

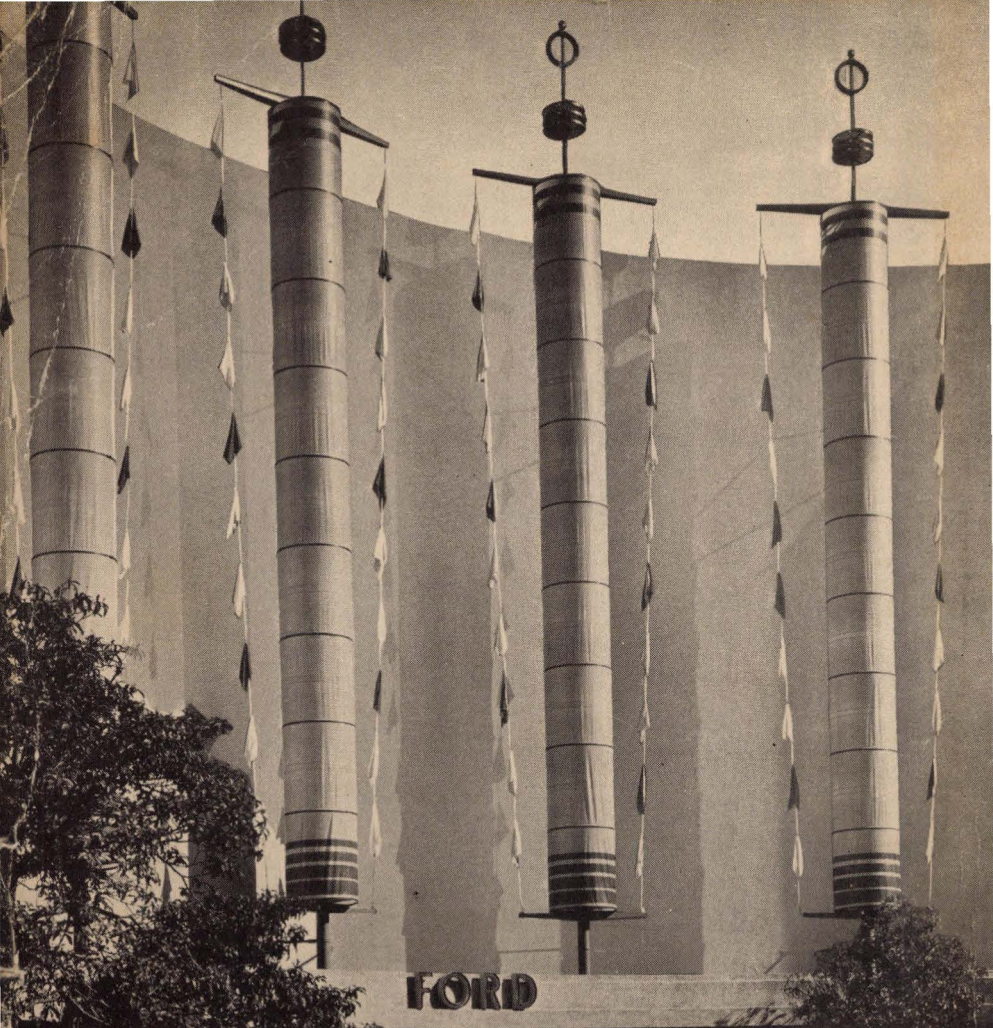
# OFFICIAL GUIDE BOOK-1940

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**GOLDEN GATE INTERNATIONAL EXPOSITION**  
**ON SAN FRANCISCO BAY**





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**This book is designed to help you** decide what you want to see, what you want to do, where you want to go and when you want to be there.

**By using it frequently** you will find that your stay here has been made much more enjoyable; and, by keeping it as a souvenir, you can read it at home, where you will discover that the things you missed seeing on your first trips tempt you to return . . . again . . . and . . . again.

**The Cartograph** . . . across the page, gives you a perspective view of Treasure Island. In the table at the foot of the map you will be able to locate buildings and courts. On the back are a table of buildings, courts, etc., enlargements of Elephant Train routes, and other areas.

**The California Area** . . . where are located the State, County and other buildings and projects of the California Commission, is shown on a map on page 78.

**How to plan your time** . . . on page 4, suggests a series of trips for the visitor who would make the most of his stay, whether he be here for a day or longer.

**A Table of Contents** . . . on page 2, tells you what you can find in the book, and where to find it.

**The General Index** . . . starting on page 8, has a complete, alphabetical list of everything described in the book. By turning to the page indicated you may find out more about the particular thing that interests you.

**Food and Drink** . . . may be found by referring to the list of restaurants, cafeterias, and other places, on page 93.

**The Story of Treasure Island** . . . describes why the Island was built and who built it; the architecture, lighting, horticulture and color; the courts and their works of art; the plans made for its use in the future; and many other interesting facts. Turn to page 29.



# OFFICIAL GUIDE BOOK

First Edition

## GOLDEN GATE INTERNATIONAL EXPOSITION A PAGEANT OF THE PACIFIC IN 1940

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San Francisco Bay Exposition



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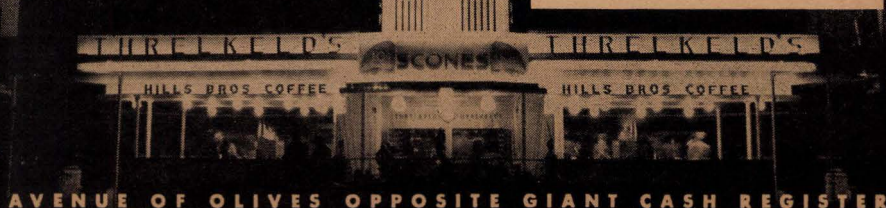
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# HOW TO PLAN YOUR TIME

There is so much to see . . . at the Golden Gate International Exposition that you cannot possibly see it all in a limited time. If you just came "to see the Fair," these suggested trips will give you an idea of where to spend more time.

**Trip 1. Treasure Island in Review** . . . You might start from the Court of Pacifica (V on the map), down through the Court of the Seven Seas to the Court of Honor and the Tower of the Sun (R), and then go past the statue of "The Evening Star" and Court of the Moon to Treasure Garden (T). Retracing your steps to the Court of Honor, you would turn into the Court of Reflections and walk under the Arch of Triumph to the Court of Flowers and Temple Compound (Y). This trip should be repeated after dark, to get an even more beautiful effect.

**Trip 2. The Exhibit Palaces** . . . As you enter the Court of Pacifica through the Northwest Passage (Q), on your left are the separate palaces of the General Motors Corp. (E) and the Ford Motor Co. (F). Across the Court on the right is the largest of all the exhibit halls, the interesting palace of Vacationland (G).

Next, you come to the Foods and Beverages Building (H); and, leaving there, cross the Court of Flowers to Agricultural Hall (J). Coming back through the Court of Reflections you enter the Palace of Homes and Gardens (L). Then, retrace your steps, across the Court of Honor to the Electricity and Communications Palace (C), and up through the Science exhibits back to the Court of Pacifica to see AMERICA! *Cavalcade of a Nation* (14).

**Trip 3. The Southern Area** . . . From the Court of Pacifica take an Elephant Train or walk over to the Federal Building (2). Then you will want to spend some time with your Exposition hosts, the State and Counties of California (1). Several hours could well be spent in the Palace of Fine Arts (N), where you may eat.

Don't miss the giant Clippers in the Hall of Air Transportation (M) before going to the National Garden Show and then the Hall of Flowers. This trip should be planned to end at the Temple Compound in time for one of the many free extravaganzas presented by the Exposition, or for the famous Folies Bergere (1-a).

**Trip 4. Pacific and Foreign Area, and the Pavilions of the States** . . . This trip would also include the numerous exhibit buildings of La Plaza group (10). Starting at the Hall of States (3), you would then go down to the interesting pavilions of Missouri (4) and Illinois (5), coming back by way of the International Market, where are colorful displays of the native goods and costumes of many foreign nations.

Next, go to the headquarters of this area (7), Pacific House, where are shown the famous pictorial maps by Miguel Covarrubias, and then on to the beautiful buildings which represent Brazil, Italy, Japan, Norway and other foreign countries (9). To the northwest of Pacific House are Malaysia and Internat'l Court (8).

The Temple of Religion and Tower of Peace, The Christian Businessmen's Committee Building, and the Christian Science Activities Building are also in this area (10).



# HOTELS AND RESORTS

Many Exposition visitors will return home by way of Los Angeles, where they will want to spend several days seeing the beaches, studios and other points of interest. To make the most of a short stay there, one should stop in a centrally located hotel such as the Mayflower, which is centered in the very heart of Los Angeles.

**Checking Stands . . .** Don't be worried about those extra coats for evening wear, or those bundles that you couldn't avoid bringing, for you can check them, where you can conveniently pick them up at any time, at the stands located in the Northwest Passage and La Plaza.

**One way to really see the Fair** is to view it from the air in its natural relationship to the huge San Francisco Bay, and the cities and islands bordering it. You will glide out over the water from the seaplane base on the east side of the Island, the way the Clippers take off, and up over Alcatraz, the Federal prison. Almost to the Golden Gate bridge, you can see the Golden Gate, spanned by the slim bands of steel that make up the longest single suspension bridge in the world.

**Back over Fisherman's Wharf,** with the tiny dots of blue and white boats looking very frail beside the airship you are in. High above San Francisco, you can get a spectacular view of the hills and valleys of homes and office buildings that make up this metropolitan city. From the sky, you truly appreciate the size of the Bay and the bordering cities of Alameda, Oakland, Berkeley, and San Francisco. Then you wing over the

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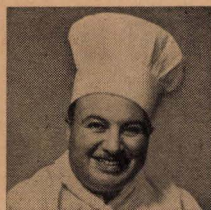
# FAMOUS RESTAURANTS

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# EXPOSITION HIGHLIGHTS

Favorite places for tired visitors to drop in and relax are usually those where they can get a much needed bit of nourishment. Around the Gayway, you will find the favorite places are Ghirardelli's and the Owl Drug Co. You will probably notice the Pabco products used for flooring in many of the Gayway restaurants. Another excellent place to enjoy comfortable relaxation, after walking through the exhibit palaces, is at The Temple of Religion where you will see some beautiful art work, or hear the peaceful organ recitals.

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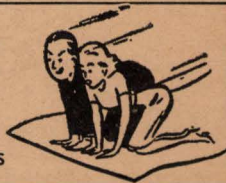
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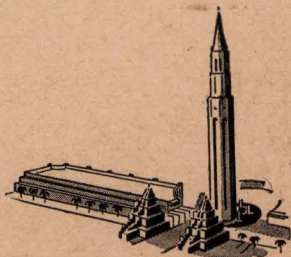
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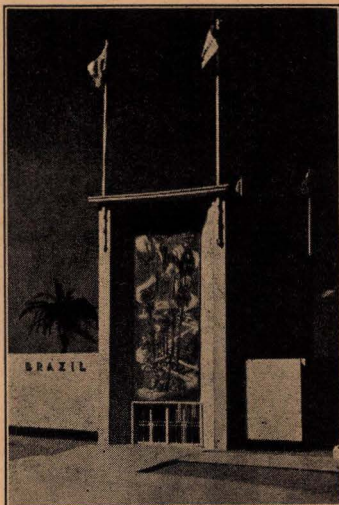
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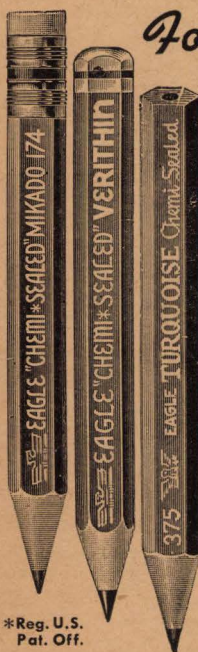
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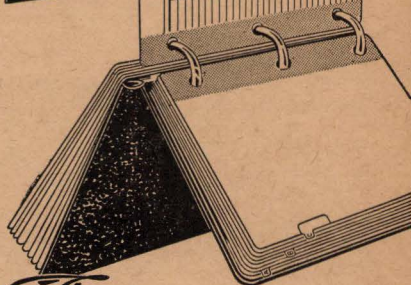
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Captain Terrell Jacobs' famous animal show. Elephants, lions and tigers—one of the world's most masterful productions, and in a realistic, native setting. Also a monkey mountain and elephant rides for the children on the Gayway.



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The largest and most spectacular show on the Gayway, features moving, breathing mammals, reptiles, and men and women who inhabited the earth millions of years ago. Included in the production is the development of man from the Java ape-man to the Piltdown, to the Neanderthal, and to the Cro-Magnon man.

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RAY W. SMITH, PRESIDENT. PANTHEON BUILDING



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**Parachute Jumpers** leap from planes high above the Port of Trade Winds or the water to the east.

**A Picnic Ground and Fireplace** are available for use near the Recreation Building and Athletic Field.

**Revue, Musical and Fashion** . . . are staged in Festival Hall and in other suitable places.

**Singers** . . . Of many nationalities bring music and festivity to Treasure Island under the sponsorship of the Exposition, the California Commission and various exhibitors.

**Musical Contests** . . . Both vocal and instrumental, are sponsored by the California Commission for contestants from all over the state.



# ADMINISTRATION AND OFFICERS

The **Golden Gate International Exposition** is sponsored by the San Francisco Bay Exposition, a non-profit corporation, incorporated under the laws of the State of California in 1934. The Board of Directors is composed of approximately two hundred industrial and civic leaders of the San Francisco Bay area. An Executive Committee was created with broad executive authority, and management matters have been placed in the hands of a General Manager.

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## EMERGENCIES • SERVICES • TRANSPORTATION

**Accidents, Illness, Fainting . . .** Call nearest guard, or go to telephone and tell operator you want an ambulance.

**Accommodations, Room Listings . . .** For information on housing call: San Francisco Convention and Tourist Bureau, Market 0652; Oakland Chamber of Commerce, Glencourt 7800; Berkeley Chamber of Commerce, Berkeley 1212.

**Admissions . . .** Adults, 50c. Children under 12, 25c except on special 10c children's days. Children under 5 free.

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

**Barber Shop . . .** At Court of Pacifica entrance to Vacationland. Manicuring, bootblack, shower baths for men and women, laundry and cleaning.

**Camera Supplies and Developing . . .** Films at Owl Drug Store and Candid Camera Shop in Vacationland.

**Checking Stands . . .** Inside Northwest Passage and at La Plaza. Rates, 10c.

**Checks Cashied . . .** Bank of America in La Plaza, 10 a.m. to 10 p.m.

**Doctors . . .** See Emergencies, Messages.

**Drug Store . . .** Owl Drug Store completely equipped, at La Plaza.

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

**Emergencies . . .** See Fire, Police, Hospital, Accident, etc.

**Fire Station . . .** Near parking lot, North Boulevard and Heather Road. Call through telephone operator or at fire boxes on grounds. Also one located in rear of Palace of Fine Arts.

**Flying . . .** 30-mile scenic flight over Island and Bay, \$2.50. From Seaplane Base, East Esplanade.

**Hospital . . .** Located in the Administration Building. Completely equipped, with doctors and nurses on duty at all times.

**Information Booths . . .** 1. Courtesy Center, Court of Pacifica. 2. Temple Compound near Southern Counties Bldg. 3. Administration Bldg., lobby. To reach by telephone, call Fairgrounds 1940 and ask for Information Booth. 4. Ask any Exposition guard.

**Lost Articles or Lost Persons . . .** Lost and Found Bureau and the Travelers' Aid Society Bureau in the north end of the Science Bldg. Call Fairgrounds 1940.

**Mail to Treasure Island . . .** Address to Treasure Island, San Francisco, California. Post office in Administration Bldg.

**Messages . . .** For doctors and nurses may be left at Courtesy Center where there is a registration book.

**Photography (amateur)** permitted on Treasure Island, subject to restriction that no pictures be reproduced for sale or published.

Photographs to order from Gabriel Moulin Photographic Studios in Homes and Gardens Bldg.

**Police Station . . .** Near parking lot, North Boulevard and Heather Road. Call through telephone operator.

**Postcards, View Books . . .** At all H. S. Crocker Publication Stands.

**Post Office . . .** In Administration Bldg.

**Rest Rooms . . .** Located in every building. Ask attendants or guards.

**Rolling Chairs and Jinrickishas . . .** 50c for first half hour, 25c for each additional 15 minutes, per person.

**Seaplanes . . .** See Flying.

**Sightseeing Tours . . .** by Elephant Train, 35c, starting at Northwest Passage. For route, see back of colored map. By Plane, see Flying.

**Speedboats and Launches . . .** Excursions around Island and Bay 50c and \$1.00, from wharf at east end of Port of Trade Winds.

**Stamps . . .** At all Crocker Publication Stands, at Owl Drug Store, at Post Office in Administration Bldg.

**Swan Boat Excursions . . .** On Lakes of Nations, 25c. Swan Boats for hire, 2 to 4 persons, \$1 per half hour.

**Taxis . . .** Stands at Admin. Bldg., Sunset Bridge, Bank America. Fairgrds. 1016.

**Telegrams and Cables . . .** May be sent from Western Union, Postal Telegraph, and Railway Express Agency exhibits, and from Information Booths.

**Telephoning to Treasure Island . . .** See "Exposition Directory" in city directory.

**Telephones on Treasure Island . . .** At all entrances and exits of buildings.

**View Books . . .** At Crocker Stands.



# EMERGENCIES • SERVICES • TRANSPORTATION

**Ticket Agency . . .** For reserved seats for performances of Exposition shows, call Fairgrounds 1940. General ticket office, Courtesy Center in Court of Pacifica.

## TRANSPORTATION

**There is NO other way to get to Treasure Island than those listed here.**

**Transportation on the Island . . .** See Elephant Trains, Flying, Rolling Chairs, Sightseeing, Speedboats, and Swan Boats.

### BY AUTOMOBILE

**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." Bridge toll: 25c for car and 5 persons; for additional passengers, 5c each. This toll is good for round trip to the Fair.

**By Automobile to San Francisco . . .** Leave by causeway to Yerba Buena Island. No bridge toll on leaving Treasure Island for San Francisco or Oakland, but if going to the East Bay get bridge receipt.

**By Automobile from East Bay . . .** Over San Francisco-Oakland Bay Bridge, and turn right on road on Yerba Buena Island marked "Exposition." Bridge toll: 25c for car and 5 persons; for additional passengers, 5c each. This toll is good for round trip. (Note: When returning by car to East Bay, get ticket on leaving gate, enabling you to pass toll gate at east end of bridge without charge.)

**By Automobile to East Bay . . .** Leave by causeway to Yerba Buena Island. No bridge toll on leaving Treasure Island for Oakland. Get receipt on leaving gate, enabling you to pass toll gate at east end of bridge without charge.

### PARKING

**Parking Your Car . . .** Parking space for approximately 15,000 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, 25c.

**Chauffeur-driven cars** may deposit passengers at Administration Bldg., Sunset Bridge and Elephant Train Terminal, en route to parking area.

### BY BOAT

**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 1940.

### BY BUS

**By Bus from East Bay (only) . . .** Take Key System bus or street car and transfer at following terminals for Treasure Island:

**Oakland . . .** Hotel Oakland, 14th and Alice Streets.

**Grand Lake District . . .** Grand and Santa Clara Avenues.

**Berkeley, University and Shattuck Aves.**

**Fare . . .** Adults 25c; Children 15c, round trip.

**Schedule—**every 15 minutes or oftener during Fair hours.

**By Bus to East Bay (only) . . .** Buses leave Treasure Island from Terminal at Sunset Bridge. Schedule—every 15 minutes or oftener during Fair hours. Separate buses leave for the three East Bay districts listed above.

### BY FERRY

**By Ferry from San Francisco . . .** Take Key System ferryboat at Ferry Bldg. Schedule—every 15 minutes or oftener. Ferries debark at West Ferry Terminal, Treasure Island. All San Francisco street cars marked "Ferry" take you directly to Ferry Bldg. Fare 15c, round trip.

**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.

### BY TAXI

**By Taxi from San Francisco or East Bay . . .** Regular meter rates, plus 25c bridge toll. Get coupon for return taxi trip to avoid paying double bridge toll.

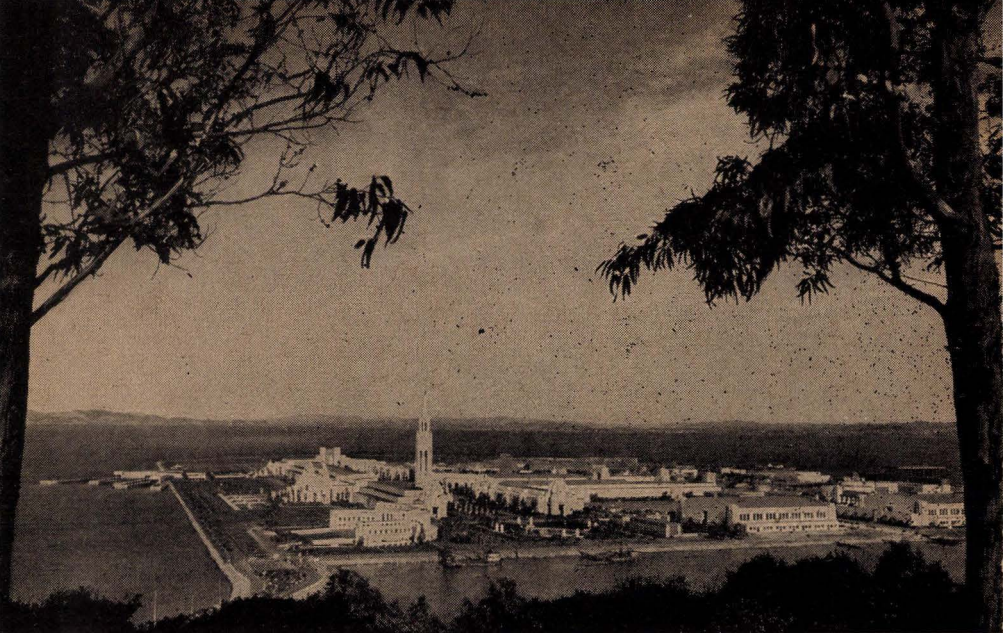
**By Taxi to San Francisco or East Bay . . .** Taxis for return trip may be found at main entrance of Admin. Bldg., at Sunset Bridge, or near Bank of America. A taxicab may be called to the Administration Bldg. by telephone: Fairgrounds 1016. Regular meter rates plus 25c bridge toll. If you have a coupon showing bridge toll paid on trip to Island, no bridge toll need be paid on return trip.





