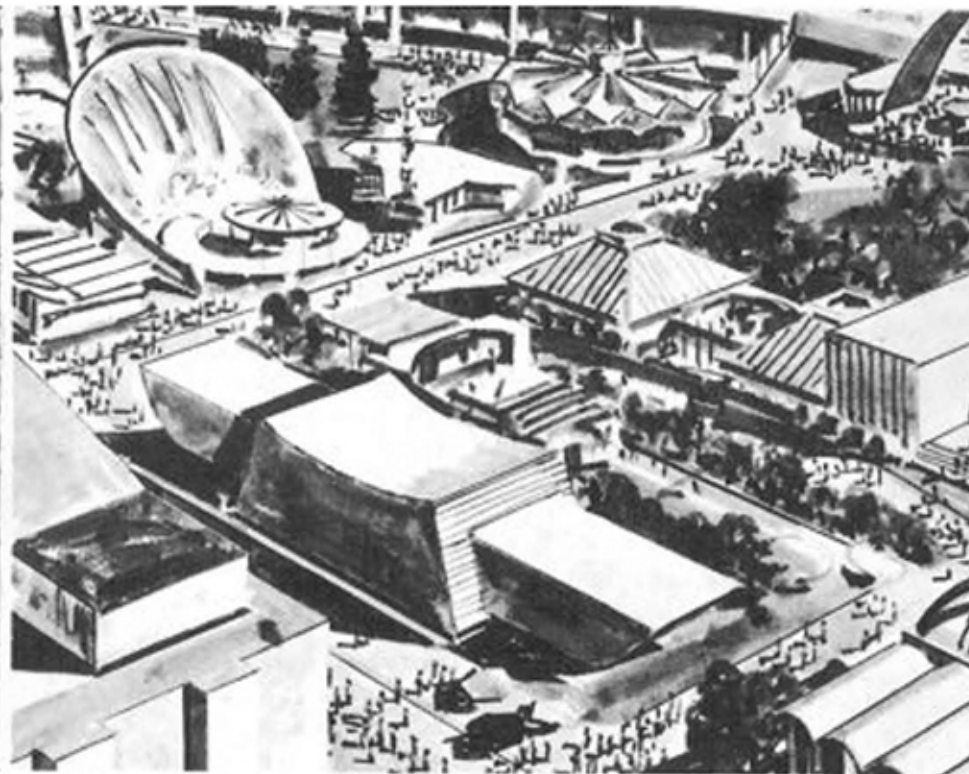




WORLD OF
COMMERCE
& INDUSTRY



DOMESTIC AND FOREIGN INDUSTRY

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

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

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

The domestic commerce and industry exhibits vary greatly in

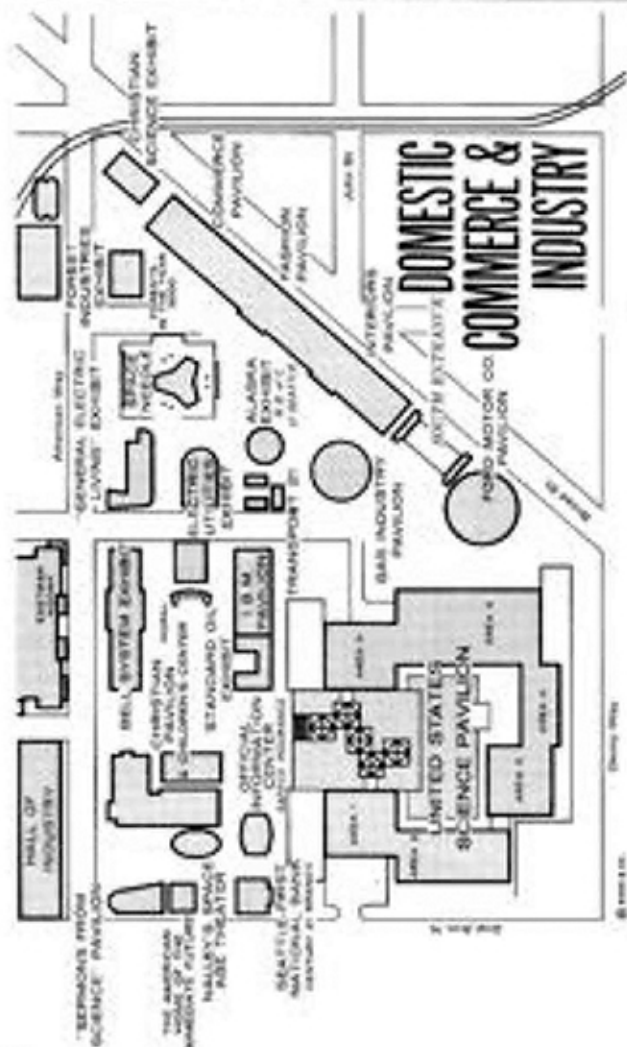
style and content.

