

Treasure Island

ON SAN FRANCISCO BAY



GOLDEN GATE INTERNATIONAL EXPOSITION
FEBRUARY 18 TO DECEMBER 2, 1939



In the Pacific Basin area, you'll thrill to the romance of the Orient



Facing the Federal Building, the Towers of the East beckon to adventure

A PAGEANT OF THE PACIFIC

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 Golden Gate Bridge and San Francisco's skyline.

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

A VACATION YOU'LL REMEMBER ALL YOUR LIFE

The railroads of the United States, Canada and Mexico invite you to see the West and the San Francisco World's Fair in 1939.

From the time your train pulls out for such a western vacation, to the time it brings you home again, we promise you an experience you'll remember all your life.

Air-conditioning assures you cleanliness and quiet en route . . . pleasantly regulated temperatures, regardless of the season. You'll eat delicious meals . . . sleep at night in the comfort and security that only modern trains provide. And when you come to add up the cost, you'll find your train trip was amazingly economical, while giving you *much* more for your money than any other mode of travel.

See the West, too

Your destination will be the Golden Gate International Exposition on San Francisco Bay, but en route you'll see the West, too. You can choose from scores of different routings, including one or a dozen National Parks.

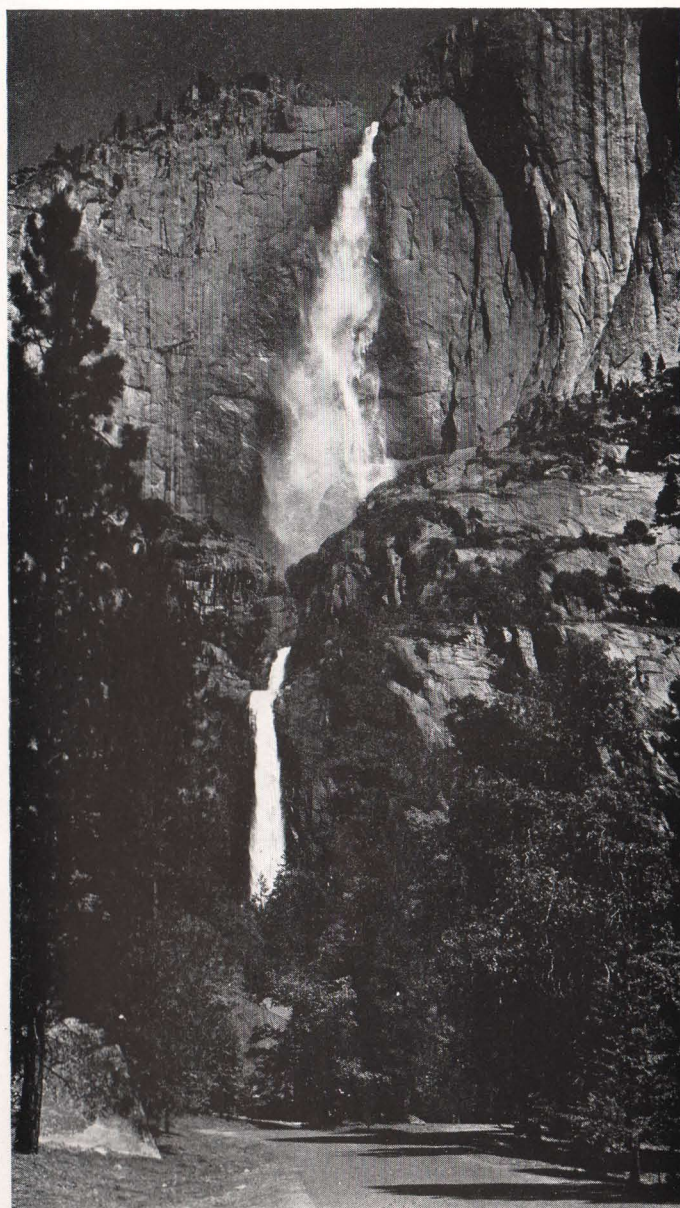
This is your opportunity to take the trip of a lifetime through the storied West, with the San Francisco World's Fair as a glorious climax!

An Inexpensive Trip

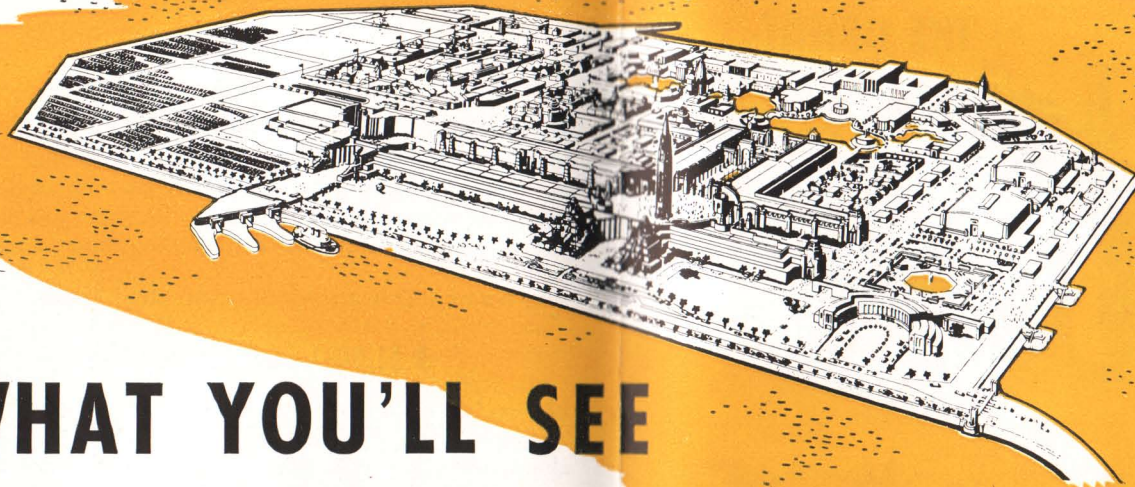
The cost of your trip can be just about what you want to make it. You can "write your own ticket," or you can go on an all-expense tour with nearly every cost and detail taken care of in advance.

We urge you to start planning *now*. Any railroad agent will be glad to show you all the various routings and types of train accommodations you can choose from. And he'll be happy to give you a detailed itinerary and an accurate estimate of what your trip will cost.

Rail fares to the San Francisco World's Fair are very reasonable. We invite you to compare them with the cost of other forms of transportation, remembering always the advantages in speed, safety and comfort of rail travel.



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



WHAT YOU'LL SEE ON TREASURE ISLAND

The San Francisco World's Fair is, in the opinion of those who have seen it, the most beautiful in history.

Its setting, on a great island in the middle of San Francisco Bay, grips the imagination. By day you will find an enchanted city whose walls and towers recall the temples of the Mayas, Incas and Cambodians; by night a glowing fairyland suspended between bay and sky.

Large, but Compact

Treasure Island is large—400 acres in extent—but it is compact. In this Fair the buildings are grouped as close together as possible. You can walk from one exhibit to another with a minimum of effort, but if walking tires you, there are rickshas, wheel chairs, and specially designed motor busses.

The Island is very easy to reach. Located in the center of the San Francisco Bay area, it is joined by a six lane causeway with the Bay Bridge and is only 15 minutes from downtown San Francisco and 20 minutes from the center of Oakland. You can visit the Fair via the Bay Bridge or you can sail there as an adventurer should. There is frequent ferry service from both San Francisco and Oakland.

