval, telephone MU 2-2994 at once.

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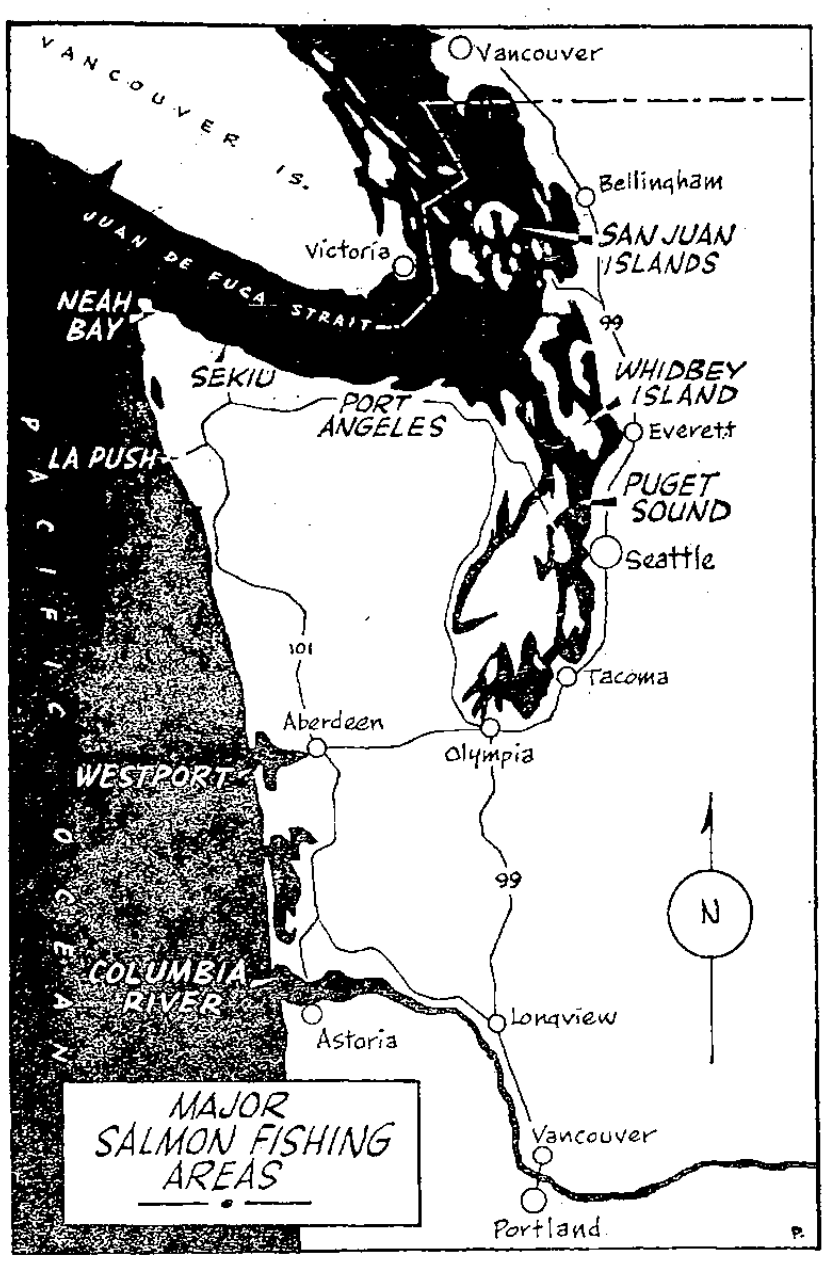
Salmon Offer Thrills Aplenty to Anglers



By ENOS BRADNER
Outdoor Editor, The Times

Catching a salmon is thrill enough to be worth a trip to the Pacific Northwest from other parts of the United States.

Salmon-fishing is a year-round sport here. But most sports anglers follow the runs from May into October.

Salmon are caught in salt water before they return to fresh-water streams to spawn.

There are three species of salmon rated as sports fish: The king, also called chinook, tyee or spring; the silver or coho, and the humpback or humpy.

THE KING, the largest of the three, averages 15 to 25 pounds. But many weigh in the 25-to-40-pound class. Those going 50 to 60 pounds are considered as outstanding trophies.

The silvers average six to ten pounds and humpies five to ten pounds.

The king is the powerhouse of the salmon clan. He is a tough, rugged fighter, making long runs. A king weighing 40 pounds may take a half hour to net.

THE SILVER, the acrobat of salt water, is a leaper.

The humpy does not have the power or strength of the other species. It does, however, afford good sport in July and August when it reaches Puget Sound on its odd-year migration.

A majority of the sports-caught salmon are taken on a trolled bait, such as a herring "mooched" behind a slowly moving boat. The herring may be used whole, plug-cut or cut into strips to imitate a wounded herring. At times the herring may be cast out from an anchored boat and then stripped in from the bottom.

LURES USED on a troll may be flashers, spoons or plugs. Often a herring or a coho fly will be used behind a flasher.

The preferred rod is of glass with a heavy tip to permit the use of a 4-to-16-ounce sinker. Monofilament line is customary on a star-drag reel that will hold at least 200 yards of 12-to-15-pound-test line.

Hope Island, off the mouth of the Skagit River, is a spot where spoons or plugs are used to boat kings. The record king for Washington waters, a 70-pounder, came from Hope Island. Monel - metal lines are used. Rental boats are available.

The season for kings begins in May. July and August are the top months. The Strait of Juan De Fuca, the waters off La Push and Westport, the mouth of the Columbia River and at Seattle are choice areas for kings.

THE MAY FISHING is off Sekiu and Neah Bay. The kings enter the Strait on a feeding-run which picks up in June and then is excellent for two months from Cape Flattery to Sekiu.

The good spots between Neah Bay and Tatoosh Island include the Garbage Dump, Midway, Slant Rock, Mushroom Rock and Ole's Hole. At Sekiu most of the kings are taken off the Point, the Cave or Eagle Bay.

Port Angeles also offers a run of kings.

There are more than 20 boathouses on the Strait where anglers may rent boats or cruisers or obtain overnight accommodations. A 68-pound king holds the record for the Strait.

WESTPORT, a hamlet at Grays Harbor, is the most popular spot for the tourist angler. There, a fleet of up to 200 charter boats goes out daily into the Pacific to drift-mooch for kings and silvers.

Tackle may be rented. The skipper of each boat will cut bait and show how to fish.

Reservations will be necessary during the World's Fair.

Fishing at Westport is from June through September. The kings will average 15 to 35 pounds, with an occasional 50-pounder.

La Push, off the mouth of the Quillayute River, offers salmon-fishing throughout the summer. Several boat houses serve the area. The coast there is rugged and scenic.

AUGUST is the month for kings in Elliott and Shilshole Bays at Seattle. Boats and motors may be rented. The salmon usually are boated in the early morning.

In Puget Sound, the waters off Whidbey Island and Point No Point put out fine catches of kings and silvers. There are many resorts to provide boats and overnight cabins.

The scenic San Juan Island waters, north of Whidbey Island, offer excellent summer fishing for kings. The islands may be reached by a delightful ferry ride from Anacortes.

Orcas and San Juan Islands have many resorts that supply boats and living accommodations.

The lower Columbia River is best in August and early September. There are hundreds of charter boats on both sides of the river that offer guide service to the fishing grounds.

Two thirds of fatal bicycle accidents occur between May and October.

The inhalation of gasoline fumes reacts on some persons the same as alcohol.

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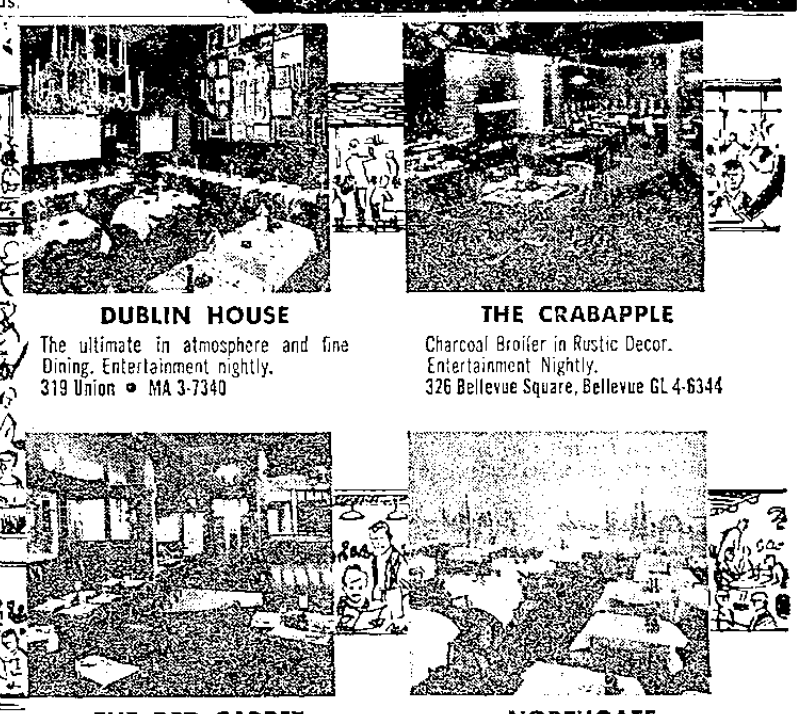

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Clark's All over Town!

Pupil's Plea Did Not Go Unheeded

Classroom letter-writing projects, inviting friends, relatives, the great and the near-great to the fair, were entered into with enthusiasm by Seattle pupils.

Vance Thompson, 8209 Bagley Av. N., got a bit carried away. He addressed a letter to Joseph E. Gandy:

"Century 21 officials estimated 10,000,000 people will visit Century 21 and I hope you will be one of them."

Gandy wrote a nice reply. He is president of the fair.

Doubters Go Into Hiding As Fair Becomes Reality

Now that the fair is a reality, detractors have gone into hiding. But such was not the case in the early days, when state officials and businessmen argued over the site, the scope and the financing of the exposition.

A Spokane legislator once called the fair, "a glorified carnival of short duration."

And a leading churchman said Seattle was running the risk of becoming the "laughing stock of the United States with a small Woolworth operation."

Such words as "plain damfoolishness . . . a profligate waste of public funds . . . and Seattle cannot afford absolute failure, which is inevitable," were recorded by the press.

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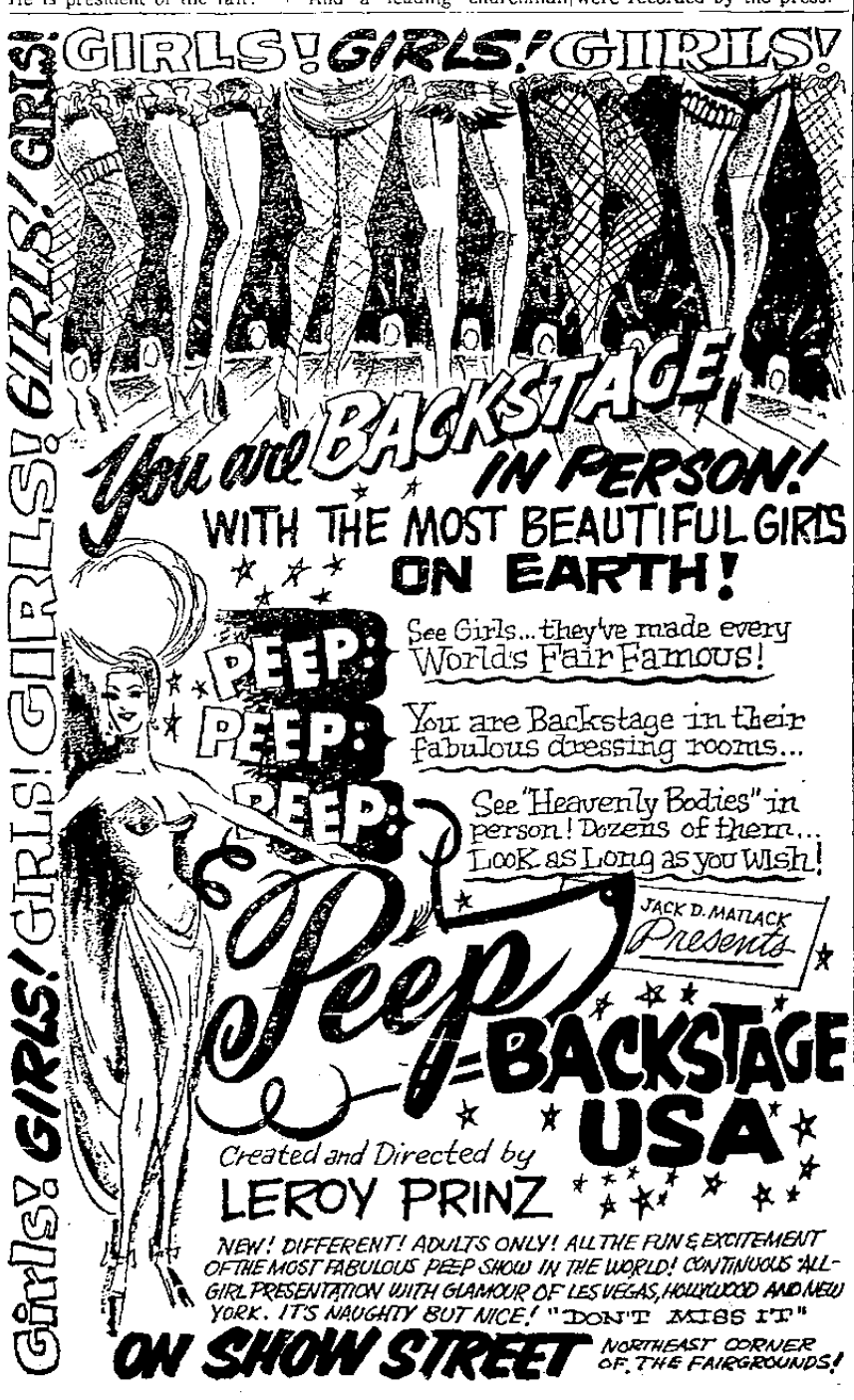

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Created in the elegant Gran Turismo tradition of Europe's great road cars, the U.S. made Hawk now brings to discerning Americans that unique combination of comfort, styling and power that makes the Gran Turismo car classification world famous. There is no other car made in the United States quite like this new Sports Classic. But, remarkably, when you see this unique automobile at a Studebaker Showroom, you will discover that the stunning and performable new Gran Turismo Hawk is priced at a surprisingly modest $3095.00 (Transportation, local taxes, and optional equipment and whitewall tires additional).

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After the Fair? Lots to See

By ROBERT L. TWISS
Travel Editor, The Times

Where in the world do you want to visit after you finish exploring the attractions at the Seattle World's Fair?

Seattle is the gateway to anywhere.

Swift jet transports can carry you north to scenic Alaska, westward to the intriguing Orient or sunny Hawaii, over the transpolar route to Europe, south to colorful Latin America or to other hundreds of destinations around the world.

Sea trips can be arranged through carrier offices here for ports on any ocean. Daily rail and bus services are available, and Puget Sound-area travel agents can complete your travel plans to any of the world's populated continents.

SINCE SEATTLE is a major transportation hub, World's Fair visitors will find it convenient to arrange extensions of their Seattle vacations, either to nearby attractions in our own state or elsewhere in the Pacific Northwest, to British Columbia, California, Alaska, Hawaii or to far lands.

Travel agents report a substantial number of World's Fair visitors are including Seattle as one major stop in tours that in many cases call for around-the-world travel.

Washington State has a variety of attractions outside of the Seattle area that should be of considerable interest to first-time visitors to the Evergreen State.

THE MAGIC San Juan Islands are only a brief charter-boat or ferry journey away. Nearby Whidbey Island offers miles of scenic beaches and resort accommodations, and so do other Puget Sound islands such as Camano.

Pacific Ocean beaches are an easy automobile drive from Seattle, and the miles of sandy beaches always are an enchanting attraction, particularly to visitors from the Middle West.

The scenic Olympic Peninsula is a "must" for visitors and residents alike, and there are scores of resorts at fresh-water lakes in the Puget Sound area that can be visited for a day or longer.

THE CASCADES offer a variety of mountain trips of one day or longer. A popular loop trip certain to delight a Seattle visitor would be a trip eastward over Snoqualmie Pass, northward over Blewett Pass and westward again over scenic Stevens Pass.

The Stevens Pass summit at about 4,000 feet is 1,000 feet higher than Snoqualmie. Towering Mount Rainier, of course, is a "must" for all visitors.

Puget Sound beaches to the south, particularly Hood Canal, are a source of delight to thousands of visitors every year, and the state capital, Olympia, offers a variety of interesting sights.

Nor should Eastern Washington be forgotten. Grand Coulee Dam, the concrete structure that eventually will provide water for 1,200,000 acres of farmland in addition to vast supplies of power, is an inspiring sight.

VISITORS WILL ENJOY seeing Sun Lakes State Park, Lake Chelan, the apple orchards of Wenatchee and Yakima, dude ranches, the mighty Columbia River, the pine forests of Northeast Washington and the Spokane area.

All Washington is planning a mighty welcome to World's Fair visitors, for residents of every community know travelers to the fair will return years after once they have sampled the splendor of the Evergreen State.

Nearby states will greet World's Fair visitors, too, including scenic Idaho, Montana and Oregon, while British Columbia and other Canadian provinces will be looking forward to their busiest travel years yet.

VISITORS WILL FIND plenty of help in planning sightseeing trips in this state or travel beyond its borders.

Travel agents, carriers, sight-seeing firms, car-rental companies and civic organizations will help see to it that the Seattle World's Fair visitors realize the Pacific Northwest and nearby areas, such as British Columbia, Hawaii, Alaska and California, offer unlimited vacation potential.

Travel brochures outlining tour opportunities in this state and elsewhere around the world can be picked up at The Seattle Times "Travelane," at this newspaper's city-center office, 413 Pike St.

The Travel Trail

Canada Will Attract Many Visitors to Seattle World's Fair



VISITORS FIND SCENIC BEAUTY, FISHING IN CANADA
Anglers test a river in Jasper National Park

All of Canada will join Washington State in welcoming visitors to the Seattle World's Fair.

The travel industry reports that thousands of fair visitors plan to visit Canada, either on their way to the Seattle exposition or on the way home.

Most of the attention, of course, will be directed to Western Canada, including nearby Victoria and Vancouver and other British Columbia cities and areas, and the Calgary-Banff area in Alberta.

TRAVEL TO the prairie provinces and Eastern Canada, however, is expected to benefit from the great amount of tourist interest stimulated by the World's Fair.

Canada is easily accessible from Seattle by air, rail and highway. Colorful Victoria and scenic Vancouver will have a full schedule of events for visitors during the fair. Tours will be available to the high country for visitors interested in the superb British Columbia fishing.

Reservations at famed resorts, such as those in the Banff-Lake Louise area, already reflect the great interest in the World's Fair.

GOOD HIGHWAYS lead to Banff and Calgary from all directions. From any of the British Columbia border-crossing points, American motorists converge on Cranbrook, B. C., from which Highway 95 leads north to Radium Hot Springs and Golden.

