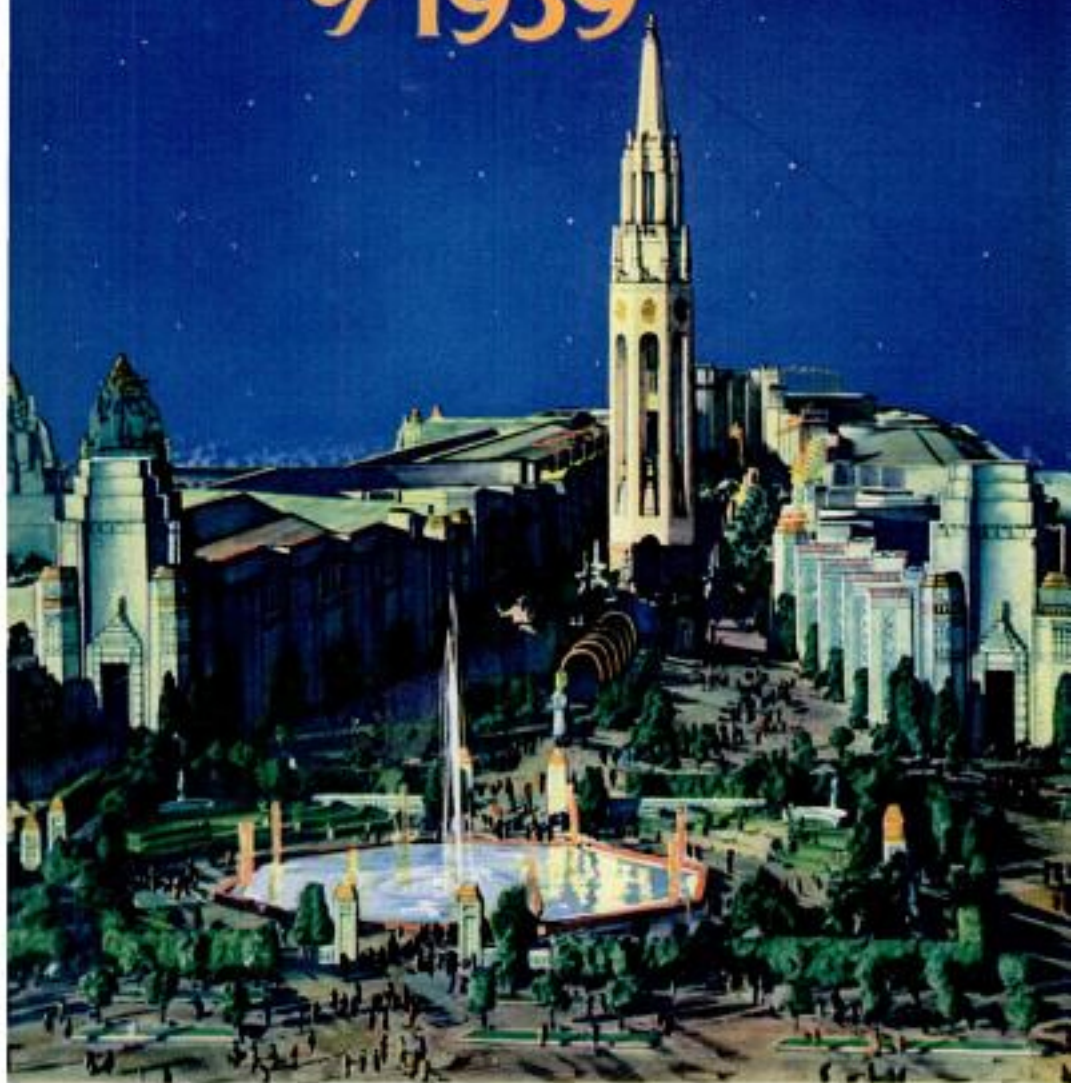
