

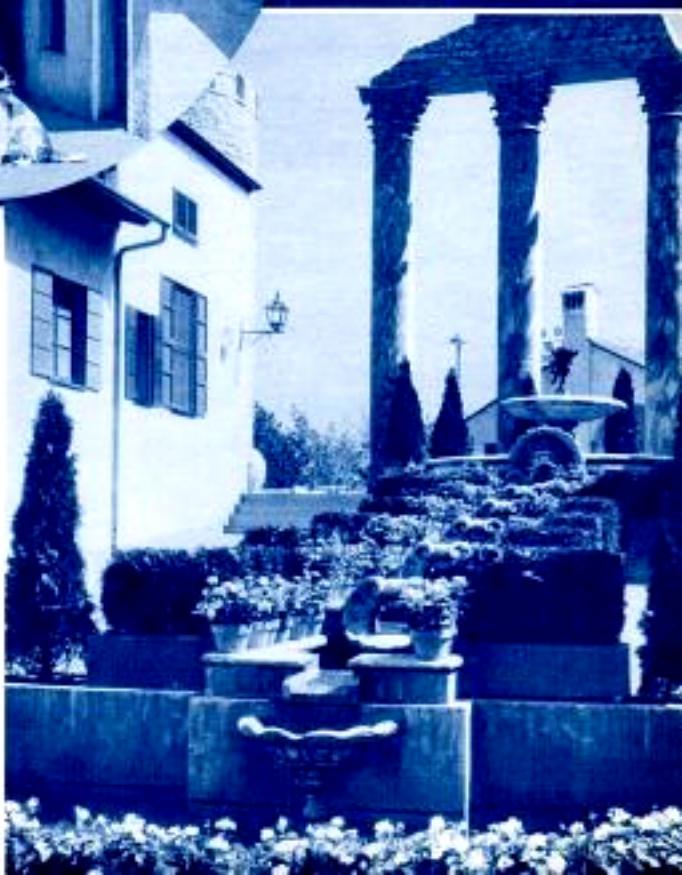


WHEN the sun goes down, the Fair becomes a fairyland of unbelievable beauty. At night the changing lights and softened colors transform the Century of Progress into an awe-inspiring spectacle which is never forgotten. Here is a night view of the Sky Ride and the artificial Aurora Borealis created by giant searchlights. Above, fireworks back of the lagoon fountain.

LEFT, the St. Bernard dog isn't lost. It's right at home in the Alps on the shores of Lake Michigan. The man-made mountains are a part of the lure of the Swiss village and the St. Bernards are always on hand to rescue anyone who gets lost in them.



WHEN one goes to Italy, one is expected to view crumbling columns, and when one visits the Italian village at the Fair, he can also see crumbling columns if that is what he came to look at. This garden and the ruins in the background are a part of the "atmosphere" of the village depicting the life and customs of sunny Italy.