From Radium, it is a pleasant 86-mile drive through Kootenay National Park to Banff, while the trip from Golden is a 96-mile drive through Yoho National Park to the Kicking Horse Pass on Alberta's border and then past Lake Louise to Banff.

Calgary is an entertaining host. During July, the famed Calgary Stampede, one of the largest rodeos in North America, is a highlight.

AFTER THE Stampede, the Banff Indian Days attracts the visitor with another Western spectacle. Indians from nearby tribes gather at Banff to pitch a colorful camp and stage exciting displays of their traditional sports and ceremonies.

Banff at any time is a beautiful and interesting resort.

Situated at the southern end of Banff Park, Canada's oldest national park, the townsite is a base for motor trips and hiking, riding, mountaineering and fishing expeditions to more than 2,500 square miles of mountain fastness.

Lake Louise, **one of the** world's most beautiful lakes, is 40 miles west of Banff. The lake is an excellent starting point for hikes, trail rides and motor trips into the mountains.

CANADIAN common carriers maintain offices in Seattle to help travelers plan trips to this nation's northern neighbor. Such United States carriers as United Air Lines, West Coast Airlines and the Great Northern Railway also serve Canada.

Visitors and Seattle residents alike will find the Canadian consulate general's office here helpful in providing information.

Climb Seminars Scheduled

The Mount Rainier Guide Service and Mountaineering School has scheduled two five-day climbing seminars at Mount Rainier July 20 to 24 and August 10 to 14, Dick McGowan, owner and chief guide, announced yesterday.

Guest instructors will include Ome Daiber, Peter Schoening and Dee Molenaar as well as the regular staff of Rainier guides.

All five days will be spent at Camp Muir, at the 10,000-foot level on the mountain.

An increasing number of American students signs up each year for summer sessions at European universities.

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Two Indies Cruises Set By Ship Line

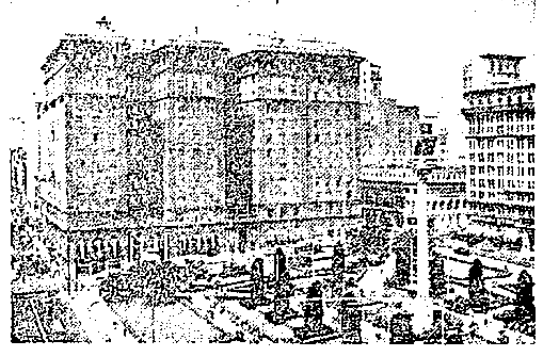
Two cruises to the West Indies and the Spanish Main have been scheduled by the Swedish American Line with the motorship Gripsholm for travelers seeking Christmas and New Year's cruises.

The first voyage will leave New York December 20 for a 14-day journey to six Caribbean ports. Christmas Eve will be celebrated in San Juan, Puerto Rico. Christmas Day will be observed on the island of St. Lucia.

The second cruise, a 12-day, four-port voyage, will sail January 4 for St. Thomas, San Juan, Cap Haitien and Nassau.

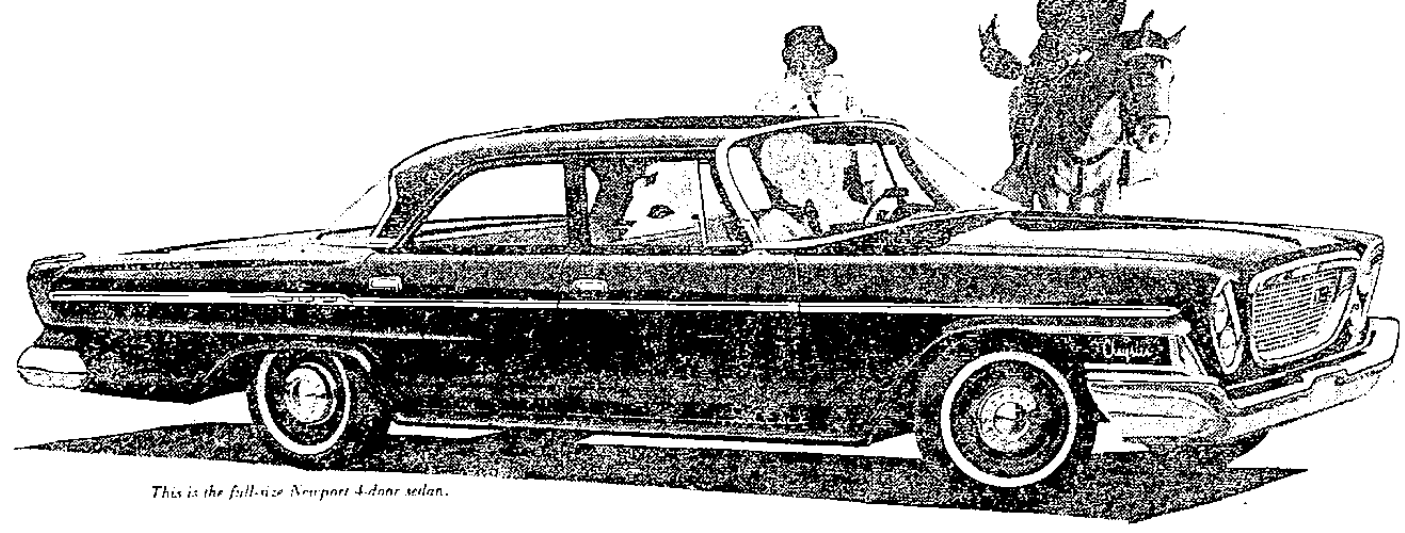
Travel agents have details on the sailings.

In San Francisco, on Union Square



Smart, elegant, charming, sophisticated—the St. Francis is brimming with enchanting dining, living and relaxing areas, abounding in perfect service and appointments. Isn't that the kind of place you want in San Francisco? Of course it is.

THE ST FRANCIS HOTEL a western Hotel
Rooms from $12 • Reservations by Hoteltype at MAin 3-2181



This is the full-size Newport 4-door sedan.

CHRYSLER $2,964.*

Newport's making a very successful career out of surprising people.

And, a mighty pleasant way of life it is . . . especially for the folks on the receiving end of the surprises. Newport is over seventeen feet of choice Chrysler. Small wonder some people think Newport's price of $2,964 a misprint.

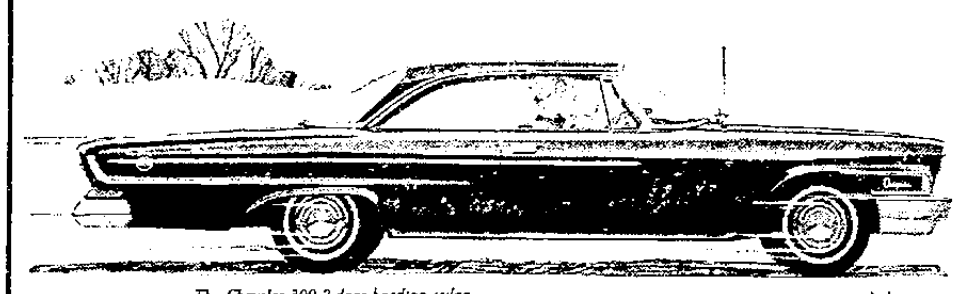
And yet, Newport's low price is only the first bright ribbon on a whole package of smiles. Open it. The hood . . . the doors . . . the trunk. Look into the heart of its powerhouse, where a big 265 h.p. Fireball V-8 engine waits for your key to light the fuse . . . run your hand across Newport's roomy sofa seats and feel the rich double-weave fabrics.

Stand on a bumper . . . bounce a bit. The rattles *you won't hear* come courtesy of Unibody construction. It's all-welded. Check the trunk. A six-footer can climb in comfortably.

Newport's list of surprises is as long as its wheelbase . . . as wide as its sweeping windshield and as thick as its deep-pile carpeting.

Why not see your Chrysler dealer soon. His surprising big trade-in allowance has also had a lot to do with Newport's rapid rise to fame.

**Manufacturer's suggested retail price for 4-door sedan, exclusive of destination charges. White wall tires extra.*



The Chrysler 300 2-door hardtop sedan.

CHRYSLER 300!

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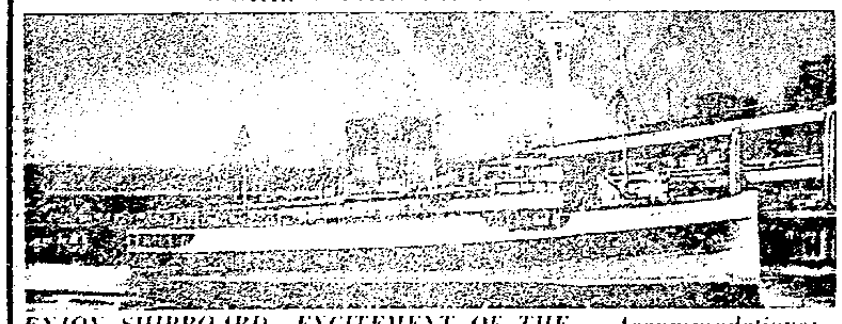

ENJOY SHIPBOARD "ATMOSPHERE"

A new dimension may be added to your World's Fair visit by living aboard the S.S. Catala. Enjoy shipboard atmosphere plus intimate contact with Seattle's colorful, exciting waterfront. Thrill to the incomparable view of Elliott Bay with a backdrop of the snow-capped Olympic Mountains.

EXCITEMENT OF THE "GOLD RUSH"

This well known 338 foot ship from Alaska-Canadian waters is docked at Pier 58 in Downtown Seattle, only minutes from the World's Fair. Parking available. Public transportation only a block away.

As a guest aboard the Catala you will share the excitement of the Alaskan Gold Rush, for it was at the present location of Pier 58 that the first ton of gold was brought to the United States in 1897, thereby starting the Alaskan Gold Rush. Enjoy the historic waterfront, foreign ships, curio shops, famous waterfront restaurants, seafood markets and surrounding points of interest.

Accommodations:

The S.S. Catala provides compact, but comfortable cabins for two (a limited number for four). All cabins are "outboard" with windows or "Port." Guests may enjoy the freedom of the ship — the Observation Writing & TV Lounge, Promenade Deck, Navigation Bridge and Wheelhouse.

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..... cabins for two (upper & lower berth) wash basin @ $16.00 per night.
..... cabins for four (2 upper and 2 lower berths) @ $20.00 per night.
DUE to heavy demands for lodging during the World's Fair, reservations confirmed only upon receipt of deposit.

To expedite confirmation of your reservation, enclose check with your request. Deposit must cover 2 days of your stay. Balance due on reporting aboard.

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SELL with TIMES WANT-ADS.

The Travel Trail

Friendly Thailand Has Much to Offer Tourist

(Lucile McDonald of The Times staff, who recently toured the South Pacific and Southeast Asia, describes a visit to Bangkok.)

By LUCILE McDONALD

Although we read daily about troubles in Indonesia, Laos and Viet-Nam, the tourist trade goes on in Bangkok as though the world were as quiet as a Thai rice paddy.

Only when we endeavored to book passage from Australia north by way of Djakarta were we informed that Qantas, the Australian overseas carrier, had eliminated its customary stop in Indonesia.

A pilot told us the planes went considerably out of their way to avoid restricted areas. However, the word when we arrived in Thailand was all to the contrary; there was nothing to fear and Indonesia welcomed tourists.

In Thailand, we inquired about making a visit to Angkor Wat, and we learned we could not go there from Bangkok because the Cambodian border had been closed. Thus the tourist meets with unexpected frustrations because of world unrest.

Thailand seems far removed from these disturbances. King Frederick IX. and Queen Ingrid of Denmark were spending two weeks in Thailand when we arrived, and the city was decked with flags.

ALTHOUGH elephants are the national motif of Thailand and we stayed at the Three-headed Elephant Hotel, we didn't see a live elephant. You have to journey half a day from Bangkok to see the great pachyderms employed.



CANALS OF BANGKOK ARE SCENIC WATERWAYS

Thailand has a facility for undergoing change without sacrificing charm. For instance, in expectation of widening a crowded highway, little islands have been built in the canals on either side to support small trees.

The trees thus will get a start before those now lining the route are sacrificed to create a wider arterial. This insures shade for the future highway.

Bangkok has five or more excellent hotels, and a new one opened while we were there. All advertise air-conditioning among other modern features, but the publicity says nothing about the innate courtesy of the persons who serve the visitor.

THE MAIDS place the palms of their hands together in a welcoming gesture when they are summoned and express surprised thanks for tips.

Thailanders go out of their way to assist travelers. A silk dealer offered me a bottle of chilled orange soda; a jeweler at the close of a purchase presented me with a pin; a saleswoman left her own small shop to accompany me to several others while we sought a certain type of fabric; another merchant summoned a taxicab to take me at his expense to a shop he recommended.

These were simple gestures of hospitality with no personal gain forthcoming.

PRICES ARE not high in Thailand, and it is one of the unspoiled places, which this visitor ardently hopes will preserve its national individuality.

It is strong in its friendship for the United States, which this year is granting it a development loan of more than $13,000,000 for highway and bridge construction, equipment and supplies for the border-patrol police and expenditures in the fields of public health, education, agriculture and irrigation.

Thailand has so much to hold the interest of American visitors that it more than makes up for the countries which political unrest in other lands has cut off from travelers.

Arcade Is Fascinating

(C. L. Anderson of The Times staff, a recent European visitor, describes a Stockholm attraction.)

By C. L. ANDERSON

In the heart of downtown Stockholm is a small arcade that seems to be virtually forgotten but still is fascinating.

It is Birger Jarlspassagen, an arcade of small businesses reminiscent of the 19th Century. It is near two of the city's largest squares.

Near one end is Stockholm's oldest movie theater, Maxim Teatern, with a seating capacity of 50. It is the only theater in Stockholm where you can go in at any time, such as in Seattle. In most movie houses here patrons enter only between film presentations.

Showing recently was an American film, "B-29's Attack," a story of the war in the Pacific and featuring Wendell Corey, Forrest Tucker and Vera Ralston. A Louis Armstrong short subject also was on the bill.

As you walk along the high-ceilinged arcade with carved wood and glass above you, you pass a flower stand, a tobacco shop, a sort of Swedish drugstore, and a jewelry shop. Near the middle is a cluttered gift shop that sells much copper, silver, pewter and glass. It has dozens of old - fashioned lanterns and chandeliers hanging from the ceiling.

Near the other end of the quarter-of-a-block-long arcade is a tiny book shop that has spilled its wares out in stacks along much of the passageway. It has thousands of paperbacks in several languages, including English, and a few hardbacks.

The shop itself is so tiny that only one person can do business in it at a time. The walls of the interior are covered with more stacked books. William Malmros, who has operated the shop 30 years, says he takes in the thousands of books along the arcade every night. Moving the books in and out keeps him busier than making sales.

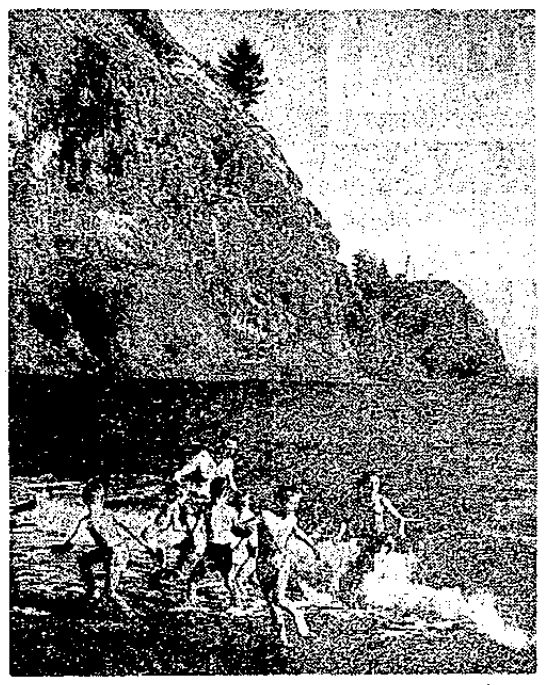
It is not an important section of the city's commercial life, but it is a tiny bit of 19th Century Stockholm that can be enjoyed in a few minutes by a tourist.

Iceland Eases Visa Regulations

The Republic of Iceland has dropped visa requirements for American citizens visiting the island nation for periods of less than three months, Icelandic Airlines said yesterday.

The move is in line with Iceland's new program of encouraging visits by American tourists.

The line pointed out thousands of Americans land each year at Reykjavik on the way to New York or to several different European nations. Before visa requirements were lifted, these passengers could not go on sight-seeing tours.



FUN IN SURF: This group, frolicking in the ocean surf near North Head Lighthouse in Southwestern Washington, is typical of the families that visit this state's scenic Pacific coastline.

Ship Line Offers Bermuda Cruises

The American Export Lines has announced two special short cruises from New York to Bermuda.

The steamship Independence will sail from New York July 3 on a Fourth of July cruise. The ship will spend two days in port in Bermuda, returning July 9.

The Constitution's Labor Day cruise will depart from New York August 30, returning home September 4. The Constitution will spend one day in port in Bermuda.

Additional information may be obtained from the carrier's agent here, the General Steamship Corp.

Surf fishermen find excellent angling at the Iza Peninsula, just south of Tokyo.

Jet Service To Africa Planned

A new commercial-jet air network in planned for East Africa in midspring, when Lufthansa German Airlines will begin twice-weekly Boeing 720B turbofan-transport service between Germany and the Sudan, Kenya, Rhodesia and South Africa.

Harry Richards, the line's district manager here, said the new service also will provice an important new jet link between Germany and Athens. Each flight on the 6,200-mile run between Germany and South Africa will stop at the Greek capital.

Ship Line Lists Atlantic Sailings

The Holland-America Line's fleet of seven transatlantic passenger ships will offer more than 50 sailings from New York to Europe the remainder of the year, Armand F. Eilbracht, the carrier's district passenger manager here, announced yesterday.

During the "summer" season from April 22 to August 15, 26 European sailings will be made—four on the line's flagship Rotterdam, five on the Nieuw Amsterdam, five on the Statendam, four on the Maasdam and four each on the one-class motor vessels Westerdam and Noordam.

For late-departing tourists, the Rotterdam, Nieuw Amsterdam and Statendam will offer sailings every Friday in September and two of the four Fridays in October.

Additional information may be obtained from Eilbracht, 815 White-Henry-Stuart Building here.

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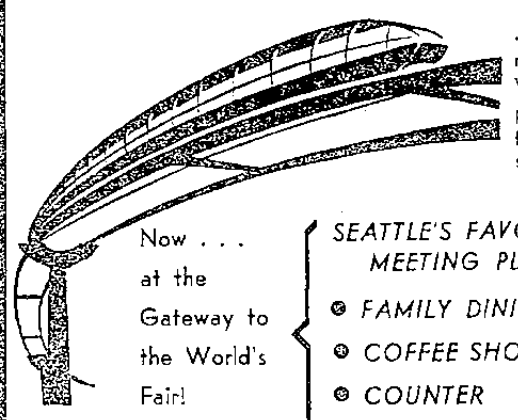
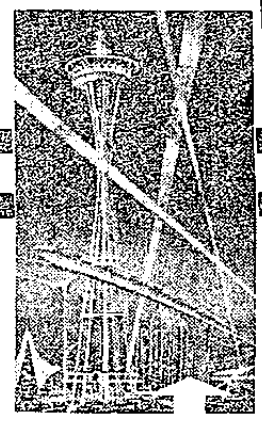


. . . at the site of the Monorail Terminal, gateway to the World's Fair, Ben Paris will provide a fast, convenient food service from a new street level addition.