Delightful Weather

Treasure Island enjoys a mild, equable climate. You'll feel like seeing more and doing more, regardless of the

season of your visit. Even in the warmest summer, it is a rare day when the temperature rises to 80 degrees.

A \$50,000,000 Show

The San Francisco World's Fair represents the expenditure of more than \$50,000,000 by the Exposition, the Federal Government, the State of California and other states, foreign countries, industrial exhibitors and concessionaires.

To tell you all you'll see at such a gigantic show is impossible. But in these pages we give you a brief pre-view, a glimpse of what you'll find on the Treasure Island of 1939.

By bridge or by boat you approach an enchanted city seemingly afloat on the blue waters of the Bay, its high walls

**SAN FRANCISCO
WORLD'S FAIR 1939**
Go by Train
SEE ALL THE WEST

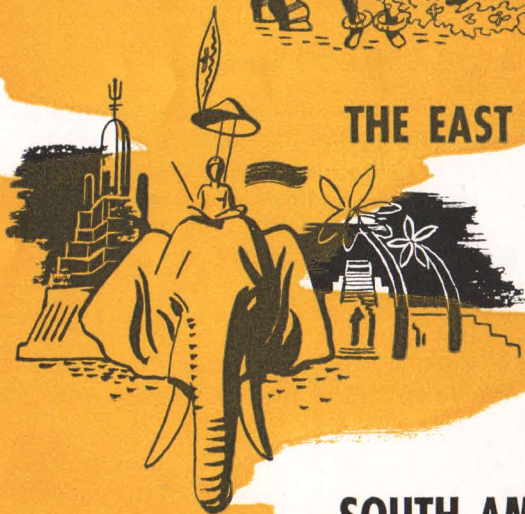
THE ORIENT



HAWAII



THE EAST INDIES



SOUTH AMERICA



surmounted by sculptured elephants, and behind them the 400-foot Tower of the Sun, with a golden Phoenix flashing at the top. The Phoenix, a mythical bird, symbolizes San Francisco rising from the ashes of the great fire in 1906. Even as you approach, the tower's carillon chimes a welcome.

You land on Treasure Island. Adventure begins.

A \$1,500,000 Flower Show

Flowers! All California was scoured for the 4,000 trees, 70,000 shrubs and millions of flowers on Treasure Island—almost every variety of tree and shrub and flower known to man. Massed effects of incredible beauty enchant your eyes. There are 45,000 specimens, of 46 different varieties, in the golden Court of Flowers alone; banks of red blooms in the Court of Reflections; blue and white in the Court of the Moon; yellow and white in the Court of the Seven Seas and, on the western side of the Island, a "Persian Rug" 25 acres in extent, made entirely of living flowers!

A Trip to the Orient

First, perhaps, you'll visit the Pacific Basin area, a chain of quiet lagoons surrounded by temples, pagodas and native buildings from Japan, Bali, Java, Johore, Indo-China, Australia, New Zealand, Hawaii and the other romantic countries around the Pacific Ocean. Here you'll wander through foreign streets, sample exotic foods, study strange and lovely handicrafts, listen to haunting music. You'll thrill to the graceful rhythms of Oriental dances, go big game hunting, sip tea in a Japanese Garden.



CENTRAL AMERICA

More than thirty nations display their art and scenic and cultural treasures in this magnificent setting. And, since San Francisco is the key seaport of the Pacific, the countries of the Pacific sent their most outstanding and costly exhibits to her Fair.

Central feature of the Pacific Basin area is the great Pacific House, picturesquely situated on an island in the lagoon. Here are dramatized the common interests of the countries surrounding the Pacific Ocean, their exciting history, their culture, arts and crafts. Here are gigantic mural maps by Covarrubias and other famous artists, and dioramas describing the thrilling voyages of Drake, Magellan, Viscaïno, Cabrillo and other great explorers.

A Trip Through the West

In the Hall of the Western States, the Eleven Western States and British Columbia have gathered the wonders of a million square miles. In the building's court you'll stroll on overhead walks across a gigantic million dollar relief map of the West. Here you'll see, at close range, the National Parks, mountain ranges, rivers and cities, and the engineering miracles that are so swiftly transforming the West.

Many of the other states have exhibits, so you'll be able to take a quick trip around America on Treasure Island.

The China Clipper

From Exposition Harbor at the south end of Treasure Island the great Trans-Pacific flying clippers arrive and leave for

Hawaii, Wake, Midway, Guam and the Philippines. Their terminal is a mammoth building on the Island. Here you'll see all the activities of servicing these flying boats. You'll share the excitement of their takeoffs and arrivals.

Meet Your Government

The stately Federal Building and exhibit area covers seven acres. With its 48 slender columns representing the states, it faces the Court of the Nations where ceremonies, concerts, pageants and army maneuvers are held.

In this building you'll see clearly how your national government operates—how money and stamps are printed, the latest developments in national defense, Federal housing projects, control of soil erosion, etc.

Here is the striking Indian exhibit, presenting six different civilizations of the American Indian, with skilled artisans weaving blankets and baskets, making pottery and engaging in other native pursuits. The exhibit proves that the American Indians are not a vanishing race but are a vital, worthwhile force in modern America.

. . . and California

Sixteen huge buildings are required for the \$5,000,000 California exhibit, in which the Golden State plays host to the world. Here are displayed the scenic highlights of the State, its history, industry and agriculture.

In the Livestock Coliseum on the Island—an arena larger than Madison Square Garden—California will sponsor the

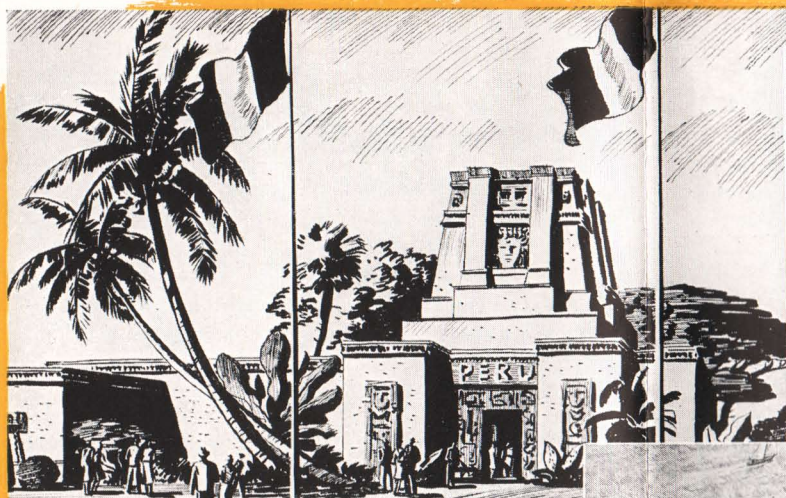
(Continued on third page following)

