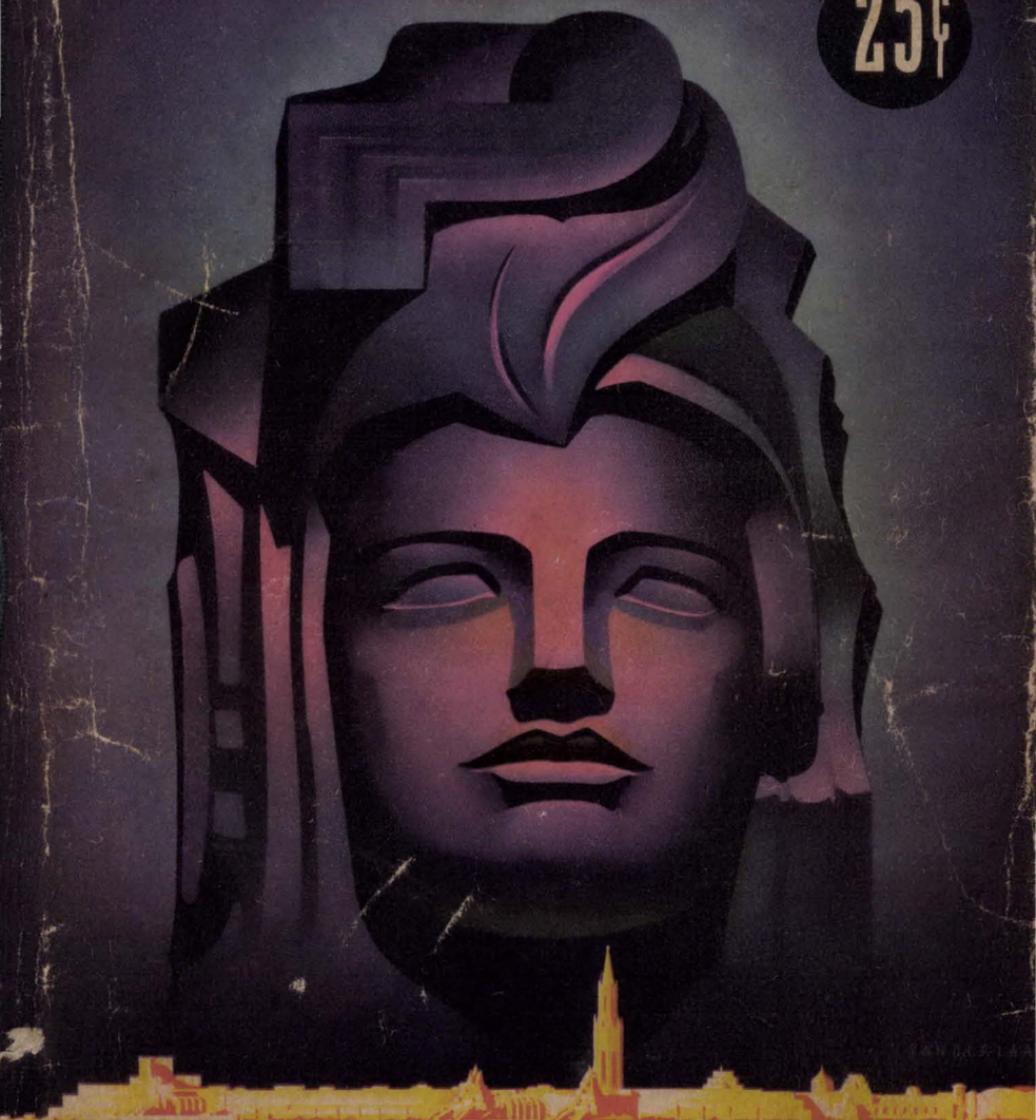


# OFFICIAL GUIDE BOOK

REVISED EDITION

25¢



GOLDEN GATE  
INTERNATIONAL EXPOSITION  
ON SAN FRANCISCO BAY

# An American philosophy and its symbol

● The restive American spirit that yesterday pushed our frontier to the Pacific, expresses itself today in science and industry. Symbolizing that philosophy of progress is the Ford Motor Company exhibit.

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Ford

## FORD MOTOR COMPANY



# VISITORS

# GUIDE

A SECTION OF MESSAGES TO VISITORS OF THE GOLDEN GATE INTERNATIONAL EXPOSITION FROM CALIFORNIA MERCHANTS, HOTELS, RESTAURANTS, TRAVEL SERVICES, RESORTS, BUSINESSMEN, AND FROM FOREIGN GOVERNMENTS WHO ARE PARTICIPATING IN THE EXPOSITION

## MAPS IN THE GUIDE BOOK

For clarity and convenience there are many maps in the Guide Book. First is the large, colored cartograph which gives you a perspective view of Treasure Island. On its reverse side are enlargements of certain areas, Elephant Train route maps, and an alphabetical list of all buildings. Additional maps will be found in the Fingertip Information Section, and floor diagrams in connection with descriptions of the larger exhibit buildings.

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REVISED EDITION

GOLDEN GATE INTERNATIONAL EXPOSITION  
 WORLD'S FAIR ON SAN FRANCISCO BAY

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 SAN FRANCISCO BAY EXPOSITION

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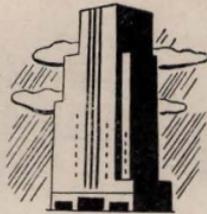
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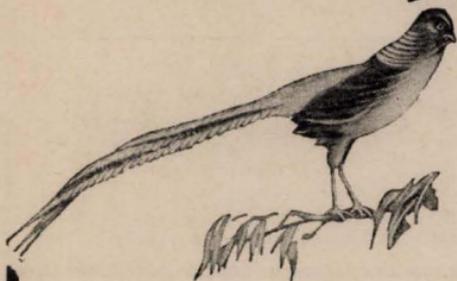
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DINING

DANCING

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DINING

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**DINING**

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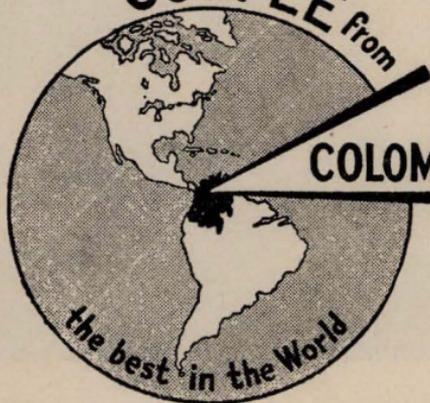
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In addition to demonstrating the operation of its time system, the International Business Machines exhibit dramatizes the many uses of the company's ingenious machines that touch upon the daily lives of people. The rapid, automatic production of accounting records is shown. How all kinds of facts are recorded on cards by means of holes and how those punched cards operate swift electric accounting machines to produce finished reports, is demonstrated. These machines are used by railroads, banks, insurance companies, department stores, manufacturers and governments throughout the world.

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*Decorative Arts*

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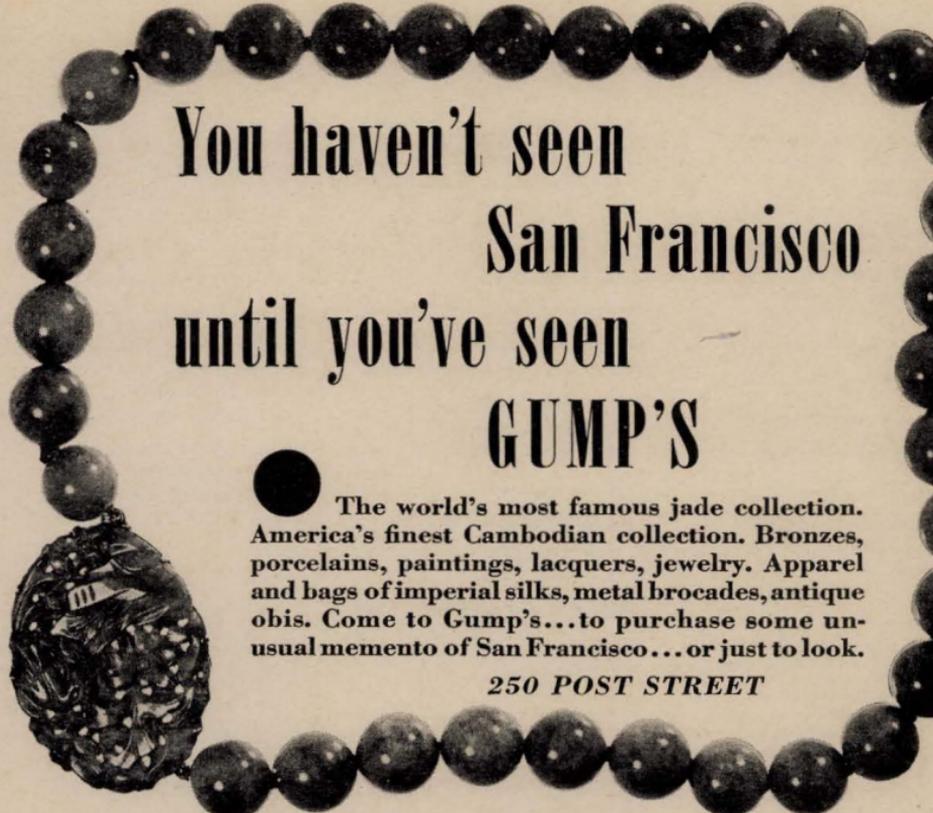
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# INFORMATION AT YOUR FINGERTIPS

This guide book is designed to be your constant companion during your visit to the Exposition. By a flip of your finger you may find the answer to a question when you need the answer most—the instant it occurs to you. More complete information follows this fingertip section. Flip bottom tab for index.

## HOW TO PLAN YOUR TIME

There is so much to see at the Golden Gate International Exposition that a visitor cannot possibly see everything in a limited time. Those with specialized interests should refer to the tab "What Interests You Most" and pick out the things they wish to see. For those who "just came to see the Fair" here are some suggested trips to take.

TRIP 1 . . . First you will want to see Treasure Island. Plan this trip to see the Courts and Gardens, Tower of the Sun (R) and Pacifica (V), the beauty of the Courts just at dusk and the lights on the Island at night.

TRIP 2 . . . Starting at the Court of Pacifica (V), you might wander down through the Hall of Science (D) and the Electricity and Communication Building (C), out past the Tower of the Sun (R) and then down through the Mines Building (B) where you will want to pause for a moment at Treasure Mountain. The Administration Group (A), (M), and Homeland (15) will next interest you. Then roam back through the Homes and Gardens Building (L), International (K) and Agriculture Halls (J) and across to the Foods and Beverages Building (H) and Vacationland (G), winding up your trip at the Ford Building (F).

TRIP 3 . . . A good part of this trip will be occupied in the Palace of Fine and Decorative Arts (N) after which you can see the California Buildings (1), Hall of Western States (3), and Federal Building (2), where at 5:00 you can watch the Retreat Ceremony in the Concourse of Commonwealths.

TRIP 4 . . . The Pacific Area (7), the Foreign Pavilions (9) and La Plaza Area (10) will keep you busy of course. Then you should also plan to see the Gayway Area (13).

Letters and numbers refer to those on the colored cartograph map in the front of the Guide Book.

All methods of transportation to Treasure Island. Fares, Bridge Tolls, Routes, Parking. Regulations of Special Interest to Visitors.

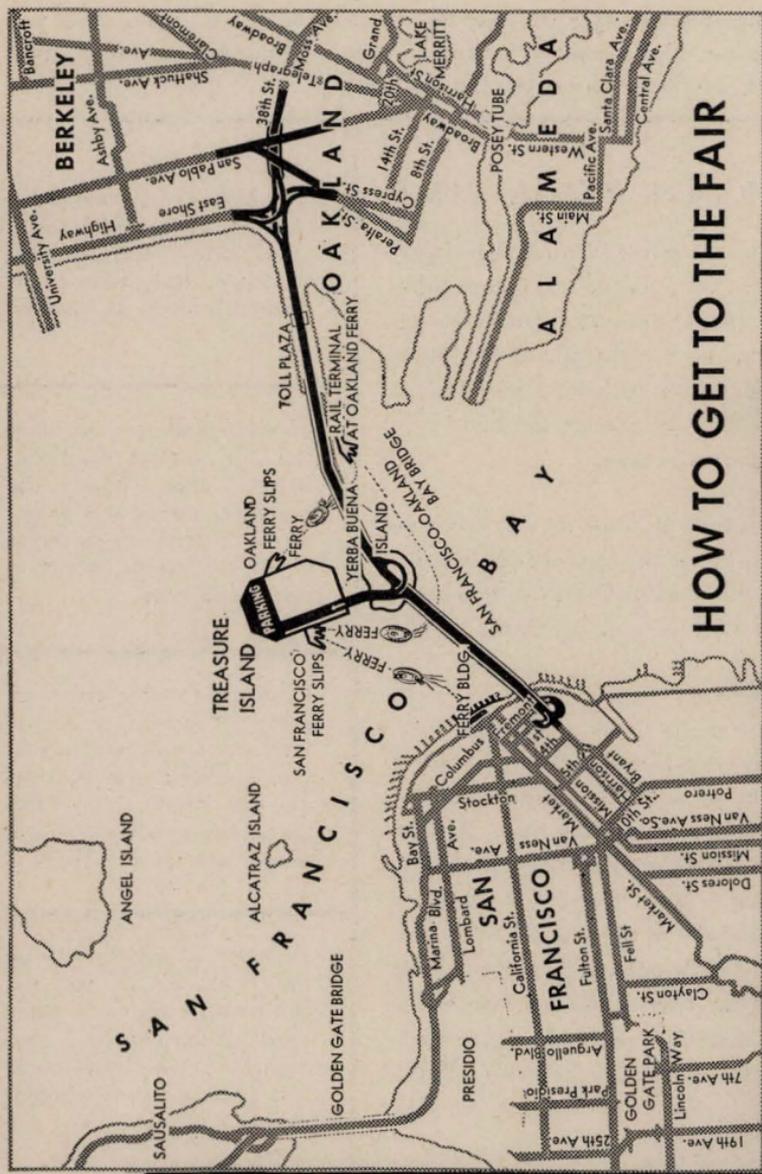
This tab answers your question, "I wonder what's in there?" and, "What's the quickest, easiest way to get there?" A bird's-eye glimpse of all attractions, keyed to one simple map.

Complete tabulation of services available at the Exposition and how to find them. Check stands, telephones, correct time, information, rest rooms, lost and found, and many others.

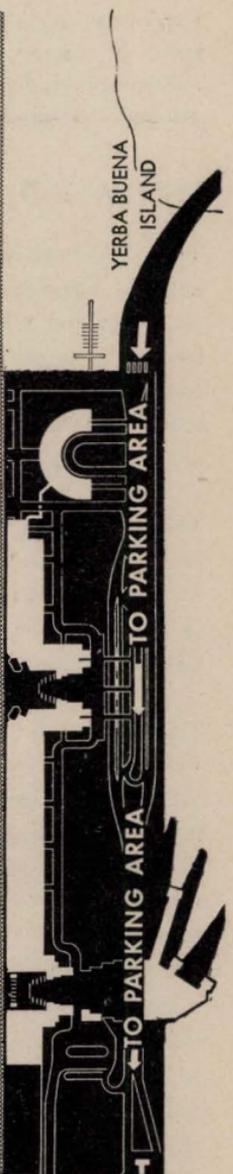
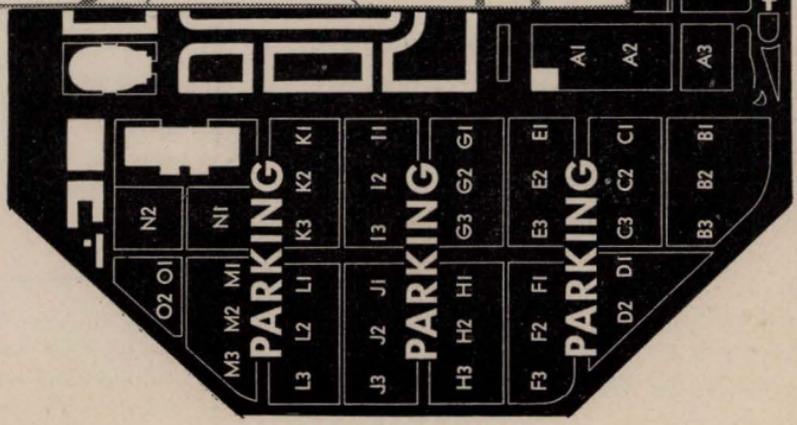
Hungry? Thirsty? This tab tells you how to find the food or drink you crave most—American food, foreign food, tea rooms, cocktail lounges, refreshment stands.

Treasure Island's beautiful courts and gardens are filled with flowers, foliage, sculpture, bas-reliefs and murals. This tells you all about them.

The index tells you the location of individual exhibitors and buildings, and where to find additional information in this book on each exhibit building and area.



# HOW TO GET TO THE FAIR



# HOW TO GET TO TREASURE ISLAND

Gates open 8 a.m. daily. Exhibition palaces and foreign pavilions open at 10 a.m. and close at 10 p.m. unless otherwise announced. Gateway closes 2 a.m.

## HOW TO GO BY FERRY

### From San Francisco:

Take Key System ferryboat at Ferry Bldg. Schedule: every 15 minutes or oftener during fair hours. Fares: Adults, 10c; Children, 6 to 12, 5c. Ferries embark at West Ferry Terminal, Treasure Island.

All San Francisco street cars marked "Ferry" take you directly to Ferry Bldg. Fares: 5c and 7c.

### From East Bay:

Take Key System ferryboat at Key System Pier. Schedule: every 20 minutes or oftener during fair hours. Fares: Adults 10c; Children, 6 to 12, 5c. Ferries embark either at Eastbay Ferry Building or West Ferry Terminal, Treasure Island. *Note:* Your return trip will start from same Ferry Terminal at which you land.

To reach Eastbay Key System ferryboat, take special Exposition train on any Key System line in Oakland or Berkeley. Schedule: every 20 minutes. Fares to pier, 10c cash or 7½c token. Street car and bus transfers are good.

## HOW TO LEAVE BY FERRY

### To San Francisco:

Take Key System ferryboat at West Ferry Terminal. Schedule: every 15 minutes or oftener during fair hours. Last boat leaves at 3 a.m. unless otherwise announced. Fares: Adults 10c; Children, 6 to 12, 5c.

### To East Bay:

Take Key System ferryboat at either West Ferry Terminal or Eastbay Ferry Building (make certain which one at time of arrival on island). Schedule: every 20 minutes or oftener during fair hours. Last boat leaves at 1:25 a.m. unless otherwise announced. Fares: Adults 10c; Children, 6 to 12, 5c; additional fare of 10c or 7½c token on trains from pier to Oakland or Berkeley.

## HOW TO GO BY AUTOMOBILE

### From San Francisco:

Over San Francisco-Oakland Bay Bridge, through tunnel on Yerba Buena Island, and turn to right on

road marked "Exposition." (See map facing this page for streets leading to bridge.) Bridge toll: 50c for car and 5 persons; additional passengers, 5c. This toll is good for round trip to the Fair.

### From East Bay:

Over San Francisco-Oakland Bay Bridge, and turn to right on road on Yerba Buena Island marked "Exposition." (See map facing this page for streets leading to bridge.) Bridge toll: 50c for car and 5 persons; additional passengers, 5c. This toll is good for round trip. *Note:* When returning by automobile to Eastbay, get ticket on leaving gate, enabling you to pass toll gate at east end of bridge without charge.

Chauffeur-driven cars may deposit passengers at rear of buildings on South and East esplanades as far as Federal Bldg., and at Administration Bldg., Sunset Bridge and Elephant Train Terminal, en route to parking area. Chauffeur-driven cars depositing passengers at Administration Bldg. and leaving grounds within 15 minutes, may get admission refunded. Make arrangements at entrance gate. Chauffeur-driven cars may be called from parking lot to Administration Bldg. by telephone: FAirgrounds 1466. For this purpose, have chauffeur leave his name and employer's name at parking lot.

## PARKING YOUR CAR

Parking space for approximately 12,000 cars is available on Treasure Island. Motorists are warned at each approach to the bridge, by electric signs and loud speaker system, when there is no more parking space available on the island. Parking fee for all day or any part of a day, 50c. The parking area is marked with numbers. Mark location of your car on your receipt. Use map on opposite page for reference in finding your car again. Locking your car is preferable. Complete servicing for cars available at service station near parking area.

## HOW TO LEAVE BY AUTOMOBILE

Leave by causeway to Yerba Buena Island. No bridge toll on leaving Treasure Island for San Francisco or Oakland. *Note:* If going to Oakland, get receipt on leaving gate, enabling you to pass toll gate at east end of bridge without charge.

## HOW TO GO BY TAXI

### From San Francisco or East Bay:

Regular meter rates, plus 50c bridge toll. Get coupon for return taxi trip to avoid paying double bridge toll.

## HOW TO LEAVE BY TAXI

### To San Francisco or East Bay:

Taxis for return trip may be found at main entrance of Administration Bldg. or at stand near North Elephant Tower. A taxicab may be called to the Administration Bldg. by telephone: FAirgrounds 1016. Regular meter rates, plus 50c bridge toll. If you have a coupon showing bridge toll paid on trip to Island, no bridge toll need be paid on return trip.

## HOW TO GO BY PRIVATE BOAT

Reservations for berths or moorings in yacht harbor, Port of the Trade Winds, should be made ahead of time by making written application to Harbor Master, Treasure Island, San Francisco, or by telephoning to Harbor Master, FAirgrounds 1939, local 194, who will advise about fees.

## HOW TO GO BY OTHER MEANS

There is NO other way to get to Treasure Island! No walking allowed across the Bridge. No direct electric train service over the Bridge. No regular bus service over the bridge. No public water-taxi service across the Bay. No airplanes or seaplanes, except Pan American Clippers and Paul Mantz sightseeing seaplanes, can land at Island.

## ADMISSION FEES

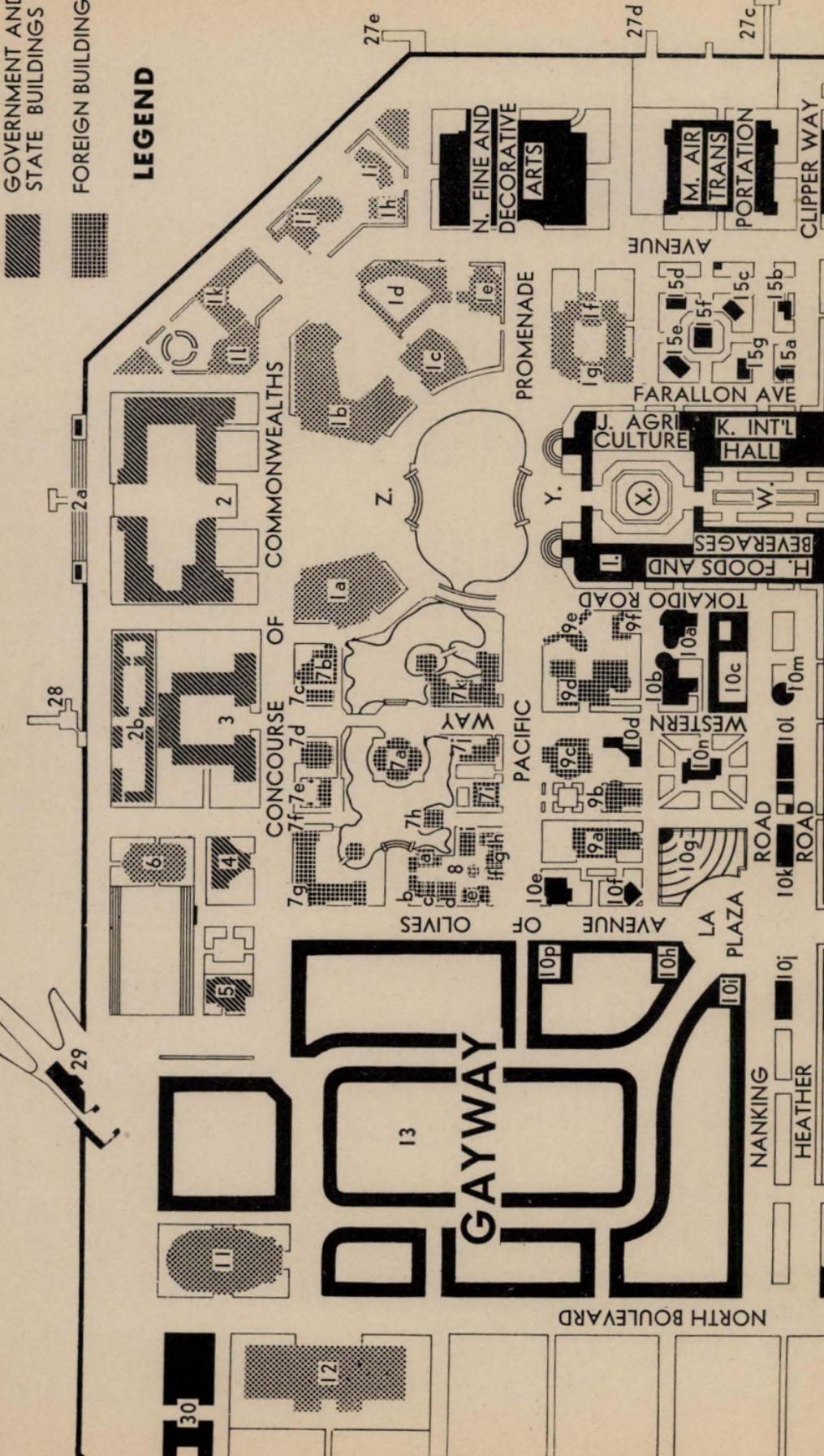
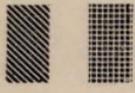
### Admission to Exposition:

Adults 50c. Children under 12, 25c, except on special 10c children's days. Children under 5 admitted free. Payable at West Ferry Terminal, Eastbay Ferry Building (when in use), and at South Toll Gate. Groups of supervised students visiting the Exposition on school days only: 5 through 12, 10c. Over 12 through senior high school age, 25c.

Admission to Exhibition Palaces and Pavilions: Admission is FREE, except to the Palace of Fine and Decorative Arts (Adults 25c, Children 15c).

GOVERNMENT AND STATE BUILDINGS  
 FOREIGN BUILDINGS

**LEGEND**



NORTH BOULEVARD

**GAYWAY**

AVENUE OF OLIVES

CONCOURSE OF COMMONWEALTHS

PACIFIC WAY

TOKAIDO ROAD

FARALLON AVE

AVENUE

NANKING  
HEATHER

ROAD ROAD ROAD

H. FOODS AND BEVERAGES

J. AGRICULTURE CULTURE

K. INT'L HALL

N. FINE AND DECORATIVE ARTS

M. AIR TRANSPORTATION

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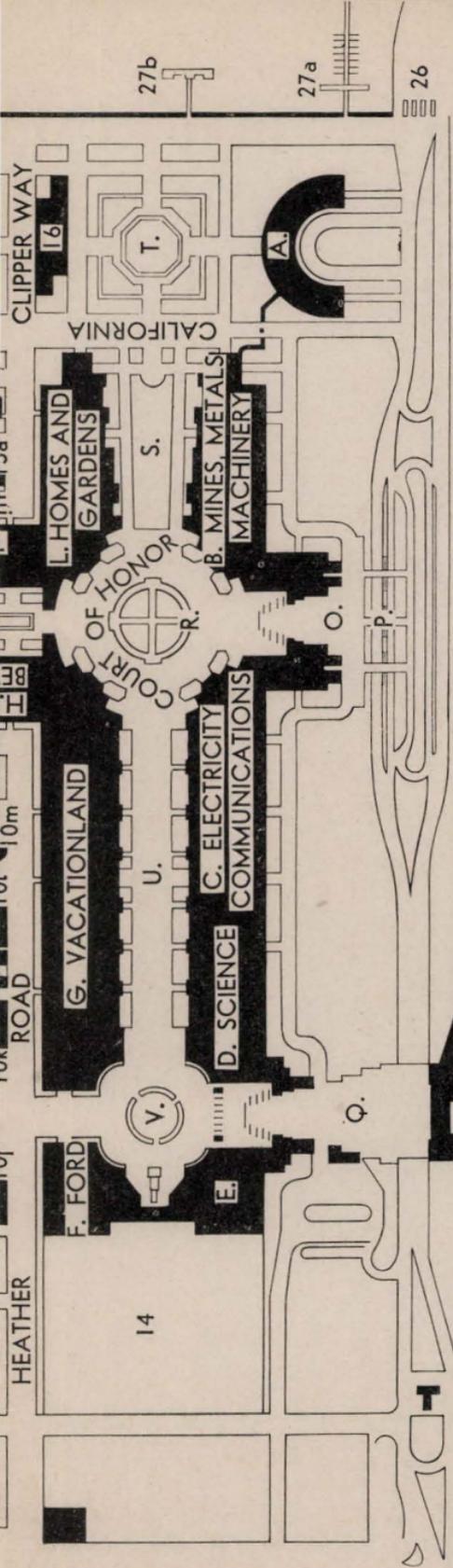
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# WHAT IS THERE

- Letters or numerals at left refer to detailed map of exhibits shown above. Page number tells where to find more detailed information.
- EXHIBIT PALACES**
- A. ADMINISTRATION BLDG.: Information booth, telegraph office, postoffice, emergency hospital. . . . . Page 37
  - B. MINES, METALS & MACHINERY BLDG.: Treasure Mountain, the story of mining. U. S. Steel exhibit . . . . . Page 39
  - C. ELECTRICITY & COMMUNICATION BLDG.: "House of Magic," telephones, robots, television, facsimile, shortwave . . . . . Page 41
  - D. HALL OF SCIENCE: Science in service of man; medicine, dentistry, evolution, acoustics, safe driving . . . . . Page 43

- F. FORD BLDG.: Testing machines, fallacy of perpetual motion, use of by-products, latest model Fords . . . . . Page 45
- G. VACATIONLAND: Travel by land, water, air. Historical vehicles, miniature trains. The Story of Petroleum . . . . . Page 47
- H. FOODS & BEVERAGES BLDG.: Displays of fine foods from everywhere . . . . . Page 50
- I. FESTIVAL HALL: For balls, banquets, concerts, special events . . . . . Page 52
- J. AGRICULTURE HALL: Progress of cooperative agriculture. Dioramas of California farming. Movies . . . . . Page 53
- K. INTERNATIONAL HALL: Exhibits of European countries. Also amateur radio, boy scouts, miniature collection . . . . . Page 55

For Transportation on grounds, Guides, Sightseeing, See page 23.

- L. HOMES & GARDENS BLDG.: "Wonder World of Chemistry." Everything for the home and garden. Mormon Tabernacle . . . . . Page 57
  - M. HALL OF AIR TRANSPORTATION: Clipper maintenance base. Doug. Corrigan's plane. Progress of aviation . . . . . Page 61
  - N. PALACE OF FINE & DECORATIVE ARTS: \$30,000,000 art collection. Thorne miniature rooms. Interior furnishings, artist-craftsmen . . . . . Page 62
- COURTS AND GARDENS**
- O. Portals of the Pacific; P. Sunset Bridge; Q. Northwest Passage; R. Court of Honor and Tower of the Sun; S. Court of the Moon; T. Treasure Garden; U. Court of the Seven Seas; V. Court of Pacifica; W. Court of Reflections; X. Court of Flowers; Y.

