

# Robert D. Ashley Century 21 Collection, 1960-1963

## Overview of the Collection

<b>Creator</b>	Ashley, Robert D., 1924-1987
<b>Title</b>	Robert D. Ashley Century 21 Collection
<b>Dates</b>	1960-1963 (inclusive) 1960 1962
<b>Quantity</b>	6 boxes plus oversize materials, (2 cubic feet)
<b>Collection Number</b>	1987.59 (acession)
<b>Summary</b>	The collection contains a variety of published materials and other types of media that document the 1962 Seattle World's Fair (Century 21 Exposition)
<b>Repository</b>	<a href="#">Museum of History &amp; Industry, Sophie Frye Bass Library</a> Sophie Frye Bass Library Museum of History & Industry P.O. Box 80816 Seattle, WA 98108 Telephone: 206-324-1126 Fax: 206-780-1533 <a href="mailto:library@mohai.org">library@mohai.org</a>
<b>Access Restrictions</b>	The collection is open to the public by appointment.
<b>Languages</b>	English.
<b>Sponsor</b>	Funding for encoding this finding aid was provided through a grant awarded by the National Endowment for the Humanities.

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## Biographical Note

Robert D. Ashley (1924-1987) was born in Hudson, Massachusetts and received degrees in business administration and law from Boston University. He was admitted to the Washington State Bar in 1953, and was a practicing attorney for 34 years. His legal practice emphasized probate, environmental and historic preservation issues as well as representing senior citizens and disabled persons. He was Assistant State Attorney General, Trial Examiner for the State Public Utilities and Transportation Commission, Snohomish County Deputy Prosecutor, and the Director of the Bar Association's King County Legal Services Department.

As an organizer of the Friends of the Pike Place Market, Robert Ashley was instrumental in preserving the market. He was a founding member of the Northwest Seaport Association, and led preservation efforts for the Wawona and the steam ferry San Mateo. He was associated with numerous community organizations including the Seattle Landmarks Preservation Board, Allied Arts of Seattle, The Seattle Art Museum, Seattle Credit Consumer Counseling Service and the Historical Society of Seattle and King County. Robert Ashley served as Legal Advisor for the 1962 Seattle World's Fair.

## Content Description

The collection contains a variety of published materials and other types of media that document the 1962 Seattle World's Fair (Century 21 Exposition). The items were acquired by Robert Ashley while he served as Legal Advisor to the Fair, and donated to the Library by his son Eli D. Ashley in July 1987. The collection is organized by format, and includes print materials, photographs, posters, slides, sound recordings and film.

The wide variety of print materials provides extensive background information about the Fair. Public relations booklets and brochures give historical context on Fair development, as well as detailed descriptions and statistics about exhibits and activities. Official materials published by the Fair organization include event programs, press releases, tickets, postcards, posters and souvenir items. Externally published items include Northwest maps, magazine articles, and tourist brochures. The print collection also has extensive postal items, including commemorative envelopes and stamps.

The audio visual materials include a collection of sound recordings (45 and 33 rpm) some with accompanying print lyrics. Music was recorded at some live Fair performances. Other music was composed about Seattle and the Fair, with humorous and other themes. The collection of slides includes a set produced by Morley Studios, the official photographer of the fair. The color photographs in the collection are enlarged and mounted on board. The 8 x 10 collection of black and white photographs with Fair subjects are captioned, and were produced and distributed by the public relations department.

## Historical Background

Over 10 million visitors attended the Seattle World's Fair (Century 21 Exposition) from April 21 to October 21, 1962. Approximately 66% of attendees were from Washington, Oregon and California, with the rest traveling to the area from other regions and countries. In the end, the Fair showed a profit primarily because its major structures were built at the expense of taxpayer or private capital.

The 74 acre Exposition site was a mile north of Seattle's downtown business area, and the grounds were divided into: World of Science, World of Tomorrow, World of Commerce and Industry, World of Art, World of Entertainment, Show Street, Gayway, Boulevards of the World, Exhibit Fair and Food Circus. Besides the Space Needle and Monorail, the Fair also featured a Skyride that ran across the grounds from the Gayway to the International Mall. There were over 2500 live performance events held during the Fair in various entertainment venues.

Century 21 press coverage included exposure in publications and broadcast media in every state. Over 2.5 million pieces of promotional materials were distributed. Tourist and collectible items of every type were produced by individual entrepreneurs and companies. Over 200 songs were written about the Fair, and over 50 recorded on vinyl disc. Fair related songs were sold as souvenir music sheets and recordings. Nearly 100 tunes were submitted to fair management in the hopes of becoming the official tune.

With the immense Fair organization, grounds and complex production, the functions of the office of Legal Advisor would have been diverse: personal and property liability, copyright, taxation, litigation, finance, contracts, negotiation, labor and property management.

# Use of the Collection

## Alternative Forms Available

Click [here](#) to view a selection of photographs and ephemera from the collection in digital format.

## Restrictions on Use

The Museum of History & Industry is the owner of the materials in the Sophie Frye Bass Library and makes available reproductions for research, publication, and other uses. Written permission must be obtained from MOHAI before any reproduction use. The museum does not necessarily hold copyright to all of the materials in the collections. In some cases, permission for use may require seeking additional authorization from the copyright owners.

