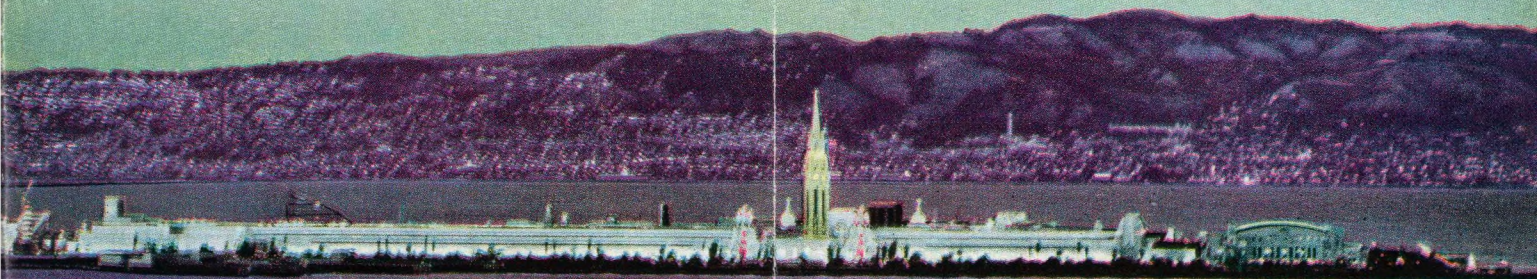


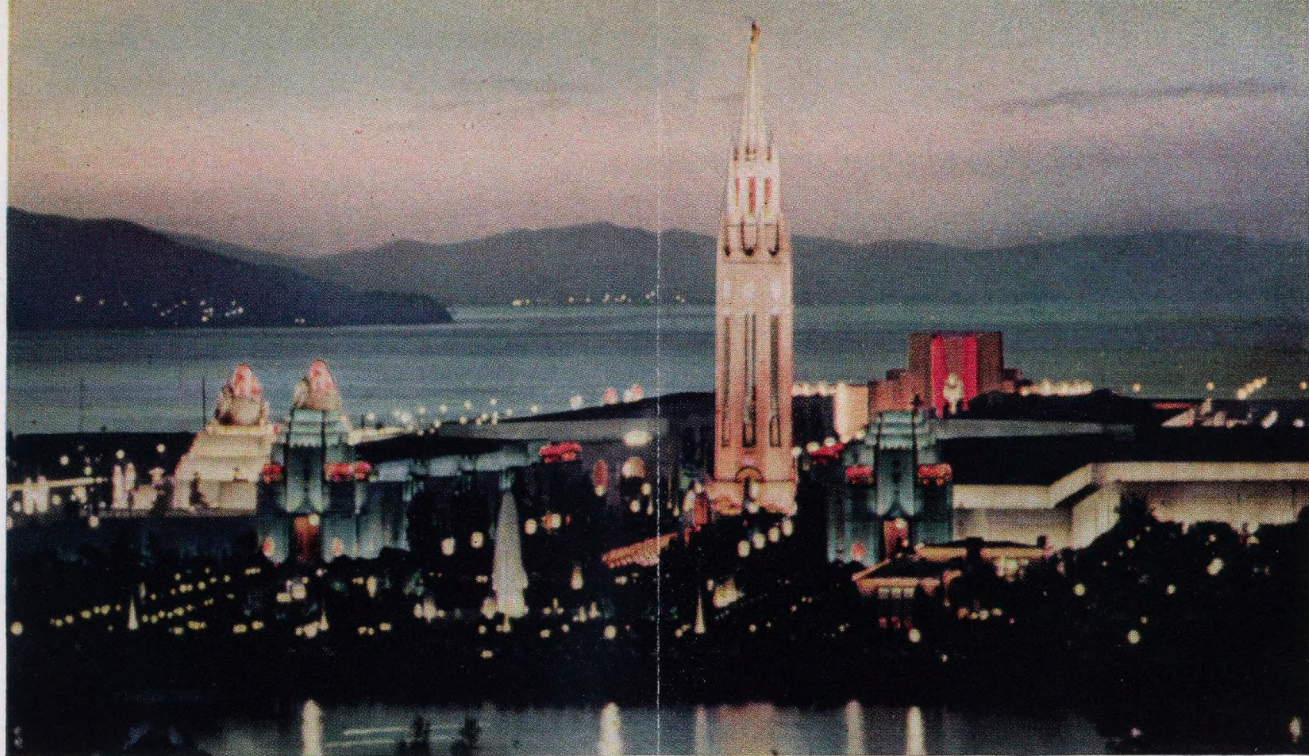
TREASURE ISLAND

Go by Train

SEE ALL THE WEST
IN SPEED, COMFORT
AND SAFETY



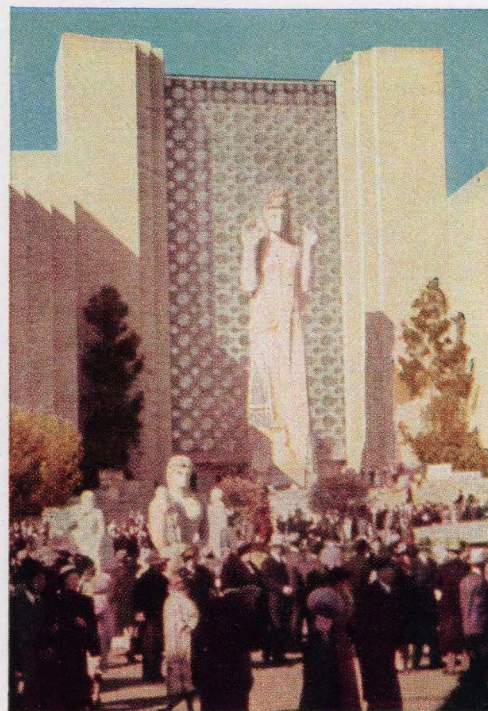
GOLDEN GATE INTERNATIONAL EXPOSITION
ON SAN FRANCISCO BAY-MAY 25 TO SEPTEMBER 29, 1940



Treasure Island at night, an enchanted city afloat on San Francisco Bay, as seen from Yerba Buena Island.



Beyond the lovely Court of Reflections rises the Arch of Triumph.



Pacifica, Goddess of Treasure Island.

The Most Beautiful World's Fair in History

Re-opens for Four Thrilling Months in 1940

IMAGINE, for a moment, that you are standing high on Telegraph Hill in San Francisco. It is night, and to your right the great Bay Bridge flings a path of golden light across the water to the million twinkling lights of Oakland and Berkeley. Before you—almost at your feet it seems—lies an enchanted island in the middle of the Bay, a magic island of glowing walls and towers splashed with vivid red, and blue and green . . . Treasure Island!