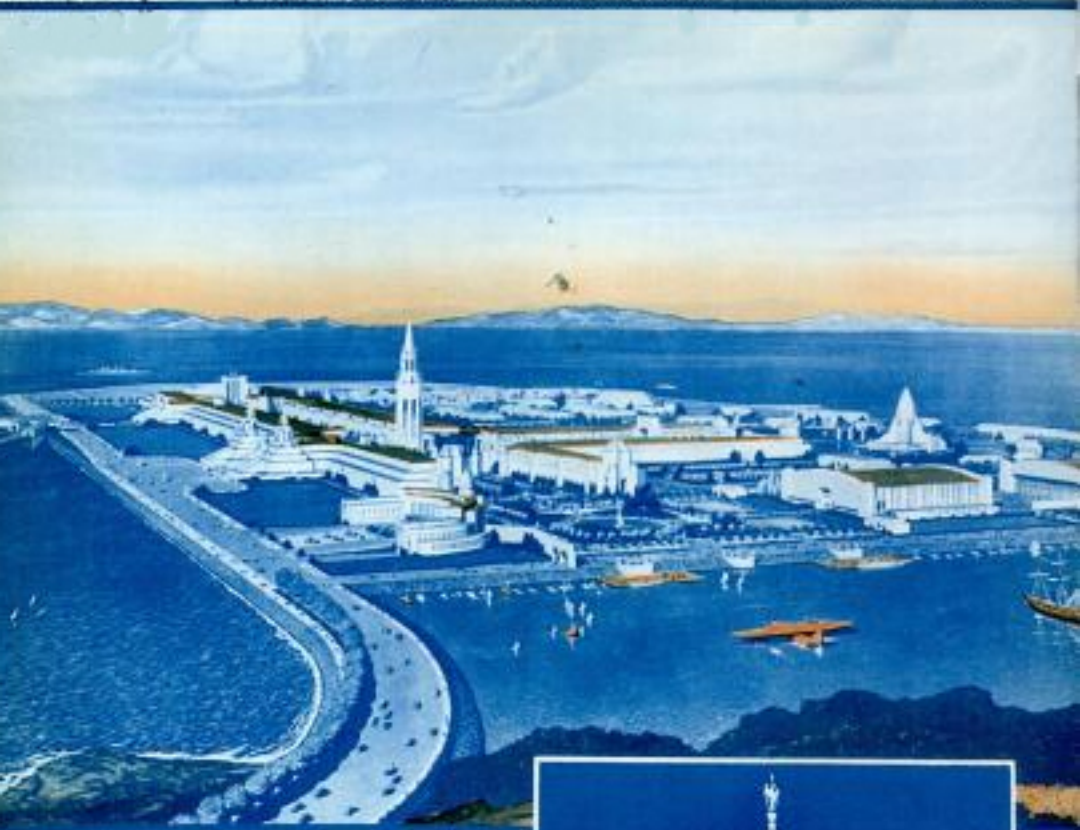


