

*Welcome*



*to the*

Official World's Fair  
Women's Hospitality Center  
Purex Penthouse



## Fair Visitor —

We sincerely hope that you will enjoy the lovely surroundings of this Hospitality Center. It has been designed with you in mind.

The New York World's Fair is exciting, dramatic, but we are well aware of the fact that women especially do appreciate a calm oasis.

The Purex Corporation is proud to provide this resting and meeting place for women the world over who give their time and their talents to worthwhile organizations.

In California, we have a phrase borrowed from Mexico which I feel expresses true hospitality to a visitor. It is "es su casa" . . . "this is your house."

We want you and your friends to feel that way about the Hospitality Center. Do come back again.

With best wishes,

Alan C. Stoneman  
President  
Purex Corporation, Ltd.

## Facts About the Hospitality Center

It has the gracious atmosphere of a private club, in Colonial Williamsburg furnishings. Use of the Lounge and Terrace Patio are free of charge to women's organizations and individual members of women's groups, courtesy of Purex.

It is open week days from 10:00 a.m. to 6:00 p.m. and on weekends and evenings for special functions.

The Lounge area accommodates:

280 persons for standing receptions  
70 persons for luncheons  
150 persons for dinners

The Terrace Patio accommodates:

400 persons for standing receptions  
200 persons for sit-down functions

Groups and individuals using the Center are especially welcome and will have reservation privileges at the Penthouse Restaurant adjoining, space permitting. Arrangements for food and beverage service for your group can be made there.

Powder room and telephones also adjoin the Center and right next door is Charles of the Ritz Beauty Salon.

For reservations for group functions, call or write to:

Mrs. Mary Jane McCaffree  
Director of Women's Activities  
New York World's Fair Corporation  
World's Fair, N. Y. 11380  
(Telephone: WF 4-2391)

For the Purex Corporation, Miss Gail Benedict is at the Center to greet you and to provide information and special assistance. Her telephone number is: AR 1-3430.

Individual members of women's organizations are admitted at any time that the Center is not reserved for a special function. Men are welcome as guests of women visitors.



Because you are a homemaker as well as an "organization woman", you may be interested in knowing about the many fine household products which the Purex Corporation makes. Among them are: Purex and Fleecy White liquid bleach, All-Fabric Beads-O' Bleach, Trend (Liquid and Dry), Dutch Cleanser, Sweetheart Soap, Brillo, Little Bo-Peep Ammonia, Cuticura Soap, Bubble Club Fun Bath.

The final form of these products not only is the result of extensive scientific research, but of "woman-testing", too. Purex is dedicated to the fundamental policy of listening to women and developing products which answer their needs. That is why: "You'll find the woman's touch in every Purex product".

If you would like to be on our special mailing list, please fill out and mail the coupon below.

Purex Corporation, Ltd.  
30 East 40th Street  
New York, N. Y. 10016

Please include my name on your mailing list for interesting homemaker information.

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

Organization \_\_\_\_\_