

SEATTLE WORLD'S FAIR PREVIEW

APRIL 21 • OCTOBER 21 • 1962





On a glittering fairground crowned by the 60-story Space Needle, tomorrow's world will unfold.



SEP 10 1961

WELCOME TO THE FUTURE

The first United States World's Fair in more than twenty years will open in Seattle on April 21, 1962.

Thronging its gates will be millions of visitors seeking a multitude of thrills. In the United States Science Pavilion, an incomparable scientific experience, they'll take an authentic "rocket ride" a billion light years past the Moon and Mars into remote galaxies of outer space.

They'll see and experience work, play and travel in the year 2000 A. D. in the massive Coliseum Century 21's "floating city."

Endorsed by the Bureau of International Expositions, the Seattle World's Fair will host forty nations who will fill pavilions with exhibits of the best of their technical predictions; line the boulevards with bazaars displaying the color, charm and craftsmanship of their artisans, and join the continuous parade of music, dance and legitimate plays in new theatres and a huge stadium.

The fun-packed Gayway, with custom rides and complete appeal, will emphasize today's pleasures, amid surrounding acres of pavilions built by top U. S. Industries telling the story of man's better tomorrow.

Stretching out beneath the Space Needle is a magnificent panorama; exciting buildings, landscaped courts and malls dotted with pools and fountains.

The spirit of a true international exposition will prevail from the moment on April 21 when President John F. Kennedy welcomes the world to the Seattle World's Fair.

But as official hosts of the \$80,000,000 World's Fair, the United States Government, the State of Washington and the City of Seattle have planned for more than just this great 1962 spectacular.

When the gates close on October 21, the major pavilions will remain, linked to serve as a great center of culture and education.

America's Space Age World's Fair is providing the most exciting event in a decade, and a lasting legacy for the citizens of tomorrow.

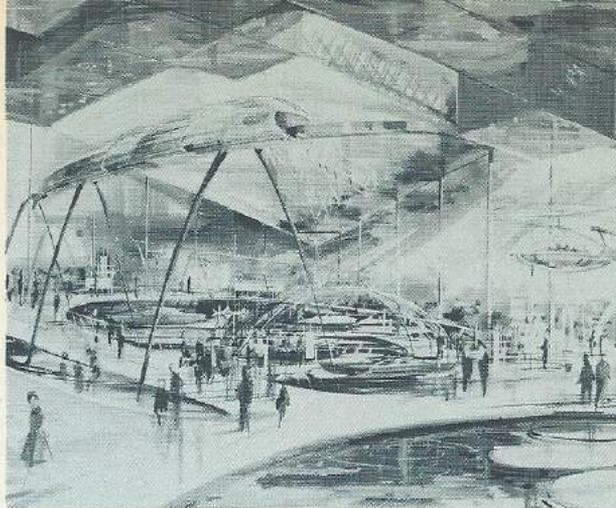
and linked to the heart of the city by the Monorail,
The Seattle World's Fair, Century 21 Exposition.

SEATTLE WORLD'S FAIR
SEATTLE 9, WASHINGTON

Issued by:
WASHINGTON STATE
DEPARTMENT OF COMMERCE
& ECONOMIC DEVELOPMENT
Albert D. Rosellini,
Governor



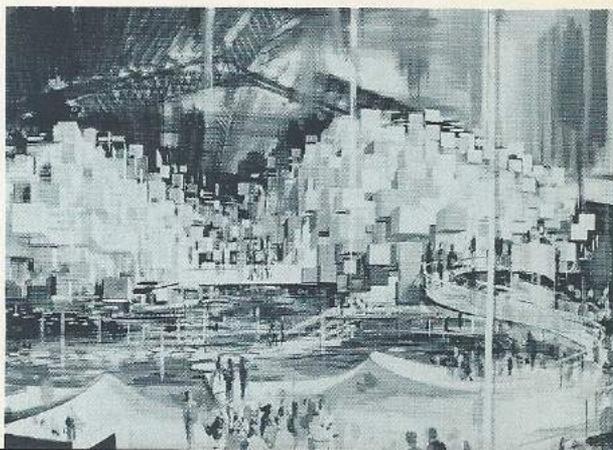




What will it be like to live in the year 2000? The Coliseum Century 21, rising 11 stories under a huge hyperbolic-paraboloid roof sheathed in gleaming aluminum, will house the theme exhibit at the Seattle World's Fair.