(Continued on page 22)

# WHAT IS THERE TO SEE—Continued

Temple Compound; Z. Court of the Nation, Lakes of the Nations, *Refer to tab "Courts, Gardens, Outdoor Art."* . . . . . Page 30

## CALIFORNIA AREA

- 1a. CALIFORNIA AUDITORIUM: Theatre, three broadcast studios . . . . . Page 71
  - 1b. CALIFORNIA STATE BLDG.: Governor's suite, Portola Expedition diorama, Natural Resources exhibit, Ballroom . . . . . Page 66
  - 1c. SAN FRANCISCO BLDG.: Mayor's suite, History of San Francisco, Wells Fargo exhibit, Municipal activities . . . . . Page 67
  - 1d. ALAMEDA-CONTRA COSTA COUNTIES BLDG.: Diorama-map of counties "across the bay," Garden-court . . . . . Page 68
  - 1e. MISSION TRAILS BLDG.: 165 ft. moving panorama; 350 sq. ft. of photo-murals; \$3,000 Spanish tile fountain . . . . . Page 68
  - 1f. HALL OF FLOWERS: Cello-glass bldg., longest flower show ever attempted . . . . . Page 68
  - 1g. LOS ANGELES & SAN DIEGO COUNTIES BLDG.: Fair's largest indoor mural, Hollywood . . . . . Page 69
  - 1h. ALTA CALIFORNIA BLDG.: Early California history, Movies . . . . . Page 69
  - 1i. SAN JOAQUIN VALLEY BLDG.: Yosemite Valley, giant sequoia redwoods . . . . . Page 69
  - 1j. SACRAMENTO-TAHOE REGION BLDG.: Mare Island Navy Yard, Lake Tahoe, gold . . . . . Page 70
  - 1k. REDWOOD EMPIRE BLDG.: Dioramas of northern counties, Redwood garden . . . . . Page 70
  - 1l. SHASTA-CASCADE BLDG.: Wonderland Court, gold, Indian relics . . . . . Page 70
- GOVERNMENT AND STATES
- 2. FEDERAL BLDG.: Story of United States Government in all depts., Federal Theatres, Indian exhibit, Navy, Marines . . . . . Page 72

6. RECREATION BLDG., THE STADIUM: First such bldg. ever presented, Hobbies, handicrafts, theatricals for all ages, Stadium for outdoor athletics . . . . . Page 71

## PACIFIC AREA

- 7a. PACIFIC HOUSE: Theme bldg. of Exposition, Story of Pacific continents in murals, fountain, library, dioramas . . . . . Page 79
  - 7b. HAWAII: Arts, crafts, Movies of life in the Islands . . . . . Page 80
  - 7c. NEW ZEALAND: Maori meeting house, Rotorua thermal wonderland . . . . . Page 80
  - 7d. FRENCH INDO-CHINA: Carvings, silver, ivories, lacquers, big game . . . . . Page 81
  - 7e. AUSTRALIA: Animal life, scenic attractions, arts and crafts . . . . . Page 80
  - 7f. LIFE HISTORY OF REDWOODS: Miniature outdoor redwood forest . . . . . Page 81
  - 7g. PHILIPPINES: Shell windows, Hardwoods, tobaccos, furniture, arts, crafts, Philippine Constabulary Band . . . . . Page 82
  - 7h. JOHORE: Native Malay house, Arts, crafts, industries, animal life . . . . . Page 85
  - 7i. JAVANESE RESTAURANT: Specializing in famous "rijsttafel" (rice table) . . . . . Page 86
  - 7j. NETHERLANDS INDIES: East Indian artisans plying trades, Buddhist sculptures, Jewel-studded Sultan's dagger . . . . . Page 86
  - 7k. JAPAN: Typical feudal castle, Silk weaving, doll making, arts, travel, Tea room . . . . . Page 87
- LATIN-AMERICAN COURT (PACIFIC AREA)
- 8a. MEXICO: Mexican arts and crafts; silver, pottery, paintings . . . . . Page 82
  - 8b. EL SALVADOR: Sonora Marimba Band, Coffee, Tooled leather . . . . . Page 83
  - 8c. PANAMA: Life in the Canal Zone, Old Indian jar works . . . . . Page 83
  - 8e. GUATEMALA: Guatemala Marimba Band, Native costumes, textiles, coffee . . . . . Page 83
  - 8f. PERU: Incan and Indian pottery, silver, carved mahogany, textiles . . . . . Page 85

## LA PLAZA AREA

- 10a. DAIRYLAND: Complete dairy, prize dairy cattle, Milk bar . . . . . Page 93
  - 10b. PRESS BUILDING: Private club for journalists and guests . . . . . Page 101
  - 10c. TEMPLE OF RELIGION: Rare religious collection, Biblical garden . . . . . Page 94
  - 10d. CHRISTIAN SCIENCE ACTIVITIES: Publications, Reading room . . . . . Page 94
  - 10e. CHRISTIAN BUSINESS MEN'S COMMITTEE, INC.: "Sermons from Science" . . . . . Page 94
  - 10f. NATIONAL CASH REGISTER: Daily attendance in 2-ft. numerals . . . . . Page 93
  - 10g. OPEN AIR THEATRE: Celebrations, concerts, pageants . . . . . Page 96
  - 10h. OWL DRUG STORE: Complete store, fountain and lunch counter . . . . . Page 96
  - 10i. GHIRARDELLI BLDG.: Manufacture of chocolate, Chocolate drinks . . . . . Page 96
  - 10j. BANK OF AMERICA: Complete branch bank, Foreign-language attendants . . . . . Page 96
  - 10k. OAKWOOD BARBECUE: Restaurant . . . . . Page 29
  - 10l. CRILLO'S SPECIALTY KITCHEN . . . . . Page 29
  - 10m. WHITE STAR RESTAURANT . . . . . Page 29
  - 10n. CONTINENTAL CAFE . . . . . Page 29
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  - 13. GAYWAY: Amusement zone . . . . . Page 102
  - 14. "CAVALCADE OF THE GOLDEN WEST": Giant pageant of West's history . . . . . Page 102
- HOMELAND AREA
- 15a. COMPTON METAL HOME . . . . . Page 60
  - 15b. WESTERN PINE HOME . . . . . Page 60
  - 15c. CALIFORNIA NURSERY CO.: "Old Adobe" . . . . . Page 60

24. COAST GUARD PAVILIONS: Life-saving demonstrations . . . . . Page 73
- 2b. ARMY BARRACKS: 30th Infantry quarters, Daily Retreat ceremony . . . . . Page 73
3. HALL OF WESTERN STATES: Million sq. miles in 100-sq.-ft. relief map. Individual exhibit halls for:
- California
  - Washington
  - British Columbia
  - Wyoming
  - Arizona
  - Colorado
- Also outdoor Oregon wild life. Western States Auditorium. Peace or War exhibit . . . . . Page 74
4. MISSOURI BLDG.: The Ozarks transported to Exposition. Old log cabin . . . . . Page 77
5. ILLINOIS BLDG.: Abraham Lincoln's New Salem. Relief map of Chicago . . . . . Page 77
- 8g. COLOMBIA: Coffee cultivation, emeralds, silverware, fossils . . . . . Page 85
- 8h. CHILE: Native arts and crafts. Nitrate and iodine industries . . . . . Page 85
- 8i. ECUADOR: Archeological specimens, Indian gold and silverware . . . . . Page 85
- FOREIGN PAVILIONS
- 9a. FRANCE: Art, fashions, tourist attractions. Theatre . . . . . Page 90
- 9b. PALAIS DE L'ELEGANCE—CAFE LAFAYETTE: Women's apparel, accessories, perfumes. Cocktail and champagne bars, French restaurant . . . . . Page 90
- 9c. ARGENTINA: Industries, handicrafts, natural wonders, arts, literature. Movies. Martin Fierro Room, restaurant . . . . . Page 89
- 9d. BRAZIL: Cafe Brazil. Relief map of South America. Coffee. Hardwoods . . . . . Page 88
- 9e. ITALY: Marbles, Italy's features in modern dioramas . . . . . Page 92
- 9f. NORWAY: Typical ski and sports lodge, grass roof. Steam bath . . . . . Page 91
- 15d. SOULE STEEL UNBILT HOUSE . . . . . Page 60
- 15e. BASALT ROCK CO. HOUSE . . . . . Page 60
- 15f. HOME OF THE WEST . . . . . Page 60
- 15g. EXPOSITION MODEL HOST HOME . . . . . Page 60
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16. YERBA BUENA CLUB: Rendezvous for members and guests only . . . . . Page 101
17. WEST FERRY TERMINAL
26. SOUTH TOLL GATE
- PORT OF THE TRADE WINDS
- 27a. YACHT HARBOR MOORING DOCK . . . . . Page 19
- 27b. FIREBOAT WHARF
- 27c. PAN AMERICAN LANDING DOCK . . . . . Page 61
- 27d. PAN AMERICAN MARINE ELEVATOR . . . . . Page 61
- 27e. CROWLEY EXCURSION DOCK . . . . . Page 23
28. PAUL MANTZ SEAPLANE BASE . . . . . Page 23
29. EASTBAY FERRY BUILDING
30. CORPORATION YARD, WAREHOUSES, SHOPS

## TRANSPORTATION, TOURS

*Elephant Trains*, point-to-point service, 10c. For various routes, see back of colored map in this Guide Book.

*Rolling Chairs and Jinrickishas*, 50c for first half hour, 25c for each additional 15 minutes, per person. These can also enter buildings. Found at entrances to Fairgrounds, entrances to buildings, or may be called for by telephone: FAirgrounds 1329.

*Elephant Train Sightseeing Tour*, 35c. Starting at Northwest Passage. For route, see back of colored map.

*Swan Boat Excursions* on Lakes of All Na-

tions, 25c. Swan Boats for hire, 2 to 4 persons, \$1 per half hour. From landing dock, Temple Compound.

*Crowley Speedboats and Launches*, excursions around Island and Bay, 50c and \$1. From Wharf, east end Port of Trade Winds. *Paul Mantz Seaplanes*, 30-mile scenic flight over Island and Bay, \$2.50. From Seaplane Base, East Esplanade. For chartering planes for private parties, telephone FAirgrounds 1291.

## GUIDE SERVICE

*Gray Line Guide Service*, 2½-hour tour of grounds, including Elephant Sightseeing

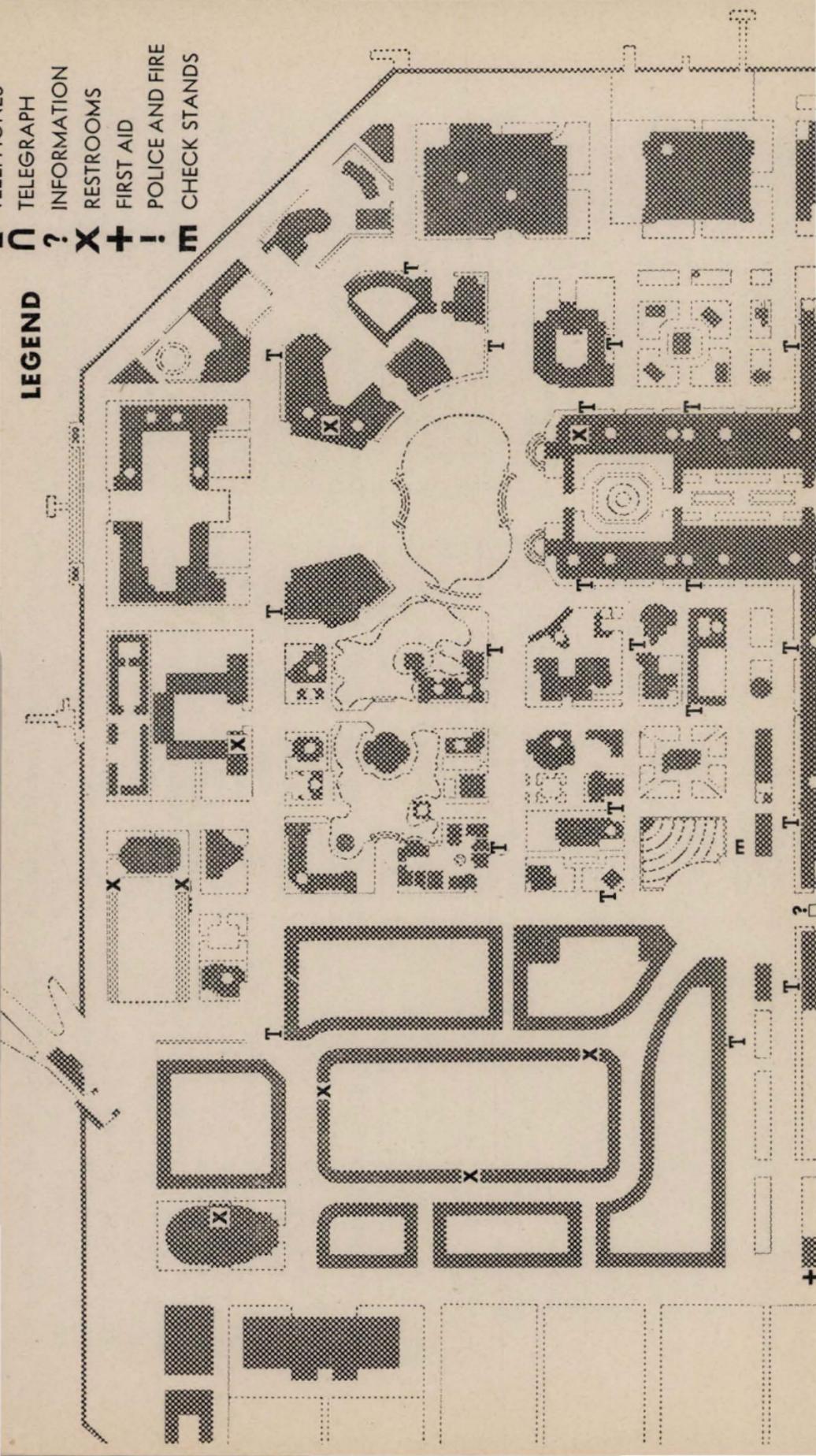
Train and lecture tour of exhibition palaces, \$1.35 per person. Starts from Gray Line Booth at Northwest Passage.

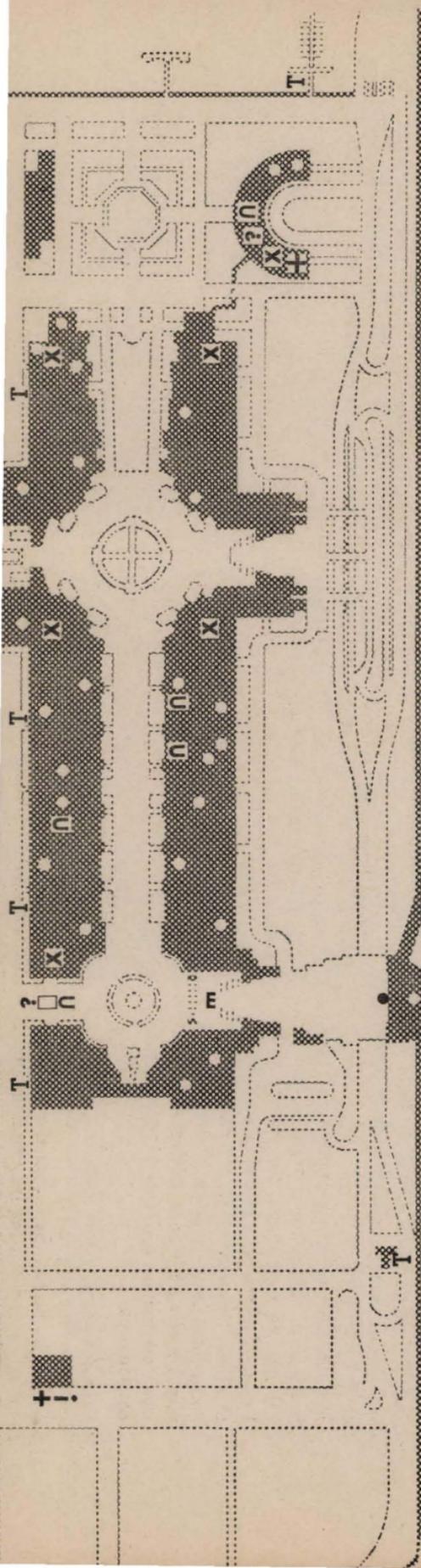
Gray Line Guides, including bi-linguists, available on hourly basis for individuals and groups. Enquire at Gray Line Booth, Northwest Passage, for rates, or telephone FAirgrounds 1496.

For special guides for deaf-mutes and lip-readers, enquire at Information Booths, Court of Pacifica, and Administration Bldg. Exposition Guides on point-duty throughout the Fair grounds are thoroughly informed and will assist with information and directions.

**LEGEND**

- TELEGRAPH
- INFORMATION
- RESTROOMS
- FIRST AID
- POLICE AND FIRE
- CHECK STANDS





## SERVICES...REST

### Information Booths:

- (1) Courtesy Center, Court of Pacifica.
  - (2) Temple Compound near Los Angeles-San Diego Counties Bldg.
  - (3) Administration Bldg. lobby.
- To reach by telephone, call FAirgrounds 1939, ask for Information Booth.

### Telephoning to Treasure Island:

For telephone numbers of exhibitors, concessionaires, buildings, see "Exposition Directory," page 465, in city telephone directory, or dial 411 for Information. For administration offices, call FAirgrounds 1939.

## ROOMS...EMERGENCIES

### Telephones on Treasure Island:

At all entrances and exits of buildings. See map above for outdoor telephones.

### Telegrams and Cables:

May be sent from Western Union and Postal Telegraph exhibits, Electricity and Communications Bldg., Railway Express Agency exhibit, Vacationland. From information booths.

### Ticket Agency:

For reserved seats for performances at California Auditorium, call FAirgrounds 1939, extension 517. General ticket agency at Courtesy Center, Court of Pacifica.

### Mail to Treasure Island:

Address to Treasure Island, San Francisco, California.

### Mail from Treasure Island:

Main postoffice, basement of Administration Bldg. Post boxes throughout the Island.

### Writing Equipment:

At all Crocker Publication stands. At Gabriel Moulin Photographic Studios, Homes & Gardens Bldg.

### Stamps:

At all Crocker Publications stands, at drug store, at main postoffice in Administration Bldg.

(Continued on page 28)

**Writing Rooms:**  
At Gabriel Moulin Studios, Homes & Gardens Bldg. At Pacific Gas & Elec. Co. exhibit, Electricity and Communication Bldg.

**Public Stenographer:**  
Quality Letter Shop, South Elephant Tower. Telephone: FAirgrounds 1710.

**Camera Supplies and Developing:**  
Films at drug store, at Candid Camera Shop in Gayway, at Candid Camera booth in Northwest Passage.

**Cameras For Rent:**  
At Candid Camera Shop in Gayway, at Candid Camera booth, Northwest Passage.

**Photographs to Order:**  
See Gabriel Moulin Photographic Studios, Homes & Gardens Bldg. Also movie flash and photostrip machines available in ferry buildings and elsewhere.

Amateur photography permitted on Treasure Island, subject to restriction that no pictures be reproduced for sale or published. Cameras must be checked at Palace of Fine & Decorative Arts and certain Gayway concessions. Commercial photography requires special license, subject to Exposition restrictions and contracts with concessionaires.

**Accommodations, Room Listings:**  
Exposition Housing and Information Bureau, 532 Sutter Street, San Francisco, official room-listing and housing information bureau

Berkeley Exposition Bureau, Berkeley Chamber of Commerce, 2141 Shattuck Ave. Telephone: Berkeley 1939.

**Checking Stands:**  
Inside Northwest Passage and at La Plaza (see map). 10c per article.

**Checks Cashed:**  
Complete banking facilities available at Bank of America, 10 a.m. to 10 p.m.

**Correct Time:**  
International Business Machines clocks are located throughout the Exposition, operating on a single system from an Electric Master Clock (see map).

**Messages:**  
Registration books for messages available at the drug store.

#### PERSONAL SERVICES

**Foot Relief:**  
At two stations equipped with massage machines and all foot aids: No. 1, California Ave. opposite Hall of Air Transportation. No. 2, Heather Road west of Vacationland Building.

**Barber Shop:**  
Jack LaVine's barber shop, Court of Pacific entrance to Vacationland. Manicuring, boot-black, shower bath, laundry and cleaning agency.

**Beauty Shop:**  
Pastor's Beauty Salon, Court of Honor entrance to Mines, Metals & Machinery Bldg.

#### REST ROOMS

All principal rest rooms are marked with an "R".

## EMERGENCIES

**Accidents, Illness, Fainting:**  
Call nearest guard, or go to nearest telephone (see map above) and tell operator you want an ambulance.

**Drug Store:**  
Owl Drug Store, completely equipped, at La Plaza. (10h on map.)

**Emergency Hospital:**  
Located in Administration Bldg. Completely equipped, with doctors and nurses on duty at all times. (See map.)

**Fire Station:**  
Near parking lot, North Boulevard and Heather Road (see map). Call through telephone operator or at fire boxes on grounds.

**Lost Articles:**  
Lost and Found Bureau, South Elephant Tower, Court of Honor.

**Lost or Stranded:**  
Report at once to Travelers' Aid Society headquarters in North End of the Hall of Science. Anyone in trouble will find help here.

**Police Station:**  
Near parking lot, North Boulevard and Heather Road (see map). Call through telephone operator at nearest phone.

**Reporting a Theft:**  
To any policeman on grounds, at Police Station (see map), or ask telephone operator

# FOOD . . . DRINKS . . . REFRESHMENTS

## KEY TO PRICES:

- (I)—Inexpensive (under 60c)  
 (M)—Moderate (60c to \$1.50)  
 (D)—De Luxe (\$1.50 to \$3.50)

## AMERICAN FOODS

	<i>Location on Map</i>
Administration Bldg. Cafeteria (I)	A
Barbecue (I), Happy Valley Ranch, Gayway	13
Bean Pot (I), Gayway	13
Court of Honor Cafeteria (I), Homes & Gardens Bldg.	L
Children's Village Restaurant (I&M), Gayway	13
Chuck Wagon (I), Gayway	13
Cook House (I), Happy Valley Ranch, Gayway	13
Doughnut Tower (Maxwell House Coffee) (I&M), Gayway	13
Fishermen's Grotto (I&M), opp. Greenwich Village, Gayway	13
Jolly Roger Restaurant (I&M), nr. Chinese Village, Gayway	13
Manila Inn (M), Television City, Gayway	13
Marco Polo Restaurant (B), Television City, Gayway	13
Maxwell House Coffee (Doughnut Tower) (I&M), Gayway	13
Midget Village Restaurant (M), Gayway	13
Oakwood Barbecue (M)	10k
Owl Drug Store (I)	10
True Blue Cafeteria (I), Hall of Science	D
Vacationland Cafeteria (I), Vacationland	G
Vic's Place (I&M), Greenwich Village, Gayway	13
White Star Tuna Restaurant (I)	10m

## FOREIGN FOODS

Argentine: Martin Fierro Room (M&D), Argentine Pavilion	9c
Chinese: Wing Restaurant (I, M&D), Chinese Village, Gayway	13
Dutch: d'Hollandse Windmullen Restaurant (I&M) Ave. of Olives	13
Estonian: Estonian Restaurant (M), Estonian Village, Gayway	13
Philippine: Manila Inn (M), Television City, Gayway	13

## *Location on Map*

French: Cafe Lafayette (M&D)	9a
German: Midget Village Restaurant (M), Gayway	13
Italian: Crillo's Specialty Kitchen (I, M&D)	10l
Italian: Marco Polo Restaurant (M), Television City, Gayway	13
Italian: Vic's Place (I&M), North Beach Famous Sandwiches, City Prices, Greenwich Village, Gayway	13
Japanese: Japanese Restaurant (I, M&D)	7i
Mexican: Casa Mexicana (M) Ave. of Olives	9a
Russian: Russian Restaurant (M) Ave. of Olives	9a
Scotch: Scotch Restaurant (M), Scottish Village, Gayway	13

## REFRESHMENTS

### *Served at Tables*

Acme Beer Garden: beer, sandwiches (I), Foods & Bev. Bldg.	H
Cafe Brazil: coffee, matte (I), Brazilian Pavilion	9d
Estonian Village Beer Garden (I), Gayway	13
Fong Fong Tea Pavilion (I), Chinese Village, Gayway	13
Ghirardelli Bldg.: chocolate drinks (I)	10i
Italian Swiss Colony Wine Garden: wines, sandwiches (I), Foods & Bev. Bldg.	H
Japanese tea room: tea, rice cakes (I), Japanese Pavilion	7k
Scotch Restaurant: tea, scones (I), Scottish Village, Gayway	13

## REFRESHMENT STANDS

Seafood Cocktails (Fishermen's Grotto) (I) opposite National Cash Register	13
Seafood Cocktails (Fishermen's Grotto) (I) opposite Hall of Air Transportation	13
Sunnyvale soups (5c), Foods & Bev. Bldg.	H
Fruit juices (5c, 10c), Foods & Bev. Bldg.	H
Tropical Skies: Hawaiian fruit juices (I), Gayway	13
Sunkist Orange Juice (10c)	13
Coca Cola (5c), Foods & Bev. Bldg (H) and Dairyland: milk drinks (I)	10a

Baby Beef sandwiches (15c) Foods & Beverages Bldg.	H
Gayway	13
Dutchess Sandwich (quick orders) Stands	13
Mickey's Sandwich Shop (quick orders), Gayway	13
Pig 'n' Blanket (special sandwich) (20c), Gayway	13
Sandwich Slide (I), Foods & Bev. Bldg.	H
Kahn's (quick orders) (I) Stands	H
Scones, preserves (10c) Foods & Beverages Bldg.	H
Gayway	13
Corn on Cob (10c) Stand	13
French Fries (10c), Gayway	13
Caramel Corn (10c) La Plaza Area	13
Candy Floss (5c), Children's Village, Gayway	13
Snoko (flavored ice) (5c), Children's Village, Gayway	13
Swift Ice Cream (I) Stands	13
Frozen Custard Cones (10c), Gayway	13
Fresh Fruit (I), Gayway	13
Peanuts, popcorn (10c) Stands	13
<b>COCKTAIL LOUNGES—BARS</b>	
Argentine Pavilion	9c
Cafe Lafayette	9b
Court of Honor Cafeteria, Homes & Garden Bldg.	L
Continental Cafe	10n
Crillo's Specialty Kitchen	10l
Estonian Restaurant, Gayway	13
Dragon Lounge, Chinese Village, Gayway	13
Greenwich Village, Gayway	13
Happy Valley Ranch, Gayway	13
Marco Polo Restaurant, Television City, Gayway	13
Midget Village, Gayway	13
Oakwood Barbecue	10k
Tam o'Shanter Inn, Scottish Village, Gayway	13
Vic's Place: Scotch, Bourbon Highball 25c. Beer, bottle 25c. Greenwich Village, Gayway	13
<b>DINING AND DANCING</b>	
Continental Cafe and Lounge	10n
Coffee Shop (M)	I
Festival Hall	I
Happy Valley Ranch (I&M), Gayway	13
Music Hall	E
<b>PICNIC TABLES</b>	
Happy Valley Ranch, Gayway	13

# COURTS GARDENS OUTDOOR ART

Letters preceding names of courts  
indicate location on map

## (O) PORTALS OF THE PACIFIC

*Architect:* Ernest E. Weihe.

*Sculptures:* Elephants and Howdahs, by Donald Macky.

*Murals:* Map (in duplicate) of Treasure Island, by Ernest Born.

## (Q) NORTHWEST PASSAGE

*Architect:* Ernest E. Weihe.

*Sculptures:* Elephants and Howdahs, by Donald Macky.

*Murals:* Map (in duplicate) of Treasure Island, by Ernest Born.

## Section of Fountain of Western Waters, Court of Pacific

**TOWER OF THE SUN**  
400 feet high, equal to 30-story building.  
44-bell carillon loaned by Grace Cathedral of San Francisco. Bells weigh 11½ lbs. to 6¼ tons; controlled by 40-key keyboard in music room at base of tower.  
*Architect:* Arthur Brown, Jr.  
*Sculptures:* (from bottom to top) Four sets of "Signs of the Zodiac" by O. C. Malmquist.

15,000 Bismark hyacinths, thousands of Dutch iris, 10,000 heliotrope and lilac wonder.  
*Night Lighting:* Blue crossed with pink, giving orchid-tinted blues.  
*Lighting Standards:* Lyres.

## (T) TREASURE GARDEN

*Designed by* the late G. W. Kelham.  
Octagonal "Bubbling Well Fountain"

*Murals:* Six 10 x 7 panels over smaller entrances to Hall of Science and Electricity and Communications Building: 1, "Took in All Heads'ls"; 2, "Horizon"; 3, "8 a.m., Took in Fors'ls"; 4, "4 p.m., S.W. Increasing to a Gale"; 5, "Hold Hei"; 6, "Blew Out Lower Tops'ls"—by John T. Stoll. Six 10 x 7 panels over smaller entrances to Vacationland: 1, "Waterfront"; 2, "Steamship and Dory"; 3, "Sailing Barques"; 4, "Sinking Ship and Life-



*Horiculture: Magic Carpet*, over one million cuttings of varicolored mesembryanthemums.

*Vegetable Patch*, half-mile long by 25 feet, along Garden Walk, alternating rows of cabbages and beets; later, squash and giant pumpkins.

*Avenue of Palms*, matched palms from Southern California.

*Night Lighting*: Amber walls, rose pink and rose red elephant howdahs.

*Lighting Standards*: Cylindrical lanterns.

#### (R) COURT OF HONOR

*Architect*: Arthur Brown, Jr.

*Sculptures*:

Northwest pavilion: "Fauna" by O. C. Malmquist.

Northeast pavilion: "Earth" by Ettore Cadorin.

Southeast pavilion: "Flora" by Raymond Puccinelli.

Southwest pavilion: "Sea" by Carlo Tallabue.

Over west arches: "Air" and "Water" by Adeline Kent.

South lawn: "St. Francis" by Clara Huntington.

Over pavilion arches, "Water" and "Earth" by O. C. Malmquist.

Four Sound Pylons broadcast music from radio studios in California Auditorium.

*Horiculture*: Gold and brown color scheme, Note 62 Valencia orange trees, magnolias, boxwood hedges. Flowers include 23,040 Dutch iris, 11,520 Dutch tulips; also, sweet williams, azaleas, calla lilies, and others.

*Night Lighting*: Amber shading to white, with mercury green highlights; golden Phoenix atop Tower of the Sun picked out in red.

*Lighting Standards*: Inverted lilies.

Eight free-standing figures in arches, "Industry," "Agriculture," "Science," and "The Arts," by William Gordon Huff.

Four plaques, "Gentle Wind," "Cold Wind," "Trade Wind," "Storm," by O. C. Malmquist.

"Lionhead" reliefs by O. C. Malmquist.

"Phoenix," 22 ft. high, symbol of San Francisco's rebirth after 1906 fire, gilded wrought iron, by O. C. Malmquist.

#### (S) COURT OF THE MOON

*Architect*: The late G. W. Kelham.

Pool: "The Phantom Arches," with 24 arches of water.

*Sculptures*: Fountain statue, "Evening Star," by Ettore Cadorin; relief at top of canopy, "The Fairy Queen"; reliefs over side entrances, "Genie of the Gardens"; reliefs between niches, "Moon Princess," "King of Oz and Polar Bear," "Prince Igor"; grilles in square pylons, "Jack and the Beanstalk," by P. O. Tognelli.

*Murals*: South Tower entrance to Mines, Metals and Machinery Building, two murals, "Gold" and "Fortuna," by Franz W. Bergmann. Two murals, "Warmth of Life" and "Golden Heritage," by Nelson Poole. South Tower entrance to Homes and Gardens Building, two canvas panels, "Music" and "Fruit," by Helen Forbes; two canvas panels, "Verdure" and "Repose," by Dorothy Puccinelli.

*Horiculture*: Color scheme, blue and white. Over 148,000 plantings, including Japanese privets, California wild lilac, vandyut, Peruvian blue scilla, pilox, candytuft, heavenly-blue panicles, forget-me-nots, iris, delphiniums, ageratum; 15,000 Jersey Gem violas,

features water spout of "long drops," creating illusion of drops of water rising and falling simultaneously. Four corner water-spouts.

*Sculptures*: Four fountain figures, "The Earth Dorman," "Rain," "Harvest," and "Sunshine," by Haig Patigian. "The Moon and the Dawn" by Ettore Cadorin. Over California Avenue gateway, relief plaque, "Goodwill Between East and West," by Jacques Schnier.

*Horiculture*: Color scheme—pink, blue and white. 346,000 plantings, including live oaks, 98 acacias, 64,000 tulips; also thousands of stocks, marguerites, pansies, rhododendrons and others, rotated to follow color scheme.

*Night Lighting*: White water-spouts, mercury-green lights.

*Lighting Standards*: "Happy Lanterns."

#### (U) COURT OF THE SEVEN SEAS

*Representing*: Man's conquest of world's oceans, expressed in architecture, sculpture, and murals; longest court at Exposition, 1,000 ft. by 200 ft.

*Architects*: The late George W. Kelham and his successor, J. H. Clark.

*Sculptures*: By Haig Patigian, Group, "Creation." By P. O. Tognelli: Atop 60-ft. pylons, 16 galleon prows tipped by winged "Spirit of Adventure"; grouped around main entrances to two exhibition palaces, bas-reliefs, "Discovery," topped by gilded "Spirits of Adventure" and flanked by four ship reliefs, "Flying Cloud"; reliefs on walls between pylons, "Exploration," "Trade," "Commerce"; reliefs on sides of pylons, "Charts of Explorers"; two reliefs, "Treasures of the Seven Seas"; on walls of octagonal pylons at entrance to Court of Honor incised reliefs, "St. George," "Centaur," "The Wonderful Lamp," and "Neptune."

boat"; 5, "Sailboat, Tug Dory"; 6, "Sailing Ships in Ice"—by Armin Hansen.

