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On San Francisco Bay 1939 WORLD'S FAIR

Rising as a veritable "Treasure Island" from San Francisco Bay, the Golden Gate International Exposition will stand as a symbol of the past achievements, and as a prophecy for the future, of the great Western Empire and Pacific area.

San Francisco's World's Fair, dedicated to the completion of the two giant bridges which frame its world-famous setting, and to the ocean-conquering flights of the China Clipper, will tell the story of recreation as the heritage of modern man from the age of the machine.

Built upon the world's largest man-made island, the 1939 World's Fair will open its gateways on February 18, 1939. For 288 days and nights during America's Exposition Year, millions of people will throng through the palaces and gardens of this Magic City on Treasure Island, built at a cost of nearly \$50,000,000.



The interdependent unity of the family of nations, as portrayed in the great exhibits of the industrial arts and social sciences, will be given a new interpretation to both the tourist and the business man in 1939.

Here will rise the towers and palaces of a magic city, bringing the message of the American way of life, and a newer conception of the relationship of work and play. Here will be shown the ever-fascinating story of the Western Wonderland with its vast resources and prospering peoples.

Western in architecture and spirit, the beauty and splendor of the gardens, palaces, and setting of this World's Fair will stimulate and inspire the 20,000,000 visitors who will pass through its portals, to see and enjoy the industrial wizardry and theatrical pageantry on Treasure Island in 1939.

1939 * February 18 to December 2 * 1939