MAN'S LIFE IN THE SPACE AGE

Here the visitor will thread his way past invitational exhibits by top U. S. firms displaying the products they predict will be in use in the coming century: such as the car without wheels, the library of the future. ■ Crossing a landscaped pool, he will prepare to rise in an iridescent "bubbleator," a lift which will take 100 persons at a time to the "floating city" above. ■ Then, down the inner corridor, the visitor will begin a "vista-drama" where the world of tomorrow has been translated into vibrant images and situations by thousands of man-hours of research by scientists, educators, and designers. ■ The home of the future will be shown, for example, as a disposable house. In the kitchen are solar ovens and thermoelectric refrigerators. Cordless appliances will cook, clean and iron. ■ Food will vary from frozen exotic fruits, meats and herbs flown from all corners of the world to be combined in gourmet dinners, to mass-produced edible items from cotton and wood wastes, to feed the world's burgeoning population. ■ Schools in the fast-paced, closely-knit world of tomorrow will have "walls" formed by jets of air; floating canvas roofs controlled for the angle of the sun. Teaching teams and teaching machines will double the amount of material presented to the student. ■ Disposable clothing will be popular, including plastic shoes and winter garments light as a feather... Convertiplanes will travel by highway or by air... Anti-gravity machines and time-traveling machines will close the gap of time difference between hemispheres. ■ In this dramatic demonstration of the World of Century 21, the visitor will sense the impact of tremendous changes to be wrought, bringing the universe to his domain ■ But in countless ways it will be demonstrated still that no machine has been devised which will replace man. As he descends the "floating city" ramp to the ground-floor display of the best products modern technology and design will provide, and returns to stroll the plaza outside the Coliseum and view its pools, fountains and sculpture, the thoughtful person can be reminded that the beautiful and the ingenious are still products of man's will, his capacity to translate learning and emotion, and his concern for his fellow man.





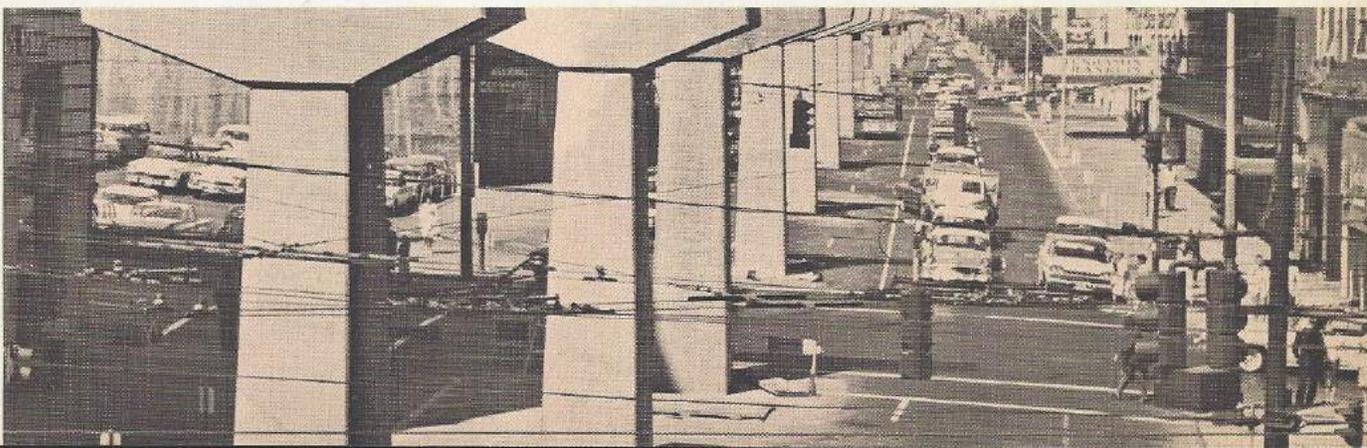
MONORAIL, in the world's first metropolitan testing. This high-speed, mass transit Alweg-Century 21 train runs from downtown Seattle to the heart of the 1962 World's Fair.



Tomorrow's transportation will be previewed when 10,000 persons an hour ride the swift, silent Monorail to the Seattle World's Fair. Traveling on slender rails above Fifth Avenue, the special trains will speed to Century 21 from the central shopping district at Westlake Mall, more than a mile, in less than a minute and a half. Long enough, maybe, to settle in your comfortable seat as you speed above tree-lined Fifth Avenue, and an instant later step off inside the fairgrounds. Hardly long enough to ponder the predicted benefits this mode of travel may bring.