## Preferred Citation

Robert D. Ashley Century 21 Collection, Museum of History & Industry, Seattle

# Administrative Information

## Arrangement

Arranged in 11 series:

- Publications
- Posters
- Postcards
- Souvenirs and event programs
- Souvenir envelopes and stamps
- Miscellaneous Century 21 materials
- Sound recordings
- Films
- Slides
- Photographs
- Non-Century 21 Materials

## Location of Collection

2a.3.4-7 (boxes)

## Location of Collection

5a.4.10 (sound recordings)

## Location of Collection

5a.3.drawer2 (film)

## Location of Collection

Robert D. Ashley Century 21 Collection, 1960-1963  
<http://archiveswest.orbiscascade.org/ark:/80444/xv67358>

Map drawer VI.a.8 (posters)

## Location of Collection

1a.3.10 (oversize photo)

## Acquisition Information

Gift of Eli D. Ashley; received in 1987.

## Processing Note

Processed by Martha Haid in 1988.

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## Detailed Description of the Collection

The following section contains a detailed listing of the materials in the collection.

## Publications

Container(s)	Description	
Box		
1	1987.59.1 : Seattle World's Fair 1962 Official Souvenir Program, Acme Publications, \$1.50 96 pages, 2 copies 28 cm	1962
1	1987.59.2 : Century 21: The Story of the Seattle World's Fair by Murray Morgan, Seattle: Acme Press 159 pages 28 cm	1963
1	1987.59.3 : Space Needle USA, by Harold Mansfield and George Gulacsik, Seattle: Craftsmen Press, Inc. 72 pages 27.5 cm	1962
1	1987.59.4 : Official Guide Book, Seattle World's Fair 1962, Seattle: Acme Publications, Inc. 192 pages, 2 copies 18 x 12.5 cm	1962
1	1987.59.5 : Souvenir Picture Book of Washington, Seattle and the Seattle World's Fair, Arlington, Wash.: Ellis Post Card Co. 24 pages 15 x 23 cm	circa 1962
1	1987.59.6 : 1962 Seattle World's Fair Pictorial Panorama, C.P. Johnson Co., Seattle 24 pages 28 cm	1962

Container(s)	Description	
1	1987.59.7 : Century 21 Exposition, A United States World Exposition at Seattle 39 pages, 2 copies 23.5 x 25 cm	1962
1	1987.59.8 : Seattle World's Fair Early 1962 Status Report 40 pages 22 x 18 cm	1962
1	1987.59.9 : 1962 Seattle World's Fair, Speaker's Bureau Background Information 79 pages 28 cm	circa 1962
1	1987.59.10 : Seattle World's Fair Preview, April 21 - October 21 1962, Washington State Department of Commerce and Economic Development, Seattle: Acme Publications 12 pages, 2 copies 28 cm	1961
1	1987.59.11 : Domestic Exhibitors, General Rules and Regulations, Vol. 1, Issue number 2 12 pages 28 cm	1962 June 1
1	1987.59.12 : Century 21 Exposition, Seattle, USA, 1962 4 pages 23 x 23 cm Pamphlet for potential investors	1962
1	1987.59.13 : Washington Highways, Seattle World's Fair, Official Highway Map and Tourist Guide of the State of Washington, Washington State Highway Commission, Washington State 45 x 67 cm folds to 23 x 10 cm	circa 1962
1	1987.59.14 : The Traveler, The West's Auto Travel Magazine, Your Guide to the Seattle World's Fair 1962 52 pages 19 x 13 cm	1962
1	1987.59.15 : Richfield Western Wildflowers 1962, Dedicated to the Seattle World's Fair 15 pages 25.5 x 17.5 cm	1962
1	1987.59.16 : National Geographic, vol. 122, no. 3, Seattle Fair Looks to the 21st Century page 402	1962 September
1	1987.59.17 : Seattle Telephone Directory (cover), Pacific Northwest Bell 28 x 23 cm	1962 March

Container(s)	Description	
1	1987.59.18 : A Sunset Discovery Book, Official Guide to Pacific Northwest and Century 21 Exposition, Menlo Park, Calif., Lane Book Co. 173 pages 28 cm	1962
1	1987.59.19 : Official Guide, World's Fair Luxury Liner, Dominion Monarch, Shaw Savill Line 40 pages 20 x 25 cm	undated

## Posters

Container(s)	Description	
<b>Box</b>		
VI.a.8	1987.59.20 : Poster: Painting of Scenes from the Fair, E. Carpenter, Birdart Studio 48 x63 cm	circa 1962
VI.a.8	1987.59.21 : Poster: Seattle World's Fair 1962, Seven Impressions of the Fair, Irwin Caplan, Artprints, Inc. 73.5 x 51.5 cm	1962
VI.a.8	1987.59.22 : Poster: Seattle World's Fair 1962, James Edward Peck, Artprints Inc. 73.5 x 51.5 cm Space Needle and outline of Fair in yellow against dark background of mountains and sky	1962
VI.a.8	1987.59.23 : Poster: Seattle World's Fair 1962, Ted Rand, Artprints, Inc. 73 x 51.5 cm Fountain against blue background with flags in back	1962
VI.a.8	1987.59.24 : Poster: Seattle World's Fair 1962, Harry Bonath, Artprints, Inc. 73 x 52 cm Space Needle against yellow/green background with Mt. Rainier	1962
VI.a.8	1987.59.25 : Poster: World of Art, Seattle World's Fair, Mark Tobey, Steendrukkerij de Jong and Co., Hilversum, Netherlands 77.5 x 53 cm Northwest Indian art, art of the ancient east	1962