Now . . . at the Gateway to the World's Fair!

SEATTLE'S FAVORITE SPORTSMEN'S MEETING PLACE also offers . . .
- FAMILY DINING ROOM
- COFFEE SHOP
- COUNTER
- "COPPER ROOM" for COCKTAILS



Quality Sporting Goods
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Where to go . . . how to get there. Ben Paris is the logical place to send World's Fair visitors for the best information. A staff of hunting and fishing experts with over 100 years of experience in the Northwest will gladly advise you. Ask to see the Ben Paris Northwest Fishing and Hunting Guide. Outdoor clothing, footwear, license and game laws available here.





MEL LIPSKY
Restaurant Manager



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This wishing pool with live Rainbow trout has received thousands of dollars in coins, which have been donated to charitable organizations. For 30 years, funds have been given to: Orthopedic Hospital, March of Dimes, Milk Fund, Spastic Children, Larnic Society and The Mountain Rescue Team.

Family Style Fried Chicken, all you can eat. Tossed salad, potatoes, gravy, vegetables, coffee, tea or milk. $2

Tender Club Steak, 8-oz. tossed salad, French fries, coffee, tea or milk $1.75

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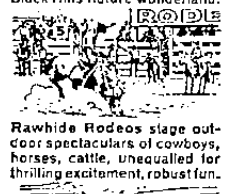
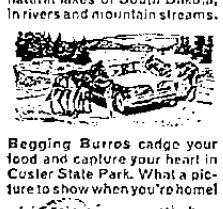
Buffalo, antelope, deer, elk, sometimes bighorn sheep—in the wild—seen from your car in Black Hills nature wonderland.



Fisherman's Luck is good luck on the huge reservoirs and natural lakes of South Dakota, in rivers and mountain streams.



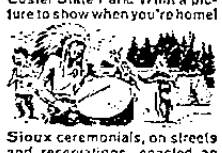
Rawhide Rodeos stage outdoor spectaculars of cowboys, horses, cattle, unequalled for thrilling excitement, robust fun.



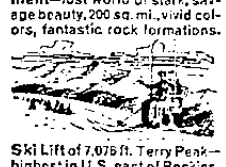
Begging Burros cadge your food and capture your heart in Custer State Park. What a picture to show when you're home!



Badlands National Monument—lost world of stark, savage beauty, 200 sq. mi., vivid colors, fantastic rock formations.



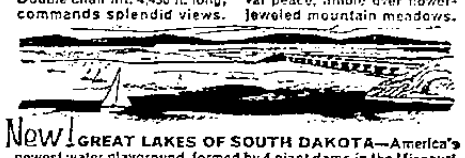
Sioux ceremonials, on streets and reservations, enacted as long ago to chants of medicine men and beating of tom-toms.



Ski Lift of 7,076 ft. Terry Peak—highest in U.S. east of Rockies. Double chair lift, 4,450 ft. long, commands splendid views.



Trails for hiking and riding wind through forests deep in primeval peace, amble over flower-jeweled mountain meadows.



New! GREAT LAKES OF SOUTH DAKOTA—America's newest water playground, formed by 4 giant dams in the Missouri. Enjoy every water sport. Wide, sandy beaches. Unrivaled fishing. Guided tours through Fort Randall, Oahe and Gavins Point Dams.

Full Calendar of Events—*June 15 to Sept. 3*, evening programs at Mt. Rushmore. *June 10 to Sept. 3*, evening programs at Badlands National Monument. *July 2-4*, Sitting Bull Stampede, Mobridge. *July 3-5*, Black Hills Roundup, Belle Fourche. *July 4*, Annual Kids Rodeo, Kimball. *July 27-29*, Gold Discovery Days, Custer. *Aug. 2-5*, Sioux Sun Dance, Pine Ridge. *Aug. 12, 13*, Motor Races, Sturgis.



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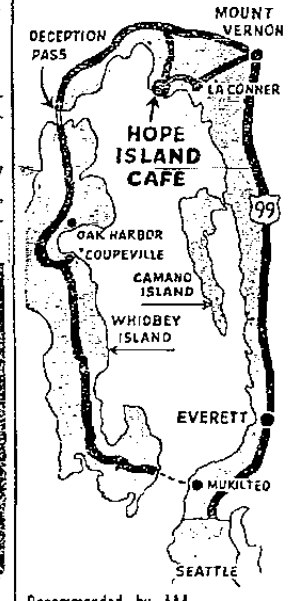

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We suggest on your tour of Whidbey Island with its spectacular scenery, that you plan to stop at the Hope Island Cafe. Now you can travel over the modern new bridge over the north fork of the Skagit River between Conway and LaConner. Just a few miles from the Mt. Vernon-Anacortes highway; look for our signs to Hope Island Cafe to make your trip really complete.

DINNERS—Served Thurs., Fri., Sat., 5 p. m. to 9 p. m.
SPECIAL PARTIES—Monday, Tuesday and Wednesday by arrangement in advance. Call Mr. and Mrs. Fred Fahlen. BOATERS —OUR FLOATS ARE NOW IN!

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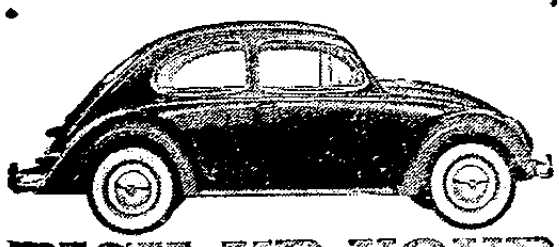

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Fair Will Whet Travel Appetites

By ROBERT HEILMAN

The Travel Trail

Be prepared to travel to the Seattle World's Fair at your own risk! A visit to the fair may encourage you to travel to interesting lands around the world.



ROBERT HEILMAN

A blend of many nations is in its broad scope — you will have the feeling of being in one country after another merely by walking from one fair area to another.

And remember this — visiting these lands in this sort of sampling serves simply to whet your travel appetite.

Japan's $3,000,000 village will give you the feeling of being in Old Nippon, a collection of islands whose imposing shrines, delightful gardens and laughing people are a joy.

FRANCE'S giant exhibit was planned for months and months so that the men and women who created it could transfer a gay, sprightly mood from sparkling Paris to gleaming Seattle.

The French arranged to fill almost 25 per cent of the Washington State Coliseum's ground floor with a broad array of all that makes France a favorite tourist destination.

The Spanish Village will carry with its echoes from Spain down the centuries — from the mother land to spots in the New World of Columbus like Puerto Rico.

So when you leave the World's Fair, you may want to go right on traveling, and taste in even fuller measure the splendors of foreign climes.

Which way, then?

North — perhaps? Even flying over the Arctic as you wing your way from the Pacific Northwest can be as awesome an experience as the C-21 simulated flight through space, with the Milky Way almost touching your fingertips.

TRAVEL IN any direction, and you will find adventure which the best story books never quite capture, for traveling is far, far better as a personal experience than it is a vicarious pleasure.

Swift jet transports can take you in perfect comfort and unbelievable speed to the far corners of the earth.

Slow-paced luxury liners offer another mode of travel, with time to savor the joys of immediate past experience and with the anticipation of experiences just ahead as you move from one strange land to another.

The floes and glaciers of the Polar Cap are by-products of your trip if you choose that route on a jaunt to France.

SO IS A glimpse of Britain's hedgerows, and the English Channel just the wink of an eyelash before you spot the Eiffel Tower and then — ah, then! — you are in Paris. You stand in the Champs Elysees, bathed in the sunlight, and you think in utter disbelief that you are here.

Notre Dame, the Seine, the Chapel of the Sisters of Charity in Rue de Bac, the Frenchman who speaks English better than you and wants to chat just to prove it, the walk down a Montmartre hill with French pastry in your hand and a song in your heart . .

Provocative Frenchmen cunningly have devised their big show in the Seattle World's Fair to make you want to use the fair as an aperitif for the many-course dinner which a visit to France will mean for you.

AND IF YOU travel West—but you must move west. Roaming through the Century 21 Japanese Village will show 24 scale miniature shrines from Nikko National Park; garden beauty with stone lanterns and bridges, and cunning waterways; exquisite flower arrangements; the serenity generated by the tea ceremony, and the admiration excited by Sumo wrestling.

Prepare to lose your mind, in a sense, when you visit Japan.

Tokyo, largest city in the world, is largely Westernized—travelers lucky enough to get to Nikko, or other relatively untouched communities, will have a stronger flavor of Old Japan.

Still, the man or woman who stands in Ginza Street, watching the flow of traffic day or night, listening to the strange language, watching the incongruity of gray flannel slacks and tall wooden clogs — will swear he has learned all about delightful Japan.

What will the Spanish Village show which is not reminiscent of Old Spain? Or reminiscent of the balconies of Old San Juan, Puerto Rico, or ancient San Carlos' Church, in Aguadilla?

Then travel to the United States' only commonwealth if for some reason you cannot go to Spain, for there still is much of Old Spain in the New World.

But now, having traveled to Seattle, travel on — the world is BIG.

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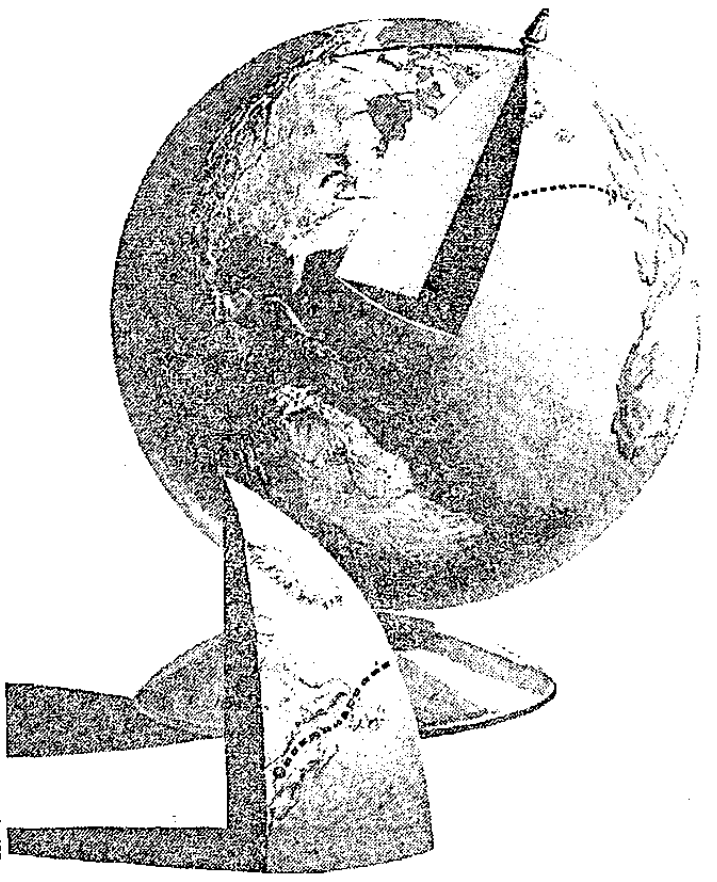

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1,000 miles of the Atlantic Ocean when you sail the St. Lawrence on a White Empress to Europe

It's no trick. It's geography. Departing from Montreal for Liverpool, sleek Canadian Pacific White Empress ships actually sail 1,000 fewer miles of open sea.

For 1,000 miles, one-third of the way to Europe, White Empresses cruise down the scenic (and serene) St. Lawrence River through French Canada. Past towering Québec. The famous twin-spired cathedral at Nicolet. The picturesque cod-fishing village of Grande-Vallée. You begin the sightseeing 6 days *before* you set foot in Europe.

Sound intriguing? A White Empress sails from Montreal weekly through November. Thrift season rates from $199 tourist, $315 first class according to ship. 10% reduction on round-trip fares during thrift season. See your travel agent or Canadian Pacific.

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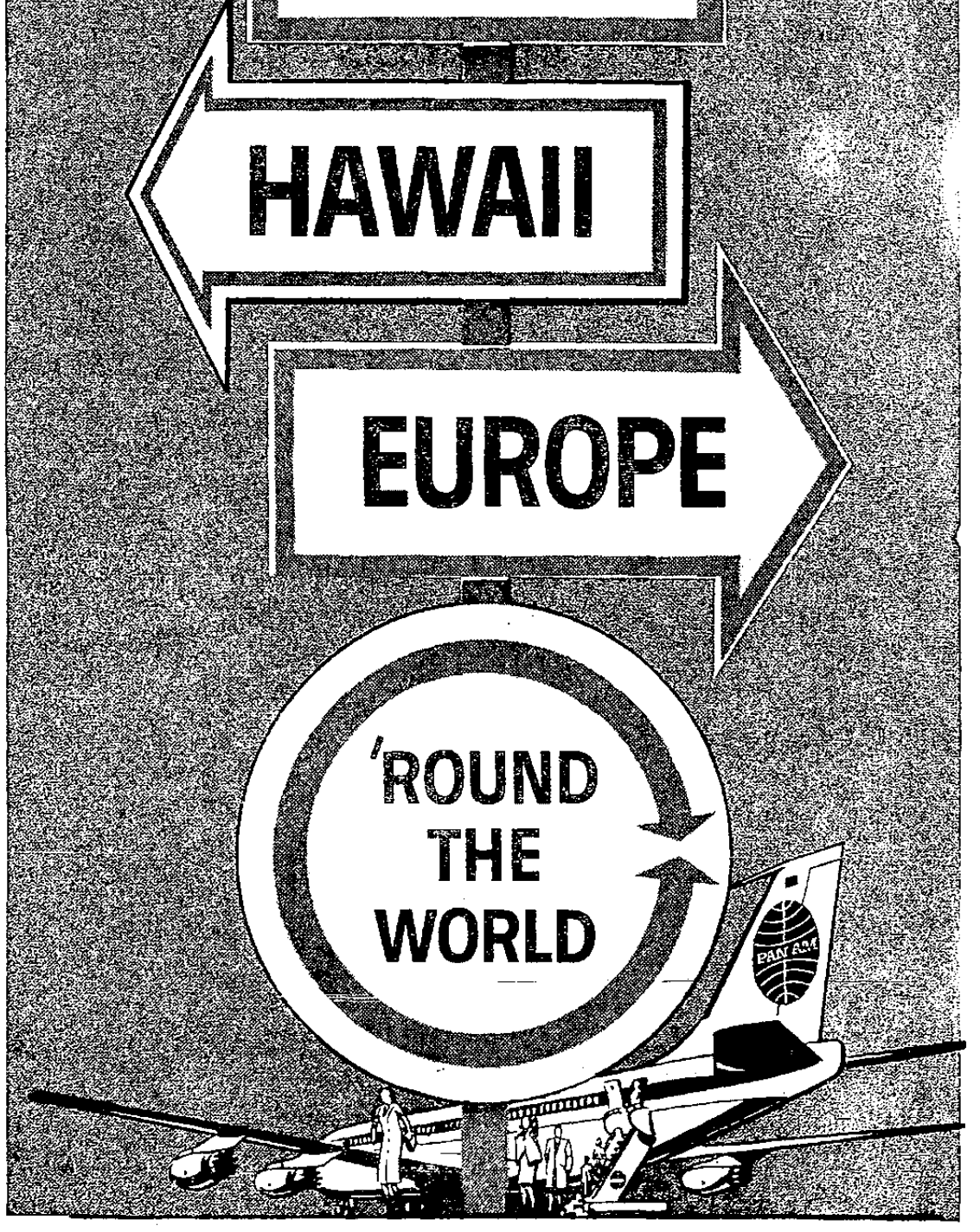

Visit the wonderful world of flight at the Pan Am World's Fair exhibit!

Discover the wonders of Jet travel throughout the world! Project yourself into the *future*, with a look at the 2100-mile-per-hour airliner now on the drawing boards! Relive monumental U.S. Space conquests . . . all in Pan Am's exhibit at the Fair!

Today's mighty Pan Am Jet fleet brings Seattle within *hours* of major cities on six continents around the world. *NORTH:* Pan Am offers you daily *nonstop* Jets to Fairbanks . . . daily *nonstop* Jets to Ketchikan and on to Juneau!† *WEST:* Pan Am offers more Jet flights to Hawaii than any other airline, with Jet Clipper* connections to the Orient, the South Pacific and Australia. *EAST:* Only Pan Am offers nonstop Jets from Seattle to Europe! *SOUTH:* From San Francisco, Jet Clippers fly direct to Central and South America. *'ROUND THE WORLD:* From Seattle, Pan Am offers Jets, in *both* directions, 'round the world!

Ask a Pan Am representative at the Seattle World's Fair for full details on world-wide Jet Clipper services. *Or phone your Travel Agent or Pan Am at MAin 4-2121.*

*Trade Mark, Reg. U.S. Pat. Off.
†Ext. April 29

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Send for these free, full-color booklets:

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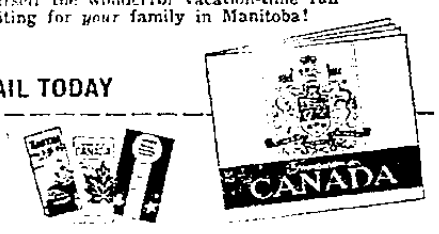

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The Travel Trail

Spring Is Colorful in Hawaii



OUTRIGGER CANOE RIDING THE SURF IN HAWAII
Warm Pacific waters, sun and sand lure island visitors

Springtime in Hawaii finds the five major resort islands looking like vast gardens circled by the sea.

While flowers bloom all year, spring lends a special brilliance to Hawaii's foliage and flowers.

Along palm-shaded avenues, flowering trees display petals of pink, red, yellow and blue. Plumeria trees bloom like perennial Hawaiian bouquets, and the pale green of native kukui trees highlights the hillsides.

THE BLOSSOMS of 5,000 varieties of hibiscus look even brighter, and roof-high oleander shrubs flower with unexpected abandon.

At night, the trade winds carry the scent of mock orange and other flowers.

Hawaiians, of course, have a great fondness for flowers, and they have countless sayings, songs and hula chants about them. Many fragrant blossoms, leaves and some kinds of wood long ago were holy to their ancient gods.

The lei, whether made of flowers, leaves, moss, berries or vine, once was sacred to Lono, the Hawaiian god of agriculture. Leis were woven for Lono when rain was needed.