Monorail is one of the top candidates for solving the problems of congested metropolitan transportation. Tested in Germany, installed as an amusement ride at Disneyland, thoughtfully considered by transit experts in Tokyo, Paris, Los Angeles, Detroit and many other cities, Monorail is being discussed world-wide.

It can cut the time the airplane traveler fretfully spends driving between airport and city; it can link the city with its suburbs. Outmoding the subway, Monorail would supplement street traffic with electric-powered trains which ride on rubber tires at speeds up to 60 miles per hour.

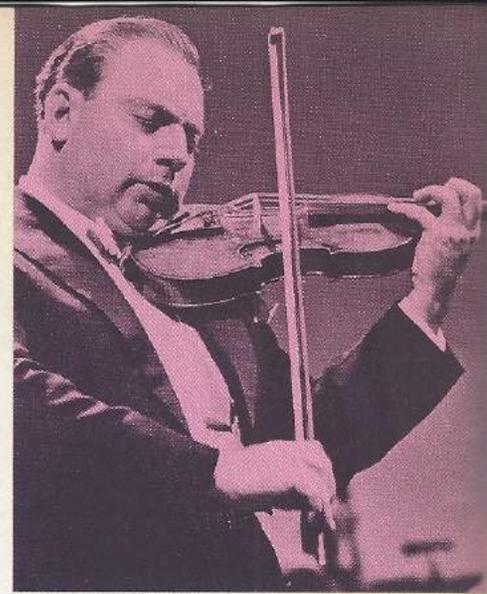




Royal Dancers of Thailand



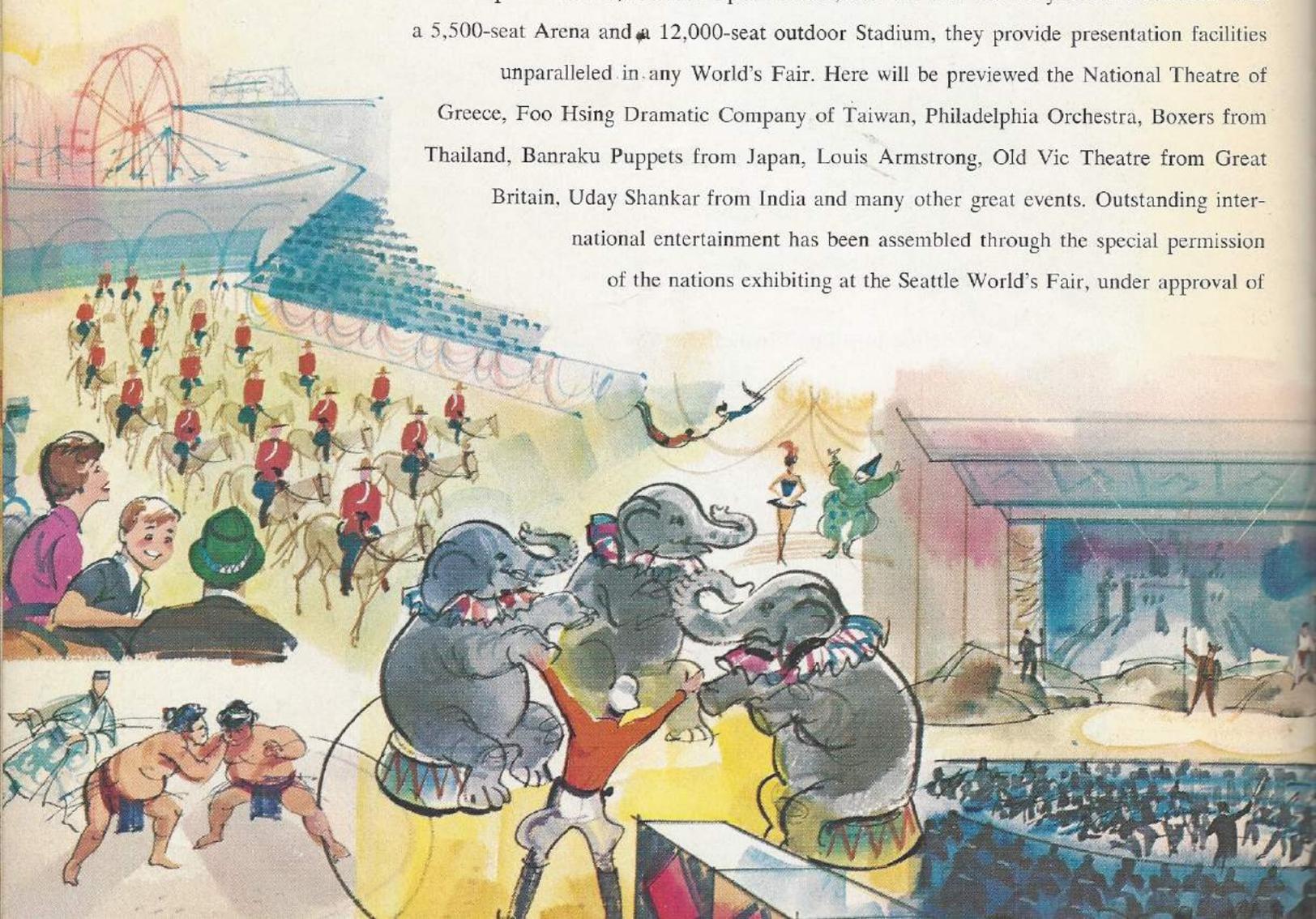
Foo Hsing Dramatic Company of Taiwan



World Famous Violinist Isaac Stern

The Performing Arts