THE WEST

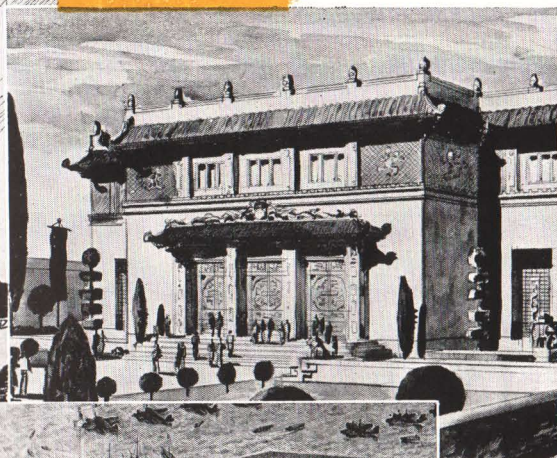


CHINA CLIPPER

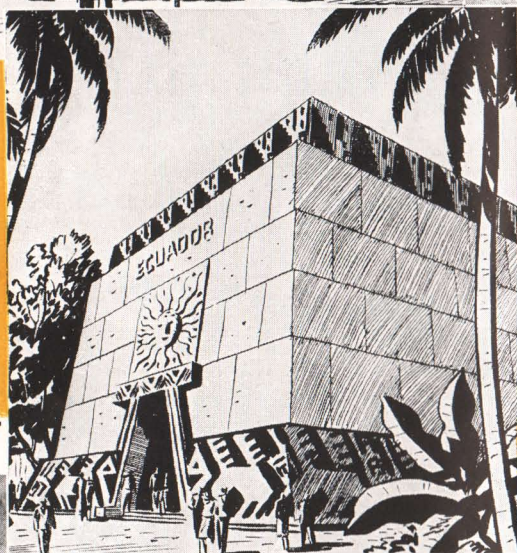
**SAN FRANCISCO
WORLD'S FAIR 1939**
Go by Train
SEE ALL THE WEST



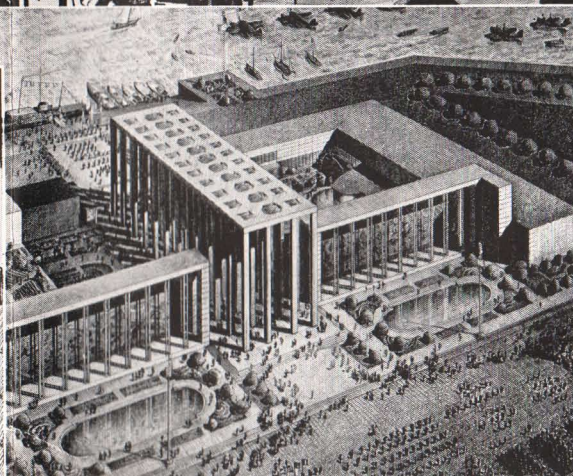
Peru



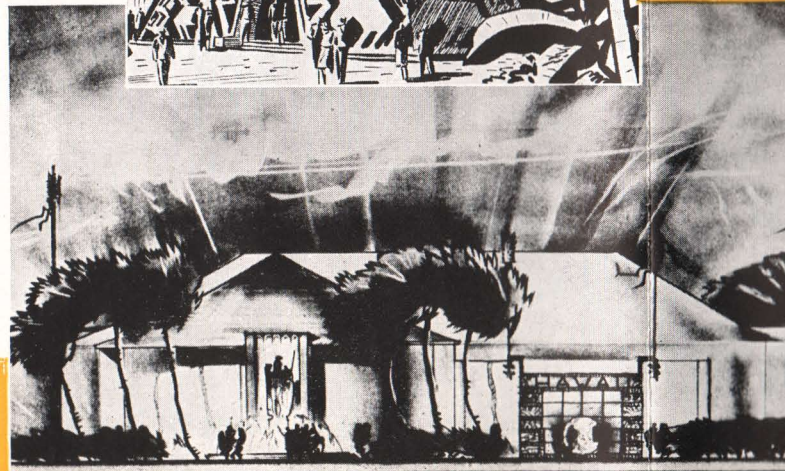
Indo-China



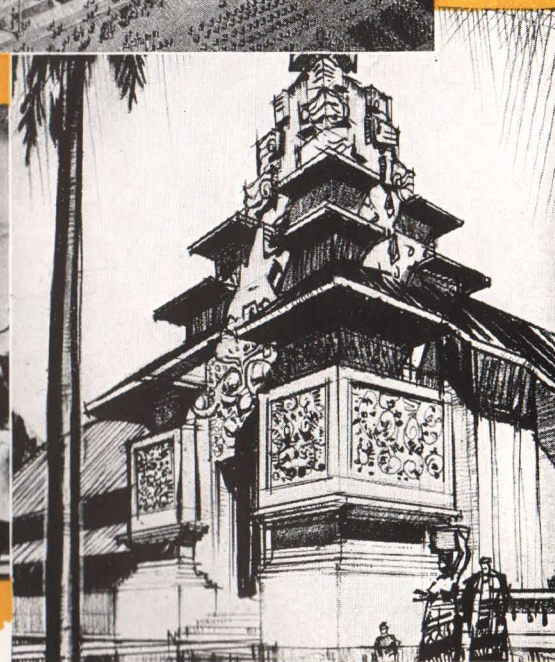
Ecuador



Federal Building



Hawaii



Netherlands East Indies

AROUND THE WORLD on Treasure Island

To visit the San Francisco World's Fair is to enjoy a quick and stimulating trip around the world. For on Treasure Island's 400 acres are concentrated the art, culture, industry and scenic wonders of the Orient, the South Sea Islands, North and South America, Europe and Australia.

Following is a partial list of the foreign countries exhibiting at the Golden Gate International Exposition:

ARGENTINA	HOLLAND
AUSTRALIA	INDO-CHINA
BELGIUM	ITALY
BRAZIL	JAPAN
BRITISH COLUMBIA	JOHORE
CHILE	MEXICO
COLOMBIA	NEW ZEALAND
COSTA RICA	NORWAY
CZECHOSLOVAKIA	PANAMA
DENMARK	PARAGUAY
EAST INDIES	PERU
ECUADOR	RUMANIA
EL SALVADOR	SWEDEN
FRANCE	TURKEY
GUATEMALA	VENEZUELA



Japan



New Zealand

**SAN FRANCISCO
WORLD'S FAIR 1939**
Go by Train
SEE ALL THE WEST

\$400,000 IN PRIZES



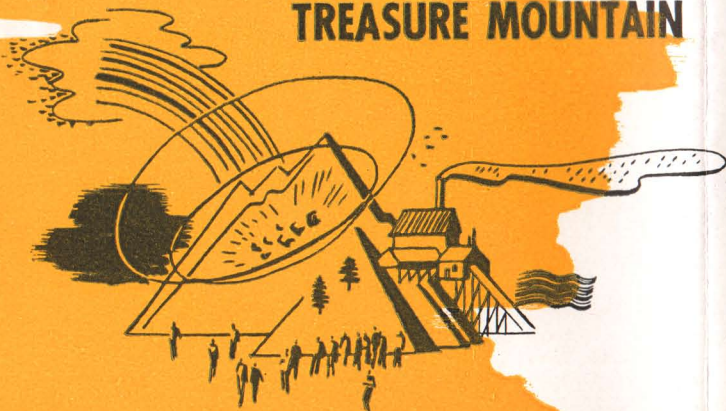
ATOM SMASHER



WATER FARMING



TREASURE MOUNTAIN



greatest program of livestock shows ever held, with entries from every state, most provinces of Canada and many foreign countries. A total of \$400,000 in prizes will be awarded!

Things to Come

In the Hall of Science you will see not only what has been done but what is just ahead: black light and fluorescent light, cathode rays and electric robots. You'll see the "atom smasher," an electric farm and the miracle of "water farming"—growing fruits and vegetables in water, without soil. You'll listen to electronic music and perhaps sample "meals in pills."

Thirty famous research laboratories and clinics have co-operated to tear the veil away from medicine and show you clearly the story of disease, its prevention and cure. In a spectacular exhibit, science is explained in animated displays that any child can understand.

You'll enjoy a five minute trip from the bottom of the sea to a mountain top, seeing all the fish and animals and plants in lifelike illusion.

In the Hall of Electricity and Communication you'll see the latest developments in television, telephony, telegraphy and radio, with a complete broadcasting studio in operation.

