

CENTURY 21 EXPOSITION, INC.  
200 Civic Auditorium  
Seattle 9, Washington

June 4, 1959

To: Mr. Frances D. Miller  
U. S. Deputy Commissioner for  
Century 21 Exposition

From: Ewen C. Dingwall, Director

Subject: Exhibit Policy

The following are decisions of the Executive Committee with respect to the series of questions which you presented to us on your recent visit to Seattle:

1. Question: When will specific information be available as to the cost and types of exhibit participation available to national and international participants?

Answer: General regulations controlling participation in each of the several major areas of the site will be completed and published by August 1, 1961. Detailed rules will be published shortly thereafter.

2. Question: What type of participation will be allowed immediately adjacent to the Federal Building?

Explanation: At the President's request the primary consideration in federal participation in the Exposition is the avoidance of undue competition among nations; i.e., United States Pavilion versus Russian Pavilion at Brussels. Consequently, although the theme of the Federal Pavilion will be International Science, there will be no national scientific exhibits, as such, in the Pavilion.

Answer: The exhibitors immediately adjacent to the Federal Pavilion will be limited to U. S. industry and commerce organizations whose exhibits are related as closely as possible to the contents of the Federal Pavilion.

3. Question: What will be the admission fee to the Exposition grounds?

Answer: Present plans call for the basic admission charge to be between \$1.50 and \$1.90 for adults. Childrens admission, under 12, will be approximately 50% of the adult charge.

4. Question: What will be the hours of operation of the Exposition?

Answer: Exhibit Pavilions. Tentative operational hours of the exhibit pavilions will be from 12:00 noon to 9:00 p.m. These hours represent a minimum

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operational period to allow the major exhibit pavilions, who wish to operate on a one-shift basis, to do so. (Exhibitors can operate from 10:30 a.m. to 12:00 p.m. if they prefer).

Concessions. The operational period of concessions will be from 10:30 a.m. to 12:00 midnight. This again is a minimum operating schedule. The 12:00 midnight closing is not mandatory, and those concessioners who wish to operate beyond this time period may do so.

5. Question: Will any free exhibit space be given to foreign nations?
- Answer: Space in the Coliseum of Nations will be provided at no charge. Exhibitors invited to participate in the Coliseum will finance the design, construction, installation, and servicing of their exhibits. All other exhibit area will be leased in the normal manner.
6. Question: What will be the use of the National Guard Armory during the Exposition?
- Answer: The Armory will be leased by Century 21, Inc., from the National Guard for the entire period of the Exposition. It will provide 60,000 sq. ft. of leasable exhibit space devoted to the broad category of U. S. industry and commerce. Exhibit area will be leased only for the two full six-months operational periods of the Exposition; i.e., during the intervening winter the Armory will be completely open for its normal use of housing limited-run trade shows.
7. Question: What are the opening and closing dates of the Exposition?
- Answer: Present plans call for full-scale operation of the Exposition between the following dates:
- May 10 to November 12, 1961  
April 21 to October 21, 1962
- In the intervening period (November to April) there will be a schedule of special events on the site. In addition, it is probable that some exhibits, especially those constituting actual research projects, and some concessions will remain open to the public as well.
8. Question: Who will be responsible for international promotion and advertising?
- Answer: Century 21 Exposition, Inc., has assumed responsibility for national and international sales, public relations, promotional and advertising campaigns.
9. Question: How many existing hotel and motel units are available in the greater Seattle area?
- Answer: The following number of accommodations include those units which exist now and will exist in 1961 under normal development.

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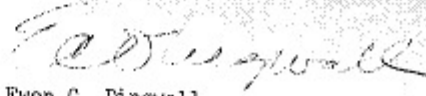
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1. Hotels: 8,235 units, which will accommodate 20,588 people.
2. Motels: 5,196 units, which will accommodate 15,588 people per day.
3. Apartment units converted for transient use: 900 units, which will accommodate 2,250 people a day.
4. Other existing sources (private homes, trailer parks, military installations, ships, yachts, pullman cars): 3600 units, which will accommodate 7,250 people per day.

The total sleeping accommodations per day will amount to 45,676. The greater Seattle region by 1961 will have more existing hotel, motel, and other accommodations than were developed for the World Fair in Brussels in 1958. A non-profit corporation is now being established to plan, direct, and operate the entire housing program for Century 21.

The attached memorandum addressed to Senators Magnuson and Jackson contains additional data, on various phases of our program, which may be of interest.

  
Ewen C. Dingwall  
Director

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Attachment