*Horiculture*: Color scheme—apricot, lemon-yellow and white. Rows of acacia melanoxylon along center road; 70-ft. eucalypti and English laurels along walls; 44,000 each of Amurense lemon-yellow poppy and apricot-colored violas, 37,125 white English daisies, 25,000 each of white tulips, tulips Avis Kennicott, white violas, and many other varieties.

*Day Coloring*: Apricot walls.

*Night Lighting*: Green, amber, pink, giving green-apricot walls, Blue and white striped prows and sails, mercury-green trees, Blue, green, orange highlighting of niches and setbacks.

*Lighting Standards*: Ships' sails and poopdecks.

#### V. COURT OF PACIFICA

*Representing*: Fair's underlying motif, Pacific peace and unity.

*Architect*: Timothy L. Fluieger.

*Sculptures*:

At head of Grand Staircase, above Cascade of Gold, the 80-ft. "Pacifica," theme statue of Exposition, by Ralph Stackpole. Metal prayer curtain, 100 ft. high, 48 ft. wide.

Surrounding "Fountain of Western Waters," around outer circle: "Modern American Woman" and "Indian Woman" by Carl George; two statues, "Incan Indians," by Sargent Johnson; two statues, "Polynesian Group," by Brents Carlton; two statues, "The Orient," symbolizing introspective spirit of India, by Jacques Schnier. Around inner circle, in groups of three: Representing North America, "Alaskan Boy Spear-fishing Fish," "American Woman," and "Mexican Boy," by Ruth Cravath Wakefield; representing South Amer-

## COURTS, GARDENS, OUTDOOR ART—Continued

ica, "Primitive Woman Making Fajina," "South American Fisherman," and "Young Native Riding an Alligator," by Cecilia Graham; "Islands of the Pacific," "Young Girls Resting in Sun Listening" to "Young Man Improvising Music," by Adeline Kent; representing Chinese musicians, "Flutist," "Blowing a Horn," and "Clashing the Cymbals," by Helen Phillips.

**Marals:** Over entrance from Northwest Passage, "The Peacemakers," by Margaret, Helen, and Esther Bruton. 270 separate panels, part sculpture, part painting, making mural 144 ft. by 58 ft. Figures moving toward Orient and Occident symbolize slow march of mankind toward peaceful ideas of East and West. Waves represent transitory quality of our material civilization. On walls of East Entrance to court, two murals, 100 ft. by 40 ft., by Maynard Dixon; south side, "Earth"; north side, "Rain."

**Horticulture:** Color scheme—blue and gold, California's state colors. Loquat, acacia, griseolina Lucida trees; 5,160 Creation tulips; 4,850 hyacinths; 2,300 each yellow marguerites and forget-me-nots; 2,000 Prince Henry violas, marigolds, calendulas, chrysanthemums, yellow alyssum; other species.

**Night Lighting:** Amber walls; metal screen, changing colors; Cascade of Gold, green; "The Peacemakers," white.

**Lighting Standards:** Cylindrical lanterns 86 ft. high.

### (W) COURT OF REFLECTIONS

**Architect:** L. P. Hobart.

**Reflecting pools:** "Siesta Pools,"

**Sculptures:** At west end of reflecting pool, "Girl and Penguins," by late

Edgar Walter (loaned by Mrs. Walter). Over entrances, bas-relief figures, "Abundance" and "Fertility," by David Slivka. Four gold relief panels over doorways to Foods and Beverages Building and International Hall, "Beauty," "Knowledge," "Music," and "Labor," by Michael von Meyer.

**Horticulture:** Color scheme—shades of red. Over 93,000 plantings, from bougainvillea and red passion vines to geraniums, ranunculus, water lilies, fuchsias, and other species.

**Day Coloring:** Coral-pink walls.

**Night Lighting:** Pink.

**Lighting Standards:** Siamese ceremonial umbrellas.

### ARCH OF TRIUMPH

105 ft. high, 90-ft. clearance.

**Architect:** L. P. Hobart.

**Sculptures:** Over each side of arch, 7-ft. stylized eagles representing United States, by Jacques Schnier.

**Marals:** Inside archway, two 45-ft. murals, "The Winds," by Hugo Ballin.

### (X) COURT OF FLOWERS

**Architect:** L. P. Hobart.

**Sculptures:** Center fountain, "Fountain of Life," 50 ft. high, with 12-ft. "Girl and Rainbow" at top, also four aquatic groups and two sea animals, by O. C. Malmquist. Free-standing figures on buttresses near Arch of Triumph, "Knowledge" and Decorative Female Figure; also twenty-eight 9-ft. figures on buttresses around four sides of court, "Spring" and "Beauty," by William Gordon Huff. Reliefs on twen-

ty-eight 5-ft. Grecian urns in arcades, by David Slivka.

**Marals:** Three oil panels on walls of Festival Hall depicting three stages of California: "Spanish Period," "Days of '49," and "California, Land of Sun," 35 x 20 ft., by Millard Sheets. Three oil panels on walls of Agriculture Hall, "Day Time" depicted in agriculture, "Clock Time" depicted in industry, "Infinite Time" depicted in large figure of Destiny weaving fabric of Time, by Millard Sheets.

**Horticulture:** Color scheme—mixed colorings. Sixty-foot Italian poplars, 3 varieties of eucalyptus, 28 red-flowered peach trees, 150 Birds-of-Paradise, over 17,000 tulips, Pink Pearl rhododendrons and dozens of other varieties.

**Day Coloring:** Pink.

**Night Lighting:** Stressing highlights and shadows. Mauve under arches, pink above arches, green highlights. Water jets white, mercury-green trees.

**Lighting Standards:** Siamese ceremonial umbrellas.

### (Y) TEMPLE COMPOUND

**Architect** of Towers, of the East and their ghats: William G. Merchant.

**Sculptures:** Gold bas-relief, "Dance of Life," by Jacques Schnier; gold bas-relief, "Path of Darkness," by Lulu Hawkins Braghetta; 2 statues, "Ocean Breeze," "High Sierra," by Jacques Schnier.

**Horticulture:** Sixty-foot bamboo at entrance to Court of Flowers.

**Night Lighting:** Gold with lavender set-backs.

**Lighting Standards:** Cylindrical lanterns.

### (Z) COURT OF THE NATION AND LAKES OF THE NATIONS

**Architect,** California Auditorium, California State Bldg., and Federal Bldg.: Timothy L. Pfeuger.

**Marals:** California Auditorium, "Agriculture" and California State Building, "California Industries," 10,000 square feet each, by Lucien Labaudet; Federal Building, two murals, 360 feet by 60 feet, "The Conquering of the West by Water" and "The Conquering of the West by Land," sketches by Herman Volz, execution by WPA artists.

**Horticulture:** Color scheme, blue and gold. Willows and hanging plantings around the edges of lakes. Rows of matched pepper trees, 35 to 40 tons each. Calendulas, anemones, dwarf and giant marigolds, zinnias, marguerites.

**Night Lighting:** Gold and white.

**Lighting Standards:** Cylindrical lanterns.

### OTHER HORTICULTURAL DISPLAYS

**California Area:** "Padre's Secret Garden," Mission Trails Bldg.; rare plants of Chile brought by University of California Expedition, in California Court; largest oak tree on Island, State Court; Hall of Flowers; Wonderland Circle, rear of Shasta-Cascade Bldg.; rustic garden, Redwood Empire Bldg.

**HomeLand:** Demonstration gardens of California Nursery Co.

**Pacific House:** Horticultural exhibits: *Japanese Pavilion:* Oriental gardens—note lanterns on bamboo stalks in this area; *Hawaiian Pavilion:* typical foliage of Hawaiian Islands; *Chinese Village* in Gayway; rare Oriental plantings; *Avenue of Olives:* An entire olive grove transplanted from Santa Clara Valley.



<i>Exhibitors and Location</i>	<i>Page No.</i>	<i>Map</i>	<i>Exhibitors and Location</i>	<i>Page No.</i>	<i>Map</i>	<i>Exhibitors and Location</i>	<i>Page No.</i>	<i>Map</i>
California Grape Products Co. (F&B)	...	H	Chile, Pavilion.	85	8h	Crown Zellerbach Corp. (Sci)	...	D
California Lima Bean Growers Assn. (Agri)	...	J	Christian Business Men's Committee Bldg.	94	10e	Czecho-Slovakia (IntIH)	...	K
California Medical Assn. (Sci)	44	D	Christian Science Activities	94	10d			
California-Nevada Railroad Historical Society (Vac)	48	G	Chrysler Motors (Vac)	48	G			
California Nursery Co. "Old Adobe" (Hld)	60	15c	Church of Jesus Christ of Latter Day Saints (H&G)	58	L	Dagger & Ramsdell (H&G)	...	58
California-Pacific Utilities Co. (H&G)	...	L	Ciba Pharmaceutical Products, Inc. (Sci)	44	D	Daini, Albert (H&G)	...	L
California Packing Corp. (F&B)	51	H	Cincinnati Tool Co. (MMM)	...	B	Dairyland	...	93
California Peach Canning Industry (Agri)	54	J	Coast Counties Gas & Electric Co. (H&G)	...	L	Day & Night Water Heater Co., Ltd. (H&G)	...	10a
California Prune & Apricot Growers Assn. (Agri)	54	J	Coast Counties Guard	73	2	Denmark (IntIH)	...	70
California State Building	54	J	Coleman Lamp & Stove Co. (H&G)	58	L	Denver & Rio Grande Western R. R. (Vac)	...	55
California State Dept. of Agriculture (Agri)	60	1b	Colorado, Pavilion	84	8g	Desert Date Shop (F&B)	...	48
California State Dept. of Industrial Relations (Sci)	54	J	Color Contrasts, Night & Day	97	L	de Young Museum (gold scales) (MMM)	...	51
California State Dept. of Institutions (Sci)	44	D	Colorado, Hall of Western States	75	3	de Young Museum (ship models) (Vac)	...	40
California State Dept. of Motor Vehicles (Sci)	44	D	Columbia Axle Co. (Ford)	45	F	Diamond Expansion Bolt Co. (MMM)	...	48
California State Dept. of Penology (Sci)	44	D	Columbia County (Alta Calif. Bldg.)	69	1h	Dorr Co., Inc. Engineers (MMM)	...	40
California State Polytechnic College & Future Farmers (Agri)	54	J	Committee on Diabetes, and Eli Lilly & Co. (Sci)	44	D	Douglas Fir Plywood Assn. (H&G)	...	58
California State Dept. of Public Health (Sci)	44	D	Compton Metal Home (Hld)	60	15a	Doup, L. C. (H&G)	...	L
California State Dept. of Social Welfare (Sci)	44	D	Continental Cafe	29	10n	Dow Chemical Co. (Sci)	...	44
California Tuberculosis Assn. (Sci)	44	D	Continental Water Heater Co. (H&G)	68	1d	Dresser, S. R. Mfg. Co. (H&G)	...	L
California Walnut Growers' Assn. (F&B)	51	H	Contra Costa-Alameda Counties Bldg.	68	1d	Dried Fruit Assn. (Agri)	...	54
Capital Bedding Co. (H&G)	...	L	Cook, Thomas & Sons-Wagon Lifts, Inc. (Vac)	48	G	Drucker, August E., Co. (Sci)	...	44
Cavaleade of the Golden West (H&G)	101	14	Corrigan, Doug (Wrong Way plane) (Air)	61	M	Dupont, De Nemours, E. I. & Co. (H&G)	...	58
Central Arizona Light & Power Co. (Agri)	...	L	Court of Flowers	31	X			
Central California Berry Growers' Assn. (Agri)	...	J	Court of Honor	31	R	Eagle Manufacturing Co. (MMM)	...	B
Challenge Cream & Butter Assn. (Agri)	...	J	Court of the Moon	31	S	Eastman Manufacturing Co. (MMM)	...	B
Champion Spark Plugs (Ford)	55	F	Court of the Nation	31	Z	East-Side Winery (F&B)	...	51
Charbonneau, Jules (IntIH)	45	K	Court of Pacifica	31	V	Ecuador, Pavilion	...	85
Chattanooga Mattress Co. (H&G)	...	L	Court of Reflections	31	W	Edison Gen'l Elec. Appliances Co. (E&C)	...	42
Chicago & Northwestern R. R. (Vac)	48	G	Court of the Seven Seas	31	U	Egyptian Lacquer Co. (MMM)	...	B
			Crane Co. (H&G)	58	L	El Dorado County (Sacto-Tahoe Bldg.)	...	70
			Cresta Blanca Wine Co. (F&B)	...	H	Electricity and Communication Building	...	41
			Gribbari B., & Sons, Inc. (F&B)	...	H	El Paso Natural Gas Co. (H&G)	...	58
			Gribbin & Sexton Co. (H&G)	...	L	El Salvador, Pavilion	...	88
			Grillo's Specialty Kitchen	29	10l	Engineering & Mining Journal (MMM)	...	40





Exhibitors and Location	Page No.	On Map	Exhibitors and Location	Page No.	On Map	Exhibitors and Location	Page No.	On Map
Paraffine Companies, Inc. (H&G)	58	L	Republ. Elec. Tooth Corp. (H&G)	44	D	Scherling Corp. (Sci)	44	D
Parke-Kahan Corp. (MMM)	58	B	Revolution Tenth Powder (Sci)	51	H	Schilling A. & Co. (F&B)	51	H
Payne Furnace & Supply Co. (H&G)	76	I	Rest Import Co. (F&B)	40	B	Schlage Lock Co. (H&G)	58	L
Pease & Warr. (H&S)	42	C	Rheam Manufacturing Co. (MMM)	51	H	Schukl & Co. Inc. (F&B)	58	L
Peffer Music Co. (E&C)	42	C	Rhoad A. H. (H&G)	58	L	Schwabacher-Frey Co. (H&G)	43	D
Pennsylvania R. R. (Vac)	48	G	Rice Grower's Assn. of Calif. (Agri)	43	D	Science, Hall of	45	H
Perfection Mattress & Spring Co. (H&G)	48	G	Richfield Oil Corp. (Vac)	58	L	Sea Island Sugar Exhibit (F&B)	41	H
Perrotet, L. & F. (MMM)	85	F	Rio Grande Oil Co. (Vac)	58	L	Seaside Oil Co. (H&G)	41	H
Peru, Pavilion	85	F	Robot Display Salon (H&G)	58	L	Seaside Oil Co. (H&G)	41	H
Petri Wine Co. (F&B)	58	G	Roebing's Sons, John A., Co. (MMM)	40	B	See's Candy Shop (F&B)	51	H
Petroleum Exhibitors, Inc. (Vac)	58	G	Roma Wine Co. (F&B)	51	H	Sensenbrenner, A. Sons (F&B)	51	H
Philippines, Pavilion	82	F	Roper, Geo. D., Corp. (H&G)	40	B	Serta-Sleeper Associates (H&G)	58	L
Pioneer Division, The (H&G)	58	L	Royal Bedding Co. (H&G)	40	B	Servel, Inc. (H&G)	58	L
Piper Aircraft Corp. (AFT)	61	M	Ruth's Health Foods (H&G)	40	B	Shasta-Cascade Building	70	II
Pittsburgh Equitable Meter Co. (H&G)	61	M	Rund Mfg. Co. (H&G)	40	B	Shasta County (Shasta-Cascade Bldg.)	70	II
Pittsburgh Plate Glass Co. (H&G)	58	L		48	G	Shell Oil Co. (Vac)	48	G
Placer County (Sacto-Tahoe Bldg.)	70	II		48	G	Shewan-Jones, Inc. (F&B)	48	G
Planters Nat. & Chocolate Co. (F&B)	51	H		48	G	Sierra Pacific Power Co. (H&G)	48	G
Plaza de Fiesta	51	H		48	G	Sigmal Oil Co. (Vac)	48	G
Plumas County (Alta Calif. Bldg.)	1m			48	G	Silver Spans	100	L
Portals of the Pacific	1m			48	G	Simon Mattress Mfg. Co. (H&G)	42	C
Portland Gas & Coke Co. (H&G)	31	O		48	G	Singer Sewing Machine Co. (E&C)	42	C
Portugal (IntIH)	55	K		48	G	Siskiyou County (Shasta-Cascade Bldg.)	70	II
Postal Telegraph Co. (E&C)	42	C		48	G	Sleeper, Inc. (H&G)	70	II
Poultry Producers of Central Calif. (Agri)	54	J		48	G	Solano County (Sacto-Tahoe Reg. Bldg.)	70	II
Press Building	101	10b		48	G	Solano Winery, Inc. (F&B)	70	II
Prune Growers of Calif. (Agri)	54	J		48	G	Sonoma County (Redwood Emp. Bldg.)	70	II
Pullman Co. (Vac)	48	G		48	G	Soule Steel "Unibilt" House (Hld)	60	15d
				48	G	Southern Calif. Gas Co. (H&G)	60	15d
				48	G	Southern Counties Gas Co. (H&G)	60	15d
				48	G	Southern Pacific Co. (Vac)	48	G
				48	G	Sperry Gyroscope Co. (AirT)	61	M
				48	G	Spreckels, J. D. & A. B. Co. (F&B)	61	M
				48	G	Sprague Meter Co. (H&G)	61	M
				48	G	Stadium, The	71	6
				48	G	Stamp Clubs of Northern Calif. (IntIH)	71	6
				48	G	Standard Brands of Calif. (F&B)	51	C
				48	G	Standard Oil Co. of Calif. (Vac)	51	C
				48	G	Standard Pressed Steel Co. (MMM)	69	B
				48	G	Stanislaus County (Alta Calif. Bldg.)	69	B
				48	G	Stanley Electric Tool Div. (MMM)	69	B
				48	G	Starrett, L. S. Co. (MMM)	69	B
				48	G	Steno-type (E&C)	42	C
				48	G	St. Francis Hospital (Sci)	44	D
				48	G	Strand, N. A. & Co. (MMM)	44	D
				48	G	Stuart, D. A. & Co. (MMM)	44	D
				48	G	Sunkist Orange Exhibit (F&B)	51	H
				48	G		51	H





*Semicircular Administration Building of Golden Gate International Exposition*

## THE ADMINISTRATION BUILDING

The Administration Building, erected at a total cost of \$900,000, is one of the three permanent structures on Treasure Island. The others are the gigantic hangars temporarily housing the Hall of Air Transportation and the Palace of Fine and Decorative Arts.

This building, comprising four stories, control tower and underground floor, is remarkable for its semicircular design. At the termination of the Exposition when Treasure Island is transformed into an airport, five underground passageways spreading out fan-wise from the building will permit the loading of five airplanes simultaneously, yet without confusion.

At present, the building houses the executive offices of the Exposition and of the Pan American Airways, whose trans-Pacific Clipper Ships already have their base in the Hall of Air Transportation.

In the main lobby, which may be entered from the west or the east side of the building, are located the main information booth of the Exposition, Western Union and Postal Telegraph offices, telephones, and restrooms. An emergency hospital occupies the north wing of the first floor.

A cafeteria accommodating 125 at one time and serving moderately priced meals all day is open to the public in the well-lighted underground floor. The "Fairgrounds" telephone exchange, a post office branch, and a garage are also located on this floor. On the second floor are private dining rooms and a cocktail lounge, which are open only on special occasions. Pan American offices occupy the third floor. The tower will be used to dispatch planes. (*This building is marked A on map.*)



*Court of the Moon, Tower of the Sun, and Mines, Metals and Machinery Building*

# MINES, METALS AND MACHINERY

## THEIR PAST, PRESENT AND FUTURE IN CIVILIZATION



The story of metal, from the first chunks taken from the ground by modern mining methods, to their ultimate use, not only today but as far into the future as 1999, is the theme unfolded in the Mines, Metals and Machinery Building.

In Treasure Mountain, erected by the California mining industry under the sponsorship of the California Commission to the Golden Gate International Exposition, is one of the chief attractions of the building. Guided by a young miner in a "hardboiled" hat, you may pass, in fifteen minutes, through 500 feet of underground passageway simulating in realistic detail the appearance and operation of typical Western gold and copper mines.

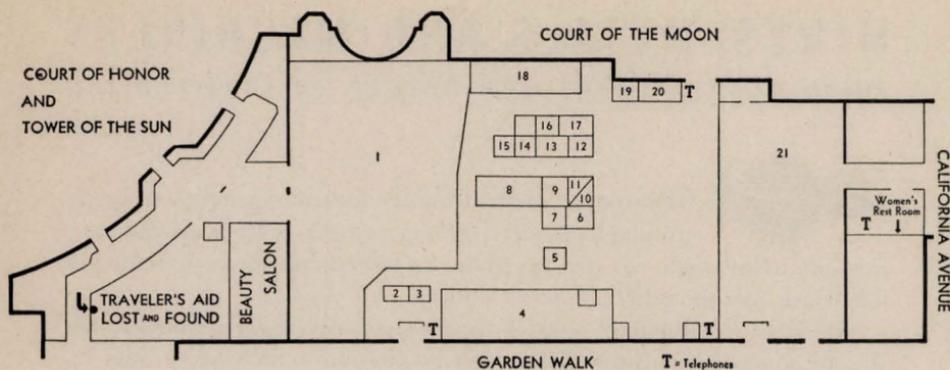
Treasure Mountain itself is 50 feet high, 170 feet long, and on its surface are depicted gold mine plants in the Mother Lode country, hydraulic mining in Nevada, and open-pit mining in Utah, with models of machinery in operation.

A painted mural illustrating a modern city is transformed by the illumination of "black light" into a panorama of the innumerable uses of metal today, from skyscrapers to ladies' jewelry. Colorful exhibits displaying the uses of metal since the Bronze Age, murals telling the history of mining, and valuable gold nuggets, including the rare wing-shaped Grass Valley nugget, add to the comprehensive story told in Treasure Mountain. Movies are shown in Miner's Union Hall, and a library pertaining to this important industry of the West is also included.

At the opposite (north) end of the building, the United States Steel Corporation Subsidiaries tell the story of steel. Here, a 555-pound piano hanging from a slender steel thread proves the strength of steel; other devices demonstrate its elasticity, durability and other qualities.

Life-like three-dimensional dioramas show the different stages in the manufacture of steel; and a further attraction of this elaborate steel exhibit is a large diorama of San Francisco as it might appear in the year 1999, a transformation that cannot fail to arouse interest. Another diorama shows the part steel will play in California's Central Valley Water Project.

Chemicals and machinery used in mining and refining processes, machinery used in the manufacture of a diversity of products, and metal products such as tools, roller bearings, meters and many others, round out the story of metal and its contribution to civilization. (*This building is marked B on map. List of exhibitors on next page.*)



## MINES, METALS AND MACHINERY BUILDING EXHIBITS

*Numbers Refer to Diagram*

1. UNITED STATES STEEL CORPORATION SUBSIDIARIES: Development, manufacture and application of steel.
2. NATIONAL-STANDARD CO.: Wire, braid, tape, and strip steel display.
3. ENGINEERING & MINING JOURNAL: Lounge for readers and friends in mining.
4. C. W. MARWEDEL CO.: Cooperative exhibit of tools, machinery, marine supplies.
5. W. W. GIBSON: Ore crushing mills and other mining machinery.
6. JOHN A. ROEBLING'S SONS CO.: Steel cable for bridges and other purposes.
7. RHEEM MANUFACTURING CO.: Pails, barrels, fabricated from sheet metal.
8. TUBBS CORDAGE CO.: Educational exhibit of machinery making actual rope.
9. JOSHUA HENDY IRON WORKS: Mining machinery; photo-murals of products.
10. OLIVER UNITED FILTERS, INC.: Industrial filters for mining, sugar, paper and chemical plants.
11. THE DORR CO., INC., ENGINEERS: "The Metallurgy of Gold"; scale models.
12. NEPTUNE METER CO.: Developments in water, gas, and oil meters.
13. NEVADA-MASSACHUSETTS CO.: Tungsten. H. W. GOULD & Co.: Mercury and Roasting.
14. THE MERRILL CO.: Merrill-Crowe precipitation process; Merrillite zinc dust; starch and oil centrifugals.
15. M. H. DEYOUNG MUSEUM: Exhibit of scales used in early California mining.
16. GREAT WESTERN ELECTRO-CHEMICAL CO.: Chemicals by electrolytic processing.
17. AMERICAN POTASH & CHEMICAL CORP.: Chemicals refined from desert lake.
18. CALIFORNIA ACADEMY OF SCIENCES: Beauty in the earth; opals, minerals.
19. THE MINE & SMELTER SUPPLY CO.: Electrically lighted, animated blue-prints showing gold recovery process; oil-painted murals of large milling operations.
20. THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO: Displaying Timken Bearings for automotive vehicles, industrial machinery and railroad cars and locomotives; Alloy Steel and Seamless Tubing; Rock Bits; and Fuel Injection Pumps for fuel oil burning engines.
21. TREASURE MOUNTAIN: Realistic underground mine; mining exhibits; films.

# ELECTRICITY AND COMMUNICATION BUILDING

MODERN MIRACLES IN AN EVERY-DAY WORLD



Electrical discoveries so startling that they seem like magic; the mysteries of television, of radio-transmitted home newspapers, of robots that talk by means of photoelectric cells or a keyboard—these are only some of the highlights to thrill you in the Electricity and Communication Building.

You *may* win a chance to talk long-distance to any point in the United States. You may have your hearing tested. You may have a free shave with an electric razor. You may learn how to darn stockings on an electrically propelled sewing machine, or play a piano by electricity, or be televised, or hear how your voice sounds to others.

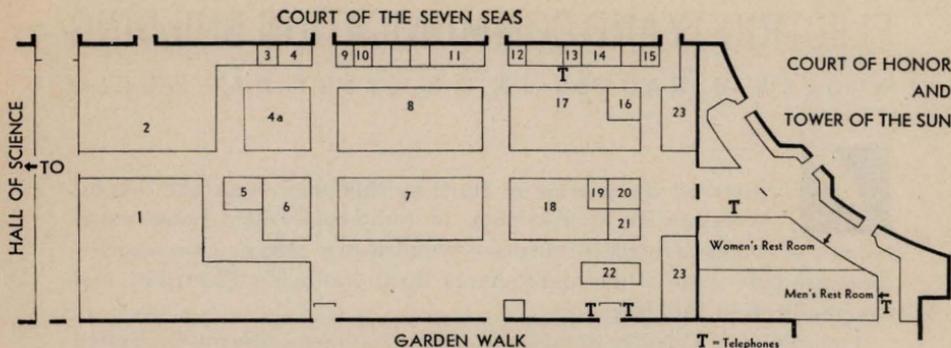
At the General Electric Company's free half-hour shows in its "House of Magic," you can "see" music, "hear" light, and watch objects float in the air like the Magic Carpet. A talking Magic Kitchen tells about new electrical appliances. You can see how electric lamps are blown. And the General Electric's shortwave station W6XBE, largest in the West, broadcasts to Europe and Latin America daily.

At the Bell Telephone System's exhibit across the way, "Voder," the electrical voice controlled by a keyboard operator, will astound you. If you are not lucky in winning a free telephone call, you may listen in on the winners through glass receivers, or test yourself on the Voice Mirror, or have your hearing tested scientifically and without charge.

The Radio Corporation of America displays the intricacies of facsimile newspapers and television broadcasting in which you may take part. A television receiving set is in operation at the Westinghouse Electric & Mfg. Co.'s exhibit, which also includes "Willie Vocalite," the electric robot who, at the command of a voice, sits down, rises, smokes and talks.

At the International Business Machines Corporation's exhibit are located the electric master clocks controlling all the clocks on Treasure Island; and the General Time Instruments Corporation displays a giant clock with a revolving polaroid dial symbolizing an eternally recreating solar system.

The Pacific Gas & Electric Company's "Electrical Man" sings or tells a story for you when you turn a dial. In the little theatre under their great expanse of animated early California scenes, lectures are given on "Woman's Workshop of Wonders," which includes a demonstration of the effect of lighting on cosmetics. Many other exhibits demonstrate the relation of electricity to communication, industry, and the home. (*This building is marked C on map. Exhibitors listed on page 42.*)



## ELECTRICITY AND COMMUNICATION EXHIBITS

*Numbers Refer to Diagram*

1. GENERAL ELECTRIC CO.: "House of Magic," free half-hour science show; Magic Kitchen; lamp-blowing; shortwave station W6XBE.
2. BELL TELEPHONE SYSTEM:  
American Telephone and Telegraph Company;  
The Pacific Telephone and Telegraph Company.
3. PEPPER MUSIC CO.: New Ansley Dyna-Tone electric radio-piano.
4. WESTERN UNION TELEGRAPH CO.: Office; new automatic telegraph machine.
5. REMINGTON RAND, INC.: Free shaves with electric razors; typewriters; business machines.
6. SINGER SEWING MACHINE CO.: Sewing machines and vacuum cleaners.
7. WESTINGHOUSE ELECTRIC & MANUFACTURING CO.: "Willie Vocalite"; television; electrical machines and appliances.
8. RADIO CORPORATION OF AMERICA: Demonstrating television, radio, facsimile, broadcasting equipment, marine radio devices. Lounge.
9. HOOVER CO.: Demonstrations of newest vacuum cleaners.
10. METROPOLITAN OAKLAND AREA: The natural industrial center of the West. Most favored location geographically and for distribution and shipping by rail, truck, ocean, river, and air. Forty-three miles of sites parallel mainland waterfronts. Many of nation's largest manufacturers located here.
11. WHITE ROTARY ELECTRIC SEWING MACHINES: Darning and rug-making by machine.
12. POSTAL TELEGRAPH CO.: Office; clocks showing time around the world.
13. STENOTYPE: The machine way in shorthand. High-speed demonstrations.
14. ADDRESSOGRAPH-MULTIGRAPH CORP.: Machines to speed up business paper work.
15. THE OKONITE CO.: Electric transmission cables.
16. GENERAL CABLE CORP.: Cables used in the electrical industry.
17. INTERNATIONAL BUSINESS MACHINES CORP.: Exact time through centrally-controlled system of clocks; automatic business machines.
18. ELECTRICAL APPLIANCE EXHIBIT:  
LEO J. MEYBERG Co.: Norge refrigerators, electric ranges, washers.  
THERMADOR ELECTRICAL MFG. Co.: Electric heaters, ranges, sterilizers.  
THOR PACIFIC Co.: Electric washers and ironers.  
EDISON GENERAL ELECTRIC APPLIANCE Co.: Hotpoint household appliances.
19. SANGAMO ELECTRIC CO.: Meters for every electrical metering requirement.
20. GENERAL TIME INSTRUMENTS CORP.: Westclox giant Big Ben polaroid clock; Seth Thomas clocks; Stromberg time stamps.
21. PACIFIC ELECTRIC MANUFACTURING CORP.: High voltage switch gear.
22. SAN FRANCISCO ELECTRICAL DEVELOPMENT LEAGUE: Lounge.
23. PACIFIC GAS & ELECTRIC CO.: Talking electric robot; animated scenes; theatre.

# THE HALL OF SCIENCE

## RESEARCH IN HUMAN PROGRESS



The fascination, romance and drama of research in fields touching the well-being of every human being is the theme of the Hall of Science. Chemistry, physics, biology, astronomy, and the most significant chapters of modern medicine, are presented for all to see and understand.

Such modern scientific inventions as the atom-smashing cyclotron are displayed and explained, and the mysteries of human heredity are simplified when you press colored buttons and generations of dolls are disclosed.

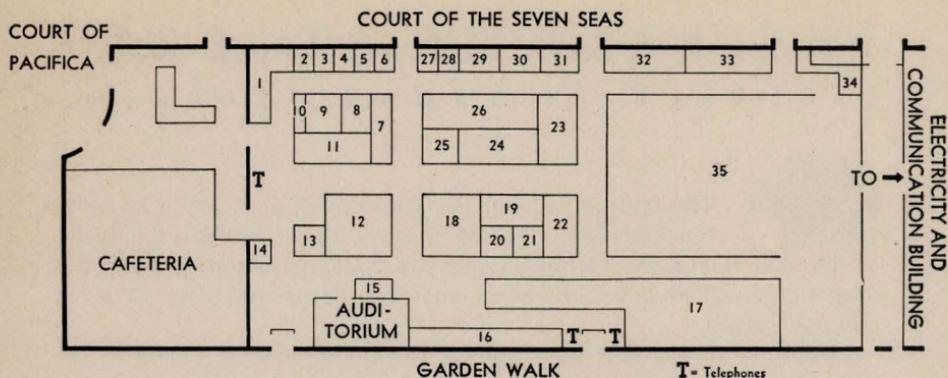
Here is your chance to test your driving ability, to discover what your child is learning in school and why, to see tomatoes grown in chemicals, to ponder over a reproduction of the dangerous marihuana weed. You may wonder, when you see their photographs, why savages have such fine teeth. You may see an X-ray of unborn triplets. You may listen to lectures by world-famous authorities and see moving-picture programs presented daily in the auditorium.