Container(s)	Description	
VI.a.8	1987.59.26 : Poster: Sheet of 32 uncut World's Fair postcards, Mike Roberts, C.P. Johnston Co., Seattle 74 x 59 cm	circa 1962
VI.a.8	1987.59.27 : Poster: Seattle World's Fair, Seattle Wash., U.S.A., April 21-October 21, 1962, Earle Duff 89 x 63 cm	circa 1962
VI.a.8	1987.59.28 : Poster: Seattle World's Fair, Wm. Werrbach 50.5 x 64 cm On back "Century 21 Jewel Box", information about artist, poster and fair	1962

## Postcards

Container(s)	Description	
Box		
VI.a.8	1987.59.29 : Postcard: Seattle World's Fair 1962, The World's Largest Picture Kard, Walt Ashley co., Inc., Media Consultants, Phoenix, AZ. 55 x 71 cm Pictures of Seattle area	circa 1962
VI.a.8	1987.59.30 : Postcard: Seattle World's Fair 1962, The World's Largest Picture Kard, Walt Ashley Co., Inc., Phoenix, AZ 55 x 71 cm Painting of fair site	circa 1962
1	1987.59.31 : Postcard: 1962 Seattle World's Fair, C.P. Johnston Co., Seattle, copyright Century 21 Exposition, Inc. 9 x 14 cm Coliseum	circa 1962
1	1987.59.32 : Postcard: Century 21 Exposition, C.P. Johnston Co., Seattle, copyright Century 21 Exposition, Inc. 9 x 14 cm Monorail	circa 1962
1	1987.59.33 : Postcard: C.P. Johnston Co., Seattle, copyright Century 21 Exposition, Inc. 9 x 14 cm United States Science Pavilion	circa 1962

Container(s)	Description	
1	1987.59.34 : Postcard: C.P Johnston Co., Seattle, copyright Century 21 Exposition, Inc. 9 x 14 cm Coliseum interior	circa 1962
1	1987.59.35 : Postcard: Century 21 Exposition, C.P. Johnston Co., Seattle, copyright Century 21 Exposition, Inc. 9 x 14 cm Boulevards of the World	circa 1962
1	1987.59.36 : Postcard: Space Needle, C.P. Johnston Co., Seattle, copyright Century 21 Exposition, Inc. 21 x 9 cm Painting with Monorail tracks	circa 1962
1	1987.59.37 : Souvenir letter from the World's Fair Seattle, U.S.A., April 21 to October 21, 1962, illustrated lettergram 9 x 16 cm folded	1962
1	1987.59.38 : 1962 Seattle World's Fair, preprinted publicity letter with illustrations of attractions 9.5 x 15 cm folded	1962

## Souvenirs and Event Programs

Container(s)	Description	
<b>Box</b>		
1	1987.59.39 : Seattle World's Fair, 1962 Datebook and Diary, distributed by C.P. Johnston Co., Seattle 12 pages 13.5 x 11 cm	1962
1	1987.59.40 : Official Rand McNally Detail Map of the Seattle World's Fair 23 x 10 cm folded	1962
1	1987.59.153 : Map: World's Fair, Panoramic Views of Seattle Area from the Space Needle Folded map with panoramic drawings	1962
1	1987.59.41 : Canadian Tattoo Program, 8 to 10 pm Daily, The Stadium, Seattle World's Fair, September 10 -15 2 copies 21.5 x 27 cm folded	1962



Container(s)	Description	
1	1987.59.42 : It's the Water Ski Show, produced by Tommy Bartlett, A Seattle World's Fair Souvenir Program 24 pages, 2 copies 25.5 cm	1962
1	1987.59.43 : Backstage U.S.A., Peep, Seattle World's Fair Program 8 pages 30.5 cm	1962

## Souvenir Envelopes and Stamps

Container(s)	Description	
<b>Box</b>		
1	1987.59.44 : Envelope: The Philatelic Activities Committee of the Seattle World's Fair 2 copies 10 x 19 cm	1962
1	1987.59.45 : Envelope: Seattle World's Fair, World of Science, U.S. Science Pavilion 9.5 x 16.5 cm	1962
1	1987.59.46 : Envelope: Seattle World's Fair, Boulevards of the World 2 copies 9.5 x 16.5 cm	1962
1	1987.59.47 : Envelope: Alaska Saultes Century 21, Seattle '62, Alaskan Collector's Club, Chapter 1 2 copies 9.5 x 16.5 cm	1962
1	1987.59.48 : Envelope: Seattle World's Fair 1962, Northwest Envelope Company Cachet, Seattle 2 copies 9.5 x 16.5 cm	1962
1	1987.59.49 : Envelope: World of Entertainment, Seattle World's Fair 2 copies 9.5 x 16.5 cm	1962
1	1987.59.50 : Envelope: Official World's Fair Commemorative Stamp, Space Needle U.S.A. 2 copies 9.5 x 16.5 cm	1962
1	1987.59.51 : Envelope: Seattle World's Fair, A Mile a Minute Monorail	1962