Surely in all the world there is no sight like this—the Golden Gate International Exposition on San Francisco Bay. Millions came to see it last year, and thrilled at its stately courts and palaces, its acres of brilliant flowers, its laughing fountains and quiet lagoons, its rare treasures from far Pacific lands. Millions called it the most beautiful world's fair in history and pleaded that it be not allowed to die after one brief year.

Return Engagement

So it is that the world's most beautiful World's Fair stages a return engagement, opening May 25, 1940 and closing forever on September 29. But it will be no mere "repeat performance". It will be a new show throughout, with more color by day and night, more brilliant flower displays, more precious wonders from Asia, Latin America and the South Seas, more free entertainment, more fun for everyone.

The management of the new San Francisco World's Fair has combed the museums and private collections of the country for the new art exhibit on Treasure Island. Industry has contributed its newest wonders. The big names of Hollywood and radio have been engaged for new and bigger shows. Famous orchestras have been lined up for free concerts and evening dances. Illumination engineers have created entirely

new lighting effects for the massive walls, the fountains and towers, with accent on color. Millions of new flowers have been planted, completely changing the landscaping of the courts and gardens.

While the basic theme of the Fair—"A Pageant of the Pacific"—remains unchanged, its pace will be stepped up. The new Golden Gate International Exposition will be a livelier, faster show, with something going on every minute.

This is the Year

This is the year to take that western trip you've planned so long. A million square miles of playground are beckoning you to come—to see the National Parks, the high mountains and broad valleys, the great, wide rivers that wind down to the blue Pacific Ocean, and the endless miles of warm, white beaches that edge this land from Canada to Mexico.

Perhaps never again will you have a chance to see all these wonders, plus the world's most beautiful World's Fair. Start planning now. See how little it really costs.

The railroads cordially invite you to see California's great exposition and all the West in 1940.

NEW SAN FRANCISCO
WORLD'S FAIR ★ 1940
Go by Train
SEE ALL THE WEST

See the West and a World's Fair in One Glorious Vacation

THE WEST and the most beautiful World's Fair in history! Can you imagine a more glorious vacation? Millions of people enjoyed this opportunity last year. This year the opportunity is yours again, perhaps for the last time.

The railroads of the United States, Canada and Mexico who sponsor this booklet offer you an almost limitless choice of routings to San Francisco, including one or a dozen National Parks. They offer you a wide variety of low fares, on air-conditioned trains that make their own weather (and it is always perfect, regardless of the season). They serve you delicious meals at low prices and give you the friendly, hospitable service that makes the train trip there and back a real part of your vacation.

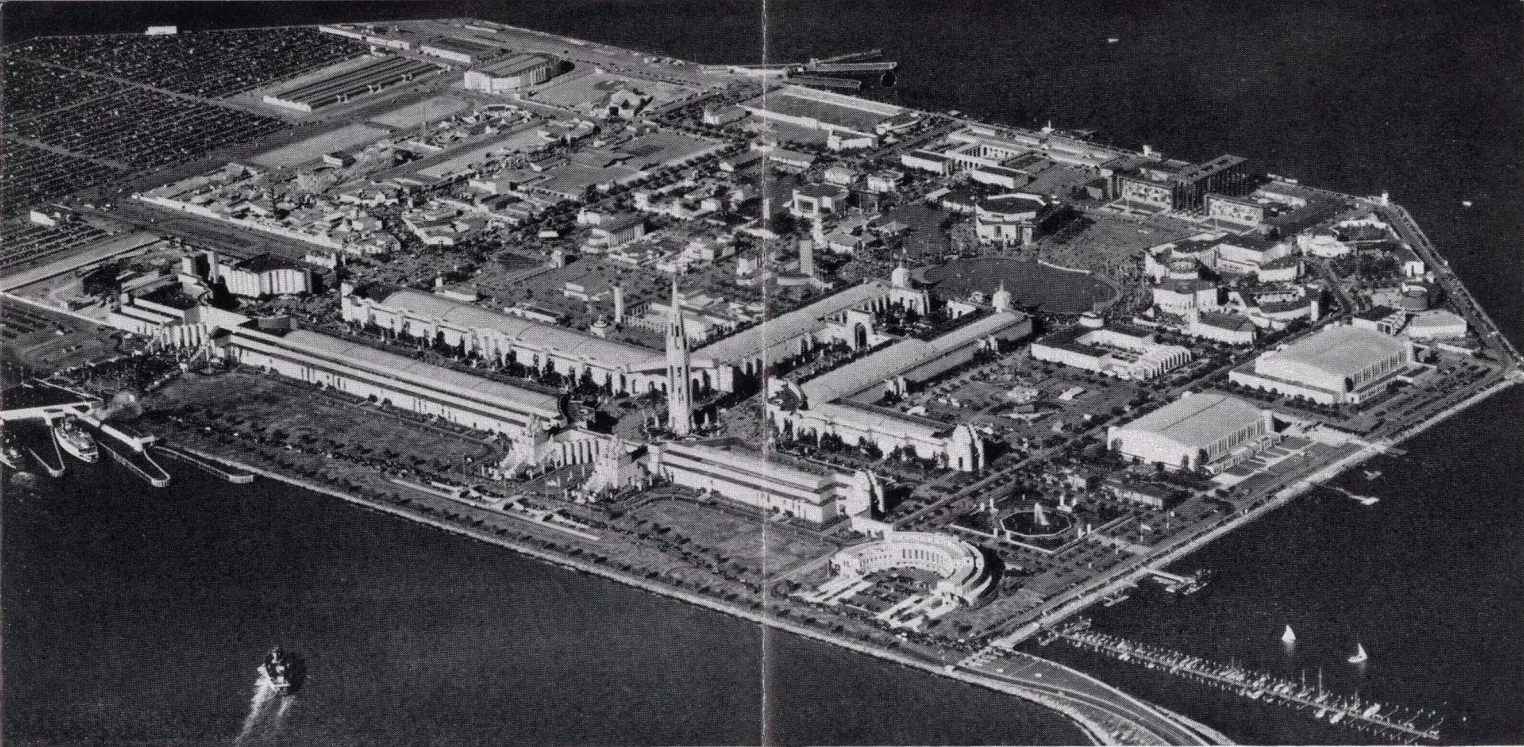
You can literally "write your own ticket", or you can go on an all-expense tour with nearly every cost and detail taken care of in advance.

See Both Fairs for \$90

If you wish to see *both* World's Fairs (San Francisco and New York), the railroads offer you the most amazing travel bargain in history—a "Grand Circle Tour" including both San Francisco and New York for only \$90 round trip in chair cars and coaches, from any point in the United States and from many points in Canada, hometown to hometown! In standard sleepers, the "Grand Circle Tour" round trip is only \$135, plus \$45 for a lower berth all the way, or \$34.50 for an upper.