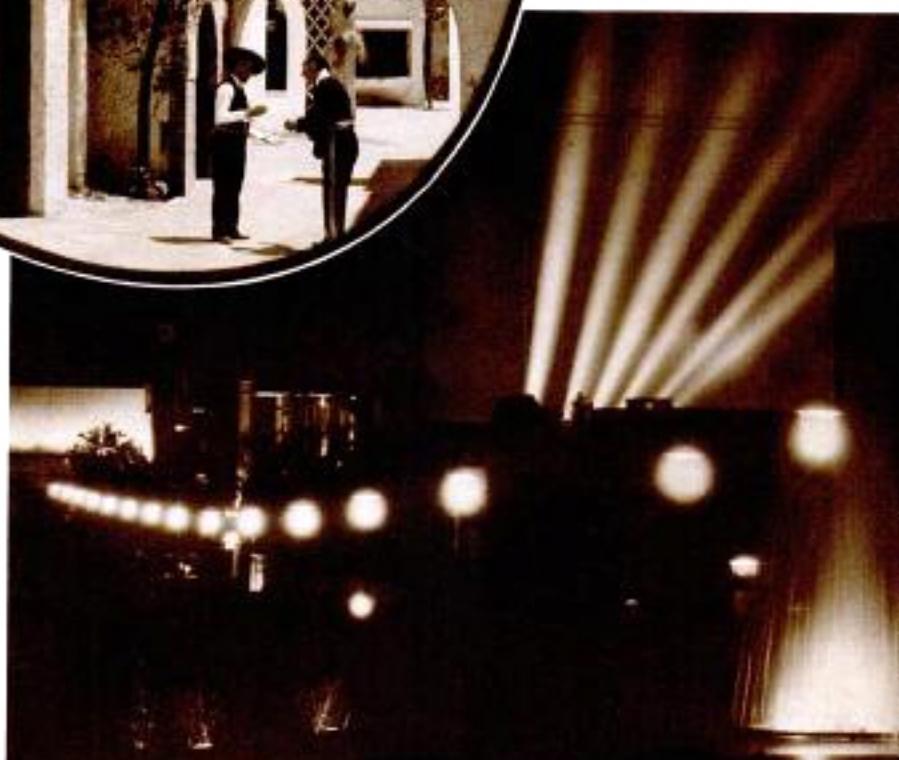
SNOW on the mountains, snow on the roofs, icicles—made of glass—on the eaves, skating on the millpond—that is the visitor's impression of the German Black Forest village.



form, to the average home.

One of the first things these men learned was that light and color have a psychological effect on men, and particularly on crowds. For instance, how would you coax several million tired visitors with sore feet to walk two or three extra miles without complaining?

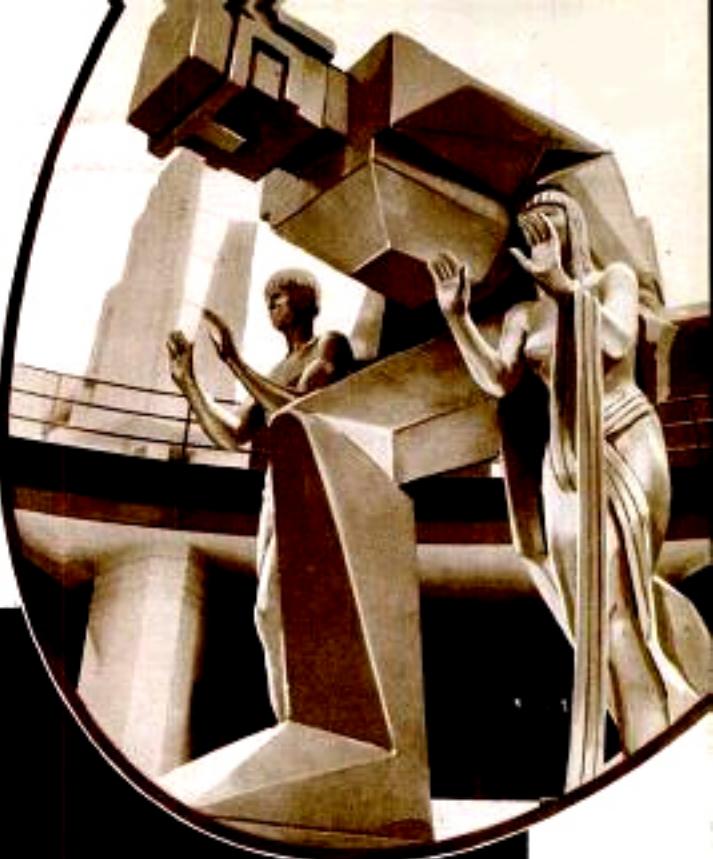
The color and light men did it by substituting red paint and red lights for blue. Last year many visitors seemed to avoid Northery Island, reached by bridges over a lagoon. Investigation disclosed such people walked

