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A PAGEANT OF THE PACIFIC

Golden Gate Bridge and San Francisco's skyline.

THE entire West joins in this cordial invitation to visit San Francisco in 1939—to make the great Exposition there the highlight of your next vacation in that vast playground of mountain and valley, studded with gloriously varied National Parks, that is the million square miles bordered by the blue Pacific.

See all that the West has to offer . . . There never was a better time to make a start, or to continue your explorations, than this year when San Francisco plays host to all the world.

In 1939, the West presents the San Francisco World's Fair, pride of a beautiful, cosmopolitan city whose first World's Fair, in 1915, still lingers as a precious memory in the hearts of millions, and whose two incredible new bridges alone are worth crossing the continent to see.

Here is a \$50,000,000 Exposition conceived on a scale so grand that those who planned it could find no existing site worthy of it.

So they raised a magic island in the middle of San Francisco Bay—the largest island ever built by man—with inspiring views of the Bay Bridge, the

They named it "Treasure Island."

Upon this island they built a magic city in an entirely new "Pacific" style of architecture . . . strange, high-walled buildings surmounted by Oriental spires and massive elephants, spaced by stately courts and radiating from a 400-foot Tower of the Sun. They planted millions of exotic flowers and shrubs and stately trees. They created peaceful lagoons, laughing fountains and giant statues.

Then to Treasure Island they brought priceless things from China and Japan, native villages from the South Sea Islands, temples from the Indies, rare books and paintings, the world's latest miracles of science, agriculture and industry.

They called it all "THE GOLDEN GATE INTERNATIONAL EXPOSITION, A PAGEANT OF THE PACIFIC."

And now they invite you to come and see this treasure-store, and with it the ageless wonders of the West and the newer wonders that man has built: the bridges across San Francisco Bay, the Big Trees, the National Parks, the mountains, the forests and the endless miles of cool Pacific Ocean beaches.

SAN FRANCISCO WORLD'S FAIR 1939

Go by Train

SEE ALL THE WEST