*"Discovery," by Tognelli, over the entrances to the exhibit palaces in the Court of the Seven Seas*





*Treasure Island, built on a shoal in San Francisco Bay*

## THE STORY OF TREASURE ISLAND

**Including . . .** Architecture, Art, Building, Color, Courts, Fine Arts, Fountains, Gardens, History, Horticulture, Lighting, Making, Murals, Palace of Fine Arts, Sculpture, Statues, Structural Facts, etc. See General Index in the front of this book for individual listings of works of art, artists, architects, designers, exhibitors, landscape architects, muralists, sculptors and others.

**Treasure Island!** . . . where and how was it conceived? Who is responsible for this fairy-tale of beauty so miraculously come true?

**Need for a centralized airport** to serve the more than two million residents of the Bay area cities, was, in 1931, felt by the civic-minded citizens of San Francisco. The San Francisco Junior Chamber of Commerce through its Aeronautical Committee, headed by Henry J. Eickhoff, Jr., picked the present site of Treasure Island as the most suitable place for such an important airport.

**The United States Army Engineer Corps** had previously surveyed the shoal and given their stamp of approval on the desirability of such a magnificent site. With money secured from the U. S. Public Works Administration (PWA), the filling in of this shoal in the world's largest land-locked bay was completed under the supervision of the Army.

**The San Francisco Chamber of Commerce**, headed by its president, Leland W. Cutler, who later became first president of the Golden Gate International Exposition, had secured



a loan of \$62,400,000 from the Reconstruction Finance Corporation to underwrite the building of the world's greatest bridges—the San Francisco-Oakland Bay Bridge and the Golden Gate Bridge.

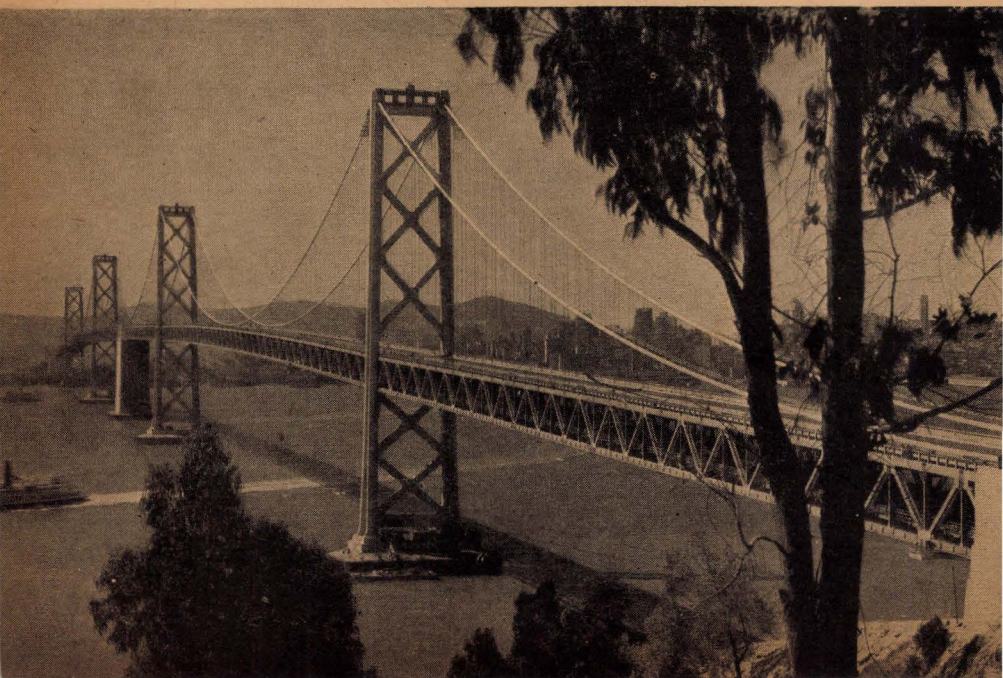
**To celebrate completion of the bridges** it was agreed by thousands of west coast residents that a World's Fair was appropriate. The San Francisco Bay Exposition Co. was then formed to sponsor the Golden Gate International Exposition. The sum of \$7,500,000 was raised by popular subscription to finance the organization and building of this beautiful pageant. Further sums, amounting to a grand total of over \$50,000,000, were obtained from the Federal Government, numerous states and municipalities, foreign nations, business firms, schools, churches, etc.

**After the Fair ends in 1940** the Island will be restored completely to the use for which it was originally built, and will become a gigantic air-

port for both land and sea planes. Since before the Fair first opened on February 18, 1939, the sea-plane base has been utilized as the headquarters of yet another great "bridge"—the American terminus of the famous Clipper ships, operated by Pan American Airways to "bridge," in a few hours, over 6,000 miles of water separating us from the Far East.

**Then, in our memory only,** will remain alive the inspiring and beautiful Pageant of the Pacific; for all except three of the buildings on Treasure Island are to be torn down to make way for runways and airplane hangars. The Administration Building, which even now houses the headquarters of Pan American Airways, as well as administrative offices of the Exposition Company, will remain as the Pacific operations office and passenger terminal for those airlines basing their ships at this airport. Likewise will remain two uniquely constructed hangars on the southern

*A view of the San Francisco-Oakland Bay Bridge*





end of the Island which now house the Palace of Fine Arts and the Hall of Air Transportation.

**These hangars of steel and concrete** are built, as a result of the application of a new design to hangar construction, with "cantilevered walls." The walls actually aid, by their own weight, the support of the heavy roof; and also are designed with reinforced steel to prevent settling in the soft ground of man-made Treasure Island with consequent cracking and damage to the walls.

**San Franciscans may point with pride**, in the years to come, to these permanent reminders of the glorious 1939-1940 Pageant of the Pacific which celebrated the completion of two great bridges and the creation of a magnificent airport.

**From the artistic standpoint** the Exposition may be considered from several angles, all of which make up the whole. No one art would be complete without the others, and thus no single person can be credited with the realization of this dream isle. The Fair itself has done more to stimulate and encourage the practice of the arts than any other single event in Western history. Logically, one follows the development and growth of the artistic entity from the architecture to the color, thence to the lighting and landscaping; and from there, one may further break down into the gardening, statuary, murals, fountains, and other works of art. A culmination of all that is fine in art may be seen in the Fine Arts Palace.

**A blade of grass, a daub of paint** . . . insignificant in themselves, but not when looked at with an artist's eyes; for neither the one nor the other would be there were it not that someone had foreseen the eventual enhancement of the mass.

## TREASURE ISLANDS FACTS

**Area** . . . 400 acres.

**Causeway** . . . to Yerba Buena Island is 900 ft. long and 110 ft. wide.

**Construction** . . . Was done by private contractors under supervision of U. S. Army Engineer Corps.

**Cost** . . . \$3,799,800 obtained from a WPA grant sponsored by the Exposition.

**Date** . . . Work started in Feb., 1936, and completed 18½ months later.

**Distance** . . . 4.7 miles from the heart of San Francisco, and 7.3 miles from the business section of Oakland.

**Dredges** . . . 11 dredges were used.

**Engineers** . . . U. S. Army.

**Future** . . . To be used as centrally located airport (land and sea planes) for Bay area cities.

**Height** . . . 13 ft. above mean sea level.

**Largest** man-made island in the world.

**Length** . . . 5,250 ft.; 3,400 ft. wide.

**Seawall** . . . More than three miles long and made of 287,000 tons of rock.

**The architecture** is truly a creation of the Pacific. Long horizontal lines relieved by the setback pyramids and towers give the effect of a great walled city, and the Oriental decorative notes add a touch of gayety which is both dignified and appropriate. Predominant styles are those of the Cambodian, Incan and Mayan civilizations, which, while distinct in themselves, being from such widely separated shores of the Pacific, have been skillfully blended into an architecture which is modern and impressive in design.

**The windowless palaces**, 100 feet high, form an imposing background for the symmetry and grandeur of the courts. These exhibit palaces, branching out from the Court of Honor and the Tower of the Sun, have been plastered with vermiculite, a mica-like substance which reflects the light and is especially effective at night when it bathes the buildings in a glow of color.



**The Elephant Towers**, surmounting the massive Mayan pyramids, are symbolic of the pageantry of the Orient, and in the beauty of their coloring they give an effect of splendor which is hard to surpass.

**Other buildings** on the Island are described separately, but they have all been planned to harmonize with the general motif of the Fair architecture, which was conceived by an Architectural Commission composed of the late Geo. W. Kelham, Arthur Brown, Jr., Lewis P. Hobart, Wm. G. Merchant, Timothy L. Pflueger and Ernest E. Weihe.

**Color treatment** of the entire Island has been harmonized under the supervision of Jesse E. Stanton, San Francisco architect and artist, who has drawn upon all the colors of the Pacific shores to designate an official palette for the Exposition. No colors are allowed to be used in any of the buildings unless they blend with the general color scheme. The

walls of the various palaces have been highly colored so as to aid in the creation of the various themes stressed in the courts and elsewhere.

**Every source of color**, including lights, flowers, plants, trees, murals, waters, and even the sky and the sun, has been considered in planning effects to be obtained both at night and by day. In 1939, the resultant tone of the Fair was of a subdued and background nature, whereas in 1940 the whole key is raised to a more stimulating and exciting hue. The statuary and mural work have also been considered before a choice of colors for any of the courts was made.

**Never before, on as large a scale**, has such a triumph of color combination been so gloriously achieved. The official palette has fulfilled its purpose, for its hues and shades have done more than merely mold the architectural outline... they have gaily formed a pattern of their own in painting Treasure Island.

*Murals, trees and sky combine to color the Arch of Triumph*







*The Tower of the Sun and Temple Compound from the Lake of Nations*

**The night lighting** of Treasure Island is another miracle of beauty in the creation of this modern city of magic. In no case has this lighting sought merely to reproduce or duplicate the effect of the colors seen in the daytime. On the contrary, the whole foundation of the lighting system has been the desire to create, through artificial illumination, a completely novel yet harmonious design, so that the visitor, who has seen the grounds only in daytime, will find at night a new and even more beautiful Treasure Isle waiting to greet him.

**Painted with light**, the color of the buildings achieves a luminosity which appears to come from *within* rather than from the lights concealed outside. Over 10,000 colored floodlights are hidden in trenches at the base of the palaces, buried under shrubs or clustered in tree baskets. These lights of many hues are thus thrown onto the walls to blend with

the colors there in the creation of tone values which are both stimulating and unique.

**A mica-like substance**, which has been heated so that the flakes tend to separate, is mixed in with the plaster used on the palaces. The result is the breaking up of the wall surfaces into innumerable small holes with a high reflective factor. On top of this plaster, paint has been sprayed; and, as the walls in the various courts are of different intensities, pleasantly contrasting moods are achieved.

**Over \$1,500,000** was originally budgeted by the Exposition Company to attain light effects which surpass anything similar ever before attempted. The General Electric Co. lent the services of the head of their Illuminating Laboratory, A. F. Dickerson, to act as Director of Illumination for the Golden Gate International Exposition. In 1940, the budget was amply replenished, and the



General Electric Co. again let their illumination expert act in an advisory capacity to help decide on the new lighting used this year.

**Kleig lights and scintillators** are included in the range of lighting media, consisting of every source of light commercially available. The scintillators are operated nightly from the Athletic Field in precision drills.

**Contributing to the light effect** are three major factors, aside from the architecture which is necessarily stable. The lighting itself, under the direction of Geo. E. Garthorne, chief of the Division of Electricity; the color of the buildings, as devised by Jesse E. Stanton, Director of Color; and the plants and trees under Elmer G. Gould, Chief of the Division of Horticulture, must necessarily all be taken into consideration, as each adds a distinct note to the color as a whole.

**Creating a lavish garden** on 400 acres of sandfill has taken three years, \$2,500,000, and the inventive genius of Julius L. Girod and Elmer G. Gould of the Exposition's Division of Horticulture, and John McLaren, beloved creator of Golden Gate Park in San Francisco.

**After soil had been cleansed** of destructive salts through months of "leaching," rich topsoil was added. The gardens were then planned to fit the flatness of the site and to be harmonious with the architecture and color of the buildings. The formal gardens, with contrast in color and fountains, resulted.

**Even at night**, the flowers and shrubs are accented with light so that they will add new and unusual forms and colors in the nocturnal design. Mercury green lights throw their beams into the foliage, and a variety

of hanging lanterns pick out the smaller plants in the borders.

**Unique in themselves**, the gardens follow the mood and plan for each court. This is the most fantastic landscaping job the world has ever known. Its amazing scope is only surpassed by its magical lushness and gorgeous blooms. The 25 acres of mesembryanthemum, which form the Magic Carpet of the Western Facade, is one of the most unusual combinations of color and design in flowers. The exotic pattern of different types of iceplants makes a "carpet" very suitable for California's climate and the work of creative landscape artists.

**Trees as high as 70 feet** and weighing as much as 45 tons had to be gathered to serve as protectors of the Western Facade, and as lacy etchings against the inner walls of the courts. 4,000 trees, of many varieties, were boxed and brought to Treasure Island on barges and trucks.

**Chosen for color and fragrance**, the flowers represent every possible country and clime. They are planted in cycles so that the color and design will remain vivid and alive for the duration of the Fair. The 20 acres of Balboa Park in San Francisco is the nursery for the blooming plants, and a crew of approximately 60 gardeners are constant attendants.

**Interesting statistics** from the files of the Horticulture Division show that 13 miles of lawn edges are mowed twice a week; that 8 miles of street trees are watered twice weekly; and that there are 15 miles of fencing used. Over 300,000 gallons of water feed the plants every day, and the 3 miles of hedges must be trimmed twice a month. Some 1,500,000 annuals and 500,000 perennials will be changed at least twice during the Fair.





*"The Peacemakers," by the Brutons, in the Court of Pacifica*

## COURTS, GARDENS, MURALS AND SCULPTURE

### Portals of the Pacific, Northwest Passage and Western Facade

**Architect** . . . Ernest E. Weihe.

**Sculpture** . . . Elephants and Howdahs  
by Donald Macky.

**Murals** . . . Maps in duplicate of Treas-  
ure Island by Ernest Born.

**Horticulture** . . . (a) Garden Walk is  
planted with Shirley poppies and Flam-  
ing Velvet Petunia.

(b) The Magic Carpet, extending over  
25 acres, is flowering with over one mil-  
lion plants of vari-colored mesembryan-  
themums.

(c) The Avenue of Palms is lined with  
matched Washingtonia and Canary Is-  
land palms.

**Color Scheme and Lighting** . . . Side  
walls in apricot, deep rose, sand green,  
silver and gold with a Persian Garden  
lattice of green. Flame-orange glorifies  
the Stairway to Heaven in the forepart of  
the Elephant Towers. Great clouds of  
vari-colored steam will billow up between  
the towers at night.

### Court of Pacifica

**Theme center of the Fair**, this court  
represents the motif of peace and unity  
on Pacific shores.

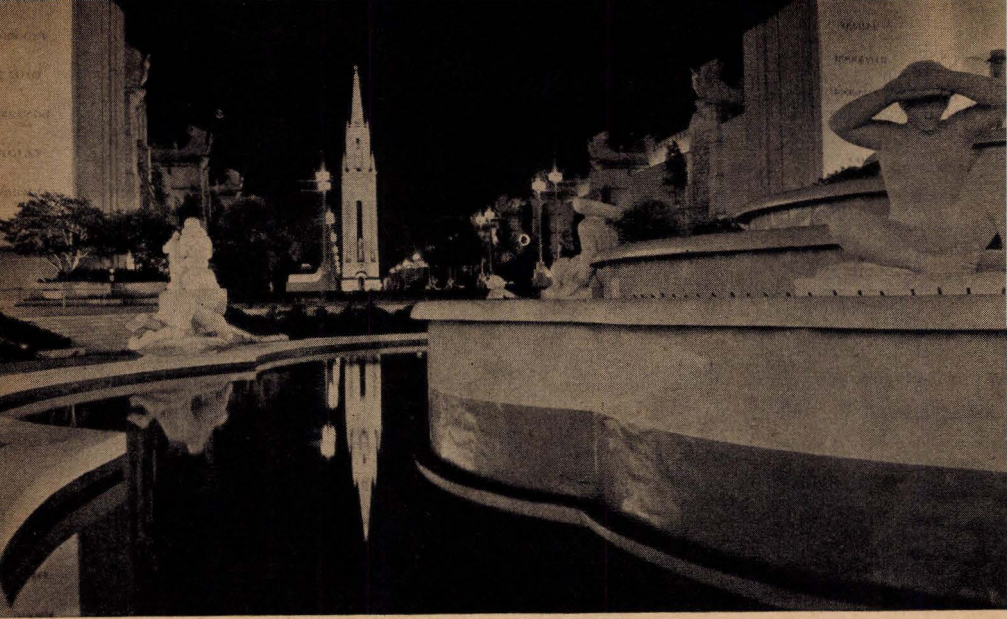
**Architect** . . . Timothy L. Pflueger.

**Sculpture** . . . Pacifica, by Ralph Stack-  
pole, is the 80-ft. statue which symbolizes  
the mixing of the exotic East with the  
modern West. Behind Pacifica and at the  
head of the Cascade of Gold is the metal-  
starred prayer curtain, 100 ft. high and  
48 ft. wide.

Around the "Fountain of Western  
Waters" in the outer circle and in pairs  
are: (1) Modern American Woman and  
Indian Woman, by Carl George; (2)  
South American Indians, on their llamas,  
by Sargent Johnson; (3) Polynesians,  
with fruit, by Brents Carleton; (4) Two  
reclining figures which represent "The  
Spirit of India," by Jacques Schnier.

Around the Inner Circle, in groups of  
three are: (1) North America . . . Alas-  
kan Boy Spearing Fish, American Woman  
and Mexican Boy . . . by Ruth C. Wake-  
field; (2) South America . . . Young Na-  
tive Riding an Alligator, South American  
Fisherman and Primitive Woman Mak-





*A night view of the Court of the Seven Seas*

ing Farina . . . by Cecilia B. Graham; (3) Islands of the Pacific . . . Young Girls Listening to Young Man Improvising Music . . . by Adaline Kent; and (4) China, with musicians . . . Flutist, Clashing the Cymbals and Blowing a Horn . . . by Helen Phillips.

**Murals** . . . "The Peacemakers," a 144 x 58 ft. mural-relief over the west entrance of the court, is by Margaret, Helen and Esther Bruton. The two large central figures stand for the peaceful ideals of the East and the West. The friezes of figures, eastern races on the left and western on the right, symbolize the slow march of the peoples towards their ideals. "Rain," on the north wall, and "Earth," on the south wall, are the two murals by Maynard Dixon, at the east entrance.

**Horticulture** . . . Around the inner circle of the pool are mixed ranunculus and anemones—later supplanted by gailardia. Around the outer circle are orange calendula with a later planting of dwarf marigold. Orange calendula, followed by petunia, color the Cascade of Gold, and petunias fill the side panels. Flanking Pacifica are 65-ft. Eucalyptus trees; and California Incense Cedar, Blackwood Acacia, Loquat and Veronica Hedges fill in the

corners and flank the entrances, providing different shades of green.

**Color Scheme and Lighting** . . . California state colors are emphasized by both walls and horticulture in this court. "Pacifica" and "The Peacemakers" are flooded with white light after dark, and gold lights are thrown against the side walls. The Prayer Rug is intense blue in daylight and changes from red to yellow to blue at night. The pools are deep blue and sea green.

**Lighting Standards** . . . 86-ft. cylindrical lanterns.

### **Court of the Seven Seas**

**Theme** . . . Man's conquest of the oceans of the world is depicted by this 1,000-ft. long court lying between the northernmost palaces.

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

**Sculpture** . . . P. O. Tognelli did the work on the side walls of this court. Sixteen galleon prows, tipped with the winged "Spirit of Adventure," are flung against the skyline on 60-ft. pylons, which form the entrances to the palaces. High on the wall between these pylons are reliefs of "Exploration," "Trade" and "Com-



merce." Over the two main entrances in the center of the court are gilded figures of "Discovery." "Charts of Explorers" cover the sides of the pylons around these two entrances. Inset in the pylons are reliefs of "Treasures of the Seven Seas," and four large figures of "The Flying Cloud" flank the entrances. "Creation," by Haig Patigian, is at the central entrance to the Palace of Vacationland. This portrays man emerging from matter in search of the secret of life, which is shrouded. The detached figure is the sculptor contemplating his work. "Florence Nightingale" stands across the court in front of the entrance to the Palace of Science. This is the work of the late David Edstrom.

**Murals** . . . Six 10 x 7 ft. panels over the smaller entrances to the Hall of Science read like a ship's log: (1) "Took in all Heads'ls"; (2) "Horizon"; (3) "8 a.m. Took in Fors'ls"; (4) "4 p.m. SW Increasing to a Gale"; (5) "Hold Her"; (6) "Blew Out Lower Tops'ls" . . . by John T. Stoll.

On the opposite side of the court over entrances to Vacationland are six 10 x 7 ft. panels by Armin Hansen: (1) "Water-front"; (2) "Steamship and Dory"; (3) "Sailing Barques"; (4) "Sinking Ship and Lifeboat"; (5) "Sailboat, Tug, Dory"; (6) "Sailing Ships In Ice."

**Horticulture** . . . Blackwood Acacia lines the street with beds of, first, Godetia Kelvedon Glory, then dwarf dahlia. The borders and sides are planted with ageratum and calliopsis. 70-ft. eucalypti line the side walls, with Spiraea, Canary Island Broom, Snowball bush, Forsythia, and white-flowering Peach bordering the trees. Irish yews accent the entrances of the halls.

**Color Scheme and Lighting** . . . Deep corals, golds, and blue-green predominate here during the day, and at night vivid lights will intensify these colors. The insets, "Treasures of the Seven Seas," are treated with glass paint in a vivid gold, and will have white spotlights at night. The pylons are pure white.

**Lighting Standards** . . . Apricot sails and poopdecks.

## Court of Honor

**Architect** . . . Arthur Brown, Jr.

**Sculpture** . . . The pavilions, which are the entrances to the four surrounding palaces, have the following free-standing figures: in the Vacationland entrance, "Fauna" by O. C. Malmquist; in the SW entrance is "Earth" by Ettore Cadorin; in the Communications entrance, "Sea" by Carlo Taliabue; and in the Homes and Gardens entrance, "Flora" by Raymond Puccinelli. "Air" and "Water" are the

*Bas-relief "Flying Cloud," by P. O. Tognelli, near Court of Honor*





figures by Adaline Kent over the west entrance arches. Heads of "Water" and "Earth" by O. C. Malmquist, embellish the side walls. Clara Huntington's "St. Francis" stands in the south bed of Shasta daisies and stock, and two reliefs by David Slivka, "Abundance" and "Fertility," are high on the walls to the east.

### Court of the Moon and Stars

**Architect** . . . The late Geo. W. Kelham.

**Sculpture** . . . "Evening Star" by Ettore Cadorin stands at the head of the pool of phantom arches.

The incised reliefs on the pylons tell the story of "St. George," "Aladdin," "Centaur," and "Dreams of San Francisco," by P. O. Tognelli. "Jack and the Beanstalk" is told on the grillework of the pylons, and the reliefs at the top of the walls are "Prince Igor," "King of Oz and the Polar Bear," and "Moon Princess," all by Tognelli. "Genie of the Garden" decorates the entrances to the halls.

