

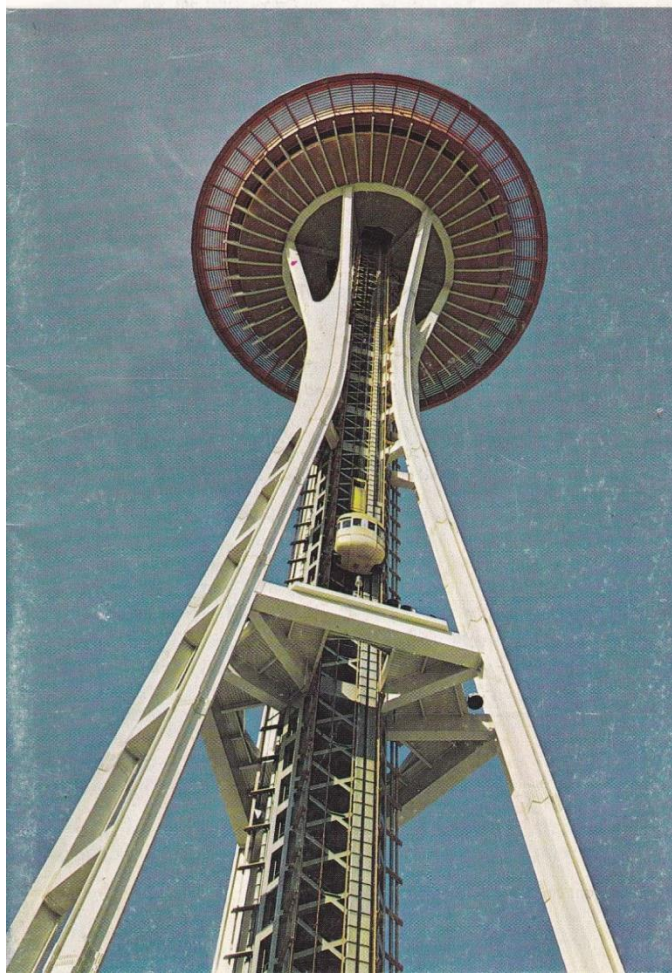


SAS CITY PORTRAIT

Seattle

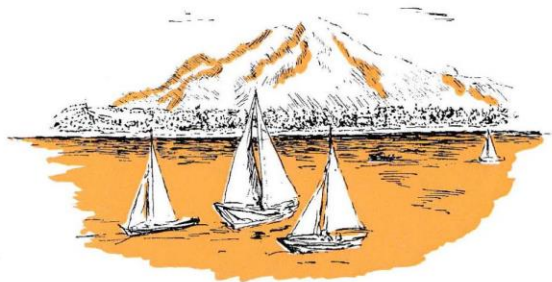
2nd ed.

SAS SCANDINAVIAN AIRLINES



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The information given in this booklet is based on facts available in September 1969.



Front cover: The Space Needle, Seattle Center.

Introduction

Seattle is the regional capital of the great Pacific Northwest, the largest city in Washington State, and one of the U.S. West Coast's leading transportation centers and points of entry.

The naked eye might never guess this, though. For Seattle is also a city of unaffected, quiet – in parts – stately charm.

Here and there a touch of the pioneer lingers, and all around – as one might expect of a city possessing 200 miles of waterfront and 22,000 residents of Scandinavian descent – the emphasis is maritime. Bordered by Elliott Bay on the west, Lake Union on the north and 32-mile-long Lake Washington on the east, Seattle has become known as the “small boat capital of the world”. 1 in every 6 persons owns a registrable vessel – sailing and fishing being an indispensable part of the Seattleites' leisure-life.

Such factors are doubly appropriate, for Seattle is an adventure that began of the sea . . . On November 13, 1851, five North American families, headed by Arthur Denny, landed at Alki Point, the sharp, fox-like nose of West Seattle's head of land. That they survived, was due in no small measure to a friendly Indian, Noah Sealth, then Chief of the Duwamish. The following spring, when the families moved across Elliott Bay and staked their claims around what is now Pioneer Square, they acknowledged the Chieftain's kindness by naming their settlement Seattle.

In 1869, Seattle was incorporated with an area of 10.86 square miles and a year later the first mayor was elected by a population which just exceeded 1,100.

It was, from the outset, a saga of success. With one boom after another to boost it, Seattle's ascendancy to



a position of commercial importance has been a rapid one – made despite such disastrous setbacks as the great fire of 1889. Vast lumber resources (enhanced by the proximity of infinite water) – rich salmon reserves – the famous Yukon Gold Rush of 1897, for which Seattle served as outfitting and shipping center – a prosperous period of shipbuilding – and the now prolific production of Boeing jet aircraft and space missiles have all, in turn, given lead to Seattle’s flourishing exports.

This peaceful, prosperous gateway possesses, too, its sophisticated and urban sides. There is Seattle Center, site of the 1962 World’s Fair, still, today, the kernel of Seattle’s culture and fun. A trio of modern buildings here form excellent media for the city’s new wave of opera, theater, ballet etc., and from here soars the towering, 607-foot Space Needle, as synonymous now with the city as the ice-capped 14,410-ft. Mount Rainier has always been.

The University of Washington – one of the state’s leading centers of learning – is the oldest public institution of higher education on the Pacific Coast. 3,500 acres of parkland, straggled across Seattle’s hills and ridges, lend the city a green and inviting beauty. The International Settlement injects an exotic air into any shopping and eating “sortie”. And there is sprawling Pike Place Market with its colorful vendors, to transport you back into the early Northwestern era of trapper-and-trader.

In Seattle, you can shop in some of America’s most beautiful stores and ride a sightseeing boat around the intriguing harbor-world of big ships and tiny trawlers, electrically-operated locks and old wooden wharfs. You can take in the top talent that is a nightly feature of any of a whole cluster of spots – on the stage of some elegant dining room or against the bare bricks of some cool bistro. You can sail, fish, water-ski, hunt, climb,

play golf or tennis, explore a waterfront of chandlers, curio-shops, fish-and-chip bars and colorful local life, or head on out to the wide open spaces of Washington with its grandiose Cascade and Olympic ranges and its scenic wealth of national and state parks.

Any of Seattle’s 591,000 populace may greet you in English, Norwegian, Swedish, German, Italian, Danish, Russian or Finnish. Don’t be surprised. All have preceded you to Seattle and – significantly enough – made this pleasant port of contrasts their home . . .

Your arrival in Seattle

If you fly in to Seattle-Tacoma International Airport from some point outside the United States, you will be required to produce your Health Certificate, showing a valid smallpox vaccination stamp, and (if a non-American) your visa.

Among the Airport’s modern amenities, are restaurant, cocktail lounge, gift shops, cafeteria, car rental desks and bank.

The monetary unit is the American dollar (\$), there being 100 cents to each dollar. You will encounter many colloquial monetary terms, so to avoid confusion, here are the more popular ones . . . penny = 1 cent; nickel = 5 cents; dime = 10 cents; quarter = 25 cents; buck = 1 dollar; grand = 1,000 dollars.

Limousines leave the Airport for downtown Seattle (the Olympic Terminal, 415 Seneca Street – G10) upon arrival of each flight. Duration of trip: 20–30 minutes. Fare \$1.50. Taxi-fare to the city center is US\$8.

If you hold onward flight reservations, it is strongly recommended that you reconfirm these as soon as possible. This can be done at the SAS Town Office, 414 University Street (open 9 a.m. to 5 p.m.): tel. MU 2-5911.