You Enter a Mine

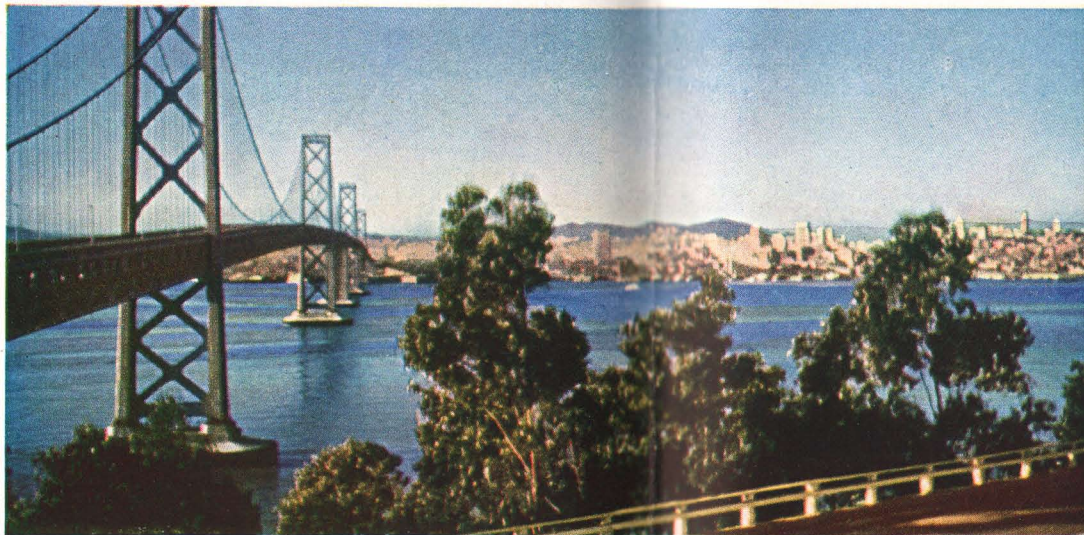
In the Hall of Mines, Metals and Machinery, you walk into a valley between mountains 50 feet high and 400 feet long—"Treasure Mountain." Here are tunnels, shafts, mining railroads, elevators, mills, gold dredges and a mining town, an actual replica of the "ghost towns" that still dot the West.

If you wish, you can enter a mine shaft and see at close range how mining operations are conducted.

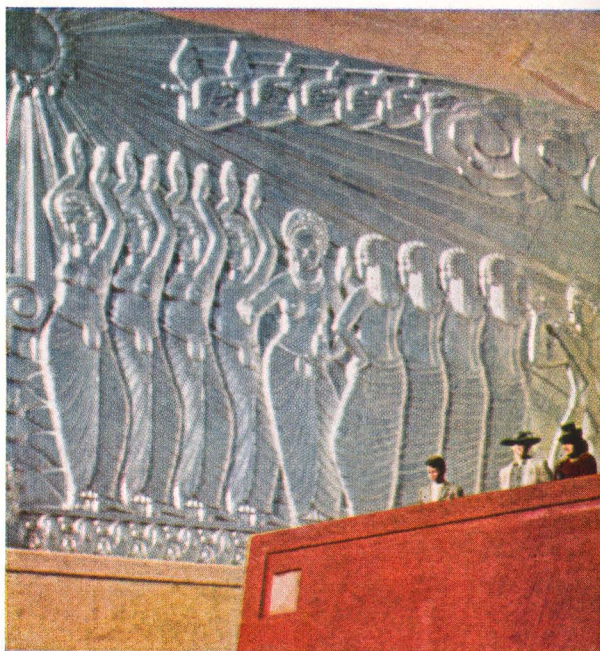
In this same building you'll see how steel is made and a large scale model of San Francisco as it will look in 1999. You'll see in operation the marvelous precision machinery responsible for America's industrial progress.

Food and Drink

In the two-acre Hall of Foods and Beverages, you'll see strange and alluring delicacies from all over the world, including hundreds of varieties of wines and breads and imported cheeses. You'll see demonstrated the latest

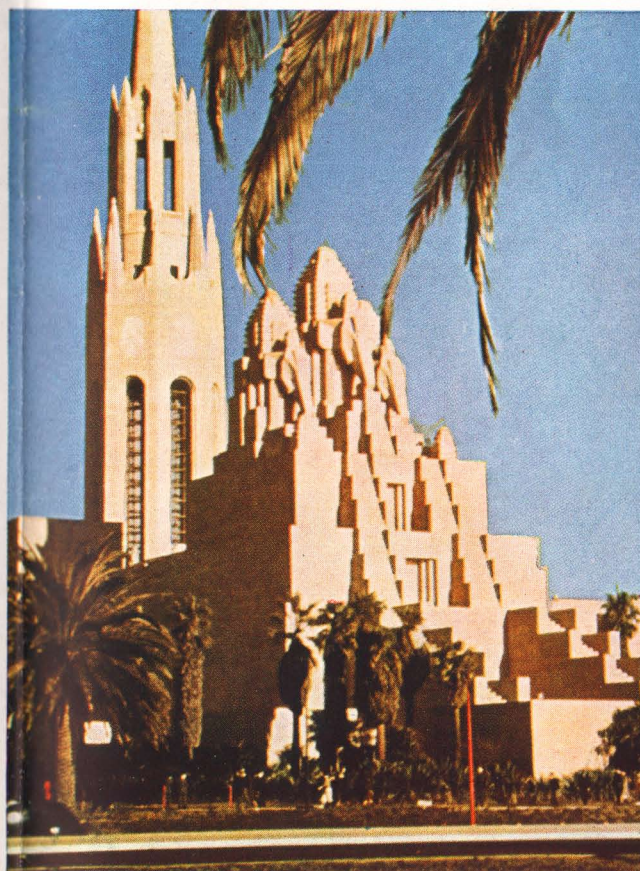


This magnificent panorama of the Bay Bridge and San Francisco's skyline greets you as you round Yerba Buena Island toward Treasure Island and the Golden Gate International Exposition.



Here you look out over the Court of the Nations. In the background is the giant bas-relief of the "Dance of Life."

Right: These sculptured elephants surmounting the Portals of the Pacific welcome you to the Exposition's inner courts.