**Murals** . . . In the SW tower are "Gold" and "Fortuna" by Franz W. Bergmann, and "Warmth of Life" and "Golden Heritage" by Nelson Poole.

The SE tower has "Music" and "Fruit" by Helen Forbes, and "Verdure" and "Repose" by Dorothy Puccinelli. These murals represent "The First Garden."

**Horticulture** . . . Stately Irish yews line the edge of the pool, with dwarf white stock, then lemon yellow calendula beds. Native madrones, eucalypti and Blackwood Acacia trees provide background for the side panels of giant imperial stock, blue delphinium, white gladiolus, lemon colored African marigold, and summer hyacinth. Two beds at the south are giant Imperial stock and flowered Larkspur stock with hedges of Teucrium and Acacia.

**Color Scheme and Lighting** . . . Moonlight blue is the total effect of this court during the day and at night. Coral floods the inside of the South towers. The pool is gold at night.

**Lighting Standards** . . . Lyres.

### Treasure Garden

**Architect** . . . The late Geo. W. Kelham.

**Pool** . . . Octagonal "Bubbling Well" pool and fountain of deep sea-green.

**Sculpture** . . . "The Earth Dormant," "Rain," "Harvest," and "Sunshine," by Haig Patigian, are the garden figures.

**Horticulture** . . . Outside the hedge are orange calendula bordered by blue violas. The terraces are Chinese forget-me-nots bordered by pansies, then red sage bordered by gold coronation pansy. English yews, live oaks and acacias are the main trees in this formal garden.

**Lighting Standards** . . . Chinese lanterns.

*"Evening Star," by Ettore Cadorin, and the Court of the Moon*







*The Arch of Triumph and the Court of Reflections*

### **The Tower of the Sun**

**Architect** . . . Arthur Brown, Jr.

**Sculpture** . . . From bottom to top are four sets of "Signs of the Zodiac" over the arches by O. C. Malmquist; eight free-standing figures by Wm. Gordon Huff are "Industry," with the wheel; "Agriculture" carries wheat, "Science" holds the globe, and "Art" has the drama mask; and the four plaques by O. C. Malmquist are "Gentle Wind," "Cold Wind," "Storm," and "Trade Wind." The lion heads are also by Malmquist. The "Phoenix" bird on top by Malmquist is 22 ft. high.

**Horticulture** . . . Shasta daisies and giant white stock planted around pools, with *Cineraria Hybrida Grandiflora* and *Godetia Duke of York*, followed by giant dahlias, fill the outer borders. Magnolia trees, *Griselinia* hedges and boxed *Olearia* strike the heavier note here.

**Color Scheme and Lighting** . . . Tower of the Sun is painted in a light ivory color and will be bathed in white light at night with the top in wheat. Front walls of the pavilions are in travertine and inside in deep coral. Top walls are light blue. Green and gold lights are used at night. Six-watt ivory candles outline the walls.

**Lighting Standards** . . . Fleur de Lis.

### **Court of Reflections**

**Architect** . . . Lewis P. Hobart.

**Sculpture** . . . "Girl with Penguins" by the late Edgar Walter stands at the head of the pools.

Four gold relief panels inset and repeated high on the walls are "Beauty," "Knowledge," "Music," and "Labor," by Michael von Meyer.

**Horticulture** . . . In the pools are yellow water iris, New Zealand flax. Red ranunculus and California poppy, followed by red phlox, are planted around the pools. Side beds are of crimson stock and red petunias. Above the wall are crimson stock and fibrous begonias.

**Color Scheme and Lighting** . . . Walls in intense rose-apricot, and doors in deep purple. Surprise pink lights will flood the court at night, with deep blue picking out the inset reliefs.

**Lighting Standards** . . . Garden lanterns.

### **Arch of Triumph**

**Architect** . . . Lewis P. Hobart.

**Sculpture** . . . Two stylized eagles on top of the arch, by Jacques Schnier.

**Murals** . . . "The Winds" by Hugo Ballin are each 45 ft. high and cover the inside of the arch. White light at night.



## Court of Flowers

**Architect** . . . Lewis P. Hobart.

**Sculpture** . . . "Rainbow Girl" and aquatic groups are by O. C. Malmquist.

Free-standing figures high on the arch are "Knowledge" and "Decorative Arts," with repeated figures of "Spring" and "Beauty" by Wm. Gordon Huff around the side walls of this court.

**Murals** . . . "Spanish Period," "Days of '49," and "California, Land of Sun," on the north walls; and "Day Time," "Clock Time" and "Infinite Time," all by Millard Sheets, are over South entrances.

**Horticulture** . . . On the fountain, red lobelia and white calla lilies will be followed by summer hyacinth and dorianthus palmeri. The small hedge is golden euonymus. White marguerite outlines the base of the fountain. The lower side beds are planted with tuberous begonias. Dwarf white stock and coronation pansies, and blue petunia with pansy border fill the corner pool beds. Five thousand flaming gladiola outline the base of the center wall.

**Color Scheme and Lighting** . . . The coral inner walls are offset with intense blue lined with green. Surprise pink lights will highlight the outer walls, and light gold picks up the color in the arcades.

**Lighting Standards** . . . Siamese ceremonial umbrellas.

## The Court and Lake of Nations

**Murals** . . . 10,000 ft. square, "Agriculture" covers the Auditorium, and "California Industries" in the same size is on the walls of the California State Building. Both are by Lucien Labaudt. The Federal Building's two front walls tell the story of "Conquering the West by Water," and "Conquering the West by Land." This work was sketched by Herman Voltz and executed by WPA artists.

## Temple Compound

**Architect** . . . Wm. G. Merchant.

**Sculpture** . . . The gilded bas-relief on the north wall is Jacques Schnier's "Dance of Life." Lulu Hawkins Braghetta's "Path of Darkness" is on the south wall.

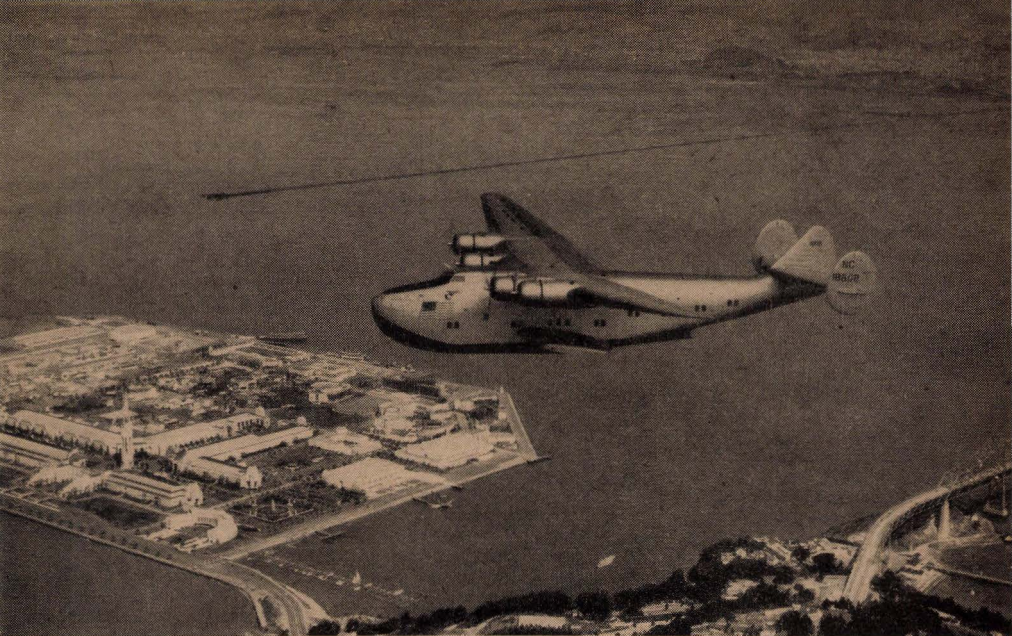
"High Sierra" with the eagle, and "Ocean Breeze" with the shell, are the free-standing figures, by Jacques Schnier.

**Color Scheme and Lighting** . . . The terrace is light green, the side walls in strong red, the tower in positive orange, and the top walls in lemon-yellow accented with deep blue. At night the towers flame orange; surprise pink above the gold reliefs shades into lavender for the top walls. The niches of the tower are picked out in flamboyant red, and white lights flood the statues. Green Chinese lanterns complete this riotous color scheme.

*The Girl and Rainbow Fountain in the Court of Flowers*







*A Pan American Clipper taking off for Hong Kong*

## THE HALL OF AIR TRANSPORTATION

**Pan American Airways invites you** to see for yourself how a crew of 175 machinists, woodworkers, painters, and other technicians prepare one of their six giant Clippers for transoceanic flight. Once a week, on Tuesday, you may witness the departure or arrival of one of these 84,000-lb. flying boats which span the Pacific from Treasure Island to Honolulu, Manila and Hong Kong.

**The glassed-in observation balcony** puts you on a level with the control rooms of these huge transoceanic Clippers. Working from a scaffolding which completely encircles the ship, mechanics thoroughly strip, check, and reassemble the motors, propellers, instruments, navigation and radio equipment.

**The instrument shop, engine shop, propeller shop, and machine shops** are all "under glass."

**The interior of these ships, in exact duplication, showing the day and night compartments, and the lounge, is on display on the balcony.**

**Dispatching the Clippers** once a week, Pan American has two flying boats based here at all times. The round trip to the Orient requires two weeks. With the equipment now in operation, this allows two weeks between flights for ship servicing.

**All outdoor operations, including the loading, maneuvering, docking and dispatching of aircraft** can be watched by the spectators. On Monday the ship which is scheduled to depart the following day makes a four-hour test flight. On Tuesday morning, a Clipper arrives at the Port of Trade Winds. That afternoon, the outbound Clipper takes off from this lagoon and flies westward over Treasure Island and the Golden Gate.



## THE PALACE OF FINE ARTS

**A unique and stimulating show** has been devised for art-lovers by the Fine Arts Committee, headed by Richard M. Tobin, Chairman, and Timothy L. Pflueger, Vice-Chairman. Such an excellent and comprehensive selection of so many forms of art has never before been offered.

**Art in action** stresses the theme of the entire display, and it is indeed an unprecedented project in the history of art. Helen Bruton, the California artist who is in charge of this division, and her assistant, Beatrice Judd Ryan, have gathered a staff of noted artists, who will literally take the public into their studios as they do painting, sculpturing and mosaics.

**Diego Rivera**, famed Mexican muralist, appears here, where he is doing some murals. A huge mosaic, designed by Hermann Voltz of the Federal Art Project, will be fitted by skilled artists and later placed in the

San Francisco Junior College. Antonio Sotomayor, Fred Olmsted, Marian Simpson, Helen Forbes, Maxine Albro, and many other artists appear.

**Art in use** is another branch of this division and it explains how one may make use of the different aspects of the arts in the home or even in the commercial world.

**Exhibitions of California Painting** and other arts are also held here. All of this work may be acquired for moderate prices by the public.

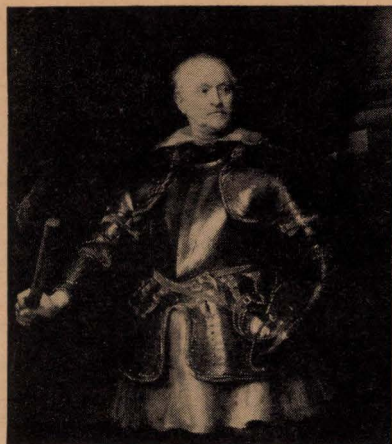
**Paintings and sculpture**, under the supervision of Dr. Walter Heil, assisted by John D. Forbes, represent many different schools.

**Old master works** include pictures by Breughel, Van Dyck, Rembrandt, Murillo, Franz Hals, and other Seventeenth and Eighteenth Century paintings by famous Dutch, English and French artists.

*An artist "in action" at the Palace of Fine Arts*







*"John of Nassau" by Van Dyck*

**Contemporary art of all kinds**, from Europe, the United States, Mexico and other countries of Central and South America, has been selected from amongst the best works of these places. Hermon More of the Whitney Museum assisted Dr. Heil in collecting paintings from this country, while Dr. Grace L. McCann Morley went to Central and South America, and Thomas Carr Howe, Jr., went to Mexico, to choose the most representative works of the artists native to those countries. All in all, this certainly is a more than ample collection from all the schools of painting.

**Art appreciation and education** are taught under the supervision of the Educational Division, headed by Dr. Grace L. McCann Morley. There are daily gallery tours, as well as regular lectures by qualified art experts. In this division there is also a series of self-explanatory displays which provide rich and varied information on art methods, techniques and developments. The lectures and gallery tours are made without any extra charge, so that anyone may acquire a better understanding of the fundamentals of art.

**The 29 Thorne miniature rooms**, by Mrs. James Ward Thorne, show scale and include a Japanese and a Chinese interior as well as six American rooms, eight French rooms, three Spanish rooms, a handsome Venetian salon, a fine early Italian room and eight English rooms.

**A pageant of photography**, directed by Ansel Adams and T. J. Maloney, Editor of the U. S. Camera Magazine, is held in the east end of the building. The exhibit comprises presentations of historic, documentary and experimental films, and a showing of colored photography.



*A photograph by Ansel Adams*

**The pageant of printing** is held to commemorate the 500th anniversary of the first printing with movable type, and 500 books from the world's finest presses will be on display. The exhibit has been arranged by the Roxburghe Club, under Chairman Morgan A. Gunst.

**A restaurant** is located at the center of the south wall, also a lounge.

**Hours of admission** are from 10:00 a.m. until 10:00 p.m. There is a 25c admission charge for adults, and a 15c charge for children.





*The front of the semicircular Administration Building*

## THE ADMINISTRATION BUILDING

**Executive Offices** of the Golden Gate International Exposition and of the Pacific Coast Division of the Pan American Airways Co. are located in this spacious building.

**Erected at a cost of \$900,000**, this is one of the three permanent buildings on Treasure Island. An unusual, semicircular design has been used in the planning of the Administration Building with its four stories, control tower and parking area.

**After the Exposition**, when Treasure Island is an airport, five underground passageways spreading out fan-wise from the building will load five aeroplanes simultaneously.

**In the main lobby** are located the Postal Telegraph and Western Union offices, public telephones, rest-rooms, ticket offices and information booths. The Exposition Company has its offices in the rooms off this lobby.

**Pan American's offices** are on the first, third and fourth floors of the south wing. Other offices and the present passenger terminal are located in Hall of Air Transportation.

**An Emergency Hospital** occupies the north wing of the first floor, and there are ambulances available to reach any point on the Island immediately. On the second floor are private dining rooms and a cocktail lounge, which are open only on special occasions. A cafeteria, open to the public, is located in the basement. A branch of the U. S. Post Office Dept., a telephone exchange, and a garage are also situated there.

**An excellent view** of the Island and San Francisco Bay may be had from the balcony off the second floor. From the control tower on top of the building, planes will be dispatched to the most distant points of the world.



## AGRICULTURE HALL

**Adobe Paintings** . . . New and interesting designs are created with the native adobe bricks.

**Agricultural Council of California** . . . This is a group exhibit representing 70,000 California farmers, and their cooperative efforts to market their goods. The growers represented are: California Almond Growers Exchange, Calavo Growers of California, California Fruit Exchange, California Fruit Growers Exchange, California Lima Bean Growers, California Prune and Apricot Growers, California Walnut Growers, Challenge Cream and Butter Association, Rice Growers Association of California, Sun-Maid Raisin Growers, Tri-Valley Packing Association.

**California Canning Peach Association** . . . The large mural showing the peach orchards will make you hungry for some of the golden fruit.

**California Cotton Cooperatives** . . . In miniature, you can see the cotton gin operations which separate the valuable fibres from the seeds. The production methods of this valuable commodity are constantly being improved upon by the farmers.

**California Fig Institute** . . . The illustration of the necessary food values in dried figs is an important part of this display. New ways of packaging have increased the popularity of dried figs.

**California Olive Growers** . . . Rows of olive trees line the streets of Treasure Island, but do you know the story of California ripe olives that are distributed throughout the world? Full information is available.

**California Polytechnic School** . . . The future farmers of America will be quite different, according to the translux projection film produced.

**California Seed Council** . . . New and effective methods of weed control are demonstrated, and the answers to individual farming problems are available.

**California State Brewers Institute** . . . Beer is rich in food value, and has a great variety of uses in the ordinary kitchen. All of these are discussed and explained to you.

**Central California Beet Growers** . . . The sugar beet interests invite you to investigate the miniature refinery and will put you on a speaking acquaintance with this industry.

**Central California Berry Growers** . . . The marketing of perishable berries makes an interesting and colorful exhibit. The processes involved, in making the berries less perishable, are ingeniously arranged.

**Date Industry** . . . The Coachella Valley date culture story involves the tasteful and healthful aspects of this fruit which grows so well there.

**Dried Fruit Industry** . . . Step into the kitchen with experts in the field, and find other ways to use dried fruits in your own meals.

**Frosted Foods Institute** . . . There are ways of frosting delicately flavored fruits at the height of their season that will preserve the rich, natural tang. Learn more about it in this display from the attendants.

**Honey and Bee Breeders** . . . A bee hive exhibit shows you the natural sugar produced by the bees. Honey has many surprising uses.

**National Livestock and Meat Board** . . . Correct carving methods to insure the choicest slices of meat are demonstrated for you. Adding color to the show are the old cattle brands of California missions, with the first brands registered in each county by the early ranchers.



**Poultry Producers of Central California** . . . The fluffy, yellow chicks will keep the children happy, while you learn of the recent improvements in breeding top-grade poultry for you to enjoy.

**State Department of Agriculture** . . . The California Wine Industry and the California Seed Council exhibits are included in this story of past and present farm life told in colorful, large dioramas.

**Sulphur Industry** . . . Sulphur is a valuable friend if you have cultivated land, so find out about the new combinations that have an even higher degree of efficiency in protecting your products.

**University of California** . . . College courses make research into the fields of California hay, grain, seed, and flax. The results of the laboratory experiments are seen in the greater yield of the grain fields.

**Western Growers Protective Association** . . . The "Salad Bowl of America" show is as crisp and refreshing as its name sounds. These small vegetables have great vitamin value, and offer a lot of possibilities for a gay table service.

**Wildflowers** . . . Much of the color of the small villages of California would be gone if it were not for the riotous blooms of the native flowers. This display is planned to stimulate your interest in protecting flowers which are shown here.

**Wine Industry** . . . Colorful old vineyards of the past still make interesting designs on the hills, but the fermentation vats are getting larger and more scientific each year, as you will learn from a visit to this exhibit.

**Wine Institute** . . . The new and proper use of wines is the main theme of this exhibit. Your questions are gladly answered.

## **PALACE OF ELECTRICITY AND COMMUNICATION**

**Associated Novelty Shop** . . . Souvenirs of the Exposition.

**Bell Telephone System** . . . American Telephone and Telegraph Co., The Pacific Telephone and Telegraph Co. . . . A visit to this show may win you a free person-to-person telephone call to any point in the United States. The magical Voder talks to you—his voice operated by a girl at the keyboard.

**Baldwin Piano** . . . Early pianos and clavichords are on display, and you may compare the tone of these exquisite instruments of the past with today's "streamlined" piano.

**General Electric** . . . In a replica of Thomas Edison's laboratory, you can see the old-fashioned glass blower

that made the first electric lamps. The half-hour shows in the "House of Magic" take you into the laboratories of a modern General Electric plant, where the Tire-o-Scope, which X-rays automobile tires, and the 50,000-watt light, were developed. A glass-walled house, attended by charming hostesses, gives you new electrical ideas about your own home. KGEI Radio Station, sponsored by General Electric, has studio and transmitter on display. This is the largest shortwave station in the West, and you may watch the daily broadcasts to South America, Asia, the Antipodes, and South Africa. Arrangements can be made with the station manager to broadcast to friends who live in any of these foreign countries.



**International Business Machines . . .** The inventive and artistic genius of America is on show together in this exhibit, to stimulate a closer relationship between the two fields. The paintings of 53 artists are displayed, along with the magically operating machines which keep accurate time records, unerringly check accounting sheets, sort and stamp checks, and even correct examination papers. This show will bring you up to date on the progress in American science and development of art.

**National Broadcasting Company . . .** An electrically operated puppet show depicts all the activities in connection with a local origination in the studios of KPO and KGO. These versatile marionettes are all your favorite radio stars, and they put on a show for you that is extremely realistic, but you don't have to keep the hushed quiet of a visit inside the regular broadcasting studios.

**Pacific Gas Association . . .** The gas associations on the Coast have combined their newest equipment to show you the ever-increasing efficiency of gas and gas appliances. On a clever, revolving stage are exhibits of several different kitchen arrangements, all stressing the use of gas. The wide variety of size and type of kitchens displayed is intended to appeal to all income brackets.

**Pacific Gas and Electric Company . . .** A tremendous electric diorama tells the story of early western life, with moving figures and various lighting arrangements. Amazingly responsive machines demonstrate new devices.

**Postal Telegraph . . .** A complete Postal Telegraph office is on display here, and is in full operation for your convenience, to send a wire anywhere.

**RCA . . .** See for yourself what television really is, and the place that it will have in modern communication. This display is arranged so you start at the beginning of the story of television, and the succeeding steps are planned to give you a coordinated picture of this newest innovation in wireless transmission. As a fitting climax, you may be televised, so come prepared. You may be just the type. All your questions will be answered by the attendants, who have been specially trained to introduce you to television. RCA-Victor records, from their big collection, will be played for you if you wish.

**Singer Sewing Machine Company . . .** A courtesy coupon for free inspection, oiling, and adjusting of any make sewing machine is waiting for visitors to this exhibit.

**Western Union . . .** The new automatic telegraph machines on display here will send the facsimile of your message direct to the central Western Union office.

**Westinghouse Electric Company . . .** A working, 1/10th scale model of the gargantuan Mount Palomar telescope, which has been used to take astronomical pictures, is one of the highlights of electrical and mechanical wonders to be seen at this exhibit. The Westinghouse men were co-engineers and co-manufacturers of the mechanism of this telescope, which is to be twice the size of any predecessor and have a range four times as large. Also on exhibit is a full sized replica of the "Time Capsule" which is to be buried in the East, and will provide historians 5,000 years hence with the tools and key to our present civilization. Television reception may be seen in the lounge, and "Willie Yokalite" has a new friend named "Sparko."



## THE PALACE OF FOODS AND BEVERAGES

**Acme Beer** . . . Enjoy the zestful flavor of a glass of Acme in the atmosphere of a true beer garden. Old folk songs are brought to mind.