Entry regulations

The U.S. Customs allow non-American residents to bring in duty-free 300 cigarettes, 50 cigars or 3 lbs. of tobacco, and 1 quart (1 liter) of liquor or wine. In addition to personal effects – apparel, jewelry, cameras etc. – \$100's worth of gift articles may also be brought in. Plants, flowers, meat, vegetables, fruit, birds and animals all require special permits.

Hotels

The Seattle World's Fair, in 1962, inspired many new and modernized hotels.

You can choose from big downtown hotels to small, inexpensive and charming hotels and motels.

Seattle is popular both as a convention center and as the natural gateway to the Pacific Northwest, therefore it is wise to book accommodation in advance. In this respect, either your travel agent or SAS can offer you, through the SAS Travel Planning Service, detailed information on de luxe, first and tourist class hotels and motels, plus speedy confirmation of accommodation in most. Should you arrive in Seattle without reservation, however, the SAS downtown office (G10), will gladly assist you.

Listed below are some of the hotels we recommend.

HOTELS

De luxe class

Washington Plaza Hotel (E9)
Fifth & Virginia
Tel. MA 4-7400

The Olympic (F11)
Fourth & Seneca
Tel. MU 2-7700

First class

Camlin Hotel & Cabanas
(G9)*
1619 Ninth Avenue
Tel. MU 2-0100

Mayflower Hotel (F9)
Fourth & Olive Way
Tel. MA 3-8700

Roosevelt Hotel (F9)

Seventh & Pine
Tel. MA 4-1400

Tourist Class

Vance Motor Hotel (F8)
Seventh & Stewart
Tel. MA 3-2700

MOTELS

Airport

Hilton Inn (Y14)*
17620 Pacific Highway S.
Tel. CH 4-4800

Hyatt House (Y14)*
17001 Pacific Highway S.
Tel. CH 4-6000

* Heated swimming pool

Downtown

Americana Sixth Ave.
Motor Hotel (D7)*
2000 Sixth Avenue
Tel. MU 2-8300

Americana Towne
Motor Hotel (E8)
2205 Seventh Avenue
Tel. MA 2-3434

Century House (E1)*
2224 Eighth Avenue
Tel. MA 4-6820

City Center (D6)
226 Aurora Ave. North
Tel. MU 2-0266

Rates range as follows: For de luxe single rooms between \$16 and 30; for double rooms between \$23 and 35. In first class, between \$8 and 18.50 for single and \$13 and 26 for double. And between \$9.50 and 11 for single and \$12 and 15 for double in tourist class hotels and motels.

These rates are based on American plan and do not, therefore, include meals. Some hotels do, however, provide a special "meal plan" for overseas visitors. This constitutes good food at very advantageous fixed rates and can be arranged through your travel agent or any SAS office.

A 24-hour "valet" service (laundry, pressing and dry cleaning) exists in many hotels. Few hotels provide shoe-shining service, but you can acquire this for 25 cents in the foyer or entrance of many of the public buildings, or at the local barber shop.





Electricity: Voltage for electrical appliances is 110 volts A.C. 60 cycles. If you intend using an electric razor, be sure to bring along a converter for your shaver if it is fitted with a European plug.

Restaurants and cuisine

You could stay in Seattle for 15 months and still not lunch or dine at the same place twice. And because this is a melting-pot of many nationalities practically every national dish is "home-cooked" somewhere in the city. Besides the enormous, astonishingly inexpensive steaks which seem every American city's birthright, you can choose between dishes from all over the world. Seattle proper, with its 197 miles (318 kms.) of waterfront, is a seafood-lover's delight, too. 36 types of seafood are brought ashore here, among them such local specialities as Dungeness crab, King Salmon, Willapa oysters, Puget Sound shrimps and butter clams.

Meal prices

The choice in good eating places is extensive – so extensive that it is almost impossible to generalize on meal prices. Suffice to say, you can lunch for 1–2 dollars in many restaurants and self-service cafeterias or for 10–12 dollars in the more elegant and formal dining rooms.

Where to eat

If you're looking for inexpensive restaurants, explore the Pike Place Market area. Some eating-houses here also offer picturesque vistas of the harbor. Try, too, Seattle's International Settlement (see K14 on the map!) with its abundant Chinese, Japanese and Italian restaurants.

Chinese

Four Seas (I14)
714 S. King Street

French

Mirabeau
Top of Seattle First National
Bank Building

Japanese

Bush Garden (L14)
614 Maynard Avenue, S.

Italian

Gasperetti's Roma Cafe (I13)
220 Fourth Avenue, S.

Victor's 610 (F9)
610 Pine Street

Polynesian

Polynesia (E13)
Pier 51
(Foot of Yesler Way)

Trader Vic's (E9)
Washington Plaza

Seafood

Captain's Table (U9)
330 Elliott Ave., West

Ivar's Acres of Clams (E12)
Pier 54
(Foot of Madison Street)

The Norselander (U9)
300 Third Avenue, West

The Wharf (T7)
Fisherman's Terminal

Windjammer (O10)
7001 Seaview Ave., N.W.
Shilshole Yacht Marina

Steaks

Black Angus (U8)
208 Elliot Ave., West

American Continental

Canlis Charcoal Broiler (V8)
2576 Aurora Ave., North

El Gaucho (F9)
Seventh Ave. & Olive Way

Golden Lion (F11)
Olympic Hotel

Lanai Room (F9)
Roosevelt Hotel
Pine & Seventh

Rosellini's Four 10 (F10)
410 University Street

Space Needle Restaurant
(C6)
Seattle Center

Trader Vic's (E9)
Washington Plaza

Eating customs

Most first- and many second-class restaurants have a host or hostess whose sole function is to greet new arrivals and usher them to a table. It is customary to wait for their attendance and not look for a table on your own.

Beverages

A cocktail before the main meal is a popular American habit. So, too, is the taking of coffee with food. The serving of ice-water is standard with any meal – even



a simple cup of coffee! If you are ordering an alcoholic drink and want ice, but no mixer (soda water, etc.) the colloquial term is "on the rocks".

Contrary to practice in many parts of the world, it is not unnatural for hotel residents to bring along their own bottles of liquor to the hotel and request that the hotel bellman deliver ice and/or mixers to their room.

American beer is of the light type, and some nationwide brands are tops by international standards. Try Olympia, Rainier, Heidelberg, Millers Hilife, Budweiser. It is not customary to serve wine with meals, except for formal dinners. The most popular non-alcoholic beverages are Cola drinks (Coca-Cola, Pepsi-Cola, etc.) and Ginger Ale. Don't fail, while here, to have a glass of orange juice before breakfast – the U.S. variety is considered among the best in the world.

Liquor laws: Liquor is a state monopoly in Washington. It may be purchased by the glass in licensed bars and restaurants, but all bottled goods (except beer and wine) must be purchased at state-owned stores. No liquor stores are open on Sundays.

For guidance on customary local gratuities, see "Tipping" on page 30.

Sights and excursions

Seattle is fun to explore. But even more rewarding is the expansive, majestically-scenic, sports-rich surrounding area that Seattle opens the door to. Under "City Interest Points", you'll find all you want to know about many of the central attractions and those of the near environs. Each sight carries a code to the map on the center pages, should you wish to explore on your own.

Alternatively, a number of companies operate first-class tours around the town, all departing from central locations. Gray Line Tours and Western Tours both provide skillfully-narrated sightseeing jaunts by bus, boat or

land-and-water combination. To book, and for complete information, call Gray Lines, MU 2-1234; Western Tours, MU 2-5950; and – for one-hour, conducted cruises of Elliot Bay and Seattle Harbor – Harbor Tours, MA 3-1445.

The list headed "Excursions" covers just a few of the outlying interest-points that exist in the State of Washington, and even beyond these borders.

