

Pauline Brunner Collection on the Century 21 Exposition, 1961-1982

Overview of the Collection

Creator	Brunner, Pauline
Title	Pauline Brunner Collection on the Century 21 Exposition
Dates	1961-1982 (inclusive) 1961 1982
Quantity	3 boxes and 4 scrapbooks, (5.5 cubic feet)
Collection Number	1984.94
Summary	Materials documenting the Seattle World's Fair (Century 21 Exposition)
Repository	Museum of History & Industry, Sophie Frye Bass Library Sophie Frye Bass Library Museum of History & Industry P.O. Box 80816 Seattle, WA 98108 Telephone: 206-324-1126 Fax: 206-780-1533 library@mohai.org
Access Restrictions	The collection is open to the public by appointment.
Languages	English.

Biographical Note

Pauline Brunner (born Pauline Dee Luce, also called Paula) was a Seattle area teenager when the Century 21 Exposition opened in 1962. The following year, at age 15, she constructed four large scrapbooks with an extensive collection of memorabilia that documents the Seattle World's Fair.

Content Description

The collection consists of hand-made scrapbooks, exhibit brochures, newspapers, fair schedules, pamphlets and other memorabilia documenting the Century 21 Exposition (Seattle World's Fair.) The four scrapbooks contain photographs, tickets, postcards, and other souvenirs, as well as an extensive collection of local newspaper clippings that cover the fair from the planning and construction stages to the closing on October 21, 1962.

Historical Background

In the early 1960's, thrilled Seattle residents watched in fascination as their city was transformed in preparation for the opening of the Century 21 Exposition on April 21, 1962. Excited news stories and dramatic photographs of construction projects dominated the local press, becoming visible assets

for marketing the relatively unknown city of Seattle to the rest of the country. More celebrities and dignitaries than Seattle had ever seen traveled to the Northwest to promote and attend the fair. When the gates opened at last, the throngs included thousands of proud local residents eager to see the exhibits, ride the Monorail and view their city from the top of the Space Needle.

Use of the Collection

Restrictions on Use

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Preferred Citation

Pauline Brunner Collection on the Century 21 Exposition, Museum of History & Industry, Seattle

Administrative Information

Arrangement

Arranged in 4 series:

- Scrapbooks, 1962
- Century 21 exhibit brochures, fliers and booklets, 1962
- Century 21 press coverage, 1961-1982
- Miscellaneous

Location of Collection

2a.3.8 (Boxes 1 and 2)

Location of Collection

12a.4.25 (Box 3)

Location of Collection

12a.4.22-23 (Scrapbooks)

Acquisition Information

Gift of Pauline Brunner; received in August 1984.

Detailed Description of the Collection

Scrapbooks, 1961-1962

4 scrapbooks each 16 x 20 inches

Varnished wood, metal-hinged scrapbooks, each hand painted on the cover in green lettering with title of scrapbook.

Description	Dates
<p>1984.94.26: "Century 21 Under Construction #1" 66 pages The first page of the scrapbook contains an inscription from Joseph P. Gandy to Miss Pauline Luce, dated August 31, 1962, complimenting her dedication and effort in compiling a detailed record of the Seattle World's Fair and suggesting she donate the scrapbooks to the Seattle Historical and Industrial Museum. This scrapbook consists primarily of <i>Seattle Times</i> and <i>Seattle Post-Intelligencer</i> articles arranged in chronological order. Newspaper photographs and articles document the early phases of construction projects including the Space Needle, Monorail and Washington Sate Coliseum. Other local news articles relate to World's Fair development, planning, marketing and scheduling.</p>	1961 October - 1962 March
<p>1984.94.27: "Century 21 Under Construction #2" 65 pages This scrapbook contains <i>Seattle Times</i> and <i>Seattle Post-Intelligencer</i> articles arranged in chronological order documenting the final construction phase of various projects. Articles and photographs also document celebrity and dignitary visits to Seattle in advance of the fair, as well as descriptions of planned exhibits, entertainments and promotional events.</p>	1962 March - April
<p>1984.94.28: "Century 21 #1" 73 pages The first pages of the scrapbook contain color and black and white photographs of a family visit to the fair, ticket packets for general admission and Gayway amusement rides, exhibit brochures, various small paper souvenirs and entertainment programs. The remainder of the scrapbook contains <i>Seattle Times</i> and <i>Seattle Post-Intelligencer</i> newspaper articles in chronological order documenting local news related to the fair, including special events, exhibits and celebrity visits.</p>	1962 April - July
<p>1984.94.29: "Century 21 #2" 64 pages Folded graph paper chart is attached to the inside front cover and titled: Attendance at the Seattle World's Fair, Pauline Luce. A bar chart is hand drawn in pencil and shows attendance numbers for each day of the fair, with notations. The first pages of the scrapbook contain exhibit brochures, a placemat, tickets, booklets, souvenirs and fliers. The first page contains a small photo booth snapshot of two girls with the caption "Seattle World's Fair." The remainder of the scrapbook contains <i>Seattle Times</i> and <i>Seattle Post-</i></p>	1962 July - December