See the dramatic wonders of the West—plus the San Francisco World's Fair.





As you can see from this aerial view, Treasure Island is no small place. It is more than a mile long and two-thirds of a mile wide!

A Bigger and Better Show on Treasure Island

MYRIAD wonders await you on Treasure Island. As you can see from the picture at the top of this page, it is a big place—more than a mile long and two-thirds of a mile wide. From any building in downtown San Francisco or Oakland, it dominates the Bay—by day a gleaming city of white walls and towers; by night a glowing fairyland of white and red and blue and green, seeming to float on the dark waters of San Francisco Bay.

Let us take you on a tour of Treasure Island, and give you a brief glimpse of the fun and excitement that await you at the new Golden Gate International Exposition in 1940.

You board a ferry at San Francisco's historic Ferry Building, (by motor coach from Oakland) and after a ten-minute cruise over smooth water, your ferry noses into a slip. You walk up a ramp and before you lies—adventure! Ahead and to the right are the famous Elephant Towers—massive sculptured elephants that

might have come straight from some Cambodian Temple, and between them are the high walls of the first exhibit palaces and the tall "baffle" gates to all the courts beyond. In the great space in front of the Island is a "Magic Carpet" of flowers—acres and acres of living Mesembryanthemum, in the intricate, vivid design of a Persian rug.

Go by Train

See BOTH Fairs

COMPLETE ROUND TRIP—ONLY

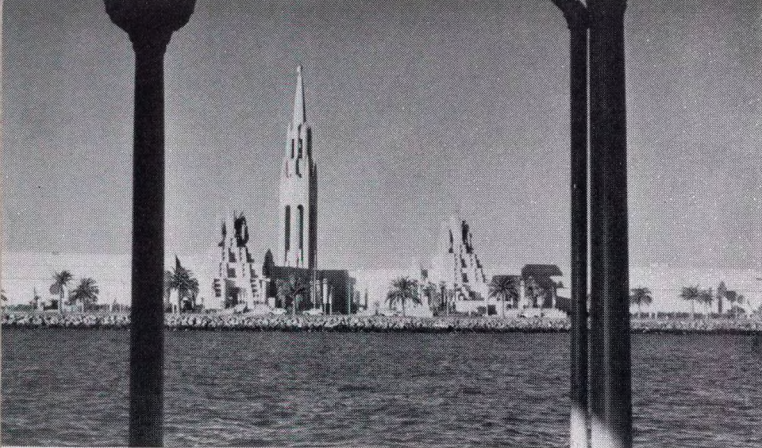
\$90

IN CHAIR CARS
AND COACHES

\$135

★ FIRST CLASS

★ Plus \$45.00 lower berth, \$34.50
upper berth, in standard sleeper



Approaching Treasure Island from the ferry—a magic city rising from the Bay.



The entrance to Treasure Island is lined with palms and graceful lanterns.

The Elephant Towers, with the Tower of the Sun in background.



You walk through the entrance gates into the Court of Pacifica. Before you bubbles a vast, circular fountain, surrounded by grotesque statues. Authentic works of art, these statues have nevertheless caused considerable merriment—one of them being dubbed "The Peanut Pusher". To the left is Pacifica, herself, an enormous statue eighty feet high, the ruling Goddess of this Exposition. With her hands upraised, she gives her peaceful benediction to all the nations of the Pacific. Behind her, a great chime curtain of silver stars tinkles musically, and from her feet a cascade of water flows into the central fountain.

On the high walls of the Court of Pacifica, talented San Francisco artists have created gigantic murals and bas-reliefs interpreting the art and culture of the Pacific Basin. One bas-relief is 144 feet wide and 58 feet high, consisting of 270 separate panels!

Court of the Seven Seas

Turning to your right you stroll down the Court of the Seven Seas between the two mammoth halls that house the exhibits of science and transportation. The Court is flanked with tall standards resembling the masts of ships, trimmed with gaily colored streamers. You'll notice that each entrance to the exhibit halls is decorated with a beautiful mural, each path is lined with a lovely garden.

Tower of the Sun

Before you, dominating every view of the Exposition, rises the 400-foot Tower of the Sun, a graceful column whose 40-bell carillon entertains with its haunting music.

This 80-foot statue dominates the circular Court of Pacifica.



Before continuing your tour of Treasure Island, you'll want to browse through the great exhibit palaces that radiate from the Tower of the Sun. In the Halls of Science, Electricity and Communications, you'll visit the immensely popular telephone exhibit, where you have a chance to win a demonstration long distance telephone call to any place in the United States. You'll see the House of Magic, and the latest discoveries in radio, television, chemistry and medicine. You'll see a model of the University of California's famous Cyclotron, better known as the "Atom Smasher". You'll see plants growing luxuriantly in chemical solutions, without soil—the new science of "Hydroponics".

Vacationland

In the mammoth Vacationland Building on the east side of the Court of the Seven Seas, all the wonders of modern transportation are displayed for you. Exquisitely accurate model railroads operate through typical western scenes. Here are dioramas of the National Parks. The oil industry is represented here, and a miniature refinery, all made of glass, shows how petroleum products are produced.

Foods and Beverages

Extending east from the Tower of the Sun, the Foods and Beverages Building is filled with appetizing displays of all the good things to eat and drink. Here is a wine grotto filled with the pick of California wines, showing where they come from and how they are made. Here are the intriguing machines of the canner, bottler and packer.

Hall of Agriculture

Across from the Foods and Beverages Building, the Hall of Agriculture demonstrates the latest methods of scientific farming as practiced in California—irrigation, pest control, fertilization, cultivation, erosion control, agricultural economics and animal science. No one can visit this building without being impressed by the tremendous progress that has been made in the business of growing things.

Court of Reflections

Between the Foods and Beverages Building and the Hall of Agriculture are two of the Exposition's loveliest courts—the Court of Reflections and the Court of Flowers. Separated by the gigantic Arch of Triumph, fifty feet high, the two courts are distinguished by a large reflecting pool, graceful statues and magnificent displays of flowers.

Court of the Moon

South of the Tower of the Sun is one of the most beautiful courts of the Exposition. By day the Court of the Moon's most prominent feature is the famous "Evening Star" statue, from which 24 cascades of water descend toward Treasure Garden. By night the Court assumes almost incredible beauty as its walls and towers glow with soft blue and orange light.

Beyond the Court of the Moon, you enter Treasure Garden, centered by the most spectacular fountain on the Island. A tall column of white water leaps into

Looking down the Court of the Seven Seas, with its gay streamers.



NEW SAN FRANCISCO
WORLD'S FAIR ★ 1940
Go by Train
SEE ALL THE WEST



Facing the Lagoon is the dual building of California (left) and San Francisco (right). This is the Exposition's hospitality center.

the air, surrounded by four smaller spouts, the whole pool bordered by a colorful bed of flowers. South of Treasure Garden is the Port of the Trade Winds, where the great flying clippers take off for Hawaii, the Philippines and the Orient.