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

YACHT HARBOR

SAN

SAUSALITO

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

MARKET STREET

NOB HILL

MISSION DOLORES

N FRANCISCO

TWIN PEAKS

GOLDEN
GATE
PARK

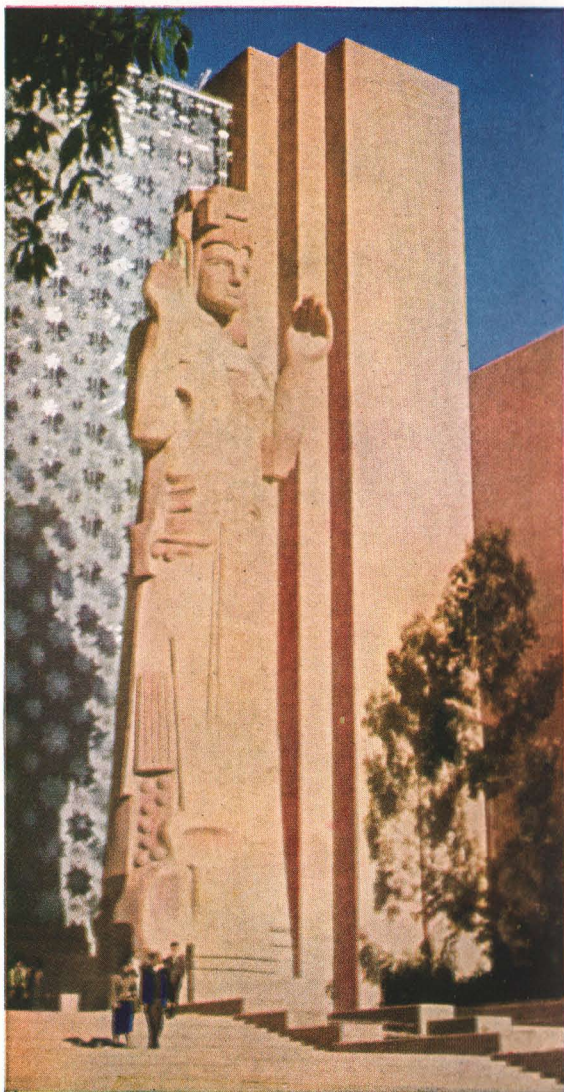
GOLF COURSES

LAKE MERCED

FLEISHHACKER ZOO

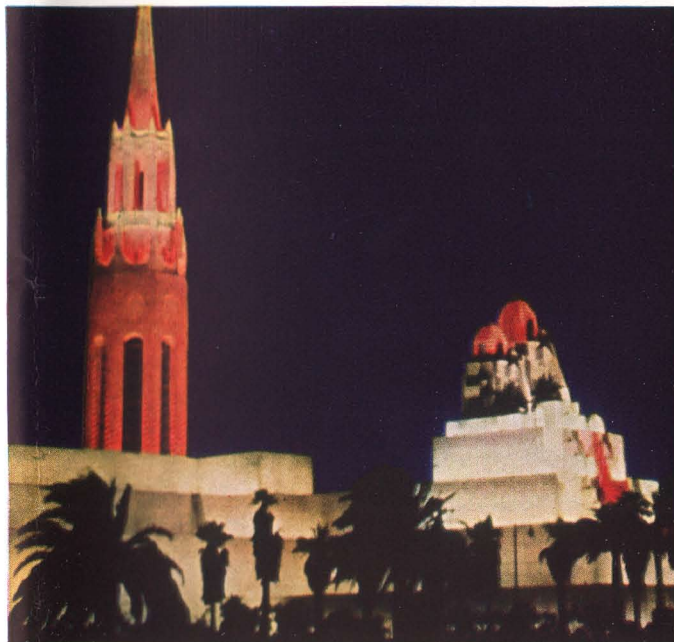
OCEAN BEACH

O C E A N



Behind this 80-foot statue in the Court of Pacifica, a silver "Chime Curtain" tinkles in the breeze.

Right: From the golden Court of Flowers you look through the massive Arch of Triumph to the Court of Honor.



At night the magic of light transforms Treasure Island into an enchanted fairyland afloat on the dark waters of San Francisco Bay.



processes in picking, pitting, peeling and canning fruit, a modern salt refinery in operation, and the wonders of quick-freezing.

Priceless Art

In the Palace of Fine and Liberal Arts you'll see the finest collection in the history of expositions. This collection was made possible by the fact that only San Francisco could promise a fireproof building to house it. (The Palace is of steel and concrete construction, one of the three permanent buildings on Treasure Island.)

Here are \$40,000,000 worth of modern paintings and old masters, ancient and modern art of the Pacific countries, rare books, tapestries, porcelains and prints.

Here you'll see the Japanese National Treasure, a priceless collection never before permitted to leave Nippon.

Another outstanding art exhibit is the famous Thorne collection of 32 miniature rooms, each only three feet high, with every detail of furniture, textiles and decoration exquisitely fashioned in perfect scale.

All Outdoors

In the mammoth Vacationland Building, all outdoors is brought under one roof. Here is the living story of modern transportation and where it takes you. Green bowers, living waterfalls and sweeping dioramas capture the beauty of National Parks, mountains, forests and strange foreign countries. Here you'll see dramatized the sensational progress that has made the railroads the most efficient transportation system in the world.

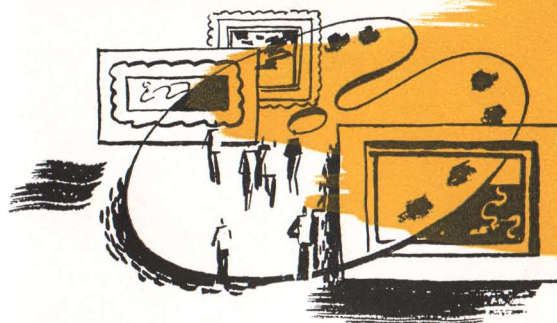
Your House and Garden

Probably no other region has given as many new ideas to homes and gardens as has the West, so the West's World's Fair devotes an entire building to this highly important phase of living.

In the great Homes and Gardens Building you'll see the latest innovations in building, furnishing and decorating. You'll see what is perhaps the greatest flower show ever held—a mammoth display of the floral treasures of California and the West.

Outside the building is a complete display of model homes, demonstrating the latest trends in design and landscaping.

\$40,000,000 ART SHOW



JAPANESE NATIONAL TREASURE



VACATIONLAND



**SAN FRANCISCO
WORLD'S FAIR 1939**
Go by Train
SEE ALL THE WEST



For the Ladies

Women will appreciate the Hospitality Center, sponsored by the State of California and open to all women. Large and beautifully furnished, it has a fine restaurant and comfortable lounging and rest rooms. It is an ideal place to rest and meet friends.

Night Falls . . .

. . . and the magic of light transforms Treasure Island to an enchanted "Never-never Land."

. . . great walls glow with moonlight blue and rose and green.

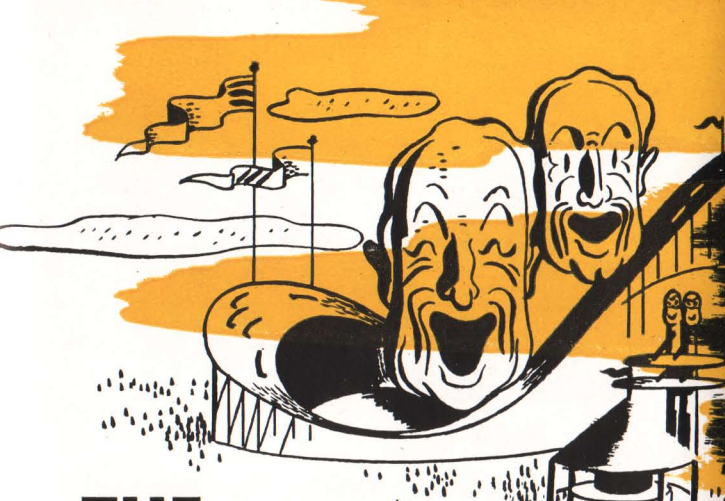
. . . a fountain cascading from the feet of a mighty statue becomes a river of red fire.

. . . columns of luminous vapor rise to the stars.

Under the spell of the night, you decide that the ferries on the Bay are fireflies, the lights of the Bay Bridge are lanterns in a Japanese garden, and the whole bewitching scene is a party staged for you alone.

Which, after all, it is.

Dominating the Court of Pacifica on Treasure Island, this mighty statue of "Pacifica" is eighty feet high, second in size only to the Statue of Liberty.



THE GAYWAY 40 ACRES OF FUN

"Right this way, folks . . ."

What's a world's fair without the midway?

This one is *big* and *busy*. Adjoining the picturesque Pacific Basin area, the GAYWAY'S forty acres are filled with the Oriental color and glamor that make the San Francisco World's Fair so different from any other. Here you'll find every kind of fun and entertainment you ever heard of, plus many new ones.