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

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

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

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



Enjoy Soft Ice Cream

Now And In The Future

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

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



Sweden Freezer Manufacturing Co.

COME SEE US AT THE FOOD CIRCUS

FORD MOTOR COMPANY PAVILION

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

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

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

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

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

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

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

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

AMERICAN GAS ASSOCIATION PAVILION

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

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

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

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

INTERIORS, FASHION AND COMMERCE PAVILION

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

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

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

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

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

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

The shows are presented daily at 2, 4, 6 and 8 p.m. Frequent special events and personal appearances occur as a part of the

continuing entertainment.

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

Participating with displays in this exhibit area are the California and Hawaii Sugar Company, Hammond Industries, the Encyclopaedia Britannica, the New York World's Fair, the Mobil Oil Company, the American Dental Association, the Salvation Army, the Great Southwest Land Co., Cape Coral Co., Monte-Copter, Inc., the Central Association and the Seattle Area Industrial Council.

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

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

STATE OF ALASKA PAVILION

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

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

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

sloping floor looking down on a relief map of Alaska.

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

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

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

DOUGLAS FIR PLYWOOD PAVILION

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

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

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

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

TRANSPORT 21 PAVILION

Transport 21, on Boulevard 21, is sponsored by four transcontinental railways serving Seattle and the Pacific Northwest. Its topic is the mid-21st century, when high-speed, electronically-controlled diversified rail transport will be poised to both population growth and expanded industrial production.

The exhibit has three structures, each housing a separate developmental stage of rail transport—the present, the last decades of the 20th century, and the age beyond the year 2000.

In the first exhibit building, displays describe the immediate future in freight and passenger equipment on modern railroads. The highlight in this building is an audience participation demonstration of the use of electronics in today's freight car switching yards. Visitors learn how electronic switching speeds the sorting of freight cars to make trains, which then "take" them to thousands of different destinations across the land.

The second structure is devoted to high-speed intercity rail transport of the future. The top attraction here is an operating model

of the "Levatrain," presented through the cooperation of the Ford Motor Company. The "Levatrain" is a wheel-less vehicle capable of carrying freight and passengers at speeds of from 200 to 500 miles an hour. It slides on a cushion of air provided by turbo-compressors. The train is moved by turbo-fan engines and it glides over special rail surfaces. Other displays describe methods that may be used in the future to move vast numbers of people from one place to another, quickly, economically and safely.

The third exhibit structure presents transportation of the space age. A full-size model of a predicted passenger capsule is featured. The display describes how passengers will enter the capsule and travel rapidly to a far distant point. The role surface transport will play in perfecting the better life of the space age through scientific developments is dramatized in another display.

The four sponsoring railroad companies are Great Northern, Northern Pacific, the Milwaukee Road and Union Pacific. Many railroad supply firms cooperated in the preparation of the exhibit.



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Ride rested, relaxed... in stretch-out, move-about comfort. Enjoy the "greatest meals on wheels". See America's greatest scenery from Great Dome seats on Great Northern's incomparable