Container(s)	Description	
	2 copies 9.5 x 16.5 cm	
1	1987.59.52 : Envelope: Welcome to the Officers and Men of the U.S. Navy in Visit to Seattle World's Fair 2 copies 9.5 x 16.5 cm	1962
1	1987.59.53 : Envelope: Japan-America Society of Seattle, Seattle World's Fair 2 copies 9.5 x 16.5 cm	1962
1	1987.59.54 : Envelope: Century 21 Exposition, Renton, Home of the Boeing 707 and 727 Jets 2 copies 9.5 x 16.5 cm	1962
1	1987.59.55 : Envelope: Centrex-Philatelic Exhibit of 1962, Collector's Club of Seattle, May 28-30, 1962 2 copies 9.5 x 16.5 cm	1962
1	1987.59.56 : Envelope: United Nations Pavilion, Seattle World's Fair 2 copies 9.5 x 16.5 cm	1962
1	1987.59.57 : Envelope: World of Art, Seattle World's Fair 2 copies 9.5 x 16.5 cm	1962
1	1987.59.58 : Envelope: World of Commerce and Industry, Seattle World's Fair 2 copies 9.5 x 16.5 cm	1962
1	1987.59.59 : Envelope: Seattle World's Fair, Century 21 Coliseum 2 copies 9.5 x 16.5 cm	1962
1	1987.59.60 : Envelope: Century 21 Exposition, Official Cachet, Collector's Club of Seattle 2 copies 9.5 x 16.5 cm	1962
1	1987.59.61 : Envelope: Plan to Attend, Seattle World's Fair, Century 21 Exposition 2 copies 10.5 x 24 cm	1962
1	1987.59.62 : Envelope: State's Day Envelopes, Seattle World's Fair, set of 50 9 x 16.5 cm	1962

Container(s)	Description	
1	1987.59.63 : Envelope: Century 21 Exposition, America's Space Age World Fair 11 x 15.5 cm	1962
1	1987.59.64 : Envelope: Seattle World's Fair, The Spectacular Space Needle 9.5 x 16.5 cm	1962
1	1987.59.65 : Envelope: Seattle World's Fair, United Nations Philatelic Day, Sept. 17, 1962, Official Cachet 2 copies 9.5 x 16.5 cm	1962
1	1987.59.66 : Envelope: Seattle World's Fair, Exposition Building, Seattle 9, Washington U.S.A. 10 x 19 cm	1962
1	1987.59.67 : Envelope: Weyerhaeuser Company, Visit the Forest Industries Exhibit, America's Space Age World's Fair, airmail 10.5 x 24 cm	1962
1	1987.59.68 : Envelope: Weyerhaeuser Company, Visit the Forest Industries Exhibit, America's Space Age World's Fair, airmail 10.5 x 24 cm	1962
1	1987.59.69 : Envelope: Weyerhaeuser Company, Visit the Forest Industries Exhibit, America's Space Age World's Fair 10.5 x 24 cm	1962
1	1987.59.70 : Envelope: Allied Photo Duplicating, Inc., Plan to Visit Seattle World's Fair, airmail 10.5 x 24 cm	1962
1	1987.59.71 : Envelope: King County Road Engineer, Century 21 Exposition 10.5 x 24 cm	1962
1	1987.59.72 : Envelope: Kenworth Motor Truck Company, Plan to Visit Seattle World's Fair 10.5 x 24 cm	1962
1	1987.59.73 : Envelope: Puget Sound Power and Light Company, Visit the Electric Utilities Exhibit at Seattle World's Fair 10.5 x 24 cm	1962

Container(s)	Description	
1	1987.59.74 : Envelope: Butterfield Truck Co., Century 21 Exposition 9.5 x 22 cm	1962
1	1987.59.75 : Envelope: A.A. Trumper, County Treasurer, Visit Century 21 Exposition 9.5 x 17.5 cm	1962
1	1987.59.76 : Envelope: West and Wheeler Associates, Inc., World's Fair Seattle 1962 9.5 x 16.5 cm	1962
1	1987.59.77 : Envelope: James Henry Packing Co., Century 21 Exposition 9 x 16.5 cm	1962
1	1987.59.78 : Envelope: Burt Porter, Inc., Seattle World's Fair, airmail 10.5 x 24 cm	1962
1	1987.59.79 : Envelope: Societe Fine Candies, Imperial Candy Company, America's Space Age World's Fair 10.5 x 24 cm	1962
1	1987.59.80 : Envelope: Port of Seattle, Visit Century 21 Exposition 10.5 x 24 cm	1962
1	1987.59.81 : Envelope: El Rancho Motel, Plan Now to Visit Century 21 Exposition 10.5 x 24 cm	1962
1	1987.59.82 : Envelope: Seattle First National Bank, Plan Now to Visit Century 21 Exposition 10.5 x 24 cm	1962
1	1987.59.83 : Envelope: The E.J. Bartells Co., Insulations, Refractories, Plan Now to Visit Century 21 Exposition 10.5 x 24 cm	1962
1	1987.59.84 : Envelope: Lumber Supply and Warehouse Co., Plan Now to Visit Century 21 Exposition 10.5 x 24 cm	1962