You'll ride on the Cyclone Coaster, as thrilling as its name, and board the giant Aerial Crane to swing out high over Treasure Island for a breath-taking view of the Exposition, the Bay Bridge and the Golden Gate Bridge.

Food? The Gayway will tempt your appetite with the food of almost any nation you can name. For here are the restaurants of France, Spain, Russia, Sweden, Italy, Germany, Mexico, China, Japan.

Music? There are great name bands playing "sweet" music or "swing" music, as you prefer. There are symphony



concerts and band concerts. There are tango bands, marimba bands, Hawaiian orchestras. And there are dancers and entertainers from the glamorous countries of the Pacific . . . Balinese dancers from the East Indies, Hula girls from Hawaii, Geishas from Japan.

Theaters? Everything from Movies to Chinese Opera!

Four features of the Gayway are so outstanding that we have reserved the following page to describe them in detail.

**SAN FRANCISCO
WORLD'S FAIR 1939**
Go by Train
SEE ALL THE WEST



CAVALCADE OF THE GOLDEN WEST

On an open air stage 300 feet long, screened between scenes by a curtain of water, the San Francisco World's Fair presents *The Cavalcade of the Golden West* three times a day. Eclipsing all previous pageants, this show parades before your eyes the thrilling chapters in the building of the West . . . the Spanish Conquest . . . the founding of the Missions . . . the coming of the Russians . . . and then the Yankees, trading, discovering gold, building railroads . . . the whole romantic story of California under twelve flags.



STREETS OF THE WORLD

More than \$2,000,000 was spent to bring the *Streets of the World* to Treasure Island. Grouped around a central plaza in the Gayway, near the Pacific Basin area, eight foreign villages accurately re-create the architecture, customs, theaters, shops and restaurants of Hawaii and the South Seas, Russia, Latin America, France, Italy, Switzerland, Ireland, and Asia Minor.

In the plaza, foreign orchestras, singers, acrobats and other entertainers put on free shows at frequent intervals.



CHINESE VILLAGE

An authentic reproduction of an ancient Chinese walled city, this \$1,200,000 village is complete with temples, pagodas, native markets and bazaars, theaters, restaurants, tea gardens, many of them brought over from China.

You'll watch native craftsmen fashioning jade and cloisonne, and coolies at work in rice paddies. You'll go for a sail in a Chinese junk, ride in a ricksha, attend Chinese Opera, sample Chinese food and shop in Oriental bazaars fragrant with incense.



HOLLYWOOD BOULEVARD

For the first time in the history of expositions, "The most glamorous street in the world" is transplanted to the fairgrounds. In more than 100,000 square feet of space, Hollywood shows you the highlights of the moving picture industry and gives you a glimpse of the smart night spots where the stars gather. At one end of the boulevard is a real sound stage where you can actually watch moving pictures being made and perhaps see your favorite Hollywood stars in action.

SAN FRANCISCO WORLD'S FAIR

General Information

LOCATION: On Treasure Island in the middle of San Francisco Bay, 15 minutes from downtown San Francisco and 20 minutes from Oakland. Joined to Yerba Buena Island and the San Francisco-Oakland Bay Bridge by a six lane causeway.

HOW TO GET THERE: Frequent ferry service from San Francisco and Oakland (a 10 minute trip—fare 10c), or by automobile or motor coach across the Bay Bridge.

ADMISSION: Adult admission to Fairgrounds 50c. Children from 6 to 12 years inclusive 25 cents; under 6 years no charge.

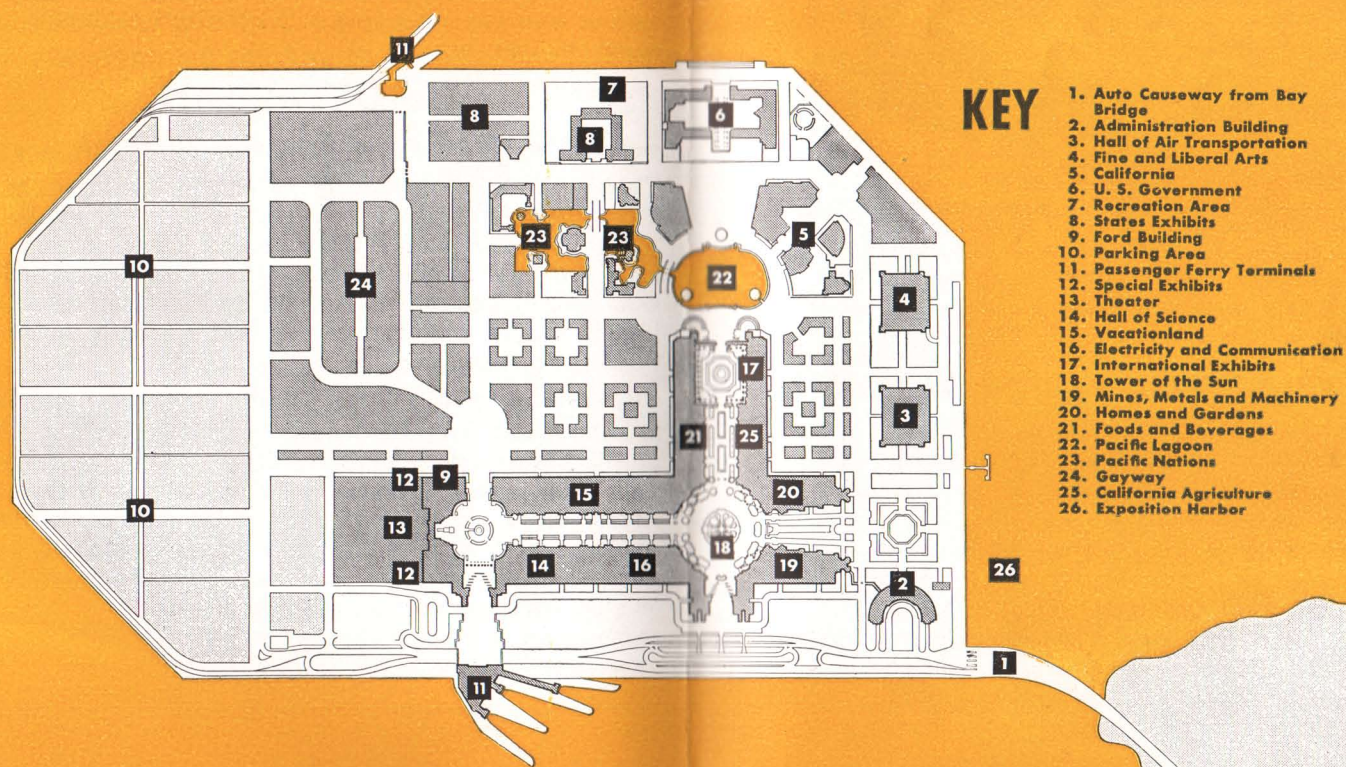
DATES: The San Francisco World's Fair opens at 10 A.M. Saturday, February 18, 1939, and closes the night of December 2, 1939—288 days.

REST ROOMS: Rest rooms for men and women are abundant and conveniently located on the Fairgrounds. In the majority of cases, these facilities are free.

HOTELS: The hotels of the San Francisco Bay region have advised that there will be no advance in rates during 1939. Since there are more than 1,000 hotels in the region, ample accommodations are assured.

TRANSPORTATION: Specially designed motor coaches make regular tours of the Fairgrounds—fare 10 cents, or you can ride in a ricksha or wheel chair. However, you will find walking unusually pleasant because of the ideal climate and the compactness of Treasure Island.