The Art Exhibit

East from Treasure Garden you approach the great Palace of Fine and Decorative Arts. Last year's art exhibit was one of the most important ever held anywhere. This year's will be even better, with such outstanding American painters as Thomas Benton and Grant Wood, and top-ranking Europeans, including Picasso, Gauguin, Matisse, Juan Gris, El Greco, Salvadore Dali, Pierre Roy and many others. Private and public collections throughout the country have been combed to make this new art exhibit representative of the finest the world has to offer. You would have to make a costly world tour to see all that Treasure Island shows you under one roof in the Palace of Fine and Decorative Arts.

Mrs. Thorne, whose collection of miniature period rooms created such a sensation last year, will this year present an entirely new group featuring nine lovely Colonial rooms.

In recognition of the tremendous current interest in handicrafts, the Exposition will sponsor a weaving exhibit, showing how hand-loomed fabrics are made and used. Realizing, also, that visitors' feet get tired viewing the exhibits, the Exposition will offer a comfortable lounging room in the Palace of Fine and Decorative Arts.

The Federal Building

As you leave the Art Exhibit, you see the big group of exhibits sponsored by the California counties, and to the left a tremendous building like no other you've ever seen before. Two hundred and sixty-five feet long and one hundred and four feet high, it spreads over seven acres and represents the might and majesty of the United States Government. The center section is the Colonnade of States, supported by 48 pillars, each



The flags of all nations fly in the Pacific Basin Area, symbolizing the friendly relations that this Exposition hopes to promote.

decorated with a state flag. In the two great flanking wings and in the courts beyond are graphically told the story of the American Indian, conservation, social and economic affairs, the march of science, the Federal Theatre, WPA art and recreation, Federal Housing, National Defense and the Coast Guard.

The Indian Exhibit

The Federal Building's Indian Exhibit was one of last year's most popular features. This year it will be even better, showing the art and culture not only of the American Indian, but also the Aztecs, Mayans and Incas. Indian artisans from all over the Americas will demonstrate sand-painting, basket weaving, and many other handicrafts.

National Defense

In keeping with the times, the Federal Government will present a greatly enlarged National Defense exhibit, demonstrating the newest weapons used by Uncle Sam for preparedness in the air and on land and sea.

California Building

West of the Federal Building, California and San Francisco welcome you to the hospitality center—a big, colonnaded building filled with interesting exhibits telling the whole romantic story of the Golden State. Behind the tall facade are broad courts of grassy lawn and lush beds of flowers that invite you to stroll and loiter. In this magnificent building, your host city and state invite you to make yourself at home. There are luxurious lounges furnished with comfortable chairs and sofas where you can rest and relax. No "pass" is required. These lounging rooms are the state's gesture of welcome.

Be sure to see the dioramas in the San Francisco wing. Depicting the history of the City, they are exquisite examples of the model-maker's art.

Pacific Basin Area

In the center of Treasure Island lies the Pacific Basin Area, the true "Theme Center" of the Exposition. Here are the exotic buildings and exhibit palaces of



Facing the Lagoon is the dual building of California (left) and San Francisco (right). This is the Exposition's hospitality center.

the air, surrounded by four smaller spouts, the whole pool bordered by a colorful bed of flowers. South of Treasure Garden is the Port of the Trade Winds, where the great flying clippers take off for Hawaii, the Philippines and the Orient.

The Art Exhibit

East from Treasure Garden you approach the great Palace of Fine and Decorative Arts. Last year's art exhibit was one of the most important ever held anywhere. This year's will be even better, with such outstanding American painters as Thomas Benton and Grant Wood, and top-ranking Europeans, including Picasso, Gauguin, Matisse, Juan Gris, El Greco, Salvadore Dali, Pierre Roy and many others. Private and public collections throughout the country have been combed to make this new art exhibit representative of the finest the world has to offer. You would have to make a costly world tour to see all that Treasure Island shows you under one roof in the Palace of Fine and Decorative Arts.

Mrs. Thorne, whose collection of miniature period rooms created such a sensation last year, will this year present an entirely new group featuring nine lovely Colonial rooms.

In recognition of the tremendous current interest in handicrafts, the Exposition will sponsor a weaving exhibit, showing how hand-loomed fabrics are made and used. Realizing, also, that visitors' feet get tired viewing the exhibits, the Exposition will offer a comfortable lounging room in the Palace of Fine and Decorative Arts.

The Federal Building

As you leave the Art Exhibit, you see the big group of exhibits sponsored by the California counties, and to the left a tremendous building like no other you've ever seen before. Two hundred and sixty-five feet long and one hundred and four feet high, it spreads over seven acres and represents the might and majesty of the United States Government. The center section is the Colonnade of States, supported by 48 pillars, each



The flags of all nations fly in the Pacific Basin Area, symbolizing the friendly relations that this Exposition hopes to promote.

decorated with a state flag. In the two great flanking wings and in the courts beyond are graphically told the story of the American Indian, conservation, social and economic affairs, the march of science, the Federal Theatre, WPA art and recreation, Federal Housing, National Defense and the Coast Guard.

The Indian Exhibit

The Federal Building's Indian Exhibit was one of last year's most popular features. This year it will be even better, showing the art and culture not only of the American Indian, but also the Aztecs, Mayans and Incas. Indian artisans from all over the Americas will demonstrate sand-painting, basket weaving, and many other handicrafts.

National Defense

In keeping with the times, the Federal Government will present a greatly enlarged National Defense exhibit, demonstrating the newest weapons used by Uncle Sam for preparedness in the air and on land and sea.

California Building

West of the Federal Building, California and San Francisco welcome you to the hospitality center—a big, colonnaded building filled with interesting exhibits telling the whole romantic story of the Golden State. Behind the tall facade are broad courts of grassy lawn and lush beds of flowers that invite you to stroll and loiter. In this magnificent building, your host city and state invite you to make yourself at home. There are luxurious lounges furnished with comfortable chairs and sofas where you can rest and relax. No "pass" is required. These lounging rooms are the state's gesture of welcome.

Be sure to see the dioramas in the San Francisco wing. Depicting the history of the City, they are exquisite examples of the model-maker's art.