Description	Dates
<i>Intelligencer</i> newspaper articles in chronological order documenting events at the fair and other news of local interest relating to the fair after closing.	

Century 21 exhibit brochures, fliers and booklets, 1962

Container(s)	Description	Dates
Box/Folder		
1/1	1984.94.2: Arizona tourist and real estate information 11 items brochures and booklets	1962
1/2	1984.94.3: Peace Corps information 6 items brochures	1962
1/3	1984.94.4: Cancer research, smoking facts, dentistry career information 10 items brochures and booklets	1962
1/4	1984.94.5: United Nations, Palestinians, UNICEF and UNESCO 10 items brochures	1962
1/5	1984.94.6: Tourist information on Disneyland, Missouri, Florida, Oregon 7 items brochures and booklets	1962
1/6	1984.94.7: World's Fair and Northwest travel information 16 items brochures, articles, maps and booklets	1962
1/7	1984.94.8: India Pavilion 2 items Booklets Includes Exhibitor's List	1962
1/8	1984.94.9: Brazil exhibit 9 items brochures and booklets	1962
1/9	1984.94.10: Mexico exhibit	1962

Container(s)	Description	Dates
	4 items brochures Includes New York Times supplement on business and travel in Mexico	
1/10	1984.94.11: Denmark exhibit 2 items brochures	1962
1/11	1984.94.12: Great Britain exhibit 3 items brochures	1962
1/12	1984.94.13: IBM exhibit 4 items brochures Includes computer line printing example.	1962
1/13	1984.94.14: Christian Witness Pavilion 3 items brochures	1962
1/14	1984.94.15: Japanese Pavilion 3 items brochures Includes brochure on U.S. Naugahyde	1962
1/15	1984.94.16: European Community Common Market 3 items brochures and booklets	1962
1/16	1984.94.17: Berlin exhibit 2 items brochures Includes folded map.	1962
1/17	1984.94.18: Canada exhibit 2 items brochures	1962
1/18	1984.94.19: Alaska exhibit 3 items brochures	1962
1/19	1984.94.20: France, United Arab Republic, Taiwan, Korea 4 items	1962

Container(s)	Description	Dates
	brochures	
1/20	1984.94.21: Products, services and companies exhibited at Century 21 Exposition 26 items brochures	1962

Century 21 press coverage , 1961-1982

Container(s)	Description	Dates
Box		
2	1984.94.1: Newspaper articles, magazines, and special issues commemorating the Century 21 Exposition 11 items	1972-1982
2	1984.94.23: Calendars of Events 31 items <i>Seattle Times</i> and <i>Seattle Post-Intelligencer</i> weekly supplements	1962
3	1984.94.24: <i>Seattle Times</i> World's Fair Souvenir Edition 2 copies	1962 April 8
3	1984.94.25: <i>Seattle Post-Intelligencer</i> World's Fair Special Edition 2 copies	1962 March 25

Miscellaneous

Container(s)	Description	Dates
Box/Folder		
1/21	1984.94.22a: Official Guide Book, Seattle World's Fair 91 pages	1962
1/21	1984.94.22b: Postcard 2 postcards Two postcards showing the Space Needle, one showing aerial view of fair grounds	1962

Container(s)	Description	Dates
1/21	1984.94.22c: Adult admission ticket for Expo 74 World's Fair, Spokane The Expo took place May 4 through November 3, 1974	1974
1/21	1984.94.22d: Coaster with Century 21 logo and illustration of fairgrounds	1962

Names and Subjects

Subject Terms :

Century 21 Exposition (1962 : Seattle, Wash.)
Exhibitions--Washington (State)--Seattle
Fairs--Washington (State)--Seattle

Geographical Names :

United States--Washington (State)--Seattle

Form or Genre Terms :

Ephemera
Souvenirs
Leaflets
Newspapers
Pamphlets
Photographic postcards
Scrapbooks
Tickets

Finding aid prepared by Sue Terrible
2011



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