SPECIAL EVENTS: More than 3,000 special events of various kinds are scheduled for the 288 days of the San Francisco World's Fair, an average of more than ten a day . . . fireworks, sports events, air shows, band concerts, yacht races and hundreds of others.





*Travel to the Fair in the tempo of tomorrow
on fast air-conditioned trains via*
THE MILWAUKEE ROAD



Milwaukee Road dining cars feature appetizing meals at popular prices. Pictured above is one of the new type, 48-seat diners in service on the Olympian and the Hiawatha.

Club-observation cars equipped with radio help make rail travel pleasant and restful. The porter will provide magazines, stationery, playing cards, beverages, etc.



EVERY great exposition since before the turn of the century has inevitably turned the spotlight on the wonderful progress of rail transportation. And on each occasion from the Chicago World's Fair of '93 to the San Francisco Fair of '39, The Milwaukee Road has delighted thousands of visitors with rail travel that is the perfect introduction to a world of tomorrow.

The OLYMPIAN

—electrified over the mountains . . .

There's something magical in the smooth, soaring flight of The Milwaukee Road's famous OLYMPIAN over the Belts, Rockies, Bitter Roots and Cascades. For 656 mountain miles the air conditioned, roller bearing OLYMPIAN travels behind giant electric locomotives. And, during the summer months, it carries open observation cars that spread a mountain wonderland before you.

The OLYMPIAN—like The Milwaukee Road's celebrated SPEEDLINER, The HIAWATHA—travels over the only double-tracked route between Chicago, Milwaukee, St. Paul and Minneapolis. Thence it swings westward through Aberdeen, Butte and Spokane to Seattle and Tacoma where connections are made with fast trains to San Francisco. Low fares are in effect every day and apply on the OLYMPIAN as on all of The Milwaukee Road's famous trains.

*Double the enjoyment
of your trip!*

See the glorious

PACIFIC NORTHWEST

See more and have more fun on your trip to the Fair by going or returning via the glorious Pacific Northwest. You can route yourself via The Milwaukee Road without extra rail fare.

You won't want to miss visiting some of these high-spots of any western trip.

YELLOWSTONE—the oldest and greatest of our National Parks. See the geysers, canyon and waterfalls, and the famous bears; spend a day or two at historic Gallatin Gateway Inn.

MONTANA DUDE RANCHES—a new kind of vacation that is rapidly gaining in popularity. Ride mountain trails, learn the language of the cowhands, fish racing streams in the heart of the Rockies.

SPOKANE—and the famed Inland Empire. Beautiful spring-fed lakes and timbered mountains; fishing, bathing and boat trips.

SEATTLE-TACOMA—Cosmopolitan cities and twin seaports opening on the world; centers of a great playground.

MT. RAINIER and MT. BAKER—snow-clad peaks with mighty glacier systems and alpine meadows carpeted with flowers.

OLYMPIC PENINSULA—America's last frontier. A primeval wilderness with mountains, lakes and streams; comfortable resorts; Pacific ocean beaches.

PUGET SOUND—an island-dotted cruising ground leading to the picturesque San Juan Islands, to Victoria, Vancouver and Alaska.

Take your choice of accommodations on the OLYMPIAN. Hiawatha-type luxury coaches; modern tourist sleeping cars and luxurious standard sleepers. 48-seat dining car serving appetizing hot meals for as little as 50¢. Also economical Off-the-Tray service at your seat. Observation-club car with barber and valet, radio, etc.

Consult the nearest Milwaukee Road Travel Bureau or write

F. N. HICKS
Passenger Traffic Manager
Chicago, Ill.



Milwaukee Road-type Luxury-lounge coaches are as comfortable as they are attractive. The specially designed seats have individually controlled reclining backs. Non-glare focused lighting.



At left is the women's lounge in a coach. Appointments are dainty and complete, even to a full length mirror.

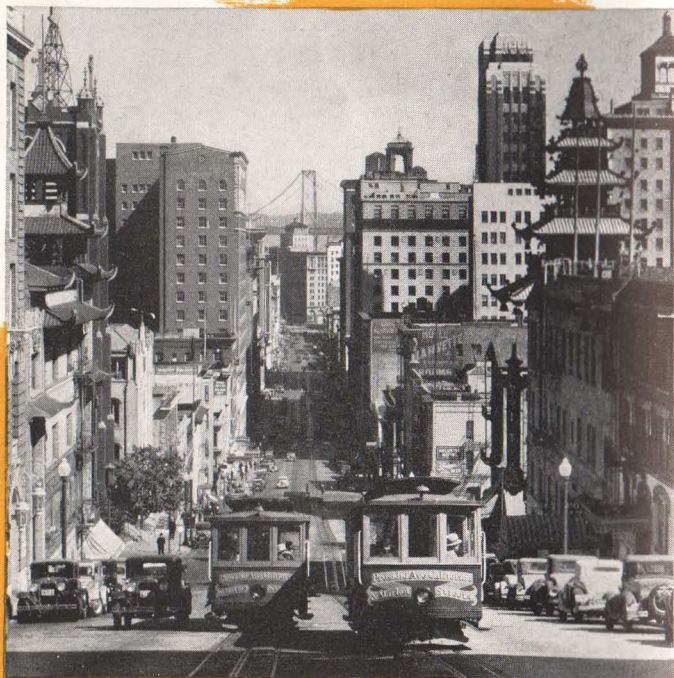
The men's lounge in coaches (at right) provides seats for nine in an atmosphere of club-like privacy and comfort.

Roomy, comfortable berths with snowy linen and plump pillows insure sound sleep. Individual reading lights. Air-conditioning provides ventilation without draughts or dirt.





Golden Gate Bridge, world's longest single span



Cable cars climb San Francisco's hilly streets



The battleships weave their lights behind the Bay Bridge

SAN FRANCISCO

A Pleasant All-Year Climate

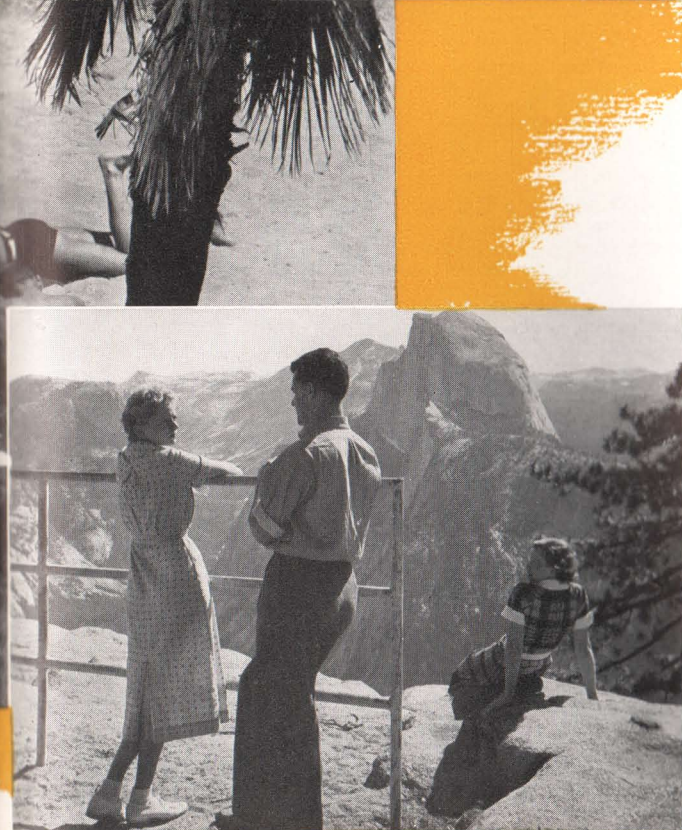
Your host city at the Fair is San Francisco, whose slogan "America's Coolest Summer City" is no idle boast. While your home town may be sweltering in summer heat, San Francisco enjoys steady breezes from the Pacific Ocean. You should bring a light wrap, as the evenings are *always cool*. You will find San Francisco a pleasant place to visit at any season of the year, with few extremes of heat or cold.