TREASURE ISLAND of 1939



MODEL of south gardens of 1939 Golden Gate International Exposition as they will appear on Treasure Island in San Francisco Bay. The view is north, past the 400-foot central tower and along the "Avenue of the Seven Seas" to the terminal "Theater of the Sky."



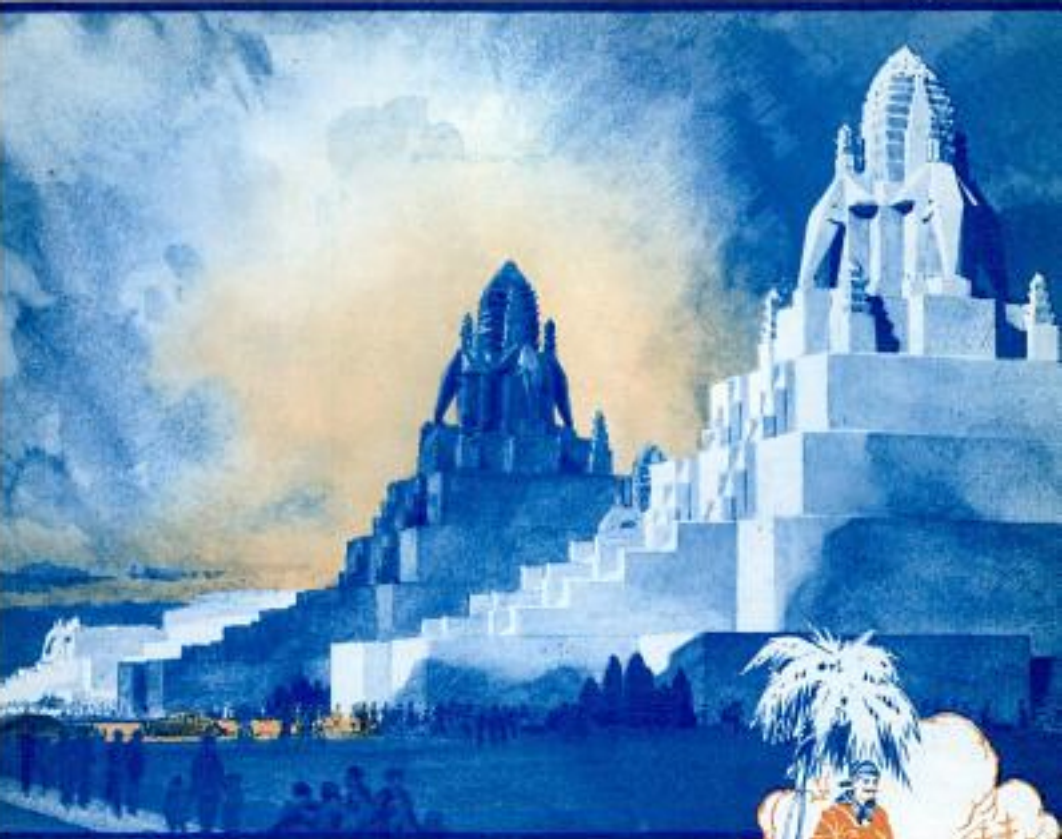
GOLDEN Gate International Exposition Island in San Francisco Bay as it will appear in 1939. Right, painting depicting the "Solare to the Sun" at night.

NEXT year millions of people are going to explore a brand new island in San Francisco Bay more fabulous than the treasure island of storybook literature. Raised from the bottom of the sea, the 400-acre tract of land will be the scene of the 1939 Golden Gate International Exposition.

Visitors will walk down a flower-lined street, the "Avenue of the Seven Seas," to dozens of buildings containing exhibits of the world's industries and crafts, gathered from lands on all sides of the Pacific. Native villages, trade ships from foreign countries, entertainers from many lands, spectacular shows, and working models of recent scientific developments will be on display.

At this exposition visitors can take part in actual gold-mining operations





SKETCH of exposition's main portal, blending several forms of architecture. The pyramids converge into towers supported by formalized elephants.

conducted in an artificial mountain of ore hundreds of feet long and fifty feet high. They **may** climb into the latest sub-stratosphere transport planes, or descend to the bottom of the bay in captive submarines. Robot planes and rocket planes will be there for inspection. Visitors will see beans growing in a bathtub without soil, a full-scale working model of "Old Faithful" geyser, and a \$1,000,000 relief map of western America so large they can walk along paths that represent state borders.

Inside the buildings they will find industrial and cultural exhibits galore. They **may** have ringside seats at demonstrations of smashing the atom, uses of black light, the electric eye, electronic music, television, and other marvels of research. Chemical agriculture. high-

speed indoor farming without soil, will show the possibilities of vegetable culture by city dwellers. There are no crop failures on a chemical farm and most vegetables **may** be harvested from three to six weeks after the seeds are planted.