"Science in the Service of Man," the story of scientific research, is told in an important exhibit by the University of California in cooperation with a dozen other leading universities of the United States and Europe. Here is the "Radio-Active Man," the under-sea gallery disclosing the mysteries of the under-water kingdom, the explanation of acoustics, and the story of 200,000,000 years of evolution.

America's leading scientific societies and industries describe medical and dental progress, causes of cancer, control of microbes, sex hormones, and modern industrial chemistry. The evolution of dentistry, with emphasis upon the relation of dental health to the appearance, economy, and well-being of the individual, is presented in the American Dental Association's display. Fundamentals of human anatomy are explained in the surgical exhibit of the Mayo Foundation, while plastic surgery is explained by the St. Francis Hospital. The striking progress in the chemical control of disease is shown by several industrial chemical laboratories.

In the auditorium, daily programs include lectures by world-famous scientists, moving pictures on modern science, and broadcasts which send the story of science to radio audiences in the Orient, South America, and the United States.

To insure complete accuracy in every exhibit and to present a unified, up-to-date and yet understandable story of science, all exhibits and auditorium programs were designed under the supervision of Dr. Milton Silverman, director of the Hall of Science, and special advisory committees including many outstanding scientists and medical men in America. (*This building is marked "D" on map. List of exhibitors on next page.*)



## HALL OF SCIENCE EXHIBITS

*Numbers Refer to Diagram*

1. CALIFORNIA STATE DEPT. OF SOCIAL WELFARE: Care of aged, blind, and children.
2. ST. FRANCIS HOSPITAL: The story of modern plastic surgery.
3. MONSANTO CHEMICAL CO.: The miracle of plastics.
4. BOOKHOUSE FOR CHILDREN: Publishers of planned reading for children.
5. CALIFORNIA MEDICAL ASSN.: Symptoms, diagnosis and treatment of cancer.
6. G. & C. MERRIAM CO.: Three generations of Merriam-Webster dictionaries. Noah Webster's original desk.
7. CIBA PHARMACEUTICAL PRODUCTS, INC.: Explanation of the heart and its functions.
8. CALIFORNIA STATE DEPT. OF PUBLIC HEALTH: The story of syphilis.
9. CALIFORNIA TUBERCULOSIS ASSN.: Prevention and treatment of tuberculosis.
10. THE GROLIER SOCIETY: The Encyclopedia Americana, the Book of Knowledge.
11. AETNA CASUALTY & SURETY CO.: Safeguarding tests; accident prevention.
12. PACIFIC ROENTGEN CLUB: "Magic Shadows," X-rays in medicine, industry.
13. AUGUST E. DRUCKER CO.: Revelation Tooth Powder. Free samples.
14. THE INTERNATIONAL CORRESPONDENCE SCHOOLS of Scranton, Penn.: Educational exhibit.
15. CROWN ZELLERBACH CORP.: Paper's part in history and today.
16. CALIFORNIA STATE DEPT. OF INSTITUTIONS: Vocational therapy.
17. CALIFORNIA EDUCATION: Story of; films, programs, school art and crafts.
18. METROPOLITAN LIFE INSURANCE CO.: Panorama of its various services. Lounge.
19. LEDERLE LABORATORIES, INC.: Narrative display of pneumonia serum treatment.
20. WEST DISINFECTING CO.: Modern scientific sanitation and disinfection.
21. CALIFORNIA ACADEMY OF SCIENCES: California fungi modeled in wax.
22. THE DOW CHEMICAL CO.: Chemistry on parade.
23. AMERICAN MEDICAL ASSN.: The story of medicine.
24. AMERICAN DENTAL ASSN.: Dental evolution from primitive times to modern, depicting value of dental health in appearance, economy and well-being.
25. AMERICAN NATIONAL RED CROSS: Disaster relief, accidents, health activities.
26. MAYO FOUNDATION: The story of surgery.
27. THE QUARRIE CORP.: "Childcraft" and "World Book Encyclopedia for Children."
28. THE SCHERING CORP.: The story of

*(Continued on page 45)*



*Entrance to the Ford Building*

## FORD BUILDING

As you enter the Ford Building, you'll discover that the Ford Motor Company uses Western products in the manufacture of its motor cars. Striking black panels show all the raw materials that go into Fords, from aluminum to zinc-lead, and many of them are from the West.

In the exhibit hall which covers nearly an acre, you'll learn that *Champion Spark Plugs* depend on California sillimanite for their existence, that a stroboscope shows in motionless X-ray the inside of a motor in operation, and that there's no such thing as perpetual motion.

A model wood distillation plant shows how wood is made into coal and chemicals, and a larger model represents the by-products section of the Ford plant at Dearborn.

You'll be interested in the *Johansson Gage Company's* picture presentation of the history of precision measurement, in the *Anaconda Copper Company's* radiator tubes made of strip brass, the *Firestone Tire and Rubber Company's* display of tires, and the *Columbia Axle Company's* demonstration of their overdrive axle.

A weatherometer, a fadeometer and an electric eye are only part of the scientific exhibit, while under testing and research you'll see a series of machines that test the production of 15,000 Ford parts, from rust-proofing to hardness. You may watch a Ford motor assembled in a twinkling, and in other departments are Ford accessories, services, parts, and a complete line of new cars, including the skeleton of a Lincoln Zephyr. (*F on map.*)

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### HALL OF SCIENCE EXHIBITS—Continued

*Numbers Refer to Diagram page 44*

sex hormones. "The Hormone Woman."

29. COMMITTEE ON DIABETES, AND ELI LILLY & Co.: The story of diabetes.

30. WINTHROP CHEMICAL Co.: Science versus microbes.

31. SANDOZ CHEMICAL WORKS, INC.: Heart glucosides in medicine. Films.

32. CALIFORNIA STATE DEPT. OF INDUS-

TRIAL RELATIONS: Accident prevention.

33. CALIFORNIA STATE DEPT. OF MOTOR VEHICLES: Safe driving; testing machine.

34. CALIFORNIA STATE DEPT. OF PENALOGY: (Division of Narcotic Enforcement.) The dangers of narcotics.

35. UNIVERSITY OF CALIFORNIA: Science in the service of man.



*Entrance to Vacationland in Court of the Seven Seas*

# VACATIONLAND BUILDING

ALL OUTDOORS BROUGHT UNDER ONE ROOF



Have you ever wished that, at a moment's notice, you could travel to any spot on the globe in luxury and comfort? Would you travel in a de luxe Pullman drawing-room, in the latest transcontinental air-conditioned super-coach auto bus, by a shiny new automobile? Take your choice! They're all in four-acre Vacationland.

Railroad trains scoot across the continent before your eyes. An animated rodeo tells about life on the range. A "Trading Post" shows you the latest riding equipment. Ship models and outboard motors turn your thoughts to the water. Movies, dioramas, illuminated maps and complete travel bureaus with free touring information round out the story of travel.

To emphasize the advances made in transportation, collections of old-time automobiles and carriages, a reproduction of a small-town depot of the '80s, and a display of life in the Arctic, form vivid contrasts.

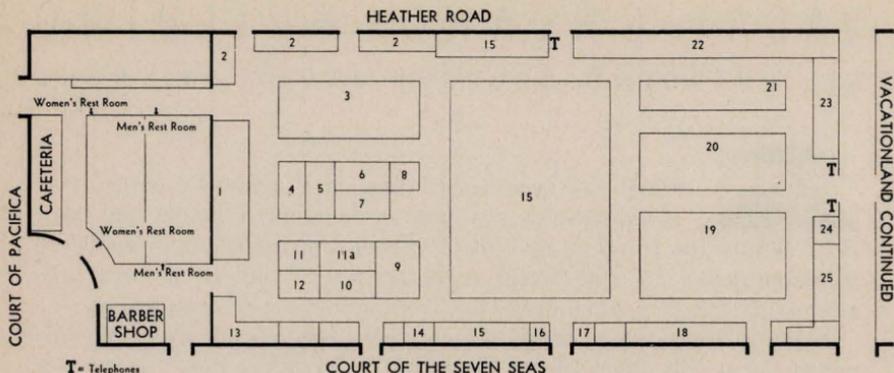
Oil, without which most travel would be impossible, furnishes the theme of the largest single industrial exhibit on Treasure Island, presented by the fifteen leading oil companies of the West. In a striking \$300,000 display in the southern end of Vacationland is told the "Story of Petroleum," its history, from discovery to the unlimited uses of petroleum and its by-products throughout the world. Treasure Wells and a puppet show offer entertainment as well as education.

Bethlehem Steel, in an exhibit of animated models and motion pictures, tells of the importance of steel for transportation and other uses.

General Motors, in addition to displaying a complete line of its latest motor cars and household appliances, entertains you with dramatic demonstrations of discoveries in its research laboratory.

The Chrysler Corporation's colorful exhibit of motor cars is enhanced by an array of miniature automobiles in typical American settings. Both of these automobile companies show the new Diesel engines for trucks, boats, and locomotives.

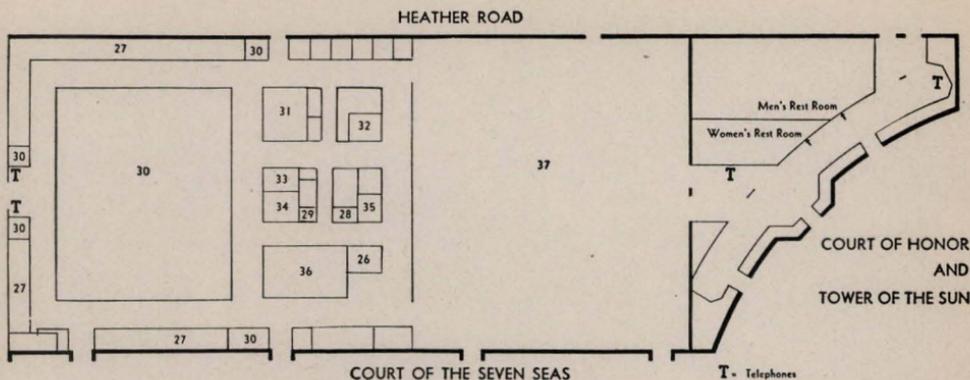
The comfort, convenience and low cost of railroad travel is dramatized for you. The Union Pacific takes you to Chicago. The Santa Fe speeds you along by its streamlined Diesel engine. The Chicago & North Western dramatizes the fine art of travel. The Denver & Rio Grande takes you along its scenic route. The Western Pacific shows you its Feather River country. The Southern Pacific takes you into its "S. P. Roundhouse" and tells you the story of railroading. The Pennsylvania Railroad shows you the interiors of its streamlined train, the Broadway Limited. The Pullman Company shows the newest in Pullman accommodations. (*This building is marked G on map. List of exhibitors on next page.*)



## VACATIONLAND EXHIBITS

*Numbers Refer to Diagram*

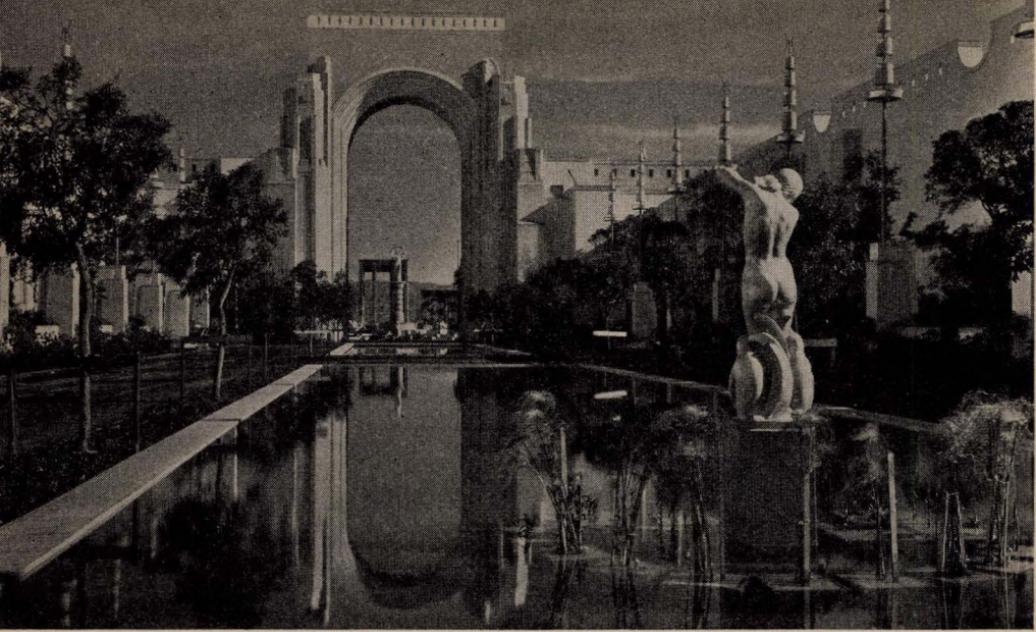
1. UNION PACIFIC RAILROAD: San Francisco to Chicago by miniature train.
2. CALIFORNIA-NEVADA RAILROAD HISTORICAL SOCIETY, INC.: Trains as a hobby.
3. ATCHISON, TOPEKA & SANTA FE RAILWAY SYSTEM: Model streamlined Diesel engine; perfectly scaled miniature trains.
4. CHICAGO & NORTH WESTERN RY.: Dramatization of modern travel, in three playlets, at intervals from noon to 9 P.M.
5. NATIONAL AUTOMOBILE CLUB: Free information on touring the West. Maps.
6. SANTA FE TRAILWAYS: Bus travel. Information booth.
7. DENVER & RIO GRANDE WESTERN RAILROAD: Scenic travel by motion pictures.
8. UNITED AIR LINES-TRANSCONTINENTAL & WESTERN AIR, INC.: "Air Travel" booth.
9. PACIFIC GREYHOUND LINES: Illuminated map. Latest air-conditioned super coach bus of Greyhound-Union Pacific, emphasizing comfort in bus travel.
10. THOS. COOK & SON-WAGONS LITS, INC.: Travel information. Itineraries.
11. GRAY LINE, INC.: Tour information. Animated mural of Monterey peninsula.
- 11a. IMPERIAL PEARLS: Educational pearl exhibit.
12. AMERICAN EXPRESS Co.: Travel service. Travelers' cheques and money orders.
13. WESTERN PACIFIC RAILROAD Co.: Information on Feather River Route.
14. M. H. DEYOUNG MUSEUM: Loan exhibit of ship models.
15. GENERAL MOTORS CORPORATION: Research laboratory demonstrations; Diesels; cold wall refrigerators; automobiles.
16. JOHNSON MOTORS: Sea Horse outboard motors for boats.
17. EVINRUDE MOTORS: Evinrude and Elto outboard motors for sea enthusiasts.
18. PACIFIC INTERCLUB YACHTING ASSN.: Loan exhibit of sailboat models, prints.
19. SOUTHERN PACIFIC COMPANY: "S. P. Roundhouse," with scenic display and miniature trains. Movies.



## VACATIONLAND EXHIBITS

*Numbers Refer to Diagram*

20. BETHLEHEM STEEL CO.: Educational exhibit of steel making and uses of steel. Sound motion pictures.
21. PENNSYLVANIA RAILROAD COMPANY: A striking and comprehensive display of modern rail transportation; with motion pictures; diorama of moving trains; scale models of cars; and the interiors of Pennsylvania's great streamline train—the Broadway Limited.
22. FATHER HUBBARD ARCTIC EXPEDITION: Life in the Arctic. Eskimo carvings.
23. THE PULLMAN COMPANY: Overnight travel in a luxurious modern Pullman.
24. RAILWAY EXPRESS AGENCY: Maps of nation-wide rail and world-wide air services. "Black light" demonstration.
25. RAILWAY & LOCOMOTIVE HISTORICAL SOCIETY: Small town depot of 1880's.
26. LOGAN KNITTING MILLS: Demonstrating manufacture of knitted fabrics.
27. DAVID GRAY, JR.: Loan exhibit of historical automobiles.
28. AMERICAN BIBLE SOCIETY: Scriptures in all languages; a map of the world.
29. LUTHERAN CHURCH—Missouri Synod. Information booth.
30. CHRYSLER MOTORS: "Art and Color" in life-sized and miniature automobiles. Fluid drive demonstration. Diesels.
31. THE B. F. GOODRICH Co.: Rubber tires; technical demonstrations.
32. LEVI STRAUSS OVERALL RODEO: World's only mechanical 10-minute rodeo.
33. MISSION SWEATER SHOPS: An operating sweater mill which knits cloth from yarn and then makes it into sweaters.
34. NATIONAL AUTOMOTIVE FIBRES, INC.: Vulcanized fabrics.
35. KEYSTON BROS.: "Trading Post"; saddles and riding equipment.
36. ASSOCIATED TIRE EXHIBIT: 124 years of research in tires.
37. PETROLEUM EXHIBITORS, INC.: Cooperative exhibit, "The Story of Petroleum." Puppet show. Treasure wells.



*Siesta Pools in Court of Reflections, Foods and Beverages Building on left*

## FOODS AND BEVERAGES

What a meal you might prepare in the Foods and Beverages Building—a fine full-course dinner, from soup to nuts. From China, from the jungles of Brazil, from the vineyards of California, from the deep South's peanut plantations, from citrus ranches and walnut groves of the West, hundreds of kinds of foods and beverages, from the wholesome to the exotic, have been transported for you to learn about and taste.

From the exhibits you might select all the makings of a fine meal in your own home—Libby's fruit juices, the soups of Heinz, salad made of Del Monte fruits seasoned with Star olive oil and Leslie salt and served with National biscuits. For the main course, hams or steaks from choice Armour cuts, with "quick-freeze" vegetables, and condiments by Tea Garden. For dessert perhaps ice cream made with "Junket" Rennet Mix, a slice of the 1,000-pound Exposition Cake, a cup of Hills Bros. Coffee with Sea Island sugar. And for liquors to accompany this dinner, the Wine Temple can offer a complete line. Breads might be sponsored by Standard Brands, nuts by California Walnut Growers, fruit confections by Lyons-Magnus and Liberty Orchards, all this topped off by a Santa Fe cigar. Later perhaps you'll want refreshments—Coca-Cola, Acme beer, Planters peanuts, See's home-made candies.

Cooking experts will delight in inspecting the kitchens of other days, other lands. If you like the intriguing smell of good food, the Foods and Beverages Building is the place for you!

*(This building is marked "H" on map. List of exhibitors on next page.)*

# FOODS AND BEVERAGES EXHIBITS

*Numbers Refer to Diagram*

1. REFRESHMENT, INC.: Carbonated beverage manufacturing plant bottling Coca Cola.

1a. DESERT DATE SHOP

2. LIBERTY ORCHARDS CO.: Washington apple and apricot confections.

2a. MECHANICAL SWISS VILLAGE: Miniature mechanized people.

3. ACME BREWERIES: Beer garden; refreshments for sale.

3a. ROMA WINE CO.

4. VANCOUVER BREWERIES, LTD.: Beer and ale. Illuminated display.

5. BRITO-CANADIAN MACHINE CO.: Fast-freezing ice-cream machines.

6. WINE TEMPLE: Cooperative exhibit telling story of California wines.

BERINGER BROS. INC.

CALIFORNIA GRAPE PRODUCTS Co.

HOUSE OF CRIBARI—California wines.

FRUIT INDUSTRIES, LTD.:

Exhibit, Wine Temple; headquarters, 900 Minnesota St., San Francisco.

MONTEBELLO WINE CO.

SANTA ROSA WINERY:

“Grand Prize” Champagne.

SHEWAN-JONES, INC.:

California wines and brandies.

7. EXPOSITION CAKE: Presented by Bill Baker, master baker, of Ojai, California.

8. KERR GLASS MANUFACTURING CORP.: “Self-Sealing” Mason jars with caps.

9. HILLS BROS. COFFEE, INC.:

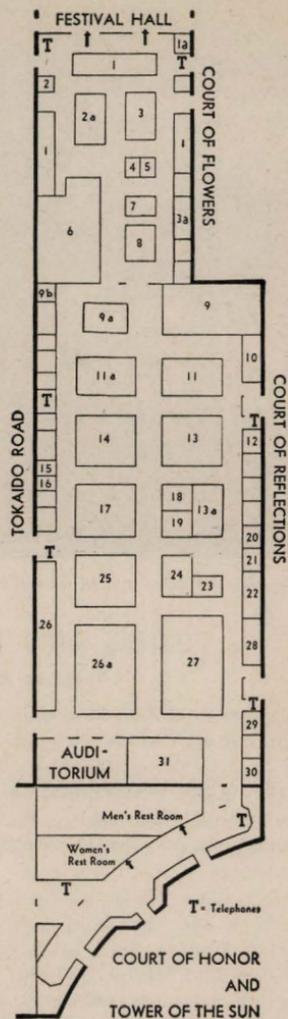
Presenting in Hills Bros. Exposition Theatre—“Behind The Cup”—a sound picture produced in Cinecolor. This pictorial visit to Coffee-land tells the fascinating story of coffee from tree to cup. Visitors welcome.

9a. SUNKIST ORANGE: Colorful exhibit of California’s “golden fruit.”

9b. REX IMPORTING CO.: Demonstration of modern pressure-cookers.

10. CALIFORNIA WALNUT GROWERS ASSN.: Walnut branding machine; model packing-house equipment.

11. NATIONAL BISCUIT COMPANY: Walt Disney movie, “Mickey’s Surprise Party” with Walter O’Keefe; Tony Sarg puppets.



11a. SANDWICH SLIDE: “Food by gravity.”

12. SUNNYVALE PACKING CO.: “Soup Kitchen.”

13. LIBBY, McNEILL & LIBBY: Libby’s Treasure Ship; serving Libby’s Fruit Juices; music and pictures.”

13a. MUSEE MECANIQUE: Mechanical novelties.

14. ARMOUR & COMPANY: Movie theatre; food facts; meal planning; by-products.

15. TIEN CHU VE-TSIN MFG. CO., LTD.: Tien Chu sauce, Soy sauce, Ve-Tsin.

*(Continued on page 52)*



*Towers of the East in Temple Compound at Night; Festival Hall on right*

## FOODS AND BEVERAGES EXHIBITS

*Numbers Refer to Diagram page 51*

16. A. GIURLANI & BRO.: Robophone messages in imported wines; olive oil.
17. SEA ISLAND SUGAR EXHIBIT: See "Sugar Fall"; movie, "Crystallized Energy"; dramatic mural, sugar making; Big Book, "America's Sugar"; rest in pleasant Sea Island lounge.
18. TEA GARDEN PRODUCTS CO.: Grape juice, scones and jam sold in grape arbor.
19. LYONS-MAGNUS, INC.: Lyons California glace fruits; Magnus root beer.
20. LESLIE SALT CO.: Working model, solar evaporation refining process.
22. A. SCHILLING & CO.: Coffee, tea, baking powder, spices, extracts.
23. PLANTERS NUT & CHOCOLATE CO.: Mechanical "Mr. Peanut"; films.
24. CALIFORNIA ASSOCIATION OF ICE INDUSTRIES: Ice refrigerators.
25. CALIFORNIA PACKING CORPORATION: Del Monte Foods exhibit in lighted display; symbolic mural painting and map of company's world-wide activities.
26. MRS. MORTON R. GIBBONS: Dolls, English costumes, 1st to 20th century.
- 26a. ITALIAN SWISS COLONY WINE GARDEN: Selling sandwiches with dry wines, also cookies with sweet wines. Special Sherry Hour, 2 to 5.
27. H. J. HEINZ & CO.: Kitchens of many nations.
28. "THE JUNKET FOLKS": Products; Quick Fudge Mix, Danish Dessert, Freezing Mix, Rennet Powder, Rennet Tablets; free samples to visitors.
29. SEE'S CANDY SHOP: Home-made candies for sale.
30. A. SENSENBRENNER SONS: Santa Fe Cigars. Lifelike tableau.
31. STANDARD BRANDS OF CALIFORNIA: "Hacienda de Hospitalidad."

**FESTIVAL HALL . . .** North of the Foods and Beverages Building is Festival Hall, "general utility" building of the Exposition. It will accommodate 2,000 persons for parties and meetings. Here also are held special short-term exhibits. (*This building is marked I on map.*)



*"Girl and Rainbow" Fountain, Court of Flowers, outside Agriculture Hall*

## AGRICULTURE HALL

If you've never been on a farm, now is the time—and Agriculture Hall the place—to learn all about country life and the activities that form the background of your daily food supply.

Here, sponsored by the California Commission for the Golden Gate International Exposition, California farmers tell about their efforts to supply the world with the best food for the least money.

From the large three-dimensional dioramas of the State Department of Agriculture, which illustrate in picturesque detail the history of California agriculture, to the exhibit of bees making honey from the flowers growing on Treasure Island, Agriculture Hall is of absorbing interest.

The exhibit of the University of California College of Agriculture tells of its invaluable activities in agricultural research and education, including agricultural economics and engineering, animal science, irrigation, and the war against disease and pests.

A large revolving illuminated globe of the world forms the peak of the display of the Agricultural Council of California, representing 70,000 farmers. Around the base of the globe twelve different co-operatives tell about their growing and marketing activities.

"Peter in Prune Land," a color film, tells little boys why prunes are so good for them. A "Creative Kitchen" in full activity demonstrates the uses of dried fruits in cookery. The California State Polytechnic College's "Agricultural Theatre" shows color-and-sound films of farming life.

*(This building is marked "J" on map. List of exhibitors on next page.)*

# AGRICULTURE HALL EXHIBITS

*Numbers Refer to Diagram*

1. UNIVERSITY OF CALIFORNIA COLLEGE OF AGRICULTURE: Agricultural research and education.

California Hay, Grain, Seed Industry  
California Flax Industry

2. CALIFORNIA PEACH CANNING INDUSTRY: Mural of typical peach orchard.

3. WESTERN GROWERS' PROTECTIVE ASSN.: The "Salad Bowl of America."

4. CALIFORNIA BEET SUGAR INDUSTRY: Representation of beet sugar factory.

5. CALIFORNIA COTTON COOPERATIVE ASSN., LTD.: Miniature cotton gin.

6. CALIFORNIA STATE POLYTECHNIC COLLEGE and FUTURE FARMERS: "Agricultural Theater," free educational films.

7. HONEY PRODUCERS OF CALIFORNIA: Live honey-bees at work.

8. POULTRY PRODUCERS OF CENTRAL CALIFORNIA: Working laboratory. Chicks.

9. NATIONAL LIVESTOCK & MEAT BOARD: The story of meat; how to roast meats.

10. CALIFORNIA SILK GROWERS' ASSN.: Silk worms; souvenirs; literature.

11. CALIFORNIA DEPT. OF AGRICULTURE: Dioramas of past and present farm life.

California Wine Industry  
California Seed Council

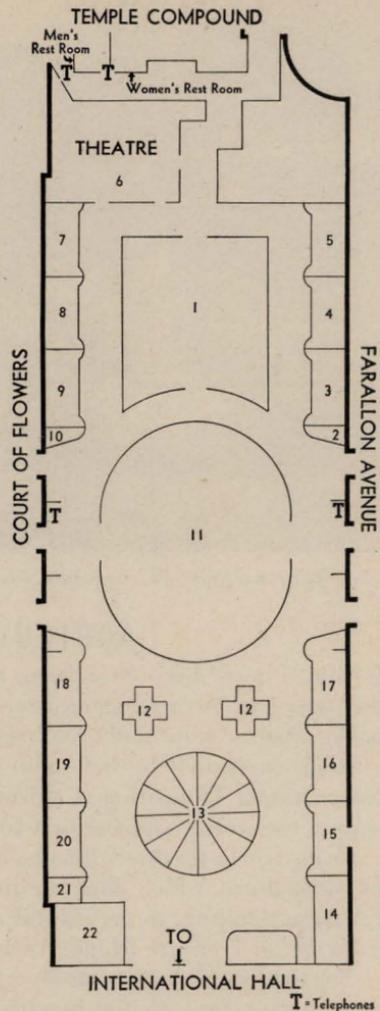
12. Fresh California food products.

13. AGRICULTURAL COUNCIL OF CALIFORNIA: Group exhibit representing 70,000 California farmers.

Sun-Maid Raisin Growers of Calif.  
California Almond Growers' Exchange  
California Lima Bean Growers' Assn.  
Tri-Valley Packing Assn.  
California Walnut Growers' Assn.  
California Prune & Apricot Growers  
Central Calif. Berry Growers' Assn.  
California Fruit Exchange  
California Fruit Growers' Exchange  
Calavo Growers of California  
Rice Growers' Assn. of California  
Challenge Cream & Butter Assn.

14. CALIFORNIA DATE INDUSTRY: Portrayal of Coachella Valley date culture.

15. SUN-MAID RAISIN GROWERS OF CALIFORNIA: Raisins packaged by machine.



16. PRUNE GROWERS OF CALIFORNIA: Miniature movie; recipes.

17. DRIED FRUIT ASSN. OF CALIFORNIA: "Creative Kitchen" in operation.

18. CALIFORNIA FRUIT GROWERS' EXCHANGE: Citrus X-ray machine.

19. CALIFORNIA PRUNE & APRICOT GROWERS' ASSN.: Sunsweet tree-ripened fruits.

20. FROSTED FOODS INSTITUTE OF CALIFORNIA: "Fresh summer foods in winter."

21. CALIFORNIA DRIED FIG INSTITUTE: Dried figs and their food value.

22. OLIVE GROWERS OF CALIFORNIA: The story of California ripe olives.

# INTERNATIONAL HALL



European countries not represented by individual pavilions on Treasure Island have their picturesque headquarters in International Hall.

## CZECHO-SLOVAKIA

Famous Bohemian glass, Bata shoes, toys, hand-painted Easter eggs, garnet jewelry, and other arts, crafts, and industries. The scenery, customs and recreations of this country, whose political status has changed since the exhibit was opened, are depicted in a colorful display.

## DENMARK

White lustre ceramics never before shown outside Denmark, tableware of Royal Copenhagen porcelain, sterling silver, pewter and bronze, and Whigger furniture are featured in this display. Its floor is of non-inflammable cork, a Danish invention.

## NETHERLANDS

Dutch silver, ceramics, textiles, and sisal rugs and cordage are included in this exhibit sponsored by the Holland-American Chamber of Commerce of San Francisco. It also explains the travel services of the Holland-America Line and the Royal Dutch Air Service, between the United States, the Netherlands and its overseas territories.

## PORTUGAL

Beginning with the history of the explorer Cabrilho, this exhibit recounts the historic and present association of Portugal and the United States. The port wine, sardine and other industries of Portugal, and its native arts and crafts, are shown in displays of picturesque detail.

## SWEDEN

Sweden's culture, its tourist attractions, its glass, matches, AGA light-houses, telephones, ceramics, precision gauges, arts and crafts, Greta Garbo, and other subjects for which this country is famous are covered in this exhibit. Shown in large photo-murals are the result of Sweden's enlightened social program.

## OTHER EXHIBITS

AMATEUR RADIO EXHIBIT—W6USA—Radio equipment; free messages transmitted.

BOY SCOUTS OF AMERICA—Display and exhibits of Scouting activities.

JULES CHARBNEAU—Collection of 28,000 miniature hand-carved items.

AUDREY KARGER—History of costume on miniature dolls.

*(Building K on map.)*



*South Tower, Entrance to the Homes and Gardens Building*

# HOMES AND GARDENS BUILDING

## NEW THINGS FOR BETTER LIVING



A thousand new inventions, new materials, new methods and new ideas that make modern living better living—all these, and more, you will see in the Homes and Gardens Building and in Homeland, where model homes are displayed out-of-doors.

Not only household things are shown in the Homes and Gardens Building, such as glass houses in which people can live and throw stones if they like, temper-saving non-leakable faucets and new-fangled bathtubs, but personal things—synthetic silk stockings that survive three months of heavy wear, new ideas in facial make-up, the latest fashions made up in artificial silks, and souvenir towels made while you wait.