Glittering entertainment ranging from international troupes never before seen in the United States to popular artists of tremendous appeal will be "on stage" in a continuous panorama of performing arts at the Seattle World's Fair. Two glamorous new theatres will be unveiled: the opulent new 3,100-seat Opera House, and the 800-seat Playhouse. Combined with a 5,500-seat Arena and a 12,000-seat outdoor Stadium, they provide presentation facilities unparalleled in any World's Fair. Here will be previewed the National Theatre of Greece, Foo Hsing Dramatic Company of Taiwan, Philadelphia Orchestra, Boxers from Thailand, Banraku Puppets from Japan, Louis Armstrong, Old Vic Theatre from Great Britain, Uday Shankar from India and many other great events. Outstanding international entertainment has been assembled through the special permission of the nations exhibiting at the Seattle World's Fair, under approval of





Actress Barbara Jefford in Shaw's "Saint Joan"



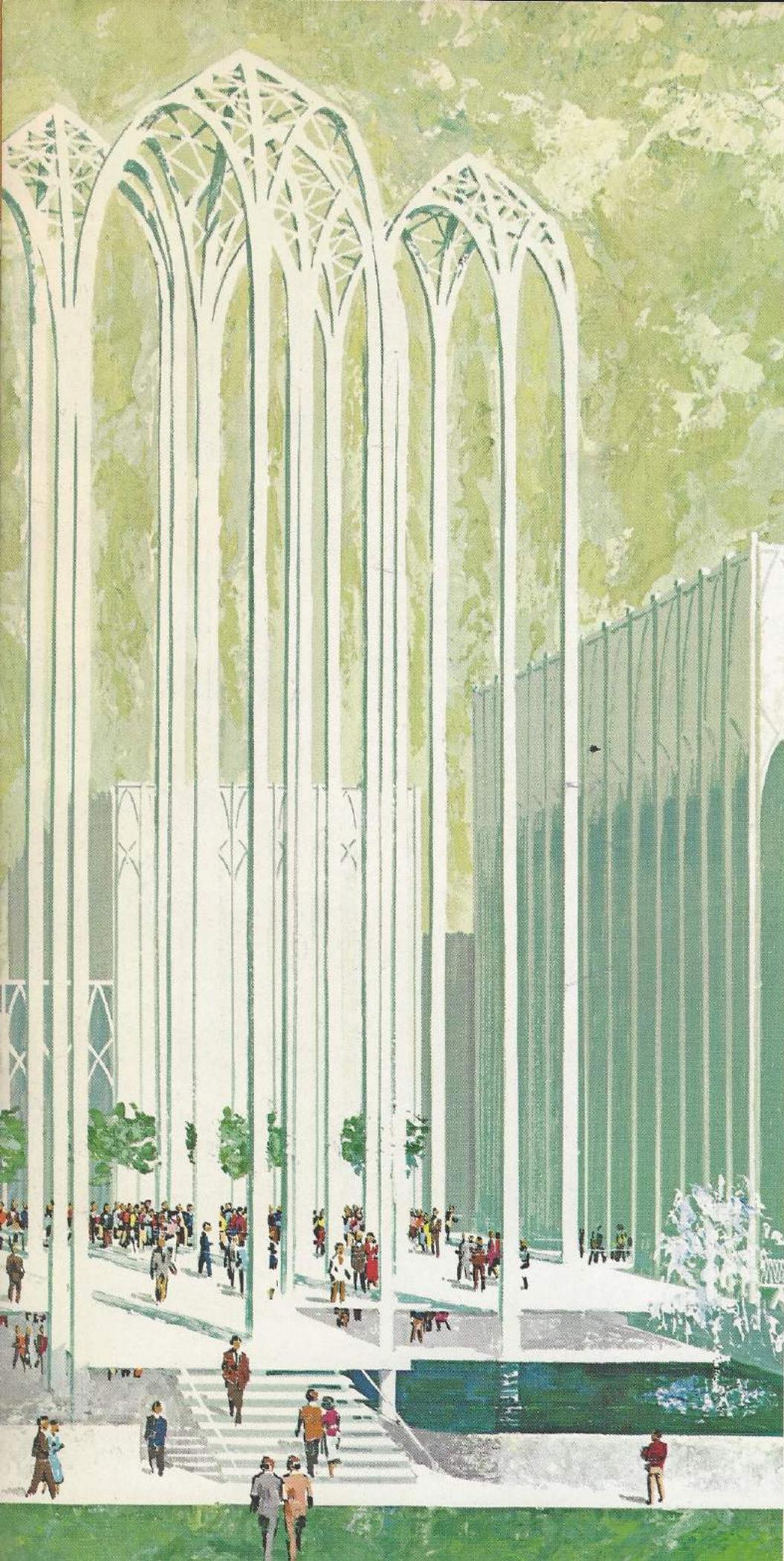
Old Vic Company Produces "Romeo and Juliet"