These and thousands of other wonders will be housed in a city of twenty-seven major buildings. The architectural scheme of the exposition is that of a walled city with a system of interior courts, employing a style of architecture that applies to the whole Pacific, and in which spectacular phases of Occidental and Oriental design are incorporated. Buildings reveal Mayan, Cambodian





"LAKE of All Nations" and "Temple of Music" as they will appear next year. In the background is depicted the federal building group.

and Incan themes in shape or decoration. Some are flat-roofed, others have domed exteriors, and still others are set off by multi-colored towers. The exhibit halls will be windowless, artificial light being used all through the exposition as well as up-to-date air conditioning.

The elephant, mammoth beast of pageantry, will be a predominating decorative note, first apparent in the majestic pyramids that flank the main entrance to the island. Flaming banners and "sound" pylons containing hidden loud speakers for music and with flambeaux of flames and colored vapor streaming from their tops are being erected throughout the grounds.

Exterior illumination is to work magic after dark. Floodlighting will throw soft glows against the colored walls. Newly developed shades of apricot, peach, and golden light are to be used in some areas, with a "moonlight blue" and a lifelike sea green in others. Some surfaces are to be treated with new mixtures of fluorescent paints that glow when exposed to the rays of "black light." The board of architects has had the problem of creating a colorful and stimulating group of buildings that at the same time harmonize with the sweep of the bay, the near-by giant bridges, the Golden Gate, and the skyline of distant hills and cities. One of their achieve-



MODEL builder working on one of the exposition groups. Right, golden-domed "Temple of Music" as it will appear during night fireworks display.

ments has been the planning of a "visitor-circulation" system that places every part of the island within easy reach by direct step-saving routes.

Still a year away, plans for this fair started almost a decade ago. Preliminary construction has been going on since 1936, when the site was merely an area of shallow water known as Yerba Buena Shoals in the middle of San Francisco Bay, not far from an island through which the San Francisco-Oakland Bay bridge passes. The shoals were from two to twenty-six feet under water. First 20,000,000 cubic yards of sea bot-





INSIDE the towering Midway entrance will be found "Forty Acres of Fog" where the weird wonders of Oriental lands will contrast with the sophisticated showmanship of the Occident.



tom were dredged up and placed inside rock walls to an elevation of thirteen feet above the water. The island today is more than a mile long and three-fourths of a mile wide. It required sixteen months of continuous pumping by eleven dredges to complete. It is connected to the bay bridge by a 900-foot permanent paved causeway. Ferry slips and terminals are being built on two sides of the island at a cost of \$500,000 and provisions have been made for small craft and flying boat landings. After the exposition is ended the island will be converted into a great mid-bay airport.

When the island was completed it was necessary to "unsalt" its sandy soil by a leaching process so plants would grow readily. In addition, the soil is being improved by the admixture of 50,000 cubic yards of rich loam brought across

the bay by barges. The horticultural program includes the planting of 4,000 trees, 70,000 shrubs, and 700,000 flowering plants. One of the marvels will be a twenty-five acre "Persian rug" of blooming flowers planted closely in a typical design. Another will be a collection of orchids ranging in value up to \$10,000 per plant, with a demonstration of orchid growing by the seedling method.

Many of the trees and shrubs already gathered for the exposition, including orange trees, hibiscus, datura, eucalyptus, Birds of Paradise and rare silver trees and palms, are being acclimated in a "tree hospital" in San Francisco, which also contains electrically heated propagation beds in which small plants will be brought to bloom just as they are needed.

Since the island is to be converted



HERE is how the exposition grounds are linked with the San Francisco-Oakland Bay bridge. Right, part of south court and gardens as they will appear at night.

into an airport after the fair, only three of its buildings have been constructed for permanence. These are an \$800,000 concrete air-terminal station that will serve as administrative quarters for the fair, and two huge \$400,000 steel and concrete hangars, each 335 feet long and seventy-eight feet high, which are to be used temporarily as the palaces of fine and liberal arts and for foreign exhibits. Plaster-covered wooden structures of similar size, bolted together for ease in dismantling, will house the exhibits of electricity and communication, agriculture, business progress, health and education and similar subjects.