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SEE RAILWAY EXHIBIT AT CENTURY 21 WORLD'S FAIR

ELECTRIC POWER PAVILION

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

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

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

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

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

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

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

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

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

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

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



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

POWER FOR TOMORROW

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

ELECTRIC UTILITIES OF WASHINGTON

Visit a dam while you're in Washington

GENERAL ELECTRIC COMPANY PAVILION

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

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

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

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

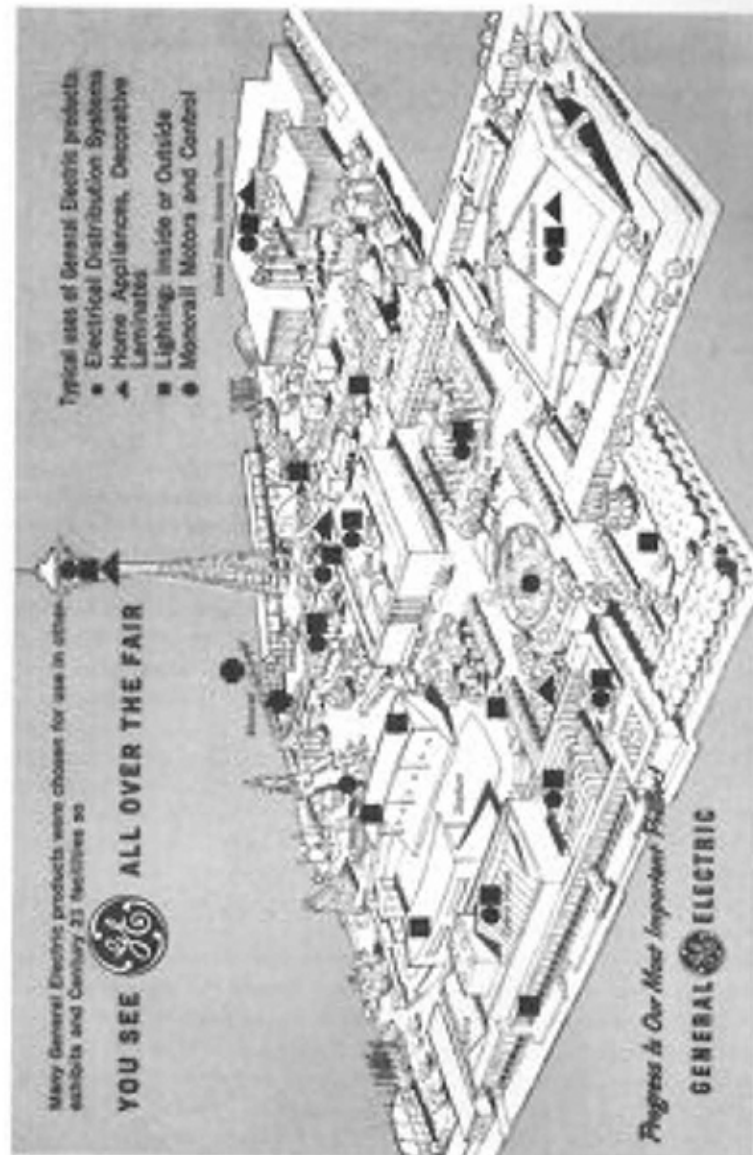
electric sink, electronic bakery drawer, clothes-conditioning closet, and the home computer for record-keeping, shopping and check writing.

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

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

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

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



CHRISTIAN SCIENCE PAVILION

The white-columned building at the east end of the Interiors, Fashion and Commerce Pavilion is the Christian Science Pavilion, sponsored by Churches of Christ, Scientist, in Washington. The exhibit contains a variety of audio-visual and electronic displays illustrating different activities of the world-wide religion. One section depicts present-day application of the "spiritual science dem-

onstrated by Christ in the healing of sickness and sin," according to the teachings of Christian Science. Another shows the international scope of the Christian Science Monitor, an international daily newspaper. It features news reports telephoned to the exhibit periodically by Monitor correspondents stationed in distant parts of the world. Their reports are recorded and replayed.

FOREST PRODUCTS PAVILION

The Forest Products Industry Pavilion on American Way is an all-wood 115-seat theater featuring a 12-minute film entitled "A Tale of Two Planets." The building site is surrounded by a wide variety of coniferous trees, including Douglas fir, Western red cedar, Sitka spruce, West Coast hemlock and others.

The entrance walls have photo murals showing phases of wood production, from the natural state to the finished product.

The wide-screen color film combines live actors and on-location industrial shots to point out the contrast between a Martian-like society, where wood is unknown, and our own society, with its more than 6,000 forms of forest products. The movie emphasizes the

continuing development of forest industries and describes how they will meet the needs of a constantly growing population through research and application.

The Forest Products Pavilion is sponsored by 26 member companies of the forest industry.

Two forest-interest groups, the Keep Washington Green Association and the Society of American Foresters, coordinate their presentations with that of the forest products industry.

The Keep Washington Green Association presents its message between film showings. Island displays around the theater perimeter from the Society of American Foresters exhibit, which tells the story of future forest land management.

THE CENTURY 21 CLUB

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

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

a sheet of paper may
contain a new world



UNITED STATES FOREST SERVICE, WASHINGTON, D.C. 20250

INTERNATIONAL BUSINESS MACHINES PAVILION

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

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

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

Flanking the central garden are the upper and lower gardens.

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

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

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

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

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

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



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

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

STANDARD OIL PAVILION

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

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

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

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

THE HORIUCHI MURAL

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

duce more crops.