City interest points

Alki Point (S11). The "Birthplace of Seattle" monument here marks the historic landing in 1851 of Seattle's pioneer forefathers – 5 families, 24 people. A little beyond Alki Point stands Alki Point Light Station, one of two beacons that are open to the public; the other is West Point Lighthouse. Open 1–3 p.m. weekdays, 1–4 p.m. weekends and holidays. Visitors are permitted to climb stairs to the "Light room". Bathing beaches stretch from Alki Point monument northward to Duwamish Head.

Boeing, Boeing Field (V13). Alongside Duwamish Waterway is Seattle's industrial district. Here sprawl the giant Boeing Company workshops. Tours around the Renton plant, Monday evenings by appointment. Phone CE 7-5211.

Charles and Emma Frye Art Museum (I11). The Charles and Emma Frye Collection of oil paintings (230 in number) was assembled during the first quarter of this century.

The collection is prominent in the Munich School of painting. 19th-century European paintings are complimented by the works of contemporary American painters and by other changing exhibits.

Open 10 a.m.–5 p.m. Monday to Saturday, noon–6 p.m. Sundays and holidays. Free entry and parking lot. Guided tours can be arranged for groups. Phone MA 2-9250.

Elliott Bay Docks (U10). South of Elliott Bay, ranging from piers 5 to 48, is the Port of Seattle proper. Around this area, squat boat houses, whose occupants rent out, privately, boats and gear for salmon fishing in the bay.

Hiram M. Chittenden Locks (T7). "Great leveler" between the saltwater of Puget sound and the freshwaters of Salmon





Bay, Lake Union and Lake Washington – this busy lock system is also a top tourist attraction. Open to the public 8 a.m.–9 p.m. the locks offer one of the great free shows in Seattle, with pleasure boats, fishing boats and tugs going through all day long. There is also a fish ladder where visitors in the fall can see salmon swimming “upstream” to spawn.

Complimenting the locks are 7 acres of beautiful landscaped grounds open to the public. Free parking.

Nearby boathouses rent boats, bait and tackle to fish for salmon in the Sound.

International Settlement (K14). If, while strolling, you are suddenly halted by shop after shop glitteringly arrayed with Chinese antiques and bric-a-brac. Japanese art-curios and Philippine monkey-pod carvings... If the warm, spicy smell of pizza suddenly lures you to some tiny nearby restaurant. And if the very next street you step into reminds you of New York's “Harlem” – it's a safe bet you're in Seattle's International Quarter. For that is how it is!... a condensed conglomeration of Chinatown, Harlem, Little Tokyo, the Latin Quarter and South Seas all in one. It's the place to shop for inexpensive souvenirs (see “Shopping”) and eat exotic foods (see “Restaurants”) almost any hour.

Museum of History and Industry (O4). Memorabilia of early Seattle and the Pacific Northwest including a museum of flight (climaxed by a Boeing B-1), a maritime section (featuring authentic, carved figureheads), a transportation museum (with early cable cars) – and dozens of other permanent exhibits and special displays.

Open 11 a.m.–5 p.m. Tuesday through Friday; 10 a.m.–5 p.m. Saturdays; noon–5 p.m. Sundays.

Pike Place Market (E10). Sprawling the waterfront between Stewart and Pike Streets is Seattle's bizarre Market. Hawkers urge browsers to buy their wares in a dozen different dialects. On sale in this emporium of roofed-over stalls are colorfully arrayed fruits, vegetables, flowers, seafood, delicatessen goodies and foreign delicacies.

Pioneer Square (F12). The very core of Old Seattle is Pioneer Square, threshold of Seattle's International Settlement. The term “Skid Road” originated here when logs were slid downhill from the sawmills to the waterfront.

Points worth noting are the old buildings, the Victorian-style rest-area, the Indian totem pole and the book shops and second-hand stores. By night, this is Seattle's jazz and bistro center.

Salmon Bay, Fishermen's Terminal (T7). Lying on the south side of Ballard Bridge is the headquarters of one of the nation's largest fishing fleets. Go here to see the boats and to watch fishermen mend their nets and prepare their gear. The Wharf, renowned for sea-food, provides the perfect blend of harborside viewing and sea-inspired cuisine.

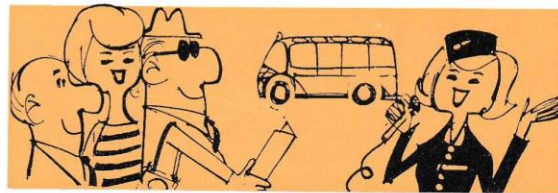
Seattle Art Museum (K2). The Art Museum contains one of the best collections of Oriental art and jade in North America. Also a fine collection of Northwest painters and European art. Open 10 a.m.–5 p.m. Tuesday through Saturday, Thursdays also 7–10 p.m.; noon–5 p.m. Sundays and holidays. Admission free.

Seattle Center (B5). Seattle Center, landmarked gracefully from all around by the elegant 607-foot (185 meters) Space Needle is a legacy from the 1962 World's Fair. It is best reached from downtown Seattle by speedy monorail. Time: 96 seconds. Fare: 25 cents adults, children under 12 free if accompanied by adult. Special 10-cent fare during the summer between 11.30 a.m. and 2 p.m. except holidays.

Within the center's 74-acres, tree-lined boulevards lead to sundry attractions. Spouting, floodlit fountains (15 in all) and green gardens lend it peace and beauty.

Visit first the Space Needle. A ride to the top by elevator (cost \$1, children under 5 free, children 5–12 50 cents) is worthwhile, whether your purpose is to eat in its revolving restaurant or view the surroundings in miniature from its observation tower. Atop, you can scan vistas of Puget Sound, Elliott Bay, downtown Seattle, Lake Washington and the domed top of Mt. Rainier with ten-cents-a-time telescopes, buy souvenirs, soft drinks, hot dogs and hamburgers, purchase postcards and mail them from the very “eye of the needle”.

In addition to the Space Needle there are: amusements – ranging from an antique carousel with gilded horses to a giant sky-ride that swings you high out across the grounds in 3-passenger cars for an ariel view of the Center... a Sport Stadium, scene of sport and spectacle during spring, summer and fall... a Food Circus – a “cook's tour” of meat, fish,





fowl, fruit, vegetables and pastries garnered from the world's four corners, and linked to an international mezzanine of diverse gift shops by a space-age Bubbleator... an Arts and Crafts Center offering a fine presentation of Great Northwest handwork... a Coliseum, one of the country's largest indoor sports-, convention- and trade show centers... an Opera House, Playhouse Theater and Arena (see "Entertainments")... and the Pacific Science Center – see below.

The Pacific Science Center (worth visiting for its beautiful and unusual architecture, alone) offers more than 100 different exhibits in a complex of 5 separate buildings.

Hours of admission: open every day June–September 1 p.m.–9 p.m.; during October–May open Mon–Thurs 9 a.m.–5 p.m., Fri, Sat, Sun 1 p.m.–9 p.m. Admission fee.

Seattle Public Aquarium (E12). On Pier 56 at the foot of Seneca Street, the Aquarium provides colorful displays of native sea life – both flora and fish. Sea lion circuses are staged on the hour daily between noon and 6 p.m. from April 1 to September 30 (other months weekends only). Open daily 9 a.m. to 9 p.m. April–September; 9 a.m. to dark October–March. Admission fee.

Smith Tower (G13). The Tower, a building of business offices, provides bird's-eye views of the city in all directions from its observation deck on the 35th floor.

Also on show is a roomful of antique Chinese furniture and art. Admission fee. Open daily 9 a.m. to 9 p.m.