**Ant Hut** . . . This display of a safety ant hut by the Ratin Laboratory will give many facts about ants.

**Associated Novelty Shop** . . . Souvenirs of the Exposition.

**California Association of Ice Industries** . . . Ice plays a very important part in present day food culture. It not only preserves foods in their original state, but makes new and tasty forms of salads and desserts. The interesting story of ice offers you suggestions that add zest to the menu.

**Coca-Cola** . . . Refreshment, Inc.

**Czechoslovakia** . . . Samples of toys, pottery, and famous Bohemian glass shown in an interesting fashion.

**The Hills Brothers' Exposition Theatre** brings to you a fascinating and instructive story of the production of delicious, aromatic, high-quality coffee you may buy anywhere.

Every step in the production of the superlative blend which has made Hills Brothers a household word throughout America is shown in this Cinecolor sound film. You may follow the operations, from the green coffee bean, through the testing, blending, and roasting, to the shipping of the vacuum-packed cans. And even beyond, for the movie concludes with practical suggestions and demonstrations for obtaining the best results in flavor and aroma.

**Italian Swiss Colony Wine** . . . The delightful air of the vineyards permeates this section of the Foods Building, where you may sip various kinds of California wines.

**Kerr Glass** . . . Canning fruits and vegetables is a lot easier with the new "Self-sealing" jars with caps.

**Leslie Salt Company** . . . Common table salt goes through many processes before it reaches your shaker. The solar evaporation refining process is part of the display.

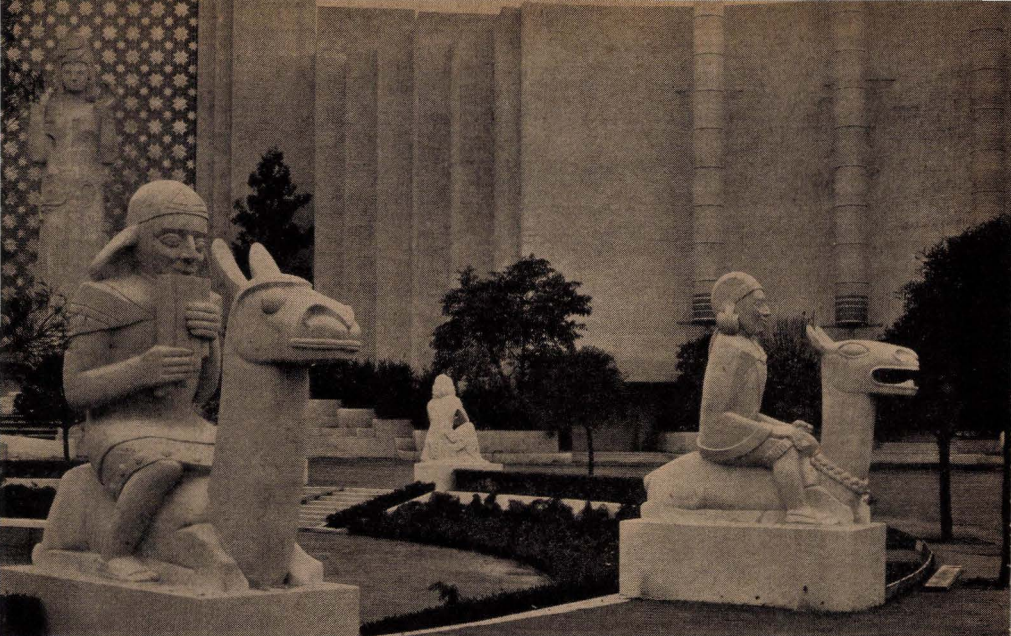
**Libby, McNeill & Libby** . . . Step up the gangplank of the Libby Treasure Ship and be whisked away to the fragrant and delicious land of fruit juices. The first deck is your juice bar, and you are entertained with the dancing, singing marionettes on the upper deck. It's a gala voyage.

**Liberty Orchards** . . . The crisp flavor of Washington apples has been combined with nuts in a unique candy combination you will enjoy.

**Loma Linda Foods Co.** . . . Special Loma Linda health foods are on display and their merits will be explained to you. You may also taste these delicious foods.

**National Biscuit Company** . . . Presents National Biscuit Theatre which is air-conditioned and, with continuous performances, features a 15-minute show. Leading the program will be "Mickey's Surprise Party," a specially produced cartoon in technicolor by Walt Disney, showing the antics of Mickey Mouse, Minnie, Pluto and Fifi. Second, will be a film in which Walter O'Keefe serves as off-stage commentator. Around the exterior, marches the animated Puppet Parade designed by Tony Sarg, and which depicts 36 scenes from stories dear to children. A huge mural portrays various members of the animal kingdom doing plain and fancy juggling.





*Dynamic sculpture and art work enhance the Courts*

**Rathjens** . . . Canned goods of every variety and to suit every taste are put out by this company, and form a main part of their display.

**Refreshment, Inc.** . . . The bright red, coin-operated coolers that are located all over the grounds, magically produce a chilled bottle of Coca-Cola for your nickel. But, do you know anything of the workings of this company in the production of Coca-Cola? A complete bottling works is in actual operation for you to observe what goes on behind the scenes in the plant. A gay and comfortable lounge is a feature of this display, to make you remember the Coca-Cola producers with pleasure.

**Rex Import** . . . The Kochfix Quickcooker cooks an entire meal of meat and greens in four minutes.

**Roma Wines** . . . An interesting and mysterious little man will tell you of the merits of Roma Wines,

from the superior California vineyards, to the fine methods of fermentation used by this company.

**See's Candy** . . . Creamy fudge and chocolates are poured out of the mixer, and, a few minutes later, you can buy some of the temptingly displayed confectionery.

**Sun-Maid Raisins** . . . Raisins are elevated to a feeder concealed in the top of the building and then passed down through a glass-faced conveyor into Sun-Maid packages.

**Sunnyvale Packing Company** . . . A soup kitchen display is representative of the organization and operations of this packing company. California quality vegetables, from the Sunnyvale ranches, are used in making the famous "Rancho" soups. Now being perfected are the new chicken noodle and mushroom soups. Last year, over a half-million people sampled these "Rancho" products.



## THE PALACE OF HOMES AND GARDENS

**Aluminum** . . . The use of one of the world's lightest and strongest metals in many fields, from cookery to aviation, is reviewed in this exhibit. Dioramas and pictures of plant operations describe the making of this exceedingly useful alloy.

**Associated General Contractors** . . . Modern methods of building low-cost homes, and countless suggestions for renovation and modernization of outdated structures, lend this exhibit great interest for every present and prospective home-owner.

**Associated Novelty Shop** . . . Souvenirs of the Exposition.

**Bahai Temple** . . . A model of the temple built by the Bahai group at Wilmette, Ill. Termed "the most beautiful building in the world," the Bahai temple embodies distinctive phases of every school of architecture.

**Blindcraft** . . . Blind persons working at this exhibit produce attractive garden furniture in reed work, in straw and other media.

**Building Trades Council** . . . The important results of labor organization among the building trades is the theme of this group's exhibit. It takes men to build houses, and these are the men concerned.

**California Homes** . . . The latest types of homes, with emphasis on the freely expansive architecture of the designers in the Far West.

**Cement** . . . No longer is cement use confined to sidewalks or floors; today, bricks and roof shingles too are made of durable concrete.

**Chamberlin Weatherstrip** . . . Practical suggestions for keeping that brisk winter wind out, coziness and warmth within. You'll see actual "before and after" samples of how weatherstripping works.

**Jules Charbneau** . . . Famed as the world's foremost connoisseur of minute objects, Jules Charbneau has brought to Treasure Island 28,000 miniature curiosities, ranging from two silver chairs and a table on an ordinary pinhead to the duelling pistols less than one inch long which may actually be fired.

**Clifford Sprinklers** . . . An obvious answer to gardeners weary of holding the garden hose for hours at a time is demonstrated.

**The Cramer Company** presents a comprehensive story of its products and demonstrates their value to the home-maker.

**Crane Company** . . . Model tiled bathrooms in bright colors. The complete story of plumbing in the home.

**Dewalt Saws** . . . Here's where the mechanical-minded male can brush up on the latest tools for cutting both metal and wood.

**Doss Enamel** . . . Color matching charts and gaily painted woods give you ideas for redecorating your own rooms and gardens.

**W. P. Fuller & Co.** . . . An exhibit booth made entirely of different types of structural glass indicates that the emphasis is on glass for all purposes. Paints and wallpapers are also shown.

**Gladding McBean Company** . . . Ceramics and pottery in gay colors; table settings that are frequently changed and that should give housewives new ideas to try out at home.

**Hardwood Association** . . . Floor sections and panels in attractively polished, everlasting woods.

**Heating Contractors** . . . Air conditioning units are thoroughly described and diagrammed. Heating costs are analyzed for you.



**Home Builders . . .** Suggestions for maximum utility and comfort in minimum space and at low cost.

**Horn Products . . .** Waterproofing, wear-conditioning, and many other specialty protective materials are the famous Horn products. Try your hand at caulking a window under the supervision of experts, or discover that cement comes in all the colors of the spectrum.

**Household Appliances . . .** Features labor-saving and time-conserving devices to give the housewife more leisure hours. See how easy it can be to keep a home clean, comfortable, and cozy for the family.

**Hundley Hardware . . .** Locks and accessories that are decorative as well as secure. Modern metallic finishes that blend with latest colors.

**Johns-Manville . . .** You will be intrigued by the startlingly beautiful finishes on fire-proof, age-proof asbestos and composition wall boards. See the washable and colorful kitchen, the modernistic paneling in the smart model rooms; roofing material and other outdoor products in use.

**Kraftile . . .** This amazing new material is shown in charming models.

**Edna Kirby's glass house . . .** Do you wonder how other people live? What products and tools they depend upon for greater ease in the execution of their simplest tasks? For new ideas, look through the glass walls of this delightful little house, and get a new slant on your own habits in this regard.

**Libby-Owens-Ford Glass Company . . .** Early glass blowers have stepped aside for the magical wonders of a new age in glass. Great sheets of tempered plate glass can be utilized in construction, for there is an extraordinary resistance to physi-

cal and thermal shock. There is a translucent glass that transforms buildings into beacons of glowing color, or there is the infra-red ray-absorbing plate glass that keeps out the heat of the sun. Along with these startling innovations in building with glass, the Glass Carnival of Fun takes you to the land of whimsy, so count on a good time at this exhibit.

**Marchant Valve Company . . .** Automatic, leak-proof faucets that are operated by water pressure. Working models to convince you.

**Masonite Corporation . . .** Wood fibres have been mixed into every conceivable combination, and enter your home as luxuries and as necessities. Many times you are not aware of these natural products in a modernized home, but you do realize the greater endurance or ease of handling of Masonite products. This show will reveal many of the secrets behind the manufacturing of these goods, and will display the new features that have been devised for greater comfort in the home.

**Michel and Pfeffer . . .** Tools and working equipment that will meet every building situation are on display. There are new uses for some of your own tools that are demonstrated by this exhibit.

**Mormon Tabernacle . . .** Miniature of the famous tabernacle in Salt Lake City. You may rest awhile here and enjoy the organ recital and the natural color picture projector.

**Gabriel Moulin . . .** A complete photographic salon and studio is established here as an exhibit and as a convenience for visitors. The Moulin Studios are the official photographers for the Fair, and many artistic pictures of the fairgrounds and buildings are available to visitors.





*The Fairy Queen and St. George watch over the entrance to the Homes and Gardens Bldg.*



**Nu-way Coupling** . . . A good, gentle rain is about the easiest way to water the garden, but there also is a lot of ease and comfort in using these new sprinklers.

**Palace Hardware** . . . Miscellaneous utensils for the home (both the kitchen and the workshop) come in for many ideas and suggestions of new uses of familiar tools.

**Paraffine Companies** . . . Over a thousand square feet of space devoted to the numerous Pabco products which enhance and safeguard the home. In addition to the world's largest linoleum mural, and a colored motion picture showing every step in the construction of a modern home, there is a charming model home, only three and one-half by five feet, but complete in every detail, furnished throughout, and protected by Pabco products.

**Pyrene Company** . . . Fire-fighting equipment for every purpose and every type of home. The principles of effective emergency fire control are lucidly explained.

**Redwood Empire Information Booth** . . . Travel information and friendly guidance for the traveler.

**Salih Enterprises** . . . The contractor's part in the planning of a home; how contractor and builder can cooperate to mutual advantage.

**San Francisco Bank** . . . Financing the building of a home is simplified through sound counsel you may secure here from the attendants.

**San Francisco Glass** . . . Glass for the small home owner, its uses, advantages, and possibilities.

**Schlage Lock Company** . . . Locks need no longer be mysteries. Here is shown the operation of a burglar-proof lock in cross-section.

**Stainless Steel** . . . Gleaming, spotless metal kitchens which make the housewife's hours in the kitchen drudgery-free and pleasant.

**Stamp Club** . . . An educational exhibit of methods of mounting, classifying, and handling stamps by collectors. Many rare issues shown.

**Standard Sanitary** . . . Latest developments in plumbing fixtures; the Neo-Angle bath.

**Truscon Steel Company** . . . Place of steel in home construction and maintenance. Actual cross-sections and samples of Truscon steel.

**Original Utah Woolen Mills** . . . Blankets and blanket sections form the novel construction material out of which the "Jack Frost House" is made. Fine wools from sheep grazed on Utah's broad plains are here woven into blankets.

**Vermont Marbles** . . . High-grade marble and its extensive use for decorative relief is portrayed.

## OUTDOOR EXHIBITS

**Little Church in the Wildwood** . . . "The Little Passion Play," pantomime in seven miniature scenes with animation, and synchronized to restful spiritual music, is set within a charming mountain retreat. The chapel is built of rustic cedar bark, cedar logs, and knotty pine. A bit of mountain wildness 'mid all the modernism of a 1940 Exposition.

**Hindustan Temple** . . . Direct from Ajmer, India, comes a small replica of a Hindustan Temple, complete inside and out with the ceremonial figures representative of the religion. This building is located at California Ave. and Clipper Way. The intricate hand-carvings on the exterior tell the story of the mysticism and fanaticism of the Indian in his religious zeal.



## THE HALL OF SCIENCE

### **American Dental Association**

... Care of teeth through the ages. The importance of oral hygiene to general health; dentistry's contribution to appearance and longevity.

### **American Physicians' Art** . . .

Some doctors are as skilled with brush and palette as with scalpel and stethoscope; works of artistic merit, created in busy doctors' spare hours.

**Bookhouse** . . . Here you may obtain skilled counsel on planned reading for the young.

### **California Academy of Science**

... Typical examples of low forms of plant life, clearly depicted in wax.

### **California Heart Association**

... Cardiac disease is America's fastest-growing fatal malady. Here you may see illustrated models and charts of healthy and diseased hearts.

**California Medical Association** . . . The fight against killing, cancerous growth has been waged incessantly by scientists in every branch of medicine. Every year new facts are found that will render malignant tumors less dangerous, and are gathered together in a comprehensive display by this Association.

### **California Nursery Co.** . . .

Graphic demonstrations every half-hour of vitamin B-1, latest boon to scientific agriculture; how "garden Goliaths" are grown with aid of chemical stimulation.

**California Tuberculosis Association** . . . The heredity factor in tuberculosis is explained and illustrated. You are shown where, why and how tuberculosis affects the human body, and how it may be cured.

**Crown Zellerbach Corporation** . . . Dioramas depict the history and significance of paper from Egyptian papyrus to modern news print.

### **Dow Chemical Company** . . .

A variegated display of the many chemicals which accelerate and control modern industrial production.

### **The Grolier Society** . . .

Alert attendants will show you how The Book of Knowledge can help you answer every child's every question.

**Eli Lilly Company** . . . The story of diabetes and insulin.

**Education Department, State of California** . . . Pictures, maps, and old relics of "school days" long since dead, form the basis for a progressive summary of the history of education in California. Another section depicts the methods of teaching conservation of natural resources in the State's schools. Adult education too is comprehensively portrayed.

**Employment Department, State of California** . . . An actual operating office will transform this exhibit into a mecca for job seekers. Here applicants for jobs on Treasure Island will be interviewed and tested within view of visitors. You will be invited to take the standard tests that confront the aspiring job-hunter in an up-to-date personnel office.

**Industrial Relations Department, State of California** . . . From the redwood forests of Northern California to the cotton fields at the State's southern border, the Industrial Relations Department does its work of conciliating labor disputes, inspecting agricultural camps, preventing industrial accidents.

**Metropolitan Life Insurance Company** . . . Test yourself for health knowledge at this exhibit's "Health Quiz Corner." A huge "life clock" tells you just how many years you may reasonably anticipate as your life expectancy.



**Motor Vehicles Department,** State of California . . . Here's a chance to find out how expert a driver you really are. Elaborate scientific apparatus tests speed of reaction, power of concentration, and other requisites of the careful driver.

**Narcotics Department,** State of California . . . An elaborate display of the gruesome equipment of the drug addict. Films show the gradual decline of a victim of narcotics and his redemption through scientific care and treatment.

**Public Health Department,** State of California . . . How medicine and education have joined hands to combat venereal disease is portrayed here. Big strides are made in community health by methods described in this exhibit.

**Quarrie Corporation** . . . Here you may rest in comfort and examine "Childcraft" and "World Book Encyclopedia for Children."

**Red Cross** . . . The relief of emergencies and disasters is told in the display of the Red Cross. In every catastrophe, this work is important.

**Pacific Roentgen Club** . . . "Magic Shadows" . . . the panorama of modern X-ray wonders in medicine and industry. See how flaws may be detected in diamonds and how X-rays are used in modern therapy.

**The St. Francis Hospital** . . . The fascinating science of plastic surgery; here are demonstrations of how skilled doctors can re-make features to enhance appearance.

**Springer Company** . . . Noah Webster's time-worn desk lends atmosphere to this display of the printers of the modern dictionary.

**West Disinfecting Company** . . . Scientific sanitation and the impor-

tance of disinfection to industry are depicted, and products which ensure healthful factories may be examined.

## UNIVERSITY OF CALIFORNIA SCIENCE EXHIBIT

**University of California** . . . The inspiring story of how science serves man is told in the elaborate \$250,000 exhibit of the University of California. Every phase of modern research into man's past and future is depicted here; soap bubble "bullets" are shot through an electrical field to show how the atom is constructed; a Cosmochron, or Clock of the Ages, with a face which represents the sweep of two thousand million years, ticks off the ages as the panorama of evolution unfolds before your eyes; a micro-aquarium magnifies a drop of water thousands of times and reveals microbes that dart through the drop as if it were a huge swimming tank.

**All the marvels of research** laboratories, marvels that will transform the world tomorrow, are here, brought before your very eyes today. And everything is explained in terms which the layman can easily grasp. Here too is located the model of the world-famous "Cyclotron," built by Dr. E. Orlando Lawrence, University of California professor who was awarded the Nobel prize only last year for building the full-size 225-ton atom smasher at University of California in Berkeley, just across the Bay.

**Merely by pressing buttons** the visitor may select tiny doll "mothers" and "fathers" from various "blonde" and "brunet" possibilities, and determine what color hair the offspring will probably have.

**There are countless things** to be learned here which you can apply to your everyday life.



## VACATIONLAND

**American Express . . .** The financial operations of this company are displayed and made available to you in this exhibit, along with general travel information.

**Associated Novelty Shop . . .** Souvenirs of the Exposition.

**Atchison, Topeka & Santa Fe R.R. . . .** A miniature train system shows you the complete operations and passenger service of this company. Scale models of Indian pueblos, industrial plants, etc., add to the realistic charm of the display.

**Boy Scouts of America . . .** The great variety of activities and services that are incorporated in this group of American youth, are shown to you.

**Candid Camera Shop . . .** All of your impressions of the Fair can be kept alive by photographs, and this shop is operating to facilitate your camera endeavors.

**Chicago and Northwestern Railroad . . .** The puppets will be having a wonderful time on the Chicago and Northwestern trains when you look in on them at this exhibit. The comforts of home in the sleeping unit are gleefully demonstrated.

**Denver, Rio Grande & Western Railroad . . .** Motion pictures take you along the route of the Rio Grande through Colorado and Utah, with accompanying color pictures.

**Doane Motor Truck Company . . .** You'll be amazed at the versatility of the new hauling trucks after a visit to this display of Doane products.

**Goodrich Tire Company . . .** Rubber products, from tennis shoes to huge tires for trucks, are spread out before you. The different processes involved in making these products are interestingly told.

**Grayline Sightseeing Company . . .** Various sightseeing routes through California and its scenic specialties are depicted in a clever diorama and in moving pictures.

**Father Hubbard . . .** The necessary equipment for the next voyage of exploration into the icebound regions of Alaska is here and it tells the story of the yearly expeditions of Father Hubbard.

**Imperial Pearls . . .** Educational pearl exhibit, with an oyster bed visible in a tank of water, where you can watch beautiful girls dive for pearls.

**Junior Chamber of Commerce . . .** Members of this group will be here to tell you of the activities, aims, and services of their organization.

**Keyston Brothers . . .** The creak of the hand-made leather saddles will make you wish for a ranch. All types of leather goods are displayed here.

**Levi Strauss . . .** It's rodeo time all the time at this exhibit. However, the mechanical bucking broncos can't bust these Levi Strauss seams.

**Machinery Show . . .** You'll get a different understanding of the great labor-saving devices shown here.

**The Merrill Co. . . .** Gold mining methods with new machines and processes developed by this company.

**National Automotive Fibres . . .** All the varieties of fabrics that add to the comfort and efficiency of your car are displayed in various forms.

**Neptune Meter Co. . . .** Developments in water, gasoline, and oil meters. Red Seal Gasoline Pumps.

**Pacific Greyhound Lines . . .** "See America via the bus lines," invites your host at this exhibit. Newest buses with air conditioning and sleeping facilities are shown.



### **Pacific Interclub Yacht Ass'n.**

... Boat models, from small frost-bites to three-rigged schooners, will reawaken the call of the sea.

**Palace Travel Coach** . . . A display of trailers demonstrates the comforts of these modern "homes."

**Pennsylvania Railroad** . . . A fascinating kaleidoscope of modern railroad operation is told by the Pennsylvania Railroad Company. The thrilling pictures of record-breaking trains, with their flashing signals and whirling wheels, are portrayed in an equally thrilling medium . . . stereoscopic "depth" movies. The new, magic motion pictures are three-dimensional, and take you into the heart of the railroad industry.

**Peterson Clipper Boat** . . . Sailboats incorporating the theories of the early Vikings are blended into the construction of the modern racing and pleasure craft shown.

**Petroleum Exhibitors** . . . The story of oil is closely related to the story of the development of the West. The major oil companies of the country have combined to give you a dramatic story of this vital resource. A model refinery brings the facts of oil purification to life for the layman. A free puppet show and movies in the Petroleum Theatre are provided for your entertainment.