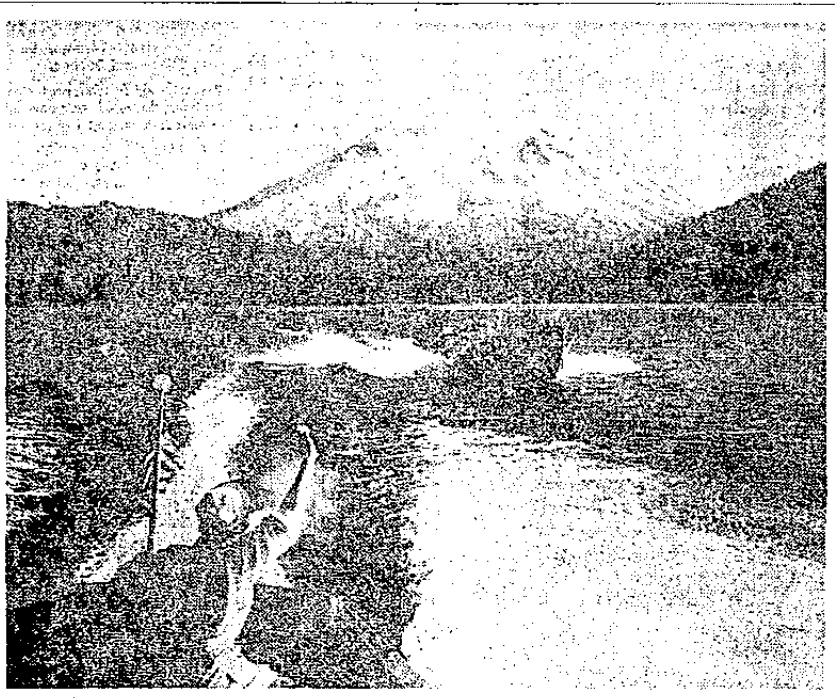
IN THE NATIVE forests of Hawaii are found tree lilies, tree violets, tree lobelias, tree daisies, tree grasses and tree ferns. Visitors can motor for miles through these scenic tropical woodlands.

High volcanoes, such as Haleakala, Mauna Loa and Mauna Kea, are crowned with the shining silversword plant, found elsewhere only in the towering Himalayas.

Early Polynesians, in their long voyages from Tahiti, took to Hawaii food plants, such as coconut, taro, sugar cane and banana.

THERE IS direct air service from Seattle to the islands. Both Pan American World Airways and Northwest Orient Airlines offer Boeing-jet service from the Seattle-Tacoma International Airport to Honolulu.

Hawaii travel also can be accomplished by Matson Lines ship from San Francisco and Los Angeles and by Pan American and United Air Lines from the two California cities.



NATURE'S WONDERLAND: Scenes like this, embracing towering peaks, lakes and boats, are typical of Washington's vacation attractions. Here Mount St. Helens loomed in the background as boats raced across Spirit Lake.

Tokyo Plans Olympics

Americans planning to visit Japan for the 1964 Olympic Games will find road conditions in and around Tokyo safe, fast and convenient, thanks to an extensive highway-construction program now under way.

The new road system will include 20 highways.

In addition to providing easier access to the Olympic Village, the new system also will link downtown Tokyo with Haneda Airport, Asaka, the outer gardens of the Meiji Shrine and the Komazawa Sports Center.

Driving time in the Greater Tokyo area will be cut in many cases by more than 50 per cent when the network is completed late in 1963. The present 50-minute drive from the airport to downtown Tokyo is expected to be reduced to 15 minutes.

TEN MAJOR hotels are expected to be added to the present 22 hotels catering to foreign guests. Additional hotel and guest facilities are planned in the outlying areas served by the new highway system.

Japan, according to Auto-Europe, international car firm, should present no driving problems to a competent American motorist.

Cars are driven in the left lane as in England. Road signs often are in English as well as Japanese as a result of the American occupation.

THE 1964 Olympics will have 20 sports events, including judo for the first time. Major events will be held at Meiji Park and Komazawa Sports Center.

The Olympic gymnasium, scheduled for completion in May, 1963, will be the largest in the world. It will accommodate more than 18,000 spectators and will contain a judo ring, basketball courts and swimming pools.

Air Line Handles Auto Shipments

Arrangements have been completed by Sabena Belgian World Airlines and Auto Europe, Inc., to make a simple venture of shipping a European automobile home after touring the Continent.

Barbara England, Auto Europe Seattle manager, said travelers may surrender their car at the Brussels International Airport. The auto firm, in turn, will deliver the car to Antwerp for shipment.

Travel abroad by college and preparatory-school students is expected to set records this year, according to the American Express travel survey. Europe remains the principal target.



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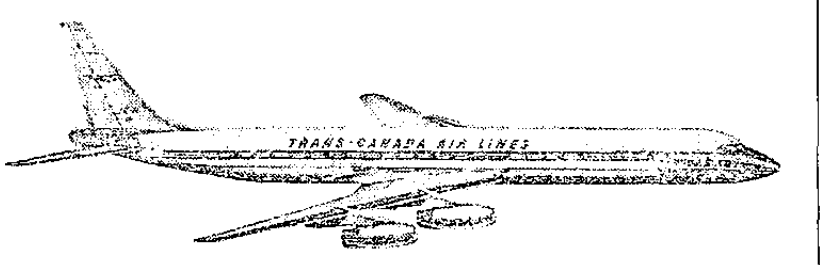

- TCA's Viscounts take you from Seattle/Tacoma to Vancouver, where you board a Rolls-Royce powered DC-8 and jet away to Europe. Economy fare to London $697.20 round trip. Or $69.72 down.
- TCA gives you one-airline service to Shannon, Glasgow, London, Paris, Dusseldorf, Zurich and Vienna.

Ask about TCA's new low group fares for parties of 25 or more people travelling together. For example Seattle-London $519.00 round trip economy.

*Starting June — 2 flights a day from Vancouver to Europe. Group fares effective March 10, subject to government approval.

SEE YOUR TRAVEL AGENT, or phone TCA at CHerry 4-2300.
Ticket office: 1307 Fourth Avenue, Seattle.

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Cruises To Orient Are Scheduled

Three cruises sailing to the Orient, two in May and one in early June, will highlight the spring transpacific schedules of the American President Lines.

The sailings are the President Hoover, to depart from San Francisco May 11; President Cleveland, San Francisco May 23 and Los Angeles May 25, and President Roosevelt, San Francisco, June 2.

The June sailing of the Roosevelt will be the second voyage for the newly modernized ship. Her first voyage is scheduled April 16 from San Francisco.

The itinerary for the all-first-class Roosevelt and the two-class Cleveland includes calls at Honolulu, Yokohama, Hong Kong, Manila, Hong Kong again, Kobe, Yokohama, Honolulu again and San Francisco.

The President Hoover will visit Yokohama, Okinawa, Hong Kong, Kobe, Yokohama again, Honolulu and San Francisco.

The line pointed out spring is the time for color festivals in the Orient. Japan has a full schedule of festivals in June, for example.

Additional information may be obtained from travel agents or from the American Mail Line office here in the Washington Building. American Mail is the agent for American President here.

Berliner Joins Lufthansa Staff

Mrs. Gitta Schatzschneider of Berlin has been added to the staff of Lufthansa German Airlines Seattle office. Harry Richards, district manager here, announced yesterday.

Lufthansa's Seattle office, 1318 Fourth Av., serves Washington, Montana, Alaska and North Idaho.

Air Line Issues Alaska Tour Guide

The fifth annual edition of the Pacific Northern Airlines' Alaska tour, hotel, motel and lodge guide is being distributed to travel agents.

The publication lists a total of 74 tours to Alaska, some of which operate daily, and 126 tours within the 49th State.

Also listed, with information on rates, is a total of 140 hotels, motels and lodges. Information on the booklet may be obtained by writing Department TG, Pacific Northern Airlines, 405 Washington Building, Seattle, 1.

Sand dunes 600 feet high are found in the Great Sand Dunes National Monument of Colorado.

The number of campers visiting state parks throughout the nation is increasing steadily.



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Hawaii's friendly people invite you to relax on their sunny beaches — loll in the caressingly warm sea and have the fun of a "foreign" vacation besides . . . Everything's so different in Hawaii—you'll go to a Polynesian feast (Luau) . . . see a native Hukilau (fishing party), ride outrigger canoes and catamarans—see fascinating Japanese entertainment, beautiful Chinese and Korean temples, shop in Oriental Bazaars. Yes, everything is different except the good American food and pure water — and familiar English language and U. S. currency. You don't need passports, visas or "shots" — Hawaii is only 4½ jet hours from the Pacific Coast or a 4½ day vacation cruise by ship. New low through air fares include all the Islands and reduced steamship fares are now in effect. It's wonderfully warm all winter. Travel light — buy reasonable "island things" when you arrive.



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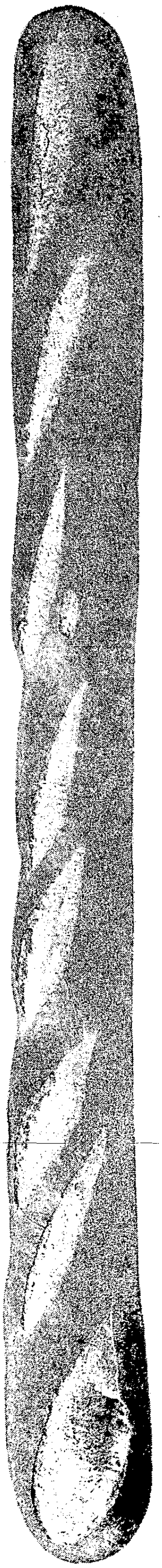
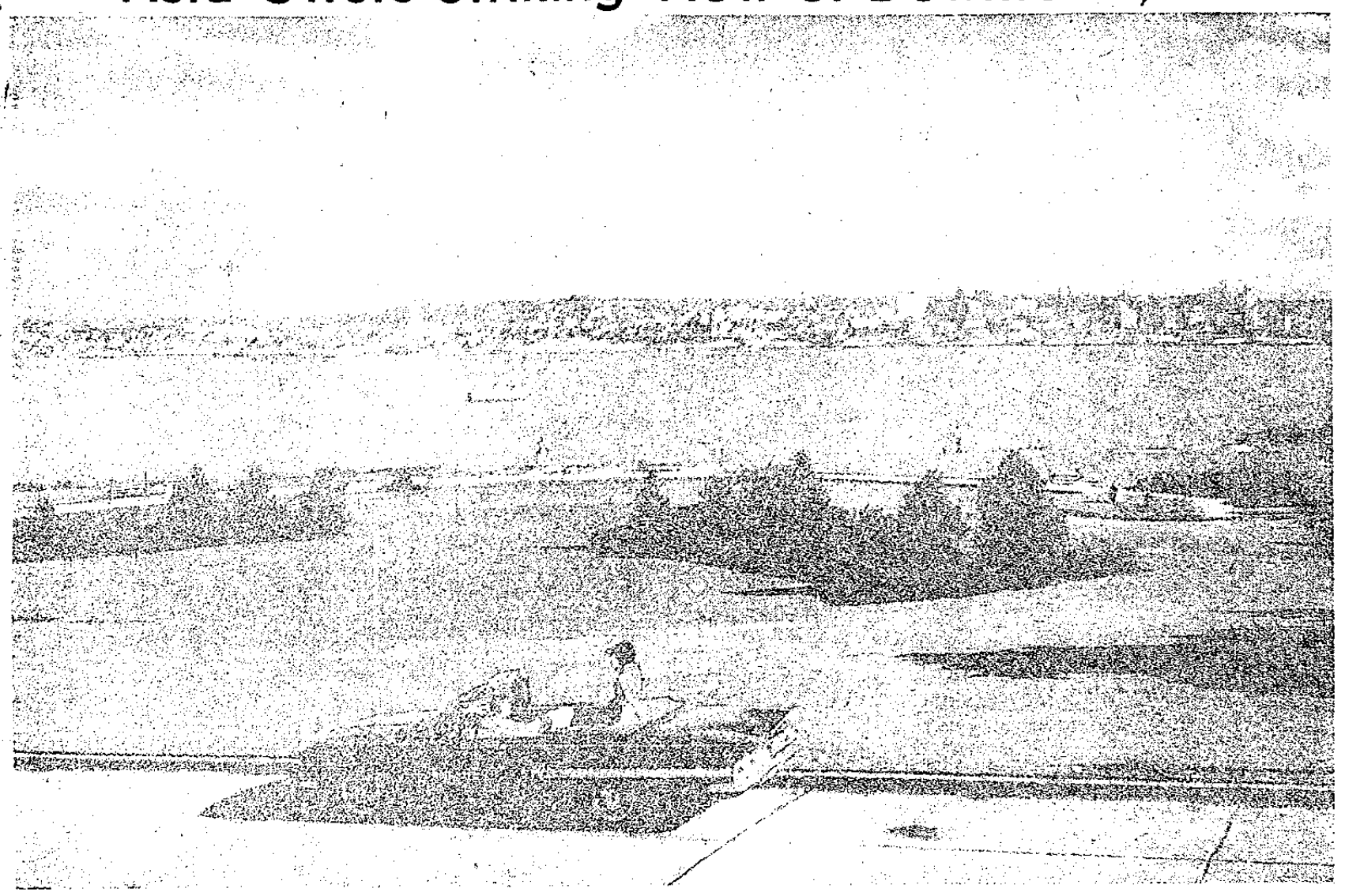


Where will you find the best food in the world?

In France, bread tastes better than cake. Wine and cheese run rich and ripe. And you can trust *every* restaurant to serve superb food ...even a side-street café. In France, you can drive through majestic manor towns, tiny colorful villages, and gay coast towns, *safe* in the knowledge that wherever you eat you'll have a gastronomic event ...no matter how simple the fare. It's funny how food can make or break your vacation. Maybe that's why so many people return to France.

See your travel agent, or for folders and information write P.O. Box 223, N.Y. 10, N.Y.... French Government Tourist Office: New York • Chicago • San Francisco • Los Angeles • Miami • Montreal.

Vista Offers Striking View of Downtown, Fair



—Photo by Forde Photographers.

POPULAR SPOT: Hamilton Viewpoint, maintained by the Seattle Park Department in the north end of West Seattle, is a favorite with natives and visitors alike. In a setting of grass and trees, it offers a sweeping view across the Duwamish Head of downtown Seattle and the fairgrounds (note Space Needle to the left). There are benches for those who like their scenery from a sitting position.

Low-Cost Europe Tours Scheduled

Lufthansa German Airlines has introduced a new, low-cost travel program called "Budjet Tours of Europe—1962," Harry Richards, the line's district manager here, announced.

The project offers ten flexible European tour packages covering Central Europe, the British Isles, the Mediterranean countries and Scandinavia.



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Price includes transportation, Pullman tax, specified meals, accommodations, and sightseeing.

For complete information see your travel agent, or Canadian National Railways, Suite 214, Joseph Vance Bldg., 1402 3rd Ave., Seattle 1, Wash., or call MAin 2-0971.

CANADIAN NATIONAL RAILWAYS

Switzerland's Valais Is Fascinating Tourist Area

An interesting region in Switzerland, which abounds with colorful contrasts, is off-the-beaten-path Valais.

The rich, rural wonderland is between the highest mountain ranges of Europe. Formed by the twisting Rhone River, the Valais is filled with changing landscapes and a fascinating blend of people, customs and architecture.

The traveler weary of following the routine pattern of tourists can find tiny, virtually isolated "worlds" fanned out across the Valais.

Some are found on the floors of the valleys. Others are perched like birds' nests on mountain shoulders.

A VISITOR can spend months wandering from resort to resort and village to town, yet find different attractions all the time.

Although the more mountainous regions of the Valais are removed from the regularly favored tourist centers, there are many popular resorts in this region. Zermatt, one of the best known, is a year-around resort at the foot of the famed Matterhorn.

Zermatt is a mecca for mountaineers and a choice area for skiers, particularly in the spring.

ALMOST EVERY visitor to Zermatt takes the exciting trip by mountain railroad to the Gornergrat, where a hotel overlooks the beauty of glaciers and the peaks of the Swiss Alps, including Monte Rosa, at 15,216 feet the highest mountain in Switzerland's Alps.

The traveler in search of tranquility will find it in Saas-Fee, a village of less than 1,500 inhabitants. Although secluded, Saas-Fee offers visitors the comforts and luxuries of a large resort.

The center of the olive-green Rhone Valley is Sion, the capital of the canton, which has a magnificent cathedral and the Castle of Tourbillon as chief attractions.

UP THE VALLEY from Sion is the ancient little town of Sierre, starting point for the cable car to Montana, one of the most important all-year resorts in the Valais. Crans, above Sierre, has one of the finest golf courses in Switzerland.

Not far from Saint Maurice, which has the oldest cloister in the country, is Champery, a popular tourist center with a large, open-air swimming pool and tennis courts in a mountain setting.

The people of the Valais live a nomadic life. Following the seasons up and down the steep mountainsides, a family will move as often as three times a year, always taking cattle to better grazing ground.

The almost-constant sunshine of the region does not enchant the farmers of the region as much as it does tourists. The farmers must irrigate their land through an antique system of wooden canals that divert glacier water to individual farm and vineyards.

Roads, tunnels and railways have made the Valais easily accessible. The network of roads in the region is among the finest in Switzerland.

Cruise Tours To Hawaiian Islands

A year-around program of cruise-tours to Hawaii is being offered by the American Express Co. and the Matson Lines.

The tours, ranging from 21 to 25 days, begin from either Los Angeles or San Francisco on the liners Lurline or Matsonia.

Travelers will spend five days at sea before arriving in Honolulu.

Activities in Hawaii will include a full-day tour of Oahu Island, a visit to Maui, a jaunt through the fern jungles of Volcano National Park, an excursion to Mauna Loa, the largest volcano in the world, a motor tour along the Kona Coast and visits to such famed beaches as Waikiki and Hanalei Bay.

Information may be obtained from the American Express or Matson offices here.

Orient Is Featured In Travel Film

A new travel film, entitled "Orient Holiday," is available for showing by travel groups and other organizations, Peter Ohtaki, district manager for Japan Air Lines here, announced yesterday.

The film covers highlights of an air trip to the Far East including visits to Japan, Hong Kong, Bangkok, Singapore and Malaya. A Honolulu stopover also is shown, Ohtaki said.

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Air, Land & Water Tours

When planning your trip to Seattle for the World's Fair be sure to include several side trips in this scenic area. There are many varied and interesting tours available in the Pacific Northwest at prices to suit any pocketbook. Contact us now to help you plan your trip or drop in when you arrive in Seattle. Call or write

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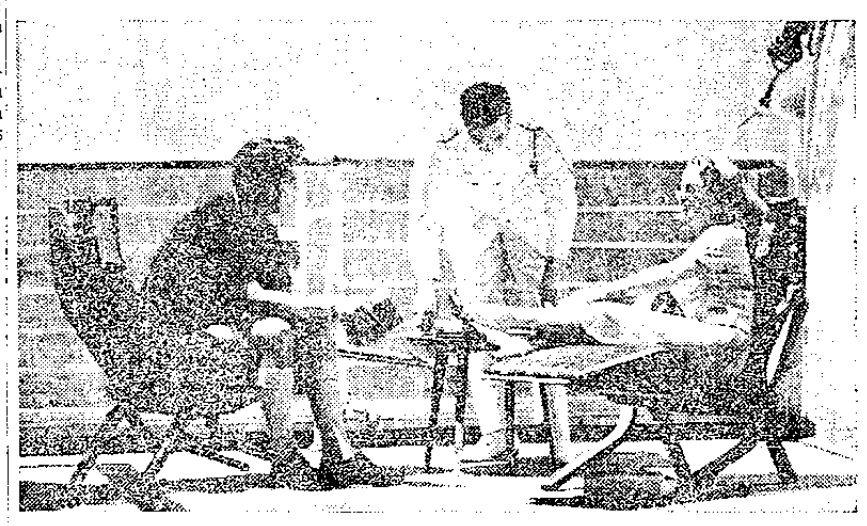

Now you can sail to Japan and the Orient at the best times of year for as little as $372!