Colorful Ballet Folklorico of Mexico

the Bureau of International Expositions. Spectators will be treated to these and other attractions such as Ballet Folklorico of Mexico, in a setting of great significance to the Pacific Northwest. More than \$15,000,000 worth of entertainment will be offered for the six-month season, not only to draw the tourist-visitor, but also to be a landmark in the community-wide cultural programming. These fine theatres and the linking Fine Arts Pavilion, added to the tremendous Coliseum Century 21, will remain at the Seattle Center. In this \$40,000,000 complex, major conventions, performing and exhibiting arts and civic events will take place in future years. In the years ahead, citizens attending functions held in the Coliseum, or gathering in the sculpture-enhanced courtyards of the Playhouse, will be enriched by the event which brought this great Center to fruition: the Seattle World's Fair.





UNITED STATES SCIENCE PAVILION

Beneath five arching towers representing man's constant striving for knowledge of the universe will be presented the most significant scientific display ever assembled; a preview at the Seattle World's Fair.

It is the United States Government's Science Exhibit, a **\$9,000,000** program of participation including a giant six-building pavilion and unique exhibits dedicated to showing the peaceful uses of science.

Stepping out of the textbook into the techniques of showmanship will be the authentic story of the tremendous break-throughs in the barriers which now stand between man and his conquering of space, his control of weather, disease, and over-population of the world.

The **Boeing Spacearium**, one of five areas in the World of Science pavilion, will take visitors on a spectacular simulated flight through outer space. All that we know about Mars, Jupiter, and Venus will be depicted in glowing color as space objects, planets and bright stars pass by on all sides and overhead; a three-dimensional presentation accomplished by the first single-lens projection of this magnitude, giving 180-degree visibility.

Winging to Seattle in a few jet hours, thousands of world travelers will arrive in 1962, never before having seen the Pacific Northwest. They will be drawn by the magnetic appeal of the Seattle World's Fair, and they'll stay to enjoy the "welcome visitor" hospitality so traditional in this friendly, growing area. Countless more will drive into Washington State, traveling modern highways by auto and bus, enjoying its scenic areas by train.



Expo Lodging Service has been established by the hotel-motel industry to assure the comfort and convenience of these millions of guests. Registrations are being taken for accommodations ranging from the finest hotels, to trailer parks, public camp grounds and dormitories. There is no service fee, no minimum number of nights required, and a fair schedule of prices is guaranteed by members in Washington, Oregon and British Columbia.

FINE ARTS

Exquisite art treasures, assembled by top international museum directors, comprise the "never before, never again" Fine Arts Exhibit at the Seattle World's Fair.

Museum Masterpieces, among them the works of Renoir, El Greco, Rembrandt, Degas, Monet and Gauguin, have been collected for the exhibit by DR. WILLIAM MILLIKEN, Director Emeritus of the Cleveland Museum of Art. Seventy paintings and art objects were selected for this show, from permanent collections of top U. S. and Canadian museums.

Contemporary Art Since 1950 will be shown in two sections: SAM HUNTER, Director, Brandeis University Art Gallery, is coordinating the American-Canadian contemporary painting and sculpture exhibit.