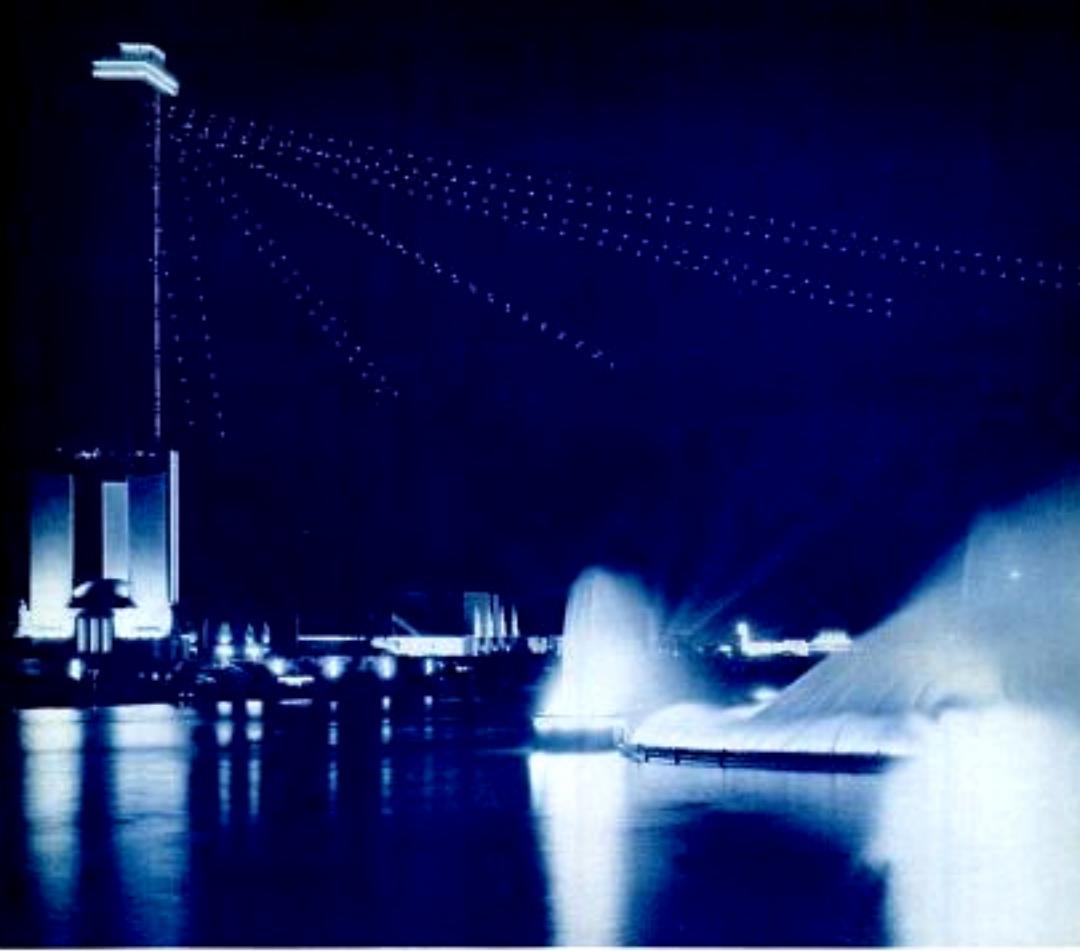


SINGING fountains illuminated from below. The lights are controlled by the music of a great pipe organ and the colors change with the organ notes. Above, left, a corner of the Spanish village. Above, right, statue to a robot in the court of the Hall of Science.

about the mainland until their feet ached. It looked like a long walk over to the island, so they went home instead.

Since it was impossible to move the island closer to the mainland, the next best thing was to make it seem nearer. Last year many island buildings were decorated in blue. This color, it was found, gave an illusion of exaggerated distance. So red was made a dominant color on the island this year. Red has a "drawing" effect and the red buildings appear nearer than they really are. Now people with





TWO of the marvels of the Century of Progress as they appear at night—the tower and cables of the lofty Sky Ride and the illuminated fountain in the lagoon. This fountain is more than 800 feet long and has a flow of 68,000 gallons of water per minute.

sore feet hoof it over the bridges under the impression that the distance is less than is actually the case.