Shilshole Bay Marina (O10). One mile (1.6 km.) long, Shilshole Bay Marina comes under the jurisdiction of the Port of Seattle and has moorage for some 1,400 vessels. South of the bay lies the entrance to Salmon Bay and Washington Ship Canal. North, Golden Gardens Park – ideal rendezvous for swimmer, beachcomber, picnicker. Midway along the Basin is Sunset Hill Park with its fine viewing-points.

The University of Washington (M2). Founded in 1861, the University of Washington is the oldest public institution of higher education on the Pacific Coast. Originally situated downtown, the University, today, stands at the shores of Lake Washington's Union Bay, on the former site of Seattle's first World Fair – and is open for public viewing.

Prominent among the buildings and attractive landmarks here, are the Thomas Burke Memorial Washington State Museum (see below), Denny Hall, oldest building on the campus with its famed bell and cupola, the Henry Art Gallery (see below), the Nuclear Reactor, the salmon-rearing pond, the Sylvan Theater – a natural amphitheater graced by a backdrop of Ionic columns, Rainier Vista (see below), Frosh Pond – another contribution of the Exposition, enhanced by the Drumheller Fountain which was presented on the University's centenary in 1961 – and the Drama TV Building, a permanent exhibition of theater costumes together with an extraordinary collection of theater models loaned by the Federal Government. The TV building is also the home of KCTS, Seattle's community-owned educational television station. Surrounding the University is the "U district" of little theaters, folk-singing bistros, book stores, art galleries, craft and import shops.

Rainier Vista (O4) (at the Montlake Boulevard East entrance). Planned in 1909 for the Alaskan-Yukon Pacific Exposition, Rainier Vista provides, on a clear day, breathtaking views of Mount Rainier (see Mount Rainier National Park under "Excursions").

Henry Art Gallery (N1). The Gallery was named in honor of Captain Horace Chapin Henry, Seattle philanthropist who gave his extensive art collection to the University, plus a building to house it. The Henry Gallery is open 10 a.m.–5 p.m. Monday through Saturday; 2 to 6 p.m. on Sundays; and Wednesday evenings 8–10 p.m.

Thomas Burke Memorial Washington State Museum (N1). Named after the late Judge Thomas Burke, pioneer Seattle jurist and civic leader, the museum, in accordance with its founder's wishes, presents a collection which is predominantly concerned with those countries and islands whose coastline touches the Pacific Ocean.

Museum hours 10 a.m.–5 p.m. Tuesday through Saturday and 1–5 p.m. Sundays. Closed on Mondays.

Woodland Park Zoo (U6 – just up the hill from Green Lake). The zoological gardens house nearly 2,000 familiar and exotic birds, beasts and reptiles. Admission free. Adjoining the Zoo is an amusement park, picnic areas and a pleasant rose garden.





Parks

Green Lake – Aqua Theater (U6). A happy combination of verdant parkland and sandy beaches. By early morning, see fishermen on the shores. Boats, bicycles, fishing gear can be rented here. Heated freshwater pool beside the lake. At the southernmost tip of Green Lake stands the Aqua Theater, scene of the traditional Fourth of July fireworks display.

Lake Washington (V8). East of Seattle is 32-mile-long (52 kms.) Lake Washington with its famed floating bridges (Lake Washington Floating Bridge is more than a mile – 1.6 km. – long, the largest structure of its kind in the world) which lead to the fine residential areas across the lake. North and south of Lake Washington Floating Bridge are miles of green, pleasant lake-edged parks – ideal for swimmer, waterskier, boater and picnicker.

Schmitz Park (S7). Whilst not fashionable, Schmitz Park's 54 acres is one of the few original forest tracts left in any Western city – a "museum of Nature" revealing what life must have been like here before the "white man" came. Good trails lead through giant firs and cedars.

Seward Park (Y12). One of Seattle's largest parks, "Seward" occupies the thumb-like peninsula that juts out from Lake Washington Boulevard. Within its boundaries are Japanese gardens, bird sanctuary, trout-rearing ponds, an amphitheater where summer concerts are staged, picnic areas, tennis courts and ample lake-shore for swimming.

University of Washington Arboretum (Q6). The Arboretum, stretching south from the southern jaw of Union Bay, is the multi-flowered, sylvan section of Washington Park. Gathered in this pretty, peaceful 200-acre tract are 2,000 species of trees, shrubs and plants from all parts of the world. Also a Japanese Teahouse – a gift from the City of Tokyo – complete with terraced gardens and pool. The Tea Garden is open daily 10 a.m. until sunset. Admission fee.

Volunteer Park (K2). 44 acres of groomed grounds are crowned by the old brick watertower – 207 steps lead you up to a magnificent view of the yacht clubs on Portage Bay. Entry free. The Park possesses a conservatory with a great orchid collection, playground, tennis courts, wading pool, picnic areas – and the Seattle Art Museum.

Scenic drives

These scenic drives have been designed to help you cover many of the principal points of interest plus much of Seattle's verdant parkland.

Guide maps outlining these "Drives" can be obtained from the Seattle Visitors Bureau (G12).

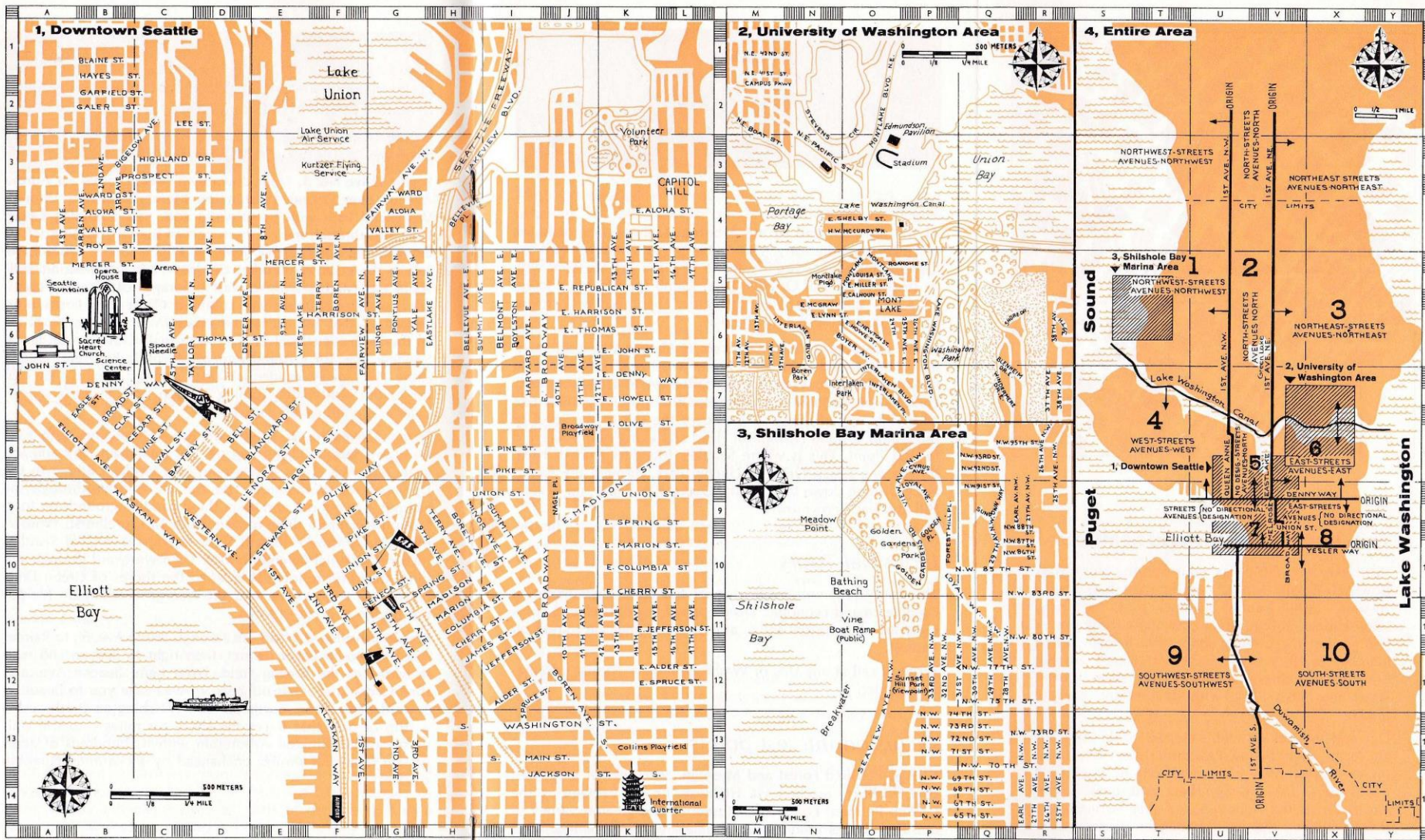
Scenic Drive No. 1. From downtown Seattle, drive via Aurora Avenue over George Washington Memorial Bridge, through Woodland Park with its splendid zoo, past adjoining Green Lake, out through the northern part of the city, turning left at 109th Street for Carkeek Park on Puget Sound. From here, follow the coast to Golden Gardens Park, neighboring Shilshole Bay Marina with its vast moorage for pleasure boats. Seaview Avenue takes you south to Chittenden Locks – an "elevator" that lifts ships and boats from saltwater level up to the freshwater level of the ship canal. Cross the bridge at Seaview Ave. for a round tour of Magnolia Bluff and Queen Anne Hill, lovely residential areas offering superb views of the harbor – ultimately joining Alaskan Way, Seattle's spectacular and picturesque waterfront.