**Railroad Historical Ass'n.** . . . The memory of these quaint old trains on display will increase your comfort on your next railroad trip.

**Railway Express Agency** . . . Two pictures painted on the same canvas by John Garth tell the story of the 101 years of the Railway Express. When black light or ultra violet light is turned on the oil painting, the picture changes into a different scene of Railway Express activities. Regular operations are carried on

here, and you may express your presents or souvenirs home.

**Rheem Manufacturing** . . . Sheet metals are turned into tools for most industries, and their various uses are explained to you at this exhibit.

**Southern Pacific Railroad** . . . A visit to the "Southern Pacific Roundhouse" will teach you how engines are yarded in and overhauled—for a roundhouse is the repair shop for railroad locomotives. At this exhibit in Vacationland the Roundhouse is also the locale for the story of pioneering the country by rail. The railroads will no longer be mere fast ways of getting to a destination, but you will realize that the slim bands of steel are bonds that help maintain the unity of the people of the nation.

**Union Pacific Railway** . . . Dioramas and model trains paint a glowing picture of the growth of this company through the development of the West, in which it was an important factor.

**Weeks-Howe-Emerson** . . . All the fittings of ships are here to tempt you sailors who are beached on Treasure Island for a day at the Fair.

**Western Pacific Railway** . . . Be conducted through the "Exposition Flyer" by the charming hostess-nurses, and learn more of the services of the Western Pacific.

## **NATIONAL GARDEN SHOW**

**Thirty-three exquisite gardens** feature one of the finest expressions of horticultural art ever seen in the West. Occupying over 80,000 square feet of space, this display is located to the east of the Homes and Gardens Palace, in the area bounded by California Ave., Farallon Ave., Blossom Lane and Golden Bell Way.

**Admission** is 15c. Children under 10 free, if with adults.





*To the right of "Pacifica" stands the Ford Building*

## THE FORD MOTOR COMPANY EXHIBIT

An entirely new and different type of exhibit has been planned by the Ford Motor Co. to entertain Fair visitors in 1940. In the large palace at the northeast corner of the Court of Pacifica, nearly an acre of display space is devoted to presentations of transportation progress.

**The "Drama of Transportation . . . Horse-drawn Vehicles"** consists of twelve units in an artistic setting which curves around a rotunda, the center of which is a turntable 20 feet in diameter. Among the interesting vehicles, which are a part of the Wohlbruck Collection of Monterey, Calif., are a "Gentleman's Buggy," made by Brewster, and presented by Leland Stanford to Timothy Hopkins as a wedding present; and the "Governor's Coach," built at a cost of \$10,000 in the days of the Comstock Lode bonanza in Nevada.

**Motor-driven vehicles** form authentic evidence of the Twentieth Century's progress in transportation. Large photo-murals, dealing with the subject matter, form an interesting background for these cars. Included in this exhibit are: a 1903 Ford; the famous Ford "999"; a Sunset Touring, made in San Francisco in 1904; a 1906 Model S; a 1915 Model T Ford; the 15,000,000th Ford Model T; a 1928 Model A Ford; and the 27,000,000th Ford, which was assembled at the Ford plant in Richmond, Calif., on February 15, 1939. There are three streamlined 1940 Ford Model cars to climax the show.

**A complete theatre**, seating 250 people and making frequent showings of technicolor films, is open free to the public. One specially-prepared scenario dealing with Ford industry is included among these films.



## THE GENERAL MOTORS EXHIBIT

In the Court of Pacifica an entire palace is utilized for an exciting display of the many products of the General Motors Corporation. Modern decorative effects have been obtained through the skillful blending of turquoise wall paneling with an overhead draping of gold cloth.

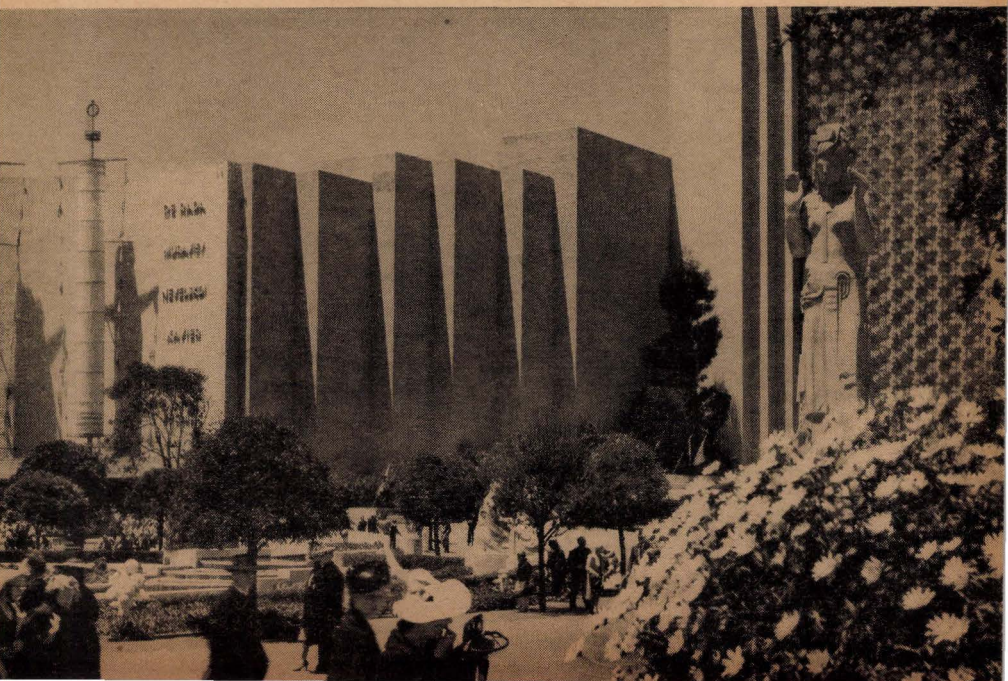
**Skilled research commentators** give an amazing story of the latest scientific achievements and explain how we will benefit directly through the development of these discoveries. A higher standard of living, more safety from accident, and better amusement, are but a few of the results we may expect. There is glass, made from wood, that will not permit the transmission of heat, and that weighs only half as much as ordinary glass, although it is much stronger. Light that can be poured like water, and a host of other miracles of science, are demonstrated.

**Plexiglass** is the secret of the glass car which can actually run. This crystal-clear plastic was used in constructing the hood, fenders and outer body panels, so that one may see the rigid interior bracing and such features as the working mechanism of the no-draft ventilation system employed in the "uni-steel" turret-top bodies. This transparent car is complete in every detail of working parts, except for the insulating material applied to the inner surface of the steel outer sheeting which is used in standard production models.

**Divisions of General Motors** participating in this building include Chevrolet, Pontiac, Buick, Oldsmobile, Cadillac-La Salle, Fisher Body, AC Spark Plug, Frigidaire and others.

**Murals by Dean Cornwell**, in aluminum and golf leaf against a black micarta background, are on either side of the Plexiglass car.

*A view of the General Motors Building*









## THE PACIFIC AREA AND FOREIGN PAVILIONS

**The theme center of the Exposition** is this area where are grouped the pavilions of the nations which border the shores of the Pacific Ocean. North, South and Central America, the Antipodes and the Asiatic Continent are all represented here in graphic and entertaining exhibits of different designs.

**To the United States**, dedicated to the ideals of peace and friendly relationships with neighboring nations, the Pacific has assumed an increasingly important significance. With the outbreak of trouble in Europe and the consequent closing of many channels of trade and intercommunication, the world again must look to the West and to the Pacific for its cultural growth and expansion . . . realized only in peace.

**The countries of the Pacific**, their cultures, peoples, and products, are symbolized by a picturesque group of buildings and sheltered courts of appropriate national styles. Many of these nations have individual pavilions with displays of their customs, history and arts. Under the supervision of the Exposition Architectural Committee, the architects of the pavilions have been enabled to present a strikingly effective and harmonious assimilation of the many varying means of construction.

**The Latin-American countries** take an especially prominent place in this international picture, for, like the United States, they are much concerned with the vast Pacific and its development. Their coffee, minerals, drugs, meats and crops may find po-

tential markets of great value. Unquestionably, these nations to the south of us are rapidly emerging as one of the most important, if not the greatest, of the world markets for the products of the United States.

### PACIFIC HOUSE

**Designed by Wm. G. Merchant.**

a leading San Francisco architect, this handsome and spacious building dramatizes the Pacific theme of the Exposition—becomes both illustration and exemplification of all that the Pageant of the Pacific implies. There are four great windows which open to the points of the compass and symbolize the four Pacific continents. Even the plants in the building are those which were originally found in the Pacific areas, although they have now spread to all the world.

**Pictorial and Ceramic Relief Maps** illustrate graphically the varied aspects of the Pacific continents and islands. The six pictorial maps are the work of Miguel Covarrubias, assisted by Antonio Ruiz, and they show the arts, animals, peoples, products, plants and housing of the Pacific region. They also summarize the contributions of these races to world culture, as well as representing their characteristic and decorative phases of life. The ceramic relief was done by Antonio Sotomayor, aided by the geographer, James Newhall, who supplied the cartographic detail. It is in the form of a fountain, located in the main hall. An illuminated glass map, by Edgar D. Taylor, faces the entrance, and traces the trade routes of the great Pacific Ocean.



**Dioramas of Exploration** in the Pacific have been designed by John Haley and John Townsley, and are to be seen in the darkened chamber opposite the main entrance. Various aspects of Pacific life and art, details of which are changed every week, occupy the corners of the central hall.

**A magnificent library** and reading room for the convenience of scholars and other visitors is provided by American publishers who have loaned books and other reference publications. Carefully selected material, in various languages, is available to those who wish to study more deeply the many phases of the Pacific peoples and their countries.

**A mural in the conference room**, by Hilaire Hiler, portrays the various countries and their flags. In

this room are held lectures, musical programs and motion pictures pertaining to the Pacific nations. These events are presented, free to the public, every afternoon and evening. Conventions of authors, clubs and scientific societies make their headquarters here on different occasions during the Exposition.

**The future of Pacific House** is yet to be decided. It is to be hoped that some of the tentative plans to make it a permanent part of San Francisco's cultural and business life may be fulfilled. The value of such an institution, from both commercial and aesthetic standpoints, is not to be denied, for San Francisco stands at the threshold of a great expansion to the West and to the South across the broad Pacific.

## THE PAVILION OF THE UNITED STATES OF BRAZIL

**In a tropical patio**, against a luxuriant background of Bird of Paradise, rubber and banana trees, and tree-ferns, you may sip the pure Brazilian coffee or South American tea, "maté." This picturesque Cafe Brazil occupies the entire south wing of the attractive building.

**Native South American music**, fitting to the mood and atmosphere, is played by the Brazilian ensemble in the Cafe Brazil during the afternoon and evening. At frequent intervals, these tangos and rhumbas are broadcast to South America, as well as over national networks. This music hauntingly tells the story of things Brazilian, as do the murals, maps, and handcraft displayed here.

**Whether it's coffee in test tubes**, or coffee served you in the open patio to the tune of South American songs, the flavor is richly Brazilian and delectable.

**The 87 different grades of coffee** grown in Brazil are displayed in test tubes along the northern wall in the Great Hall of the building. Although coffee is the major interest and industry in Brazil, a glance through the rare old books on the history of Brazil will tell you that the coffee plant was not introduced here until 1727. The rolling tablelands so suitable for healthy coffee trees are colorfully portrayed by the great murals, by Jane Berlandina, hanging above the coffee display.





*The west and southern wings of the Pavilion of Brazil*

**A map of Brazil, etched on plate glass,** hangs in the Tourism Room. The scenic interests of the towering mountains, broad rivers, and tropical forests, are gayly told in phoramas accompanying this huge rectangular map. On either side of this room are alcoves, with a collection of semi-precious stones.

**Native silks, cashmeres, and laces** on display, take you into the heart of a nation whose background is predominantly Portuguese. Unlike most other South American countries, whose peoples are of Spanish extraction, Brazil was a viceroyalty of Portugal. Again, a reference to the interesting old books on display will give you an insight into this history.

**Thirty-nine varieties of wood** specimens from Brazil's forests show you valuable hardwoods, used for cabinet work, displayed in contrast to more rugged types used in wheel spokes, scaffolds and ship timbers.

**The pavilion is an adaptation** of Brazilian architecture to a modern world's fair. The architecture, designed by Gardner A. Dailey, is highlighted with 40-ft.-high murals by Robert B. Howard on the main eastern and western exterior walls of the pavilion. They tell the story of Brazil's scenery and recreation, and its dominant industry, coffee.

**To North America . . .** this South American neighbor is of vital importance as it is a source of one billion pounds of coffee annually, and, still more important, as it offers a vast market. The country of Brazil, as clearly seen in the big relief map of South America in the Great Hall, covers an area larger than the United States proper, without Alaska and our insular possessions. The present population of 50,000,000 people uses many American products, and the size of the country offers the opportunity for an even greater expansion.





*Colombia's Pavilion is typically South American*

## THE PAVILION OF COLOMBIA

**Fresh white walls** and gaily colored decorations invite you into the modernized Spanish Colonial pavilion of Colombia. "Come up the wide stairs and into the exhibit room" insists the gay spirit of the building. You will find yourself studying the odd Indian designs in the hand-hammered silver, and marveling at the delicacy of the work. Out of the ancient tombs come pieces of gold Indian jewelry that will tell you a dramatic story of the ancient Colombian religions and peoples.

**Archaeologists** will spend most of their time in the official display of collections of Indian relics. Those old weapons are from the Chibcha and Pijaos tribes who form a great part of the background of the present civilization of Colombia.

**A typical Colombian plantation**, with the coffee trees growing

in the shade of the taller avocado trees, is portrayed for you in a large and realistic diorama.

**Miniature coffee export sacks** of the roasted coffee are given to visitors, as are miniature tins of ground coffee. You'll carry the flavor of Colombia with you for many days. Coffee is served, also, in the patio.

**Rich in minerals**, Colombia is the only country at present producing emeralds. There is quite a difference between the quartz and the finished jewel, as you can see from the beautiful display. The gold, copper, platinum, silver, mercury, and other minerals found in great abundance in this South American country, have a major influence on the native hand crafts of the country. They have been pounded into implements, or carved into ornaments or ceremonial forms of interesting designs.



## THE PAVILION OF ITALY

**The gaiety and color** of Italy are presented to you in the Italian Pavilion. In the construction of the building, precious marbles, sent over from all the provinces of Italy, were used for the portico and interior. The pilasters are white-veined calacata marble. You can sense the thrill of achievement of the builder when you touch this smooth stone.

**Leading Italian towns** are named in one-foot-thick letters on the tower that ascends 115 feet. In the portico you can see movies that tell the story of art and industry in Italy.

**The blue of the Mediterranean** will be shown to you in dioramas and pictures of famous seaside resorts. Italy plays an important part in the history of the various arts, and is well in step with designs of the future. The dioramic display in

the main room is designed by Signor Prampolini, pupil and friend of Marinetti, the father of futurism in art.

**Girls in folk costumes** will be your hostesses, and explain the linoleum maps of Italy, or the displays in the three-dimensional niches around the walls of the pavilion.

**A comfortable lounge**, with bright green leather chairs, fountains, flowers, and copper illuminators, will enable you to relax in a truly foreign atmosphere. Dr. Alfio Susini is responsible for the building designs.

**The climate of Italy** is very similar to California, so those snow-capped peaks and sunny valleys will seem familiar to the visitor. Venice, Ravenna, Naples, Sicily, Lombardy, Tuscany . . . regions whose names alone delight you . . . are all pictured here in story and color.

*A portico of precious marbles distinguishes the Italian Pavilion*





## THE PAVILION OF JAPAN

**2,600 years of the Japanese Empire** are being celebrated this year. The exhibit tells you the story of this growth, and sets the pace for the future of the country. American-Japanese girls, in the ceremonial costumes of their ancestors, speak of the exhibit with American accents, and are living examples of the meeting of the East and the West.

**The quiet charm of an old Japanese Garden** has been created for you by an eminent architect from Tokyo. Every stone, shrub, and flower has been placed to form an accent or a note of color in the whole design. The gardens and pavilion are authentic, as even the workers and materials were brought from Japan. At night, the lanterns sway to the rhythm of the tinkling bells, hanging where the wind will touch off Oriental notes and bring to you the magic music of the Far East.

**Modern and traditional forms** are combined in the design of the pavilion, which has a little of the feudal castle and something of a Samurai house in its distinctive architecture. The building is principally made of wood, even to the joiners. The blue-coated craftsmen and master craftsmen from Japan worked from hand-tied scaffolding.

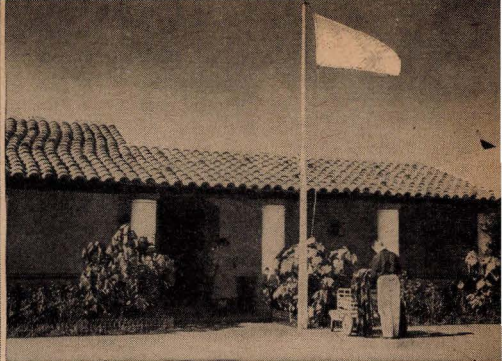
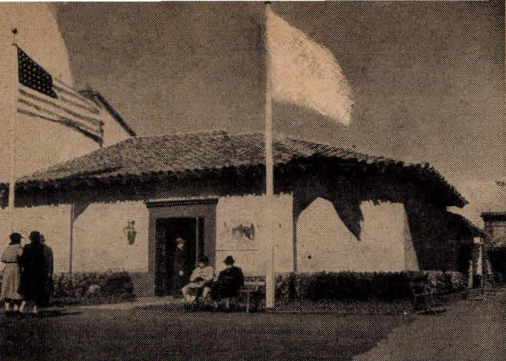
**The production of silk**, from the cocoon to the finished product, is on display in the pavilion, and is explained to you by colorful Nipponese girls. The actual specimens as well as models, showing silkworm eggs, growth of the silkworm, moths and cocoons are to be seen. Adjoining the raw silk production are cases with the finished products, which show old and new uses for silk.

**"Sayonara! Come again!"** is the gracious word of your hosts as you leave this enchanting place.

*Medial Lake furnishes a beautiful setting for Japan's unique Samurai House*







## INTERNATIONAL COURT HOLLAND

**Home port of the empire** of the Netherlands is this land of dikes and tulips. It is hard to visualize the crisp Hollander having relatives down in the steaming jungles of the rubber country of the East Indies, but to such far boundaries does the sovereignty of the Netherlands extend.

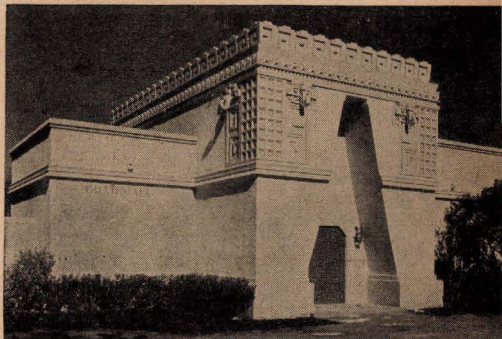
**You'll travel the globe** when you visit this interesting exhibit. Beautifully embroidered linens with windmills will be displayed next to intricate batiks and silver ornaments. The story of the great fishing industry is told, alongside the Hindu-Javanese temple ceremonies. Those great contrasts make your visit exciting.

### PORTUGAL

**Tile from Portugal** means high quality of material and great beauty of design. No less famous are the laces, wines, and cork that are exported all over the world. They all are represented in the Portugal Pavilion.

**With a background** of Ibernian, Phoenician, Roman and Moorish migrations, the peasant art of Portugal is very cosmopolitan in style. The colors are mixed lavishly and the patterns are gay and interesting.

**Portuguese pottery and linens** may be obtained in this building from the charming attendants, who are dressed in native costume.



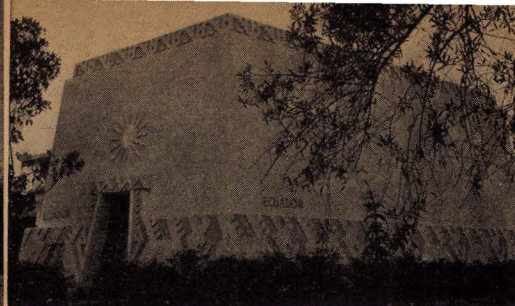
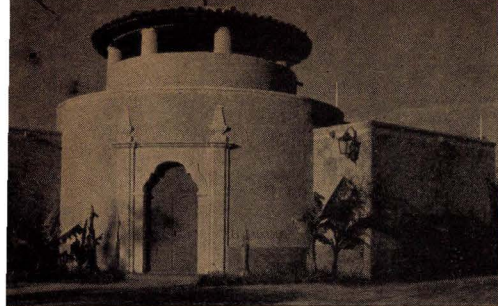
*Upper left: The Swiss Pavilion. Upper right: The Dutch Pavilion. Lower right: The Portuguese Pavilion*

## SWITZERLAND

**Alpine flowers**, growing just under the crest of the Jungfrau, give an individual flavor to the milk of the grazing goats that is carried over into the world-famous cheeses from Switzerland. High above the pastoral meadows are the snowy crags and valleys that are so perfectly suited to winter sports. These things and more are pictured and represented for you at the Swiss Building.

**Geneva is the home** of the League of Nations, and St. Moritz is the world headquarters for snow enthusiasts. Quaint, peaceful Switzerland has features that the whole family will enjoy. You'll wish the Atlantic weren't so wide, when you look at the majestic splendor of the Alps which tower above the spruce and picturesque mountain villages.





*Upper left: The Pavilion of Uruguay.  
Upper right: Unusual structure of Ecuador.  
Lower right: The Mexican Market*

## MEXICO

**Modern Mexican Art** is spreading its influence all over the world, and will be on display in the Mexican Pavilion. Water colors, oils, and etchings that speak from the heart of the Mexican people, will be interesting to connoisseur and layman.

**Pottery from Oaxaca** and silver work from Tasco are colorfully displayed. You'll want to find use for the deep-hued, hand-woven serapes.

## URUGUAY

**A pastoral scene** sets the tempo for the display of Uruguay. The great industry is stock raising, as the plains and grass lands are ideal. This basic activity greatly influences the crafts of the people in this region.

**Leather workers** constitute the greatest class of craftsmen, and gold and silver designers are also represented. Textiles are hand woven, and are displayed with samples of pottery.

## COSTA RICA

**High in the mountains** of Costa Rica grows some of the finest coffee produced in the world. Down in the great grass lands are found virgin stands of rosewood, mahogany, cedar, and cabinet hardwoods.

**Wood carving and design** are a vital part of the arts and crafts of this country that is so bountifully supplied with fine woods. These carvings will show the strong influence of Spain, for Costa Rica has a very high percentage of pure Spanish lineage.