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

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

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

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

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



INVITATION TO THE FUTURE

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

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

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

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

planning ahead to serve you better

STANDARD OIL COMPANY OF CALIFORNIA

BELL SYSTEM PAVILION

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

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

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

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

EASTMAN KODAK PAVILION

At the Eastman Kodak Pavilion, on American Way across from the Bell System Pavilion, camera and film technicians operate a photography information service.

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

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

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

The technicians assist visitors with special problems they may have with cameras and offer advice on the use of cameras and film. In addition, there are displays of photography.



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NALLEY'S PAVILION

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

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

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

distribution to the consumer.

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

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

AMERICAN HOME OF THE IMMEDIATE FUTURE

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

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

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

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

Visit Nalley's Unique Space Age Theatre



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

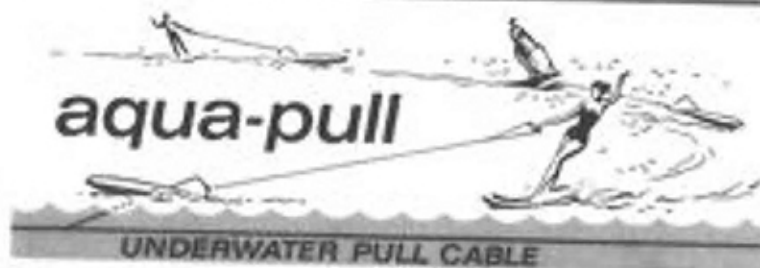
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Enjoy the latest development in water sports—5 to 6 motorless, noiseless fast-boats propelled by underwater cables—for low-cost enjoyment of water-skiing. Made in Switzerland. Patented installation. Now, for the first time in the United States, on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

Swiss Factory:

Willy Buhler

Berne, Switzerland

aqua pull

U. S. Representative:

Fred A. Picard

Sun Valley, Idaho

GENERAL INSURANCE COMPANY INFORMATION CENTER

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

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

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

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

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

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

SEATTLE FIRST NATIONAL BANK

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

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

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

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

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

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

CHRISTIAN WITNESS PAVILION

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

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

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

MOODY INSTITUTE PAVILION

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

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



CHRISTIAN PAVILION

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

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

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

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



THE HALL OF INDUSTRY

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

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

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

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

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

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

(Continued)

SPEAKING OF THINGS MODERN...TRY

H-A Hair Arranger



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

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

NORTHWEST AIRLINES EXHIBIT

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

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

table in front of him.

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

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



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

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

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

NORTHWEST *Orient* AIRLINES

Don't miss the Northwest Orient Airlines exhibit at the Commerce & Industry Building (1937)

GOVERNMENT OF BRAZIL PAVILION

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

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

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

UNITED ARAB REPUBLIC PAVILION

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

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

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

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

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

patterns have altered radically.

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

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

THE DUPEN FOUNTAIN

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

man and the conquest of space.

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



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

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EUROPEAN COMMUNITIES PAVILION

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

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

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

nishings for the entrance hall.

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

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

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

GOVERNMENT OF JAPAN PAVILION

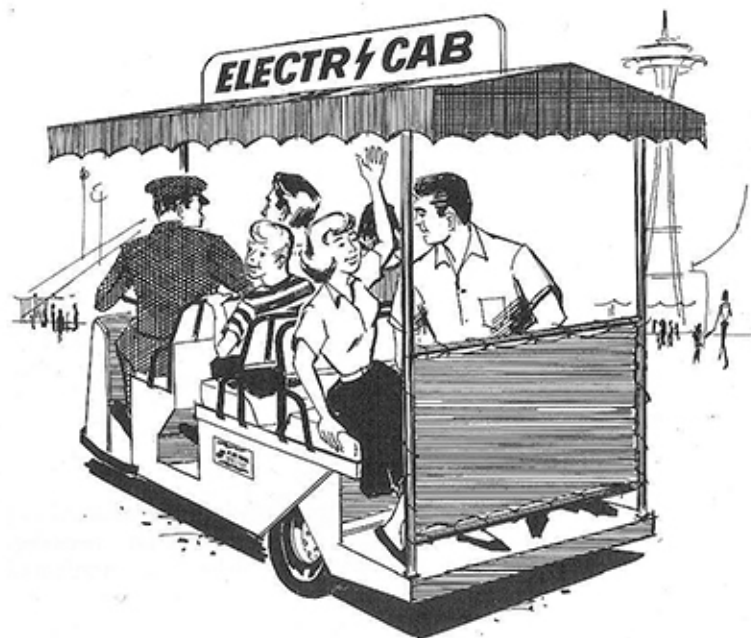
Three faces of Japan are presented to the visitor in the Japanese Pavilion on the International Plaza: traditional cultural patterns, folk arts and crafts and modern industrial progress.