WILLEM SANDBERG, Director of Amsterdam's Stedelijk Museum, is assembling international contemporary art.

Dramatic presentation of the works of art of the Northwest Coast Indian is being staged by DR. ERNA GUNTHER, Professor of Anthropology, University of Washington, and director of the Washington State Museum.



"Neopolitan Girl's Head" by Pierre Auguste Renoir, 1881, oil on canvas loaned by the Montreal Museum of Fine Arts (Adeline Van Horne bequest) Montreal, Quebec, Canada, 14 by 12 inches

Wood Carving of an Eagle, from the Top of a Staff, Northwest Coast Tlingit Indian collection at the University Museum, Philadelphia, Pennsylvania, 8 by 4½ inches

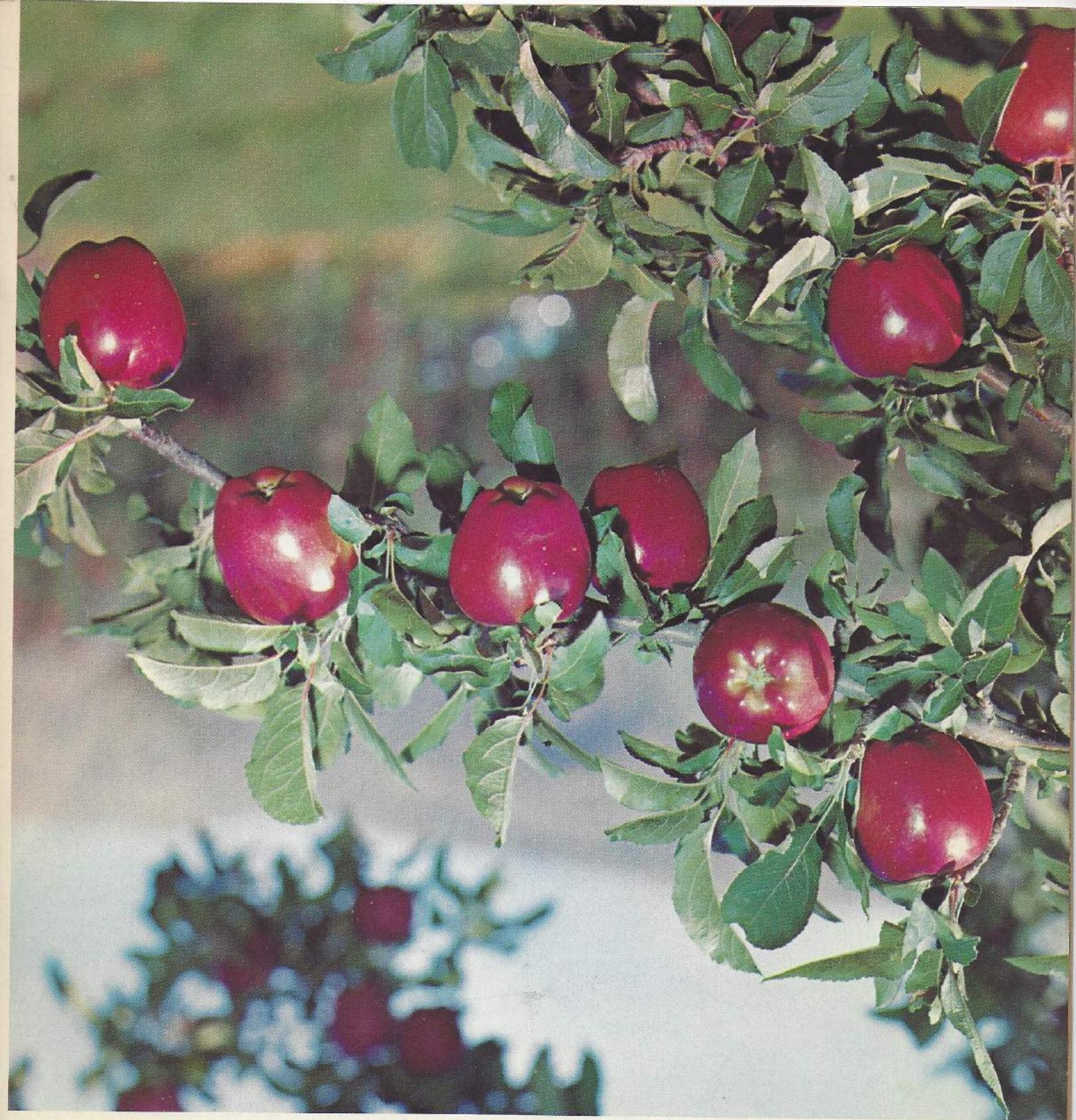


Only minutes away from the seaport city of Seattle are high mountain meadows in the Cascade Range, such as famed Paradise Valley on Mount Rainier.