New inventions you read about yesterday in the newspapers are on display here today. "Lucite," the glass-like substance through which light can be "piped," synthetic rubber and perfumes, and innumerable other marvels are unfolded in the "Wonder World of Chemistry," where demonstrations show how products of forest, farm and mine have been transformed by research chemists into new things for better living.

The ever-increasing part that glass plays in modern life is demonstrated—its use in building, in furniture, in glass blocks, new types of glass for windows, glass wool for insulation, glass fibre and its use in the home—drinking glasses that can't chip or cut, and reusable glass packages. New methods of using tile in the home are displayed in modern settings.

As a prospective home-builder, you may wander through this area and find, at your bidding, model homes of glass, wood or prefabricated steel to give you ideas to start with, an architect to carry them out to suit your individual needs. You may consider finishing its interior with Western pine or Douglas fir panelings, the roof with asbestos shingles. There are locks for the doors, a color bar for paints and wallpapers, linoleum, and gas, electric and liquid-fuel appliances for kitchen and laundry. There are gay dishes for the dining room, pictures and pianos for the living room, fish for your aquarium, mattresses, blankets and beds.

When you are all settled in this new home of yours, there are brushes and brooms to keep it clean, furnaces for heat, fixtures for illumination. And finally, there is expert advice, with seeds and plantings, for laying out your garden, and a photographer to take a picture of the result.

Exhibits showing Scouting activities, a college education, the advantages of fraternal organizations, and the religious side of family life are also presented here.

*(Homes and Gardens building is marked "L," Homeland area adjoining is marked "15" on the map. List of exhibitors for both on next page.)*

# HOMES AND GARDENS BUILDING EXHIBITS

*Numbers Refer to Diagram page 59*

1. DAGGETT & RAMSDALL: Beauty salon for the housewife; cosmetics; free cleansing and make-up.
2. SERTA-SLEEPER ASSOCIATES: "Perfect Sleeper" tuftless mattresses; movies.
3. CALIFORNIA COTTON MILLS CO.: Loom weaving of souvenir G. G. I. E. towels.
4. MILLS COLLEGE: Headquarters for alumni, students and friends.
5. GIRL SCOUTS OF AMERICA: International activities shown on doll-map.
6. SAN FRANCISCO ARCHITECTURAL CLUB: Exhibit by Western architects.
7. BALDWIN PIANO COMPANY: Current styles in pianos; piano section in action.
8. RUDOLPH WURLITZER COMPANY: New models in pianos for concert and home.
- 8a. HELEN BURTON: Chinese objects of art and jewelry.
9. THE COLEMAN LAMP AND STOVE CO.: Liquid fuel and electric home appliances.
10. PACIFIC COAST GAS ASSN.: Gas appliances; revolving display of kitchens.

AMERICAN BRASS CO., THE  
*Everdur Tanks and Copper Pipe*

AMERICAN METER CO., INC.  
*Cooperative Gas Exhibit*

AMERICAN STOVE CO.  
*Magic Chef Gas Ranges*

ART CONCRETE WORKS  
*Cooperative Gas Exhibit*

ATLAS HEATING AND VENTILATING CO., LTD.  
*Gas Floor Furnaces*

H. R. BASFORD CO.  
*Ruud Water Heaters and Fraser Floor Furnaces*

CALIFORNIA-PACIFIC UTILITIES COMPANY  
*Cooperative Gas Exhibit*

CENTRAL ARIZONA LIGHT AND POWER COMPANY  
*Cooperative Gas Exhibit*

COAST COUNTIES GAS AND ELECTRIC COMPANY  
*Cooperative Gas Exhibit*

CONTINENTAL WATER HEATER CO., LTD.  
*Gas Water Heaters*

CRIBBEN & SEXTON CO.,  
*Universal Gas Ranges*

DAY & NIGHT WATER HEATER CO., LTD.  
*Gas Water Heaters*

S. R. DRESSER MANUFACTURING CO.  
*Cooperative Gas Exhibit*

ELECTROGAS FURNACE CO.  
*Cooperative Gas Exhibit*

EL PASO NATURAL GAS COMPANY  
*Cooperative Gas Exhibit*

FRASER-FURNACE CO., INC.  
*Gas Floor Furnaces*

GAFFERS & SATTLER  
*G & S Gas Ranges*

GENERAL WATER HEATER CORPORATION  
*Gas Water Heaters*

JAMES GRAHAM MANUFACTURING CO.  
*Wedgewood Gas Ranges*

GRAYSON HEAT CONTROL, LTD.  
*Cooperative Gas Exhibit*

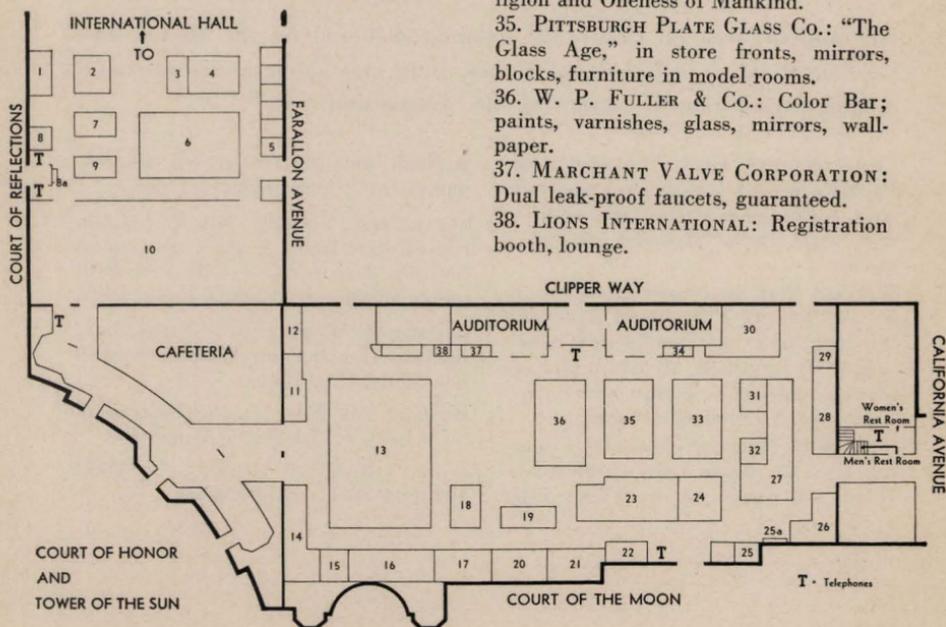
HAMMER-BRAY CO., LTD.  
*Spark Gas Ranges*

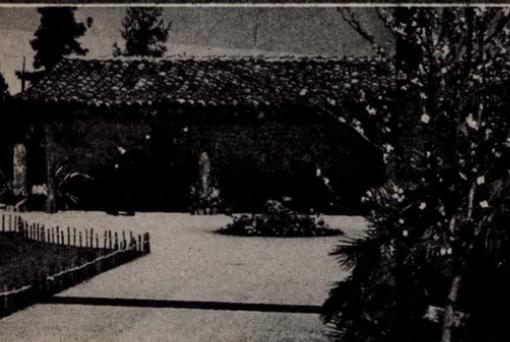
- HONOLULU GAS COMPANY, LTD.  
*Cooperative Gas Exhibit*
- HOYT HEATER CO. OF NORTHERN CALIFORNIA  
*Gas Water Heaters*
- IRONRITE IRONERY COMPANY  
*Gas Heated Ironers*
- MERCO NORDBLUM VALVE CO.  
*Cooperative Gas Exhibit*
- MERIT WATER HEATER CO.  
*Gas Water Heaters*
- LEO. J. MEYBERG CO.  
*Norge Gas Ranges*
- MISSION WATER HEATER CO.  
*Gas Water Heaters*
- MUELLER CO.  
*Cooperative Gas Exhibit*
- NORGE DIVISION BORG-WARNER CORPORATION  
*Norge Gas Ranges*
- PACIFIC GAS AND ELECTRIC CO.  
*Cooperative Gas Exhibit*
- PACIFIC GAS RADIATOR CO.  
*Gas Furnaces and Consoles*
- PAYNE FURNACE AND SUPPLY CO.  
*Gas Furnaces and Consoles*
- PITTSBURGH EQUITABLE METER CO.  
*Cooperative Gas Exhibit*
- PORTLAND GAS AND COKE CO.  
*Cooperative Gas Exhibit*
- RELIANCE REGULATOR CORPORATION  
*Cooperative Gas Exhibit*
- GEO. D. ROPER CORPORATION  
*Roper Gas Ranges*
- RUUD MANUFACTURING CO.  
*Gas Water Heaters*
- SAN JOAQUIN LIGHT AND POWER CORPORATION  
*Cooperative Gas Exhibit*
- SANTA MARIA GAS COMPANY  
*Cooperative Gas Exhibit*
- SEATTLE GAS COMPANY  
*Cooperative Gas Exhibit*
- SERVEL, INC.  
*Electrolux Gas Refrigerators*
- SIERRA PACIFIC POWER CO.  
*Cooperative Gas Exhibit*
- SOUTHERN CALIFORNIA GAS CO.  
*Cooperative Gas Exhibit*
- SOUTHERN COUNTIES GAS CO.  
*Cooperative Gas Exhibit*
- SPRAGUE METER CO.  
*Cooperative Gas Exhibit*
- WARD HEATER CO.  
*Gas Floor Furnaces*
- WELSBACH COMPANY  
*Gas Water Heaters*
11. SALVATION ARMY: Pictorial story of the Army at work. Lounge.
  12. SAN FRANCISCO AQUARIUM SOCIETY: Living pictures for your home.
  13. E. I. DU PONT DE NEMOURS & COMPANY, INC.: Demonstrating a "Wonder World of Chemistry."
  14. THE PARAFFIN COMPANIES, INC.: Pabco model home. Linoleum mural.
  15. SCHLAGE LOCK COMPANY  
San Francisco, California:  
Panic-Proof Locks
  16. GABRIEL MOULIN PHOTOGRAPHIC STUDIOS: Official G. G. I. E. photographer.

17. MASONITE CORPORATION: Wood fibre boards of a thousand uses.
18. INDEPENDENT ORDER OF FORESTERS: Diorama of tuberculosis sanitarium.
19. PIONEER DIVISION, THE FLINTKOTE COMPANY: Latest in building materials.
20. FEDERAL ART PROJECT: Loan exhibition of art works.
21. "BLINDCRAFT": Broom-thatched ratan cottage; broom-making.
22. WEST COAST LUMBERMEN'S ASSOCIATION: Exhibiting model homes and panels.
23. OWENS-ILLINOIS PACIFIC COAST CO.: "Talking Bottles"; Safedge products.
24. CRANE COMPANY: Model bathrooms; plumbing equipment.
25. THE FULLER BRUSH CO.: Brushes for every use.
- 25a. A. H. ROHDE: Imitation woods and marble.
26. AMERICAN RADIATOR & STANDARD SANITARY CORP.: Neo-Angle bath; plumbing fixtures.
27. LIBBEY-OWENS-FORD GLASS COMPANY: The "Magic of Glass" exhibit of the Libbey-Owens-Ford Glass Company contains all that is new and fascinating in flat glass. Many demonstrations of

- this age-old product in new and exciting forms. Includes a Glass Carnival of Fun.
28. JOHNS-MANVILLE SALES CORP.: New version of asbestos firefighting suit; fire-proof roofing; building materials.
29. DOUGLAS FIR PLYWOOD ASSN.: Display of plywood panelings for the home.
30. GLADDING, McBEAN & CO., Manufacturers: Franciscan ware and tile.
- BARKER BROS., Los Angeles: Pottery.
31. UTAH WOOLEN MILLS: Display of Jack Frost pure virgin wool blankets.
32. ROBOT DISPLAY SALON: Lounge.  
Jacuzzi Bros. Inc.  
Schwabacher-Frey Co.  
Ray Oil Burner Co.  
Fancy Deep Sea Crab Meat  
The Wooden Box Institute  
Pacific Book Co.  
Berkeley Pump Co.  
Ruth's Health Foods  
Advance Pump Co.  
Albert Daini  
Superba Packing Co.

33. CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS: Mormon Tabernacle. Recitals.
34. BAHAI TEMPLE: Model of Temple in Wilmette, Ill., dedicated to Unity of Religion and Oneness of Mankind.
35. PITTSBURGH PLATE GLASS CO.: "The Glass Age," in store fronts, mirrors, blocks, furniture in model rooms.
36. W. P. FULLER & CO.: Color Bar; paints, varnishes, glass, mirrors, wall-paper.
37. MARCHANT VALVE CORPORATION: Dual leak-proof faucets, guaranteed.
38. LIONS INTERNATIONAL: Registration booth, lounge.





*Western Pine Home*

*California Nursery Co., "Old Adobe House"*

*Compton Metal Home*

*Soule Steel Home*

## HOMELAND

An outdoor area on California Avenue, sheltered by the Homes and Gardens Building, is Homeland. Homes of the most modern type surround a demonstration garden featuring the "Exposition rose."

**COMPTON METAL HOMES, INCORPORATED:** Partially pre-fabricated, steel and concrete construction, metal lath wired to steel studs, inside plastered, outside is stucco.

**WESTERN PINE ASSOCIATION:** Be sure to see the Western Pine Home. A delightful, interesting Cape Cod Colonial house, completely furnished. All uses of pine are shown—Idaho white pine, ponderosa and sugar pine. No admission charge.

**CALIFORNIA NURSERY COMPANY:** Featuring flowering plants, trees of the Adobe House and garden of the Niles, Calif.,

original. Daily program garden talk, motion pictures, living plants for sale.

**SOULE STEEL "UNIBILT" HOUSE:** Pre-fabricated, steel frame house with a stucco covering. Five rooms, including two bedrooms, a living room and a dining room.

**EXPOSITION MODEL HOMES TOURS, INC.:** Baldwin Howell-Johns Manville Exposition Model Host Home.

**HOME OF THE WEST:** Quality home sponsored by S. F. Chamber of Commerce.

**BASALT ROCK CO. HOUSE:** Fire-proof Monterey style concrete house.



*A Pan American Clipper in the Port of Trade Winds, Hall of Air Transportation in Background*

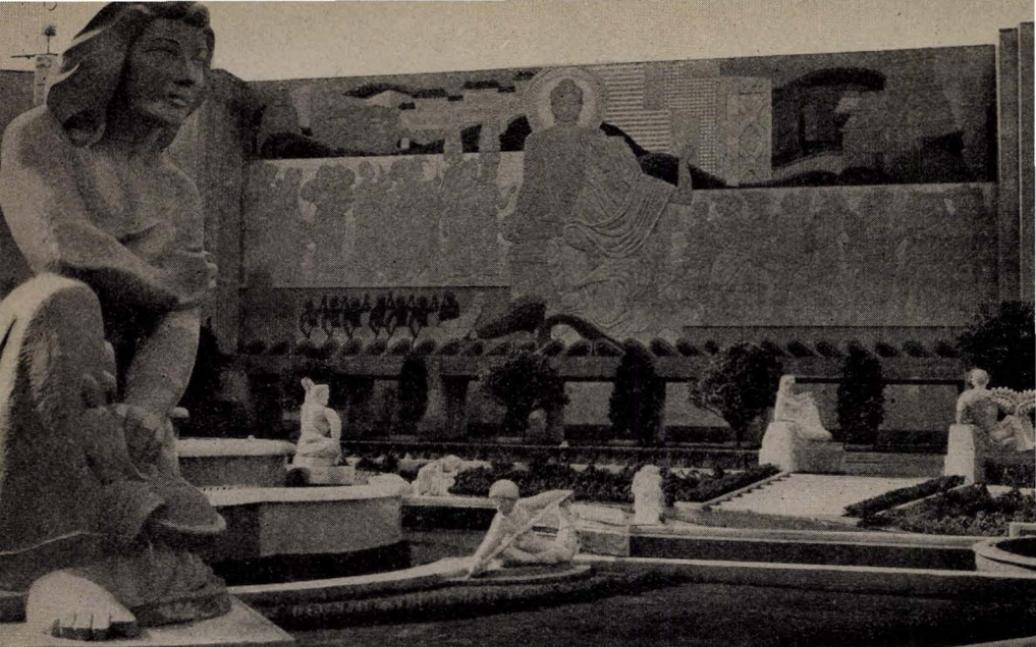
## HALL OF AIR TRANSPORTATION PAN AMERICAN CLIPPER BASE

Openly displayed to the general public for the first time in aviation history, the complete operations and maintenance shop activities of a transoceanic airline are to be seen "under glass" and in detail in the Hall of Air Transportation. Actual service operations on the world's largest flying boats may be seen from the huge spectators' balcony of the building, which also houses the first complete, full-sized exhibit of the fitted interiors of these huge Clipper Ships.

Below the spectators' balcony are seen a series of Pan American shops in actual operation. In one of them a Link trainer is displayed. Others feature motor and propeller overhaul. On the south side of the hangar is a customs office and waiting-room, leading to the landing dock in the Port of the Trade Winds.

In the west section of the Hall of Air Transportation, Douglas Corrigan's famous \$900 "crate," in which he flew non-stop from New York to Ireland in 1938, may be compared to the light "Cub" planes of the Piper Aircraft Corporation. Robert Fowler's 1912 model, 80-horsepower biplane offers an extreme contrast to the latest 1000-horsepower Pratt & Whitney engine of the United Aircraft Corporation. From the newest developments in blind flying, at the Sperry Gyroscope Company's display of automatic pilots and other gyroscopic aviation instruments, one turns to the primary glider loaned by Leonore M. Fowler.

The San Francisco Gas Model Airplane Club displays a collection of one-pound to four-pound model planes. A fleet of exact-scale models of practically every type of airplane, 1/96th actual size, measuring 2 to 26 inches, is exhibited by 23-year-old Charles Holtz. There is also a collection of the aeronautical paintings and etchings of Henry Maas. Also available is a unique presentation of air navigation instruments and personal flight charts of world-famous flyers, displayed by the Weems System of Navigation. The Hall of Air Transportation is under the direction of John B. Molitor. (*This building is marked M on map.*)



*"The Peacemakers," Largest Mural at the Fair, in the Court of Pacifica*

## THE PALACE OF FINE AND DECORATIVE ARTS

The Art Exhibit at the 1939 Golden Gate Exposition has been acclaimed by critics as the finest collection of paintings, sculpture and decorative arts ever assembled in the United States.

The exhibit was assembled and arranged by a group of internationally known art specialists. It is in four divisions and is valued at thirty-five million dollars.

**EUROPEAN**—The exhibition includes European paintings, sculpture and tapestries from the 14th to the 19th centuries.

The Italian government has lent the Department of Fine Arts treasures of the highest order; Botticelli's *Birth of Venus*, Raphael's *Madonna of the Chair*, Titian's *Portrait of Paul III*, Michelangelo's *Madonna and Child with Young St. John*.

France, Belgium, Holland, England and other European countries have contributed masterpieces from their own national art.

American Museums and collectors have lent exhibits from their collections of European works.

**DECORATIVE ART**—The exhibit of contemporary decorative arts constitutes a display of the original, and representative, types of design which reflect the present culture of Western Europe and America.

Included in this section of the Fine Arts Exhibit are the thirty architectural models of miniature rooms by Mrs. James Ward Thorne.

These models of period rooms, accurately reproduced in every detail, present a four-century study of interior decoration and architecture of England, France and The Netherlands.

The scale of these renderings is one inch to the foot; every chandelier, picture, fabric, and ornament is constructed in proportion.

In another part of the Decorative Arts exhibit are fifteen full-sized rooms, outdoor terraces and other units, which make up the plan of domestic dwellings. These rooms were assembled by noted architects, decorators and designers from the United States and Europe.

A third section of the Decorative Arts is composed of work shops in which artist-craftsmen demonstrate their proficiency.

Surrounding these shops are the international galleries of glass, silver, and ceramics, textiles, rugs, lace, metal, enamels, jewelry, and book-bindings.

**PACIFIC CULTURES**—Arts and craftwork from the fifty countries of the Pacific Rim are demonstrated for the first time under one roof in Pacific Culture Division.

Eight galleries have been filled with masterpieces in every material and technique employed by craftsmen of these countries—a gold lacquered howdah in which Siamese royalty rode, an enormous stone lintel enriched with a lace of carving from the jungle civilization of Cambodia, another lintel from 7th century China, and still a third from Guatemala, goblets of gold encrusted with turquoise, lately discovered by excavators in Peru, and Maori woodcarvings displaying delicate patterns cut in stone and shell.

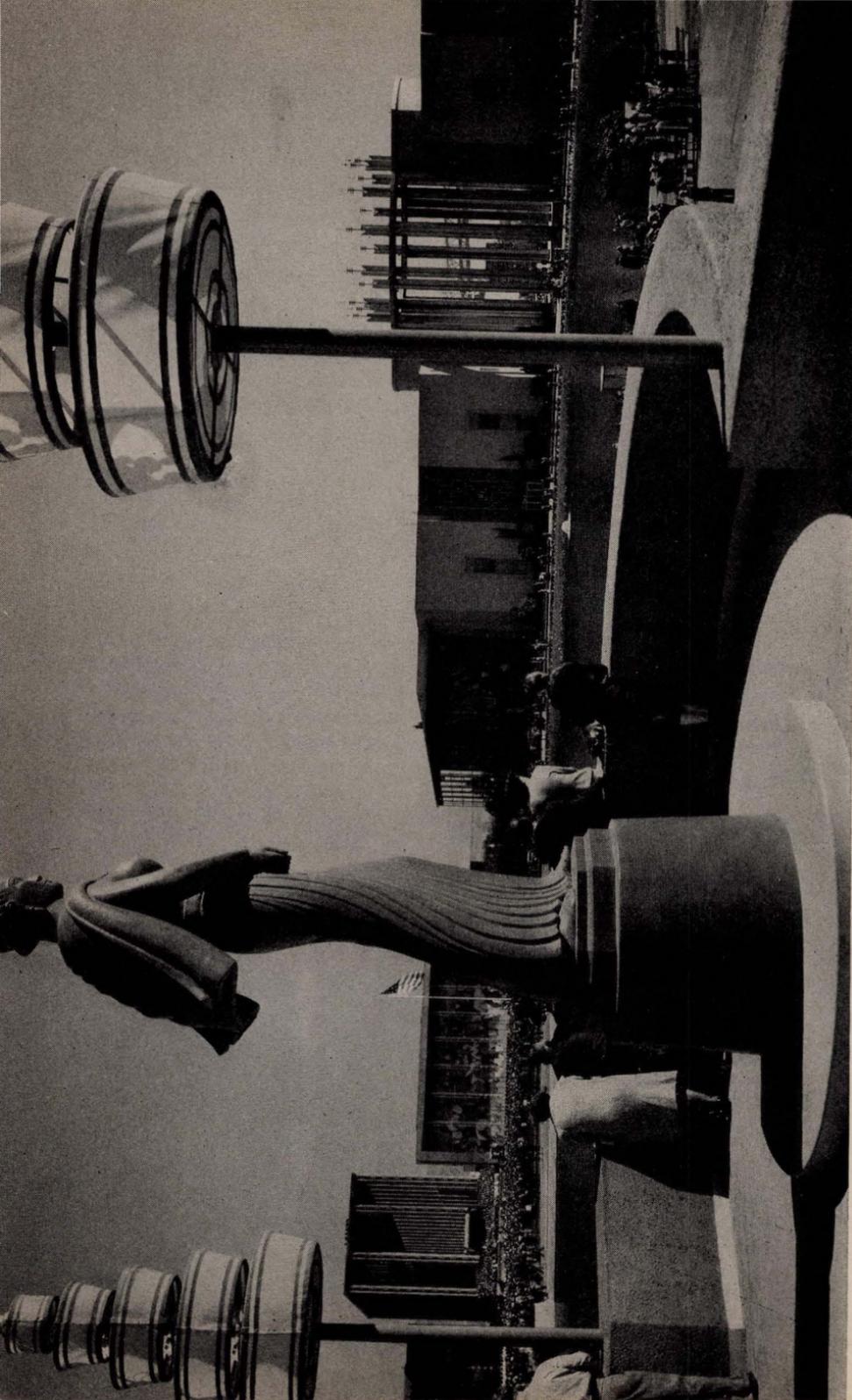
**CONTEMPORARY ART**—The Contemporary Art galleries include the best present-day art of the United States, Australia, Canada, Mexico and twelve European countries.

Eight hundred and thirty-one artists are represented in this most comprehensive showing of contemporary art ever held.

The Fine Arts Committee has set aside a gallery for historical American paintings, including such well-loved canvases as Gilbert Stuart's "George Washington," John Trumbull's "General Washington at the Battle of Trenton," and Mary Cassatt's "Fille au grand Chapeau." (*This building is marked N on map.*)

*Entrance to Palace of Fine  
and Decorative Arts*





*Overlooking the Court of the Nation. Federal Building, left. California and San Francisco Buildings, right*

# THE STATE OF CALIFORNIA

HOST TO THE WORLD



California is in fiesta mood, during 1939, as it celebrates the Golden Gate International Exposition honoring the completion of the great bridges spanning San Francisco's bay, and of the world's largest man-made island.

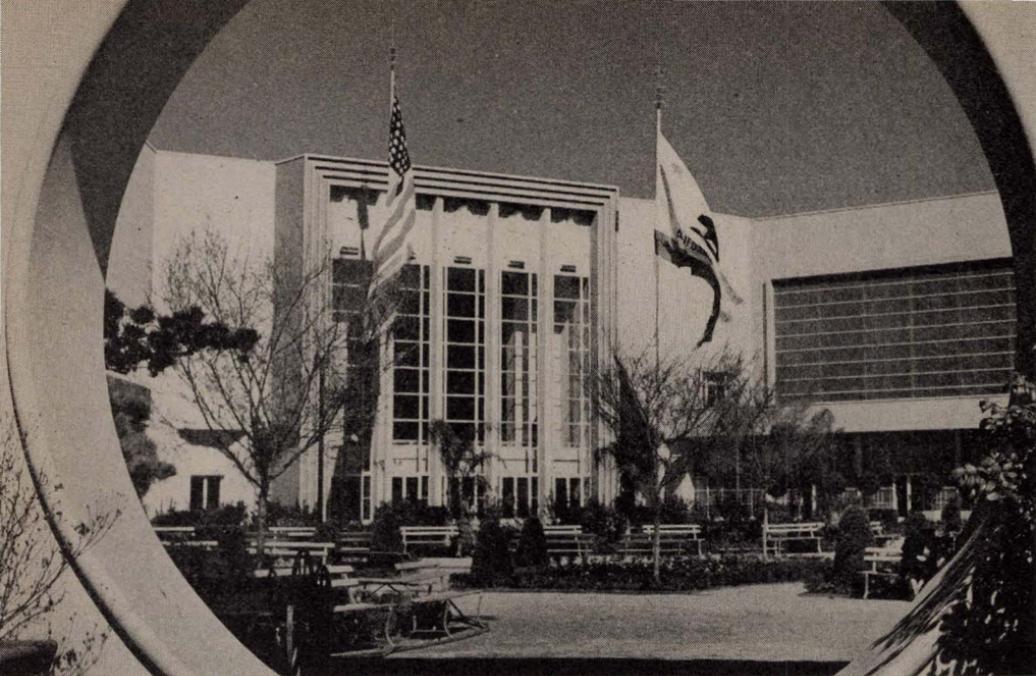
Not only does California, in its state, city and county buildings on Treasure Island, present a detailed picture of its scenic attractions, its resources, its industries, its arts, and every other aspect of its historical background and present progress, but elsewhere—in the Exposition's exhibition palaces and in special buildings erected for the purpose—it presents particularized accounts of its educational, recreational, industrial and other state activities.

In the California Area are nine county buildings, administered by County Commissions, namely, the San Francisco, Alameda-Contra Costa, Mission Trails, Los Angeles and San Diego, Alta California, San Joaquin Valley, Sacramento-Tahoe Region, Redwood Empire, and Shasta-Cascade Buildings. The central structure of this beautiful group of buildings is the California State Building.

To assist in financing the presentation of California's picture, the California State Legislature created, in November 1937, the California Commission for the Golden Gate International Exposition, empowering it to administer, in cooperation with the San Francisco Bay Exposition Company, an appropriation of \$5,000,000 to make possible the Exposition and play host to the world on Treasure Island. The Commission functions not only to administer the many projects set up under the legislative act, but acts in close cooperation with the officials of the Exposition. The administrative offices of the Commission, including a suite for the Governor of the State, are in the California State Building.

The California Commission administers the Hall of Flowers in the California Area, as well as the Recreation Building, first of its kind to be presented at an Exposition. It sponsors the exhibits of Agriculture Hall, of California Education in the Hall of Science, and of Treasure Mountain in the Mines, Metals and Machinery Building. It erected for the Exposition the Coliseum, the Livestock Pavilion and the California Auditorium, and participated in the erection of Dairyland and the Press Building.

Another contribution of the California Commission to the beauty of Treasure Island is the landscaping of the California Area where, in addition to the largest oak tree on the island and beds of flowers indigenous to the West, rare plantings brought back from Chile by an expedition of the University of California may also be found.



*The California State Building*

## CALIFORNIA STATE BUILDING

With traditional western hospitality, California holds "open house" at the Exposition in its host building overlooking the Court of the Nation.

Modern in design, with a great porch shading a 10,000-square-foot mural, "California Industries," by Lucien Labaudt, an oval-shaped State Hall with mural travel-maps by Robert Howard, and a handsome ball-room highlighted by a mural by Moya del Pino, this building is headquarters for the Governor of the State and his representatives.

Throughout the building, in the Blue Lounge, the Pink Lounge, and in a series of galleries, is shown a \$250,000 exhibit of contemporary California art conceded to be the finest ever assembled. In one gallery is a special exhibition of William Keith canvases.

In the Hall of Printing the finest work of contemporary California printers, as well as many rare and valuable items, tell the history of California printing since it began in Monterey in 1834.

Jo Mora's life-like diorama of the Portola Expedition to California in 1769, in the west wing, is based on Professor Bolton's translation of Father Crespi's diary of the expedition written at the time.

In the southeast wing of the building, entered from California Avenue, you may, in a few minutes, take a 1200-mile trip through the state, passing through a grove of redwoods with running streams, past a wild game refuge, past deer migrating from the high Sierras, and over famous mountain and seaside highways. (*No. 1b on map.*)



*San Francisco Building, Golden Gate International Exposition*

## SAN FRANCISCO BUILDING

The San Francisco Building, overlooking the South Lake of the Nations, extends the hospitality of the host city to the world. Here, on the second floor, San Francisco's Mayor has his suite, which extends into a series of beautiful reception rooms affording magnificent views of Treasure Island.

Five exhibit rooms on the first floor open out of the Court of Whales, which takes its name from an imposing fountain group by Robert Howard and Cecilia Graham. These rooms display in absorbing detail the background and present functioning of the city of San Francisco.

The Hall of Dioramas presents ten episodes in San Francisco's dramatic and colorful history, including the arrival of General Grant in Palm Court at the old Palace Hotel, and the burning of the city as seen from Nob Hill in 1906.

Among many valuable relics of the romantic stage-coach era of California in the Wells Fargo Historical Museum, is the original gold spike used at the completion of the first railroad across the United States.