**This progressive republic** proudly presents dioramas and murals that tell the story of alabaster, granite, turquoise, gold and silver mines, as well as hydraulic sawmills and coffee roasting.

## ECUADOR

**Ancient civilizations** leave behind them stories of amazing scope. From Ecuador come works of art dating back to the Fifteenth Century, and archaeological specimens of even earlier periods. These are on display, together with modern art and hand crafts of this Latin nation.

**From mountains to seacoast**, the scenery of Ecuador is exciting. Rich tropical plantations of coffee and fruits are productive as well as beautiful. These are all presented by pictures and dioramas.



## MALAYSIA

**Big game hunts** are among the most popular activities in the steamy jungles of the Malay States. You will see magnificent trophies of the chase—giant tiger and leopard skins, among others that are displayed.

In **interesting contrast** to the constant fight against the jungles are the hand-woven materials, with thin streaks of beaten silver thread, that express the native arts and crafts.

## FRENCH INDO-CHINA

**Chinese and Indian cultures** have merged with an unique result in this country of the Angkor ruins. A large map shows you how the influence of the different provinces on the native crafts has come from the East and also from the West.

**Native artisans from Saigon** carved the decorations, and fashioned the building, which was then sent to the Fair in sections.

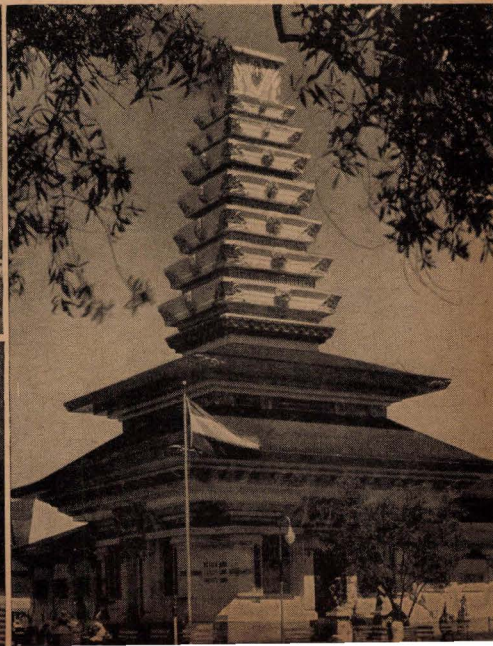
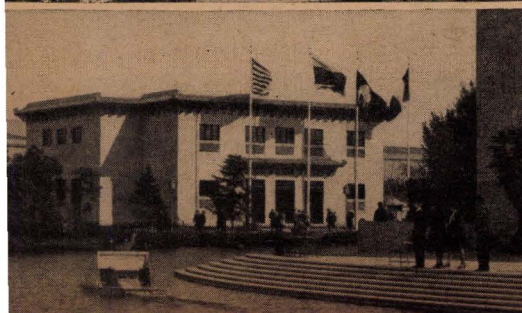
**Hand-beaten silver**, fashioned in the mystical designs of the country and made into bracelets, rings, and boxes, is on display and for sale. Carved ivory, paintings on silk, lacquer work, and pottery, all speak of the mysterious Far East.

## INTERNATIONAL TREASURE CHEST

The **mystically beautiful** "wishing rug," created by the loving fingers of two girls, is on exhibit. Woven into the magnificent pattern is the story of their love for a member of the French royalty, so that intertwined with the Persian design is the continental motif.

**Watch the native rug weavers** from Persia create the lavish designs of their ancestors, or the artisans carving on the lovely jade. The various countries are scheduled to have representative arts and craftsmen plying their age-old trade in this exhibit.

*Upper left: The Malaysian House. Lower left: The Pavilion of French Indo-China. Right: The International Treasure Chest*







*The International Market and the bandstand where concerts may be heard daily*

## INTERNATIONAL MARKET

**The wares of the world** are spread out before you in the great International Market, to tempt and exhilarate you with their bizarre display. A true caravanserai is this huge pavilion, where the nomads meet and exchange their goods. Don't expect to resist the excitement and lure of such a market day. Twenty countries, listed here, have brought their products to this square:

**African . . .** Morocco leathers, Ottoman seats, Egyptian brassware, Persian rugs and Damascus steel articles are here, along with old Oriental jewelry and pottery of the Near East.

**Bali . . .** Combined with Holland and Java, this island group brings pottery, glassware, batiks for costumes, and ceremonial dolls.

**Belgium . . .** The laces, tapestries, and embroideries of this country are displayed with the Swiss and Italian goods. Wooden shoes and Florentine jewelry await your arrival.

**Cambodia . . .** Out of the deep jungles, the natives bring fantastic ornaments, or pieces of jewelry and curious silver carvings.

**Czechoslovakian . . .** Fresh blues, greens, and yellows shine in gay designs on the pottery of this country. Linens and embroidery of this country.

**Danish . . .** Denmark sends clear, delicate glassware, and pottery that is suited to the crystal.

**English . . .** Butterfly wing products, linens, silver, and china all have a bit of English heather in flavor.

**French . . .** Each province has distinct costumes and customs. You can learn them when you see them.

**Holland . . .** Batiks and native parasols from the far-flung boundaries of the Netherlands are part of the display, which is combined with the Java and Bali goods.

**Hungarian . . .** Peasant costumes for gypsy dancing will touch your imagination. Dolls and laces and jewelry are temptingly displayed.

**India . . .** The poetry of the Indian lyrics is woven into the silks, and you will find Kashmir ware on exhibit.

**Italy . . .** Together with Switzerland and Belgium, dolls, wooden shoes, linens, tapestries, and laces are spread out for you by peasant girls.



**Japanese . . .** From the Far East come the satsuma ware, lacquers and cloisonne of Japan.

**Java . . .** Have you seen the native girls tracing out the intricate batik designs? These colorful goods are draped in a Holland-Java-Bali shop.

**Mexican . . .** Contemporary artists' works are on display, with the metal work and woven goods of the different races of Mexico.

**Philippine . . .** Famous for hemp products, the Philippine Islands also produce hardwoods and tobacco.

**Polynesian . . .** The lushness of the Islands shows up in the wood carvings and perfumes that the natives display for you.

**Rumanian . . .** Rumanian blouses, dolls, embroidered handbags, handkerchiefs and luncheon sets invite you to buy at this colorful shop.

**Switzerland . . .** The sunshine and clear mountain air of the Alps is reflected in the embroideries, laces, linens, and Swiss chocolate.

**West Indian . . .** Jungle jewelry, grass baskets, shells and coral give you the flavor of the West Indies.

## PAVILION OF NORWAY

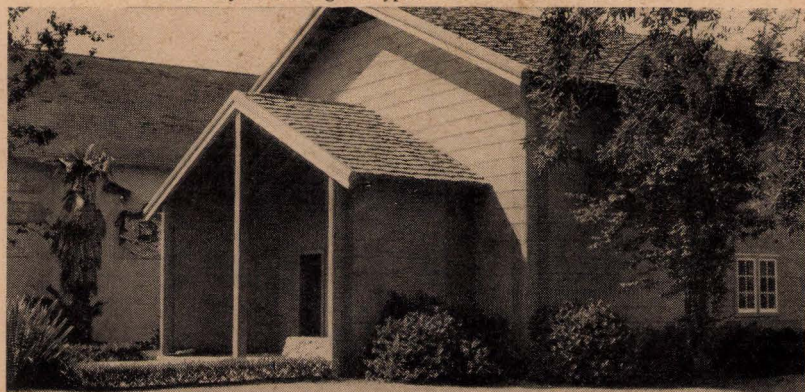
**The clean slopes of Norway** greatly influence the arts and crafts of that northern country. The architecture of the Norwegian Building is simple and functional. It houses the displays of peasant goods of Norway, and a small restaurant which specializes in Scandinavian food.

**Sponsored by local Norwegians**, due to the war conditions in Europe, this exhibit is dedicated to the ideals of peace and progress.

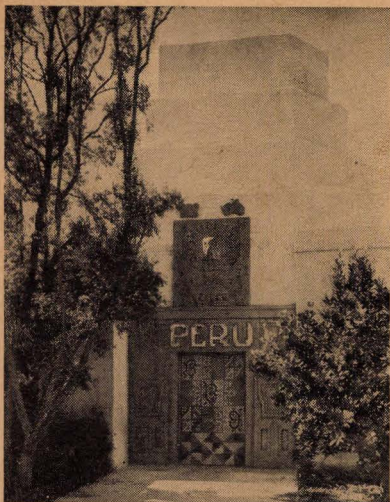
**Norwegian glass**, famous for its purity of line, is displayed along with the hand-carved silver, gold, and pewter ware. A surprising gaiety shows up in the colorful hand-painted woodenware made by the peasants of Norway. The native hand-crafts tell the story of the history and growth of this Scandinavian country as graphically as do the paintings that decorate the walls.

**Skis are synonymous with Norway**, and you'll find knitted mittens, socks, and sweaters that a skiing nation have found most useful.

*Norway's building is a typical Scandinavian structure*







*The Incan entrance to Peru's Pavilion*

## PERU

**The great Incan culture**, that was old in the days of the Spanish Conquest, was centered in what is now Peru. The people of Peru have developed a great individuality of hand crafts, which are displayed in the pavilion. The ancient crafts are exhibited next to most modern hand work, showing the growth of the people's ability and vision.

## HOSTESS HOUSE

**The varied interests of women**, both individually and collectively, all find a common meeting ground in the Hostess House, located in Hibiscus Glen. In an effort to bring together all the women who have served on county and western states committees under a program of the Exposition's Women's Board, this organization was formed. Programs and group meetings, varied to suit the interests of all, are planned, with room for many new activities. Unaffiliated women are welcome.

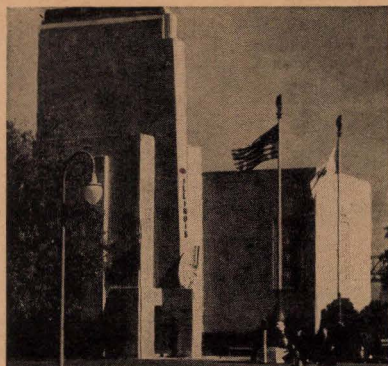
**Arts and Crafts exhibits** will be rotated to keep the show refreshing and stimulating. They will be on display in the auditorium. A group of charted illustrations showing the achievements and purposes of major women's clubs are permanently on display in the auditorium, as examples of the constructive work being done in similar fields.

**Looking over the Lake of Nations**, this Hostess House truly is a delightful meeting place. The lounge is smartly furnished, and offers a good opportunity to gather with informal discussion groups.

*The Hostess House has an authentic, tropical setting*







*Entrance to the Illinois Building*

## ILLINOIS BUILDING

**Abraham Lincoln stands in front** of this building erected by his own state. In his time New Salem people lived in log cabins and lighted candles when the winter nights set in. The streets were dusty, and the long legs of Abe Lincoln stirred the dust. It's all here for you to see, on the intriguing relief map of New Salem, Illinois. The lighting technique takes you from sunrise to candle-light with startling realism. The map alone is worth many visits.

**Chicago Stockyards** and Chicago boulevard systems are side by side in their world renown. There is a huge diorama for each of these important phases, as well as others for the oil industry, railroads, agriculture, and mining. These six dioramas revolve slowly so you can see in detail the important stories behind the creation of each.

**Cut to absolute scale** is the relief map of Chicago, with its 488,721 buildings. Every elevated railroad, highway, park, boulevard, beach and street is accurately reproduced. If you have friends there, you will be able to pick out their house.

## MISSOURI BUILDING

**The beauty of the Ozarks**, with stands of deep forest, rushing streams, and mountain meadows, are reproduced in detailed miniature in the Missouri Building. The materials making up this mountain range were brought from the Ozarks, so that no detail of rock or soil can mislead you.

**Important in our history** are the men who built Missouri. A large



*Missouri's exhibit at the Fair*

mural tells you who they were and what they did.

**The first log cabin** in the state is on exhibit, along with the Old Tavern at Arrow Rock on the Santa Fe Trail. The great pioneering spirit of the people who built this state, or went on from Missouri to other states, is vital and alive in the exhibit building.

**Modern horticultural** and agricultural achievements are shown you on huge dioramas. The pioneering spirit is still there in the growing industries of Missouri. You'll want to learn the early American songs of the Ozark mountaineers, while you relax in this "homey" building.



## THE HALL OF WESTERN STATES

**The friendly greeting of a neighbor** state is waiting for you at the Hall of Western States. Here the bonds of friendship and common understanding can be cemented.

**Where are the copper mines?** Which state grows apples? Where is it most fun to ski? Are the fish full of fight in northern rivers? So many things to find out about a sister state . . . but a few facts help cut down the miles between the boundaries.

**In individual sections,** the states have built exhibits that will give you a first-hand picture of their resources and industries. Maps of ingenious variety, movies and dioramas make you acquainted with the hinterland and cities of the various states.

**The historical significance** of peoples and events is dramatically told in this building dedicated to the citizens of the United States.

**A gigantic relief map** of the West is in the open court. It is scaled to one inch to a mile. All the details are there, from electricity in the houses to flashing air beacons. Cities come to life with startling realism.

**Hospitality is generously offered,** and its gift you will certainly enjoy. It's quicker than a round-robin trip of the country, and it will probably stimulate the curiosity of the far-flung citizens of our country.

**The Auditorium** will feature a marionette show by Salici's Puppets.

**Arizona** . . . where the breathless quiet of the desert fills you with beauty and awe, is pictorially present in this exhibit. Step inside and you will soon feel the spell of the Petrified Forest and Painted Desert.

Paintings of Montezuma's Castle and the Roosevelt Dam give you the past and the future of this western state. Typical hand-crafts are on display to show you Arizonan designs in leather goods, basket weaving and jewelry . . . all tempered by the colorful atmosphere of this colorful region.

**California** . . . presents the Central Valley Water Project in this building, in addition to the State and County buildings on the east side of the Fairgrounds. Here, the desperate need for water in certain parts of the state is shown alongside of examples of the magical touch of water where similar projects have been completed. The Los Angeles Metropolitan Water Project takes you to the problems of the southern territories.

**Colorado** . . . state of the Rocky Mountains, calls you to see "The Nation's Playground." Moving dioramas take you through mining operations of this great mineral state. The agricultural and manufacturing displays tell you the story of the development that has taken place since the first miners staked their claims. In the center of the exhibit, a 15-ft.-high animated Pike's Peak recalls to you the place this state had in the development of our western territory.

**Idaho** . . . reminds you of big potatoes. But to the Idaho farmers, big potatoes mean irrigation or water. The tremendous importance of this vital resource is the theme of the Idaho State exhibit, not only in agriculture, but mining, manufacturing, and lumbering. A close second to the Idaho potato is the great chain of ice-clad valleys noted for long months of winter sports in the hot sun or clear, cool air of the mountains.



**Nevada** . . . has a city farther west than Los Angeles, and don't be surprised to find displays of giant sloths, dinosaurs, and mastodons here, or stories of the rich minerals and precious stones taken from this state. The silver mines are the background for some of the richest and most intense drama in the history of the building of the West. The great variety of vacation sports is shown in pictures and dioramas.

**Oregon** . . . takes you to the heart of the fishing and big game country in its new exhibit. A movie, "The Oregon Trail," was made for your enjoyment, and you'll come out with the smell of the campfire in your nose, and the sound of the roaring creeks in your ears. Moving dioramas give you the inside picture of the great lumbering, mining, and fishing industries of this great northern state. You'll find this call of the trail hard to resist.

**Utah** has perhaps more strange forms of nature than any other state, and they are all pictured for you at the exhibit. Erosion has cut into the colorful mineral rock, leaving the famous Bryce Canyon, the "Wall of Windows," and the "Great White Throne" of Zion National Park. Acres of steamshovels are mining the tremendous copper mine which is so formed as to allow open face mining.

**Washington** . . . most northwestern state of the Union, is famous for apples and wheat from the eastern section, and for lumbering and scenic wonders in the western part of the state. You will see the incredible size of Grand Coulee Dam, which will change hundreds of miles of distorted desert into lush valleys. The western coast is densely wooded; there are roaring rivers in every ravine, and snow-capped mountains throughout the year. These are pictured in moving dioramas as well as in numerous photo-murals.

*A relief map, in this court of the Hall of Western States, shows accurately every detail of the West*





## FEDERAL GOVERNMENT EXHIBITS

**The Federal Building** is outstanding, not only in design, but in the extent of its informative and entertaining displays, coordinated and arranged by United States Commissioner George Creel. When Timothy L. Pflueger drew his plans for this unusual building, he gave due consideration to the fact that a great number of entirely different governmental departments would be represented and would necessarily have to be placed in different types of rooms.

**The forty-eight columns** represent the states and each one is named and decorated accordingly. The Colonnade of States, 104 feet high and 265 feet long, is divided into three aisles, representing the executive, judicial and legislative branches of the national government.

**Murals on the facade** represent the "Conquering of the West by Water" and the "Conquering of the

West by Land." They were done by artists of the Federal Art Project from plans drawn by Herman Voltz.

**National defense exhibits** include a "Flying Fortress" bombing plane, a submarine, a destroyer, an army camp, and many other displays of weapons and fighting machines.

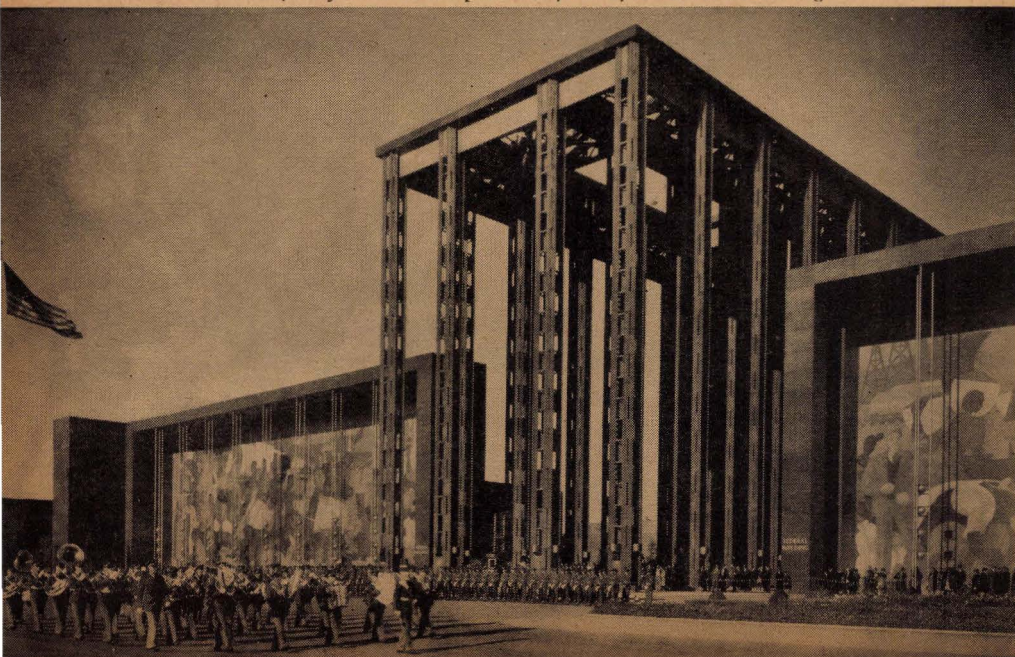
**The Army** has a Link Trainer, in which the public may take lessons from a skilled pilot and learn some of the intricacies of flying. Camp Hunter Liggett is the home of over 250 officers and men, including the 30th Infantry Regimental Band.

**The Navy and Marine Corps** have a submarine and a destroyer, open to the public, anchored near the landing dock behind this area.

**The Coast Guard** gives daily demonstrations of boat drill, life saving and rescues by breeches buoy.

**The Civil Aeronautics Authority** has an entire wing of the building

*The 30th Infantry Band leads a parade in front of the Federal Building*





devoted to working models which demonstrate the intricate planning necessary to safe air transportation.

**Construction Industries and Housing** are the background for some of the most interesting models and dioramas to be seen. A planned community of the future, with the latest styles of architecture . . . Boulder Dam, a \$30,000 working model . . . rural electrification . . . housing conditions and plans for their improvement in districts which are now slums . . . highways and their history . . . the work of the



*The Totem Pole Room*

Department of Agriculture in plant and soil experiments, reforestation, in fighting soil erosion . . . development of recreational facilities for children and adults . . . are all exhibited by different departments of the Federal Government.

**G-Men . . . Secret Service . . . Smuggling** are all explained in detail by the Federal Bureau and Departments that are concerned in fighting our costly war against crime.

**Social Security** and what the U. S. Government is doing for the under-privileged is made clear.



*Early American style of living*

**Travel America Year . . . 1940** is the theme of yet another exciting display which has models and history of transportation, photographs, and free maps and moving pictures.

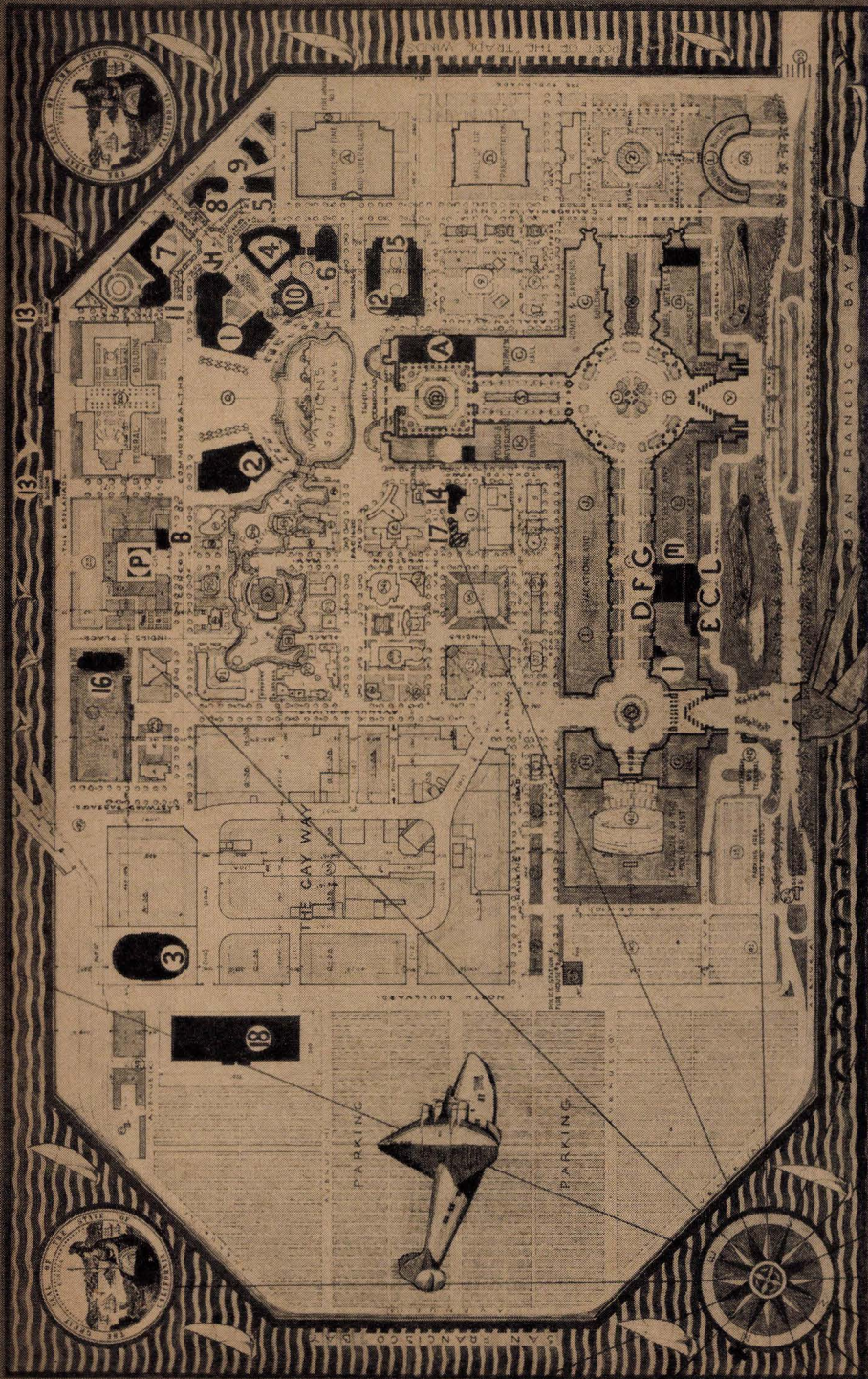
A "quiz," with prizes for winners is a challenge to travelers who want to learn more about this vast continent and its resources.