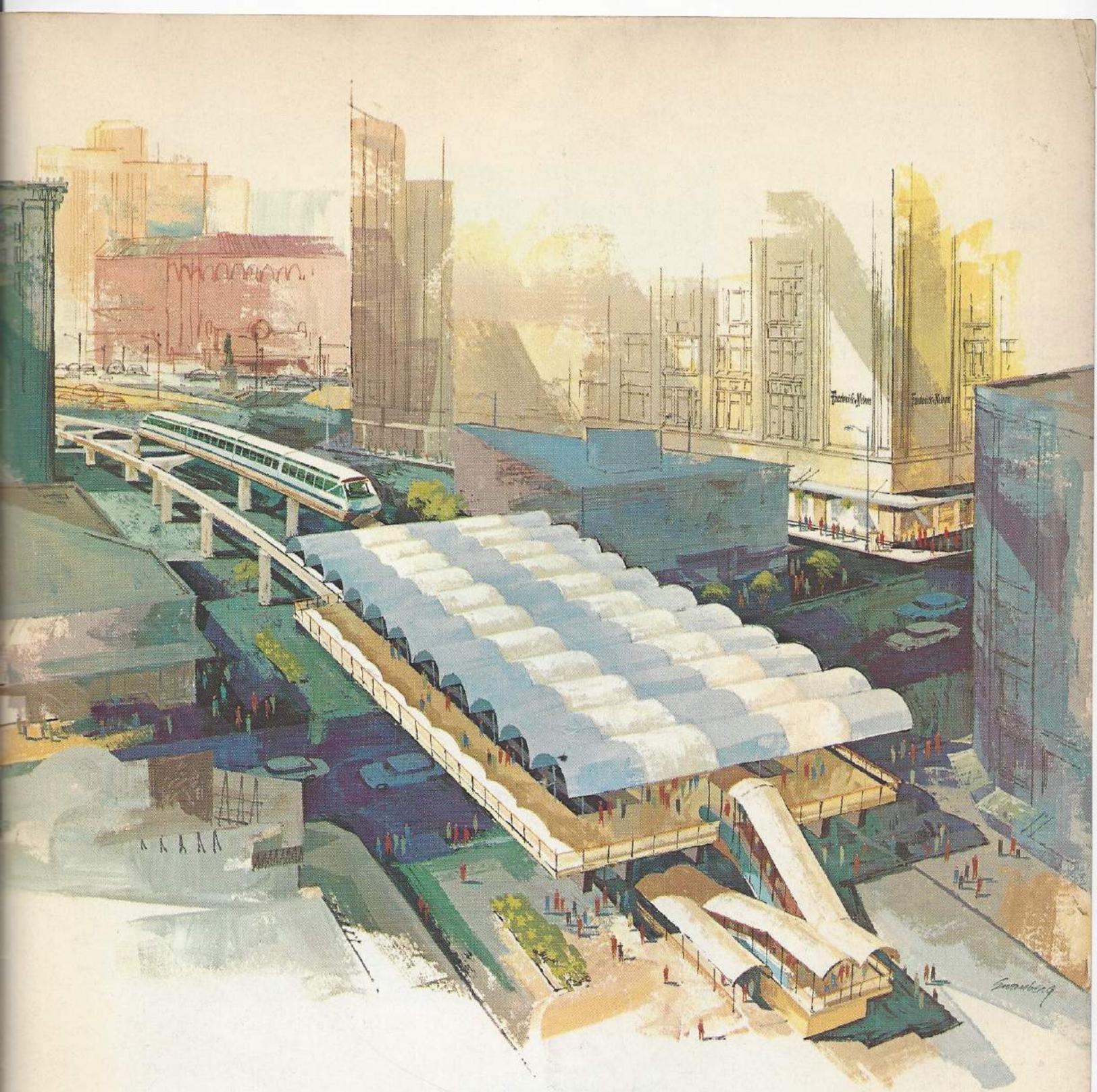
Thousands of sun-parched tourists flock yearly to the water wonderland of the Pacific Northwest. They dot the lakes with sailboats, fish for trout in mountain streams, camp in primitive Olympic National Park.