When you step aboard a P&O-Orient liner bound for Hawaii, Japan, Hong Kong, Manila and Singapore, you know you'll arrive in the middle of fascinating events. Every sailing is "in season." And your fare, including genial British service and Continental meals, comes to less by the day than you'd spend at a resort hotel.

THE photograph above was taken between Long Beach and Honolulu. It gives you an idea of what life is like on a P&O-Orient liner.

There are acres of sun-swept open deck for sports and daydreaming. Swimming pools. Seagoing sidewalk cafés. Concerts. Dances. Glittering parties. And the service makes you feel as though you'd brought along your own English butler.

Ahead of you lie some of the last unspoiled lands in the world. And no matter which P&O-Orient sailing you choose, you'll arrive in the mysterious Orient when many stirring events are underway. For instance:

Spring: There are *sumo* tournaments, Hollyhock and Boat Festivals in Japan, and every temple is framed in flowers. You'll see Lion dancers in the streets of Hong Kong and Dragon Boat races in the harbor. The Philippines is celebrating the Flores de Mayo and Santacruzan, its most lavish festival. While firecrackers pop in Singapore on Independence Day.

You can be there for all of it if you sail from Vancouver May 5 on *Chusan*.

Summer: In Japan you can see the Festival of the Wild Horse Chase and the unbelievable annual fireworks display on Tokyo's Sumida River. Or honor your ancestors at the Feast of the Hungry Ghosts in Hong Kong and eat moon cakes at the Maiden's Festival. Singapore has its famous orchid show and it's fiesta time in Manila.

If summer's your season, you can sail from Vancouver June 21 on *Oronsay* or August 6 on *Arcadia*.

Autumn: This is the golden season in the Orient. Feudal festivals and Kabuki plays are in full swing in Japan. There's a festival of arts in Hong Kong. River festivals and fiestas in the Philippines.

P&O-Orient's 30,000-ton *Iberia* sails from Vancouver October 8, *Himalaya* November 21, for autumn in the Orient.

Every season: Fabulous shopping for art, silks, precious stones, silver and just about anything you've ever wanted. Bring along an empty trunk!

Your fare to Japan starts at just $372 tourist, $476 first class; to Hong Kong at $440 tourist, $588 first class; to Manila at $456 tourist, $616 first class; to Singapore at $484 tourist, $658 first class. All are even less if you take a round trip.

See your travel agent *now* for all the details and your reservations. Or write us for free literature.

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Alaska Offers 'Travel Bonus' for Visitors

Alaskans call 1962 the greatest "travel bonus" year in the Northland's history.

There are bonuses for everyone — for fishermen, hunters, camera fans, hikers, summer skiers, painters and sightseers.

Seattle World's Fair visitors will have a preview of an Alaska trip by viewing the Alaska exhibit building on the fairgrounds. Alaskans staffing the exhibit will be glad to answer travel questions for persons planning a visit to the 49th state.

A major travel bonus to Alaska visitors this year will be the opportunity to stop off at Dawson, in Canada's Yukon Territory, which has scheduled a gold-rush festival.

THE HISTORIC gold stampede of 1898 will live again during the colorful festivities.

Travelers will find jet-transport service to all major Alaska cities during the fair as well as a cruise season expanded to the longest in history.

Travelers bound for Southeast Alaska can fly either Pacific Northern Airlines or Pan American World Airways. Both serve Ketchikan and Juneau.

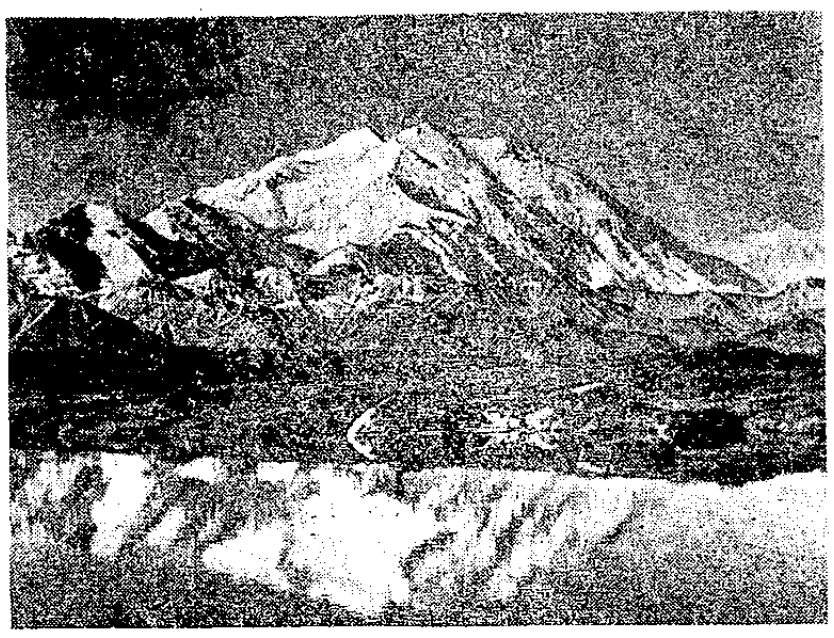
P. N. A. and Northwest Orient Airlines will serve Anchorage, Alaska's largest city, with jet transports during the fair and afterward, while both Pan American and Alaska Airlines offer jet flights to Fairbanks.

CRUISE SERVICE to Alaska is available from Vancouver, B. C., aboard ships of Canadian National, Canadian Pacific and Alaska Cruise Lines. Bookings for Northland cruises can be made in Seattle.

A highlight of any visit to Alaska, of course, is a call at Mount McKinley National Park, which abounds in wildlife and spectacular mountain scenery.

The wild game may be seen on regular sight-seeing motorcoach tours through the park. On clear days, the magnificent Alaska Range, crowned by North America's highest peak, McKinley, may be seen and photographed.

The Travel Trail



MOUNT McKINLEY IS AWE-INSPIRING SIGHT TO ALASKA VISITORS



ST. MICHAEL'S CHURCH, SITKA
Structure recalls Russian rule in Alaska

THERE ARE campgrounds along the park highway for visitors who have traversed the Alaska Highway with their automobiles. The park is open during June, July and August.

Nearly all Alaska towns offer area tours, ranging from a boat cruise at Juneau to river cruises at Fairbanks.

Museums tell the stories of Alaska's historic past.

The most notable are the museums at Juneau and the University of Alaska at Fairbanks, the Pullen Museum at Skagway and the Sheldon Jackson Museum at Sitka.

SITKA OFFERS a colorful reminder of the early days in Alaska, when the land was ruled by the Czars of Russia. St. Michael's Cathedral is typical of early-day Sitka.

Travelers who enjoy sports fishing will find a wide variety of angling opportunities, ranging from salmon and other salt-water fish in the bays and channels of the Alaska coast to fresh-water fish like trout, grayling, steelhead, white sturgeon and Arctic char.

Alaskans have scheduled a variety of festivals this year that will be of interest to tourists. Tour information may be obtained from a variety of Seattle sources, including carriers, travel agents and Alaskans at the state's World's Fair display.

Portland's Rose Festival Opens June 8

The Portland Rose Festival, a highlight event in the Pacific Northwest every year for more than half a century, will be held from June 8 through 17 this year.

The festival feature, the grand floral parade, will be June 16. It will feature floral-decorated floats from Oregon, Washington and California.

The theme of the 1962 parade will be "Famous Firsts." The parade will pass through the Portland Memorial Coliseum, on the east bank of the Wiliamette River, at the beginning of the line of march.

Two other parades, the night-time "Merrykhana" and a junior festival event, are on the 1962 schedule.

Several Navy ships will visit Portland. Open houses are scheduled aboard.

Oregonians are looking for one of the largest festival crowds in history, since many travelers will be combining a visit to the Seattle World's Fair with the Portland event.

Rail Line Will Offer Park Tours

The Union Pacific Railroad's annual summer service to Yellowstone and Grand Teton National Parks will begin June 18, the line announced yesterday.

The service will connect with Yellowstone Park Co. busses at Ashton and Victor, Idaho, for travelers utilizing the rail line's all-expense-tour program.

Tourists have their choice of a two and one-half or three and one-half-day tours of the parks.

The line's Seattle office has detailed information on the parks tour.

Some of the finest fishing country in the Orient is within easy traveling distance of Tokyo.

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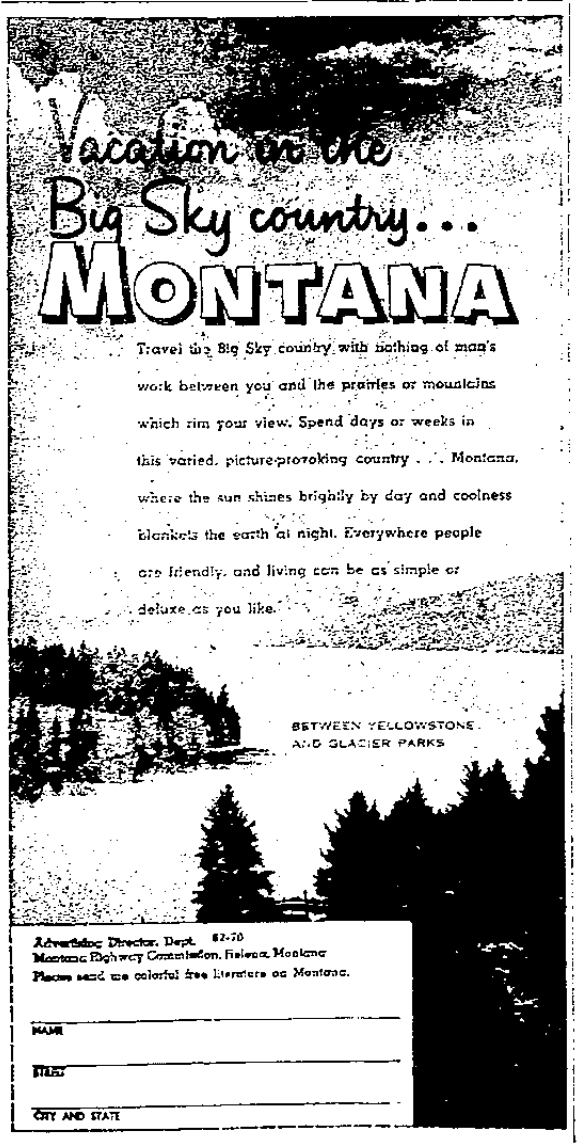
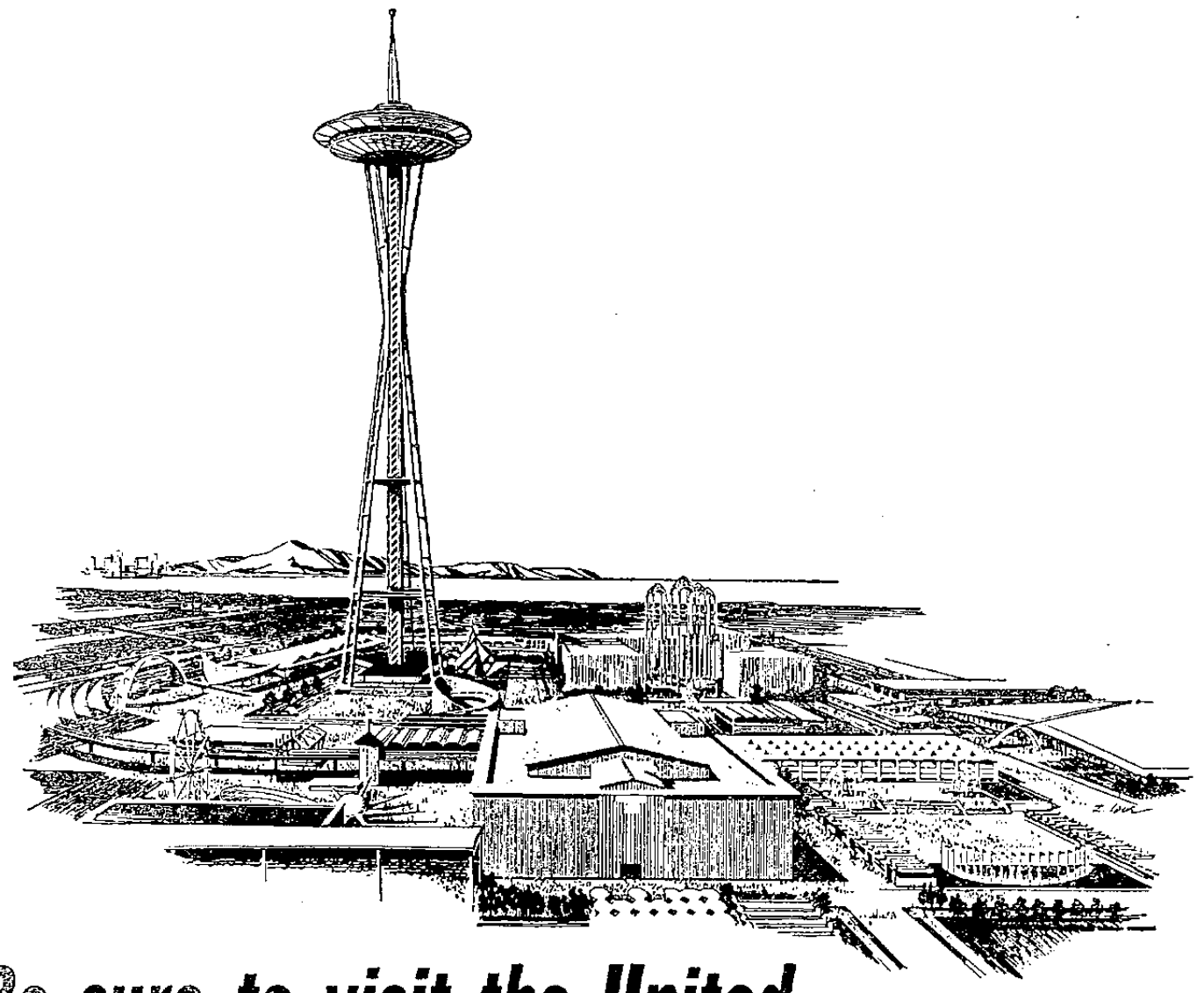




The same mountains that guarded the quiet, game-filled valleys of the red men; the mighty Salmon River that stopped Lewis and Clark, forced them to detour over a snow-capped mountain range; the trout-filled lakes and streams; forests of whispering giants that have looked upon this big region of unspoiled magnificence for centuries . . . are all still here ready to provide you and your family with the same colorful excitement that has gripped each visitor to the land of the Gem State since the early day fur trappers, miners and the pioneers. Idaho is big country . . . the REAL WEST. And it's still here. See it this year. You'll never forget it.

FOR A FREE COLORFUL FOLDER
write the Department of Commerce and Development
Room 629 A, Capitol Bldg., Boise, Idaho

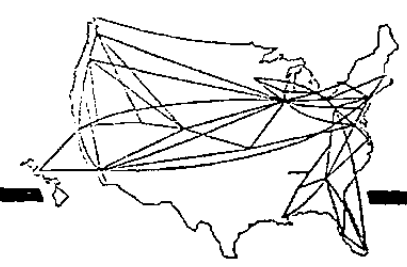
United will bring more visitors to the Fair than any other airline



Be sure to visit the United Instamatic reservations exhibit

United will bring more jet travelers to Seattle and the Fair than any other airline. The reason: United offers jet service to Seattle from more cities in the U.S. than any other airline. And visitors to the Fair will see a special exhibit featuring United's Instamatic reservations service, the multi-million-dollar system that confirms seat space throughout United's system in seconds with unequalled electronic accuracy. See this example of United Extra Care when you're at the Fair. For jet reservations, call United, MU 2-3700, or your Travel Agent.

WORLD'S LARGEST JET FLEET ***THE EXTRA CARE AIRLINE***



UNITED

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SEATTLE

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♫ WILL BE ♫ THERE!