Pacific Basin Area

In the center of Treasure Island lies the Pacific Basin Area, the true "Theme Center" of the Exposition. Here are the exotic buildings and exhibit palaces of

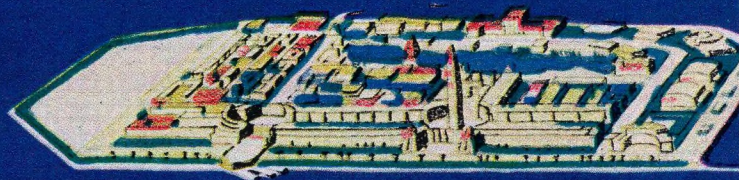
RICHMOND

BERKELEY

UNIVERSITY OF CALIFORNIA

TREASURE ISLAND

SAN FRANCISCO WORLD'S FAIR



S A N F R A N C I S C O

ANGEL ISLAND

ALCATRAZ

TELEGRAPH HILL

FISHERMEN'S WHARF

SAUSALITO

YACHT HARBOR

SAN

REDWOOD EMPIRE

GOLDEN GATE BRIDGE

PRESIDIO

GOLDEN GATE

LINCOLN PARK

CLIFF HOUSE

SEAL ROCKS

P A C I F I C

OAKLAND

ALAMEDA

BAY BRIDGE

YERBA BUENA
ISLAND

BATTLESHIP ROW

BAY BRIDGE

S C O B A Y

FERRY BUILDING

EMBARCADERO

CHINATOWN

NOB HILL

MARKET STREET

FRANCISCO

MISSION DOLORES

TWIN PEAKS

GOLDEN
GATE
PARK

GOLF COURSES

LAKE MERCED

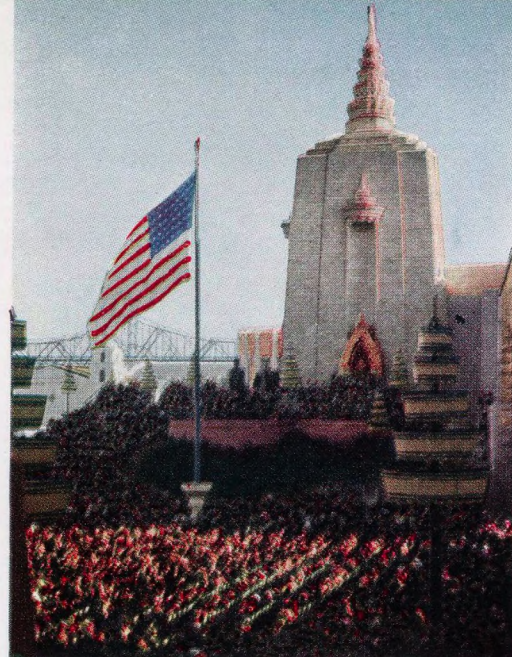
FLEISHHACKER ZOO

OCEAN BEACH

O C E A N



This bas-relief in the Court of Pacifica is 144 feet wide and 58 feet high!



A free show in the Temple Compound!

In front of Treasure Island is this 25-acre "Persian Rug" woven from living flowers. Behind is one of the Elephant Towers.



detailed explorations more intelligently. Other Fairgrounds transportation facilities include wheel chairs seating two people, and streamlined 'rickshas seating one. Charges for all these conveyances are very reasonable.

The West in Miniature

In the graceful Hall of Western States near the Pacific Basin Area, the eleven western states show you the wonders of a million square miles. Your introduction to this West is a giant relief map in the building's court. Inside you'll see at close range the National Parks, mountain ranges, rivers and cities. You'll get a better idea of the dams and other projects that are so swiftly transforming the great open spaces of the West.

Homes and Gardens

Famous for its original homes and gardens, the West has brought its best to Treasure Island. Here you'll find a complete exhibit of model homes, ranging from the indigenous Spanish adobe to streamlined modern homes walled with glass brick. In the great hothouse known as the "Hall of Flowers", the amateur and professional gardeners of California display their choicest blooms, changing exhibits every few days.

The States

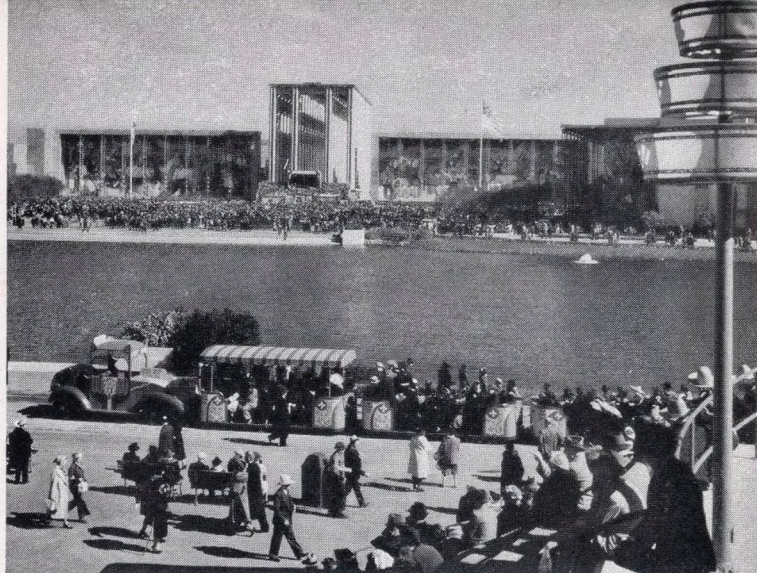
Along the eastern shore of Treasure Island, several of the individual states—notably Missouri and Illinois—have erected buildings of their own, showing in detail the attractions they offer to tourists and settlers.

The Temple Compound

At the eastern end of Treasure Island's giant exhibit palaces, two great temple towers—the Towers of the East—look across the Pacific Basin Area. Around the base of these towers, banks of semi-circular steps make a vast amphitheater, facing the outdoor stage where the big free shows take place. This is the Temple Compound, where thousands will mass this summer to see and hear shows that are ordinarily presented in theaters for high admission prices.

The Gayway

Since the accent of the new Golden Gate International Exposition is on *fun*, we have reserved an entire section of this book to describe the Gayway and the many other entertainment features.



The Federal Building is 265 feet long and 104 feet high.



In this graceful hall, the Western States display their wonders.

The great Orient flying clippers arrive and take off at Treasure Island.





Unbelievably beautiful is the lacy Court of Flowers.

From Treasure Island you get a magnificent view of San Francisco.



After Dark

As you stroll around Treasure Island, the sun gradually sinks beyond the Golden Gate. Day fades to dusk. Then suddenly the lights go on, and all the beauty that you knew by day is transformed by the magic of night and colored light. That bubbling white fountain you were watching is now a cauldron of green fire, and Pacifica's great white bulk is changed to shimmering gold. The silver chime curtain behind her is a screen against which all the colors of the rainbow march in review, and the lofty walls of the exhibit palaces glow as if they were lighted from within. Tiny hidden lamps paint the green trees with a greener light.

Spectacular Lighting

You walk from court to court, and each one is completely changed by the cunning magic of light. The faintly tinted walls of the Court of the Moon now glow with bright blue, and the tower tops are splashed with orange, while the fountain in the foreground throws orange jets into the air. The Court of Reflections is pink, and the Court of Flowers mauve. It seems incredible that mere light could work such wonders!