You'll spend many delightful days getting acquainted with her quaint cable cars, Chinatown, Golden Gate Park, Fishermen's Wharf, the Bay Bridge, the Golden Gate Bridge, the world-famous shops and restaurants and the busy Embarcadero, where ships come in from the Seven Seas.

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



Southern California is famous for its palm-fringed beaches



"On top of the world" in Yosemite National Park

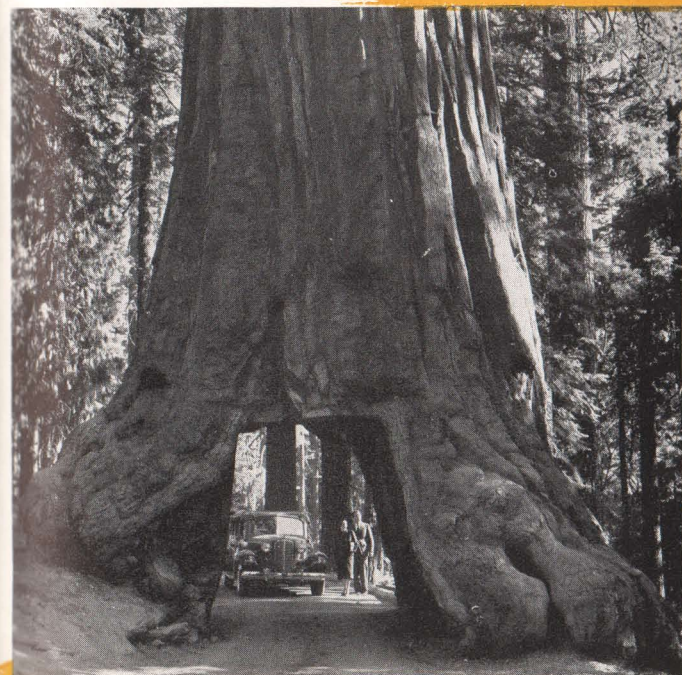
CALIFORNIA

The Year 'Round Vacationland

Close to San Francisco are all the other places in California you'll want to see: Los Angeles, of course, with its glittering Hollywood, its miles of wonderful ocean beaches, its orange groves and oil fields. Yosemite National Park. The Big Trees of General Grant and Sequoia National Parks. The twenty-one California Missions. The High Sierra and the "ghost towns" of the Mother Lode, where countless millions in gold were mined. The Shasta-Cascade region. The fertile valleys of the Sacramento and San Joaquin where orchards and vineyards extend for miles.

You can easily get to most of these places by train, so you won't find your automobile a necessity. But if you *must* have your automobile, we urge you to investigate the low cost of "checking" it on your railroad tickets. We predict you'll be glad you did.

1939 is Fiesta Year in California and throughout the West. Every celebration, fiesta, rodeo and pageant will be augmented to better entertain the West's millions of visitors.



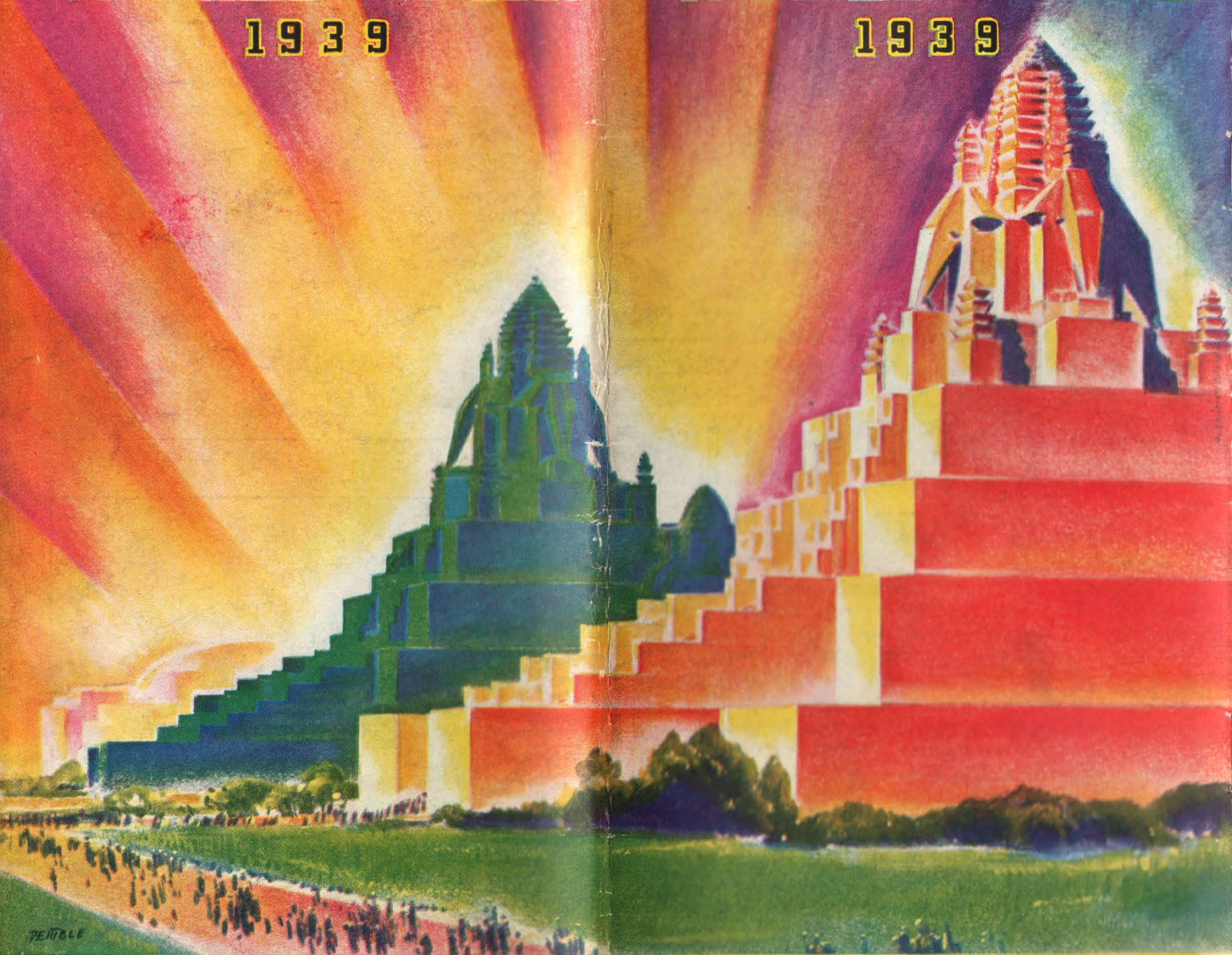
Trees so big that roads are cut through them

SAN FRANCISCO WORLD'S FAIR

1939

SAN FRANCISCO WORLD'S FAIR

1939



The **MILWAUKEE ROAD**
Route of The Olympian

Route of
The Hiawatha



Route of
The Olympian