♫ SING ALONG ... ♫
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IVAR'S CLAM CHOWDER,
A BUCKET OF
FINE OYSTER STEW,
A FISH-FRY, A TASTY
CRAB LOUIE ...
WILL TURN RAINY SKIES
BACK TO BLUE!
SUNG TO THE TUNE "MY BONNIE LIES OVER THE OCEAN"

FOR SEAFOOD in SEATTLE
IT'S IVAR'S

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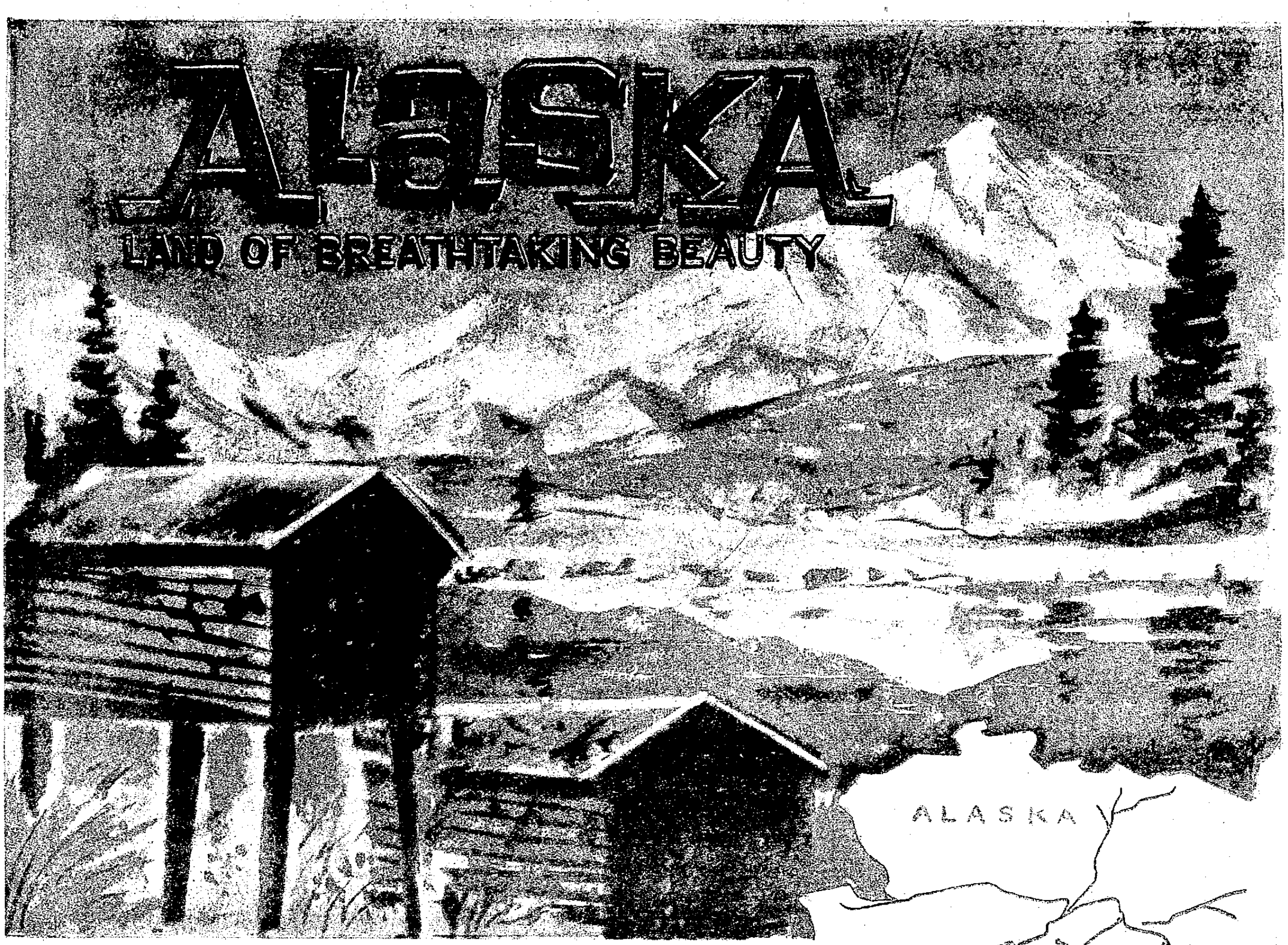
Captain's Table, 5th near Pike St.
BROADWAY DRIVE-IN
THE WORLD'S FAIR

IVAR'S RESTAURANTS
"LOVES CUSTOMERS"

ALASKA

LAND OF BREATHTAKING BEAUTY





★ The Seattle Times ★

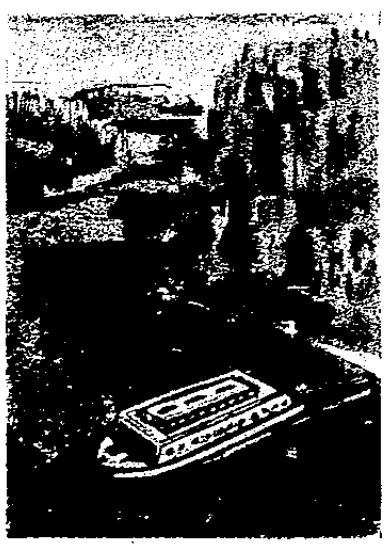
WORLD'S FAIR
SOUVENIR
EDITION

SUNDAY , APRIL 8th, 1962











Sportsman's Dream...

Want a bout with a whopping trout? Or a climb up snow-capped peaks? Or year-around skiing at your backdoor? Or is scenery your dish? Go Alaska, young man! Go Alaska! The land of gold rushes is going modern. But there *still is plenty of virgin territory in which* to shake the cobwebs of civilization. Pack up your gear and be on your way. The midnight sun is very warm.



The Last Frontier

. . . Welcome mats are out all over Alaska, awakening giant of the North and the 49th state. Two-million population by the year 2000—Century 21—that's the prediction by men who know the economic potential of Alaska. It's an uncramped land whose vast riches still await full development. And tourism is an untapped resource. Plan a visit to Alaska!



GOLD RUSH RECALLED:

Tourists to Hike Old Trail

News that the old Chilkoot Trail is being reopened for tourists has revived a flood of memories of the winter of 1897-98 when 25,000 prospectors traveled it in the Klondike gold rush.

The Alaska Division of Youth and Adult Authority is clearing brush and landslides and is building footbridges so tourists may hike the old trail.

"The trail is a foot to a foot and a half deep in some places, pounded down by the thousands of feet that moved over it during the gold rush," Charles W. Pfeiffer, division director, said.



GOLD-SEEKERS CLIMBED CHILCOOT PASS, left, TOWARD KLONDIKE
Those who turned back straggled down mountain at right

THE TRAIL runs from Skagway, Alaska, to Dawson in Canada's Yukon Territory.

Youths from an Alaska work camp are spending their summers restoring the fabled route.

Chilkoot Pass was made famous by widely circulated photographs. They showed one black line of stampeders, like ants, toiling up the snowy mountainside. A short distance away, there was another line — the exhausted, discouraged prospectors straggling out of the Klondike.

Nearly everywhere in Alaska traces remain of the gold prospecting that followed the Klondike strike, which triggered the last big gold rush in North America.

George Washington Carmack staked the first rich Klondike claim August 17, 1896, but for decades before that, gold mining had flourished in Alaska and the Yukon on a lesser scale.

IN 1893 hundreds of miners had rushed north to mining camps near Juneau and Douglas, attracted by the lure of gold, high wages and a rate war between the Alaska steamships Topeka and Willapa that forced the Seattle-Juneau fare down to $5.

So, the stage was set for one of the great epics in history.

On July 17, 1897, the ship Portland steamed into Seattle from St. Michaels. On board were 68 miners with $700,000 in gold.

Not a man had less than $7,000. Several had more than $100,000. The gold weighed nearly a ton and a half.

THE NUGGETS ranged from the size of a pea to a guinea egg, as accounts of that day reported.

These hard-won fortunes had been wrested from the frozen ground in the Klondike the previous winter after Carmack's big strike.

Seattle went wild with "gold fever." The startling news blanketed the nation within days.

Thousands of fortune-seekers poured into Seattle, whose residents also were frenzied.

A strange flotilla — converted coal barges, ancient paddle-wheelers, leaky coastal vessels and rusty tramps — was pressed into service to transport the cheechakos—greenhorns—to Alaska.

FARES RAN as high as $1,000. Prices of food, clothing and mining equipment soared.

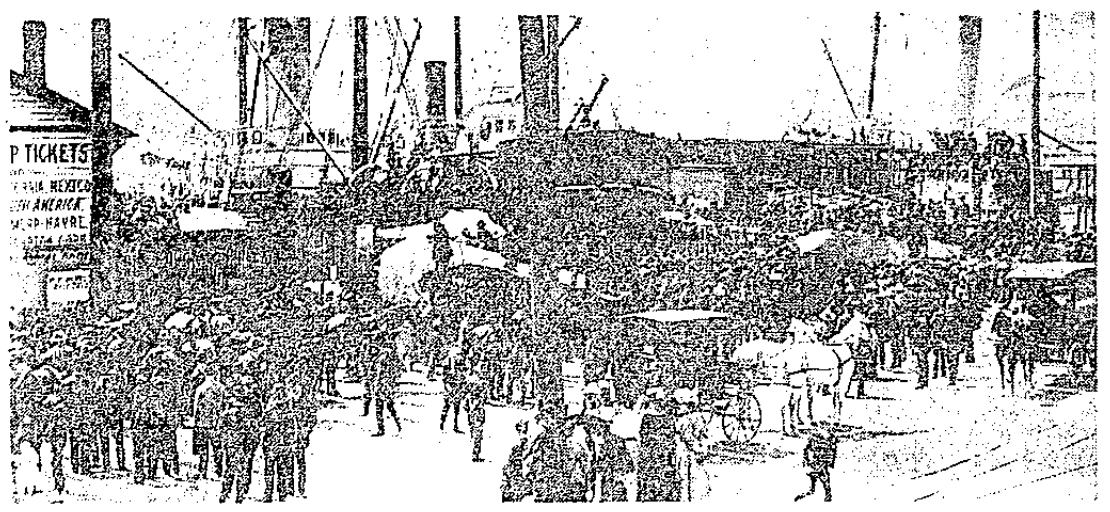
Many unprepared cheechakos lost out in the "Klondike or Bust" stampede.

A few gained fame and fortune in the next few years before the "gold fever" burned itself out in the Klondike, at Nome, Fairbanks and other mining camps.

The gold rush, however, had many lasting benefits. It hastened the development of Alaska by many years, because those who remained became the real developers of that land.

Seattle received a tremendous economic and population boost. It boomed from a population of 42,837 in 1890 to 237,194 in 1910. The city established itself as Alaska's chief supplier.

Although an estimated $620,000,000 in gold has been dug out of Alaska, gold-mining today accounts for only a few million dollars annually.



ALASKA GOLD FEVER GRIPPED SEATTLE WATERFRONT IN 1899

N. C.'s Red Flag Well-Known

Alaska's 240,000 residents know the rectangular red flag with the white initials N. C. almost as well as the flag of Alaska or even the United States flag itself.

N. C. stands for the Northern Commercial Co., a firm that dates back to the Declaration of Independence (1776) and which has parlayed homey salesmanship into a multimillion - dollar business throughout Alaska's 586,000 square miles.

Originally a fur-trading enterprise, Northern Commercial was sold by two Siberian merchants to Americans for $350,000 in gold when Uncle Sam bought Alaska from Russia in 1867.



THE N. C.'s TERMINAL AT FAIRBANKS IN 1913

ABOUT 75 per cent of the world's sealskins were harvested by the company in 1885, yet today it buys only a few thousand dollars worth of furs annually, mainly as a courtesy to about 50 fur trappers around Fairbanks.

Northern Commercial, now facing stiff competition from American - based catalog firms, has sold more than its share of refrigerators to Eskimos.

The firm has come a long way from fur trading and now overflows into such unusual lines as the ivory walrus-tusk trade at Nome, banking gold dust for sourdoughs at Fairbanks, buying flypaper and outfitting weddings for customers in the bush, running a couple of small - town electrical systems and sponsoring the Mukluk Telegraph, a nightly radio broadcast of messages from Anchorage folk to friends outside normal telephone range.

BUT ITS BIGGEST single business is operating 20 mercantile stores in the North (three in Canada's Yukon), ranging from a small $50,000-a-year operation at Eagle to a modern $3,000,000-a-year department store at Anchorage.

Northern Commercial also sells Ford automobiles at Nome, Caterpillar tractors throughout Alaska, aviation gasoline at Fairbanks and John Deere plows and potato-diggers to homesteaders in the Matanuska Valley.

It also repairs boats on its marine ways in Juneau.

Volney Richmond, Jr., company president, once called N. C. "a sort of Hudson's Bay Co. of Alaska."

Only five Northern Commercial stores can be reached the year around by surface transportation. The others must depend on airplanes when snow and ice clog overland routes.

Among the interesting sidelines of Northern Commercial are its reindeer-meat business (it buys from Eskimo herders who graze their herds on the Seward Peninsula) and a 1,200-gallon water tank in the basement of its Nome store—a must when water pipes are frozen.



'ICE BOX' PAYMENT: This is a copy of the $7,200,000 check that the United States handed to Russia to buy Alaska referred to by scoffers as "Seward's Ice Box" because William H. Seward, then secretary of state negotiated the purchase. This copy is from the valuable files of Mrs. Ruth Allman, Juneau.

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Anchorage
Main Office
Main Office Motor Branch
Spenard
Fifth Avenue
Government Hill
Fort Richardson Facility
Homer
Ketchikan
Kodiak
Sitka
Sitka
Mt. Edgecumbe
Pelican
Skagway
Soldotna
Wrangell
Dillingham
Juneau

ANCHORAGE
SOLDATNA
DILLINGHAM
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KODIAK
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A familiar FLAG of service on the frontiers of yesterday flies over the horizons of tomorrow in Alaska and Western Washington

Wherever your Century 21 travels may take you in Western Washington and Alaska, chances are you will travel in territory served by N C. With a heritage of service in Alaska dating back to 1783, N C has long been dedicated to the satisfaction of the industrial, household and individual needs of its customers through a widespread network of department and general stores in Alaska and machinery and marine operations in Alaska and Western Washington.

Typical N C products range from bush pilot-delivered grub stake staples to hi fi albums; from rugged crawler tractors to smart high fashion ensembles. Today, mercantile operations include 12 Alaska branches and two of Alaska's largest department stores. Machinery stores cover the map from Chehalis, Washington, to Fairbanks, Alaska. Marine facilities extend from Seattle to Juneau in the Far North.

The hundreds of people serving under the N C Flag extend to you a cordial welcome. It is the earnest hope of all of us at N C that by serving you well we may help make your visit an enjoyable and memorable one.

ALASKA OPERATIONS

Machinery Stores: Anchorage, Fairbanks, Juneau
Marine Facilities: Juneau
Department Stores: Anchorage, Fairbanks
General Stores: Aniak, Bethel, Kwiguk, St. Michael, Eagle, Hamilton, Kotlik, Sheldon's Point, McGrath, Fort Yukon, Tanana, Nome

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N C Marine—Commercial and Pleasure Boat Sales and Service—Dockside facilities Lake Union, Seattle
Seattle Office—Colman Building

NORTHERN COMMERCIAL COMPANY

RAPID GROWTH IN NORTHLAND:

Governor Sees Alaska 'Boom' in Year 2000

By WILLIAM A. EGAN
Governor of Alaska

To predict the Alaska of the year 2000 is no easy task. At best it can be but a calculated guess. I am reminded of an author whose name I cannot recall who in 1912 predicted the future of the Tanana Valley (Fairbanks) area as it would be 50 years hence, or in 1962.

His predictions on population, transportation improvement and the like were not too far out of line, but his assignment for the cause of growth — gold — strayed far from reality.

The phenomenal growth which the area has experienced in late years has sprung from factors unthought of in 1912 — defense construction and maintenance and the University of Alaska near Fairbanks.

So it may be with the Alaska of the year 2000. Alaska's land area just about equals the combined acreage of Washington, California, Norway and Sweden, with the New England States thrown in for good measure.



GOVERNOR EGAN

Many surprises await the geologist and prospector in these 586,000 square miles — especially when one bears in mind that the surface has scarcely been scratched, geologically speaking.

In spite of this, on the basis of Alaska's resources of known quantity and quality, the Battelle Report prepared for the Alaska International Rail and Highway Commission estimates that by 1980 Alaska's population will have increased to nearly 400,000, payrolls will have grown by $210,000,000 annually, and industrial and resource income by $593,000,000 each year.

This prediction is admittedly a conservative one derived from tourism, and from known deposits of oil, gas, iron, copper, lead, zinc, silver and coal, along with forestry and fishery products.

It is not surprising, therefore, that projections vary—although all of them picture an era of rapid growth for Alaska.



GOVERNOR'S MANSION AT JUNEAU

ALL ARE AGREED that the vast potential of natural resources within the state will support industries which will provide job opportunities and serve to attract additional people to the 49th state.

It is probable that Alaska will have a population just under 1,000,000 in the year 2000.

This writer feels this projection is a conservative one.

Probably less than one per cent of Alaska's land mass has been adequately explored for minerals. The use of modern exploratory equipment and methods can greatly speed up Alaska's development timetable.

A striking example of positive return from intensive exploratory effort in Alaska today is the petroleum industry.

In 1959, two years after the first producing well was brought in on the Kenai Peninsula, a resource report had this to say: "The land mass contains roughly 100 million acres classified as geologically favorable to the presence of oil."

"NO ONE CAN guarantee", the report said, "that any part of this will be a major producing area, but the evidence in this direction is moving the petroleum industry to very substantial expenditures for exploration."

Yet in January, 1962, just two years after these words were written, 47 producing oil wells in the Kenai area had yielded a cumulative total of 7,925,596 barrels of oil and 1,536,641 million cubic feet of natural gas.

Pipelines were bringing the crude oil from the wells to tidewater where huge storage facilities and modern docks speeded its transfer to oil tankers for refinement elsewhere.

By 1963 Standard Oil will have in operation in the Kenai Peninsula a 20,000 barrels-per-day refinery to process a portion of the yield right at the production site.

Natural gas has been piped to Alaska's largest city, Anchorage, and other petro-chemical plants are in the planning stage.

Producing oil fields are known to exist in the areas fronting on the Arctic Ocean.

It is likely that with the development of nuclear-powered commercial submarines, a substantial amount of petroleum will be moving from these wells under the polar ice camp to Europe when the year 2000 rolls around.

THE NEXT 40 years should see the dramatic rise of the petroleum industry reenacted with varying theme many times over on Alaska's broad mineral resource stage.

As Alaska's economy broadens, the state is expanding its road improvement and construction activities. Improved roads are proving a boon to the tourist trade of Alaska.

Each year sees more visitors coming to the State over the Alaska Highway in their own automobiles. Many of them tow their camping trailers.

Soon the Inside Passage ferry route will give them an alternate route to travel either on their way north or return trip.

A growing number of tourists is bringing a demand for more and better lodgings and recreation sites. Inevitably lodging facilities and other transportation means must expand.

EXTENSIVE RESEARCH programs in Alaska will pave the way for expanding industry, local goods production for home consumption, thereby providing additional income for the state and its residents.

The Statehood Act gave to Alaska the right to select 104,000,000 acres of land from the federal government for state ownership. This transfer must take place in the next 25 years. Under the multiple use concept of the State Constitution, the state's land selections will be available for maximum use for petroleum, mineral, timber, agricultural, grazing, residential and industrial use.

In the process substantial revenue will be derived by the State from sale and leasing while taxes derived from the improvements will be a source of continuing revenue to the state.

In a different field, the State of Alaska now has for the first time assumed management of its fishery resources.

One of the first conservation measures taken by the new state government was to abolish fish traps long barred in the waters of other Western states.

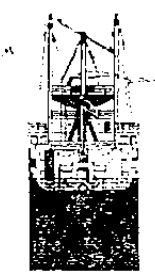
Already the first returning runs since this was accomplished have shown a substantial increase. The state also is looking toward the development of now unused bottom fishery resources.

Put it any way you want, Alaska is growing and on the march to progress. Its great natural resource potential, its strategic geographical location, and its great land area assure it a commanding place among the states of the nation when the 21st Century dawns.



JOINT EFFORT: The State of Alaska and the National Bank of Commerce will occupy this two-level, domed building at the Seattle World's Fair. Built by the banking firm, space was donated to the 49th state so it would be represented in the space-age World's Fair as it was in the Alaska-Yukon-Pacific Exposition of 1909.