A spectacular hall of western states will be centered around a diorama of vacation trails of western America and will contain full-scale exhibits of typical scenery, including flowing waterfalls and growing trees.





A \$2,000,000 livestock pavilion is being constructed on the San Francisco mainland as an adjunct of the exposition.

The hall of the mineral empire will contain a heaped-up mountain of ore, with a stream flowing along its base so scale miniatures can demonstrate placer mining, gold boat dredging, hydraulic mining and gold mill operations. Tunnels through the mountain will permit visitors to go underground to see true reproductions of hard-rock mining operations.

A \$20,000,000 art exhibit is to be displayed, probably for the first time under perfect lighting conditions. Weeks of experiments have been undertaken in a model gallery, involving thousands of light meter tests, so exact lighting can be determined for properly showing the oils.

(Continued to page 128A)



WHEN the fair is finished, the man-made island will become the airport pictured here. Top, W. G. Fiegon, chief designer of model of Golden Gate International Exposition.

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Treasure Island of 1939

(Continued from Colorado Section)

water colors, and prints. Prismatic reflectors will be used to help give the proper illumination.

Hundreds of exhibits will represent various industries and separate companies, some of which are erecting their own buildings. One great palace will be filled with architectural, building, and building-supply exhibits, with room outside for model homes and landscaping.

Two systems of avenues and courts, intersecting at a central 400-foot tower, form the main design around which the larger exposition buildings are grouped. The Avenue of the Seven Seas leads to the "Court of the Hemispheres" and this in turn leads to an open air "theater of the sky." The main cross-avenue terminates in a great lagoon which is to be used for water pageants and fireworks shows. The north end of the island contains parking space for 12,000 cars and adjacent to it is an amusement zone, called "forty acres of fun," where thrills, stunt rides, sideshows, and restaurants and typical carnival concessions will be located. In all, 600 concessions are to be granted for the amusement area.

A group of native villages transplanted, inhabitants and all, from the South Seas, will be located near by. At the south end of Treasure Island, protected on three sides, is the "Port of the Trade Winds" where trade ships, junks, square riggers, and yachts will be moored. A roadway lined with olive trees and four miles in length will circle the island.

The exhibition palaces will have a combined floor space approaching one million square feet and will cost \$7,000,000 to complete. It would take 20,000 freight cars, a train 200 miles long, to haul the lumber, steel, and concrete used in construction and 100,000 timber piles are being used as foundations for the buildings.

Foreign participation is to include official exhibits from Japan, Egypt, Cuba, Mexico, Netherlands, East Indies, Panama, Santo Domingo, Honduras, Nicaragua, Peru, Venezuela, and other countries of the Orient, the South Seas, and South America. Canadian provinces will be represented and exhibits are being prepared by Hawaii and Alaska. More than half the

states are participating, some of them planning to spend more than \$100,000 each on exhibits and displays. Exhibits are also being prepared by several departments of the federal government.

With an expected attendance of 20,000,000 visitors during its nine months of life, and perhaps 50,000 guests per hour during attendance peaks, the exposition engineers have had to arrange for every convenience of a complete city. A pipe line to carry water from San Francisco via the bay bridge to the island, fire-protection systems, sanitary systems and telephone and telegraph lines, are some of the details. Water alone will cost \$600,000, supplying an estimated average demand of 1,600,000 gallons daily. A six-lane roadway connecting with the bay bridge and arranged so that there are no intersecting left turns against traffic streams at any point is under construction. Thousands will travel to and from the fair by fast, convenient ferry-bout connections.

The exposition will open February 18, 1939 and continue for 288 days until December 2. Approximately \$50,000,000 is being spent on the exposition, including federal, state, and public subscriptions, under the guidance of a non-profit exposition corporation.

The theme of the fair is to be a celebration of progress in the west since the last world's fair in San Francisco in 1915. It is dedicated to the two great bridges of San Francisco Bay, largest and newest in the world, to the China Clipper flying boats, and to the recent hydroelectric projects of the west, all symbols of western progress.



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