**Mayan, Incan, and North American** Indian civilizations are pictured in one wing. The Mayan culture exhibit, prepared by Tulane University, under the direction of Maurice Reis, gives a thorough explanation of that civilization.

**Fishermen from Alaska** and the Northwest coast, the hunters of the plains, Navajo weavers and silver-smiths are all represented in rooms devoted to the Indians of North America. Rene d'Harnoncourt, director of the Indian exhibit, is directly in charge of these rooms.

**Incan gold** and its fabulous history are seen and explained in the collection assembled by the University of California, with Dr. A. L. Kroeber in charge of this display.





*A map of Treasure Island showing the California Buildings in black*



# THE STATE OF CALIFORNIA WELCOMES ALL EXPOSITION VISITORS

**Magnificent California** . . . with her mighty resources, unsurpassed natural beauty, far-flung agricultural and industrial empires, culture, colorful history and inimitable recreational facilities—is veritably hostess to all the world in 1940 at the Golden Gate International Exposition.

**The State and Counties Area** occupies the southeast portion of Treasure Island in a series of exhibit buildings so comprehensive in detail that one may truly take a six months' tour of California in one short day at the Fair.

**Over \$5,000,000** appropriated by the State Legislature, together with an additional million dollars contributed by individual counties, has been expended in the erection and maintenance of the eighteen buildings representing California at the Fair. In addition to these buildings,

the California Commission to the Exposition sponsors a great many other scientific and educational exhibits—which are located in the main exhibit palaces and other buildings.

**Members of the Commission are:** Frank W. Clark, chairman; Edward H. Heller and Alexander Watchman, vice-chairmen; J. C. Berendsen, L. E. Bontz, A. M. Bowles, Francis Carr, Michael Costello, Leo A. Cunningham, Mrs. Henry E. Erdman, Herbert Erskine, Eugene N. Fritz, R. V. Garrod, A. P. Giannini, Gordon F. Irvine, Dr. Edward E. Johnson, Mrs. George J. Knox, Carl Laemmle, Jr., Wm. M. Malone, Christopher T. Merchant, Harold J. McCurry, Frederick J. Peterson, Kernan Robson, Paul C. Smith and J. C. Youngberg.

**Supervising Architect** for the California Commission was Timothy L. Pflueger of San Francisco.

## BUILDINGS, EXHIBITS AND PROJECTS

of the California Commission to the Golden Gate International Exposition

### State Buildings

- ( 1 ) California State Building
- ( 2 ) California Auditorium
- ( 3 ) California Coliseum

### County Group Buildings

- ( 4 ) Alameda-Contra Costa Building
- ( 5 ) Alta California Building
- ( 6 ) Mission Trails Building
- ( 7 ) Redwood Empire Building
- ( 8 ) Sacramento-Tahoe Region Building
- ( 9 ) San Joaquin Valley Building
- (10) San Francisco Building
- (11) Shasta-Cascade Building
- (12) Southern Counties Building

### Special Buildings

- (13) Coast Guard Pavilion
- (14) Dairy Products Display

- (15) Hall of Flowers

- (16) Recreation
- (17) Press Building
- (18) Livestock Barns

### Exhibits

- (A) Agriculture Hall
- (B) Central Valley Project
- (C) Department of Education
- (D) Department of Industrial Relations
- (E) Department of Employment
- (F) Department of Motor Vehicles
- (G) Division of Narcotic Enforcement
- (H) Department of Natural Resources
- (I) State Exhibit Space
- (J) State Highway Department
- (L) University of California Education
- (M) University of California Science
- (P) Relief Map of Western States



## CALIFORNIA STATE BUILDING

**Host Building** of the Golden Gate International Exposition is the California Building, where, with traditional western hospitality, open house is held for all Fair visitors.

**Facing the Court of Nations** from the south side, this modern building is readily identified by the 10,000-square-foot mural by Lucien Labaudt which covers the entire facade of the structure, and which depicts "The Art and Industries of California." Four panel murals on the walls, by Millard Sheets, signify "The Importance of Recreation in Society"—both adult and juvenile.

**The California Court of Flowers** is in the patio in the rear and to the south of the building.

**Concerts, Receptions** and other events are frequently presented in this building or in the patio.

**Contemporary California Art** may be seen in the Reception Room, the Octagonal Room, the Lounge and the Keith Theatre. The great ballroom is high-lighted with a mural, "Spanish Fiesta," by Jose Moya del Pino; and, in State Hall are the mural maps by Robert Boardman Howard.

**Portola's Expedition to California** in 1769 is shown in a dramatic diorama executed by Jo Mora and located in the West Wing.

**Administrative Offices** for the Commission and a suite of rooms which is Exposition headquarters for Governor Culbert Olson of California are located in the west wing of the second floor. There is a reception hall in this part of the building.

**The Architects** were Timothy L. Pflueger and his associate, Clarence A. Tantau. (No. 1 on map.)

*The Host Building of the State*







*An impressive building represents the City by the Golden Gate*

## SAN FRANCISCO BUILDING

Joined by the Court of the Great Seal to the California Building, is another host building, that of the City and County of San Francisco. Here are situated the Treasure Island offices of the Mayor of San Francisco, and a suite of reception rooms whence the City government extends its famed hospitality.

**The Noble "Court of Whales,"** by Robert Boardman Howard and Cecilia Graham, is the main room. There are here a mural by Ernest A. Born of "The Industries of San Francisco," and five standing figures by Raymond Puccinelli. Clarence A. Tantau designed the interior.

**Ten Dioramas** of colorful scenes in San Francisco's history from the year 1806 to the present may be seen off the main room. On exhibit there is also a diorama showing the city

of the future and how it may look in 1999 at the turn of the century.

**The Franciscan Missions of California** are explained in a display which is so arranged that a stranger may get a complete idea of their system and purpose.

**The Wells Fargo Historical Museum** contains, among hundreds of other relics, the original gold spike used at the completion of the Union Pacific and Central Pacific Railroads, linking the East and West.

**The Public Utilities Room** depicts such municipal projects as the San Francisco Airport and the Hetch Hetchy water and power system. The San Francisco Board of Education shows attractive examples of the handiwork of the city's school children. (No. 10 on map.)



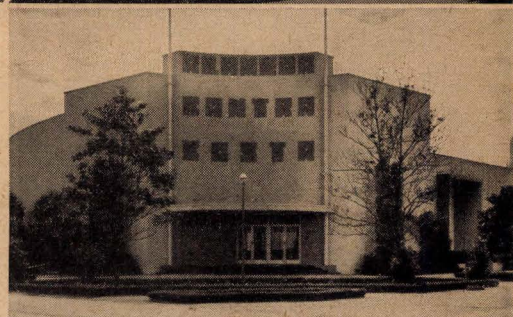


## THE COUNTY BUILDINGS

**The Hall of Flowers** houses one of the most outstanding flower shows ever attempted. There is a continual and ever-changing display of rare and beautiful floriculture as the experts in charge bring in new plants at the height of their seasons. The flowers are exhibited by amateur and professional growers of the Pacific Coast and various foreign nations. The landscape architect was Mark Daniels. (No. 15 on map.)

**Alameda-Contra Costa Building** . . . Maps, dioramas, working models and colorful exhibits display the resources of these two East Bay Counties, only a few minutes distant from Treasure Island by auto. There is a reproduction of the University of California when it had but six pupils, and another of Mt. Diablo. An outstanding garden court with over 30,000 plants in bloom is also to be seen. Statues of "Industry," "Home Life" and "Agriculture" are by Claude Sargent Johnson; murals by Marian Simpson; garden court by Harry W. Shepherd; and Irving F. Morrow was the architect. (No. 4 on map.)

**Alta California Building** . . . The romantic and colorful Mother Lode country, made immortal by Mark Twain and Bret Harte, and its development into a great agricultural and mining empire, is shown here.



*Upper left: The Mission Trails Building  
Upper right: The Hall of Flowers  
Lower right: Alameda-Contra Costa Bldg.*

The Emigrant Trail of the pioneers, Grass Valley in the days of Lola Montez, the Calaveras Big Trees, a mining mountain with working models of all types of mining machinery, displays of luminous ores, model electric trains running over pastoral terrain, and sound color movies, are just a few of the attractions. Architect was H. C. Chambers. (No. 5 on map.)

**The Mission Trails Building** is a reproduction of all the best architectural features of seven famous California Missions. The rear garden is copied from a Padre's garden. Inside, the building represents a colorful early Spanish street scene, highlighted by the \$3,000 Spanish tile fountain. Here may be seen the exhibits of the Mission Trails Counties, together with the world's largest moving panorama, 165 feet long and



18 feet high, which shows the beauties of the country between San Francisco and Los Angeles. The architects for this building were Harold A. Edmonson and Robert Stanton, associate. (See No. 6 on map.)

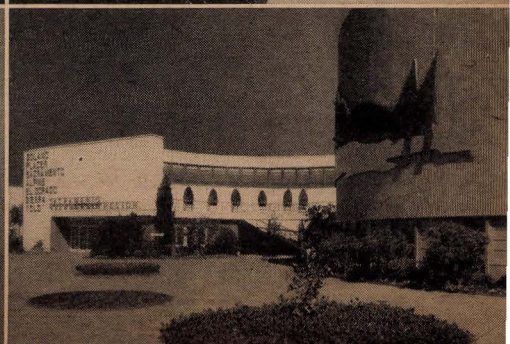
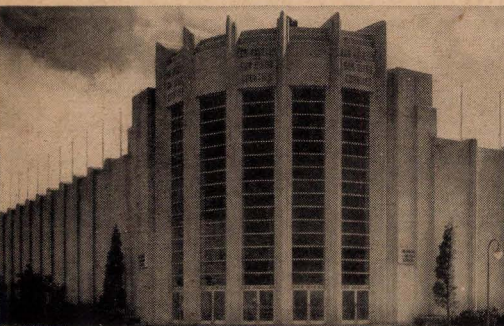
**Redwood Empire Building . . .** Walking through a replica of a giant sequoia tree, you find yourself suddenly transplanted into a man-made counterpart of California's gorgeous Redwood Empire. Here you will see a cross-section of the oldest known redwood tree; dramatic models and dioramas of the eight northern counties, which, with San Francisco, make up that Empire, and free sound and color movies. The architects for this building were Wm. G. Merchant and Bernard R. Maybeck, both of San Francisco. (No. 7 on map.)

**Sacramento - Tahoe Region Building . . .** In this building may be seen a display of gold nuggets valued at over \$100,000, and shining leaf,

dust and quartz gold taken from California earth since '49. Here also are the models of Lake Tahoe, gem of the Sierras; the Roaring Camp of the Gold Rush; Sutter's Fort site in 1839; the Auburn Ski Club jump; and the agricultural products of this rich valley. Henry T. Howard was the architect for this building of unique design. (No. 8 on map.)

**San Joaquin Valley Building . . .** The counties embraced in the fabulously productive agricultural empire of the San Joaquin Valley are here represented with constantly changing displays of fresh fruits and vegetables, dioramas, transoramas, models and murals. The famous Yosemite Valley, set in the midst of a grove of half-scale models of giant sequoias, which are the oldest and largest living things on earth, is the feature here. Timothy L. Pflueger and Ernest Born designed this building. (No. 9 on map.)

*Upper left: Southern Counties Building. Upper right: Alta California Building. Lower left: San Joaquin Valley Building. Lower right: Sacramento-Tahoe Region Building.*





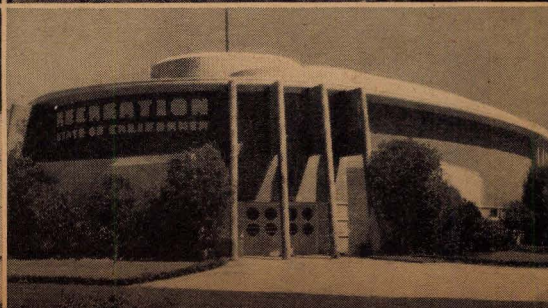
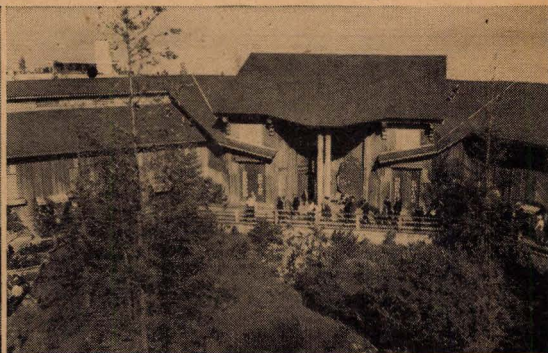
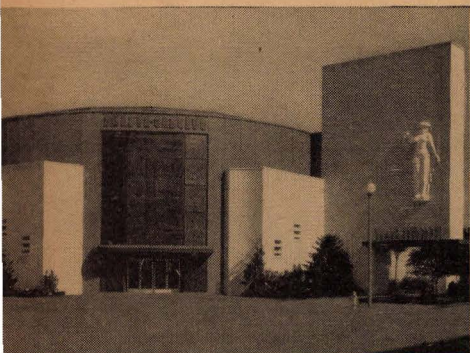
**The Shasta-Cascade Building** is a wonderland transplanted to the Exposition. An outdoor campfire circle accommodating 500 people is set in the midst of a rustic forest scene. A Mountain Lodge, with curious deerhorn furniture, contains an unusual collection of gold from the mines, Indian relics, dioramas and models. The wood carvings on the doors are by Dudley Carter. The building was designed by O. A. Deichman. (No. 11 on map.)

**The Recreation Building, Stadium and Sports Field** are the scene of the most extensive recreation program ever arranged. Free of charge, there are games, music, arts, crafts and dramatics for old and young alike. You may watch or participate in most of these activities if you choose. Wm. G. Merchant was the architect and designer of this modern building. (No. 16 on map.)

**The Southern Counties Building** shows all the vast resources, wealth and beauty of Los Angeles and Southern California. The land of the movies, orange groves, oil fields, snow-capped mountains, sunny beaches, deep-sea fishing, and Tournament of Roses, is more than adequately represented at this, the largest county building on Treasure Island. The panel mural by Millard Sheets is a "Horn of Plenty." The architect was Harold C. Chambers, and the landscaping was planned by Mark Daniels. (See No. 12 on map.)

**The California Coliseum**, designed under the direction of Timothy L. Pflueger, has a tanbark oval 230 feet long and 100 feet wide, surrounded by a track 12 feet wide. Indoor athletic events, polo games, rodeos, horse shows, dog shows, boxing, and even symphony concerts and musical auditions are held here. It has a seating capacity of 9,500.

*Upper left: The Shasta-Cascade Building. Upper right: The Redwood Empire Building.  
Lower left: The California Coliseum. Lower right: The Recreation Building.*







*Upper left: The Owl Drug Company.  
Upper right: Ghirardelli's Bldg. Lower  
right: The Bank of America*

## GHIRARDELLI BUILDING

**Chocolate products** are a prime favorite with people of all ages. One part of the Ghirardelli Building is devoted to showing visitors how their candy bars and flavorings are made from the cocoa bean. The exhibit is of standard size, and you see a part of their regular operations in making chocolate and by-products.

**The brilliant-hued parrot**, designed by Robert Boardman Howard, is symbolic of Ghirardelli products, and makes this an easy building to identify at the head of the Gayway.

## OWL DRUG STORE

**The old apothecary**, with his bottles of tonic and healing powders, has been replaced by the modern drug store that you will find on Treasure Island. The Owl Drug Company's exhibit covers 10,000 square feet, and is stocked with some 15,000 items, which makes it one of the finest of their group of outlets.

**Camera supplies** for your pictures of Treasure Island are available, as well as many other items you may find that you need on your tours.

**Complete drug and prescription** departments are maintained, with a staff of trained pharmacists who guarantee quality of Owl service.



## BANK OF AMERICA

**The convenience of a bank** is but a part of the Bank of America exhibit for 1940. From 10 a.m. to 10 p.m. you may carry on all your normal business through the bank.

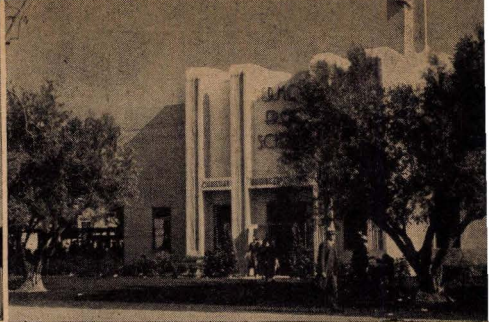
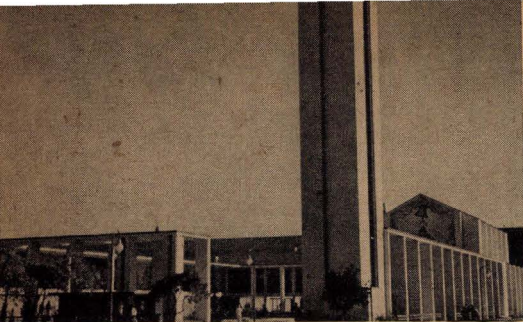
**From the artistic standpoint**, this exhibit is very fine. Murals of "Agriculture," "Industry," "Security" and others decorate both the interior and exterior walls. Of special interest is the mural of the Golden Gate of 1849 with a vision of the Golden Gate Bridge of 1939.

**"The Bank of Tomorrow"** is this streamlined edition of the Bank of America, planned for Fair visitors.

## NATIONAL CASH REGISTER

**A giant model** of a National Cash Register, which is plainly visible from many vantage points on the Island, records attendance figures for the Fair by the half-hour. The numerals are two feet, four inches high.





*Upper left: Temple of Religion. Upper right: Christian Business Men's Committee. Lower right: Christian Science Activities.*

## TEMPLE OF RELIGION AND TOWER OF PEACE

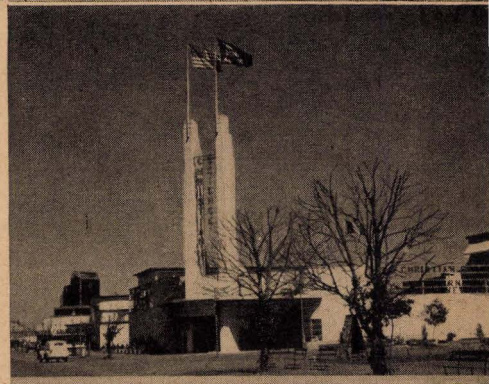
**The Story of Christianity** and its role in the development of the races of the world is told simply and graphically in this exhibit temple. The Temple exemplifies the faiths of the world, and the Tower is a monument to international good will and humanitarianism.

**The rise of religious freedom**, which sent people to the far outposts of the world, is the story told by Peter Ilyin's mural over the entrance. Other beautiful murals by Franz Bergmann, Jose Moya Del Pino and Camille Solon adorn the interior and exterior of the buildings.

**A varied schedule** of speakers is planned as a daily feature, with organ music as a part of the program. Vesper services are held each Sunday evening from 5 to 6 o'clock, with leaders of different faiths officiating.

## CHRISTIAN BUSINESS MEN'S COMMITTEE

**Science and its Relation to Religion** is the theme of this unusual exhibit. Strange sights and sounds are first displayed to you, then the lecturer will give you the religious concept of these scientific wonders.



**Your voice projected on a beam of light**, which you can see and hear, or recorded inside a tiny thread of steel, are only part of the things that are demonstrated.

**Sermons from Science** will be given daily at 3, 6, and 8 o'clock. There is no charge for attending the show, nor for listening to the sermons. You will find it stimulating.

## CHRISTIAN SCIENCE

**The work of Mary Baker Eddy**, founder of the Christian Science movement, is available here in displays and in the quiet reading room, where you may rest or read.

**The Christian Science Monitor**, an international newspaper of increasing importance, is featured and is on sale. You will find the articles, by famous technicians of every field, valuable and interesting to read.



**The San Francisco Bay Area Courtesy Committee** was founded in 1933 by Mrs. Frank Gregory Todd. The members were organized from the executives of various social and professional clubs in the San Francisco Bay area. The aims of the group have been the stimulation of whole-hearted cooperation for the Fair.

### THRELKELD SCONES

**An unusual restaurant**, on the Avenue of Olives opposite the giant Cash Register, is just a step from the Gayway. In it only three items of food are served—English scones, Hills Bros. coffee, and milk. In full view of the patrons, the scones are made of the finest ingredients, and are served fresh from the ovens in individual paper containers. To insure maximum flavor and delicious aroma, the coffee is fresh brewed every 45 minutes in stainless steel, crockery-lined urns. The concession is operated by the Threlkeld Commissary Co. of San Francisco, which, for 48 years, has been famous for catering to construction crews, motion picture companies and others.

**The revival of scones**, which were a favorite delicacy of the 1915 Pan-Pacific Exposition, was effected by J. H. Threlkeld, who has assigned his assistant, J. P. Carstensen, to manage this restaurant.