The Franciscan Mission Exhibit includes an old mission altar constructed in Spain 600 years ago, so well preserved that the original gold is still evident. The Education and Recreation Rooms display the attractive handiwork of San Francisco school pupils. The Public Utilities Room explains such municipal projects as the Hetch-Hetchy water and power systems and the San Francisco airport. (*No. 1c on map.*)



*Alameda-Contra Costa Counties Building*

# CALIFORNIA BUILDINGS

## ALAMEDA-CONTRA COSTA COUNTIES BUILDING

A minutely detailed diorama-map shows the proximity of the leading communities of these two counties to Treasure Island, only fifteen minutes away by motor car. You will see, too, such highlights as the University of California when it had eight pupils, Mt. Diablo, and an enclosed formal quarter-circle-shaped garden-court, with oaks, flowers, murals and fountains. (*No. 1d on map.*)

## MISSION TRAILS BUILDING

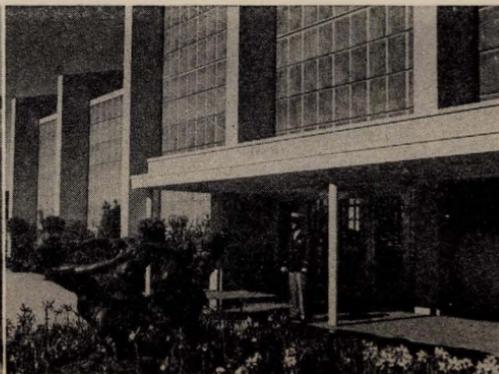
From tower to front door, every exterior architectural feature of this building was inspired by one of seven famous California missions. The rear garden is an adaptation of a padre's secret garden. The interior represents an early Spanish street scene, with a \$3,000 Spanish tile fountain. The world's largest photo-transparency murals and a moving panorama, 165 feet long, 18 feet high, depict the beauties of the coast counties between San Francisco and Los Angeles. (*No. 1e on map.*)

## HALL OF FLOWERS

In this glorified greenhouse of cello-glass, a continuous parade of flowers is exhibited by amateur and professional gardeners of the Pacific Coast and of countries as distant as Australia. Every day the picture changes as blooms appear at the height of their season. Volunteer flower-lovers perform the actual work of preparing and presenting this amazingly colorful bench flower show, the longest ever attempted. (*No. 1f on map.*)

*Mission Trails Building*

*Hall of Flowers*





*Los Angeles and San Diego Counties Building*



*Alta California Building*

## LOS ANGELES AND SAN DIEGO COUNTIES BUILDING

The color and warmth of the land of the movies, orange groves, oil, snow-capped mountains, deep-sea fishing, and the Tournament of Roses, greet you here. In the rotunda, nearly seven stories high, is the largest interior mural on Treasure Island. Among many things, you'll see an extraordinary display of fresh fruits and vegetables, and Fred Astaire's and Ginger Rogers' dancing shoes. (*No. 1g on map.*)

## ALTA CALIFORNIA BUILDING

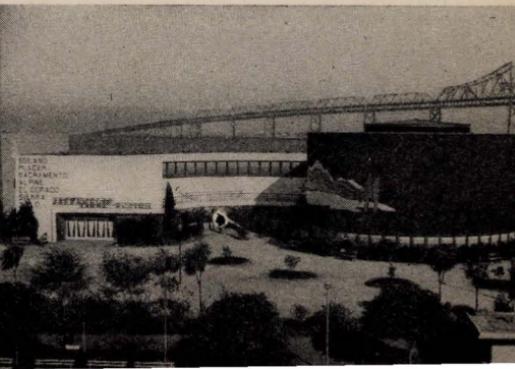
Here's the country made famous by Mark Twain and Bret Harte—the ghost towns of old, the Mother Lode. In dioramas large and small, you're shown the "Emigrant Trail" of the pioneers, Grass Valley in the days of Lola Montez, the Calaveras Big Trees, and many other attractions. You'll see Stockton's modern inland waterfront, gold specimens, and sound-and-color movies of these Sierra counties. (*No. 1h on map.*)

## SAN JOAQUIN VALLEY BUILDING

Yosemite Valley—in miniature, of course—set in the midst of a grove of half-scale giant sequoia redwood trees, the oldest, largest living things in the world, is the feature here. A fresh cake draws attention to the fruit orchards of the geographical center of California. Models and murals describe the Central Valley Water Project. Transoramas highlight the natural wealth of the San Joaquin Valley counties. (*No. 1i on map.*)

*San Joaquin Valley Building*

*Sacramento-Tahoe Region Building*





*The Shasta-Cascade Building*



*The Redwood Empire Building*

## SACRAMENTO-TAHOE REGION BUILDING

From the models of ships constructed at Mare Island Navy Yard to the Auburn Ski Jump, from the model of "Roaring Camp" to the reproduction of beautiful Lake Tahoe, from the scene of Sutter's Fort in 1839 to the unique display of gold nuggets worth \$100,000, you'll be absorbed by the variety of the Sacramento-Tahoe Region of California. (*No. 1 on map.*)

## REDWOOD EMPIRE BUILDING

You walk under a replica of a giant redwood into a transplanted, rustic garden. On the porch of the redwood building there's a slice of the oldest known redwood tree. Detailed dioramas display the varied attractions of the Redwood Empire—San Francisco and eight Northbay counties, linked by the Golden Gate Bridge. Free, color-sound pictures in Redwood Auditorium. Spectacular photo and painted murals; transparencies. Free folders and information service. (*No. 1k on map.*)

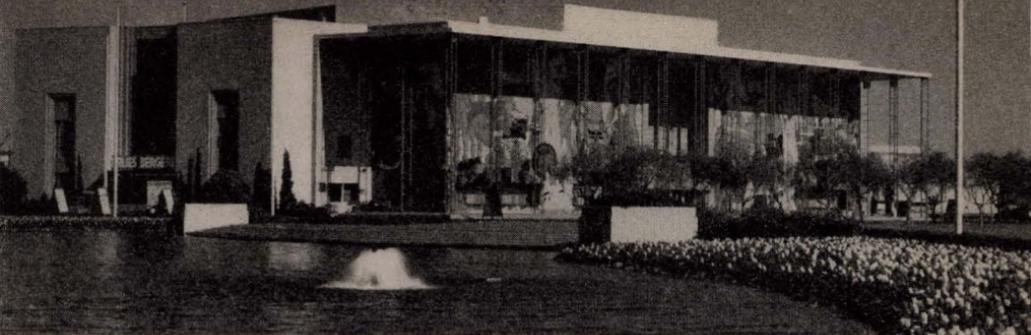
## SHASTA-CASCADE BUILDING

Here is a transplanted Wonderland—an outdoor campfire circle for 500 people, with genuine split-rail fences stained with moss, trees, shrubs. Also, there's a camp furnished with wooden boxes, Indian relics, quantities of gold, the largest sand-blast pine mural in the world, curious deer-horn furniture in the Mountain Lodge, and dioramas. (*No. 1l on map.*)

*The California Coliseum*

*The Recreation Building*





*The California Auditorium*

## THE CALIFORNIA AUDITORIUM

Headquarters for the elaborate stage productions and radio programs of the Exposition, the California Auditorium includes a theatre seating 3500, and three radio broadcasting studios. The most complex technical radio installations in the country are located backstage. They include a master control room through which twelve broadcasts may be monitored at one time, and facilities for remote "pickups" from 26 spots. (*No. 1a on map.*)

## RECREATION BUILDING

The Recreation Building, first of its kind ever presented at an Exposition, stresses the growth, development and present trends of public recreation in California. Hobbies and handicrafts are exhibited in a Junior Museum. Outside is a model backyard and well-equipped children's play area. (*No. 6 on map.*)

## THE STADIUM

The Stadium, adjoining the Recreation Building, is the site of the outdoor athletic contests at the Exposition. It seats 11,000. (*No. 6 on map.*)

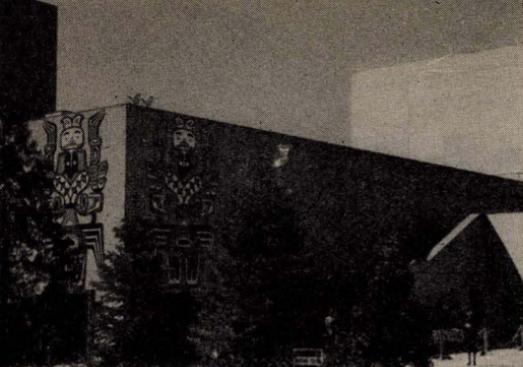
## LIVESTOCK PAVILION

Every convenience for staging the series of livestock events scheduled for the Exposition is provided in the Livestock Pavilion and the California Coliseum.

The pavilion sets a new standard in animal-housing architecture. It has a capacity of 600 box stalls and ties for 2,000 head of cattle. An isolation ward is provided for animals that may become ill while at the Fair. A giant meat display is made possible by a large, illuminated refrigerator with a glass front. (*No. 12 on map.*)

## CALIFORNIA COLISEUM

The huge Coliseum, used for sports events and livestock shows, contains a tanbark oval 230 by 100 ft., and seats 9,476 spectators. (*No. 11 on map.*)



*Indian Court in the Federal Building*

# UNITED STATES GOVERNMENT PARTICIPATION

## THE FEDERAL BUILDING

The Federal Building, with seven acres of exhibits, presents a "Pageant of America," the story of the creation of a new civilization in a new world. One million, five hundred thousand dollars was spent to portray the historical background, the present and a glimpse into the future of the United States. The story is presented in action, not by statistical graphs and charts.

The building is in the form of a rectangle surrounding open courts. Through the middle is the great Colonnade of States, 104 feet high and 265 feet long. Each of the 48 columns in the Colonnade represents a state and is decorated with its state flag. Three aisles symbolizing the executive, legislative and judicial branches of the government lead through the Colonnade.

The closed section of the building surrounds two courts. The south court contains exhibits which stress the government's interest in the individual, its activities in science and invention, housing, development of natural resources, recreation and conservation. The north wing encloses a sylvan theatre and the Indian court.

Ten fundamental subjects are treated in the Federal exhibit. They are: (1) the American Indian, (2) conservation, (3) social affairs, (4) economic affairs, (5) the march of science, (6) the Federal Theatre Project, (7) WPA art, (8) WPA recreation, (9) housing, and (10) National defense and the Coast Guard.

The murals on the front of the building were done by WPA artists.

Housed in the northeast wing of the Federal Building are three theatres: The Federal Theatre Auditorium, the Sylvan Theatre, and the Children's Marionette Theatre. The Sylvan Theatre is an outdoor bowl in which symphony concerts, historical spectacles, dance concerts and pageants may be seen. Operettas, comedies, and documentary motion pictures are also staged by the Federal Theatre Project groups. Shows for the entire family are scheduled daily throughout the afternoon and evening. Some are at popular prices, others are presented without charge.

The Indian exhibit is in seven different halls. The first gives a general historical presentation and illustrates how American Indians are divided into six broad cultural groups, based on the different environments and modes of living in different parts of the country. The six groups represented are the fishermen of the Northwest Coast, the seed and root gath-

ers of California, the hunters of the plains, the Eastern woodsmen, the pueblo corn planters, and the Navajos.

Indian baskets, which vary in quality from a "slightly organized brush-heap" to a beautiful, symmetrical, water-tight basket, demonstrate the Indians' abilities as master craftsmen and artisans. Forty Indian artisans, including some from Alaska, were brought to the Exposition and are producing their handicraft before visitors.

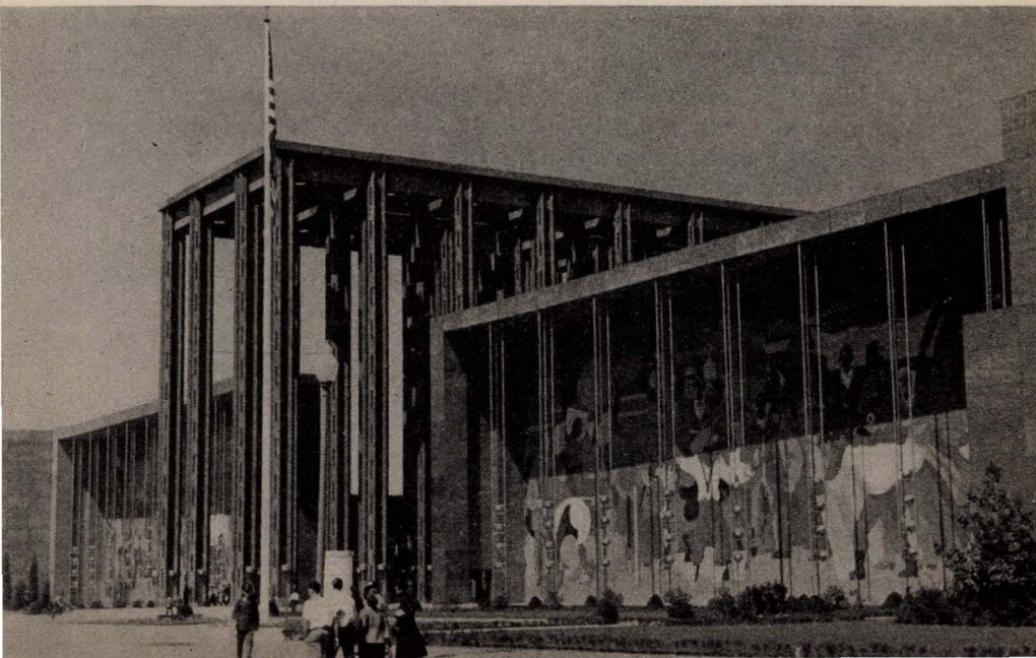
## ARMY, NAVY AND COAST GUARD

The widespread activities of the United States Army, from the experimental training of the infantry at Fort Benning, Georgia, to the corps of engineers' work on the Fort Peck dam in Montana, are shown in dioramas in the Federal Building. Combat arms, tanks and light artillery are on display, as is a Link Trainer, used for teaching student pilots the science of instrument flying. Outside the building, at the east entrance, one of the Air Corps' flying fortresses is open to the public. A United States Army canton encampment is located near the seawall.

The Navy's exhibit presents a large diorama showing the modern fleet in operation. During the Exposition, there will be various foreign and United States men-of-war in the harbor.

Demonstration of life-saving is conducted daily by the Coast Guard on the east side of the island. Lines are shot to ships in the bay, and visitors are shown how passengers are rescued from ships in distress by means of a breeches buoy. Scale models of coast defense boats and planes are on display.

*Below, Federal Building, Headquarters of United States Government Activities*





*Entrance to Court of the Hall of Western States*

## HALL OF WESTERN STATES

“Come, see the West,” ten Western States and British Columbia say to you, individually and collectively, in this building. “Here are a million square miles, a third of the entire United States, with approximately 12% of its population. Here are our amazing natural, industrial and recreational resources, with more of such resources available for development than anywhere else in the United States.”

Not only is this great Western territory all “spruced up” for this Fiesta year, to greet you en route to the Fair, but in this building the West is laid out before you, to show its natural wonders, its thriving cities, and its gracious hospitality. In separate halls, each section of the West displays its characteristic features and tells the historic role it played in the settlement and development of the United States.

In the great open court is a gigantic relief map of the West, on a scale of one inch to the mile. You can pick out your home town, parks and travel routes. Cities are illuminated. Air beacons flash on and off.

Bas-reliefs, one symbolizing the birth and development of hydro-electric power in the West, the other showing in symbolic form the increased leisure and recreation that has resulted from this development, ornament the entrance to the court.

The Hall of Western States Auditorium, in the left wing, accommodates 1,000 people for theatrical productions and other events. (*No. 3 on map.*)

## CALIFORNIA

Devoting an entire section to the growing and desperate need for water in the Central Valleys and other parts of the state, California presents in the Hall of Western States the benefits which will result from the Central Valleys Water Project and the Los Angeles Metropolitan Water Project.

## WASHINGTON

"The Land of Apples" sends forth an invitation to "Visit Washington" by visualizing its extraordinarily beautiful scenic wonders. Shown are Mount Rainier National Park, Mount Baker, the Grand Coulee Dam, Lake Chelan, Mount St. Helens, the Puget Sound country and the great forests, orchards and agricultural lands. A steady stream of water flows from the crest of an animated diorama of the Grand Coulee Dam.

## BRITISH COLUMBIA

British Columbia Provincial Police greet visitors to British Columbia's exhibit in the hall of Western States. The thrills of hunting and fishing are shown in elaborate collections throughout this exhibit, and pillars of native woods include Sitka spruce, Douglas fir, hemlock, and Western red cedar. British Columbia minerals and vacationland scenes complete the exhibit.

## ARIZONA

If you have ever felt the lure of the quiet and serenity of desert life, you'll appreciate Arizona's exhibit. Here you'll see a typical desert-home living room, completely furnished. Paintings of Montezuma's Castle, Roosevelt Dam, the Petrified Forest and the Painted Desert are displayed. Leather goods, basketry and jewelry made in the state are also exhibited.

## COLORADO

With "The Nation's Playground" as its theme, Colorado presents the story of its recreational, mining, agricultural and manufacturing facilities through numerous moving dioramas. A 15-foot-high animated Pike's Peak in the center of the exhibit is first to attract visitors' eyes. Wood carvings symbolic of Colorado industry and large, colored photo-murals depict representative sections of the Rocky Mountain state.

## UTAH

"Utah, the Unique," where nature plays queer pranks with erosion on the colorful sides of some of the nation's greatest canyons—the "Wall of Windows" of Bryce Canyon, the "Great White Throne" of Zion National Park, the Edwin Natural Bridge of San Juan County. Here also in Utah's exhibit are the white, glistening salt flats of the Great Salt Lake, the man-made miracles of the Mormon Temple, Tabernacle, and Assembly Hall.

## NEVADA

Say its name and what comes to mind? Probably not the world's most precious stones and minerals. Nor the archeologists' happy hunting ground with dinosaurs, mastodons and giant sloths. Probably not lakes, streams and mountains. Nor reminders of a rich history filled with famous names. Yet you'll find them all in Nevada's interesting exhibit.

## IDAHO

Water is the theme of Idaho's exhibit. Water, and the part it plays in the development of Idaho's industries, culture, mining, lumbering, and recreation. Two photo-murals, largest in the world, show you some of the beauty of this state, films show the historical and recreational scenes. And say! Where does the voice of that mechanical man, "Idaho Ike," come from?

## WYOMING

Through the window of a picturesque mountain church the Fair visitor views the majestic Grand Teton Range of mountains in colorful Jackson Hole. In a frontier stockade with peep-holes and all, one breathes an atmosphere of the days of Red Cloud and Crazy Horse; of the California, Oregon and Mormon trails; of Buffalo Bill and the Pony Express; and there before you are the geysers of Yellowstone National Park.

## MONTANA

"Howdy, Stranger! Light and rest your saddle," says the sign over the door. Come in to Montana's log cabin, with its blazing fireplace, calf-skin draperies, rustic friezes and inset display cases devoted to the cattle range. The historical background of the state is represented with scenes of ghost mining camps and active mining camps, fossil and archeology fields, and the traditions of Indian life.

## OREGON

If you like to watch a beaver at work, to see graceful deer; if you thrill to the wild-life of the West, your friends may well look for you at Oregon's outdoor show. And indoors, you'll hear the tinkle of Silver Lake Falls, taste Tillamook cheese, watch the waves at Heceta Head on the Oregon coast, see Timberline Lodge, apples, nuts and other Oregon products, and movies of the new Oregon Trail.

## "PEACE OR WAR"

In the right wing of the Hall of Western States, Peace Projects, Inc. graphically presents the costs of war, and dramatically, through "The Voice of Peace," makes a plea for international peace. In the center is a two-story glass pylon, "The Beacon of Peace."

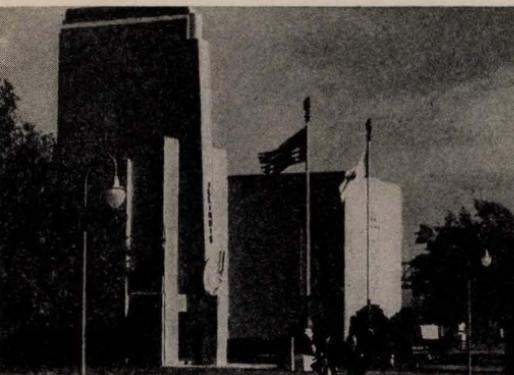
## MISSOURI BUILDING

Here's romantic Missouri, its fables, its men who helped mould the West, its rustic, pioneering background.

You can see the Ozarks in a miniature mountain transported piece by piece, rock by rock, from the Ozarks themselves. A waterfall drops over the rocks, fish swim in the stream, native trees create a forest around you—to tempt you to visit picturesque Missouri.

You can feel the pioneering spirit of the state as you see the old-fashioned log cabin, the first home built in the state, the Old Tavern at Arrow Rock on the Santa Fe Trail, the wall murals picturing the great men of Missouri.

The progress of the state is shown by dioramas of its capital and scenes of industrial, agricultural and horticultural achievements. (*No. 4 on map.*)



*The Illinois Building*



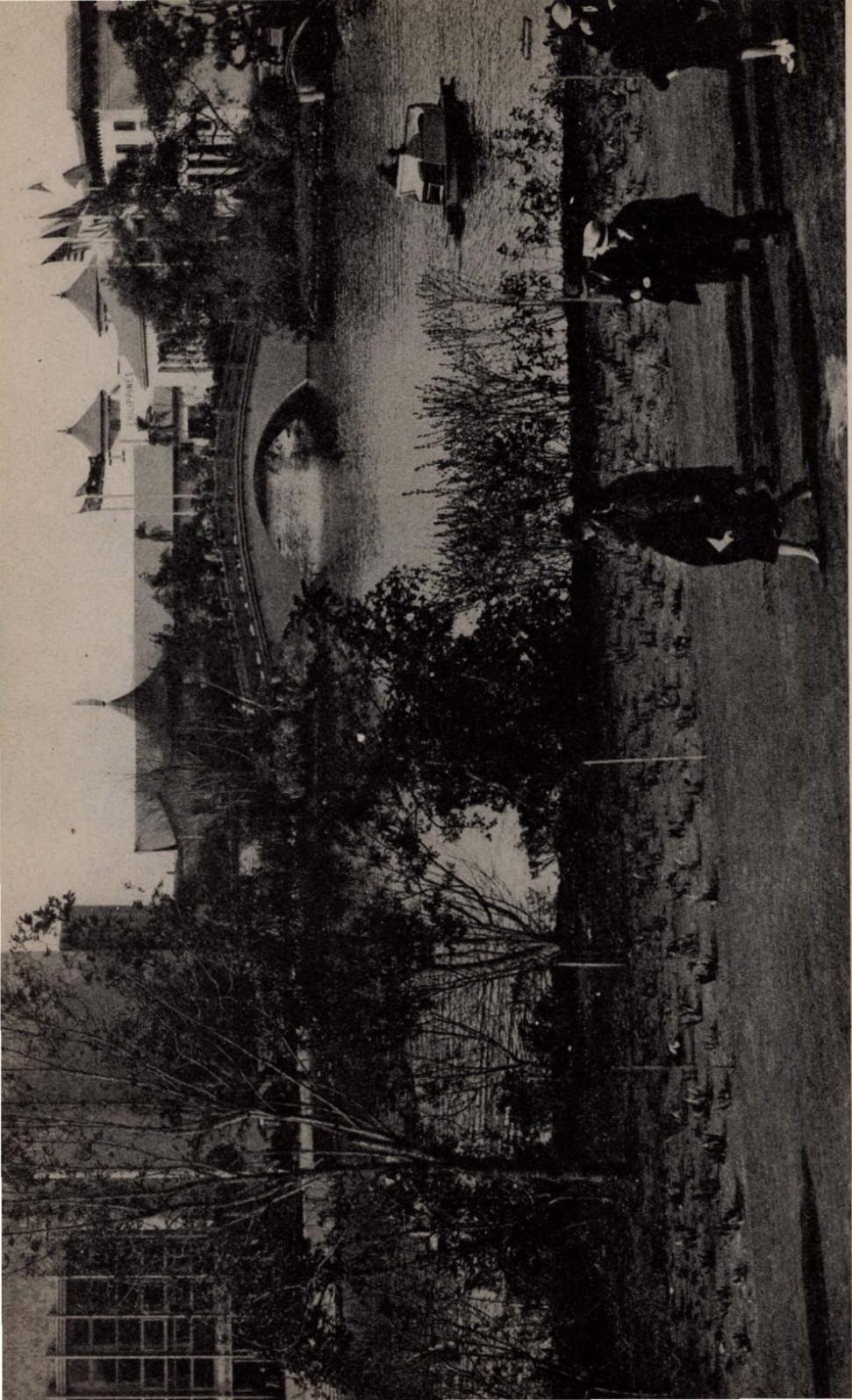
*The Missouri Building*

## ILLINOIS BUILDING

Gazing at the wonderfully detailed relief map of New Salem, Illinois, you are taken into the past to see the dusty streets and back-paths, the log stores and cabins of the eighteen-thirties. You'll visualize the gaunt figure of Abraham Lincoln hurrying to his log store through those dusty streets, studying law, entering politics. You'll marvel at the lighting effect creating sunrise to candlelight in the cabins at night at the time when Lincoln lived there.

And you'll be able to compare these picturesque details with a modern map of Chicago, with its 488,721 buildings of 1938. All its streets, elevated roads, highways, parks, boulevards and beaches are shown on the map, which is made of balsa wood and entirely to scale.

At the entrance to the building there is a statue of Lincoln, the only one on Treasure Island. (*No. 5 on map.*)



*Part of Pacific Area showing Pacific House (left) and some of the Pavilions*

# THE PACIFIC AREA GROUP

## THEME CENTER OF THE EXPOSITION



Around the shores of the Lakes of the Nations on Treasure Island is clustered a group of buildings of extraordinary interest—the Pacific Area. Here twenty nations of four continents linked by the world's largest ocean have erected pavilions to present the culture, history, customs, and recreations of their peoples.

In these pavilions, each one characteristic of the architecture of its country, lands once unfamiliar unfold their attractions and tempt you to travel to distant places.

Headquarters for this Pageant of the Pacific, theme of the Exposition, is Pacific House, which occupies the center of the north lagoon. This building dramatizes the common interests of peoples of the Pacific hemisphere and demonstrates their contributions to contemporary civilization.

Pacific House was designed by William G. Merchant. Four great elliptical windows symbolize the four continents of the Pacific. In the center of its great Theme Hall is a ceramic fountain in the form of a topographical map of the Pacific Area. Water is supplied to the ocean portion of the map by four spouting whales. Artist of the fountain was Antonio Sotomayor, and the geographer, James Newhall.

A brilliantly colored glass map, showing the trade routes which unite the Pacific peoples, dominates the north wall of Theme Hall. It was designed by Edgar Dorsey Taylor.

Four large pictorial maps in Theme Hall and two smaller ones in the entrance lobby, painted by Miguel Covarrubias with the assistance of Antonio Ruiz, depict with extraordinary vividness the animals, peoples, economy, art, housing and transportation of the Pacific Area.

The story of the exploration of the Pacific and the unification of the area is told by means of miniature dioramas executed by John Townsley and John Haley.

In the windows of Theme Hall, horticultural exhibits gathered by Knight and Van Pelt illustrate the plants originally derived from the four Pacific continents. An extensive exhibit of books on the Pacific Area, lent by American publishers, occupies the north alcove of Pacific House.

In the conference room on the north balcony, programs of lectures and discussions on cultural and economic relations in the Pacific Area are held. The use of this room is free to educational organizations. On the south balcony, official representatives of Pacific nations and distinguished guests are entertained by the Exposition.

Director of the Pacific Area is Philip N. Youtz. (*No. 7e on map.*)

# PAVILIONS OF THE PACIFIC AREA

## HAWAII

The Territory of Hawaii of the United States of America presents its modern and ancient aspects in a pavilion aglow with the colors of giant native flowers and showering flower trees. The ceremony of the *hookupu* is described in a large mural, and cases contain rare feather capes and such other characteristic arts and crafts as costumes, *holoku* shell jewelry, salad bowls of monkey-pod wood, all made in this mid-Pacific part of the United States. Color-and-sound motion pictures, shown in a complete little theatre, show and tell of Hawaii's many attractions. (No. 7b on map.)

## NEW ZEALAND

Taking the form of a *whare marae*, or Maori meeting house, New Zealand's pavilion presents the life and customs, past and present, of this land in the South Pacific. The thermal wonderland of Rotorna, and its spouting geysers, boiling mud, pools and other phenomena are reproduced in miniature before a replica of a native *pa*, or village. In displays, dioramas, and transparency photographs are shown the curious customs of the Maoris, the activities of modern New Zealand, and scenes of tourist interest. (No. 7c on map.)

## AUSTRALIA

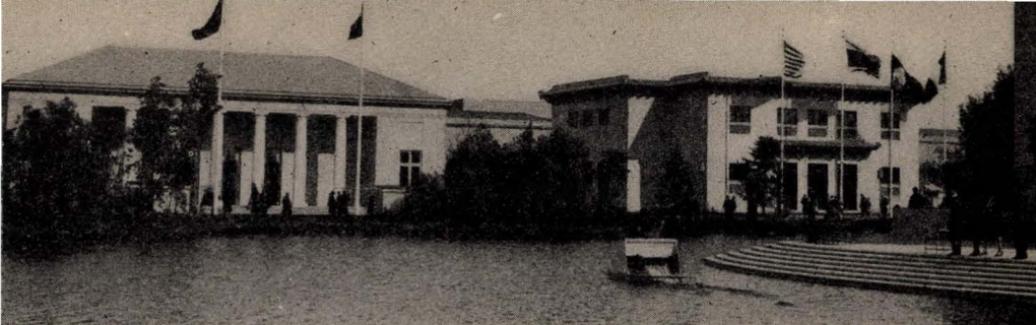
Live kangaroos, wombats, herons and kookaburras are included among the strange varieties of animal and bird life from the Antipodes exhibited in the garden of the Australian pavilion. Inside, koala bears, the platypus, birds of paradise and lyre birds are shown in natural settings. An impression of the colorful marine life of Great Barrier Reef is shown under glass. Native handicrafts from New Guinea, boomerangs and arrows are a decorative contrast to the dioramas, photographs, and colored slides, of modern life on this great continent below the equator. (No. 7e on map.)

*The Hawaiian Building*



*The New Zealand Building*





*Pavilions of Australia (left) and French Indo-China*

## FRENCH INDO-CHINA

Intricate bas-reliefs, modeled after the famous ruins of Angkor, are found in the French Indo-China pavilion. Of Annamite architecture and decoration, the building was fashioned in Saigon by native artisans and shipped to Treasure Island in pieces. Hand-carved wooden figures and ceramic panels, with a dragon thirty feet long, are on the outside of the two-story structure. The interior patio is lined with a row of twelve hand-carved wood columns, decorated with dragon figures and lacquered panels.

The arts of the country are demonstrated by exhibits of silver jewelry, ivories, silk embroideries and paintings on silk, lacquer work, and pottery. Many of these are on sale. Fine pieces of Cambodian and Tonkinese bronzes are also on display. One large hall is devoted to big-game hunting trophies bagged in the Moi country. (*No. 7d on map.*)

## LIFE HISTORY OF REDWOODS

A typical redwood forest is presented in miniature by the California State Park Commission and the Save-the-Redwoods League, with exhibits including cross-sections of the oldest Coast redwood, 2200 years old. Pictorial panels depict the finest forests, botanical characteristics of the redwood, and interesting features of redwood growth, uses and preservation. (*No. 7j on map.*)

*The Latin-American Court on the shore of the North Lake of the Nations*





*The Philippine Pavilion and Bandstand*

## THE PHILIPPINE PAVILION

The Philippine Pavilion is distinctive for its copper-covered roof, its four-panelled door weighing five tons, and its use of hardwoods, selected from the 3000 grown in the islands, for walls and floor. Partitions and ceiling are covered with *sawale*, or woven split bamboo. Opaque *concha* shells, common to the Philippines, make windows, screens and partitions that produce a modern effect of indirect lighting.

Modern furniture of bamboo, rattan and hardwood, delicate embroideries, arts and crafts, fine tobaccos, cocoanuts, fruits, and exhibits of governmental activities represent only a few phases of the comprehensive picture presented of the Philippine Islands.

A further attraction is the story told of the phenomenal growth of gold production in the Philippine Islands, now the second largest gold producing region under the American flag.

On a picturesque bandstand erected in the north lagoon at the rear of the building, the 110-piece Philippine Constabulary Band gives several concerts daily. (*No. 7g on map.*)

## MEXICO

Unofficially representing our neighbor republic is the Mexican pavilion which reproduces a charming tile-roofed country house. Leading Mexican artists exhibit paintings, etchings and watercolors. Folk arts of the Mexican Indian include serapes from Toluca, laces and linens from Pueblo, pottery from Oaxaca, and silver from Tasco. (*No. 8a on map.*)

*Guatemala Pavilion*

*El Salvador Pavilion*





*The Panama Pavilion*



*The Chile Pavilion*

## EL SALVADOR

The internationally known "Sonora" Marimba Band, imported from the smallest country of the western hemisphere, gives a cross-cut of rhythmic Latin-American music, while beautiful señoritas serve you with El Salvador's flavorful coffee. Murals and native handicrafts add to the tropical atmosphere. (*No. 8b on map.*)

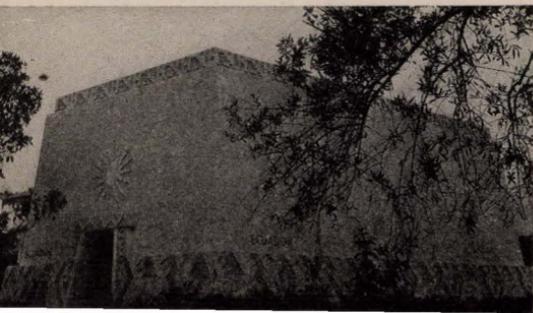
## GUATEMALA

Designed on Mayan lines, the Guatemalan pavilion reveals the picturesque life of this Central American country. Every afternoon hot Guatemalan coffee is served while the popular Guatemala Marimba Band entertains with native and popular music. The pavilion is filled with the color of native costumes and hand-loomed textiles contributed by Guatemalan Indians. Oil paintings by Guatemalan artists portray their country's natives, landscapes and towns. (*No. 8e on map.*)

## PANAMA

Rare old Indian jar works from the Harvard Museum and the National Museum of Panama, native costumes, and murals of typical Panamanian customs and scenery combine in telling the story of this little Central American country crossed by the Panama Canal. A map shows in detail the many steamship lanes that lead to or pass through the Canal Zone. (*No. 8c on map.*)

*The Ecuador Pavilion*



*The Peru Pavilion*





*The Pavilion of Colombia*

## COLOMBIA

In Colombia's picturesque pavilion, a modernized Spanish Colonial structure ornamented with wrought-iron grilled windows and gate, the story of Colombian hand-picked coffee is recounted in detail.