Container(s)	Description	
1	1987.59.85 : Envelope: Last Day, Century 21, Seattle World's Fair, October 21, 1962, Official Cachet, Collector's Club of Seattle with stamp Seattle World's Fair, with U.S. postage, 4 cents 9.5 x 16.5 cm	1962
1	1987.59.86 : Envelope: Seattle World's Fair, United Nations Philatelic Day Official Cachet, with U.S. postage, 2 stamps, 15 cents and 5 cents, cancelled United Nations, New York, Sept. 19, 1962 9.5 x 16.5 cm	1962
1	1987.59.87 : Envelope: The Philatelic Activities Committee of the Seattle World's Fair, with U.S. postage, 4 cents, cancelled Space Needle, Wash. Oct. 21, 1962 2 copies 10 x 19 cm Addressed to Mr. Robert Ashley, Legal Department, Seattle World's Fair, Seattle 9, Wash.	1962
1	1987.59.88 : World's Fair Souvenir Stamp Collection, 110 Assorted Stamps for Nations of the World, Seattle, \$1.00, 1962 2 copies 14 x 21 cm In sealed inner envelope	1962
1	1987.59.89 : Official Program, The United States Honors Those Who Have Died in the Service of the World Organization, Seattle World's Fair 23 x 16.5 cm United Nations postage stamps on cover, cancelled United Nations, New York, Sept. 19, 1962	1962 September 17
1	1987.59.90 : Official Program, The United States Honors Those Who Have Died in the Service of the World Organization, Seattle World's Fair 23 x 16.5 cm United Nations postage stamps on cover, cancelled Space Needle, Wash., Sept 17, 1962	1962 September 17
1	1987.59.91 : Program: The United States of America Commemorates the Seattle World's Fair 2 copies 25 x 20.5 cm World's Fair 4 cent stamp on cover	1962 April 25
1	1987.59.92 : Leaflet: The Seattle World's Fair Century 21 Exposition presents the Official Space Age World's Fair	1962

Container(s)	Description
	Commemorative Medals, Northwest Historical Medals, Inc., Walla Walla, Wash., I 21.5 x 9.5 cm

## Miscellaneous Century 21 Materials

Container(s)	Description
Box	
3	1987.59.93 : Seattle World's Fair 1962 Scrapbook 32.5 x 31 cm Chronicles the United Nations Pavilion: newspaper clippings, photographs, letters, telegrams
1	1987.59.94 : The Seattle Times Salutes Century 21, World's Fair Souvenir Edition, The Sunday Times
1	1987.59.95 : Seattle World's Fair 1962 Complimentary tickets #9991, #9992, Admit one adult
1	1987.59.96 : Seattle World's Fair 1962 Coupon Booklet #53397, child guest
1	1987.59.97 : Ticket, An Evening of Folk Music, Seattle Center Playhouse 2 copies Mr. Don Firth, featuring Miss Judy Flenniken, 8:00 pm, \$2.50
1	1987.59.98 : Business card, Robert D. Ashley, Legal Department, Seattle World's Fair 2 copies 5 x 9 cm Century 21 logo in upper left corner
1	1987.59.99 : Business card, blank 2 copies 5 x 7.5 cm Century 21 logo in lower left corner, yellow
1	1987.59.100 : Business card, blank 2 copies 5 x 9 cm Century 21 logo in upper left corner
1	1987.59.101 : Century 21 Exposition, Seattle World's Fair 1962 2 copies 31 x 23 cm

Container(s)	Description	
	Silver folder with blue logo and lettering. Titled inside Seattle World's Fair Development Plan, Paul Thiry	
1	1987.59.102.1 : Silver folder with materials inside 31 x 23 cm	circa 1962
1	1987.59.102.2 : The Seattle World's Fair... A synopsis of its attractions, attendance and mass audience appeal 5 pages 22 x 14 cm	circa 1962
1	1987.59.102.3 : Seattle World's Fair Preview, April 21 - October 21, 1962, Century 21 Exposition 8 pages 28 cm Issued by Washington State Department of Commerce and Economic Development	1961
1	1987.59.102.4 : News- Seattle World's Fair, For Immediate Release 28 x 22 cm Press Release	1960 December 18
1	1987.59.102.5 : News- Seattle World's Fair, For Immediate Release 28 x 22 cm Press Release	1961 October 16
1	1987.59.102.6 : News- Seattle World's Fair, For Immediate Release 28 x 22 cm Press Release	1962 January 23
1	1987.59.102.7 : News- Seattle World's Fair, For Immediate Release 28 x 22 cm Press Release	circa 1962
1	1987.59.102.8 : Century 21 Exposition, Inc., Interiors Pavilion, Space and Service Price Schedule 28 x 22 cm	circa 1962
1	1987.59.102.9 : Floor Plan, Seattle World's Fair Interiors Pavilion, Building # 55 28 x 43 cm	1961 October 27
1	1987.59.102.10 : Century 21 Exposition Site Development Plan 28 x 43 cm	circa 1961