But the full resplendence of the lighting bursts upon you on a majestic scale in the Pacific Basin Area. Before you the Towers of the East glow with red and gold, reflecting their full height in the lagoon. Each graceful temple around the lake is alive with light, and tiny lamps on bamboo poles highlight the flowers and shrubbery at the edge.

Brilliant Fireworks

Suddenly your eyes turn south, as a great sheaf of rays fans out from Yerba Buena Island. Skyrockets arch into the air and as they explode in graceful patterns, the rays change to red and blue and green, painting with vivid colors the smoke of the bursting fireworks. Thus Treasure Island's "Scintillator" plays the music of light nightly against the sky.

Our brief tour of Treasure Island is over. We have given you but a taste of all you'll see and do at the world's most beautiful world's fair.

As your ferry sails back toward San Francisco, you cannot help but look back at the glowing fairyland you have left, and wonder if you were really there at all.



FUN

SOME people go to the World's Fairs to learn, but most people go to have fun. So this new Golden Gate International Exposition has every kind of amusement you can think of. First the Gayway itself, with ferris wheels, scenic railways, thrill rides, freaks, festivals, girl shows, acrobats, dancers and the restaurants of almost every nationality. Here you'll succumb, as all good Americans do, to the irresistible wiles of the side-show barker and the man who offers to guess your weight!

Go by Train

See BOTH Fairs

COMPLETE ROUND TRIP—ONLY

\$90

**IN CHAIR CARS
AND COACHES**

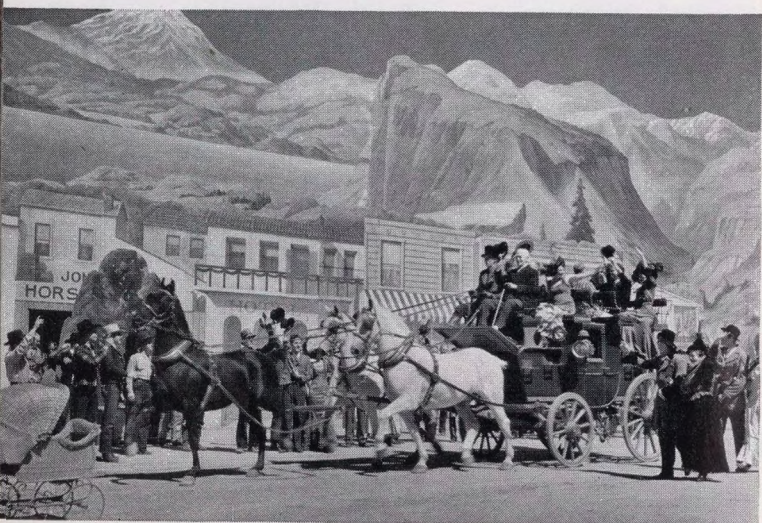
\$135

★ FIRST CLASS

**★ Plus \$45.00 lower berth, \$34.50
upper berth, in standard sleepers**

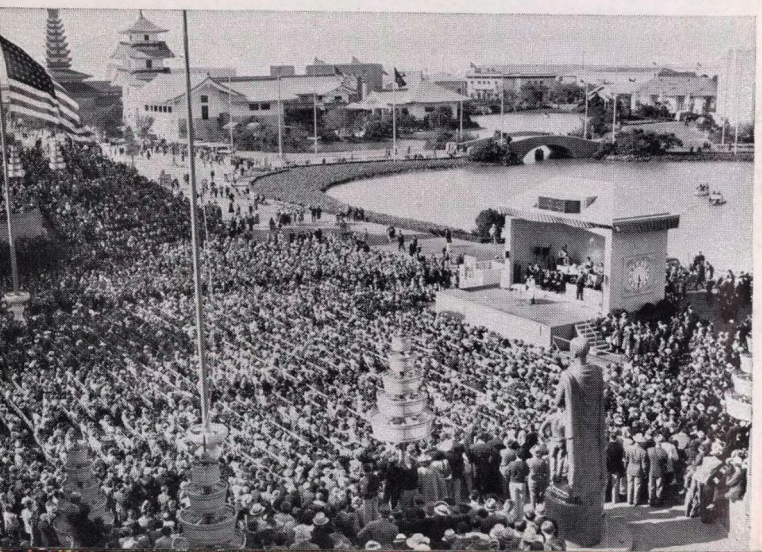


A real Chinese Village is one of the Gayway's big attractions.



On the world's largest stage, you'll see "America! The Cavalcade of a Nation."

Famous orchestras and radio stars entertain you in the Temple Compound.



But the Gayway is only part of the fun on Treasure Island

Water Folies Bergere

The sensationally popular Folies Bergere of 1939 is back as a spectacular "Water Folies" with a mammoth tank featuring disappearing acts of entire choruses and girls on horses. The Folies have a new theme and new personnel throughout.

Cavalcade of A Nation

Last year's "Cavalcade of the Golden West," (attendance 1,800,000) an amazingly graphic outdoor show on the largest stage in the world, is replaced by "America! Cavalcade of a Nation", presenting the history of the United States from the landing of Columbus to the present day.

San Francisco Symphony

The famous San Francisco Symphony under the direction of Pierre Monteux will be transported to Treasure Island for frequent concerts featuring famous guest artists and conductors.

Radio Broadcasts

Many transcontinental broadcasts will be presented from Treasure Island, featuring your favorite orchestras and radio stars.

Big Shows

Several original new shows are scheduled for Treasure Island. Al Jolson in a minstrel show featuring Amos 'n' Andy, and Jack Benny's famous valet, Rochester; Mae West, and in addition, big names of radio, screen and music will give free shows in the Temple Compound.

Streamlined Operettas

Condensed, fast-moving operettas will be presented in one-week runs on Treasure Island.

Special Events

In addition to all the other entertainment features, there will be several special events on every one of the 128 days the Exposition runs. Each state, city, county and organization participating in the Fair will have its Day. Each national holiday will be celebrated with spectacular pageantry and fireworks displays.

GENERAL INFORMATION

about the new San Francisco World's Fair

LOCATION—On Treasure Island in the middle of San Francisco Bay. Joined to Yerba Buena Island and San Francisco-Oakland Bay Bridge by a six-lane causeway.

HOW TO GET THERE—Frequent ferry service from San Francisco Ferry Bldg. (foot of Market St.). Fare 10c. Or by automobile across the Bay Bridge, round trip toll 35c. Motor coach fare 10c from Oakland.

ADMISSION—Adult admission to Fairgrounds 50c; juniors from 13 to 18, 25c; children from 6 to 12, 10c; under 6, free. Transferable books containing five admission tickets and five concession tickets, \$2.50.