These experts also discovered that a bright light or a brilliant color attracts crowds of humans just as a light draws insects. If they want a crowd in any particular area, they simply make it brighter than surrounding areas. They also found that people believe that reds, oranges and yellows are warm and that blues and greens are cool. Gathering places such as the courtyards of the Hall of Science and Electrical building are painted in "cool" greens and blues for this reason.

The electrical illumination for the 1934 Fair totals 30,000,000,000 candlepower and for exterior illumination alone the power consumption is 5,000 kilowatts, enough electricity to supply the needs of a town of 10,000. The equipment necessary to produce this staggering amount of brilliancy includes thirty-five miles of neon, krypton, helium and mercury vapor tubes, 250,000 incandescent bulbs, forty searchlights totaling 2,800,000 candlepower, 1,200 thousand-watt floodlight projectors, 2,200 200-watt projectors, eighteen three-kilowatt incandescent searchlights of 21,000,000 candlepower each, and 1,000 incandescent lamps.

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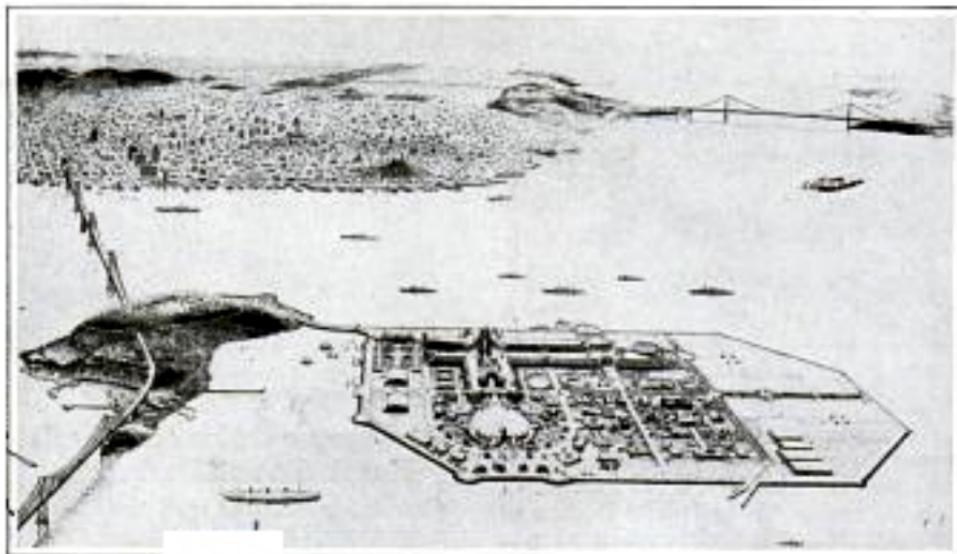


PART of the charm of the foreign villages lies in the native costumes worn by the villagers. This is a corner of the Tunisian village with native entertainers in costume.



ENTERING one of the foreign villages is like stepping back through the centuries. This courtyard in the Swiss village seems to radiate age and history.

Design of Golden Gate Fair Wins Approval



Here is the way the San Francisco exposition might appear from the air upon completion in 1939. This is the approved design. The bay bridge, ferries and planes will permit access to the ground.

Approved by the management, the first architectural design of the 1939 Golden Gate fair at San Francisco, Calif., has been made public. At one side will be a six-lane highway leading from the San Francisco-Oakland bay bridge via the west side of Yerba Buena island. Near by is a semicircular three-story airport terminal building which will be used as the administration building. On the southern end of the site are two airport hangers which will

be used as exhibit palaces. The main exhibit buildings will run on two axes, at right angles, with a lagoon and a tower at the eastern end of the site. Foreign and state buildings will be grouped around the lagoon. Three ferry slips and a ferry terminal building on the western side of the site will handle boat-passenger traffic and another ferry slip on the eastern side will handle freight. Parking space will be provided on the northern end of the site.