Salt-water fishermen charter boats to catch limits of salmon at Westport. Families "go aboard" for one-day excursions to Victoria, B. C., by steamer. And for a longer jaunt, tourists travel eastward to visit Grand Coulee Dam.

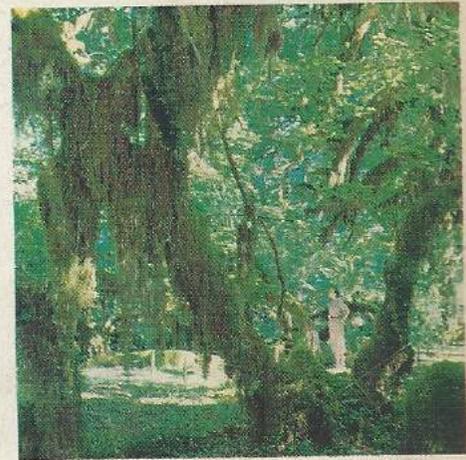
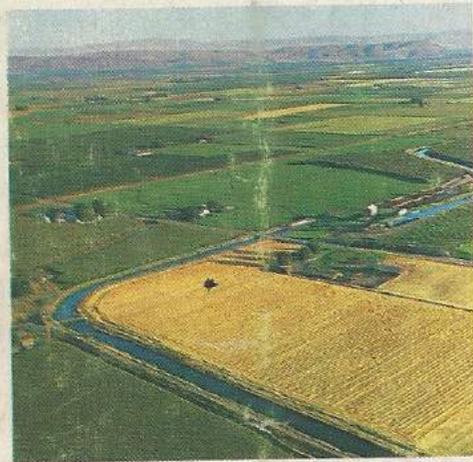
Washington's tourists make up the state's third largest "industry," and they come back year after year. Warm but mild summers; unspoiled natural areas of beach and forest; and good roads, parks and camps encourage their return.



Abundant agriculture combines with a great industrial base to provide Washington with unlimited possibilities for development. Glistening apples here are shown ready for the harvest. This is one of the nation's largest apple crops and but one of the vast resources steadily growing with the progressive leadership of Pacific Northwest industry.

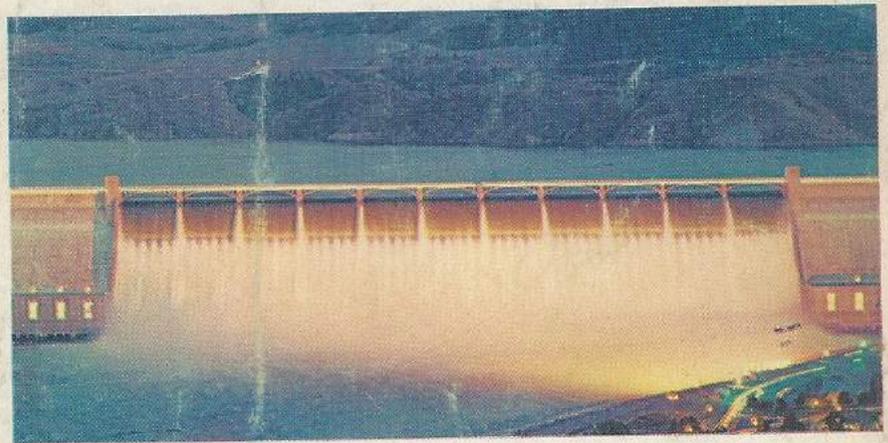


In the heart of the City of Seattle, visitors to the World's Fair will disembark from the Monorail, ready to sample the metropolitan shops, fine restaurants and leading department stores. They have come from the fair's "fun for all ages" Gayway; probably taken "one last ride" among the dozen-and-a-half which range from a German Rotor "barrel of fun" to a miniature Le Mans sports car race and a replica of a bobsled ride down an icy mountain. Sophisticated pleasures are in store for them in the cosmopolitan city of Seattle. Their hotels are accustomed to catering to travelers from five continents. Paris creations, as well as inexpensive souvenirs, are for sale in the fine stores around the Westlake Mall. For dining out and a taste of night life, Seattle provides top-rated cuisine. Many restaurants offer a choice of panoramic views of the lakes, Puget Sound or the city. In the International section, the visitors may dine on traditional Japanese style Sukiyaki. They will find a choice of Chinese or Polynesian dishes, Italian menus, or superb seafood served in waterfront settings. Music, bright lights—all the city pleasures are waiting.



WASHINGTON IS A
WONDERFUL STATE...

*Its charm, beauty
and riches spell out
a new Western Way of life*



...SEE IT ALL WHILE YOU'RE HERE!