SPACE AGE FORMULA



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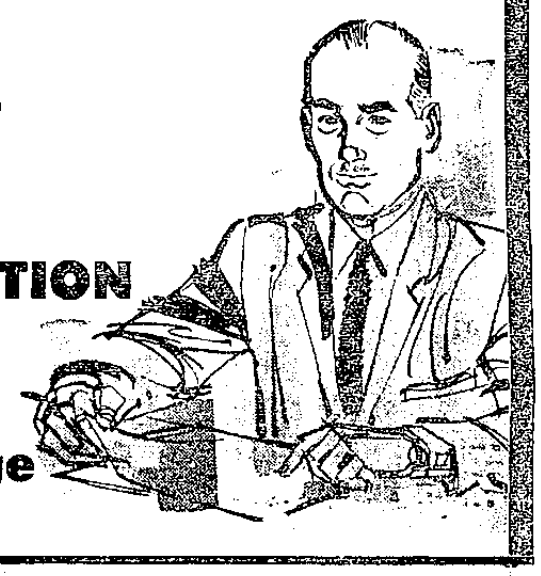

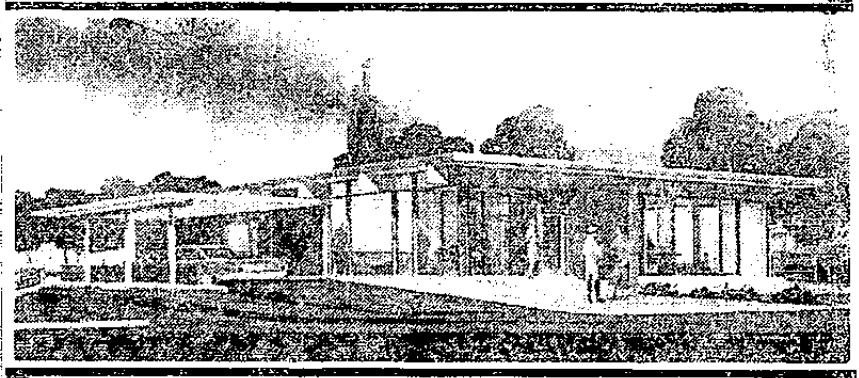

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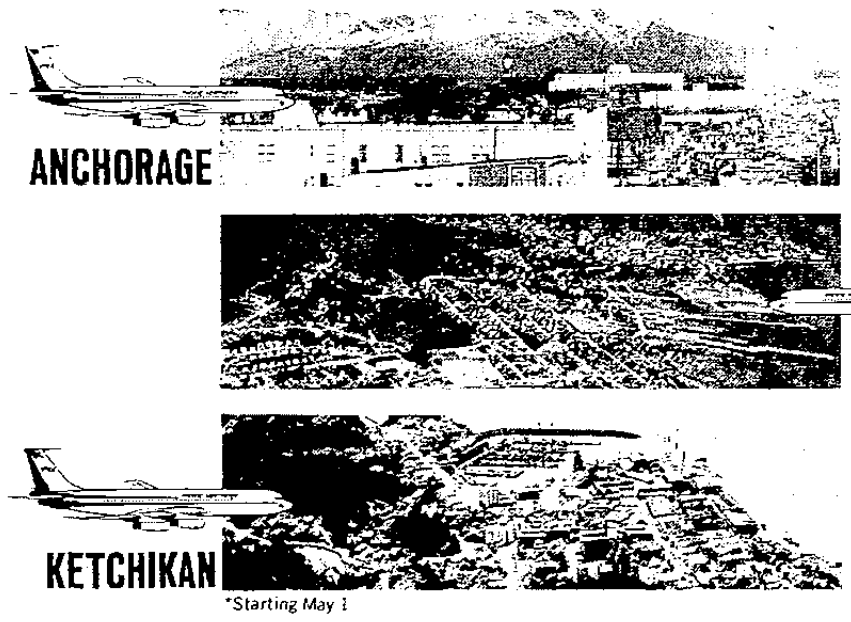

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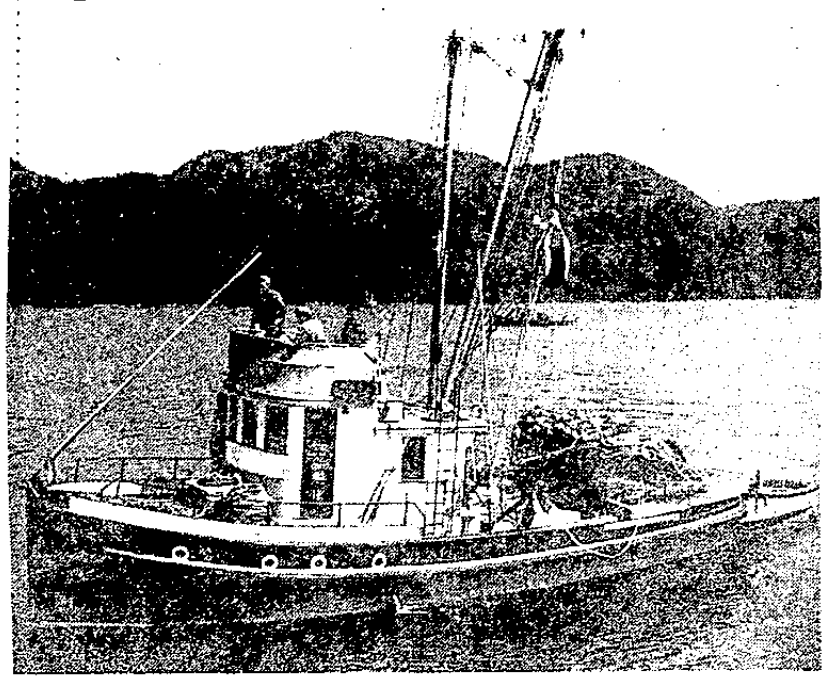
STILL A GAMBLE:

Salmon Fisherman Pits Skill Against Storms, Wily Prey



A FISHING BOAT IN SOUTHEASTERN ALASKA WATERS



A LOAD OF FRESH-CAUGHT SALMON ARRIVED AT A CANNERY

Salmon is perhaps the most romantic of today's foods.

While modern technological skill has made salmon canning one of the most efficient food processes, nothing has been done to take away the adventure and gamble of salmon fishing.

Matching himself against storms, cold and the wiles of the elusive salmon, the fisherman joins a fight between man and nature. And the whims of nature make each season a gamble.

Fishermen in Alaskan waters—many of them hailing from Puget Sound fishing fleets—vie for sockeye, chinook, silver, pink and chum salmon. Chinooks (or kings) have been known to reach 100 pounds. The average is 22 pounds.

Purse seining is a form of fishing developed on the Pacific Coast. It is best suited for fish that school near the surface. The seine (net) is piled on the stern of the fishing boat. Then it is played out in a circle, a small skiff forming the end of the purse.

Gillnetting also uses a net, but the net is suspended vertically in the water. Salmon thrust their heads into the net's meshes and are trapped as they try to force their bodies through.

The familiar trolling method still is used by many boats. It is perhaps the most exciting.

Salmon that reach your table from northern waters are caught just as they start their run back to their native spawning grounds. They are in prime condition, plump and sleek with stored-up oils and proteins.

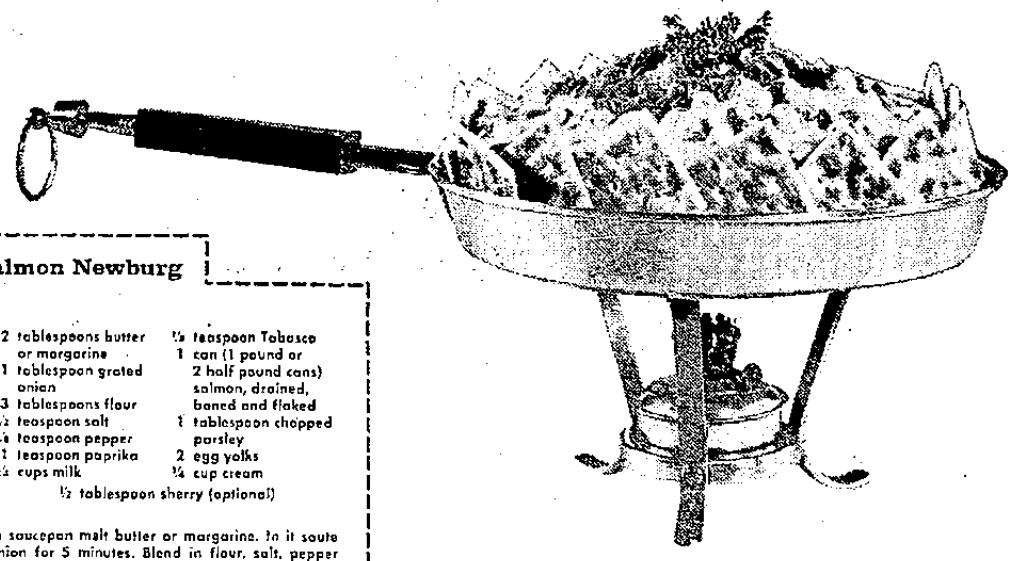
Once caught, the salmon are taken to one of the many canneries along the Alaska coast.

The largest moose herds in the world roam the Kenai Peninsula. They and other wildlife are protected by oil companies which are developing the area.

AMERICA'S SPACE AGE WORLD'S FAIR

Salmon Newburg !

Serve it for Lent... or anytime ... with PREMIUM® Saltines



Salmon Newburg

- 2 tablespoons butter or margarine
- 1 tablespoon grated onion
- 3 tablespoons flour
- ½ teaspoon salt
- ⅛ teaspoon pepper
- 1 teaspoon paprika
- 1½ cups milk
- ⅛ teaspoon Tabasco
- 1 can (1 pound or 2 half pound cans) salmon, drained, boned and flaked
- 1 tablespoon chopped parsley
- 2 egg yolks
- ¼ cup cream
- ½ tablespoon sherry (optional)

In saucepan melt butter or margarine. In it saute onion for 5 minutes. Blend in flour, salt, pepper and paprika. Gradually stir in milk and Tabasco. Cook over low heat, stirring, until thick and smooth. Stir in salmon and parsley and simmer for 3 minutes. Blend egg yolks with cream and sherry, add to salmon mixture, and cook for 2 minutes longer. Serve with PREMIUM® SALTINES. Serves 4.

Some like it Hot

Salmon Newburg is a new Lenten treat for the entire family! It's easy on the budget and so good for you. Salmon is high in protein, low in calories, and the rich natural oil contained in salmon is poly-unsaturated and highly nutritious. Serve delicious Salmon Newburg with PREMIUM® Saltines... the crackers that stay crisp in the reclosable Stack Pack.

Some like it Cold

Try salmon as it comes from the can—on PREMIUM® Saltines... also delicious in salad or sandwich.

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WE HAVE NO BRANCH IN KOTZEBUE

... nor in Anchorage—metropolis of Alaska; Fairbanks—second largest city in our 49th State; Juneau—the capital city; Ketchikan—salmon capital of the world; or Sitka—thriving pulp industry center. In fact, although many of our people know Alaska intimately (from Kotzebue to Ketchikan), National Bank of Commerce confines its operations to the State of Washington. ▪ Why, then, is NBofC providing space to the State of Alaska in its World's Fair pavilion? What will the exhibit look like? Many customers have been asking us those questions. ▪ The Alaska exhibit will be housed in a circular building at the base of the Space Needle. It will dramatically show our 49th State as an area of astonishing contrasts—modern cities and Eskimo villages, towering mountains and lush valleys, deep snow fields and temperate climates. The whole state will be highlighted by a giant relief map, and above it all, an electronic marvel will simulate the aurora borealis—Alaska's northern lights. Other displays will show forests, fisheries, mining, oil exploration and hydroelectric plants. ▪ NBofC is glad to house this exhibit. We know the important role Alaska plays in the economy of Washington State. For many years we have enjoyed valued relationships with our neighbors to the north. Just as important, we don't think the Seattle World's Fair would be complete without Alaska's participation. The tradition goes back many years—back to the early days of Seattle and the Alaska-Yukon-Pacific Exposition. The very thought of a World's Fair without Alaska was discomforting. When the Alaska legislature found itself unable to participate, we decided to do something about it. NBofC is donating the building for Alaska's official exhibit; the new state will prepare the display and provide the staff ▪ So meet us at the Seattle World's Fair—at the Alaska exhibit in the NBofC building.

NBofC MEMBER FDIC

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Aviation's Role Essential To Alaska's Development

Aviation in Alaska plays a role of such vast importance that it is almost inconceivable to residents of the other states.

Most of the state's area is hundreds of miles from Alaska's connecting road system or from either of the two railroads.

With the airplane, however, nearly all residents have quick, dependable transportation nearby. Without the airplane, most of Alaska's area today would be as undeveloped as it was when Vitus Bering first sighted it more than 200 years ago.

Alaska today has more than 650 airfields.

He had made the world aware of Alaska flying.

At 32, he died in a plane crash in Siberia in 1929.

In 1931 when Wiley Post was flying round the world in his Winnie Mae, he lost his way over Alaska and damaged his plane in landing at Flat. Another Alaskan pilot, Joe Crosson, flew another propeller to Post and guided him into Fairbanks.

Post went on to shatter the round-the-globe record by 21 hours, 2 minutes.

Two years later, when Post and Will Rogers died in their plane crash at Barrow, it was Crosson who brought their bodies out.

CROSSON died of a heart attack in Seattle at Boeing Field in 1949.

And there were others:

Jim Hutcheson, most famous of the air mechanics; tiny Fred Moller, who crawled out of nine bad crashes only to die in the tenth; Harold Gillam, who flew for ten years through blizzards with the unerring instincts of a homing pigeon until an engine failure caused his death; Bob Reeve, an expert on glacier landings who hauled more than 1,000 soldiers and 1,600 tons of military freight out to the Aleutian Islands in the Second World War, and many more such air pioneers.

ALASKA'S northernmost airport at Point Barrow is some 325 air miles north of the Arctic Circle. Its westernmost airfield, on Attu Island, is actually west of Midway Island and almost due north of New Zealand.

The history of aviation in Alaska is really the story of the development of the Alaska of today.

Col. Carl Ben Eielson was a lanky youngster who had earned his wings in the First World War.

Eielson landed his plane on river sandbars and on strips built in "S" shapes by miners who merely dynamited away the stumps.

He had skis made for his aircraft, and proved that winter flying was possible. Mail, which by dog sled took a month to deliver, was carried by Eielson in just hours.

IN 1928, less than five years after Eielson first flew in Alaska, he and Sir Hubert Wilkins, the explorer, flew 2,200 miles from Barrow to the island of Spitzbergen, 609 miles north of the tip of Norway.

For this flight, Eielson received the Congressional Medal of Honor and other awards.

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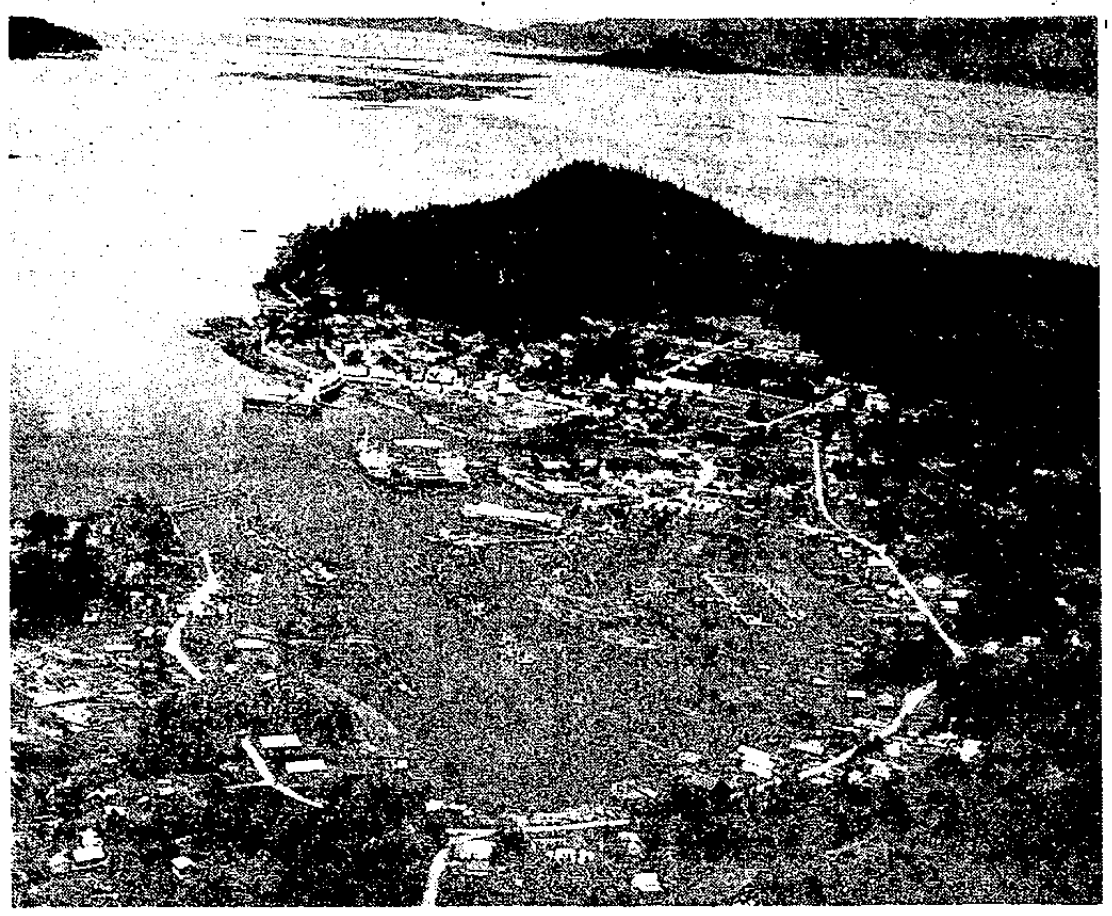
ASTA

GLAMOUR WOOD:

Alaska Spruce Has Big Market



AERIAL VIEW OF CITY OF WRANGELL AND ITS HARBOR

Ship was loading at Wrangell Lumber Co.'s mill, center

Mills throughout Alaska hum a merry tune today as lumber - hungry America turns to the vast, untapped forests of the 49th state.

Lumber cut and manufactured in Alaska finds its way into the world's markets. Sitka spruce is the glamour wood of the Far North.

Once used by wooden-aircraft builders in Great Britain, France and Italy, spruce still is favored for helicopter blades.

IT ALSO IS a popular wood for piano sounding boards and other piano parts. The mast of the royal sailing yacht of the King of Denmark was made of spruce manufactured in Ketchikan.

Boxes, water skis, missile components and always-in-demand house - construction lumber are other spruce products.

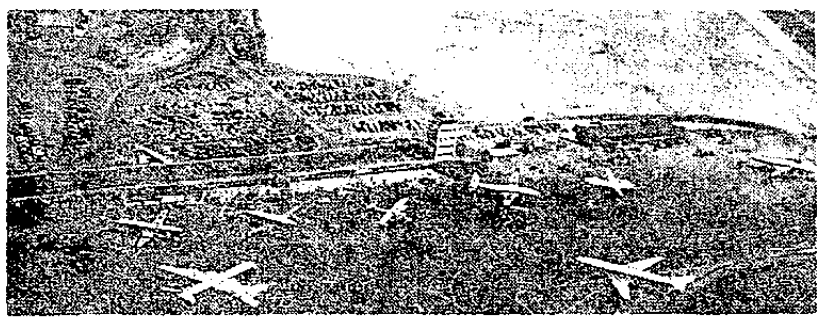
Millions of board feet of spruce were used during the Second World War construction of military bases throughout Alaska. The tough wood withstood the rugged climate well.

HEMLOCK and Alaskan and Western red cedar also keep lumber mills humming in Ketchikan, Petersburg, Wrangell, Haines and Juneau.