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

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

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

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



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GOVERNMENT OF MEXICO PAVILION

The Mexican Pavilion is on the north side of the International Plaza. Entry is from the terrace above the DuPen Fountain, or from the adjoining Canadian Pavilion.

Its aim is to show the advancement of Mexico in social, economic and cultural fields.

The exhibit portrays Mexico's desire to actively participate in the community of nations.

In the various sections of the

exhibit, the visitors see a people in the process of economic development.

In the historical section, special attention has been given to the humanistic character of the Mexican people.

The exhibit shows that the real measure of scientific progress in a country is the way in which such progress improves man, as an individual as much as a collective being.

GOVERNMENT OF CANADA PAVILION

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

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

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

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

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

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

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



Berlin
keystone
of Germany



Berlin
keystone
of freedom

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

International area building 3 northwest end of skyride

GOVERNMENT OF DENMARK PAVILION

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

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

At the end of the pavilion is

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

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

GOVERNMENT OF SWEDEN PAVILION

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

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

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

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

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

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

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

UNITED NATIONS PAVILION

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

PEACE CORPS PAVILION

The first public presentation of the work done by the United States Peace Corps is in the pa-

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

vilion on the International Mall. The exhibit is a portrayal of Peace Corps activities overseas.

CITY OF BERLIN PAVILION

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

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

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

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

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

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The Key to Sweden

GOVERNMENT OF THE PHILIPPINES PAVILION

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

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

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

The Land shows the geographi-

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

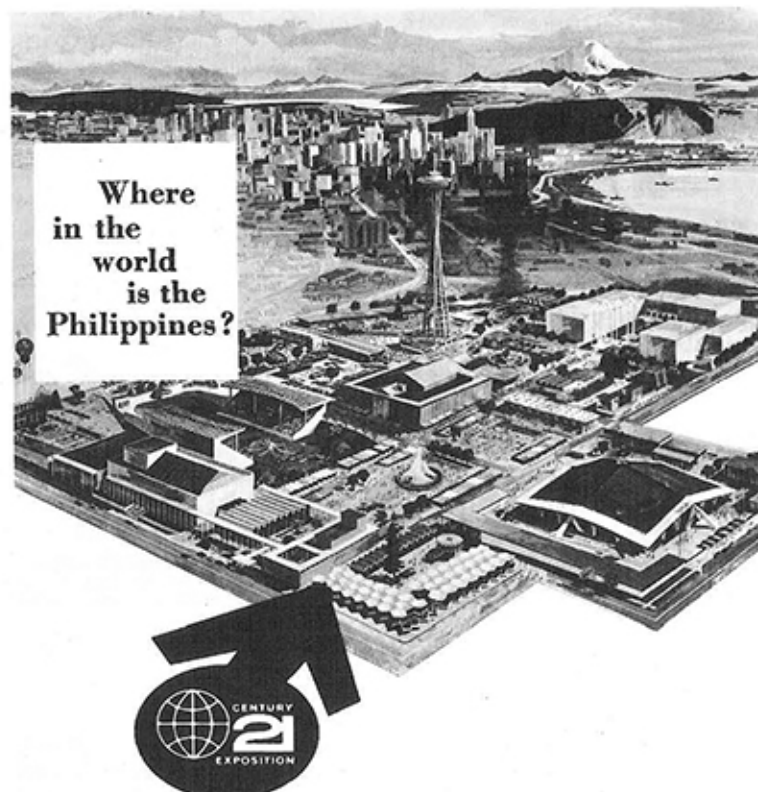
The People shows who the Filipinos are, their racial origins, what they look like, wear and speak, and their historical relations with other people of the world.

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

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

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

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



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

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

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

REPUBLIC OF THE PHILIPPINES (Since 1946)

GOVERNMENT OF THAILAND PAVILION

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

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

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

furniture has been placed for visitors' convenience.

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

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

GOVERNMENT OF INDIA PAVILION

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

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

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

To the left of the entrance are

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

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

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



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AFRICAN NATIONS PAVILION

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

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

GOVERNMENT OF SAN MARINO PAVILION

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

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

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

the United States.

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

REPUBLIC OF KOREA PAVILION

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

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

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

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

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