Scenic Drive No. 2. Follow Madison Street and 19th Ave. through Capitol Hill, turning right at Interlaken Park and left onto 24th Ave. Cross Portage Bay by Montlake Bridge to the University of Washington. You can either drive through the campus – or get out and roam these parklike grounds on foot. From the campus, drive onward through Laurelhurst, Windermere, Hawthorne Hills and View Ridge – several of Seattle's lovely residential neighborhoods. Then westward through still more beautiful residential areas to the shores of Green Lake. Finally, via Aurora Ave. and the George Washington Memorial Bridge back downtown.

Scenic Drive No. 3. Head out through Boren Ave. S., to Rainier Ave., to Mount Baker district, then right to Beacon Hill with its views of the Boeing Field. From here, Beacon Ave. and then Orcas Street (left off Beacon Ave.) take you to beautiful Seward Park. Drive north on Lake Washington Boulevard – a strip of park that traces the shore for miles – to the University of Washington Arboretum with its hundreds of acres of rare trees and shrubs, enlivened by a charming Japanese garden.

(cont'd on page 22)





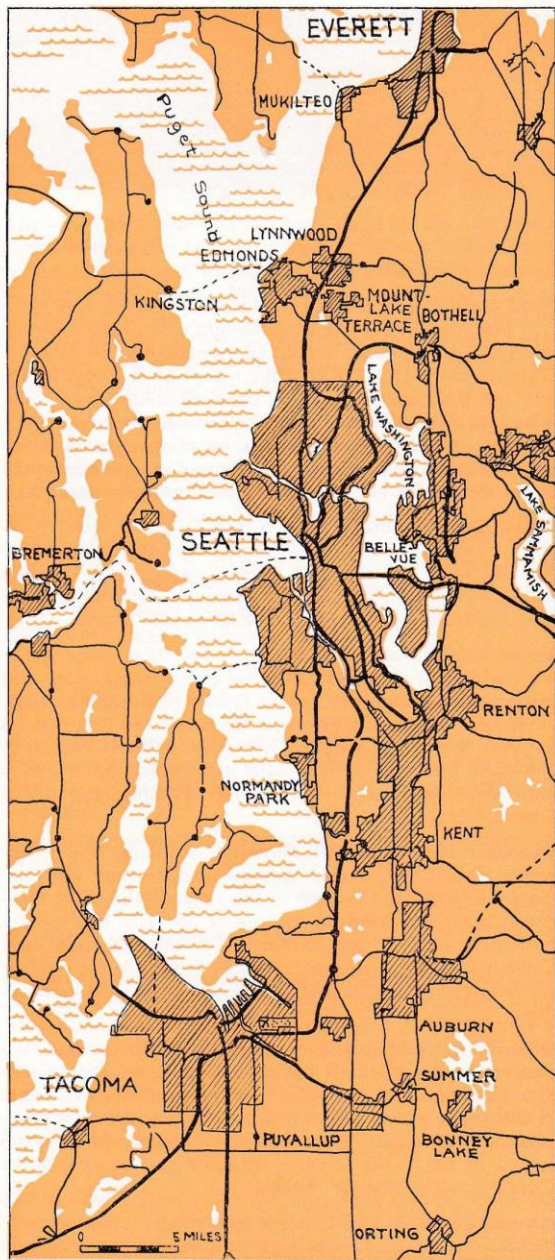
Code numbers in this booklet refer to the above map. Thus (G10) is located where lines drawn from "G" and "10" cross each other.

Interesting Sights in Seattle

- | | | |
|-------------------------------------|---|--|
| (S11) Alki Point | (E10) Pike Place Market | (O10) Shilshole Bay Marina |
| (V13) Boeing (Boeing Field) | (F12) Pioneer Square | (M2) The University of Washington |
| (I11) Frye Art Museum (Gallery) | (T7) Salmon Bay, Fishermen's Terminal | (O4) Rainier Vista |
| (U10) Elliott Bay Docks | (K2) Seattle Art Museum | (N1) Henry Art Gallery |
| (T7) Hiram M. Chittenden Locks | (B5) Seattle Center (with Space Needle) | (N1) Thomas Burke Memorial Washington State Museum |
| (K14) International Settlement | (E12) Seattle Public Aquarium | (U6) Woodland Park Zoo |
| (O4) Museum of History and Industry | (G13) Smith Tower | |

Useful addresses

- SAS Office, 414 University Street, telephone MU 2-5911.
- Olympic Terminal, 415 Seneca Street, telephone MU 2-5950.
- Tourist Information Center, 215 Columbia Street, telephone MA 2-5022.



harbor small logging communities and fishing villages reminiscent of New England. North, stands Port Townsend, a colorful city of Victorian architecture – summer scene of an art and music festival – and Port Angeles, headquarters of million-acre Olympic National Park, also departure-point for ferries to Canada's Victoria. The Park possesses prolific fishing, hiking, camping and climbing opportunities, the spectacular "Rain Forests" – home of giant centuries-old Douglas Fir trees and herds of stately Roosevelt elk – and Hurricane Ridge, skiing Utopia during winter and spring, alpine flowered meadowland in summer.

West on the Peninsula, stretch miles of beautiful beach. Along this coastline are Indian Reservations and villages where the visitor can barter for colorful basketry, and watch the locals mending their fishing nets.