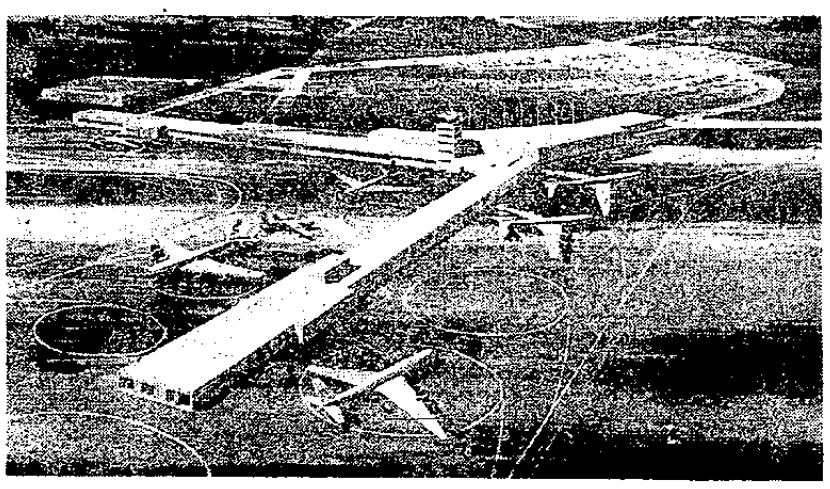
As the Alaska lumber industry has become increasingly important to the state's economy, it has become necessary for lumber men to join together (Alaska Lumbermen's Association) to work out common problems of cutting, marketing and distribution.

The association's members have a bright future.

Anchorage Airport to Expand



PRESENT: The Anchorage International Airport is justly proud of its reputation as "the crossroads of the world." Sleek jets and powerful multiengine airplanes set down here daily.



FUTURE: The Anchorage Airport of the future is depicted in this artist's sketch. As many as 60 international air - line flights a week make the expansion necessary.

Wages, Prices High In Alaska

Wages are high in Alaska. So are prices.

A survey of 40 "market basket" items showed the cost in Seattle was $17.22 and the average cost throughout Alaska was $22.25.

The study, made by the University of Alaska's agricultural extension service, showed that prices for the items ranged from $19.68 at Ketchikan to $27.71 at Nome.

'Hams' to Link Fair to Alaska

World's Fair visitors will find Alaska is only as far away as the nearest ham radio.

Seattle and Alaska amateur - radio operators will man a station at the fair so visitors can call friends and relatives up North.

The Seattle Amateur Radio Club and Local 46, Electrical Workers Union, will assist.

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ALWAYS ON ALERT:

Alaska One of World's Air Centers

Alaska rapidly is becoming one of the most important air centers of the world.

The Alaskan Air Command, the Air Force arm, is helping to make it so.

The command, led by Maj. Gen. Wendell W. Bowman, provides the air defense of the 586,000-square-mile area, larger than Texas, California and Montana combined.

THE MOST IMPORTANT tools in its job are the F-102 fighter-interceptors and the network of remote radar sites scattered throughout the Alaska mainland and down the Aleutian Island chain to within a few miles of Russian Siberia.

Recently completed is a Ballistic Missile Early Warning Station at Clear, near Fairbanks. Its three giant radar screens, each larger than a football field, are designed to detect enemy missiles in just minutes after they are launched.

The D. E. W. (Distant Early Warning) Line radar sites have one condition in common—they are far from population centers.

To the men on these sites, "town"—if it exists—often is a small native village.

Only two of the 26 stations are accessible by road. Most water routes to them are frozen months at a time.

Most of the day-to-day necessities are flown into the sites twice a week by Air Force C-123 cargo planes from Elmendorf Air Force Base, Anchorage. They may rank as the world's largest "bush" planes.

EACH YEAR when the ice goes out, massive stockpiles of nonperishable supplies, ranging from bulldozers to razor blades, are shipped in during a rush operation called Operation Mona Lisa.

In contrast to the isolated radar stations, the Alaskan Air Command's main bases at Elmendorf and Eielson Air Force Base at Fairbanks are bustling, self-contained communities near populous civilian centers.

Elmendorf is the site of the Alaskan Air Command headquarters and the center of its operations.

Here are received D. E. W. Line radar reports, which also go to the North American Air Defense Command at Ent Air Force Base, Colorado Springs, Colo.

Poised at Elmendorf and at forward air strips through Alaska are the F-102 interceptors, ready to "scramble" on a moment's notice. The C-123s also are based at Elmendorf.

Eielson is the Strategic Air Command's jet-bomber base.

The Alaskan Air Command's elaborate aid-defense warning and interception system would be useless without good communications.

A delay of even a few seconds would give invading planes an advantage of several miles.

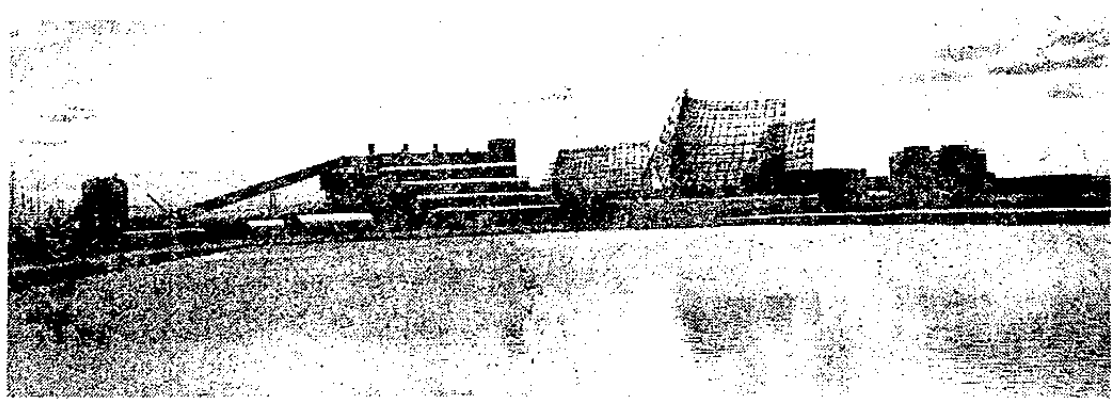
ALASKA'S CLIMATE and its many miles of wilderness make communications a special problem.

The atmosphere seriously interferes with normal radio signals. Severe weather frequently knocks out overland lines and buried cables. The remote sites make it difficult to reach and repair the damage.

A communications system called White Alice is the solution.

It uses a comparatively new idea of bouncing radio signals off the upper atmosphere and over the horizon in 200-mile strides. Several messages can go at once.

Four transcontinental railroads serving Puget Sound have announced a car-barge service from Seattle to Alaska that will "meet and beat" the projected Canadian service from Prince Rupert, B. C.



MISSILE RADAR STATION AT CLEAR PROBES SKIES FOR ENEMY ROCKETS

Unified Command Guards Polar Gate

Soldiers, sailors, airmen and marines of the Unified Alaskan Command guard the polar gateway to the heartland of the United States.

One of six unified military commands in the United States defense establishment, the Alaskan Command is in its fifth year.

ITS PRIMARY MISSIONS are defense of Alaska, early warning of attack on the United States and Canada and support of other military commands.

Lieut. Gen. George W. Mundy, Air Force, is commander in chief. His headquarters is at Elmendorf Air Force Base, Anchorage.

Mundy's forces include Army units and the Alaskan Air Command.

Close coordination exists between Munday's command and Navy forces under operational control of the Alaskan Sea Frontier.

THE COMMAND provides launching platforms, support and air defense for Strategic Air Command elements at Elmendorf and at Eielson Air Force Base, Fairbanks.

S. A. C. bombers and tanks are on rotational alert at these bases around the clock.

Navy Alaska Command Is At Kodiak

The headquarters of the Alaskan Sea Frontier, the Navy's Alaskan command, is on Kodiak Island.

The Alaskan Sea Frontier includes the Northern Pacific, the Bering Sea and the Arctic Ocean.

Rear Adm. Fred E. Bakutis, U. S. N., commands it.

BAKUTIS is responsible for protection of sea communications, reconnaissance of Alaskan waters, submarine and anti-submarine operations, mine-laying, harbor defense and control and protection of shipping.

Other Navy commands send units to Alaska for temporary duty to be trained in arctic and subarctic conditions. These include SeaBee battalions and air-patrol squadrons.

The area to be patrolled by Navy forces is vast.

THE OCEAN AREAS of the Alaskan Sea Frontier exceed the land mass of Alaska itself.

Alaska has 6,640 miles of coast line compared with only 4,840 miles for the remainder of the United States, exclusive of Hawaii.

The Navy also has charge of a large oil-exploration region at Point Barrow.

WINTER 'WARS':
Alaska Is Troops' Testing Ground

Alaska serves as a proving ground for soldiers who might have to fight a cold-weather operation anywhere in the world.

"Our soldiers must be prepared to meet and defeat an enemy under any conditions," Maj. Gen. J. H. Michaelis, commander of Army troops in Alaska, has said.

"We must remember that 65 per cent of the Eurasian land mass has winters as bad as we find in most of Alaska, or worse."

Cold-weather maneuvers testing men and equipment have been held annually in Alaska since just after the Second World War.

Troops stationed in Alaska always assume the role of the aggressor, while troops from other parts of the United States play the part of defenders.

The training operations always are held in primitive country under conditions resembling combat.

"Men, weapons, vehicles and equipment are tested over terrain and under weather conditions they would meet if they were called upon to fight an actual war in the northern latitudes," Michaelis said.



SKI TROOPER
in firing position

Geography Still Major Problem

Even in a world flirting with trips to the moon, the geography of Alaska still presents some insoluble, down-to-earth problems for man.

A proposal to run a crude-oil pipe line from the Melville Islands, in the Arctic Circle, to the mainland and then to Skagway, Alaska, had to be abandoned.

Experts concluded that because of the distance and the crossing of deep ice-covered channels the cost would be prohibitive.

'Hemlock Zone' Major Oil Site

The geological zone on Alaska's Kenai Peninsula in which the first major commercial oil discovery was made is called the "Hemlock zone."

The extensive oil field was located by W. C. (Bill) Bishop, geologist, of Anchorage. Bishop marked an area for drilling near a tall hemlock tree — hence the zone designation.

Four transcontinental railroads serving Puget Sound have announced a car-barge service from Seattle to Alaska that will "meet and beat" the projected Canadian service from Prince Rupert, B. C.

Missile Battalions Guard Alaska Skies

Nike-Hercules missiles, named for the Greek goddess for beauty (Nike) and the god of strength (Hercules), guard Alaska's skies from eight strategic sites north and south of the Alaska Range.

The eight are permanent installations built by the Army at a cost of more than $40,000,000.

Men of the 4th Missile Battalion, 43rd Artillery, man three sites near Anchorage. The 2nd Missile Battalion, 562 Artillery, stands guard at five positions around Fairbanks.

Construction Of Hangar Set

Construction of a $1,000,000 Alaska Airlines hangar will be started sometime this year at the Seattle - Tacoma International Airport.

The line has leased 280,000 square feet of area for the project.

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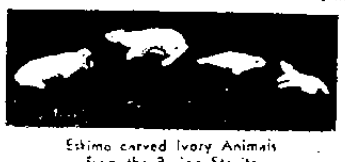
Eskimo Wood Face Dolls of the Lower Kuskokwim River Area



Eskimo carved Ivory Animals from the Bering Straits



Narrow Coil Eskimo Grass Baskets of the Yukon Delta

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JUNEAU BRANCH — Juneau, Alaska
CHANNEL BRANCH — Juneau, Alaska
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LIQUID GOLD:

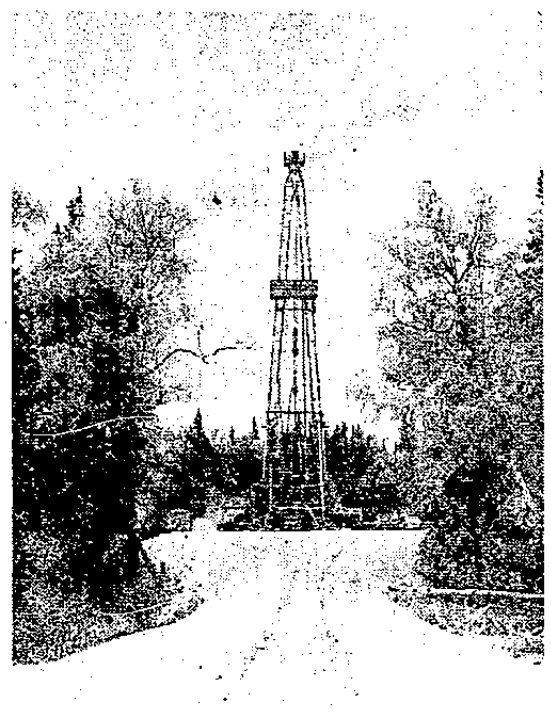
Oil, Gas Brighten Alaska Future

Just as the discovery of gold opened up Alaska, so is the step-by-step prospecting for oil and gas helping to determine the economic future of the 49th state.

In 1961, there were expenditures of $24,405,000 on oil and gas exploration, compared with $13,705,000 in 1960.

Prospecting teams explored oil and gas possibilities of the Brooks Range-Arctic slope, the Gulf of Alaska, Cook Inlet, the Copper River Basin, the Alaska Peninsula, the Nashagak Basin, the Porcupine-Kandik area, the Middle Tanana Basin and the Alexander Archipelago.

Twelve oil companies took part.



RICHFIELD OIL CORP. RIG IN WINTER

TWENTY-NINE exploratory wells were drilled, resulting in the discovery of two new gas fields. One was 17 miles southwest of the Kenai gas field. The other was eight miles northeast of Kenai.

Production of crude petroleum in 1961 totaled 6,326,000 barrels valued at $17,666,000. This compared to the 1960 production of 559,000 barrels valued at $1,230,000.

Gas production rose in 1961 to 568,000,000 cubic feet valued at $151,000 from the 1960 total of 246,000,000 cubic feet valued at $30,000.

Oil men predict two wells will be brought in this year in the Copper River Basin. Seismic and drilling activity has been stepped up there.

Drilling is at an all-time high along the Gulf of Alaska, with a surge of activity in all other phases of exploration.

AN 82.5-MILE natural gas-transmission line from the Kenai gas field to Anchorage was completed last August. The distribution system throughout Anchorage ultimately will total more than 80 miles.

Two oil refineries are planned for the Kenai Peninsula.

One with a 20-000-barrel-a-day capacity is scheduled for completion in 1963 just north of the Nikiski Marine Terminal in the East Foreland area.

The other is a 2,500-barrel-a-day topping plant, due to open this year, a mile south of the Nikiski Terminal.

COMPLETION of six storage tanks as part of a $1,400,000, 329,000-barrel tank farm for jet fuel is scheduled for September on eight acres of land adjacent to the Port of Anchorage.

The first Alaska electric-power generator using natural gas has been set up serving the City of Kenai and community. The rated electrical output is 1,500 kilowatts.

Furry Beggars Keep M.P.'s Busy

When winter temperatures dip to 50 or 60 degrees below zero at Fort Greely, Alaska, as they often do, the fort's animal-chasers are called into action.

Fort Greely is about 200 air miles northeast of Anchorage near Delta Junction, a small community at the confluence of the Delta and Tanana Rivers.

The animal-chasers are a small band of military policemen.

Bitter cold weather forces otherwise wild animals into the inhabited area in search of food.

It is not unusual for the military policemen to race to the fort's airstrip to clear the field of buffalo for approaching aircraft.

The American bison, protected by law, range freely throughout the Fort Greely-Big Delta region.

Bears are the greatest threat to distraught housewives. They want to walk right in the houses and help themselves to the larder.

Huge-antlered moose wander into the fort and the family housing area. They have to be chased out before they cause injury or damage.

Fort Greely is small, but it seldom lacks for excitement.

Baranov Man of Vision

The remarkable vision and poetic nature of the first Russian governor of Alaska—68 years before Seward bought the "icebox" that became a state — is dramatized in the "Ode of Baranov."



ALEXANDER BARANOV

The poem, written by Alexander Andreevich Baranov (governor from 1790 to 1818), has a Muscovite ring, sad yet full of hope and courage for conquest of the rugged land.

"A dauntless, hardy troop we stand, 'Neath midnight sun, on unworn land;

"In friendshop firm, dire in the fray,

"Lift up your hearts! Russia for aye!"

This and 12 other stanzas of Baranov's ode were recited by him and his associates on the occasion of the earliest settlement at Sitka, after the organization of the Russian American Co. in 1799.

The Russian Sitka, some six miles north of the present Sitka, was named the Redoubt of St. Mikhail.

Baranov landed there May 25, 1799, purchased the consent of the Indians to occupy the land and erected a small fort.

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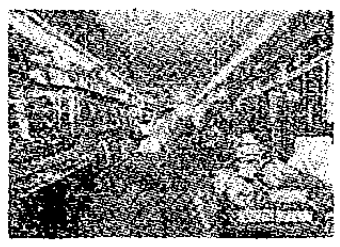

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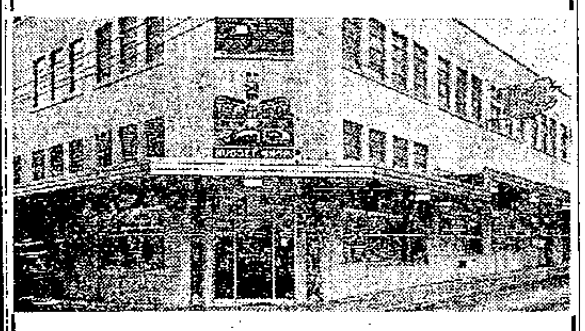

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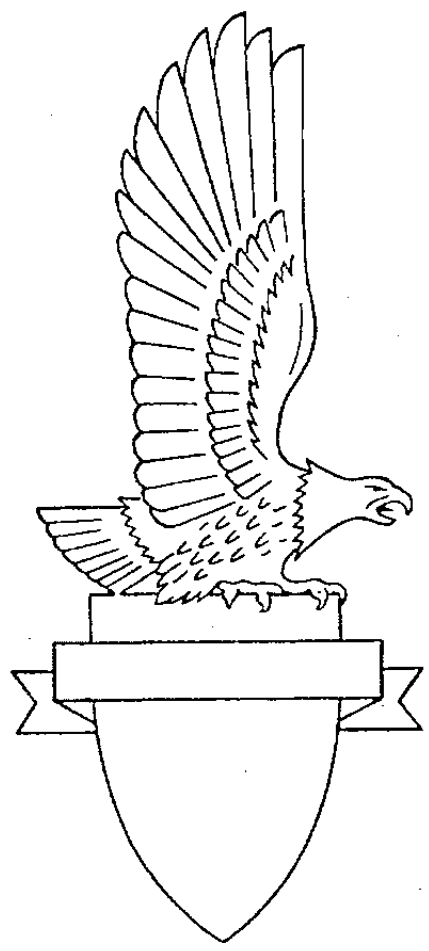

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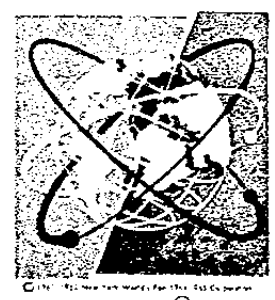

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