Container(s)	Description	
	Interiors Pavilion marked in red	
1	1987.59.103.1 : Silver folder with materials inside 31 x 23 cm	circa 1962
1	1987.59.103.2 : Communications Week, A University of Washington Symposium on the Challenge of Communication, Seattle, Washington, June 13, 14, 15 1962 24.5 x 15.5 cm	1962
1	1987.59.103.3 : Communications Week, School of Communications, June 13- 15, School of Communications, University of Washington 35 x 21.5 cm Registration form	1962
1	1987.59.103.4 : Seattle World's Fair Welcomes You, reprinted from Spring 1962 issue of Home and Highway 18.5 x 13.5 cm Magazine of Allstate Insurance Company	1962
1	1987.59.103.5 : Come to the Fair, Spotlight, Vol 2, No. 2 28 x 21.5 cm Published for the employees and friends of Universal Services, Inc., Young's Services Ltd.	1962 April
1	1987.59.103.6 : Seattle Harbor Tours brochure, See Seattle's World's Fair 21.5 x 9.5 cm	circa 1962
1	1987.59.103.7 : Seattle World's Fair Primary Phone Number List for Press, Radio, Television 15.5 x 33 cm Courtesy of Pacific Northwest Bell as a service to visiting newsmen	1962 April 10
1	1987.59.103.8 : Seattle World's Fair Press Information 12 x 20.5 cm Courtesy of Impact Productions, Inc.	circa 1962
1	1987.59.103.9 : Presenting Jay Ward's Traveling World's Fair 23 x 71 cm	circa 1962
1	1987.59.103.10 : Seattle World's Fair, Century 21 Exposition Inc. 5 pages 28 x 22 cm	circa 1962



Container(s)	Description	
	Press release	
1	1987.59.103.11 : Fact Sheet on Seattle World's Fair 28 x 22 cm	circa 1962
1	1987.59.103.12 : News- Seattle World's Fair, Seattle World's Fair to Exhibit Art from 61 Museums, by Norman Davis 3 pages 28 x 22 cm	circa 1962
1	1987.59.103.13 : News- Seattle World's Fair, Seattle World's Fair Amusements Pack Fun Wallop 3 pages 28 x 22 cm	circa 1962
1	1987.59.103.14 : News- Seattle World's Fair, Space Needle Symbol of Fair 3 pages 28 x 22 cm	circa 1962
1	1987.59.103.15 : Alweg Monorail Facts 28 x 22 cm	circa 1962
1	1987.59.103.16 : News- Seattle World's Fair, President Kennedy Hails Seattle World's Fair 28 x 22 cm	circa 1962
1	1987.59.103.17 : News- Seattle World's Fair, The World of Science by Dr. Athelstan F. Spilhaus 4 pages 28 x 22 cm	circa 1962
1	1987.59.103.18 : News- Seattle World's Fair, World's Fair Theme Exhibit has Revolutionary Structure 4 pages 28 x 22 cm	1962 May 27
1	1987.59.103.19 : From: Donald Deskey Associates, Inc., For Immediate Release, Floating Cloud of Metal Cubes Houses Theme Exhibit in Coliseum Building 2 pages 28 x 22 cm	circa 1962
1	1987.59.103.20 : News- Seattle World's Fair, Los Angeles Praises Fair, May 6 28 x 22 cm	1962
1	1987.59.103.21 : Public Relations Dept., California and Hawaii Sugar Refining Corp., For Immediate Release 2 pages 28 x 22 cm	circa 1962

Container(s)	Description	
1	1987.59.103.22 : News- Seattle World's Fair, Coast Unity Stresses by California Governor 2 pages 28 x 22 cm	1962 June 14
1	1987.59.103.23 : News- Seattle World's Fair, General Lead Seattle World's Fair 2 pages 28 x 22 cm	1962 June 15
1	1987.59.151 : Joseph E. Gandy, Seattle's First Citizen for 1962 4 pages 30.5 x 25 cm Program	1963 January 22

## Sound recordings

Container(s)	Description	
Box		
6	1987.59.104 : Sound Recording: 45 rpm, Now We're in Seattle (side A) Let's Go Seattle (side B) performed by the Dreamliners 2 copies 18 x 18 cm Johnson, Raymon, Barnes, Sweeney, Reeves Soundcraft Corp., Danbury Conn.	circa 1962
6	1987.59.105 : Lyrics: Now we're in Seattle 2 pages 33 x 24 cm Words and music by H. Fred Johnson, Ray Raymond, Bob Barnes, Cathy Sweeney	1962
6	1987.59.106 : Lyrics: Let's Go Seattle 2 pages 33 x 24 cm Words and music by H. Fred Johnson, Ray Raymond, Bob Barnes, Cathy Sweeney	1962
6	1987.59.107 : Sound Recording: 45 rpm, Summer of '62 in Seattle (side A) How it Lies! How it Lies! (side B) performed by the Four-Do-Matics, Jim Iddings, Bill Lacey, Merve Clements, Del Green with Ronnie Draper 33 x 24 cm Virgelle Records	1962
6	1987.59.108 : Sound Recording: 45 rpm, Elk's 92 Song (side A) World's Fair Seattle (side B) performed by The Jerry Tucker Orchestra featuring Billy Earle 17.5 cm	circa 1962