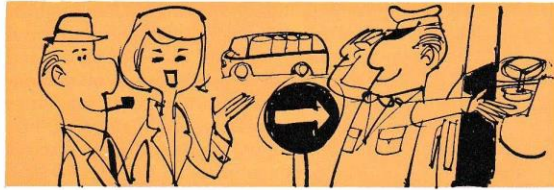
Complimenting Long Beach – the longest sand beach in the world, 300 feet (91 meters) wide, 28 miles (45 kms.) long – is the Ocean Shores Marine City. Here you'll find all that sea-and-shore lovers could want . . . a choice in good hotels and motels, coupled with ample facilities for sports and entertainments. For full information, call Ocean Shores 289-2333 or Seattle MA 4-1666.

Puget Sound (S3). One of the busiest and most beautiful inland seas in the world, Puget Sound, is 90 miles (145 kms.) long, washes almost 2,000 miles of coastline and has as its pulse, Seattle. Starting north from Seattle on U.S. 99 one passes through Everett with its fishing fleet and great sawmills (check at mill offices for details of free tours), Camano Island (reached by bridge) with its many resorts, and Mount Vernon and the route to Whidbey Island over Deception Pass Bridge. The state park here offers awe-inspiring views of the Sound and the Olympic Mountains.

San Juan Islands. This 172-isled archipelago, dots the blue waters of the Puget Sound which separate Vancouver Island from the mainland of Washington. The islands are easily reached by Washington State ferry through gateway Anacortes, by sea or land plane operating from Bellingham, Anacortes and Seattle, or by boats chartered at various ports. For full information, call Washington State Ferries, MA 4-4755 or Island Sky Ferries MA 2-5950.

Orcas, the largest of the "San Juans" includes lovely 4,000-acre Moran State Park in its boundaries; 2,450-ft. (747 meters) Mount Constitution with its 5-story lookout tower; a 9-hole Golf Course; horse-riding stables, a unique open-air museum of old log cabins; camp and lake-swimming areas; three trout-stocked lakes; and some enchanting resort hotels. And spend recreational time in San Juan Country Park. Try Hotel Rosario or Madrona Inn, for example.

San Juan Island, the next biggest to Orcas, blends beautifully past and present. Visit the historic American and English camp sites, intriguing legacies from the famed "Pig War" of 1859. Explore Friday Harbour, largest town in the "San Juans".



Beyond the borders of Washington

The surrounding attractions, for which Seattle is famed as a stepping-off point, don't stop at the Washington borderline. Barely 100 miles (160 kms.) north of the city, lies the start of Canada – the Province of British Columbia, which includes within its boundaries Vancouver Island, and lovely Victoria, capital and oldest city of the Province.

South, in the State of Oregon, there are the magnificent “water-falled” vistas of Columbia River Gorge: 250-square-mile (648 square kms.) Crater Lake National Park with its abundant outdoor sporting opportunities; and the city of Portland, a world port, famed, too, for its zoo, Lloyd Center – largest shopping center in the world – and its beautiful rose gardens from which stems the annual Rose Festival. 287 miles (463 kms.) away to the east of Seattle is Spokane, Washington's second largest city, and across the State border and Idaho Panhandle, the start of Montana, epitomized in the glorious Glacier National Park – an unspoiled scenic extravaganza cradled high in the Rockies. The Park boasts 60 glaciers, 250 trout lakes, over 1,000 miles (1,613 kms.) of trail, thousands of wild flowers, umpteen species of wild birds and beasts, and a wide choice of pleasure-equipped, resort-style hotels, motels and cabins.

Entertainment and night life

A leading local columnist once said, “The only place you won't find a piano-player in Seattle is at the Public Library” . . . Quite what the writer had against the Chief Librarian isn't clear – but the broader meaning is: Seattle's night-spots are myriad – and the piano still presides, although it's jostled hard for “first place” these days, by both jukebox and guitar. Whether you favor the chic supper clubs of Seattle (see also “Restaurants” section), the pseudo-taverns of the “Gay Nineties”, the jukebox joints, or one of the mixed bunch in the city's International Quarter, something to suit your taste and pocket exists in the following lists.

Culture, too, in the shape of the Performing Arts, is well served up in Seattle. Much of the best in opera, theater and ballet is to be found in one spot: the Seattle Center, erected in 1962.

Theater

Legitimate productions are staged by a number of leading companies. The Seattle Center Playhouse (Seattle Center) – home of Seattle's new permanent repertory company. Seattle Civic Theater (5011 California Ave.). The Old Seattle Theater (111 Madison Street). The Cirque Playhouse, 3406 E. Union (X9), the University Playhouse and Penthouse – located at the University of Washington. During the summer season, performances are also given at Seattle's “A Contemporary Theater”, 709 First Avenue.

Symphony concerts

Concerts are rendered at various places by the Seattle Symphony Orchestra and by the University of Washington School of Music. Headquarters for the former is Seattle Center. The Seattle Chorale – a 100-voice choral group – often gives concerts at the Moore Theater, 2nd & Virginia. In summer, concerts are also staged at the amphitheater in Seward Park – see “Parks”.

Opera, ballet and spectaculars

The elegant Opera House at Seattle Center, built to accommodate 3,000, offers – in conjunction with the Center's Arena – a year-round program of opera, ballet, chamber- and symphony music, jazz concerts, circuses, ice shows, even sports events.





Night spots

A Go Go (H8)
101 Eastlake East
Live music and dancing

Blue Banjo (F13)
610 First Avenue
All-star Banjo Band

Shakey's Pizza Parlor
(off map)
3024 Bothell Way N. E.
Youthful music, good pizza

Steve's Gay 90's (off map)
5238 South Tacoma Way,
Tacoma, Wash.
Can-can dancing,
community singing

Trojan Horse (E9)
3rd and Lenora
Fine dinner club, no cover
charge

A good many Seattle restaurants also offer the chance to dance and watch good cabaret as well as dine. Examples: The Windjammer at Shilshole Marina (tel. SU 4-4070 if you want to reserve a table). Edgewater Inn (B9) where you can dance on the roof among the stars. Maison Blanc (G12), where you can sup and sing-along in the Ratskeller or dance to Bavarian music in the beer garden. And the Norselander (U9) with its magnificent marine view.

The hotels of Seattle also provide their share of sophisticated haunts . . . the Marine Room of the Olympic Hotel, and floor show in the Westlake Room at the Washington Plaza (formerly Benjamin Franklin).

Movie theaters

There are 15 or more movie theaters (5 are in Fifth Avenue) 6 of which offer first-run U.S. and foreign films. Also accessible to those with hired- or own-car are a number of Drive-Ins. For current programs, ask your hotel reception clerk or peruse the local paper.

Tipping

A service charge is not automatically added by Seattle hotels and restaurants. In hotels, the standard of service determines the tip you leave. In restaurants, it is customary to add 12–15% of the total check. These tips are normally left on the table. Tip taxi-drivers 15–20% of the fare, more if they help you with your luggage; hotel bellhops 25–35 cents per bag. Porters at airport and railroad stations, charge the latter and it is usual to give them a small addition. The shoeshine boy will expect 25–35 cents for his services. Tip barbers and hairdressers 10% – also gas-station attendants if the service is good.

Note: It is not customary to tip movie-ushers, theater attendants, hotel reception clerks and hotel chambermaids.

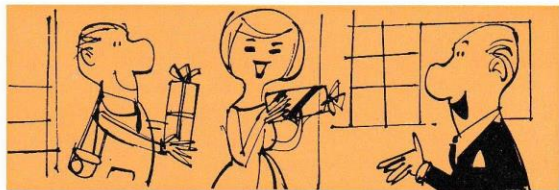
Shopping and souvenir hunting

Three different sectors form the shopping core of Seattle. There is the downtown shopping area bounded by Pine Street, First Avenue, Yesler Way and Fifth Avenue, the heart of which is Westlake Mall (F9). There is the strip of waterfront which includes Pike Place Market (E10). And the International Settlement, comprising the streets east of Yesler Way between First and Twelfth Avenues. Each area offers something different.

