

esting, to the casual visitor, are the Covarrubias mural maps of Pacific peoples, and Sotomayor's novel relief map in the rotunda of Pacific House—a new projection which centers the Pacific area. Striking decorative technic distinguishes the building, which houses exhibits dealing largely with health, geography, and industrial evolution.

These nations, each intent upon bringing out its best features and not too dignified to add characteristic touches to Treasure Island fun, will make the Pageant of the Pacific memorable.

STATE PARTICIPATION

California's appropriation of \$5,000,000 for the story of the Golden State was a major factor in enlisting the aid and support of her sisters. Seventeen big buildings, plus active participation in affairs at many points on Treasure Island, are required to tell this story. The climax building of the State group is the California Hospitality Building, and surrounding it are ten others dedicated to groups of California's 58 counties. These include structures for the Redwood Empire, Mission Trails counties, Shasta-Cascade, Alameda-Contra Costa, Los Angeles, San Francisco, Sacramento Valley-Mountain, San Joaquin, Southern California and Alta California counties.

California is the sponsor, also, of the Livestock Coliseum, where "fifteen years of livestock shows in forty weeks" will make history. Shows will be held throughout the Fair in close succession, including international competition in nearly every breed of livestock.

Other buildings are devoted to Agriculture, the Dairy Industry, Floriculture, Recreation (stressing the crafts and the hobbies, with work-benches ready for use), and the Press. There is also the California Auditorium, center for large indoor gatherings on Treasure Island.

Nearly all these buildings, strikingly modern in architecture, are unique in their use of plywood as an exterior construction material and as a structural bracing agent. This "pioneering" may have a sweeping effect upon the construction of low-cost homes, since plywood effects certain economies in design and construction.

Another ranking State Participation building is the Hall of Western States, where the sponsors of the Western World's Fair tell their economic and agricultural stories. British Columbia is included here with California, Oregon, Washington, Wyoming, Montana, Idaho, Nevada, Utah, Colorado, Arizona and New Mexico. In the court of this building is a gigantic relief map of the Western Wonderland, on a scale of one inch to the mile, which portrays natural resources and their development with an accuracy never before attempted.

Missouri's building is a Colonial type, with a complete cross-section of the "Show Me" state, graphically presented. The modernistic pavilion of Illinois traces commerce and culture from Abraham Lincoln's day to modern Chicago, and Texas presents a pictorial summary of assets.

INDUSTRIAL PARTICIPATION

More than 350 outstanding American industries are exhibiting at the Exposition, either in their own buildings or with splendid displays in the great exhibit halls that radiate from the Tower of the Sun.

The Hall of Foods and Beverages dramatizes the food and drink industries, following the product in graphic detail from the field through processing and packaging to distribution and the table. Agricultural developments in the field of chemical farming receive close attention, and "meals in pills" are demonstrated.

In the Hall of Science the emphasis is on the science of sound living, the removal of mystery from medicine, the prevention—rather than the cure—of disease. Thirty of America's leading research laboratories, including the Mayo Clinic, Jackson Clinic, American Medical Association, universities from Harvard to Stanford, and other ranking medical influences have cooperated in dramatizing and "humanizing" the medical arts. The University of California presents an amazing scientific display, interpreted for the layman.

The Hall of Mines, Metals and Machinery contains, as its outstanding feature a million-dollar "Treasure Mountain" that presents a complete picture of the western mining industry. The visitor enters a valley between two tall mountain ranges; he is conducted into tunnels and shafts to witness the inside workings. Hydraulic mining, railroads, elevators, mills, gold

dredges, and California mining towns in exact detail also are shown.

An innovation in World's Fair technique is the Vacationland building, sponsored by transportation lines, motor manufacturers and clubs, travel bureaus, regional groups and other interests allied with the urge to travel. Vacationland summarizes the scenic and recreational allure of the million square miles that make up the West. It is "all outdoors brought under roof," and from this huge sample room of sports and scenery the visitor may select his detours on the return home, his destination for next year's trip.

In other great halls the modern manifestations of Agriculture, of Electricity and Communication, of Air Transportation, of International displays not found in the Pacific Basin, are treated as fully. Homes and Gardens receive adequate attention, even by California standards, in a double building filled with the finest offerings of architect, builder and equipment specialist, in addition to outdoor model homes.

Bank of America maintains a complete branch bank, staffed with linguists so that visitors from whatever nation may transact business in native tongue. Ford Motor Company has invested more than \$500,000 in its building and in elaborate automotive displays. National Cash Register's building is an enormous cash register that "rings up" the millions as they enter the gates of the Western World's Fair. The Christian Science group has erected a building containing a reading room, a demonstration of the production of the Christian Science Monitor, and other exhibits. The Christian Business Men's Committee houses its dramatic display in a modern Le Tourneau steel house.

Another modern steel home on Treasure Island, the Compton, is built without corners, and is automatically air-conditioned; a third, the Soule, contrasts with a nearby adobe house. The pictures of every stage of its construction are shown. Ghirardelli's building houses demonstrations of production, and hot chocolate is served. The Oakwood Barbecue, a \$75,000 project, is one of a number of prepared-food concessions that embraces the international range of cookery; Crillo's is another of the pioneers. The Owl Drug Company operates a complete drug store.

An outstanding "inside" exhibit is the Petroleum Group, in the Vacationland building. Against a dramatic background including cascades and shimmering bubbles of oil encased in glass, the petroleum industry tells the "human interest story" of oil. Tomorrow's city is shown by United States Steel subsidiaries, and Bethlehem Steel shows the countless contributions of steel to the luxury and pleasure of modern living. Chrysler and General Motors exhibits also are imposing, and RCA explains television.

Two novel "group" exhibits are those of Sleeper, Inc., demonstrating the science of sound sleep, and Viticultural Industries, Inc., presenting the past and future history of fine wines. General Electric stages an ultra-modern version of its House of Magic; a total of 29 firms are exhibiting uses of natural gas through the Pacific Coast Gas Association; the Salvation Army presents a review of its work, and there are other notable exhibits, far too numerous to mention.

Everywhere exhibitors have aimed at constant motion in their displays, with significant points in the production and use of their articles or services. The "static" type of exhibit is rare, and many of the concerns are keying their displays into the recreational theme of the Western World's Fair.

Static exhibits are avoided on Treasure Island, which seeks in every field a vitalized or operating demonstration of the product, the nationality, the scientific principle that is the feature of the individual display. Windowless exhibit palaces permit uniform illumination by day or night; the ground plan of the compact Exposition city circulates visitors by direct and natural routes throughout the Island, avoiding congestion and exhaustion.

The broad program of musical events includes outstanding symphony orchestras, choral groups and individual artists. A full calendar of land and water sports will round out the entertainment, with carnival features in the 40-acre fun zone carrying out the Pageant of the Pacific motif. Eating and dancing, particularly, is international in scope.

Financing of the Western World's Fair of 1939 is based upon WPA and PWA grants approximating \$6,250,000, used in construction phases of dual utility for Exposition and