Hot coffee is served to you in the Cafe Colombia and at tables out-of-doors. Samples of roasted coffee in miniature coffee export sacks and of ground coffee in miniature tins are presented to visitors. A diorama shows the meticulous methods of coffee cultivation on a typical Colombian plantation where coffee trees are grown in the shade of taller avocado trees. Movies also tell of Colombian coffee and oil.

That Colombia is the only country at present producing emeralds is called to your attention in a beautiful collection of emeralds in their various stages from quartz to finished jewels.

Examples of modern hand-hammered sterling silver, embellished with Indian motifs in distinctive designs, and valuable gold Indian jewelry from old tombs, indicate the ancient and modern art forms native to this country.

Part of the pavilion consists of an archaeological display of official and private collections of Indian relics and weapons from the Chibcha and Pijaos tribes, natives of Colombia. Typical minerals—gold, platinum, silver, copper, mercury, and others—form a major display. A travel bureau supplies tourist information. (*No. 8g on map.*)

## PERU

In the form of an Incan temple, the Peruvian pavilion presents gay murals of Peruvian life, modern and ancient hand-wrought silver and goldware, Incan and Indian pottery, costumes worn by the *quechuas* of Cusco, vicuña ponchos, carved mahogany chests and chairs, textiles, and wall pieces portraying the color and background of this South American land whose civilization was old in the days of the Spanish conquest. (No. 8f on map.)

## CHILE

Exhibits of native art—Indian blankets, cowboy gear, pottery, jewelry, weaving, and examples of primitive jewelry of pre-conquest inhabitants—illustrate the colorful life of Chile. The nitrate industry, for which Chili is famous, is depicted in photo-murals that tell the story of nitrate mining and refining. The story of another Chilean industry, iodine, is also told. (No. 8h on map.)

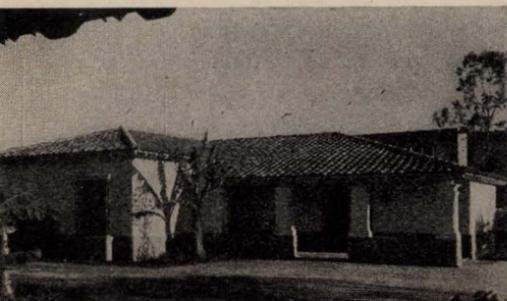
## ECUADOR

Works of art dating back to the Fifteenth century and archaeological specimens that date back even further, are exhibited in the Ecuador pavilion. Old Indian gold and silverware, Indian jewelry and art, and oil paintings by such prominent Ecuador artists as Salas and Mideros are on display. Beautiful pictures of mountains, seacoast and tropical plantations show the natural beauties of Ecuador. (No. 8i on map.)

## JOHORE

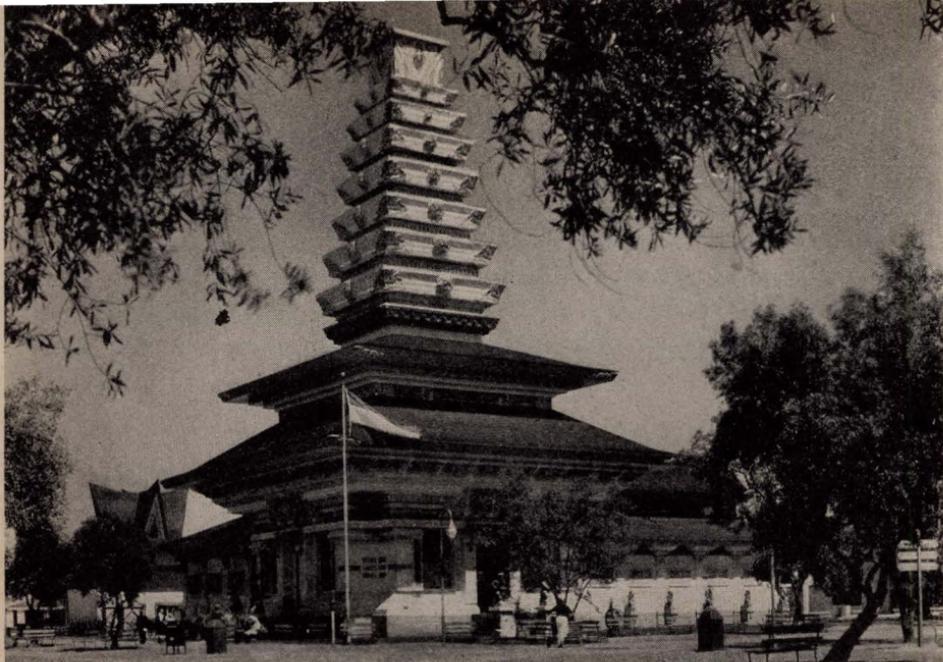
Replica of a native Malay house, the pavilion of the independent State of Johore is of the Menangkabau style of architecture. Huge tigers, a tiny mousedeer, and other examples of animal life peculiar to this land are displayed. Another part of the exhibit shows the native Johore customs, arts and crafts. The great tin mining industry is shown in detail. The effect on its people of the progressive and enlightened policies of the government are demonstrated. (No. 7h on map.)

*Pavilion of Mexico*



*State of Johore*





*The Netherlands Indies Pavilion*

## NETHERLANDS INDIES

The distinctive flavor of the Far East is found in the ornately carved Netherlands Indies Pavilion, copied from an ancient Hindu-Javanese temple. Balinese idols, carved of stone, ornament the gardens. Elaborately carved teakwood makes window-screens and gilded pillars in the interior of the pavilion which you enter to the delicately weird strains of recorded Javanese and Balinese *gamelan* and *krontjong* music.

One wing of the pavilion is devoted to demonstrations of native arts and handicrafts by East Indian artisans brought from Java and Sundan. They are batik workers, silversmiths, and sunshade makers. Overhead are two remarkable friezes illuminated on strips of cotton nearly 70 feet long, which tell in vivid pictures the episodes of old legends.

Repeated as motifs on batik sarongs, on lampshades of water buffalo hide, as puppets, as filigreed leather silhouettes, are the characteristic *wayang* figures of gods and spirits used in centuries-old and still popular East Indian shadow-plays. Magnificent examples of Buddhist sculptures, dioramas, a rich diamond-and-ruby studded dagger lent by the Sultan of Djocjacarta, a carved teakwood coat-of-arms of Queen Wilhelmina's House of Orange, an illuminated mural showing the route of the longest air line in the world, indicate the diversity of displays in this pavilion which represents the famous "Spice Islands" of Java, Sumatra, Bali, Celebes, New Guinea and Borneo. (*No. 7j on map.*)



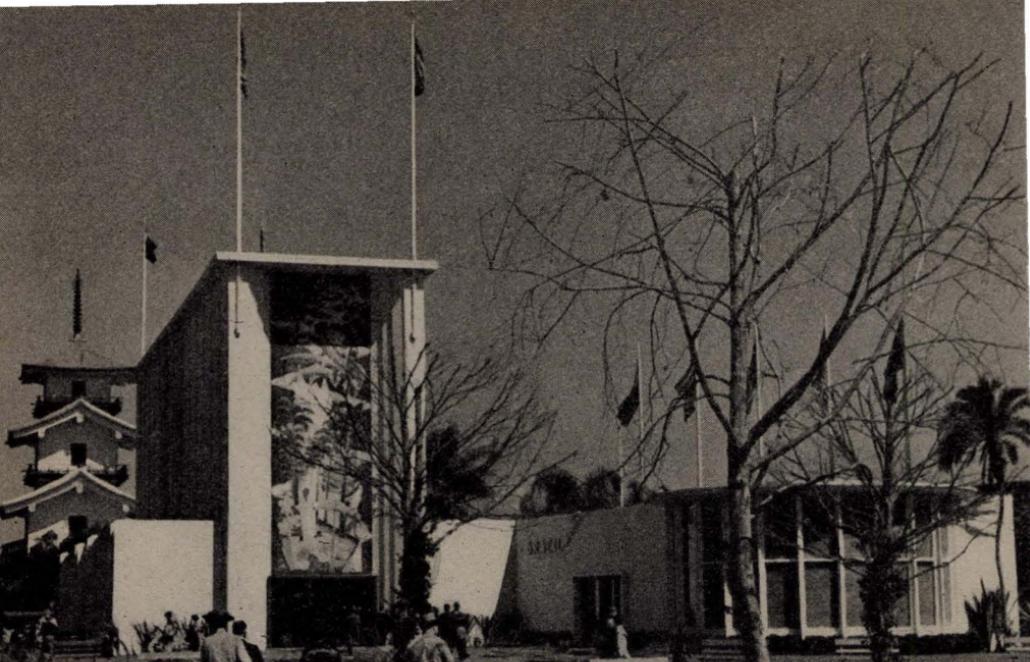
*Japan's Samurai House and Temple on Medial Lake*

## JAPAN

In a beautiful setting of terraced Oriental gardens and placid lagoons which portray the quiet civilization of old Japan, the Japanese pavilion produces a vivid image of the contrast between its past and its present stage of industrial advance. The pavilion is a combination of feudal castle architecture and a Samurai house. It is constructed entirely of wood, even to spikes and nails. In the gardens are 250 rocks brought from Japan and a drum bridge spanning the lagoon is a reproduction of the famed bridge in Kyoto. Thousands of lanterns adorn the pavilion and grounds.

To the sound of tinkling Japanese melodies, you wander through the Silk Room, where Nipponese maidens demonstrate the production of silk from the cocoon to the finished products, past displays of furnishings of precious woods and silks, into the Industrial Arts rooms where demonstrations are given of the art of Japanese doll making.

In the Travel Hall, hung with hand-embroidered silk murals, modern Japan is shown in a demonstration of telephoto transmission and in pictures and displays representing Japanese scenery and travel. Valuable arts and crafts, including 18th century screens and boxes, are to be found in the Hall of Festivities. In the Tea Room tea, rice-cakes, and ceremonial tea ice-cream are served for small sums. In an outdoor movie theatre, using a newly invented bamboo screen, scenes are shown of native life and tourist attractions in the Japanese archipelago. (*No. 7k on map.*)



*The Pavilion of Brazil*

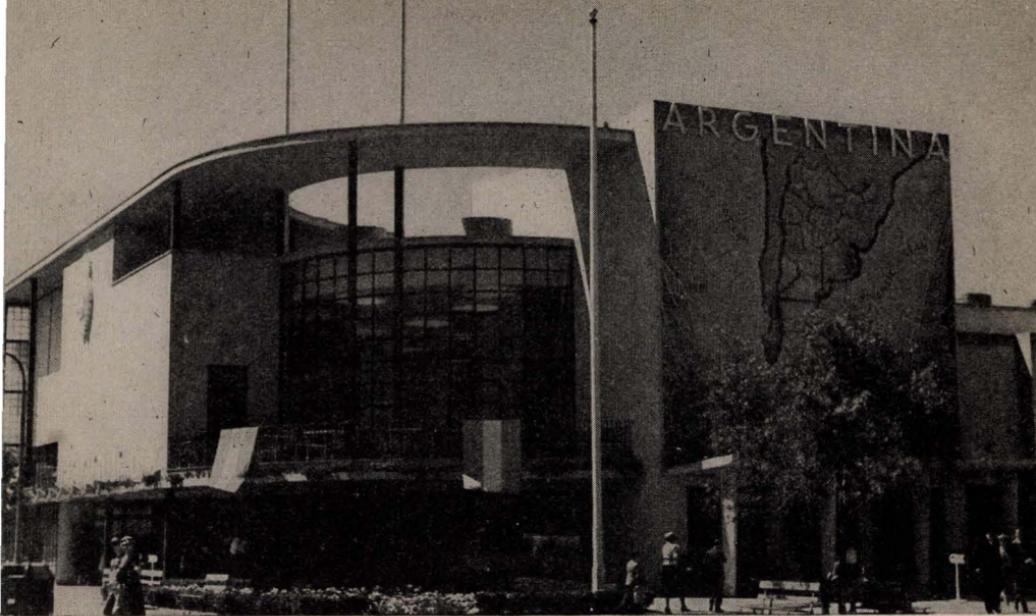
## BRAZIL

Outstanding in the Brazilian Pavilion is its picturesque "Café Brazil" which occupies one entire wing and overflows into an outdoor tropical patio. Brazil's famous coffee and wafers are served here for 10 cents every afternoon, except Monday, to the strains of a South American orchestra located in a circular solarium at the end of the wing. A choice of coffees is offered, pure unblended coffee and blended coffees in varying strengths from strong to weak. "Maté," a South American tea, is also served.

Two large murals forty feet high, by Robert B. Howard, decorate the exterior of the Brazilian Pavilion, which was designed by Gardner Dailey. Entering the great hall, two more murals, by Jane Berlandina, are seen at the far ends. In this hall are a large relief map of South America showing the location of Brazil in relation to the other countries of the continent, a miniature coffee farm, and a colorful display of Brazilian semi-precious stones. Oil paintings by the best Brazilian artists hang on the walls above cases of samples of Brazilian minerals and oils.

The history of Brazilian coffee, from the time it is planted until it is shipped, is presented. Other exhibits show the raw materials and their many uses and the products manufactured within the country but not yet in the export market.

Hand-made modern furniture of Brazilian hardwoods, and rugs of Brazilian make, furnish the pavilion. (*No. 9d on map.*)



*The Pavilion of Argentina is of modern functional design*

## ARGENTINA

Argentina's modern pavilion, on the corner of Pacific Promenade and Western Way, holds the enviable record of having been built in 49 working days. This functionally designed structure is the last word in architecture, with "barrel" skylights, solid glass doors, and glass brick walls. Inside, the rooms are arranged in an S curve.

In addition to colorful and comprehensive displays of native handicrafts, natural and manufactured products, and dioramas of Argentina's tourist attractions, the cultural side of life in progressive Argentina is shown in works of fine art in the gallery and garden, and in 3,000 books in the library. The books were written, printed and published in Argentina, some of them in English. Considered as one of Argentina's important contributions to world literature is the epic poem of the gaucho, *Martin Fierro*, available in English translation by Walter Owen.

Honoring the famous Argentine gaucho, the elaborate two-story cocktail lounge and restaurant in the southwest section of the pavilion is called the "Martin Fierro Room." Sketches enlarged from illustrations of the book of poems by Jose Fernandez line the walls of this room, where native dishes and drinks are served while an orchestra plays Argentine tangos and melodies characteristic of this South American republic.

Scenes of picturesque Argentina are shown in a little theatre seating 160 persons, and a bureau of information regarding Argentina's tourist and industrial features is maintained in the pavilion. (*No. 9c on map.*)



*The French Pavilion*

## FRANCE

The French pavilion is dedicated to the Fine Arts, Fashion and Tourism in France. In the Fine Arts section are statues by Rodin and Bourdelle, thirty canvases by important modern French painters, modern tapestries, first editions of Seventeenth and Eighteenth century French authors, and a large vase from Sevres.

In the Fashion salon is a display, lent by the Musee Carnavelet of Paris, of Eighteenth century gowns on sculptured mannequins. It is complemented by models created by famous present-day French couturiers.

Dedicated to travel, the third salon shows large mural-maps of France that locate objects of art and places of historical interest.

The history of California's large French colony and its contribution to American life is also recounted.

Adjoining a foyer filled with mementos of the stage is a theatre seating 150 persons, used for lectures, music, and motion pictures which portray life and travel in France. (*No. 9a on map.*)

## PALAIS DE L'ELEGANCE—CAFE LAFAYETTE

A Gallery of Elegance, displaying the latest in women's apparel, accessories and perfumes, a fully equipped wine cellar, a cocktail bar, a champagne bar and a French restaurant combine to make this one of the smart spots at the Exposition. Featured in a prominent showcase is the sword and other mementoes of General Lafayette. (*No. 9b on map.*)



*The Norwegian Pavilion*

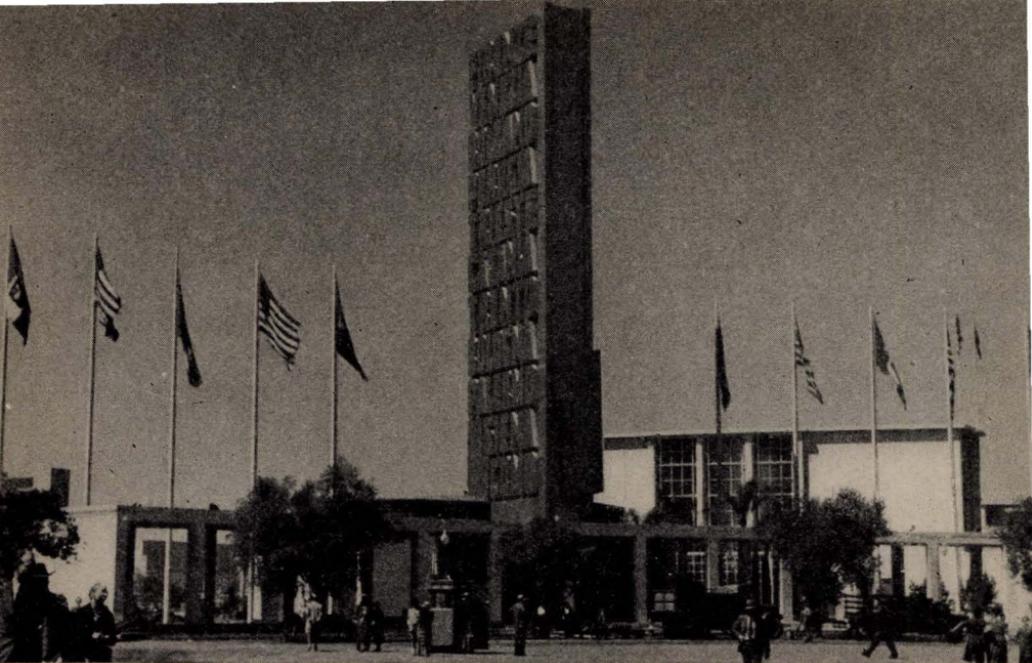
## NORWAY

Probably you won't be wearing ski boots or carrying skis over your shoulder when you walk into Norway's ski and sports lodge, but you'll feel as though you had just come in from the mountain jumps when you see their exhibits.

The Norwegian Shipowner's Association and other Norwegian shipping firms were responsible for Norway's pavilion at the Exposition. You'll notice that several buildings are arranged around a court in old-style Norwegian architecture that was known in the days of the Vikings; that the main building is constructed entirely of hand-hewn logs interlocked without the use of nails; and that the roofs are covered with growing grass. You'll notice, too, that the furniture is modern Norwegian, that the tapestries in the living-room or "pesestue" are copies of old Norwegian handicraft, and that the modern rugs are handmade.

You'll see, in the long, low wing designed for a woodshed, toolroom and garage, a collection of sports equipment and clothes, including a pair of Sonja Henie's ice-skates. Next, you'll see a food storehouse or "stabur," built a few feet off the ground as they have them on Norwegian farms, surmounted by a little belfry with a bell such as they use to call the farmhands to their meals.

You've heard about the Norwegian "badstue" or steam bath. They're coming into great favor again in Norway, and at the lodge a typical one is shown, big enough for the whole family. (*No. 9j on map.*)



*The Italian Pavilion with Portico of Precious Marbles and 115-foot Tower*

## ITALY

From its sunny southern tip to its snow-capped mountains of Piedmont, all the colorful regions of Italy are brought together in the Italian pavilion.

Precious marbles for which Italy is famed were brought to Treasure Island and employed for the modern portico and interior. Calcata white-veined marble is used for the pilasters, and the floor is of green Italian marble. In the foyers leading to the main exhibit room, red porfiric marble is used on the walls. Dr. Alfio Susini, of the Royal University of Rome, designed and built the pavilion.

On the 115-foot-high tower, in letters one foot thick, are mounted the names of the leading Italian cities and regions. Motion pictures of tourist attractions of Italy are shown in the portico.

Flower girls in costumes of the eight most important regions of Italy act as hostesses. Linoleum maps of Italy decorate the foyer leading to the inner exhibit room which is arranged with bright green leather chairs, fountains, flowers, and copper illuminators. Around the walls in three-dimensional niches are modern displays of the most outstanding features of Italy's many regions. This dioramic display was designed by Signor Prampolini, pupil and friend of Marinetti, the father of futurism in art.

Photo-mosaics, illuminated and colored, present the color of Rome, Venice, Ravenna, Naples, Sicily, Lombard, Piedmont, Tuscany and other cities and regions of Italy, as well as their products. (*No. 9e on map.*)



## NATIONAL CASH REGISTER

Would you like to know exactly how many persons are on the Fair grounds today or the number who have attended the Fair to date? Both of these are recorded every half-hour on a giant model of a cash register with numerals 2 feet 4 inches high. (*No. 10f on map.*)

## DAIRYLAND

They have real pedigreed cows giving real milk in Dairyland, a model dairy featuring the most modern and sanitary equipment, all electrically operated. Later, the milk is sold at exterior milk bars in long, cool drinks.

The California dairy industries sponsor Dairyland, where utilization of dairy products is the theme, and the history of dairying in California is given. Milk products are also displayed. (*10a on map.*)



## Your bank on *Treasure Island*

...Your bank *everywhere*  
in California

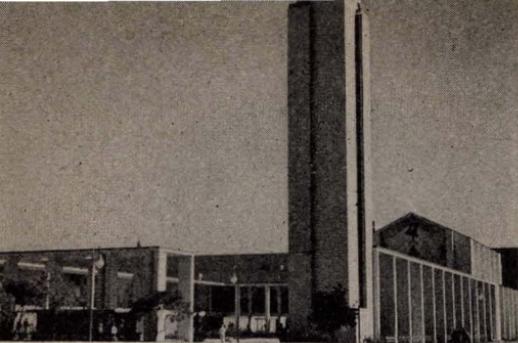
Bank of America's complete banking office located on Treasure Island was built to serve the exhibitors and visitors at the Exposition. At this branch you may transact any regular banking business and obtain Bank of America Travelers Cheques... the safest way to carry your money while in California or on your trip home.

No matter where you go in California, Bank of America is there to serve you... with complete metropolitan banking facilities. Make Bank of America *your bank in California.*

**Bank of America**  
NATIONAL TRUST & SAVINGS ASSOCIATION

MEMBER FEDERAL RESERVE SYSTEM  
MEMBER FEDERAL DEPOSIT INSURANCE CORP.





## TEMPLE OF RELIGION AND TOWER OF PEACE

The Temple of Religion and Tower of Peace exemplify the faiths of the world and emphasize the contributions made by

religions to human welfare throughout the world. The Tower of Peace stands as a monument to world-wide humanitarianism.

Over the entrance to the Temple is Peter Ilyin's large mural depicting the rise of religious freedom. Nine other murals, with descriptive notes appended, ornament the exterior walls. A Biblical garden contains the 200 varieties of flowers mentioned in the Old and New Testaments.

The Temple houses what is considered as the greatest collection of exhibits of historical and educational religious significance ever assembled. (No. 10c on map.)

## CHRISTIAN SCIENCE ACTIVITIES

The features of the *Christian Science Monitor*, an international daily newspaper, are pictured at the Christian Science Activities Building. The exhibition room displays publications of the Christian Science Publishing Society in Boston and writings of Mary Baker Eddy, founder of the movement. There is a reading room. (No. 10d on map.)

## CHRISTIAN BUSINESS MEN'S COMMITTEE

"Sermons from Science," by Irwin A. Moon, are being presented with scientific illustrations in the building of the Christian Business Men's Committee of the San Francisco Bay Region. The conception of the connection between spiritual truth and applied science in the field of electricity is explained in lectures several times daily. (No. 10e on map.)

*Christian Science Activities Building*

*Christian Business Men's Committee Building*



General Motors Presents

# "Progress Parade"



The Romance of Research and Science,  
Dramatized for your Interest and Entertainment

Trace, with the research scientists, their contributions to modern civilization . . . look with them into the future as they foresee inventions to come. Learn how interesting devices work, and the secrets of science on which they are based. See light and sound picked out of the air . . . light-transmitting music . . . the Frig-O-Therm stove of the future . . . the principle of the gasoline engine dramatically explained . . . the wonders of synthetic

materials . . . clothing made from sand, milk and wood . . . and many other fascinating demonstrations.

And enjoy, at the same time, a truly beautiful and interesting display of General Motors Products . . . including Cadillac, LaSalle, Buick, Oldsmobile, Pontiac and Chevrolet cars . . . the latest Frigidaire refrigeration . . . great Diesel engines . . . and other General Motors products for industry and for the family.

*Vacationland  
Building*



GOLDEN GATE  
INTERNATIONAL EXPOSITION

*Don't Miss It*



*The Ghirardelli Building*

## GHIRARDELLI BUILDING

Now you can learn how chocolate products are made, for in one part of the Ghirardelli Building there is an exhibit, on stand-  
ard full-size machinery, of the manufacture of chocolate. In the other part is a large room seating 100 people where, for a small sum, you can get a cup of hot chocolate, and malted milks. (*No. 10i on map.*)

## BANK OF AMERICA BUILDING

The Bank of America cordially invites you to visit this "Bank of Tomorrow." It is adorned with attractive and interesting murals depicting "Agriculture," "Industry," "Security," and other subjects. Of special interest is the mural of the Golden Gate of 1849 with a vision of the Golden Gate Bridge of 1939. A complete bank is in operation from 10 A.M. to 10 P.M. *daily.* (*No. 10j on map.*)

## OWL DRUG STORE

This is one of the largest drug store outlets in the United States. It occupies a floor space of 10,000 square feet, employs sixty people, and displays 15,000 items. Illuminated glass pillars, topped by sculptured owls, decorate the front of the store. Inside is a fountain seating 94, where sandwiches, light meals and refreshments are served. (*No. 10h on map.*)

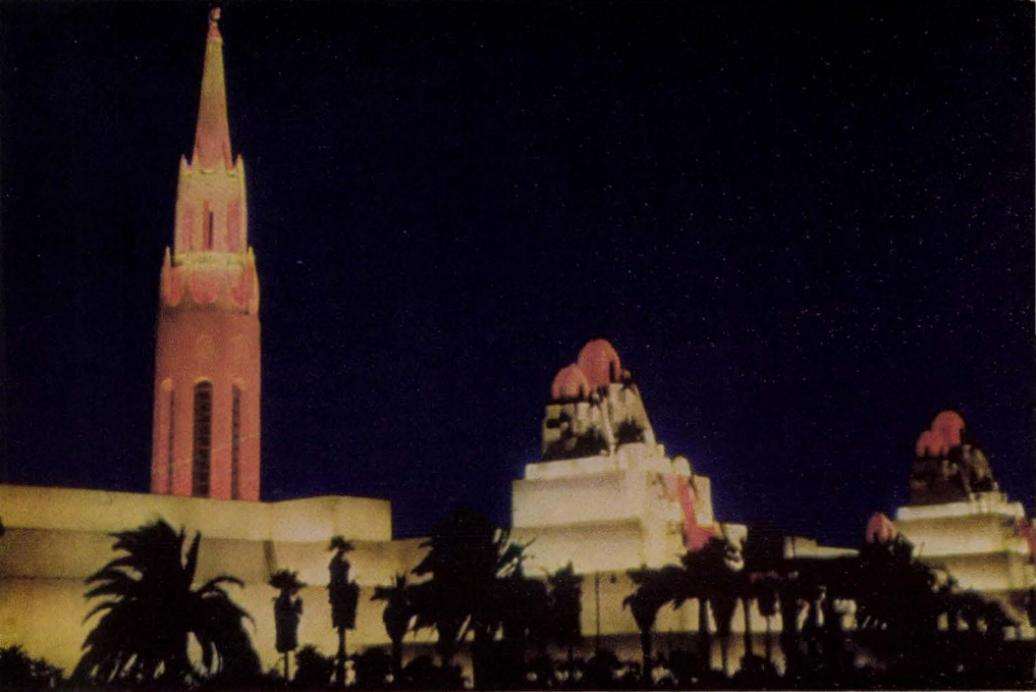
## GOODYEAR LIFEGUARD DEMONSTRATION

On a specially-constructed, 1000-foot speedway, adjoining the Gayway area, the Goodyear Tire & Rubber Co. presents thrilling demonstrations of the safety of blowout-proof tires. Several times daily, drivers race their cars 70 miles per hour over a mass of 8-inch railroad spikes, and even set off dynamite caps beneath the tires to prove the safety of these new products of science and industry. (*No. 3 on map.*)

*The Owl Drug Co.*

*The Bank of America Building*





## COLOR CONTRASTS • NIGHT AND DAY

Painted with light, Treasure Island is transposed at night into a walled city of magic color. By day, foliage, flowers, and California's sun-filled sky form the background for sparkling palaces. Above, Elephant Towers and Tower of the Sun. Below, Court of Flowers and Arch of Triumph.



# SEE MIRACLES IN GLASS



Here you will find the newest developments in America's oldest industry—the ageless romance and fascination of sparkling glass expressed in new and exciting forms.

See **VITROLUX**, a translucent glass that transforms buildings into beacons of soft, glowing color.

Test your strength on **TUF-FLEX**, a tempered plate glass that offers

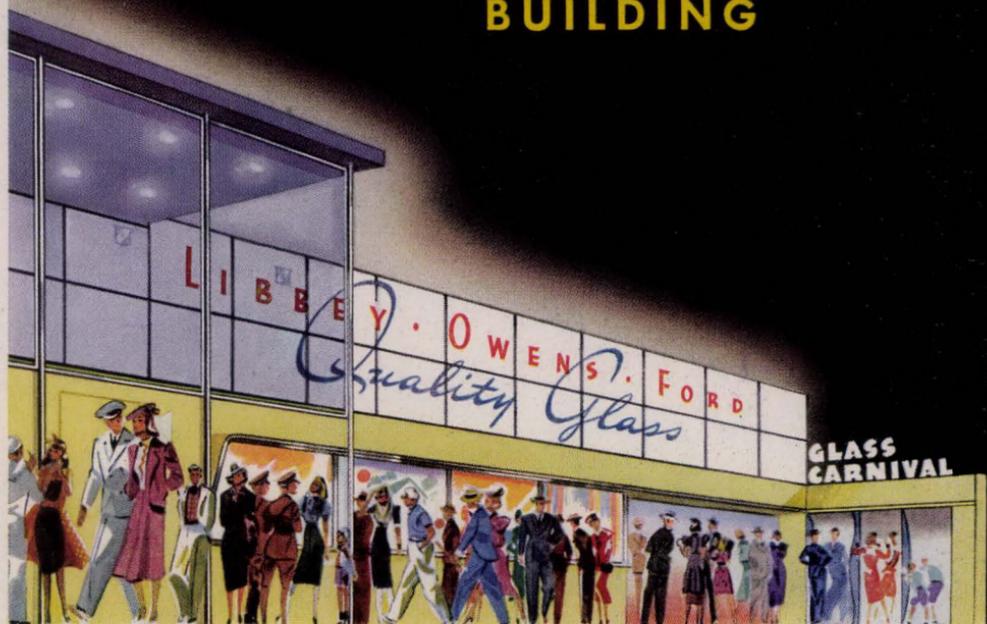
extraordinary resistance to physical and thermal shock.

Look at yourself in the hall of mirrors—from many angles and with many amusing distortions. Watch your image disappear.

Examine **AKLO**, a plate glass that absorbs the infra-red rays of light and reduces the transmission of heat from the sun.