Where and what to buy

If you're on the hunt for modern merchandise, primarily American, then window-shop downtown. Hub is the Metropolitan center, a six-block square of high-fashion shops where you can acquire antiques, china, men's and women's clothes, children's speciality goods, even pastries. Included in this quarter are such better-known stores as Bon Marché, Frederick & Nelson, J. C. Penney, Nordstrom Best Apparel, I. Magnin & Company, Littler Inc., and John Doyle Bishop.





Alternatively, the bazaar-browser will find quaint and colorful delight on the stalls of Pike Place Market and in the curio shops of Seattle's waterfront. Here, you can pick up literally anything . . . anything, that is, from an antique clock to an octopus. Try Trident's (F12) and Q-Raz (F12). Typically fascinating is Seattle's most famous waterfront emporium, "Ye Olde Curiosity Shop" (F12).

For souvenirs Oriental or Polynesian try Seattle's International Quarter. Explore Higo and Wilma's Century Shoppe in Jackson Street, south (I13), Sun Wah, Yick Fung and Kong Sun in King Street, south (I14), Sanky's jewelry store, Fourth Avenue (F10), Tom's Grocery and Gifts on Yesler Way (L13) and Uwajimaya in South Main Street (G13) . . . Japanese lacquerware and dime-store trinkets, Chinese carved furniture, herbs and spices, Indian silks, Italian leatherware, Alaskan ivory and Polynesian monkey-pod carvings – all make enchanting mementos of your visit to Seattle.

When to shop

Most Seattle department stores and shops are open from 9.30 a.m. to 5.30 p.m. (except for Sundays) with late-night shopping on Mondays, when they stay open till 9. Northgate – North of Sea –, 9.30 a.m. to 9.30 p.m.; Southcenter, 10 a.m. to 9.30 p.m., Saturdays 10 a.m. to 6 p.m.

Business hours

Banks open 10 a.m.–3 p.m. Monday–Thursday; 10 a.m.–6 p.m. Fridays; closed weekends.

Shops are open 9.30 a.m. to 5.30 p.m. Monday–Saturday with late-night extension until 9 p.m. on Monday.

Offices open 9 a.m.–5 p.m. or 8.30 a.m.–4.30 p.m. Monday through Friday.

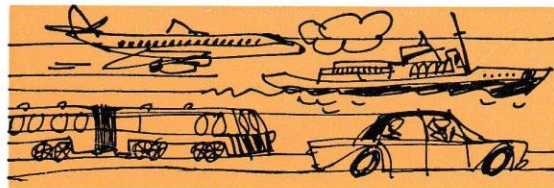
Transportation

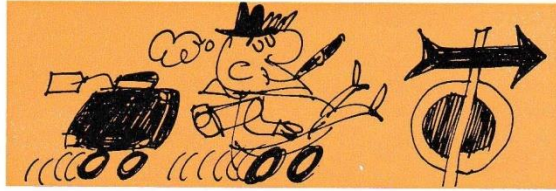
Downtown Seattle is easily explored on foot. Should you intend visiting interest-points further afield, however, we strongly recommend you hire a car (more about this overleaf). You can also take in the sights of your choice on one or more of the excellently conducted tours by bus and boat – see the section headed "Sights and Excursions". The cheapest way to get about the city is by the electric- and motorcoaches of Seattle's Transit System. For details of routine schedules, bargain transfer-ticket travel and shuttle bus (the shoppers' special service) phone 583-4800.

Less expensive, but much more modern is the monorail connecting downtown Seattle with Seattle Center. Taxis are available throughout the city and can be called from MA 2-6500, MA 2-4949 and MA 2-1717. Approx. cost per mile 40 cents. Airport limousines depart, every 20–30 minutes virtually around the clock, from the Vance Hotel (F7) Seventh and Stewart Streets and the Olympic Airline Terminal (F11) across Seneca Street from the Olympic Hotel. Cost to Seattle-Tacoma International Airport: \$1.50. Time 20–30 minutes.

If you're driving, Seattle lies on Interstate 5, the main south-north coastal highway and can also be reached from the east by Highway 10 across Lake Washington's Floating Bridge.

For those who like to roam out of town, Washington State Ferries – the world's most extensive auto ferry system – and the Puget Sound Ferry Services provide frequent connections with the Olympic Peninsula, Puget Sound's many neighboring communities, including the scenic San Juan Islands, and Victoria in Canada. 4 trans-continental railroads serve Seattle, and two major coach lines – Greyhound Bus Lines and Continental Trailways – provide scheduled services to and from all parts of the country.





9 scheduled and many non-scheduled airlines serve this area, connecting at Seattle-Tacoma International Airport.

If a hired car appeals most, then contact your travel agent or SAS. Before you go, or while you're here, the SAS office can help you hire a car to your satisfaction.

Sports

Seattle and its grandiose surroundings of water, forest, mountains and wide open spaces offer the sports-lover a Mecca of unlimited scope. You can watch anything from auto-racing to American football, participate in anything from sailing, water-skiing and skin-diving to a whole wide range of non-aquatic sports. Below, you'll find a selection of places, and how best to reach each point.

Auto-racing: There are 3 major tracks in the area. Puyallup International Dragway (3 miles (5 kms.) south of Puyallup on Highway 7): telephone MA 3-5381 or SH 7-2225 – Evergreen Speedway (at Fairgrounds in Monroe), Monroe 794-9968 and Seattle International Raceways, Kent (about 30 minutes' drive from downtown on Highway 5A), UL 2-2133.

Baseball: Seattle is the home of the American League team "The Pilots". Between April and September home games are played in Sicks' Stadium, a few minutes from downtown by transit coach Rainier No. 7, south on Third Ave., or taxi. For program of fixtures, entrance charges, etc., call PA 58500.

Basketball: Seattle Supersonics of the National Basketball Association. Play October–March. MA 4-3404 for information on tickets, dates, etc.

Boating: Mile upon mile of salt- and freshwater makes Seattle an ideal place for the boating enthusiast. For more specific information on location, rates and boat launching sites, call the City Park Department, JU 3-2600, or County Park Department, MA 2-5900, ext. 457.

Fishing: Two popular goals for the freshwater angler are the public piers at Green Lake and Lake Washington. If you wish to fish in the county parks, call MA 2-5900, ext. 457. Additional advice on stream and lake fishing, also licenses, can be obtained from the Washington State Game Department, 509 Fairview N., MA 4-3480, or from any Seattle sports goods store. Many saltwater Utopias lie within minutes of downtown Seattle. Elliott Bay, and the Puget Sound area as a whole, is renowned for salmon. Just north of Fisherman's Terminal stand boathouses where you can rent boats, bait and tackle. Fishing gear can also be rented from leading sports goods stores. For more specific information, call Washington State Fisheries Department, AT 2-0286.

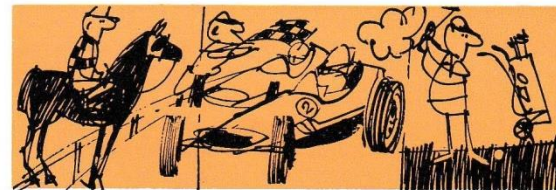
Football: The University of Washington "Huskies" play between September and November. For details call the University, 543-2210. For other college football events, call the Seattle Visitors Bureau, MA 2-5022.