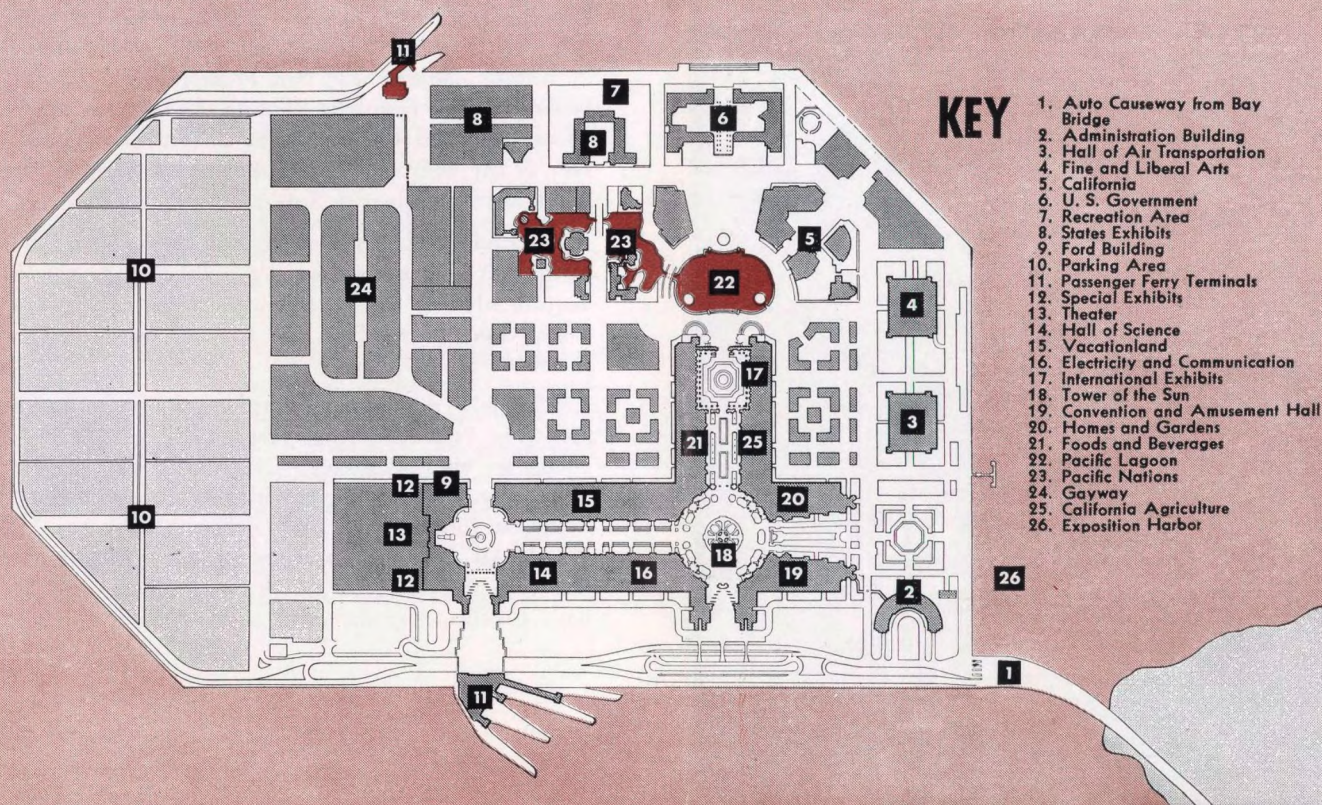
DATES—The new San Francisco World's Fair opens Saturday, May 25 and closes September 29.

REST ROOMS—Large rest room facilities for men and women are abundant and conveniently located all over the Fairgrounds. The majority of these facilities are free.

FAIRGROUNDS TRANSPORTATION — "Elephant Trains" make frequent trips around the Fairgrounds on regular schedules. Fare 10c. Sightseeing tour 35c. There are also wheel chairs and 'rickshas available at low rates.

PRICES—All prices on Treasure Island are reasonable. There is no attempt to "hold you up". Hot dogs, for example, are 10c. You can enjoy a light lunch for 50c, or you can pay as much as you like for a very elaborate dinner. All of the commercial exhibits are free. Admission price to most concessions is 25c.

ALL-EXPENSE TOURS—You can make sure of your hotel accommodations at San Francisco before you leave your home town, by purchasing all-expense World's Fair tours from your local railroad agent. Tours of two, three, four, five, and six days are available at remarkably low cost, including reserved hotel room at San Francisco, transfers, sightseeing tours of the city, admission to Treasure Island, and, if desired, tours of the Fairgrounds and admission to concessions.





This is San Francisco's Golden Gate Bridge, world's longest single span.

These gaily painted cable cars climb San Francisco's hilly streets.



The battle fleet weaves its searchlights behind the Bay Bridge.

SAN FRANCISCO

A Pleasant All-Year Climate

YOUR host city at the new Golden Gate International Exposition is San Francisco, "America's Coolest Summer City." While your home town may be sweltering in stifling summer heat, San Francisco enjoys steady cooling breezes from the Pacific Ocean. Regardless of when you come, you'll find the climate as nearly perfect as any you can imagine. Be sure to bring a light wrap, as the evenings in San Francisco are *always* cool.

You'll find the Exposition only one of San Francisco's charms. You'll spend many delightful days getting acquainted with the City's quaint cable cars, Chinatown, Golden Gate Park and the two largest bridges in the world.

You'll make memorable excursions to the enchanted Monterey Peninsula, three hours south of San Francisco, to visit Monterey, California's first capital, Del Monte and Santa Cruz, with their beaches and cool Redwood forests. And you'll journey north to Muir Woods, Mt. Tamalpais and the Redwood Empire, and east to San Francisco's lovely sister cities across the Bay—Oakland and Berkeley.



On a Southern California beach, you'll bask in warm sunshine.

CALIFORNIA

The Year 'Round Vacationland

CLOSE to San Francisco are all the other California places you'll want to see: Los Angeles, of course, with its glittering Hollywood, the moving picture and radio center of the land, its miles of inviting ocean beaches, its orange groves and oil fields. Close, too, are Yosemite National Park, the Big Trees of General Grant and Sequoia National Parks, the 21 California Missions, the High Sierra and Gold Country, the Shasta-Cascade Wonderland and the fertile valleys of the Sacramento and San Joaquin, where orchards and vineyards extend for miles.

All these places are served by a network of rail lines that makes your automobile unnecessary in California. But if you feel you must have an automobile to tour the State, we urge you to investigate the low cost of "checking" it on your railroad tickets. You'll be surprised at the reasonable price and the great convenience of this service offered by the railroads. You ride fast, air-conditioned trains. Your car goes fast freight and is ready for you when you arrive.