*Where you get scones and coffee*



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 DEPOSIT INSURANCE CORP.  
FEDERAL RESERVE SYSTEM





## ENTERTAINMENT • SHOWS • MUSIC

**"The Golden Days of '40"** are 128 golden days of entertainment. Musical revues, fashion revues, thrill circuses, dancing, fireworks and other spectacles are scheduled. Most of these shows are presented, free to the public, by the Exposition Company. Other forms of entertainment, listed below, are staged, also free, by the California Commission. All shows for which there is any charge have their respective price lists included.

**"The Forty Fair Girls"** are a chorus which appears with various feature acts in nearly every revue. These programs are generally produced on one of the stages which feature a revolving glass top. Indirect illumination from beneath the stage falls on the arches, runways and ramps. There is one huge stage a hundred feet wide with a scintillating rainbow descending into a "Pot of Gold" at each end. Important productions, including those of the Exposition itself and also the individual shows of various organizations and companies, are shown on this stage.

**For complete daily programs** see your newspaper or inquire at the Information Booths.

*The "Forty Fair Girls" rehearse*



**Aerial Acts** . . . Include a ballet of "Daring Debutantes" on wires high above the ground, and a 500-foot slide-for-life from a tower.

**Airplane** . . . Stunt flyers will put their planes through some of the most thrilling spins ever attempted.

**Animal Trainers** . . . demonstrate their ability with both wild beasts and tamed pets, at different places.

**Arts and Crafts** . . . Contests and exhibits are held in the Recreation Building and at many other places.

**Band Concerts** . . . by the Exposition Band, the 30th Infantry Band, Navy Bands, and the bands of many other organizations will be given. There are always several concerts daily. Most of these will be in the form of stage productions with different types of entertainment.

**A Camera Contest** . . . sponsored by the General Electric Co. will offer thousands of dollars in prizes and will run during the Fair.

**Carillon Concerts** . . . Given at frequent intervals daily and during the Fairyland Fantasy every night.

**A Children's Playground** . . . is located at the Recreation Building. There are games played under the supervision of an adult.

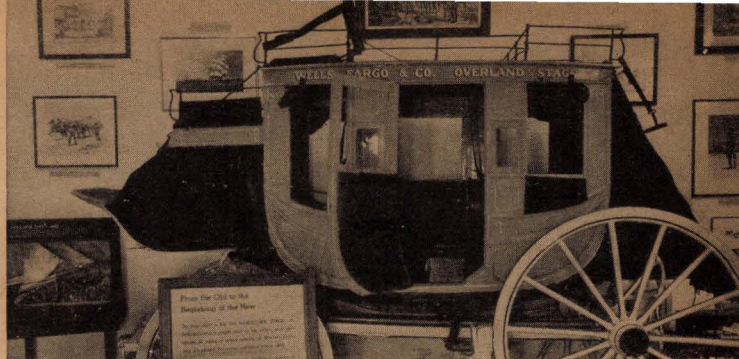
**Contests of all natures** will be held. Look under individual listings, or consult your paper and inquire at the Information Booths.

**Dances of all kinds** . . . and dance contests are held at different places on the grounds. Groups of Folk Dancers and others give exhibitions; and free ballroom dancing is held.

**A Dog Show** . . . with thoroughbred puppies given as door prizes, is The International Fox Terrier Specialty Show. Admission charged.



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 of San Francisco in the San Francisco Building.



## 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 third time since 1869, when it was driven at Promontory, Utah, to complete the first transcontinental railroad. 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.

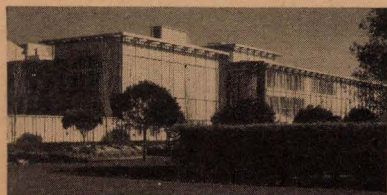
### THE PRESS CLUB

A rendezvous for members of the Press and their guests, the Press Club is located almost in the geographical center of Treasure Island, where it is a mecca for connoisseurs of fine food and drink.

### THE TREASURE ISLAND WOMEN'S CLUB

Open to members and their guests but not to the general public, it enjoys an enviable reputation as a center for entertainment, rest and many social affairs.

*The Treasure Island Women's Club*



## Johnson & Higgins Marsh - McLennan Cosgrove & Co., Inc.

*Insurance Brokers  
Average Adjusters*

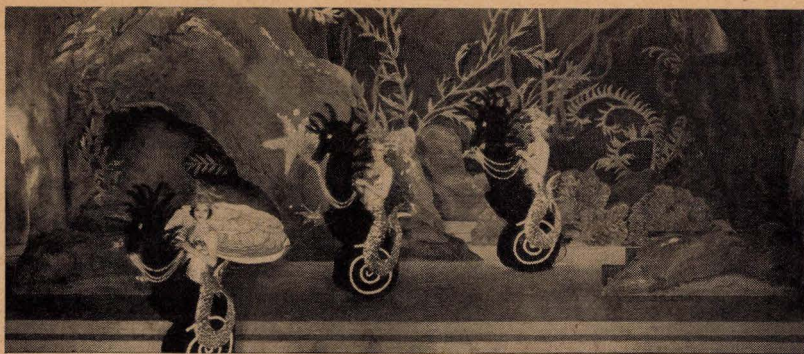
*Insurances of every Description*

ASSOCIATED  
FOR HANDLING

**FIRE-MARINE**  
*and* **FINE ARTS**  
INSURANCES

GOLDEN GATE INTERNATIONAL EXPOSITION





*A dazzling scene from the Folies Bergere*

**Drama Presentations** and contests between dramatic societies are frequently staged.

**A Fairyland Fantasy** is presented every night in the Court of Honor. Pixies, elves, brownies, gnomes and other little folk take part in this ceremony which features the splendor of the night illumination.

**Les Folies Bergere** . . . is a completely different and more spectacular presentation than it was in 1939. Clifford C. Fischer has assembled his chorus of lovely girls from Paris and the capitals of Europe. This bevy of beauties supports a variety of sparkling acts which make the Folies one of the biggest attractions of the Fair.

Shows are presented three times on week-days and five times each Saturday, Sunday and holiday at the California Auditorium. Prices are 25c, 50c and 75c, plus tax.

**Ice Follies** . . . are presented in the Casino on Pacific Promenade. Featuring a troop of skilled skaters who dance and perform to the strains of an orchestra, performances are staged at frequent intervals during the afternoon and evening. Prices of admission are 25c general, and 40c loges. Children under 12, 10c.

**Model Boats, Planes** and other hobbies such as stamp and coin collections are all exhibited at the Fair.

**Musical Artists** . . . Including Oscar Levant, Jeannette MacDonald, Lauritz Melchior, Grace Moore, Lily Pons, Gladys Swarthout and Alec Templeton, are scheduled to appear.

**Salici's Puppet Show** . . . originated over 400 years ago in Italy. Since that time, these famous puppets have appeared before enthusiastic audiences in all parts of the globe. Adults and children alike will be amazed at the wizardry of the skillful manipulators who can make their little wooden dolls sing and dance. Shows are staged four times daily in the Auditorium at the Hall of Western States. Admissions are 25c for children, and 40c for adults.

**Radio** . . . Broadcasts are made from the modern studios of the California Auditorium. Stars who are favorites of the nation make personal appearances here during the Fair.

**Symphony Concerts** . . . every two weeks, with the San Francisco Symphony Orchestra, are conducted by such great musicians as Andre Kostelanetz, Gaetano Merola, Pierre Monteux and Bruno Walter.



## ENTERTAINMENT • SHOWS • MUSIC

**African Jungle Camp . . .** In a natural and realistic setting, Captain Terrell Jacobs presents this exciting and entertaining animal show. You will see elephants, lions, tigers and other strange animals straight from the darkest and most dangerous wilds of Africa.

Did you ever want to be an explorer? Well, here you can see for yourself some of the dangers that those intrepid adventurers must face when they lead their safaris through the dense underbrush and lush tropical foliage that block the narrow and elusive trails of the jungles. You will probably be glad that you stayed at home where you don't have to face pythons and other perils.

Performances are staged throughout the day and evening; and admissions are adults 25c, and children 10c.

**Billy Rose's Aquacade . . .** A fast-moving, colorful, water pageant and extravaganza of beauty, grace, and song, occupies the building just south of the Court of Reflections. America's outstanding swimmers, divers and entertainers appear in four thrill-packed shows daily. Prices: 40c and 75c matinees; 40c and 99c evenings; children 25c at all times.

**Le Pantheon de la Guerre . . .** is a cyclorama showing in detail each of the Allied forces in the first World War. It is 402 ft. long and 50 ft. high, and there are over 6,000 personages so portrayed as to be recognizable. This picture of the first World War is the largest panoramic painting in the world, and it took more than a year and a half for 150 artists to complete. By unfolding the magnitude of that titanic struggle, it conveys a message of Peace to all humanity. The showing is continuous from 10 a.m. to 10 p.m. in the Pantheon Building, located in the southwest section of the Court of the Moon. Prices are 25c for adults, and 10c for children.

**The World of 1,000,000 Years Ago . . .** shows moving, breathing mammals and reptiles, as well as men and women, who inhabited the earth over a million years ago. Also described is the development of man from the Java Apeman to the Piltdown man, and thence to the Neanderthal and Cro-Magnon types. The show may be seen continuously in the Gayway from 11 a.m. until midnight. Prices are 10c for children and 25c for adults for entrance to this educational show.

*One of the beautiful scenes from Aquacade*







## Take the Pageant of the Pacific Home With You

While on Treasure Island you will surely visit Pacific House and admire there the famed mural maps of Miguel Covarrubias. • In these exciting works of art Covarrubias makes you literally a part of the mighty Pageant of the Pacific. In one sweeping panorama of six unique maps he shows you Pacific peoples, economy, art, botany, animals, native housing and transport . . . all presented pictorially with the directness of the artist, plus the accuracy of the scientist. • In response to public demand all six of these maps have now been reproduced in large size, in full color, at popular prices, with full explanatory text by Covarrubias himself. • Besides being accurate, easy-to-take, visual education, these beautiful reproductions are wanted prints for the collector, and colorful pictures for the home. The set of six in a special mailing tube, or in a handsome sisal hemp and tapa cloth design portfolio, are a bargain.

Miguel Covarrubias' famed murals in the Pacific House  
reproduced large size in nine colors

All six **ONLY \$5** in special mailing tube

All six **ONLY \$6** in a handsome portfolio

*On sale at Pacific House, Treasure Island • H. S. Crocker  
Company, Inc. • Schwabacher-Frey Company, San Francisco*



## THE GAYWAY

*African Jungle* . . . . Wild animal show  
*Amusement Game* . . . . Fun for all  
*Artists and Models* . . . . As the name implies  
*Associated Novelty Shop* . . . . Souvenirs  
*Automat Photos* . . . . See your picture  
*Auto Scooter* . . . . A thrill ride  
*Ballroom* . . . . Enjoy a dance here  
*Blanket Wheel* . . . . Win a new blanket  
*Candy Floss* . . . . Carnival confection  
*Card and Coin* . . . . A handful of tricks  
*Children's Village* . . . . Children's fun  
*Chinese Village* . . . . Fun and education  
*Davis Novelties* . . . . To remember the Fair  
*Derby Game* . . . . Make your horse win  
*Diving Bell* . . . . A deep-sea experience  
*Elysium* . . . . Glorious girls  
*Estonian Village* . . . . Estonian life and food  
*Flying Scooter* . . . . Hold your hats  
*Fountain of Youth* . . . . Girls and mirrors  
*Fun House* . . . . Anything you want  
*Giant Crane* . . . . The Fair from the air  
*Glass Blowers* . . . . It's a new technique  
*Gulliver's Travels* . . . . Real midgets  
*Ham and Bacon* . . . . Exploiting the pig  
*Handwriting Analysis* . . . . Character  
*Happy Valley Ranch* . . . . Western fun  
*Holy City* . . . . Jerusalem oddities  
*Hum-a-tune* . . . . Musical antics  
*Incubator Babies* . . . . Interesting facts  
*Kiddies Auto Ride* . . . . A small auto  
*Kiddies Merry-go-round* . . . . Fun for kids  
*Life Show* . . . . Evolution of life  
*Loop-o-plane* . . . . How do you feel now?  
*Mental Act* . . . . She'll guess your thoughts  
*Merry-go-round* . . . . Take the whole family  
*Midget Auto Race* . . . . They're fast  
*Miniature Railway* . . . . It's a big trip  
*Miss America* . . . . Plenty of pulchritude  
*Monkey Speedway* . . . . A real monkey race  
*Movie Flash* . . . . It's a candid shot  
*Movie-of-U* . . . . Something new in pictures  
*Octopus* . . . . It's a good ride  
*Penny Arcade* . . . . Every kind of game  
*Playland* . . . . Acres of fun  
*Prehistoric horses* . . . . Of real interest  
*Pony Ride* . . . . Just like the country  
*Ripley's Odditorium* . . . . Hard to believe  
*Roller Coaster* . . . . A thrill ride  
*Roll-o-plane* . . . . Just like an airplane  
*Sally Rand Nude Ranch* . . . . No rodeo!  
*Sand Art* . . . . Sculpture in sand  
*Shooting Galleries* . . . . Take aim! Fire!!  
*Small Wild Animals* . . . . Fun to watch  
*Snake Show* . . . . Reptiles on show  
*Souvenir Turtles* . . . . Who'll feed it?  
*Sportland* . . . . Test your skill  
*Stratoship* . . . . A high ride  
*Swing It* . . . . You'll be swung, too  
*World a Million Years Ago* . . . . Dinosaurs  
*Whip Ride* . . . . For the carnival spirits



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**INSURANCE ASSOCIATES**  
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**OFFICIAL INSURANCE BROKERS**  
**CASUALTY & SURETY**  
**GOLDEN GATE INTERNATIONAL EXPOSITION**

## RESTAURANTS · CAFETERIAS

*Acme Beer Garden* . . . . Foods and Beverages  
*Administration Cafeteria* . . . . Adm. Building  
*Brazil Coffee Lounge* . . . . Pavilion of Brazil  
*Cafe Lafayette* . . . . Pacific Promenade  
*Central Court Cafe* . . . . Homes and Gardens  
*Chinese Restaurant* . . . . Chinese Village  
*Coliseum Restaurant* . . . . Coliseum  
*Continental Cafe* . . . . Passiflora Way  
*Crillo's Kitchen* . . . . La Plaza  
*Dinty Moore's* . . . . Gayway  
*Doughnut Tower* . . . . Gayway  
*Estonian Cafe* . . . . Gayway  
*Ghirardelli* . . . . La Plaza  
*Italian Swiss Colony Wine* . . . . Foods & Bev.  
*Japanese Restaurant* . . . . Pacific Promenade  
*Jones' Chicken House* . . . . Playland  
*Magic Kitchen* . . . . La Plaza  
*Marco Polo Restaurant* . . . . Gayway  
*Oakwood Barbecue* . . . . La Plaza  
*Owl Drug Restaurant* . . . . La Plaza  
*Ron de Voo Restaurant* . . . . Gayway  
*Russian Restaurant* . . . . Avenue of Olives  
*Sandwich Slide* . . . . Foods and Beverages  
*South of the Border* . . . . Avenue of Olives  
*True Blue Cafeteria* . . . . Science Building  
*Vacationland Cafeteria* . . . . North End  
*White Star Tuna Restaurant* . . . . La Plaza





Neil Hamilton and Marian Marsh in a scene from "Stage 9"

## HOLLYWOOD SHOW "STAGE 9"

**The call of the studios** may have made you want to see just what makes the movies "tick," and here is your chance. For in the Hollywood Building where the Tower of the Sun casts its shadow, F. Herrick Herrick, famous film director and expeditionist who went to the South Seas on the "Seth Parker," and Neil Hamilton, famed film star, have built a complete motion picture sound stage where a great show is being staged.

**With a musical comedy** background, The Hollywood Show sets forth a day in the life of a great film company hard at the task of filming a musical picture with all the paraphernalia of a major studio. Here one will see lovely Marian Marsh being made love to by handsome Neil Hamilton. "Schlepperman," of Jack Benny and "Hello Stranger" radio fame, clowns

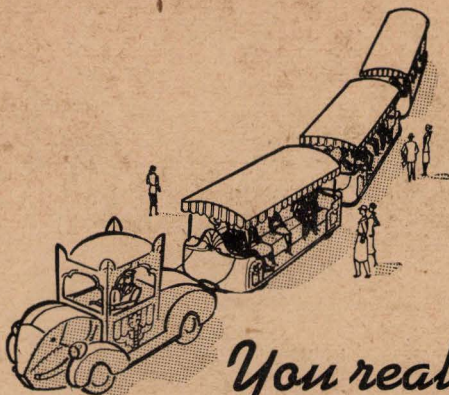
his way through a solid hour's entertainment surrounded by some of California's most beautiful girls. Music written by Georgie Grandee is enhanced by the talents of Walter Rudolph. Dances and specialties galore, all topped with a real Hollywood flavor! Cameras, two hundred and fifty million candle power of lights, a magnificent setting for the scenes, and over thirty supporting players all tend to bring to life the phrase so well-known to actors in Hollywood, "Music, lights, camera."

**And when the show is over . . .** when you've stepped down from your seat, you'll be invited to see the girls actually making-up and changing costume. Meet the stars, secure autographs and use your own cameras on the very set where the spectacle is being staged. It's all part of this show.

**And last . . . but not least . . .** there's a huge free museum where the wardrobes of the stars will be on display . . . there's a "sideshow" . . . a display of over fifty thousand star "stills" . . . you'll see your favorites of today as they looked *when*. America's No. 1 movie fan, Charlie White, will greet you in person.

**Drawings of the old masters,** which show up the fine craftsmanship of these artists we know more for their oil paintings, will be included in the Palace of Fine Arts exhibit. Outstanding in this group will be the great Leonardo da Vinci's priceless "Horse and Rider," from the John Nicholas Brown collection. Drawings by Rubens, Van Dyck, De-gas and others give you a little different slant to these classical artists.





*You really* **KNOW**  
*the Fair when you see it by*  
**ELEPHANT TRAIN**

---

**KEY SYSTEM SERVICE  
TO TREASURE ISLAND**

**From San Francisco** boats leave the Ferry Building every few minutes, landing a step from the Court of Pacifica.

**From the East Bay** motor coaches on the following routes operate on frequencies of 1 to 10 minutes:

**X-Oakland** from 13th and Harrison to Clay to San Pablo to the bridge.

**X-Grand-Lake** from Santa Clara and Grand to Perry to Moss to the bridge.

**X-Berkeley** from Hearst and Shattuck to Adeline to Market to the bridge.

Island Coach Terminal is at Sunset Bridge in front of the Elephant Towers.

---

One of the biggest helps in planning a visit to Treasure Island is a thorough sight-seeing trip via Elephant Train. Relax and enjoy the Fair while a skilled lecturer gives you the whole story. Sightseeing trains leave every few minutes from Ferry and Motor Coach terminals and the whole trip costs but . . .

**35c**

Elephant Train point-to-point service covers the entire Island and the fare from anywhere to anywhere is only . . .

**10c**





*The pioneers, under the friendly eyes of a watchful Indian, wend their way westward*

## AMERICA! CAVALCADE OF A NATION

In a heated grandstand, under an all-weather roof, an audience of 6000 people can view this open-air pageant presented by the Golden Gate International Exposition and produced by A. L. Vollmann. Every line spoken is heard as clearly as though one were in the same small room with the actors. "Third dimensional sound, a new technique developed by sound engineers, enables a small but versatile group of actors to speak for all the characters, and broadcast their voices to any one of 27 loudspeakers located on the stage.

On the world's largest stage, over 400 feet wide and 200 feet deep, is presented to you this thrilling and never-to-be-forgotten panorama of historical highlights of America. The most dramatic moments of 448 years, since Columbus' discovery of America to the present, are portrayed.

George Washington at Valley Forge . . . Columbus discovering America . . . the battles of Lexington and Concord . . . Lincoln's Gettysburg Address . . . the California Gold Rush . . . the Fall of the Alamo . . . and the writing of "The Star Spangled Banner" by Francis Scott Key, are but a few of the many patriotic episodes.

A rainbow water curtain, extending the width of the stage and rising to a height of 50 feet, climaxes the showing of every scene and facilitates the illusion created.

**America!** *Cavalcade of a Nation* is presented three times each weekday and four times on Saturdays, Sundays and holidays. The entrance to the show is directly beneath the statue of "Pacifica." Admissions are 25c at all times for children. For adults — afternoons: 40c, 75c and \$1.00; evenings: 50c, 75c and \$1.00.





## EXPOSITION PUBLICATIONS YOU'LL WANT TO KEEP

**COVARRUBIAS' MAPS . . .** In 9 colors, have been faithfully reproduced for you from the originals in Pacific House. The set of six includes accurate portrayals of the animals, art forms, economics, housing, peoples and transportation of the Pacific Area. For the first edition, a specially reduced price of \$5.00 will buy the complete set.

**MAGIC IN THE NIGHT . . .** The Exposition "painted with light." A big book with full pages of gorgeous color showing the breath-taking spectacle of the San Francisco World's Fair at night. Reproduced from natural color photographs, 35 cents.

**TREASURE ISLAND and the World's Greatest Spans of Steel.** Another large book in full color with the story of the West's great engineering feats and beautiful pictures of the two giant bridges, Treasure Island, and the World's Fair. 25 cents.

**POST CARDS** from real color photographs beautifully lithographed (not ordinary post cards). Pack of 18 views, 25 cents.

**PAGEANT OF THE PACIFIC . . .** A de luxe edition of carefully selected black and white photographs, is bound for you with a heavy cover, in four colors. These are unusually artistic views of the Fair from many angles as they were taken by photographers of national reputation. Over 35 pictures for 50 cents.

**A CARTOGRAPH OF TREASURE ISLAND . . .** The big, *official*, colored picture map of the Exposition by Ruth Taylor, on heavy paper, suitable for framing or wall decoration, rolled and inserted in a tube ready for mailing, 15 cents. Folded copies, in envelopes, 10 cents. Mailing extra.

**TREASURE ISLAND, DAY AND NIGHT . . .** A de luxe folder of beautiful lithographed views, reproduced in full process color, 15 cents. Please do not confuse these with ordinary "postcard" folders.

At all News Stands and at CROCKER Publications Stands on Treasure Island, or order by mail. For mail orders, add 3 cents per item for postage and handling.

# H. S. CROCKER COMPANY·INC.

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# THE HOLLYWOOD SHOW STAGE 9

*Music! Lights! Camera!*

MOTION  
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IN THE MAKING  
Secrets of a  
Hollywood Sound  
Stage!



AN F. HERRICK HERRICK PRODUCTION  
STARRING  
**NEIL HAMILTON-MARIAN MARSH**  
AND "SCHLEPPERMAN"  
AND AN ALL-STAR HOLLYWOOD CAST

IN THE HOLLYWOOD BUILDING  
AT "THE TOWER OF THE SUN"

A FULL HOUR SHOW 40c  
CHILDREN 15c