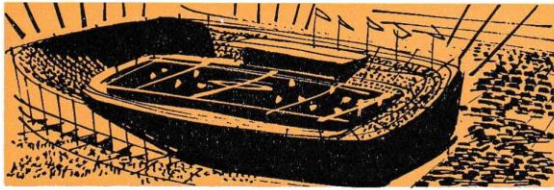
Golf: Golf is possible the year-round. For information on greens, fees, hours, etc., call Seattle Park Department, JU 3-2600.

Hiking, camping, climbing: Anything from a one-day hike to a completely equipped climbing expedition can be arranged in Seattle, including guide service, equipment, etc. Call the U.S. Forest Service, MU 2-3300 for details of localities. For advice on camping, camping sites and climbing call the Seattle Visitors Bureau, MA 2-5022.

Hockey: Seattle Totems play Seattle Center Coliseum. For information MU 2-0223.

Horse racing: From May through September, there are regular race meetings at Longacres Track, Renton. Facilities include pari-mutuel betting. The track is reached via E. Marginal Way S. Call BA 6-3131 or MA 4-2455 for dates of meetings, admission charges, etc.





Hunting: For information on locations, game, seasons, call Washington State Game Department, 509 Fairview N., MA 4-3480.

Skiing: A score of well-equipped ski resorts lie within easy driving distance of Seattle. Call Seattle Visitors Bureau (MA 2-5022) for a full listing of resorts.

Swimming: Miles of bathing beach enhances the coastline stretching from Duwamish Head to Alki Point. Here, you can swim in saltwater, skin-dive, water-ski, picnic and sunbathe. For the freshwater aficionado, there's abundant opportunity in Green Lake (U6) and Lake Washington (Y8). One indoor pool, Evans Pool, 7201, E. Greenlake Way, is open to the public all year. For details of hours phone JU 3-2600.

Tennis: Nearly 100 public courts, some floodlit at night, are maintained by the City Park Department. (For details call JU 3-2600). Two private clubs, the Seattle Tennis Club and the Evergreen Tennis Club, offer reciprocal arrangements for non-residents who are members of a tennis club.

Note to August arrivals: Those who are here in August, can add to their wealth of sporting pleasure by watching the hydroplane races on Lake Washington – an exciting part of the Seafair celebrations.

Climate and clothing

Mild is a very meaningful word when applied to Seattle's climate. Although on the same latitude as Newfoundland, Seattle enjoys the warming waters of the Japanese Current and the two-way insulation of high mountain ranges to the east and west. In summer, cool air moves down from the high-pressure area near the Gulf of Alaska. In consequence, summer days are warm but

seldom hot, and nights are cool. During winter, the prevailing winds blow from the southwest's warmer latitudes, the Puget Sound region being shielded in the west from the Pacific's heavy rain and high winds by the Olympics, and in the east from the mid-continent's cold by the Cascades.

Winters bring a little snow. The average winter temperature is 42° F (6° C), the average summer temperature 63° F (17° C).

The average monthly high and low temperatures and mean rainfall are as follows:

	Daily max.		Daily min.		Mean rain-fall		Daily max.		Daily min.		Mean rain-fall
	F	C	F	C	Inch		F	C	F	C	Inch
January	35°	2°	21°	-6°	1.04	July	91°	33°	61°	16°	.14
February	43°	6°	25°	-4°	.83	August	90°	32°	59°	15°	.20
March	56°	13°	33°	1°	.70	September	82°	28°	52°	11°	.39
April	68°	20°	40°	4°	.53	October	67°	19°	42°	6°	.61
May	76°	24°	49°	9°	.70	November	48°	9°	31°	-1°	1.03
June	82°	28°	56°	13°	.90	December	39°	4°	27°	-3°	1.17

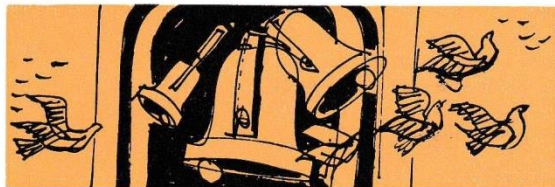
In summer, spring and autumn a light top-coat is a useful accessory to have along, though you'll rarely need to wear it in spring or summer except at night. A raincoat and sweater (for the ladies) are useful "standbys" all the year round.

Dress is informal – a dark suit being more than adequate for most occasions, even in the more chic night-spots, restaurants and theaters.

If it is your intention to bathe/swim, it should be noted that even small children are not commonly seen in public without bathing suits.

As previously explained in the chapter "Hotels", valet service is obtainable at many hotels. If not, then the hotel reception clerk can usually advise you when and where to obtain such services.





Religious services

Baptist: Central Baptist, 9th & Pine, tel. MA 2-4843.

Buddhist: Seattle Buddhist, 1427 S. Main St., tel. EA 3-5313.

Roman Catholic: St. James' Cathedral, 9th & Marion, tel. MA 2-3559.

Christian Science: Fourth Church of Christ Scientist, 1119-8th, tel. MA 3-3632.

Episcopal: St. Mark's Episcopal Cathedral, take Broadway-Martin No. 9 bus from 4th & Pike. St. Mark's Cathedral, 10th E. & E. Galer, tel. EA 5-4200.

Hebrew: Temple de Hirsch, 1511 E. Pike, tel. EA 3-8486.

Orthodox: Greek Orthodox Church of the Assumption, 1804-13th, tel. EA 3-9798. Russian Orthodox Cathedral of St. Nicholas, 1714-13th, tel. EA 2-9387, No. 10 Capitol Hill bus.

Congregational: Plymouth Congregational Church, 6th & University, tel. MA 2-4865.

Methodist: First Methodist, 423 Marion St., tel. MA 2-7278.

Lutheran: Gethsemane Lutheran, 911 Stewart, tel. MU 2-3620.

Special services

Time: Dial TI 4-8900. *Weather Report:* Dial 662-1111. *Main Post Office:* Third Avenue & Union Street, tel. MA 3-8600. *Taxi:* See "Transportation". *Police:* For emergencies, dial JU 3-2111. *Doctor, 24-hour service:* Dial MA 2-6900, MA 2-2800, or EM 3-5422. *Baby-sitting services:* Dial AT 3-9500 or LA 5-3221.

The "yellow pages" of any telephone directory give you a great deal of information, ranging through all types of shops, services, occupations, even locations of buildings. The pages are indexed.

Note for businessmen

The Seattle Chamber of Commerce (F12 - 215 Columbia Street, tel. MA 2-5060) is qualified to give sound advice on trade practices, investment opportunities, and buying and selling in the States. You can also obtain specialized reports and statistics on both foreign and domestic trades and industries.

Public holidays and special festivities

January 1	New Year's Day
February 22	Washington's Birthday (honoring the First President of the U.S.A.)
March 17	St. Patrick's Day
First Sunday succeeding the first Full Moon after March 21	Easter Sunday
May 30	Memorial Day (honoring those who died in military service)
July 4	Independence Day (celebrating the adoption of the Declara- tion of Independence, 1776)
First Monday in September	Labor Day
October 12	Columbus Day (Anniversary of the Discovery of America)
November 11	Veterans' Day (Anniversary of the end of World War I, now also commemorating the Veterans of both World Wars)
Last Thursday of November	Thanksgiving Day (a day set aside each year to acknow- ledge the Lord's favor)
December 25	Christmas Day

The majority of Seattle's shops and commercial establishments are closed on the above dates.

Edited by Alan C. Lovejoy

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Ask SAS for a date!

The SAS International Events Service can supply you with comprehensive details of over 1,000 major events all over the world.

Our close cooperation with hundreds of organizations and fairs enables us to keep a world business, professional and cultural diary. We can even offer information about functions which will take place in five years' time!

Ask your nearest SAS office for more details.

Let SAS help you plan ahead.