And in Hollywood you may be lucky enough to see movies being made.

You won't believe the Big Trees are real until you see them yourself!



TRY THE TRAIN to the San Francisco World's Fair



EAT like a king in Southern Pacific's hospitable dining cars. If you haven't traveled on our trains recently, you'll be surprised at the reasonable prices in Southern Pacific diners.



SLEEP in a soft berth while your train speeds swiftly and safely through the night. You save time by train because you travel night and day, covering half the distance while you sleep.

If you wish to get the most fun out of your trip to the San Francisco World's Fair, we urge you to consider the advantages of going there by train.

1. *You're more comfortable on the train.* You sit back and relax while the engineer does the driving. You're safe, too—safer than in your own home.

Southern Pacific offers you a wide choice of trains to California, from the luxurious, all-Pullman *Cascade* to the *Oregonian*, *Klamath* and *West Coast*, with economical chair car and tourist as well as standard Pullman accommodations. These trains are all completely air-conditioned—clean and comfortable in any weather.

2. *You don't need your car in San Francisco.* Street car service is excellent and the fare is only 5c on two of the three lines. There are plenty of taxis at low rates. The city is compact and easy to get around in.

Ferries take you to Treasure Island, site of the Fair, for only 10c—much less than the cost of driving there.

3. *It's cheaper to go by train.* If you compare total costs, you'll find that you actually save money when you go by train.

4. *You save time by train.* Trains travel night and day. When you drive, you have to stop every night. Trains give you more time in California, where you want it. For your own peace of mind, for a real vacation trip—this time, try the train!

**A FREE TICKET
THROUGH CALIFORNIA
On Your Trip East!**

If you're planning to go east this year, Southern Pacific will take you east *through California* for no additional rail fare (from most Pacific

Northwest points). In effect we give you a *free ticket* through California. You can see the San Francisco World's Fair on your way east without paying a penny extra rail fare.

The map shows how you can swing down to California on our Shasta Route and continue east on our Overland Route from San Francisco or our Golden State or Sunset Route from Los Angeles.

For Detailed Information . . .

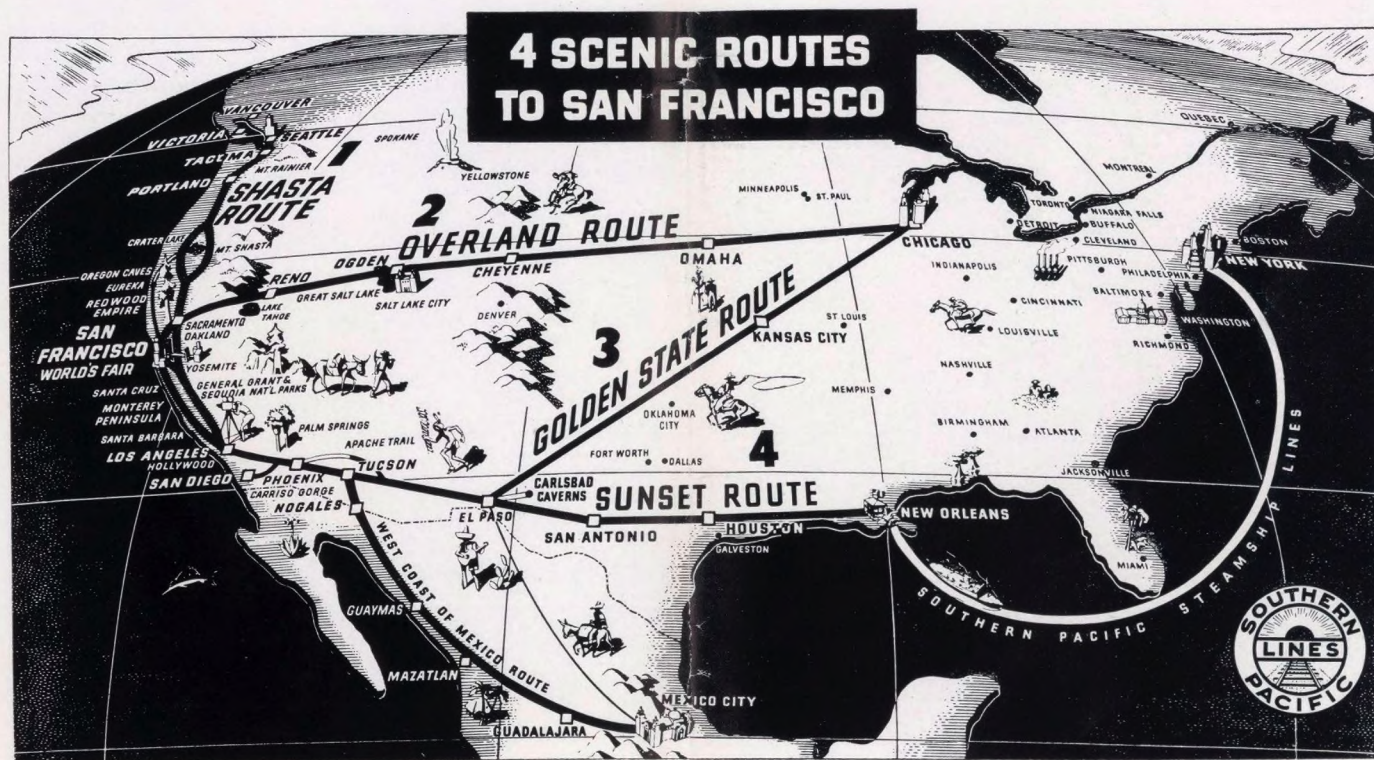
. . . and expert assistance in planning your trip, see your nearest Southern Pacific agent. If none is near you, write one of the men listed below. Your inquiry will receive prompt attention:

B. C. TAYLOR, General Agent, 1405 Fourth Avenue, Seattle, Wash.
 C. G. ALTON, Canadian General Agent, 619 Howe St., Vancouver, B. C.
 R. H. HOLMES, General Agent, 1129 Old Nat'l Bank Bldg., Spokane, Wash.
 E. F. GHORMLEY, City Pass. & Ticket Agt. S. W. 6th & Yamhill, Portland, Ore.
 J. A. ORMANDY, General Passenger Agent, 622 Pacific Bldg., Portland, Ore.
 F. S. MCGINNIS, Vice-President, 65 Market Street, San Francisco, Calif.

Southern Pacific



SAVE MONEY by using Southern Pacific's chair car or tourist sleeping car accommodations. Enjoy the speed, comfort and safety of train travel at a considerable saving in money.



SAN FRANCISCO WORLD'S FAIR

1940



SOUTHERN PACIFIC

The Road of Western Hospitality

SAN FRANCISCO WORLD'S FAIR

1940



SOUTHERN PACIFIC

The Road of Western Hospitality