Container(s)	Description	
	Nolta Records	
6	1987.59.109 : Sound Recording: 45 rpm, Come and See Seattle, Come and See the Fair (side A) A Million Dollar Smile (side B) performed by Frank Sugia Trio and Naomi 17.5 cm A Souvenir Sing Along Record with mailer, music by Don Roseland and Roger Roseland, Roseland Records	circa 1962
6	1987.59.110 : Sound Recording: 45 rpm, Hail to the Great Productive State of Washington (side A) The Great World's Fair (side B) performed by Henry Day with Preston Beats 17.5 cm Words and music by Dallas Hickman and Arlo Woodard, Hickman Records	circa 1962
6	1987.59.111 : Sound Recording: 45 rpm, In Seattle (side A) Because You Love Me (side B) performed by Dottie Sardinha 17.5 cm Words and music by Dottie Sardinha, Hilltop Records, Ashland, Ohio	1962
6	1987.59.112 : Sound Recording: 45 rpm, I'm Going to Seattle (side A) performed by Naomi with the Frank Sugia Trio 17.5 cm Side B uncut	circa 1962
6	1987.59.113 : Sound Recording: 45 rpm, Let's All Go to Seattle (side A) Unfair to Organized Love (side B) performed by Bill Raybell 2 copies 17.5 cm W.A. Raybell, Enumclaw, Wash.	1962
6	1987.59.114 : Sound Recording: 45 rpm, In Seattle (side A) Because You Love Me (side B) performed by Dottie Sardinha 17.5 cm Words and music by Dottie Sardinha, Hilltop Records, Ashland, Ohio	circa 1962
6	1987.59.115 : Sound Recording: 45 rpm, See You in Seattle at the Big World's Fair (side A) Young in Love (side B) performed by The Lancers 3 copies 17.5 cm Words and music by Tubby Clark, Ben Harkins, Virginia Burnside, theme song copyrighted by Washington State Department of Commerce and Economic Development	undated

Container(s)	Description	
6	1987.59.116 : Sound Recording: 45 rpm, Big Paul Bunyan, performed by Thurl Ravenscroft 2 copies 17.5 cm Words and music by Billy Austin and Lou Hamly, Globe Records, Hollywood, Calif.	1962
6	1987.59.117 : Sound Recording: 45 rpm, Everyone Come to Fair 21 (side A) Blue Eyes (side B) performed by Jackie Souders and his Orchestra with Johnny Weber 2 copies 17.5 cm Words and music by Wollenweber and McBain, Nolta Records	1962
6	1987.59.118 : Sound Recording: 78 rpm, Skidattle to Seattle, A Gordon Ramsey Production 31.5 x 24 cm Dick Charles Recording Service, New York, NY, includes sheet of handwritten lyrics	circa 1962
6	1987.59.119 : Sound Recording: 78 rpm, Big Paul Bunyan Part 1 and 2 31.5 x 24 cm Words and music by Billy Austin and Lou Hamly, Globe Records, United Recording Co., Hollywood, Calif., includes sheet music	1955
6	1987.59.120 : Sound Recording: 33 rpm, From the U.N. Pavilion, Folk Songs of the World 31 x 31 cm Recorded at the U.N. Pavilion by Jack R. Jenkins, Century Records	undated
on exhibit	1987.59.121 : Sound Recording: 33 rpm, Vincent Lopez conducts music out of Century 21, Official souvenir album of the Seattle World's Fair 31 x 31 cm Music written by Toni Mineo, arranged by Attilio Mineo	circa 1962
6	1987.59.122 : Sound Recording: 33 rpm, A Licensed Album for the Seattle World's Fair, Paul Whiteman conducts Rhapsody 21 31 x 31 cm Sondra Bianca, pianist, original music by Tony Mineo, Century 21 logo, Mineo and Mineo Music Publishing Corp.	circa 1962
6	1987.59.123 : Sound Recording: 33 rpm, Official Seattle World's Fair Band, Jackie Souders, Conductor 31 x 31 cm	circa 1962

Container(s)	Description	
	Capital Records, Inc. Custom Services Dept.	
6	1987.59.124 : Sound Recording: 33 rpm, Alexander Laszlo's The World of Century Twenty First, Vincent Price, narrator 31 x 31 cm A Musical Panorama for Symphony Orchestra, Male Choir, Narration, Sound and Electronics, A Seattle World's Fair Recording	circa 1962
6	1987.59.125 : Sound Recording: 33 rpm, Seattle World's Fair, Production Kit 31 x 31 cm In cardboard sleeve, no other markings	circa 1962

## Films

Container(s)	Description	
Box		
5A4.2	1987.59.127 : Film: 8 mm, Black and white print, Tournament of Thrills, Auto Racing	undated

## Slides

Container(s)	Description	
Box		
1	1987.59.128 : Slide Packets: Seattle World's Fair, Pana-Vue Slides, Morley Studios, Official Photographer 5 packages of 4 Faded condition	circa 1962
1	1987.59.129 : Slide Packets: Seattle World's Fair, Morley Studios, Official Photographers, Eastman Color Film 1 package of 4 Faded condition	circa 1962
1	1987.59.130 : Slide Packets: Seattle World's Fair 1962 Official Morley Studios Travel Slides 6 packages of 4 Faded condition	circa 1962