• • • •

VISIT THE L·O·F EXHIBIT  
IN THE  
HOMES AND GARDENS  
BUILDING



Shoot at a glass target, watch what happens if you hit the bull's eye.

See, too, in infinite variety, other interesting applications of glass that are adding new beauty and utility to the home. Sparkling mirrors on walls and ceilings, both clear and in colors,

that express and reflect the mode of today... Vitrolite, colorful structural glass, that converts the walls of modern bathrooms and kitchens into gems of beauty and fascinating color.

These and many other uses are exhibited in a colorful display.

**LIBBEY · OWENS · FORD GLASS COMPANY**

TOLEDO, OHIO

Pacific Coast Offices . . . San Francisco . . . Los Angeles . . . Seattle



### SILVER SPANS

The San Francisco-Oakland Bay Bridge and San Francisco's picturesque skyline, from the Yerba Buena causeway leading to Treasure Island. Only the west half of the world's longest bridge appears here.



### TROPICAL PALMS

Perfectly matched southern California palms line the Avenue of Palms along the west shore of Treasure Island and accentuate the exotic architecture of the Elephant Towers at the main gateway.



## CAVALCADE OF THE GOLDEN WEST

Romance, drama, action! The amazing feat of "re-living" inspiring highlights of history is performed daily at the million-dollar spectacle of the Golden Gate International Exposition.

On the world's largest stage, Cavalcade of the Golden West presents the story of the winning of the West.

The enormous background of magnificent scenery and gigantic, mobile sets provides a startlingly realistic setting, where more than 300 actors portray 2000 characters in 24 pulse-stirring scenes—each act a milepost of 400 years of glorious history of the West.

In the twinkling of an eye, a fertile valley nestling at the foot of snow-tipped Sierra mountains is transformed into a thriving city.

The topmost mountain peak, in perspective, has a four-mile elevation. Actually, it is some 75 feet in height. As an erupting volcano, it spews fire high into the sky.

Over 200 head of livestock—horses, mules, cattle and oxen—are in the show. Two full-size railroad trains "chuff" on-stage, under their own power. Covered wagons, buckboards, surreys, victorias, broughams, cabs, tally-hos and horse-drawn fire engines are included in the tremendous property list.

The vivid rainbow water screen is a magic curtain, rising more than 30 feet between scenes. From 2500 tiny nozzles lining the entire front of the stage, living water strikes a climax to each dramatic period of history.

More than 6000 persons at one time can hear perfectly when they see Cavalcade of the Golden West.

In a sound room, high above the audience, a versatile group of actors speak before a series of microphones. Their voices, recorded music and sound effects are mixed in a control room and channelled to a corresponding series of 16 loudspeakers concealed on the giant stage, where the pantomime cast simultaneously carries the action.

The result is a weird realism that creates a definite illusion for audiences—90 per cent fully convinced that all sound actually comes from the stage. This mysterious system of sound control is termed "third-dimensional sound."

## TREASURE ISLAND CLUBS

There are three buildings on Treasure Island which house clubs to which admission is limited—the Yerba Buena Club, the Press Building, and the Island Club.

The smart rendezvous for women members and their guests, the Yerba Buena Club is featured by its terrace gardens and its novel construction—an “inside-out” house of glass in a framework of gold. The clubhouse is not open to the general public. (*No. 16 on map.*)

The Press Building is a special hospitality center erected for the entertainment of newspapermen and writers. Admission is limited to members and guests. (*No. 10b on map.*)

The \$75,000 Island Club includes a bar, a lounge and a dining room which are open to the public. Other rooms are open only to members. (*No. 10p on map.*)

## THE GAYWAY AREA

*Amusement Machines:* Shoot-the-Rabbit, palmistry, music, and other amusement machines in Ferry Terminals and elsewhere.

*Astro-Mentalists:* Astrological readings, fortunes told.

*Auto Scooters:* Individually driven trolley cars.

*Children's Village:* Playground and nursery for care of children under supervision of registered nurse and kindergarten teacher. Entertainment for children, including pony rides, merry-go-round, ferris wheel, Buck Jones and his horse Silver, animal show. Children's meals. Restaurants.

*Chinese Village:* 3½-acre walled city of authentic Chinese architecture. Includes shops, craftsmen, Temple of Heaven, Pagoda with rare Chinese art exhibit, Der Ling Pavilion exhibiting effects of late Empress Dowager of China, House of Melody with troupe of Chinese actors, acrobats, puppet show. Also restaurant, tea pavilion, cocktail lounge.

*Circuit du Mont Blanc:* A French merry-go-round sensation.

*Cyclone Roller Coaster:* 4000 feet of dips and thrills.

*Dancers of the World:* Depicting various continental dances.

*Dart Game:* You puncture toy balloons with darts.

*Day Dreams:* Dancing girls from Panama.

*Deep Sea Diver:* Man fights octopus in pool.

*Diving Bell:* Takes 10 persons 25 feet under water.

*Estonian Village, "Land of Songs and Legends":* Commercial and industrial exhibits of Estonian articles, treasures. Native dances, songs and musical entertainment. Beer garden and restaurant featuring Estonian dishes.

*Ferris Wheels:* Two of the largest in the United States.

*Flasher Game:* Pick your number and color, maybe win a ham.

*Flea Circus:* See Glass Blowers of the World and Greenwich Village.

*Flying Scooter:* Personally piloted amusement planes.

*Fun House:* Various surprise devices to thrill you.

*Giant Crane:* 160-foot steel sight-seeing tower.

*Giant Octopus:* Swings passengers on giant steel arms.

*Glass Blowers of the World:* Novelties and moving models blown from glass. Also a flea circus.

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*Underwood Master Typewriter*

## UNDERWOOD PORTABLE TYPEWRITERS

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*Underwood Champion Portable Typewriter*

## UNDERWOOD SUNDSTRAND ADDING- FIGURING MACHINES

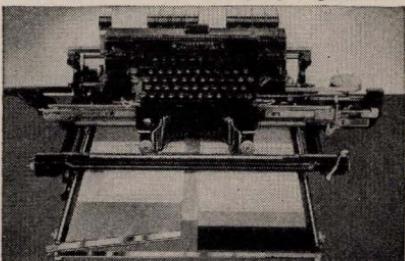
*... 10 figure keys do all the work*



*Underwood Sundstrand Adding-Figuring Machine*

## UNDERWOOD ELLIOTT FISHER ACCOUNTING MACHINES

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every machine accounting application*



*Underwood Elliott Fisher Accounting Machine*

Your home town telephone directory  
.. or the directory of your nearest trading  
center .. is your guide book to an  
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Machines .. Adding Machines .. Carbon Paper  
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New York, N. Y. • Sales and Service Everywhere



## THE GAYWAY AREA—Continued

- Globe-A-Drome*: Daredevil motorcyclists in breath-taking stunts.
- Gloria*: Life-like painting of a beautiful woman.
- Goodyear Lifeguard Safety Show*: Spectacular free demonstration of blowing out tires on speeding automobile.
- Greenwich Village*: Hippodrome show, Greenwich Follies, Queen Zorima's Nudist Colony, Mme. Titti's Life Class, Flea Circus, Turkish Harem, Roy Gardner, the phantom bandit, Parent and Unborn show. Also restaurants, sandwich stands, amusement devices.
- Guess Your Age*: If the barker fails, step up and pick your prize.
- Guess Your Weight*: If the barker fails, within three pounds, you win a cane.
- Handwriting Analysis*: Several booths in entrances to exhibition palaces.
- Happy Valley Ranch*: Food, entertainment and dancing in typical Western ranch.
- Headless Girl*: No head, and yet she's alive!
- Hi Striker*: Strength testing device. Ring the bell.
- Hole-In-One*: Practice golf course. Prizes for holes in one.
- Holy Land Building*: The Holy Land exhibit is housed in its own building and consists of the most comprehensive exhibit of its kind in the world. Truly, "A trip to the Holy Land and the Vatican, without leaving home." A non-denominational exhibit that will live forever in your memory.
- Hollywood Beauties*: Throw balls at the bathing beauty, knock her in the water.
- Hydrosphere*: "The fastest thing on water."
- Incubator Babies*: Live babies in incubators. Also, an IRON LUNG on view.
- La Mise en Boite*: Undulating French riding device.
- Life Show*: Evolution of life, including prehistoric man.
- Loop-A-Swing*: A vertical merry-go-round.
- Midget Autos*: You race in small cars around the oval.
- Midget Village*: Fifty midgets present vaudeville acts, entertainment, trained ponies, in 45-minute show. Also concession stands, restaurant, in a Western setting.
- Miss America of 1939*: An 18-year-old beauty prize-winner.
- Monkey Speedway*: Monkeys race in midget cars around an indoor track.
- Movie-of-U*: Novelty photos.
- Nail Driver*: How many strokes to hammer a nail into a log?
- Novelty Carrousel*: French merry-go-round.
- Pencilmaniac*: In Foods and Beverages Building.
- Penny Arcade*: Amusement machines.
- Ring-A-Pin*: Toss a ring on a pin and win a prize.
- Ripley's Odditorium*: A "Believe It or Not" collection of living oddities.
- Rocket Ride*: Creates sensation of flying.
- Roll-O-Plane*: Simulates motions of flying your own plane.
- Sally Rand's Nude Ranch*: Girls amid setting of a dude ranch.
- Sand Sculptor*: Designs in sand. Also charcoal sketches by girls.
- Scottish Village*: Fourteen buildings, including reproduction of Robert Burns Cottage, 200-year-old Black House, Smithy, Postoffice, Druid Temple. Also Scotch Restaurant, Tam o'Shanter Inn bar, Tweed Shop selling imported tweeds, entertainment in Town Hall.
- Shooting Gallery*: Test your skill with a rifle.
- Snake Show*: Over 100 reptiles; a 30-foot python.
- Spill the Milk*: Knock bottles off the stand with baseballs.
- Stella*: "Have you seen Stella?"
- Streamliner Train*: Ride in a miniature train of modern design.
- Swing It*: A newly developed riding device.
- Television City*, "The City of Tomorrow": Television transmitting studio, television receiving theatre, also demonstration of lie detector, photocells, in 30-minute show. Elysium Theatre, presenting "Cavalcade of Dress," in 30-minute show. Also two restaurants, concession stands.
- Temple of Mysteries*: Hindu rope trick; 30-minute show.
- Voice Recording Machines*: Several of them in entrances to exhibition palaces.
- World In Motion*: Movie theatre.
- World's Largest Horse*: "Brooklyn Supreme," largest living horse.

# The Pageant of the Pacific

*—an expanding center of World Trade*

To the Golden Gate International Exposition, known as "The Pageant of the Pacific," come visitors from the four quarters of the globe to learn of other people and their customs, methods and products—to exchange *ideas and ideals*.

Better relations and closer friendships are bound to result as first-hand knowledge develops a clearer understanding among nations and peoples. In this connection, the Exposition will prove to be an important world goodwill center.

The International Business Machines Corporation, serving the needs of business and government in 79 different countries, is proud to be a part of the Pageant of the Pacific, which it views as an expanding center of world commerce.

It believes that through the continued cooperation of business, financial, governmental, educational, religious and cultural institutions, this area will add its further contribution to the cause of world peace through world trade.

*You are cordially invited to visit the exhibit of International Business Machines in the Palace of Electricity and Communications*

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## TREASURE ISLAND—A GIGANTIC GARDEN

Treasure Island's 280-acre garden represents a \$1,500,000 horticultural program planned by Julius L. Girod, chief of the Bureau of Horticulture, with John McLaren, famed creator of Golden Gate Park, acting as advisor.

Before the garden could be planted, Treasure Island's salty black sand was bathed to rid it of its impurities. For four months this leaching was performed by 200 well points connected with high vacuum pumps. Night and day, they washed 187,000,000 gallons of water carrying the salt back into the bay. Rain, applied chemicals, and fresh water lowered the salt water level eight feet, ample for roots.

Next, 100,000 cubic yards of rich loam from Sacramento Valley deltas were spread over the planting areas and conditioned with 100 tons of fertilizer. Sprinklers supply 300,000 gallons per day for watering the garden.

Four thousand boxed trees, many 70 feet high and weighing 40 tons each, were delivered by barge at the rate of 40 to 50 per day. Special cranes and tractors lifted them to their appointed locations, still in their boxes, where a two-foot buffer of rich soil protects them from possible salty contamination.

Forty thousand shrubs, small trees, and tropical grasses came next. Millions of flowers were brought to their beds from a 20-acre propagation area at Balboa Park in San Francisco and laid out by 1200 workmen.

Over a million separate cuttings of mesembryanthemum color the 25-acre Magic Carpet along the west shore. At the base of the western walls, a border half a mile long and 25 feet wide is planted with 10,000 cabbages and beets, supplanted in season by giant squash and pumpkins.

Over 435,000 bulbs were planted according to the predetermined color scheme. Blooms of similar color supplant each other during the year.

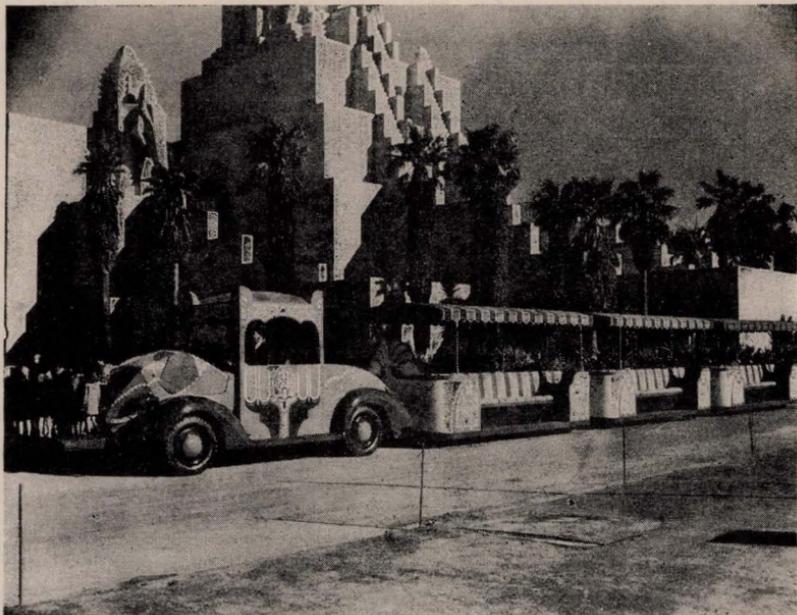
For further information, see "Courts, Gardens, Outdoor Art," page 31.

### **SEX HORMONES**

Hormones, chemical substances produced by certain glands, play a vital role in making woman what she is! In making man what he is!

The fascinating story of the sex hormones is told by "The Hormone Woman," sponsored by the Schering Corporation.

**See the HORMONE WOMAN at  
HALL of SCIENCE—Booth 25**



## RIDE THE ELEPHANT TRAINS

Save steps... and time... and money

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**'ROUND-THE-FAIR  
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*your best introduction*

Learn Treasure Island on your first visit via an Elephant Train sightseeing trip. Skilled lecturers tell the whole story, helping you plan your day...many days.

35¢

**"LEAVE CAR AND CARE BEHIND"**  
*Ride the Ferries to the Fair!*

**Steps!** Distances on Treasure Island will amaze you. Ride the Elephant Trains and conserve your strength for what you'll have to see!

**Time!** Time is precious on Treasure Island. Minutes saved between sights mean many more sights can be seen!

**Money!** Time saved is money saved. Ride the Elephant Trains and you'll see more in fewer visits...and you'll thereby spend less! Elephant Trains roll smoothly over Treasure Island streets, taking you conveniently close to everything. Service is pleasantly frequent!

# A NEW STYLE OF ARCHITECTURE

## DESIGNED BY CALIFORNIANS

An important requirement for a great Exposition is a new type of architecture, a style that will herald building design of the future or a style that will harmonize with its surrounding environment. The Golden Gate International Exposition Architectural Commission was equal to this requirement, and as a result, the new mode, "Pacifica," was created to embody building motifs from both the eastern and western shores of the Pacific. The commission was first headed by the late George W. Kelham, and was carried to completion under Arthur Brown, Jr., with Lewis P. Hobart, William G. Merchant, Timothy L. Pflueger and Ernest E. Weihe.

To avoid the effect of too great masses, the west elevation is broken by the Northwest Passage leading to the Court of Pacifica and the Portals of the Pacific leading to the Court of Honor. The ramparts of the main portals are spread in the heavy masses of Malayan pyramids which converge sharply into towers supported by formalized elephants and climaxed by elephant heads and howdahs, emphasizing the Oriental theme.

The huge windowless exhibit palaces, 100 feet high, give the effect of an ancient walled city, and the interior courts with long rows of square pilasters are reminiscent of Angkor Wat. Mingling Oriental, Cambodian and Mayan styles in the lesser masses and details, an effect of basic beauty, refinement and richness is interwoven with a mystical touch of yesterday. Exterior color schemes offer repose, dignity and a beauty of balance in masses and contrasts.

Arthur Brown, Jr., designed the Court of Honor and Tower of the Sun; Lewis P. Hobart did the Court of Reflections and Court of Flowers; the late George W. Kelham planned the Court of the Moon, Court of Seven Seas, and Treasure Gardens, which were carried to completion by J. H. Clark; William G. Merchant designed the Tower of the East, the Temple Compound, and Pacific House. The Court of Pacifica, the Federal Building, the California State Building and Auditorium were designed by Timothy L. Pflueger; and Ernest E. Weihe is responsible for the west facade, including the Elephant Towers at the Northwest Passage and the Portals of the Pacific.

The foreign pavilions and other outstanding structures were designed by prominent American and foreign architects.

The old Hangtown stage, built in the 1850's, and honorably retired after nearly half a century of service. Part of the Wells Fargo Historical Collection, exhibit of the Wells Fargo Bank in San Francisco.



## WELLS FARGO HISTORICAL COLLECTION

This famous collection of historic Western Americana has been loaned to the City of San Francisco for exhibition, in its building, by Wells Fargo Bank of San Francisco.

Here on display, for example, is the renowned "Golden Spike," on public view for the second time since 1869, when it was driven at Promontory, Utah, to complete the first transcontinental railroad. With it the original painting, "Driving the Last Spike," in which the "Big Four" and other builders of the railroad are shown in nearly life size. Nearby are the Wells Fargo "Hangtown" stagecoach, an eighty-five-year-old veteran of the Overland Trail, built by Abbott-Downing and shipped around the Horn; gold mining tools used by James W. Marshall, discoverer of gold in California; a comprehensive display of early Colt six-shooters, derringers and sawed-off shot guns; a Pony Express saddle; and Pony Express stamps, the air-mail postage of 1860.

Rare gold nuggets, just as they were taken from the ground, may be seen alongside curious gold coins; also the thalers, pieces of eight, and other coins which circulated in San Francisco before the mint in 1854; reward posters for notorious highwaymen; bills-of-sale of gold mines, express waybills, maps, and pictures.



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## **Wherever you travel**

or eat, you may order dairy products with confidence when they bear the word "BORDEN'S" on the cap, package or label.

## **We are cooperating**

with the Dairy Industry of the West, by supporting and contributing to the building and operation of The Dairy Industry Building as an exhibit at this Exposition.

# *Borden's*

**DAIRY DELIVERY COMPANY**

*A Unit of The Borden Company*

**1325 Potrero Ave., San Francisco**

# NIGHT LIGHTING

## HOW IT'S DONE

Hidden in troughs, clustered in tree baskets, buried under shrubs are 10,000 colored floodlights, including 2400 pink, blue, gold and green fluorescent tubes, 130 searchlights, and 300 ultra-violet or "black light" lamps. These are the lights that produce the startling effect of color masses and patterns on Treasure Island.

Primary colors are mixed to obtain new colors. Pink fluorescent tubes crossed by blue floodlights produce mauve. Light is graded in intensity from the base of buildings to the top to accentuate architectural set backs.

"Black light" projected on invisible luminescent paints in niches and on murals in the Court of the Seven Seas produces "tinted pictures" that stand out in phosphorescent glow.

Fountains are lighted in many colors. In the Court of Pacifica, a thyatron behind the metal Persian prayer curtain rotates color masses from dark blue to apricot. Mounted on Yerba Buena Island are 24 army-

sized searchlights forming an overhead scintillator of color. These searchlights generate 1,440,000,000 candlepower of light visible for 100 miles.

Controlling many switches, which are set permanently wherever the color scheme on the Island is static, is a master switchboard of four switches which may be turned on or off at any given hour.

When the forty weeks of the Fair are over, forty million kilowatt hours of electricity will have been consumed in producing this night picture, painted in light. A budget of a million and a half dollars has given to the illuminating engineers, directed by A. F. Dickerson, expert of the General Electric Co., the opportunity to carry out the most comprehensive and unified program of exterior lighting ever attempted.

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for kitchen design, home modernization, care-free housekeeping and happier living.

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BUILDING

## A THRILL A MINUTE at the fascinating **GAS EXHIBIT**

Beauty, color, education, entertainment! • Tomorrow's wonders today • Newest gas appliances operated by unseen hands. • Seven model kitchens on huge revolving stage. • Expert counsel on kitchen design and home planning. • Countless other features —**ALL FREE.** • *Don't miss this totally different \$150,000 exhibit*

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LET **GAS** DO THE 4 BIG JOBS

THE MODERN FUEL

COOKING • HOUSE HEATING • WATER HEATING • REFRIGERATION

YERBA BUENA ISLAND, south of Treasure Island, is shared by the U. S. Lighthouse Service, the Coast Artillery Corps, and the U. S. Navy for a Receiving Ship. As mid-anchorage for the San Francisco-Oakland Bay Bridge, it is pierced by the world's largest bore vehicular tunnel.

ALCATRAZ ISLAND, familiarly called "The Rock," is famed for its Federal prison under Department of Justice jurisdiction. It lies northwest of Treasure Island, within easy view.

## MASTERS OF IMMENSITY



AS YOU GAZE upon the magnificent, giant statue of Pacifica overlooking the Court of the Seven Seas, you are admiring just one of dozens of "big jobs" constructed by what is probably the largest building organization in the West . . . BARRETT & HILP. • Over 30 major buildings, and over 40 exhibits and interiors on Treasure Island were built by this company. So, too, the anchorage, the bridge deck, and the Toll Plaza of the Golden Gate Bridge, the East Bay traffic arteries and the railroad facilities of the huge Trans-Bay Bridge. • BARRETT & HILP, an organization national in scope, has executed major building contracts in such cities as Los Angeles, Seattle and Philadelphia. Among the BARRETT & HILP buildings on Treasure Island are the Elephant Towers, Coliseum and Livestock Pavilion, the Federal Building interior, the National Cash Register, Redwood Empire Building, Southern Counties Building and the New Zealand and Australian buildings.

## MAKING OF TREASURE ISLAND

The largest artificial island in the world — where did it come from, how was it made?

Conceived in 1931 by San Francisco Junior Chamber of Commerce, which recognized need for larger airport facilities to serve large metropolitan area rimming San Francisco Bay.

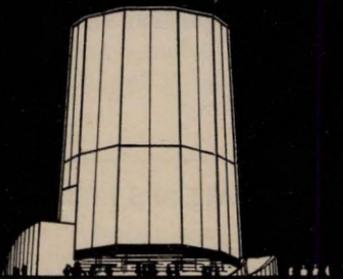
Surveyed by U. S. Army Engineers for prevailing winds, fog, tides, depth soundings, central location, easy access via Yerba Buena Island to San Francisco-Oakland Bay Bridge, at that time nearing first construction state; found ideal in every respect.

Construction of island under supervision of U. S. Army Engineers.

Seawall: 287,000 tons of rock, 13 feet higher than mean low water, more than 3 miles long; enclosing 20,000,000 cubic feet of sand raised by 11 dredgers from sections of bay where most helpful to navigation. Result after 18½ months: 400 level acres in rectangle 5,520 feet long, 3,400 feet wide. Cost \$3,719,800 in WPA funds. Ten thousand piles driven to rock bottom as firm foundation for Exposition buildings.

Causeway linking Treasure Island to the Bridge: 900 feet long, 110 feet wide, involving 7,600 feet of highway construction without left

## PEACE OR WAR



SEE DRAMATIC PEACE FACTS  
AND WAR FLASHES AT PEACE  
PROJECTS EXHIBIT • SOUTH  
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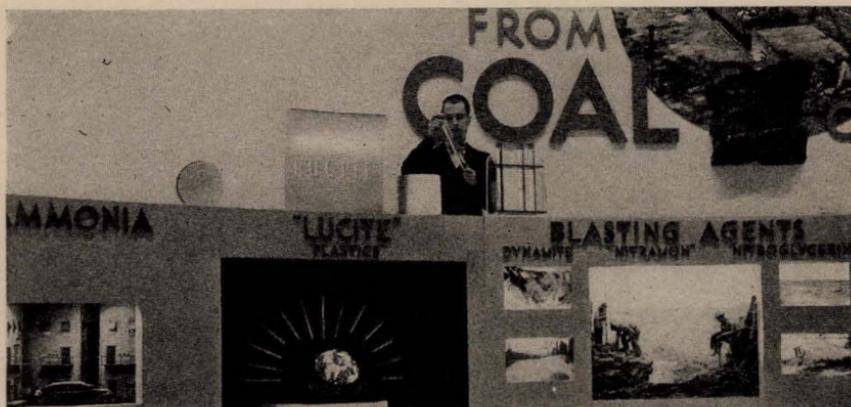
*Insurances of every Description*

ASSOCIATED  
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INSURANCES

GOLDEN GATE INTERNATIONAL EXPOSITION



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● Learn the secrets behind crystal-clear "Lucite" plastic, soapless soaps, sponges made from wood, other triumphs of the test tube. See



BETTER THINGS for BETTER LIVING.. THROUGH CHEMISTRY

for the first time anywhere Du Pont's spectacular new nylon, used in toothbrushes, fishing lines, stockings. ● Operating models, miniatures, testing equipment, research apparatus in motion, laboratory experiments performed before your eyes . . .

a fascinating cavalcade of chemistry's conquest over nature. *Du Pont Exhibit, Homes & Gardens Palace.*

turns or grade crossings. Three permanent lanes, three temporary on timber trestles to reduce excavations on Yerba Buena Island, already totaling 155,000 cubic yards. Cost: \$600,000 of PWA funds.

Built for permanent use as future airport: semicircular administration building and two hangars.

At termination of Exposition, temporary buildings will be removed and island supplied with runways and landscaping, for use as grand central air depot for entire bay district.

China Clippers of Pan American Airways, making scheduled runs to Orient, have their base on the island at Hall of Air Transportation.

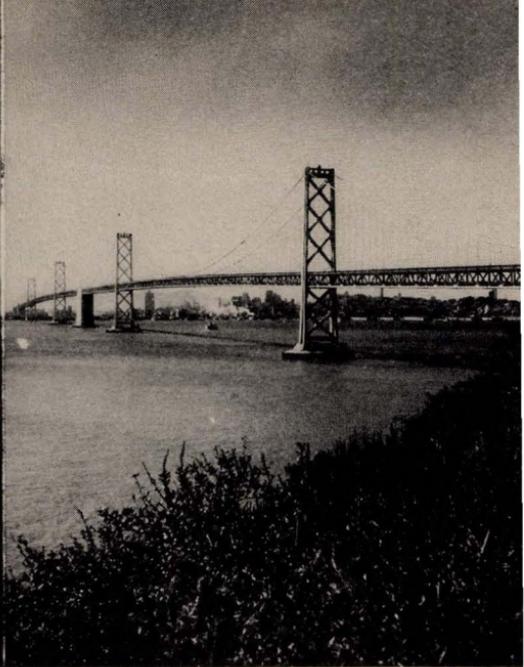
## TREASURE ISLAND COLOR

Under the supervision of Jesse E. Stanton, Director of Color, an official palette, comprising nineteen colors plus gold, was drawn from the coloring of Pacific shores. With but rare exceptions, the color range has been kept within the bounds of the official palette. Except in the case of a number of exhibitors whose advertised products are nationally known for their color, and certain foreign pavilions, no pure colors are permitted, all being reduced to half-tones harmonizing with the official palette of colors.

Note, in the inner courts, that walls are tinted and flowers planted in definite harmony, enhanced, at night, by colored lighting



*Golden Gate Bridge*



*San Francisco-Oakland Bridge*

## SAN FRANCISCO-OAKLAND BRIDGE LONGEST IN THE WORLD

Double-deck bridge,  $8\frac{1}{4}$  miles long ( $4\frac{1}{2}$  miles over navigable water), with six lanes for motor vehicle traffic, plus two tracks for interurban train service on lower level. Total cost, \$80,000,000.

Towers and piers, 700 feet from rock foundation to tip, equal a 60-story skyscraper. One pier has maximum depth of 242 feet, new engineering record for depth below water. West Crossing comprises twin suspension spans. East Crossing has 1400-foot cantilever span, 19 truss spans.

Construction started July 9, 1933; opened to automobile traffic November 12, 1936, to train service January 15, 1939.

## GOLDEN GATE BRIDGE, LONGEST, HIGHEST SINGLE STEEL SUSPENSION SPAN BRIDGE IN THE WORLD

Single-deck bridge, six auto lanes 60 feet wide, two sidewalks  $10\frac{1}{2}$  feet each, spanning mile-wide entrance to harbor. Total length, from tip to tip of approaches, 7 miles. Total cost, \$35,000,000.

Highest towers in the world, 746 feet, 191 feet taller than Washington Monument, 313 feet taller than Russ Building, San Francisco. Length of main span, 4200 feet, longest in world by 700 feet, next longest being George Washington Bridge, New York City. Clearance over high water, 220 feet. Height of deck above water, at center, 266 feet. Side spans, 1125 feet.

Construction started January, 1933; opened to auto traffic May, 1937.

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Give the new Easy-Writing Royal **THE DESK TEST**. Learn about **Magic Margin**, greatest achievement in typewriter history . . . See how it ends setting margin stops by hand. This and many other sensational features of the World's No. 1 Typewriter, Phone your local representative for complete information.



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World's largest company devoted exclusively to manufacture of typewriters.

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Please tell me how I can get a ROYAL PORTABLE on FREE HOME TRIAL; also how I can own one on Easy Monthly Terms. No obligation.

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# THE TREASURE HOUSE

WILL HELP YOU TO

*Build Your Home*

LET ONE OF OUR REPRESENTATIVES TELL YOU ABOUT IT

*The leader for 70 years in home financing*

**THE SAN FRANCISCO BANK**  
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*Incorporated February 10, 1868 • Member Federal Deposit Insurance Corporation*

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THE LARGEST EXCLUSIVE SAVINGS BANK IN THE WEST

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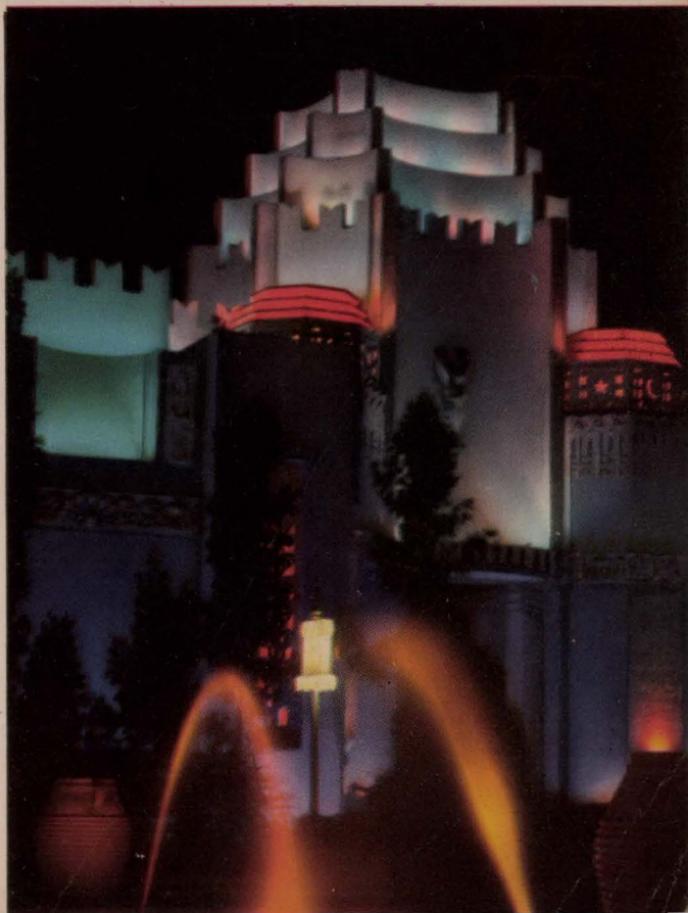
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