Container(s)	Description	
4	1987.59.131 : Slides: Morley Studio Slides, Official Photographer 236 slides Various Fair views: Boulevards of the World, exhibits, Gayway, grounds and buildings	circa 1962
5	1987.59.132 : Slides: Seattle World's Fair 1962, Pana-Vue 20 slides Faded condition	1962
5	1987.59.133 : Slides: Unmarked Century 21 sites 106 slides	circa 1962
5	1987.59.134 : Slides: Kodak Transparency 22 slides Labeled: Made by Dick Anderson, "Fircrest School Visits C21" numbered 1-23, with 7, 8, 11 missing	circa 1962
5	1987.59.135 : Slides: Color Transparency 15 slides Unmarked carnival rides and scenes	undated
5	1987.59.136 : Slides: Kodak Ektachrome Transparency 8 slides Various views of Ice Follies	1962
5	1987.59.137 : Slides: Custom Color Slides, Webster and Stevens Commercial Photographers, Seattle 7 slides Various views of Tivoli Amusement Park	undated
5	1987.59.138 : Slides: Technicolor Travel Slide 13 slides Views of Fair and Northwest scenery	circa 1962

## Photographs

Container(s)	Description	
Box		
OS	1987.59.139 : View of Space Needle, Monorail tracks against downtown and Mt. Rainier 40.5 x 50.5 cm	undated

Container(s)	Description	
	Property of R.D. Ashley, on back	
	1878.59.140 : Color aerial view of fairgrounds and area beyond to water 36 x 46 cm Mounted on board	circa 1962
<b>Box</b>		
3	1987.59.141 : Color Photo of U.S Science Pavilion at night 25.5 x 36 cm Mounted on board, originally in frame	undated
3	1987.59.142 : Photographs: Color photo of Space Needle with clouds 36 x 25.5 cm Mounted on board, originally in frame	undated
3	1987.59.143 : Photographs: Color Photo of United Nations Pavilion entrance 25.5 x 35 cm Mounted on board	circa 1962
3	1987.59.144 : Photographs: Black and white photos of various Fair sites, some under construction 15 photographs 25.5 x 41 cm Mounted on board	circa 1962
2	1987.59.145.1 : Photographs: Black and white photo, guest relations guide Loxi Williams and receptionist Sharon Brooks 8 x 10 in Women standing on Monorail platform ready to greet guests	circa 1962
2	1987.59.145.2 : Photographs: Black and white photo, Paul Bunyon's birthday cake in the Food Circus 8 x 10 in Large cake display	1962
2	1987.59.145.3 : Photographs: Black and white photo, U.S. Science Center Pavilion fountains and pool at night 8 x 10 in	circa 1962
2	1987.59.145.4 : Photographs: Black and white photo, aerial view of the Fair 8 x 10 in	1962

Container(s)	Description	
	Southeast corner of the 74 acre fair site including the southeast gate	
2	1987.59.145.5 : Photographs: Black and white photo, Fair opening ceremony 8 x 10 in	1962
2	1987.59.145.6 : Photographs: Black and white photo interior view of 3,100 seat Opera House 8 x 10 in	1962
2	1987.59.145.7 : Photographs: Black and white photo, American Home of the Future 8 x 10 in Model of house designed by Robert Martin Englebrecht for exhibit at the Fair	1962
2	1987.59.145.8 : Photographs: Black and white photo, experimental automobile Firebird III 8 x 10 in On display at General Motors Corporation Exhibit	1962
2	1987.59.145.9 : Photographs: Black and white photo, Bell System hostesses Sonya Beck and Pat Beam 8 x 10 in Demonstration of direct distance dialing	1962
2	1987.59.145.10 : Photographs: Black and white photo, Centuria food vending machines and diners in the Food Circus lower level 8 x 10 in	1962
2	1987.59.145.11-125 : Photographs: Black and white photos of various Fair scenes, buildings, exhibits and activities 125 photographs 8 x 10 in Includes photocopies of images with detailed captions	1062
3	1987.59.152 : Photographs: Color Photo of Space Needle with cherry trees 25.5 x 35 cm Mounted on board	undated
2	1987.59.146 : Binder: Black and white photos of Gay-Way and Sky-Ride, Century 21 Exposition, Public Relations Dept., Seattle 9, Wash. 10 photographs 8 x 10 in	1962



Container(s)	Description
	Includes photocopies of images with detailed captions

## Non-Century 21 Materials

Container(s)	Description	
<b>Box</b>		
1	1987.59.147 : Pike Place Market Leaflet 2 copies 22 x 34 cm Folded promotional leaflet	undated
1	1987.59.148 : Seattle and Puget Sound, 10 Natural Color Album Prints, Mike Roberts Color Production, C.P. Johnston Co., Seattle 7 x 10.5 cm Spiral bound photo booklet	undated
1	1987.59.149 : Latest Official Map of Greater Seattle Washington, compliments Pantorium Dye Works, Inc. 56 x 44 cm Folded map	1911
1	1987.59.150 : The Seattle Museum, Seattle, Washington, reprinted from U.S. Naval Institute Proceedings, Seattle's Maritime Museum, by Retired Vice Admiral H.N. Wallin 25 x 17.5 cm Booklet	1961 April

## Names and Subjects

### Subject Terms :

Century 21 Exposition (1962 : Seattle, Wash.)

Fairs--Washington (State)--Seattle

Space Needle (Seattle, Wash.)

### Geographical Names :

Queen Anne (Seattle, Wash.)

United States--Washington (State)--Seattle

### Form or Genre Terms :

Ephemera

Photographic prints

Souvenirs

Finding aid prepared by Sue Terrible  
2010

Robert D. Ashley Century 21 Collection, 1960-1963  
<http://archiveswest.orbiscascade.org/ark:/80444/xv67358>



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